



SIGN PERMIT STAFF REPORT

Sign Review Commission

January 6, 2021

Applicant: Court French

Address: 311 Cliff St, Deadwood, SD 57732

Site Address of Proposed Signage: 311 Cliff Street (Thunder Cove)

Computation of Sign Area

Building Frontage: 252 Feet

Total Available Signage: 504 Square Feet

Existing Signage: One wall sign to be replaced (permit application coming soon)

Remaining Available Signage Area: 504 Square Feet

Proposed Sign Project: Reface existing freestanding sign (29 Square Feet)

Proposed Building Materials: Wrapped metal. (see attached rendering)

Proposed Lighting of the Signs: External

Location of Proposed Sign: Sign is not changing 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 is currently remodeling to change the use from a hotel to apartments. This sign advertises the business name for this new use.

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 to reface the freestanding sign at 311 Cliff Street

OR

Motion to deny proposed sign permit application as submitted