

STAFF REPORT  
March 25, 2010

---

**No. 10UR005 - Conditional Use Permit to allow an electronic billboard**      **ITEM 27**

---

GENERAL INFORMATION:

APPLICANT/AGENT	Lamar Advertising
PROPERTY OWNER	Topaz Properties
REQUEST	<b>No. 10UR005 - Conditional Use Permit to allow an electronic billboard</b>
EXISTING LEGAL DESCRIPTION	Lots 1 thru 3 of Block 11 of Boulevard Addition, Section 2, T1N, R7E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately 0.3 acres
LOCATION	1602 Mt. Rushmore Road
EXISTING ZONING	General Commercial District
SURROUNDING ZONING	
North:	General Commercial District
South:	General Commercial District
East:	General Commercial District
West:	General Commercial District
PUBLIC UTILITIES	City water and sewer
DATE OF APPLICATION	2/22/2010
REVIEWED BY	Jim Flaaen / Mary Bosworth

RECOMMENDATION:

Staff recommends that the Conditional Use Permit to allow an electronic billboard be denied.

GENERAL COMMENTS: The applicant has submitted a Conditional Use Permit to allow an electronic billboard. The proposed location for the off-premise billboard sign is located at 1602 Mount Rushmore Road. The property is zoned General Commercial District. Properties located to the north, south, east and west of the property are zoned General Commercial District.

An off-premise billboard is currently located on the property. The existing billboard has a static poster face on the north side and a digital face on the south side. The applicant has requested a Conditional Use Permit to remove the existing poster face on the north side of the billboard and replace it with a digital face similar to that on the south face.

STAFF REPORT  
March 25, 2010

---

**No. 10UR005 - Conditional Use Permit to allow an electronic billboard**      **ITEM 27**

---

On May 16, 2007 a variance was approved by the Sign Code Board of Appeals to allow a billboard to be located at 1604 Mount Rushmore Road.

The property is located on the east side of Mount Rushmore Road, south of Franklin Avenue. A retail business is currently located on the property.

STAFF REVIEW: Staff has reviewed the Conditional Use Permit and has noted the following considerations:

Signage: The applicant is proposing to replace the existing 240 square foot static poster face on the north face of the billboard and replace it with a 240 square foot digit face. A digital face currently exists on the south face of the billboard. The existing off-premise billboard is supported by one pole and has a 240 square foot face on each side. The pole is outside of the public right-of-way and the signage will be over the property in a flag style. The pole location will be outside of the vehicular sight triangle.

It has been noted that the diversion created by a digital billboard adjacent to arterial streets compromises safe travel standards along the street. Mount Rushmore Road is classified as a Principle Arterial on the City's adopted Major Street Plan. The billboard is located on the east side of Mount Rushmore Road and the proposed digital face will be located on the opposite side of the road for southbound vehicles. The proposed digital face will cause drivers to look across lanes of traffic to view the sign creating additional traffic hazards. Due to the noted safety concerns, staff has been consistent in not supporting the installation of digital billboards throughout the community.

Notification Requirement: As of this writing, the required sign has not been posted on the property and the receipts from the certified mailings have not been returned. Staff will notify the Planning Commission at the March 25, 2010 Planning Commission meeting if this requirement has not been met. Staff has received no inquiries or objections regarding the proposed request at the time of this writing.

Staff recommends that the Conditional Use Permit to allow an electronic billboard be denied.