

**ORDINANCE NO. 5197**

**AN ORDINANCE ESTABLISHING REGULATIONS FOR SHOPPING CENTER ENTRANCE SIGNS BY ADDING SECTION 15.28.215 TO THE RAPID CITY MUNICIPAL CODE.**

WHEREAS, modern shopping center developments throughout the country are incorporating campus type entrance signs to create a visually appealing gateway corridor by which to access their developments; and

WHEREAS, the entrance signage for shopping centers is a crucial component of the overall development of a shopping center; and

WHEREAS, these entrance signs may not always be located on the same legally described parcel as the actual shopping center development; and

WHEREAS, the type and placement of modern shopping center entrance signs may not be allowed under the current provisions of the Rapid City Municipal Code; and

WHEREAS, allowing such signs as part of shopping center developments makes the developments more economically viable which will increase economic development; and

WHEREAS, City staff anticipates that there will be increased need for these types of signs in the future; and

WHEREAS, the Common Council of the City of Rapid City finds that it is in the City's best interest to amend the current sign code to allow certain types of shopping center entrance signs.

NOW THEREFORE, BE IT ORDAINED by the City of Rapid City, that Chapter 15.28 of the Rapid City Municipal Code is hereby amended by adding Section 15.28.215 to read as follows:

**15.28.215 Shopping center entrance signs.**

A. The provisions of this section apply to shopping center entrance signs. A shopping center entrance sign is a sign placed at the entrance of a community shopping center that is part of a planned development of at least 25 acres. For the purposes of this chapter, a community shopping center must consist of a grouping of retail shops and stores planned and designed as an integrated unit which provide goods and services for people within a 30 minute drive.

B. Shopping center entrance signage may be on-premise or off-premise so long as it is located within 2,500 feet of the exterior boundaries of the planned development it is part of.

C. Shopping center entrance signage can only identify the shopping center and/or the businesses and shopping center tenants that are located within the planned development.

D. Shopping center entrance signs shall be ground mounted, monument style signs. Signs that are raised off of the ground or are mounted on poles or pylons are not allowed.

E. Shopping center entrance signs shall not exceed 15 feet in height and 200 total square feet in area per sign.

F. The location and design of any shopping center entrance sign must be reviewed and approved as part of a planned development. Specific attention should be paid to the location of the proposed shopping center entrance sign in relation to other off-premise and on-premise signs in the vicinity. Any alteration of the sign other than the changing of the names located on the sign shall be a major amendment to the planned development.

G. Shopping center entrance signs shall not be located within any clear sight triangle as set forth in the Rapid City Municipal Code.

H. Shopping center entrance signs are exempt from the following provisions of the Rapid City Municipal Code:

1. Section 15.28.060(D)
2. Section 15.28.160
3. Section 15.28.200

CITY OF RAPID CITY

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
Finance Officer

(SEAL)

First Reading:  
Second Reading:  
Published:  
Effective:

