

TOWN OF MOUNTAIN VILLAGE MASTER PLAN UPDATE

SUMMARY OF RECOMMENDATIONS

Prepared for:

The Mountain Village Planning Advisory Committee

Prepared by:

**Peter Jamar Associates, Inc.
Communication Arts, Inc.
BBC Research & Consulting**

February 2001

TOWN OF MOUNTAIN VILLAGE MASTER PLAN UPDATE

SUMMARY OF RECOMMENDATIONS

I.0 INTRODUCTION

In June of 2000, the Town of Mountain Village, Mountain Village Metropolitan Services, Inc., and the Mountain Village Metropolitan District jointly initiated a master planning process designed to evaluate current conditions in the Town of Mountain Village and identify opportunities for improvement.

The first step of the master planning process was an analysis of existing conditions in Mountain Village as well as an analysis of regulatory controls. Public input was solicited both through individual interviews and a public work session designed to solicit the ideas of residents, property and business owners, and guests of Mountain Village. The results of the first step are summarized in The Existing Conditions Report completed on November 10, 2000, copies of which are available in the Town of Mountain Village office.

The second phase of the planning process has been the preparation of conceptual design recommendations for dealing with the issues identified within the analysis of existing conditions. These recommendations have been developed by the consultant team and were presented to the Planning Advisory Committee work session on November 21 and to the general public in a public meeting held on November 29th. Approximately 100 people attended the public meeting, listening to the consultant's presentation of the recommendations and offering their input.

The purpose of this report is to summarize the conceptual recommendations. Next, priorities for the implementation of recommendations will be reviewed by the Planning Advisory Group and finalized by the Town Council, Metropolitan District Board and Metropolitan Services Board.

2.0 GOVERNING PRINCIPLES

The consultant team has developed a set of “governing principles” that set forth the overall broad goals of the master plan update. They have been developed as a result of the findings in the analysis of existing conditions.

These governing principles are as follows:

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 resident/merchant/visitor functional.
4. Broadening the definition of the TMV beyond skiing.
 - More things 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.
6. Create “the brand” for Mountain Village.

It is important that each recommended program or activity undertaken as a part of the master plan update be constantly evaluated against these governing principles.

3.0 RECOMMENDATIONS

The recommendations that follow have been developed as a result of the findings and ideas generated within the analysis of existing conditions. The recommendations are intended to carry out the objectives stated within the "Governing Principles" and can be grouped into the following four general categories:

1. Commercial and Business Strategies/Retail Stimulation
2. Regulatory Recommendations
3. Land Use, Circulation, Environmental Image and Character Recommendations
4. Public Facilities Recommendation

3.1 COMMERCIAL AND BUSINESS DEVELOPMENT STRATEGIES

The Town of Mountain Village has struggled to maintain a viable and engaging commercial base. The consultant team surveyed Mountain Village land uses and estimated that in the Fall of 2000, the Mountain Village had approximately the following allocations of commercial space:

USE	SQ. FT.
Restaurant	32,000
Retail	32,000
Office	51,000
Vacant	33,000
Skier Services	1,300

The above counts include all ground floor space, retail and restaurant uses in the Peaks Lodge and dispersed second floor commercial uses throughout the village. By December of 2000 some of the vacant space had been absorbed, but reportedly at significantly discounted lease rates. The Town of Telluride is reported to have about 220,000 square feet of

retail and restaurant space. Telluride vacancy rates are low. In sum, although the town of Telluride has a visitor bed base and local population that is roughly twice the size of Mountain Village, Telluride supports nearly four times as much restaurant and general retail space.

Mountain Village's challenges in supporting commercial business are also reflected in seasonal sales tax trends (See Existing Conditions Report, October 2000), which indicate very modest retail sales levels and slow growth rates, particularly if short-term accommodations sales are removed from the data. One conclusion of the existing conditions analysis is that the unique gondola connection between the two towns has reinforced Telluride's role as a commercial center and Mountain Village's role as a residential center. Convenient access to Telluride has generally weakened Mountain Village's ability to support restaurant and general retail activity. Case studies of other similar resort situations, support the observation that it is difficult to sustain two retail centers.

Finally, as part of the analytical process, the consultants projected overall retail demand for build out of the Telluride region which indicated that future retail/restaurant growth in both communities is unlikely to exceed a combined 250,000 square feet (new space). Thus, retail development and growth opportunities exist, but Mountain Village should acknowledge practical limitations to substantial future retail expansion.

The following are recommendations for immediate retail stimulation and long- term retail stability:

3.1.1 Commercial and Business Development Recommendation #1 - Immediate Stimulation:

- Evaluate an incentive program or other strategies to attract "key" new merchants and enhance current retail environment.
- Interview and organize landlords, building owners and leasing agents; identify all current leasing efforts, successes and failures, explain apparent lack of landlord concern/effort, test willingness to support mutual tenant identification and leasing effort (including buildings under construction).
- Identify and retain master leasing agent; implement aggressive outreach effort beyond Telluride region.

3.1.2 Commercial and Business Development Recommendation #2 - Concentration:

- Clearly identify and designate retail core; where and why

- Develop guidelines for temporary use of ground floor and locations where temporary use is acceptable (See Regulatory Recommendation # 1). Discuss with landlords as a part of #1 above.

3.1.3 Commercial and Business Development Recommendation #3 - Conference Market and Non-Retail Attractions:

- Develop Conference Market Analysis - How do we grow? Barriers to growth; Cost and efforts needed to stimulate conference market? Develop long term strategy.
- Attractions White Paper – (e.g., skating, concerts, community hearth programming) What are other resorts doing well? Is it successful? Why? Barriers to success? Identify appropriate investments, costs and requirements for implementation?

3.1.4 Commercial and Business Development Recommendation #4 - Affiliate with Telluride Events:

- Affiliate Analysis – What are these opportunities? How can they be further developed? What are the financial impacts? Administrative requirements? Cost and benefits to the community? How does the community implement affiliation efforts.

3.1.5 Commercial and Business Development Recommendation #5 - Cost-Benefit Analysis:

- Analyze whether there is a “less retail” future that works?
- What happens with the “do nothing” alternative? Or the “do little” alternative? What will Mountain Village be if it doesn’t develop a more viable, year-round commercial core? What are the costs and benefits of being a residential community and relying on Telluride for retail/entertainment?

3.2 REGULATORY RECOMMENDATIONS

Regulatory recommendations center around the two primary existing documents which regulate land use, zoning, and design within Mountain Village: the Land

Use Ordinance (LUO) and the Design Regulations. Changes to these documents will serve to implement the various land use and design recommendations as well as facilitate the physical improvements that are recommended in this report.

3.2.1 Regulatory Recommendation #1 - "Transitional Uses":

Modify the Land Use Ordinance (LUO) to allow ground level space around the periphery of the Village Core to be occupied by office or residential use as a transitional use. These areas, which do not occupy prime retail frontage, could be utilized as "transitional" space until such time as sufficient retail demand exists in these locations that supports a future conversion of the space to retail. These areas are indicated as "Transitional Use" on the Recommended Land Use Plan - Ground Level.

3.2.2 Regulatory Recommendation #2 - PUD Section:

Modify the LUO to include a Planned Unit Development (PUD) section to provide for the coordinated development of multiple lots (such as Lots 50/51/38). The goal is to allow for a comprehensive development plan with flexible development standards designed to achieve various public goals such as public parking and loading facilities, and ground level public recreational amenities. A PUD approach will specify a review process and submittal requirements for multiple lot development plans.

3.2.3 Regulatory Recommendation #3 - Zoning Changes:

Initiate appropriate zoning changes required to accommodate recommended improvements. Specific improvements contained within the Master Plan Update which may require zoning modifications need to be identified. These modifications will require close coordination and planning with the various property owners upon which the planned improvements are located and also surrounding property owners and residents.

3.2.4 Regulatory Recommendation #4 - Building Height Modifications:

Review the current definition and calculation of "building height" to make certain that current building styles and types with high ceilings can be appropriately constructed within the Village Core area.

3.2.5 Regulatory Recommendation #5 - Revisions To Design Regulations:

Modify the Design Regulations and Commercial Ground Level and Plaza Guidelines to correct several design issues within the Village Core. Section and page numbers used refer to the section and page numbers of the existing Design Guidelines:

3-103, p. 12, 13, "Design Theme":

The Second Level of perception, "Mountain Village streets and malls" mainly discusses buildings as objects rather than the relationship between buildings, especially those relationships that occur at the first floor. While consideration of the spaces that occur between buildings introduces new complexities into the design review process, it is not unreasonable to assume that more successfully proportioned public spaces can be encouraged by allowing flexibility in the location of the building footprint similar to that discussed in section 5-203-2, p 24.

We suggest that more successful proportions and arrangements of village spaces be illustrated and discussed in the design guidelines. Sections 5-203-1, p. 23 and 8-301-1, p. 38 also allude to this issue and could be expanded to meet the goal of creating more intimate and clear public space relationships.

3-104, p. 13, "Design Theme":

While the authors of the design regulations may want to discourage "high technology, glass and aluminum detailing" in the residential component of the architectural detailing, the same should not necessarily be said for the retail and restaurant storefronts. Indeed, these frontages should be allowed to be more assertive and contemporary in an attempt to provide yet another opportunity to activate the Village Core. Instead, provided the intervening building architecture (columns, piers, lobby entry elements, etc.) provide adequate presence, the retail and restaurant storefronts that emerge between these architectural elements can provide a more interesting and exciting presentation than only storefronts that conform to the existing architectural theme. This issue is also mentioned in the review of the Commercial Ground Level & Plaza Guidelines.

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.

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; (also, specify that stones "turn the corner". Stones of all the same size should not be allowed, because this kind of layout appears artificial.

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.

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.

9-102, p. 44, "Landscape":

This section encourages the developer to link "the development to the native landscape of the area. Through effective use of planting, the architectural elements can be softened and blended into the land-forms and vegetation of the site." This section should be clarified with regard to its application to development within the commercial area of the Village Core. We suggest that the guidelines--most probably the Commercial

Ground Level & Plaza Guidelines be revised to disallow landscape elements, grade changes, site walls, planters, and plant materials that impede easy and convenient visual access to as well as pedestrian access past existing and potential retail storefronts. Similarly, these elements should not be allowed to preempt good locations for outdoor restaurant seating.

COMMERCIAL GROUND LEVEL & PLAZA DESIGN GUIDELINES

1.1 "Storefront Design":

We suggest that the first two paragraphs be examined for clarity of message to the developer. In addition to creating "an identity for the activity within the commercial space", the primary objective of commercial frontages is to effectively reveal the products, ambience and activities within to passers-by in a way that invites, engages, and facilitates easy entry.

While "pedestrian interest within the Core is created through the articulation of architectural features such as bay windows, balconies, arcades, and dormers", these elements are of peripheral interest to the typical visitor. Rather, most visitors are interested in the products, offerings, and activities presented by the retail and restaurant venues.

We suggest all reasonable steps be allowed to encourage the successful accommodation, presentation and easy access to the commercial tenants within the Village Core, including the addition of well designed, contemporary storefronts. Contemporary storefronts which present themselves in the context of traditional milieus are the rule rather than the exception in the European models that appear to have inspired the Town of Mountain Village. The inclusion of this storefront type can help add needed variety and interest to the Village Core.

Issues such as transparency, accessibility (physical and visual), identity, and legibility should be discussed as specific items, using precise language, within the storefront guidelines. The use of imprecise language, such as "rich and interesting," "great care and attention" is hard to avoid when providing guidelines for an endeavor as subjective as design. However, we suggest this kind of language be limited and replaced with photographic examples. Pictures of

exemplary design will not only more easily and effectively communicate the guidelines' spirit to the developer and tenants, but can inspire better results as well.

More assertive retail and restaurant windows such as bow and bay windows should be encouraged in these guidelines.

1.4 "Lighting":

We suggest the color temperatures of interior ambient as well as display lighting be specified numerically.

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.

4.0 "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. Included in the more specific language should be a discussion of sign body materials, whether painted surfaces are acceptable (on other than wall signs) and which approaches to lighting the signs are allow and disallowed.

3.3 LAND USE / CIRCULATION AND ENVIRONMENTAL IMAGE AND CHARACTER RECOMMENDATIONS:

- The recommendations that are included within this section of the report are comprised of various improvements that can be made to respond to various deficiencies that have been identified with regard to the overall environmental image and character of Mountain Village, wayfinding, identity, and social focus, and various land use and circulation issues. These issues have been identified and discussed within the Existing Conditions Report. It is important to note that the sketches that have been prepared in order to illustrate the various areas of potential improvement are conceptual and will

need to be further refined and modified as the planning process moves forward. They are simply concepts at this point solely intended to illustrate the ideas.

3.3.1 Land Use / Design Recommendation #1 - Society Turn:

Participate with Colorado Department of Transportation and the Town of Telluride in planning and design efforts to enhance the appearance and function of the Society Turn intersection. Improvements that are desirable are beautification to create a more pleasing entrance to the region, as well as lighting, signage, and traffic circulation improvements. A round-about with a landscaped "island" area is recommended as one option to achieve these goals.

3.3.2 Land Use / Design Recommendation #2 - Station Telluride:

Participate with the Town of Telluride and the Gondola Transit Co. to improve and enhance the Station Telluride portal for better identification and way-finding. Improvements should include better signage and lighting and enhanced visitor information. Directional signage within the Town of Telluride to the Station Telluride Gondola terminal should be improved.

3.3.3 Land Use / Design Recommendation #3 - Highway Entry:

Improve the main highway entrance to the Town of Mountain Village at Mountain Village Boulevard. Improvements recommended include improved landscaping, signage, lighting, and visitor direction and information. Consideration should be given to constructing a visitor information center in this location to help identify Mountain Village as a Town having a commercial center and ski base village beyond the entry point. Remove the existing abandoned guardhouse.

3.3.4 Land Use / Design Recommendation #4 - South Portal:

Enhance and improve the "South Portal" area located on the southern edge of the Village Core adjacent to Lost Creek Lane and the Blue Mesa and Granita Buildings. Improvements should include improved visibility, signage, lighting and circulation. Possible entry icons could be added and the bus stop replaced with a portal element containing radiant heat, directional signage, and lighting. A retail presence should be encouraged along the southwest corner of the Blue Mesa building.

3.3.5 Land Use / Design Recommendation #5 - North Portal:

Similar to the South Portal area this location near the Conference Center entrance, Centrum, and Palmyra should be improved with an improved drop off location, landscape enhancement, and lighting and signage improvements. The portal roof should replace the bus shelter. A possible alternate chapel site could be located on the west side of Mountain Village Boulevard, across from the North Portal (See Recommendation #9).

A slight realignment of Mountain Village Boulevard to the west could create more area for drop-off and other improvements on the east side of the road.

3.3.6 Land Use / Design Recommendation #6 - "Front Door Entry":

A main entry point needs to be developed for vehicular arrival to the Village Core. The area along Mountain Village Boulevard adjacent to Lot 129 and Lot 50 is appropriate for this purpose and provides the opportunity to be the major gateway/portal/arrival point into the Village. A number of functions should take place in this location including drop-off/valet parking, public parking garage entrance, access to loading and delivery berth, and main pedestrian entry and connection to the multi-use public facility to the west of Mountain Village Boulevard (See Public Facility Recommendation #1).

This improvement area needs to be planned in conjunction with the development plans for Lots 50/51 and consider circulation for pedestrians, parking, truck loading and delivery and passenger drop-off/valet parking. In addition, coordination with the development plans for Lot 129 and a possible recreation/multi-use facility will be important in order to implement these improvements.

It is recommended that a design process and discussions in order to complete an entry design and improvements that can be integrated into the various development plans and be constructed concurrently with those projects.

3.3.7 Land Use / Design Recommendation #7 - Development of Lots 50, 51 and Lot 38: - Early on in the Master Plan update process, the consultants recommended that the ownership of Lot 50 be brought under the control of the public entities in order to allow the potential for the integration of the design and development of Lot 50 with the adjacent Lot 51 and potentially Lot 38. This has occurred with the purchase of Lot 50. These lots combined represent the greatest singular development opportunity in the Village Core that can result in an improved circulation, appearance, and function of the Core Area.

It is believed that a coordinated development plan for these parcels can achieve the following:

- Concentrate prime retail frontage along significant pedestrian walkways.
- Clarify and intensify the primary pedestrian circulation within the Core Area.
- Create a new "front door" entry (See Recommendation #6 above).
- Provide below grade public parking with the Core Area, including spaces designed for valet parking and short term parking for those shopping and dining within the Core.
- Provide a central truck loading and delivery area for Core businesses.
- Create a plaza level amenity to enhance the social focus and activity level on the plaza (conceptually indicated as an ice skating rink that could be utilized for multiple purposes).
- Provide moderately priced hotel rooms to help facilitate Conference Center business and create a more desirable environment for group meeting business.
- Provide a grocery/deli opportunity with the Core Area (this opportunity needs to be carefully coordinated with Public Facility

Recommendation #3, the market to be potentially located at the intercept parking lot in order to provide an economically viable solution).

Governmental involvement in this project will need to include proceeding ahead with planning and design with the prospective developer of this site, preparing a development agreement including the above stated public benefits and elements, and structuring an agreement for the operation and maintenance of the public components.

A recommended process to follow for the review and approval of this project would be a Planned Unit Development process that would review a coordinated development plan for Lots 50/51/38. Due to the public improvements and public benefits to be included, both underground and at the plaza level, it is expected that an increase in the currently allowable building height will be required.

3.3.8 Land Use / Design Recommendation #8 - Heritage Plaza:

Heritage Plaza occupies a significant area within the Village core with close proximity to the ski base area and Gondola and the "crossroads" of several important pedestrian walkways. Currently the Heritage Plaza area, while attractive, lacks any social focus and opportunities for interaction and spatially results in a large space that feels more rural in nature than a part of a vibrant commercial core.

The recommendation for Heritage Plaza is to create a structure or building within the plaza that creates activity and an opportunity for social interaction while at the same time clarifying and compressing the pedestrian walkway into a more pleasing experience. Also important will be the creation of a more direct link from Heritage Plaza to the Gondola Plaza. A new set of stairs should be coordinated with the development of Lot 161 to provide this direct connection.

One concept for the Heritage Plaza redevelopment is titled the "Community Hearth". These sketches depict a very transparent structure capable of being opened up to the outdoors. Such a facility could be utilized for a variety of uses such as dining and drinking,

performances/meetings, community gatherings, demonstrations, trade shows/display of goods/merchandise, etc.

Our recommendation is that the redevelopment of Heritage Plaza be pursued and concepts for the Plaza be refined and finalized.

3.3.9 Land Use/Design Recommendation #9 - Town Park / Chapel:

Similar to Heritage Plaza, the Town Park Plaza located between the Conference Center, Centrum, Klammer Lodge, and Village Pond lacks significant social focus and interaction and the space between buildings lacks the proper scale.

The concept plan depicts the possible location of a small chapel within this plaza which could be an opportunity to provide an active, important use at this location. Weddings are a popular activity within resort settings and a Chapel within this location could take advantage of the adjacent Conference Center as well as Village restaurants for receptions throughout the year. Regular services for various religious denominations in the Chapel could provide a site for both visitor's and resident worship.

It is recommended that this concept be refined and revised as necessary. Input from the Fire Department regarding the fire lane and surrounding property owners should be included in the site design.

3.3.10 Land Use / Design Recommendation #10 - "Village Connections":

Improvements are recommended to connect the Town Square and Gondola Plaza areas via a pedestrian way along the ski base. This change would be accomplished by reconfiguring the skier bridge and pedestrian bridge area between the Chondola terminal and the Gorrano lift. This would permit a continuous pedestrian connection along the ski pedestrian base from the north end of the Core Area near the Gondola to the southern terminus of the Core Area near the Blue Mesa building.

In conjunction with these bridge and grade changes an opportunity exists to provide an infill of commercial development along the pedestrian walkway.

3.3.11 Land Use / Design Recommendation #11 - Station Mountain Village Gondola Terminal: - Currently the Gondola Plaza area lacks the qualities desired for a main arrival point to Mountain Village. Several improvements could be made to the area including the possible enclosure of the area in order to stage various activities, and the possible addition of a deck or porch area on the west side in order to take advantage of the great solar exposure and views to the ski base area. Any improvements will need to be closely coordinated with the Telluride Gondola Transit Co., Telski, and the adjacent development of Lot 161. It is recommended that discussions begin with the property owner and owners of Lot 161 in order to explore various improvement opportunities including a direct link via a stairway or escalator to Heritage Plaza.

3.4 PUBLIC FACILITY RECOMMENDATIONS:

Several public facilities have been identified by the Town as desirable additions to the Town as it continues to grow. Many of these facilities have been discussed as recommendations contained within the previous section of this report and include:

- Interfaith Chapel
- Public Parking in the Core Area
- Truck loading and delivery in the Core Area.
- Outdoor ice rink

The following recommendations include additional public facility improvements.

3.4.1 Recreation / Multi-Use Center

In a growing community such as Mountain Village, recreational facilities play an important role for residents and visitors alike, and this improvement includes a proposed Recreation/Multi-Use concept located in the area of the current tennis courts south of The Peaks and north of the Chondola alignment. This facility encompasses a large area and could potentially support a building or cluster of buildings containing an indoor ice surface, recreational center including tennis courts, gymnasium, and swimming pool, indoor climbing wall, skateboard facilities, on-site staff housing and other recreational uses. In addition the facilities could be designed to accommodate a wide range of educational, social, and cultural uses. This is also one of the potential sites for an outdoor amphitheater. The site is adjacent to the Meadows Ski Run and the Village Core and Chondola making it extremely accessible from all parts of the Village

Core. "Snow-play" activities adjacent to the facility could round out the recreational experience in this location.

The first steps on implementing this recommendation are to develop a detailed program for the facility, develop a financial model and test the economic feasibility of the project.

Since planning, design, and construction of this facility will most likely take some time, it is also recommended that interim facilities, such as a temporary covered ice rink, be considered for location on other suitable sites when possible.

3.4.2 Outdoor Amphitheater

It is recommended that an outdoor amphitheater be located adjacent to the Village Core on the east next to Lift #4. This summer use facility would need to be designed in a manner that blends into the natural ski slope terrain with portions capable of being removed during ski season. As an alternative amphitheater site, the Recreation/Multi-Use Center location should also be considered.

3.4.3 Municipal Services Building

Currently the Municipal Services Facility located on parking Lot F is inadequate for future facility needs. Trash is collected at this point and an expanded and improved facility which can be fully enclosed will result in less noise and odor and overall a more aesthetically pleasing appearance. The design should be compatible with the surrounding area.

3.4.4 Community Center At The Intercept Parking Lot

This recommendation includes a concept for the completion of a "Community Center" to be located at the intercept parking lot near the Station Village Parking Gondola terminal. This site is recommended as the location for a grocery store to service the community and possible additional uses could include a community post office, Town offices, and ancillary convenience services such as a bank/ATM, laundry/dry cleaners, and similar services.

It is recommended that this concept be refined and revised with the input of a grocery store owner/operator to determine specific design and economic feasibility.

4.0 NEXT STEPS

The next step in the planning process will be the prioritization of the recommendations and proceeding with the selected improvements on a phased basis. A separate memorandum has been prepared which includes recommended priorities and budget allowances for the various recommended improvements.



MEMORANDUM

TO: Mountain Village Planning Advisory Committee

FROM: Peter Jamar

DATE: March 1, 2001

RE: Revision of February 14 memorandum regarding priorities.

The following are the revised recommendations regarding the prioritization/schedules for the various improvements that we have been discussing. These recommendations have been updated in response to our discussion on February 14 and now include a Meadows Area Master Plan and Conceptual Amphitheater Design. The revisions also reflect an increased budget allowance for a temporary indoor ice rink. Also included is a budget allowance for a temporary /interim signage program.

This prioritization should be reviewed by the Planning Advisory Group and then finalized by Town Council, Metro District Board and Metro Services Board.

I. PRIORITIES

The consultant team recommends that the various improvements be prioritized as follows:

A. 2001 Priorities

1. **Revise the LUO to include:**
 - Transitional uses at ground level in appropriate areas.
 - PUD Section added.
 - Appropriate Zoning Changes and Development Standard changes.

Budget Allowance: \$15,000 - \$45,000

2. **Revise the Design Regulations** to include all recommendations.
Budget Allowance: \$35,000 - \$50,000

3. **Work with the developers of Lots 50/51/38** to refine development concepts and further refine plans for public components.
Budget Allowance: \$20,000 - \$45,000

4. **Work with the developers at Lot 161** and others as necessary (Lots 109, 100, 73, 76 and See Forever Project). Review designs and prepare comments and recommendations for Design Review.
Budget Allowance: Costs reimbursed by owner/developer through Design Review process.

5. Review expanded **Municipal Services Facility Design**.
Budget Allowance: \$1,500 - \$2,500

6. **Complete Commercial and Business Strategy** - Complete analysis and implement initial recommendations.
Budget Allowance: \$30,000 - \$60,000

7. Prepare an **overall signage/lighting/wayfinding/identity improvement plan** for Village Core Area and construct improvements.
Budget Allowance:
 - A. Temporary signage and wayfinding program: \$100,000 - \$200,000
 - B. Village Core signing, graphics, banners and pageantry: \$300,000 - \$400,000.

C. Village Core lighting enhancements, pole replacement: \$250,000 - \$350,000

D. Street furniture and amenities: \$200,000 - \$300,000

8. Complete site evaluation and initial **programming and feasibility study for the Recreation/Multi-Use Center design** and establish advisory group. Refine conceptual site plans. Implement first phase of "Adventure Hill".

Budget Allowance:

- Recreation Center Design/Planning: \$50,000 - \$75,000
- "Adventure Hill": \$350,000

9. Prepare **plans and strategy for temporary/interim indoor ice rink.**

Budget Allowance: \$700,000 - \$800,000

10. **Community Center at Intercept Parking Lot** – Initiate discussions with potential tenants regarding feasibility of supermarket and finalize site and improvement plans.

Budget Allowance: \$20,000 - \$35,000

11. **Society Turn** – Initiate discussions with CDOT and Town of Telluride and assist with design/traffic issues.

Budget Allowance: \$15,000 - \$20,000

12. **Station Telluride** - Initiate discussions with Town of Telluride and Gondola Transit Co. regarding re-design of Station Telluride. Prepare preliminary plans and sketches for meetings.
Budget Allowance: \$15,000 - \$20,000 (Budget \$150,000 - \$200,000 for improvements)

13. **Highway Entry** - Finalize improvement plans for Highway Entry re-design and construct improvements, demolish first gatehouse.
Budget Allowance: \$350,000 - \$500,000

14. **North and South Portals** - Finalize improvement plans for these areas and construct improvements.
Budget Allowance: \$550,000 - \$650,000

15. **Chapel** - Finalize Improvement Plans for Plaza, prepare concept sketch of chapel design, begin fund-raising.
Budget Allowance: \$25,000 - \$50,000

16. **Heritage Plaza** - Finalize Improvement Plans, design review.
Budget Allowance: \$40,000 - \$80,000

17. **Station Mountain Village Gondola Terminal** - Work with owners of Lot 161 and refine plans to include stairs connecting to Heritage Plaza.
Budget Allowance:
 - For lighting upgrade, general building enhancements and signing and graphics: \$200,000 - \$250,000

18. **Meadows Area Plan** - Prepare a "sub area" Master Plan for the Meadows Area.

Budget Allowance: \$30,000 - \$45,000

19. **Amphitheater Design** - Prepare conceptual design plans for Amphitheater facility at the base area.

Budget Allowance: \$60,000 - \$80,000

B. 2002 Priorities

1. Construction begins on Lots 50/51/38.
2. Continue to implement recommendations of commercial and business strategy.
3. Begin amphitheater construction.
4. Begin construction of phase one of Recreation/Multi-Use Center.
5. Construction begins on Community Center/Market.
6. Society Turn - Improvements constructed.
7. Station Telluride - Redesign completed.

C. 2003 Priorities and Beyond

1. Chapel - Construction completed.
2. Heritage Plaza - Construction completed.
3. Station Mountain Village Improvements constructed.

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March 1, 2001

TOWN OF MOUNTAIN VILLAGE MASTER PLAN UPDATE

SUMMARY OF RECOMMENDATIONS

I.0 INTRODUCTION

In June of 2000, the Town of Mountain Village, Mountain Village Metropolitan Services, Inc., and the Mountain Village Metropolitan District jointly initiated a master planning process designed to evaluate current conditions in the Town of Mountain Village and identify opportunities for improvement.

The first step of the master planning process was an analysis of existing conditions in Mountain Village as well as an analysis of regulatory controls. Public input was solicited both through individual interviews and a public work session designed to solicit the ideas of residents, property and business owners, and guests of Mountain Village. The results of the first step are summarized in The Existing Conditions Report completed on November 10, 2000, copies of which are available in the Town of Mountain Village office.

The second phase of the planning process has been the preparation of conceptual design recommendations for dealing with the issues identified within the analysis of existing conditions. These recommendations have been developed by the consultant team and were presented to the Planning Advisory Committee work session on November 21 and to the general public in a public meeting held on November 29th. Approximately 100 people attended the public meeting, listening to the consultant's presentation of the recommendations and offering their input.

The purpose of this report is to summarize the conceptual recommendations. Next, priorities for the implementation of recommendations will be reviewed by the Planning Advisory Group and finalized by the Town Council, Metropolitan District Board and Metropolitan Services Board.

2.0 GOVERNING PRINCIPLES

The consultant team has developed a set of “governing principles” that set forth the overall broad goals of the master plan update. They have been developed as a result of the findings in the analysis of existing conditions.

These governing principles are as follows:

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 resident/merchant/visitor functional.
4. Broadening the definition of the TMV beyond skiing.
 - More things 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.
6. Create “the brand” for Mountain Village.

It is important that each recommended program or activity undertaken as a part of the master plan update be constantly evaluated against these governing principles.

3.0 **RECOMMENDATIONS**

The recommendations that follow have been developed as a result of the findings and ideas generated within the analysis of existing conditions. The recommendations are intended to carry out the objectives stated within the "Governing Principles" and can be grouped into the following four general categories:

1. Commercial and Business Strategies/Retail Stimulation
2. Regulatory Recommendations
3. Land Use, Circulation, Environmental Image and Character Recommendations
4. Public Facilities Recommendation

3.1 **COMMERCIAL AND BUSINESS DEVELOPMENT STRATEGIES**

The Town of Mountain Village has struggled to maintain a viable and engaging commercial base. The consultant team surveyed Mountain Village land uses and estimated that in the Fall of 2000, the Mountain Village had approximately the following allocations of commercial space:

USE	SQ. FT.
Restaurant	32,000
Retail	32,000
Office	51,000
Vacant	33,000
Skier Services	1,300

The above counts include all ground floor space, retail and restaurant uses in the Peaks Lodge and dispersed second floor commercial uses throughout the village. By December of 2000 some of the vacant space had been absorbed, but reportedly at significantly discounted lease rates. The Town of Telluride is reported to have about 220,000 square feet of

retail and restaurant space. Telluride vacancy rates are low. In sum, although the town of Telluride has a visitor bed base and local population that is roughly twice the size of Mountain Village, Telluride supports nearly four times as much restaurant and general retail space.

Mountain Village's challenges in supporting commercial business are also reflected in seasonal sales tax trends (See Existing Conditions Report, October 2000), which indicate very modest retail sales levels and slow growth rates, particularly if short-term accommodations sales are removed from the data. One conclusion of the existing conditions analysis is that the unique gondola connection between the two towns has reinforced Telluride's role as a commercial center and Mountain Village's role as a residential center. Convenient access to Telluride has generally weakened Mountain Village's ability to support restaurant and general retail activity. Case studies of other similar resort situations, support the observation that it is difficult to sustain two retail centers.

Finally, as part of the analytical process, the consultants projected overall retail demand for build out of the Telluride region which indicated that future retail/restaurant growth in both communities is unlikely to exceed a combined 250,000 square feet (new space). Thus, retail development and growth opportunities exist, but Mountain Village should acknowledge practical limitations to substantial future retail expansion.

The following are recommendations for immediate retail stimulation and long- term retail stability:

3.1.1 Commercial and Business Development Recommendation #1 - Immediate Stimulation:

- Evaluate an incentive program or other strategies to attract “key” new merchants and enhance current retail environment.
- Interview and organize landlords, building owners and leasing agents; identify all current leasing efforts, successes and failures, explain apparent lack of landlord concern/effort, test willingness to support mutual tenant identification and leasing effort (including buildings under construction).
- Identify and retain master leasing agent; implement aggressive outreach effort beyond Telluride region.

3.1.2 Commercial and Business Development Recommendation #2 - Concentration:

- Clearly identify and designate retail core; where and why.

- Develop guidelines for temporary use of ground floor and locations where temporary use is acceptable (See Regulatory Recommendation # 1). Discuss with landlords as a part of #1 above.

3.1.3 Commercial and Business Development Recommendation #3 - Conference Market and Non-Retail Attractions:

- Develop Conference Market Analysis - How do we grow? Barriers to growth; Cost and efforts needed to stimulate conference market? Develop long term strategy.
- Attractions White Paper – (e.g., skating, concerts, community hearth programming) What are other resorts doing well? Is it successful? Why? Barriers to success? Identify appropriate investments, costs and requirements for implementation?

3.1.4 Commercial and Business Development Recommendation #4 - Affiliate with Telluride Events:

- Affiliate Analysis – What are these opportunities? How can they be further developed? What are the financial impacts? Administrative requirements? Cost and benefits to the community? How does the community implement affiliation efforts.

3.1.5 Commercial and Business Development Recommendation #5 - Cost-Benefit Analysis:

- Analyze whether there is a “less retail” future that works?
- What happens with the “do nothing” alternative? Or the “do little” alternative? What will Mountain Village be if it doesn’t develop a more viable, year-round commercial core? What are the costs and benefits of being a residential community and relying on Telluride for retail/entertainment?

3.2 REGULATORY RECOMMENDATIONS

Regulatory recommendations center around the two primary existing documents which regulate land use, zoning, and design within Mountain Village: the Land

Use Ordinance (LUO) and the Design Regulations. Changes to these documents will serve to implement the various land use and design recommendations as well as facilitate the physical improvements that are recommended in this report.

3.2.1 Regulatory Recommendation #1 - "Transitional Uses":

Modify the Land Use Ordinance (LUO) to allow ground level space around the periphery of the Village Core to be occupied by office or residential use as a transitional use. These areas, which do not occupy prime retail frontage, could be utilized as "transitional" space until such time as sufficient retail demand exists in these locations that supports a future conversion of the space to retail. These areas are indicated as "Transitional Use" on the Recommended Land Use Plan - Ground Level.

3.2.2 Regulatory Recommendation #2 - PUD Section:

Modify the LUO to include a Planned Unit Development (PUD) section to provide for the coordinated development of multiple lots (such as Lots 50/51/38). The goal is to allow for a comprehensive development plan with flexible development standards designed to achieve various public goals such as public parking and loading facilities, and ground level public recreational amenities. A PUD approach will specify a review process and submittal requirements for multiple lot development plans.

3.2.3 Regulatory Recommendation #3 - Zoning Changes:

Initiate appropriate zoning changes required to accommodate recommended improvements. Specific improvements contained within the Master Plan Update which may require zoning modifications need to be identified. These modifications will require close coordination and planning with the various property owners upon which the planned improvements are located and also surrounding property owners and residents.

3.2.4 Regulatory Recommendation #4 - Building Height Modifications:

Review the current definition and calculation of "building height" to make certain that current building styles and types with high ceilings can be appropriately constructed within the Village Core area.

3.2.5 Regulatory Recommendation #5 - Revisions To Design Regulations:

Modify the Design Regulations and Commercial Ground Level and Plaza Guidelines to correct several design issues within the Village Core. Section and page numbers used refer to the section and page numbers of the existing Design Guidelines:

3-103, p. 12, 13, "Design Theme":

The Second Level of perception, "Mountain Village streets and malls" mainly discusses buildings as objects rather than the relationship between buildings, especially those relationships that occur at the first floor. While consideration of the spaces that occur between buildings introduces new complexities into the design review process, it is not unreasonable to assume that more successfully proportioned public spaces can be encouraged by allowing flexibility in the location of the building footprint similar to that discussed in section 5-203-2, p 24.

We suggest that more successful proportions and arrangements of village spaces be illustrated and discussed in the design guidelines. Sections 5-203-1, p. 23 and 8-301-1, p. 38 also allude to this issue and could be expanded to meet the goal of creating more intimate and clear public space relationships.

3-104, p. 13, "Design Theme":

While the authors of the design regulations may want to discourage "high technology, glass and aluminum detailing" in the residential component of the architectural detailing, the same should not necessarily be said for the retail and restaurant storefronts. Indeed, these frontages should be allowed to be more assertive and contemporary in an attempt to provide yet another opportunity to activate the Village Core. Instead, provided the intervening building architecture (columns, piers, lobby entry elements, etc.) provide adequate presence, the retail and restaurant storefronts that emerge between these architectural elements can provide a more interesting and exciting presentation than only storefronts that conform to the existing architectural theme. This issue is also mentioned in the review of the Commercial Ground Level & Plaza Guidelines.

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.

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; (also, specify that stones "turn the corner". Stones of all the same size should not be allowed, because this kind of layout appears artificial.

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.

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.

9-102, p. 44, "Landscape":

This section encourages the developer to link "the development to the native landscape of the area. Through effective use of planting, the architectural elements can be softened and blended into the land-forms and vegetation of the site." This section should be clarified with regard to its application to development within the commercial area of the Village Core. We suggest that the guidelines--most probably the Commercial

Ground Level & Plaza Guidelines be revised to disallow landscape elements, grade changes, site walls, planters, and plant materials that impede easy and convenient visual access to as well as pedestrian access past existing and potential retail storefronts. Similarly, these elements should not be allowed to preempt good locations for outdoor restaurant seating.

COMMERCIAL GROUND LEVEL & PLAZA DESIGN GUIDELINES

1.1 "Storefront Design":

We suggest that the first two paragraphs be examined for clarity of message to the developer. In addition to creating "an identity for the activity within the commercial space", the primary objective of commercial frontages is to effectively reveal the products, ambience and activities within to passers-by in a way that invites, engages, and facilitates easy entry.

While "pedestrian interest within the Core is created through the articulation of architectural features such as bay windows, balconies, arcades, and dormers", these elements are of peripheral interest to the typical visitor. Rather, most visitors are interested in the products, offerings, and activities presented by the retail and restaurant venues.

We suggest all reasonable steps be allowed to encourage the successful accommodation, presentation and easy access to the commercial tenants within the Village Core, including the addition of well designed, contemporary storefronts. Contemporary storefronts which present themselves in the context of traditional milieus are the rule rather than the exception in the European models that appear to have inspired the Town of Mountain Village. The inclusion of this storefront type can help add needed variety and interest to the Village Core.

Issues such as transparency, accessibility (physical and visual), identity, and legibility should be discussed as specific items, using precise language, within the storefront guidelines. The use of imprecise language, such as "rich and interesting," "great care and attention" is hard to avoid when providing guidelines for an endeavor as subjective as design. However, we suggest this kind of

language be limited and replaced with photographic examples. Pictures of exemplary design will not only 'more easily and effectively communicate the guidelines' spirit to the developer and tenants, but can inspire better results as well.

More assertive retail and restaurant windows such as bow and bay windows should be encouraged in these guidelines.

1.4 "Lighting":

We suggest the color temperatures of interior ambient as well as display lighting be specified numerically.

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.

4.0 "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. Included in the more specific language should be a discussion of sign body materials, whether painted surfaces are acceptable (on other than wall signs) and which approaches to lighting the signs are allow and disallowed.

3.3 LAND USE / CIRCULATION AND ENVIRONMENTAL IMAGE AND CHARACTER RECOMMENDATIONS:

- The recommendations that are included within this section of the report are comprised of various improvements that can be made to respond to various deficiencies that have been identified with regard to the overall environmental image and character of Mountain Village, wayfinding, identity, and social focus, and various land use and circulation issues. These issues have been identified and discussed within the Existing Conditions Report. It is important to note that the sketches that have been prepared in order to illustrate the various areas of potential improvement are conceptual and will

need to be further refined and modified as the planning process moves forward. They are simply concepts at this point solely intended to illustrate the ideas.

3.3.1 Land Use / Design Recommendation #1 - Society Turn:

Participate with Colorado Department of Transportation and the Town of Telluride in planning and design efforts to enhance the appearance and function of the Society Turn intersection. Improvements that are desirable are beautification to create a more pleasing entrance to the region, as well as lighting, signage, and traffic circulation improvements. A round-about with a landscaped "island" area is recommended as one option to achieve these goals.

3.3.2 Land Use / Design Recommendation #2 - Station Telluride:

Participate with the Town of Telluride and the Gondola Transit Co. to improve and enhance the Station Telluride portal for better identification and way-finding. Improvements should include better signage and lighting and enhanced visitor information. Directional signage within the Town of Telluride to the Station Telluride Gondola terminal should be improved.

3.3.3 Land Use / Design Recommendation #3 - Highway Entry:

Improve the main highway entrance to the Town of Mountain Village at Mountain Village Boulevard. Improvements recommended include improved landscaping, signage, lighting, and visitor direction and information. Consideration should be given to constructing a visitor information center in this location to help identify Mountain Village as a Town having a commercial center and ski base village beyond the entry point. Remove the existing abandoned guardhouse.

3.3.4 Land Use / Design Recommendation #4 - South Portal:

Enhance and improve the "South Portal" area located on the southern edge of the Village Core adjacent to Lost Creek Lane and the Blue Mesa and Granita Buildings. Improvements should include improved visibility, signage, lighting and circulation. Possible entry icons could be added and the bus stop replaced with a portal element containing radiant heat, directional signage, and lighting. A retail presence should be encouraged along the southwest corner of the Blue Mesa building.

3.3.5 Land Use / Design Recommendation #5 - North Portal:

Similar to the South Portal area this location near the Conference Center entrance, Centrum, and Palmyra should be improved with an improved drop off location, landscape enhancement, and lighting and signage improvements. The portal roof should replace the bus shelter. A possible alternate chapel site could be located on the west side of Mountain Village Boulevard, across from the North Portal (See Recommendation #9).

A slight realignment of Mountain Village Boulevard to the west could create more area for drop-off and other improvements on the eastside of the road.

3.3.6 Land Use / Design Recommendation #6 - "Front Door Entry":

A main entry point needs to be developed for vehicular arrival to the Village Core. The area along Mountain Village Boulevard adjacent to Lot 129 and Lot 50 is appropriate for this purpose and provides the opportunity to be the major gateway/portal/arrival point into the Village. A number of functions should take place in this location including drop-off/valet parking, public parking garage entrance, access to loading and delivery berth, and main pedestrian entry and connection to the multi-use public facility to the west of Mountain Village Boulevard (See Public Facility Recommendation #1).

This improvement area needs to be planned in conjunction with the development plans for Lots 50/51 and consider circulation for pedestrians, parking, truck loading and delivery and passenger drop-off/valet parking. In addition, coordination with the development plans for Lot 129 and a possible recreation/multi-use facility will be important in order to implement these improvements.

It is recommended that a design process and discussions in order to complete an entry design and improvements that can be integrated into the various development plans and be constructed concurrently with those projects.

3.3.7 Land Use / Design Recommendation #7 - Development of Lots 50, 51 and Lot 38: - Early on in the Master Plan update process, the consultants recommended that the ownership of Lot 50 be brought under the control of the public entities in order to allow the potential for the integration of the design and development of Lot 50 with the adjacent Lot 51 and potentially Lot 38. This has occurred with the purchase of Lot 50. These lots combined represent the greatest singular development opportunity in the Village Core that can result in an improved circulation, appearance, and function of the Core Area.

It is believed that a coordinated development plan for these parcels can achieve the following:

- Concentrate prime retail frontage along significant pedestrian walkways.
- Clarify and intensify the primary pedestrian circulation within the Core Area.
- Create a new "front door" entry (See Recommendation #6 above).
- Provide below grade public parking with the Core Area, including spaces designed for valet parking and short term parking for those shopping and dining within the Core.
- Provide a central truck loading and delivery area for Core businesses.
- Create a plaza level amenity to enhance the social focus and activity level on the plaza (conceptually indicated as an ice skating rink that could be utilized for multiple purposes).
- Provide moderately priced hotel rooms to help facilitate Conference Center business and create a more desirable environment for group meeting business.
- Provide a grocery/deli opportunity with the Core Area (this opportunity needs to be carefully coordinated with Public Facility

Recommendation #3, the market to be potentially located at the intercept parking lot in order to provide an economically viable solution).

Governmental involvement in this project will need to include proceeding ahead with planning and design with the prospective developer of this site, preparing a development agreement including the above stated public benefits and elements, and structuring an agreement for the operation and maintenance of the public components.

A recommended process to follow for the review and approval of this project would be a Planned Unit Development process that would review a coordinated development plan for Lots 50/51/38. Due to the public improvements and public benefits to be included both underground and at the plaza level, as well as the inclusion of the moderately priced hotel accommodations it is expected that an increase in the currently allowable building height will be required.

3.3.8 Land Use / Design Recommendation #8 - Heritage Plaza:

Heritage Plaza occupies a significant area within the Village core with close proximity to the ski base area and Gondola and the "crossroads" of several important pedestrian walkways. Currently the Heritage Plaza area, while attractive, lacks any social focus and opportunities for interaction and spatially results in a large space that feels more rural in nature than a part of a vibrant commercial core.

The recommendation for Heritage Plaza is to create a structure or building within the plaza that creates activity and an opportunity for social interaction while at the same time clarifying and compressing the pedestrian walkway into a more pleasing experience. Also important will be the creation of a more direct link from Heritage Plaza to the Gondola Plaza. A new set of stairs should be coordinated with the development of Lot 161 to provide this direct connection.

One concept for the Heritage Plaza redevelopment is titled the "Community Hearth". These sketches depict a very transparent structure capable of being opened up to the outdoors. Such a facility could be

utilized for a variety of uses such as dining and drinking, performances/meetings, community gatherings, demonstrations, trade shows/display of goods/merchandise, etc.

Our recommendation is that the redevelopment of Heritage Plaza be pursued and concepts for the Plaza be refined and finalized.

3.3.9 Land Use/Design Recommendation #9 - Town Park / Chapel:

Similar to Heritage Plaza, the Town Park Plaza located between the Conference Center, Centrum, Klammer Lodge, and Village Pond lacks significant social focus and interaction and the space between buildings lacks the proper scale.

The concept plan depicts the possible location of a small chapel within this plaza which could be an opportunity to provide an active, important use at this location. Weddings are a popular activity within resort settings and a Chapel within this location could take advantage of the adjacent Conference Center as well as Village restaurants for receptions throughout the year. Regular services for various religious denominations in the Chapel could provide a site for both visitor's and resident worship.

It is recommended that this concept be refined and revised as necessary. Input from the Fire Department regarding the fire lane and surrounding property owners should be included in the site design.

3.3.10 Land Use / Design Recommendation #10 - "Village Connections":

Improvements are recommended to connect the Town Square and Gondola Plaza areas via a pedestrian way along the ski base. This change would be accomplished by reconfiguring the skier bridge and pedestrian bridge area between the Chondola terminal and the Gorrone lift. This would permit a continuous pedestrian connection along the ski pedestrian base from the north end of the Core Area near the Gondola to the southern terminus of the Core Area near the Blue Mesa building.

In conjunction with these bridge and grade changes an opportunity exists to provide an infill of commercial development along the pedestrian walkway.

3.3.11 Land Use / Design Recommendation #11 - Station Mountain Village Gondola Terminal: - Currently the Gondola Plaza area lacks the qualities desired for a main arrival point to Mountain Village. Several improvements could be made to the area including the possible enclosure of the area in order to stage various activities, and the possible addition of a deck or porch area on the west side in order to take advantage of the great solar exposure and views to the ski base area. Any improvements will need to be closely coordinated with the Telluride Gondola Transit Co., Telski, and the adjacent development of Lot 161. It is recommended that discussions begin with the property owner and owners of Lot 161 in order to explore various improvement opportunities including a direct link via a stairway or escalator to Heritage Plaza.

3.4 PUBLIC FACILITY RECOMMENDATIONS:

Several public facilities have been identified by the Town as desirable additions to the Town as it continues to grow. Many of these facilities have been discussed as recommendations contained within the previous section of this report and include:

- Interfaith Chapel
- Public Parking in the Core Area
- Truck loading and delivery in the Core Area.
- Outdoor ice rink

The following recommendations include additional public facility improvements.

3.4.1 Recreation / Multi-Use Center

In a growing community such as Mountain Village, recreational facilities play an important role for residents and visitors alike, and this improvement includes a proposed Recreation/Multi-Use concept located in the area of the current tennis courts south of The Peaks and north of the Chondola alignment. This facility encompasses a large area and could potentially support a building or cluster of buildings containing an indoor ice surface, recreational center including tennis courts, gymnasium, and swimming pool, indoor climbing wall, skateboard facilities, on-site staff housing and other recreational uses. In addition the facilities could be designed to accommodate a wide range of educational, social, and cultural uses. This is also one of the potential sites for an outdoor amphitheater. The site is adjacent to the Meadows Ski Run and the Village Core and Chondola making it extremely accessible from all parts of the Village

Core. “Snow-play” activities adjacent to the facility could round out the recreational experience in this location.

The first steps on implementing this recommendation are to develop a detailed program for the facility, develop a financial model and test the economic feasibility of the project.

Since planning, design, and construction of this facility will most likely take some time, it is also recommended that interim facilities, such as a temporary covered ice rink, be considered for location on other suitable sites when possible.

3.4.2 Outdoor Amphitheater

It is recommended that an outdoor amphitheater be located adjacent to the Village Core on the east next to Lift #4. This summer use facility would need to be designed in a manner that blends into the natural ski slope terrain with portions capable of being removed during ski season. As an alternative amphitheater site, the Recreation/Multi-Use Center location should also be considered.

3.4.3 Municipal Services Building

Currently the Municipal Services Facility located on parking Lot F is inadequate for future facility needs. Trash is collected at this point and an expanded and improved facility which can be fully enclosed will result in less noise and odor and overall a more aesthetically pleasing appearance. The design should be compatible with the surrounding area.

3.4.4 Community Center At The Intercept Parking Lot

This recommendation includes a concept for the completion of a “Community Center” to be located at the intercept parking lot near the Station Village Parking Gondola terminal. This site is recommended as the location for a grocery store to service the community and possible additional uses could include a community post office, Town offices, and ancillary convenience services such as a bank/ATM, laundry/dry cleaners, and similar services.

It is recommended that this concept be refined and revised with the input of a grocery store owner/operator to determine specific design and economic feasibility.

3.5 **PARKING RECOMMENDATIONS**

An analysis of parking conditions within the Village Core has resulted in the following recommendations:

A. **NEAR TERM (The rest of this ski season and summer 2001)**

1. **Designate 25 spaces in the underutilized compartment of Lot D (upper lot) as free, 2-hour spaces.** This will bring the total supply to 60 spaces and should rectify current daytime short-term public parking supply deficiencies, winter and summer. Once the requisite signing and real time operations plan for the expanded supply plan is in place, (see below), merchants and business managers can tout short-term parking to their patrons, clients. Lot attendants can monitor compliance and report abuse practices such as workers or skiers rotating cars between short-term lots every two hours.
2. **Supplemental Signing and Parking Management** – Once Village Core short-term public parking supply is augmented and managed to more closely meet demand as described above, a corresponding signing, way finding and real time information program should be instituted. Signing should start in advance of the Reception Gate (the point of parking decision) and continue into the Village Core (to confirm route and space availability). Reception gate staff should also know on a real-time basis, the status of short and long-term public spaces in the Village Core ahead.
3. **Prepare a Lot 50/51 Parking Development Plan** – Lots 50 and 51 (includes most of current surface parking Lot D) taken together, is the only undeveloped parcel that has a sufficient footprint and is suitably situated to augment Village Core build-out parking needs. Specific **public** parking provisions should include:

- **Provide 40 free, short term parking spaces**, that when combined with short-term supply at Lots C & F, will offer a total of 60 daytime spaces to maintain **current needs** (includes replacement Lot D spaces lost by site development). Plus, provide additional short-term spaces at a rate of 0.4 spaces per 1,000 SF for the planned increment of new Village Core commercial floor space. This will be credited toward a commercial project meeting its total requirement of 1.0 space/1,000 SF by Code.

- Provide **at least** 115 long-term (more than 2-hour) pay parking spaces for public use. There is clearly a market greater than this but it's a matter of resort policy, physical site constraints and finances that will determine the outcome. We understand preliminary design concepts shows 200 structured spaces within this development parcel, of which 104 are needed to satisfy Town Code requirements. If so, the "extra" 96 spaces could be segregated for use as free 2-hour spaces (40 spaces plus the additional required to satisfy new commercial space). Any residual would be used toward satisfying part of the 115-space long-term parking need for cash (after two hours) spaces. We understand another level of parking on the site could yield an additional 125 spaces. This potential gain in revenue generating spaces should be weighed against the alternative of providing more free capacity at Station Village Parking, the "shadow competition" coming from non-guests now parking long term in Village Core in **private** parking structures and, a policy of attracting more vehicles to the Village Core.

- **Allocate part of the project's Code required lodge parking supply to public use** – The Village land use code requires 1.0 space per condominium unit or 0.5 space per hotel type unit. Excluding The Peaks, the bulk of the units generating the effective supply rate of 0.47 space per unit are condominium units. This suggests future condominium projects should provide **0.5 on-site space per unit**. This is not to say the current Code requirement of 1.0 should be reduced. It merely acknowledges that part of each Village Core developments' parking needs (workers, day visitors) are being met off site

within the Village Core and/or at Station Village Parking. As a matter of convenience and need we are suggesting that with the Lot 50/51 opportunity the non-guest part of the requirement be provided on-site as “public” spaces (see short and long-term parking recommendations above).

- **Provide three truck-loading docks** - Current commercial space in the Village Core appears to warrant **three more off street truck loading docks** (exclusive of The Peaks and Klammer docks). Site development could incorporate the docks on a lower (Fire Lane) level not unlike the current provision at The Peaks. Maneuvering and turning space needs for semi-trailer trucks in tight quarters can be readily established by using standard software design aids (Auto Turn). Even with these docks there may still be a desire by some commercial drivers to continue selective on-street loading. Commercial carrier representatives should be brought into the design development process early to better understand their unique needs.

B. LONG TERM

The Town should periodically observe and record parking conditions, not unlike the methods used for recent summer and winter studies. This will help monitor trends and behavior that could cause revisiting parking ratios, determining best parking management practices for typical weekdays, events and seasonal changes and, generally ensuring a pleasant experience when visiting this world class resort

4.0 NEXT STEPS

The next step in the planning process will be the prioritization of the recommendations and proceeding with the selected improvements on a phased basis. A separate memorandum has been prepared which includes recommended priorities and budget allowances for the various recommended improvements.