

AGENDA
Laramie Planning Commission
Monday, November 14, 2016 at 4:30 PM
City Council Chambers, City Hall
406 Ivinson Avenue, Laramie, WY

The Planning Commission meetings are open to the public. Requests from person with disabilities must be made to the Planning Division 24 hours in advance of the meeting.

1. **Call To Order**
2. **Approval Of Agenda An Minutes**
 - 2.A. **Changes And Approval Of Agenda**
 - 2.B. **Planning Commission Meeting Minutes**
3. **Citizen Comments - Non-Agenda Related Topics – No Action Can Be Taken**
4. **Planning Commission And Staff Reports And Comments**
5. **Disclosures – Ex-Parte Communications; Potential Conflicts Of Interest**
6. **Current Planning Projects**
7. **Old Business:**
8. **New Business:**
 - 8.A. **CUP-16-16 1210 Fetterman Drive (Type 2 Daycare)**

REQUEST: A Conditional Use Permit for operation of a Type 2 Child Care Home
LOCATION: 1210 Fetterman Drive
APPLICANT: Lisha Condon
OWNER: Lisha Condon
ZONING: R2 (Limited Multi-Family Residential) District
PURPOSE: Establishment of a Type 2 Child Care Home not to exceed ten (10) children.
PREPARED BY: Eric Conner, Associate Planner

Documents:

[CUP-16-16 Staff Report.pdf](#)

9. **Long Range Planning Projects**
 - 9.A. **West Laramie/Snowy Range Road Bicycle/Pedestrian Feasibility Study**

Documents:

[PC Packet Full 11.14.2016.Pdf](#)

10. **Variances (Sitting As Board Of Adjustment)**
(Swearing in of witnesses)

10.A. **VAR-16-07: 505 20th Street (EMC Size Restrictions)**

REQUEST: Variance from LMC § 15.14.120.G.1.B that would grant relief from City of Laramie Electronic Message Center size restrictions.

LOCATION: 505 20th Street

APPLICANT(S): Ronald Kooch, Regal Entertainment Group

OWNER: Wallace Theaters Management Corp.

REPRESENTATIVE: Bill Lockett, Cima Network

PURPOSE: Allow for construction of an on-building electronic message center for a static display of movies and show times.

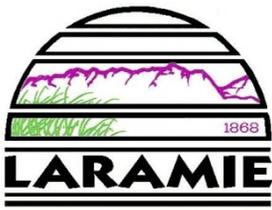
CURRENT ZONING: B1 (Limited Business) District

PREPARED BY: Charles W. Bloom, AICP, Principal Planner

Documents:

[VAR-16-07 Staff Report 11.14.2016.Pdf](#)

11. Adjorn



City of Laramie

Planning Division
P.O. Box C
Laramie, WY 82073

Telephone: (307) 721-5207
Fax: (307) 721-5248

LARAMIE PLANNING COMMISSION NOVEMBER 14, 2016 STAFF REPORT

FILE: CUP-16-16: 1210 Fetterman Drive - Type 2 Child Care Home

REQUEST: A Conditional Use Permit for operation of a Type 2 Child Care Home

LOCATION: 1210 Fetterman Drive

APPLICANT: Lisha Condon

OWNER: Lisha Condon

ZONING: R2 (Limited Multi-Family Residential) District

PURPOSE: Establishment of a Type 2 Child Care Home not to exceed ten (10) children.

PREPARED BY: Eric Conner, Associate Planner

RECOMMENDED MOTION:

Move to **approve** a Conditional Use Permit for operation of a Type 2 Child Care Home, in a single-family residence located at 1210 Fetterman Drive and zoned R2 (Limited Multi-Family Residential), based on findings of fact and conclusions of law and subject to all staff's recommended conditions.

APPLICABLE CITY CODE SECTION(S):

LMC. 15.06.060.E Conditional Use Permits
LMC. 15.10.000.E Table of Allowed Uses

Operation of a Type 2 Child Care Home in an R2 (Limited Multi-Family Residential) District requires approval of a Conditional Use Permit pursuant to LMC.15.10.000.E, and the Planning Commission is the decision-making body.

Note: Conditional Use Permit rules, regulations, and procedures are defined at the city level and are not addressed in Wyoming State Statutes.

BACKGROUND:

This is a request to establish a licensed Type-2 daycare program with a maximum of ten (10) children. The ten (10) child limit would not include the resident operator's children.

The subject property is currently developed with a single-family home. The Fire Department has no concerns with the property after their preliminary inspection.

SURROUNDING LAND USE AND ZONING:

	Future Land Use Designation (Map 3.2)	Zoning	Land Use
1210 Fetterman Drive	(SR) Suburban Residential	(R2) Limited Multi-Family Residential	Single-Family Home
North	(SR) Suburban Residential	(R2) Limited Multi-Family Residential	Single-Family Homes
South	(SR) Suburban Residential	(R2) Limited Multi-Family Residential	Single-Family Homes
East	(SR) Suburban Residential	(R2) Limited Multi-Family Residential	Single-Family Homes
West	(SR) Suburban Residential	(R2) Limited Multi-Family Residential	Single-Family Homes

The property is zoned R2 (Limited Multi-Family Residential) and is developed with a single-family home. The surrounding properties are zoned R2 (Limited Multi-Family Residential). The surrounding properties are developed with single-family homes. The proposed conditional use conforms to the R2 zoning requirements.

SITE DESIGN REVIEW AND ANALYSIS OF REQUIRED FINDINGS:

Should the Planning Commission wish to approve the Conditional Use Permit, the Commission must make the following findings required in LMC 15.06.060.E. A detailed analysis follows:

1. That the conditional use proposal provides adequate:**a) Ingress and egress to property and proposed structures:**

Staff Response: Sidewalks exist along Fetterman Drive, and connects to the front walkway of the home.

b) Off-street parking and loading areas:

Staff Response: There is a two-car garage in the rear of the house, off of the alley for the resident's/ operator's vehicles, with available drop-off/ pick-up parking along Fetterman Drive. It is the opinion of staff that the availability of parking spaces on-street meets required standards and additional parking is not necessitated.

c) Control over the off-site impacts of economic, noise, glare, or odor effects of the conditional use:

Staff Response: Staff has not identified any negative off-site impacts related to economic impacts, noise, glare or odor effects that would be created based on the proposal.

d) Refuse and service areas:

Staff Response: The property currently receives refuse and recycling service. No change in service is proposed.

e) Utilities, with reference to locations, availability, and compatibility:

Staff Response: The property is currently served by utilities. No change in service is proposed.

f) Screening and buffering, with reference to type, dimensions, and character:

Staff Response: A 6-foot fence exists on the property and is adequate for screening and buffering to the adjacent neighbors.

g) Signs, if any, and proposed exterior lighting, with reference to glare, traffic safety, economic effect, and compatibility and harmony with properties in the district:

Staff Response: No signs are proposed for the property. Exterior lighting should be consistent with typical residential lighting standards and should not generate glare that would impact traffic safety or be out of character with surrounding properties.

2. The proposed use is appropriate to the specific location related to intensity and bulk:

Staff Response: The proposed use will be within a single-family home in a residential neighborhood and is appropriate with respect to its location, intensity and bulk, and is consistent with other structures in the neighborhood. No exterior modifications are required in conjunction with this application.

3. The proposed use is appropriate to the specific location relative to public health, safety and convenience:

Staff Response: The proposed use is appropriate to the specific location relative to public health, safety and convenience. A Type 2 Child Care Home within a residential area provides for area residents to have their children cared for near their homes. No issues were identified that would jeopardize public health or safety of the community.

4. That the proposed site is adequate in size and shape to accommodate the intended use and that the use will comply with all requirements of the zone district, including but not limited to the following:

a) Setbacks:

Staff Response: The proposed use will take place in a single-family detached home. The setbacks of the home are in compliance with the R2 zoning district and provide sufficient buffering from surrounding uses.

b) Walls (retaining):

Staff Response: No new walls are being proposed.

c) Landscaping:

Staff Response: The site currently meets landscaping requirements.

d) Bufferyards:

Staff Response: The proposed bufferyards meet requirements.

e) Any standards specific to the use set forth in Chapter 15.10, Use Regulations:

Staff Response: Not applicable.

PUBLIC COMMENTS:

Legal notice was published in the Laramie Boomerang on October 29, 2016. Letters were sent to surrounding property owners within 300 feet of the subject property on October 26, 2016. Staff has not received any public comments regarding this project.

CONDITIONAL USE RECOMMENDED FINDINGS AND CONCLUSIONS OF LAW:Findings of Fact:

1. It is staff's conclusion that the application meets all of the required findings for approval of the Conditional Use Permit with standard conditions. We therefore recommend approval of the Conditional Use Permit subject to the specific conditions as outlined in the staff recommendation.

Conclusions of Law:

1. The applicant is proceeding in accordance with the requirements of the Laramie Municipal Code 15.06.060.E regarding a Conditional Use Permit.

ALTERNATIVES:

1. Approve the project as submitted by the applicant, based on findings of fact and conclusions of law.
2. Approve the project subject to staff's recommended conditions, based on findings of fact and conclusions of law **(Staff Recommendation)**.
3. Deny the project based on findings of denial. The Planning Commission must conclude that the project does not meet all of the findings as recommended by staff. As part of the motion, findings for denial must be stated.
4. Postpone the project until issues identified during the meeting can be resolved.

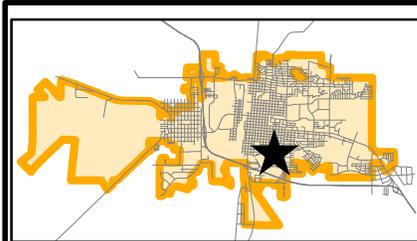
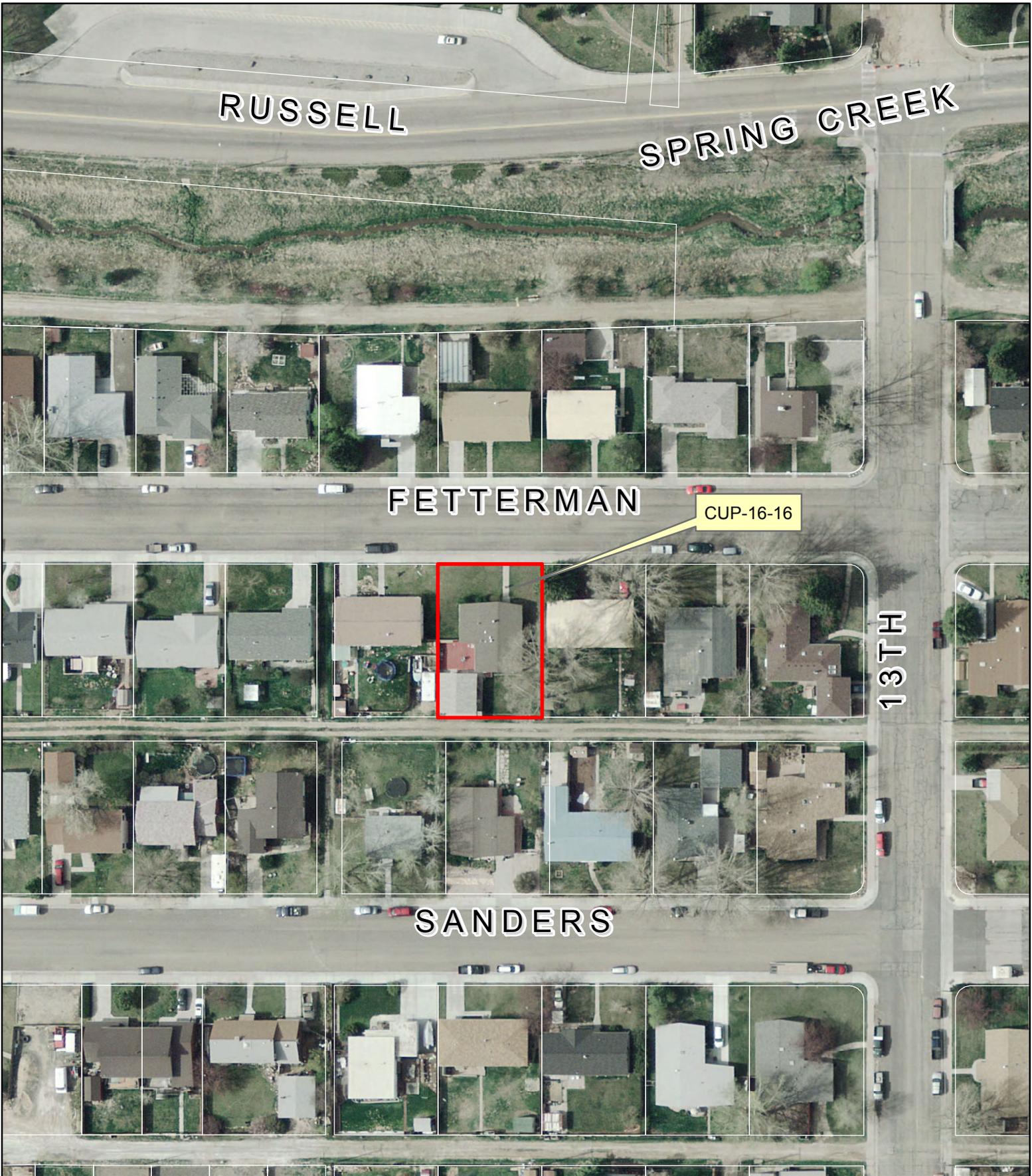
STAFF RECOMMENDATION:

Staff recommends **approval** of a Conditional Use Permit for operation of a Type 2 Child Care Home in a residential structure located at 1210 Fetterman Drive zoned R2, based on findings of fact and conclusions of law and subject to the following conditions:

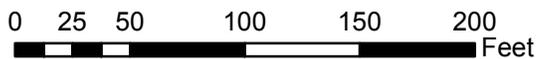
1. Whenever the Conditional Use Permit has been discontinued for a period of six consecutive months, the Conditional Use Permit shall automatically terminate, and any use after termination shall fully conform to the basic R2 zoning requirements.
2. The conditional use established herein may be reconvered at any time to basic R2 use without further approval of the Planning Commission or amendment to this Conditional Use Permit; provided, reconversion shall be a termination of the Conditional Use Permit.
3. The Type 2 Child Care Home shall conform to the plot plan and any change or modification shall be reviewed by the Planning Commission, pursuant to the provisions of LMC 15.06.060.E.4.
4. The Type 2 Child Care Home shall have 10 (ten) or fewer children, excluding the licensee's children.
5. The Type 2 Child Care Home shall be duly licensed by the Department of Family Services.

ATTACHMENTS:

- 1 – Vicinity Map (1 page)
- 2 – Applicant's Written Statement (1 page)
- 3 – Site Plan (1 page)



CUP-16-16
1210 Fetterman Drive
Type II Child Care



This Data contained herein was compiled from various sources for the sole use of the City of Laramie. REVIEW OF THIS DATA FOR ACCURACY AND ANY NECESSARY EDITING HAS NOT BEEN COMPLETED AT THIS TIME. Any use of the data by anyone other than the City of Laramie, and its members, is at the sole risk of the user, and by acceptance of this data, the user does hereby hold the City of Laramie, and its members, harmless and without liability from any claims, costs, or damages of any nature against the City of Laramie, including cost of defense arising from improper use of data, or use by other party. Acceptance or use of this data is done without any expressed or implied warranties.



Dear city of Laramie planning commission,

I am hereby applying for a Conditional Use Permit at 1210 Fetterman Dr, Laramie, WY 82070.

I am requesting this permit for my home because I would like to run a type 2 daycare out of it.

I have included a vicinity map of my property in relation to nearby area, A fire escape plan and proof of ownership attached to this letter.

My hours of operation are 7am to 5:30pm Monday through Friday.

I will have clients park on the street on my property and enter/exit through the front door of my home. My stretch of street in front of my home can hold up to four standard cars. I will park my two personal vehicles in my garage. This will not disrupt the neighborhood.

I will have at minimum two children and maximum 10 children. As we enjoy outdoor play we will be sure to not be overly loud and to always pick up after ourselves.

Although I can have up to 10 Children at one time this will not severally increase the use of utilities or the access to them.

I will not have any signs for my business on the house or personal property.

My house is of adequate size and in great shape for my business adventure. I will make sure walks are shoveled in winter and landscaping is always raked, mowed, trimmed and not unsightly.

If I make changes to the house for the daycare they will not be unsightly and I will keep the house looking like a home.

Thank you.

Lisha Condon

10/07/2016

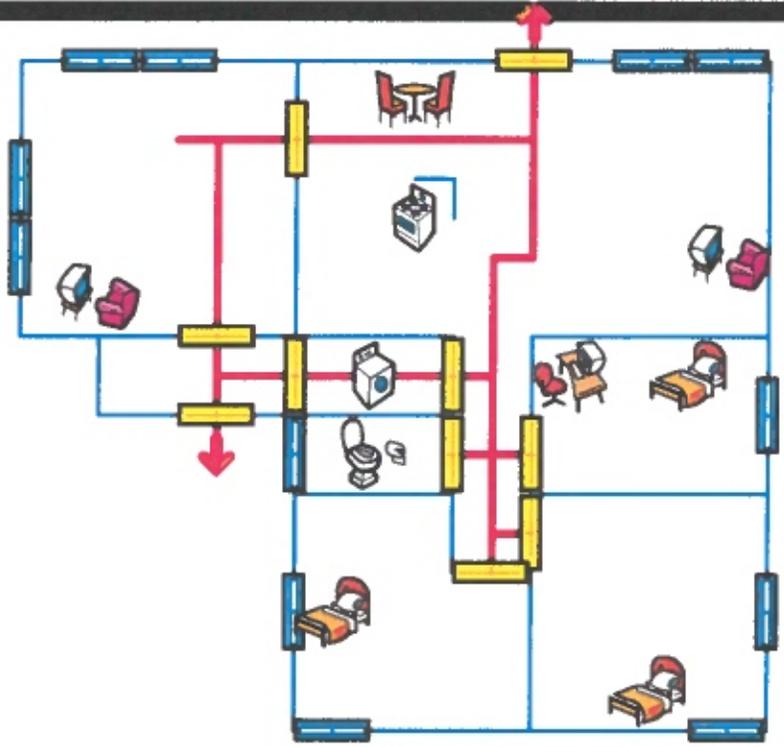
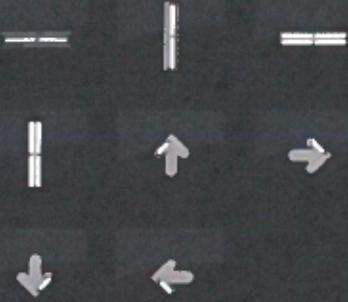
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OCT 07 2016

BY:

Drawing Tools

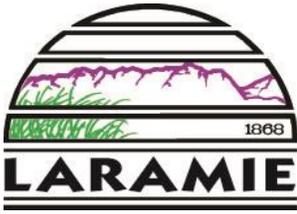
Furniture

Openings & Escapes



Print

RECEIVED
OCT 07 2016
BY:



CITY OF LARAMIE
PARKS & RECREATION DEPARTMENT
P.O. Box C
Laramie, WY 82073

Parks Division: (307) 721-5264
Fax (307) 721-5256
Recreation Division: (307) 721-5269
Fax: (307) 721-5284
Facilities Mgmt. Division: (307) 721-3585

To: Planning Commission, City of Laramie
From: Todd Feezer, Director, Parks & Recreation Department, City of Laramie
Re: West Laramie/Snowy Range Road Bicycle/Pedestrian Feasibility Study
Date: November 4, 2016

The West Laramie/Snowy Range Road Pedestrian/Bicycle Feasibility Study originally began as the West Gateway Beautification Project and was initially identified as a potential alternative transportation and beautification enhancement project by the West Laramie Business Association (WLBA). The WLBA identified the north side of Snowy Range Road right-of-way (ROW) from the I-80 interchange to the HWY 130/230 intersection where there is approximately fifteen feet (15') to eight feet (18') of WYDOT property available for a shared use bike path, and future enhancements. The WYDOT TAP review committee expressed some possible concerns regarding placing a bike path along the north side of Snowy Range Road with the existing commercial development. The committee suggested that a feasibility study was a much better approach to determine where to plan for a shared use bike path through West Laramie. City staff concurred that a feasibility study would engage the West Laramie residents with regard to where they believe a shared use bike path should be located.

The first phase of this enhancement project necessitated the need for public stakeholder meetings with landowners and businesses located on Snowy Range Road, Laramie residents and more specifically residents of West Laramie. The initial meetings have generated many comments for the overall feasibility study and are assisting in the generation of a conceptual plan for potential bicycle/pedestrian enhancements along Snowy Range Road and/or other undetermined streets in West Laramie from Garfield Street to Cleveland Street. Items under general consideration for this project include a shared use bike path, pedestrian lighting fixtures, landscaping and hardscape amenities including public art.

The presentation today is intended to provide an opportunity for the Planning Commission members to provide comments related to and participate in the West Laramie/Snowy Range Road Pedestrian/Bicycle Feasibility Study. I would ask that after the conclusion and discussion related to today's presentation that Planning Commission members provide written comment and submit them on the form included in today's packet.

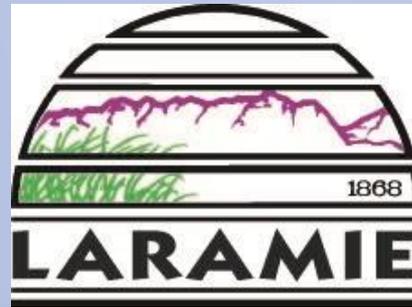
Any questions on this process can be directed to Todd Feezer, Director, Parks & Recreation Department via phone at (307) 721-5260 or through email at tfeezer@cityoflaramie.org.

Sincerely,

Todd Feezer, Director
Parks & Recreation Department
City of Laramie



Snowy Range Road Pathway Feasibility Study





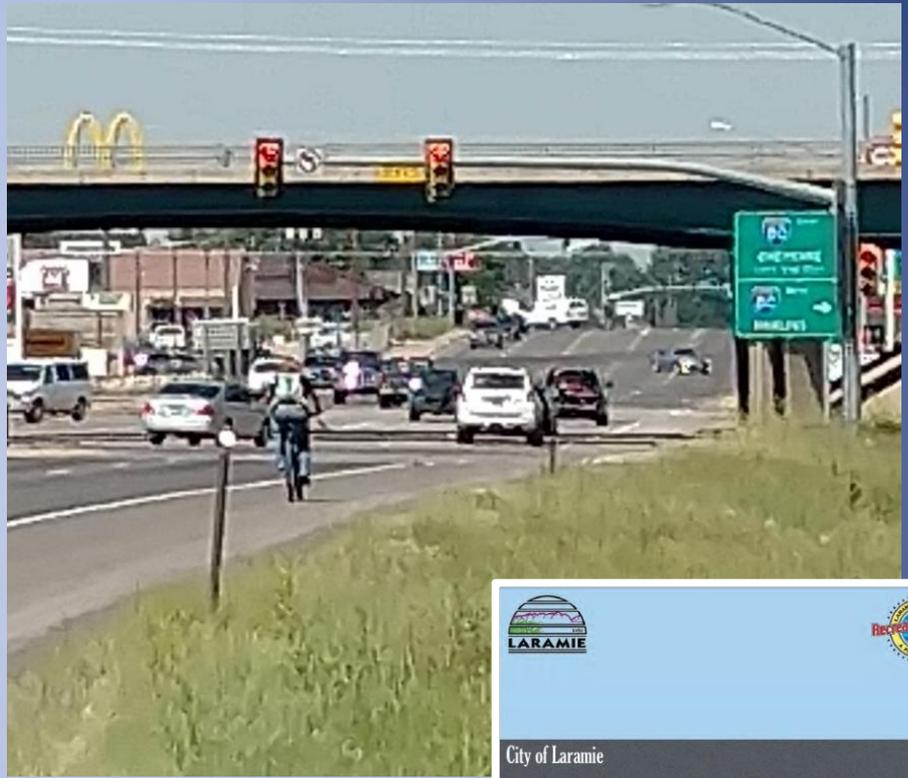
Bicyclists and Pedestrians are already using this area WE WANT TO MAKE IT SAFER FOR THIS USE





Bicyclists and Pedestrians are already
using this area
WE WANT TO MAKE IT SAFER FOR THIS USE





Pedestrian and Bicycle Lane improvements are recommended in the Parks and Recreation Master Plan: Service Areas 3 and 12

The cover of the City of Laramie Parks and Recreation Master Plan. It features the City of Laramie logo and the Recreation Center logo at the top. The title "City of Laramie Parks and Recreation Master Plan" is prominently displayed. Below the title are three small images: a modern building, a map of the city, and a park area with a path. At the bottom, it states "Adopted February 22, 2016" and "Certified March 1, 2016". The bottom section of the cover shows a silhouette of a person riding a bicycle on a path, with a stylized mountain range and trees in the background.

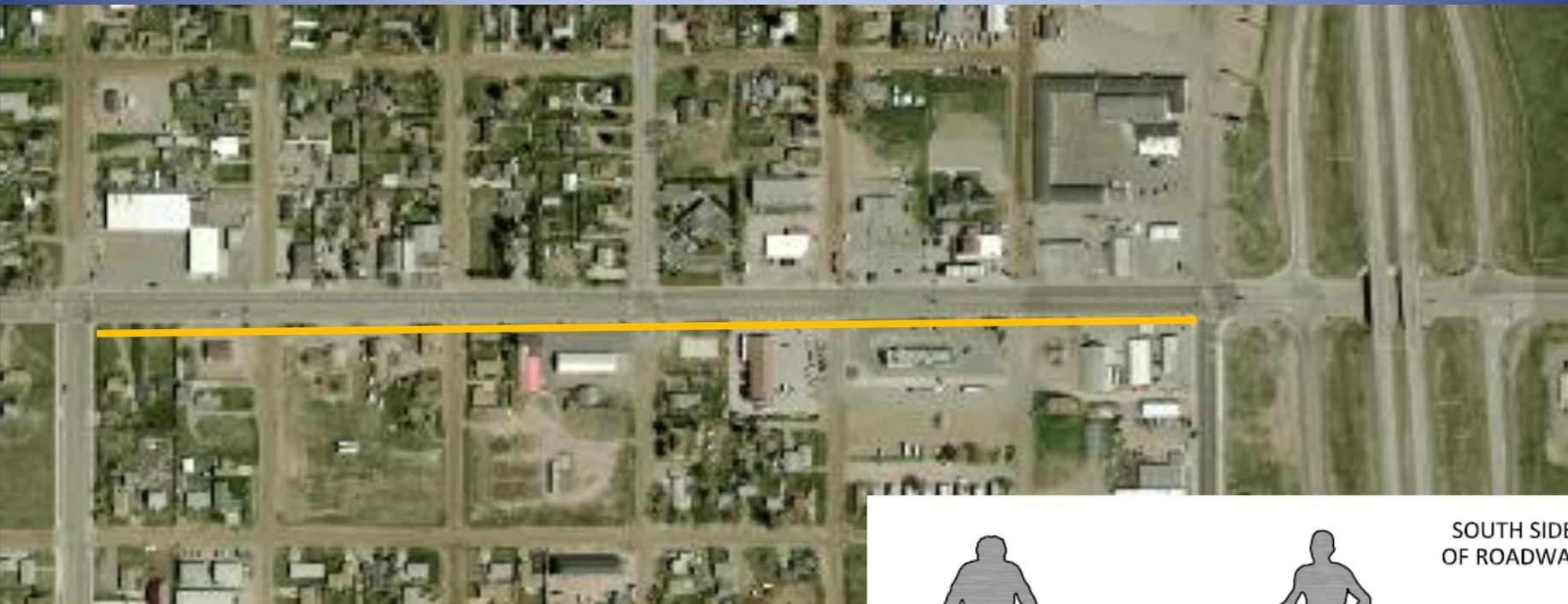
PHASE 1 PRELIMINARY RECOMMENDATIONS



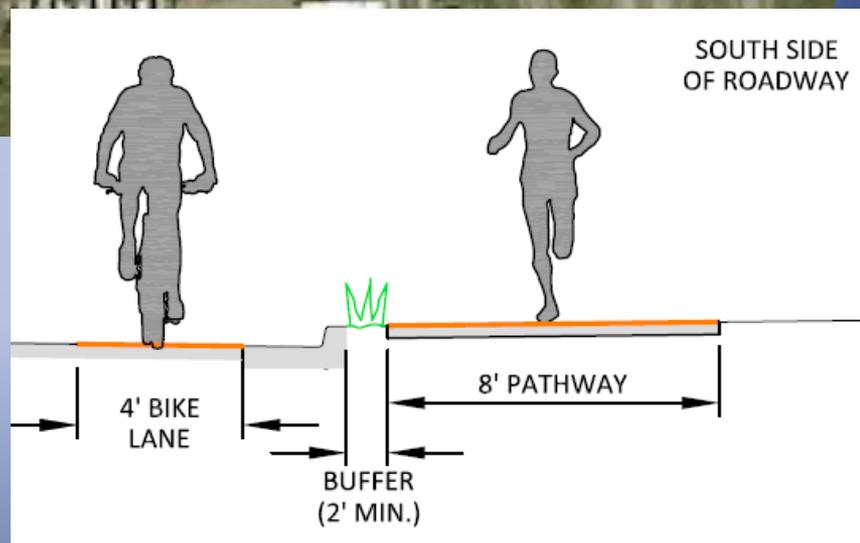
The roadway is not being widened – just restriped to provide 4' wide bicycle lanes

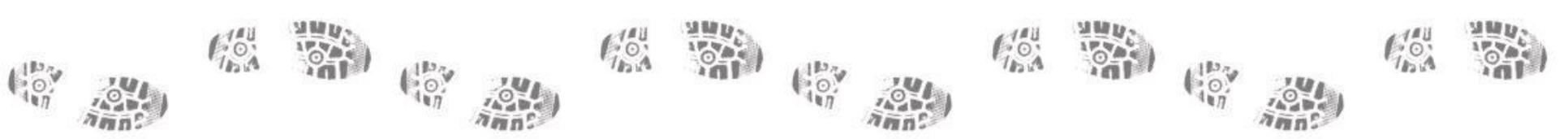


PHASE 1 PRELIMINARY RECOMMENDATIONS



8' wide separated pathway on south side of Snowy Range Road – Adams Street to Colorado Boulevard

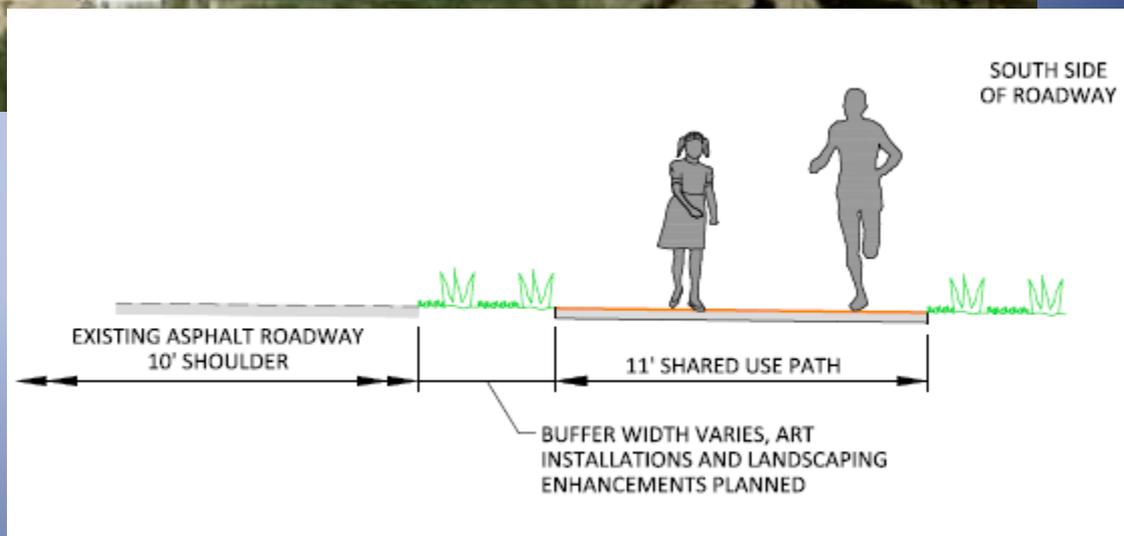


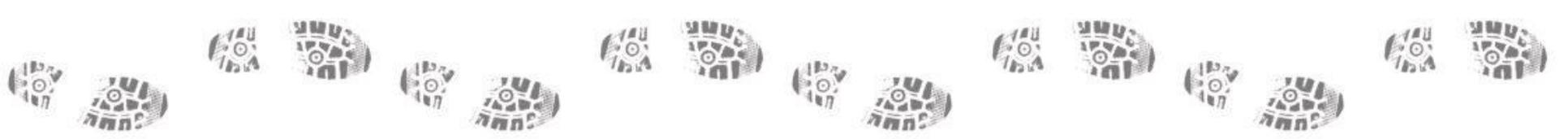


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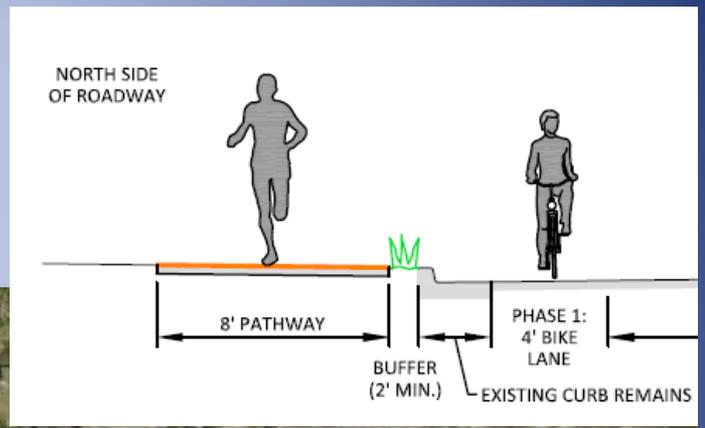
11' wide shared use pathway
on south side of Snowy Range
Road – Adams Street to
Laramie River Greenbelt Trail



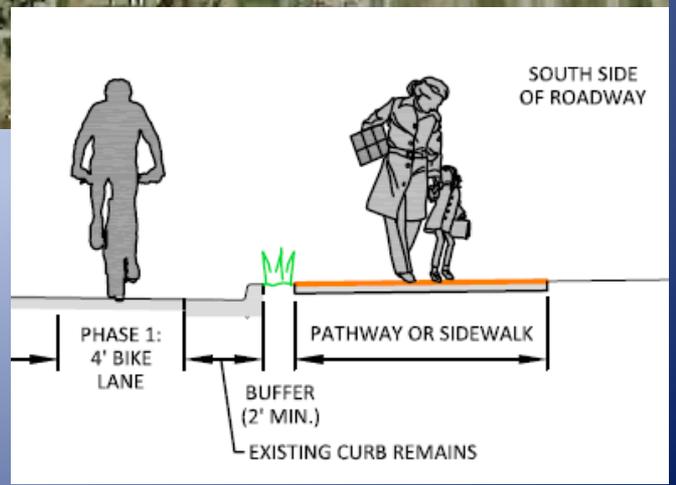


PHASE 2 PRELIMINARY RECOMMENDATIONS

- 8' wide separated pathway on north side of Snowy Range Road – Adams Street to Cleveland Street

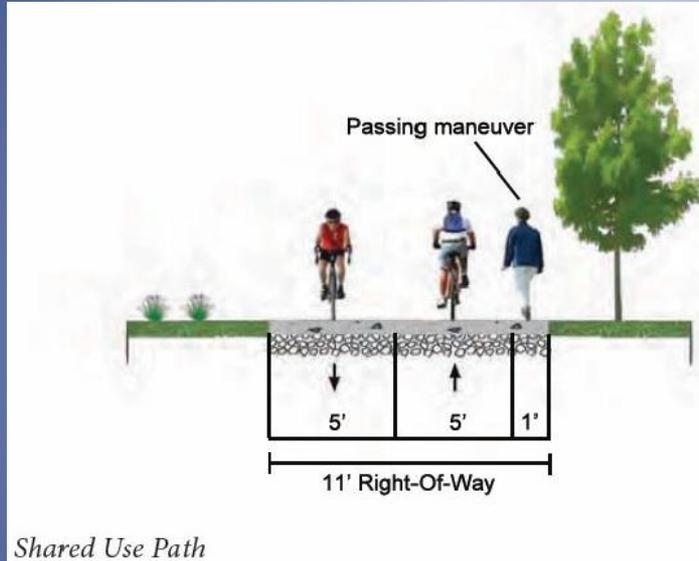


- 8' wide separated pathway on south side of Snowy Range Road – Colorado Boulevard to Jefferson Street
- 5' wide separated sidewalk on south side of Snowy Range Road – Jefferson Street to Cleveland Street



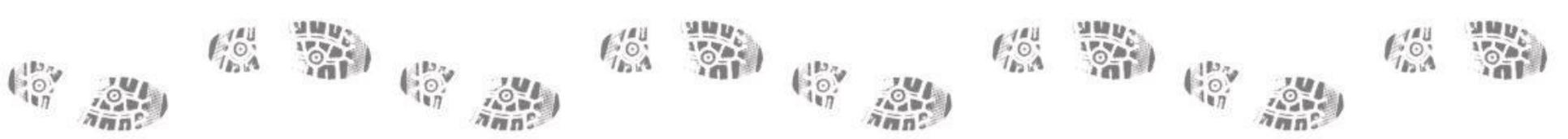


PHASE 2 PRELIMINARY RECOMMENDATIONS

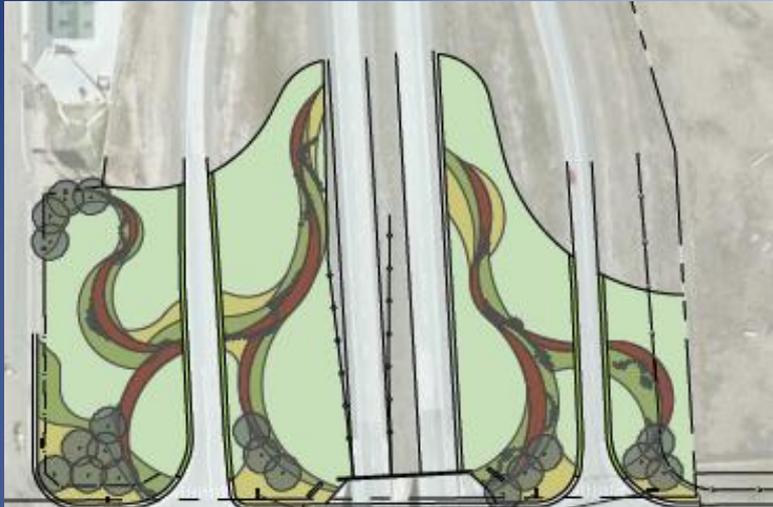


11' wide shared use pathway
north on Adams Street to
Madison Street to Laramie
River Greenbelt Trail





LANDSCAPING AND ART OPPORTUNITIES



Write a Comment!

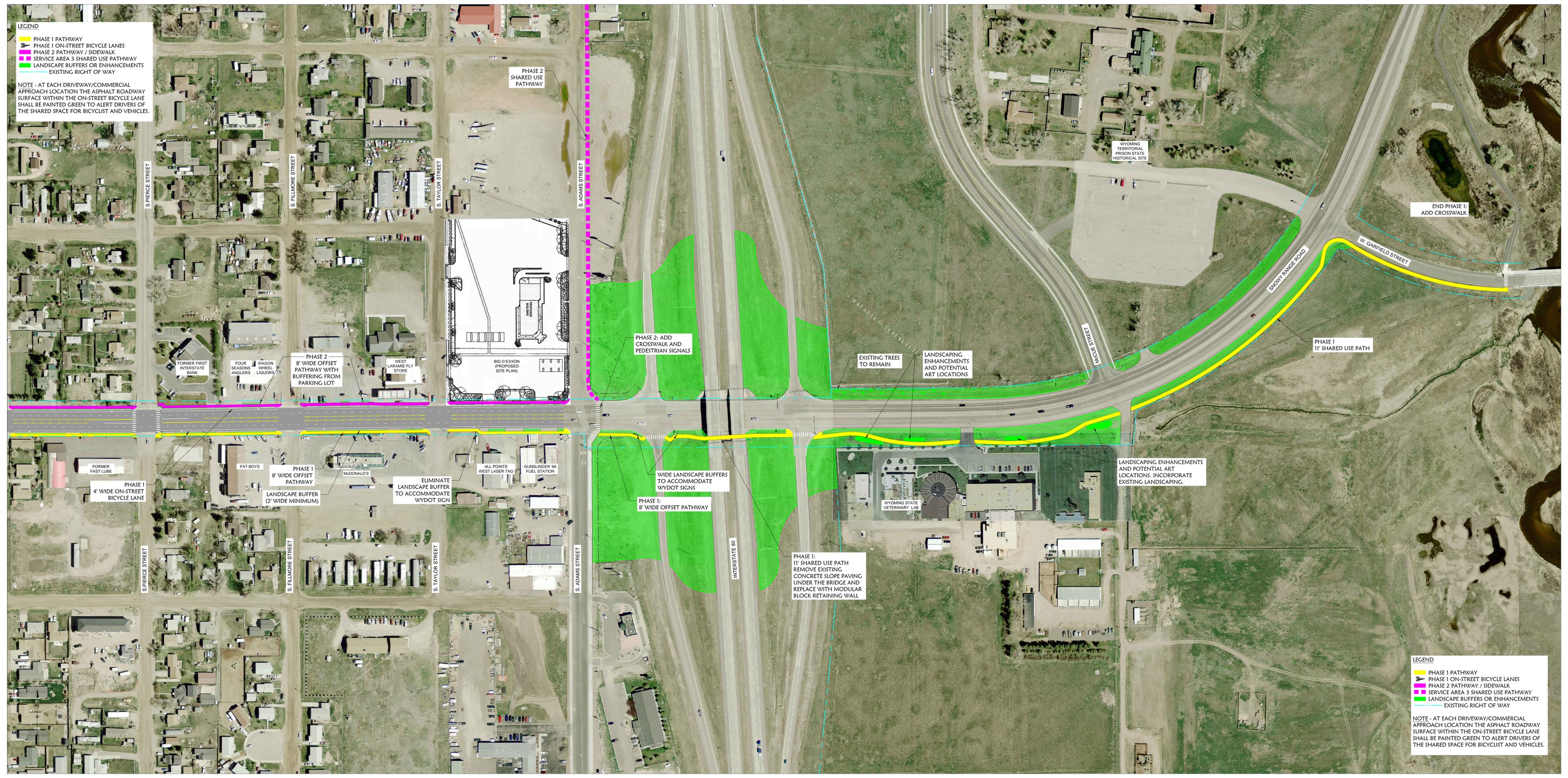
Please Let Us Know What You Think!



LEGEND

- PHASE 1 PATHWAY
- |- PHASE 1 ON-STREET BICYCLE LANES
- |- PHASE 2 PATHWAY / SIDEWALK
- SERVICE AREA 3 SHARED USE PATHWAY
- LANDSCAPE BUFFERS OR ENHANCEMENTS
- - - EXISTING RIGHT OF WAY

NOTE - AT EACH DRIVEWAY/COMMERCIAL APPROACH LOCATION THE ASPHALT ROADWAY SURFACE WITHIN THE ON-STREET BICYCLE LANE SHALL BE PAINTED GREEN TO ALERT DRIVERS OF THE SHARED SPACE FOR BICYCLIST AND VEHICLES.



S. PIERCE STREET

S. FILLMORE STREET

S. TAYLOR STREET

S. ADAMS STREET

INTERSTATE 80

W. GARFIELD STREET

SNOWY RANGE ROAD

NOCIE STREET

FORMER FIRST INTERSTATE BANK

FOUR SEASONS WAGON WHEEL ANGLERS LIQUORS

WEST LARAMIE FLY STORE

BIG D EXHON (PROPOSED SITE PLAN)

FORMER FAST LUBE

FAT BOYS

McDONALD'S

ALL POINTS WEST LASER TAG

GUNSLINGER '66 FUEL STATION

WYOMING STATE VETERINARY LAB

WYOMING TERRITORIAL PRISON STATE HISTORICAL SITE

PHASE 2 SHARED USE PATHWAY

PHASE 2 8' WIDE OFFSET PATHWAY WITH BUFFERING FROM PARKING LOT

PHASE 2: ADD CROSSWALK AND PEDESTRIAN SIGNALS

EXISTING TREES TO REMAIN

LANDSCAPING ENHANCEMENTS AND POTENTIAL ART LOCATIONS

PHASE 1 11' SHARED USE PATH

END PHASE 1: ADD CROSSWALK

PHASE 1 8' WIDE OFFSET PATHWAY

LANDSCAPE BUFFER (2' WIDE MINIMUM)

ELIMINATE LANDSCAPE BUFFER TO ACCOMMODATE WYDOT SIGN

WIDE LANDSCAPE BUFFERS TO ACCOMMODATE WYDOT SIGNS

PHASE 1: 8' WIDE OFFSET PATHWAY

PHASE 1: 11' SHARED USE PATH REMOVE EXISTING CONCRETE SLOPE PAVING UNDER THE BRIDGE AND REPLACE WITH MODULAR BLOCK RETAINING WALL

LANDSCAPING ENHANCEMENTS AND POTENTIAL ART LOCATIONS. INCORPORATE EXISTING LANDSCAPING.

LEGEND

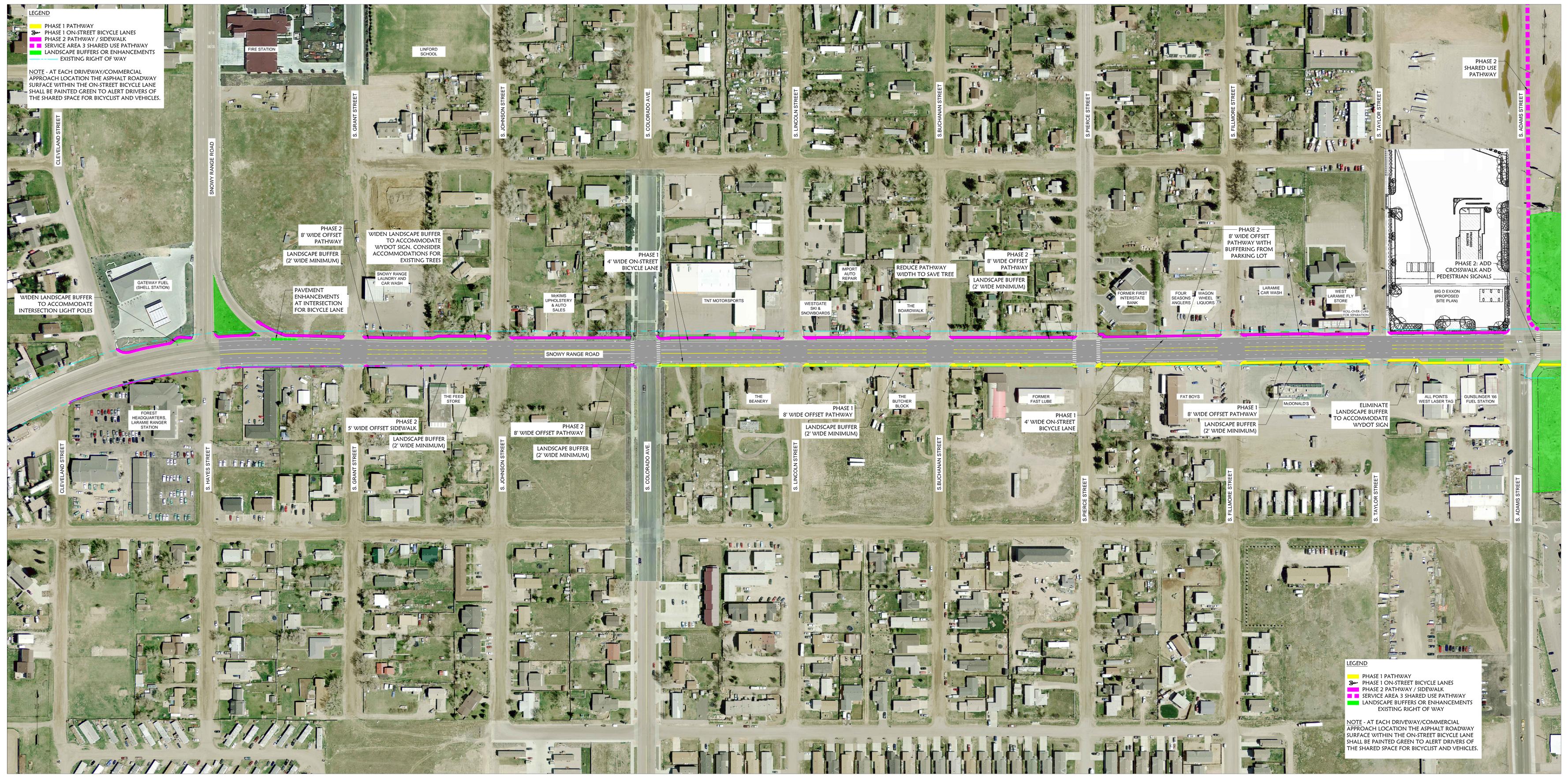
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LEGEND

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LEGEND

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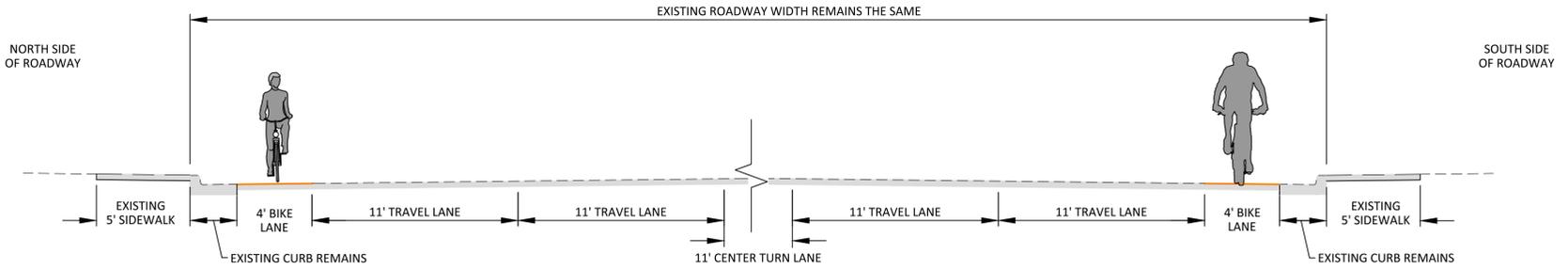
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SNOWY RANGE ROAD PATHWAY FEASIBILITY STUDY

PHASE 1 RECOMMENDATIONS

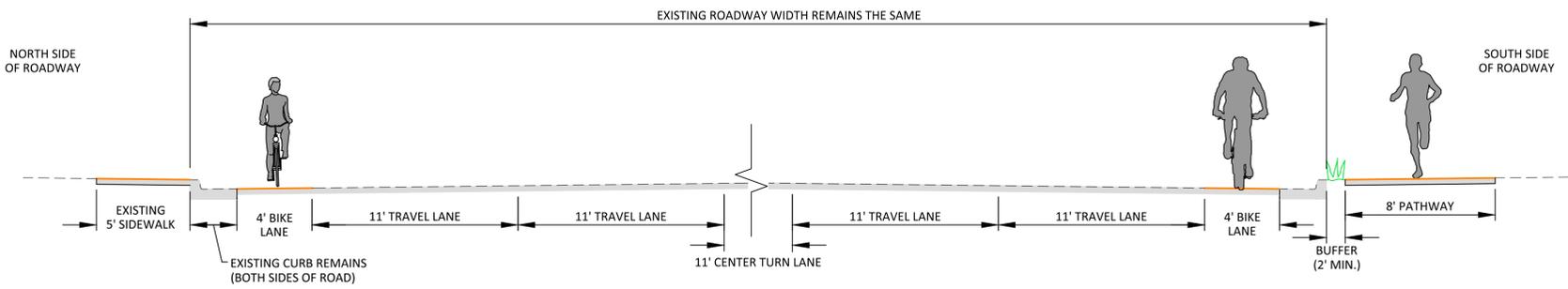
CLEVELAND STREET TO ADAMS STREET

RE-STRIPE ROADWAY WITH ON-STREET BICYCLE LANES



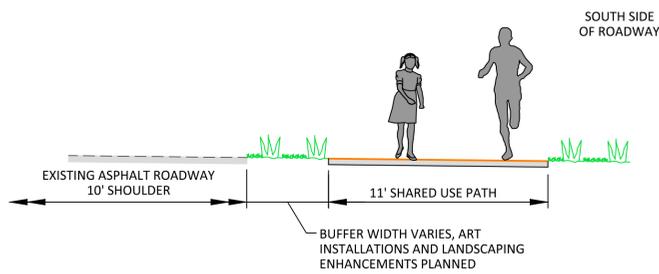
COLORADO BOULEVARD TO ADAMS STREET

8' WIDE BUFFERED PATHWAY ON THE SOUTH SIDE OF SNOWY RANGE ROAD
- AND -
RE-STRIPE ROADWAY WITH ON-STREET BICYCLE LANES



ADAMS STREET TO GARFIELD STREET

11' WIDE SHARED USE PATHWAY ON THE SOUTH SIDE OF SNOWY RANGE ROAD



TELL US WHAT YOU THINK

TELL US WHAT YOU THINK

TELL US WHAT YOU THINK

TELL US WHAT YOU THINK

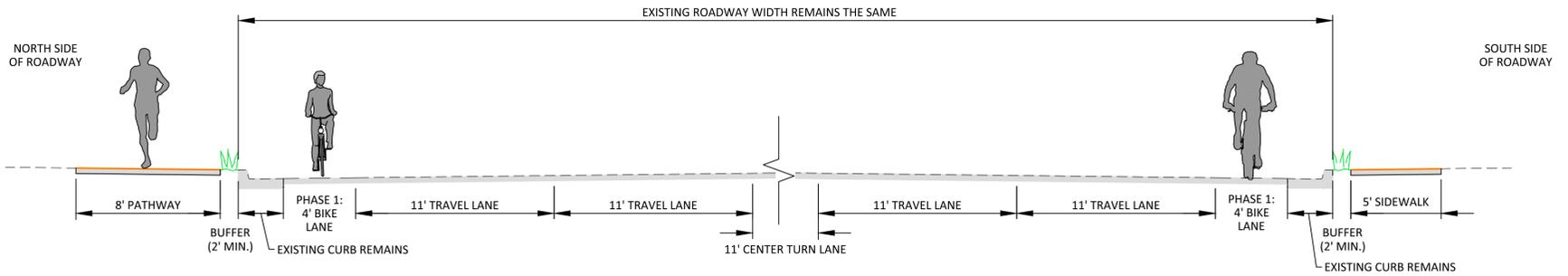
TELL US WHAT YOU THINK

SNOWY RANGE ROAD PATHWAY FEASIBILITY STUDY

PHASE 2 PRELIMINARY RECOMMENDATIONS

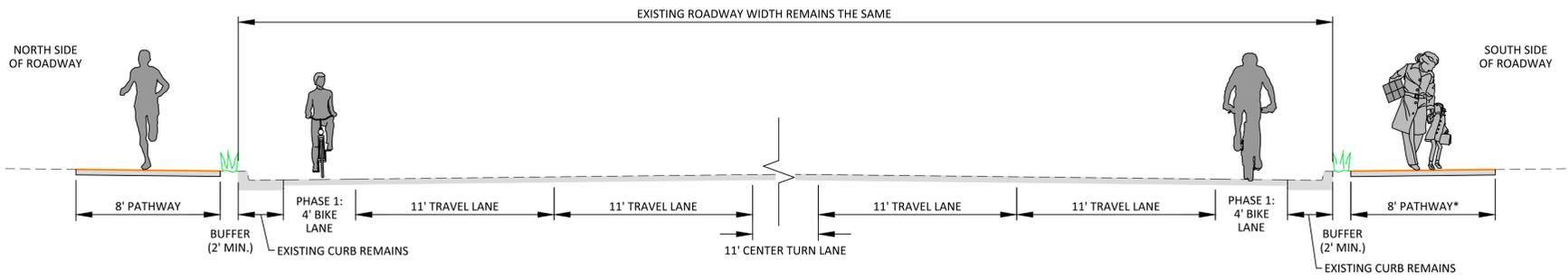
CLEVELAND STREET TO JEFFERSON STREET

8' WIDE BUFFERED PATHWAY ON NORTH SIDE OF SNOWY RANGE ROAD
- AND -
5' WIDE BUFFERED SIDEWALK ON THE SOUTH SIDE OF SNOWY RANGE



JEFFERSON STREET TO ADAMS STREET

8' WIDE BUFFERED PATHWAY ON NORTH AND SOUTH SIDES OF SNOWY RANGE ROAD



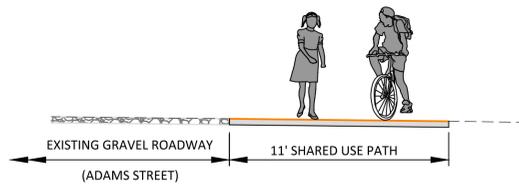
* 8' PATHWAY BETWEEN COLORADO AVENUE AND ADAMS STREET WAS BUILT DURING PHASE 1

TELL US WHAT YOU THINK

TELL US WHAT YOU THINK

SHARED USE PATHWAY

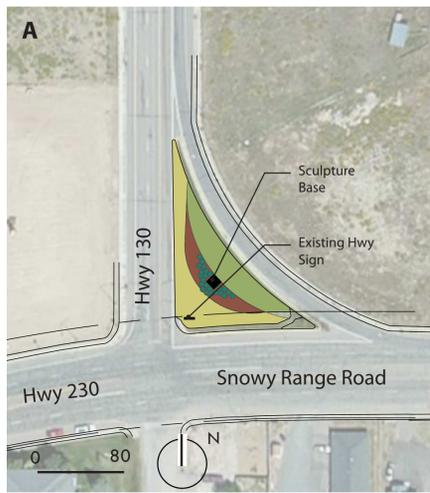
11' WIDE SHARED USE PATHWAY ON THE EAST SIDE OF ADAMS STREET TO EXISTING GRADE SEPARATED CROSSING UNDER I-80, ACROSS MCCUE STREET TO CONNECT TO THE LARAMIE RIVER GREENBELT



TELL US WHAT YOU THINK

TELL US WHAT YOU THINK

TELL US WHAT YOU THINK



Plant List

	Scientific name	Common Name
Trees		
	Quercus macrocarpa	Bur Oak
Shrubs		
	Artemisia tridentata	Big Sagebrush
	Dasiphora (Potentilla) fruticosa	Shrubby Cinquefoil
	Shepherdia canadensis	Russet buffaloberry
Tall Prairie		
Grass	Andropogon gerardii	Big Bluestem
Grass	Panicum virgatum 'Shenandoah'	Switchgrass
Forb	Silphium integrifolium	Rosin Weed
Grass	Sorghastrum nutans	Indiangrass

Penstemon Prairie		
Grass	Panicum virgatum 'Shenandoah'	Switchgrass
Forb	Penstemon angustifolius	Beardtongue
Forb	Penstemon deustus	Scabland Penstemon
Forb	Penstemon strictus	Rocky Mountain Beard-tongue
Grass	Schizachyrium scoparium	Little Bluestem
Short Ornamental Prairie		
Forb	Artemisia frigida	Fringed Sage
Grass	Bouteloua curtipendula	Sideoats Gramma
Forb	Eriogonum umbellatum 'Proliferum'	Prolific Sulfur Buckwheat
Forb	Gaillardia aristata	Blanket flower
Grass	Sporobolus airoides	Alkali sacaton grass
Forb	Yucca glauca	Soapweed Yucca

Matrix Prairie		
Grass	Bouteloua curtipendula	Sideoats Gramma
Grass	Bouteloua gracilis	Blue grama
Grass	Elymus lanceolatus	Thickspike Wheatgrass
Forb	Krascheninnikovia lanata	Winterfat
Forb	Oenothera caespitosa	Tufted evening primrose
No-Mow Lawn		
Grass	Bouteloua curtipendula	Sideoats Gramma
Grass	Bouteloua gracilis	Blue grama

All landscaping inside the WYDOT right-of-way shall be in conformance with Operating Policy 20-1 and shall meet the requirements for sight distance at all roadway intersections.



Design Intent: Drifts of native wildflowers and grasses flow down the slope from I-80, following a circuitous path that loosely emulates the braided form of the Laramie River.



SNOWY RANGE TRAIL, LARAMIE, WY - LANDSCAPE CONCEPT PLAN



SNOWY RANGE ROAD PATHWAY

Planning Commission - 11.14.16

COMMENTS



1. Short Term Improvements for Pathway implementation calls for:

- a. An 11' wide shared use pathway between Adams Street and Garfield Street on the SOUTH side of Snowy Range Road
- b. On-street bike lanes on Snowy Range Road between Adams Street and Cleveland Street
- c. An 8' wide separated pathway on the SOUTH side of Snowy Range Road between Adams Street and Colorado Avenue.

Do you agree with the Short Term concepts? Yes or No? Please explain your answer. _____

2. Long Term Improvements for the Pathway implementation calls for:

- a. An 8' wide separated pathway on the NORTH side of Snowy Range Road between Adams Street and Cleveland Street.
- b. An 8' wide separated pathway on the SOUTH side of Snowy Range Road between Colorado Avenue and Johnson Street.
- c. A 5' wide separated sidewalk on the SOUTH side of Snowy Range Road between Johnson Street and Cleveland Street.
- d. An 11' wide shared use pathway on Adams Street from Snowy Range Road north to Madison Street, continuing east on Madison Street under Interstate 80, crossing McCue Street, and intersecting the Laramie River Greenbelt.

Do you agree with the Long Term Concepts? Yes or No? Please explain your answer. _____

3. Landscaping improvements are planned as shown on the displays. Are you in favor of what is shown? Why or Why Not? If you don't agree with what is proposed provide alternate ideas below:

4. Locations have been selected for public art displays. Please describe what type of art you would like to see or how you would like to see art incorporated into this area.

5. General Comments. Please provide any additional comments you would like to share.

6. Which of the following best describes you? (Please make all that apply.)

Home owner along the proposed pathway _____

Business owner along the proposed pathway _____

Commercial property owner along the proposed pathway _____

Home owner, Business owner, Employee or Renter in the area _____

Potential pathway user _____

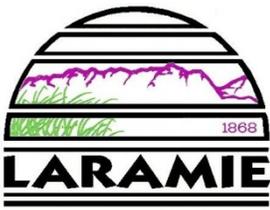
Potential on-street bicycle lane user _____

Other (Please specify) _____



Please submit this form at todays meeting, or e-mail to: tfeezer@cityoflaramie.org

THANK YOU! Thank you for sharing your thoughts. It is our goal to develop a plan for this pathway which will suit the community. Your feedback is vital to making this happen!



City of Laramie

Planning Division
P.O. Box C
Laramie, WY 82073

Telephone: (307) 721-5207
Fax: (307) 721-5248

**LARAMIE PLANNING COMMISSION
(SITTING AS THE LARAMIE BOARD OF ADJUSTMENT)
NOVEMBER 14, 2016
STAFF REPORT**

FILE: VAR-16-07: 505 20th Street (EMC Size Restrictions)

REQUEST: Variance from LMC § 15.14.120.G.1.B that would grant relief from City of Laramie Electronic Message Center size restrictions.

LOCATION: 505 20th Street

APPLICANT(S): Ronald Kooch, Regal Entertainment Group

OWNER: Wallace Theaters Management Corp.

REPRESENTATIVE: Bill Lockett, Cima Network

PURPOSE: Allow for construction of an on-building electronic message center for a static display of movies and show times.

CURRENT ZONING: B1 (Limited Business District)

PREPARED BY: Charles W. Bloom, AICP, Principal Planner

STAFF RECOMMENDED MOTION:

Move to **deny** the requested Variance from Laramie Municipal Code LMC § 15.14.120.G.1.B that would grant relief from City of Laramie Electronic Message Center size restriction, based on findings of denial.

APPLICABLE CODE SECTIONS

LMC § 15.14.120 – Signs

Authority for consideration and granting of variances is found in LMC §15.06.060.D [Variances].

BACKGROUND/DISCUSSION:

General Information

The applicant's request is for relief from development standards found in LMC § 15.14.120.G.1.B which require that Electronic Message Centers do not exceed 16 sq. ft. if within 300 feet of a residential zoning district.

The applicant's representative proposes installation of an EMC that will be 2' 7" x 17' 10 3/16" (54.29 sq. ft.). The sign would feature movie titles, ratings and show times in a variety of colors. The display

is proposed to be static (non-moving). Text on the sign is proposed to be 4" tall, intended to increase visibility from 20th Street. As proposed, the sign exceeds the zone district's 16 sq. ft. maximum for EMC since it is within 300' of a residential zone district. The proposed EMC is approximately 43' from the edge of right-of-way, which is shown on the zoning map as the zone district boundary. The existing Regal cabinet sign will remain.

LMC 15.14.120.G.1.b reads as follows: "On-premise EMC signs in Commercial or Industrial (B1, B2, C2, LM, I1, I2, IP) Zoning Districts located within three hundred (300) feet of any Residential (RR, LR, R1, R2, R2M, R3) Zoning District, as measured from any part of the sign to the nearest Residential Zoning District boundary, shall not exceed sixteen (16) square feet in sign display area, unless the on-premise EMC fronts a state or federal highway.

The total sign allowance on the 20th Street façade is 300 sq. ft. The existing Regal Sign, which once was a changeable letter board, is 170 sq. ft. In the event the variance is denied the applicant could install and EMC no great than 16 sq. ft. (2' x 8') or the applicant could install an additional sign, such as a changeable letter board, facing 20th Street.

DEPARTMENT REVIEW:

The application was routed to other City departments for review and comment per standard procedure. Based upon staff review and comments provided the recommended motion was developed as provided in the staff report.

FINDINGS OF FACT FOR VARIANCE:

Pursuant to LMC §15.06.060.D [Specific Review Procedures – Variances], the Board of Adjustment must find that all of the following criteria have been met in order to approve any variance in this case:

- (a) There are special circumstances or conditions, fully described in the board's findings, that are peculiar to the land or building for which the adjustment is sought and do not apply generally to land or buildings in the neighborhood, and have not resulted from any act of the applicant subsequent to the adoption of the code, such as irregularity, narrowness, or shallowness of lot, or exceptional topographical conditions.**

Staff Response:

The development is located in a Business District located adjacent to an established neighborhood. This property, as well as the property to the north and east, are all developed with primary entrances facing residential zones districts and are all subject to the same 16 sq. ft. limitation for electronic message centers. Staff cannot make the determination that this property contains special conditions and circumstances that are peculiar to this property that would justify the Variance request.

- (b) The circumstances or conditions are such that the strict application of the provisions of the code would deprive the applicant of the reasonable use of such land or building.**

Staff Response:

Strict application of the code would not deprive the applicant reasonable use of the land. The movie theater presently and historically has operated as a theater without the EMC. Denial of the variance does not prohibit installation of an EMC, it would only restrict the size of the EMC.

The smaller 16 sq. ft. EMC could provide the same information, however it would not be a static message and could incorporate scrolling or other animation. For a monochrome EMC (one color) there is no hold time and full animation is allowed; for a multi-color EMC there is a 8 second hold time.

- (c) If applicable, the circumstances or conditions are such that the strict application of the provisions of the code would deprive the applicant of access to alternative forms of energy such as solar or wind power.**

Staff Response:

Not applicable. No solar or wind power devices are being sought in this context and the variance being requested would not deprive the applicant of access to alternative forms of energy.

- (d) The granting of the adjustment is necessary for the reasonable use thereof and the adjustment as granted is the minimum adjustment that will accomplish this purpose;**

Staff Response:

The applicant has provided information regarding the anticipated use of the sign related to the number of theaters within the development. Additional information has been provided indicating that the 4" letter height is the minimum height for visibility from the Street. Staff believes this is the minimum adjustment that will accomplish the purpose of the variance.

- (e) The granting of the variance is in harmony with the general purposes and intent of the code and will not be injurious to the neighborhood or otherwise detrimental to the public welfare;**

Staff Response:

Granting of the variance is in harmony with the intent of the Unified Development Code and would not be injurious to the neighborhood or otherwise detrimental to the public welfare.

Modern EMCs have safeguards in place such as automatic dimming based on ambient light resulting in less glare and light emitted from a traditional cabinet sign.

- (f) The variance, if granted, will not alter the essential character of the neighborhood or district in which the property is located, nor substantially or permanently impair the appropriate use or development of adjacent property.**

Staff Response:

If the variance is granted, the essential character of the neighborhood would not be altered. Modern-day EMCs have safeguards to do automatic dimming based on ambient light. Lighting for this would likely be less intrusive than the existing cabinet sign. The use of the adjacent properties would not be affected by granting this variance.

PUBLIC COMMENTS:

Legal notice was published in the Laramie Boomerang on October 29, 2016. Letters were sent to surrounding property owners within 300 feet of the subject property on October 24, 2016. Staff has received one public from a property owner across the street opposing installation of the EMC.

ALTERNATIVES:

1. Approve the variance as submitted by the applicant, based on findings of fact and conclusions of law.
2. Approve the variance subject to conditions, based on findings of fact and conclusions of law.
3. Deny the variance based on findings of denial. The Board of Adjustment is required to make appropriate findings of fact and conclusions of law and state reasons for denial. (Staff's Recommendation)
4. Postpone the variance until issues identified during the meeting can be resolved.
5. Approve in part the variance subject to conditions, based on findings of fact and conclusions of law, and deny in part the variance, based on findings of fact and conclusions of law.

CONCLUSION OF FINDINGS AND STAFF RECOMMENDATION/ BOARD OF ADJUSTMENT OPTIONS:

All of the required findings, statutorily necessary for granting a variance as detailed in the staff report above, cannot be made for the request to Municipal Code LMC § 15.14.120.G.1.B therefore:

Move to **deny** the requested variance from Laramie Municipal Code LMC § 15.14.120.G.1.B that would grant relief from City of Laramie Electronic Message Center size restriction, based on findings of denial.

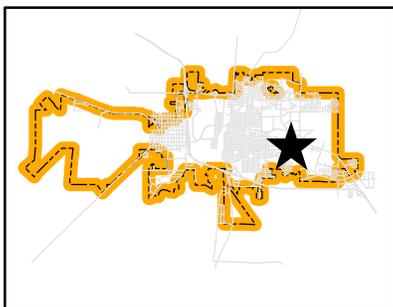
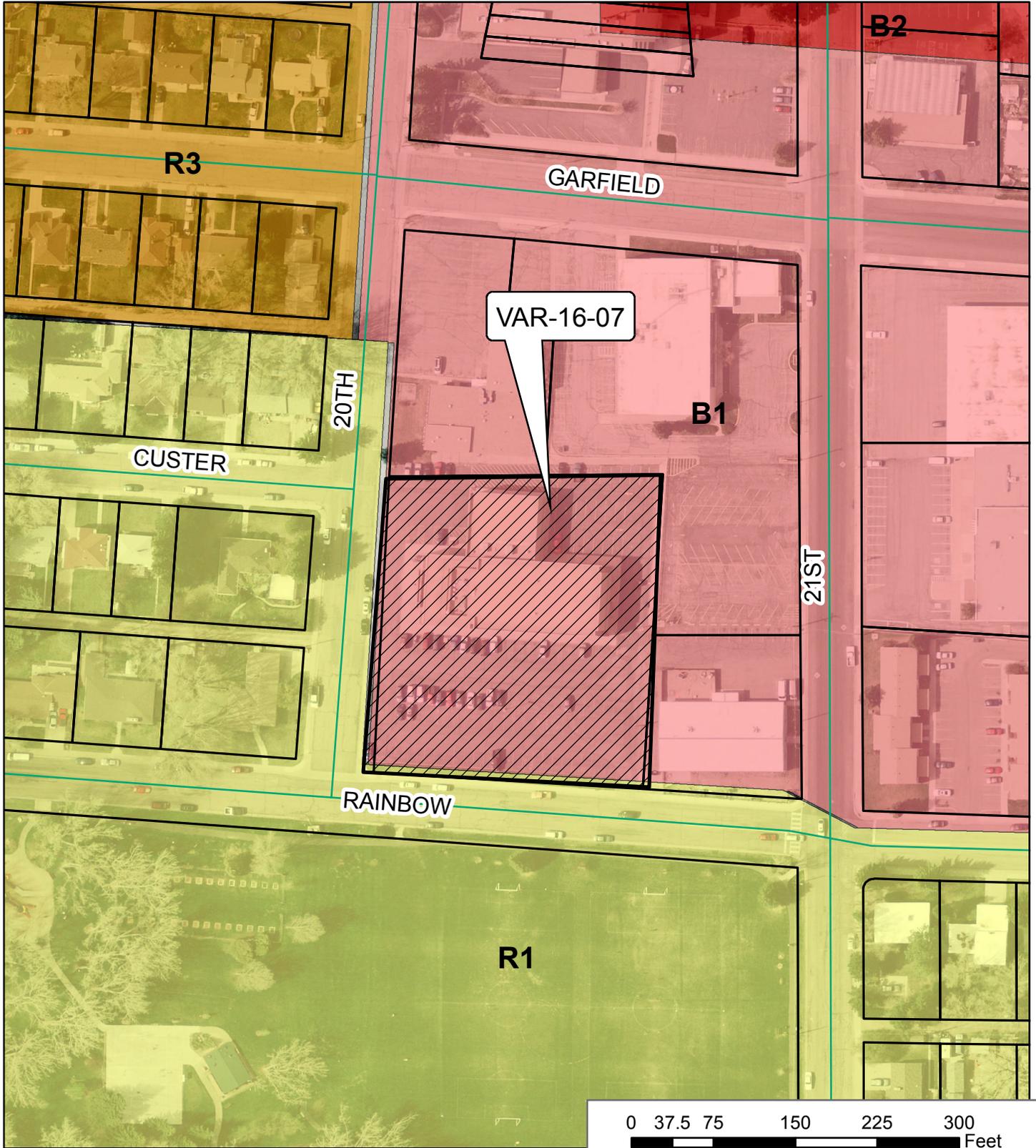
Note: If the Board of Adjustment desires to approve the variance differently than the staff's recommended motion, the Board will need to make the required denial/approval findings prior to a motion. Also, the Board may add/modify the conditions of the denial/approval with requirements deemed appropriate to the project.

Staff would recommend the following conditions:

1. The EMC shall conform generally to the plans and specifications provided and as attached to the staff report.
2. The developer shall apply for permits within six (6) months of the approval of the Variance. Failure to apply for a building permit within the specified time, or failure to keep such permit active until completion, shall cause the Variance to become null and void.
3. The EMC shall have a static display message and shall not change more than three times in any 24-hour period.

ATTACHMENTS:

1. Vicinity Map (1 page)
2. Cover Letter (2 pages)
3. Sign Plans and Specifications (4 pages)
4. Tech Memo Regarding Dimming (2 pages)
5. 10 Facts about Electronic Message Centers (6 pages)



VAR-16-07
505 20th Street



This Data contained herein was compiled from various sources for the sole use of the City of Laramie. REVIEW OF THIS DATA FOR ACCURACY AND ANY NECESSARY EDITING HAS NOT BEEN COMPLETED AT THIS TIME. Any use of the data by anyone other than the City of Laramie, and its members, is at the sole risk of the user; and by acceptance of this data, the user does hereby hold the City of Laramie, and its members, harmless and without liability from any claims, costs, or damages of any nature against the City of Laramie, including cost of defense arising from improper use of data, or use by other party. Acceptance or use of this data is done without any expressed or implied warranties.



September 21, 2016

City of Laramie, Planning Division
P.O. Box C
Laramie, WY 82073

Dear Planning Division,

Please let this letter serve as our formal request to complete the installation of one (1) electronic message center (EMC) sign at the Regal Cinemas Fox Theater located at 505 S 20th St, Laramie, WY 82070.

Regal Cinemas and the owner of Fox Theater recently decided they needed a better way to display movie showtimes to the increasing amount of patrons that are driving up to the theater. A current sign exists in the building window which cannot be seen in daylight and is too small to read at nightfall. This has caused an unsafe scenario where patrons are parking in the roadway or blocking the buildings drop-off area and exiting their vehicles in an attempt to see these showtimes.

In order to create a safer environment and ease the congestion of traffic in the area, we are proposing the installation of a new EMC to be mounted on the parapet just below the existing theater signage. This EMC will be used to display static movie showtimes; including title, rating and movie times. In addition to showtimes, this new sign will allow theater management to immediately post information for the public in relation to severe weather warnings, A.M.B.E.R alerts or other critical advisories that would help increase the safety of the community.

The proposed sign will allow for 4" text characters that will be clearly legible up to 200ft. which will reduce dwell time and eye focus. This sign is equipped with a photocell which automatically adjusts the signs brightness based on ambient light and will default to the lowest brightness setting in the event of failure. In addition the signage software allows for scheduled shutoff and startup times for the sign. Furthermore, Regal Cinemas will not be utilizing any kind of flashing, animated, scrolling, video or animated text and transitions on this sign.

In order for the sign to function as intended we will be asking for an increase in the allowed square footage of EMC's for zoning district B1 where the theater resides. The current limitation is not sufficient enough for the theater to use the proposed signage for its intended purposes.

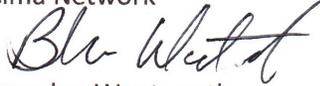
Please note that the EMC will require additional electrical to be installed, but there will not be any changes made to the materials or finishes of the building itself.

In addition to this letter, we have submitted a full design package plan outlining the scope of installation and official material related to the EMC product to show that it will adhere to all current EMC regulations concerning lighting.

If you have any questions or need further information, please call or e-mail me anytime. I can be contacted by email at bwentworth@cimanetwork.com or by phone at 267-622-4249.

Regards,

Cima Network

A handwritten signature in black ink, appearing to read "Brandon Wentworth". The signature is fluid and cursive, with the first name "Brandon" being more prominent than the last name "Wentworth".

Brandon Wentworth

Digital Signage Manager



REGAL CINEMAS

Digital Signage Permit Package | Fox Theatre 6
September 21, 2016 | 505 S 20th St.
Laramie, WY 82070



Created By: **CIMANETWORK**
signage & environmental branding

Symbols Key

	Description	By Cima	By G.C.
	120 Volt Junction Box		X
	277 Volt Junction Box		N/A
	Neon Transformer	N/A	
	Whip - 1/2" Greenfield Leave 6'-0" Length available		X
	LED Power Supply	X	
	Wood Block		X
	Additional Structure Req'd.		X
	Special Condition Applies		X
	Access Panel - Field Cut		X
	Access Panel - Field Cut, <i>see notes</i>		X
	Blocking Req'd.		X
	Additional Information Req'd.		X

Notes

- All electrical work is to conform to NEC standards.
- All U.L. listing labels are to be placed as required by local and national code requirements.
- G.C. is responsible to adequately secure all blocking in a manner that will support the weight of the signage shown in this document.
- Access doors are to be cut by G.C. to a minimum of 24" x 24" in size. Adjustments may be made based on field conditions and the approval of Regal Cinemas & Cima Network.
- G.C., Regal Cinemas and the architect are responsible to supply updates drawings as they are released.
- If there are any drawings inconsistencies or any questions concerning clarification on electrical or blocking locations please contact:

Ed Sangmeister @ Cima Network
210A Progress Dr.
Montgomeryville, PA 18936
267.308.0575
esangmeister@cimanetwork.com

Sign Information Overview

	Sign Schedule	Qty Req'd.	Sheet #	Electrical Req'd.	Voltage	Amp Load	Blocking Req'd.	Estimated Weight	Special Instructions
1	Digital Display	1	3	Yes	240V	17A	Y	714lbs	Verify existing canopy is capable of withstanding signage and associated loads.

Letter Visibility Chart

Size	Legible Distance for Maximum Impact	Maximum Legible Distance
3"	30'-0"	100'-0"
4"	40'-0"	150'-0"
6"	60'-0"	200'-0"
8"	80'-0"	350'-0"
9"	90'-0"	400'-0"
10"	100'-0"	450'-0"
12"	120'-0"	525'-0"
15"	150'-0"	630'-0"
18"	180'-0"	750'-0"
24"	240'-0"	1000'-0"
30"	300'-0"	1250'-0"
36"	360'-0"	1500'-0"
42"	420'-0"	1750'-0"
48"	480'-0"	2000'-0"
54"	540'-0"	2250'-0"
60"	600'-0"	2500'-0"

Note: The distances will vary approximately 10% with various color combinations. Maximum distance is in color with Red or Black on a White Background. Prepared by the California Institute of Technology.



1 Site Plan
2 Not to Scale



1 Digital Display
16mm Full Color



These drawings are conceptual only and are for the convenience of reference. They should not be relied upon as representations, express or implied, of final details of the signage. Signs shown are examples of unit types and may not depict actual units. Stated dimensions are measured to the conceptual and all dimensions are approximate and may vary with actual construction. All depictions of finishes and other matters of detail, are conceptual only and are not necessarily included in each unit, or if included, included as depicted.

1 Existing Exterior Elevation - West
3 Not to Scale

2 Proposed Exterior Elevation - West
3 Not to Scale

3 Proposed Exterior Elevation - West (Partial @ Canopy)
3 Not to Scale



4 Digital Display - Front View
3 SCALE: 1/2" = 1'-0"



5 Digital Display - Side View
3 SCALE: 1/2" = 1'-0"

Signage Details

① S/F, RGB Full color, 16mm, active Digital Display w/ factory **Black** finish.

Sign Specifications

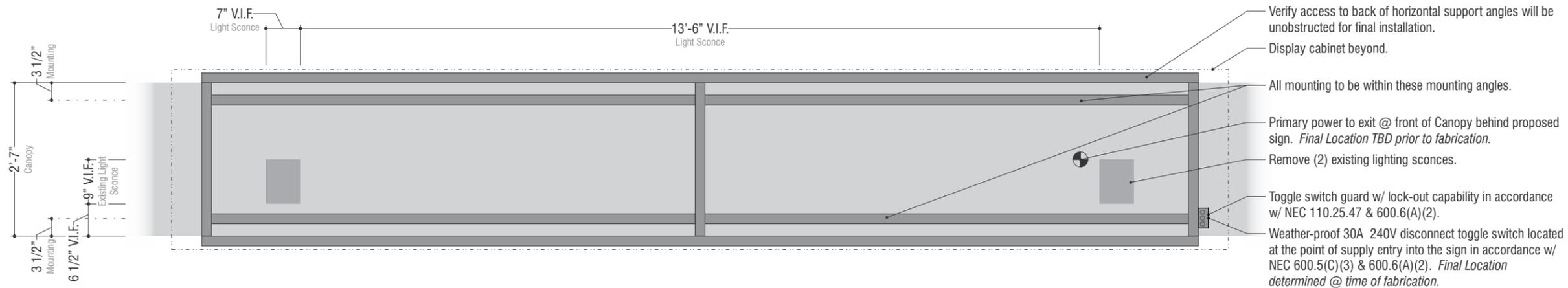
Electrical
Volts: **240** single phase w/ 3 wires plus earth ground
Total Amps: **17A**
Total Circuits Req'd: **(1) 30A 240V**

Area
Area of Signage: **54.29 sq.ft.**

Weight
Approximate Total Weight: **714 lbs**

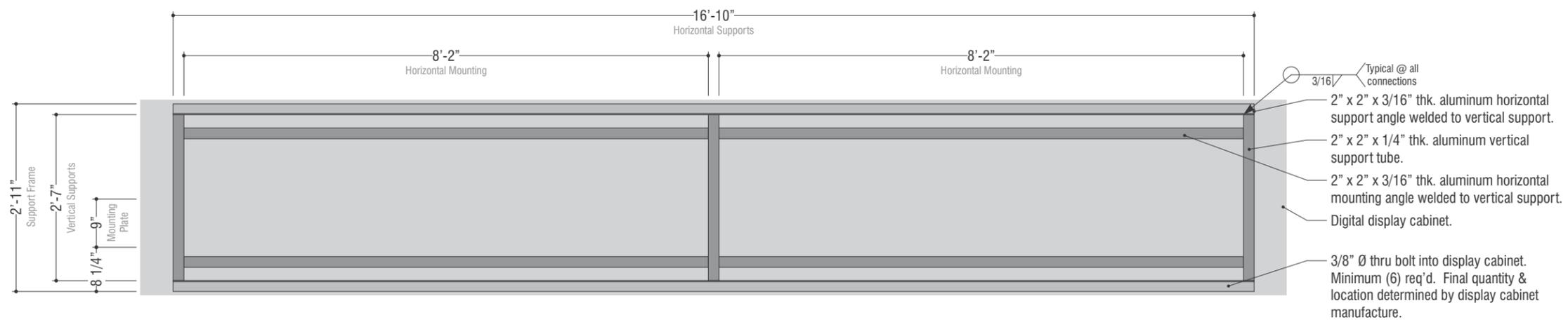


1 Digital Display
16mm Full Color

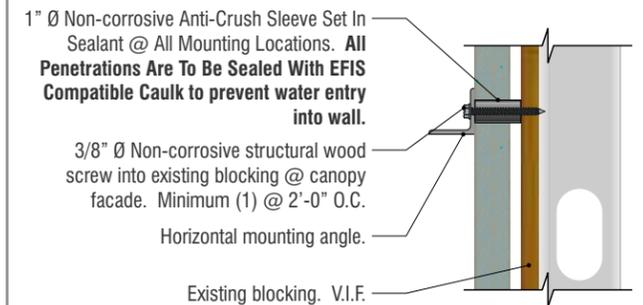


1 Canopy Facade Details - Front View
SCALE: 1/2" = 1'-0"

Note: Building owner is responsible for verifying capacity of building structure to support proposed sign and associated loads.



2 Display Support Frame - Rear View
SCALE: 1/2" = 1'-0"



3 Connection Detail - Section
SCALE: 1 1/2" = 1'-0"

PRIORITY: Medium

DATE: 9/14/16

TITLE: A-Series Dimming

ECO REFERENCE: N/A

PRODUCT(S)

AFFECTED:

SUMMARY: 1760

Typically sign dimming is achieved by taking the maximum reading from the attached photocells and comparing that against a list of dimming trip points. If photocells are in error, there is a fail-safe dimming point that will be used (10%). There also exist mechanisms to manually override the current sign brightness. It should also be noted that thermal protection can alter the ultimate dimming used by the sign.

The dimming trip points are defined on the sign in the “/Config/player.ini” file, internal to the Sign’s controller board. If they are omitted, the built-in defaults shown below are used.

Different kinds of signs and/or photocells will have different values placed into the settings file during manufacture.

dimlevels=0,10,27,50,115,270,575,1025,1575,2300
 dimpercents=10,20,30,40,50,60,70,80,90,100

Photocell Max	Brightness %	Photocell Max	Brightness %
>=2300	100	>=115	50
>=1575	90	>=50	40
>=1025	80	>=27	30
>=575	70	>=10	20
>=270	60		10

For an A-series, at this time, the settings are being loaded as:

dimlevels=50,1500,3000
 dimpercents=10,50,100

Photocell Max	Brightness %
>=3000	100
>=1500	50
(regardless of final number, this is the last level)	10

The A-Series Electronic Message Center has the capabilities to conform to all signage and lighting regulations for light output.



Professional custom content creation is included with every A Series LED sign purchased.

- A-Series signs pass these tests: Signal Integrity, Cold Start, Thermal, Impact & Flame, Rain, Immunity, and Surge Protection
- Units operate in temps from -40° to +50°C (-40° to 122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- Ooh!Media™ software makes content creation, editing and scheduling powerfully easy
- AlphaNet™ software

ENHANCED RESOLUTION

Adaptive's A-Series Premier model is one of the industry's clearest outdoor full color boards. Maximize message impact and attract traffic to your business. Its higher resolution is ideal for attention-grabbing messages, info and images.

SPEED READ

Premier signs are effective for establishments with traffic ranging from 15 mph to 60 mph.



HIGHLY VISIBLE NEAR

- Heavy pedestrian traffic
- Busy intersections
- City streets



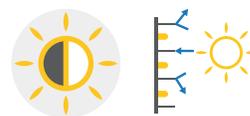
4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

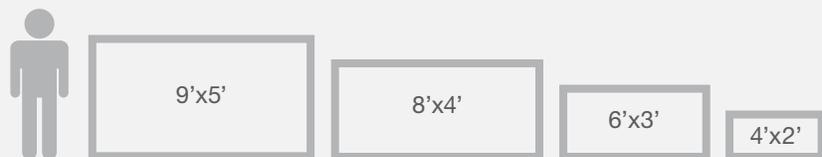


WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



ALL-WEATHER DESIGN popular sizes include:



10 Facts About Electronic Message Centers

Helping to Build Safe, Vibrant,
Growing Communities



If you are a member of a citizen review board for community planning or zoning appeals, a professional planner, or a municipal attorney, please view the information in this white paper as a straightforward attempt to present the facts about electronic message centers (EMCs).

On-premise EMCs have many potential benefits for a community — their unique visual power leads to thriving businesses and a growing tax base. But too often the discussion about EMCs gets infected with misinformation, preconceived attitudes, and the repetition of disproven myths.

This white paper examines 10 facts about electronic message centers. We hope it will form the beginning of a new and respectful conversation about how to effectively approve, install and use EMCs. After you have read this brief but informative document, we believe there will be new agreement on one central goal: that planners and businesses should work together to build safe, vibrant, growing communities.

Fact 1: EMCs Help Build Successful Businesses

Effective signage has four primary functions that support local businesses: identify, inform, direct and promote.

In today's noisy and often chaotic mobile society, businesses are searching for effective tools to convey unique messages to the public, especially to potential customers. Many decisions are made at the street level, and the connection between a business and a customer must be made effectively, efficiently and safely. To support these critical functions, EMCs create the means for a retailer or other business or organization to quickly form a connection between store and shopper, between a driver and a decision.

Information is delivered cost-effectively to a broad number of consumers. Customers find their way to the business, and that business thrives. EMCs make this connection possible in real time, in the real world. And those thriving businesses become the foundation of vibrant, growing communities.

Local governments work hard to construct sign codes that support businesses, which helps local economies. The American Planning Association reports that more communities around the country, communities like San Antonio and Seattle, are recognizing that digital signage can support and grow the local economy¹.

Fact 2: EMCs Inform and Help Drivers

Some critics consider EMCs disruptive to traffic, but the Federal Highway Association and research organizations have found no link between accidents and EMCs². In fact, organizations such as the California Highway Patrol and the North Carolina Department of Transportation rely on electronic message centers to inform drivers of adverse weather, dangerous traffic conditions and other emergencies^{3,4}.

Why? EMCs broadcast information to busy roads and highways, so drivers are aware of conditions no matter where they are. Unlike static signs, digital signs allow updated information to be delivered clearly and consistently to multiple locations at once.

Fact 3: EMCs Reduce Visual Clutter

Consider the plight of the neighborhood retailer who wants to effectively market to the community. Of course, an investment in an on-premise sign is one place to start. But many businesses resort to unfortunate and unnecessary steps to advertise to passing drivers. Consider the business that:

- Plasters its windows with posters (unsightly and often unsafe)
- Displays tacky yard signs or sidewalk signs
- Strings pennants and banners across its sign or front façade
- Still uses “portable arrow” reader boards
- Employs a sign spinner, man in a gorilla suit or other distracting “attention-getter”

There is a better solution. Electronic message centers can clean up the visual clutter found on many streets, both at the pedestrian and driver level. They allow a business or organization to present a consistent brand and professional face to the community. EMCs support strong businesses while following reasonable guidelines that stipulate message duration, transition time, colors, sizes and designs.

Well-written sign codes address unsightly visual clutter, cleaning up a community’s image and outward appearance. But these same thoughtful codes can allow EMCs precisely because they are such a powerful tool for building business. Imagine your local landscape without letters falling off a manually adjustable reader board and without more “make do” window signs trying to pass for advertising.

The best digital sign manufacturers have experience working with local governments and design their EMCs with features that ensure signs comply with local codes. That way, everyone is satisfied with the new EMC — residents, public officials and business owners.

Fact 4: Towns with EMCs Don’t Look Like “Vegas”

Your town won’t look like Las Vegas just because you have EMCs. Each community’s sign codes are different, and a good code will determine reasonable guidelines on sign design and size. But if this argument has been made in your town, it’s important to consider the following:

- The average Las Vegas “spectacular” signs are 120-150+ feet tall with hundreds of square feet of led modules
- The average “main street” pylon sign is 20-30 feet tall with 30-60 square feet of led modules.

The scale and use of a main street sign is not even in the same stratosphere as the Las Vegas spectacular. Las Vegas signage is designed to catch attention, without a doubt. While on a considerably smaller scale, Main Street markets are finding that electronic message centers deliver similar visual power.

Fact 5: EMCs Don’t Flash, They Advertise

“No flashing signs.” If this term is still in your sign code, it is outdated and applies to a restriction which is meant for older and now increasingly ineffective signs. Consider the current standard established by the Federal Highway Administration which states that electronic message centers are not “flashing” signs.

The U.S. Coast Guard defines a flashing light as “A light in which the total duration of the light in each period is clearly shorter than the total duration of the darkness and in which the flashes of light are all of equal duration.” Clearly, that doesn’t describe the appearance of an electronic message center.

EMCs display advertising, and two new terms describe the way the sign behaves. “Hold time” is the duration of each advertisement. A typical on-premise sign code will stipulate a hold time from 8-10 seconds, but hold times can vary from a few seconds to a minute or more. “Transition” describes the manner in which the advertisement changes from one message to another.

Since the days of codes that stipulate “no flashing signs”, sign technology has changed and improved. It’s time to update outdated sign code language, too.

Fact 6: EMCs Are the Future of Advertising

Electronic message centers are a big improvement over less dynamic advertising methods. It’s not unusual for business owners to experience both sales increases and advertising cost reductions after switching to EMCs. That is what makes an electronic message center such a powerful tool for business-building.

EMCs’ flexible advertising capability makes them popular in industries like quick-service restaurants, where changing menu items and promotions can be easily featured. Userfriendly digital signage software gives business owners greater control over advertising, potentially boosting its effectiveness and building their business faster. The best EMC software will allow a sign owner to easily customize their ad design, even providing artwork ‘clips’ and design advice to enhance advertising impact. Advanced features, such as ad content based on RSS feeds, social media and custom-designed art can make the most of an electronic message center’s advertising capability.

EMCs are tools to build local businesses and communities, helping planners and government officials fulfill an important mission.

Fact 7: EMC Model Codes Build Community Consensus

Model sign codes give planners and government officials examples of functional sign laws. These model codes, like the one designed by the International Sign Association, were designed to help communities craft sign regulations that work for the city, residents and the business community. Model codes provide information — based on real sign codes in communities across the country — about land use, sign design and related issues.

As Craig Vogel from the University of Cincinnati stated recently, “City planners and designers at all levels must navigate the ocean of issues that confront stakeholder tension: companies attempting to communicate, the signage industry looking for growth and new revenue models, and communities and individuals attempting to design the quality of their living environments... These positions require thoughtful compromise and the ability to find new solutions.”

Model sign codes can serve as an important starting point for consensus-building and compromise, so city planners and business leaders can work together to create a path for growth.

Fact 8: EMCs Improve Public Safety

Fire and police stations, hospitals, town halls and schools across the country use electronic message centers to educate and inform their communities. That's because EMCs can be updated immediately to keep residents informed. And EMCs throughout a fire protection district or municipality can be networked to provide a single source of vital emergency information that can be updated easily and consistently.

EMCs can keep a community informed about:

- Road closures and weather bulletins
- Shelter locations, boil orders, and emergency instructions
- Crimestopper information, public safety information
- Educational programs, fire safety week and blood drives
- Events, fundraisers, parades
- City regulations and policies
- Amber Alerts and Silver Alerts

In fact, the Federal Emergency Management Association (FEMA) and the Office of Homeland Security provide grants for digital signage and their backup generators because EMCs are effective tools to inform communities¹⁰. In past emergencies, EMCs were especially informative when traditional media was overburdened or inaccessible to the local population¹¹.

Electronic message centers help schools, police departments and other municipal buildings display useful information 24/7.

Fact 9: EMCs Have Adjustable Brightness Settings

A community may consider certain reasonable restrictions on electronic message center displays. One concern that is sometimes expressed is that EMCs will emit too much light at night. The best EMCs have internal brightness settings that are set to automatically adjust brightness to be higher in the day and lower in the evening. Nighttime settings are typically 5–7% of daytime brightness.

Some of the best sign manufacturers can also set brightness limits at the factory according to your particular sign code. That way, EMCs will communicate clearly and fit into your community, not fight against it.

Fact 10: EMCs Become Community Landmarks

Electronic message centers can become rallying points for, and landmarks within, a community. No wonder so many schools, churches and government facilities use electronic message centers to proudly display messages valued by the community. Shaping your city's identity and building your tax base are just a few of the things an EMC can do for your community.

Use EMCs to:

- Welcome new residents and visitors
- Highlight local events
- Give businesses a targeted advertising tool
- Generate ongoing municipal revenue
- Spark interest in local attractions

- Engage and serve the community with PSAs
- Increase community safety

Electronic message centers offer an unmatched ability to captivate, to sell, and to serve a community and its businesses. We support your efforts to create a safe, vibrant, growing community. Harness the visual power offered by electronic message centers to create a contemporary signage solution for your community.

10 Facts Recap

- 1: EMCs Help Build Successful Local Businesses
- 2: EMCs Inform and Help Drivers
- 3: EMCs Reduce Visual Clutter
- 4: Towns with EMCs Don't Look Like "Vegas"
- 5: EMCs Don't Flash, They Advertise
- 6: EMCs Are the Future of Advertising
- 7: EMC Model Codes Build Community Consensus
- 8: EMCs Improve Public Safety
- 9: EMCs Have Adjustable Brightness Settings
- 10: EMCs Become Community Landmarks

Cima Network understands townships and city municipals need detailed information to make digital signage work for your city or town. EMCs are not only the fastest, most effective way to build business; they can be an informative and attractive addition to any community.

¹ Marya Morris, AICP, "Looking Ahead: Regulating Digital Signs and Billboards," *Zoning Practice*, April 2008, <http://www.planning.org/zoningpractice/2008/pdf/apr.pdf>.

² John E. Farby et. al., *The Effects of Commercial Electronic Variable Message Signs (CEVMS) on Driver Attention and Distraction: An Update, Virginia: National Technical Information Service*, (February 2009):14, <http://www.fhwa.dot.gov/realestate/cevms.pdf>.

³ University Enterprises, Inc., "Sacramento State Digital Sign: Frequently Asked Questions," California State University, Sacramento, accessed October 11, 2012, <http://www.enterprises.csus.edu/sign/faq.html>.

⁴ Morganton News Herald Staff, "I-40 DOT digital signs will provide road information," *Morganton News Herald*, July 26, 2012, <http://www2.morganton.com/news/2012/jul/26/i-40-dot-digital-signs-will-provide-road-informati-ar-2466602/>.

⁵ Shintaro Okazaki, ed., "Public Opinion Towards Digital Billboards in the United States," *Advances in Advertising Research (Vol. 2): Breaking New Ground in Theory and Practice (2011)*: 377, DOI: 10.1007/978-3-8349-6854-8_24.

⁶ U.S. Coast Guard, *U. S. Coast Guard Light List: Volume One Atlantic Coast (St. Croix River, Maine to Shrewsbury River, New Jersey) (2012)*: XVIII, <http://www.navcen.uscg.gov/pdf/lightLists/LightList%20V1.pdf>.

⁷ Alicia Kelso, "Not just menu boards: QSR letterboards going digital," *Digital Signage Today*, May 29, 2012, <http://www.digitalsignagetoday.com/article/195125/Not-just-menu-boards-QSR-letterboards-going-digital>.

⁸ David L. Williamson, "Sign Law and Policy: A Second Model Sign Code," *Sign and Digital Graphics*, February 1, 2010, <http://sdgmag.com/article/business-marketing/sign-law-and-policy-second-model-sign-code>.

⁹ Craig Vogel, "The Culture Value of Signage: Using Social, Economic and Technology Factors to Drive Pragmatic Innovation and Effectively Find Our Way Through Time & Space," presented at the University of Cincinnati, 2012 National Signage Research & Education Conference, October 2012

¹⁰ Federal Emergency Management Association, "Welcome to the Assistance to Firefighters Grant Program," U.S. Department of Homeland Security, 2012, <http://www.fema.gov/welcome-assistance-firefighters-grant-program>.

¹¹ Federal Emergency Management Association, *Outdoor Warning Systems Technical Bulletin (Version 2.0)* January 12, 2006: 12, http://www.midstatecomm.com/PDF/FEMA_guide.pdf.

¹¹ Information and educational material credited to Watchfire signs.