

OFFICE OF  
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Deadwood, South Dakota 57732

## SIGN PERMIT STAFF REPORT

Sign Review Commission  
October 6, 2021

**Applicant:** Frank and Kit Pavich

**Address:** 789 Main Street, Deadwood, SD 57732

**Site Address of Proposed Signage:** 789 Main Street (American Family Insurance)

### Computation of Sign Area

**Building Frontage:** 31 Feet

**Total Available Signage:** 62 Square Feet

**Existing Signage:** One Freestanding (10 Square Feet) and one hanging sign (3 Square Feet)

**Remaining Available Signage Area:** 49 Square Feet

**Proposed Sign Project:** New sign below existing freestanding sign (3.3 Square Feet)

**Proposed Building Materials:** Painted metal (see attached rendering)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** Added below existing freestanding sign (see attached photos)

### 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 has remodeled the rear of this building from office space to residential living quarters and is operating it as a short-term rental. The proposed sign is to advertise this business.

The proposed sign and its location are compliant with the sign ordinance. Please note that the existing freestanding sign was granted a variance in the past to be larger than 10 square feet and taller than 5 feet.

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## **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 the proposed sign at 789 Main Street

OR

Motion to deny proposed sign permit application as submitted.