



CITY OF RAPID CITY

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MEMORANDUM

TO: Legal and Finance
City Council
LF022504-18

FROM: Karen Bulman, Planner I

DATE: May 24, 2004

RE: Ordinance for Joint Identification Signs

On March 7, 2004, the City Council requested that staff research campus identity signs located around the country and bring a recommendation back to the Legal and Finance Committee regarding a proposed amendment to the Sign Ordinance.

Staff has researched campus signs and identification signs for large development complexes. The research indicates that the term "campus signs" are used only for university or college campuses. However, "identification signs" are used in several areas where there are shopping centers, industrial complexes, or large areas that incorporate several properties, regardless of separate ownerships.

The research listed below indicates how cities in the region address this issue:

Examples of campus style signage:

- Lafayette, CO: Joint Identification sign: General Identification sign only for shopping centers, industrial parks, etc. One joint identification sign for each 1000 feet of total street frontage or fraction, adjacent to premises.
- Omaha, NE: Business center identification sign for group of buildings in close proximity to one another, sharing parking, ownership and access. The sign identifies the business center, address or symbol.



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- South Sioux City: Master sign plan for development complexes: Each development complex shall be permitted one freestanding development complex sign per public street frontage.
- Yankton: Area identification sign: Signs identifying 5 or more commercial or industrial activities in a planned commercial area by identifying the area. Area is identified through common ownership, common facilities such as parking, and mall open spaces. Shopping Center signs identify a group of 5 or more commercial businesses on one or more lots as retail sales or service centers.
- Sioux Falls: Neighborhood identification and campus identification signs: Approved by the director. All on-premise signs must conform to regulations for all on-premise signage. Through the Planned Development Districts, signage is identified. Example: Powder House Road Planned Development District allows on-premise freestanding signage to be monument style and limited to one sign per frontage and a maximum sign area totaling 100 square feet and six feet in height.
- Brookings: Area identification sign: A sign to identify a common area such as a shopping center with one sign per entrance. Shopping Center signs are for two or more retail or service stores sharing parking areas regardless of whether they are under separate ownership.
- Aberdeen: Industrial Park Districts, for area identification, may have a (freestanding) sign up to 400 square feet and one per major thoroughfare.
- Green River, WY: Freestanding commercial identification signs with one per street frontage, two maximum. Joint directory signs: May have two per project for a shopping center with 3 or more businesses.
- Grand Forks: Business landmark sign within Planned Unit Development located at Interstate 29 Interchange. They can have a maximum of two business signs.
- Billings: Special sign districts for historic or entertainment areas. Medical campus signs for medical related areas. Shopping Center signs include one freestanding sign for 600 frontage feet and one extra sign for every 300 feet additionally.
- Denver: Joint Identification sign: Three or more businesses on the same zone lot and one sign for each front line of the zone lot. The area may be 100 square feet or one square foot of sign for each 2 linear feet of street frontage of the zone lot. All signs may not exceed 200 square feet. In order to avoid clutter in the Gateway district and to encourage comprehensive signage within the area, a common signage plan is allowed. If two or more zoned lots include a common sign in their site plans, then they are allowed a 25% increase in sign area.
- Aurora, CO: Joint tenant and project identification signs: One sign for each public street. Special Commercial Sign Overlay District allowed in certain commercial areas to permit taller or larger ground signs because of intense commercial activity along a major street. Those areas are permitted to have one additional sign.

- Thornton, CO: Commercial Center signage plan: Requires four or more acres, four or more tenant spaces or two or more buildings on contiguous lots that share parking facilities. It requires submittal of a signage plan in accordance with a Development Permit. All freestanding signs must be monument signs.
- Northfield, Mn: Area identification signs: One sign for each project area having frontage on a public right-of-way, not to exceed ½ square foot for every lineal foot of frontage, not to exceed 100 square foot per face and not more than two faces.
- Duluth, Mn: Shopping center districts: Must be submitted to City Council for approval. Identification ground sign for each street frontage. Signs shall not exceed 40 feet in height and have a total area not to exceed a square footage equal to 25% of the lineal street footage of the street closest to such sign.
- Cheyenne: Shopping centers allowed one freestanding or ground sign per street frontage per complex.

Staff has identified the following alternatives:

Alternative #1: Revise the sign ordinance to include language for joint identification signs for shopping centers or for three or more businesses sharing parking areas regardless of whether they are under separate ownership. Each area would be allowed one freestanding or ground sign per street frontage. Off premise signs would not be allowed within the identified area.

Alternative #2: Establish a Special Sign District within the Sign Ordinance to address identification signage within a defined area.

Alternative #3: Use the Planned Development process and establish a Planned Commercial Development for purposes of sign identification within the boundaries of the Planned Development.