

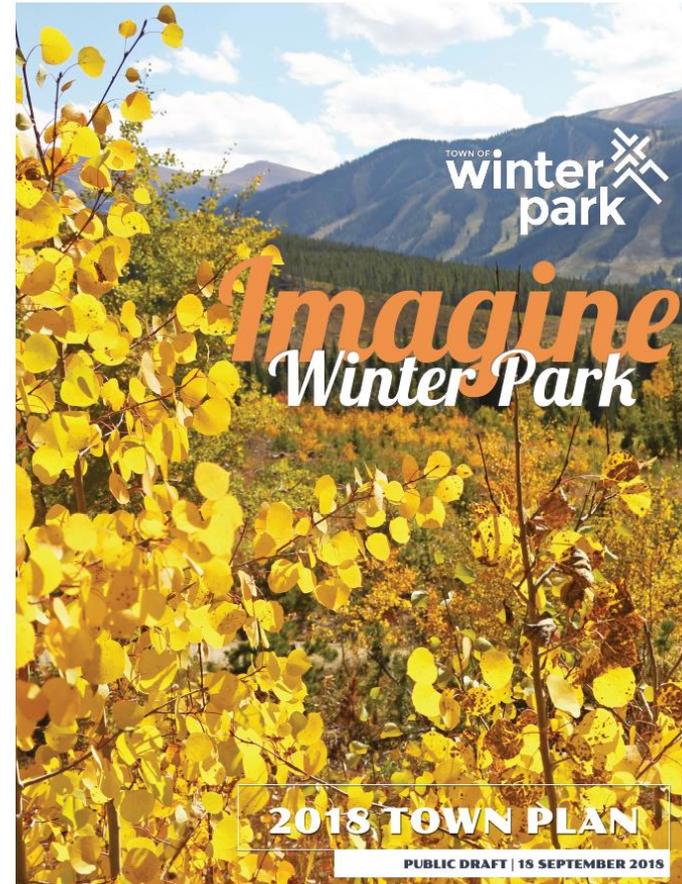
# Winter Park Town Plan

Draft Plan Presentation  
25 September 2018



# Agenda

- Plan Overview
- Process
- Key Highlights
- Next Steps



# What is Imagine Winter Park?

- The Town Plan Update, last updated in 2006
- Long-term, visionary
- Shapes decisions on growth and redevelopment
- Policy document
- Guides code updates

# Plan Purpose

## **PLAN PURPOSE**

The purpose of the Town Plan is to provide a guiding policy that aids in making decisions on land use, development and redevelopment, public services and facilities, and economic development. It is intended to be both visionary and practical. The Plan will be reviewed annually and updated periodically to continue to reflect the vision and priorities of the community. Implementation of the Town Plan will require further action from staff, Planning Commission, City Council, and partners, as necessary and appropriate.

# Overall Process

## TASK 1: FOUNDATION

- Project Branding
- Stakeholder Interviews
- Community Event/Online Survey: Issues + Opportunities
- Plan Audit + Code Analysis
- Existing Conditions

MAY 2017 - AUGUST 2017

## TASK 3: FRAMEWORK + IMPLEMENTATION

- Community Event/Online Survey: Community Choices
- Plan Framework Document
- Policies + Implementation

NOVEMBER 2017 - MARCH 2018

## TASK 2: VISION + OPPORTUNITIES

- Community Event/Online Survey: The Vision for Winter Park
- Vision Document
- Opportunities Analysis

AUGUST 2017 - OCTOBER 2017

## TASK 4: PLAN DEVELOPMENT AND APPROVAL WE ARE HERE

- Draft Plan Development
- Community Event/Online Survey: Draft Plan Review
- Final Plan Development
- Formal Adoption

APRIL 2018 - OCTOBER 2018

# Plan Outline



1

OUR  
PLAN



2

OUR  
TOWN  
TODAY



3

OUR  
CHARACTER  
AND  
OUR CULTURE



4

OUR  
GLOBAL  
AND  
LOCAL  
CONNECTIVITY



5

OUR  
WORLD-CLASS  
OUTDOOR  
RECREATION



6

OUR HEALTHY  
AND THRIVING  
ENVIRONMENT



7

OUR  
PATH  
FORWARD

# How Does it Work?

Vision Statements  
Framework Map  
Principles  
Strategies



CHAPTER THREE

# OUR CHARACTER AND OUR CULTURE

Photo Courtesy of John Grane



*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.

## [AUTHENTIC]

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

- Improve services for locals and guests
- Foster cultural arts and creative environment
- Built environment integrated with mountain amenities
- Improve community gateways
- Increase historical and regional education
- Ensure eclectic nature is integrated into guidelines and code

## [AMENITIES]

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

- Build public places
- Create a authentic, accessible, welcoming Main Street
- Require developer provided amenities
- Support small and local businesses
- Encourage “Formula” businesses to fit into the town
- Require high-quality, energy-efficient construction
- Increase recreational heritage and tourism

## [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.

- Expand workforce housing
- Encourage mix of housing and commercial development
- Grow in environmental, home-based and healthcare fields
- Support local workforce - training to incubator space
- Investigate higher education
- Encourage downtown accommodations

## [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.

- Encourage a variety of housing types
- Attract young families
- Provide equitable, accessible transportation
- Increase county coordination for affordable/attainable housing
- Improve participatory town processes

## [SOCIAL SPACES]

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

- Require parks, plazas and open spaces throughout all developments
- Develop Indoor/outdoor social spaces
- Maintain community gatherings and events



CHAPTER FOUR

## OUR GLOBAL AND LOCAL CONNECTIVITY



*Our Global  
and Local  
Connectivity*

## VISION

**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.**



## PRINCIPLES

### **[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.

## [MOVING PEOPLE]

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

- Build a centralized transit center at Vasquez Road
- Create a consolidate transit at Resort Transit Center for local and regional connections
- Improve wayfinding
- Plan for new trends

## [REGIONAL CONNECTIONS]

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

- Connect Fraser Station to local and regional transportation
- Expand Winter Park Express service with Amtrak coordination
- Expand Bustang with CDOT coordination
- Broaden connections to Fraser River Valley and RMNP destinations
- Develop dropoff zones for microtransit

## [PEDESTRIAN SCALE]

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

- Develop Vasquez Road node with mixed use development
- Improve human-scale Main Street (continuous, street trees, patios, parklets)
- Reduce curb cuts, parking, and physical conflicts along Main Street
- Enhance and expand pedestrian crossings
- Build roundabouts at north and south end of town
- Improve bicycle connectivity in-town and connecting to Fraser River Trail
- Improve pedestrian connections in and around the Resort
- Roadway changes: narrowed lands, bike lane, consolidated driveways, median refuges



## [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.

- Improve technology infrastructure
- Support entrepreneurs and innovators
- Support small business start-ups
- Investigate Town-wide Wi-Fi
- Locate electric vehicle charging stations

## [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.

- Develop district parking with structures
- Complete a formal parking study
- Review and implement code changes for parking strategies (shared, flexible, maximum requirements)
- Investigate paid parking on Main Street
- Develop wayfinding for underutilized parking facilities



CHAPTER FIVE

# OUR WORLD-CLASS OUTDOOR RECREATION



Our World-  
Class Outdoor  
Recreation

## VISION

**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.**

# PRINCIPLES

## **[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.

## [MOUNTAIN LIFESTYLE]

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

- Improve recreation paths through town, trailhead and forest access points
- Design roads with pedestrians/bikers in mind
- Require public access on private roads
- Implement public art in the downtown core related to natural setting

## [EVERYDAY ADVENTURES]

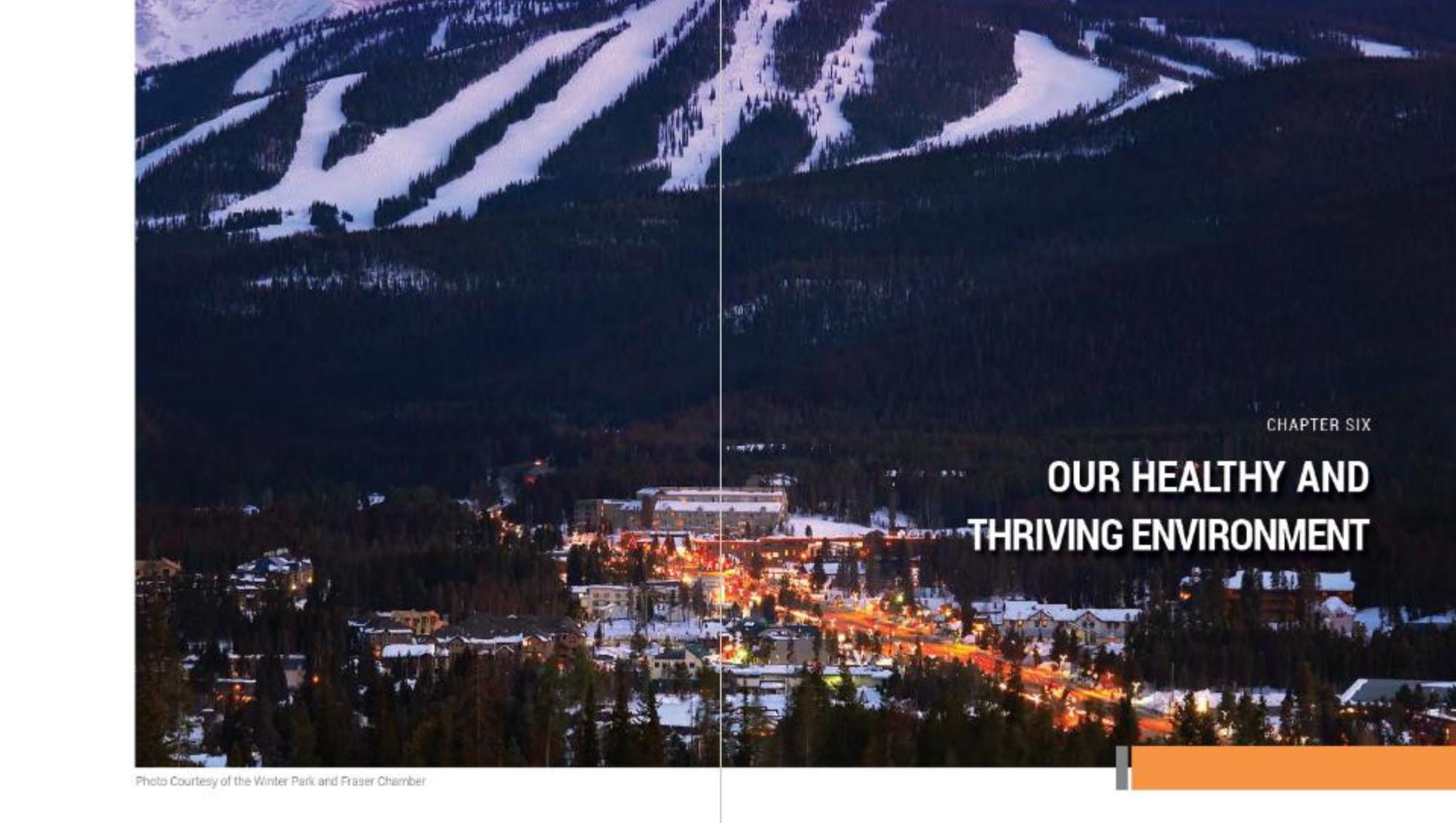
A small-town base camp embedded in a wide and varied collection of multi-sport, recreational opportunities accessible to every outdoor enthusiast.

- Develop access to short, daily activities
- Maintain winter connectivity and access
- Create a centrally located outdoor activity info center
- Develop consistent signage to trailheads and access points
- Investigate opportunities for non-typical and underserved audiences
- Increase and encourage public, private, and non-profit coordination

## [ECONOMIC OPPORTUNITIES]

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

- Market seasonal range of opportunities
- Attract new outdoor recreation businesses
- Develop outdoor recreation events
- Investigate backcountry and regional connections (Rollins/Corona Pass)
- Develop regional solutions

An aerial night photograph of a mountain town, likely Winter Park, Colorado. The town is illuminated with warm yellow and orange lights, contrasting with the dark blue and black tones of the surrounding forested mountains. Snow is visible on the mountain slopes and rooftops. The image is split vertically down the middle.

CHAPTER SIX

# OUR HEALTHY AND THRIVING ENVIRONMENT

Photo Courtesy of the Winter Park and Fraser Chamber



*Our Healthy  
and Thriving  
Environment*

## VISION

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

# PRINCIPLES

## **[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.

## [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.

- Enhance physical and visual access to waterways
- Maintain healthy streamflows for ecological, recreational and scenic purposes
- Develop water conservation policies
- Balance river corridor economic amenity with preserving riparian habitat
- Enhance waterways for ecological function and public safety
- Maintain Colorado River Cooperative Agreement

## [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.

- Increase forest biodiversity and control invasive species
- Design trails to minimize impacts
- Protect wildlife habitat and movement corridors
- Increase education and understanding of public lands
- Improve wildlife mitigation and prevention
- Protect viewsheds

## [LIVING WITH OUR ENVIRONMENT]

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

- Cluster development
- Formalize camping along Vasquez Road
- Become Dark Sky community
- Develop disaster planning and mitigation
- Don't be trashy (animal-proof trash receptacles)
- Reduce waste flow into landfills
- Minimize wildlife conflicts
- Design guidelines for natural environment

## [SUSTAINABILITY]

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

- Develop recyclables, organics, and hazardous waste disposal
- Continue Compact of Colorado Communities participation
- Develop climate action initiatives
- Increase energy-efficiency, renewable energy, and carbon-neutral energy use and construction practices
- Provide access to healthcare and healthy food
- Promote and incentivize green building practices
- Create Comprehensive Sustainability Plan



CHAPTER SEVEN

# OUR PATH FORWARD

Photo Courtesy of the Winter Park and Fraser Chamber

# What's Next?

Start implementing strategies included in the Town Plan such as:

- Create Comprehensive Sustainability Plan
- Revamp Sign Code
- Create a Downtown Plan
- Create a Town Parking Plan
- Town Wayfinding Plan
- Comprehensive Stormwater Plan
- Wildfire Mitigation and Prevention Plan

## How to Comment:

- Provide feedback at tonight's meeting or online
- Comments due by October 5<sup>th</sup>

# Questions?