Board of Adjustment
Brookings, South Dakota
August 7, 2014

OFFICIAL MINUTES

Chairperson Shawn Storhaug called the Board of Adjustment meeting to order on Thursday, August 7, 2014, at 5:00 PM in the Chambers Room at the City & County Government Center. Members present were Jere Hieb, Mary O'Neill, Jason Hoffelt, alternate Lynn Mennis, and Storhaug. Mary Kidwiler and alternate Eric Youmans were absent. Others present were Phil Westra, Jerry Young, Al Kurtenbach and Planning and Zoning Administrator Dan Hanson.

Item #1 – (Mennis /O'Neill) Motion to approve the minutes of the July 10, 2014 meeting. All present voted aye. **MOTION CARRIED**.

Item #2 – (O'Neill /Mennis) Motion to approve the agenda. All present voted aye. **MOTION CARRIED**.

Item #3 – Daktronics, Inc. has made a request for two variances on Lot 1A, Block 3, Telkamp Industrial Addition, also known as 117 Prince Drive. The first request is to establish 672 square feet of freestanding signage on an industrial lot. The maximum permitted is 600 square feet. The second request is to establish a freestanding sign with 672 square feet of area. The maximum permitted is 160 square feet, per sign, on an industrial lot.

(Hoffelt /Mennis) Motion to approve the variances as presented. All present voted aye. **MOTION CARRIED.**

The meeting was adjourned.

Dan Hanson, Secretary
Planning & Zoning Administrator

Shawn Storhaug, Chairperson

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OFFICIAL SUMMARY

Item #3 – Phil Westra, representing Lamar Outdoor Advertising, stated that his company would construct a new sign near the existing sign and clean up the area around the current site. Numerous underground utility cables existed near the existing sign so it was necessary to relocate the sign rather than risk damaging cables. The sign would be a steel monopole design in order to support the new sign structure.

Storhaug asked if the replacement would be the same size as the existing sign. Westra replied that the industry standard was now 14' X 48' instead of the current 12' X 40' sign. Storhaug asked if the new sign was the standard billboard size today. Westra replied yes. Westra added that the difference between the two signs would simply be 8 feet of additional width, 2 feet of additional height, and a minor location change.

Hanson noted that billboard sizes had changed over the years. Many years ago, 288 square feet or 12' X 24' was a "standard" billboard size. A smaller 240 square foot model (12' X 20') was popular in the 1990s. Some billboards are basically constructed side by side on interstates which doubles the copy size. He added that under the Brookings sign regulations, Daktronics would be allowed to erect multiple signs at 160 square feet in size based on the amount of lineal frontage along the right-of-way. One sign for every 500 feet would be allowed. However, with this proposal, the petitioner is asking to "group" the square footage into one sign rather than several smaller signs.

Jerry Young, representing Daktronics, stated that about 50% of the Daktronic signs erected along I-29 were the size that was proposed with this variance. Al Kurtenbach, also from Daktronics, stated the area was very visible for a sign and reiterated that the sign had to be moved slightly south to avoid all the underground utilities around the current sign. He added that Daktronics had no plans to erect additional freestanding signs along I-29 in this area.

Mennis felt the request was different from previous requests in that it pertained to the replacement of an existing sign that was similar in size. Storhaug concurred with Mennis and also felt the circumstances were different since Daktronics owned a very large parcel of land in this location that could accommodate several signs as permitted by the zoning ordinance.

The meeting was adjourned.

Dan Hanson, Secretary
Planning and Zoning Administrator

Shawn Storhaug, Chairperson