

## SIGN PERMIT STAFF REPORT

Sign Review Commission

February 17, 2021

**Applicant:** Gold Run LLC

**Address:** 4124 Highland Castle CT, Las Vegas, NV 89129

**Site Address of Proposed Signage:** 196 Cliff Street (Super 8)

### Computation of Sign Area

**Building Frontage:** 328 Feet

**Total Available Signage:** 656 Square Feet

**Existing Signage:** One wall sign on storage building (5 Square Feet)  
One freestanding sign near storage building (49 Square Feet)  
One wall sign above main covered entrance (33 Square Feet)  
One freestanding sign near main covered entrance (128 Square Feet)  
One wall sign above covered entrance to north (33 Square Feet)  
One wall sign on north face of building (10.5 Square Feet)  
One freestanding sign north entrance of parking lot (18.25 Square Feet)  
Two freestanding signs at entrances of south parking lot (8 Square Feet Each)

**Remaining Available Signage Area:** 363.25 Square Feet

**Proposed Sign Project:** Install new wall sign (45 Square Feet)

**Proposed Building Materials:** Metal and vinyl (see attached rendering)

**Proposed Lighting of the Signs:** Direct lighting

**Location of Proposed Sign:** Please see attached

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

The applicant wishes to add this sign to advertise the gaming space at the hotel.

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

### **Variances**

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 wall sign at 196 Cliff Street

OR

Motion to deny proposed sign permit application as submitted.