



Rapid City Planning Commission

Major Amendment to a Planned Development Project Report

January 26, 2023

Item #7

| Applicant Request(s) |
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| Case # 22PD054 – Major Amendment to a Planned Development Overlay to replace a pylon sign |
| Companion Case(s) N/A |

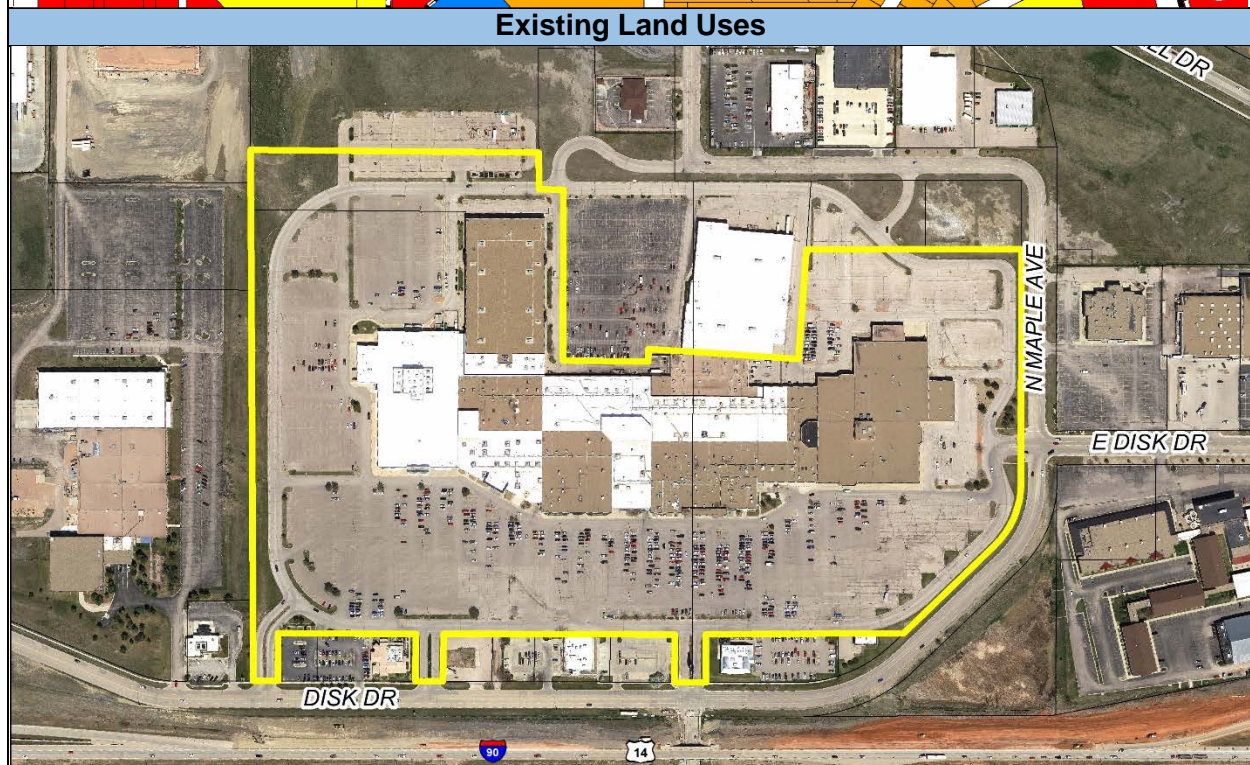
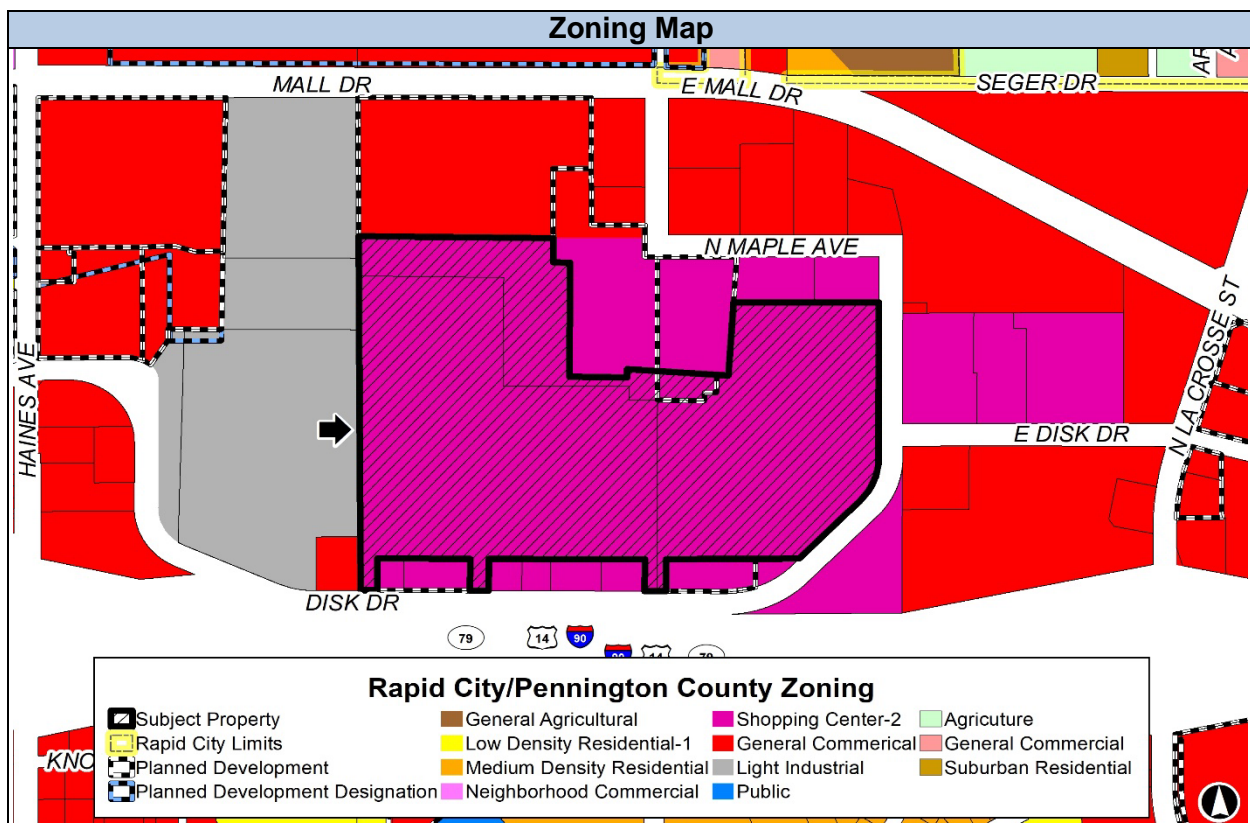
| Development Review Team Recommendation(s) |
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| The Development Review Team recommends approval with stipulations as noted at the end of the report. |

| Project Summary Brief | |
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| The applicant has submitted a Major Amendment to a Planned Development Overlay to replace a pylon sign. The subject property is Uptown Rapid City, formerly known as the Rushmore Mall. Uptown Rapid City is under new ownership and several upgrades and renovations are being planned. As part of the renovation, the applicant seeks to upgrade the facility signage and enhance the appeal of the Shopping Center. The existing two (2) Pylon signs will be demolished and replaced with 1 new Pylon sign. The new sign will contain tenant panels and an electronic message center. The applicant has requested an Exception to increase the signage area of the electronic message center from 60 square feet to 99 square feet. | |
| Applicant Information | Development Review Team Contacts |
| Applicant: Blair Sign Programs | Planner: Alex Osborne |
| Property Owner: QR Rushmore LLC | Engineer: Emily Fisher |
| Architect: N/A | Fire District: Chip Premus |
| Engineer: N/A | School District: N/A |
| Surveyor: N/A | Water/Sewer: Emily Fisher |
| Other: N/A | DOT: Mike Carlson |

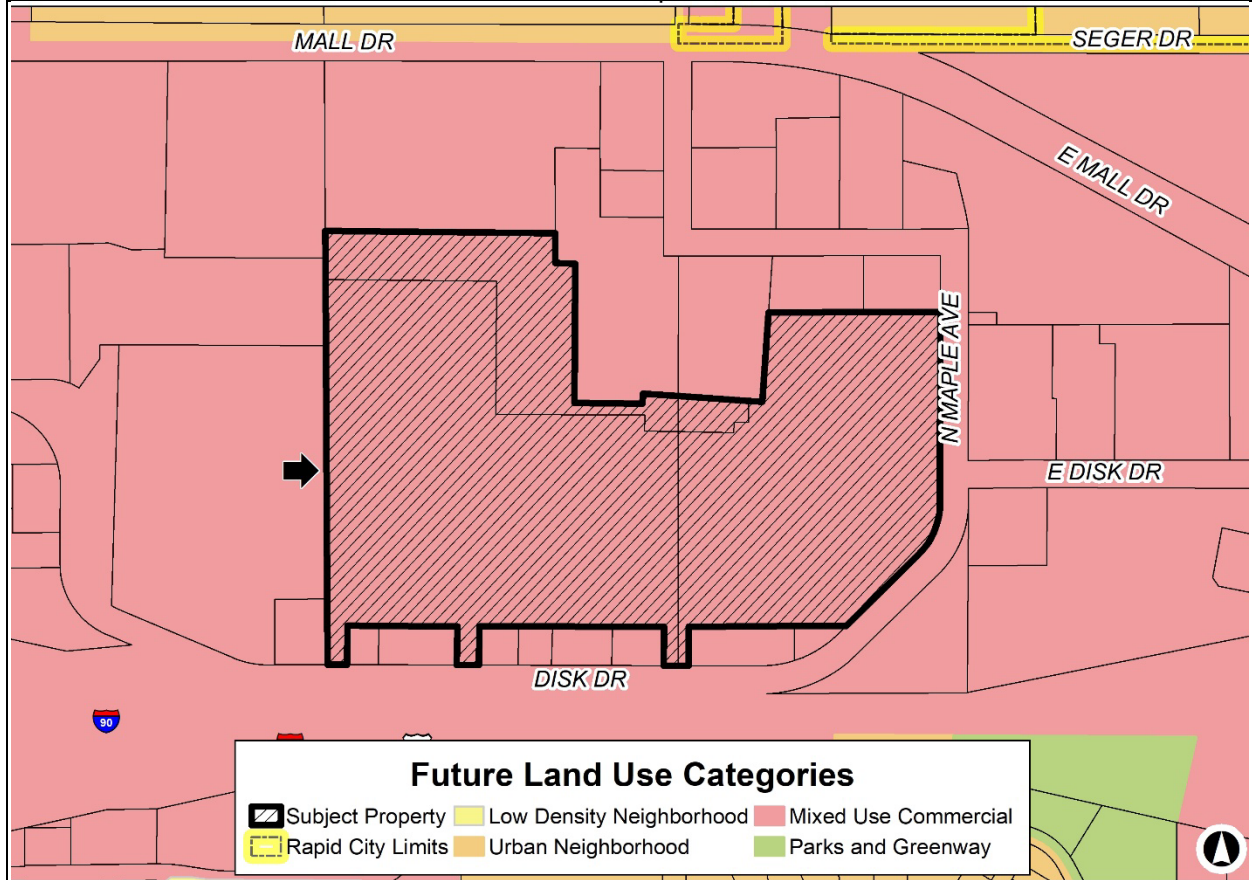
| Subject Property Information | |
|------------------------------|--------------------------------------|
| Address/Location | 2200 North Maple Avenue, Suite 0242A |
| Neighborhood | Northeast |
| Subdivision | Rushmore Mall |
| Land Area | 56.73 acres |
| Existing Buildings | 685,312 square feet |
| Topography | Relatively flat |
| Access | North Maple Avenue |
| Water Provider | Rapid City |
| Sewer Provider | Rapid City |
| Electric/Gas Provider | Black Hills Power / MDU |
| Floodplain | N/A |

| Subject Property and Adjacent Property Designations | | | |
|---|-----------------|------------------------------|----------------------|
| | Existing Zoning | Comprehensive Plan | Existing Land Use(s) |
| Subject Property | SC-2/PD | MUC-Regional Activity Center | Rushmore Mall |

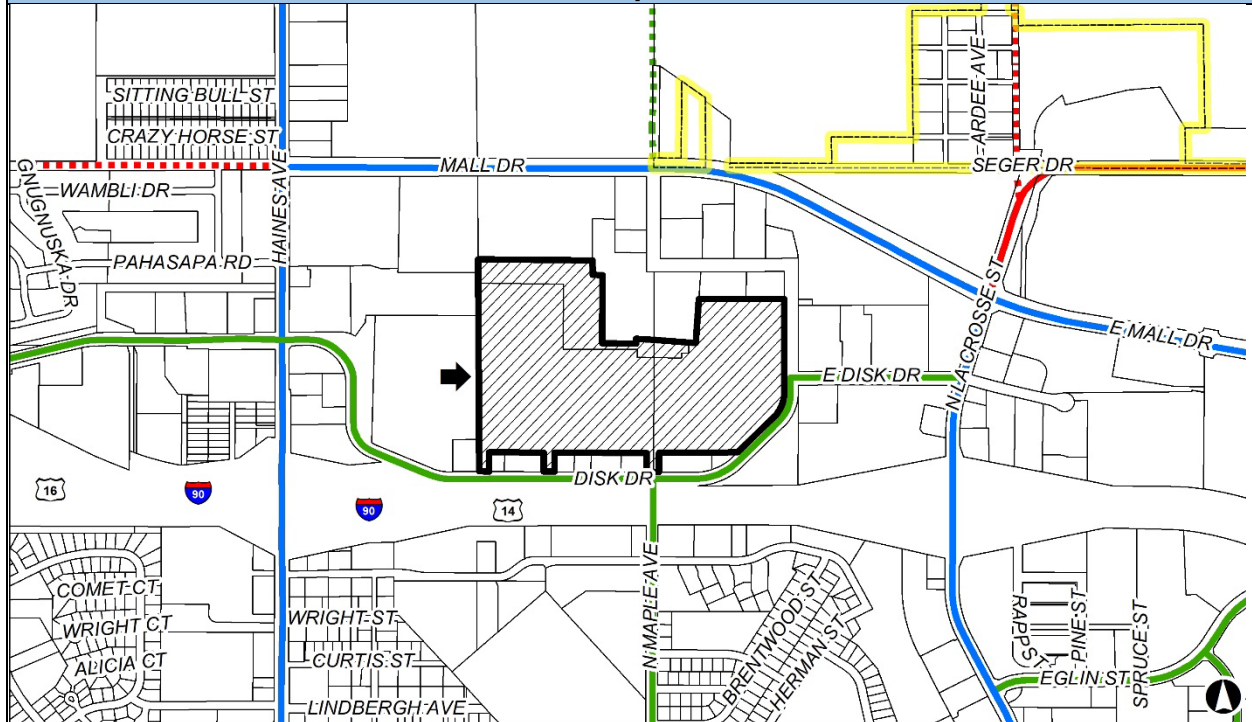
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|----------------|--------------|------------------------------|---------------------------|
| Adjacent North | GC and GC/PD | MUC-Regional Activity Center | One-story commercial |
| Adjacent South | SC-2 | MUC-Regional Activity Center | Restaurants |
| Adjacent East | SC-2 | MUC-Regional Activity Center | Hotel and commercial uses |
| Adjacent West | LI | MUC-Regional Activity Center | Industrial structure |



Comprehensive Plan Future Land Use



Parks or Transportation Plan



Major Street Plan

- Subject Property
- Collector
- Minor arterial
- Principal arterial
- Proposed collector
- Proposed minor arterial








| Relevant Case History | | | |
|--------------------------------------|------------|--|--|
| Case/File# | Date | Request | Action |
| 15PD039 | 10/08/2015 | Major Amendment to a Planned Development to allow on-sale liquor | Approved with stipulations |
| 21PD003 | 03/04/2021 | Major Amendment to a Planned Development to allow an indoor dog park with on-sale liquor | Approved with stipulations |
| Relevant Zoning District Regulations | | | |
| Shopping Center District 2 | | Required | Proposed |
| Lot Area | | 4 acres | 56.73 acres |
| Lot Frontage | | N/A | Approximately 1,500 feet |
| Maximum Building Heights | | 2.5 stories or 35 feet | One story |
| Maximum Density | | 25% | Existing structure |
| Minimum Building Setback: | | | |
| • Front | | 25 feet | 629 feet |
| • Rear | | 30 feet | 39 feet |
| • Side | | 25 feet | 576 feet/1545 feet |
| • Street Side | | 25 feet | 730 feet |
| Minimum Landscape Requirements: | | | |
| • # of landscape points | | As per Chapter 17.32.080 of the RCMC | Use does not trigger additional landscaping |
| • # of landscape islands | | N/A | Use does not trigger additional landscaped islands |
| Minimum Parking Requirements: | | | |
| • # of parking spaces | | 4.5 spaces per 1000 square feet | 4.5 spaces per 1000 square feet |
| • # of ADA spaces | | 56 | 58 |
| Signage | | Pursuant to RCMC 17.50.100. Up to 60 square feet of Electronic Message Center signage area | Exception requested for one new pylon sign with an Electronic Message Center signage area of 99 square feet. |
| Fencing | | Pursuant to RCMC 17.50.340 | No fencing proposed |

| Planning Commission Criteria and Findings for Approval or Denial | |
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| Staff has reviewed the proposed use with respect to Chapter 17.50.050.G. and has noted the following issues: | |
| Criteria | Findings |
| 1. There are conditions pertaining to the particular piece of property in question because of its size, shape, or topography that justify a deviation from the underlying zoning district standards or promote an alternative method of development; | The property is located at 2200 N. Maple Ave and has an existing Final Planned Development Overlay which requires a Major Amendment when a change to signage is proposed. As part of a substantial renovation and reinvestment occurring at "Uptown Rapid" Mall, the applicant seeks to upgrade the facility signage and enhance the appeal of the shopping center. |

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| 2. The application of the underlying zoning district's requirements or regulations to this particular piece of property would create either a practical difficulty or an undue hardship | The "Uptown Rapid" mall site is situated on a 56-acre parcel of land located north of I-90. The existing pylon sign will be removed and replaced with a modern sign which displays "Uptown Rapid" Mall, the electronic message center, and tenant panels. The proposed pylon sign will be located near the intersection of Maple Avenue and Disk Drive, and function as the primary Gateway marker into the development. Due to the size of the site, larger signage is needed. The applicant has indicated that the new pylon sign will be shorter than the existing pylon sign which does not include an electronic message center. |
| 3. Exceptions to the underlying zoning district, if granted, would not cause undue hardship to the public good or impair the purposes and intent of the underlying zoning district's requirements or regulations; | With the exception of size, the proposed electronic message center will be installed to meet the regulations of the sign code which will regulate sign brightness, dimming, static messaging, etc. As such, the electronic message center on this site will not cause undue hardship to the public good or impair the purposes and intent of the underlying zoning district's requirements or regulations. |
| 4. A literal interpretation of this title would deprive the applicant of rights that others in the same zoning district are allowed; | Interpretation of this title would not deprive the applicant of rights that others in the same zoning district are allowed. Electronic Message Centers are allowed in the Shopping Center-2 Zoning District. |
| 5. Any potential adverse impacts will be reasonably mitigated; and: | Due to the interstate right-of-way, the proposed pylon sign will be setback approximately 200 feet from the driving surface. In addition, I-90 is constructed above grade, with the "Uptown Rapid" Mall set below. This dynamic will off-set the added signage square footage requested through the Exception and reduce the visual impact of the electronic message center. In addition, the pylon sign contains design features to compliment the architectural renovation of the new mall, and includes panel elements without the electronic message center components. In this way, the effect of the message center is reduced and functions less like an electronic billboard. |
| 6. Any requested Exception to the underlying zoning district standards is related to an alternative or innovative practice that reasonably achieves the objective of the standard sought to be modified. | The Planned Development Overlay is a land use tool to review deviations from the underlying zoning district. In this case, the proposed Exception to expand electronic message center to 99 square feet where a maximum of 60 square feet is permitted reasonably achieves the objective of the standard sought to be modified. In particular, Uptown Rapid City Mall is identified as an established Regional Activity Center and the proposed new signage promotes the reinvestment in the area. |

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| Planning Commission Comprehensive Plan Policy Guidance for Approval or Denial |
| In considering an application for approval or denial the Planning Commission finds that the application either complies or does not comply with the following values, principles, goals, and policies within the Rapid City Comprehensive Plan: |

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| Comprehensive Plan Conformance – Core Values Chapters |
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|  A Balanced Pattern of Growth | |
| BPG-1.2B | Priority Activity Centers for Reinvestment: Uptown Rapid City Mall is identified as a Regional Activity Center. New pylon signage complies with Comprehensive Plan. |
|  A Vibrant, Livable Community | |
| N/A | N/A |
|  A Safe, Healthy, Inclusive, and Skilled Community | |
| | N/A |
|  Efficient Transportation and Infrastructure Systems | |
| TI-2.1E | Access Management Planning: Access to the property is from North Maple Avenue and Disk Drive which are both identified as Collector Streets on the City's Major Street Plan. |
|  Economic Stability and Growth | |
| EC-3.1C | Other Employment Areas: Uptown Rapid City Mall is identified as an established Regional Activity Center and the proposed new signage promotes the reinvestment in the area. |
|  Outstanding Recreational and Cultural Opportunities | |
| | N/A |
|  Responsive, Accessible, and Effective Governance | |
| GOV-2.1A | Public Input Opportunities: The proposed Major Amendment to a Planned Development requires that public notice be advertised in the newspaper and that mailings are sent to property owners within 250 feet of the proposed development. The requested Major Amendment to a Planned Development is before the Planning Commission for review and approval. The public has an opportunity to provide input at this meeting. |

| Comprehensive Plan Conformance – Growth and Reinvestment Chapter | |
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| Future Land Use Plan Designation(s): | Mixed-Use Commercial / Regional Activity Center |
| Design Standards: | |
| N/A | Uptown Rapid City Mall is identified as a Regional Activity Center that is in need of reinvestment and targeted redevelopment in order to remain competitive with newer activity centers. |

| Comprehensive Plan Conformance – Neighborhood Area Policies Chapter | |
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| Neighborhood: | Northeast |
| Neighborhood Goal/Policy: | |
| NE-NA1.1B | Mixed-Use Development: Rushmore Mall is identified as a Regional Activity Center and is an established retail destination and redevelopment of the Rushmore Mall/Uptown Rapid Mall is encouraged. |

| Findings |
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| Staff has reviewed the Major Amendment to a Planned Development Overlay to replace a pylon sign in conjunction with the Rapid City Municipal Code and the goals, policies, and objectives of the adopted Comprehensive Plan. The property is the location of “Uptown Rapid” Mall located north of I – 90. It is an established Regional Activity Center that is being renovated and redeveloped. The proposed pylon sign will not have a negative impact on the area. |

| Planning Commission Recommendation and Stipulations of Approval | |
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| Staff recommends that the Major Amendment to a Planned Development to replace pylon sign be approved with the following stipulations(s): | |
| 1. | Approval of the Major Amendment to the Planned Development hereby acknowledges the stipulations of the previously approved Planned Development and Major Amendments to the Planned Development on the property; |
| 2. | An Exception is hereby granted to increase the signage area of the electronic message center from 60 square feet to 99 square feet |
| 3. | Upon submittal of a Sign Permit, the site plan shall be revised to show a minimum 10 – foot setback from the property line; |
| 4. | Any changes to the approved sign package, which the Community Department Development Director determines to be consistent with the original approved sign package, shall be allowed as a Minimal Amendment to the Planned Development. The addition of any electronic signage will require a Major Amendment to the Planned Development. In addition, the Community Planning and Development Services Director may approve temporary signs in accordance with the Sign Code; |
| 5. | The sign shall not obstruct any sight triangle; and, |
| 6. | A Sign Permit shall be obtained prior to placement of any new signage. The sign shall be constructed and operate in compliance with all provisions of the Sign Code and all other adopted codes and ordinances. |



Rapid City
Department of Community Development

Development Review Advisories

*Disclosure: The Development Review Team has created this list of Advisories as a courtesy for your specific application. **This is not a complete list.** All City, District, State, and Federal requirements must be continually met.*

| Applicant Request(s) | |
|---|---|
| Case #22PD054 | Initial Planned Development Overlay to replace a pylon sign. |
| ADVISORIES: Please read carefully! | |
| 1. | A building permit shall be obtained prior to any construction. A Certificate of Occupancy shall be obtained prior to use; |
| 2. | All construction plans shall be signed and sealed by a registered professional pursuant to SDCL 36-18A; |
| 3. | All requirements of the currently adopted Building Code shall be met; |
| 4. | All requirements of the International Fire Code shall be met; |
| 5. | All requirements of the Rapid City Infrastructure Design Criteria Manual and Rapid City Standard Specifications shall be met; |
| 6. | All erosion and sediment control measures shall be installed and continually maintained as necessary; |
| 7. | ADA compliant accessibility shall be maintained as necessary; and, |
| 8. | All lighting shall be designed to preclude shining on adjacent properties and rights-of-ways, so as not to create a nuisance to neighboring properties and traffic. |