

**Request for Variance to the City of Deadwood Sign Regulation  
Justification Narrative**

Applicant: First Baptist Church of the Northern Hills

Location of Variance Request: 110 Sherman Street, Deadwood, SD. 57732

First Baptist Church wishes to replace the existing sign located on church property, immediately north of the church building, with a new sign that will be of the specifications on the attached sheet. The new sign will be two sided, and in the same location after demolition of the existing. Tim Peterson is the sign contractor, and his work is synonymous with excellent design, form, and color that reflects the historic context. The new sign will have white lettering "First Baptist Church" in front of a blue background, with a reddish orange accent color, white cap, and white support posts with the center post featuring the cross. The sign will be illuminated from a recessed LED fixture that is hidden behind the white cap. This fixture will softly illuminate the face of the sign but the light fixture itself will not be visible. A detachable lower panel will note the pastor's name, times of services, and telephone number.

The present sign is 3 x 6 for a total of 18 square feet.

The proposed sign is of the following dimensions:

Overall height 9.5 feet; distance from grade to bottom of sign is 30 inches. The sign will be setback from the property line so as not to impede visibility of oncoming traffic.

Primary sign is 3 x 6 feet – 18 square feet and no change from existing

Detachable lower panel is 1.9 square feet

The cross is 6 inches wide x 36 inches tall for the vertical portion and 6 inches wide x 24 inches on the horizontal portion for a total of 2.5 square feet

The total area of the new sign is 22.4 square feet

The city sign ordinance states the maximum sign area for signage at the above location is 10 square feet.

First Baptist respectfully requests the variance to allow the additional square footage based on the following, as explained in bold text following the ordinance language.

1. The city ordinance states that: "variance may be appropriate where, by reason of exceptional narrowness, shallowness, or shape or by reason of other exceptional topographic conditions or other extraordinary conditions on a piece of property, the

strict application of any regulation enacted under this title would result in peculiar, exceptional and undue hardship on the owner of such property. The aforesaid circumstances or conditions shall be set forth in the findings of the board.”

**The attached photos show “extraordinary conditions” as described below:**

**The presence of the city/county office parking and a proliferation of poles and other visual obstructions obscure the visibility of the existing church sign. Reducing the sign to the current code requirement of 10 square feet would make it even less visible.**

**The church architecture itself reflects what was then considered a contemporary design from 1917-18. As such, the building is more civic in appearance than a house of worship and for this reason the sign is an important means of identifying the building as a church.**

2. Variances shall not be granted to allow a use otherwise excluded from the particular district in which requested.

**This is not a request for a variance pertaining to land use. Signs are allowed on the property.**

3. Any variance granted under the provisions of this section shall be the minimum adjustment necessary for the reasonable use of the land.

**The church has an established land use right, and by extension, the ability for the church to slightly increase the amount of sign area to overcome the obstructions described in #1 enables a reasonable means of identification of the building.**

4. The granting of any variance is in harmony with the general purposes and intent of this title and will not be injurious to the neighborhood, and/or detrimental to the public welfare, or in conflict with the established policies of the city.

**The sign layout and design reflect the highest quality without becoming garish or visually loud.**

5. There must be proof of practical difficulty, which may be based upon sufficiently documented economic factors, but such proof shall not be based solely upon or limited to such economic factors. Furthermore, the hardship complained of cannot be self-created, nor can it be established on this basis by one who purchases with or without knowledge of the restrictions; it must result from the application of this title; it must be suffered directly by the property in question; and evidence of variance granted under similar circumstances shall not be considered.

**This variance is not based on economic factors, and in fact the opposite is true. The church wishes to pursue a high-quality and durable sign. The hardship in this example is that the surroundings have significantly changed in the 100 years since the church was built. New buildings, parking lots, street signs, light poles, etc. all contribute to limited visibility for signage.**

6. That the proposed variance will not impair an adequate supply of light and air to adjacent properties, substantially increase the congestion in the public streets, increase the danger of fire, endanger the public safety, or substantially diminish or impair property values within the adjacent neighborhood.

**Signage has no impact on light and air quality, traffic patterns, or public safety. It will be placed in the same location as the existing, which is not blocking visibility of oncoming traffic. The new sign will enhance the property and strike a balance between revitalized signage and the historic context.**

In summary, First Baptist believes it has demonstrated the justification of the variance as evidenced by the following: (bold text following city code)

Before the board shall have the authority to grant a variance, the person claiming the variance has the burden of showing:

1. That the granting of the permit will not be contrary to the public interest.

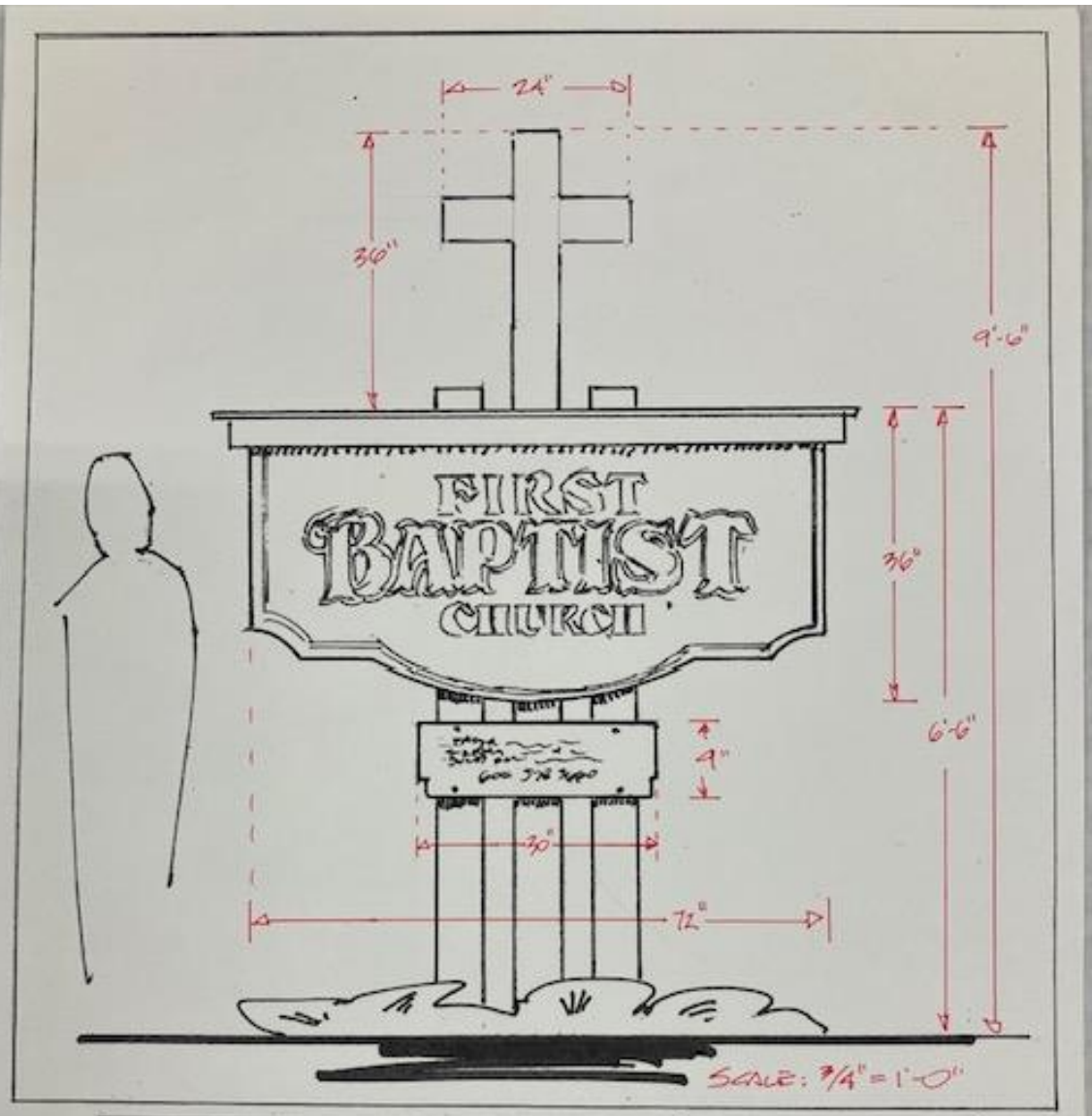
**Replacement of the existing sign enhances the overall historic and vitality of Deadwood, which is a key public interest.**

2. That the literal enforcement of this title will result in unnecessary or unreasonable hardship

**The public will not be able to perceive the difference in square footage between the existing and new sign. Both have the same general proportion, with the only exception being the new added element, the cross. The additional square footage is needed to overcome existing obstacles that block visibility of the sign. An unreasonable and un-necessary hardship will result if the church must follow the code requirement of a maximum of 10 square feet.**

3. That by granting the permit, substantial justice will be done

**An upgrade to the sign will benefit the church by enhancing its presence.**



Designed exclusively for: <b>FIRST BAPTIST CHURCH</b>	Date: <b>5/3/24</b>
Address: <b>110 STERMAN ST DEADWOOD</b>	Phone: <b>578-7400</b>



**Tim Peterson**  
 . . . . .  
 203 E. FAIRGROUNDS LOOP STE. C  
 SPARTANBURG, SC 29583  
 (605) 642-5794

50% DEPOSIT REQUIRED ON ALL WORK. BALANCE DUE ON COMPLETION.

This design is the property of the designer, and may not be reproduced in any manner without written permission.

Sign Specifications:

One double sided aluminum and wood sign

Main panel of composite aluminum 36"h x 72"w

Panel flat painted (no raised elements)

Panel clear coated with automotive enamel

Secondary information panel of same aluminum

Secondary panel has digital print

Top horizontal cap of redwood oil primed and painted with two top coats of premium latex

Structure of treated rough sawn 5x6 timbers set in concrete

Timbers oil primed and painted with two top coats of premium latex

Back structure of redwood (oil primed and painted)

Illumination:

Install two 48" LED light bars behind top wood cap



**These photos illustrate the importance of sign visibility from a reasonable distance.**

Existing sign is behind the white van, obstructed in this view



Existing Sign – painted wood with tan letters



APPROXIMATE LOCATION OF NEW SIGN IS SAME AS EXISTING.

