



DENVER
THE MILE HIGH CITY

TO: Denver Planning Board, Brad Buchanan, Chair
FROM: Greg Savage, Urban Design Architect
DATE: February 8, 2012
RE: Comprehensive Sign Plan Amendment for 1701 Bryant Street
(Sports Authority Field at Mile High)

Staff Report and Recommendation

Based on the criteria for review stated in this report, CPD/DS staff recommends **approval** for an application to amend the comprehensive sign plan for Sports Authority Field at Mile High, pursuant to Section 59-537(c) of Former Chapter 59.

I. Property / Application Information

Property Address:	1701 Bryant Street, Denver, CO 80204
Neighborhood/Council District:	Sun Valley / Council District #1
RNOs (within 3,000 feet of Property):	Jefferson Park United Neighbors, Federal Boulevard Partnership, LoDo Neighborhood Association, Northwest Neighbors Coalition, Northwest Quadrant Association, Inter-Neighborhood Cooperation, Downtown Denver Residents Organization, East Bay Homeowners Association, La Alma/ Lincoln Park Neighborhood Association, Lower Downtown Neighborhood Association, Sloan's Lake Citizens Group, Sloan's Lake Neighborhood Association, Sumner Neighborhood Association, Villa Park neighborhood Association, West Colfax Association of Neighbors, West Colfax Business Improvement District, Santa Fe Drive Redevelopment Corporation, Northeast Community Congress for Education.
Area of Property:	Approx. 21.35 acres / 929,355 square feet Stadium structure – Approx. 1.7 million square ft.
Current Zoning:	C-MU-30 with Waivers / UO-1
Applicant/Owner:	Stadium Management Company, LLC / The Metropolitan Football Stadium District
Contact Person:	Andy Gorchov

II. Summary of Proposal

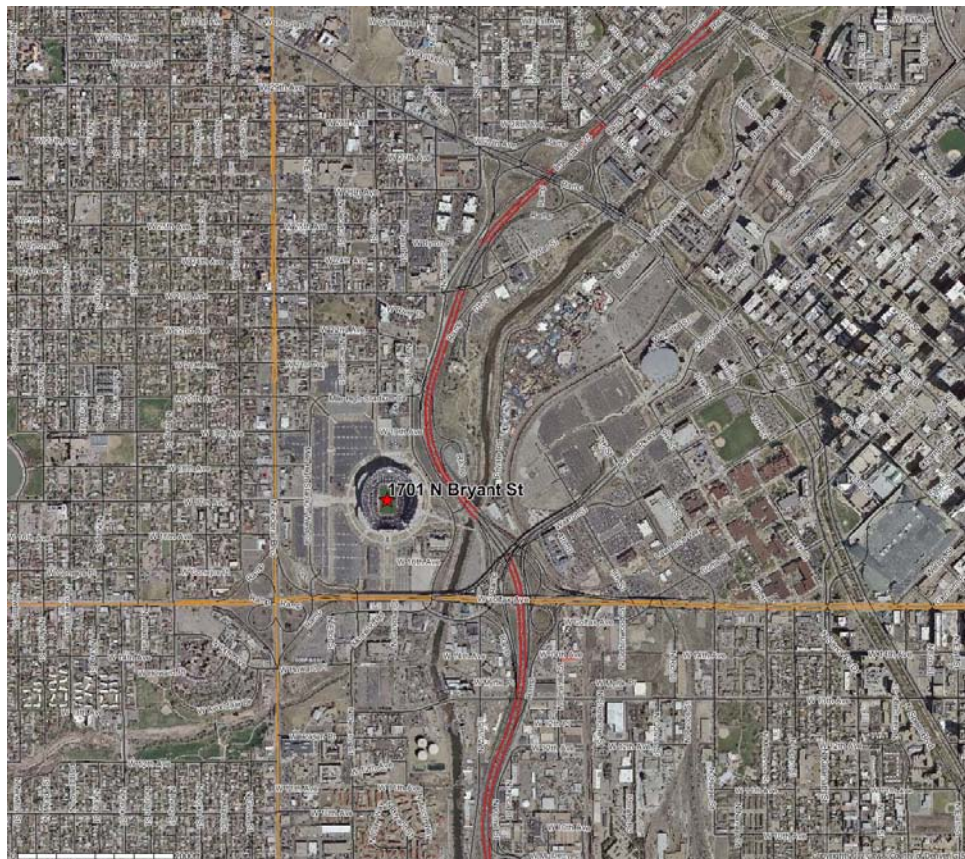
This application is for an amendment to the Comprehensive Sign Plan originally approved for the new Denver Broncos Stadium in 2001. The amendment is proposed to allow signs that identify the new stadium name, which recently changed from “Invesco Field at Mile High” to “Sports Authority Field at Mile High.”

Former Chapter 59, Section 59-537(c), allows certain large facilities to apply for a Comprehensive Sign Plan. Staff from Community Planning & Development and Development Services reviews the proposed plan or plan amendment for compliance with Section 59-537(c)'s specific standards and criteria, and presents the plan or plan amendment to the Planning Board for its review at a public hearing. The Planning Board takes action to make a recommendation to the Zoning Administrator to approve, approve with conditions, or deny the plan or plan amendment based upon the criteria in Section 59-537(c) and relevant public comments.

The comprehensive sign plan amendment for 1701 Bryant Street proposes 5 new signs. Three new signs consisting of the name of the facility, “Sports Authority Field”, will be located on the existing curved metal band at the top of the upper seating bowl on the west, north and east elevations of the structure. Also proposed are 2 new badge signs to be added on either side of the south entrance. Not a part of this application, a Bronco head logo and the words “at Mile High” will be installed to replace the previously existing “Invesco Field at Mile High” signage on the west, north and east elevations of the structure directly below the proposed new facility name identification sign (this change in signage copy only is allowed as part of the original approved sign plan). Finally, while not “signs” as defined in the code, new architectural lighting was installed at the upper light strip and the existing under-bowl lighting was enhanced to allow colors other than white. A copy of the proposed Comprehensive Sign Amendment has been provided to Planning Board members, which details the exact locations and designs for both replacement and new signs.

III. Existing Context

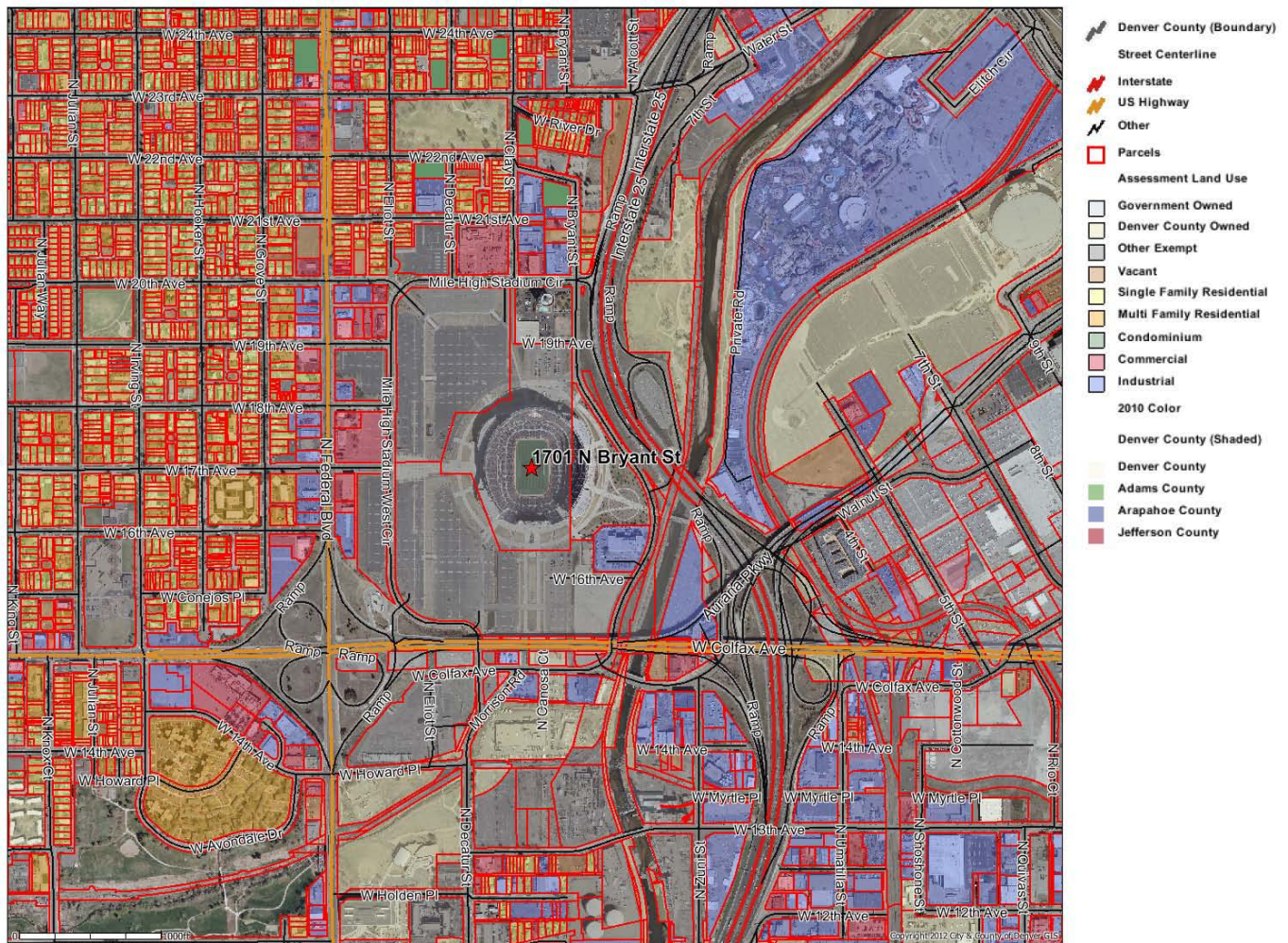
The stadium structure was completed in 2001, and is an impressive and iconic structure recognizable to Denver metro area residents and to football fans nationwide. The entire stadium project is approximately 21 acres, although the actual stadium structure occupies only a small percentage of those acres. Surface parking lots that serve stadium users comprise the remainder of the total property acreage.



The stadium is located in the Sun Valley statistical neighborhood, and is bounded on the east by Interstate Highway 25, on the south by the West Colfax viaduct, to the west by Federal Boulevard, and to the north by 20th Street/Mile High Stadium Circle.

Surrounding land uses are summarized in the table and photograph below (land use information is based on Denver County Assessors records):

	Existing Land Use
Site	Outdoor entertainment, recreation, and amusement – Football Stadium
North	Mix of single family residential, commercial, park, and industrial uses
South	Mix of commercial, industrial, and multi-family residential
West	Mix of commercial and industrial uses on Federal, with single-family and multi-family uses further west
East	Interstate highway 25 and right-of-way, industrial, vacant, Auraria campus



IV. Legal Notice, Public Process & Public Comment

Pursuant to the requirements in Former Chapter 59, Section 59-537(c) regarding comprehensive sign plans, by no later than 15 days after CPD's receipt of the application, the stadium property was posted with signs announcing the pending amendment application. In addition, CPD provided written public notice of receipt of the comprehensive sign plan amendment application to all registered neighborhood organizations (RNOs) within 3,000 feet of the project property and to the affected city council members within 15 days after receipt of the application.

In addition, the property has been legally posted for a period of 15 days announcing the Denver Planning Board public hearing, and written notification of the hearing was sent to all affected registered neighborhood organizations. The Planning Board public hearing notification was originally sent on December 16, 2011, and then a notice of postponement of the Planning Board hearing was sent on January 9, 2012.

In addition, the applicant held 25 meetings with various neighborhood groups, city council persons, and other interested persons.

To date, the city has received 80 written comments about the application from a variety of RNOs and city residents. A summary table of the written comments is attached to this staff report as Exhibit A, as well as copies of all 80 comments. Comment letters were received from the Jefferson Park United Neighbors, West Colfax Association of Neighbors, Highland United Neighbors, Inc., University Park RNO Board, Downtown Denver Residents Organization, Sloan's Lake Citizens Group, Villa Park Neighborhood Association, Curtis Park Neighbors, La Alma/Lincoln Park Neighborhood Association and the Inspiration Point Neighborhood Association. Nearly all of the comments received have been opposed to the approval of the amendment to the stadium comprehensive sign plan.

V. Criteria for Review of Comprehensive Sign Plan Amendments

The stadium property is zoned C-MU-30 with waivers and conditions and is therefore subject to the zoning standards stated in Former Chapter 59. The approved C-MU-30 waivers include some items that relate to the view plane, lighting and signage, as summarized below. Staff finds that the changes proposed in the application comply with applicable zoning restrictions and waivers:

- The C-MU-30 waivers limit the height of the entire stadium structure, including lights, to 5,420 feet above sea level. While the waiver confirmed the applicability of the Old City Hall View Plane (set forth in D.R.M.C., Section 10-59.5) to all new structures on the stadium property, it granted an exception to allow a sports or entertainment facility, including lights, to exceed the maximum view plane height of approximately 5,315 feet above sea level by 105 feet (to a maximum of 5,420 feet). As built, the stadium including attached lighting fixtures, reaches an estimated height of 5,351 feet above sea level. The proposed signage is located on the existing façade of the stadium structure (i.e., it does not project above the tallest part of the stadium), at an estimated 5,321 feet above sea level, and thus complies with the view plane height limit of 5,420 feet as allowed by the zoning.
- The waivers require all signs visible from any public right-of-way, or from any level whatsoever of any other zone lot, to comply with an approved comprehensive sign

plan for large facilities in accordance with Former Chapter 59, Section 59-537(c). This application seeks to assure the proposed new signs' compliance with the stadium's comprehensive sign plan.

The specific criteria for review of an amendment to a comprehensive sign plan are listed in Former Chapter 59, Section 59-537(c)3.d. Each criterion for review is listed below, followed by staff's analysis of whether the proposed stadium comprehensive sign plan amendment meets such criterion.

1. **The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.**
 - The signs, while visible from some areas of LoDo and Downtown, are compatible with the iconic design of the stadium structure and its overall site. The proposed signage is designed to follow the curving upper band of the seating bowl and is located on an existing portion of the facility. The installation of the signage will not require any changes or alterations to the original structure or overall design.
 - The signs' support structures, lettering, illumination and locations on the structure are attractively designed to be complimentary to the other signage already installed on the facility. The proposed signs highlight existing structural elements of the iconic structure and do not diminish or detract from the original design.
 - The total area of the new signage is subordinate to the overall size of the stadium structure (1.7 million square feet).
 - The existing context of the stadium itself is a sports/entertainment facility, surrounded by surface parking lots. A stadium/sports facility has existed in this area for over forty years. The facility is adjacent to Interstate 25 which runs along the east side of the structure, Colfax Avenue along the south, and Federal Blvd. on the west. The immediate surrounding area is a mix of commercial and industrial uses. Residential uses begin on the west side of Federal Blvd. and north of the stadium parking lots on the north. There are also multi-family residential uses, southwest of the stadium, south of Colfax Avenue. Given the eclectic mix of existing street types, land uses, building scales, and development intensities in the area surrounding the stadium, the proposed signage's overall design and placement on the stadium structure fit into the surrounding context.

2. **Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures.**
 - The closest existing residential use or structures are located approximately 1,000 feet from the proposed signage. Although not required, the applicant completed a photometric study, which shows that the additional illumination caused by the installation of the new signage will be nearly immeasurable at the edge of the 21-acre stadium property.
 - Signs will be internally illuminated with LEDs and will have a red or orange vinyl overlay to lessen the brightness.
 - The simulation on page 8 of the plan shows the illumination of the facility on a typical day when there would not be any event scheduled. The simulation on page 9 of the plan shows the illumination of the facility on an evening game day (Note: the total number evening games and events are minimal throughout the year).
 - Simulations on pages 24 and 25 of the plan show details of the illumination of architectural features. These elements are architectural lighting and not considered as signage. They are shown in response to concerns of the neighborhood.

- The simulation on page 27 of the plan shows the proposed lighting of the new signage, including hours and days of proposed illumination.
 - While not signage, the architectural lighting fixtures at the upper light strip and at the underside of the bowl are installed in a manner so that the direct source of the light is not visible.
3. **Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached.**
- No roof signs are proposed as part of the application, so this criterion is not applicable.
4. **The Comprehensive Sign Plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height and location, shall be designed so that it will be an attractive and complimentary feature of the building which it serves.**
- All features of the new signage are thoroughly detailed and described in the plan. The illumination is described in Item 2 above. Details of the sign construction, installation and illumination, including the lumen output of the light source, are shown on pages 15, 18, 20 and 21 of the plan.
5. **Sign design should reflect the existing or desired character of the area.**
- The existing character of the area for the past 40 years is that of a large sports and entertainment facility. The old complex included both the old Mile High Stadium and Mc Nichols Arena. The current stadium includes activities such as football games, concerts, and other community events intended to attract large crowds. The support structure, lettering, illumination and locations on the structure are attractively designed to be complimentary to the other signage already installed on the facility. The proposed signs highlight existing structural elements of the iconic structure and do not diminish or detract from the original design, while still serving their intended function of identifying the stadium to visitors and passer-bys.
6. **Signs shall be professionally designed and fabricated from quality, durable materials.**
- The signage has been designed by Monigle Associates professional staff who has been the sign contractor since the stadium inception. They were also involved in the original signage design. The proposed signs are internally illuminated with LED fixtures. The sign construction includes a red or orange vinyl film over a white poly carbonate face with a clear UV laminate applied over the vinyl layer. All attachment supports will be painted to match the existing structure. The signs will be professionally built and installed.
7. **The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed.**
- Sports Authority Field is the name of the stadium facility, not the sign or activity sponsor. A “sign sponsor” is typically the party responsible for the fabrication, installation or maintenance of the sign (in this case, that would be Monigle Associates, not Sports Authority). An “activity sponsor” is typically an organization responsible for the direct financial support of the activity. In this case, Sports

Authority does not directly finance the sports or entertainment activities that occur in the stadium – it simply provides the structure with its name.

8. **Signs for accessory uses, which are prohibited by other provisions of Article V, are allowed as part of an approved sign plan.**
 - No signs for accessory uses are proposed as part of the application, so this criterion is not applicable.

V. Criteria for Review of Comprehensive Sign Plan Amendments

Based on the criteria for review as defined above, Staff recommends, CPD staff recommends **approval** of the amendment to the comprehensive sign plan for 1701 Bryant Street (Sports Authority Field at Mile High).

Attachments:

Exhibit A: Summary Table of Public Comments received to date, plus copies of all written comments received by CPD/Development Services

**EXHIBIT A:
SUMMARY OF PUBLIC COMMENTS
REIVED BY CPD/DEVELOPMENT SERVICES**

**PROPOSED AMENDMENT TO COMPREHENSIVE SIGN PLAN FOR THE METROPOLITAN STADIUM
SUMMARY OF PUBLIC COMMENTS RECEIVED**

Name	Address	Within 3,000 feet		Position		Summary of Public / RNO Comments
		Yes	No	For	Against	
		X				29-0 oppose, 2 different fonts, impacts view of mountains, excessive size, concern with red band at top, breach of relationship with neighborhood, intrusion on character of neighborhood, sponsor of sign=sign limited to 1%.
Jefferson Park United Neighbors					X	
Jefferson Park United Neighbors					X	13 RNO's on record as being opposed to amendment. Others voting soon.
James Rogers	2801 Perry St.	X			X	Protect the neighborhood & prevent light pollution
Wayne Keith	2240 Clay St.	X			X	Destroy property values
Brent Weakley	2827 W. 23rd Ave.	X			X	Signs should be the same size as previous Invesco sign
Rafael Espinoza	2101 Clay St.	X			X	Time of operation, light intensity, community relationships, sponsor area.
Jerry Olson	2195 Decatur, #312	X			X	Giant billboard, glare, Denver is not Las Vegas
Jerry Olson	2195 Decatur St.	X			X	Let the public voice be heard, don't blemish the skyline
Christine Straley	2240 Clay St.	X			X	keep signage peaceful, tasteful and keep neighbors in mind.
Joan Bonay	Jefferson Park	X			X	Too big, too brazen, too overpowering, too irritating. Impact skyline & views.
Margaret Deas	2835 Eliot St.	X			X	Signs already in place are readable, no need for larger signs.
James Williston	2195 Decatur St.	X			X	Overkill, unnecessary light pollution.
James DeJulio	Jefferson Park	X			X	Taxpayers & owners should be able to approve the signs by vote.
Heath	Jefferson Park	X			X	Naming rights do not entitle billboards. Lighting intense & obnoxious. Corp. colors hideous.
Delores Schwieder	Jefferson Park	X			X	Echo comments made by Jerry Olson
Susan Bain-Schmidt	Jefferson Park	X			X	Overly large, mar the beauty of stadium, no other sponsor has such large signage.
Rick Whitney	2240 Clay St.	X			X	Should follow regulations in place, intrusion of light in our neighborhood
Jason Rohlifing	2240 Clay St.	X			X	Destroy mountain views. Too large, timing suspect.
Jeff Parrott	2351 Federal Blvd.	X			X	Extremely insulting and offensive, a huge lighted spectacle
Kari-elin Mock	Jefferson Park	X			X	Taxpayers deserve better, proposal not shared with neighbors
Thomas Van DeBogart	2240 Clay St.	X			X	Proposal overwhelming, will affect skyline
Teah Bennett	2240 Clay St.	X			X	Grossly overstated and disruptive
Doug Claxton	2240 Clay St.	X			X	Wrong on many levels, its size, location violates views
Dan Bailey	2650 Front View Cres.	X		X		Does not adversely affect overall appearance of building. Brings energy to the neighborhood
Mike Blake	2650 Front View Cres.	X		X		Does not adversely affect overall appearance of building. Brings energy to the neighborhood
Daniel Rice	2151 Eliot St.	X			X	Traffic concerns, energy usage, money better spent on other things
Jeff & Gail Archambeau	2401 Bryant	X			X	Firmly in opposition
Sloan's Lake Citizens Group		X			X	Violates the view plane ordinance, sign sponsor exceeds 1% area, only light I-25 frontage and Colfax, review process dysfunctional
Richard Harkness	4400 W. 17th Ave.		X		X	Pollute neighborhood and serve no purpose.
Richard Harkness	4400 W. 17th Ave.		X		X	Snow plowing complaint, no purpose other than alienating neighbors.
Chris Eddy	2733 Java Court		X		X	Addition of signs would dominate mountain view
Lin Erhardt	1437 Quitman		X		X	This could setback all the work we are doing to improve quality of life in West Colfax
Matt Popowski	1435 King St.	X			X	Create light pollution, detract from skyline
Michael Luby	3270 W. 17th Ave.	X		X		No problem with the signs
Martha Eubanks	Sloan's Lake	X			X	New signage would impact quality of life
Emily Fox	2709 Quitman St.		X		X	Keep Denver's mountain view pure
Downtown Denver Residents Organization			X		X	Signage too large, dominate skyline
Carrie Easton	Downtown		X		X	Signage will mar view of mountains
Villa Park Neighborhood Association		X			X	No creativity in design, too large, intense illumination in close neighborhoods, character is residential, not indirectly lit like previous signs

Name	Address	Within 3,000 feet		Position		Summary of Public / RNO Comments
		Yes	No	For	Against	
La Alma Lincoln Park Neighborhood Association		X			X	Signage will have a detrimental effect on adjacent neighborhoods. It is too large, too bright and will be illuminated for too many hours.
Federal Blvd. Partnership					X	Excessive glare & illumination, design undermines design of structure
Jacalyn Youngblood	2974 Irving St	X			X	Should not mar view.
Inspiration Point Neighborhood Association			X		X	Voted at last meeting to oppose granting a view plane variance for new signage
Bob Lorenz	Inspiration Pt.		X		X	Oppose newer, larger and more numerous signs
Curtis Park Neighbors			X		X	Objects to any signage higher than view plane allows, should be lit indirectly
Highland United Neighbors Inc.					X	5-0 opposed. No public benefit, visible from view plane origin
West Colfax Assoc. of Neighbors		X			X	Severely damage views of downtown, may deter future commercial & residential develop.
Sloan's Lake Neighborhood Association		X			X	Signage not sensitive to iconic ribbon feature, neither attractive or complimentary
Marilyn Quinn	3249 W. Fairview Pl		X		X	In excess of reasonable branding & unreasonable intrusion.
Thomas Delapa	1260 York St.		X		X	Vulgar, excessive commercialization of a stadium paid for by taxpayers
Mary Caulfield	475 W. 12th Ave.		X		X	Light pollution has tripled . Let's not add to it.
Don Clemens	9611 Rockhampton Way		X		X	Unacceptable and tacky
Eric Lane	3291 Osceola St.		X		X	Should follow previous parameters
Sheila Pelczarski	3350 W. 36th Ave.	X			X	Offensive to see commercial names on public facilities
Jonathan Drout	NW Denver				X	Increased light pollution & violation of view plane
Crystal Sulik	457 W. 12th Ave.		X		X	Object to design based on light pollution, color and size
Tim Uchida	None given					Sign design, no complaints about a lit up sign
Mark Fisher	None given			X		It looks great. They paid millions to get PR rights
Phillip Kulinski	4455 King St.		X		X	Consider views of residents
Tom Blyth	None given				X	Do not like size, color scheme and visibility. Owner not forthcoming with details.
Jaime Jacob	None given				X	Downtown Denver area already has enough illumination
Steven Aarzberger	None given				X	Oppose size and placement. Reduced City growth and less tourism.
Michael Guiietz	None given				X	Comparisons with size of IKEA sign.
Arthur Marek	None given				X	Too much light pollution. Affect the enjoyment of his home.
Tracey MacDermott	None given				X	Signage will glow in every direction
Pat Cashen	None given		X		X	University Park Community Council opposed 6-2.
Jennifer Arzberger	None given				X	Ridiculous in scale and detracts from beautiful views
Tom Quinn	None given				X	Denver is not Las Vegas, it will detract from the natural beauty & views.
Deborah Mueller-Hruza	None given				X	No way these additional signs will enhance the appearance of the stadium
Alice Baer	None given				X	More taste involved, limits to size, glare and quantity
Kara Christian	None given				X	Signs should be smaller and orange
Sher Winstanley	None given				X	No more signs, taxpayers never got a fair shake
Bev	None given				X	Free advertising, waste of taxpayers money
Bill Rickman	None given				X	Sign plan is fine as is
Jean Smith	None given				X	Should make name smaller and Mile High Stadium larger
Tom Johnson	None given				X	Should use existing area, view plane impacted, add visual clutter, glare & light pollution
Shirley Hajar	None given				X	Why is the stadium named after a corporation
Karla Thornley	None given				X	Keep Denver skyline beautiful
Dr. Erica Rambus	None given				X	Proposal sounds extreme and obnoxious
Jim Bradburn	None Given				X	Stadium is an iconic structure. Adding signs is unacceptable, it was never meant for signs.

Metropolitan Stadium – Written comments summary - Updated 2/7/12

I am writing to let you know that I oppose changing the sign standards at Mile Hi stadium for the Sports Authority company. The standards were set to protect the neighborhood and prevent light pollution. Please do not change the laws to again help a big, deep pocketed corporation. Enough is enough. Protect our neighborhoods and oppose this change.

Sincerely,

James Rogers

2801 Perry St.

Denver, CO 80212

303.520.6070

I attended the Jeff Park meeting last week regarding the Sports Authority proposed signage. I must admit that this is great exposure and branding for Sports Authority. On the flip side of that, it will hurt this neighborhood. Jefferson Park has a ton of potential to be a highly desirable Denver place to live, it's heading in that direction now. I'm a home owner in Jeff Park, live in RiverClay – a community of 60 condos, and I'm a realtor, which doesn't make me an expert, but this sign will potentially destroy property value in this neighborhood.

Who will want to move to Jeff Park with this red sign lighting up the night sky??

Sports Authority should consider this, their future brand (if this does happen many of my friend will certainly here about it and the pollution the sign will emit), and people already know it's Sports Authority Field.

Their execs (in my opinion) have rather high egos if they want this sign...there's no legit reason for it. I used to live in Boston, downtown near the old Boston Garden, and went to dozens of games at Foxborough. I can't recall signage being that overwhelming in the great city of Beantown. Perhaps the people behind this sign should frame their stadium around other great cities and what they've accomplished in their respective communities.

My cheap 2 cents.

Wayne Keith

I am writing to voice my concerns about the new signage that is proposed for Sports Authority Field at Mile High.

It is my wish that the new signage be the same size as the Invesco signage. Also, the red strip of lights around the top of the stadium doesn't make much sense to me as a Bronco fan. Red is the color of the Kansas City Chiefs. Since when does corporate logo trump team colors? What is next, red uniforms?

Most importantly, for the sake of the stadium neighbors, the sign needs to stay the same size. My house has been here since 1906 and has been in my family since 1950. It would be nice to respect the wishes of the long standing neighbors, many of which were here before the football field.

DON'T LET CORPORATE MONEY AND THE WISH TO FILL CITY COFFERS TRUMP THE STANDARDS THAT HAVE ALREADY BEEN SET IN THE PAST AROUND WHAT SIGNAGE MAY BE ALLOWED. LISTEN TO THE NEIGHBORS, WE LIVE HERE, YOU DON'T.

Respectfully,

Brent Weakley
2827 W. 23rd Ave.
Denver, CO 80211
303-358-2168

I strongly oppose the proposed illuminated signage at Mile High Stadium. There is too much light pollution as it is. Advertising and light pollution is overboard already, please do not add to it.

Thank you,
Bill

As a NW Denver resident, voter, tax payer, and bicycle commuter that passes Mile High stadium on many of my rides to work, I would like to weigh in on the lighting issue on the stadium. Judging by what I have read, the city will not make any increase in tax revenue by allowing the Sports Authority company to violate current sign and lighting rules. We will not pay off the stadium quicker, nor will we sell more tickets to games and events. Instead, we will have increased light pollution and violation of our view planes, so that a giant corporation can have more advertising. Denver already has a plethora of obnoxiously and overly lit lights and signs that fit into our existing code. If the SA company can not adequately advertise their company on the side of our football stadium under existing laws, they should feel welcome to rent the various other modalities available to them. However, we should not make an exception to the laws and rules that were thoughtfully put in place. The stadium already exists by being an exception to the rules, and to make it brighter, more annoying, more visible, or filled with more advertising will do no one in the city, let alone the local neighborhood, any good.

Jonathan Drout
NW Denver, CO

All

Here is the list of questions and comments submitted to SAFMH for answers prior to our meeting on Wed 14th.

These should help our discussion tomorrow.

Architectural Lighting

Will there be a photometric study done on the red band of lights at the top of the stadium?

Will there be a photometric study done on the bowl lighting of the stadium?

If yes, in what time frame will that be conducted?

When can the results be shared with the general public?

Can these be shared prior to the December 23rd comment deadline?

Red Band of lights at top of stadium

How often will these lights be on? At what events?

Are they tied to certain attendance figures?

How long do you expect them to be on for these events?

Can we work out a communication plan to inform the neighborhood of when these lights will be on?

Are they dimmable?

If no, have you looked into making these lights dimmable?

How long will these elements remain on after an event?

Can the time left on be modified?

Bowl lighting of the stadium

How often will these lights be on? At what events?

Are they tied to certain attendance figures?

How long do you expect them to be on for these events?

Can we work out a communication plan to inform the neighborhood of when these lights will be on?

Are they dimmable?

If no, have you looked into making these lights dimmable?

How long will these elements remain on after an event?

Can the time left on be modified?

Signage

This question is a placeholder until I can get clarification on the term used but it asks for what are the lumens produced by these the various signs?

Can this be shared prior to the December 23rd comment deadline?

How often will these lights be on? At what events?

Are they tied to certain attendance figures?

How long do you expect them to be on for these events?

Can we work out a communication plan to inform the neighborhood of when these lights will be on?

Are they dimmable?

If no, have you looked into making these lights dimmable?

How long will these elements remain on after an event?

Can the time left on be modified?

Community Relationships

We have had a variety of stadium related issues come up the past year involving parking, towing of cars, timeliness of road signs being removed, general upkeep and maintenance of areas in and around the stadium along with the issue being discussed.

We value our relationship with the stadium and ask to find ways to improve communication and build a stronger rapport between the two organizations.

Would a representative be willing to attend JPUN's monthly general membership meetings?

Would a representative be willing to attend 2 of JPUN's Board Meetings?

What other items could you suggest that would strengthen the relationship with the stadium and the neighborhood next to it?

In 1999 an exception was granted to the Stadium allowing it to encroach on a view plane intended to preserve our "Majestic Mountain Views" from LoDo specifically, and downtown, generally. Part of this exception was a requirement to create a Comprehensive Sign Plan, which was approved on May 16, 2001 with a 4-2 Planning Board vote. While the conclusion at the time was that the Sign Plan was in conformance with the intent of the Sign Ordinance, while respecting the views historically protected by the view plane, the consensus was not unanimous, for good reason.

While there was plenty to criticize about the 2000 proposal, the people behind the proposed Sports Authority re-branding of stadium are exercising complete disregard for Denver's identity and citizenry and the intent of the Sign Ordinance in an effort to emblazon the stadium with corporate logos they were all aware were not permitted at the time the naming rights contract was assumed from Invesco field.

Despite the fact that the stadium was largely funded by taxpayer dollars, it is clear from the cover letter of the sign amendment request that greedy corporate desires are being given top priority in this effort to "properly brand the stadium in a manner that is beneficial to the sponsor" and "provide maximum benefit to the stadium partnership with The Sports Authority Field name."

There is no need to identify Mile High Stadium, it is already recognizably as "one of the City's most premier attractions" and it does so the way other publicly funded structures such as DIA, City Hall, and the State Capitol do, through architectural significance, not signage bearing a company logo.

The existing sign plan was approved because it successfully mitigated adverse impacts on surrounding uses while allowing flexibility size, type, and location of signage, the current proposal ignores the provided flexibility and proposes signage that will have adverse impacts on residential uses historically surrounding the stadium, as well as all stakeholders east and west of the stadium

who's views of downtown or the mountains have been safeguarded by historic view ordinances that have prevent structures, let alone lighted signs.

The sign ordinance specifically states: "Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate an area." Yet the proposal has glare-inducing lighted signs 10'x180' only one block away from residential uses. To make matters worse, the topography of the area is such that these glaring signs are at or below eye-level for many residents, and always in the field of view.

While signs lit from dawn to dusk, hundreds of feet above the horizon, may be appropriate for privately owned high-rise structures downtown, that is not the desired character for this neighborhood area, both existing nor as envisioned in the neighborhood plan adopted by City Council in 2004. This is a sleepy neighborhood that activates twenty or so times a year for stadium events, not 365 days a year.

Lastly, the company behind the re-branding happens to have a logo which is simply the name Sports Authority, in a particular font, on a red background. Despite the fact that the Signage Ordinance reads: "The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed." The Sports Authority is clearly requesting this amendment to increase signage area and make the majority of the signage their logo as if it were a stadium shaped store. Even the privately funded Pepsi Center is not emblazoned with the brand name and Pepsi logo so outlandishly as proposed.

The proposed amendment is nothing but a departure from a long standing agreement and ignores the compromises which where previously agreed to by all parties. Even as the newcomer, The Sports Authority's due diligence would have made clear that their re-branding was confined to the existing 2001 Approved Sign Plan prior to executing the contract to which they are now bound, with or without amendment. Therefore I ask that Planning and Zoning officials reject any attempt to place signage, lit or unlit any higher than allowed by the current Sign Plan, which largely corresponds with view plane exception. Furthermore, ask that signage areas not be increased on north, east, and west elevations.

Rafael Espinoza
Licensed Architect
Member American Planning Association
Chairman JPUN Land Use Committee
Co-Chair Jefferson Park Steering Committee
2101 Clay Street, Denver, Colorado
303-815-0506

<ViewPlaneEncroachment.jpg><FBLogoBefore copy.jpg><ComparisonWQuote.jpg><OCH.jpg>

PLEASE do not allow signage to be put on the upper bowl of the Broncos Football Stadium.

Invesco followed the rules for 10 years. Why would we now make exceptions for Sports Authority?? The signage needs to stay where it was zoned for. It is ample signage that allows visible advertising. Sports Authority knew the zoning before they bought the advertising rights and they need to live with and except the existing rules.

I use to live Downtown and I loved the look and design of Mile High Stadium. Why?? Because it truly fits Denver. It's design , with the curved and see through upper bowl, didn't take away from our mountain views but actually blended in well with them. BUT, add an illuminated sign across the whole top??? Oh my, that will look so cheesy, cheap, and ridiculous that it will make our city look stupid.

When visitors Downtown look West to view our beautiful mountains all they will see is a big red Sports Authority sign. Again we are not trying to take away the rights of the owners (this type of sign zoning didn't exist when they closed the deal) BUT they (and the City) will be taking away OUR rights.

The Taxpayers helped pay for this new stadium and our voices and opinions on this matter are what should be listened to. All we ask for is to be respected. Please do not go against the Taxpayers and Residents wishes on this issue. We do not want commercial signage on the upper bowl of the stadium, that is not what we agreed to when we voted to help pay for this new stadium. Please help preserve the look and character of this beautiful City by keeping our Mountain Views commercial free.

Thank you for your help in this matter,

Carrie Easton
Resident Denver 80211

Regarding the article in the post today:

A proper sign is needed for the football stadium. The current signage looks like plywood and belongs on a lemonade stand.

No complaints here regarding a lit up sign!

Tim Uchida | QA Engineer

HealthGrades: Guiding Americans to Their Best Health™

999 18th Street | Suite 600 | Denver, Colorado 80202

Office 720.963.3802 | Cell 303.974.8135 |

tuchida@healthgrades.com | www.healthgrades.com

I am submitting my personal comments to CPD and the Zoning staff in response to your notification posted adjacent to Mile High Stadium. Jefferson Park United Neighbors will submit comments separately as will other registered neighborhood organizations. I would appreciate acknowledgement that you received this e-mail. Thank you.

Mile High Stadium was funded by Denver metro area taxpayers at the cost of \$364,900,000. Sports Authority is owned by Leonard Green & Partners a private equity firm specializing in leveraged buyout transactions. <http://www.leonardgreen.com/Portfolio.htm>

As a long-time resident of the Jefferson Park neighborhood, I am strongly opposed to Sports Authority's proposed Comprehensive Stadium Sign Plan. My comments follow the sign plan review criteria established by Denver CPD and Zoning.

"The sign plan shall exhibit ...sensitivity to the context."

The purchase of "naming rights" by private corporations to support publicly owned facilities does not entitle them convert the structure into a series of giant billboards. In addition to the large medallion sign on the south side of the stadium, Sports Authority is proposing signage in new areas at the upper rim of the bowl. Signs measuring 10 feet by 178 feet are proposed on the east, west and north sides of Mile High. This totals 5,340 square feet which is equal to a residential lot in the City of Denver. This is pure outdoor advertising, nothing less than billboardage.

No other corporations have tried an over-reach like being proposed by Sports Authority. Examples of responsible corporate sponsorship can be found throughout the metro area. Examples of exemplary public-corporate partnerships include Coors Field, Pepsi Center, Wells Fargo at the Convention Center, Jones at Performing Arts, Toyota at Denver Zoo, Anschutz and Leprino at the CU Hospital complex to name but a few.

"Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential..."

The proposed Sports Authority Field signs blast directly into the Jefferson Park neighborhood. Please take a look at the attached picture taken from the RiverClay condominiums at 22nd Avenue and Clay. Similar encroachments by the signs are seen from homes on the west along Eliot Street. At night when the signs are illuminated they will be especially intense and obnoxious. The glare from the red loop at top of the stadium is very intense when seen from dark areas of the neighborhood. We are also concerned about the proposed intensity of the lights. Condo owners in LODO will have stunning views of the signs on the Stadium with the mountains as a backdrop.

"No flashing, blinking, fluctuating, animated or portable roof sign is allowed."

At the very top of the stadium, the red loop light has been seen "rolling" around in illumination levels. What other animations is it capable of ?

“The comprehensive sign plan shall include...color, lettering, height, and location shall be designed so that it will be attractive and complementary feature of the building which it serves.”

The corporate colors of red and white are hideous when matched to the purple and orange of the Broncos and completely out of character for Mile High Stadium. The proposed “Sports Authority Field” signs are each 50 yards long---tacked onto the upper rim of the stadium can in no way be considered complimentary to Stadium architecture.

“Sign design should reflect the existing or desired character of the area.”

This is not Las Vegas ! Neither was this anticipated in Denver’s Comprehensive Plan nor the Jefferson Park neighborhood plan as approved by Denver Planning Board.

No comment on sign construction. However I’m sure Sports Authority has the money to do the job right.

“The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area...”

Solution: Place the Bronco logo on the top rim of the stadium and confine the Sports Authority Field sign to the rectangle boxes below.

8. No comment.

Jerry Olson

2195 Decatur # 312

Denver, Colorado 80211

720-201-2300

It looks great. They paid millions for the right to get some PR for it. I say give the OK.

Mark Fisher

As a resident of Jefferson park please respect our desire to have a peaceful beautiful neighborhood not an amusement park and a sports authority billboard in my back yard. Keep it peaceful, tasteful and please keep the neighbors in mind when deciding how to handle this situation.

Thank you
Christine Straley
Zocalo Condos Jefferson Park

I'm a resident of Denver in the Grandview area. I sympathize with the neighbors about their concerns with loosing their view. We had a similar situation here where the construction of a new garage took away our view of the entire front range. We used to enjoy setting at the kitchen table looking at the changing seasons reflected in the front range. That is all gone now. Please consider the views of the residents of this area. We, as Denver residents, have chosen our houses because of many factors, one of which is the views.

I don't want to see another neighbor loose his views because of the selfish nature of others.

Sincerely,

Phillip J Kulinski

4455 King St

Denver, CO 80211

303-455-8466

I would like to add my voice to that of my neighbors in Jefferson Park regarding the proposed signage on Sports Authority Field at Mile High. It's too overpowering. Too big, too brazen, too irritating to not invite comment. The words "Sports Authority Field" is too overwhelming in its multiple(!) positions around the top of the stadium. It could be lowered and subdued, not blinding the neighbors, and everyone would still know what the stadium is.

The elegance of the stadium's architecture will really be compromised by this proposed signage because of the beauty of its plain curved upper expanses. This sign is going to mar that effect--not to mention the vivid superimposed words "Sports Authority Field" dominating the skyline and the mountain views. This will some sort of record large sign, no? We say, No, no, no!

Thanks for your time and consideration.

Sincerely,

Joan Bonay

I am writing to voice my concern over the planned signing package that Sports Authority intends to implement on and around Denver's football stadium. I appreciate the need for public venues to draw in additional financial support to remain viable but cannot accept the over the top manner that this promoter proposes to exercise their naming right. One would hope that prior to purchasing those naming rights Sports Authority would have performed the due diligence that would have informed them of the current acceptable standards that are conveyed with those rights. At a minimum, as an element of their research prior to the naming rights purchase they should have sought the advise and direction form the citizens of Denver as to what would be acceptable. Describing their corporation as a home town company, Sports Authority should know the history of the Qwest building signage and the ill will that that organization garnered as they attempted to brand Denver's skyline. The proposed sign package for the stadium surrounding Mile High Field is more audacious than Qwest and will be reap even greater displeasure and push back due to it's size, color scheme and visibility. We need the city to control this attempt by a corporation to litter our beautiful Downtown Denver skyline and majestic Rocky Mountain views with their corporate logo.

Writing to you is particularly necessary since I have now attended two neighborhood meetings where stadium and Sports Authority representatives have presented their lighting plan. In both of those meeting those representatives have been anything but forthcoming with details at to the brightness of the light, the times of day when the lights would be used and on what occasions the stadium would be lit up. At each of those community meetings the vast majority of the citizens in attendance were vehemently opposed to the plans for the high-line signing around the bowl of the stadium. I am also concerned by the lack of respect and obfuscation of the messengers that were sent by the Sports Authority to sell us on their plan. It appears as though Sports Authority would rather install their planned lighting package and then ask for forgiveness and permission to continue to pollute the views in our city.

As a citizen I expect my elected representatives and paid public employees to uphold the letter and intent of the zoning for the stadium that was in effect when Sports Authority purchased the naming right to that stadium.

Respectfully,

Tom Blyth

blythspirit@q.com

303.617.0472

As a resident of Jefferson Park, I am writing requesting that the proposed large signs not be approved. Having just gotten rid of the blue Qwest sign, why should the neighborhood be subjected to even larger and much more intrusive signs on the stadium and in a much closer proximity to the neighborhood. We have enough to contend with during all of the events at the stadium year round and it seems unnecessary to have such huge signs in place year round. The signs that are already in place certainly are readable as anyone approaches the stadium from any direction and there is really no viable reason in my opinion to have the larger and much more intrusive signage.

Thank you for your consideration for the Jefferson Park neighborhood.

Margaret Deas

2835 Eliot Street

As a home owner in Jefferson Park, with a South facing view, I was displeased to hear of the proposed signage for Sports Authority Field. While I can appreciate the corporation wanting to take advantage of their investment, it seems to be a bit of overkill. I enjoy the calm view from my patio in the evening. I intentionally purchased a home outside of the city center to avoid the very light pollution that is being considered.

The residents and business owners of Jefferson Park, in conjunction with the City of Denver, have made great strides toward improving the overall aesthetic of the neighborhood, while bringing the community closer together. We appreciate the modicum of serenity that our neighborhood affords. We see great potential in the residential and commercial renewal that is already underway.

We ask that the City and County of Denver continue to support the residents of this neighborhood as we actively guide it into a vibrant beacon of urban renewal. But we prefer the light of the people to shine in lieu of the lights on the buildings. We appreciate the stadium, but will not appreciate unnecessary light pollution.

I thank you for your time.

Cordially,

James Williston

2195 Decatur St

The taxpayers and owners of the stadium should be able to approve or not approve the signs by vote.

Jefferson Park Neighbor

James DeJulio

I am submitting my personal comments to CPD and the Zoning staff in response to your notification posted adjacent to Mile High Stadium. As a resident of the Jefferson Park neighborhood, I am strongly opposed to Sports Authority's proposed Comprehensive Stadium Sign Plan. I agree with the comments sent to you by Mr. Jerry Olsen on December 21 and reproduced below my signature for your convenience.

Sincerely,

Heath

"The sign plan shall exhibit sensitivity to the context."

The purchase of "naming rights" by private corporations to support publicly owned facilities does not entitle them convert the structure into a series of giant billboards. In addition to the large medallion sign on the south side of the stadium, Sports Authority is proposing signage in new areas at the upper rim of the bowl. Signs measuring 10 feet by 178 feet are proposed on the east, west and north sides of Mile High. This totals 5,340 square feet which is equal to a residential lot in the City of Denver. This is pure outdoor advertising, nothing less than billboardage.

No other corporations have tried an over-reach like being proposed by Sports Authority. Examples of responsible corporate sponsorship can be found throughout the metro area. Examples of exemplary public-corporate partnerships include Coors Field, Pepsi Center, Wells Fargo at the Convention Center, Jones at Performing Arts, Toyota at Denver Zoo, Anschutz and Leprino at the CU Hospital complex to name but a few.

"Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential."

The proposed Sports Authority Field signs blast directly into the Jefferson Park neighborhood. . . . Similar encroachments by the signs are seen from homes on the west along Eliot Street. At night when the signs are illuminated they will be especially intense and obnoxious. The glare from the red loop at top of the stadium is very intense when seen from dark areas of the neighborhood. We are also concerned about the proposed intensity of the lights. Condo owners in LODO will have stunning views of the signs on the Stadium with the mountains as a backdrop.

"No flashing, blinking, fluctuating, animated or portable roof sign is allowed."

At the very top of the stadium, the red loop light has been seen "rolling" around in illumination levels. What other animations is it capable of?

"The comprehensive sign plan shall include color, lettering, height, and location shall be designed so that it will be attractive and complementary feature of the building which it serves."

The corporate colors of red and white are hideous when matched to the purple and orange of the Broncos and completely out of character for Mile High Stadium. The proposed "Sports Authority Field" signs are each 50 yards long--tacked onto the upper rim of the stadium can in no way be considered complimentary to Stadium architecture.

"Sign design should reflect the existing or desired character of the area."

This is not Las Vegas! Neither was this anticipated in Denver's Comprehensive Plan nor the Jefferson Park neighborhood plan as approved by Denver Planning Board.

No comment on sign construction. However I'm sure Sports Authority has the money to do the job right.

"The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area."

Solution: Place the Bronco logo on the top rim of the stadium and confine the Sports Authority Field sign to the rectangle boxes below.

No comment.

I echo Jerry Olson's comments that he sent you recently. The lack of consideration these entities show for the neighborhood is very discouraging. I have lived in Jefferson Park for 20 years and we taxpayers put a lot of money in to that stadium. I really dislike seeing it used as a giant billboard to promote business.

Thank you for your consideration.

Delores M. Schwieder 303 519-4272

Highland United Neighbors, Inc.

P.O. Box 11305, Denver, Colorado 80211

PLANNING AND COMMUNITY DEVELOPMENT COMMITTEE

Authorized by the Board of Directors to represent HUNI in all zoning and planning matters.

December 27, 2011

Mr. Greg Savage, Case Manager
City and County of Denver
Community Planning and Development
201 West Colfax Avenue
Denver, CO 80202

Re: Proposed Amendment to Comprehensive Stadium Sign Plan
Sports Authority Field at Mile High

Dear Mr. Savage:

The Planning and Community Development (PCD) Committee of Highland United Neighbors, Inc. (HUNI), met via telephone and email on December 14, 2011, to review the proposed amendment noted above. The PCD Committee is authorized by the HUNI Board of Directors to represent HUNI in all zoning and planning matters. Membership in HUNI is open to all residents and businesses in the Highland Neighborhood, which is bounded by West 38th Avenue, Federal Boulevard, Speer Boulevard, and Interstate 25. There are approximately 300 paying members of HUNI, and the bi-monthly newsletter has a mailing list of over 3000 households and businesses. Notices of our meetings are sent to an email list of over 1000.

After reviewing the proposed amendment and related information, the committee voted 5-0 to oppose the expansion of signage on the stadium. The committee found that there was no public benefit from expanding the area of signage onto the upper “ribbon” which is a key part of the iconic design of the stadium. As others have pointed out, the signage would be visible above the View Plane from the old City Hall site, adding visual clutter during the day and glare and light pollution at night, defacing the prime view of Mount Evans from lower downtown, and adding the same visual clutter and glare and light pollution to the west and northwest neighborhoods. Like many other Denverites, we also object to the rooftop signage that is blatant advertising for Sports Authority when viewed by helicopter-mounted TV cameras during sporting and other events. We also view the red stripe of lighting around the ribbon that has been added to reinforce the Sports Authority color scheme as advertising signage which should be considered as part of this proposal.

2 It is our opinion that the long-debated and well-considered limits on signage, and the exception to the View Plane, originally approved by the Planning Board and City Council should remain in effect for Sports Authority. With the significant contributions of citizens and members of Denver’s design community who served on the Design Advisory Committee during the original design process for the new stadium, Denver gained one of the most iconic stadiums in the country. To add blatant advertising signage to this structure is to violate the original design intent—to create a stadium at once recognizable as Denver’s stadium. With its central location in Denver, this icon has plenty of presence. And with the mention of “Sports Authority Field at Mile High” constantly during game telecasts and radio broadcasts, and in print in every article written about games held there, we believe that Sports Authority has gained more than enough exposure through its purchase of the naming rights.

For the record, the chair of this committee, representing northwest Denver neighborhoods, served on the Design Advisory Committee that helped shape the original design of the stadium and also advised the City of Denver on the exception to the view plane and the approval of the original comprehensive sign plan. It is my belief that the Advisory Committee would be opposed to these significant alterations to the original design.

And we also note that there is currently “temporary” signage advertising an upcoming concert to be held in the stadium. We question whether this signage is allowed under the current sign plan. It is not very helpful for traffic safety on I-25 to have advertising to read while trying to negotiate the curves and construction zones on I-25.

Thank you in advance for considering our position on the proposed signage amendment and reporting it to the Planning Board.

Sincerely,

HIGHLAND UNITED NEIGHBORS, INC.

Timothy C. Boers

Timothy C. Boers, AIA

Chair, Planning and Community Development Committee

Cc: Councilwoman Judy Montero

Councilwoman Debbie Ortega

Councilwoman Robin Kniech

HUNI Board President
Committee Members

Hello Ms. Sheperd and Mr. Savage,

I am writing to voice my opposition to the proposed Sports Authority signage on Mile High Stadium. I live approximately 4 blocks north of the Stadium and my front lawn and living room window look directly onto the north side of the stadium, exactly where one of the proposed sign changes is to take place.

I am opposed to the proposed signage for several reasons:

The signs are overly large (a gross understatement) and the illumination of the signs is excessively intrusive on the surrounding neighborhood, including my living room.

The signs mar the outstanding and beautiful architecture of a structure that I helped to pay for.

The Sports Authority logo colors do not match Bronco's blue and orange and, as such, totally detract from the purpose of the stadium which is BRONCO's FOOTBALL, not Sports Authority advertising.

No other corporate sponsor in the Denver-Metro area has such large and gaudy signage.

The signage in effect turns OUR stadium into a big, ugly billboard for Sports Authority.

Coors, Jones, Toyota and (previously) Invesco all displayed tact and respect in their signage - a true show of corporate responsibility to the citizens of Denver and an illustration that those organizations understand and honor the importance of Mile High to Denver citizens.

Lastly, I am opposed to the signage on principle - this stadium is not now, and will never be, about Sports Authority or any other corporate sponsor. It is about the people of Denver who love their football team and paid for this stadium as a reflection of that love and pride. This is not just some anti-capitalist rant but rather a statement on the culture of Denver. This signage will either be a message that Denver is a pandering slave willing to sell out for corporate funding OR that Denver is a strong and independent city that believes in cooperative, not submissive, relationships with corporate partners. If we are going to place huge, tacky signs all over our stadium, they should scream "GO BRONCOS" not "Go corporate giant who has the money to do what it wants without regard for the public and surrounding neighborhoods".

I am not opposed to tasteful Sports Authority signage on Mile High Stadium. While it gripes me that we will have the Chiefs colors on our stadium, I am willing to ignore that as long as those colors are not blasting through my front window, glaring at me on my drive to work every day, etc., etc. (frankly, any color blasting through my front window is unacceptable). I do not think it is unreasonable to expect Sports Authority to show a little restraint in their drive to advertise and I do not think it is too much to ask that the signs honor the legacy of Denver football. I think it is their responsibility to find a way to respect the people of Denver and Jefferson Park while still achieving their sponsorship goals and I fully expect my Civic leaders (i.e. you) to clarify this responsibility and the associated expectations for them.

Thank you for your time in reading this.

Regards,

Susan Bain-Schmidt

Jefferson Park resident and big time Broncos fan

As a Denver resident, I would like to voice my opposition to the illuminated Sports Authority sign, since the Downtown Denver area already has enough illumination at night. Thank you for your time.

Sincerely,

Jaime Jacob

I have learned through WeCan (West Colfax Association of Neighbors) that Sports Authority wants to put huge 24/7 lighting on 3 sides of Mile High Stadium which I feel is a preposterous request.

This would pollute our neighborhood and really serve no purpose other than alienating the residents around it. I could understand them wanting to brand the stadium but is it really necessary on the north and west sides? If anything it would make more sense to do it on the east-side with I-25 and downtown exposure. We don't want another Quest Building light pollution situation on the west side.

Thank you for your attention,

Richard Harkness

4400 W.17th Ave

Denver,CO 80204

I am writing to you to voice my opinion regarding the proposed Sports Authority signage. I strongly oppose both the proposed size and placement of the signage, & urge you to do so as well. The proposed signage does not comply with current city standards. Thus, it threatens to establish a new standard that could lead to significant reductions to the city's aesthetic appeal & overall ambiance. The long term consequences could include reduced city growth & less tourism.

Thank you for attention to my thoughts.

Take care,
Steven C. Arzberger
Denver City Resident &
A concerned citizen

Tom,

It is clear that if the IKEA sign was placed next to the Stadium, it would be too small...

That is a somewhat sarcastic way to say, I don't 100% support your claims. Everything in this world needs to be in proportion to it's surroundings to blend in.. The IKEA sign is huge in the tech center, because it dwarfs everything around it.

But, in downtown, it is dwarfed by the stadium and looks small and out of place.

I am less concerned about the size of the letters they are planning to install on the building, and more concerned about the intensity or brightness. If the intensity is soft but readable, and the entire region does not have a red glow to it from the light source, then I am not overly concerned about the size. However, the old Qwest sign, as you pointed out, illuminated the stadium, and my home, as the downtown area had a blue bath of light. It was never the size, but the brightness, that upset me.

From: Blyth Tom [<mailto:blythspirit@q.com>]
Sent: Sat 12/31/2011 2:33 PM
To: Guiietz Michael
Cc: Blyth Tom
Subject: Sports Authority Field Sign Proposal

Dear Denver Neighbors,

Over the past several months, Jefferson Park United Neighbors and other nearby neighborhood organizations have been in discussions with representatives from the Broncos Stadium and Sports Authority with regard to the proposed signing to be implemented in conjunction with the purchased naming rights to that stadium. As those discussions have progressed and the magnitude of the signing became more apparent, it is obvious that this is not only an issue for those neighborhoods immediately surrounding the stadium but for all residents in the metropolitan area. As was the case with the Qwest signage a decade ago, the signs that Sports Authority intends to erect at the Broncos football stadium will be seen by and have an impact on all of us.

The graphic below is a perspective visualization of the signs that Sports Authority has proposed for the east, west, and north sides of the stadium. In order to install this sign package, Sports Authority must receive a new view plane variance from the City of Denver. In other words, Sports Authority purchased the naming rights knowing the limitation of the signage and are now, after the fact, requesting a variance from those restrictions. If that variance is granted, the Denver skyline viewed from the west, east and south will be obscured by 9 feet tall red lettering branding a taxpayer funded stadium with the Sports Authority logo.

I am writing you with the hope that you will pass this information to others in your community and will then lend your voices to the opposition of the requested view plain variance. Public comments are solicited and are being accepted through January 9th, 2012. Those comments should be sent to Mr. Greg Savage at the City of Denver. He can be reached at: Greg.Savage@denvergov.org .

The new IKEA sign in Centennial is 52' x 11' (572 sf), and 92' above grade.

The proposed signage for Sports Authority on the north, east and west sides of the stadium EACH is 4782 sf and 150' above grade.

I live at 457 W 12th Ave, 8E, Denver, CO 80204 and view the stadium from my condominium. I object to the new sign design, based on light pollution, color and size.

Thank you,

Crystal Sulik
(303) 408-2588

I am writing to express my concerns regarding the potential advertisement changes at the Mile High Stadium. I'm against any increase in the size of the advertisement as well as its location on the stadium.

It's apparent that the original design of the stadium was made to follow the contours of the mountains in the background. Therefore, the top of the stadium would not dominate the mountain views for the people downtown. The addition of large bright lights along the top of the stadium would make it the focal point of the view to the west of the city. I believe that most people in the Denver area appreciate the unobstructed view of the mountains.

Taxpayers paid for a large portion of the stadium complex. I don't think that the general population would have supported the project if they know that it would turn into a giant advertisement billboard. The Broncos utilize the stadium only 10-12 times per year. An approval of the is simply allowing Sports Authority to advertise their business outside of the normal permit limitations the remainder of the year.

In advance, thank you for considering my comments,

Chris Eddy

2733 Java Court

Denver, CO 80211

(303) 909-3781

I am a property owner of two fourplexes, one of which I call home, in the WeCAN neighborhood. I am extremely concerned about the proposed signage at the stadium and would like to voice my opposition to allowing for the variance. We are doing so much to improve the quality of life along amongst some of the challenges of West Colfax, and this could really set back all of the work we are doing.

Please, please, please reconsider for the sake of our lives and livelihood.

Thank you,

Lin Erhardt

1437 Quitman Street

Denver 80204

I am a homeowner local to the Denver, West Colfax area and I support the opposition of the proposed Sports Authority signage change. I believe this will create too much additional light pollution in my area in general. Furthermore, I am blessed to have a wonderful view of downtown from my backyard -- this was a major factor in my purchasing decision on that property; however, I can also see the stadium from my backyard and I think that the over-sized and superfluously bright signage would adversely affect the enjoyment of my home.

Thank you sincerely,

Arthur J. Marek

I write to express my opposition to Sports Authority's plan to install massive new signage at Mile High Stadium. The plan is far in excess of reasonable branding, and is an unreasonable intrusion into the lives of those who live nearby. I live near the stadium and those most directly affected are my neighbors.

I trust you will recommend, and the Planning Board will affirm, that the existing Signage Plan NOT be amended.

Serve the citizens of Denver. Selling out to crass commercialization is making Denver a far less desirable place for families to live.

Respectfully,
Marilyn Quinn
3249 W. Fairview Place, #106
Denver 80211

Council Woman Ortega and Council Woman Kniech

I have several things I'd like to mention.

First are the snowplow operators having a snow-day? None of the streets over here have been plowed and I just returned from taking my wife to work downtown and it is disastrous as well with nary a plow in sight!! Secondly I learned through WeCan that Sports Authority wants to put huge lighting on 3 sides of Mile High Stadium which I feel is a preposterous request.

This would pollute our neighborhood and really serve no purpose other than alienating the residents around it. I could understand them wanting to brand the stadium but is it really necessary on the north and west sides? It would make more sense to do it on the east-side with I-25 and downtown exposure. We don't want another Quest Building light pollution situation on the west side.

Thank you for your attention,

Richard Harkness

4400 W.17th Ave

Denver,CO 80204

My name is Jason Rohlfing and I am writing today in regards to the pending application for a signage change at Mile High Stadium. This change will dramatically and negatively impact not only the neighborhood where I live just North of the stadium, but the entire Denver front range.

The proposal includes large, backlit lighting that will create a substantial red glow over the surrounding neighborhoods, brand the entire Denver metro area as Sport Authority, and destroy views of our mountain landscape. No other stadium in region has been allowed to, or has, signage of this magnitude. Not only does the proposal go overboard in the placement of the Sport Authority naming (along the upper tier), but it goes dramatically overreaches in the size and breadth of the proposed change (750ish total feet of signage I've heard!)

As residents of the neighborhood, we understood that Invesco field had purchased 30 year naming rights to the stadium and their branding was appropriate to the amount of money they contributed vs that of us, the tax payers. Now, 15 years later, Sports Authority purchases the naming rights. However, grossly excluded from the approval to purchase the naming rights was the fact that they planned to dramatically change the Denver landscape by implementing new stadium signage. This is downright unacceptable. In a meeting I was present at with the manager of stadium operations at Mile High, he stated that we are lucky to have Sports Authority and suggested that the signage improvements were implied during negotiations to close the deal. If true, this should have made been part of Sport Authority's application to the stadium district and included with the naming rights change decision. Instead, they are trying to sneak this in after the fact.

The timing of the application is also extremely suspect. It is very difficult for concerned individuals to share their thoughts during this hectic time of year, and more difficult for those of us who know of the planned changes to get the message out to the public.

I ask that the city deny the application for signage changes made by Sports Authority Field at Mile High. I also ask that the public comment period be extended to the end of January at a minimum to allow more public comments outside of the busy holiday season. This decision affects all of Denver.

Thank you for your time and attention to this matter. Please let me know what the process is from here and if there are any public meetings regarding this request where I can share my voice.

Sincerely,
Jason Rohlfing
303-517-0435
2240 Clay St Unit 311
Denver, CO 80211

As a longtime Denver resident and taxpayer, I am writing to add my voice to the many residents strongly objecting to the proposed increase in "Sports Authority Field" signage at Mile High Stadium.

These proposed signs would be a vulgar, excessive commercialization of a stadium largely paid for by area taxpayers--NOT the Denver Broncos or Sports Authority. Not only would the nighttime lighting be a garish visual nuisance to the surrounding area and downtown, but, more importantly, as a Sloan's Lake resident Michael Smilanic has said, the enormous size of the signs day or night would imply ownership, not simply sponsorship, act as giant billboards, and spuriously "brand" Mile High as a Sports Authority edifice. This for only \$6 million a year, compared to the over \$300 million that we taxpayers have been forced to shell out for this structure?

According to [Forbes](#), the Broncos are now worth close to a billion dollars, much of which owner Pat Bowlen will profit from once he or his family ever sells the team, NOT Denver-area residents. During this terrible recession, it's bewildering and grossly unfair that the stadium district even agreed to give half of the Sports Authority sponsorship fee back to our ultra-rich local football team.

The new Sports Authority signage should kept minimal, tasteful, and should never usurp the \$300 million+ fact that metropolitan Denver residents are paying for Mile High.

Sincerely,

Thomas Delapa
1260 York St. #501
Denver 80206

My name is Rick Whitney and I live at 2240 Clay Street, Unit 411, Denver, CO 80211, approximately 4 blocks to the north end of the stadium. We are one of ten families that were fortunate enough to purchase end unit condominiums at RiverClay Condominiums. These units all have windows facing south and we have enjoyed our unobstructed view of the football stadium and sights south. That was until I learned of Sports Authorities plan to light their name on three sides of the stadium with 10' x 178' red illuminated signs. These sign would be lit from dusk to dawn for the next 15 to 25 years. I want to state my objection to this plan. Sports Authority should be required to honor the signage regulations that were placed in effect when the stadium was approved and built. I would think that the Broncos organization and Sport Authority, as residence in our neighborhood, would be more sensitive to the permanent intrusion these light will force on our community.

I have attached a picture of the view from our bedroom windows. My guess is none of the people pushing to add this new signage, will have to see it shining into their bedrooms every evening from now on.

I sincerely request that you do not allow this signage to be approved.

Thank you,

Rick Whitney
rjwhitney2240@aol.com
303-748-3588

January 4, 2012

Mr. Greg Savage, Case Manager
City and County of Denver
Community Planning and Development
201 West Colfax Avenue
Denver, CO 80202

Re: Proposed Amendment to Comprehensive Stadium Sign Plan: Sports Authority Field at Mile High

Dear Mr. Savage

I am writing to you today on behalf of the West Colfax Association of Neighbors (WeCAN) to urge you to oppose the proposed Stadium Sign Amendment.

WeCAN represents the needs and desires of the residents and business owners in the Denver's West Colfax Neighborhood. Our organization currently has over 210 members. WeCAN's Land Use Committee and the Board of Directors have reviewed the proposal and voted unanimously to oppose such changes to the Stadium.

Members of both bodies felt that this aggressive signage would severely damage the views of downtown afforded to those living along Federal Boulevard and travelling to downtown via Colfax Avenue by causing significant visual clutter during the day and light pollution at night. We feel that such unattractive and bright signage may also deter future commercial and residential development along Federal Boulevard, a prospect that we eagerly await. Finally, the addition of such signage would subject local residents to blatant advertizing for Sports Authority, an organization that does not operate in our neighborhood.

We as an organization understand Sports Authority's desire to advertize its ownership of the field, but feel that this proposal goes way too far. It is our opinion that the previously debated and approved limits on signage for the field and the current view plane restrictions remain in place. We sincerely hope that you will take our opinions into consideration as you debate this proposal.

Sincerely,

Chad A Reischl

Co-President: West Colfax Association of Neighbors

City and County of Denver



I am opposed to granting Sports Authority a variance so that they can put up signage that will glow in our city in every direction. Sports Authority new the rules of stadium signage when they bought the naming rights on my tax paid dollar stadium. It is appalling to me that local, city, and state governments continue to sell out to private industry for the almighty dollar. Do the right thing and protect our views of the city and mountains we love.

Sincerely,

Tracey MacDermott
Denver, CO

Greetings,

I am a Broncos fan, a season-ticket holder, a person who shops at Sports Authority, a member of my condo's HOA board, and a resident of the stadium neighborhood.

I find the signage proposal for Sports Authority Field at Mile High extremely insulting and offensive. Caveat Emptor. Let the buyer beware.

Sports Authority should have known the signage limitations when they made their deal. There is no need to invade our neighborhood with all of this additional signage.

I encourage everyone in the decision making process to deny any additional signage or changes now or in the future. There is adequate signage in place.

These changes would alter the architectural integrity of the structure in addition to making the stadium a huge lighted spectacle in the middle of our neighborhood.

Thank you for our consideration.

Jeff Parrott

2351 Federal Blvd #405

Denver, CO 80211

As a concerned homeowner in the West Colfax neighborhood adjacent to the Broncos stadium and an admirer of Denver's clean, iconic skyline, I strongly oppose the proposed Sports Authority signage on the west, east and south sides of the stadium. Not only will the new signage create light pollution for the surrounding neighborhoods by night, it will detract from the beautiful skyline that Denver has worked so hard to establish. I have been employed for 4 years for a prominent Denver architecture firm with projects in downtown Denver. I believe this new signage would be an eyesore on the great architecture of the Broncos stadium, as well as detract from the image of Denver's skyline, which is an essential marketing tool for attracting new businesses and generating tourism revenue. I know the West Colfax Association of Neighbors opposes this proposed signage, and I'm sure there are many other neighborhood, architecture and community groups that do as well. Let the public voice be heard and show us our input matters. We don't want our cherished skyline to be blemished by 9-foot-tall, stripper-red lettering that brands a taxpayer funded stadium with the Sports Authority logo.

Thank you for your attention to this concern. I look forward to hearing the city's decision on this important matter. If you have any questions, please don't hesitate to contact me.

Sincerely,

Matt Popowski

1435 King St

Denver, CO

303-957-6004

January 3, 2012



Gregory A. Savage

Urban Design Architect Project Coordinator

City of Denver – Development Services

201 W Colfax Ave, Dept 203

Denver, CO 80202

Dear Mr. Savage,

This letter contains the official comments of Jefferson Park United Neighbors (JPUN) to the Application for an Amendment to the Stadium Comprehensive Sign Plan submitted by The Metropolitan Football Stadium District and the new stadium sponsor, The Sports Authority.

JPUN objects to these elements of the proposed amendments to the existing “Denver NFL Stadium Exterior Sign Plan” dated September 5, 2000, also referred to as the Comprehensive Sign Plan or CSP submitted by Sports Authority as detailed below. We feel these issues should have been discussed with JPUN and other Registered Neighborhood Organizations (RNOs) visually impacted by the stadium before the plan was submitted to the City, which Stadium Management and Sports Authority failed to do in a meaningful way.

On Wednesday December 14, JPUN held a General Membership Meeting at which a representative of the Stadium Management Company presented the signage amendment proposal to neighborhood residents. After the presentation, a vote was taken by those in attendance to officially oppose any signage higher than allowed by the current sign plan at Sports Authority Field at Mile High

In particular, the opposition to any signage on the upper curved band of silver matte skin below the lights of the stadium was particularly strong. The vote was 29-0 in favor of the motion, with two abstentions.

Our point by point objections to the signage reflect the criteria stated in the Denver Zoning Code in Article V, Sec. 59-537(c)(3,d).

1. “The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.”

The design for the upper bowl signage utilizing two differing typographies in a single line sign is an example of what not to do, not the design excellence required by the sign ordinance criteria. Sticking the word FIELD in manner that differentiates it from the corporate logo for Sports Authority is a failure of the creativity and inventiveness required by the sign ordinance criteria. Proposing LED lit signage four times larger in area than the largest allowable billboard in the City and County of Denver, pointed directly at a historically residential neighborhood a block away, demonstrates no sensitivity to context, as required by the sign ordinance criteria.

Denver has a long history of sensitivity to excessively gaudy and bright signage. The controversy over the Qwest signage was severe and ultimately did significant damage to the Qwest brand. The new Century Link signage is significantly more muted as a result.

Any view of either the mountains or the city skyline will reveal a relative absence of large signage because of the deeply held respect for the unique vistas we enjoy. Taken in totality, the Sports Authority signs combined with the architectural lighting of the upper red rope lighting and the multi-colored uplighting of the stadium bowl are extremely out of context for Denver and much more reminiscent of a location like Las Vegas.

Responsible corporate sponsorship can be found throughout the Denver metro area. Examples of exemplary public-corporate partnerships include Coors Field, Pepsi Center, Wells Fargo at the Convention Center, Jones at Performing Arts, Toyota at Denver Zoo, Anschutz and Leprino at the CU Hospital complex to name but a few. In each of these examples the naming rights owned by corporate sponsors respect the architectural values of public stadiums, museums, theaters and hospitals. Denver should expect no less from Sports Authority.

2. “Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate an area.”

The proposed Sports Authority channel letters on the bowl, higher and seven times larger in area than the former Invesco signage, will be directly back lit unlike the predominantly indirectly lit Invesco signs they are replacing. Directly lit signs like the former Qwest sign on 1801 California shine brightly causing glare visible from within a significant portion of the residences and businesses in Jefferson Park, the neighborhood to the north and uphill from the stadium, where residents live just a block from the stadium grounds. The large new signage on the south

of the stadium will be accentuated by additional lit signs that will likewise shine into the Sunnyside neighborhood, one of the poorest in Denver.

The size of the proposed signage will dwarf the former Invesco Field signs as well as all others already in the area, such as the Hotel VQ. The proposed signage is so immense it is over eight times larger than the controversial IKEA sign now dominating I-25 in Centennial. The color and form of the bowl currently reflect ambient light in the sky, and make the structure transform throughout the day to blend with the horizon. At night, the form completely disappears. Large lit and colored lettering will disrupt the relationship of form and sky, and will mark and emphasize the size and immensity of the structure, visually dominating the area, adversely effecting nearby residential uses, day and night.

Other neighborhoods in the downtown area also enjoy a panoramic view of the mountains with the stadium currently a graceful architectural addition to that view. The addition of the proposed signage, particularly on the upper curved band of the stadium where none exists today, will dramatically change the views. The value of these thousands of residential properties in central Denver is in no small part due to the uncluttered views of the city and the mountains.

The proposed signage and its location, which is the subject of a special variance to view plane regulations, will be far and away the most dominant feature in the views of residents and taxpayers and will impact the value of their investments. No sponsorship of a public building should be allowed to impact the value and enjoyment of full time residents in the area.

3. Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached. Such roof signs shall not extend above any building height limit or zoning bulk plane. No flashing, blinking, fluctuating, animated or portable roof sign is allowed.

The current football stadium was intentionally designed with graceful curves in its upper reaches specifically because of its special place in the view plane of Denver and the mountains to the west.

With the proposed placement of signs 9'-6" high by 178' feet long on three sides - a grand total of 5,000 square feet - of the curved upper band and lit all night long, the signs will be far more dominant than the great architectural feature it will cover. While the new red rope lighting on the upper reaches of the light towers above the curved band are architectural lighting and not

signage, the animation and flashing that has already been seen in close proximity to the proposed signs certainly violate the spirit of this regulation. It represents an integration of these features to have the animation of the red architectural lighting functionally create blinking and flashing signage. While the positioning of these signs may be technically within the current zoning variance, the design certainly violated the spirit of placing signs above the building height limit.

4. The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height, and location, shall be designed so that it will be an attractive and complementary feature of the building which it serves.

The signage plan is intended to maximize exposure for the sponsor, Sports Authority. The plan, however, represents such an extensive and dominating expansion of the prior signage plan under Invesco that it can in no way be considered an attractive and complimentary feature of the building. It will overwhelm the otherwise graceful architectural features of the building.

Several commentators have pointed out other features of the plan that are offensive aesthetically. Namely, the Sports Authority red color clashes badly with the Broncos orange within the same signage design. Additionally, the signs proposed for the curved band appear in two different fonts – “Sports Authority” in a serif font and the word “Field” in a sans serif font. This at first appears to be an error but clearly is not. It does represent a very unattractive design. This CSP is neither attractive nor complimentary to the building.

5. Sign design should reflect the existing or desired character of the area. As an example, in a district in which night-time entertainment is concentrated, the intent of this subsection 59-537(c) is to encourage exciting, iconographic, and inventively illuminated signage.

The Stadium is located within Jefferson Park, which is predominantly made up of residences and small businesses. Jefferson Park and JPUN have a long and cooperative relationship with the Broncos organization. Most Jefferson Park residents enjoy Broncos game days for the excitement in the neighborhood, and have carefully worked out parking and traffic arrangements with the Broncos and the City for mutual advantage and respect for each other’s interests.

The proposed sign plan amendment represents an unfortunate breach of that relationship of coexistence amongst these neighbors. It is an intrusion into the character of this neighborhood with the addition of signage and lighting several orders of magnitude in size above what exists currently, and it was submitted after minimally seeking input from the neighborhood in advance. The brightest signage in the area currently is that of the Hotel VQ next to the stadium, and the proposed Sports Authority signage will dwarf the hotel’s sign.

Stadium events, while large, are relatively infrequent, and all neighborhood residents accept the activity as part of the character of Jefferson Park. It is not, however, an entertainment district with extensive nightly bar and restaurant activity. The Sports Authority signage will be lit every day of the year and is not designed to draw business to the neighborhood. The company has no stores in the area.

6. Signs shall be professionally designed and fabricated from quality, durable materials.

We have no objections to the quality of the fabrication of the signage itself. We do object to the aesthetics of the signage design as noted in #4 above and the fact that the scope of the plan detracts from an otherwise graceful building design. Additionally, the signage design to be directly backlit instead of indirectly lit like the previous Invesco signs is also reflective of a failure of design for reasons stated throughout this letter.


7. The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed.

According to a Broncos representative, the signage covers approximately 4% of the entire building area. If the intent of this regulation is that Sports Authority's name should only represent 1% of the sign area for Mile High Stadium, their badge, logo, and sign would appear to dominate nearly 80% of the total sign area, with the Broncos logo and "at Mile High" representing only a small remaining portion. By either measure, this plan exceeds this limitation. Because of the design of the signage in different fonts as described in #4 above, it is clear Sports Authority completely intends this plan to primarily provide advertising for their company in a dominant location rather than the tasteful naming of the stadium itself.

JPUN respectfully request that the City of Denver either deny the request from the Stadium Authority for an Amendment to the Comprehensive Signage Plan, or to approve it with conditions. Those conditions should reflect changes to the CSP in accordance with the objections stated in this letter. We request that the City place upon the Stadium District the limitation that no signage shall be placed on the upper curved rim of the Stadium and features such as glare and hours of operation reflect the sensitivities to the stadium's location and context.

Signed,

JPUN Board

A handwritten signature in black ink, appearing to read "Michael Guiietz". The signature is written in a cursive, flowing style with a large initial "M" and "G".

Michael Guiietz

Co-President
JPUN

At their January 3, 2012 meeting, the University Park Community Council RNO Board voted 6-2 to oppose the proposed signage.

Feel free to call or reply if you have any questions.

Pat Cashen

UPCC RNO zoning chair

303.759.0650

January 5, 2012

I am adamantly opposed to all elements of Sports Authority's Comprehensive Sign Plan.

Mile Stadium was designed by great Denver architects, among them Curt Fentress who designed the stadium. He said in 2001 "The intent was never to build a 'retro' stadium...but a stadium that spoke to Denver's high-tech future." Sports Authority has proposed installation of lighted signs on the east, west, and north sides of Mile High, each measuring 9'6" x 178 feet...that's 59 yards long ! This is sign pollution and dramatically larger than even the Ikea sign in Centennial. Sports Authority's proposal would turn the iconic Mile High Stadium into a Big Box store.

Before there is any approval of the proposed sign application by CPD/Zoning or the Planning Board, there should be a public hearing on the long-term future of the stadium, now owned by the taxpayers. I touch upon these issues in my attached comments. The sign comparison is shown in the attached graphic.

The attached editorial was shared with Governor John Hickenlooper and will be published in the Denver Post.

Thank you,

Jerry Olson

2195 Decatur Street

Denver, Colorado 80211

720-201-2300

Mile High Stadium is Paid Off by Taxpayers

But Sports Authority Thinks it is a Big Box Store

Congratulations Taxpayers ! In 10 years you paid off the bonds to build Mile High Stadium. The original cost was \$400,800,000 of which 75% was to come from taxpayers and the remaining portion from the Broncos. A final accounting of who paid what is not readily available. Sounds like it's time for an audit.

From my review of 2000 and 2001 Denver Post news articles, I learned that Invesco contracted to pay a total of \$120,000,000 in installments over 20 years. Proceeds from the sale of "naming rights" were split into two contracts, \$60,000,000 for the Broncos and \$60,000,000 for the Metropolitan Football Stadium District (Metro District). Sale of the naming rights allowed the Stadium to be paid off one year early. There was and still is debate whether that sale was such a good deal for the taxpayer.

In 2001 arguments were made by highly placed individuals, including Mayor Wellington Webb that we would be better off just keeping the name "Mile High Stadium" and paying one more year taxes. Debate raged, a lawsuit was filed in Denver District Court to strip the sale of naming rights from Metro District authority. A citizen group appealed to the State Legislature to place the naming question on the ballot in 2002. The State Legislature mandated the Metro District to conduct a survey to ascertain public opinion on the proposed renaming. The District refused to spend the \$10,000 to determine public sentiment on the naming of the \$400,000,000 project. They subsequently entered into the Invesco Field naming agreement. The Denver Post listened to the public debate and decided to refer to the stadium in the future as "Mile High Stadium" instead of "Invesco Field at Mile High". Needless to say hard feelings existed and remain.

Sports Authority last August purchased or assumed, the remaining ten years of the two original contracts with Invesco. I understand Sports Authority will soon enter into negotiations with Broncos and the Metro District for an extension of the original contracts. It may be for an additional 10 to 20 years and is rumored to be in the range of \$150,000,000. Again it will be two contracts, but not necessarily equally divided between Broncos and the Metro District. It is understood the rationale for two contracts is that Metro District owns the exterior of the stadium while the Broncos own the interior for advertising purposes. Does that portend an evenly split contract agreement ?

Sports Authority recently submitted a Sign Plan Design to the City of Denver to install large lighted signs (red) that read "Sports Authority Field". The signs will be added to the upper silver banner of the stadium on the east, west and north sides. Each new sign is 9'6" tall by 178' wide, that's 59 yards football fans. If the Denver Planning Board approves the Sign Plan, Sports Authority will have an additional 5,340 square feet of exterior advertising 365 days a year, in addition to the gigantic red logos they painted on the roofs to promote themselves to the nation during televised events. My neighborhood association, Jefferson Park United Neighbors, is strongly opposed to the Sign Plan.

As a taxpayer I'd like to know what's in it for me ? Given the history of negotiations between the Metropolitan Football Stadium District / Broncos combined with their debatable consideration of public interests, I am advocating for an independent Public Hearing. This should occur prior to the City's approval of the Sports Authority Sign Plan Design and any long-term contract extension with Sports Authority. It's your stadium.

Mile High sports fans and taxpayers in the eight county Metropolitan Football Stadium District, check out the signs proposed by Sports Authority at <http://jpun.org> and <http://www.stopsportsauthoritysigns.com/>. Signs 59 yards long ? Come on ! Please tell Denver Mayor Michael Hancock you oppose this signage. Residents of Jefferson Park and Denver, contact City Council representative Susan Shepherd and say NO WAY. E-mail Susan.Shepherd@denvergov.org . **Stop Sports Authority sign pollution !**

I am writing to voice my concerns regarding the proposed signage amendment submitted by Sports Authority.

I find the design of the proposed signage objectionable as a Denver resident, an architect, a neighbor, and as a lifelong Bronco fan. Reasons include size, extent, location, design, color, and composition. Detailed aspects of each of these points are clearly explained in a letter composed by several of my fellow JPUN Board Members, which I understand has been provided to you as well as Councilperson Shepherd.

Denver taxpayers deserve better than this proposal. Architecturally, the top band of the stadium is an integral part of its overall aesthetic and was not intended to be a simple canvas to carry a brand name every few years. It is most egregious that there would be large red letters in mismatching fonts proposed for the band of the stadium, several feet higher than the old signage and projecting into what was intended to be a protected view plane from Bell Park to the mountains. There is no reason that sunset views of the Front Range from downtown Denver need to so prominently feature an advertisement. No new signage should be allowed higher than the current sign plan allows. This proposal would not have been accepted back in 2001, so it should not be accepted today.

In the hope of a somewhat open and collaborative process, I had asked during the signage/lighting presentation at the Sept. JPUN meeting that the proposed changes be shared and discussed with key stakeholders (JPUN, neighbors, others, et. al.) before moving ahead with their formal submittal. That did not happen prior to their formal amendment being submitted to you. As a result, I thoroughly oppose the current plan.

Again, as a resident, an architect, a neighbor, and a lifelong Bronco fan, I feel it is imperative to examine this proposal critically and really consider the long-term impacts (meaning beyond this corporation's contract period), and evaluate the potential negative impacts for the City. I request this proposal be denied.

Sincerely,

Kari-elin Mock, AIA, LEED AP BD+C

303-888-0476

karflenin@yahoo.com

Downtown Denver Residents Organization

1550 Larimer Street, #124

Denver, CO 80202

Tel: 303-820-8876

E-mail: info@ddro.org

January 9, 2012

Gregory A. Savage

Urban Design Architect Project Coordinator

City of Denver – Development Services

201 W Colfax Ave, Dept 203

Denver, CO 80202

Via E-mail: Greg.Savage@denvergov.org

Re: Sports Authority Field at Mile High - Stadium Sign Plan, Public Comment

Dear Mr. Savage:

Thank you for giving the DDRO Board of Directors the opportunity to express its opinion with respect to the proposed sign plan for Sports Authority Field at Mile High.

As President of the Downtown Denver Residents Organization, I write on behalf of our almost 200 members to object to The Sports Authority's proposed signage at Mile High stadium. One of the DDRO's stated purposes is to "preserve and enhance the quality of life in Downtown Denver." The proposed signage constitutes another example of gross visual pollution, an affront to the City and citizens of Denver that shows little respect for the principle of corporate civility.

It is acknowledged, if not universally accepted, that some U.S. municipal governments sell "naming rights" to sports stadiums to raise revenues. Typically the signs are modest in size

at the insistence of municipal authorities. The purpose of signage is primarily to identify, literally “name”, the stadium.

But the proposed Sports Authority signage goes beyond naming rights. With its huge dimensions – letters 9-feet, 6-inch high by 178-foot, 4 ¾ inch long, brightly illuminated at night and located on three sides of the stadium – the proposed Sports Authority signage is nothing but blatant advertising.

In the guise of “naming” the stadium, Sports Authority is plainly seeking to advertise its chain of stores selling sports equipment and paraphernalia.

The proposed signage, with its location on three sides of the stadium, with its 9-foot-high illuminated red letters – and especially with those letters blazing late into the night – would dominate a sizeable swath of the Denver skyline, especially in Downtown Denver.

The City of Denver must not be seduced into approving this proposal. Sports Authority does not own the Mile High stadium. The taxpayers of Denver and five surrounding counties own it. Citizens have been paying off a \$244.9 million bond issue that built the stadium in the first place. The citizens deserve some protection from transitory tenants of the stadium.

It would be wrong for the City to rubber-stamp, capitulate and fall for this proposal. The City must show some civic pride and, more important, stand up and protect Denver citizens. The City should reject the Sports Authority’s proposal.

Therefore, by resolution adopted by the Board of Directors of the Downtown Denver Residents Organization (DDRO), by electronic vote on January 9, 2012, we object to the proposed Sports Authority Field at Mile High Sign Plan as currently drafted.

Respectfully yours,

/s/ Arleen Parker

Arleen Parker

President

Cc via E-mail:

Councilwoman Judy Montero, judy.montero@denvergov.org

Councilman Albus Brooks, albus.brooks@denvergov.org

Councilwoman: Debbie Ortega, deborah.ortega@denvergov.org

Councilwoman: Robin Kniech, kniechatlarge@denvergov.org

Greg - Good afternoon. I've polled the residents of Zocalo and have received a set of comments back on the proposed signage. None has been positive. This and the following are representative of the cautions voiced. I know that the comment period ends today, so I wanted to send these on.

Thanks, Greg.

David Zucker, LEED-AP
Zocalo Community Development
2195 Decatur Street
Denver, CO 80211
303-320-8611
www.ZocaloDevelopment.com
david@zocalodevelopment.com

On Jan 3, 2012, at 6:02 PM, Thomas Van De Bogart wrote:

David,

I have been a renter of unit #306 in the Zocalo unit for over 4 years and with a window that faces the stadium (South Side), I vehemently oppose the excessively bright and unnecessary signage. Denver maintains an elegant, if not subtle skyline, and this proposal is not only overwhelming, it is obnoxious. While the signage itself is not yet completed, I see no reason that it should not be put through the same process as the previous Invesco field signage requirements.

Thanks,
Thomas Van De Bogart

(3)594-7207

Greg - Here's another typical response to the proposed change in the signage at Mile High stadium.

Thanks.

David Zucker, LEED-AP
Zocalo Community Development
2195 Decatur Street
Denver, CO 80211
303-320-8611
www.ZocaloDevelopment.com
david@zocalodevelopment.com

Begin forwarded message:

From: Zucker David <david@zocalodevelopment.com>

Date: January 6, 2012 9:55:04 PM MST

To: Teah Bennett <TBennett@digraphics.com>

Cc: Olson Jerry <jerryolson@comcast.net>, Espinoza Rafael <raf@rktects.com>

Subject: Re: Mile High Stadium

Teah - Thanks for your comments

David Zucker, LEED-AP
Zocalo Community Development
2195 Decatur Street
Denver, CO 80211
303-320-8611
www.ZocaloDevelopment.com
david@zocalodevelopment.com

On Jan 6, 2012, at 4:40 PM, Teah Bennett wrote:

Hi David,

My name is Teah Bennett and I'm a resident in the Zocalo Condo's (Unit 300).

I'm on the Southeast corner of the building facing Mile High Stadium.

The proposed signage by "Sports Authority" is grossly over stated and disruptive to me as a resident and to the skyline of Denver. Although I appreciate Sports Authorities zest to grab as much real estate as possible - having their advertisement engulf our sight line as residents of Denver is more than intrusive. Its disappointing that our city planners, council women/men could stand by and show "unfair advantage" to a "sole advertiser". I expect more from our elected officials and hope you efforts will get the attention of those who care about the residents of Denver.

I appreciate your efforts.

All the best,

Teah Bennett

Teah Bennett

DI Graphics

VP of Business Development

303-867-1904 O

303-489-3043 C

<http://www.digraphics.com>

that the deadline is now...here is partial data attached, and my comments.

Lack of Sensitivity to Context:

The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.

- Behind DIA and the Colorado Convention Center, this is the single largest publicly owned structure within the Denver Metropolitan area and the bowl design was "QUOTE CURT" . Putting obtrusive advertising signage into a View Plane exception, where it is was never intended, shows a complete disregard to not only the neighborhood context, but the city, state, and regional contexts as well.
- Current city view planes were established to prevent structures, including signage, from interfering with mountain (and city) views, it is particularly insensitive to have enormous, obtrusive lighted signage in protected views that are respected by the current comprehensive sign plan that Invesco followed.
- The signage on the upper rim would be visible above the View Plane from the old City Hall Site, adding visual clutter during the day and glare and light pollution at night.
- The signage on the upper rim would be visible above the View Plane from the old City Hall Site, defacing the prime view of Mount Evans from lower downtown.
- The signage on the upper rim would add visual clutter, glare, and light pollution to the west and northwest neighborhoods.

Adverse Effects:

Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate an area.

- Glare points to be added...
- Illumination Intensity points to be added.
- The approximately 180' long by 10' tall signs will visually dominate city and mountain views,
- The approximately 180' long by 10' tall signs, just 660' from the nearest bedroom window, are out of scale and character with the surrounding residential neighborhood
- The visually dominating 180' long by 10' tall signs, will have an imposing negative effect on the newly formed business district determined to improve long blighted Federal Boulevard a block west of the proposed signage.
- The new IKEA sign, which is 1/4 the size, is visible from the Stadium, 14.4 miles away.
- Adverse Effects to Quality of Life & Property Values: By branding the roofs with similar sized lettering on red roofs, the Stadium already looks hideous from the air, allowing the signage would do the same to our priceless mountain and downtown views with the stadium in it.

Design is NOT Complementary with the Building:

The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height, and location, shall be designed so that it will be an attractive and complementary feature of the building which it serves.

- Locating blatant advertising signage to the most iconic and visible part of the structure is to violate the original design intent—to create a stadium at once recognizable as Denver’s stadium, usurping the architecture and form.
- The existing Comprehensive Sign Plan establishing the limits on signage, approved by the Planning Board and City Council, was long-debated and well-considered and should remain in effect.
- Sign Typography

Design is Incompatible with Existing & Desired Character:

Sign design should reflect the existing or desired character of the area.

- Placeholder

Signage is not Professionally Designed:

Signs shall be professionally designed and fabricated from quality, durable materials.

- The design for the upper bowl signage utilizing two differing typography in a single line sign is simply unprofessional design lack in any semblance of creativity.
- The design for the upper bowl taking the tacking the word "field" to the Sports Authority logo is simply unprofessional design demonstrating zero creativity.
- The design of the sign on the upper bowl is an example of what not to do in graphic design, not the design excellence required by the sign ordinance criteria.

Sponsor Logo Makes Up Majority of the Most Prominent Signs:

The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed.

- The lettering on the upper bowl takes up 5,097 square feet of Denver views, 84% of that sign (4,281 square feet) is the sponsor's name, an excessive amount of sponsorship without precedent in Denver.
- It is unacceptable to add additional sign area to the sides of the building in an effort to mask the net increase in the size of sponsor's name.

--

R.Espinoza

<I>"So it goes."</I>

This sign is ridiculous in scale and detracts from our beautiful city and mountains capes!

Sincerely,

Jennifer Arzberger

I have seen photographs of the proposed signage at Sports Authority Field. We have a beautiful city with a view and we should not mar that view with ugly signage. It was bad enough when the big blue Quest sign shone in our windows at night and now the Sports Authority signage will detract from views of our wonderful city.

Jacalyn Youngblood

2975 Irving Street

Denver CO 80211

mr savage - I am opposed to the large illuminated signs suggested by Sports Authority. Denver is not Las Vegas or NYC we don't want to start in that direction. It would detract from the natural beauty and fabulous views for which Denver is known.

Please let me know if I can do more to prevent this ill-advised revision to existing agreements.

Tom Quinn

I just read about the additional signs Sports Authority is requesting and am disgusted with the idea of more "billboards" added to the exterior of the stadium. As a Denver city tour guide, the idea of taking visitors to see the stadium with additional signs plastered on nearly all sides is a huge turn off and a disservice to the taxpayers who paid for most of that stadium. Where is the benefit to the public? I know someone is trying to make money, but must we continue to be advertising sell-outs?

I recently took visitors to the Denver Zoo Lights and the first thing they commented on was that as you enter the zoo the first "zoo lights" were the sponsors names lit up. We made light of it as in "over there are the XYZ company monkeys and over there are the ABC company zebras", but I was ashamed that advertising came first, even though we had just paid money to the zoo to see the lights. When you pay money for a ticket or a tour, you don't pay to see advertising. The same holds true for the stadium.

The people still pay for tickets to see the Broncos in the stadium they paid for. Who gives the district the right to decide that the people will be subjected to more advertising, so that they can get the almighty dollar to do ?????

I love our city and I love giving tours to visitors to our city, but there is no way these additional signs will enhance the appearance of the stadium. Don't force me to make jokes with tourists about selling out to cover the embarrassment of city greed.

Deborah Mueller-Hruza, IGA Certified Tour Guide

Hruzas@aol.com

My comments are that I was taken back at the sign of Sports Authority that was already placed on the towering structure. It appears to me that Sports Authority is taunting their name to such an extent it interferes with the City of Denver's structure which is a major part of the skyline.

I'd like to see more taste involved and some limits to size, glare, and quantity placed on the sports complex.

Denver is a sports city but let's not make a glaring mistake to advertise rather than celebrate.

p.s. If you get a chance, please pass the word to your colleagues in Centennial the IKEA structure is so cheap looking and the sign is just awful. Thanks!

Alice Baer, M.S, LPC, CAC III
Substance Abuse Services Coordinator
Division of Youth Corrections
4143 South Julian Way
Denver, CO 80236
(303) 866-7348
FAX: 303-866-7383

This email message and any included attachments, from the Colorado Department of Human Services, are confidential and intended solely for the use of the individual or entity to which it is addressed. The information contained herein may include protected health information or otherwise privileged information. Unauthorized review, forwarding, printing, copying, distributing, or using such information is strictly prohibited and may be unlawful. If you received this message in error, please notify the sender by replying to this message and delete the email without disclosure. Thank you.

(303) 866-7348
FAX: 303-866-7982

It's bad enough that some guy comes to the Bronco games and sits in the south stands with his Kansas City gear on and then goes so far as to hang up a KC flag !!!!! Let's not give him more encouragement with the RED signs around Mile High. The big sign on the south end covers up part of Bucky and that is disrespectful to the history of the Broncos. I say that the stadium should just be Mile High, but since we have to have Sports Authority, their signs need to be smaller and ORANGE or at least blue. The RED signs have to go.

GO BRONCOS,

Kara Christian

Denver

I oppose any newer, larger or more numerous signs on Mile High Stadium. If Sports Authority bought the rights to the field, than they can do what they want to the 100 yards of grass inside the stadium which was funded with taxes from the citizens of metropolitan Denver. But to put grotesquely huge signs up so high on the sides of the stadium is over reaching their contract and offends me and many others. Honolulu, Hawaii has a very strict sign law that Denver should copy. Keep the sky line free of crap. When Seagrams put a huge whiskey bottle on top the the Zook Building in Denver many decades ago the city and the public outcry made them take it down.

Bob Lorenz

Denver

Inspiration Point Neighborhood

We, the taxpayers, never got a fair shake with the original naming of Invesco way back when. We also didn't have any input when it became Sports Authority. It should still be Mile High. Regardless, the new sign over the entrance to the stadium is ugly enough. No more signs!! My vote is no.

Regards,

Sher K. Winstanley

Why do we as tax payers have to keep funding other business's , why have we never got to vote on the name, and why should we help pay for Sports Authority advertisement. Hopefully they will not be able to put up all the signs, it is free advertising for them, and it doesn't even include Mile High. I've lived in Denver for 51 years and I have seen so much taxpayers money wasted. Thanks for listening. Bev

My name is Michael Luby and I own a property at 3270 W. 17th Ave., Denver, CO 80204. This is right in the firing lane of Sports Authority Field. I just wanted to let you know that I have no problem with the sign(s) and anything the city needs in the way of support, feel free to contact me. Its quite ludicrous that neighbors are making a big deal of this, especially considering most of them will have zero to no effect. Thanks.

Michael Luby

720.987.5819

In my opinion, I think the sign plan is fine as is. The long term redevelopment planning for the areas north, west and south indicates a vision different from current reality, and to make a significant change to an existing plan thought out by professionals to appease a small group of individuals sets a bad precedent that will have to re-addressed in the future. Thanks, bR>



Bill Rickman, Broker - REALTOR®, CNE

RE/MAX Professionals/City Properties

303-807-1829

bill@rickmandenver.com

www.billrickman.remax.com

No to more Sports Authority signage at Mile High Stadium! The Sports Authority signs are already totally too large and over-powering. If they wanted to win more love and attention, they should make their name smaller and Mile High Stadium larger. It is like a shouting contest to shout over everything else about themselves. It is disgusting! It is already the perfect example of greed and money. Actually I would prefer they take down their awful RED signs and put up small ORANGE signs.

Thank you for asking the public to comment!

Jean Smith

jbsarts@aol.com

<http://www.jeanbsmith.com>

January 16, 2012

Greg Savage
Urban Design Architect/Project Coordinator
Development Services
City & County of Denver
201 W. Colfax, Department 203
Denver, CO 80202

Dear Mr. Savage,

The Inspiration Point Neighborhood Association (IPNA), a registered Denver RNO, voted at their last membership meeting January 10th to oppose granting a view plane variance for new signage at Sports Authority Field.

Thank you for your consideration.

Gerald J. Guida, President

Gerald J. Guida
IPNA President
720-935-1381
Gerald_Guida@hotmail.com

Please -- a resounding "no" to the proposed Sports Authority signs at Mile High. Have we forgotten the lesson taught by the infamous blue Qwest sign? I live just east of Speer on the 15th floor and the stadium site is like my front yard -- between me and the mountains. When I first moved here almost 12 years ago, I could still see a few stars. The light pollution has tripled since then. Please let's not add to it.

Mary Caulfield

475 W 12th Ave

mcaulfield@aol.com

I recently read the North Denver Tribune article on the above mentioned stadium. For years we have been forced to pay for this structure and, to tell you the truth, I am totally confused by why corporations can come in and dictate to Denver residents how the lighting will be displayed and why the stadium is named after a corporation. I understand that taxpayers paid for 75% of this thing but we have no say in important things such as lighting that will affect property values, etc? I do believe an audit is required to tell us what is going on with the funds for this complex and it should be explained in language that we understand.

Thank you.

Shirley Hajar

I'm writing to express my concerns and opinions on the sign plan being proposed by Sports Authority. As a resident in very close proximity to the stadium, I would recommend that the proposed sign plan be either 1) rejected 2) revised significantly or 3) accepted with beneficial conditions attached to improving the Metro District and surrounding neighborhood. My family and I live at 2151 Eliot Street approximately 2 blocks north of the Stadium in the Jefferson Park Neighborhood. We moved into the neighborhood in 2007 with a desire to be close to downtown but have the ability to live in a single family home with historic character. We discussed the issue of living so close to the stadium prior to purchasing our home and came to the conclusion that events at the stadium are infrequent and when events are being held at the stadium they are generally short in nature. In addition, the existing architecture and current lighting has minimal impact on the adjacent neighborhood. Below I have listed several miscellaneous comments / thoughts to add to the on-going discussion:

- 1) Has the sign plan considered placing signs that would face directly towards oncoming traffic traveling on I-25. If the intent of the signs is to be seen by passing traffic for marketing purposes, it would make sense for the signs to be placed on the northeast and southwest corners rather than directly north or west towards the residential neighborhood.
- 2) Has there been any discussions with the Metro District on how the proceeds from the naming would be spent to improve the area inside the District Boundaries such as landscaping, park improvements, street repaving, curb repairs, maintenance, etc. I believe it is in the best interest for all to understand what the Metro District/City plans to do with the potential proceeds from Sports Authority. It should be understood that events at the Stadium do put wear and tear on surrounding areas and cause premature deterioration of the adjacent neighborhood.
- 3) From a stewardship standpoint, has there been discussion on how much energy would be used to light the new signs and who actually would be covering costs of this energy. If the costs of lighting is being covered by Metro District proceeds or tax payers rather than by Sport Authority, the Metro District and City would be considered poor financial and environmental stewards of the resources that are being entrusted to them.
- 4) Within the boundaries of most municipalities, there are restrictions related to construction occurring at night within residential areas so that light and noise from "temporary" construction activities do not adversely impact residents during nighttime hours. Based on these construction standards, why shouldn't the Stadium or Sports Authority be held to a different standard especially since the lighting of the signs would be a "permanent impact".

While I do not directly oppose the City working with Sports Authority on a negotiating a contract for the sign plan, I would respectfully request that the City Planning Department and City Council address the various concerns of the adjacent neighbors. In addition, as taxpayers that fund City activities, we would ask that you be good stewards of our resources and take your responsibilities seriously. As a Jefferson Park resident, I want to thank you for taking the time to read and consider my thoughts.

Daniel Rice, PE

AECOM Water

717 17th Street, Suite 2600\

Tel: 303.228.3000

daniel.rice@aecom.com

The proposed red or orange "Sports Authority Field" signage at the top of the stadium rim is **unacceptable!!!** In a word "**Tacky**"!!!

Such signage proposal [if approved] puts a **BIG** ugly scare on all the efforts in the architecture and design done to make the stadium unique and friendly on the eye. Why would anyone approve of this signage proposal after all the efforts making the stadium as beautiful as it is now unless it is all about the money. If it's all about the money and approved, ---I'm VERY SAD!!! Personally I will never shop at Sports Authority again and lobby others to do the same!!

In summary, if the proposed red or orange "Sports Authority Field" signage on the top of the stadium rim is approved, I will be **PISSED OFF!!** You and others should be ashamed!!! This Denver Colorado icon once called Mile Stadium is being turned into a BIG TACKY COMMERCIAL MESS!!! No amount of Sports Authority money and signage should make the stadium UGLY. I have helped pay to build this stadium via taxes. Therefore, **I OPPOSE.**

I wonder about you and others that may approve it??!!

Don Clemens

Don Clemens
9611 Rockhampton Way
Highlands Ranch, Colorado 80130
303-683-2581 Home
EMAIL: clemens1@comcast.net

I live in the West Highlands neighborhood and I would blow a gasket on this issue if I lived within the direct viewshed of the stadium. I don't but I am writing because it concerns me as a member of the NW Denver community that some of my fellow neighbors and community members would be greatly affected by Sports Authority's plan to increase the signage at the stadium.

I'll make this brief and to the point. I object to SA's plan/request to increase their signage at Mile High. What bothers me in particular is the effort to change the already agreed upon signage parameters that were worked out many years ago when the stadium was built and naming rights were leased. At that time, there was significant input from all of the affected stakeholders and compromises were struck that yielded the current guidelines for signage. In my opinion, nothing has changed that should result in a reopening and alteration of the longstanding signage parameters. SA purchased the naming rights to the stadium for a specific period of time, for a specific dollar amount, and for a specific set of rights. They should accept and live with the privileges and conditions that came with their contract without now trying to amend things in their favor, particularly in light of the harm that will befall the neighboring community with respect to the visual pollution that their request will create.

SA's request is not trivial. It will harm the neighboring community as well as the views from downtown looking out towards the mountains. And I see no great value-added for SA that should outweigh these public concerns.

I hope that the request to rewriting the signage parameters will be denied and the public's interest in limiting signage at Mile High will be respected. Thank you for your time and attention to my concerns.

Sincerely,

Eric Lane

3291 Osceola St

Denver CO 80212

Sports Authority is overreaching by asking permission to increase the allowed signage areas on Mile High Stadium by an effective 600%, destroying the architectural integrity of the horseshoe bowl and disrupting all views of this taxpayer built stadium. Sports Authority should only be allowed to use the designated areas approved by Denver Planning Board in 2001.

- Locating blatant advertising signage to the most iconic and visible part of the structure is to violate the original design intent—to create a stadium at once recognizable as Denver’s stadium, usurping the architecture and form.

The existing Comprehensive Sign Plan establishing the limits on signage, approved by the Planning Board and City Council, was long-debated and well-considered and should remain in effect

- Current city view planes were established to prevent structures, including signage, from interfering with mountain (and city) views, it is particularly insensitive to have enormous, obtrusive lighted signage in protected views that are respected by the current comprehensive sign plan that Invesco followed.
- The signage on the upper rim would be visible above the View Plane from the old City Hall Site, adding visual clutter during the day and glare and light pollution at night.
- The signage on the upper rim would be visible above the View Plane from the old City Hall Site, defacing the prime view of Mount Evans from lower downtown.
- The signage on the upper rim would add visual clutter, glare, and light pollution to the west and northwest neighborhoods

Tom Johnson

centrust100@yahoo.com

Let's keep Denver's mountain views pure. The bright blue Qwest sign all those years ago was dimmed in deference to public outcry. Please don't let them wreck the mountain views with crappy advertising. As someone mentioned in a Facebook post, the Pepsi Center doesn't have a big PEPSI sign and neither does Elitch/6 Flags. If you can help, I hope you will.

Thank you in advance for your careful consideration.

Respectfully,

Emily Fox

2709 Quitman Street

Denver, CO 80212

Please do not allow this obnoxious signage on Mile High Stadium. If someone doesn't know about Sports Authority by now, do you really think these signs will make any difference?

Denver has a beautiful skyline from the west, let's keep it that way.

thank you,

Karla Thornley

After attending several meetings about these proposed sign changes, I wanted to officially voice my opposition to the letters SPORTS AUTHORITY FIELD on the West, North and East sides of the stadium.

The sign ordinance states: "Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures".

I live two blocks west of Federal Blvd in the Sloan's Lake neighborhood. When I look to the east in the day time from my kitchen and even more from the upstairs of my home, I can see the upper rim of the stadium. Except for a few times a year, the upper level of the stadium is dark. The addition of the new signage would significantly impact my quality of life and comfort of my home and probably its value. These huge red letters are scheduled to shine 365 days a year from dusk until 2:00 AM. When I am in my home and outside on a summer evening, I will see a red glow to the east that I anticipate will be quite distracting. What will be the effect on my property value? What will be the effect on the quality of life in my neighborhood? I know that Sports Authority has done studies about the "amount of light that will be admitted" but when I compare any amount of light to the virtual nothing that I experience now, it seems too much.

These letters would appear in the view plane that is reserved for the mountains. In other words we as Denver citizens have agreed that signs will be limited in size and in placement so as not to interfere with our view of the mountains. The stadium was granted a variance when it was built and is in that view plane already. I don't think that variance gives any organization the right to advertise their name in huge letters. This additional variance would be far and away the most dominant feature in the skyline 365 days a year.

Where is the economic advantage of this variance? Will granting this variance provide any more tax revenue to the city of Denver? Will it provide any more jobs? Who will benefit? The only entity that I think will benefit is Sports Authority since this is another way for them to advertise their company at the expense of our neighborhood.

Sports Authority knew the restrictions about signage and lighting when they bought the contract rights. Now they want to go beyond the contract that they signed to boost their own corporate image without much consideration of the impact.

Sincerely,

Martha Eubanks

The proposal to expand the Sports Authority signage at Mile High Stadium sounds extreme and obnoxious. Please vote against this and preserve our beautiful city views.

Thank you,
Dr. Erica Rambus

Please consider the attached document as part of the public comment period on the Sports Authority Field Comprehensive Sign Plan Amendment. My wife and I are firmly in opposition to this plan.

Councilwoman Shepherd, we truly hope you too will take a strong stand against this signage plan as so many of your constituents have. Merely compromising on the hours of operation and lighting will not be sufficient to satisfy those impacted by this plan.

Thank you for your consideration.

Jeff and Gail Archambeau

2401 Bryant

Please register my vote in opposition to signage that would be higher than allowed by the current sign plan at Sports Authority Field at Mile High. I am a resident of the City and County of Denver.

DeAnne (Diane G.) Minner

1201 Humboldt St.

Denver, CO 80218

February 2, 2012
Gregory A. Savage

Urban Design Architect Project Coordinator

City of Denver – Development Services

201 W Colfax Ave, Dept 203

Denver, CO 80202

Dear Mr. Savage,

The Villa Park Neighborhood Association had a general discussion at our January 25, 2012 neighborhood association meeting regarding the Application for an Amendment to the Stadium Comprehensive Sign Plan submitted by The Metropolitan Football Stadium District and the new stadium sponsor, The Sports Authority. Villa Park Neighborhood Association voted on January 25, 2012 to officially oppose any signage higher than allowed by the current sign plan at Sports Authority Field at Mile High in particular, the opposition to any signage on the upper curved band of silver matte skin below the lights of the stadium was particularly strong. The vote was 11-0 to oppose the sign plan. Below are our concerns based upon the seven point criteria to review the Sign Amendment.

1. “The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.”

The signage of “Sports Authority Field” place in the silver matte skin does not reach the threshold of design excellence. There is no creativity to the placement of red letters that are bigger than a billboard. The design takes away from the already existing Sports Authority signage in the stadium with a completely different style.

2. “Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures, which visually dominate an area.

The height and width of the 4,281sq. ft. of sign areas with directly backlit sign creates a great impact to the adjacent neighborhoods, which will be seen for several miles. Villa Park currently can see the badge sign on the Southside of the stadium and will certainly be able to see these signs. The immediately adjacent neighborhoods of Sun Valley, Sloan’s Lake and Jefferson Park will have intense illumination in their back yards. The proposed signage and its location, which is the subject of a special variance to view plane regulations, will be far and away the most dominant feature in the views of residents and taxpayers and will impact the value of their investments. No sponsorship of a public building should be allowed to impact the value and enjoyment of full time residents in the area.

3. Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached. Such roof signs shall not extend above any building height limit or zoning bulk plane. No flashing, blinking,

fluctuating, animated or portable roof sign is allowed.

The current football stadium was intentionally designed with graceful curves in its upper reaches specifically because of its special place in the view plane of Denver and the mountains to the west of the curved upper band. A roof sign in intent that is lit all night long will be a dominant than the great architectural feature it will cover. While the new red rope lighting on the upper reaches of the light towers above the curved band are architectural lighting and not signage, the animation and flashing that has already been seen in close proximity to the proposed signs certainly violate the spirit of this regulation.

4. The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height, and location, shall be designed so that it will be an attractive and complementary feature of the building, which it serves.

The signage plan is intended to maximize exposure for the sponsor, Sports Authority. The plan, however, represents such an extensive and dominating expansion of the prior signage plan in the Invesco Plan and completely detracts from design guideline that keep the integrity of the building it serves.

5. Sign design should reflect the existing or desired character of the area. As an example, in a district in which nighttime entertainment is concentrated, the intent of this subsection 59-537(c) is to encourage exciting, iconographic, and inventively illuminated signage.

The signage proposed for the stadium will not reflect the character of the area. By and large the character of the area is residential. The intermitting use of the building for entertainment does not reach the level of a “night-time entertainment facility” such as the LODO area. It is an intrusion into the character of the adjacent neighborhoods with the addition of signage and lighting several orders of magnitude in size above what exists currently, and it was submitted after minimally seeking input from the neighborhood in advance.

6. Signs shall be professionally designed and fabricated from quality, durable materials.

The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed.

The plan detracts from an otherwise graceful building design. Additionally, the signage design will be directly backlit instead of indirectly lit like the previous Invesco signs. This is a failure of design for reasons stated throughout this letter.

7. The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed.

A Broncos representative stated that the signage covers approximately 4% of the entire building area. If the intent of this regulation is that Sports Authority's name should only represent 1% of the sign area for Mile High Stadium, their badge, logo, and sign would appear to dominate nearly 80% of the total sign area, with the Broncos logo and "at Mile High" representing only a small remaining portion. By either measure, this plan exceeds this limitation.

Please submit our letter from Villa Park Neighborhood Association regarding our concerns and we encourage the Planning Board not to support the Comprehensive Sign Plan for the Sport Authority Field.

Respectfully Submitted by
Kathy Sandoval on behalf of the Villa Park Neighborhood Association

Cc: Councilman Lopez

I don't often write to my local government officials, but I feel that it is necessary to voice my concerns in regards to the proposed signage for Mile High Stadium. I live just north of the stadium at 23rd and Clay. I love living near the stadium and the energy it brings on game days.

The proposed signage is wrong on so many levels. I don't want to cut and paste the talking points everyone else is sending you, but they are all very valid. In short, the proposed signage is inappropriate for both the stadium itself and the surrounding neighborhoods. Its size and location violates the publics' views and will negatively impact my neighborhood.

The current signage laws appear to adequately address this issue and were enacted for this very reason. Please protect our stadium and neighborhood from this brash and inconsiderate corporate branding.

Thank you for your consideration on this matter as well as your service to the city of Denver.

Doug Claxton

Founder & CEO

The Solar Revolution

2240 Clay Street

Suite 406

Denver, CO 80211

cell 303.526.8887

office 303.815.9360

fax 866.369.0562

doug@TheSolarRevolution.com

www.TheSolarRevolution.com

February 2, 2012

Mr. Gregory A. Savage

Urban Design Architect/Project Coordinator

Development Services

City and County of Denver

201 West Colfax Avenue, Dept. 203

Denver, CO 80202

RE: Sports Authority Amendments to the Comprehensive Sign Plan

Dear Mr. Savage:

The Board of Directors of the Sloan's Lake Citizens' Group has identified the following issues for its membership to consider.

The proposal consists of additional signage identifying the name of the facility located at the upper seating area on three sides of the project, additional logo badge signage at the south entry, and smaller entry gate signs at six gates. The proposal seeks the following exceptions from the Comprehensive Sign Plan.

- From the View Plane Ordinance requiring the protection of mountain and city views.
- From the requirement that signs shall not be oriented or illuminated to adversely affect the surrounding area particularly nearby residential neighborhoods.
- From the requirement that the name of the sign sponsor does not occupy more than one percent of the sign area.

The View Plane Ordinance allows the stadium itself to penetrate the plane but not signage. The top of the current Invesco sign on the east elevation corresponds to the allowable height within the existing view plane. The proposed "Sports Authority Field" sign in the upper curved band violates this recommendation by the Design Advisory Committee prior to the construction of the stadium in 2001.

The adverse affect on surrounding residential neighborhoods is evidenced by emphasizing the size of the structure and overly commercialize and dominate the predominantly single-family and small-scale business form and context. The current stadium architecture blends with the sky and deemphasizes its size as much as it can to allow a transition to the neighborhood character. The Sloan's Lake and West Colfax neighborhoods have created parking and traffic controls with the city over the years that respect the interests of the neighbors and the Metropolitan Football Stadium District. We implore that this level of cooperation continue and the acknowledgment of the integrity of the current design standards established by countless citizen volunteer hours.

Just how much does the area for the name of the sign sponsor exceed 1% of the sign area? The proposed lettering on the upper curved band comprises 5,097 square feet with 4,281 square feet of the Sports Authority name represented or 84% of the sign area. Does this mean that the amendment is over 80 times what is currently allowed? The precedent this amendment sets allows current and future sponsors to install even larger signage without public approval.

Other questions still linger:

The number of times the signage will be lit. We keep hearing anywhere from 25 times per year to 365 days.

Why the “Sports Authority-Broncos at Mile High” sign cannot be lit on the two sides facing I-25 and Colfax while the other two sides facing the neighborhoods are lit the same times as the red outline band at the top of the stadium.

Is the architectural and parking lot lighting adequate to ensure that staff leaving the facility can do so safely?

The review process has been dysfunctional. The Federal Boulevard Partnership was engaged in May, 2011 and Jefferson Park United Neighbors (JPUN) was engaged in the process in September, 2011 yet SLCG was not notified until January where we first heard the Sports Authority proposal. Any notifications in November and December are met with suspicions regarding intent. Holiday parties are not constructive events for presenting complicated matters to the public. The Denver City Council and Planning Board must stop this behavior and change the process to require developers to engage into a pre-application review and dialogue with the RNOs before a plan is submitted to the city. This also applies to land use zoning issues where CPD and developers are in the habit of informing RNOs after rezoning applications are made and fees are paid. This deceptive practice allows the process to accelerate to the point where RNOs are precluded from taking constructive action.

On Wednesday, February 8 at the general membership meeting of the Sloan’s Lake Citizens’ Group, a vote will be taken to either support or oppose the amendments to the Comprehensive Sign Plan. We will inform you, Councilwomen Susan Shepherd, Robin Kniech, and Debbie Ortega, and the Denver Planning Board of the voting results.

Sincerely,

Dennis Cox

Vice President

Sloan’s Lake Citizens’ Group

Serving the Sloan’s Lake and West Colfax Neighborhoods Since 1978

February 6, 2012

Gregory A. Savage
City of Denver Development Services
201 W. Colfax Ave, Dept. 205
Denver, CO 80202

Curtis Park Neighbors Opposes Amendment to the Stadium Comprehensive Sign Plan

Curtis Park Neighbors (CPN), a registered neighborhood organization in the City of Denver, opposes the proposed amendment to the Stadium Comprehensive Sign Plan.

This position was taken at the CPN general meeting on February 2nd, 2012, with a unanimous vote of the members in attendance (18-0). The meeting time, location, and agenda, including this topic, were included in the February edition of the *CurtisPark Times*, which is distributed door-to-door, with a circulation of approximately 1,600.

In particular, **CPN objects to any signage that is higher than the current sign plan allows**, as that signage would detract from the view of the mountains from downtown, which is protected in the Old City Hall view plane. Although the stadium itself is exempt from the view plane, that exemption was arrived at in conjunction with the existing well-thought-through sign plan, which allowed signs only at a lower level, generally below the view plane height limit, leaving only the signature architecture – not signs – to rise above that view plane.

Adding signage to the upper metallic band of the stadium as proposed would significantly detract from the architecture and would impose illuminated clutter to the panoramic view of the mountains from downtown.

Certainly, the new proposal must be seen to fail criteria “a” in section 10.10.3.3.C.4 of the Denver Zoning Code, as the intrusion of the signage into the mountain views and marring the graceful signature band and its ambient light interplay shows a significant *insensitivity* to both regional and architectural context. That the proposed signage itself fails to exhibit design excellence is also clearly obvious, particularly when compared to the previous signage.

Additionally, CPN recommends that any new signage continue to be illuminated by a combination of light directed onto the face of the signage and “halo” lighting around the signage. The proposed back-lit signage with its light shining out from the signs themselves significantly increases the felt intrusion of the illuminated signs into the surrounding neighborhoods.

As a neighborhood that has suffered from inconsiderate illuminated signage in the past, we are encouraged by the Comprehensive Sign Plan process and by the well-balanced outcome in the original stadium sign plan approved in May 2001. We urge Planning Board to take seriously the many neighborhood objections to the proposed changes, to hold any new sign plan to the highest possible standard by making full and demanding use of the criteria in 10.10.3.3.C.4, and to insist on an outcome that is as protective of our city’s treasured views as the current sign plan.

Julie Rubsam
Curtis Park Neighbors President

January 30, 2012

Andy Gorchov
Sports Authority Field at Mile High
1701. Bryant Street, Suite 700
Denver, CO 80204

Dear Mr. Gorchov,

Thank you for the opportunity to attend the meeting held at Sports Authority Field on January 24, 2012 regarding the proposed changes to the Comprehensive Stadium Sign Plan. The information provided by the presenters, as well as the comments from neighbors regarding the history of the new stadium, were beneficial and insightful.

As one of the closest homeowners in the stadium community (just two blocks north of the stadium on W. Frontview Crescent Drive), we would like to offer our support of the approved changes to the signage plan. One deciding factor when choosing a new downtown neighborhood was the proximity of the building to the stadium. The vibrancy and excitement that the stadium and Broncos' fans offer bring a great energy to the neighborhood, and we believe the Broncos' association with Sports Authority only enhances this experience.

In our opinion, the proposed "Sports Authority Field" signage for the stadium ribbon does not adversely affect the overall appearance of the building and is respectful of the original design as it follows the curvature of the building. The "At Mile High" provides significant homage to the heritage of the stadium and the addition of a more prominent Broncos' logo to the exterior of the building lets you know that this is the home of the Broncos! A feature that is currently lacking from the stadium and long overdue!

Although we know this opinion differs from the group Jefferson Park United Neighbors, we believe that we represent a significant number of neighbors that support the proposed changes, but don't feel the need to speak out.

It should be noted that our support of the proposed signage changes does not necessarily reflect the views of the Frontview 40 HOA Board, on which Dan presides as Secretary/Treasurer, or the collective residents of our building.

We look forward to having Sports Authority as a good neighbor and greatly appreciate the financial commitment that they have made to ensure the Denver Broncos are a financially healthy and competitive NFL team!

Sincerely,

Dan Bailey & Mike Blake
2650 W Front View Crescent Drive
Denver, CO 80211

I have lived in NW Denver, just a couple of miles from Mile High Stadium, for the past 14 years. I drive or ride my bicycle by the stadium frequently and when fireworks or concerts are held there, I can hear it from my backyard. I am opposed to Sports Authority's proposed additional signage on Mile High Stadium. I find it offensive to see commercial names on public facilities, and the proposed additions will be tacky and an eyesore, both at night and during the day. Mile High is a good looking stadium without any signage. The new Sports Authority signage is an eyesore. The proposed changes would make it far worse, especially for the people living in the surrounding area. Thank you for your consideration.

-Sheila Pelczarski

3350 W. 36th Avenue

Denver, CO 80211

Position Statement on Sports Authority Signage Proposal

Greg Savage
Urban Design Architect /Project Coordinator
Development Services
City & County of Denver
201 W. Colfax, Dept. 203
Denver, Co. 80202
[720-865-2785](tel:720-865-2785)
Fax: [720-865-3057](tel:720-865-3057)

Dear Mr. Savage,

The La Alma Lincoln Park Neighborhood Association (LPNA) is a registered neighborhood organization (RNO) representing the residents of La Alma/Lincoln Park. As a neighborhood that is located due east of the Stadium, we appreciate the opportunity to express our position on the Sports Authority signage proposal.

At our regular monthly meeting on January 25, 2012, we heard from a representative of Stadium Management Company LLC and also from two representatives of a group of nearby neighborhood organizations.

After hearing from these entities, and after reviewing the Sports Authority proposal and the position paper of the neighborhood groups, The LPNA is opposed to the signage proposal in its current form. We believe that the proposed signage will have a detrimental impact on adjacent neighborhoods. The illuminated lettering "Sports Authority Field" is overly large, too bright, and will be illuminated for too many hours based upon the proposal. In conjunction with the other new proposed lighting (horizontal band and up-lighting), we believe that this proposal will result in light pollution that is inconsiderate of nearby neighbors. Furthermore, we feel that the size and brightness of these lighting features goes beyond the intention and spirit of the opportunity for Sports Authority to acquire naming rights to the Stadium.

On January 31 we received a "revised" proposal from Stadium Management Company LLC. Although we appreciate that Stadium Management Company LLC responded to the concerns expressed in our neighborhood meeting, we believe that the revised proposal does not go far enough in mitigating our concerns.

Please get in touch with your questions,

Sincerely,

David Griggs, LPNA
Post Office Box 40749
Denver, Colorado 80204-0749

February 6, 2011

Dear Mr. Savage,

I am writing in opposition to the proposed sign plan amendment submitted by Sports Authority.

The stadium is an iconic civic structure in Denver. The proposal, to increase the allowable sign areas and add signs to the upper band of the stadium, is unacceptable. The curved band was never intended to be a canvas for signage and advertising.

The stadium was granted an exception to an existing view plane, which was earned through sensitivity to context, a hallmark of Fentress Bradburn's most recognizable work. In the case of the stadium, the context included sensitive city and mountain views. Signage was part of the exterior design program, and design documents designated areas to receive signage, which were pared down and memorialized by the Planning Board when the Stadium Comprehensive Sign Plan was approved in 2001.

As Principal and Partner of Fentress Bradburn Architects, the firm leading the design for the exterior of the building, I know that the design team took to heart the concerns and comments provided by the City-formed design advisory committee. The final design incorporated that input in a variety of ways, including recognition of local Colorado industry through its use of masonry, the team heritage with its horseshoe shaped plan, and the region's future through its use of aluminium and steel to form the compound curves of this unique NFL stadium.

Former Executive Director for the Stadium District, Tim Romani, was quoted at the time of construction completion, "Community input and the design reviews were big aspects in the final look. And it's a landmark-type building."

The community helped to shape the building, and now the building is a major part of the community. Both deserve better treatment.

Sincerely,

Jim Bradburn, FAIA

Federal Boulevard Partnership

PO Box 140517
Denver, CO 80214

February 6, 2012

Denver Planning Board
C/O Greg Savage
Development Services, Community Planning and Development
201 W. Colfax Avenue, Department 203
Denver, CO 80202

RE: Proposed Amendment to the Comprehensive Stadium Sign Plan by the Sports Authority for the Sports Authority Field at Mile High Stadium

Dear Denver Planning Board Members:

As President of the Federal Boulevard Partnership, I am writing to on behalf of the board, which voted February 2, 2012 in opposition to the above referenced matter, four against, one for and one abstention.

We have taken this position for the following two primary reasons:

1. We believe the large red lettering "Sports Authority Field" planned for the upper ribbon of the structure on the east, north and west sides of the stadium promotes excessive glare and illumination to the surrounding area. The board notes the excellent work provided by Jefferson Park United Neighbors documenting this issue.
2. This stadium is one the most positive and iconic structures in Denver. The "Sports Authority Field" lettering is crassly designed and illuminated, which undermines the design intent of the structure and hard work of the design committee, who originally assisted in appropriately developing the site and structure.

We believe there is no public benefit from expanding the area of signage onto the upper ribbon, and that the exception of the View Plane originally approved by the Planning Board and City Council, should remain in effect and not be changed.

As a matter of note, the Federal Boulevard Partnership (Partnership) is a community-based organization comprised of residents, businesses and property owners within close proximity to Federal Boulevard formed to improve safety, accessibility, sustainability and economic vitality along the Boulevard while preserving its cultural diversity and historic character. Many of our board members represent community organizations bordering Federal Boulevard, many of whom have taking positions in opposition to this matter as well.

Sincerely,

Marshall Vanderburg
President
Federal Boulevard Partnership
(720) 934-0134

February 6, 2012

Gregory A. Savage

Urban Design Architect Project Coordinator

City of Denver – Development Services

201 W Colfax Ave, Dept 203

Denver, CO 80202

Dear Mr. Savage,

We are writing in opposition to the proposed sign plan amendment by Sports Authority. More specifically, we oppose signage above where it is currently allowed by the existing Comprehensive Sign Plan, such as on the curved upper architectural band wrapping the seating bowl of the stadium.

In reviewing the Criteria for Review of Signage from the City and County of Denver Section 59-537, we find solid grounds for this opposition as explained below.

"1. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context."

As architects, we understand that "design excellence" is bound to be subjective. We also understand the responsibility of defending design for the benefit of our lasting built environment and future generations, even when that is a challenge. The amendment exhibits neither design excellence nor inventiveness with its oversized, backlit signs in mismatching fonts and colors. The proposed style of illuminated sign appears more suited to sporting goods store, vying for attention in a busy retail center, than atop an iconic civic building.

Similarly, the amendment does not exhibit sensitivity to the immediate residential neighborhood context. It is completely out of scale with that residential context, as well as any other building or signage in Denver. For the stadium, the context extends well beyond the immediate neighborhoods. The building is clearly visible from the gilded dome of the state capitol, as well as a host of downtown office and hotel spaces, valued for their expansive mountain views. The stadium also features prominently for visitors and residents in views from the west side of the city toward the downtown skyline. There is no reason to allow our city or mountain views to be branded with illuminated signage.

"2. Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate an area."

The proposed signs are directly oriented toward existing residential neighborhoods on all sides. We have heard from our neighbors south of the stadium, that the new "badge" sign is already providing the adverse effect of bothersome glare due to its significant brightness in comparison with the previous signage in the same location.

The City has offered the following definition of glare:

"The sensation produced when a source of light in excess of 1650 lumens is directly visible or light that is so bright that it causes annoyance, discomfort, or loss in visual performance." Clearly, the perception of glare is likely to vary widely from person to person, considering their age, vision, and the ambient conditions. The proposed significant increase in sign area and height, regardless of specific luminance, will cause annoyance for many viewers, simply because no similar signs existed there previously.

Views from residential properties can have significant impacts on the property's intrinsic value. After living in Jefferson Park since the days of the old Mile High Stadium, we chose to design and construct our house two blocks north of the stadium in 2007 to take advantage of city and mountain views. In addition, there are two windows positioned specifically to frame views of the stadium, since it is a unique and iconic structure in our city. The proposed signage will undoubtedly dominate the view for us and many other neighboring residents and businesses looking south.

Jefferson Park, as well as West Colfax, Sun Valley, Federal Boulevard, and many other areas near the stadium are still striving for the growth and opportunity promised by the construction of the new stadium over 10 years ago. The proposed addition of signs that are nearly 10' high by 180' long on all three sides of the upper band will most certainly dominate the area and provide glare where none had previously existed. The signs could, in fact, counteract the beginnings of growth we see and adversely affect or discourage the potential for both residential and commercial development in these areas.

"4. The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height, and location, shall be designed so that it will be an attractive and complementary feature of the building which it serves."

The amendment proposes signage on the curving upper band of the stadium, which was never intended for that purpose. Although the stadium was granted a "bubble" and allowed to project into the Old City Hall view plane, the design carefully respected the intent of the view plane with the curving shape and lack of designated locations for signage above that height. At the time the stadium was designed and built, this feature of the building was lauded as being a signature element of the stadium, which related the building's silhouette to the mountainous topography beyond, while faced with metal panels that reflect ambient light, allowing the building to blend with the sky. Signage would interrupt the smoothness of the band and destroy this effect.

"5. Sign design should reflect the existing or desired character of the area. As an example, in a district in which night-time entertainment is concentrated, the intent of this subsection 59-537(c) is to encourage exciting, iconographic, and inventively illuminated signage."

During the design of the stadium, the desired character of the stadium area was referred to as "a stadium within a park." Although this goal has not yet been attained, the character of the area surrounding the stadium is an eclectic and unique area with residences, businesses, parks, pedestrian paths, and many modes of transportation. The area is not, however, a concentrated night-time entertainment district where special signs help to attract visitors. The stadium is an impressive building and does not require additional signage for fans and visitors to locate it.

"7. The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed."

In presenting to neighborhood organizations, Sports Authority has claimed that the proposed lettering on the upper band is not an advertisement and is not their logo because the words are horizontal rather than stacked atop one another. Yet when asked why the fonts of "SPORTS AUTHORITY" and "FIELD" do not match, the response is that the former must be in their corporate font for branding purposes. This mixed message communicates that Sports Authority intends their name to be distinct from the overall name of the facility, thus an advertisement for their company.

In summary, the stadium is an iconic civic building in our city, built and supported by taxpayer dollars, that deserves to be treated with respect and maintained with care. The proposed signage amendment does not honor the stadium architecture, nor the broad community input that made its realization possible. We request that the proposed amendment be denied.

Sincerely,

Rafael Espinoza, Registered Architect, LEED AP BD+C

Kari-elin Mock, AIA, LEED AP BD+C

February 6, 2012

Gregory A. Savage

Urban Design Architect Project Coordinator

City of Denver – Development Services

201 W Colfax Ave, Dept 203

Denver, CO 80202

Dear Mr. Savage,

Please let it be noted that the following Denver RNOs have opposed Sports Authority Field's signage amendment. Each and every vote was overwhelmingly in favor of opposing the amendment.

Berkeley United Neighbors

Capitol Hill United Neighbors

Curtis Park Neighborhood

Downtown Denver Residents Organization

Federal Boulevard Partnership

Highland United Neighbors, Inc.

Inspiration Point

Jefferson Park United Neighbors

La Alma/Lincoln Park

Sloans Lake Neighborhood Association

Villa Park Neighborhood

West Colfax Association of Neighbors

West Washington Park

INC Zoning and Planning Committee - General Membership vote Feb 11

Sloans Lake Citizen Group – Submitted Letter of concern - voting on Feb 8

West Highland Neighborhood Association - voting on Feb 7

If both Sloans Lake Citizen Group and West Highland Neighborhood Association vote to oppose the signage amendment, it would mean 100% of the RNOs in the 3,000ft affected area will have voted to oppose this amendment.

Sports Authority Representatives have completely disregarded the stadium architects' and Design Review Committee's intentions in 2001, the due process in Denver's zoning requirements, and the input of surrounding neighbors. If allowed, this sets a dangerous precedence for Denver's future in these matters.

Respectfully,

A handwritten signature in black ink, appearing to read "Michael Guiietz". The signature is written in a cursive, flowing style with some loops and flourishes.

Michael Guiietz
Co-President
JPUN

Sloan's Lake Neighborhood Association 1943 Lowell Blvd. Denver, Colorado 80204

February 6, 2012

Mr. Greg Savage, Case Manager
City and County of Denver
Community Planning and Development
201 West Colfax Avenue
Denver, CO 80202

Re: Proposed Amendment to Comprehensive Stadium Sign Plan, Sports Authority Field at Mile High

Dear Mr. Savage:

The Board of Directors and the membership of Sloan's Lake Neighborhood Association

(SLNA) met on two occasions to review the proposed amendment the Comprehensive Stadium Sign Plan by the Sports Authority.

SLNA, has been a Registered Neighborhood Organization since 2001 with an annual average

membership of approximately 90 households and 150 members. The organization's boundaries are from Julian St. on the east, to Sheridan on the west, from Colfax on the south

to and 29th Ave on the north.

It is important to note that despite our close proximity, clearly within 3,000 feet of the the stadium, SLNA was never contacted by Sports Authority to participate in any of planning meetings. Despite Sports Authority claims of approaching and working with existing RNO's, we

were left off the list. Not until we contacted Councilwoman Shepherd's office about the matter,

were we included in the outreach process.

The proposed changes were reviewed by the SLNA Board met on December 15, 2011 and at

the January 9, 2012 general membership meeting. After considering the proposed amendment and related information, the Board voted 6-0 with 3 members absent to oppose

the Open discussion at the general membership meeting focused on the original intent of the

design committee, the guidelines for the signage. None in attendance were in favor of the

proposed expansion of signage on the stadium. All present at the general membership meeting of the organization were also opposed, however, it was also decided to take a poll via

email as provided by our Bylaws. We distributed the materials to our membership via email

requesting a vote of members. The response to the is poll was also unanimous in opposing the amendment.

We agree with the original architects and design committee that the original "ribbon" on the stadium, where Sport Authority proposes its signage, is a key part of the iconic nature of the stadium. More disturbing is that what Sports Authority proposes injects their name into the

page 2

Proposed Amendment to Comprehensive Stadium Sign Plan

February 6, 2012

view plane, that was given so much consideration. The limits decided upon by all during the

process has given Denver a gauge for what works best to preserve the original intent of the

architects and design committee, and upholds the integrity of the design of stadium.

According

to guidelines:

"

" The sign plan shall exhibit design excellence, inventiveness and sensitivity to the ! context.

! The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height, and location, shall be designed so that it will be an attractive and complementary feature of the building which it serves.

We believe all that any alteration to the existing sign plan violates these prerequisites. It shows

little sensitivity to context by turning the iconic ribbon to a Spots Authority logo banner, and the

signage, by its mere enormity is neither attractive or complimentary to the iconic design.

We also find the proposal short-sighted in that it gives Sports Authority much more real estate

to advertise their name, yet with no compensation to the city. Given Sports Authority is assuming the Invesco agreement at \$6 million a year, their request to increase the availability

of signage by six-fold makes no economic sense for the city, or the stadium district. It also tips

the scale by changing the stadium from being a civic, iconic building, to a building owned by

Sports Authority, inferred by the sheer prominence of the name. There is no public benefit in

allowing this.

In summary, SLNA feels that any alteration to the existing plan is a severe disservice to the six

counties that supplied the fund for the stadium. Given Sports Authority is assuming the Invesco

contract and pricing structure, they should also assume the guidelines currently in place.

Anything otherwise is a severe violation of the iconic nature of the stadium.

We thank you in advance for your consideration in this matter and look forward to a resolution

that is in the best interests of Stadium District and of the citizens of Denver.

Respectfully yours,

Michael Smilanic

President, Sloan's Lake Neighborhood Association

michaels@mandco.net 720-932-1580