

ZEPPELIN

Dear Board of Adjustment Members:

This letter is intended to serve as the application for a variance at 1008 Winter Park Drive. We request that the site be granted a variance to include a hospitality function (hotel/motel), and specifically “Hotels, motels, lodges, resort cabins, including incidental businesses within the principal buildings,” as currently defined in Article B. This changed designation would allow development of the proposed hospitality project detailed below and in the attached brochure.

1008 Winter Park Drive is a unique site in Old Town that offers proximity to the resort, a mature tree stand, and a historic building known as Adolf’s. It has the potential to become a design-forward, amenity-rich 25-unit hotel property that marries experiential hospitality with an excellent bar and restaurant that serves hotel guests and the general public. Known as Ski Ranch Winter Park, the project embodies several of the principals and furthers the strategies outlined in the Imagine Winter Park master plan, especially those in Chapter Three: Our Character and Our Culture (“CC Strategies”) and Chapter Six: Our Healthy and Thriving Environment (“EN Strategies”).

As an experience and design-driven property that approaches it’s ecological footprint with a light touch, Ski Ranch highlights the authenticity of the surrounding beautiful alpine environment. Individual hotel cabins are built on elevated decks, nestled in the trees, to reinforce the sense of place rather than relying on expensive finishes and architecture that could be in Anytown USA. Experiencing the place, Winter Park and its surrounding wild natural environment, is the focus and draws a growing demographic looking for an alternative to placeless “luxury.” It is unusual to have a property within city limits that has such topographic variation and is still forested. The owner seeks to preserve and showcase these natural amenities, and must therefore develop the site without major re-grading as would be required by a traditional commercial or residential development.

Economic opportunities are provided via the hotel and adjoining bar and restaurant, fostering an inclusive community. Differentiating itself from more typical resort hotels and restaurants, Ski Ranch takes its cues from proven culture-driven hotels such as the Ace and Standard properties, both with properties throughout the US, as well as White Pod in Switzerland. Design-forward, comfortable hotel rooms are integrated with the surrounding alpine environment and sited alongside quality-driven and unpretentious food and drink.

The new bar and restaurant in the historic Adolf’s building will attract travelers and locals alike, providing a compelling public gathering space between downtown and the resort. It is worth noting that CC Strategies 1.1, 1.2, 2.1, 3.1 and 4.2 are furthered as Adolf’s transitions into an excellent, three-meal restaurant and bar – a

social space supported by hotel guests, day trippers, and locals.

The Fraser River that bounds the site to the east becomes an amenity for hotel guests, furthering CC strategy 1.3 as well as EN Strategies 1.1 and 1.4 while reinforcing a sense of place. The light-touch approach minimizes new impermeable surface, maintaining the natural storm water filtration that the site currently provides, which helps to keep the Fraser River clean of pollutants.

Ski Ranch serves as a node of private and public activation between downtown and the Resort, advancing CC strategy 1.5. CC Strategy 2.7 is embodied by the high-quality architecture, deference to the natural environment, and attention paid to the thoughtful restoration of the Adolf's building. As a year-round destination property, the target demographic for Ski Ranch is both skiers and mountain bikers, helping to build on Winter Park's designation as "Mountain Bike Capital USA" per CC Strategy 2.8.

The three criteria considered for a variance per the Winter Park Town Code, Title 7, Chapter 8, are addressed in detail below:

1. The property in question cannot yield a reasonable return in use or service if permitted to be used only under the conditions allowed by the regulations for the municipality because a hotel is not allowed under the current C-1 zoning. The site does not currently accommodate, and would not be allowed to have under the current zoning, a high-turnover built-in audience such as that sustained by a hotel. This is needed to provide a critical mass of activity that will support viable commercial functions. Continual positive activity, as provided by a hospitality use, will support diverse commercial functions such as retail and food and beverage. Such a commercial mixed-use project with varied commercial functions provides a proven economic base. Our 40 years of experience as developers in Colorado has shown this to be true, especially with our projects The Source in Denver's River North Art District and the adjoining Source Hotel.

This need is further evidenced by the current marginal use of the existing site, with an event space that is utilized irregularly and a tavern that is open only 3 hours per day (Adolfs). Old Town's built-in customer base is limited, and destination functions, such as a hotel, are needed to provide the critical mass to support commercial functions. A reasonable return cannot be achieved in a commercial development on this site without the rotating customer base such as that a hotel provides.

Similarly, multi-family residential development without commercial amenities no longer adequately competes in the market. Old Town lacks the residential density to support these critical commercial amenities, and the site itself doesn't provide the scale of residential density that alone would

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support commercial amenities in a mixed-use development. The site requires a rotating, destination-driven customer base to support viable commercial businesses such as that provided by a hotel.

2. The plight of the owner is due to unusual circumstances in that the hotel/motel use isn't allowed in the current zoning even though that use would clearly support the states goals of that zoning designation. The object of C-1 zoning, according to the text of the code, is "to provide locations within the town for select tourist oriented commercial uses that, by virtue of proximity to recreational attractions, offer convenient specialized retail services for visitors thereto." Though this is the stated objective, a hotel/motel use and the commercial restaurant/retail it would support is not included as a permitted use. It is counterintuitive to the stated purpose of the C-1 zoning to prevent a hotel/motel function and the commercial uses it would support considering that their primary draw is to bring tourists to the site, especially given this site's proximity to the Resort.
3. This variance, if granted, will not alter the essential character of the locality. It will, in fact, keep the existing character of the locality intact by allowing for an economically viable development that maintains the existing character of the site. The existing building is able to be utilized as a bar and restaurant, far beyond its current marginal use, with it's customer base driven by a mix of hotel guests and local traffic. It transitions from an underutilized facility to a truly public place. The Zephyr Mountain Lodge, the Vintage Hotel, Fraser Crossing and Founders Point and the Winter Park Mountain Lodge are also less than one mile away on highway 40, demonstrating that hospitality uses already exist in close proximity.

Thank you for your consideration. We are available to meet or provide any further information related to the proposed new use.

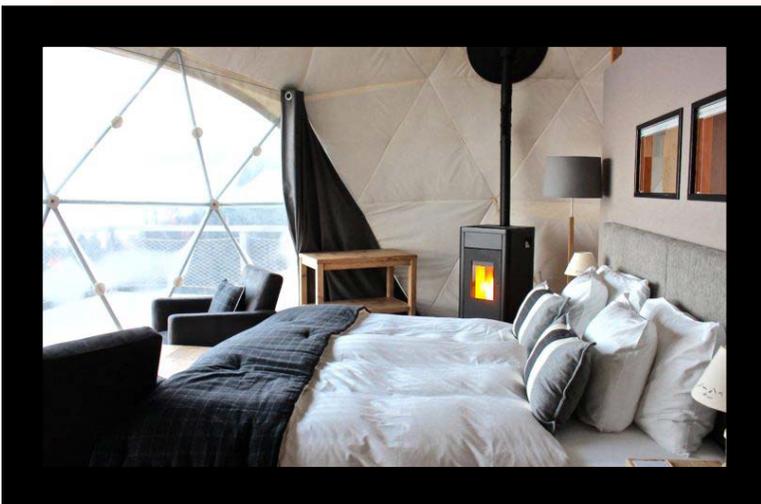
Sincerely,

Zeppelin Development

Kyle Zeppelin, President
Justin Croft, Vice President of Development

The Ski Ranch

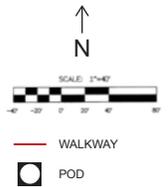
modern alpine lodging



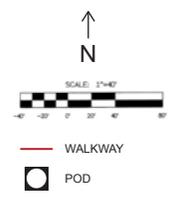
- + Modern Nordic design
- + Bar and food counters operated by The Source
- + 24 hour food service and bodega



Site Plan 001



Site Plan 002









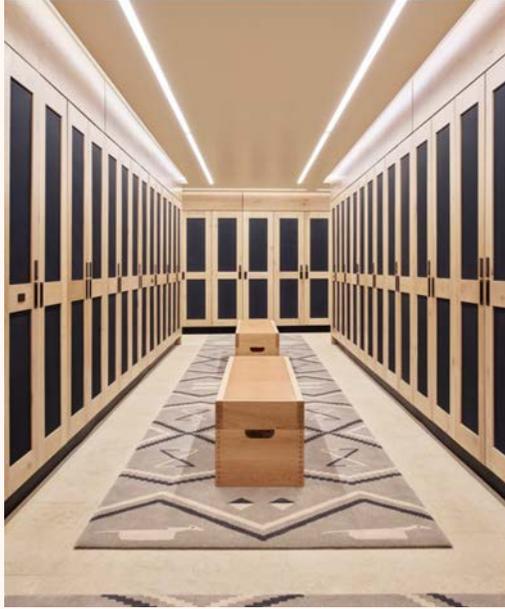


multiple f&b offerings



beverage program

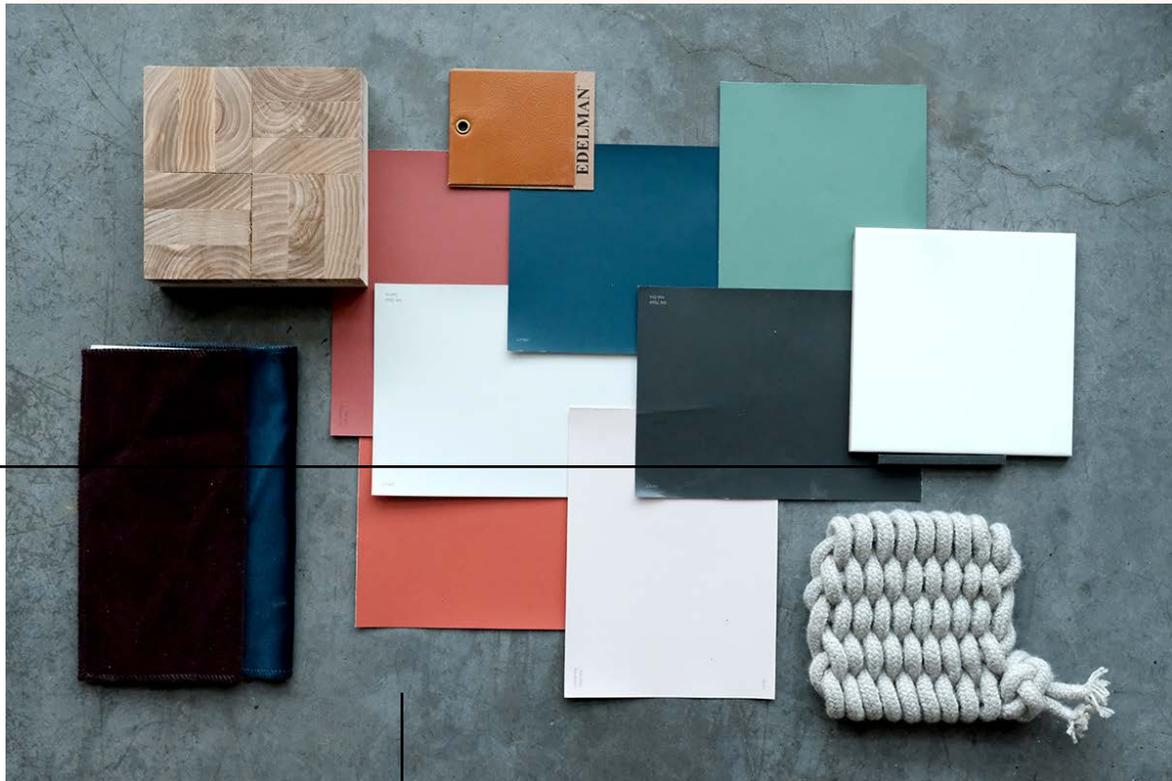




programed common areas

humanistic design





classic colors, modern feel