



May 7, 2013

City Council:

I am writing this letter in response to a sign permit denial by the Historic Sign Review Committee on Friday, May 3rd, 2013. I am a dentist and wish to place two digital message center signs on my building located at 1801 Mt. Rushmore Road. (photos enclosed)

As a business owner looking to improve visibility on one of Rapid City's busiest business corridors, and as a tax-payer and building owner, I am requesting approval of our sign permit. The Historic Society has cited the building being built in 1940- when digital signs did not exist, as grounds to deny the permit.

My building was lifted and remodeled extensively in 2002. Secondly the building is located right on Mt. Rushmore Road-a highly commercial thoroughfare with similar digital signs to the North and South of our building. Lastly, I am a concerned citizen where I have purchased a building, pay taxes on the building, and have to jump through hoops to improve the building I own.

I respectfully ask for approval of the sign permits for Advanced Family Dental.

Thank you for your time,

Jay W. Segrist, DDS