

OFFICE OF
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PLANNING AND ZONING COMMISSION PORTABLE SIGN PERMIT

Staff Report

Applicant: Deadwood Tobacco Company

Business Address: 715 Main St, Deadwood, SD 57732

Application Date: 07/24/2026

Permit Type: Portable Sign

Background and Application Summary

The Deadwood Tobacco Company has submitted an application for a portable sign permit at 715 Main St. The application includes all required documentation, including:

- Completed application form
- Application fee of \$25.00
- Proof of general liability insurance with a \$1,000,000 per occurrence limit, naming the City of Deadwood as an additional insured

Compliance Review

The application was reviewed for compliance with City of Deadwood Ordinance 15.32.130(T) and related requirements:

- **Location:** The proposed sign will be placed within 6 inches of the exterior wall of the business and at least 25 feet from the nearest permitted sign, as required.
- **Number of Signs:** Only one portable sign is requested for this storefront, in compliance with the maximum allowed.
- **Display Hours:** The applicant acknowledges the sign will be displayed only during business hours and removed at close of business each day.
- **Design Restrictions:** The sign will not include illumination, electronics, moving parts, balloons, streamers, pennants, or similar adornments.
- **Insurance:** The applicant has provided a valid certificate of insurance meeting the \$1,000,000 liability requirement and naming the City as additional insured.

Fees

- **Application Fee:** \$25.00 (paid)
- **Annual License Fee:** \$25.00 (due after approval)
- **Portable Sign Fee:** \$250.00 plus tax (due after approval)

Staff Recommendation

Based on the submitted documentation and compliance with all applicable requirements, staff recommends **approval** of the portable sign permit for Deadwood Tobacco Company at 715 Main St.