

-----Original Message-----

From: Albert Sutton

To: Sam Kooiker

Sent: 7/7/2003 9:49 AM

Subject: comments on ordinance no. 3934 from Al Sutton Electric

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July 2, 2003

To Whom It May Concern:

I thank you in advance for taking the time to consider my concerns with the proposed ordinance No. 3934. It must be extremely difficult to balance the needs of individuals in a residential setting and businesses in a commercial setting, all the while knowing that it is the residents themselves that make up the businesses.

I will start with some information about my company. I have 12 full time employees and 8 service vehicles. My main business is electrical contracting with an emphasis on repairs and remodeling and commercial construction. I pride myself on quick response to my customers needs. I offer a guarantee of response within 30 minuets of a clients call. This guarantee is in place 24 hours a day 7 days a week.

My main point of contention is with the limit on the advertising. My vans all meet the

size requirements in the ordinance but fail the proposed advertising restrictions. My vans have 16 square feet of advertising per side with a small amount in back. The ordinance would limit the total advertising to 16 square feet. This amount sounds generous, but it is much less than you think. Please view the picture of one of my vans, in my current ad, in the yellow pages to see just how much 16 square feet really is. I don't feel that this amount is gaudy. All my vehicles are newer and well maintained. I have yet to receive a single complaint on the way my vans look. I have also noticed that most service shops of the various trades use the same size vehicle with a similar amount of advertising. Please take a moment to study the yellow pages and you will see just how many plumbers, electricians, carpenters, carpet cleaners, water service people, and the like you will affect. The list goes on and on.

If this ordinance passed with the limitations on advertising I would be forced to do one of two things. First I could change the amount of advertising on all my vehicles. This would cost approximately \$10,000.00. This is actual cost and does not reflect the amount I have already paid for the lettering that is currently done. My lettering is vinyl and can be peeled off with chemicals and heat. Some service people have painted on advertising and the cost would greatly increase due to sanding and repainting. Another hidden cost would be the loss in advertising. My name recognition would definitely suffer. To recoup this shortfall would cost thousands more in radio and TV advertising. Name recognition is extremely important in service work.

My second option is to not let my service technicians drive the vehicles home at night. This would cause several problems. First my half hour guarantee would almost be impossible to keep at 2:00 am. Second, it would be a loss of income in the form of a benefit for my employees. Worse yet, it would only apply to those who live in city limits. You would be hurting the very people you are trying to help. If I lined up my vans at my shop it would be like a buffet to vandals and thieves. My trucks are full very expensive equipment and tools. This spring, I had this happen to my company, when only 2 trucks were parked overnight at my shop. I had 3 windows taken out and some smaller tools stolen. The damages came to a total of \$1500.00. The only tools that were stolen were cordless drill kits and hand tools. This was just a "smash and grab" but it could have been much worse. The potential in loss of tools alone would outweigh the costs involved in changing the lettering but there are also the hidden costs of a fleet of manpower left standing unable to work because of no tools and the labor costs associated with new tool purchases.

The stipulation of building a fence around a commercial property to hide a vehicle seems unreasonable to me. I myself, and many other businesses lease property. The question will arise as to who has to pay for the new fencing. Most commercial businesses were in place with new residences building around them. Zoning is supposed to take care of issues of separation between residential and businesses. If by chance a residence was built next to an area that is zoned commercial they knew what they were buying and there property values were adjusted lower accordingly. It seems unfair now to penalize a business for a homeowner's unwillingness to purchase a more expensive property away from areas zoned for commercial.

Finally, I feel that the restriction on boat and campers is not well thought out. I have little to add because I don't personally own a boat or RV. However, If I did purchase a large new motor home or boat, I would be livid at my inability to park it at my home. I don't see a single exception regarding this. It seems 95% of this ordinance is targeted at businesses, why drag a person's recreation into it? The Rapid City Chamber of Commerce advertises the beauty of the surrounding area as a draw for people and businesses to move here. This ordinance would severely limit many peoples ability to enjoy the great outdoors.

Again I appreciate your time in this matter and hope this helps to redraft an ordinance that will be more balanced for all the citizens involved.

Thank you,

Albert G. Sutton
President

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