

Article 6 Billboards

UDC TEXT AMENDMENT

CASE NUMBER: PLN-15-00009

PREPARED BY: Logan Graves

MEETINGS: July 6, 2015 – Planning Commission

DATES: July 13, 2015 – City Council

STATEMENT & STAFF RECOMMENDATION: At its regular meeting Monday, July 6, 2015, the Cheyenne Planning Commission recommended approval of the above described Text Amendment by a unanimous vote of 5 to 0.

OVERVIEW

The current billboard ordinance has been in place for over 20 years and was carried over with the adoption of the Unified Development Code (UDC), with little to no substantive changes. Under the previous code, Title 17, billboard regulations were scattered among five different chapters, causing the billboard provisions to be somewhat difficult to locate. If allowed in a particular zoning district, billboards were listed as an allowable sign type under the district chapter. General provisions on billboard signs were then outlined in Chapter 17.128.

The UDC update codified a new format where billboards were consolidated into one code section, Section 6.5.8. This reorganization resulted in a more consistent, concise, and user-friendly format and has substantially helped to improve the community's ability to locate needed sections of the code. However, the consolidation of the billboard ordinance left out a provision stating which zoning districts permit billboards. The purpose of this text amendment is to correct this omission by adding a provision to Section 6.5.8 clarifying where billboards are allowed to be located.

PROPOSAL

Under Title 17, billboards were allowed in the following zoning districts: MUB, CB, LI and HI. This text amendment proposes to permit billboards in those same zoning districts.

The UDC currently has standards governing the maximum area and height of billboards, spacing requirements between billboards, the total number of billboards that could be installed City-wide, and for digital billboard signs, their illumination and duration of display of advertisements. This ordinance would retain the standards currently in place.

Size Limits

Sizing of billboards is largely determined by location. Two size thresholds exist. The first being for billboards located on properties within one thousand feet of Interstate 25 and Interstate 80 and the second being for billboards located on properties outside one thousand feet of Interstate 25 and Interstate 80, as shown in the following table.

Distance from I-25 & I-80	Billboard Area	Billboard Height
Within 1000'	672 SF	60'
Outside 1000'	288 SF	40'

Spacing Requirements

In reference to separation requirements, billboards on properties within one thousand feet of the I-25 and I-80 that are adjacent to an interstate on the same side of the interstate are required a minimum 500 feet separation between billboards. Similarly, billboards on properties outside the thousand feet of I-25 and I-80 are required to be at least 500 feet apart.

Cap Provisions

Essential to the billboard ordinance is the limitation in the overall number of billboards within City limits. The purpose of capping the number of billboards is to balance the community's aesthetic objectives with the advertising needs of businesses, and to further prevent the proliferation of signs and the visual cluttering of an area. Currently 79 billboards are located within City jurisdictional boundaries with two billboard credits still available. These billboards are allowed to be removed and replaced on a 1 removed for 1 new basis or 3 removed for a 1 new digital basis. Passage of this text amendment would allow for relocation of existing billboards to the MUB, CB, LI and HI zoning districts for those instances where billboards may wish to move.

POLICY CONSIDERATIONS

The proposed text amendment is primarily technical in nature, and results in no substantive policy changes. The purpose of the amendment is simply to establish which zoning districts permit billboards.