

ORDINANCE NO. 5937

AN ORDINANCE OF THE CITY OF RAPID CITY TO ADOPT A WAYFINDING PROGRAM BY AMENDING TITLE 10 OF THE MUNICIPAL CODE.

WHEREAS, Rapid City represents a primary destination for organizational and tourist activities for western South Dakota; and

WHEREAS, the City of Rapid City recognizes the value in providing directional assistance to the general public to locate key civic, cultural, recreational and local visitor's attractions; and

WHEREAS, it is important that wayfinding needs are addressed through a uniform system of signage that complies with federal, state, and local standards; and

WHEREAS, the City commissioned a wayfinding and parking signage program to develop uniform goals of proper wayfinding; and

WHEREAS, this ordinance is intended to define the basic framework and eligibility criteria for the destinations and the program on wayfinding guide signs.

NOW THEREFORE, BE IT ORDAINED, by the City of Rapid City, that Title 10 of the Rapid City Municipal Code is hereby amended through the adoption of Chapter 10.29 "Wayfinding" as follows:

Chapter 10.29 – Wayfinding

Section 10.29.010 Definitions.

For the purposes of this Article, the following definitions shall apply:

A. **City Wayfinding Sign.** An off-premise guide sign that is part of a city-coordinated and continuous system of signs meant to direct vehicular and pedestrian traffic to key civic, cultural, visitor, and recreational attractions.

B. **MUTCD.** The Manual on Uniform Traffic Control Devices for Streets and Highways, published by the Federal Highway Administration.

C. **Wayfinding Project Plan.** Shall include the Wayfinding and Parking Signage Plan approved by the City Commission on January 22, 2013, and any amendments to the plan, subsequent versions, and/or additional plans adopted by the Commission.

Section 10.29.020 Eligible Destinations. Destinations that meet one or more of the following criteria shall be eligible for participation in the City's Wayfinding Project Plan:

- (a) Public places owned or operated by federal, state, or local governments or their agencies;
- (b) Public or privately owned natural phenomena;
- (c) Public or privately owned historic, cultural, scientific, educational, or religious sites;
- (d) Areas of natural scenic beauty or naturally suited for outdoor recreation or interest;
- (e) Public or private destinations that serve to promote tourism.

Section 10.29.030 Destination Criteria. City Wayfinding Signs shall not be used as a general directional program for city-based businesses, organizations, and locations. To be included in the Wayfinding Project Plan, those destinations falling under categories 10.29.020 (b) through (e) must possess unique civic, cultural, or tourism attributes and must contribute to the draw of transient visitors to the area.

Section 10.29.040 Sign Construction – City Authority. Construction and maintenance of City Wayfinding Signs shall be at the sole discretion and authority of the City and all City Wayfinding Signs shall comply with the Wayfinding Project Plan.

Section 10.29.050 Sign Location. City Wayfinding Signs shall be placed in approved public right of way, unless inadequate space is available for the proposed sign, in which case the city shall find another location.

Section 10.29.060 Sign Appearance – MUTCD. City Wayfinding Signs shall comply with the provisions of the MUTCD with respect to shape, appearance, and standard requirements applicable to such signs.

Section 10.29.070 Sign Code Inapplicable. City Wayfinding Signs constitute traffic control devices and shall be exempt from the provisions of 17.50.080 of this Code.

Section 10.29.080 Duplication of Federal and State Destination Signage Prohibited. City Wayfinding Signs shall not be installed in a manner that interferes with or duplicates route or destination sign programs of the federal government or the State of South Dakota.

Section 10.29.090 Additional Requirements. In addition to the requirements set forth in this chapter, all City Wayfinding Signs must comply with the requirements and restrictions

enumerated in the agreement entered between the City of Rapid City and the South Dakota Department of Transportation, a copy of which is available at the City's Finance Department.

CITY OF RAPID CITY

Sam Kooiker, Mayor

ATTEST:

Pauline Sumption, Finance Officer

First Reading: _____
Second Reading: _____
Published: _____
Effective: _____