

July 15, 2012

Agenda Item #65
No. CC071612-04.1

Council Members
City of Rapid City
Rapid City, SD 57701

RE: Epic Outdoor Advertising / APPEAL CC071612-04.1

Dear Council Members:

My name is Chris Connelly and I own the property located at 4031 Cheyenne Boulevard as well as the vacant lot at 4040 Cheyenne Boulevard. I respectfully ask that you take a few moments to read my stance on an issue you will be addressing at the July 16th City Council Meeting regarding an appeal of the decision of the Sign Code Board of Appeals. I am traveling on July 16th back to Rapid City to address this matter in person but in case I am delayed, please consider my position with the most serious concern.

I purchased both of my lots and have developed my businesses with the understanding that city codes would permit other business owners to have equal opportunity to develop in the area according to clearly defined parameters and codes. I have paid a large sum of money to acquire these lots with the knowledge these codes would afford my businesses the visibility necessary to operate at this important commercial intersection. It is reasonable to assume all landowners and business people here have proceeded with this same information and depend upon these specific ordinances for their commercial viability. After all, that is the purpose in being afforded these protections.

The request for variance known as Appeal Number CC071612-04.1 will directly and adversely affect the commercial viability of my businesses and others. The proposed variance allows for a sign that will dramatically block the visibility of my business, my neighbors' businesses and future development at Exit 61 and Rapid City. Furthermore, it is in direct conflict with the spirit in which these codes were established. Additionally, the value of the lot where I intend to build a hotel and 8000 square feet of retail space will be extremely diminished if this sign is permitted. It will effectively block the signage and visibility of my planned hotel and the businesses of those to whom I will lease space. It will block the view of the potential customers who will frequent those businesses and services, making my plans worthless and the land undeveloped.

While I am pleased the City Council considers requests for variances, I am also pleased that due process requires notification of adjacent property owners such as myself in order that we may contest or support such appeals. Please do not make this fundamental democratic process become form over function. Allow the process to work as it was designed by considering my protest to this appeal and denying the requested variance to the Sign Code.

I invite you to drive by my building, come inside, tour the area so you may see firsthand how this will adversely impact my business and others. Or please call me directly; allow me to meet you personally because this is a matter of serious concern to my business and my future.

Sincerely,

Chris Connelly
3600 Sheridan Lake Road #237
Rapid City, SD 57702
(605) 390-6373

