

MOUNTAIN VILLAGE

Village Center Subarea

Town Hall Center Subarea – Phase 2

Town Council Meeting

December 13, 2018



OVERVIEW

VISION STATEMENT

VILLAGE CENTER SUBAREA

- September Outcomes
 - Project Status
 - Low Hanging Fruit
 - Next Steps
-

TOWN HALL SUBAREA

- Exhibits and Narrative
- Next Steps



UNIVERSAL VISION STATEMENT

(from the Mountain Village Comprehensive Plan)

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



MOUNTAIN VILLAGE

Village Center Subarea

December 11, 2018



EXISTING CONDITIONS



MOUNTAIN VILLAGE

Village Center Subarea

OPEN HOUSE #2 – SEPTEMBER 19, 2018



20

**Interview
Participants**

35

**Open House #2
Visitors**

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

190 out of 190 people answered this question

1	Provide a wider variety restaurants	144	73%
2	Provide variety of retail opportunities to drive traffic	110	56%
3	Provide more activity / vitality	109	55%
4	Extend open container area (table service into plazas)	107	54%
5	Diversity of retail experiences	106	54%
A	Show less		
6	More diversity of commercial activities (gaming, bowling, lounge, massage)	102	52%
7	Provide quality activities in the plazas for kids / adults	101	51%
8	Activate and beautify promenade	97	49%
9	Promote green spaces	71	36%
10	More...	67	34%
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190+
Online Survey
Responses

Winter:

190 out of 190 people answered this question

File Pits	134	68%
Sledding / Tubing	119	61%
Evening attractions / Music	115	59%
Expanded Ice Rink	96	49%
Curling	67	34%
Other	17	9%

Shoulder Season

190 out of 190 people answered this question

More Dining Options / Extended Hours	137	70%
More Conferences	97	49%
Festivals	92	47%
Other	23	12%

What kind of Food & Beverage is needed in the Village Center:

190 out of 190 people answered this question

1	Casual Dining	132	67%
2	Bar/Entertainment	112	57%
3	Fine Dining	98	49%
4	Seasonal Food Vending Carts	84	42%
5	Other	19	10%

What kind of Retail is needed in the Village Center:

190 out of 190 people answered this question

1	Non-Sporting Goods	124	63%
2	"Experiential" Retail (Interactive retail experience)	74	37%
3	Pop-Up Retail (temporary retail)	71	36%
4	Other	37	19%
5	Sporting Goods	31	16%

Should we attract more people and keep them in the Village Center?

190 out of 190 people answered this question

Yes	166	84%
No, it is ok the way it is.	32	16%

If Yes, please check below on Ideas how to attract more people:

184 out of 190 people answered this question

1	More Dining Options	125	76%
2	Variety of Stores / Experiential retail / Pop up Retail	104	63%
3	Events and Festivals	101	62%
4	More Nightlife Options	100	61%
5	More Quality Activities / Family-Friendly Activities	100	61%
6	World Class Music Venue / Performing Arts Center	77	47%
7	Expanded Gondola Season	70	43%
8	5-6 Star Hotel	63	38%
9	More Convention Type Groups	45	27%
10	Additional Transportation Options	30	18%
11	Other	9	5%
A	Show less		

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A	Show less		



VISION & GOALS

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

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



BIG IDEAS/INNOVATION - "TOP 3"

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



5-Star Hotel



**Improved Conference Center
and 500-seat Theater**



**Enhanced Outdoor
Gathering Spaces**



ADDITIONAL BIG IDEAS/INNOVATION

Enhanced Food and Beverage/Retail Experience



Après Ski



Signature Events



Partnerships with Aviation Companies



Culinary Vacation Center



Alpine Gardens



Fine Art-Driven Events and Experiences



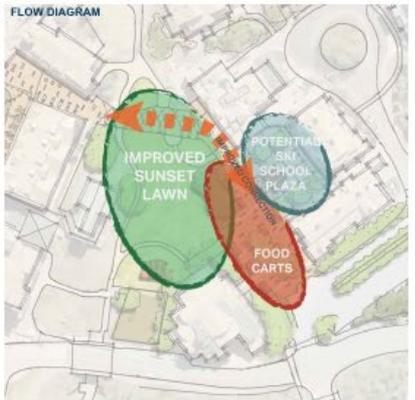


VIBRANCY CONCEPT



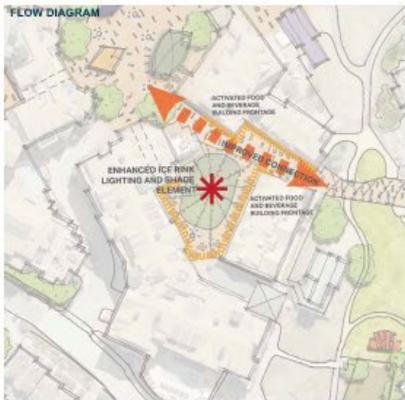
CONCEPTS AND INSPIRATION: SUNSET PLAZA

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



CONCEPTS AND INSPIRATION: REFLECTION PLAZA

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



CONCEPTS AND INSPIRATION: HERITAGE PLAZA

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



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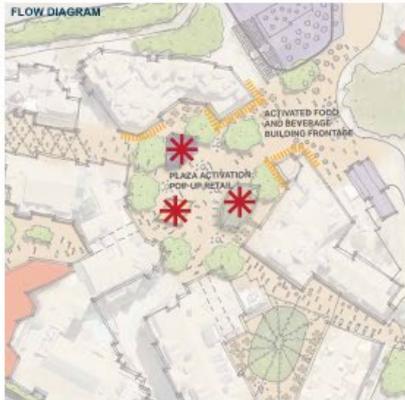
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5-STAR HOTEL AND IMPROVED GONDOLA ACCESS

Incorporate a 5-star hotel on Lot 161 that considers integrating gondola access and après ski opportunities.



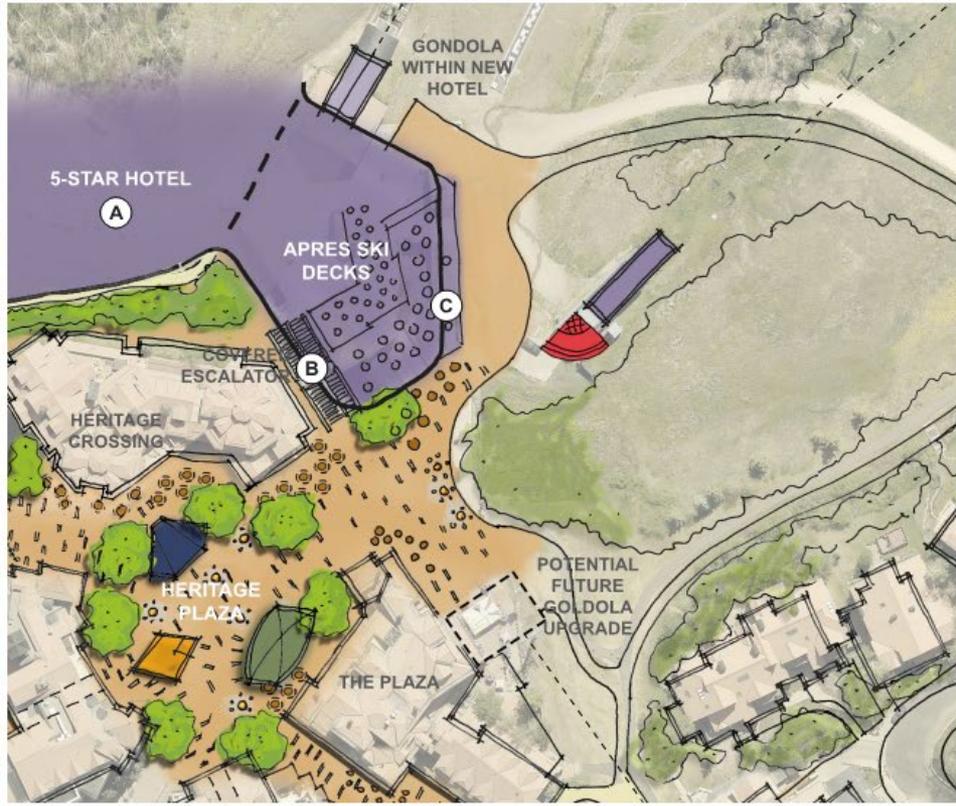
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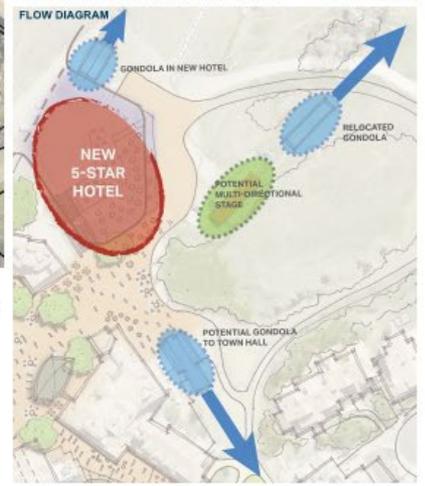
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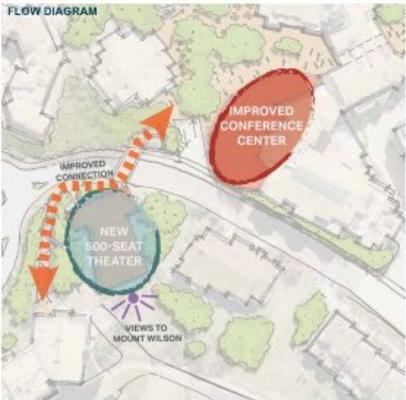
CONCEPTS AND INSPIRATION: FOUNTAIN PLAZA AREA

Improve Village Pond edge access, introduce water play elements, and increase activity with outdoor dining opportunities.



IMPROVED CONFERENCE CENTER AND THEATRE

Renovate Telluride Conference Center to allow for additional conferences and events. Activate plaza by creating a more open and welcoming facade. Provide new 500-seat theatre.

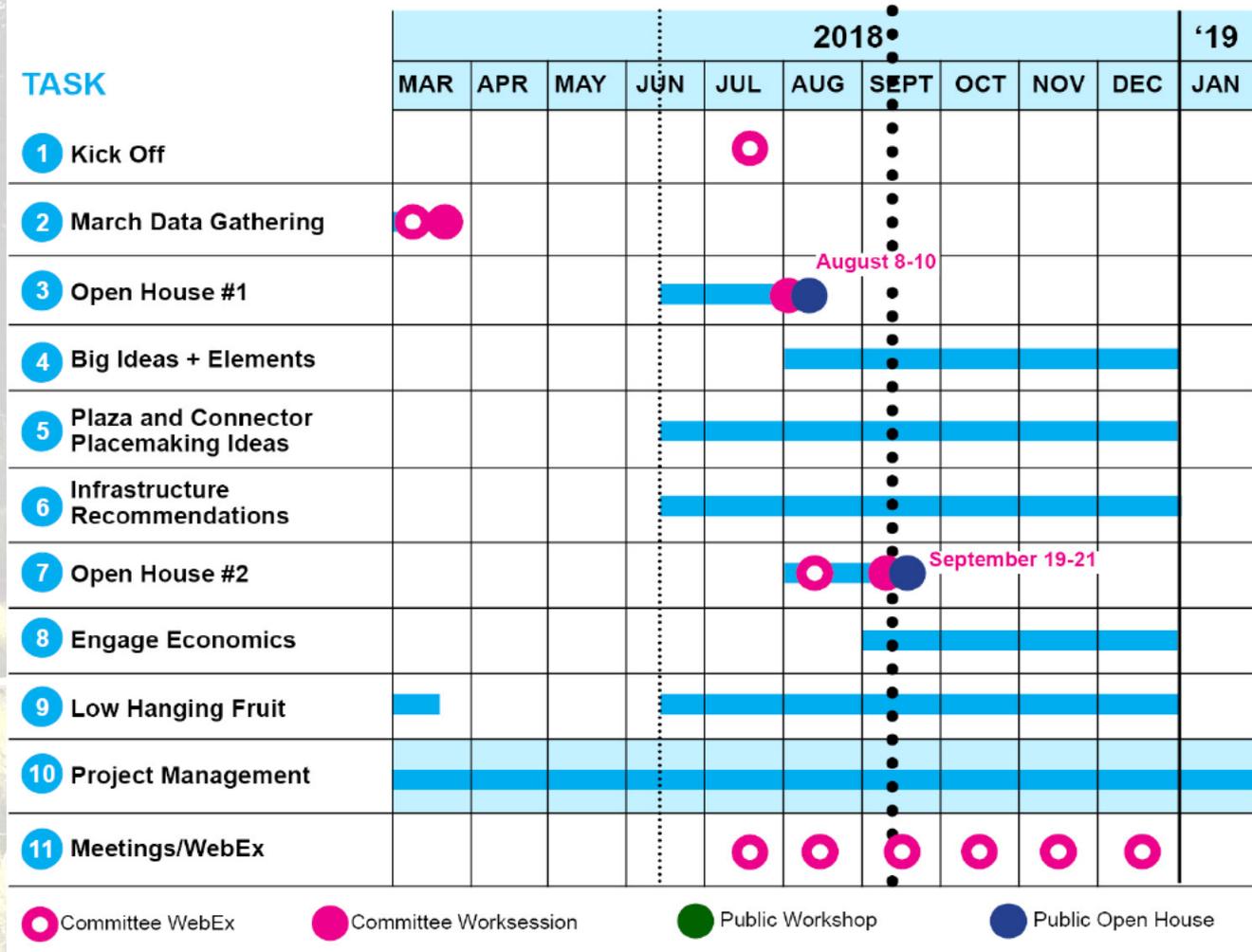


POTENTIAL NEXT STEPS – “LOW HANGING FRUIT”

- **Improve Wi-Fi Speed and Connectivity Issues**
- **Regulate Trash and Delivery Service Routes and Times**
- **Utilize Drop-Off at Blue Mesa to its Full Potential**
- **Explore Installation of Pop-Up(s) in Heritage Plaza**
- **Review and Amend Retail Competition Language**
- **Install Lighting for Safety Improvements**
- **Explore Common Consumption Opportunities**
- **Explore Enhancements that Increase Ambiance**



Town of Mountain Village - Village Center Schedule



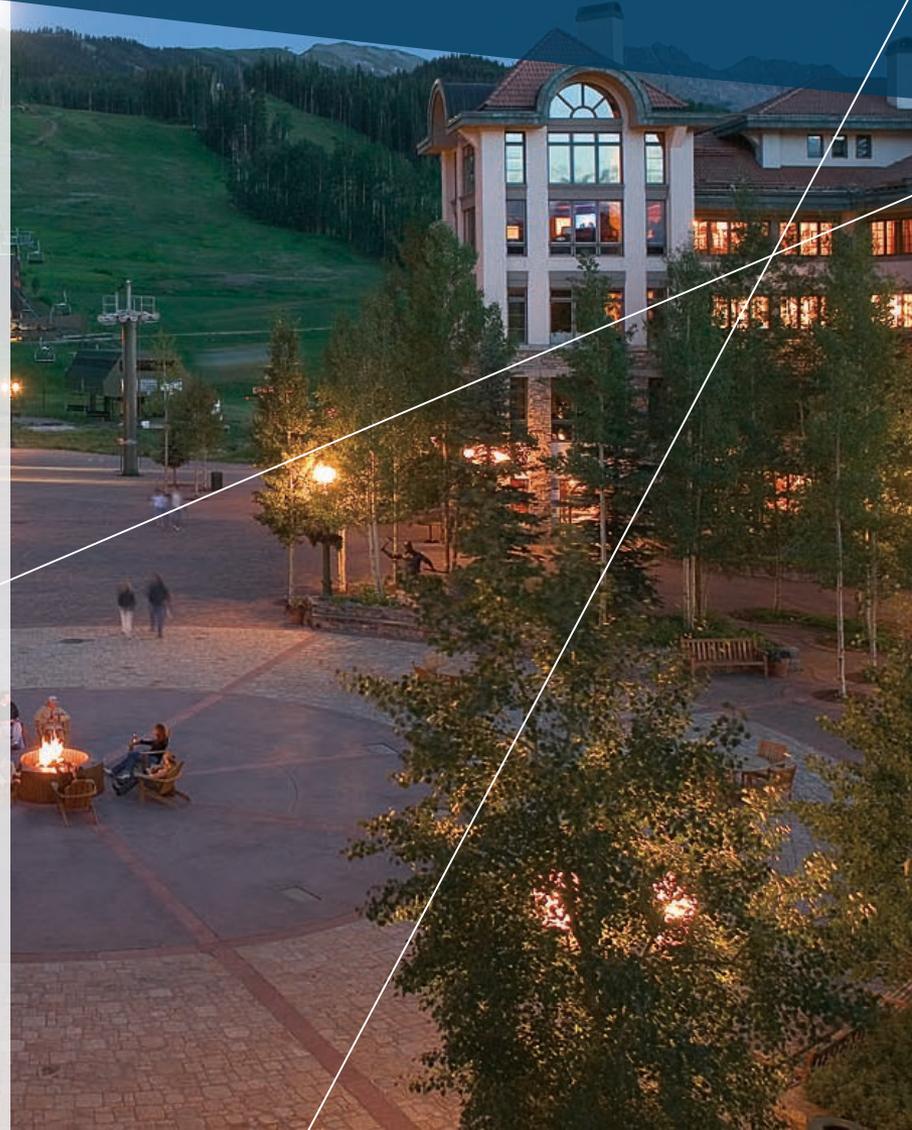
MOUNTAIN VILLAGE

Village Center Subarea

December 11, 2018

Next Steps

- Common Consumption
- Sound / Camera Pilot Test
- Lighting / Safety Improvements
- Economics Study
- Economics/Vitality Considerations
- Final Vitality Concept



MOUNTAIN VILLAGE

Town Hall Subarea

December 11, 2018



COMPREHENSIVE PLAN AMENDMENT - 2017

MOUNTAIN VILLAGE

COMPREHENSIVE PLAN

THE NEXT 30 YEARS

The Nuts & Bolts Historical Perspective Taking the Lead Mountain Village Vision Roadmap for the Future



Housing
Hotels & Visitors
Skier Experience
Land Use
Economic Vibrancy



APPENDIX B: COMPREHENSIVE PLAN CHAPTER TOWN HALL CENTER SUBAREA PLAN

OVERVIEW

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

The following overall goals are identified for the Town Hall Center Subarea Plan.

- Welcome visitors and residents to Mountain Village
- Enhance the connection to the outdoors
- Preserve natural assets while balancing the needs of a growing population
- Heighten the quality of design and placemaking

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

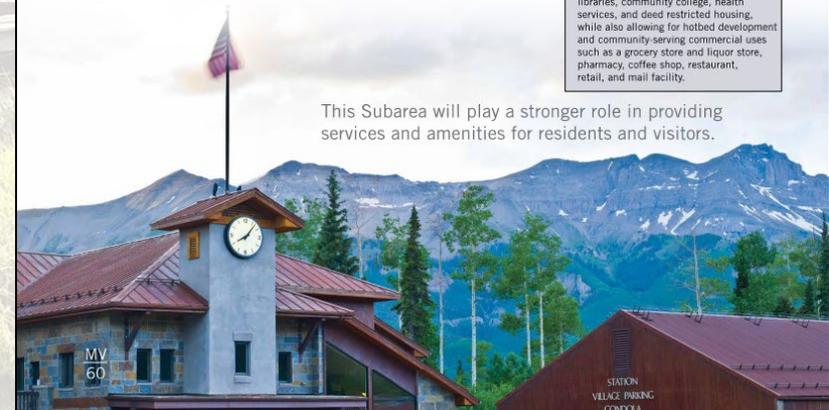
The following actions will lead the way to achieving the principles, policies and actions of the Town Hall Center Subarea Plan.

- Improve entry and arrival areas
- Enhance local and civic services¹
- Create additional deed restricted housing for year-round and seasonal residents
- Allow for hotbed development on certain parcels
- Provide additional lodging units to add to the town's hotbed inventory
- Consider a future potential ski school building with direct chairlift access
- Construct an improved nature boardwalk amenity at Elk Pond
- Expand central day skier and visitor parking at the Gondola Parking Garage
- Explore a future potential pulse gondola link to the Meadows
- Provide improved pedestrian connections within the center and to Meadows Subarea
- Improve aesthetics, landscaping, wayfinding, and trails

¹ Civic services are defined as a broad mix of community and public amenities, such as government offices, fire stations, schools, libraries, community college, health services, and deed restricted housing, while also allowing for hotbed development and community-serving commercial uses such as a grocery store and liquor store, pharmacy, coffee shop, restaurant, retail, and mail facility.



This Subarea will play a stronger role in providing services and amenities for residents and visitors.





MOUNTAIN VILLAGE

Town Hall Center Subarea Plan

Context Plan: ELK PRESERVE



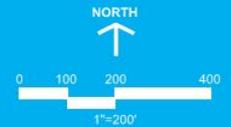
Town Hall Center Subarea Plan Map



Legend

- A ROUNDABOUT
- B ROADWAY CONSOLIDATION
- C COMMUNITY PARK
- D BUS STOP
- E MIXED USE BUILDING AND TUNNEL
- F SHUTTLE STOP
- G ESCALATOR WITH TUNNEL
- H EXPANDED PLAZA
- I COMMUNITY HALL
- J TOWN HALL FACADE IMPROVEMENTS
- K PLAZA PATHWAY TO GARAGE
- L PATH FROM VCA TO GARAGE
- M GONDOLA PARKING GARAGE EXPANSION
- N VCA EXPANSION, 26 UNITS
- O VCA EXPANSION, 16 STACKED FLATS
- P NOT USED
- Q VCA EXPANSION, 8 UNITS
- R PATHWAY FROM VCA TO PARK AND BUS STOP
- S BRIDGE
- T TUNNEL
- U FUTURE SKI SERVICES
- V FUTURE HOTEL
- W FUTURE CIVIC SERVICE
- X INTERPRETIVE BOARDWALK TRAIL
- Y TRAIL FROM MOUNTAIN LODGE
- Z FUTURE LIFT 10 GONDOLA CONVERSION

- - - - Parcel Boundary
- ▬▬▬▬ Subarea Boundary





- AREA 1 | VCA EXPANSION**
1. Construct 50 workforce housing units
 2. Reconfigure surface parking

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

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

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

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

- AREA 6 | FUTURE EXPANSION OF CIVIC SERVICES**
1. Construct additional office space for possible civic services and uses



PRELIMINARY ROADWAY DESIGN

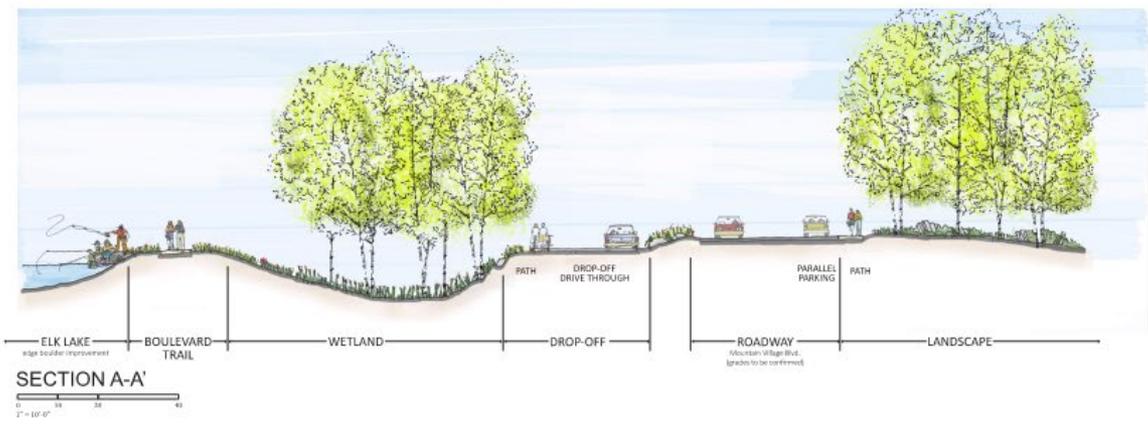
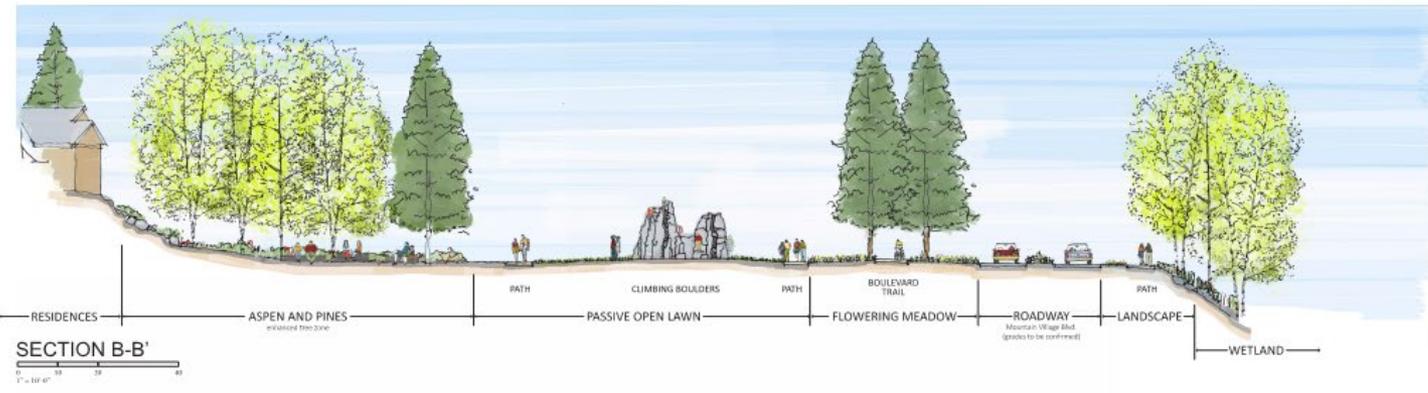
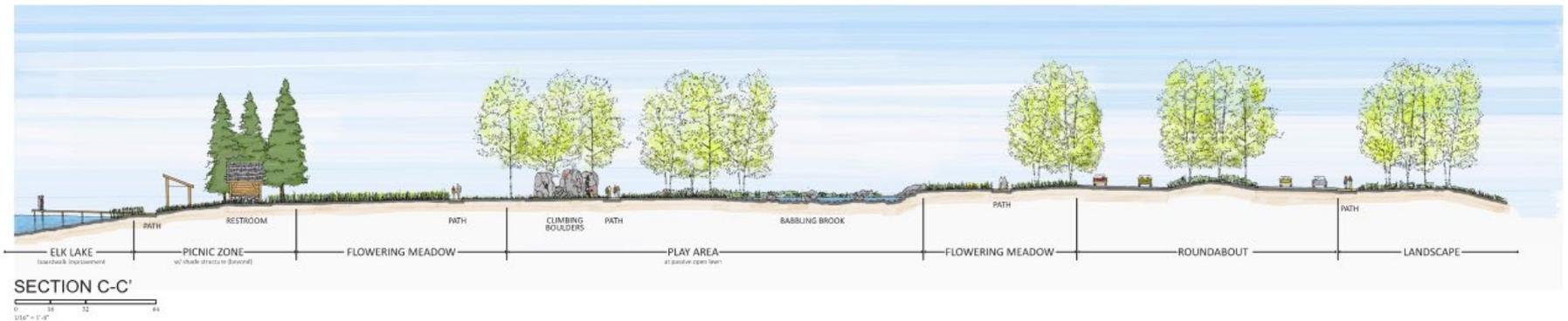


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1" = 20'-0"

CONCEPT PLAN: ELK PRESERVE

SEPTEMBER 20, 2018





VIEW KEY PLAN



B) VIEW OF "BABBLING BROOK GARDEN AREA"



A) PRESERVE VIEW ACROSS POND, MEADOW AND PICNIC AREA



C) VIEW OF "SANCTUARY" GARDEN AREA

To:
Michelle Haynes & Anton Benitez
Town of Mountain Village
455 Mountain Village Blvd.
Suite A
Mountain Village, CO 81435

Elk Preserve: Concept Design Narrative

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



1/8

...vity and engagement at the edge of
land edge, and an improvement and
existing conditions photo following



4/8

...ther into Elk Preserve, an
introduce small pockets of
beneath carefully-designed
y tree backdrop. The existing
architectural character, while
m facilities.

...ng alpine meadow and large
a naturally-sculpted passive
tossing a ball or spreading a

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ea (a recirculating stream
ea (an area for relaxation and



5/8



...covered pergola area is an
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and drop off.

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...Boulevard are critical to the
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Each travel lane shall be
onship with Elk Preserve
tionship with the wetland

6/8



POTENTIAL NEXT STEPS

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

