



SIGN PERMIT STAFF REPORT

Sign Review Commission

September 4, 2024

Applicant: Emily Costopoulos

Address: 745 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 745 Main Street (formerly KDSJ)

Computation of Sign Area

Building Frontage: 32 Feet

Total Available Signage: 64 Square Feet

Existing Signage: One freestanding sign (to be replaced) permit for this sign as approved April 4, 2024

Remaining Available Signage Area: 64 Square Feet

Proposed Sign Project: Install new freestanding sign (21 Square Feet)

Proposed Building Materials: Wood, aluminum, and aluminum composite panels (see attached rendering)

Proposed Lighting of the Signs: None

Location of Proposed Sign: Left of the front door, in between two windows

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 "coming soon" sign, which was permitted on April 4, 2024, with a new freestanding sign. This sign will be a permanent advertisement for the businesses located at this address.



The proposed sign requires two variances from the sign ordinance. A variance is needed to allow the sign to be larger than ten square feet and a second variance is required to allow the bottom of the sign to be lower than eight feet above grade.

The sign's proposed location is compliant with the sign ordinance.

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

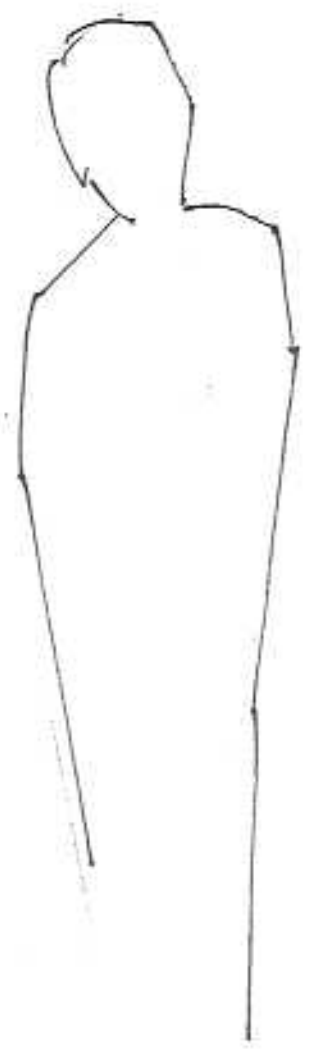
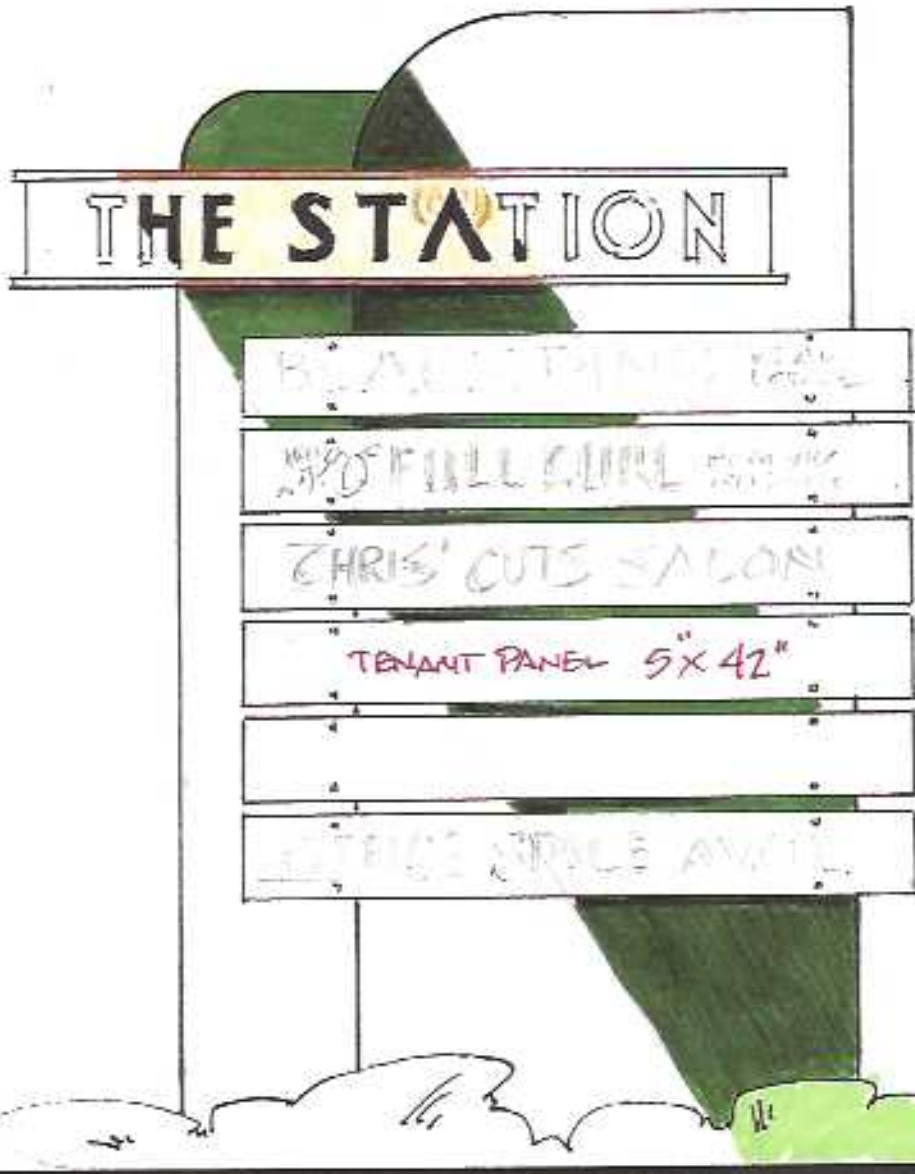
Motion to approve the requested variances and permit for new freestanding sign at 745 Main Street

OR

Motion to deny proposed sign permit application as submitted

42"

6'



SCALE: 1" = 1'-0"

Designed exclusively for: THE STATION - EMILY COSTOPOULOS	Date: 8/17/24
Address: 245 MAIN ST DEADWOOD	Phone: 858.472.6986



Tim Peterson
ARTIST
3123 E. FAIRGROUNDS LOOP STE. C
SPEARFISH, SD 57783
(605) 642-5794

50% DEPOSIT REQUIRED ON ALL WORK. BALANCE DUE ON COMPLETION.
This design is the property of the designer, and may not be reproduced in any manner without written permission.

Project Specs from Flat Earth Art Co

"My marker colors are a bit darker than the final product would be. My intent is to make the small left hand panel in the same green as the building (Sage Green Light) and the larger right panel would be a darker shade of that color.

This piece is made of layers of aluminum panels. The smaller left panel is under the larger right panel and the station panel is mounted on top of that. There will be stand-offs to emphasize this layered effect. The tenant panels will be fastened into the right hand panel."

One freestanding double-sided sign 72"h x 42"w x 10"deep

All panels of aluminum or aluminum composite materials (ACM) 1/8" or 1/4"

Primary panels (3) clear coated with automotive clear (not tenant panels)

THE STATION panel of 1/4" ACM

Flat painted with horizontal copper tubing top and bottom

Includes 6 sets of ACM tenant panels 5"h x 42"w x 1/4" thick

One set BLACK PINE, 5 sets blank white

Substructure of treated 5x6 timbers and redwood

Timbers set in cement

Any exposed wood oil primed and painted

Ends/top of sign boxed in with aluminum or ACM

Emily Costopoulos
745 Main Street
Deadwood SD 57732
858-472-6986
August 23, 2024

Planning and Zoning Commission
City of Deadwood
108 Sherman St.
Deadwood, SD 57732

Dear Members of the Planning and Zoning Commission,

I am writing to formally request a variance from the sign permit regulations as outlined in Chapter 15.32 of the Deadwood Municipal Code. My property, located at 745 Main Street, has a building frontage of 30 feet, which under current regulations permits a 30-square-foot projecting sign. However, due to unique circumstances, I am requesting to allocate this square footage to a freestanding sign instead, which is currently limited to 10 square feet.

Special Circumstances and Conditions:

- 1. Limited Frontage Space:** The frontage of my building is significantly occupied by three large windows, a door, and a circular overhang. As such, there is insufficient space to accommodate a 30-square-foot projecting sign without obstructing these architectural features.
- 2. Historical Integrity:** The building's historical components, including double-hung windows, textured stucco, and the circular overhang, would be visually overwhelmed by a projecting sign of this size. Preserving the historical aesthetics of the building is a priority, and a freestanding sign would allow us to maintain the integrity of these elements.
- 3. Multi-Tenant Occupancy:** The building is intended for use by multiple local businesses, including Black Pine Real Estate, Full Curl Roofing Co., and Chris Cuts It, with space for three more tenants. A freestanding sign would provide a clear and cohesive way for these businesses to be identified by the public, while aligning with the historic character of the district.

Additionally, I am requesting a variance to allow the sign to be less than eight feet high, as required by the ordinance. The sign would be placed between the two windows on the left of the front door, and positioned perpendicular to the building, in a location where pedestrian traffic is minimal, thus not necessitating a height of eight feet.

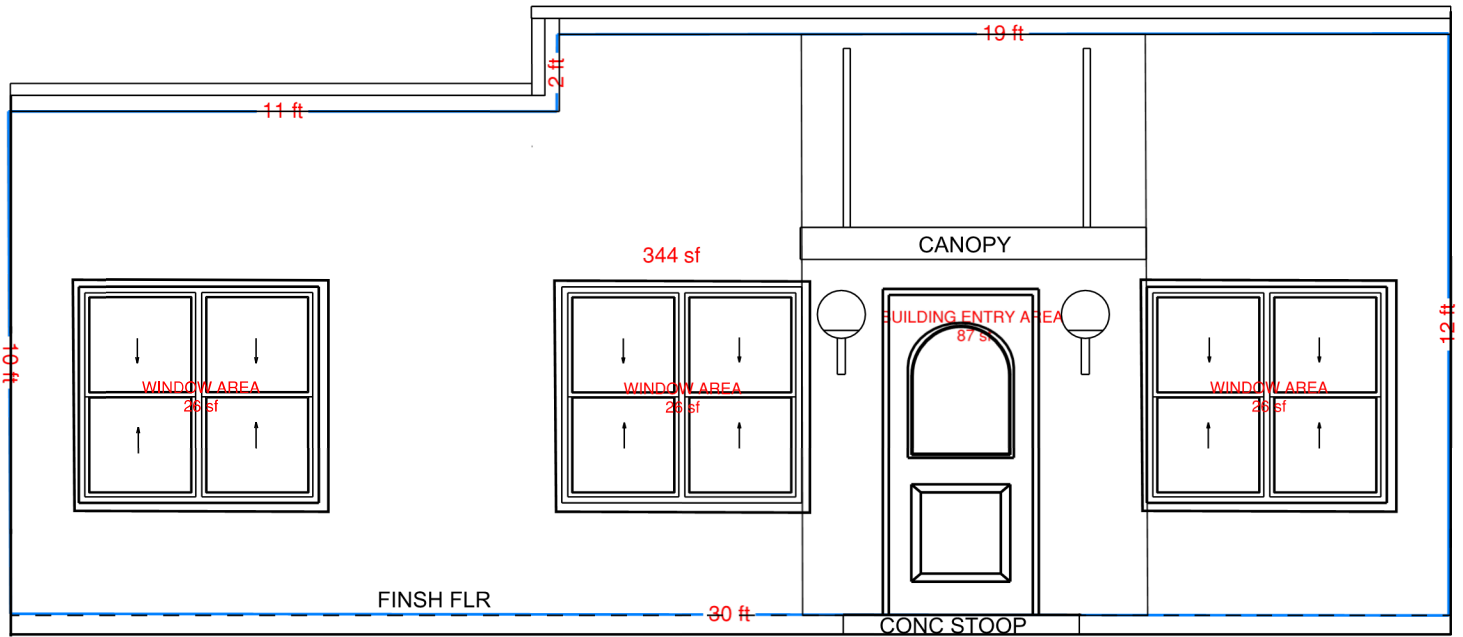
To support this request, I have attached a sketch of the proposed sign by Tim Peterson from Flat Earth Art Co., who has extensive experience in designing signs that complement Deadwood's historic architecture.

I believe these special circumstances and the thoughtful design of the sign justify a variance from the existing ordinance. The proposed sign would enhance both the visibility of the businesses and the historic charm of the building, without disrupting the character of the surrounding area.

Thank you for your consideration. I am happy to provide any additional information or answer questions to support my application.

Sincerely,

Emily Costopoulos



FRONT ELEVATION

FRONT ELEVATION WALL AREA

WALL AREA GROSS 344 SQ.FT
 WINDOW OPENINGS 78 SQ. FT.
 BUILDING PUBLIC ENTRY AREA 87 SQ.FT.
 NET WALL AREA 179 SQ. FT.

745 MAIN STREET DEADWOOD SD
 BLACK PINE REAL ESTATE OFFICE