

STAFF REPORT
October 21, 2010

No. 10UR025 - Conditional Use Permit to allow an off-premise sign in the Light Industrial Zoning District **ITEM 29**

GENERAL INFORMATION:

APPLICANT	Lamar Advertising
PROPERTY OWNER	Marlyn Erickson
REQUEST	No. 10UR025 - Conditional Use Permit to allow an off-premise sign in the Light Industrial Zoning District
EXISTING LEGAL DESCRIPTION	Lots 21 through 32 of Block 5 of Riverside Addition, Section 35, T2N, R7E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately .74 acres
LOCATION	1002 West Main Street
EXISTING ZONING	Light Industrial District
SURROUNDING ZONING	
North:	Light Industrial District
South:	Park Forest District
East:	Central Business District
West:	Light Industrial District
PUBLIC UTILITIES	City water and sewer
DATE OF APPLICATION	8/26/2010
REVIEWED BY	Jim Flaaen / Mary Bosworth

RECOMMENDATION:

Staff will provide a recommendation to the Planning Commission at the October 21, 2010 Planning Commission meeting based on the Sign Code Board of Appeals action on October 20, 2010.

GENERAL COMMENTS: **(Updated October 13, 2010. All added and/or revised text is shown in bold print.) This item was continued to the October 21, 2010 Planning Commission meeting to allow the applicant to appear before the Sign Code Board of Appeals to obtain a Variance for the location of the sign. The applicant is scheduled to appear before the Sign Code Board of Appeals at the October 20, 2010 meeting.**

The applicant has submitted a Conditional Use Permit request to relocate and replace an existing off-premise billboard sign on the property located at 1002 West Main Street. In particular, the applicant is proposing to remove an existing 300 square foot off-premise

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billboard sign near the south property line along Main Street and install a new off-premise billboard sign further north on the property near the southwest corner of the existing office/warehouse building.

The property is located at 1002 West Main Street, on the north side of West Main Street, west of West Boulevard and east of 11th Street. Existing retail/industrial structures are currently located on the property.

STAFF REVIEW: Staff has reviewed the Conditional Use Permit and has noted the following considerations:

Signage: The applicant has submitted a detail of the proposed signage to be installed on the property. The proposed off-premise billboard sign will be 30 feet in overall height and 19 feet above ground level. The face of the billboard will include a static poster face 10 feet 6 inches tall and 22 feet 9 inches wide. The proposed billboard sign will have no electronic elements. The pole is outside of the public right-of-way and the signage will be above the property in a flag style. The pole location will be outside of the vehicular sight triangle.

Sign Location: (Update October 13, 2010.) The applicant must appear before the Sign Code Board of Appeals to obtain a Variance for the location of the sign. As of this writing, no action has been taken by the Board. As such, staff will provide a recommendation to the Planning Commission at the October 21, 2010 Planning Commission meeting following the Sign Code Board of Appeals action on October 20, 2010.

The proposed location of the billboard sign is not in compliance with Chapter 15.28.160 of the Rapid City Municipal Code in regards to the required spacing between off-premise sign locations. As such, the applicant must obtain a Variance from the Sign Code Board of Appeals for the location of the sign. The applicant is scheduled to appear before the Sign Code Board of Appeals on October 20, 2010. As such, staff recommends that this item be continued to the October 21, 2010 Planning Commission meeting.

Moratorium: On September 7, 2010, the City Council imposed a moratorium on the issuance of all off-premise sign permits. The moratorium was approved to become effective immediately upon publication which, as of this writing, has not occurred. However, the City Attorney determined that applications for off-premise signs submitted prior to the moratorium being put into place would not be affected by the moratorium and allowed to proceed through the appropriate review. This application was submitted August 26, 2010, predating the effective date of the moratorium.

Site Plan: (Updated October 13, 2010.) The applicant has submitted a revised site plan for the property. Staff review has noted that the site plan submitted with the application was not complete. The submitted site plan did not include all buildings on site, lot lines, parking spaces, curb cuts, landscaping and location of utility lines as required in Chapter 17.54.030.E of the Rapid City Municipal Code. Staff recommends that this item be continued to the October 21, 2010 Planning Commission meeting to allow the applicant to submit a complete site plan.

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Historic Review: The property is located within the environs of an individually listed historic property. As such, the applicant is required to submit sign changes to the Historic Sign Review Committee. The Historic Sign Review Committee approved the sign on September 10, 2010.

Traffic Volume Count: **The 2009 Traffic Volume Counts Report prepared by the Rapid City Area Metropolitan Planning Organization has identified that 37,098 vehicle trips were made in 2009 on West Main Street between Jackson Boulevard and West Boulevard.**

Notification Requirement: As of this writing, the required sign has not been posted on the property and the receipts from the certified mailings have not been returned. Staff will notify the Planning Commission at the September 23, 2010 Planning Commission meeting if this requirement has not been met. Staff has received no inquiries or objections regarding the proposed request at the time of this writing.

Staff will provide a recommendation to the Planning Commission at the October 21, 2010 Planning Commission meeting based on the Sign Code Board of Appeals action on October 20, 2010.