



# CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

---

## OFFICE OF THE CITY ATTORNEY

300 Sixth Street

Joel P. Landeen, Assistant City Attorney  
City web: [www.rcgov.org](http://www.rcgov.org)

Phone: 605-394-4140  
Fax: 605-394-6633  
e-mail: [joel.landeen@rcgov.org](mailto:joel.landeen@rcgov.org)

### MEMORANDUM

TO: City Council

FROM: Joel P. Landeen, Assistant City Attorney

DATE: 9-8-11

RE: Sign Code Recommendations

Staff was asked to identify the recommendations of the Ad Hoc Sign Revision Task Force which will require more discussion and those which the City Council could immediately direct staff to bring forward in an ordinance amendment. In addition, staff was asked to identify other proposed changes/revisions or cleanup which could be implemented along with the recommendations of the task force. For purposes of this memo, the reference to any recommendation numbers are based on my May 19, 2011, memo. I spoke with the City's Building Official, Brad Solon, and we would suggest the following course of action in moving the recommendations forward:

Task Force recommendations one, part of two, part of three, and four are no longer applicable due to the initiated ordinances recently approved. The recommendation of staff is that no action needs to be taken in relation to these recommendations. However, if you wanted to implement these recommendations, (in the event that all, or part, of the initiated ordinances are overturned by the courts) the recommendations should be forwarded to a special meeting for further discussion.

In the opinion of staff, task force recommendation six related to sign brightness and recommendation ten are non-controversial and could be brought forward in an ordinance amendment immediately. In addition, staff would suggest the following changes which were not specifically discussed by the task force could be incorporated into this amendment as well:

1. Tighten up the time frames for notices, appeals, removal of illegal/prohibited signs;

2. Remove the references to the SIC code in the sign building permit section as it is now obsolete;
3. Change or create two new construction tables which include all types of sign construction, or eliminate the tables all together and require engineered plans for ground signs;
4. Simplify and combine the provisions for shopping center/joint identification signs;
5. Perform a general review and clean up to remove inconsistencies, typos or other mistakes.

In the opinion of staff, the portion of recommendations two and three related to video/motion for on-premises and public purpose signs, recommendation five on timing of digital messages, recommendation seven on bringing all non-conforming signs into compliance with the sign code, recommendation eight regarding City signage and recommendation nine regarding political signage be sent to a special meeting of the City Council for more in-depth discussion and consideration.