



SIGN PERMIT STAFF REPORT

Sign Review Commission

June 5, 2024

Applicant: Jeanna Dewey

Address: 110 Sherman Street, Deadwood, SD 57732

Site Address of Proposed Signage: 110 Sherman Street (First Baptist Church)

Computation of Sign Area

Building Frontage: 100 Feet

Total Available Signage: 200 Square Feet

Existing Signage: One freestanding (to be replaced), one freestanding (4 Square Feet), one wall sign (7 Square feet), one shadowbox (15 Square Feet)

Remaining Available Signage Area: 174 Square Feet

Proposed Sign Project: Install new freestanding sign (22.4 Square Feet) in place of existing sign

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

Proposed Lighting of the Signs: Indirect illumination

Location of Proposed Sign: Attached is a photograph showing the current sign the new sign would be in this same location

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 the existing freestanding sign with a new freestanding sign of a different design in the same location.

The proposed sign does require variances from the sign ordinance for being larger than ten square feet and the bottom of the sign being lower than eight feet above grade. Its location is compliant with the sign ordinance.



Variances

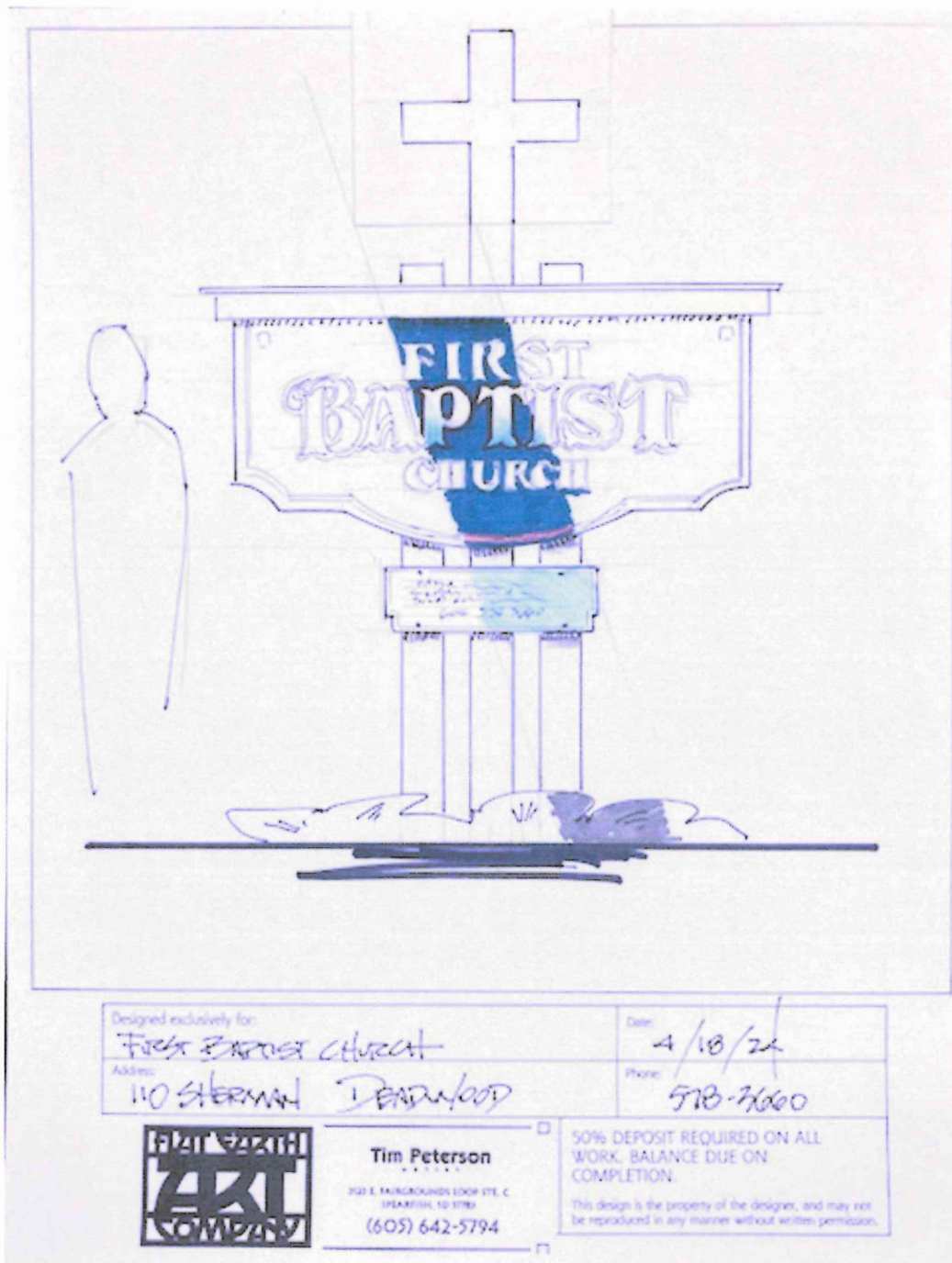
The sign permit application in review as proposed requires variances from the sign ordinance. Signage variances may be obtained if the sign review commission is able to find *"special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures, distance or 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 freestanding sign at 110 Sherman Street granting variances for overall size and height of the bottom of the sign

OR

Motion to deny proposed sign permit application as submitted



Overall height from grade to top of cross is 9.5 feet.
 Main sign panel is 3' x 6' with lower information panel 14" x 24" approximately
 See attached for additional 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)

Price: \$6985.00

Illumination option:

- Install two 48" LED light bars behind top wood cap
- Wire in conduit run to base of structural post
- No switch or power component

Price: \$1110.00

Prices do not include tax, permit acquisition, landscaping or additional artwork

Terms: 50% deposit/balance due on completion

Production time: app. 8 weeks upon receipt of deposit

Price good for 90 days

