

## SIGN PERMIT STAFF REPORT

Sign Review Commission

June 16, 2021

**Applicant:** Tony Sieber

**Address:** PO Box 645, Deadwood, SD 57732

**Site Address of Proposed Signage:** 665 Main St (Gold Dust 777 / Holiday Inn Express - HIE)

### Computation of Sign Area

**Building Frontage:** 229 Feet

**Total Available Signage:** 458 Square Feet

**Existing Signage:** One projecting sign "HIE" (18 Square Feet)  
One wall sign "777" on Main St (34 Square Feet)  
One marquee sign "HIE" on Lee St (56 Square Feet)  
One wall sign "HIE on north side of building (24 Square Feet)

**Remaining Available Signage Area:** 326 Square Feet

**Proposed Sign Project:** Two new projecting signs numbered 1 and 2 (19 Square Feet each)

**Proposed Building Materials:** Sand blasted high density urethane

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** See attached renderings and 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 add two projecting signs. Sign #1 will advertise a sportsbook at this location and sign # 2 will advertise the gaming establishment.



Sign #1 requires a variance as it is not on the same façade as the public entrance it is associated with. This is a requirement in section 15.32.300 para 2 of the sign ordinance. Excerpt follows:

*One projecting sign per public entrance so long as such entrances are at least ten (10) feet apart. Such signs shall be attached at right angles to a building, shall have no more than two faces, shall be located on the same facade as the public entrance and within reasonable proximity to that entrance.*

Please see attached variance request letter.

Sign #2 does not require a variance as the applicant plans to modify the associated door (see attached photo) by adding a handle on the exterior. This would make it a public entrance as it now is an exit only door.

### **Variances**

The sign permit application in review as proposed requires a variance 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 sign #1 granting a variance at 665 Main Street

OR

Motion to deny proposed permit for sign #1 as submitted

Motion to approve permit for sign #2 at 665 Main Street

OR

Motion to deny proposed permit for sign #2 as submitted