

Heartland Retail Center, LLC

605-343-3534, Ext. 205

3220 West Main Street • P.O. Box 330 • Rapid City, South Dakota 57709-0330
• Facsimile: 605-343-4131 •

August 1, 2006

City of Rapid City
Growth Management Department
Attention: Marcia Elkins
300 6th Street
Rapid City, SD 57701-2724

RE: Cheyenne Blvd.

Dear Marcia:

I am in receipt of a notice from your office advising me that the City of Rapid City is considering changing the name of Cheyenne Boulevard to Eglin. I wish to advise the City of Rapid City that I am strongly opposed to this name change.

Cheyenne Boulevard was platted at a time that there was no corresponding street west of Elk Vale. If the city is now going to construct a road west of Elk Vale to correspond with Cheyenne Boulevard I would suggest the city name the new street Cheyenne Boulevard rather than changing the name of Cheyenne Boulevard.

I believe the name Eglin is a confusing name for a street. I do not wish to use that name for my development.

If you have any questions, please feel free to contact me.

Sincerely,



Doyle Estes

DE:dw

RECEIVED

AUG 01 2006

Rapid City Growth
Management Department