

LDC19-002

Billboards & Off-Premise Signs

Land Development Code Amendment

Arapahoe County Board of County Commissioners

January 5, 2021

Presenter: Kat Hammer



ARAPAHOE COUNTY
PUBLIC WORKS AND DEVELOPMENT

Proposal:

This county-initiated application to amend the Land Development Code would include new language and requirements that amend the provision for billboards and other off-premise signs in Unincorporated Arapahoe County, including the conversion of any existing billboard or other off-premise sign to an Electronic Message Center (EMC).

Background:

- Developers and Industry Representatives inquiring about conversion of existing billboards to EMC and reducing dwell time for EMCs
 - Our current regulations do not specifically address conversions of static billboards to EMCs
 - Currently the dwell time for EMC is 5 minutes (proposing reducing dwell time to 1 minute)
- Currently 11 billboards in unincorporated Arapahoe County (non-conforming)
 - No new billboard has been constructed for over 15 years
- County Attorney's office has expressed concern over the constitutionality of the existing USR process
- Moratorium originally adopted May 7, 2019 (set to expire January 7, 2021)

Existing Billboard & Off-Premise Regulations:

- Billboards are permitted in I-1, I-2, B-3, B-4 and B-5 zone districts
- Billboards must be setback at least 500 feet from existing billboards and 500 feet from residentially zoned property
- The current regulations are not clear as to whether or not billboards can be permitted through the PUD process
- The current regulations do not identify whether billboards can be EMCs, or identify a process to convert static billboards to EMCs
- The minimum dwell time for EMCs is 5 minutes

Proposal:

- Prohibit new billboards County wide
- Prohibit establishing billboards through a PUD process
- Prohibit conversion of existing billboards to EMCs
- Continue to recognize existing billboards as nonconforming, subject to nonconforming provisions of the code (maintenance)
- Clarify that freestanding signs under 48 square feet are not billboards
- Prohibit freestanding signs as the primary use of any property
- Reduce the dwell time for EMCs from five minutes to one minute
- Add definitions for interior sign, electronic message board, permanent freestanding sign, and structure, sign
- Revise definitions for sign, billboards, flashing signs and temporary signs

Process:

- Referrals were sent out to external referral agencies and industry representatives November 20, 2020
- The outside referral period closed on December 21, 2020
- All of the referral comments are included in the packets. A summary of the comments is also included
- Based on the comments received staff is not proposing any changes.

Outside Referral:

Referral sent to approximately 200 agencies on November 20, 2020. Deadline for outside referral is December 20, 2020

Referral Responses Received:

- E470 Public Highway Authority – No comments
- May Farms – Concerns about existing signs & flags. Would like the County to consider different regulations in more rural areas of the County.
- Strasburg School District – No concerns
- Denver South – No comments
- Thunder Ranches HOA – Concern with more regulation

Outside Referral:

Referral sent to approximately 200 agencies on November 20, 2020. Deadline for outside referral is December 20, 2020

Referral Responses Received:

- Weld County – No major concerns, provided suggestions
- REAP- Questions regarding distinction between Urban and Rural areas and relationship to various road types
- CDOT – Advertising – No comments
- Centennial Properties – No comments but would like County to enforce political signs
- Town of Parker- No concerns

Outside Referral:

Referral sent to approximately 200 agencies on November 20, 2020. Deadline for outside referral is December 20, 2020

Referral Responses Received:

- Centennial Properties/Cherry Vista HOA – no concerns about proposed changes
- UACED – Supportive of proposed amendments for urban areas. Not supportive of proposed amendment prohibiting billboards in more rural areas.
- Mile High Outdoor Advertising. – Strong opposition. Would like County to consider allowing conversion from existing static billboards to an EMB billboard on a case-by-case basis for all the reasons stated in the letter dated December 18, 2020.

Outside Referral:

Referral sent to approximately 200 agencies on November 20, 2020. Deadline for outside referral is December 21, 2020

Referral Responses Received:

- Scenic Colorado – Supportive
- East Arapahoe Advisory Planning Commission – Tom Coker – mixed feelings on the issue.
- City of Centennial – No additional comments
- City of Cherry Hills Village – Supportive of proposed amendment
- City of Sheridan – supportive of proposed amendments
- Town of Columbine – no concerns

Recommendation and Questions

- Planning Commission and Arapahoe County staff recommend approval
- Questions?

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