

SIGN PERMIT STAFF REPORT

Sign Review Commission

November 11, 2025

Applicant: Joey Carns

Address: 21374 Snowy Bluffs Rd, Lead, SD 57754

Site Address of Proposed Signage: 460 Main St (formerly From the Hills)

Computation of Sign Area

Building Frontage: 100 Feet

Total Available Signage: 200 Square Feet

Existing Signage: None

Remaining Available Signage Area: 200 Square Feet

Proposed Sign Project: Install projecting sign (10 Square Feet) and one new wall sign (24 Square Feet)

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

Proposed Lighting of the Signs: External Illumination

Location of Proposed Sign: Attached is a photograph showing the proposed locations.

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 recently leased the space and has opened a new retail store specializing in antiques. The proposed signs are to advertise this new store.



The proposed wall sign is compliant with the ordinance. The proposed projecting sign does require a variance. The proposed location is not compliant with the requirement that projecting signs be on the same façade as the public entrance. The applicant has requested a variance and it is attached to this report. A variance was previously granted in 2023 for a sign in this same location for the previous business. All other aspects of the proposed projecting sign are compliant with the ordinance. The projecting sign will encroach into the Highway Right of Way and the applicant has been granted an encroachment permit by the SDDOT. This is also attached to this report.

Variances

The sign permit application in review as proposed requires a variance 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 new wall sign and new projecting sign granting a variance for the location of the projecting sign at 460 Main Street.

OR

Motion to deny proposed sign permit application as submitted.

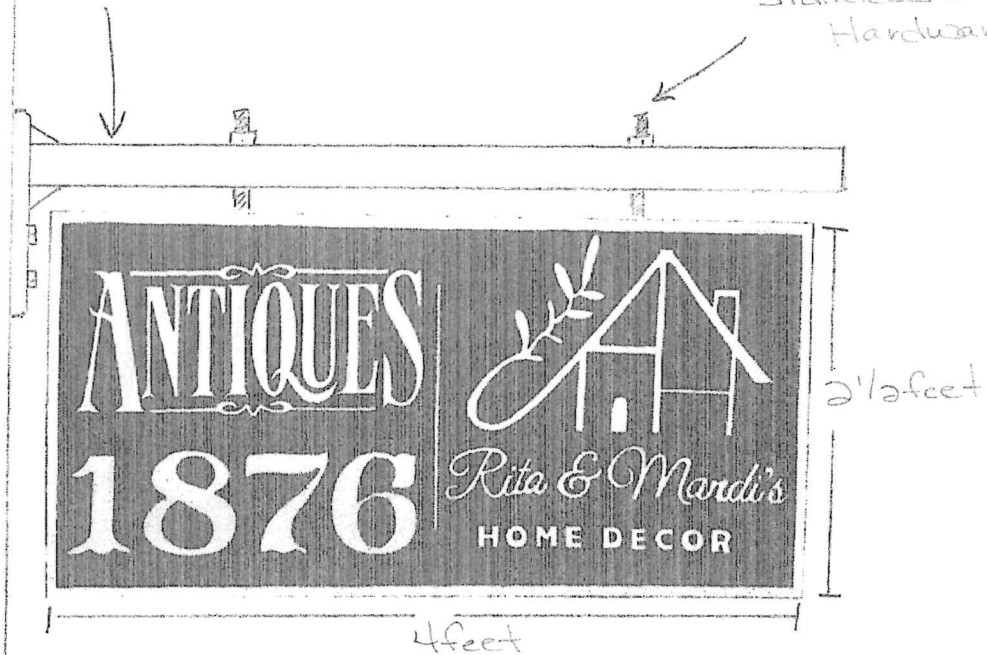
- Building at 460 Main St
Deadwood, SD

- Double Sided with
each side being the
same

- Sign is constructed of wood

Existing Bracket
from Hub Insurance

Stainless Steel
Hardware



The color scheme is:

Black for the sign field

Antique White for the lettering

ANTIQUES

1876



Rita & Mardi's

HOME DECOR

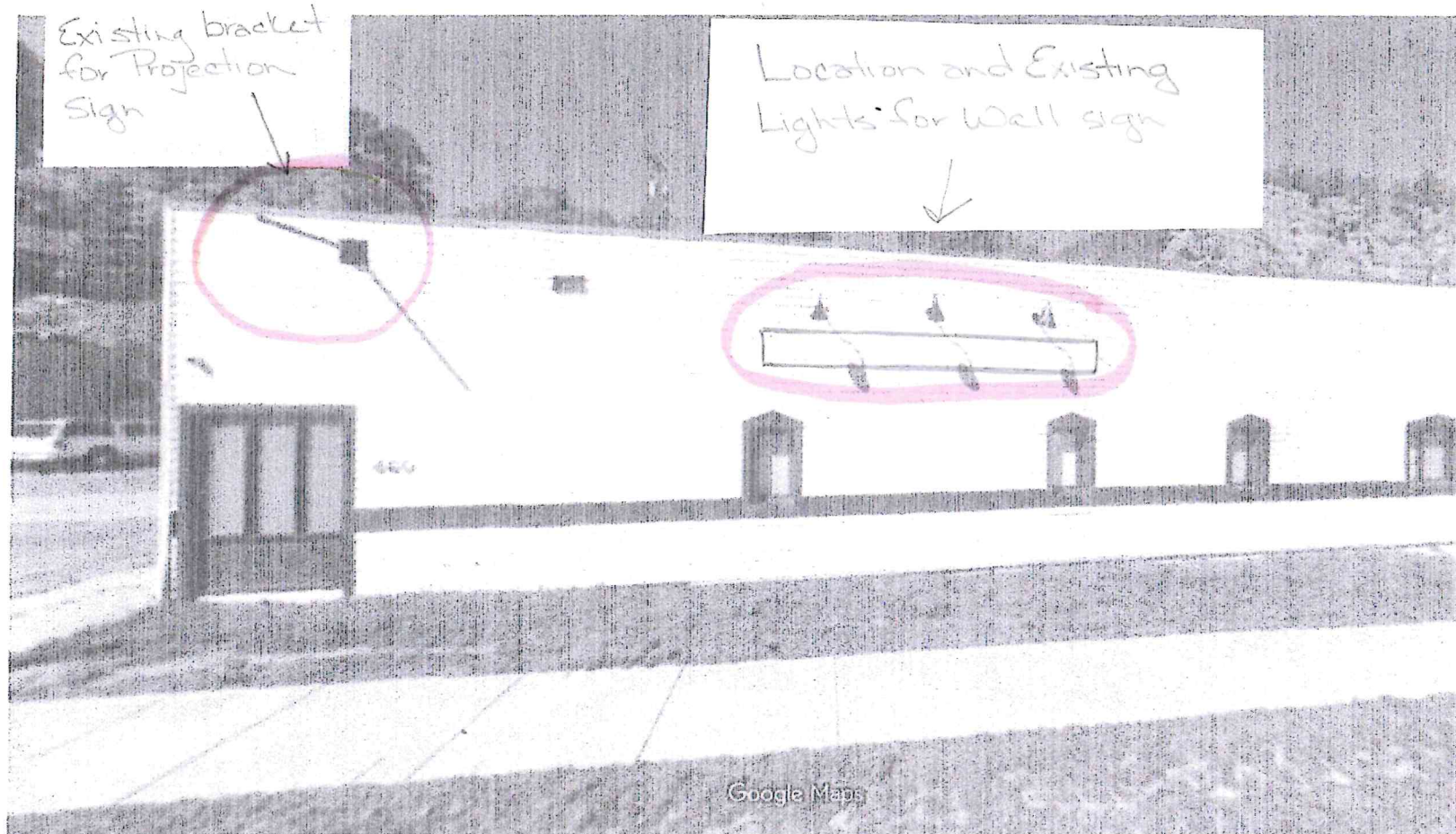
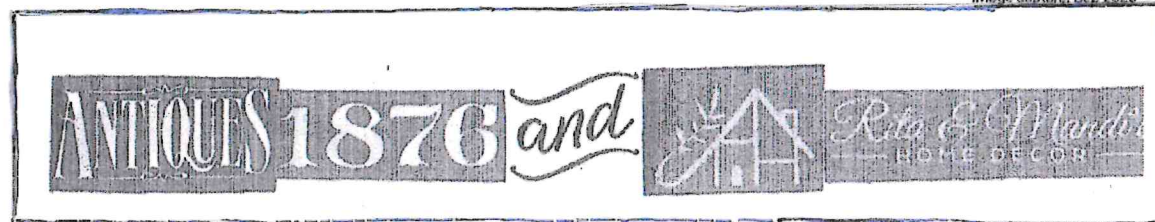


Image capture: Sep 2025

- Mock up of Wall Sign.
- The colors will be Black for the sign field and Antique White for the Letters.



12'

3'

TO: Sign Review Commission

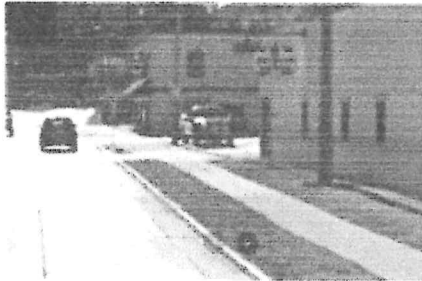
Re: Antiques 1876 is requesting a variance to the requirements for a projecting sign found in City Ordinance 15.32.300.

An excerpt of the ordinance follows:

Projecting Sign. One projecting sign per public entrance so long as such entrances are at least ten (10) feet apart. Such signs shall be attached at right angles to a building, shall have no more than two faces, shall be located on the same facade as the public entrance and within reasonable proximity to that entrance...

We are requesting a variance based on the following.

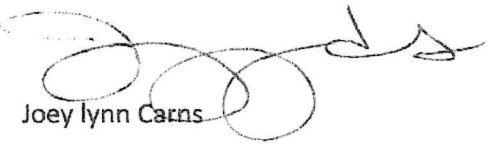
1. There are special conditions or circumstances affecting the property such that the strict application of the provisions of this ordinance would deprive the applicant of the reasonable use of the applicant's land. Under the current sign code the sign over the entrance would not be visible to south bound motorists because of existing buildings, trees, or other obstructions.
2. Replacing the prior tenants sign in the same position is necessary for the preservation and enjoyment of a substantial property right of the petitioner.



Sample of previous sign

3. The granting of the variance will not be detrimental to the public welfare or injurious to the other property in the area in which the property is situated and will not have an adverse effect upon traffic or traffic, safety. Safety may improve with signage as new customers, most likely enter Deadwood heading southbound, would find the location easier and not be distracted by looking for the entrance hidden from their view.

Thank you for your consideration in this matter.


Joey Lynn Carns

Owner - Antiques 1876

SOUTH DAKOTA DEPARTMENT OF TRANSPORTATION
APPLICATION FOR PERMIT TO OCCUPY RIGHT-OF-WAY: ENCROACHMENT

Highway No. 14A/85 County Lawrence Project No. _____ PCEMS _____
City Deadwood Legal Description See Attached 460 Main St.

Description of Encroachment: A 2.5 foot x 4 foot Projection sign on an existing bracket

I, the undersigned, request permission to occupy public right-of-way at the above location and as shown on the attached photo. In consideration for this permission, I agree to abide by all conditions as herein stated.

1. To furnish all materials, labor, incidentals and pay all costs involved with this occupancy including restoration of any damage to the roadway and right-of-way to equal or better conditions than existed prior to the occupancy covered by this permit.
2. To provide protection to highway traffic during occupancy by the use of proper signs, barricades, flagpersons and lights as prescribed in the "Manual of Uniform Traffic Control Devices."
3. To indemnify, hold and save harmless the State of South Dakota, its Department of Transportation and the City of Deadwood SD, their Officers and Employees, from any and all suits, actions or claims of any kind or nature brought because of any injuries or damage received or sustained by any person or property on account of the use or occupancy of right right-of-way designated in this application.
4. To move said encroachment out of the Right-of-Way when it becomes structurally or functionally obsolete, or requires replacement, upgrading or refurbishing for any reason, including storm damage.
5. The replacement of obsolete or the installation of new awnings, canopies, marquees, advertising signs or similar installations supported wholly from the building shall be permitted provided that no part of the encroachment is less than 3 feet back from the face of the curb and 8 feet above the curb elevation.
6. In the event the encroachment, by reason of color or placement, obscures or in any way detracts from the effectiveness of the highway signs, traffic signals, pedestrian safety, or interferes with the free or safe flow of the traffic, the City shall cause the removal of such encroachment or take appropriate measures to improve highway signs or traffic signals and traffic safety.

SIGNATURE [Signature] DATE Oct. 23, 2005
ADDRESS 21374 Snowy Bluffs Rd. Lead, SD 57754 TELEPHONE 406-861-1741
REPRESENTING Antiques 1876 - 460 Main Street Deadwood, SD 57732
(Name of Individual, Company, Organization, etc.)

To be completed by Department of Transportation

Station 14A/85 Milepost 41.29 Lt. Photo Number See Attached

1. Special Conditions Sign was permitted under PCN 04FA Photo #2
Encroached 4.5 ft
2. Failure to accomplish the occupancy in accordance with the provisions of this permit will automatically render this permit null and void and where applicable, constitute grounds for its removal and/or full restoration of the occupancy site all at the applicant's expense.

This permit to occupy right-of-way is granted to all conditions as herein stated on this 27 day of October, 2005.

City of Rapid City

Area Engineer

cc. City of Deadwood.

COPY