



Community & Economic Development Department
4430 S. Adams County Pkwy.
1st Floor, Suite W2000B
Brighton, CO 80601
PHONE 720.523.6800
adamscountyco.gov

Request for Comments

Case Name: 5200 Broadway Billboard V-Shape Amendment

Case Number: RCU2026-00032

July 30, 2026

The Adams County Board of Adjustment is requesting comments on the following application: **A Major Amendment to a Conditional Use Permit to allow for a V-shape design of an electronic billboard..**

This request is located at 5200 Broadway St. The Assessor's Parcel Number is 0182515110002 .

Owner Information: 5200 Broadway LLC
5040 Acoma St
Denver, CO 80216

Please forward any written comments on this application to the Community and Economic Development Department at 4430 South Adams County Parkway, Suite W2000A Brighton, CO 80601-8216 or call (720) 523-6800 by August 21, 2026 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 ECohee@adamscountyco.gov.

Once comments have been received and the staff report written, the staff report will be forwarded to you. 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.adamscountyco.gov/landuse.

Si usted tiene preguntas, por favor escribanos un correo electrónico a cedespanol@adamscountyco.gov para asistencia en español. Por favor incluya su dirección o número de caso para poder ayudarle mejor.

Thank you for your review of this case.

Erin Cohee

Erin Cohee
Planner I

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DEVELOPMENT APPLICATION FORM

APPLICANT

Name(s): Phone #:
Address:
City, State, Zip:
2nd Phone #: Email:

OWNER

Name(s): Phone #:
Address:
City, State, Zip:
2nd Phone #: Email:

TECHNICAL REPRESENTATIVE (Consultant, Engineer, Surveyor, Architect, etc.)

Name: Phone #:
Address:
City, State, Zip:
2nd Phone #: Email:

DESCRIPTION OF SITE

Address:

5200 Broadway St

City, State, Zip:

Denver, CO 80216

Area (acres or square feet):

1.54 acres

Tax Assessor
Parcel Number

0182515110002

Existing
Zoning:

1-1

Existing Land
Use:

Industrial Warehouses

Proposed Land
Use:

Off Premise Digital Sign V-Shape

Have you attended a Conceptual Review? YES ☐

NO ☒

If Yes, please list PRE#:

I hereby certify that I am making this application as owner of the above-described property or acting under the authority of the owner (attached authorization, if not owner). I am familiar with all pertinent requirements, procedures, and fees of the County. I understand that the Application Review Fee is non-refundable. All statements made on this form and additional application materials are true to the best of my knowledge and belief.

Name:

5200 Broadway LLC

Date:

7-17-26

Owner's Printed Name

Fred Orr

Name:

by [Signature] manager

Owner's Signature

Explanation of Request

Mile High Outdoor – 5200 Broadway Off-Premises Digital Sign

Mile High Outdoor and 5200 Broadway, LLC are interested in altering the current back-to-back digital billboard on the property owned by 5200 Broadway, LLC at 5200 N Broadway, adjacent to the east side of I-25 just south of 53rd Ave, into a V-shape, 45-degree angle. Our current conditional use permit RCU2016-00021, expiring October of this year, was granted to us before a 45-degree angle was allowed by Adams County. The location, size, height, and illumination will all stay the same as it was approved in 2016. The sign will adhere to all regulations set forth in Adams County sign ordinance as well as CDOT's regulations. This is strictly a conversion of the sign faces changing to a 45-degree V-shape verses remaining back-to-back. Two clauses have been updated since we build this board back in 2016, they are called out below.

In regard to the specific Adams County Off-Premise Sign Performance Standard that updated in section 4-18 Other Limitations:

- a. Where an off-premise sign has two (2) faces arranged in a V-shape, the faces shall be: a maximum of 45 degrees at the interior angle, or a maximum of 15 feet apart at its widest point, whichever is less.
- b. Minimum right-of-way and property line setback requirements shall be equal to the height of the billboard as measured from the leading edge of the sign face.
 - a. This used to read that it was measured from the location of the pole. We would like to request a variance to be granted, as we do not plan on moving the pole location. The pole is currently along the building, out of the way from traffic. By modifying the existing back-to-back message surfaces into the V-shaped configuration now expressly allowed by the code, the project will better orient each display face toward approaching interstate traffic, improving message legibility, and allowing motorists to identify displayed information more efficiently within the normal field of travel.

In regard to all other Adams County Off-Premise Sign Performance Standards in section 4-18:

- a. Zoning Conformance – An off-premise sign is allowed in the C-5 and industrial zone districts by Conditional Use approval, which will be obtained
- b. Compliance with the Colorado Outdoor Advertising Act – The sign does conform to these standards and a CDOT permit has already been obtained for the current sign
- c. Maximum of 1 sign per property – This is the only off-premise sign that is located on the property
- d. Maximum of 300 square feet per sign face – Each sign face is a maximum of 300 square feet
- e. Maximum height of 40 feet – The sign is a maximum of 40 feet from the ground level
- f. Minimum of 2,000 linear feet of separation from any other off-premise sign on same side of road – There are no other off-premise signs within 2,000 linear feet on the same side of the road (East side of I-25)
- g. Issuance of a building permit is required – a building permit will be obtained prior to the sign construction commencing

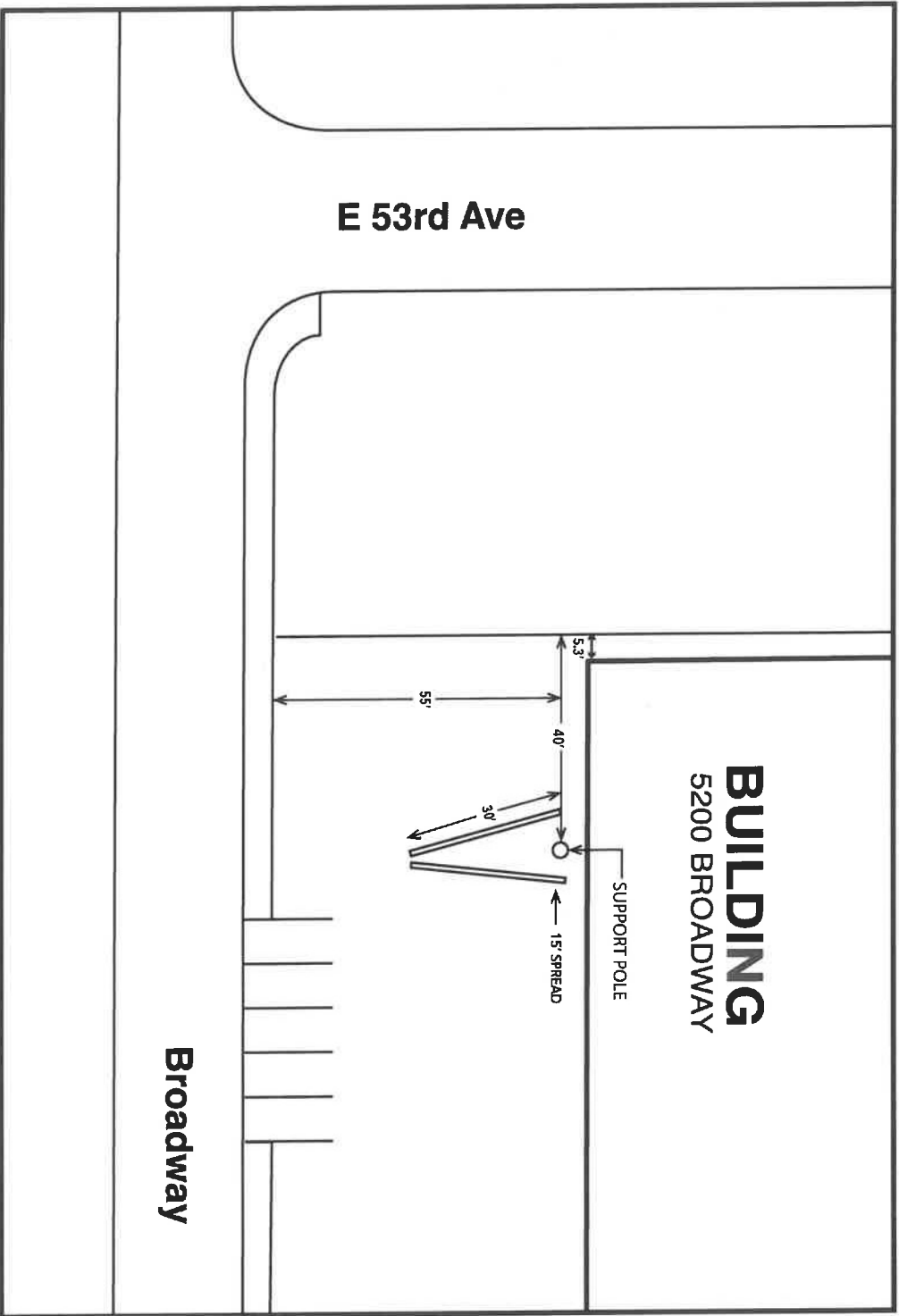
In regard to the Adams County Electronic Sign Standards in section 4-18:

- a. Duration of message – Messages will change 1x every 8 seconds, which conforms to CDOT and Adams County’s regulations
- b. Transition of Message – instantaneously, which conforms to CDOT and Adams County’s regulations
- c. Prohibited types of electronic signs – the sign displays only display static images – no animation, no scrolling messages, no movement, no motion picture projection
- d. Brightness and luminance – sign displays are equipped with the most up to date LED technology which include auto-dimming features that lower intensity of images as ambient light decreases. The display does not exceed a maximum of 0.3 foot candles during nighttime hours. These standards meet both Adams County and CDOT regulations in regard to electronic changeable message signs

Therefore the sign:

- a. The sign is a use permitted in the I-1 Zone District;
- b. The sign’s use is consistent with the County’s standards and regulations, but will require a setback variance because of newly adopted standards;
- c. The sign’s use complies with all applicable performance standards;
- d. The sign’s use is compatible with the surrounding area, harmonious to the character of the area, and not detrimental to the inhabitants or future development;
- e. All off-site impacts have been addressed;
- f. The site of the sign is suitable for the proposed changes.

In summary, having demonstrated compliance with all applicable County regulations and standards, with the only change being the face conversion, Mile High Outdoor and 5200 Broadway LLC request the Planning Staff and Planning Commission approval, and the Board of County Commissioner’s approval of the Conditional Use request with a variance on the setback requirements.





September 27, 2016

Mile High Outdoor
9250 E. Costilla Ave., Suite 500
Greenwood Village, CO 80112

RE: Zoning Verification
5200 Broadway St / Parcel number 018251511002

The Adams County Community and Economic Development Department has received your request for zoning verification for the property located at 5200 Broadway Street, parcel identification number (PIN) 018251511002, in unincorporated Adams County.

The property is located in the Industrial-1 (I-1) zone district, the purpose of which is to provide general commercial and restricted industrial uses. A variety of uses from agricultural to industrial are permitted in this district. More specifically, agricultural support businesses and services, farming, neighborhood indoor uses, commercial retail, heavy retail and heavy services, indoor commercial recreation and entertainment, business park uses, light industry, light manufacturing and processing are all permitted uses. Please refer to Section 3-23 of the Adams County Development Standards and Regulations for more information on allowed uses in the I-1 zone district.

Adams County historical zoning maps shows the parcel was designated agricultural in the 1940s. The 1963 zoning map shows the subject property became designated industrial and has been zoned industrial since that time.

If you have any questions, please feel free to contact me at 720.523.6855.

Sincerely,

Libbie Adams
Planner I

Enclosures: Receipt
Zoning Map
Industrial-1 District Regulations

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NE 1/4 T.3 S., R.68 W-ADAMS COUNTY

