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(S.D.)-Company Rejects Plea By Group Over Billboards



By: Roxie Graham-Marski Posted at: 11/05/2012 09:05 AM

RAPID CITY, S.D. (AP) - A company that plans to place six digital billboards in Rapid City has rejected a plea by citizens who believe the lighted signs will be an eyesore.

Lamar Advertising says it plans to convert the six traditional billboards to digital signs, following a ruling by the South Dakota Supreme Court that the company does not have to get a conditional use permit.

Members of Scenic Rapid City say the company could show they are good neighbors by following lead of city residents who voted for digital billboard limitations in last year's election.

Hal Kilshaw, spokesman for the Baton Rouge, La.-based company, says Lamar will meet those obligations by providing high-quality billboards that benefit local advertisers.