

**TOWN OF MOUNTAIN VILLAGE  
DESIGN REVIEW BOARD  
SPECIAL MEETING  
THURSDAY DECEMBER 17, 2015, 10:00 AM  
2nd FLOOR CONFERENCE ROOM, MOUNTAIN VILLAGE TOWN HALL  
455 MOUNTAIN VILLAGE BLVD, MOUNTAIN VILLAGE, COLORADO  
AGENDA**

	<b>Time</b>	<b>Min.</b>	<b>Presenter</b>	<b>Type</b>	
<b>1.</b>	10:00				Call to Order
<b>2.</b>	10:00	45	Van Nimwegen	Public Hearing	Consideration of an amendment to the TSG Sign Program on Lots 53A and OS-3U
<b>3.</b>	10:45				Adjourn



**PLANNING AND DEVELOPMENT SERVICES  
DEPARTMENT**

455 Mountain Village Blvd.  
Mountain Village, CO 81435  
(970) 728-1392

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**TO:** Design Review Board  
**FROM:** Glen Van Nimwegen, Director  
**FOR:** Meeting of December 17, 2015  
**DATE:** December 10, 2015  
**RE:** Amendment to the Telluride Ski and Golf Sign Program for Lots 53A and OS-3U.

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**PROJECT GEOGRAPHY**

Application Description: Sign Program Amendment  
Legal Description: Lot 53A and OS-3U, Telluride Mountain Village  
Address: 697 Mountain Village Blvd  
Applicant/Agent: TSG Ski and Golf, LLC  
Owner: TSG Gondola, LLC  
Zoning: Commercial, Village Center  
Existing Use: Commercial  
Proposed Use: Commercial  
Adjacent Land Uses:

- o North: Multi Family, Village Center
- o South: Active Open Space, Village Center
- o East: Active Open Space, Village Center
- o West: Active Open Space, Village Center

**ATTACHMENTS**

- Exhibit A: Proposed Sign Program Amendment Application
- Exhibit B: Amended Development Agreement

**BACKGROUND**

The Design Review Board (DRB) reviewed and approved a sign plan for the applicant, Telluride Ski & Golf (TSG) originally in August, 2014. The Sign Program approval from that time is valid for a period of three years during the summer season, with the authorization for Planning Division Staff to review annually for compliance with the ability to elevate the review to the full DRB. The complete sign program will expire on October 15, 2017 unless a Renewal Process development application is approved by the Town pursuant to the CDC.

On August 8, 2015 the DRB reviewed an amendment to the sign program to allow for the “Colorado 145” signs to be placed on two parked Jeeps for the summer season. The Board approved the amendment with the following comments:

*"Upon presentation and discussion on a Motion made by Greer Garner and seconded by Phil Evans, the DRB voted 4-0 to approve an amendment to the sign plan on Lots 53A and OS-3U with the condition that the Board recognizes this is pushing the envelope on the number and type of signs and encourages staff to hold the line on the review next summer."*

The latest amendment is for the Telluride Action Center (TAC) that is located in the upstairs in the center of the gondola plaza. The TAC will act as a clearinghouse for outfitters that provide fly fishing guide trips, snow shoeing and snowmobile tours. The Center also is the ticket outlet for the summer ropes course. The Center also acts as an informal reference point for other Mountain Village businesses and events.

Their plan includes utilizing: two (2) video monitors that face outward, one (1) projecting sign, one (1) sandwich board, two (2) ski and snowboard racks, one (1) snowmobile, two (2) TAC logo flags and window shading with the TAC logo on all four elevations. The video screens will be turned inward to the Center for the majority of the day, and be turned off when the center closes at 6 pm.



## ANALYSIS

The general sections of the CDC to evaluate this request include:

### J. Sign Program

1. Purpose and Intent. The purpose and intent of a sign program is to allow for flexibility and creativity in the design of signs, and to have a unified and coordinated design of signs for all the businesses located within a development, lot or site...
1. Criteria for Decision. The following criteria shall be met for the review authority to approve a sign program:
  - a. The proposed sign program assures that the color scheme, lettering style and type of materials used in signs within the sign program are consistent with and coordinated within a given project and/or area;
  - b. The proposed sign program specifies, as applicable, the type, number, size, method of illumination and location of signs allowed in a development;
  - c. The proposed sign program generally conforms to the basic sign requirements contained in Sign Regulations unless unique circumstances or special design or development objectives warrant standards that differ from the Sign Regulations of the CDC;
  - d. The proposed sign program prevents visual clutter and the disruption of important scenic corridors or vistas;
  - e. The proposed sign program protects the safety of motorists and pedestrians in a manner compatible with the surrounding environment;
  - f. The proposed sign program is compatible with surrounding land uses and the neighborhood and will not create a substantial adverse impact on adjacent properties or infrastructure; and
  - g. The proposed sign program meets all applicable Town regulations and standards.

To give the Board a perspective of the amount of flexibility requested with the sign plan, staff has provided an analysis of the request against specific sections of the sign code, if any, that relate to each portion of the applicant's request:

#### Video Monitors

Sections 17.5.13.B.2 and C.1 prohibits the use internally lit and "flashing signs" which at its basic definition could include a video monitor. Staff believes these sections of the code are addressing Las Vegas style signage with exterior lights that pulsate, versus a video monitor that is on within a building. The applicant has stated to staff that their intent is to have the monitors only directed outward to broadcast snow reports in the morning, the rest of the day they are directed inward and would be shut off at 6 pm.

#### Projecting Sign

The projecting sign is addressed by paragraph E.1.d of the sign code for Projecting Sign Design. The code requires no greater than 10 square feet; maximum lettering size of six inches; and that it be constructed of metal or wood. The proposed projecting sign meets these standards.

#### TAC Logo Flags and Window Shading

Flags are allowed per paragraph D.6 of the sign code, but only if they are an official flag of a nation, the state of Colorado or a brand hotel. Permanent window signage is addressed by the

code in paragraph E.1.e. which states that wall and window signage cannot exceed ten square feet. The window signage proposed will be semi-opaque to provide sun screening; some may be permanently affixed and some roll-up; and will include the TAC logo and outdoor action scenes. The definition of sign is any device or object that is meant to call attention to a business or service. If all of the window shading is considered as signage, and they are affixed to all four sides of the building, the amount of signage will greatly exceed ten square feet.

#### Sandwich Board

Paragraph D.5 of the sign code allows sandwich board signs if there are no more than one per business; they are no greater than 12 square feet and must be within 25 feet from the business being advertised. The proposed sandwich board meets these standards.

#### Ski and Snowboard Racks; and Snowmobile

The ski and snowboard racks do not contain any signage specific to the adventure center. While it could be argued that they do bring attention to the Center, they are really being provided for the convenience of their customers only during the ski season. Much larger vehicles (Range Rover) have been allowed to be displayed in town plazas through conditional use approval. The snowmobile is meant to bring attention to the core business of the Telluride Adventure Center, so it should be considered as a component of the sign plan. The applicant has stated to staff that this is also temporary and would only be used periodically from the beginning of the year until the end of the ski season.

The applicant and staff from the Transit and Recreation department met on-site to review the pedestrian circulation around the sandwich board, ski racks, and snowmobile display. Staff's concern is obstructing pedestrian movement between the gondola stations, and between the stations to the stairs. They are supportive of these outdoor appurtenances, if they are kept out of the two pinch points at the southeast and southwest corners of the Center.

Approval of the amendment will delete the approved flutter flags that were approved in August, 2014.

Staff supports the proposed additions to the sign program, with the stated conditions, because it meets the purpose and intent of the CDC to "...allow for flexibility and creativity in the design of signs, and to have a unified and coordinated design of signs for all the businesses located within a development, lot or site." The reasons staff feels flexibility is warranted in this case include:

- The Center is a clearinghouse to market many area outfitters and businesses;
- They are marketing adventure and excitement principally to an audience of guests here seeking adventure and excitement;
- Some of the proposed sign types are not addressed by the CDC;
- The window signage doubles as solar shielding for the four sided glass structure in the center of an outdoor passenger concourse;
- The Center is isolated from other businesses or residents so does not create adverse land use impacts;
- The additions proposed to the sign program is isolated to this one structure and immediate vicinity and does not disrupt important scenic corridors; and
- The safety of pedestrians will be ensured with the conditions stated below.

#### **RECOMMENDATION**

If the DRB approves the proposed amendment to the sign program as recommended by staff, then we recommend the following motion:

*“I move to approve a resolution approving an amendment to the TSG Sign Program on Lot 53A and OS-3U as proposed with the following conditions:*

- 1. That two (2) of the proposed video monitors be oriented outwards only between the hours of 8 am to 10 am and all of the monitors will be turned off by 6 pm.*
- 2. The outdoor sandwich board sign, ski and snowboard racks, and snowmobile display shall be located to the north end of the building, away from the southeast and southwest corners of the building where there is the majority of pedestrian travel.*
- 3. The snowmobile display will only occur from January to the end of the ski season.*
- 4. The ski and snowboard racks and sandwich board will be brought inside at the close of business every day.”*

**RESOLUTION OF THE DESIGN REVIEW BOARD  
OF MOUNTAIN VILLAGE, COLORADO, AUTHORIZING AND APPROVING THE SIGN  
PROGRAM AMENDMENT FOR TELLURIDE ADVENTURE CENTER ON LOT 53A AND  
LOT OS-3U**

**Resolution No. 2015-1217-18**

**RECITALS:**

- A. TSG Gondola, LLC is the owner (“Owner”) of record of real property described as Lot 53A and Lot OS-3U, Filing 1, Town of Mountain Village; and
- B. The Owner has submitted a Class 3 Design Review Process Signage application requesting approval for an amendment to the Sign Program on Lot 53A and Lot OS-3U, Filing 1, Town of Mountain Village; and
- C. The Design Review Board (DRB) considered this application, along with evidence and testimony, at a public meeting held on December 17, 2015. Upon concluding their review, the DRB voted \_\_\_ to \_\_\_ to approve the Sign Program Amendment; and
- D. The public hearing on the Application referred to above was preceded by public notice as required by the public hearing noticing requirements set forth in the Community Development Code (“CDC”); and
- E. The DRB considered the Application submittal materials, and all other relevant materials, public letters and public testimony, and approved the Application with conditions as set forth in this Resolution; and
- F. The Owners have addressed, or agreed to address, all conditions of approval of the Application imposed by the DRB; and
- G. DRB based their approval of this Application on the following findings, as required by the CDC Section 17.5.13.J.4:
  - a. The proposed sign program assures that the color scheme, lettering style and type of materials used in signs within the sign program are consistent with and coordinated within a given project and/or area;
  - b. The proposed sign program specifies, as applicable, the type, number, size, method of illumination and location of signs allowed in a development;
  - c. The proposed sign program generally conforms to the basic sign requirements contained in Sign Regulations unless unique circumstances or special design or development objectives warrant standards that differ from the Sign Regulations of the CDC.
  - d. The proposed sign program prevents visual clutter and the disruption of important scenic corridors or vistas.
  - e. The proposed sign program protects the safety of motorists and pedestrians in a manner compatible with the surrounding environment;
  - f. The proposed sign program is compatible with surrounding land uses and the neighborhood and will not create a substantial adverse impact on adjacent properties or infrastructure; and
  - g. The proposed sign program meets all applicable Town regulations and standards.

**Now, Therefore, Be It Resolved** that the DRB hereby approves the Design Review Process development application and authorizes the DRB Chairman to sign the Resolution subject to the following conditions:

**Section 1. Development Application Conditions**

1. That two (2) of the proposed video monitors be oriented outwards only between the hours of 8 am to 10 am and all of the monitors will be turned off by 6 pm.
2. The outdoor sandwich board sign, ski and snowboard racks, and snowmobile display shall be located to the north end of the building, away from the southeast and southwest corners of the building where there is the majority of pedestrian travel.
3. The snowmobile display will only occur from January to the end of the ski season.
4. The ski and snowboard racks and sandwich board will be brought inside at the close of business every day.

**Section 2. Effective Date and Length of Validity**

1. This approval shall be effective seven (7) calendar days from the date of the DRB approval, on December 24, 2015 unless an appeal is filed in accordance with the CDC appeal procedures. If an appeal is filed pursuant to the appeal procedures, building permits or other development permits shall not be issued until the appeal is heard by the Town Council and it takes action to uphold or modify the approval.
2. The Sign Program approval shall be valid until October 17, 2017, unless a Renewal Process development application is approved by the Town pursuant to the CDC. Staff to review annually for compliance with the ability to elevate the review to the full DRB.

**Section 3. Void Approval**

A resolution or subsequent approval issued by the Town in error or which does not comply with the provisions of this CDC or Town-adopted codes, ordinances and regulations is null and void. A permit, certificate or license issued in reliance upon any materially false statement in the development application, supporting documents or oral statements made on the record shall be null and void.

**Be It Further Resolved** that Lot 53A and OS-3U may be developed as submitted in accordance with Resolution NO. 2015-1217-18

**Approved** by the Design Review Board at a public meeting December 17, 2015.

**Town of Mountain Village, Design Review Board**

By: \_\_\_\_\_  
Bill Hoins, Chairman

**Attest:**

By: \_\_\_\_\_  
Glen Van Nimwegen, Director of Planning & Development Services

**DEVELOPMENT AGREEMENT FOR A SIGN PROGRAM  
ON LOT 53A and OS-3U, TELLURIDE ADVENTURE CENTER**

**FOR LOT 53A and OS-3U**

**THIS DEVELOPMENT AGREEMENT (“Agreement”)** dated and made effective as of \_\_\_\_\_, 2015 (“**Effective Date**”), is entered into by and between the Town of Mountain Village, a home rule municipality and political subdivision of the State of Colorado (“**Town**”) and TSG Gondola, LLC (“**Owner**”). Town and Owner are sometimes each individually referred to as a “**Party**” and sometimes collectively as the “**Parties**”.

**RECITALS**

The Parties acknowledge and agree to the following recitals (“**Recitals**”) and further agree that each of the Recitals: (a) form a portion of the basis of this Agreement; and (b) are incorporated in this Agreement.

A. Owner is the current, fee simple owner of Lot 53A OS-3U, Town of Mountain Village, commonly known as 697 Mountain Village Blvd., Town of Mountain Village (“**Property**”).

B. The Owner received all necessary design review approvals for a sign program for Telluride Adventure Center on the Property (“**Town Approvals**”).

C. The Owner is a related entity to the operator of the Telluride Ski and Golf Resort operator.

D. The Design Review Board (“**DRB**”) found the granting of the Sign Program Variance to be in compliance with Section 17.5.13.J of the Community Development Code, finding the sign program is unique in that it promotes sales for many businesses within Mountain Village, Telluride, and the region as a whole.

E. The DRB further finds, consistent with Section 17.5.13.J of the Community Development Code, that the Sign Program (1) supports the color scheme, lettering style and type of materials that is consistent and coordinated with the Telluride Adventure Center; (2) includes the type, number, and size within the application. (4) does not impact the safety of motorists or pedestrians; (5) is compatible with the surrounding land uses and the neighborhood. Substantial adverse impact on adjacent properties or infrastructure is not being created; and (6) meets applicable Town regulations and standards as they are applying for a sign program.

**AGREEMENTS AND CONSIDERATION**

**NOW THEREFORE**, in consideration of the foregoing Recitals, which are incorporated into this Agreement and the mutual agreements, obligations and promises set forth below the receipt and sufficiency of which consideration is hereby acknowledged, the Owner and the Town covenant and agree as follows:

1. **LENGTH**. The Sign Program approval shall be valid until October 17, 2017, unless a Renewal Process development application is approved by the Town pursuant to the CDC. Staff to review annually for compliance with the ability to elevate the review to the full DRB.
2. **SIGNAGE**. The Sign Program shall include two (2) Jeeps advertising Colorado 145Jeep rentals during the summer months (Exhibit A); two (2) video screens, one (1) projecting

sign, one (1) sandwich boards two (2) ski and snowboard racks, one (1) snowmobile, two (2) TAC logo flags and window shading (Exhibit B).

3. **LOCATION AND OPERATION.** The two jeeps advertising Colorado 145 jeep rentals will be parked next to the gondola stairs on Lot OS-3U. The jeeps shall not obscure the bike path. The additions of the Telluride Adventure Center (TAC) signage per Exhibit B shall be within and adjacent to the TAC and are subject to the following conditions: (a) That two (2) of the proposed video monitors will be oriented outwards only between the hours of 8 am to 10 am and all monitors will be turned off by 6 pm. (b) The outdoor sandwich board sign, ski and snowboard racks, and snowmobile display shall be located to the north end of the building, away from the southeast and southwest corners of the building where there is the majority of pedestrian travel. (c) The snowmobile display will only occur from January to the end of the ski season. (d) The ski and snowboard racks and sandwich board will be brought inside at the close of business every day.

4. **Miscellaneous.**

- 4.1. **Recording.** This Agreement will be recorded in the office of the clerk and recorder for the County of San Miguel, state of Colorado.

- 4.2. **Indemnification.** The Owner hereby indemnifies and holds the Town its officers, directors, employees and agents from and against any and all claims, demands, liabilities, damages, suits, actions, judgments, losses, costs and expenses of every kind or nature by or on behalf of any person or entity, including attorney's fees incurred by the Town in defense of such claims, demands, liabilities, damages, suits, actions, judgments, losses, costs and expenses, arising out of, either directly or indirectly, from the subject matter of this Agreement, the granting of the TCO prior to the completion of the Uncompleted Improvements.

- 4.3. **Remedies for Breach Or Default.** In the event Owner should fail to perform or adhere to its obligations as set forth herein, or fail to meet specified performance timelines, the Town, in addition to any other remedies set forth herein, shall have the following remedies against the Owner, or its successors and assigns, which remedies are cumulative and non-exclusive and which may be exercised after the provision of written notice stating that Owner is in breach, the specific steps required to cure the breach and a reasonable timeframe within which to cure the breach:

- 4.3.1. Specific performance;

- 4.3.2. Injunctive relief, both mandatory and or prohibitory;

- 4.3.3. Withdrawal or cancellation of Town Approvals;

- 4.3.4. Denial, withholding, or cancellation of any building permit, certificate of occupancy or any other authorization authorizing or implementing the development of the Property and/or any structure or improvement to be constructed on the Property; or

- 4.3.5. The Town shall have enforcement powers for violations of this

Agreement as if they are violations of the CDC including the power to assess fines and penalties as set forth in the CDC.

- 4.4. **Governing Law. Costs and Expenses.** This Agreement shall be construed under and governed by the laws of Colorado, with jurisdiction and venue restricted to a court of competent jurisdiction in San Miguel County, Colorado. In addition to the remedies of the Town as set forth in this Agreement, a Party may pursue any and all available remedies under applicable law, including, without limitation, injunctive relief and specific performance. All of the rights and remedies of the Parties under this Agreement shall be cumulative. In any action to enforce or construe the terms of this Agreement, the substantially prevailing Party shall recover all legal and related court costs, including all reasonable attorneys' fees and expert witness fees, costs and expenses.
- 4.5. **Binding Effect.** This Agreement shall extend to, inure to the benefit of, and be binding upon the Town and its successors and assigns and upon the Owner, its successors (including subsequent owners of the Property, or any part thereof), legal representatives and assigns. This Agreement shall constitute an agreement running with the Property until: (a) modification or release by mutual agreement of the Town and the Owner.
- 4.6. **Parties Representations.** In entering into this Agreement, the Parties acknowledge and agree and warrant to each other that they will perform their duties and obligations in a commercially reasonable and good faith manner and that this commitment is being relied upon by each other Party and that the Party has actual and express authority to execute this Agreement, has taken all actions necessary to obtain such authorization, the Agreement constitutes a binding obligation of the Party and the person signing below is duly authorized and empowered to execute this Agreement.
- 4.7. **Severability and Further Assurances.** If any term or provision or Article of this Agreement, or the application thereof to any person or circumstances shall, to any extent, be invalid or unenforceable, the remainder of this Agreement or the applications or such term or provision or Article to persons or circumstances other than those to which it is held invalid or unenforceable, shall not be affected thereby, and each remaining term and provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law.
- 4.8. **Entire Agreement.** This Agreement contains the entire agreement and understanding of the Parties with respect to the subject matter hereof, and no other representations, promises, agreements or understandings or obligations with respect to the payment of consideration or agreements to undertake other actions regarding the subject matter hereof shall be of any force or effect unless in writing, executed by all Parties hereto and dated after the date hereof.
- 4.9. **Modifications and Waiver.** No amendment, modification or termination of this Agreement or any portion thereof shall be valid or binding unless it is in writing, dated subsequent to the date hereof and signed by each of the Parties hereto. No waiver of any breach, term or condition of this Agreement by any party shall constitute a subsequent waiver of the same or any other breach, term or condition.

- 4.10. **Counterparts and Facsimile Copies.** This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Facsimile copies of any party's signature hereon shall be deemed an original for all purposes of this Agreement.
- 4.11. **Notice.** All notices, demands or writings in this Agreement provided to be given or made or sent that may be given or made or sent by either party hereto to the other, shall be deemed to have been fully given or made or sent when made in writing and delivered either by Fax, Email or United States Mail (certified, return receipt requests and postage pre-paid), and addressed to the party, at the below stated mailing address, email address or fax number. The mailing address, email address or fax number to which any notice, demand or writing may be changed by sending written notice to each party notifying the party of the change.

<p><b><u>Town:</u></b>  Town of Mountain Village  Attention: Town Manager  455 Mountain Village Blvd., Suite A  Mountain Village, CO 81435</p>	<p><b><u>Owner:</u></b></p>
<p><b><u>With a Copy to:</u></b>  David Reed, Esquire  PO Box 196  Montrose, CO 81402</p>	<p><b><u>With a Copy to:</u></b></p>

- 4.12. **Exhibits And Attachments.** All exhibits and attachments to this Agreement shall be incorporated herein and deemed a part of this Agreement.
- 4.13. **No Further Rights; No Third Party Rights.** Nothing contained herein shall be construed as creating any rights in any third persons or parties other than the parties specifically intended to be benefited or burdened by this Agreement.
- 4.14. **Term of Agreement.** This Agreement shall expire upon the issuance of a full CO in accordance with Town laws and regulations.

**IN WITNESS THEREOF**, the Parties have executed this Agreement intending that it become effective as of the Effective Date.



EXHIBIT A



# EXHIBIT B

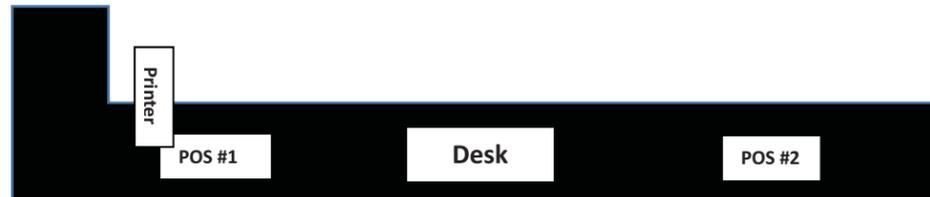
Sunblock See-Through Shading – North Perimeter – TAC Logo Branded

MT. SNEFFLES WINDOWS

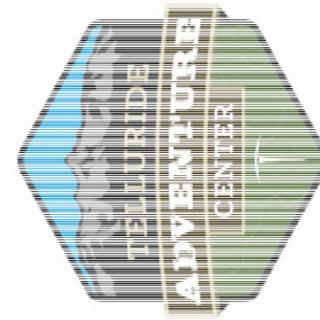
Sunblock See-Through Shading – North Perimeter – TAC Logo Branded

Lockers

Retail Shelves



TAC Summer/Winter Menu Board



Video Screen "B" Face Out to East Gondola --->

- Screen Diagonal Dimension: 48"
- Light Output: Minimum watts/ft.
- Video Display Timeframe: 8am-5pm
- Still Image Display Timeframe: 5pm-8am

<--- Video Screen "A" Face Out to West Gondola

- Screen Diagonal Dimension: 48"
- Light Output: Minimum watts/ft.
- Video Display Timeframe: 8am-5pm
- Still Image Display Timeframe: 5pm-8am

WEST DOORS

EAST DOORS

Video Screen "C" Face In ---> to East Doors

- Screen Diagonal Dimension: 60"
- Light Output: Minimum watts/ft.
- Video Display Timeframe: 8am-5pm
- Still Image Display Timeframe: 5pm-8am

Seat

Retail Island

SLOPSIDE WINDOWS

SOUTH

Couch

## OUTDOOR: SIGNS + RACKS

- **TAC Wooden Sign** hung above east side door.
- **TAC Sandwich Board** (28"x42") placed within 10 ft. of TAC structure (west side).
- **2 Ski & Snowboard Racks** for guests adjacent to TAC structure (north and south sides).
- **Snowmobile Sled** adjacent to TAC structure (east side entrance or northeast corner of structure).

Social Media Desk

Sunblock See-Through Pull-Down Shading – Entire 1/2 Circle Window Frames – TAC Logo Branded

Retail Shelves

Frames

Seat

Sunblock See-Through

Sunblock See-Through Pull-Down Shading – Entire ½ Circle Window Frames – TAC Logo Branded

## TELLURIDE ADVENTURE CENTER SIGN PLAN – AMENDMENT

The Telluride Adventure Center (TAC) will permanently relocate this winter from the TSG Ticket Sales Office into the atrium structure located at the top of the stairs of the Mountain Village (MV) Gondola Plaza. The TAC relocation offers an even greater opportunity to promote area businesses through an effort to generate both goodwill and increased revenue during the summer and winter seasons.

The primary directive of TAC is to act as the premier activity hub for both (1) area guests, and (2) adventure outfitters for the Telluride area. Our value add for visitors is to do all the legwork to package the optimal Telluride experience for individuals and/or families. TAC partners with most of the major Telluride outfitters, and as a result, we are able to meet the adventure needs of our guests. We have the partner-pulse of all the adventures that the area offers, so TAC has the ability to package multiple adventures (a service that not even our outfitter associates can offer). The location, and sales opportunities, that TAC offers our partners translates into increased sales of their adventure product. This increased interest that we generate for local businesses can result in potentially greater traffic for MV (TAC's location base).

An important component of the TAC sales style are visuals, and the presentation of the TAC space as an *informational attraction* (meaning a must place to drop in and visit for the latest–greatest area adventure offerings + information on local businesses/happenings). TAC values the opportunity that both the MV DRB, and residents, has given our business unit the past three seasons to promote our offerings from our previous location. We understand the importance of being respectful to MV codes/expectations while we conduct business.

The following requests to amend the TAC Sign Plan are targeted to visually enhance our appeal to guests as an adventure + information center. All signage and/or racks will be placed adjacent to, or within 8 feet of the TAC shop. All non-affixed signage will be stored in TAC after hours. All after hours light output will not exceed the amount designated by MV DRB.

**Video Screen “A”:** Screen located inside on the west side of structure facing out – **second middle window panel from the left side of picture.**

- Samsung 1080 Smart LED TV (2015 Model)
- Screen Diagonal Dimension: 48”  
Business Hours Light Output: Regular video screen light level output watts/ft.
- Video Display Timeframe: 8:00am to 5:00pm (Business Hours)
- Still Image Display Timeframe: 5:00pm to 8:00am (After Hours)  
After Hours Light Output: Dim light level output to minimum watts/ft. (no video, only still logo).



**Video Screen "B":** Screen located inside on the east side of structure facing out – **second middle window panel from the right side of picture.**

- Samsung 1080 Smart LED TV (2015 Model)
- Screen Diagonal Dimension: 48"  
Business Hours Light Output: Regular video screen light level output watts/ft.
- Video Display Timeframe: 8:00am to 5:00pm (Business Hours)
- Still Image Display Timeframe: 5:00pm to 8:00am (After Hours)  
After Hours Light Output: Dim light level output to minimum watts/ft. (no video, only still logo).



**Video Screen "C":** Screen located **inside** of TAC west side wall facing toward east side entrance – **3 window panels below crescent window panels.**

- Samsung 1080 Smart LED TV (2015 Model)
- Screen Diagonal Dimension: 60"  
Business Hours Light Output: Regular video screen light level output watts/ft.
- Video Display Timeframe: 8:00am to 5:00pm (Business Hours)
- Still Image Display Timeframe: 5:00pm to 8:00am (After Hours)  
After Hours Light Output: Dim light level output to minimum watts/ft. (no video, only still logo).



**TAC Wooden Sign:** Telluride Adventure Center outdoor sign hung above east side entrance.

- Dimensions: 37" x 37", wood, lettering height ranging from 2" to 4", lettering + graphics to cover entire sign dimensions – no proposed lighting of signage.
- Please see attached below photo.



**EAST SIDE ENTRANCE**

**TAC Logo Flags:** 2 flags to be hung on flag poles above southeast and southwest corners of east + west side entrances respectively.

- Dimensions: 4' x 6' [TAC Logo Flag to mirror TAC Wooden Sign in design], cloth material, lettering height ranging from 1' to 2', lettering + graphics to cover entire flag dimensions – no proposed lighting of flag.

**TAC Sandwich Board:** Our adventure activity sandwich board placed within 8 ft. of TAC shop east side entrance.

Dimensions: 28" x 42" metal, lettering height ranging from 1" to 5", lettering + graphics to cover entire frame dimensions – no proposed lighting of signage.

- 
- Timeframe: 8am to 5pm daily (brought in after hours).
- Please see below photo.



**EAST SIDE ENTRANCE**

**Sunblock Pull-Down, See-Through Window Shading (Inside):** The glass structure requires window shading to avoid glare and heat problems.

- See-through shading will be affixed to the upper half-circle frames around the south, east and west perimeters of the structure. Either affixed to the glass, or affixed by way of roll-up blinds.
- Several of the see-through shaded window panels will either be TAC branded, and/or have an adventure visual (i.e., backcountry skier).
- Please see below photos showing structure window space to be equipped with sunblock shading.



**SOUTH SIDE**



**EAST SIDE**



**WEST SIDE**

**Ski & Snowboard Racks:** Provide ski/board racks storage for guests departing west/east gondolas, so they are able to enter TAC for adventure information.

- Dimensions: 2' ½"H x 5'L
- Placed adjacent to north and south sides of TAC structure.
- Other than a reminder not to leave skis/boards overnight, stickers affixed to racks will be removed.  
**Please Do Not Leave Skis or Boards on Racks Overnight – Thank You .**

- Any skis and/or boards still on racks past closing time will be brought into TAC.



**NORTH & SOUTH SIDES OF ATRIUM**

**Snowmobile Sled:** TAC would like to periodically position a new snowmobile sled adjacent to either a front corner or a side of its shop.

- Sled Dimensions: 4'H x 4'W x 9'6"L.
- Display Location: Adjacent to TAC structure (northeast or northwest corner of structure).
- Display Timeframe: Strategic 2 or 3 weeks of the winter season (based on peak group visits). Specific dates will be provided.
- Display Hours: Displayed 8am to 5:00pm. Roped off after hours – 5pm to 8am.
- Outside display to coincide with special snowmobile adventure options offered inside TAC shop.
- No signage attached to sled + No fuel in machine.
- Liability + damage to machine assumed by sled provider (snowmobile outfitter partner) – liability waiver to be drawn up.

# TAC SID E #1

## FACING MOUNT SLOPESIDE



# TAC SID E #2

## FACING GONDOLA TO TELLURIDE



# TAC SID E #3

FACING MOUNT SNEFFLES



# TAC SID E #4

## FACING GONDOLA TO MARKET



# SIGN-IN SHEET

DRB Meeting

Thursday, December 17, 2015

Please write clearly

<b>ATTENDEE NAME</b> <b>(PLEASE PRINT CLEARLY)</b>	<b>ADDRESS</b>
ERIC APASACA	
Jean Valle	
Breanna Demont	
Alena Walker	