

North Village

District Planning Study



June 12, 2008

Randy Jackson



Introduction & Agenda

Scope Definition

- Develop a District Planning Study for the NVSP area to refine GP guidance and recommend implementation criteria for updating the NVSP and creating a successful retail, entertainment and lodging district.

- **Agenda**
 - Introduction
 - Process
 - Workshop Comments
 - What we found - Constraints and Opportunities
 - Gateways
 - Connectivity
 - Placemaking
 - Amenities
 - Parking
 - Analysis
 - Gateways
 - Connectivity
 - Placemaking
 - Amenities
 - Parking
- Alternatives
- Comment and Input



Introduction & Agenda

Scope Definition

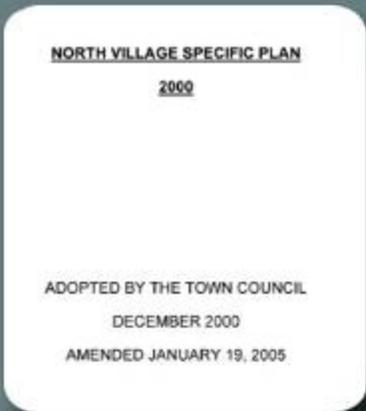
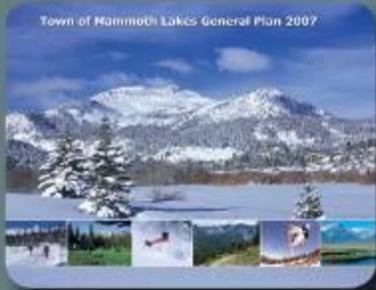
- Develop a District Planning Study for the NVSP area to refine GP guidance and recommend implementation criteria for updating the NVSP and creating a successful retail, entertainment and lodging district.

- **Goals for Today**
 - Present a summary of Community Comments
 - Qualify the Major Issues
 - Define limitation of the NVSP
 - Propose Solutions—“Big Ideas”
 - Present 3 alternatives for development patterns in the North Village
 - Recommendations



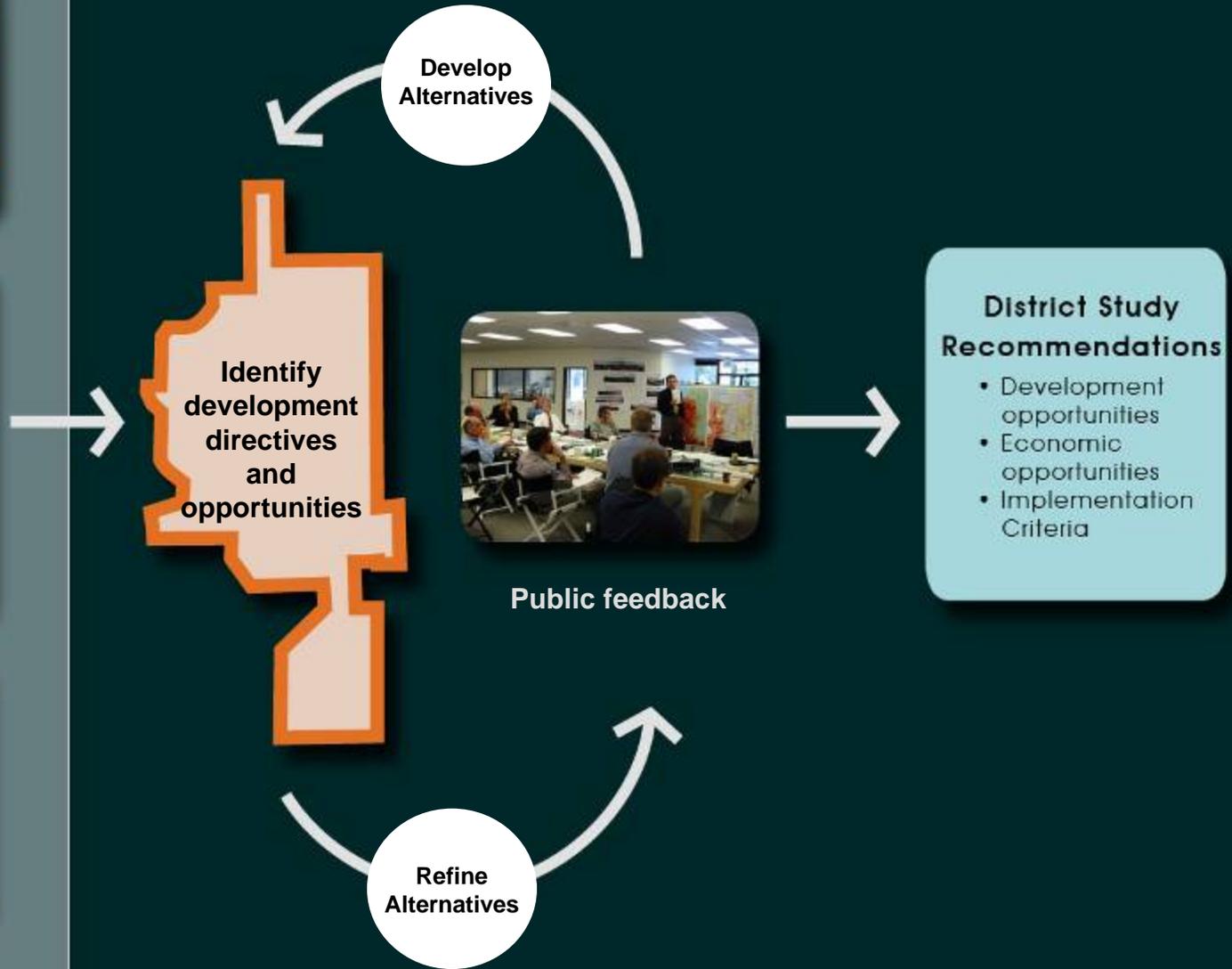
Process

District Planning Study Development as an Iterative Process



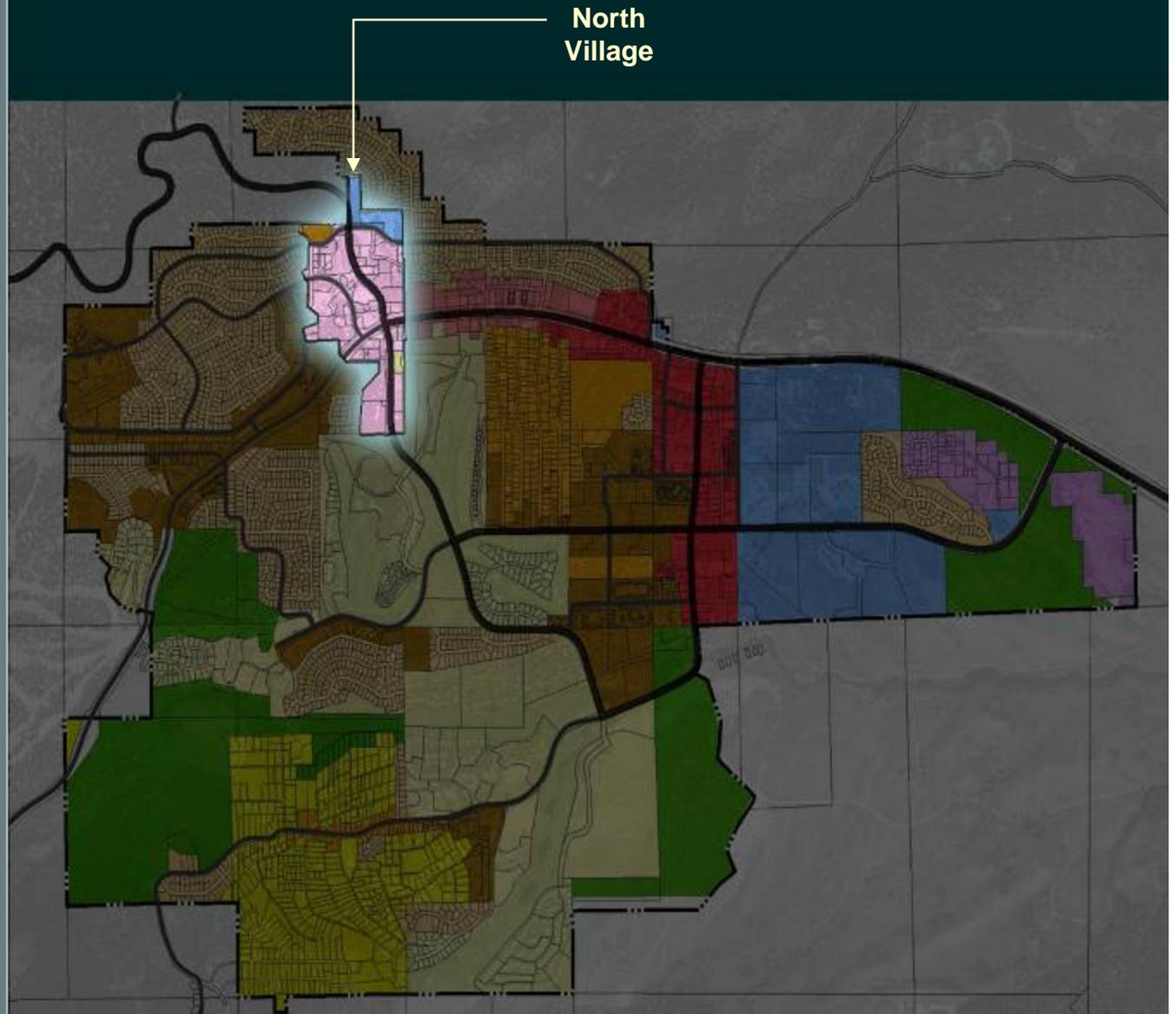
GIS Mapping

- Aerial
- Circulation
- Land Use
- Trails
- Open Space
- Existing Uses
- Proposed Uses
- Programs
- Transit
- Views



Process

- Study the North Village Specific Plan (NVSP) under the current General Plan (GP)
- Review development directives under both the NVSP and GP
- Assess possible development opportunities for the NVSP area
- Develop a District Planning Study for the NVSP area in harmony with the GP
- Establish recommendations for implementation criteria



District Workshops

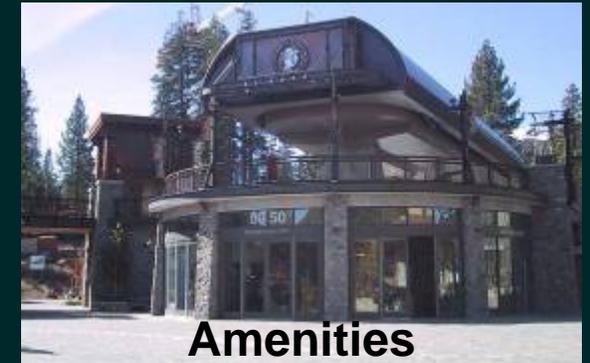
Two public workshops, two focus group meetings and a Café outreach have been held to date for the North Village District Planning Study. The goal of these workshops was to solicit comments and facilitate discussion regarding the current state of the North Village.

The comments from the workshop gravitated toward five main categories of discussion:

- gateway
- connectivity
- placemaking
- amenities
- parking



EXISTING



Workshop Comments

The Community needs a vibrant tourist activity center to augment visitor and local experience

The North Village needs to be easy to get to, and easy to get around in

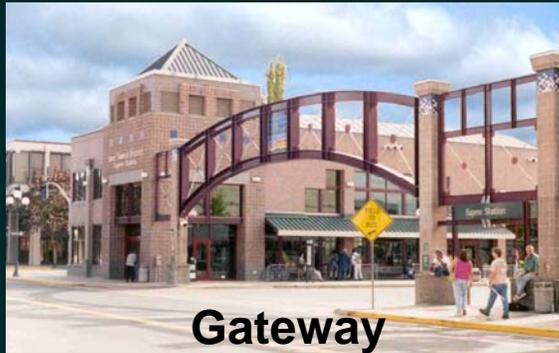
A critical mass needs to be achieved to support North Village activities

Density is not the issue, it is quality, sense of place and organization

There needs to be a wider range of winter and summer activity, programs, and venues to create a BUZZ



POTENTIAL



Gateway



Placemaking



Connectivity



Amenities



Parking

Gateway Workshop Comments

- No discernable entrance
- Where should the entrance be?
- First sense of arrival is by car
- Heart of District should be pedestrian
- District should welcome visitors and locals

EXISTING



POTENTIAL



General Plan Desired Characteristic for North Village

- Gateway at intersection of
Minaret Rd. and Main St.

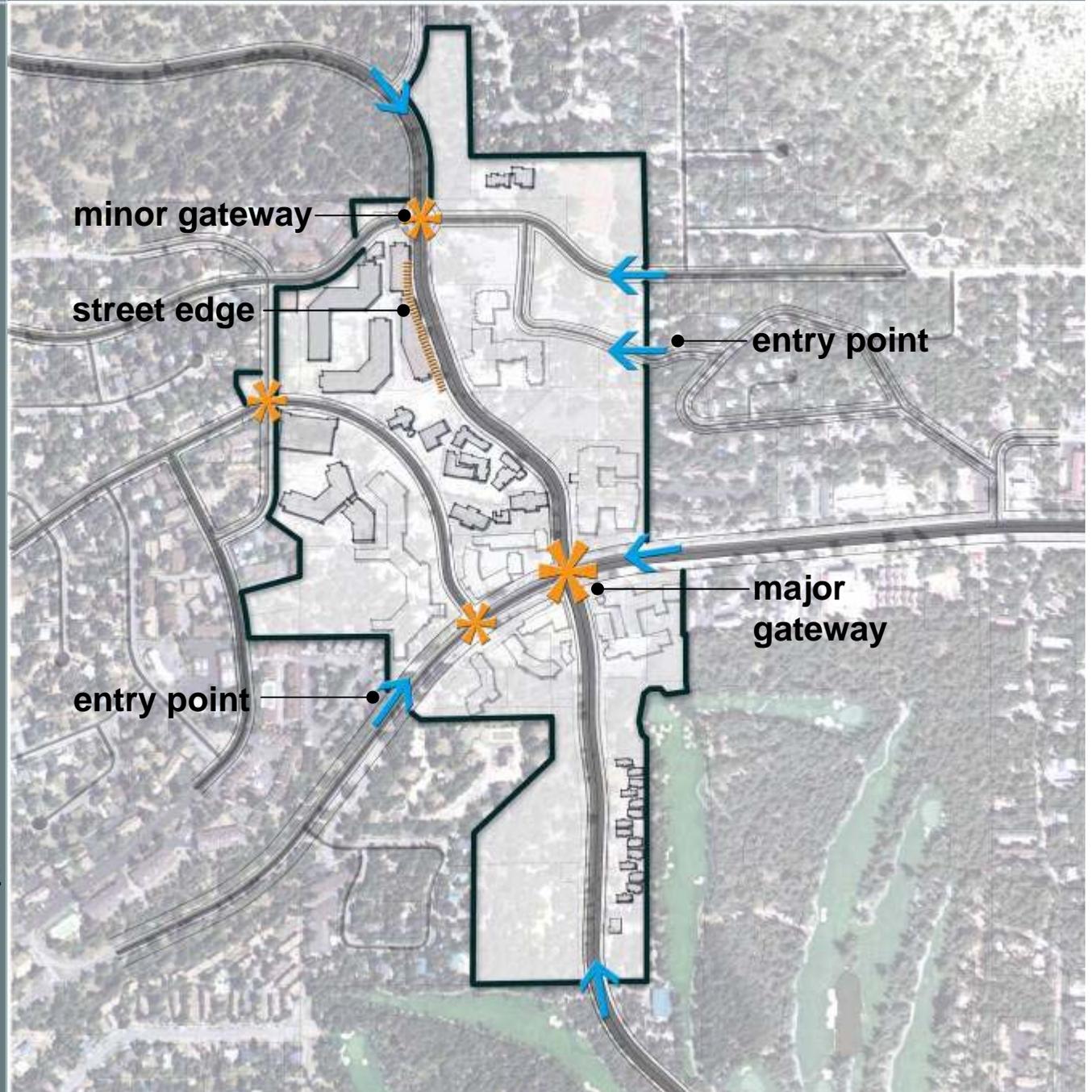


Gateway Analysis

- Prominent “sense of arrival” is at the intersection of Main and Minaret
- Three additional minor gateways occur in the North Village
- Only one side of Minaret has a strong edge treatment
- There is currently no signage to announce arrival into the North Village

General Plan Desired Characteristic for North Village

- Gateway at intersection of
Minaret Rd. and Main St.

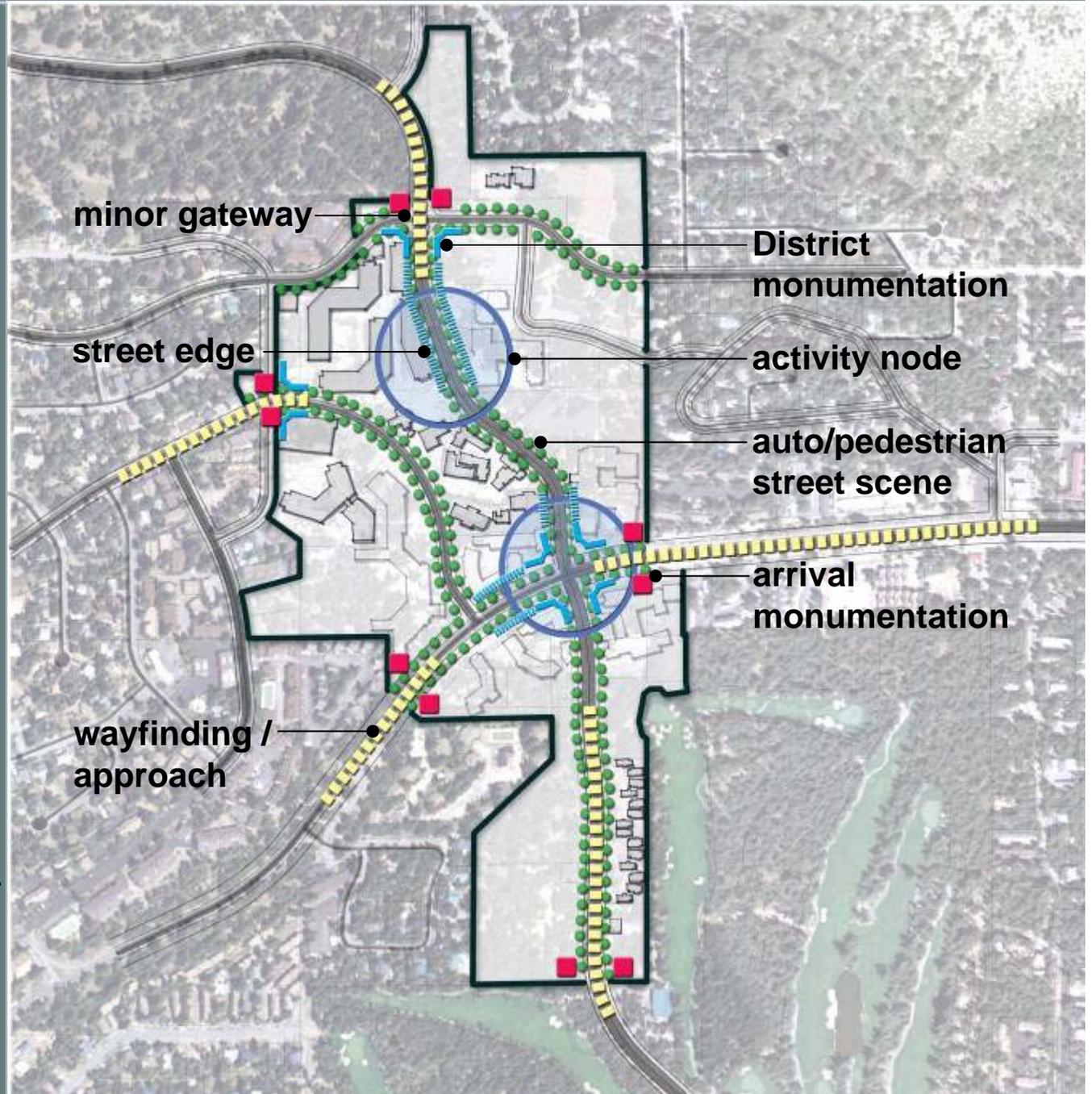


Gateway Opportunities

- Create a hierarchy of entry
- Establish a focal point of arrival
- Set up an approach to the North Village using landscape and monumentation themes
- Develop an auto/pedestrian street scene
- Use building edges to frame arrival intersections
- Set aside land area for monumentation

General Plan Desired Characteristic for North Village

- Gateway at intersection of
Minaret Rd. and Main St.



Connectivity Workshop Comments

- Feet First
- Public Transit
- Improve pedestrian access on roads and connections to neighborhoods
- Gondola for North Village skiers, not mass transit
- Increase gondola capacity
- Study all aspects of vehicular issues
- South Minaret hard to connect due to slope
- Walking distance differs summer/winter
- Summer trolley as an amenity
- Minaret traffic heavy during peak hours- difficult to cross



EXISTING

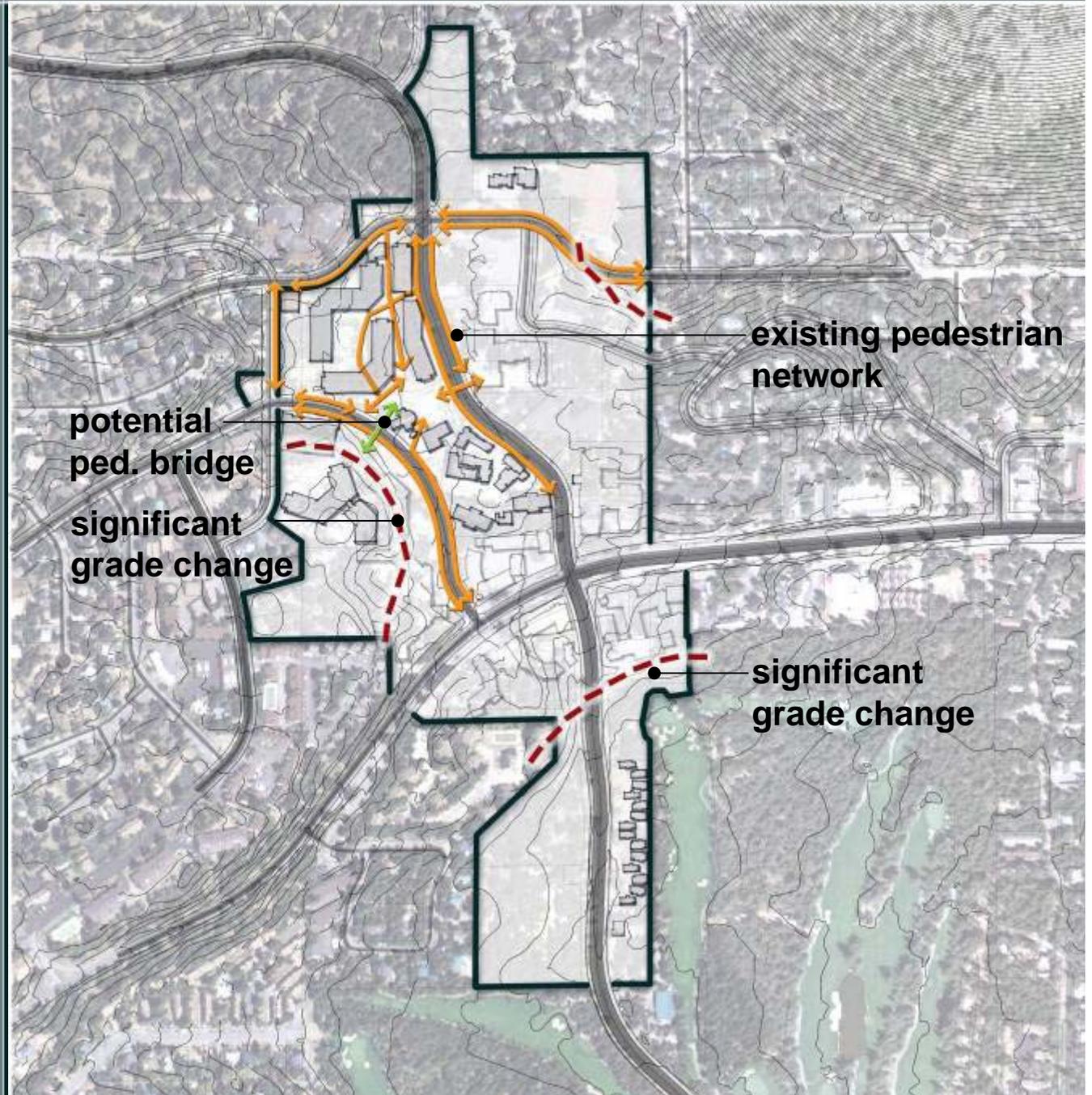


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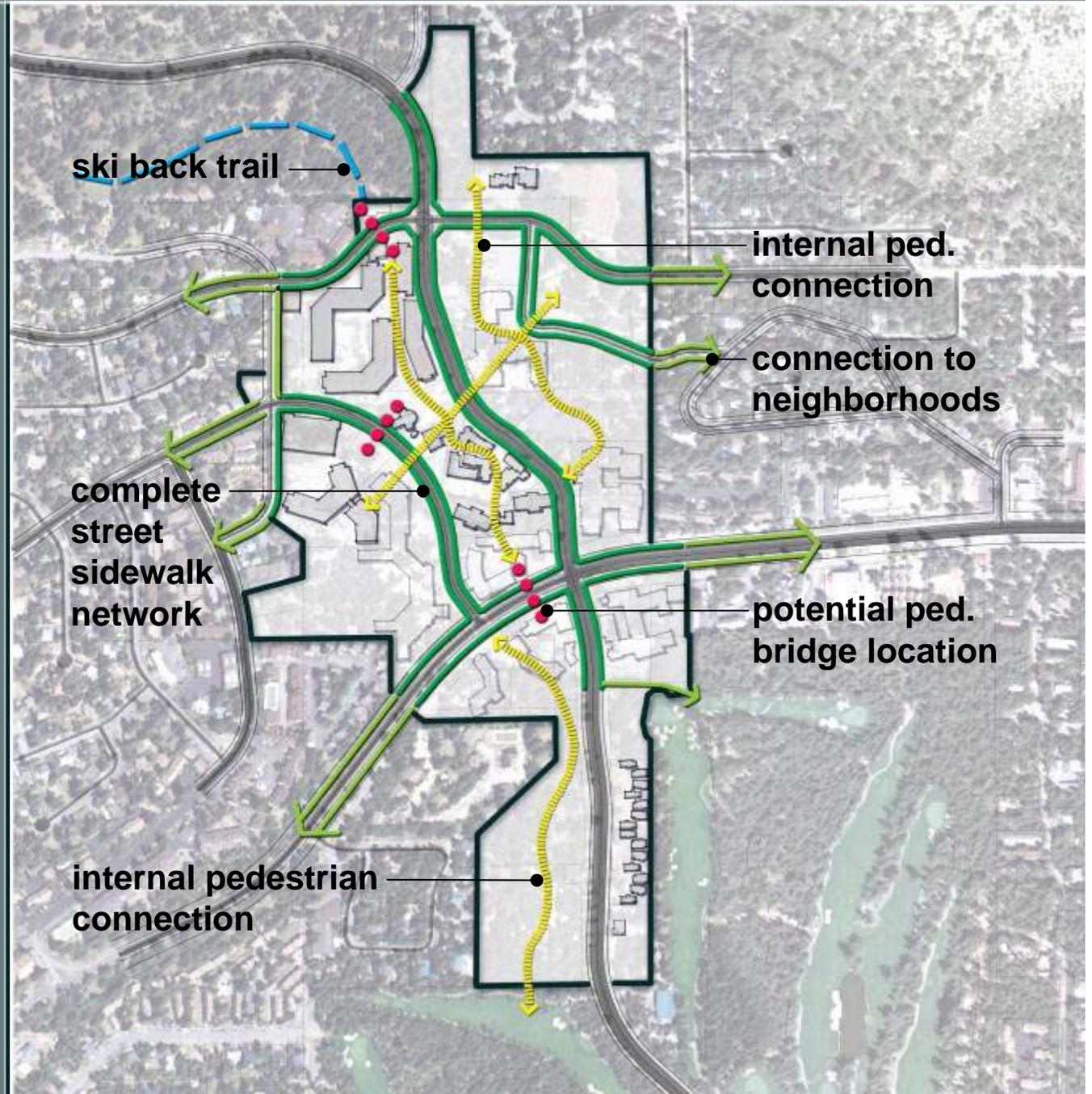
Connectivity Analysis

- Natural slope areas limit pedestrian access – thus encourage clustering of activities
- Opportunities for pedestrian bridges to take advantage of grade changes to shorten walking distance
- Existing sidewalk network incomplete
- Lack of interior pedestrian connections throughout District



Connectivity Opportunities

- Complete Out Street Adjacent Sidewalks
- Extend Walkways into Surrounding Neighborhoods
- Complete Ski Back Trail
- Explore Pedestrian Bridge Connectors
- Explore Internal Linkages Between Developments
- Work with CATRANS to develop on-street parking and snow removal

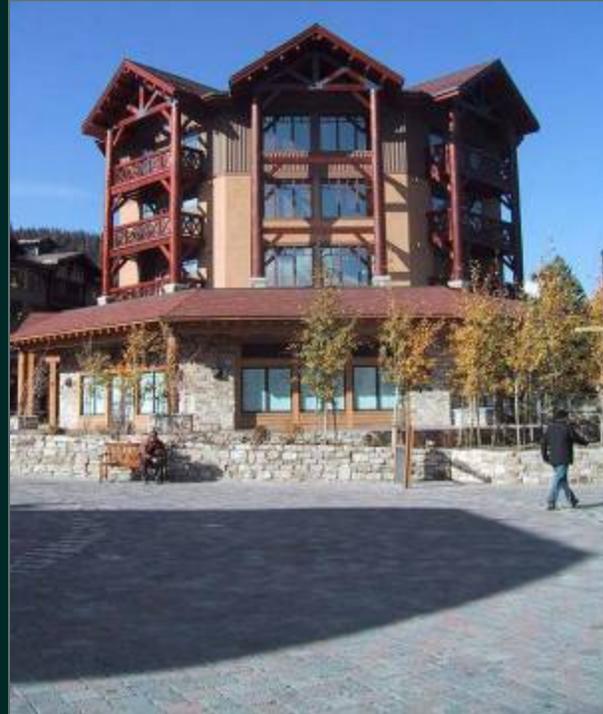


Placemaking & Amenities Workshop Comments

- Not friendly to locals
- Balance uses
- Several nodes of activity and commercial
- Multi-functional venues
- Better utilize existing venues (gondola plaza)
- Create some kind of consistent “look”
- Doesn’t create enough “buzz”
- Every zone mixed use
- Need more activities such as festivals in summer
- Energy vs. activity
- Town should coordinate year round activities
- Do not remove Community Center
- Need critical mass



EXISTING



POTENTIAL



Placemaking & Amenities Existing Land Uses

Existing Land Uses

- Hospitality Services
- Residences
- Community Center
- Restaurants
- Mixed Use Commercial

Areas to Remain

- The Village
- Golden Eagle Villas
- Roberts village
- Magnolia Lodge
- Gondola
- 8050
- Fireside
- Westin
- Hillside/Ritz
- Stonegate
- 5700 Minaret Apartments



Placemaking & Amenities Remaining Area

Existing Development

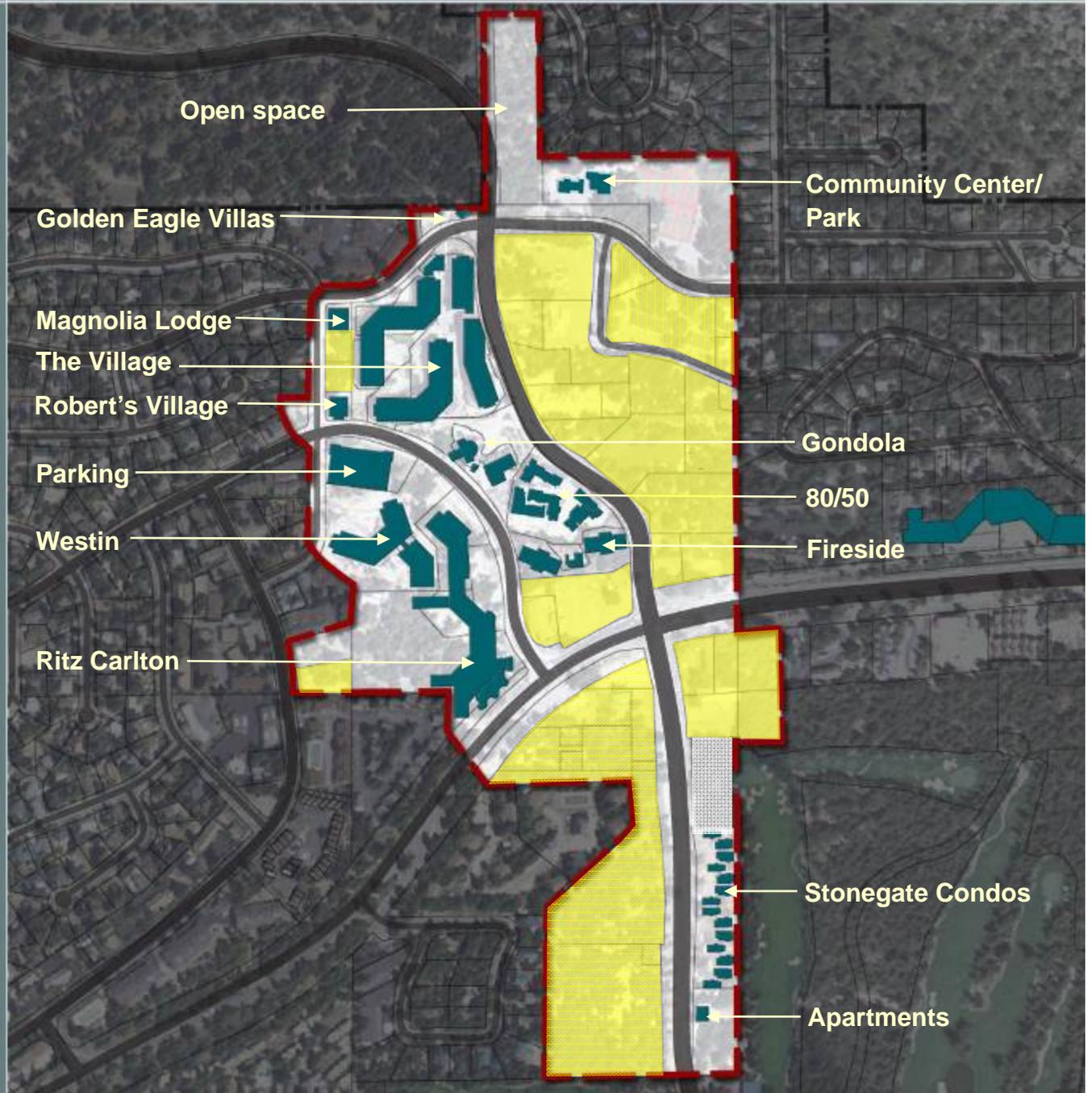
- Hospitality Services
- Residences
- Community Center
- Restaurants
- Mixed Use Commercial

Existing Development

- PR Rooms – 980
- RG Rooms – 113
- SL Rooms – 215
- PR Comm. – 66,917 SF
- RG Comm. – 3,335 SF

Remaining Area for Development

- 30 acres
(64 acres in NVSP)



Placemaking & Amenities Proposed Projects

Proposed Projects

16 acres

(64 acres in NVSP)

Potential Buildout

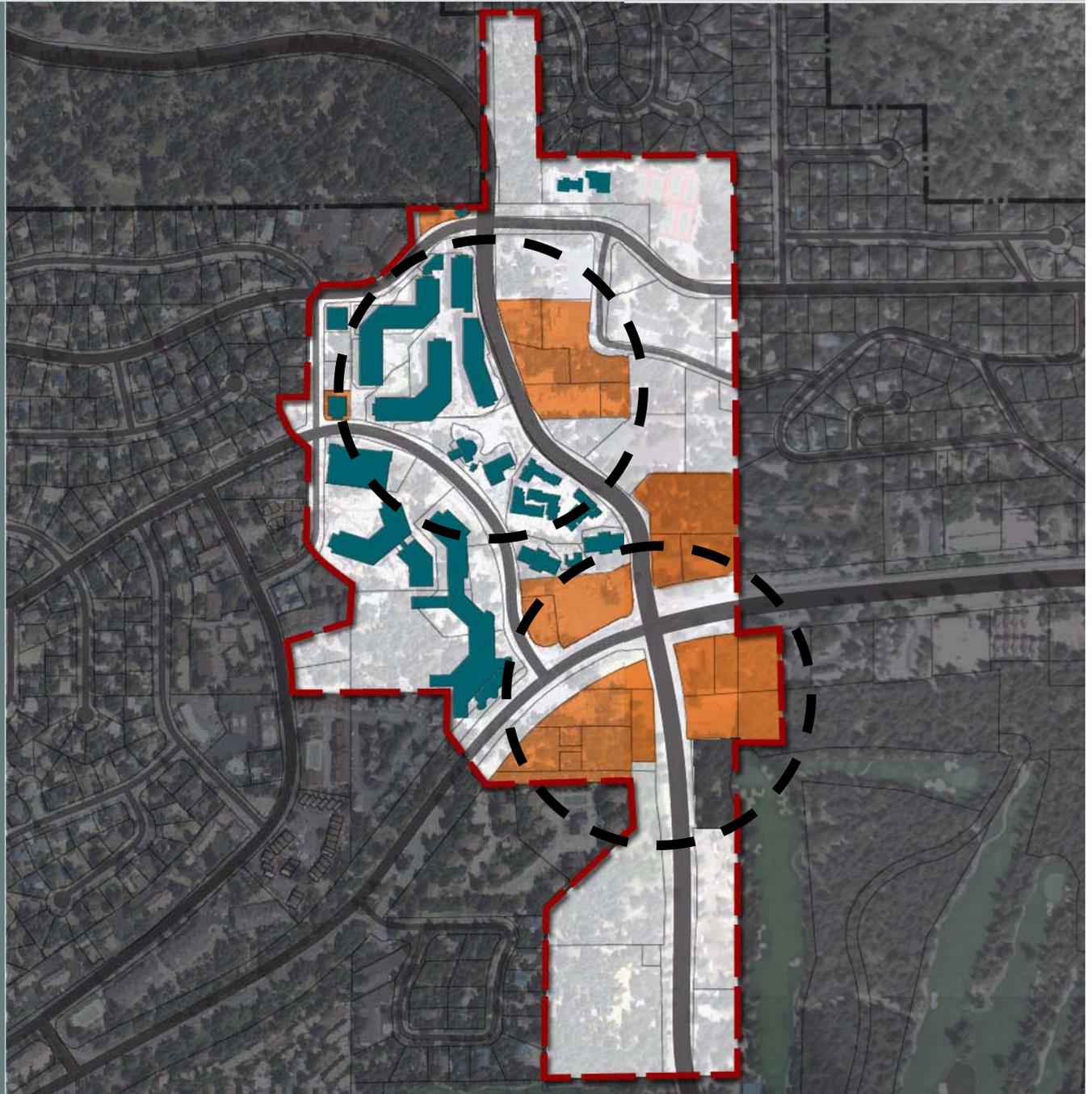
Total Rooms – 2,900

Total Comm. – 135,000



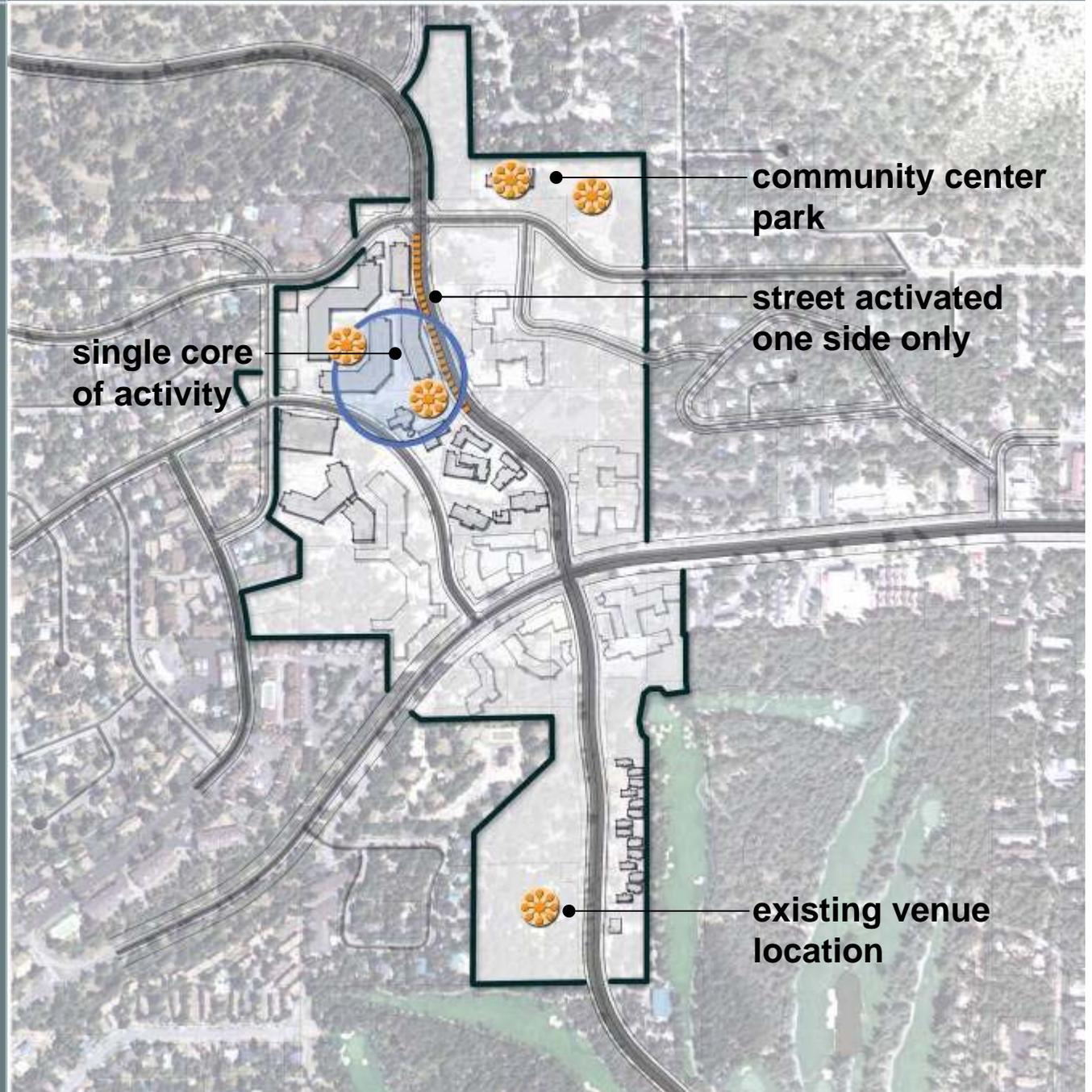
Placemaking & Amenities Retail Facts

- A pedestrian retail district could increase support for retail by 15%
- Average sales volume increased by 10%
- 80% of retail will be visitors, so put retail where it is more likely to capture visitor spending
- Place retail on both sides of street where drivers-by can see
- Tourists more likely to patronize and socialize at a retail environment within walking distance of their lodging rather than one they must drive to
- To keep growing, Town must create off-peak attraction (arts, venues, etc)
- Village should create high-activity nodes-connect nodes with lower traffic retailers such as jewelry and galleries



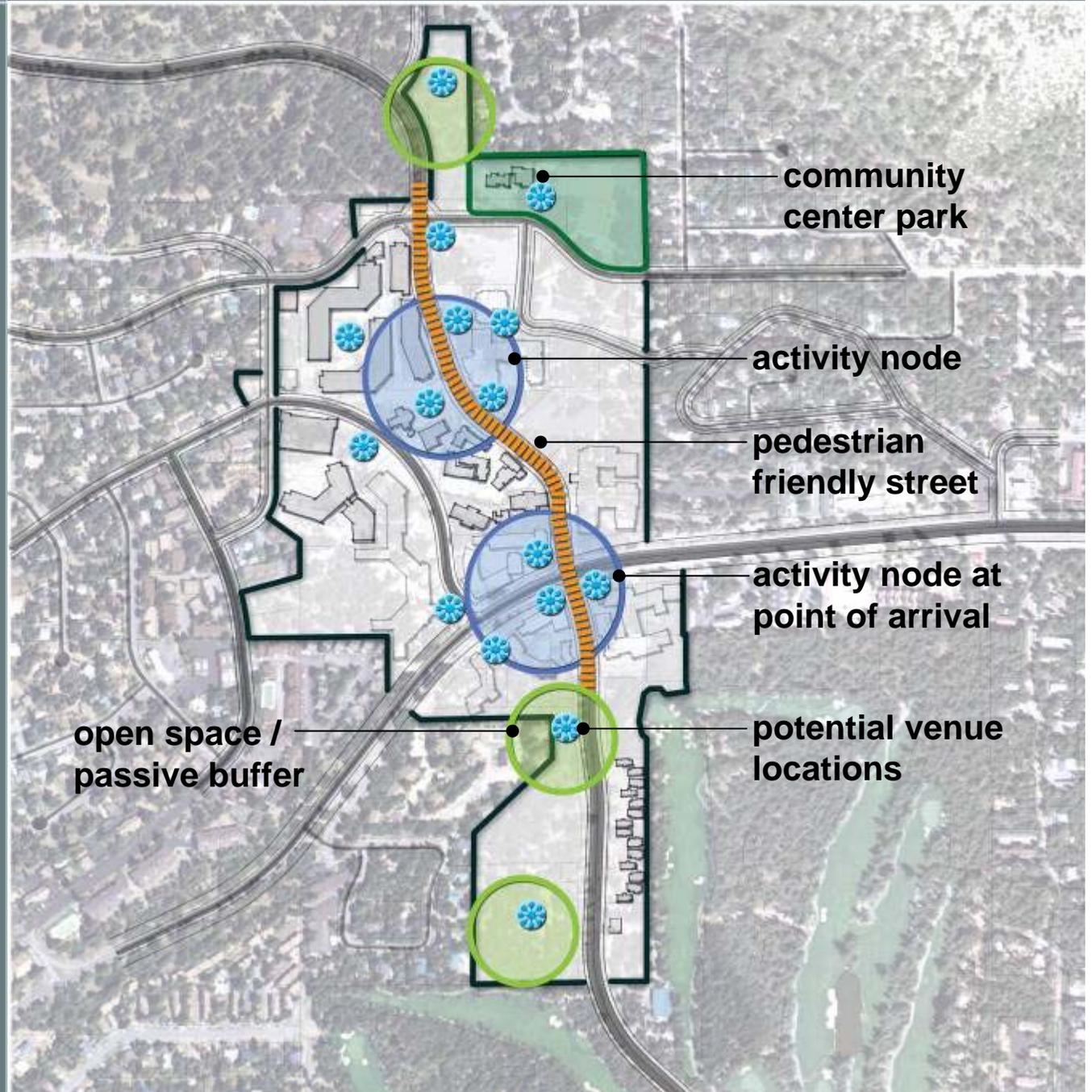
Placemaking & Amenities Analysis

- District currently has one single place of activity
- Street scene activated on one side only
- No activity at major arrival point
- Limited existing venues



Placemaking & Amenities Opportunities

- Potential to create two major activity nodes- expand gondola plaza across Minaret
- Potential of concentrating rooms within a walkable distance to activity nodes
- Opportunity to create a series of multi-season venues connected along a pedestrian friendly street complete with street lighting, bench seating, safe street crossings, and access to commercial
- Create incentive programs to establish venues space, public art, etc.



Parking Workshop Comments

Parking

- Parking is a problem
- Lack of parking impediment to locals
- Retail needs parking
- Limit time for amenity parking
- Disperse parking
- Joint use parking and community center

EXISTING

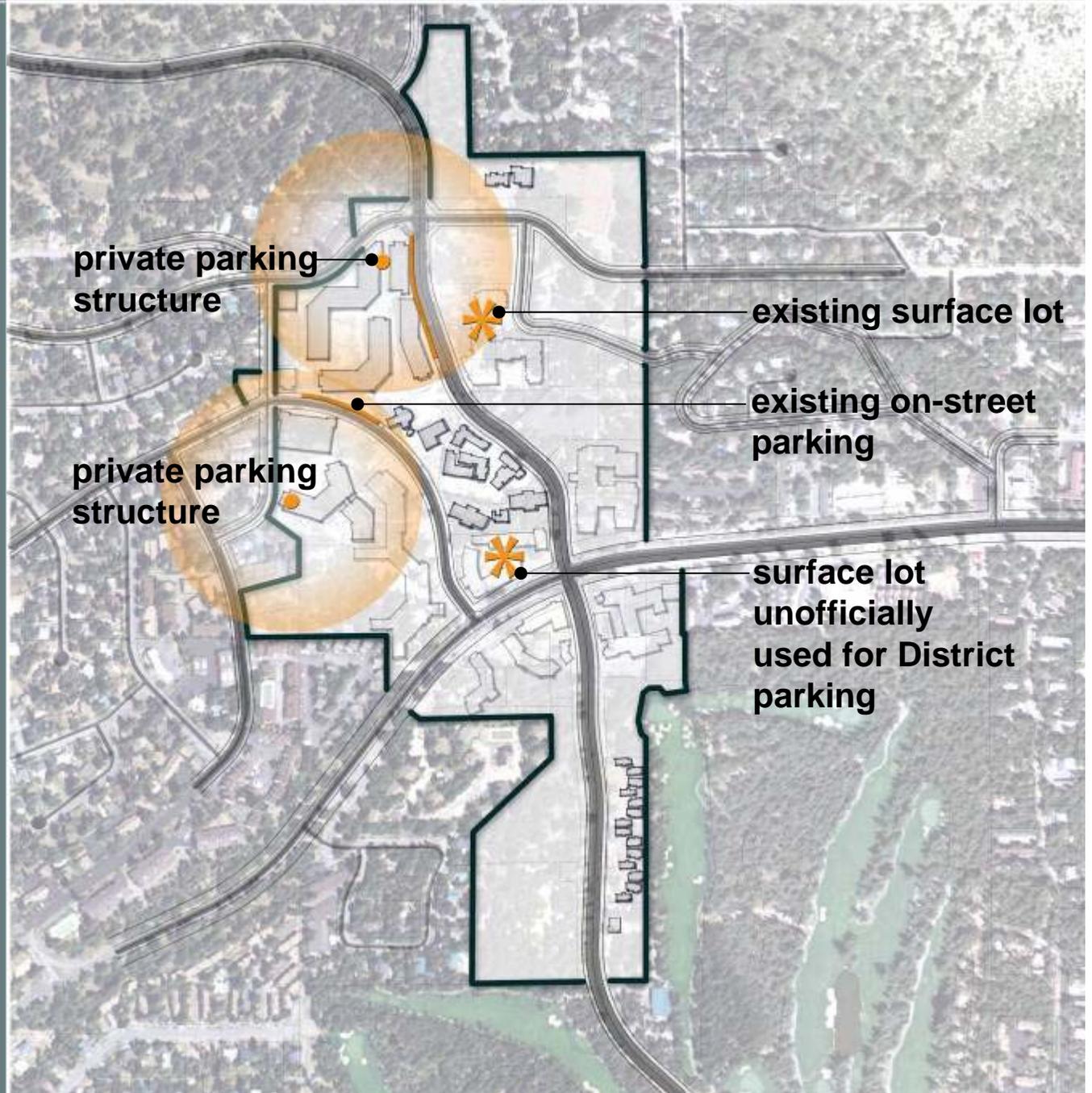


POTENTIAL



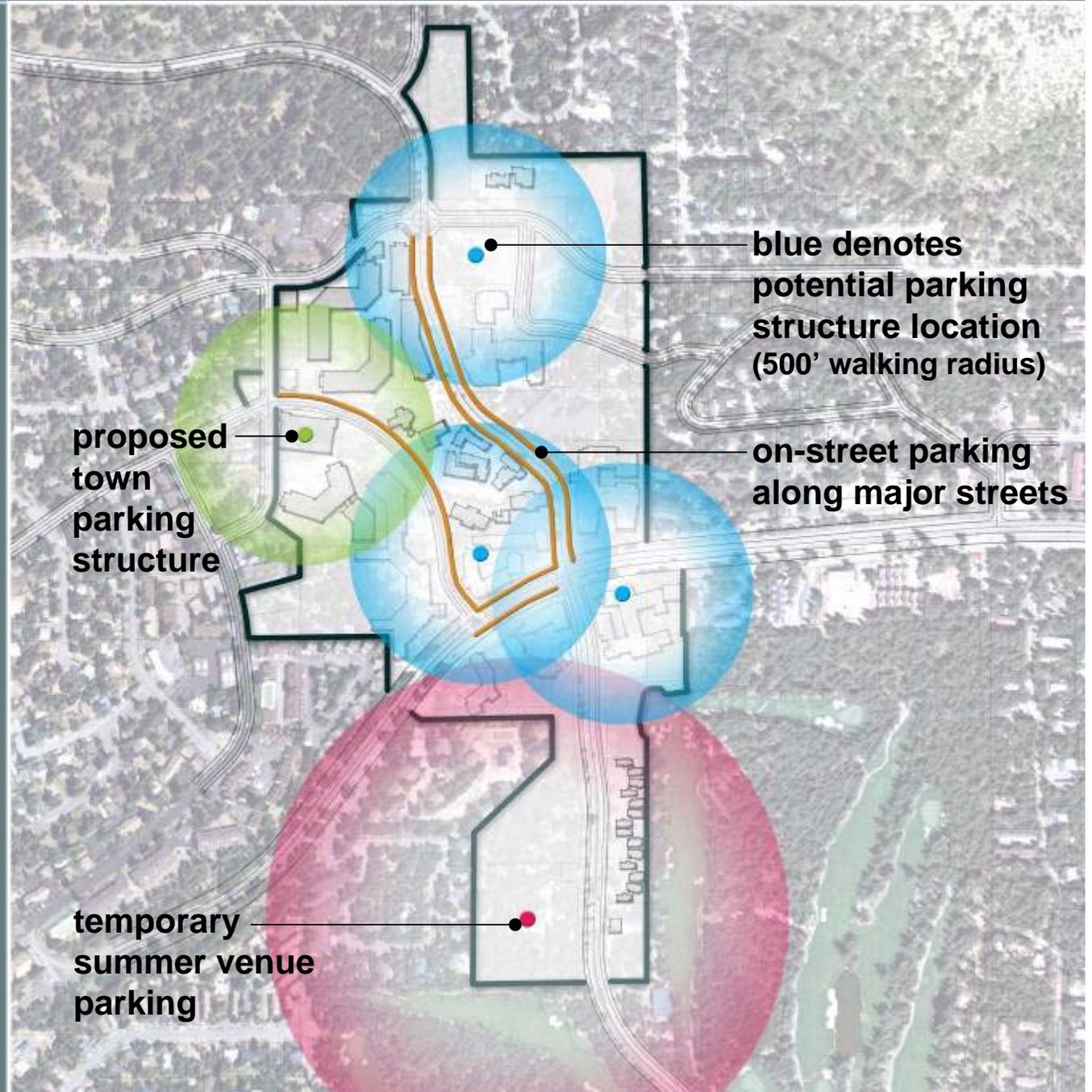
Parking Analysis

- Current on-site parking is insufficient for existing commercial uses
- Current on-site parking is planned for redevelopment
- On-street parking is located in only a few limited areas
- Parking Requirements:
 - Existing and Proposed Parking for Comm. Use – 300 spaces
 - Parking Required for Comm. Buildout – 800+ spaces



Parking Opportunities

- Create a parking district for the North Village
- Distribute parking at destination points within the District
- Distribute parking to encourage walking throughout commercial district
- Create temporary parking for summer venues
- Winter walking distance: 500' in ski boots
- Parking Requirements:
 - Existing and Proposed Parking for Comm. Use – 300 spaces
 - Parking Required for Comm. Buildout – 800+ spaces



Alternatives

- Alternatives contain features intended to resolve the issues and concerns expressed in the workshops
 - Each alternative has a central concept and a combination of features that complement that concept.
- Alternative One - 'Status Quo' is to keep the existing development standards of the existing Specific Plan as a baseline while suggesting actions to improve on the community structure.
 - Alternative Two - 'Dual Core' requires two core activity areas as the central concept recognizing that topography effects walkability and that there is potential for a second major activity zone created by the intersection of Main and Minaret that can also serve as a gateway.
 - Alternative Three - 'One Zone' eliminates the three separating zones of the Specific Plan in favor of one mixed use zone to facilitate a finer grain of village structure.



Alternative 1 'Status Quo'

NVSP Objective

- Create a "critical mass" of commercial development
- Avoid "strip commercial" development
- Provide affordable housing

Allowed Under NVSP

PR Rooms Allowed – 1,391

RG Rooms Allowed – 387

SL Rooms Allowed – 1,242

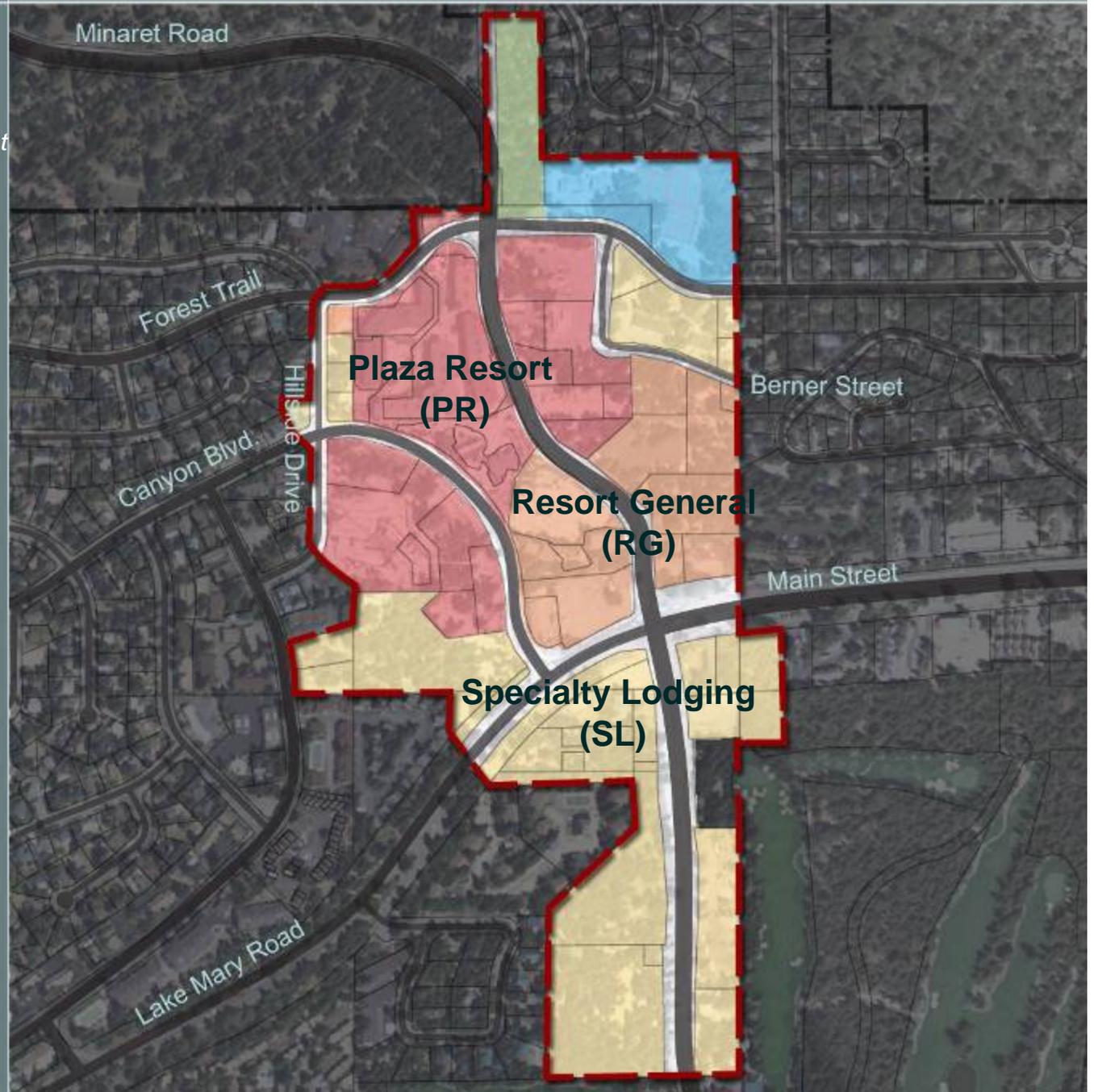
PR Commercial Allowed –
85,000 SF

RG Commercial Allowed –
50,000 SF

SL Commercial Allowed –
0 SF

Total Rooms – 3,020

Total Commercial – 135,000



Alternative 1 'Status Quo'

Alternative Limitations

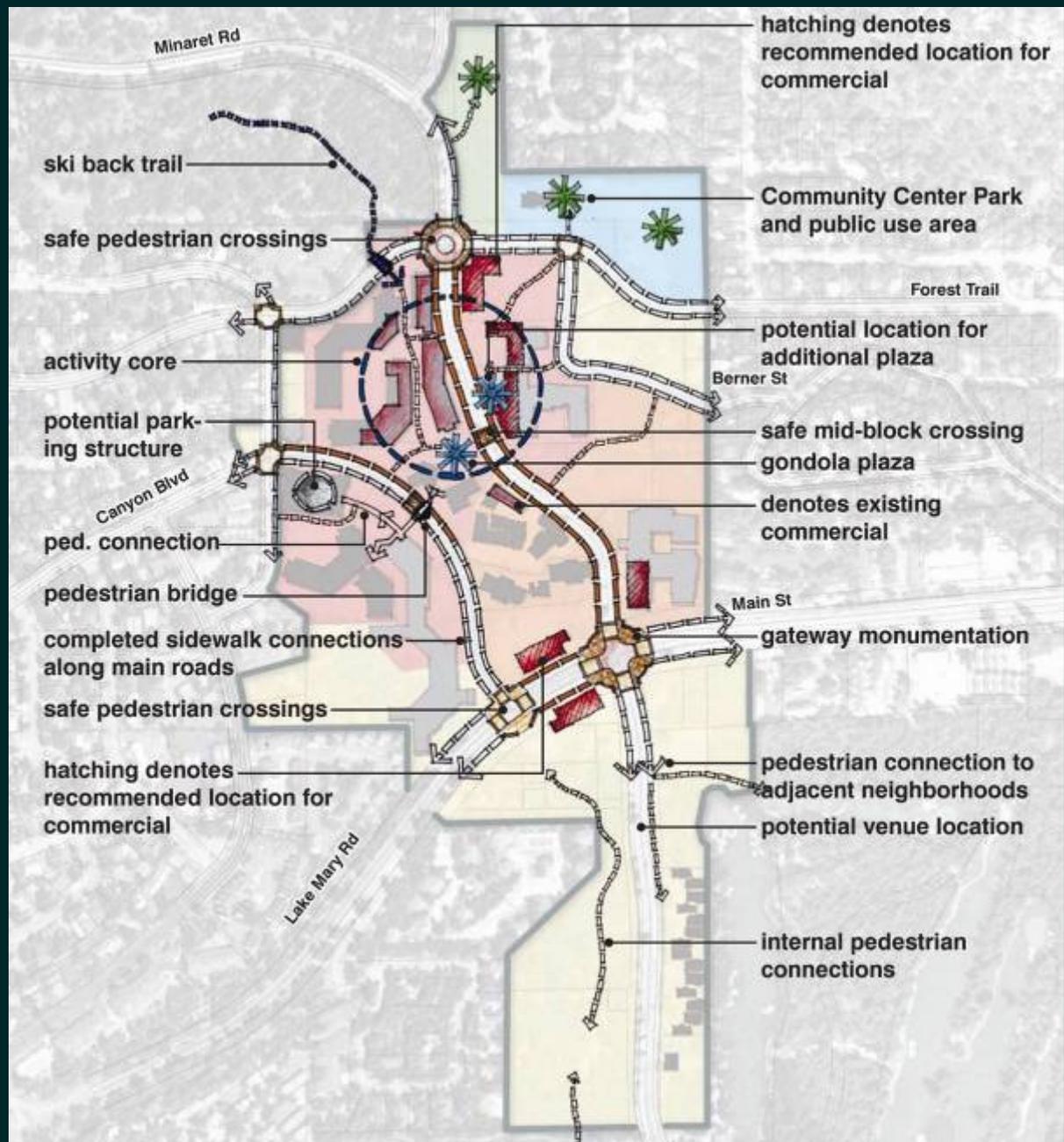
- Location of land uses is fatal flaw in plan
- PR zone is not maximized at major activity locations
- Commercial is subtracted from visitor serving development
- PR zone location acts as a barrier to local residence
- The plan does not encourage on street parking to enhance village character and safety
- District wide parking is not encouraged to enhance use of commercial and activity venues



Alternative 1 'Status Quo'

What we can do to improve the District Plan:

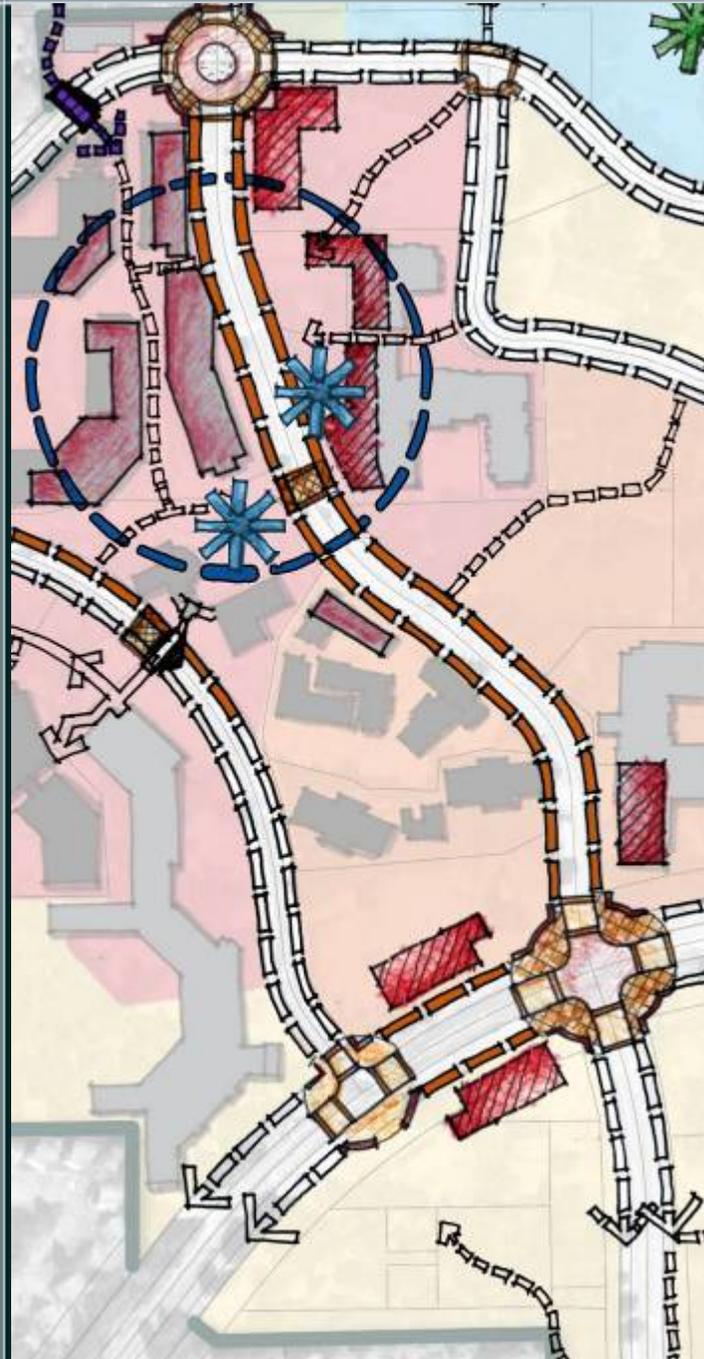
- Establish a wayfinding and district wide information program
- Complete trails, sidewalks and bridge to create safe pedestrian routes
- Encourage street level commercial to animate village streets along Minaret
- Provide on-street parking for access and safety
- Require off street parking for all new commercial development
- Establish a Town Coordinator for Venue Activities Throughout the Year



Alternative 1 'Status Quo'

What it does not do:

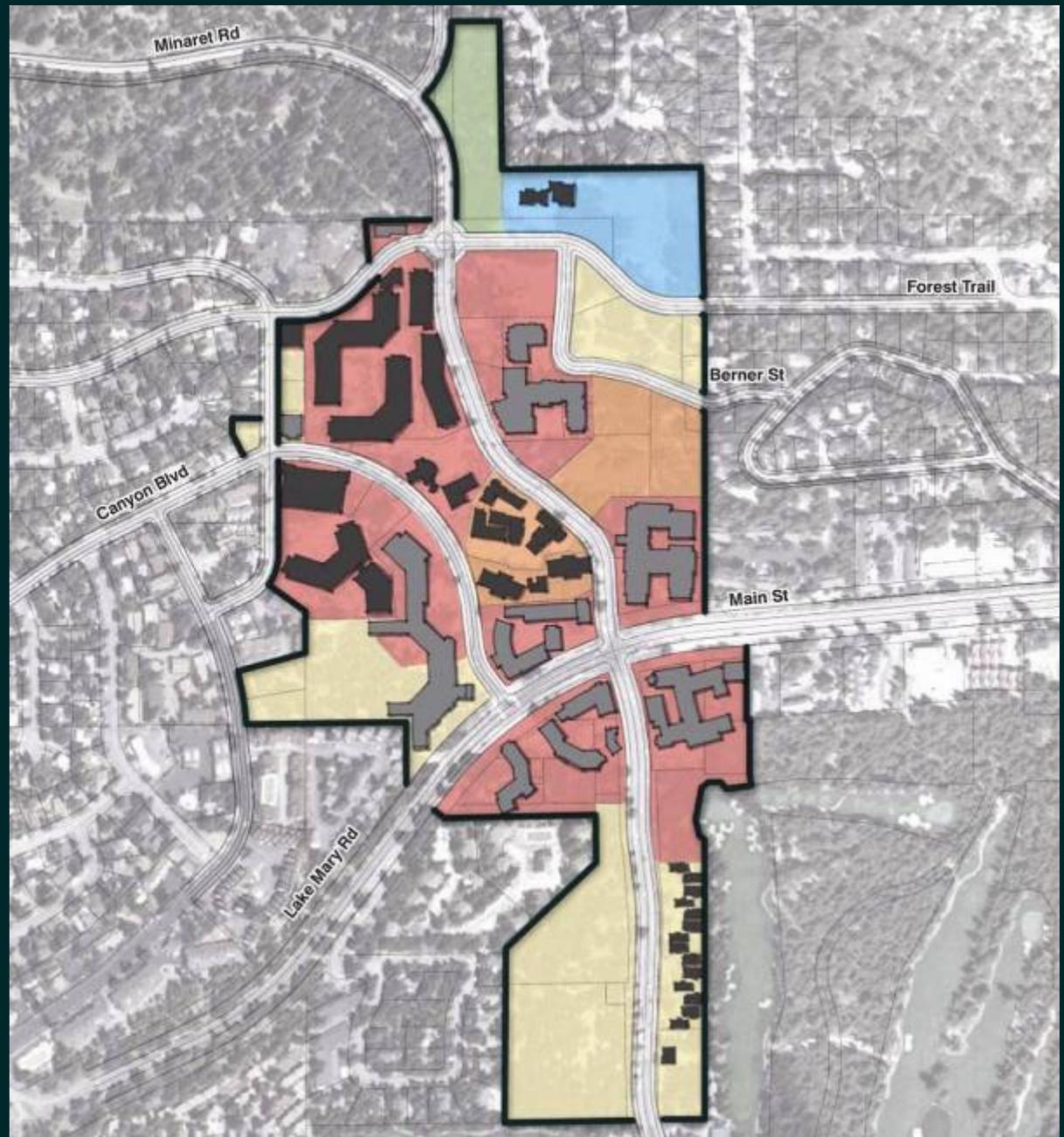
- Lacks mechanism to create balance between commercial and room development.
- Encourage the development of cold beds in lower density development (48 du verse 80 du)
- Penalizes development for including commercial and venue space
- Does not encourage the majority of the rooms in a close walk to activity zones
- Does not create a gateway at Minaret and Main as envisioned in the General Plan



Alternative 2 'Dual Core'

Concept

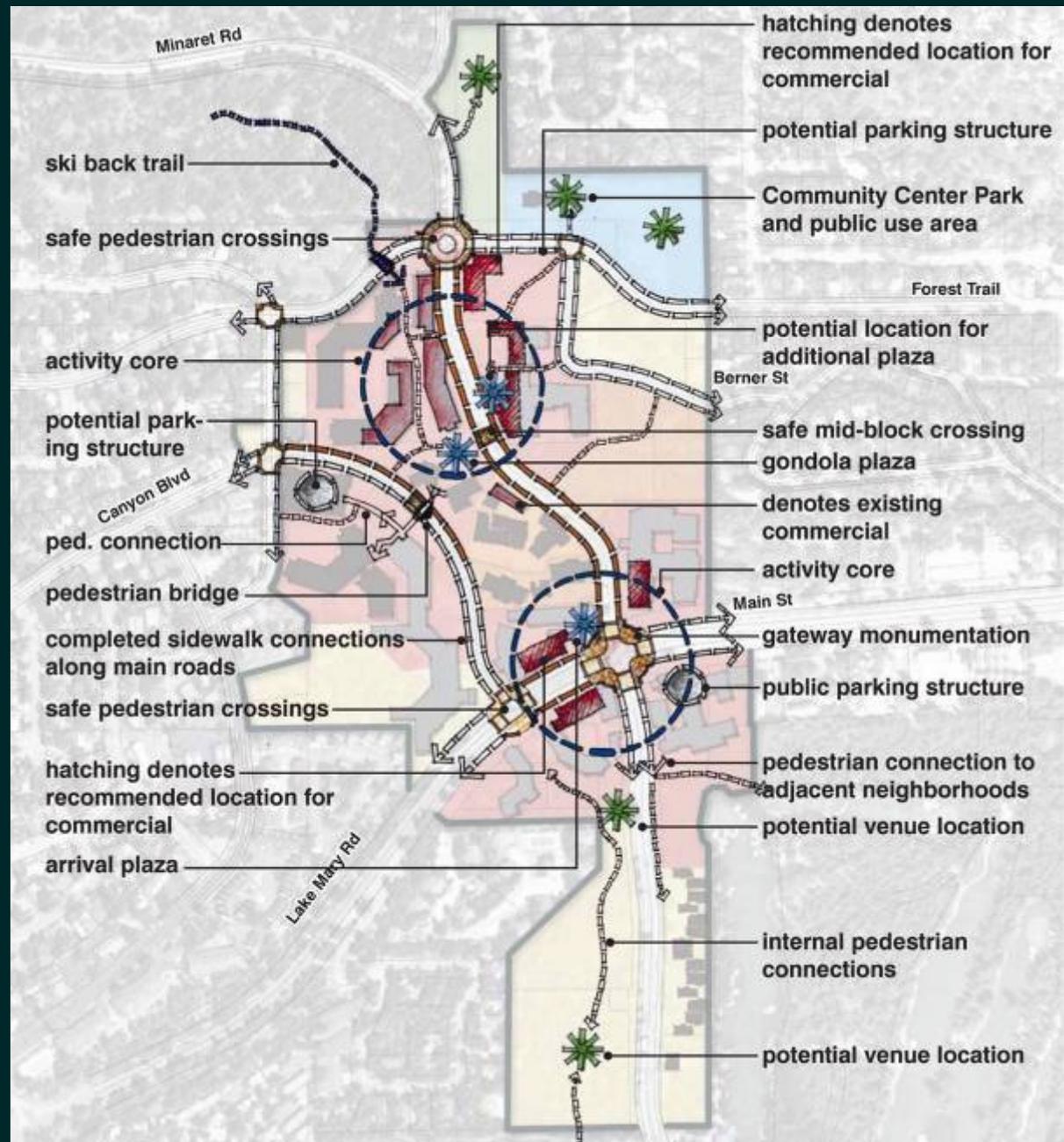
- Extend the RP zone to disperse activity through the core of the District
- Create a strong gateway at Main and Minaret
- Establish higher density in close proximity to venues and commercial use
- Create an incentives program to insure activity creation
- Create a parking district to maximize parking opportunities and encourage 'Park once concept'



Alternative 2 'Dual Core'

What it does:

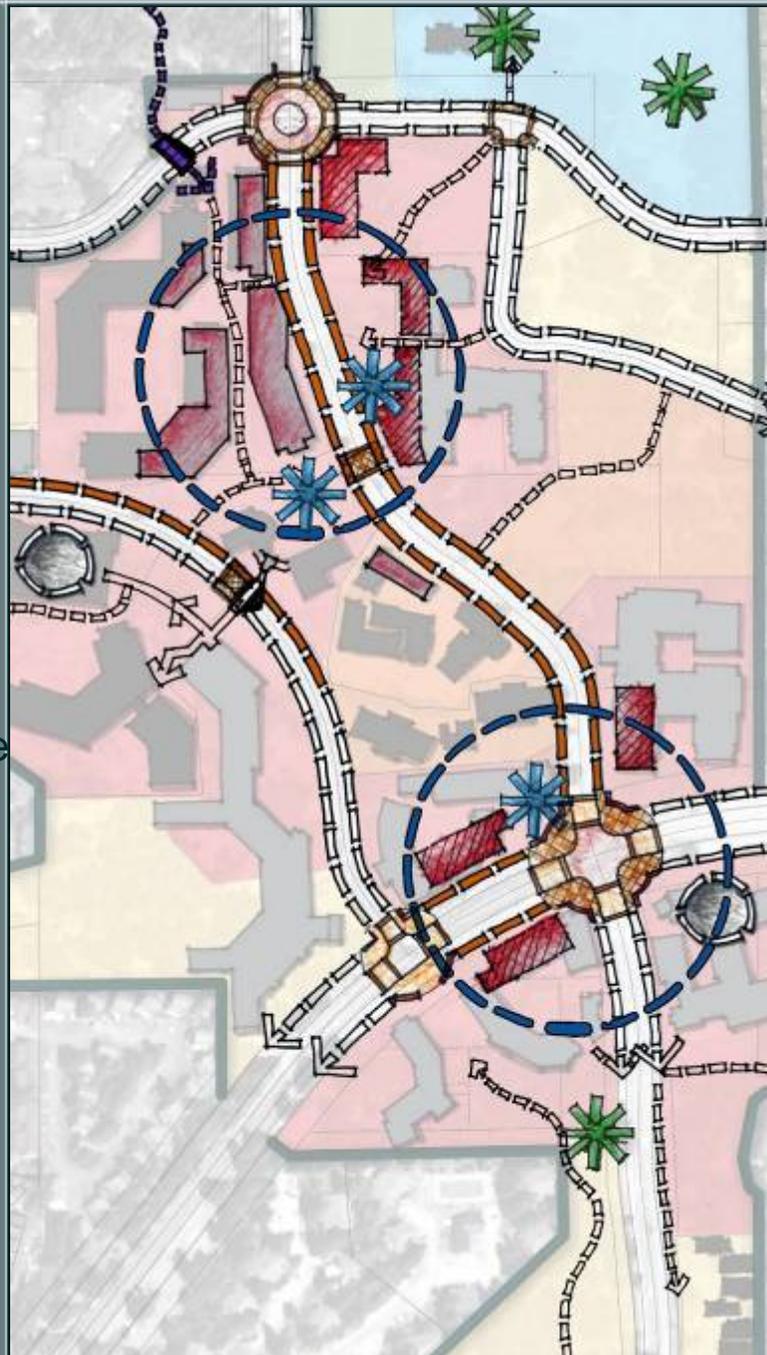
- Create a strong gateway arrival for the North Village
- Concentrate development at and along major corridors
- Create an Incentive program for Transfer of Commercial and Venue Space to District Core
- Establish a district approach to managing visitor parking
- Capture Venues Outside of District to enhance the four-season visitor experience
- Establish a variety of year round experiences



Alternative 2 'Dual Core'

What it does not do:

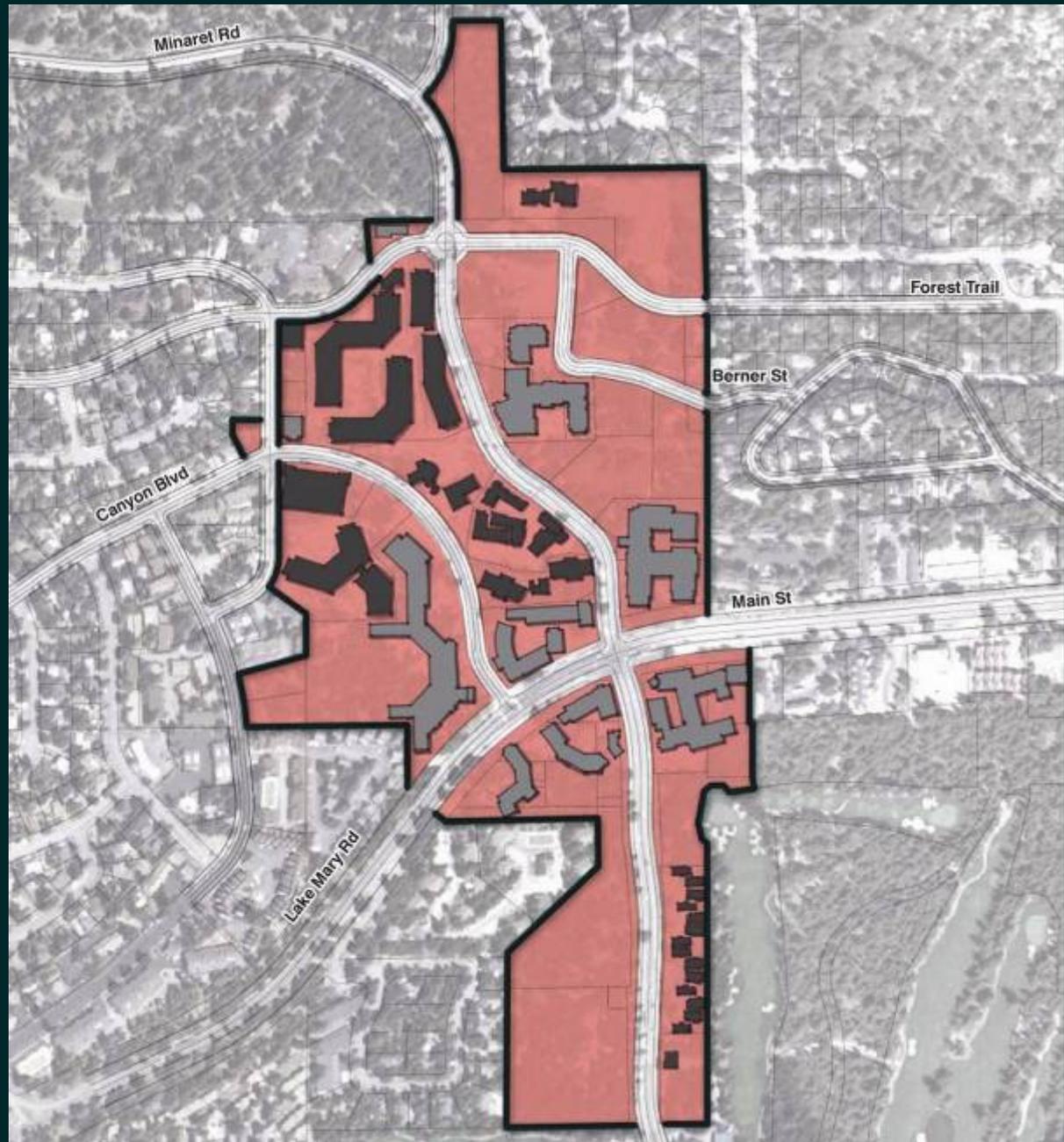
- Allow for the transfer of unused density from other areas in the community to the district
- Allow for the mixing of use and density throughout the district
- Allow for incentive programs for requiring performance standards
- Set a transect approach to street front architecture or neighbor transition



Alternative 3 'One Zone District'

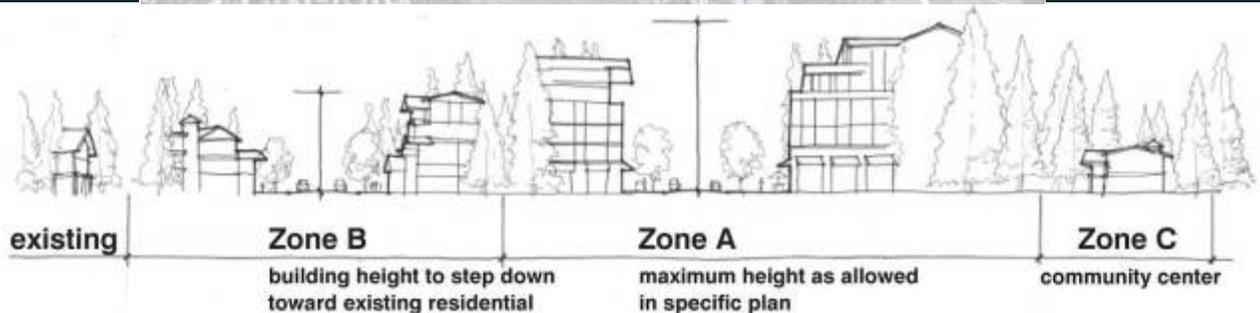
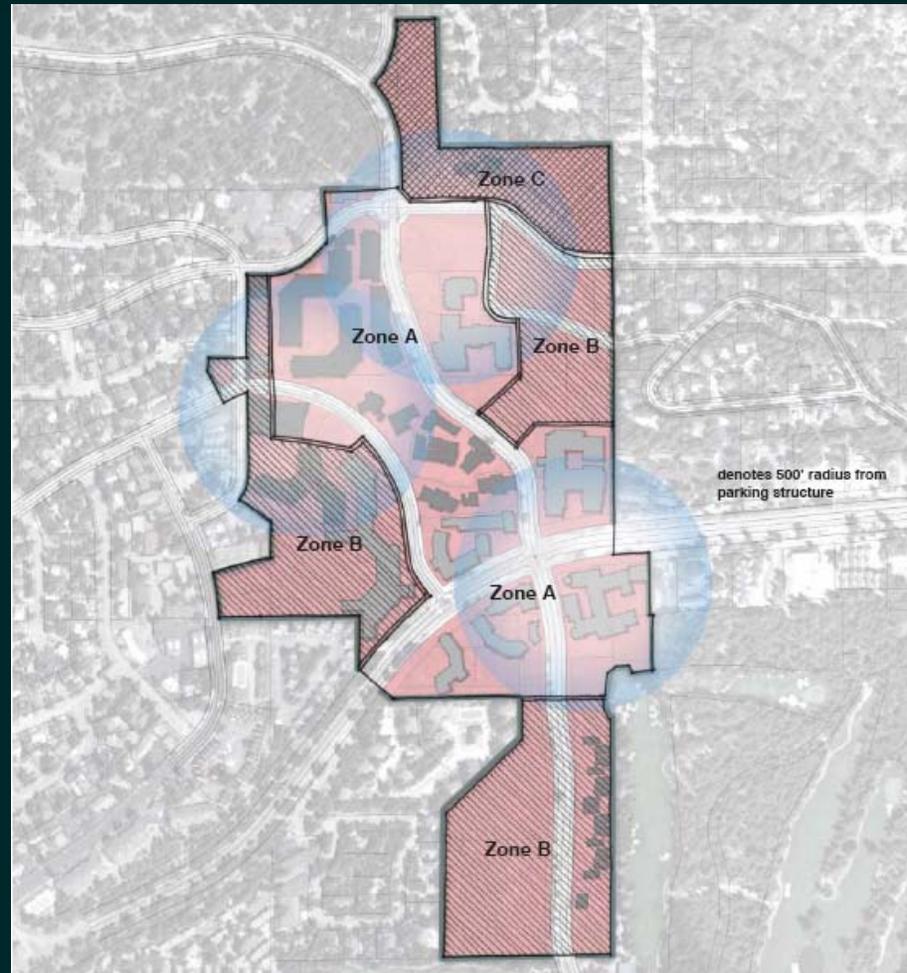
Concept

- Combine land uses into a One Zone District
- Require a performance 'Report Card' to develop to higher densities
- Allow transfer of unused density to the District to enhance critical mass
- Establish parking district approach with fee program
- Create a wide range of venues in and outside of the District to enhance the four-season visitor experience
- Use Transect approach to control use location and streetscape



Alternative 3 Transects

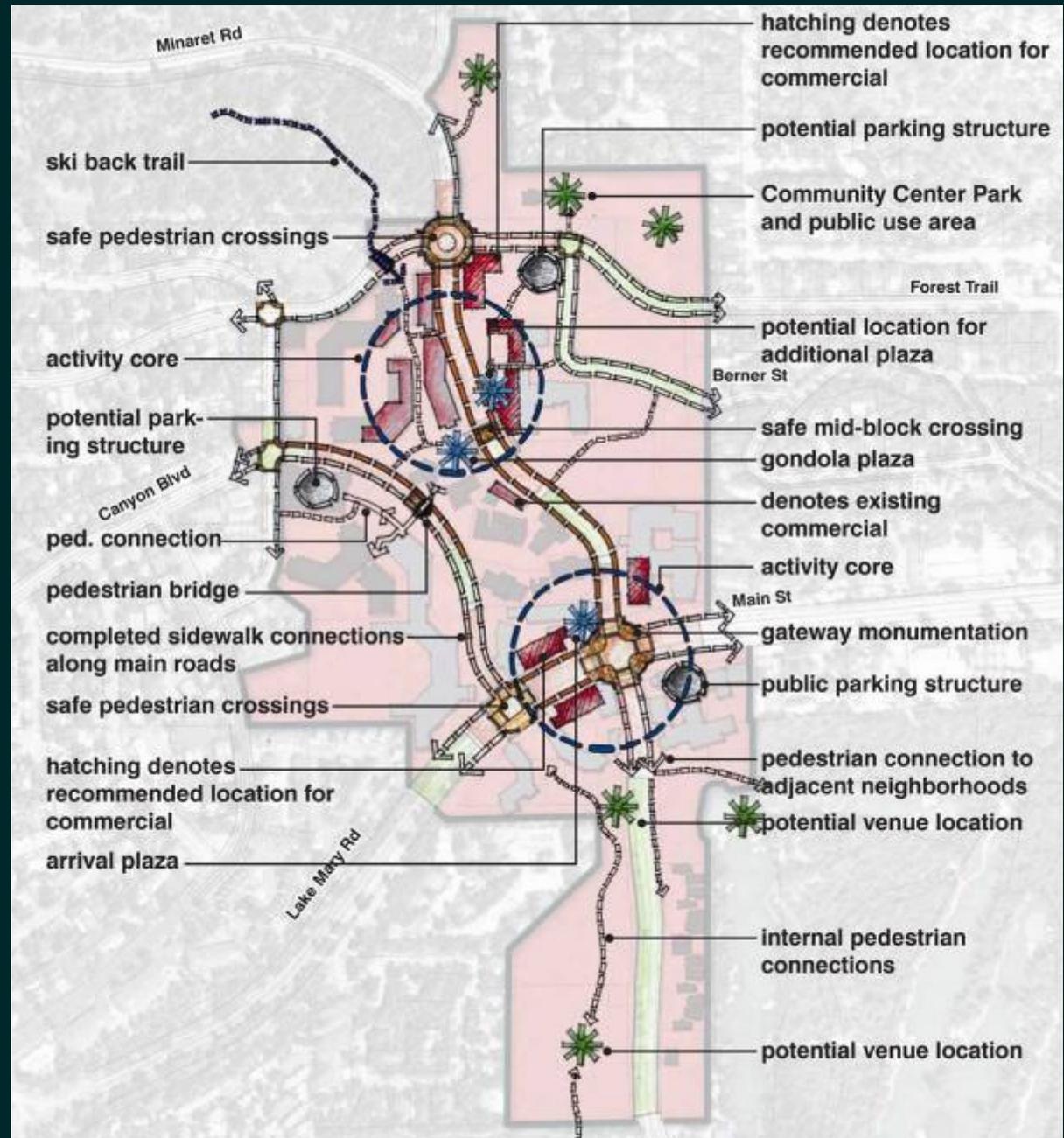
- Zone A: Recommended area for commercial development due to its proximity to public parking structures and major streets. Maximum building heights will be permitted as allowed in specific plan.
- Zone B: Recommended area for primarily residential development to serve as a transition to adjacent existing residential neighborhoods. Building heights should take into consideration adjacent conditions.
- Zone C: area to be designated as community center park



Alternative 3 'One Zone District'

What it does:

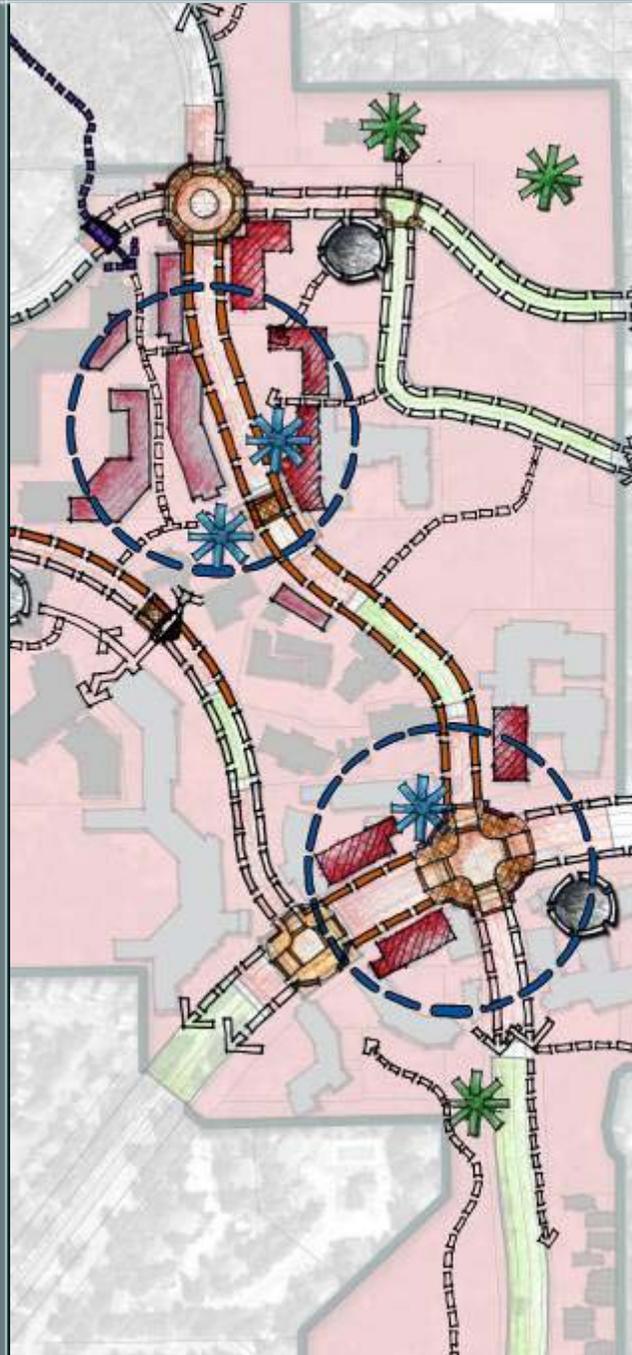
- Creates a uniform District visual character
- Allows the placement of commercial and Hot Beds where they are most effective
- Allows for a finer mix of use types
- Responds to a Form Base approach to street landscape and neighborhoods as encouraged in the General Plan



Alternative 3 'One Zone District'

Details

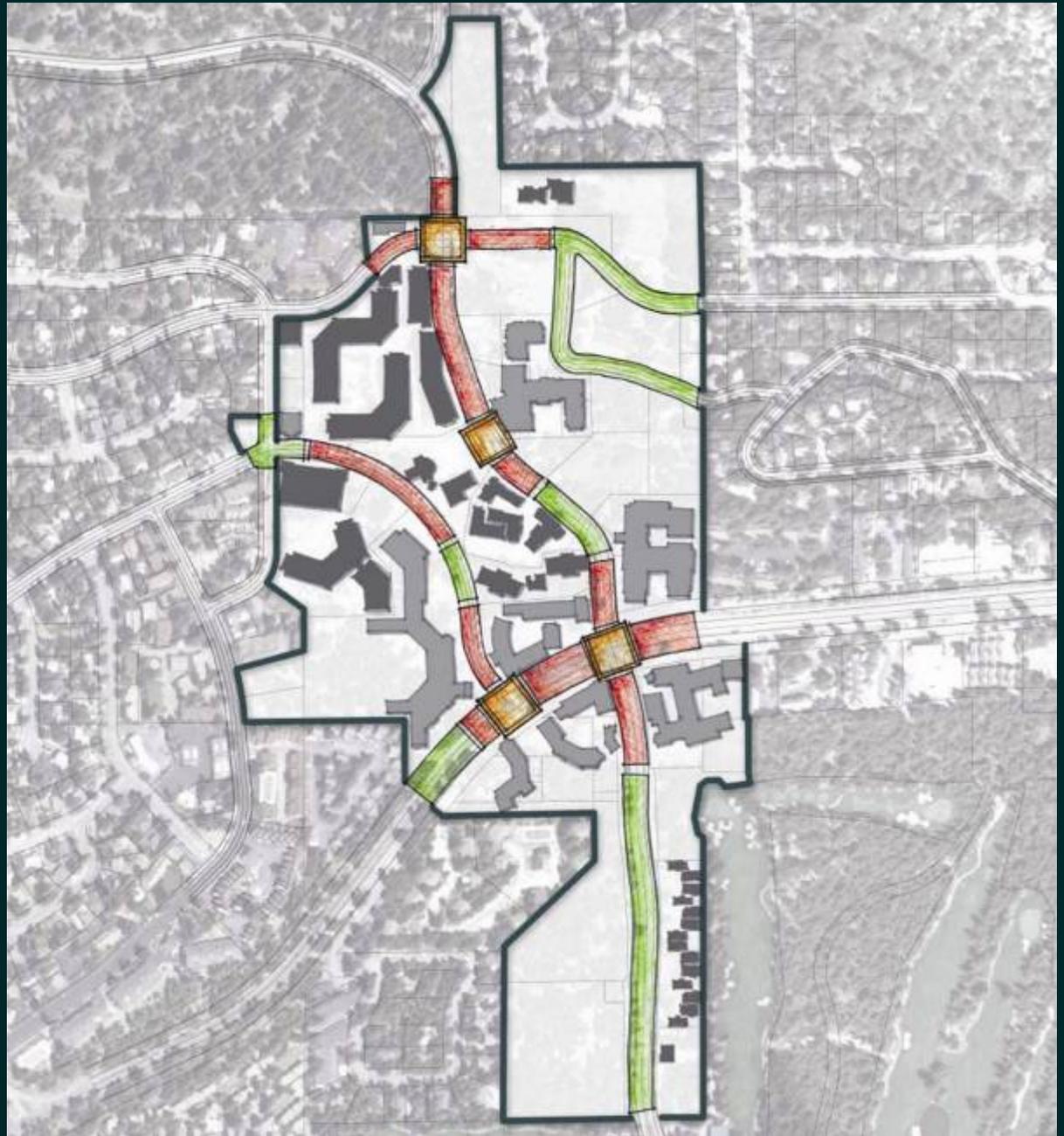
- Create Incentive for Establishment of Conferencing Centers
- Create Incentive for Transfer of Commercial and Venue Space to District Core
- Establish Fee for Art in Public Spaces
- Capture Venues Outside of District
- Establish a Town Coordinator for Venue Activities Throughout the Year



Alternative 3 Street Transects

Street Transects

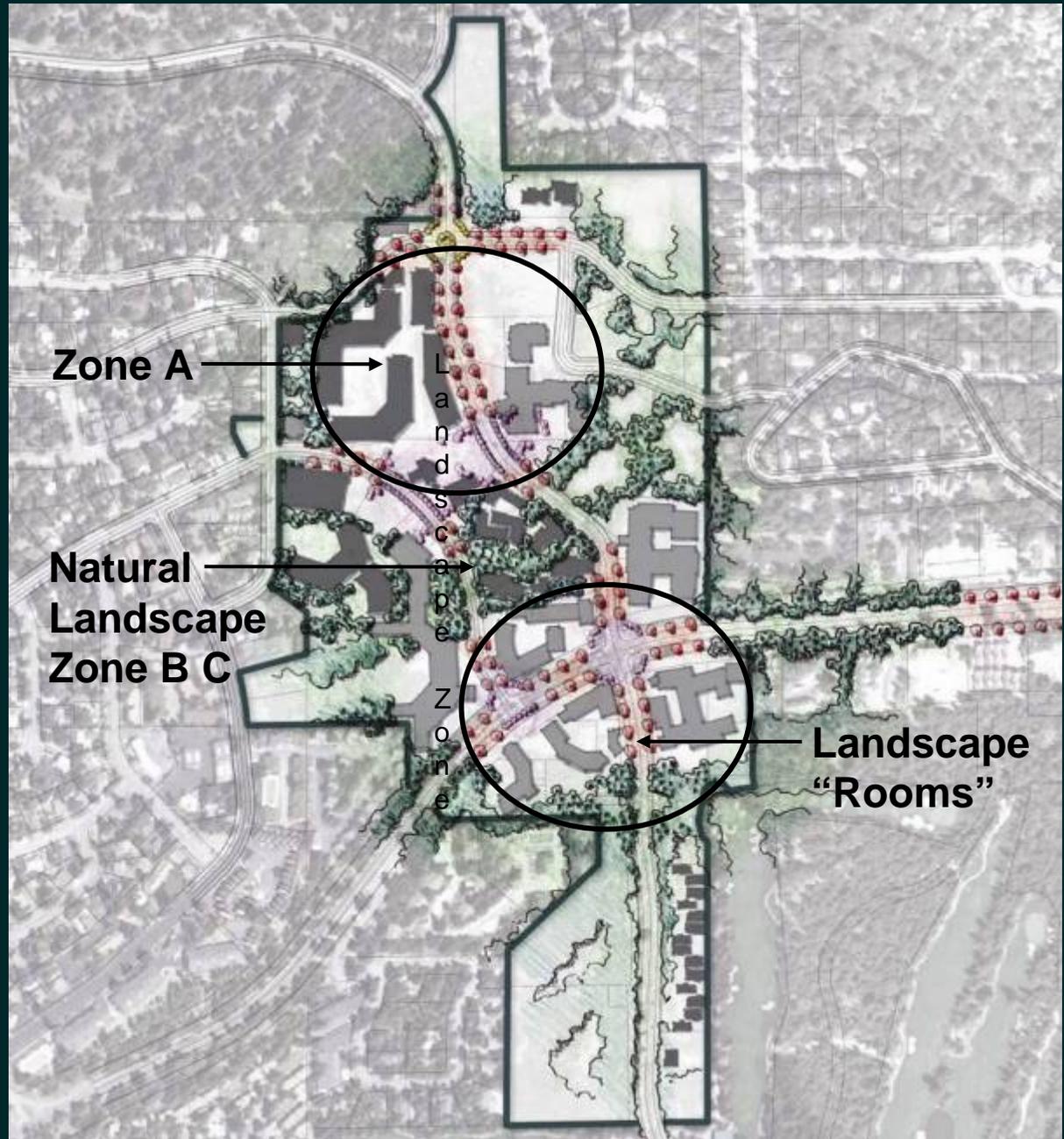
- Establishes a form base approach to street character
- Creates a sense of 'Rooms' or sub districts in the community
- Creates activity nodes
- Creates hot zones and transitions



Opportunities for Landscape Enhancement

Landscape Zones

- Zone A uses may receive a more formal landscape treatment including consistent street tree placement and ornamental accents at intersections and prominent locations.
- Zone B and Zone C will be encouraged to retain and enhance the existing vegetation to create a natural look. This landscape concept will create a series of “rooms” as one moves through the District.





Randy Jackson

