

# TOWN OF MT. CRESTED BUTTE **MASTER PLAN**



## **DRAFT PLAN**

**NOVEMBER 17, 2021**

THIS DRAFT MASTER PLAN WAS CREATED TO GARNER ADDITIONAL COMMUNITY FEEDBACK, TO INITIATE MORE DETAILED REGIONAL COORDINATION EFFORTS, AND PROVIDE INPUT INTO OUR TECHNICAL ANALYSIS. THIS IS NOT AN APPROVED DOCUMENT AND IS NOT A FINAL DOCUMENT. THE FINAL MASTER PLAN WILL TAKE INTO CONSIDERATION ADDITIONAL FEEDBACK AND TECHNICAL ANALYSIS IN 2022.

# ACKNOWLEDGMENTS

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## REGIONAL PARTNERS:

The Town of Mt. Crested Butte (Mt. CB) understands 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 had the opportunity to engage with many of these stakeholders and identified them as key partners in implementation.

After the focus groups, we continued meeting with property owners, business owners, nonprofits, residents, and businesses. The following partners were in operation at the time of this process:

### Local Governments:

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

### Special Districts

- Mt Crested Butte Water and Sanitation District
- Crested Butte Fire Protection District
- Gunnison Valley Metropolitan Recreation District

### Valley-wide Organizations:

- Gunnison County Housing Authority
- Valley Housing Fund
- Mountain Express
- Gunnison Valley Rural Transportation Authority
- Gunnison Valley Health Coalition (GVHC)
- TAPP – Tourism and Prosperity Project
- Crested Butte Land Trust
- Community Foundation of the Gunnison Valley
- Gunnison County Land Preservation Board
- One Valley Leadership Council
- STOR – Sustainable Tourism and Outdoor Recreation Committee
- CBMBA - Crested Butte Mountain Bike Association
- Region 10
- Crested Butte Mountain Resort Association
- Crested Butte/Mt. Crested Butte Chamber of Commerce
- Gunnison Chamber of Commerce
- Gunnison Valley Health
- Western Colorado University
- Gunnison Watershed School District RE1J

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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 help guide Town staff, elected officials, and the overall community in discussions about responsible future growth of Mt. CB. This Plan summarizes community goals and provides strategies to help achieve those goals as they relate to economic development, land use, housing, recreation, tourism, and community services. It identifies current challenges, outlines future intentions, and prioritizes investments within the community for the next 15-20 years. This document can also be used as a marketing tool to attract new investments that align with community goals.

## Master Plan Context

Mt. CB has seen unprecedented development interest in recent years, with record-breaking building permits issued and sales tax collected. This growth has placed pressure on housing prices and availability, transportation systems, and community services—creating unbalanced and inequitable impacts on residents. In turn, these impacts have begun to negatively affect the visitor experience, which is the lifeblood of the Town's economic success. Without a focused and responsible strategy for growth, the Town is likely to see a decreased sense of community as well as tourism decline, leading to decreased business activity and community services. A town of this size cannot support a rich variety of businesses and services with full-time residents alone. Growth in Mt. CB needs to balance the needs of full-time residents, part-time residents, businesses, and visitors by addressing housing, community essentials, and supporting infrastructure in a comprehensive manner.

As the broader population of the Gunnison Valley continues to increase, coordination and collaboration is critical to managing growth and continuing the synergies of our combined communities.

Public feedback gathered during the Master Plan process aligns on the need for a more vibrant base area that will bring increased tourism to the core of Mt. CB. This desire has been a goal for more than 20 years but has not yet come to fruition. Increased tourism contributes to the viability of services and community essentials that benefit the broader community. Without the increase of tourism, a vibrant base area is unlikely to succeed.

This plan is intended to be a catalyst for the town to:

- **Assess needs on a large scale**
- **Focus on feasible solutions to meet those needs**
- **Balance tourist, resident, and business needs**
- **Take an active role in implementation**

## Roles and Responsibilities

The Town is taking a leadership role to responsibly manage future growth and identify potential investment projects. The Town will not fully implement the Master Plan alone. Rather, the Plan will act as a communication tool to local property owners, investors, and developers to message what we want our town to be and to develop public-private partnerships to help achieve our goals. This will encourage responsible development proposals and streamline the development process by communicating the public's needs and desires at the outset.

Critical to success will be a base area catalyst project ('Phase 1') where the Town initiates investment to achieve the activation desired by the community. Town investment towards development of a great place can stimulate additional nearby development. A successful Phase 1 will ensure that following phases pay for themselves, bringing more successful locations for local businesses and thus additional opportunities for the Town to collect revenue.

Balancing the needs of residents, visitors, and businesses increases the success of the entire community; for instance, event space that brings visitors allows local businesses to stay open longer hours, which in turn creates a better visitor experience and better serves residents, further increasing the number of businesses that can thrive year-round. Similarly, the presence of affordable local community housing is critical to maintaining a stable workforce that provides businesses the employees they need to provide high-quality services to both residents and visitors.

A significant part of collaborating with partners is identifying the services that each place provides within the greater Gunnison Valley. Mt. CB has traditionally provided a large amount of lodging, accommodations in a variety of forms, and recreation access. As regional conversations continue among the communities that make up the Gunnison Valley, evaluating each location's current and future role is vital to ensuring the success of the Valley as a whole.

## Methodology & Process

Community engagement was the first step in this Master Plan process to identify challenges and common goals. It included five months of various forms of engagement including focus groups, individual stakeholder meetings, resident and business meetings, HOA meetings, an online survey, concert series events, picnics, Town Council meetings, and a public open house. In addition, a wayfinding program was underway simultaneously that also included several months of community engagement, which also informed the process.

## Key Findings

The community's appreciation of Mt. CB's recreational opportunities and protection of the environment rose to the top of the public input gathered. Stakeholders identified community services, transportation, and housing affordability as key issues moving forward into Mt. CB's future.

Overwhelmingly, respondents recognized the need for Mt. CB to cater to all users, including full-time residents, part-time residents, and visitors, with a focus on improving the base area. This included support for restaurants, outdoor events, farmers markets, and food trucks. They also recognized the need for new local businesses with restaurants and bars as the most important, followed by a market, arts/music venue, health and wellness/personal care, and professional jobs. Further there was acknowledgement of the lack of labor to fill the jobs in the Valley, specifically in the construction and service industries.

The community and tourists both identified a need for more affordable community housing. There was a desire for a balance of both rental and for-sale housing within the community with a range of housing types desired. They also identified child care as a need for the community to properly support residents.

Peak hour congestion ranked highest among transportation concerns, followed by a lack of trail connections and bicycle accommodations within town. Stakeholders commonly cited infrequent schedules and a limited service area as reasons for choosing alternatives to the bus system.

## Summary

We are united in our passion for outdoor recreation and value our connection to nature. All of us, whether full-time residents, part-time residents, or visitors are here to experience the mountains and the beauty of the environment around us. Whether catching the first chair on a powder day or enjoying scenic views on Snodgrass Trail, we make the most of our world-class outdoor recreation opportunities. We live here because we love it here, and we love the town that Mt. CB has always been. As we plan for the future, we want to be a full-service community, but one that doesn't neglect its roots and interdependence with tourism. We recognize that the relationship between a full-service community and a destination resort is a symbiotic one; tourism drives the town's economic activity and enables the lifestyle that we enjoy, and local residents that make up the workforce allow outdoor activities and visitation to thrive.

Mt. CB has a unique character that distinguishes it from other mountain resort communities. The town has a classic, local charm that we want to maintain—we desire to know our neighbors and to enjoy the peace of a clear, quiet night. We appreciate the town's slower paced lifestyle and balance of residents and visitors, and we want as much opportunity as possible to stay here and experience the place where we live. For this reason, we're excited to welcome additional services in town and to promote improvements that allow businesses to stay open more often. We want to make sure that as our town evolves, it remains the place that we know and love.



Our interest in the future of the community begins with agreeing on priorities that enable Mt. CB to continue its legacy as a world-class ski resort but also a quaint, full-service town. Community input received throughout the Master Plan process has been summarized into four goals that form the proposed approach to the development of the town in the coming 15-20 years.

## 1. Invest in the Base Area—our Town Center

We desire an active, vibrant base area—a true Town Center for Mt. CB. Improvements should be authentic to the Town's character, with crafted attractions that fit the community's scale. We should promote additional activities and food service options that give people a reason to stay here, rather than just sleep here. The Town's focus at the base area will include higher-density development, lodging, short-term rentals, and tourism activities that focus energy at the center of our community.

## 2. Increase Options for Community Housing + Essentials

The community understands that land is scarce and has a high value. To that end, a combination of rental and ownership opportunity housing types are desired for local workforce housing. We want to create a spectrum of housing types and sizes. Community housing should connect to transit, providing multimodal transportation and mobility options for the local workforce. An increased full-time population will help Mt. CB sustain year-round community essential services, such as a market, restaurants, bars, childcare, and post office.

## 3. Take an Active Role in Responsible Growth

It is understood that the town will grow and that we have a choice in how that occurs. As we grow, we strive to preserve the quaintness of the community. We appreciate the quiet evenings and beautiful stars at night, the slower paced lifestyle and opportunity to know our neighbors, and density in the appropriate places with a balance of services to meet the needs of the local community and visitors. Growth must respect and preserve the natural environment, be scaled properly, respect water use and wetlands, and improve access to community essentials. Sustainable growth will include considerations for community housing, community essentials, well-planned infrastructure, and connected multimodal transportation systems.

## 4. Create a Multimodal Transportation Network

Transportation in and around Mt. CB needs to be convenient, reliable, intuitive, and efficient for all users. Collaboration with regional partners is essential to maintaining a high-quality transportation network that scales appropriately with growth of the town. As we grow, multimodal transportation options ensure that we're not just putting more cars on the road but shifting toward transit, trails and other shared transportation solutions. Realistically, we are a destination community that many visitors access with a vehicle, but we can plan for a connected community that allows people to park their car once and take transit, bike, or walk once they are here. Mobility choices within town helps maintain the feel of a small community by allowing Gothic Road to remain appropriately scaled. When thinking about the community's maximum build-out, we need to consider traffic limitations and pinch points to avoid congestion.



## HOUSING

Housing availability and costs have become a significant challenge for the Mt. CB workforce. As rental and sales prices continue to rise, local workers must live further from town and commute longer distances. At times they are even driven out of the valley completely.

Permanent residents increase the viability of local businesses, contribute to the local community, and reduce traffic. Shorter commutes are better for mental health, increasing the happiness and productivity of our workforce.

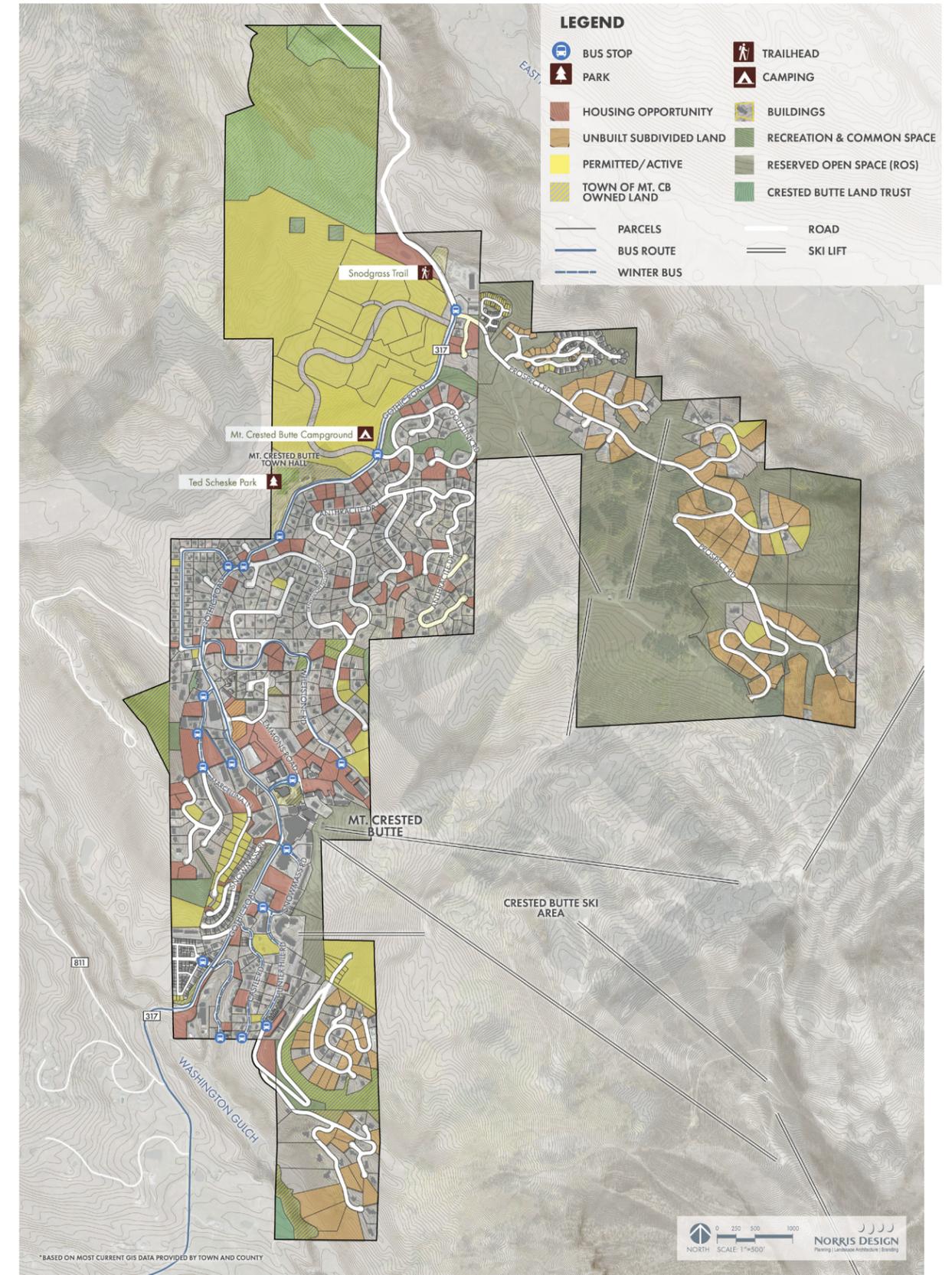
The Town has been working to develop housing tools to address affordability challenges, including:

- A 2.9% excise tax for community housing
- An Inclusionary Zoning Regulation requiring 15% of units to be community housing (excludes units under 2,700 sf)
- Employee Housing Mitigation Regulation requiring building or payment into the community housing fund
- An impact fee
- Community Housing Guidelines

In addition, the Town has a partnership with the Gunnison Valley Housing Authority to monitor 77 existing deed-restricted properties.

The Master Plan process has identified several locations for various sizes and types of new community housing projects, with one specifically identified for initiation by the Town. It has also identified a variety of housing types and sizes needed, which will be further developed in the Action Plan section.

Complete neighborhoods contain various services and amenities in addition to housing, such as parks, gathering space, and community essentials like childcare. Future development should employ new urbanism concepts adapted for a mountain setting. Street-facing porches, walkable streets, and integration of multiple housing types increases interaction with neighbors, strengthening community ties while offering opportunities for recreation and use of active transportation modes.

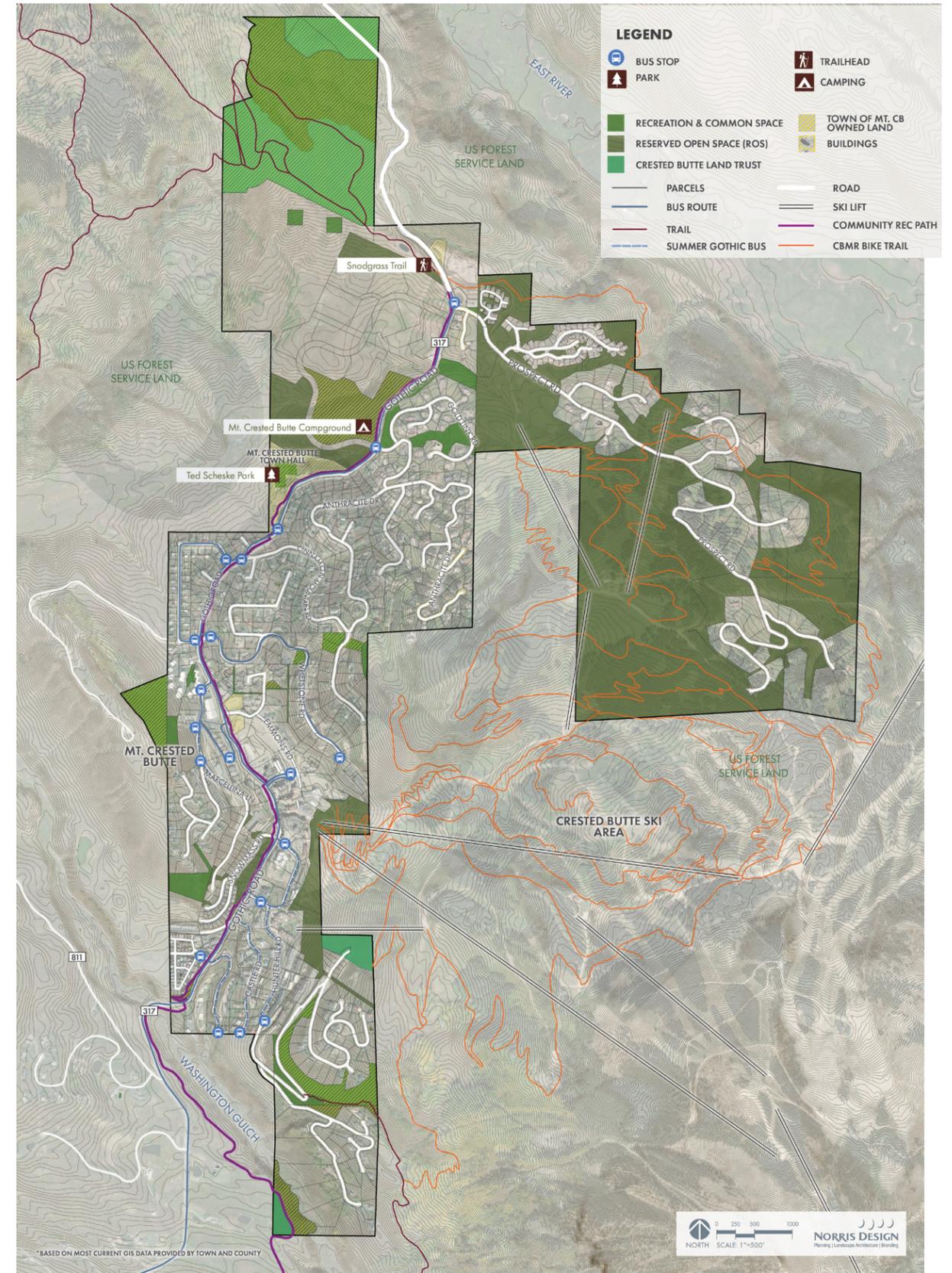


## PARKS AND OPEN SPACE

The Town's primary role in parks and open space for the community include maintaining the Town Park, neighborhood open space buffers, trail connections, recreation paths, and public lands access.

The existing park will not be sufficient to serve the Town's growing population, which will fuel the need to provide additional park opportunities. More dispersed park spaces will allow more people to enjoy a free amenity close to home. In addition, ADA accessible parks will cater to a more diverse group of people in the future.

The Town's role as a mountain hub and physical characteristics limit ability to provide more traditional recreational assets. Future uses should be focused towards improving the current Town Park, additional small neighborhood parks within growth areas, increasing mountain access, and improving trail linkages and accessibility. Critical to this is continuing to work with our regional partners on trail maintenance and winter grooming. In addition, consideration should be given to develop a well-connected winter trail network throughout the north valley.



## TRANSPORTATION

Mt. CB is regionally connected via a single primary road that forms the backbone of transportation to and from major highways. That spine, within Mt. CB is Gothic Road. Gothic Road includes a heavily trafficked shared-use Recreation Path (Rec Path) along the entire length of town that connects in-town locations and links Mt. CB to the Town of Crested Butte (2 miles to the south). The Rec Path allows for a convenient north-south path of travel for pedestrians and bicycles through town, but is limited by a lack of existing connections between neighborhoods off Gothic Road.

The town is served by Mountain Express bus service (MX), which connects Mt. CB to Crested Butte, and the Rural Transit Authority bus service (RTA), which serves the south and north valley and connects Mt. CB to the City of Gunnison. Both RTA and MX rely on a Transit Center located in the base area. RTA stops at the Transit Center only, while MX has multiple bus stops along Gothic Road and seasonally serves additional lodging/accommodation locations within other Mt. CB neighborhoods.

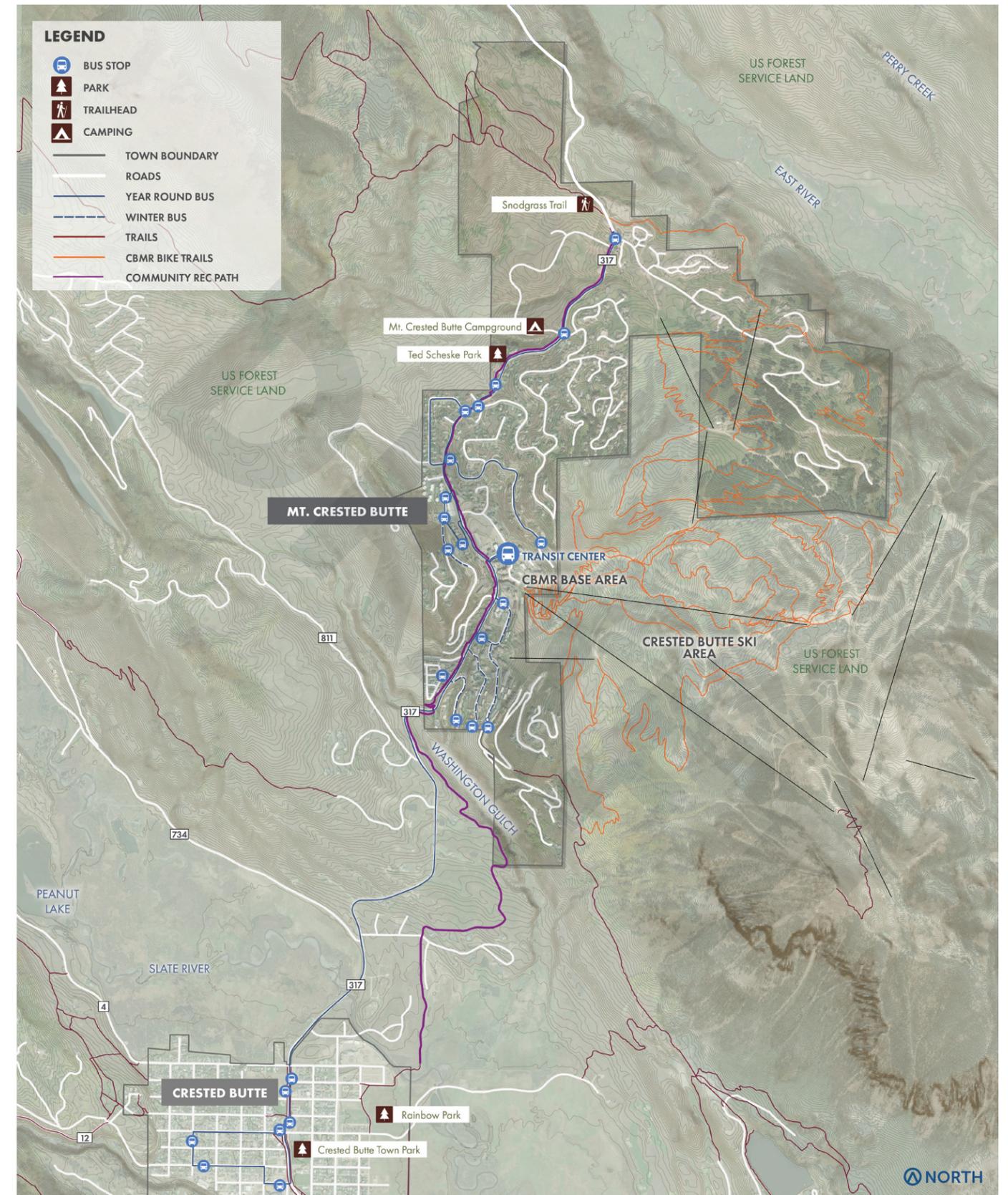
Due to the remoteness of our town, transportation limitations require that visitors and locals rely on personal vehicles for the majority of trips. The result is traffic congestion that can exceed the capacity of existing infrastructure in certain locations. The ability to use active transportation modes like walking and biking is hampered by challenging wayfinding, a lack of sidewalk and trail connections, limited right-of-way to build traditional pedestrian infrastructure, and steep grades that do not allow for ADA access. These steep grades can also hinder those who are not accustomed to our high elevation of 10,000 feet above sea level. For this reason, it is critical that our bus service provides an alternative option to those who are not able to walk or bike.

Bus service along Gothic Road today is a viable alternative to the Rec Path for north-south movement within town and between Mt. CB and Crested Butte. Public feedback was positive about having artistically designed buses and the green bus stops along Gothic. However, the existing bus service is a common point of confusion among visitors and residents alike, with difficult to interpret bus schedules and routes. In addition, users are often unable to reach their destinations without multiple bus transfers or long waits, and the seasonal nature of schedule changes also hinders year-round consistent access to many locations.

The town needs a transportation system that is effective and intuitive for both locals and visitors. Regional partnerships are key to building out the infrastructure necessary to support multimodal transit options. The bus system should be consistent and easy to use, providing a reliable substitute

for vehicles. Routes need to be logical, wayfinding clear, and stops accessible to places people want to go.

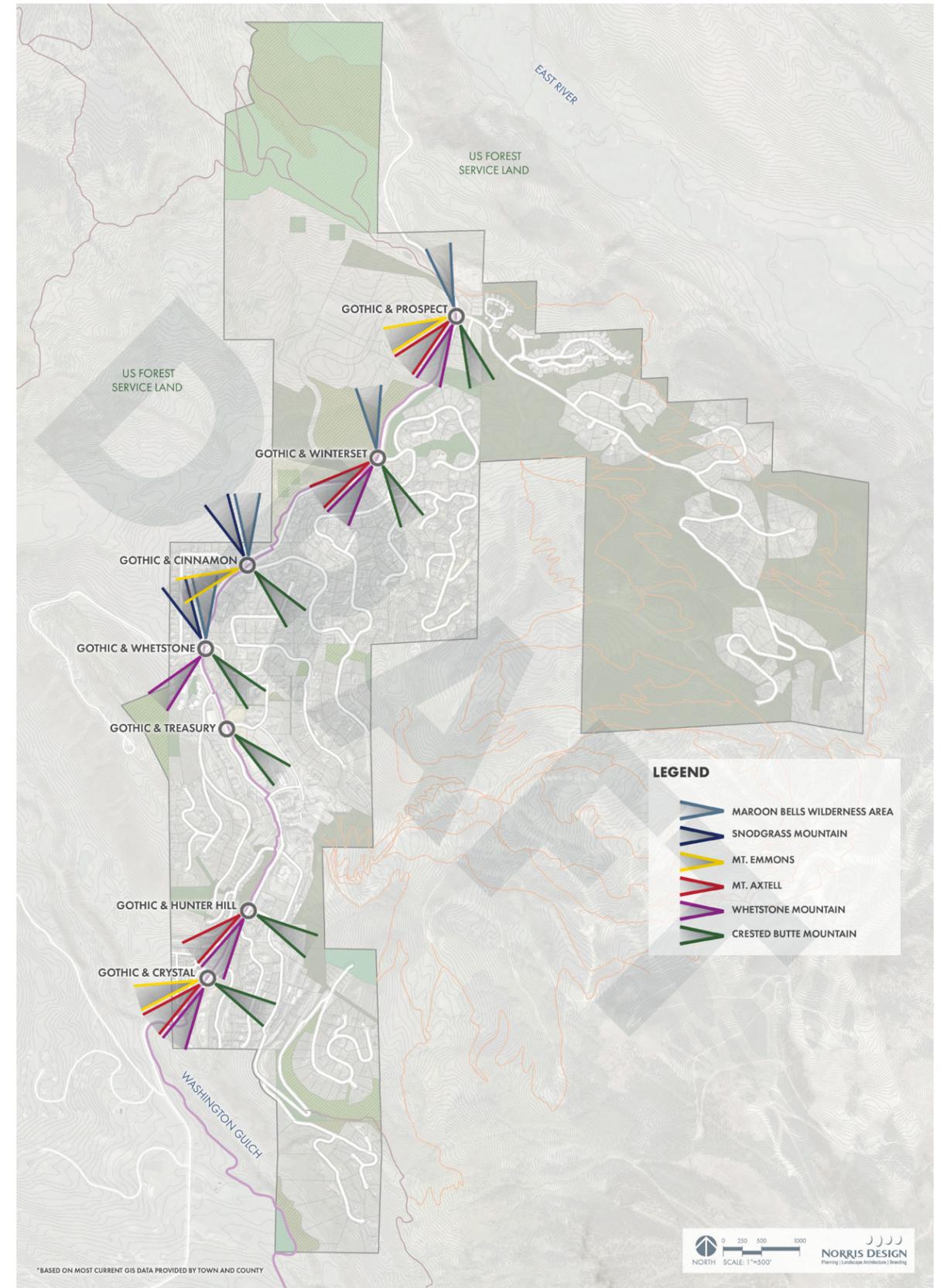
As the town increases in scale, Gothic Road should maintain its existing condition as a local road, never feeling like a major arterial that outgrows the quaint mountain-town feel of Mt. CB. Gothic Road should be easy to cross on foot and appropriate for pedestrians and cyclists to navigate alongside without feeling in danger or displaced by vehicular traffic. As a destination resort, Mt. CB needs to accommodate the vehicular traffic that inevitably accompanies regional tourism; however, priority should belong to alternative transportation modes, encouraging and enabling visitors to leave their vehicles parked for the duration of their stay in town.



## VIEW PLANES

Mt. CB is known for its amazing views of surrounding mountains and valleys, and we want to preserve those views. Both residents and visitors choose Mt. CB because of its connection to the outdoors. Visual connection is paramount to the character of the community and yet hasn't been sufficiently considered in the build-out of the base area to-date. Existing structures in the base area and throughout the community block key views of Mount Crested Butte and other natural amenities. As the community grows, development needs to occur in a way that preserves and enhances connection, whether physical or visual, to the natural environment.

View planes offering vistas of Crested Butte Mountain, Whetstone Mountain, Mt. Emmons, Mt. Axtell, Snodgrass Mountain and Maroon Bells Wilderness Area are of particular importance. These view planes should be maintained foremost from public spaces and public parks, making them most accessible to the general population. Any future structure with potential to obstruct a view plane from a public space should be subject to limitations on construction height.



## FUTURE LAND USE

The Future Land Use Plan guides potential development within town limits and informs growth patterns over the next 15-20 years. This Plan dictates at a high level where various land uses and development types belong within the community. Delineating land use locations ensures that land is used efficiently, land use is considered in context with the entire North Valley, infrastructure is adequate to service future development, and multimodal circulation complements community needs.

The proposed Plan organizes the highest-intensity development in the Town Center, which is the primary energy center of the community. Future restaurants, businesses, activities, and lodging should be prioritized in the Town Center, where visitors gather and residents meet. Intensity of development decreases gradually moving away from the Town Center, creating a natural transition to neighborhoods and sensitive natural assets. Lower density neighborhoods are generally located at the periphery of town and adjacent to open space.

## LAND USE DESIGNATIONS

All future development areas shall be sensitive to topography, Town development standards, and environmental considerations. The Plan includes the accompanying land use category descriptions that follow.

**Campus:** This designation supports a variety of land uses occurring within a cohesively planned, well-connected, multiple-use framework. The Campus land use allows for a mix of non-residential uses (e.g., visitor center, laboratory, non-school education), small-scale commercial uses (e.g., dining, gift shop) and residential uses within a comprehensive development area.

**Community Opportunity Area:** This designation is for specific parcels with potential for Town investment in community housing. These areas should include a spectrum of housing types that make most efficient and sustainable use of available land and infrastructure. This may be developed through use of public-private partnerships and shall incorporate parks, open space, and other community essentials.

**Multi-family:** This land-use designation primarily includes multi-family dwelling units located on a single lot. Multi-family occurs primarily adjacent to the Town Center to concentrate density and promote walkability between residential and commercial uses. Multi-family examples include condominiums, apartments, community housing, and, in the appropriate context, hotels, lodging, and accommodations.

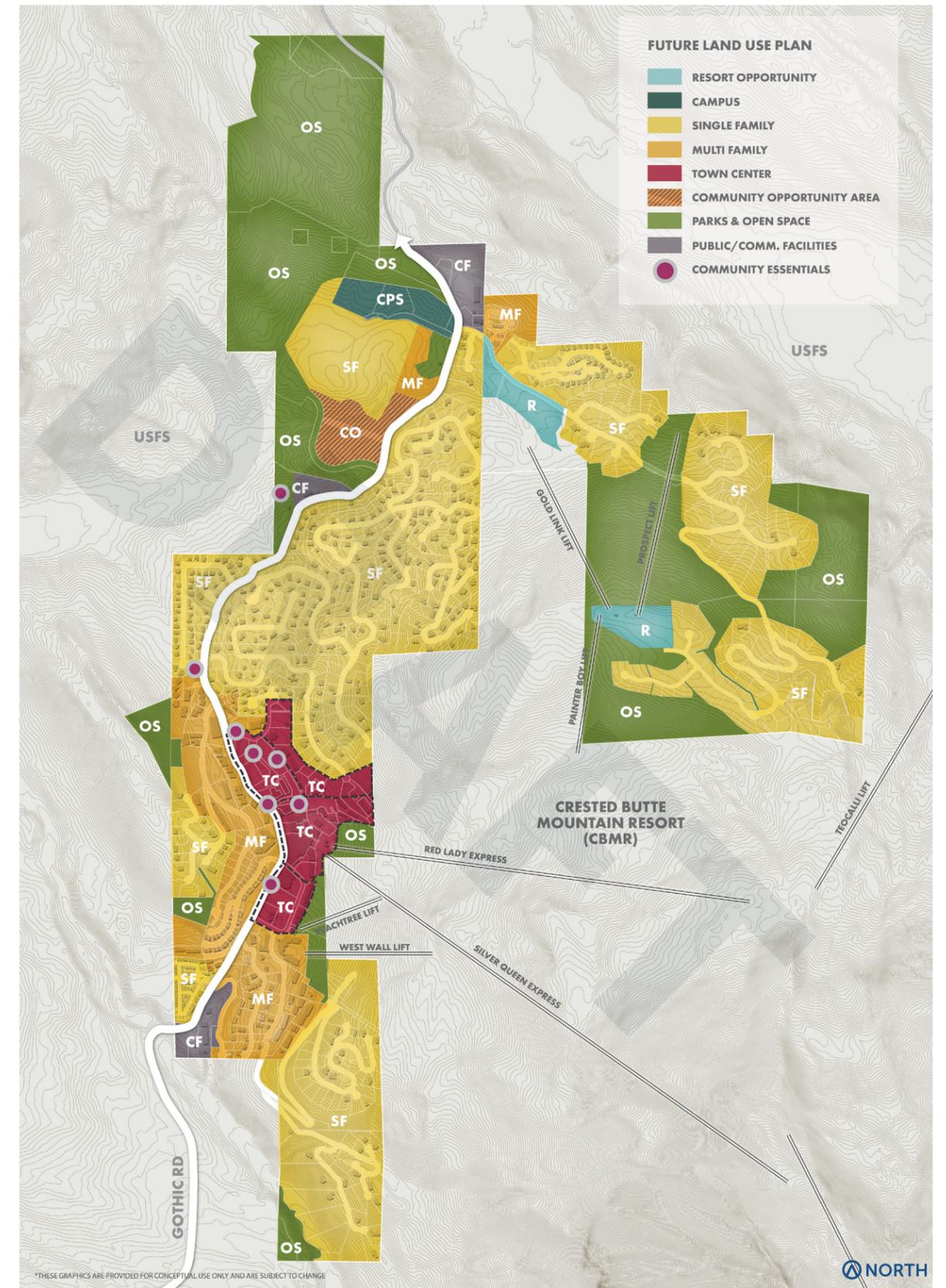
**Parks and Open Space:** This designation applies to existing parks and open space that provide either active recreation, preservation, or passive agricultural uses. Properties within this land use designation provide critical access to broader recreational resources and connection to nature. Additionally, park and gathering space may be a part of any future development within other land use categories.

**Public / Community Facilities:** Publicly owned resources such as government offices, fire and emergency services, utilities, education, and maintenance facilities are located within the Public/Community Facilities land use designation. These properties may include additional public and semi-public uses such as Community Housing.

**Resort Area:** This land-use designation includes visitor-oriented development, such as overnight accommodations, day lodges, resort services, and limited commercial uses in support of the resort. Significant long-term residential uses are not anticipated in this designation; however, community housing is encouraged to serve the local workforce.

**Single-Family:** This land-use designation includes single-family detached and single-family/low density development. This lower-density land use offers a transition between higher-intensity development and sensitive uses like open space and public lands. Single-family communities are also appropriate for areas with topographic development challenges. Areas within the single-family land-use designation are encouraged to include accessory dwelling units for long-term rental or community housing.

**Town Center:** Activation of the community's commercial core is a primary goal of the Master Plan. The Town Center is Mt. CB's downtown and highest concentration of commercial, retail, residential, and community essential services. The Town Center shall be designed to be walkable with pedestrian-oriented development at the street level, structured parking, and multi-level development that engages adjacent streets at different grade levels. This land use designation supports a mix of uses that cater to activation and vibrancy in the community's core. Professional employment space, which can include traditional offices as well as co-working space, is most appropriately located within the Town Center. This area is also an activity hub for seasonal events and outdoor vendors. Outdoor space should be flexible to enable seasonal events and activities. Phased redevelopment and potential removal of existing buildings is encouraged to create better, more effective commercial space and to enhance pedestrian circulation and use of the future plaza space. Development within the Town Center will support and preserve existing businesses, which will be relocated if within existing buildings identified for removal.



### THREE-MILE PLAN

The Three-Mile Plan is a long-range plan required for municipalities to consider where they may annex property in the future. This Plan will be produced for the Final Master Plan.

PLACEHOLDER FOR 3-MILE PLAN

PLACEHOLDER FOR 3-MILE PLAN

# TOWN CENTER

## OVERVIEW

The Town Center is key to the success of Mt. CB and therefore needs to provide a world-class experience for visitors while also supporting local businesses, bolstering the town's tax base, and creating a sense of place and community for residents. Existing configuration of buildings and spaces has led to challenging access, lack of ADA accessibility, underused spaces, hidden business entrances, and poor visibility to the mountain, hindering the achievement of these goals. Recent business closures and decreased hours of operation underline the effects of these challenges.

A successful base area is a gathering space with multiple restaurants, a vibrant après scene, and events that feel genuine to the character of the town. To get there, additional multi-season activities are needed, as well as improved building configuration, retail spaces that engage with the public spaces, preservation of view corridors, and improved wayfinding. Currently, the town does not have a central meeting point or gathering space that defines the community. Such a location is critical as an identity-defining feature and to convey a sense of familiarity for locals and visitors. This point or space should be located in the base area and be complimented by a successful and intuitive arrival experience within the Town Center as a whole.

## RECOGNIZING RESORT DEMANDS

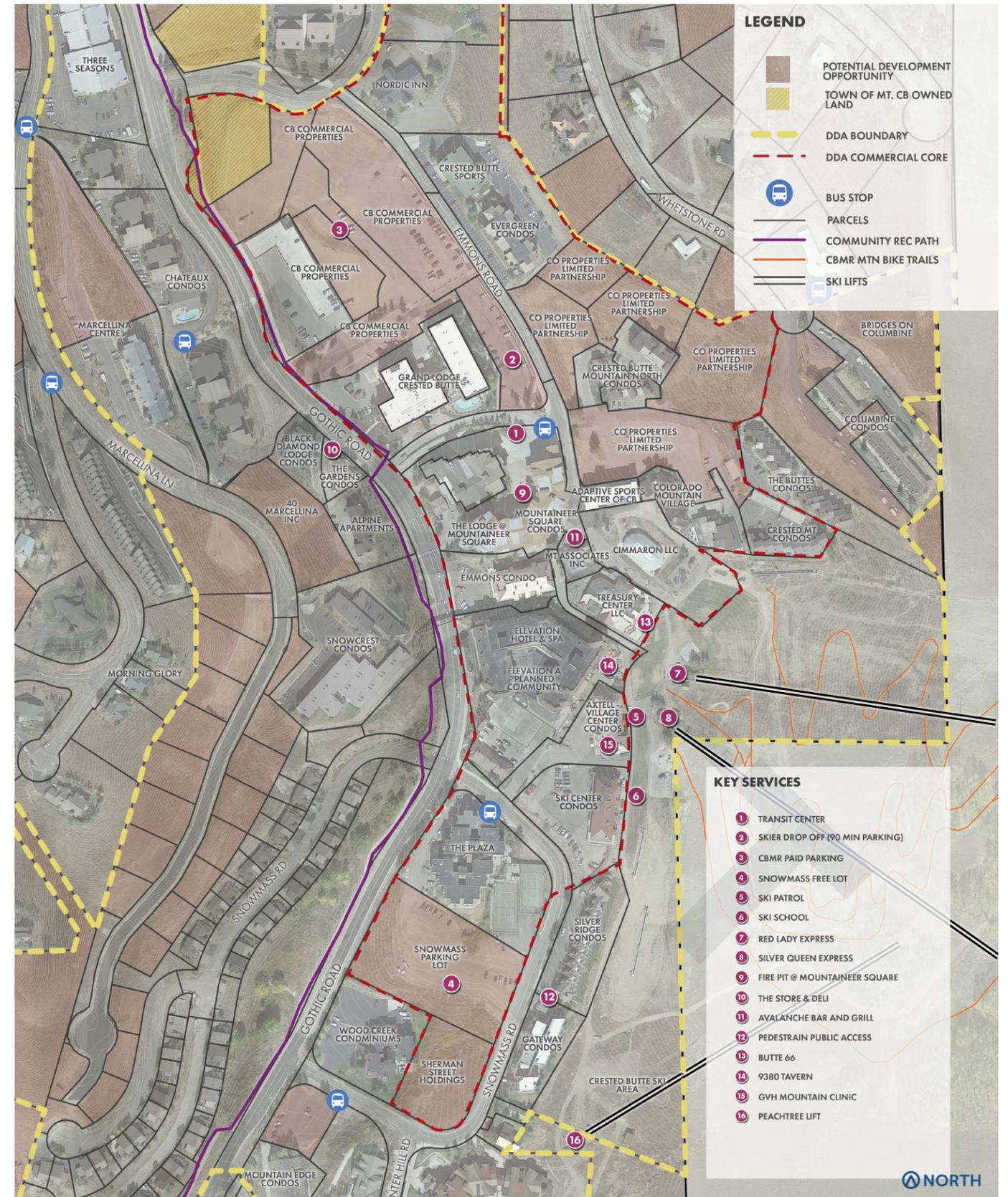
As a mountain resort community, we need to see and experience the mountain. Investing in the base area means prioritizing it as our town center and focusing activities, events, and commercial activity in a single place. The mountain creates a sense of place, a sense of arrival, and a sense of community—so it needs to be visible and easily accessible from within and around the town center. Visibility is an important component to the base area, therefore creating and preserving view corridors is imperative for the success of the Town Center.

The community understands that skier logistics merit priority in the Town Center and that skier drop-off, pick-up, and services need to be clear and accessible. However, users often find that routes to ticketing and lifts are hidden or confusing, and existing infrastructure is inadequate to support the operations of a world-class ski resort.

Transportation in the base area should move visitors quickly and efficiently to the slopes. Improvements to infrastructure are necessary to meet this goal, as the Transit Center is undersized for current operations and creates dangerous conflicts between buses, bicycles, and pedestrians. Further, both transit and personal vehicle drop-off are cut off visually from the ski lifts, leading to navigation challenges. Traffic congestion could be reduced by rethinking the locations of parking and drop-off to reduce missed turns, traffic backups, illegal drop-offs, and parking violations. Multimodal transportation alternatives are also necessary to support base area access without added vehicular traffic. Connected and high-quality sidewalks would also encourage and enable navigation on foot.

Businesses in the base area should enhance the mountain experience and contain a mountain flavor, whether it's shopping for outdoor gear, shopping at markets showcasing local arts and produce, or attending outdoor events. Placemaking within the base area supports our identity, creates community through shared values, and creates economic vitality and viability. The architecture, aesthetic, and activities of the base area should all serve to solidify our character as a mountain resort community. Improvements to the base area to serve skier, mountain bike and community needs need to happen in a phased approach that leverages town investment and demonstrates action and progress. Implementation relies on a strategic 'Phase 1' that makes the right moves in the right places, driving investment from the private sector.

It is also important to recognize and support the need for smooth behind-the-scenes operations. Adequate space needs to be allocated to maintenance, service, and trash collection to enable efficient operations, while the goal remains to hide these necessary services from the view of guests as much as possible.



## TOWN CENTER CHALLENGES

### Transit Center

1. Transit Loop too small for current operations; cannot handle growth.
2. Pedestrian/bike safety concerns.
3. Large grade change makes wayfinding difficult.
4. Seasonal changes to bus routes are hard to navigate for tourists.
5. Wayfinding from parking to base area is confusing and not intuitive.
6. No arrival experience from parking.
7. Vehicle and bus conflict and confusing access point.
8. Pull-in bus locations create a noise disturbance for LMS residents due to back-up beeper noise.



### Mountaineer Square

1. Plaza is too small for events.
2. Plaza is heavily shaded.
3. Businesses lack visibility from Gothic Road, with difficult loading/deliveries, and some struggle to stay open due to lack of vibrancy.
4. Need better signage to ski lifts from Gothic Road and parking locations.
5. Skier drop-off area not properly sized.
6. Pedestrian access conflicts with loading zone.
7. Mountain views are not visible at arrival from the south via Gothic Road or Rec Path, lifts not visible at arrival.
8. Pedestrian bridge in disrepair



### Base Area

1. All outdoor pedestrian space is circulation-based. Limited outdoor chill zone which reduces activation and wayfinding is challenging.
2. Beautiful building and organizational mission with sub-par arrival experience; front door is not visible from most locations. Need to maintain ski-in-ski-out access.
3. Pedestrian experience at grade level is utilitarian, not visible and not activated.
4. Underutilized space under tent structure and grade change creates a barrier to businesses to the north.
5. Building locations hinder wayfinding and any sense of arrival. In addition, multiple grade changes and tent structure limit visibility.
6. Commercial / retail success is limited due to lack of accessibility and visibility.
7. Front door hidden, challenging wayfinding.
8. Event space undersized.
9. Patio is hidden by Treasury Center.
10. Older building between two larger structures creates barrier to seeing the mountain from Gothic Road and Rec Path; challenges with ice in winter.



### Snowmass Road

1. Parking lot primarily serves locals, employees and regular visitors, since wayfinding is limited. In addition, lack of organized parking in the winter creates vehicle and pedestrian hazards.
2. Wetlands corridor may be difficult to develop.
3. Trail access through building is challenging to locate and not accessible (stairs only and they often have ice build-up in winter).
4. Both regional Rec Path and trail continuation stop here.
5. No sidewalk or designated lane for pedestrians from this lot, creating unsafe conditions and a non-ADA accessible route.
6. Steep grade makes adjusting Road alignment difficult.
7. Visibility from Gothic Road is nonexistent.



### Axtel / Whetstone Area

1. Ski School / learning area difficult to access from primary parking area.
2. Grade change makes the access difficult for pedestrians and there are no sidewalks.
3. Wayfinding and mountain access challenge.
4. Medical arrival/access is confusing and space not adequate for future needs.
5. Arrival experience forces guests to drive in circles to check-in and then park in garage unless cars back-up; entry is too small.
6. Poor access and challenging grades as designed.
7. Need to maintain access to loading dock.



### North Parcels (Parking Areas / Grand Lodge)

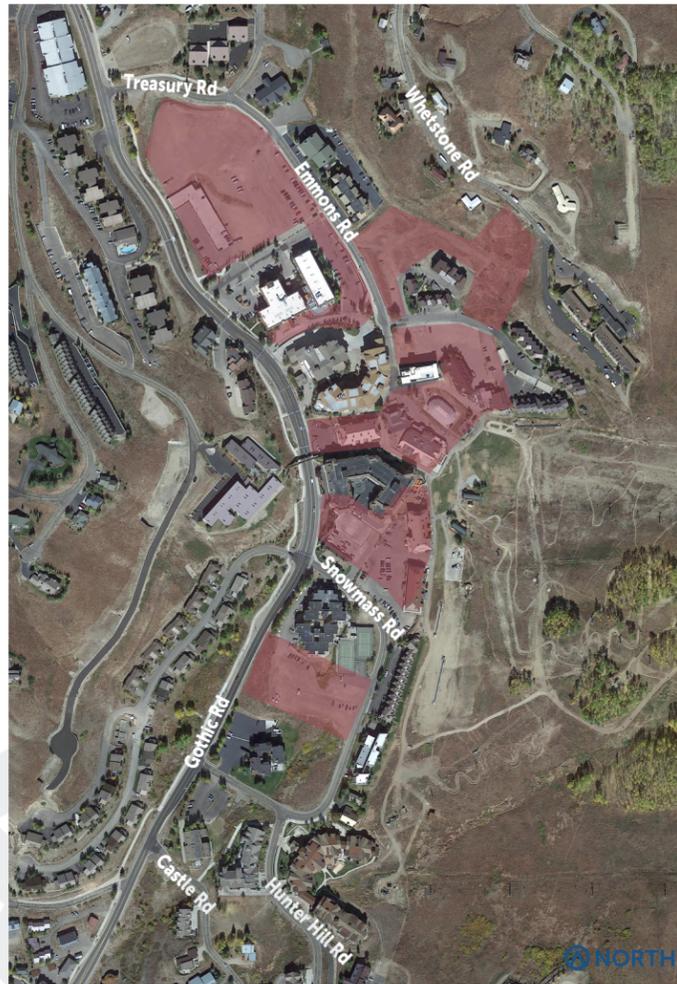
1. Deli / Liquor store disconnected from base area and limited parking.
2. Traffic queuing issues at peak parking periods onto Gothic Road
3. Private parking for Grand Lodge needs better definition.
4. Traffic management needed at this access to prevent car looping and waiting.
5. Inefficient, partially constructed garage with incorrect location in proximity to Gothic Rd. and limits potential activation at primary intersection.
6. Wayfinding for entry is challenging especially due to road name change.
7. Monument signage and road name challenges wayfinding, causes motorist confusion. Monument sign causes ice build-up on Rec Path.
8. Porte-cochere/lobby entry on the opposite side of building from primary parking area which is confusing and non-intuitive.
9. Dirt lot requires a lot of maintenance and it doesn't make it appear like you have arrived.

## DESIGN INTENT

The redesign of the Town Center will solve several major issues that currently hinder the visitor experience, challenge the town's vibrancy, and limit business potential. There are several options for how to redevelop the area, however, critical to this redesign is the creation of PLACE. The following are design intents based on best practices for creation of a great place in a resort community:

- **Develop a PLACE** that allows for a meeting spot, gathering, various sizes of special events, food trucks, a playground, and other outdoor activities
- Design for a **public indoor gathering space** to eat lunch, grab a drink or meet with friends après ski
- Ensure **skiing, hiking and biking activities** are bolstered
- Create **safe and easy-to-understand passageways** at a comfortable scale for pedestrians
- Enhance the bus arrival experience and better connect bike and pedestrian routes
- Encourage **new mixed-use buildings** for restaurants, retail and commercial space with lodging above
- Maintain critical **view corridors** with any new development, helping visitors and residents navigate

The removal and relocation of the Treasury Center and Avalanche building will allow for an open plaza that creates a better sense of place and sight lines to improve the arrival experience. This PLACE can be designed in a multitude of ways, with various surface materials that are environmentally conscious, yet conducive to providing a flexible space for outdoor events. A reconfigured skier drop-off will promote more efficient and direct access to the lifts while also creating an improved sense of arrival. New commercial space oriented to the plaza will increase foot traffic to existing and new businesses, increasing viability. The construction of new buildings provides much-needed space for better retail space, medical services, community housing, structured parking, and après ski activities. Creating additional access points to create a small internal road grid eases traffic congestion by dispersing traffic and reducing directional confusion. Providing multiple locations for both commercial loading and skier drop-off gets vehicles off Gothic Road earlier and makes vehicular circulation more efficient.

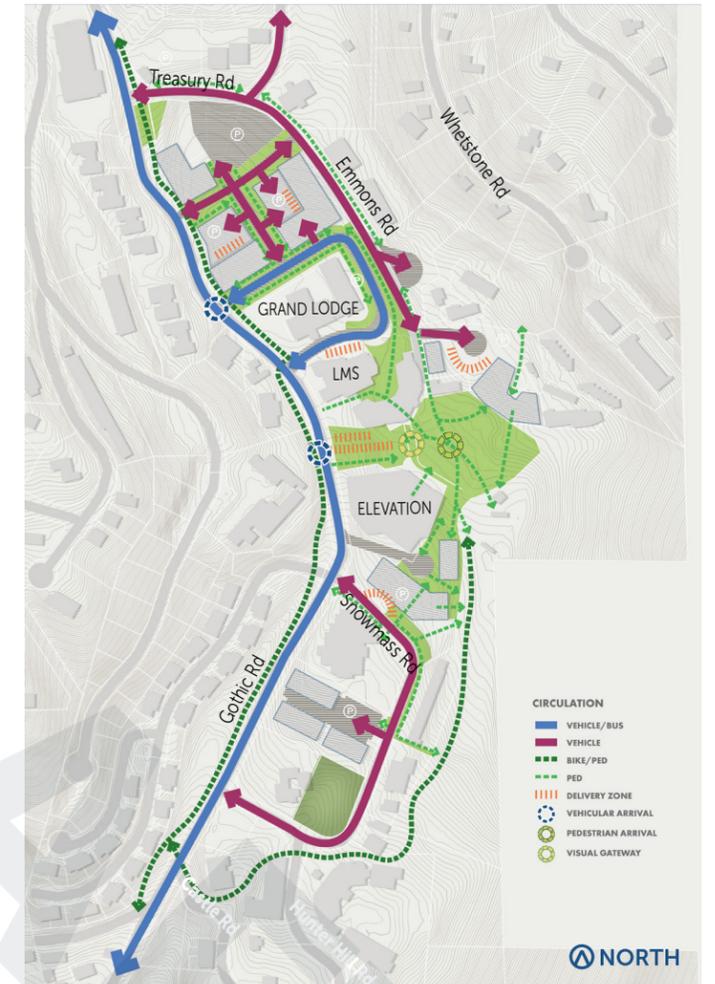


OPPORTUNITIES FOR IMPROVEMENT



## ARRIVAL, CIRCULATION, AND LOADING

The logistics are critical to creating a great sense of arrival, as well as ensuring that operational functions can happen efficiently and effectively without hindering the guest experience. More studies will be done for the Final Master Plan document that will include an arrival experience study, circulation patterns especially with winter season challenges, as well as trash, loading and delivery logistics.



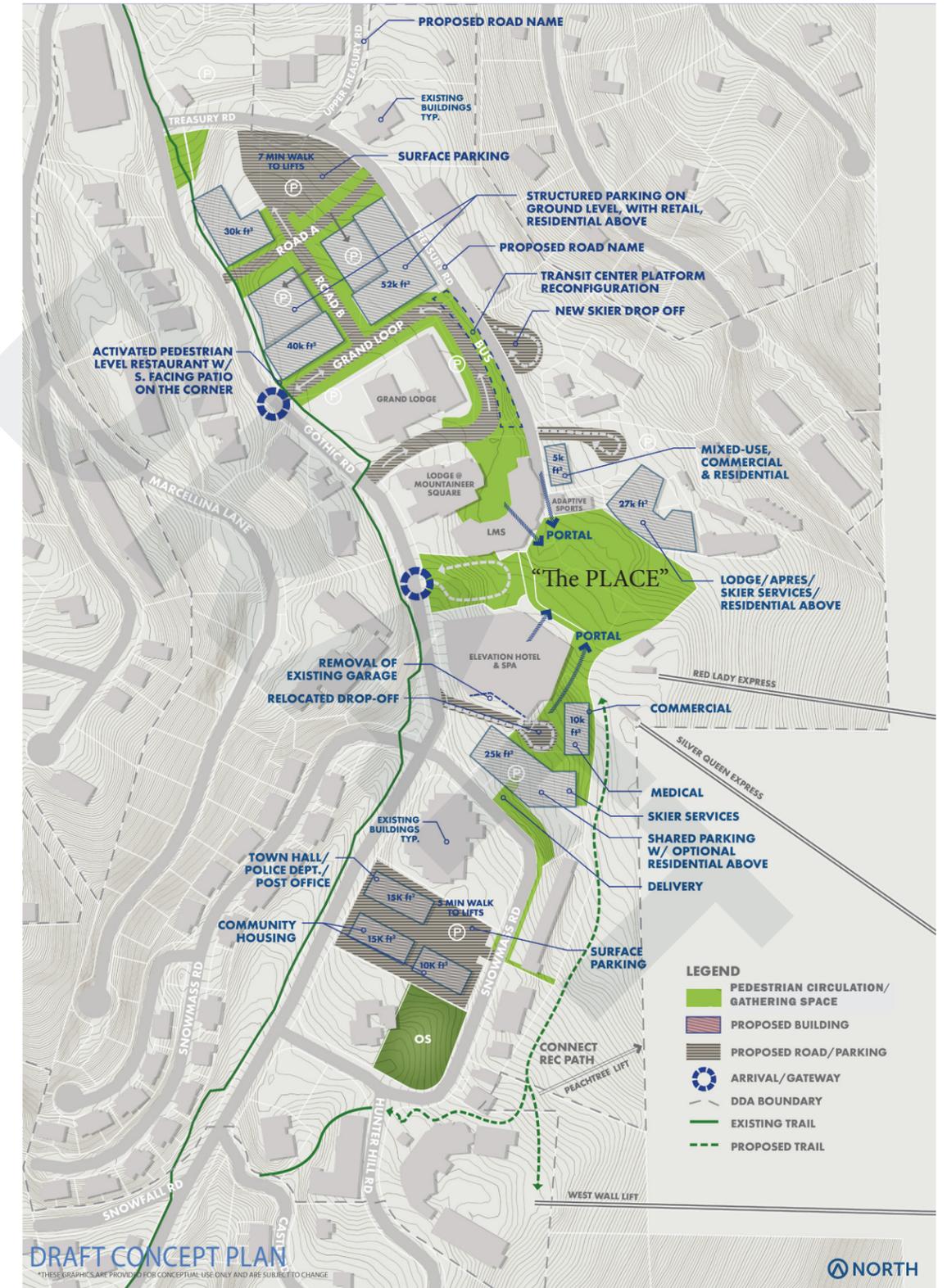
PROPOSED CIRCULATION DIAGRAM

## DRAFT CONCEPT PLAN

The current base area draft concept plan shows one option for how the base area can be better activated, while managing growth responsibly. The layout is conducive to the design intent identified and allows for businesses to thrive. Variations of this plan may be developed for the Final Master Plan to provide alternative scenarios to development, however, the exact details of what is built will evolve over time with individual owners and developers.

## ITEMS TO EXPLORE FOR FINAL MASTER PLAN

1. Explore an ideal 'Phase 1' redevelopment with local property owners to facilitate a more functional base area and spur adjacent private investment.
2. Explore an ideal location for new town hall and police station.
3. Ensure that sales-tax generating businesses are the primary occupants of first-floor commercial space.
4. Encourage the development of co-working space to house seed businesses, provide professional employment opportunities, and offer work-from-home space for residents.
5. Ensure child care is considered.
6. Consider paid parking to fund a parking structure to allow for future responsible development.
7. Explore incentives for recycling and renewable energy use among retailers and lodging.
8. Explore regular summer and fall events in the evenings and on weekends to increase foot traffic.
9. Facilitate the creation of consistent hours among businesses.
10. Explore food establishment expansion into outdoor space.
11. Explore how to best host multi-season events.
12. Explore the need for expanded medical services.
13. Assess best wayfinding strategy and install permanent wayfinding in the Town Center to provide clear direction to event space, lifts, and visitor services. Consider changing Emmons Road name to reduce confusion.
14. Review Downtown Development Authority (DDA) Architectural and Site Design Standards for consistency with desired base area outcomes and update as needed.
15. Conduct an economic study to determine realistic amounts of commercial office, retail, and residential the market can support.
16. Conduct a traffic analysis to determine the maximum number of vehicles Gothic Road can support without design interventions that would be counter to the community goals. This analysis should include how to better distribute traffic, improve bus service, and increase pedestrian and bike connections.
17. Based on traffic and economic analyses estimate of final build-out of development, assess impact to water availability.



**COMING SOON!**

**DRAFT**

**COMING SOON!**

**DRAFT**