Town of Mountain Village

CONCEPTUAL DESIGN RECOMMENDATIONS
PLANNING PROCESS

1) STEP ONE – ANALYSIS OF EXISTING CONDITIONS

2) STEP TWO – CONCEPTUAL RECOMMENDATIONS

3) STEP THREE - PREPARE PREFERRED PLAN AND IMPLEMENTATION STRATEGIES
ANALYSIS OF EXISTING CONDITIONS

- Need for certain changes to the Land Use Ordinance and Design Guidelines.

- Existing Land Use Pattern
  - "Scattered" Retail
  - "Critical Mass" Needed

- Insufficient Identity and Ambiguity
  - Clarification Needed
ANALYSIS OF EXISTING CONDITIONS

- Additional activities and venues needed.

- Retail sales not supporting the cost of doing business.

- Parking, loading, and delivery facilities lacking in Village Core.

- Community facilities desired by the public, locations needed to be identified.
Quarterly Retail Sales – Mountain Village and Telluride

Source: Colorado Department of Revenue.
Town of Mountain Village Sales Tax Revenue
December 1996 – November 1999

[Graph showing sales tax revenue from December 1996 to November 1999 for different categories: Short-term Accomodations, Restaurants, Retail Trade, and Other. The graph includes a line plot with months from December 1996 to November 1999 on the x-axis and sales tax revenue on the y-axis.]
Retail Sales Trends in Colorado Resort Towns

Years


Average
Breckenridge
Mountain Crested Butte
Steamboat Springs
Vail

Aspen
Crested Butte
Snowmass Village
Telluride

Note: Arrows indicate year 2000 trends to date.
Real Estate Transfer Tax Revenue – Telluride and Mountain Village

Linked Ski Resorts

Core

Telluride → Mountain Village
Aspen → Snowmass
Crested Butte → Mt. Crested Butte
Steamboat Town → Steamboat Village
Vail Core → Vail Lionshead
Jackson → Teton Village
Durango → Durango Mountain Resort
Winter Park → Winter Park Village
Clarify  Simplify  Intensify  Diversify

- Improve Village Design and Function
- Concentrate Retail Trade Core
- Invest in Critical Retail Draws
  - Exactions  Incentives  Partnering
- Differentiate Retail from Telluride
- Invest in Non-Retail Attractions
  - Ice Skating  Concerts  Other
- Invest in Conference Market
- Affiliate With Telluride Events
- Pursue “Big Ideas”
  - Campus/Learning  Gondola Building
## Telluride Region Retail Market Demands

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Buildout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dwelling Units</td>
<td>3,700</td>
<td>7,036</td>
</tr>
</tbody>
</table>

### Housing Distribution by Type

<table>
<thead>
<tr>
<th></th>
<th>Buildout</th>
<th>Occupancy</th>
<th>Retail Trade Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>50%</td>
<td>100%</td>
<td>$5,000/yr</td>
</tr>
<tr>
<td>Second Home</td>
<td>28%</td>
<td>20%</td>
<td>$60/day</td>
</tr>
<tr>
<td>Transient</td>
<td>22%</td>
<td>60%</td>
<td>$75/day</td>
</tr>
</tbody>
</table>

Supportable Retail Trade (@$250/sq.ft.)

**520,000 sq/ft.**

### Current Retail

- **Telluride**: <220,000>
- **Mountain Village**: <60,000>
- **Other**: <10,000>

**290,000 sq.ft.**

Supportable Addition = 230,000 sq. ft

MV Proposed (3 Hotels, Lot 50/51/59, Grocery Center)

= 130,000+ sq. ft.
Governing Principles for Town of Mountain Village Revitalization

Enhance, over time (in five years...), the economic, cultural, recreational, environmental and social meaning of the Town of Mountain Village, by:

1. Sharpening the distinction and strengthening the linkages between the Town of Mountain Village and the Town of Telluride in a way that benefits both.

2. Enhancing the livability and legibility (i.e., clarifying the image) of TMV.
   - "Put the 'village' back into the TMV"
   - Maintain the quietude and quality of the TMV setting.

3. Making the TMV more visitor/user/merchant functional.

4. Broadening the definition of the TMV beyond skiing.
   - More stuff to do
   - Richer selection of cultural activities

5. Expanding and strengthening commerce in TMV
   - Increase visitation, especially in the summer.
   - Increase "dwell time" in the winter.
Enhance existing tree masses
Augment, enhance existing tree masses
Add discreet low-cutoff roadway luminaires
Remove existing walls and light fixtures
Add discreet tree uplighting along Mountain Village Blvd
Add low indigenous shrubs
Low, mowable natural grasses
Add high natural grasses
Simple, sophisticated entry sign
Remove existing guardhouse
Add discreet tree uplighting along Mountain Village Blvd
Enhance existing tree masses
Enhance stairs, cut back imposing planter

Portal element replaces bus stop; carries lighting, radiant heat, signage

Enhance retail presence of this facade

Sign directing visitor to Main Entry

Cut back mound to make portal more visible

Low "foreground" area

Icon

Add retail presence to this corner
IDENTITY OF TOWN, PORTAL

Gateway: Bus pickup drop off - Shelter, light, heat

One or two icons

More assertive retail

New, iconic centerpiece
Great foreground color, lighting

New, assertive retail

Better visual access

Cut back hill

SOUTH PORTAL
OBJECTIVES OF DESIGN REGULATION REVISIONS

• Evolve the public spaces within the Village Core toward those which are better proportioned as well as more vital, hospitable and interesting to visitors and residents.

• Enhance the contribution of vitality by retail stores and restaurants within the Village Core by encouraging a more visually engaging and physically accessible presence.

• Encourage the use of exemplary photographic examples to illustrate the intent of the design guidelines.

• Establish guidelines for more sophisticated use of color, materials, finishes and lighting on and around the buildings within the Village Core.
Relocate trash enclosure

Infill dark areas with retail

Portal roof with heating elements, columns carry lights

Eliminate bus shelter, add broad stairs

Rework ramp walls

New stairs and HC ramp

Align road

To Main Entry

To Peaks

Down to parking

Down toparking

Infill dark areas with retail

Portal roof with heating elements, columns carry lights

Eliminate bus shelter, add broad stairs

Rework ramp walls

New stairs and HC ramp

Align road

To Main Entry

To Peaks

1" = 40'
GONDOLA BUILDING

1" = 40'

MAIN LEVEL 23,000 SF
2ND LEVEL 10,000 SF
(GROUND LEVEL NOT INCLUDED IN COUNT)

LOT 59 DEVELOPMENT
LOT 151 CR

Possible bridge locations
Second level (dashed)
Escalators to below and above
Window wall
Existing deck (dotted)
Porch roof
Escalator
Tickets
Existing outdoor deck
Existing gondola building
Lift 4

MAIN FLOOR
HEARTH
PORCH
create a CONNECTION

1" = 40'
STONE FIREPLACE + HEARTH
HIGHLY VISIBLE FROM THE EXTERIOR.

INDOOR SEATING W/GLASS 'GARAGE DOOR' ENCLOSURE SYSTEM

CIRCULATION TANKS AROUND THE PERIMETER OF PAVILION

COMMUNITY HEARTH

GLASS DOOR SYSTEM ALLOWS PAVILION TO BE 'SEE-THROUGH'
Rear deck adjoins chapel and pond edge

Preserve views to pond.

Soften edges of Pond with landscaping

Views to pond behind Altar

Preserve views to pond.

THE CHAPEL

MTN VILLAGE POND

TOTAL SQ FT: 4500
INDOOR / OUTDOOR DESIGN

THE CHAPEL

1" = 40'