

Agenda Item: Presentation

Title: Billboards in Laramie: A Policy Discussion on Potential Code Changes

Administrative or Policy Goal:

It is good ongoing practice to review and revise policy in a changing landscape. This effort reflects the City's commitment to maintaining relevant, responsive regulations that support evolving community priorities and business needs.

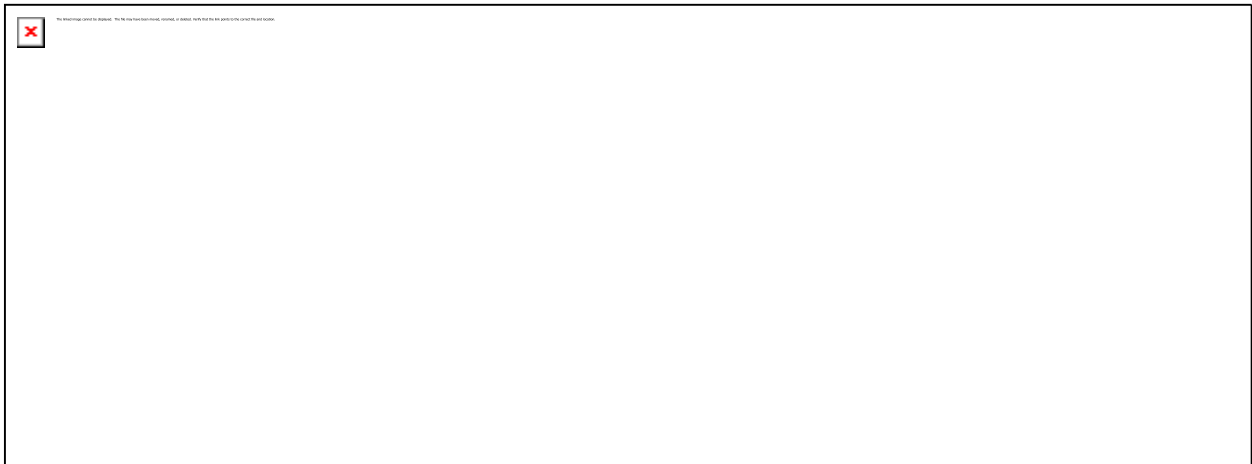
Background:

At the direction of City Council, staff are bringing forward a work session to review the City's existing billboard ordinance and discuss what aspects of the policy could be modified. The purpose of this discussion is to outline the current regulatory framework, explore where there may be flexibility for change, and seek Council input on potential updates. This conversation will help determine whether adjustments are needed to better support business visibility, respond to changing advertising trends, or address broader community and planning considerations.

Questions to Guide the Discussion:

1. What are the photometrics of the digital signs and of the current billboard signs? How do the two compare?
2. Will digital signs be allowed to blink or flash? If so, how does Lamar determine the standards for allowable blinking, flashing, etc.
3. What is the energy consumption of the digital signs and how does that compare with that of the current static billboard signs? I understand LED lights uses less than the halogen version (or whatever is there now), so what is the net change in energy use? Can you give concrete examples of some signs and their energy bill for a month?
4. (Not asking for exact Lamar pricing data) What is *average* cost of one (1) slot on a digital billboard sign and what is the minimum amount of leased time for one slot?
5. Does Lamar have any data about the effect of digital signs on wildlife? (specific concerns have been posed by residents with respect to birds and bats)

6. Does Lamar have digital billboards in other cities in Wyoming and how many in each city? How many static billboards does Lamar have in those cities, or are they all digital? (Also, would appreciate pictures /video of those billboards during the day and at night as that would be helpful.)
7. What safety standards does Lamar adhere regarding motorists, pedestrians and others (i.e., distracted driving)? What agency defined these standards.
8. Would LAMAR be willing to remove a legacy billboard in order to replace a different one with the proposed digital billboard? i.e., have a net loss of billboards in town, thereby helping the city goal of reducing sign clutter?
9. Can you provide specific documentation or summaries of feedback received during your focus group meetings—especially from Laramie Main Street, Laramie Chamber Business Alliance, and Visit Laramie as mentioned in your 3/12/25 email? Were any concerns or conditions raised that the City should be aware of?
10. The text amendment application requests a maximum size of 242 square feet for digital billboards, which exceeds the size of all existing static signs in the city, as noted in Lamar’s work session presentation (see image below). Why is an increase in allowable sign area needed?



11. Lamar’s 3/12/25 email indicates 100% of current billboard advertisers are local businesses. How does Lamar define “local” in this context, and what criteria are used to make that distinction?

Responsible Staff:

Philipp Gabathuler, Planning Manager