



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

SIGN PERMIT STAFF REPORT

Sign Review Commission

December 4, 2024

Applicant: Mike Willey – Rosenbaum Signs

Address: 51650 Samco Rd, Rapid City, SD 57702

Site Address of Proposed Signage: 78 Cliff Street (Northern Hills Federal Credit Union)

Computation of Sign Area

Building Frontage: 100 Feet

Total Available Signage: 200 Square Feet

Existing Signage: One Freestanding – 44 Square Feet (to be re-faced)

Remaining Available Signage Area: 156 Square Feet

Proposed Sign Project: Install new sign faces on existing sign that are the same size as existing

Proposed Building Materials: Faces are aluminum composite panels (see attached rendering)

Proposed Lighting of the Signs: None

Location of Proposed Sign: Location of sign is not changing

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 applicant wishes to re-face the existing freestanding sign. The business has a redesigned logo which will be represented on the new sign faces. This sign was originally permitted in 2007 as the Dakota Territory Federal Credit Union. The sign was re-faced in 2014 when the business name changed to Northern Hills Federal Credit Union.

The proposed alteration of this sign is 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 to alter the freestanding sign at 78 Cliff Street

OR

Motion to deny proposed sign permit application as submitted.



42" x 92"

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