



Planning and Zoning Commission Meeting Agenda

Wednesday, July 01, 2026 at 4:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes**
 - a. Approve the minutes of the June 3, 2026, Planning and Zoning Commission Meeting.
4. **Sign Review Commission**
 - a. Application for Sign Permit - 270 Main Street - First Gold. Applicant is requesting permission to replace graphic for Horseshoe Restaurant on existing sign. Proposed location is compliant with ordinance.
Actions:
 1. Approve/deny request for Sign Permit
 - b. Application for Sign Permit - 270 Main Street - First Gold. Applicant is requesting permission to install new wall sign. Proposed location will require a variance due to vertical dimension.
Actions:
 1. Approve/deny request for Sign Permit
5. **Planning and Zoning Commission**
6. **Items from Citizens not on Agenda**
(Items considered but no action will be taken at this time.)
7. **Items from Staff**
8. **Adjournment**



Planning and Zoning Commission Meeting Minutes

Wednesday, June 03, 2026 at 4:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

1. Call to Order

The Planning and Zoning Commission Meeting was called to order by Vice Chairman Keehn on Wednesday, June 3, 2026, at 4:00 p.m. in the Deadwood City Hall Meeting Room located at 102 Sherman Street, Deadwood, SD 57732.

2. Roll Call

PRESENT

Commissioner (Vice-Chair) Josh Keehn
Commissioner Dave Bruce
Commissioner Ken Owens

City Commissioner Charles Eagleson

ABSENT

Commissioner (Chair) John Martinisko
Commissioner Jim Williams

STAFF PRESENT

Trent Mohr – Building Official
Leah Blue-Jones – Zoning Coordinator

STAFF ABSENT

Kevin Kuchenbecker – Planning, Zoning and Historic Preservation Officer

3. Approval of Minutes

- a. Approve the minutes of May 20, 2026, Planning and Zoning Commission Meeting

It was moved by Commissioner Bruce and seconded by Commissioner Owens to approve the minutes of the May 20, 2026, Planning and Zoning Commission Meeting. Voting yea: Keehn, Bruce, Owens.

4. Sign Review Commission

5. Planning and Zoning Commission

- a. Application for Plat - Stage Run - (PSF LLC) legally described as Lot 46, Block 4 of Palisades Tract of Deadwood Stage Run addition to the City of Deadwood all located in the SW 1/4 of Section 14, the SE 1/2 of Section 15, the NE 1/4 NE 1/4 of Section 22 and the N 1/2 NW 1/4 of Section 23, T5N, R3E, B.H.M., City of Deadwood, Lawrence County, South Dakota.

Action Required:

1. Approval/Denial by the Deadwood Planning and Zoning Commission

Ms. Blue-Jones introduced Application for Plat - Stage Run - (PSF LLC) and reviewed the Staff Report.

It was moved by Commissioner Bruce and seconded by Commissioner Owens to approve Application for Plat - Stage Run - (PSF LLC). Voting yea: Keehn, Bruce, Owens.

6. Items from Citizens not on Agenda

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

7. Items from Staff

8. Adjournment

It was moved by Commissioner Bruce and seconded by Commissioner Owens to adjourn the Planning and Zoning Commission Meeting. Voting yea: Keehn, Bruce, Owens.

There being no further business, the Planning and Zoning Commission adjourned at 4:02 p.m.

ATTEST:

Chairman, Planning & Zoning Commission

Vice-Chair, Planning & Zoning Commission

Minutes by Leah Blue-Jones, Zoning Coordinator

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 Official
 Dept. of Planning & Zoning
 Telephone: (605) 578-2082
 Fax: (605) 578-2084

SIGN PERMIT STAFF REPORT

Sign Review Commission

July 1, 2026

Applicant: Terri Ward

Address: 270 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 270 Main Street (First Gold)

Computation of Sign Area

Building Frontage: 355 Feet

Total Available Signage: 710 Square Feet

Existing Signage: One freestanding (138.5 Square Feet), one freestanding (39 Square Feet), and one wall sign (18 square feet)

Remaining Available Signage Area: 514 Square Feet

Proposed Sign Project: Replace graphic for Horseshoe Restaurant on existing sign

Proposed Building Materials: Vinyl and Metal (see attached rendering)

Proposed Lighting of the Signs: External

Location of Proposed Sign: Attached is a rendering showing the current and proposed sign

Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and inside the national historic landmark district which is regulated by chapter 15.32.310 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 replace the graphic advertising the Horseshoe Restaurant with the new logo. This would not alter the size or location of the existing freestanding sign.

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

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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 to replace Horseshoe Restaurant graphic on existing freestanding sign at 270 Main Street

OR

Motion to deny proposed sign permit application as submitted.

Double Sided Monument Sign Update

Horseshoe Logo



(605) 342-0481
 Fax: (605) 342-9474
 1650 Samco Rd.
 Rapid City, SD 57701



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Customer:
 First Gold Hotel

Drawn By: Jonni
 Date: 6/10/2026

Customer Signature: Terrill A. Ward

Date: 6/10/2026

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SIGN PERMIT STAFF REPORT

Sign Review Commission

July 1, 2026

Applicant: Terri Ward

Address: 270 Main Street, Deadwood, SD 57732

Site Address of Proposed Signage: 270 Main Street (First Gold)

Computation of Sign Area

Building Frontage: 355 Feet

Total Available Signage: 710 Square Feet

Existing Signage: One freestanding (138.5 Square Feet), one freestanding (39 Square Feet), and one wall sign (18 square feet)

Remaining Available Signage Area: 514 Square Feet

Proposed Sign Project: Install new wall sign (106 Square Feet)

Proposed Building Materials: Plastic and metal composite (see attached rendering)

Proposed Lighting of the Signs: External

Location of Proposed Sign: On north wall of building. See attached rendering.

Discussion

The sign permit application in review is proposed at a location outside the locally-designated historic district and inside the national historic landmark district which is regulated by chapter 15.32.310 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 a new wall sign on the north side of the building to help advertise this business.

The proposed sign requires a variance from the ordinance. Given the sign would be closer than 50 feet from the highway, the ordinance limits the maximum vertical dimension to 7 feet. The proposed sign has a vertical dimension of 8 feet. See attached variance request from applicant.

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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 for new wall sign granting a variance for the vertical dimension at 270 Main Street

OR

Motion to deny proposed sign permit application as submitted.

Layout 10D

Overall Size: 8' x 13.25'



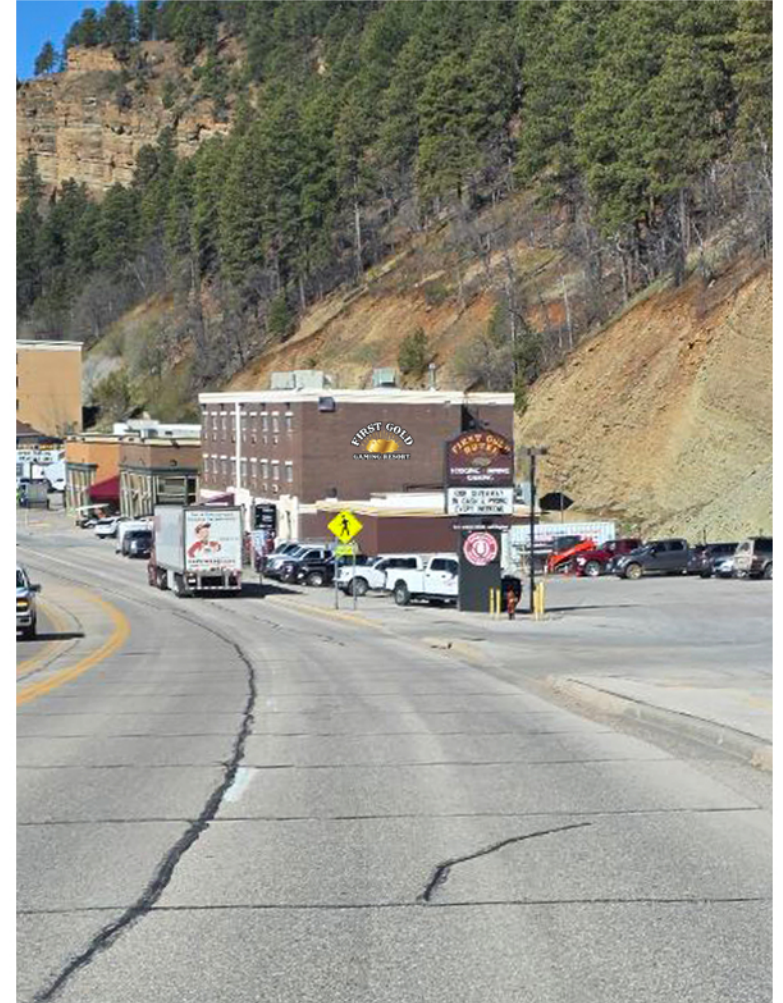
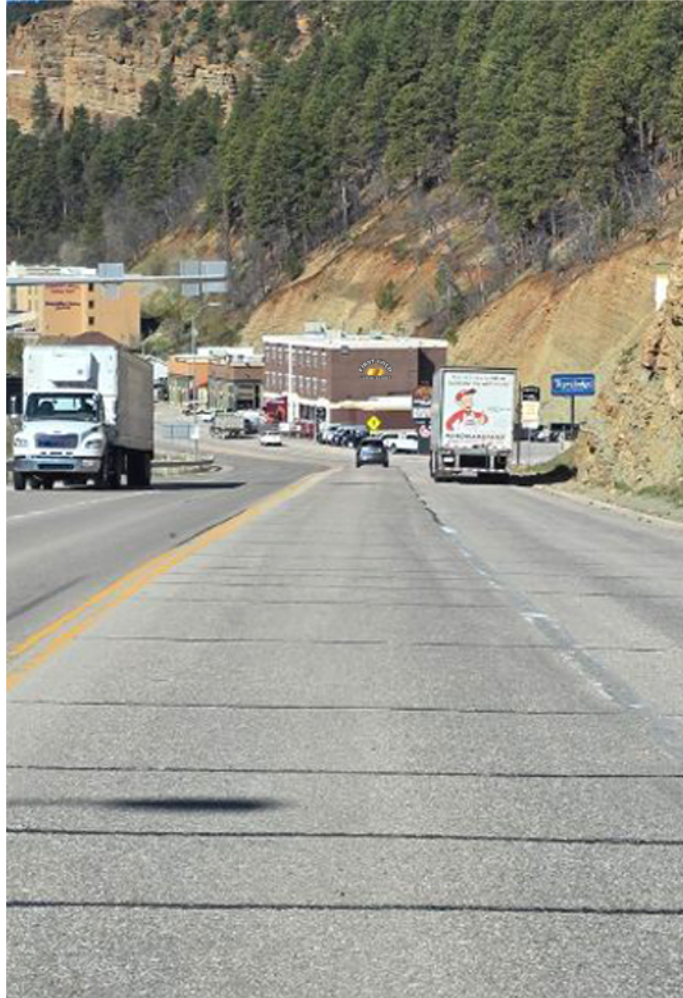
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Fax:(605) 342-9474
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Rapid City, SD 57701



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Customer: First Gold Hotel
Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

**Layout 10D
Distance
Mockups
(Sign is
8' x 13.25')**



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Customer:
First Gold
Gaming Resort

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

Layout 10D

Section 4 Item b.

Day:



Night:

(Spotlight to be installed by customer at later date, may create shadows depending on location of spotlight)



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Customer:
First Gold
Gaming Resort

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____



June 24, 2026

City of Deadwood
Sign Review Commission
108 Sherman Street
Deadwood, SD 57732

Dear Commissioners,

First Gold Gaming Resort would like to request a variance for a new sign that will be located on the east side of the building. Listed below are a few conditions regarding the variance request.

- First Gold Gaming Resort is the first building visitors see when they come down the hill into Deadwood. First Gold Gaming Resort gets camouflaged into the beauty of the hills. A beautiful sign will help visitors know our business located there.
- Anyone driving into Deadwood down 4-lane Hwy 14A, which runs directly in front of our building, drives 35 miles per hour. At this speed, we need a very eye-catching, beautiful sign to draw attention to our business!
- First Gold, Inc. has made major improvements to our property and our buildings since 2025 and are continuing major improvements to the exterior and interior of the building. This sign is a very nice improvement to the exterior of the building.
- We are asking for a 1' height variance. The additional 1' in height does add to the aesthetic look on the side of the building and will help with the effectiveness of the sign for visitors wanting to visit First Gold Gaming Resort.

We are asking for your consideration and approval for the variance of 1' in height for the First Gold Gaming Resort sign. Thank you in advance for your time.

Regards,

A handwritten signature in blue ink that reads "Terri A. Ward".

Terri A. Ward, General Manager
First Gold, Inc.
270 Main Street, Deadwood, SD 57732
[605]578-9777 x1110
terriw@firstgold.com

Compliant with ordinance

Layout 10B

Overall Size: 7' x 11.5'



1/2" PVC
with printed
graphics

ACM Panel
with printed
graphics

Black:
1/8" ACM Panel

White:
1/2" White PVC

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ROSENBAUM'S SIGNS

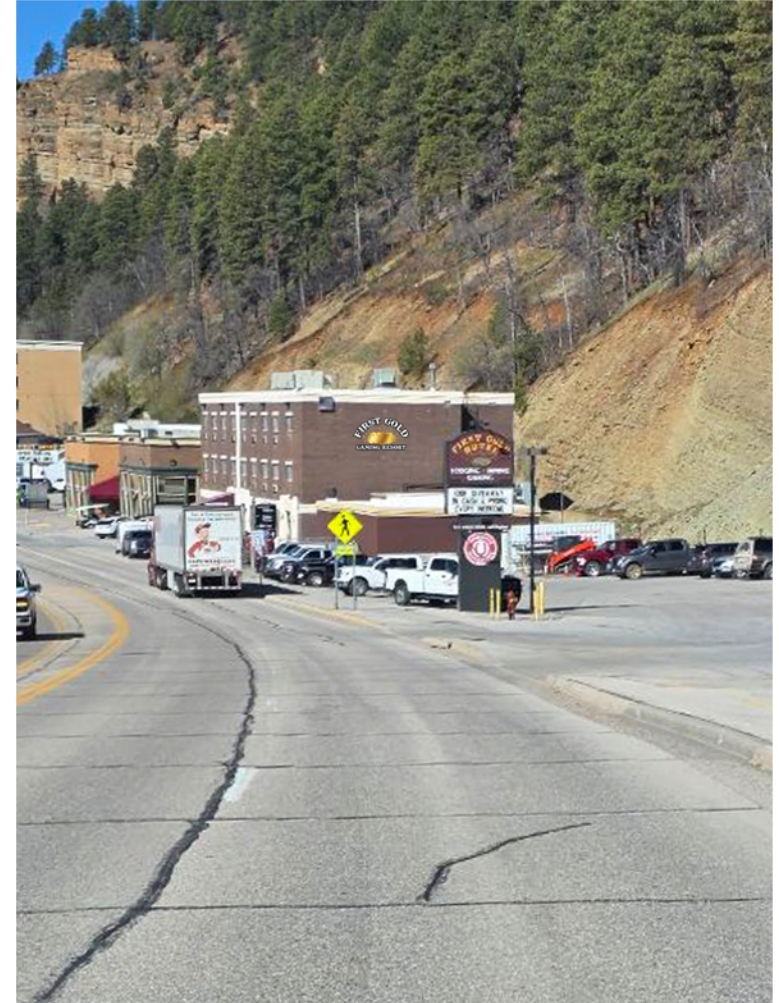
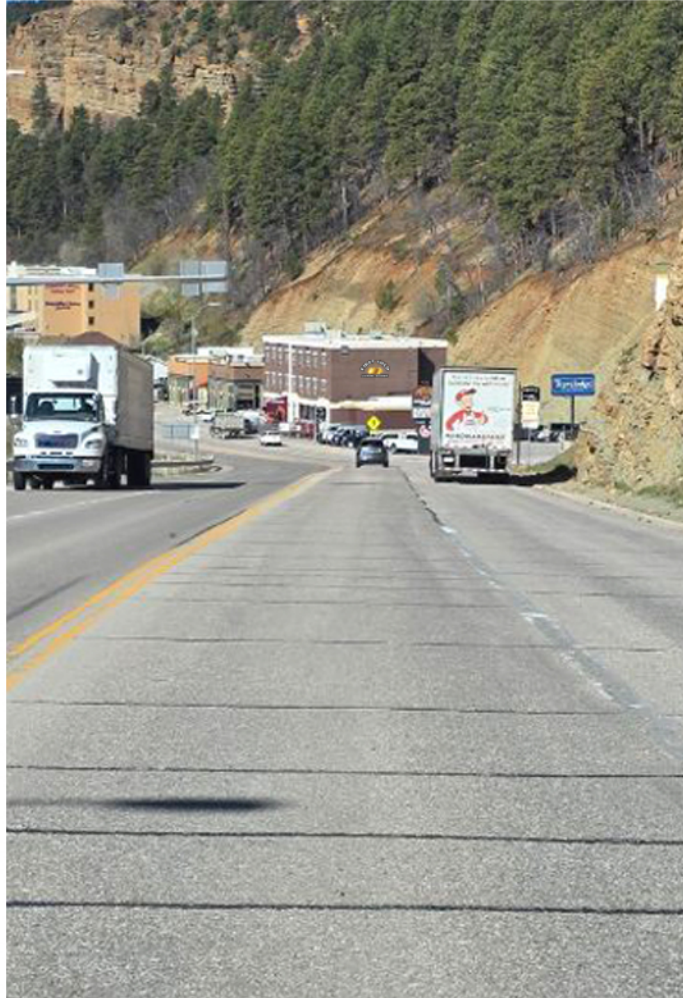
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Customer:
First Gold Hotel

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

**Layout 10B
Distance
Mockups
(Sign is
7' x 11.5')**



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Customer:
First Gold
Gaming Resort

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

Layout 10B

Section 4 Item b.

Day:



Night:

(Spotlight to be installed by customer at later date, may create shadows depending on location of spotlight)



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Customer:
First Gold
Gaming Resort

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

Proposed sign requiring variance

Layout 10D

Overall Size: 8' x 13.25'



1/2" PVC
with printed
graphics

ACM Panel
with printed
graphics

Black:
1/8" ACM Panel

White:
1/2" White PVC

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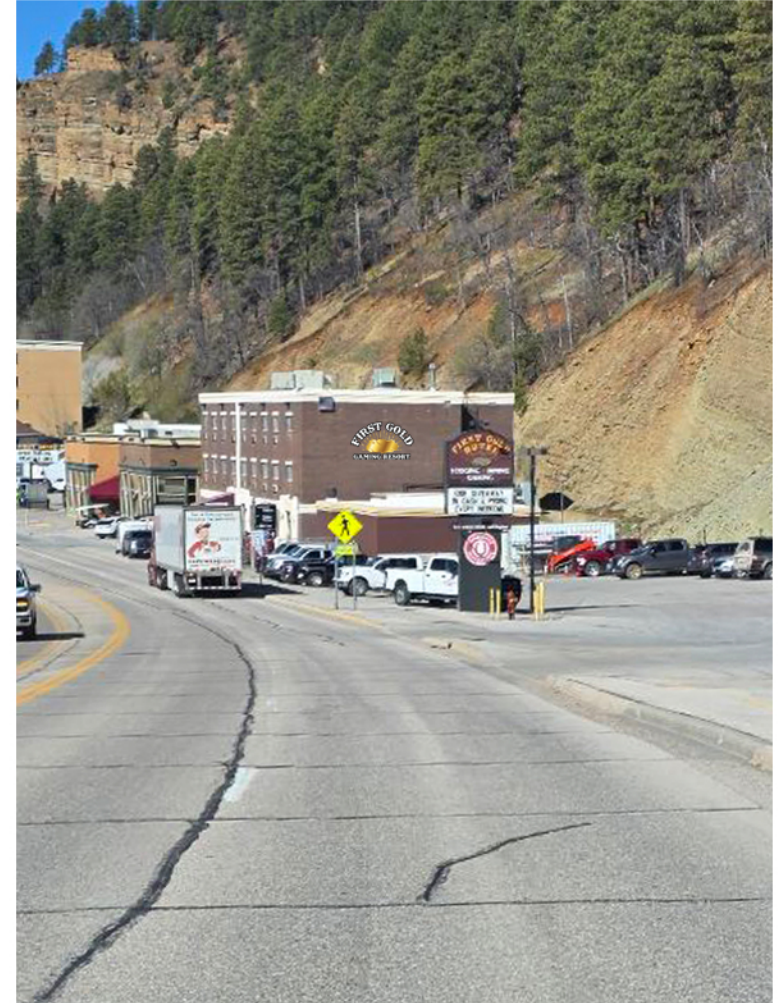
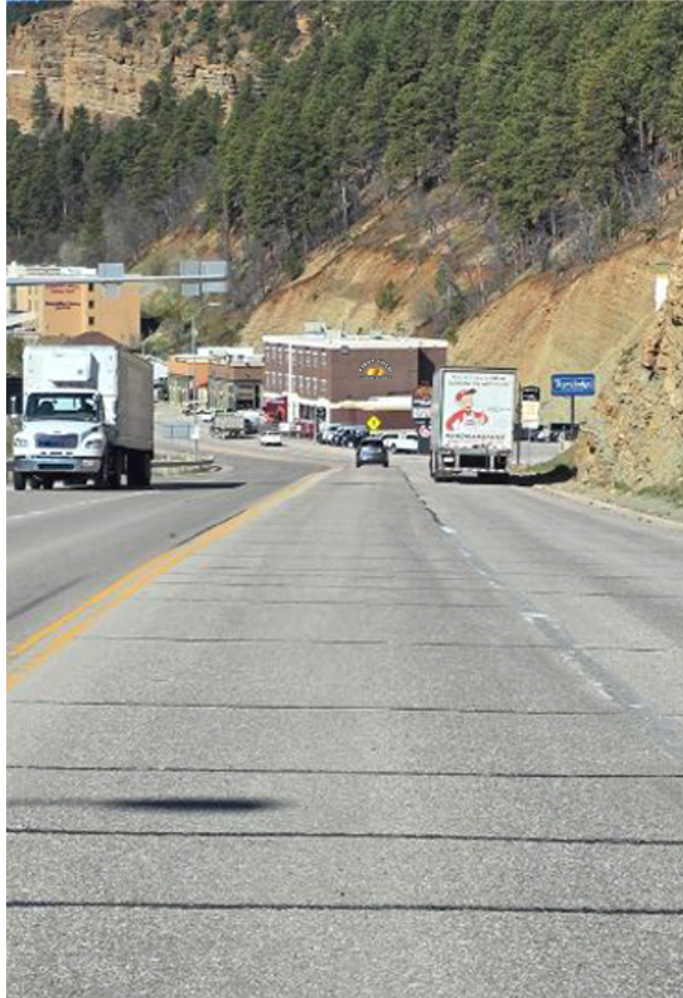
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Customer:
 First Gold Hotel

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

**Layout 10D
Distance
Mockups
(Sign is
8' x 13.25')**



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Customer:
First Gold
Gaming Resort

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____

Date: _____

Layout 10D

Day:



Night:

(Spotlight to be installed by customer at later date, may create shadows depending on location of spotlight)



Section 4 Item b.

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