

**ORDINANCE NO.**

**AN ORDINANCE ADDING SHOPPING CENTER ENTRANCE SIGNS BEYOND 2,500 FEET OF THE PLANNED DEVELOPMENT PROPERTY TO THE LIST OF PROHIBITED SIGNS.**

WHEREAS, an ordinance is currently proposed to allow shopping center entrance signs; and

WHEREAS, the proposed ordinance requires that shopping center entrance signs be located within 2,500 feet of the exterior boundaries of the planned development they are part of; and

WHEREAS, the Common Council of the City of Rapid City finds that it is in the best interests of the City to add shopping center entrance signs that are located beyond 2,500 feet of the planned developments exterior boundaries to the list of prohibited signs so that a variance cannot be obtained to circumvent the distance requirement.

NOW THEREFORE, BE IT ORDAINED by the City of Rapid City, that Section 15.28.050 of the Rapid City Municipal Code is hereby amended to read as follows:

**15.28.050 Prohibited signs.**

The following types of signs are expressly prohibited, except as otherwise provided by this code:

A. Animated, flashing, blinking, traveling lights or any other such lighting not providing constant illumination, except changing signs changeable copy

signs, provided that electronic message centers as defined in this code are permitted subject to the regulations herein;

B. Any sign or portion of a sign which moves or assumes any motion constituting a nonstationary position, except barber poles and signs attached to or placed upon a motor vehicle;

C. Abandoned signs or unlawful signs;

D. Any vehicle or trailer parking on public right-of-way, public property or private property so as to be visible from the public right-of-way and which conveys an advertising message. However, this prohibition shall not include trailer-mounted signs when the gross weight of the sign and the trailer is less than 1,000 pounds;

E. Signs displaying an advertising message and signs prohibited by § 12.20.030 of this code and located in the public right-of-way;

F. Banners, pennants, search lights, streamer, twirling signs, sandwich board signs, sidewalk or curb signs, balloons, air and gas-filled figures shall not be used except when permitted for the opening of a new business, not to exceed 15 days;

G. Flags displaying an advertising message, except flags of any nation, state, political subdivision or corporate flag;

H. Projecting signs, except pedestrian-oriented

signs that do not exceed 8 square feet;

I. Off-premises roof signs;

J. On-premises roof signs;

K. Indexing signs, as defined herein;

L. Signs advertising words or pictures of obscene or pornographic material, signs that emit sound, odor, visible matter or which are similar to traffic control signs or signals and which advertise

words such as "Stop," "Go," "Danger," "Warning"; or signs that obstruct the vision of traffic control signs or signals or lights in the public right-of-way;

M. Off-premises sign constructed with more than 1 display surface per side;

N. Off-premises sign in a position or shape other than horizontal whose width is greater than its height;

O. Off-premises ground signs with faces constructed at any angle greater than 20 degrees as measured by any angle between the 2 faces;

P. Off-premises signs with a face width greater than 30 feet or a face height greater than 15 feet;

Q. No on-premises signs shall be converted to an off-premises sign, unless all of the requirements of this code are satisfied.

R. Shopping center entrance signs, as regulated by Section 15.28.215 of the RCMC, that are located more than 2,500 feet beyond the exterior boundary of the planned development that they are part of.

CITY OF RAPID CITY

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
Finance Officer

(SEAL)

First Reading:  
Second Reading:  
Published:  
Effective:

**ORDINANCE NO.**

**AN ORDINANCE ESTABLISHING REGULATIONS FOR SHOPPING CENTER ENTRANCE SIGNS BY ADDING SECTION 15.28.215 TO THE RAPID CITY MUNICIPAL CODE.**

WHEREAS, modern shopping center developments throughout the country are incorporating campus type entrance signs to create a visually appealing gateway corridor by which to access their developments; and

WHEREAS, the entrance signage for shopping centers is a crucial component of the overall development of a shopping center; and

WHEREAS, these entrance signs may not always be located on the same legally described parcel as the actual shopping center development; and

WHEREAS, the type and placement of modern shopping center entrance signs may not be allowed under the current provisions of the Rapid City Municipal Code; and

WHEREAS, allowing such signs as part of shopping center developments makes the developments more economically viable which will increase economic development; and

WHEREAS, City staff anticipates that there will be increased need for these types of signs in the future; and

WHEREAS, the Common Council of the City of Rapid City finds that it is in the City's best interest to amend the current sign code to allow certain types of shopping center entrance signs.

NOW THEREFORE, BE IT ORDAINED by the City of Rapid City, that Chapter 15.28 of the Rapid City Municipal Code is hereby amended by adding Section 15.28.215 to read as follows:

**15.28.215 Shopping center entrance signs.**

A. The provisions of this section apply to shopping center entrance signs. A shopping center entrance sign is a sign placed at the entrance of a community shopping center that is part of a planned development of at least 25 acres. For the purposes of this chapter, a community shopping center must consist of a grouping of retail shops and stores planned and designed as an integrated unit which provide goods and services for people within a 30 minute drive.

B. Shopping center entrance signage may be on-premise or off-premise so long as it is located within 2,500 feet of the exterior boundaries of the planned development it is part of.

C. Shopping center entrance signage can only identify the shopping center and/or the businesses and shopping center tenants that are located within the planned development.

D. Shopping center entrance signs shall be ground mounted, monument style signs. Signs that are raised off of the ground or are mounted on poles or pylons are not allowed.

E. Shopping center entrance signs shall not exceed 15 feet in height and 200 total square feet in area per sign.

F. The location and design of any shopping center entrance sign must be reviewed and approved as part of a planned development. Specific attention should be paid to the location of the proposed shopping center entrance sign in relation to other off-premise and on-premise signs in the vicinity. Any alteration of the sign other than the changing of the names located on the sign shall be a major amendment to the planned development.

G. Shopping center entrance signs shall not be located within any clear sight triangle as set forth in the Rapid City Municipal Code.

H. Shopping center entrance signs are exempt from the following provisions of the Rapid City Municipal Code:

1. Section 15.28.060(D)
2. Section 15.28.160
3. Section 15.28.200

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