

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

The building behind the sign is not being renovated and will retain the older, dated character now at odds with other property improvements. This singular sign is a simple solution intended to screen an ugly building façade and enhance the visitor experience. The sign is completely out of the way; does not impact view (except to enhance it); and is tucked within the existing cavity of the building columns. It does not impede traffic at all.

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

This sign does not present any advantage not enjoyed by other properties in the area. It is not visible to the public from transit, or the road, and visitors of the resort see it only after they have entered the property. A tiny fraction of guests at the Sheraton may see the sign, but only those in rooms on the highest floors which otherwise afford expansive east-facing views of the mountains and Steamboat Springs beyond, a view in no way obscured by the sign. If it is noticed by a guest, the sign is an artful booster for the mountains and the town of Steamboat Springs but does not argue for any particular business. Sheraton lower floor and pool guests have their view of the sign blocked by a wall. The sign is not visible from any other properties.

3. **The Major Adjustment is necessary due to special circumstances relating to the size, shape, topography, location, surroundings, or other feature 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.**

As a functioning screen, the wall must cover the existing, damaged building façade effectively to create a coherent visitor experience. The height is appropriate to pedestrian scale, both for photographic and screening purposes. The logo scale is appropriate for distance viewing (most common view) as well as serving as a background for photography. The sign is located at a primary entry thoroughfare for the resort and the ugly wall would otherwise degrade the arrival experience for the expected 10,000+ daily visitors. As a key component of the arrival experience, the design highlights the beauty of the Mountains and its materiality recedes into the building using natural-feeling, matte finishes.

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.**

The sign has limited visibility from adjacent properties (see Sheraton above) and as such does not injure that property's compliant use of signage in any way. With respect to

illumination, the sign has a perforated front surface; light will be carefully grazed along the back surface of the cavity to reflect. No direct light should be seen, and the top and sides are capped to prevent any light leaks. The light is dimmable and programmable for on-site adjustment.

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. This is the only Major Adjustment request.**