

DRAFT

U.S. Highway 16 Entryway Overlay

(To be inserted in the U.S. Highway 16 Neighborhood Area Future Land Use Plan on page 15 prior to the Summary section)

Purpose of the Entryway Overlay

U.S. Highway 16 is a major federal highway that links Rapid City to the Black Hills. It is an entryway for travelers entering the community from the south as well as a Gateway for visitors traveling from Rapid City to Mount Rushmore and the Black Hills National Forest. The purpose of this element of the Neighborhood Plan is to ensure that a high level of visual quality is maintained along this entryway as the adjacent land develops.

Overlay Area

This Overlay Area applies to all property located within 500 feet of the U.S. Highway 16 right-of-way (including dedicated right-of-way, land acquired in fee simple for highway purposes and Highway or H lots) between the southern study area boundary to 500 feet north of the intersection with the Catron Boulevard right-of-way. **In addition, all the commercially identified property, including land shown as General Commercial, Neighborhood Commercial, Business Park and Office Park lying adjacent to the previously described area and identified as being within the overlay area on the Future Land Use Map shall be subject to the Overlay Recommendations.**

Goals

The following goals are established for the Entryway Overlay Area:

- A. Create an attractive and inviting environment along the corridor.
- B. Incorporate consistent and appropriate design standards that unify the corridor and incorporate regional forms and materials in design elements.
- C. Incorporate a high level of craftsmanship, high quality materials and superior design in all corridor improvements.
- D. Preserve the existing vistas of prairie land to the east and the Black Hills to the west by maintaining openness along portions of the corridor by clustering structures and setting them back from the roadway.
- E. Protect the night skies through implementation of dark skies requirements.
- F. Develop an environment that is friendly and safe for pedestrians and bicyclists.

Recommendations

- A. Within this Entryway Overlay area, the following design elements shall be incorporated into the design of all projects occurring within the Entryway Overlay Area as part of the Planned Development review:
 1. Sixty foot landscape zones from the U.S 16 Highway right-of-way and any frontage roads shall be provided throughout the majority of the corridor. No parking or loading areas or

structures shall be allowed in these landscape zones; however, ground signs, as well as pedestrian and bicycle paths may be allowed in the landscape zone when integrated into the landscaping.

2. An informally arranged mix of deciduous and coniferous trees and shrubs, with naturalized grasses and wildflowers will be incorporated into the landscape zones.
3. Berms and mass plantings shall be incorporated into the landscape zones to screen off-street parking areas from the U.S. Highway 16 roadway.
4. All structures shall have single story construction to maximize and protect the view sheds to both the east and west of the U.S. Highway 16 Roadway.
5. Buildings shall be clustered when possible to provide strong spatial relationships between buildings and maintain view windows to both the east and west of U.S. Highway 16.
6. Building setbacks and orientations shall be varied to avoid a walled corridor effect. Building entries should be oriented so as to be visible from U.S. Highway 16 wherever possible.
7. Structural materials shall be earth tone with primarily subtle, neutral colors reflective of the prairie environment.
8. HVAC, trash receptacles, loading docks and other service facilities shall be screened from view from all adjacent properties, including rooftop facilities.
9. Loading, storage and services areas shall be screened from adjacent residential uses and from view from the U.S. Highway 16 roadway. Building design and layout should be integrated into the screening of these areas.
10. Chain link fences with slats shall not be utilized within the Entryway Overlay Area.
11. Materials for fences, retaining walls and screening shall be warm-toned, natural materials, or materials that are sympathetic to natural materials.
12. Any fences shall be designed so as to have the finished side viewed from the outside.
13. Horizontal profile signage made of subtle, earth toned materials incorporated into the landscaping areas shall be provided. All signs shall be less than 12 feet in height and no pole signs will be allowed.
14. Plant materials should be incorporated around the base of the ground mounted signs to aide in integrating the signs into the natural environment. Plant material around floodlight fixtures shall be carefully located to visually screen the fixtures.
15. Off street parking areas shall incorporate significant landscaping islands to avoid the appearance of large expansive parking areas. Where feasible, parking areas shall be located away from the U.S. Highway 16 roadway so as to minimize the visual impact.
16. Berming and shrub plantings shall be used to screen the parking lot ground plane from view from the U.S. Highway 16 roadway.

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17. Landscape areas shall incorporate native plant materials where possible and shall be designed consistent with xeriscape principles wherever possible.
 18. All landscaping areas shall be irrigated with sensors installed to avoid wasting water.
 19. Berming and shrub plantings shall be used to screen the ground plane for retail uses allowing view opportunities to stores and building mounted signage.
 20. Landscaping for other non-residential uses shall be designed to focus views into the site at key image locations such as entries, focal points or architectural features, including building mounted signs.
 21. Six foot berms and shrubs shall be used to provide visual and noise separation between U.S. Highway 16 and residential areas that are adjacent to U.S. Highway 16.
 22. Off premise advertising will be limited to the greatest degree possible.
 23. Pedestrian and bicycle paths shall be integrated into all development with linkages provided to both commercial and residential areas identified in the Study Area.
 24. All utility lines shall be relocated underground wherever feasible.
- B. The City shall proceed with a dark skies ordinance to address lighting throughout the community. The dark skies concepts shall be implemented immediately as part of the Planned Development review process throughout the U.S. Highway 16 Study Area.