

**ORDINANCE NO. 5247****AN ORDINANCE ALLOWING JOINT IDENTIFICATION SIGNS FOR DEVELOPMENT COMPLEXES BY ADDING SECTION 15.28.225 TO THE RAPID CITY MUNICIPAL CODE.**

WHEREAS, the City of Rapid City has adopted a comprehensive Sign Code to regulate the location and appearance of signs within the City; and

WHEREAS, the City's Sign Code currently has no provision for businesses that are part of a common development but located on separately described legal parcels to construct a joint sign identifying the common development; and

WHEREAS, many communities throughout the country allow joint identification signs for business that are part of common developments; and

WHEREAS, the use of a shared sign to identify a common development will decrease the overall number of signs and increase the aesthetic appeal of signs for common developments within the City; and

WHEREAS, the Common Council of the City of Rapid City has determined that it is in the City's best interests to allow joint identification signs for common developments and to establish regulations for such signs by adding Section 15.28.225 to the Rapid City Municipal Code.

NOW THEREFORE, BE IT ORDAINED by the City of Rapid City that Chapter 15 of the Rapid City Municipal Code be amended by adding Section 15.28.225 to read as follows:

**15.28.225 Joint Identification Signs.**

A. A joint identification sign is defined as a sign designed to identify multiple business located in a specific area that has been designated as a development complex by the Director of Growth Management or their designee regardless of whether said establishments occupy separate structures or are under separate ownership.

B. A development complex is defined as a shopping center or three or more businesses in close proximity to each other that are part of a common development where joint identification signs will be allowed. The factors to consider in determining if a shopping center or three or more businesses in close proximity to each other are part of a common development are the layout of the site, the ownership of the land and whether or not the businesses share access, customer parking areas or other common areas. It is not required that the lots within a development complex be under common ownership if other factors which support the finding that a shopping center or grouping of three or more businesses are part of a common development are present. If the area being designated as a

development complex for purposes of allowing a joint identification sign contains lots that are under separate ownership all the lot owners must consent to the designation.

C. In addition to a sign permit, an applicant requesting to designate an area as a development complex must submit information relating to the factors described in subsection B. The Director of Growth Management or their designee will review the information submitted and in addition to determining whether or not the proposed joint identification sign is in compliance with the requirements of the code pertaining to joint identification signs, will determine whether or not to designate the requested area as a development complex. Any person or group aggrieved by the decision of the Director of Growth Management or their designee to designate an area as a development complex may appeal such decision to the Sign Code Board of Appeals. The time for appealing this determination shall be limited to seven (7) days but shall otherwise be governed by Section 15.28.270 of this code. The Building Official cannot issue a sign permit until the time for appeal has expired.

D. Joint identification signs will be treated as on-premises signs for all businesses located within the development complex whether or not they are located on the same legally described parcel as the sign. Joint identification signs can only identify those businesses or activities that are located within the development complex.

E. Each Development Complex shall be permitted one monument sign per public street frontage. For purposes of this section, a monument sign is defined as a free-standing sign not erected on one or more poles or other similar supports but erected to rest on the ground or on a base designed as an architectural unit with the sign. Individual on-premises ground signs will not be allowed for business located within the development complex. There shall be a minimum distance of one hundred (100) feet between joint identification signs. Each business will be allowed to have on-premises wall signs as allowed under this code.

F. Joint identification signs will be allowed to have a maximum area of one hundred (100) square feet or one (1) square foot of sign for each two (2) linear feet of street frontage of the development complex, whichever is greater. Provided that the total area of all signs on each frontage shall not exceed Two Hundred (200) square feet.

G. The maximum height of a joint identification sign shall be fifteen (15) feet.

H. Joint identification signs must be located on property that has been designated as part of the development complex. No joint identification sign can be located closer than ten (10) feet from any external boundary of the development complex.

CITY OF RAPID CITY

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Mayor

ATTEST:

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Finance Officer

(SEAL)

First Reading:  
Second Reading:  
Published:  
Effective: