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Growth Management Department  
City of Rapid City  
300 6<sup>th</sup> St.  
Rapid City, SD 57701

To Whom It May Concern:

We request the review and approval of a major amendment to a Planned Commercial Development to allow Headlines Academy to operate a cosmetology, esthetics, and massage therapy school with clients receiving services from the students at Tuscany Square, 333 Omaha St. Headlines Academy would occupy approximately 8900 sq. ft. plus 1000 to 1100 sq. ft. of storage area in the south end of the old Dan's Supermarket building.

The parking was calculated at 5 spaces per 1000 sq. ft. for these two suites, so 37 spaces are available after applying the parking reduction previously approved by the Planning Commission. We are proposing to provide an additional 50 off-site spaces for the students. Headlines Academy has 9-10 employees and approximately 65 students on-site at any one time. An average of 85 clients a day use the services provided by the advanced students, with a high of 111 clients a day recorded in October 2009. Records for the number of clients per each hour are not kept but the management of Headlines Academy cannot remember more than 20 clients at the school at any one time. Schools schedule these appointments differently than a normal beauty salon would. Instructors must visit with the students before and after each client so there is usually at least 30 minutes between appointments. We believe that the 37 spaces will comfortably accommodate the staff and the clients. No students will be allowed to park in either the front or rear parking lots at Tuscany Square. A recent survey of the parking habits of the students revealed that 25% will either carpool or be

driven to school. Currently 9 students have leased spaces in the covered area of the City's parking ramp and they have indicated that they will continue their leases. Many students now park in free, all day spaces on the edge of downtown and while it seems like a long walk to the school a few students may continue to use this option. Given those alternatives we believe that 50 spaces will be more than enough for student parking. Our first choice for the additional parking is the 50 space City employee lot across 5<sup>th</sup> St. from City Hall. A proposal for a long term lease for the entire lot is currently being evaluated by the City. Black Hills Federal Credit Union has offered a two year lease for 50 spaces in the vacant lot across from their bank on Main St. Our 3<sup>rd</sup> choice would be to lease the additional spaces in the City parking ramp but they will not commit to a lease longer than one year at a time.

I have contacted most of the tenants in Tuscany Square and their initial reaction was very positive. The additional traffic will far outweigh any minor inconvenience in finding a parking spot in Tuscany Square. We will provide the Growth Management Dept. with the signed statements from the tenants. The move to Tuscany Square will open up a large number of parking spots near their present location at the corner of 6<sup>th</sup> and Main Streets, as well as the "all day" spaces by Dakota Middle School. The old building that Headlines Academy is in now will be completely remodeled and that will add to the revitalization of the Downtown area.

Thank you for your consideration in this matter.

Sincerely,

*Bob Brandt*

Bob Brandt

*P.S. The maximum number of clients, employees, and students that will be on the property at any one time will not exceed 95 people.*