

BILLBOARD AT 1604 MT. RUSHMORE ROAD

-Prior to May 16, 2007, Lamar had a double sided billboard with a total of 1248 sq. ft. (624 sq.ft./side). We appeared before the Sign Code of Appeals to remove the existing billboard and rebuild a mono-pole with 240 sq. ft. face on the north side. The size of the new billboard is now 38% of what it was originally. We were also approved to install a 240 sq. ft. digital on the south face. The work was completed.

-We are now applying to remove the 240 sq. ft. north poster face and install a same size digital similar to the south face. We will make no additional structure alterations. What we are asking to do is to pick up the existing face and hang the digital in its place.