



February 3, 2022

Dear members of the Deadwood Planning and Zoning Commission,

Thank you for taking the time to review our requests for variances for signage at Deadwood Mountain Grand, 1906 Deadwood Mountain Drive.

After consulting with Trent Mohr and Jeramy Russel I we were directed to request a variance for a sign at 'Location 2 – Patio by Stairs' and 'Layout 4 – 9' x 12' Wall Sign' on the Deadwood Mountain Grand property (see illustrations).

The area for 'Location 2' was approved in 2012 as a wayfinding sign for our property which became a Holiday Inn Resort at that time. We are requesting a variance to once again apply a sign in that location with the same function but a different design.


The area for 'Layout 4 – 9' x 12' Wall Sign' we are requesting a variance for two reasons. First, the large size of the building and how far the building is set back from roads and sidewalks would make the sign virtually impossible to read under the current ordinance. We are asking for a variance so the sign will be large enough for customers to understand the property is a Holiday Inn Resort.


Second, as a Holiday Inn Resort franchise we are required to have a certain amount of signage and wayfinding to enable customers to distinguish our property from other franchised properties. We have been non-compliant in that area for several years but are in negotiations to renew our contract and the signage is an important part of that process.

The combination of trying to comply with our franchise while attempting to adhere to Deadwood's Historic Preservation and Planning and Zoning guidelines requires us to humbly ask for a variance for both signs.

Both Trent and Jeramy have been invaluable and considerate resources for us through this process and we can't thank them enough for their direction. We understand Deadwood's strict guidelines and want to work with you in any way possible. Please don't hesitate to reach out with any questions and we look forward to seeing you at the next meeting.

Sincerely,


Susan Kightlinger
General Manager


George Milos
Director of Sales & Communications

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