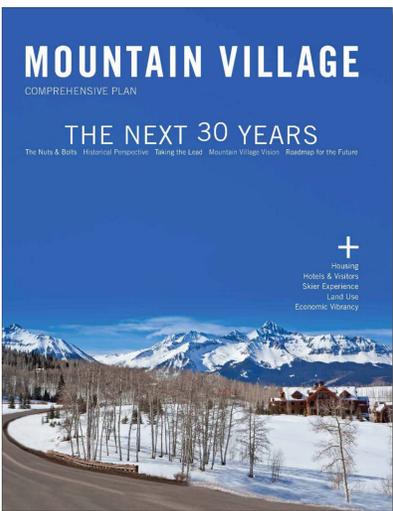




THE COMPREHENSIVE PLAN AMENDMENT AND PROCESS

What is the Mountain Village 2011 Comprehensive Plan?



A Comprehensive Plan is a document intended to represent a community's shared vision and guide long-term decision-making, growth, and investment within a City or Town. Once adopted, Comprehensive Plans are the foundation for regulatory tools, strategic policies, infrastructure and public amenity investments, community-oriented projects and programs, and more.

2011 Comprehensive Plan

The Town of Mountain Village Comprehensive Plan was adopted in 2011 and was written to be a 30-year roadmap envisioning the future use and needs of the community. It was the first long-term strategic plan developed for the community since the town's incorporation. Town Council's goal at the time was to encourage future development while controlling growth within reasonable boundaries.

2021 Comprehensive Plan Amendment

In the intervening years, Town Council and the community have noted that the Comprehensive Plan is overly prescriptive, complicated, and outdated in certain respects.

Why are we doing this amendment to the Comprehensive Plan?

We need to amend the Comprehensive Plan to provide future town councils, property owners, and community members solid, yet flexible, guidance to inform and support the critical decisions they will face in years to come.

Modernize & Simplify

Amend and modernize the Comprehensive Plan to serve as a guiding document versus a regulatory document and remove overly prescriptive tables, formulas, and measures that have been a barrier to development

Align & Clarify

Align and clarify the roles of the Comprehensive Plan and the Town's Community Development Code

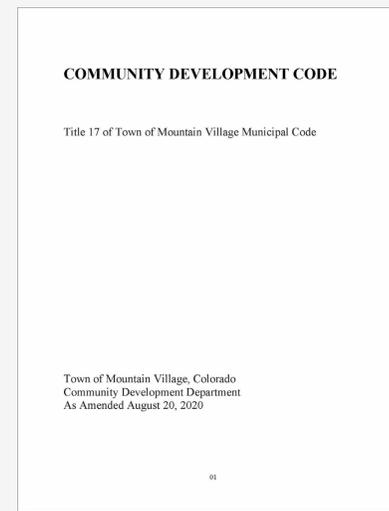
Reexamine & Reflect

Reexamine Mountain Village's economic model to reflect micro and macro trends, including reflecting current economic realities that have transformed communities such as ours.

Review & Update

Review and potentially update the Town's contemplated growth strategy and model

What is the relationship of the Comprehensive Plan to the Community Development Code (CDC)?



Guiding vs. Regulatory Documents

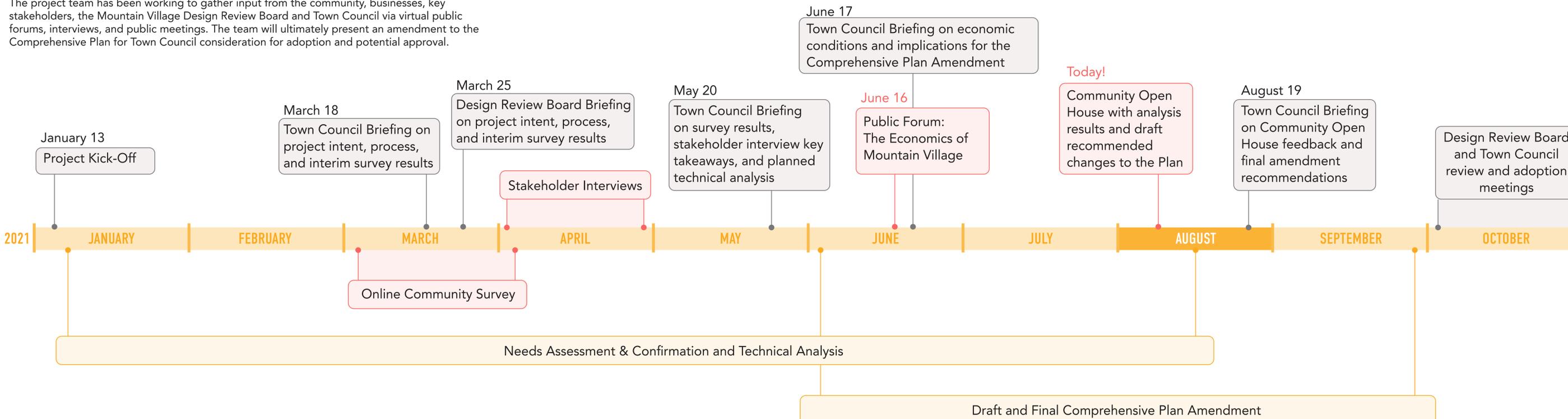
A Comprehensive Plan is a guiding document. It provides recommendations and policies to help shape growth within a community by envisioning and planning future land use, transportation, infrastructure, utilities, natural resources, open space, and community facilities. It is a document that combines community vision with analysis, research, and best practices.

The Community Development Code (CDC) is a regulatory document which is legally binding. Mountain Village's CDC includes detailed zoning and land use regulations, development review procedures, design regulations, building regulations, environmental regulations, sign permitting, and more. One stated purpose of the CDC (in addition to others) is to "Promote and protect the health, safety and welfare of citizens and visitors".

The CDC is a tool to implement the vision and policies of the Comprehensive Plan.

Amendment Process and Community Engagement

The project team has been working to gather input from the community, businesses, key stakeholders, the Mountain Village Design Review Board and Town Council via virtual public forums, interviews, and public meetings. The team will ultimately present an amendment to the Comprehensive Plan for Town Council consideration for adoption and potential approval.





COMMUNITY SURVEY RESULTS

Survey Information

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.

Survey Highlights:

- Part of first project phase
- Live on SurveyMonkey from March 8 to April 4, 2021
- Compatible with computers, tablets, and phones
- Total respondents: 876
- Completion rate: 86%
- Average time to complete: 7 minutes
- Total open-ended comments: 693

Total survey respondents:



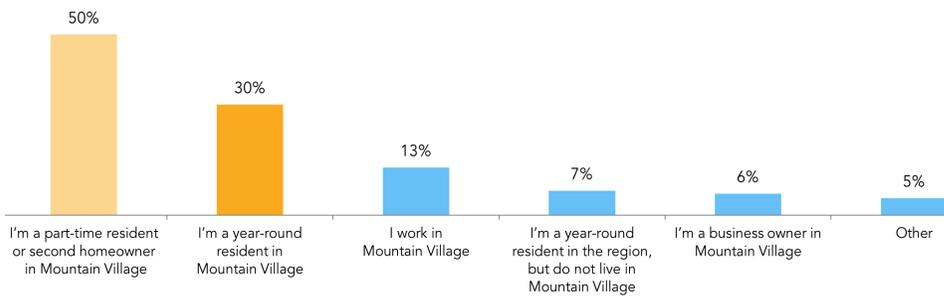
Completion rate: 86%



Total open-ended comments: 693



Respondents



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

Part-Time Residents/Second Homeowners

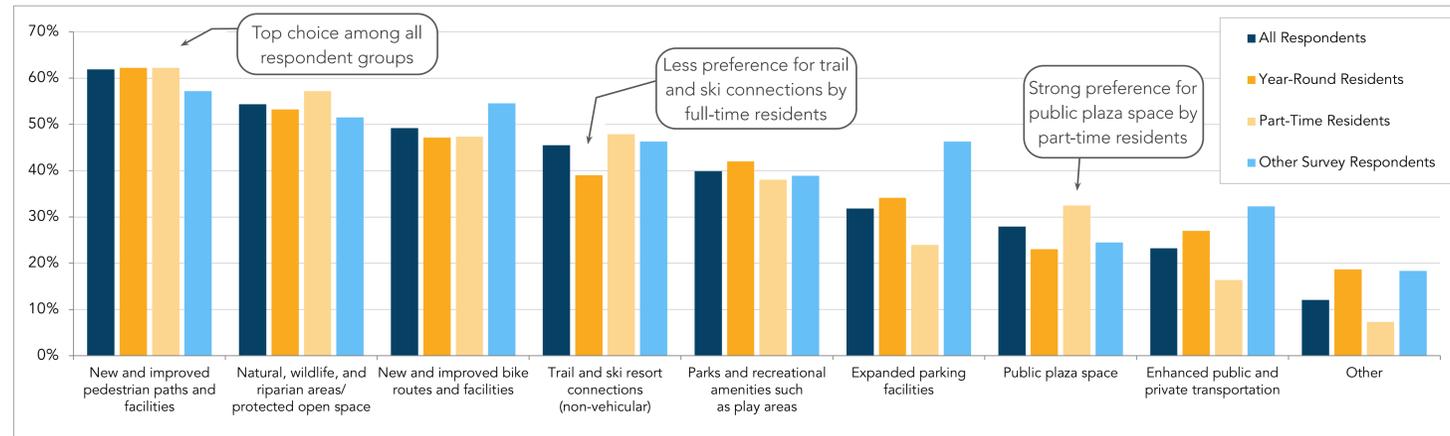
436 part-time Mountain Village residents took the survey. This group also had the following connections: 1% (5 people) are also a business owner in Mountain Village and 1% (6 people) also are an interested developer, builder, or real estate agent.

Other

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; and 10% (27 people) were visitors to the area.

Public Amenities & Benefits

Survey Question: As growth and development occurs in Mountain Village, what public amenities and benefits would you like to see more of?



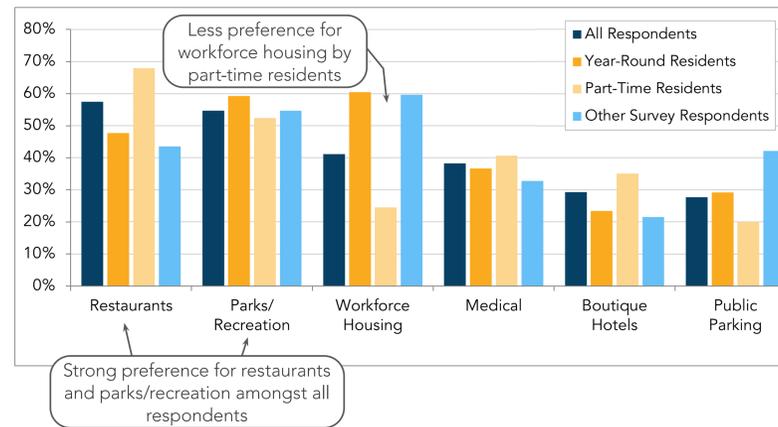
Responses

Amongst all respondents, new and improved pedestrian paths and facilities were the priority public amenity. There was a preference for these over trail and ski resort connections, indicating a preference for connections to other amenities and within neighborhoods, as well as improvements to existing sidewalks, paths, and crossings.

"Other" responses (open-ended) included affordable and workforce housing, medical facilities, dog parks, senior or recreation center, signage, improved ADA accessibility, and a spiritual center.

Land Use

Survey Question: What types of land uses would you like to see more of in Mountain Village?



Restaurants



Parks/Recreation



Workforce Housing



Medical



Boutique Hotels



Public Parking

Hotbeds

Boutique hotels were preferred over large flagship hotels.

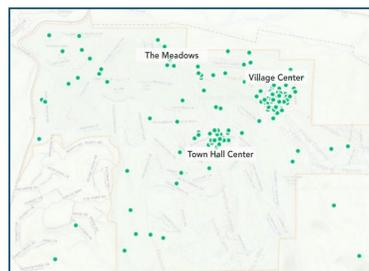
Retail

Restaurants were the most preferred type of retail/commercial.

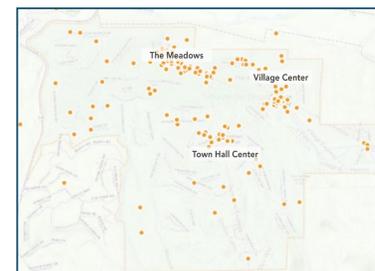
Housing

Workforce housing was the most selected housing type, with more single family and multifamily being less desired among all groups.

Growth & Development



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



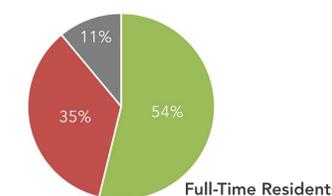
Where are you most concerned with growth in Mountain Village?

Survey Question: Recognizing that commercial development, like retail and lodging, helps generate sales tax revenues, would you:

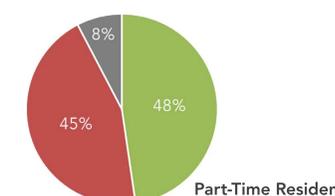
Support the development of more of these uses to increase fiscal revenues, linking them to future civic improvement and projects.

Maintain current amounts of these uses, recognizing a limited potential increase of fiscal revenues that the Town would generate.

Other



Full-Time Residents



Part-Time Residents

Year-round residents and business owners supported development of new uses to increase fiscal revenues, with 54% in favor and only 35% against.

Part-time residents showed the least support for the development of new uses, with 48% in favor. This was still more however than those who weren't in favor, at 45%.

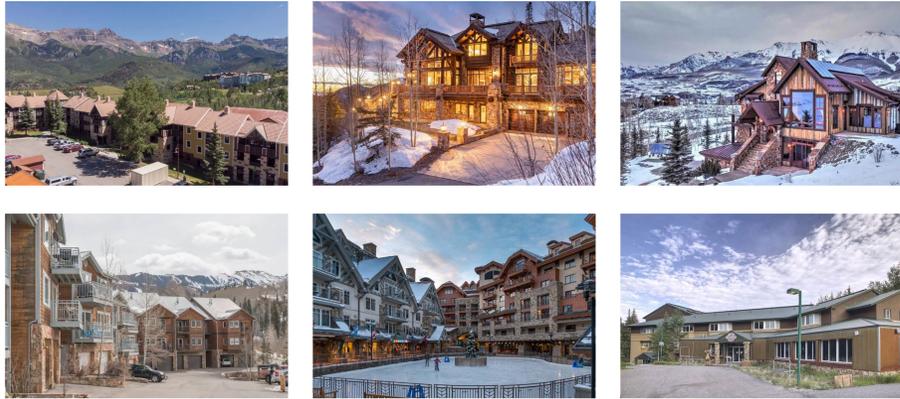


COMMUNITY HOUSING

DRAFT CHANGES TO THE COMPREHENSIVE PLAN

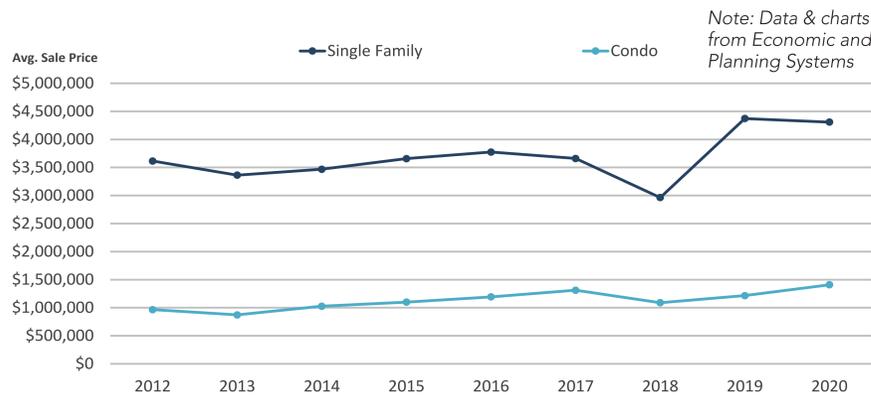
Proposed changes to the Plan will include addressing the correlation between providing jobs and attainable housing, citing the Town's current efforts to provide attainable housing and encouraging more community housing initiatives, and ensuring recommendations properly account for transitions down in density and design between new and existing housing.

Existing Housing



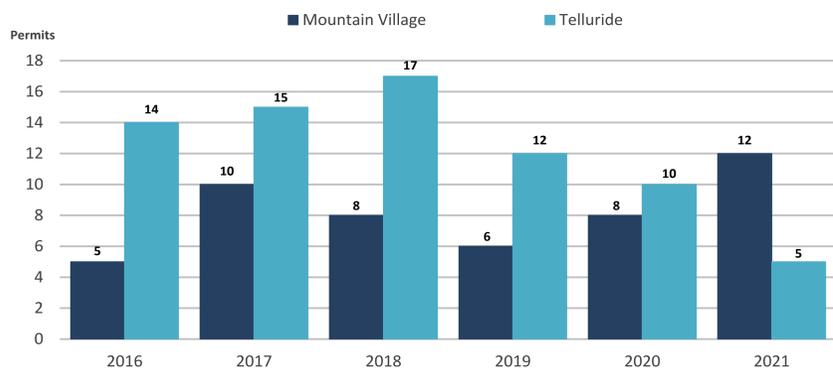
The majority of the housing in Mountain Village is large lot single family homes. There are also many high-end condos in the Village Center and a few townhomes and apartment buildings in the Meadows and Town Hall area. The architecture of the town is a majority mountain and chalet style architecture.

Demand / Data



Home Sale Price Trends

Sale prices have risen over the past few years; In 2020, the average sale price for a single family home was \$4.3 million and the average sale price for a condo was \$1.4 million.



Residential Building Permits

Residential construction activity has been consistent over the past five years, but it is still lagging behind its pre-Great Recession levels

Ongoing Community Housing Initiatives

Housing prices in Mountain Village continue to escalate which increases affordability challenges for persons who desire to live here. The 2011 Comprehensive Plan sets forth the goal of achieving a diverse range of housing densities, styles and types, including rental and for sale, to serve all segments of the population. The Town of Mountain Village is dedicated to being a leader in community housing by offering several initiatives.

Existing Development and Zoning Incentives

The town has a number of existing development and zoning incentives related to community housing including waived development fees, half-price tap fees, waived Real Estate Transfer Assessment (RETA), opportunity for waived Design Guidelines, permitted accessory dwelling unit (ADU) and duplex development, lack of zoning limitations, and more.

The initiatives listed below were approved by the Town Council on Thursday, May 20, 2021. For more details, visit the Town's website.

Your Equity Support (YES) Deed Restriction Program

The 2011 Comprehensive Plan specifically identifies a deed restriction program as a strategy to maintain attainable market rate housing at affordable rates. The YES program aims to promote affordability, help permanent residents purchase a home in Mountain Village, and prioritizes expanding housing options for employees working in San Miguel County at least thirty hours a week. The program offers up to \$200,000 to interested homeowners in exchange for a deed restriction on their property. Currently, two-thirds of the full-time occupied housing units in Mountain Village are deed-restricted, the highest deed-restricted to free-market housing ratio in the region. However, the Town understands there is still more to be done to ensure anyone who wishes to make Mountain Village their home has the opportunity to do so.

CDC Amendments

Council also voted to approve amendments to the Community Development Code (CDC) to further community housing options. One amendment was to remove the "mother-in-law suite" definition and combine the definitions under Accessory Dwelling Units (ADUs). This would clarify that ADUs are permitted in detached condominiums and increase flexibility related to access and the allowance of a kitchen. Town staff is also working on the details of re-introducing non-subdividable duplex development as a zoning overlay that would target appropriate areas for duplex development. Recommended regulations would likely result in smaller duplex development, achieve a lower price point due to the smaller square footage, allow a builder/owner to generate a passive income stream by rental of the second dwelling unit, and increase rental housing options in Mountain Village.

Mitigation Methodology

Town Council approved a proposal to create a Community Housing Mitigation Methodology, a common strategy in other Colorado resort communities to better provide a direct correlation between new development and housing requirements. A housing mitigation methodology provides a more predictable path for the town and a developer to understand the necessary housing generated as a result of new development. The process is underway and the methodology is expected to be adopted in winter of 2021.

Community Housing Department

To adequately pursue these initiatives as well as maintain the robust community housing program already in place, a Community Housing Department is being formed with dedicated staffing to support the Community Housing Initiatives, Village Court Apartments, programs, policies, compliance and regulations for the Town of Mountain Village.



What types of housing are important to make attainable?

What Types of Housing are important to make attainable?

	VOTE BELOW <input type="text"/>		VOTE BELOW <input type="text"/>
Large Single Family Homes		Duplexes	
	VOTE BELOW <input type="text"/>		VOTE BELOW <input type="text"/>
Medium to Small Single Family		Multi-Family Apartments	
	VOTE BELOW <input type="text"/>		VOTE BELOW <input type="text"/>
Townhomes		Condos	

As attainable housing is achieved, what are important considerations for the town?

VOTE BELOW <input type="text"/>	Fitting In / Appropriate Design Matching the existing character within Mountain Village, being sensitive to surrounding buildings
<input type="text"/>	Serving a Variety of Household Sizes Providing units that accommodate many household sizes (singles, couples, families, roommates, etc)
<input type="text"/>	Opportunities to Rent and Own Providing options for people of all income levels
<input type="text"/>	Other (Write In Below): <input type="text"/>



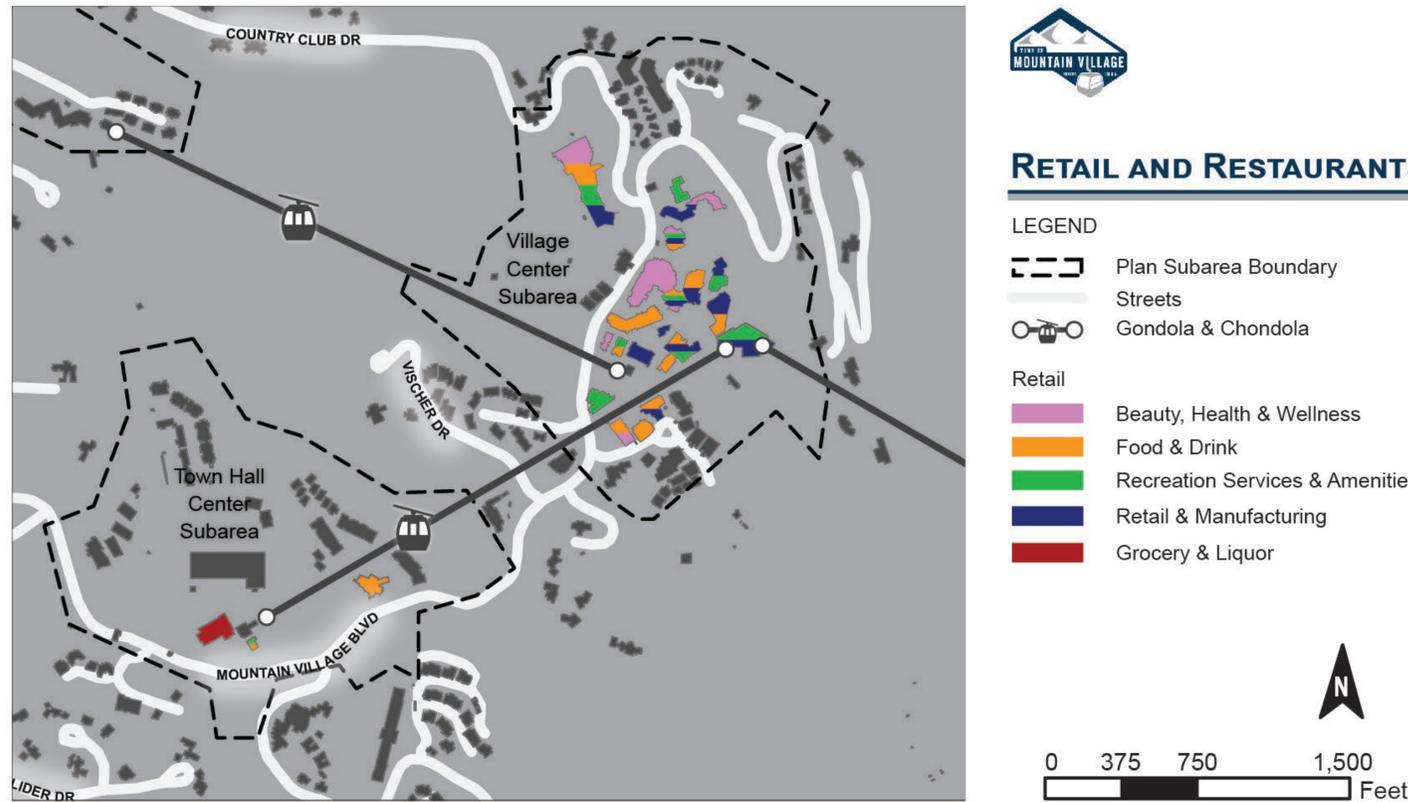
RETAIL & RESTAURANTS

DRAFT CHANGES TO THE COMPREHENSIVE PLAN

Retail recommendations will be compiled into one combined section within the Comprehensive Plan in order to make them easier to understand and digest. This section will be included in a combined Economic Development section and will include additional recommendations and analysis about these sectors as potential economic drivers.

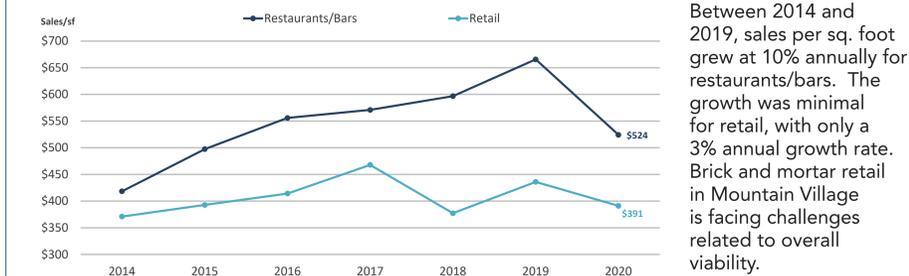
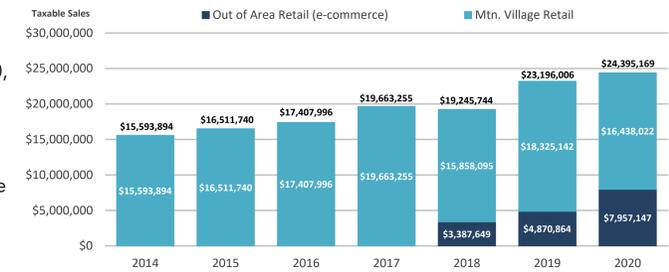


Retail Inventory



Retail Viability

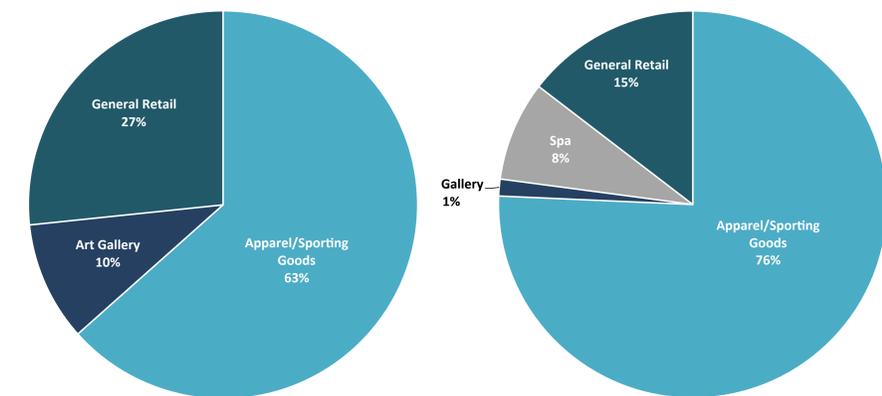
While retail sales for brick-and-mortar retail were relatively stagnant between 2014 and 2020, e-commerce sales have buoyed overall taxable retail sales since 2018. In 2020, e-commerce sales in Mountain Village reached \$8 million, a 63 percent increase over 2019. Sales per square foot for traditional retail have generally been stagnant since 2014; sales per square foot in restaurants and bars have been trending upward. Over the same period, lodging tax revenues increased significantly, indicating that brick and mortar retail is struggling to capture businesses from visitors, although in 2020, taxable retail sales fell by 10% over 2019, and taxable restaurant sales fell by 21% over 2019.



Retail Diversification

Over three-quarters of retail space in Mountain Village is used for Apparel and Sporting Goods; this is up from 63% in 2011. This points to a lack of diversification in the Mountain Village retail mix.

To what extent is the current retail mix locally-focused? How could it be changed to reflect a greater diversity of needs, particularly of Town residents, and increase vibrancy? How can the Town of Mountain Village work to curate a more diverse retail mix? Some options include public-private partnerships and a Downtown Development Authority.



2011 Retail Mix

2018 Retail Mix

Note: Data & charts from Mountain Village and Economic and Planning Systems

In which category would you like to see more locally-serving businesses?

Beauty, Health and Wellness



VOTE BELOW

Food and Drink



VOTE BELOW

Recreation Services and Amenities



VOTE BELOW

Retail and Manufacturing



VOTE BELOW

Grocery and Liquor



VOTE BELOW



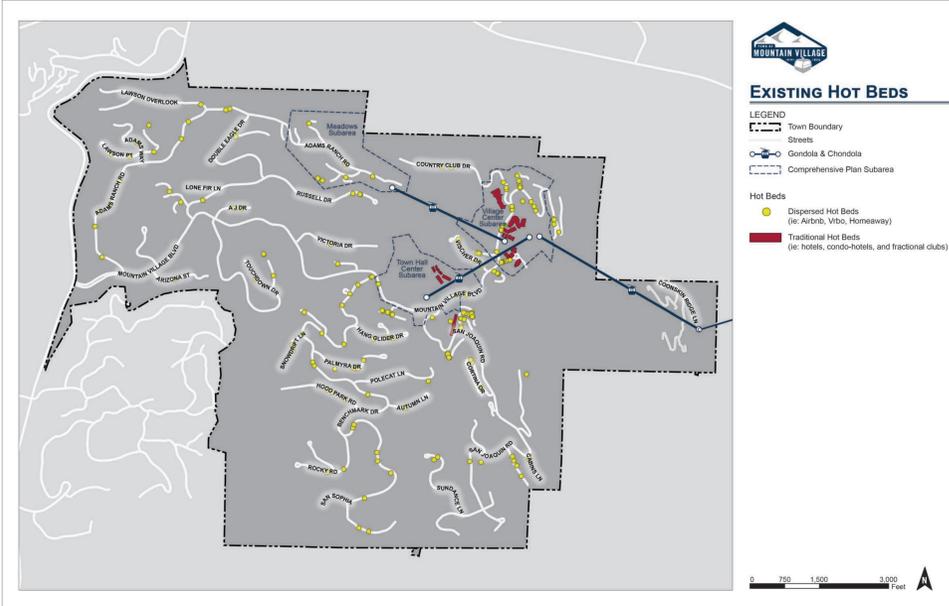
VISITOR ACCOMMODATIONS / HOT BEDS

DRAFT CHANGES TO THE COMPREHENSIVE PLAN

Edits will include removing the prescriptive emphasis on hotbeds and specifically a flagship hotel as the primary economic drivers. A detailed analysis will also be provided that includes information about both traditional and dispersed hot beds. This analysis will include insights about the impacts of dispersed hotbed development on the local economy, tradeoffs between both types, market conditions and demand, and considerations for future hot bed development.

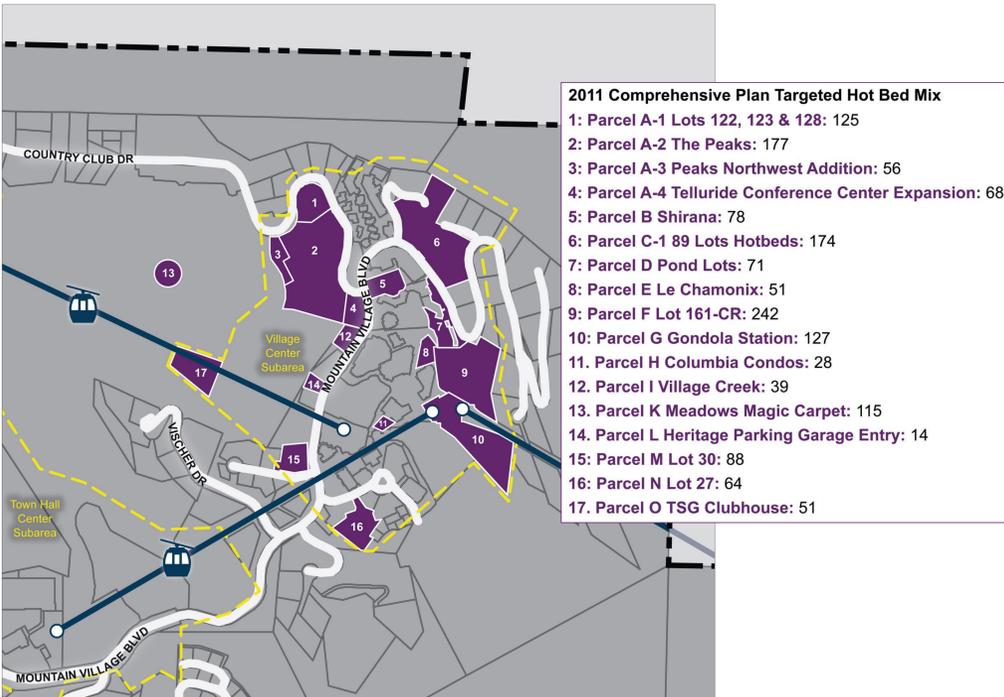
Existing Hot Beds

Traditional hot beds are primarily in the Village Center, with some in/near the Town Hall Center Subarea.



2011 Comprehensive Plan Targeted Hot Bed Mix

The 2011 Comprehensive Plan includes a detailed and prescriptive Development Table for the Village Center Subarea. The recommended targeted hot bed mix from the Plan is shown in the map and legend below.



Types of Hot Beds and Tradeoffs

Please note that there exists some overlap between dispersed hot beds and traditional hot beds (mostly in condo-hotels), which have been deducted from the dispersed hot bed total for the purposes of this analysis.

Traditional Hot Beds

Traditional Hot Beds are a type of professionally managed lodging that includes hotels, condo-hotels, and fractional clubs.



Hotels in the Mountain Village / Telluride Area



Dispersed Hot Beds

Dispersed Hot Beds are hot beds listed on and rented through Airbnb, Vrbo, and Homeaway. While sometimes professionally managed, they operate independently of hotels and condos. Most dispersed hot beds are located in individually owned condos or single family homes.



Airbnbs in the Mountain Village / Telluride Area



Tradeoffs

Benefits

- Long-Term Vitality**
Consistent, long-term source of bed base, which sustains economic vitality
- Consistent Management**
Well managed hotels provide consistent, reliable source of guest expenditure that supports local business
- Provides Employment**
Traditional hotbeds generate jobs

Drawbacks

- Strains Housing Demand**
Employees generate additional housing demand
- Large and Expensive**
Requires significant development and investment
- Market Challenges**
The market for building traditional hot beds often requires the addition of for-sale condos to be feasible

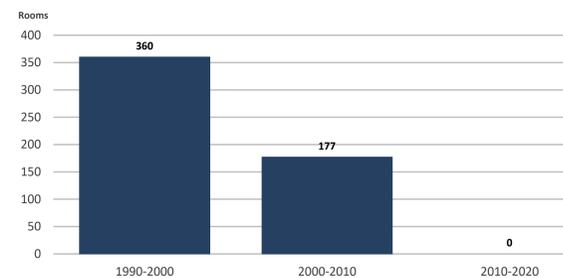
Benefits

- No Development Required**
Expands the bed base but require no new development or investment
- Revenue for Owners**
Owners in Mountain Village can generate revenue
- Utilizes Existing Assets**
The 'Sharing Economy' creates greater utilization of existing assets, which many see as a positive attribute

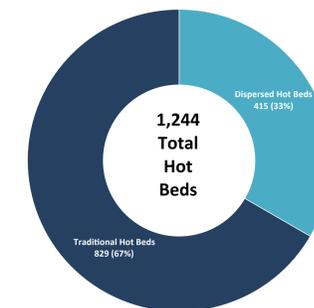
Drawbacks

- Less Consistency**
A less stable and less consistent component of the bed base
- Potential Nuisance**
Have the potential to create nuisances for residents

Market Information



The vast majority of condo and hotel rooms in Mountain Village were built in the 1990s, and some were built between 2000 and 2010. By contrast, no hotel rooms have been developed over the past decade.



The number of listings for dispersed hot bed properties (i.e., short-term rentals listed on sites such as Airbnb and Vrbo) has increased since 2018, reaching 637 listings in mid-2019.

With 581 current listings, dispersed hot bed listings comprise 46 percent of the Mountain Village housing stock.

Note: Data & charts from Economic and Planning Systems

How would you like to see the Comprehensive Plan Amended as it relates to hot beds?

COMMENT ON A STICKY NOTE IN THE BOX TO THE RIGHT



FUTURE LAND USE

DRAFT CHANGES TO THE COMPREHENSIVE PLAN

Proposed changes include clarifying the relationship between the Comprehensive Plan, Future Land Use, and the Zoning Code, condensing the open space designations into two categories (active and passive), updating the Future Land Use Map, remove overly prescriptive or specific recommendations, and reorganizing the land use sections and policies of the Plan to improve readability.

Land Use Values

- ① **Open Space Lands**
The majority of open space lands and key public view sheds will be preserved.
- ② **Recreational Backbone**
Outdoor recreation will remain the cornerstone of Mountain Village as it continues to evolve into a year-round community.
- ③ **Alpine Character Preservation**
Preserve stable low density land with the town's signature alpine aesthetic.
- ④ **Integrated Deed Restricted Housing**
Sustain and enhance deed restricted housing to maintain a diverse demographic and support a year-round economy and workforce.
- ⑤ **Vibrant Centers**
The high-density subareas will be the hub of tourism and community activities.
- ⑥ **Connectivity**
Provide alternative modes of transportation and enhance the area's connectivity.
- ⑦ **Gateways**
Improve wayfinding and identify gateways in order to preserve the sense of arrival and reinforce the town's identity.
- ⑧ **Appropriateness and Fit of Land Uses**
Ensure all new development is the appropriate scale and context to their surrounding natural and built environments.

Future Land Use Descriptions

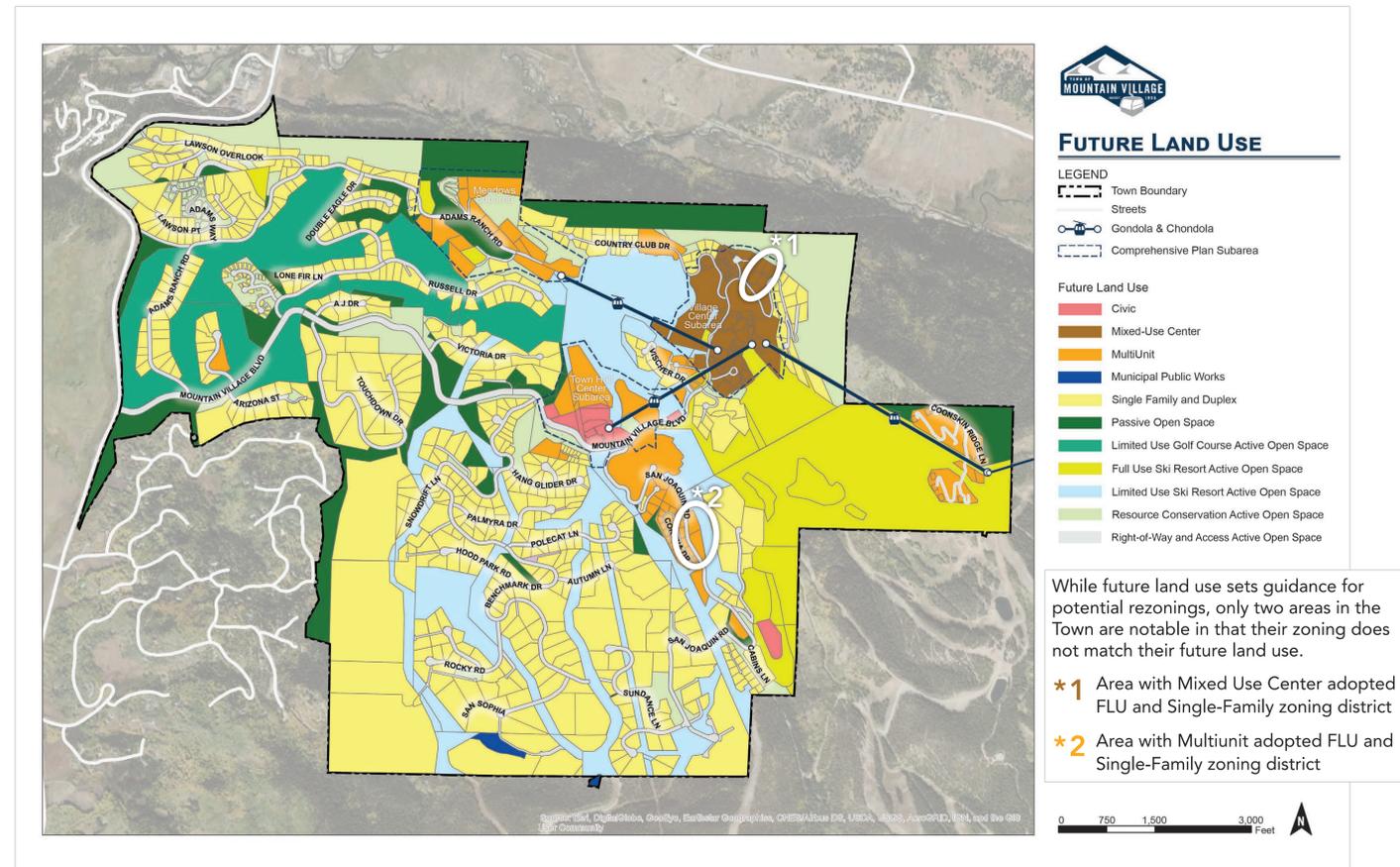
- **Civic**
Municipal, community, deed restricted housing, and other public uses
- **Mixed-Use Center**
A mix of commercial, multi-unit, recreational, and cultural uses
- **Multi-Unit**
Higher density condominium development
- **Municipal Public Works**
Insert brief explanation
- **Single Family & Duplex**
Low-density one or two unit dwellings
- **Right-of-Way and Access Active Open Space**
- **Passive Open Space**
Open space without active uses
- **Limited Use Golf Course Active Open Space**
Open space occupied by golf uses
- **Full Use Ski Resort Active Open Space**
Open space occupied by a mix of ski resort uses
- **Limited Use Ski Resort Active Open Space**
Open space occupied by ski runs
- **Resource Conservation Active Open Space**
Undisturbed pen space with limited recreational uses

The draft Plan Amendment recommends combining these six open space future land use categories into two: Passive and Active Open Space.

How do you feel about the future land uses shown on the map below?
COMMENT ON STICKY NOTES AND PLACE THEM AROUND THE MAP

What is Future Land Use?

Future Land Use, shown on the map below, is the representation of the Town's vision for the future development and the policies within the Comprehensive Plan. It shows what the community wants to happen and where. It is not a prediction nor is it legally binding, but it does guide the Town's regulatory decisions, setting the direction for potential rezonings and/or development, if desired by a property owner.

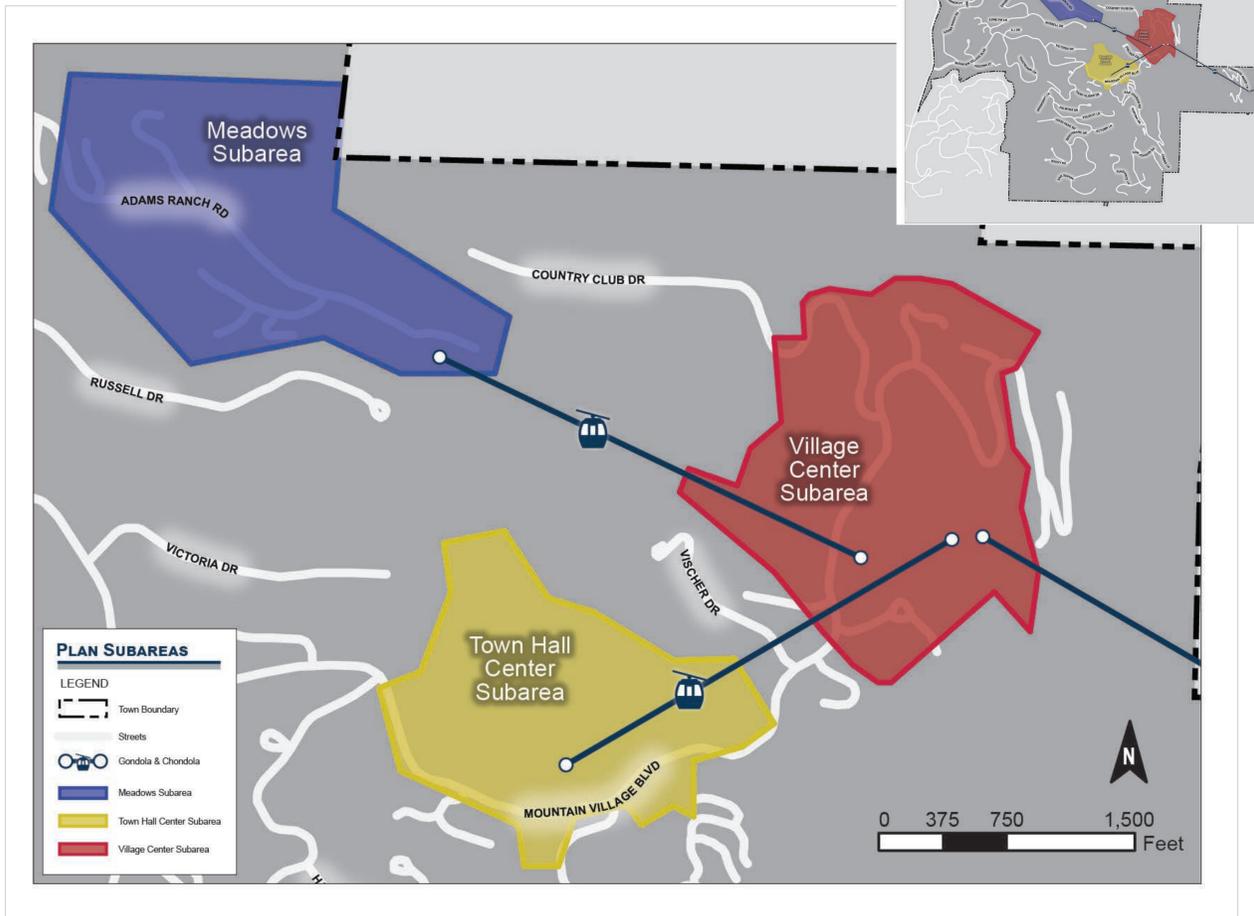




PUBLIC BENEFITS

DRAFT CHANGES TO THE COMPREHENSIVE PLAN

Updates will aim to broaden the idea of public benefits, providing additional options and tiers of public benefits that truly help the community, organized by subarea. The structure will keep most of the already-proposed benefits in place, while updating some and generalizing some triggering events.



Top Choice Town-Wide Public Benefits from Community Survey



1 New and Improved Pedestrian Paths and Facilities
Add and improve sidewalks, trails, pedestrian crossings, and amenities.



2 Natural, Wildlife, and Riparian Areas / Protected Open Space
Protect existing open space as natural areas.



3 New and Improved Bike Routes and Facilities
Add and improve bike lanes, sharrows, multi-use paths, bike racks, and other amenities.



4 Trail and Ski Resort Connections
Provide a variety of non-vehicular connections to outdoor recreation, such as trails and gondolas.



5 Parks and Recreation Amenities
Provide new park amenities such as play features, gathering spaces, sports facilities, etc.



6 Expanded Parking Facilities
Create new public parking opportunities that fit in with the surrounding uses.

What Are the Top 3 Priority Public Benefits in Each Subarea?

VOTE WITH FOAM TABS IN THE BUCKETS CORRESPONDING WITH YOUR TOP CHOICES. USE BLUE FOR THE MEADOWS, RED FOR THE VILLAGE CENTER, AND YELLOW FOR THE TOWN HALL CENTER.



1 New and Improved Pedestrian Paths and Facilities
Add and improve sidewalks, trails, pedestrian crossings, and amenities.



2 Natural, Wildlife, and Riparian Areas / Protected Open Space
Protect existing open space as natural areas.



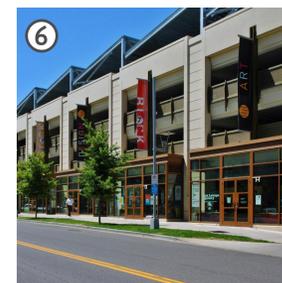
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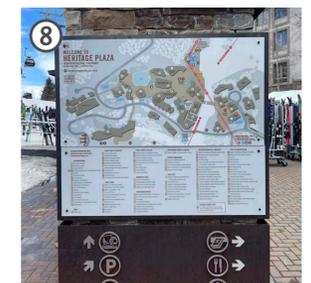
5 Parks and Recreation Amenities
Provide new park amenities such as play features, gathering spaces, sports facilities, etc.



6 Expanded Parking Facilities
Create new public parking opportunities that fit in with the surrounding uses.



7 Enhanced Public and Private Transportation
Expanded public or private transportation such as bus services, employee shuttles, paratransit services, and more.



8 Other
Such as medical facilities, senior center, additional signage, composting, etc.