

SIGN PERMIT STAFF REPORT

Sign Review Commission

September 16, 2026

Applicant: Russ Harper

Address: 304 Cliff Street, Deadwood, SD 57732

Site Address of Proposed Signage: 304 Cliff Street (Deadwood Gulch – Hotel/Gaming)

Computation of Sign Area

Building Frontage: 260 Feet

Total Available Signage: 520 Square Feet

Existing Signage: One Freestanding (64 Square Feet)

Remaining Available Signage Area: 456 Square Feet

Proposed Sign Project: Reface existing freestanding sign

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

Proposed Lighting of the Signs: internal illumination

Location of Proposed Sign: Adjacent to highway frontage nearest 306 Cliff Street (Gulches Storage) - see also attached rendering

Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and outside the national historic landmark district which is regulated by chapter 15.32.315 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 re-face the existing freestanding sign with new graphics and text. The sign will also be converted to be internally illuminated.



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

The proposed re-faced sign and its location are 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 for modification of the existing freestanding sign at 304 Cliff Street
OR

Motion to deny proposed permit application as submitted.

DEADWOOD
GULCH

GAMING



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