



SIGN PERMIT STAFF REPORT

Sign Review Commission

February 1, 2023

Applicant: Bill Rectenwald

Address: 715 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 715 Main Street (Masonic Center)

Computation of Sign Area

Building Frontage: 167 Feet

Total Available Signage: 334 Square Feet

Existing Signage: One projecting sign (to be replaced)

Remaining Available Signage Area: 334 Square Feet

Proposed Sign Project: Install projecting sign (10.6 Square Feet) in place of existing sign on Main Street side and install new projecting sign (10.6 Square Feet) above door on Pine Street side

Proposed Building Materials: Wood and Metal (see attached photographs)

Proposed Lighting of the Signs: None

Location of Proposed Sign: Attached are photographs showing the proposed locations of the new signs

Discussion

The sign permit application in review is proposed at a location inside the locally-designated historic district which is regulated by chapter 15.32.300 of the sign ordinance. The current signage at the subject property is compliant with the sign ordinance. The sign proposed in the current application is regulated by 15.32.090 of the Sign Ordinance, reference below.

- A. *Before any sign can be erected or altered in any way, a valid permit must be issued. Any further alteration of the sign shall require an amendment of the existing permit or the issuance of a new permit. Such changes, as well as original permits, shall be issued pursuant to review by the sign review commission. It is unlawful to display, construct, erect, locate or alter any sign without first obtaining a sign permit for such sign.*

The applicant is moving his business from the basement of the Fairmont Hotel to the Masonic Center. He wishes to relocate the signs from the Fairmont to the Masonic Center. One would replace the existing projecting sign on Main Street and the other would be placed above the door on Pine Street. A variance was granted in 2014 at this location for the sign on Main Street to be closer to the curb than the ordinance requirements. This new sign would need that same



variance. From my research the decision to grant a variance in the past was based on the width of the sidewalk.

The proposed signs and their locations are compliant with the sign ordinance if the variance is continued on the Main Street side.

Variances

The sign permit application in review as proposed requires a continued variance from the sign ordinance. Signage variances may be obtained if the sign review commission is able to find *"special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures, distance or other matters on adjacent lots or within the adjacent public right-of-way that would substantially restrict the effectiveness of the sign in question and such special circumstances or conditions are peculiar to the business or enterprise to which the applicant desires to draw attention and do not apply generally to all businesses or enterprises in the area."* However, it is the responsibility of the applicant to provide adequate evidence of such special circumstances or conditions.

Sign Review Commission Action

Motion to approve permit for new projecting signs 715 Main Street

OR

Motion to deny proposed sign permit application as submitted