



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

## SIGN PERMIT STAFF REPORT

Sign Review Commission

May 20, 2026

**Applicant:** Russ Harper

**Address:** 304 Cliff Street, Deadwood, SD 57732

**Site Address of Proposed Signage:** 300 Cliff Street (formerly Boston's Pizza)

### 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 new valance sign (size does not count against total allowed)

**Proposed Building Materials:** Fabric (see attached rendering – please note – not to scale)

**Proposed Lighting of the Signs:** None

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

### 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 has completed a remodel of this building, and it will now be a coffee and wine bar. The proposed sign is to advertise this new business. PLEASE NOTE the rendering is not to scale. The proposed sign is 12 inches in height.

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 valance sign at 300 Cliff Street

OR

Motion to deny proposed sign permit application as submitted.



side (no words on side)

123' front

Colors: Black  
Valiance w  
White & Gold  
letters



05/13/2026



05/13/2026