

ORDINANCE NO.

AN ORDINANCE REGULATING THE BRIGHTNESS OF ON-PREMISES WALL SIGNS BY AMENDING SECTION 15.28.190 OF THE RAPID CITY MUNICIPAL CODE.

WHEREAS, the City of Rapid City has adopted a comprehensive Sign Code to regulate the location and appearance of signs within the City; and

WHEREAS, many signs within the City are either externally or internally illuminated so that they can be viewed at night; and

WHEREAS, the light used to illuminate signs can pose a safety hazard; and

WHEREAS, the brightness of lighting used to illuminate signs can interfere with the peace, comfort, convenience and general welfare of adjacent properties; and

WHEREAS, the Common Council of the City of Rapid City has determined that it is in the City's best interests to regulate the brightness of signs to protect the welfare of the general public by amending Section 15.28.190 of the Rapid City Municipal Code.

NOW THEREFORE, BE IT ORDAINED by the City of Rapid City that Section 15.28.190 of the RCMC be amended to read as follows:

15.28.190 Size, height, ~~and~~ spacing and illumination limitations for on-premises wall signs.

A. The total area of wall signs for all business entities on the premises may be 2 square feet in size for every lineal foot of lot frontage on a public street, except for business entities located in the original town, which shall be limited to 1.5 square feet for the first 25 feet of lot frontage on a public street and .5 square feet for the remaining lot frontage on a public street.

B. For premises having 16 feet or less of lot frontage on a public street, business entities may display 1 sign 32 square feet in maximum area, except in the original town where business entities may display 1 sign 24 square feet in maximum area.

C. Signs may be displayed on any side of the building or structure and shall not project above or beyond the plane of the building wall to which the sign is associated.

D. In addition to wall signs, each separate business entity may display ground signs.

E. The light from any light source intended to illuminate a on-premises wall sign, or emanating from an internally illuminated on-premises wall sign, shall be so shaded, shielded, directed or of such an intensity that the brightness shall not adversely affect

surrounding or facing premises, nor adversely affect safe vision of pedestrians or operators of vehicles moving on public or private streets, driveways or parking areas.

CITY OF RAPID CITY

Mayor

ATTEST:

Finance Officer

(SEAL)

First Reading:
Second Reading:
Published:
Effective: