

SSRC Master Sign Plan Development Application

URA Comments

From: Danny Paul and Gates Gooding (SSRA Project Managers)

1. The applicant should provide sign locations for all proposed signs within the public right of way.
2. The applicant is required to install wayfinding and guidance signage as part of the Wild Blue gondola approval and to assist with mitigating unnecessary vehicular circulation to parking areas. The master sign plan refers to these signs. Provide more information such as locations, dimensions, content, etc. for these signs. For example, does the applicant propose these to be free standing signs mounted on the sides of the road or signs that would overhang the roadway like what Vail has done?
3. All signs placed within right of way shall adhere to URA design guidelines included in the Steamboat Ski Area Arrival Experience (2016), Steamboat Streetscape Design for Mt. Werner Road/Mt. Werner Circle (2017), and the Mountain Area Master Plan (2022). Conformity with these plans shall be subject to review board approval.
4. Indicate which signs are proposed to be illuminated.
5. Provide locations for temporary signage used for overflow parking. The URA encourages the city and the applicant to find a semi-permanent solution for the temporary signs used for overflow parking during ski season. Currently these signs are placed in unsafe locations (e.g. middle of the road) and could be enhanced to be more aesthetically attractive.
6. Banners on public light standards within right of way and owned by the URA (City) and Yampa Valley Electric should be removed from this sign plan.