



FENSKE MEDIA
CORPORATION

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NOV - 4 2009

Rapid City Growth
Management Department

Growth Management Department
Attn: Marcia Elkin
300 Sixth Street
Rapid City, SD 57701-0535

November 3, 2009

Good morning Marcia,

This letter is in response to the City of Rapid City Growth Management Department's Comprehensive Plan Amendment notice and Zoning Request which I received late last week. Fenske Media Corporation employs 45 individuals at its printing facility located at 3635 Homestead Street in Rapid City. Our plant resides directly across the street from the proposed reclassification property, Lot 1 of Block 2 of Hilltop Business Park Subdivision at 925 Elk Vale Rd (former All Decked Out building) and its undeveloped 4+ acres of land. It is our hope that the Rapid City Growth Management Department will implement a **planned development standard** to assure that the Hilltop Business Park includes a higher architectural design for future buildings on this site, including all signs, driveways, fences and landscape so the undeveloped portion does not look like a cluster of inexpensive metal-only structures without purpose or detail.

Since 1957, Fenske Media has supported its future business neighbors in the community. As we see closures of businesses due to the current economic state, it's a welcome sign to see additional growth here in Rapid City. It is our hope that anything built now or in the future at Hilltop Business Park will stand the test of time and look professional and well kempt 20, 30 or even 40 years from now.

As a part of the adjoining business park, we pride ourselves on our company's pleasing and modern physical appearance. Making the Hilltop Business Park a planned development will ensure that our business park will continue to be inviting and enjoyable to our employees, our customers and other Rapid City residents. With the Hilltop Business Park's location off the Heartland Express, a beautiful road which is a \$50 million dollar investment at Elk Vale Road off I-90, where hundreds of thousands of local residents and tourists drive annually. Can we make the Hilltop Business Park as appealing as Sioux Falls' I-29 corridor with Premier Bankcard, the Vocational Technical College and other businesses along that route?

Cordially,

Thomas W. Fenske

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November 4, 2009

Growth Management Department
Attn: Marcia Elkin
300 Sixth Street
Rapid City, SD 57701-0535

Mrs. Elkin;

This letter is in response to the City of Rapid City Growth Management Department's Comprehensive Plan Amendment notice and Zoning Request for the proposed reclassification property, Lot 1 of Block 2 of Hilltop Business Park Subdivision at 925 Elk Vale Rd (former All Decked Out building) and its undeveloped 4+ acres of land. I am not opposed to Mr. Scull's request regarding zoning as it pertains to the existing building or the desired tenant that he is seeking.

However, I am opposed to opening the door to further rezoning requests and development within the Business Park. I do hope that you look to the best interests of the neighbors and the land values that purchased property based on the plat for the development as a commercial park versus an industrial park.

It is our hope that the Rapid City Growth Management Department will implement a **planned development standard** to assure that the Hilltop Business Park includes a higher architectural design for future buildings on this site, including all signs, driveways, fences and landscape so the undeveloped portion does not look like a cluster of inexpensive metal-only structures without purpose or detail.

Sincerely,



Todd Christoffer
Division President