



SIGN PERMIT STAFF REPORT

Sign Review Commission

July 1, 2026

Applicant: Terri Ward

Address: 270 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 270 Main Street (First Gold)

Computation of Sign Area

Building Frontage: 355 Feet

Total Available Signage: 710 Square Feet

Existing Signage: One freestanding (138.5 Square Feet), one freestanding (39 Square Feet), and one wall sign (18 square feet)

Remaining Available Signage Area: 514 Square Feet

Proposed Sign Project: Replace graphic for Horseshoe Restaurant on existing sign

Proposed Building Materials: Vinyl and Metal (see attached rendering)

Proposed Lighting of the Signs: External

Location of Proposed Sign: Attached is a rendering showing the current and proposed sign

Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and inside the national historic landmark district which is regulated by chapter 15.32.310 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 replace the graphic advertising the Horseshoe Restaurant with the new logo. This would not alter the size or location of the existing freestanding sign.

The proposed sign and its location are compliant with the sign ordinance.

OFFICE OF
Planning & Zoning
108 Sherman Street
Telephone (605) 578-2082
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"The Historic City of the Black Hills"
Deadwood, South Dakota 57732

TRENT MOHR
Building Official
Dept. of Planning & Zoning
Telephone: (605) 578-2082
Fax: (605) 578-2084

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 replace Horseshoe Restaurant graphic on existing freestanding sign at 270 Main Street

OR

Motion to deny proposed sign permit application as submitted.

Double Sided Monument Sign Update

Horseshoe Logo



(605) 342-0481
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1650 Samco Rd.
Rapid City, SD 57701

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Customer:
First Gold Hotel

Drawn By: Jonni
Date: 6/10/2026

Customer Signature:

Terrill A. Ward

Date:

6/10/2026