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"The Historic City of the Black Hills"  
Deadwood, South Dakota 57732

## SIGN PERMIT STAFF REPORT

Sign Review Commission  
November 19, 2025

**Applicant:** Tyler Bertsch

**Address:** 71 Charles Street, Deadwood, SD 57732

**Site Address of Proposed Signage:** 71 Charles Street (pharmacy located in Monument Clinic)

### Computation of Sign Area

**Building Frontage:** 110 Feet

**Total Available Signage:** 220 Square Feet

**Existing Signage:** Two freestanding signs (18 Square Feet each) and two wall signs on parking lot side (58 Square Feet total – these signs are exempt as they are not visible from the right of way)

**Remaining Available Signage Area:** 184 Square Feet

**Proposed Sign Project:** Install new wall sign (36 Square Feet)

**Proposed Building Materials:** Metal (see attached rendering)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** Same location as previous tenant's sign was located.

### Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and inside the national historic landmark district which is regulated by chapter 15.32.310 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 represents the new tenant that will be operating the pharmacy at this location. The proposed sign will advertise this new tenant.

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

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## **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 71 Charles Street

OR

Motion to deny proposed sign permit application as submitted.



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