

**DEADWOOD PLANNING AND ZONING COMMISSION**

**Wednesday, November 1, 2017 – 5:00 p.m.**

City Hall, 102 Sherman Street, Deadwood, SD

**AGENDA**

1. Call Meeting to Order
2. Approval of October 18, 2017 Minutes
3. Sign Review Commission  
**250 Main Street – Mike Gustafson – Install New Free Stand Sign and New Wall Sign – Continued from October 18<sup>th</sup> meeting**
  - a. Install New Free Standing Sign and New Wall Sign  
Action Required:
  - b. Approval/ Denial by Sign Review Commission
4. Items from Staff
  - a. Cadillac Jacks
5. Adjourn

CITY OF DEADWOOD  
PLANNING AND ZONING COMMISSION  
Wednesday, October 18, 2017

The meeting of the Deadwood Planning and Zoning was called to order by Vice Chairperson Brett Runge on Wednesday, October 18, 2017, at 5:00 p.m. in the Deadwood City Hall Meeting Room, located at 102 Sherman Street, Deadwood, SD 57732.

**Planning and Zoning Commission Present:** Jim Shedd, John Martinisko, Bill Rich and Brett Runge

**Absent:** Tony Biesiot

**Board of Adjustments Present:** Gary Todd, Mark Speirs, Charlie Struble, Dave Ruth Jr., Mayor Turbiville

**Staff Present:**

Bob Nelson, Jr., Trent Mohr and Meghan Wittmis

**Approval of October 4, 2017 Minutes:**

*It was moved by Mr. Shedd and seconded by Mrs. Runge to approve the October 4, 2017 meeting minutes. Aye - All. Motion carried.*

**Sign Review Commission:**

**250 Main Street – Mike Gustafson – Install New Free Standing Sign and New Wall Sign – Continued from October 4<sup>th</sup> meeting**

Mr. Mohr stated that he and Mr. Nelson Jr. met with the applicant and a letter was provided along with exterior signage requirements from Travelodge themselves. Mr. Schaffer, the general manager for First Gold Travelodge, asked to continue the sign review to the next scheduled meeting.

*It was moved by Mr. Martinisko and seconded by Mr. Rich to continue the sign review to the next scheduled meeting. Aye – All. Motion carried.*

**Planning and Zoning Commission and Board of Adjustments:**

**Off of Mt. Roosevelt Road -- City of Deadwood**

Lot 9, Block 1 of Palisades Tract of Deadwood Stage Run Addition, All located in the SW ¼ Section 14, the SE ¼ Section of 15, the NE ¼ NE ¼ of Section 22 and the N ½ NW ¼ of Section 23, T5N, R3E, B.H.M., City of Deadwood, Lawrence County, South Dakota. For building purposes and to transfer the property. Mr. Nelson Jr. stated the lot lines are compliant and the utilities are provided for the lot. Mr. Rich stated on the plat itself on the note number 3 lot line is one word. Mr. Nelson Jr. stated he will make sure the Mylar reflex the change.

*It was moved by Mr. Martinisko and seconded by Mr. Shedd to approve the corrected plat for Lot 9, Block 1 of Palisades Tract of Deadwood Stage Run Addition, All located in the SW ¼ Section 14, the SE ¼ Section of 15, the NE ¼ NE ¼ of Section 22 and the N ½ NW ¼ of Section 23, T5N, R3E, B.H.M., City of Deadwood, Lawrence County, South Dakota as presented. Aye-All. Motion carried.*

**Meeting Adjourned**

**Board of Adjustments:**

Mayor Turbiville called the meeting to order.

**Off of Mt. Roosevelt Road -- City of Deadwood**

Lot 9, Block 1 of Palisades Tract of Deadwood Stage Run Addition, All located in the SW ¼ Section 14, the SE ¼ Section of 15, the NE ¼ NE ¼ of Section 22 and the N ½ NW ¼ of Section 23, T5N, R3E, B.H.M., City of Deadwood, Lawrence County, South Dakota.

*It was moved by Mr. Ruth Jr. and seconded by Mr. Speirs to continue the sign review to the next scheduled meeting. Aye – All. Motion carried.*

**Meeting Adjourned**

**Planning and Zoning Commission Meeting Reconvened**

Items From Staff (no action taken)

- Mr. Nelson Jr. stated cleanup on Whitewood Creek is completed and on budget.
- Mr. Nelson Jr. stated Cadillac Jacks is progressing rather rapidly now. TIF portion of the project is about 90% done.
- Mr. Nelson Jr. stated there is a memo included on vacation home rentals that was provided to the City Commission. There was a story in the Rapid City Journal as well. I have met with the Chief of Police and the City attorney; there are some minor changes that are coming forward on that ordinance to solidify it to make sure we have a process when it comes to site violations. The penalty will probably go up substantially as well. Information on Airbnb collecting sales tax is also included in your packet. The State is also working on agreements with other companies to collect sales tax. These agreements should be coming in the next six months or so.
- Mr. Nelson Jr. stated regarding Firewise that they met with BLM and the Forest Service. They are going to be working on 133 acres of land between The Lodge at Deadwood and Stage Run. There will be some significant cuts, 200 foot wide clear cuts for the Big Horn Sheep habitat. They will be installing guzzlers, water containers that collect rain water, to keep the sheep from coming down to the highway for water every day.

Adjournment:

*It was moved by Mr. Shedd and seconded by Mr. Martinisko to adjourn the Regular Meeting of the Planning and Zoning Commission. Aye – All. Motion carried.*

There being no further business, the Planning and Zoning Commission adjourned at 5:08 p.m.

ATTEST:

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Chairman, Planning & Zoning Commission

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Secretary, Planning & Zoning Commission

*Meghan Wittmis, Planning & Zoning Office/Recording Secretary*



## SIGN PERMIT STAFF REPORT

Sign Review Commission  
October 4, 2017

**Applicant:** Mike Gustafson

**Address:** 270 Main Street, Deadwood, SD 57732

**Site Address of Proposed Signage:** 250 Main Street (First Gold)

### Computation of Sign Area

**Building Frontage:** 334 Feet

**Total Available Signage:** 668 Square Feet

**Existing Signage:** Five freestanding, two wall, and one hanging sign (approx. 288 Square Feet)

**Remaining Available Signage Area:** 380 Square Feet

**Proposed Sign Project:** Install new freestanding sign (72 Square Feet) and new wall sign (60 Square Feet).

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

**Proposed Lighting of the Signs:** Internally illuminated.

**Location of Proposed Sign:** Attached are photographs showing the proposed locations.

### Discussion

The sign permit applications in review are 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 signs proposed in the current applications 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 upper two buildings on this property are going to be operated under a franchise agreement with Travel Lodge Inn & Suites Inc. The proposed new signs are to advertise this new franchise.

The proposed sign locations are compliant with the sign ordinance. The proposed materials and illumination require a variance from the sign ordinance. Neither plastic nor internal illumination is allowed in the National Landmark District per sections 15.32.200 and 15.32.210 of the Sign Ordinance (attached). Please see applicant's letter requesting a variance (attached).

## Variances

The sign permit applications in review as proposed require 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 sign permits for one new freestanding sign and one new wall sign at 270 Main Street

OR

Motion to deny proposed sign permit applications as submitted.



Re: Travelodge Inn & Suites  
205 Main Street  
Deadwood, SD 57732

Dear Kim,

Good afternoon, this letter is in response to your request for a non-illuminated Travelodge Inn & Suites sign for your Deadwood sign. Please note that I cannot provide a non-illuminated sign for this location. Persona is the approved sign vendor for Wyndham Corp and such I am required to follow the corporate standards for the signs.

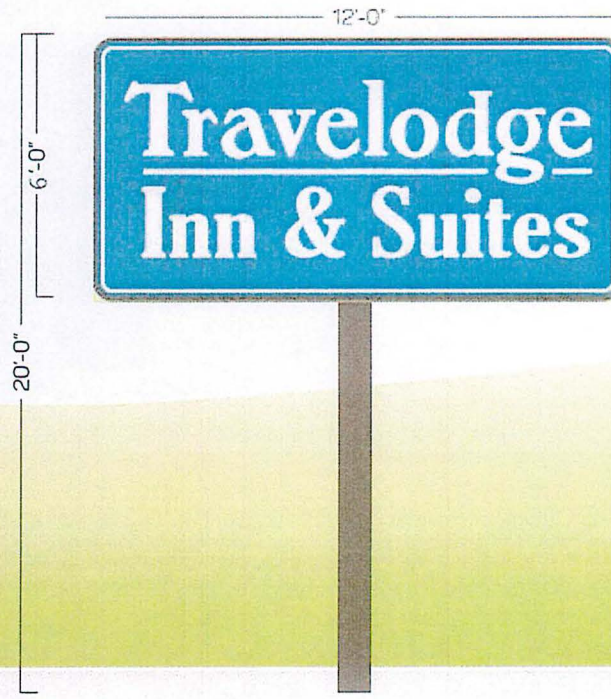
Wyndham Corporate is committed to brand consistency in design and illumination and thus does require that all signs be internally illuminated.

Thank You,  
Jody Schulz  
Persona, Inc.  
700 21<sup>st</sup> Street SW  
Watertown, SD 57201  
800-843-9888



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## PYLON SIGN



GRAPHIC DETAIL  
SCALE: 3/16" = 1'-0"

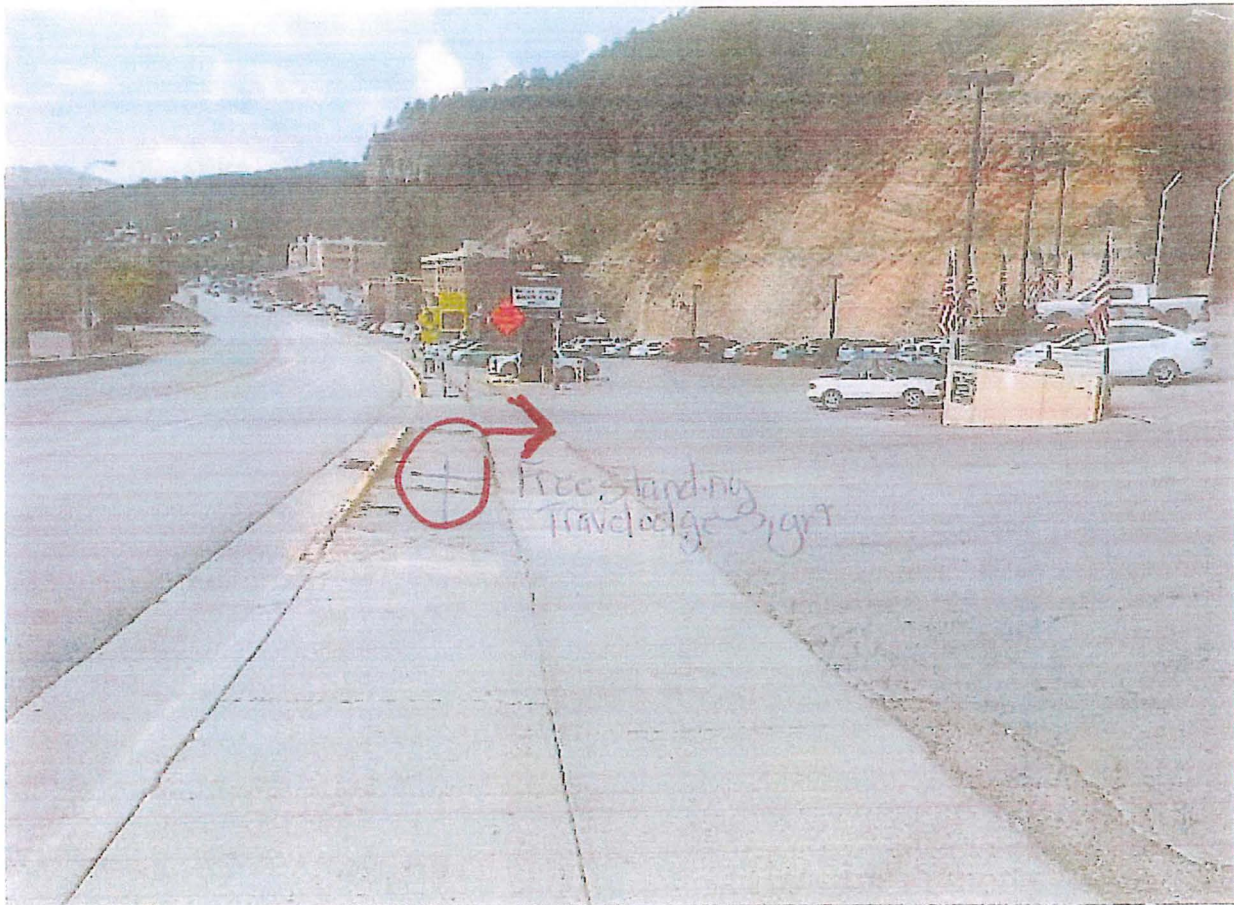
APPROVAL BOX - PLEASE INITIAL

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: <b>TRAVELODGE</b>	Date: <b>9/20/17</b>	Prepared By: <b>AT/AT</b>	<p><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></p>	<p><b>persona</b></p> <p>SIGNS   LIGHTING   IMAGE</p>	<p><b>DISTRIBUTED BY SIGN UP COMPANY</b>            700 21st Street Southwest            PO Box 210            Watertown, SD 57201-0210            1.800.843.9888 • www.personasigns.com</p>
Location: <b>DEADWOOD, SD</b>	File Name: <b>160703 -R1- DEADWOOD, SD</b>	Eng: <b>-</b>			

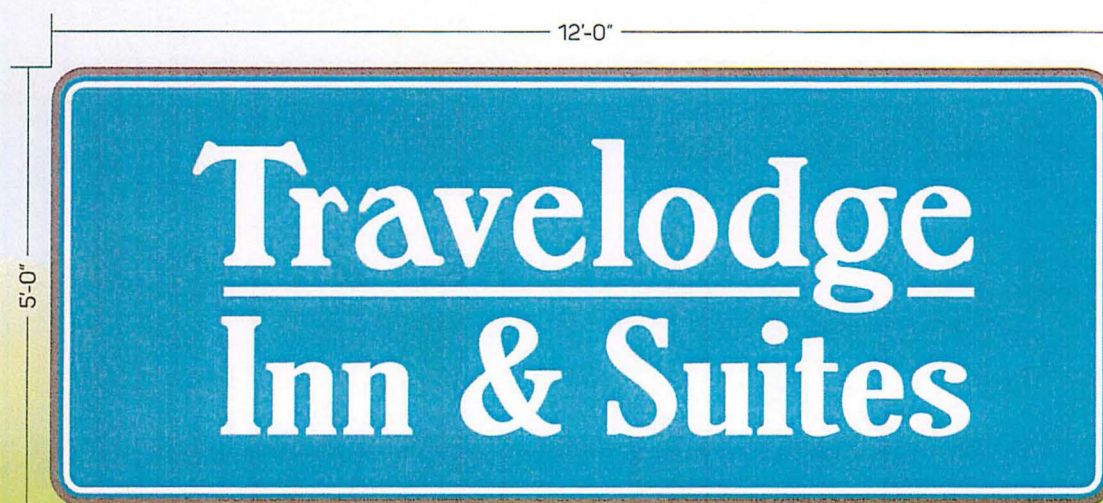


Sign will not be allowed to encroach  
into highway right of way. (TM)



2

# WALL SIGN OPTION 1




GRAPHIC DETAIL  
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: <b>TRAVELODGE</b>	Date: <b>9/21/17</b>	Prepared By: <b>AT/AT/PKE</b>	<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>	 <b>personna</b> SIGNS   LIGHTING   IMAGE	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personnaisigns.com
Location: <b>DEADWOOD, SD</b>	File Name: <b>160703 -R2- DEADWOOD, SD</b>	Eng: <b>-</b>			



Travelodge  
Wall Sign





[Print](#)

## Deadwood, SD Code of Ordinances

### 15.32.200 Illumination.

A. Within the local historic district as established by Ordinance No. 777 and any amendment thereto, no internally illuminated signs shall be allowed. Outside the local historic district, opaque letters or designs set out from a building or sign face and lit by soft white illumination from behind the letters maybe allowed on new construction within the federally designated Deadwood National Historic Landmark District, as indicated on the zoning map (see 17.68.010(B)). However, no other type of internally illuminated signs shall be allowed within the federally designated Deadwood National Historic Landmark District, as indicated on the zoning map (see 17.68.010(B)), outside of the local historic district as established by Ordinance No. 777 and any amendment thereto. All types of internally illuminated signs may be allowed outside of the federally designated Deadwood National Historic Landmark District, as indicated on the zoning map (see 17.68.010(B)).

B. Exterior signs shall not be illuminated by neon, the sole exception to this being historic landmark signs. Window signs may be illuminated by neon, but will be counted at one hundred (100) percent of their actual size for the purposes of Article V of this chapter.

C. Illumination of signs by direct lighting shall be accomplished in such a manner that light does not spill over onto adjacent properties.

D. Signs shall not have lights or illumination that flashes, moves, rotates, scintillates, blinks, flickers or varies in intensity or color. Signs shall not use intermittent electrical or electronic pulsations. Strings of light bulbs shall not be used in connection with commercial premises other than for traditional holiday decorations (See Section 15.32.130(7)).

(Ord. 1170 (part), 2012; prior code § 26-500)

### 15.32.210 Materials.

A. Sign faces shall generally be made of wood or metal within the federally designated Deadwood National Historic Landmark District, as indicated on the zoning map (see 17.68.010(B)). However, the decision as to which material is most appropriate shall be based upon historical evidence. In all cases the selection of such materials shall be based upon the historic evidence, the historic style of the architecture of the structure, and overall appropriateness. All exposed metal sign faces shall be painted.

B. Support systems shall generally be of metal. Such metal can be wrought iron, cast iron, or steel as most appropriate to the historic character and style of the architecture of the structure.

C. Plastic shall not be allowed unless the historical evidence shows otherwise and is completely documented by the applicant. Raised letters on wood or metal signs shall be made of high density, closed cell, polyurethane if the letters are painted.

D. No phosphorescent or reflective paint shall be used in any sign face or sign structure; however, notwithstanding the above, metallic leafing such as gold leaf, silver leaf, and copper leaf may be used.

E. Exposed guy wire and turnbuckles are permitted only when necessary and will be reviewed in the context of the overall sign design.

(Ord. 1170 (part), 2012; Ord. 1020 (part), 2004; prior code § 26-501)





September 20<sup>th</sup>, 2017

City of Deadwood

First Gold Hotel & Gaming has approximately 400 Square feet of remaining signage available to use. We are requesting two new Travelodge signs. We are franchising Building #2 & #3 to a Travelodge Inn & Suites. As per Travelodge franchise requirements, we are also requesting a variance, as both signs must be internally illuminated. Since other franchise signs, in Deadwood, such as Best Western, Super 8, Comfort Inn and Taco Johns are internally illuminated, we are asking that you include Travelodge signage as well.

The wall sign, will be installed on the South side of Building #2 facing the highway. The free-standing sign, will be installed between the 2 curb cut entrances by Building #2, within DOT right of way restrictions. Both signs will be manufactured by Persona in Watertown, SD and installed by Rosenbaum Signs. Both signs would use 132 square feet of our existing square footage available.

Thank you for your consideration

First Gold Hotel & Gaming



To: City of Deadwood Sign Review Commission

October 10, 2017

Enclosed is a copy of the current 2017 "Standards of Operation and Design Manual" for The Travelodge Hotel, Inc.

As highlighted, the last bullet point requires "All primary exterior signage is internally illuminated from dusk until dawn".

We realize this internal lighting requirement is contrary to Deadwood sign ordinances.

We respectfully request a variance be granted to allow internal illumination for the conversion of the former Terrace Motel into a Travelodge Hotel at 250 Main St. in Deadwood, SD. This request for a variance is due to "special circumstances or conditions" that are being imposed by the franchisor Travelodge Hotel, Inc.



Mike Gustafson

Owner, First Gold, Inc.



# Hotel Arrival And Exterior

## Exterior Signage

### Exterior Signage Requirements

**Manual Number:** 200.01.01

**Category:** Hotel Arrival And Exterior

**Section:** Exterior Signage

Required Travelodge Exterior signage must be installed including:

- Primary Identification Sign (pylon, pole or monument)
- Entrance or Directional Sign
- Secondary hotel Sign (mounted on the building façade)

Optional Exterior/Outdoor signs may be installed as follows:

- Construction Site sign (including "Coming Soon" sign)
- "Now Open" signs (must be removed within one year of opening)
- Federal/State DOT Highway Signage
- Awnings
- Billboards
- Banners
- Door and Glass Graphics
- Exterior Reader Board and professionally produced rates signs

Prohibited signs must not be displayed including:

- No other signs are displayed with the primary identification sign except the optional reader board
- No other signs are displayed with the entrance sign
- No additional directional arrows are displayed
- Permanent amenity signs such as "Indoor Pool" or "Spa" are not displayed
- Permanent rate signs are not displayed
- Other prohibited signs include ownership affiliation and portable signs

All signage installed (whether required or optional) must be in compliance with the following:

- All signage is in accordance with Travelodge signage specifications for fabrication and installation
- All signage is purchased from Travelodge authorized suppliers
- All signage is approved in advance by Travelodge
- All primary exterior signage is internally illuminated from dusk to dawn