OVERVIEW

VISION STATEMENT

VILLAGE CENTER SUBAREA
- September Outcomes
- Project Status
- Low Hanging Fruit
- Next Steps

TOWN HALL SUBAREA
- Exhibits and Narrative
- Next Steps
UNIVERSAL VISION STATEMENT
(from the Mountain Village Comprehensive Plan)

Mountain Village is a vibrant, healthy town that provides a high quality of life and experiences for full-time and part-time residents and visitors. This is achieved through a sustainable year-round economy, a diversity of housing choices, world-class recreation, environmental stewardship, excellent community services, and well-built and well-designed infrastructure.
OPEN HOUSE #2 – SEPTEMBER 19, 2018

20 Interview Participants

35 Visitors
**MOUNTAIN VILLAGE Town Hall Subarea Plan**

**190+ Online Survey Responses**

### Winter:
- 134 / 68% Fire Pits
- 119 / 61% Snowboarding / Tubing
- 115 / 59% Evening attractions / Music
- 96 / 49% Expanded Ice Rink
- 57 / 34% Curling
- 17 / 9% Other

### Shoulder Season:
- 137 / 70% Most Dining Options / Extended Hours
- 97 / 45% More Conferences
- 92 / 47% Festivals
- 23 / 12% Other

### What kind of Food & Beverage is needed in the Village Center?
- 132 / 67% Casual Dining
- 112 / 57% Bar/Entertainment
- 98 / 49% Fine Dining
- 84 / 42% Seasonal Food Vending Carts
- 19 / 10% Other

### What kind of Retail is needed in the Village Center?
- 124 / 63% Non-Sporting Goods
- 94 / 47% ‘Experiential’ Retail (interactive retail experience)
- 71 / 36% Pop-Up Retail (temporary retail)
- 37 / 19% Sporting Goods
- 31 / 16% Other

### Should we attract more people and keep them in the Village Center?
- 166 / 84% Yes
- 32 / 16% No, it’s ok the way it is.

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What are the biggest changes you would like to see in the Village Center? Select all that apply:

- Provide a wider variety of restaurants (144 / 73%)
- Provide variety of retail opportunities to drive traffic (110 / 58%)
- Provide more activity / vitality (109 / 55%)
- Expand open container area (table service into plazas) (107 / 54%)
- Diversity of retail experiences (106 / 54%)
- More diversity of commercial activities (gaming, bowling, lounge, massage) (102 / 52%)
- Provide quality activities in the places for kids / seniors (97 / 48%)
- Activate and beautify our pedestrian spaces (94 / 49%)
- Promote greening and beautifying our pedestrian spaces (73 / 39%)
- More (87 / 34%)
- Other (77 / 38%)

Should we attract more people and keep them in the Village Center? 190 online responses.

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VISION & GOALS

*Improve the Village Center to be a vibrant, pedestrian-oriented, refined resort community for visitors and residents.*

- Create the activity and energy desirable in a Village Center.
- Promote hotbed development and opportunities for year-round occupancy.
- Develop the right mix of retail.
- Orchestrate a series of signature events to enhance Mountain Village identity.
- Enhance and enliven plazas and connections.
- Renovate and expand conference center facilities.
- Address and conceal back of house activities.
- Update policies and infrastructure to support the vibrancy of businesses & special events.
- Identify “low hanging fruit” for implementation.
- Future-proof infrastructure.
BIG IDEAS/INNOVATION - “TOP 3”

‘Big Ideas’ that received the most green (positive response) dots at Open House #1

5-Star Hotel

Improved Conference Center and 500-seat Theater

Enhanced Outdoor Gathering Spaces
### ADDITIONAL BIG IDEAS/INNOVATION

<table>
<thead>
<tr>
<th>Enhanced Food and Beverage/Retail Experience</th>
<th>Signature Events</th>
<th>Alpine Gardens</th>
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<tr>
<td><img src="image1" alt="Enhanced Food and Beverage/Retail Experience" /></td>
<td><img src="image2" alt="Signature Events" /></td>
<td><img src="image3" alt="Alpine Gardens" /></td>
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<td><img src="image5" alt="Culinary Vacation Center" /></td>
<td><img src="image6" alt="Fine Art-Driven Events and Experiences" /></td>
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CONCEPTS AND INSPIRATION: SUNSET PLAZA

Enhance Sunset Concert Series visitor experience with regraded lawn for better viewing and comfort. Improve existing playground safety by providing a more significant barrier between road. Consider relocation of Ski School to Sunset Plaza.
CONCEPTS AND INSPIRATION: REFLECTION PLAZA

Continue to provide established programming and events but enhance visitor experience with an artistic lighting element and encourage additional outdoor dining opportunities. Install a shade element to extend the ice skating season.
CONCEPTS AND INSPIRATION: HERITAGE PLAZA

Utilize Heritage Plaza’s large space for temporary structures that house pop-up retail, kid’s programming, and food and beverage vendors. Introduce creative lighting strategies to assist in establishing visual connections and navigation between public spaces.

MOUNTAIN VILLAGE
Village Center Subarea
Incorporate a 5-star hotel on Lot 161 that considers integrating gondola access and après ski opportunities.
CONCEPTS AND INSPIRATION: FOUNTAIN PLAZA AREA

Improve Village Pond edge access, introduce water play elements, and increase activity with outdoor dining opportunities.
IMPROVED CONFERENCE CENTER AND THEATRE

Renovate Telluride Conference Center to allow for additional conferences and events. Activate plaza by creating a more open and welcoming facade. Provide new 500-seat theatre.
POTENTIAL NEXT STEPS – “LOW HANGING FRUIT”

• Improve Wi-Fi Speed and Connectivity Issues
• Regulate Trash and Delivery Service Routes and Times
• Utilize Drop-Off at Blue Mesa to its Full Potential
• Explore Installation of Pop-Up(s) in Heritage Plaza
• Review and Amend Retail Competition Language
• Install Lighting for Safety Improvements
• Explore Common Consumption Opportunities
• Explore Enhancements that Increase Ambiance
Next Steps
- Common Consumption
- Sound / Camera Pilot Test
- Lighting / Safety Improvements
- Economics Study
- Economics/Vitality Considerations
- Final Vitality Concept
MOUNTAIN VILLAGE

THE NEXT 30 YEARS

Overview

A variety of public, community, commercial and lodging uses are envisioned for the Town Hall Center Subarea that will maintain its role as a hub for the year-round community. With the availability of these uses, this subarea will play a stronger role in providing services and amenities for residents and visitors.

The following overall goals are identified for the Town Hall Center Subarea Plan:
- Welcome visitors and residents to Mountain Village
- Enhance the connection to the outdoors
- Preserve natural assets while balancing the needs of a growing population
- Heighten the quality of design and placemaking

The Town of Mountain Village is looking for ways to support local amenities for the residents of Mountain Village, which could be located or incorporated in the Community Hall and/or the Mixed Use buildings which might include health services, education, and additional community recreational amenities.

The Town Hall Center Subarea will be developed as the civic center for the residents and guests of Mountain Village and the subarea will play a stronger role in providing services and amenities for residents and visitors.
MOUNTAIN VILLAGE
Town Hall Subarea Plan
AREA 1 | VCA EXPANSION
1. Construct 50 workforce housing units
2. Reconfigure surface parking

AREA 2 | COMMUNITY HALL AND SHUTTLE DROP-OFF
1. Excavate and construct tunnel and shuttle stop
2. Construct Community Hall
3. Construct Town Hall facade improvements
4. Construct Town Hall plaza area improvements
5. Construct surface parking areas

AREA 3 | UTILITIES, ROADWAY, AND PARK
1. Demolish existing split road
2. Relocate utilities
3. Construct consolidated roadway improvements including roundabout, drive lanes, parking and drop-offs, sidewalks
4. Construct park elements including pavilions, site furnishings, pedestrian pavement and turf / planting

AREA 4 | FULL BUILDOUT OF PARKING
1. Construct bridge to parking structure and minimize wetland impacts
2. Construct full buildout of garage and facade improvements

AREA 5 | MIXED-USE/MOUNTAIN MUNCHKINS DAY CARE
1. Excavate and construct tunnel
2. Construct shuttle stop and Mixed-Use civic services building

AREA 6 | FUTURE EXPANSION OF CIVIC SERVICES
1. Construct additional office space for possible civic services and uses
A) PRESERVE VIEW ACROSS POND, MEADOW AND PICNIC AREA

B) VIEW OF "BABBING BROOK GARDEN AREA"

C) VIEW OF "SANCTUARY" GARDEN AREA
Elk Preserve: Concept Design Narrative

This Concept Design narrative serves as a description of the initial vision behind Elk Preserve, the community-serving open/green space within the Town Hall Center Subarea of the Town of Mountain Village.

Activity and engagement at the edge of the wetland edge, and an improvement and existing conditions photo following...
MOUNTAIN VILLAGE  
Town Hall Subarea Plan  

POTENTIAL NEXT STEPS

• Complete a Comprehensive Roadway Package
• Complete a Comprehensive Grading Plan (Roadway & Preserve)
• Prepare a Design Package for the Preserve
• Prepare Cost Estimates
• Confirm Funding Strategies
• Confirm Schedule