

STAFF REPORT
October 5, 2006

No. 06OA005 - Ordinance Amendment to Chapter 15.28 of the Sign Code to allow shopping center entrance signs **ITEM 23**

GENERAL INFORMATION:

PETITIONER	John Nooney
REQUEST	No. 06OA005 - Ordinance Amendment to Chapter 15.28 of the Sign Code to allow shopping center entrance signs
DATE OF APPLICATION	9/8/2006
REVIEWED BY	Marcia Elkins

RECOMMENDATION:

Staff recommends that the attached Ordinance Amendments to Chapter 15.28 of the Sign Code to allow shopping center entrance signs be approved.

GENERAL COMMENTS: During discussions with the developers of the Rushmore Crossing commercial development project, staff reviewed the provisions of the Sign Code relative to shopping center entrance signs. As was noted in those discussions, distinctive entryway signs are a common design feature of most major retail centers being built across the country. In this case, the entry to the development will functionally occur at LaCrosse Street (on the west) and East North Street (on the east.) These locations are actually located off-site of the property owned by the developer. As such, the off-premise advertising restrictions apply to these entrance signs. The current Rapid City Municipal Code prohibits this type of sign when it is located off-premise as it then falls within the same restrictions applied to billboards.

The applicant, on behalf of the Rushmore Crossing developer has submitted this request to amend the sign ordinance to allow off-premise advertising for shopping center entrance signs with specific restrictions so as to inadvertently avoid allowing "billboard" signs.

STAFF REVIEW: Staff has reviewed the request and found that the concept of allowing shopping center entrance signs, even when located off-premise, has merit. Generally, the staff concurred with the limitations that had been proposed noting that they would restrict the abuse of such provisions while allowing quality design features for major retail projects. These Sign Code Amendments would be applicable to other locations as further commercial development occurs within the City of Rapid City.

Attached please find two ordinances drafted by the City Attorney's staff to implement the concepts submitted by the applicant. The first creates Section 15.28.215 Shopping center entrance signs. The proposed ordinance amendment allows shopping center entrance sign to be placed at the entrance of a community shopping center that is at least 25 acres in size. The section defines a community shopping center for purposes of the sign code as consisting of a grouping of retail shops and stores planned and designed as an integrated unit which provides goods and services for people within a thirty minute drive. The proposed amendments allow the entrance signs within 2,500 feet of the exterior boundaries

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of the planned development. The signs can only identify the shopping center and/or the businesses and shopping center tenants that are located within the planned development. The signs are required to be ground mounted, monument style signs and cannot exceed 15 feet in height and 200 feet in area per sign. The location of such signs must be reviewed and approved as part of the sign package for the Planned Development.

The second ordinance revises the provisions of Section 15.28.050 Prohibited signs to clarify that shopping center entrance signs located more than 2500 feet from the premises of the Planned Development are prohibited.

Staff finds that the proposed amendments to the Sign Ordinance will encourage and facilitate the high quality well designed commercial development desired by the community. Further, staff finds that the proposed amendments provide adequate protections to insure that off-premise advertising is not expanded beyond the intent of providing shopping center entrance signs for retail developments. Staff recommends approval of the proposed ordinance amendments as attached.