

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

# JONES SIGN

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## 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

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COMMUNITY DEVELOPMENT

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## 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.

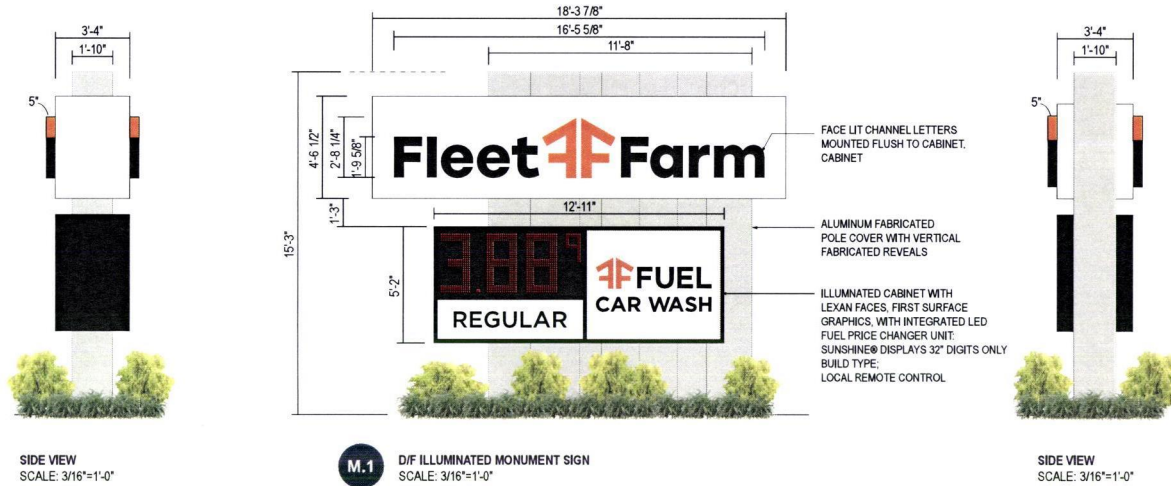
This will be the only Fleet Farm location within hundreds of miles, making it critical to raise awareness of the use and location. Fleet Farm wants to make sure they are able to advertise their services they offer to customers.

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JOB #: 5799-R3  
DATE: 09.26.2018  
DESIGNER: A. McKinney  
SALES REP: N. Lison  
PROJECT MGR: K. Frank

REV.	DATE	BY	DESCRIPTION
1	10.16.18	WAM	NEW - MONUMENT SIGN FOR FLEET FARM
2	11.23.18	WAM	REVISE CL.1 (BACKER), ADD CL.1, REVISE CL.3 (PLACEMENT), REVISE FC.15 (COLOR), CL.5 (COLOR), P.2 (HEIGHT)
3	12.13.18	WAM	REVISE CL.1 (BACKER), ADD CL.1, REVISE CL.3 (PLACEMENT), REVISE FC.15 (COLOR), CL.5 (COLOR), P.2 (HEIGHT)
4	01.02.19	WAM	
5	01.02.19	WAM	
6	01.02.19	WAM	
7	01.02.19	WAM	
8	01.02.19	WAM	
9	01.02.19	WAM	
10	01.02.19	WAM	

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC APPROVED	By: [Signature] on 03/27/19, Doc. 11

**Fleet Farm**

FLEET FARM  
Rapid City, SD  
DESIGN PHASE: CONCEPTUAL

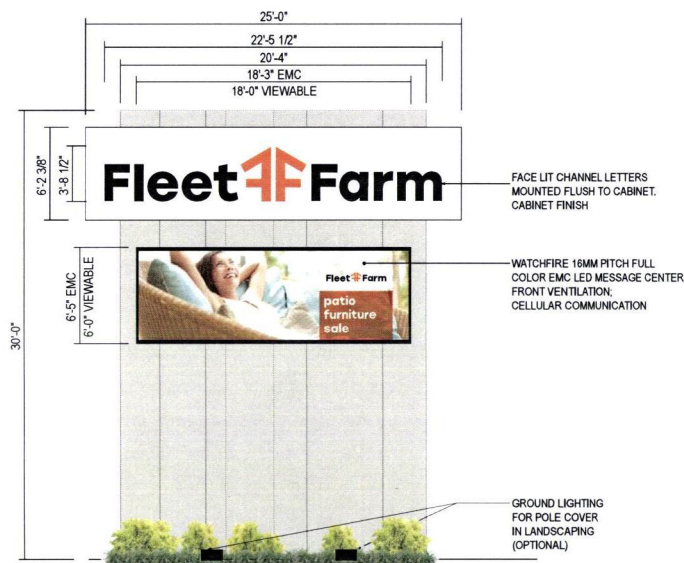
SHEET NUMBER  
**8.0**

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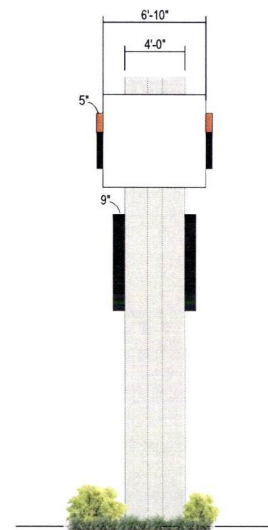
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**P.1** MAIN STORE PYLON FRONT / BACK ELEVATION  
1/8"=1'-0"



MAIN STORE PYLON RIGHT / LEFT ELEVATION  
1/8"=1'-0"

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JOB # 5799-R3  
DATE 09.26.2018  
DESIGNER A. McKinney  
SALES REP N. Lison  
PROJ. MGR K. Frank

REV	DATE	BY	DESCRIPTION
1	10-10-18	WAM	ADD MESSAGE LETTERS TO BEAR ON SIGN
2	12-13-18	WAM	REVISE CL1 (BACKER), ADD CL1, REVISE CL3 (PLACEMENT), REVISE FC, H (COPY), CL3 (COLOR), R2 (HEIGHT)
3	02-09-19	WAM	
4	03-08-19	WAM	
5	03-08-19	WAM	
6	03-08-19	WAM	
7	03-08-19	WAM	
8	03-08-19	WAM	
9	03-08-19	WAM	
10	03-08-19	WAM	

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC APPROVED	

**Fleet Farm**

FLEET FARM  
Rapid City, SD  
DESIGN PHASE CONCEPTUAL

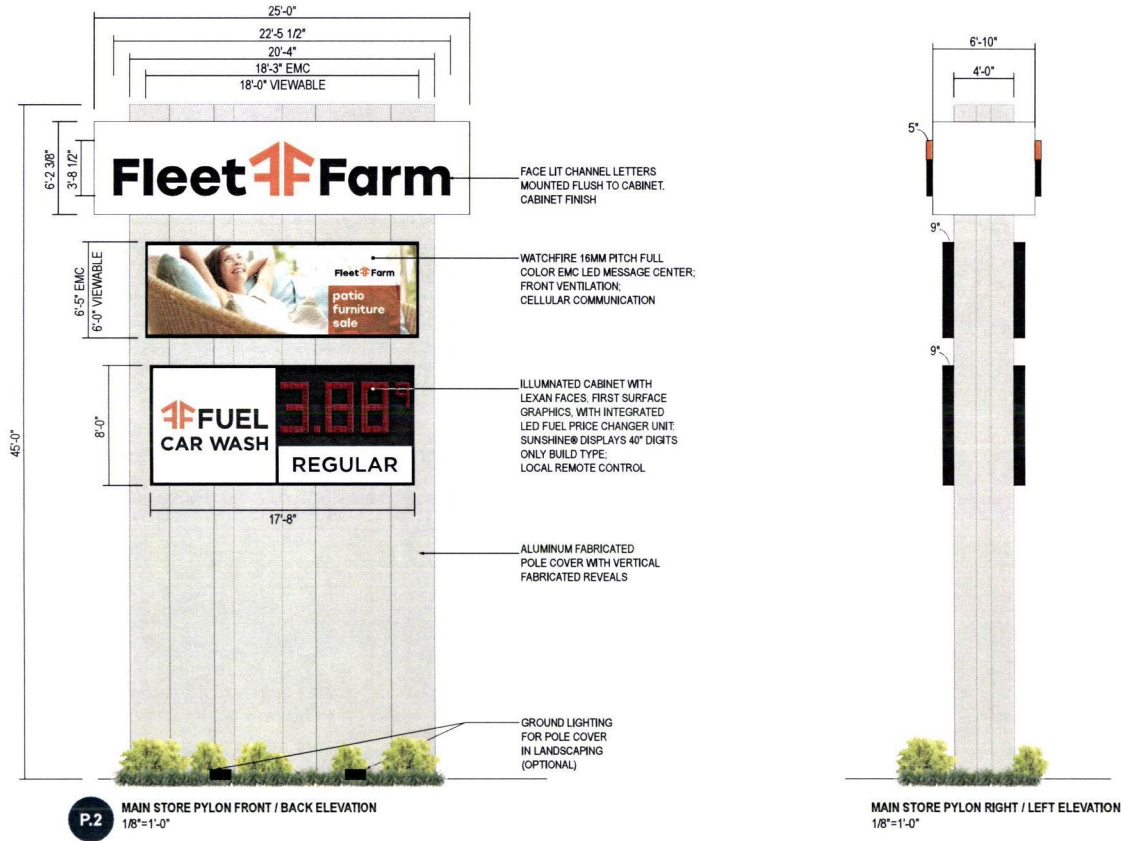
SHEET NUMBER	9.0
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JOB #	5799-R3
DATE	09.26.2018
DESIGNER	A. McKinney
SALES REP.	N. Lison
PROJ. MGR.	K. Frank

REV.	DATE	BY	DESCRIPTION
1	11-15-18	JAM	REVISED TO ADD 20' OF 20' HGT
2	12-13-18	WAM	REVISE CL1 (BACKER), ADD CL1, REVISE CL3 PLACEMENT, REVISE FC-15 (DIP), CL1 (COLOR), F2 (HEIGHT)
3	04-08-19	LK	
4	05-06-19	LK	
5	05-06-19	LK	
6	05-06-19	LK	
7	05-06-19	LK	
8	05-06-19	LK	
9	05-06-19	LK	
10	05-06-19	LK	

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	QC APPROVED By: [Signature] 03/27/19

**Fleet Farm**

FLEET FARM
Rapid City, SD
DESIGN PHASE CONCEPTUAL

SHEET NUMBER
10.0

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