

TITLE 12-000 CHAPTER 700

CHAPTER 12-700. SIGNS.**12-701. PURPOSE.**

1. To regulate the location, size, placement and certain features of signs, in order to protect the health, safety and general welfare of the public; to enable the public to locate goods, services, and facilities within Richmond City without difficulty or confusion; to allow signs that identify buildings, businesses, and services; to limit competition among businesses for attention; to prevent hazards to life and property; and to assure the continued attractiveness of Richmond, Utah.

a. It is unlawful hereafter to display, construct, erect, relocate, or alter any sign except in conformance with the following provisions.

12-702. TYPES OF SIGNS.

1. Usage of signs - The types of signs authorized for use within Richmond City are listed in 12-300 (Definitions) of this ordinance, and summarized in the chart at the end of this Chapter.

a. If a sign is not found in either location, it may only be used if added to this ordinance following the legal ordinance modification procedure for Richmond City.

2. Sign Designs Permitted in Richmond City

a. **Awning** - A sign applied to or painted on a moveable shelter supported entirely from the building and a type which can be retracted, folded, or collapsed against the face of the building. It must have a minimum height of seven feet and a maximum of twelve feet from the ground and not protrude more than four feet from the building.

1) Graphic design and lettering may cover not more than forty percent of the awning.

b. **Banner** - A temporary sign applied to or painted on a flexible material hung from a pole which is projected from the face of a building, hung between poles, or across a street.

1) It must have a minimum height of seven feet, except those hung across a public or private street must be fifteen feet above the road surface.

c. **Billboard** - An off-premise sign which directs attention to a use, business, profession or service, which is not erected upon the premises where the business is located.

1) It must be a maximum size of 9 X 12 feet with a minimum height of eight (8) feet and a maximum height of seventeen (17) feet.

2) It shall be a minimum of five hundred (500) feet from a residential zone and six hundred sixty (660) feet from any other billboard on either side of the road.

3) It shall be set back a minimum of forty (40) feet from the property line.

d. **Canopy** - A sign applied to or painted on a permanently roofed shelter extended from a building covering a sidewalk, driveway or similar area, which may be wholly or partially

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supported by columns, poles, or braces extended from the ground, provided, that in no event shall said canopy extend over the public street or roadway.

1) It must have a minimum height of eight feet and a maximum height of seventeen feet from the ground.

2) Graphic design and lettering may cover no more than forty percent of the canopy surface.

e. **Electric** - A sign using some type of electrical illumination.

1) The electric sign may be incorporated into a business sign but may not increase the sign's maximum size or height.

2) Electric signs require a building permit and design review.

f. **Direct Illumination** - Lighting by means of an unshielded light source such as neon tubing which is visible as part of the sign, where light travels directly from the source to the viewer's eye.

1) Not permitted without a conditional use permit and design review.

g. **Indirect Illumination** - Lighting by means of a light source which is directed at a reflecting surface in such a way as to illuminate the sign from the front, or the entire building facade upon which the sign is displayed.

h. **Internal Illumination** - Lighting by means of a light source which is within a sign having a translucent background silhouetting opaque letters or designs, or which is within letters or designs which are themselves made of translucent materials.

1) The light may not project beyond the surface of the sign so that it becomes direct light.

i. **Electronic Message Display** - A sign using a digital means of display, usually involving the utilization of light-emitting diodes (LED) to form the display.

j. **Electronic Messaging Sign** - A sign which rolls a message across it about the service or product of a business and may also have the time and temperature displayed.

k. **Flat Wall Sign** - A sign attached parallel to a building that extends a maximum of twelve inches beyond the surface of the building.

1) It may not extend above the roof line of the building or beyond the edges of the wall to which it is attached.

2) The surface area may not be more than two hundred (200) square feet or twenty (20) percent of the building wall surface it is attached to, whichever is less.

l. **Free-standing sign** - A sign which is supported by one (1) or more columns, uprights, poles, or braces extended from the ground or from an object on the ground, providing that no part of the sign is attached to any part of any building, structure or monument sign.

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1) It must have a minimum height of seven (7) feet and a maximum height of seventeen (17) feet.

2) The sign may have a maximum of seventy-two (72) square feet.

m. **Monument or ground sign** - A permanent foundation sign either erected directly on the ground or supported by a fixed frame with a maximum clearance of one (1) foot and a maximum height of four (4) feet, usually incorporated into some form of landscape design.

1) It may have a maximum of forty-eight (48) square feet including frame.

n. **Marquee sign** - A permanently-roofed structure attached to and wholly supported by a building, and projecting outward from the building.

1) It may extend four (4) feet out from the building and may not cover more than twenty percent of the building surface.

2) The graphic or lettering may not cover more than forty (40) percent of the marquee surface.

3) It must have a minimum height of seven (7) feet and a maximum of four (4) feet of vertical height.

o. **Projecting or Suspended sign** - A sign suspended out from a building wall or down from a ceiling.

1) It must provide a minimum of seven (7) feet clearance above the walking level beneath it and be a maximum of twelve (12) square feet area.

p. **Wind sign** - A temporary sign consisting of one (1) or more banners, flags, pennants, ribbons, spinners, streamers, or captive balloons, or other objects or material fastened in such a manner as to move upon being subjected to pressure by wind or breeze.

q. **Window sign** - A sign which is painted on, applied, or attached to, or located within one (1) foot of the interior of a window; which can be seen through the window from the exterior of the structure.

1) It must be no more than twenty (20) percent of the window space.

3. Special Requirements for Electronic Message Display Signs.

a. Permitted Zones

1) EMDs shall only be permitted in the Neighborhood Commercial (NC), Central Business District (CBD), and Highway Commercial (HC) zones.

a) The Planned Industrial Commercial Overlay will also accept EMDs.

2) No EMDs shall be permitted in any Residential Zones, except for elementary, middle level and senior high schools, public and private shall be allowed one manual or electronic reader board regardless of the zoning district in which they are located; however if the school is located

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within a residential zoning district, the sign shall not be illuminated between nine thirty (9:30) p.m. and six thirty (6:30) a.m.

3) EMDs shall not be permitted if the proposed sign location is within two hundred feet (200') measured in any direction from a residential zoning district unless they fall into the category of 12-700-2.3.a. 2) above.

b. Transitions.

1) Prohibited Transitions.

a) Scrolling.

b) Any text that “moves” or “has the appearance of movement” not specified above.

2) Permitted Transitions.

a) Dissolve, to require 6-8 seconds between spots.

b) Fade, to require 6-8 seconds between spots.

c) Travel.

c. Frame Effects.

1) Prohibited Effects.

a) Flashing.

b) Starburst.

c) Animation.

d) New frame effects not identified herein.

e) No sign shall utilize a white background for greater than or equal to fifty percent (50%) of the sign area.

f) 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.

g) 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.

2) Permitted Effect(s).

a) Static image (per spot).

b) Video.

d. 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.

1) Level Four Operation permitted where video is utilized; no animation permitted.

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e. Sign Brightness/Intensity.

1) All LED EMDs are required to comply with the intent of this section and the following LED sign illuminations standards:

a) 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.

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

Color	Intensity Level (NITS)	
	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	125

*Two hours after sunrise

**Two hours after sunset

f. Sign Area.

1) Building Signs.

a) EMD sign area shall be included as part of the total allowable sign area for a business (multi-tenant project) or building (single tenant project).

b) No increases in total allowable sign area are permitted where an EMD is utilized.

2) Free-standing Signs.

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

(1) 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.

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

4. Sign Designs Not Permitted in Richmond City.

a. **Portable sign** - A sign that is moveable and temporary, constructed for the purpose of display and advertisement, such as A-frame wheeled, and staked signs.

1) Exceptions are granted for portable signs used in conjunction with Richmond City buildings, events, or temporary safety issues as approved by the City.

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b. **Roof sign** - A sign projecting above the roof line of a building that is supported by poles, uprights or braces attached to the roof of a building, or a sign applied directly on the roof of a building.

c. **Vehicle-mounted sign** - A sign used solely for advertising purposes displayed upon a trailer, van, truck, automobile, bus, railroad car, tractor, semitrailer, or other vehicle, whether or not the vehicle is in operating condition.

1) This prohibition shall not apply to standard advertising or identification practices where such signs or advertising devices are painted on, attached with a magnetic back or permanently attached to a commercial or business vehicle used in the conduct of such business provided it is not parked on the site being advertised abutting public right-of-way, to bumper stickers, to placards identifying the vehicle itself as being for sale, or to window stickers or placards on vehicles in any vehicle sales lot.

4. **Sight Distance Triangle** - No sign shall be erected within the sight distance triangle - the distance along public or private right-of-way as measured from the intersection of the curb, or where a curb would be located if there were a curb to a distance along each street forty (40) feet from the intersection.

12-703. EXEMPTIONS FROM SIGN REGULATIONS. The provisions of this ordinance shall apply to all signs erected in Richmond, Utah except for the following signs which are exempt therefrom, except that such signs shall be subject to the safety regulations of the Utah Uniform Building Code:

1. Official governmental notices and notices posted by governmental officers in the performance of their duties; governmental signs to control traffic or for other regulatory purposes, or to identify streets or to ward off danger.

a. Identification or bulletin board signs accessory to governmental buildings or other governmental facilities shall be exempt from the provisions of this chapter.

2. Flags of any nation, organization of nations, state, country or city, any religious, civic, or fraternal organization, or any educational institution; except when such are used in connection with a commercial promotion or as an advertising device.

3. Temporary decorations or displays, when such are clearly incidental to and are customarily and commonly associated with any national, state, local or religious holiday or celebration.

4. Warning Signs which are temporary or permanent signs erected by public utility companies or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines, and similar devices.

5. House Identification Signs having an area of not more than two (2) square feet, and a message which is limited to conveying street numbers, the name of the premises, the name of the owner of the premises and the name of the occupant of the premises.

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6. Motor Vehicle Signs located on the rolling stock of common carriers or on motor vehicles or trailers bearing current license plates which are traveling or lawfully parked upon public highways, or lawfully parked upon any private premises where the primary purpose of such parking is not the display of any sign and where the number of vehicles bearing a sign or signs of any one (1) advertiser does not exceed one (1) vehicle plus one (1) more vehicle for each twenty-five thousand (25,000) square feet of area of the premises.
7. Church Signs or institutional bulletin boards without interior illumination having an area not exceeding thirty-two (32) square feet.
8. Election Signs displayed on any election day, advocating or opposing a candidate for public office or a position on an issue to be determined at the election located at least two hundred (200) feet from any entrance to a building in which a polling place is located.
 - a. These signs may be erected four weeks prior to the election and must be taken down within seven (7) days after the election.
9. Building Identification Signs indicating the name, date of erection, and history of a building not to exceed six (6) square feet and posted by public authorities.
10. Traffic Signs - All signs as required for traffic control as prescribed in the manual of Uniform Traffic Control.
11. New Construction Signs having an area not more than twenty-five (25) square feet, the message of which is limited to the notice of new construction, provided that the sign is temporary in nature and can be used for a period not exceeding thirty (30) days before initiating construction and must terminate fourteen (14) days after completion of construction.

12-704. ENFORCEMENT.

1. It is the duty of the Richmond City Council to appoint an inspector for enforcement of the Richmond City Sign Ordinance.
 - a. The inspector is authorized and directed to enforce all provisions of this ordinance and shall appear for and on behalf of the City in all matters regarding this ordinance.
 - b. The City Council may charge such City officers or officials with the enforcement of this chapter, in whole or in part, as may be necessary without amending this ordinance.

12-705. BUILDING PERMIT REQUIRED.

1. It is required that a written application be submitted to the City Office before the construction, alteration, or repair of any sign or any part thereof, as provided or restricted in this ordinance.
2. The sign shall not be commenced or proceeded with, except after the issuance of a written permit for the same by the Building Inspector or Conditional Use Permit by the Planning and Zoning Commission as ratified by the City Council.

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12-706. VIOLATIONS.

1. Any person, firm, corporation or other legal entity whether as principal, agent, employee or otherwise, violating or causing or permitting the violation of the provisions of this ordinance shall be guilty of a Class B misdemeanor.
2. Upon written notice, such person, firm, or corporation shall be deemed to be guilty of a separate offense for each and every day during which any portion of any violation of this ordinance is committed, continues, or permitted unless reasonable action is being taken to remedy the violation.
3. Upon conviction of any such violation, the punishment shall be a fine of not more than one thousand dollars (\$1000.00) for each day of violation.

SEE NEXT PAGE FOR SIGN REFERENCE CHART

ALLOWABLE SIGN QUICK REFERENCE CHART

Sign Design	Permitted Zones	Maximum Size in Square Feet	Minimum/Maximum Height	Setback Requirements	Illumination Permitted	Permit Required
Awning	Commercial	40% of Awning	8 feet 12 feet	Same as Building and Curb line	Indirect and Internal	Yes
Banner	Commercial	Appropriate for location	8 feet 18 feet	15 feet inside of property line.	Indirect	Yes
Billboard	Commercial	9 feet x 12 feet	8 feet 17 feet	40 feet inside property line.	Indirect	Yes
Canopy	Commercial	40% of vertical surface	8 feet 17 feet	Curb line	Indirect Internal	Yes
Electric	Commercial	As allowed as part of sign	As allowed as part of sign	As allowed as part of sign	Direct Indirect Internal	Yes
Flat Wall	Commercial	200 sq. ft. or 20% of wall space	8 feet to roof line	Setback is same as building.	Indirect Internal Electronic Messaging	Yes
Free Standing	Commercial	72 sq. ft.	8 feet 17 feet	15 feet inside property line.	Direct Indirect Electronic Messaging	Yes
Home Occupation	Residential and Agricultural	9 sq. ft.	Ground level to 5 feet	3 feet inside property line.	Indirect until 10:00 p.m.	Yes
Monument	Commercial	48 sq. ft.	Ground level to 5 feet.	15 feet inside property line.	Indirect	Yes
Marquee	Commercial	40% of marquee vertical surface	8 feet 11 feet	Same as building.	Indirect. Internal.	Yes
Projected or Suspended	Commercial	12 sq. ft.	8 feet 10 feet	Same as building.	Internal Indirect Electronic Messaging	Yes
Wind	Commercial	30 sq. ft. in any combination.	8 feet 17 feet	15 feet inside property line	Indirect	Yes
Window	Commercial	20% of window space.	Same as window.	Same as window.	Indirect Internal	Yes if illuminated.