



CITY OF CASPER SIGN PERMIT APPLICATION

SUPPLEMENTAL INFORMATION FOR THE OLD YELLOWSTONE DISTRICT

Signs in the Old Yellowstone District must adhere to the standards set forth under Chapter 17.94 – Old Yellowstone District and South Poplar Street Corridor Form-Based Code – under Title 17 of the Casper, Wyoming Code of Ordinances. You must complete this form for your application to be considered. The standards listed have been summarized and may not cover all possible scenarios. Refer directly to the Form Based Code for additional information.

Compatibility & Legibility:

- Signs must be compatible with building design in terms of scale, size, materials, colors, designed to appropriately reflect and complement the building's architectural style and the surrounding environment.
- The message must be brief and legible with limited styles of clear, easy-to-read typeface. Lettering and logos shall not occupy more than seventy-five percent of the sign face with use of significant contrast between the message and its background.

Please describe how the proposed sign complies with the above-referenced portion of the code: _____

Location, Size & Color:

- Sign must be located near the public entrance to the building and visually consistent with the proportions of the building's façade.
- Design should relate to the architectural features of the building and create visual continuity with other storefronts in the same or adjacent buildings.
- There will be no more than 3 colors on a single sign.

Please describe how the proposed sign complies with the above-referenced portion of the code: _____

Illumination:

- Internally illuminated cabinet signs with translucent panels are **prohibited**.
- Utilization of a direct source of light (e.g., a spotlight) is permitted.
- Back-lit, solid letters are encouraged.
- Signs that use blinking or flashing lights are **not permitted**.

Please describe how the proposed sign complies with the above-referenced portion of the code: _____

Materials:

- Materials shall be durable and selected with consideration for the architectural design of the building's façade.
- Approved materials are: wood, metal, neon tubing.

Please describe how the proposed sign complies with the above-referenced portion of the code: _____

Sign Type (check box(es) next to each type that applies to the proposed sign (more than one may apply):

- ☐ Wall Signs
 - Wall signs shall not project by more than twelve inches.
 - Wall signs and “ghost” signs painted directly on a structure are permitted.
 - Signage shall not exceed two square feet per linear foot of each wall on which it is to be located; and shall not, in any case, exceed a maximum of three hundred square feet for any building.
- ☐ Projecting Signs
 - The use of small, pedestrian-oriented signs along streets, walkways, and in alleys is permitted.
 - Internal illumination of projecting signs is prohibited.
 - Businesses with frontage on a street, alley, or public walkway are permitted one projecting sign each, per street frontage, alley, or public walkway.
 - Projecting signs shall not be over ten square feet in size.
 - Projecting signs in alleys shall be a minimum of fourteen feet above the surface of the alley.
- ☐ Awning Signs
 - Limited to first and second floor uses only and mounted on the building so they project over individual windows and door openings.
 - Backlit, translucent, or internally illuminated awnings are prohibited.
 - Text and graphics combined shall be no more than thirty percent of the total exterior surface.
- ☐ Window Signs – shall not cover more than twenty-five percent of the area of each window
- ☐ Freestanding (Monument) Signs
 - Must be monument-style (solid base) and limited to one per street frontage.
 - Sign copy (exclusive of the background) may be internally illuminated. Background should be opaque with a nonglossy, nonreflective finish.
 - Shall be placed perpendicular to the street and not obstruct traffic sight lines.
 - Shall incorporate landscaping at their base (landscaping plan must be included in application).
 - May be no more than eight feet in height with a maximum sign area of fifty square feet.
- ☐ Roof Signs
 - Maximum one per primary structure and shall only apply to buildings with at least an average of twenty feet of vertical height from grade to parapet or roofline.
 - Are allowed on flat roofs only, shall be one-sided, and are allowed one historic feature, such as a logo or brand mark, not to exceed thirty-two square feet in area.
 - May not extend beyond the fascia, parapet, or roofline.
 - Should be an architectural feature of the historic building and not the primary form of advertising.
 - Cabinet signs and electronic message centers are not permitted.
 - Lighting shall be consistent with the vintage character of the sign and may consist of internally illuminated individual letters; however the sign copy should be the only portion of the face that is illuminated. Lighting may be exposed neon on a decorative background or from an external source that is consistent with the architectural style of the building. Flashing lights are discouraged.
 - Lighting shall be downward facing to prevent light trespass and pollution.
 - The maximum total roof signage shall not exceed the following ratios:
 - Supporting structure = 30% of vertical height of building
 - Lettering height = 15% of vertical height of building
 - Sign length = 70% of ridge length
 - Feature = 32 square feet
 - Total sign square footage – single tenant = 1 sq ft per linear ft of building façade length
 - Total sign square footage – multi-tenant = 3 sq ft per linear foot of building façade length

Please describe how each type of proposed sign complies with the above-referenced portion of the code:

— Attach additional sheets and photos if necessary —

Form completed by: _____

Effective date: 09/01/2023