



PW122810-14

CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701

Public Works Department Engineering Services Division

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MEMORANDUM

TO: City Council
City of Rapid City

FROM: Mary Bosworth
Engineering Project Engineer

DATE: December 21, 2010

RE: Request to Exempt Logo from Provisions of Rapid City Sign Ordinance
Northridge Water Storage Reservoir, W09-1792

The proposed sign package for the Northridge Water Storage Reservoir identifies that a 35 foot by 70 foot wide logo will be painted onto the side of the water storage reservoir. The sign will be painted Candy Apple Red and will read "Rapid City". The size of the sign exceeds the maximum allowable square footage as outlined in the Rapid City Sign Ordinance, Chapter 15.28. The logo is identical to the logo painted on the existing water storage reservoir located adjacent to Highway 16 south of Rapid City.

Staff requests that City Council declare the logo for the Northridge Water Storage Reservoir exempt from the provisions of Chapter 15.28.080(A) of the Rapid City Sign Ordinance.

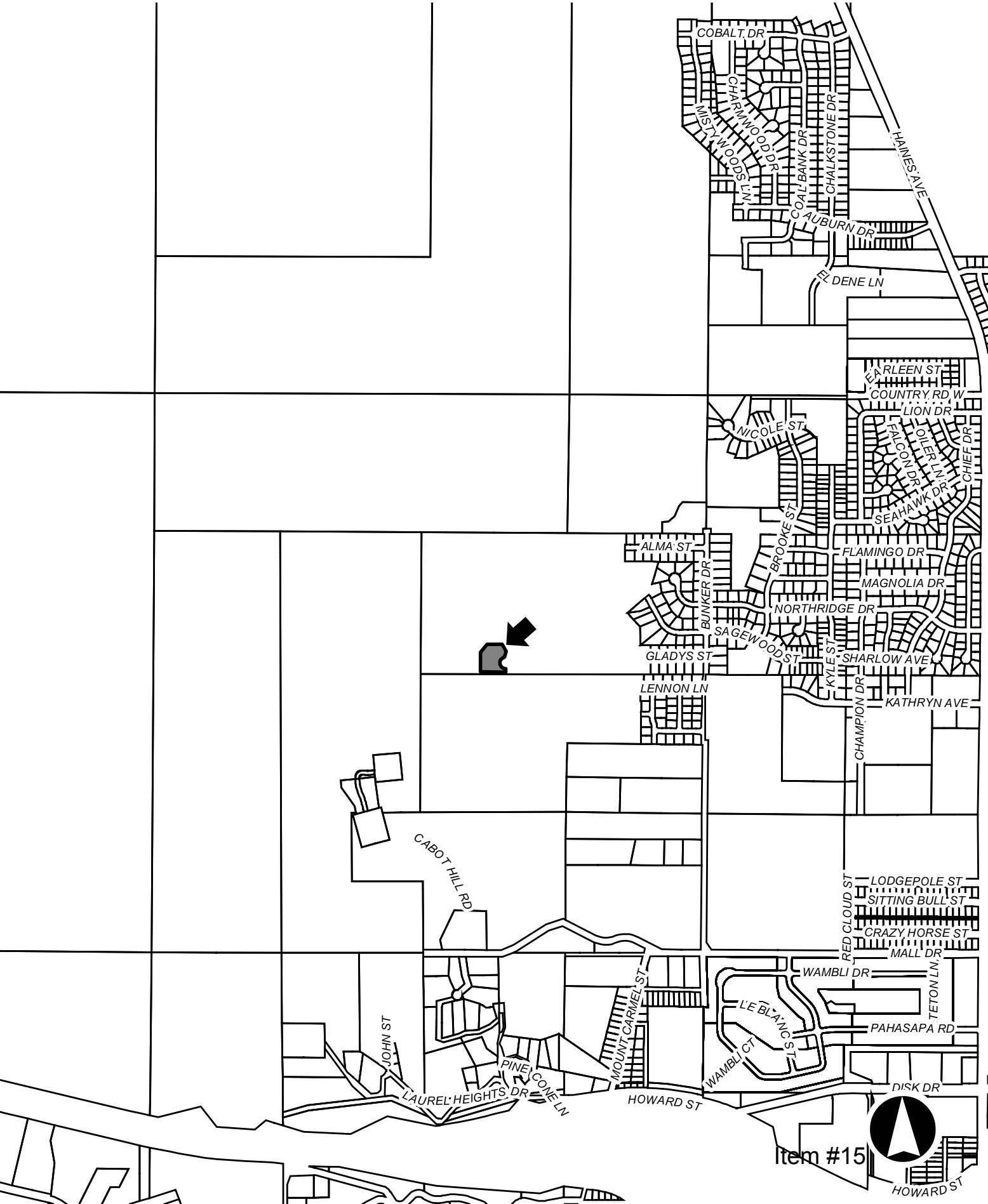


EQUAL OPPORTUNITY EMPLOYER

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HOWARD ST



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