



Snowmass Entryway Planning

Meeting One Summary

Presented to Council August 18, 2014

On Tuesday, August 12th, Community Development Director Julie Ann Woods kicked off our planning process for the Snowmass Entryway through the first of a series of community meetings at the Snowmass Village Recreation Center. After a brief introduction on the Entryway site, background, and an overview of relevant community survey results, approximately 35 attendees representing various stakeholder groups, plus a technical advisory group spent two hours participating in interactive exercises to accomplish the following:

1. Develop a clear vision statement that will guide the conceptual planning process and reflect the community's common values associated with the site.
2. Refine the list of proposed uses that has evolved over past planning efforts: discuss uses vs. facilities and set the stage for our second meeting.

The group was very engaging and brought forward several key points that will help drive the process forward. Most notably, we discovered that while there may be community debate around the uses or facilities that should be programmed into this space, there was a surprising amount of consistency and consensus around the character, vision, or values that should inform the project. With this feedback, staff is creating several drafts of a vision statement for the project that incorporates the following themes:

1. Flexibility across seasons and activities
2. A lasting first impression and sense of arrival, welcoming, and inviting
3. Leverages our natural assets/inspires by nature and beauty
4. Family-centric enhancing the quality of life through inclusive and diverse recreation opportunities
5. Vital and engaging

Next, building off these themes, the group revisited the list provided to Council (in the July 7th packet) on the proposed facilities or uses for the Entryway site that was created through past planning efforts to determine if and how this list has evolved (both with community priorities, and the changes in restrictions due to the 7 star acquisition). Overall, the list remained relatively unchanged, however the group placed a strong emphasis on flexibility of facilities and uses—for instance an open events lawn with infrastructure like power to support events or festivals of various sizes, as opposed to a permanent performance space. A combined ice rink/rodeo arena area was still a concept largely supported by the group. In addition, a visitors or arrival center—although no longer a deed-restricted use in the Entryway—remained a very popular idea that the majority of participants supported in various forms.

Key discussion points from the first meeting will be available at www.tosv.com/entryway. The second meeting is set for Thursday, September 11th from 4-6 p.m. at Town Hall.

View meeting coverage from the [Aspen Daily News](#).

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Full Meeting Notes

Based on public meeting August 12, 2014

A meeting agenda and packet is available at <http://www.tosv.com/DocumentCenter/View/805>

Group Exercise: Developing a vision statement

Meeting participants were provided with “buzz words” on the Snowmass Entryway site, and asked to react to them with sticky notes related to their own, and their community’s values. The following notes reflect the values communicated by these notes.

<p>Welcoming (2)</p> <ul style="list-style-type: none"> - Welcoming oasis for visitors - Inviting - Arrival experience - Consistent <p>First Impression (4)</p> <ul style="list-style-type: none"> - Professional <p>Sense of arrival (2)</p> <ul style="list-style-type: none"> - Portal - Flow - Sense of place - ‘You’ve arrived’ - Introduce visitor to Snowmass - Clarity <p>World-class (2)</p> <ul style="list-style-type: none"> - Introduction to a world-class resort - Beautiful <p>Interact</p> <ul style="list-style-type: none"> - Engaging <p>Vitality</p> <ul style="list-style-type: none"> - Engaging <p>Community enhancement</p> <p>Small-town feel</p> <ul style="list-style-type: none"> - Architecturally understated <p>Center of activity</p> <ul style="list-style-type: none"> - Versatile (2) - Multi-use <p>Community character</p> <ul style="list-style-type: none"> - Express community values <p>Sustainability</p> <ul style="list-style-type: none"> - Economically feasible 	<p>Family fun</p> <p>Environment</p> <ul style="list-style-type: none"> - Empowered - Inviting <p>Beautiful (2)</p> <ul style="list-style-type: none"> - Water features - Inspiring - First Impression <p>Recreation (3)</p> <ul style="list-style-type: none"> - Recreation for all <p>Natural beauty</p> <ul style="list-style-type: none"> - Nature park/park (2) - Open space (2) - Low visual impact - Parks <p>Gathering place (2)</p> <p>Multi-purpose (2)</p> <ul style="list-style-type: none"> - Multi-use (activity and seasonal) (2) - Multi-purpose (site and/or buildings) - Improve existing entryway facilities <p>Access</p> <ul style="list-style-type: none"> - Accessible - Parking/ski parking - Entryway to our community <p>Quality of life</p> <ul style="list-style-type: none"> - Friendly - The Aspen Idea: Mind, Body, Spirit <p>Oasis</p> <ul style="list-style-type: none"> - Enticement <p>Community</p> <ul style="list-style-type: none"> - Inclusive
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<p>Friendly</p> <ul style="list-style-type: none"> - Visibly welcoming - Staffed/volunteers - Friendly live person on-site <p>Visitors</p> <ul style="list-style-type: none"> - Welcoming - Orientation to Snowmass Village <p>Public safety</p> <ul style="list-style-type: none"> - Safe <p>Sense of community</p> <ul style="list-style-type: none"> - Events - Local use <p>Flexibility</p>	<ul style="list-style-type: none"> - Welcoming <p>Outdoors</p> <ul style="list-style-type: none"> - Open feeling <p>Experiential</p> <ul style="list-style-type: none"> - Exciting - Clear directions - Signage <p>Unique</p> <ul style="list-style-type: none"> - Flat land - Unique to the Valley <p>Economic hub</p> <ul style="list-style-type: none"> - Economic viability <p>Culture</p> <p>Destination</p> <ul style="list-style-type: none"> - Year-round - Provides direction
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Further discussion aimed to narrow down the key concepts captured by the terms. Key topics and trends are as follows in order of priority

1. Flexibility: Multi-purpose and multi-use
 - a. Both across activities and seasons
 - b. Leverage existing assets and maintain flexibility/secondary function of uses
 - c. Extremely valuable site unique in Snowmass Village
2. Recreation for all
3. Welcoming and inviting: Provide a sense of arrival
 - a. For visitors, provide a consistent arrival experience/a 'center of gravity'
 - b. Provide a great first impression and orientation to a world-class resort
 - c. Friendly
4. Nature and beauty
 - a. Park-like natural setting that leverages our natural assets
 - b. Nature inspired elements
 - c. Open with low visual impact
 - d. Promotes environmental stewardship but also economically sustainable
5. Family-centric and safe
6. Friendly
 - a. Accessible and navigable for all
7. Small-town character
 - a. Understated architecture in keeping with neighborhood character
 - b. Sense of community and permanence. Expresses community values
8. Quality of life: Inclusive

Discussion: Uses vs. Facilities

Meeting participants were then asked to react to a previous list of uses/facilities proposed for the entryway site during past planning efforts to determine if they were still relevant given the community's current priorities. This list, and associated discussion notes, included the following:

Rodeo Arena Area

- Open air multi-purpose arena
- Enclosed multi-purpose arena
- Rodeo
- Day skier parking
- Parks maintenance facility
- Horse rental facility pavilion
- Additional playing fields: Box fields that can be flexible across multiple sports/uses
- Solid waste-recycling facility
- Community room (rental)
- Ice rink
- Dog park
- Indoor tennis courts
- Pond enhancements: Fishing

Visitors Center Site

- Information building: Very important to orient and welcome our guests
- Nature center: unencumbered open space. Well-treed
- Exhibit related to the Ice Age Discovery
- Lodge reservation
- Activity reservation: This, lodge reservation, and a baggage transfer station is important for the guest experience. However, this may or may not be the best location. We want to reduce congestion but Base Village may be a more appropriate site.
- Arrival pavilion
- Baggage transfer station
- Museum

Additional Ideas from the meeting

Please note that some expand/provide additional detail to above uses/facilities

- New housing
- Western heritage center
- Water features: Natural and man-made
- Public art and sculpture
- Storage areas for residents
- Festival site (flexible with infrastructure but not permanent structures)
- Camping
- Botanical garden/community garden
- Cell-phone tower and infrastructure