



Request for Comments

Case Name: 7300 Broadway Billboard

Case Number: RCU2019-00042

August 7, 2019

The Adams County Planning Commission is requesting comments on the following application:
Conditional Use Permit to allow for an Electronic Off-Premise Sign (Billboard) . This request is located at 7300 BROADWAY ST. The Assessor's Parcel Number is 0171934407018.

Applicant Information: STREET MEDIA GROUP LLC, Gary Young
161 SATURN DR SUITE 5A
FORT COLLINS, CO 80525

Please forward any written comments on this application to the Department of Community and Economic Development at 4430 South Adams County Parkway, Suite W2000A Brighton, CO 80601-8216 (720) 523-6800 by 08/28/2019 in order that your comments may be taken into consideration in the review of this case. If you would like your comments included verbatim please send your response by way of e-mail to LBajelan@adcogov.org.

Once comments have been received and the staff report written, the staff report and notice of public hearing dates can be forwarded to you for your information. The full text of the proposed request and additional colored maps can be obtained by contacting this office or by accessing the Adams County web site at www.adcogov.org/planning/currentcases.

Thank you for your review of this case.

Layla Bajelan, Planner I
Case Manager

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July 29, 2019

Application for a Conditional Use Permit

StreetMediaGroup has a long-term lease with 181 REHG, LLC at 7300 Broadway Street for the use of the existing digital sign visible to Hwy 36 to mix in off-premise messages in with the rotation of existing Unser Karting and Events promotions.

The sign has been in place since 2016 and will not be changed in any structural way. The digital display consists of eight ad spots displayed for 7 seconds on each side and we will use some of these slots to promote off-premise messaging. Our company policy and legal restrictions prohibit ads for tobacco, marijuana, sexual oriented businesses or political attack ads. The displays will also be used to provide free promotions of public service ads, charitable fundraising messages, Amber Alerts, and messages to promote activities and events at Riverdale Park.

The off-premise use is stated as an appropriate use and allowed on parcels in the C-5 zoned districts. Adding to the existing use of sign will not disturb the current use of the property nor effect the signage in anyway. The property has multiple uses which have been displayed on the sign but CDOT considers some of the products sold on the property as off-premise use so to address this we are applying for off-premise use as well. The code does not require landscaping changes with off-premise signs.

The sign pole is in a non-parking, non-traveled area, which is a practical placement to leave the traffic circulation and access open. The site plan shows the existing sign location.

Mixing in off-premise messages with the continued use of on-premise does not create any type of visual disturbance and would not be any more impacting to the public than on-premise messages. The digital lighting will continue to comply with both the County and CDOT required performance standards.

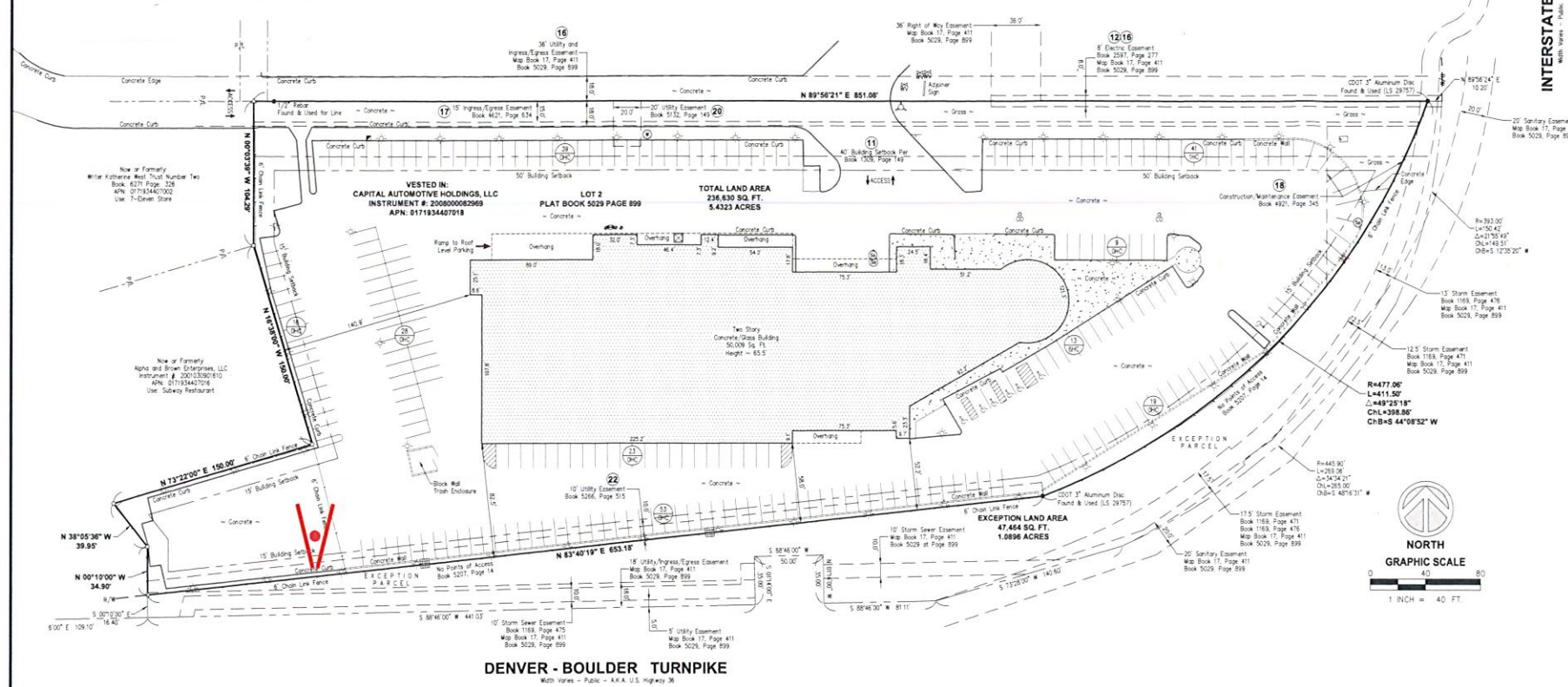
Pursuant to Section 2-02-08-06, Criteria for Approval, the conditional use meets the following:

1. The conditional use is permitted in an C-5 Zoning District.
2. The conditional use is consistent with the purpose of these standards and regulations for other digital advertising displays permitted in the county.
3. The conditional use will continue comply with the requirements, performance standards and regulations.
4. The conditional use is compatible with other commercial and industrial uses in the surrounding neighborhood. It will not interfere with any future development in the area, and it will not be detrimental to the health, safety or welfare of the county's inhabitants. The use will not be any different than the on-premise use and therefore will not create any excessive traffic generation, noise, vibration, dust, glare, hear, smoke, fumes, gas, odors or inappropriate hours of operation.
5. The use will not have any off-site impacts.
6. The sign was approved in 2016 and the mixed use will have no impact on the space and access to accommodate the use, and it is absent of environmental constraints.
7. The site plans submitted for the conditional use depicts the functional use for parking, and traffic on the lot, and the existing sign will not interfere with on the lot.
8. There are no changes needed to utilities, roads, fire and police protection to serve the needs of the conditional use. There is no change needed for sewer, water, or storm water drainage.

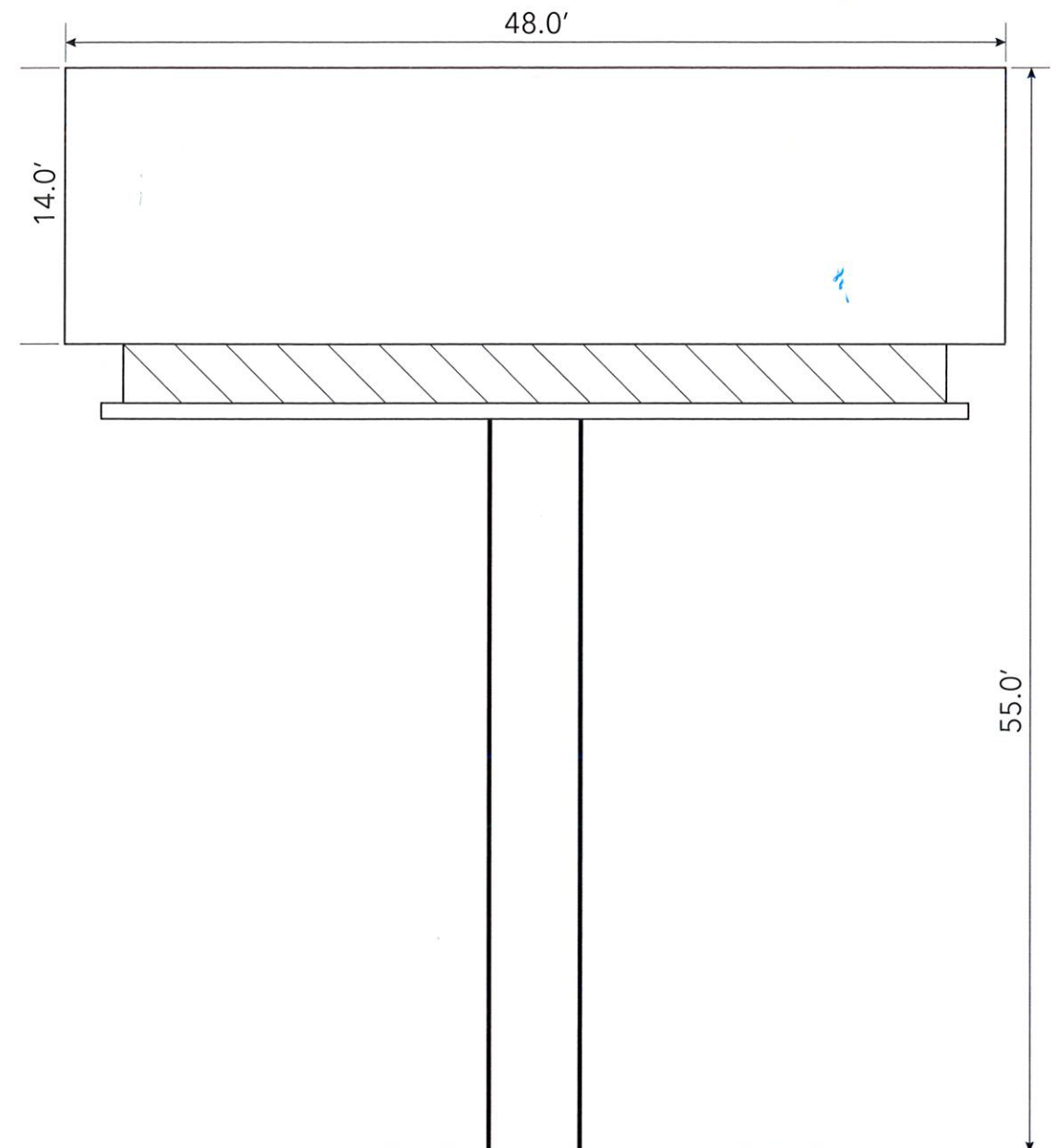
Thank you for your consideration and we look forward to your questions

Gary Young

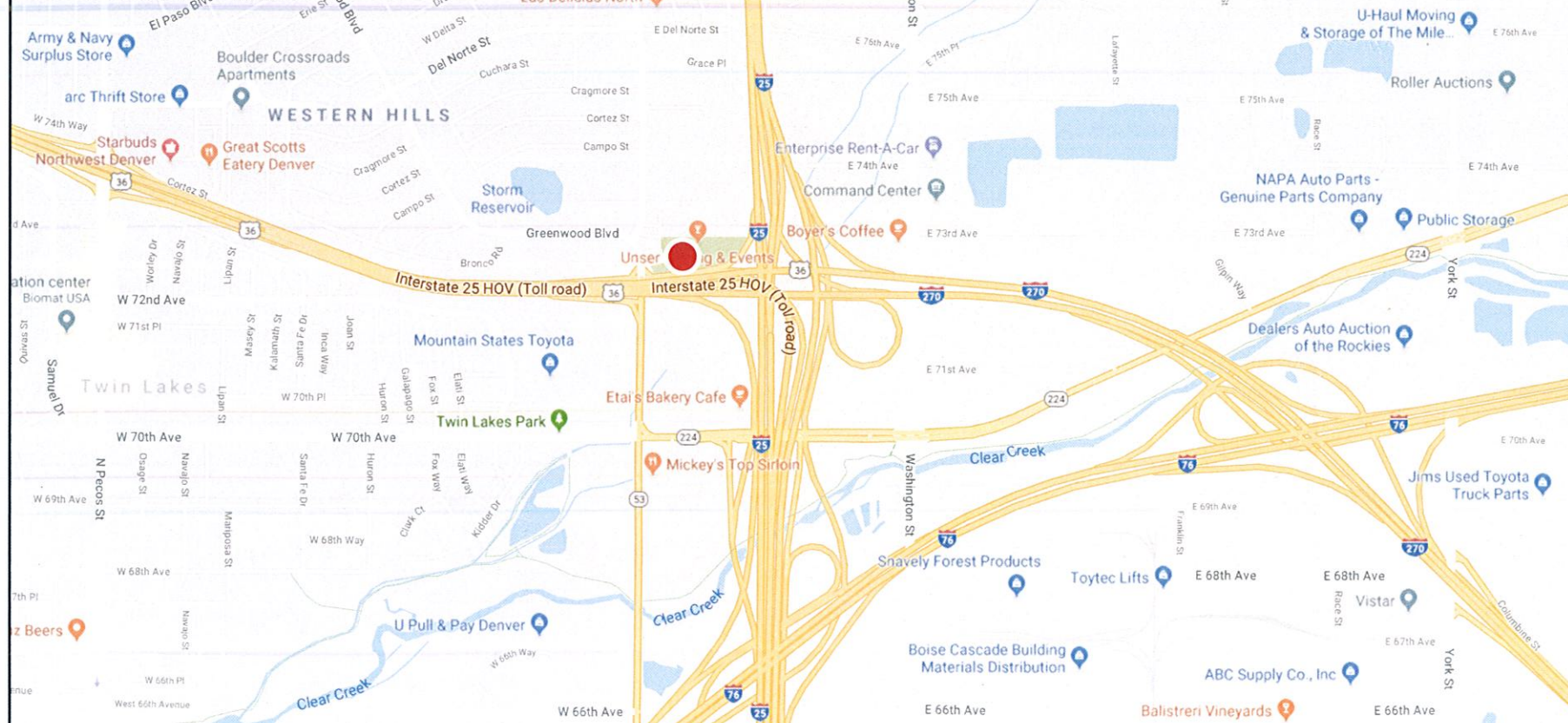
SITE DRAWING



ELEVATION



VICINITY MAP

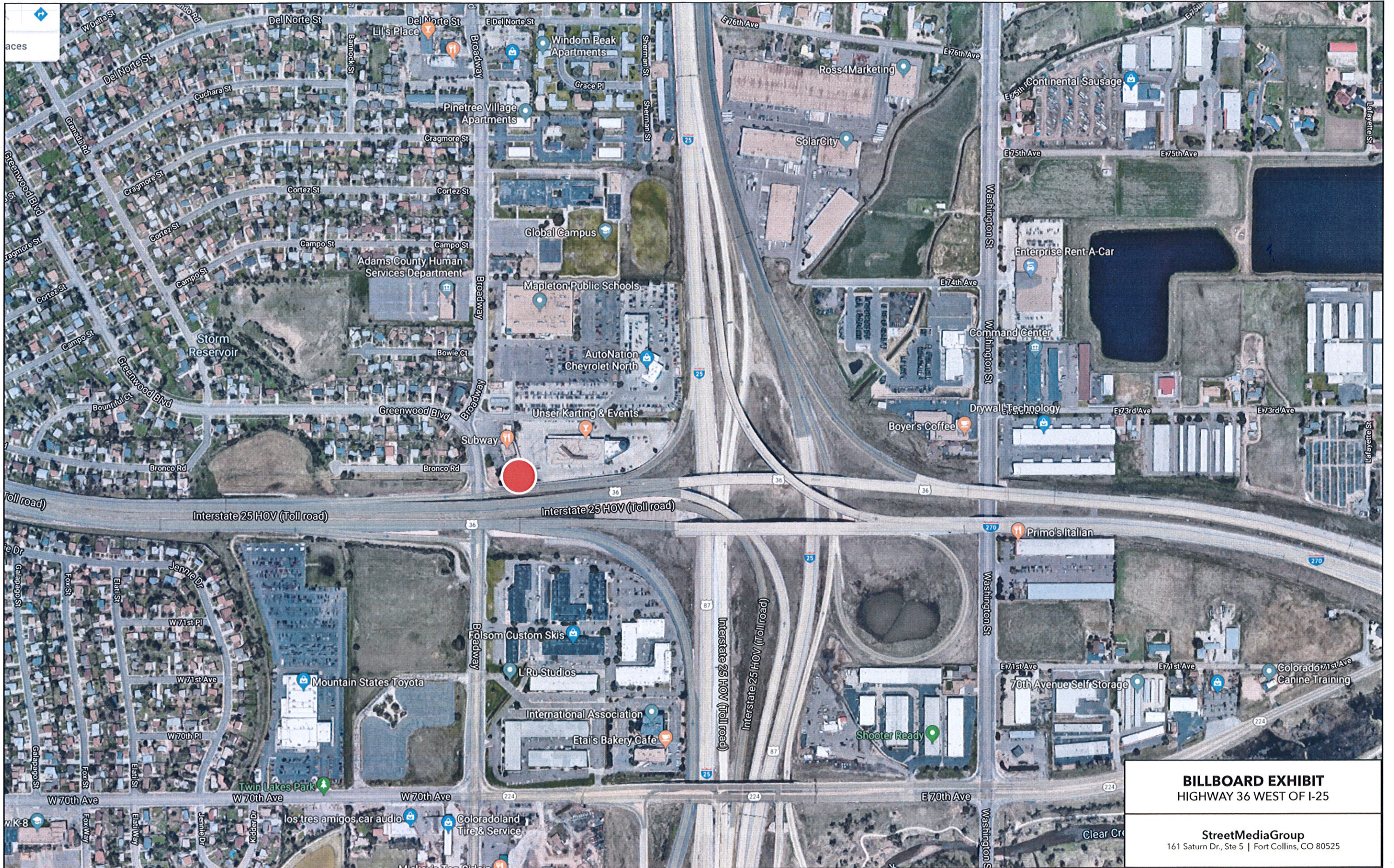


Existing signs will continue to be used for on-premise messaging, in addition to our request for off-premise use.

SITE PLAN

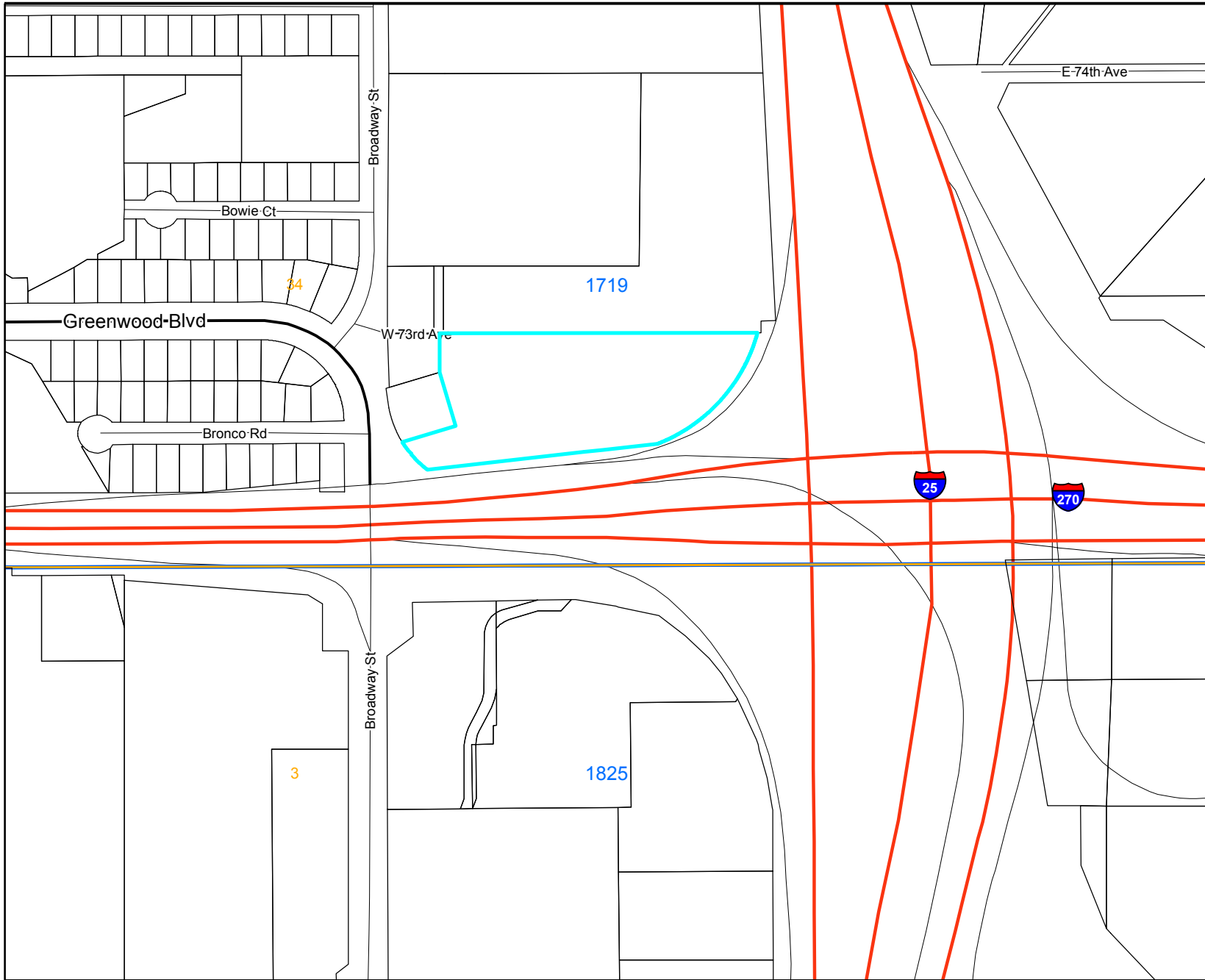
HIGHWAY 36 WEST OF I-25

StreetMediaGroup
161 Saturn Dr., Ste 5 | Fort Collins, CO 80525



BILLBOARD EXHIBIT
HIGHWAY 36 WEST OF I-25

StreetMediaGroup
161 Saturn Dr., Ste 5 | Fort Collins, CO 80525



Legend

- +— Railroad
- Major Water
- Zoning Line
- Sections

Zoning Districts

- A-1
- A-2
- A-3
- R-E
- R-1-A
- R-1-C
- R-2
- R-3
- R-4
- M-H
- C-0
- C-1
- C-2
- C-3
- C-4
- C-5
- I-1
- I-2
- I-3
- CO
- PL
- AV
- DIA
- P-U-D
- P-U-D(P)

7300 Broadway Billboard
RCU2019-00042

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For display purposes only.



This map is made possible by the Adams County GIS group, which assumes no responsibility for its accuracy