

City of Riders

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Director of Community  
Development

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## Sign Board of Appeals

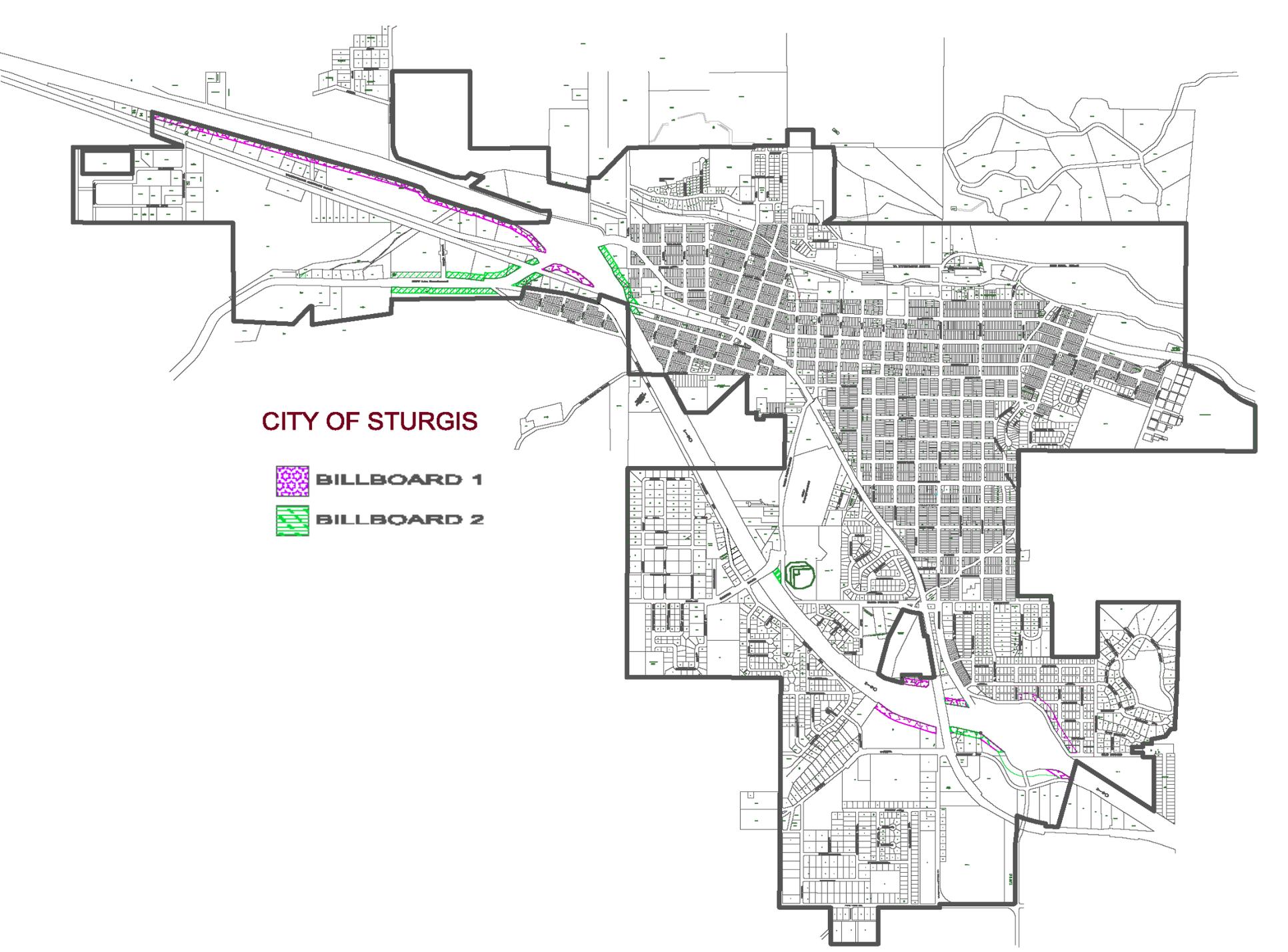
Meeting Date:	April 14, 2011 Sturgis City Hall, Meeting Room B @ 5:30PM
Agenda Item:	Appeal of Sign Permit for 1030 Lazelle Street that was denied based on non-conformance with Title 30- City Beautification and Regulation of Advertising.
Prepared By:	Staff

Background Information:	<p>City Staff received an application to construct a sign, from Integrity Heating, with the sign to be located at 1030 Lazelle Street, Sturgis, SD 57785, property owned by KEP Investments. Sign application was for a Plywood sign and LED Box that would be used to advertise for Integrity Heating, located at 900 Main Street, Sturgis SD 57785 (see map).</p> <p>Current City Ordinance Title 30.02.03 only allows for off premise signage to be located <i>only</i> in areas identified as Billboard Zoned Districts 1 &amp; 2 (adjacent to I-90). City Ordinance 30.04.09 allows for LED signs to only be used as on Premise Signs that are subject to the restrictions and regulations of the Title. Therefore City Staff denied the application for the Sign Permit and the applicant submitted paperwork for an appeal.</p>
Cost, Benefit or Risks:	<p>City Staff along with representatives from the business community and community revised Title 30 in 2009 in an effort to promote reasonable and impartial regulations for signs and to allow the business community equal and fair opportunities to advertise and promote products and services.</p> <p>Bases on the values identified above as being important to the community it was decided that Off-Premise advertising was not conducive to this mission statement and would not be allowed except in Billboard Zoned Districts.</p>

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Recommendation:	Staff would recommend upholding the denial of the sign permit based on current City Ordinance and not grant a variance to allow for an off-premise sign or an Off-Premise LED. This would be consistent with past rulings by the City.
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Department Head Approval:	<u>Rick Bush –Director of Community Development</u> Name, Position
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**CITY OF STURGIS**



**BILLBOARD 1**



**BILLBOARD 2**

**Sign Location  
1030 Lazelle**



Lazelle Street

Main Street

**Integrity Heating  
900 Main Street**



Existing Sign  
Located at 1030 Lazelle Street



TRADES MALL



4'0" Windshield Rock Chip  
Repair Is  
Located @ 950 Main St.

SINCE 1987  
*Integrity*  
HEATING & AIR CONDITIONING  
**347-0123**

ELECTRONIC DISPLAYS

6'0"

*Proposed Off-Premise  
And  
LED Sign*

*1030 Lazelle Street*

