



Draft Plan Webinar



Welcome!

Agenda:

- Overview of the Plan process
- Presentation of the Draft Plan
- Opportunities for questions and comments

We have allocated time for questions and comments at the end of the presentation.





About the Master Plan

What issues does this plan address?

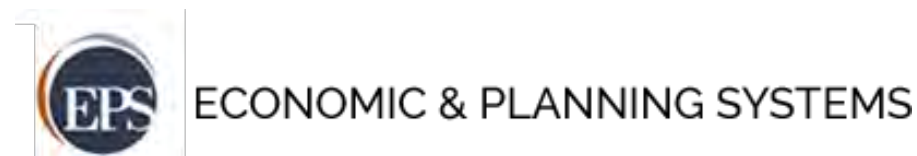
- Outdated commercial area
- Existing aging housing stock
- Need for additional pedestrian and biking connections, upgrades to North Frontage Road
- Limitations of current zoning





The Team

- Four Colorado-based firms with combined expertise in public engagement, zoning and land use, transportation planning, community design and character, and economic and housing analysis



Study Area

- Commercial area/ West Vail Center
- Residential areas
- Transportation network

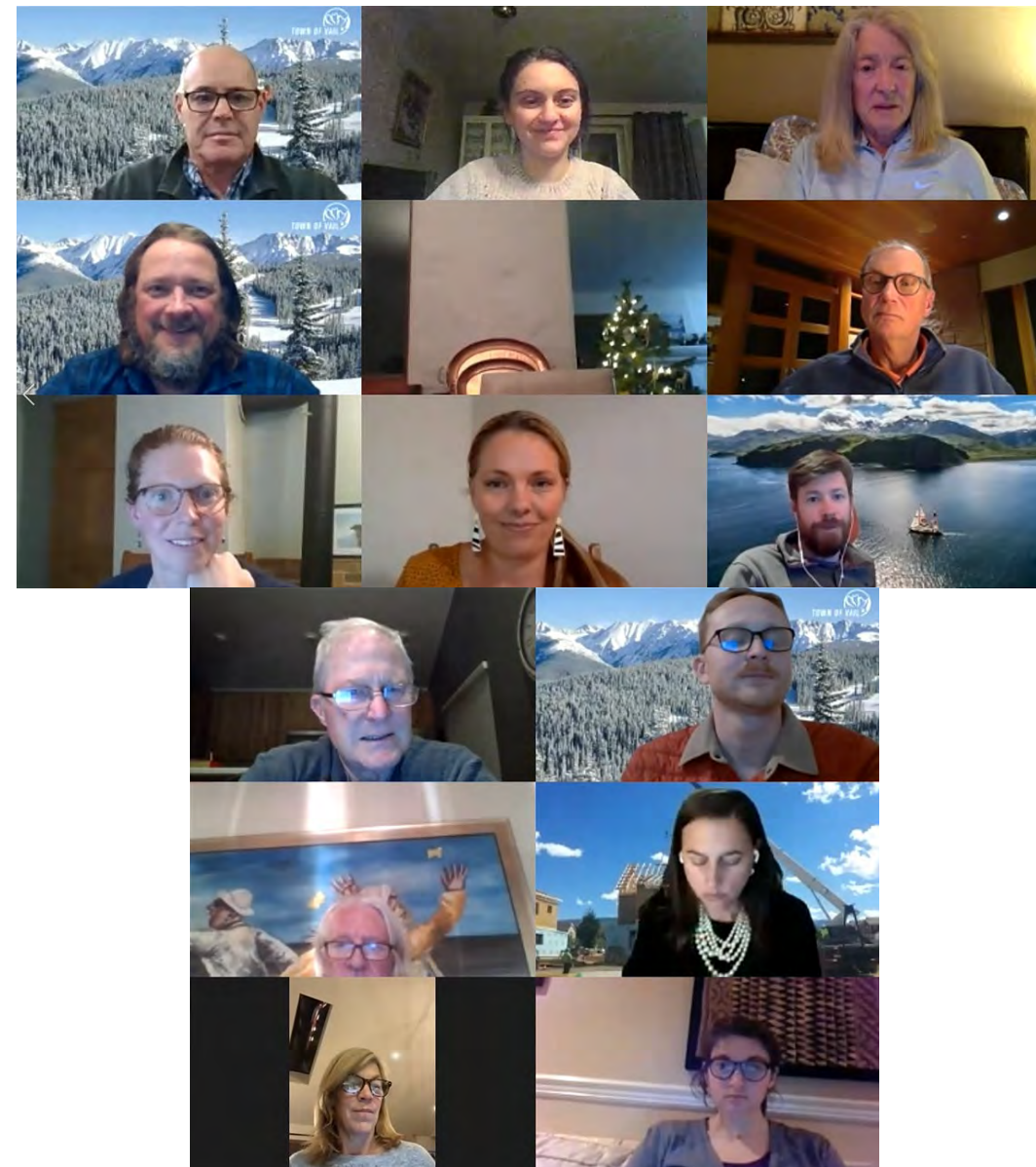


Plan Overview



The Process

- Phase 1: Background research and analysis; assessment of community priorities
- Phase 2: Presentation of draft vision statements, goals, and plan concepts at virtual workshops (Transportation, Housing, Commercial Area)
- Phase 3: Drafting the Plan, presentations to Town Council and Planning & Environmental Commission
- Consultation with Advisory Committee throughout





The Plan Evolution

- How many grocery stores does West Vail need? What types?
- How many stories belong in the commercial area, particularly along the Frontage Road?
- How can new road designs work in all seasons?
- What types of housing belong in West Vail? What levels of housing density are appropriate?
- How can the Town get this done? (Implementation pathways)



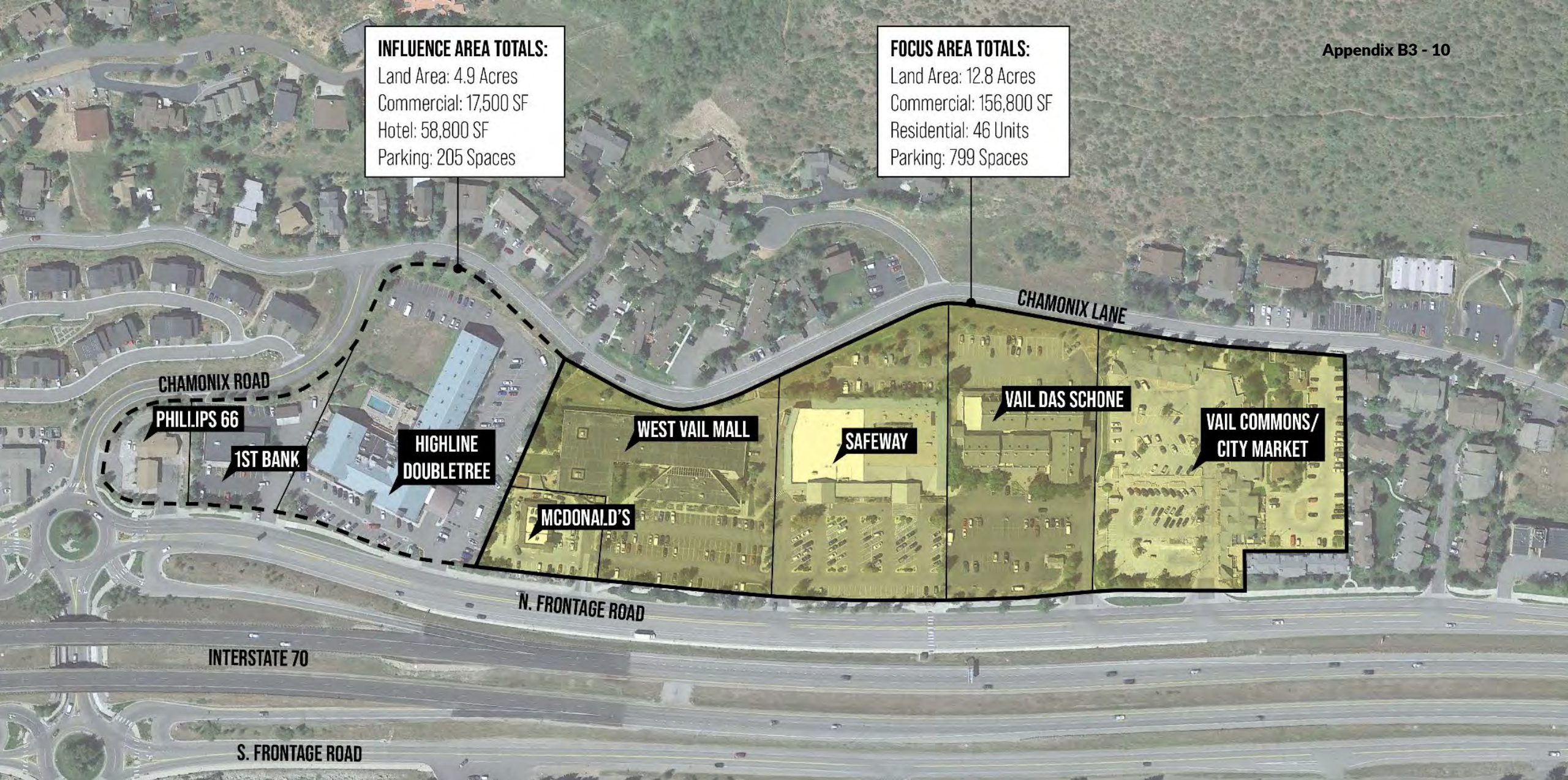
A Vision for West Vail

“The future West Vail is a complete neighborhood with increased housing options for year-round residents, streets that support multiple modes of transportation, and a vibrant, walkable center where residents and visitors can shop at local businesses and gather as a community. Though just minutes from a world-class resort, West Vail retains a familiar, neighborly feel.”

West Vail Center

INFLUENCE AREA TOTALS:
Land Area: 4.9 Acres
Commercial: 17,500 SF
Hotel: 58,800 SF
Parking: 205 Spaces

FOCUS AREA TOTALS:
Land Area: 12.8 Acres
Commercial: 156,800 SF
Residential: 46 Units
Parking: 799 Spaces



West Vail Center **EXISTING CONDITIONS**



- Economic competitiveness
- Strip style commercial doesn't meet Vail Land Use Plan vision
- Aesthetically lacks sense of place
- Primarily car-oriented
- Vail lacks developable land, yet demands more housing and commercial



West Vail Center **WHY CHANGE?**



- Low Real Estate Supply
 - Businesses going down valley
- Highway Visibility/Location
 - Only convenience stop between Summit County and Eagle-Vail
- Healthy Commercial Rents
- Healthy Retail Sales
- Property Ownership
 - Limited number of parcels



West Vail Center MARKET OPPORTUNITIES



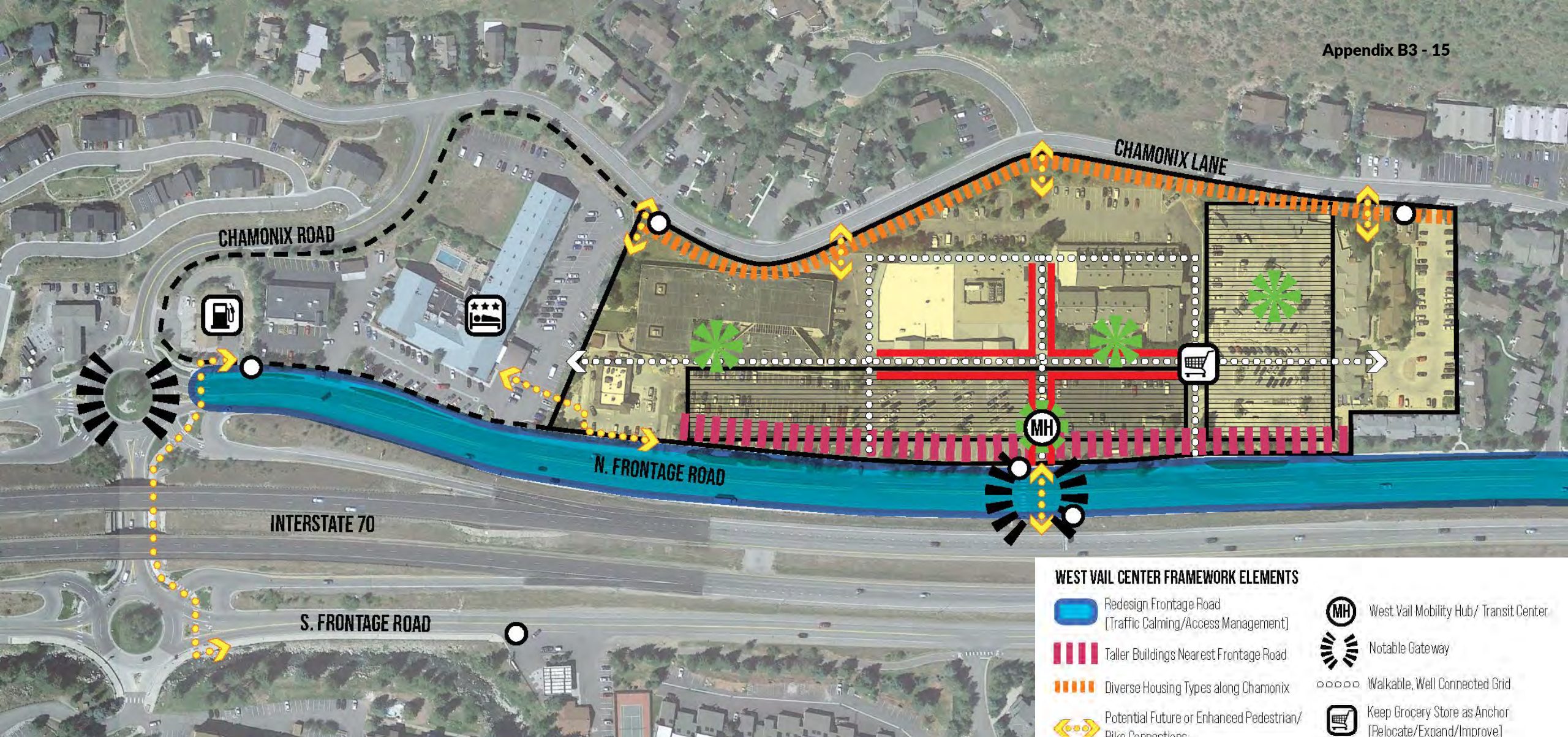
Vision: West Vail Center

“The reimagined ‘West Vail Center’ 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.”



Summary of Goals

1. Town works collaboratively to improve economic vibrancy and provide housing
2. Expand housing opportunities in West Vail Center
3. Ensure comfortable and efficient access for people using all transportation modes
4. Retain essential businesses that serve Vail's year-round community
5. Attract new businesses that support social life (e.g. coffee shops)
6. Create an inviting, human-scaled environment within West Vail Center
7. Maintain an aesthetic that is distinctive and memorable, yet suits West Vail's mountain environment



WEST VAIL CENTER FRAMEWORK ELEMENTS

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

West Vail Center FRAMEWORK



KEY ELEMENTS

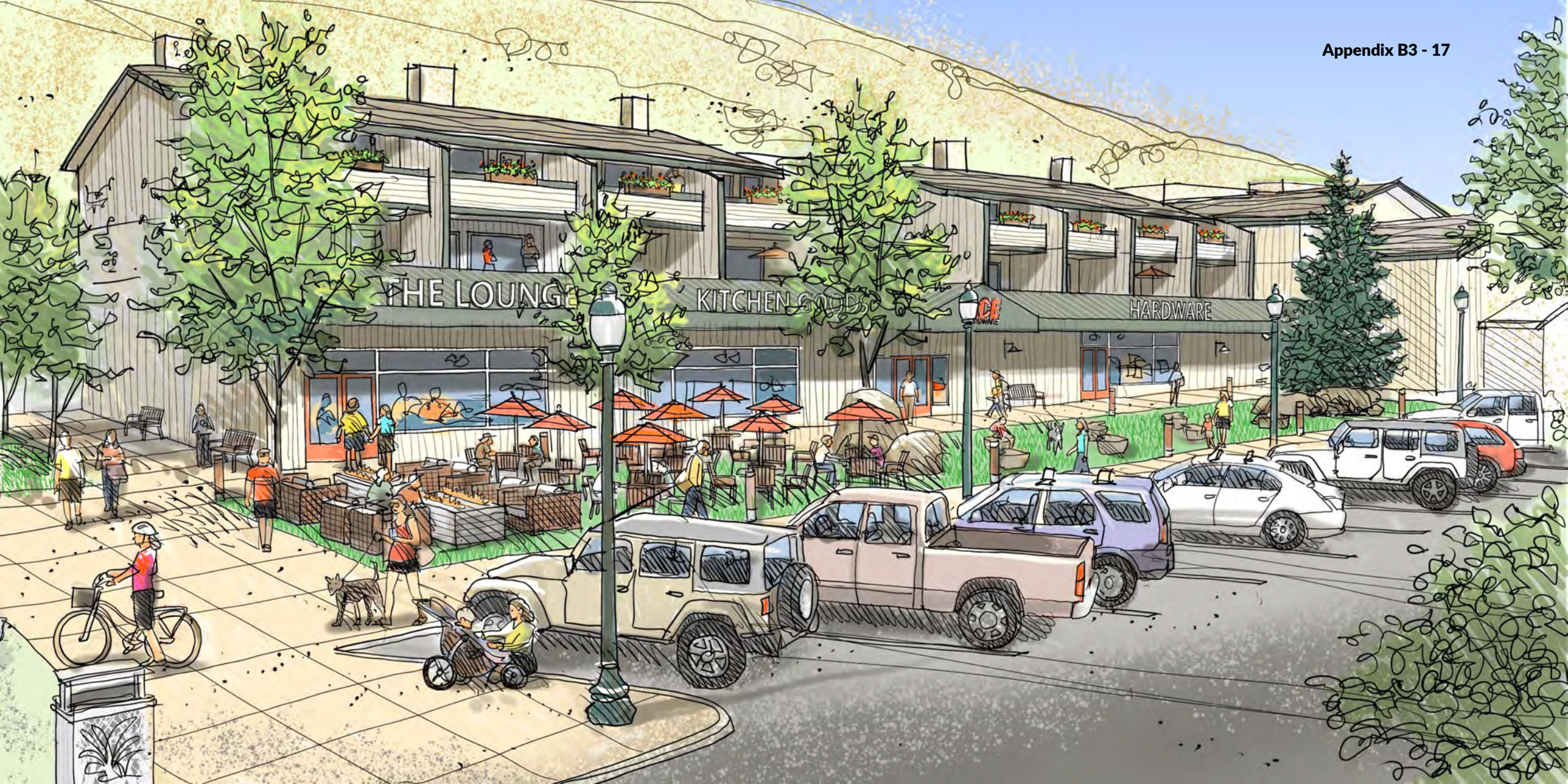
A West Vail Mall Courtyard Activation	C Vail Das Schoene Community Green
B Transit Center/ Mobility Hub	D Redesigned Parking and Connectivity

SCENARIO 1: QUICK WINS

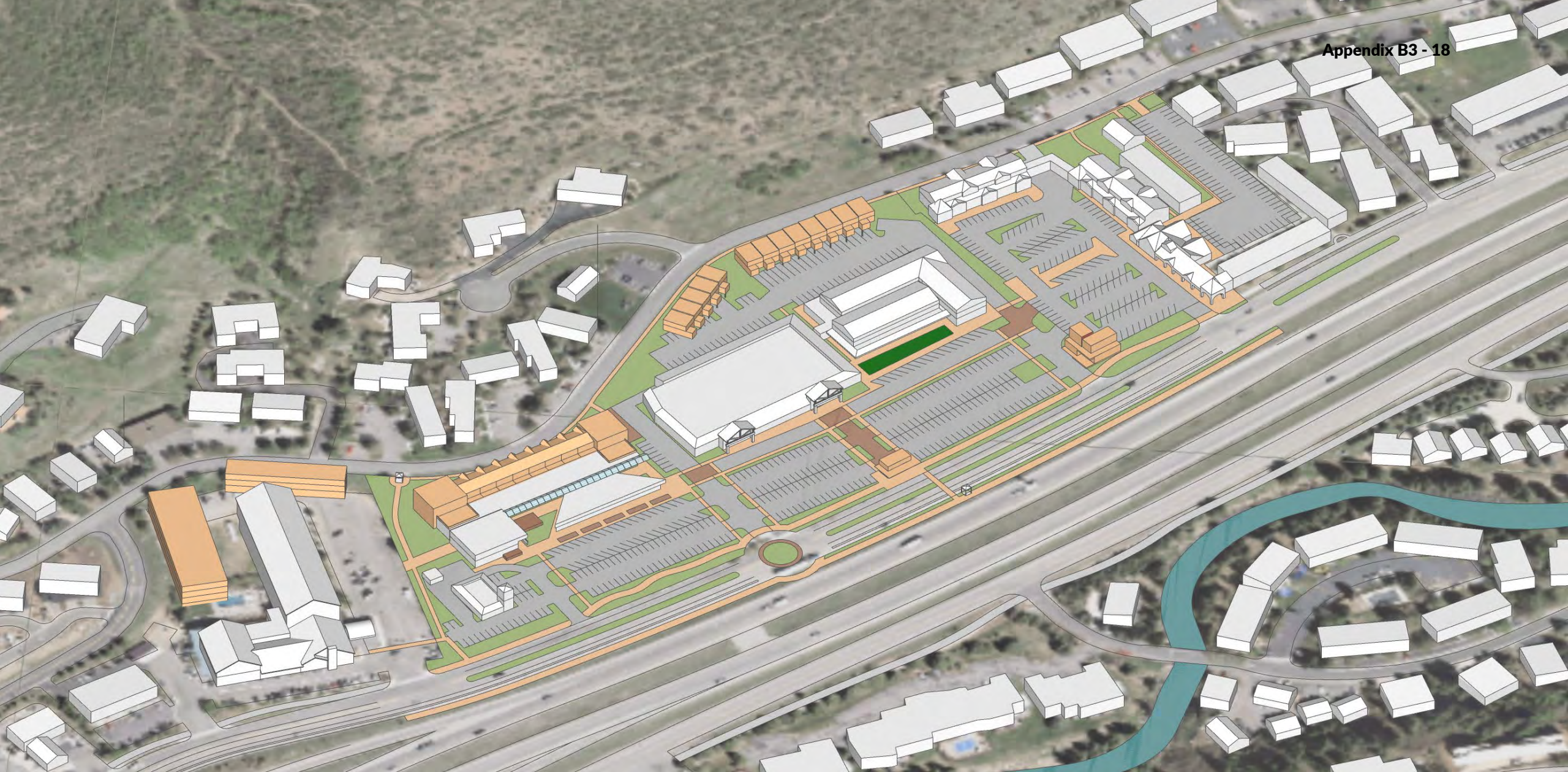
PROGRAM SNAPSHOT:

Commercial:	168,800 SF (12,000 SF new)
Residential:	70 Units (24 new units)
Est. Parking Required:	844 Spaces
Parking Provided:	817 Spaces

West Vail Center SCENARIO 1



West Vail Center SCENARIO 1



West Vail Center SCENARIO 1



KEY ELEMENTS

- A** Modest Scale Mixed Use Buildings
- B** Variety of Housing Types
- C** West Vail Plaza
- D** Mixed Use Grocer

SCENARIO 2: PARCEL-BY-PARCEL

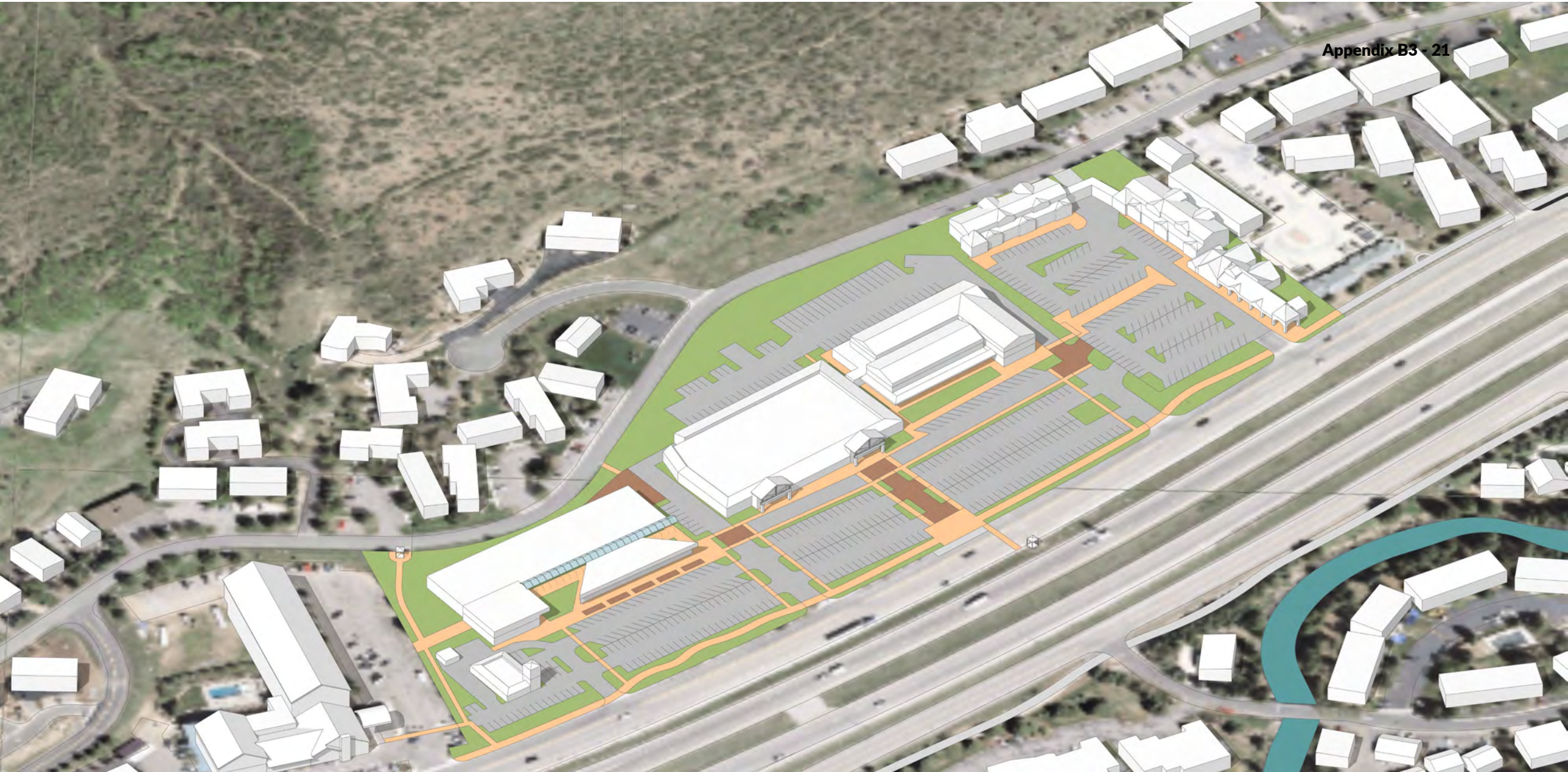
PROGRAM SNAPSHOT:

Commercial:	201,000 SF
Residential:	350 Units
Est. Parking Required:	1,018 - 1,541 Spaces
Parking Provided:	1,183 Spaces

West Vail Center **SCENARIO 2**



West Vail Center SCENARIO 2



West Vail Center **SCENARIO 2 PHASING**



West Vail Center **SCENARIO 2 PHASING**



West Vail Center **SCENARIO 2 PHASING**



West Vail Center **SCENARIO 2 PHASING**



West Vail Center **SCENARIO 2 PHASING**



KEY ELEMENTS

A West Vail Center Gateway	C A Series of Gathering Spaces
B Main Street	D Enhanced Connectivity

SCENARIO 3: MAIN STREET

PROGRAM SNAPSHOT:

Commercial:	185,000 SF
Residential:	475 Units
Est. Parking Required:	1,075 - 1,579 Spaces
Parking Provided:	1,247 Spaces

West Vail Center SCENARIO 3



West Vail Center SCENARIO 3



West Vail Center **SCENARIO 3**



1 – QUICK WINS

PROS:

- Quick and cost-effective = big bang for the buck
- Best if anticipate no major redevelopment in next 3-5 years
- Better utilizes existing space for community uses
- Convenient

CONS:

- Could delay bigger, better investment in the near-term
- Could make long-term phasing more difficult
- Still auto-oriented



2 – PARCEL-BY-PARCEL

PROS:

- Property owner flexibility
- Majority of existing small businesses and residential remain for mid-term
- Town controls catalyst
- Reuses some existing structures = less waste and construction
- Blends convenience with walkable
- Straightforward phasing

CONS:

- Less predictability in overall master plan and timing
- Shared parking may be considered “too far” for some retailers
- Underground structure complex and expensive
- Could lack sense of cohesiveness due to individual build-out



3 – MAIN STREET

PROS:

- Grocer conveniently located and simpler development product
- Quiet, quaint “main street” environment away from frontage road noise
- Series of small plazas for businesses to activate
- Blends convenience with walkable
- Offers most housing

CONS:

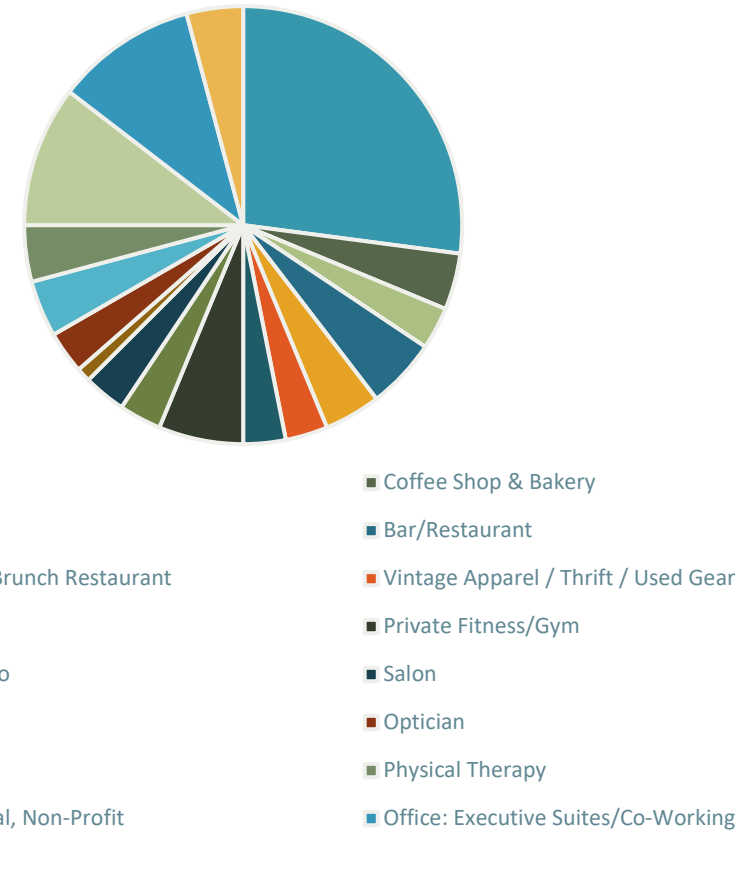
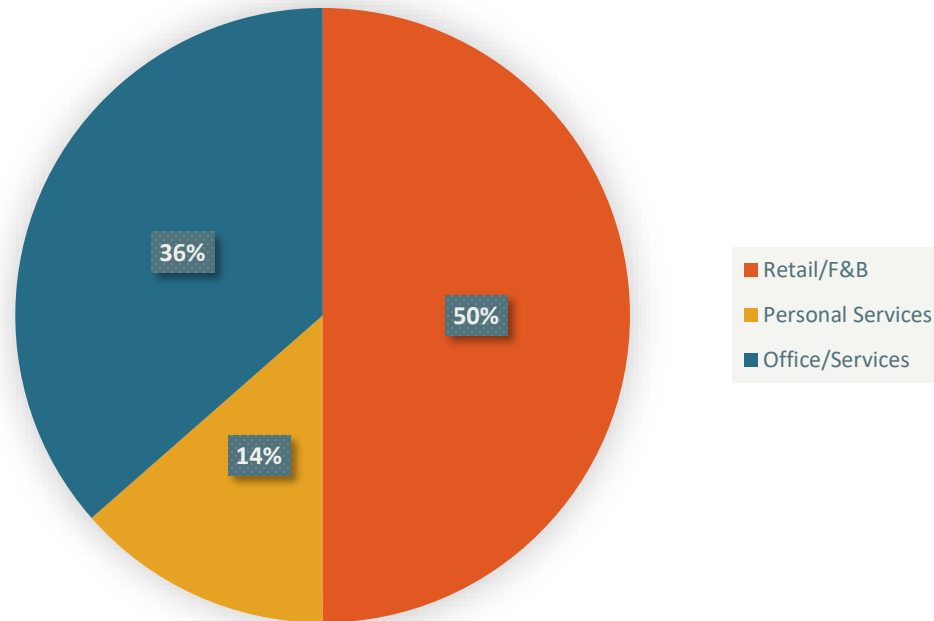
- Most disruption to existing businesses and residents - relocation and construction/demo
- Would require partnership/agreements with master developer
- Less visibility to main street retailers from frontage road
- More complex phasing

West Vail Center PROS AND CONS

Implementation

- Led by property owners in partnership with Town
- Market-rate housing
 - Create value to fund redevelopment and parking costs
 - Provide incentive to property owners
- Town Partnership
 - Assist with paying for a portion of structured parking
 - Consider a special district and/or TIF
- Replacement Parking Costs
 - Roughly \$35.0-\$40.0 million
 - 500-600 spaces @ \$65,000 per space in structured parking

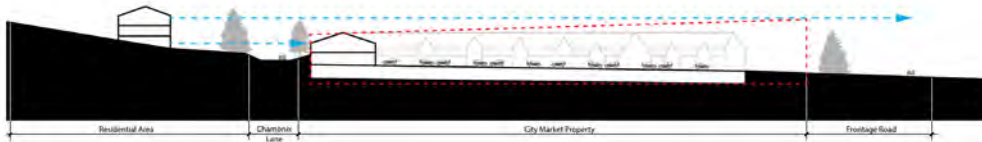
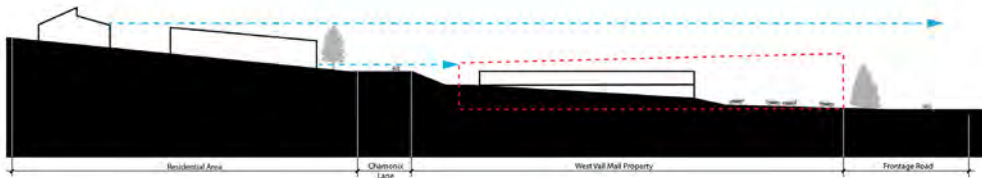
What could the mix of businesses in West Vail Center look like?





New Zoning District: West Vail Mixed Use

- Restrict inactive uses to upper floors
- Revise landscaping requirements to align with scenarios
- Increase max site coverage
- Expand allowed housing types
- Reduce minimum setback requirements
- Develop new mix of allowed, conditional, and prohibited uses
- Increase max building heights
- Develop new parking schedule



Housing

Why Change?



- Non-conformities
- Existing aging housing stock
- Opportunity in West Vail Center
- Market forces
- Benefits of resident housing

Vision: Housing



“West Vail will remain the heart of **resident-occupied housing** in Vail. Through **updates to zoning regulations**, resident-first housing policies, and the construction of **new housing in West Vail Center**, residents can find quality places to live in the West Vail neighborhood. **New and upgraded units** will reflect the scale and **varied character** of West Vail’s existing housing stock.”



Summary of Goals

1. Increase deed-restricted homes
2. Support residents' efforts to improve their properties
3. New construction and updates reflect mountain environment and neighborhood character
4. Create a continuum of housing options to accommodate residents through all phases and stages of life
5. Ensure 90 percent of West Vail housing units are within a five-minute walk of a transit stop
6. Maintain a managed level of short-term rental units

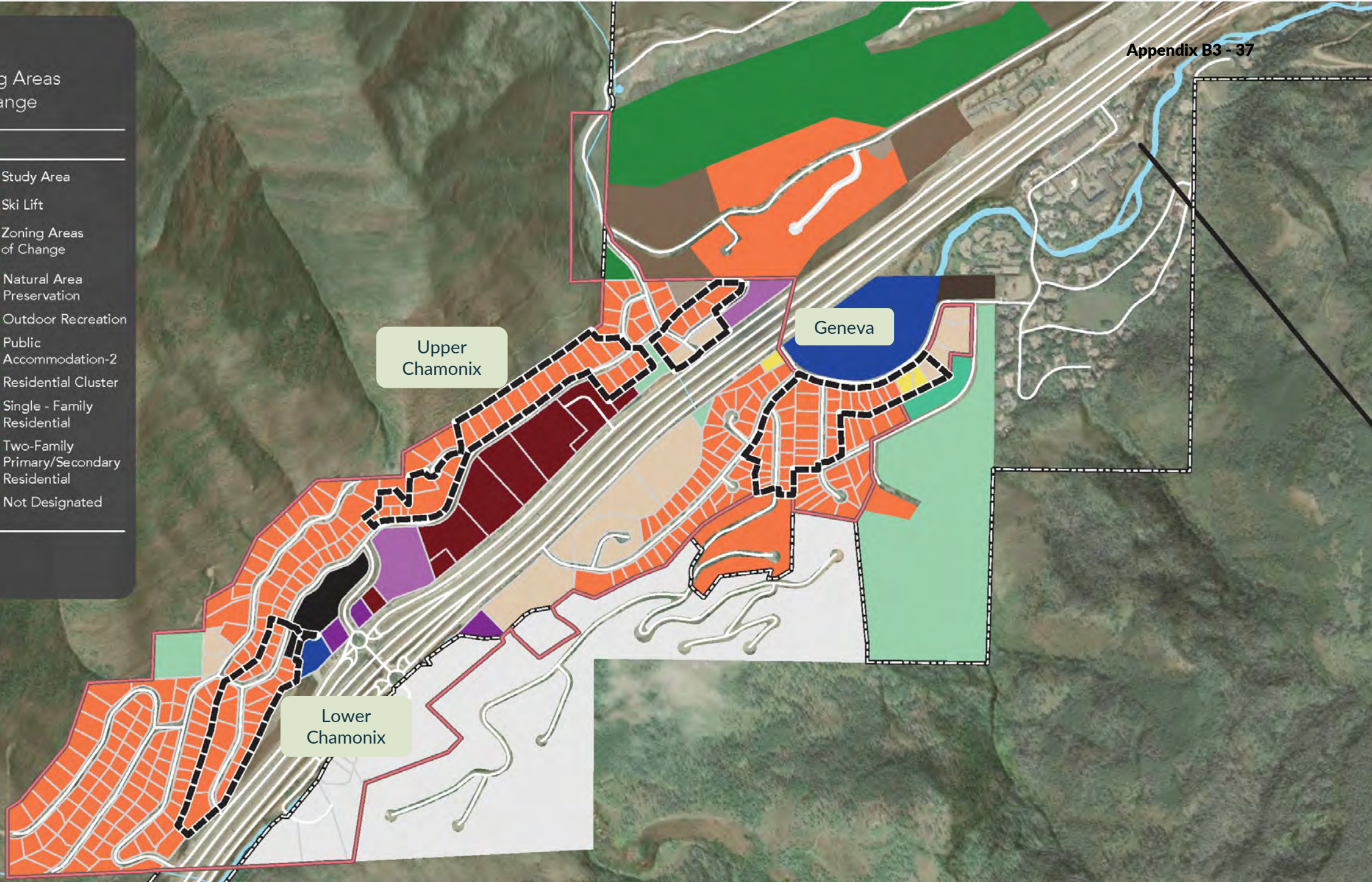


Zoning Areas of Change

Legend

- Town Boundary
- Road
- Parcels
- Zoning
- Agricultural and Open Space
- Commercial Core 3
- General Use
- Heavy Services
- High Density Multiple-Family
- Housing
- Low Density Multiple-Family
- Medium Density Multiple-Family
- Study Area
- Ski Lift
- Zoning Areas of Change
- Natural Area Preservation
- Outdoor Recreation
- Public Accommodation-2
- Residential Cluster
- Single - Family Residential
- Two-Family Primary/Secondary Residential
- Not Designated

Prepared by: SE GROUP



Zoning Recommendations



1. Create New Zoning District – West Vail Multiple-Family

- Minimum density 9 du/buildable acre (Low Density Multiple-Family)
- Up to 18 du/buildable acre if 50% (significant percentage) of additional units are deed-restricted (Medium Density Multiple-Family)

2. Rezone Geneva – Low Density Multiple-Family

- 22 units lost if revert to zoning
- New zoning (up to 9 units/buildable acre) would result in mix of single-family homes, duplexes, triplexes, and fourplexes (up to 85 units)

3. Rezone Lower Chamonix – West Vail Multiple-Family

- 40 units lost if revert to zoning, potential for no change or 69 additional if half additional are deed restricted
- New zoning would result in mix of small multi-family (3-5 units), medium multi-family (6-10 units), and some large multi-family (10+ units) if deed-restricted
- Minimum density 9 du/buildable acre (Low Density Multiple-Family)

4. Rezone Upper Chamonix – West Vail Multiple-Family

- 91 units lost if revert to zoning, potential for loss of 35 or up to 76 additional if half additional are deed-restricted
- New zoning would result in mix of small multi-family (3-5 units), medium multi-family (6-10 units), and some large multi-family (10+ units) if deed-restricted
- Further study of roadway volumes necessary

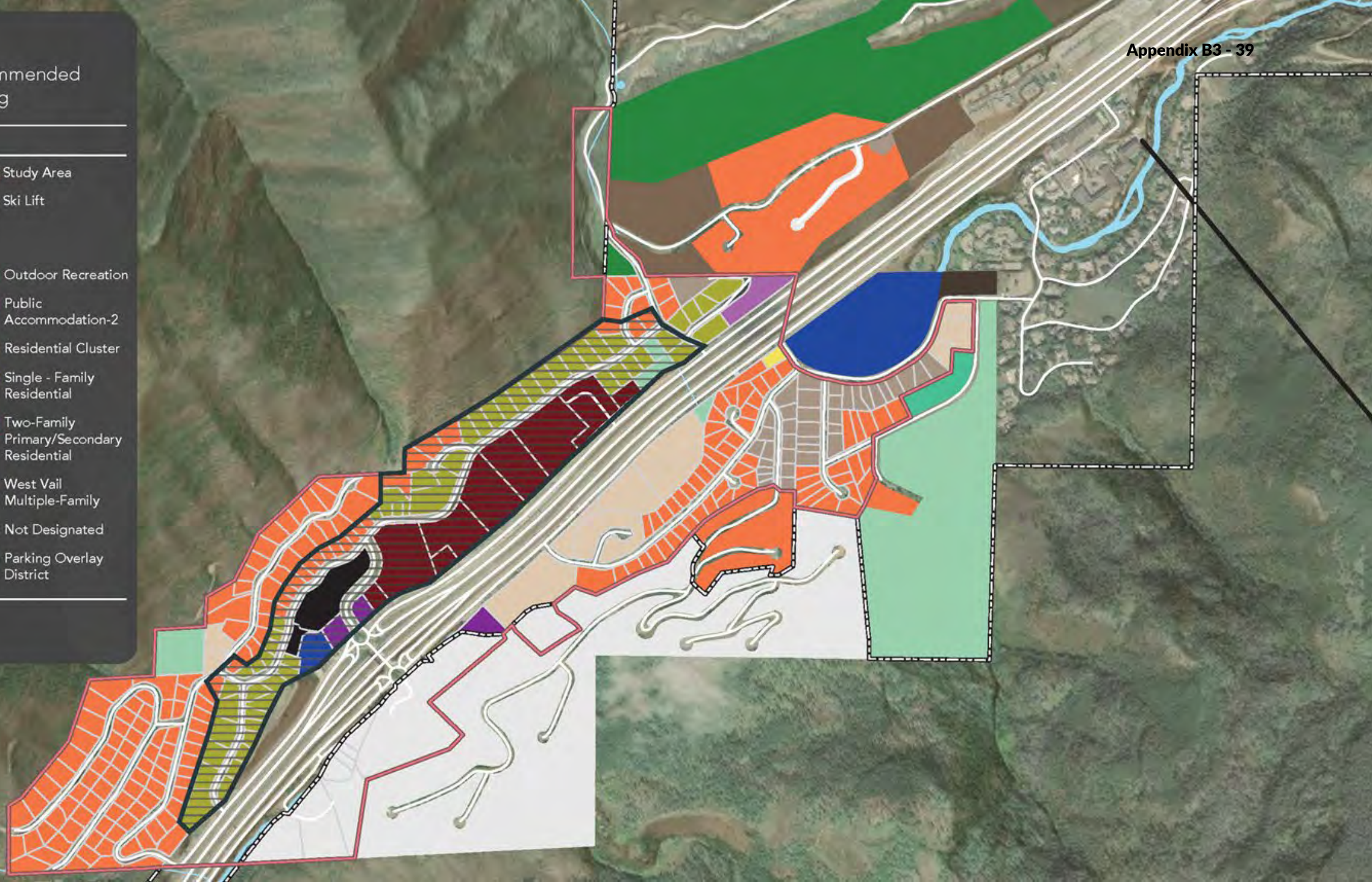


Recommended Zoning

Legend

- Town Boundary
- Road
- Parcels
- Zoning
- Agricultural and Open Space
- West Vail Mixed Use
- General Use
- Heavy Services
- High Density Multiple-Family
- Housing
- Low Density Multiple-Family
- Medium Density Multiple-Family
- Natural Area Preservation
- Study Area
- Ski Lift
- Outdoor Recreation
- Public Accommodation-2
- Residential Cluster
- Single - Family Residential
- Two-Family Primary/Secondary Residential
- West Vail Multiple-Family
- Not Designated
- Parking Overlay District

Prepared by:
SE GROUP





Code Recommendations

- Allow the number of units that currently exist on a lot in perpetuity (outside West Vail Multiple-Family). Consider deed restrictions for additional units beyond the allowable density.
- Support higher density residential development without exceeding height limits through greater flexibility around site coverage and GRFA requirements
- Reduce parking space requirements in areas close to bus stops and/or West Vail Center



Policies & Programs Recommendations

- Incentives or credit programs for property improvements on deed-restricted units
- Additional short-term rental regulations (i.e., neighborhood/block caps, good-neighbor regulations, licensing fee increases)
- Additional flexibility and fee waivers for accessory dwelling units
- Continued fee waivers for development of deed restricted units in Vail
- Reducing the development review requirements for West Vail

Transportation & Mobility



Vision: Transportation & Mobility

“This Plan aims to enhance connectivity for people walking, biking, taking transit, and driving in and around West Vail. The reimagined transportation network will integrate a variety of transportation modes, making multimodal trips through West Vail comfortable and convenient. A multimodal transit hub located in the commercial core will offer easy connections to the rest of the valley, improving the experience of travel within the neighborhood.”



Goals

1. Biking and walking trips are comfortable and convenient.
2. Driving and parking is efficient and supportive of new technologies.
3. The North Frontage Road is pedestrian friendly and support economic vitality of the West Vail Center.
4. Transit is user friendly and connects with key destinations.
5. Users are informed on transportation options through programs and policies.



Major Concepts

- Phased recommendations
- Pilot projects
- Shovel-ready ideas that can be implemented in the next few years
- Infrastructure, programs, and policies



Traffic Calming

Lighting

Signage

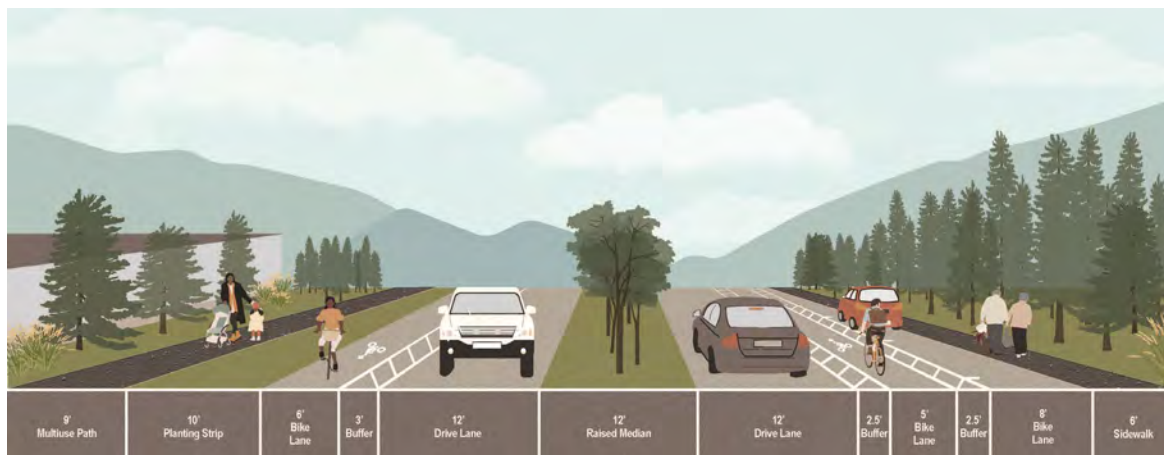
Painted 4' shoulder





West Vail Center Access and Circulation

- Access management
- North Frontage road diet
- Path crossings at driveways



Crossing Enhancements



- At roundabouts
- Between bus stops at North Frontage Road
- At Buffher Creek/North Frontage Road
- At driveway access points
- Investigate I-70 grade-separated crossing

Increase Transit Ridership



- Mobility Hub
- Service planning
- First and last mile
- Transportation Demand Management
- Improve connections to ECO Transit



Transportation Programs & Policies



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



Questions & Comments



Zoning Recommendations: Updates to Commercial Core 3



- Develop new parking schedule
- Expand allowed housing types
- Revise landscaping requirements to align with scenario
- Develop new mix of allowed, conditional, and prohibited uses

Funding and Financing

Tool	Scenario 1 Annual Revenue	Scenario 2 Financing Capacity	Scenario 3 Financing Capacity
Business Improvement District (BID)	<ul style="list-style-type: none"> • \$200,000-\$300,000/yr. • 5.000 mills, \$0.50-\$1.00/sqft 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
Tax Increment Financing (TIF)	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • \$10-13 million 	<ul style="list-style-type: none"> • \$11-14 million
Special District (30 mills residential 10 mills comm.)	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • \$10 million 	<ul style="list-style-type: none"> • \$13 million



	EXISTING SCENARIO: NO CHANGE	SCENARIO 1: QUICK WINS	SCENARIO 2: PARCEL-BY-PARCEL	SCENARIO 3: MAIN STREET
COMMERCIAL AREA	156,800 SF	+12,000 SF	+44,200 SF	+28,200 SF
RESIDENTIAL UNITS/ DENSITY	46 Units 3.6 DU/AC	+24 Units 5.5 DU/AC	+304 Units 27.3 DU/AC	+429 Units 37 DU/AC
EST. PARKING REQUIRED	708 Spaces	+136 Spaces	+310-833 Spaces	+367-871 Spaces
PARKING PROVIDED	799 Spaces	+18 Spaces	+384 Spaces	+448 Spaces
MEETS VAIL FUTURE LAND USE PLAN VISION	No; Strip Commercial/ Auto-Oriented	No; Strip Commercial/ Auto-Oriented	Yes; Compact and Walkable	Yes; Compact and Walkable
MEETS WEST VAIL COMMERCIAL CENTER VISION	No; Auto-Oriented, Minimal Housing, No Gathering Spaces	Somewhat; More Ped. Connections, New Gathering Spaces, but Still Auto-Oriented	Yes; Mix of Uses, Walkable, Series of Gathering Spaces, Gateway	Yes; Mix of Uses, Walkable, Series of Gathering Spaces, Gateway
TOWN'S ROLE	Status Quo	Partner to Improve Parking Lots, Streetscape, Gateways, and Frontage Rd.	Redevelop Town-Owned Parcel (community uses: parking + grocer + deed- restricted resident housing + daycare)	Market Property/Find Master Developer + Redevelop Town-Owned Parcel (community uses: parking + deed-restricted resident housing + daycare + pocket park)
PHASING	N/A	Minor Interruption to Existing Businesses	Temporary Relocation Strategy; Parcel-by-Parcel with Town-Owned Catalyst 1st; Minor Interruption	More Complicated; Major Interruption and Relocation to build underground parking

West Vail Center IMPLEMENTATION COMPARISON