



# DEADWOOD HISTORY Inc.

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April 23, 2021

City of Deadwood  
Planning and Zoning Commission  
Sign Review Commission  
102 Sherman Street  
Deadwood, SD 57732

Dear Commission Members:

Deadwood History, Inc. (DHI) is asking the Sign Review Commission of the Planning and Zoning Commission for variances of signage requirements at the Adams House; specifically, the requirements that signs be limited to 10 square feet in area and five feet in height. These variances are necessary if the sign is to have an impact and visibility.

The sign that DHI would like to install at the Adams House measures 14 square feet in area and seven feet in height. The new sign will be placed on the lawn at the Adams House, situated between the small spruce tree and the flag pole. At this location, the sign will be visible to traffic coming from both the north and the south.

The purpose of the sign is to inform the public that the beautiful Adams House is a historic home that welcomes visitors to come inside, take a guided tour of the property, and learn about Deadwood's history in a unique environment. In order for the sign to achieve its intended purpose, it has to be visible.

The only visitor parking available at the Adams House is on Van Buren Street. When cars are parked there, a five foot high sign would be difficult to see. Today, the vehicles of choice, majority of the time, are SUVs and trucks. The height of these vehicles parked on Van Buren Street would greatly impede the visibility of a five foot sign. A seven foot sign would receive better visibility and exposure.

If these sign variances are approved, it would increase visitation at the Adams House, a jewel of Deadwood's history and an impressive example of historic preservation.

Thank you for your time and consideration of this request.

Best,

Carolyn Weber  
Executive Director