



Planning and Zoning Commission Regular Meeting Agenda

Wednesday, February 03, 2021 at 5:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

Masks are required to be worn while in City Hall. No exceptions!

1. **Call to Order**
2. **Roll Call**
3. **Election of Officers**
 - a. Election of Officers
4. **Approval of Minutes**
 - a. Approval of January 6, 2021 Minutes
5. **Sign Review Committee**
 - a. 555 Main Street - Deadwood Hotels, LLC - Install Three New Signs
Action Required:
 - a. Recommend Approval/Denial by Planning and Zoning Commission
6. **Items from Staff**
7. **Adjournment**

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

Please practice CDC's social distancing recommendations.

Please be considerate of others and if you no longer have business activities during the meeting do not feel obligated to remain.

OFFICE OF
PLANNING AND ZONING
108 Sherman Street
Deadwood, SD 57732
Telephone (605) 578-2082
Fax (605) 578-2084



DEADWOOD CITY HALL
102 Sherman Street
Deadwood, SD 57732
Telephone (605) 578-2600

MEMORANDUM

Date: February 3, 2021
To: Planning and Zoning Commission
Re: Election of Officers

A. Officers.

1. The officers of the planning and zoning commission shall consist of a chairperson, vice-chairperson and secretary.
2. Each officer shall be appointed with separate motions.
3. Each officer is elected for a term of one year and eligible for re-election.

Action required: Nomination and Election of Chairperson, Vice-Chairperson, and Secretary.



Planning and Zoning Commission Regular Meeting Minutes

Wednesday, January 06, 2021 at 5:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

1. Roll Call

PRESENT

Chair John Martinisko
Commissioner Bill Rich
Commissioner Josh Keehn
Commissioner Kevin Wagner

ABSENT

Commissioner Dave Bruce

Jeremy Russell, Planning and Zoning Administrator
Trent Mohr, Building Inspector
Cindy Schneringer, Administrative Assistant

2. Call to Order

The meeting was called to order at 5:00 p.m. by Chair Martinisko.

3. Approval of Minutes

- a. Approval of December 16, 2020 Minutes

It was moved by Commissioner Keehn, and seconded by Commissioner Wagner to approve the minutes of December 16, 2020. Voting Yea: Martinisko, Rich, Keehn, Wagner

4. Sign Review Committee

- a. 93 Sherman St. - Blake and Noelle Waufle - Install New Projecting Sign

Mr. Mohr stated the applicants are requesting permission to install a new projecting sign at 93 Sherman Street, formerly TDG. The applicants have recently purchased this building and plan to open a day spa business at this location. The proposed sign and its location are compliant with the sign ordinance. ***It was moved by Commissioner Rich and seconded by Commissioner Keehn to approved installing new projecting sign for Blake & Noelle Waufle, 93 Sherman Street. Voting Yea: Martinisko, Rich, Keehn, Wagner***

- b. 311 Cliff St. - Court French - Reface Existing Freestanding Sign

Mr. Mohr reported the applicant is requesting permission to reface existing sign at this location as indicated in the rendering. The applicant is currently remodeling to change the use from a hotel to apartments. The sign advertises the business name for this new use. The proposed sign and its locations are compliant with the sign ordinance. ***It was moved by Commissioner Wagner and seconded by***

Commissioner Keehn to approve refacing existing freestanding sign for Court French, 311 Cliff Street. Voting Yea: Martinisko, Rich, Keehn, Wagner

5. Planning and Zoning Commission and Board of Adjustments

a. Transfer of Property - 11494 US Hwy 14A - David and Kerry Ruth

Mr. Russell stated the prior owners believed they had transferred this property to the KOA. The applicants submitted a final plat to subdivide the lots to create Lot 5 legally described as Lots R1 Revised, R2 Revised and R5 a subdivision of Lots R1 and R2 of Placer 601 and Placer 108 located in the NE1/4 of Section 28, T5N, R3E, B.H.M., City of Deadwood, Lawrence County, South Dakota Formerly Lots R1 and R2 of Lot A of Placer 601 and Lot A of Placer 108. The applicants submitted the Final Plat of Lots R1 revised, R2 revised and R5 a subdivision of lots R1 and R2 of placer 601 and placer 108 for the purpose of transferring property. ***It was moved by Commissioner Keehn and seconded by Commissioner Rich to approve the transfer of property for David & Kerry Ruth, legally described as Lots R1 Revised, R2 Revised and R5 a subdivision of Lots R1 and R2 of Placer 601 and Placer 108 located in the NE1/4 of Section 28, T5N, R3E, B.H.M., City of Deadwood, Lawrence County, South Dakota Formerly Lots R1 and R2 of Lot A of Placer 601 and Lot A of Placer 108. Voting Yea: Martinisko, Rich, Keehn, Wagner***

6. Items from Staff

Mr. Russell welcomed Kevin Wagner to the Planning and Zoning Commission.

The City Commission signed the short term rental contract with Harmari. Harmari has begun building the platforms and hope to be up and running in one to two months.

Working on the parking system upgrade.

7. Adjournment

It was moved by Commissioner Wagner and seconded by Commissioner Keehn to adjourn the meeting at 5:11p.m. Voting Yea: Martinisko, Rich, Keehn, Wagner

ATTEST:

Chairman, Planning & Zoning Commission

Secretary, Planning & Zoning Commission

Cindy Schneringer, Planning & Zoning Office/Recording Secretary

OFFICE OF
Planning & Zoning
 108 Sherman Street
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 Fax (605) 578-2084



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

TRENT MOHR
 Building Inspector
 Dept. of Planning & Zoning
 Telephone: (605) 578-2082
 Fax: (605) 578-2084

SIGN PERMIT STAFF REPORT

Sign Review Commission

February 3, 2021

Applicant: Deadwood Hotels, LLC

Address: 555 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 575 Main Street (Four Points Hotel)

Computation of Sign Area

Building Frontage: 309 Feet

Total Available Signage: 618 Square Feet

Existing Signage: None

Remaining Available Signage Area: 618 Square Feet

Proposed Sign Project: Install new signs indicated by number as follows:

#2 – Wall sign (42 Square Feet)

#3 – Wall sign (50 Square Feet)

#4 – Freestanding sign (37 Square Feet)

Proposed Building Materials: Painted metal (see attached rendering)

Proposed Lighting of the Signs: Sign #2 = direct illumination

Sign #'s 3 and 4 = none

Location of Proposed Sign: Please see attached renderings.

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 signs proposed in the current application are 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.*

The proposed signs are to advertise the hotel currently under construction at this location.

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The proposed signs do require variances from the sign ordinance described as follows:

Sign #2 – 1) vertical dimension greater than two feet and 2) the top of the sign is higher than the bottom of the second story windows

Sign #3 – 1) vertical dimension greater than two feet

Sign #4 – 1) overall size greater than 10 square feet and 2) the bottom of the sign is less than eight feet above grade

Variances

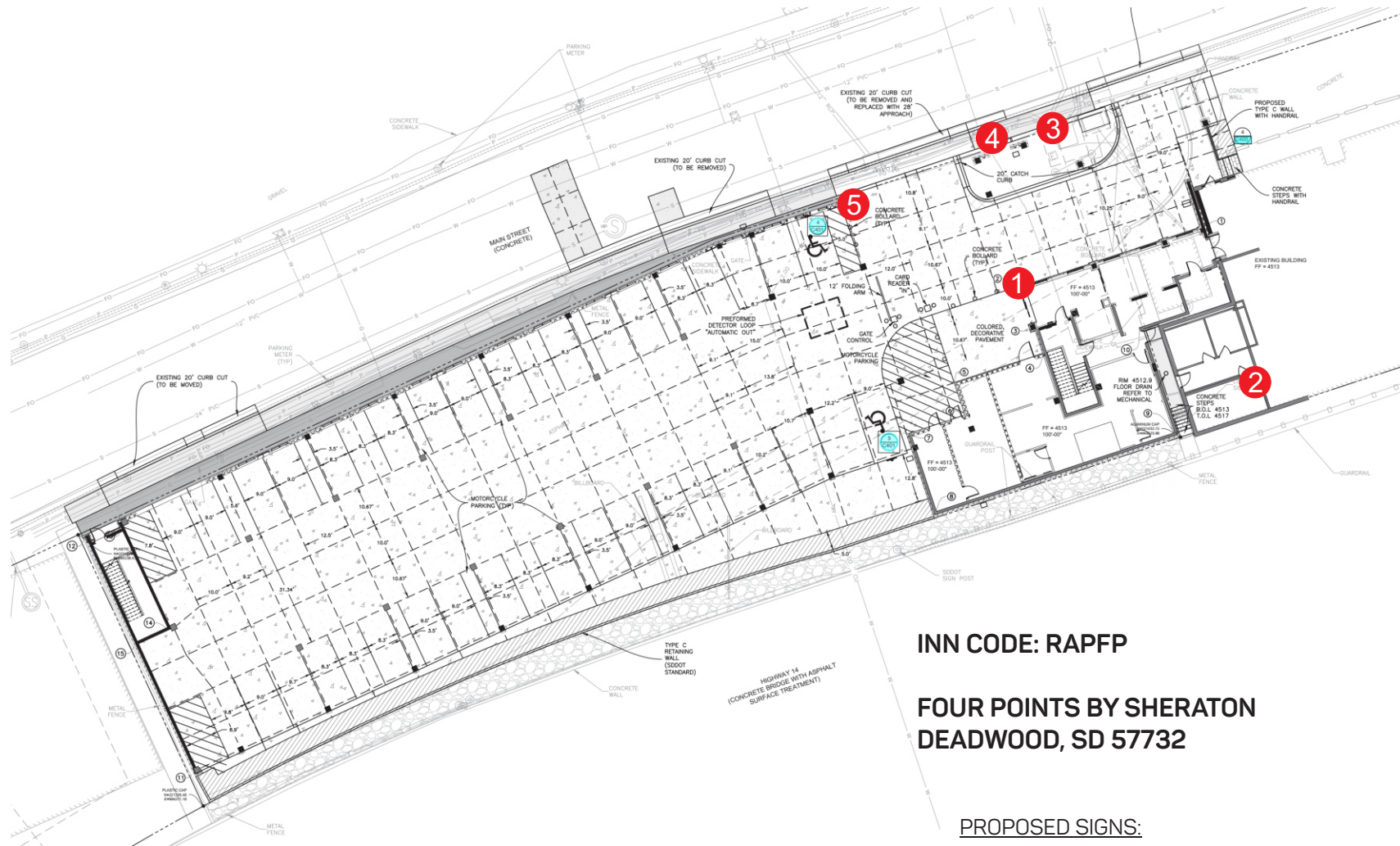
The sign permit application in review as proposed requires variances from the sign ordinance. Signage variances may be obtained if the sign review commission is able to find *"special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures, distance or 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 permits for two wall signs and one freestanding sign at 575 Main Street

OR

Motion to deny proposed sign permit application as submitted.



INN CODE: RAPFP

FOUR POINTS BY SHERATON
DEADWOOD, SD 57732PROPOSED SIGNS:

- ① 1'-4" X 1'-4" ENTRY PLAQUE
- ② 20' PIN-MOUNT LETTER SET
- ③ 20' PIN-MOUNT LETTER SET
- ④ 4'-9 1/4" X 6'-2" MONUMENT AT 8'-6" OAH
- ⑤ 3'-3" X 1'-10" PARKING NOTICE AT 5'-3" OAH

Sign #'s 1 and 5 do not
require permits. - TM

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:
FOUR POINTS BY SHERATON

Date:
19JAN21

Prepared By:
KH/SC

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:
DEADWOOD, SD

File Name:
264845 - R5 - DEADWOOD, SD

Eng:
-

persona
SIGNS | LIGHTING | IMAGE

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700 21st Street Southwest
PO Box 210
Watertown, SD 57201-0210
1.800.843.9888 • www.personasig

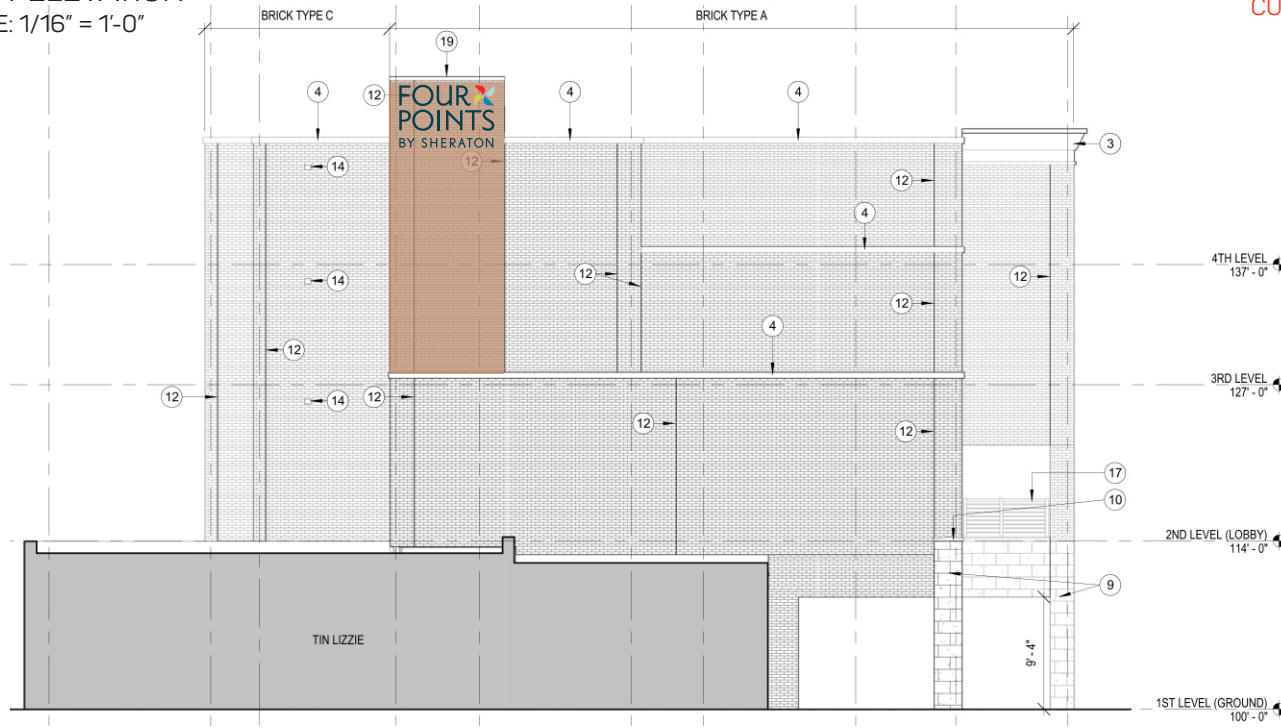
2

WEST ELEVATION

SCALE: 1/16" = 1'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED
CUSTOMER TO VERIFY WALL COLOR PRIOR

Section 4 Item a.

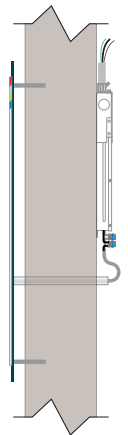
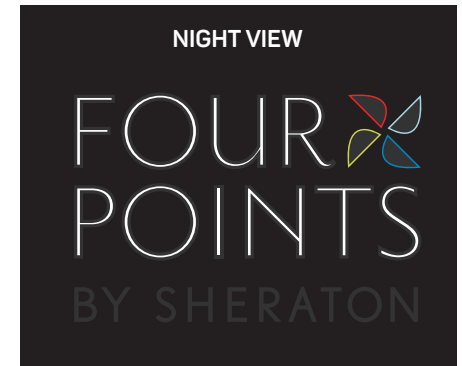


PIN-MOUNT LETTER DETAIL

SCALE: 3/8" = 1'-0"

.125" FLAT CUT ALUMINUM
STUD MOUNT
LETTERS PAINTED PMS 547 C DARK WASH
PINWHEEL PAINTED:
- PMS 1788 C RED
- PMS 636 C LIGHT BLUE
- PMS 7461 C BLUE
- PMS 584 C GREEN

TETRA CONTOUR LIGHTING
CONNECTED WITH CLEAR CLIPS:
CLEAR CONTOUR STRIP ON COPY
PERIMETER CONTOUR WITH COLORED
FILM TO MATCH "PETALS" ON LOGO

PROFILE
NTS

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: FOUR POINTS BY SHERATON	Date: 01/22/21	Prepared By: KH/CM/JS/SC/CM/KH	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.
Location: DEADWOOD, SD	File Name: 264845 - R5 - DEADWOOD, SD	Eng: -	

persona
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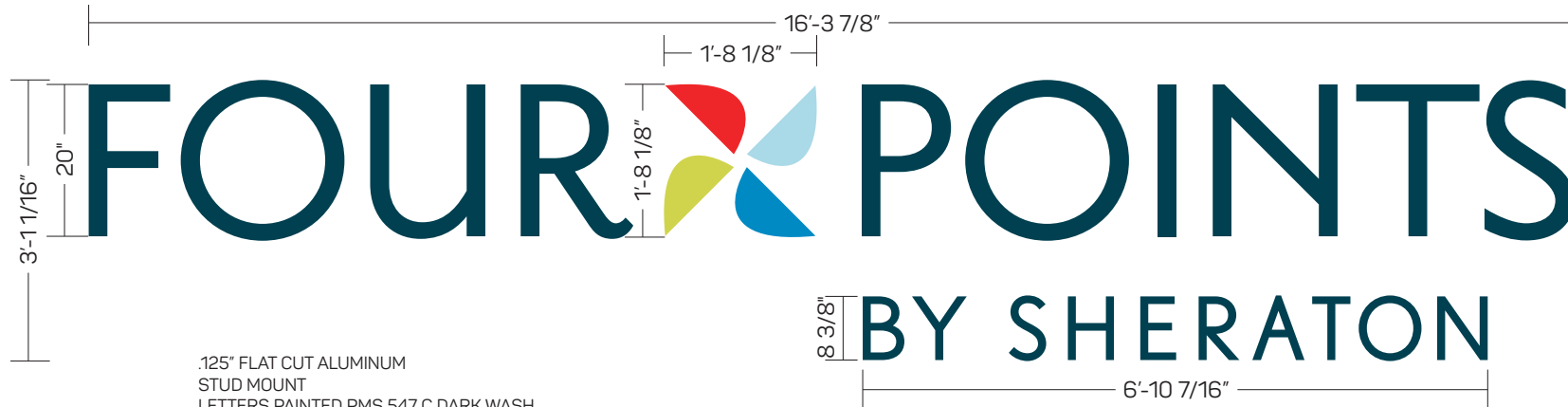
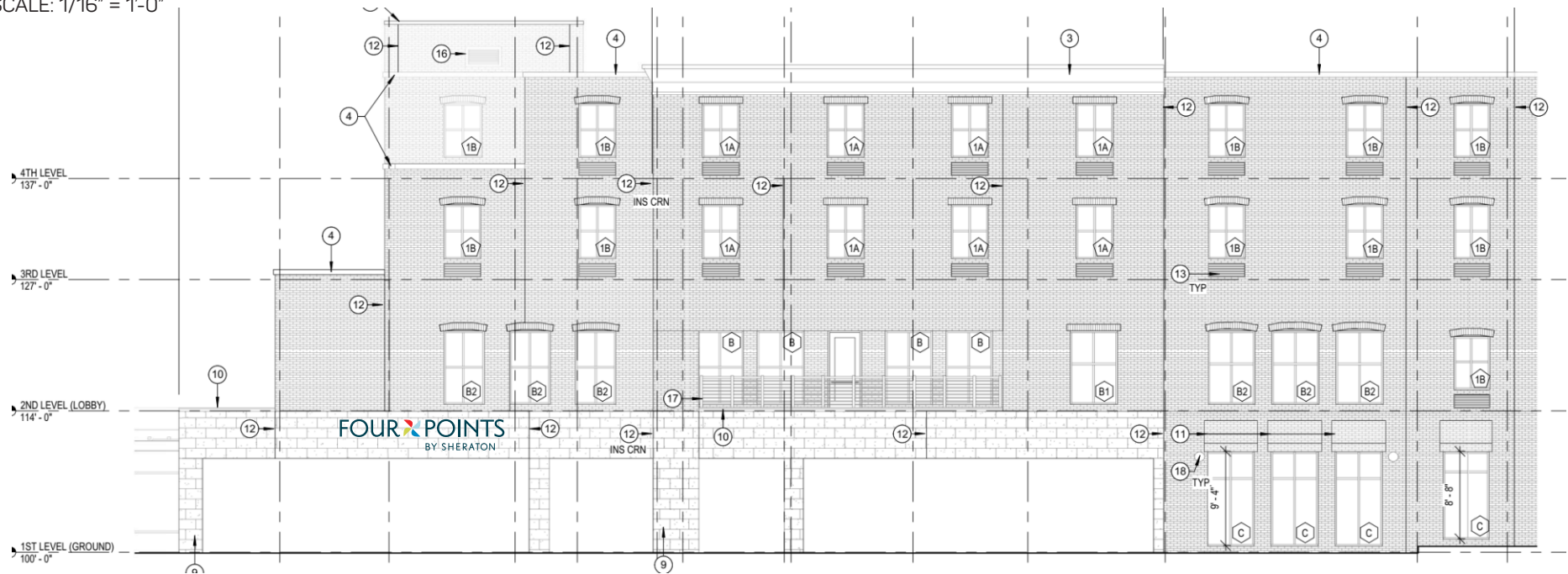
3

NORTH ELEVATION

SCALE: 1/16" = 1'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED
CUSTOMER TO VERIFY WALL COLOR PRIOR

Section 4 Item a.



.125" FLAT CUT ALUMINUM
STUD MOUNT
LETTERS PAINTED PMS 547 C DARK WASH
PINWHEEL PAINTED:
- PMS 1788 C RED
- PMS 636 C LIGHT BLUE
- PMS 7461 C BLUE
- PMS 584 C GREEN

PIN-MOUNT LETTER DETAIL
SCALE: 1/2" = 1'-0"

PROFILE
NTS

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:
FOUR POINTS BY SHERATON

Date:
01/08/21

Prepared By:
KH/CM

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:
DEADWOOD, SD

File Name:
264845 - R5 - DEADWOOD, SD

Eng:
-

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CABINETS:

.125" TH. AND 12" DEEP FABRICATED
ALUMINUM CABINET

****NON-ILLUMINATED****

CABINET COLOR:

PAINT CABINET ONE OF THE FOUR
APPROVED CABINET COLORS. FOR
COLOR STANDARDS AND PAINT
REFERENCES SEE SHEET "INTRO 1".
(NOTE: CABINETS AND FACES MUST
BOTH BE SAME COLOR).

CABINET FACES:

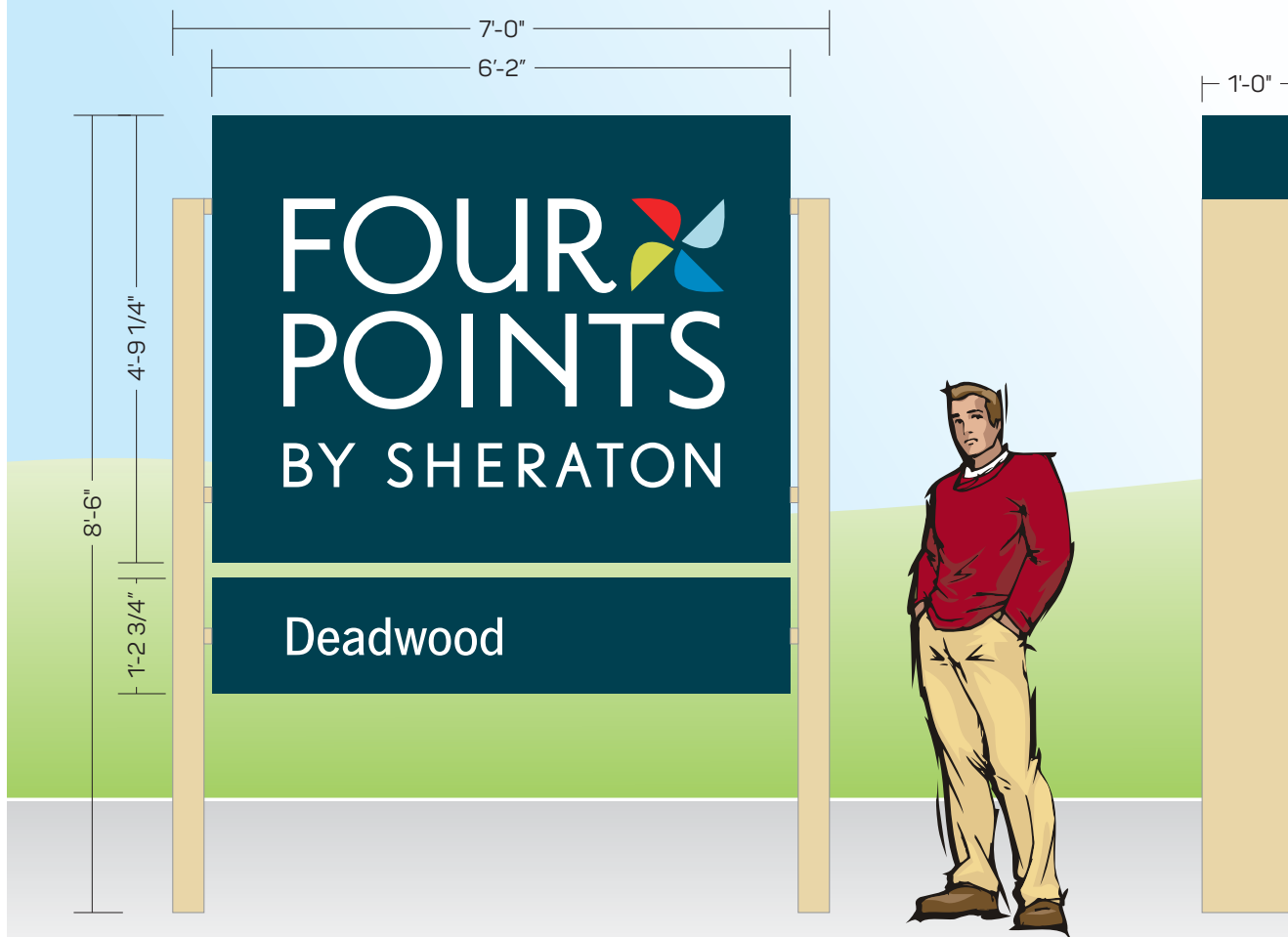
.125" ROUTED ALUMINUM FACES
WITH BACKED UP COPY

BY SHERATON LETTERS:

1/4" TH. TRANSPARENT ACRYLIC
LETTERS WITH 3M SCOTCHCAL
TRANSLUCENT WHITE FILM #3630-20
ON FIRST SURFACE.

PINWHEEL SYMBOL:

1/4" TH. CLEAR ACRYLIC FACES
LAMINATED FIRST SURFACE EACH
ELEMENT WITH CUSTOM
SCOTCHCAL COLORS PER SHEET
"INTRO 1".



END VIEW

MONUMENT SIGN
SCALE: 1/2" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: FOUR POINTS BY SHERATON	Date: 01/08/21	Prepared By: KH/CM	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>
Location: DEADWOOD, SD	File Name: 264845 - R5 - DEADWOOD, SD	Eng: -	

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Attn: Deadwood Sign Commission

City of Deadwood

1/26/21

Re: Deadwood Hotels, LLC Sign Variance Application: Exterior wall signs for Four Points Deadwood

Dear Deadwood Sign Commissioners:

The Four Points by Sheraton hotel attached to the Tin Lizzie Gaming Resort is slated for completion in May, 2021. Marriott International brand standards detail specific requirements by which all Four Points by Sheraton properties world-wide must abide. In order to introduce this highly desirable brand to the Deadwood market, we respectfully request variances to the City Sign Ordinance as detailed below.

Our proposed sign #2 may not in compliance because it is greater than two feet tall and is higher than the bottom of the second-floor windowsills. The spirit of the language in this ordinance is certainly appropriate for storefront signage, the Four Points sign is located at the top and side of the building. As such, the sign needs to be larger than two feet high and be allowed to be mounted higher than a second-story windowsill. This sign is similar and in fact smaller than the signage previously approved to be on the south and north facing walls of the Hampton Inn.

A variance is necessitated as sign visibility is greatly reduced and will not be viewable from either Main Street or from Highway 85 since it is located on the north facing wall. By complying with the ordinance as stated and locating the sign on the second story or below would render it useless as it is blocked from view on Main Street by the existing Tin Lizzie building and from Highway 85 by a tall fence that is positioned between the hotel and the highway. Lastly, if this Marriott brand standard sign design gets reduced to less than 2 feet in vertical size, it would render the sign unreadable to motorists.

Alternatively, positioning the sign on the fourth-floor level and allowing it to be greater than two feet tall removes all obstructions to visibility for motorists traveling on Main Street and Highway 85 thus enabling visitors to easily identify the Four Points location. All other aspects of the sign ordinance (lighting, materials, etc.) will all be complied with.

Regarding sign #3, the Marriott International standard height is three feet tall and consists of the Sheraton logo and the verbiage "Four Points By Sheraton". The "Four Points" portion of the sign is less than two feet tall but the required addition of the sub text "By Sheraton" brings the total vertical dimension to just over three feet. This sign height is a requirement by Marriott because it is the primary means by which visitors are able to identify their lodging from Main Street. Reducing this sign height to two feet or less places the hotel out of compliance with Marriott brand requirements and makes the sign ineffective as a guide to visitors.

We respectfully request a variance for sign #4 which will be located next to the valet drive and will have less than eight feet of clearance above the ground and has an area greater than ten feet. This sign is not located on a circulation path and poses no impediment to automobile or pedestrian traffic in any manner. Additionally, the sign is underneath the building and reaffirms the Deadwood brand as it reads "Four Points By Sheraton Deadwood".

Thank you for your careful consideration of these variances which, in our opinion, pose no detriment to the City of Deadwood's vision of unobtrusive signage and improves Deadwood's visitor experience while allowing Deadwood Hotels, LLC as the developer to meet franchise standards.

Sincerely,

Caleb Arceneaux

CEO, Liv Hospitality