



SIGN PERMIT STAFF REPORT

Sign Review Commission
September 15, 2021

Applicant: Morgan Geidel – Conrad’s Signs
Address: 1740 E. North St, Rapid City, SD 57701
Site Address of Proposed Signage: 402 Main Street (Big D)

Computation of Sign Area

Building Frontage: 79 Feet
Total Available Signage: 158 Square Feet
Existing Signage: One wall sign “Big D” (6 Square Feet)
One wall sign “Papa John’s” (6.5 Square Feet)
One Wall sign “reader board” (32 Square Feet)
One freestanding sign – to be refaced (123.25 Square Feet)
One canopy – to be refaced (existing text is 32 Square Feet total)

Remaining Available Signage Area: 0 Square Feet
Proposed Sign Project: Reface the freestanding sign and the canopy (sizes will not change)
Proposed Building Materials: Vinyl wrapped metal (see attached rendering)
Proposed Lighting of the Signs: External
Location of Proposed Sign: The existing sign locations will not change

Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and inside the national historic landmark district which is regulated by chapter 15.32.310 of the sign ordinance. The current signage at the subject property is compliant with the sign ordinance. The sign proposed in the current application is regulated by 15.32.090 of the Sign Ordinance, reference below.

- A. *Before any sign can be erected or altered in any way, a valid permit must be issued. Any further alteration of the sign shall require an amendment of the existing permit or the issuance of a new permit. Such changes, as well as original permits, shall be issued pursuant to review by the sign review commission. It is unlawful to display, construct, erect, locate or alter any sign without first obtaining a sign permit for such sign.*

The applicant wishes to reface the two signs indicated above. This is for a rebranding of the Big D store from Mobil to Sinclair.

The proposed refacing of these signs is compliant with the sign ordinance.



Variances

The sign permit application in review as proposed requires no variances from the sign ordinance. Signage variances may be obtained if the sign review commission is able to find *"special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures, distance or other matters on adjacent lots or within the adjacent public right-of-way that would substantially restrict the effectiveness of the sign in question and such special circumstances or conditions are peculiar to the business or enterprise to which the applicant desires to draw attention and do not apply generally to all businesses or enterprises in the area."* However, it is the responsibility of the applicant to provide adequate evidence of such special circumstances or conditions.

Sign Review Commission Action

Motion to approve permit to reface two signs at 402 Main Street

OR

Motion to deny proposed sign permit application as submitted