



Memorandum

To: Vail Town Council

From: Matt Gennett, Community Development Director

Date: May 5, 2020

Subject: West Vail Master Plan – Project description, key tasks, and general timeframe

I. INTRODUCTION

The intent of the West Vail Master Plan is to envision planning, zoning, and design options as well as transportation infrastructure, housing, and economic development for the West Vail area. The planning process is expected to take between 12 and 18 months, with final plan adoption by Town Council in the spring/summer of 2021.

II. BACKGROUND

The creation and adoption of a master plan for West Vail is a Town Council 2018-2020 Action Plan goal. This plan will be in keeping with the council's intentions around thorough community engagement, sustainable best practices for future development, identification of housing opportunities, and fostering economic development to create vibrancy. This plan will also address the many nonconforming uses and structures in West Vail and provide policies to guide future development decisions in West Vail.

The project area, as shown in the attached map, is approximately 262 acres and is bordered by West Gore Creek Drive to the south, Cortina Lane, and Garmisch Drive to the north, Buffehr Creek Road to the east and Arosa Drive to the west. This project area was determined by Town staff and may be modified based on input from the community during the plan process. The plan will also consider connections from West Vail to local destinations outside of the project area and West Vail's role within the Town.

III. SUMMARY

The West Vail Master Plan process will be guided by a multi-disciplinary Colorado-based consultant team, consisting of [SE Group](#), [Economic and Planning Systems](#), [Studio Seed](#), and [Fehr & Peers](#). Collectively, these firms bring a wealth of experience in community planning and design, public engagement, economic and housing analysis, and transportation planning.

The consultant team has proposed the “20-minute neighborhood” as an organizing structure for this planning effort. The 20-minute neighborhood is a sustainability idea that is taking hold around the world, from Paris to Melbourne to Boulder. A 20-minute neighborhood has all the services that one might need within a short walk, bike ride, or bus trip. This planning process will identify and address the gaps in services, transportation infrastructure, housing types, and recreational opportunities, towards making West Vail a true 20-minute neighborhood.

The public engagement approach for this plan was designed to allow the community’s vision to shape the plan. The public engagement strategies are intended to make participating easy, fun, and convenient and inject a diverse, representative set of ideas into the process. These strategies will also support second homeowners and workforce participation in the planning process. Project information and engagement opportunities will be available at EngageVail.com.

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. Engagement opportunities will include virtual meetings, online surveys, webinars, and virtual open houses. In-person events will be incorporated once permissible, with necessary precautions taken to assure social distancing.

IV. KEY TASKS

- Advisory Committee Formation (meets every 4-6 weeks) – serving as the community liaisons and sounding board
- Targeted Engagement
 - Stakeholder focus groups
 - Meetings with key businesses and property owners
 - Group-specific online surveys (i.e., workforce, second homeowners, year-round residents)
- Public Kickoff Event (format TBD, likely July)
- Issues and Opportunities analysis for housing, economy, transportation and mobility, and land use and design
- Topic Workshops
 - Housing
 - Land Use and Design
 - Transportation and Mobility
- Initial design concepts for key residential and commercial parcels, civic spaces, roadways, or other connectivity opportunities
- Cost estimates
- Draft Plan Party
- Action Plan for Implementation
- Plan approval and adoption process

V. GENERAL TIMEFRAME

1. Phase One: Background Research and Community Visioning (May – July 2020)
Planning team analysis of issues and opportunities for economics, housing, planning, design, and transportation. Visioning public engagement through stakeholder focus groups, a public open house, and online surveys. In-person engagement modified or moved online due to COVID-19.
2. Phase Two: Design Options and Draft Plan Elements (July – November 2020)
Drafting of designs and plan recommendations based on issues and opportunities identified in Phase One. Public workshops to brainstorm ideas for housing, land use and design, and transportation. Draft Plan Party for public to review draft plan and offer feedback.
3. Phase Three: Plan Implementation Steps (December 2020 – January 2021)
Creation of “Action Plan for Implementation” and cost estimates. Continued public review of the draft plan.
4. Phase Four: Plan Approval (February – April 2021)
Meetings with the Town and public to garner support for approval and adoption of the plan.

ACTION REQUESTED BY COUNCIL

Staff asks Council to review the presentation and provide feedback.

Attachment:

Attachment A: Study Area Map

ATTACHMENT A.

STUDY AREA MAP

