



Policy Considerations for Billboard Ordinance Rewrite

City Council Briefing – What You Can Regulate

Laramie City Council
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Planning Division

Why Consider a Rewrite?

1

Respond to legal and technological changes

2

Align with Comprehensive Plan goals

3

Balance community aesthetics, economic development, and safety

4

Address nonconformities and enforcement concerns

Regulating Digital Billboards

Location: where billboards are allowed

Spacing: distance between signs and from key features (parks, schools, etc.)

Size & Height: maximum dimensions, measured from grade or road

Illumination: restrictions on brightness, type (e.g., static vs. digital)

Duration: time allowed for temporary or rotating content

Regulating Digital Billboards

Message change intervals
(e.g., 8 seconds)

Prohibition of motion or
flashing lights

Nighttime dimming
requirements

Special limitations near
residential zones

Legal Framework

- First Amendment: Commercial speech protections
- Avoid content-based regulation—focus on time, place, and manner



Managing Nonconforming Billboards

1

Inventory existing billboards

2

Define rules for maintenance, repair, and replacement

3

Establish amortization timelines if desired

4

Incentivize voluntary removal or relocation

Community Engagement

Engage business owners, neighborhoods, and interest groups

Visual simulations to illustrate potential impacts

Survey or polling to gauge public preferences

Encourage public engagement at hearings

Questions & Next Steps

What outcomes do we want to prioritize?

Should we allow digital conversions?

What areas should remain billboard-free?

Draft policy language and initiate public review