

Appendix: Chapter 2—Community Character and Vision

Challenges to Achieving Our Vision

While we hold our values true, we recognize that, at the same time, the Town of Snowmass Village is facing a number of challenges:

The community is approaching buildout. There are relatively few areas for additional growth. This places a high priority on ensuring the remaining development and any redevelopment complement the existing conditions and provide essential services, accommodations, and amenities that will help assure Snowmass Village’s sustainability and competitiveness far into the future.

The traffic system is reaching carrying capacity. Brush Creek Road, the principle vehicular access in and out of the valley, exceeds desirable traffic levels at peak periods. In order to avoid congestion in the future, careful attention must be paid to spreading out traffic usage and broadening the use of alternative transportation modes in order to decrease the use of single-occupant vehicles.

A significant portion of our workforce commutes into Snowmass Village from Pitkin County and Aspen. Though we make an effort to accommodate as many employees in the Town as we can, it is important to our viability that those we cannot house can reach Snowmass Village efficiently and safely. With increasing costs of commuting and competition from down valley employers, if we are to continue to provide a high quality of guest services we must find ways to provide workforce housing in, or closer to, the community.

A large portion of the skiers on Snowmass Mountain pass through Snowmass Village going back to Aspen or down valley lodging locations. We “capture” only about 45 percent of the potential expenditures represented by this pass through-traffic—which is a missed opportunity for local businesses.

The location of the Town Core on a relatively steep hillside makes pedestrian connectivity a physical challenge.

The strong, two-season nature of our economy provides a low utilization rate for the off-seasons. This prevents us from spreading the costs of amenities, facilities, and our workforce over a longer period of time and higher utilization rate, which discourages some investment and reinvestment.

Our overriding vision is to maintain and increase the sustainability of Snowmass Village as a leading mountain resort and a livable community for its property owners and businesspeople.

Values to Vision Statements for Each Chapter

During the update of the 2008 Comprehensive Plan the Town developed, based on the public input during the process, the following vision statements:

Economy

The Town of Snowmass Village will be the leading multiseason, family-oriented mountain resort with distinctive locally owned commercial businesses that provides conference facilities and a unique and diverse shopping and dining experience across a range of price points for guests and residents.

Recreation and Amenities

The Town of Snowmass Village shall enhance the community's enthusiasm toward sports and athletics and increase the recreational health and vitality by providing year-round attractions and amenities that foster opportunities to be active for all ages.

Community Arts

The Town of Snowmass Village shall expand its role as a provider of culture and arts for the Roaring Fork Valley as well as provider of expansive educational opportunities. Visual and performing arts amenities and venues shall compliment those of Aspen and create a strong identity and economic base for the community.

Community

The Town of Snowmass Village shall strike a healthy balance between community and resort. Creating and preserving areas where community members can meet formally as well as spontaneously gather and socialize will be critical to the Town's success. The Town of Snowmass Village shall be dedicated to the safety of all its residents, employees, and guests.

Environmental Resources

The Town of Snowmass Village shall create an ecologically sustainable community through energy independence, protecting open space and other natural resources such as water, and preserving critical view corridors.

Built Environment

The Town of Snowmass Village will have three interconnected commercial nodes (two resort-oriented commercial nodes and one community-oriented commercial node) that jointly have a small mountain town feel characterized by:

- Public gathering places that allow personal interaction and "people watching,"
- Sunlight to public areas,
- Easy pedestrian or mechanical connections between nodes, and
- Building placement that preserves long views from key public areas.

Transportation

The Town of Snowmass Village shall be served by convenient, effective, and attractive

transit service between local commercial and residential nodes and work with the Regional Transportation Authority (RFTA) to improve transit services throughout the greater Roaring Fork Valley. A major objective for the community will be to minimize increases in single-occupant vehicle (SOV) use and to increase the use of transit, pedestrian, and other non-SOV modes for travel to/from and within the Town Core. Sustainable land use, urban design, and workforce housing strategies that create vibrant, mixed-use nodes and encourage walking and transit use are also an important component.

Housing

A significant amount of affordable housing in Snowmass Village is essential to providing a high level of service for residents, employees, and guests; creating a sense of community; and giving the Town and businesses an advantage in attracting and retaining qualified employees.