



March 31, 2023

Corey Adams
2305 MT WERNER CIR
STEAMBOAT SPRINGS, CO 80487

Re: Steamboat Resort Design Review Committee Sign Program at 211077001

Dear Corey Adams,

This letter shall serve as the Development Review Team letter (DRT) for Submittal #2 of the above referenced project. This letter as well as marked up documents and conditions of approval are available on Portal. Your proposal has generated comments that need resolution prior to scheduling for hearing(s) or a decision being made. A DRT Meeting with applicable agencies is required prior to Submittal #3.

Please address each comment and provide all requested items in one submittal to the Planning Department. Per CDC Section 702.I, you are required to provide a complete response that adequately addresses each comment or formally request an extension within 30 days of the date of this letter or the application may be withdrawn.

Please submit materials digitally through the Portal by uploading a **New Version** of each applicable document. Complete submittals shall be distributed within two business days of receipt. The resubmittal should include:

- The most recent revision date on applicable sheets
- A response to each individual comment
- Flattened PDFs of all materials

Also, please be aware that if DRT provides comments requiring a response on Submittal #3, an additional application fee is required with Submittal #4. Resubmittal Fees are half the cost of the original application fee.

Contact me at (970) 871-8280 or tstauffer@steamboatsprings.net to schedule your DRT meeting.

Planning Review (Reviewed By: Toby Stauffer, AICP)

48. There are several "signs", the jack daniels gondola car, the honey stinger gondola car, the salsa bottle, and the coca cola bear, several coca-cola signs, and several jack daniels barrels that do not have a connection to the resort or the land use. These signs should be removed, they are not approved as part of this plan, and they are not consistent with the purpose and function of signs including communication and wayfinding, visual harmony and a respect for the character of the community; and protection from visual clutter that may result from unrestricted proliferation of signs.

49. The following signs were not included on the sign plan should should be: Open channel letter sign at Skeeter's rink "Skates", Wall art "60 years" wall and accompanying signage- should be noted as art and excluded from signage, Happy Camp portable "ski" signs, a freestanding sign at the entrance of the ski time square/ grand garage, a wall sign at the Parcel G parking garage, and several freestanding signs near Routties and Torian Sports. Freestanding sign #25 is a sign, not art, previously been approved through a Major Adjustment, please revise the plan to reflect this.

50. The following aspects of this sign plan require a Major Adjustment:

- A. The proposed number of freeform signs: 3 (existing: "snow", future: flag, bear associated with flag)
- B. Window Sign Coverage percentages: There are several areas that indicate 50%, 75% or 100% window coverage by signs. We have concerns with the amount of windows covered and the additional signage that represents. The proposal is quite different from what our community wants, with more signs, less visible glazing on commercial windows, and less active storefronts that are contrary to our goals and intentions with the sign code and community development code. Each area that exceeds the window sign maximum will need to be addressed and justified in an adjustment application.
- C. Timber and Torch sign: exceeds square footage for a wall sign
- D. Open Channel letter sign: "Skates". this sign type is typically not allowed in our community, your request will need to justify why this sign type is needed
- E. Feather Flags: this sign type is typically not allowed in our community, your request will need to justify why this sign type is needed
- F. Logo Tower: exceeds height for freestanding sign
- G. Happy Camp signs: Exceed height for freestanding signs
- H. Off-premises sign: off premises nature and proposed square footage. The adjustment request will need to justify why this off premises sign is needed, how it meets criteria for an adjustment, and a specific proposal will be needed to show the maximum SF for this sign, height, other relevant dimensions and information, and why a larger sign is needed.

Each request can be included in one Major Adjustment application. Each request will need to be justified and criteria of approval addressed for each. If you decide to change any of these aspects of the plan to comply with the code, that should be represented in a Sign plan resubmittal and those aspects of the plan can be removed from the Major Adjustment application. If changes to the plan result in new aspects of non compliance with the standards that have not been previously reviewed, include those requests in the adjustment application.

51. Based on a site visit there were several signs in various rights of way that were not included in this plan. Ensure that all existing and proposed sign locations in various rights of way are noted in this plan and included in the eventual revocable license application. Signs shall not be placed in any public right of way without approval of a revocable license.

52. Window Signs: The plan includes several areas where existing or proposed window signs exceed 30% coverage. Based on a site visit there are several of these areas that do not currently have window signs or window signs that exceed the standard. There are also some areas with existing window signs that are listed as proposed. All areas seem to function without additional signage and areas with existing window signs of more than 30% coverage may not be necessary for the purpose and function of signs including communication and wayfinding, visual harmony and a respect for the character of the community; and protection from visual clutter that may result from unrestricted proliferation of signs. Any window sign area that currently exceeds the standard or that is proposed to exceed the standard will need to be included in a Major Adjustment request. Ensure that existing and proposed window sign amounts are accurate, necessary, and clearly depicted on future submittals.

Please see draft conditions of approval for this application below. All conditions of approval are also visible in Portal.

- The following signs may require removal at the time the URA implements a master plan for public wayfinding: P-53, P-54, P-55, P-56, P-57, P-58, P-59, P-60, P-61, B-26, B-27, B-28, B-29, PR-9-15, FS-1-10, PR-35-42, and any banner, portable or other signs currently used for wayfinding that may not be listed.
- Signs not approved by this plan include: Two existing nonfunctional gondola car signs currently painted to advertise jack daniels and honey stinger, the freeform sign shaped like a salsa bottle, the freeform sign shaped like a bear, all food/beverage signs not associated with food/beverage vending, all painted advertising barrels, freestanding, portable and other signs in the promenade, easements, or various public street rights of way, signs that require approval through a Major Adjustment as listed, and signs that require approval through a Revocable License as listed.
- Prior to placement of any signs shown in this plan within a public right-of-way or easement, a revocable license/permit shall be requested. Signs may only be placed after a revocable license/permit is approved.
- Signage included in this plan is the maximum allowable for the areas covered by this plan.

Sincerely,



Toby Stauffer, AICP
Senior Planner