



SIGN PERMIT STAFF REPORT

Sign Review Commission

August 21, 2024

Applicant: Julie Koth

Address: 638 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 638 Main Street (Madame Peacocks)

Computation of Sign Area

Building Frontage: 25 Feet

Total Available Signage: 50 Square Feet

Existing Signage: One projecting (16 Square Feet to be replaced)

Remaining Available Signage Area: 50 Square Feet

Proposed Sign Project: Replace existing projecting sign with a new sign with a slightly different design (16 Square Feet)

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

Proposed Lighting of the Signs: External illumination

Location of Proposed Sign: Same location as existing, sign centered on the front of the building

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 replace the existing projecting sign with a new projecting sign of a different design in the same location.

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



Variances

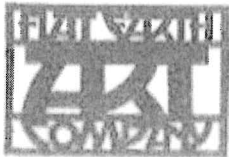
The sign permit application in review as proposed requires no variances from the sign ordinance. Signage variances may be obtained if the sign review commission is able to find *"special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures, distance 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 for new projecting sign at 638 Main Street

OR

Motion to deny proposed sign permit application as submitted.



Tim Peterson
DESIGNER

101 E. WASHINGTON ST. SUITE 100
DENVER, CO 80202

(603) 642-5794

Designed exclusively for:

MADAME PEACOCK'S

Address:

638 MAIN ST. DEADWOOD

The prices, specifications, and conditions as described are satisfactory and are hereby accepted. You are authorized to do the work as specified.

Signature:

Date:

Date:

7/16/21

Name:

603-559-1002

50% DEPOSIT REQUIRED ON ALL WORK. BALANCE DUE ON COMPLETION.

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Tim Peterson
ARTIST
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Designed exclusively for <i>NEANE PEACOCKS</i>	Date: <i>7/16/02</i>
Address: <i>638 MAIN ST. DEERWOOD</i>	Phone: <i>605-559-1002</i>
<p><i>The prices, specifications, and conditions as described are satisfactory and are hereby accepted. You are authorized to do the work as specified.</i></p>	
Signature: _____	Date: _____

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Project specifications:

One double sided 32"h x 72" w aluminum/redwood and steel projecting sign as per sketch of 7/16/24

Primary panels of aluminum composite material (ACM)

Ribbon at bottom of layout cut out of a separate piece of ACM mounted on stand-offs

Cap on top and bottom of sign of redwood and aluminum

Top filigree with street number of ACM (text could be "EST. 2013"...))

All aluminum components clear coated with two-part urethane automotive enamel

Substructure of steel, redwood and aluminum

Installed using existing bracket