ORIGINAL ORDINANCE NO.: 1847 INTRODUCED BY: Hanson

ENROLLED ORDINANCE NO.: 1622

AN ORDINANCE AMENDING TITLE 15 OF LARAMIE MUNICIPAL CODE PROVIDING FOR ADOPTION OF A NEW SIGN CODE AND AMENDING RELATED SECTIONS AS APPLICABLE.

WHEREAS, on August 21, 2007, the City Council adopted the Laramie Comprehensive Plan which lists as one of its recommendations to update the City's Sign Code; and

WHEREAS, on August 23, 2010 and January 24, 2011, the Laramie Planning Commission held a public hearing, took comments, and after due deliberation and amendments, recommended approval of the sign code to City Council;

WHEREAS, the Laramie City Council held a public hearing on May 8, 2012 to take and consider public comments;

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LARAMIE:

Section 1. That Section 15.06.060.I.2 is amended to read as follows: "Permits shall be required for all signs, unless exempt pursuant to subsection 15.14.120.C."

Section 2. That Section 15.08.030.E.2.c.xii is amended to read as follows: "The standards of section 15.14.120 shall apply in the DC district, except that the standards for signs are modified as follows:"

Section 3. That Section 15.08.030.E.2.c.xii.(14) is created to read as follows: "Electronic Message Centers (EMCs) shall be prohibited."

Section 4. That Table 15.15.14.050-3 Footnote 2 is amended to read as follows: "No sign of any kind is permitted along freeways or interstates within the planting area of L4 Screening perimeter landscaping, except signage may be allowed in the Interstate Overlay District pursuant to Subsection 15.14.120.E.1 of this Title.

Section 5. That Section 15.14.120 is deleted in its entirety.

Section 6. That Subsection 15.22.040.A is amended to read as follows: "Refer to subsection 15.14.120.H, Nonconforming and Abandoned Signs, of this Title."

Section 7. That Subsection 15.22.040.B is deleted in its entirety.

Section 8. That Subsection 15.22.040.C is deleted in its entirety.

Section 9. That Subsection 15.22.040.D is deleted in its entirety.

Section 10 That Subsection 15.22.040.E is deleted in its entirety.

Section 11. That Subsection 15.22.040.F is deleted in its entirety.

Section 12. That Subsection 15.28.030.50 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 13. That Subsection 15.28.030.72 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 14. That Subsection 15.28.030.95 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 15. That Subsection 15.28.030.163 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 16. That Subsection 15.28.030.191 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 17. That Subsection 15.28.030.192 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 18. That Subsection 15.28.030.193 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 19. That Subsection 15.28.030.257 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 20. That Subsection 15.28.030.310 is amended to read as follows: "Sign. See subsection 15.14.120.B.48 "Sign, signage.""

Section 21. That Subsection 15.28.030.320 is deleted in its entirety and all subsequent subsections are renumbered accordingly.

Section 22. That Subsection 15.08.040.D.4.c.(v) is amended to read as follows: "Unless located within the I-80 Corridor Overlay District, as defined in subsection 15.14.120.E.2.a of this title, all signs permitted shall be monument signs (i.e., the lower edge of the sign is attached to a foundation with no visible air space in between the lower edge of the sign face and the foundation) following the effective date of this ordinance. Monument signs shall be constructed of materials similar to or which are compatible in quality and appearance with the primary materials used on primary buildings on the site. The addition of skirting between the lower edge of the sign face and the foundation of a pole sign, in order to avoid visible air space between the two, is not permitted. Monument signs shall not exceed ten feet in height above street grade. The maximum sign face of a monument sign shall be 80 square feet. If the monument sign is oriented approximately perpendicular to the street frontage, or if it is located diagonally on a

corner lot in order to be seen from two streets, it may contain a sign face of up to 80 square feet on each of its two sign faces. Maximum sign areas shall apply to each lot or parcel, and not per street frontage or per user."

Section 23. That Section 15.14.120 (Signs) is hereby adopted in its entirety as provided in "Attachment A-1" which is attached hereto and made part of Laramie Municipal Code as Section 15.14.120 of Title 15.

Section 24. That if any section, subsection, sentence, clause, phrase, graphic, or portion of this ordinance is for any reason held invalid or deemed unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate distinct and independent provision and such holding shall be deemed a separate and distinct and independent provision and such holding shall not affect the validity of the remaining provisions of this ordinance; and

Section 25. That this ordinance shall become effective after its passage, approval and its publication.

Passed and approved this 31st day of July, 2012.

Scott A. Mullner, Mayor and President of the City Council

Attest:
Sue Morris-Jones, MMC
City Clerk

Duly published in the *Laramie Boomerang* this 15th day of August, 2012.

First Reading: April 17, 2012
Public Hearing: May 8, 2012
Second Reading: July 12, 2012
Third Reading and Final Action: July 31, 2012

15.14.120.A. Intent and Purpose

The intent and purpose of Section 15.14.120 is to:

1. Encourage the effective use of signs as a means of communication in the city;
2. Enhance economic development opportunities for the community;
3. Provide for a safe and efficient transportation network;
4. Ensure that pedestrians, motorists, travelers, and other citizens are protected from damage or injury caused or attributable to the distractions and obstructions which are caused by improperly situated signs;
5. Minimize the adverse effect of signs on nearby public and private property;
6. Preserve the Laramie area's natural scenic beauty; and
7. Improve the aesthetic appearance of Laramie.

The City intends to provide a reasonable balance between the right of an individual to identify its business or convey its message, and the right of the public to be protected from the visual discord that results from unrestricted proliferation and uncoordinated placement of signs.

This Chapter is not intended to and shall not regulate: (a) building design, exclusive of sign regulatory elements; or (b) the content and message of signs.

15.14.120.B. Definitions

1. For the purposes of this Sign Ordinance (Section 15.14.120), the following words and terms shall have the meanings set forth in this Definitions subsection. Words and phrases not defined in this subsection but defined in Chapter 15.28 of this Section shall be given such meanings. Other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise.
2. "Abandoned sign" means a sign that no longer identifies or advertises a bona fide business, service, or product. An abandoned sign is not defined as a nonconforming sign.
3. "Aggregate sign area" See "Sign display area"
4. "Animated sign" means any sign that uses movement or change of lighting to depict action or create a special effect. An animated sign is not defined as a changeable copy sign for purposes of this Section.
5. "Area, sign" See "Sign display area"
6. "Banner" means any wall sign made of fabric, plastic, or other non-rigid material with no enclosing framework. A banner is deemed to be a type of temporary sign.
7. "Beacon" means any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light

source; also, any light with one or more beams that rotate or move.

8. "Billboard" means an off-premise sign on a permanent structure on which the copy may be periodically changed, typically designed for viewing from interstate or primary arterial corridors. An off-premise sign on a permanent structure with sign display area of two hundred (200) square feet or more is deemed to be a billboard for purposes of this Chapter.

9. "Building marker" means any sign indicating the name of a building and date and incidental information about its construction, which sign is an integral part of a masonry surface or made of bronze or other permanent material.

10. "Building frontage, street" means the width of a building parallel to the street frontage. In a shopping center or mall where buildings do not have direct access or frontage on a street, the building frontage is defined as the width of the building parallel to the public parking lot frontage.

11. "Canopy sign" means any sign that is a part of or attached to an awning, canopy, marquee or other fabric, plastic, or structural protective cover over a door, entrance, window, sidewalk or outdoor service area.

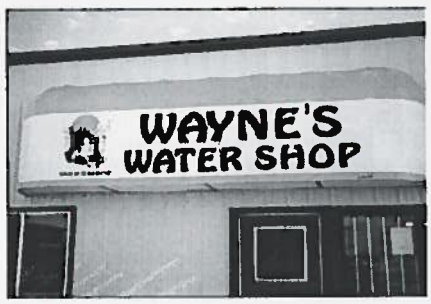

Figure 15.14.120-1: Canopy Sign

12. "Changeable copy sign" means a sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign, either manually through the use of attachable letters or panels, or electronically using incandescent bulbs, liquid crystal displays (LCDs), light emitting diodes LEDs), or similar technologies. An off-premise sign on which the message changes more than seventy-two (72) times in any given twenty-four (24) hour day is defined as an animated sign and not a changeable copy sign for purposes of this Chapter.

13. "Commercial message" means any sign wording, logo, or other representation that names, advertises, or calls attention to a business, product, service, or other commercial activity.

14. "Commemorative sign" means a sign, tablet, cornerstone or plaque less than ten (10) square feet memorializing a person, event, structure or landmark.

15. "Construction sign" means a temporary sign placed in advance of occupancy of a building or structure indicating the name of the building or structure, the architects, the contractors, and other information regarding the building or structure.

16. "Directional sign" See "Off-premise directional sign" or "On-premise directional sign"

17. "Electronic message center (EMC)" means a sign which meets the definition herein of either an "On-premise Electronic Message Center (EMC)" or an "Off-premise Electronic Message Center (EMC)".

18. "Electronic message center (EMC), monochrome" means a sign which meets the definition herein of either an "On-premise Electronic Message Center (EMC)" or an "Off-premise Electronic Message Center (EMC) and displays only one color within any given eight (8) second period of time, excluding black and white.

Figure 15.14.120-2: Festoon

19. "Electronic message center (EMC), multicolor" means a sign which meets the definition herein of either an "On-premise Electronic Message Center (EMC)" or an "Off-premise Electronic Message Center (EMC) and displays more than one color at any given time, excluding black and white.

20. "Festoon" means a string of ribbons, tinsel, pennants, or pinwheels.

21. "Flag" means any fabric or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity, or displaying a noncommercial message.

22. "Freestanding sign" means any sign supported by structures or supports that are placed in, or anchored in, the ground and that are independent from any building or other structure. Freestanding signs as defined herein are deemed to include monument signs and pole signs.

23. "Fuel price sign" means an on-premise sign, located on property whose primary use is retail dispensing of fuel and fuel products, and that displays any or all of the following elements: (a) the name or logo of the business on which premises the fuel dispensing activity occurs; (b) the per-unit price(s) of fuel(s) to be dispensed on the premises.

24. Governmental sign" means a sign installed by a unit of federal, state or local government whose purpose and function is control of traffic or other regulatory purposes, including street signs, detour signs, danger signs, railroad crossing signs, and temporary or permanent signs erected by or on the order of a public officer in the performance of his public duty. This term is deemed to include signs of public service entities whose purpose and function is control of traffic or other regulatory purposes, including hazard or danger warning signs and similar aids to service safety.

25. "Height, sign" See "Sign height"

26. "Holiday decorations" means noncommercial signs, graphics, or other materials that are temporarily displayed during the generally accepted season of traditionally accepted civic, patriotic, cultural, and/or religious holidays.

27. "Incidental sign" means a sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "loading only," "telephone," and other similar directives. No sign with a commercial message legible from a position beyond the boundary of the lot on which the sign is located is deemed to be incidental. A sign that meets the definition of an on-premise directional sign is not defined as an incidental sign.

28. "Monument sign (low profile sign)" means a freestanding sign that is composed of a solid base structure between finished grade and the topmost point of the sign structure, such that the base length at grade equals seventy percent (70%) or more of the maximum sign length, measured parallel to the widest horizontal dimension of the sign face(s).

Figure 15.14.120-3: Multi-tenant Monument sign

29. "Multi-tenant complex" means a lot that contains multiple business entities contiguous to a common parking lot.

30. "Neon-style sign" means a sign that utilizes electrically charged neon or other inert gas contained within a vacuum tube to generate light. "Neon-style sign" may also mean a sign that uses other technology to mimic or reproduce the visual appearance of gas-containing tubes, such as LED light source(s) within flexible light-diffusing tubes. The sign message is created by bending and forming the tubes into lettering and/or iconic graphical shapes.

31. "Nonconforming sign" means any sign that was lawfully established prior to the effective date of this Chapter or a subsequent amendment thereto, but does not conform to the requirements of this Chapter.

32. "Off-premise sign" means a stationary sign that advertises or displays commercial information about a commercial or business establishment, good, facility, service or product that is not sold, conducted or offered on the premises on which the sign is located. An off-premise sign is deemed to not include a sign that meets the definition of an off-premise directional sign.

33. "Off-premise directional sign" means a sign that is not located upon the premises of the activity to which it refers that directs the movement or placement of pedestrian or vehicular traffic. To be classified as an off-premise directional sign, the subject sign shall display only a business name or logo and directional information.

Figure 15.14.120-4: Off-premise Directional Sign

34. "Off-premise electronic message center (EMC)" means a changeable copy or animated sign that utilizes a computer or other electronic controlled means to change and control the message displayed, and that advertises or displays commercial information about any commercial or business establishment, good, facility, service or product that is not sold, conducted or offered on the premises on which the sign is located. An off-premise EMC may use incandescent lamp, LCD, LED or other illuminated display

technologies. An off-premise EMC whose copy changes more than seventy-two (72) times in any given twenty-four (24) hour day is defined as a type of animated sign; any other EMC is defined as a type of changeable copy sign. An off-premise EMC that also meets the definition of a billboard as defined herein is deemed to be a type of billboard for purposes of this Chapter.

Figure 15.14.120-5: On-premise **Directional Sign**

35. "On-premise sign" means a sign that is located upon the lot, property, or premises of the activity to which it refers. To be classified as an on-premise directional sign, the subject sign shall display only a business name or logo and directional information.

36. "On-premise directional sign" means a sign located upon the lot, property, or premises of the activity to which it refers that directs the movement or placement of pedestrian or vehicular traffic.

37. "On-premise electronic message center (EMC) " means a changeable copy or animated sign that utilizes a computer or other electronic controlled means to change and control the message displayed, and that is located on the same lot or premises to which all sign messages refer. An on-premise EMC may use incandescent lamp, LCD, LED or other illuminated display technologies. An on-premise EMC whose copy changes more than seven and one-half (7.5) times in any given minute is defined as a type of animated sign; any other on-premise EMC is defined as a type of changeable copy sign.

38. "Pennant" means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

39. "Pole (pole-style) sign" means a freestanding sign that is supported by one (1) or more columns, uprights, poles or braces extended from the ground or from an object on the ground.

40. "Political sign" means a sign advertising a candidate for political office or a measure scheduled for election.

41. "Portable sign" means any sign not permanently attached to the ground or other permanent structure and designed to be transported, including, but not limited to,

Figure 15.14.120-6: Pole-style signs

signs designed to be transported by means of wheels or signs converted to A- or T-frames. For purposes of this Chapter, a portable sign shall be classified as either: (a) a temporary sign; or (b) a vehicle sign, as applicable.

Figure 15.14.120-7: Projecting sign

42. "Principal building" means the building in which is conducted the principal use of the lot on which it is located. Lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages, and other clearly accessory uses are not deemed to be principal buildings.
43. "Principal street frontage" For properties with frontage on more than one public street, the property owner at his discretion shall designate the principal street frontage to be either: (a) the street with the longest frontage, or (b) the street with the highest functional classification, as determined by the adopted Major Street Plan.
44. "Projecting sign" means any sign affixed to a building or wall in such a manner that its leading edge extends more than twelve (12) inches beyond the surface of such building or wall.
45. "Revolving sign" means a sign that has the ability to turn at least 180 degrees. All or a portion of the revolving sign shall be capable of revolving at a steady or variable speed.

Figure 15.14.120-8: Roof sign

46. "Roof sign" means any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.
47. "Roof sign, integral" means any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six (6) inches.
48. "Sandwich board sign" means a portable self-supporting sign with one or more faces, typically designed with an A-frame (i.e., upside-down "V") or similar shape.
49. "Setback" Means the distance from the property line to the nearest part of the sign, measured perpendicularly to the property line or right-of-way.

Figure 15.14.120-9: Roof Sign, Integral

50. "Sign, signage" means any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public. The term "signage" is deemed to be identical to the term "sign", whether singular, plural, or collective. A graphic display whose purpose and function is purely decorative or artistic in character, that is recognizable as such to a typical observer, and that is not intended to convey a particular message, is not deemed to be a sign for purposes of this Chapter.

Figure 15.14.120-10: Wall sign display area. The hatched area represents the sign display area.

51. "Sign display area (individual) " means the area of a sign face (which is also the sign display area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning regulations and is clearly incidental to the display itself.

Figure 15.14.120-11: Monument Sign display area. The hatched area represents the sign display area.

52. "Sign display area (multi-faced)" means the sign display area for a sign with more than one face shall be computed by adding together all individual sign display areas visible from any one point. When two identical sign faces are placed parallel (back-to-back), so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than seventy-two (72) inches apart, the sign display area shall be computed by the measurement of the individual sign display area on one face.

53. "Sign height" means the height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign structure. Normal grade shall be construed to be the lower of: (1) existing grade prior to construction; or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street, or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower. In the case of a billboard in the I-80 Corridor Billboard Sign District, the sign height is measured from

interstate highway grade to the top of the billboard structure, as specified in Section 15.14.120.E.2.

54. "Suspended sign" means a sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

55. "Temporary sign" means any sign that is used only temporarily and is not permanently mounted. Temporary signs shall be classified as either: (a) Special-Event Temporary Signs, (b) Supplemental Temporary Signs, or (c) Portable Signs.

Figure 15.14.120-12: Suspended Sign

56. "Temporary sign (special-event temporary sign)" means any temporary sign that is displayed in association with a generally recognized event of limited duration that is of special importance to the greater Laramie community, such as: Homecoming Week(end) (for any education institution holding same); "First Day of Classes" Period (defined as one (1) week before, through one week after, the first day of classes for any educational institution holding same); Jubilee Days; Snowy Range Rendezvous; or the Dead Dog Classic. For purposes of this Chapter, temporary signage for a special event whose duration is two (2) consecutive weeks or longer shall not be classified as special-event temporary signage.

57. "Temporary sign (supplemental temporary sign)" means any temporary sign that is not classified as a special-event temporary sign.

58. "Time-temperature sign" means a sign that displays only an electronic or mechanical indication of time, temperature, or both. A time-temperature sign is deemed to be a changeable copy sign, and thus exempt for purposes of this Chapter, without respect to frequency or duration of the changeable copy message.

59. Vehicle sign" means any sign which is painted on, affixed to or otherwise mounted on any vehicle or on any object which is placed on, in or attached to a vehicle that is parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day transportation operations of a business. For the purposes of this definition, the term "vehicle" is deemed to include trucks, buses, vans, railroad cars, automobiles, tractors, trailers, motor homes, and semi-tractors.

Figure 15.14.120-13: Wall Sign

60. "Wall sign" means any sign attached parallel to, and within twelve (12) inches of, a wall, painted on the wall

surface, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

Figure 15.14.120-14: Window Sign

61. "Wayfinding sign" means an off-premise directional sign, located within a right-of-way or on public property, that guides the traveling public to key noncommercial civic, cultural, visitor, or recreational destinations within Albany County. A wayfinding sign is deemed to include an off-premise directional sign guiding the traveling public to a specific neighborhood or district within the City of Laramie.

62. "Window sign" means any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service, that is permanently affixed inside or upon a window and is visible from the exterior of the window.

15.14.120.C. General Provisions

1. Sign Permit Requirements

The following provisions apply to all signs:

a. Unless otherwise provided by this chapter, all signs shall require a permit.

b. If a sign requiring a permit under the provision of this chapter is to be placed, constructed, erected, or modified on a lot, the owner of the lot shall secure a sign permit prior to the construction, placement, erection, or modification of such a sign. A sign permit shall be obtained in accordance with Section 15.14.120.H of this chapter.

c. A permit shall not be required for a modification to an existing sign that changes only the message content thereof and does not alter or affect the sign structure in any other way. Examples of such changes that do not require a permit include, but are not limited to: Repainting faded lettering or graphics; replacing visibly worn materials in the sign display area, such as plastic lettering; or changing the sign copy to reflect a change in a business's name or identity.

d. A permit shall not be required for changing the message content of an Electronic Message Center (EMC), provided that all requirements of Section 15.14.120.G (Electronic Message Center [EMC] Signs) are met.

2. Exempt Signs

The following signs shall be exempt from regulation under this chapter.

a. Barber poles (whether revolving or stationary);

b. Building markers, plaques, or cornerstones;

c. Time-temperature signs that do not exceed thirty-two (32) square feet in sign display area;

d. Commemorative signs;

e. Construction signs that do not exceed thirty-two (32) square feet in sign display area and seven (7) feet in sign height;

f. Display of street addresses or numbers;

g. Flags of any governmental unit (nation, state, etc.), or flags with a noncommercial message;

h. Fuel price signs, provided the copy area devoted to displaying fuel pricing is 32 square feet or less per each price displayed, and provided that any fuel price sign that also meets the definition of an on-premise electronic message center (EMC) conforms to this Chapter's regulations governing same;

i. Governmental signs for control of traffic and other regulatory purposes, including street signs, detour signs, danger signs, and railroad crossing signs;

j. Signs of public service companies indicating danger or aids to service safety, erected by or on the order of a public officer in the performance of his public duty;

k. Holiday decorations;

l. Neon-style signs that do not display a commercial message;

m. Neon-style signs displaying a commercial message, provided that such sign:

(i) is eight (8) square feet or less,

(ii) is located and displayed interior to a building, such as behind window glass, and

(iii) complies with the frequency, duration, and operational standards for on-premise EMCs (Sec. 15.14.120.G.3; Sec. 15.14.120.G.7);

n. Incidental signs;

o. Gravestones or grave markers;

p. Nameplates in residential districts;

q. Pennants and festoons;

r. Political signs that do not exceed thirty-two (32) square feet in sign display area and seven feet (7) in sign height, provided they are:

(i) not located in any public right-of-way,

(ii) erected no earlier than three (3) months before the date of the subject election, and

(iii) removed no later than fourteen (14) days after the date of the subject election.

s. Product dispensers and point of purchase displays;

t. Signs on property being offered for sale or lease, provided that the sign:

(i) is an on-premise sign;

(ii) does not exceed the following sign display area measurements: six (6) square feet for residentially zoned property, or thirty two (32) square feet for non-residentially zoned property; and

(iii) is not artificially illuminated;

u. Sandwich boards less than three (3) feet in sign height, placed in accordance with City ordinances and regulations;

v. Supplemental temporary signs in association with the University of Wyoming's Fall term beginning of classes and Homecoming Weekend, provided they comply with the provisions of Section 15.14.120.C.4 (c) and (d);

w. Traffic control signs, whether on public or private property (e.g., parking-lot stop signs), provided they conform to the standards of the Manual of Uniform Traffic Control Devices (MUTCD), and provided they do not contain any commercial message or logo;

x. Vehicle signs on properly licensed vehicles used to transport persons or property, provided that said vehicle is operated on a public right-of-way at least three (3) hours during any given one hundred sixty-eight (168) hour period;

y. Signs not visible from a public right-of-way;

z. Temporary window signs;

aa. Messages and graphics transmitted and displayed via television that are primarily intended for interior view within a building, and only incidentally visible from outside;

bb. (cc) Window signs that cumulatively constitute less than fifty percent (50%) of the window area;

cc. Signs that are held or carried by person(s) at all times when visible from a public right-of-way.

3. Prohibited Signs

a. Abandoned signs that are not removed within the specified 180-day inactivity period, per Sec. 15.14.010.H.4 of this Title;

b. Beacon signs and displays;

c. Revolving signs;

d. Off-premise signs, except:

(i) off-premise directional signs, and

(ii) billboards as provided in the I-80 Corridor Billboard Sign District,

e. Roof signs, except those signs defined and regulated as integral roof signs;

f. Signs located in or above the public right-of-way, whether temporary or permanent, except governmental, wayfinding signs and projecting and suspended signs pursuant to subsection 15.14.120.D.3.b;

g. Portable signs, except portable signs meeting the standards for sandwich boards (Sec. 15.14.120.C.2) and vehicle signs meeting the standards for exempt vehicle signs (Sec. 15.14.120.C.2.x).

4. Temporary Signs

Temporary signs containing a commercial message or erected to advertise a commercial entity shall be allowed under the provisions of this Section. Such signs shall be classified as either:

a. Special-Event Temporary Signs; or

b. Supplemental Temporary Signs.

The following regulations shall apply to each temporary sign so classified:

c. **Special-Event Temporary Signs**

Special-Event Temporary Signs shall not require sign permits. Special-Event Temporary Signs are not restricted as to maximum number or size of signage. Special-Event Temporary Signage shall be installed no earlier than one hundred and twenty (120) hours [i.e., five (5) days] before the commencement of the special event, and shall be removed no later than forty eight (48) hours after the special event's cessation.

d. **Supplemental Temporary Signs**

Supplemental Temporary Signs shall not require sign permits. Any Supplemental Temporary Sign shall remain in place for a period not to exceed thirty (30) consecutive days; provided, however, that a Supplemental Temporary Sign containing message content that identifies a time-limited event (e.g., "Two-for-One Sale", "Half-Price Pizza") shall be removed no later than forty eight (48) hours after the event's cessation.

5. Historical or Culturally Significant Signs

Signs that have historical or cultural significance to the City but do not conform to the provisions of this Chapter may be permitted by the Planning Commission, provided that the following regulations and procedures are

followed:

a. Application for Historical or Culturally Significant Sign is completed and submitted, per the City's Codes Administrative Manual;

b. The Planning Commission holds a public hearing on the request, following the general notice procedures as specified in Section 15.06 of this Title;

c. The Planning Commission approves the request, adopting findings supporting historical or cultural significance of the sign, and directs the Department to issue a Historical or Culturally Significant Sign permit.

Criteria to determine a finding of historical or cultural significance include, but are not limited to: Wyoming or Western image; nostalgic significance; character, design, or materials that represent a particular historical period; landmark recognition; and character or design that are recognizably important to one or more cultures. Signs that are hand-painted directly on the surface of a building and include artistic work, in addition to a commercial message, may be eligible for a finding of cultural significance. Historic or cultural nature of the signage may be significant to society generally or in the context of the Laramie community particularly.

6. Installation, Maintenance

All signs shall comply with all applicable code provisions as adopted by the City, in addition to the requirements of this Chapter. The Department shall have the right under 15.14.120.H to order the repair or removal of any sign which is defective, damaged, or substantially deteriorated.

7. Illumination (Except Electronic Message Center signs)

Illumination of a sign (except Electronic Message Center signs) shall be regulated as specified in this Section and in Section 15.14.110 (Lighting), whichever is more restrictive. Illumination of signage shall be allowed, with the following provisions:

a. No flashing lights, or rotating or revolving beams, shall be used;

b. All direct light shall be directed toward the sign and away from any residential areas and public rights-of-way;

c. All lamps or luminance-generating fixtures for external, reflected illumination of signs shall be shielded such that the lamp or luminance-generating fixture is not directly visible from any residential property, from any public right-of-way, or from any point higher than the uppermost point of the subject sign;

d. Sign illumination shall generally be designed and directed such that the illuminated area lies at or below the horizontal plane corresponding to the topmost point of the sign structure, and any illumination of the area above the sign's topmost point shall be minimal and incidental; and

e. Any illumination that is provided by artificial light shall be constant in direction, intensity, direction, and color.

8. On-Premise Directional Signs

An on-premise directional sign shall contain no message(s) other than business name or logo and directional information.

9. Billboards – Generally

Billboard signage shall be regulated according to the provisions in Wyoming Statutes Title 24 Chapter 10 (Outdoor Advertising); provided, however, that any provision in this Chapter or elsewhere in the Laramie Municipal Code that is more restrictive shall apply.

10. Noncommercial Signage

Signs containing noncommercial speech or messages shall be permitted anywhere that commercial, business or advertising signs are permitted under this Chapter, subject to the same regulations applicable to such signs.

15.14.120.D. District Specific Standards

1. Residential (RR, LR, R1, R2, R2M, R3) Zoning Districts

a. Subdivision Identification Signs

For residential subdivisions consisting of more than four (4) residential units, one (1) monument subdivision sign per development entrance shall be permitted. Each sign shall not exceed twenty-four (24) square feet in sign display area and shall not exceed five (5) feet in sign height. The sign shall be set back at least five (5) feet from any property line, unless designed and constructed as part of an entranceway architectural feature, such as a gate, decorative wall, archway, or similar element.

Figure 15.14.120-15: Subdivision ID signs

b. Non Single-Family Use Residential Identification Signs

(i) For properties used for multi-family residential buildings or townhouse structures, one (1) monument or wall sign per street frontage shall be permitted. Each sign shall not exceed twenty-four (24) square feet in sign display area. The monument sign shall not exceed five (5) feet in sign height and shall be set back at least five (5) feet from both the front and side property lines.

(ii) For properties used for multi-family residential buildings or townhouse structures that have more than one street frontage, a two-faced monument sign oriented so as to be

visible from either right-of-way (such as a diagonal sign on a corner lot) shall be allowed in accordance with the standards in the preceding subsection and other requirements of this Chapter, and provided it meets the "sign display area (multi-faced)" definition herein.

c. Signs Associated with Non-Residential Uses in Residential Zoning Districts

(i) For properties used for any permitted or conditional use in their respective district(s), other than residential uses, no signs shall be permitted except those reviewed and approved through the Conditional Use Permit process, provided that:

(1) If the use is indicated as a Permitted Use (P) in Table 15.10.000.E of this Title, any such sign(s) shall be reviewed and approved as a separate signage Conditional Use Permit pursuant to Chapter 15.06 of this Title, prior to installation or modification; and

(2) If the use is indicated as a Conditional Use (C) in Table 15.10.000.E of this Title, any such sign(s) shall be reviewed and approved as an element in the overall use's Conditional Use Permit review and approval (or amendment thereto), pursuant to Chapter 15.06 of this Title, prior to installation or modification.

d. Home Occupation Signs

Approved home occupations shall be permitted a maximum of one sign that shall not exceed two (2) square feet in sign display area. Such sign shall not be located in any required setback area.

e. Sign Illumination

(i) Non-single-family use residential identification signs, if illuminated, shall be illuminated only from the exterior, subject to subsection 15.14.120.C.7.

Single-family use identification signs and home-occupation signs shall not be illuminated, except for such illumination as may result from general-purpose household exterior lighting (e.g., porch lights).

f. Animated Signs, Electronic Message Centers

Animated signs and Electronic Message Centers shall not be permitted in these zoning districts, except that Electronic Message Center signage may be reviewed and approved as specifically provided for through the Conditional Use Permit process as outlined in this section; provided such signage complies with Sec. 15.14.120.G of this Title, and

provided such signage shall not exceed sixteen (16) square feet in aggregate sign area.

g. Pole-style Freestanding Signs

Pole-Style Freestanding Signs, Billboards. Pole-style freestanding signs and billboards shall not be permitted in these zoning districts.

2. Commercial, Industrial (NB, B1, B2, C2, LM, I1, I2, IP, AV, AE) Zoning Districts

a. Total Sign Display Area per Lot or Business: Frontage on a Single Street, Excluding Wall Signs

Total sign display area for each lot, or for an individual business in the case of multi-tenant lots, with frontage on only one (1) public street shall not exceed three hundred (300) square feet aggregate sign display area per lot or individual business. Aggregate total shall include sign display area of all signs for which a permit is required under this Section, including any legally nonconforming signs, and including any off-premise directional signs on other properties that refer to the subject property or business. Aggregate sign area shall not include wall signs.

b. Total Sign Display Area per Lot or Business: Frontage on Two or More Streets, Excluding Wall Signs

For lots with more than one (1) public street frontage, the principal street frontage as defined herein shall be allocated three hundred (300) square feet of aggregate sign display area, and each additional street frontage shall be allocated one hundred fifty (150) square feet of sign display area. Signage shall be oriented to and primarily visible from the respective street to which the sign display area is allocated. Aggregate total shall include sign display area of all signs for which a permit is required under this Section, including any legally nonconforming signs. Aggregate sign area shall not include wall signs.

c. A common signage program for a group of businesses or offices may be permitted pursuant to 15.14.120.F (Common Signage Program).

d. Freestanding Signs

(i) Monument Signs - Generally

One monument sign shall be permitted per property, irrespective of the number of individual businesses or tenants on said property. For purposes of this subsection, the term "property" shall refer to a single functional developmental site with common circulation and parking, irrespective of the number of recorded lots, parcels, deeds, or similar instruments comprising said property. The monument sign shall not exceed one hundred and twenty (120) square feet in sign display area, shall have a

minimum setback of five (5) feet, and a maximum sign height of thirty-six (36) feet.

(ii) **Exception: Monument Signs on Lots with Two or More Street Frontages**

For properties with more than one (1) public street frontage, the principal street frontage as defined herein shall be allocated one (1) monument sign with size, height and setback standards as specified in the preceding subsection. In addition, one (1) monument sign per each additional street frontage shall be allowed. Each such additional monument sign shall not exceed sixty (60) square feet in sign display area, shall have a minimum setback of five (5) feet, and a maximum sign height of twelve (12) feet.

(iii) **Exception: Monument Signs on Corner Lots**

A property with a corner location (i.e., with frontage at the point of intersection of two (2) public streets) may elect to combine its front and side street monument-sign allocation into a single corner sign with a total of one hundred and eighty (180) square feet of sign display area, measured in accordance with the "sign display area (multi-faced)" definition herein, provided that the sign:

(1) is a two-faced sign, oriented diagonally so as to be equally visible from both streets;

(2) does not exceed twenty-four (24) feet in sign height;

(3) is set back at least five (5) feet from the nearest right-of-way; and

(4) does not obstruct the Clear Vision Area as defined in subsection 15.28.030.A of this Title.

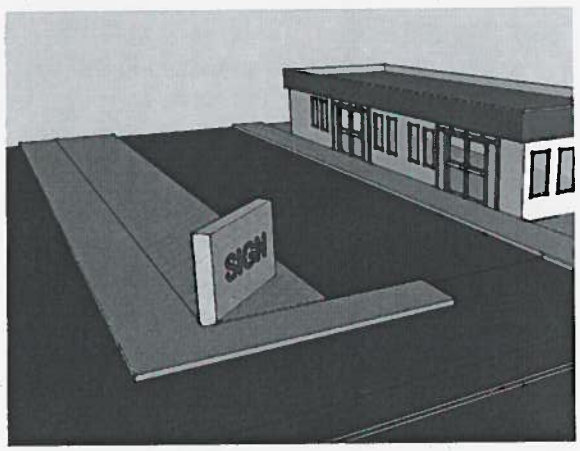

Figure 15.14.120-16: Two sided monument sign on corner lot equally visible from both streets.

(iv) **Pole-style Freestanding Signs**

Pole-style freestanding signs, including pole-style billboards, shall not be permitted, except as provided in the I-80 Corridor Billboard Sign District, following the effective date of this ordinance.

(v) **Pole-style Signs Prohibited After Effective Date.**

Existing or permitted pole-style signs shall be removed or converted to monument style if greater than fifty (50) percent of the sign value needs to be replaced.

e. Wall Signs

Wall signs shall not exceed twenty (20) percent of the wall area fronting the principal street frontage or four hundred (400) square feet in sign area, whichever is more restrictive. Canopy, window (except exempt) and integral roof signs shall be classified as wall signs. Wall signs, except integral roof signs, shall not project above the top of a wall or parapet.

(i) **Exception – Wall Signs for Multiple Street Frontage(s)**

For properties with more than one (1) public street frontage, the principal street frontage as defined herein shall not exceed twenty (20) percent of the wall area fronting the principal street frontage or four hundred (400) square feet in sign area, whichever is more restrictive, and each additional street frontage shall not exceed ten (10) percent of the wall area fronting the street frontage or two hundred (200) square feet in sign area, whichever is more restrictive.. Signage shall be oriented to and primarily visible from the respective street to which the sign display area is allocated.

(ii) **Exception – Walls Not Fronting a Public Street**

For walls not fronting a public street, one (1) wall sign not exceeding ten (10) percent of the wall area or one hundred (100) square feet in sign area, whichever is more restrictive, provided such sign shall not abut a Residential (RR, LR, R1, R2, R2M or R3) Zoning District.

f. Projecting and Suspended Signs

(i) **Projecting Signs**

One (1) projecting sign per business or building tenant shall be permitted. Projecting signs shall not exceed eight (8) square feet in sign display area nor extend more than four (4) feet from the building. Projecting signs shall provide a minimum clearance from grade of eight (8) vertical feet.

(ii) **Suspended Signs**

One (1) suspended sign per public entrance shall be permitted; provided, however, that each projecting sign permitted per subsection (i), shall reduce the number of permitted suspended signs by one (1). Suspended signs shall not exceed four (4) square feet in sign display area and have a minimum clearance from grade of eight (8) vertical feet.

(iii) **Right-of-Way Encroachment**

No portion of any projecting or suspended sign shall be permitted within any public right-of-way

g. On-premise Directional Signs

The total number of on-premise direction signs per lot or business shall not be limited, and shall not be counted toward the total sign display area allocation. Any individual on-premise directional sign shall not exceed six (6) square feet of sign display area or seven (7) feet in sign height.

h. Off-premise Directional Signs

(i) **Number:** Three (3) off-premise directional signs shall be permitted per lot (or per business, in the case of multi-tenant lots) to which the off-premise directional sign refers, provided that consent of the property owner on which the sign(s) are located is obtained, as specified in the City's Codes Administrative Manual.

(ii) **Size and Type:** Each off-premise directional sign shall not exceed twenty-four (24) square feet in sign display area and shall not exceed sixteen (16) feet in sign height.

3. Other Zoning Districts (AG, O, DC)

a. AG (Agriculture) and O (Open) District

Signs in the AG (Agricultural) Zoning District and O (Open) Zoning District shall be subject to the same regulations as signs in the Residential zoning districts (Section 15.14.120.D.1.a, except that signs advertising availability or sale of agricultural products shall be permitted, provided that:

(i) No more than one (1) sign per each property frontage is displayed;

(ii) Agricultural goods referenced on the subject sign are produced by the owner or lessee of the subject property;

(iii) The subject sign does not exceed thirty-two (32) square feet in sign display area, does not exceed seven (7) feet in sign height, and is either a freestanding (pole or monument) or wall sign.

b. DC (Downtown Commercial) Zoning District

Signage in the Downtown Commercial (DC) District shall be permitted

as specified in Section 15.08.030.E, Downtown Commercial (DC) District, of this Title.

4. **Overlay Districts (PUD, TTO, GO, ROB, TAO)**

a. Planned Unit Development (PUD) Overlay District

Planned Unit Development signage shall be regulated as specified in Section 15.08.040.C, Planned Unit Development (PUD) Overlay District, of this Title.

b. Turner Tract (TTO) Overlay District

Turner Tract Overlay (TTO) district signage shall be regulated by standards set for the underlying zoning district. For cases in which the TTO overlaps another overlay district (e.g., Gateway Overlay District), the more restrictive standards shall control.

c. Gateway (GO) Overlay District

Gateway Overlay District signage shall be regulated as specified in Section 15.08.040.E.4.(v), Signs, of this Title. For properties on which the Gateway Overlay District overlays the Interchange Sign District, or the I-80 Corridor Billboard Sign District, or both, the regulations of the Interchange Sign District, or the I-80 Corridor Billboard Sign District, as applicable, shall control.

d. Residential Overlay for Business (ROB) District

Residential Overlay for Business (ROB) district signage shall be regulated according to the underlying zoning district regulations of this Title.

e. Tree Area Overlay (TAO) District

Tree Area Overlay (TAO) district signage shall be regulated as specified in the Tree Area Design Standards, as authorized per Sec. 15.08.040.F.4, Tree Area Design Standards, of this Title.

15.14.120.E. Special Sign Districts

This Section shall recognize three (3) special sign districts: the Interchange Sign District, the I-80 Corridor Billboard Sign District, and the University Sign District. The intent of establishing these districts is to allow for special circumstances associated with these areas of the city. In the Interchange Sign District and the I-80 Corridor Billboard Sign District, the intent is to allow businesses to have larger and/or additional signage to accommodate greater speeds and the higher volume of traffic in these areas. In the University district, since most signs erected by the University are informational and directional, the intent is to establish guidelines for noncommercial and commercial signage erected by the University.

1. **Interchange Sign District**

a. The Interchange Sign District zone shall be defined as the area including properties located within thirteen hundred (1,300) feet of each of the interchanges, measured at right angles, from the Interstate 80 right-of-way line, beginning at the point where the right-of-way

widens to accommodate the interchange and ending at the point where the right-of-way resumes its normal width. Where any property is split by the boundary so defined, the boundary shall extend beyond thirteen hundred (1,300) feet to encompass the entirety of said property; provided, however, that the Interchange Sign District shall not exceed an absolute maximum distance of fifteen hundred (1,500) feet from its associated interchange right-of-way boundary.

b. Total signage for a non-residential lot in the Interchange Sign District, except for off-premise directional signs and billboards, may exceed the underlying zoning district area and sign height limitations by up to two hundred percent (200%). This allowance shall not apply in Residential (LR, R1, RR, R2, R2M, R3) zoning districts.

2. I-80 Corridor Billboard Sign District

a. The I-80 Corridor Billboard Sign District shall be defined as the area within five hundred (500) feet of the Interstate 80 highway right-of-way boundary on either side, as measured perpendicular to the right-of-way.

b. Billboards as defined herein shall be permitted in the I-80 Corridor Billboard Sign District, subject to the following provisions:

(i) Billboards shall have a minimum spacing of a five hundred (500) foot radius from any other billboard. For the purposes of measuring minimum spacing, measurements shall not extend across rights-of-way.

(ii) No billboard shall be placed in, or within one hundred fifty (150) feet of, any Residential (LR, R1, RR, R2, R2M, R3) zoning district boundary.

(iii) Billboards shall not exceed six hundred (600) square feet of sign display area.

(iv) Billboards shall not exceed forty (40) feet in sign height, measured from interstate highway grade to the top of the billboard structure. For purposes of this subsection, "interstate highway grade" is determined to be the point of highest elevation along a transect line running from the billboard's center across the full width of the Interstate 80 right-of-way, perpendicular to the nearest I-80 right-of-way boundary.

(v) Billboards shall be oriented to, and designed such that the display areas are primarily visible from, the Interstate 80 right-of-way.

(vi) Notwithstanding any other provision of this Title, the total square footage of billboard faces in the I-80 Billboard Sign District shall not exceed the square footage of billboard faces in the District on [effective date of Ordinance] ; however, additional square footage shall be awarded as

follows:

(1) A nonconforming billboard located outside of the Interstate 80 Corridor Billboard District shall be allowed to be relocated within the district. The total sign display area of the nonconforming billboard removed shall be multiplied by two (2) and shall be added to the total allowable billboard sign display area within the District.

c. One pole-style freestanding sign per lot or parcel shall be permitted; provided, the sign is oriented perpendicular to the Interstate 80 right-of-way and shall not exceed forty (40) feet in sign height, measured from interstate highway grade to the top of the sign structure. For purposes of this subsection, "interstate highway grade" is determined to be the point of highest elevation along a transect line running from the sign's center across the full width of the Interstate 80 right-of-way, perpendicular to the nearest I-80 right-of-way boundary.

3. University Sign District

Any sign on University-owned or University-controlled property that does not contain a commercial message shall be considered a governmental or incidental sign and shall be exempt according to Section 15.14.120.C.2. Any sign containing a commercial message located on University-owned property, or along any public street contiguous to University-owned or University-controlled property, and intended to be viewed from a public right-of-way, unless otherwise exempt according to Section 15.14.120.C.2, shall:

a. Conform to the regulations of the zoning district in which the sign is located; and

b. Require approval of a sign permit as specified in Section 15.14.120.I.

15.14.120.F. Common Signage Plan

1. Businesses located in a multi-tenant complex may submit a common signage plan that would contribute to uniformity in the complex's collective signage. Signage permitted under a common signage plan may exceed the sign restrictions dictated by this Ordinance by up to thirty (30) percent. The Common Signage Plan shall contain specific standards for consistency among all signs on the lots affected by the plan. Criteria for a common signage designation include but are not limited to: (A) color scheme; (B) lettering or graphic style; (C) lighting; (D) location of each sign on the building(s) or lot(s); (E) sign material; (F) sign proportions; and (G) cumulative sign display areas and heights of all signs.

2. Common Signage Plan signs that serve as a directory to a multi-tenant complex shall be monument signs or wall signs. Signage listed on a directory sign shall be considered monument or wall signage, as the case may be, and shall be calculated as part of a tenant's cumulative signage allowance.

3. Common Signage Plans shall require approval by the Planning Commission. The process for review and approval of a Common Signage Plan shall be

the same as the process for review and approval of a Conditional Use as specified in Chapter 15.06 of this Title, provided that the Planning Commission shall review the Common Sign Plan according to criteria (A) through (G) above.

15.14.120.G. Electronic Message Center (EMC) Signs

1. On-Premise Electronic Message Centers (EMCs): Permitted Zoning Districts and Locations

The following locational standards shall apply to all on-premise EMCs:

a. On-premise EMC signs shall be permitted only in a Commercial or Industrial (B1, B2, C2, LM, I1, I2, IP) Zoning District, or in a Residential (RR, LR, R1, R2, R2M, R3) Zoning District as may be provided for through the Conditional Use Permit process.

b. 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.

2. On-Premise Electronic Message Centers (EMCs): Number and Type of Signs Permitted

Notwithstanding any other provision of this Chapter, the following limitations shall apply to on-premise EMCs:

a. No more than one (1) on-premise EMC sign shall be allowed per property or parcel on which the sign is located. This limitation shall apply without regard to the number of businesses or tenants occupying the property or the property's number of street frontages. This limitation shall not prevent the installation of both an EMC and fuel price digits on the same property or frontage for service stations.

b. No on-premise EMC shall be installed or used as:

(i) A temporary sign;

(ii) A portable sign;

(iii) A projecting sign;

(iv) A suspended sign; or

(v) A pole sign.

3. On-Premise Electronic Message Centers (EMCs): Frequency and Duration of Individual Displays

a. A multicolor on-premise EMC sign shall have a frame hold time of no less than eight (8) seconds per static graphic display, and the total number of transitions from one frame to another shall not

exceed seven and one half (7.5) in any given one-minute period.

b. A monochrome (single-color) on-premise EMC sign shall not have a minimum hold time.

4. **Off-Premise Electronic Message Centers (EMCs): Permitted Zoning Districts and Locations**

a. **The following locational standards shall apply to all off-premise EMCs:**

(i) Off-premise EMC signs shall be permitted only on properties that meet both of the following locational criteria:

(1) Located in the I-80 Corridor Billboard Sign District; and

(2) Located in a Commercial or Industrial (B1, B2, C2, LM, I1, I2, IP) Zoning District

b. All requirements of the I-80 Corridor Billboard Sign District shall apply to off-premise EMC signs. In addition, the following shall apply:

(i) Off-premise EMC signs 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 property line within the applicable Residential Zoning District, shall not exceed one hundred and sixty (160) square feet in sign display area.

5. **Off-Premise Electronic Message Centers (EMCs): Frequency and Duration of Individual Displays**

An off-premise EMC sign shall have a frame hold time of no less than eight (8) seconds per static graphic display, and the total number of transitions from one frame to another shall not exceed seven and one-half (7.5) in any given one-minute period.

6. **Illumination Standards for All Electronic Message Centers (EMCs)**

The following illumination standards shall apply to all EMCs:

a. No Electronic Message Center sign installed after [effective date of Ordinance] shall be permitted to operate unless it is equipped with:

(i) A default mechanism that will freeze the sign display in one position as a static message if a malfunction occurs; and

(ii) A mechanism that will automatically adjust the illuminative brightness of the display according to ambient light conditions by means of a light detector/photocell.

b. No Electronic Message Center sign installed after [effective date of Ordinance] shall exceed 0.3 foot candles above ambient light, as measured using a foot candle (Lux) meter at a preset distance

depending on sign area. The measurement distance shall be calculated with the following formula: The square root of the product of the sign area and one-hundred. Example using a 12 square foot sign: Measurement Distance = $\sqrt{(12 \text{ Sq. Ft.} \times 100)}$ = 34.6 feet. Conformity with these illumination levels may be established by submittal of a manufacturer's certification that the sign is incapable of exceeding the stated limits, subject to approval of the Department.

7. Operational Standards for All Electronic Message Centers (EMCs)

The following operational standards shall apply to all EMCs:

a. Entrance and exit effects may be used to transition from one static display to another, provided said entrance effects result in all of the text within the frame appearing at once. Fading and dissolve transition effects may be used, provided the fade or dissolve effect results in all of the text within the frame appearing at once. Entrance and exit effects where all of the text within the frame does not appear at once are prohibited (including, but not limited to, scrolling from left to right, scrolling from top to bottom, and entrance effects referred to as slot machine, slots, splice, mesh, radar, kaleidoscope and spin).

b. Except for the transition effects permitted herein, each frame shall remain static with no additional frame or hold effects applied to text within the frame (including, but not limited to, the fading or flashing on any part of the message and hold effects referred to as flash, spin, twinkle, wavy and rumble).

c. The use of background animation shall be prohibited.

d. The use of streaming video or full-motion video on any EMC sign shall be prohibited.

15.14.120.H. Nonconforming And Abandoned Signs

1. Nonconforming Signs

All signs, except certain prohibited signs regulated under Section 15.14.120.C.3 and those temporary signs regulated under Section 15.14.120.C.4, that were legally permitted prior to [effective date of Ordinance] shall be considered legal, permitted signs under this Chapter and shall be designated as "nonconforming signs". Such signs shall not be required to obtain sign permits, except as specified in Section 15.14.120.H3.

2. Removal of Nonconforming Signs

Nonconforming signs may be continued, subject to the following limitations:

a. The message or display area of a nonconforming sign may be altered to display a different message without affecting the sign's nonconforming status, provided that all other provisions of

this Section and Title are met.

b. Except as provided in subsection (a), no nonconforming sign, including its structure, shall be extended, enlarged, moved, relocated, or otherwise altered unless such sign is made to conform to the current regulations of this Chapter.

c. When the repair or replacement cost of a nonconforming sign exceeds fifty (50) percentof its replacement value, such sign shall be eliminated or made to conform to the current regulations of this Chapter. Valuation for purposes of this subsection shall be as determined by a written estimate signed by a contractor or professional specializing in sign installation and/or maintenance and approved by the Department.

d. Notwithstanding other provisions of this Chapter, a nonconforming sign of any type other than an EMC shall not be converted to an EMC without conforming to all applicable provisions of this Chapter.

e. Notwithstanding other provisions of this Chapter, any EMC in existence on [effective date of Ordinance] shall be allowed to continue operation for the lifetime of the Electronic Message Center. Cumulative repair costs totaling more than 50% of the replacement value of the sign shall trigger compliance with subsection 15.14.120.G.7 (Operational Standards for EMCs).Existing portable or temporary signs subject to regulation under Section 15.14.120.C.4 of this Chapter shall either obtain permits or shall be removed, no later than sixty (60) days after [effective date of Ordinance]. Subsequent to [effective date of Ordinance], all such signs shall conform to the regulations of this Chapter.

f. A nonconforming sign shall be subject to all requirements of this Title and Code regarding safety, maintenance, and repair. If a legal nonconforming sign is deemed hazardous by the Department due to damage or deterioration, it shall be brought into conformance with this Chapter or removed.

3. **Sign Permits for Nonconforming Signs**

Nonconforming signs shall not be required to obtain sign permits, except as provided in this Section:

a. Any nonconforming sign, including its structure, that is extended, enlarged, moved, relocated, or otherwise altered so as to bring it into conformance with this Chapter, as provided under Section 15.14.120.H2(b), shall be required to obtain a sign permit prior to such alteration.

b. If a nonconforming sign is damaged or in need of repairs or maintenance, the sign owner or proprietor wishing to assert a claim of continued nonconforming-sign status under subsection 15.14.120.H.2.c or 15.14.120.H.2.d shall be required to obtain

a sign permit prior to commencement of such repair or maintenance. In such cases, the sign permit application shall include, in addition to other required items, the following:

(i) The percentage of the sign's display area that is to be repaired or replaced, expressed as a percentage of total sign display area;

(ii) The total estimated cost of the repair, maintenance or replacement of the sign, including its structure. Valuation for purposes of this subsection shall be as determined by a written estimate signed by a licensed contractor and approved by the Department.

c. Absence or failure to provide the specified additional sign permit information shall cause the sign to lose its nonconforming status.

d. If damage or disrepair to the nonconforming sign is such that an immediate threat to public health or safety exists, the nonconforming sign may be repaired or maintained without prior issuance of a sign permit; provided that permit application shall be made within seven (7) days after such repair or maintenance is commenced. Issuance or denial of such sign permit shall be determined by the Department as though the permit application preceded the repair or maintenance of the applicable nonconforming sign.

4. Removal of Abandoned Signs

Abandoned signs shall be removed no later than one hundred eighty (180) days after [effective date of Ordinance]. Abandoned signs that are not removed within this period shall be subject to the abatement procedures specified in Laramie Municipal Code Title 8, in addition to any penalties and enforcement actions as specified in this Title.

5. Annexed Nonconforming Signs

Signs that do not meet the requirements of this Chapter, and that are located on property annexed to the City after [effective date of Ordinance] at the time of annexation, shall be considered nonconforming signs under this Chapter and subject to all regulations therein, except that all timelines that begin upon [effective date of Ordinance] shall instead begin upon the effective date of annexation to the City.

15.14.120.I. Administration and Enforcement

1. Department

a. The Department shall be designated by the City Manager and is authorized to process and approve or disapprove applications for permits, and to enforce and carry out all provisions of this Chapter. The Department is authorized to promulgate regulations and procedures consistent with this function.

b. The Department is empowered, upon presentation of proper credentials, to enter or inspect any building, structure, or premises in the City for the purpose of inspection of a sign and its structural and electrical connections to ensure compliance with all applicable codes and Ordinances. Such inspections shall be carried out during business hours unless the Department in its discretion finds that an emergency exists.

2. **Application for Permits**

a. Application for a sign permit shall be made to the Department upon a form provided by the Department, and shall provide all information as specified in the City's Codes Administrative Manual.

b. All applications for permits filed with the Department shall be accompanied by a payment of the sign permit fee, in the amount specified by the City's Codes Administrative Manual.

c. The Department shall approve and issue a permit for the erection, structural alteration, or relocation of a sign within fourteen (14) days of receipt of a valid application, provided the sign complies with the provisions of this Chapter and with all applicable laws and regulations of the City.

d. All required building permits, including electrical permits, shall be duly applied for and obtained prior to installation of the subject sign, per City and other code requirements. Issuance of a sign permit is not intended to and shall not serve as a substitute for any other required permit.

3. **Permit Fees**

Fees for sign permits shall be as established per Sec. 15.06.030.B.6.c of this Title.

4. **Issuance and Denial**

a. In all applications, where a matter of interpretation arises, the more specific definition or higher standard shall prevail.

b. When a permit is denied, the Department shall within seven (7) days of the denial, provide a written notice to the applicant along with a brief statement of findings and reasons for the denial, citing code sections and interpretation of applicable nonconformity.

c. The Department may suspend or revoke an issued permit for any false statement or misrepresentation of fact in the application.

d. The Department's decision on any sign permit may be appealed to the City's Board of Adjustment, as provided by the Laramie Municipal Code and Wyoming state statutes.

5. **Removal of Signs**

a. The Department may cause the removal and impoundment of any sign not permitted under the provisions of this Chapter in cases of

emergency, or for failure to comply with written orders of removal or repair. After removal or demolition of the sign, a notice shall be mailed to the sign owner stating the nature of the work, and the date on which it was performed and demanding payment of the costs as certified by the Department. The debt may be collected in accordance with the established debt collection procedures of the City. No impounded signage shall be relinquished by the City until all outstanding debts as specified in the Chapter have been satisfied.

b. The owner of the property upon which the sign is located shall be presumed to be the owner of all signs thereon unless facts to the contrary are brought to the attention of the Department, as in the case of a leased sign.

c. For purposes of removal, the definition of sign shall include all sign embellishments and structures designed specifically to support the sign.

6. Other Enforcement, Remedies and Penalties

In addition to the foregoing section providing for removal of signs, all applicable provisions as specified in Sec. 15.26.030, Remedies and Penalties, and Sec. 15.26.040, Procedures for Enforcement Actions, of this Title, shall pertain to in the case of signage compliance and violations.