

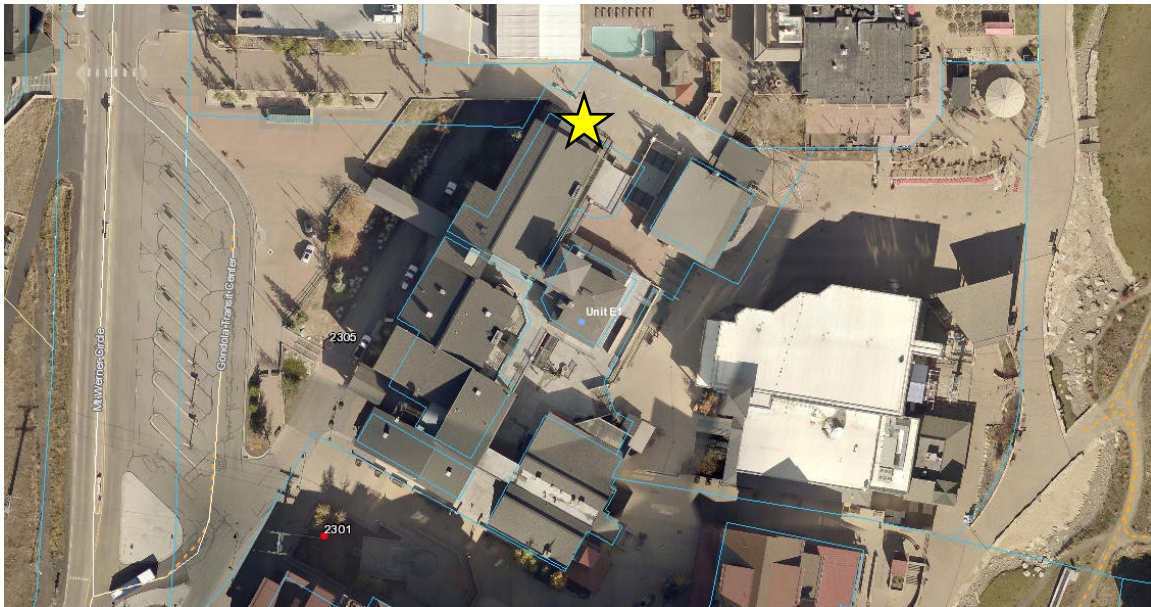
Staff Report

Department of Planning & Community Development

Project Overview

Project Name	SSRC Gold Walk Wall – Brand Wall 2305 Mt Werner Cir
Project Code	PL20210081
Project Type	Major Adjustment
Project Description	A request for a Steamboat Resort brand sign that is 168 sq ft on the north side of the Gondola Square Condominiums building.
Applicant	Design Workshop, on behalf of the Steamboat Springs Resort Corporation
Zoning	G-2
Report Prepared By	Michael Fitz Planning Technician
Through	Rebecca D. Bessey, AICP Director of Planning & Community Development
Board of Adjustment	November 17, 2021

Project Location



Background

The property at 2305 Mt Werner Cir is zoned G-2. The building was built in 1971. The ski resort is currently undertaking a project to renovate the base area with a remodeled plaza, resort entrance, and other common spaces.

Project Description

The applicant would like to erect a Steamboat Resort brand sign that is 168 sq ft on the north side of the Gondola Square Condominiums building. This sign is intended to be a component of the revised "Gold Walk" entry into the resort. While the text of the sign itself measures approximately 32 sq ft, the sign code in Section 506.A.1 requires measurements to include the entire face, or "differentiated background", which is proposed to be 168 sf.

Dimensional Standards Overview

Sign Area	STANDARD	PROPOSED
Per Secondary Frontage	15 sf max	168 sf

Project Analysis

The following section provides staff analysis of the application as it relates to key sections of the CDC. It is intended to highlight those areas that may be of interest or concern to Board of Adjustment, Staff or the public. For a comprehensive list of standards and requirements applicable to this proposal please refer to the CDC or contact the staff planner.

General Criteria for Approval: Major Adjustment

Adjustment Request: Request for a Steamboat Resort brand sign that is 168 sq ft on the north side of the Gondola Square Condominiums building.

Approval Criteria Summary	CONSISTENT?		
	YES	NO	NA
718.F Alternative Criteria for Approval for Signs			
Least modification possible to accomplish purpose	✓		
Not an unfair advantage inconsistent with limitations on other properties	✓		
Necessary due to special circumstances relating to the size, shape, topography, location, or surroundings	✓		
No adverse impacts to legal uses, or impacts accurately assessed	✓		
Any existing nonconformities are part of request			✓

CDC Section 718.D – Major Adjustments may be approved upon a finding that the following criteria are met:

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

Applicant Narrative

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.

Staff Analysis: CONSISTENT

Because of how the sign code measures sign area (by including the entire face), the face of this style of sign is dictated by the size of the building – as both an integral sign and screening feature, to match the approved wall on the opposite side of the Gold Walk. The text size is an appropriate size for the purpose of the sign, as a photography backdrop. Staff finds that this request is the least modification possible.

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

Applicant Narrative

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.

Staff Analysis: CONSISTENT

This sign is not intended specifically as an advertisement, but to function more as a site amenity and entry feature. The Steamboat resort is a unique business with no direct competition and the function of the sign is not intended for any commercial competition or advantage. It does not face outward from the property, instead facing a wall on the opposite side of the Gold Walk, and is only directed toward visitors who are already voluntarily onsite.

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.

Applicant Narrative

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.

Staff Analysis: CONSISTENT

The sign code includes the entire face in its calculation of sign area. In this circumstance, the sign is also a screening feature, and its size is dictated by the size of

- the wall it is attached to. The Resort has a special circumstance of being the only business of its type in the city, and a brand wall is uniquely appropriate in a scenario where it is the main tourist attraction in this area of town. It is both logical and appropriate to concentrate attractions such as a brand wall, intended as a photographic backdrop, at the base.
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 Narrative

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.

Staff Analysis: CONSISTENT

Due to the location and intended function of this sign, Staff finds that it will not injure or adversely impact any adjacent properties.

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 Narrative

This is the only Major Adjustment request.

Staff Analysis: NOT APPLICABLE

This sign is not an expansion of an existing sign or Adjustment, and there is no existing nonconformity on this façade.

Staff Findings

Staff finds that Major Adjustment, PL20210081, a request for a Steamboat Resort brand sign that is 168 sq ft on the north side of the Gondola Square Condominiums building, is CONSISTENT with the Criteria for Approval of a Major Adjustment.

Recommended Motion

Board of Adjustment approves PL20210081, a request for a Steamboat Resort brand sign that is 168 sq ft on the north side of the Gondola Square Condominiums building, is CONSISTENT with the Criteria for Approval of a Major Adjustment.

Attachments

Attachment A – Project Timeline
Attachment B – Project Narrative
Attachment C – Plan Set