



2011 Comprehensive Plan AMENDMENT

ONLINE COMMUNITY SURVEY RESULTS AND KEY FINDINGS

MARCH-APRIL, 2021



This online survey was created in order to give the community an opportunity to provide input on their goals and expectations regarding growth and development in Mountain Village early in the Comprehensive Plan Amendment Process.

The intent of this survey was to understand the community's vision, values, and goals as it relates to the future of Mountain Village and the Comprehensive Plan Amendment. In addition to capturing feedback from locals, an online survey provides an opportunity for engagement with interested parties that may live somewhere else part-time or have limited time to attend a meeting.

The community survey was deployed at the beginning of the project to inform the rest of the process. The community survey was live on the platform SurveyMonkey from March 8 to April 4, 2021. It was compatible with computers, tablets, or mobile phones. Responses were limited to one per IP address. Names and email addresses of respondents were mandatory to provide. These email addresses should be included in outreach regarding future engagement opportunities. 780 people opted to provide a Mountain Village address. These will be provided to Town staff with the complete raw results.

PROMOTION

The survey was promoted by the Town in a variety of ways including:

- Social Media posts and geotargeted ads
- Town newsletter
- Town website
- Mayor's minute newsletter
- Telluride Daily Planet newspaper
- Local radio
- Posters/flyers in strategic community locations
- Town Council and Design Review Board meetings

SURVEY INFORMATION

- Total respondents: 876
- Completion rate: 86%
- Average time to complete: 7 minutes
- Total open-ended comments: 693

QUESTION SUMMARY

- Contact information
- What is your connection to Mountain Village?
- As growth and development occurs in Mountain Village, what **community amenities and benefits** would you like to see more of?
- What types of **land uses** would you like to see more of in Mountain Village?
- What are your top two **concerns regarding potential new development** in Mountain Village?
- What aspects would you like to see required prioritized in **transition areas** between new development and existing residential?
- Where would you **most like to see growth and development** occur in Mountain Village? Why?
- Where are you **most concerned with growth** in Mountain Village? Why?
- Recognizing that commercial development, like retail and lodging, helps generate **sales tax revenues**, would you: a) **Support the development** of more of these uses or b) **Maintain current amounts** of these uses.
- Open comment field



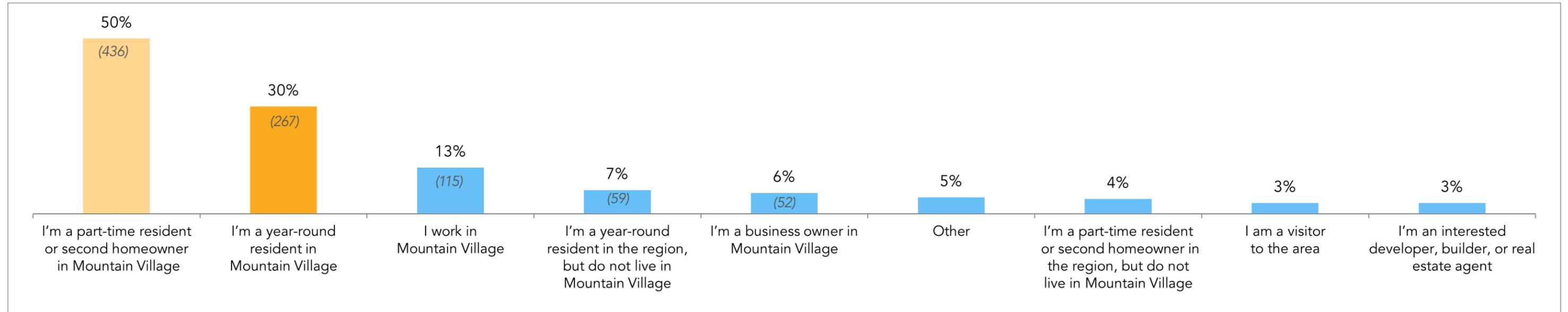
Screenshot of mobile survey



SURVEY OVERVIEW

What is your connection to Mountain Village?

(Required, choose all that apply)



ALL RESPONDENTS:

Half of the 876 total survey responses received were from part-time residents or second homeowners. Given the online platform of the survey, it was easily accessible by all stakeholders and community members. Based on preliminary results, a second promotional push was conducted in an effort to gather more feedback from full-time residents. This push resulted in an additional 141 year-round residents taking the survey.

"Other" responses (open-ended) included undeveloped property owners, people with pending lot or home purchases, local festival producers, prospective residents, previous residents who left based on affordability, and rental unit owners.

YEAR-ROUND RESIDENTS:

267 year-round Mountain Village residents took the survey. This group also had the following connections:

9% (24 people) are also a business owner in Mountain Village

24% (64 people) also work in Mountain Village

2% (6 people) also are an interested developer, builder, or real estate agent

PART-TIME RESIDENTS:

436 part time Mountain Village residents took the survey. This group also had the following connections:

1.2% (5 people) are also a business owner in Mountain Village

1% (6 people) also are an interested developer, builder, or real estate agent

Written responses indicated that several respondents were interested in or planning to become a full-time resident in the future.

OTHER RESPONDENTS:

Of the 173 participants who did not respond as either a part-time or full-time resident, **61%** either worked or owned a business in Mountain Village. This group also had the following connections:

22% (59 people) were year-round residents in the region, but not Mountain Village

19% (52 people) were part-round residents in the region, but not Mountain Village

10% (27 people) were visitors to the area

CROSS-TABULATION:

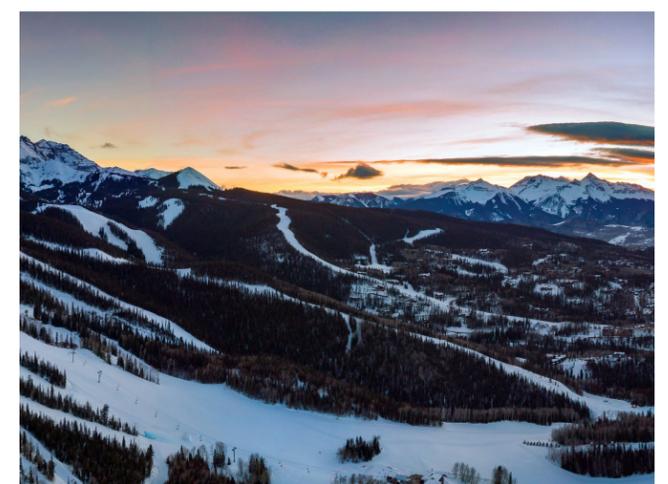
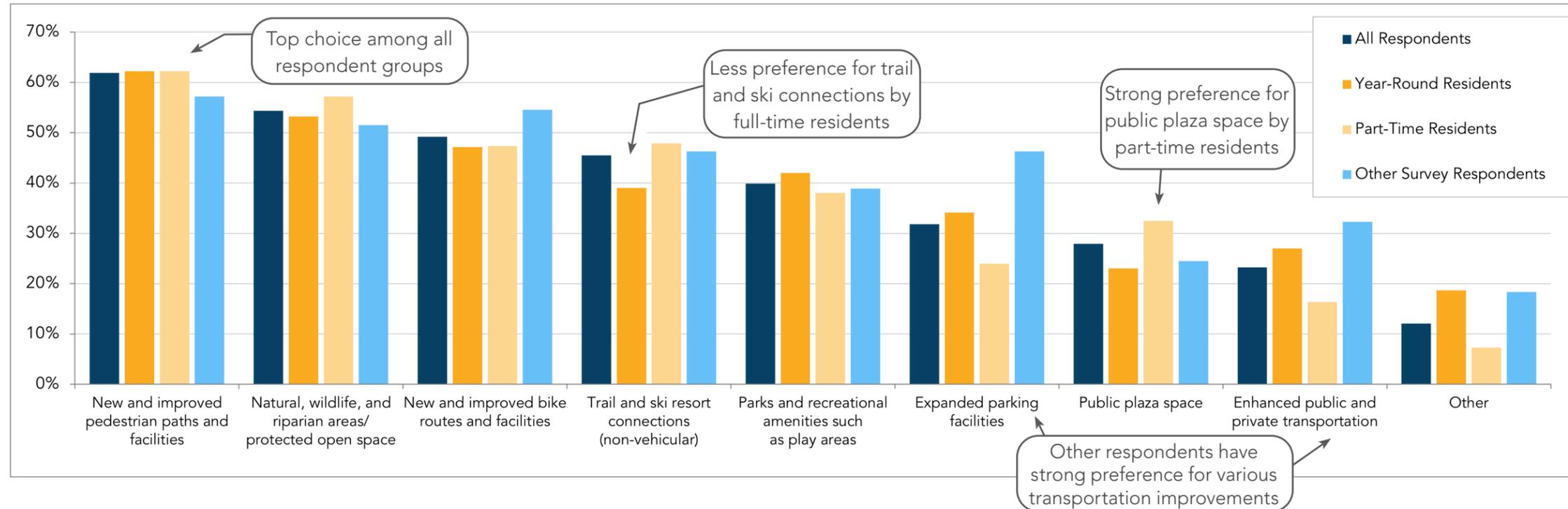
This memo of survey feedback is cross-tabulated by respondent's answers to this question in order to help us understand how opinions may vary across different perspectives. "All Respondents", typically shown in navy, represents the full combined results from the entire survey.

"Year-Round" Residents, typically shown in dark orange, represents the responses from those who stated they are a year-round resident in Mountain Village in the question on this page.

"Part-Time Residents", typically shown in peach, represents the responses from those who stated they are a part-time resident or second homeowner in Mountain Village in the question on this page.

Lastly, "Other Respondents", typically shown in light blue, represents the sum of responses only from those who did not say they are either a year-round or part-time resident.

As growth and development occurs in Mountain Village, what community amenities and benefits would you like to see more of?
(Choose all that apply)



ALL RESPONDENTS:

Amongst all respondents, new and improved pedestrian paths and facilities were the most popular community amenity that people would like to see more of. There was a preference for these over non-vehicular trail and ski resort connections, indicating a preference for connections to other amenities and within neighborhoods, as well as potential improvements to existing sidewalks, pedestrian paths, and crossings. The second most desired community amenity amongst all respondents is protected/passive open space such as natural, wildlife, and riparian area. This indicates a desire to protect some of Mountain Village’s most valued assets and maintain its natural setting.

“Other” responses (open-ended) included affordable and workforce housing (most frequent), medical facilities, dog park, post office, senior center, improved tennis courts, heated sidewalks/crosswalks, signage, recreation center, improved ADA accessibility, composting station, ski lift improvements, and spiritual center.

YEAR-ROUND RESIDENTS:

Year-round residents were most in favor of new and improved pedestrian paths and facilities; natural, wildlife and riparian areas; and new and improved bike routes and facilities.

This group diverged most from the other types of respondents in their strong desire for parks and recreation amenities and enhanced public and private transportation, and their lesser desire for more trail and ski resort connections and more public plaza space.

PART-TIME RESIDENTS:

Part-time residents were most in favor of new and improved pedestrian paths and facilities; natural, wildlife and riparian areas; and trail and ski resort connections.

This group diverged most from the other types of respondents in their desire for trail and ski resort connections and public plaza space, and their lack of desire for enhanced public and private transportation and expanded parking facilities.

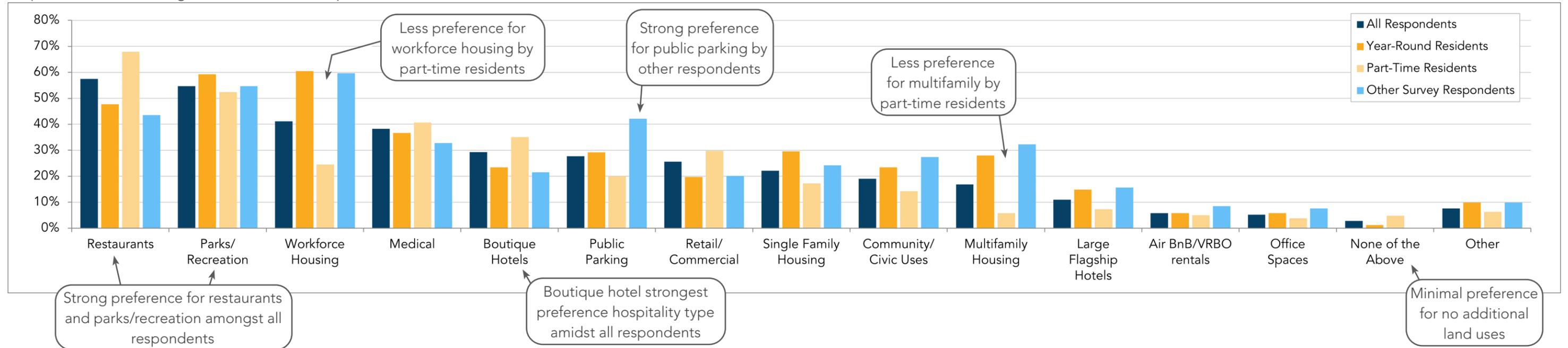
OTHER RESPONDENTS:

Other respondents were most in favor of pedestrian paths and facilities; natural, wildlife and riparian areas; new and improved bike routes and facilities; and expanded parking facilities.

This group diverged most from year-round and part-time residents in their desire for expanded parking facilities and enhanced public and private transportation. Several repeated themes from other/open-ended responses included recreation facilities, ski amenities, and parking.

A Comprehensive Plan can help the Town implement the community's vision. What types of land uses would you like to see more of in Mountain Village? (Choose all that apply)

Responses ranked from highest to lowest of all respondents



ALL RESPONDENTS:

Land uses that all survey respondents are most interested in seeing grow in Mountain Village are restaurants, parks/recreation, workforce housing, and medical. Land uses that all survey respondents are least interested in seeing grow in Mountain Village are office spaces, Air BnB/VRBO rentals and large flagship hotels.

Amidst hospitality land uses, survey respondents showed a strong preference for boutique hotels, with much less desire for large flagship hotels, and the least desire for more Air BnB/VRBO rentals.

“Other” responses (open-ended) included recreation center, church/spiritual center, gym, movie theater, concert space, marijuana dispensary, grocery/market/convenience stores, updated conference facilities, group event facilities, high-quality restaurants, and festival venues. Largely, the “Other” response category was used to re-emphasize workforce housing needs.

YEAR-ROUND RESIDENTS:

This question yielded some interesting differences between year-round residents and part-time residents. Notably, year-round residents top preference for future land use was workforce housing while this didn't make the top 5 for part-time residents. Year-round residents increased preference for residential uses extended to single family and multifamily housing as well, and they ranked all residential uses over all hospitality uses.

Year-Round Residents Top 5

- Workforce Housing
- Parks/Recreation
- Restaurants
- Medical
- Single Family Housing

PART-TIME RESIDENTS:

Part-time residents indicated their highest preference is for more restaurants and parks and recreation, with relatively low concern for workforce housing and multifamily housing in comparison to all other respondents. They also had a higher preference for medical, boutique hotels, and retail uses than other types of respondents. Overall, they were less in favor of additional housing types and more in favor of active and amenity-type uses.

Part-Time Residents Top 5

- Restaurants
- Parks/Recreation
- Medical
- Boutique Hotels
- Retail/Commercial

OTHER RESPONDENTS:

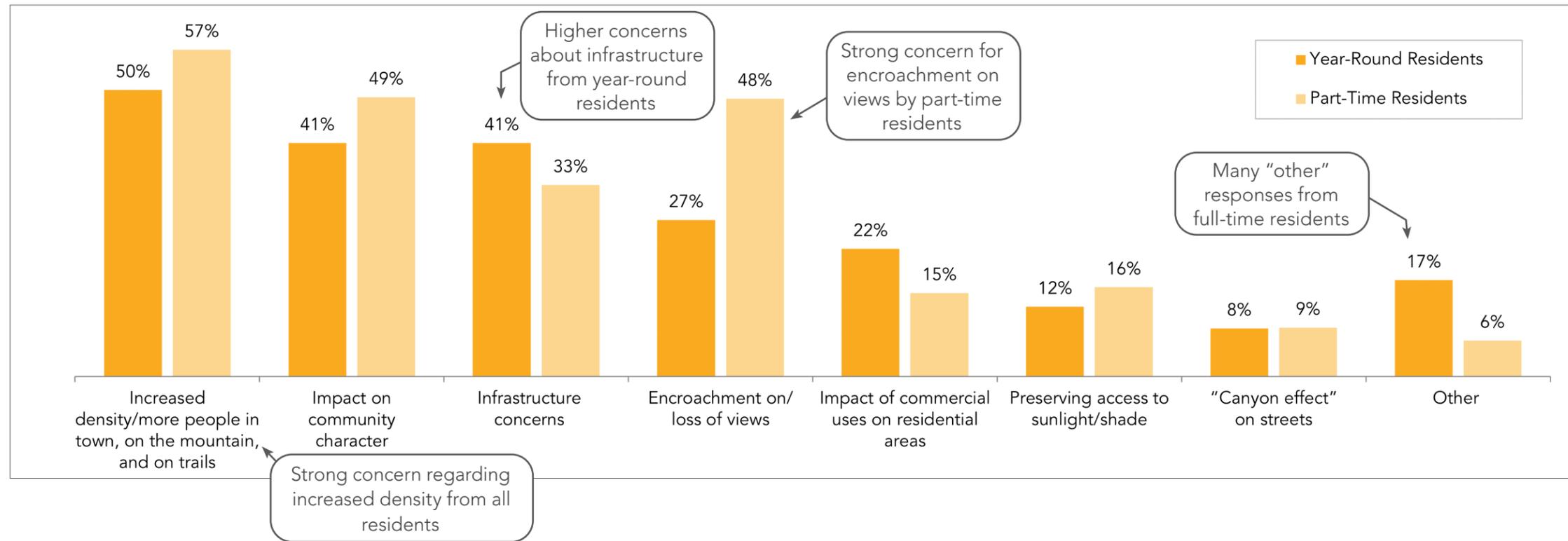
Other respondents had a different set of preferences than year-round or part-time residents. Like year-round residents, they had a strong desire for workforce housing and parks/recreation, but they also had more preference for public parking and multifamily housing than year-round and part-time residents. Overall, they were most in favor of additional housing, business-supporting uses, and parking.

Other Respondents Top 5

- Workforce Housing
- Parks/Recreation
- Restaurants
- Public Parking
- Multifamily Housing

What are your top two concerns regarding potential new development in Mountain Village?

(Choose top two)



Overall, year-round residents showed lower levels of concern with impacts of new development than part-time residents. The only impacts that year-round residents expressed higher levels of concern for than part-time residents are infrastructure concerns and the impact of commercial uses on residential areas. The largest discrepancy in levels of concern was for encroachment on/loss of views, which only 27% of year-round residents selected, compared to 48% of part-time residents. The canyon effect on streets was the least selected concern for both groups (8% of year-round residents and 9% of part-time residents).

YEAR-ROUND RESIDENTS:

Year-round residents of Mountain Village are most concerned with increased density (50%), the impact on community character (41%), and infrastructure concerns (41%). They were least concerned with the impact of commercial uses on residential areas (22%), preserving access to sunlight/shade (12%) and the "canyon effect" on streets (8%). A large number of year-round residents responses (17%) were left in the form of open-ended comments.

The other/open-ended comments that were submitted by year-round residents for this question showed several key themes including major concerns for the lack of affordability and rising housing costs with new development; the impact of only adding more large single-family and second homes; the impacts on trails and natural areas; and a general lacking of housing options and variety, particularly for those within the workforce. Several respondents indicated that the need for workforce housing was more important than any of the listed concerns.

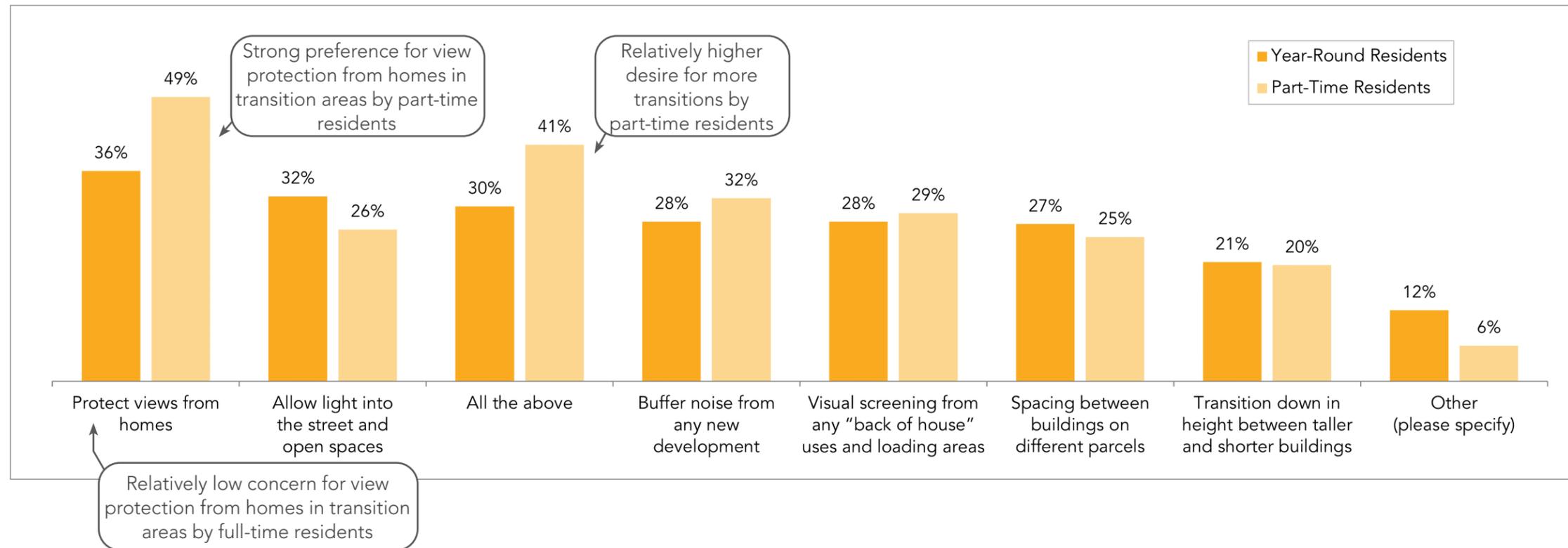
PART-TIME RESIDENTS:

The most-frequently selected concerns for part-time residents were increased density/more people in town, on the mountain, and on trails (57%); the impact on community character (49%); and the encroachment on/loss off views (48%). They showed lower levels of concern around infrastructure (33%), preserving access to sunlight/shade (16%), the impact of commercial uses on residential areas (15%), and the "canyon effect" on streets (9%),

The other/open-ended comments for part-time residents showed a wide range of concerns and preferences. Several respondents were concerned with too much low-income or high-density housing, particularly near single-family neighborhoods, while many others expressed a desire for more affordable and workforce housing. Other commonly received comments from this group include concern for encroachment on open space, natural areas, ski runs, and wildlife habitat, noise impacts from new construction and development, and uncontrolled growth.



What aspects would you like to see required prioritized in transition areas between new development and existing residential? (Choose top three)



Overall, part-time residents showed more desire for almost all transition techniques than year-round residents did, with the exception of allowing light into the street and open spaces (32% for year-round residents and 26% for part-time residents) and spacing between buildings on different parcels (27% for year-round residents and 25% for part-time residents). The largest difference between year-round and part-time residents was regarding protecting views (36% for year-round to 49% for part-time), although both groups felt it was the highest priority. The least selected choice for both groups (apart from "other") was to transition down in height between taller and shorter buildings.

YEAR-ROUND RESIDENTS:

In transitioning between new development and existing residential, year-round residents are most interested in protecting views from homes (36%), allowing light into the street and open spaces (32%), and all of the above (30%), which were similar to the choices made by part-time residents but with significantly lower percentages. Year-round residents had a much higher proportion of "other" responses (12%)

The other/open-ended comments that were submitted by year-round residents for this question showed several key themes including limiting light pollution; ensuring adequate emergency access and services; a preference for no development at all; and matching the character of the community. Again, several respondents indicated that the need for affordable and workforce housing was more important than any of the listed concerns or transitions.

PART-TIME RESIDENTS:

Part-time residents felt the highest priority in transition areas was protecting views from homes (49%) and all of the above (41%) by a fairly notable margin, indicating a lot of desire for multiple transition techniques. Part-time residents left far fewer "other" responses (6%).

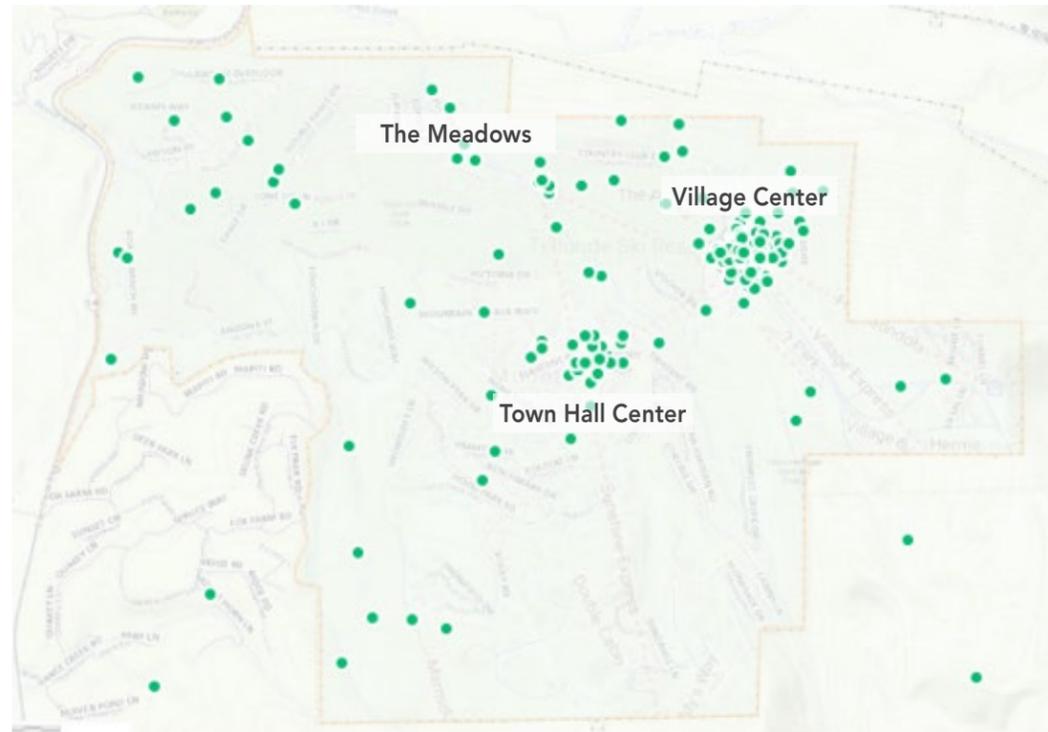
The other/open-ended comments that were submitted by part-time residents showed several key themes including maintaining open space and natural areas; preserving trees; matching the character of the community; limiting density in single-family areas; and maintaining the walkability of the town center. Again, there was a wide range in sentiments about new development and density, with some preferring no new development, particularly multi-family, and others wanting increased density and housing options.



Where would you most like to see growth and development occur in Mountain Village?

(Choose one location on map)

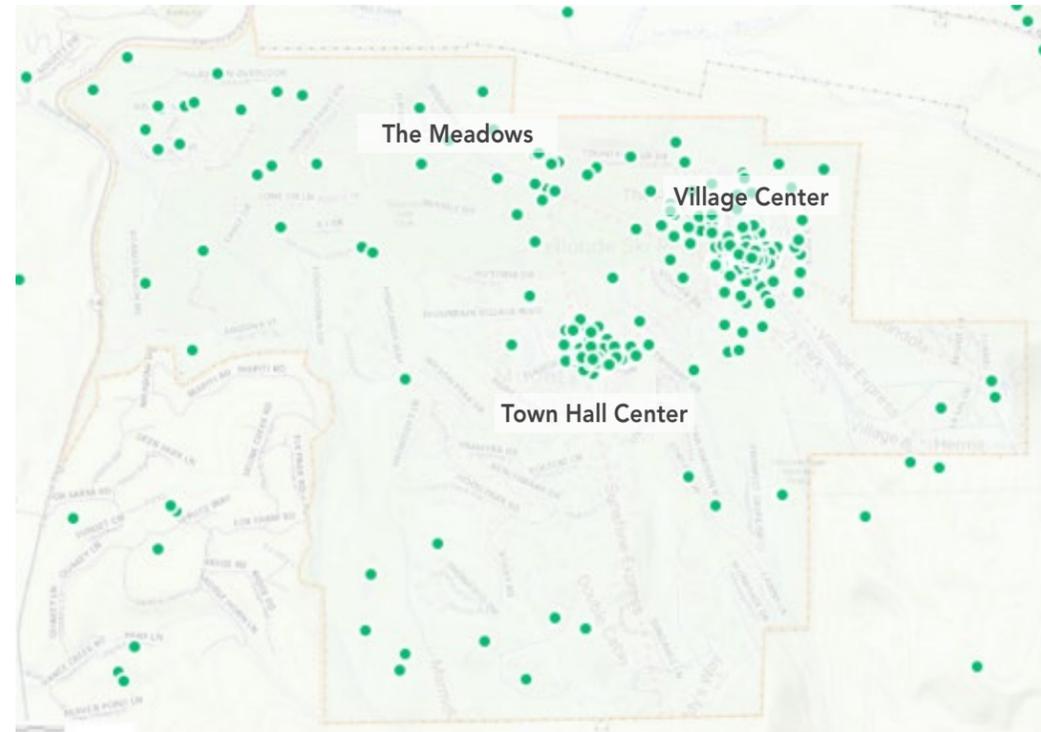
YEAR-ROUND RESIDENTS:



According to pins placed on the above map, year-round residents would most like growth and development in and immediately adjacent to the Mountain Village Center and, to a lesser degree, the Town Hall Center area. Smaller clusters showed some desire for more development in the Meadows and the northwest portion of the Village. Very little development preference was shown in the existing single-family neighborhoods and open spaces in the southern half of the community.

These patterns in the survey responses show that development is most preferred in areas with some existing density and services. Year-round residents had the most interest in new growth and development in the Village Center, where it could be colocated with existing goods and services and employment opportunities and benefit from existing infrastructure and transportation options.

PART-TIME RESIDENTS:



Like year-round residents, part-time residents would most like growth and development in and immediately adjacent to the Mountain Village Center and, to a lesser degree, the Town Hall Center area. Smaller clusters showed some desire for more development in the Meadows and the northwest portion of the Village. Very little development preference was shown in the existing single-family neighborhoods and open spaces in the southern half of the community.

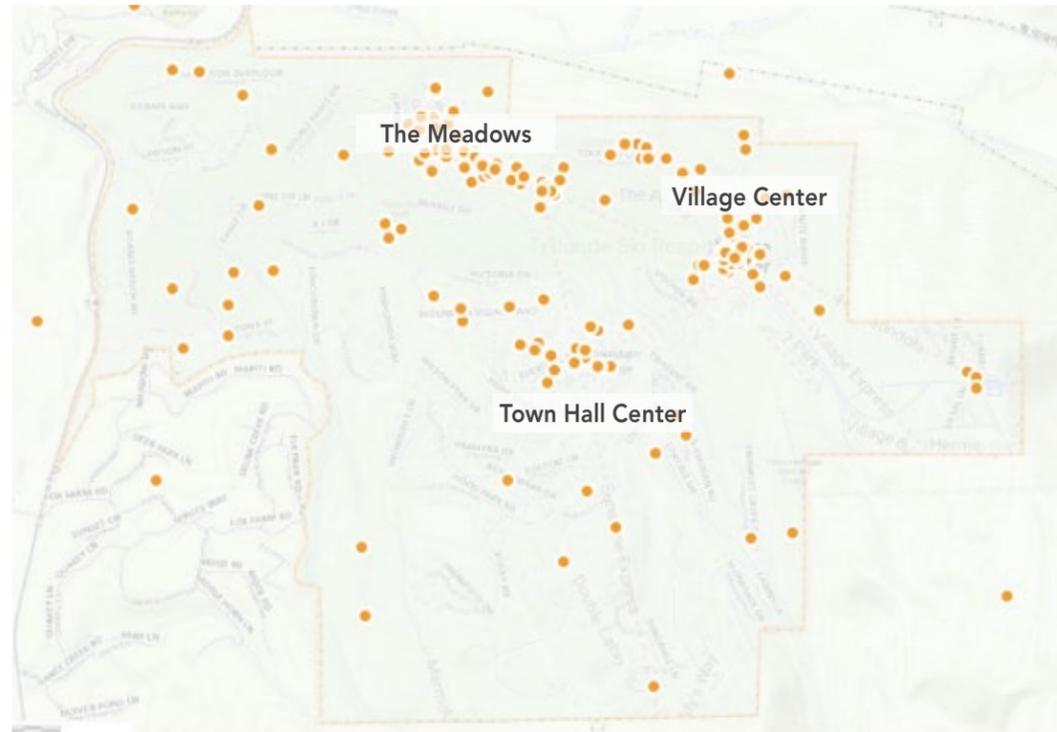
While the survey responses showed relatively similar location preferences for development patterns between year-round and part-time residents, the biggest differences can be found in the quantity and range of responses. A greater density of pins were placed by part-time residents in the Village Center and Town Hall areas with a larger radius on these hot spots.



Where are you most concerned with growth in Mountain Village?

(Choose one location on map)

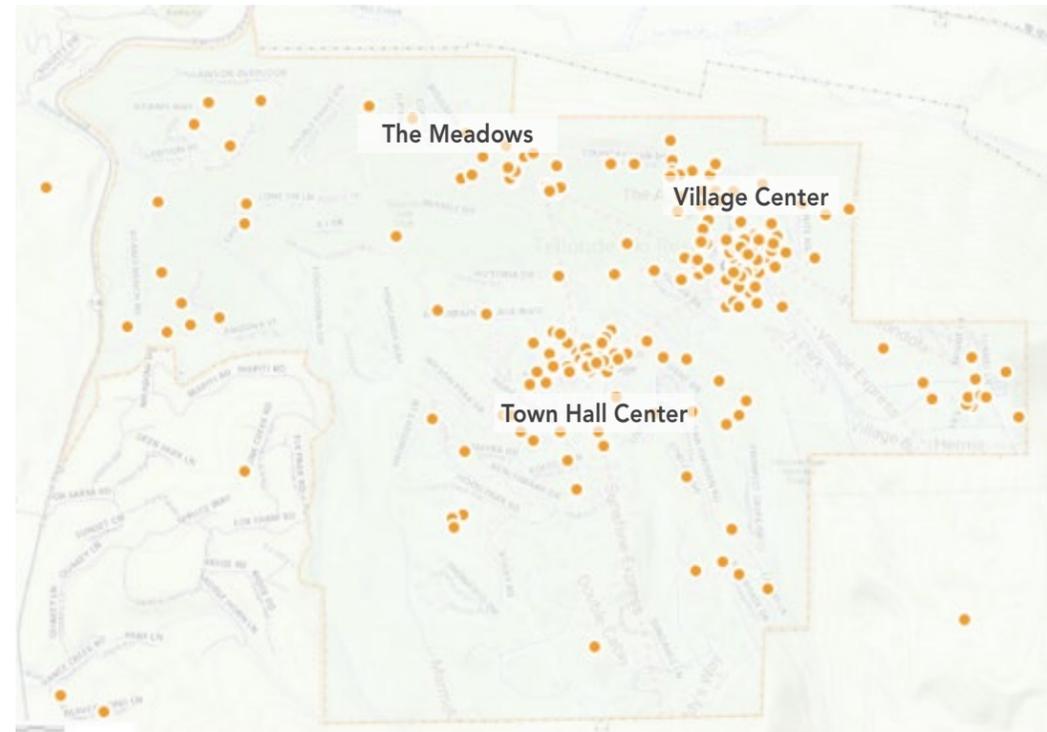
YEAR-ROUND RESIDENTS:



The pins placed by year-round residents to indicate where they are most concerned with growth show a range of opinions when compared to the areas where many indicated they would prefer growth. Both maps showed clusters of pins in approximately the same locations: Mountain Village Center, Town Hall Center, and the Meadows, indicating either opposing interests or a concern more oriented towards quality and design of new development. The most notable comparison is the relatively low interest in new development in the Meadows on the previous page and the very strong concern with development in the Meadows shown in this question. The largest clusters of concern were in the Meadows and Village Center, with a smaller cluster on the Town Hall Center. No major groupings were shown anywhere else in the community, which is likely more of an indication that residents do not expect development there at all, rather than a lack of concern.

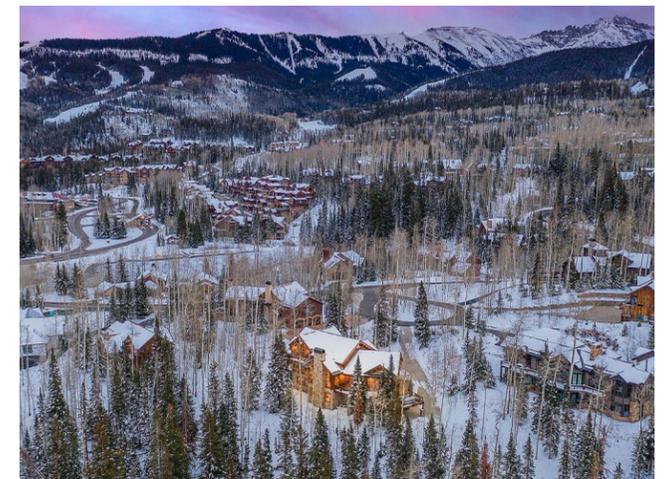
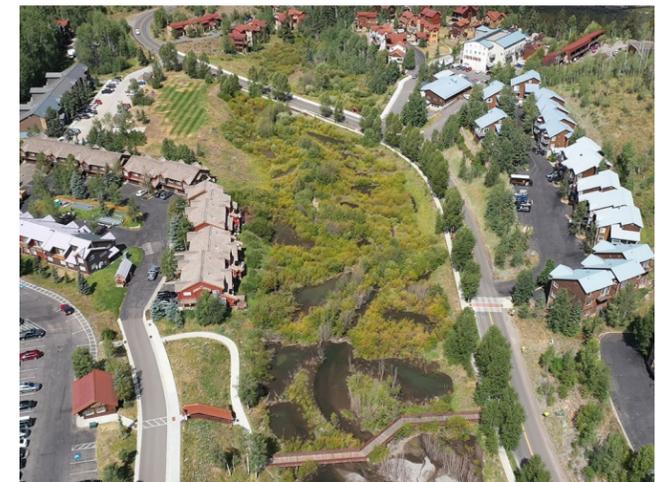
In analyzing both the results for year-round residents for this and the previous question, it appears that high-quality development is most preferred in the Village Center and the Town Hall Center and development is not desired in the Meadows or elsewhere. It should be noted that almost 150 fewer people responded to this question than the previous one.

PART-TIME RESIDENTS:

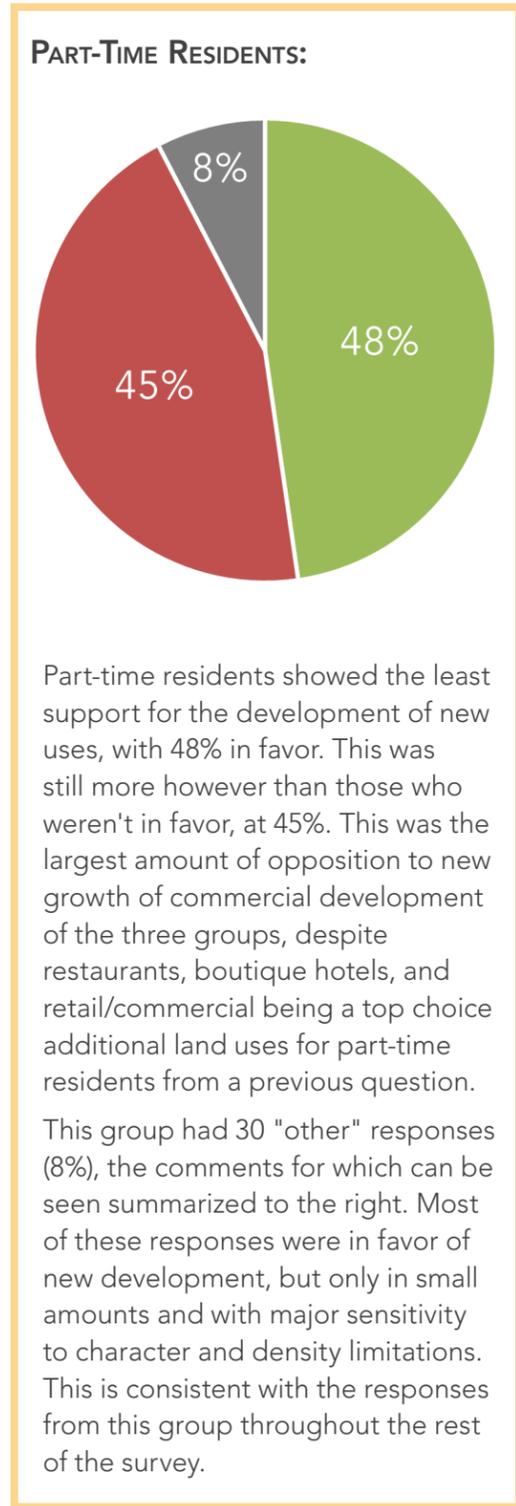
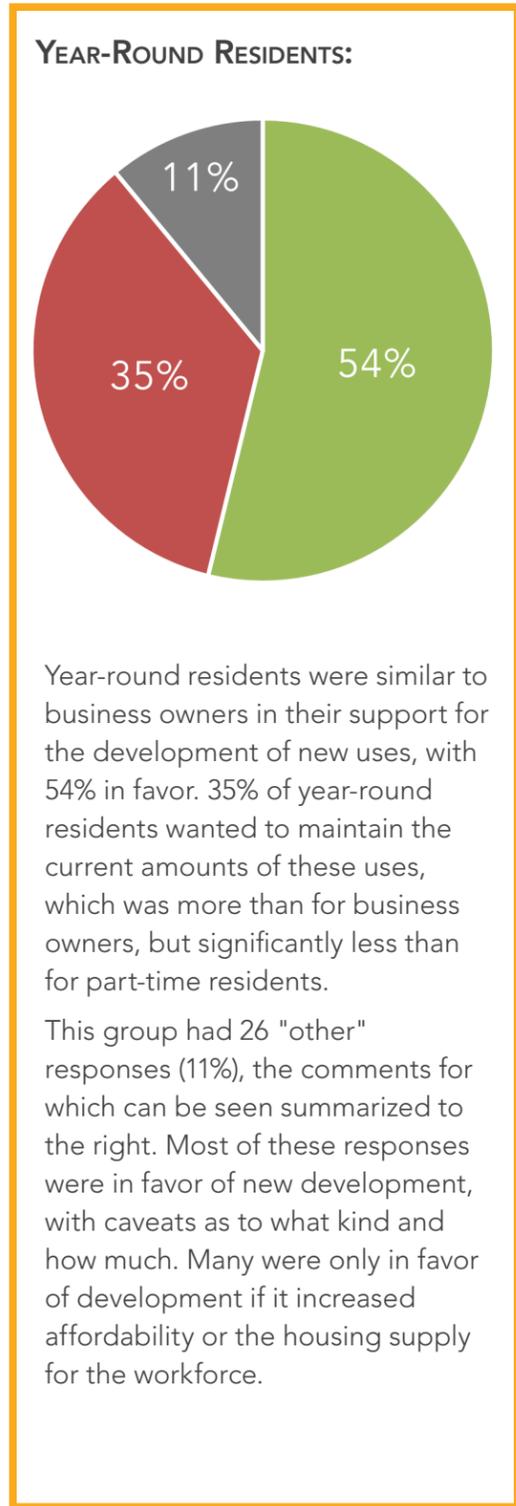
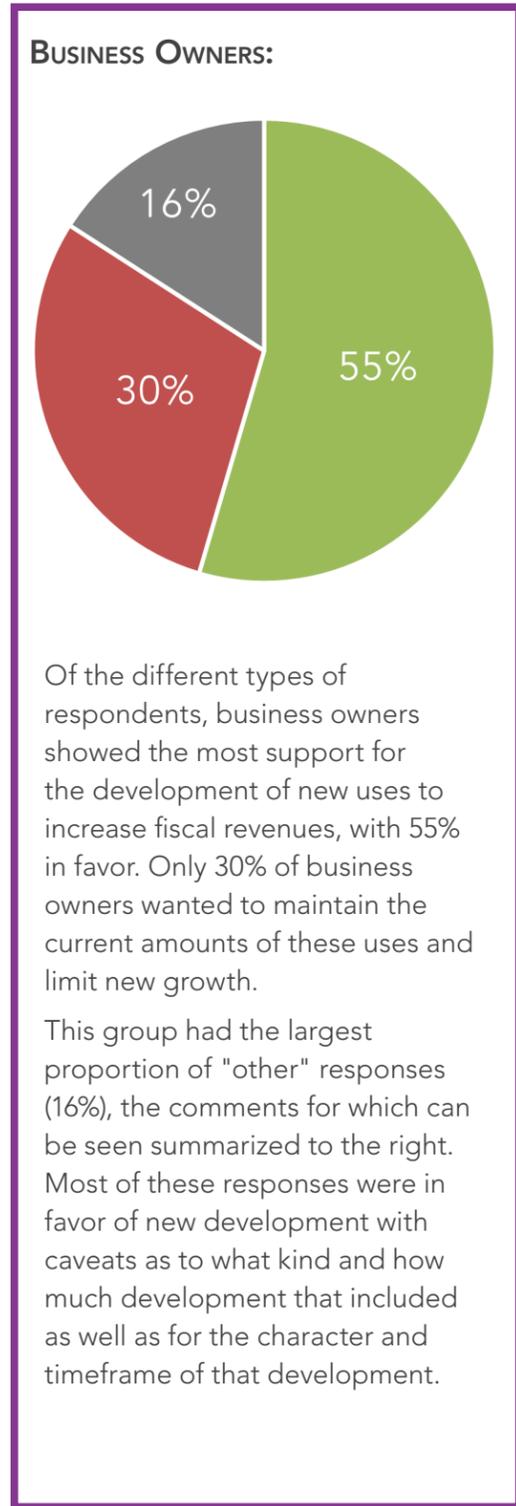


Similar to the results for year-round residents, the pins placed by part-time residents to indicate where they are most concerned with growth are similar to the areas where many indicated they would prefer growth. Both maps showed clusters of pins in approximately the same locations: Mountain Village Center, Town Hall Center, and the Meadows, indicating opposing interests or a concern more oriented towards quality and design of new development. The most significant difference between year-round and part-time residents is in the relatively low number of "concerned" pins placed in the Meadows by part-time residents and the relatively high number of "concerned" pins in the Village Center and Town Hall Center by part-time residents. Again, no major groupings were placed anywhere else in the community.

In analyzing both the results for part-time residents for this and the previous question, it appears that high-quality development is most preferred on the eastern side of the Village Center and in the middle of the Town Hall Center, and development is not preferred in the Meadows or the area around the Town Hall Center. It should be noted that almost 150 fewer people responded to this question than the previous one.



Recognizing that commercial development, like retail and lodging, helps generate sales tax revenues, would you:
(Choose one)



- **Support the development of more of these uses** to increase fiscal revenues, linking them to future civic improvement and projects.
- **Maintain current amounts of these uses**, recognizing a limited potential increase of fiscal revenues that the Town would be able to generate.
- **Other**

Other responses included (summarized):

- *Prioritizing development of workforce housing before new development of other uses occurs (most common)*
- *Support of any type of development that increases tax revenues*
- *Support for a limited amount of new development*
- *Support for new development only in certain areas*
- *Increase needed in the workforce before these types of development should occur*
- *Desire for general increase in mix of uses*
- *Emphasis on preservation of community character*
- *Support for new retail/restaurant development but not lodging*
- *Increase sales tax via more sales, not more businesses*
- *Higher property or lodging taxes*
- *Support for gradual new development over long period of time*



