

SIGN PERMIT STAFF REPORT

Sign Review Commission

September 2, 2026

Applicant: Arden Keating

Address: 53 Sherman Street, Deadwood, SD 57732

Site Address of Proposed Signage: 51 Sherman St (The Landmark complex)

Computation of Sign Area

Building Frontage: 316 Feet

Total Available Signage: 632 Square Feet

Existing Signage: Three wall signs and one projecting sign (118.6 Square feet total)

Remaining Available Signage Area: 197 Square Feet

Proposed Sign Project: Install new projecting sign (10 Square Feet)

Proposed Building Materials: Wood and 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 is completing a remodel of a portion of the building that will include a bar, restaurant, kitchen, and outdoor music venue. The proposed sign advertises this business in this portion of the larger building.

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



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

Variances

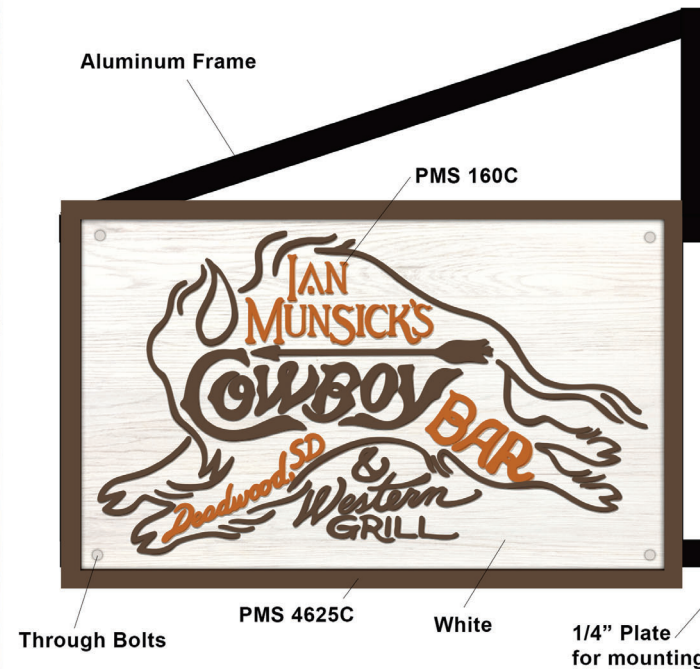
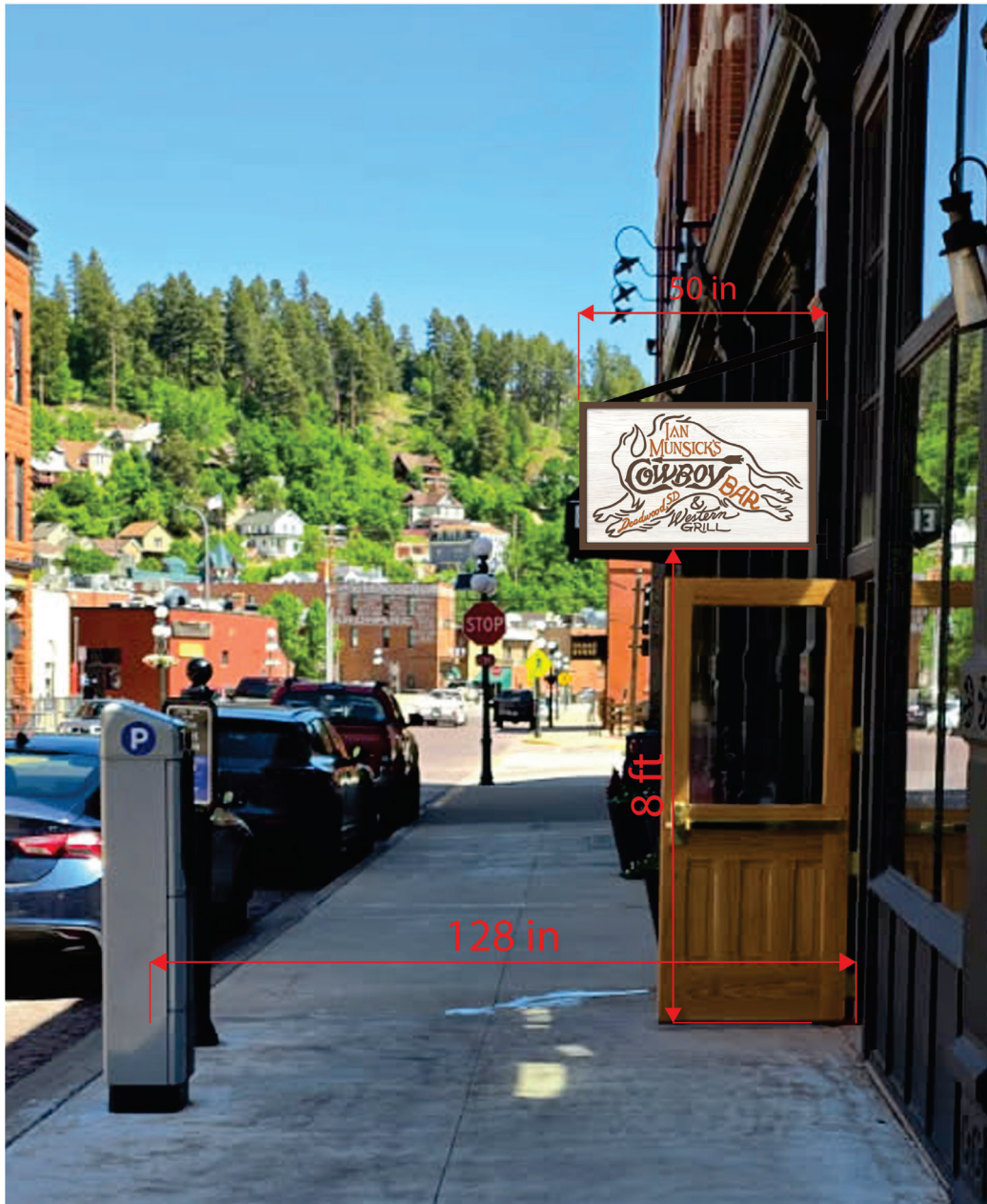
The sign permit application in review as proposed requires no variances from the sign ordinance. Signage variances may be obtained if the sign review commission is able to find *"special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures, distance 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 51 Sherman Street

OR

Motion to deny proposed sign permit application as submitted.



Sandblasted Wood Sign Mounted to Custom Aluminum Frame

Logo/Lettering and Border will be raised, while the background will be sandblasted to reveal wood grain texture

Aluminum frame welded from 2" x 2" tubing
Frame will be painted Black

Sign attachment: Through-bolted through wood sign on both sides to attach to aluminum frame (painted to match background)

Wood type: Redwood

Background Paint Color: White

Brown border/logo Paint Color: Custom Mixed to match PMS 4625C

Orange Lettering Paint Color: Custom Mixed to match PMS 160C

Sign will have an 8 ft ground clearance



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1650 SAMCO RD.
RAPID CITY, SD 57702

605-342-0481
www.RosenbaumSigns.com

Client:

Ian Munsick
Cowboy Bar

Location:

Deadwood, SD

Revision:

N/A

Drawn By:

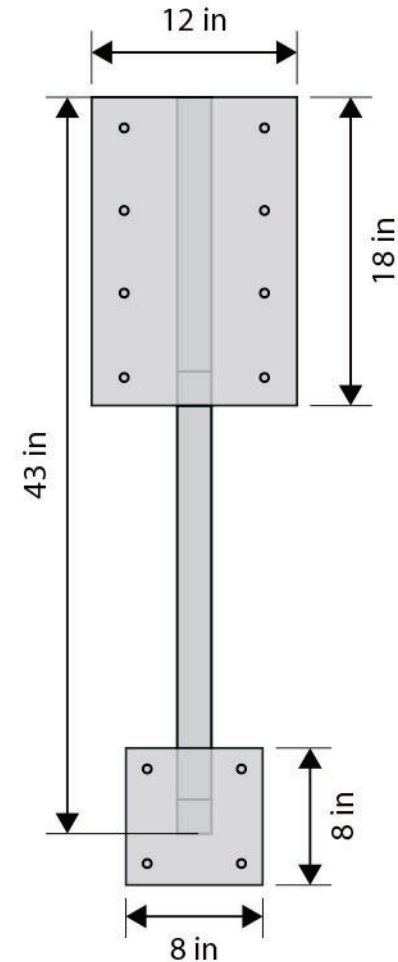
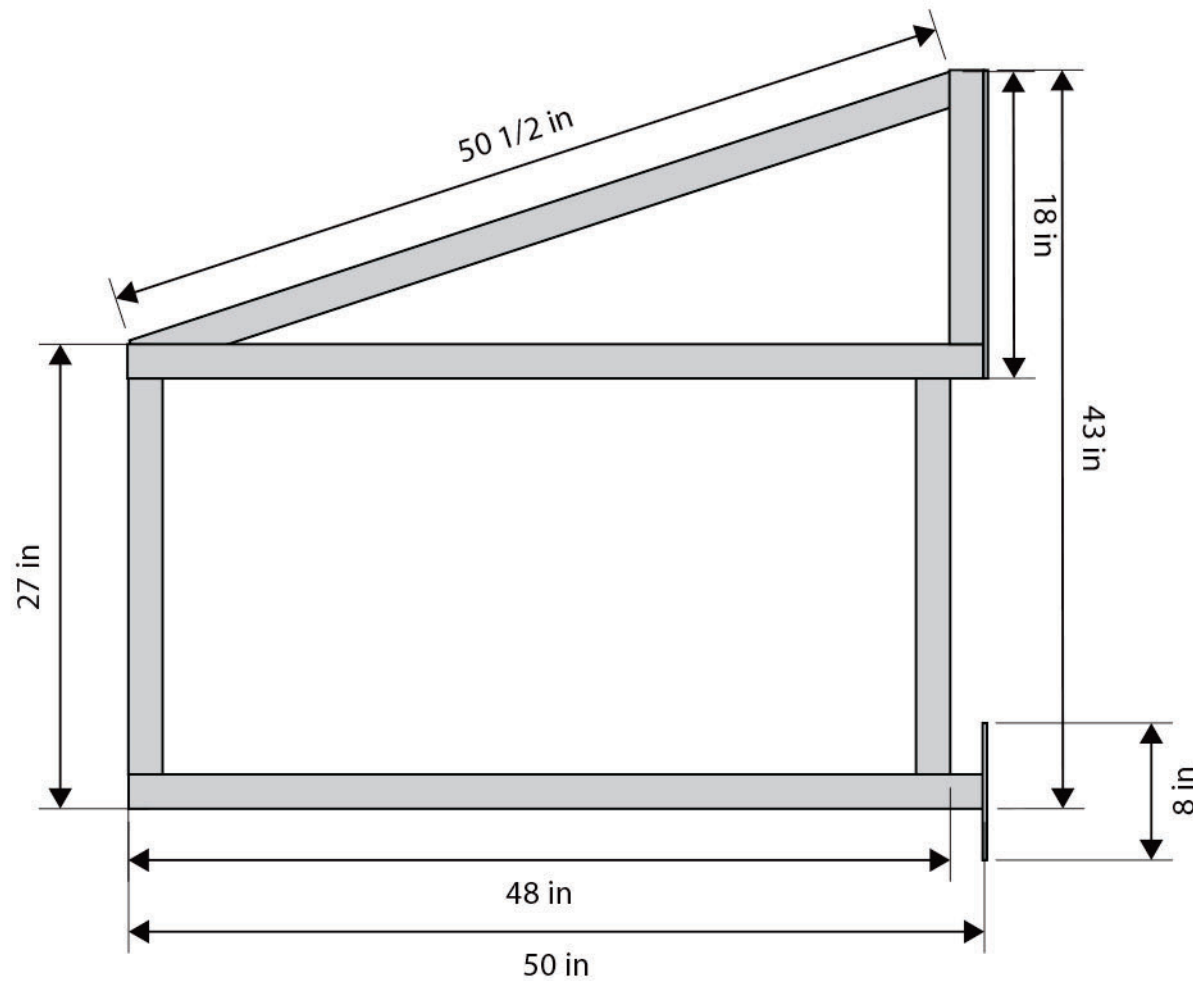
Jonni DuBray

Date:

8/21/2026

Aluminum Frame Fabrication:

2" x 2" Aluminum Tubing & 1/4" Mounting Plates



(605) 342-0481
Fax: (605) 342-9474
1650 Samco Rd.
Rapid City, SD 57701

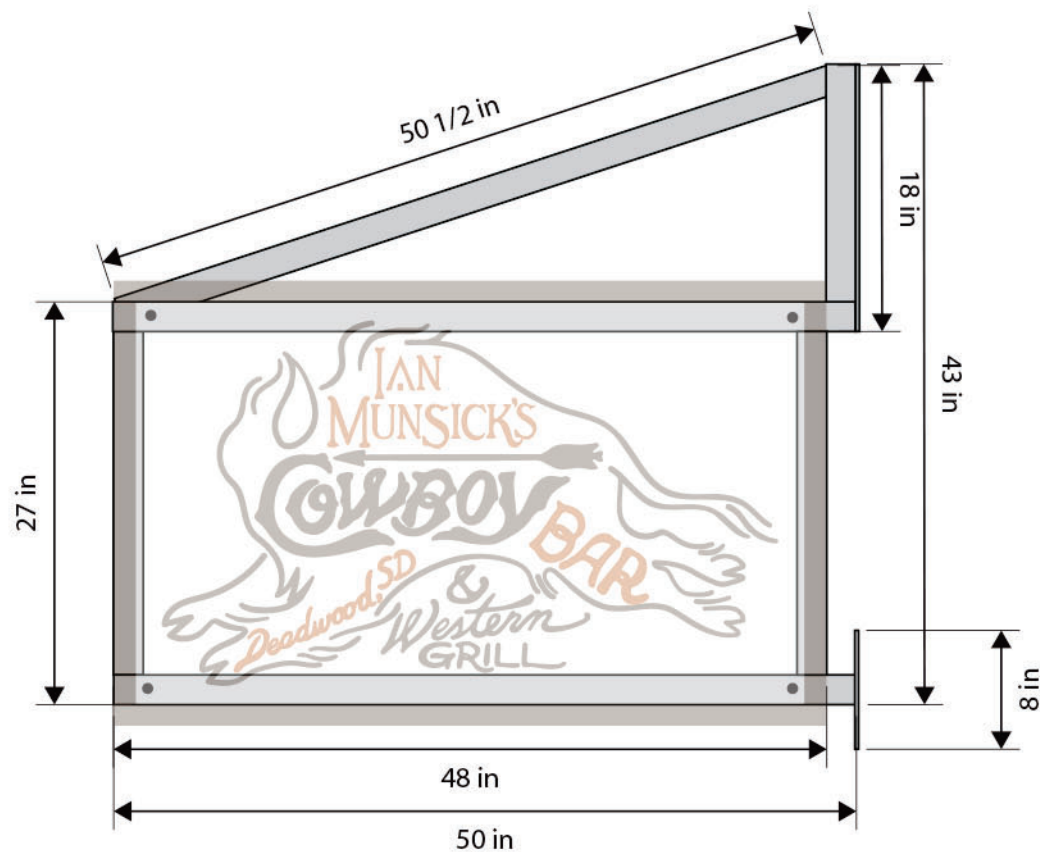
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Customer:
Ian Munsick
Cowboy Bar

Drawn By: Jonni
Date: 8/21/2026

Customer Signature: _____ Date: _____



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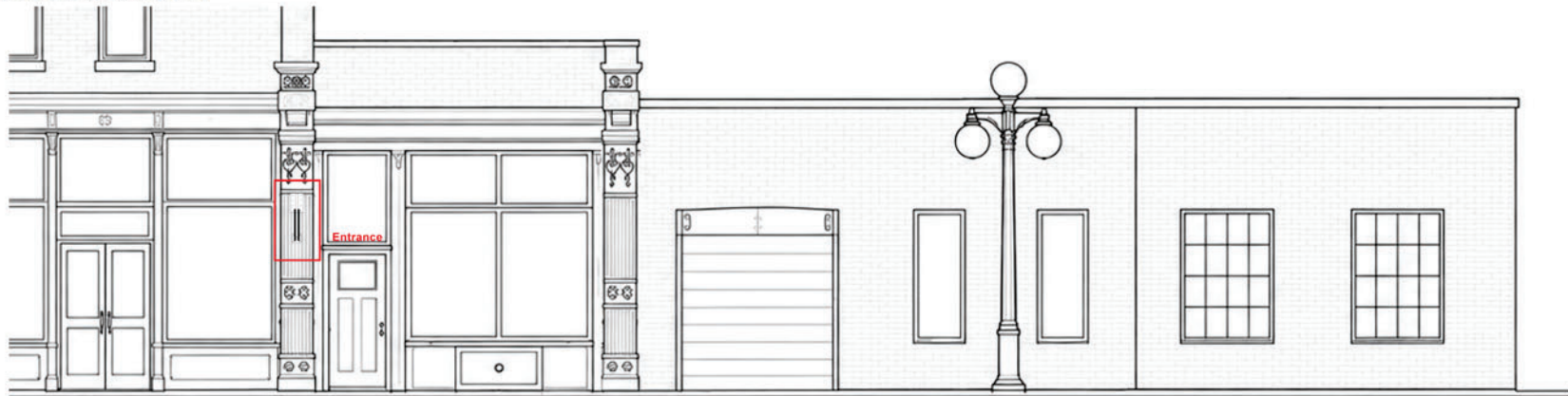
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Customer:
 Ian Munsick
 Cowboy Bar

Drawn By: Jonni
Date: 8/21/2026

Customer Signature: _____ Date: _____

Sign Placement:



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Rapid City, SD 57701

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