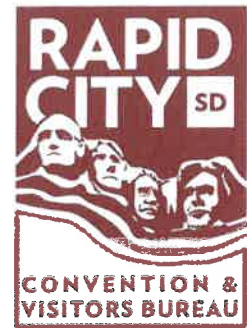


March 13, 2015

City of Rapid City
Planning Department
300 Sixth Street
Rapid City, SD 57701



Distinguished Members of the Historic Sign Review Committee:

On behalf of the Rapid City Convention & Visitors Bureau (CVB), we submit the following request for approval to update way-finding signage for the City Tour and Historic Districts.

The City Tour is a self-guided tour of top sites and attractions located within the city limits of Rapid City. The Tour was formerly developed and promoted by the Old West Trail Commission and originated in the 1980s. The CVB has since inherited management of the tour and has continued its development and promotion, increasing the tour to 18 sites today.

The City Tour and Historic Districts route is currently marked by outdated and weathered signage. New signage will freshen the appearance as well as mark three new tour sites that have been added to the tour this past year.

The Rapid City CVB respectfully requests variance of nine signs located in the historic districts. More specifically:

- Three signs will replace existing city tour signage located in the West Boulevard Historic District marking:
 - Way-finding to Dinosaur Park (two signs)
 - West Boulevard Historic Districts (one sign)
- Six signs are new signs located in the Downtown Commercial District, with one location pre-approved by South Dakota Department of Transportation (US Hwy 16/Mt. Rushmore Rd.). These signs provide way-finding for:
 - Multiple Tour Sites (two signs)
 - Main Street Square and City of Presidents – new tour sites (one sign)
 - Dahl Arts Center (two signs)
 - Museum of Geology and APEX Gallery (one sign)
This sign is located in the buffer zone for the Rapid City Garage historic building.

Enclosed for consideration is a packet to review inclusive of the aforementioned signs in the historic district in addition to a map with their location and a site photo.

Thank you in advance for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Julie Schmitz Jensen".

Julie Schmitz Jensen
Executive Director | Vice President
Rapid City Convention & Visitors Bureau

Enclosures: (2)

CONVENTION & VISITORS BUREAU
RAPID CITY, SOUTH DAKOTA

CITY TOUR SIGNAGE

DESIGN INTENT
HISTORIC PRESERVATION REVIEW

DATE: 03/20/2014

BER
BER
ICH

DESIGN

PO BOX 468 HILL CITY, SOUTH DAKOTA 57745
605-430-5170 • RAY@BERBERICHDESIGN.COM