Case No. 19VA002

Legal Description:

Lot 1 of Block 2 of East Mall Business Center Subdivision, located in Sections 29 and Section 30, T2N, R8E, BHM, Rapid City, Pennington County, South Dakota
Sign Variance Request

FLEET FARM
1001 EAST MALL DRIVE
RAPID CITY, SD

Sign Variance Request

Per Sign Code Allowance:
17.50.080 Signage
17.50.100 On-premises signage
E. Electronic message centers incorporating varying message display technology.
   1. On-premises electronic message centers, reader boards and other signs that allow for the display of varying messages through either manual means, or by the use of a digital, plasma, or LCD display, or other similar technology are allowed.
   2. The maximum area of an on-premises sign authorized by this section is 60 square feet.
   3. Notwithstanding any other provisions of this code, on-premises signs utilizing a digital display or other similar technology authorized by this section may incorporate graphic, animated or scrolling messages, but may not incorporate full motion video.

Per code, Fleet Farm would be allowed a total of 60 Sq. Ft for electronic message centers.

Total proposed electronic message center signage for the site is:

- SIGN M.1 – Double-Faced monument sign with 33 Sq. Ft LED Fuel Price Changer Unit per side
- SIGN P.1 – Double-Faced Main Store Pylon sign with 117 Sq. Ft Electronic Message Center per side of sign
- SIGN P.2 – Double-Faced Main Store Pylon sign with 117 Sq. Ft Electronic Message Center and 70 Sq. Ft LED Fuel Price Changer Unit per side

1. Requesting variance from total allowed 60 Sq. Ft for electronic message centers for the site
   - Requesting a variance for 277 square feet of additional electronic message center signage over the allowed 60 Sq. Ft maximum

MAR 26 2019
RAPID CITY DEPARTMENT OF COMMUNITY DEVELOPMENT
CRITERIA:

1. Granting the Variance is not contrary to the public interest
   - Fleet Farm’s proposed electronic message center signage for their freestanding signs for the site will not be contrary to the public interest.
   
   The signage proposed for Fleet Farm will allow them to have better visibility to the public and help inform the public of the services and merchandise they offer. With Fleet Farm being a new business in the area, it will help attract consumers to the area and can help bring in more traffic to the surrounding area businesses.

2. Special conditions on the property will result in an unnecessary hardship for the applicant
   - Due to the size of the property, the requested variances for additional square footage for electronic message centers is necessary for better visibility along East Mall Drive and Highway 14. We want to make sure the signage is clearly legible to motorists traveling on the interstate.
   
   The signs are sized appropriately to ensure sufficient time for motorists to read and react to the sign messaging and to be more aesthetically pleasing and compliment the size of the freestanding signs.

3. Granting the Variance is in the spirit and intent of the Zoning Ordinance
   - Fleet Farm is not requesting signs that are not permitted by code but requesting for an increase in allowed square footage for electronic message centers on site to help keep them in proportion to the freestanding signs on which they will be placed. The signs will follow sign lighting, sign brightness and movement restrictions per city code.

4. Granting the Variance will serve substantial justice.
   - Due to the size of the property and with visibility from both East Mall Drive and Highway 14, the requested variances for additional square footage for electronic message centers is necessary for better visibility of the property.
   
   This will be the only Fleet Farm location within hundreds of miles, making it critical to raise awareness of the use and location. Fleet Farm wants to make sure they are able to advertise their services they offer to customers.
Fleet Farm

SITE PLAN

WORK SCOPE

M.1  D/F INTERNALLY LIT MONUMENT SIGN - 15'-3" (QTY 1)
P.1  D/F INTERNALLY LIT MONUMENT SIGN - 30 FT. (QTY 1)
P.2  D/F INTERNALLY LIT MONUMENT SIGN - 45 FT. (QTY 1)

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FLEET FARM
Rapid City, SD

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Fleet Farm

3000 Fuel
Regular
Car Wash

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Fleet Farm
Rapid City, SD

CLIENT APPROVAL
DATE
LANDLORD APPROVAL
DATE
QC APPROVED
DATE
SHEET NUMBER
8.0

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