



**Sheridan City Planning Commission
Meeting Agenda
November 12, 2024
7:00 PM, City Council Chamber, City Hall**

1. Call to Order and Roll Call of Members

2. Approval of Agenda as Presented

Motion by:

Second:

Vote:

3. Review, correction, and approval of minutes of the October 14, 2024 meeting.

Motion by:

Second:

Vote:

Old Business

New Business

4. Consideration of PL-24-34, Resolution 41-24. The applicant, Sign Products, Inc, for Campco Federal Credit Union, requests an approval for an EMC, Electronic Message Center sign within 300 feet of a single family residence. Located at 2511 Coffeen Ave. Zoned B-1 Business District.

Motion by:

Second:

Vote:

5. Comments from commissioners and staff.

6. Adjourn



MEMO

TO: Planning Commission
FROM: Kelly Schroeder, Planning Director
RE: Review, correction, and approval of minutes of the October 14, 2024 meeting.

Motion by:

Second:

Vote:

Attachments

Minutes

CITY OF SHERIDAN
MINUTES OF PLANNING COMMISSION MEETING
CITY HALL COUNCIL CHAMBERS
OCTOBER 14, 2024

1. Vice Chair James Schrodts called the meeting to order at 7:00 PM with a quorum as follows: Daniel Kerbs, Bev Leichtnam, and Brandy Campbell.
2. Commissioner Campbell moved, seconded by Commissioner Leichtnam to approve the agenda. The motion was approved.
3. Commissioner Leichtnam moved, seconded by Commissioner Campbell to approve the minutes of the September 23 Planning Commission meeting. The motion was approved.
4. Consideration of Ordinance 2287, Adopting M-1 Mixed Use Employment District and M-2 Industrial District.

Commissioner Kerbs moved, seconded by Commissioner Campbell to recommend City Council table City Ordinance 2287 until a time determined by Council. If chosen not to (table), to proceed with the following amendments: removing residential restrictions noted in appendix a, section a, subsection 1; add “outside-normal business hours” to truck traffic in M2; move outdoor storage areas from M2 to M1; and additionally, encourage being accommodating with businesses who may want to move to an alternative zone even though current use complies with the draft zoning plan.

5. Consideration of Ordinance 2288, Adopting Downtown Development District Overlay and Downtown Historic District Overlay.

Commissioner Kerbs moved to provide a positive recommendation to City Council regarding City Ordinance 2288 with the amendment that within the downtown business district, multi-family for mixed-use residential uses are not required to provide off-street parking. No Second. Motion failed.

Commissioner Leichtnam moved, seconded by Commissioner Campbell to provide a positive recommendation for consideration of City Ordinance 2288, Adopting Downtown Development District Overlay and Downtown Historic District Overlay to City Council. Motion passed 3:1

6. Comments from commissioners and staff.
 7. The meeting was adjourned at 9:34 PM.
-

Tod Windsor, Planning Commission Chairperson

Attest: _____
Ashlee Foster, City Clerk



MEMO

TO: Planning Commission

FROM: Kelly Schroeder, Planning Director

RE: Consideration of PL-24-34, Resolution 41-24. The applicant, Sign Products, Inc, for Campco Federal Credit Union, requests an approval for an EMC, Electronic Message Center sign within 300 feet of a single family residence. Located at 2511 Coffeen Ave. Zoned B-1 Business District.

Background

Sign Products, Inc. on behalf of Campco Federal Credit Union has submitted an application for an Electronic Message Center sign located at 2511 Coffeen Avenue (PIN 55840211400125). The subject property is zoned B1- Business District and is within 300 feet of a single-family residence. The proposed sign will be located in the northwest corner of the subject property along Coffeen and 3rd Avenue. From this point, two single-family homes are located to the north across 3rd Avenue at approximately 125 feet and 250 feet away. Other signs are proposed for the property, but are not EMCs, and have gone through the standard sign permitting process for approval.

Findings of Fact

Municipal Code Chapter 3, Article 3-II, Section 3-11.A governing Electronic Message Centers (EMC) stipulates that regardless of the zone district, electronic message centers may not be erected within 300 feet of a single-family residence unless reviewed by Planning Commission and approved by City Council. Subsection (a)(2)(D) of said code states that approval of an EMC sign permit may only be made upon finding that the proposed EMC meets the following criteria. City staff comments regarding the proposed EMC in relation to these requirements are in italics.

i. An EMC, or sign incorporating an EMC, installed on a building or structure shall have framing and decorative elements that are complementary to the facade of the building on which it is installed. An EMC, or sign incorporating an EMC, installed as a freestanding sign shall have a decorative base of masonry or stone.

Per the submitted schematic drawings, the proposed EMC is a freestanding sign and will have a decorative base made of stone.

ii. Any information displayed on the EMC shall be static, and messages displayed shall not change more frequently than once per hour.

To satisfy this requirement, the applicant submitted a signed statement stating that they have read and understand the requirements of EMCs within 300' of a single family residence. Further documentation was provided from the sign manufacturer stating that the sign software is equipped with message controls that allow users to set hold times for messages in order to be in compliance with City Code.

iii. Messages displayed must be monochromatic (a single color, value, and hue) and the background of

the EMC must likewise be of a single color, value, or hue.

To satisfy this requirement, the applicant submitted a signed statement stating that they have read and understand the requirements of EMCs within 300' of a single family residence. Further documentation was provided from the sign manufacturer stating that the sign software is equipped with message controls that allow users to set monochromatic color schemes for messages in order to be in compliance with City Code.

iv. The maximum pixel spacing (pixel pitch) shall not exceed 10 mm for a EMC-RBG or 20 mm EMC-Mono.

Per the submitted technical specifications, the pixel pitch of the proposed EMC is 10 mm LED RGB.

v. The minimum legal lot or parcel size for which an EMC, or sign incorporating an EMC, can be installed in a R-0 Rural Residence, R-1 Residence, R-2 Residence, R-3 Residence, R-4 Residence district, or residential use area of a planned unit development, is one acre.

As the subject property is zoned B-1 Business District, this requirement does not apply.

vi. The EMC will conform in all other ways with the provisions of this section and applicable city code.

The proposed EMC meets all other requirements governing signage in commercial districts, including size and location:

- *The allowable height for a free standing sign in a B-1 Business District is 20 feet. The proposed sign is 9 feet, 10.5 inches.*
- *The allowable area for freestanding signs in this district is 50 square feet, however, an additional fifteen percent may be granted if the sign has a masonry pole cover enclosing all supports and brackets, which increases the maximum allowable area to 57.5 square feet. The proposed sign has a masonry base enclosing all supports and is shown to be 55.07 square feet.*
- *The sign is located outside of the visibility triangle, lies completely within the property lines, and is the only sign for the business located along Coffeen Avenue.*

Staff Comments

Staff finds that the proposed EMC sign located at 2511 Coffeen Avenue meets all of the requirements for signs located in a B-1 Business district as well as the requirements for EMC signs located within 300 feet of a single-family dwelling. Staff sent notification to 23 nearby property owners regarding the proposed EMC sign and public hearings. No comments have been received to date.

Staff Recommendation

Staff recommends that Planning Commission find that the application PL-24-34 Campco FCU EMC is in accordance with City of Sheridan Municipal Code Chapter 3, Article 3-II, Section 3-11.A governing Electronic Message Centers (EMC), and that the Commission recommend approval of the EMC to City Council.

Attachments

site plan
specifications
owner certification
sign measurements
brightness and message controls
resolution

PROPOSED STORM DRAIN
INLET AND PIPE TO TIE INTO
CITY OF SHERIDAN MAIN

PROP. 4" SANITARY SERVICE
EX. GAS MAIN TO
BE RELOCATED

(ASPHALT)
(60' RIGHT-OF-WAY)
3RD AVENUE EAST

PROPOSED 5' SIDEWALK
TO MATCH EXISTING
SEE CITY OF SHERIDAN
STANDARD DETAILS

PROP. 1 1/2" WAT

See page 2
for vision triangle
and sign distance
from property lines

(100' RIGHT-OF-WAY)
(ASPHALT)
VENUE AKA STATE HIGHWAY 87

CURB CUT

A1

85.89'

B

37.30'

C2

C1
B
A

B

PROP. TECH SERVICE

23.49'

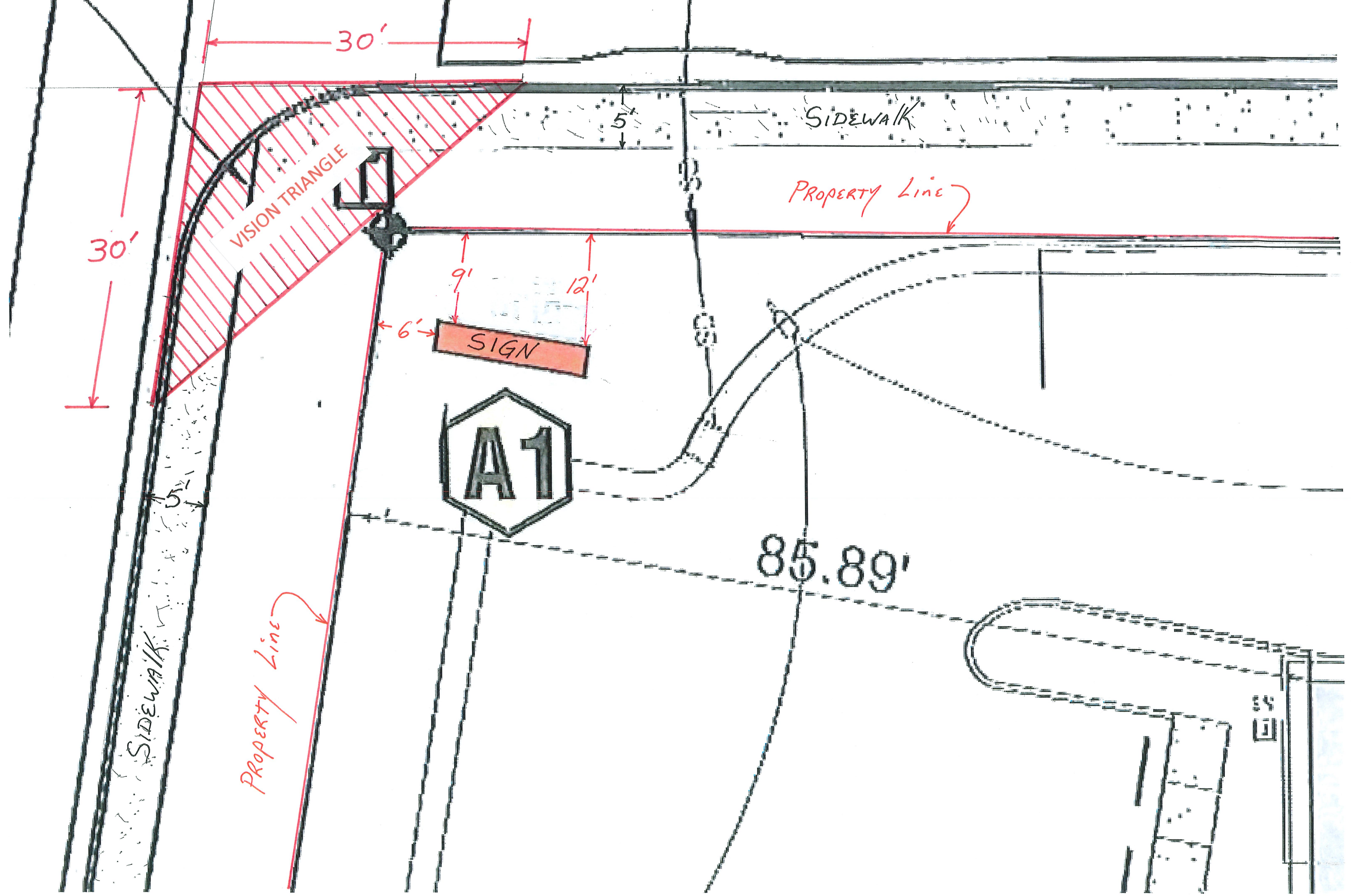
NEW UNDERGROUND TECH
SERVICE FROM EXISTING

3" GAS LINE TO
GENERATOR

NO SCALE

2nd REVISED SITE PLAN





On Premise Quote



QUOTE NUMBER: 2415096.0 (Version 0) DATE: 8/12/2024

SIGN ID: 1931607 W10-S

Sign Products Inc **DO NOT MAIL INVOICES** 30100

Tony Duncan, Sales
PO Box 20955
Billings, MT 59104-0955
3076723145
tduncan@signproductsinc.com

Shipping Destination

Sign Products Inc
1425 Monad Rd
Billings, MT 59101-3227

Job Site

Name: Campco Federal Credit Union
Address:
City: Sheridan
State: WY Zip:

PRODUCT SPECIFICATIONS

Pixel Pitch:	W10mm LED RGB
Pixel Matrix:	90H X 180W
Ventilation Style:	Front Ventilation
Cabinet Size:	41in H x 6ft 3in L x 5in D
Viewing Area:	36in H x 6ft L
Cabinet Style:	Double Face (Slim)
Character Size:	11 lines / 36.0 Characters at a 3" type
Approx. Weight:	518.00 Lbs.
Warranty:	Standard 5 Year Watchfire warranty applies.
Mfg. Lead Time:	3-5 weeks (Based on signed quote, receipt of deposit, and artwork approval - if applicable)
Electrical Service:	120 VOLT 22.0 amps (11.00 per face) Single Phase Service. Refer to the Installation manual for details on wiring. Based on 18 hours of operation a day, plus or minus 10% depending on how the sign is programmed. Example: 13.7 KWHrs a day x \$0.12 = \$1.64/Day

STANDARD FEATURES

Brightness	Daytime 7500 NITs Maximum; Nighttime 700 NITs Maximum
Color	LED RGB
Color Capability	Min. 1.2 Quintillion
Includes	Ignite Graphics Software
Video	Up to 30FPS
Viewing Angles	150 Horizontal/95 Vertical

OPTIONS

Software	Ignite OPx (cloud-based, single region)
Software Training	Web Based Software Training
Communications	OPx - 4G Wireless with Watchfire Cellular Data Plan
Wireless Data Plan	Life-of-sign Data Plan
Cabinet Separation	Standard Up To 15 Feet
Power Requirements	Standard As Quoted
Temperature Sensor	w/100-Step Photocell w/15 ft Cable
Sign Mounting Kit	Not Ordered / Not Required
Technician On-Site	Not Ordered
Warranty	Standard 5-Year Parts Warranty

ORDER ACCEPTANCE

QUOTE VALID UNTIL 9/26/2024

System Price: 10mm Highbrightness Color LED Message Center - Front Ventilation

System Price

Crating & Shipping

To Billings, MT via Common LTL Carrier

Grand Total:

To order Sign ID 1931607, sign here and return with down payment

Signature: _____ Date: _____

Buyer acknowledges that prior to executing this Agreement Buyer has read or has had the opportunity and means to review the TERMS OF SALE and Seller's LIMITED WARRANTY, SOFTWARE LICENSE, AND LIMITATION OF LIABILITIES AND REMEDIES at <http://watchfiresigns.com/terms-and-conditions-of-sale> or in the alternative, a hard copy has been provided to Buyer and its receipt is acknowledged.

This quote/offer is expressly limited to the acceptance by the buyer of its exact terms, including the terms of sale and seller's limited warranty, software license, and limitation of liabilities and remedies, all of which are a part of the agreement. Any purchase order or related documents buyer issues to seller (even if it contains terms in addition to or inconsistent with the terms of this agreement) for this transaction shall constitute buyer's unconditional agreement to be bound exclusively by the seller's terms and conditions of this agreement, and buyer hereby agrees that such additional or inconsistent terms shall not apply nor become a part of this agreement.

CERTIFICATION of OWNER/OPERATOR for ELECTRONIC MESSAGE CENTER

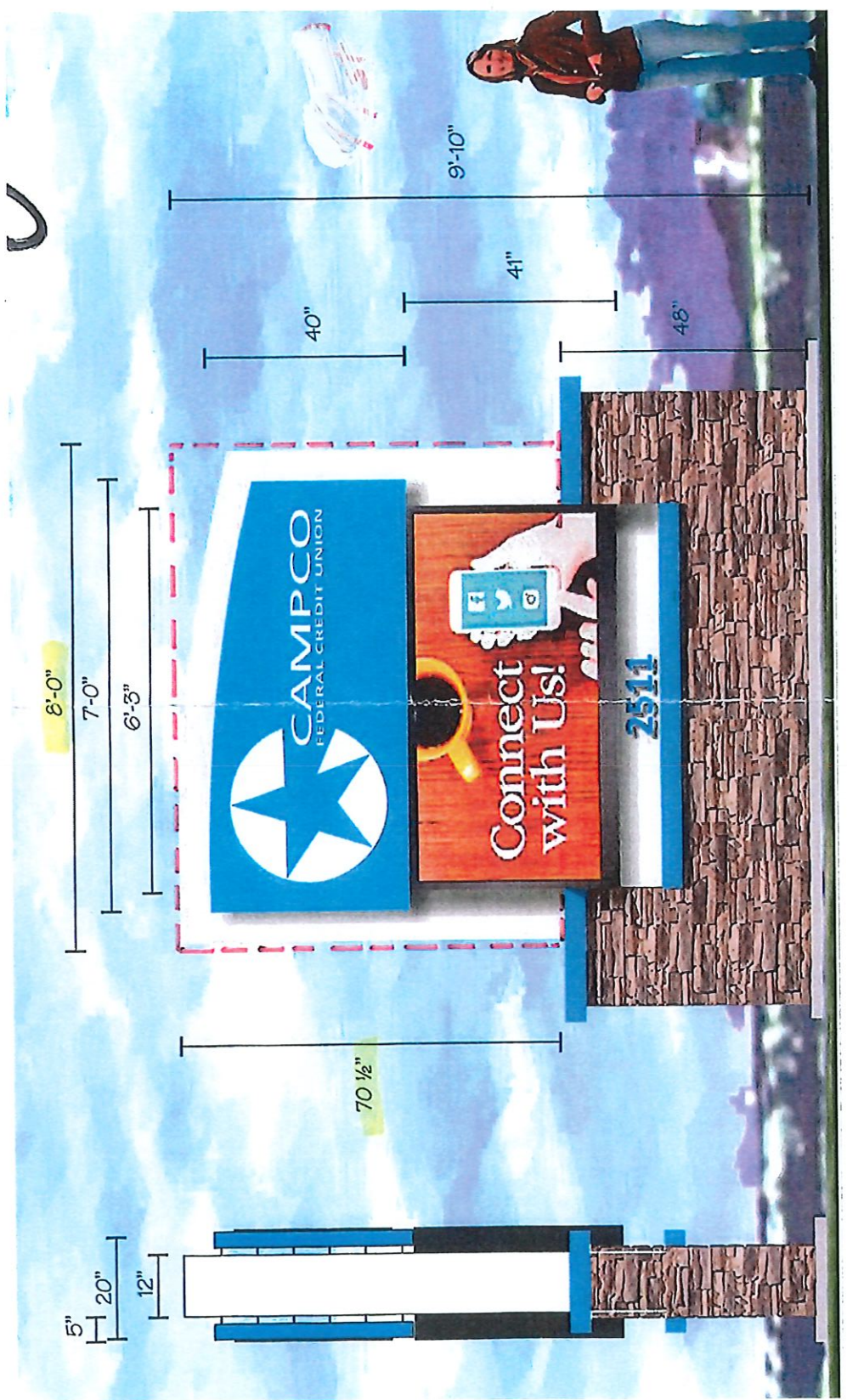
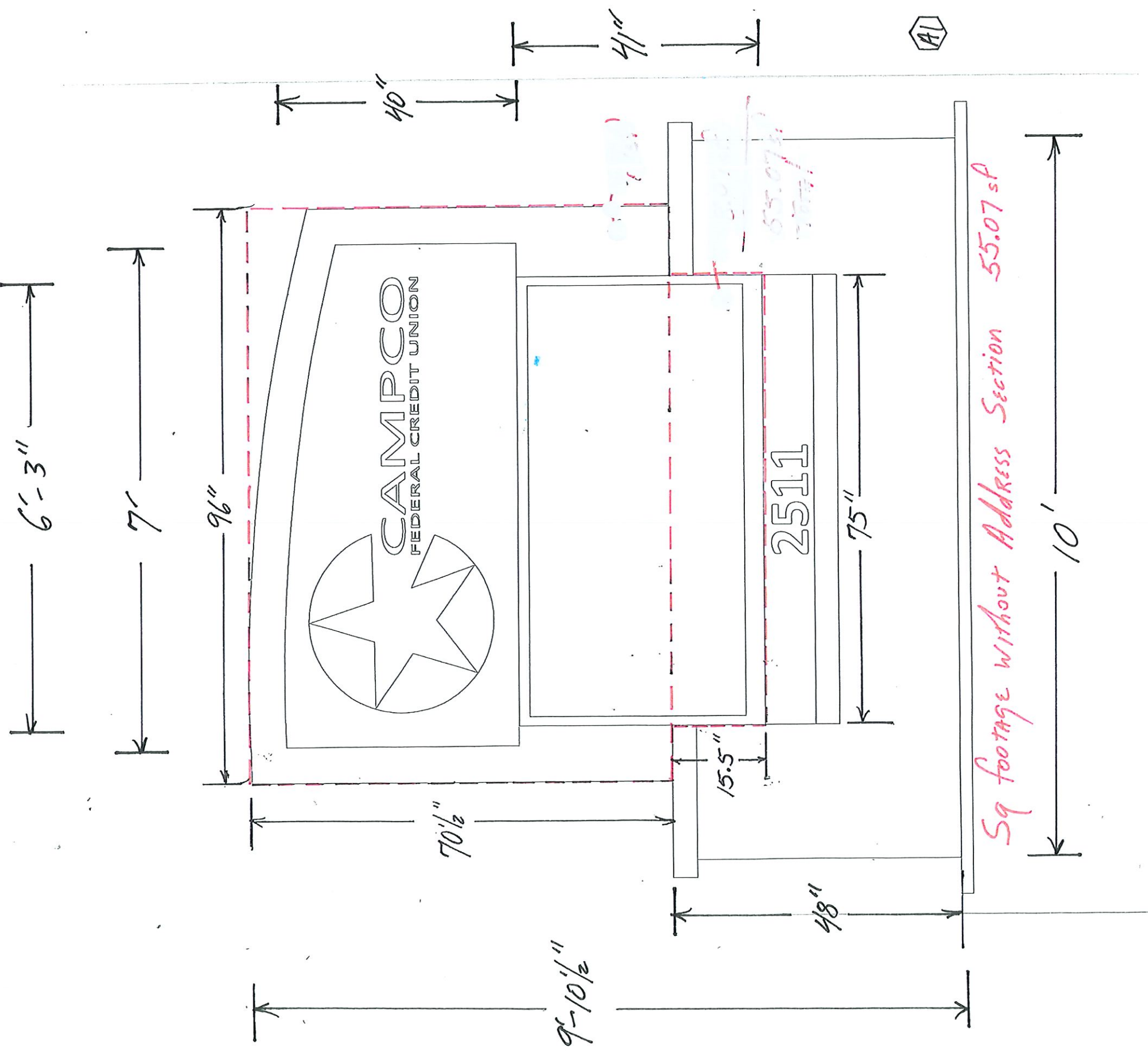
I hereby certify that I have received and understand the regulations, restrictions and prohibitions related to Electronic Message Center (EMC) signs and further certify that the EMC will be operated in compliance with city code 3-11(a) regarding Electronic Message Centers.

Print Name: TIM CARPENTER

Signature: 

Location of EMC sign: 2511 Coffeen Ave., Sheridan, WY

Date: 10-21-2024





October 21st, 2024

Watchfire Brightness and Message Control Settings:

Watchfire W-Series full-color led signs are designed for a maximum daytime brightness of 7,500 NITs and a maximum nighttime brightness of 750 NITs (10% of daytime brightness). Watchfire signs offers zoning-friendly software to comply with local Wyoming city ordinances. Upon request, the signs controller may be preset to match the brightness, hold time, and transition settings mandated by those codes.

Brightness Controls:

- A physical light-sensing device known as a **photocell** is used to accurately control sign brightness. When present and functioning properly, the physical photocell takes priority over the software photocell and responds to ambient light conditions by brightening or dimming the LEDs to maintain healthy visibility.
- Watchfire LED displays use a software photocell as a backup method of controlling brightness. The software photocell relies on zip code location of the sign to determine a precise geographical location. The sign is appropriately dimmed or brightened based on seasonally adjusted sunrise and sunset times for the set location. The Watchfire display brightness can be customized to adhere to proper foot candle requirements set by the City of Sheridan. *(EMCs may not exceed 0.3 foot candles above ambient light.)*

Message Controls:

- Watchfire electronic signage and software allows users to limit messages displayed to the following standards per the City of Sheridan Ordinances: monochromatic text and one-color background, static messaging/content may not change more than once per hour, static messaging without the use of optical illusions, scintillating images or movement. Watchfire software allows for control of light intensity and transitioning of such slides to be instantaneous and without distracting effects.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ryan Davis", with a stylized flourish at the end.

Ryan Davis

Territory Manager – Rocky Mountains

Cell 720.281.8735

Email: Ryan.Davis@watchfire.com

www.Watchfiresigns.com

Watchfire's Ignite OPx is the best cloud-based solution for complying with municipal codes across multiple signs. Our outdoor displays feature built-in settings that can restrict features to meet zoning requirements, such as requiring long hold times, limiting animations, or requiring signs to be turned off at night. If a user has multiple signs in different communities, OPx allows these settings to be configured on each sign individually.

BRIGHTNESS

Watchfire's LED signs can place an upper brightness limit for day and night municipal restriction codes. This guarantees brightness codes will be followed, ensuring compliant operation for the life of the sign. For example, if a community has a daytime brightness limit of 7500 NITS, the Watchfire Service department can limit the sign controller so the brightness cannot exceed that limit. Further adjustments by the sign owner to increase the brightness above that limit, whether accidental or intended, are then restricted.

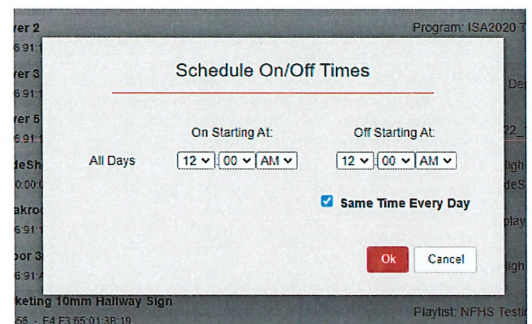
Program	Configuration
Program: Iowa High	Screen Width 90
Web Player: TradeSh	Screen Height 60
Program: CI Display	Model Type BC760
	Monitor Orientation normal
Program: Iowa High	Monitor Connection default
Playlist: NFHS Testin	TV Standard
	Master Volume 0
	Line Volume 0
Program: OAAA2018	Mic Volume 0
	PCM Volume 0
Program: OAAA2018	NTP Server N/A
	Day Brightness 140
Program: Red Wall	Night Brightness 140
	Max Allowed Day Brightness 7000
Program: Red Wall	Max Allowed Night Brightness 7000
Program: OAAA202	Animation No Restriction
Program: SignWorks	Minimum Hold Time No Minimum

HOLD TIMES & ANIMATIONS

Signs using Ignite OPx can also have a set threshold for minimum hold times and restrict the use of transitions or animations. If a municipal ordinance calls for longer hold times, for example, 1-minute hold times per message with no animations, Watchfire can configure the sign controller to comply. Hold times and animation restrictions can be applied per sign, preventing the accidental use of content that might violate municipal codes.

ON & OFF TIMES

Ignite OPx enables signs to be configured according to municipal ordinances that require LED signs to be turned off at night. Located in the Network tab, any sign can be set to have a start on and off time. OPx users can create and edit an on/ off schedule.



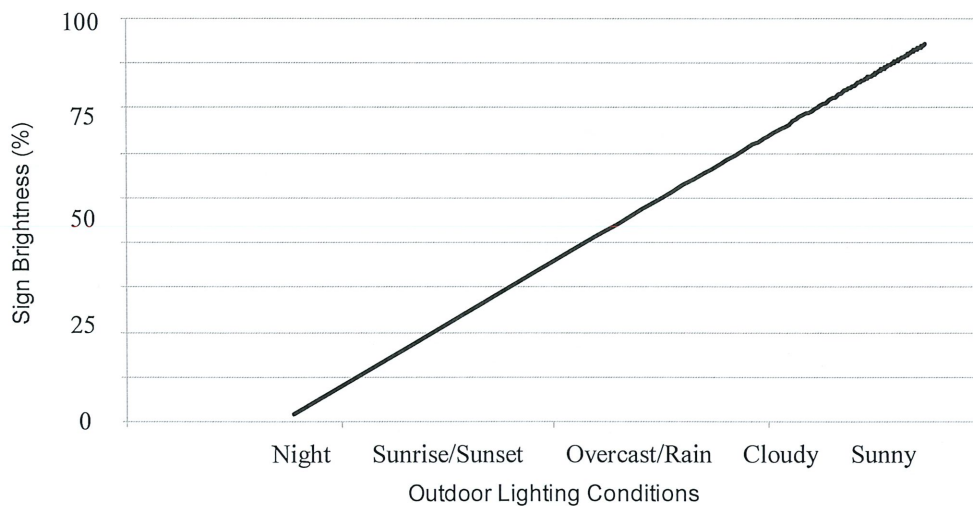
The Watchfire service department can set brightness, hold times, and animation restrictions. For more information on how these features can be used to ensure compliance with local zoning ordinances, please call our service team at 866-637-2645.



PHOTOCELL FACT SHEET

Hardware photocell enables a Watchfire® sign to adjust sign brightness for the periodic change of outdoor ambient light: as the amount of outdoor light changes, the brightness of the sign changes. The relationship between ambient light and sign brightness is directly proportional. During periods of low ambient light, sign brightness will be low. Throughout phases of high ambient light, sign brightness will be high. Below is a chart showing the relationship between outdoor lighting conditions and sign brightness.

Billboard Brightness with Outdoor Lighting Conditions



Looking at the graph above, 100% sign brightness translates to 7000-7500 NITs for Watchfire® Digital Outdoor signs. 100% sign brightness equates to 9000-10000 NITs for On Premise signs.

Watchfire® has designed its software to react gradually with the photocell; changes in sign brightness are based upon an average of photocell readings, not instantaneous values. This is extremely useful during periods of brief cloud cover. The sign will not dim as soon as a cloud passes overhead. Instead, the sign software will take an average of the overall lighting conditions outside and adjust the sign brightness against that average. In addition, there are 100 brightness levels in the photocell. This provides excellent reaction to the variation in outdoor ambient light.

**CITY OF SHERIDAN
RESOLUTION 41-24**

A RESOLUTION approving PL-24-34, an Electronic Message Center (EMC) for Campco Federal Credit Union. The property is zoned B-1 Business and located at 2511 Coffeen Avenue. (PIN 55840211400125).

WHEREAS, the application for the Campco FCU Electronic Message Center (EMC) has been reviewed for consistency with Chapter 3 (Advertising) and other applicable City code; and

WHEREAS, all applicable requirements for an Electronic Message Center (EMC) located within 300 Feet of a single-family residence have been met with documentation showing compliance with Chapter 3, Article 3-II, Section 3-11A (Electronic Message Centers).

Be it resolved by the City of Sheridan Governing Body:

That the Electronic Message Center (EMC) for Campco Federal Credit Union is located on property zoned B-1 at 2511 Coffeen Avenue.

In approving the Electronic Message Center (EMC) for Campco Federal Credit Union, the City of Sheridan Governing Body finds the following as required by Sheridan City Code Chapter 3, Article 3-II, Section 3-11A, Subsection (a)(2)(D):

- i. An EMC, or sign incorporating and EMC, installed on a building or structure shall have framing and decorative elements that are complementary to the façade of the building on which it is installed. An EMC, or sign incorporating an EMC, installed as a freestanding sign shall have a decorative base of stone or masonry.
- ii. Any information displayed on the EMC shall be static, and messages displayed shall not change more frequently than once per hour.
- iii. Messages displayed must be monochromatic (a single color, value, and hue) and the background of the EMC must likewise be of a single color, value, or hue.
- iv. The maximum pixel spacing (pixel pitch) shall not exceed 10 mm for a EMC-RBG or 20 mm EMC-Mono.
- v. The minimum legal lot or parcel size for which an EMC, or sign incorporating an EMC, can be installed in a R-0 Rural Residence, R-1 Residence, R-2 Residence, R-3 Residence, R-4 Residence district, or residential use area of a planned unit development, is one acre.
- vi. The EMC will conform in all other ways with the provisions of this section and applicable city code.

PASSED, APPROVED, AND ADOPTED this 18th day of November, 2024.

Richard Bridger, Mayor

ATTEST:

Ashlee Foster, City Clerk