

Holiday Stationstores SD-44 & Elk Vale Road Project Signage Narrative

As part of our development submittal, Holiday Stationstores is asking the Planning Commission to consider a request to allow signage that is marginally inconsistent with the strict standards of the City Sign Ordinance and the Gateway signage provisions of the Comprehensive Plan.

The property that Holiday has acquired to build a new gasoline/convenience store is located in the northwest quadrant of SD-44 and the Elk Vale Road overpass. Holiday is proposing that the property be zoned General Commercial (GC) and seeking Planned Development (PD) designation.

Because of the topography, the site has presented a myriad of design challenges, most of which have been addressed. However, the most significant challenge that we face is locating effective signage on the site that;

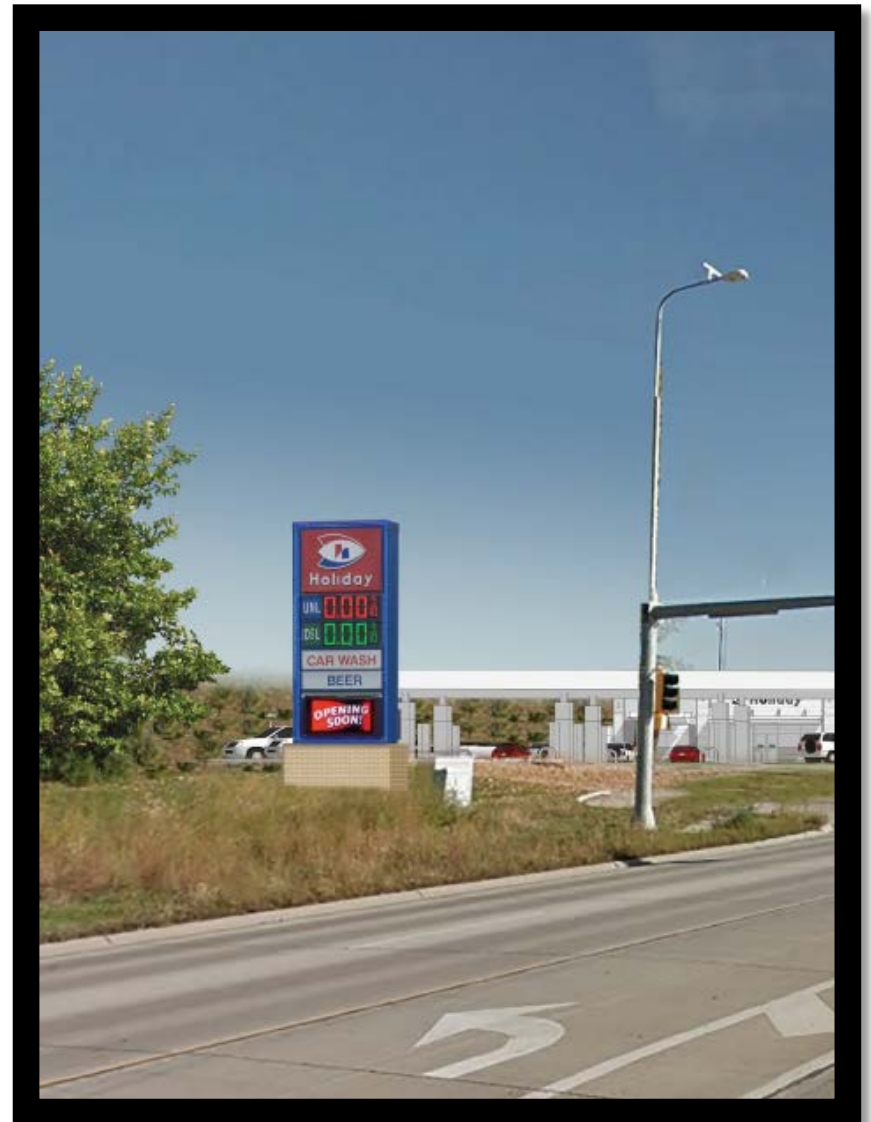
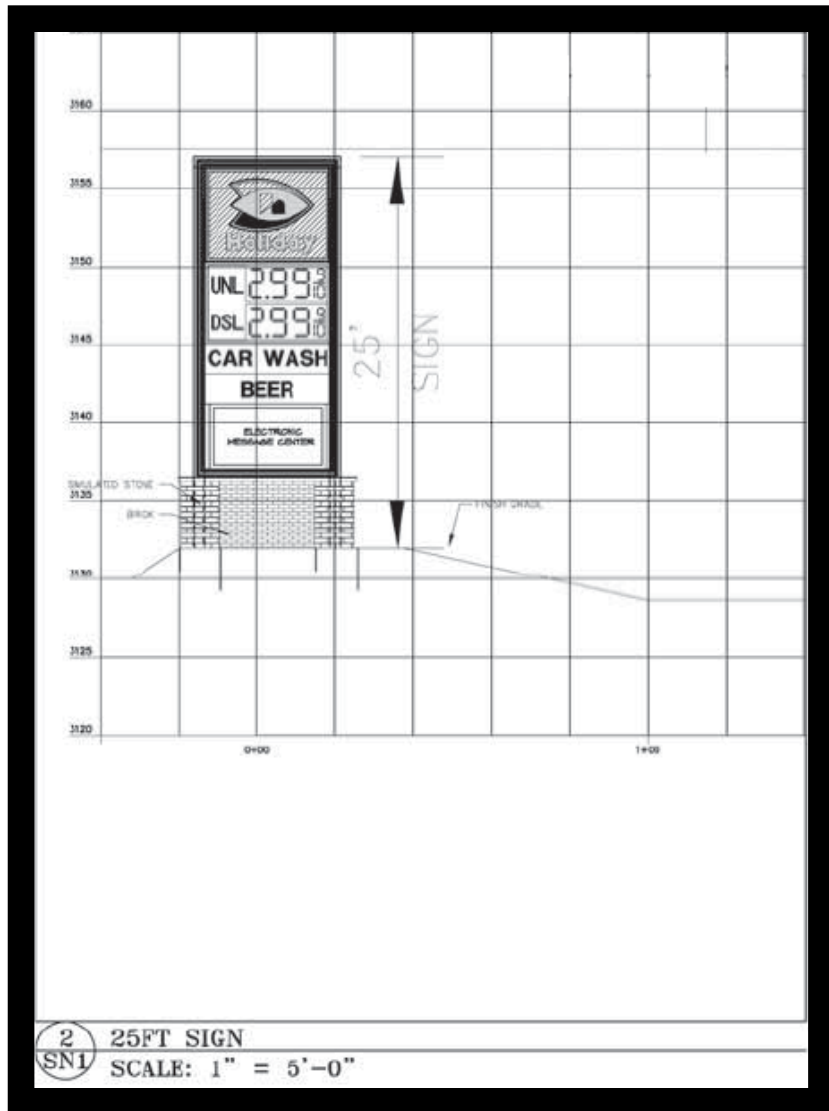
1. Is visible to traffic from each direction (difficult given the bridge abutment and substantial topography changes between Elk Vale Rd and SD-44).
2. Works with and respects the City Code.
3. Minimizes the effect to the Gateway Corridor outlined in the Comprehensive Plan.

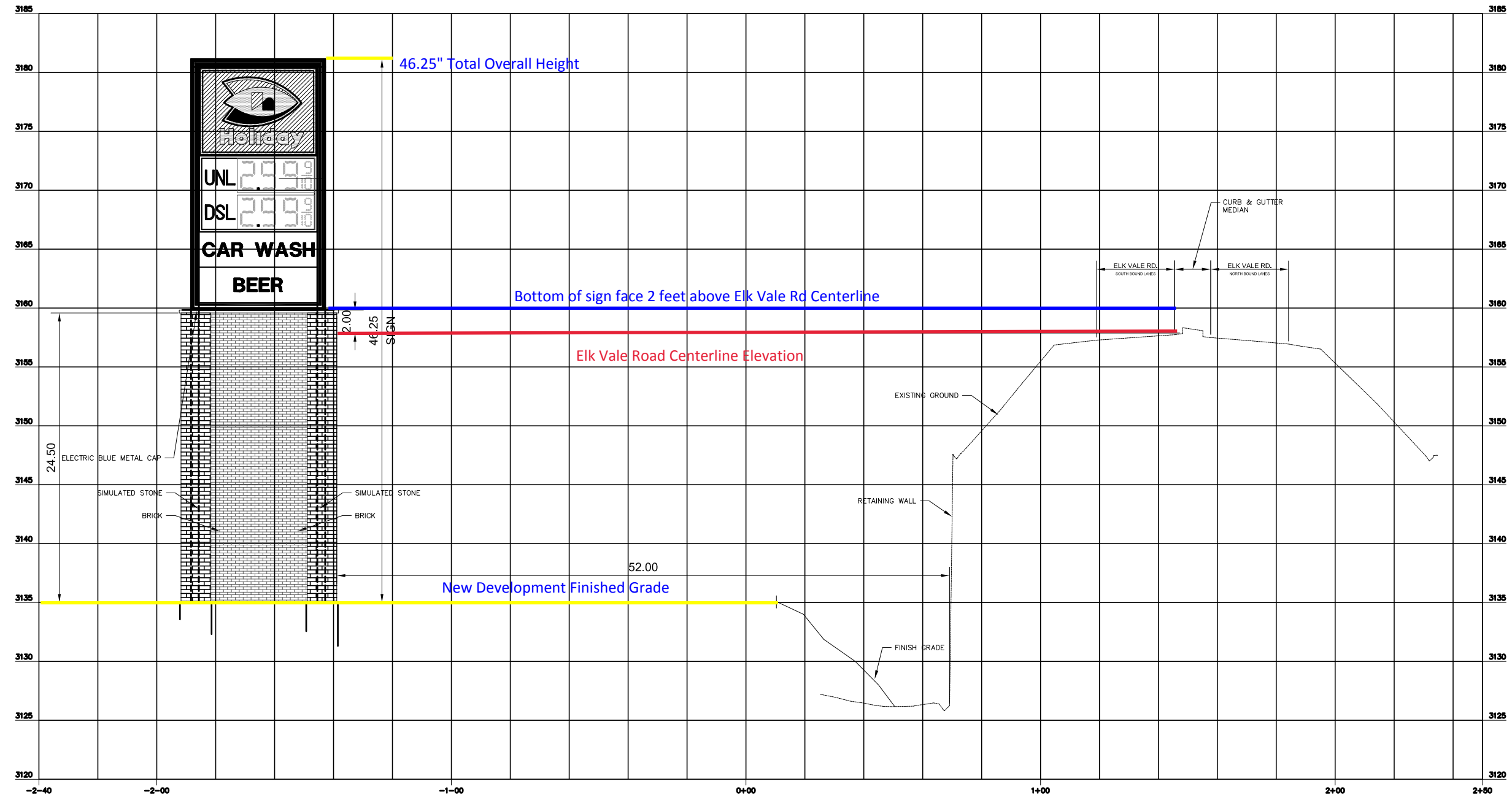
Holiday is seeking approval to construct a 46.25 foot high pylon sign in the southeast corner of the site. The face of the sign is proposed to be perpendicular and read only to traffic traveling on Elk Vale Road. This sign would have little to no visual impact to the Gateway experience coming from the Airport as only the narrow sign frame edge would be visible on SD-44. City Code allows a 45 foot high sign in the GC zone and the Gateway vision contemplates monument signs. Therein lies the conflict.

Holiday is asking the Planning Commission to consider a minimal, 1.25 foot exception to the City Code to allow the bottom of the sign face to be 2 feet above the centerline of Elk Vale Road for optimum visibility as depicted on exhibit SP1. By positioning the bottom of the sign face 2 feet above the road, the sign will appear to be a typical monument sign with a brick base rather than a 45 foot pylon sign.

In addition, Holiday is seeking approval of a vertical profile monument sign to be located along the west/northwest property line as depicted on exhibit SN 2. The sign would be perpendicular and read to SD-44.

Holiday Stationstores Vertical Profile Monument Sign





STATIONSTORE #0455
ELK VALE
Rapid City, SD

ALL BIDDING AND CONTRACTS FOR THIS PROJECT SHALL BE REFERRED TO PROJECT MANAGER
 4847 AMERICAN BOULEVARD WEST
 MINNEAPOLIS, MN 55487
 PHONE: (612) 880-1678

PROPOSED SIGNAGE PLAN
REV 4
 SCALE: 1" = 10'-0"

NO.	DATE	REVISION DESCRIPTION
4	11-01	BRICK HEIGHT REVISION - BRS

DATE 2016-10-31 DRAWN BY BRS
 STORE #0455