

ORDINANCE NO. _____

ENTITLED: "AN ORDINANCE AMENDING SUBSECTIONS 6.5.4.b.3 INCENTIVES / BONUS, 6.5.4.b.4 CREATIVE SIGN PROGRAM, AND 6.5.8.j BILLBOARDS OF THE UNIFIED DEVELOPMENT CODE, TO RESTRUCTURE SIGN INCENTIVES AND BONUSES BY MODIFYING ALLOWANCES FOR SIGNS NEAR INTERSTATE HIGHWAYS, ALLOWANCES FOR SHARED SIGNS, ELIMINATING THE CREATIVE SIGN PROGRAM, AND CLARIFYING APPLICABILITY OF CERTAIN BILLBOARD ALLOWANCES."

BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF CHEYENNE, WYOMING:

Section 1. That the Governing Body of the City of Cheyenne finds that the text amendment to the Unified Development Code (UDC) that is the subject of this ordinance meets the review criteria specified in Section 2.4.1.d of the UDC.

Section 2. That on April 15, 2024, the Planning Commission conducted a public hearing, reviewed the proposed text amendment, and recommended approval of said text amendment.

Section 3. That Subsection 6.5.4.b.3 Incentives / Bonus, of Subsection 6.5.4.b Mixed-Use, Commercial and Industrial Zoning Districts, of Subsection 6.5.4 Sign Allowances, of Section 6.5 Signs, of Article 6 Design Regulations, of the Unified Development Code of the City of Cheyenne, Wyoming, is hereby amended as set out in this section:

3. Incentives / Bonuses.

- (a) Materials. A 10% bonus in the maximum permitted sign allowance for Freestanding Signs may be provided if a Freestanding Sign is designed to integrate with the building structure. The sign is considered integrated if the same or similar building materials and colors are used. If there is disagreement whether a sign is integrated, the Director shall make a final decision. The bonus can be applied to both height and area.
- (b) Landscape. A 10% bonus in the maximum permitted sign allowance for Freestanding Signs may be provided if a Freestanding Sign is located within a landscaped area. The bonus may be granted if a minimum of 4 square feet of landscaping is provided for every 1 square foot of sign area. If the Freestanding Sign is integrated into a raised planter box, the landscaped area may be reduced to one square foot of landscaping for every one square foot of sign area. The bonus can be applied to both height and area.
- (c) Building Location. A 10% bonus in the maximum permitted sign allowance for Building Signs and Pedestrian Signs may be provided in the MUR, MUB, NB, and CB districts where the building is located within 10' of the street right-of-way, and where no Freestanding Ground Signs are constructed.
- (d) Master Sign. Any sign approved as a Master Sign through the Master Sign Program (as outlined in Section 6.5.5.e) may have an increase in area and height as follows:
 - i. Area. To qualify for an area bonus, a minimum of 4 tenants must contribute to the Master Sign. The area on a Master Sign may be increased by 50% for every sign

removed or by 8 square feet per tenant space on the sign – whichever is greater. However, in no case shall the sign exceed 400 square feet in total area.

- ii. Height. To qualify for a height bonus, a minimum of 4 tenants must contribute to the Master Sign. The maximum height of a qualifying Low-Profile Master Sign is 75% of the maximum height of a Freestanding Sign placed at the same location as the Master Sign. The maximum height of a qualifying Freestanding Master Sign is 125% of the Freestanding Sign’s height allowance.
- (e) Near-interstate signs. Any parcel in a non-residential zone district and within 1000 ft of the I-25 or I-80 rights of way may have one extra Freestanding Sign which may have a bonus in area and height with the following regulations:
- i. 30’ minimum clearance between the ground and the base of the sign
 - ii. 60’ maximum height
 - iii. 200 square feet maximum area
 - iv. be located on the half of the parcel closest to the interstate right-of-way
 - v. EMC size maximum may be increased from 25% of the allowed sign area to 40% of the allowed sign area
 - vi. If the parcel abuts the interstate right-of-way, this ‘extra’ sign replaces the allowance for a ground sign for the interstate right-of-way street frontage
 - vii. If the sign is within 350 linear feet of the property line of a duplex, single-family dwelling, or townhouse located in a residential zone district, the following modifications to requirements apply:
 - 20’ minimum clearance
 - 40’ maximum height
 - 100 square feet maximum area

Section 4. That Subsection 6.5.4.b.4 Creative Sign Program, of Subsection 6.5.4.b Mixed-Use, Commercial and Industrial Zoning Districts, of Subsection 6.5.4 Sign Allowances, of Section 6.5 Signs, of Article 6 Design Regulations, of the Unified Development Code of the City of Cheyenne, Wyoming, is eliminated in its entirety.

Section 5. That Subsection 6.5.8.j, of Subsection 6.5.8 Billboards, of Subsection 6.5.4, of Section 6.5 Signs, of Article 6 Design Regulations, of the Unified Development Code of the City of Cheyenne, Wyoming, is hereby amended as set out in this section:

- j. Billboards on properties within 1,000’ of Interstate 25 and Interstate 80 right-of-way shall conform to the following:
 - 1. Billboards shall not exceed 672 square feet in area. Proof of compliance with applicable laws, rules and regulations of the State of Wyoming shall be presented to the building official along with sign permit applications.
 - 2. Billboards on properties within 1000’ of interstates on the same side of the interstate shall be at least 500’ apart.
 - 3. Billboards shall not exceed 60’ in height.

Section 6. Sections, paragraphs, sentences, clauses, and phrases of this ordinance are severable. If any section, paragraph, sentence, clause, or phrase of this ordinance is declared

unconstitutional or otherwise unlawful, such declaration shall not affect any of the remaining sections, paragraphs, sentences, clauses, and phrases.

Section 7. This ordinance shall be in full force and effect upon approval and publication.

FIRST READING: _____

SECOND READING: _____

THIRD AND FINAL READING: _____

PATRICK COLLINS, MAYOR

(SEAL)

ATTEST:

KRISTINA F. JONES, CITY CLERK

Published: _____
Wyoming Tribune-Eagle