



"The Historic City of the Black Hills"  
Deadwood, South Dakota 57732

# SIGN PERMIT STAFF REPORT

Sign Review Commission

June 5, 2024

**Applicant:** Steve Schaeffer, General Manager

**Address:** 270 Main Street, Deadwood, SD 57732

**Site Address of Proposed Signage:** 270 Main Street (First Gold)

## Computation of Sign Area

**Building Frontage:** 355 Feet

**Total Available Signage:** 710 Square Feet

**Existing Signage:** One freestanding (124.5 Square Feet to be enlarged), one freestanding (39 Square Feet), and one wall sign (18 Square Feet)

**Remaining Available Signage Area:** 528.5 Square Feet

**Proposed Sign Project:** Add to existing freestanding sign enlarging it by 14 Square Feet to bring it to 138.5 Square Feet

**Proposed Building Materials:** Vinyl and metal (see attached rendering)

**Proposed Lighting of the Signs:** external illumination

**Location of Proposed Sign:** See attached rendering

## Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and inside the national historic landmark district which is regulated by chapter 15.32.310 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 add to the existing freestanding sign. Increasing its size by 14 Square Feet. The new total size of the sign would be 138.5 Square Feet. A freestanding sign in the national landmark district may be a maximum of 180 Square Feet. The additional graphics are to advertise the restaurant at this location.

The proposed enlargement of this sign is compliant with the sign ordinance.



## **Variances**

The sign permit application in review as proposed requires no 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 to enlarge a freestanding sign at 270 Main Street

OR

Motion to deny proposed sign permit application as submitted.



