



To: Rapid City Council

Re: Historic Society Appeal/Monument Sign with LED display

The Performing Arts Center of Rapid City respectfully requests that the Rapid City Council reviews the proposed signage for the Performing Arts Center of Rapid City at 601 Columbus Street.

Included with this request is an overview and description of the proposed signage as well as the minutes of the RCAS Board of Education minutes of March 18<sup>th</sup>, 2014.

The proposed signage was presented to the facilities committee of the RCAS district on March 11<sup>th</sup> and was presented to the Board of Education on the 18<sup>th</sup> with the recommendation to approve both the South Street main entrance to the PACRC and the Columbus Street monument signs to be placed at the main entrance to the historic theater as proposed. The motion passed 7-0.

The proposed sign was presented to the Historic Sign Board on Friday April 4<sup>th</sup>. The Historic Society did approve the South Street signage but did not approve the Columbus Street signage as they cannot support LED signage of any kind.

The Performing Arts Center of Rapid City is seeking the approval of the Rapid City Council for this signage at 601 Columbus Street.

Performing Arts Center of Rapid City  
601 Columbus Street  
Rapid City, SD 57701  
(605) 394-1786

## Performing Arts Center of Rapid City Monument Signage for 601 Columbus Street

**Location:** 601 Columbus Street to the left of the main entrance to the Performing Arts Center/Rapid City High School, Historic Theater Door. See Site Plan Attachment

**Description of Signage:** DF 4'X 10' Monument Sign on new foundation with an LED sign and push-thru lettering. See sample mockup attachment and permit provided by Rosenbaum Signs.

**Who will use this sign:** This sign will be used by the Performing Arts Center of Rapid City.

**What Information will be displayed:** The Performing Arts Center of Rapid City (PACRC) will display all current and upcoming events in the Historic & Studio theaters located within the Performing Arts Center of Rapid City. Additional information may be displayed such as entrance doors to use that evening, as there are alternate entrances when a performance is located in the Studio Theater and often times both Theaters are hosting events on the same dates.

All performing arts events for The Black Hills Community Theatre, The Black Hills Symphony Orchestra, The Black Hills Showcase Choral, The Rapid City Children's Chorus, The Black Hills Voices in Concert and the Shrine of Democracy Chorus will be displayed as tenants of the Performing Arts Center of Rapid City. All Rapid City High School Events, RCAS middle school and occasionally grade school events taking place in the Performing Arts Center will be displayed. Additionally all other rental event of the PACRC will be displayed.

**What is the advantage of the LED style signage:** The LED Signage serves a variety of purposes at a minimal cost. This is a form of information to our patrons and an inexpensive form of advertising for the small local performing arts organizations of our community as well as for the RC High School. LED signage is very visible to traffic passing by and patrons entering the building. We have a variety of programming within the performing arts center that changes with each passing week. This type of signage can be changed easily, reduces clutter of temporary and paper signage in the doors and on the grounds of the facility, and can display more than one current or upcoming event.

This is a service for our renters and Coalition Member Organizations and many renters expect this type of signage and request it on their contracts.

This signage will also mark the facility as the Performing Arts Center of Rapid City. We are in a unique situation as two organizations share the same address. Rapid City High School is the first organization that our community thinks of when they pass this building. The signage reminds the public that this is a dual use building and marks the entrance for patrons attending events within the PACRC.