

STAFF REPORT

February 22, 2001

No. 01PD002 - Major Amendment to a Planned Commercial Development - Final Development Plan to change the sign configuration **ITEM 27**

GENERAL INFORMATION:

PETITIONER	Alside Supply
REQUEST	No. 01PD002 - Major Amendment to a Planned Commercial Development - Final Development Plan to change the sign configuration
LEGAL DESCRIPTION	Lot 2 of SSJE Subdivision, Section 32, T2N, R7E, BHM, Rapid City, Pennington County, South Dakota
PARCEL ACREAGE	Approximately 1.564 Acres
LOCATION	At the northernmost terminus of Kermit Lane
EXISTING ZONING	General Commercial District/PCD
SURROUNDING ZONING	
North:	Heavy Industrial (County)
South:	General Commercial District - Low Density Residential District
East:	General Commercial District (PCD)
West:	General Commercial District
PUBLIC UTILITIES	City sewer and water
REPORT BY	Vicki L. Fisher

RECOMMENDATION: Staff recommends that the Major Amendment to a Planned Commercial Development - Final Development Plan to change the sign configuration be approved with the following stipulation:

Urban Planning Division Recommendation:

1. All previous conditions of approval for the Final Commercial Development Plan #00PD035 shall be continually met with the exception of the following revised sign package:
 - a. A 2.5 foot X 2.5 foot wall mounted sign, a 4 foot X 10 foot wall mounted sign and two 2 foot X 2 foot wall mounted signs shall be allowed on the south side of the building;
 - b. A 3 foot X 12 foot wall mounted sign shall be allowed on the west side of the building;

All signs shall be colored with a beige background and have hunter green lettering. In addition, none of the signs shall be illuminated.

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GENERAL COMMENTS: On August 21, 2000, the City Council approved a Final Commercial Development Plan to allow a window and siding wholesale company to be located on the above legally described property. The property is located at the northern most terminus of Kermit Street. The proposed 18,000 square foot structure has been constructed on the property and is being used as a window and siding wholesale company known as "Alside Supply".

A stipulation of approval of the Planned Commercial Development stated that a 4 foot X 32 foot mounted wall sign was allowed on the south side of the structure. The applicant is requesting that the actual signage on the structure vary from that previously approved. As such, a Major Amendment to the Planned Commercial Development must be approved to allow for the revised sign package.

STAFF REVIEW: As previously indicated, the applicant had originally proposed to construct a 4 foot X 32 foot mounted wall sign on the south side of the structure. The applicant has since revised the proposed sign package replacing the originally proposed signage with a 2.5 foot X 2.5 foot wall mounted sign, a 4 foot X 10 foot wall mounted sign and two 2 foot X 2 foot wall mounted signs to be located on the south side of the building. In addition, a 3 foot X 12 foot wall mounted sign is being proposed on the west side of the building. The applicant has indicated that the signs will have hunter green lettering with a beige background to match the exterior beige color of the existing structure. In addition, the applicant has indicated that none of the signs will be externally or internally illuminated. As such, staff is recommending that none of the signs be illuminated as a condition of approval.

The original sign package allowed for 128 square foot of sign area on the proposed structure. The revised sign package identifies 90.25 square foot of sign area to be constructed on the building. In addition, the revised sign package improves directional signage to loading areas along the building. As such, staff recommends approval of the Major Amendment to revise the sign package as identified.