

ORDINANCE NO. 5260

**AN ORDINANCE REGULATING THE BRIGHTNESS OF ON-PREMISES
GROUND SIGNS BY AMENDING SECTION 15.28.200 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 15.28.200 of the Rapid City Municipal Code.

NOW THEREFORE, BE IT ORDAINED by the City of Rapid City that Section 15.28.200 of the RCMC be amended to read as follows:

15.28.200 Size, height and spacing and illumination limitations for on-premises ground signs.

A. The total area of on-premises ground signs for all business entities on the premise 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. The separation between on-premises ground signs located on the same premises shall be a minimum of 100 feet. The maximum height of on-premises ground signs shall be 45 feet.

C. On-premises ground signs may have a setback of 0 feet from the public right-of-way so long as the bottom of the sign is 10 feet clear from grade. Signs not 10 feet clear from grade shall be set back a minimum distance of 10 feet from the property line.

D. Notwithstanding subsection A. of this section, on-premise roof signs located on the roof of buildings 6 or more stories in height and located in the Original Town of the City of Rapid City and lawfully existing on the date of the adoption of this chapter shall be permitted to be structurally altered subject to the following limitations:

1. Only the name or logo of the primary occupant of the building may be displayed on a roof sign; and
 2. The size of the structurally altered roof sign may not be greater than the total square footage allowable for wall signs on the premises; and
 3. The total square footage of the roof sign and all other signs must not exceed the maximum allowable total square footage for wall signs and ground signs; and
 4. The square footage of the structurally altered roof sign may not be greater than the existing roof sign.
- E. On-premises ground signs shall not be located within any clear sight triangle as set forth by city municipal code.
- F. The light from any light source intended to illuminate a on-premises ground sign, or emanating from an internally illuminated on-premises ground 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: