

Case No. 20UR016

Legal Description:

The SW1/4 of the NE1/4 and the west 10 acres of the SE1/4 of the NE1/4, the north 1080 feet of the east 30 acres of the SE1/4 of the NE1/4 all located in Section 6, T1N, R8E, BHM, Rapid City, Pennington County, South Dakota

Central States Fair, Inc. Black Hills Stock Show & Rodeo®

CentralStatesFair.com | BlackHillsStockShow.com

City of Rapid City Community Development

300 Sixth St

Rapid City, SD 57701

605-394-4120

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JUL 10 2020

RAPID CITY DEPARTMENT OF
COMMUNITY DEVELOPMENT

To Whom It May Concern,

The Central States Fair is requesting a major amendment to our conditional use permit. On the East side of the property, running along Cambell St, is our pole sign, (picture attached), which holds our "Central States Fairgrounds" lighted panel sign and our electronic message board. Our intention is to make two changes to this sign which includes upgrading the electronic message board to a newer version from Daktronics and to add another lighted panel sign.

This year, Central States Fair, INC and Black Hills Stock Show & Rodeo was fortunate to establish a partnership with Ford Motor Company which includes the sponsoring of several events but also an overall sponsorship of the fairgrounds. As part of that partnership, we would like to add a double sided, lighted panel sign to the existing pole sign mentioned above. The panel would comprise of the Ford "blue oval" with language beneath reading something like, "Proud Sponsor". Upon approval, we would work with Rosenbaum Signs to have the 5' x 14' x 16" cabinet sign installed on the existing structure. With this sign being an off premise advertisement, I understand that it needs to be 1,000 ft from the next off premise advertisement. To the South of our sign, there is not another remotely close. To the North, there is a Perkins Restaurant billboard and using Rapid Maps, I measured the distance from ours to be approximately 1,008 ft. See attached photos.

The second project would be to replace our current electronic sign with a new Daktronics electronic sign. This would be a clean swap with the main difference being in the quality of the graphics. The size would remain the same at 15.85mm x 6'3" x 13' 3" and would be full color LED

Also attached with this letter you will find a map with all the other signage we have on the grounds ranging from wood signs to large scrims.

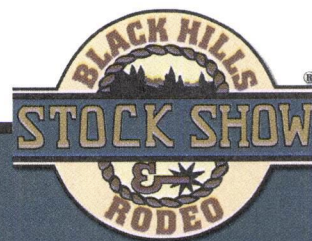
We appreciate your consideration and time. Please feel free to contact me if you need more information or have questions.

Respectfully,

John Kaiser

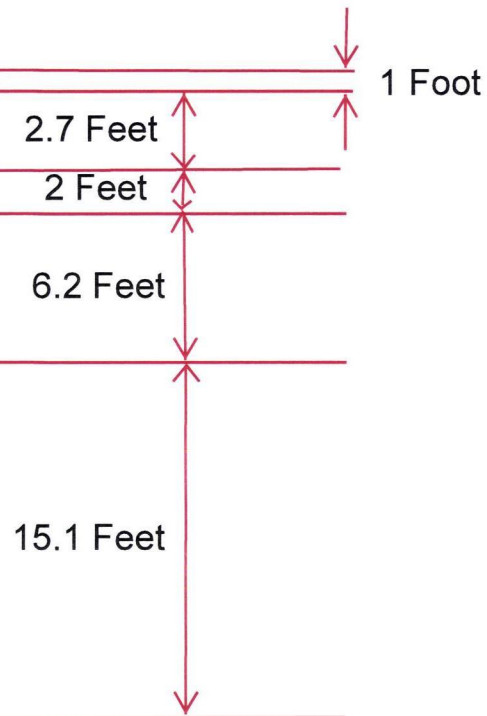


800 San Francisco Street, Rapid City, SD 57701
605-355-3861



Pic.pdf.JPG

+ Add to



17 Feet



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COMMUNITY DEVELOPMENT

