



SIGN PERMIT STAFF REPORT

Sign Review Commission

May 3, 2023

Applicant: Blake Haverberg

Address: PO Box 594, Deadwood, SD 57732

Site Address of Proposed Signage: 460 Main Street (From the Hills – formerly HUB Insurance)

Computation of Sign Area

Building Frontage: 100 Feet

Total Available Signage: 200 Square Feet

Existing Signage: One wall sign (37 Square Feet)

Remaining Available Signage Area: 163 Square Feet

Proposed Sign Project: Install projecting sign in different location than previously approved (24 Square Feet)

Proposed Building Materials: Wood and Metal (see attached rendering and photographs)

Proposed Lighting of the Signs: None

Location of Proposed Sign: Attached is a photograph showing the current location

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.*

At the August 3, 2022, Planning and Zoning meeting a permit was approved for a wall sign and a projecting sign for this business. The proposed locations of these signs were compliant with the ordinances and required no variances.

On February 10, 2023, I observed that the projecting sign had been installed in a location different than what had been approved and not in compliance with the ordinances. The sign also encroaches into the state highway right of way. I contacted the owner and directed him to



relocate the sign. He indicated to me that he wanted to keep the sign where it is and asked how that could be accomplished. We discussed that it would take a new sign permit approved by the Sign Review Commission. This would involve requesting and being granted a variance from the ordinance requirements that a projecting sign be located on the same façade as a public entrance. Additionally, a right to occupy permit would need to be obtained from the South Dakota Department of Transportation. The owner has obtained this permit.

The proposed sign is complaint, the location does require a variance from the ordinance.

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 the sign in its installed location granting a variance from the sign ordinance

OR

Motion to deny proposed sign permit application as submitted.