

Mayor's Office
300 6th Street
Rapid City, SD 57701
Attn: City Council Members

November 10, 2011

Greetings:

General Beadle Community School has been searching for a reasonably-priced sign for the last two years and we have recently located one. We are the only full-service community school in South Dakota with many services offered here for our students, their families, and the members of the North Rapid community as well as the community at large. There are services that are currently being under-utilized, partially due to lack of public knowledge that they exist. Many people in our service area do not get their information through traditional media such as the newspaper or local radio, so other means are more effective. Checking with other area schools who have installed signs, we learned that this may be most helpful to local families to learn about what programs and services are being offered for their benefit. To this end, we have been joined by our partners, Rapid City Public Library and Community Health Center of the Black Hills, in purchasing a used sign that we hope to install on the south side area of the building where it will be visible to people transporting children to school and using the busy intersection at Van Buren and N Maple Streets. Our purpose for the LED sign is to inform parents, students, and passersby of any services, special events, awards ceremonies, and the like, which will keep them involved and best-served.

A picture of the artist's rendition of what this sign will look like when installed is attached. We believe it will be an attractive and helpful addition to our busy community school which includes a school-based clinic, public library, extended day and summer school services, community education classes, a variety of community events, and much more. The RCAS Facilities Committee approved its installation on 10.25.11.

We have been advised that the sign code is in a state of reconsideration, resulting in us being unable to get 11-6-19 review for our proposed wall sign. So, we are asking for your help: that you allow us a "Public Purpose" designation for a roughly 4'x8' LED "Wall" Sign with amber lights to be installed about 10' off the ground on the south side of our building. We have been informed that current code states that this sign cannot be more than 8' off the ground, so we are asking for approval to place it higher in order to allow maximum visibility and complement the existing architectural design.

We urgently need this sign and would greatly appreciate your consideration and allowance of the Public Purpose designation and approval to erect it approximately 10' from ground level in order to be readily seen and out of reach from vandals. Thank you very much for your thoughtful consideration and granting of this request.

Sincerely,

Cary Minnick
Principal

Jean-Claire Hamblin
Community School Coordinator