



# WEST VAIL MASTER PLAN

Transportation Workshop | December 17, 2020



# Meeting Agenda

- Project Background
- What We've Heard
- Vision Polling
- Feedback on Draft Recommendations
- Project Phasing and Prioritization
- Next Steps



# PROJECT BACKGROUND

## SCOPE OF PROJECT



# Study Area



# Key Scope Elements

- **Transportation and Mobility**  
**Analysis** – Evaluating movement in all forms including vehicles, transit, pedestrian, and bicycle
- **Land Use and Design Analysis** – Evaluating the existing and future pattern of development
- **Economic and Housing** – Evaluating local economic conditions and the nexus between land use and housing



# PROJECT BACKGROUND

## EXISTING CONDITIONS OVERVIEW



# Bicycle and Pedestrian Network



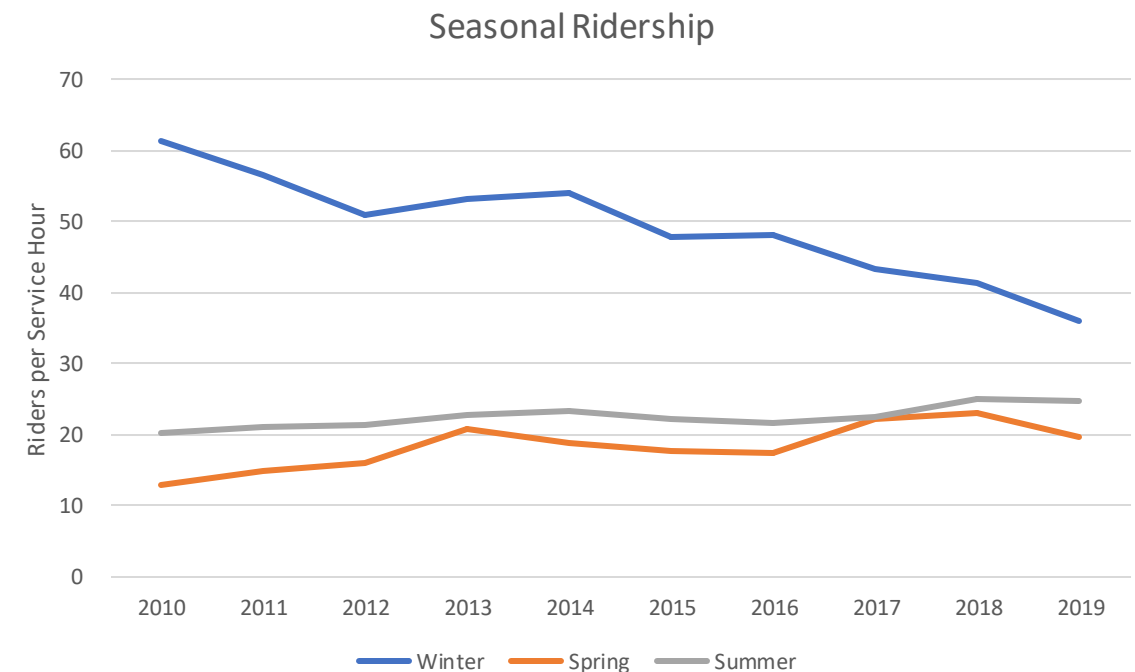
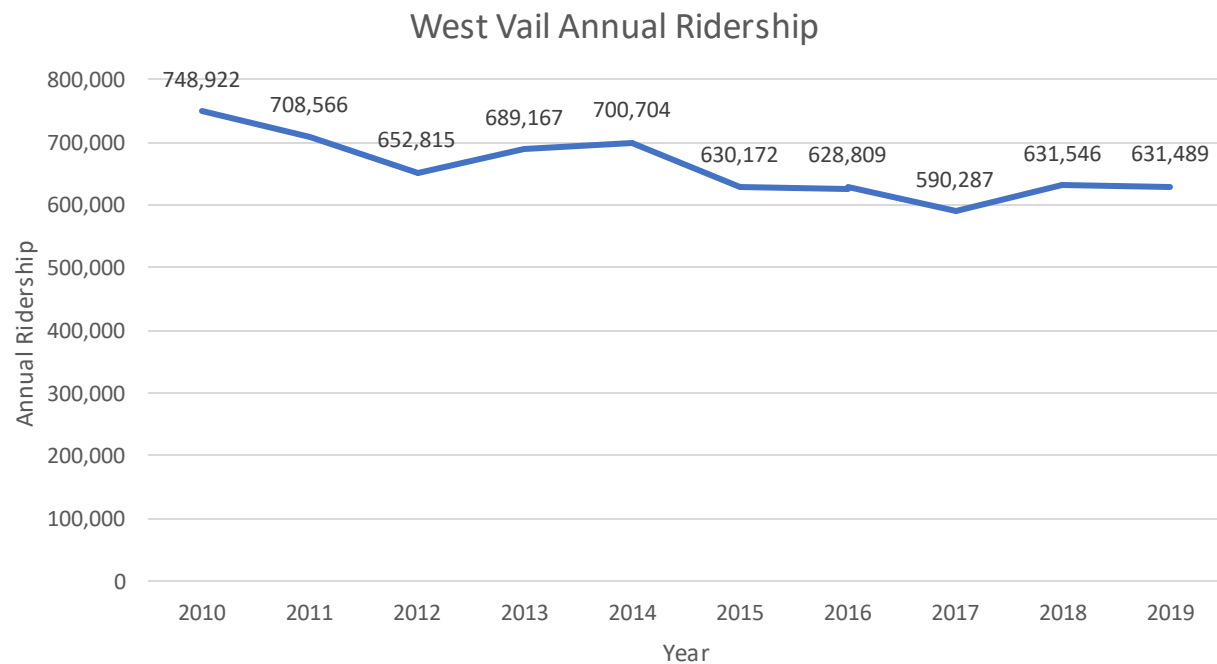
# Transit Network





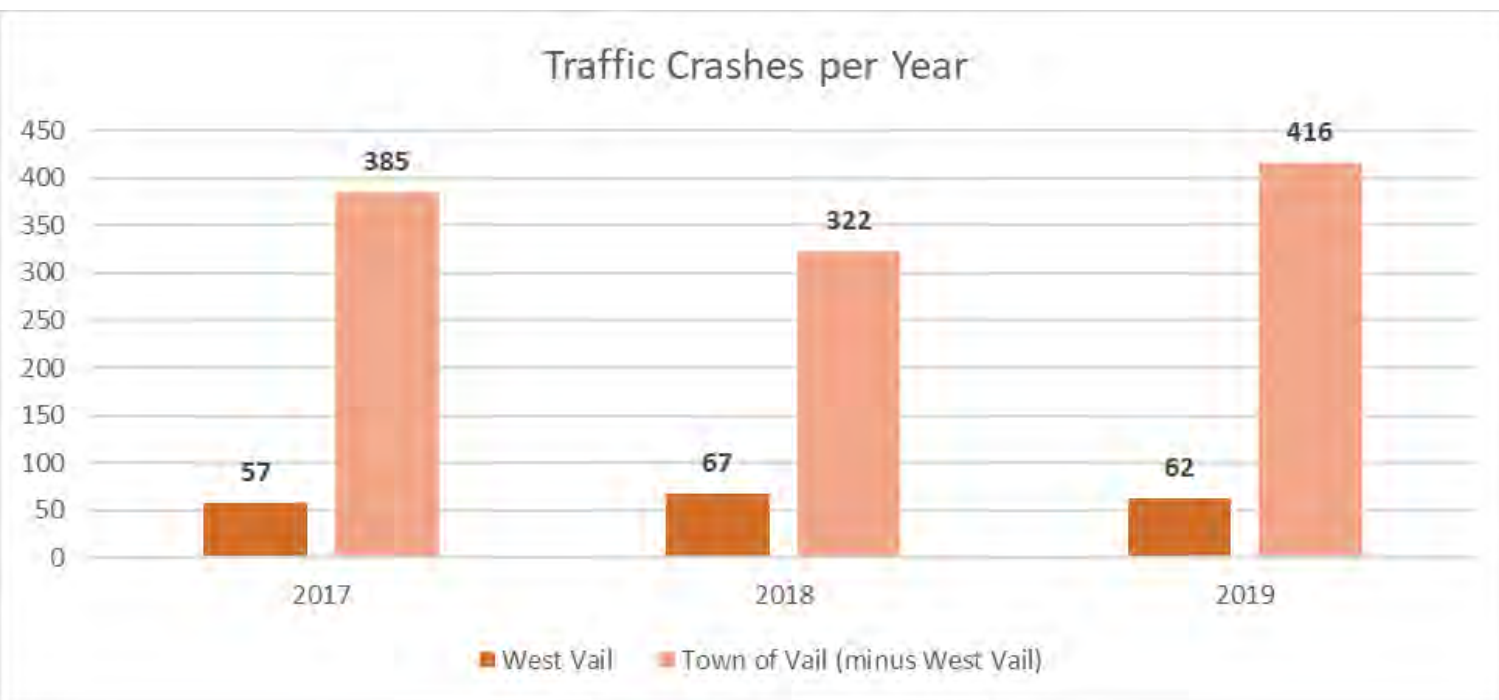
# Transit Ridership

- Ridership increased Town-wide but generally declined on routes serving West Vail
- Winter ridership down 26% from 2010 while spring/summer ridership has increased 29% over the same time period



# Multimodal Safety

- West Vail crashes represent 13% of all crashes in Vail
- Six locations account for 72% of West Vail crashes
- 59% of West Vail crashes occur outside the three gas stations



# PROJECT BACKGROUND

## LEVEL OF TRAFFIC STRESS



# Level of Traffic Stress (LTS)

- Scoring system that reflects comfort of walking and biking facilities
- LTS 1 = High comfort (comfortable for almost all users)
- LTS 4 = Low comfort (comfortable for the “strong and fearless”)
- Each street, sidewalk, and shared-use path in the study area was scored

HIGH COMFORT  
LTS 1



HIGH COMFORT  
LTS 2



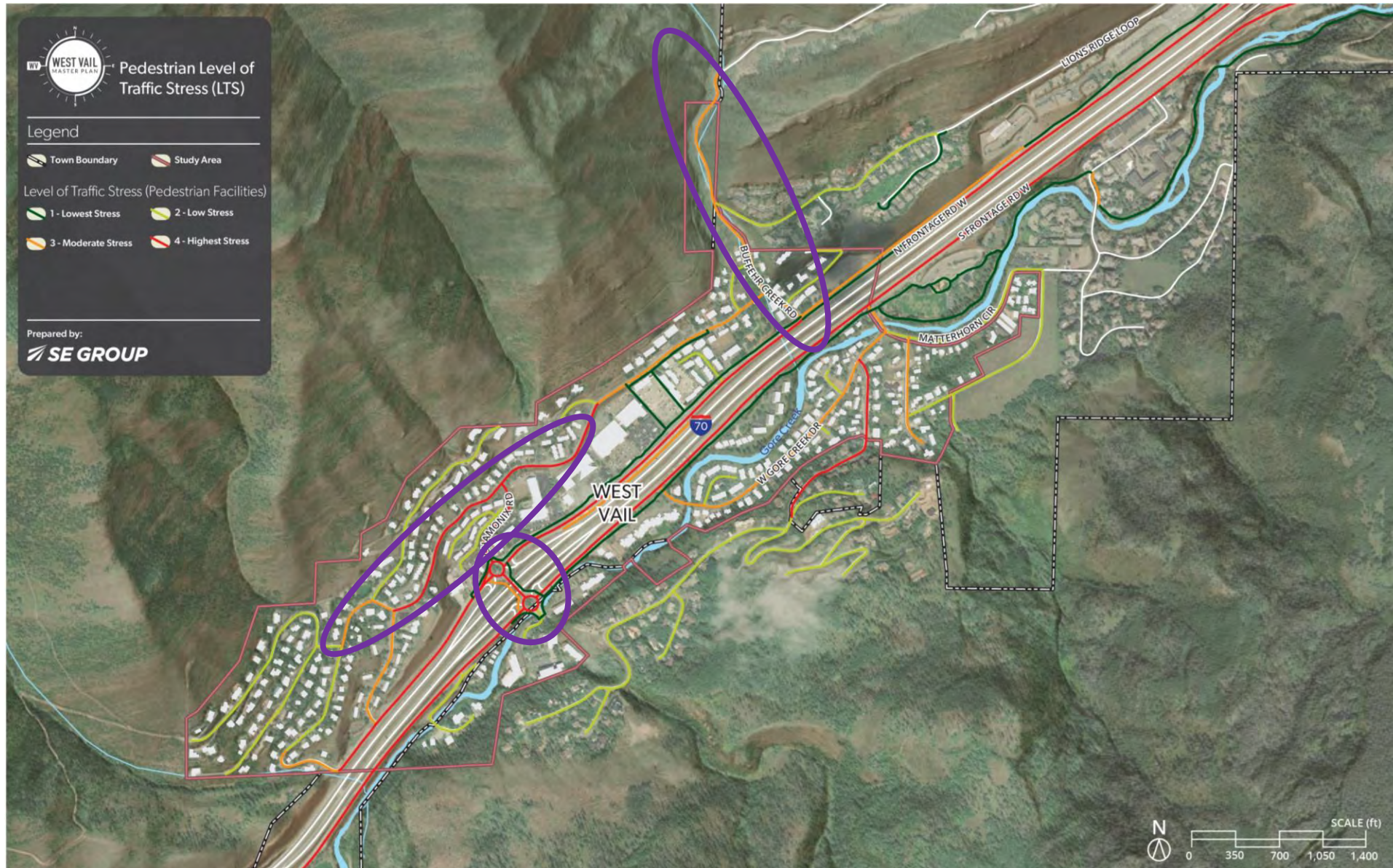
LOW COMFORT  
LTS 3



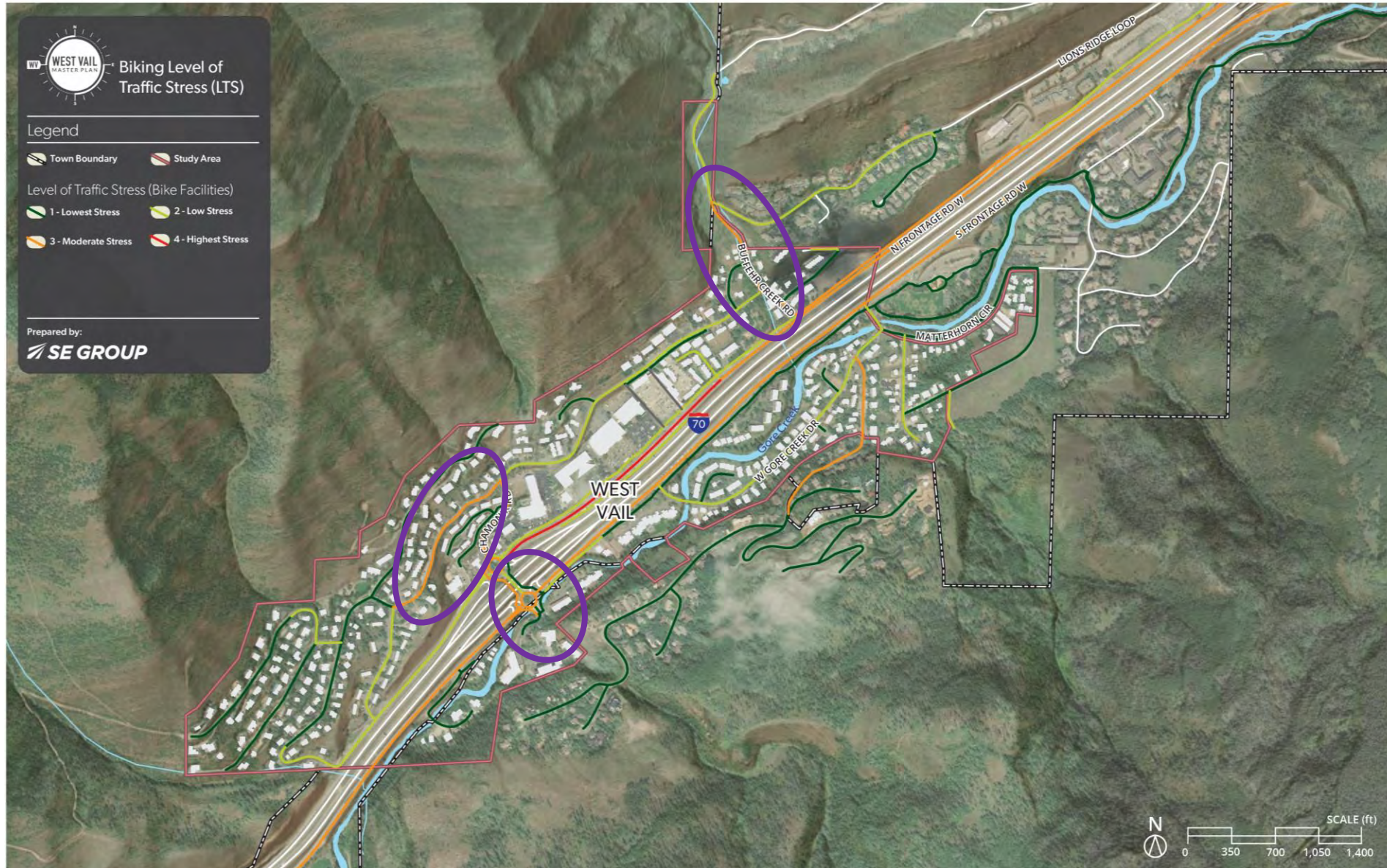
LOW COMFORT  
LTS 4



# Pedestrian Level of Traffic Stress



# Bicycle Level of Traffic Stress



# What We've Heard



# Virtual Public Open House

- September 2020
- 235 online survey responses
- 45 webinar attendees
- 40% West Vail residents,  
12% West Vail employees

The screenshot shows a web browser displaying the 'West Vail Master Plan' website. The browser's address bar shows 'engagevail.com/west-vail-master-plan'. The website header includes the 'TOWN OF VAIL' logo and navigation links for 'Home', 'Town of Vail', and 'Archived Projects'. A search bar and 'Sign In | Register' links are also present.

The main content area features a large map of the West Vail area on the left, with a circular graphic overlay that reads 'WEST VAIL MASTER PLAN'. To the right of the map is a dark banner with the text: 'Welcome to the WEST VAIL MASTER PLAN DISCUSSION' and 'Be part of the conversation on what's happening in West Vail.'

Below the banner, the page title is 'West Vail Master Plan' and the section is 'Introduction'. The introductory text states: 'The West Vail Master Plan will be a community blueprint for environmentally and economically sustainable land use, zoning, and development decisions in the West Vail neighborhood. The plan will also focus on enhancing transportation connectivity and mobility, housing opportunities, and economic development. Throughout the planning process, the planning team will thoroughly engage the public to hear their ideas, goals, and opinions for West Vail. Given the ongoing issues surrounding the COVID-19 pandemic and Eagle County Public Health's orders related to public gatherings and safer-at-home requirements, adjustments to the timing and format of public engagement opportunities are being made and will be announced here. The plan process began with Town staff in April 2020, with final plan adoption by Town Council expected spring/summer 2021.'

On the right side of the page, there is a 'Register to participate' section. It features a blue megaphone icon, the text 'STAY INFORMED', and 'Subscribe for project updates'. Below this is a text input field labeled 'Your email address:' and a blue 'Subscribe' button.



# Virtual Public Open House

## What keeps you from walking/biking more in West Vail?

1. Weather/snowy conditions
2. High speed traffic
3. Lack of comfortable trails or sidewalks
4. Unsafe crossings for walking/biking
5. Indirect crossings for walking and biking

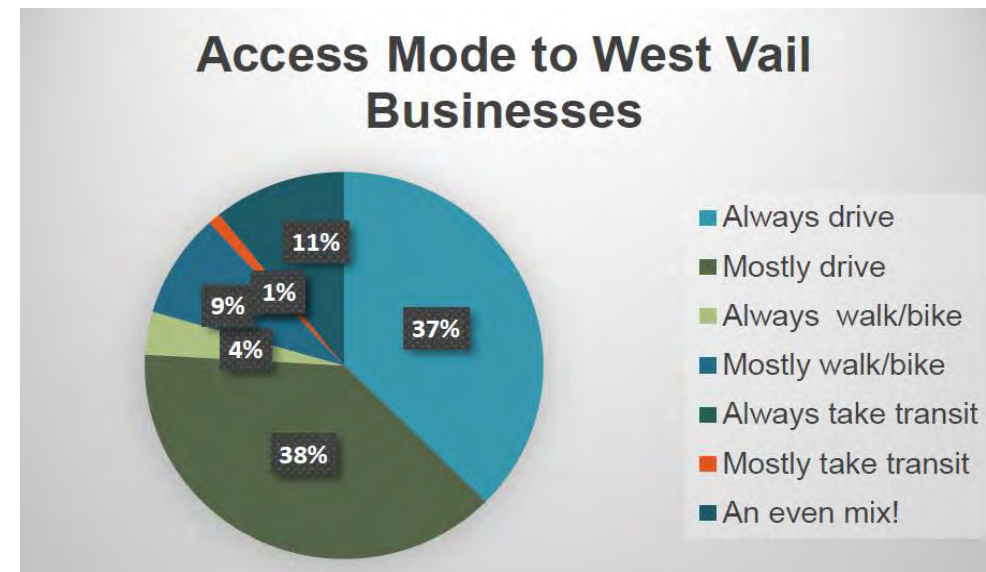


TABLE 2. WHAT DO YOU WANT TO SEE IN WEST VAIL IN THE FUTURE?

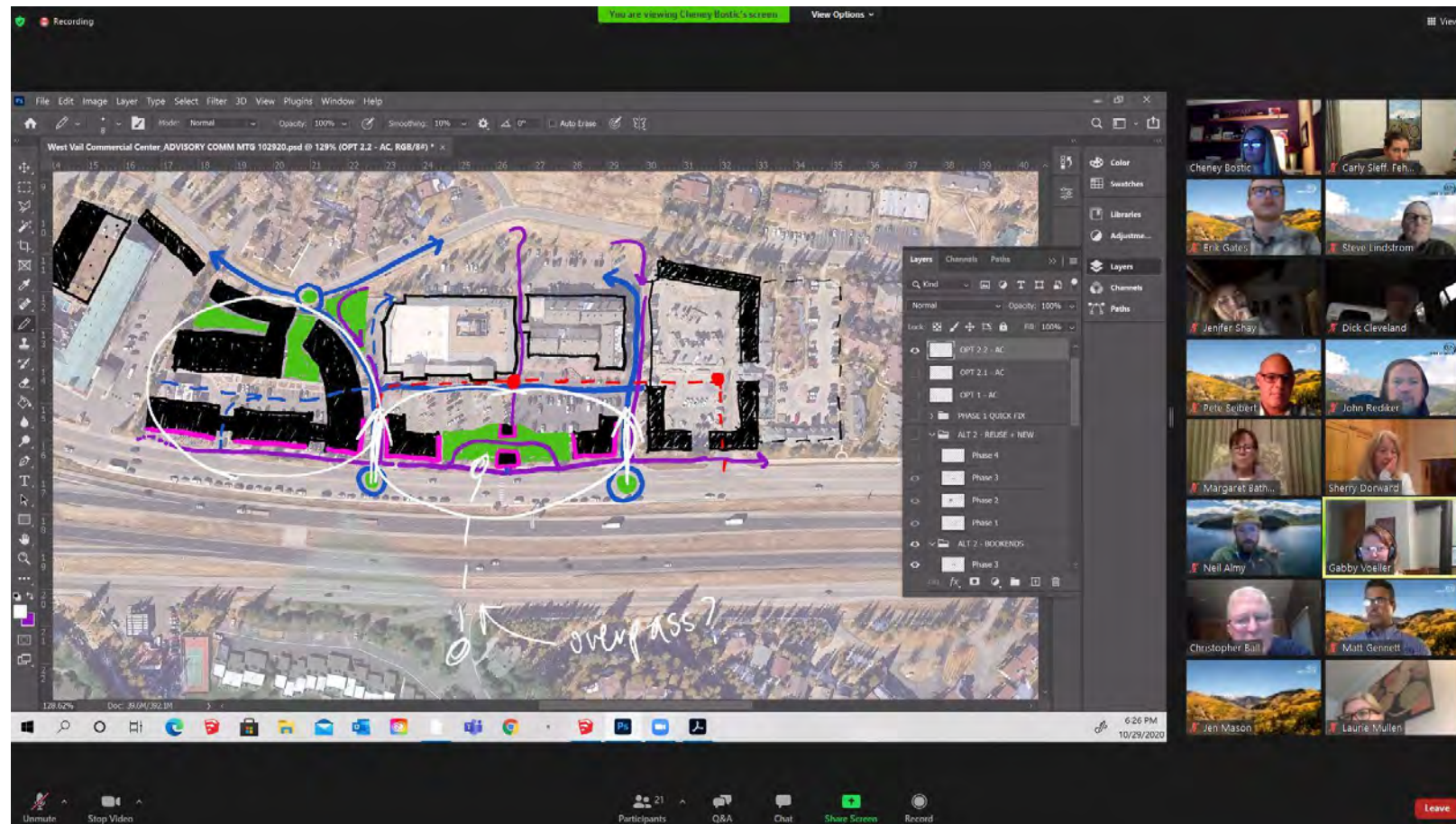
All Respondents	West Vail Respondents
1) Pleasant streetscapes (lighting, benches, landscaping)	1) Sidewalks and bike lanes in residential neighborhoods
2) People who work here can live here	2) Easy walking and biking to trails and parks
3) More local-oriented businesses (i.e., hardware store, dry cleaners)	3) Easy walking and biking for errands
4) Easy walking and biking to trails and parks	4) Pleasant streetscapes (lighting, benches, landscaping)
5) Sidewalks and bike lanes in residential neighborhoods	5) People who work here can live here

TABLE 3. WHAT ISSUES DO YOU SEE IN WEST VAIL?

All Respondents	West Vail Respondents
1) Highway noise	1) Highway noise
2) Outdated commercial area	2) Outdated commercial area
3) Aging housing stock	3) Speeding
4) Speeding	4) More and more short-term rentals
5) More and more short-term rentals	5) More and more second homes

# Advisory Committee

- Diverse group of stakeholders representing a range of interests in West Vail
- Feedback and direction at key points on all elements of planning process and outcomes



# Vision Polling





# Describe in one to two words your vision for traveling in West Vail in the future?

# Feedback on Draft Recommendations



# Traffic Calming Enhancements

- We are considering a suite of recommendations for residential streets that serve as a spine in the network
- These recommendations slow vehicle speeds and provide a space for people to walk and bike



Speed humps



Lighting



Signage



Painted shoulder

# Which of the following streets should receive these traffic calming enhancements? (select all that apply)

- 1. Chamonix Lane **A**
- 2. Gore Creek Road **B**
- 3. Alpine Drive **C**
- 4. Buffehr Creek Road **D**
- 5. Matterhorn Circle **E**
- Other **F**



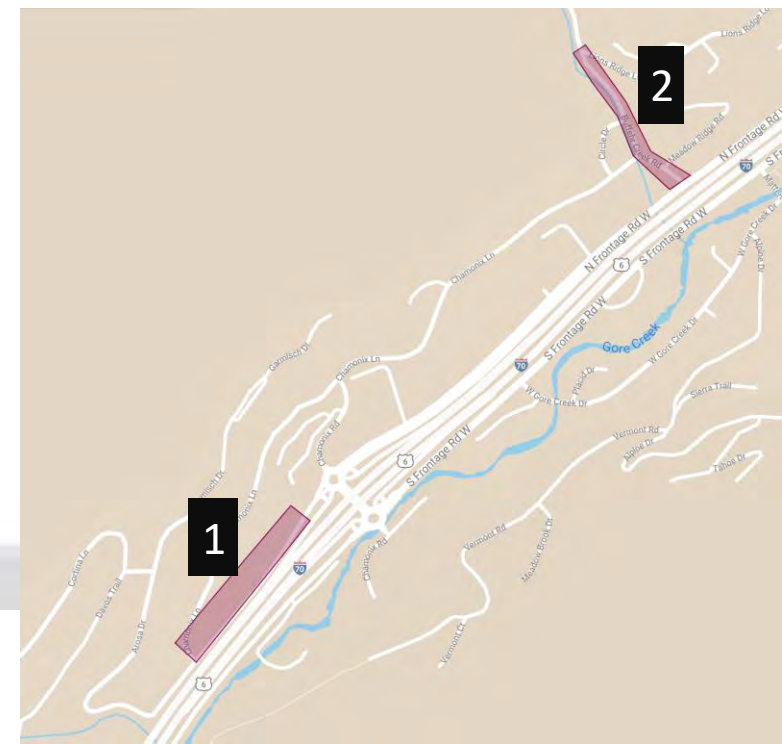


# Where is more pedestrian-scale lighting needed? (select all that apply)

1: Along the N Frontage Road west of the roundabout

2: Along Buffehr Creek Road

Other



# Road Diet

- A road diet is the reallocation of vehicle lanes to enhance places for people to walk and bike
- This Plan is investigating a road diet on N Frontage Road near the commercial core. This would:
  - Remove a travel lane
  - Enhance the pedestrian realm or add on-street bike lanes
  - Add center median



# Do you support a road diet on the N Frontage Road?

Yes

No

Only under certain  
circumstances

# Transportation Programs

- **Maintenance**
- **Transportation Demand Management**
- **Electric Vehicles**
- Technology
- Education
- Shared parking policy
- Pedestrian-scale lighting
- Bike share
- Data collection
- Wayfinding signage



# Maintenance

- Maintenance of bike and pedestrian facilities from debris and snow
- Shift maintenance schedule to prioritize multi-use paths
- Enforce sidewalk maintenance and snow removal to ensure that business owners maintain an accessible pedestrian space



# Transportation Demand Management

- Interactive kiosks to provide transportation information
- Transit subsidies for West Vail residents or employees
- Additional secure bike parking
- Marketing and promotional campaigns
- Promote trip planning app and website



# Electric Vehicles

- Develop infrastructure and incentivize the use of electric vehicles in West Vail
- Identify locations for electric vehicle charging stations
- Priority parking for electric vehicles



# Transportation Programs Discussion

- Are there any program or policy recommendations we missed?
- Are there programs we discussed that you do not think should be recommended?
- Which programs do you think are the highest priority?





# What are your barriers to taking transit? (select all that apply)

Distance to nearest bus stop

Lack of frequency

Lack of reliability

Ease of other modes of transportation

Existing routes are inconvenient

System is too complex

# Recommendations to Increase Transit Ridership

- **Mobility Hub**
- **Service Planning**
- First and Last Mile
- Transportation Demand Management
- Improve connections to ECO Transit



# Transit Recommendation: Mobility Hub

- Location for integrating different transportation modes and facilitating travel without a private vehicle
- Mobility Hubs provide amenities like:
  - Trip planning resources
  - Access to WiFi and power outlets
  - Bicycle storage
  - Connections to bike share and ride share
  - First and last mile connections (e.g bike share)
- Potential Mobility Hub locations include the bus stop near Safeway and the bus stop at the Conoco Station



# Transit Recommendation: Service Planning

- Does transit service align with community needs?
- Do we need to add or remove bus stops?
- Do bus routes align with community needs?



# Commercial Core Recommendations

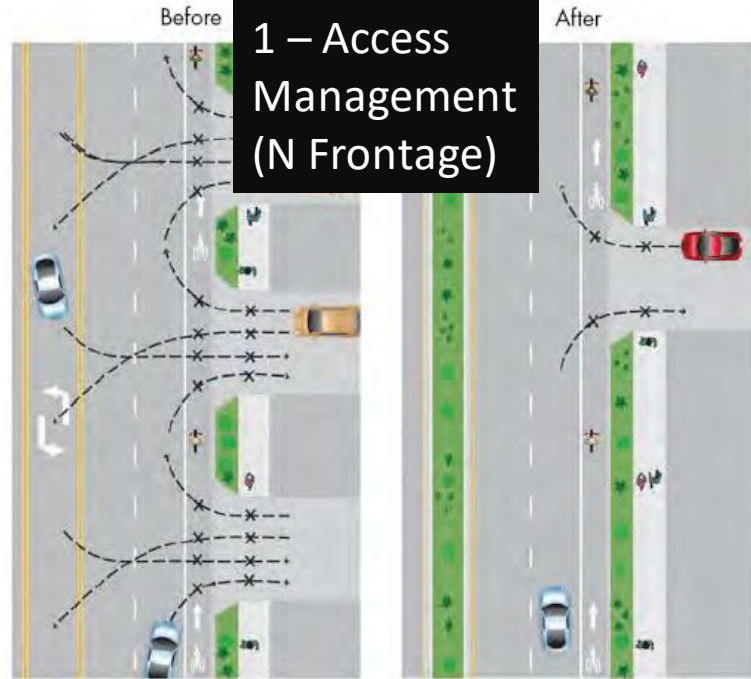
- Improved roundabout crossings
- Pedestrian access to Chamonix Lane
- Creation of a street grid
- Improved pedestrian realm



# Project Phasing and Prioritization



# Ranking of Project Categories



# Rank the following categories of projects based on what you think is most important?

Access management

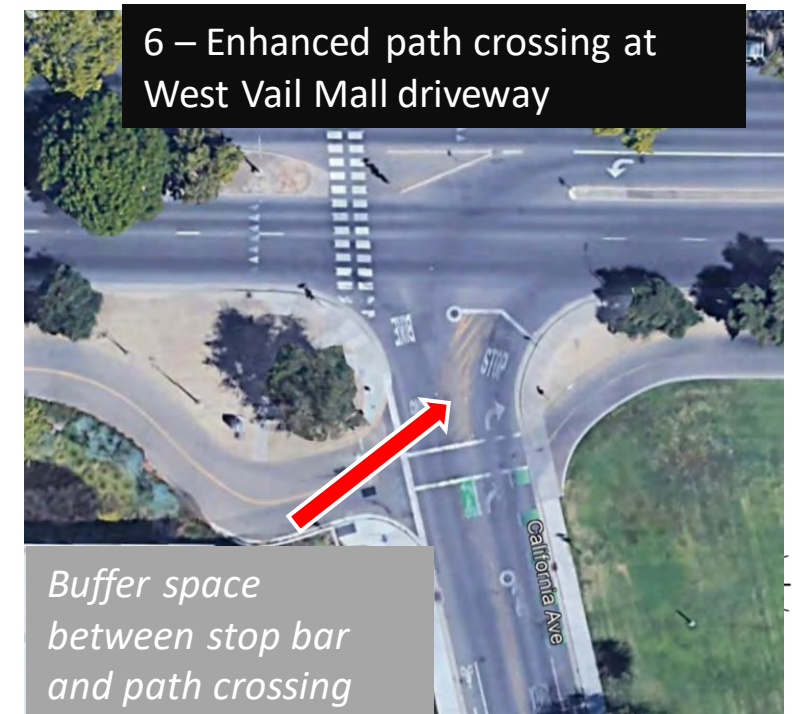
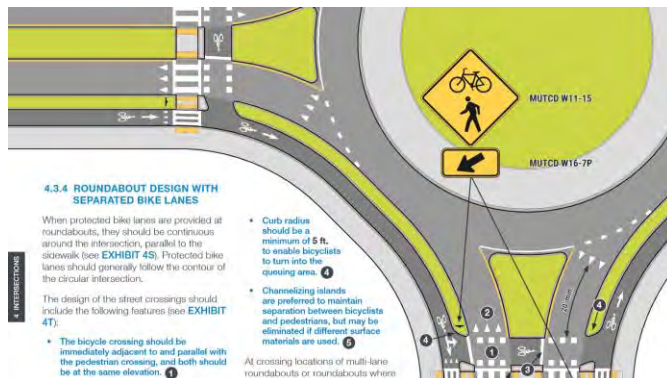
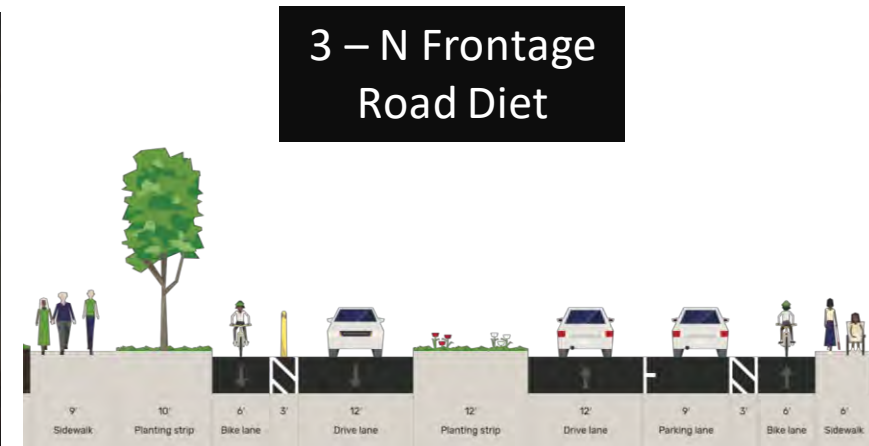
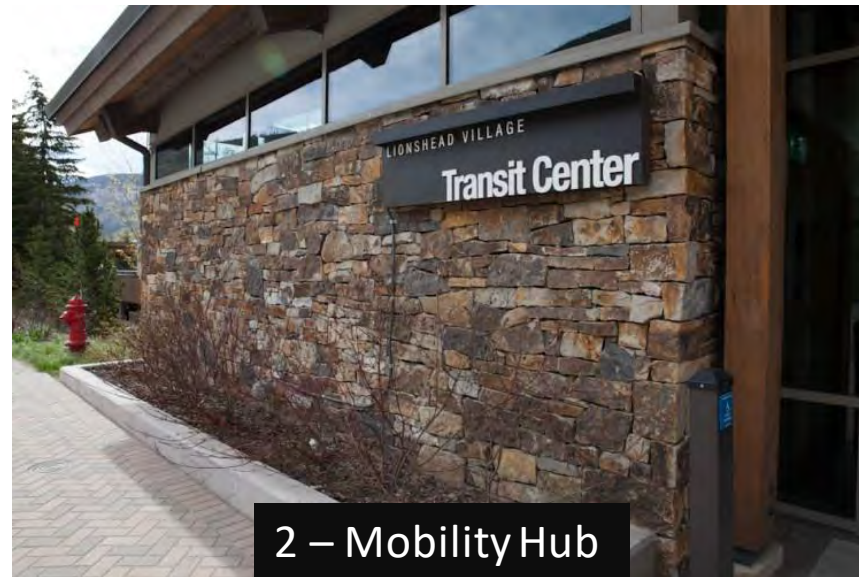
Enhanced bicycle/pedestrian  
crossings

Enhanced bicycle/pedestrian  
corridors/traffic calming

Transit improvements



# Ranking of Specific Projects



# Rank the following proposed projects based on what you think is most important?

Traffic calming on residential streets

Mobility Hub

Road diet

Bicycle and pedestrian enhancements  
at N Frontage Road roundabout

N Frontage Rd and Buffehr Creek Rd  
intersection improvements

Enhanced path crossing at West Vail  
Mall driveway

# Where would you like to see bicycle and pedestrian enhancements?

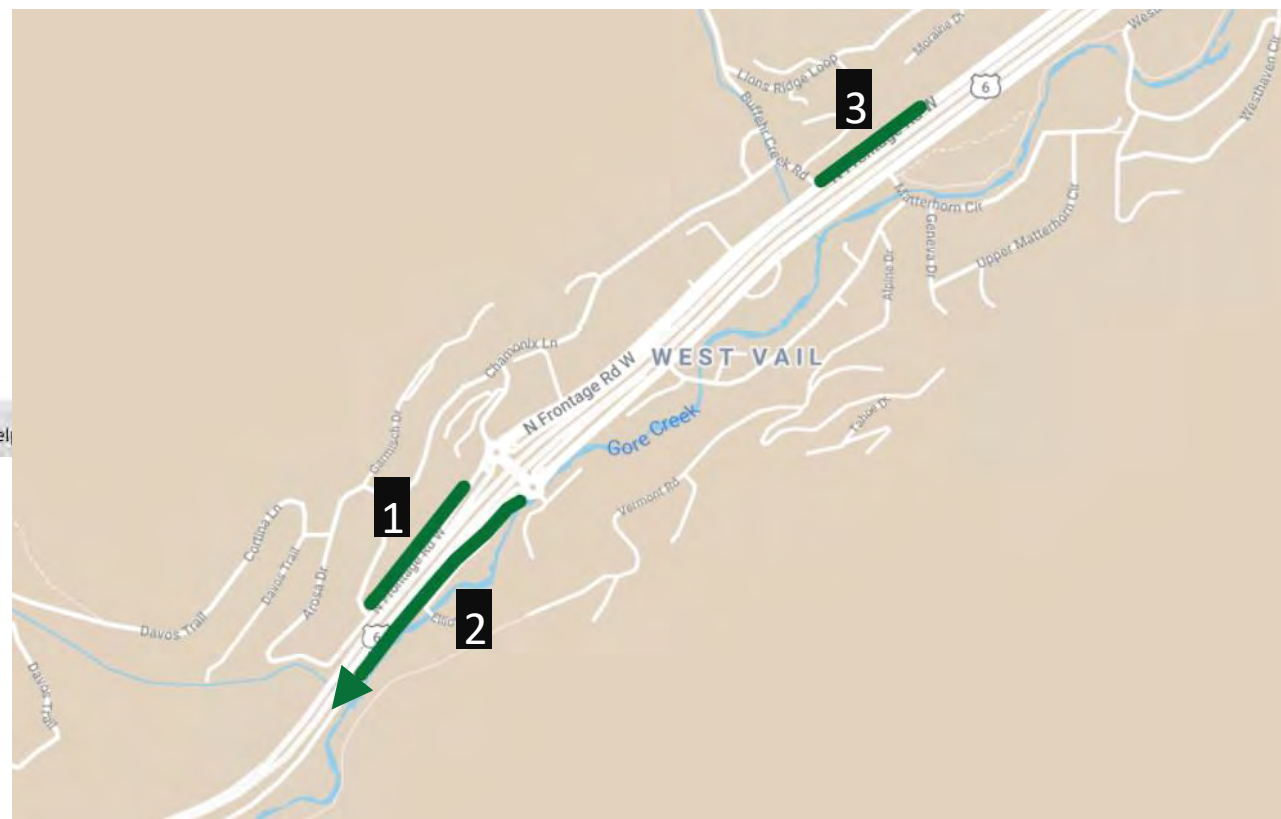
1. West of the roundabout

2. Gore Creek Trail

3. East of Buffehr Creek Road

Other

Start the presentation to see live content. For screen share software, share the entire screen. Get help



# Next Steps



# Next Steps

- Draft Plan for review – March 2021
- Final Plan – Late Spring 2021





# Other Questions





# WEST VAIL MASTER PLAN

## Housing Workshop



# About this Workshop

- » Introduction
- » Land use existing conditions
- » Market conditions
- » Public feedback
- » Housing vision and goals review
- » Future zoning scenarios
- » Housing type preferences
- » Discussion

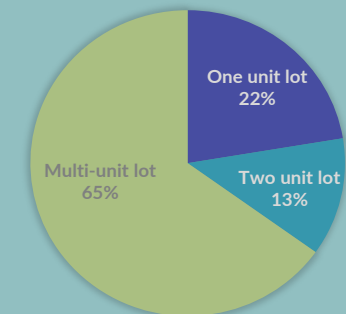




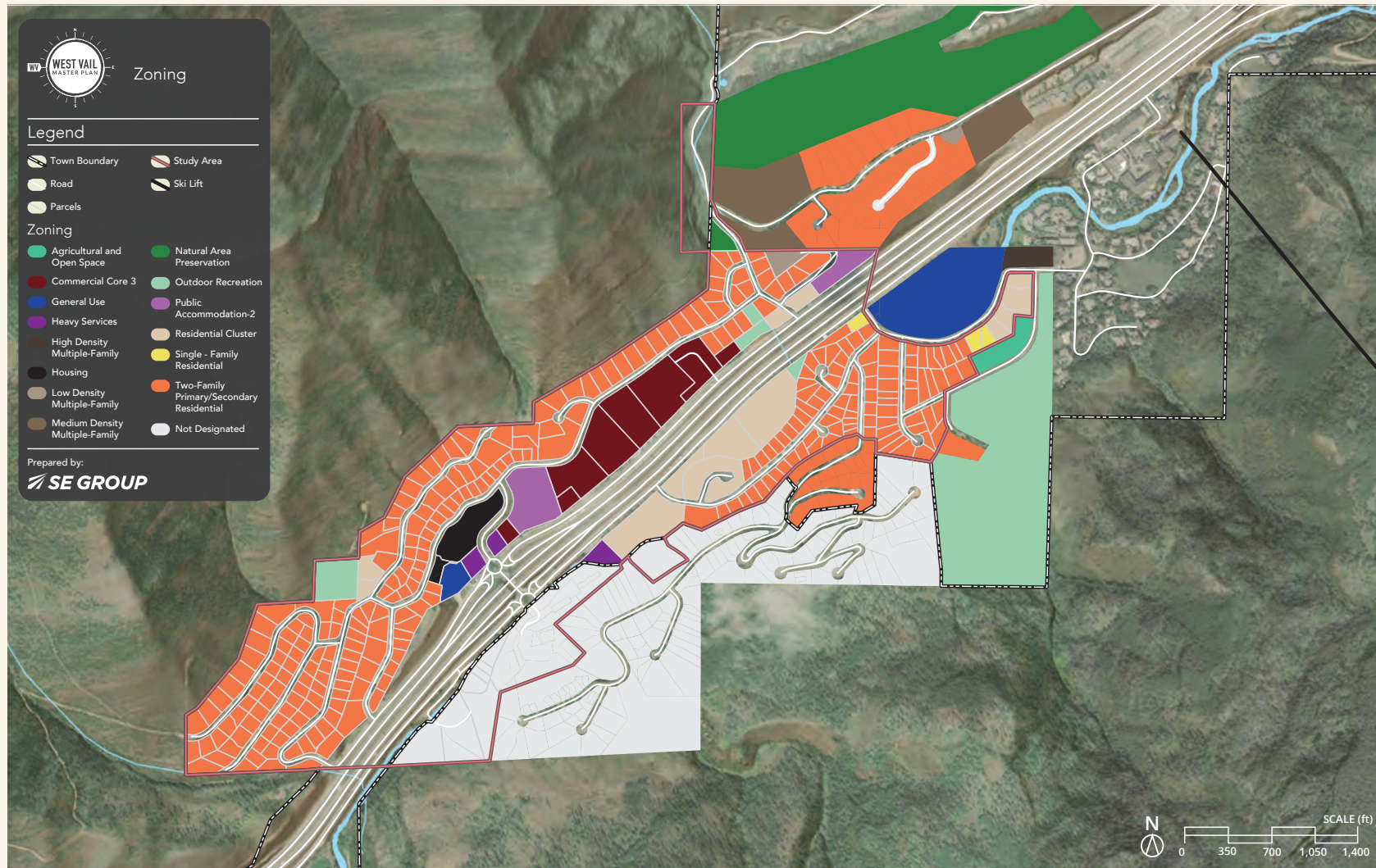
# Study Area



- » 260-acre study area including areas beyond the town boundaries
- » 992 total housing units, 881 of which are within the Town
- » 169 employee housing units (including Vail InDEED)
- » Limited vacant land
- » 24% of housing units are second homes, compared to 60% townwide
- » 9.5% of housing units are registered short-term rentals

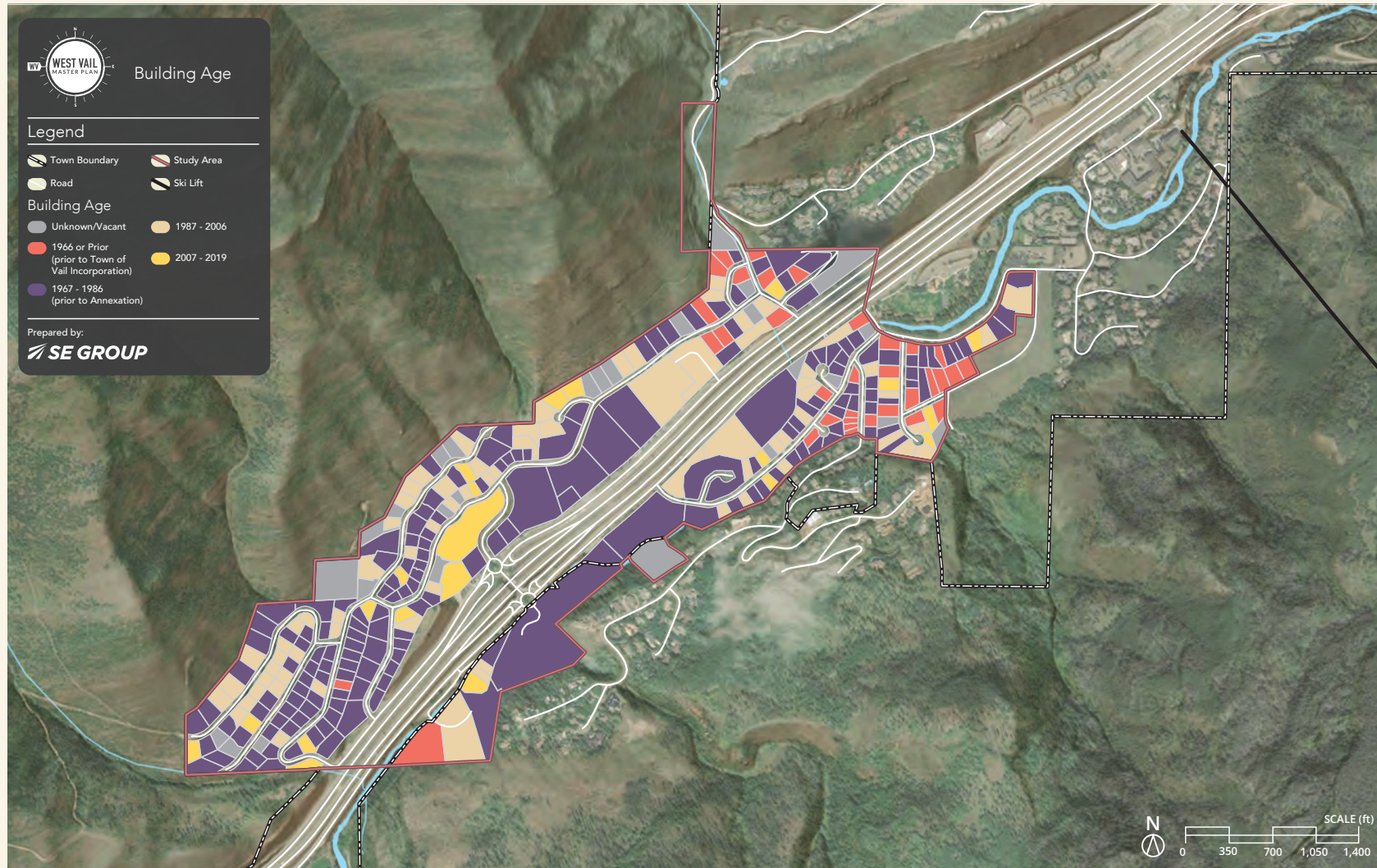


# Existing Zoning



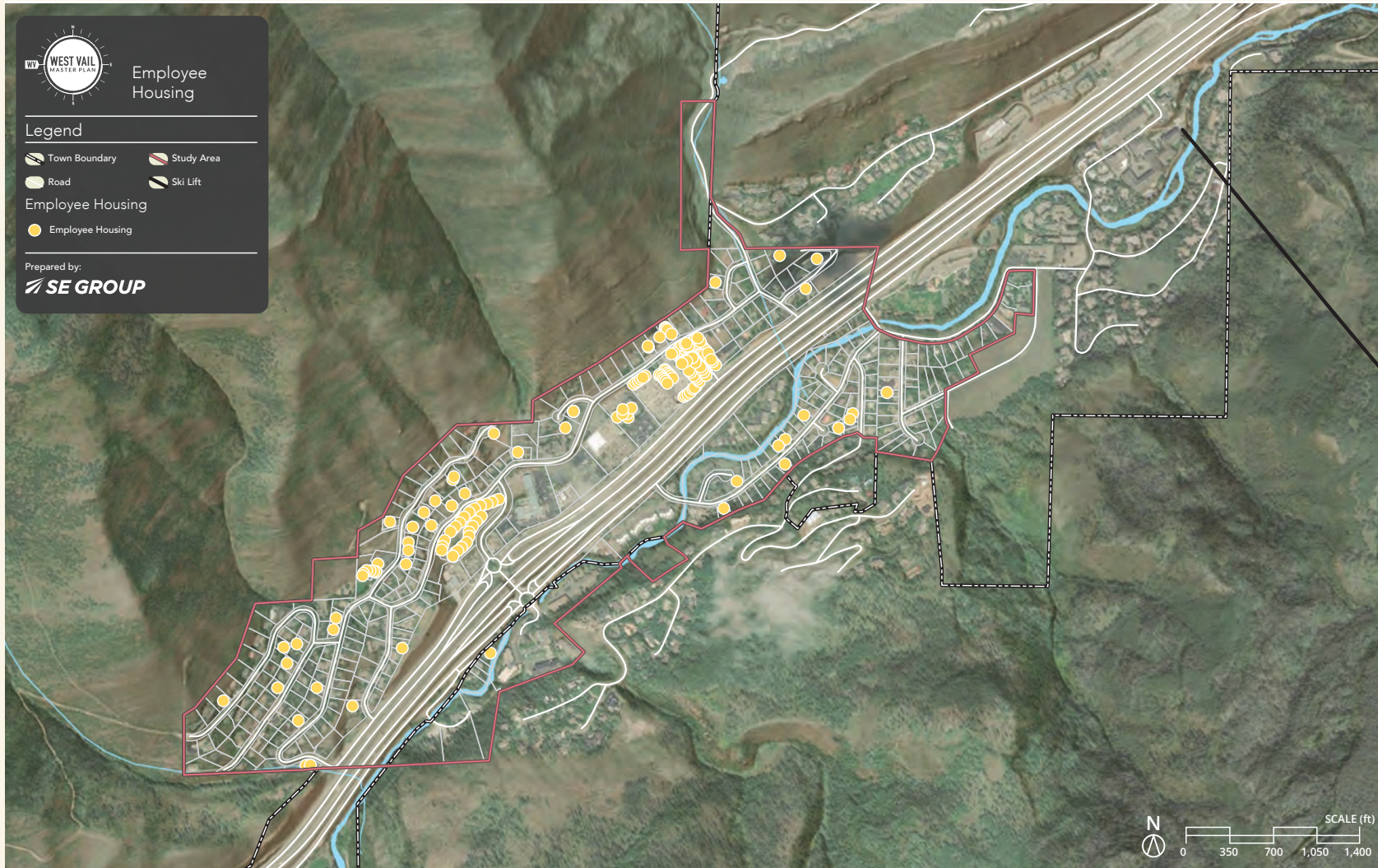
- » The residential neighborhoods are primarily zoned as Two-Family Primary/Secondary Residential.
- » Two-Family Primary/Secondary Residential allows for single family homes and duplexes.
- » The commercial area is primarily zoned as Commercial Core 3. This zoning only allows Employee Housing Units.

# Building Age



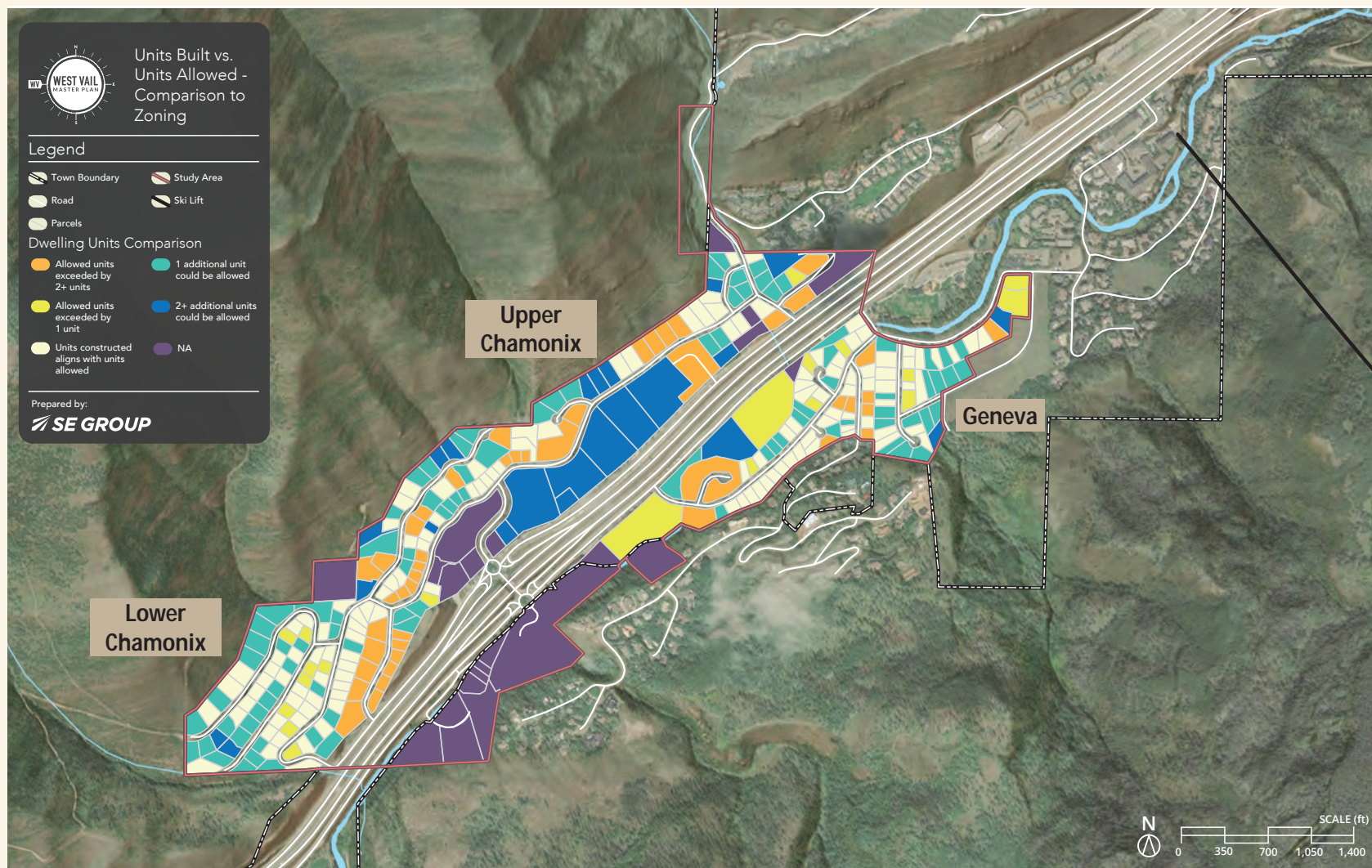
- » Many residences built prior to West Vail's annexation into the Town
- » Implications for both building condition and conformance with the zoning code
- » Limited recent development

# Employee Housing Units



- » 75% of EHUs in West Vail are on Town-owned property (largely Vail Commons development and Chamonix)
- » 169 total employee housing units in the study area, which is 20% of all dwelling units in the Town-portion of the study area.
- » Comparatively, in the Town as a whole, EHUs make up about 5% of total dwelling units.
- » 45% of Vail's EHUs are located in West Vail

# Dwelling Units Compared to Zoning Allowance



- » Many (65) residential lots have more units than allowed by zoning. These lots have an additional 260 units beyond what is allowed.
- » If these multi-family lots were redeveloped, they would revert to being single family homes or duplexes

# Threats to locals' housing

- » Zoning and non-conformance
  - » Multi-family: if torn down, could only be rebuilt as single family homes or duplexes
- » Market forces
  - » \$1.3 million average price (2019)
  - » At least 75% of home sales town-wide are to second homeowners
  - » Continued influx of wealth & livelihoods not tied to local economy
  - » Growth of the Front Range
  - » Limited supply and unlimited demand



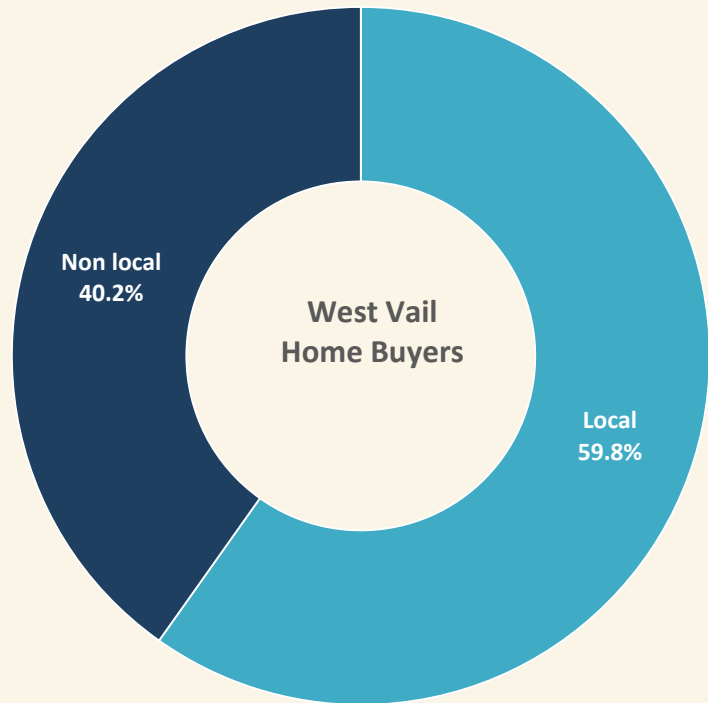
# Who can buy a home in West Vail?

		West Vail	Vail
<b>Average Home Value</b>		<b>\$1,300,000</b>	<b>\$3,400,000</b>
Mortgaged Amount (less: downpayment)	10.0% down pmt	\$1,170,000	\$3,060,000
Mortgage Interest Rate		4.5% int.	4.5% int.
Loan Term		30-year term	30-year term
<b>Monthly Costs</b>			
Mortgage Payment (Monthly)		\$5,928	\$15,505
Less: Insurance	\$1,800 / Year	\$150	\$150
Less: Property Taxes	50.919 mills	\$55	\$144
Less: Miscellaneous (e.g. HOA Dues)	\$3,000 / Year	\$250	\$250
<b>Total Monthly Housing Costs</b>		<b>\$6,383</b>	<b>\$16,049</b>
<b>Required Annual Income</b>	35%	<b>\$218,859</b>	<b>\$550,246</b>

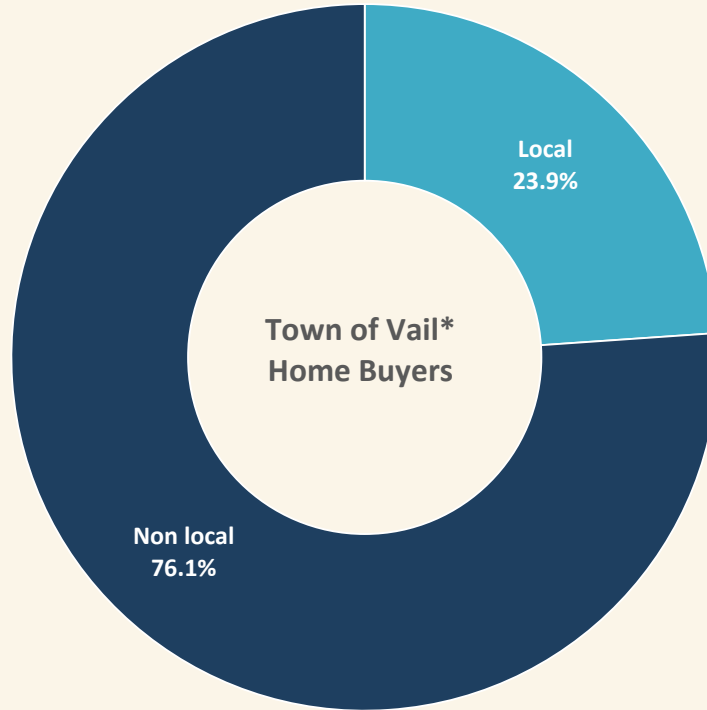
Source: Economic & Planning Systems

- » Household income of \$220,000
- » 3 times the median income of \$75,000
- » Two earners making more than \$50.00/hr (avg. is \$23/hr)
- » Down payment of \$65,000-\$130,000 (5-10%)

# Local vs. non local home buyers, 2015-2019



Source: Eagle County Assessor; Town of Vail; Economic & Planning System



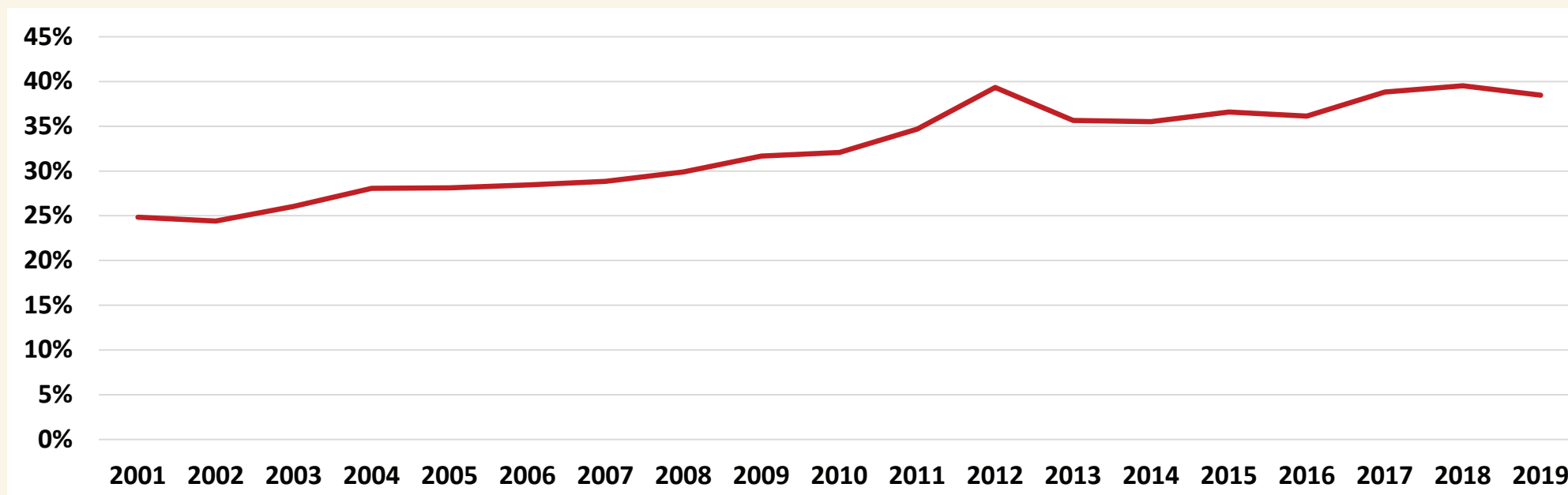
Source: Eagle County Assessor; Town of Vail; Economic & Planning Systems  
\*Town of Vail exlcudes West Vail

- » Local: Owner address is in Eagle County
- » Non local: Owner address is outside of Eagle County



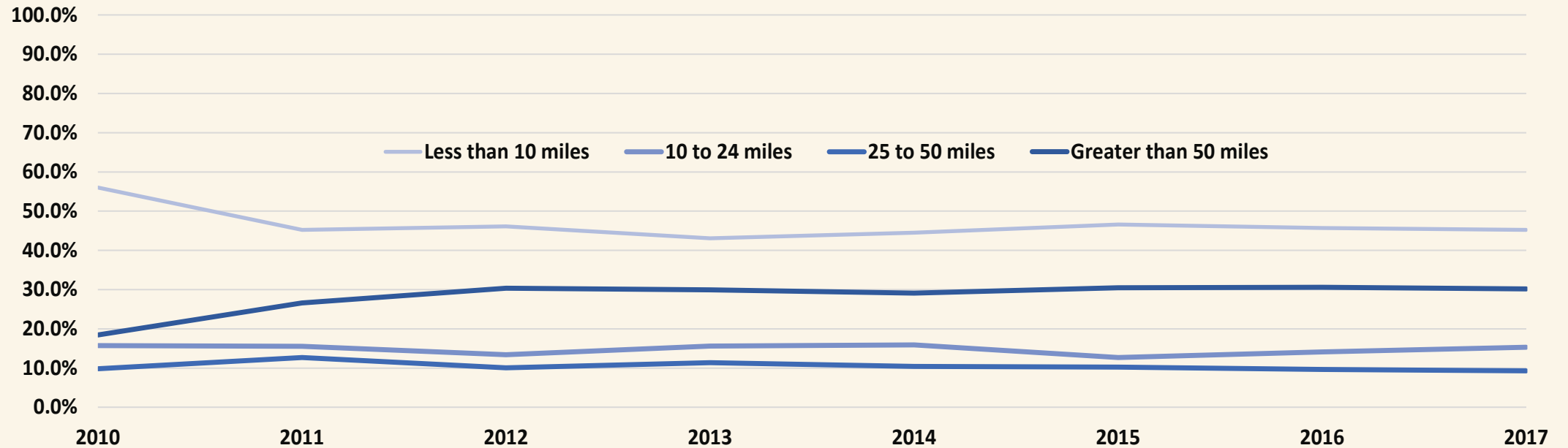
# Non-wage income

- » Income from dividends, interest, and rent, not tied to local economy
- » Nearly 40 percent of all personal income in Eagle County
- » Retirees and wealthy residents
- » Fluctuates with Wall Street but has grown

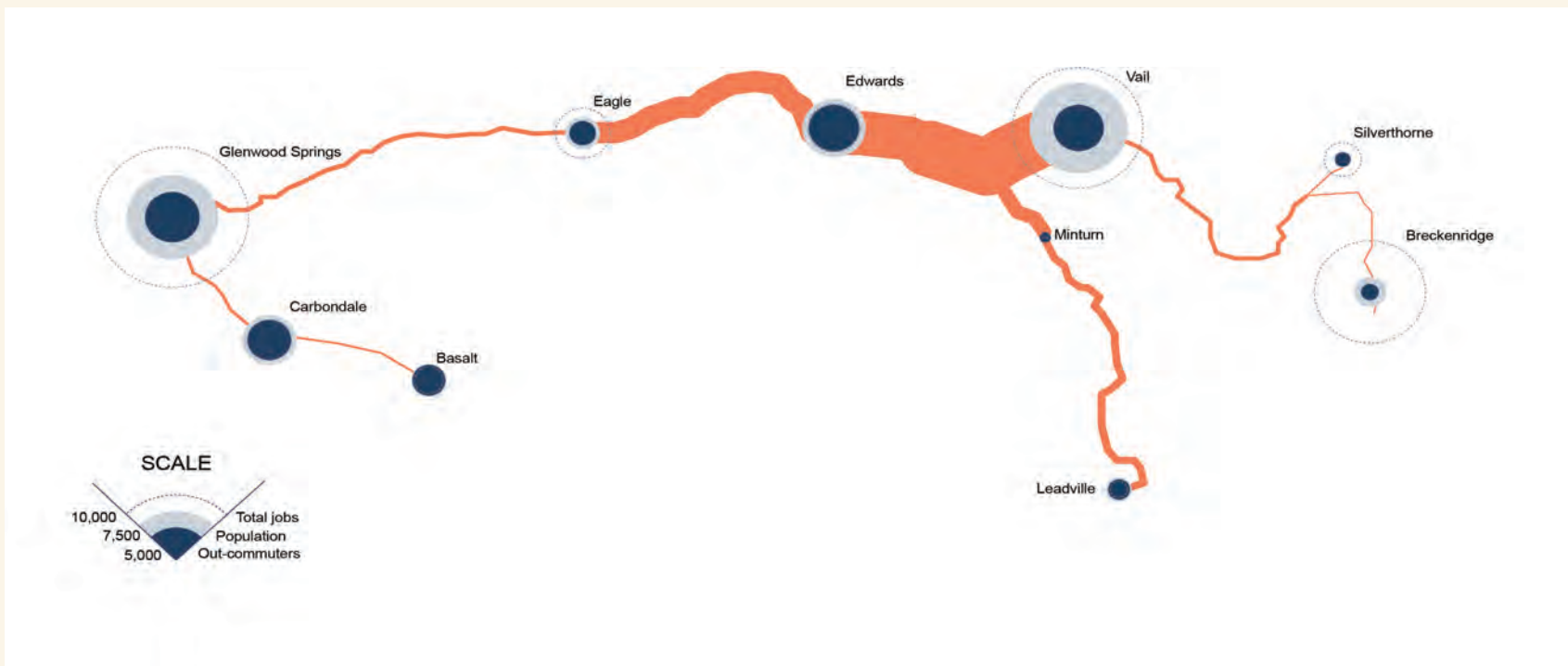


# Commuting

- » 30 percent of workers commute more than 50 miles
- » Trend has not changed



# Benefits of Resident Housing



## *100 units of workforce housing*

- » Saves 95,000 gallons of gasoline
- » Reduce 2,200,000 miles traveled / year
- » 2.1 percent reduction of in-commuting
- » CO2 reduction of 14,000 trees planted/year

# Benefits of Resident Housing

## » Commuting impacts

- » 40,000 annual commute hours
- » \$825,000 annual value of time (\$20/hour USDOT)
- » 845 metric tons of CO2 = 14,000 trees each year
- » Parking at \$100,000 per space
- » Quality of life!

## » Volunteerism

- » 40,000 hours of volunteer time

## » Labor force

- » Reduced employee turnover
- » Reduced cost to employers

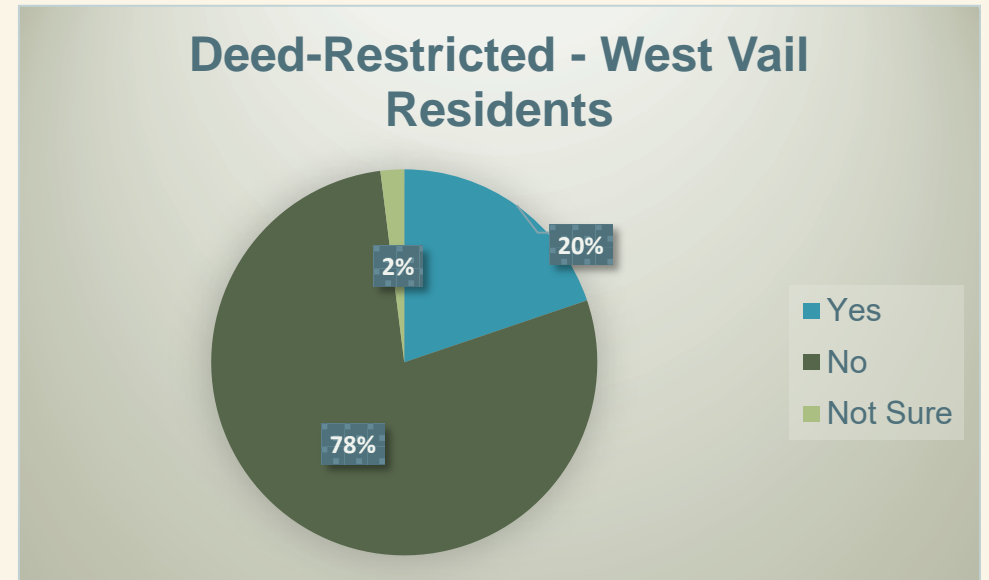
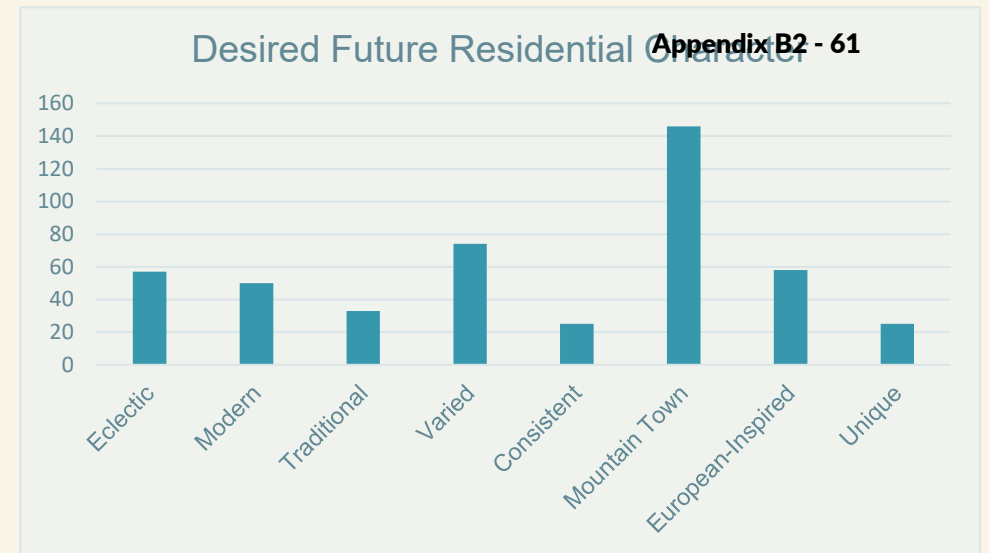
## » Economic benefits

- » Property and sales tax, local business spending year round
- » School funding and enrollment



# Public Feedback

- » Virtual Open House and focus groups in summer/early fall and Advisory Committee
- » Importance of continuing to provide resident housing, neighborly feel
- » Moderate interest in additional affordable housing in West Vail
- » Interest in more small single-family homes, townhouses, duplexes, and deed-restricted units
- » Eager to see new units embrace mountain town character and enhanced quality
- » Concerns about short-term rental proliferation





# The Vision for Housing in West Vail

*This plan envisions West Vail neighborhoods with quality resident housing. Updates to land use and housing policies will allow West Vail's housing stock to evolve in order to continue to provide resident housing. Through these changes, the character of the neighborhood, with its modest and varied homes, is retained.*



# Goals for Housing in West Vail

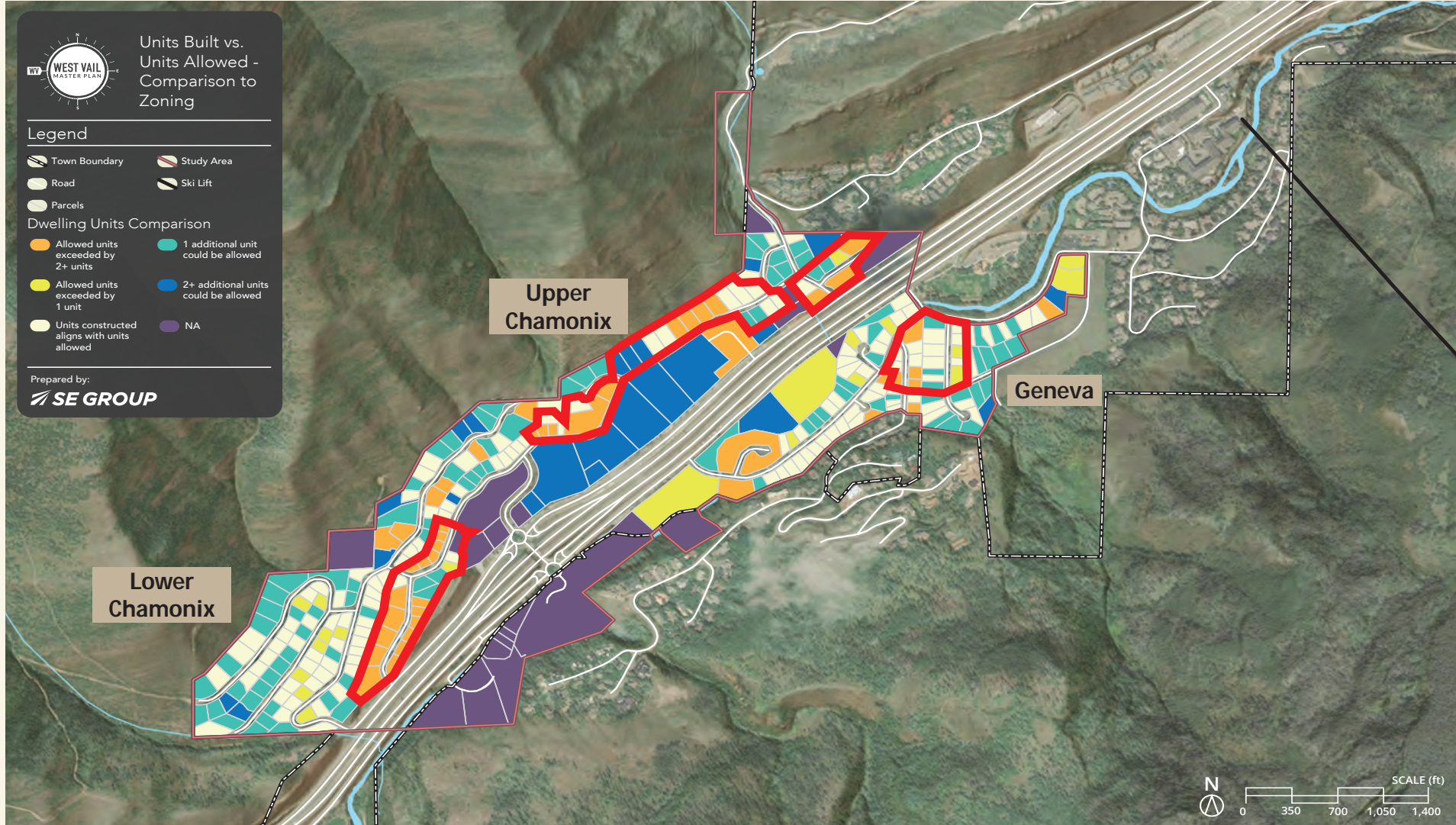
1. West Vail is the heart of resident-occupied housing in Vail. A growing number of deed-restricted units address the trend of conversion to second homes.
  - a. *Increase the number of housing units in the commercial area to make it a true, vibrant mixed-use center. Many of these units should be deed-restricted to support businesses and create a neighborly environment.*
  - b. *The number of units in the surrounding residential areas is preserved or increased slightly with land use changes that reduce the non-conformities and support density for deed-restricted units. New land use regulations further allow multi-family units in key areas.*
2. The Town's land use codes and zoning standards for West Vail allow and support residents and landowners to make continued improvements to their properties in a way that preserves units and scale and enhances aesthetics.
3. New construction and updates to existing housing reflect West Vail's mountain environment and the modest scale of its current housing stock.

# Goals for Housing in West Vail

4. Land use code changes and housing policies incentivize the private sector to develop resident housing.
5. West Vail's residential areas host a continuum of housing options taking many forms (single-family, duplexes, multi-family, and accessory dwelling units) to accommodate residents through all phases and stages of life.
6. Through land use policies, design standards, and landscaping guidelines, West Vail maintains a welcoming, neighborly environment for residents and visitors.
7. New housing and transit stops are strategically located so that 75 percent of additional units are within a five-minute walk of a transit stop.
8. While West Vail is primarily a resident community, there is an appropriate level of short-term rentals that allow visitors to stay in West Vail and support local businesses.



# Density Testing





## Existing Condition



Existing Units: 37 | Non-Conformities: 7 | Lots: 20

## Lose Density Over Time

Current Zoning: Two-Family Primary/Secondary Residential



Units Allowed: 27 | Units Compared to Existing: -10

## Preserve Existing Density

Residential Cluster



Units Allowed: 36 | Units Compared to Existing: -1 | Non-Conformities: 7

## Increase Density

Low Density Multi-Family Residential



Units Allowed: 54 | Units Compared to Existing: 17 | Non-Conformities: 4

### Legend

- Single Family
- Duplex
- Triplex
- Small Multi-Family (3-5 units)
- Medium Multi-Family (6-10 units)
- Large Multi-Family/Apartments (10+ units)



# Lower Chamonix



## Existing Condition



Existing Units: 71 | Non-Conformities: 18 | Lots: 24

## Lose Density Over Time

Current Zoning: Two-Family Primary/Secondary Residential



Units Allowed: 31 | Units Compared to Existing: -40

## Preserve Existing Density

Low Density Multi-Family Residential



Units Allowed: 69 | Units Compared to Existing: -2 | Non-Conformities: 13







## Increase Density

Medium Density Multi-Family Residential



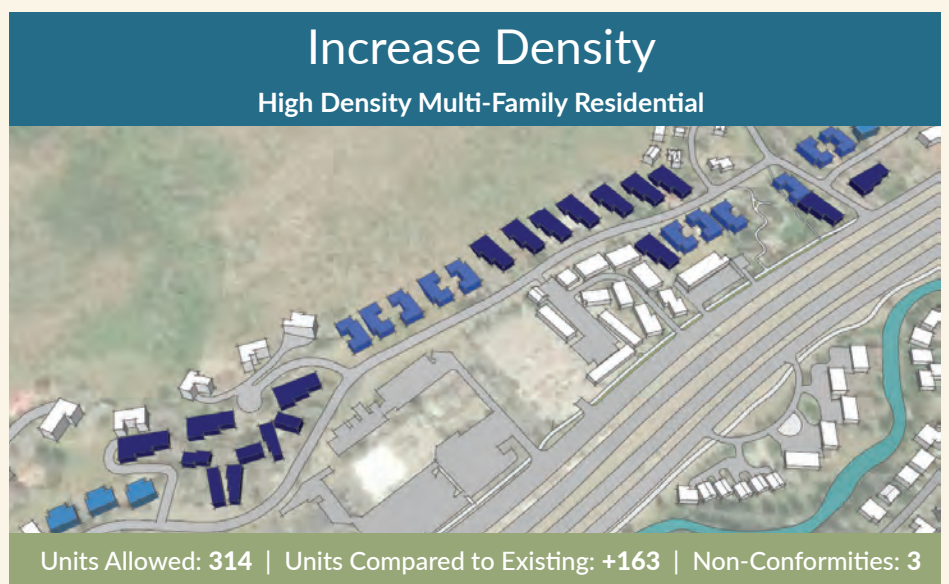
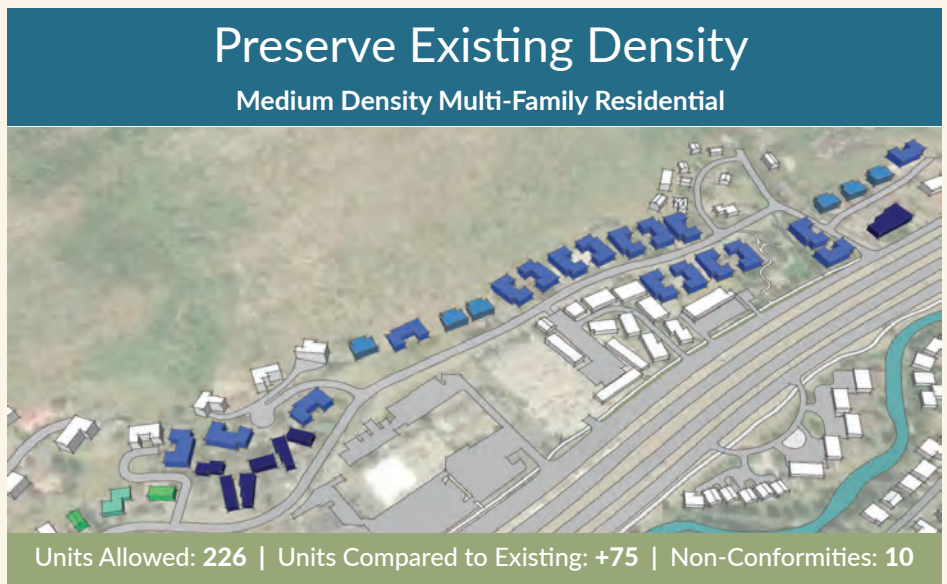
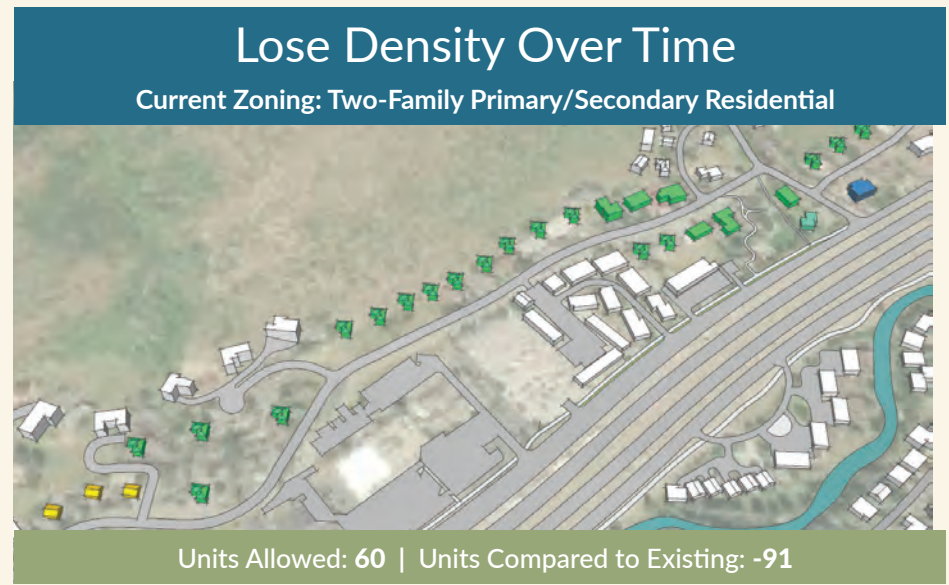
Units Allowed: 137 | Units Compared to Existing: +66 | Non-Conformities: 4

### Legend

-  Single Family
-  Duplex
-  Triplex
-  Small Multi-Family (3-5 units)
-  Medium Multi-Family (6-10 units)
-  Large Multi-Family/ Apartments (10+ units)



# Upper Chamonix



### Legend

- Single Family
- Duplex
- Triplex
- Small Multi-Family (3-5 units)
- Medium Multi-Family (6-10 units)
- Large Multi-Family/ Apartments (10+ units)



# Future Housing Types: The trade-offs

- » The future mix of housing types in West Vail will come with some trade-offs
- » Higher density may not support family living arrangements
- » Redevelopments may displace existing residents
- » Incentives may be necessary to spur desirable housing types

	Small-Lot Single Family	Accessory Dwelling Unit	Duplex	Cottage Cluster	Townhouse	Small Multi-Family	Medium-Size Multi Family	Apartment/Condo	Micro-Units
Own/Rent	Own	Rent	Own	Own/Rent	Own/Rent	Own/Rent	Own/Rent	Own/Rent	Own/Rent
Typical Cost	\$\$\$\$	\$	\$\$\$\$	\$	\$\$\$	\$	\$	\$	\$
Occupants	Families, Empty Nesters	Employees, Professionals, Empty Nesters	Families, Empty Nesters, Professionals, Couples	Families, Empty Nesters, Professionals, Couples	Families, Empty Nesters, Professionals, Couples	Employees, Empty Nesters, Professionals, Couples	Employees, Empty Nesters, Professionals, Couples	Employees, Empty Nesters, Professionals, Couples	Employees, Professionals
Density	+	++	++	+++	+++	++++	++++	+++++	+++++

# Small Lot High Coverage Single Family Homes



- » **Who:** families, empty nester
- » **Pros:** utilizing existing small lots, matches existing character, modest density increases
- » **Cons:** topography challenges, potential second home/short-term rental, displace existing residents
- » **Density:** +

# Accessory Dwelling Units



- » **Who:** employees, professionals, empty nester
- » **Pros:** additional workforce units, additional owner income, naturally affordable
- » **Cons:** small living spaces, topography challenges, parking, requires existing owner to build with equity
- » **Density:** ++

# Duplexes



- » **Who:** professionals, couples, families, empty nesters
- » **Pros:** construction efficiency, single family feel, keeping with neighborhood character
- » **Cons:** very modest density increases, not attainable to most income earners, may become second home/ short-term rental
- » **Density:** ++



# Cottage Clusters



- » **Who:** professionals, couples, families, empty nesters
- » **Pros:** modest density increases, single family feel, keeping with neighborhood character
- » **Cons:** may become second home/short-term rental, requires larger lots, more creative developers needed, land intensive
- » **Density:** +++

# Townhouses



- » **Who:** professionals, couples, families, empty nesters
- » **Pros:** construction efficiency, single family feel, additional density
- » **Cons:** displacement of existing residents, topography challenges, keeping with neighborhood character
- » **Density:** +++

# Small Multi-Family (3-5 units)



- » **Who:** professionals, employees, couples, empty nesters
- » **Pros:** keeping with neighborhood character, more affordability, supports density
- » **Cons:** displacement of existing residents
- » **Density:** ++++

# Medium Sized Multi-Family (6-12 units)

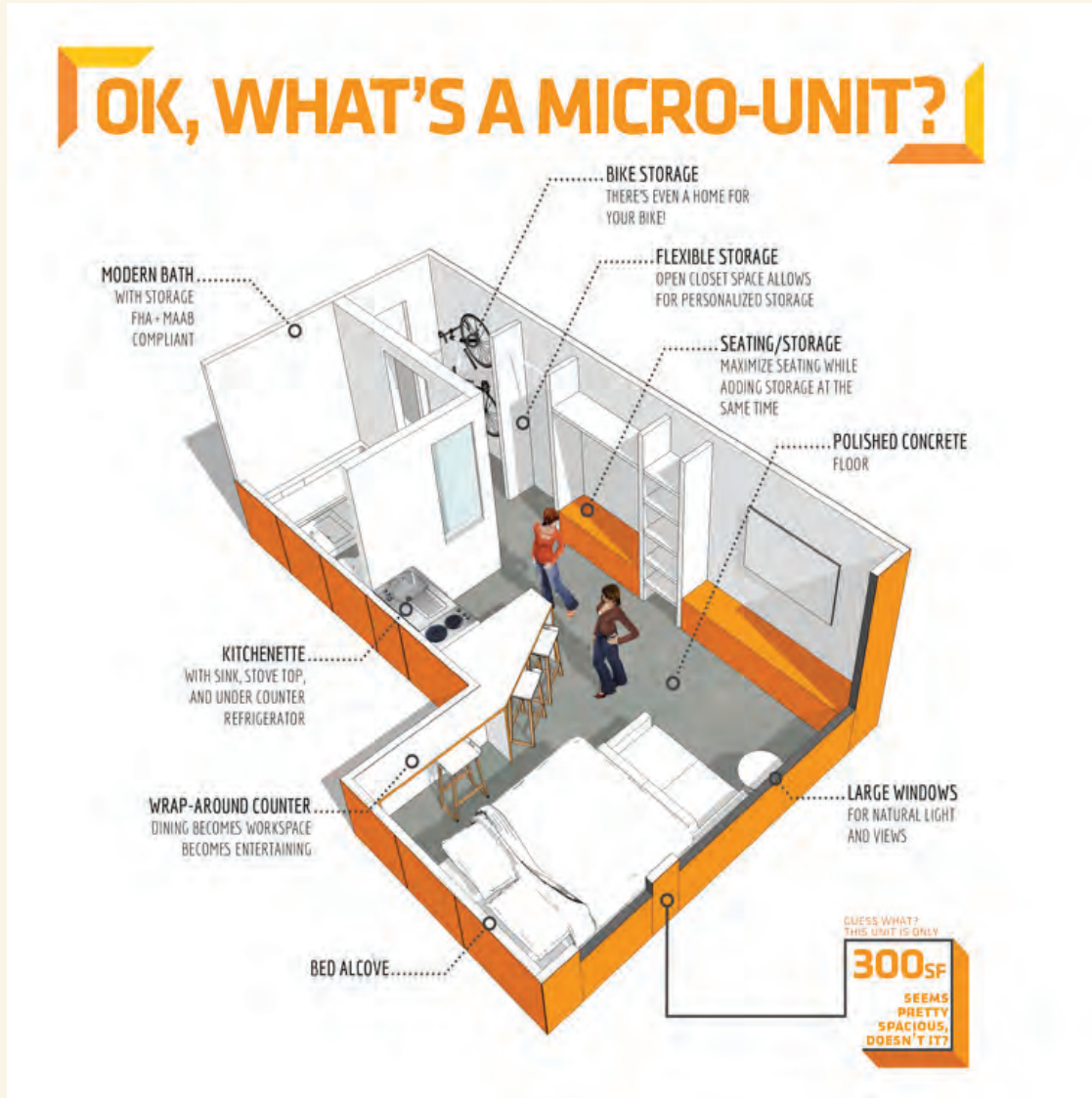


- » **Who:** professionals, employees, couples, empty nesters
- » **Pros:** keeping with neighborhood character in certain locations, more affordability, supports density, construction efficiency
- » **Cons:** displacement of existing residents
- » **Density:** ++++

# Larger apartment/condo (12+ units)



- » **Who:** professionals, employees, couples, empty nesters
- » **Pros:** more affordability, supports density, construction efficiency, amenities
- » **Cons:** displacement of existing residents, meeting parking requirements, keeping with existing neighborhood character
- » **Density:** +++++



- » **Who:** employee, professional
- » **Pros:** construction efficiency and spatial efficiency, supports higher density, naturally affordable
- » **Cons:** meeting parking requirements, limited space, keeping with neighborhood character, ensuring market exists
- » **Density:** +++++

# Comments, Questions, Concerns





# Commercial Core Community Workshop

February 11<sup>th</sup>, 2021





# The Study Area



Appendix B2 - 81

Vail Ski  
Resort

CASCADE VILLAGE

White River NF

North Trail  
North Vail Trail (West)

TH North Trail -  
Buffehr Creek

LIONS RIDGE LOOP

MORAIN DR

WESTHAVEN DR

WESTHAVEN DR

N FRONTAGE RD W

S FRONTAGE RD W

WESTHAVEN CIR

DONOVAN PARK

GREENHILL CT

ZERMATTEN

BUFFEHR CREEK RD

MATTERHORN CIR

UPPER MATTERHORN CIR

North Vail Trail (West)

White River NF

WEST  
VAIL

70

GORE CREEK

ALPINE DR

GENEVA DR

CHAMONIX LN

GARMISCH DR

CHAMONIX RD

PLACID DR

W GORE CREEK DR

SIERRA TRL

SEQUOIA DR

TAHOE DR

Ellefson  
Park

CORTINA LN

DAVOS TRL

AROSA DR

ELIOT RD

SERONTAGE RD W

VERMONT RD

VERMONT CT

White River NF

TH Davos Trail

NVT

Matterhorn (down hill)

Davos Trail



# Community Survey Results: West Vail’s Strengths

TABLE 1. WHAT DO YOU APPRECIATE MOST ABOUT WEST VAIL?

All Respondents	West Vail Respondents
1) Grocery stores	1) Grocery stores
2) Parks and trails	2) Parks and trails
3) Walking and biking options	3) Walking and biking options
4) Locally-owned businesses	4) I know my neighbors!
5) Local-serving businesses	5) Convenience

Common themes: grocery store (#1), recreation, connectivity, “local feel,” local-serving businesses, convenient shopping, neighborliness



# Community Survey Results: Priorities for the Future

TABLE 2. WHAT DO YOU WANT TO SEE IN WEST VAIL IN THE FUTURE?

All Respondents	West Vail Respondents
1) Pleasant streetscapes (lighting, benches, landscaping)	1) Sidewalks and bike lanes in residential neighborhoods
2) People who work here can live here	2) Easy walking and biking to trails and parks
3) More local-oriented businesses (i.e., hardware store, dry cleaners)	3) Easy walking and biking for errands
4) Easy walking and biking to trails and parks	4) Pleasant streetscapes (lighting, benches, landscaping)
5) Sidewalks and bike lanes in residential neighborhoods	5) People who work here can live here

Common themes: enhanced mobility and streetscapes, new shopping center (high priority in Webinar), retention and expansion of local businesses



# Community Survey Results: Issues in West Vail

TABLE 3. WHAT ISSUES DO YOU SEE IN WEST VAIL?

All Respondents	West Vail Respondents
1) Highway noise	1) Highway noise
2) Outdated commercial area	2) Outdated commercial area
3) Aging housing stock	3) Speeding
4) Speeding	4) More and more short-term rentals
4) More and more short-term rentals	5) More and more second homes

Common themes: highway noise, commercial area, safety, neighborhood character



# Community Survey Results: Desired Businesses

TABLE 4. WHAT TYPES OF BUSINESSES DO YOU THINK ARE IMPORTANT TO KEEP, ADD, OR EXPAND IN WEST VAIL?

All Respondents	West Vail Respondents
1) Grocery store	1) Grocery store
2) Casual dining	2) Casual dining
3) Hardware and home improvements	3) Hardware and home improvements
4) Liquor store	4) Liquor store
5) Gas stations	5) Coffee shop

Common themes: Grocery stores, more dining options, gathering places, practical shopping (gas, hardware)

# Desired Housing



In the recent Housing Workshop, participants expressed strong support for the following housing types in the Commercial Core:

- Townhouses
- Small Multi-Family
- Medium Multi-Family
- Larger apartment buildings/Condos
- Microunits

# Community Survey Results: Design Character and Development



TABLE 6. WHAT WOULD YOU LIKE TO SEE IN THE WEST VAIL COMMERCIAL AREA?

All Respondents	West Vail Respondents
1) Outdoor dining	1) Outdoor dining
2) Walking and biking paths	2) Underground parking
3) Underground parking	3) Walking and biking paths
4) Mixed use buildings	4) Mixed use buildings
5) Affordable housing	5) Safer street crossings

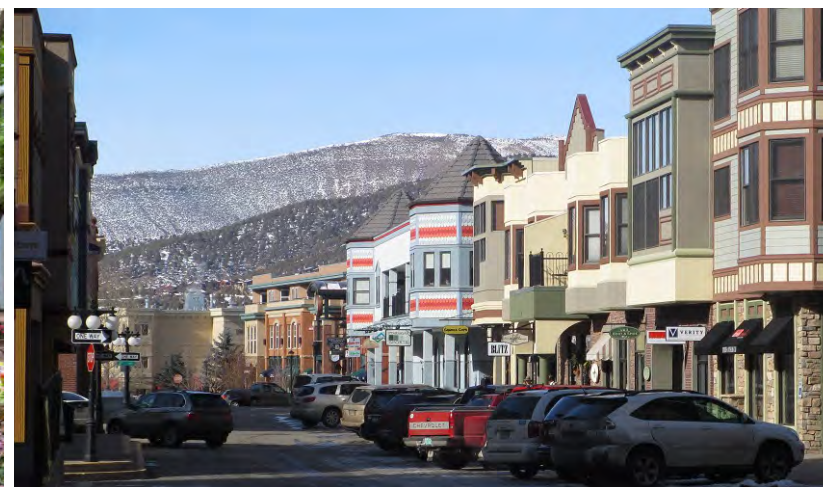
Common themes: Enhancing outdoor spaces, safer walking and biking circulation, and underground parking. Adding housing to the mix.



# Design Character and Development

Places respondents wanted to emulate for the commercial core:

- Pearl Street (Boulder)
- Riverwalk (Edwards)
- Downtown Aspen; Salida; Crested Butte; Jackson, WY
- Walkable downtown with a Western/Mountain feel







# Additional Comments & Webinar Feedback

## Themes from additional comments:



Focus on community



Concerns about STRs



Enhancing the quality of the neighborhood



Desire for outdoor spaces



Better walking and biking



Concern about over-development



Preserving the small-town local feel

## Themes from the webinar:



Creating a development vision for the commercial area



Develop a housing strategy



Preserve and expand local business opportunities



# Commercial Core Vision

The reimagined core is the center of economic and social life in West Vail. It's a place to meet a friend for a cup of coffee, conveniently pick up groceries and other essentials, and access transit connections to the rest of the town and valley. As the western gateway to the Town of Vail, the commercial center is aesthetically pleasing and inviting, with new and upgraded buildings that reflect the neighborhood's scale and mountain setting while providing much-needed resident housing. The area's new pattern of development is oriented to pedestrians, accommodating to bicyclists, and accessible by both car and transit. Vibrant, active businesses in the commercial area serve both locals and visitors, supporting and meeting the needs of West Vail's year-round community.



# Inventory by Business Category

- Anchor/Large space
  - Large footprint building and space requirements
  - Freestanding or ground floor of mixed-use building
- Activating uses: 70,966 sq. ft.
  - Smaller business spaces
  - Mixed use, main street, town center retail formats
- Community commercial:
  - UPS Store, Laundromat, gas stations, bank, dry cleaning
- Personal services: medical/dental, barber shop

Business Type & Format	# Businesses or Tenant Areas	Sq. Ft.
<b>Anchor/Large</b>		
Supermarket	2	90,561
Hardware	1	<u>12,500</u>
<b>Subtotal</b>	<b>2</b>	<b>103,061</b>
<b>Convenience &amp; Activating</b>		
Apparel/Sporting Goods	1	14,910
Community Commercial	7	22,836
Liquor Store	1	5,564
Personal Services	2	3,350
Restaurant/Bar	10	22,806
Specialty Market	1	<u>1,500</u>
<b>Subtotal</b>	<b>22</b>	<b>70,966</b>
<b>Other Uses</b>		
Lodging	1	58,778
Office	2	13,800
Daycare/Preschool	1	<u>2,000</u>
<b>Subtotal</b>	<b>4</b>	<b>74,578</b>
<b>Total [1]</b>		<b>248,605</b>

[1] Not including USPS facility.

Source: Eagle County Assessor; CoStar; Economic & Planning Systems

# Mixed-Use Space Comparisons



Area	Ground Floor Sq. Ft	Total Sq. Ft	Anchor Businesses
Riverwalk (Edwards)	145,000	387,000	Largely un-anchored: theater, offices
Willits Town Center (Basalt)	175,000	230,000	Whole Foods, Element Hotel
Steamboat (Lincoln & Yampa Streets)	175,000 (retail, F&B only)	N/A	Un-anchored: mostly retail, food & beverage
West Vail	248,000 (70,966 retail/F&B)	268,000	Safeway, City Market, Ace Hardware, Doubletree Hotel





# West Vail Sales Performance



- Businesses performing well on average
- Retail target: \$350/SF+
- Grocery target: \$400/SF+
- Restaurant/bar target of \$400-\$500/SF+

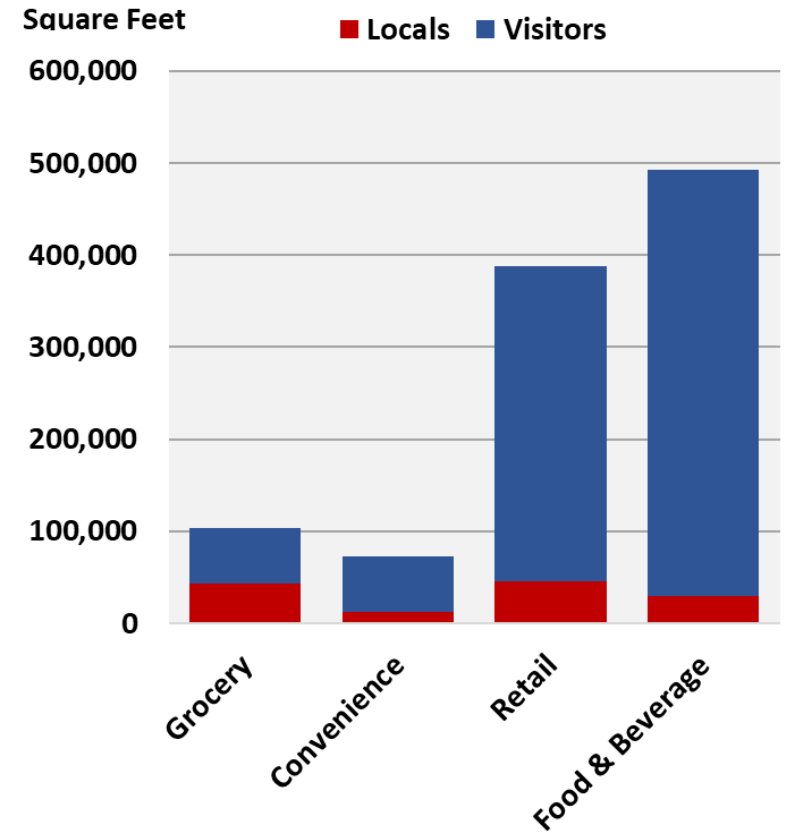
Use	Sq. Ft	Taxable Sales	Sales per Sq. Ft.
Retail & Grocery	125,035	\$46,419,000	\$371
Restaurant/Bars	22,806	\$11,225,000	\$492

Source: Economic & Planning Systems



# Vail Retail Demand: Rough Estimates

- Visitors generated most retail demand
- West Vail businesses need to cater to visitors and locals
- Grocery
  - 100,000 sq. ft. is approx. two stores
  - Do both need to be in West Vail?
  - New larger format store concepts





# West Vail Broker Perspective



- West Vail rents are strong
  - \$50-\$60/sq. ft. in front
  - \$30-\$40/sq. ft. lower visibility
- Scarce supply of commercial leasing space in Vail Valley
  - There are local businesses that want to expand
- Strengths and Opportunities
  - Capitalize on I-70 traffic
  - Hotel
  - Apartments (rental)
  - Food and beverage: broader range including quick serve
- Big opportunity to create a great place if space can be activated
- Property owners motivated by opportunity: show what is possible (\$\$\$)



# Design Scenarios



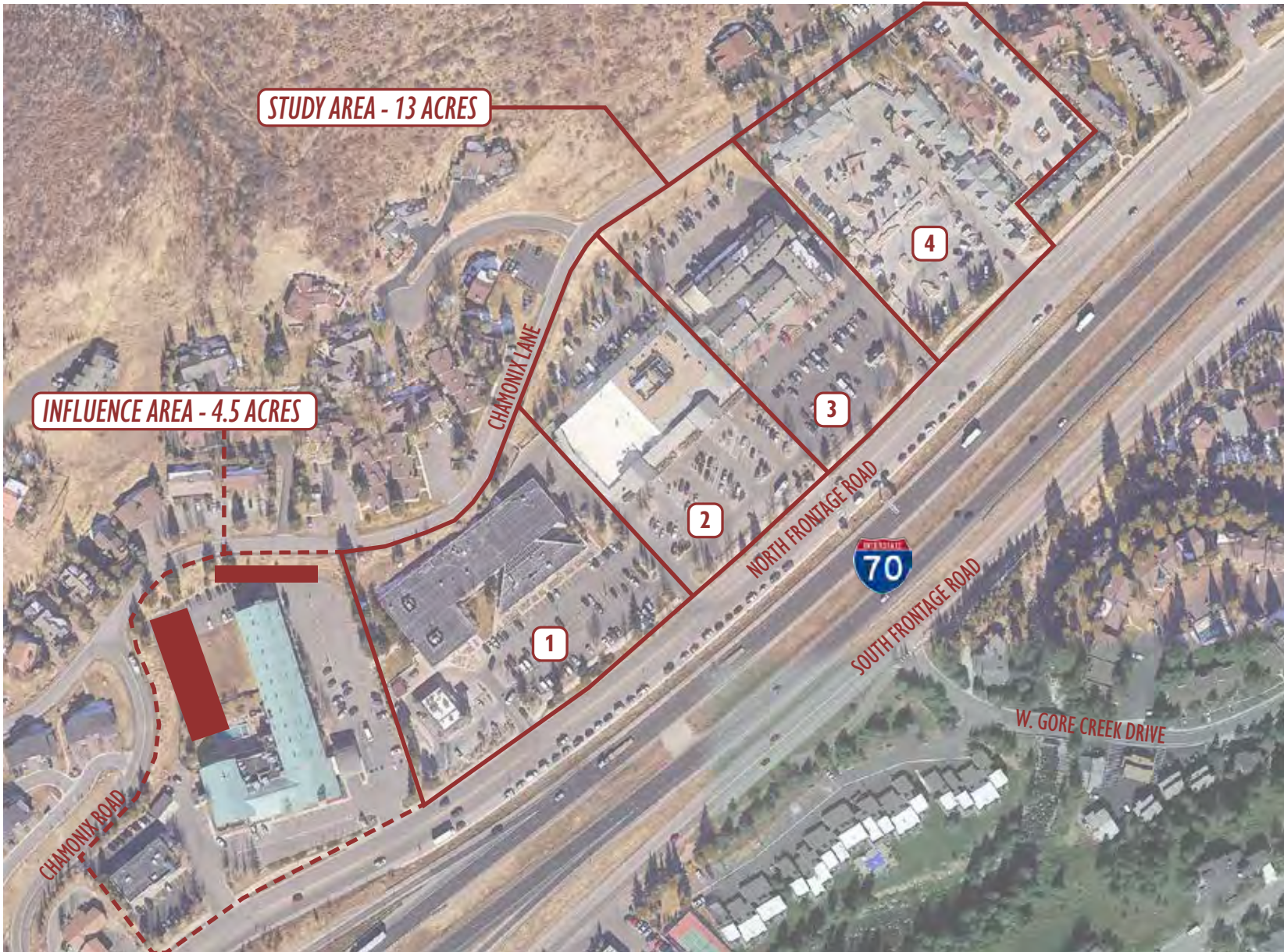
# WEST VAIL CENTER SCENARIOS TESTING

## COMMERCIAL CENTER FOCUS GROUP PRESENTATION



# EXISTING CONDITIONS

# PLAN AND PROGRAM



## EXISTING:

GROCERY = 90,600 SF

RESTAURANTS = 18,500 SF

OTHER COMMERCIAL = 45,600 SF

DAYCARE = 2,000 SF

RESIDENTIAL = 45,800 SF / 46 Units

## TOTALS AND PARKING:

TOTAL COMMERCIAL = 156,700 SF

TOTAL RESIDENTIAL = 46 UNITS

PARKING REQUIRED = 708 SPACES

PARKING PROVIDED = 799 SPACES

**PARKING SURPLUS = 91 SPACES**

*NOTE: Parking calculations used "Schedule B" which is a more auto-oriented context.*

## INFLUENCE AREA PROGRAM:

TOTAL COMMERCIAL = 14,600 SF

TOTAL HOTEL = 102,000 SF

TOTAL RESIDENTIAL = 35 UNITS

*NOTE: All future scenarios assume Highline Double Tree approved proposal, as submitted to the town on 11/04/19.*

## PROPERTIES:

**1** WEST VAIL MALL

**2** SAFEWAY

**3** VAIL DAS SCHONE

**4** VAIL COMMONS/CITY MARKET



## TOTALS AND PARKING:

- TOTAL COMMERCIAL = 235,000 SF
- TOTAL RESIDENTIAL = 192 UNITS
- TOTAL HOTEL = 60 KEYS
- PARKING REQUIRED = 873 SPACES
- PARKING PROVIDED = 973 SPACES
- PARKING SURPLUS = 100 SPACES

*NOTE: Parking surplus is estimation. A future 30-unit residential project next to theater is being considered.*

## COMMUNITY AMENITIES:

- THEATER
- AMPHITHEATER
- RIVER ACCESS
- LOCAL GROCER

## LIKES:

- GOOD RESTAURANTS
- MAIN STREET FEEL
- SCALE OF BUILDINGS
- DENSITY
- CONVENIENT

## DISLIKES:

- CIRCULATION
- TOO MUCH SURFACE PARKING
- SMALL PUBLIC SPACES NOT ACTIVATED OR WELL-DESIGNED
- GROUND FLOOR USES LIKE REAL ESTATE AND OTHER OFFICES NOT ACTIVE ENOUGH
- WIND TUNNEL

# FRAMEWORK DIAGRAM

**B PROPOSED ADDITION**  
 Hotel: 37,000 SF  
 EHUs: 16,300 SF  
 Total FAR: 0.83

**A PROPERTY INFO.**  
 Lot Size: 0.5 AC.  
 Commercial: 10,300 SF  
 Parking: 34 spaces (1,300 SF)  
 Floor Area Ratio: 0.47

**B PROPERTY INFO.**  
 Lot Size: 3.9 AC.  
 Commercial: 4,300 SF  
 Residential: 19 units (19,000 SF)  
 Hotel: 65,000 SF  
 Parking: 168 spaces (1,525 SF)  
 Floor Area Ratio: 0.52

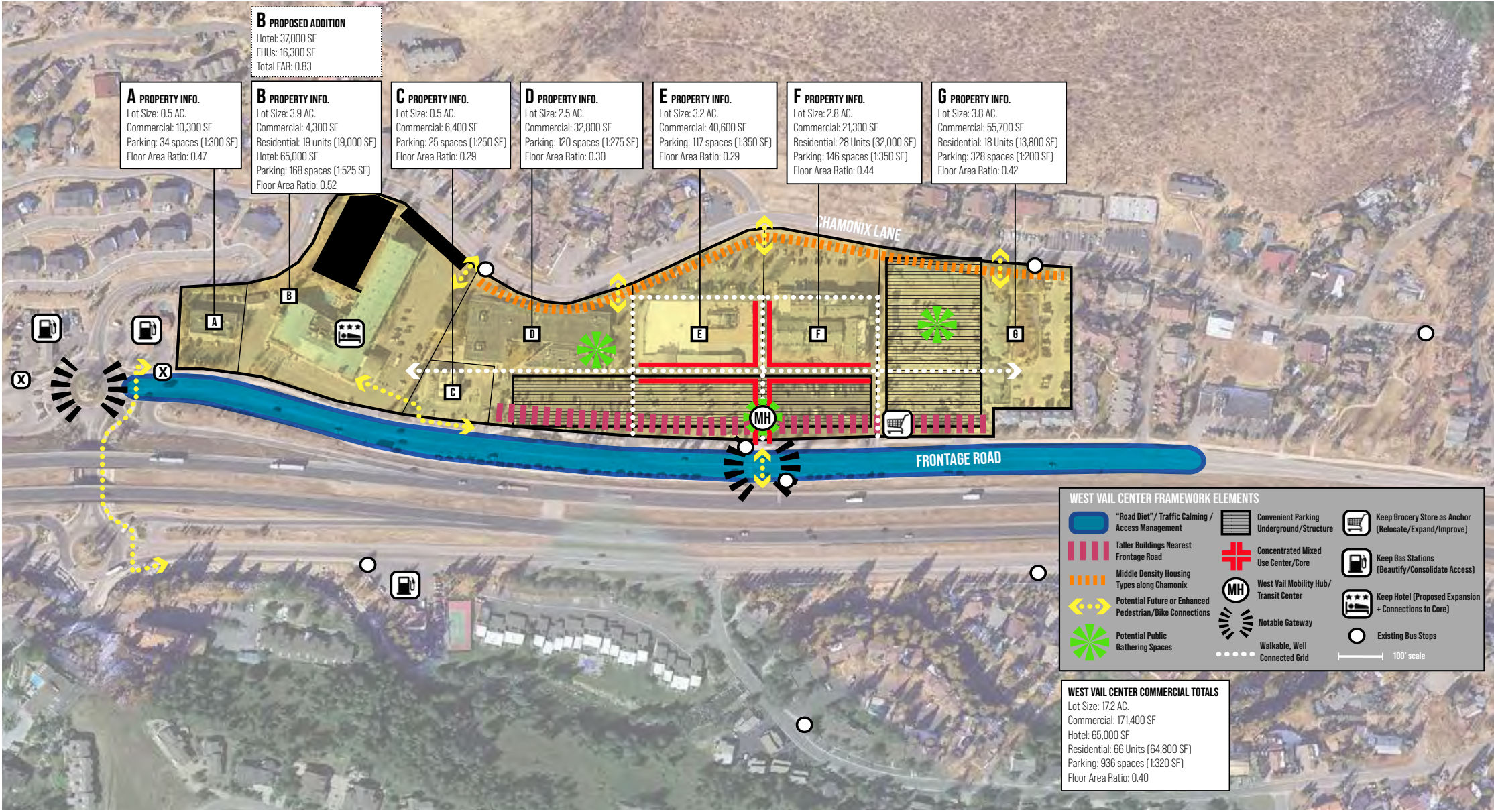
**C PROPERTY INFO.**  
 Lot Size: 0.5 AC.  
 Commercial: 6,400 SF  
 Parking: 25 spaces (1,250 SF)  
 Floor Area Ratio: 0.29

**D PROPERTY INFO.**  
 Lot Size: 2.5 AC.  
 Commercial: 32,800 SF  
 Parking: 120 spaces (1,275 SF)  
 Floor Area Ratio: 0.30

**E PROPERTY INFO.**  
 Lot Size: 3.2 AC.  
 Commercial: 40,600 SF  
 Parking: 117 spaces (1,350 SF)  
 Floor Area Ratio: 0.29

**F PROPERTY INFO.**  
 Lot Size: 2.8 AC.  
 Commercial: 21,300 SF  
 Residential: 28 Units (32,000 SF)  
 Parking: 146 spaces (1,350 SF)  
 Floor Area Ratio: 0.44

**G PROPERTY INFO.**  
 Lot Size: 3.8 AC.  
 Commercial: 55,700 SF  
 Residential: 18 Units (13,800 SF)  
 Parking: 328 spaces (1,200 SF)  
 Floor Area Ratio: 0.42



**WEST VAIL CENTER FRAMEWORK ELEMENTS**

	"Road Diet" / Traffic Calming / Access Management		Convenient Parking Underground/Structure		Keep Grocery Store as Anchor (Relocate/Expand/Improve)
	Taller Buildings Nearest Frontage Road		Concentrated Mixed Use Center/Core		Keep Gas Stations (Beautify/Consolidate Access)
	Middle Density Housing Types along Chamonix		West Vail Mobility Hub/Transit Center		Keep Hotel (Proposed Expansion + Connections to Core)
	Potential Future or Enhanced Pedestrian/Bike Connections		Notable Gateway		Existing Bus Stops
	Potential Public Gathering Spaces		Walkable, Well Connected Grid		100' scale

**WEST VAIL CENTER COMMERCIAL TOTALS**  
 Lot Size: 17.2 AC.  
 Commercial: 171,400 SF  
 Hotel: 65,000 SF  
 Residential: 66 Units (64,800 SF)  
 Parking: 936 spaces (1,320 SF)  
 Floor Area Ratio: 0.40

# SCENARIO 1: QUICK WINS

# PLAN AND PROGRAM

**LEGEND:**

- RETAIL/RESTAURANT
- RESIDENTIAL
- HOTEL
- EXISTING BUILDING



**EXISTING:**

- GROCERY = 90,600 SF
- RESTAURANTS = 18,500 SF
- OTHER COMMERCIAL = 45,600 SF
- DAYCARE = 2,000 SF
- RESIDENTIAL = 45,800 SF / 46 Units

**PROPOSED NEW:**

- NEW RESTAURANTS = 11,300 SF
- NEW RESIDENTIAL = 37,150 SF / 21 Units

**TOTALS AND PARKING:**

- TOTAL COMMERCIAL = 168,000 SF
- TOTAL RESIDENTIAL = 67 UNITS
- PARKING REQUIRED = 844 SPACES
- PARKING PROVIDED = 817 SPACES
- PARKING DEFICIT = 27 SPACES

*NOTE: Parking calculations used "Schedule B" which is a more auto-oriented context.*

**PROPERTIES:**

- 1** WEST VAIL MALL
- 2** SAFEWAY
- 3** VAIL DAS SCHONE
- 4** VAIL COMMONS/CITY MARKET

# SCENARIO 1: QUICK WINS

## AERIAL VIEW



### LEGEND:

- RETAIL/RESTAURANT
- RESIDENTIAL
- EXISTING BUILDING

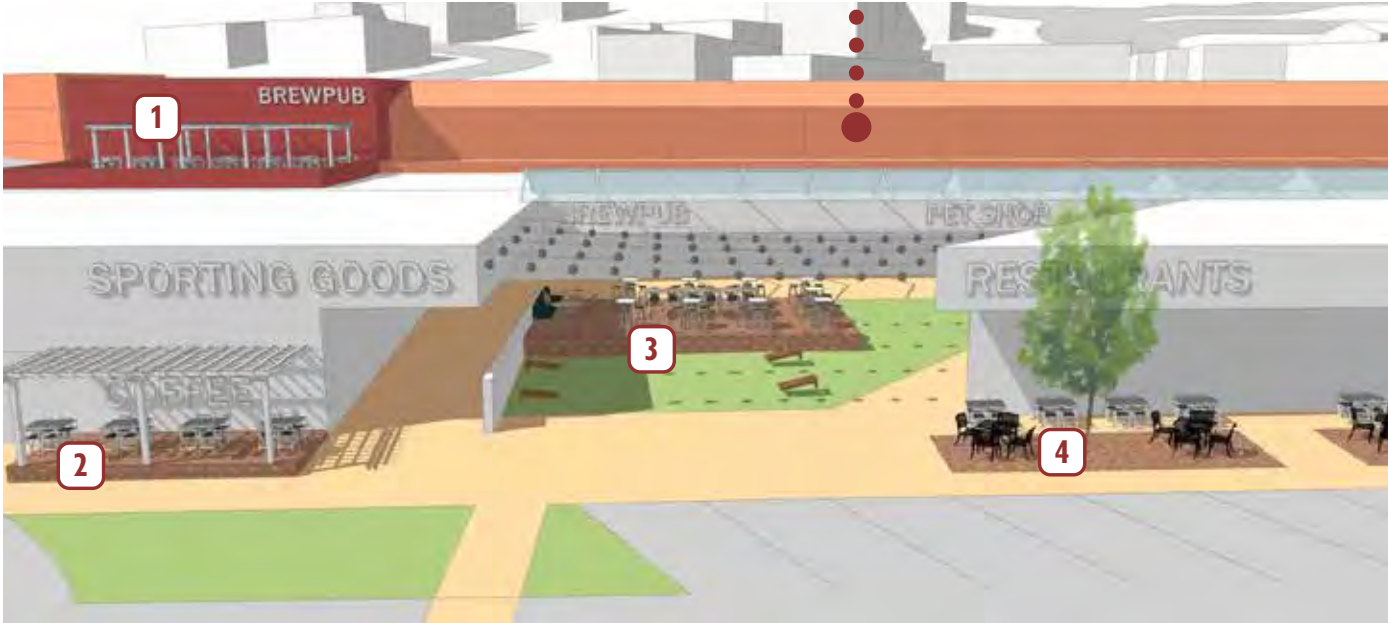


CASE STUDY: BOULDER, CO WHOLE FOODS



# SCENARIO 1: QUICK WINS

# WEST VAIL MALL ACTIVATION



**1** Rooftop Patio with Views



**2** Patio/Activation of Ground Floor



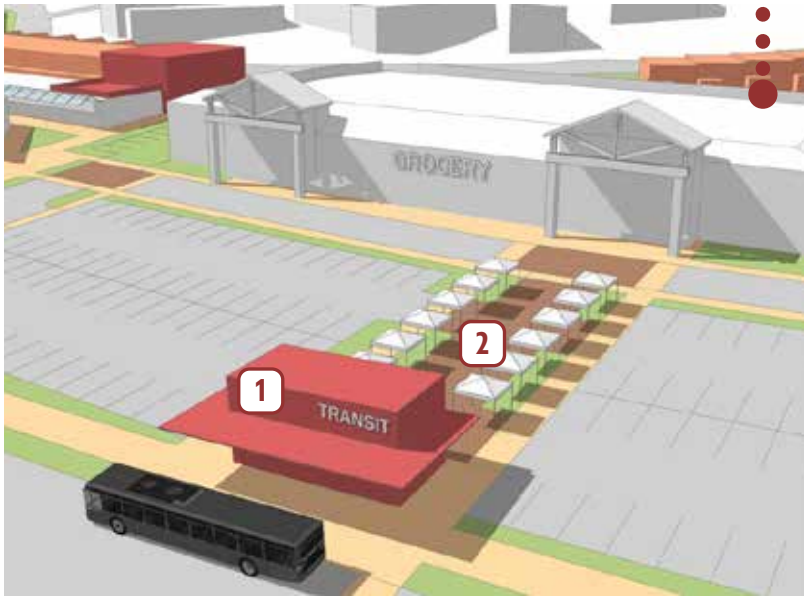
**3** Patio/Activation of Courtyard



**4** Expanded Outdoor Seating

# SCENARIO 1: QUICK WINS

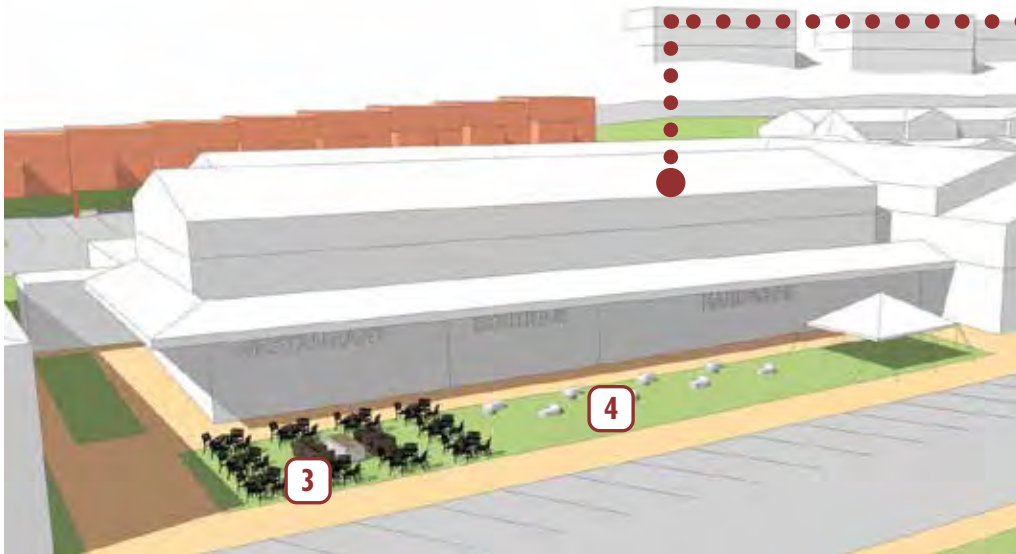
## TRANSIT KIOSK & PLAZA



1 Transit Kiosk/Mobility Hub



2 Flexible Plaza for Farmer's Market



## VAIL DAS SCHONE GREEN



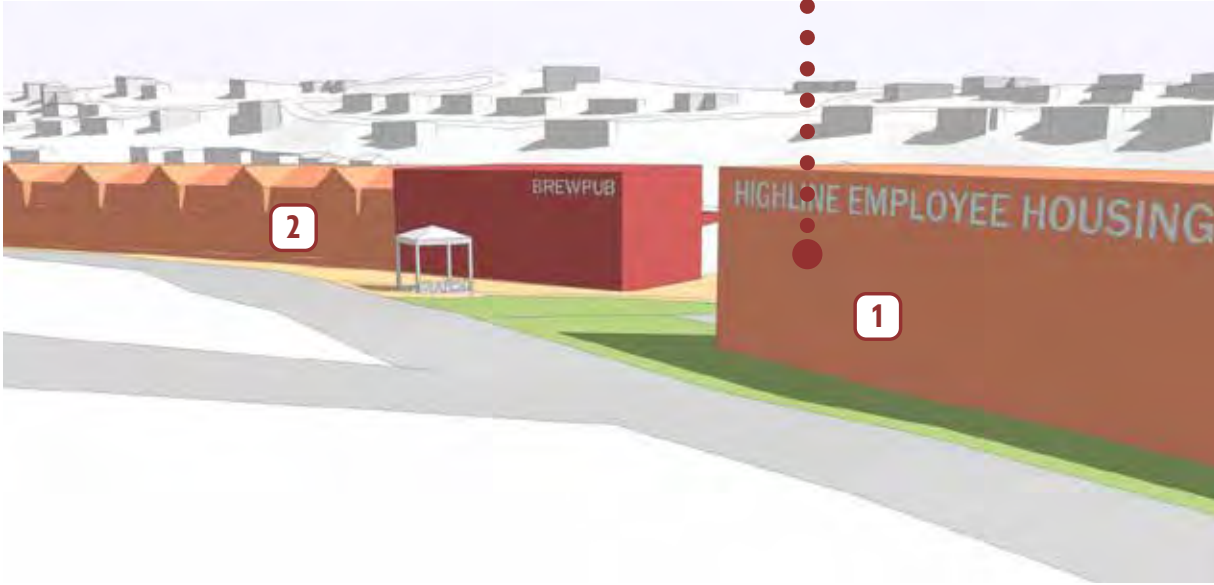
3 Outdoor Dining/Activation



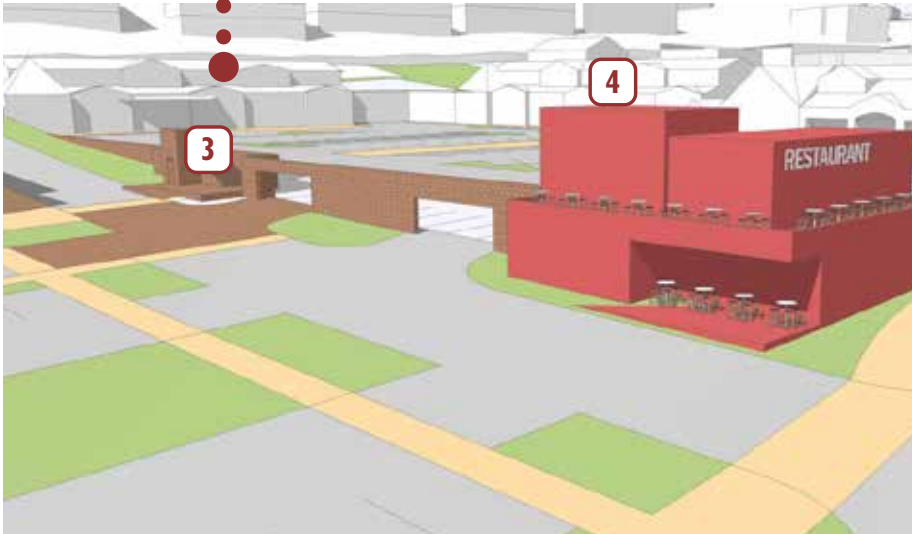
4 Community Amenities

# SCENARIO 1: QUICK WINS

## CHAMONIX LANE ACTIVATION



## PARKING STRUCTURE & FRONTAGE ROAD ACTIVATION



# SCENARIO 2: PARCEL-BY-PARCEL

# PLAN AND PROGRAM

**LEGEND:**

- RETAIL/RESTAURANT
- OFFICE
- DAYCARE
- RESIDENTIAL
- HOTEL
- EXISTING BUILDING



**EXISTING:**

EXISTING RESTAURANTS = 17,406 SF  
 EXISTING COMMERCIAL = 43,030 SF  
 EXISTING RESIDENTIAL = 32,000 SF / 28 Units

**PROPOSED NEW:**

NEW GROCER = 60,000 SF  
 NEW RETAIL/RESTAURANT = 58,500 SF  
 NEW OFFICE = 16,700 SF  
 NEW RESIDENTIAL = 278,365 SF / 328 Units  
 NEW DAYCARE = 6,000 SF

**TOTALS AND PARKING:**

TOTAL COMMERCIAL = 195,636 SF  
 TOTAL RESIDENTIAL = 356 UNITS  
 PARKING REQUIRED (A) = 1,018 SPACES  
 PARKING REQUIRED (B) = 1,541 SPACES  
 PARKING PROVIDED = 1,183 SPACES  
 PARKING SURPLUS (A) = 165 SPACES  
 PARKING DEFICIT (B) = 358 SPACES

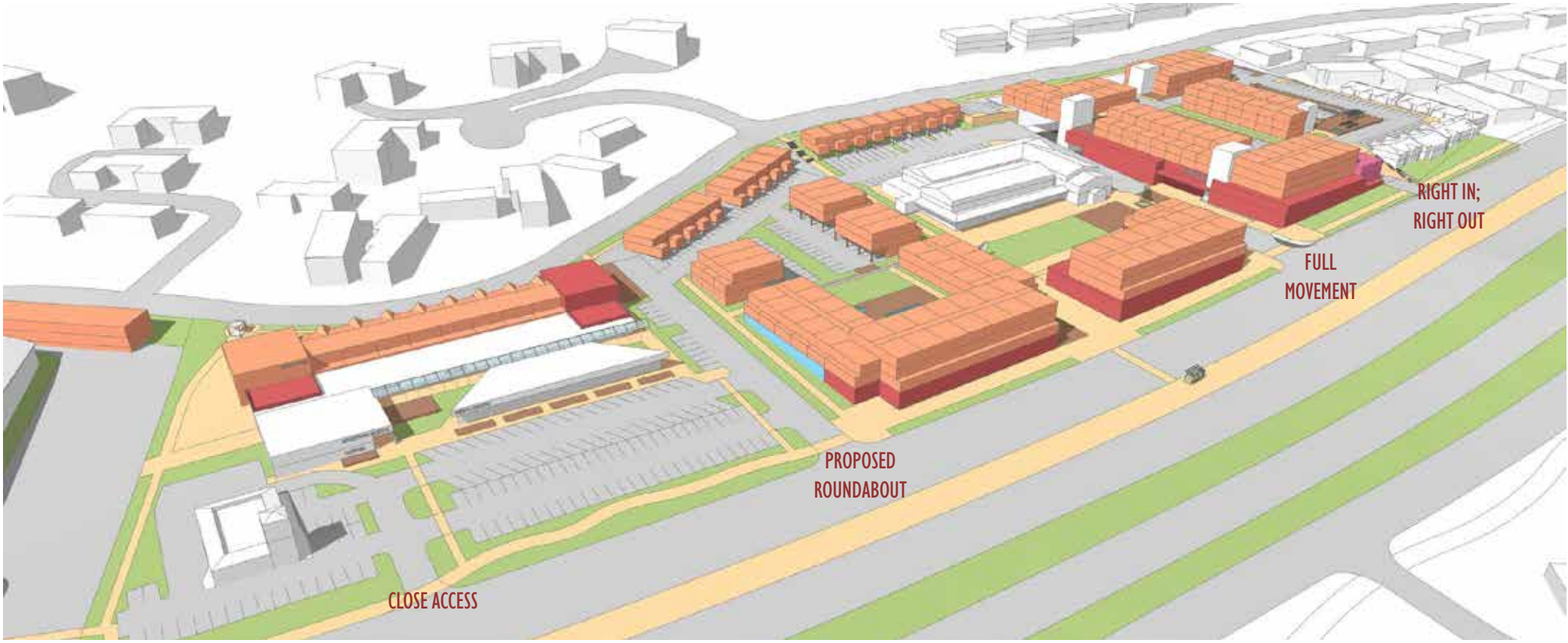
NOTE: (A) = Schedule A calculations (walkable);  
 (B) = Schedule B calculations (auto-oriented)

**POTENTIAL PHASING:**

- 1** ADD ONTO / ACTIVATE WEST VAIL MALL
- 2** REDEVELOP VAIL COMMONS INTO MIXED USE GROCERY & DESTINATION
- 3** ADD PROGRAM AND PLAZA TO VAIL DAS SCHONE
- 4** REDEVELOP SAFEWAY INTO MIXED USE RESIDENTIAL

# SCENARIO 2: PARCEL-BY-PARCEL

# AERIAL VIEW



- LEGEND:**
- RETAIL/RESTAURANT
  - OFFICE
  - DAYCARE
  - RESIDENTIAL
  - EXISTING BUILDING

# SCENARIO 2: PARCEL-BY-PARCEL

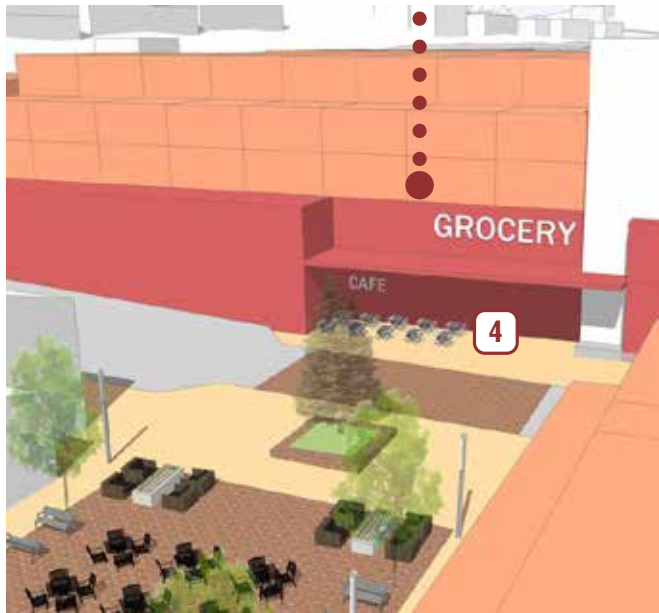
# CITY-OWNED PROPERTY AS CATALYST



1 Variety of Deed Restricted Housing Types

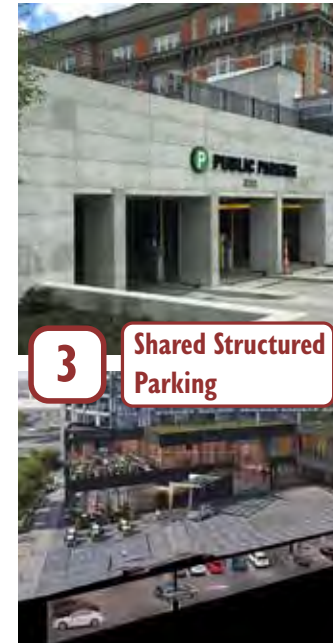


2 Replace Daycare



4 Major Grocer with Housing Above

# REPLACEMENT (MIXED USE) GROCER



3 Shared Structured Parking

# SCENARIO 2: PARCEL-BY-PARCEL

# PLAZA / SHARED COMMUNITY SPACE



# PEDESTRIAN CONNECTIONS + HOUSING



# SCENARIO 3: MASTER DEVELOPER

# PLAN AND PROGRAM



- LEGEND:**
- RETAIL/RESTAURANT
  - OFFICE
  - DAYCARE
  - RESIDENTIAL
  - HOTEL
  - EXISTING BUILDING

**PROPOSED NEW:**

- NEW GROCER = 65,000 SF
- NEW RETAIL/RESTAURANT = 112,300 SF
- NEW OFFICE = 24,000 SF
- NEW RESIDENTIAL = 437,900 SF / 495 Units
- NEW DAYCARE = 8,000 SF

**TOTALS AND PARKING:**

- TOTAL COMMERCIAL = 209,300 SF
- TOTAL RESIDENTIAL = 495 UNITS
- PARKING REQUIRED (A) = 1,175 SPACES
- PARKING REQUIRED (B) = 1,726 SPACES
- PARKING PROVIDED = 1,381 SPACES
- PARKING SURPLUS (A) = 206 SPACES
- PARKING DEFICIT (B) = 345 SPACES

*NOTE: (A) = Schedule A calculations (walkable);  
(B) = Schedule B calculations (auto-oriented)*

**POTENTIAL PHASING:**

- 1** GROCER + RESTAURANTS + CHAMONIX LANE HOUSING
- 2** CENTRAL GRAND PLAZA + MIXED USE DEVELOPMENT
- 3** HOUSING BLOCK + STREET CONNECTION



# SCENARIO 3: MASTER DEVELOPER

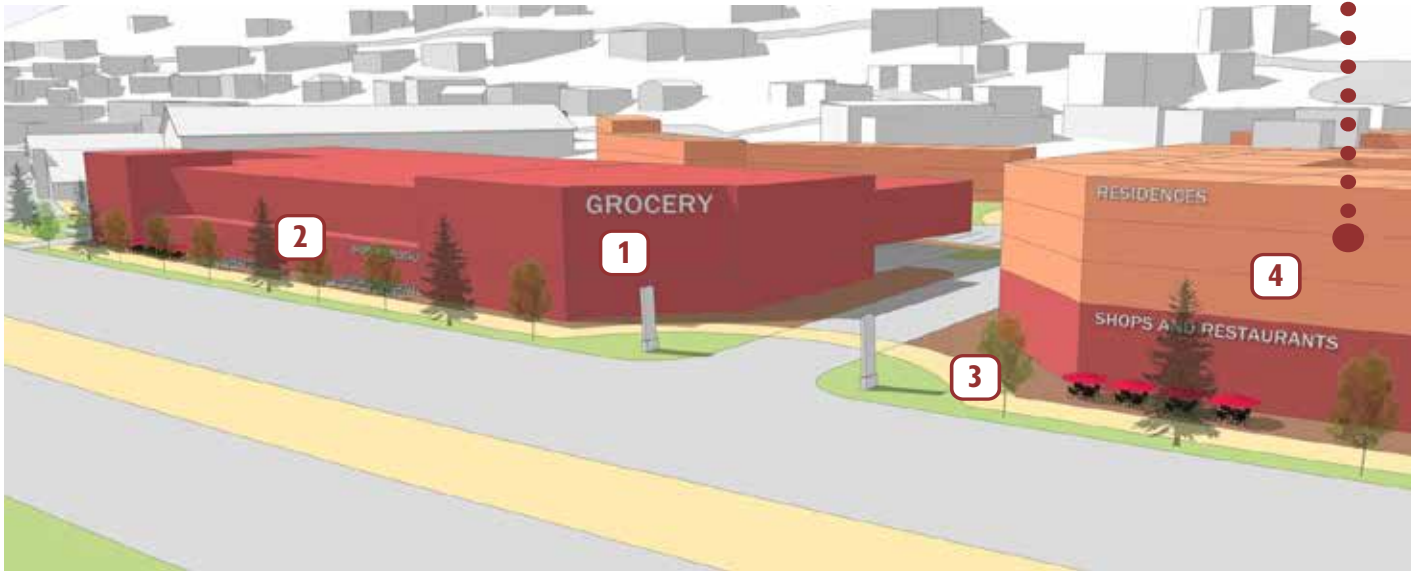
# AERIAL VIEW



- LEGEND:**
- RETAIL/RESTAURANT
  - OFFICE
  - DAYCARE
  - RESIDENTIAL

# SCENARIO 3: MASTER DEVELOPER

# FRONTAGE ROAD ACTIVATION



**3** Safe Pedestrian and Bicycle Facility



**4** Mixed Use Buildings



**1** Major Grocer as Anchor



**2** Fast Casual/Convenient Restaurants



# SCENARIO 3: MASTER DEVELOPER

# ICONIC CENTRAL PLAZA



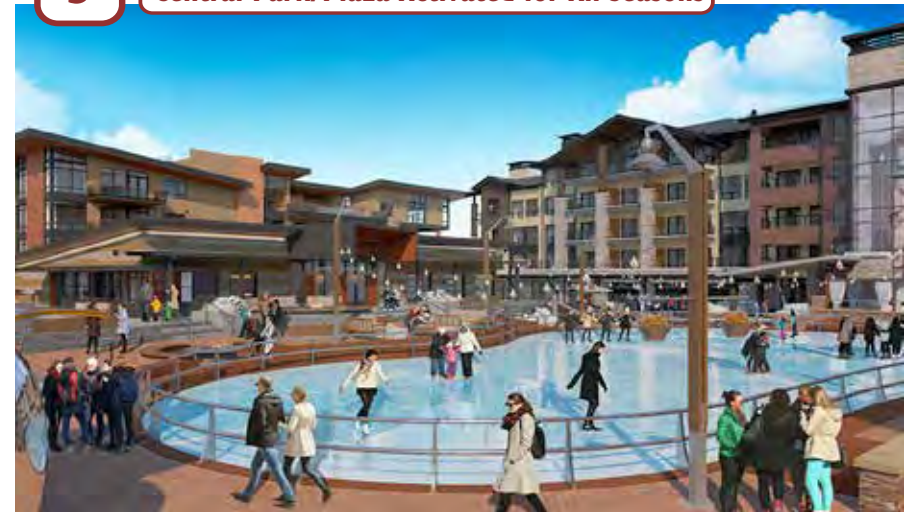
**3** Central Park/Plaza Activated for All Seasons



**1** Resident Housing with Amenities



**2** Amphitheater/Seating Area



**3** Central Park/Plaza Activated for All Seasons

# LONG-TERM VISION IMPLEMENTATION

# COMPARISON AND PROS/CONS

## SCENARIO 2: PARCEL-BY-PARCEL



## SCENARIO 3 - MASTER DEVELOPER



### TOTALS AND PARKING:

TOTAL COMMERCIAL = 196,000 SF  
TOTAL RESIDENTIAL = 350 UNITS  
PARKING REQUIRED (A) = 1,018 SPACES  
PARKING REQUIRED (B) = 1,541 SPACES  
PARKING PROVIDED = 1,183 SPACES  
PARKING SURPLUS (A) = 165 SPACES  
PARKING DEFICIT (B) = 358 SPACES

NOTE: (A) = Schedule A calculations (walkable);  
(B) = Schedule B calculations (auto-oriented)

### PROS:

- Property owner **flexibility**
- Majority of existing **small business** can remain
- Majority of **existing residential** can remain
- Town-owned property can act as **catalyst** that incentivizes other properties to redevelop
- **Reusing structures** may save overall costs and is environmentally friendly
- Blends “**convenience**” shopping with “**walkable**”
- **Straightforward** phasing
- **Internal multi-modal access** around commercial center

### CONS:

- **Not as much predictability** in master plan and timing
- Shared parking may be considered **too far away**
- Underground structure **complex and expensive**
- **Construction disturbance** to existing units adjacent to Vail Commons
- **May lack sense of cohesiveness** due to piecemeal development (property by property)

### TOTALS AND PARKING:

TOTAL COMMERCIAL = 209,000 SF  
TOTAL RESIDENTIAL = 500 UNITS  
PARKING REQUIRED (A) = 1,175 SPACES  
PARKING REQUIRED (B) = 1,726 SPACES  
PARKING PROVIDED = 1,381 SPACES  
PARKING SURPLUS (A) = 206 SPACES  
PARKING DEFICIT (B) = 345 SPACES

NOTE: (A) = Schedule A calculations (walkable);  
(B) = Schedule B calculations (auto-oriented)

### PROS:

- Grocer is **conveniently located** and a simpler development product
- **Iconic** central plaza
- Shared parking is **central/convenient**
- Town-owned property can act as **catalyst** that incentivizes other properties to redevelop
- Blends “**convenience**” shopping with “**walkable**”
- More **continuity/sense of master plan** due to land acquisition and preparation

### CONS:

- Would **require partnerships/agreements** or sale of land to master developer
- **Less visibility** to retailers/restaurants in central plaza
- More **complex phasing**
- Underground structure **expensive, but not as complex** as Scenario 2
- **Construction disturbance** to existing units adjacent to Vail Commons
- Chamonix **roadway connection** may not be supported by neighbors
- Existing residents and small **retailers/restaurants may be displaced**

# LONG-TERM VISION IMPLEMENTATION

# COMPARISON AND PROS/CONS

## SCENARIO 2: PARCEL-BY-PARCEL



## SCENARIO 3: MASTER DEVELOPER



### SIMILARITIES

- Tallest buildings along Frontage Road
- Housing along Chamonix Lane
- Pedestrian Connections from Chamonix Lane
- Creates a Walkable Environment
- Transit/Mobility Hub
- Shared Community Space
- Consolidation of Existing Grocers into ONE LARGER GROCER as Anchor
- Shared Parking
- Similar Vehicular Access Configuration
- Daycare Replaced
- Concentrates Additional Density in Commercial Core

### DIFFERENCES

- Grocer Location
- Reusing Existing Buildings (Scenario #2 does; Scenario #3 does not)
- Phasing and Property Ownership Assumptions
- Amount of Surface Parking (Scenario #2 has more)