



Memorandum

To: Vail Town Council

From: Matt Gennett, Community Development Director

Date: May 4, 2021

Subject: West Vail Master Plan – Presentation to Council

I. INTRODUCTION

The attached presentation provides an overview of the working draft of the West Vail Master Plan. The West Vail Master Plan describes how the neighborhood might transform over the coming years. Conversations with the community and analysis of on the ground conditions turned into a vision for what West Vail could and should be. This plan tells the story of that vision, breaks it down into discrete goals, and offers a set of recommendations and strategies on how to get there. As a practical planning tool, the plan will serve as a guide for the Town of Vail as it considers housing policy and future land use changes as well as upgrades to transportation infrastructure.

The plan's strategies and recommendations are informed by a robust public engagement process conducted over the course of one year (Spring 2020 – Spring 2021). To complement insights gained from this process, this plan draws on economic and demographic data, an analysis of current transportation and traffic data, and a review of the existing land use plan and zoning regulations with consideration of their implications.

To support desired changes in West Vail, the recommendations in this plan are intended to be both inspiring and attainable. For example, the plan's recommendations for redeveloping the commercial area take the financial incentives for property owners to update or redevelop their properties into account. Some of the recommendations in the plan can be achieved in the short-term, while others will require sustained collaboration and effort over time. Importantly, this plan seeks to build upon West Vail's past successes, retaining policies and infrastructure that serve the community.

II. BACKGROUND

The creation and adoption of a master plan for West Vail is a Town Council 2018-2020 Action Plan goal. This master plan is 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. The plan also addresses the many nonconforming uses and structures in West Vail and provides policy options to guide future development decisions in West Vail.

This plan builds on the work of other plans adopted in Vail, including the Vail 2020 Strategic Action Plan (2006), the Vail Town Council Action Plan 2018-20, the Vail Land Use Plan (2009), Vail Housing 2027, the Vail Economic Development Strategic Plan, the Chamonix Master Plan, the Vail Transportation Master Plan, the Vail Civic Area Plan, the Vail Open Lands Plan (2018), and the Environmental Sustainability Strategic Plan. These plans reflect the Town’s goals to foster a year-round community and economy that prioritizes environmental sustainability and contains housing opportunities for residents of varying income levels. The recommendations of the West Vail Master Plan reflect and complement these Town-wide goals.

The study area is approximately 262 acres and 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. The project area was determined by Town staff, the consultant team, and Council. 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.

Study Area



III. SUMMARY

Staff and members of the consultant team, led by Gabby Voeller from SE Group, will provide the presentation to Council during the evening session of the May 4 Vail Town Council meeting.

ACTION REQUESTED BY COUNCIL

Staff asks Council to review the presentation and provide feedback during the meeting.

ATTACHMENTS:

West Vail Master Plan Presentation