



## SIGN PERMIT STAFF REPORT

Sign Review Commission

February 15, 2023

**Applicant:** Scott O'Hare

**Address:** PO Box 467, Deadwood, SD 57732

**Site Address of Proposed Signage:** 628 Main Street (Fairmont Hotel)

### Computation of Sign Area

**Building Frontage:** 122 Feet

**Total Available Signage:** 244 Square Feet

**Existing Signage:** One valance - Fairmont (N/A - size not counted against total allowed)

**Remaining Available Signage Area:** 244 Square Feet

**Proposed Sign Project:** Sign "A" wall sign (9 Square Feet) on stairwell railing – Main Street  
Sign "B" projecting sign (15 Square Feet) on Main Street side  
Sign "C" wall sign (9 Square Feet) on Wall Street side

**Proposed Building Materials:** Wood and metal (see attached renderings)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** Please see attached photographs

### 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 wishes to install the proposed signs to advertise a bar that will be in the basement of the Fairmont Hotel. This is the former location of Deadwood Tobacco Company. Deadwood Tobacco Company had signs in these same locations. One difference will be on the Wall Street side where there was a projecting sign a wall sign is proposed. The applicant made this change so the sightline to the stop sign would not be blocked.

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 permits for three new signs at 628 Main Street

OR

Motion to deny proposed sign permit application as submitted.