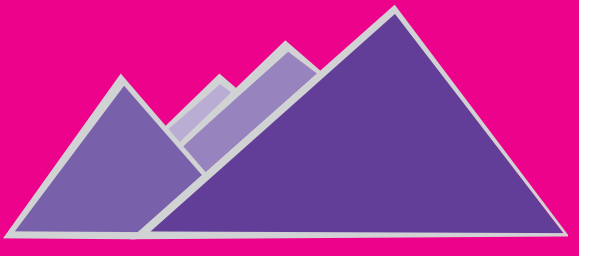


# GLENDALE CHERRY CREEK CHRONICLE



From LoDo to the Dam

THE VOICE OF THE CHERRY CREEK VALLEY —

MAILED TO 84,825 HOMES AND BUSINESSES IN THE CHERRY CREEK VALLEY

Volume 15, Issue 2

February 2010

## Lighting Up Colorado Blvd. New, Very Bright LED Signs Causing Controversy

by Laura Lieff

LED signs seem to be the new advertising trend as they are popping up all over the Cherry Creek Valley and Colorado. Whether it's a new billboard on Colorado Blvd. and East Mexico Avenue, a new sign in front of *Dardano's* at Colorado Blvd. and East Iowa Avenue, a sign for *American National Bank* right in the middle of Cherry Creek or the sign in front of the *Denver Center for the Performing Arts* building, LED signs are giving the Valley a more Las Vegas-type look.

Driving north on I-25 LED billboards light up the night with the one for the *Denver Merchandise Mart* being almost blinding for drivers. The amount of light that LED signs can put out has been significantly increasing every year.

In December the Los Angeles City Council banned new LED signs after a storm of complaints about light pollution and LED billboards flashing into homes and gardens. The highly litigious billboard companies were involved in a lawsuit with the City of Los Angeles concerning LED signs which resulted in a 2006 legal settlement that was invalidated by a judge in November 2009.

On the other hand, Denver and Glendale have no sign code provisions that apply to LED signs. Denver's sign code varies depending upon the zoning in each district but generally illuminated signs are supposed to not "flash, blink or fluctuate," "be animated" or be illuminated between the hours of 11 p.m. and 6 a.m.

But on January 27, 2010, the City Council's *Blueprint Denver* committee approved a ban on LED signs which is subject to the full City Council taking up the issue.



**Bright Advertising:** With LED signs appearing all over the Cherry Creek Valley and Colorado, it is no surprise that a large LED billboard now resides at the corner of Colorado Blvd. and East Mexico Avenue.

**The New LED Billboard**

LED (which stands for light emitting diode) signs are basically advertisements displayed on computer screens which produce high-quality ads that can be changed

at any time and can incorporate video. There is a potentially huge number of ads that can be displayed on any LED sign depending on how often the sign fluctuates.

The largest LED display in the world is over 1,500 feet long and is located in Las Vegas, Nevada, covering the *Fremont Street Experience*.

### Sign Companies' Viewpoint

While many members of the public do not like the light pollution from the new LED signs, the manufacturers of LED signs and billboard companies have a different viewpoint. One of the largest manufacturers of LED signs for Colorado is *Signtronix* out of Torrance, California. According to Signtronix there are several choices when it comes to outdoor LED signs, including

*Continued on page 6*

## Havana Street Businesses Coalesce To Revitalize Diverse District

by Janet Manley

Fronted by car dealerships, fast food restaurants, strip malls and abandoned lots, the Havana Street corridor on the boundary of Denver and Aurora looks almost like a highway because it is. Colorado SH30, in fact. But along a 4.3 mile section of the road running from 6th Avenue to the north and Dartmouth Avenue on the south, a coalition of businesses plans to revitalize the area.

They have their work cut out for them. On the western side of the road, soaring billboards advertise attractions long gone, and in either direction, four lanes of traffic move north and south at a solid clip, blurring by the hole-in-the-wall restaurants that anchor the real Havana Street as a foodie destination. Twenty-five percent of businesses in the area are automotive deal-

erships or automotive parts and repairs outlets.

Spearheaded by longtime resident Gayle Jetchick, the *Havana Business Improvement District* (HBID) which adopted the name *On Havana Street* was approved by local government in July 2007, after an arduous process of petition before the city council, and demonstration of support by local businesses. In November 2007, the businesses approved a 4.5 mill levy real property tax which produces approximately \$350,000 a year for the entity planning and outreach.

One of the key elements to improve Havana Street organized by the HBID was creation of a streetscape buffer: plans must include a 10-foot median buffer between the road and sidewalk, 10-foot sidewalk,

*Continued on page 8*



**United Community:** Situated on the boundary between Denver and Aurora, Havana Street is by nature decentralized. However, developments like the Gardens on Havana retail village offer residents a focal point around which the community can coalesce.

**Win A Custom  
'Colorado  
Technology  
Makeover'  
Valued At \$55,200  
For Your Business!  
See Page 25 For Details**

## Voorhis Hearing Explodes With Accusations Against Ritter

ICE Agent Asserts That Ritter's Office Was Involved In Obstruction Of Justice

by Charles C. Bonniwell

The long anticipated hearing for former *Immigration and Customs Enforcement* (ICE) agent Cory Voorhis to regain his federal job back was heard in a federal courtroom in the *Byron Rogers Courthouse* in downtown Denver on January 18 and 19. The Voorhis controversy had resulted in the withdrawal of Stephanie Villafuerte's nomination for United States Attorney on December 14, 2009, and many believe it had a significant role, directly or indirectly, in Governor Bill Ritter's decision not to seek a second term as governor of Colorado.

The hearing was in the U.S. Tax Court courtroom to accommodate the large number of spectators wanting to attend the hearing. The *Department of Homeland Security* had originally sought to prevent the hearing from being public claiming "security" concerns. On the first day of the proceeding a large number of law enforcement officers stood guard outside giving the hearing an Oklahoma City Bombing trial atmosphere.

*Continued on page 5*



**Explosive Hearing:** Cory Voorhis, left, took his fight to regain his ICE position to the Byron Rogers Federal Courthouse in a two-day explosive hearing in late January.

PRSR STD  
U.S. POSTAGE  
PAID  
DENVER, CO  
PERMIT NO. 5377

GLENDALE CHERRY  
CREEK CHRONICLE  
P. O. Box 460429  
Glendale, CO 80246