

## SIGN PERMIT STAFF REPORT

Sign Review Commission

June 1, 2022

**Applicant:** Andy Mosher, Executive Director, Deadwood Alive

**Address:** PO Box 190, Deadwood, SD 57732

**Site Address of Proposed Signage:** 700 Main Street (Franklin Hotel)

### Computation of Sign Area

**Building Frontage:** 140 Feet

**Total Available Signage:** 280 Square Feet

**Existing Signage:** One wall sign (43.75 Square Feet) and one hanging sign (8 Square Feet)

**Remaining Available Signage Area:** 228.25 Square Feet

**Proposed Sign Project:** Install new projecting sign (17 Square Feet) relocated from 624 Main

**Proposed Building Materials:** Painted metal (see attached rendering)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** Attached is a photograph showing the proposed 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.*

Beginning this season, the Trial of Jack McCall will be held at this location. The applicant wishes to relocate this sign from 624 Main Street and install above the door patrons of the Trial of Jack McCall will use to enter and exit the building.

The proposed sign does require one variance from the sign ordinance. The sign ordinance requires that a projecting sign not project no more than 6 feet from the face of the building or 4 feet back from the face of the curb whichever is less. This proposed sign does not project more than 6 feet from the building but will be approximately 1.5 feet from the face of the curb.



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Deadwood, South Dakota 57732

## 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 granting a variance for new projecting sign 700 Main Street

OR

Motion to deny proposed sign permit application as submitted.