

From: Jim White [soundpro@rushmore.com]

Sent: Saturday, May 12, 2012 10:49 AM

To: Brown Gary; Doyle Charity; Laurenti Steve; Nordstrom Ritchie; Davis Dave; Wright Jerry; Mason Jordan; Roberts John; Petersen Bonny; Sasso Ron; Kooiker Sam

Cc: White Jim

Subject: Sign Ordinance Council Meeting

To all,

First let me thank you in advance for taking a moment to read this. I appreciate the fact that your time is precious.

As you undertake this task I would just ask that you keep in mind some things I believe are important. We all want our city to be beautiful and represent the best that we can offer. If you so severely limit the new technology that will continue to evolve I believe that you might be making the problem worse and not better.

I will include some pictures that I have taken to illustrate my point. If you look at my store front and sign you will see that we strive to present a clean building, we keep our awning in good shape, we keep the tree trimmed and our digital sign is at a good height that as cars drive by it is in the normal field of vision of the drivers do they don't have to divert their eyes to be able to see it.

We hear often from Scenic Rapid City about visual clutter, but I fail to see how my store front meets that criteria when you compare it to some of the other business' that I will include for you to look at. Do you really believe that the digital sign is what creates visual clutter? Think for a moment about other business' that have installed these signs. Taco John's, Sonic Drive In, Coldwell Banker, Flowers by LeRoy. Don't all of these business' also project a pretty nice appearance.

We hear people bemoan the idea that we don't have enough quality jobs in our area, well my lowest paid employee makes \$29,280.00 annually and he doesn't have a college degree. At Sound Pro we support 20 families, countless charities and are engaged in our community. This sign ordinance as proposed will have a direct negative impact on my business and many others, and I still don't know why this idea of digital signs has become the poster child of all that is ugly in our city.

Please take a moment to look at the accompanying photos, and maybe even drive around the city and see for yourselves that most of the business owners that have invested in digital signs are pretty good stewards of our city.

Thanks again for your time.

Respectfully,

Jim White

Sound Pro

Sent from my iPhone



SALON DESOLEIL
SPRING 4A STYLE
3 48-2790



REAR WINDOW
TINTING & MORE

FOR LEASE
RPM





Bistro de Joliet

904



WILLY'S

Husqvarna
WILLY'S

ECHO

WILLY'S



South Dakota
REAL ESTATE COMPANY
PARKING IN BACK

CUSTOM
DRAPERY
& BLINDS
AT HOME
DESIGN

At Home
DESIGN



Enjoy The Ultimate
Relaxing, Refreshing
Treatment
Change It
Salon & Day Spa
2044 1027
walk-ins are welcome

Special
day spa
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WITH
TAXI
services

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USA'S
COOL
BAR

DISCOUNT CITY

DISCOUNT STURGIS HOME DECOR

COYOTE CLAW

JEWELRY

BIG MAN WEAR



LAUNDRY

BARGAIN

SWETSHIRTS
\$6.99

IT'S
STURGIS
3 For \$10



COYOTE CLAW
WORLD'S
GREATEST
BARGAINS
DISCOUNT STURGIS
PLUS SIZES
SAVE BIG AT THE "CLAW"
STURGIS T-SHIRTS ETC



AHEAD

MOTEL
Awards

CHECK OUR LOW
RATES
FREE HIFI COFF



Electric Razor
BEER SHOP

**MILITARY SURPLUS
CAMPING-BACKPACKING
KARATE SUPPLIES**

THE CONNECTION **ARMY-NAVY STORE**



ONE WAY

DRINK SPECIALS
BLU & BLU LIGHT SPECIALS

POKER **DARTS** **DJ** **BEER PONG**

UFC **GAMES** **40 TV's** **HAPPY HOUR**
PAY-PER-VIEW CASINO 3-7



OS SANTIAGO VS DUSTIN PORM

HEAVYWEIGHTS
UFC

SATURDAY
MAY 26th.
WATCH IT HERE!



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MUSIC
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P. CASINO

