



CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

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MEMORANDUM

TO: Mayor and City Council

FROM: Joel P. Landeen, Assistant City Attorney

DATE: 12-7-11

RE: First Reading of Sign Code Amendments

In addition to the changes directed by the City Council, I have reviewed the entire sign code and cleaned up a lot of language and confusing or duplicative provisions. In addition to the general clean up, there are a few issues that arose when I drafted the ordinance which I need some direction on how you would like to proceed.

1. Under the exceptions to Sign Building permits, § 15.28.080(B)(11)(d), directional real estate signs appeared to be already covered under the other sub-sections. According to Brad Solon, this provision was meant to allow a sign away from the lot that was being sold to direct people to the lot that is for sale. The exception does not state that. The provision should be amended to allow an off-site sign or it should be removed.
2. It is the opinion of Brad Solon that the Tables referenced in 15.28.120 are no longer valid. It is his opinion that we either need to update the tables or require engineered drawings for all signs. The first option would likely require the retention of a consultant and take some time. The second option would likely be resisted by the sign industry and business owners.
3. Staff questions if Section 15.28.180, sign benches, should be removed. The City no longer uses sign benches for buses. The way the section is written, anyone can use it to display off-premises advertising so long as the bench is located on a commercial property. Baken Park may have some of these, but staff is not aware of any other locations which do.
4. We need to establish a permit fee for temporary signs.