

Excell Fund Development, LLC
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Denver CO. 80209
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2013
variance request

TO: Deadwood S.D. – Sign Review Commission,

RE: New Family Dollar Signage - Request for a Variance

The applicant, Excell Fund Development, LLC and Excell Deadwood, LLC propose to install a building sign of 60 SF on a new tower architectural element on the front of the closed grocery store at 124 Sherman St. where normally 276 SF of signage would be allowed. The applicant also proposes to install a monument style road sign of 18 SF where a pole sign of 10 SF would be allowed.

We are asking for two variances in the signage.

1. The applicant requests a variance for this 75.18 SF sign and it's 6'3" vertical dimension, as it is a strategic part of the applicants trademark identification and crucial to identification and attracting customers especially since the building being re-purposed sits back 120 feet off of the Sherman street frontage, a condition that does not effect other buildings in this zone. The sign is consistent with that necessary to be noticeable and recognizable both due to the set back from the street and its small size when placed on a building frontage in excess of 2100 SF.
2. The applicant requests a variance for the erection of a 18 SF monument sign as opposed to the code allowed 10 SF.

Should you have any questions, feel free to give me a call at 303-377-5335.

Thanks

Chad Knoth
Excell Fund Development