



## STAGECOACH WEST

City of Rapid City  
300 6<sup>th</sup> Street  
Rapid City, SD 57701

December 17, 2004

To the City of Rapid City,

This is a formal request to appeal the decision of the Sign Board Committee made on December 15, 2004. We respectfully request to be placed on the agenda of the City Council on January 3, 2005 to request reconstruction of a new sign to replace the existing sign. Do to the high percentage of Fort Hay's visitor's from out of town, it is mandatory that we have a directional and informational sign to explain where Fort Hays is located on an already busy Highway 16.

With the planned closure of the access to Fort Hays off Highway 16 by the Department of Transportation and the City of Rapid City it is mandatory that we have several billboards explaining the directions to the Fort Hays property. Without ample signage there will be undue hardship imposed on all visitor's trying to find an access to said property.

It is our intent to build a lodging facility on the property and without proper directional information, it would make it impossible for customers to find this new business located on the property.

This billboard location was purchased in 1999 as a legal conforming sign location with the full intent of advertising our own business approximately two miles away. With the new sign ordinance, we have been granted a permit to rebuild this billboard to the new upgraded single pole 20% Vd sign. This is only about half the size of the old sign. What we need is a height and square footage waiver to make this sign the same size as it is today but more visible up out of the trees with the proper 15 foot spacing requirement off of the ground. This would be seven feet higher than the city's standard of 30 feet.

Thank you in advance for your consideration,

Herman F. Jones  
Stagecoach West Sign Company Inc.