

To the City of Rapid City;

Primrose Retirement Communities located at 224 E Minnesota St. is proposing an upgrade to their current signage. Their current monument sign, built in the 1990s, is an internally illuminated cabinet placed on a brick base located 1' from the property line. Primrose would like to remove the existing cabinet and replace it with a new unlit cabinet of similar dimensions.

We are asking for an exception to the city codes re: monument signage. If we complied with the city codes and the structure was moved 10' off the property line the sign and monument would end up in their parking lot and the visibility would be severely reduced due to the curvature of E. Minnesota St. Moving the sign to either side of where it exists to follow the set back would place the monument sign where either the tree or the flagpole are on the property respectively.

Following the 10' ground clearance code would also be problematic as the customer would not then be able to use their existing brick base. It would also look out of place as most of the signs on E. Minnesota St. are monument signs.

As you can see, the proposed new sign cabinet is very tasteful in manner and cleans up the overall look of the building as well as adding curb appeal. We would appreciate very much your approval of our proposal to be able to upgrade Primrose Retirement Communities' current monument sign.

Thank you kindly,



Jillian Steen

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Rapid City Community Planning
& Development Services

Conrad's Signs; Sign Contractor for Primrose Retirement Communities