

**Council Members:**

**Re: Billboard at 1604 Mt Rushmore Road  
Billboard at Anamosa and Lacrosse**

**These items were continued from the May 3, 2010 (items 136 & 137) to the June 7 Council Meeting. The Sign Code Task Force have finished their work and made their recommendations. We had our application in before the moratorium, but we agree to give up four (4) sign credits in exchange for approval. I have included a letter from Coca Cola who will advertise on this digital. We are "under the gun" to have these approved so that Rapid City Coke can fully utilize them for the summer and an opportunity is not lost.**

**I have also attached the history of each billboard. Any questions please feel free to contact me.**

**Thank you for your time,**

**Terry Olson  
Lamar Advertising  
787-6688-office  
390-6689-cell**

2150 Coca Cola Lane  
Rapid City, SD 57702  
Phone 605-342-8222  
Toll Free 800-658-3038  
Fax 605-342-8221

Sales Centers Located in:  
Rapid City, SD  
Casper, Jackson & Rock Springs, WY  
Craig, CO  
Vernal, UT

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*Coca-Cola Bottling Company High Country*

April 29, 2009

To: Mayor Hanks, Alderperson Martinson, Alderperson Weifenbach, Alderperson Kooiker, Alderperson Hadcock, Alderperson Gundersen Olson, Alderperson Waugh, Alderperson LaCroix, Alderperson Kroeger, Alderperson Chapman, Alderperson Costello

Re: Agenda item 87 and 88 from April 19, 2010 meeting, continued to May 3 meeting: Digital Billboards on Mount Rushmore Road and Lacrosse and Anamosa

Dear Council Members:

I am writing to you today to request your support of the proposed change in the billboard on Mount Rushmore Road from the current style to the new digital style within the appropriate size limitations for digital billboards.

This sign is significant in that the proposed change is part of a special project initiated by The Coca-Cola Company called the Coke Network. Rapid City has been selected as one of only 20 test markets around the country for this special project. The board will be run by the Coke Network with content specifically changing for this particular location via satellite link to connect the most current brand advertising available. The Coke Network will allow the messaging to tie into events and activities in the Black Hills with the Coca-Cola brands.

The request is not adding an additional billboard. It is simply replacing an existing oversized traditional board with a smaller, state of the art digital board. This is a unique opportunity for the Rapid City market to be involved in a significant national test with a global company. The change in the board required to participate in this test is actually a change for the better.

Your support of this change is greatly appreciated. If you have any questions please contact me or Doug Rumpca at Lamar Outdoor Advertising, who is partnering with Coca-Cola on this project in the Rapid City market.

Sincerely,



M. Trevor Messinger  
President & Chief Executive Officer

## **BILLBOARD AT 1604 MT. RUSHMORE ROAD**

Prior to May 16, 2007, Lamar had a double-sided billboard totaling 1248 sq. ft. (624 sq.ft./side). Lamar's request to remove this billboard and rebuild a mono-pole with a north side 240 sq ft face was approved by the Sign Code of Appeals. The net result: the new billboard was **62% smaller** than the original. With the same approval, Lamar then installed a south facing digital (240 sq. ft.).

Lamar is now applying to remove the north poster face (240 sq. ft.) and install a same size digital similar to the south face. There will be no additional structure alterations. We are asking to replace the existing face with a digital.

-Acting on a Staff recommendation, the Planning and Zoning Committee denied this request—a decision that is being appealed to the Council. The Staff recommendation for denial was based on safety

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-Two issues before the Sign Code Task force are if sign credits should be surrendered when building a digital-How many? Safety isn't an issue on the sign code Task Force-

-We also received a permit for a digital over the counter at 5<sup>th</sup> and Omaha

-We changed out over a 150 faces in RC with permits over the counter

-According to the information at the Sign Code Task Force, 30,000 sq. ft. of billboards have been removed. Lamar removed 95% of that

Oct 21, 2009 the Sign Code Board unanimously approved a new off premise structure and digital to be built by a landowner at 1575 La Crosse (approximately 1000 ft to the north of ours).

All digital billboards are not the same.

This billboard and digital comply with the Rapid City Sign Code and the SD DOT codes.

Our applications were filed before the moratorium; our application should be judged under the current code. Lamar has agreed to give up sign credits in exchange for approval.