





Desired Feedback

Before finishing the Draft Plan, the Project Team is seeking:

- Critical feedback on major ideas & recommendations
- Questions and comments regarding clarity so that we can add any necessary information, context, or explanation to the Draft Plan

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- Outdated commercial area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



Study Area

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





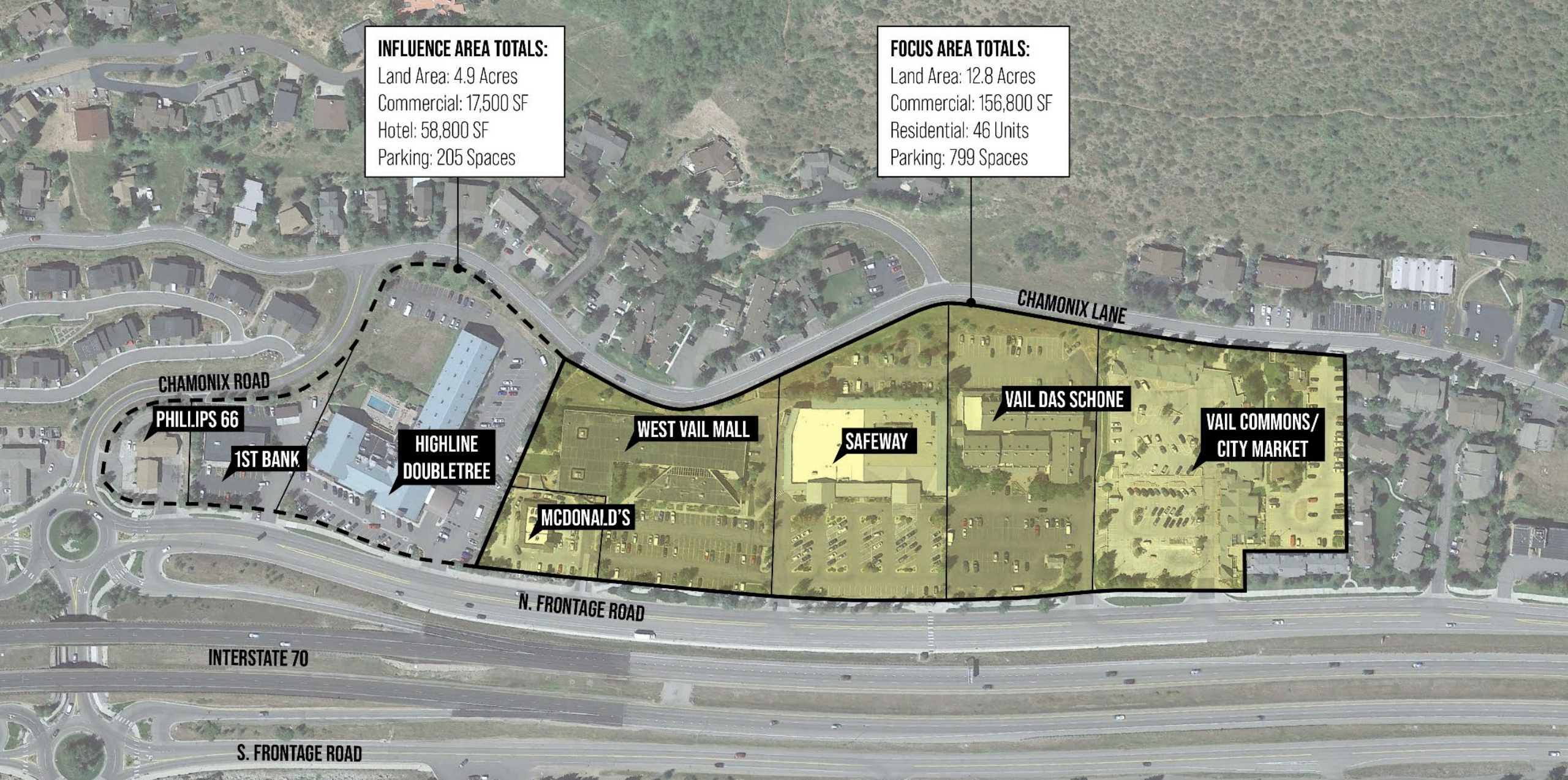
A Vision for West Vail

“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 the familiar, neighborly character of a small mountain town.”

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



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



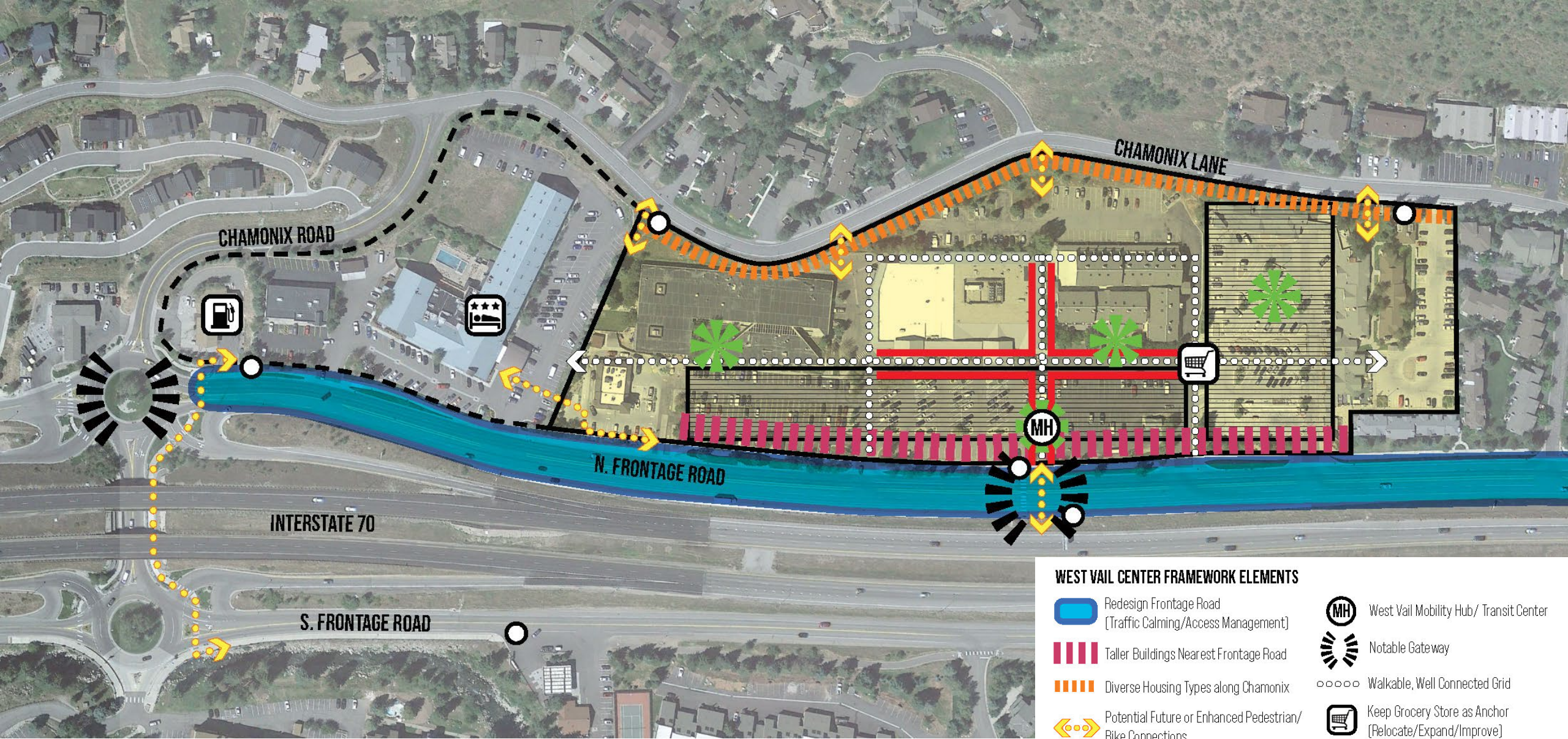
Vision: West Vail Center

“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



HIGHLINE
DOUBLETREE

WEST VAIL MALL

SAFeway

VAIL DAS SCHOENE

VAIL COMMONS/
CITY MARKET

A

C

B

D

KEY ELEMENTS

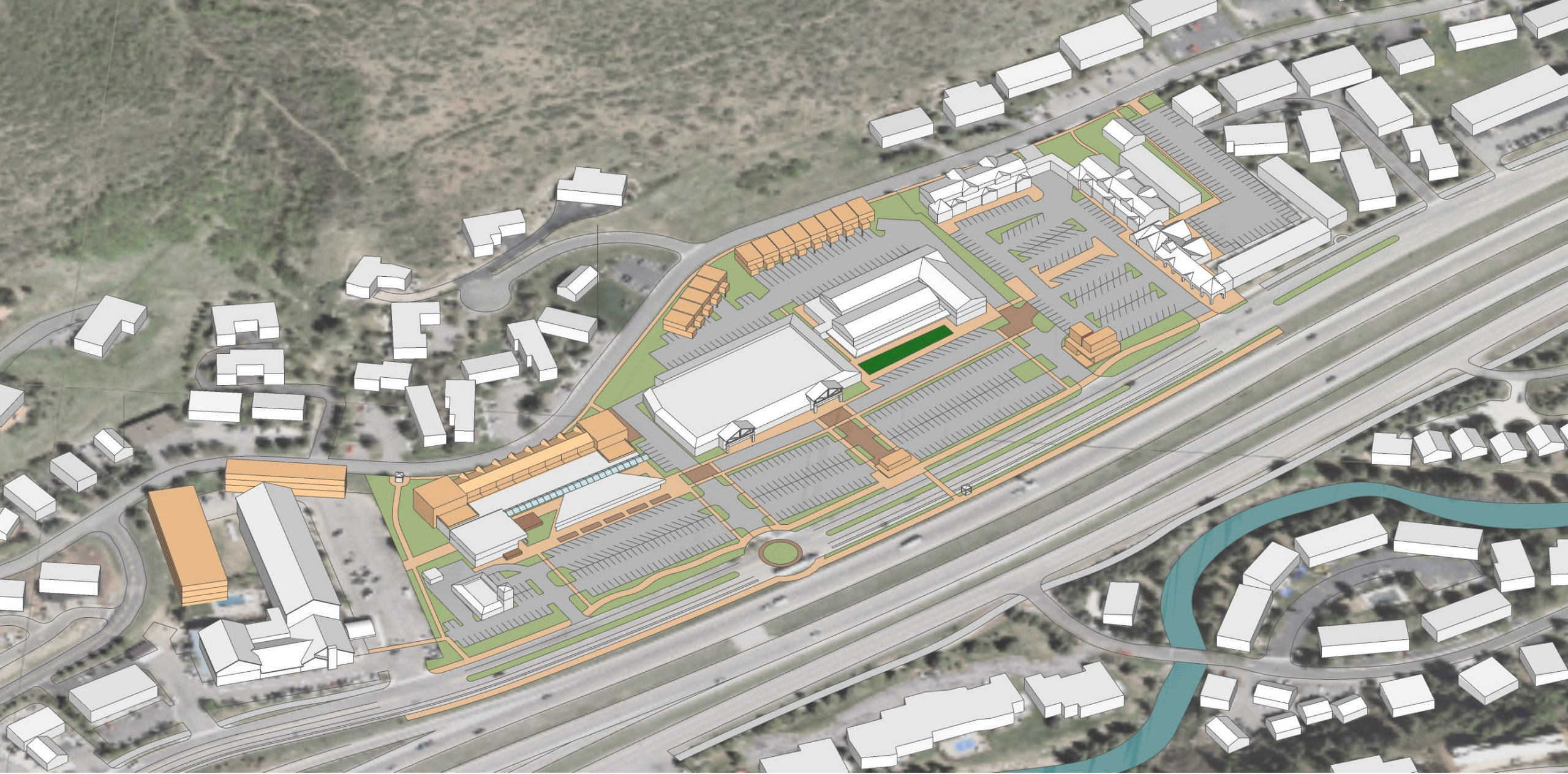
| | |
|---|---|
| A West Vail Mall Courtyard Activation | C Vail Das Schoene Community Green |
| B Transit Center/ Mobility Hub | D Redesigned Parking and Connectivity |

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



KEY ELEMENTS

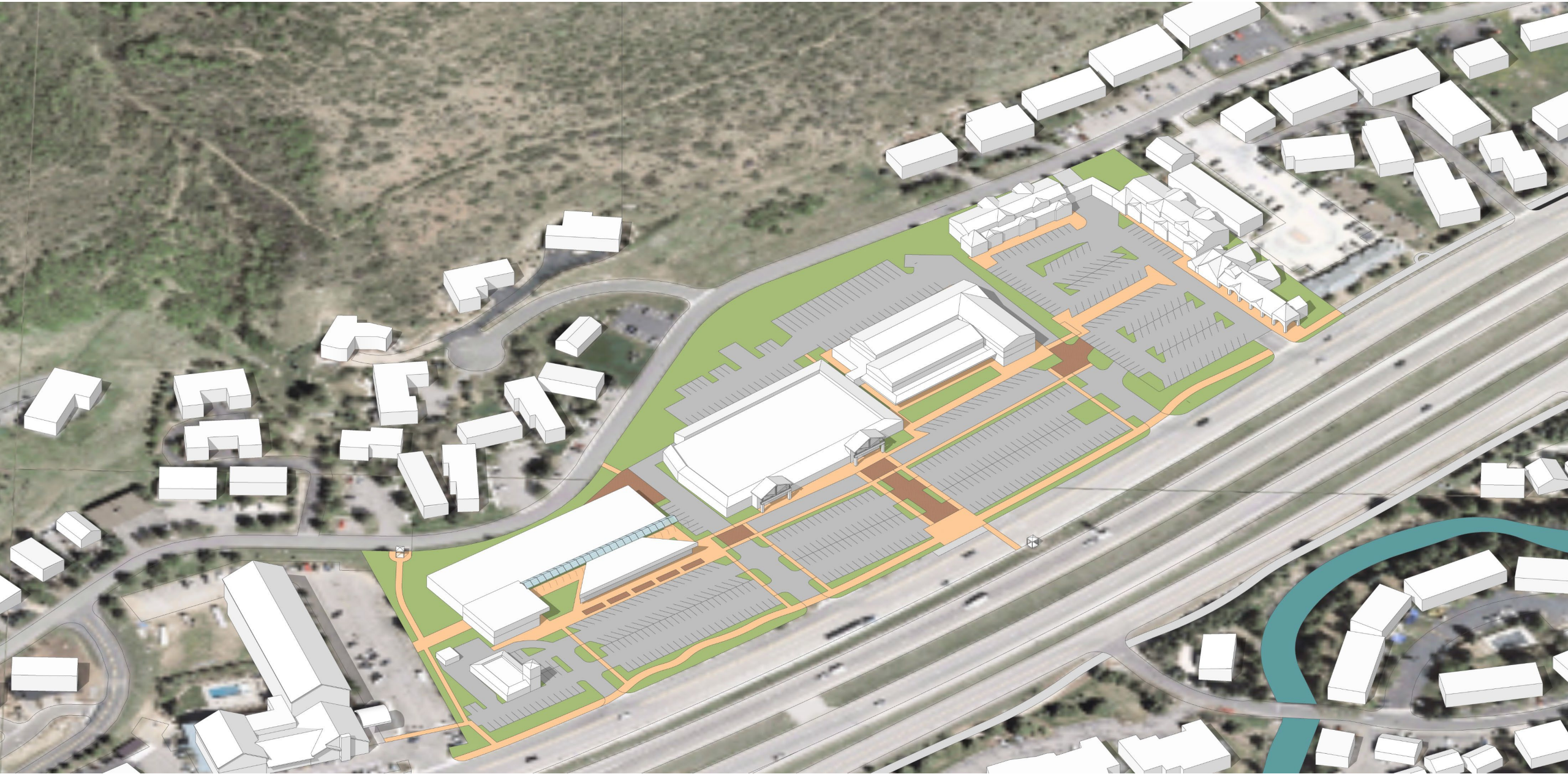
- A** Modest Scale Mixed Use Buildings
- B** Variety of Housing Types
- C** West Vail Plaza
- D** Mixed Use Grocer

SCENARIO 2: PARCEL-BY-PARCEL

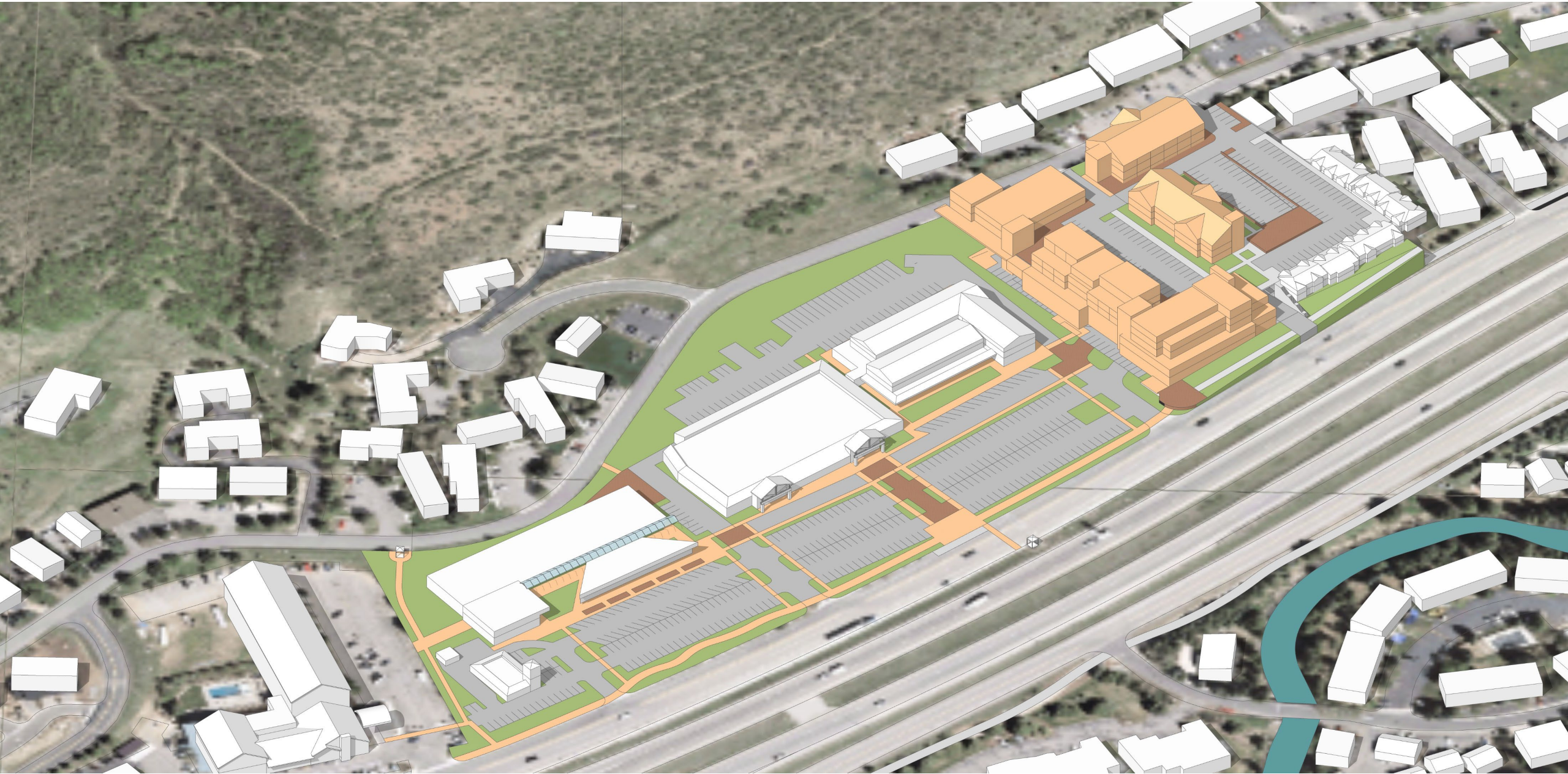
PROGRAM SNAPSHOT:

| | |
|------------------------|----------------------|
| 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 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
- B** Main Street
- C** A Series of Gathering Spaces
- D** Enhanced Connectivity

SCENARIO 3: MAIN STREET

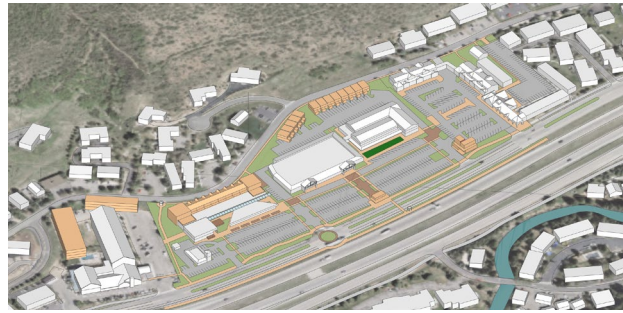
PROGRAM SNAPSHOT:

| | |
|------------------------|----------------------|
| 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



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



| | 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

Implementation

- Lead 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

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 |



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



New Zoning District: West Vail Mixed Use



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

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 the commercial core, 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

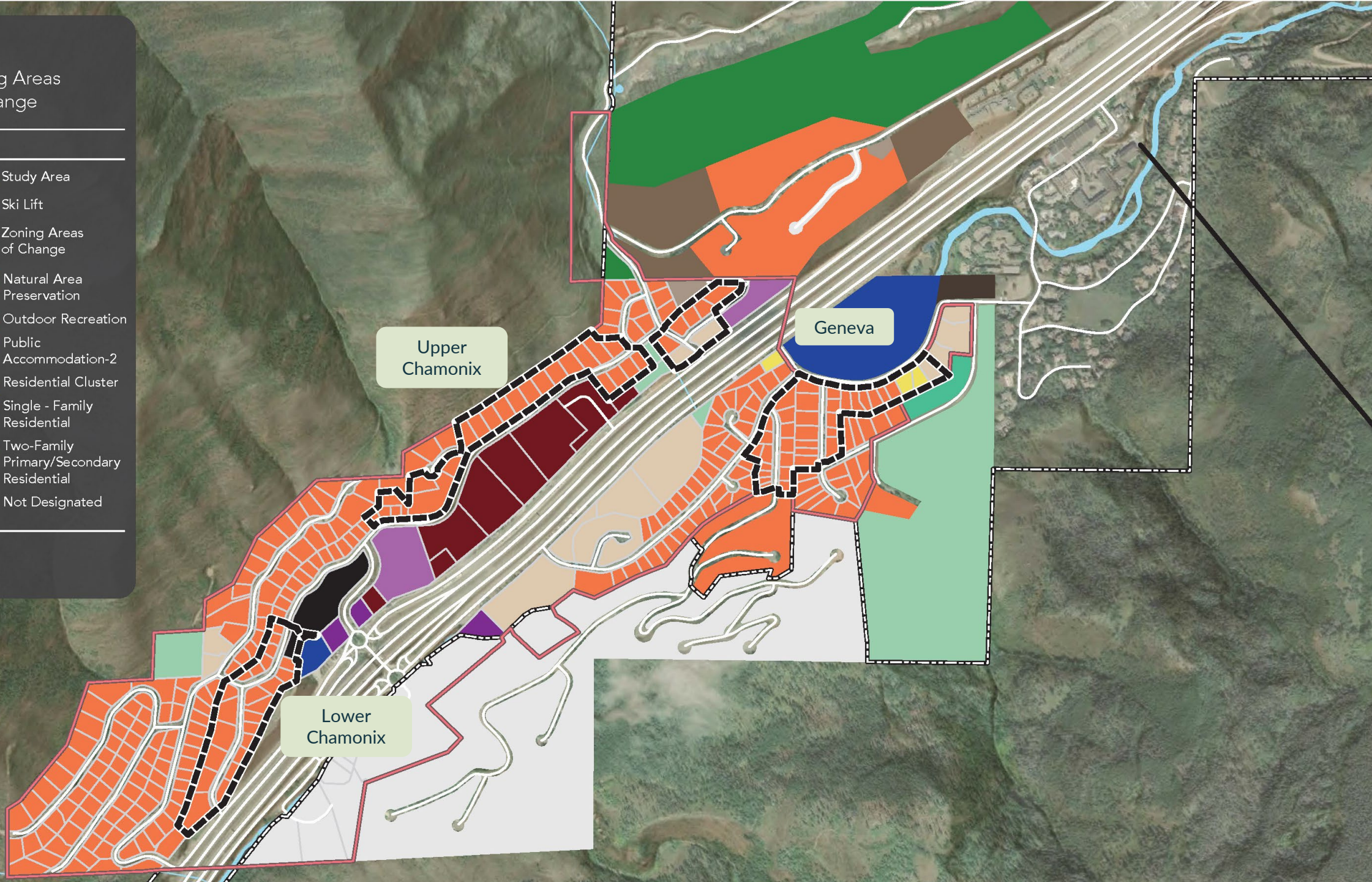
Legend

- Town Boundary
- Road
- Parcels
- Study Area
- Ski Lift
- Zoning Areas of Change

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
- Natural Area Preservation
- Outdoor Recreation
- Public Accommodation-2
- Residential Cluster
- Single - Family Residential
- Two-Family Primary/Secondary Residential
- Not Designated

Prepared by:
SE GROUP



Upper Chamonix

Geneva

Lower Chamonix



Zoning Recommendations

1. 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% of additional units are multi-family (Medium Density Multiple-Family)

2. Rezone Geneva – Low Density Multiple-Family

- 22 units lost if revert to zoning, potential for 18 additional
- New zoning would result in mix of single-family homes, duplexes, triplexes, and fourplexes

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

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

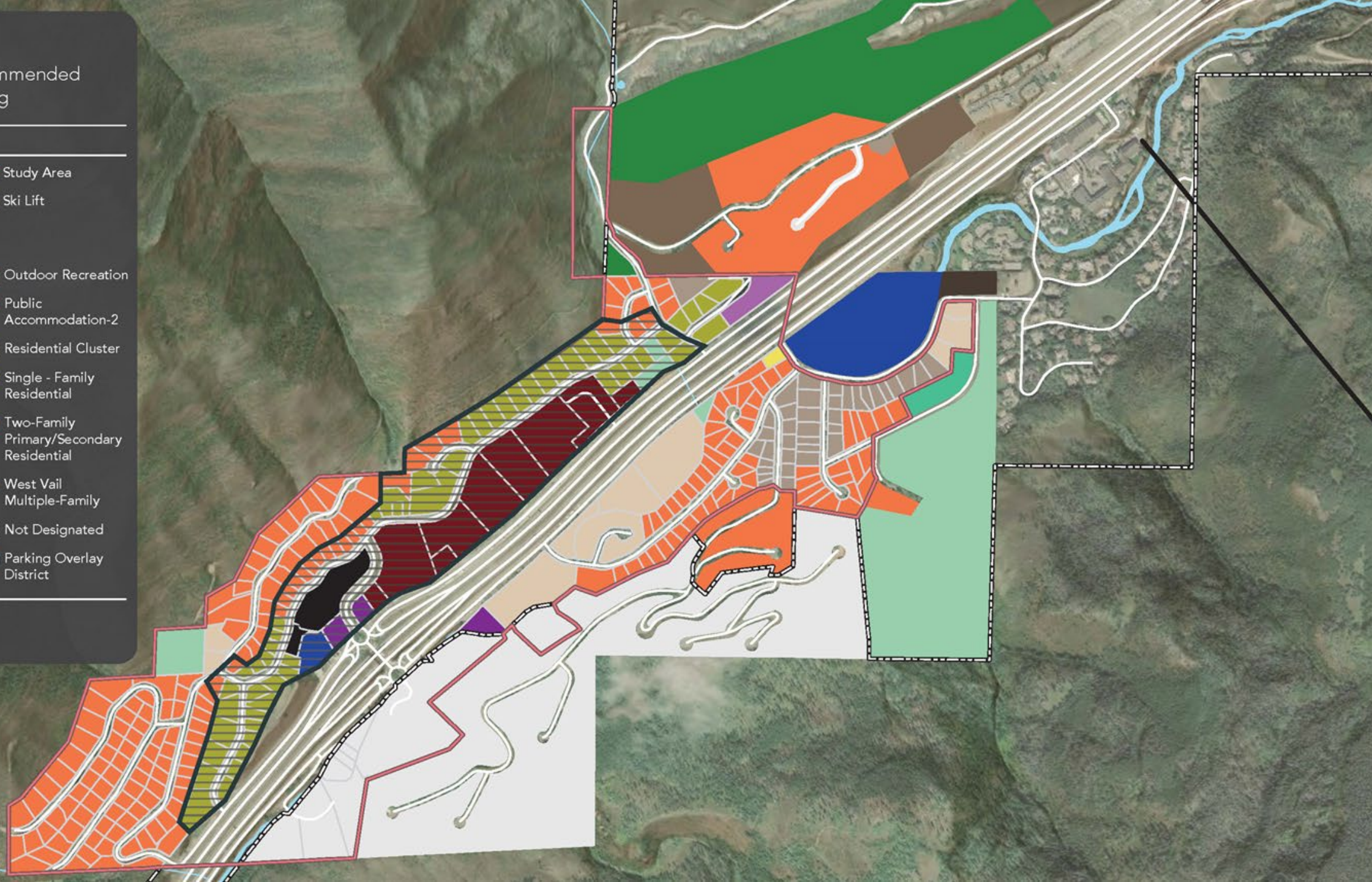


Recommended Zoning

Legend

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

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
- 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
- Fee waivers for development of deed restricted units in West Vail
- Reducing the development review requirements for West Vail



Density Bonus

- Develop a density bonus structure to ensure deed restricted housing is created when additional density is created through zoning
- In West Vail Center, base zoning could be limited to 1-2 stories similar to today
- Increases in density possible through 25 to 50 percent deed restricted requirement (50 to 75 percent market rate)
- Without an affordability/deed restricted mechanisms, market will gravitate to second home condos

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

- Traffic calming
- North Frontage Road road diet
- Access management
- West Vail Center circulation
- Bicycle/pedestrian crossing enhancements
- Transit investment
- Transportation programs
- Technology



Traffic Calming

Lighting

Signage

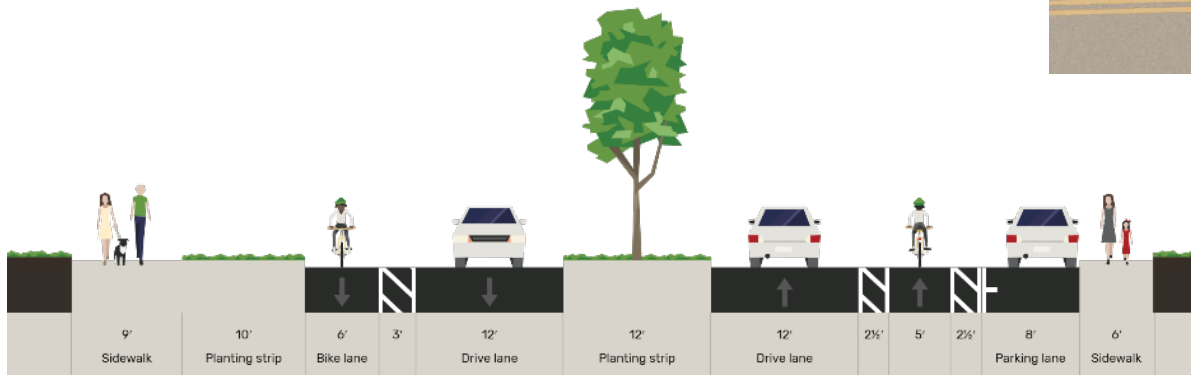
Painted 4' shoulder





West Vail Center Access and Circulation

- North Frontage Road road diet
- Access management
- 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