

**DOUGLAS CITY COUNCIL
STAFF REPORT
AUGUST 28, 2023**

**101 N 4TH STREET
ELECTRONIC MESSAGE BOARD SIGN – CONDITIONAL USE PERMIT**

CASE NUMBER: CUP 08-23

PREPARED BY: Heidi McCullough, Planning Technician

MEETING DATES: August 21, 2023 – Planning Commission
August 28, 2023 – City Council

REQUEST: Conditional Use Permit, CB-1 Downtown Business Zone

PURPOSE: To install two (2) electronic message board signs.

RECOMMENDATION: The Community Development Department recommends approval of this conditional use permit to allow for the installation of two (2) electronic message display signs in an CB-1 Downtown Business zone at 101 N 4th Street with staff recommendations.

VICINITY MAP:



OWNER: City of Douglas
P.O. Box 1030
Douglas, WY 82633

LOCATION:

- (1) Legal Description: Original Town of Douglas, Block 10, Lots 8-11 Inclusive
- (2) General Location: The proposed site is located on the northeast corner of the intersection of North 4th Street and Center Street.
- (3) Address: 101 N. 4th Street

SIZE: 0.77 Acres

ZONING: CB-1 Downtown Business



ZONING DATA: The property is currently zoned CB-1 Downtown Business Zoning District. This district is “intended to provide a central area for business, government services, and community and cultural activities. This district is included in the downtown area designation due to its historic architecture and character.”

Council approval of a conditional use permit for this type of sign is a requirement of the Unified Land Development Code, due to its possible impact on neighboring properties or as a distraction to vehicle traffic.

EXISTING LAND USE: Government offices

PROPOSED USE: Same

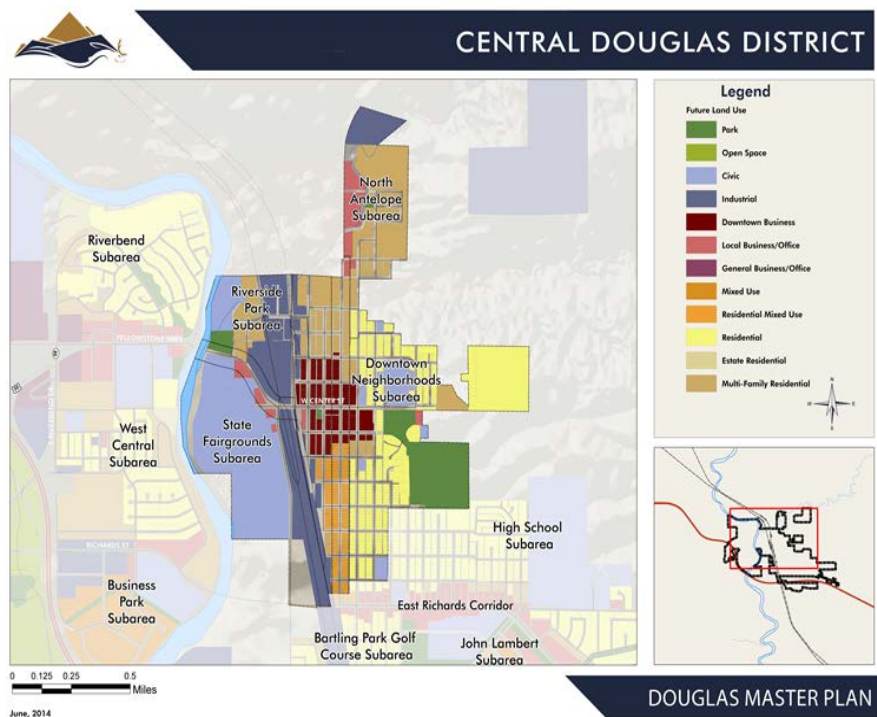
SURROUNDING LAND USE:	ZONING	ANNEXATION STATUS
North: Office Space	CB-1	City
South: Church	CB-1	City
East: Office Space	CB-1	City
West: Commercial	CB-1	City

DESCRIPTION OF SITE: The site is highly visible located on the primary central intersection of the community.

2014 MASTER PLAN:

The property is designated as part of Downtown Core Subarea of the Central Douglas District.

Per the Master Plan *“Downtown should be accessible and pedestrian-friendly, a welcoming place for both residents and visitors, and the central hub for shopping, dining, lodging, entertainment, gathering, and socializing...Public investment and land use decisions should be consistent with the long-term economic health of the Downtown”*



The proposed use of this property conforms to the future land use designation.

FY2023 STRATEGIC DOING

Outcome: Engaged & Informed Neighbors (EIN)

Strategy: Strategy #2: Increase volume and diversity of high-quality information shared with community.

KPI: EIN-02 Install electronic message displays and coordinate messaging with businesses.

STAFF ANALYSIS: The existing non-functioning digital signs would be eliminated from the current location and replaced by new signs that operated as an electronic message board. The proposed message boards meet the conditions attached to signs of this type as defined by the Unified Land Development Code and enumerated in the staff recommendation, per written confirmation from the sign contractor.

There are several mitigating issues in the Douglas Municipal Code to consider in reviewing this application.

1. Signage in an CB-1 Downtown Business Zone is limited to a maximum area of two hundred (200) square feet, unless otherwise allowed by the City Council. The proposed signs are approximately eighty-two (82) square feet.
2. Electronic Message displays are required to meet all of the conditions enumerated in the staff recommendation.

Signage in the Local Downtown Historic District is required to obtain approval from the Douglas Downtown Historic District Review Panel. On July 10, 2023, the Panel approved the request to replace the non-functioning signs with new signs.

The proposed location of the message sign is within the zone setbacks on the southeast corner of the property, providing good visibility to area pedestrian and vehicle traffic.

The proposed sign meets all height requirements.

STAFF RECOMMENDATION: The Community Development Department recommends approval of the request for a conditional use permit to allow the installation of an electronic message board sign at the subject property with the following conditions:

1. The signs may not exceed the proposed 82 square feet for the electronic message display.
2. Each message on an electronic message display shall be displayed for at least four (4) to eight (8) seconds.
3. The transition between messages display shall be instantaneous. Transitional effects shall be limited to instant (slideshow), fade, dissolve, circle out, diamond out, jaws, zoom, wipe left, wipe right, scroll, and travel.
4. The electronic message display shall be equipped with technology that automatically dims the electronic message displays according to ambient light conditions to a luminance or nighttime brightness level of up to five hundred (500) NIT, which will result in a reduction of display brightness between five (5) percent and twenty-five (25) percent, depending on the resolution of the sign. Documentation shall be provided from the sign manufacturer which verifies compliance with auto dimming and brightness requirements.
5. The electronic message display shall be equipped with the ability to be shut off within twenty-four (24) hours of malfunctioning. Signs under repair shall be shut off.

PLANNING AND ZONING COMMISSION RECOMMENDATION: At their regular meeting on August 21, 2023, the Douglas Planning and Zoning Commission unanimously voted to recommend approval of the request for a conditional use permit to allow the installation of an electronic message board sign at the subject property with the following conditions:

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