

Mayor's Office  
300 6<sup>th</sup> St  
Rapid City, SD 57701  
Attn: City Council Members

January 30, 2012

Greetings:

Black Hills Badlands & Lakes Association has been researching options over the past year to increase visibility and patronage to the Black Hills Visitor Information Center. We feel increasing development at exit 61 has effectively begun to hide the VIC.

We are a non-profit organization representing the Black Hills region and approximately 483 businesses and organizations throughout western South Dakota. As an organization we feel that with better onsite signage that is more easily viewed, we will attract more patronage allowing more visitors to be better educated, thereby increasing their length of stay and the average spend in Rapid City and the surrounding Black Hills.

We are asking for your help to allow us a "Public Purpose" designation for a roughly 12' x 31' billboard sign. We are asking that the sign be 12 feet by 32 feet for maximum visibility and complement the existing architectural design. We would greatly appreciate your consideration and allowance of the Public Purpose designation and approval to erect the sign approximately twelve (12) ft from ground level in order to be out of reach from vandals.

A picture of the artist's rendition of what this sign will look like when installed is attached. We believe it will be a simple, attractive, helpful and informative addition to our region of South Dakota.

Thank you very much for your thoughtful consideration and granting of this request.



Nort Johnson  
President & CEO

Black Hills Badlands & Lakes Association  
Non-profit for 483 Members of the Black Hills region.

# SIGN BUILDING PERMIT APPLICATION – WORK SHEET

CITY OF RAPID CITY  
300 SIXTH ST • RAPID CITY, SD 57701  
(605) 394-4157

APPLICATION DATE: \_\_\_\_\_

PROPERTY INFORMATION		CONTRACTOR INFORMATION	
LOT ADDRESS	<u>1851 DISCOVERY Circle</u>	CONTRACTOR	<u>Epic Outdoor Advertising</u>
OWNER NAME	<u>City of Rapid City</u>		
& ADDRESS	<u>300 6th Street</u> <u>Rapid City, SD</u> TEL <u>355-3600</u>		TEL <u>388-9424</u>
LEGAL DESC	<u>1851 Dk. Cir. Rapid City, SD</u> <u>57701</u>	ARCHITECT/ SURVEYOR	_____
			TEL _____
ZONED	<u>Public</u> ACRES _____	ENGINEER	_____
SETBACKS	_____		TEL _____
EASEMENTS	_____	ELECTRICAL	<u>N/A</u>
ACCESS FROM PERMIT TYPE	<u>Public Purpose</u>		TEL _____
# OF SIGNS	_____		
# SQ FT	_____		
APPEAL #	_____		
APPEAL #	_____		
DRAINAGE BASIN CODE	_____		
COMMENTS	_____		
	_____		
	_____		
FLOOD PLAIN?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>		
DATE STRUCTURE WAS BUILT IF HISTORIC REVIEW REQUIRED	_____		
APPLICANT INFORMATION		FEE INFORMATION	
NAME	<u>Nort Johnson</u>	TOTAL COST	<u>approximately \$10,000</u>
ADDRESS	<u>1851 Discovery Circle</u>		
CITY/STATE	<u>RC, SD</u> TEL <u>57701</u>		
RELATIONSHIP TO PROPERTY:			
<input type="checkbox"/> OWNER	<input type="checkbox"/> CONTRACTOR	<input checked="" type="checkbox"/> OWNERS REPRESENTATIVE	

RECEIVED

FEB 17 2012

Rapid City Community Planning  
& Development Services

09PD102  
09PD035



**SIGN INFORMATION**

FRONTAGE: LENGTH \_\_\_\_\_ ALLOWABLE SQ. FOOTAGE \_\_\_\_\_

NEW SIGNS: Construction drawing, elevation drawing, and site plan required.

SIZE	DIMENSIONS	TYPE	HEIGHT	SETBACK	GROUND CLEARANCE	ON-PREMISE MESSAGE	ILLUMINATION
SF	12' x 32'					Y N	Y N
SF						Y N	Y N
SF						Y N	Y N
SF						Y N	Y N
SF						Y N	Y N
SF						Y N	Y N
SF	SUBTOTAL					Y N	Y N

EXISTING SIGNS: Describe all existing signs on the premises.

SIZE	DIMENSIONS	TYPE	HEIGHT	SETBACK
SF				
SF				
SF				
SF				
SF				
SF				
SF	SUBTOTAL			

EXISTING \_\_\_\_\_ + NEW \_\_\_\_\_ = TOTAL SIGN SF \_\_\_\_\_

**SITE INFORMATION**

ZONING: GC  CBD  HIST  LI  LDR  MDR  NC  OC  OTHER Pub.

CHANGE IN SIC CODE: YES  NO  BUILDING PERMIT REQUIRED: YES  NO  NOT FOR THIS

SITE TRIANGLE UNOBSTRUCTED: YES  NO

HISTORICAL BUILDING: DISTRICT  ENVIRONS  No

HISTORICAL REVIEW REQUIRED: YES  NO  REVIEW DATE: \_\_\_\_\_ APPROVED: YES  NO

PCD REVIEW REQUIRED: YES  NO  REVIEW DATE: \_\_\_\_\_ APPROVED: YES  NO

APPLICANT HAS CHECKED FOR EASEMENTS: YES  NO

ALL SIGNS IDENTIFIED (LOCATION, SIZE, TYPE): YES  NO

**OFFICE USE ONLY**

APPROPRIATE SIGN INFORMATION PROVIDED: YES  NO

APPROPRIATE SITE INFORMATION PROVIDED: YES  NO

ACCEPTED  DENIED  MAY BE APPEALED

COMMENTS: \_\_\_\_\_

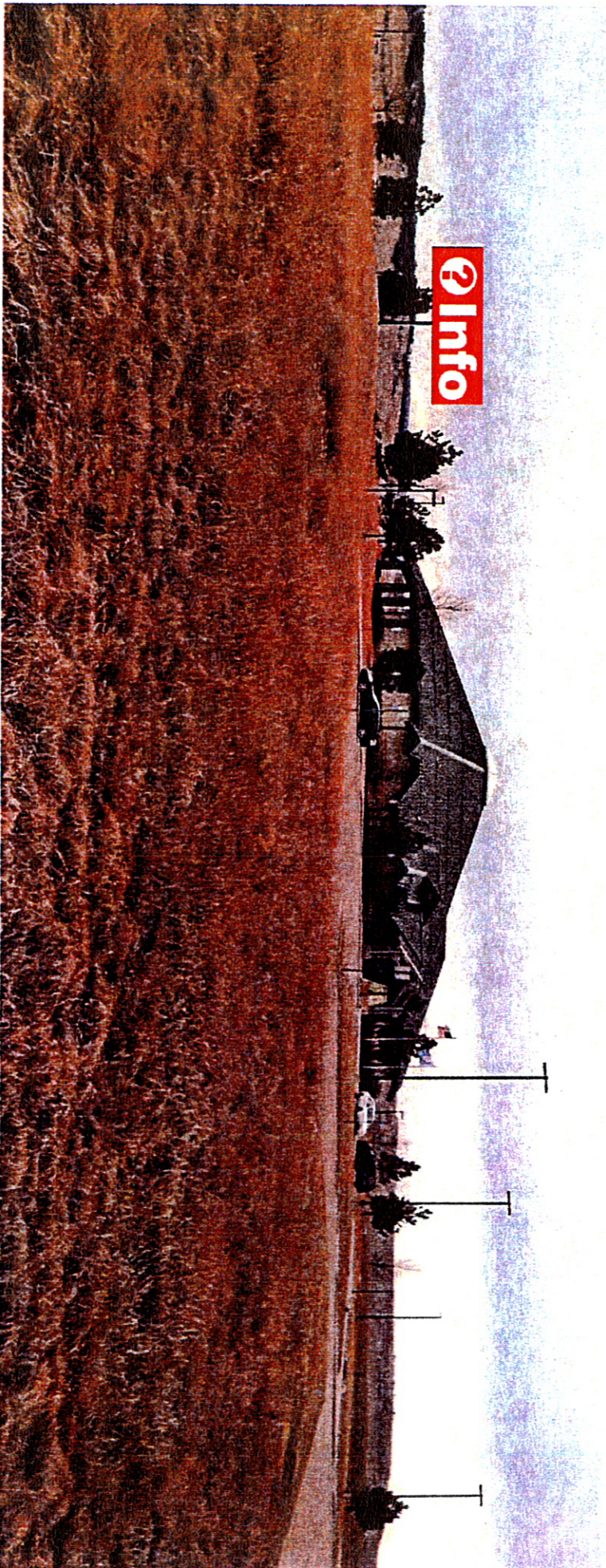
\_\_\_\_\_

\_\_\_\_\_

REVIEWED BY: \_\_\_\_\_

DATE: \_\_\_\_\_



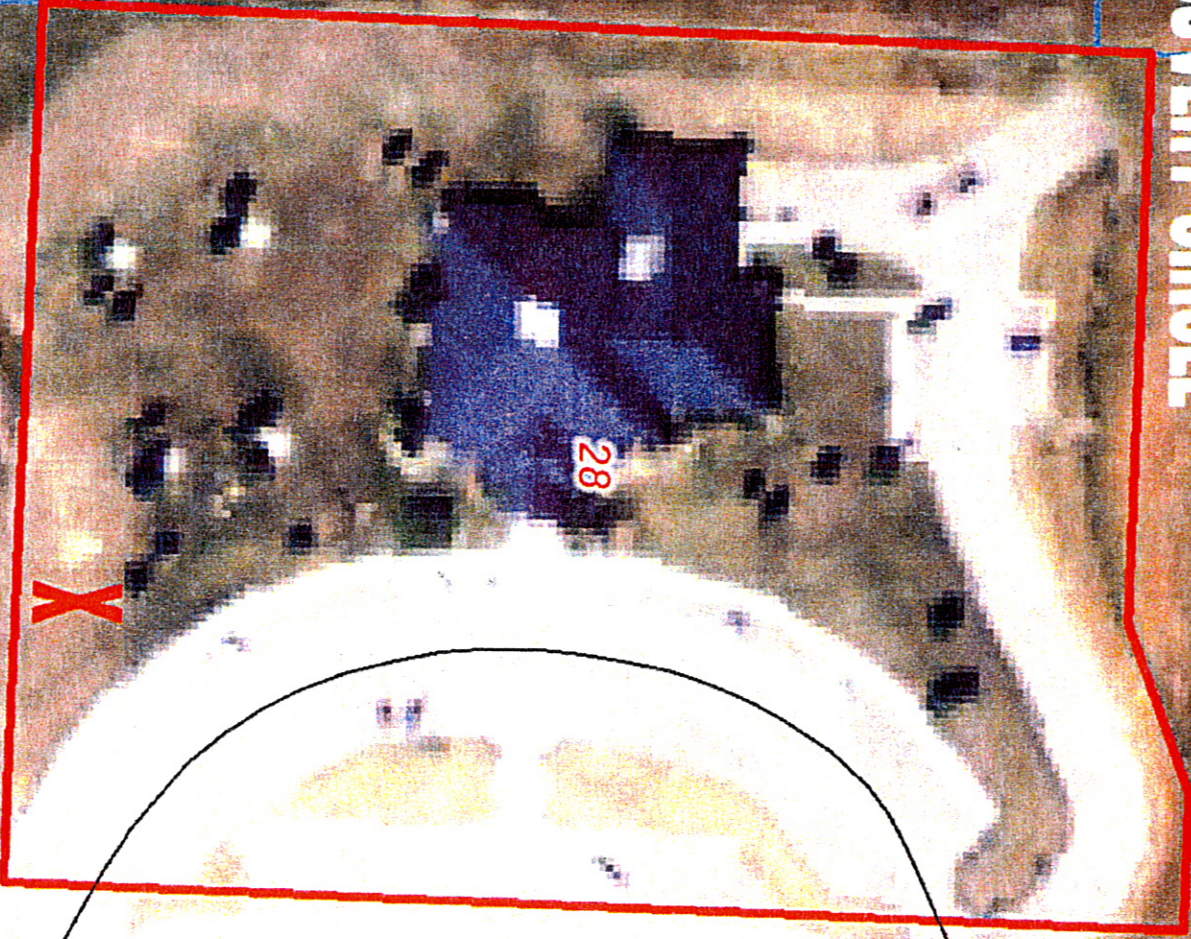






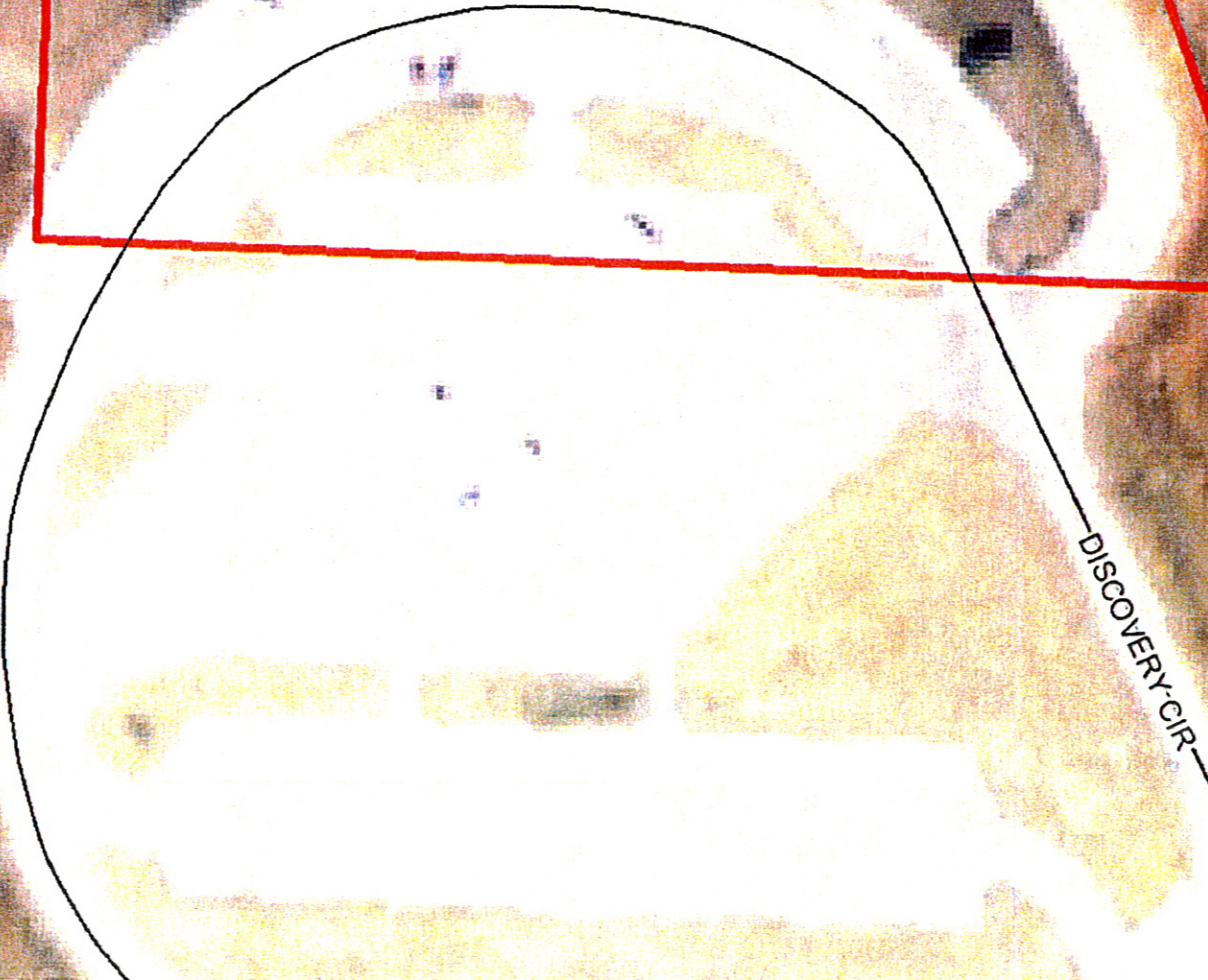


1851 DISCOVERY CIRCLE



28

X



DISCOVERY CIR

N