

APPENDIX



inventory + analysis

Related Plan + Policy Review

In 2015, the Fraser Valley Strategic Economic Development Plan recognized that improving the quality of life in the Valley is a key component of local economic vitality. This plan acknowledged a wide variety of strategies like branding, district aesthetics and pedestrian crossings as important to the success of Main Street's vitality and success. The plan also rightfully acknowledged that economic development efforts need to be integrated into other ongoing planning and community development activities in order for results to be sustainable and for actions to be implementable.

The 2014 Community Trails Plan also prioritizes sustainability, although environmental and not economic. In fact, sustainability is the guiding philosophy of Winter Park and Fraser with respect to their non-motorized trails plan. It is important first and foremost to maintain the existing trails already within the regional system. Within this plan, crossings are of major interest, especially in relation to the social trail across the railroad tracks. Ensuring a safe pedestrian experience is also of value, and the plan identifies various options of how this could be done by adding sidewalks (more expensive) or pedestrian lanes (less expensive/permanent). Exploring regional trail connections and the opportunities for paved trails is also important in order to attract year-round users to the trails near downtown, which helps elevate the trailheads as an asset for economic development. Another tourism and economic development strategy includes the use of downtown trailheads, as these will

encourage trail users to park in the downtown area to access trails instead of driving into the National Forest allowing for more foot traffic on Main Street.

The 2013 plans, the Old Town Winter Park Master Plan and Grand Profile, have less impact on the Winter Park Downtown Master Plan. Even though the 2013 Old Town Winter Park Master Plan focuses on the pedestrian experience and wayfinding, many of the recommendations in this plan have not been implemented and have since been replaced with other recommendations. As the Grand Profile was completed over five years ago, the data included is now outdated.

Recommendations from all these plans are implemented with various funds. The Capital Projects Fund accounts for the resources and expenditures for the purpose of acquisition, planning, construction, expansion and improvements to town facilities and infrastructure. According to the 2018 Town Budget Report, the Town has planned to invest funding in several projects including:

- Improvements to the surrounding street infrastructure adjacent to the new development at Hideaway Station and Baker Drive
- Crosswalk improvements to the surrounding street infrastructure adjacent to Arrow, and crosswalk and bus stop improvements along Main Street
- Improved connectivity and infrastructure for several existing trails such as the Fraser River Trail
- Street and sidewalk improvements
- Design and engineering costs associated with the construction of a new Transit maintenance facility and reconstruction of the Public Works facility

The existing Design Regulations and Guidelines impacting downtown Winter Park were created to respect the surrounding landscape and encourage pedestrian activities and social encounters.

Existing guidelines require a minimum of 50% of the frontage along the build-to line on the primary street shall be occupied by a building. Building siting shall be responsive to the existing site features. Buildings should not exceed 40' height at the

inventory + analysis

build-to line. Their height may increase up to 55' within a bulk plane, defined by a 45 degree line cast from any point 40' above the build-to line.

The building mass, length, height and roof lines should be composed to provide variations, visual interest, appropriate scale and proportions, while remaining contemporary and responsive to Winter Park's unique mountain setting. This can be done by including awnings, arcades, balconies, bay windows, or columns proportionate to the size, where possible.

Attention to details and materials is encouraged. Primary building materials should be in harmony with the natural setting of Winter Park through the use of stone, wood, stucco and masonry. Muted colors are encouraged.

The first level of buildings should provide visual interest to pedestrians through accommodating a variety of expressions, while upper floors should be more restrained and quiet, providing for a pleasing background. All retail and public entries shall be clearly visible and accessible from the pedestrian way along the building's primary street. Roofs should be designed to either hold the snow or shed snow in appropriate areas.

The Colorado Downtown Streets Manual is meant to aid both Colorado communities and CDOT in striking a balance between the many demands that face downtown streets, particularly where a main street is also a state highway. This document includes guidelines on everything from lane width and crosswalks to bus stops and bicycle parking to lighting and sidewalks.

AASHTO Green Book by the American Association of State Highway Transportation Officials provides guidelines and current design research and best practices for highway and street geometric design. The document provides guidance to designers who strive to make unique design solutions that meet the needs of highway users while maintaining the integrity of the environment. Design guidelines are included for freeways, arterials, collectors, and local roads, in both urban and rural locations, paralleling the functional classification used in highway planning.

AASHTO Guide for the Development of Bicycle Facilities by American Association of State Highway Transportation Officials is a resource for the design, development, and maintenance of safe on- and off-street bicycle facilities. These guidelines provide best practices for designing roadways that comfortably accommodate a variety of user types.

NACTO Urban Street Design Guide by the National Association of City Transportation Officials provides state-of-the-art solutions that can help to design complete streets in urban settings. It recognizes the direct relationship between street design and economic development and emphasizes safety for all traffic modes.

NACTO Transit Street Design Guide by the National Association of City Transportation Officials provides design guidance for the development of transit facilities, and for the design and engineering of city streets to prioritize transit, improve transit service quality, and support other goals related to transit.

NACTO Urban Bikeway Guide by the National Association of City Transportation Officials offers recommendations for complete streets that are safe and enjoyable for cyclists. Most treatments included in the NACTO Urban Bikeway Design Guide are not directly referenced in the current version of the AASHTO Guide for the Development of Bicycle Facilities. In most cases, the NACTO Urban Bikeway Design Guide should be used in tandem with the AASHTO Bike Guide.

Separated Bike Lane Planning and Design Guide by the Federal Highway Administration (FHWA) provides guidelines for one- and two-way cycle tracks, including options for intersections, driveways, transit stops, accessible parking and loading zones.

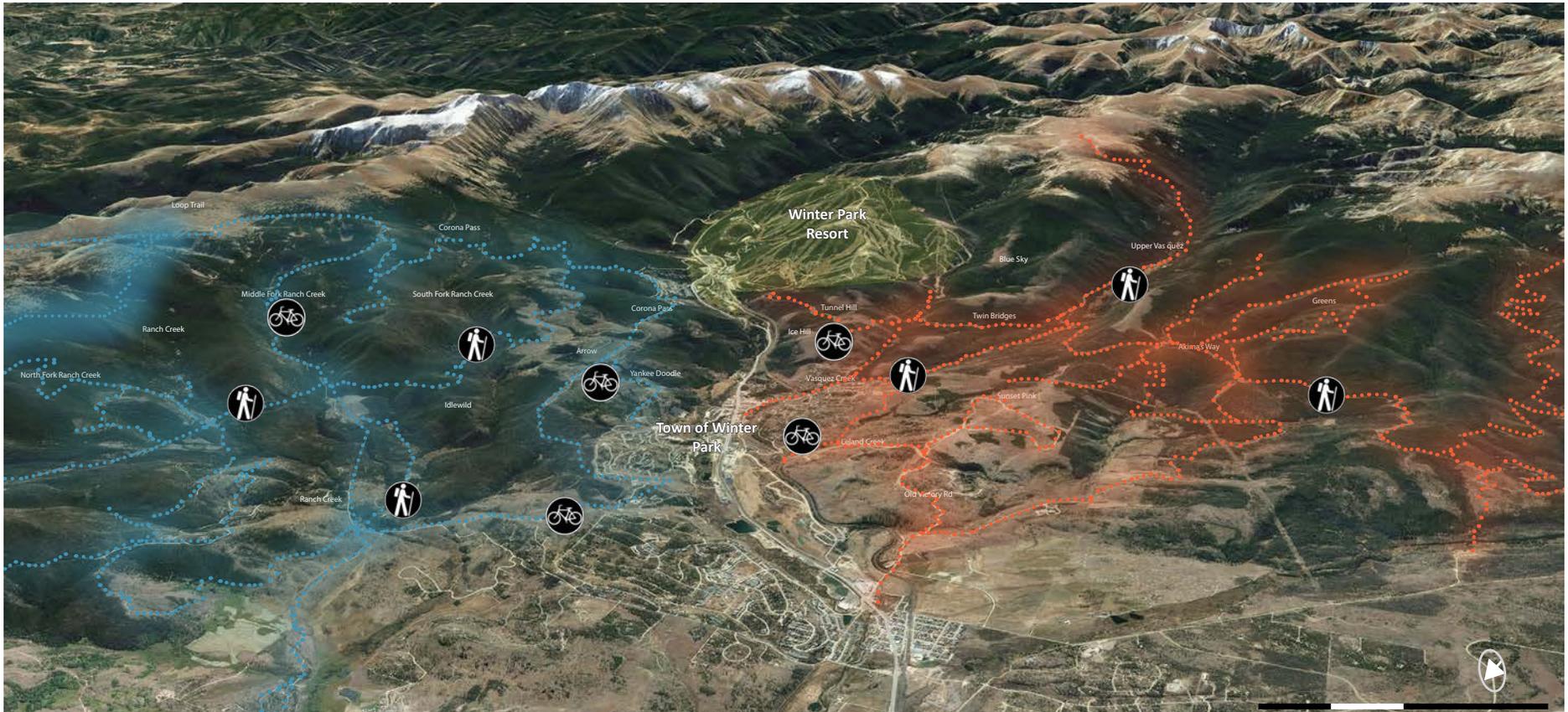


inventory + analysis

Idlewild Trail System
US Forest Service

Winter Park Resort
Commercial

Vasquez Trail System
US Forest Service



inventory + analysis

Existing Conditions

- Road
- River
- Rails
- Trails
- Building Footprints



Zoning

- Destination Center
- Multi-Family Residential
- Single Family Residential
- Residential-Commercial
- Open Space
- Grand County Zone

Open Space



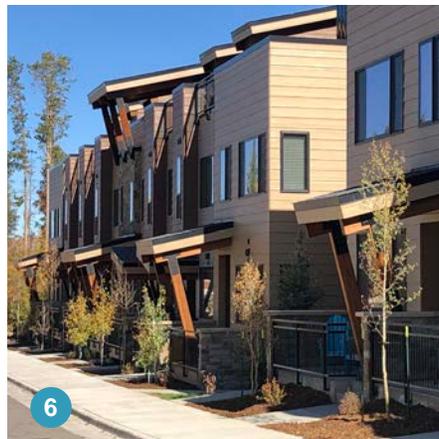
Land Use

- Commercial
- Mixed-use
- Multi-Family Residential
- Single-Family Residential
- Open Space
- Vacant



inventory + analysis

Photographic Inventory of Main Street Architecture

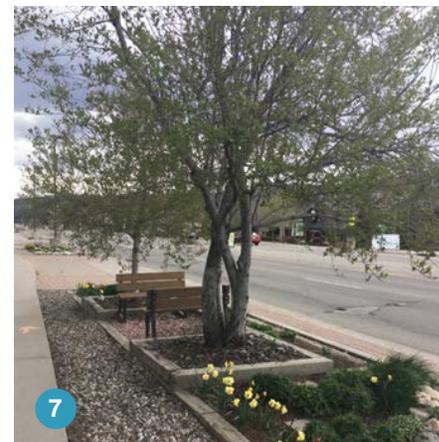
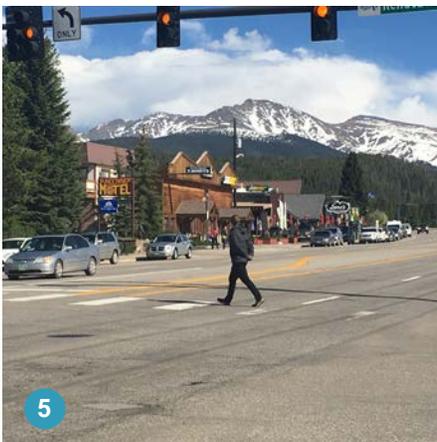
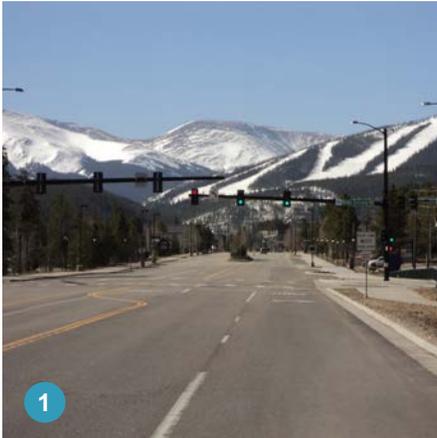


- 1. **Hideaway Station** | Contemporary, Mix of Materials | Retail and Residential
- 2. **Headwaters Center** | Contemporary and Rustic, Mix of Materials | Commercial (Event Center)
- 3. **Fireside Market & Eatery** | Contemporary and Rustic, Mix of Materials | Commercial
- 4. **Vasquez Creek Inn** | Traditional | Hospitality

- 5. **Cooper Creek Square** | Traditional | Commercial
- 6. **Arrow at Winter Park** | Contemporary | Residential and Commercial
- 7. **Deno's Mountain Bistro** | Traditional | Commercial

inventory & analysis

Photographic Inventory of Study Area



- 1. **New Stoplight at Kings Crossing Road** | Streetscape with Views
- 2. **Lift Winter Park Bus System** | Free Local Shuttle Bus
- 3. **Pedestrian Bridge over Vasquez Creek** | Sidewalk with Views
- 4. **Ski Lift Chair Bus Stop** | Public Art with a Purpose

- 5. **Existing Crosswalk** | Signalized Stop
- 6. **Excising Wayfinding** | Traditional Signage for Trails
- 7. **Streetscape Planter Boxes and Seating** | Existing Public Space
- 8. **Streetscape Planter Boxes** | Summertime Seasonal Planting



inventory & analysis

Needs Assessment: Wayfinding

Downtown Winter Park can strengthen its role as a hub for residents and visitors by better connecting to the natural assets surrounding downtown and the amenities located throughout the area. One of the barriers to achieving this goal is Highway 40, which is a wide, four lane road that divides the downtown area in half. The current state of this “Main Street” encourages fast automotive traffic, which not only hinders the discovery of all the Town has to offer for passers-by, but also creates an unsafe environment for pedestrians and cyclists. Additionally, people who come to Winter Park to experience its back-country offerings often have a difficult time finding trailheads and trailhead parking. One way to address this is with the use of clear and engaging wayfinding signage that can encourage people to explore more of Winter Park and its offerings.

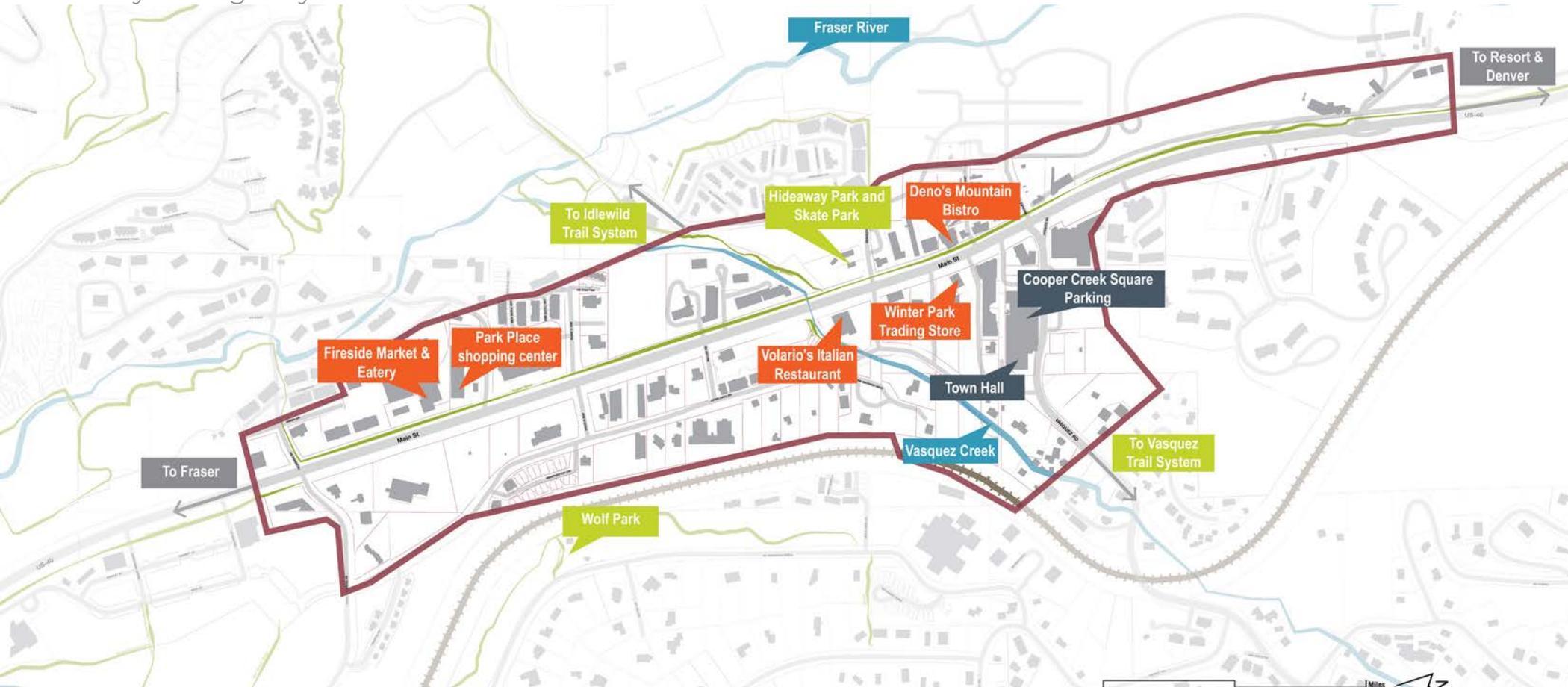
This conceptual wayfinding proposes a suite of signage that will be effective for vehicular users, pedestrians, visitors and residents. There is also the need to add additional signage identifying trails and recreation opportunities around trailheads, parks, and bus stop locations. In addition to this, signage found at key nodes along the downtown corridor will introduce retail opportunities, transit networks, and public services like parking areas and EV charging stations.



Existing wayfinding in downtown Winter Park.

inventory + analysis

Needs Assessment: Wayfinding- Key Places



In order to determine what types of wayfinding would work best in Winter Park, it is necessary to look at the wayfinding needs of Winter Park. This map of Key Places indicates some of the many offerings the Town has to showcase. This includes everything from environmental highlights like Idlewild and Hideaway Park to retail hubs like Cooper Creek Square to civic necessities like Town Hall. A good wayfinding concept will help visitors and residents alike locate places like these with ease.



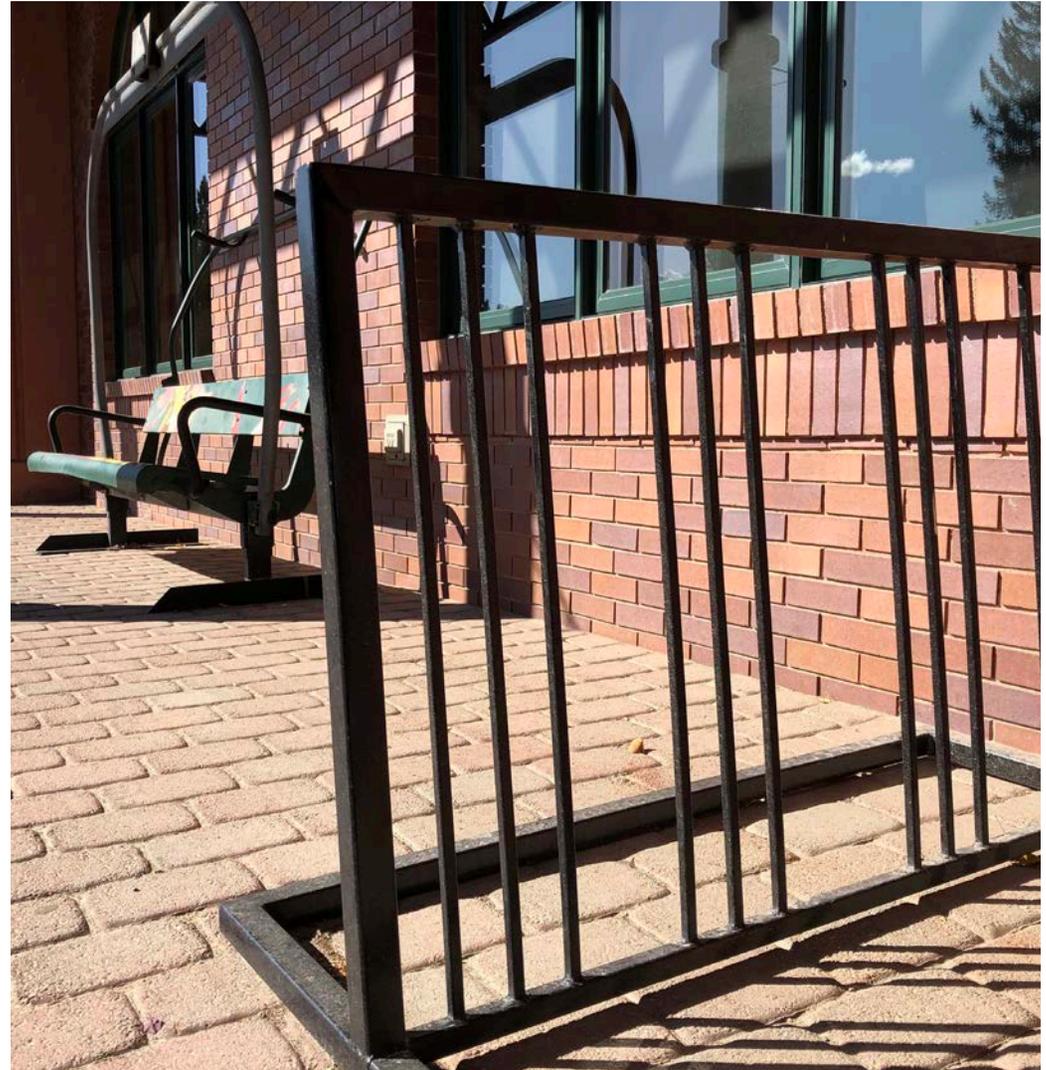
inventory & analysis

Needs Assessment: Bike and Pedestrian

Downtown Winter Park is located in a magnificent mountain setting ideal for a variety of outdoor recreation activities, not only for pedestrians and hikers, but also for cyclists. Winter Park Resort and the Trestle Bike Park to the south, the Vasquez Trail system to the west, and the Idlewild Trail system to the east are among some of the opportunities created for cyclists to enjoy the natural beauty of the area.

Ensuring maximum use of these opportunities will require creating an environment that embraces a full spectrum of cyclists; from downhill mountain bikers who can pull into town for lunch and drinks before heading back up, to casual riders and commuters getting to and from home and work or from shop to shop. In order to accomplish this goal, this plan for downtown recommends adequate bike racks at strategic locations along the downtown corridor including areas where trail systems connect with downtown, areas adjacent to bus stops, trailheads, and near retail and business centers.

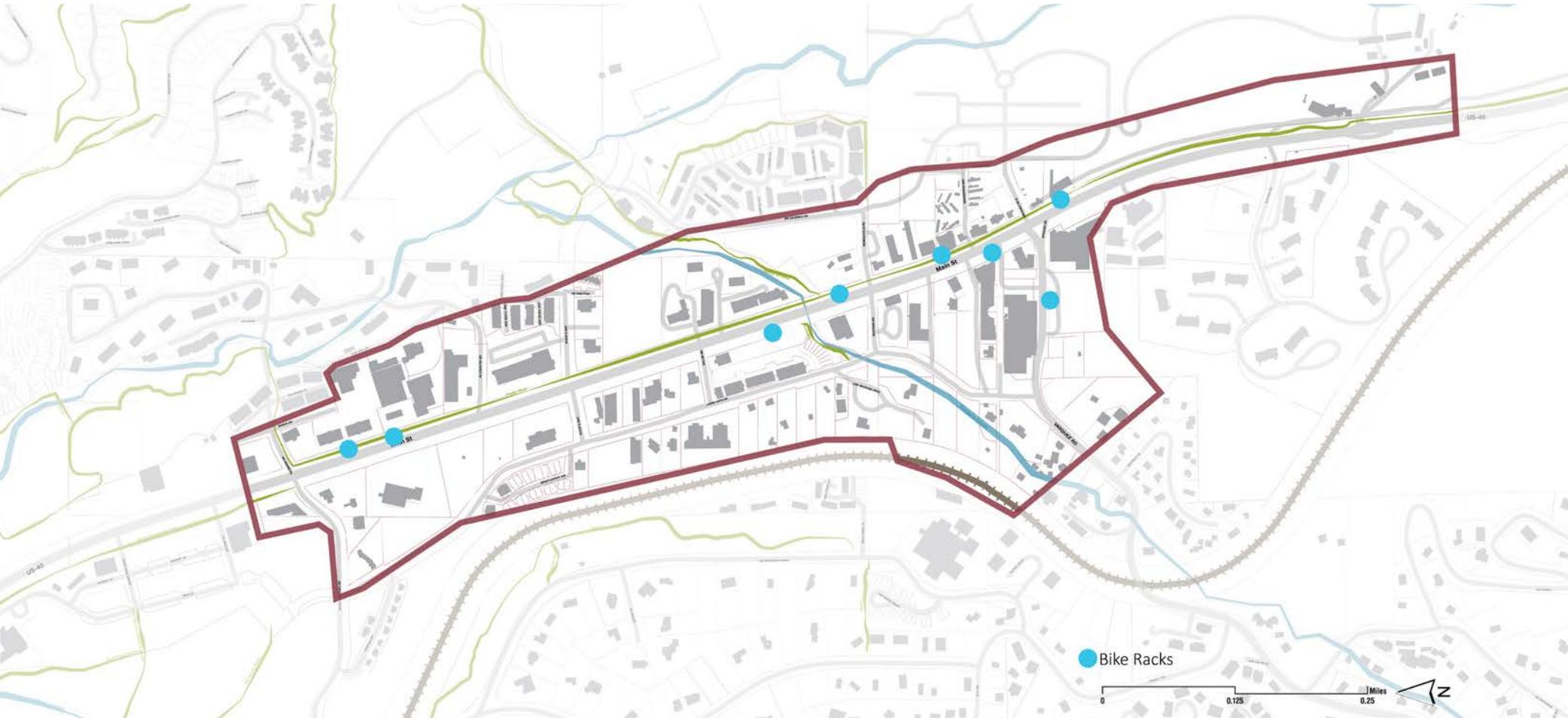
Just as the cyclist experience and safety are important, so is the pedestrian experience. Crossing the street without a crosswalk or a signal, either at a mid-block location or at intersections, creates a dangerous situation for both pedestrians and drivers. Midblock crossings are locations between intersections where marked crosswalks provide a location for pedestrians to safely cross the street. Another approach to ensure the safety of pedestrians is through the use of signalized crosswalks, where a traffic light can indicate when it is safe and convenient for pedestrians to cross the street.



Existing bike rack located outside of Town Hall.

inventory + analysis

Needs Assessment: Bike Racks



Bike racks have been identified as needs in the above locations through workshops with staff and the steering committee.



engagement summaries

DOWNTOWN MASTER PLAN

engagement summary

OVERVIEW OF PUBLIC EVENT

On June 20th at High-Note Thursday, we had 80+ attendees participate in a giant map activity and a visual preference survey. These events collected opinions on design elements, places people love, what places could be improved and where people park.

OVERVIEW OF ONLINE SURVEY

A version of the visual preference survey was published online, and as of July 23rd, we had 235+ responses. The survey closes August 5th. If you have not participated, please visit www.surveymonkey.com/r/WPDowntownVisualPref to make your voice count!

INITIAL FINDINGS

MOBILITY

- **Over 55%** online and **over 40%** in-person support separated use bike/ped lanes and protected bike lanes
- Support for wooden, contemporary bus stops
- **Over 40%** online and **over 60%** in-person support an artistic, more defined median



ENVIRONMENT

- **Over 35%** from both methods support a bike tune-up station
- **Over 55%** from both methods support rain gardens in the median and/or along sidewalk
- **Over 50%** from both methods support labeled three-stream trash/recycling/composting



CULTURE

- **Over 55%** online and **over 45%** in-person support dark sky lighting
- **Over 30%** in-person prefer the current wayfinding in Winter Park
- Excited about public art in general



ECONOMY

- Excited about Downtown activation in general (patios, food trucks, etc.)
- **Over 55%** online and **over 60%** in-person would like to see more banners promoting Downtown Winter Park



engagement summaries

DOWNTOWN MASTER PLAN

engagement summary

OVERVIEW OF PUBLIC EVENT

On August 1st at High-Note Thursday, we had 40+ attendees participate in a streetscape activity to create #MyMainStreetWinterPark. This allowed people to create their ideal streetscape with different options for street frontages, travelways and medians.

The most popular street frontage at the public event was the option shown in the street frontages tied for #1 below with 47% of participants choosing that option.

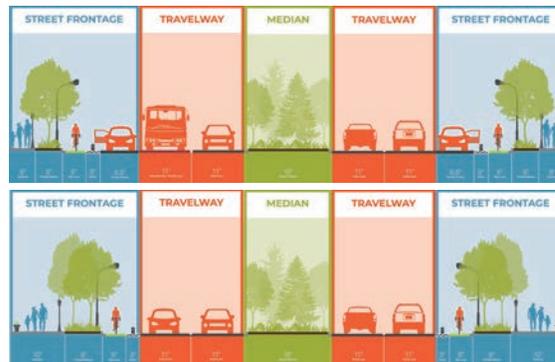
The most popular travel way was the option with only car lanes offered, as chosen by 65% of participants.

The most popular median was the planted median, as seen in the two options tied for #1, as chosen by 45% of participants.

OVERVIEW OF ONLINE SURVEY:

A version of the activity was published online, and as of August 19th, we had 50+ responses.

TIED #1



Two streetscapes are tied for most popular on the online survey (chosen by 35% of respondents each). These both show a planted median with some trees. The differences are the street parking versus wider pedestrian path and planting area in the street frontage, and a dedicated bus lane in the travelway.

BONUS ELEMENTS

Shown below as they were most commonly ranked online (and most often chosen at public event.)



#3



#4



#5



Most often ranked #3, this option has dedicated bus lanes in both directions, the same street frontages as #1, and a pedestrian crossing in the median. This option was only ranked #1 10% of the time.

Ranked #4 most often, this option has a bulb out on the street frontage and a banner in the median as distinctive elements. This streetscape was only ranked #1 7% of the time.

Distinctive elements in the option most often ranked #5 are the existing street frontage and a shared bus/bike lane. This option was only ranked #1 7% of the time.

bibliography

Works Cited

American Association of State Highway Transportation Officials Task Force on Geometric Design. (2012). *Guide for the Development of Bicycle Facilities*.

American Association of State Highway Transportation Officials Task Force on Geometric Design. (2018). *The Green Book*.

City of Boston. (2013). *Boston's Innovation District: 3 Years and Counting*.

Colorado Department of Transportation, Colorado Department of Public Health and Environment, Colorado Department of Local Affairs, Colorado Main Street Program, Community Builders, Charlier Associates, Project for Public Spaces. (2016). *The Colorado Downtown Streets Manual*.

Colorado Department of Transportation. (2018). *Roadway Design Guide*.

Cortex Innovation Community. (2019). *The Impact Report: 2002-2018*.

Federal Highway Administration. (2015). *Separated Bike Lane Planning and Design Guide*.

Gary Roessler, Bob Winhold. (1997). *Winter Park Landscape Design Regulations and Guidelines*.

Grand County. (2015). *Grand Profile*.

Montana State University. (2017). *MSU Innovation Campus*.

National Association of City Transportation Officials. (2018). *Transit Street Design Guide*.

National Association of City Transportation Officials. (2018). *Urban Bikeway Guide*.

National Association of City Transportation Officials. (2018). *Urban Street Design Guide*.

Old Town Neighborhood Enhancement Committee, Town of Winter Park. (2013). *Old Town Winter Park Master Plan*.

Robert Cervero, Reid Ewing. (2010). *Travel and the Built Analysis: A Meta-Analysis*.

RRC Associates, EPS, Town of Fraser, Town of Winter Park, Winter Park and Fraser Valley Chamber of Commerce, Fraser Valley Metro Rec District. (2015). *Fraser Valley Strategic Economic Development Plan*.

Town of Winter Park, Logan Simpson, Stantec, Galena Street Planning Group. (2019). *Imagine Winter Park*.

Town of Winter Park, Town of Fraser, Headwaters Trails Alliance. (2014). *Community Trails Plan*.

Town of Winter Park. (2018) *Town Budget Report*.

United States Access Board. (2002). *ADA Accessibility Guidelines*.

United States Access Board. (2013). *Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way*.



