



## Planning and Zoning Commission Regular Meeting Agenda

Wednesday, February 16, 2022 at 5:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

---

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes**
  - a. Approval of February 2, 2022 Minutes
4. **Sign Review Commission**
  - a. 732 Main Street - Kristine Villafuerte - Install New Freestanding Sign  
Action Required:
    - a. Approval/Denial by Sign Review Commission
  - b. 1906 Deadwood Mountain Drive - Susan Kightlinger - Install Two New Wall Signs  
Action Required:
    - a. Approval/Denial by Sign Review Commission
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 02, 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 2, 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 Kevin Wagner  
 Commissioner Vicki Dar

City Commissioner Charlie Struble  
 City Commissioner Sharon Martinisko

ABSENT

Commissioner (Secretary) Dave Bruce

STAFF PRESENT

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

### 3. Approval of Minutes

a. Approval of January 19, 2022 Minutes

***It was moved by Commissioner Wagner and seconded by Commissioner Keehn to approve the January 19, 2022 minutes. Voting Yea: Martinisko, Keehn, Wagner, Dar***

### 4. Planning and Zoning Commission

a. Public discussion for the proposed construction of a dog park on City property near McKinley Street and Railroad Avenue.

A public discussion was held for the proposed construction of a dog park on City property new McKinley Street and Railroad Avenue.

### 5. Items from Citizens not on Agenda

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

### 6. Items from Staff

### 7. Adjournment

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

There being no further business, the Planning and Zoning Commission adjourned at 5:35 p.m.

ATTEST:

\_\_\_\_\_  
Chairman, Planning & Zoning Commission

\_\_\_\_\_  
Secretary, Planning & Zoning Commission

*Cindy Schneringer, Planning & Zoning Office/Recording Secretary*

OFFICE OF  
**Planning & Zoning**  
 108 Sherman Street  
 Telephone (605) 578-2082  
 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 16, 2022

**Applicant:** Kristine Villafuerte

**Address:** 732 Main Street, Deadwood, SD 57732

**Site Address of Proposed Signage:** 732 Main Street (Angel's Attic)

### Computation of Sign Area

**Building Frontage:** 52 Feet

**Total Available Signage:** 104 Square Feet

**Existing Signage:** One projecting sign permitted 01-19-22 (8 Square Feet)

**Remaining Available Signage Area:** 96 Square Feet

**Proposed Sign Project:** Install new freestanding sign (9.6 Square Feet)

**Proposed Building Materials:** Metal composite and high-density urethane (see attached rendering)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** See attached photograph

### 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.*

This request is a continuation of the new signage for this business in conjunction with the rehabilitation of the façade.

The proposed sign and its location are compliant with the sign ordinance.

OFFICE OF  
**Planning & Zoning**  
108 Sherman Street  
Telephone (605) 578-2082  
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

## **Variances**

The sign permit application in review as proposed requires no 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.

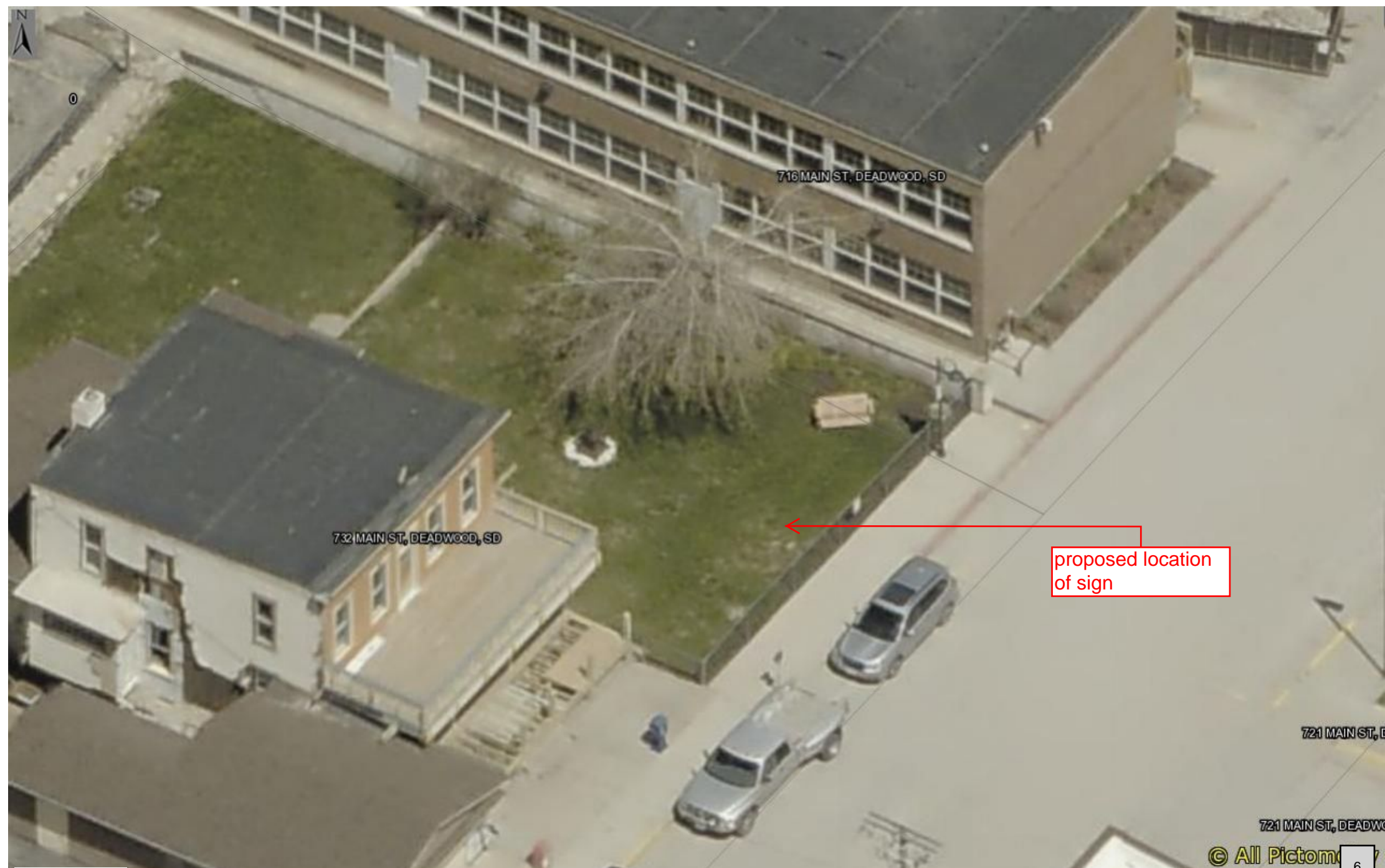
## **Sign Review Commission Action**

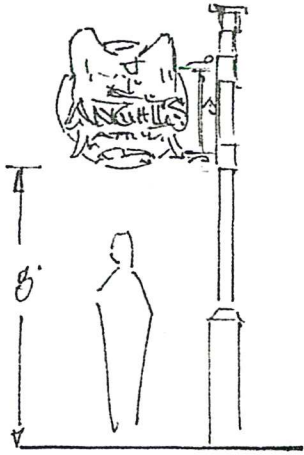
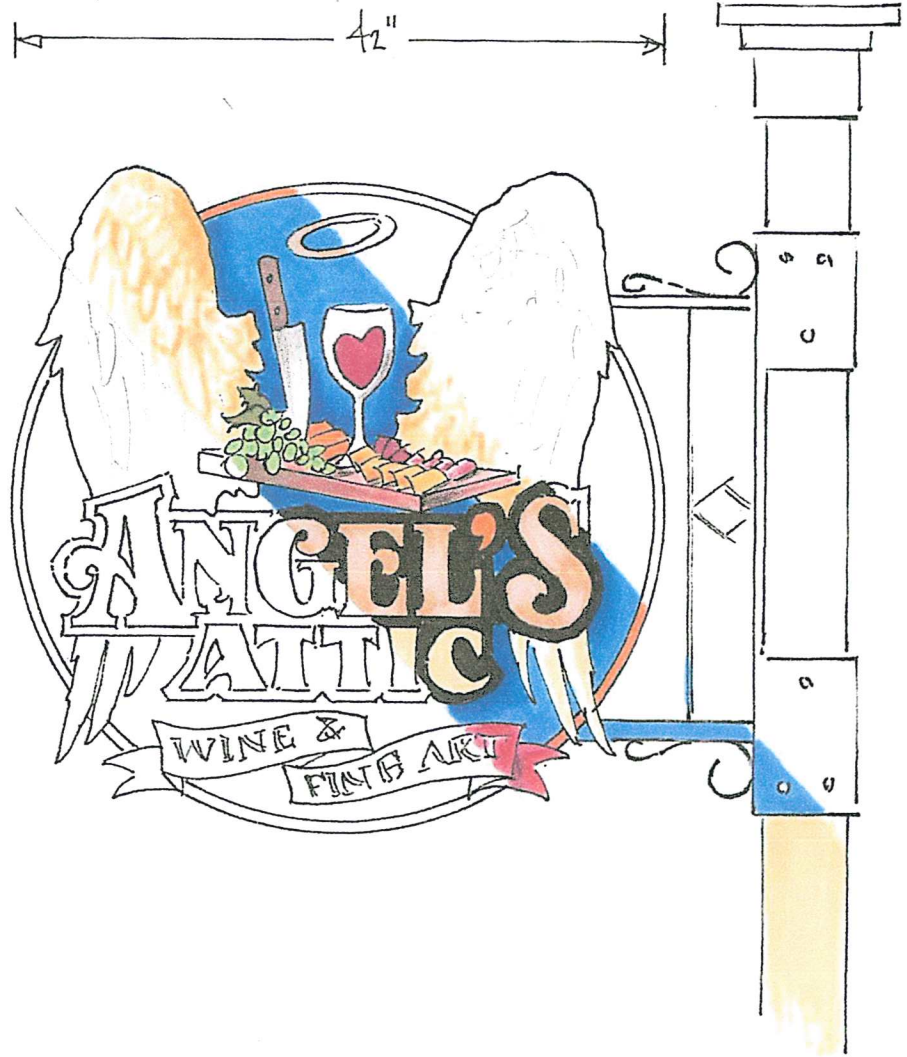
Motion to approve permit for new freestanding sign at 732 Main Street

OR

Motion to deny proposed sign permit application as submitted.

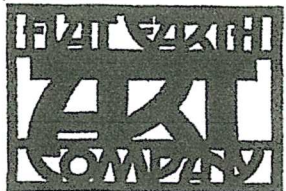
# proposed location





EXTERIOR FREESTANDING SIGN - 10 SQ FT.

Designed exclusively for: <b>ANGEL'S ART</b>	Date: 1/2/22
Address: 732 MAIN ST DEADWOOD	Phone: 591-2705



**Tim Peterson**  
ARTIST  
3123 E. FAIRGROUNDS LOOP STE. C  
SPEARFISH, SD 57783  
(605) 642-5794

50% DEPOSIT REQUIRED ON ALL WORK. BALANCE DUE ON COMPLETION.  
This design is the property of the designer, and may not be reproduced in any manner without written permission.

Hi, Kristi!

Attached is the revised layout for your exterior sign. Your specs are as follows:

One double sided freestanding sign of aluminum composite and High-Density Urethane (HDU) 42" dia.

- Wings, charcuterie graphic flat painted

- Halo gilded in 23k gold leaf (flat)

- ANGELS ATTIC letters of 1" HDU

  - ANGELS gilded in 23k gold leaf over epoxy dome

  - ATTIC painted over epoxy dome

  - HDU letters mounted on outline panel on standoffs

- Ribbon cut out of separate piece of aluminum and mounted on standoffs

- All aluminum components clear coated with automotive enamel

Installed on 5x6 treated timber oil primed and set in concrete

- Cap and bottom skirt of redwood oil primed and painted

- Custom bracket of painted steel tubing and strap

Thanks, Kristi!

Tim Peterson  
Flat Earth Art Co.  
Spearfish



OFFICE OF  
**Planning & Zoning**  
 108 Sherman Street  
 Telephone (605) 578-2082  
 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 16, 2022

**Applicant:** Susan Kightlinger

**Address:** 1906 Deadwood Mountain Drive, Deadwood, SD 57732

**Site Address of Proposed Signage:** 1906 Deadwood Mtn Dr (Deadwood Mountain Grand)

### Computation of Sign Area

**Building Frontage:** 320 Feet

**Total Available Signage:** 640 Square Feet

**Existing Signage:** One freestanding sign (71.25 Square Feet), one wall sign (117.5 Square Feet)

**Remaining Available Signage Area:** 451 Square Feet

**Proposed Sign Project:** Install two new wall signs "Location #2" (46 Square Feet) and "Layout #4" (109 Square Feet)

**Proposed Building Materials:** Metal and composite (see attached renderings)

**Proposed Lighting of the Signs:** None

**Location of Proposed Sign:** 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 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.*

The applicant wishes to install these new signs as part of the branding of this business as a Holiday Inn Resort. There has been a sign approved previously in location #2.

OFFICE OF  
**Planning & Zoning**  
 108 Sherman Street  
 Telephone (605) 578-2082  
 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

The proposed signs do require the following variances:

- "Location #2" the vertical dimension of the sign (5.8 feet) exceeds the 2 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 (9 feet) exceeds the 2 feet allowed by the ordinance, the total square footage of the sign (109 square feet) exceeds the 50 square feet allowed in the ordinance, and the location on the building is higher than 25 feet above grade or the bottom of the second story windows.

Please see attached variance request letter also.

### **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 new wall signs at 1906 Deadwood Mountain Drive granting variances from the sign ordinance

OR

Motion to deny proposed sign permit application as submitted



Dear members of the Deadwood Planning and Zoning Commission,

Thank you for taking the time to review our requests for variances for signage at Deadwood Mountain Grand, 1906 Deadwood Mountain Drive.

After consulting with Trent Mohr and Jeramy Russel I we were directed to request a variance for a sign at 'Location 2 – Patio by Stairs' and 'Layout 4 – 9' x 12' Wall Sign' on the Deadwood Mountain Grand property (see illustrations).

The area for 'Location 2' was approved in 2012 as a wayfinding sign for our property which became a Holiday Inn Resort at that time. We are requesting a variance to once again apply a sign in that location with the same function but a different design.


The area for 'Layout 4 – 9' x 12' Wall Sign' we are requesting a variance for two reasons. First, the large size of the building and how far the building is set back from roads and sidewalks would make the sign virtually impossible to read under the current ordinance. We are asking for a variance so the sign will be large enough for customers to understand the property is a Holiday Inn Resort.

Second, as a Holiday Inn Resort franchise we are required to have a certain amount of signage and wayfinding to enable customers to distinguish our property from other franchised properties. We have been non-compliant in that area for several years but are in negotiations to renew our contract and the signage is an important part of that process.

The combination of trying to comply with our franchise while attempting to adhere to Deadwood's Historic Preservation and Planning and Zoning guidelines requires us to humbly ask for a variance for both signs.

Both Trent and Jeramy have been invaluable and considerate resources for us through this process and we can't thank them enough for their direction. We understand Deadwood's strict guidelines and want to work with you in any way possible. Please don't hesitate to reach out with any questions and we look forward to seeing you at the next meeting.

Sincerely,

  
Susan Kightlinger  
General Manager

  
George Milos  
Director of Sales & Communications

1906 Deadwood Mountain Drive  
Deadwood, South Dakota 57732

**877.907.GRAND (4726)**

[www.DeadwoodMountainGrand.com](http://www.DeadwoodMountainGrand.com)



### Location 2 - Patio by Stairs

Overall Size: 70" T x 96" W



Rails Behind Letters

8" **DEADWOOD MOUNTAIN GRAND**  
 5" *a Holiday Inn Resort®*

605-342-0481  
 Fax: 605-342-9474  
 1650 Samco Road  
 Rapid City, SD 57702

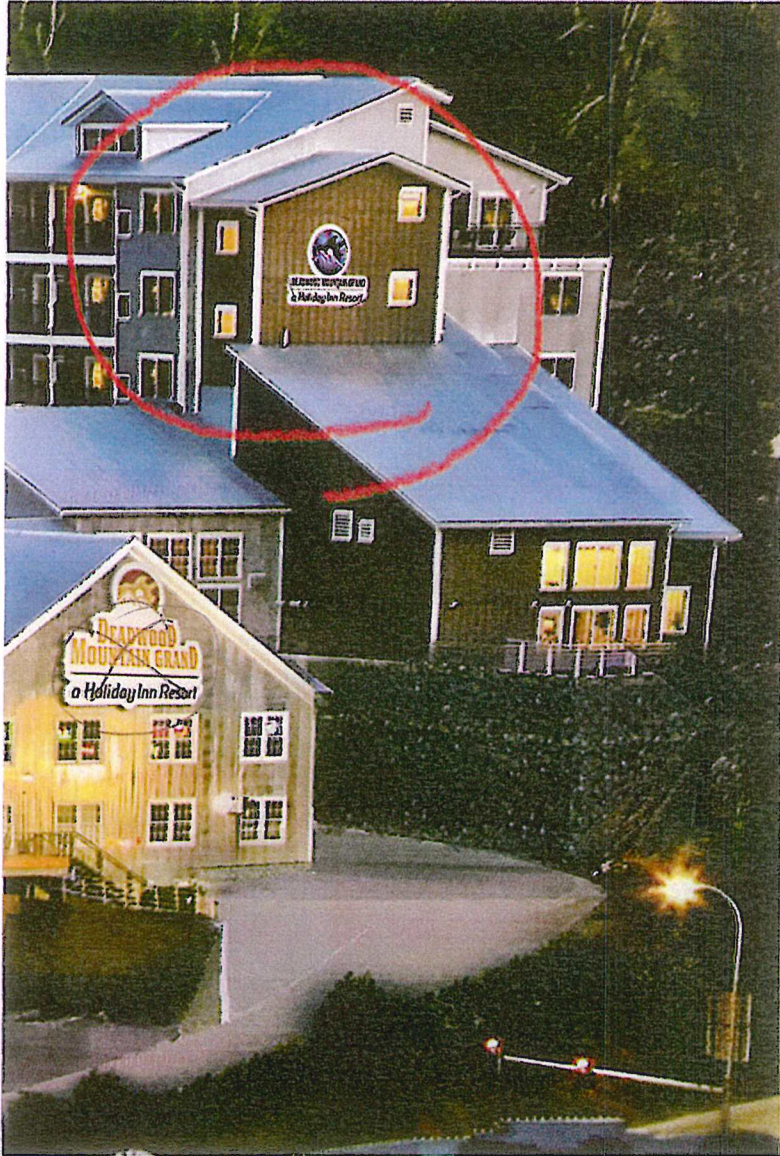


*Signing Rapid City  
 With Pride  
 Since 1928*  
 UL listed

Customer:  
 Deadwood Mountain  
 Grand

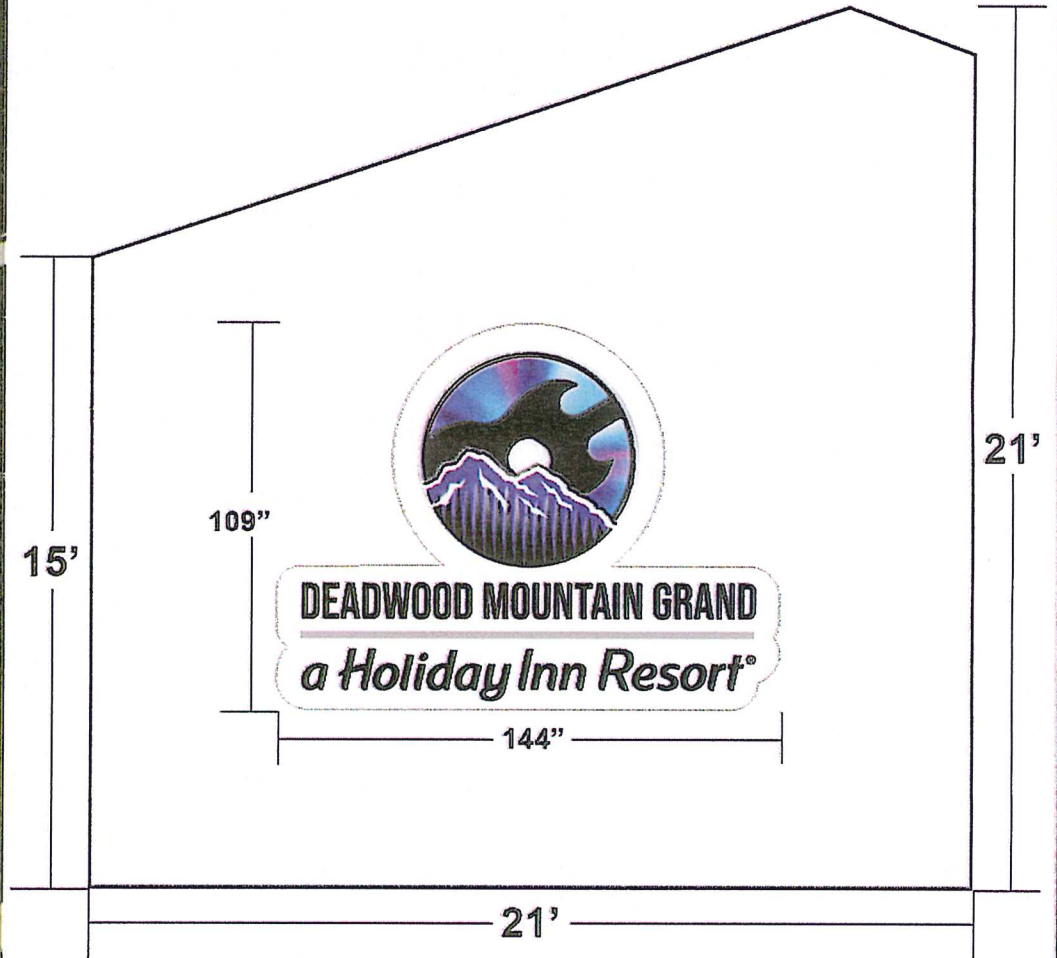
Drawn By:  
 Jonni  
 Date: 9/20/2021

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Layout 4

## 9' x 12' Wall Sign



605-342-0481  
 Fax: 605-342-9474  
 1650 Samco Road  
 Rapid City, SD 57702



*Signing Rapid City  
 With Pride  
 Since 1928*  
 UL listed

Customer:  
 Deadwood Mt  
 Grand

Drawn By:  
 Jonni  
 Date: 9/28/2021

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_