

STAFF REPORT
December 9, 2004

No. 04SR062 - 11-6-19 SDCL Review to allow the construction of a marquee sign on public property **ITEM 10**

GENERAL INFORMATION:

PETITIONER	Jayne Kramer for Rushmore Plaza Civic Center
REQUEST	No. 04SR062 - 11-6-19 SDCL Review to allow the construction of a marquee sign on public property
EXISTING LEGAL DESCRIPTION	Tract 20 less Lot H1, Rapid City Greenway Tract, Section 36, T2N, R7E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately 39.96 acres
LOCATION	444 North Mt. Rushmore Rd
EXISTING ZONING	Flood Hazard District
SURROUNDING ZONING	
North:	Civic Center District
South:	General Commercial
East:	Flood Hazard District
West:	Flood Hazard District
PUBLIC UTILITIES	City water and sewer
DATE OF APPLICATION	11/18/2004
REVIEWED BY	Todd Tucker

RECOMMENDATION:

If the Planning Commission finds that the proposed sign is consistent with the adopted Comprehensive Plans as to location and extent, staff recommends that the 11-6-19 SDCL Review to allow the construction of a marquee sign on public property be approved with the following stipulations:

1. That an as-built plan showing the actual location of sign and fiber optic and power lines be submitted by June 1, 2005; and,
2. That a landscaping plan be submitted to the Parks Department for review and approval and that all landscape materials be installed no later than June 1, 2005.

GENERAL COMMENTS: The subject property is located at the northeast corner of Mount Rushmore Road and Omaha Street. The subject property is the location of Memorial Park and is dedicated park land. The applicant is proposing to construct an electrical marquee sign on the subject property. The submitted plans show the proposed sign to have two wings that form a "V" with a 45 degree angle. Each leg of the proposed sign will have two display areas. One display area is an eight foot high by 20 foot wide electronic message

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display and the other display area is four foot high by 20 foot wide illuminated channel lettering display. The total display area of the sign is 480 square feet. The submitted elevation drawings show the proposed structure to have a maximum height of 21.5 feet. The columns supporting the sign will have a brick shrouding to match the brick located on the exterior of the Rushmore Civic Center. The sign will be capable of providing digital video displays of activities at the Rushmore Civic Center. The applicant is requesting approval of an SDCL 11-6-19 Review to allow the construction of an electrical marquee sign on public property.

South Dakota Codified Law 11-6-19 states that "...whenever any such municipal council has adopted a comprehensive plan, then no street, park, or other public way, ground, place, space, no public building or structure, no public utility, whether publicly or privately owned, if covered by the comprehensive plan or any adopted part thereof, shall be constructed or authorized in the municipality or within its subdivision jurisdiction until and unless the location and extent thereof shall have been submitted to and approved by the Planning Commission". As previously indicated the proposed construction is located on public property requiring that the Planning Commission review and approve the proposed construction.

STAFF REVIEW: Staff has reviewed the proposed SDCL 11-6-19 Review as it relates to the applicable provisions of the Rapid City Municipal Code and has noted the following issues:

Setbacks: The proposed sign will be setback from Omaha Street 19 feet and from Mount Rushmore Road 78 feet which exceeds the required setback for a ground sign. Staff noted that the proposed sign is not located within any sight triangles.

Fiber Optic Line: The applicant's site plan shows a fiber optic line extending from the Rushmore Civic Center to the proposed sign. The applicant indicated that due to the topography of the property and existence of rock in the soil the fiber optic route may be adjusted. Staff noted that there are numerous irrigation lines located on the subject property and measures to avoid damaging the existing irrigation lines should be taken. Public Works staff indicated that on November 22, 2004 a site visit was conducted and issues with the fiber optic route were resolved. However, staff recommends that an as-built plan showing the actual location of sign and fiber optic and power lines be submitted to insure that no damage is caused to any underground facilities located on the subject property.

Flood Plain: Staff noted that the proposed sign is located within the 500 year federally designated flood plain. As such, no Flood Plain Development Permit is required and no flood proofing is required.

Landscaping: On November 17, 2004 the Beautification Committee discussed the construction of the proposed sign on the subject property. Currently, a selection process is being completed for the Omaha Street Beautification Project, which is partially funded with money from the Beautification Committee. The Beautification Committee indicated that they strongly feel that the proposed sign needs to have landscaping.

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The Beautification Committee recommends that the sign construction be coordinated with the Parks Department and Public Works Department to make sure that landscaping will be installed.

Traffic Operations: The applicant has indicated that the proposed electrical marquee sign will have the ability to show images of events within the Rushmore Civic Center. Staff has concerns about the possible adverse affects this may have on vehicles traveling along Mount Rushmore Road and Omaha Street.

Staff recommends that the SDCL 11-6-19 Review be approved with the above stated stipulations.