



## SIGN PERMIT STAFF REPORT

Sign Review Commission

February 16, 2022

**Applicant:** Susan Kightlinger

**Address:** 1906 Deadwood Mountain Drive, 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 sign (71.25 Square Feet), one wall sign (117.5 Square Feet)

**Remaining Available Signage Area:** 451 Square Feet

**Proposed Sign Project:** Install two new wall signs "Location #2" (46 Square Feet) and "Layout #4" (109 Square Feet)

**Proposed Building Materials:** Metal and composite (see attached renderings)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** See attached renderings

### 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 install these new signs as part of the branding of this business as a Holiday Inn Resort. There has been a sign approved previously in location #2.



The proposed signs do require the following variances:

- "Location #2" the vertical dimension of the sign (5.8 feet) exceeds the 2 feet allowed by ordinance and the location on the building is higher than 25 feet above grade or the bottom of the second story windows. A sign was approved in 2013 for this approximate location, with variances granted for square footage and vertical dimension.
- "Layout #4" the vertical dimension of the sign (9 feet) exceeds the 2 feet allowed by the ordinance, the total square footage of the sign (109 square feet) exceeds the 50 square feet allowed in the ordinance, and the location on the building is higher than 25 feet above grade or the bottom of the second story windows.

Please see attached variance request letter also.

### **Variances**

The sign permit application in review as proposed requires 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 permits for two new wall signs at 1906 Deadwood Mountain Drive granting variances from the sign ordinance

OR

Motion to deny proposed sign permit application as submitted