

Article II. Signs and Billboards

3-6 Purpose

The purpose of these regulations are as follows:

- (A) To allow an equal opportunity for businesses to advertise goods and services in a manner that promotes and preserves community character, and respects the historic character of the City of Sheridan;
- (B) To provide minimum standards to safeguard life, health, property, and public welfare, and promote traffic safety by controlling the design, quality of materials, construction, illumination, size, location and maintenance of signs and sign structures;
- (C) To encourage signs that are of a quality design, and are appropriate in size, materials, and illumination to the type of activity to which they pertain;
- (D) To encourage signs in the Downtown Business District that are compatible with the architectural style, characteristics, and scale of the building to which it may be attached and to encourage signs that are compatible with adjacent buildings and businesses;
- (E) To enhance overall property values and the visual environment in the City by discouraging signs which contribute to the visual clutter of the streetscape, such as off-site signs, oversized signs, and excessive temporary signage;
- (H) To implement the goals and policies of the Comprehensive Plan by enforcement of the regulations contained within this section.

3-7 Jurisdiction

These regulations shall apply to all signs, as defined in Section 3-9, within the incorporated area of the City of Sheridan.

3-8 Inconsistency

In the case of discrepancy between these regulations and other laws, ordinances, regulations, and resolutions, the more restrictive requirement shall apply.

3-9 Definitions

Abandoned Sign. Any sign, which for a period of ninety (90) days, no longer advertises a bona fide business, lessor, owner, product or activity available on the premises where such sign is displayed.

Awning Sign. A sign with its copy on a shelter made of any nonrigid material, such as fabric or flexible plastic, that is supported by or stretched over a frame and attached to an exterior wall of a building or other structure.

Banner Sign. A sign with characters, letters, or illustrations applied to a flexible manmade or natural material intended to be hung or suspended without a rigid enclosing framework.

Canopy Sign. A sign that is mounted, painted, or otherwise applied on or attached to a canopy or structural protective cover over an outdoor service area.

Freestanding Sign. Any immovable sign not attached to a building or structure.

Onsite Signage. Signage displayed on the same legal parcel or lot as the business or service it advertises.

Primary Building Façade. The façade of the building on which the principle entrance to the building is located, or that faces the street from which the building is addressed.

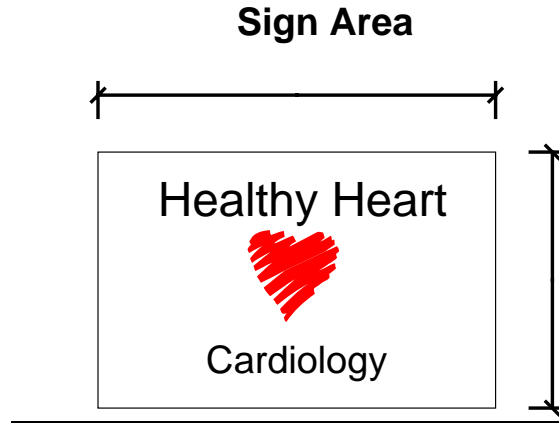
Projecting Sign. A sign attached to a building or structure which projects more than eighteen (18) inches from said building or structure

Roof Sign. A sign erected on a roof that projects above the highest point of the roofline, parapet, or fascia of a building.

Subdivision Identification Sign. A permanent sign identifying a vehicular entrance to a residential subdivision, or residential complex.

Sign. Any device, including but not limited to, letters, numerals, or graphic devices used for visual communication intended to attract the attention of the public and visible to the public right-of-way or other properties.

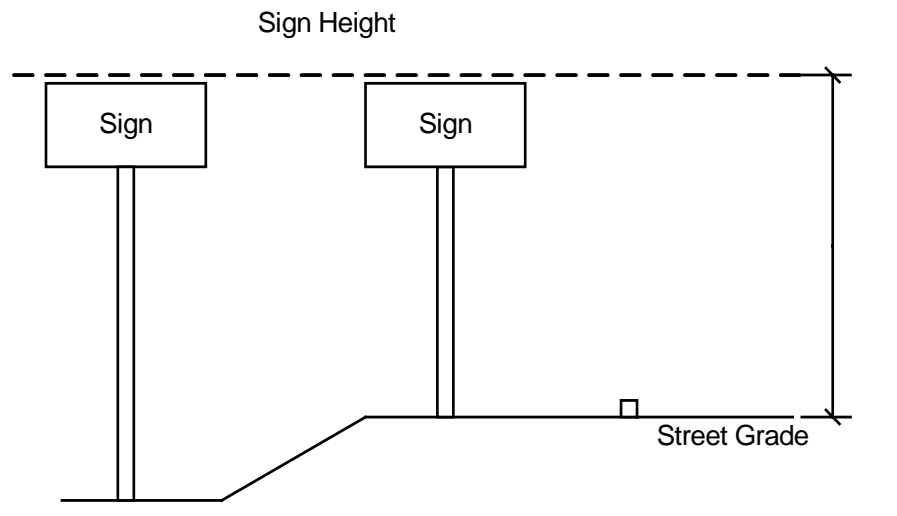
Sign Area. The area of all lettering, wording and accompanying designs and symbols, together with the background on which they are displayed. Sign area excludes any supporting framework and bracing, provided that it does not contain any lettering words or symbols. Sign area shall be computed as a square or rectangle drawn around the outer limits of the sign face. In the case of sign copy applied directly to the façade of a building, sign area shall be measured by the smallest rectangle necessary to encompass individual words or graphics.



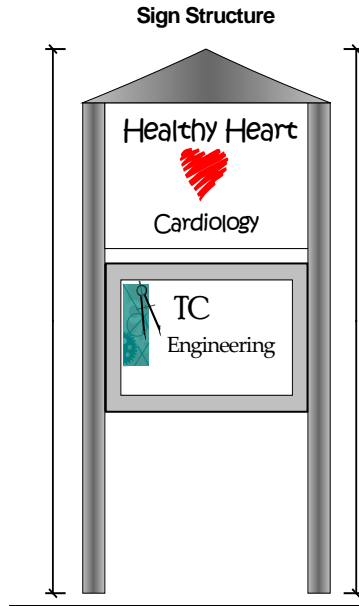
Sign Copy. Any letters, numerals, or graphic devices, or combination thereof, which is primarily intended to advertise, identify, or notify.

Sign Face. The area of the sign used to convey messages or information through letters, numerals, symbols, or graphic devices. This definition shall include any background material, panel, trim and color that differentiates the sign from the building or structure on which it is placed. The sign structure shall not be included, provided that no message, display or symbol is designed and included as part of the structure.

Sign Height. Sign height shall be measured from the grade of the nearest adjacent public street to the highest portion of the sign, including the sign structure.



Sign Structure. The supports, uprights, bracing, or framework of any structure exhibiting a sign.



Temporary Sign. Any sign, banner, pennant or advertising display not intended or designed for permanent use. This includes inflatable signage for temporary display.

Visibility Triangle. An area of a lot or parcel where development is restricted adjacent to the intersection of streets with other streets or alleys or with driveways, to allow for vehicular visibility. The Visibility Triangle includes that portion of both the public and private property at any intersection bounded by the curb line or edge of roadway of the intersecting streets, alleys and drive aisles and a line joining points on the curb or edge of roadway thirty (30) feet from the point of intersection of the extended curb lines or edges of roadway or drive aisle.

Wall Sign. A sign painted on a wall, or mounted flat against and projecting less than 18 inches from a building or structure, the copy area of said sign being parallel to the surface on which it is attached.

3-10 Administration and Enforcement

(A) Administrative Official

- (1) These regulations shall be administered by the Building Official.
- (2) For the purposes of administrative processing, all documents, plans, fees and other items required by these regulations shall be received by the Building Department. All fees shall be paid to the City Treasurer.
- (3) The Building Official may from time to time establish such procedures, fee schedules, time schedules, deadlines and

forms as required to facilitate adequate review and processing of sign permits.

- (4) The Building Official shall at all times have copies of these regulations and any supporting forms, checklists, applications, and fee schedules available to the public on request in the office of the Building Official or other designated City office.

(B) Permit Required Except where exempted in Section 3-11, all signs erected within the incorporated City of Sheridan require a permit issued by the Building Official.

(C) Procedure

- (1) Prior to issuance of a sign permit the following information shall be submitted to the Building Official for review:

- (a) A completed application.
- (b) A scaled site or installation plan showing the exact location the sign will be installed on the property or building.
- (c) A scale drawing of the sign showing its relationship to the buildings, structures and roads in the immediate vicinity. For ground signs this shall include a footing detail with rebar requirements. Engineering is required for all freestanding signs, and shall be designed to resist wind gusts for Exposure C as defined in the currently adopted International Building Code.
- (d) Electrical signs and outline lighting shall comply with the currently adopted National Electrical Code, and electrical components shall bear the label of an approved testing agency. Plans shall show the following if applicable:
 - i. The location, type and size of the required disconnect.
 - ii. The method or means of grounding.
 - iii. The rating and quality of separate branch circuits.
 - iv. The required nameplate and information including maker's name, input rating in amperes, and voltage information.
 - v. Enclosure requirements.
 - vi. Clearance requirements.

- (2) Upon receiving all of the required documents the Building Official, or his or her designated representative, shall determine if the proposed sign meets the requirements of Sheridan City Code, and the currently adopted International Building Code

and National Electrical Code. After this determination has been made a permit will be issued. The required sign permit fee shall be paid prior to the issuance of any sign permit.

- (D) **Appeal** Any person aggrieved by any decision of the Building Official, in the review of a sign permit application, may appeal the determination before the Board of Adjustments as outlined in Appendix A § 14 of Sheridan City Code.

3-11 Exemptions.

Provided that they meet the conditions outlined, the following signs shall not require a permit.

- (A) ***Construction Signs.*** Temporary signs providing information about current onsite construction projects provided the total sign area does not exceed thirty-five (35) square feet. Said signs may be displayed a maximum of seven (7) calendar days prior to start of construction and seven (7) calendar days after completion of construction.
- (B) ***Directional Signs.*** Offsite signs providing the location and directions to public places owned or operated by federal, state, or local governments or affiliated agencies. The City Council may authorize other sites of historic, cultural, educational, or scientific interest to utilize directional signage. Directional signage may not exceed five (5) square feet in area.
- (C) ***Historic Markers.*** Signs for buildings designated by the City Council, the State of Wyoming, or the United States as having historical significance to the community are permitted one historical plaque per street frontage.
- (D) ***Informational Signs.*** Signs that direct or regulate pedestrian or vehicular traffic on site with directives or information such as “no parking”, “entrance”, “exit”, “restrooms”, or similar information, but contain no commercial messages or advertising. Informational signage may not exceed five (5) square feet in area, and shall not impede the vision of motorists.
- (E) ***Interior Signs.*** A sign fully located within any building.
- (F) ***Political Signs.*** Signs endorsing candidates, political parties, or particular election issues or referendums may be displayed so long as they are removed within 10 days after the election to which they refer. Said signs shall be located entirely on private property, and shall not impede the public right-of-way. Political signs shall not exceed eight (8) square feet in area.

(G) Real Estate Signs. Temporary signs relating to the sale, lease or rental of properties or buildings provided the total sign area for a single property does not exceed eight (8) square feet. Real estate signs for subdivisions involving more than six (6) lots may opt to utilize a common sign for advertising the sale of lots within the subdivision. Said sign shall not exceed twenty-five (25) square feet in area and six (6) feet in height. Real estate signs shall not be illuminated in any way, nor utilize balloons, streamers, or pennants.

(H) Sports Venues and Recreational Areas. Signs located at recreational facilities such as the municipal baseball field, ice rink or other similar facilities that advertise sponsoring businesses and other benefactors for sporting activities.

(I) Street Numbers. Numbers placed on a building for the purpose of identifying the address or location. Premises identification shall meet the requirements of the city's adopted Fire Code.

(J) 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. This includes temporary signage erected for street or utility maintenance projects.

3-12 Allowed Signage – Residential Zoning Districts.

The following signage shall be allowed in all R-O, R-1, R-2, R-3, and R-4 zoning districts as defined in Sections 3-9 and 3-11 of these regulations.

(A) Construction Signs. As defined in Section 3-11.

(B) Community Billboards and Institutional Signs.

(1) Community billboards and signs identifying public, charitable, or religious institutions shall be allowed provided that the signs do not exceed twenty-five (25) square feet in sign area, and if freestanding do not exceed six (6) feet in height.

(2) Community Billboards and Institutional Signs shall be limited to one sign per street frontage.

(C) Directional Signs. As defined in Section 3-11.

(D) Home Occupation Signs.

(1) Authorized home occupations shall be allowed a single wall sign

(2) Wall signs for home occupations shall not exceed one (1) square foot in area.

(E) Political Signs. As defined in Section 3-11.

(F) Real Estate Signs. As defined in Section 3-11.

(G) Street numbers. As defined in Section 3-11.

(H) Subdivision Identification Signs.

- (1) One subdivision identification sign shall be allowed per subdivision entrance.
- (2) Subdivision identification signs shall not exceed six (6) feet in height, nor exceed twenty-five (25) square feet in sign area.
- (3) Subdivision identification signs shall be constructed of natural materials such as brick, stone, or wood. Sign copy shall consist of complimentary materials.

3-13 Allowed Signage – Commercial and Industrial Zoning Districts.

The following signage shall be allowed in all NC, B-1, B-2, and M-1 zoning districts except those in the Downtown Business District as detailed in Section 3-14.

(A) Freestanding Signs.

- (1) One onsite freestanding sign shall be allowed per street frontage.
- (2) Freestanding signs shall not exceed twenty (20) feet in height measured from level grade to the top of the sign structure, nor exceed fifty (50) square feet in area, excluding supporting poles in the case of pole signs.
- (3) Free standing signs shall be set back at least five (5) feet from the nearest property line, and shall not impede the visibility triangle.

(B) Wall and Roof Signs.

- (1) Wall and roof signs shall be limited to two (2) feet in sign area per linear foot of building façade up to a maximum of four hundred (400) square feet.
- (2) Canopy and awning signs shall be considered wall signs. In the case of a freestanding canopy, such as over service station pumps, any canopy signage shall be counted towards the maximum allowed wall sign area of the primary building façade.

(C) Temporary Signs.

- (1) External temporary advertising signs may be displayed, after obtaining a temporary sign permit, for a duration not to exceed thirty (30) days with the exception of inflatable signage which may be for a maximum duration of seven (7) days.
- (2) Temporary signage must be displayed onsite.

3-14 Downtown Business District.

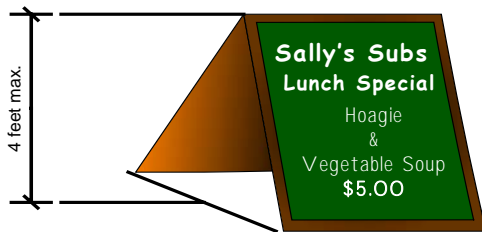
The Downtown Business District shall be defined as that area bounded by, and including, the bounding portions of the following streets and their intersections: Brooks Street on the west, Dow Street on the north, Scott and Broadway Streets on the east and Burkitt Street on the south. The following signage shall be allowed in the Downtown Business District.

(A) Projecting Signs.

- (1) One projecting sign shall be allowed per business/tenant.
- (2) Projecting signs shall not exceed ten (10) square feet in area.
- (3) Projecting signs shall provide at least eight feet of clearance above any pedestrian sidewalk or walkway.
- (4) Projecting signs shall not be illuminated in such a manner light shines through the sign face.

(B) Wall and Roof Signs.

- (1) As allowed for commercial districts in Section 3-13 save that wall and roof signs may be illuminated in the following manner:
 - (a) Fixed external illumination that does not cast direct light or glare onto the public right-of-way, adjoining property, or into the vision of passing pedestrians or motorists.
 - (b) Internal illumination, including neon lighting, that does not make up more than 20% of the allowed sign area.
 - (c) Backlighting, mounted behind the sign, that does not shine directly through the sign face or copy, and whose visible illumination shall not extend more than three (3) inches from the edge of the sign face or copy.



(C) Temporary Signs.

- (1) As allowed for commercial districts in Section 108
- (2) Businesses occupying the first floor of a building fronting on the public right-of-way in the Downtown Business District may display one (1) temporary freestanding sign using the following restrictions.

- (a) Only one temporary freestanding sign may be erected per business.
- (b) The temporary freestanding sign may be placed on the sidewalk area of the public right-of-way so long as the sign does not encroach more than two feet into the public right-of-way, impede the flow of pedestrian traffic, or is placed within five (5) feet of any publicly owned street furniture.
- (c) The sign shall only advertise the goods and services of the business it is placed in front of.
- (d) Temporary freestanding signs shall have a maximum of two faces, each face being two (2) feet wide and four (4) feet high. Only A-frame sandwich board style signs shall be permitted.
- (e) The temporary freestanding sign shall be removed when the business is not in operation, or when weather conditions, such as wind, create potentially hazardous situations.
- (f) The sign must be constructed of a durable rigid material, and be in good repair. No breakable materials or attached illumination of any kind is permitted.
- (g) Wind activated items, streamers, pennants, banners, or paper signs shall not be attached to a temporary freestanding sign.

3-15 Sign Area Incentives.

In order to promote attractive signage in commercial areas of the City, the following bonuses will be granted to sign area under the following conditions. The total amount of bonus for any given sign shall not exceed 150%

(A) Wall Signs.

- (1) 25% if the sign is composed of channel lettering attached directly to the building façade. This includes channel lettering mounted on wiring raceways.
- (2) 15% if the building utilizes signage on decorative awnings.

(B) Freestanding Signs.

- (1) 25% if the sign and immediate surroundings are landscaped. The landscaped area must consist of at least 100 square feet of grass, trees, shrubs or other appropriate vegetation. Landscaping may include decorative sign bases made of brick wood or stone, and bases that function as planters.
- (2) 25% if multiple businesses share the same pole, base, bracket, or other support.

- (3) 15% if the sign has masonry pole cover, metal aluminum, vinyl or other ornamental exterior surfaces enclosing all poles, brackets, or other supports.
- (4) 10% if sign has decorative framing enclosing all sides of the sign face.
- (5) 10% if the sign is constructed with at least 75% natural materials such as wood, stone, masonry, or similar materials.

3-16 Prohibited Signs.

The following signs shall be prohibited within all zoning districts of the city.

- (A) ***Beacon or Flashing Signs.*** Signs which feature flashing or rotating lights, strobes, or strands of lights.
- (B) ***Electronic Message Boards.*** A sign, or portion thereof, with characters, letters, or illustrations that can be electronically changed or rearranged without altering the face or the surface of the sign.
- (C) ***Hazardous Signs.*** Signs that interfere with pedestrian or vehicular traffic, distract or confuse motorists, are in a state of disrepair, or are otherwise potentially hazardous to the public.
- (D) ***Inflatable Signs.*** Any sign of flexible material that maintains its shape by means of inflation not permitted as part of a temporary sign permit as under section 3-13 of these regulations..
- (E) ***Offsite Signs.*** Signs or billboards advertising or identifying businesses not located on the same legal parcel or lot as the sign. An exception is granted for businesses choosing to share structural supports for freestanding signs as allowed in Section 3-15.
- (F) ***Signs on Vehicles/Trailers.*** Signs on vehicles or trailers which are parked or located for the primary purpose of displaying said signs.
- (G) ***Temporary or Portable Signs.*** Any temporary or portable sign not allowed under Sections 3-13 or 3-14 of these regulations.

3-17 Historic Signs

- (A) Signs of historic value to the community not conforming to the provisions of this ordinance may be permitted by the City Council after a public hearing and resolution in which the Council adopts findings supporting the historic significance of the sign.
- (B) Designated historic signs may be repaired and receive routine maintenance, but shall not be enlarged or have their copy altered.

3-18 Nonconforming Signs

- (A)** The intent of this ordinance is to not only regulate the installation of new signs, but also to ensure the eventual compliance of all signage within the corporate limits of the city. The following regulations shall regulate nonconforming signage in the City of Sheridan.
- (B)** Any permanent sign which was erected prior to April 17, 2006, which does not comply with these regulations, shall be considered a legally established nonconforming sign. Any legally established nonconforming sign shall not be:
 - (1) Replaced except with a conforming sign.
 - (2) Structurally altered to extend useful life, or receive maintenance in which cost, including labor and materials, exceeds 50% of the signs total value.
 - (3) Expanded, moved, or relocated.
- (C)** No legally permitted, nonconforming sign shall be modified to increase its level of noncompliance with this regulations, but may be modified as to decrease its noncompliance.

3-19 Violation and Penalty

Any person, firm or corporation who shall violate, neglect or refuse to comply with the provisions of this ordinance, shall upon conviction be fined not less than fifty dollars (\$50.00), nor more than three hundred dollars (\$300.00) for each offense, and each day that a violation is committed, caused or continued to exist shall constitute a separate offense.