

SIGN PERMIT STAFF REPORT

Sign Review Commission

November 17, 2021

Applicant: Amore Du Plessis for Cliff Street LLC
Address: 225 Cliff Street, Deadwood, SD 57732
Site Address of Proposed Signage: 225 Cliff Street (Comfort Inn)

Computation of Sign Area

Building Frontage: 350 Feet
Total Available Signage: 700 Square Feet
Existing Signage: One freestanding – "Mini Golf" (105 Square Feet)
One freestanding – "Comfort Inn" (49 Square Feet)
One wall – "Comfort Inn" (49 Square Feet)
Remaining Available Signage Area: 497 Square Feet
Proposed Sign Project: Install new wall sign (32 Square Feet)
Proposed Building Materials: Metal and plastic (see attached photograph)
Proposed Lighting of the Signs: Internal
Location of Proposed Sign: Attached is a photograph showing the proposed location

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 reinstall this sign, that was part of the previous freestanding sign, as a wall sign. The freestanding sign was changed out earlier this year as part of the logo change for the Comfort Inn brand.

The proposed 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 new wall sign at 225 Cliff Street

OR

Motion to deny proposed sign permit application as submitted.