

## SIGN PERMIT STAFF REPORT

Sign Review Commission

August 17, 2022

**Applicant:** John Rogers

**Address:** 230 Cliff St, Deadwood, SD 57732

**Site Address of Proposed Signage:** 230 Cliff Street (in the addition to the convention center)

### Computation of Sign Area

**Building Frontage:** 61 Feet

**Total Available Signage:** 122 Square Feet

**Existing Signage:** None

**Remaining Available Signage Area:** 122 Square Feet

**Proposed Sign Project:** Install two new wall signs (32 Square Feet and 6.25 Square Feet)

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

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** Attached are photographs showing the proposed locations

### 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 applicant recently remodeled this addition to create rental office for UTVs and E-bikes. The Proposed sign is to advertise this business.

The proposed signs and their locations 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 two new wall signs at 230 Cliff Street

OR

Motion to deny proposed sign permit application as submitted