

STAFF REPORT  
April 26, 2007

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**No. 07UR005 - Conditional Use Permit to allow an off-premise billboard sign in a General Commercial District**      **ITEM 53**

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GENERAL INFORMATION:

PETITIONER	Unique Signs for Dwayne Pankratz
REQUEST	<b>No. 07UR005 - Conditional Use Permit to allow an off-premise billboard sign in a General Commercial District</b>
EXISTING LEGAL DESCRIPTION	A portion of the unplatted balance lying between Lancer Drive and Elk Vale Road of the SE1/4, less Lot H1, Less Lots H3 and H4 of the W1/2 SE1/4 and less Lots H3, H4 and H5 of the E1/2 SE1/4, Section 4, T1N, R8E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately 2.7 acres
LOCATION	1751 Elk Vale Road
EXISTING ZONING	General Commercial District
SURROUNDING ZONING	
North:	Light Industrial District
South:	General Commercial District
East:	General Commercial District
West:	General Commercial District
PUBLIC UTILITIES	Public water and sewer
DATE OF APPLICATION	3/22/2007
REVIEWED BY	Jonathan Smith / Mary Bosworth

RECOMMENDATION:

Staff recommends that the Conditional Use Permit to allow an off-premise billboard sign in a General Commercial District be denied.

GENERAL COMMENTS:

The applicant has submitted a Conditional Use Permit to allow an off-premise billboard sign in a General Commercial District. The proposed location for the off-premise billboard sign is 1751 Elk Vale Road, which is located 687 feet south of the intersection of Lancer Drive and Elk Vale Road along the western right-of-way line of Elk Vale Road. The proposed site is currently void of any structural development.

Off-Premise Billboard Sign Dimensions:

Section 15.28.160 C and G states that no billboard sign shall exceed 250 square feet in size,

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and shall be limited to 30 feet in height. The applicant has submitted documentation identifying the proposed sign to be 250 square feet in size, and 22 feet in height.

Section 15.28.160 M of the Rapid City Municipal Code states that *“The light from any light source intended to illuminate an off-premises sign shall be so shaded, shielded or directed so that the light intensity or 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.”* At the time of this writing the applicant has not submitted any lighting information or lighting plan for the proposed off-premise sign.

Off-Premise Billboard Sign Location:

The proposed location for the off-premise billboard sign is located 687 feet south of the intersection of Lancer Drive and Elk Vale Road on the western boundary of Elk Vale Road. The proposed off-premise billboard is also located 937 feet north of the intersection of South Dakota Highway 44 and Elk Vale Road. Currently there are no other off-premise billboard signs within the vicinity. In addition Copperfield Subdivision, a residential subdivision, lies west of the proposed off-premise billboard sign location. Staff feels that Elk Vale Road is a gateway into the Rapid City community via U.S. Interstate 90. Staff finds that an off-premise billboard sign would negatively impact the aesthetics of this gateway into the community, as well as the residential property in the vicinity by adversely affecting the scenic environment, and hampering the community appearance. Staff recommends that the Conditional Use to allow an off-premise billboard sign be denied.

Notification:

As of this writing the required receipts of the certified mailings have not been returned to the Growth Management Department. Staff will notify the Planning Commission at the April 26, 2007 meeting if these requirements have not been met. Staff has not received any comments of objections regarding this Conditional Use Permit at the time of this writing.

Because the location of the proposed off-premise sign could negatively impact the scenic environment of the Elk Vale Road gateway corridor which leads to South Dakota Highway 44 and could affect the aesthetics of Copperfield Subdivision, Staff recommends that the request for a Conditional Use Permit to allow an off-premise billboard sign in a General Commercial District be denied.