

SIGN PERMIT STAFF REPORT

Sign Review Commission

May 3, 2023

Applicant: Allison Roach of Love Sign Co

Address: 51 53 & 55 Sherman Street, Deadwood, SD 57732

Site Address of Proposed Signage: 51 53 & 55 Sherman Street (formerly Deadwood Dick's)

Computation of Sign Area

Building Frontage: 251 Feet

Total Available Signage: 502 Square Feet

Existing Signage: None

Remaining Available Signage Area: 502 Square Feet

Proposed Sign Project: Install 4 new signs:

"B1" a wall sign (32 Square Feet)

"B2" a wall sign (43.3 Square Feet)

"B3" a wall sign (17.8 Square Feet)

"P1" a projecting sign (25.5 Square Feet)

Proposed Building Materials: Metal and high-density foam (see attached rendering)

Proposed Lighting of the Signs: Exterior lighting

Location of Proposed Sign: Please see attached rendering

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.*

This building is currently being remodeled and when finished will have a casino on the first floor, a sports book on the second floor and a restaurant on the third floor. The business name is "The Landmark Casino"

The proposed signs and their locations are compliant with the sign ordinance.



"The Historic City of the Black Hills"
Deadwood, South Dakota 57732

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 new signs at 51 53 & 55 Sherman Street

OR

Motion to deny proposed sign permit application as submitted.