

CITY OF DEADWOOD

PLANNING AND ZONING COMMISSION

August 1, 2012

REGULAR MEETING

The Regular Meeting of the Deadwood Planning and Zoning Commission was called to order by Chairperson Jim Shedd on Wednesday August 1, 2012 at 5:00 p.m. in the Deadwood City Hall Meeting Room located at 102 Sherman Street, Deadwood, SD 57732.

PRESENT PLANNING & ZONING: Jim Shedd, Marie Farrier, Sheree Green, Mel Allen and Mark Speirs.

APPROVAL OF MINUTES:

It was moved by Mr. Speirs and seconded by Mr. Allen to approve the minutes of the July 18, 2012 Meeting. Aye - All. Motion carried.

SIGNS:

Deadwood Chamber of Commerce & Visitor Bureau (Sarah Anderson) - Legends Ride - Request for waiver of Banners Fees for a Not-For-Profit.

Ms. Sarah Anderson of the Deadwood Chamber & Visitor Bureau stated that she was requesting a waiver of Banner Fees for a Not-for-Profit, for a banner for the Legends Ride. She explained that it was a one-day charitable event and that the banner would be placed at the Deadwood Tobacco Co. at 628 Main Street. She noted that the profits from the Legend's Ride would benefit the Special Olympics.

Ms. Farrier questioned how big the banner would be. Ms. Anderson stated it was 3' x 5', with "Welcome to Historic Deadwood" printed on it. Mr. Nelson explained that the Planning & Zoning Commission had the right to waive the fee for a not-for-profit.

It was moved by Mr. Allen and seconded by Ms. Green to approve the waiver of the banner fee for a not-for-profit for Deadwood Chamber of Commerce & Visitor Bureau for the Legends Ride to be placed at Deadwood Tobacco Co located at 628 Main Street. Aye - All. Motion carried.

Continued: Cadillac Jacks/Springhill Suites (Optima LLC.) - 322 Main Street - Request for a wall sign.

Mr. Jason Campbell stated that the applicant requested that the application be continued until the Sign Ordinance was changed. Mr. Campbell suggested continuing the application for three meetings.

It was moved by Mr. Speirs and seconded by Ms. Green to continue the application for a wall sign for Cadillac Jacks/Springhill Suites (Optima LLC.) at 322 Main Street for three meetings. Aye - All. Motion carried.

Cadillac Jacks/Springhill Suites (Optima LLC.) - 322 Main Street - Request for a free standing sign with two variances.

Mr. Umenthum stated that the applicant requested permission to install a free standing sign at 322 Main Street. He noted that the building frontage is 220' with an allowable 440 square feet of signage for the building with no existing signage. Mr. Umenthum explained that the sign would be 10' x 16' or 160 square feet and the height would be 18' from grade. The sign would have a brick base and the body would be constructed from dryvit or synthetic stucco with metal back lit channel letters backlit with white LEDs. Mr. Umenthum stated that the sign would be placed on the grass island beside the driveway.

Mr. Umenthum stated that two variances were needed for approval of the sign. He explained that free standing signs outside of the historic district are allowed subject to a maximum height of 15' and a maximum of 45 square feet. Therefore a 115 square foot variance from the allowable 45 square feet for size and a 3' variance for height from the allowable 15 feet.

Mr. Cam Lund, Lund Associates, Mr. Caleb Arceneaux, Isis Hospitality, Mr. Dennis Hettich and Ms. Vicky Fenhaus from Conrad Signs were in the audience to represent the sign application.

Ms. Green questioned if the two existing freestanding signs would be taken down. Ms. Fenhaus stated that she believed that the Cadillac Jacks sign would be taken down because that is where the parking garage would be built. Ms. Green questioned if the Brown Rocks Café free standing sign would be taken down as well. Ms. Fenhaus stated that she was unsure of the Cadillac Jack signage and noted that the proposed signage is for Springhills Suites. Mr. Nelson stated that to his knowledge both signs would be taken down. Mr. Arceneaux stated that the removal of the two free standing signs would depend on when the construction of the parking ramp would commence. Mr. Lund explained that the Springhill Suites was being constructed first then the parking ramp would be built and it was his understanding that both free standing signs would be taken down and replaced by the proposed sign.

Ms. Green questioned if there was a limit on the number of free standing signs. Mr. Campbell stated that the total amount of signage is determined by the total frontage of the building and noted that a building this large could have multiple signs.

Mr. Umenthum explained that the size variance is 115 square feet from the allowable 45 square feet and the height variance is 3' from the allowable 15'.

Mr. Hettich stated that because of the size of the large building the applicant is requesting a larger sign so that the sign is not dwarfed by the building.

Mr. Campbell stated that in reading the e-mail submitted by Mr. Paul Bradsky of Optima LLC, he felt the situation is similar to the request made by Deadwood Mountain Grand for the approved reader board sign. Mr. Campbell explained that a sign in compliance with the Sign Ordinance would be less effective due to the proportion to the building.

Ms. Green stated that the sign is appealing; however, her concern was the large variance. Mr. Speirs stated that he would like to see the rendering of the sign in compliance with the Sign Ordinance in order to compare and make a more informed decision. Mr. Hettich stated that they could make a rendering.

Ms. Farrier stated that she was uncomfortable approving a sign and not knowing for sure if the other signs would be removed or not. Ms. Fenhaus stated the proposed application was for a separate property and the other two signs should not be considered in the decision. Mr. Campbell stated that the business is on one complex.

Ms. Green stated she also would like to see a rendering of the sign in compliance with the Sign Ordinance. Mr. Hettich stated that the sign would not be able to have the backlit LEDs as requested by the business owner due to the small size of the sign.

Mr. Campbell stated that the Planning & Zoning Commission is requesting a rendering of the sign to have adequate documentation to support the approval of the variances for the sign. Mr. Hettich agreed to provide a rendering.

It was moved by Mr. Speirs and seconded by Ms. Green to continue the application for a free standing sign with two variances for Cadillac Jacks/Springhill Suites (Optima LLC.) at 322 Main Street. Aye - All. Motion carried.

Palisades LLC - 376 Main Street - Request for a free standing sign with a variance.

Mr. Umenthum stated that the applicant requested permission to install a free standing painted wood sign. He noted that the building frontage is 52' with an allowable 104 square feet of signage for the building with no existing signage. Mr. Umenthum explained that the sign would be 4' x 4' or 16 square feet and the height would be 5' from grade. Mr. Umenthum stated that the sign would be placed in front of the model home at 735 State Run.

Mr. Umenthum explained that the sign advertises the availability of the lots and houses for sale in the Stage Run Subdivision. He stated that the sign is a commercial use in a residential zone which would allow a 10 square feet sign and because it is out of the historic district the Sign Ordinance allows a 20% increase for size, 12 square feet. Mr. Umenthum stated that the sign would require a variance of 3' for size. Ms. Green stated that the variance would be 4' not 3'. Mr. Umenthum stated that was correct.

Mr. Mike Percevich, Palisades LLC was in the audience to represent the application. Mr. Percevich stated that a for sale sign is not suitable for model home because it is not for sale and is requesting the signage for people to view the home for future sales of lots and homes.

Ms. Farrier questioned where the sign would be placed on Main Street or Stage Run because it was unclear in the Staff Report. Mr. Percevich stated that it would be placed at the newly constructed model home at 735 Stage Run.

Mr. Campbell asked if Mr. Percevich could construct the sign without the variance. Mr. Percevich stated that he could but he was hoping to utilize a sign board that is 4' x 4'. Mr. Percevich stated that he would be willing to reduce the size to 12 square feet.

It was moved by Mr. Speirs and seconded by Ms. Green to approve the application for a 12 square foot wall sign for Palisades LLC) at 735 Stage Run. Aye - All. Motion carried.

OPEN

None.

ADJOURNMENT:

It was moved by Mr. Speirs and seconded by Ms. Green to adjourn the Regular Meeting of the Planning and Zoning Commission. Aye - All. Motion carried.

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

ATTEST:

Mr. Jim Shedd
Chairman
Planning and Zoning

Ms. Sheree Green
Secretary
Planning and Zoning