

We currently have a billboard located on I-90 mm 64.48 South Side -3504 Edwards Street. The billboard received some wind damage less than 50%. We applied for and received the sign permit to fix/rebuild the damaged billboard as it was. The billboard currently is 12 X 40 (480) sq. ft. and is 38 ft tall and is over 530 ft from the closest off-premise billboard.

What we are proposing to is to rebuild the entire billboard and move it out of the 20 ft.private lane. Doing so we would reduce the size from 480 sq, ft to 378 sq. ft. (10'6' X 36). I have attached a copy of three industry standard sized billboards. Normally on the Interstate we prefer to build 14X48 (672 sq. ft.), on two lane roads going 55 mph we build 10'6"X36 and in the city we build 10'6" X 22'9" (238 sq. ft.).

The billboard in on I-90 and the speed limit is 65 mph and our best selling board would read from of the west bound side of the Interstate 200ft. away. Our 240 sq.ft..board would read like a postage stamp that far away doing 65mph. During our sign ordinance meetings some city officials brought up fact that a larger than 250 sq. ft. sized billboard on the Interstate would make sense and would be something to consider in future sign ordinance meetings.

We applied and received a variance to build the billboard back to the 38 ft height at a smaller 378 sq. ft. and 530 ft. spacing. The SD DOT allows a spacing of 500 ft.

I have enclosed a sketch where the billboard is going, what the billboard will look like, a picture of another flag mounted 10'6' X 36 billboard we have in Rapid City.

We believe this CUP makes sense and sets a positive precedence going forward. We are taking an ugly billboard, reducing the size and cleaning it up. We have a permit to rebuild the structure back to where it was, but we have chosen to spend the money and to clean it up.

We did a similar billboard on Hwy 16. I have enclosed pictures of that also.

Thank you for your consideration

Terry Olson  
Lamar Advertising  
787-6688

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Rapid City Community Planning  
& Development Services