



SIGN PERMIT STAFF REPORT

Sign Review Commission
August 5, 2026

Applicant: Deadwood Real Estate LLC

Address: 735 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 735 Main Street (Black Hills Real Estate)

Computation of Sign Area

Building Frontage: 24.5 Feet

Total Available Signage: 49 Square Feet

Existing Signage: Freestanding Sign at 15 square feet

Remaining Available Signage Area: 34 Square Feet

Proposed Sign Project: Install new: wall sign (16 Square Feet)

Proposed Building Materials: Metal

Proposed Lighting of the Signs: N/A

Location of Proposed Sign: See attached rendering

Discussion

The sign permit application in review is proposed at a location within the locally designated historic district and within the national historic landmark 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, referenced 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 location of the proposed sign is compliant with the sign ordinance.

Variances

The sign permit application in review as proposed requires a variance from sign ordinance 15.32.130(E), which states "*Off-premises advertising signs shall not be allowed...*".

The applicant is requesting the proposed sign for Deer Mountain Village be displayed on the side of the building. The sign is meant to advertise several lots at Deer Mountain Village that the property owner has listed.



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. Other than the application, no additional materials were submitted.

Sign Review Commission Action

Motion to approve permits for a new sign at 735 Main Street

OR

Motion to deny proposed sign permit application as submitted.