

Heartland Retail Center, LLC

605-343-3534, Ext. 205

3220 West Main Street • P.O. Box 330 • Rapid City, South Dakota 57709-0330
• Facsimile: 605-343-4131 •

August 1, 2006

City of Rapid City
Growth Management Department
Attention: Marcia Elkins
300 6th Street
Rapid City, SD 57701-2724

RE: Cheyenne Blvd.

Dear Marcia:

I am in receipt of a notice from your office advising me that the City of Rapid City is considering changing the name of Cheyenne Boulevard to Eglin. I wish to advise the City of Rapid City that I am strongly opposed to this name change.

Cheyenne Boulevard was platted at a time that there was no corresponding street west of Elk Vale. If the city is now going to construct a road west of Elk Vale to correspond with Cheyenne Boulevard I would suggest the city name the new street Cheyenne Boulevard rather than changing the name of Cheyenne Boulevard.

I believe the name Eglin is a confusing name for a street. I do not wish to use that name for my development.

If you have any questions, please feel free to contact me.

Sincerely,



Doyle Estes

DE:dw

RECEIVED

AUG 01 2006

Rapid City Growth
Management Department

Aug 15 06 01:58p

Jim Klinefelter
McDonald's
P.O. Box 2214
Rapid City, SD 57709

July 31, 2006

Brad Solon
Growth Management Department
300 Sixth Street
Rapid City, SD 57701

RE: Request to change Cheyenne Boulevard to Eglin Street

Dear Mr. Solon,

I would prefer to leave the **street** named Cheyenne Boulevard for the following reasons. The address for this restaurant has been established with numerous vendors, suppliers and McDonald's corporate headquarters. It would be cumbersome to go through the process of changing our address for all these entities. We have also worked hard to create awareness in the community & among our **customers** of the location of Cheyenne Boulevard. To undue that at this point does not seem necessary.

We don't feel it would be precedent setting to leave the name Cheyenne Boulevard and would respectively request you do so.

Sincerely,



Jim Klinefelter
Owner McDonald's Restaurant

06RD003

Elkins Marcia

To: Doyle Estes
Subject: RE: McDonalds

-----Original Message-----

From: Al Dial <al5466@hotmail.com>
To: Doyle Estes <doyle@esteslawfirm.com>
Sent: Wed Aug 09 23:38:56 2006
Subject: RE: McDonalds

Just to let you know I spoke with Marcia personally and told her that I would not support the name change unless everyone who was presently on Cheyenne supported that change. I also told her that it is obvious that this is not the case. I suggested to her that it should be as I first recommended to them at the DOT exit 61 meeting. Which was that Eglin should change to Cheyenne because it is new and will tie into Eglin therefore did not need to have the same name. I will let you know what else I hear. AL