



Virtual Open House

September 2020

Virtual Open House Feedback Summary

A Virtual Open House for the West Vail Master Plan was held over the first few weeks of September 2020. The community's ideas will be at the heart of the plan, and this Virtual Open House was the public kickoff – the public's first opportunity to provide their vision for the West Vail neighborhood. The Virtual Open House combined the presentation of project background and initial analysis with survey questions on issues, desired future conditions, and other plan topics. This virtual format allowed the public to participate safely amidst the COVID-19 pandemic. An online survey was open from August 31, 2020 to September 21, 2020 and received 235 responses. A webinar was held on September 10, 2020 and 45 people attended and answered polling questions. The polling questions were a sample from the longer survey. Results from both feedback opportunities are summarized below.

Respondent Demographics

The largest portion of survey respondents were West Vail full-time residents (43%), and 28% were part-time residents in the area. The survey did receive responses from full-time residents from elsewhere in Town of Vail and Eagle County (39% of respondents combined). This question was also asked to webinar participants, of whom 40% were full-time West Vail residents with the rest of the breakdown similar to that of the survey. Hereafter, West Vail full-time residents who responded to the survey are referred to as West Vail respondents.

Survey respondents primarily work elsewhere in Town of Vail (38%) or are retired (29%). Only 12% work in West Vail and 12% were fully remote workers, self-described as such prior to the COVID-19 pandemic. West Vail respondents were more likely to work elsewhere in Town of Vail (46%) or in West Vail (23%) and less likely to be retired than respondents as a whole. Webinar participants displayed a similar breakdown, with a slightly higher percentage working elsewhere in Eagle County.

About half of survey respondents were between age 45 and 64 (48%) with the remaining respondents divided relatively evenly between the 25 to 44 and 65+ age brackets (25% and 26%). A smaller proportion of West Vail respondents were 65+, with greater relative participation from the 25-44 age bracket.

About half of respondents had spent 20+ years in the area (46%) and 68% had spent at least 10 years in the area. About 13% of respondents had spent less than five years in the area. For this question, West Vail respondents had a very similar trend to that of all respondents.

Survey respondents primarily had a household income of \$150,000+ (41%) and 95% had household incomes greater than \$50,000 per year. West Vail respondents' incomes trended

slightly lower than those reported by all respondents. 20 survey respondents live in deed-restricted housing in West Vail (20%), with an additional 7 respondents living in deed restricted housing elsewhere in Town of Vail and Eagle County.

Visioning and Issues

Respondents were asked what they appreciated about West Vail at present and what they wanted to see in the future. Respondents selected the five they felt were most important from a longer list. The following tables show the five most popular responses amongst all respondents and the most popular responses amongst West Vail respondents.

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

A common thread through these responses is recreation, connectivity, and the locals “feel” of the area – with grocery stores and other local-serving businesses, convenience, and neighborly environment frequently mentioned. Webinar participants mentioned the convenience, neighborhood feel, walkability, parks and trails, and commercial options repeatedly.

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

Many respondents stated that enhanced mobility and streetscapes were high priorities for the future, especially West Vail respondents. Webinar participants were most interested in a shopping center with a new layout, design, and businesses; retention and expansion of businesses for locals; and more inviting streetscapes.

Respondents were asked to select five key issues in West Vail at present. The following table shows the five most popular responses amongst all respondents and the most popular responses amongst West Vail respondents.

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

All respondents and the West Vail respondents were most concerned about the highway noise, the outdated commercial area, and speeding. West Vail respondents were very concerned about the transformation of housing into short-term rentals and second homes. Notably, few respondents were concerned about the limited tourist traffic to West Vail.

Economics and Housing

Respondents were asked several questions about businesses they'd like to see in West Vail, where they currently shop, and appropriate housing types for West Vail.

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

Respondents were very interested in retaining local-serving businesses such as grocery stores, hardware stores, and liquor stores. Casual dining was also a top priority, which is somewhat limited in West Vail at present. Notably, West Vail respondents responded very similarly to the overall group, except for more interest in a coffee shop relatively. Overall, respondents were less interested in fine dining, gift shops, clothing stores, automobile businesses, and real estate businesses. Webinar participants were very interested in having or expanding casual dining/fast casual and coffee shops.

The following table shows the primary shopping location for different types of purchases for all respondents and West Vail respondents specifically.

TABLE 5. WHERE DID YOU MAKE YOUR PURCHASES (PRE-COVID) – PRIMARY LOCATION

	All Respondents	West Vail Respondents
Food and Beverage Shopping	West Vail	West Vail
Dining	Elsewhere in Town of Vail	Elsewhere in Town of Vail
Retail (clothing, sports equipment, etc.)	Online	Online
Household goods (hardware, furniture, etc.)	Elsewhere in Eagle County	Elsewhere in Eagle County

Respondents typically conducted the vast majority of their food and beverage shopping in West Vail, although those living in elsewhere in Eagle County primarily went to other locations in the County. Dining spending was more evenly distributed, with about 40% elsewhere in Town of Vail, 25% elsewhere in Eagle County, and 20% in West Vail for all respondents and West Vail respondents. Respondents reported minimal retail spending in West Vail (5%), with the majority Online and about 20% in both elsewhere in the Town of Vail and elsewhere in Eagle County. Household goods spending was primarily distributed between elsewhere in Eagle County (40%), Online (30%), and West Vail (20%).

Respondents were asked about the types of housing they would like to see more of in West Vail. The top three responses are listed here, as there were fewer choices presented.

TABLE 6. WHAT TYPES OF HOUSING WOULD YOU LIKE TO SEE MORE OF IN WEST VAIL?

All Respondents	West Vail Respondents
1) Smaller single-family homes	1) Smaller single-family homes
2) Townhouses	2) Townhouses

3) Deed-restricted affordable housing	3) Duplexes
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Respondents were more interested in smaller or attached dwellings than larger options (apartment buildings and multi-family developments). Notably, deed restricted affordable housing was of higher interest overall than it was for West Vail respondents, with deed-restricted affordable housing as the top interest for residents of elsewhere in Town of Vail and the #2 interest for residents of elsewhere in Eagle County. Webinar participants were most interested in townhomes, mixed-use development housing, and small-single family homes.

Design Character and Development

Respondents were asked about how they viewed the existing residential character of West Vail and the desired future character. The most popular response for existing character was varied, with some respondents referring to it as eclectic and mountain town. For the future, a mountain town character was strongly desired, with some respondents seeking an eclectic or European-inspired character. These responses did not vary significantly between all respondents and those living in West Vail. In the write-in responses many referred to the existing residential character as “run down” or by other similar terms. Webinar participants primarily chose the term “dated”, with some calling it eclectic or mountain-town. Webinar participants were also asked if they liked the character of the residences and businesses in West Vail. The majority (54%) said they mostly like it, but there are some areas they don’t like, with 36% saying they mostly don’t like it, but there are some areas they like.

Respondents were asked what they most wanted to see in the West Vail commercial area in the future. The following table shows the five most popular responses from all respondents and West Vail respondents.

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

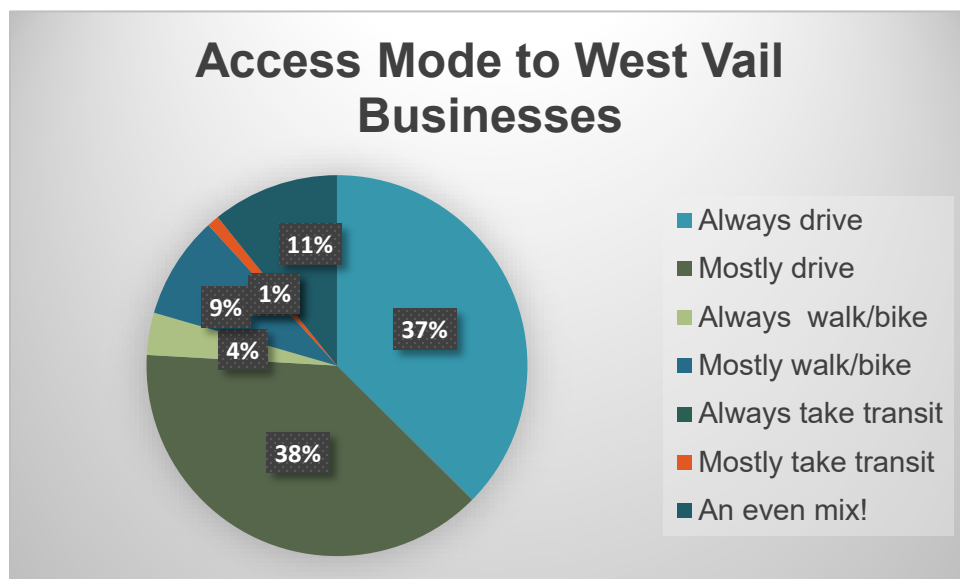
Respondents were primarily interested in enhancing the outdoor space, through outdoor dining options, bike-ped friendly routes, and burying the parking. Notably, residents of elsewhere in the Town of Vail and elsewhere in Eagle County listed affordable housing as their top desire for the

West Vail commercial area. Of the options presented, there was the least interest in high-end housing and hotels.

Respondents were asked about places they've seen that they would like the West Vail commercial area to look like. Frequently repeated responses were: Pearl Street in Boulder, Edwards Riverwalk, Aspen, Highlands in Denver, Salida, Whistler, Crested Butte, and Jackson. Overall, these responses suggested a desire for a walkable downtown with a more western feel (such as Jackson, Crested Butte, or Salida).

Transportation and Mobility

Respondents were asked how they typically get to West Vail businesses.



Driving was certainly the most popular mode, but a strong percentage do walk/bike some of the time. Among West Vail residents, only 20% always drive, with 45% mostly driving, resulting in a higher percentage of those who walk/bike some of the time.

The following table shows primary barriers respondents listed to walking and bike more.

TABLE 7. WHAT KEEPS YOU FROM WALKING OR BIKING MORE IN WEST VAIL?

All Respondents	West Vail Respondents
1) Weather/snowy and icy conditions	1) Weather/snowy and icy conditions
2) High-speed traffic	2) High-speed traffic
3) Lack of comfortable trails or sidewalks	3) Lack of comfortable trails or sidewalks
4) Unsafe crossings for walking/biking	4) Unsafe crossings for walking/biking
5) Long distances	5) Indirect crossings for walking and biking

Respondents mentioned the innate challenge of the weather conditions but also lack of facilities and high-speed traffic. Few felt the steep slopes were a deterrent. Many also wrote in the inconvenience of walking/biking with their groceries and difficulty crossing the roundabouts. Amongst those who lived beyond West Vail, the distance was a primary deterrent. Webinar participants primarily stated unsafe crossings, lack of comfortable trails and sidewalks, and indirect connections for walking and biking.

A similar question was asked about barriers to transit use. Primarily, respondents mentioned the ease of other modes of transport (driving, walking, and biking). Some people also named the lack of frequency, distance to stops, and inconvenience of routes.

Webinar participants were asked a more general question about the top issues around parking, transportation, and mobility. Primary responses were speeding vehicles, walking feels unsafe, infrequent transit, and biking feels unsafe. Too much traffic and challenging to find parking were not considered top issues.

Final Comments

Respondents could provide any additional comments at the end of the survey. Key themes that emerged were the importance of focusing on community, concerns about short-term rentals, enhancing the quality of the neighborhood (housing + businesses), outdoor spaces, aesthetics, walking connections, preserving open space, concerns about over-development, small-town feel, and local feel.

Webinar participants were asked what are the most important things for this master plan to accomplish. The primary responses were creating a development vision for the commercial area, reconcile zoning issues and create a housing strategy for the area, and preserve and expand local businesses opportunities. Participants were less interested in enhancing parks, trails, and recreation.



Transportation Workshop Summary

2/25/21

Introduction

On December 17, 2020, members of the public offered their input on the future of West Vail's transportation network through two 90-minute virtual workshops. The workshop sessions covered a draft transportation vision for the community, top transportation and mobility issues that had been identified through the project team's analysis and public input, overview of potential recommendations, and a prioritization exercise to help identify which recommendations should be implemented in the near-term. Overall, 14 community members attended, including homeowners, individuals who work in West Vail, Town staff, and local business owners. This memorandum summarizes the presentation content and participant feedback, which was offered verbally and through a live online polling platform.

Overview of Existing Conditions and Community Input to Date

Project staff provided a review of the project background, which focused on the existing conditions analysis of the transportation network in West Vail. Key issues that emerged from this analysis included gaps in the multimodal network that prevent pedestrians and bicyclists from accessing key destinations on comfortable travel facilities, a recent drop in ridership on transit routes that serve West Vail, and a finding that just six locations are the sites of the majority (72%) of traffic crashes occurring in West Vail.

Project staff also reported back on significant takeaways from public engagement activities to date. **Figure 1** shows some of the input shared by community members through the community survey and virtual open house event that preceded the workshop. Some of the top issues that consistently emerged were concerns about vehicles speeds, a desire to have more opportunities for walking and bicycling around the community, and a need to have multiple transportation mode options for reaching the West Vail commercial core.

Project staff shared with workshop participants that preliminary recommendations were developed in response to the top issues that had emerged from both the existing conditions analysis and public input.

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

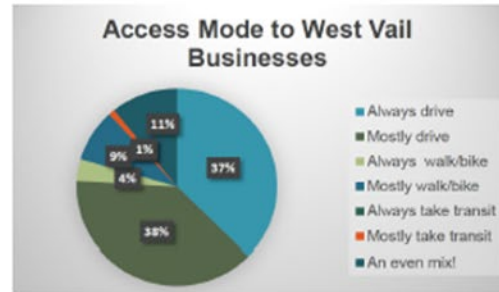


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Figure 1: Summary of Community Input on Transportation

Input on the Vision Statement

Participants were asked to provide input on a transportation vision for the *West Vail Master Plan*. When asked to describe in one or two words their vision for transportation in West Vail, participants used the following words:

- Safe
- Walkable
- Biking
- Carless
- Convenient
- Easy
- Simple
- Accessible
- Direct
- Intuitive

Project staff subsequently used these suggested words to hone the draft vision statement.

Feedback on Draft Recommendations

The workshop sessions featured an overview of preliminary recommendations for the transportation portion of the *West Vail Master Plan*. These recommendations were divided into infrastructure treatments and programs that could support improved mobility outcomes.

Preliminary Infrastructure Recommendations

Project staff presented a suite of traffic calming enhancements that could potentially be implemented on collector streets in the community (i.e. streets that connect local neighborhoods streets with the Frontage Roads). Potential recommendations included enhanced lighting, signage, and painted shoulders that provide dedicated space for individuals walking or bicycling. When asked to vote on which collector streets in West Vail should receive traffic calming enhancements, participants in both sessions identified Buffehr Creek Road and Chamonix Lane as the two streets most in need of traffic calming (session #1 results shown in **Figure 2**). In addition, participants were asked to identify locations where more pedestrian-scale lighting is needed. The segment of the North Frontage Road west of the roundabout was flagged as an area in need of additional lighting.

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

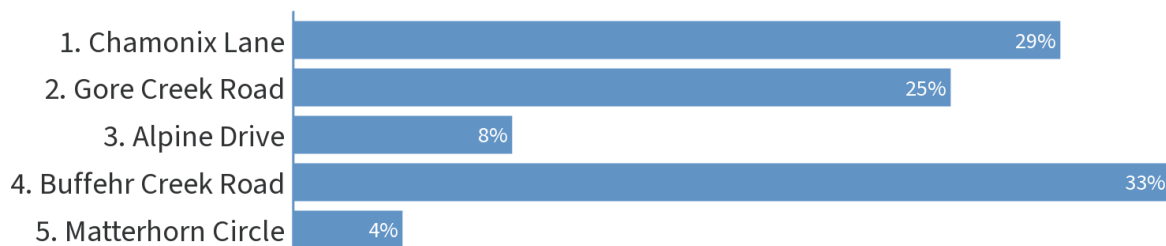


Figure 2: Results of polling question on which streets should receive traffic calming enhancements

Project staff also presented road diet concepts for the North Frontage Road to make the high-traffic corridor more friendly to multimodal travel. The road diet would potentially be accomplished through removal of left and right turn lanes, which in turn would be made feasible through closing West Vail Mall driveways or restricting turning movements. The additional space gained by removal of turn lanes could be allocated to a raised median and an enhanced pedestrian realm (e.g. wider sidewalk and tree planting zone or space for separated bicycle facilities). The majority (67% in the first session and 100% in the second session) of participants expressed support for a road diet on the North Frontage Road.

Preliminary Transportation Program Recommendations

Workshop participants were provided with an overview of several different programs and policies the Town of Vail could potentially adopt in order to improve mobility outcomes in West Vail. These included:

- A **maintenance** program that focuses on keeping bicycle and pedestrian facilities clear of snow and debris so users can have the option to use multimodal travel options as often as possible.
- A **Transportation Demand Management** program that would focus on incentivizing non-vehicle travel through strategies like provision of transit subsidies, additional and secure bike parking at transit facilities, and developing a trip planning smartphone app.
- Promoting use of **electric vehicles** through addition of priority parking and charging stations.
- A program to **increase transit ridership** through implementation of a mobility hub (an enhanced transit stop adjacent to the West Vail Mall where travelers can make walking/bicycling connections to transit, enjoy amenities like comfortable seating, power

outlets, and bicycle storage, and receive real-time trip planning information through dynamic informational displays) and transit service planning that aligns schedules and routing with rider needs.

Workshop participants viewed the preliminary program recommendations favorably. Specific feedback included a recommendation to incorporate electric bicycle charging stations into the proposed North Frontage Road mobility hub, to pursue car-sharing opportunities (e.g. Zipcar), and to identify improved transit connections between East and West Vail.

Project Phasing and Prioritization

The workshop concluded with three specific polling activities:

1. Ranking generalized project categories
2. Ranking specific projects
3. Identifying locations for bicycle and pedestrian enhancements

Project Category Ranking

Participants were asked to rank the project categories shown in **Figure 3**. Participants in both sessions identified access management for North Frontage Road driveways and enhancements of bicycle and pedestrian facilities as the most important project categories (session #1 results shown in **Figure 4**).

Ranking of Project Categories

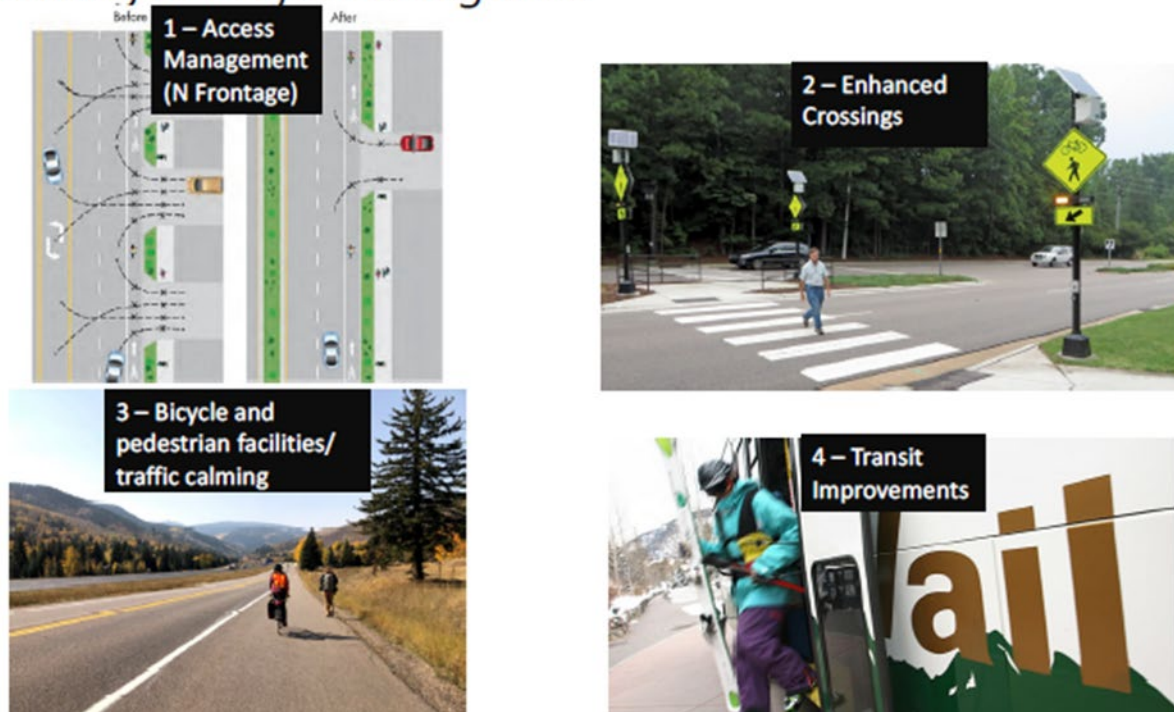


Figure 3: Polling question on general project categories

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

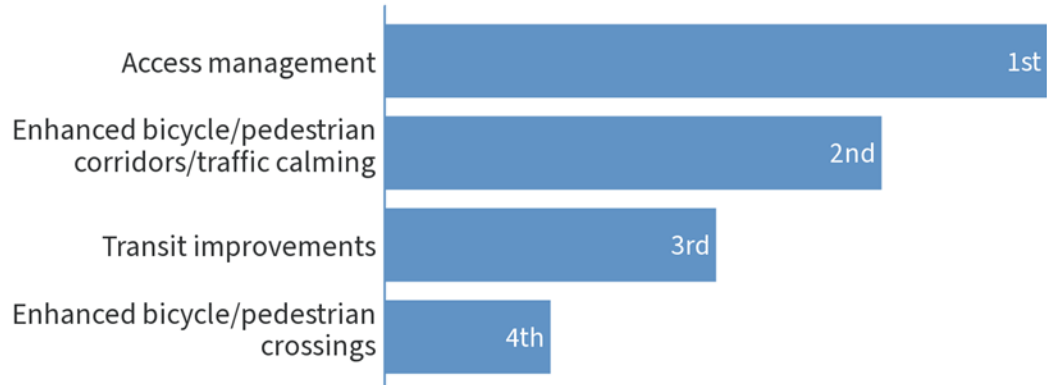


Figure 4: Results of polling question on which streets should receive traffic calming enhancements

Specific Projects

Participants were asked to rank a set of six specific projects (**Figure 5**). During session #1, several projects were tied for having equal importance: residential street traffic calming, North Frontage Road diet, bicycle and pedestrian enhancements at the roundabout, and intersection improvements at North Frontage Road and Buffehr Creek Road (**Figure 6**). The intersection of North Frontage Road and Buffehr Creek Road was called out as a particularly challenging intersection. This is due to limited space for vehicle turning movements on and off the Frontage Road, which creates conflicts with bicyclists and pedestrians; in addition, Buffehr Creek Road does not have a centerline stripe, which was identified as a potential reason for speeding.

Session #2 participants had more variation in responses to this question (**Figure 7**). The North Frontage Road diet was the top ranked project followed by traffic calming on residential streets. An enhanced crossing where the multuse path crosses the West Vail Mall driveways ranked lowest in session #1 but was tied for third most important (along with bicycle and pedestrian enhancements at the roundabout) in session #2. While the mobility hub was generally received workshop discussion, it emerged as a relatively low priority project during the workshop.

Ranking of Specific Projects



Figure 5: Polling question on specific projects

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

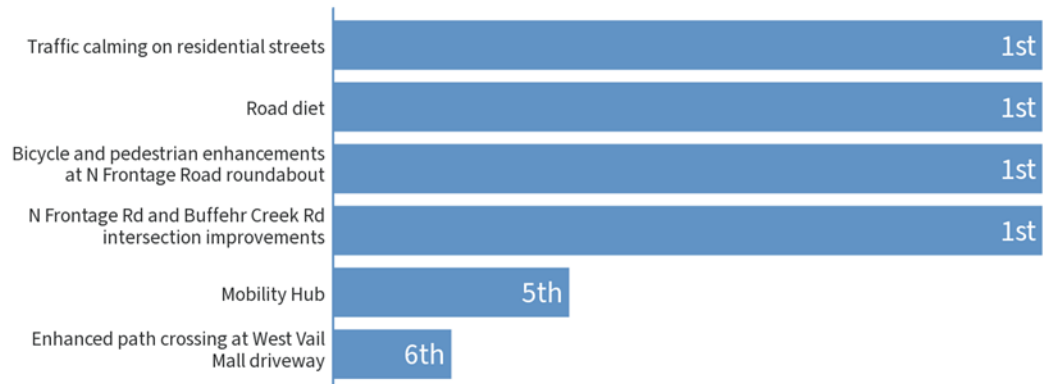
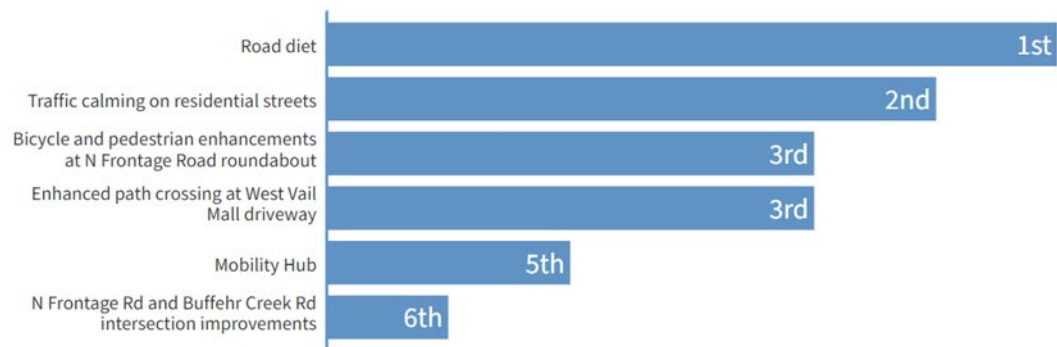


Figure 6: Results of ranking activity on specific projects for session #1

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



 Poll Everywhere

Figure 7: Results of ranking activity on specific projects for session #2

Locations for Bicycle and Pedestrian Enhancements

The final polling question asked participants to confirm the project team's understanding of specific locations where participants would like to see bicycle and pedestrian enhancements. Participants confirmed that the top priority locations are the Gore Creek Trail (specifically an extension of the trail to the west), the portion of the North Frontage Road east of Buffehr Creek Road (which is a planned improvement that will be implemented through private development), and the segment of the North Frontage Road west of the roundabout that currently has a wide gravel shoulder but no formal bicycle or pedestrian facilities.

Common Themes

Project staff identified common themes that emerged from the two workshop sessions:

- Workshop participants were generally in favor of recommendations that would add pedestrian and bicyclist connectivity while also maintaining existing vehicle circulation. For example, participants expressed that traffic calming in the form of striped shoulders would be received more favorably than vertical treatments like speed humps.
- Participants were concerned with maintaining community character. While there was general agreement that additional lighting was needed in certain areas to make walking at night feel more comfortable, there was also a sentiment that any additional lighting should be compatible with the community priority of preserving dark skies.
- While speeding routinely emerged during previous outreach activities as an area of concern, some workshop participants suggested that speeding may be as a perceived problem, rather than a pervasive issue. Project staff will consider conducting more regular speed studies as a potential recommendation.
- Workshop participants expressed enthusiasm for recommendations that would support the adoption of more sustainable travel options like riding transit, using e-bikes, or driving electric vehicles.



Housing Workshops Feedback Summary

Introduction

Public engagement is a crucial component of the ongoing West Vail Master Plan effort. On January 14th, 2021, members of the public offered their input the future of housing in West Vail through two 90-minute virtual workshops. The workshop covered draft vision and goals statements, potential zoning changes, and possible future housing types. Overall, 30 people attended, including members of the Vail Local Housing Authority and the Planning and Environmental Commission. This memorandum summarizes the public's feedback, offered verbally and through a live online poll.

Feedback on the Vision and Goals

A Vision for Housing in West Vail

Attendees were asked to comment on the following draft Vision Statement, the guide for the Plan's goals and recommendations for housing:

"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."

Workshop participants generally supported the Vision Statement, with over 75% of participants in each workshop selecting that they "Agree" or "Strongly Agree" with the statement.

Attendees also offered constructive verbal feedback, which is summarized below:

- Attendees expressed concern that the current definition of "resident" in the Town's deed restrictions may be exclusionary to some groups, such as retirees
- Attendees wanted the Housing Vision to balance preservation and innovation in West Vail. Attendees expressed that they hoped the Vision Statement could contain the phrase "preserve neighborhood character" and also articulate both the need for greater housing density in West Vail and concerns over additional density

Goals for Housing in West Vail

Attendees offered further feedback on the following draft 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.
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.

Attendees offered constructive verbal and written feedback on these goals, which is summarized below:

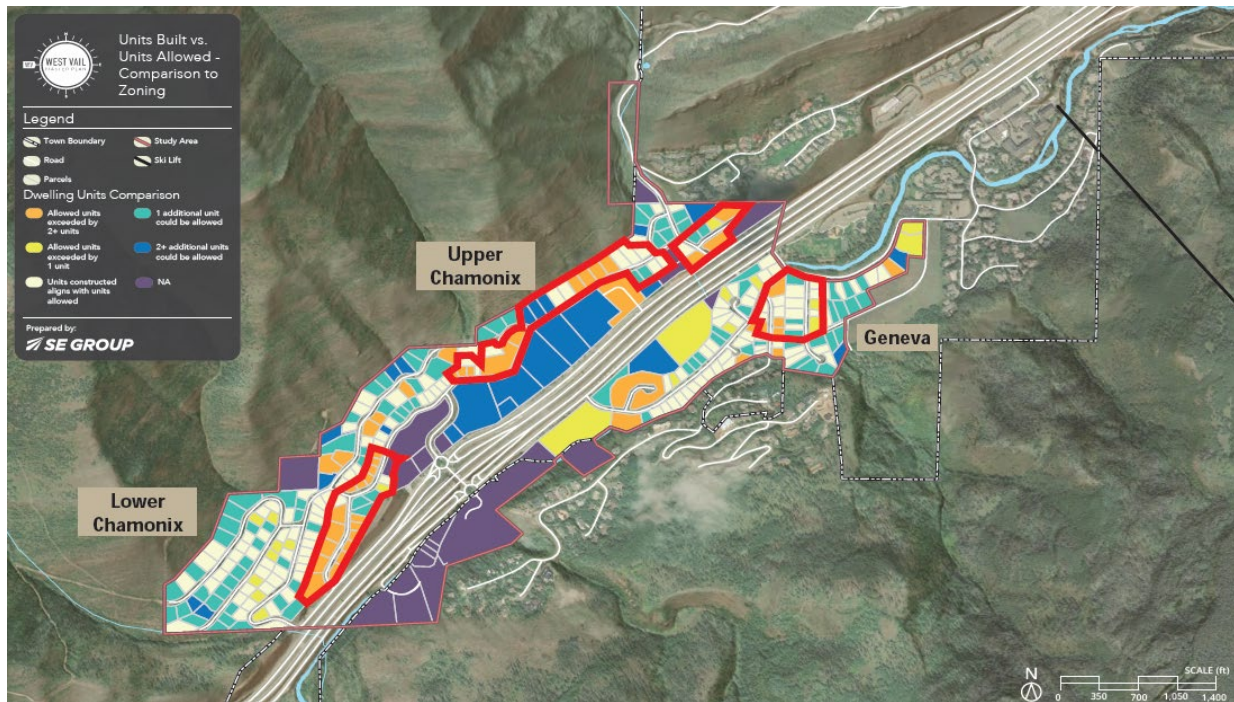
- Attendees wanted the goals to be realistic, both aspirational and attainable
- Attendees supported the idea that deed restrictions are a crucial priority for housing in West Vail
- Attendees expressed that they wanted the goals to articulate the difference in approach to generating housing in the commercial area and residential neighborhoods
- Attendees expressed support for rezoning key areas of West Vail to expand opportunities for resident housing in the neighborhood

Based on the comments received, the draft vision statement and goals will be revised.

Density Testing Exercise

Attendees offered their feedback on different housing density scenarios in three areas of West Vail (referred to as Geneva, Upper Chamonix, and Lower Chamonix). These areas were selected these areas because the existing number of units is greater than that allowed by the current zoning designations and there are many multi-family developments that do not conform. If there are no changes to the zoning, these areas would lose units over time – for example, if a developer were to redevelop a lot that currently contains multi-family housing, that developer would have to construct a single-family home or duplex to abide by the current zoning. The areas

delineated in red were used in this density testing exercise. These do not represent final decisions on where zoning changes may occur.



Attendees were shown four housing density scenarios in each area – the existing condition in each area and three zoning scenarios (Current Zoning: Two-Family Primary/Secondary Residential, Preserve Existing Density, and Increase Density). The current zoning, Two-Family Primary/Secondary, would result in a loss of units over time, as units will revert to single-family homes and duplexes. The “Preserve Existing Density” scenario represents the existing town zoning designation (Residential Cluster) that supports a similar number of units. In all three areas, preserving the number of units required changing the zoning. The “Increase Density” scenario showed the next density above the “Preserve Existing Density” scenario.



Density Scenarios for the Geneva Area

Attendees were asked to choose their preferred scenario for each area. Nearly all participants in the workshop were open to the idea of preserving existing density, and many were supportive of increasing density although it varied by area. There was strong support for the Low Density Multi-Family Residential zoning scenario (“Increase Density”) for Geneva and Upper Chamonix areas. For Lower Chamonix, there was moderate support for both the Residential Cluster zoning scenario (“Preserve Existing Density”) and the Low Density Multi-Family Residential zoning scenario (“Increase Density”).

Feedback on Housing Types

For the last exercise in the workshop, attendees were asked to share where they felt the following housing types would be appropriate in West Vail:

- Small Lot High Coverage Single-Family
- Accessory Dwelling Units (ADUs)
- Duplexes
- Cottage Cluster
- Townhouses
- Small Multi-Family (3-5 units)
- Medium Multi-Family (6-12 units)
- Larger Apartment/Condo (12+ units)
- Microunits

Attendees were shown photos of representative examples of each housing type, largely from mountain environments. To see the complete set of photos used, view the presentation. Attendees were asked whether the housing type was appropriate across residential areas, in higher density residential areas (such as those identified in the housing types exercise), the commercial area, or nowhere in West Vail.

Responses are summarized in the table below. Workshop participants felt that all housing types shown would be acceptable somewhere in West Vail. Housing types shown in bold received the most support in that location (e.g. Townhouses received support across residential areas, in higher density residential areas, and the commercial area, but it received the most support in higher density residential areas).

Across Residential Areas	Higher Density Residential Areas	Commercial Area	Nowhere in West Vail
<ul style="list-style-type: none"> - Small Lot High Coverage Single-Family - Accessory Dwelling Units (ADUs) - Duplexes -Cottage Cluster -Townhouses 	<ul style="list-style-type: none"> - Cottage Cluster - Townhouses - Small Multi-Family - Medium Multi-Family - Larger apartment buildings/Condos 	<ul style="list-style-type: none"> - Townhouses - Small Multi-Family - Medium Multi-Family - Larger apartment buildings/Condos - Microunits 	

Additional feedback on housing types:

- Some attendees in the first workshop expressed concerns about parking availability and requirements for Accessory Dwelling Units (ADUs) and Microunits. Some attendees questioned whether ADUs could work on a duplex lot.
- Attendees expressed concerns regarding the current ADU regulations in Vail, which require year-round occupancy – one attendee noted that this rule poses difficulties for certain temporary living circumstances (e.g. college students visiting home, seasonal employees)
- Some attendees expressed concern that the Cottage Cluster housing type was too land intensive to be viable in West Vail

Additional Feedback

Individuals offered additional feedback and sentiments throughout the workshop, which is summarized here:

- Higher density doesn't necessarily lead to increased resident housing – further controls are needed to avoid second home and short-term rental conversion
- Participants expressed concerns over managing increased traffic that would result from increased density
- Participants expressed support for mixed-use development in the commercial area (commercial uses on the ground floor level and residential uses on upper levels)
- Resident employment restrictions (for deed restrictions) may keep out people who would like to retire in West Vail
- Some participants noted that they did not support building heights above three stories



West Vail Commercial Area: Feedback Summary from Community Workshops

Introduction

On February 12th, 2021, members of the public offered their input on the future of West Vail's commercial area through two 90-minute virtual workshops. The workshops covered a draft vision statement, baseline economic conditions for the area, and renderings of potential redevelopment scenarios. Overall, 24 people attended, including members of the Vail Local Housing Authority and local business owners. This memorandum summarizes the public's feedback, which was offered verbally and through a live online poll.

Feedback on the Vision

A Vision for the Commercial Area in West Vail

Attendees were asked to comment on the following draft Vision Statement, the guide for the Plan's goals and recommendations for the commercial area:

"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."

There was robust support for the Vision Statement, with 100% of workshop participants who responded to a live poll indicating that they "Agree" or "Strongly Agree" with the statement. About two thirds of respondents responded that they agreed with the statement, and one third responded that they strongly agreed with the statement.

Attendees also offered constructive feedback on the Vision Statement, which is summarized below:

- Upgrades to the West Vail commercial area also benefit residents who live in other areas of Vail – the statement only speaks to benefits to the West Vail neighborhood
- The statement seems like it might preclude market-rate housing

Summary of Previous Community Feedback

Members of the Master Plan project team summarized feedback received through a Community Survey, webinar, and a previous workshop focusing on housing. From this feedback, the following items emerged as high priorities for the planning of the commercial area:

- Retaining a grocery store and other local-serving businesses
- Retaining a close-knit, neighborly environment
- Creating pleasant streetscapes and additional connections for walking and biking
- Creating additional resident housing opportunities that could vary in type, from townhouses to large apartment complexes
- Mitigating highway noise from I-70
- Encouraging additional dining options, including outdoor dining, fast-casual dining, and businesses that support social life (e.g. coffee shops)
- Fostering a walkable, active downtown environment like that of other western communities (e.g. Pearl Street in Boulder, Crested Butte, downtown Aspen)



Redevelopment Scenarios

In the final portion of the presentation, members of the project team presented three future development scenarios for the West Vail commercial area and asked for participants' feedback:

Scenario 1: "Quick Wins"



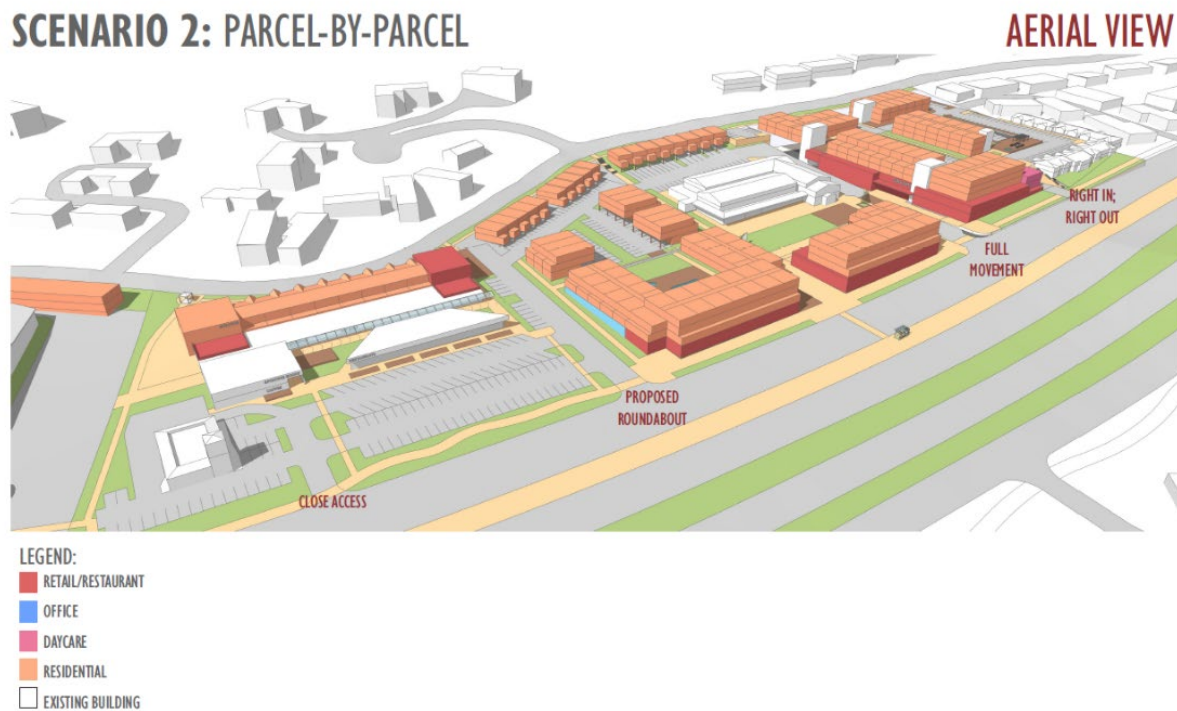
Characteristics:

- Achievable in the short-term (within two years)
- Upgrades to pedestrian access throughout the area, including the parking lots
- Adding new housing (shown in orange) along the southern portion of Chamonix Lane
- Adding transit kiosk along the Frontage Road
- Adding restaurants and other active businesses (shown in red)
- Preserves existing buildings

Public response to this scenario:

- Workshop participants liked the short-term achievability of this scenario

Scenario 2: "Parcel-by-Parcel"



Characteristics:

- Phased redevelopment scenario: the redevelopment of Town-owned parcel catalyzes redevelopment of other parcels
- Mix of existing buildings and new construction
- Adds 356 residential units
- Adds a multi-programmed community plaza in front of Vail Das Schone
- Safeway lot is converted to mixed-use commercial/residential
- Shared parking; buried parking structure beneath City Market
- Major grocer with housing above

Public response to this scenario:

- About half of respondents to the live poll expressed support for this scenario, while the rest responded that they were neutral or did not support the scenario
- Workshop participants liked the scale of this scenario (generally 3-4 stories) and thought an additional story could be added to some of the units along Chamonix Lane

Scenario 3: "Master Developer"



- Characteristics:
 - Complete redevelopment of the area
 - Adds 495 residential units
 - Fast casual/convenient restaurants
 - Major grocer as standalone building
 - Iconic central plaza with park activated for all seasons, an amphitheater/seating area, and resident housing with amenities
 - One level of buried parking underneath the entire central plaza

Public feedback on this scenario:

- There was significant disagreement in opinions on this scenario between the two workshops: one group was 25% supportive or very supportive and 75% neutral or not supportive. The other group was 2/3 very supportive or supportive and 1/3 neutral or not supportive.
- Some participants felt that this scenario was unrealistic and voiced concern that Safeway and other property owners might not feel incentivized to provide housing units
- There was some disagreement on whether the scale and density of this scenario would be suitable for the area

- Some participants expressed support for a more porous edge to the commercial area along the frontage road (i.e. fewer stories and some variation in building setback)
- Participants supported the circulation design and underground parking in this scenario

Potential Names for the Area

Participants offered the following suggestions for names for the redeveloped area:

- West Vail Center – this name was suggested by the most participants (five)
- West Vail Village
- West Vail Mall
- Chamonix Center
- Chamonix Village
- Highline Plaza
- Aiguille du l'ouest
- Arosa Mall
- Gore Creek West
- Bueffer Plaza
- The Village at West Vail
- Vail Valley Center
- Vail Community Commons

Common Themes and Additional Feedback

- In all scenarios, participants noted that increasing residential density was the key to ensuring that the new public spaces would be vibrant. There was consensus that public spaces associated with commercial uses (e.g. outdoor dining) are highly valuable and would be well-utilized
- In all scenarios, participants liked the upgrades to pedestrian pathways and enhanced transit access from Chamonix
- Participants liked the idea of activating Chamonix Lane with housing. They also expressed concern that new housing in this area would generate significant pushback from the Chamonix neighborhood because of potential increases in traffic along Chamonix Lane
- Participants supported a mix of market-rate and deed-restricted housing units. Participants felt that market-rate housing and economic incentives would be necessary to fund these scenarios

- Participants agreed that less desirable units should be deed-restricted (e.g. units along the southern side of Chamonix Lane and units along the Frontage Road).
- There was a mix of support for one large gathering space vs. a collection of smaller spaces. Some participants were curious about the recreational uses that these spaces could support
- Participants disagreed on whether there should be more density along the Frontage Road
- Participants disagreed on whether there should be one large grocer
- There was strong interest in pandemic-friendly designs for the area