



# CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

## PLANNING DEPARTMENT

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### MEMORANDUM

TO: Rapid City Planning Commission

FROM: Bill Lass, Senior Planner

DATE: 5/8/01

RE: Draft Ordinance Regarding Off-Premise Signs as Uses on Review

On September 21, 2000 the Planning Commission directed Staff to prepare draft Ordinance amendments allowing off-premise signs only with a Use on Review in the General Commercial and Industrial Zoning Districts. Staff presented the first draft of this Ordinance to the Planning Commission on May 10, 2001. Based upon the input of the Planning Commission, Staff has revised the draft Ordinance (see attached). The revised draft deletes the reference to off-premise signs being allowed as a Use on Review in the Central Business Zoning District. The only Zoning Districts where an off-premise sign could be allowed as a Use on Review are the General Commercial, and Light and Heavy Industrial Zoning Districts.

The other changes made to this draft of the Ordinance proposal as per the Planning Commission's direction include:

- The addition of elevation drawings to the listing of submittal requirements;
- The addition of "impacts upon significant urban or natural viewsheds" to the list of review criteria; and,
- The addition of "impacts upon nearby residences" to the list of review criteria.

Additionally, Staff has made one minor change to the format of the proposed Ordinance by moving the submittal requirement for a surveyors instrument from the "Construction Requirements" to the "Submittal Requirements."

One other issue that the Planning Commission may wish to consider is that the proposed Ordinance Amendment addresses "off-premise signs." Off-premise signs includes any sign which displays a product or business not located upon the same parcel as the sign is located. The vast majority of off-premise signs are traditional billboards. However, a very small minority

of off-premise signs include either wall signs or small signs used to direct motorists to businesses that are not in clear view from a main roadway. These small types of off-premise signs could be exempted from the Use on Review requirement by adopting a given size threshold if that is the direction the Planning Commission wishes to take.

Staff will present this revised Ordinance draft at the May 24 Planning Commission meeting and will welcome any comments or direction from the Planning Commission at that time.

Thank you.

**Proposed Ordinance Amendments**  
**Off-Premise Signs as a Use on Review**

- 1) Amend the Central Business Zoning District:
  - Revise Chapter 17.16.020(17) under “Uses Permitted” to read:

~~“Outdoor advertising Signs as regulated by City Code~~ **with the exception of Off-Premise Signs”**
- 2) Amend the General Commercial Zoning District:
  - Revise Chapter 17.18.020(12) to read:

~~“Outdoor advertising Signs as regulated by Chapter 15.28 of this city code~~ **with the exception of Off-Premise Signs”**
  - Revise Chapter 17.18.030 to add a new subsection (29) to read:

**29. Off-premise signs not otherwise prohibited by the Sign Code and in accordance with the requirements of Chapter 17.50.380.**
- 3) Amend the Light Industrial Zoning District:
  - Revise Chapter 17.22.020(C.1) to delete language and add new language as follows:

~~1. Business sign regulated in Chapter 15.28 of this code;~~ **“Signs as regulated by city code with the exception of Off-Premise Signs”**
  - Delete Chapter 17.22.020(21):

~~21. Outdoor advertising as regulated in Chapter 15.28 of this code;~~
  - Revise Chapter 17.22.030 by adding new subsection (J) to read:

**“J. Off-premise signs not otherwise prohibited by the Sign Code and in accordance with the requirements of Chapter 17.50.380.**
- 4) Amend the Heavy Industrial Zoning District:
  - Delete existing Chapter 17.24.020(A.2) and replace with new language as follows:

~~A.2 Business sign as regulated in Chapter 15.28 of this code;~~ **“Signs as regulated by city code with the exception of Off-Premise Signs”**
  - Revise Chapter 17.24.030 by adding off-premise signs to the list of Uses Permitted on Review:

**“C. Off-premise signs not otherwise prohibited by the Sign Code and in accordance with the requirements of Chapter 17.50.380.”**

5) Create a new Chapter 17.50.380 as follows:

**17.50.380 Off-Premise Signage as a Use On Review**

**A. Submittal Requirements.** In addition to the standard requirements set forth in the City Sign Code and Chapter 17.54.030, all applications for Uses on Review for off-premise signage shall include the following: 1. Site plan drawn to scale showing proposed sign location, adjacent property lines, distance to nearest surrounding off-premise signage, and other applicable information; **2. If necessary, the applicant shall submit a drawing prepared by a professional land surveyor identifying the proposed sign location and distances to the nearest adjacent off-premise signs.** 3. If applicable, a letter from the South Dakota Department of Transportation indicating that all State requirements are being met; 4. A site-specific engineered stamped drawing for the sign structure; **5. An elevation drawing of the sign showing all sign features including but not limited to the post, sign structure, sign face and lighting.**

**B. Construction Requirements.**

1. During construction of the off-premise sign and in accordance with State Law, the applicant shall have an engineer inspect the hole, the structure and any electrical work and provide a copy of an engineer's statement approving such to the City.
2. The City shall field check all applications for off-premise signage prior to issuing any sign permits.

**C. Criteria for Review.** The City shall use the following criteria in considering applications for Uses on Review for Off-premise advertising:

1. The minimum requirements of the City Sign Code;
2. The standard requirements for all Uses on Review set forth in Chapter 17.54.030;
3. Size of the proposed off-premise sign;
4. Spacing from adjacent off-premise signs;
5. Density of off-premise signs in the neighborhood;
6. Height of the off-premise sign;
7. Proposed lighting;
8. **Impacts upon significant urban or natural viewsheds;**
9. **Impacts upon nearby residences;**
10. Location with respect to any major community entryways, historic property, parks, schools, churches, playgrounds, or similar public and recreational uses; and,
11. Additional information deemed necessary.