

# EXISTING CONDITIONS REPORT



Town of Mountain Village

November 10, 2000

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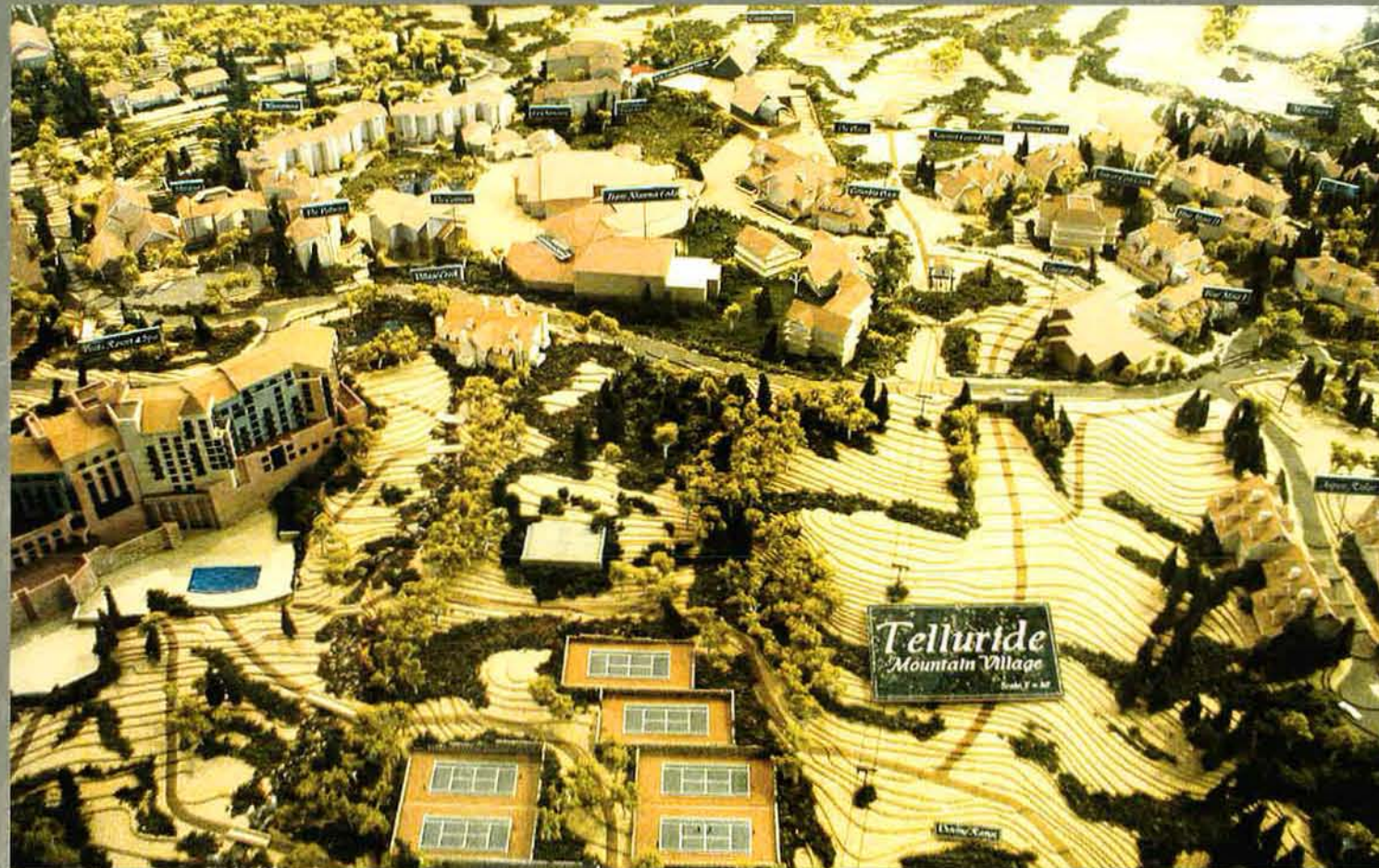


Fig. 2 A view of a model of the Village Core, upon completion looking east. The Peaks Resort is on the left.

### Key Planning Issues

The fundamental planning issues associated with the need for this updated planning process are as follows:

- The Town of Mountain Village has reached a point in its development where it is prudent to evaluate both existing conditions and future opportunities the process of this is to prepare an updated physical and strategic Master Plan which will serve to guide the

future development, appearance, and various functions of Mountain Village. This plan must also emphasize a mission, a vision, and a strategy for accomplishing critical investments needed to achieve these goals.

- It is important at this point in the Town's evolution to identify what Mountain Village hopes to become given its local and economic relationship to the Telluride region.

- With only a handful of vacant development parcels remaining in the Village core, these parcels and their design, development, and use will be critical to maintaining the on-going success of the Village Core (Figure 1).
- An opportunity exists to create additional amenities and activities within Mountain Village for the purpose of enhancing the quality of life for both visitors and residents.
- The overall image and character of the Mountain Village needs to be improved in order to create an improved aesthetic character.

## EVALUATION OF EXISTING CONDITIONS

### Existing Regulatory Framework

Land uses within the Town of Mountain Village and the physical design of those uses are regulated by two primary documents, the *Town of Mountain Village Land Use Ordinance* and the *Design Regulations*.

### The Town of Mountain Village Land Use Ordinance

The Land Use Ordinance (LUO) establishes the overall permitted density for the Town and sets forth the zoning process and various development standards that pertain to development of property within the Town.

The total permitted density within the Town as governed by the LUO is 8,027 persons and this number cannot be exceeded except to allow for the creation of additional multi-unit Employee Housing. All development property within Mountain Village has a density allocation which corresponds to the property's Zoning Designation. Density for each Zoning Designation is calculated as follows:

**Design Regulations**

A Design Review Board (DRB) has been established to evaluate the design of new development and re-development and in addition to the Board's architectural review function, the DRB serves as the Planning and Zoning Advisory Board and reviews all zoning applications and makes recommendations to the Town Council. The Town Council makes the final determination of all zoning matters.

The Design Regulations for Mountain Village have been established to guide the development of property within Mountain Village and are used along with the LUO by the DRB in their evaluation of various development proposals.

It is our hope that the observations and suggestions herein will provide the Town, working with the consulting team, with a point of departure for refining these guidelines. In many cases, these guidelines can benefit most through the use of exemplary photographic images.

Much of the interpretation of these regulations and guidelines is left in the charge of the Design Review Board, whose membership, as it evolves over time, may or may not be best qualified to assist the developer with specific advise and criticism that pushes the design of the Village Core toward a higher standard of vitality and appeal.

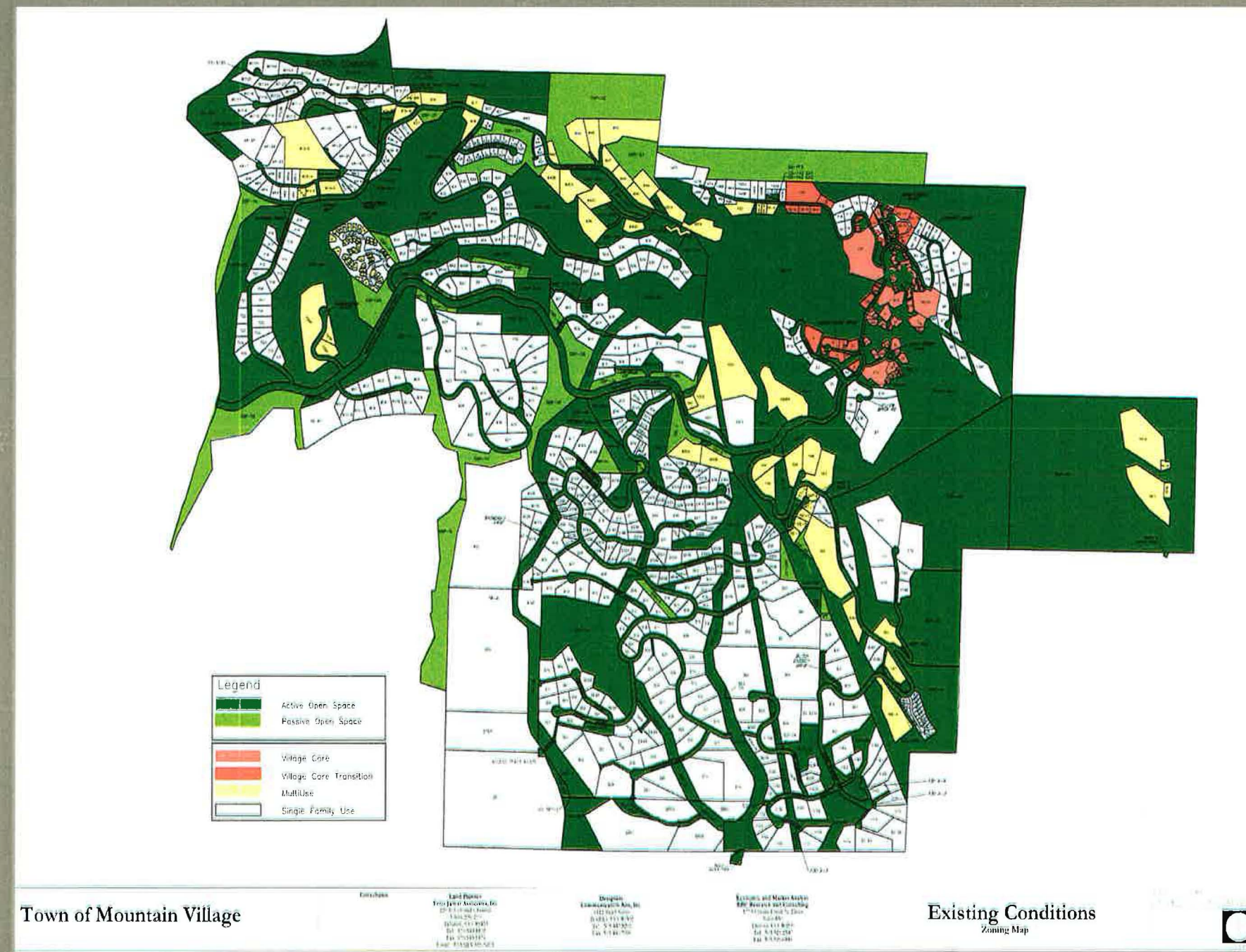


Fig. 3 All property within the Town of Mountain Village falls into one of six Zone Districts, as shown in this diagram.

**5-102-3**, p 21, "Site Plan Layout": Snow shedding requirements must not preclude pedestrian circulation and/or outdoor restaurant seating against buildings in the Village Core. Section 8-203-3, p 37 also alludes to this issue.

**8-301-2**, p 38, "Exterior Wall Form": Add clarity to this paragraph: "The form of exterior walls within the Village Core should respond to the public spaces they confine..." Emphasis should be placed on the relationships between the restaurant/retail spaces and the public ways and plazas they border. (Figure 6)

**8-302-1**, p 38, "Exterior Wall Material": Add a specification requiring a hierarchy of stone sizes, beginning with noticeably larger stones at the base of a form or wall which are of a scale appropriate to the size of the building form; (Figure 7) also, specify that stones "turn the corner". Stones of all the same size should not be allowed, because this kind of layout appears artificial.



Fig. 5 Contemporary storefronts are frequently found in traditional contexts.

## *The Second Level of perception, "Mountain Village streets and malls" mainly discusses buildings as objects rather than the relationships among buildings.*

**8-401**, p 40, "Color": A palette of colors should be developed from which the architects or owners select. This should result in the use of more sophisticated colors in Mountain Village. There should be a palette for stucco; a palette for painted surfaces; a palette for stained wood; a palette for window trim; etc.

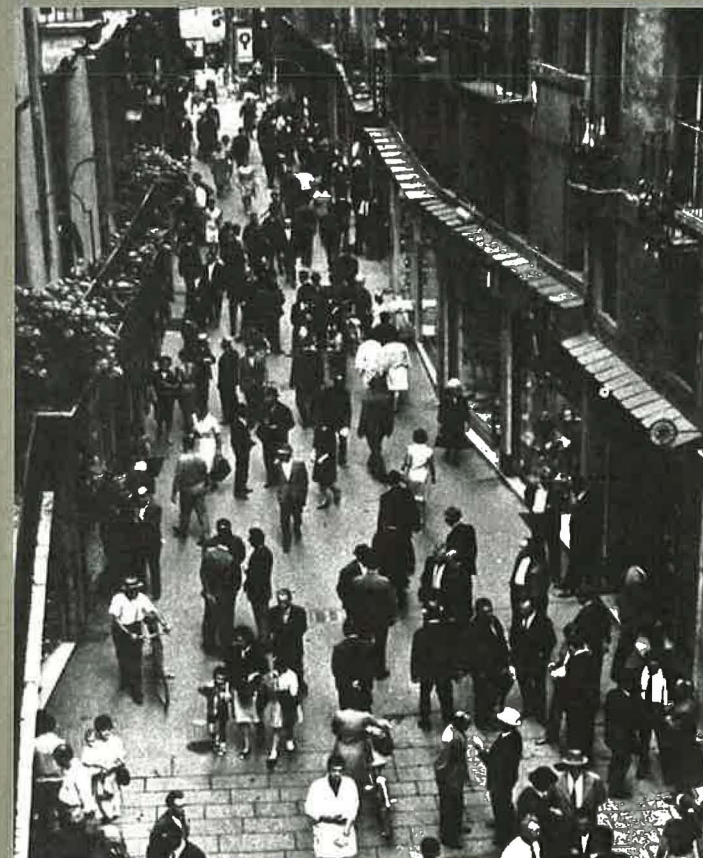


Fig. 6 Many of the most vital pedestrian streets in the world are intimate in scale and activated by easily accessible stores and restaurants.

**8-503-2**, p 42, "Windows-Village Core": It should be reinforced here that exceptions will be considered that allow the restaurant and retail storefronts to be more contemporary, provided the design is of a sophisticated quality.



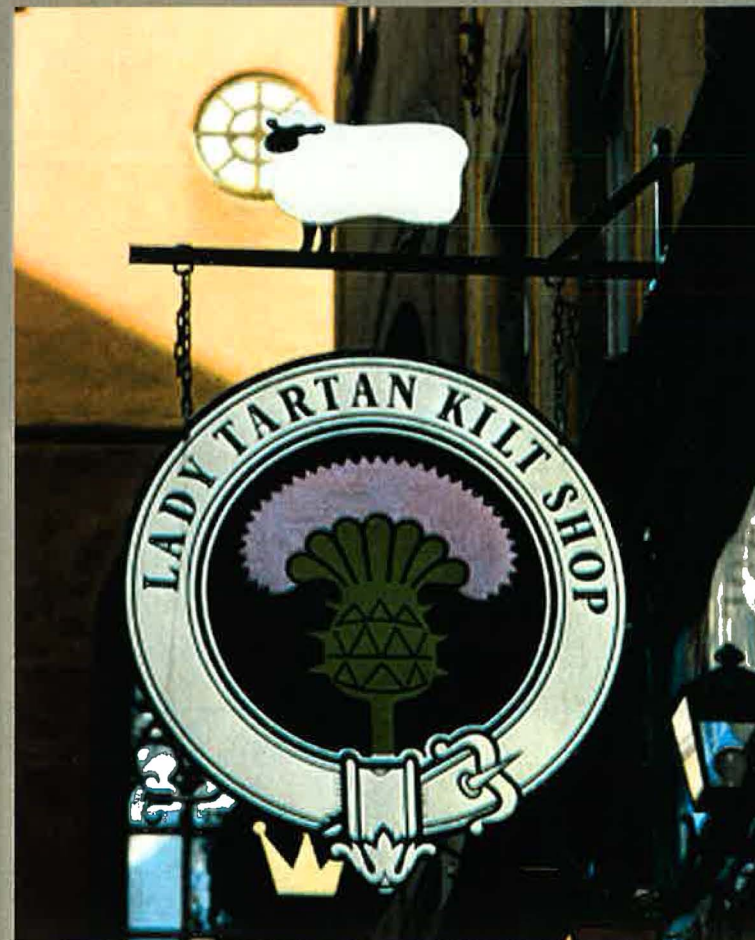
Fig. 7 A wall using a hierarchy of stone sizes.

***We suggest the language of the Graphics and Signage be more specific, while including photographic images of exemplary design of sign types that will project the appropriate character for the Village Core.***

**2.4 "Paths and Walkways":** The section on secondary walkways should include a discussion of how they can enhance or detract from the success of the Core retail. We suggest that these walkways not be allowed to separate the retail and restaurant frontages from the main pedestrian flow, through the use of grade changes, planters, constricted arcades, recessive nooks or other secondary routes of travel that, while proximate, nonetheless isolate them from the main flow of pedestrian traffic.

**Section 4 "Graphics and Signage":** We suggest the language of the graphics and signage section become more specific, while including photographic images of exemplary design of sign types that will project the appropriate character for the Village Core (Figure 9.) Included in the more specific language should be a discussion of sign body materials, whether painted surfaces are acceptable (other than wall signs) and which approaches to lighting the signs are allowed and disallowed.

*Fig. 9 Images of exemplary signing can inspire prospective tenants.*



### Existing Land Use

The Town of Mountain Village keeps track of existing development through the Development Status Report (DSR), as compiled by Town Staff.

As of June 30, 2000, the existing residential development statistics were as follows:

Land Use Type	# Units Complete/In Process
Single Family/Duplex	267
Condominium	512
Hotel	189
Hotel Efficiency	12
Employee Apartment	249
Employee Dorm	149
Condo Conversions	477

In addition, the DSR indicates that a total of 445,839 square feet of "Commercial" space exists. However the label "commercial" space is misleading in that this is a gross calculation of all non-residential space. For example the total square footage listed as commercial in the DSR for the Peaks is 196,400 when the true "commercial" space is about 28,000 square feet.

In order to get a better idea of the actual commercial square footage that is currently built within the Village Core, as well as an understanding of the type and arrangement of that commercial space (including vacant space), the study team developed a map estimating the existing ground level conditions within the Village Core. This map is shown in Figure 10.

Also, the Peaks Resort, contains various commercial uses as follows:

Restaurant	12,740
Retail	5,800
Spa/Health Club Facilities	45,660
Office	4,200

In aggregate, then, the approximate totals of existing "commercial" space within the Village Core are:

Use	Sq. Ft.
Office	51,273
Restaurant	32,161
Retail	32,200
Vacant	33,410
Skier Services (ski school, ticket windows)	1,291

The arrangement of these uses at ground level, as depicted in Figure 10, reveals several characteristics:

- Scattered retail with no consolidated shopping area
- A large amount of office space occupying prime plaza frontage and the ski base area
- A large amount of vacant spaces, primarily on the east end of the Village Core.

Several vacant, undeveloped parcels of land exist within the Village Core and their design and use will be critical to the future success of the Village Core. These are Lots 50 A, B, and C, 51, 38, 59 (under construction), 161, 129. Of these, Lots 50A, B, and C, and Lot 51 are controlled by the governmental entities of the Mountain Village. The opportunity exists on these parcels to establish certain parameters for their development as part of this master planning process.

In addition to the Village Core Area, the Meadows area near the base of

the Chondola contains a component of commercial space. Prospect Plaza One and Prospect Plaza Two contain a total of approximately 8200 square feet of office space, 1700 square feet of building material supply, and approximately 15,000 square feet of office/light industrial space. Currently about 2600 square feet of office space in this area is vacant. This area is zoned mixed use.

At the base of the Chondola are located Big Billie's restaurant and a small sporting goods retail space.

**Several vacant, undeveloped parcels of land exist within the Village Core and their design and use will be critical to the future success of the Village Core.**



Fig. 11 Scattered retail, vacancies, ground level office uses, and vacant, undeveloped parcels in the Village Core all contribute to the Village Core apparent lack of vitality.



Fig. 16 The entry element sends an ambiguous message to the visitor. Is this a town or a private real estate development?



Fig. 17 The first of a series of structures leading into the Town of Mountain Village that appear to be guard houses.

- The implicit message upon the entry and arrival sequence into the Town of Mountain Village beginning at Rt 145, is not one of welcome but of exclusivity:

- The stone gateway bespeaks entry to a private real estate development instead of an incorporated Colorado town (Figure 16).

- The small, dark brass identity placards on the stone entry elements are very difficult to see both during the day and at night.

- The three roadway structures encountered by the visitor during the entry drive into the town appear to be guard houses and send a subliminal, discouraging message to the visitor (Figs 17, 18, 19).



Fig. 18 The second guard house.



Fig. 19 The third guard house.



There is no clear wayfinding signing system to assist the visitor in finding his destination.

- The wayfinding signing that does exist consists of directories, signing, and type that are small and difficult to easily read (Figure 23,24).
- The overall approach chosen for the signing design does not communicate the special qualities of the Town of Mountain Village (Figure 25).



Fig. 23 Typical directory in the Village Core



Fig. 24 A sample of the signing type and quality.

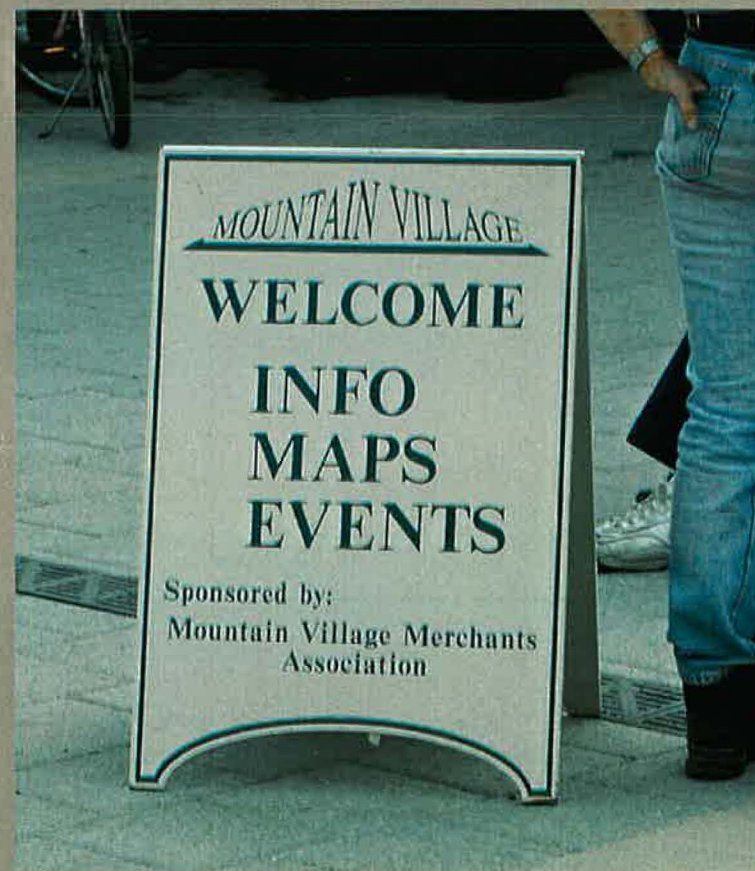


Fig. 25 Gondola station signing in Telluride.

**Identity**

The variety of names and logos currently in use send a message of ambiguity to visitors and residents alike. Is it “TELLURIDE Mountain Village” as it appears on the town fleet vehicles and directories or “MOUNTAIN VILLAGE” as seen on the Merchant’s Association sign at the gondola station in Telluride (Figure 26)?

- The identity design(s) does not communicate a sophisticated image to the public.
- The logotype is difficult to read and lacks the visual decisiveness and impact of a more refined design.



Fig. 26 The Town of Mountain Village Identity, shown here, would benefit if it were more consistent, legible, and sophisticated.

**Social Focus**

During our summertime visits, the village core appeared moribund. Activity generated by events such as the Joffery Ballet, the Summertime Concert Series, Film Festival, and corporate retreats have been very popular with residents, visitors and merchants alike (Figure 27). There seems to be the desire, capacity, and ability to coordinate more of these kinds of events within the Village Core, although there remains a need to further develop appropriate open spaces and venues to accommodate them.

At the same time, the existing Village Core is not arranged in a way that maximizes the contribution of increased activity to its overall vitality. We observed a number of circumstances that aggravate this problem:

### Economic Conditions

This section describes the economic base of the Telluride region with a particular emphasis on economic and demographic trends in the Town of Mountain Village. The first part of the section contains a quantitative analysis of past economic and demographic trends and future economic potential. The second part reports the findings of qualitative research, particularly interviews with retailers in the Mountain Village.

### Population

**Residents.** San Miguel County is home to approximately 6,200 year-round residents. As shown in Figure 31, the town of Mountain Village has approximately 826 full-time residents, which is less than half the population of the town of Telluride, and only about 13 percent of the total county population.

Estimated Resident Households and Population, 2000

Area	Resident Units	Persons/Household	Estimated Resident Population
Town of Mountain Village	430	1.92	826
Town of Telluride	863	2.29	1,976
Norwood	286	2.32	664
Ophir	55	2.50	138
Sawpit	16	2.39	38
Unincorporated	1,028	2.50	2,570
<b>Total – San Miguel County</b>	<b>2,678</b>		<b>6,212</b>

Fig 31 Source: Local governments for primary housing unit estimates; San Miguel County Housing Needs Assessment, 2000, Rees Consulting.

Resident units comprise about 60 percent of the Telluride region's total housing units. The share of resident units is lower in the Mountain Village, where an estimated 47 percent of the total units are occupied by residents. The majority of Mountain Village residents live in restricted employee housing complexes, supported in part by a one-half percent sales tax levied specifically for affordable housing support. The Mountain Village has the highest percentage of units that are rentals (65 percent of total units, compared to 39 percent for the region).

**Visitor capacity.** According to the Telluride and Mountain Village Visitor Services (TMVS), the Telluride area supports approximately 1,250 short-term lodging units accommodating about 5,000 guests at full utilization (Figure 32). The Mountain Village can host approximately 30 percent of the area's temporary guests.

Telluride and Mountain Village 1999 Commercial Bed Base Number of Guests in Short-Term Rentals, Peak Period Capacity

	Telluride	Mountain Village	Total Guests
Bed & Breakfast	163	51	214
Hotel/Motel Rooms	969	480	1,449
Condominiums	2,183	811	2,994
Private Homes	237	246	483
<b>Totals</b>	<b>3,552</b>	<b>1,588</b>	<b>5,140</b>

Fig 32 Source: TMVS Bed Base Report, December 1999; BBC Research & Consulting, 2005. Note: Does not include private units not available for rental; data assumes full occupancy.

It should be noted that the above data only include those units that are available for rent. The actual total guest population includes temporary residents and guests in private dwellings.

### Skiing

Skiing has traditionally dominated the local economy, although in recent years the real estate industry combined with the basic attractiveness of the area have diversified visitor activity. With normal snowfall, the Telluride ski area attracts approximately 350,000 skier visits annually and has garnered an increasing share of the Southwestern Colorado ski industry (Figure 33).

Southwestern Colorado, Skier Visit Comparison

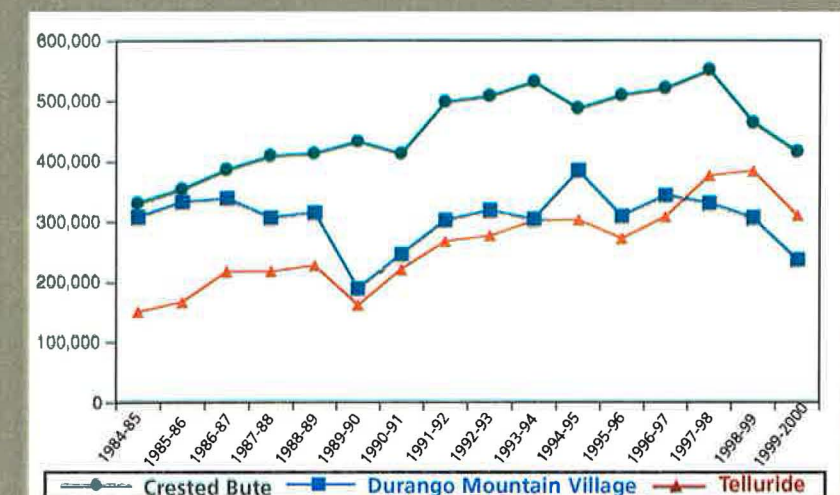


Fig 33 Source: Colorado Ski Country, USA.

Crested Butte has held between 40 and 45 percent of the skier market in southwestern Colorado; Durango Mountain Resort has held between 25 and 40 percent; and Telluride, between 20 and 30 percent. It appears that in recent years the market share held by Durango Mountain Resort has shifted to Telluride. The Telluride ski area is in the process of a major expansion, which is designed to offer more diverse terrain for mid-level skiers, and a broader array of skiing options for week long guests staying in Telluride.

Despite these circumstances, retail sales in the Mountain Village grew significantly. Retail sales generated by the Mountain Village were about 13 percent of retail sales in Telluride in 1998, compared to 32 percent in 1999. Telluride's retail sales activity is somewhat less seasonal, however.

What explains the strong performance of the Mountain Village and decline in retail sales in Telluride, when both towns should have been affected by the poor ski season in 1999? The town of Mountain Village is experiencing a growth cycle, while Telluride has been established for sometime. It is likely that retail sales in the Mountain Village were affected by the poor ski season, but this effect is masked by the upward sales trends. It is probable that the Mountain Village would have shown even stronger performance in retail sales had the season been more favorable.

Another reason for the difference in performance is that the retail sales trends in the Mountain Village are more reflective of trends in accommodations, since accommodations make up a significant portion of total retail sales in the Village. Telluride has a more balanced mix of retail trade and accommodations, however. Therefore, comparing the retail sales performance of the Mountain Village to Telluride is not unlike comparing the performance of short-term accommodations to that of retail trade.

The following exhibit (Figure 37) shows recent trends in retail sales separating out sales from accommodations, as measured by the volume of sales taxes.

As the graph demonstrates, revenues from sales other than accommodations make up a considerably lower portion of total sales tax revenues than revenues generated by accommodations. The seasonality of the non-accommodation revenues is similar to that of accommodation revenues. As the graph demonstrates, the bulk of the retail sales tax revenues in the

**Town of Mountain Village Sales Tax Revenue  
Dec. 1996 - Nov. 1999**

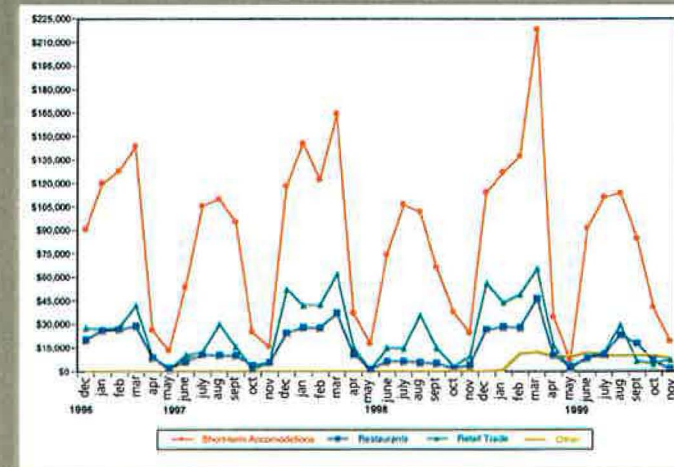


Fig 37

Mountain Village were from short-term accommodations. In fact, sales taxes generated by short-term accommodations made up about 66 percent of total retail sales tax revenues between January and November 1999, while retail trade made up 18 percent and restaurants made up 11 percent. (The "other" retail sales that are separated out of the total in 1999 include telecommunications and consumer finance companies; data for these companies were not available in earlier years).

Thus, the growth in retail sales in the Mountain Village has been fueled almost entirely by rising revenues of lodging establishments at the Village, a significant share of which were generated by The Peaks Resort. The growth in retail trade and restaurants during the last few years has been mild at best.

**Lodging Activity**

Since 1993, San Miguel County has imposed a 2 percent tax on all over-

night commercial lodging within the county. The volume of the revenues generated by this tax is a good indicator of trends in lodging activity. Over the decade, lodging tax revenues have grown nearly six-fold, although the pace of growth has slowed since 1994 (Figure 38).

In 1999, lodging tax receipts declined for the county overall, as a result of a low snowfall season. This was the first year that the Town of Mountain Village opted to collect the lodging tax independently, and the town's collections made up 41 percent of total lodging tax revenue in the county.

**Assessed Valuation**

Total county assessed valuation fluctuates as annual reassessments occur and annual changes in assessed valuation can reflect many factors other than changes in real property values. In 1999, the town of Mountain Village had an assessed valuation of approximately \$1.11 million or about one-third of the total valuation in the Telluride region.

**San Miguel County Lodging Tax Revenues**

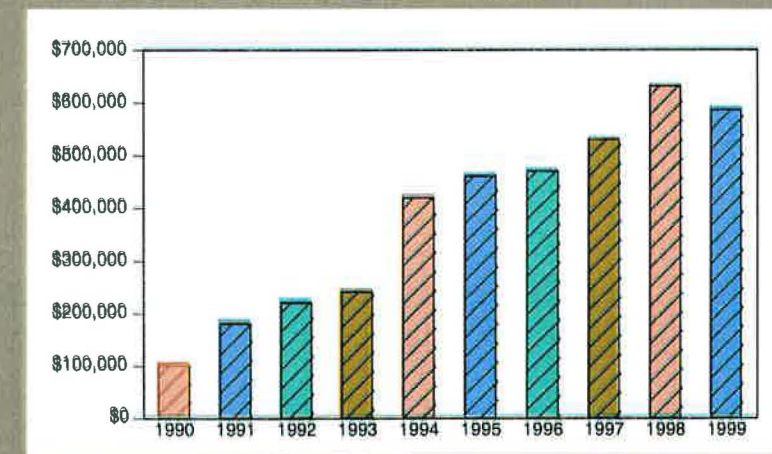
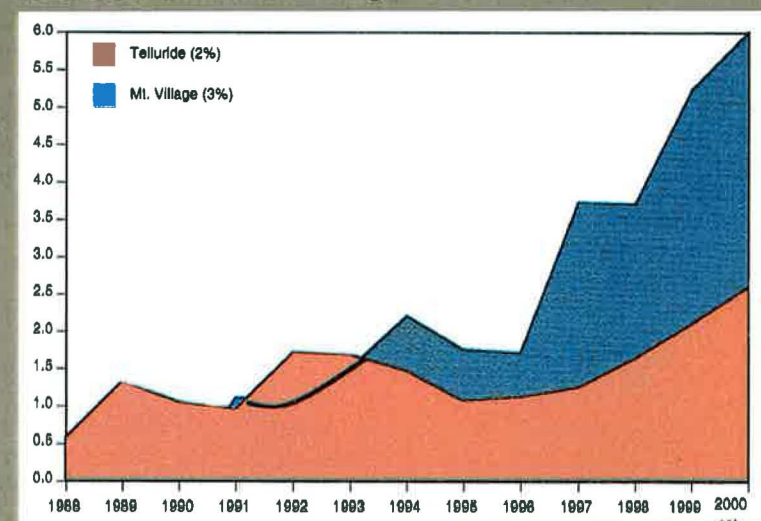


Fig 38 Source: San Miguel County (2% tax rate); As reported in *Telluride Con-sulting, A Profile of Telluride, Vol. 12, 2000.*

**Real Estate Transfer Tax Revenue,  
Telluride and Mountain Village**



**Fig 43** Source: Telluride Consulting, *A Profile of Telluride, Vol. 12, Year 2000* and BBC Research & Consulting.

Early reports for the year 2000 indicate that real estate sales values are likely to grow by 50 to 70 percent in comparison to 1999.

As indicated in Figure 42, the town of Mountain Village has experienced extraordinary rates of growth in the value of real estate sales in recent years.

The same trends are shown in Figure 43 which compares the real estate transfer tax receipts from both the town of Telluride and the Mountain Village. These revenue sources (a 3 percent tax on the sale of all real property) are another indicator of the trends in real estate.

The 3 percent real estate transfer assessment in the Mountain Village is projected to generate over six million dollars in tax revenues in the year 2000.

### Retail at the Mountain Village

The consultant team met with the current occupants of the commercial space in the village core to speak about their experiences at their Mountain Village locations. Retailers who had considered opening stores in the Mountain Village were also contacted.

The team and retailers discussed the ideal types of commercial mixes in the Mountain Village, sales trends, events that have stimulated activity in the village, the perception of the village, the best and worst locations for retail, and the relationship of the village to Telluride. A summary of comments from these discussions is summarized below.

#### What are the best locations for retail in the Mountain Village?

- Many of the best locations are occupied by real estate offices that don't need the same visibility to attract people. Offices should be located on the second floor.
- The best locations are occupied by the ski company. However these locations should not be sports stores or real estate offices, but restaurants and sidewalk cafés. Something that actively draws people into the village is needed.
- Retail shops should not be located near active construction sites, which reduces sales.
- The ski in/ ski out locations are the best.

#### What have sales trends been during the last five years at the village?

- Business has been improving slowly.
- Business has been up this year, although the increases are not huge.
- Numbers have been flat. Sales from this summer are lower than last year.
- Sales in Telluride are more than 10 times higher than the sales at the Mountain Village.
- 1999 winter revenues were depressed by the poor snow conditions, but summer months have been up over prior years.

#### What are the trends in the cost of doing business?

- Lease rates were very competitive initially. Currently, rates range between \$25 and \$30 per square foot, or about \$5-10 per square foot cheaper (or 2/3 of the lease rate) than in Telluride. However, the Mountain Village gets far less than two-thirds of the foot traffic.
- Lease rates are too high, especially to support the low volume of traffic. This is the primary reason for all of the vacant space.
- It is not the lease rates as much as the hidden costs (HOA fees, property taxes) that are high.
- The businesses that are taking the risks and incurring costs upfront to build the village aren't seeing any rewards.
- Many tenants said they would not be interested in renewing their leases if business did not improve soon.

***“The Summer Concert Series was a huge success. It made the Village feel alive and increased business for many of the restaurants.”***

***Retailers in the village core are experiencing less favorable economic conditions. Sales are flat or only up midly. Foot traffic has not increased with expectations, and sales are not supporting the increased costs of doing business in the village.***

#### **Are there community facilities that are needed in the village?**

- We have enough recreation in the outdoors; we do not need a major recreation center.
- More public restrooms.
- Fewer public restrooms; we want people to come into the stores to use the restroom.
- The Mountain Village needs its own visitor's center. The Telluride and Mountain Village Visitor's Bureau is not very effective.
- An ice rink.
- An outdoor amphitheater or other performance space.
- Youth programs are clamoring for space.
- A corporate training center.

#### **Other Comments**

##### **Marketing the Mountain Village**

- Advertising in Telluride magazines has been unsuccessful.

- The Peaks does not market the Mountain Village at all. The resort takes people and keeps them.
- Landlords are not doing much to attract tenants.
- The primary focus of the retailers should be in running their businesses, not marketing the Mountain Village.
- The town needs its own marketing director.
- The name of the Telluride Conference Center should be changed to the Mountain Village Conference Center.

#### **Design and Planning**

- Parking in the village is difficult. Deliveries are difficult to make.
- Parking needs to be added to the Village Core.
- The Mountain Village needs better maps and signage. Signage is very poor.
- The resident base is too low. Would like to see 50 percent of the units/ population be permanent residents.
- Density should be increased in the village core; it is too spread out currently.

- Converting some of the empty retail on the first floor into housing might be a possibility.
- Long standing construction fences add to the confusion of the new Mountain Village visitor.

#### **Workforce Issues**

- One of the biggest problems of doing business in the mountain village is finding employees. Turnover is very high; employees are not dedicated; they leave after 2-3 months. This leads to high training costs.
- Affordable housing for employees is also a major problem. Some retailers provide housing for their employees, which is very expensive. We would be willing to contribute to town-sponsored affordable housing if our employees could live there.
- Telluride businesses can pay more for workers (and they do).

#### **Image, Identity**

- With the high prices of flights, the Mountain Village is not any cheaper than Europe. Skiing and lodging are overpriced. And our service is not as good.
- People come to the village for a free gondola ride and then go home. Or, for people staying here, just a place to sleep.
- Mountain Village needs to provide an experience that consumers want to come back too. At this point, the lack of quality service is not bringing people back.
- Relative to Telluride, Mountain Village is perceived as very clean, not too funky, and lacking in history – those attributes that distinguish Telluride.

***Many casual visitors may interpret the combination of signage and gated entry as a "Visitors MUST Park Here" message.***

- The Village core in summer exhibits characteristics of a small urban center on weekdays and a resort community on weekends. The Village is a weekday attractor of work trips and producer of Telluride Region trips made by guests and owners. On weekends the gondola plays the major role in transporting regional day and destination visitors, particularly to/from Telluride.

- The current infrastructure cannot accommodate occasional semi-trailer trucks efficiently. This limitation of goods delivery may hamper the core Village reaching its full potential of commercial floor space.

The next phase of the study will provide recommendations relative to parking and circulation needs within the Mountain Village core area and will correspond to the next phase of the overall master planning effort.



Fig. 46 The Town of Mountain Village enjoys a state-of-the-art conference center.

## Public Facility Assessment

During the next several years, Mountain Village is expected to continue to grow and increased development will produce an increase in resident population, visitors, and as a result, increased demand for facilities and services. As a component of the master planning process, it is important to identify possible needed or desired facilities for the future. Subsequent phases of the planning process will include an analysis of potential facility locations and financial strategies for meeting the projected community needs.

In developing a list of potential facilities, the consulting team visited existing facilities in the Town and region, interviewed Town administration, merchants, and others active in Mountain Village affairs, and solicited public input.

Main facilities that have been identified through this process by the community as desirable are:

- Church/Interfaith Chapel
- Outdoor Amphitheatre
- Skateboard Park
- Outdoor and Indoor Ice Rinks
- Municipal Offices
- Large Grocery Store
- Additional Public Parking within the Core Area
- Loading and Delivery Facility
- Expanded Solid Waste Facility

In addition to those facilities identified by the community, facilities that are typically found in other successful resort communities include:

- Recreation Center/Playing Fields

- Visitors' Center
- On-Mountain Recreation Facilities/Activities

The five-year budget for the Town of Mountain Village shows a surplus of between \$2.5 and \$4 million per year, or a total surplus of \$12 million between 2000 and 2005. In the long term plan, these funds are dedicated to community capital improvements, including the following:

- Landscaping improvements - \$3.6 million;
- Ice skating rink - \$1.3 million;
- Outdoor amphitheater - \$3.9 million;
- Community services building - \$1.7 million;
- Chincoda improvements - \$200,000;
- Gondola improvements - \$2.4 million; and,
- Purchase of Lot 50 for additional parking and the development of the community services building - \$3.8 million.

The capital expenditures listed above consume the entire projected surplus. As the town grows and the community facility needs become more defined, these priorities may change. However, under the current long term plan, any community facilities that are not listed above would compete with these facilities for funding.

Existing public facilities in Mountain Village include a new municipal building housing police, fire, and other municipal functions. In addition, the Telluride Conference Center, which includes 11,000 square feet of meeting space, was recently completed. The Conference Center's Mountain Village Ballroom is approximately 6000 square feet and the Center includes state of the art audio/visual equipment, multiple data-port and high speed communications access, and the space is flexible to accommodate a number of types of performances, meetings and gatherings.



Fig. 47 The flower program within the Village Core provides universal appeal.

## Conclusions & Next Steps

At the conclusion of Phase One of the Master Plan Study, the consultants have made the following observations:

- The current Land Use Ordinance requires all space on the ground level fronting on plazas within the Village be devoted to commercial space. The consultants believe that it should be evaluated whether in certain very limited instances around the periphery of the Village core to allow a transition of uses. For example, a space may begin as residential and as the market creates demand for retail uses, the space can easily be converted to pedestrian-oriented uses such as restaurant and retail. Additionally, many of the existing ground level office spaces fronting upon the plazas occupy the premier retail locations within Mountain Village's core.

- Many of the existing Design Regulations inhibit good commercial/retail storefront design. Grade changes and the required introduction of landscape elements often inhibit or prevent the kind of casual, barrier-free access that characterizes great retail. There is not enough required differentiation between the design of ground level retail spaces and the architecture that typically occurs above the shops. The ground level of these buildings should have a stronger differentiated character, setting the stage for dramatic and compelling retail presentations. Revisiting the Design Regulations with specific goals in mind will greatly improve the chances of achieving a rich human scale and exciting visitor environment.
- The existing land use pattern within the Village Core reveals scattered retail uses with no consolidated shopping area and a large amount of vacant space. The "body heat" or critical mass necessary to create great retail is dissipated by the dilution of retail concentration.
- The most serious environmental image problems are insufficient identity and ambiguity ("...Which Telluride is this...") in terms of way finding, circulation, parking and general information for visitors. The entire entry sequence, beginning at Society Turn must be revisited, clarified and made part of a Telluride Mountain Village "message" of welcome and gracious western mountain hospitality.
- The Village Core is not arranged in a way that maximizes the contribution of increased activity to its own vitality. Additional activities and venues are needed to create the types and level of activity desirable within a Resort Village atmosphere. The activities in Mountain Village must diversify beyond simply skiing in winter.
- Economic factors within Mountain Village indicated that the area has great potential, however, foot traffic has not increased with expectations

and retail sales are not supporting the increased costs of doing business in the Village.

- Parking and transportation issues include:
  - Signage, identity and directional issues.
  - Parking supply for the public.
  - Lack of loading and delivery facilities.
- The five-year budget for the Town indicates a surplus of approximately \$12 million between 2000 and 2005 with several community capital improvements slated to receive those funds. Decisions will need to be made as community facility needs become more defined, whether these priorities need to change.
- Public input has revealed a general concurrence with the findings of the consultants team and the desire to proceed with plans to implement various improvements and investigate adding desired facilities.

### Next Steps

The findings, ideas, and conclusions contained within this Existing Conditions Report form the basis for the next phase of the planning process. Conceptual design and planning recommendations, that are both design and regulatory in nature, will be prepared and presented to the Town, and reviewed in Public Workshop #2.