



SIGN PERMIT STAFF REPORT

Sign Review Commission

October 18, 2023

Applicant: Mike Percevich

Address: 11 Charles Street, Deadwood, SD 57732

Site Address of Proposed Signage: 11 Charles Street (formerly The Real Estate Center)

Computation of Sign Area

Building Frontage: 215 Feet

Total Available Signage: 430 Square Feet

Existing Signage: One freestanding and two wall signs (to be replaced)

Remaining Available Signage Area: 430 Square Feet

Proposed Sign Project: Replace existing with signs the same size and materials but with different graphics

Sign A: freestanding sign (48 Square Feet)

Sign B: wall sign (12.5 Square Feet)

Sign C: wall sign (12.5 Square Feet)

Proposed Building Materials: Metal (see attached rendering)

Proposed Lighting of the Signs: None

Location of Proposed Sign: The new signs would be in the same location as the existing signs

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 replace the existing signs with signs depicting the new company name.

The existing signs were granted variances in 2014. The freestanding sign was allowed to be larger than 10 square feet and the two wall signs were allowed to be taller than 2 feet. Allowing



the proposed signs to be the same size would require continuing these variances. All other aspects of the proposed signs comply with the sign ordinance.

Variances

The sign permit application in review as proposed requires no new 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 three new signs at 11 Charles Street

OR

Motion to deny proposed sign permit application as submitted