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# CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

## Growth Management Department

300 Sixth Street

Marcia Elkins, Director  
Growth Management Department  
city web: [www.rcgov.org](http://www.rcgov.org)

Phone: 605-394-4120  
Fax: 605-394-6636  
e-mail: [marcia.elkins@rcgov.org](mailto:marcia.elkins@rcgov.org)

### MEMORANDUM

TO: Planning Commission  
FROM: Marcia Elkins, Director  
DATE: August 4, 2006  
RE: Renaming of Cheyenne Boulevard

Staff was contacted by a representative of the City of Box Elder regarding the renaming of Cheyenne Boulevard to Emlin Street as it lies east of Elk Vale Road. The road will extend into the corporate limits of the City of Box Elder and they are currently reviewing subdivision plans for that road extension.

Cheyenne Boulevard was named as a part of the Heartland Retail Center platting. Subsequently, the South Dakota Department of Transportation has undertaken a project to reconstruct the intersection of Emlin Street and Elk Vale Road from its current location adjacent to the Interstate 90 ramps south to align with Cheyenne Boulevard. The road realignment project will improve the accessibility, capacity and safety at the Interstate interchange. However, as a result of the realignment, staff is processing road name changes to officially name the new route Emlin Street (06RD004) and rename the existing segment of Emlin Street (06RD001). This request (06RD002) would rename the existing Cheyenne Boulevard to Emlin Street providing a continuous road name.

It is desirable to have a consistent name for a street along its complete alignment for both emergency response and ease of the traveling public. With the new alignment of Emlin Street, Cheyenne Boulevard will become an extension of Emlin Street. It is anticipated that Emlin Street will be extended west of East North Street, ultimately extending to LaCrosse Street. It should be noted that there are several locations where a continuous road name has not been achieved in Rapid City, although staff attempts diligently to insure new situations where roads have multiple names are not being created.

Currently, there are two businesses using the Cheyenne Boulevard address. The Building Official notified both businesses and the owner of the balance of the undeveloped land, Doyle Estes of the proposed road name change. As of this writing, one letter from Mr. Estes has been received objecting to the road name change. A copy of the letter is linked to this report.

**STAFF RECOMMENDATION: Based on best street naming practices for public health and safety, staff recommends that Cheyenne Boulevard be renamed Emlin Street.**



EQUAL OPPORTUNITY EMPLOYER