



TOWN OF
**winter
park**

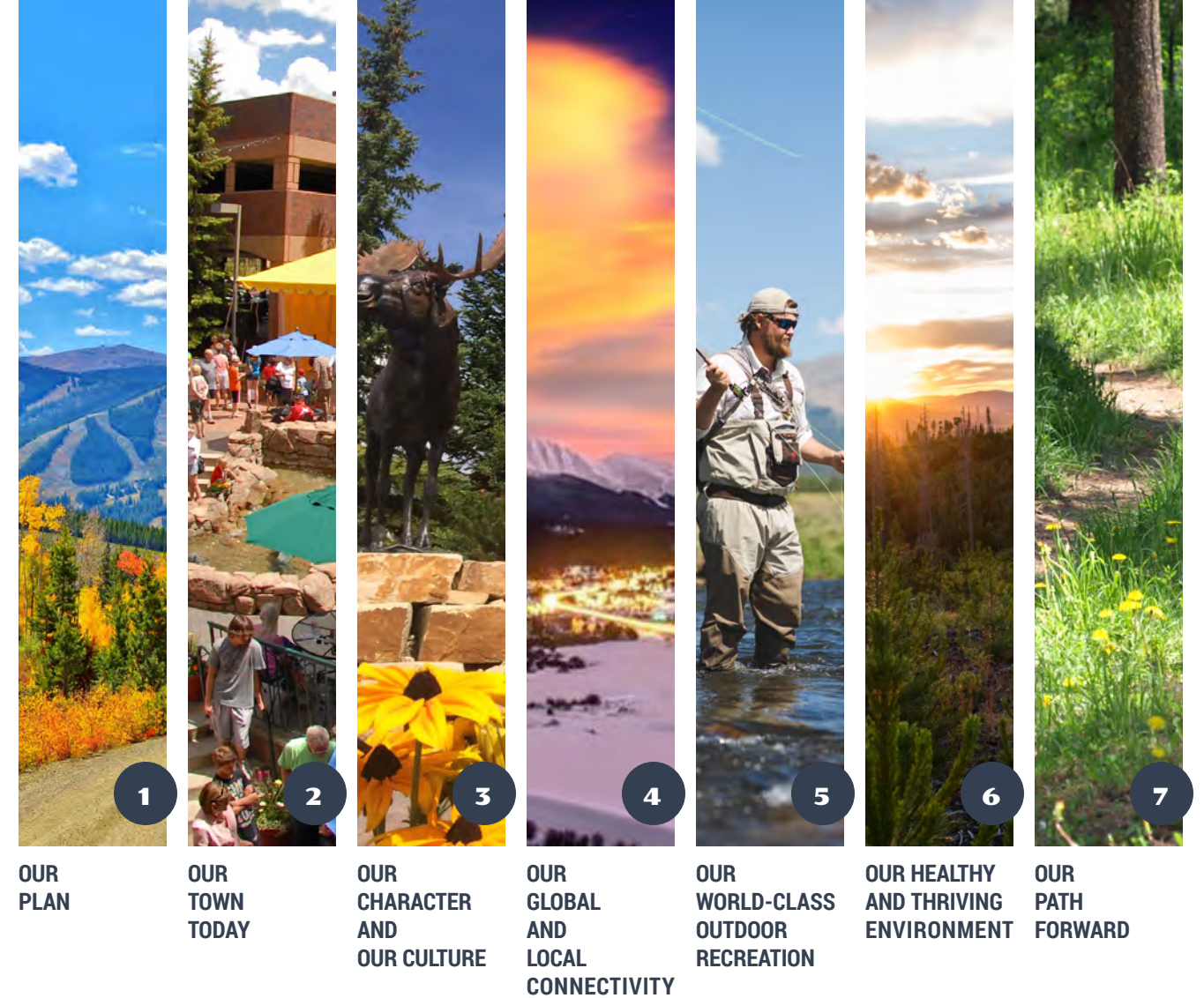
Imagine Winter Park

2019 TOWN PLAN

ADOPTED | JANUARY 2019

PLAN PURPOSE

The purpose of the Town Plan is to provide a guiding policy that aids in making decisions on land use, development and redevelopment, public services and facilities, and economic development. It is intended to be both visionary and practical. The Plan will be reviewed annually and updated periodically to continue to reflect the vision and priorities of the community. Implementation of the Town Plan will require further action from staff, Planning Commission, Town Council, and partners, as necessary.



what's inside...

The Town Plan is organized into seven chapters.

Chapter 1: Our Plan introduces the Plan; defines the purpose and need for the update, outlines the Plan's elements, and summarizes the planning process.

Chapter 2: Our Town Today elaborates on existing conditions of the Town today and looks at trends for the future.

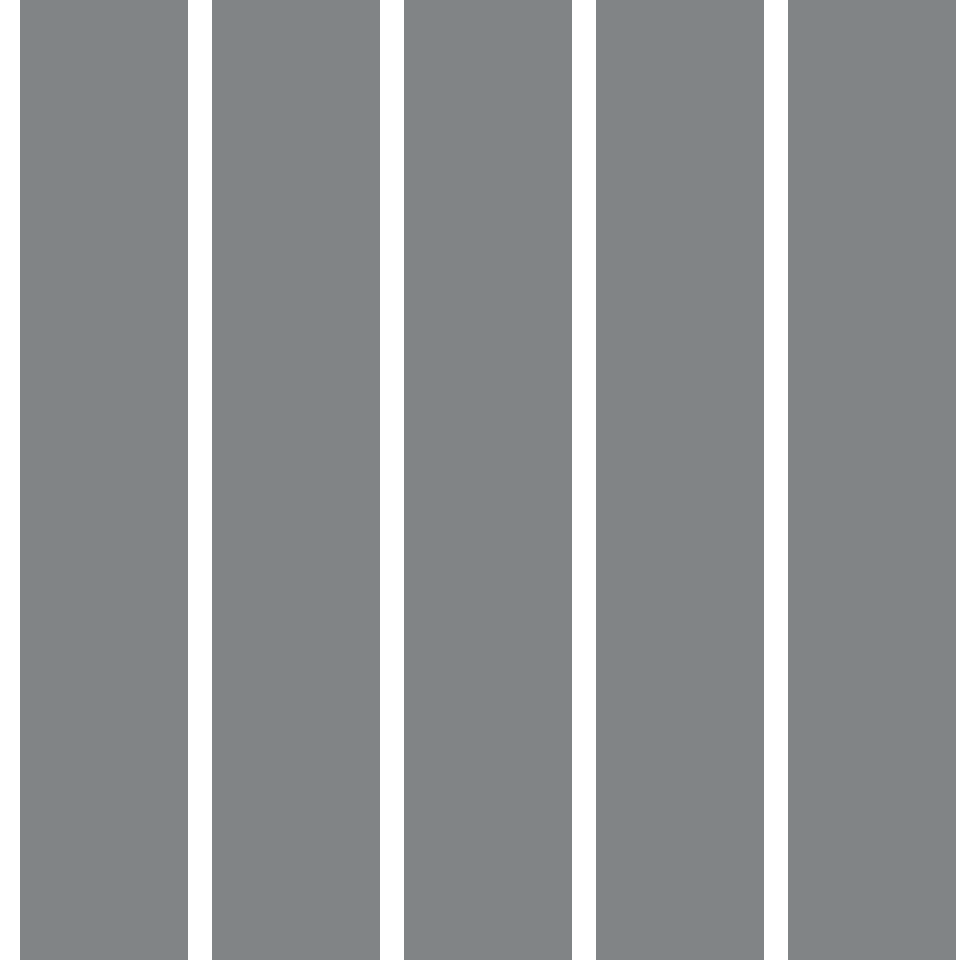
Chapters 3 through 6 outline the desired future condition of the town through vision statements, illustrative maps, principles, and strategies. They are organized into four themes: Our Character and Our Culture; Our Global and Local Connectivity; Our World-Class Outdoor Recreation; and Our Healthy and Thriving Environment.

Chapter 7: Our Path Forward provides a monitoring and adaptive management framework to implement the vision statements, principles, and strategies identified within Chapters 3 through 6. These tools ensure the community is moving forward and changing with future conditions.



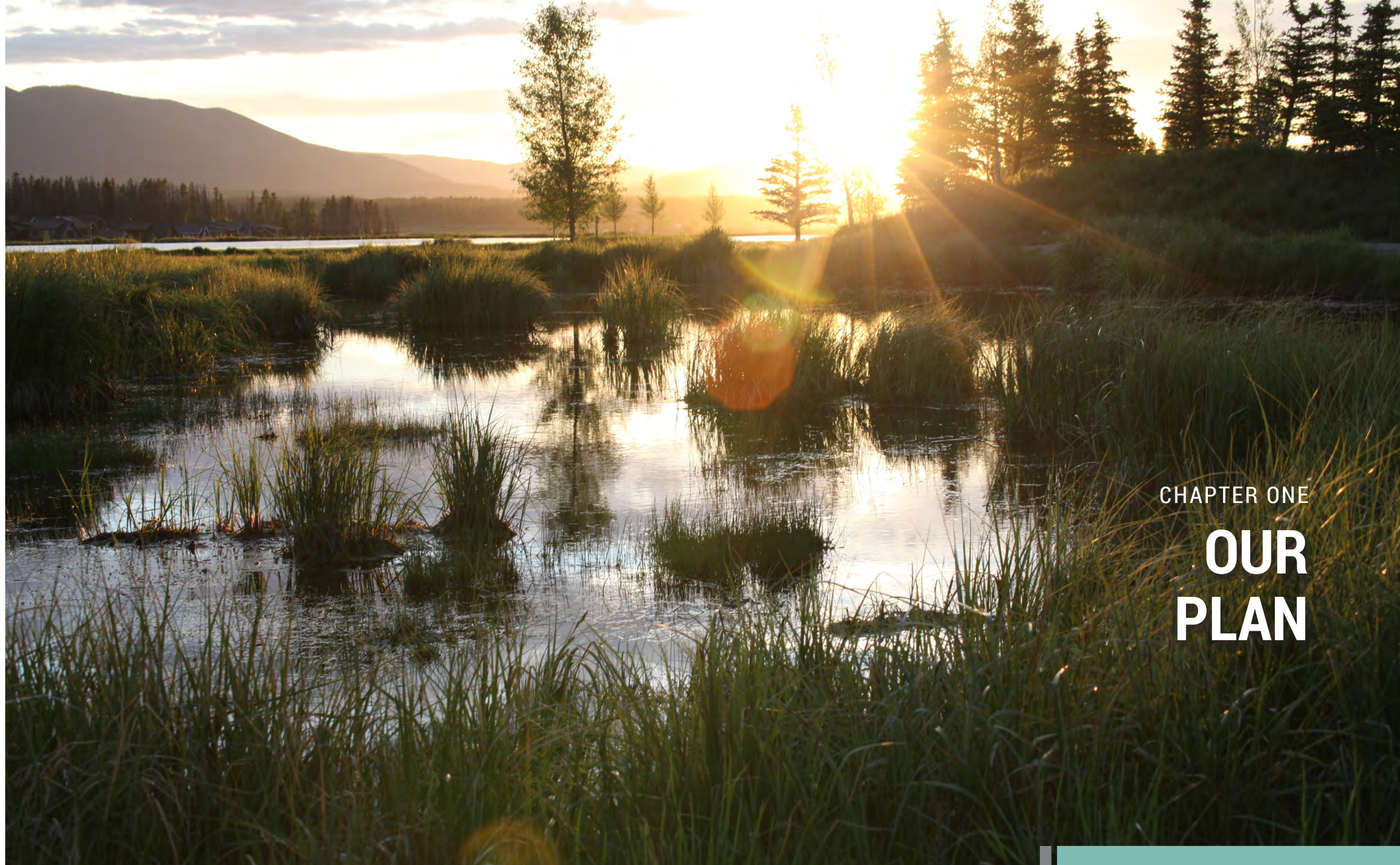
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- Winter Park and Fraser Chamber
- Winter Park Resort
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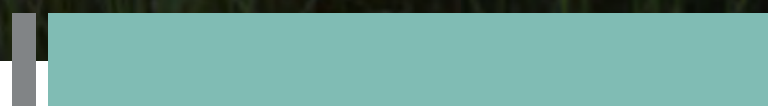
TOWN COUNCIL	PLANNING COMMISSION	STEERING COMMITTEE	TOWN STAFF	CONSULTANT TEAM
Jimmy Lahrman	Brad Holzwarth	Mark Adamczyk	James Shockey	Logan Simpson
Nick Kutumbos	Dave Barker	Barbara Atwater	John Crone	Bruce Meighen
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				Rhonda Bell
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who's involved...



CHAPTER ONE

OUR PLAN



A full moon is rising behind a range of dark, jagged mountains under a deep blue twilight sky. The moon is bright yellow and partially obscured by the peaks of the mountains. The foreground shows a dark, silhouetted forest of evergreen trees.

Setting

Winter Park is a premier resort destination in Grand County, Colorado. Located on the West Slope of the Continental Divide, Winter Park is approximately 60 miles northwest of Denver. You can access the Town via I-70 and US Hwy 40 over Berthoud Pass or by train through the historic Moffat Tunnel. Visitors traveling from Rocky Mountain National Park or other locations in the West can access the Town by taking US Hwy 40 through the Fraser River Valley.

The Town is surrounded by the Arapaho National Forest; and, with over 600 miles of trails, serves as a basecamp to Rocky Mountain National Park as well as the Indian Peaks, James Peak, and Byers Peak Wilderness areas. Winter Park Resort provides world-class skiing in The Seven Territories and some of the best mountain biking in the world in the internationally famous Trestle Bike Park. The Resort attracts over a million visitors to the Town every year.

Our History

Humans have inhabited the Fraser River Valley for the past 10,000 years, evidenced by the Paleo-Indian hunting complexes found in the area. The first modern day settlers in the Winter Park area were members of the Ute Indian Tribe who began hunting in the area in the sixteenth century. By the early 1800s the Utes were joined by members of the Arapaho and Cheyenne nations. In 1820, the Fraser River Valley was discovered by white explorers and trappers. Shortly thereafter, the first permanent settlers arrived and established a ranching community in 1850. By 1879 the last of the Native Americans had left the Valley.

Lacking the mineral resources found in many other areas in Colorado, the Fraser River Valley was bypassed by the gold and silver booms that began in 1859. The area experienced its first economic boom when David Moffat, a Denver banker, completed his Denver, Northwestern and Pacific railway over Rollins Pass. Although the Rollins Pass route was intended to be a temporary route until the 6-mile Moffat Tunnel was completed, you can still see the remains of the railroad along with the remains of Corona Station and the Arrow townsite along the Continental Divide.

In order to complete Moffat's railroad, the small town of Tabernash was created just twelve miles north of present day Winter Park. Tabernash quickly became the largest town in the area with a population of over 1,000 people. It is where Linus Oliver "Doc" Graves first moved with his family in 1922 to open a drug store business. Business was booming in Tabernash at the time, thanks to the railroad industry.

However, in 1928 the Moffat Tunnel was completed and the route that ran over Rollins Pass was no longer needed. Railroad production in Tabernash all but came to a grinding halt, so the Graves decided to dismantle their shop and move to Fraser where they opened another drug store on Main Street. The family was forced to move again, however, when plans to build the Victory Highway (U.S. Highway 40) were made – a new highway that would run straight through the town of Fraser (and straight through Doc's drug store). Not giving up on their dream to live in a mountain community, Doc and his wife Helen decided to purchase 10 acres of land on April 20, 1932 in what is today downtown Winter Park.



Tucked against the western slope of the Continental Divide, they named the area, “Hideaway Park,” and built ten small tourist cabins which were rented nightly, mostly to hunters and fishermen. Soon the number of cabins began to grow, and a café and service station were built, called “Doc’s Place.” Within a few years the village added three more businesses and nearly doubled its population.

Hideaway Park was located just down the Fraser River from the western terminus of the Moffat Tunnel. During the tunnel’s construction a small settlement was built there that was referred to by several names. Eventually the name “West Portal” came into usage. Rail workers also called the community “Little Chicago” as it was a favorite gambling, saloon, and brothel site. This area is now the base area for the Resort and is also known as the “Old Town” neighborhood.

Recreational skiing was first introduced to Grand County in 1883. In the 1930s, when members of the Colorado Arlberg Club purchased and cut trails on the 160-acre parcel of land known as Mary Jane Placer, skiing took hold in the Winter Park area. As interest in skiing grew, additional trails were developed to the north of the parcel at the present site of the Winter Park ski area. At the same time this was occurring, the City of Denver decided it wanted its own “winter park”—a winter playground within easy access of the Denver metro area. A ski ‘boom’ began when the ski area officially opened in January 1940. Lift tickets cost one dollar.

In 1950, the City and County of Denver helped form the non-profit Winter Park Recreational Association (WPRA) to administer, operate, maintain, and develop the Winter Park Resort. By the late 1960s, a major expansion of the Resort was proposed on a portion of Mary Jane Placer. The Colorado Arlberg Club entered into a lease agreement that allowed WPRA to proceed with the construction of a portion of the Mary Jane trails.

In 1976, Winter Park Resort was expanded to include most of present day Mary Jane. In the early 1990s, the Resort was again expanded with the development of the Vasquez Ridge and Parsenn Bowl areas to the north of the main ski area. In the late 1990s, the Resort was again expanded with the development of the Vasquez Cirque to the south of the main mountain.

In 2007 the Resort opened up Eagle Wind, creating the last of the Seven Territories that now make up the ski area. As the Resort continued to expand, Hideaway Park and Old Town continued to grow. Eventually, on August 1, 1978, the Town of Winter Park was incorporated. The original town boundaries encompassed Old Town and Hideaway Park. Later annexations added significantly to the Town’s boundaries. The Town’s main park—Hideaway Park—was named as a tribute to the original village, and a plaque commemorating the Graves Family is located in the park at an area affectionately referred to as ‘Helen’s Spot’.

Although a lot has changed since Doc and his family first settled in Winter Park, the Town still maintains a unique, small-town charm, and natural beauty. What once was a community with a few mountain cabins is now a thriving resort town with shops, restaurants, hotels, and an abundance of recreational opportunities. Its stunning natural vistas and authentic ski town feel make Winter Park a must visit destination for both Front Rangers and international travelers.



Clockwise from top: Winter Park Ski Area, Denver Mountain Parks; Ski Idlewild Lodge, 1983; Sitzmark Ski Lodge/ Guest Ranch, 1983

The Town currently encompasses 16.8 square miles, split between the land surrounding Downtown and the Resort. Approximately 13 square miles are within United States Forest Service (USFS) land. Winter Park boasts the highest point of any incorporated town in the United States with a peak elevation of 12,060 feet.

As of 2018, the Town has approximately 1,100 full-time residents, with a seasonal population that often exceeds 20,000 people. The Town population contains an interesting mix of full and part-time residents with almost 80% of its housing utilized as second homes or rental units.



This Plan is Important to:

Locals and Guests:

The Town Plan identifies community character elements and locations for future housing, parks, trails, community facilities, etc.

Business and Property Owners:

The Town Plan provides direction on the topics of development, policies, programs, natural environment, and services provided by the Town for a sustainable future.

Town Officials:

The Town Plan will give guidance on budget, timing for capital improvements, and review of development proposals.

A Growing Community

The Town of Winter Park is quickly becoming a vibrant year-round destination with unique potential for smart growth. One of the most inviting resort towns in the West, Winter Park maintains a small town, authentic character while continuing to provide world-class scenic and recreation experiences unlike any other mountain town. Enhanced transportation connections, world-renowned recreation, attainable housing, quality design, and a commitment to economic, environmental, and social sustainability are among the elements that form the foundation of Imagine Winter Park (Town Plan).

Imagine Winter Park

Imagine Winter Park, the Town Plan, builds upon previous planning efforts and creates a roadmap for future development and redevelopment. The Plan's intent is to refocus planning efforts and policies to address current issues and future opportunities. It is a policy document that aids in making decisions on land use, development and redevelopment, public services and facilities, and economic development within the Town's boundary and Growth Management Area (GMA).

Imagine Winter Park recommends a multitude of policies to take advantage of new and unique opportunities while staying true to the Town's roots to provide the best quality of life for Winter Park's residents, visitors, employees, and businesses.

For the Town Plan to remain effective, it must be regularly reviewed and amended to address current standards, goals and strategies, and future needs, as well as to provide additional social, economic, and environmental sustainability elements. Furthermore, it is essential that the Town Plan remains current with changing local, regional, and global conditions.

Why Does it Matter?

The Town Plan is an official document of land use policy adopted by the Planning Commission and approved by the Town Council. State law authorizes the Town to adopt a comprehensive or master plan pursuant to Section 31-23-206 of the Colorado Revised Statutes as amended:

"It is the duty of the commission to make and adopt a master plan for the physical development of the municipality, including any areas outside its boundaries, subject to the approval of the governmental body having jurisdiction thereof, which in the commission's judgment bear relation to the planning of such municipality. The master plan of a municipality shall be an advisory document to guide land development decisions; however, the plan or any part thereof may be made binding by inclusion in the municipality's adopted subdivision, zoning, platting, planned unit development, or other similar land development regulations after satisfying notice, due process, and hearing requirements for legislative or quasi-judicial processes as appropriate..."

State law recognizes the legislative authority of the municipality's governing body by expressly requiring that the Planning Commission's adopted comprehensive plan be subject to approval of the Town Council. In effect, the Town Plan is not fully effective until the Town Council approves the plan.

Because the Town Plan is derived from public input about what people want for their community, the policies and future land use plan designations of the Town Plan have an important role to play in many regulatory decisions the Town does make surrounding land use, such as annexation, rezoning, discretionary land use approvals, and updates to town codes and standards.

How Does The Plan Work?

Developed through a dynamic, community-driven planning process, Imagine Winter Park is built around four Vision Themes:

**[OUR CHARACTER AND
OUR CULTURE]**

**[OUR GLOBAL AND LOCAL
CONNECTIVITY]**

**[OUR WORLD-CLASS
OUTDOOR RECREATION]**

**[OUR HEALTHY AND
THRIVING ENVIRONMENT]**

These themes create the general structure for the Town Plan, and each has a dedicated chapter within the Plan. Within the chapters, each theme is further supported by its principles, illustrative framework map(s), and strategies.

While the themes are separated into individual chapters, they are intertwined. For example, Our Global and Local Connectivity involves pedestrian and bicycle connections that are key to Our World-Class Outdoor Recreation. The social, economic, and environmental sustainability addressed in Our Healthy and Thriving Environment is key to an inclusive, year-round community, as detailed in Our Character and Our Culture. Chapters Three through Six include the following sections:

VISION STATEMENTS

The four Vision Statements, one per each Vision Theme, were developed through a series of community conversations, and represent the aspirational outlook for Winter Park's land use development and redevelopment, public services and facilities, and economic development. They are overarching statements that describe the desired future of the Town based on shared community values.

FRAMEWORK MAP

The Framework Maps illustrate how the Vision Statements are applied to the landscape and include key future projects, nodes for specific activities, and opportunity areas that relate to the Principles.

PRINCIPLES

The Principles fall under each of the Vision Statements to elaborate on the future setting, character, and opportunities for the Town in the next 10 to 15 years.

STRATEGIES

The Strategies are the last and most specific component within the chapter. A Strategy is a statement of intent or expectation—a course of action that provides clarity on the methods for achieving the Principles.

*Our Character
and Our
Culture*

VISION

One Winter Park: a town with diverse cultures, economic opportunities, and architectural styles that fosters a strong, unified, and forward-thinking community.



A photograph of a snow-covered train station. A locomotive with the number 42 and the name 'BEECH GROVE' is visible on the left. A person in winter gear stands on the platform to the right. The scene is set in a snowy, mountainous area under a clear blue sky with a bright sun. A circular graphic overlay is in the top right corner.

Our Global
and Local
Connectivity

VISION

Winter Park is a community linked with majestic physical attributes, connected with state of the art technology, integrated with safe walkable places and diverse transportation linkages, and characterized by seamless connectivity to both the natural and technological environment.



*Our World-
Class Outdoor
Recreation*

VISION

A recreation-based community anchored by a national ski and mountain bike resort, that provides a wide range of unsurpassed outdoor activities for everyday enthusiasts to live, work, and play.



*Our Healthy
and Thriving
Environment*

VISION

**An outdoor community
physically linked to a healthy
and thriving natural and
human environment.**

"In 10 years, Winter Park will be...

...KNOWN AS A PEDESTRIAN-FRIENDLY PLACE TO STROLL, SHOP, AND EXPLORE!"

- Winter Park Resident

Planning Process

Imagine Winter Park is the result of a year-long initiative that engaged the public in defining a shared vision for the Town. With a strong focus on community engagement, the planning process built consensus among different groups including citizens, developers, landowners, business leaders, second-homeowners, appointed and elected officials, and other stakeholders. The process resulted in a community-supported vision.



The Four Planning Phases

The planning process consisted of four phases, outlined in the graphic below. Each phase included outreach events and an associated online questionnaire. The process was guided by the Steering Committee, with Town Council and Planning Commission regularly updated and asked to provide comments.

“Winter Park is a...

...CLOSE KNIT, AFFORDABLE COMMUNITY WHERE NEWBIES AND REGULARS FEEL WELCOME.”

- Winter Park Resident



TASK 1 FOUNDATION

KICKOFF EVENTS

Engaging events such as High Note Thursdays and Tacos and Tequila introduced the community to the plan and asked about community values.

Through input gathered from the public, preliminary vision statements were formed and initial opportunities were outlined.

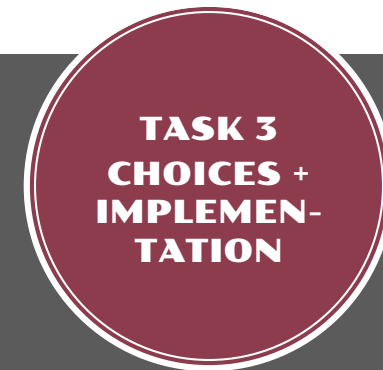


TASK 2 VISION + OPPORTUNITIES

VISIONING OPEN HOUSE

An open house event allowed the community to review the vision and big ideas. Approximately 75 attendees and 130 online respondents provided feedback.

This phase assessed the community's priorities through the discussion of choices. Policies and strategies were developed to meet the community's vision.



TASK 3 CHOICES + IMPLEMENTATION

CHOICES WORKSHOP

Thirty-five community members participated in an interactive workshop to discuss each of the vision themes. Key policies and methods for achieving success of the policies were brainstormed.

Bringing together all of the input and data collected throughout the process, this phase established a user-friendly, concise planning document.

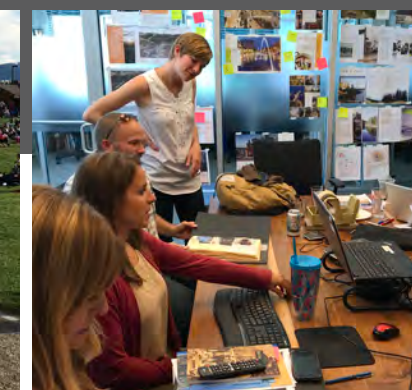


TASK 4 PLAN DEVELOPMENT + APPROVAL

DRAFT PLAN OPEN HOUSE

Nearly 100 community members joined us for the public open house or participated in the online survey. Feedback was collected on the Draft Plan's strategies and future implementation actions.

Comments from the public meeting and online survey were incorporated for Planning Commission and Town Council review.



Chapter 1 COMMUNITY VISION		How well do the vision themes reflect your vision for the future of Winter Park? (Place a dot below)				
		Very Well	Fairly Well	Not Well	Not Sure	Unsure
Developed through a dynamic, community process, Winter Park is a vibrant, scenic, and forward-thinking community.	Our Character and Culture:	●	●	●	●	●
These themes create the general structure for the Town Plan, and each has a dedicated Plan. Winter Park is a vibrant, scenic, and forward-thinking community.	Our Global and Local Connectivity:	●	●	●	●	●
Winter Park is a community linked with vibrant physical amenities, connected with jobs of the art, technology, and diverse transportation linkages, and supported by a vibrant, scenic, and forward-thinking community.	Our World-Class Outdoor Recreation:	●	●	●	●	●

I LOVE WINTER PARK FOR ITS: accessibility • authenticity • beauty • bikeability • bus service • cleanliness • community values • diverse appeal • downtown • engagement • entertainment venues + amenities • family-friendly feel • feels like home • festivals/ events • few big boxes/ chains • fraser river • fun • hideaway park • laid back vibe • lifestyle/ culture • local businesses • location • lodging • low key + authentic ski town • mountains • music events • open space • outdoor recreation • outdoors/ wilderness • people • potential • public parks • quiet pace • range of activities • restaurants • safe • sense of community • services • size • skate park • skiing/ ski resort • small town/ local feel • small town with big town amenities • stage • summer • town council investment • trail system • trees • uncrowded • valley • variety of activities • views walkable • weather • IF WINTER PARK WAS KNOWN FOR ONE THING, IT WOULD BE: adventurous • affordable fun • affordable living • affordable mountain housing • affordable ski town • alternative transportation • arts + culture • authenticity • classy resort town • clean • complete + connected • diverse appeal • diverse mountain town • down-home charm • easily accessible • environmentally friendly • family-friendliness • family-friendly destination • family-friendly recreation • festivals/ events • friendliness • fun • healthy/ active community • high-end • hospitality • intelligence + forethought • laid back vibe • low carbon footprint • mountain biking • mountain lifestyle • music venue • new stage • outdoor green living • outdoor recreation • premier trail system • premier year-round outdoor recreation • progressive in sustainable living • quality • quality of life • quiet town • resourceful • responsible development • skateboarding • ski resort • small town of the Rockies • small-town feel + charm • special place to live or visit • sustainable year-round population • trendy • true to its roots • unspoiled beauty • variety of activities • vibrancy • walkable • welcoming/ inviting • world-class hiking • world-class mountain retreat • world-class outdoor recreation • world-class ski town • world-class skiing • world-class vacation destination • IF I COULD IMPROVE ONE THING ABOUT WINTER PARK IT WOULD BE: add a grocer • add an indoor skatepark • add an indoor tennis facility • add bike lanes • add more activities/ amenities in town • add more lodging for visitors • add more public parks • add more restaurants/ bars + shops • add more sidewalks • add more sober-fun entertainment • add selfie spots around town • add sports fields • address building placement • address housing crisis • attract an institution for higher education • build gondola connecting the ski resort to downtown • connect south side of town to fraser river trail • connect the town and resort • continue expansion of trails for hiking + biking • continue to be bike-friendly through town • create a center for the arts • create a more pedestrian-friendly town • create a pedestrian-friendly main street • create a walkable downtown • create safe highway crossings • discourage nightly rentals + promote hotel accommodations • eliminate strip parking lots • encourage beautification + reuse of existing structures • encourage removal of rundown buildings along hwy 40 • enhance mountain town feeling • enhance the downtown environment/ experience • enhance transportation system • enhance wayfinding • ensure that new buildings are architecturally-interesting • expand downtown core • expand social services • explore solutions for reducing homelessness • free parking at the resort • • higher wages for service industry employees + laborers host events year-round at the events center • host more early evening events • implement building height restrictions • implement careful thoughtful planning • implement stricter design guidelines • improve/ widen roads • improve cohesiveness within the downtown corridor • improve housing • improve paving on hwy 40 through town • improve pedestrian experience + building facades • improve pedestrian safety • improve placemaking downtown • improve quality of accommodations • improve shopping experience • improve signage • improve the aesthetic appeal of the town • increase advertising for events • increase bus routes • increase collaboration with the resort • increase commuter access • increase density • increase family-friendliness • increase housing availability • increase outreach + inclusiveness • increase variety of services • infill downtown • install bike pumps in the parks • install hammock poles in the parks • install wayfinding for trails/ businesses • keep the town affordable • keep the town family-friendly • less is better • leverage the river • limit pot shops • lower taxes • market the biking/ hiking trails • minimize light pollution • mitigate traffic • more affordable housing • more affordable long-term rental options for locals • more housing options • more of the same • more public parking • more single-family starter homes • more transparency in town processes • more workforce housing • preserve the natural landscape • preserve views • prohibit nightly rentals • reduce reliance on the automobile • reduce the speed limit on main street • regulate camping on Vasquez • re-route heavy through-traffic away from downtown • stricter enforcement of speed limits through town • sustain a year-round population • update ski area

What We Heard

The planning process ensures that the community's values align with the Town's roadmap for the future. The project team began the process by asking residents and community members what they love most about Winter Park, and what they would like to see change over the next ten to fifteen years. This feedback informed the vision themes and statements, as well as the remainder of the plan development process.



Previous and Relevant Plans

Since 2006, additional studies and master plans have been completed in support of the previous master plan. These documents provide more specific recommendations on topic areas. The time and energy spent on these plans affords this Plan a head start on growing challenges, opportunities, and community preferences throughout Winter Park. Referenced plans (with hyperlinks when available) include:

[Planning for Sustainability: The Winter Park Town Plan \(2006\)](#)

[The Winter Park Town Plan: Old Town Amendment \(2013\)](#)

[Town of Winter Park Housing Needs Assessment \(2015\)](#)

[Town of Winter Park Strategic Plan for Attainable Housing \(2016\)](#)

[Winter Park Multi-Modal Transportation and Mobility Plan \(2005\)](#)

[Community Trails Plan: Winter Park and Fraser Trail Plan \(2014\)](#)

[Town of Fraser, Town of Winter Park Broadband Feasibility Final Report \(2017\)](#)

[Stream Management Plan: Grand County, Colorado \(2010\)](#)

[Colorado River Cooperative Agreement \(2013\)](#)

[Grand County \(Winter Park\) Multi-Hazard Mitigation Plan \(2013\)](#)

Attainable Housing Site Development for the Town of Winter Park (2017)

Land Ownership Adjustment Plan (2006)



CHAPTER TWO

OUR TOWN TODAY





Trends and Existing Conditions

OVERVIEW

The following existing conditions “snapshots” have been compiled using the most recent available data from the Town of Winter Park, Grand County, the Winter Park Chamber of Commerce, and other sources. These snapshots present an overview of the Town’s baseline conditions.

These snapshots will aid the update of the Town’s vision, identify major opportunities, and set the stage for a strategic, forward-thinking land use plan.

The snapshots are divided into three categories:

1. Neighborhoods & Community
2. Connections
3. Environment and Amenities



Neighborhoods & Community

The Town population contains an interesting mix of both full- and part-time residents, with a significant majority of all housing units owned by residents of Colorado's Front Range. The Town has approximately 1,100 full-time residents and according to recent information, the seasonal peak population may exceed 20,000 people. There is little ownership outside the state and ownership numbers are far higher than local ownership identified in any other ski town in Colorado.

HOUSING

It is estimated that that perhaps 20% of the Town's housing stock is owned by full time residents. Consistent with other intermountain west resort communities, there are increasing numbers of second homeowners who, upon retirement, become full-time residents. The part-time/absentee population is slightly greater than that observed in other mountain communities. Figures from both the 2000 and 2010 US Census of Winter Park yield the following key findings:

- Population growth rates vary due to the availability of affordable housing.
- Home ownership has increased, although many of these are second homes.
- Household size has decreased.
- Family growth has been greatest where affordable housing is available.
- The aging population and influx of retirees continue to outpace the growth of the other demographic sectors.

Ownership patterns, both local and absentee, vary little by product type. Additionally, the Town has little diversity in the availability of current housing inventory. Over 70% of the existing housing stock consists of condominiums and townhomes, while the remaining 30% consists of single-family detached or smaller townhome developments. The vast majority of housing in Winter Park was built prior to 2010.

Neighborhoods and Community Key Highlights

ISSUES

- A shortage of workforce housing impacts both the economic sustainability and culture of the community.
- Much of the existing housing stock is dated as the majority was built prior to 2010.
- The development pattern and physical separation between Downtown and the Resort create a lack of cohesiveness and cultural disconnect.
- A lack of a year-round population makes it difficult to sustain certain businesses.
- There is a lack of clearly defined gateways, branding, and wayfinding throughout the Town.
- The limited amount of social gathering spaces within the Town impacts the Town's sense of identity.
- Employment is focused primarily on recreation, tourism, and supporting industries such as accommodation and restaurants.

OPPORTUNITIES

- The Town owns several parcels of land that can be used to provide workforce housing.
- Growth patterns along Main Street are trending toward mixed-use development which can be used to encourage walkability, transit use, live/work options, and a more vibrant community.
- Future business development can diversify the existing employment base encouraging a year round community.
- Unified streetscape and wayfinding elements can help create a cohesive connection between the Downtown and the Resort.
- New annexations and developments can provide opportunities for additional public parks and plazas.
- Completing the Fraser River Trail can provide a continuous connection through Town and increase the vitality of the community.
- Enhanced broadband connections can be implemented to increase Winter Park's attractiveness for business development.

By the Numbers

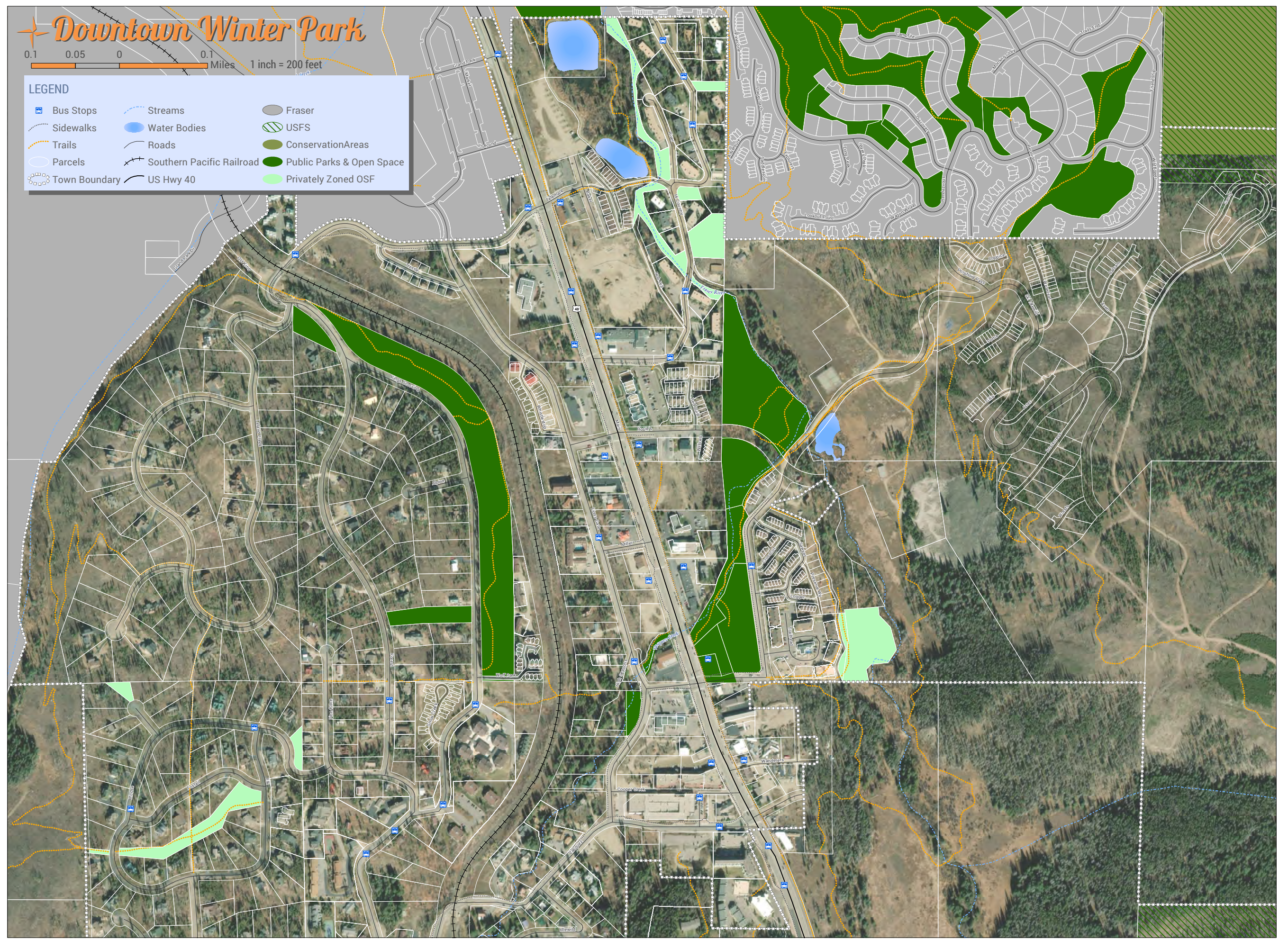


The Town has a significant shortage of workforce housing which is exacerbated by its recent increase in economic growth and visitation rates. Additionally, due to demand across the resort marketplace and the notion that Winter Park may be the last, best, and most affordable ski town, property values are rapidly trending upward. The average price of a single-family home is approaching \$650,000, while multi-family units average \$355,000. With a median household income of \$78,000, most families cannot afford to live in Town. Single-family home prices increased by approximately 30% in 2017, with a similar increase in multi-family homes.

In response to the need for increased workforce housing affordability, the Town purchased several vacant parcels within the Downtown core. These include:

- The Dimmit Parcel: This is the initial phase of Hideaway Junction including 10 units of detached, single-family housing specifically for full-time residents. Phase II planning is currently underway for 35 to 40 additional single-family homes that will be constructed over the next 5 years.
- The Dimmit 2 Parcel: This parcel is located near the Town Center within walking distance of Main Street, downtown shopping, and event venues. Future plans may consist of a workforce apartment complex for seasonal and full-time Resort employees.
- Fireside Creek: A 2 acre parcel located adjacent to Wolf Park, which is currently zoned for 40 units.
- High Seasons: This .8 acre parcel is located immediately east of the railroad which separates this parcel from the Fireside Creek property.
- Roam: In conjunction with the annexation of the Roam property, the Town will acquire 3 acres within the development.

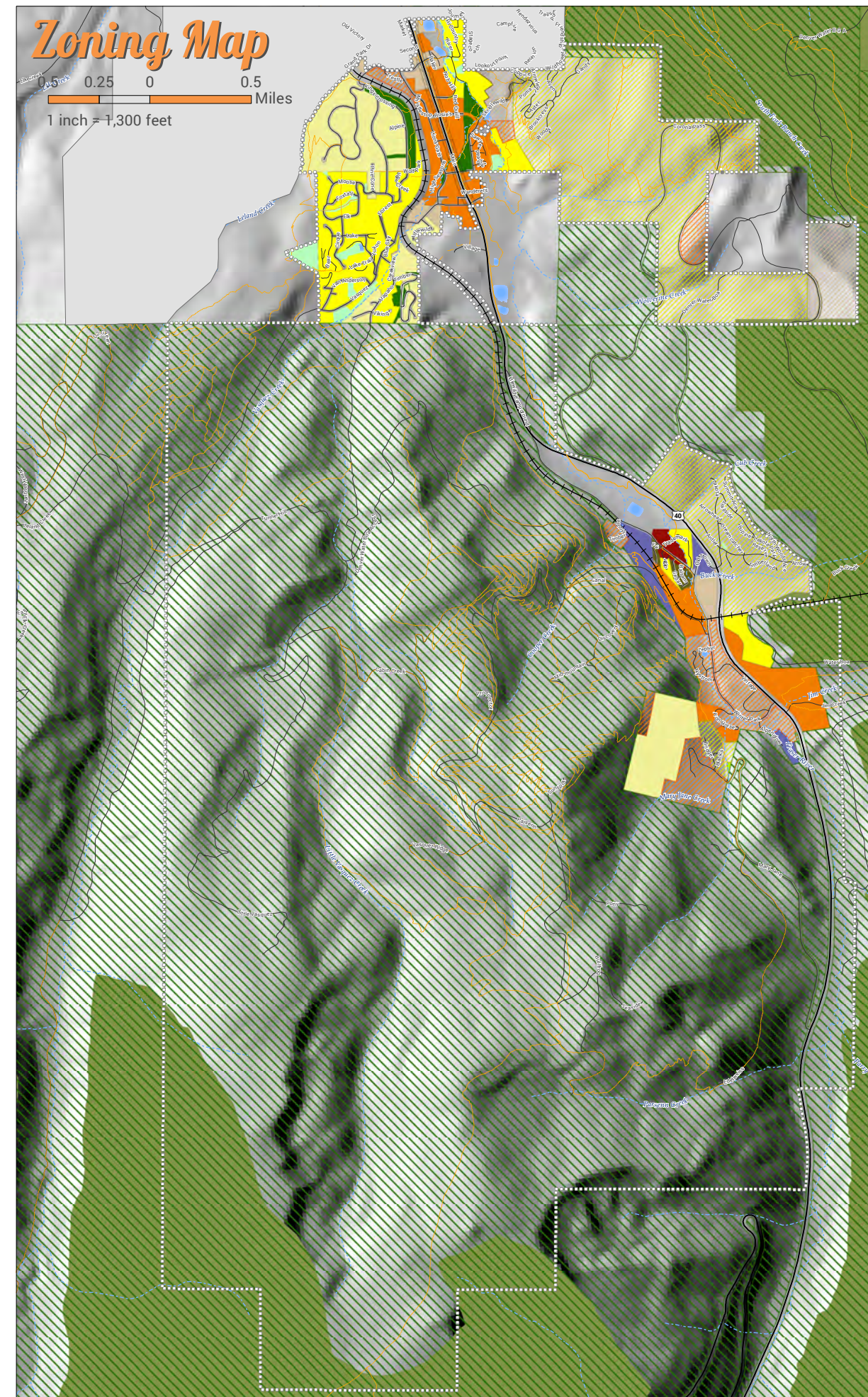
Of the Town's estimated 2,700 housing units, resident-occupied units are decreasing as the economy has recovered from the 2008 recession, and as short-term rentals have increased (VRBO, Airbnb, etc.). The discrepancy between workforce housing needs in the community and suitable housing availability is perhaps best illustrated by the information provided by the Winter Park Resort. Out of approximately 2,000 employees, the Resort only provides housing for 350 seasonal workers. The Resort is currently unable to provide satisfactory housing for the rest of its workforce. Of its 400 summer seasonal staff and 1,500 winter seasonal staff, 90% come from outside of the community and need to find housing when they move here.



Winter Park, Colorado

LEGEND

Bus Stops	Streams	Zoning	Multi-Family Residential/Old Town
Sidewalks	Water Bodies	Downtown Business Overlay	Planned Development (PD)
Town Boundary	Fraser	Limited Commercial	PD (OSF)
Parcels	USFS	Destination Center	PD (Destination Center)
Trails	Conservation Areas	Residential-Commercial Service	PD (Multi-Family Residential)
Southern Pacific Railroad	Public Parks & Open Space	Single-Family Residential	PD (Res-Comm Service)
US Hwy 40	Privately Zoned OSF	Multiple-Family Residential	
Roads			



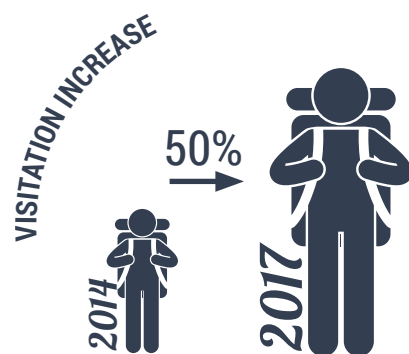
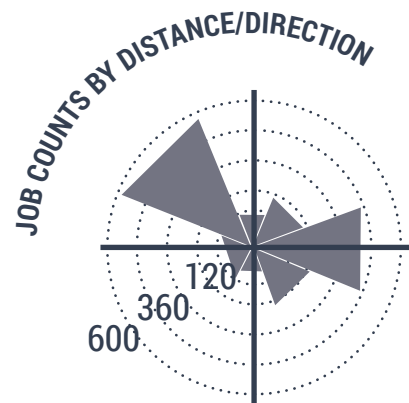
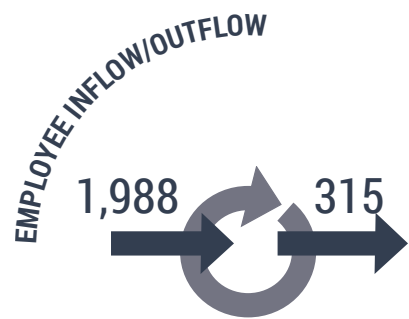
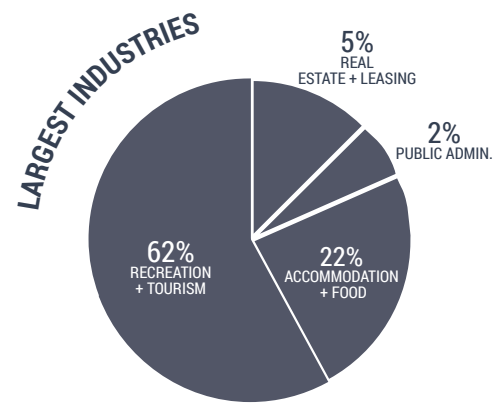
Economic Development

The Town's economy is characterized by seasonal fluctuations throughout the year. The Town's busiest months are during the ski season, from December through March. While summer months and the fall shoulder season continue to grow, revenue is less than half of the winter months.

Visitation is increasing year-round; visitor days have grown nearly 50% between 2014 and 2017. The Town adopted a Transit and Trails Sales Tax in 2015, increasing the sales tax rate from 5% to 7%. Economic growth is optimistic, with several positive indicators being the development of the Fireside Market and Eatery, the purchase of the Resort by Alterra Mountain Company, and several new mixed use developments totaling approximately 60,000 square feet of retail and over 100 residential units.

Broadband connectivity and cellular service within the Town is limited in certain areas. A feasibility study has outlined recommendations for expanding last-mile solutions to service homes and businesses. As broadband is now a necessity, improving internet connections may allow for more year-round residents as telecommuting and the ability to live in Winter Park and commute occasionally to the Denver area grows.

By the Numbers



Development Pattern/Zoning Mix

Winter Park has two very distinct development areas, the Downtown area, and the Resort area. Each of these areas has considerable residential and commercial development. Although these areas are separated by approximately 2 miles of national forest, they are deeply interconnected.

These two main urban areas, zoned Destination Center (DC), continue to anchor the community along Main Street (US-40). A mix of high density residential and additional commercial zoning immediately surrounds these DC zones and farther upslope moves into predominantly single-family and multi-family zoning.

Currently, the Town limits encompass 16.5 square miles, primarily split between the land surrounding Downtown and the land at the Resort. Approximately 13 square miles of the Town are within U.S. Forest Service (USFS) lands.

Character, Identity, and Public Spaces

The predominant public spaces within the community consist of Cooper Creek Square, Hideaway Park, Wolf Park, and the base area at the Resort. Rendezvous Event Center at Hideaway Park is the Town's premier social area, often programmed with festivals and events. In addition, the Town has created extensive trail and outdoor recreation areas to hike, bike, fish, and enjoy the surrounding natural environment.

Unlike many other mountain communities, the Town does not have a clearly defined, cohesive architectural or themed character but its eclectic and unstructured development has given it an authentic look and feel.

The many restaurants, breweries, bars, and coffee shops throughout Town act as secondary gathering spaces and help foster a sense of community.



CHARACTER AREAS

DOWNTOWN CORE/MAIN STREET

The Downtown is overwhelmingly defined by US-40 which also serves as the Town's Main Street. The Downtown Core, roughly defined as the area between Vasquez Road and Kings Crossing, is one of the Town's more pedestrian-scaled areas, with outdoor dining, and landscaped areas between public sidewalks and building fronts. However, the overall feel of the area is still dominated by vehicular needs, both in terms of the scale of US 40 and by large building setbacks and the presence of parking lots in front of some buildings.

The lack of human scale and enclosure is, in many cases, exacerbated by building orientation, with a number of structures oriented sideways to the main roadway with main facades perpendicular (instead of parallel) to Main Street. However, recent development has focused on the creation of pedestrian friendly retail spaces oriented along Main Street.

RESIDENTIAL NEIGHBORHOODS

The Town's residential areas can be broken into two general types:

Valley Neighborhoods: higher density groups of condominiums and townhomes located within walking distance of Main Street or the Resort Base. These tend to be tightly packed, with tuck-under parking as well as surface lots. Although some properties such as Hi Country Haus do have planted and riverfront areas, the majority of these groupings do not offer internal open space amenities

Hillside Neighborhoods: more distant homes are typically lower density/ larger lot single-family or townhouse/condominium groupings. These tend to occupy larger, more wooded lots with dedicated garage parking.

Both types of development are notable for their lack of internal and external connectivity, specifically sidewalks or internal pedestrian/ bike paths. Valley Neighborhoods have access to downtown businesses and more frequent Lift service which limits the need for a private vehicle, although these areas could benefit from enhanced pedestrian and bike connections. Hillside Neighborhoods are characterized by winding roads and steep topography with longer distances to core commercial areas, but still have access to The Lift transit service. The Town has started development of pedestrian and bike trails through many of these neighborhoods, increasing access to commercial districts.

RESORT AREA AND OLD TOWN NEIGHBORHOOD

This character area consists of Resort-oriented retail, residential, hotel services, and operations at the base of Winter Park and Mary Jane ski areas. The defining feature of the Resort is the pedestrian village at the base of Winter Park. This area is a vibrant commercial district, especially during the winter months. The Resort utilizes its own unique branding and design standards which define the character of these areas. With the recent purchase of The Resort by Alterra Mountain Company, the base areas are seeing significant reinvestment including the installation of a new 10-person Gondola with an uphill capacity of 3,600 people per hour.

Old Town is a mainly residential neighborhood directly adjacent to the Winter Park base area, characterized by a primarily residential development pattern and limited commercial. The area has potential for additional commercial with the existing zoning along Winter Park Drive.



Connections

A balanced, multi-modal system is needed to provide options for residents and visitors alike. People choose transportation based on many different factors including destination, speed, convenience, weather, and even baggage (as is well known in a resort town). A person may choose different modes depending upon their needs on any particular day, and the best transportation systems make those choices available and easy.

A flexible system responds to both existing and future needs. Existing needs demand a system that can respond to seasonal changes in volume, pattern, and mode. Future flexibility requires thoughtful consideration of how both user expectation and technology changes may impact physical systems. Examples of this might be preservation of right-of-way for future transportation corridors (and interim uses for those corridors); conversion of lanes for autonomous vehicles, and repurposing of existing parking lots if parking needs decrease.

Getting Around Town

The Town's current thoroughfare, Main Street (US 40), is designed for speed and efficiency of vehicles, not for a sense of place. As the main transportation corridor, the highway serves as both a state highway and a local main street, which conflict in design and purpose. Pedestrian and bicycle crossing opportunities are limited, with distances between marked crosswalks ranging from 500 to 900 feet, and all located at intersections. The greatest distance between crosswalks at signalized intersections is nearly 3,000 feet, over a half mile.

With several public parking structures already built, the Town has the infrastructure to emphasize a district parking approach and ensure parking is planned to encourage pedestrian character, high quality design, and active transportation.

The Town has assumed responsibility for the management of the transit system that serves Winter Park, Fraser, and down-valley communities in Grand County. Existing low-density residential development patterns, combined with winding roads and topography, make comprehensive transit coverage challenging. Some developments provide private transit service but have expressed a desire to discontinue this amenity.

Non-vehicular linkages abound within the built fabric of Town. These include a multi-purpose bike and pedestrian path network and the Fraser River Trail that provides pleasant access to outdoor amenities that characterize the unique mountain environment. The Fraser River Trail offers excellent bicycle connectivity from Downtown to the Resort, but bike routes and facilities within the Town proper are undefined. It is unclear if cyclists should ride on the highway shoulder, mix with traffic, or ride on the sidewalk.

Connections Key Highlights

ISSUES

- Main Street sidewalks provide pedestrian access through the Downtown core, but connectivity overall is varied and often sub-optimal.
- Pedestrian and bicycle crossing opportunities across Main Street are limited.
- The Town's paved bicycle system is limited to the Fraser River Trail which ends at the Resort and the Downtown Core but does not directly extend to either of the Town's main commercial areas.
- Regional transit service has no central point or facility for transfer between local bus, regional bus, private shuttles, and other potential or future options.
- Parking of motorized vehicles has both a physical and visual priority within the Town.

OPPORTUNITIES

- Additional east-west pedestrian connections to Main Street and alternative pedestrian/bicycle facilities parallel to Main Street can be implemented to improve non-vehicular connections throughout Town.
- New development provides an opportunity to develop more of the grid system off Main Street, consolidate driveways along Main Street, and reduce the number of pedestrian conflict points.
- Several developments oriented towards main street offer opportunities to humanize Main Street with public pedestrian plazas, and pedestrian focused design.
- A Transit Center at the Town's Vasquez Parking structure could be leveraged to centralize transit not only for local bus, but also for regional transit options, private shuttles, and other potential or future options.
- Winter Park has unique transportation capabilities such as connections by train to Downtown Denver and Denver International Airport that could be more fully utilized.

By the Numbers

WINTER PARK EXPRESS (SKI TRAIN)

REVITALIZED IN 2015

EXPRESS FROM UNION STATION

56 MILES
2.5 HOURS

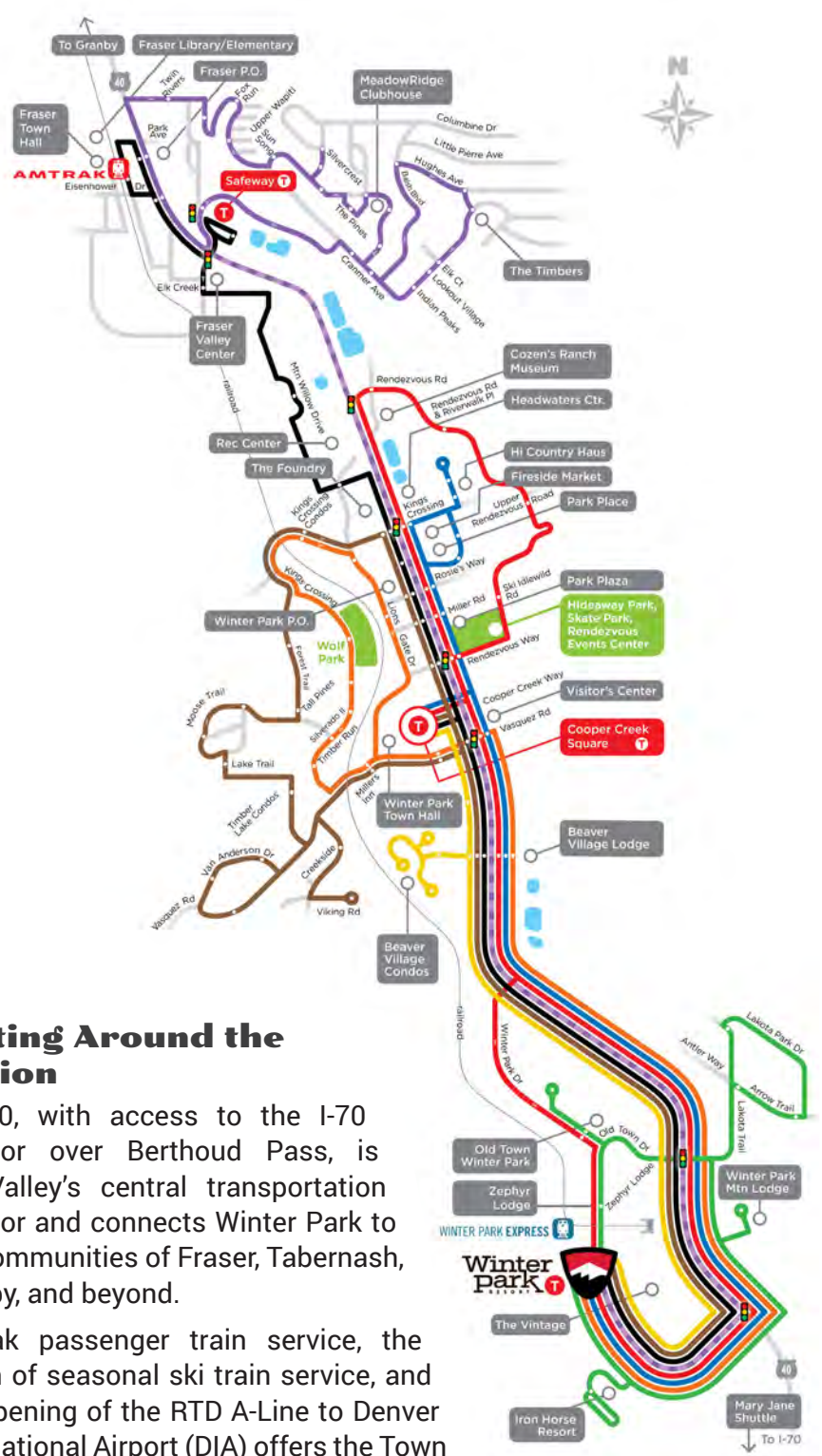
4,000 FT VERTICAL CLIMB

AMAZING VIEWS

AVERAGE COMMUTE TIME (WINTER PARK VS COLORADO)

17.7 MIN

24.5 MIN



Getting Around the Region

US 40, with access to the I-70 corridor over Berthoud Pass, is the Valley's central transportation corridor and connects Winter Park to the communities of Fraser, Tabernash, Granby, and beyond.

Amtrak passenger train service, the return of seasonal ski train service, and the opening of the RTD A-Line to Denver International Airport (DIA) offers the Town an opportunity unique among all Colorado resorts; the ability to connect from airport to Town without the need for a private vehicle. The Winter Park Express (Ski Train) provides weekend and first Friday service from Denver's historic Union Station to the Resort, and the regular Amtrak service runs once a day from Union Station year round. Following the historic route, the ride stretches 4,000 vertical feet over 2.5 hours. Other common regional transportation options from DIA and the Denver metro area are van shuttles provided by multiple companies, which operate more frequently in the winter.





Environment & Amenities

While many amenities and recreational opportunities exist within Town limits, Winter Park is part of the larger Fraser Valley that provides abundant public lands and trails that draw both residents and visitors to the community. The Chamber champions promotion of the Fraser Valley, marketing the area as “Colorado’s Favorite Playground.”



Culture

There many factors that contributes to a community’s culture. The physical realm and built environment are just as important to this culture as the events, public processes, and those friendly hellos on the street. Arts and music play an increasingly critical role in the community’s culture with the many musical events and festivals planned throughout the year. These events, geared to both locals and visitors help set the stage for a vibrant community culture.

Environment & Amenities Key Highlights

ISSUES

- Public access to the Fraser River and Vasquez Creek from a commercial and residential standpoint is limited; however, recreational opportunity along the Fraser River is a key amenity.
- As the year-round population increases, existing (public) facilities will need to grow accordingly.

OPPORTUNITIES

- The Community Trails Plan, completed in 2014, outlines priority trails for Winter Park and Fraser including working with HOAs and Denver Water Board to complete trail connections.
- The Fraser River and associated floodplain can be built on to be a larger recreation amenity.
- The community and Town have the desire to support protecting the natural features of the area, such as air quality, water quality, and scenic views.

By the Numbers

RIVER MILES



28.5 MILES

MOUNTAIN BIKE CAPITAL USA- TRAIL MILES



600 MILES
(IN THE COUNTY)

TOWN PARKS



3

TRAILS IN TOWN



96 MILES



Recreation

The primary recreation activities in Winter Park are skiing and mountain biking, both at the Resort and throughout the surrounding National Forest. Recreational skiing began as early as 1883, with skiing becoming popular in the 1930s and the Resort officially opening in 1940. The Fraser River is another recreational opportunity for activities such as fishing and hiking, and flows south to north along the base of the Resort and through the center of Downtown, where it connects with Vasquez Creek.

There are three primary community parks within the Town; Confluence Park, Hideaway Park, and Wolf Park. Confluence Park is part of the Great Outdoors Colorado Fraser River Enhancement Project. It includes in stream habitat improvements for both the Fraser River and Vasquez Creek, interpretive trails and signage, a fly-fishing deck, wetland mitigation, a boreal toad pond, and is ADA accessible. Hideaway Park caters to community events, gathering spaces, and family fun. This park features the Rendezvous Event Center, a picnic shelter, restrooms with potable water, paved paths along Vasquez Creek, a climbing wall, playground, skate park, free sledding hill, fire pits, a brand new amphitheater stage, and is also ADA-accessible. Wolf Park is a quiet, neighborhood park with a pavilion available for reservation from May – October. It also features restrooms with potable water, barbecue grills, a playground, sand box, volleyball, tennis, basketball courts, bike racks, fitness trail, and is ADA-accessible.

Two official campgrounds exist within the Town limits; Idlewild and Midland. These two campgrounds are Forest Service campgrounds operated by the Fraser Valley Lions Club. Three additional campgrounds are located just outside of Town. Trailheads are located all throughout the community and most are easily accessible via local roads or the Fraser River Trail.



Utilities and Infrastructure

Natural gas is available in most parts of Grand County from Xcel. Electricity is supplied to most parts of the County by Mountain Parks Electric, Inc. (MPE) – a not-for-profit electric provider serving all of Grand and Jackson counties, and parts of Routt, Summit, and Larimer counties. Telephone and internet service is provided by Comcast and CenturyLink.

Municipal water service within the Town is currently provided by two separate districts, and both rely on local stream flows as their primary water source. With limited water storage facilities to sustain system flows during peak water demands, the municipal water supply is susceptible to water shortages due to variations in the adjacent stream flows. These stream flows are not only impacted by weather patterns, local precipitation and snow pack, but also by water diversions by Denver Water Board to the Front Range which are generally upstream of the Town's primary water sources (the Fraser River and Vasquez Creek). Diversions to the Front Range can significantly diminish flows within the Fraser River which, at times, limits the Town's ability to divert water for municipal services and still maintain viable water levels in the river for fish and riparian habitat.

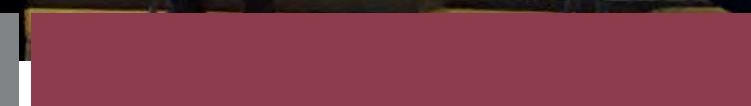
According to the Grand County Stream Management Plan, increased water demands from the Front Range have depleted the Fraser River to the point where winter base flows, without flow enhancements or restoration, will be lower than recommended flow ranges. The Stream Management Plan developed environmental target flows that were determined to best maintain the ecological needs of the stream in relation to its fisheries. Local municipalities have been working diligently with Denver Water Board and others to address this potential shortfall in stream flows through the Colorado River Cooperative Agreement. This is an intergovernmental agreement developed to protect watersheds in the Colorado River Basin while allowing Denver Water to develop future water supplies.

While a key asset, the Wildland-Urban Interface (WUI), or the transition zone between open land and human development can create risks. Winter Park's largest natural hazard risks include avalanches, landslides, drought, floods, high winds, and wildfire amplified by pine beetle infestation. Careful planning and mitigation measures can reduce the impact of natural hazards on the public health and safety, as well as personal property.



CHAPTER THREE

OUR CHARACTER AND OUR CULTURE



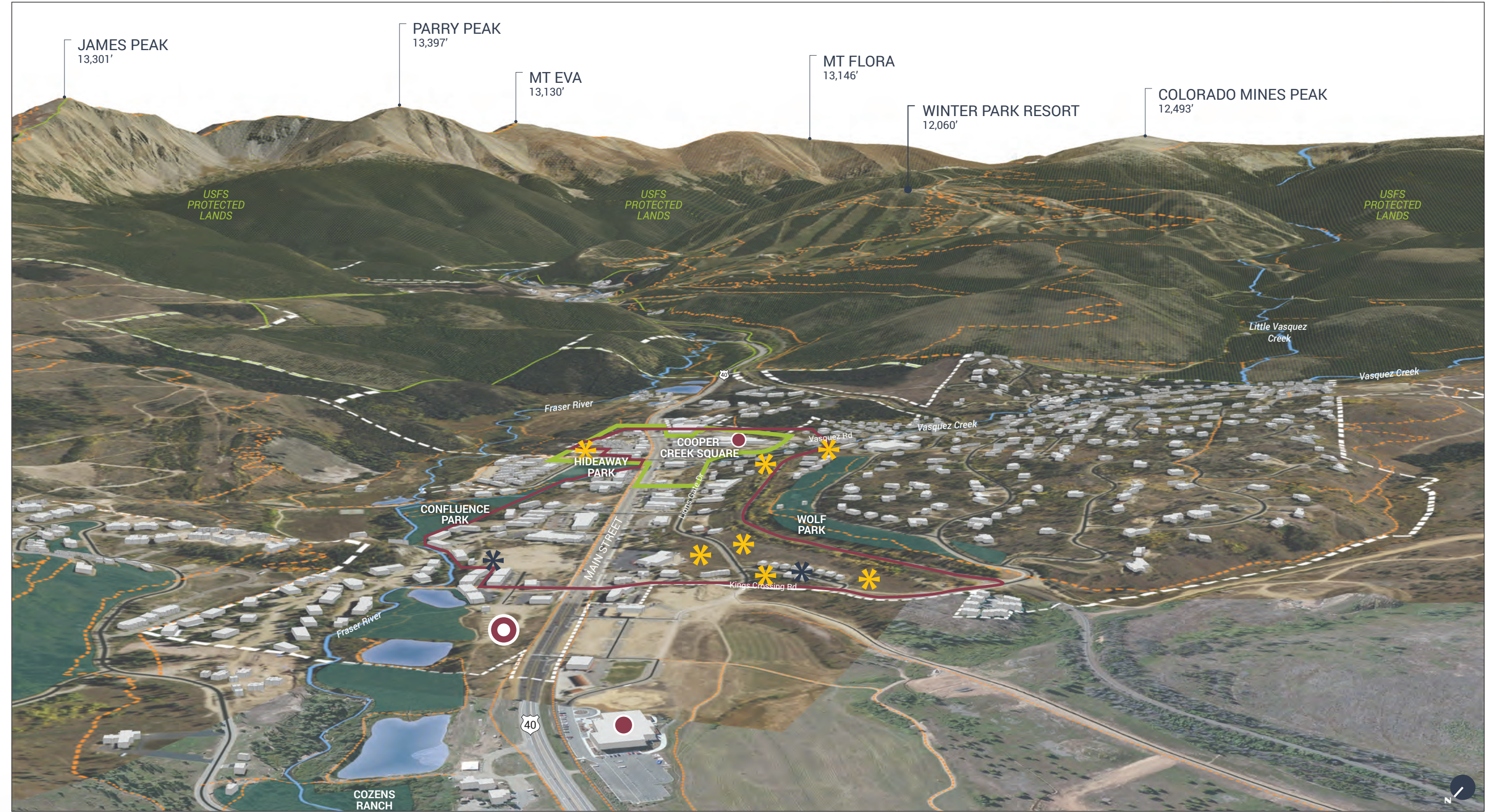
Our Character and Our Culture

VISION

One Winter Park: a town with diverse cultures, economic opportunities, and architectural styles that fosters a strong, unified, and forward-thinking community.



Our Character and Our Culture FRAMEWORK MAP



LEGEND

- TOWN BOUNDARY
- USFS PROTECTED LANDS
- EXISTING COMMUNITY SERVICES
- VASQUEZ NODE OPPORTUNITY AREA
- RIVER/ CREEKS
- EXISTING PARKS/ OPEN SPACE
- PROPOSED COMMUNITY/ HEALTH SERVICES
- PROPOSED HIGHER DENSITY AREA
- EXISTING TRAILS
- EXISTING ATTAINABLE HOUSING SITE
- PROPOSED ATTAINABLE HOUSING SITE

Winter Park Resort Base & Old Town CHARACTER & CULTURE FRAMEWORK MAP



LEGEND

- TOWN BOUNDARY
- EXISTING TRAILS
- ✱ PROPOSED HOUSING SITE
- ~ RIVER/ CREEKS
- ▽ EXISTING TRAILHEADS
- ⬮ PROPOSED TRAILHEADS
- USFS PROTECTED LANDS



Importance of this Element

Winter Park is a unique and eclectic mountain community, with majestic views of the Continental Divide and unparalleled access to the Fraser River and the Rocky Mountains. This element provides the Town with the potential for blending an array of housing typologies with a vibrant and walkable Downtown.

This element highlights opportunities to grow and mature through the creation of an inclusive community while setting the standard for the delivery of attainable workforce housing. Retaining the Town's eclectic character is important to the Town's sense of place and quality of life, distinguishing it from other mountain and resort communities.



PRINCIPLES

[AUTHENTIC]

An authentic, unpretentious town with a strong year-round, family-oriented population anchored within the Town's deep spirit of diversity and inclusion.

[AMENITIES]

A community that encourages growth and development as a tool to increase community amenities and economic opportunities.

[YEAR-ROUND COMMUNITY]

A growing community with a solid base of year-round residents supported by diversified employment both in and out of the tourist industry and a wide range of quality services.

[INCLUSIVE COMMUNITY]

A mountain town with a clear feeling of community that offers economic opportunity and viable housing, high-quality services and employment choices for a diversity of ages, incomes, and household compositions.

[SOCIAL SPACES]

A unique atmosphere and gathering spaces that foster ideas of community, creativity, entrepreneurship, and an environment of fun.

1.

[AUTHENTIC]

AN AUTHENTIC, UNPRETENTIOUS TOWN WITH A STRONG YEAR-ROUND, FAMILY-ORIENTED POPULATION ANCHORED WITHIN THE TOWN'S DEEP SPIRIT OF DIVERSITY AND INCLUSION.

Whether it be Mountain Bike Capital USA, Colorado's Top Adventure Town, the last affordable ski resort community, or the most family-friendly destination, Winter Park has earned many titles showcasing it as a diverse year-round community. This diversity is a key element of the Town's unique character.

The many social, economic, and cultural activities available enhance our sense of community while attracting an eclectic mix of individuals.

The people of Winter Park are the backbone of our authentic community. Everyone from the ski bum to the retired CEO, from the grandmother to the Paralympian at the National Sports Center for the Disabled, can feel at home here. Whether it be attending one of our summer festivals, fishing in the Fraser River, or relaxing at a local watering hole, Winter Park has something for everyone.

Strategies

CC STRATEGY 1.1: Maintain a healthy balance of commercial development that can provide a multitude of services both for local residents and for guests.

CC STRATEGY 1.2: Continue to provide and support the cultural arts through music festivals, concert series, and gathering spaces fostering a creative and fun environment to live in and visit.

CC STRATEGY 1.3: Ensure that the built environment continues to be seamlessly integrated with mountain and recreational amenities (e.g. connections to trails, integration with the Fraser River, bikeable paths, etc.).

CC STRATEGY 1.4: Define and enhance the community gateways, at both north and south, that speak to the experience and values of the Town.

CC STRATEGY 1.5: Strengthen the sense of connection between Downtown and The Resort.

CC STRATEGY 1.6: Educate visitors and residents about the history of the Town and larger region.

CC STRATEGY 1.7: Ensure the eclectic identity of the Town is reflected in local policies and codes such as the Design Guidelines, Town Sign Code, and Commercial Enhancement Grant specifications.



2.

[AMENITIES]

A COMMUNITY THAT ENCOURAGES GROWTH AND DEVELOPMENT AS A TOOL TO INCREASE COMMUNITY AMENITIES AND ECONOMIC OPPORTUNITIES.

A considerable amount of work has already gone into leveraging growth to provide a higher level of service to both full time residents and visitors. Utilizing development to help guide and grow the Town allows for a wider diversity and higher quality of amenities.

As the Town continues to grow, it is important that our level of services and amenities grow with it. A strong, vibrant, Main Street shopping and dining experience is crucial to the viability of the Town.

Strategies

CC STRATEGY 2.1: Incorporate public places into future development.

CC STRATEGY 2.2: Continue to create an authentic Main Street as a collection of outdoor gathering spaces and unique shops that celebrate the Town's eclectic character.

CC STRATEGY 2.3: Study, design, and implement a new street layout to help create an accessible, welcoming, and safe Main Street.

CC STRATEGY 3.1: Work with developers to provide recreational and cultural amenities that benefit both residents and guests alike.

CC STRATEGY 2.4: Continue to provide support services to small existing and new local businesses as they adapt to growth and change.

CC STRATEGY 2.5: Encourage "formula" businesses to fit into the Town by requiring modification of design, signage, and site development to be unique to Winter Park.

CC STRATEGY 2.6: Discourage drive-throughs, big box retail, and other land uses that do not support the Town's character.

CC STRATEGY 2.7: Support quality design and encourage unique and high-quality building construction and energy-efficiency.

CC STRATEGY 2.8: Build on Winter Park's designations as "Mountain Bike Capital USA" and Colorado's "Top Adventure Town" as a way to attract growth that supports our recreational heritage.



3.

[YEAR-ROUND COMMUNITY]

A GROWING COMMUNITY WITH A SOLID BASE OF YEAR-ROUND RESIDENTS THAT IS SUPPORTED BY DIVERSIFIED EMPLOYMENT BOTH IN AND OUT OF THE TOURIST INDUSTRY AND A WIDE RANGE OF QUALITY SERVICES.

Economic growth and an availability of diverse housing stock are critical to accommodate the needs of current businesses and support a local workforce. A broader diversity of businesses also creates a more resilient economy helping to limit shoulder seasons.

Availability of suitable housing is essential to maintaining excellence in the service sector. A broad array of housing options can also attract a variety of age groups—such

as those just starting out, those wishing to make a lifestyle move, and baby boomers starting a second career. The Town's Strategic Plan for its Attainable Housing Program is providing guidance to the town on steps to alleviate housing issues.

Pursuing new economic opportunities in a diversity of sectors is an important way to ensure the expansion of a year-round economy.

Strategies

CC STRATEGY 3.1: Fully integrate workforce housing throughout the Town's built environment.

CC STRATEGY 3.2: Ensure that all new commercial and residential development mitigate their impacts on workforce housing.

CC STRATEGY 3.3: Encourage a mix of housing for the local workforce within commercial developments.

CC STRATEGY 3.4: Support stable employment opportunities by strengthening existing business and further expanding new business opportunities in areas such as the environmental, home-based, and healthcare fields.

CC STRATEGY 3.5: Invest in the local workforce by providing training, resources, incentives, and locations (e.g. shared workspaces) that provide incubator space for young professionals and services for experienced workers.

CC STRATEGY 3.6: Work with partners such as the school district and library district to offer innovative training programs and services.

CC STRATEGY 3.7: Investigate opportunities for higher education such as Colorado Mountain College or trade schools to increase access to educational opportunities.

CC STRATEGY 3.8: Encourage new hotels to be constructed in the downtown core to increase diversity of accommodation, enhance vibrancy, and support retail and commercial uses.



4.

[INCLUSIVE COMMUNITY]

A MOUNTAIN TOWN WITH A CLEAR FEELING OF COMMUNITY THAT OFFERS ECONOMIC OPPORTUNITY AND VIABLE HOUSING, HIGH-QUALITY SERVICES, AND EMPLOYMENT CHOICES FOR A DIVERSITY OF AGES, INCOMES, AND HOUSEHOLD COMPOSITIONS.

Winter Park has always appealed to a diverse community of people, and actively works to be an inclusive place for everyone. This commitment to diversity and inclusion is evident in Town policies and in important institutions of the community itself such as the National Sports Center for the Disabled and Adam's Camp.

We strive to engage a wide range of community members across generations, ethnic groups, and income ranges. Especially important is reaching out to groups that might not always have had a voice in community governance. Through robust engagement, we aim to grow emerging leaders, especially from within populations that may not have participated previously.

Strategies

CC STRATEGY 4.1: Include a mix of housing to support a variety of household compositions and income levels.

CC STRATEGY 4.2: Attract young families through quality of life amenities, convenient healthcare, broadband, and a vibrant downtown.

CC STRATEGY 4.3: Ensure accessible transportation options are available to all our residents and visitors.

CC STRATEGY 4.4: Create an innovative, community-based housing delivery plan to ensure accommodation of a diverse population.

CC STRATEGY 4.5: Investigate opportunities and coordinate projects with other local communities and Grand County on affordable/attainable housing.

CC STRATEGY 4.6: Seek diverse participation in Town processes.

CC STRATEGY 4.7: Promote leadership development and encourage diversity in Town processes.

CC STRATEGY 4.8: Plan for equitable access to healthcare providers, schools, public safety facilities, and arts and cultural facilities.



5.

[SOCIAL SPACES]

A UNIQUE ATMOSPHERE AND GATHERING SPACES BASED ON SOCIAL RELATIONSHIPS THAT FOSTER IDEAS OF COMMUNITY, CREATIVITY, ENTREPRENEURSHIP, AND FUN.

In addition to its unparalleled outdoor resources, the Town also has a variety of public and private gathering spaces. These spaces allow for frequent community gatherings, concerts, and special events that bring people together. As Winter Park grows and evolves, the number and variety of these places where people meet, greet, and interact outside of home or work environments will also need to expand.

To solidify its identity as a four-season community, the Town needs both indoor and outdoor gathering spaces. The Town's outdoor recreation focus suggests the potential for a more purpose-driven social space. In a community where many residents live in compact spaces, whether by choice or by

economic necessity, the provision of new types of community spaces could provide both a needed amenity as well as a social space. Examples of this new type of community space could be places like fix-it cafes, homebrew clubs, or community kitchen facilities.

Town support of additional small-scale community initiatives can also promote the authenticity and 'real people' vibe valued in Winter Park. Little Free Libraries, for example, have emerged as a way for communities to blur the lines of public and private space, share resources, and provide an outlet for small-scale artistic expression. These types of projects can create an environment that builds a solid foundation for community.

Strategies

CC STRATEGY 5.1: Allow for publicly-accessible parks, plazas, and open spaces in both design and policy, meeting the goal of being an inviting community.

CC STRATEGY 5.2: Include neighborhood-scale parks and open spaces within developments that are fully accessible to the public.

CC STRATEGY 5.3: Enhance existing parks with recreational opportunities that promote gathering and conversation (e.g. bocce, horseshoes, dog parks, or adventure play areas).

CC STRATEGY 5.4: Investigate opportunities for the creation of indoor and outdoor social spaces (e.g. fix-it cafes, homebrew clubs, or community kitchen facilities).

CC STRATEGY 5.5: Promote the creation of small-scale, low cost neighborhood resources that foster community (e.g. Little Free Libraries).

CC STRATEGY 5.6: Continue to support community gatherings and events that bring people together.





CHAPTER FOUR

OUR GLOBAL AND LOCAL CONNECTIVITY

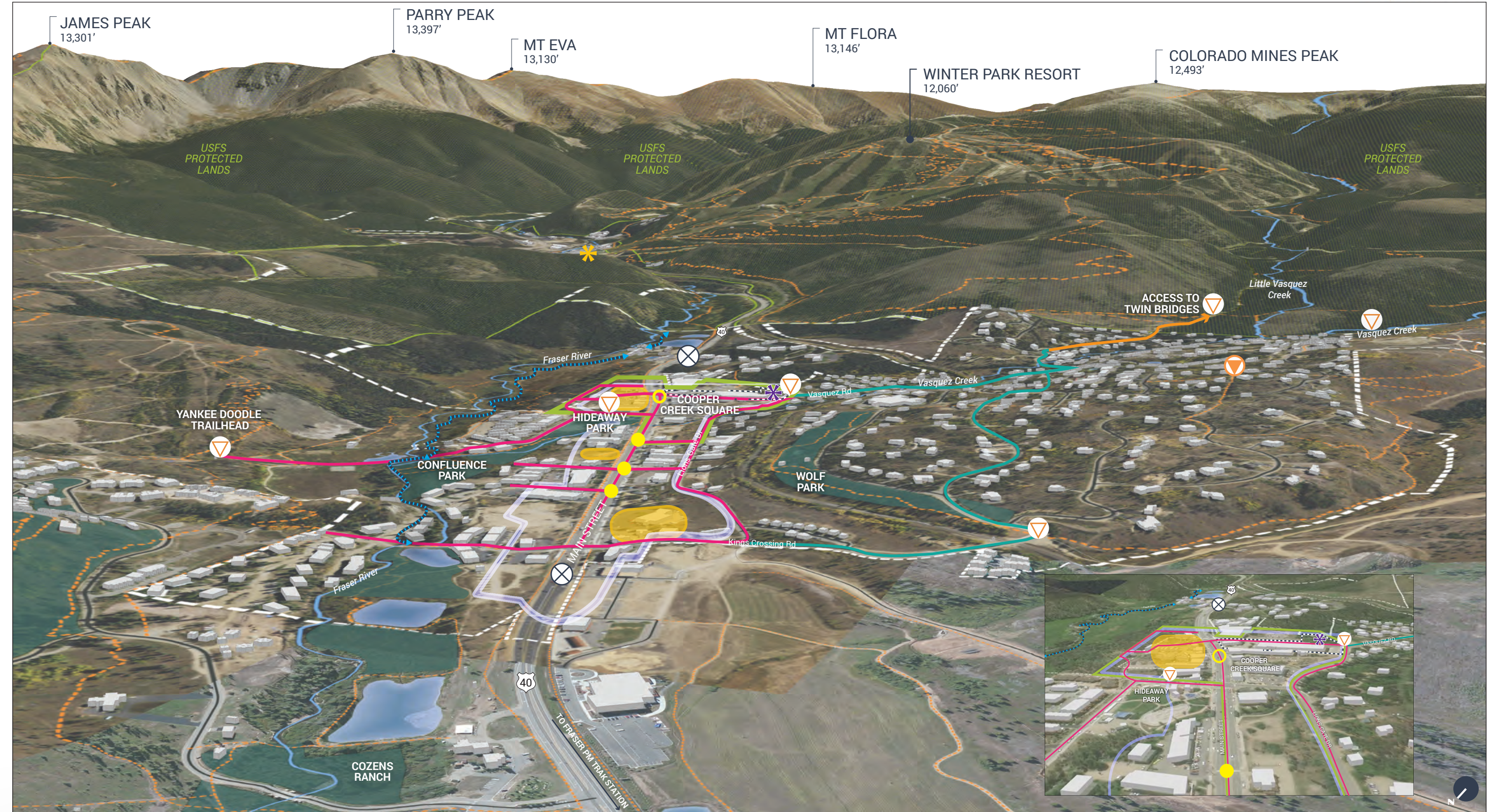
Our Global and Local Connectivity



VISION

Winter Park is a community linked with majestic physical attributes, connected with state of the art technology, integrated with safe walkable places and diverse transportation linkages, and characterized by seamless connectivity to both the natural and technological environment.

Our Local and Global Connectivity FRAMEWORK MAP



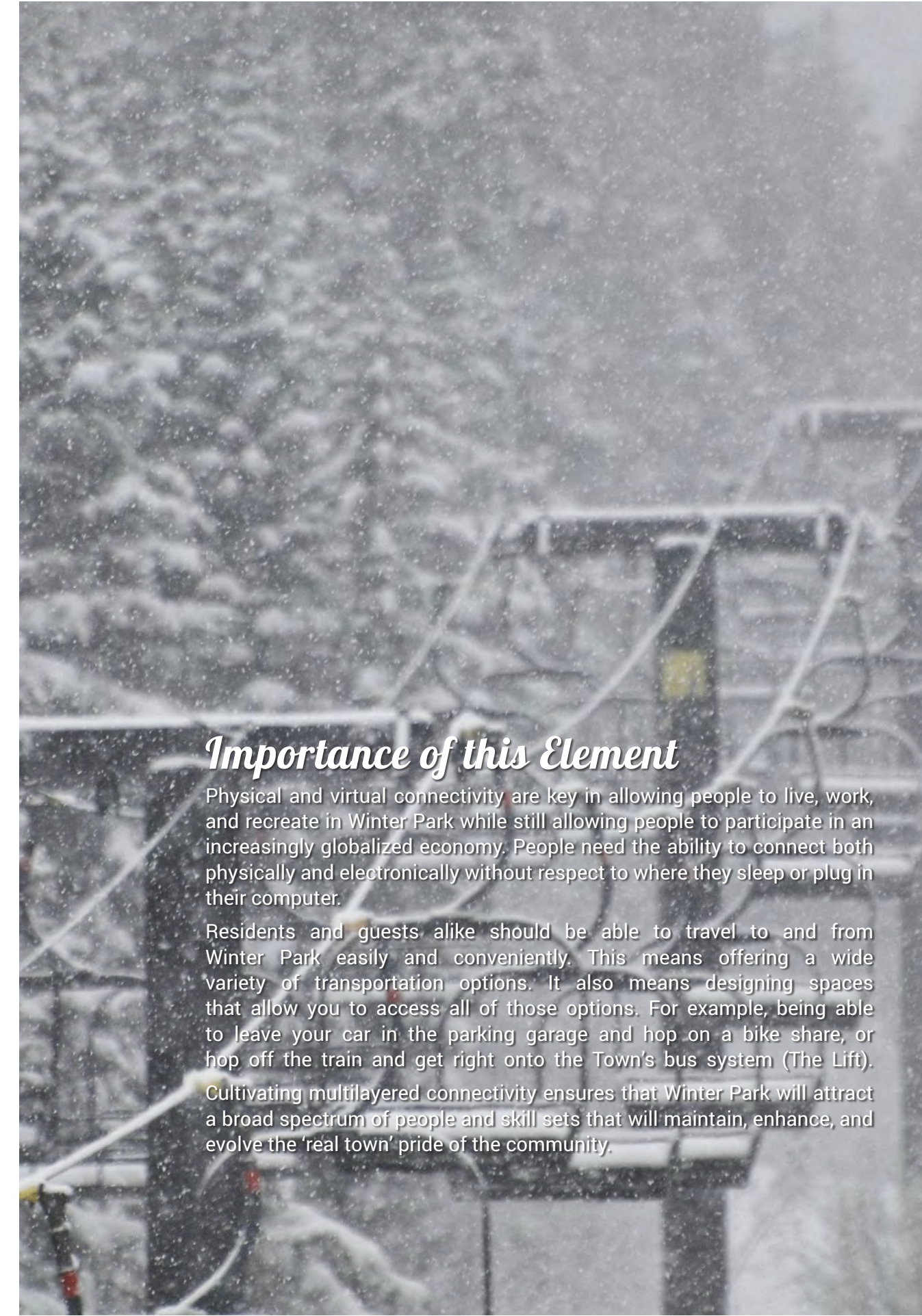
LEGEND

- | | | | | |
|----------------------------|-------------------------------|-------------------------------|------------------------------|---|
| TOWN BOUNDARY | EXISTING TRAILS | PROPOSED RIVER WALK | PROPOSED PEDESTRIAN CROSSING | VASQUEZ NODE OPPORTUNITY AREA |
| RIVER/ CREEKS | EXISTING TRAILHEADS | PRIMARY PEDESTRIAN CORE | ENHANCED PEDESTRIAN CROSSING | LIVE/WORK + CO-WORKING OPPORTUNITY AREA |
| EXISTING PARKS/ OPEN SPACE | PROPOSED TRAILHEADS | SECONDARY PEDESTRIAN WALKSHED | PROPOSED TRANSIT CENTER | PROPOSED TOWN WIFI ZONE |
| USFS PROTECTED LANDS | TRAILHEAD ACCESS ENHANCEMENTS | PROPOSED ROUNDABOUT | PROPOSED GONDOLA STATION | WINTER PARK EXPRESS STATION |

Winter Park Resort Base & Old Town CONNECTIVITY FRAMEWORK MAP



LEGEND				
TOWN BOUNDARY	EXISTING TRAILS	PROPOSED FRASER RIVER TRAIL EXTENSION	PROPOSED TRAIL CONNECTION TO SUMMIT OF BERTHOUD PASS	PROPOSED SKI-BACK CONNECTION
RIVER/ CREEKS	EXISTING TRAILHEADS	PROPOSED TRANSIT CENTER	PROPOSED ROUNDABOUT	PROPOSED PEDESTRIAN ENHANCEMENTS
USFS PROTECTED LANDS	PROPOSED TRAILHEADS	PROPOSED GONDOLA STATION		



Importance of this Element

Physical and virtual connectivity are key in allowing people to live, work, and recreate in Winter Park while still allowing people to participate in an increasingly globalized economy. People need the ability to connect both physically and electronically without respect to where they sleep or plug in their computer.

Residents and guests alike should be able to travel to and from Winter Park easily and conveniently. This means offering a wide variety of transportation options. It also means designing spaces that allow you to access all of those options. For example, being able to leave your car in the parking garage and hop on a bike share, or hop off the train and get right onto the Town's bus system (The Lift).

Cultivating multilayered connectivity ensures that Winter Park will attract a broad spectrum of people and skill sets that will maintain, enhance, and evolve the 'real town' pride of the community.



PRINCIPLES

[MOVING PEOPLE]

A community of easy, fast, and efficient mobility options that make transit the first choice of visitors and locals alike.

[REGIONAL CONNECTIONS]

A mountain base camp that makes it possible to get around without the need for a private vehicle.

[PEDESTRIAN SCALE]

A comfortable, safe, and aesthetically pleasing urban environment that is walkable and bikeable in all seasons.

[ADVANCED TECHNOLOGY]

A physically and functionally connected community that transforms Winter Park from a 'destination' to a 'hub' for recreation, commerce, and innovation locally, regionally, nationally, and for the larger global marketplace.

[SMART PARKING]

A town that acknowledges the importance of balancing parking needs with other active modes of transportation and the desire to be a sustainable, livable community.

Vasquez Node

The Vasquez Node is a unique opportunity to promote density, activity, and movement at the Town's southern gateway to Main Street. This area includes existing, planned, and future development two blocks east and west of Main Street along Vasquez Road and one block north of Vasquez Road. Encouraging street level retail and dining creates an active ground floor, mirrors adjacent development, and produces a critical mass of shopping and entertainment. Requiring building heights of four stories, with variety of housing options for residents and visitors, allows for year round viability and helps to meet attainable housing goals. Expanded sidewalks and other pedestrian improvements, such as indoor and outdoor gathering spaces, forms an aesthetic identity and fosters a longer stay. A hub of local and regional transit options, ride share drop off, and bicycle and ski trails make this node a center of movement.

See Framework Maps for the location of the opportunity area.



1.

[MOVING PEOPLE]

A COMMUNITY OF EASY, FAST, AND EFFICIENT MOBILITY OPTIONS THAT MAKE TRANSIT THE FIRST CHOICE OF VISITORS AND LOCALS ALIKE.

Creating a truly comprehensive and multi-modal transit system requires providing sufficient coverage, frequency, and choice to address an array of travel goals and destinations. A successful system centralizes and simplifies options.

It acknowledges that the way someone arrives at a destination may not be how they return home, and that same person may choose different modes of travel throughout the week.

Strategies

CO STRATEGY 1.1: Identify the feasibility of a centralized transit center in conjunction with the existing Vasquez Road public parking garage or other centralized and appropriate location. The transit center should accommodate all existing modes (i.e. The Lift, Greyhound, Bustang, local/ regional shuttles, rental car facilities, and bikeshare facilities).

CO STRATEGY 1.2: Provide enhanced connections between the Resort and Downtown such as a ski back trail, a direct gondola, and circulator bus routes.

CO STRATEGY 1.3: Enhance facilities at the Winter Park Resort Transit Center to serve as a secondary transit hub. As the base area redevelops, evaluate options to consolidate or better connect the existing three transit areas (base of Cabriole, Balcony House/Zephyr Mountain Lodge area, rail platform) into a single seamless transit hub.

CO STRATEGY 1.4: Ensure the Resort Transit Center includes easy pick-up/drop-off capability allowing both resort guests and non-resort guests to make regional connections.

CO STRATEGY 1.5: Initiate a comprehensive signage program to provide intuitive wayfinding throughout Town.

CO STRATEGY 1.6: Work with existing transportation partners to enhance and increase our ability to serve both residents and guests.

CO STRATEGY 1.7: Ensure Winter Park is poised to take advantage of new trends in transportation and transit.

Bikeshare

Bikeshare is one of the most well known types of shared mobility solutions. Bikeshare can be particularly challenging in a small community like Winter Park, with significant topography. However, multiple models create many options:

Kiosk System (Tech on Station).

This system houses the checkout and locking mechanism in the bicycle docking station. Bikes must be borrowed from and returned to established locations. Moving bikes to where they are needed, and making sure docks are not overloaded or empty can be a challenge. Example: Denver B-Cycle

Tech-on-Bike. In this type of system, users locate, pay for, and unlock bikes using a smartphone-based app. Some systems require users to start and end trips at a designated location, while the newest systems are completely dockless (bikes can be parked anywhere around the community). These systems are often seen on college or corporate campuses, or in smaller communities. 'Street clutter' is sometimes seen as a problem as bikes can be haphazardly left in the public realm. Examples: Longmont Zagster, LimeBike.

Bike Library. In this model, bikes are stored and checked out from one or more staffed locations. These systems can often offer a range of bicycle types and sizes. Examples: Golden Bike Library, Fort Collins Bike Library.

Source: <https://www.zagster.com/blog/the-different-types-of-bike-sharing-programs>, Colorado Statewide Comprehensive Outdoor Recreation Plan, 2013, Colorado Parks and Wildlife Policy and Planning Section

2.

[REGIONAL CONNECTIONS]

A MOUNTAIN BASE CAMP THAT MAKES IT POSSIBLE TO GET AROUND WITHOUT THE NEED FOR A PRIVATE VEHICLE.

Transportation options across the state and nation are rapidly changing. From additional rail opportunities to self-driving cars, new technologies are transforming the way people get around. Autonomous and connected vehicles will affect how public rights-of-way are planned, parking is accommodated, and infrastructure improvements are designed.

The opening of the commuter rail from Denver International Airport to Union Station and the return of

the Winter Park Express (Ski Train) uniquely positions Winter Park as the only mountain community in the state where visitors can fly in, catch the train, and arrive for a mountain vacation. This gives Winter Park an unbeatable foundation for a new level of mobility for both visitors and locals. Easy access to regional amenities such as Rocky Mountain National Park, Snow Mountain Ranch, and local golf courses are crucial to providing the experience people desire.

Strategies

CO STRATEGY 2.1: Coordinate with Amtrak and the Town of Fraser to ensure connectivity from the Fraser Station to local and regional transportation options.

CO STRATEGY 2.2: Work with Amtrak and the Winter Park Express (Ski Train) to expand service, and to implement pass systems for frequent riders.

CO STRATEGY 2.3: Collaborate with the Colorado Department of Transportation and other partners to increase transportation options such as Bustang or regional air service.

CO STRATEGY 2.4: Explore regional transportation options and connections such as light rail, BRT, or expanded bus service between Winter Park, Granby, and other locations within the region.

CO STRATEGY 2.5: Provide transportation options to regional destinations (e.g. YMCA, Devil's Thumb, Rocky Mountain National Park) through offerings such as rental car service, carshare, or Resort pickup.

CO STRATEGY 2.6: Examine the need for requirements for passenger drop-off and loading zones within new development to accommodate transportation options such as resort shuttles, microtransit, and autonomous vehicles (AV).

CO STRATEGY 2.7: Explore opportunities to create regional backcountry motorized connections. See *OR Strategy 3.6*.



Enhanced Crosswalks

HAWK Signal. Originally named as an acronym for High-Intensity Activated crossWalk beacon, this, and other similar overhead traffic control devices may also be referred to as Pedestrian Hybrid Beacons (PHB). These devices were developed to address pedestrian crossings of wide and high-speed roadways, where pedestrian volumes are not high enough to warrant a full traffic signal.

Pedestrian Activated Warning Lights.

Like PHB's, this type of pedestrian device is dark until activated by the pedestrian. Examples include RRFB and LED Border Signs. As of December 2017, the FHWA has terminated interim approval of the RRFB, due to patent issues. RRFB's have been shown to be highly effective; existing installations can stay in place but new installations are not permitted until the FHWA reinstates approval.

In-Road Warning Lights. These lights are installed flush with the roadway surface, and provide an additional level of driver awareness of crosswalks. First generation lights experienced issues with moisture and longevity; current options appear to have improved performance in snowy and winter conditions.

3.

[PEDESTRIAN SCALE]

A COMFORTABLE, SAFE, AND AESTHETICALLY PLEASING URBAN ENVIRONMENT THAT IS WALKABLE AND BIKEABLE IN ALL SEASONS.

A successful pedestrian and cyclist environment provides a human-scaled atmosphere with elements such as landscaping and art. US Highway 40 creates a challenging downtown environment with its wide traffic lanes, high speeds, and large expanses of parking. As a state highway, it must fulfill critical regional functions in moving people, goods, and services. However, as Winter Park's Main Street it sets the character and feel of the community.

The key to balancing Main Street's regional and local roles is to humanize it by decreasing scale and adding interest. Many of the urban design features that provide a pleasant aesthetic experience also provide functional traffic calming benefits, and increased safety for pedestrians and cyclists.

Winter Park's pedestrian priorities focus on creating a continuous, comfortable walking environment. The Town Plan focuses on promoting walking and cycling through functional urban design and land use improvements within the US 40/Main Street corridor.

Strategies

CO STRATEGY 3.1: Use policies and incentives to prioritize and direct new, mixed use development within the Vasquez Road Node.

CO STRATEGY 3.2: Work with developers to create a continuous, human-scale street frontage along Main Street.

CO STRATEGY 3.3: Work with developers and utility providers to integrate non-buildable areas within easements into the public realm (e.g. public plazas, parklets, or dining areas).

CO STRATEGY 3.4: Encourage Main Street access from cross streets and from Lions Gate Drive.

CO STRATEGY 3.5: Work with Main Street property owners to reduce visual impacts and physical conflicts created by vehicular access points (i.e. curb cuts).

CO STRATEGY 3.6: Work with Main Street property owners to direct parking to the rear of the parcel to eliminate the visual impact of off-street parking.

CO STRATEGY 3.7: Enhance existing pedestrian crossings to increase pedestrian safety and visibility as well as motorist compliance.

CO STRATEGY 3.8: Introduce new mid-block pedestrian crossings at locations with demonstrated need.

CO STRATEGY 3.9: Pursue the introduction of roundabouts on Main Street at the north and south ends of Town to act as a traffic-calming measure and an opportunity for an aesthetic gateway treatment.

CO STRATEGY 3.10: Introduce street trees along Main Street in order to soften the visual impact of the existing roadway width and off-street parking.

CO STRATEGY 3.11: Provide a bicycle system that offers both recreational and in-town connectivity and accommodates all levels of riders.

CO STRATEGY 3.12: Create multiple bicycle connections to Main Street businesses.

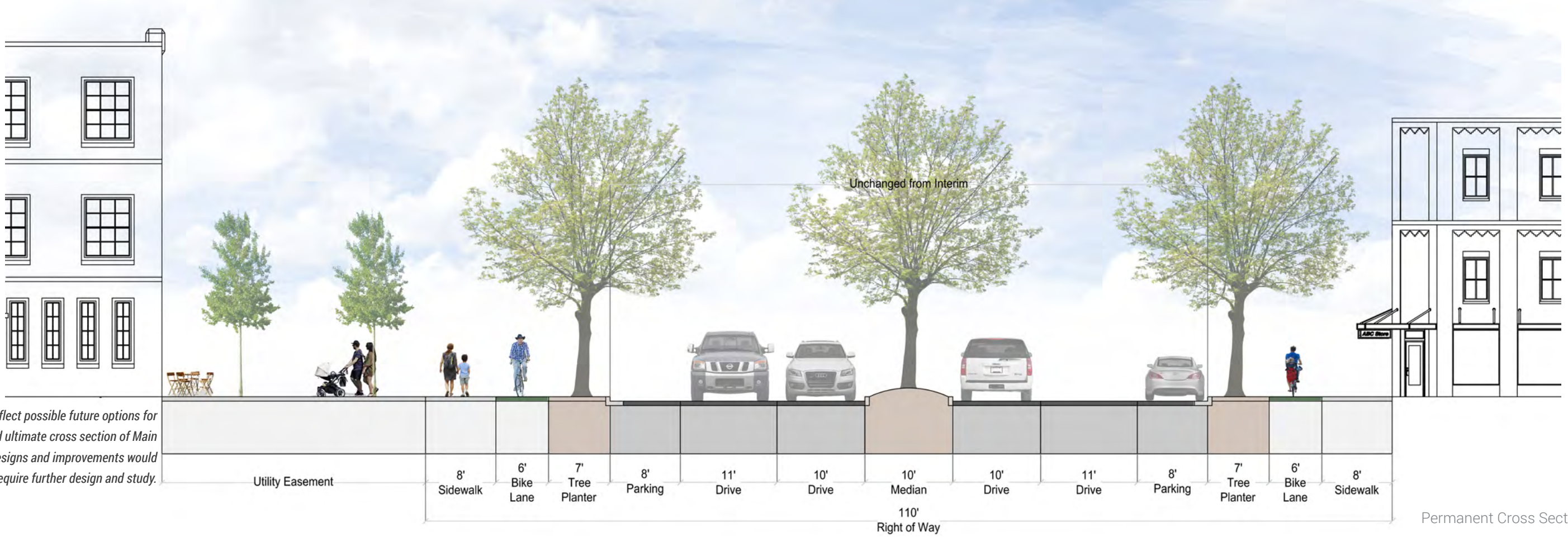
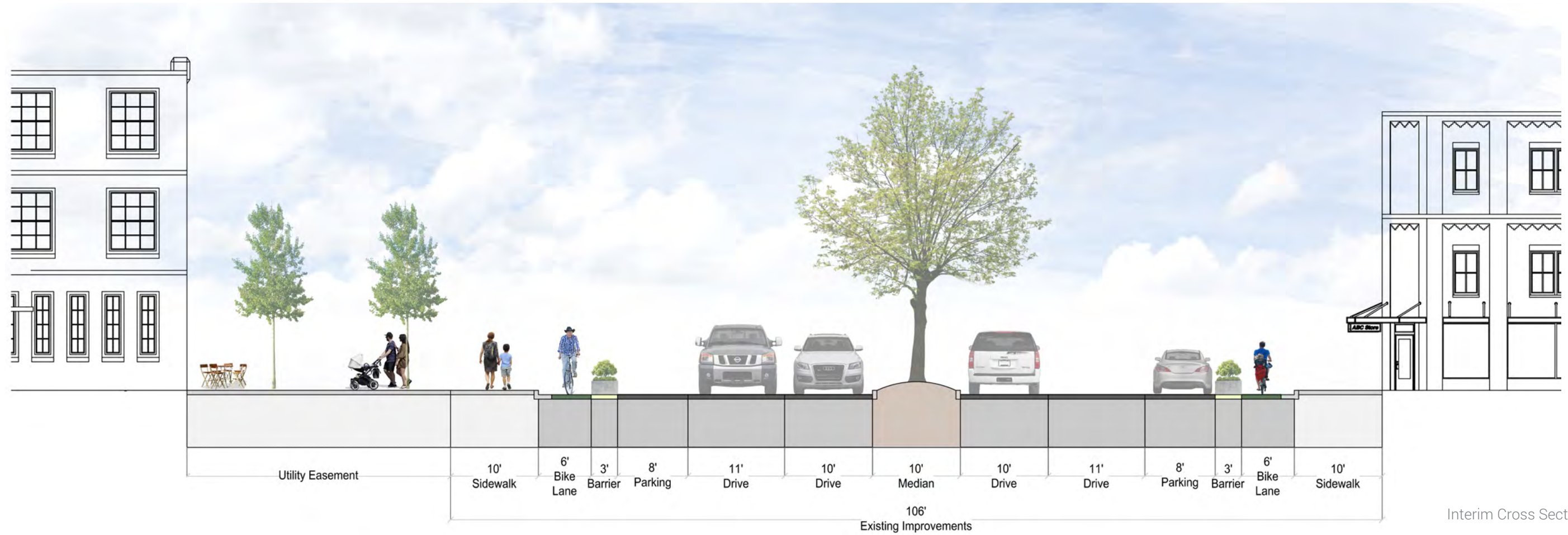
CO STRATEGY 3.13: Complete the Fraser River Trail to ensure it functions as the primary north-south bicycle corridor.

CO STRATEGY 3.14: Focus on improving motorist awareness and mutual share-the-road behavior on all north-south roadways through signage and appropriate roadway widths.

CO STRATEGY 3.15: Improve pedestrian connectivity and experience in and around the Resort.

CO STRATEGY 3.16: Explore roadway changes such as narrowed drive lanes, consolidated driveways, curb bulb-outs at intersections, street trees, and median refuges to balance road functions.

CO STRATEGY 3.17: Expand the core area of downtown by creating a street grid east and west of Main Street.



These renderings reflect possible future options for both an interim and ultimate cross section of Main Street. Actual designs and improvements would require further design and study.

4.

[ADVANCED TECHNOLOGY]

A PHYSICALLY AND FUNCTIONALLY CONNECTED COMMUNITY THAT TRANSFORMS WINTER PARK FROM A 'DESTINATION' TO A 'HUB' FOR RECREATION, COMMERCE, AND INNOVATION LOCALLY, REGIONALLY, NATIONALLY, AND FOR THE LARGER GLOBAL MARKETPLACE.

With recent changes in technology and tech-oriented businesses, people are able to work from virtually anywhere. Increasingly, businesses are choosing where to locate based on amenities, access to the outdoors, and community culture. Improving internet connection is a necessary action to provide what has become

a required utility to support a diverse year-round economy. Winter Park must be prepared to take advantage of emerging technologies such as electric vehicles, autonomous vehicles, drone technology, the Internet of Things, artificial intelligence, and the sharing economy.

Strategies

CO STRATEGY 4.1: Support investment in town-wide technology infrastructure.

CO STRATEGY 4.2: Cultivate an environment that attracts and supports entrepreneurs and innovators.

CO STRATEGY 4.3: Facilitate incubator spaces for small businesses and start-ups.

CO STRATEGY 4.4: Pursue the possibility of providing town-wide Wi-Fi.

CO STRATEGY 4.5: Support the inclusion of publicly accessible electric vehicle (EV) charging stations in new developments, as well as at existing Town parking facilities and the Resort.



5.

[SMART PARKING]

A TOWN THAT ACKNOWLEDGES THE IMPORTANCE OF BALANCING PARKING NEEDS WITH OTHER ACTIVE MODES OF TRANSPORTATION AND THE DESIRE TO BE A SUSTAINABLE, LIVABLE COMMUNITY.

Parking deserves more attention than it typically gets due to its influence on the character, form, function, and flow of our community. Providing too much parking can result in underutilized lots, while not enough parking can negatively impact the vitality of an area. More importantly, parking needs to be balanced with new development

that supports active modes of transportation (e.g., walking, biking, transit, and carpooling), integrates a complete streets approach, and values high quality public design. The Town's plan can help achieve this balance by recognizing and utilizing innovative parking strategies and approaches.

Strategies

CO STRATEGY 5.1: Emphasize a District Parking approach based on increased use of existing public parking structures.

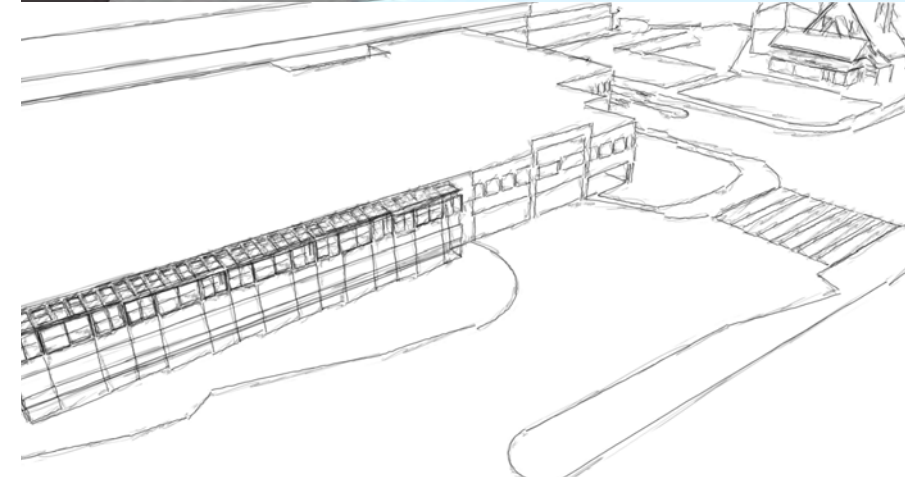
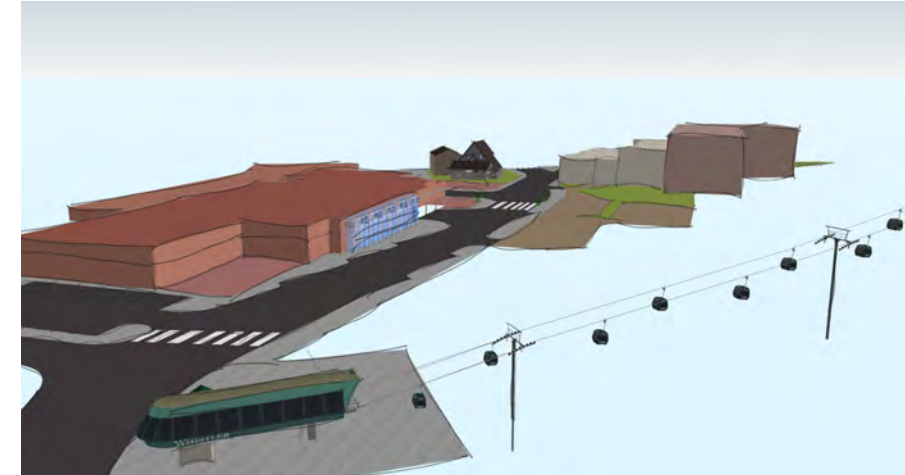
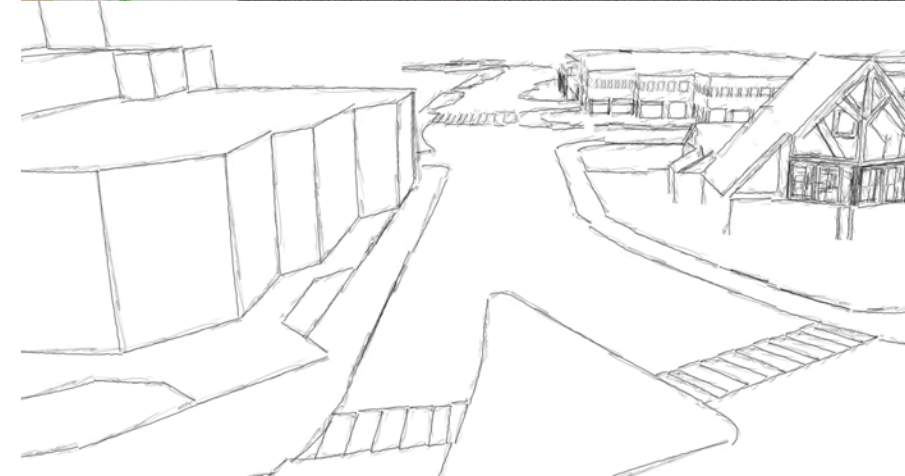
CO STRATEGY 5.2: Commission a formal parking study and parking management plan utilizing Travel Demand Management (TDM) strategies.

CO STRATEGY 5.3: Integrate shared parking into the code as an allowable option where appropriate.

CO STRATEGY 5.4: Consider zoning code updates to support smart parking strategies such as maximum parking requirements (foregoing minimum requirements), flexibility in providing parking off-site, and incentives for shared parking.

CO STRATEGY 5.5: Examine the use of paid parking along Main Street to ensure efficient and effective utilization of limited spaces.

CO STRATEGY 5.6: Use wayfinding elements to help direct people to underutilized parking facilities.





*This rendering reflects possible future options for a centralized transit hub.
Actual design and improvements would require further design and study.*



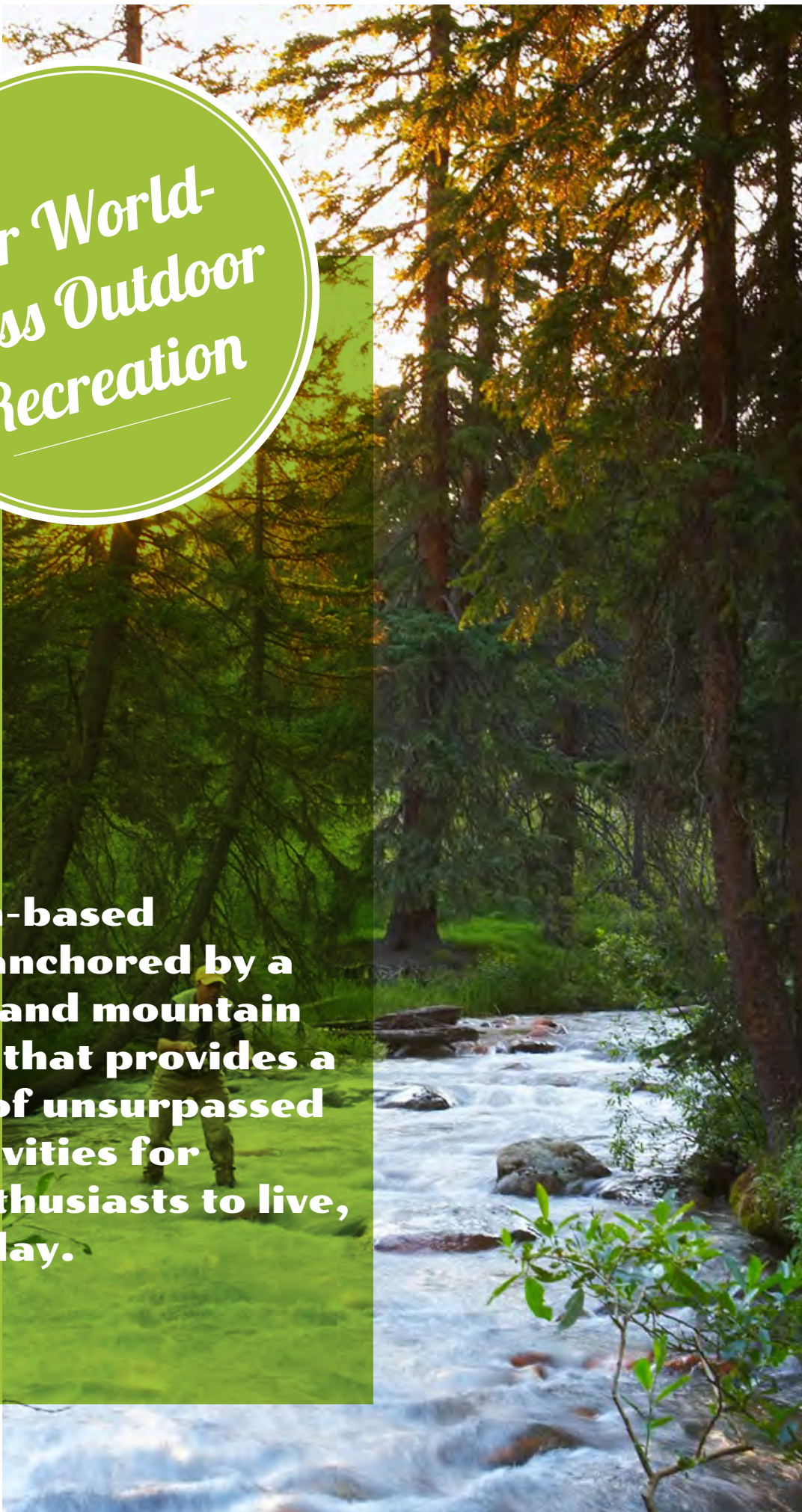
CHAPTER FIVE

OUR WORLD-CLASS OUTDOOR RECREATION

Our World-Class Outdoor Recreation

VISION

A recreation-based community anchored by a national ski and mountain bike resort, that provides a wide range of unsurpassed outdoor activities for everyday enthusiasts to live, work, and play.



Our World-Class Outdoor Recreation FRAMEWORK MAP



LEGEND

- TOWN BOUNDARY
- EXISTING TRAILS
- RIVER/ CREEKS
- PROPOSED PARK
- EXISTING PARKS/ OPEN SPACE
- EXISTING TRAILHEADS
- PROPOSED RIVER WALK
- IDLEWILD CAMPGROUND
- USFS PROTECTED LANDS
- PROPOSED TRAILHEADS
- PROPOSED RIVER ACCESS POINTS

Winter Park Resort Base & Old Town RECREATION FRAMEWORK MAP



LEGEND

- TOWN BOUNDARY
- EXISTING TRAILS
- PROPOSED FRASER RIVER TRAIL EXTENSION
- PROPOSED TRAIL CONNECTION TO SUMMIT OF BERTHOUD PASS
- USFS PROTECTED LANDS
- EXISTING TRAILHEADS
- PROPOSED TRAILHEADS
- CAMPGROUND



Importance of this Element

Winter Park is firmly rooted in its relationship to the surrounding national forest, its trails, its ski resort, its narrow valley, and its stunning views. This relationship is both the Town's past and its future, and it is critical to integrate this relationship into every aspect of the Town's decision-making process, from physical infrastructure projects, to economic development goals, to policy and governance.

Each one of us, whether consciously or not, seeks a place where we feel at home. For many of the people in Winter Park, home has been defined by the opportunity to recreate in and enjoy our surrounding natural environment. As we move forward and grow, it is crucial that we integrate outdoor recreation into our everyday lifestyle by making nature accessible.



PRINCIPLES

[MOUNTAIN LIFESTYLE]

An authentic mountain community with a culture defined by and fundamentally linked to its surrounding natural, wild environment.

[EVERYDAY ADVENTURES]

A small-town base camp embedded in a wide and varied collection of multi-sport, recreational opportunities accessible to every outdoor enthusiast.

[ECONOMIC OPPORTUNITIES]

A complete community anchored by a nationally-acclaimed outdoor playground that supports innovative approaches to the outdoor recreation industry.

Outdoor Recreation Participation

The most popular outdoor activities in Colorado (201) ranked by number of participants (most popular first):

1. WALKING
2. HIKING/BACKPACKING
3. PICNICKING
4. FISHING
5. TENT CAMPING
6. SKIING/SNOWBOARDING (RESORT)
7. JOGGING/RUNNING
8. SWIMMING (OUTDOORS)
9. ROAD BIKING
10. PLAYGROUND ACTIVITIES
11. MOUNTAIN BIKING
12. WILDLIFE VIEWING (INCLUDING BIRDING)
13. GOLF
14. SNOWSHOEING/CROSS-COUNTRY SKIING
15. ATV

Source: Colorado Statewide Comprehensive Outdoor Recreation Plan, 2013, Colorado Parks and Wildlife Policy and Planning Section.

1.

[MOUNTAIN LIFESTYLE]

AN AUTHENTIC MOUNTAIN COMMUNITY WITH A CULTURE DEFINED BY AND FUNDAMENTALLY LINKED TO ITS SURROUNDING NATURAL, WILD ENVIRONMENT.

The Town's connection to the outdoors has led to our eclectic nature and 'real town' feel. This strong Town identity provides a framework for supporting the Town's outdoor adventure focus. By

promoting outdoor focused design details and seamless integration between the built environment and the natural environment we can continue to enhance this connection.

Strategies

OR STRATEGY 1.1: Integrate dedicated recreation paths throughout the Town into a comprehensive regional network.

OR STRATEGY 1.2: Provide a safe, accessible, dedicated bike lane on Main Street to avoid pedestrian/bike conflicts and allow everyone convenient, easy access to our Downtown businesses.

OR STRATEGY 1.3: Design roadways with hikers and cyclists in mind, with particular attention to posted speeds, width, and other pedestrian/cyclist awareness measures.

OR STRATEGY 1.4: Maintain trailhead and forest access points and easements within and through residential and commercial developments. This access can be as simple as signage and a hiker/biker/horse width easement.

OR STRATEGY 1.5: Manage trailhead parking to mitigate impacts to the environment and to residents.

OR STRATEGY 1.6: Mandate/maintain public access on private roads as development occurs.

OR STRATEGY 1.7: Include design details, interpretive elements, and public art that references local history and features as an integrated part of Main Street streetscape enhancements.

OR STRATEGY 1.8: Introduce a public art requirement for all new developments abutting Main Street or within the primary pedestrian core (as defined in the Connectivity section of this Plan) that supports a Winter Park-specific theme related to the Town's natural setting.



2.

[EVERYDAY ADVENTURES]

A SMALL-TOWN BASE CAMP EMBEDDED IN A WIDE AND VARIED COLLECTION OF MULTI-SPORT, RECREATIONAL OPPORTUNITIES ACCESSIBLE TO EVERY OUTDOOR ENTHUSIAST.

Winter Park, as the economic and social center of the Fraser Valley, attracts residents and visitors alike because of the unparalleled outdoor lifestyle it offers. A significant part of that attraction is not only the variety of available activities, but also the ease of accessing those activities. It is important to make it easy and intuitive for everyone to access recreational opportunities,

whether they be small afternoon adventures, or epic multi-day undertakings.

A key part of this focus area is exploring and expanding opportunities to attract and welcome non-traditional and underserved demographics into the ranks of outdoor recreation participants and workforce.

Reasons for Participating in and Common Barriers to Outdoor Recreation

MAJOR MOTIVATIONS (1ST TIME, AGE 25+):

- Try something new
- Stay fit and healthy
- Friends/family participate
- Help me relax and manage stress
- More fun than indoor exercise

MAJOR BARRIERS:

- Not enough time because of my job
- Inadequate transportation
- Personal safety problems
- Physically limiting condition
- Outdoor pests

Strategies

OR STRATEGY 2.1: Develop recreational opportunities suited to short, daily activities (e.g. shorter, close-to-town trails, opportunities for water play, fishing ponds, etc.).

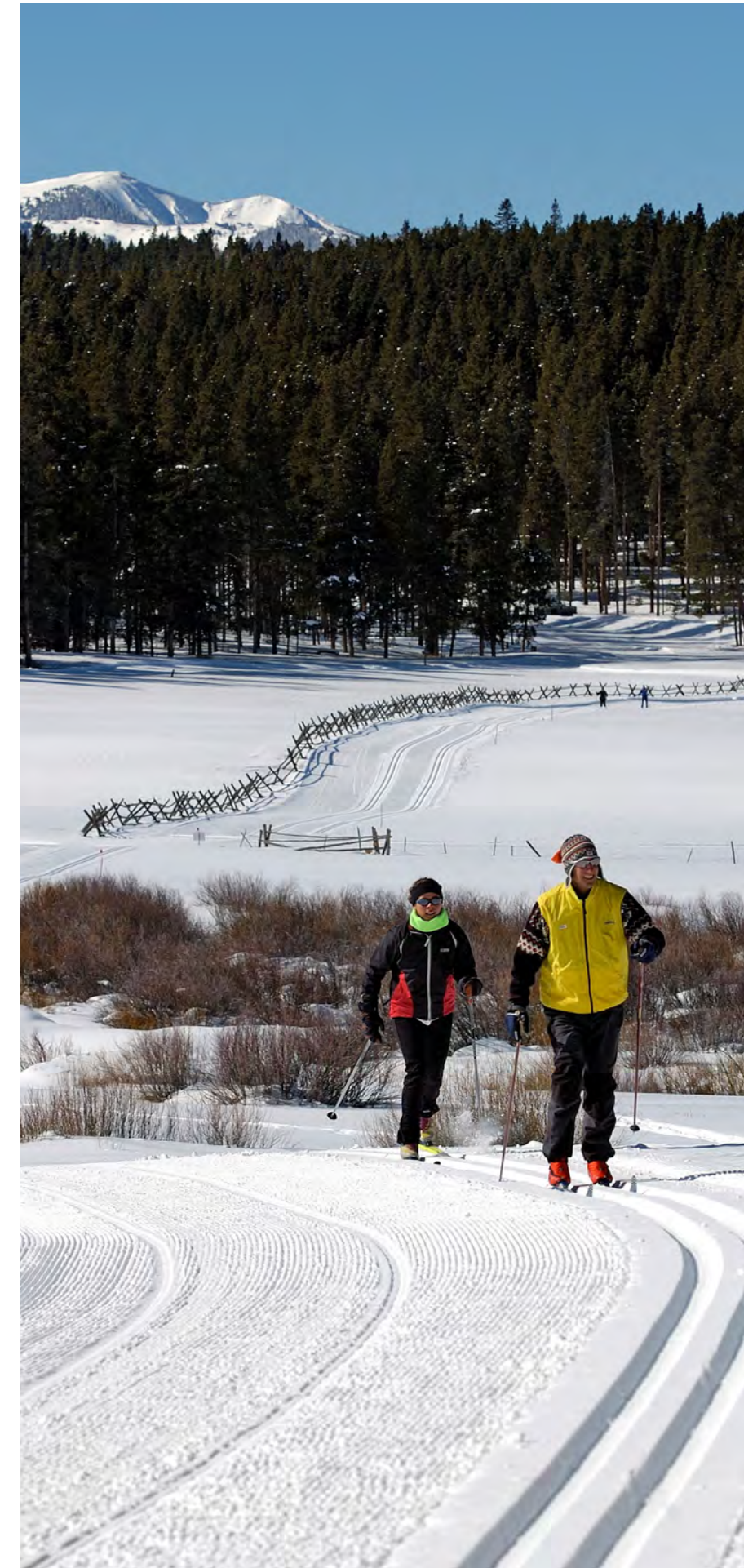
OR STRATEGY 2.2: Maintain winter connectivity and access to all recreational trails including the Fraser River Trail.

OR STRATEGY 2.3: Maintain a centrally located outdoor activity information center to provide information on resources (trailheads, locations, maps, and activities) and private services (outfitters, guide services, gear rentals, and programs).

OR STRATEGY 2.4: Provide wayfinding signage throughout the Town to key trailheads, destinations, and access points to increase awareness of all the Town has to offer.

OR STRATEGY 2.5: Solidify the Town's outdoor adventure identity by cultivating opportunity and removing barriers for non-typical and underserved audiences such as seniors/retirees, youth, and people with physical or mental disabilities.

OR STRATEGY 2.6: Collaborate with public, private, and non-profit entities to increase recreation opportunities for everyone.



3.

[ECONOMIC OPPORTUNITIES]

A COMPLETE COMMUNITY ANCHORED BY A NATIONALLY-ACCLAIMED OUTDOOR PLAYGROUND THAT SUPPORTS INNOVATIVE APPROACHES TO THE OUTDOOR RECREATION INDUSTRY.

Businesses based on outdoor recreation relying on the natural and wild environment can find a home in Winter Park that allows them to innovate and succeed. By attracting such businesses, the Town builds a stronger economic base and provides opportunities for citizens and guests alike. Supporting innovation in the outdoor recreation field will allow

Winter Park to stay at the forefront of new recreational trends.

Regional coordination with public and private partners is critical to enhancing and expanding outdoor access in a sustainable and integrated fashion. Winter Park should work with local jurisdictions and regional partners to ensure that the myriad stakeholders in the Valley operate in a collaborative, rather than competitive, manner.

Strategies

OR STRATEGY 3.1: Actively market our cross seasonal opportunities and the range of opportunities available to all skill levels.

OR STRATEGY 3.2: Actively track and evaluate outdoor recreational trends to ensure the town stays relevant and competitive.

OR STRATEGY 3.3: Identify target industries and provide incentive programs to attract new outdoor recreation businesses.

OR STRATEGY 3.4: Further develop and market outdoor recreation events such as mountain bike races, trail runs, etc.

OR STRATEGY 3.5: Work to establish and reestablish clear trail and backcountry connections between Winter Park and other communities.

OR STRATEGY 3.6: Restore the corridor over Rollins/Corona Pass for recreational opportunities as a motorized backcountry route into the Valley.

OR STRATEGY 3.7: Examine regional solutions when responding to evolving recreational preferences and opportunities (e.g. determining where a facility would fit best).

OR STRATEGY 3.8: Capitalize on and enhance existing recreational facilities.





CHAPTER SIX

OUR HEALTHY AND THRIVING ENVIRONMENT



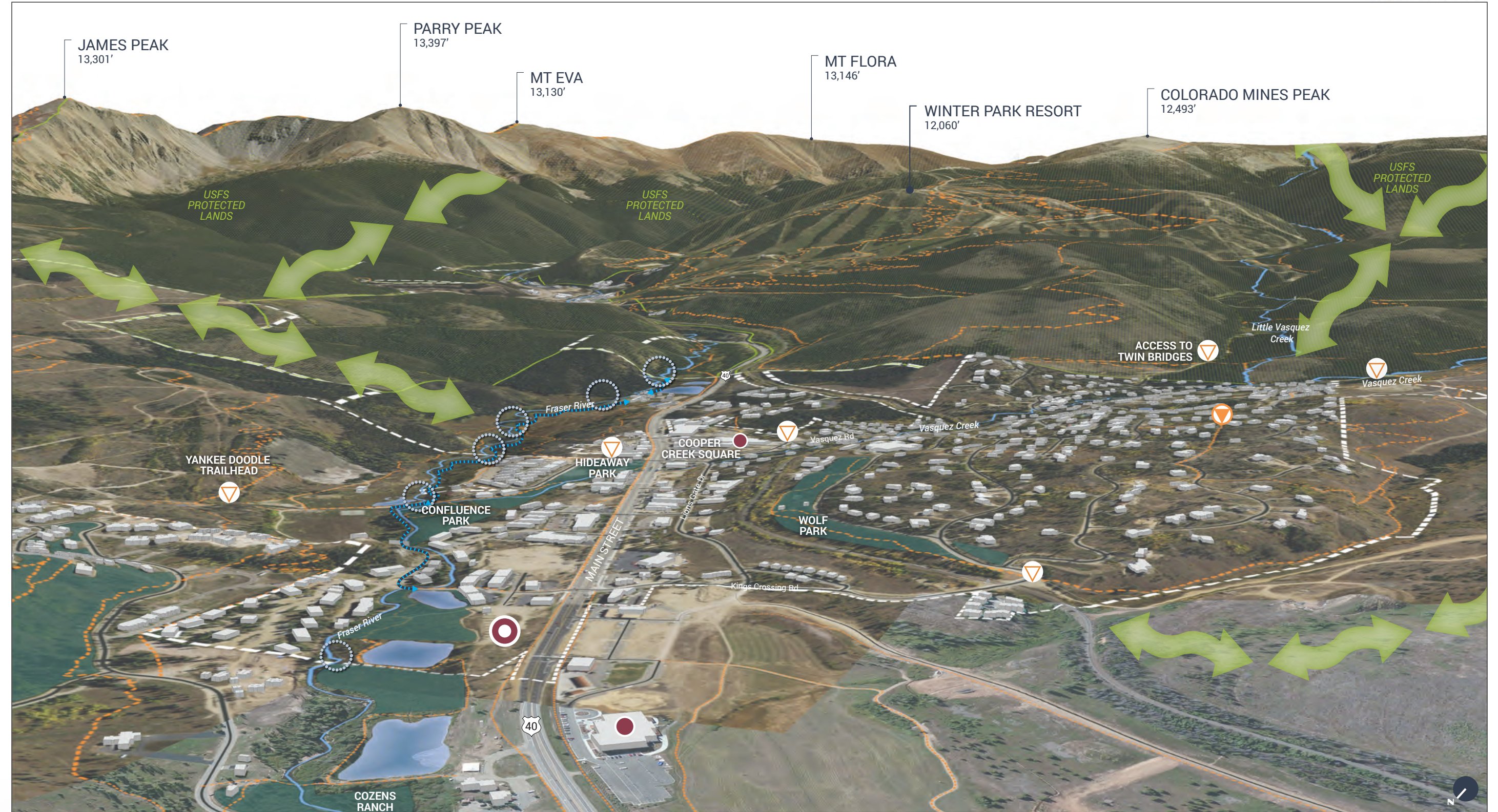
Our Healthy and Thriving Environment

VISION

An outdoor community physically linked to a healthy and thriving natural and human environment.



Our Healthy and Thriving Environment FRAMEWORK MAP



LEGEND

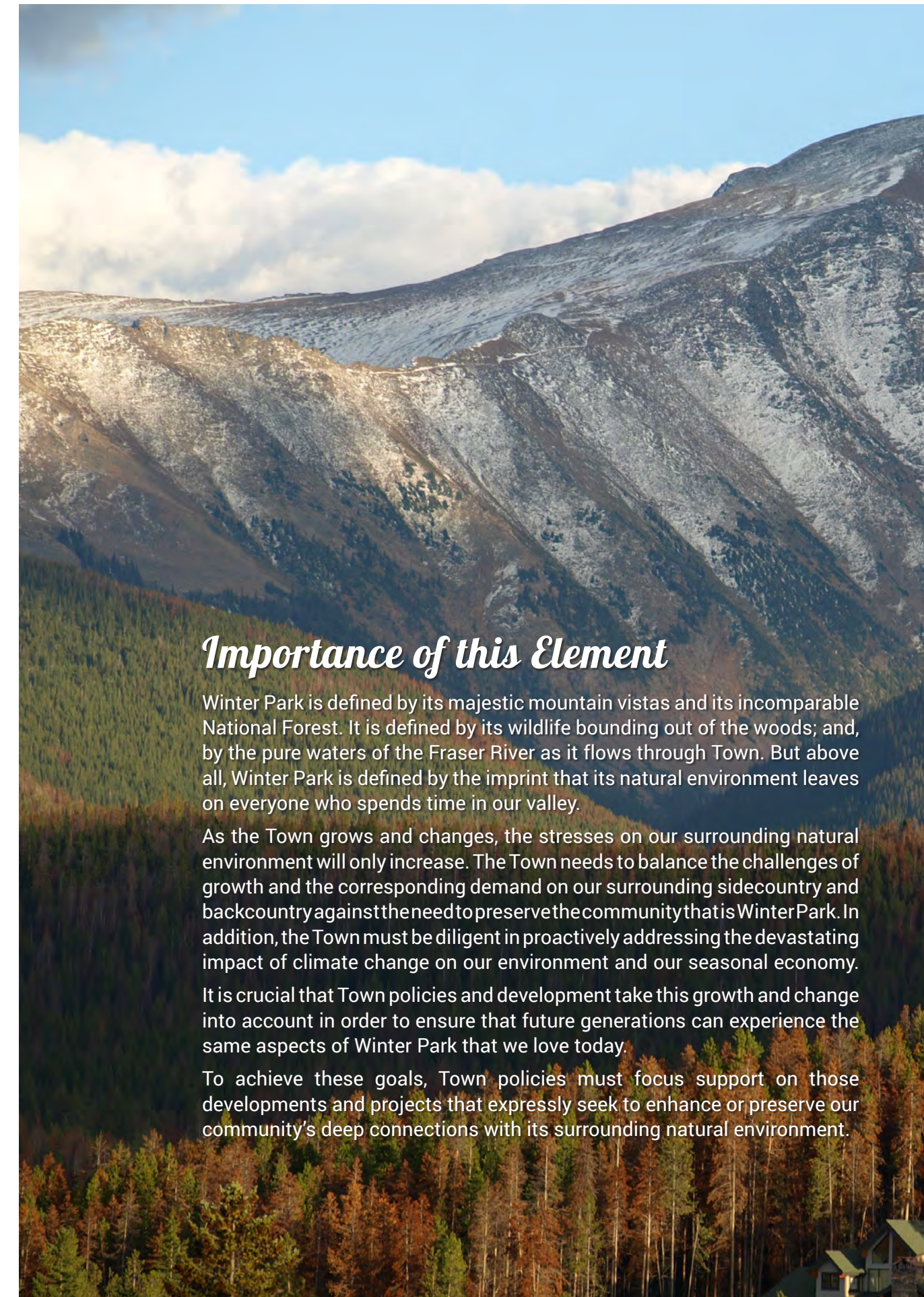
- | | | | |
|----------------------|---------------------|------------------------------|-------------------------------------|
| TOWN BOUNDARY | EXISTING TRAILS | PROPOSED RIVER ACCESS POINTS | WILDLIFE CORRIDORS |
| RIVER/ CREEKS | EXISTING TRAILHEADS | PROPOSED RIVER WALK | EXISTING COMMUNITY SERVICES |
| USFS PROTECTED LANDS | PROPOSED TRAILHEADS | EXISTING PARKS/ OPEN SPACE | PROPOSED COMMUNITY/ HEALTH SERVICES |

Winter Park Resort Base & Old Town ENVIRONMENT FRAMEWORK MAP



LEGEND

- TOWN BOUNDARY
- RIVER/ CREEKS
- USFS PROTECTED LANDS
- EXISTING TRAILS
- EXISTING TRAILHEADS
- PROPOSED TRAILHEADS
- WILDLIFE CORRIDORS



Importance of this Element

Winter Park is defined by its majestic mountain vistas and its incomparable National Forest. It is defined by its wildlife bounding out of the woods; and, by the pure waters of the Fraser River as it flows through Town. But above all, Winter Park is defined by the imprint that its natural environment leaves on everyone who spends time in our valley.

As the Town grows and changes, the stresses on our surrounding natural environment will only increase. The Town needs to balance the challenges of growth and the corresponding demand on our surrounding sidecountry and backcountry against the need to preserve the community that is Winter Park. In addition, the Town must be diligent in proactively addressing the devastating impact of climate change on our environment and our seasonal economy.

It is crucial that Town policies and development take this growth and change into account in order to ensure that future generations can experience the same aspects of Winter Park that we love today.

To achieve these goals, Town policies must focus support on those developments and projects that expressly seek to enhance or preserve our community's deep connections with its surrounding natural environment.



PRINCIPLES

[A HEALTHY HEADWATERS COMMUNITY]

A conservation-oriented community that recognizes the role water plays in the natural environment and ability to grow in a responsible and sustainable way.

[OUR INCOMPARABLE NATIONAL FOREST]

A Town that embraces its connections to the surrounding forest environment and all the opportunities and challenges that come with it.

[LIVING WITH OUR ENVIRONMENT]

A leader among mountain towns in responsibly interacting with and utilizing its surrounding natural resources.

[SUSTAINABILITY]

A community that operates in ways that are good for people and the planet.

Water Conservation in the West

Supporting a growing population with limited water resources is one of the greatest challenges Colorado communities are facing. To incentivize water conservation in communities, utilities can enact multi-factor water connection charges. These use projected annual water demand as the basis for the charge. For example, a house with a large lawn could be charged more than one with a small lawn, an office building with little water use would pay less than a car wash despite requiring the same meter size, or a low water-intensive landscape would be assessed a smaller charge than a grass-covered landscape.

Fountain, Colorado is a community currently utilizing this fee structure, with water acquisition fees reduced by 50% for lots with 50% or less turf area, by about 70% for lots with 30% or less turf area, and smaller residential lots are assessed smaller charges. Put in place in June 2014, nearly 75% of the proposed new residential developments were making use of the incentive as of November 2014.

Source: <http://westernresourceadvocates.org/projects/water-connection-charges/>

1.

[A HEALTHY HEADWATERS COMMUNITY]

A CONSERVATION-ORIENTED COMMUNITY THAT RECOGNIZES THE ROLE WATER PLAYS IN THE NATURAL ENVIRONMENT AND ABILITY TO GROW IN A RESPONSIBLE AND SUSTAINABLE WAY.

Winter Park is a true “headwaters community.” As the Fraser River and Vasquez Creek flow through Town they provide an unprecedented natural backdrop, a vital wildlife habitat, and a crucial resource to support our residents and guests. Rivers are a natural draw, attracting people, wildlife, businesses, and recreation. Additionally, everything that we do has an impact on downstream (or cross-basin) users. As a “headwaters community”

our Town should set the highest standard for responsible water use. This means that the Town will establish policies that encourage open access to the Fraser River and other Town waterways while at the same time ensuring a resilient and healthy ecosystem. The Town’s development standards should act as an extension of these policies and encourage water conservation and efficiency in our built environment.

Strategies

EN STRATEGY 1.1: Protect and increase physical and visual access to waterways within and around the Town.

EN STRATEGY 1.2: Maintain healthy stream flows for ecological, recreational, and scenic purposes.

EN STRATEGY 1.3: Implement water conservation policies to combat a potential shortfall in stream flows.

EN STRATEGY 1.4: Strengthen the Fraser River and its associated floodplain as a recreational and economic amenity while preserving the riparian habitat.

EN STRATEGY 1.5: Protect the viability of natural wetlands and watercourses as a key component of our natural and built environments.

EN STRATEGY 1.6: Incorporate comprehensive stormwater systems that improve water quality and contribute to the ecological functioning of watersheds.

EN STRATEGY 1.7: Restore or enhance degraded or disturbed waterways to improve ecological conditions, aesthetics, and recreation.

EN STRATEGY 1.8: Extend trails and create additional linkages, as appropriate, to link to waterways such as the Fraser River.

EN STRATEGY 1.9: Promote public safety and protect Town waterways by implementing floodplain regulations.

EN STRATEGY 1.10: Continue active participation in the Colorado River Cooperative Agreement.



2.

[OUR INCOMPARABLE NATIONAL FOREST]

A TOWN THAT EMBRACES ITS CONNECTIONS TO THE SURROUNDING FOREST ENVIRONMENT AND ALL THE OPPORTUNITIES AND CHALLENGES THAT COME WITH IT.

Pine Beetle Mitigation

Winter Park, with its location in the mountains and close proximity to Rocky Mountain National Park, is greatly affected by the pine beetle epidemic.

Key mitigation actions could include requiring residents to remove brood trees, or trees with an active bark beetle infestation; offering free inspections of properties located within town limits; and providing educational materials for landowners.

When people come to Winter Park, they come because of our incomparable National Forest. Whether it's skiing or snowboarding at our world class Winter Park Resort, biking on the seemingly limitless single-track trails, or simply pulling off of the side of the road to take a picture of the Continental Divide, the surrounding National Forest is the reason that we all come here.

As we move forward and grow, it is important that we not only preserve our relationships with our surrounding forests, but, that

we also work to enhance that relationship. Both residents and visitors should understand the role that the forests serve in providing vital wildlife habitat, exceptional recreational opportunities, and clean air and water for millions of people.

The community should protect wildlife, habitat, movement corridors, and scenic vistas. When development occurs it should be sized, located, and designed to avoid or limit impacts to wildlife and the natural environment.

Strategies

EN STRATEGY 2.1: Support forest biodiversity and control the invasion and spread of undesirable non-native plants, animals, and insects.

EN STRATEGY 2.2: Design trail routes to minimize ecological impacts while enhancing access and recreation.

EN STRATEGY 2.3: Protect the integrity of significant wildlife habitat and movement corridors.

EN STRATEGY 2.4: Foster alliances and partnerships with organizations that are working toward a healthy and thriving environment.

EN STRATEGY 2.5: Promote education and understanding of public lands through appropriate recreational activities, formal and non-formal education, and interpretive programs.

EN STRATEGY 2.6: Develop and implement a wildfire mitigation and prevention plan.

EN STRATEGY 2.7: Protect significant viewsheds to maintain our connection with the natural environment.



Land Conservation Challenges

Conversion of natural areas and farmland to developed property has resulted in increased habitat fragmentation, loss of biodiversity, disruption of natural landscape processes, degradation of water resources, increased flooding, non-point-source pollution, and growing public and private costs for servicing dispersed development. But the trend is reversing.

Over the four 5-year intervals between 1982 and 2002, the amount of developed land increased at nearly twice the rate of the population. From 2002 to 2007, it increased 44 percent faster than the population; then between 2007 and 2012 the trend reversed and population grew about 52 percent faster than the amount of developed land.

Source: EPA, *Urbanization and Population Change*.
https://cfpub.epa.gov/roe/indicator_pdf.cfm?i=52

3.

[LIVING WITH OUR ENVIRONMENT]

A LEADER AMONG MOUNTAIN TOWNS IN RESPONSIBLY INTERACTING WITH AND UTILIZING ITS SURROUNDING NATURAL RESOURCES.

Winter Park is located within a wild natural environment, which inherently creates conflict. Whether it is a bear rooting through your garbage or an increase in light pollution drowning out the night sky, growth in this natural environment will produce issues that require the application of clear and concise policies.

Appreciation and protection of this wild natural environment means implementing policies controlling the impacts that our actions have on the forest and wildlife, as well as sensibly preparing for the impacts they can have on us.

Strategies

EN STRATEGY 3.1: Encourage density in appropriate locations and clustering of development to maximize open space.

EN STRATEGY 3.2: Work with the Forest Service to formalize camping along Vasquez Road to protect Winter Park's water quality, outdoor experience, and the health and safety of wildlife, residents, and visitors.

EN STRATEGY 3.3: Work to become a Dark Sky Community.

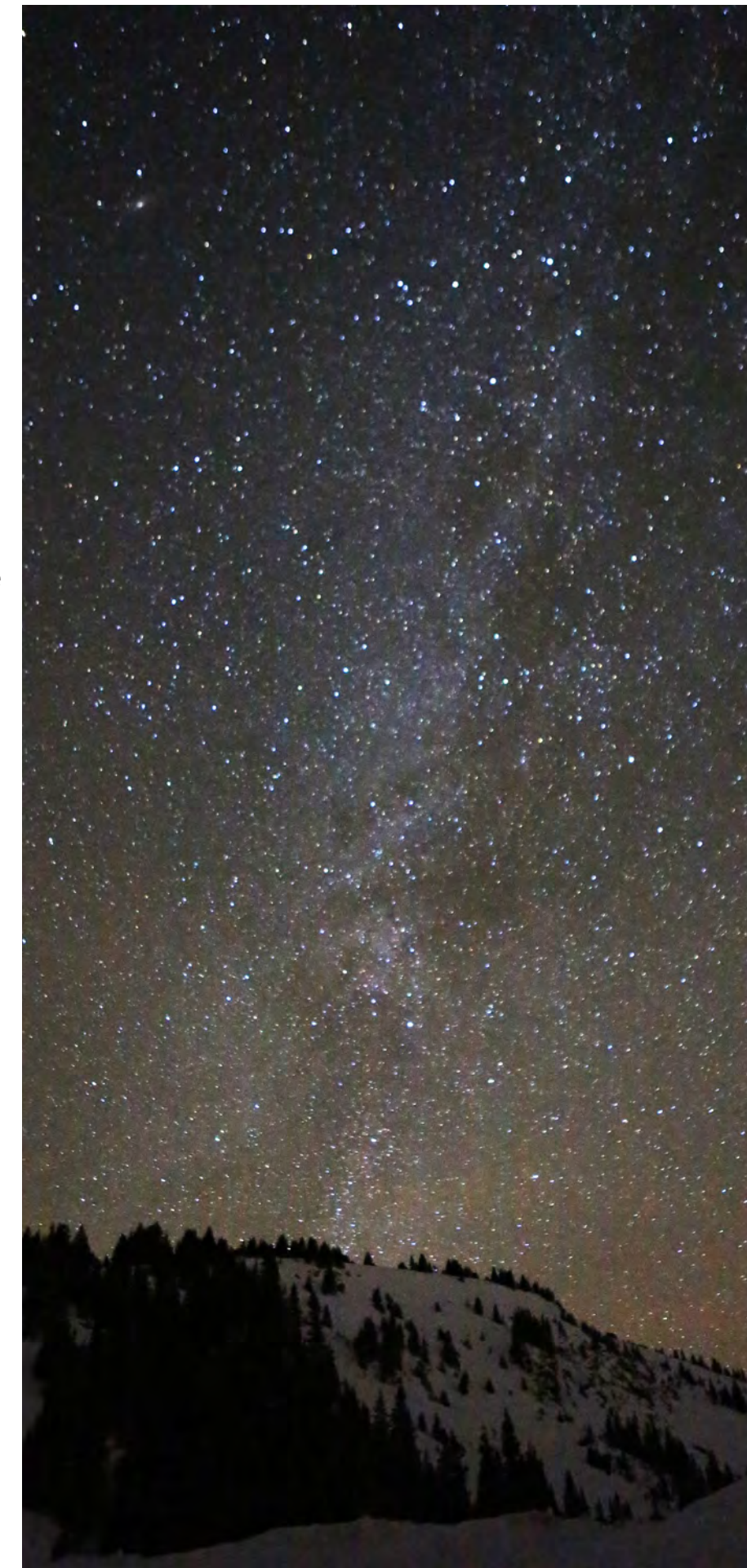
EN STRATEGY 3.4: Proactively plan for disasters and implement mitigation and resilience measures to reduce community vulnerability (e.g. requiring firebreaks).

EN STRATEGY 3.5: Bears like trash, we make trash, don't be trashy (e.g. require animal-proof trash receptacles throughout Town).

EN STRATEGY 3.6: Identify and develop viable, sustainable strategies designed to divert an increasing portion of the community's waste stream from landfills with the eventual goal of being a zero waste community.

EN STRATEGY 3.7: Implement policies that reduce conflicts between wildlife and domesticated animals.

EN STRATEGY 3.8: Update landscape design guidelines to clearly address conflicts with the natural environment and wildlife.



4.

[SUSTAINABILITY]

A COMMUNITY THAT OPERATES IN WAYS THAT ARE GOOD FOR PEOPLE AND THE PLANET.

In order to provide the quality of life that residents and guests in Winter Park expect and desire, it is crucial that the Town create and maintain conditions under which humans and nature can exist in productive harmony, that allow us to meet the social, economic, and environmental needs of both present and future generations.

This will mean reducing our environmental footprint by conserving energy and water, reducing waste, increasing recycling, and addressing climate change. Access to healthy food and adequate healthcare are just as important to the social and economic sustainability of the Town.

Strategies

EN STRATEGY 4.1: Collaborate with other organizations to develop local infrastructure that will accommodate recyclables, organics, and hazardous waste disposal.

EN STRATEGY 4.2: Commit to acting as a resource in assisting citizens to practice appropriate waste disposal and enforcing environmental regulations.

EN STRATEGY 4.3: Regularly update codes to include effective environmental and resource conservation provisions.

EN STRATEGY 4.4: Foster equitable access to healthcare facilities and services.

EN STRATEGY 4.5: Continue participation in the Compact of Colorado Communities and establish climate action initiatives and goals.

EN STRATEGY 4.6: Increase energy-efficiency, renewable energy, and carbon-neutral energy in Winter Park.

EN STRATEGY 4.7: Provide access to healthy food by promoting local food supply through farmers' markets and connections to local farming communities.

EN STRATEGY 4.8: Promote green building practices in new construction and existing buildings.

EN STRATEGY 4.9: Consider incentives to encourage new construction to substantially exceed minimum code requirements for energy efficiency and renewable energy use.

EN STRATEGY 4.10: Create a comprehensive sustainability plan.





CHAPTER SEVEN

OUR PATH FORWARD





Our Path Forward

For Imagine Winter Park to be realized, it will take the work of the entire community. It will also need to be reviewed and updated periodically. This chapter outlines the implementation framework and plan amendment process.



Implementation Framework

Three primary methods will be used to implement Imagine Winter Park:

[ACTION PLAN]

The action plan is the bridge between vision and implementation, and allows Winter Park to be adaptive, responsible, and decisive in guiding growth and development. An adaptive management strategy provides the structure to monitor the Town's growth and development, and correct course if necessary by prioritizing alternative actions to ensure that the desired vision is realized.

The action plan is outlined within the appendices. Community Development staff will work to integrate action items into yearly budgets and programs and provide an annual review to elected officials. Elected officials will be responsible for making decisions consistent with this Plan, allocating the necessary funding to implementation of these actions, and collaborating with other governmental and non-governmental entities.

[TOWN CODE]

While specific action items related to the Development and Building Code are identified within the action plan, it is important to highlight these requirements in the role of implementing the Town Plan. Community Development staff's key role in implementation of this Plan is to update land development regulations, and zoning codes, to ensure consistency.

[PARTNERSHIPS AND COMMUNITY ROLES]

The entire community has a role in realizing the vision of this Plan, and it is essential that the community remains vested throughout implementation. The community is responsible for following the principles and strategies through design and implementation of development projects. Partner agencies and organizations should work with Community Development staff to find solutions to community issues inconsistent with the Plan and to integrate the principles of the Plan into their own planning and operational efforts. This may require capacity building through grants or other direct assistance to develop training, leadership programs, revenue generation, and/or community engagement strategies. Working together to pool resources and find mutually-beneficial solutions toward the Plan's vision will ensure success in a cost-effective and efficient manner.

"A successful plan is...

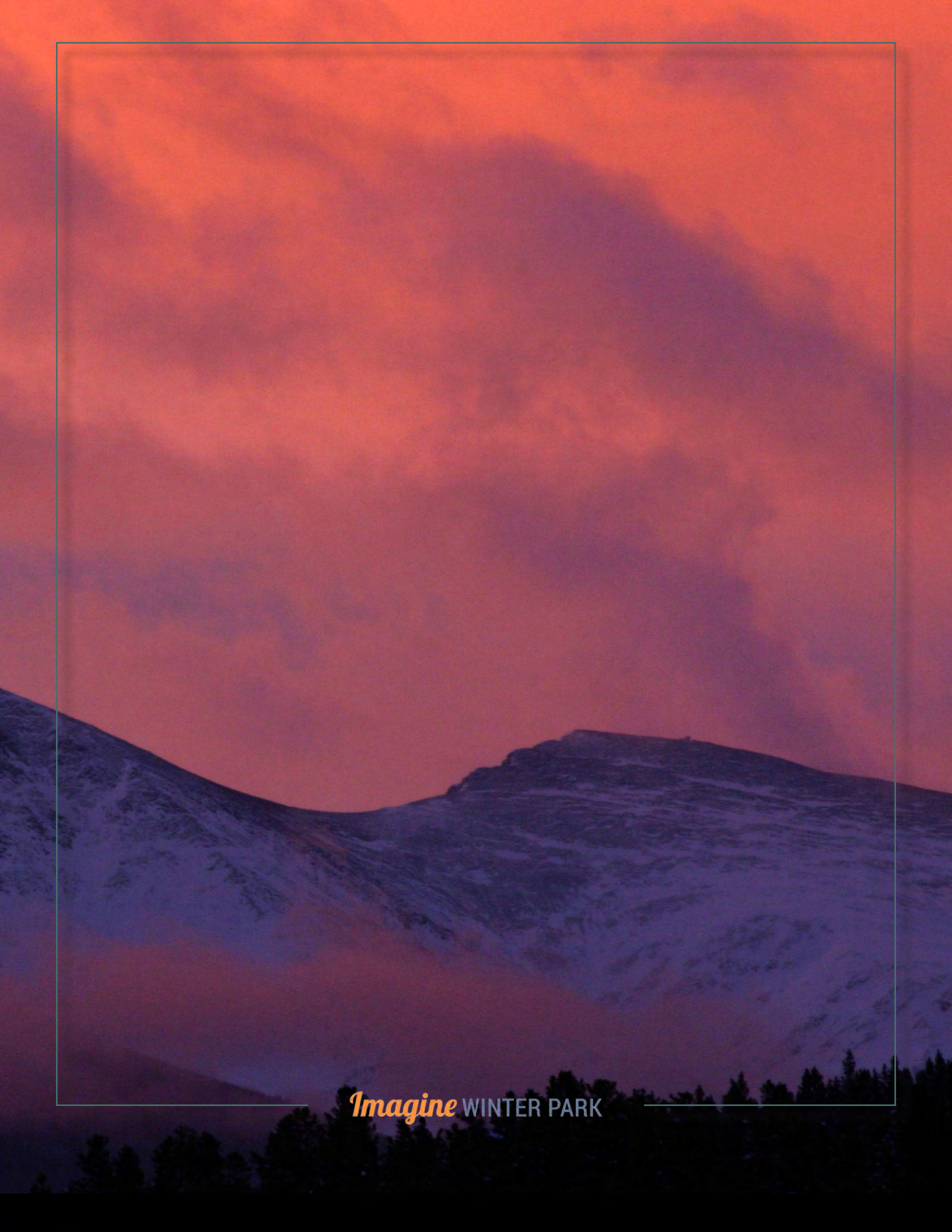
**A CLEARLY ARTICULATED PLAN
IMPLEMENTABLE VIA LOCAL BUY-IN"**

Amendments

As amendments to the Town Plan become necessary, Planning Commission will be responsible for adopting plan amendments with ratification by Town Council following a public hearing. A major update to the Town Plan shall be prepared at least once every ten years, or earlier if necessitated by population growth, market changes, and/or as determined by the adaptive management program. Town Plan amendments may be one of three types, ordered below by magnitude:

Administrative Plan Amendments. Editorial or minor changes or revisions to the Plan's text, figures, or maps to reflect updated information or grammatical corrections can be processed by Town staff and are not subject to the public hearing process.

- **Town Plan Text Amendments.** Edits to language that change the intent of the Plan's principles or policies should incorporate public outreach.
- **Major Plan Update.** A chance to reconfirm the Plan's vision and direction with the public every ten years, or as directed by the Planning Commission, Town Council, or Town staff, or based on annual reports. These amendments may or may not result in large-scale changes.



Imagine WINTER PARK