



Black Diamond Capital, LLC dba Gold Dust Casino
688 Main Street
Deadwood, SD 57732

City of Deadwood
Planning and Zoning Commission
Attn: Sign Review Commission
108 Sherman Street
Deadwood, SD 57732

May 31, 2021

Dear Planning and Zoning Commission,

The Gold Dust Casino would like to request a variance in Deadwood's sign ordinance to allow a Projecting Sign to be placed on a different facade within 8 feet of the nearest public entrance.

With the newly approved Sports Betting coming soon to Deadwood, we would like to add additional signage to promote business for our Casino & Sportsbook inside the Holiday Inn Express located at 665 Main Street Deadwood, SD. We plan to use the same existing projecting signs as we have on the Gold Dust side of Main Street.

As illustrated in the attached photo of our Business, one of our Public Entrances is located on the Corner of Main and Lee Street which is positioned at a 45 degree angle instead of a traditional corner of a 90 degree angle. In an effort to gain the most visibility to traffic on Main Street, we are asking to place the Gold Dust Sportsbook (sign 1) on the Main Street side just 8 feet from the 45 degree angled corner. The other public entrance on the Main Street side is being used by the existing Holiday Inn Express projecting sign.

This proposal makes for a clean look to the Building while still maintaining realistic, appropriate distance from the closest public entrance which doesn't have any current signage.

Gold Dust Casino would therefore respectfully ask the Planning and Zoning Commission to grant this sign variance to Gold Dust Casino.

Thank you for your consideration with this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Tony Sieber". The signature is stylized with a long horizontal stroke extending to the right.

Tony Sieber
Gold Dust Casino – General Manager