



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

SIGN PERMIT STAFF REPORT

Sign Review Commission
September 15, 2021

Applicant: Bart Hamm

Address: 155 Sherman Street, Deadwood, SD 57732

Site Address of Proposed Signage: 560 Main Street (Mr. Wu's)

Computation of Sign Area

Building Frontage: 137 Feet

Total Available Signage: 274 Square Feet

Existing Signage: One wall sign (28.7 Square Feet)

Remaining Available Signage Area: 245 Square Feet

Proposed Sign Project: Install new projecting sign (15 Square Feet)

Proposed Building Materials: Wood and Metal (see attached rendering)

Proposed Lighting of the Signs: None

Location of Proposed Sign: Above front entry (see attached rendering)

Discussion

The sign permit application in review is proposed at a location inside the locally-designated historic 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, 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 install this projecting sign to make the business name visible from the south. Currently there is only a wall sign on the north facing side of the building and a freestanding sign in the adjacent parking lot.



The proposed sign does require a variance from the sign ordinance. While this sign doesn't project more than 6 feet from the face of the building it is closer to the face of the curb than the 4 feet required in the ordinance. Excerpt of ordinance 15.32.300 follows:

2. Projecting Sign. One projecting sign per public entrance so long as such entrances are at least ten (10) feet apart. Such signs shall be attached at right angles to a building, shall have no more than two faces, shall be located on the same facade as the public entrance and within reasonable proximity to that entrance, and:

a. Shall project no more than six feet from the face of the building, or four feet back from the face of the curb, whichever is less;

Variances

The sign permit application in review as proposed requires a variance 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 proposed projecting sign at 560 Main Street granting a variance to allow the sign to be closer than 4 feet from the face of the curb

OR

Motion to deny proposed sign permit application as submitted