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November 1st, 2005

Rapid City Planning Commission Members
300 6th St.
Rapid City, SD 57701

Subject: Renaming of Heartland Drive

Honorable Commission Members,

We have asked the petitioners in this matter to propose a different street name for what was originally platted as Heartland Drive. As you know, Heartland Drive was platted and named several years ago but no development occurred and no addresses have been issued. There is also a street platted as Hartland Court on the Westside of the City, off of Jackson Boulevard, and addresses were issued on that street and have been in use for many years.

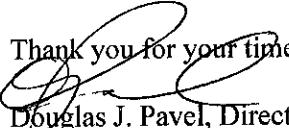
Prior to Enhanced 9-1-1 service in Rapid City, street names, or more importantly duplicate street names, were not given the detailed attention currently being practiced as is evidenced by the many street-name problems we have in Rapid City that date back to pre-Enhanced 9-1-1 time (prior to 1993). After Enhanced 9-1-1 was implemented in Pennington County, Rapid City Growth Management Director Marcia Elkins asked the 9-1-1 Department to review all proposed street names to help avoid duplicate street names, street names that sound alike and that are in different parts of the City, names that would otherwise be hard to pronounce and spell or, for some other reason, be problematic.

When the Layout Plat for the Hagan Glass and Sentinel Credit Union property came to us for review, we asked the petitioners to propose another name for Heartland Drive because, as previously mentioned, there were already "Heartland" (Hartland) street addresses in use in the western portion of Rapid City. Even though the two streets would have different suffixes, the potential for confusion remains high. Duplicate and sound-alike street names, which result in delayed emergency response, are frequently cited as the cause of loss of life or property in many cases around the country each year.

We also understand that the petitioners are citing a desire to retain the Heartland Street name because of the association with the "Heartland Express" name. May we point out that, like the South East Connector, which was the name of the project and not the name of the road, "Heartland Express" is also a project name and not a road name. The road name in this case is currently South Highway 79 and will eventually be Cambell Street.

We would therefore respectfully ask the Planning Commission to reject the request to name the street "Heartland Dr." and, for public safety reasons, require the petitioners to propose an alternate street name for our review and recommendation.

Thank you for your time and consideration.


Douglas J. Pavel, Director
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