

Attn: Deadwood Sign Commission

City of Deadwood

1/26/21

*Re: Deadwood Hotels, LLC Sign Variance Application: Exterior wall signs for Four Points Deadwood*

Dear Deadwood Sign Commissioners:

The Four Points by Sheraton hotel attached to the Tin Lizzie Gaming Resort is slated for completion in May, 2021. Marriott International brand standards detail specific requirements by which all Four Points by Sheraton properties world-wide must abide. In order to introduce this highly desirable brand to the Deadwood market, we respectfully request variances to the City Sign Ordinance as detailed below.

Our proposed sign #2 may not in compliance because it is greater than two feet tall and is higher than the bottom of the second-floor windowsills. The spirit of the language in this ordinance is certainly appropriate for storefront signage, the Four Points sign is located at the top and side of the building. As such, the sign needs to be larger than two feet high and be allowed to be mounted higher than a second-story windowsill. This sign is similar and in fact smaller than the signage previously approved to be on the south and north facing walls of the Hampton Inn.

A variance is necessitated as sign visibility is greatly reduced and will not be viewable from either Main Street or from Highway 85 since it is located on the north facing wall. By complying with the ordinance as stated and locating the sign on the second story or below would render it useless as it is blocked from view on Main Street by the existing Tin Lizzie building and from Highway 85 by a tall fence that is positioned between the hotel and the highway. Lastly, if this Marriott brand standard sign design gets reduced to less than 2 feet in vertical size, it would render the sign unreadable to motorists.

Alternatively, positioning the sign on the fourth-floor level and allowing it to be greater than two feet tall removes all obstructions to visibility for motorists traveling on Main Street and Highway 85 thus enabling visitors to easily identify the Four Points location. All other aspects of the sign ordinance (lighting, materials, etc.) will all be complied with.

Regarding sign #3, the Marriott International standard height is three feet tall and consists of the Sheraton logo and the verbiage "Four Points By Sheraton". The "Four Points" portion of the sign is less than two feet tall but the required addition of the sub text "By Sheraton" brings the total vertical dimension to just over three feet. This sign height is a requirement by Marriott because it is the primary means by which visitors are able to identify their lodging from Main Street. Reducing this sign height to two feet or less places the hotel out of compliance with Marriott brand requirements and makes the sign ineffective as a guide to visitors.

We respectfully request a variance for sign #4 which will be located next to the valet drive and will have less than eight feet of clearance above the ground and has an area greater than ten feet. This sign is not located on a circulation path and poses no impediment to automobile or pedestrian traffic in any manner. Additionally, the sign is underneath the building and reaffirms the Deadwood brand as it reads "Four Points By Sheraton Deadwood".

Thank you for your careful consideration of these variances which, in our opinion, pose no detriment to the City of Deadwood's vision of unobtrusive signage and improves Deadwood's visitor experience while allowing Deadwood Hotels, LLC as the developer to meet franchise standards.

Sincerely,

Caleb Arceneaux

CEO, Liv Hospitality