

## SIGN PERMIT STAFF REPORT

Sign Review Commission

September 21, 2022

**Applicant:** Eric Farrar – Rosenbaum Signs

**Address:** PO Box 987, Rapid City, SD 57709

**Site Address of Proposed Signage:** 130 Sherman Street (Family Dollar)

### Computation of Sign Area

**Building Frontage:** 154 Feet

**Total Available Signage:** 308 Square Feet

**Existing Signage:** One freestanding (to be refaced) and one wall sign (to be replaced)

**Remaining Available Signage Area:** 308 Square Feet

**Proposed Sign Project:** Reface freestanding sign (10 Square Feet) and install new wall sign (70 Square Feet) in place of existing sign

**Proposed Building Materials:** Vinyl wrapped metal and painted metal (see attached rendering)

**Proposed Lighting of the Signs:** External

**Location of Proposed Sign:** Please see attached, new signs will be in the same locations as the existing signs

### 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 signs proposed in the current application are 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.*

This store was recently remodeled to bring it to company standards for a Dollar Tree / Family Dollar location. The new signage is to advertise the change in the store from a Family Dollar store to a Dollar Tree / Family Dollar.



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

The proposed refacing of the freestanding sign is compliant with the sign ordinance.

The existing wall sign was granted variances in 2013 to exceed the 50 square foot maximum area of a sign in the historic district and to exceed the maximum vertical dimension of 2 feet for a sign of this type in the historic district. The existing sign was 69 square feet with a vertical dimension of 6'3". The proposed wall sign is 70 square feet with a vertical dimension of 4'4". The applicant did revise the dimensions of the proposed sign to be closer to what was approved in 2013. Attached please find the variance request letter from 2013.

### **Variances**

The sign permit application in review as proposed requires no new 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 signs at 130 Sherman Street

OR

Motion to deny proposed sign permit application as submitted