

Date: May 06, 2026

Case No. 260094
Address: 306 Main St.

Staff Report

The applicant has submitted an application for Project Approval for work at 306 Main St., a Contributing structure located in the Forest City Planning Unit in the City of Deadwood.

Applicant: Optima LLC
Owner: OPTIMA LLC
Constructed: c 1920

CRITERIA FOR THE ISSUANCE OF A PROJECT APPROVAL

The Historic Preservation Commission shall use the following criteria in granting or denying the Project Approval:

General Factors:

1. Historic significance of the resource:

This building is a contributing resource in the Deadwood National Historic Landmark District. It is significant for its historic association with the commercial growth and economic activity which took place in Deadwood and the northern Black Hills from the late 1920s until World War II. Spurred by a resurgence in local mining activity, Deadwood experienced a period of expansion and new construction during these decades that it had not seen since the nineteenth century. These decades saw the construction of a number of new commercial buildings in Deadwood. Many of these new buildings were built to serve the region's increasing automobile population. While others were geared to serve the Black Hills' growing tourist industry. The period's commercial buildings displayed a variety of forms: many, though utilized the Deco or Moderne styles which were popular nationally for retail buildings of the time. This building's design, however, reflects only its function.

2. Architectural design of the resource and proposed alterations:

The applicant is requesting permission to move this historic structure from its current location on Main Street to Charles Street, preserving the structure and enabling continued residential use in a historically appropriate setting.

Attachments: Yes

Plans: Yes

Photos: Yes

Staff Opinion: Over the years this area of Main Street has become highly commercialized and no longer has a residential environment. The proposed plan would move this structure, along with the other proposed resources, to a suitable location to re-create a residential neighborhood environment along Charles Street in Deadwood. Historical research shows several residential structures were lost on this parcel over the decades and this area is currently zoned Commercial.

Through a project approval process and negotiated developer agreement, the proposed relocation site would be rezoned residential, deed restrictions, and preservation covenants placed on the resources to ensure long-term preservation methods are in place for perpetual protection. It is staff's

opinion that the proposed project is a suitable request in light of the adverse effect that has had on the lower Main Street area through years of development, preservation battles and court cases.

At this time, staff recommends consideration of a conditional approval to provide direction for staff and Optima, LLC to negotiate a final agreement outlining conditions for final approval by the Deadwood Historic Preservation Commission. If properly implemented, it is staff's opinion, the proposed work and changes would not encroach upon, damage or destroy a historic resource or have an adverse effect on the character of the building or the historic character of the State and National Register Historic Districts or the Deadwood National Historic Landmark District.



Motions available for commission action:

A: If you, as a commissioner, have determined the Project DOES NOT Encroach Upon, Damage or Destroy a historic property then:

Based upon all the evidence presented, I find that this project **DOES NOT** encroach upon, damage, or destroy any historic property included in the national register of historic places or the state register of historic places, and therefore move to grant a project approval.

If you, as a commissioner, have determined the Project will Encroach Upon, Damage or Destroy a historic property then:

B: First Motion:

Based upon all the evidence presented, I move to make a finding that this project **DOES** encroach upon, damage, or destroy any historic property included in the national register of historic places or the state register of historic places. [If this, move on to 2nd Motion and choose an option.]

C: Second Motion:

Option 1: Based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, *et seq*, I find that the project is **NOT ADVERSE** to Deadwood and move to **APPROVE** the project as presented.

OR

Option 2: Based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, *et seq*, I find that the project is **ADVERSE** to Deadwood and move to **DENY** the project as presented.

OR

Option 3: Based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, *et seq*, I find that the project is **ADVERSE** to Deadwood, but the applicant has explored **ALL REASONABLE AND PRUDENT ALTERNATIVES**, and so I move to **APPROVE** the project as presented.