

May 25, 2012

Dear Mayor and Rapid City Council Members:

Within a few weeks three sign code proposals will become the rules by which we will all live for years to come. Collectively thousands of hours have been spent researching, debating and writing proposals that would reflect the mind sight of our community and balance the variety of interests and issues including aesthetics, values, public safety and the desire of billboard companies to utilize the latest technology.

There are two crucial items approved by a majority of the Common Council on May 14th that require correction and reconsideration before the proposed ordinances are given final approval.

The 60-second “dwell time” for off-premise digital billboards proposed by Mayor Kooiker and Scenic Rapid City is supported by a growing number of forward thinking communities changing their codes in anticipation of the whirlwind changes in technology. Information supplied to you by Daktronics included sign code ordinances passed years ago by cities unaware of any emerging technology. At the May 14th Special Council meeting Some Aldermen referenced a Federal Highway study that recommended an 8-second minimum dwell time. Part of that study was leaked before final conclusions were made and the study has been suspended after an ABC investigative report in which millions of taxpayer dollars were spent sending task force members on an around-the world billboard sight- seeing trip. If and when the study is finalized it will contain old, useless information.

Attached is a current and extensive list of cities and communities that have extended their dwell times as well as communities and states that have banned off-premise billboards.

The City Staff in Janesville, Wisconsin recommends advertisements change in intervals of no less than 30 seconds.

This past January Ottawa conducted a “stake-holders digital signage study” with 185 community associations and residents. When asked, “What do you think of a proposed 6-second dwell time for digital billboard images?”—the overwhelming citizen response was a “3-minute minimum dwell time.”

Increasing the off-premise billboard fee from \$75.00 to at least \$150.00 should also be reconsidered en- light of new information from City Staff that the cost of permitting and adequately enforcing compliance is currently nearly \$150.00 per pole.

The three proposed ordinances are our future. It’s critical they reflect the vision of Rapid City citizens.

Thank you for your consideration .

Scenic Rapid City