

## SIGN PERMIT STAFF REPORT

Sign Review Commission

November 17, 2021

**Applicant:** Michael Herrick

**Address:** P.O. Box 328, Deadwood, SD 57732

**Site Address of Proposed Signage:** 206 Mtn Shadow Lane (Deadwood Outdoor Rentals – formerly Black Hills Inn and Suites)

### Computation of Sign Area

**Building Frontage:** 445 Feet

**Total Available Signage:** 890 Square Feet

**Existing Signage:** One Freestanding (82 Square Feet to be refaced)

**Remaining Available Signage Area:** 808 Square Feet

**Proposed Sign Project:** Reface existing freestanding sign (82 Square Feet)

**Proposed Building Materials:** Painted metal (see attached rendering)

**Proposed Lighting of the Signs:** exterior illumination

**Location of Proposed Sign:** Attached is a photograph showing the current sign

### 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 is leasing this business and in addition to operating the motel is going to offer UTV and snowmobile rentals. The permit application is to reface the existing sign with the new business information.

The proposed sign and its location are compliant with the sign ordinance.



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Deadwood, South Dakota 57732

## **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 to reface the existing freestanding sign at 206 Mtn Shadow Lane

OR

Motion to deny proposed sign permit application as submitted.