

**RICHMOND CITY CORPORATION
ORDINANCE 2020-02**

WHEREAS, the City Council of Richmond has the responsibility for the general welfare of the City; and

WHEREAS, such responsibility includes but is not limited to, establishment of best management practices; and

WHEREAS, management practices may evolve over the passage of time:

NOW THEREFORE, the City Council of Richmond City, County of Cache, State of Utah, hereby adopts, passes and publishes the following:

**AN ORDINANCE AMENDING CHAPTER 12-700 “SIGNS”, PART 12-702
“TYPES OF SIGNS”.**

BE IT ORDAINED BY THE CITY COUNCIL OF RICHMOND CITY, CACHE COUNTY, UTAH AS FOLLOWS:

1. Sections shall be amended such that the **highlighted** areas below shall be added and the ~~strikeout~~ areas shall be deleted.

Part 12-702 Types of Signs

B. Sign Designs Permitted in Richmond City

9. Electronic Message Display (EMD) – ~~A sign using a digital means of display, usually involving the utilization of light emitting diodes (LED) to form the display.~~ An on-premise sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs (light-emitting diodes), LCDs (liquid crystal display), or a flipper matrix.

C. Special Requirements for Electronic Message Display Signs.

~~2. Transitions:~~

~~a. Prohibited Transitions:~~

~~i. Scrolling.~~

- ~~ii. Any text that “moves” or “has the appearance of movement” not specified above.~~

~~b. Permitted Transitions:~~

~~i. Dissolve, to require 6-8 seconds between spots.~~

- ~~ii. Fade, to require 6-8 seconds between spots.~~

~~iii. Travel.~~

~~3. Frame Effects.~~

~~e. Prohibited Effects:~~

- ~~i. Flashing.~~
- ~~ii. Starburst.~~
- ~~iii. Animation.~~
- ~~iv. New frame effects not identified herein.~~
- ~~v. No sign shall utilize a white background for greater than or equal to fifty percent (50%) of the sign area.~~
- ~~vi. No chasing, blinking, rotating or flashing shall be employed in displaying a message or image, or during the change from one message or image to another.~~
- ~~vii. Text messages that are longer than the display area and do not contain any non-text graphics shall scroll in a consistent and predictable manner.~~

~~d. Permitted Effect(s):~~

- ~~i. Static image (per spot):~~
- ~~ii. Video.~~

~~4. Dwell Time Level One and Level Two shall be permitted; where Level Two is used, transitions shall require at least two (2) seconds and no more than four (4) seconds:~~

- ~~a. Level Four Operation permitted where video is utilized; no animation permitted.~~

~~5. Sign Brightness/Intensity:~~

- ~~a. All LED EMDs are required to comply with the intent of this section and the following LED sign illuminations standards:~~

~~EMD Sign Illumination Standards Photocell technology is required to be properly installed for all EMDs to allow for automatic dimming of the intensity of the sign illumination and accommodate varying light conditions.~~

~~LED Sign Illumination levels for EMD shall never, at maximum display intensity, exceed the following levels:~~

	INTENSITY LEVEL (NITS)	
COLOR	Daytime (6 a.m. – 7 p.m.)*	Nighttime (7 p.m. – 6 a.m.)**
Red Only	2,000	125
Amber Only	2,000	125

Full Color	4,000	±25
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*Two hours after sunrise

**Two hours after sunset

2. EMD Illumination Measurement Criteria

- a. The illuminance of an EMD shall be measured with an illuminance meter set to measure footcandles accurate to at least two decimals. Illuminance shall be measured with the EMD off, and again with the EMD displaying a white image for a full color-capable EMD, or a solid message for a single-color EMD. All measurements shall be taken as close as practical to a perpendicular plane of the sign at the distance determined by the total square footage of the EMD as set forth in the accompanying Sign Area of a Sign versus Measurement Distance table.

Sign Area versus Measurement Distance

Area of Sign sq. ft.	Measurement (ft.)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100
110	105
120	110
130	114
140	118
150	122

- b. EMD Illumination Limits: The difference between the off and solid-message

measurements using the EMD Measurement Criteria shall not exceed 0.3 footcandles at night.

- c. Dimming Capabilities: All permitted EMDs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 footcandle measurements.

6. 3. Sign Area.

b. Free-standing Signs.

(1) The permitted size of an EMD shall not be more than:

(A) Monument signs: ~~Sixty-six percent (66%) of the permitted free-standing sign area of a monument sign and shall never exceed forty-eight (48) square feet in area.~~ Up to 150 square feet.


(B) Pole signs: Shall not exceed the allowable ~~forty-eight (48) square feet~~ 100 square feet unless otherwise permitted with a Design Review Permit in conjunction with replacement of an existing non-conforming sign.

2. Should any section, clause, or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, in whole or in part, the same shall not affect the validity of the Ordinance as whole, or any other part thereof.
3. All ordinances, and the chapter, clauses, sections, or parts thereof in conflict with provisions of this ordinance are hereby repealed, but only insofar as is specifically provided for herein.
4. This ordinance shall become effective after the required public hearing and upon its posting as required by law.

THIS ORDINANCE shall be attached as an amendment to the Richmond City Municipal Code above referred to.

ADOPTED AND PASSED by the Richmond City Council on this 18th day of February, 2020.

RICHMOND CITY CORPORATION


Jeffrey D. Young, Mayor

ATTEST:


Justin B. Lewis, City Recorder

