



Town of Mountain Village

CONCEPTUAL DESIGN RECOMMENDATIONS

PLANNING PROCESS

- 1) STEP ONE – ANALYSIS OF EXISTING CONDITIONS**
- 2) STEP TWO – CONCEPTUAL RECOMMENDATIONS**
- 3) STEP THREE - PREPARE PREFERRED PLAN AND IMPLEMENTATION STRATEGIES**

ANALYSIS OF EXISTING CONDITIONS

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

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

- **Insufficient Identity and Ambiguity**
 - **Clarification Needed**

ANALYSIS OF EXISTING CONDITIONS

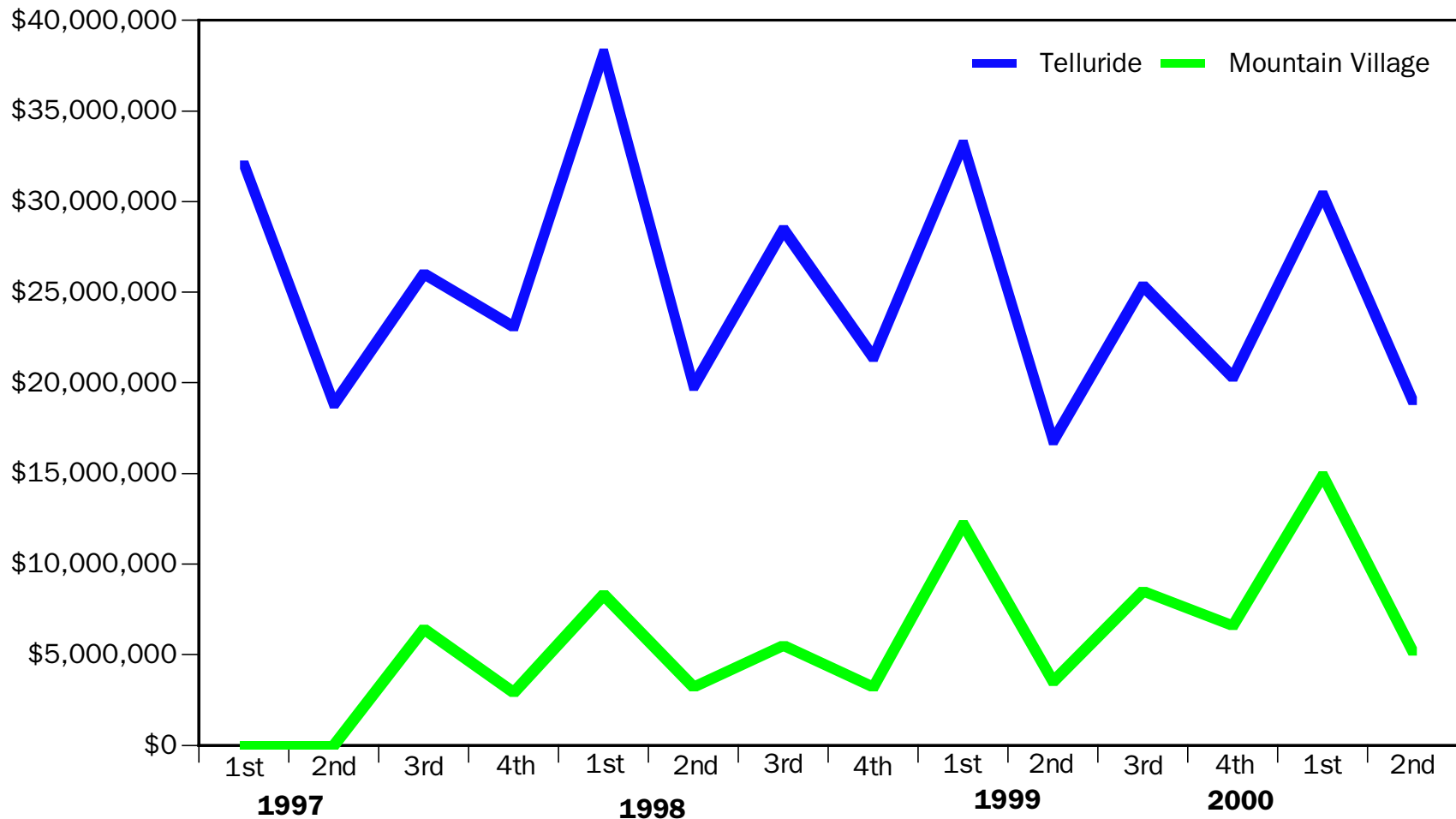
- **Additional activities and venues needed.**
- **Retail sales not supporting the cost of doing business.**
- **Parking, loading, and delivery facilities lacking in Village Core.**
- **Community facilities desired by the public, locations needed to be identified.**



Town of Mountain Village Commercial Analysis Presentation

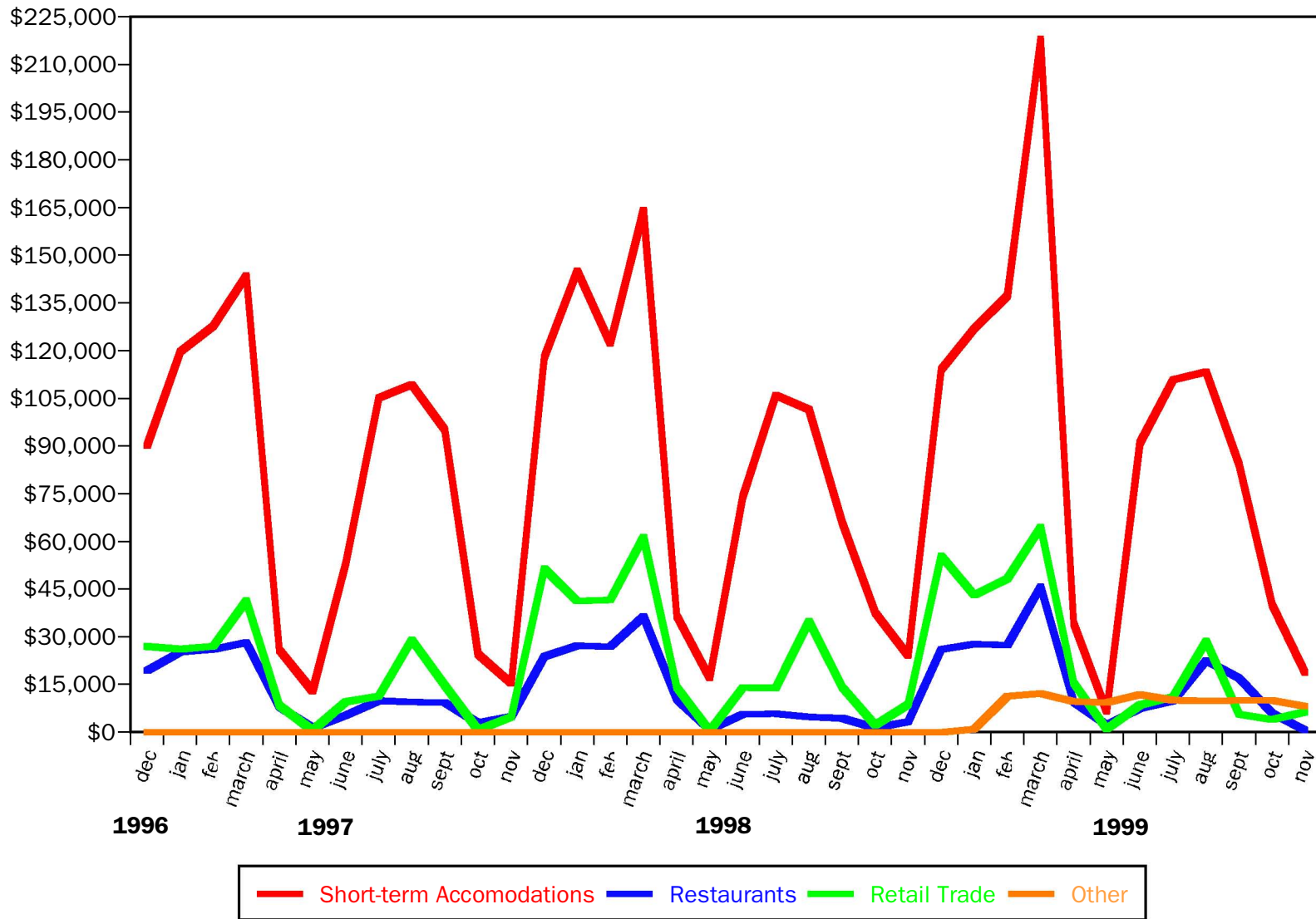
November 29, 2000

Quarterly Retail Sales – Mountain Village and Telluride

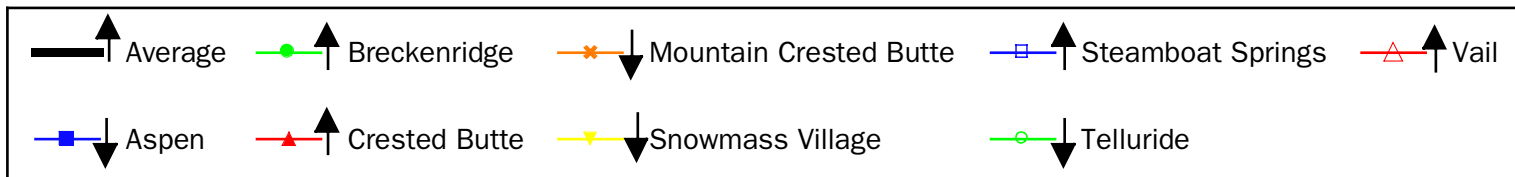
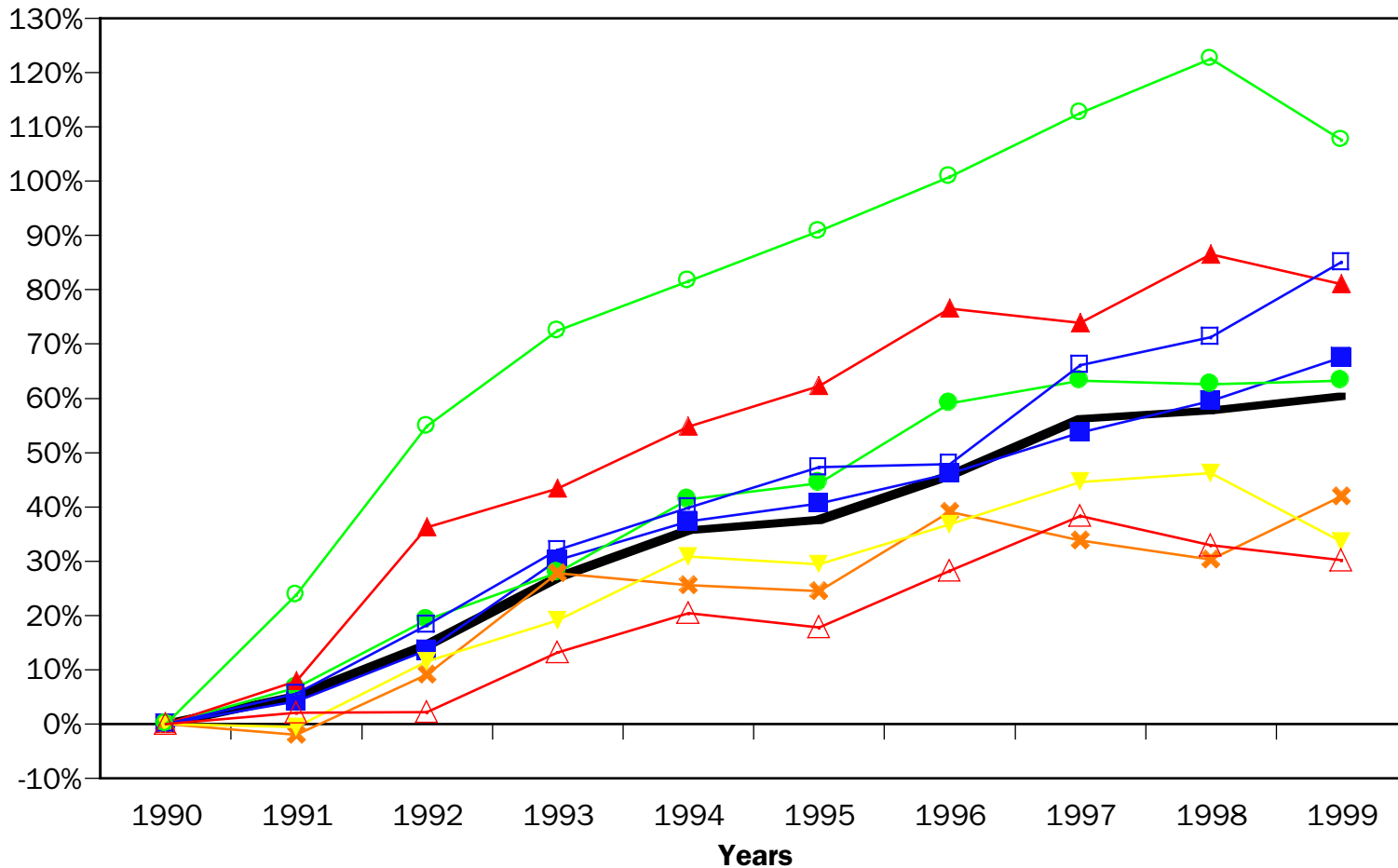


Source: Colorado Department of Revenue.

Town of Mountain Village Sales Tax Revenue December 1996 – November 1999

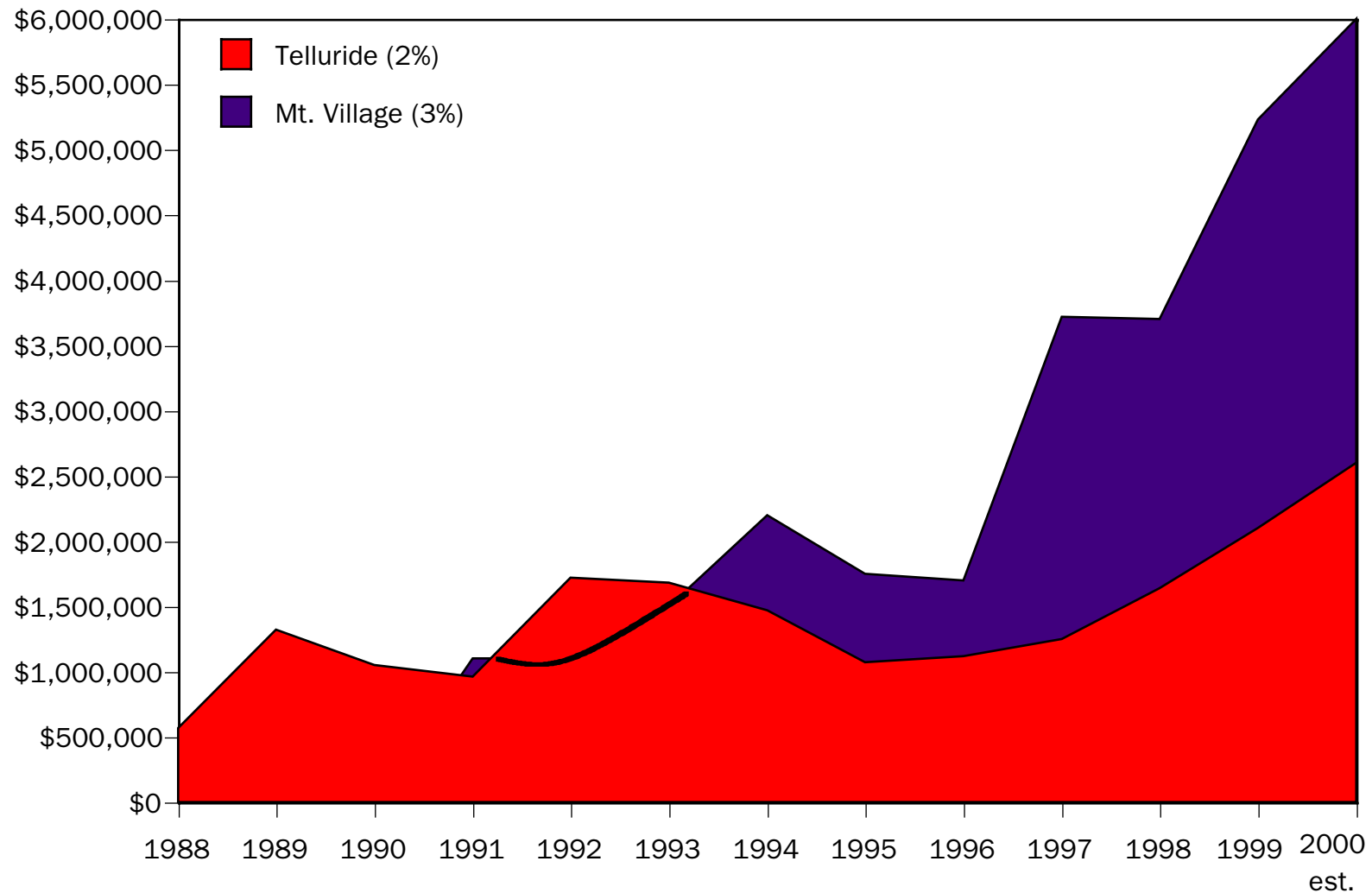


Retail Sales Trends in Colorado Resort Towns



Note: Arrows indicate year 2000 trends to date.

Real Estate Transfer Tax Revenue – Telluride and Mountain Village



Source: *Town of Telluride 2000 Budget and Financial Plan; Telluride Consulting, A Profile of Telluride, Vol. 12, Year 2000; BBC Research & Consulting.*

Linked Ski Resorts

Core

Affiliate

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

Mountain Village Commercial Strategies

Clarify *Simplify* *Intensify* *Diversify*

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

Telluride Region Retail Market Demands

	<u>Current</u>	<u>Buildout</u>
Dwelling Units	3,700	7,036

Housing Distribution by Type	<u>Buildout</u>	<u>Occupancy</u>	<u>Retail Trade Sales</u>
Resident	50%	100%	\$5,000/yr
Second Home	28%	20%	\$60/day
Transient	22%	60%	\$75/day

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

520,000 sq/ft.

Current Retail

Telluride	<220,000>
Mountain Village	<60,000>
Other	<10,000>
	290,000 sq.ft.

Supportable Addition = 230,000 sq. .ft

**MV Proposed (3 Hotels, Lot 50/51/59, Grocery Center)
= 130,000+ sq. ft.**

Governing Principles for Town of Mountain Village Revitalization

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

1. Sharpening the distinction and strengthening the linkages between the Town of Mountain Village and the Town of Telluride in a way that benefits both.
2. Enhancing the livability and legibility (i.e., clarifying the image) of TMV.
 - "Put the 'village' back into the TMV"
 - Maintain the quietude and quality of the TMV setting.
3. Making the TMV more visitor / user / merchant functional.
4. Broadening the definition of the TMV beyond skiing.
 - More stuff to do
 - Richer selection of cultural activities
5. Expanding and strengthening commerce in TMV
 - Increase visitation, especially in the summer.
 - Increase "dwell time" in the winter.



SKI
AREA

NATIONAL
HISTORIC
DISTRICT

TELLURIDE
↓ 3 MI

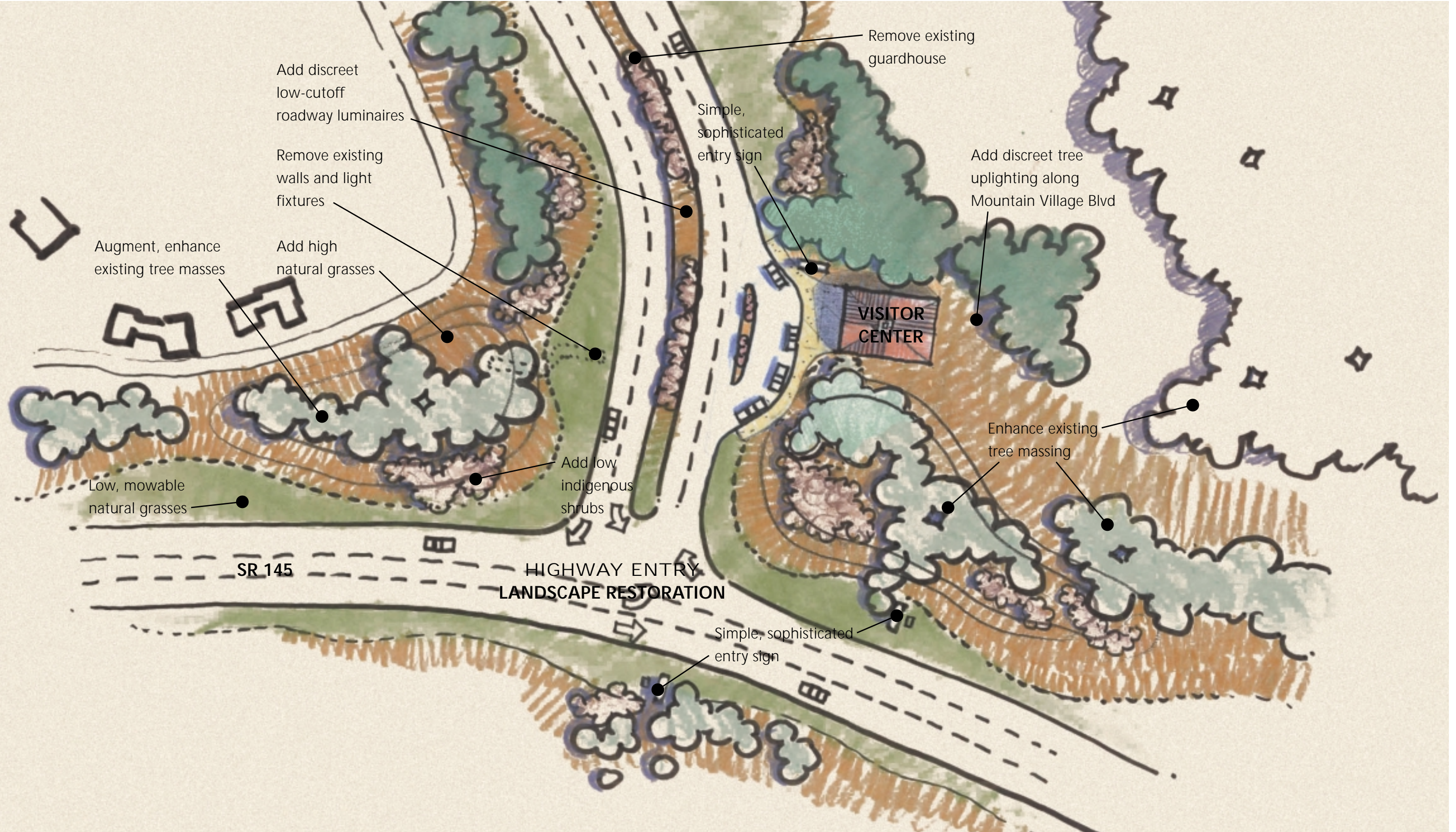
WINDY
MOUNTAIN

WINDY
MOUNTAIN



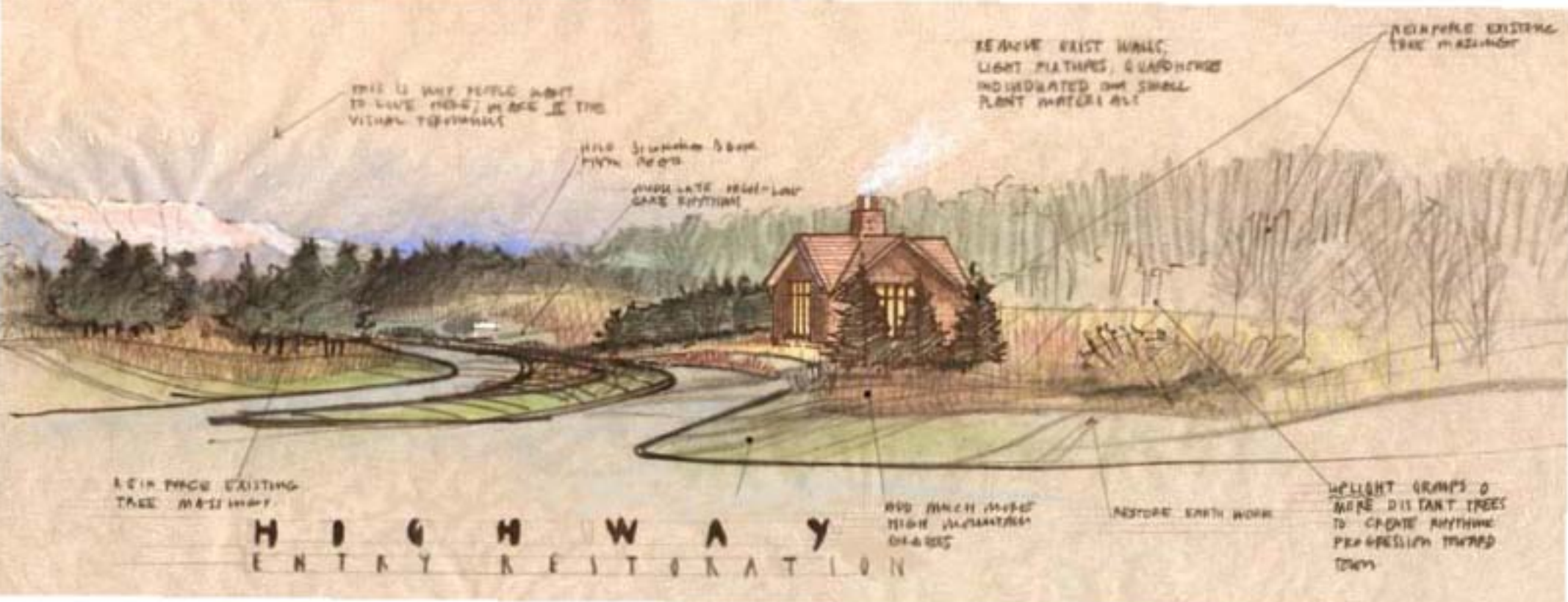






H I G H W A Y E N T R Y

1" = 40'



THIS IS WHY PEOPLE WANT TO LIVE HERE, BECAUSE OF THE VISUAL TERMINALS

KEEP STRONGER SCENE FROM

IMMEDIATE MIDDLE-LOW CARE SCYTHING

LEAVE EXISTING WALL, LIGHT PLANTING, GUARDROVE INDICATED ON SMALL PLANT MATERIALS

REINFORCE EXISTING TREE MASSING

KEEP FROM EXISTING TREE MASSING

H I G H W A Y E N T R Y R E S T O R A T I O N

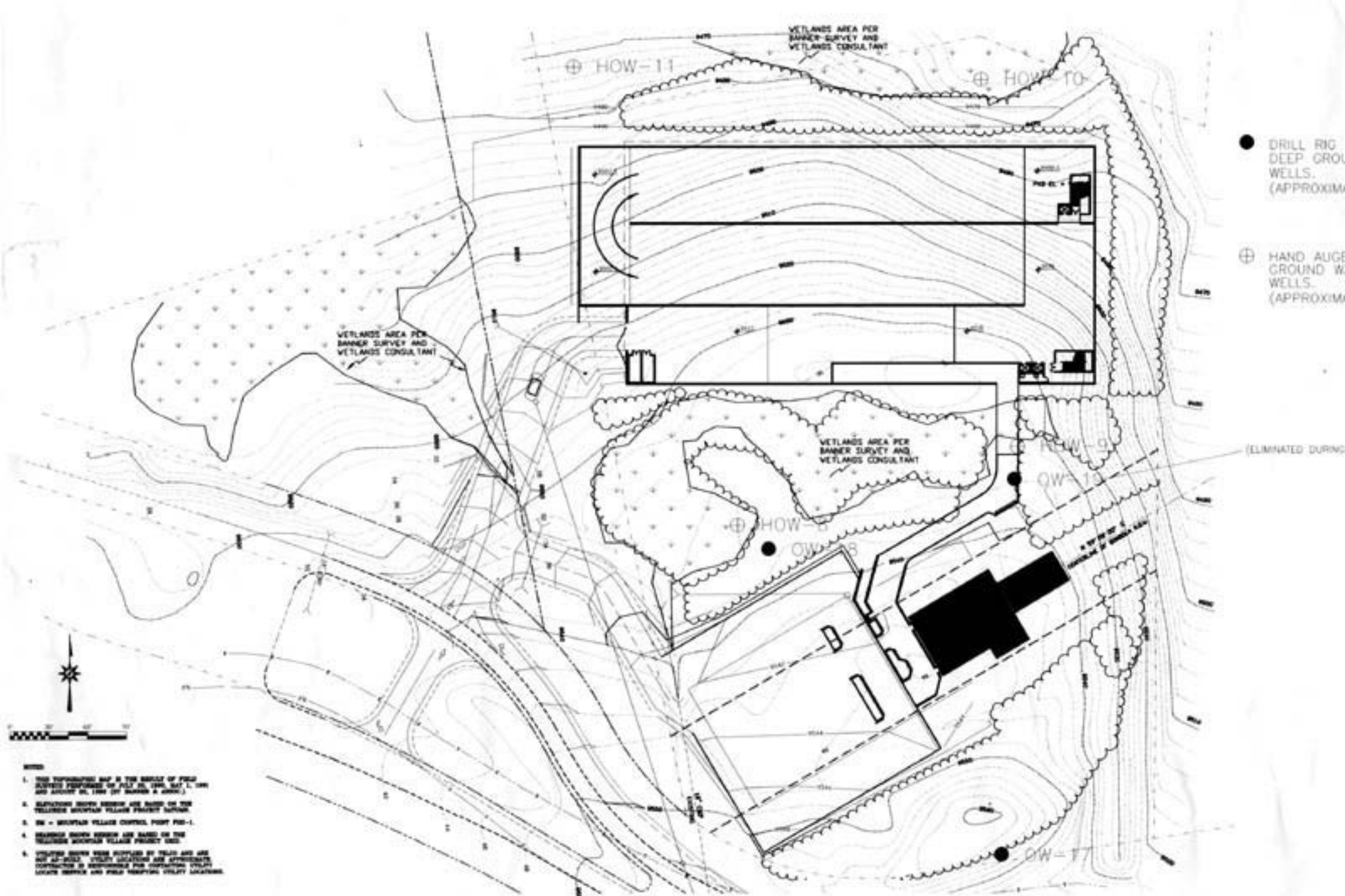
RED BENCH MARK HIGH MAINTENANCE GRASSES

RESTORE EARTH WORK

UPLIGHT GROUPS OF MORE DISTANT TREES TO CREATE RHYTHMIC PROGRESSION TOWARD TOWN



SITKON
VALLEY PUBLIC
CENTER



- NOTES
1. THIS TOPOGRAPHIC MAP IS THE RESULT OF FIELD SURVEYS PERFORMED ON JULY 26, 1996, MAY 1, 1996 AND AUGUST 26, 1996 (BY BANNER & ASSOCIATES).
 2. BOUNDARY SURVEY BOUNDS ARE BASED ON THE TELLURIDE MOUNTAIN VILLAGE PROJECT SURVEY.
 3. SW - MOUNTAIN VILLAGE CONTROL POINT PWB-1.
 4. BOUNDARY SURVEY BOUNDS ARE BASED ON THE TELLURIDE MOUNTAIN VILLAGE PROJECT SURVEY.
 5. WETLAND BOUNDS WERE DETERMINED BY TELLS AND ARE NOT AS-MADE. WETLAND LOCATIONS ARE APPROXIMATE. CONSTRUCTION IS RESPONSIBLE FOR CONFIRMING WETLAND LOCATIONS AND FIELD VERIFYING WETLAND LOCATIONS.

Figure 1

NO. _____	DATE _____
NO. _____	DATE _____
NO. _____	DATE _____
NO. _____	DATE _____

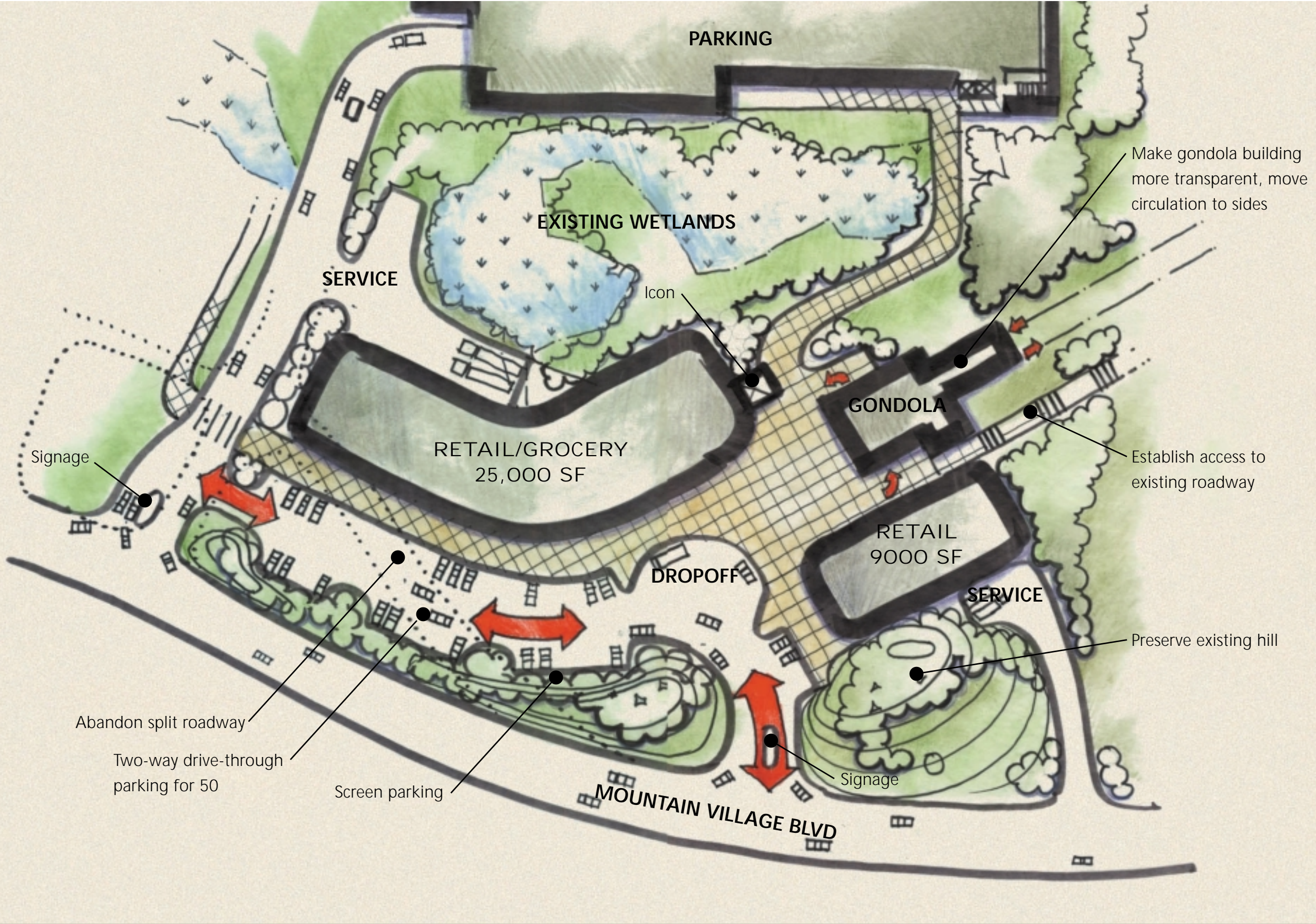
TELLURIDE
MOUNTAIN VILLAGE RESORT

112 East Grand Street, Telluride, CO 81415 • Telephone: 719-259-3135
 10 Colorado, P.O. Box 727-4625, Telluride, Colorado 81424 • Telephone: 719-726-4347

NO.	DATE	DESCRIPTION	BY	CHKD	CLIENT

INTERCEPTS-PARKING-LOT

- GROCERY
- POST OFFICE
- PIZZA
- VIDEO
- LAUNDRY
- BANK/ATM



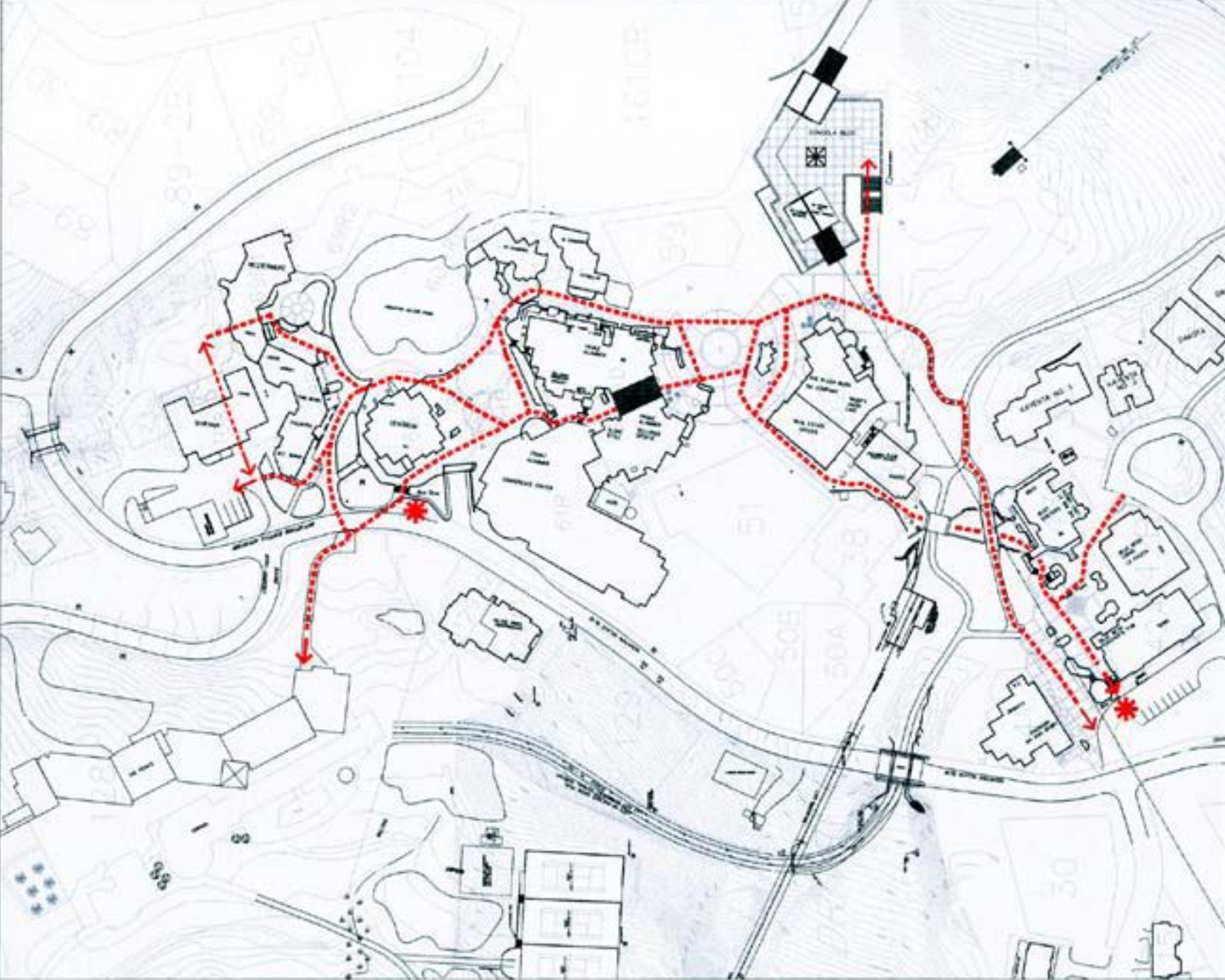
 **COMMUNITY CENTER** at the **INTERCEPT AREA**
N.T.S.

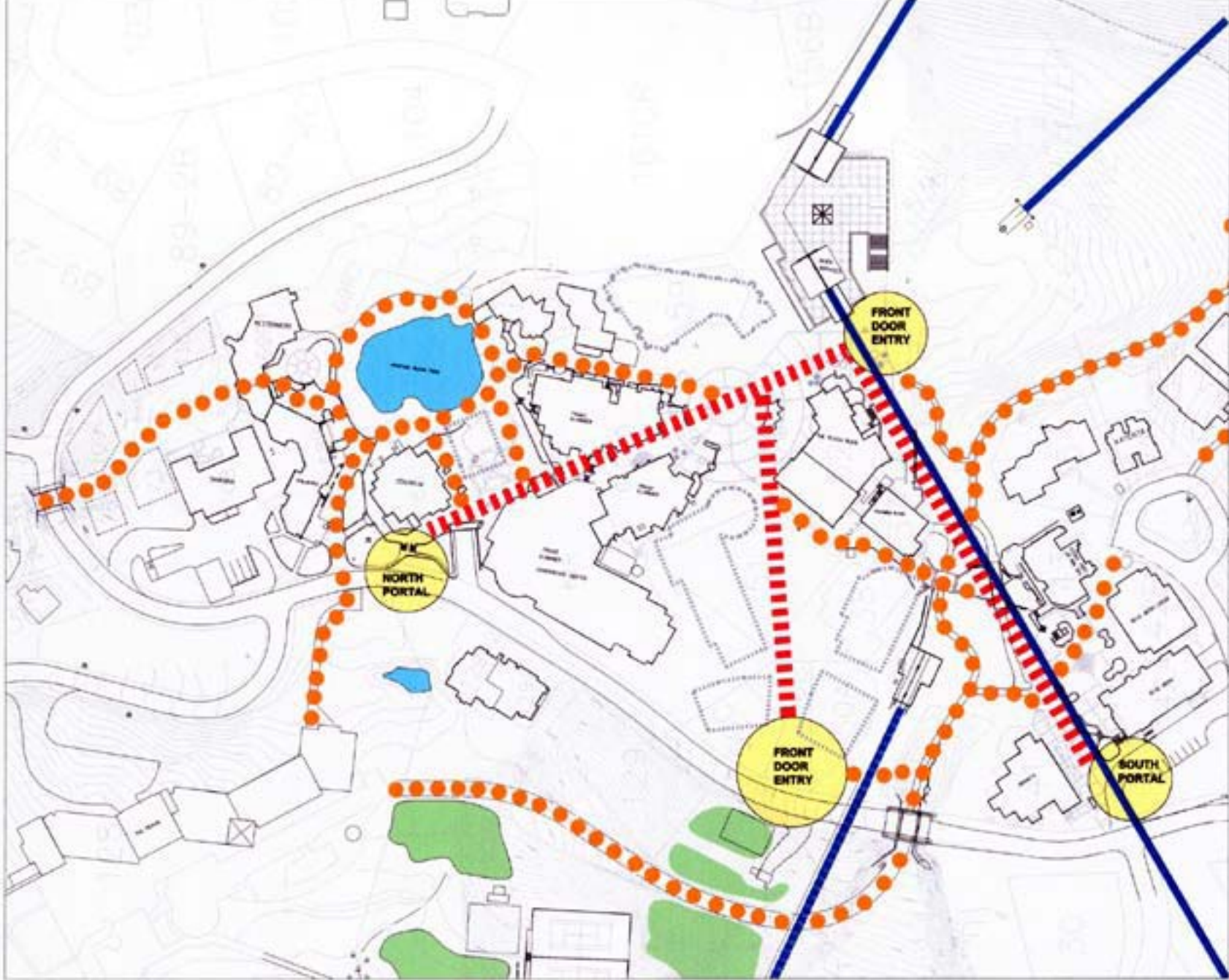
LEGEND

EXISTING PEDESTRIAN FLOW

NOTE:

LOCATIONS AND AREAS ARE APPROXIMATE AND ARE FOR GENERAL PLANNING PURPOSES ONLY.





LEGEND

- PRIMARY PEDESTRIAN CIRCULATION
- SECONDARY PEDESTRIAN CIRCULATION

NOTE:
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Enhance stairs, cut back imposing planter

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

Enhance retail presence of this facade

TOWN OFFICES

Add retail presence to this corner

DROPOFF

GRANITA

Sign directing visitor to Main Entry

Cut back mound to make portal more visible

To Main Entry

Icon

Low "foreground" area



S O U T H P O R T A L

1" = 40'

IDENTITY OF TOWN, PORTAL

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



one or two icons.

more assertive
Retain

New assertive
Retain

cut
Back
hill

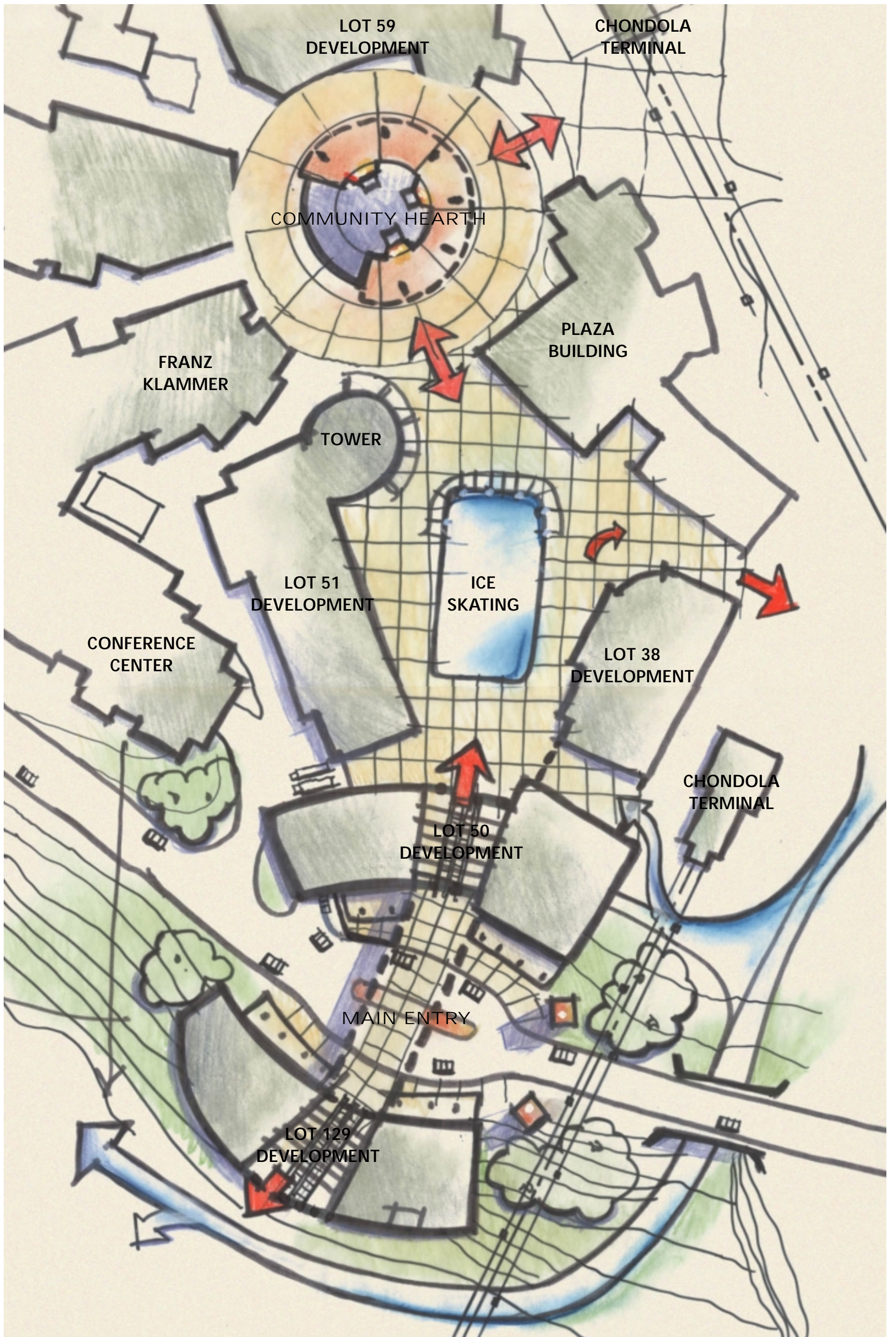
New, light
Centerpiece
Great foreground.
Color, lighted.

Better VISUAL
ACCESS

S O U T H

P O R T A L

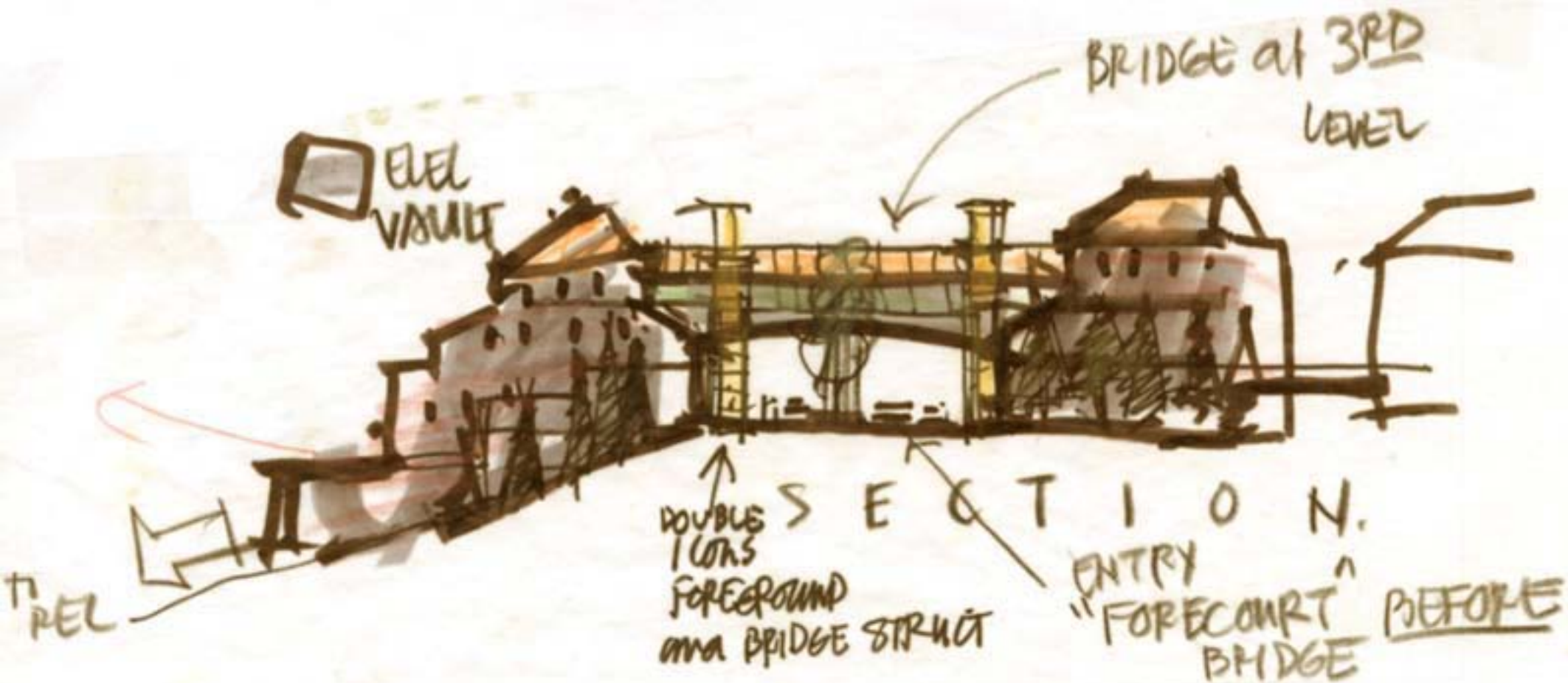




CONCEPT PLAN

51 • 50 • 38

1" = 60'



OBJECTIVES OF DESIGN REGULATION REVISIONS

- Evolve the public spaces within the Village Core toward those which are better proportioned as well as more vital, hospitable and interesting to visitors and residents.
- Enhance the contribution of vitality by retail stores and restaurants within the Village Core by encouraging a more visually engaging and physically accessible presence.
- Encourage the use of exemplary photographic examples to illustrate the intent of the design guidelines.
- Establish guidelines for more sophisticated use of color, materials, finishes and lighting on and around the buildings within the Village Core











H I G H W A Y 4 0 L O O K I N G N O R T H



DISNEY VILLAGE
MARKETPLACE



The Cinema

Townhouses 1-133

Bungalows 820-882

Fitness C.

Tennis Courts

The Green

Golf Course

Bungalows 584-647

North Studio

Bungalows 505-513

Bungalows 705-813



PERFORMANCE
CENTER

← RETURNING TELEPHONE



GUEST SERVICES

MICKEY'S CHARACTER SHOP

TEAM MICKEY ATHLETIC CLUB

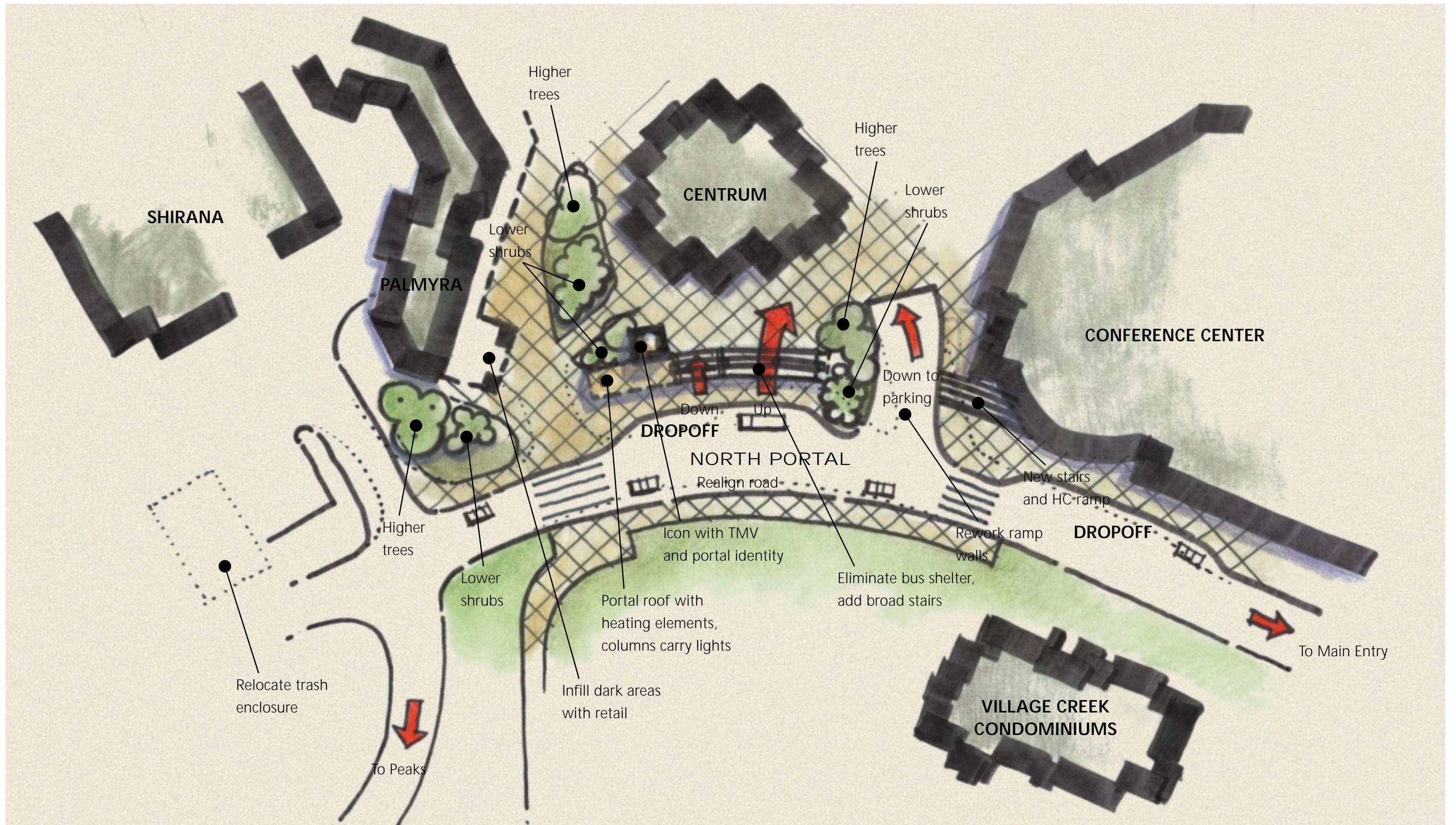
CHEF MICKEY'S VILLAGE RESTAURANT

DISNEY'S
WILDERNESS
LODGE

DIRECTIONS		
Disney's Wilderness Lodge	Disney's Fort Wilderness Resort	Disney's Grand Floridian Resort & Spa
Disney's Animal Kingdom Lodge	Disney's Portofino Hotel	Disney's Polynesian Resort
Disney's Saratoga Springs Resort & Spa	Disney's Swan and Dolphin Resorts	Disney's Contemporary Resort
Disney's Wilderness Lodge	Disney's Fort Wilderness Resort	Disney's Grand Floridian Resort & Spa
Disney's Animal Kingdom Lodge	Disney's Portofino Hotel	Disney's Polynesian Resort
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N O R T H P O R T A L

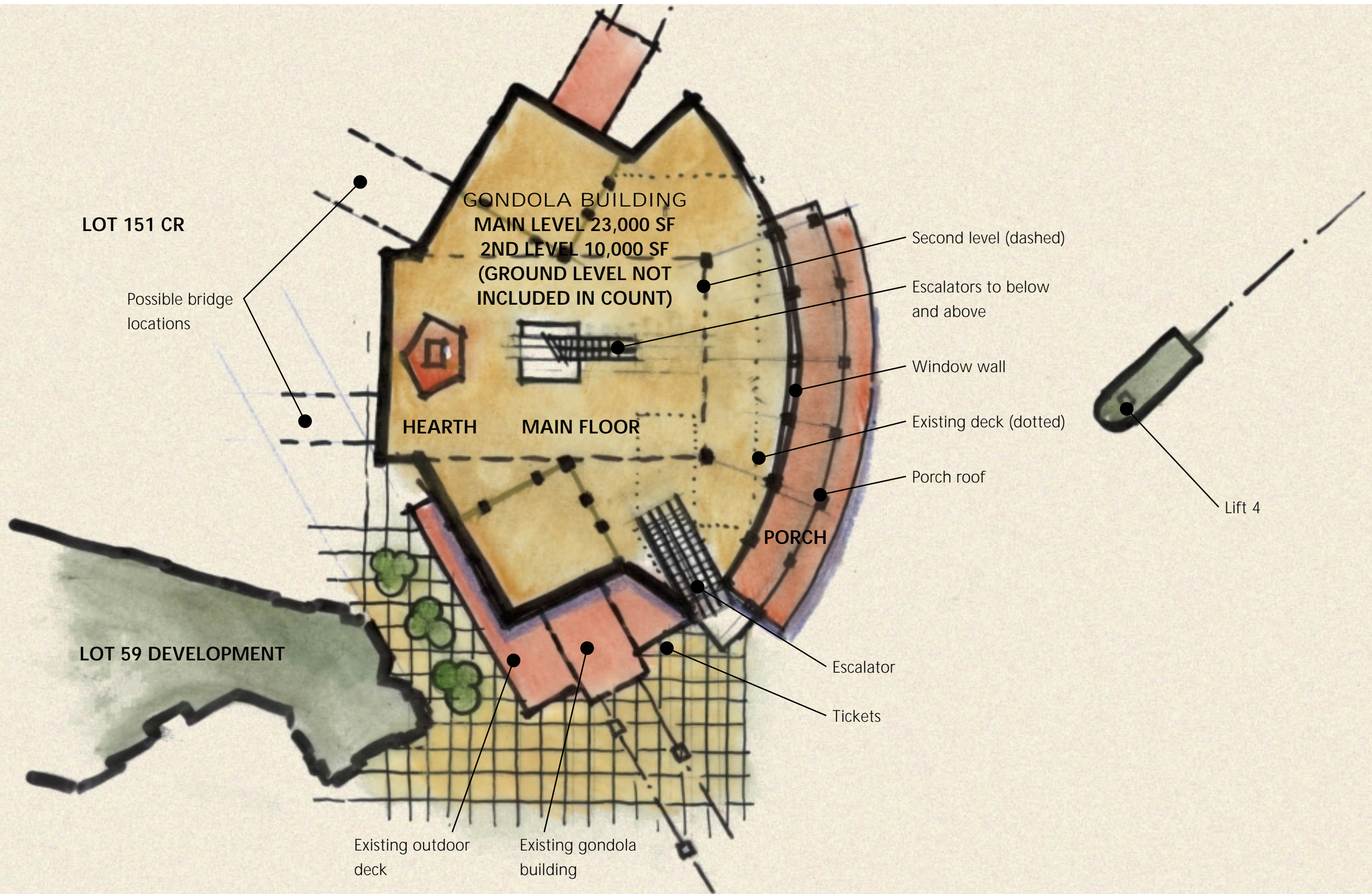
1" = 40'



NORTH PORTAL







GONDOLA BUILDING

1" = 40'



Hearth.

Upper level

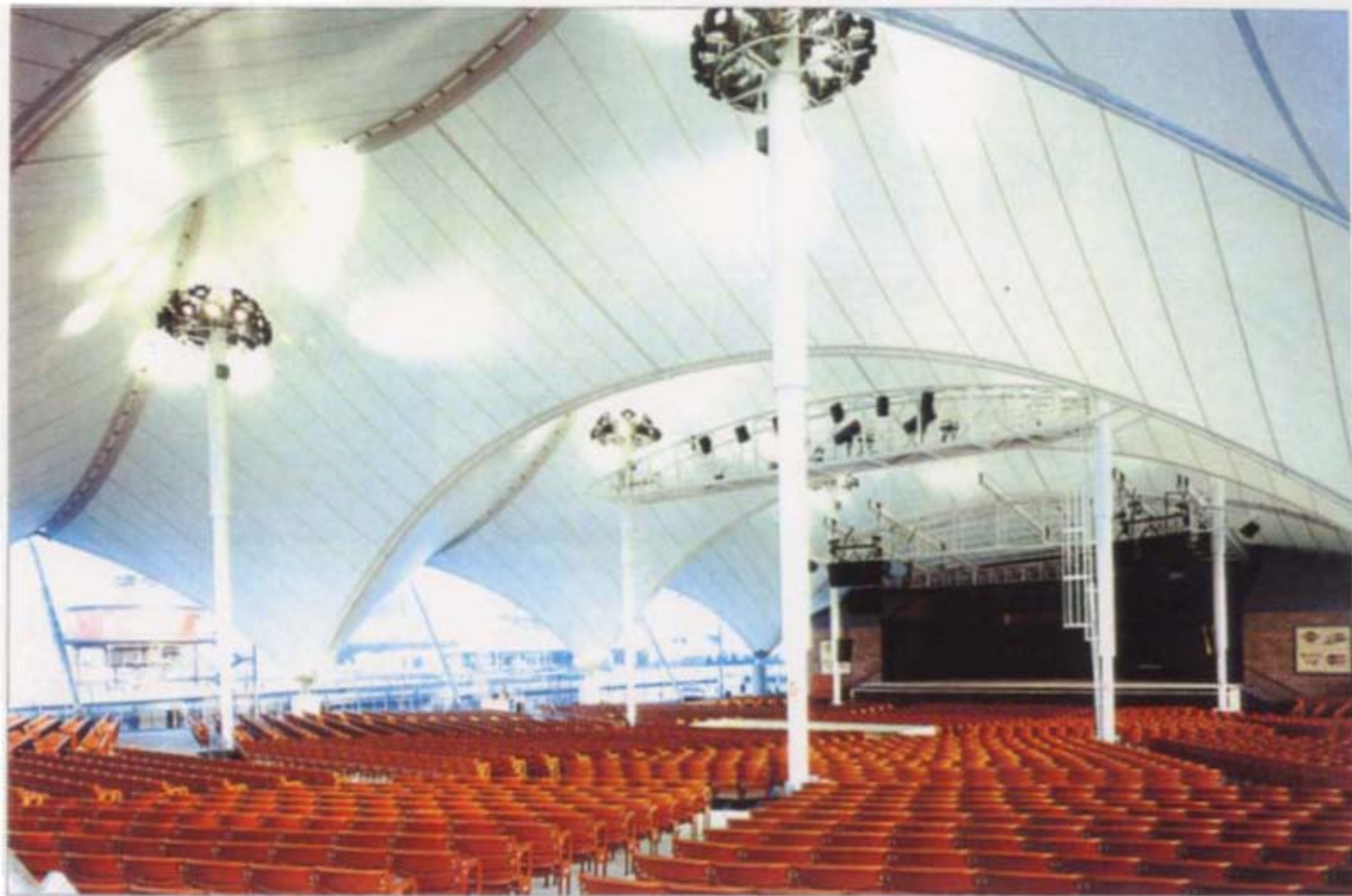
Upper deck

porch.

ELEVATOR

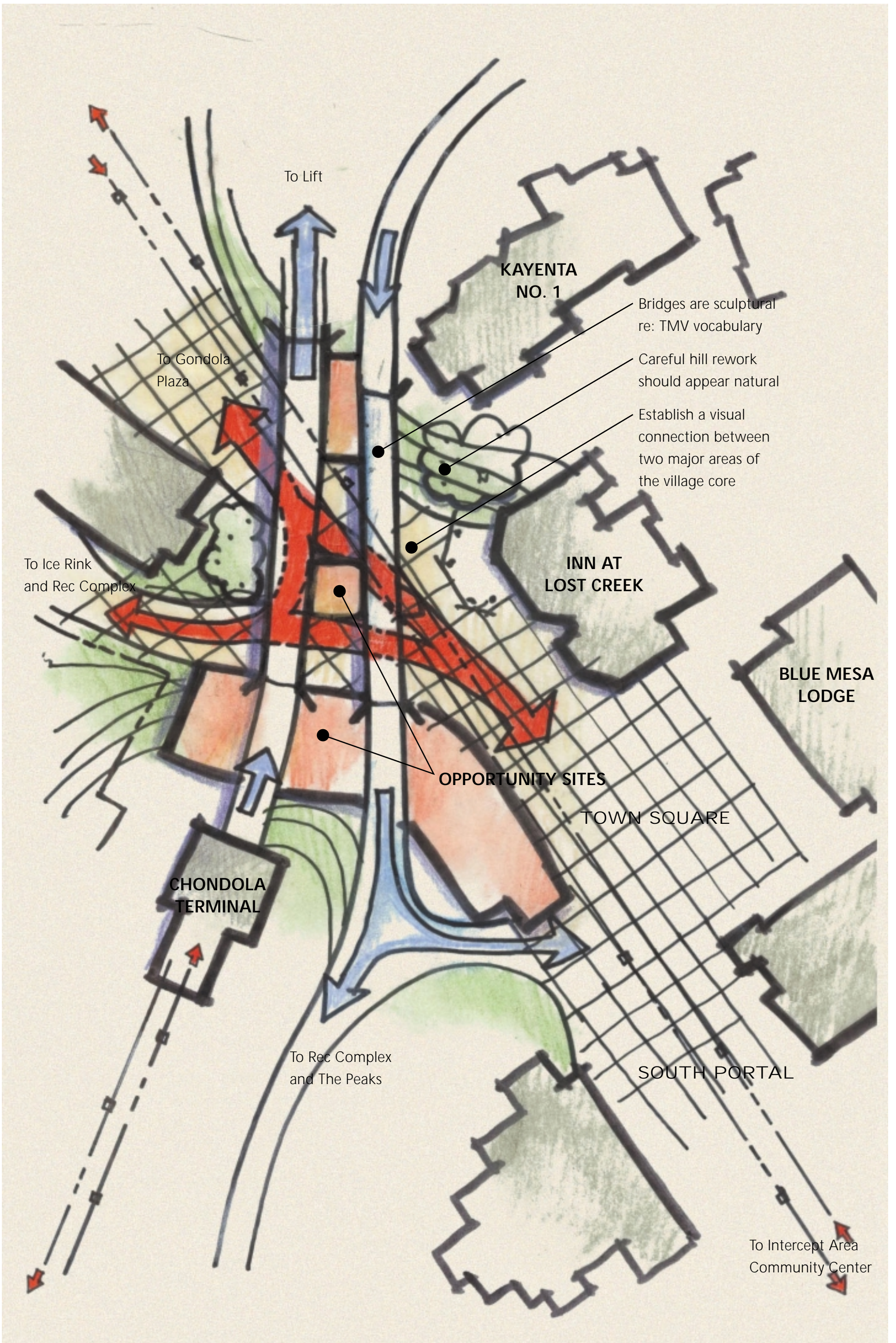
ADD SOME
MINIMAL GESTURE
OF HOSPITALITY - BAR COUNTER
- COVER
- LIGHT

G O N D O L A B U I L D I N G





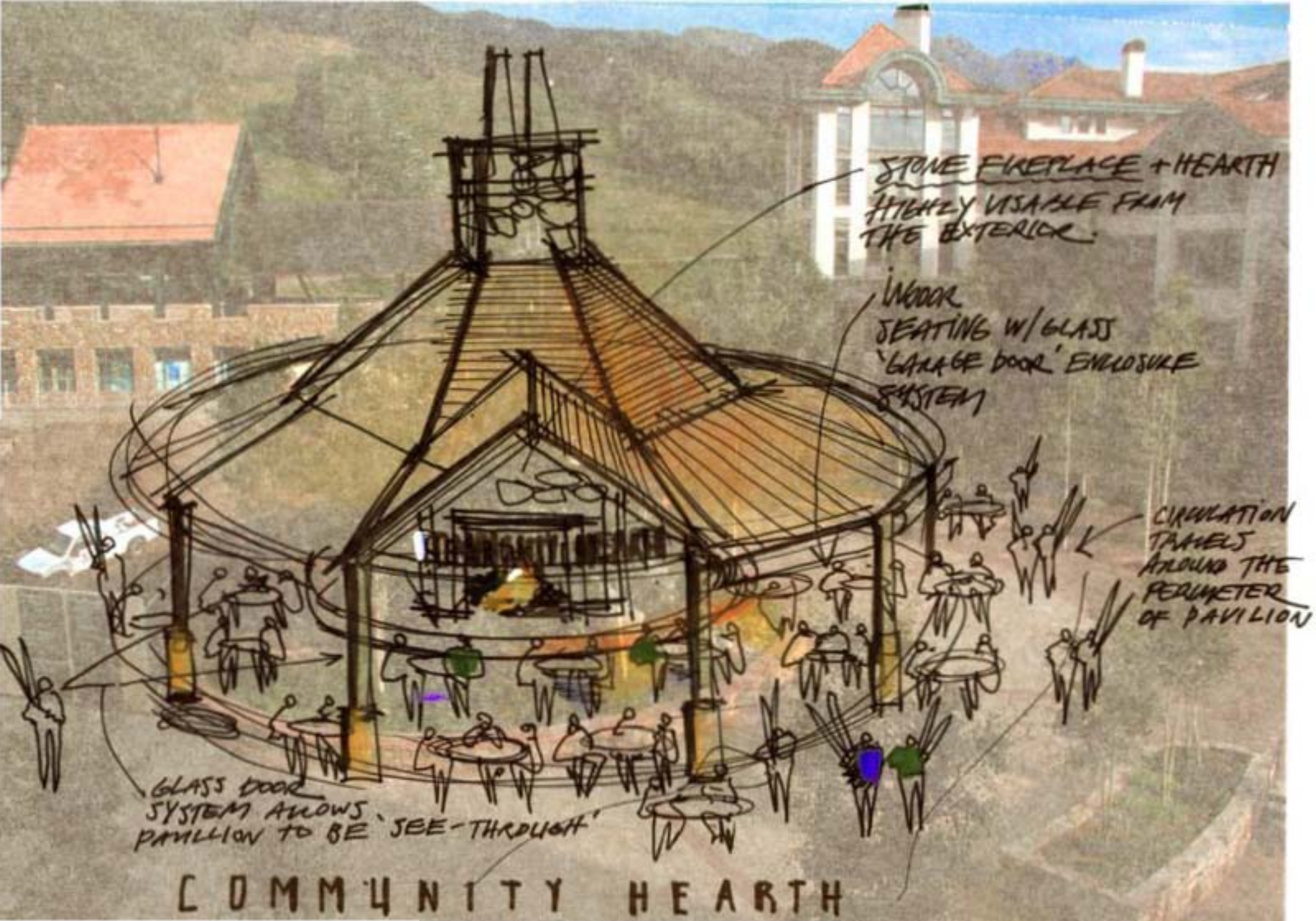




create a CONNECTION

1" = 40'





STONE FIREPLACE + HEARTH
HIGHLY VISIBLE FROM
THE EXTERIOR.

WOOD
SEATING W/ GLASS
'GARAGE DOOR' ENCLOSURE
SYSTEM

CIRCULATION
TRAVELS
AROUND THE
PERIMETER
OF PAVILLION

GLASS DOOR
SYSTEM ALLOWS
PAVILLION TO BE 'SEE-THROUGH'

COMMUNITY HEARTH



THE CHAPEL

1" = 40'



rooms face each other. Two skating rinks are served by open-air changing, lockers, and storage facilities, with benches on either side and an easily viewing seats set by level near boxes. Fans and crowd lie on either side and roof runs each side.











RECREATION BUILDING

1" = 80'



LEGEND

- RESIDENTIAL
- CONFERENCE CENTER
- OFFICE
- RESTAURANT
- RETAIL
- SKIER SERVICES
- VACANT

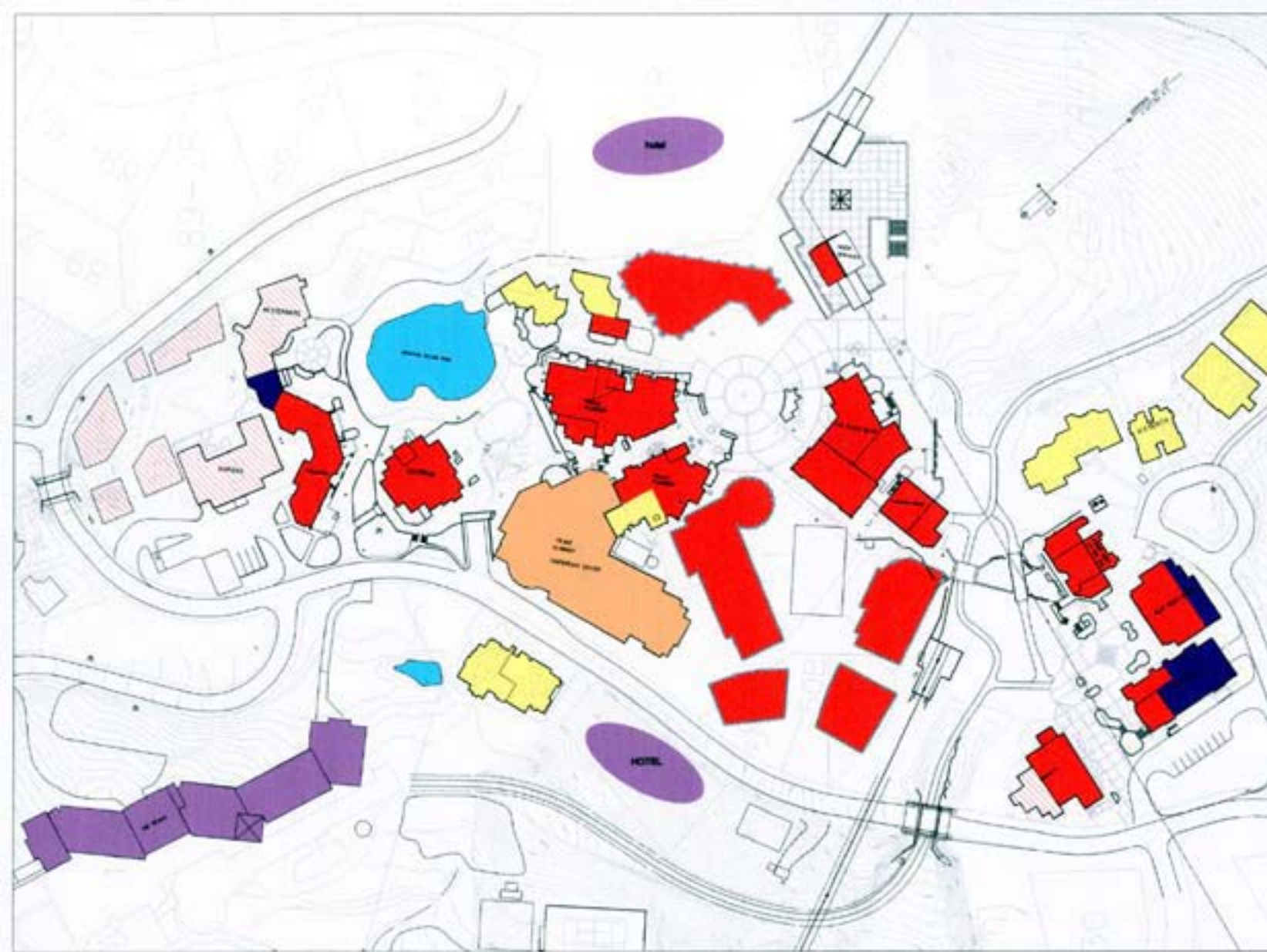
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LEGEND

- RESIDENTIAL
- CONFERENCE CENTER
- OFFICE
- RETAIL/RESTAURANT
- TRANSITIONAL USE
- HOTEL
- COMMUNITY FACILITIES
- Former buildings or buildings under construction

NOTE:

LOCATIONS AND AREAS ARE APPROXIMATE AND ARE FOR GENERAL PLANNING PURPOSES ONLY.





① Village Park-Chapel Site



⑥ Gondola Improvements



⑦ Village Connection



② North Portal



③ Front Door Entry Heritage Plaza



⑧ South Portal



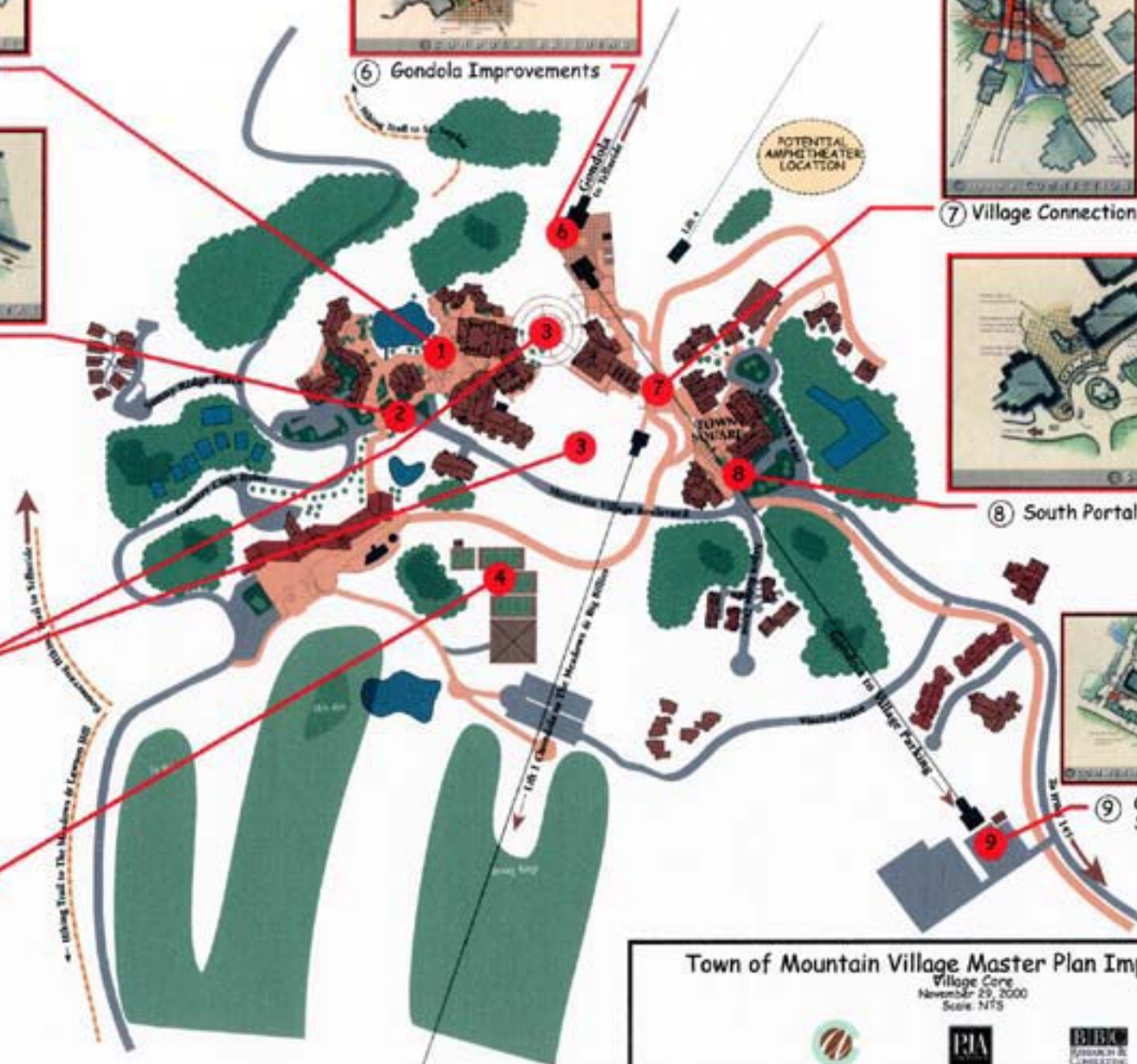
④ Recreation Building



⑨ Community Center/Services



⑤ Highway Entry



Town of Mountain Village Master Plan Improvements

Village Core
November 29, 2000
Scale: NTS

