

2305 Mt. Werner Circle  
Steamboat Springs, CO 80487  
(970) 817-5636

# MASTER SIGN PLAN

Major Adjustment Request

ISSUE DATE: 09/10/2023

DRAWN: CA    REVIEWED: \_\_\_\_\_

MASTER SIGN PLAN  
MAJOR ADJUSTMENT REQUEST

SHEET NUMBER  
**MA-SP**





**REASON FOR REQUEST**

Major adjustment requested for 100% window coverage on 4 total window banks. The increased allowance is requested to fulfill partnership contracts. These partnerships allow us to provide free community events.

In lieu of the increased allowance, 3 of 5 window banks within this frontage will remain clear of any graphics.

**SPECIFICATIONS**

PRINTED SELF-ADHESIVE VINYL GRAPHICS

# 1 MA-1: Steamboat Sports Sheraton Window Graphics - East Elevation

Drawings represent current graphics. Graphics and placements subject to change. Maximum allowance is 100% coverage of entire window space.





2 MA-2: Steamboat Sports Sheraton Window Graphics - East Elevation

Drawings represent current graphics. Graphics and placements subject to change.  
Maximum allowance is 100% coverage of entire window space.

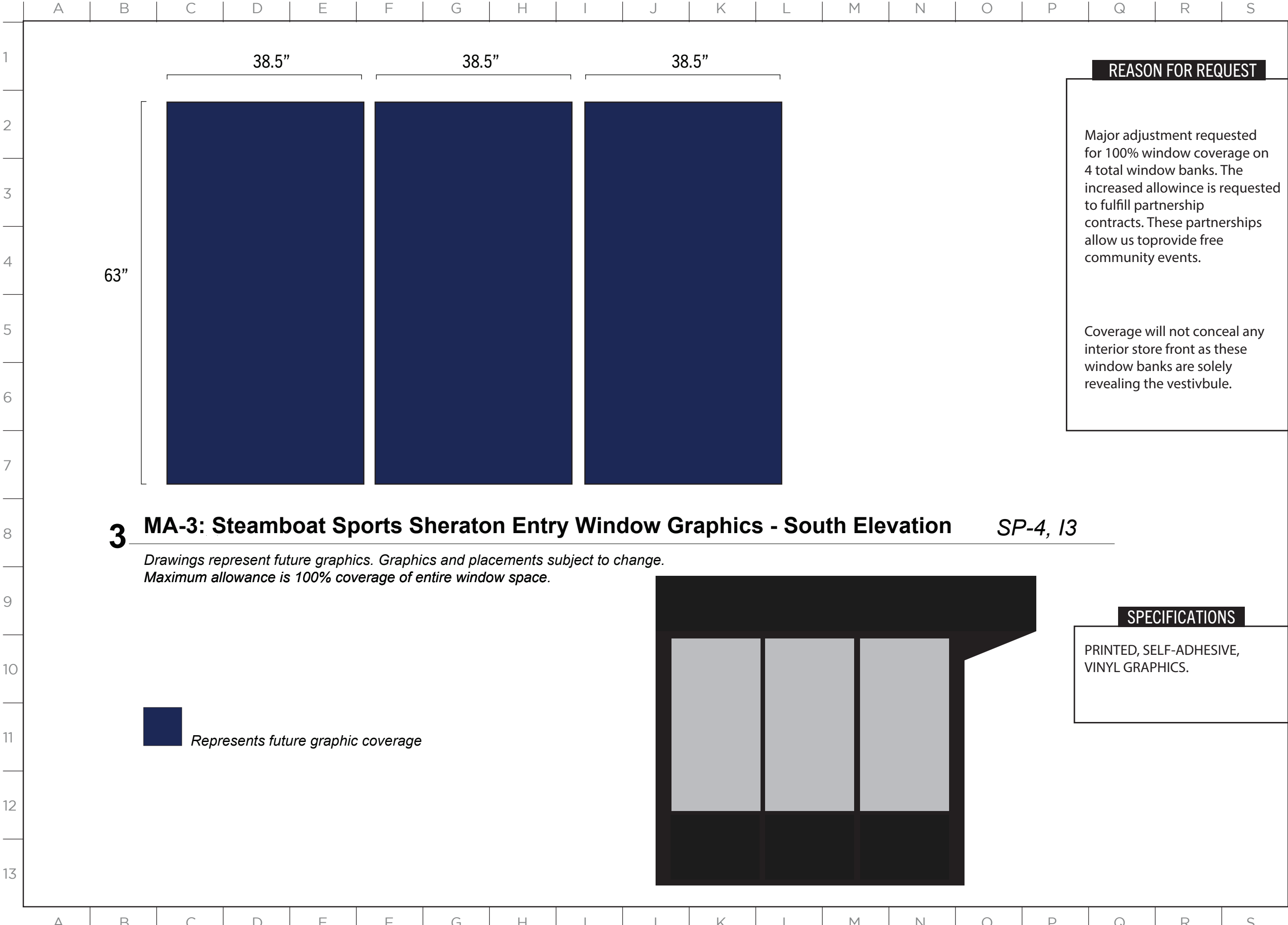
REASON FOR REQUEST

Major adjustment requested for 100% window coverage on 4 total window banks. The increased allowance is requested to fulfill partnership contracts. These partnerships allow us to provide free community events.

In lieu of the increased allowance, 3 of 5 window banks within this frontage will consist of no graphics in lieu of the increased allowance.

SPECIFICATIONS

PRINTED, SELF-ADHESIVE, VINYL GRAPHICS.



REASON FOR REQUEST

Major adjustment requested for 100% window coverage on 4 total window banks. The increased allowance is requested to fulfill partnership contracts. These partnerships allow us to provide free community events.

Coverage will not conceal any interior store front as these window banks are solely revealing the vestibule.

SPECIFICATIONS

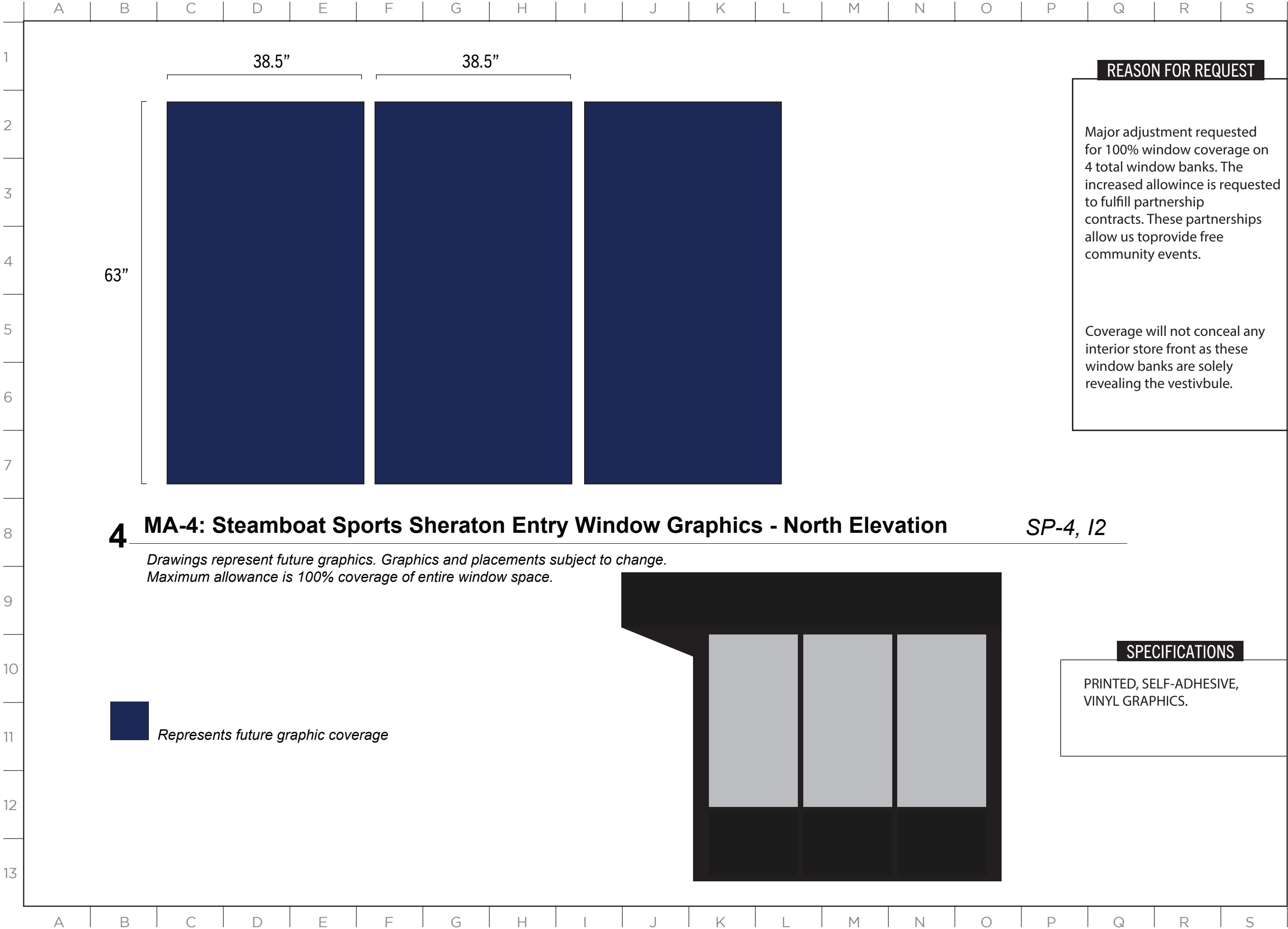
PRINTED, SELF-ADHESIVE, VINYL GRAPHICS.

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**MAJOR ADJUSTMENT REQUEST**

SHEET NUMBER  
**MA-4**



**5 MA-5: Fetcher Base Windows** *SP-3, L-11*  
*Graphic artwork is subject to change. Maximum allowance is 100% coverage for privacy*



**REASON FOR REQUEST**

Major adjustment requested for 100% window graphics due to the nature of the business and privacy expectations.

The increased allowance is requested for exposure to the STARS program as well as to create a level of privacy for their clients. The increased allowance is being requested in place of a wall sign.

**SPECIFICATIONS**

PRINTED SELF-ADHESIVE VINYL GRAPHICS

ISSUE DATE: 09/10/2023

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MASTER SIGN PLAN  
MAJOR ADJUSTMENT REQUEST



REASON FOR REQUEST

Major adjustment request is for increased window coverage allowance.

Increased allowance is being requested for privacy of changing rooms located at these windows.

Graphics will contain minimal branding like shown in the drawings. Primary focus of graphics will be imagery pertaining to mountain recreation.

SPECIFICATIONS

PRINTED  
SELF-ADHESIVE  
VINYL  
GRAPHICS

ISSUE DATE: 09/10/2023

DRAWN: CA    REVIEWED: \_\_\_\_\_

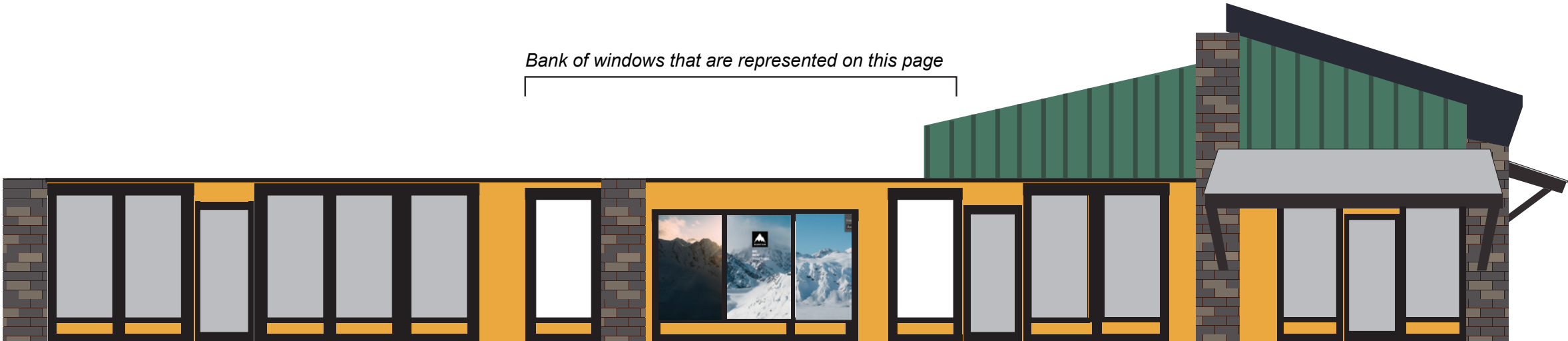
MASTER SIGN PLAN  
MAJOR ADJUSTMENT REQUEST

6 MA-6: Burton, North Elevation Window Graphics

SP-5, J11

Drawings represent current graphics. Graphics subject to change. Maximum allowance is 100% coverage of the 3 shown windows in this window bank.

Bank of windows that are represented on this page



North Elevation, Ground Level.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1																			
2																			
3																			
4																			
5																			
6																			
7																			
8																			
9																			
10																			
11																			
12																			
13																			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S



7

MA-7: Honey Stinger Gondola Cabin Wrap

Graphics subject to change but will remain partnership oriented.

REASON FOR REQUEST

Major adjustment request is for 5 Free Form signs around the base area.

This Free Form sign is a part of a partnership agreement with Honey Stinger. Partnership agreements are an integral part of the operation of our business and provide free concerts and events at the base area to our guests and locals alike.

SPECIFICATIONS

VINYL GRAPHICS ON GONDOLA CABIN.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1																			
2																			
3																			
4																			
5																			
6																			
7																			
8																			
9																			
10																			
11																			
12																			
13																			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S

1

2

3

4

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12

13

72"

24"



8

MA-8: 505 SW Salsa Jar

SP-4, Q6

REASON FOR REQUEST

Major adjustment request is for 5 Free Form signs around the base area.

This Free Form sign is a part of a partnership agreement with 505 Salsa. Partnership agreements are an integral part of the operation of our business.

SPECIFICATIONS

CARVED HIGH-DENSITY URETHANE FOAM. PAINTED WITH CUSTOM GRAPHICS.

MASTER SIGN PLAN

Major Adustment Request

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DRAWN: CA REVIEWED:

MASTER SIGN PLAN

MAJOR ADJUSTMENT REQUEST



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	<div data-bbox="509 217 1485 1614" data-label="Image"> </div>																		
2																			
3																			
4																			
5																			
6																			
7																			
8																			
9																			
10																			
11	<div data-bbox="1526 207 2163 1060" data-label="Image"> </div>																		
12																			
13																			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S

9

MA-9: Steamboat Bear

SP-4, P5

REASON FOR REQUEST

Major adjustment request is for 5 Free Form signs around the base area. This Free Form sign is a part of a partnership agreement with Coca Cola. Partnership agreements are an integral part of the operation of our business and therefore justify the adjustment of the city’s sign code for this type of sign.

The Coke Bear is also a staple to the base area with families and individuals utilizing the bear for their enjoyment and photo taking use.

SPECIFICATIONS

CARVED HIGH-DENSITY URETHANE FOAM. PAINTED WITH CUSTOM GRAPHICS





10 MA-10: SNOW Letters

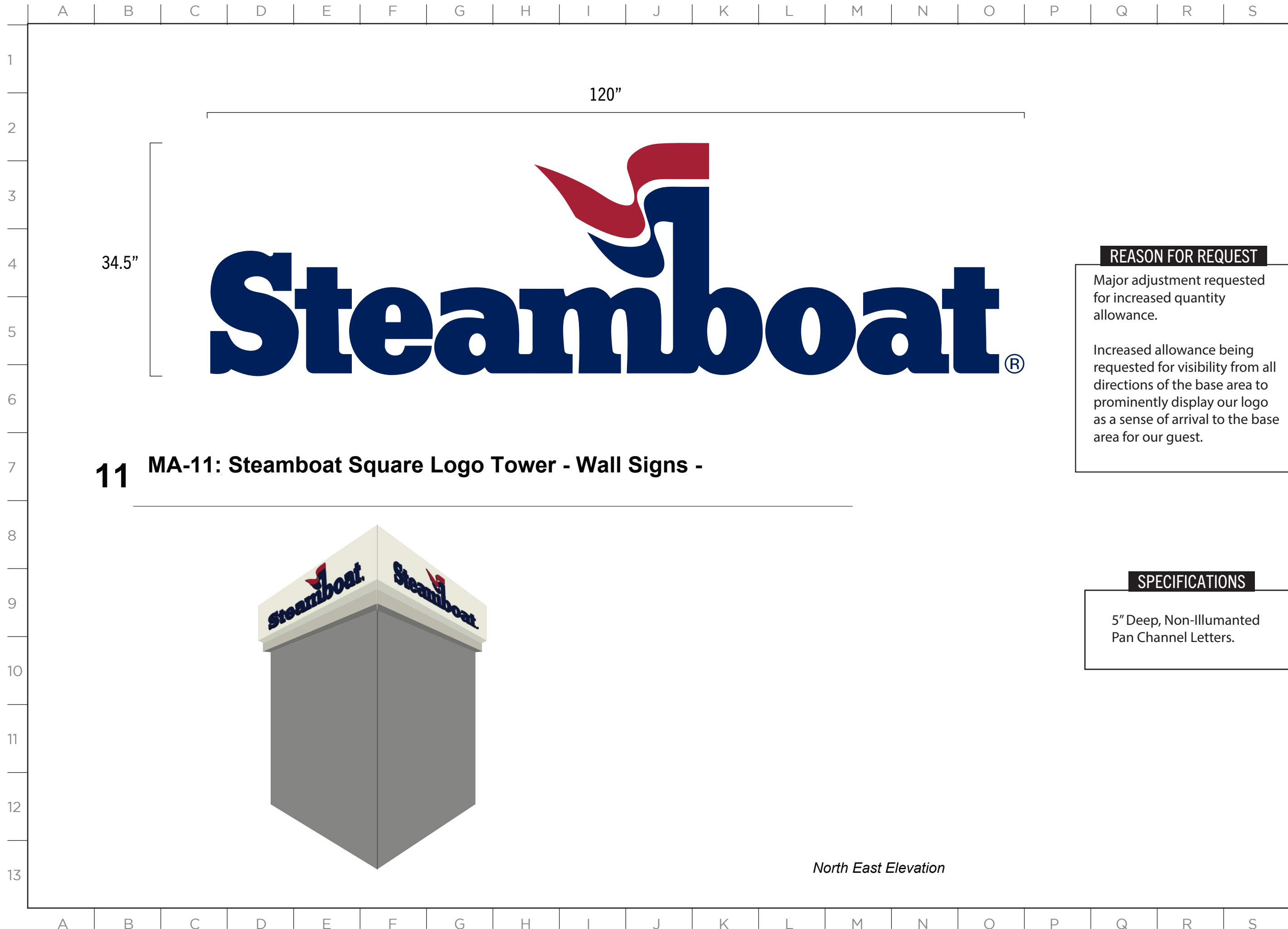
REASON FOR REQUEST

Major adjustment request is for 5 Free Form signs around the base area.

The “SNOW” lettering is an integral part of Steamboat’s sense of arrival and has become staple amongst our guests for family photo taking.

SPECIFICATIONS

8” DEEP  
NON-ILLUMINATED  
CHANNEL LETTERS.  
MOUNTED AS FREE-  
STANDING LETTERS



**11 MA-11: Steamboat Square Logo Tower - Wall Signs -**



**REASON FOR REQUEST**

Major adjustment requested for increased quantity allowance.

Increased allowance being requested for visibility from all directions of the base area to prominently display our logo as a sense of arrival to the base area for our guest.

**SPECIFICATIONS**

5" Deep, Non-Illumanted Pan Channel Letters.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1																			
2																			
3																			
4																			
5																			
6																			
7																			
8																			
9																			
10																			
11																			
12																			
13																			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S



**12 MA-12: Gondola Partner Wrap**  
*Graphics subject to change but will remain partnership oriented.*

REASON FOR REQUEST

Major adjustment request is for 5 Free Form signs around the base area.

This Free Form sign is a part of a partnership agreement with Stranahans. Partnership agreements are an integral part of the operation of our business and provide free concerts and events at the base area to our guests and locals alike.

SPECIFICATIONS

VINYL GRAPHICS ON GONDOLA CABIN.