

TOWN OF MT.
CRESTED BUTTE
MASTER PLAN

**2022
DRAFT**



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CRESTED BUTTE
MASTER PLAN

**2022
DRAFT**

Draft: AUGUST 2022

AUGUST 2022

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REGIONAL PARTNERS:

We understand as a community that our success relies on true partnerships with regional governments, agencies, districts, organizations and non-profits, businesses, property owners, and residents. Through the Master Plan process, we have had the opportunity to engage with many of these stakeholders and have identified many as key partners in implementation. The following partners were in operation at the time of this Plan update:

Local Governments:

- City of Gunnison
- Gunnison County
- Town of Crested Butte
- Town of Mt. Crested Butte
 - Town Council
 - Planning Commission
 - Downtown Development Authority

Special Districts

- Crested Butte Fire Protection District
- Gunnison Valley Met Rec - local recreation District
- Mt Crested Butte Water and Sanitation District
- Prospect Reserve Metropolitan District No.1
- Prospect Reserve Metropolitan District No. 2
- Upper Gunnison Water Conservation District

Valley-wide Organizations:

- Community Foundation of the Gunnison Valley
- Crested Butte Land Trust
- CBMBA - Crested Butte Mountain Bike Association
- Crested Butte Mountain Resort Association
- Region 10 (transportation, broadband)
- Gunnison County Housing Authority
- Gunnison County Land Preservation Board
- Gunnison Valley Health Coalition (GVHC)
- Gunnison Valley RTA (bus & air service)
- Mountain Express
- One Valley Leadership Council
- Recreation Committee
- STOR – Sustainable Tourism and Outdoor
- TAPP – Tourism and Prosperity Project
- Valley Housing Fund

Additional Partners

- Crested Butte/Mt. Crested Butte Chamber of Commerce
- Gunnison Chamber of Commerce
- Gunnison Valley Health
- Gunnison Watershed School District
- Western Colorado University

INTRODUCTORY REMARKS

Letter from the Mayor

Greetings Mt. Crested Butte Community and Readers,

Developing the Master Plan afforded regular opportunities to interact with a cross-section of Mt. Crested Butte community members, including long-time residents, seasonal employees, and weekend visitors. In these interactions, we heard time and again that there's something unique about Mt. CB, something special that keeps residents captivated and visitors returning for more. There is no place quite like Mt. CB, and we heard the Town's unique character expressed in many ways. Some described it as 'charm' while others preferred 'small town feel' or 'friendly'. Still others referred to the community as 'unpretentious' or spoke approvingly of its 'authenticity' and 'soul.' Whatever the most appropriate term for that quality that makes Mt. CB special, hearing from the people who call the town home, and home away from home, has reinforced our appreciation for the community's character.

We've endeavored to capture the soul of Mt. Crested Butte within the pages of this Plan, and we hope you find that we've succeeded. There are opportunities for every community to develop its strengths, shed its weaknesses, and realign its vision for a better tomorrow. Even as we begin this journey together in Mt. CB, we embrace the community's desire to maintain its character as growth and change inevitably occur.

The publication of this Plan comes amidst a backdrop of unusual circumstances. Coming off the COVID-19 pandemic, we find ourselves in a moment of uncertainty. Despite rumors of recession, real estate values are skyrocketing while housing attainability sits at an all-time low and long-term rentals for locals are scarce. Although consumer spending is healthy, restaurants are struggling to stay open for lack of staff. Amidst these circumstances, we've spent time reflecting on where we've come from and evaluating where we're going.

Mt. CB has seen unprecedented development interest in recent years, with record-breaking numbers of building permits issued and sales tax dollars collected. This growth, not uncommon to Colorado mountain towns, has placed pressure on housing prices, transportation systems, and community services, creating unbalanced and inequitable impacts on residents.

While recreation and outdoor activities are plentiful, Mt. Crested Butte has fallen behind in offering a complete experience for residents and visitors. The lack of food and beverage options, limited offering of retail stores, and shortage of community services is noticeable, leading to more trips to Crested Butte and other parts of the Gunnison Valley to supplement the experience that Mt. CB offers.

Full-time residents, part-time residents, and visitors are all an integral part of the community and support the availability of businesses and services, as a town of our size cannot support a rich variety of businesses and services with full-time residents alone. A strategy for the future is necessary to ensure that the needs of various users are met and the build-out of supporting infrastructure is adequate to accommodate growth in population and visitation. As the broader population of the Gunnison Valley continues to increase, coordination is critical to manage growth and ensure that land uses support multiple jurisdictions.

In the face of these challenges, and in recognition of the opportunities they bring, now is the time to have a plan. A Master Plan is not the end of a journey, but rather the beginning. The vision expressed in this Plan, together with the specific goals, policies, and recommendations provided, represent the overarching, guiding path for the town. From here, new policies, ordinances, projects, and solutions become possible.

This Plan is the first step in working toward a community that better meets the needs of residents and visitors alike while charting a path of sustainable, vibrant, and responsible growth. We're excited for what's next in our community and hope you are as well.

Sincerely,

Nicholas Kempin
 Mayor of Mt. Crested Butte

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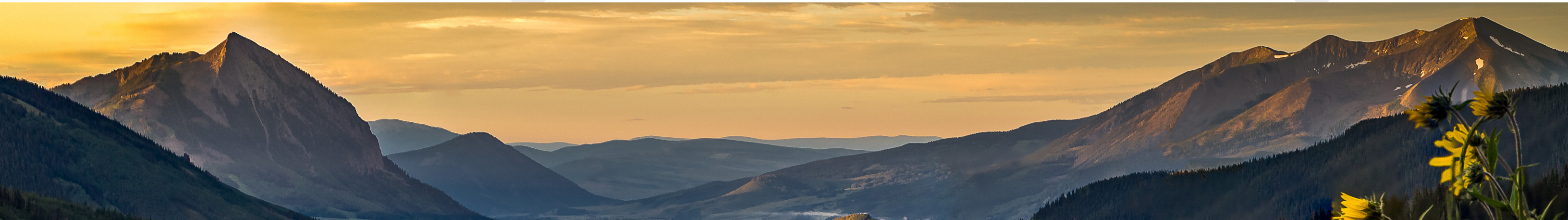
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WHAT IS A MASTER PLAN?

A Master Plan is an advisory document that guides decision making and empowers the community to achieve its vision and goals. The Plan will advise Town staff, elected officials, and the overall community in making important future choices for Mt. Crested Butte by identifying current challenges and outlining future intentions. This action-oriented Plan provides strategies in the form of goals, policies, and recommendations that help the Town achieve its vision related to future land use, recreation, placemaking and vibrancy, transportation, housing, and public services for the next 10-15 years.

This Master Plan is expected to evolve over time and is intended to inform policymaking at a framework level, working cohesively with more specific but separate regulations, actions, and agreements to achieve town goals. This Plan for the Town of Mt. Crested Butte ("Mt. CB") is an update to the previous plan originally created in 1994 and last updated in 2007. The Plan integrates with the Town's strategic vision and goals in order to create a comprehensive framework that guides future land use decisions and helps prioritize investment and projects within the community.

Roles and Responsibilities

The Town is taking a leadership role to responsibly plan for the future and collaborate regionally to manage future growth and address community needs. This Master Plan will be a guiding document for growth as well as the first step to identifying potential projects in which the Town should invest resources. The Town will not implement the Master Plan alone. Rather, the Plan will act as a communication tool to residents, local property owners, investors, and developers to message what the Mt. CB community wants to be. This will encourage responsible development proposals and streamline the development process by communicating the public's needs and desires at the onset. The Plan also creates a framework for regulation and partnerships that enable beneficial development projects and programs to occur.

How to Use this Document

This plan is an advisory policy document, and it will guide subsequent revisions to Town Codes, budgets, guidelines, policies, and standards. Each chapter serves a specific purpose. Chapter 2 describes the community vision and reaffirms the input received through

community engagement. Chapter 3 presents the Goals and Policies, including the Future Land Use Map and Commercial Core. Chapter 3 has been formatted to include goals, policies, recommendations, partners, and time frames associated with each item, providing ideas for implementing the vision over time.

Methodology & Process

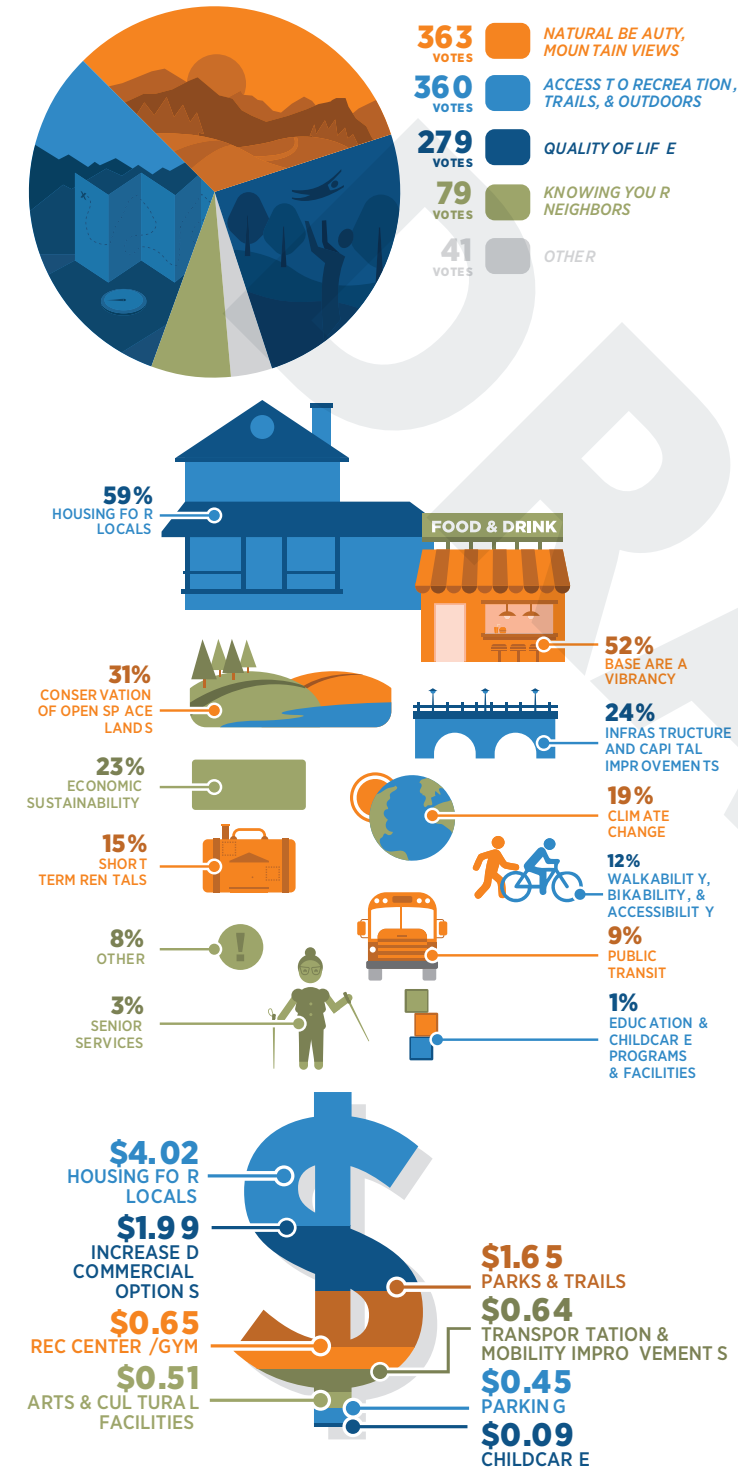
Community Engagement

The Master Plan process began with community engagement to identify challenges, common goals, and a cohesive vision for Mt. CB. Community and stakeholder meetings created opportunities for dialogue and ultimately resulted in the identification of important issues and appropriate solutions. Through months of various meetings and engagement tools, Town Staff and the consultant team worked to build consensus, support, and agreement on community vision. Community feedback was compiled and identifies a common vision and principles, along with goals and policies that shape the Master Plan content. These elements provide guidance and recommendations for how the Town can take action and work toward achieving its desired future.

A variety of engagement methods were employed to assess the priorities and values of various stakeholders within Mt. Crested Butte. A Steering Committee consisting of elected officials and business leaders provided input throughout the Master Plan process. Additional input was received through regular meetings with focus groups (later consolidated into a single Stakeholder Advisory Group (SAG)) and base area property owners. Contact points with the Mt. CB community included engagement activities at a town picnic, two summer concert events, and a community open house in the fall of 2021 and 2022. Residents and community stakeholders, numbering over 250 in both survey and in-person outreach events, shared their views on multiple components of the Master Plan including housing, transportation, and economic development.

An additional community survey focusing on values and priorities was conducted in the spring of 2022 and generated 389 responses from Mt. CB residents and visitors. An outreach event that took place at the Farmers Market generated an additional 150 contact points. Stakeholders reviewed community engagement outcomes and provided feedback on community vision principles as well as goals and policies in multiple meetings occurring through the spring and summer of

2022. The team also engaged Town Council and Planning Commission in a work session to review the results of the community engagement and to discuss foundational elements of the Master Plan.



Technical Analysis

Concurrently with the second round of engagement, the Town and team invested time and resources in technical analysis, which included an Economic Study, Water Analysis, and multi-pronged Transportation Study. This technical data is integrated into the Plan to assure alignment among the community's needs, its desires, and realistic implementation strategies. See more detailed information about the technical analyses under Key Findings below and in Chapter 3.

Review + Adoption

Two Master Plan drafts were released for review during the process. The first led to significant changes in the overall structure of the document and resulted in a change in direction for this Plan. The second draft release results will be added following the current community input period.

Adoption of the plan is the responsibility of Mt. CB's Planning Commission. A master plan should be updated at a minimum every ten years, however it is important to regularly check in on Plan progress. Following adoption, the Town should annually review the vision, goals, policies, and recommendations to confirm Plan action items are moving forward towards implementation.

Key Findings

Demographics + Economics

The community profile provided in-depth data of current population and household trends. Currently, Mt. CB is estimated to have 964 full time residents who occupy 481 Households. The average household income is \$109,000. The median age of Mt. Crested Butte residents is 41 years, and the town has a notably smaller portion of households with children than Gunnison County as a whole (12% vs. 22%).

Land Use

Approximately 25 % of existing land area is zoned PUD, suggesting that the Zoning Code is ineffective in creating desirable development outcomes. A large number of properties in town could accommodate additional development and make more efficient use of land and existing infrastructure.

Housing

At the end of 2021, the average single family home sales price was over \$1.26 million, an annual increase of 5.6%. The town also has a much larger percent of housing units located within multifamily structures compared with the broader county (60% multi-family units in Mt. CB vs. 6% multi-family units in CB, see Economic Analysis, Appendix 3).

Placemaking + Vibrancy

Few businesses offering limited hours of service create a drought of food and beverage options in town, while fragmented communal space contributes to a lack of social cohesion.

Parks, Recreation, Open Space, and Trails

Mt. CB contains only one park, Ted Scheske Park. While trails are abundant around the town's perimeter, a lack of connections to internal pedestrian and bike infrastructure makes access a challenge.

Transportation

Due to the limited roadway network, future development has the potential to overwhelm the existing capacity of Gothic Rd during times of heavy travel. Transit options provide alternatives but could be revamped to improve their usefulness to residents and visitors.

Quality of Life + Community

Mt. CB's access to an abundance of outdoor recreation opportunities makes it an enjoyable place to live. While stakeholders appreciate the community's feel, they desire an improved offering of services and off-mountain activities.

Sustainability

The community agreed that planning for sustainability is an important component of Mt. CB's Master Plan. The Plan approaches sustainability holistically by outlining goals, policies, and recommendations related to land use, housing, community services, transportation, water, and future development. Key findings include the need for simple improvements, such as providing recycling services in the Commercial Core, and the importance of the town's participation in regional cooperative programs such as the Gunnison Valley Climate Action Plan.

Community Engagement

Major themes emerging from community engagement exercises and stakeholder input include the following:

- The community's unparalleled natural beauty, outdoor access, and quality of life are central to why people live in and visit Mt. CB. Preservation of this way of life and access to recreational open space is a top priority for the community as well as visitors.
- The availability and attainability of locals' housing and base area vibrancy in the Commercial Core are considered the top issues the community is currently facing.

- Essential services like restaurants and a small market are priorities for future development.
- Interest in an improved winter experience in Mt. CB includes entertainment such as events, concerts, outdoor movies, expanded food and beverage offerings, and markets in gathering areas.

See Appendix 1: Community Engagement, for a detailed breakdown of the 2021 and 2022 community engagement results.



Economic Study

The Economic Study started out by inventorying existing commercial space as well as calculating the current commercial demand from the local population, part

time residents as well as visitors. Analysis of these findings along with relevant mountain town case studies, development patterns, current lodging bed base analysis, and transportation demand analysis was performed to develop recommendations for planning considerations, the amount of current and additional commercial development that could be supported by the town, and the optimal locations for commercial businesses and development. Current retail and food and beverage trends were also considered when determining the overall commercial recommendations for the town.

There are approximately 13,000 jobs in Gunnison County and an estimated 914 of those jobs are in Mt. Crested Butte, making up about 7% of the jobs for the County. The largest industry sectors are tourism-oriented sectors including arts, recreation, retail, restaurants, and lodging. The tourism industry provides a large portion of those jobs, but the shoulder season creates a challenge for businesses and employees because fewer visitors result in significant revenue decline during this period. Many local businesses close during the off season in response to this decline, allowing employees a much-needed break, while resulting in even less people in town.

The town currently has 57,000 SF of retail and food and beverage space and 61,000 SF of complementary commercial space, such as personal services, office space, and other community-serving uses. Approximately 5% of commercial space is currently vacant. When comparing the ratio of lodging units and STRs to commercial space in the Commercial Core with case studies of comparable mountain resort towns, such as Mountain Village, Snowmass Village, and Village at Mammoth, Mt. CB has sufficient population and visitor numbers to support its existing retail and food and beverage space. However, the configuration of existing space and the tenant type are current limitations to the success of existing commercial space. Current demand estimates based on the sum of full-time residents, part-time residents, and visitors demonstrate that the town could support up to 85,000 SF of retail and food and beverage space.

See Appendix 3: Economic Study, for full study, data charts and recommendations. Recommendations also provided in Chapter 3.

Transportation Studies

The transportation studies conducted include a Transit Study, Gothic Road Capacity Study, and Transportation Demand Management Strategy. Key findings from those studies are listed below.

Transit Study

The Transit Study involved an analysis of existing transit alongside a study of best practices in order to identify successes and limitations in Mt. CB's transit network. The study discovered several notable takeaways:

- Together, the Mountain Express and Gunnison Valley Rural Transportation Authority (RTA) serve a large number of passengers. Although the pandemic curtailed ridership growth, Mountain Express was regularly carrying over 700,000 passenger trips leading up to 2019, while RTA reached a maximum of 225,000 passenger trips the same year.
- While the services are following many transit best practices, there remain opportunities to optimize service and enhance public information.
- Mountain Express' existing bus fleet is a constraint for improving service and routes.

Gothic Road Capacity Study

The Gothic Road Capacity study looked at build out of the commercial core and projected traffic volumes. Projected build out predicts longer wait times at intersections and increased need for parking for peak times due to Gothic Road reaching its capacity.

However, these projections could change based on travel pattern adjustments. For instance, fewer single vehicle trips and increased transit ridership could reduce these projected delays. The projections reported in this study do not mean that the only way to accommodate build-out of the town and Commercial Core is to widen Gothic Road.

Transportation Demand Management (TDM) Strategy

The TDM Strategy investigated opportunities to increase travel options that do not require a personal vehicle, with the goal of alleviating traffic congestion and offering a host of environmental, health, and community benefits. The report concluded that Mt. CB's primary mobility challenges stem from its peak season visitors and commuters that increase congestion as well as a constrained roadway network in which Gothic Road is the only viable route into and out of town.

The full transportation analyses and further summary of findings and recommendations are provided in Appendix 3: Transportation Study. Recommendations are also provided in Chapter 3.

INTRODUCTION

Community members agree that there's something special about Mt. Crested Butte. Not everyone describes the feel of the town in the same way, but everyone knows that there's nonetheless a certain character to it. Attempts at articulating this character prompt descriptions like charm, authenticity, soul, local community, small-town vibe, quiet, and unpretentious. As we define the type of community that we want to grow into (and remain) in the coming years, a shared community vision is the starting place.

Mt. CB's Community Vision statement says who the town is and who it wants to be, and Community Values build on this vision by defining the qualities most important to the community. These values, in turn, feed the five Community Principles that form the central approach to decision-making in the coming years. With this framework in place, it becomes possible to set goals, policies, and recommendations that make it possible to work toward the community's best future together.

VISION

Mt. CB is a premier destination that's also home. We make the most of our access to world-class outdoor recreation, whether that means catching the first chair on a powder day or catching scenic views on Snodgrass Trail. While the mountain draws us to Mt. CB, it's the laid back vibe that keeps us here. We are an outdoor playground destination and a small town with soul.

Our community is united in our passion for adventure and the outdoors, and we recognize the importance of stewardship to ensure that the mountain lifestyle is here for generations to come. Our come-as-you-are spirit creates a welcoming, approachable atmosphere, and we want more opportunities to gather with our neighbors to experience the things we love together.

VALUES

Access: We choose to live in Mt. CB for its unparalleled access to the mountain. Lunch-hour powder runs and after-work bike rides are a way of life. A commitment to recreational access also means ensuring access to housing, surrounding towns, and community amenities so we can be a connected community.

Community: From knowing the names of our neighbors to sharing fresh tracks, community in Mt. CB is felt in moments small and large. Our understated soul and shared love of the mountain keep us connected. Improved housing options, new culinary offerings,

and vibrant gathering spaces will help our sense of community thrive.

Stewardship: Our common ground is our shared love for the outdoors, and we care deeply about stewardship of the land. Our town's economic and environmental sustainability rests on a shared commitment to our natural resources and the steps we take together to preserve them.

Approachability: We want everyone who visits our town to love it as much as we do. The atmosphere of Mt. CB creates a welcoming environment that can be felt by all who frequent. There is something for everyone, and our commitment to approachability offers visitors an experience that keeps them coming back for more.

PRINCIPLES

1. Increased Housing Options

Access to Mt. CB's way of life starts with having a place we can call home. Scarcity of developable land poses a challenge to housing affordability in our community, but it's a challenge that we must take head on and adopt aggressive policies to address. Providing opportunities for more residents to live, work, and play locally addresses a variety of challenges that our community is facing. Having permanent residents in Mt. CB increases the viability of local businesses offering essential services, reduces traffic congestion by allowing residents to live closer to where they work and need to go, and contributes to a local community feel that's sustained despite seasonal visitation trends. We want to run into our neighbors at local establishments and we want our kids to grow up together. These things are made possible by housing that fits the needs and budgets of community members.

2. Improve the Multi-Modal Transportation Network

Efficient and effective transportation allows us to spend less time getting around and more time outdoors doing what we love. Transportation in and around Mt. Crested Butte needs to be convenient, reliable, intuitive, and efficient. As we grow, multimodal transportation options can help maintain the town's local, small-town feel. Bike trails and walkable streets are compatible with Mt. CB's active lifestyle and contribute to other goals like creating a vibrant Commercial Core and maintaining an appropriate scale for Gothic Road. Transportation opportunities should continue to play a key role in

community decision-making related to where density is appropriate as well as how to best cultivate stewardship of our natural resources.

3. Focus on Placemaking + Vibrancy

Maintaining a sense of community means creating opportunities for social interaction within vibrant public spaces. An activated Commercial Core enables us to spend time on the mountain rather than leaving town and driving elsewhere for activities and gatherings. The community desires a place where we can run into our neighbors and make new friends, where both residents and visitors feel they belong. Placemaking within the Commercial Core establishes our identity and fosters community through shared values. Architecture, aesthetic, and activities should all solidify our character as a world-class destination with a local soul.

Residential areas offer a more private getaway and can provide opportunities to build community within Mt. CB. Crafting complete neighborhoods with parks, walkable streets, trail access, and community essentials is what turns a house into a home and strengthens connection to neighbors. When we belong, we feel a greater connection to the outdoors and responsibility for the community where we live.

4. Take an Active Role in Responsible Growth

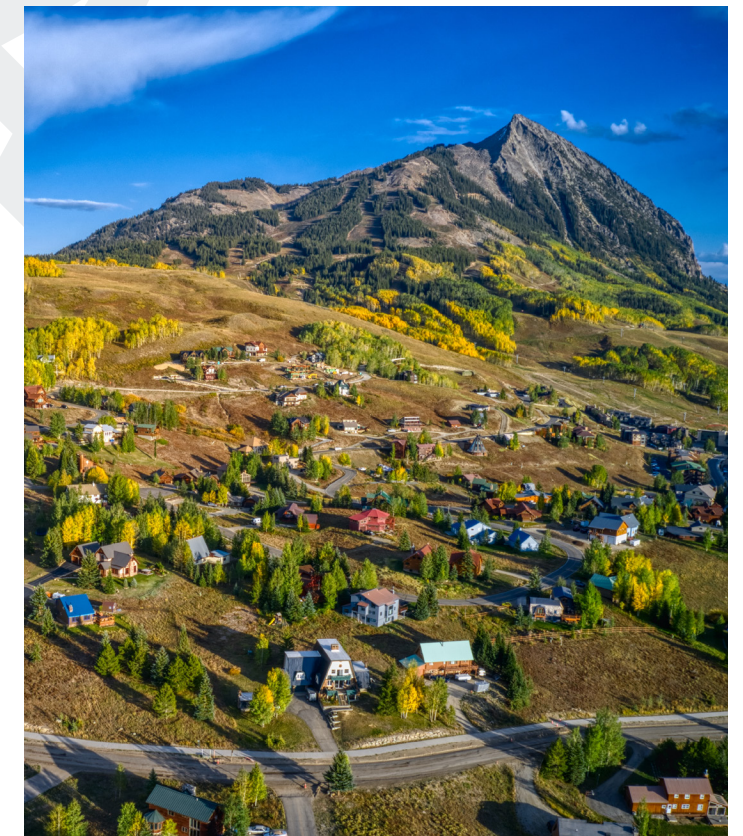
We don't want growth to simply happen to us, but rather seek to play an active role in the future of the town. Responsible growth means that even as the community scales up, we maintain a focus on why we're here: our connection to the outdoors and to one another. This future is achieved through a balance of tourism and a local population, which in turn requires variety in housing types, activities, and services.

Maintaining access to the outdoors requires preserving our natural assets. We are dependent on the natural environment both for recreation and our livelihood, and future growth needs to prioritize the economic and environmental sustainability of the town. Because land is scarce and valuable, the Town should encourage more compact development and seek ways to encourage shared use of space that offers multiple functions across seasons. Land needs to be developed in an efficient manner that maximizes housing units, protects resources, provides an appropriate amount of parking, and enables year-round activities. Development should be planned on a scale that facilitates interaction between buildings to create a sense of place, not a place of projects, and infrastructure capacity needs to guide the conversation on the town's growth to ensure that water and transportation services remain sufficient.

5. Expand Access to Essential Services

Positioning Mt. CB as a small town and not just a destination resort requires that residents have access to basic services like a post office, a market, medical offices, childcare, personal care, and indoor recreation facilities. While considering how we can balance the needs of full-time residents, part-time residents, and visitors, we want to enhance the quality of life in our community. The configuration and placement of essential services affects their vitality and their value, as services should be located near the populations they serve. The creation of complete neighborhoods containing both housing and neighborhood commercial services eases vehicular, bike, and pedestrian access and reduces overall trips, thereby reducing traffic congestion and increasing convenience.

The experience of Mt. CB is driven by the amenities it offers, and it's difficult to operate a world-class resort without a wide array of restaurants, shops, and activities. As the town matures, ensuring the availability of both resident- and visitor-oriented services is key to offering a sense of community and a memorable experience.



ACTION PLAN

INTRODUCTION

Defining goals is critical to success, as they establish the desired outcomes for the community and guide decision-making towards overall progress in a certain direction. Policies are actions that can be taken to achieve a certain goal, many of which are measurable. A goal is the end result and policies and recommendations help us get there .

A diverse group of community members were engaged to create a vision that can be implemented through this action plan, including full-time residents, part-time residents, Gunnison Valley residents, and visitors. Goals, policies, and recommendations included herein support the community's vision for the future of Mt. Crested Butte. This Action Plan reflects community input, guidance from the Stakeholder Advisory Group, direction from community leaders, and technical support from the consulting team.

Through multiple rounds of reviews with Mt. CB's Planning Commission and Town Council, language was refined to accurately capture the community's vision through actionable goals, policies and recommendations. They are intended to be fluid and refined over time to remain relevant and flexible, yet consistent with expressed intentions and desired outcomes.

The action plan provides direction to the Town for defensible decision making, along with specific activities designed to provide a decisive road map for advancing the intentions expressed herein. For example, when Mt. CB is deciding on a private land use application or a public capital investment, the goals, policies, and recommendations should be reviewed and applied.

ACTION PLAN CATEGORIES

- Land Use
- Housing
- Placemaking + Vibrancy
- Parks, Recreation Open Space & Trails
- Transportation
- Quality of Life
- Water

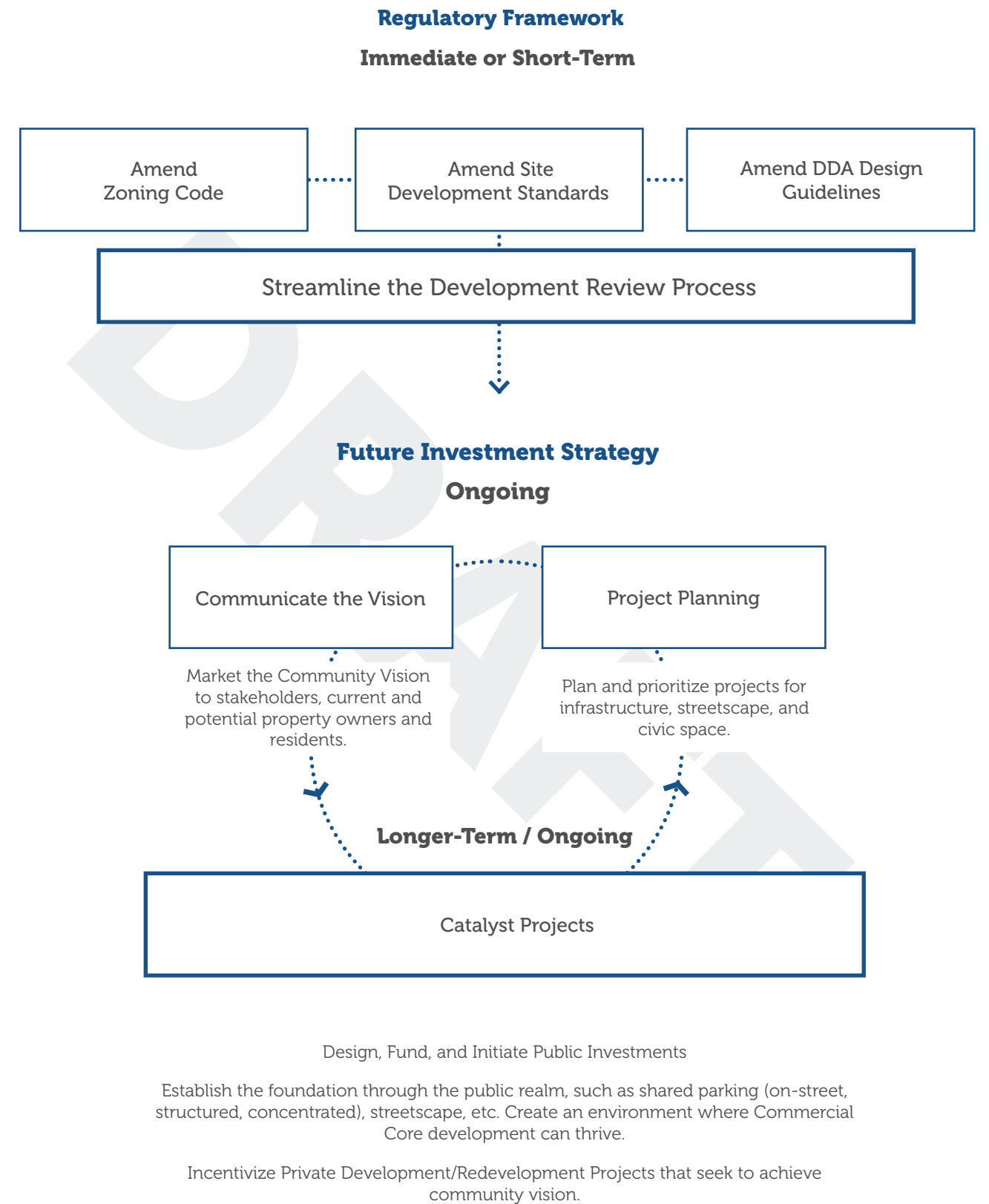
IMPLEMENTATION

This Master Plan places an emphasis on implementation to ensure that the vision that it contains for the community is realized over time. The goals, policies, and recommendations included in each of the following sections are steps toward realizing this vision that the Town will carry out at varying time frames and in varying manners. The process of implementation is not perfectly sequential, but it involves a well-orchestrated series of actions that involve the Town and various partners, including public agencies and private developers.

The overarching framework that this Plan lays out for implementation includes two general action categories. Although there is no perfect sequence for overall implementation, actions found in the first category must occur in the immediate future to lay the groundwork for desired outcomes.

1. Regulatory Framework. The Town must first ensure that all regulatory tools are aligned toward achieving the same outcomes. Inconsistencies and gaps must be amended and new regulations adopted where current ones fall short of supporting the goals and policies of the Master Plan. These actions are short-term or immediate in nature.
2. Future Investment Strategy. The second category is longer-term or ongoing and outlines proactive steps that the Town can take to position the community for desirable growth and redevelopment.

IMPLEMENTATION FLOW CHART



LAND USE

OVERVIEW

Land use goals and policies address growth and development, providing guidance for a balance between the built environment and the community's natural resources. Mt. CB desires a cohesive pattern of land uses, promoting efficient use of land and encouraging economic vibrancy while considering the health, safety, and well-being of community members. Given Mt. CB's unique topography, a typical 'town grid' street pattern does not exist. However, a clear hierarchy of commercial activity focused on the commercial core along Gothic Road can be strengthened, adding to the year-round experience for residents and visitors and reinforcing economic sustainability.

FUTURE LAND USE

Mt. Crested Butte's Future Land Use Plan guides potential development within the Town limits and informs growth patterns over the next 15-20 years. All Future Land Use designations and development areas should be sensitive to topography, Town development standards, and environmental considerations. There is a distinct difference between Future Land Use and zoning. Future Land Use recommendations are provided to describe the most desirable uses from the community's perspective, while zoning provides the specific means for giving legal effect to this Plan's policies and recommendations. As the Town nears build-out and faces shortages of affordable housing, community essential services, and desires a more robust economy, it is important to provide land use recommendations that can accomplish these efforts. It is equally important to recognize the assets and equities that Mt. CB already embodies. As an example, recommending more dense housing than the current zoning can assist in increasing housing for the workforce and local community members, and acknowledging the impact of existing developed areas and the importance of their reinvestment and development can promote public-private partnership towards achieving a greater goal.

The Future Land Use Plan is comprised of the Future Land Use Map and seven land use category designations.

This Plan will be used by Town leadership to:

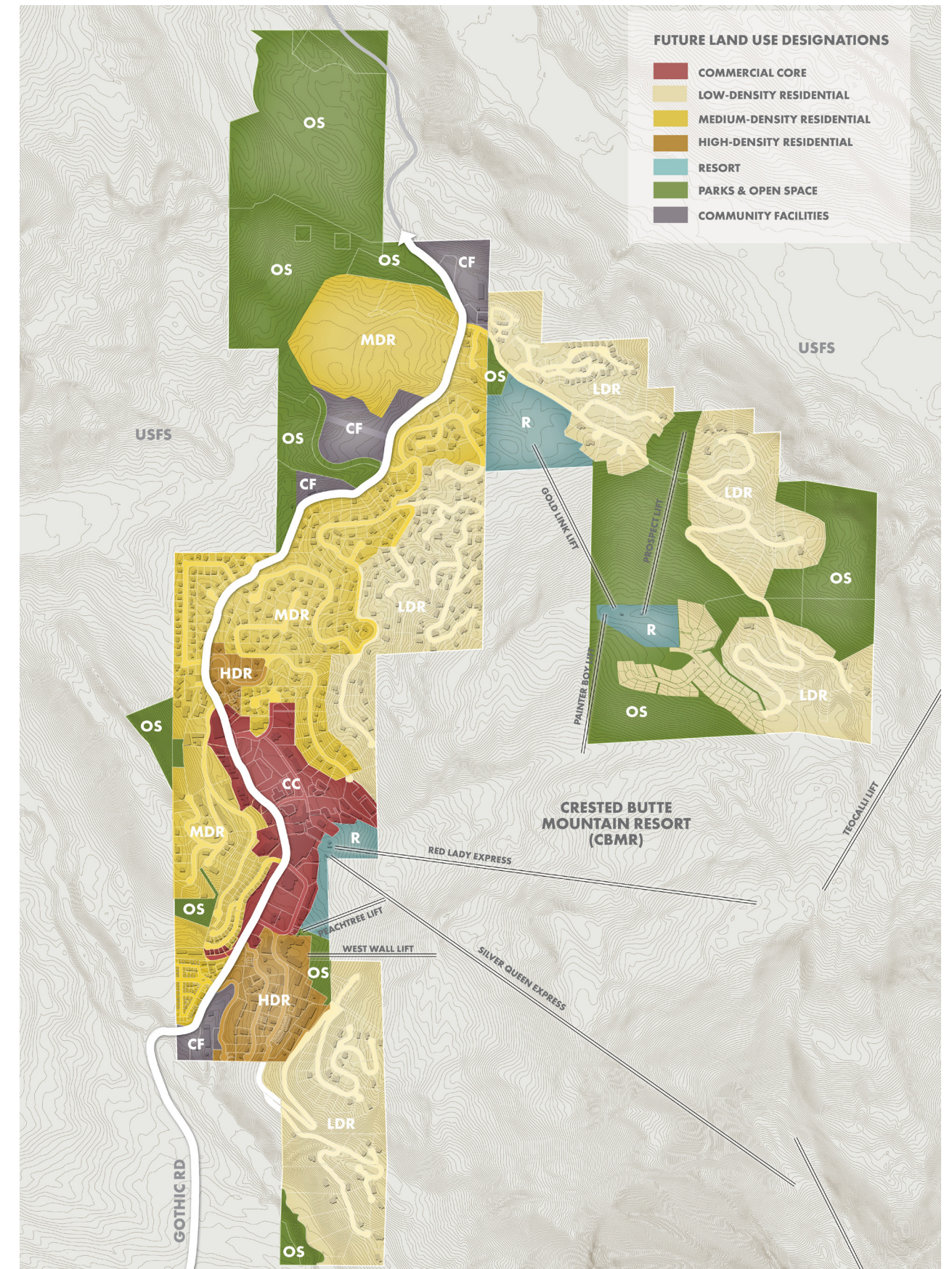
- (1) Evaluate future land use requests;
- (2) Inform amendments to the Town Code;
- (3) Track the Town's ability to absorb future development;
- (4) Manage infrastructure and facility planning; and
- (5) Guide growth in a manner supportive of the community's vision.

FUTURE LAND USE DESIGNATIONS

- Commercial Core
- Resort
- High-Density Residential
- Medium-Density Residential
- Low-Density Residential
- Public & Community Facilities
- Parks & Open Space

See next page for Future Land Use Map and following pages for Land Use Designations definitions followed by Land Use Goals and Policies Matrix.

FUTURE LAND USE MAP



FUTURE LAND USE DESIGNATIONS

1 Commercial Core

Activation of the community's Commercial Core is a primary goal of the Master Plan. Mt CB created a Downtown Development Authority ("DDA") in the year 2000 to begin these efforts, and this Plan affirms the community's desire for this type of future investment. The Commercial Core is Mt. CB's highest concentration of commercial, residential, and community essential services, and it has more opportunity to serve this function for the community. The Commercial Core also functions as the greater region's base area and gateway to a primary recreational visitor attraction. The Commercial Core should be designed as a walkable and pedestrian-oriented neighborhood at the street level, with on-street or screened parking, and multi-level development that engages adjacent streets at different grade levels. Part of the existing issue with the Commercial Core is its inaccessibility. The goals, policies, and recommendations herein seek to address this issue.

This Land Use designation supports a mix of uses that cater to activation and vibrancy in the community's Commercial Core. Professional employment space, which could include traditional offices as well as co-working space, is most appropriately located within the Commercial Core as well, as an accessory use. Community Housing and Parks and Open Space opportunities are encouraged to be incorporated with development.

2 Resort

The Resort land use designation includes recreation and visitor-oriented development, such as overnight accommodations, day lodges, resort services, and limited supporting commercial uses. Accommodations and supporting commercial uses are envisioned in transition areas between existing development and Crested Butte Mountain Resort (CBMR) and Forest Service ("USFS") lands. Residential and Community Housing is permitted. Parks and Open Space opportunities are encouraged to be incorporated with development.

3 High-Density Residential

This land use designation primarily includes multifamily dwelling units. High-Density Residential is located adjacent to the Commercial Core, concentrating density near the community's activity center. Adjacency to the Commercial Core promotes walkability between residential and commercial uses and create a synergy with CBMR while concentrating the town's population in locations where infrastructure is adequate. High-Density Residential examples include mid-to-high-rise condominiums and apartment

buildings and, in the appropriate context, lodging and limited supporting non-residential uses. Neighborhood commercial uses should be incorporated within development, especially on the ground floor of vertical mixed-use buildings. Innovative unit types that provide for the efficient housing of workers, such as micro-units or co-living buildings, are encouraged. Community Housing is encouraged in all residential land use designations, as is limited incorporation of Parks and Open Space opportunities.



4 Medium-Density Residential

The Medium-Density Residential designation consists of a spectrum of housing types including primarily low-to-mid-rise multifamily buildings and single-family attached homes, such as townhomes and duplexes, to make the most efficient and sustainable use of available land and infrastructure. Housing types should meet the community's broad cross-section of needs by offering options appropriate for different income levels and life stages. Development is encouraged to accommodate the community's workforce with ADUs, lock-off units, and incorporation of Community Housing as part of the community. Compatible neighborhood commercial uses and parks, open space, and other community essentials should be incorporated into residential neighborhoods. Community Housing is encouraged in all residential land use designations, as is limited incorporation of Parks and Open Space opportunities.

5 Low-Density Residential

This land use designation includes single-family detached, low-density single-family attached and multifamily residential development as well as neighborhood commercial uses. Low-density residential uses offer a transition between higher-intensity development and sensitive areas like open space and public lands and are appropriate in locations where higher-density development would stress infrastructure or obstruct view sheds. Single-family detached units are encouraged to include accessory dwelling units for long-term rental or Community Housing use. Community Housing is encouraged in all residential land use designations, as is limited incorporation of Parks and Open Space opportunities.

6 Community Facilities

Publicly owned amenities and facilities such as government offices, fire and emergency services, parks, utilities, schools, and maintenance facilities are located within the Public & Community Facilities land use designation. This designation may also include quasi-public uses such as Community Housing, recreation facilities, and other community services.

7 Parks & Open Space

The Parks & Open Space designation includes areas providing recreation, preservation, and/or passive agricultural uses. Properties within this land use designation may also provide access to USFS land and offer a buffer between developed and public lands.



LAND USE GOALS AND POLICIES MATRIX

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.1	Responsibly manage future growth in Mt. CB to provide a vibrant, compact, mixed use, walkable town that respects, preserves and integrates harmoniously with the surrounding natural environment.	P.1.1	Create an active, vibrant commercial core that contains the town’s highest-density development, providing a diverse mix of services and amenities for residents and visitors. Focus overnight lodging, short-term rentals, restaurants, businesses, and visitor-oriented services within the commercial core.		R.1.1.1	Work collaboratively with the DDA to identify opportunities for public investment in infrastructure and catalyst projects to help guide implementation of the land use patterns recommended in this Master Plan.	DDA, landowners, developers, Crested Butte Mountain Resort, TCCA	Mid-Term
					R1.1.1.a	Identify locations for public investment in infrastructure to spur desired private development.		
					R.1.1.1.b	Identify and facilitate opportunities to revitalize and redevelop underutilized parcels.		
					R.1.1.1.c	Explore public-private partnership to implement catalyst projects.		
					R.1.1.2	Monitor and evaluate short term rentals to provide data to assist in future decision-making.		
			P.1.2	Within neighborhoods adjacent to the commercial core, support higher density development and a diverse mix of residential unit types. Development patterns should provide efficient use of land and resources while providing a sense of place, neighborhood livability, environmental sensitivity and ensuring compatibility with adjacent development and land uses.		R.1.1.1	Evaluate the Town’s existing zoning regulations and initiate amendments needed to achieve development patterns consistent with this Master Plan. This should include amendments authorizing up zonings, to the extent needed to allow for alignment of Town zoning with this Master Plan.	
				R1.1.2.2	To achieve more efficient use of land, consider potential amendments to the Town zoning regulations and zoning map to identify areas for increasing density and permitted residential unit types (e.g., duplexes, townhomes) within existing single family residential areas.		Short-term	
					R.1.2.3	Amend the development standards in the Town zoning regulations to achieve more efficient land use patterns and pedestrian scale development through strategies including: a. Minimum densities and setback reductions in all zone districts b. Minimum lot size reductions c. Removal of minimum house size requirements (where applicable) d. Residential design standards that enhance the pedestrian experience in residential neighborhoods (e.g., build to minimums in residential neighborhoods to create a pedestrian sense of scale.)		Short-term

LAND USE GOALS AND POLICIES MATRIX (CONT.)

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.1	Responsibly manage future growth in Mt. CB to provide a vibrant, compact, mixed use, walkable town that respects, preserves and integrates harmoniously with the surrounding natural environment.	P.1.3	Commercial uses should be primarily concentrated within the commercial core, in high density, mixed use developments; although neighborhood-scale commercial may be integrated into adjacent residential neighborhoods, where focused on serving the immediate needs of the neighborhood, and where determined to be appropriate.		R.1.3.1	Update the Town zoning regulations to align Town zoning districts with the Future Land Use Map, as needed, and codify the permitted uses, recommended densities and development standards for each Land Use Designation. This should include amendments authorizing up zonings, to the extent needed to allow for alignment of Town zoning with this Master Plan.		Short-term
		P.1.4	Encourage responsible development and ensure future land use decisions are consistent with the goals and policies set forth in this Master Plan. Assess development applications to ensure consistency with this Master Plan and ensure that all rezonings are consistent with the Future Land Use Map.		R.1.4.1	Amend the Town land use code as needed to ensure compliance with the Town Master Plan is included in the criteria for approval for all relevant development applications.		Short-term
		P.1.5	Development in environmentally sensitive areas should be avoided to the maximum extent possible to preserve and protect the natural environment and avoid impacts to sensitive ecological resources (e.g., riparian areas, wetlands, and important wildlife habitat areas). Minimize and mitigate impacts where site conditions preclude the ability to avoid all environmentally sensitive areas.		R.1.5.1	Update the Town land use code to require more stringent mitigation where development impacts environmentally sensitive areas or to not allow development in these areas.		Short-term
		P.1.6	Ensure that all new development utilizes best management practices for developing on steep slopes		R.1.6.1	Update the Geotech section of the Town land use code to incorporate the best management practices for developing on steep slopes recommended by the CO Geological Survey (CGS).		Short-term
		P.1.7	Preserve critical view corridors to the surrounding mountains during the development review process, focusing primarily on maintaining view planes from public spaces and public parks, in line with this Master Plan.		R.1.7.1	Identify and map the highest priority view planes to be preserved and amend the Town land use code to preserve these view planes during the development review process (i.e., regulate the location, height, bulk and mass of buildings within critical view planes to the extent possible while acknowledging the need to concentrate the highest density, tallest buildings within the commercial core).		Short-term
		P.1.8	Require environmentally sensitive site and building design in all new developments, (e.g., incorporating energy efficiency, renewable energy and responsible water use practices).		R.1.8.1	Collaborate with the Town of Crested Butte, Gunnison County and the City of Gunnison to explore county wide, above building-code or net-zero standards for new buildings focused on energy efficiency and renewable energy generation.	Town of Crested Butte, Gunnison County, City of Gunnison	Short-term
					R.1.8.2	Audit the Town landscaping regulations to identify and implement recommended amendments to reduce outdoor water use throughout Town (e.g., set scalable maximums for bluegrass sod, reduce minimum tree planting requirements, and provide required or preferred planting lists with water conscious species).		Short-term
		P.1.9	Require that new development pays the marginal cost of necessary infrastructure improvements.		R.1.9.1	Audit current Town Fee requirements for all new development to ensure fees are set at an appropriate cost for implementation within today's budgets. Also consider implementing a reduced fee structure for community housing developments as an incentive.		Short-term

HOUSING

OVERVIEW

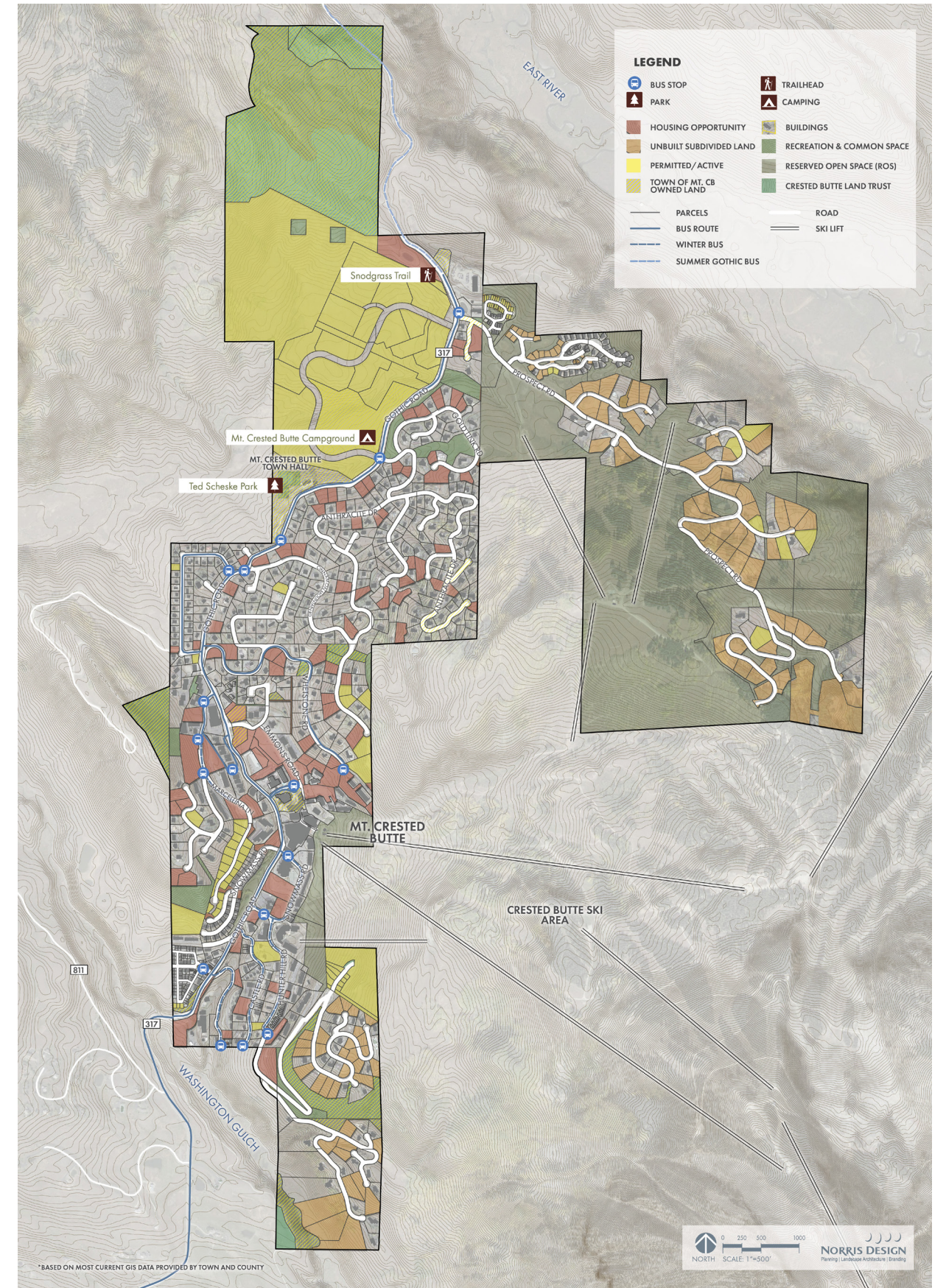
Mt. CB's abundant access to nature, recreation, , and quiet charm make it an appealing place to live. Increased demand for vacation homes in and around the town, coupled with land scarcity, has escalated housing prices, and the existing housing stock has reached a point where it is no longer attainable for the typical resident. The lack of attainability further impacts local businesses, with fewer employees available to work which has contributed to the ongoing labor shortage. Policies of neighboring communities that discourage medium- and high-density development add pressure to the Town's housing market. As rental rates and home sale prices continue to rise across the Valley, local employees and business owners must live further from town and commute longer distances. Coupled with extremely limited availability of developable property, Mt. CB must make efficient use of existing vacant land, redevelopment opportunities, and any other available resource to expand residential housing inventory. Community members expressed a desire that Mt. CB maintain a year-round population and become a full-service community that includes more long-term renter and owner-occupied residential units, essential services, and commercial uses. The Plan outlines a guide for the community to achieve these goals and continuing efforts to create complete neighborhoods.

The Housing Opportunities Map that follows (page to right) provides a glimpse into where residential units are forthcoming in town. The map demonstrates that a number of housing opportunities exist where land could support residential uses but on which homes do not currently exist. As the community looks to narrow the gap between its housing demand and housing supply, it's important to communicate the considerable potential of land within the community that is not fully realized.

Also notable is that this map highlights only those locations where the existing Zoning Code or PUD regulations permit the development of housing. The updated Future Land Use Map (FLUM) included in this Master Plan supports further opportunities for the construction of housing with the goal increase the community's access to high-quality, attainable homes.



HOUSING OPPORTUNITY MAP



HOUSING GOALS AND POLICIES MATRIX

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE	
G.2	Increase affordable community housing and other land-efficient housing options to maintain a stable workforce, support year-round residents and families, and maintain a healthy balance of full-time residents, part-time residents, and visitors within town.	P.2.1	Encourage efficient use of land to maximize the number of housing units within town, while ensuring a sense of place, neighborhood livability, environmental sensitivity and compatibility with adjacent development and land uses.		R.2.1.1	Explore opportunities to increase residential densities in locations that minimize impacts on environmentally sensitive areas and maximize walkability and efficient land use within or adjacent to the commercial core. Reference the Land Use Element, Policy 1.2 and corresponding Recommendations.		Mid-term	
		P.2.2	Allow and encourage a diverse mix of residential unit types to increase the spectrum of housing options available within town. Support provision of a diverse mix of rental and ownership opportunities and a diverse range of housing types and price points that provide housing choices affordable to a variety of income levels and household sizes.		R.2.2.1	Amend the Town land use code to ensure that density minimums are established for each zone district and a diverse range of residential unit types are permitted, to facilitate integration of creative housing options for community housing throughout town (e.g., co-housing, micro-units, accessory dwelling units, etc.)		Short-term	
		P.2.3	Collaborate with local and regional partner agencies to implement a full range of housing strategies, tools, and programs to increase the availability of affordable community housing.	R.2.3.1	Work collaboratively with GVHA, local employers, developers and other partner entities to create more affordable units within town through a diverse range of strategies, including: new construction, expansion of the existing deed restriction buy down program, down payment assistance programs and other strategies deemed appropriate.			GVHA, local employers / businesses, developers, Gunnison Valley Housing Fund, Housing Colorado, CHFA, HUD, DOLA	Mid-Term and Long-Term
				R.2.3.2	Incentivize development of community housing by dimensional requirement bonuses, reduced permit fees, subsidizing tap fees, streamlining review processes, or other methods as determined appropriate.				Short-term
				R.2.3.3	Work to preserve the existing inventory of deed-restricted housing within Town by 1) developing mechanisms to prevent the loss of a deed restriction during foreclosure, and 2) amending existing deed restrictions as needed, to remove antiquated policies that no longer align with current local housing market conditions.				Short-term
		P.2.4	Locate affordable community housing on the recommended properties identified on the Housing Opportunities and Future Land Use Maps, or in other identified locations that meet the following site suitability criteria: proximity to essential community services, availability of necessary infrastructure and utilities, adequate access, access to multi-modal transportation options, lack of development constraints, neighborhood compatibility and opportunities to create a quality residential community on the site.	R.2.4.1	Consider aligning town code with state-adopted municipal affordable housing requirements.				Short-term
				R.2.4.2	Consider town-owned lots for community housing development.				Short-term
				R.2.4.3	Pursue public private partnerships to facilitate development of affordable housing through strategies including dedication of town-owned land, and subsidizing the cost of necessary infrastructure.			GVHA, Gunnison Valley Housing Fund, Housing Colorado, CHFA, HUD, DOLA, landowners, developers, local employers	Short-term

HOUSING GOALS AND POLICIES MATRIX (CONT.)

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.2	Increase affordable community housing and other land-efficient housing options to maintain a stable workforce, support year-round residents and families, and maintain a healthy balance of full-time residents, part-time residents, and visitors within town.	P.2.5	Balance the needs of short term lodging and long term resident housing.		R.2.5.1	Update the Town's STR regulations to address the conversion of units from long term housing for locals to STR inventory, and explore the possibility of creating overlay districts that establish a permitted number of STRS within various town locations. Where determined to be appropriate, overlay district regulations could limit the number of permitted STRS in locations where housing has historically been most attainable for local residents. During this process, provide assistance and guidance to home owners and HOAs on these STR regulation updates.		Short-term
					R.2.5.2	Continuously monitor and evaluate the inventory of STR properties within Town to determine impacts on the community and identify amendments needed to the STR regulations to address these impacts.		Ongoing
		P.2.6	Promote energy efficiency and sustainable building techniques in housing developments to reduce long-term operating costs and offer long-term financial return on investment for property owners and residents.		R.2.6.1	Provide incentives for projects providing efficient and sustainable building solutions for housing.		Short-term
		P.2.7	Foster a diverse and inclusive community by ensuring that all residents have a home that is appropriate for a given life stage, and ensuring community housing addresses the needs of various income levels.		R.2.7.1	Work collaboratively with regional housing partners to develop an updated housing strategy and revised community housing guidelines that facilitate the provision of a range of housing types and home prices to adequately address the various needs and life phases of the community, as identified in the most recent Housing Needs Assessment. Community housing guidelines should establish housing categories that address the full range of community housing needs, and should be continually monitored and amended as needed to accommodate current market conditions and meet the needs of local home buyers / renters.	GVHA, Gunnison Valley Housing Fund, Local Housing Authority, Housing Colorado, CHFA, HUD, DOLA, landowners, developers, local employers	Mid-Term and Long-Term
					R.2.7.2	Pursue amendments to existing deed restrictions as needed to allow for retirement-in-place.		Mid-term

PLACEMAKING + VIBRANCY

OVERVIEW

The Mt. CB community desires Placemaking at a local scale offering opportunities to gather within purposefully crafted public spaces. The goals, policies, and recommendations established in this section promote a layered approach that encourages the creation of places to sit indoors and outdoors; play areas to enjoy year-round; music to hear, whether it's a live band, or a busker; activities to watch, ; food to eat and craft beer to drink; nature to admire; and people to meet. Curating an experience that is authentic to Mt. CB is the most important key for success.

What is Placemaking?

Placemaking is a multi-faceted approach to the planning, design, and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

-Placemaking Chicago

While the Town isn't the primary landowner of properties within the Commercial Core, the Downtown Development Authority ("DDA"), a Town-led initiative, has a funding mechanism that can be used to make improvements within its jurisdiction. The community established the DDA in 2000, identifying a Commercial Core and encouraging focused investment and

economic development. To increase vitality and pedestrian traffic in the Commercial Core, the community suggested food trucks, more restaurants and bars, a central lodge with vendors, lockers, community tables and dining areas, and outdoor gathering spaces. These elements will foster a sense of place in the Commercial Core and many other opportunities exist to enhance its vibrancy and function as a community gathering space.

The Commercial Core should activate Gothic Road and primary circulation routes such as Snowmass, Treasury and Emmons Roads, and improve connectivity to neighborhoods west of Gothic Road. The current land use pattern has most commercial uses hidden behind buildings and accessed only by foot. Activating primary street frontages means increasing visibility to the community's offerings and bringing character out from behind the walls. A greater mix of uses, including essential services



and commercial development, residential units, and lodging, would promote a lively town center attracting activity. Parking and transportation improvements are necessary to support additional

What are appropriate uses in the Commercial Core?

Restaurants, cafes, coffee shops, bakeries, brewpubs, band shells, retail stores, recreational rental and services, personal services, meeting rooms, event space, fitness, spas, art galleries, theaters, and transit facilities.

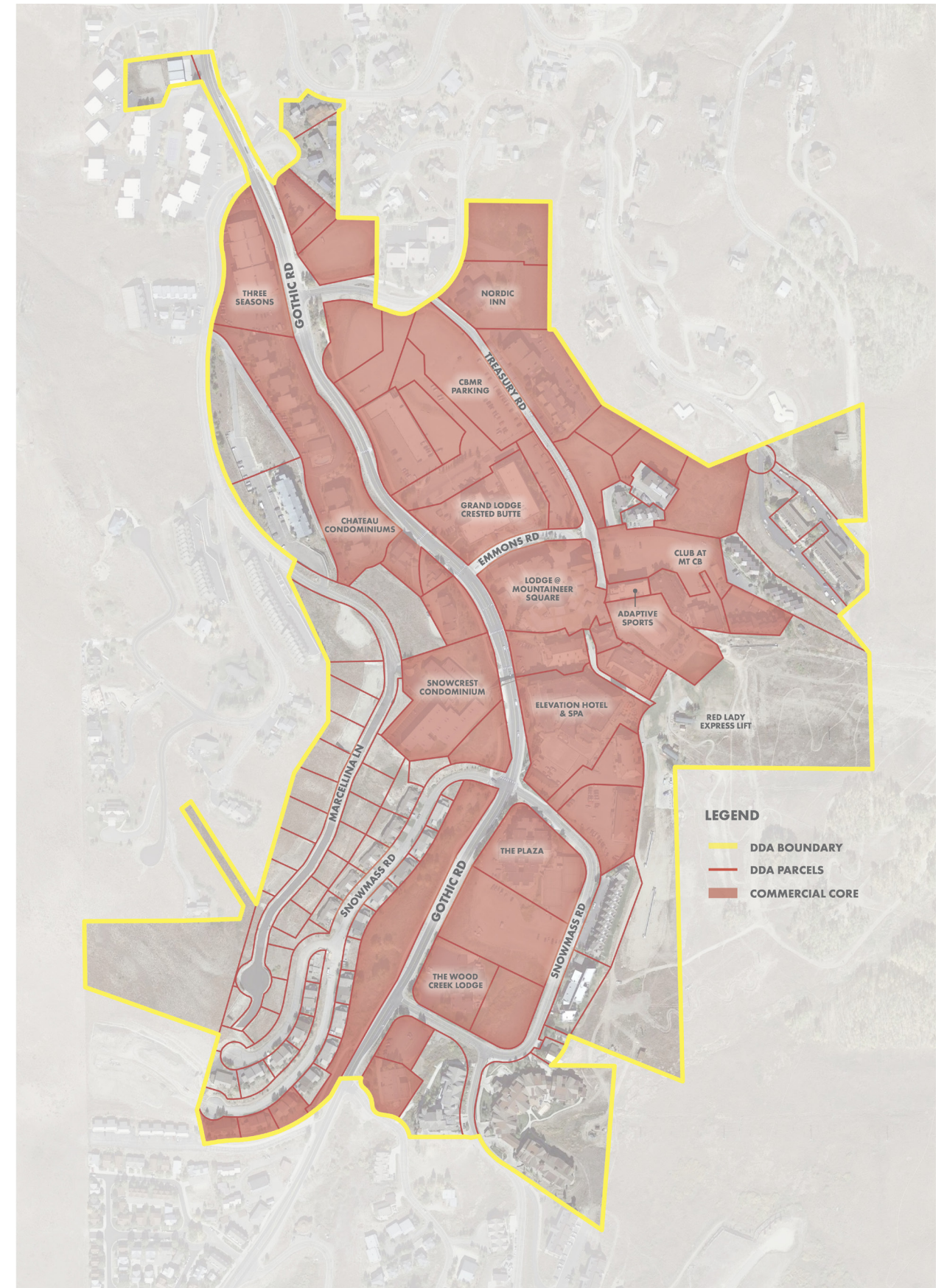
businesses and accommodations. Future development or redevelopment should activate the pedestrian realm with ground-level commercial uses, pedestrian-scaled architectural elements, and meaningful public space creating an engaging connection between private and public spaces. Public art, especially murals and sculpture, should be encouraged to connect and bring new life to existing spaces while expressing the unique culture of Mt. CB. Lighting should be used to add comfort and warmth to outdoor gathering spaces, pedestrian connections, and mobility corridors, promoting safety and walkability. Flexible space for food trucks and events like concerts and outdoor movies further increase opportunities to gather with neighbors and enable businesses to extend hours and expand services.



Outside of the Commercial Core, Placemaking has a role in improving the feel and function of Mt. CB neighborhoods. Community essentials like parks, gathering spaces of various scales, and childcare facilities should be located in close proximity to housing to increase access and reduce the need for vehicle use. These facilities should be accompanied by high-quality design elements like street-facing porches, pedestrian and bike infrastructure, and public art that encourage community interaction and create more enjoyable places to live. From a neighborhood commercial perspective, small scale restaurants, cafes and coffee shops could be appropriate uses to co-locate within neighborhoods, as they bring community together and promote walkability.



COMMERCIAL CORE MAP



PLACEMAKING + VIBRANCY GOALS AND POLICIES MATRIX

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.3	Create a more vibrant year-round community by improving access and mobility, redeveloping and activating public spaces, and supporting the expansion of additional multi-season activities.	P.3.1	Create an active, vibrant commercial core that contains the town's highest-density development, providing a diverse mix of services and amenities for residents and visitors. Focus overnight lodging, short-term rentals, restaurants, businesses, and visitor-oriented services within the commercial core.		R.3.1.1	Create areas of visual interest to pull visitors into the commercial core from Gothic Road. Activate corridors within the commercial core using tactical urbanism, such as public art and murals, lighting, public music zones, food carts, plaza spaces, sidewalk tables and outdoor seating adjacent to four-season recreation retail, bar/nightclub, and restaurants.	DDA, landowners, developers, Crested Butte Mountain Resort, TCCA	Short-term and Mid-term
					R.3.1.2	Identify a primary corridor within the commercial core to serve as a Main Street / town center and revitalize this area to provide an enhanced pedestrian experience and serve both the local and guest markets with a diverse mix of ground floor commercial, community services, mixed use / office space, and second story residential units for full-time residents, part-time residents, and guests.		Short-term and Mid-term
					R.3.1.3	Consider amending the Town code to include required provisions for meaningful public amenity space within the commercial core.		Short-term
					R.3.1.4	Pursue public private partnerships to revitalize and redevelop properties within the commercial core, to help guide implementation of the land use patterns recommended in this Master Plan.	DDA, landowners, developers, Crested Butte Mountain Resort	Ongoing
					R.3.1.5	Create outdoor gathering areas within the commercial core where pedestrian access is available.	DDA, landowners, developers, Crested Butte Mountain Resort	Ongoing
					R.3.1.6	Work with property owners to identify locations for community dining experience supported by restaurants, food trucks/carts, fire/heating features and shelter.	Landowners, Crested Butte Mountain Resort	Short-term
		P.3.2	Encourage the development of co-working space within the commercial core and other neighborhood commercial areas to house seed businesses, provide professional employment opportunities, and offer work-from-home space for residents.		R.3.2.1	Encourage and support the work of the Chamber of Commerce to provide business resources to support local entrepreneurs.	Chamber of Commerce	Short-term
					R.3.2.2	Work with internet providers to improve connection speeds to businesses, offices, and co-working space.	Spectrum, Visionary, Xtreme, and other local internet providers	Mid-term
					R.3.2.3	Support and encourage holistic redevelopment plans that consolidate parking facilities within the commercial core and screen parking behind buildings or landscaping features.		Short-term
		P.3.3	Encourage the consolidation of parking and screening of parking areas within the commercial core.		R.3.3.1	Support and encourage holistic redevelopment plans that consolidate parking facilities within the commercial core and screen parking behind buildings or landscaping features.		Ongoing
					R.3.3.2	Increase parking fees to generate funding for building a parking structure, a park and ride / intercept lot and to encourage transit use.		Short-term
					R.3.3.3	Amend the Town Code to allow for off site parking as long as that parking is located in a consolidated facility.		Short-term

PLACEMAKING + VIBRANCY GOALS AND POLICIES MATRIX (CONT.)

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.3	Create a more vibrant year-round community by improving access and mobility, redeveloping and activating public spaces, and supporting the expansion of additional multi-season activities.	P.3.4	Commercial uses that generate pedestrian traffic, such as restaurants and retail, should be the primary occupants of first-floor commercial space.		R.3.4.1	Amend the Town land use code to 1) encourage first-floor commercial uses that foster vitality and 2) reduce commercial setbacks to create a more pedestrian-oriented streetscape within the commercial core.		Short-term
		P.3.5	Increase foot traffic in the commercial core by facilitating the provision of commercial spaces oriented toward gathering spaces, pedestrian walkways, and towards the mountains and views.		R.3.5.1	Work collaboratively with DDA, TCCA and CBMR to improve and expand wayfinding in the commercial core and throughout town to provide clear direction to event spaces, lifts, and visitor services as well as recreation opportunities and community amenities. Signage should be clear and display distances and multimodal durations with the goals of showcasing local amenities, minimizing vehicle miles traveled, and encouraging transportation alternatives.	DDA, TCCA, CBMR	Ongoing
		P.3.6	Support the enhancement of restaurant and retail options.		R.3.6.1	Use Admissions tax funding to market the array of restaurant and retail options available locally.		Short-term
		P.3.7	Encourage food establishments to expand into outdoor space, offering outdoor dining experiences for residents and visitors.		R.3.7.1	Work with base owners and align town code to encourage outdoor seating.	Current and future property and business owners	Ongoing
					R.3.7.2	Revise the DDA design guidelines to encourage outdoor seating.	DDA	Short-term
		P.3.8	Encourage food establishments to expand into outdoor space, offering outdoor dining experiences for residents and visitors.		R.3.8.1	Create a central gathering/event space within the commercial core that will enhance the visitor experience, better serve residents, and allow nearby local businesses to stay open longer hours. The event space should be sized appropriately for the anticipated event types and attendance numbers. Consider a tiered permitting system for event permits based on the proposed event size, timing and duration.		Short-term and Mid-term
					R.3.8.2	Allow and encourage busking and/or other street performers in the commercial core to enhance vitality.	Center for the Arts	Short-term
					R.3.8.3	Collaborate with the Chamber of Commerce and DDA to facilitate the creation of a Commercial Core Business Association that sets consistent hours among businesses.	Chamber of Commerce, DDA, TCCA	Long-term
					R.3.8.4	Work to increase special events and activities (e.g., concerts, farmers markets, athletic races, and recreational events). Host regular summer and fall events in the evenings and on weekends to increase foot traffic in the commercial core.	TCCA	Short-term
P.3.9	Balance the needs of event and other public spaces with commercial and/or residential floor area in redevelopment of the commercial core.		R.3.9.1	Amend the Town Code to encourage or require the recommended open space/gathering areas for development within the commercial core.		Short-term		

PLACEMAKING + VIBRANCY GOALS AND POLICIES MATRIX (CONT.)

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.3	Create a more vibrant year-round community by improving access and mobility, redeveloping and activating public spaces, and supporting the expansion of additional multi-season activities.	P.3.10	Encourage creativity and diversity in residential and commercial design to create interesting and engaging spaces.		R.3.10.1	Review DDA Architectural and Site Design Standards as well as Town Code required Color Palette for vibrancy with desired commercial core outcomes and update as needed. Revise DDA design guidelines to create engaging, human-scale commercial development, and eliminate color palate standards that hamper creativity.	DDA	Short-term
		P.3.11	Encourage commercial core businesses to activate shared, micro-territorial resources within the base area.		R.3.11.1	Coordinate with local artists and businesses owners to create areas of visual interest within the commercial core. Consider creating a public art review committee, if determined to be appropriate and necessary, which could include representatives from Town Staff, DDA, commercial core owner representatives, and local artists.		Short-term
					R.3.11.2	Create opportunities for both intimate and open public spaces in the existing base area. Highlight areas with currently under-utilized dead space and could be converted into a gathering space. Identify blank walls that could be ideal opportunities for murals and Instagram moments. Look for opportunities where the space can be brought back down to the pedestrian scale with string lighting or shade structures. Frame views where possible with sculpture or landscape.		Short-term and Mid-term
G.4	Support the creation of enhanced parks and complete neighborhoods.	P.4.1	Facilitate the creation of complete neighborhoods where residents have safe and convenient access to the goods, services and amenities need in daily life. These neighborhoods should offer a spectrum of housing types, a variety of public amenities and outdoor spaces, pedestrian and bicycle infrastructure, and conveniently located community services.		R.4.1.1	Amend the Town Code to encourage or require the recommended elements of what makes a great neighborhood, including: a spectrum of housing types with ample storage, flexible outdoor spaces and amenities, playgrounds, walkable streets with pedestrian and bicycle infrastructure, street facing porches, childcare and other community services, neighborhood commercial, and public art.		Short-term and Mid-term
					R.4.1.2	Amend the Town zoning regulations to reduce the minimum setback requirements in certain areas / neighborhoods, where determined appropriate to achieve more compact and efficient land use patterns and to reduce outdoor water use.		Short-term
		P.4.2	Ensure residential neighborhoods are connected to transit, pedestrian facilities, and bicycle trails to provide multimodal transportation and mobility options for residents.		R.4.2.1	Invest in improvements to pedestrian and bicycle connectivity and safety, adding sidewalks and trail connections throughout town. For existing neighborhoods, the town should work with existing property owners to create easements to improve East/West trail connections.		Mid-term
					R.4.2.2	Implement the recommendations outlined in the Mt. Crested Butte Transit Analysis to increase transit use in town. Reference the Transportation Element of this Plan for additional details on key transit-related policies and recommendations.	Mountain Express, Gunnison Valley RTA	Mid-term

PARKS, RECREATION, OPEN SPACE & TRAILS

OVERVIEW

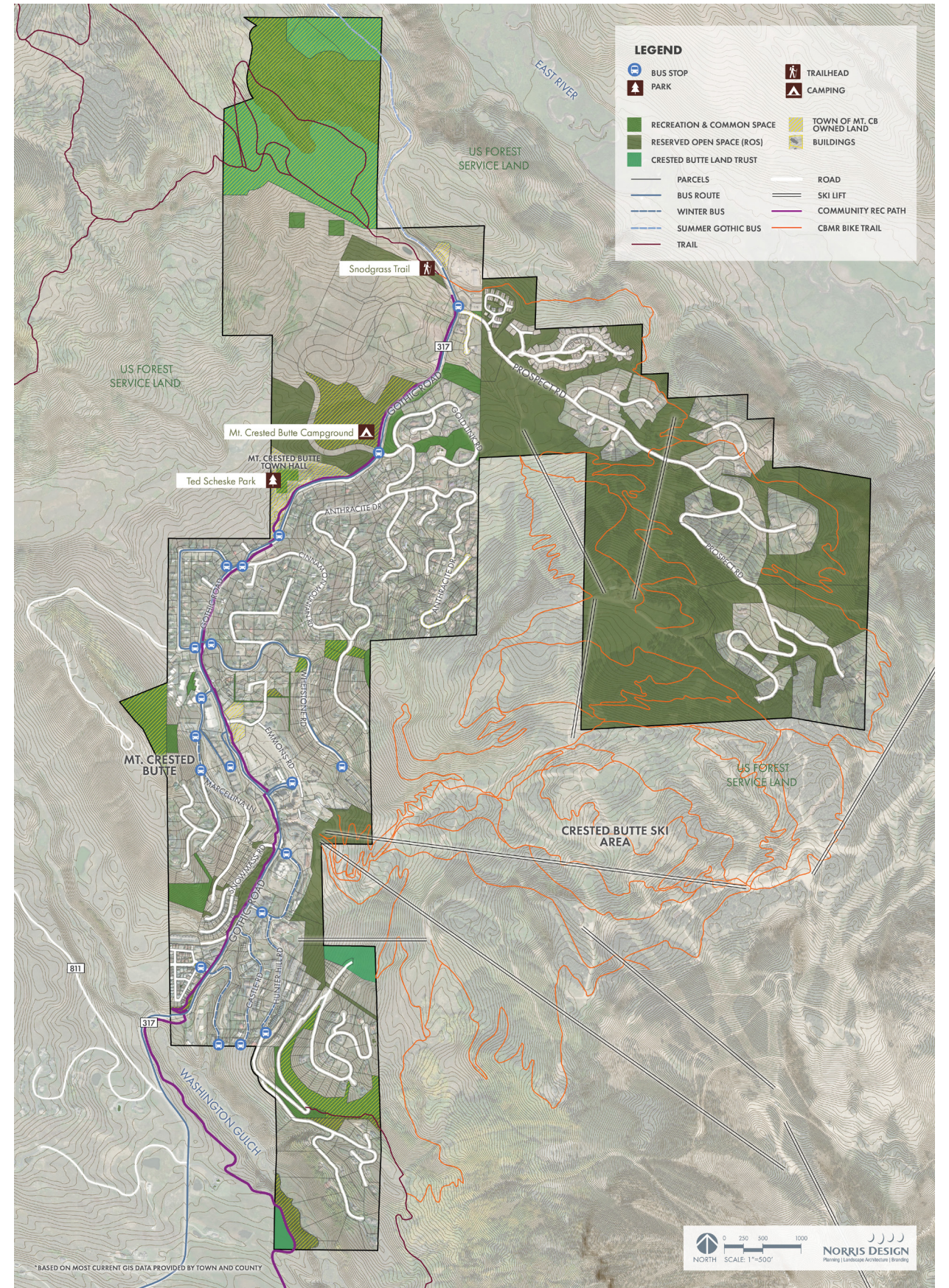
Mt. CB is known for convenient access to skiing, biking, and hiking. Many local community members consider the natural beauty and ample recreational opportunities a key factor in their decision to live in the area and to the positive contributions to their quality of life. A variety of parks and recreation facilities are needed to accommodate a growing community. The Town's only park is Ted Scheske Park, including gardens, a fitness trail, a wedding pavilion, and a playground. The town maintains the Recreation Path, and also owns tennis courts, a basketball hoop, and a tent-only campground with 26 sites.

While trails are abundant around the town's perimeter, they rarely connect to internal pedestrian and bike infrastructure, making access a challenge resulting in increased vehicular traffic to trailheads. The Recreation Path (Rec Path), a paved multi-use path connecting Mt. CB to Crested Butte, is owned and maintained by the Town of Mt. Crested Butte. In the winter, through a mutual agreement with the Crested Butte Nordic Center, part of the path is groomed for Nordic skiing. Further opportunities to integrate the Rec Path with the Commercial Core, parks, trail networks, and residential neighborhoods should be pursued.

The town's natural terrain and limited land availability make traditional parks and fields challenging to create; for this reason, local and regional partnerships for recreational facilities are recommended. Mt. CB's unique topography provides an opportunity for niche improvements not available elsewhere in the Valley like sledding hills, pump tracks and BMX trails, pocket parks, and other hillside play features.



PARKS & OPEN SPACE MAP



PARKS, RECREATION, OPEN SPACE & TRAILS GOALS AND POLICIES MATRIX

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.5	Maintain and enhance park spaces, neighborhood parks and open space buffers, trail connections, recreation paths and public lands access.	P.5.1	Provide additional park and outdoor community gathering spaces within town while preserving existing open space, trails, and recreational amenities.		R.5.1.1	Work collaboratively with regional partner agencies (i.e., Gunnison County / Met Rec and the Town of Crested Butte) to explore development of a North Valley Parks and Recreation District, which could develop and manage a Recreation Center and additional parks and recreation amenities within the North Valley with greater efficiency and less redundancy, as determined to be appropriate. Explore opportunities for shared facilities to create value for the overall community.	Met Rec, Gunnison County, Town of Crested Butte Potential funding sources - grants, sales tax, property tax	Long-term
					R.5.1.2	Amend the town land use code to establish requirements for dedication of useable and amenitized public parks and open space in conjunction with new developments.		Short-term
		P.5.2	Improve pedestrian and bicycle connectivity and wayfinding throughout town, focusing especially on enhancing east-west connectivity.		R.5.2.1	Invest in improvements to pedestrian and bicycle connectivity and safety, adding sidewalks and trail connections throughout town, focusing on creating improved Rec path connections to the commercial core and east-west connections within neighborhoods. For existing neighborhoods, the town should work with existing property owners to create easements for trail connections. For the commercial core, the town should work with existing property owners to connect the rec path directly to the commercial core adjacent to the lifts.		Long-term
		P.5.3	Increase the availability of pedestrian and bicycle connections to trailheads and the commercial core in order to reduce single-occupancy vehicle travel.		R.5.3.1	Align the town code with state-adopted municipal transportation requirements where appropriate.		Short-term

TRANSPORTATION

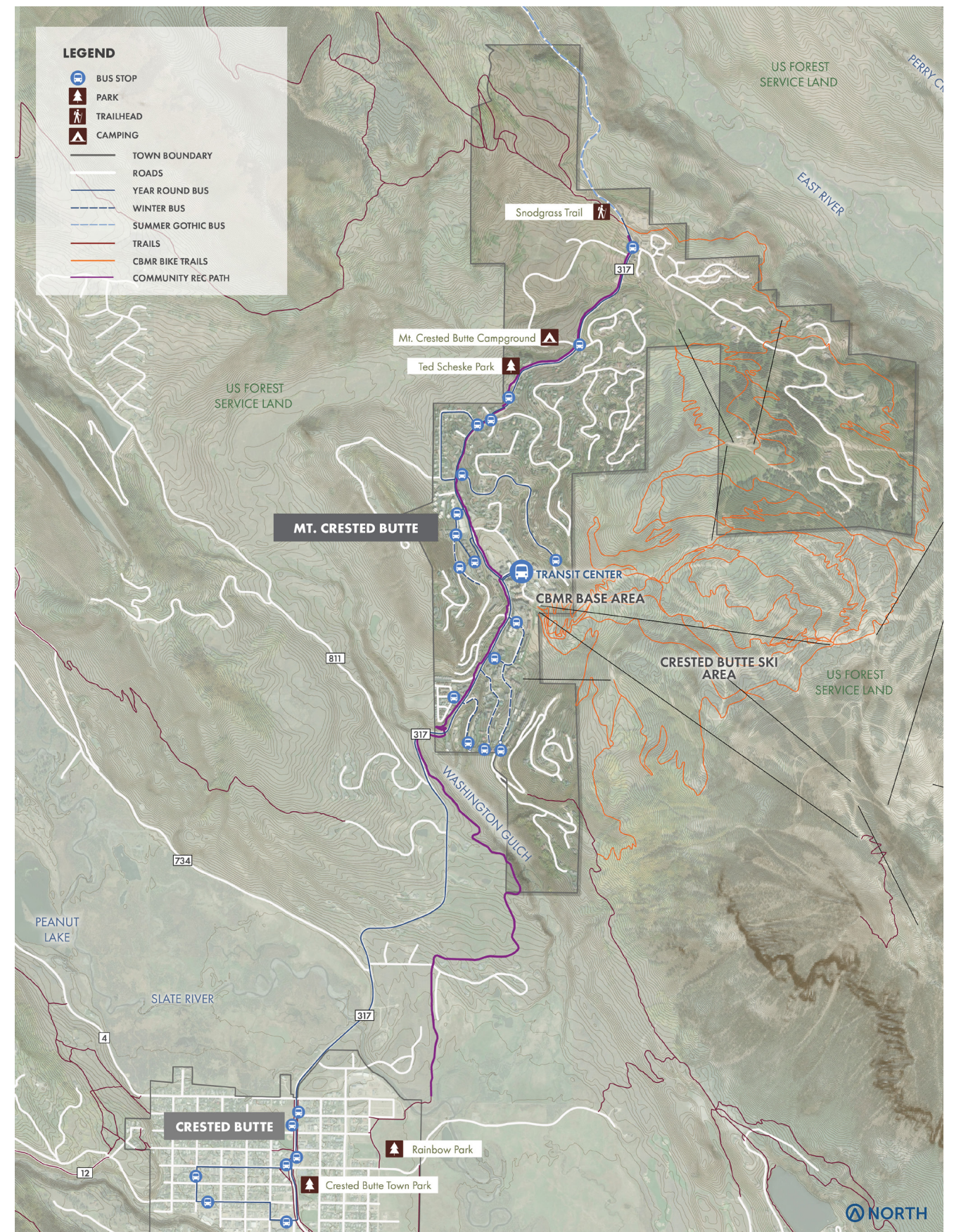
OVERVIEW

Mountain Express and RTA are providing a high level of service that is well utilized, but the analysis completed through the Master Plan, Transportation Analysis, Gothic Road Capacity Study and Transportation Demand Management Study show opportunities and challenges that should be explored further to reduce single occupancy vehicle use. As land use and transportation are inherently linked, future discussions and decisions around development should incorporate the impacts on the transportation network at a holistic level. Transportation limitations within town and between Crested Butte, Crested Butte South, and Gunnison result in an out-sized share of residents and visitors relying on personal vehicles to get around. The result is traffic congestion that has exceeded the capacity of existing infrastructure in some locations. The ability to use active transportation modes like walking and biking is hampered by challenging wayfinding, fragmented sidewalk and trail connections, and a lack of safe and effective Gothic Road crossings. Opportunities abound to enhance bike and pedestrian infrastructure and connectivity. The addition of trails to key destinations along with bike share and trail-oriented amenities like bike storage, charging stations, changing areas, and cleaning and repair stations would also encourage bicycle and e-bike use, helping to reduce traffic congestion in town.

The regional community has invested significant resources in two different transit providers, each offering alternative modes of transportation for both residents and visitors. The bus services enable efficient transportation to many destinations but could be improved through reduced wait times, more direct routes, and fewer transfers.



TRANSPORTATION MAP



TRANSPORTATION GOALS AND POLICIES MATRIX

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.6	Enhance the multimodal transportation network - Improve mobility within town for all modes of travel and coordinate with regional partners to provide an enhanced multimodal transportation network that is convenient, reliable, intuitive, and efficient.	P.6.1	Provide high-quality multimodal transportation infrastructure and wayfinding to facilitate movement throughout town and to surrounding destinations.		R.6.1.1	Improve the existing Transit Center to better accommodate current and future operations and improve safety for buses, bicycles, and pedestrians.	Mountain Express, Gunnison Valley RTA	Short-term and Mid-term
					R.6.1.2	Collaborate with regional transportation providers to improve bus routes and service schedules, to provide year-round, consistent access to nearby locations, and reduce transfers and wait times.		Short-term and Mid-term
		P.6.2	Improve pedestrian and bicycle connectivity and wayfinding throughout town, including connections to trailheads and the commercial core, in order to reduce single-occupancy vehicle travel		R.6.2.1	Invest in improvements to pedestrian and bicycle connectivity and safety, adding sidewalks and trail connections throughout town.		Short-term and Mid-term
					R.6.2.2	Ensure pedestrian access to the commercial core continues to be provided. Work with adjacent property owners to replace the existing pedestrian bridge across Gothic Road and/or provide safe on-grade pedestrian crossing infrastructure as an alternative, to increase pedestrian access and enhance the aesthetic experience for pedestrians entering the commercial core.		Mid-term
		P.6.3	Promote parking alternatives that are a more efficient use of land and encourage a "park once" mentality (e.g., structured parking, shared parking agreements, parking garage and shuttle system originating outside of the commercial core).		R.6.3.1	Transition in-town parking lots to paid parking to encourage a transition to multimodal alternatives.		Short-term
					R.6.3.2	Working collaboratively with North Valley regional transportation partner agencies, develop an intercept lot / Park & Ride facility at the southern end of town to reduce traffic congestion and parking demand in the commercial core.	Mountain Express, Gunnison Valley RTA, Town of Crested Butte, Gunnison County	Long-term
					R.6.3.3	Partner with potential developers to build a parking structure within the commercial core that services the concentrated central location for essential community services and commercial uses along Gothic Road.		Mid-term
					R.6.3.4	Develop parking regulations that reflect how a unit will be used. For example, the development of rental community housing should consider the residential population matrix and how this relates to the parking needs of a given unit.		Short-term
		P.6.4	Identify and implement traffic calming and demand management strategies and changes to skier drop-off and loading area locations to improve vehicular circulation and reduce traffic congestion on Gothic Road through town.		R.6.4.1	Consider aligning the town code with state-adopted municipal transportation requirements as appropriate.		Short-term
					R.6.4.2	Implement the transportation demand management (TDM) strategies and recommendations outlined in the Mt. Crested Butte Transit Study and Gothic Road Capacity Analysis.	Mountain Express, Gunnison Valley RTA	Short-term and Mid-term

QUALITY OF LIFE

OVERVIEW

Mt. CB is a special place that has captured the hearts of residents and visitors alike. This policy section seeks to describe the elements that contribute to Quality of Life in Mt. CB, to perpetuate it as well as to enhance it. While Quality of Life is influenced heavily by everyone's personal experience, there are certain aspects and activities found in Mt. CB that are unique to this place; the mountain vistas, abundant recreation, a world-class ski area, and natural beauty to name a few. During the outreach process many described the community as 'a respite from town,' 'quiet,' and 'friendly,' and expressed their desire to 'keep the vibe of the mountain'. Mt. CB's character is made up of the people that live and visit, and maintaining a mix of local residents, part time residents and visitors will preserve that character.

What does 'Quality of Life' mean?

Merriam-Webster defines quality of life as "the overall enjoyment of life: general well-being and more specifically, the degree to which a person or group is healthy, comfortable and able to enjoy the activities of daily living."

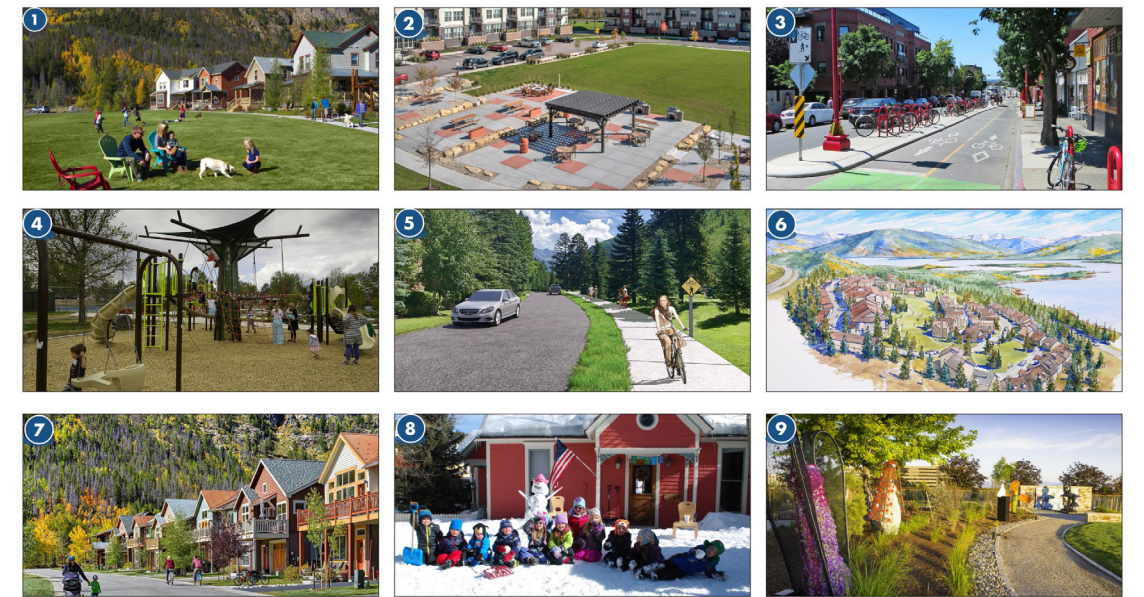
Community members request the addition of community essentials, such as a local post office and childcare center, along with expanded commercial amenities to improve Quality of Life. The mix of land

uses encouraged herein promotes a 'full-service community' to reduce the need to leave Mt. CB and provide more places to gather. Encouraging the provision of expanded services while increasing local community housing in Mt. CB is at the forefront of this section's stated goals.



COMPLETE NEIGHBORHOODS

- 1 FLEXIBLE OUTDOOR SPACES
- 6 SPECTRUM OF HOUSING TYPES
- 2 AMENITIES AT DIFFERENT SCALES
- 7 STREET FACING PORCHES/STOOPS
- 3 BICYCLE INFRASTRUCTURE
- 8 COMMUNITY SERVICES/DAYCARE
- 4 PLAYGROUNDS FOR MULTIPLE AGE GROUPS
- 9 PUBLIC ART
- 5 WALKABLE STREETS
- 10 AMPLE STORAGE



QUALITY OF LIFE GOALS AND POLICIES MATRIX

	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE	
G.7	<p>Preserve and enhance the quality of life in Mt. CB in order to position the community as:</p> <p>a. A walkable ski town that is both a full-service community and a destination resort offering world-class outdoor recreation opportunities</p> <p>b. A provider of extraordinary access to outdoor recreation and amenities</p> <p>c. A leader in sustainability and environmental stewardship</p>	P.7.1	<p>Encourage and facilitate the provision of expanded in-town services and amenities to support the needs of full-time residents, part-time residents, and visitors, with a focus on increasing essential services for full-time residents and families in appropriate locations. Key uses desired by the community include:</p> <p>a. A small grocery market</p> <p>b. Post office</p> <p>c. Health and wellness services</p> <p>d. Medical services</p> <p>e. Childcare</p> <p>f. Educational facilities</p> <p>g. Public parks and recreation amenities</p> <p>h. Year-round restaurants and entertainment venues</p>			R.7.1.1	Establish an area that can serve as a central location for concentrating these essential services to enable convenient vehicular and pedestrian access from Gothic Road. This area could function as a town center and serve the local and guest markets, with a diverse mix of ground floor commercial, community services, mixed use / office space, and second story residential units for full-time residents, part-time residents, and guests. Certain essential services, such as a market, year-round restaurants and entertainment venues, could be clustered together within the commercial core; while other services, such as a post office, medical services, and childcare, could be located within neighborhood commercial areas and clustered together with easy transit, pedestrian, bike and vehicular access.	DDA, Base area owners	Mid-term and Long-term
						R.7.1.2	Within the consolidated commercial and essential services location, incentivize development of a small grocery market in a high visibility corner location with vehicular and pedestrian access off Gothic Road.		Mid-term and Long-term
						R.7.1.3	Amend the Town Code and DDA Design Guidelines to allow appropriate essential community services within the commercial core, and to allow other essential services, like childcare within residential neighborhoods.	DDA	Short-term
						R.7.1.4	Encourage development of a parking structure within the commercial core that could also service appropriate essential community services and commercial uses along Gothic Road.	DDA, landowners, developers, Crested Butte Mountain Resort	Mid-term and Long-term
						R.7.1.5	Facilitate development of these essential services through strategies such as:		Mid-term and Long-term
						<p>a. Partner with developers to build the space for these essential services within the commercial core as a part of overall development plans.</p> <p>b. Consider offering subsidies or incentives for developers to provide space for these essential services within the desired location(s).</p> <p>c. Work collaboratively with regional partner agencies to recruit childcare operators and subsidize the development and operation of childcare facilities within Town and especially near any affordable housing development.</p>			

QUALITY OF LIFE GOALS AND POLICIES MATRIX

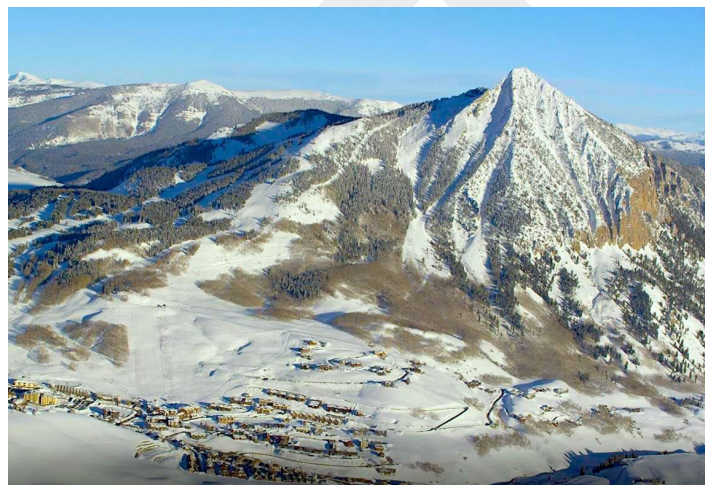
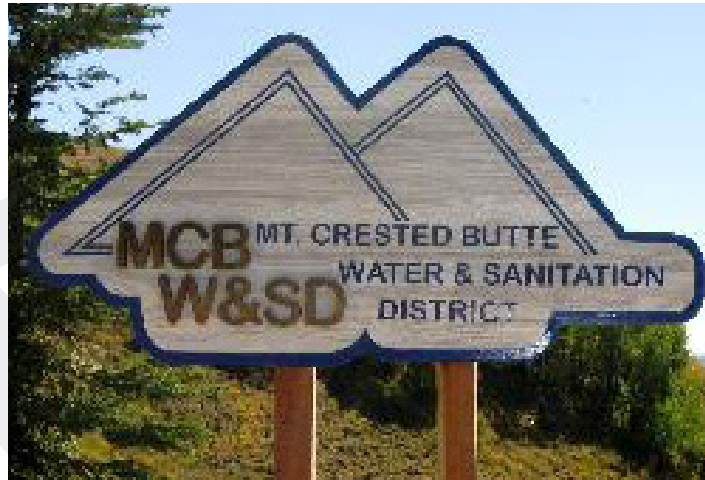
	GOAL		POLICIES			RECOMMENDATIONS	POTENTIAL PARTNERS	TIMELINE
G.8	Preserve and enhance visual and physical connections to the outdoors, surrounding mountains and natural environment.	P.8.1	Reference Land Use Element, Policy 1.7.		R.8.1.1	Reference Recommendation 1.7.1		
		P.8.2	Ensure public use of local trails and recreation areas is monitored and managed to avoid overuse and degradation of natural resources, and not exceed the carrying capacity of the land.		R.8.2.1	Work collaboratively with regional partner agencies to monitor public use of area trails and recreation areas and implement strategies to limit and manage public use, as needed, to manage carrying capacity and protect and preserve the health of the ecosystem (e.g., permit and shuttle system to access the most popular and heavily used trail systems during peak periods).	USFS, Gunnison County, Town of Crested Butte	Mid-term and Long-term
G.9	Ensure that visitation and operations reflect a commitment to environmental stewardship and that decision-making considers the long-term environmental and economic sustainability of the community.	P.9.1	Engage in collaborative climate action planning to reduce greenhouse gas emissions, working together with the Town of Crested Butte, Gunnison County, Gunnison County Electric Association and other regional partners. Areas of focus include: increasing the efficiency of new and renovated buildings, increasing renewable energy production, and decreasing single occupancy vehicle use. Reference Land Use Policies 1.8		R.9.1.1	Reference Recommendation 1.8.1		
					R.9.1.2	Conduct energy and water use audits and retrofits of Town buildings to increase energy efficiency and renewable energy production and reduce water consumption, and support community-wide initiatives to help facilitate similar audits and retrofits of existing residential and commercial buildings throughout town (e.g., increase building energy efficiency, install solar PV, low flow toilets/faucets, etc.).		Mid-term and Long-term
					R.9.1.3	Explore options to purchase renewable energy certificates (RECs), as needed, to offset electricity use where possible within town.		Short-term
		P.9.2	Support efforts to help increase waste reduction, composting and recycling throughout town.		R.9.2.1	Explore requirements and incentives to increase recycling among commercial core retailers and lodging, and work with regional partner entities to establish a commercial and residential composting program within the North Valley.	Gunnison County, Town of Crested Butte, Waste Management	Short-term
		P.9.3	Expand the availability of electric vehicle charging infrastructure throughout Town to support the transition to electric vehicles for both Town transit and fleet vehicles, and local residents and visitors.		R.9.3.1	Explore amending the Town code to require an established percentage of EV charging stations in all new developments.		Short-term
					R.9.3.2	Consider installing EV charging infrastructure and/or infrastructure to support other emerging alternative fueling technologies at Town facilities to support the transition to lower emissions transportation options. Coordinate with Town Transit Agencies to explore the possibility of converting transit vehicles to hybrid/electric/clean burning fuel when/where possible.	GCEA, Mountain Express, RTA	Mid-term and Long-term
	R.9.3.3			Consider transitioning the Town's transit and fleet vehicles to electric vehicles within the replacement cycle. Also evaluate Town fleet vehicle needs and right-size fleet vehicles to reduce fuel needs to the maximum extent possible and achieve significant environmental and cost savings.		Long-term		

WATER

OVERVIEW

Mt. CB is completing this Master Plan with a focus on sustainability and protecting water resources is an important part of the community's future. The Mt Crested Butte Water and Sanitation District ("District") is a separate entity from the Town of Mt CB, therefore this water goals, policies and recommendations provided herein have been reviewed with the District. Water and land use are connected in several ways and there are three main focuses with these goals, policies and recommendations; (1) understanding the community's ability to grow sustainably within the capacity of the town's water rights and District's infrastructure, (2) using water resources wisely in indoor and outdoor applications, and (3) protecting natural ecosystems.

Please see Draft Water Analysis Matrix for Goals, Policies and Recommendations pertaining to Water.



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APPENDIX A: COMMUNITY ENGAGEMENT - 2021

KEY TAKEAWAYS

A variety of outreach methods were employed to assess the priorities and values of the Mt. CB community including stakeholder groups, focus groups, a town picnic, two digital surveys, two outreach events at the summer concert series and an open house. Around 245 Town and Gunnison Valley residents, visitors, and community stakeholders shared their vision for the community and specific areas of high importance like housing, transportation, and economic development.

Within the diverse set of responses, the community's appreciation of Mt. CB's recreational opportunities, sustainability, and walkability rose to the top. The community prioritized access, community services, mobility, and housing affordability as key issues moving forward into Mt. CB's future.

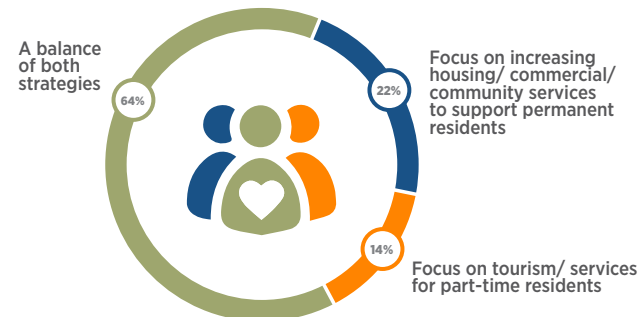
TOP EXPRESSED VALUES MOST DISCUSSED TOPICS

- | | |
|--|---|
| 1 Recreational Opportunities | 1 Base Area Access, Services & Transit Conflicts |
| 2 Environmental Sustainability/ Conservation/Land Preservation | 2 Community Services Build-Out |
| 3 Minimal Car Dependence/ Walkability/Transportation | 2 Transportation Congestion & Improvements, Multimodal Mobility |
| | 3 Housing Affordability |



When discussing the future of the town, respondents recognize the need for Mt. CB to consider all members of the community, including full-time residents, part-time residents, Gunnison Valley residents, and visitors. The variety of commercial uses and activities desired reflect this balance of priorities. Uses like a grocery store, professional employment opportunities, and health and wellness reflect the community's desire to be a full-service town, while visitors and resident needs alike demand uses like restaurants, entertainment venues, markets, and food trucks.

HOW DO YOU SEE THE TOWN OF MT. CRESTED BUTTE EVOLVING OVER THE NEXT 10-20 YEARS?

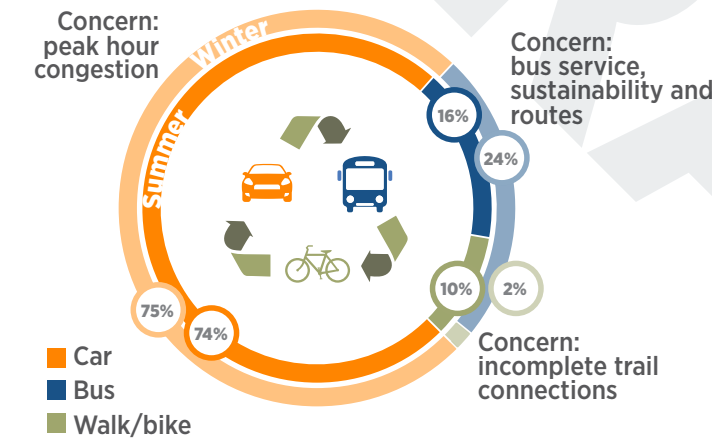


DESIRED BASE AREA ACTIVITIES AND NEW TOWN BUSINESSES

- | | |
|---|--|
| DESIRED BASE AREA ACTIVITIES
1 Restaurants with Views
2 Outdoor Concerts
3 Farmers Market
4 Food Trucks
5 Fire Pits | DESIRED NEW TOWN BUSINESSES
1 Restaurants and Bars
2 Market or Small Grocery
3 Arts/ Theater/ Music Venue
4 Health & Wellness, Personal Care
5 Professional Jobs |
|---|--|

A variety of transportation issues remain front of mind for residents and visitors. Peak hour congestion ranked highest among transportation concerns, with 58% of respondents citing it as a primary concern; followed by the continued need for pedestrian trail connections and bicycle accommodations across town. Regarding bus service, an extended schedule and more frequent trips during peak times could encourage more ridership in addition to expanded service to other locations. Across all respondents, people use a personal vehicle to travel to Mt. CB an average of three-quarters of the time.

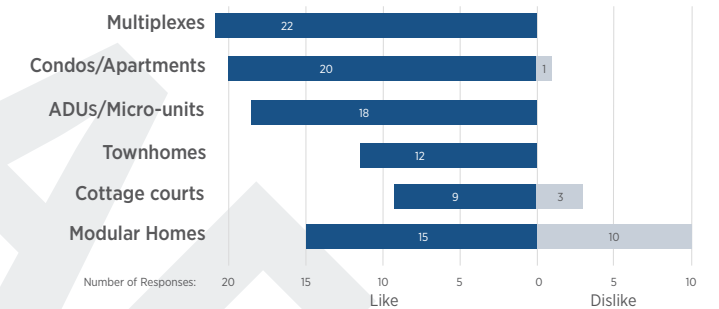
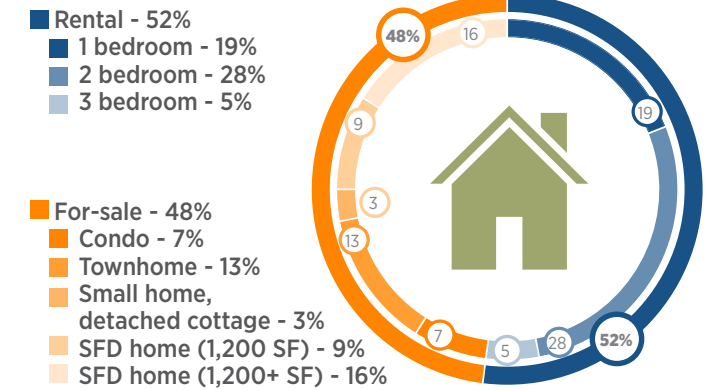
TRANSPORTATION MODE USE AND TRANSPORTATION CONCERNS



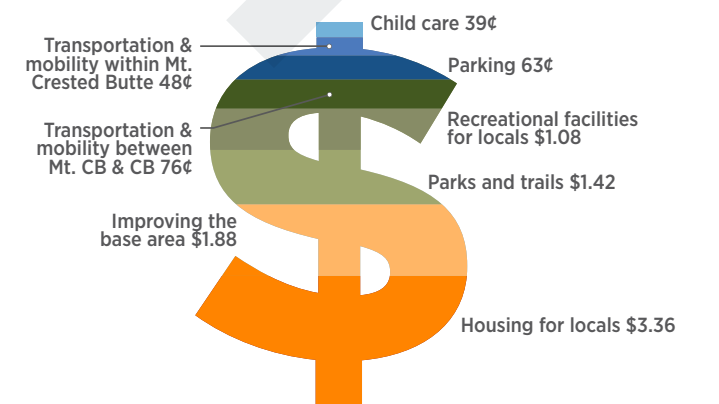
When thinking about community needs, stakeholders expressed the greatest interest in investment in housing for locals, base area improvements, and parks and trails. Respondents would designate an average of \$3.36 on locals' housing out of a hypothetical \$10 to spend on community needs. Base area improvements represent a distant second priority, deserving an average of \$1.88. These results reinforce that housing costs and availability are a key concern for residents of the region and deserve due consideration. Respondents see a need for a balance of both rental and for sale housing within the community. A range of housing types are desired within this framework, led by 1- and 2-bedroom rental units, larger for-sale single-family homes, and for-sale townhomes. When shown images of different styles of housing, stakeholders demonstrated a preference for

multiplexes (small buildings often containing 4 to 6 units), condos and apartments buildings, ADUs and micro-units, and townhomes. Some respondents noted the need for denser housing types in the community to make efficient use of land.

DESIRED HOUSING TYPES



IF YOU HAD \$10 TO SPEND ON COMMUNITY NEEDS, WHERE WOULD YOU ALLOCATE IT?

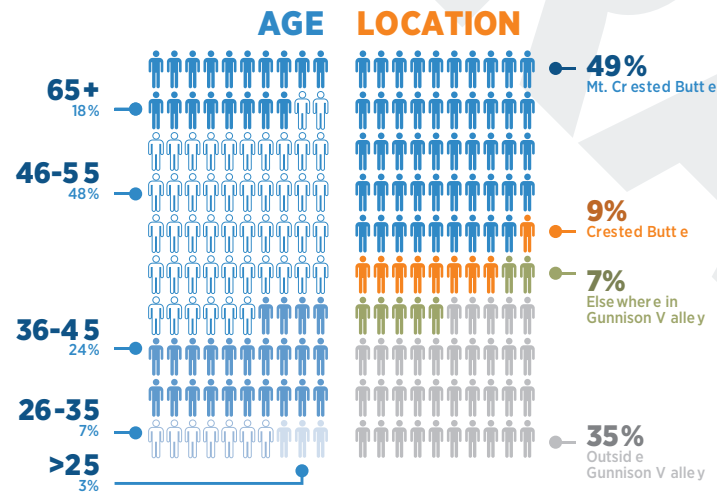


APPENDIX A: COMMUNITY ENGAGEMENT PHASE 2 - 2022

KEY TAKEAWAYS

The Town expressed a desire for another round of community engagement in the second phase of the Master Plan. They wanted to make sure to capture winter experience feedback as well as another check in from the community on key items for the Master Plan. The second-round survey was conducted in the Spring of 2022. Survey data was collected via an online Survey Monkey poll published on May 23 open through June 8. Additional responses were collected through an in-person engagement charette-style event at the Farmers Market on June 5. Approximately 539 contacts were reached during the phase 2 community engagement process with 389 respondents to the survey and approximately 150 contacts at the Farmers Market event. Multiple steering, base area owner and stakeholder group meetings were also held throughout the spring and summer, as well as a Town Council and Planning Commission work sessions to review the outcomes of all of the community engagement.

WHO RESPONDED TO THE SURVEY AND WHERE ARE THEY FROM?



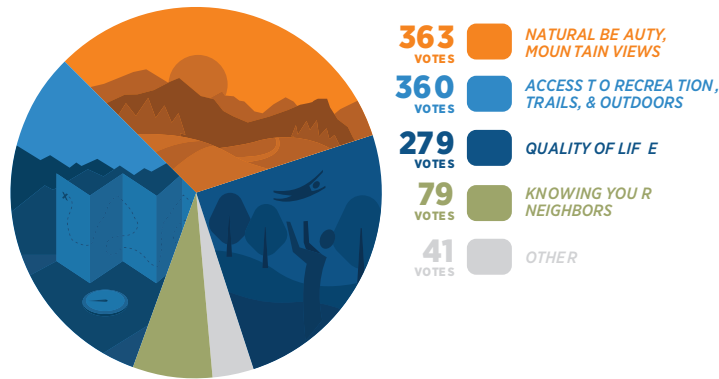
Nearly half of respondents (49%) to the survey live in Mt. CB, while the remaining responses come from individuals living in the Town of Crested Butte CB (9%), the Gunnison Valley (7%), or in other locations (35%).

Nearly half of respondents are in the 46–65 age category. Other demographics represented include over 65 (18%), 36-45 (24%), 26-35 (7%), and under 25 (3%).

An initial review of survey results indicates that the population views outdoor recreation, the natural environment, and Mt. CB's quality of life as central to defining the community.

WHAT MAKES MT. CRESTED BUTTE UNIQUE?

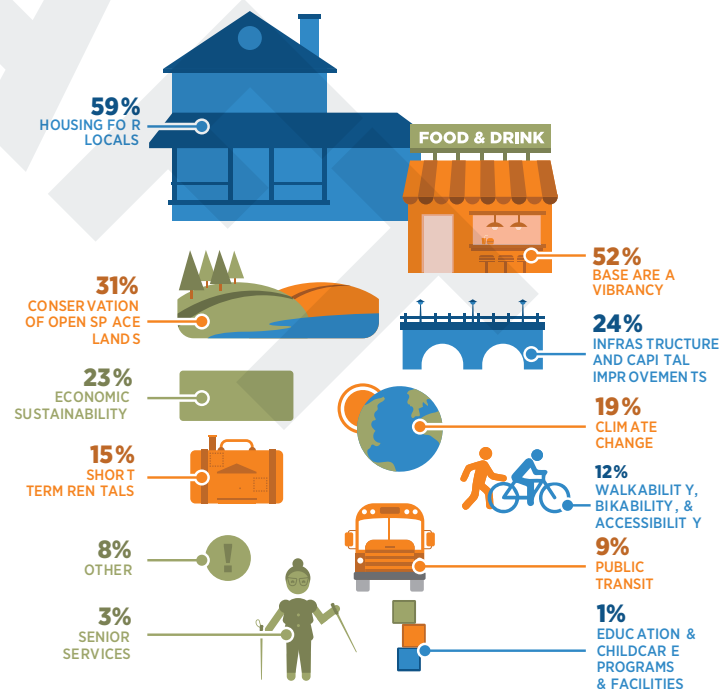
441 RESPONDENTS SELECTED THEIR TOP THREE (3)



Housing for locals rose to the top of the list of important issues facing the community alongside commercial core vibrancy. Conservation of open space and aging infrastructure were also cited as top issues for more than 1 in 5 respondents.

WHICH ARE THE MOST IMPORTANT ISSUES FACING MT. CRESTED BUTTE?

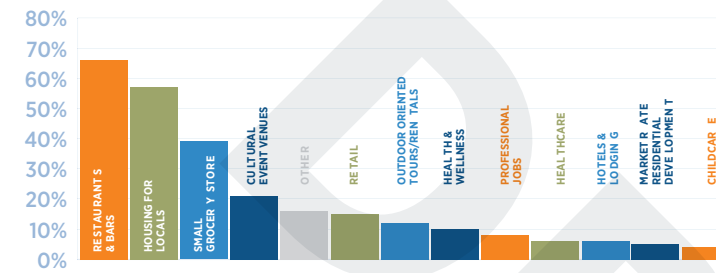
PERCENT OF RESPONDENTS WITH EACH TOPIC IN THEIR TOP THREE (3)



When asked to identify desirable uses, businesses and services within the Town of Mt. Crested Butte, restaurants and bars, housing for locals, and a small grocery store were overwhelming the top choices.

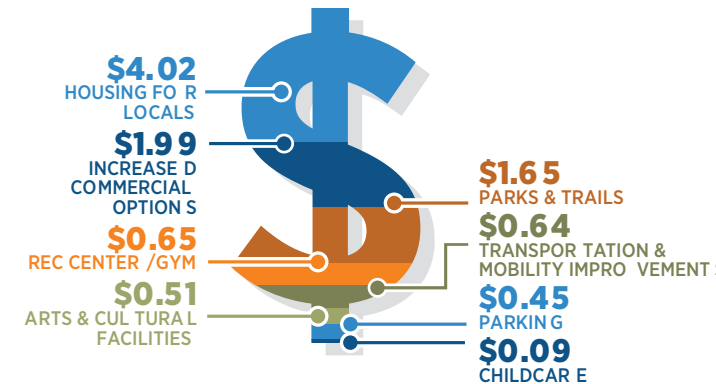
WHAT TYPES OF DEVELOPMENT WOULD YOU LIKE TO SEE IN MT. CRESTED BUTTE?

PERCENT OF RESPONDENTS WITH EACH TOPIC IN THEIR TOP THREE (3)



These same priorities are also reflected in responses to a question about allocating investment in the community. Housing for locals, increased commercial options, and parks and trails topped the list. This is consistent with the issues and priorities identified in other questions from the survey. Respondents would designate an average of \$4.02 (previously \$3.36) on locals' housing out of a hypothetical \$10 to spend on community needs. Increase commercial options came up as a second priority in the same question, earning an average of \$1.99 (similar to base area improvements previously \$1.88).

IF YOU HAD \$10 TO SPEND ON COMMUNITY NEEDS, HOW WOULD YOU ALLOCATE THE MONEY?

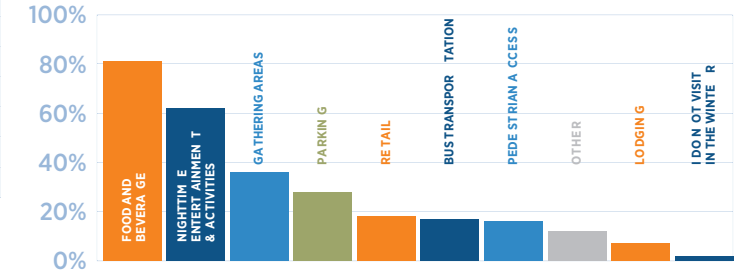


We made sure we included survey questions that specifically asked about the winter experience in Mt. Crested Butte. Improvements to the winter experience and Mt. CB's offering of amenities were captured in two questions that revealed a preference for enhanced food and beverage offerings and

nighttime activities. Respondents also noted a desire for events like concerts and movies, markets, and additional variety in winter activities, including snowshoeing, Nordic skiing, and sledding.

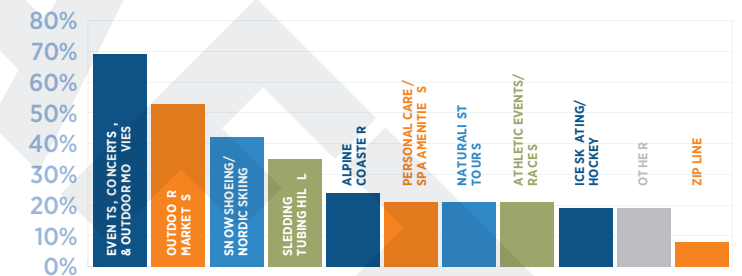
WHAT WOULD MOST IMPROVE THE WINTER EXPERIENCE IN THE TOWN OF MT. CRESTED BUTTE?

PERCENT OF RESPONDENTS WITH EACH TOPIC IN THEIR TOP THREE (3)



WHAT AMENITIES OR ACTIVITIES WOULD ENCOURAGE YOU TO TRAVEL TO MT. CRESTED BUTTE?

RESPONDENTS SELECTED ALL THAT APPLIED



The team then worked with Town staff to compile community feedback to guide the Master Plan process by identifying community vision, principles, goals, and policies that shape the content of the Master Plan. These elements provide guidance and recommendations for how the Town can act and work towards achieving goals for the Town of Mt. CB's future.

In summary of all community engagement efforts, the team was able to reach at least 784 contacts to get feedback and thoughts on these values, principals and goals asked in the survey questions, at outreach events and group meetings. The clear outcome: community housing, base area vibrancy and quality of life are the top priorities for this community.



**APPENDIX B:
TECHNICAL ANALYSIS:
TRANSPORTATION,
ECONOMICS, & WATER**

APPENDIX B: TRANSPORTATION

INTRODUCTION

The Mt. Crested Butte community aims to reduce single vehicle trips and build upon its existing multimodal network, increasing connectivity by providing additional mobility options. Recommended actions to achieve the vision include complimentary and comprehensive physical projects, policies, and programs. Mt. CB has an active community within the Town and surrounding Gunnison Valley that already leverages many mobility options available today. The following information summarizes the next-steps and considerations from the Gothic Road Capacity Analysis, Transit Analysis, and Transportation Demand Management (TDM) Strategy.

Changing travel behavior to and within Mt. CB will require targeted efforts by the Town over time. The TDM Strategy is a tool to leverage to develop partnerships and programs that can effectively build on opportunities and facilitate making the most and best use of existing infrastructure, transit service, and the vibrant nature of Mt. CB.

See next for Transportation Study, Gothic Road Capacity Study & Transportation Demand Management Study Draft.

To continue to increase multimodal connections and vibrancy while reducing vehicle trips, the Town should develop a Transportation Plan using the Master Plan as the foundation. If vehicle trips are reduced because of encourage transit use we can give less space to cars and utilize that space for public gathering spaces, housing or more commercial options which will boost vibrancy for the Town. The Transit Analysis showed that while Mountain Express is providing a high level of service that is well utilized, there are opportunities and challenges that should be explored further in a Transit Plan that prioritizes transit access and operations. Mountain Express should conduct the Transit Plan, but it will be necessary for the Town to be engaged in the process and incorporate the recommendations of the Master Plan into the discussion of future transit needs.

As land use and transportation are inherently linked, future discussions and decisions around development should incorporate the impacts on the transportation network at a holistic level. The Gothic Road Capacity Analysis shows that due to the limited roadway network, future development has the potential to overwhelm the existing capacity on the roadway during times of heavy travel in Mt. CB. It's important to balance the desire for vibrancy in the commercial core with traffic demand. While Gothic Road has some available ability to absorb impacts from future development, mitigation measures at development sites should be factored into future assessments to leverage the multimodal alternatives and take measures to educate visitors to encourage them to park once and walk, bike, or use transit to travel around. Working with regional partners will be integral to achieving this balance. There are more recommendations within the studies below for Gothic Road changes that, if implemented, could potentially assist in reducing car impact as well.