



## SIGN PERMIT STAFF REPORT

Sign Review Commission

March 17, 2021

**Applicant:** Andy Mosher, Executive Director, Deadwood Alive

**Address:** PO Box 190, Deadwood, SD 57732

**Site Address of Proposed Signage:** 624 Main Street (Wild Bill Bar)

### Computation of Sign Area

**Building Frontage:** 25 Feet

**Total Available Signage:** 50 Square Feet

**Existing Signage:** Wall sign (50 Square Feet counted as 25 Square Feet)  
Projecting sign (5 Square Feet counted as 2.5 Square Feet)  
Projecting sign (12.5 Square feet counted as 6.25 Square Feet)

**Remaining Available Signage Area:** 16.25 Square Feet

**Proposed Sign Project:** Relocate projecting sign (15 Square Feet) from 715 Main Street and install new window sign (5 Square Feet counted at 25% = 1.25 Square Feet)

**Proposed Building Materials:** painted metal and vinyl (see attached renderings and photos)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** See attached rendering

### 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.*

Beginning this season the Trial of Jack McCall will be held upstairs at this location. The projecting sign is being relocated from previous location at the Masonic Center, 715 Main Street. The window sign will be new. This signage is to advertise the new location of the Trail of Jack McCall.

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 to relocate one projecting sign and install new window sign at 624 Main Street

OR

Motion to deny proposed sign permit application as submitted.