

SIGN PERMIT STAFF REPORT

Sign Review Commission

August 17, 2022

Applicant: Grace Ellenbecker

Address: 304 Cliff Street, Deadwood, SD 57732

Site Address of Proposed Signage: 304 Cliff Street (Deadwood Gulch Resort)

Computation of Sign Area

Building Frontage: 260 Feet

Total Available Signage: 520 Square Feet

Existing Signage: One freestanding sign (64 Square feet)
One wall sign (60 Square feet)
One window sign (7 Square feet – counted at 25% = 1.75 Square feet)

Remaining Available Signage Area: 394.25 Square Feet

Proposed Sign Project: Replace reader board portion of freestanding sign with sign face for Boston's Pizza

Proposed Building Materials: Composite with vinyl graphics (see attached rendering)

Proposed Lighting of the Signs: Existing external

Location of Proposed Sign: Sign is not being moved

Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and outside the national historic landmark district which is regulated by chapter 15.32.315 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 restaurant has been recently remodeled and is now a Boston's Pizza. The new sign face is to advertise this business.

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 to reface a portion of the freestanding sign at 304 Cliff Street

OR

Motion to deny proposed sign permit application as submitted