

STAFF REPORT  
August 6, 2009

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**No. 09SR067 - SDCL 11-6-19 Review to allow signs on public property**      **ITEM 28**

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GENERAL INFORMATION:

APPLICANT/AGENT	Mike Willey for Rosenbaum Signs
PROPERTY OWNER	City of Rapid City
REQUEST	<b>No. 09SR067 - SDCL 11-6-19 Review to allow signs on public property</b>
EXISTING LEGAL DESCRIPTION	Hotel Lot of Lot ER of the Original Town of Rapid City, Section 36, T1N, R7E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately 3.5 acres
LOCATION	505 North Fifth Street
EXISTING ZONING	Civic Center District
SURROUNDING ZONING	
North:	Civic Center District
South:	Civic Center District
East:	Civic Center District
West:	Civic Center District
PUBLIC UTILITIES	City water and sewer
DATE OF APPLICATION	7/10/2009
REVIEWED BY	Karen Bulman / Mary Bosworth

RECOMMENDATION:

Staff will recommend that the SDCL 11-6-19 Review to allow signs on public property be approved if the following additional information is submitted prior to Planning Commission approval:

1. A night photograph of the proposed sign demonstrating the illumination of the sign submitted for review and approval; and,
2. A landscaping plan for the surrounding base of the pylon sign submitted for review and approval.

GENERAL COMMENTS: The applicant has submitted a SDCL 11-6-19 Review application to obtain permission to allow signs on public property. The property is currently owned by the City of Rapid City and is the location of the Holiday Inn Hotel. As such, an 11-6-19 Review is needed to place signs on the property. The InterContinental Hotels Group, owner of the Holiday Inn, is in the process of replacing signage on all their hotels. All the new signs will

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be smaller in size and will remain lighted signs. Three signs are wall signs located on the east, west and south sides of the building. The fourth sign is a pylon sign located at the southeast corner of the building.

The property is located in the Civic Center Zoning District. The land to the east, north, south and west is zoned Civic Center Zoning District.

The current internally illuminated signs, located on the east and west side of the building, are approximately 275 square feet and are 44 feet 3 inches in width. These signs will be replaced with a 148 square foot sign that is proposed to be internally illuminated and 29 feet 3 inches in width. The south side of the building has a 135 square foot sign that is internally illuminated and is approximately 21 feet 1 inch in width. This sign is to be replaced with a 49 square foot internally illuminated sign that is 16 feet 10 ¼ inches in width. The colors of the letters will change from white to green with a white "H" logo on a green background.

The current pylon sign is a double-faced internally illuminated sign that is 212 square feet and totals 27 feet in height. The current pole and can are dark brown in color and the sign face is green with white letters. The current sign face is 18 feet wide and 11 feet 9 inches in height. The applicant is proposing a pylon sign that is double-faced internally illuminated and is 92 square feet. The bottom panel of the proposed pole sign is green and the pole and sign face background are white. The lettering on the proposed pylon sign is green with the white "H" logo on a green background. The pole is 3 foot 9 inches in depth and 7 feet 2 inches in width. An illuminated 1 foot wide green panel approximately 16 ½ feet in height is located along the sides of the pole. The total height of the proposed pylon sign is 26 feet 11 inches. The proposed sign face is 8 feet 6 inches in height and 12 feet 2 inches in width.

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 noted, the property is publically owned land requiring that the Planning Commission review and approve the proposed construction of the new signs.

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

**Wall Signs:** The proposed wall signs are smaller in overall size and are to be installed in the same location as the current signs. The illumination of the proposed wall signs shall not adversely affect safe vision of pedestrians or operators of vehicles on public or private streets, driveways or parking areas. The wall signs meet the Sign Code in Chapter 15.28.190 of the Rapid City Municipal Code for size and location. A sign permit will need to be obtained prior to any installation of the signs.

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Pylon Sign: The pylon sign is smaller in overall size and will be located in the same location as the current pylon sign. The sign will be anchored 10 feet below ground in a concrete base. If any excavation will be needed to replace this sign, underground utilities must be located prior to any excavation. The proposed sign will have a total height of approximately 26 feet 11 inches and a total width of approximately 12 feet 2 inches. The sign shall be an on-premise sign only. The size of the sign meets the requirements of the Sign Code in Chapter 15.28 of the Rapid City Municipal Code.

The overall color of the proposed pylon sign is white. The bottom panel of the pole is green; however, the balance of the pole is white. The color of the sign face is proposed to be white with green lettering. This property is located within the Memorial Park and Civic Center campus. As such, it is important that the colors of the sign blend with the tan buildings located on the campus and the park setting. The white pole is not appropriate for a park setting. Staff has concerns about how the sign fits with the architectural style, design and colors of the surroundings. Staff has contacted the applicant and they are un-willing to make any changes to the color as InterContinental Hotels Group, owner of the Holiday Inn, is in the process of replacing signage on all their hotels with identical signs.

The proposed pylon sign will be internally illuminated. The materials submitted indicate that the illumination will be shown through the green sides and bottom panel on the sign and the lettering and logo on the sign face. In order to demonstrate the illumination of the sign, Staff recommends that prior to the Planning Commission meeting, a picture of the proposed sign at night be submitted for review and approval. A sign permit will need to be obtained prior to the installation of the pylon sign.

The current pylon sign is located in a landscaping node and includes a brick base and shrubs. Staff recommends that prior to the Planning Commission meeting, a landscaping plan for the pylon sign location be submitted for review and approval.

Staff will recommend that the SDCL 11-6-19 Review to allow signs on public property be approved if the additional information as noted above is submitted for review and approval prior to the August 6, 2009 Planning Commission meeting.