



# 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:** Install new wall sign (106 Square Feet)

**Proposed Building Materials:** Plastic and metal composite (see attached rendering)

**Proposed Lighting of the Signs:** External

**Location of Proposed Sign:** On north wall of building. See attached rendering.

## 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 install a new wall sign on the north side of the building to help advertise this business.

The proposed sign requires a variance from the ordinance. Given the sign would be closer than 50 feet from the highway, the ordinance limits the maximum vertical dimension to 7 feet. The proposed sign has a vertical dimension of 8 feet. See attached variance request from applicant.



## **Variances**

The sign permit application in review as proposed requires a variance 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 wall sign granting a variance for the vertical dimension at 270 Main Street

OR

Motion to deny proposed sign permit application as submitted.

Layout 10D  
 Overall Size: 8' x 13.25'



1/2" PVC  
 with printed  
 graphics

ACM Panel  
 with printed  
 graphics

Black:  
 1/8" ACM Panel

White:  
 1/2" White PVC

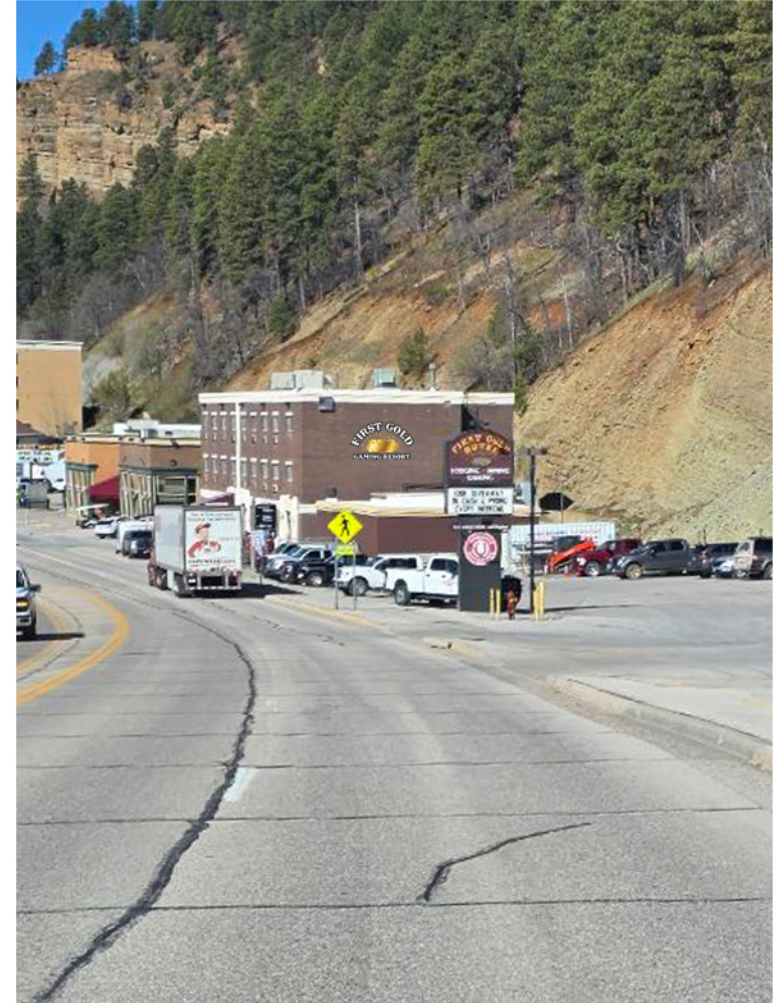
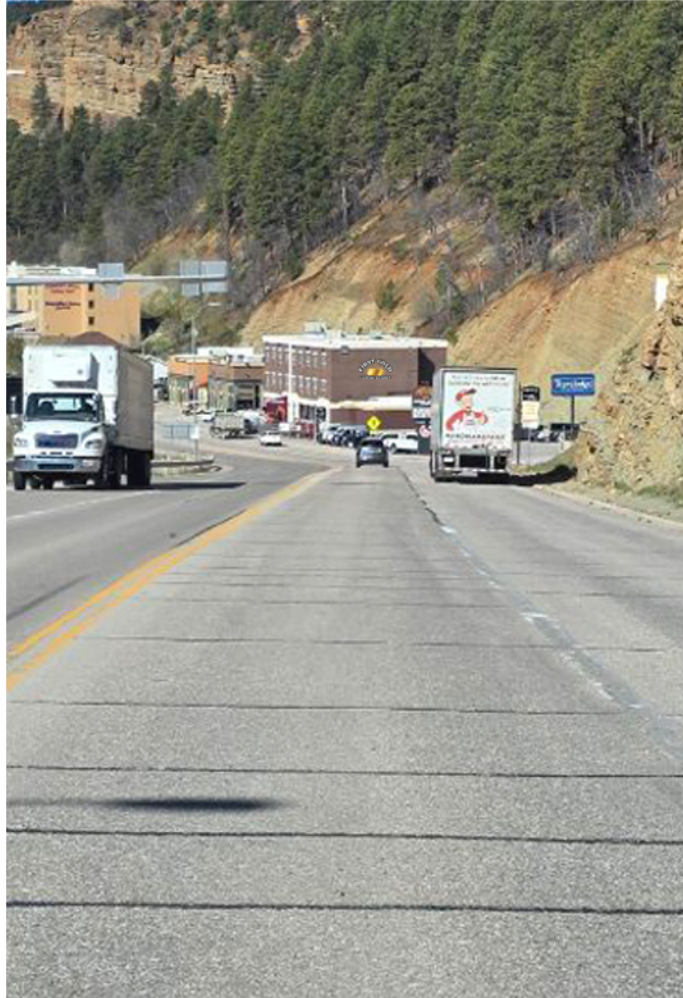
(605) 342-0481  
 Fax:(605) 342-9474  
 1650 Samco Rd.  
 Rapid City, SD 57701



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**Customer:** First Gold Hotel  
**Drawn By:** Jonni  
**Date:** 6/3/2026

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Layout 10D  
Distance  
Mockups  
(Sign is  
8' x 13.25')**



**(605) 342-0481  
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Rapid City, SD 57701**

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**Customer:**  
First Gold  
Gaming Resort

**Drawn By:** Jonni  
**Date:** 6/3/2026

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Layout 10D

Day:



Night:

(Spotlight to be installed by customer at later date, may create shadows depending on location of spotlight)



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