



SIGN PERMIT STAFF REPORT

Sign Review Commission

July 21, 2021

Applicant: Midwest Motels of Deadwood/ KHJ Hospitality
Address: 29 South Harman Dr., Mitchell, SD 57301
Site Address of Proposed Signage: 658 Main St (Buffalo Saloon)

Computation of Sign Area

Building Frontage: 75 Feet
Total Available Signage: 150 Square Feet
Existing Signage: One projecting (35 Square Feet counted as 17.5 due to landmark status)
Remaining Available Signage Area: 132.5 Square Feet
Proposed Sign Project: Install new wall sign (175 Square Feet)
Proposed Building Materials: Vinyl wrapped metal (see attached rendering)
Proposed Lighting of the Signs: None
Location of Proposed Sign: 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 a wall sign. There was a previously approved wall sign of a different design and size (60 Square Feet) in the same location. That sign was approved September 8, 2011 and was removed by the applicant after being damaged by hail.



The proposed sign requires four variances. They are as follows:

- Exceed the maximum square footage of a wall sign of 50 square feet (proposed sign is 175 square feet)
- Exceed the maximum vertical dimension of a wall sign of 2 feet (proposed sign is 10 feet tall)
- The top of the sign will be higher than bottom sills of the second story windows
- The addition of this sign will exceed the overall maximum square footage allowed for signage at this address by 42.5 square feet

Variances

The sign permit application in review as proposed requires 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 658 Main Street granting requested variances

OR

Motion to deny proposed sign permit application as submitted