

STAFF REPORT

May 22, 2003

No. 03PD019 - Major Amendment to a Planned Commercial Development **ITEM 20**

GENERAL INFORMATION:

PETITIONER	Cobb Sign Company, Inc.
REQUEST	No. 03PD019 - Major Amendment to a Planned Commercial Development
EXISTING LEGAL DESCRIPTION	Lot A and Lot B of 5R, Meridian Subdivision, Section 30, T2N, R8E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately 21.010 acres
LOCATION	1180 N. Lacrosse Street
EXISTING ZONING	General Commercial District w/Planned Commercial Development
SURROUNDING ZONING	
North:	General Commercial District w/Planned Commercial Development/Medium Density Residential District
South:	General Commercial District/Medium Density Residential District w/Planned Residential Development
East:	Medium Density Residential District
West:	General Commercial District
PUBLIC UTILITIES	City Sewer and Water
DATE OF APPLICATION	04/10/2003
REPORT BY	Jeff Marino

RECOMMENDATION:

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

Urban Planning Division Recommendations:

1. All lighting at the site shall be constructed as shown on the submitted renderings;
2. The applicant shall submit a revised site plan for review and approval prior to issuance of a building permit showing only two lines of red neon lighting at any point on the structure; and
3. Any additional lighting or signage at the site shall require a major amendment to the Planned Commercial Development.

GENERAL COMMENTS: **(Updates to the staff report are shown in bold.) This request**

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was continued from the May 8, 2003 Planning Commission meeting to allow the applicant to meet the mandated notification requirements. The applicant is proposing a revised lighting package for 1180 N. Lacrosse Street, which is the Golden Corral restaurant. The revised lighting package includes red neon lights outlining the roof and gables on the structure. In addition, the existing "Golden Corral" signage will be outlined with red neon lights. The Planned Commercial Development was originally approved November 1, 1993 with seven stipulations. A Major Amendment to the Planned Commercial Development was approved with 13 stipulations on November 20, 2000. None of these stipulations addressed lighting or signage.

On August 6, 2001 the City of Rapid City City Council approved a major amendment to the Planned Commercial Development. This major amendment was a request for wall signage at the Wal-Mart SuperCenter which is also located in the Planned Commercial Development. This major amendment was approved with five stipulations, these stipulations were:

1. A sign permit shall be received prior to posting or construction of any signage proposed in the Major Amendment;
2. The future changing of sign location, decrease in sign size, color change, lighting changes and changes similar in sign characteristics can be approved as a Minimal Amendment to the Planned Commercial Development – subject to approval of the Planning Director;
3. The future addition of signs qualifying as "Exempt" under the City Sign Code is permitted and does not require an amendment to this Planned Commercial Development;
4. The future addition of any sign requiring a sign permit (including any billboards) or the increase in size of any sign approved as part of this Major Amendment request shall require a Major Amendment to the Planned Commercial Development; and
5. Future signage for the Golden Corral Restaurant may be allowed as a Minimal Amendment to the Planned Commercial Development provided it is the same size or smaller than the existing signage used for the restaurant.

On August 20, 2001 a minimal amendment was approved for the relocation of the signage for the Golden Corral to be moved from the old site to the new site, in conjunction with the Wal-Mart expansion to a SuperCenter.

STAFF REVIEW: Staff supports the proposed lighting at the site seeing as several other businesses within proximity to the request have similar lighting packages. However, staff does not support three lines of neon lights at the site. Staff has concerns over the obtrusive nature of neon lighting on the surrounding land uses. Staff supports the red neon lighting; however, staff would recommend a limit of two lines of red neon lights on the structure instead of three lines. It appears a majority of the structure has just two bands of red neon lighting; however, it appears in some spots there are three lines of red neon lights. Staff has concerns over a precedent that would be established, if three lines of red neon lighting are permitted. Staff has concerns over the potential for future businesses to bring forward requests for additional neon lighting. In addition, Staff notes the obtrusive nature of the

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neon lighting adding to the visual clutter along the Lacrosse Street commercial corridor. City staff has concerns with the potential for motorists to be over stimulated due to excessive lighting along the Lacrosse Street corridor.

Staff recommends that the Major Amendment to a Planned Commercial Development to allow additional lighting be approved with the stated stipulations. As of this writing, the receipts from the certified mailing have not been returned; however, the Major Amendment to a Planned Commercial Development sign has been posted on the property. Staff will notify the Planning Commission at the **May 22, 2003** Planning Commission meeting if the notification requirements have not been met. Staff has received no calls and no written letters concerning the proposed Planned Development Designation.