



CHAPTER THREE

# OUR CHARACTER AND OUR CULTURE





### *Importance of this Element*

Winter Park is a unique and eclectic mountain community, with majestic views of the Continental Divide and unparalleled access to the Fraser River and the Rocky Mountains. This element provides the Town with the potential for blending an array of housing typologies with a vibrant and walkable Downtown.

This element highlights opportunities to grow and mature through the creation of an inclusive community while setting the standard for the delivery of attainable workforce housing. Retaining the Town's eclectic character is important to the Town's sense of place and quality of life, distinguishing it from other mountain and resort communities.

# Our Character and Our Culture FRAMEWORK MAP



## LEGEND

- TOWN BOUNDARY
- USFS PROTECTED LANDS
- EXISTING COMMUNITY SERVICES
- VASQUEZ NODE OPPORTUNITY AREA
- EXISTING ATTAINABLE HOUSING SITE
- RIVER/ CREEKS
- EXISTING PARKS/ OPEN SPACE
- PROPOSED COMMUNITY/ HEALTH SERVICES
- PROPOSED HIGHER DENSITY AREA
- PROPOSED ATTAINABLE HOUSING SITE
- - - EXISTING TRAILS

# Winter Park Resort Base & Old Town CHARACTER & CULTURE FRAMEWORK MAP



## LEGEND

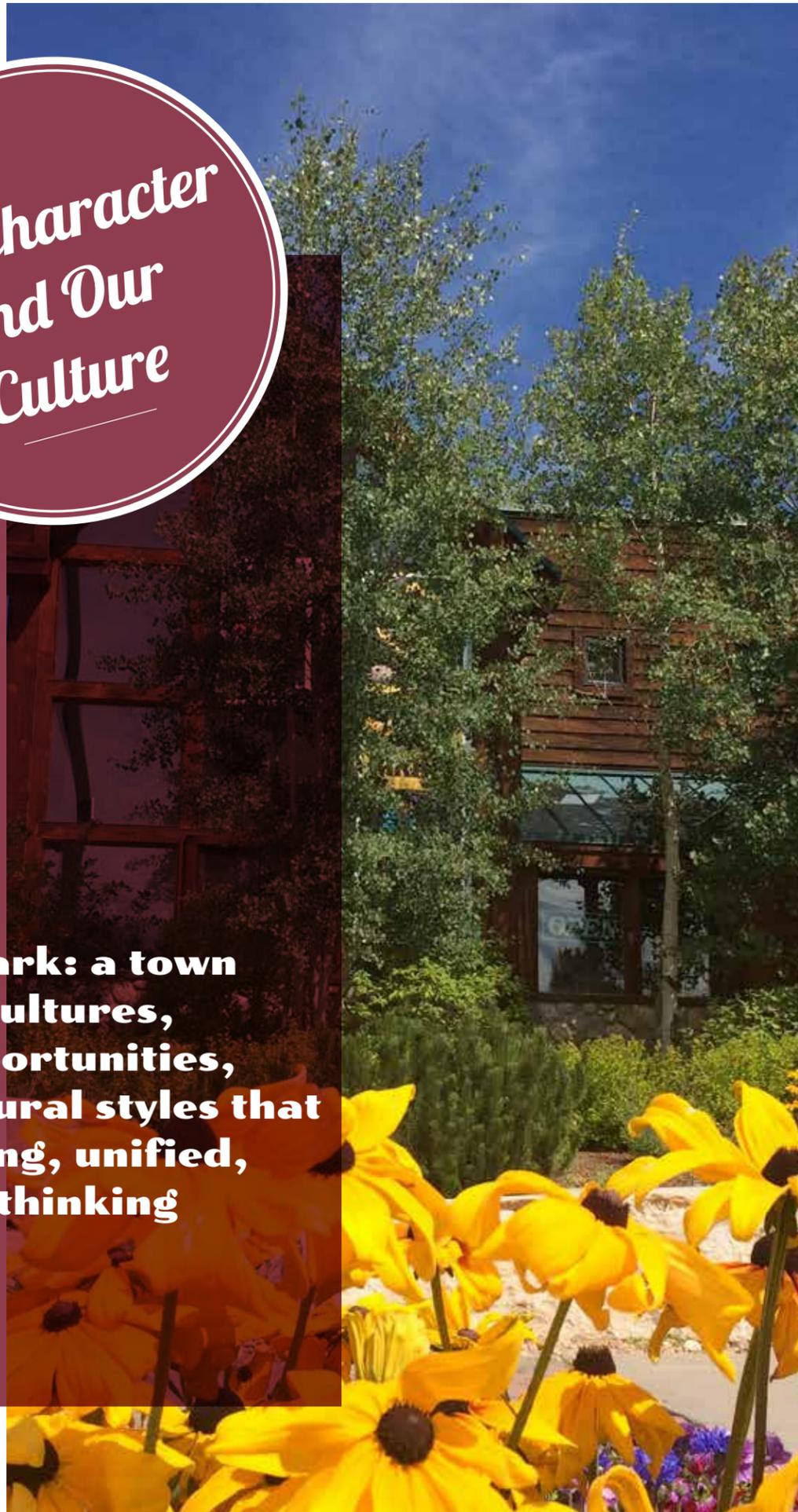
- TOWN BOUNDARY
- RIVER/ CREEKS
- USFS PROTECTED LANDS
- EXISTING TRAILS
- EXISTING TRAILHEADS
- ▲
 PROPOSED TRAILHEADS
- PROPOSED HOUSING SITE



*Our Character  
and Our  
Culture*

# VISION

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



# 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.

# 1.

## [AUTHENTIC]

AN AUTHENTIC, UNPRETENTIOUS TOWN WITH A STRONG YEAR-ROUND, FAMILY-ORIENTED POPULATION ANCHORED WITHIN THE TOWN'S DEEP SPIRIT OF DIVERSITY AND INCLUSION.

Whether it be Mountain Bike Capital USA, Colorado's Top Adventure Town, the last affordable ski resort community, or the most family-friendly destination, Winter Park has earned many titles showcasing it as a diverse year-round community. This diversity is a key element of the Town's unique character.

The many social, economic, and cultural activities available enhance our sense of community while attracting an eclectic mix of individuals.

The people of Winter Park are the backbone of our authentic community. Everyone from the ski bum to the retired CEO, from the grandmother to the Paralympian at the National Sports Center for the Disabled, can feel at home here. Whether it be attending one of our summer festivals, fishing in the Fraser River, or relaxing at a local watering hole, Winter Park has something for everyone.

## Strategies

**CC STRATEGY 1.1:** Maintain a healthy balance of commercial development that can provide a multitude of services both for local residents and for guests.

**CC STRATEGY 1.2:** Continue to provide and support the cultural arts through music festivals, concert series, and gathering spaces fostering a creative and fun environment to live in and visit.

**CC STRATEGY 1.3:** Ensure that the built environment continues to be seamlessly integrated with mountain and recreational amenities (e.g. connections to trails, integration with the Fraser River, bikeable paths, etc.).

**CC STRATEGY 1.4:** Define and enhance the community gateways, at both north and south, that speak to the experience and values of the Town.

**CC STRATEGY 1.5:** Strengthen the sense of connection between Downtown and The Resort.

**CC STRATEGY 1.6:** Educate visitors and residents about the history of the Town and larger region.

**CC STRATEGY 1.7:** Ensure the eclectic identity of the Town is reflected in local policies and codes such as the Design Guidelines, Town Sign Code, and Commercial Enhancement Grant specifications.



# 2.

## [AMENITIES]

A COMMUNITY THAT ENCOURAGES GROWTH AND DEVELOPMENT AS A TOOL TO INCREASE COMMUNITY AMENITIES AND ECONOMIC OPPORTUNITIES.

A considerable amount of work has already gone into leveraging growth to provide a higher level of service to both full time residents and visitors. Utilizing development to help guide and grow the Town allows for a wider diversity and higher quality of amenities.

As the Town continues to grow, it is important that our level of services and amenities grow with it. A strong, vibrant, Main Street shopping and dining experience is crucial to the viability of the Town.

## Strategies

**CC STRATEGY 2.1:** Incorporate public places into future development.

**CC STRATEGY 2.2:** Continue to create an authentic Main Street as a collection of outdoor gathering spaces and unique shops that celebrate the Town's eclectic character.

**CC STRATEGY 2.3:** Study, design, and implement a new street layout to help create an accessible, welcoming, and safe Main Street.

**CC STRATEGY 3.1:** Work with developers to provide recreational and cultural amenities that benefit both residents and guests alike.

**CC STRATEGY 2.4:** Continue to provide support services to small existing and new local businesses as they adapt to growth and change.

**CC STRATEGY 2.5:** Encourage "formula" businesses to fit into the Town by requiring modification of design, signage, and site development to be unique to Winter Park.

**CC STRATEGY 2.6:** Discourage drive-throughs, big box retail, and other land uses that do not support the Town's character.

**CC STRATEGY 2.7:** Support quality design and encourage unique and high-quality building construction and energy-efficiency.

**CC STRATEGY 2.8:** Build on Winter Park's designations as "Mountain Bike Capital USA" and Colorado's "Top Adventure Town" as a way to attract growth that supports our recreational heritage.



# 3.

## [YEAR-ROUND COMMUNITY]

A GROWING COMMUNITY WITH A SOLID BASE OF YEAR-ROUND RESIDENTS THAT IS SUPPORTED BY DIVERSIFIED EMPLOYMENT BOTH IN AND OUT OF THE TOURIST INDUSTRY AND A WIDE RANGE OF QUALITY SERVICES.

Economic growth and an availability of diverse housing stock are critical to accommodate the needs of current businesses and support a local workforce. A broader diversity of businesses also creates a more resilient economy helping to limit shoulder seasons.

Availability of suitable housing is essential to maintaining excellence in the service sector. A broad array of housing options can also attract a variety of age groups—such

as those just starting out, those wishing to make a lifestyle move, and baby boomers starting a second career. The Town's Strategic Plan for its Attainable Housing Program is providing guidance to the town on steps to alleviate housing issues.

Pursuing new economic opportunities in a diversity of sectors is an important way to ensure the expansion of a year-round economy.

## Strategies

**CC STRATEGY 3.1:** Fully integrate workforce housing throughout the Town's built environment.

**CC STRATEGY 3.2:** Ensure that all new commercial and residential development mitigate their impacts on workforce housing.

**CC STRATEGY 3.3:** Encourage a mix of housing for the local workforce within commercial developments.

**CC STRATEGY 3.4:** Support stable employment opportunities by strengthening existing business and further expanding new business opportunities in areas such as the environmental, home-based, and healthcare fields.

**CC STRATEGY 3.5:** Invest in the local workforce by providing training, resources, incentives, and locations (e.g. shared workspaces) that provide incubator space for young professionals and services for experienced workers.

**CC STRATEGY 3.6:** Work with partners such as the school district and library district to offer innovative training programs and services.

**CC STRATEGY 3.7:** Investigate opportunities for higher education such as Colorado Mountain College or trade schools to increase access to educational opportunities.

**CC STRATEGY 3.8:** Encourage new hotels to be constructed in the downtown core to increase diversity of accommodation, enhance vibrancy, and support retail and commercial uses.



# 4.

## [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.

Winter Park has always appealed to a diverse community of people, and actively works to be an inclusive place for everyone. This commitment to diversity and inclusion is evident in Town policies and in important institutions of the community itself such as the National Sports Center for the Disabled and Adam's Camp.

We strive to engage a wide range of community members across generations, ethnic groups, and income ranges. Especially important is reaching out to groups that might not always have had a voice in community governance. Through robust engagement, we aim to grow emerging leaders, especially from within populations that may not have participated previously.

## Strategies

**CC STRATEGY 4.1:** Include a mix of housing to support a variety of household compositions and income levels.

**CC STRATEGY 4.2:** Attract young families through quality of life amenities, convenient healthcare, broadband, and a vibrant downtown.

**CC STRATEGY 4.3:** Ensure accessible transportation options are available to all our residents and visitors.

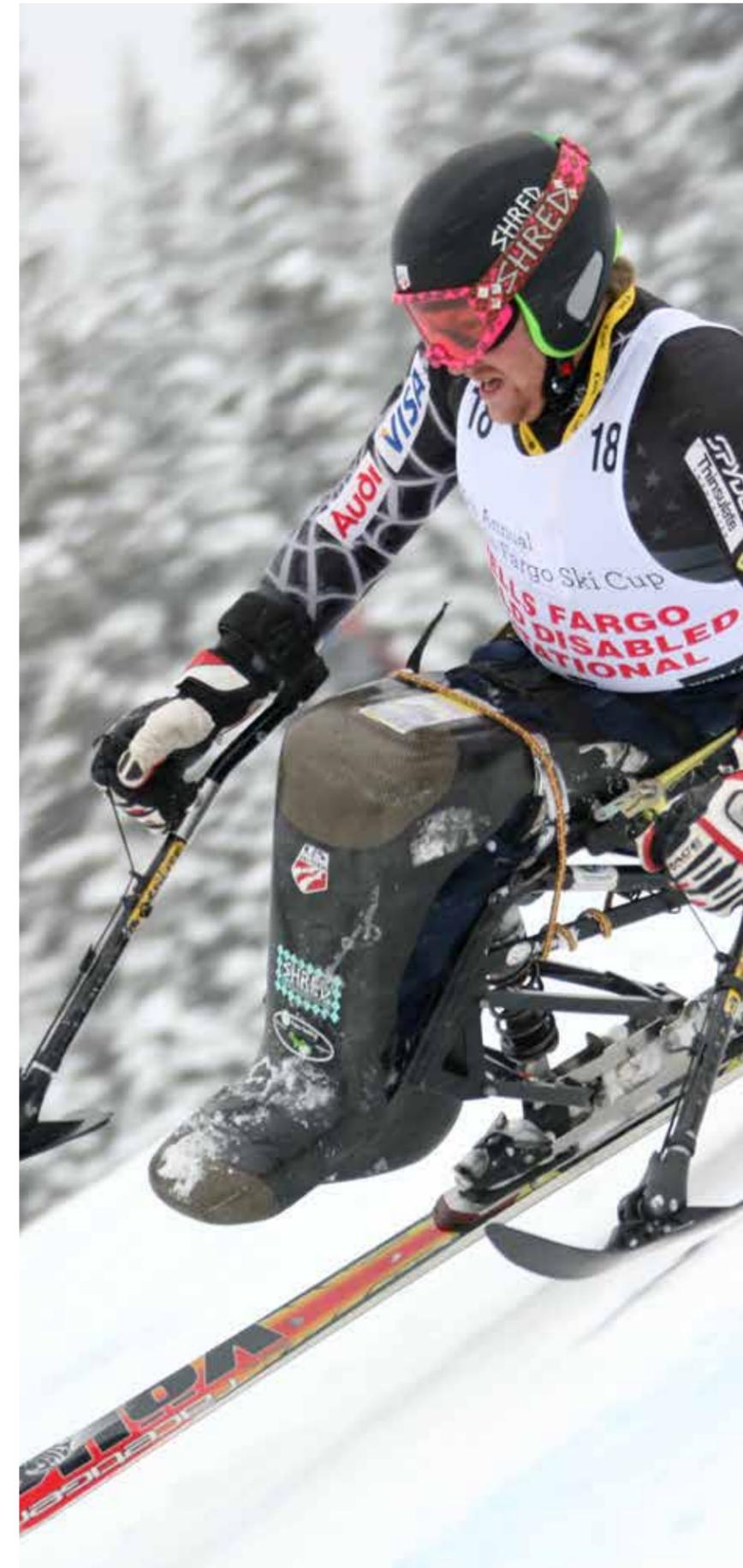
**CC STRATEGY 4.4:** Create an innovative, community-based housing delivery plan to ensure accommodation of a diverse population.

**CC STRATEGY 4.5:** Investigate opportunities and coordinate projects with other local communities and Grand County on affordable/attainable housing.

**CC STRATEGY 4.6:** Seek diverse participation in Town processes.

**CC STRATEGY 4.7:** Promote leadership development and encourage diversity in Town processes.

**CC STRATEGY 4.8:** Plan for equitable access to healthcare providers, schools, public safety facilities, and arts and cultural facilities.



# 5.

## [SOCIAL SPACES]

A UNIQUE ATMOSPHERE AND GATHERING SPACES BASED ON SOCIAL RELATIONSHIPS THAT FOSTER IDEAS OF COMMUNITY, CREATIVITY, ENTREPRENEURSHIP, AND FUN.

In addition to its unparalleled outdoor resources, the Town also has a variety of public and private gathering spaces. These spaces allow for frequent community gatherings, concerts, and special events that bring people together. As Winter Park grows and evolves, the number and variety of these places where people meet, greet, and interact outside of home or work environments will also need to expand.

To solidify its identity as a four-season community, the Town needs both indoor and outdoor gathering spaces. The Town's outdoor recreation focus suggests the potential for a more purpose-driven social space. In a community where many residents live in compact spaces, whether by choice or by

economic necessity, the provision of new types of community spaces could provide both a needed amenity as well as a social space. Examples of this new type of community space could be places like fix-it cafes, homebrew clubs, or community kitchen facilities.

Town support of additional small-scale community initiatives can also promote the authenticity and 'real people' vibe valued in Winter Park. Little Free Libraries, for example, have emerged as a way for communities to blur the lines of public and private space, share resources, and provide an outlet for small-scale artistic expression. These types of projects can create an environment that builds a solid foundation for community.

## Strategies

**CC STRATEGY 5.1:** Allow for publicly-accessible parks, plazas, and open spaces in both design and policy, meeting the goal of being an inviting community.

**CC STRATEGY 5.2:** Include neighborhood-scale parks and open spaces within developments that are fully accessible to the public.

**CC STRATEGY 5.3:** Enhance existing parks with recreational opportunities that promote gathering and conversation (e.g. bocce, horseshoes, dog parks, or adventure play areas).

**CC STRATEGY 5.4:** Investigate opportunities for the creation of indoor and outdoor social spaces (e.g. fix-it cafes, homebrew clubs, or community kitchen facilities).

**CC STRATEGY 5.5:** Promote the creation of small-scale, low cost neighborhood resources that foster community (e.g. Little Free Libraries).

**CC STRATEGY 5.6:** Continue to support community gatherings and events that bring people together.

