

SIGN PERMIT STAFF REPORT

Sign Review Commission

August 17, 2022

Applicant: Susan Kightlinger

Address: PO Box 308, Deadwood, SD 57732

Site Address of Proposed Signage: 1906 Deadwood Mtn Dr (Deadwood Mountain Grand)

Computation of Sign Area

Building Frontage: 320 Feet

Total Available Signage: 640 Square Feet

Existing Signage: One Freestanding (73 Square Feet - to be replaced)
One wall sign (117.5 Square Feet)
One wall sign (46 Square Feet)
One wall sign (109 Square Feet)

Remaining Available Signage Area: 294.5 Square Feet

Proposed Sign Project: Install new freestanding sign (76 Square Feet) in place of existing sign

Proposed Building Materials: Metal, High Density Urethane, and Metal Composite (see attached rendering)

Proposed Lighting of the Signs: Existing external

Location of Proposed Sign: Attached is a photograph showing the current sign. New sign would be in this same location.

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 wishes to replace the existing freestanding sign with a new freestanding sign of a different design in the same location. Please note that the original sign was permitted circa 2011 - 2012 and allowed to exceed the maximum overall size of 10 square feet. It was allowed to be enlarged to it's current size in 2013.



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

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

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 to replace the freestanding sign at 1906 Deadwood Mountain Drive
OR

Motion to deny proposed sign permit application as submitted