19VAp01

05UR003

LAMAR OUTDOOR ADVERTISING

March 8, 2005

Dear Committee Members;

This letter is in response to the spacing variance issued to Herman Jones/Stage Coach West Signs to build a new billboard on 4110 ~~S. Hwy 16~~ Mt. Rushmore Rd. at Lazy J Campground.

As we understand it, the issue now before your committee is whether or not to approve a conditional use permit. Lamar Advertising is opposed to the issuance of this permit.

Attached are inserts from the current sign code(Exhibits 1:A,B,C), minutes from the sign code board of appeals meeting (Exhibit 2), an aerial photo of the surrounding area showing the location of Stage Coach West Signs current billboard (Exhibit 3C) and two existing Lamar billboard locations (Exhibit 3(B & C). Photos of an existing 288 square feet advertisement currently used to advertise for Stage Coach West Signs on the North face of Lamar's existing structure (Exhibit 3B) located at 4110 S. Hwy 16 at Lazy J Campground

It is my understanding that a spacing variance was granted due to a hardship to Stage Coach West Signs. As per the photos, Stage Coach West Signs currently has 288 square feet of advertisement (Exhibit 4A). Under the existing sign code ordinance, he will be required to build a sign not to exceed 250 square feet. As you can see, this would be a reduction of 38 square feet.

A reduction in square footage would represent a greater hardship to Stage Coach West Signs.

We believe that Stage Coach West Signs motive is not to escape a hardship, rather to build a new sign to generate new revenue for his sign business.

In the last four years, Lamar Advertising has had to dismantle in excess of twenty five sign faces within three miles of the billboard in question.

If Herman Jones is allowed this conditional use permit, we can only conclude that Lamar Advertising would be allowed similar variances to rebuild the twenty five sign faces lost over the past four years. Up until now, we haven't applied for the permits because we didn't believe the hardship clause of the ordinance applied. If it is determined that the hardship provision is applicable to Herman Jones, we will likely apply for permits to rebuild all of our signs. We currently have forty four sign credits in our possession with which to do so.

In addition to Lamar Advertising there are other holders of sign credits that will likely follow suit

In summary, we are only seeking fair and even application of the sign ordinance to all parties in Rapid City

Sincerely,

Doug Rumpca, General Manager
Lamar Advertising

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Exhibit 4C

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Exhibit 5

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KEY POINTS

1. On variance application, Mr. Jones stated this is one of only two signs his business has between Rapid City and the business.
   A) How many signs do the following have?

The Maze	(0)	lost one
Waterslide	(0)	
Ranch	(0)	on premise
Reptile Gardens	(1)	lost one (North of Moon Meadows)
And several others		

2. Per attached photo (Exhibit 4C), if Stage Coach West Signs motive was truly for signage for his business, he would terminate contract with Big Sky Motel and use that space for his own business. However he is obviously generating revenue from this sign.

3. Mr. Jones has already contacted one of my existing clients to see if they would like to rent the south face of the new structure. Therefore, this reinforces the fact that he is more motivated by producing revenue for his sign business and taking revenue from Lamar Advertising than advertising for his business.

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