



Jul 3, 2025

El Paso County Planning & Community Development
2880 International Circle, Ste. 110
Colorado Springs, Colorado

Special Use Letter of Intent

Applicant

Lamar Outdoor Advertising
Justin Johnston, Real Estate Manager
806-438-4827
JuJohnston@lamar.com

Owner

No Bust LLC
Dennis Dankert
321-848-5460
themadhattersaloon@gmail.com

Property

8655 West Highway 24, Cascade, Colorado 80809
Parcel Number: 8315400037
Zoned: CC
PCD File No. AL256

Proposed Project

Lamar Outdoor Advertising currently owns and operates an existing advertising sign located at 8655 West Highway 24, Cascade, Colorado 80809. The sign has two opposing static faces, each measuring 238 square feet. We propose to convert both faces to Electronic Messaging Displays (EMD) and to utilize County Billboard Credit BBC-05-006 which is valid for 2 faces to expand the size of each face to 378 square feet. Additionally, we plan to reduce the structure height to 40 feet and relocate it to the eastern side of the property. This relocation improves alignment with the current use of the property and increases separation from residential areas.

The sign was built and permitted in 1984, in compliance with CDOT and El Paso County regulations. It is a legally conforming land use under the El Paso County Land Development Code, Chapter 5, Table 5-1. The proposed property houses a Bar and Grill, a single-family residence, and the existing billboard.

Lighting Plan

Lamar's "**Lighting Plan**" and documentation from the sign manufacturer which verifies compliance with auto dimming and brightness requirements is attached hereto as Exhibit A. The Lighting Plan demonstrates that the lighting for the Proposed Billboard complies with the Code's lighting standards. Each message displayed on the Proposed Billboard will be displayed for at least four to eight seconds. *Code § 6.2.9.B.c.iii*. The Proposed Billboard will not utilize animation, video, flashing, or scrolling messages. All transitions will be static with instantaneous change and comply with County Code § 6.2.9.B.3.c.ii. The Proposed Billboard will be equipped with technology that automatically dims the EMD according to ambient light conditions to a luminance, or nighttime brightness level of up to 500 NIT. *Code § 6.2.9.B.c.vi*. The Proposed Billboard will also be equipped with the ability to be shut off within 24 hours if a malfunction occurs, including the demonstration of prohibited transition methods. *Code § 6.2.9.B.c.vii*.

The photometric study reflects a worst-case lighting scenario in which red, green, and blue LEDs operate at maximum output to simulate full white content. This does not represent actual operations. According to Daktronics, typical advertising content uses only 25% to 40% of the sign's total brightness capacity. A conversion chart is included with this application to demonstrate that light levels at the property line are significantly lower under normal use and may fall within or near the 0.1 footcandle threshold defined in § 6.2.3.B.1.e.

Alternative Lighting Plan Request – Eastern Property Line

Section 6.2.3.B.1.e of the El Paso County Land Development Code establishes a maximum of 0.10 footcandles (fc) at the property line for on-site lighting. However, applying this standard to a digital display—specifically an Electronic Messaging Display (EMD)—requires additional technical context. Unlike traditional lighting fixtures that emit consistent, fixed-output illumination, EMDs comprise thousands of individual LEDs whose brightness and intensity vary based on the dynamic content displayed. As a result, EMD illumination is content-dependent and fluctuates with real-time messaging.

To provide a transparent and comprehensive analysis, the photometric study includes a worst-case lighting scenario where the EMD operates at full brightness, displaying solid white content intended for nighttime viewing. This test reflects maximum theoretical illumination rather than actual operational conditions. As noted in the Daktronics technical documentation (Exhibit A), typical advertising content utilizes only 25% to 40% of the display's maximum brightness capacity. Such content incorporates color variation, contrast, and lower brightness levels, significantly reducing the effective light output.

Daktronics also provided a photometric comparison chart estimating that under real-world conditions, illumination at the property boundary would fall between approximately 0.02 and 0.06 fc—well below the 0.10 fc limit set by Section 6.2.3.B.1.e. This demonstrates that, under normal use, the digital sign complies with applicable lighting thresholds and does not present a significant lighting impact at the property line.

The proposed EMD is further designed to comply with Colorado Department of Transportation (CDOT) Outdoor Advertising Sign Illumination Regulations (2 CCR 601-3, Section 12.C.5.10), which allow up to 0.3 fc above ambient light, measured 250 feet from the sign face. The Daktronics system includes an ambient light sensor (photocell) to automatically regulate brightness based on current lighting conditions. Brightness settings are password-protected, and the system includes automatic shutdown features in the event of malfunction.

Additionally, the billboard's relocation increases the distance from the nearest residential dwelling from approximately 470 feet to 565 feet, surpassing the 500-foot minimum setback outlined in LDC § 6.2.9.B.4.c.iv. Mature vegetation along the western and northwestern edges of the site provides further visual buffering from adjacent uses.

Given these mitigating factors and compliance with applicable standards under realistic conditions, we respectfully request that this lighting configuration be accepted as an Alternative Lighting Plan. This request applies solely to illumination levels affecting the adjacent CDOT right-of-way and does not impact private or residential property. The proposed installation meets the spirit and intent of the County's lighting standards and Land Development Code.

Analysis of Criteria

- There are currently no specific references to billboards in the El Paso County Master Plan. However, the proposed EMD conversion is compatible with the surrounding land uses, which include established commercial uses, vacant parcels, and low-density residential development. The sign's placement and orientation will ensure consistency with the area's existing character and future land use intentions.
- The surrounding area includes a mix of land uses. While much of the nearby property is zoned R-T and remains largely undeveloped, there is an existing single-family residence located to the northwest. The proposed relocation of the billboard will increase the setback from this residence, and the sign will be oriented away from the home and angled toward US Highway 24. Existing vegetation on the property will

also provide a natural buffer, further mitigating any visual impacts to surrounding residential and commercial properties.

- While the existing billboard was originally permitted in 1984, the proposed relocation on the same parcel will increase the distance from the nearest residence—from approximately 360 feet to 440 feet. The sign will also be oriented away from the home and angled toward US Highway 24. Existing vegetation and topography provide additional visual buffering. Therefore, we respectfully request relief from the 500-foot setback requirement under LDC § 6.2.9.B.4.c.iv as part of this Special Use request, based on the sign's long-standing legal status, the increased separation, and the absence of any new adverse impacts.
- The conversion of the existing static faces to EMD will not impact nor overburden any public facilities and services, because the billboard does not require them.
- Traffic congestion or traffic hazards will not be created or negatively impacted by EMD. Oftentimes Lamar utilizes EMD to display amber alerts, most wanted FBI, or weather related emergencies.
- Access to the structure will be utilized with existing property entrances and facilities allowed by the lease on private property.
- The EMD is in compliance with all applicable local, state, and federal laws and regulations as a legal conforming land use. The conversion to EMD will not create any air, water, light, or noise pollution.
- The EMD will not create a detrimental impact on the public health, safety and welfare of the present and or future residents of El Paso County.
- The EMD will conform to all other applicable County rules, regulations or ordinances as required.

Criteria of Approval Summary

The special use will be generally consistent with the applicable Master Plan, the harmony and character of the neighborhood, and allowable land uses adjacent to the Highway 24 corridor. There will be no impact on public facilities and services that would overburden their capacity. It will not create unmitigated traffic congestion or hazards in the surrounding area. Adjacent properties or existing drainage patterns will not be adversely impacted. Access is utilized by existing gravel drive entrances. This Special Use request will be in compliance with all applicable local, state and federal laws with regards to air, water, light or noise pollution. It will not be detrimental to the public health, safety and welfare of the present or future residents of El Paso County.

El Paso County Billboard Credits

We will utilize Credit BBC-05-006 from our inventory of credits in order to change the size of the existing sign and will request credits for the size of the sign faces we will be removing.

Thank you for your consideration.

Sincerely,

Justin Johnston
Real Estate and Operations Manager
Lamar Outdoor Advertising
2110 Naegele Road Colorado Springs, CO 80904
jujohnston@lamar.com 719-473-4747

EXHIBIT A



DAKTRONICS.COM

201 Daktronics Drive PO Box 5128
Brookings, South Dakota 57006-5128
T 800-325-8766 605-692-0200 F 605-697-4700
signagelegislation@daktronics.com

January 16, 2025

Re: Digital Signage Manufacturer's Brightness Certification
Sign Type: DB-66 10'6 x36 LD
Installation Site: 81659 Mad Hatter, Colorado Springs/El Paso County

To Whom It May Concern:

The following information pertains to the above-referenced display, manufactured by Daktronics, Inc.
The subject display capable of complying with the requirements of the El Paso County Code.

1. The display comes equipped with the ability to hold messages static for a period of not less than eight (8) seconds and messages shall change directly and immediate. The display contains the ability to freeze a message in one position if a malfunction occurs.
2. The display, like all Daktronics displays, is equipped with a light-sensor (photocell) that detects ambient light levels and adjusts the display intensity automatically according to natural ambient light conditions. The sign is set to not exceed a brightness level of 0.1 foot candles above ambient light at right of way and residential property lines.
3. The display can be programmed to not exceed 5,000 nits (cd/m2) during the daylight hours and 500 nits between sunset and sunrise. With the ambient light sensor operating, this intensity is factory programmed and password-protected from manipulation.
4. The display can be programmed to meet the code requirements upon installation and that all programmed compliance features will be locked from future alteration.
5. The image represents the impact from Daktronics Digital Billboard. This is worst-case scenario meaning that all LED's are in their on position showing a full white screen which is unlikely during normal operation. Typical content is only 25%-45% of the foot candle values shown.



DAKTRONICS.COM

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Please note that the end user is responsible to work with Daktronics upon installation to program the required brightness settings. Daktronics, Inc. is the world leader in the design and manufacture of electronic display systems. We are committed to providing LED displays that adhere to the regulatory environment, working closely with our customers for a responsible approach to the market.

Please let me know if you have any questions or concerns.


Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Johnson'.

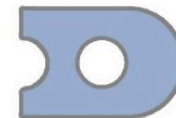
Eric Johnson
Applications Engineer
605-692-0200

	DB-10'6" x 36'	Date: 6/3/2025
	Colorado Springs, CO	Prepared by: Eric Johnson
	81659	
	Values expressed are specific to Daktronics product only	



	Worst Case to Typical Content Conversion	Date: 6/10/2025
	25% - 40%	Prepared by: Eric Johnson
	Values expressed are specific to Daktronics product only	

Worst Case:	Typical content range:
0.01	0.00 - 0.00
0.02	0.01 - 0.01
0.03	0.01 - 0.01
0.04	0.01 - 0.02
0.05	0.01 - 0.02
0.06	0.02 - 0.02
0.07	0.02 - 0.03
0.08	0.02 - 0.03
0.09	0.02 - 0.04
0.10	0.03 - 0.04
0.11	0.03 - 0.04
0.12	0.03 - 0.05
0.13	0.03 - 0.05
0.14	0.04 - 0.06
0.15	0.04 - 0.06
0.16	0.04 - 0.06
0.17	0.04 - 0.07
0.18	0.05 - 0.07
0.19	0.05 - 0.08
0.20	0.05 - 0.08
0.21	0.05 - 0.08
0.22	0.06 - 0.09
0.23	0.06 - 0.09
0.24	0.06 - 0.10
0.25	0.06 - 0.10
0.26	0.07 - 0.10
0.27	0.07 - 0.11
0.28	0.07 - 0.11
0.29	0.07 - 0.12
0.30	0.08 - 0.12



*Calculations are based on Red, Green, and Blue LEDs (White Content) powered to their maximum potential for nighttime viewing (Worst Case Scenario). Values are shown in footcandles (fc).

