



Deadwood Alive Inc
P.O. Box 190
Deadwood, SD 57732

May 21, 2022

Sign Review Commission
Deadwood City Hall
102 Sherman Street
Deadwood, SD 57732

Dear Commissioners,

I am writing to request a variance to the sign ordinance for the Trial of Jack McCall projecting sign at the Franklin Hotel. The Trial of Jack McCall will be held in the Franklin Hotel banquet room this year and we would like to hang our existing projecting sign above the Shine Street entrance. We will be using this entrance exclusively for our guests in an effort to comply with gaming commission restrictions on children in gaming areas. It provides the most direct access to the banquet room limiting exposure to gaming.

According to current Deadwood ordinances, it "shall project no more than 6 feet from the face of the building, or four feet back from the face of the curb, which ever is less". We will be under the 6 foot projection limit but would be unable to comply with the setback from the curb. The distance from the building to the face of the curb in this location is approximately 55 inches and will not allow room for a sign.

We respectfully request a variance to the sign ordinance that will allow us to display our sign above the Shine Street entrance to the Franklin Hotel.

Thank you so much

Andy Mosher

Executive Director
Deadwood Alive