

AECOM



# Jackson/ Teton County Comprehensive Plan









## 1a. Facilitation Style General Philosophy





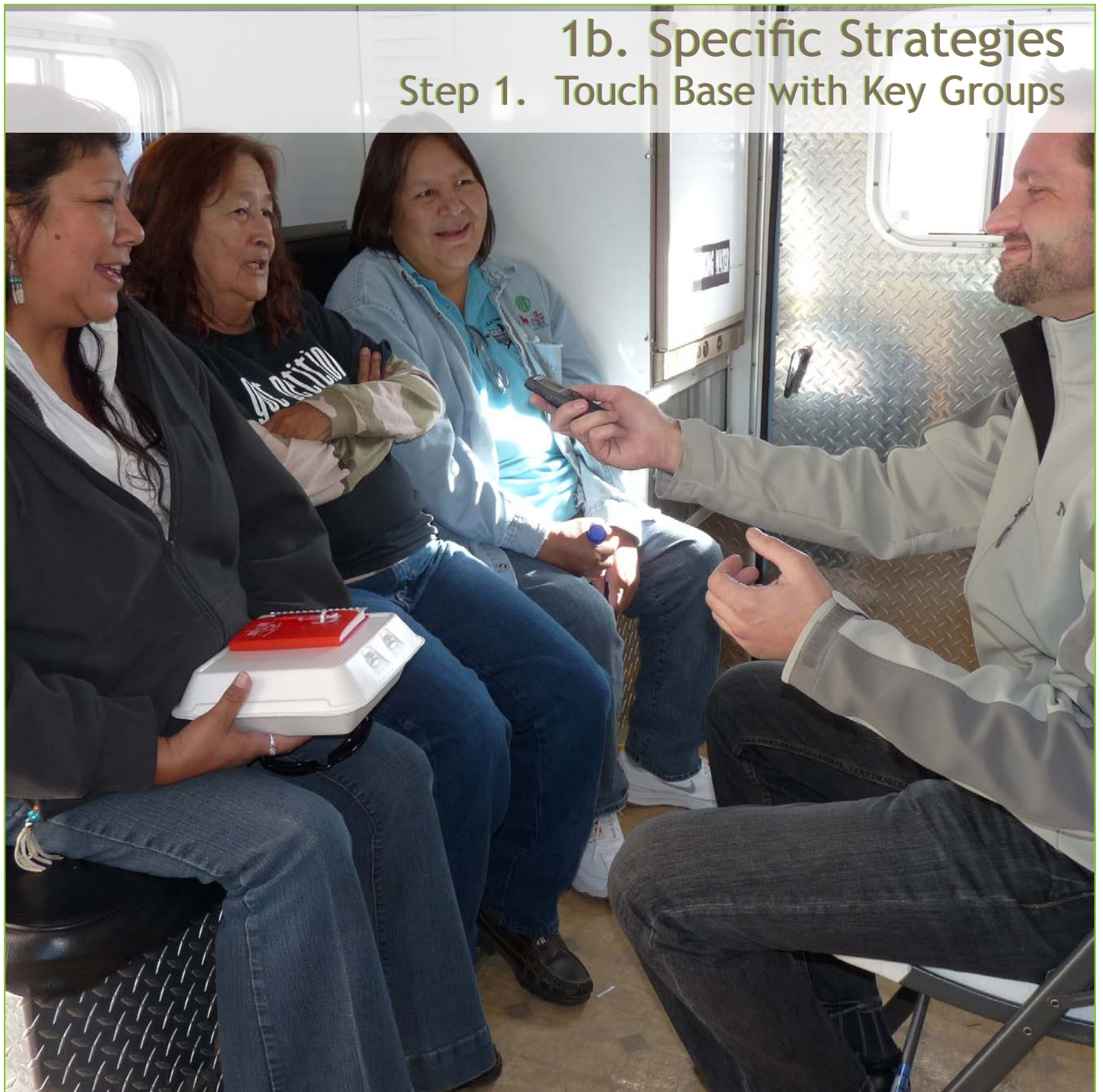






## 1b. Specific Strategies

### Step 1. Touch Base with Key Groups







# workshop principles

This is about what **YOU** want for your community

*County staff + consultants are here to listen*

*The event should be less about the past,  
+ more about the future*

**Focus on being proactive, not reactive**

*There are some 'givens' that we must work within*

**We must show respect for private property, present  
+ future neighbors + the community as a whole**



**narcoossee**  
community plan





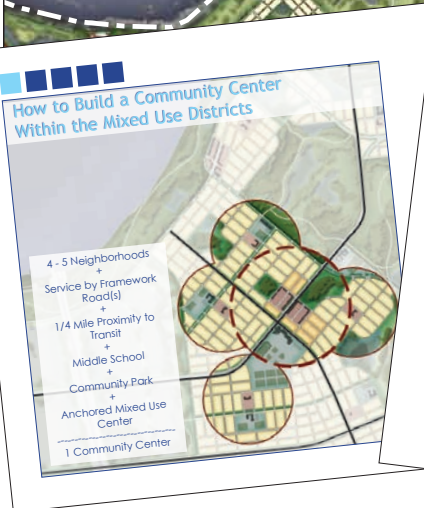
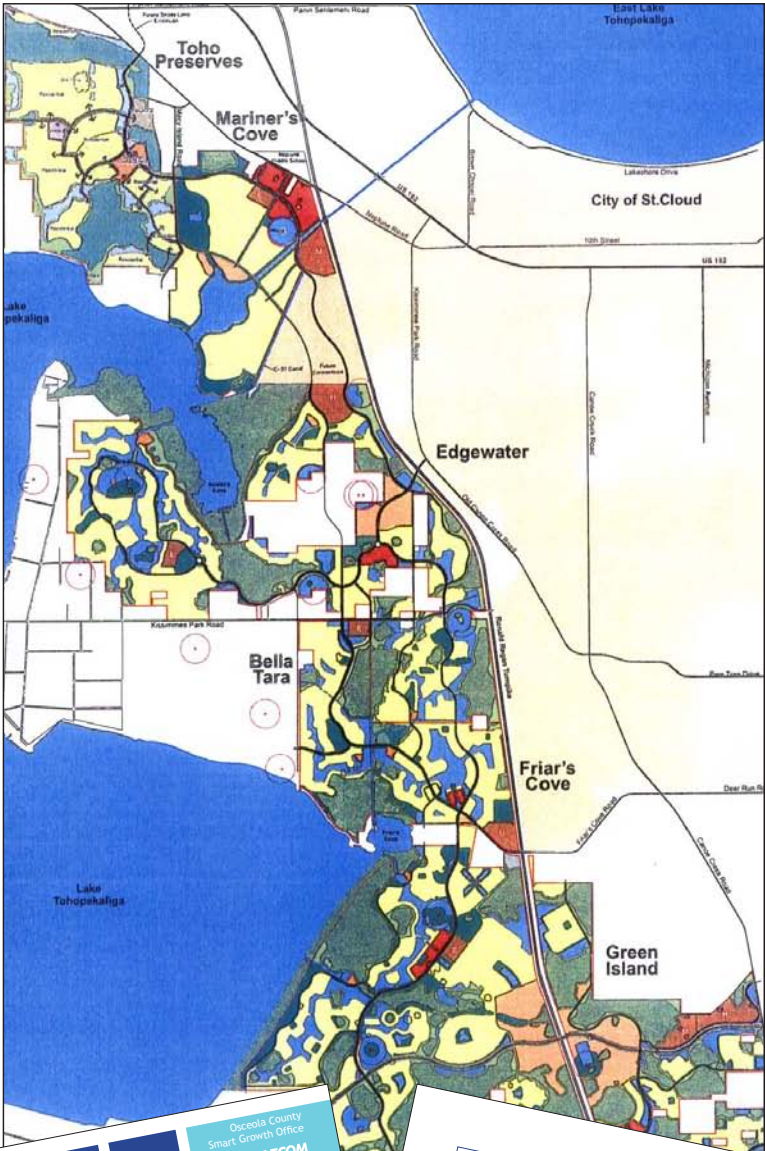


## Specific Strategies

### Step 2. Agree on Process + Rules











## Specific Strategies

### Step 3. Host Educational Sessions + Background Meetings

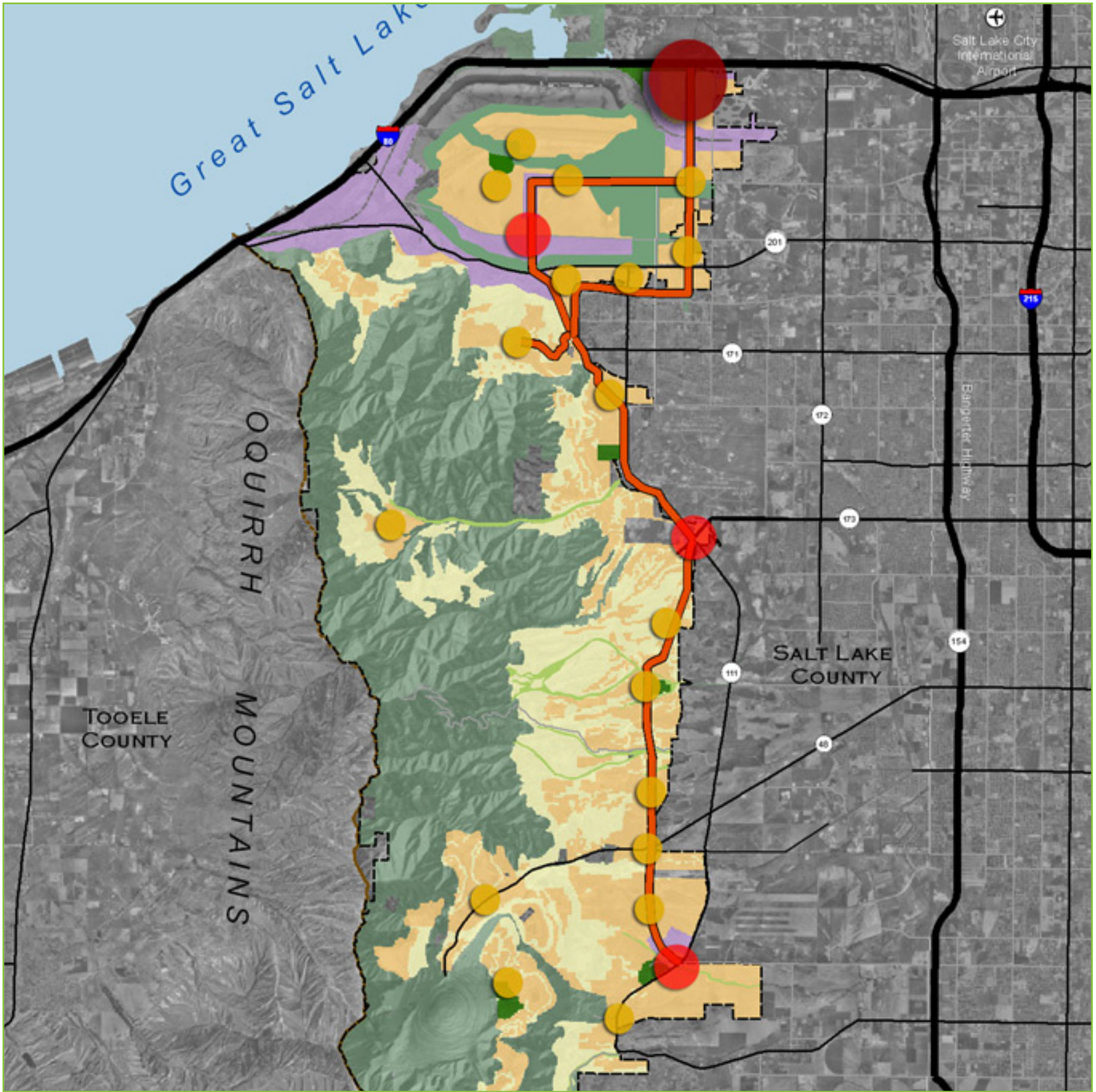
4 - 5 Neighborhoods  
+  
Service by Framework  
Road(s)  
+  
1/4 Mile Proximity to  
Transit  
+  
Middle School  
+  
Community Park  
+  
Anchored Mixed Use  
Center

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1 Community Center





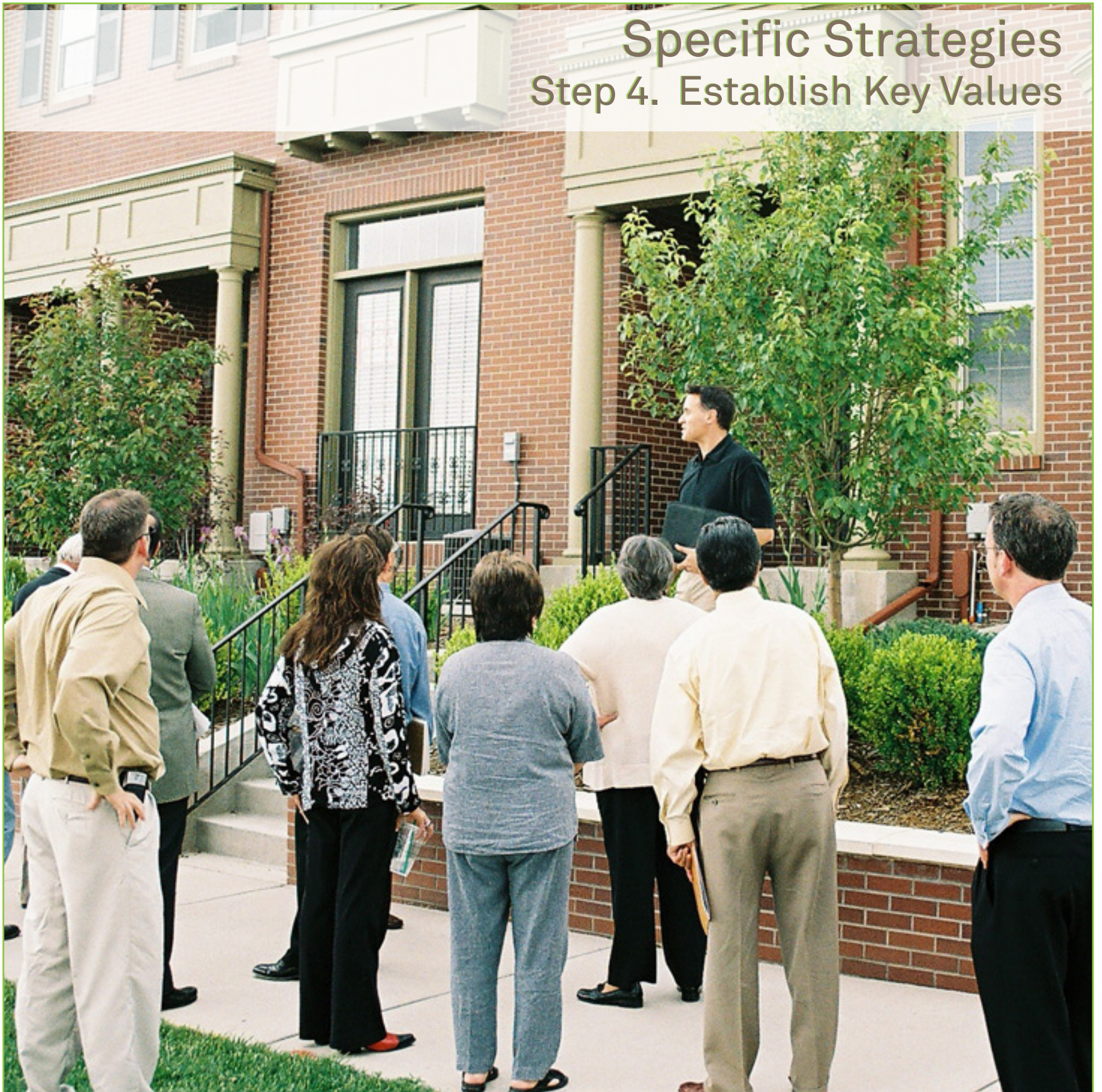




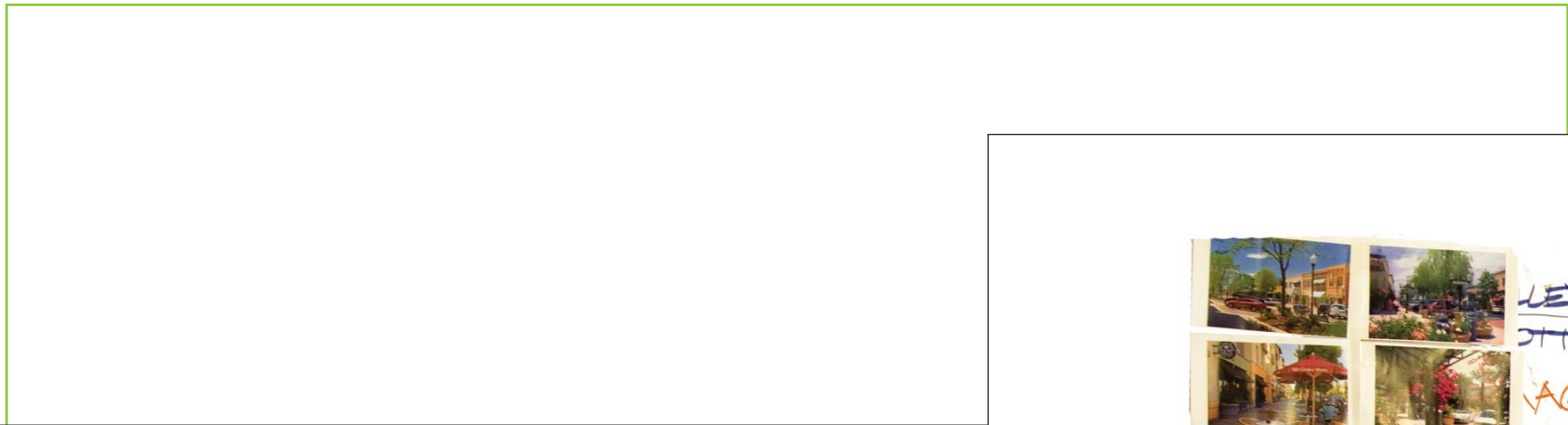


## Specific Strategies

### Step 4. Establish Key Values







## 2.1 Workshop Overview



Little Valley Feasibility Study 2008  
 Kennecott Land Community



# Specific Strategies

## Step 5. Identify Primary Issues

### 2.0 VISIONING CHARRETTE

#### 2.3 Creating Great Places

Create the 21st Century Hybrid Community: power plant/old Main Street/new town.

- Contradictions are what give Magna and LV their humanity.
- Halberstam's porch and attic: gathering place and escape into nature.
- Interesting but elusive. Key West meets Austin.

Realize what happens at the edges determines the success of these adjacencies.

- Boundaries between uses determine safety: solar field divider

### 2.0 VISIONING CHARRETTE

#### 2.3 Creating Great Places

Understand Main Street Magna is both a big opportunity and a major risk for LV.

- Benchmark Main Street successes in ULI, EDAAW case studies.
- Investigate leadership role in the Magna transformation. Exec Director.
- Consider leasing up storefronts on Main Street. Live/Work/Wired.
- Talk with businesses that are Tipping Points (e.g., Raw Bean).
- Foster seeds of creativity along Main Street. Re-energize for visitors/natives.
- Connect with Township Economic Development Director (RT funded).
- Development transfer right: LV builder also invests in Magna Main Street.
- Consider setting up LV Community foundation. Ethnic + Mining Museum.
- Outreach to old (Colosimo's) + new businesses, arts, education, sports.
- Enhance key components and let the rest fill in organically.

Recognize sustainability is the price of admission, not an innovation strategy.

- Raise LV's Sustainability Goals beyond Daybreak's excellent standards.
- Seek partnerships in the realm of water, wind, solar, energy, transit, future ideas.
- Use energy barriers (solar collector fields) as purposeful boundaries at edges.
- Transit to LV and within is key. UTA is forward thinking. Learn from DB.
- Envision Utah Quality Growth Strategy congruent with LV direction.
- Heal the land: natural vegetation is regenerating. Land stewardship.
- Establish Regional Park in the Oquirrh between LV and SF.

Anticipate desire 10 years out: town, land, old, new, Yummies, Gen Y to Boomers.

- Continuously refresh research knowledge (Brookings, Headlight Vision, RCLCo) with consumer workshops to inform the plan with insights, small and large.







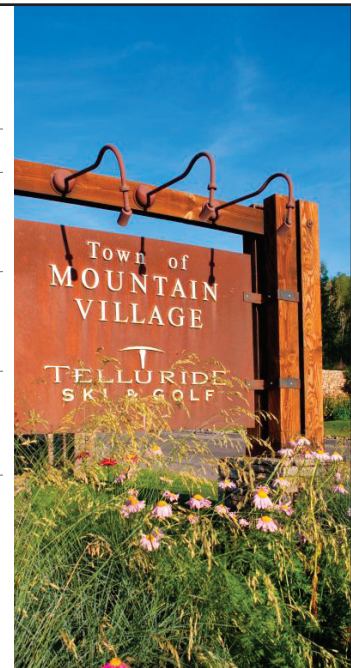
# MOUNTAIN VILLAGE

A Note to the Reader  
Moving Mountains  
Taking the Lead  
The Good Life  
A Roadmap for the Future

COMPREHENSIVE PLAN FOR THE NEXT 30 YEARS

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## Moving Mountains: 30 The First Years in Mountain Village

The Town of Mountain Village is unique in so many ways: its unbelievable alpine setting, its system of gondolas, and being intertwined with ski trails and fairways, to name a few. There is truly no other place like it. But it is perhaps its brief history, and how quickly the Town has risen to become one of the world's top resort destinations, that distinguishes it the most from other resort communities.

Just three decades ago, Ron Allred and Jim Wells set out to create a pedestrian-friendly, European-style resort village at the base of Telluride Mountain Resort. Their vision included a commercial center that is now known as Mountain Village Center (or to some, Village Core), single-family estates dispersed carefully within the natural landscape, and a meandering network of ski trails, walking paths, and fairways throughout. That original vision also included housing for the local workforce and civic amenities to support a small, but thriving year-round community.

It is evident today, as a Town that is about two-thirds built out, that there were also some underlying values that drove many of the early land development decisions. There was an emphasis on preserving the open character of the landscape, maintaining privacy for home owners and also ensuring that the dramatic views of Mt. Wilson, St. Sophia, and other peaks remain intact. Even before today's sustainability

planning philosophies took shape, there was an emphasis on concentrating density and economic activity in key areas of Town, and connecting those with trails and gondolas. There were considerations to ensure that Mountain Village complemented its historic sister community of Telluride, at the same time providing much-needed amenities for the year-round community and a modern, luxurious tourism experience for visitors.

The Comprehensive Plan is a unique opportunity to look back at the first thirty years in Mountain Village in order to recognize founding principles and strategies that have been successful, and enhance those that have fallen short.

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**Original PUD**  
Land use within the Town is largely guided by the

Mountain Village Planned Unit Development (PUD), which was initially adopted by San Miguel County in 1985, and continues to serve as a basis from which future land use decisions are made. The PUD permits the development of up to 8,027 "density units" in the town.

One of the most important provisions set forth by the founders of Mountain Village were open space requirements. The PUD requires that 60% of the original land area (or 1,094.2 acres) be maintained as either active or passive open space, provided that passive open space is not





# Specific Strategies

## Step 6. Document a Message-Oriented Plan

### A NOTE TO THE READER

Executive Summary

*Mountain Village is not your typical community. Thus, this is not a typical comprehensive plan, both in format and content.*

The people of Mountain Village took great ownership over this document and the process in order to ensure the right questions were asked and discussed. The Plan does not solve everything for everyone; it is instead a reflection of the process, which focused on what is truly important to preserving what currently and will continue to make Mountain Village a spectacular community year-round.

**The Mountain Village Comprehensive Plan simply seeks to preserve what we love, fix what is not working, and optimize how we live.** There is no role for change for the sake of change in this Plan. The Comprehensive Plan reinforces that little or no change is needed for most of Mountain Village. The widely-spaced estates that comprise much of the Town's land area greatly contribute to its ambiance as a serene mountain hamlet. In addition, the abundant open space and recreational lands that interlace the Town ensure that there are few places in Mountain Village without stunning alpine views. Maintaining this experience is a top priority.

Mountain Village is a resort community of unmatched elegance and natural beauty. Year after year, Telluride and Mountain Village appear on lists of top ski destinations from "Prettiest Ski Town" (*Sunset Magazine*, 2010) to one of North America's top overall resorts (*Ski Magazine*, Fall 2010 Resort Guide). Tim Sweeney of *Ski Magazine* sums

Village possible are still cherished today. In the 1980's, Ron Allred and Jim Wells set forth a vision to create a pedestrian-friendly, European-style resort that complemented the historic Town of Telluride. The vision included a commercial center, professional and single-family neighborhoods that were seamlessly integrated into the natural landscape. Looking at the original plan, it is also clear that the developers were interested in preserving the open character of the landscape and maintaining the privacy and seclusion. From that original vision, this Plan stays true to the goal of allowed the Town to evolve into a world-class destination while moving forward into a new era of sustainability, intent on recognizing what needs to be preserved while refining what needs to be changed.

**One cannot exist without the other; the Town of Mountain Village and Telluride are symbiotic.** Nowhere else do you find two such distinctly unique towns coexisting. Mountain Village is known for its world-class ski trails and a gondola. To have the world-class experience for which Telluride is known, the resort needs an upscale, modern alpine village to play off and appeal and history of the Town of Telluride. The municipalities collectively provide for tourism, development, and amenities to make the area a fantastic to visit and livable for a year-round community.

#### Professional Housing

**Why is professional housing being provided for today and envisioned in the Plan?**

By zoning, lots within Mountain Village must provide professional housing for 1,202 persons. This zoning regulation was put into place to ensure that Mountain Village was able to provide housing for a percentage of the employees generated by the development in the Town. This allows for traffic reductions into the town, reductions in regional sprawl and for the creation of a more active and vibrant community. The professional housing envisioned by this Plan continues this planning tradition, with the goal to provide additional professional housing to increase activity and vitality, reduce regional sprawl, reduce vehicle trips into the town and to create a more sustainable community.

**Principle PH-1.** Provide professional housing to increase the community's overall sustainability by decreasing the number of employees commuting to town daily, increasing the number of residents participating in economic and social activities year-round, and allowing the town to support a more diverse supply of employment opportunities.

**Policy PH-1.1.** Strive for the provision of deed-restricted professional housing for 15% or more of the total permitted population of 8,027 persons within Mountain Village.



VIEW FROM THE TOP



*Professional housing is a hot button issue in every resort community, and especially so in Mountain Village where land is incredibly limited and home values so high.*

Professional housing is a hot button issue in every resort community, and especially so in Mountain Village where land is incredibly limited and home values are so high. We heard throughout the process concerns from both sides of the table over what the role of the Town should have in providing for housing for those who have quality jobs and live year-round in the Mountain Village community. There is no simple answer to this question, but certainly some thought provoking considerations.

We learned from the comparable communities analysis that having a healthy year-round population greatly adds to the Town's vibrancy, and thus, its visitor experience. Places like Whistler exemplify that philosophy. Visitors want to ride the gondola with a local to hear about the mountain's secret stash, or sit next to them at the bar to hear what it's like to be lucky enough to live in the greatest place on earth. At the opposite end of the spectrum is the world's most famous private ski resort, The Yellowstone Club in Wyoming. Its critics believe that is has struggled to survive largely because it is just too lonely. Skiing is a social experience and a resort town's permanent population is essential to maintaining that.

There is also a desire in Mountain Village to increase the community's environmental sustainability. Currently, the vast majority of employees drive into Town from throughout the region to work because of the lack of affordable options for housing, dramatically increasing the Town's carbon footprint. Allowing people to live closer to where they work can have one of the most significant positive impacts on a community's sustainability, possibly more than any other strategy.

We also learned that it is paramount for professional housing to enhance the current neighborhoods in Mountain Village, and uphold a high level of architectural quality. Housing must always respect the natural landscape and complement the existing alpine character that is found there today.

Mountain Village will continue to work with neighboring communities and regional partners to find solutions for professional housing. As in most resort communities, strategies and policies will be in a state of ongoing evolution, but always strive to reflect the current vision and goals of the community.

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*Being the Town's first Comprehensive Plan, the community of Mountain Village was integrally involved in the planning process. The public involvement for this Plan was extensive, allowing voices from every facet of the community to be heard. The people of Mountain Village truly led this planning process, and the result is a plan that reflects their common vision for a sustainable future over the next 30 years.*

#### Creative Public Outreach

Since December 2008, the Comprehensive Plan Task Force met over 25 times and there were four public workshops, dozens of stakeholder interviews, special sessions with members of Town Council and key stakeholders, and meetings of the Mayor's Vetting Group. Each outreach event was widely advertised by the Town's Community Relations department, with announcements in the Telluride Watch newspaper, direct mailings to residents, radio and television spots, and internet postings. Public workshops were also announced throughout Town on large banners in Mountain Village Center, at Town Hall Plaza, and through smaller posters throughout pedestrian areas. Another creative approach that was led by the Town was video interviews with business owners, members of the community, and visitors of all ages. Many of these were impromptu segments conducted in Mountain Village

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## TAKING THE LEAD:

A COMMUNITY-BASED PLAN FOR THE NEXT 30 YEARS IN MOUNTAIN VILLAGE





