



## Planning and Zoning Commission Regular Meeting Agenda

Wednesday, March 02, 2022 at 5:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes**
  - a. Approval of February 16, 2022 Minutes
4. **Sign Review Commission**
  - a. 685 Main Street and 19 Deadwood Street - Rich Turbiville - Install Four New Wall Signs and Six New Awning Signs
5. **Items from Citizens not on Agenda**  
(Items considered but no action will be taken at this time.)
6. **Items from Staff**
7. **Adjournment**

*Planning and Zoning Commission meetings are not available by Zoom unless requested.*



# Planning and Zoning Commission Regular Meeting Minutes

Wednesday, February 16, 2022 at 5:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

## 1. Call to Order

The meeting of the Deadwood Planning and Zoning Commission was called to order by Chairman Martinisko on Wednesday, February 16, 2022 at 5:00 p.m. in the Deadwood City Hall Meeting Room, located at 102 Sherman Street, Deadwood, SD 57732.

## 2. Roll Call

PRESENT

Commissioner (Chair) John Martinisko  
 Commissioner (Vice-Chair) Josh Keehn  
 Commissioner (Secretary) Dave Bruce  
 Commissioner Kevin Wagner  
 Commissioner Vicki Dar

City Commissioner Charlie Struble

STAFF PRESENT

Jeremy Russell, Planning and Zoning Administrator  
 Trent Mohr, Building Inspector  
 Bonny Anfinson, Program Coordinator

## 3. Approval of Minutes

a. Approval of February 2, 2022 Minutes

***It was moved by Commissioner Wagner and seconded by Commissioner Keehn to approve the February 2, 2022 minutes. Voting Yea: Keehn, Martinisko, Wagner, Bruce, Dar***

## 4. Sign Review Commission

a. 732 Main Street - Kristine Villafuerte - Install New Freestanding Sign

Mr. Mohr stated the applicant is requesting permission to install a new freestanding sign. This request is a continuation of the new signage for this business in conjunction with the rehabilitation of the facade. The proposed sign and its location are compliant with the sign ordinance. This application does not require variances from the sign ordinance. ***It was moved by Commissioner Bruce and seconded by Commissioner Dar to approve the freestanding sign for 732 Main Street. Voting Yea: Dar, Bruce, Wagner, Martinisko, Keehn***

b. 1906 Deadwood Mountain Drive - Susan Kightlinger - Install Two New Wall Signs

Mr. Mohr stated the applicant is requesting permission to install two new wall signs on the building located at 1906 Deadwood Mtn. Drive. The new signs are part of

the branding of the business as a Holiday Inn Resort. A sign was previously approved in location #2. The proposed signs require variances. Location #2 the vertical dimension of the sign exceeds the two feet allowed by ordinance and the location on the building is higher than 25 feet above grade or the bottom of the second story windows. A sign was approved in 2013 for this approximate location, with variances granted for square footage and vertical dimension. Layout #4 the vertical dimension of the sign exceeds the two feet allowed by the ordinance, the total square footage of the sign exceeds the 50 square feet allowed in the ordinance, and the location of the building is higher than 25 feet above grade or the bottom of the second story windows. ***It was moved by Commissioner Dar and seconded by Commissioner Wagner to approve the permits for two new wall signs at 1906 Deadwood Mountain Drive granting variances from the sign ordinance. Voting Yea: Dar, Bruce, Wagner, Martinisko, Keehn***

**5. Items from Citizens not on Agenda**

(Items considered but no action will be taken at this time.)

**6. Items from Staff**

Commissioner Wagner stated he received comments at the MSI meeting regarding the Dog Park. Mr. Russell stated there are other locations they are looking at as well such as Whitewood Trail Extension and Powerhouse Park.

**7. Adjournment**

***It was moved by Commissioner Keehn and seconded by Commissioner Bruce to adjourn the regular meeting of the Planning and Zoning Commission. Voting Yea: Dar, Bruce, Wagner, Martinisko, Keehn***

There being no further business, the Planning and Zoning Commission adjourned at 5:22 p.m.

ATTEST:

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Chairman, Planning & Zoning Commission  
*Bonny Anfinson, Program Coordinator*

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Secretary, Planning & Zoning Commission

OFFICE OF  
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 108 Sherman Street  
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"The Historic City of the Black Hills"  
 Deadwood, South Dakota 57732

**TRENT MOHR**  
 Building Inspector  
 Dept. of Planning & Zoning  
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## SIGN PERMIT STAFF REPORT

Sign Review Commission

March 2, 2022

**Applicant:** Rich Turbiville

**Address:** 685 Main Street, Deadwood, SD 57732

**Site Address of Proposed Signage:** 685 Main St & 19 Deadwood St (Hickok's)

### Computation of Sign Area

**Building Frontage:** 211 Feet

**Total Available Signage:** 422 Square Feet

**Existing Signage:** None

**Remaining Available Signage Area:** 422 Square Feet

**Proposed Sign Project:** Install Four new wall signs and six new awning signs:

#### Wall Signs

- "Rocksino 1" (12 Square Feet)
- "Rocksino 2" (12 Square Feet)
- "Rocksino 3" (12 Square Feet)
- "Rocksino 4" (44 Square Feet)

#### Awning Signs

- "Canopy 1- 6" (Square footage of these signs does not count against total allowed)

**Proposed Building Materials:** Wall signs are metal and awning signs are fabric (see attached renderings)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** Attached are drawings indicating propose locations

### 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*

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*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.*

The applicant wishes to replace all existing signage for this business as it is being rebranded as a new business.

Two of the proposed wall signs require variances. "Rocksino 1" requires a variance as the top of the sign will be higher than the bottom of the second story windows. "Rocksino 4" requires two variances as the top of the sign is higher than the bottom of the second story windows and the vertical dimension of 21 feet exceeds the 2 feet required by ordinance. There is an existing sign in this location with a vertical dimension of 25 feet.

All of the other proposed signs and their locations are compliant with the ordinance and require no variances.

### **Variances**

The sign permit application in review as proposed requires 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 wall and awning signs as proposed at 685 Main Street and 19 Deadwood Street

OR

Motion to deny proposed sign permit application as submitted.

### SIGNAGE

ROCKSINO 1 – 12 SF

ROCKSINO 2 – 12 SF

ROCKSINO 3 – 12 SF

ROCKSINO 4 – 44 SF



SIGNAGE SQUARE FOOTAGE





VINTAGE EDISON PARAPET LIGHTS



SIGNAGE

**Rock sino**  
BY HARD ROCK

DEADWOOD



NEW SIGNAGE



BRANDING AND BUILDING IMPROVEMENTS



Reverse non-illuminated channel letters



OUTLAW SQUARE  
DESIGN PRESENTATION

CITY PLANNING & ZONING COMMISSION  
SIGNAGE DESIGN

02-09-2022





**SIGNAGE**

ROCKSINO 1 – 12 SF

**ROCKSINO 2 – 12 SF**

ROCKSINO 3 – 12 SF

ROCKSINO 4 – 44 SF



SIGNAGE SQUARE FOOTAGE





Reverse non-illuminated channel letters



.063 aluminum faces  
.040 aluminum returns  
Flush, stud mounted

Routed aluminum  
stud mounted

OUTLAW SQUARE  
DESIGN PRESENTATION

CITY PLANNING & ZONING COMMISSION  
SIGNAGE DESIGN

02-09-2022





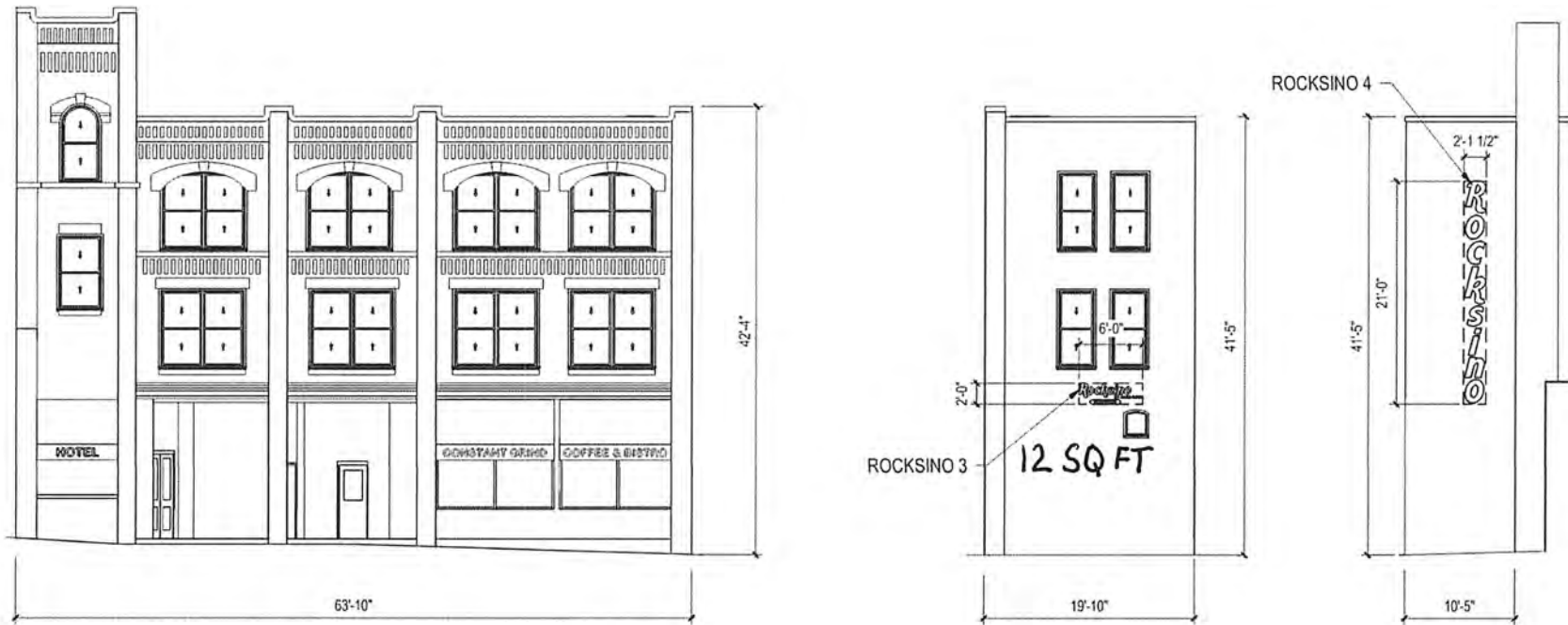
SIGNAGE

ROCKSINO 1 – 12 SF

ROCKSINO 2 – 12 SF

**ROCKSINO 3 – 12 SF**

ROCKSINO 4 – 44 SF



SIGNAGE SQUARE FOOTAGE





NEW SIGNAGE

EXISTING SIGNAGE UPDATED

VIEW 4



Reverse non-illuminated channel letters



.063 aluminum faces  
 .040 aluminum returns  
 Flush, stud mounted

Routed aluminum  
 stud mounted

OUTLAW SQUARE  
 DESIGN PRESENTATION

CITY PLANNING & ZONING COMMISSION  
 SIGNAGE DESIGN

02-09-2022





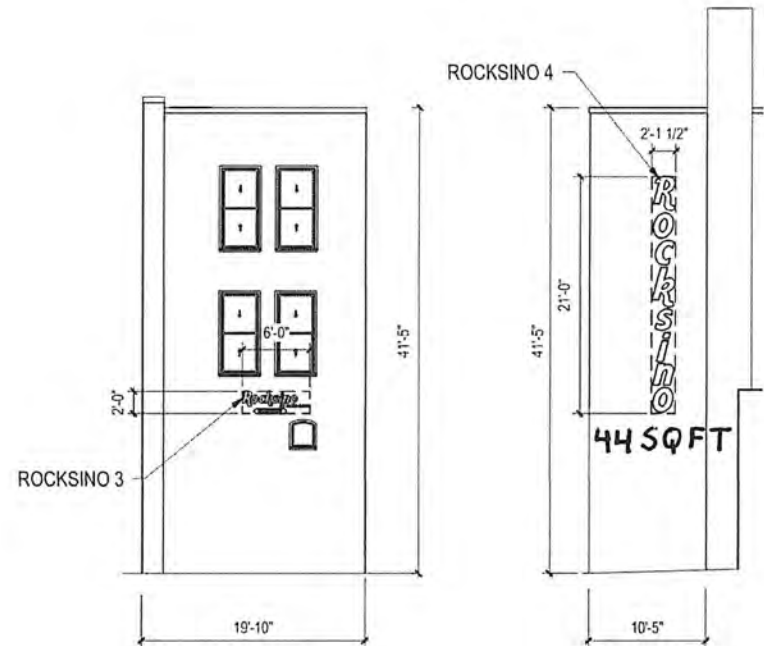
SIGNAGE

ROCKSINO 1 – 12 SF

ROCKSINO 2 – 12 SF

ROCKSINO 3 – 12 SF

ROCKSINO 4 – 44 SF



SIGNAGE SQUARE FOOTAGE





NEW SIGNAGE

EXISTING SIGNAGE UPDATED

VIEW 4



Reverse non-illuminated channel letters



.063 aluminum faces  
 .040 aluminum returns  
 Flush, stud mounted



Routed aluminum  
 stud mounted

OUTLAW SQUARE  
 DESIGN PRESENTATION

CITY PLANNING & ZONING COMMISSION  
 SIGNAGE DESIGN

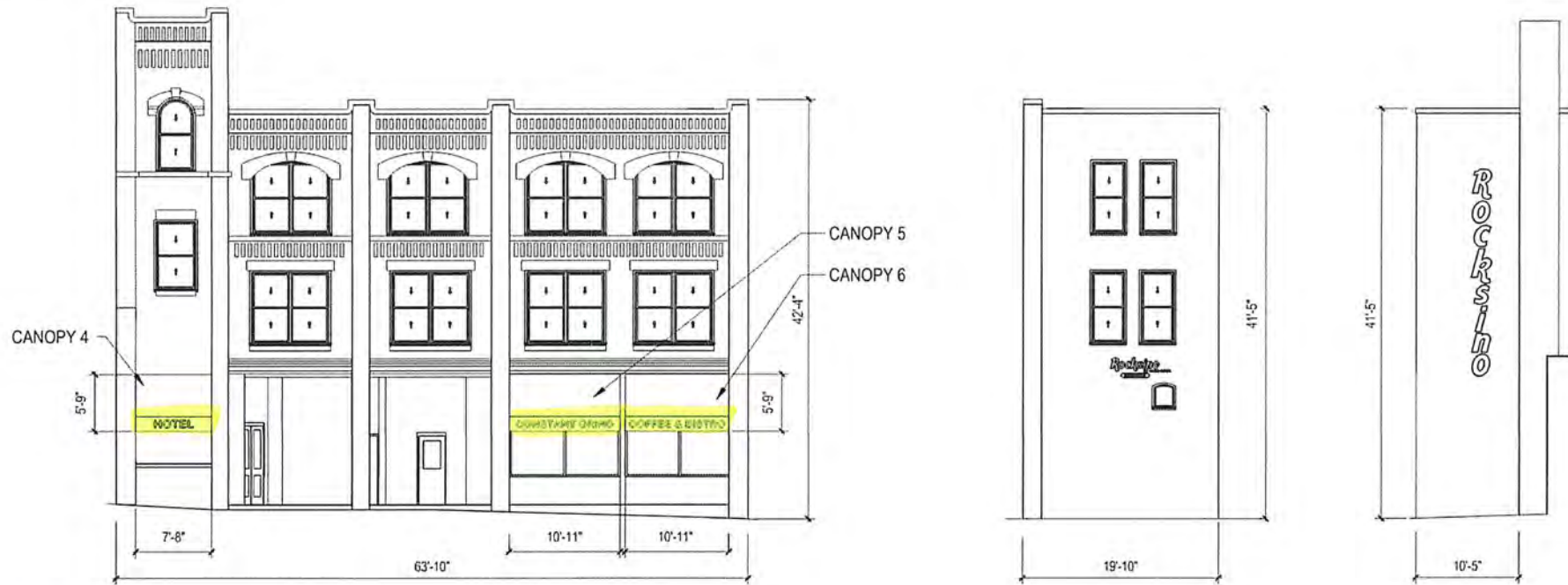
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**SIGNAGE**

- CANOPY 1 – 486 SF
- CANOPY 2 – 29 SF
- CANOPY 3 – 68 SF
- CANOPY 4 – 44 SF
- CANOPY 5 – 63 SF
- CANOPY 6 – 63 SF



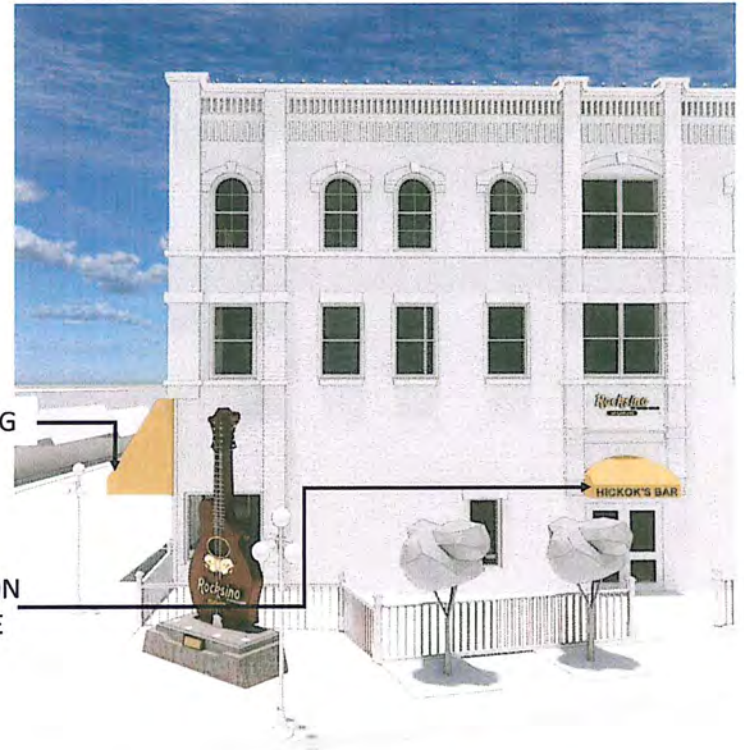
SIGNAGE SQUARE FOOTAGE



VINTAGE EDISON PARAPET LIGHTS



SIGNAGE



NEW AWNING

BRANDING ON 12" VALANCE



BRANDING AND BUILDING IMPROVEMENTS











BRANDING ON 12" VALANCE

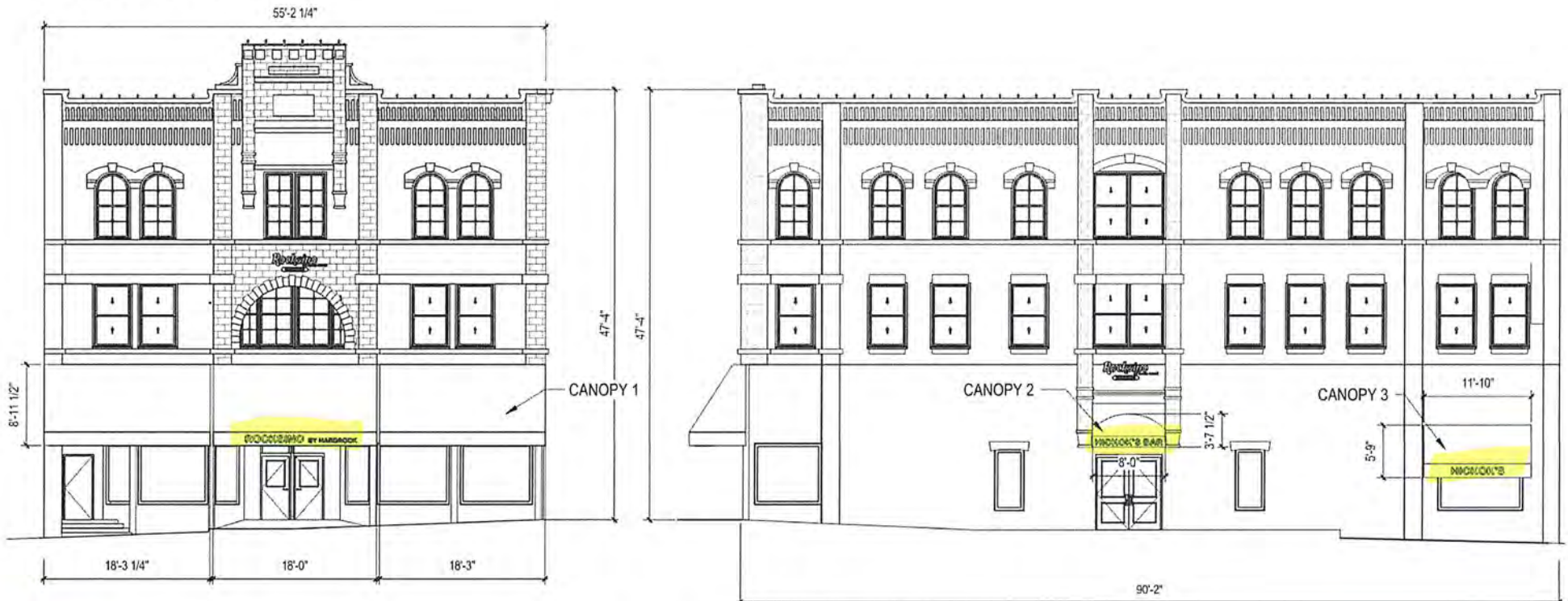


VIEW 5



**SIGNAGE**

- CANOPY 1 – 486 SF
- CANOPY 2 – 29 SF
- CANOPY 3 – 68 SF
- CANOPY 4 – 44 SF
- CANOPY 5 – 63 SF
- CANOPY 6 – 63 SF



SIGNAGE SQUARE FOOTAGE



"Rockeino" 

We would like to request a variance for this sign facing Main Street since it is above the 2<sup>nd</sup> story windows for the following reasons:

- It is the only logical placement without altering the historic architecture of the building.
- Included are 20 photos of current signs in Deadwood that show a precedent of signs that are above the 2<sup>nd</sup> story windows and it appears all of them are taller than 24 inches. 14 of those signs are within the boundaries of the Historic District.





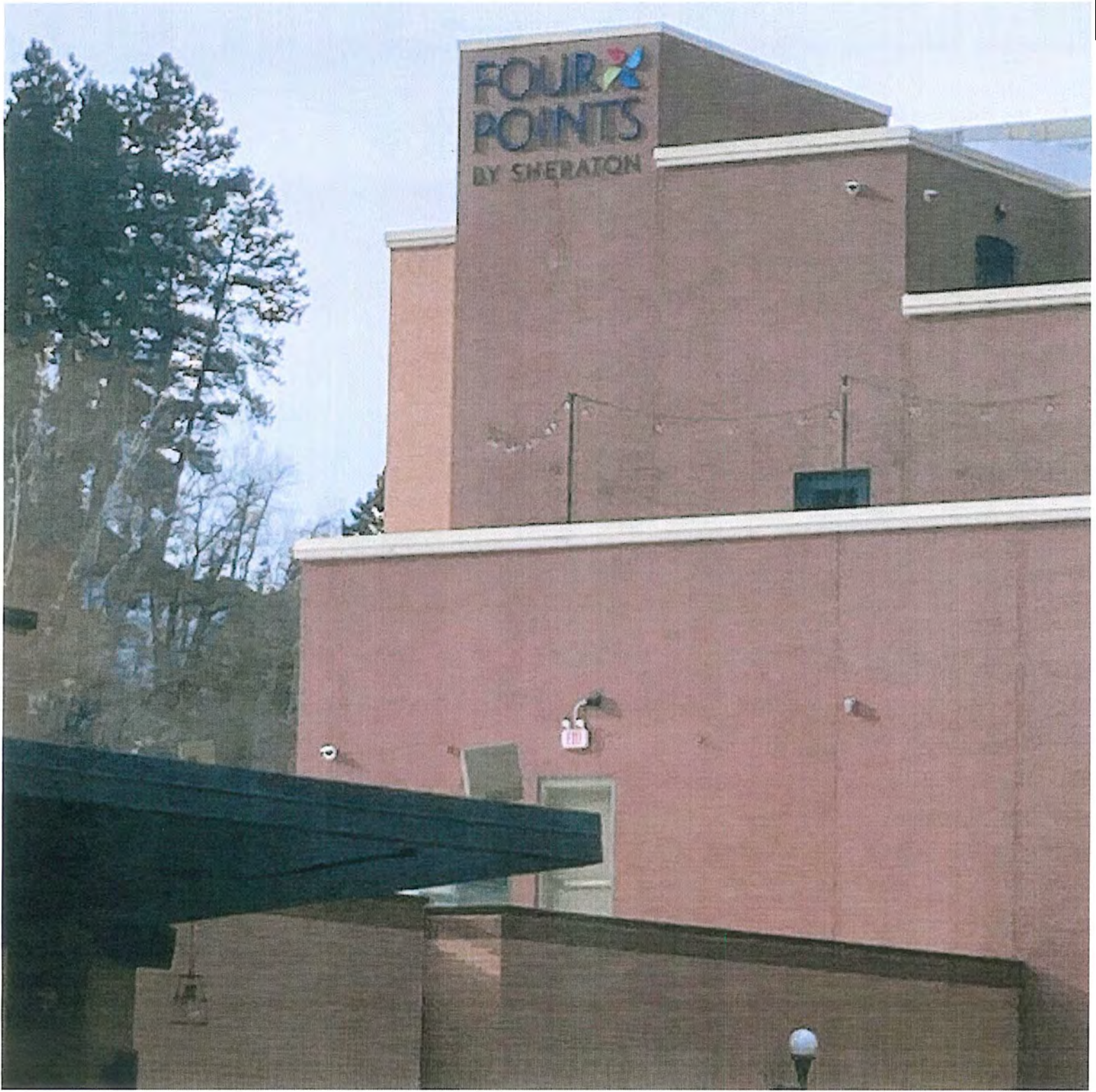




































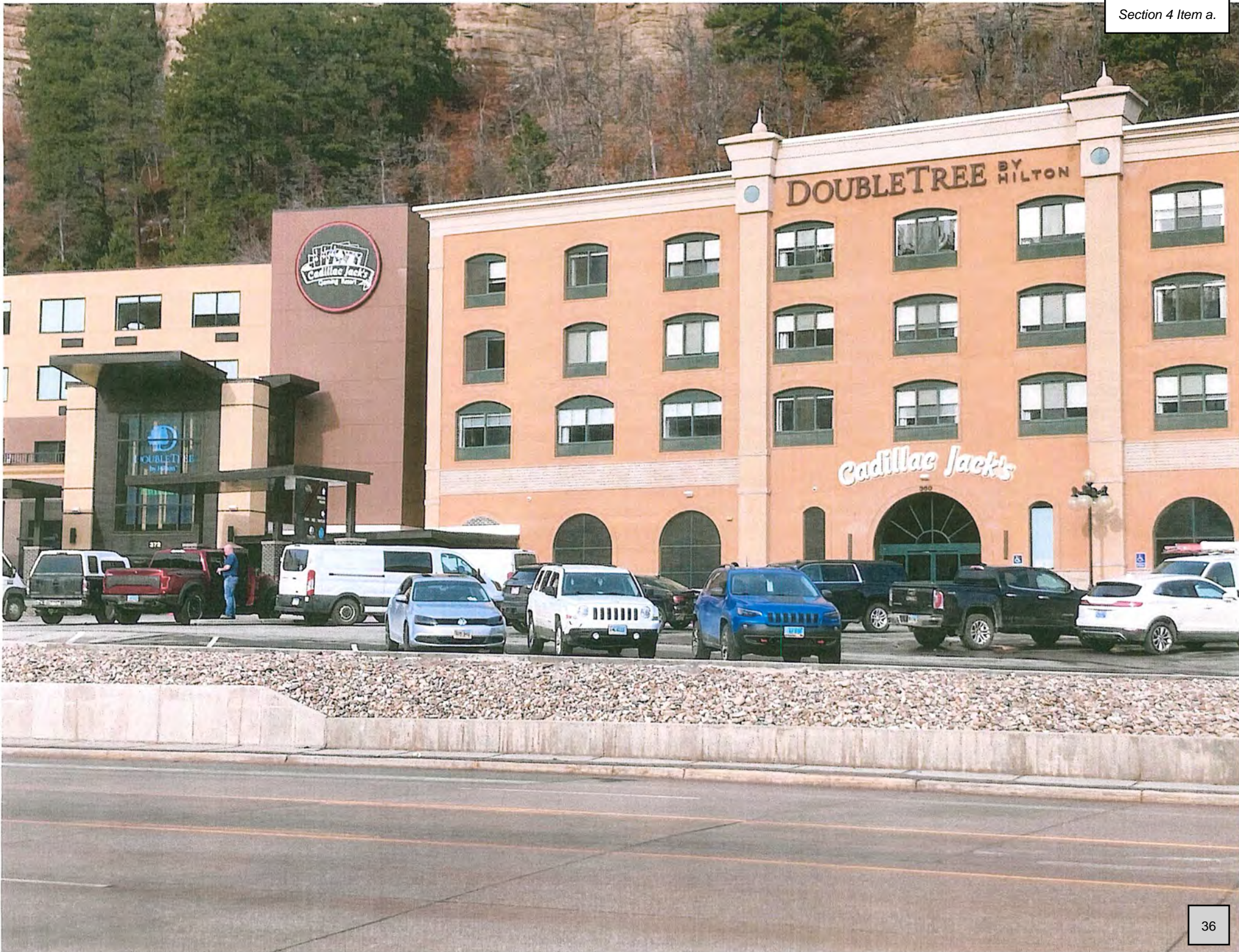


















"Rocksino 4"

We would like to request a variance for this sign since we will be replacing the existing Hickok's sign with Rocksino.