

MA 1-4 – Increased Allowance of Window Graphics for 1 Unit at the Sheraton

1. The Major Adjustment is the least modification possible to accomplish the purpose of the standard.

Applicant's Response

Yes, window graphics are the minimal way to honor sponsorship agreements, and the Sheraton location's overall window area allows this space to be the ideal location for multiple sponsors' graphics without a large increase in the allowance of the overall window area.

2. The Major Adjustment will not constitute an unfair advantage inconsistent with limitations upon other properties in the vicinity and applicable context area.

Applicant's Response

Correct, other businesses in the BA context area currently utilize window graphic coverage more than the allowance currently allowed under the City of Steamboat Springs sign code. Specifically, Powder Tools, and Christy Sports, located adjacent to and directly above the property in question.

3. The Major Adjustment is necessary due to special circumstances relating to the size, shape, topography, location, surroundings, or other features of the subject property, building, or project area and to provide it with rights and privileges permitted to other properties in the vicinity and in the applicable Context Area.

Applicant's Response

Correct, this location's overall window space allows SSRC to honor sponsorship agreements with minimal overall adjustment requested.

4. The Major Adjustment will not injure or adversely impact legal conforming uses or signage of adjacent property, or the applicant has accurately assessed the impacts of the proposed Major Adjustment and has agreed to mitigate those impacts.

Applicant's Response

The proposed increase in allowance will not injure or adversely impact legal conforming uses of adjacent properties. The proposed increased allowance will not have any impacts that are inconsistent with what is found at multiple other businesses within the BA Context Area. SSRC's sponsorship agreements allow SSRC to host multiple concerts and other base area events that generate increased revenue for all surrounding businesses.

5. When considering the amount of variation requested, any existing nonconformity will be considered part of the overall Major Adjustment request. For example, an existing nonconforming sign is five square feet larger than the total sign area allowed and the applicant is requesting a Major Adjustment for an additional five square feet of sign area. The Major Adjustment request shall be for ten additional square feet of sign area.

Applicant's Response

Not Applicable

MA 5 – Increased Allowance of Window Graphics for 1 unit at Fetcher Base

1. The Major Adjustment is the least modification possible to accomplish the purpose of the standard.

Applicant's Response

Yes, due to unique nature of the tenant's business, STARS, and the all glass frontage of the space, additional privacy is necessary for clients. The perforated graphics not only provide the additional privacy while allowing natural light to the space, but they also allow the tenant an opportunity to promote the wonderful work they do for the community and beyond.

2. The Major Adjustment will not constitute an unfair advantage inconsistent with limitations upon other properties in the vicinity and applicable context area.

Applicant's Response

Correct, other businesses in the BA context area currently utilize window graphic coverage more than the allowance allowed under the City of Steamboat Springs sign code. Specifically, Powder Tools, and Christy Sports, all located within the BA context area and applicable to the ski industry.

3. The Major Adjustment is necessary due to special circumstances relating to the size, shape, topography, location, surroundings, or other features of the subject property, building, or project area and to provide it with rights and privileges permitted to other properties in the vicinity and in the applicable Context Area.

Applicant's Response

Correct, due to the all glass frontage and the unique nature of the tenant's business, the increased allowance is necessary for the business.

4. The Major Adjustment will not injure or adversely impact legal conforming uses or signage of adjacent property, or the applicant has accurately assessed the impacts of the proposed Major Adjustment and has agreed to mitigate those impacts.

Applicant's Response

The proposed increase in allowance will not injure or adversely impact legal conforming uses of adjacent properties. The proposed increased allowance will not have any impacts that are inconsistent with what is found at multiple other businesses within the BA Context Area.

5. When considering the amount of variation requested, any existing nonconformity will be considered part of the overall Major Adjustment request. For example, an existing nonconforming sign is five square feet larger than the total sign area allowed and the applicant is requesting a Major Adjustment for an additional five square feet of sign area. The Major Adjustment request shall be for ten additional square feet of sign area.

Applicant's Response

Not Applicable

MA 6 – Increased Allowance of Window Graphics for 1 Unit at the Gondola Square Condominium Building

1. The Major Adjustment is the least modification possible to accomplish the purpose of the standard.

Applicant's Response

Yes, due to the unique buildout of the Burton Store interior, 3 exterior windows view into the changing room of the store. The requested increased allowance is the least modification possible to ensure guest privacy when utilizing the changing rooms.

2. The Major Adjustment will not constitute an unfair advantage inconsistent with limitations upon other properties in the vicinity and applicable context area.

Applicant's Response

Correct, other businesses in the BA context area currently utilize window graphic coverage that is more than the allowance currently allowed under the City of Steamboat Springs sign code. Specifically, Powder Tools, and Christy Sports, located adjacent to and above the property in reference.

3. The Major Adjustment is necessary due to special circumstances relating to the size, shape, topography, location, surroundings, or other features of the subject property, building, or project area and to provide it with rights and privileges permitted to other properties in the vicinity and in the applicable Context Area.

Applicant's Response

Correct, for guest privacy in the changing room, full coverage graphics are necessary.

4. The Major Adjustment will not injure or adversely impact legal conforming uses or signage of adjacent property, or the applicant has accurately assessed the impacts of the proposed Major Adjustment and has agreed to mitigate those impacts.

Applicant's Response

The proposed increase in allowance will not injure or adversely impact legal conforming uses of adjacent properties. The proposed increased allowance will not have any impacts that are inconsistent with what is found at multiple other businesses within the BA Context Area.

5. When considering the amount of variation requested, any existing nonconformity will be considered part of the overall Major Adjustment request. For example, an existing nonconforming sign is five square feet larger than the total sign area allowed and the applicant is requesting a Major Adjustment for an additional five square feet of sign area. The Major Adjustment request shall be for ten additional square feet of sign area.

Applicant's Response

Not Applicable

MA 7-10, & 12 – Increased Allowance of Freeform Signs

1. The Major Adjustment is the least modification possible to accomplish the purpose of the standard.

Applicant's Response

Yes, all 5 of the requested Free-Form signs are the least modification possible to the sign code to honor our partner contracts as well as create a sense of arrival at the Ski Resort. Each of the requested Free-Form signs includes minimal branding and meets the following additional criteria of the sign code, including square footage maximums, and sign height maximums, and does not include any internal illumination. The only exclusion is the SNOW lettering which also requires a larger allowance for square footage of the overall sign. However, the Steamboat branding on the letter set is <5 square feet.

2. The Major Adjustment will not constitute an unfair advantage inconsistent with limitations upon other properties in the vicinity and applicable context area.

Applicant's Response

Correct, the requested Free-Form signs do not advertise a product that is in direct competition with other businesses within the BA Context area, therefore does not constitute an unfair advantage to other businesses within applicable context area.

3. The Major Adjustment is necessary due to special circumstances relating to the size, shape, topography, location, surroundings, or other features of the subject property, building, or project area and to provide it with rights and privileges permitted to other properties in the vicinity and in the applicable Context Area.

Applicant's Response

Correct, due to the unique nature of the Ski Resort's business and the partnership agreements that allow us to provide no-cost community events, these Free-Form signs with minimal branding are necessary to continue to provide these events to the community.

4. The Major Adjustment will not injure or adversely impact legal conforming uses or signage of adjacent property, or the applicant has accurately assessed the impacts of the proposed Major Adjustment and has agreed to mitigate those impacts.

Applicant's Response

The proposed increase in allowance will not injure or adversely impact legal conforming uses of adjacent properties. The proposed increased allowance will not have any impacts that are inconsistent with what is found at multiple other businesses within the BA Context Area.

5. When considering the amount of variation requested, any existing nonconformity will be considered part of the overall Major Adjustment request. For example, an existing nonconforming sign is five square feet larger than the total sign area allowed and the applicant is requesting a Major Adjustment for an additional five square feet of sign area. The Major Adjustment request shall be for ten additional square feet of sign area.

Applicant's Response

Not Applicable

MA 11 – Increased Wall Sign Allowance for Steamboat Square Tower

1. The Major Adjustment is the least modification possible to accomplish the purpose of the standard.

Applicant's Response

Yes, by displaying the Steamboat Logo on all 4 elevations of the tower in the center of the square, we can avoid requesting a steamboat logo sign at all entrances to the base area promenade, while maintain a visual sense of arrival to the ski area for our guests.

2. The Major Adjustment will not constitute an unfair advantage inconsistent with limitations upon other properties in the vicinity and applicable context area.

Applicant's Response

Correct, the logo signs will not create an unfair advantage to other business in the area. Steamboat Resort is the only business of a ski mountain in nature within the context area. The logo signs are only advertising the ski resort, and not any of SSRC's business units that may have a similar business nature to other businesses within the BA context area.

3. The Major Adjustment is necessary due to special circumstances relating to the size, shape, topography, location, surroundings, or other features of the subject property, building, or project area and to provide it with rights and privileges permitted to other properties in the vicinity and in the applicable Context Area.

Applicant's Response

Correct, due to the location of the tower in the center of the square and the height of the tower, we are able to create a visual sense of arrival for our guests, without placing a Steamboat logo sign at multiple locations and entrances to the base area.

4. The Major Adjustment will not injure or adversely impact legal conforming uses or signage of adjacent property, or the applicant has accurately assessed the impacts of the proposed Major Adjustment and has agreed to mitigate those impacts.

Applicant's Response

The proposed increase in allowance will not injure or adversely impact legal conforming uses of adjacent properties. The proposed increased allowance will not have any impacts that are inconsistent with what is found at multiple other businesses within the BA Context Area.

5. When considering the amount of variation requested, any existing nonconformity will be considered part of the overall Major Adjustment request. For example, an existing nonconforming sign is five square feet larger than the total sign area allowed and the applicant is requesting a Major Adjustment for an additional five square feet of sign area. The Major Adjustment request shall be for ten additional square feet of sign area.

Applicant's Response

Not Applicable