



TOWN OF
**winter
park**

Imagine Winter Park

2019 TOWN PLAN

EXECUTIVE SUMMARY | JANUARY 2019

CREATING OUR PATH FORWARD

1
Our Character and Our Culture

2
Our Global and Local Connectivity

3
Our World-Class Outdoor Recreation

4
Our Healthy and Thriving Environment

Four Visions

Imagine Winter Park is built around four community visions. The four community visions are statements that describe the desired future of the Town and are based on extensive input from the Winter Park Community.



Principles for Each Vision

The principles further elaborate on the community's desires for the Town over the next 10-15 years and are organized within each of the four community visions.

What is Imagine Winter Park?

Imagine Winter Park is the Town of Winter Park's Master Plan, also known as The Town Plan. This plan establishes a common vision for the Town's future and outlines the process for achieving that vision. It is a tool that will guide the Town in everything from policy development and project funding, to decisions on land use, development, public services, and economic development.



Strategies

The Strategies are the last and most specific component of the plan. They provide action items for achieving the Principles.

EN 3.3 - Work to become a Dark Sky Community

CC 3.1 - Fully integrate workforce housing throughout the Town's built environment

OR 1.5 - Manage trailhead parking to mitigate impacts to the environment and to residents

CO 1.5 - Initiate a comprehensive signage program to provide intuitive wayfinding throughout the Town

EN 1.2 - Maintain healthy stream flows for ecological, recreational, and scenic purposes

CC 4.3 - Ensure accessible transportation options are available to all our residents and visitors.

* Strategies listed here are only a brief sampling. Explore the many strategies chosen to achieve each Principle in Chapters 3-6 of the Town Plan.

Vision Themes

Our Character and Our Culture

One Winter Park: a town with diverse cultures, economic opportunities, and architectural styles that fosters a strong, unified, and forward-thinking community.

Our Global and Local Connectivity

Winter Park is a community linked with majestic physical attributes, connected with state of the art technology, integrated with safe walkable places and diverse transportation linkages, and characterized by seamless connectivity to both the natural and technological environment.

Our World-Class Outdoor Recreation

A recreation-based community anchored by a national ski and mountain bike resort, that provides a wide range of unsurpassed outdoor activities for everyday enthusiasts to live, work, and play.

Our Healthy and Thriving Environment

An outdoor community physically linked to a healthy and thriving natural and human environment.

Principles

[AUTHENTIC]

An authentic, unpretentious town with a strong year-round, family-oriented population anchored within the Town's deep spirit of diversity and inclusion.

[AMENITIES]

A community that encourages growth and development as a tool to increase community amenities and economic opportunities.

[YEAR-ROUND COMMUNITY]

A growing community with a solid base of year-round residents supported by diversified employment both in and out of the tourist industry and a wide range of quality services.

[INCLUSIVE COMMUNITY]

A mountain town with a clear feeling of community that offers economic opportunity and viable housing, high-quality services and employment choices for a diversity of ages, incomes, and household compositions.

[SOCIAL SPACES]

A unique atmosphere and gathering spaces that foster ideas of community, creativity, entrepreneurship, and an environment of fun.

[MOVING PEOPLE]

A community of easy, fast, and efficient mobility options that make transit the first choice of visitors and locals alike.

[REGIONAL CONNECTIONS]

A mountain base camp that makes it possible to get around without the need for a private vehicle.

[PEDESTRIAN SCALE]

A comfortable, safe, and aesthetically pleasing urban environment that is walkable and bikeable in all seasons.

[ADVANCED TECHNOLOGY]

A physically and functionally connected community that transforms Winter Park from a 'destination' to a 'hub' for recreation, commerce, and innovation locally, regionally, nationally, and for the larger global marketplace.

[SMART PARKING]

A town that acknowledges the importance of balancing parking needs with other active modes of transportation and the desire to be a sustainable, livable community.

[MOUNTAIN LIFESTYLE]

An authentic mountain community with a culture defined by and fundamentally linked to its surrounding natural, wild environment.

[EVERYDAY ADVENTURES]

A small-town base camp embedded in a wide and varied collection of multi-sport, recreational opportunities accessible to every outdoor enthusiast.

[ECONOMIC OPPORTUNITIES]

A complete community anchored by a nationally-acclaimed outdoor playground that supports innovative approaches to the outdoor recreation industry.

[A HEALTHY HEADWATERS COMMUNITY]

A conservation-oriented community that recognizes the role water plays in the natural environment and ability to grow in a responsible and sustainable way.

[OUR INCOMPARABLE NATIONAL FOREST]

A Town that embraces its connections to the surrounding forest environment and all the opportunities and challenges that come with it.

[LIVING WITH OUR ENVIRONMENT]

A leader among mountain towns in responsibly interacting with and utilizing its surrounding natural resources.

[SUSTAINABILITY]

A community that operates in ways that are good for people and the planet.

I LOVE WINTER PARK FOR ITS: accessibility • authenticity • beauty • bikeability • bus service • cleanliness • community values • diverse appeal • downtown • engagement • entertainment venues + amenities • family-friendly feel • feels home • festivals/ events • few big boxes/ chains • fraser river • fun • hideaway park • laid back vibe • lifestyle/ culture • local businesses • location • lodging • low key + authentic ski town • mountains • music events • open space • outdoor recreation • outdoors/ wilderness • people • potential • public parks • quiet pace • range of activities • restaurants • safe • sense of community • services • size • skate park • skiing/ ski resort • small town/ local feel • small town with big town amenities • sta summer • town council investment • trail system • trees • uncrowded • valley • variety of activities • views walkable • weather • **IF WINTER PARK WAS KNOWN FOR ONE THING, IT WOULD BE:** adventurous • affordable fun • affordable

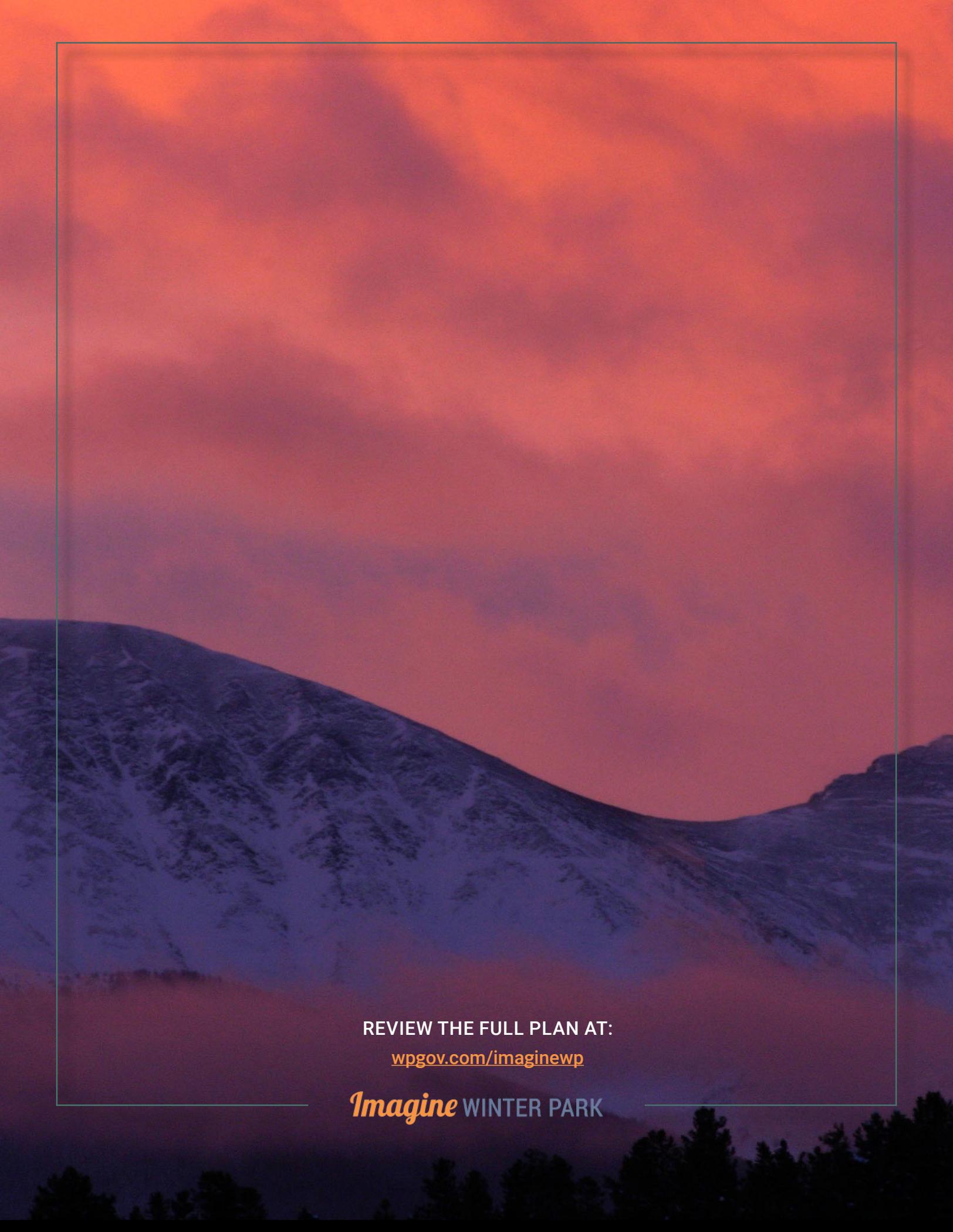
living • affordable mountain housing • affordable ski town • alternative transportation • arts + culture • authenticity • classy resort town • clean • complete + connected • diverse appeal • diverse mountain town • down-home charm • easily access • environmentally friendly • family-friendliness • family-friendly destination • family-friendly recreation • festivals/ events • friendliness • fun • healthy/ active community • high-end • hospitality • intelligence + forethought • laid back vibe • low car footprint • mountain biking • mountain lifestyle • music venue • new stage • outdoor green living • outdoor recreation • premier trail system • premier year-round outdoor recreation • progressive in sustainable living • quality • quality of life • q town • resourceful • responsible development • skateboarding • ski resort • small town of the Rockies • small-town feel + charm • special place to live or visit • sustainable year-round population • trendy • true to its roots • unspoiled beauty • var of activities • vibrancy • walkable • welcoming/ inviting • world-class hiking • world-class mountain retreat • world-class outdoor recreation • world-class ski town • world-class skiing • world-class vacation destination • authentic mountain town

I COULD IMPROVE ONE THING ABOUT WINTER PARK IT WOULD BE: add a grocer • add an indoor skatepark • add an indoor tennis facility • add bike lanes • add more activities/ amenities in town • add more lodging for visitors • add more public parks • add more restaurants/ bars + shops • add more sidewalks • add more sober-fun entertainment • add selfie spots around town • add sports fields • address building placement • address housing crisis • attract an institution for higher education • build gondola connecting the ski resort to downtown • connect south side of town to fraser river trail • connect the town and resort • continue expansion of trails for hiking + biking • continue to be bike-friendly through town • create a center for the arts • create a more pedestrian-friendly town • create a pedestrian-friendly main street • create a walkable downtown • create safe highway crossings • discourage nightly rentals + promote hotel accommodations • eliminate strip parking lots • encourage beautification + reuse of existing structures • encourage removal of rundown buildings along hwy 40 • enhance mountain town feeling • enhance the downtown environment/ experience • enhance transportation system • enhance wayfinding • ensure that new buildings are architecturally-interesting • expand downtown core • expand social services • explore solutions for reducing homelessness • free parking at the resort • • higher wages for service industry employees + laborers host events year-round at the events center • host more early evening events • implement building height restrictions • implement careful thoughtful planning • implement stricter design guidelines • improve/ widen roads • improve cohesiveness within the downtown corridor • improve housing • improve paving on hwy 40 through town • improve pedestrian experience + building facades • improve pedestrian safety • improve placemaking downtown • improve quality of accommodations • improve shopping experience • improve signage • improve the aesthetic appeal of the town • increase advertising for events • increase bus routes • increase collaboration with the resort • increase commuter access • increase density • increase family-friendliness • increase housing availability • increase outreach + inclusiveness • increase variety of services • infill downtown • install bike pumps in the parks • install hammock poles in the parks • install wayfinding for trail businesses • • keep the town affordable • keep the town family-friendly • less is better • leverage the river • limit pot shops • lower taxes • market the biking/ hiking trails • minimize light pollution • mitigate traffic • more affordable housing • more affordable longterm rental options for locals • more housing options • more of the same • more public parking • more single-family starter homes • more transparency in town processes • more workforce housing • preserve the natural landscape • preserve views • prohibit nightly rentals • reduce reliance on the automobile • reduce speed limit

What We Heard

The Town Plan was created with the community, through workshops, public meetings, and community events. This means that the residents, visitors, property owners, and businesses of Winter Park are the true creators of the plan. Input from the community helped to create everything from the vision themes and principles, all the way to the strategies themselves. A small sample of what we heard in these workshops, surveys, and community events can be seen listed above. Overall planning process was broken into four phases. Please find links below to summaries of the four phases which detail more specifically the community input and how it shaped the plan.

[May-August 2017](#) | [August - November 2017](#) | [December 2017 - April 2018](#) | [April - October 2018](#)



REVIEW THE FULL PLAN AT:

wpgov.com/imaginewp

Imagine WINTER PARK