

STAFF REPORT

June 7, 2001

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**No. 01PD024 - Major Amendment to a Planned Commercial Development to revise the sign package**      **ITEM 34**

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GENERAL INFORMATION:

PETITIONER	Auto Body Crafters, Inc.
REQUEST	<b>No. 01PD024 - Major Amendment to a Planned Commercial Development to revise the sign package</b>
LEGAL DESCRIPTION	Lot 5, SSJE Subdivision, Section 32, T2N, R8E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately .970 Acres
LOCATION	1410 Jess Street
EXISTING ZONING	General Commercial District (PCD)
SURROUNDING ZONING	
North:	General Commercial District (PCD)
South:	General Commercial District (PCD)
East:	General Commercial District (PCD)
West:	General Commercial District (PCD)
PUBLIC UTILITIES	City water and sewer
REPORT BY	Lisa Seaman

RECOMMENDATION: Staff recommends that the Major Amendment to a Planned Commercial Development to revise the sign package be approved with the following stipulations:

Building Inspection Department Recommendations:

1. That no off premise signs shall be allowed on the property;
2. All provisions of the Rapid City Sign Code shall be continually met; and,

Urban Planning Division Recommendations:

3. All previous conditions of approval for the Final Commercial Development Plan #00PD020 shall be continually met with the exception of the following revised sign package:
  - a. A 45 inch X 38 foot back lit awning with 24 inch letters and a 4 foot by 6 foot wall mounted sign shall be allowed on the south side of the building;
  - b. A 4 foot X 6 foot wall mounted sign and 3 foot X 51.5 foot pan channel letters shall be allowed on the west side of the building; and,
  - c. An 8 foot X 10 foot double face pole sign with a minimum ground clearance of 12 feet and a maximum height of 42 feet shall be allowed in the southwest corner of the property. The proposed pole sign shall be located outside of the existing utility

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easement. The signs shall incorporate the same color design as the structure and shall be lighted.

GENERAL COMMENTS: On July 10 2000, the City Council approved a Final Commercial Development Plan to allow an auto body shop to be located on the above legally described property. The property is located at the northeast corner of the intersection of Jess Street and Kermit Street. The applicant has indicated customers are having difficulty locating their business and are hoping that the increased signage will improve visibility of their business from Cambell and Omaha Streets.

A stipulation of approval of the Planned Commercial Development stated that a 4 foot by 32 foot wall mounted sign will be allowed on the south side of the structure. The applicant is requesting that the sign package be revised from that previously approved. As such, a Major Amendment to the Planned Commercial Development must be approved to allow for the revised sign package.

STAFF REVIEW: As previously indicated, the applicant had originally proposed to construct one wall mounted sign measuring 4 feet X 32 feet. The applicant has since revised the proposed sign package replacing the originally proposed signage with a 45 inch X 38 foot back lit awning with 24 inch letters and a 4 foot by 6 foot wall mounted sign located on the south side of the building, a 4 foot X 6 foot wall mounted sign and 3 foot X 51.5 foot pan channel letters located on the west side of the building; and, an 8 foot X 10 foot double face pole sign located in the southwest corner of the property. A platted utility easement is located in the southwest corner of the property. The site plan submitted by the applicant shows the pole sign located outside of the easement as required by City code. As previously approved, the signs will continue to have the same color design as the structure and shall be lighted.

The original sign package allowed for 128 square foot of sign area on the proposed structure. The revised sign package identifies 345 square foot of sign area to be constructed on the building and 80 square foot of sign area on the pole sign for a total sign area of 425 square feet. The Rapid City Sign Code allows properties to display signs having a total square footage equaling two times the property frontage. The subject property has a frontage along both Kermit Street and Jess Street totaling 430.8 feet providing for 861.6 square feet of signage on the property. Therefore, staff recommends approval of the Major Amendment to revise the sign package as identified.

As of this writing, documentation of completion of the certified mailing has not yet been submitted by the petitioner. Staff will notify the Planning Commission in the event this documentation is not received by the June 7, 2001 Planning Commission meeting. The required Use on Review sign has been posted on the property.