

STAFF REPORT
August 26, 2010

No. 10PD051 - Planned Industrial Development - Initial and Final Development Plan **ITEM 20**

GENERAL INFORMATION:

APPLICANT/AGENT	Dream Design International, Inc.
PROPERTY OWNER	Jenner, LLC
REQUEST	No. 10PD051 - Planned Industrial Development - Initial and Final Development Plan
EXISTING LEGAL DESCRIPTION	Lot B of the W1/2 of the SW1/4, the balance of Lot Y of Lot H2 of the SW1/4, Section 22, T2N, R7E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately 11.5 acres
LOCATION	3200 Deadwood Avenue
EXISTING ZONING	Light Industrial District (Planned Development District)
SURROUNDING ZONING	
North:	Light Industrial District (Planned Industrial Development)
South:	General Commercial District (Planned Commercial Development)
East:	General Agriculture District
West:	General Agriculture District
PUBLIC UTILITIES	Private water and sewer
DATE OF APPLICATION	7/30/2010
REVIEWED BY	Jim Flaaen / Bob Dominicak

RECOMMENDATION:

Staff recommends that the Planned Industrial Development - Initial and Final Development Plan be approved with the following stipulations:

1. Prior to Planning Commission approval, a parking plan shall be submitted for review and approval identifying the existing parking on the property;
2. Prior to Planning Commission approval, a landscape plan shall be submitted for review and approval identifying the existing landscaping on the property;
3. Prior to Planning Commission approval, the site plan shall be revised to reflect the red line comments and the redline drawings shall be returned to the Growth Management Department;
4. Prior to Planning Commission approval, an Air Quality Parking/Storage Permit shall be obtained;

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5. All signage shall conform to the design, color and location as shown in the sign package approved as a part of the Planned Industrial Development. No electronic signs are approved as a part of this Development Plan. The addition of electronic signage will require a Major Amendment to the Planned Industrial Development. Changes to the proposed sign package, which the Growth Management Director determines to be consistent with the original approved sign package, shall be allowed as a Minimal Amendment to the Planned Industrial Development. The Growth Management Director may approve temporary signs in accordance with Chapter 15.28.080 of the Rapid City Municipal Code. The lighting for the signs shall be designed to preclude shining on the adjacent properties and/or street(s). A sign permit shall also be obtained for each individual sign;
6. All applicable provisions of the currently adopted International Fire Code shall be continually met;
7. The property shall be used for agriculture and construction equipment sales only. Any change in use will require a Major Amendment to the Planned Industrial Development;
8. The Planned Industrial Development shall expire if the use is not undertaken within two years of the date of approval by the Planning Commission, or if the use as approved has ceased for a period of two years.

GENERAL COMMENTS: The applicant has submitted a Planned Industrial Development – Initial and Final Development Plan to make changes to the existing signage on the property at 3200 Deadwood Avenue. In particular, the applicant has proposed to replace some existing signage with new signs, remove several existing signs and include the remaining existing signs into the sign package. No alterations to the existing buildings, parking areas or landscaping are being proposed with this request.

The existing building and use were constructed in 1977. The property was a part of a City initiated annexation (#02AN008) that was effective January 5, 2003. The property was rezoned to Light Industrial District with a Planned Development Designation (#06RZ043) effective December 22, 2006.

The property is zoned Light Industrial with a Planned Development Designation. Land located to the north is zoned Light Industrial with a Planned Development Designation. Land located to the south is zoned General Commercial with a Planned Commercial Development. Land located to the east and west is zoned General Agriculture District.

The property is located southeast of the intersection of Deadwood Avenue North and Tatanka Road, west of Harley Drive and north of Interstate 90. An agriculture and construction equipment dealer is located on the property.

STAFF REVIEW: Staff has reviewed the Initial and Final Development Plan and has noted the following considerations:

Use: The property is currently being used as an agriculture and construction equipment dealership. The property is located in a Light Industrial Zoning District. Farm implement and machinery sales is a permitted use in the Light Industrial Zoning District. All

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requirements of the Light Industrial Zoning District must continually be met or as stipulated as a part of this Initial and Final Development Plan or any subsequent Major Amendment.

Parking: A parking plan was not submitted with the application. As such, prior to Planning Commission approval, a parking plan must be submitted identifying the existing parking on the property. The plan must identify the existing parking, surfacing and circulation conditions on the property to determine if the property is legally conforming or non-conforming in regards to the amount of parking spaces, handicap accessible spaces, surfacing and circulation aisle width being provided. The proposed changes as part of this Initial and Final Development Plan will not require the property to be brought into compliance if the property is indeed non-conforming. However, the applicant should be aware that at which time the structure(s), parking lot, or occupancy load are cumulatively increased by 20% or more from the current conditions, the property must be brought into compliance with the off-street parking regulations.

Landscaping: A landscape plan was not submitted with the application. As such, prior to Planning Commission approval, a landscape plan must be submitted for review and approval. The plan must identify the existing landscape conditions on the property to determine if the property is legally conforming or non-conforming in regards to the amount of points being provided. The proposed changes as part of this Initial and Final Development Plan will not require the property to be brought into compliance if the property is indeed non-conforming. However, the applicant should be aware that at which time the structure(s), parking lot, or occupancy load are cumulatively increased by 20% or more from the current conditions, the property must be brought into compliance with the landscape regulations.

Signage: As previously stated, the applicant has proposed to replace existing signage on the property with new signs, remove several existing signs and include the remaining signs into the approved sign package. The signage proposed with this Initial and Final Development Plan will be part of three groups:

New Signage:

- The applicant has proposed to install a 53 square foot pole sign with a static poster face. The sign is proposed to be 19 feet 11 inches above ground level with a yellow pole, a yellow and blue face with the message "New Holland Agriculture" in blue and white letters. The proposed sign face will be 4 feet 6 inches tall by 13 feet 3/8 inches wide. The proposed sign will be internally laminated. The proposed sign will replace an existing 74 square foot pole sign at the same location.
- The applicant has proposed to install a 100 square foot pole sign with a static poster face. The sign is proposed to be 13 feet 8 inches above ground level with a black and red face with the message "Case Agriculture Jenner Equipment" in white letters. The proposed sign face will be 8 feet 4 inches tall by 12 feet wide. The sign will not be illuminated. The proposed sign will replace an existing 74 square foot pole sign 32 feet south of the current location to comply with sign distance requirements.
- The applicant has proposed to install three wall signs to the southwest exterior of the building. The proposed signage will total 177.56 square feet. Sign 1 will be 3 feet tall by 9 feet 8 1/8 inches wide and will be yellow and blue in color with the message

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“New Holland Agriculture” with blue and white letters. Sign 2 will be 3 feet tall by 38 feet 10 inches wide and will be white in color with the message “Jenner Equipment” with black letters. Sign 3 will be 3 feet tall by 9 feet 8 1/8 inches wide and will be black and red in color with the message “Case Agriculture” with white letters.

Existing Signage to remain:

- The applicant has indicated that the existing dual-pole sign will remain on the property. The pole sign includes three static poster signs. Sign 1 is an 84 square foot non-illuminated sign 6 feet tall by 14 feet wide, red in color with the message “Jenner” in white letters. Sign 2 is a 50 square foot non-illuminated sign 5 feet tall by 10 feet wide, red and black in color with the message “Bobcat Jenner Equipment” in white letters. Sign 3 is a 24 square foot non-illuminated sign 4 feet tall by 6 feet wide, orange in color with the message “Kubota” in black letters. The sign is located on the southwest side of the property approximately 88 feet from Deadwood Avenue.
- The applicant has indicated that the existing wall signage on the northwest exterior side of the building will remain. The wall sign is 3 feet 8 1/4 inches tall and 122 feet wide and spans the entire side of the building. The sign is black with a red stripe and is not illuminated.

Removed Signage:

- The applicant has indicated that a pole sign located on the southwest side of the property will be removed and not replaced. The pole sign is a 40.1 square foot static poster sign, white in color with the message “New Holland” and logo in blue lettering.
- The applicant has indicated that a wall sign located on the southwest side of the building will be removed and not replaced. The wall sign is a 9 square foot static poster sign white in color with the message “New Holland” and logo in blue lettering.

The existing and proposed signage meets the Sign Code requirements of Chapter 15.28 of the Rapid City Municipal Code. Staff recommends that the signage be installed and removed in accordance with the approved sign package. No electronic signage is proposed with this Initial and Final Development Plan. In addition, no off-premise signage is proposed with this Initial and Final Development Plan. The addition of any electronic or off-premise signage will require a Major Amendment to the Planned Industrial Development.

Red line Comments: Staff review resulted in several red line comments on the submitted site plan regarding drain fields and sewer lines. Prior to Planning Commission approval, the plans must be revised to reflect the red line comments and the red line comments must be returned to the Growth Management Department.

Air Quality: An Air Quality parking/storage permit is required for unpaved parking and or storage areas one acre or more in size. As such, prior to Planning Commission approval, an Air Quality parking/storage area Permit must be obtained for the unpaved area in order to comply with Rapid City Municipal Code Chapter 8.34.

Notification Requirement: As of this writing, the receipts from the certified mailing have not been returned nor has the sign been posted on the property. Staff will notify the Planning

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Commission at the August 26, 2010 Planning Commission meeting if these requirements have not been met.

Staff recommends that the Planned Industrial Development – Initial and Final Development Plan be approved with the stipulations as outlined above.