

SIGN PERMIT STAFF REPORT

Sign Review Commission

September 16, 2026

Applicant: Diana Graham

Address: PO Box 1565, Aberdeen, SD 57402

Site Address of Proposed Signage: 412 Main Street (parking lot next to Union Palace)

Computation of Sign Area

Building Frontage: N/A (parking lot sign)- 47 parking spaces

Total Available Signage: 32 Square Feet

Existing Signage: One Freestanding (to be replaced)

Remaining Available Signage Area: 32 Square Feet

Proposed Sign Project: Replace existing freestanding sign (45 Square Feet) with new freestanding sign (44 Square Feet) in same location with no change in overall height

Proposed Building Materials: Vinyl wrapped composite panels on metal frame (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 replace the existing freestanding sign with a new freestanding sign of a different design in the same location. The current sign was approved in 2007 on condition that it could not exceed 45 square feet and 15 feet in height. The 45 square feet was only the portion above the top of the mounting pole. The proposed sign's size of 44 square feet includes everything above the rock wall. The current sign also encroaches into the highway right of way, the proposed sign would not encroach.

The proposed sign and its location would remain compliant with the height and area conditions required by the City in 2007.

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 application for new freestanding sign at 412 Main Street

OR

Motion to deny proposed sign permit application as submitted.

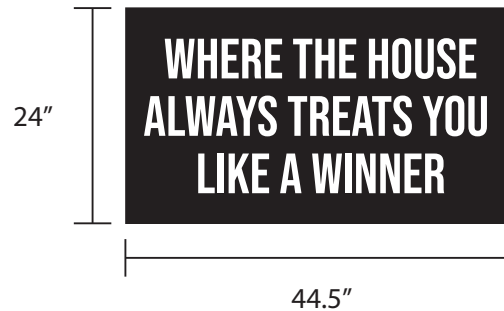
MINERAL PALACE UNION SIGNAGE

PARKING SIGN ("GOLD FOIL")

HEIGHT **11** FEET



READER BOARD



THERE ISN'T ONE "NORMAL" LETTER HEIGHT FOR A READER BOARD; THE IDEAL SIZE DEPENDS ON THE INTENDED VIEWING DISTANCE, WITH THE RULE OF THUMB BEING THAT YOU NEED 1 INCH OF LETTER HEIGHT FOR EVERY 10 FEET OF VIEWING DISTANCE. COMMON OUTDOOR LETTER SIZES INCLUDE 3, 4, 6, 8 INCHES.

TOTAL SURFACE AREA

44 FT²

TOTAL AREA WAS CALCULATED USING A RECTANGULAR SHAPE NOT THE ACTUAL SHAPE OF THE SIGNAGE. THE CALCULATION IS AN **ESTIMATE** AND NOT THE ACTUAL SURFACE AREA.

IN COMPUTING THE TOTAL SIGN AREA, THE **SIGN STRUCTURE IS NOT INCLUDED** AS LONG AS IT IS **LESS THAN FIVE PERCENT** OF THE SIGN FACE AREA

FOR A 24" TALL READER BOARD, A SUGGESTED HEIGHT FOR THE LETTERS WOULD BE 5" OR 6".

5" = 4 LINES

MINERAL PALACE
MINERAL PALACE
MINERAL PALACE
MINERAL PALACE

6" = 3 LINES

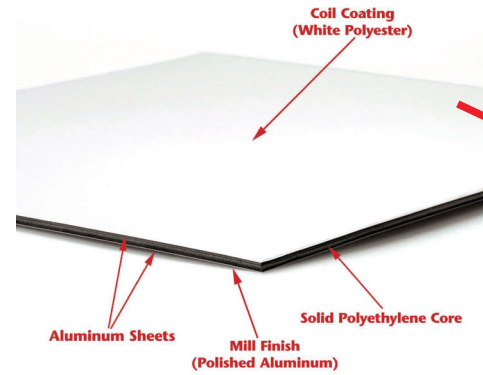
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THESE ARE JUST EXAMPLES

MATERIALS

Aluminum square tube framing.

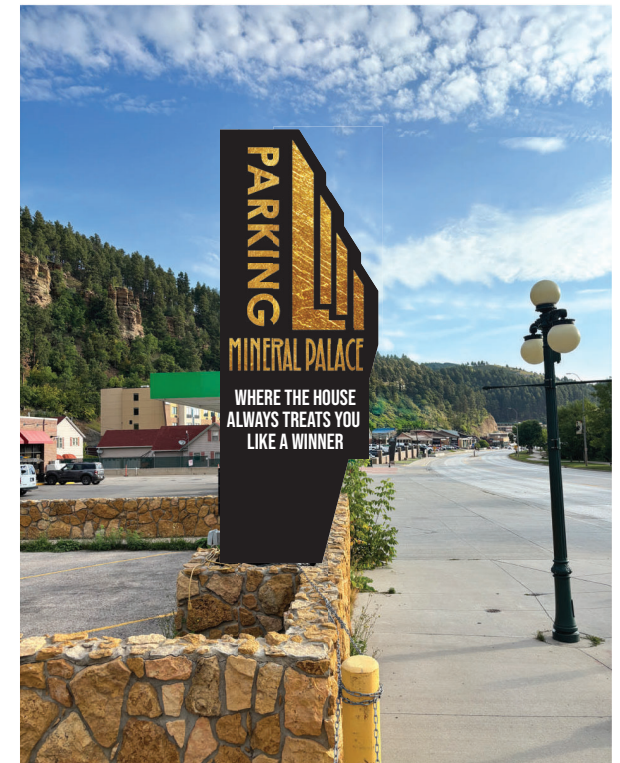
ACM Panels for faces
(Aluminum Composite Material)

Vinyl graphics for face decoration.

LIGHTING

Overhead Lighting

Planning on using the same
lighting that is on the existing sign.



MINERAL PALACE UNION SIGNAGE

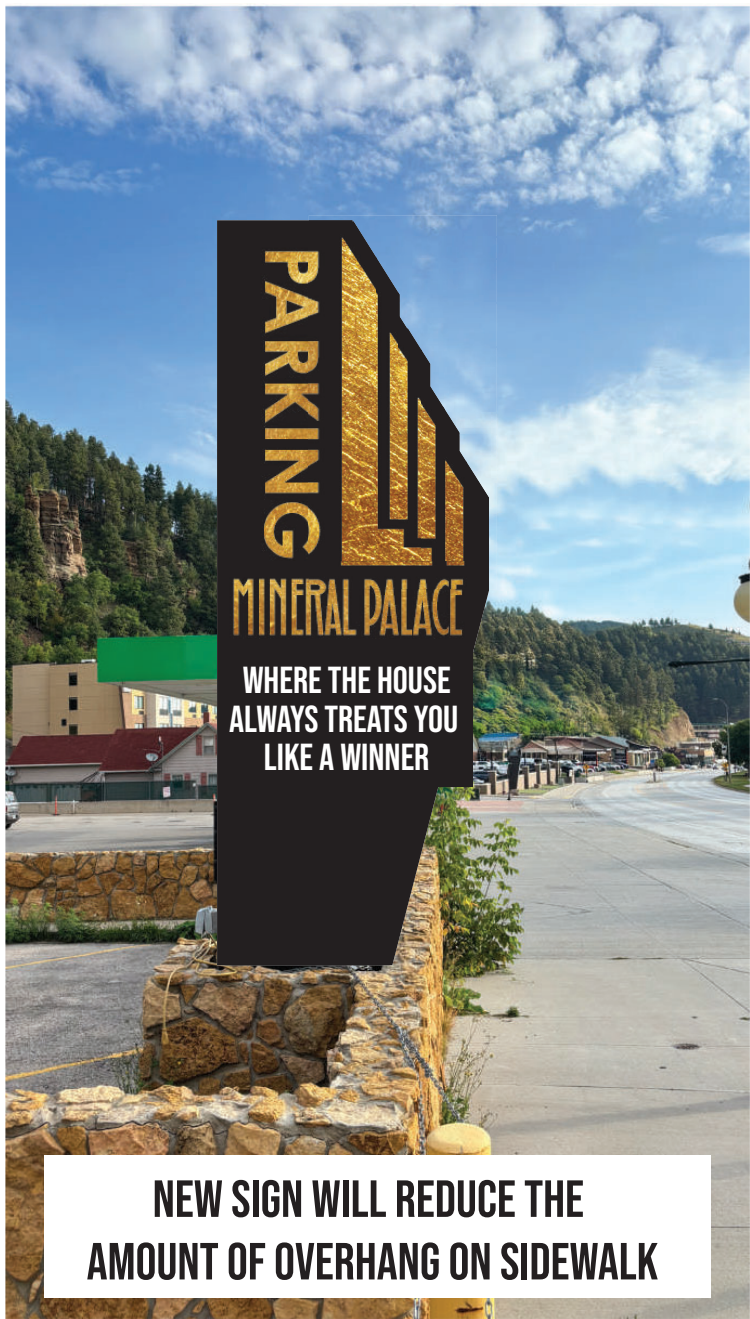
OLD SIGNAGE → NEW SIGNAGE



OLD SIGN



NEW SIGN WILL BE MOUNTED ON THE FOUNDATION THAT IS CURRENTLY THERE.



NEW SIGN WILL REDUCE THE AMOUNT OF OVERHANG ON SIDEWALK

MINERAL PALACE UNION SIGNAGE

SIGN BUILDER

ROSENBAUM'S SIGNS

ROSENBAUM SIGNS - 1650 SAMCO RD, RAPID CITY, SD 57702 | (605) 342-0481

EXAMPLES OF WORK FROM ROSENBAUM



Monument Signs



Building Signs

