

## Div. 5.6. Sign Standards

### 5.6.1. Town Sign Standards (7/18/18, Ord. 1197)

#### A. Purpose

The purpose of this Division is to afford the business and residential community equal and fair opportunity to advertise and promote its products and services without discrimination; to protect and enhance the community character and visual environment; to preserve the right of the citizens to enjoy our Town's scenic beauty; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign regulations.

#### B. Applicability

1. **Permit Required.** The provisions of this Section shall apply to all signs located within the Town boundaries, except as specified in these LDRs. No sign shall be erected, altered, or relocated without prior authorization pursuant to this Section.
2. **Administrative Adjustment.** The administrative adjustment procedure is intended to allow for flexibility in the regulations when a standard is inapplicable or inappropriate to a specific use or design. The Planning Director shall have the authority to approve or deny administrative adjustment requests for the standards within this Section pursuant to the procedures of Sec. 8.8.1.
3. **Maintenance and Repainting Exempt.** The repainting, changing of parts, and maintenance of legally conforming signs shall not require a permit, provided that the changes do not enlarge or change the sign significantly.
4. **Exempt Signs.** The following signs shall be exempt from the provisions of this Section, provided that they satisfy the requirements set forth below.
  - a. **Traffic Signs.** ~~All signs erected in a public right-of-way by a public agency or on a private road right-of-way for controlling or directing traffic.~~
  - b. **Political Signs.** ~~Political signs pertaining to a specific election, which are displayed not earlier than 30 days prior to the primary election and are then removed by the candidate or property owner who placed the sign within 5 days after the general election; if there is no primary election, the sign shall be erected not earlier than 30 days prior to the general election, and the sign shall be removed 5 days after the general election. All signs shall be located on private property and shall not impede the public right-of-way.~~
  - c. **Flags.** Official, State, and Nation flags shall be permitted. Corporate flags are permitted and shall be limited to one flag 15 square feet in size, which shall not be deducted from the total signage permitted. Flagpoles are permitted provided that a building permit is obtained and that the height of the pole does not exceed the maximum height for structures within the zone that the property is located.

- d. **Property Notification Signs.** Private warning signs and for sale or for rent signs are permitted, provided that they do not exceed 4 square feet per side, for a total of 8 square feet.
- e. **Street Numbers.** Numbers placed on a structure for purposes of identifying the address or the location.
- f. **Vehicular Signs.** All signs placed in or upon a vehicle or trailer, including mass transit vehicles.
- g. **Construction Signs.** Construction signs for buildings or projects, naming owners, contractors, subcontractors and architects shall be permitted, provided that they do not exceed one sign of 35 square feet for each street frontage of the building or project.
- h. **Town, State, or National Historical Signs.** Those buildings designated by the Town Council, the State of Wyoming, or the United States as having historical significance to the community are permitted one historical plaque per street frontage.
- i. **Informational Signs.** An on-premise sign designed to provide courtesy information or direction to the public by using such words as "entrance", "exit", "parking", "drive-up", "restrooms", "parking", or similar directional instruction, but not including any advertising of the business. The directional signs shall not exceed 6 square feet in area. The maximum height should be 4 feet unless attached to an existing freestanding sign.
- j. **Posted Notice.** Notice of a meeting or hearing that meets the standards of Section 8.2.14.C.4..

### C. Allowable Signage

- 1. **Allowable Signage by Sign District.** For the purpose of determining allowable sizes, numbers, materials, placement, and other requirements for restrictions on signs as set forth in this Section, the Town sign districts are described below.
  - a. **Town Square Sign District**
    - i. **Town Square Sign District Boundary.** The Town Square Sign District is coincident with the Town Square zone.
    - ii. **Permitted Amount of Signage**
      - a). Two and one-half square feet of sign area for each lineal foot of street facade width up to a maximum of 125 square feet of total sign area is permitted, unless adjusted as hereinafter provided.
      - b). Two signs are permitted for each business per each street frontage.
    - iii. **Permitted Sign Types.** Canopy, projecting, and wall signs. Freestanding signs that are used as directories for more than 3 businesses within a structure that do not have a street frontage are permitted.

- iv. **Prohibited Signs.** In addition to the prohibited signs list in 5.6.1.D. single-tenant freestanding signs are prohibited in the Town Square Sign District.
- b. **General Sign District**
  - i. **General Sign District Boundary.** The general sign district is comprised of all property within the Town that is not in the Town Square Sign District.
  - ii. **Permitted Amount of Signage**
    - a). 3 square feet of sign area for each lineal foot of street facade width up to a maximum of 150 square feet of total sign area is permitted, unless adjusted as hereinafter provided.
    - b). 3 signs are permitted for each business per each street frontage.
    - c). For each projecting or freestanding sign approved a 10% penalty per sign shall accrue.
  - iii. **Permitted Sign Types.** Canopy, wall, freestanding, and projecting signs.
- 2. **Multiple Tenant Sign Area Adjustments.** To allow and encourage certain types of signs, as well as to provide adequate advertising for multiple tenant and mixed use structures.
  - a. For buildings containing 3 or more tenants, the maximum total square footage allowable for all signs may be increased by 25% for each additional tenant or business up to an increase of 150% of total sign area.
  - b. Preliminary Master Sign Plans depicting the size and proposed location(s) of all signs for any structure with 3 or more tenants are encouraged to be submitted with development plan applications.
- 3. **Window Signs.** Signs displayed on the inside or outside of windows in buildings are permitted, provided that they comply with the following standards. For the purposes of this Section, window displays, such as clothing, merchandise and real estate photographs, shall be exempt, provided that they are displayed inside the window.
  - a. ~~Window signs shall not count toward the total allowable signage for a structure, provided that the signage does not advertise the business name or logo. Window signs that advertise the business name shall be counted toward the total signage for the business.~~
  - b. Window signage may occupy no more than 25% of the area of the entire window surface in which it is displayed. In no event shall window signage exceed 16 square feet in any window surface.
  - c. Prohibited features of window signs shall include profanity, flashing lights, rotating beacons, scrolling pictures, and electronic or mechanical features. Sexually explicit nudity is expressly prohibited within windows.

## 5. Exceptions to Prohibited Signs

- a. **Electrical and Changing Signs.** Signs denoting the correct time and temperature for the convenience of the public shall be permitted and shall not include more information than that stated above and the name of the business in ownership of the sign. Said sign shall not exceed 12 square feet for a single-sided sign and 24 square feet for a double-sided sign. The size of the sign shall be deducted from the allotted signage permitted for the business.
- b. **Neon Signs.** Vacaney and No Vacaney signs and Open and Closed signs shall be permitted, provided that the proposed sign does not exceed 10 square feet in size.
- c. Readerboard Signs
  - i. Readerboards for movie theaters, playhouses, theaters, and restaurants and bars with changing entertainment shall be permitted, provided that they are manually changed only. These signs shall conform to the design, material and freestanding sign standards set forth in this Division and shall not be internally lighted. A signage area increase of 50% shall be permitted for entertainment businesses requiring a readerboard.
  - ii. Readerboards for churches indicating the times of services, the clergy, quotes of scripture and special events are permitted, provided that they are manually changed only. These signs shall conform to the design, material and freestanding sign standards set forth in this Division and shall not be internally lighted.
  - iii. Gasoline service stations are permitted a maximum of 2 readerboard signs for the purposes of displaying fuel prices, provided that they are manually changed only. These signs shall conform to the design and material standards set forth in this Division and shall not be internally lighted. Fuel prices shall not be changed more than 1 time per day.
- d. **Barbershop Poles.** Barbershop poles with rotating stripes and internal lighting shall be permitted for traditional barbershops only (those businesses offering haircutting services without salons or spas), provided that the pole does not exceed 4 feet in height and 1 foot in width. The pole shall only be lighted and rotating during business hours and shall be attached to the structure in which the business is located.
- e. **Directional Signs.** An off-premise sign identifying and containing directional information to public places owned or operated by federal, state, or local governments or one of their agencies; or an off-premises sign identifying and containing directional information to sites, which the Town Council has determined to have a historic, cultural, educational, scientific, and religious significance to the community and visitors, and which are difficult to locate without such a sign. Information on directional signs shall be limited to the

~~name of the site, directional arrow, and mileage to the site. Signs shall not exceed 6 square feet in area. The maximum height of the sign shall be the same as freestanding signs in the zone in which the sign is located.~~

#### D. Prohibited Signs

The following shall be prohibited in all sign districts unless explicitly allowed above.

1. **Rotating Beacon Lights.** Rotating lights attached to any sign structure, sign, or building.
2. **Moving Signs.** Flashing, blinking, fluttering, undulating, swinging (non canopy signs), rotating, or otherwise moving signs, pennants, balloons, holograms, light beams, or other free flowing decorations.
3. **Temporary Signs.** Banners, banner signs, portable signs or any device which can be classified as a portable sign, including, but not limited to: Signs with wheels that can be rolled onto the sidewalk or street right-of-way, signs supported by an A-frame apparatus, signs supported by a heavy weight at the base, that can be rolled into place, or any other device in the form of a sign that is of a temporary nature and not permanently affixed to a building or sign structure. Refer to Section 4670.I. Temporary Signs-Permitted Uses for exceptions.
4. **Off-Premises Signs.** Signs for advertising or identification of a business not located on the same premises as the sign. For the purposes of this definition, this shall include the outdoor display of items, which are not for sale within the business.
5. **Neon Signs or Valances.** Any neon sign located on the outside of a building or attached to a sign structure.
6. **Readerboard or Changeable-Copy Signs.**
7. **Roof Signs.** Any sign placed or painted upon or above the roof or parapet wall of a structure.
8. **Profane Language on Signs.**
9. Sexually Explicit Nudity on Signs.

#### E. Sign Materials and Design

1. **Materials.** Signs may be constructed of, but not limited to painted, stained or carved wood; brick or stone; glass; high density urethane foam; gold leaf and silver leaf; metal, which is painted, rusted, or anodized, rust resistant, or otherwise treated to prevent reflective glare. Prohibited materials include: plexiglass, polymers, plastics, acrylic, lexan, and flex face, with the exception of those used for letters, as defined in E.6.
  - a. Background colors may include any color, with the exception of white or yellow, fluorescents, and certain tints of said colors. A complete color palette is available in the Town Planning Department, and paint samples