



SIGN PERMIT STAFF REPORT

Sign Review Commission

January 15, 2025

Applicant: Scott and Kayla Betton

Address: 20500 Oakbrook Rd, Whitewood, SD 57793

Site Address of Proposed Signage: 230 Cliff Street (in the addition to the convention center)

Computation of Sign Area

Building Frontage: 61 Feet

Total Available Signage: 122 Square Feet

Existing Signage: None

Remaining Available Signage Area: 122 Square Feet

Proposed Sign Project: Install two new wall signs freestanding sign (32 Square Feet combined) and add 24 Square Feet to the existing freestanding sign (new total size = 88 Square Feet)

Proposed Building Materials: Composite panels (see attached rendering)

Proposed Lighting of the Signs: External illumination

Location of Proposed Sign: See attached renderings

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 applicants have opened a UTV and Snowmobile rental business at this location the proposed signs are to advertise this business. I have contacted a representative of the property owner, and they have indicated to me their approval of the proposed signs.

The proposed signs and their locations 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 signs and addition to existing freestanding sign at 230 Cliff Street

OR

Motion to deny proposed sign permit application as submitted.

UTV/Snowmobile Rentals



605-827-7009

DeadwoodUtvSnow.com





4' x 6' sign