



SIGN PERMIT STAFF REPORT

Sign Review Commission

March 2, 2022

Applicant: Rich Turbiville

Address: 685 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 685 Main St & 19 Deadwood St (Hickok's)

Computation of Sign Area

Building Frontage: 211 Feet

Total Available Signage: 422 Square Feet

Existing Signage: None

Remaining Available Signage Area: 422 Square Feet

Proposed Sign Project: Install Four new wall signs and six new awning signs:

Wall Signs

- "Rocksino 1" (12 Square Feet)
- "Rocksino 2" (12 Square Feet)
- "Rocksino 3" (12 Square Feet)
- "Rocksino 4" (44 Square Feet)

Awning Signs

- "Canopy 1- 6" (Square footage of these signs does not count against total allowed)

Proposed Building Materials: Wall signs are metal and awning signs are fabric (see attached renderings)

Proposed Lighting of the Signs: None

Location of Proposed Sign: Attached are drawings indicating propose locations

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 wishes to replace all existing signage for this business as it is being rebranded as a new business.

Two of the proposed wall signs require variances. "Rocksino 1" requires a variance as the top of the sign will be higher than the bottom of the second story windows. "Rocksino 4" requires two variances as the top of the sign is higher than the bottom of the second story windows and the vertical dimension of 21 feet exceeds the 2 feet required by ordinance. There is an existing sign in this location with a vertical dimension of 25 feet.

All of the other proposed signs and their locations are compliant with the ordinance and require no variances.

Variances

The sign permit application in review as proposed requires variances 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 wall and awning signs as proposed at 685 Main Street and 19 Deadwood Street

OR

Motion to deny proposed sign permit application as submitted.