

1 **Chapter 2 Community Character and Vision**

2
3 (December 2008)

4
5 **Introduction**

6 Tucked high in the Brush Creek Valley, the Town of Snowmass Village is an
7 extraordinary place to live, work, and visit. While creating this resort, the founders of the
8 Town also created a strong community. The community’s Comprehensive Plan, and the
9 land use code adopted to implement that plan, helps define parameters for decision
10 making and articulates a future vision. The characteristics described below are essential to
11 create and maintain the character of the community and provide for the quality of life
12 enjoyed by residents and guests alike. The principles embodied in these characteristics
13 were derived from direct public input, and are the foundation of this Comprehensive Plan.

14
15 **Aspiration Statement**

16 “We aspire to be the leading multiseason, family-oriented inclusive mountain resort
17 community. We will do this by creating, marketing, and delivering distinctive choices for
18 fun, excitement, challenge, learning, and togetherness. All this is done amidst our unique,
19 natural splendor...as part of a memorable Aspen/Snowmass experience. Further, we wish
20 to be seen by others as welcoming, dynamic, convenient, and successful. We will always
21 be responsible stewards of our environment, economy, and society. When successful,
22 Snowmass Village will have achieved the quality of life and economic vitality that will
23 assure our future as a sustainable resort community.”

24
25 **Vision: Snowmass Village in 2025**

26 If we are successful in reaching our Aspiration, in the year 2025 the Town of Snowmass
27 Village will be characterized as follows:

28
29 The Town of Snowmass Village possesses a high quality of life with an intimate village
30 atmosphere. The Snowmass Village resort community is one of the premier, multi-
31 seasonal family-oriented resorts in the world. First-class programs and public facilities
32 have been developed to broaden the seasons, provide a high level of customer service,
33 strengthen all business activity (especially locally owned), provide community and visitor
34 amenities, and increase and diversify employment opportunities. It has done this while
35 maintaining a full-time residential community without exceeding its carrying capacity.

36
37 The completion of Base Village has successfully linked activity areas with pedestrian
38 trails and transit and enhanced pedestrian connections to the Mall and the Snowmass
39 Center. The Center has expanded its role in meeting the convenience needs of the
40 community and guests. Development over the past 20 years has complemented and even
41 improved the resort and community, helped existing business, provided beneficial
42 recreational and cultural facilities, and added needed infrastructure. With the addition of
43 new, diverse commercial uses, more of the residential and visitor retail sales have been
44 captured in Snowmass Village.

45
46 Improved transit services and parking facilities have reduced dependence on vehicles and
47 maintained adequate Levels of Service (LOS) on our roads. Our road system is safe and

1 efficient while remaining mostly rural in character. On entering and leaving Snowmass
2 Village, the understated, open feeling of the Brush Creek Valley continues to be
3 preserved and enhanced. At the entrance to Snowmass Village, parking facilities, new
4 housing, the recreation center, and the rodeo grounds have been sensitively integrated
5 into the natural environment.

6
7 The Town aspires to provide housing to all full-time and seasonal employees, and
8 employees that service the Town of Snowmass Village, to the extent possible—as
9 defined in the Land Use and Development Code (LUDC)—who desire to live here with
10 requirements that can be reasonably met. The proximity of housing to jobs allows
11 employees to conveniently walk or use transit to commute to work. By providing a
12 proactive housing program, the Town creates adequate housing that supports a high level
13 of customer service throughout the community, thereby reducing the burden on the Town
14 and area’s transportation systems.

15
16 Snowmass Village embraces sports and athletics, which provide substance for the soul of
17 a community. Snowmass Village offers multiple sporting activities for all ages and
18 abilities and takes pride in its array of offerings. The Village provides facilities that
19 encourage athletic programs of all types and consistently host several world-class athletic
20 events on a yearly basis.

21
22 Snowmass Village is attractive to those seeking to enhance the mind, body, and spirit, a
23 concept the Town recognizes as vital to nurturing the entire person. Of special
24 significance to this concept is the Town’s visual and performing arts community and
25 programs, which continue to draw guests from around the world. Our expanded year-
26 round development of arts programs promotes cultural consciousness, stimulates
27 economic viability, and fosters a sense of community pride. Easy access to diversity of
28 cultural offerings and institutions exemplify our arts programming. Our public art
29 program is an ongoing means for expression of the Village’s character.

30 31 **Challenges**

32 The community is approaching buildout. This places a high priority on ensuring the
33 remaining development and redevelopment complement the existing conditions to
34 solidify the Town’s sustainability and competitiveness far into the future. Carrying
35 capacity is limited by the transportation infrastructure, which is also approaching
36 capacity. This challenge is magnified by the fact that a significant portion of our
37 workforce commutes from down valley. With increasing costs of commuting and
38 competition from down valley employers, we must provide workforce housing in, or
39 closer to, the Town. Another challenge is the fact that the Town captures only 38 percent
40 (RRC Associates, 2008) of potential expenditures of guests, many of whom stay in Aspen
41 or down valley at night. Maximizing the Town’s economic capture rate (making the
42 economic engine more efficient) will help the community financially thrive within its
43 carrying capacity for growth.

44 45 **Character and Goals**

46 In response to these challenges, our key goals are to:

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- Live within the constraints of natural and human-made systems
- Maintain and/or create a multifaceted workforce that is essential to sustain the resort and community economy
- Capture a greater share of guest and resident expenditures
- Attract more guests/visitors, especially by broadening summer and strengthening winter seasons

If we are successful in reaching our Aspiration and goals, by the year 2025 the Town of Snowmass Village will be characterized as follows:

- A premier sports mountain with a wide variety of terrain that attracts all levels of sports enthusiasts
- A resort that benefits from its proximity to Aspen, but has its own individual identity
- A strong connection to the natural environment
- Stimulating atmosphere
- Significant opportunities for a variety of recreational and cultural activities
- A clustered, low-density development pattern that allows for the physical and visual openness and connection to the mountains to dominate valley views
- A Town Core that has an intimate, village feel
- A traffic system that allows convenient circulation, mobility, and parking
- Physical separation from other communities that allows Snowmass Village to be isolated in a dramatic valley setting
- Friendly interactions with community members and guests
- The presence of a vital, permanent community of residents that not only takes an active role in governance but values participation in “community life” as a whole.
- A casual lifestyle