

TOURIST- ORIENTED DIRECTIONAL SIGNING – ON RIGHT-OF-WAY

Purpose: It is the purpose of the City of Rapid City's Tourist – Oriented Directional Signing program to provide supplemental signing to assist visitors to the community in locating services. It is the intent of the program to assist the traveling public, promote public safety, provide directional information for local tourist-oriented businesses and limit visual clutter associated with off-premise advertising.

Definition. Tourist-oriented directional signing means signing installed and maintained by the City within the right-of-way of a public street which provides business identification and directional information for tourist-oriented businesses.

General criteria. To be considered for tourist-oriented directional signing, a business must meet the following criteria:

- 1) It must be a tourist-oriented business;
- 2) It must provide public accommodation without regard to race, religion, color, sex, age, disability, or national origin;
- 3) It must be located within ½ mile of the signed intersection;
- 4) It must be open a minimum of six hours a day, five days a week and 12 months a year. A seasonal business may qualify if it is open six hours a day and five days a week during the seasonal period which such businesses would typically operate;
- 5) It must be conducted in a building or area designed or adapted for the specific business. It may not be conducted in a building principally used as a residence.
- 6) It may not be identified by an off right-of-way directional sign that is located on or visible from the proposed tourist-oriented directional sign; and,
- 7) It is not maintaining a sign which is in violation of the Rapid City Municipal Code.

Restrictions. The following restrictions apply to tourist-oriented direction signing for tourist-oriented businesses.

- 1) Each tourist-oriented business is limited to signing at one intersection on a highway;
- 2) A tourist-oriented directional sign may not be placed at a location that will interfere with other traffic control devices. If space is unavailable, tourist-oriented directional signs are not allowed;
- 3) A tourist-oriented directional sign must be removed if the activity or site no longer qualifies as a tourist oriented business;
- 4) The tourist-oriented business must remove the sign, mask it, or place a "CLOSED" tab furnished by the City on a tourist-oriented directional sign for a seasonal activity when the activity is closed during the off-season period; and
- 5) The City may approve no more than four tourist-oriented directional signs for tourist-oriented businesses which lie in one direction from an intersection. The department may not consider additional application unless space becomes available.

Advance signing. Advance signing may be installed at the discretion of the city and is limited to those situations where sight distance, intersection vehicle maneuvers, or other vehicle operating characteristics require advance notice of the service to reduce vehicle conflicts and improve highway safety.

Sign standards. The design, style and size of lettering, arrangement and size of signs, advance signing, and sign locations shall be at the discretion of the City and shall conform to requirements in the "Manual on Uniform Traffic Control Devices for Streets and Highways." In no case shall tourist-oriented directional signs be located where they obscure any traffic sign or device or create a driving hazard.

Application procedure. The application procedure for a tourist-oriented directional sign permit is as follows:

- 1) Application must be made to the department on forms furnished by the City;
- 2) All applications must be accompanied by a one time \$50 fee for each tourist-oriented directional sign requested;
- 3) Within 30 days after receipt of an application, the City shall notify an applicant whether or not the application has been approved and, if it has, the date it is anticipated that it will be installed;
- 4) The applicant shall pay an annual fee of \$100 for each sign to the city on the date of installation and thereafter on the anniversary date of the installation to cover costs for installing, maintaining, and removing the sign. The City shall bill the applicant for these fees.