

OFFICE OF
Planning & Zoning
108 Sherman Street
Telephone (605) 578-2082
Fax (605) 578-2084



TRENT MOHR
Building Inspector
Dept. of Planning & Zoning
Telephone: (605) 578-2082
Fax: (605) 578-2084

Deadwood, South Dakota 57732

SIGN PERMIT STAFF REPORT

Sign Review Commission

June 4, 2025

Applicant: Mel Hanson

Address: 250 US Hwy 14A, Deadwood, SD 57732

Site Address of Proposed Signage: 250 US Hwy 14A (formerly Amish Furniture Store)

Computation of Sign Area

Building Frontage: 60 Feet

Total Available Signage: 120 Square Feet

Existing Signage: One Freestanding (45 Square Feet – not associated with this business)

Remaining Available Signage Area: 120 Square Feet

Proposed Sign Project: Install 2 new signs - (business name sign = 30 Square Feet), ("open" and "closed" sign = 20 Square Feet)

Proposed Building Materials: Wood and Metal (see attached rendering)

Proposed Lighting of the Signs: None

Location of Proposed Sign: Attached to corral panels. "open" and "closed" signs would be displayed alternately, not at the same time.

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 is leasing space on this property to operate a horseback ride business. The signs are to advertise this business.

The proposed signs and their locations are compliant with the sign ordinance.

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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 signs at 250 US Hwy 14 A

OR

Motion to deny proposed sign permit application as submitted.

Metal Sign 7 1/2 Feet Wide and 4 Feet Tall
Wrapped in Vinyl.

Sign will be mounted on the front of the corral
panel system on site. (will have hooks with
locking system that will
secure it to the panel)

Will be manufactured/made by
Mountain Men Metal Art / Cory Tolley
in Belle Fourche. (ph. 605-858-1593).

Mel's

HORSEBACK RIDES

5 Minutes: \$20 10 Minutes: \$30





Set up of corral panels. Dot is where I will hang my Mel's Horseback Rides sign. The Open/Closed sign will be hung on the west side.