

# Town of Vail Civic Area Plan Process Committee Update

May 16, 2019



# Meeting Agenda

1. Survey Overview
  2. Survey Participation
  3. Survey Demographics
  4. Survey Findings
  5. Next Window of Engagement
-

# Engagement Window Overview

- Online surveys with videos on EngageVail
- Open House April 17th
- Social media, emails, newsletters, partners

## Municipal Site

### What we Heard from the Community



- ☐ Partial / full site redevelopment
- ☐ Major improvements needed
- ☐ Improve / add more parking
- ☐ Potential to relocate uses off-site

Housing oppo...

## Charter Bus Lot

### Design Idea 2 Mixed Use Development



## Lionshead Parking Structure

### Design Idea 2 3 Level Expansion on South Side



Potential community space

Potential workforce housing, artist lofts and gallery space



Potential recreational uses



## Vail Public Library

### Design Ideas



# Vail Civic Area: How It All Fits Together

## Lionshead Parking Structure Aerial View of Proposed Ideas



02:15



# Survey Results

# Survey Participation - April 12-28th

PROJECT	SURVEY	VISITORS	CONTRIBUTORS ▾	RESPONSES	RESPONSES BY ADMINS
Town of Vail Civic Area Plan	● Civic Area Preliminary Design Ideas: How It All Fits Together	259	142	142	0
Town of Vail Civic Area Plan	● Preliminary Design Ideas for the Vail Public Library	521	119	119	0
Town of Vail Civic Area Plan	● Preliminary Design Ideas for the Dobson Ice Arena	237	117	117	1
Town of Vail Civic Area Plan	● Preliminary Design Ideas for the Municipal Site	252	110	110	1
Town of Vail Civic Area Plan	● Preliminary Design Ideas for the Lionshead Parking Structure	202	105	105	0
Town of Vail Civic Area Plan	● Preliminary Design Ideas for the Charter Bus Lot	173	96	97	3

**Over 688 Responses to 6 Video Surveys**

# Survey Demographics

Comparison between  
January and May 2019



# Outreach to Date: EngageVail.com Input Numbers

## Visitors Summary

Engage Vail from 26 Nov'18 to 02 May'19



January 2019

3,184

SITE VISITS  
(All Time)

567

SITE REGISTRATIONS  
(All Time)

546

ACTIVATED PARTICIPANTS  
(All Time)

May 2019

TOTAL  
VISITS

3.4 k

MAX VISITORS  
PER DAY

175

NEW  
REGISTRATIONS

631

ENGAGED  
VISITORS

544

INFORMED  
VISITORS

1.2 k

AWARE  
VISITORS

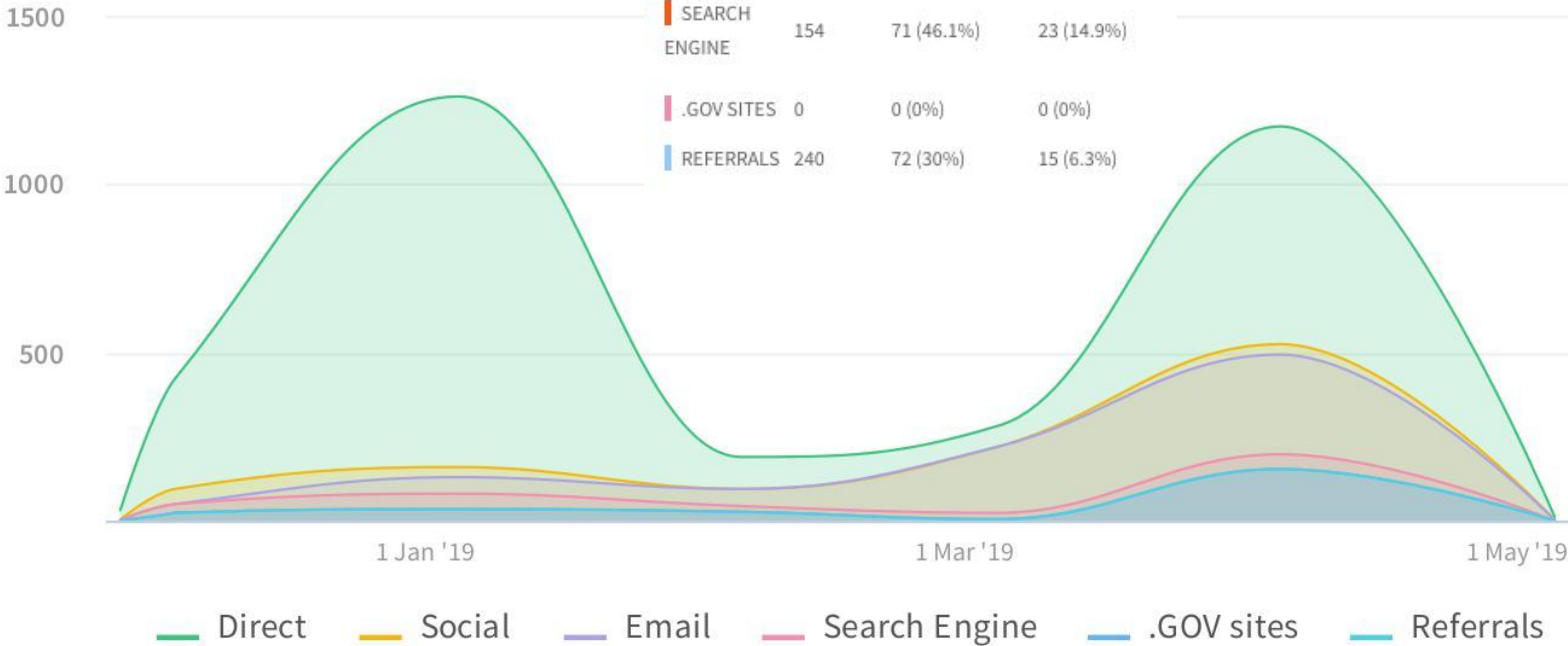
2.4 k

# Outreach to Date: EngageVail.com Input Sources

## Visits by Channel

Engage Vail from 26 Nov'18 to 02 May'19

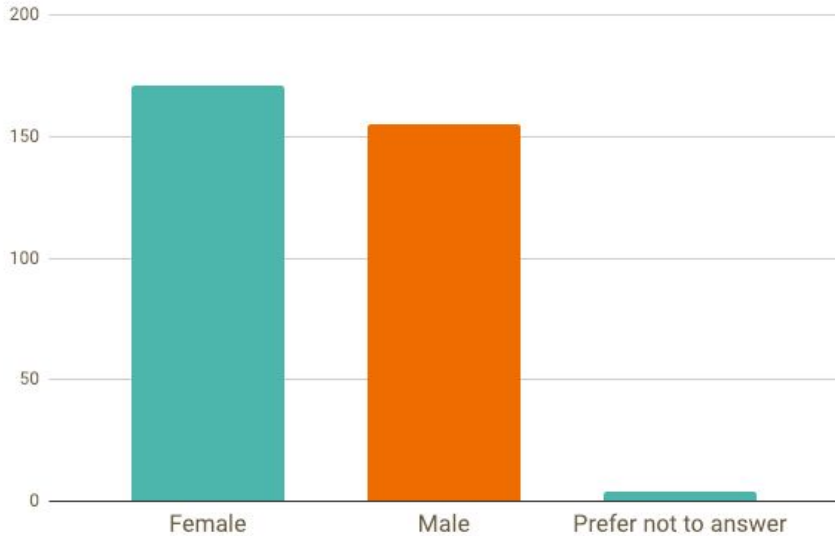
TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	2270	1133 (49.9%)	540 (23.8%)
SOCIAL	106	40 (37.7%)	6 (5.7%)
EMAIL	595	363 (61%)	108 (18.2%)
SEARCH ENGINE	154	71 (46.1%)	23 (14.9%)
.GOV SITES	0	0 (0%)	0 (0%)
REFERRALS	240	72 (30%)	15 (6.3%)



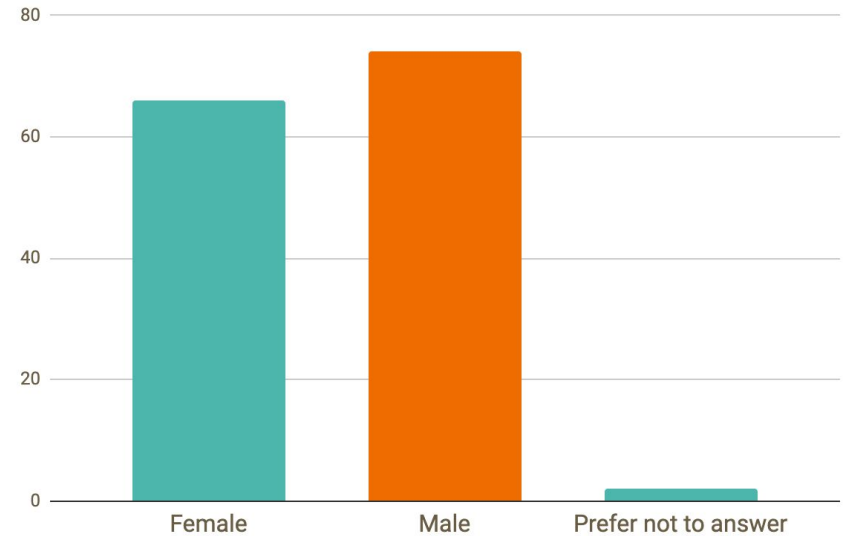
# Outreach to Date: EngageVail.com Surveys

## Demographics: Gender

January 2019 - Making A Great Civic Area In Vail Survey  
(330 contributors)



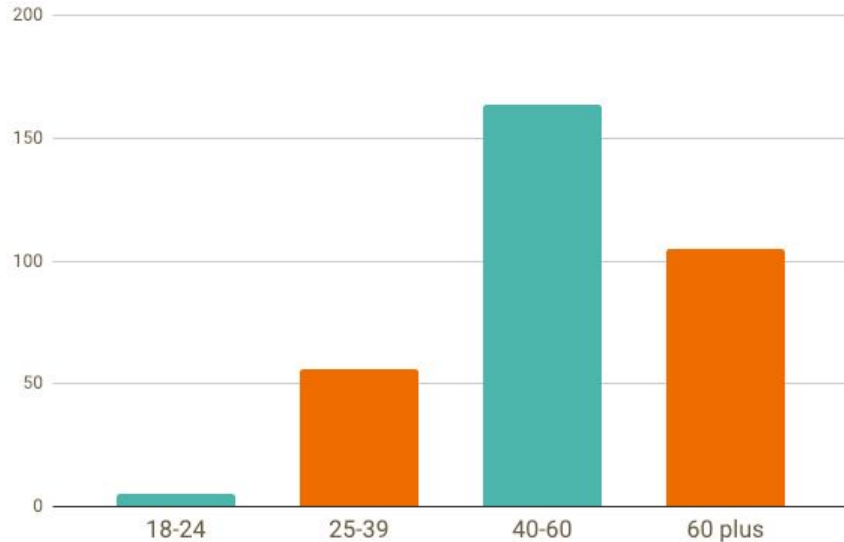
May 2019 - How It All Fits Together Survey  
(142 contributors)



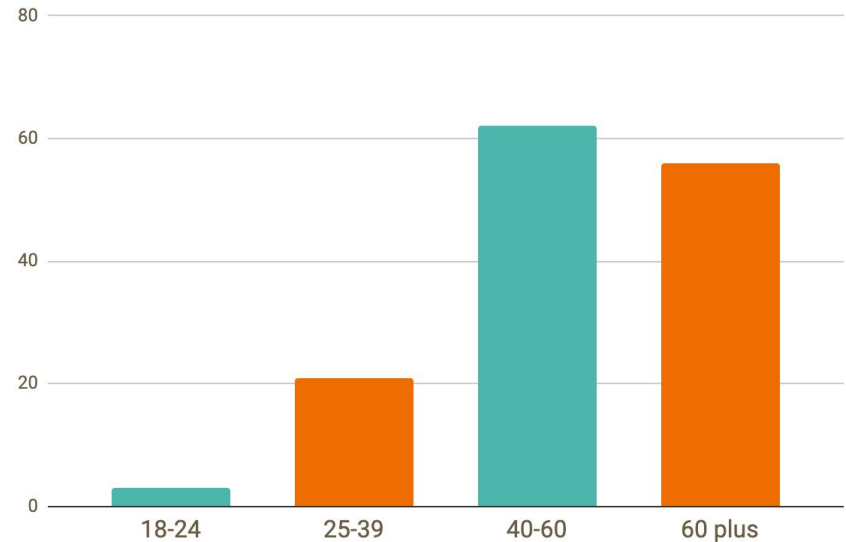
# Outreach to Date: EngageVail.com Surveys

## Demographics: Age

January 2019 - Making A Great Civic Area In Vail Survey  
(330 contributors)



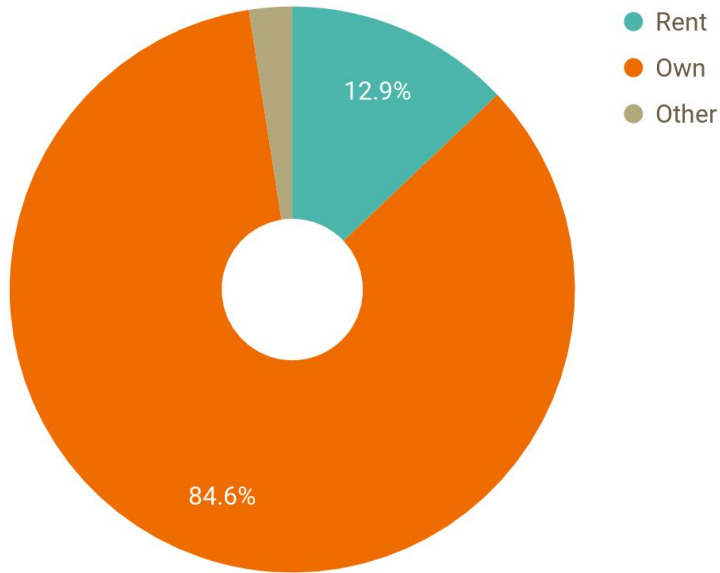
May 2019 - How It All Fits Together Survey  
(142 contributors)



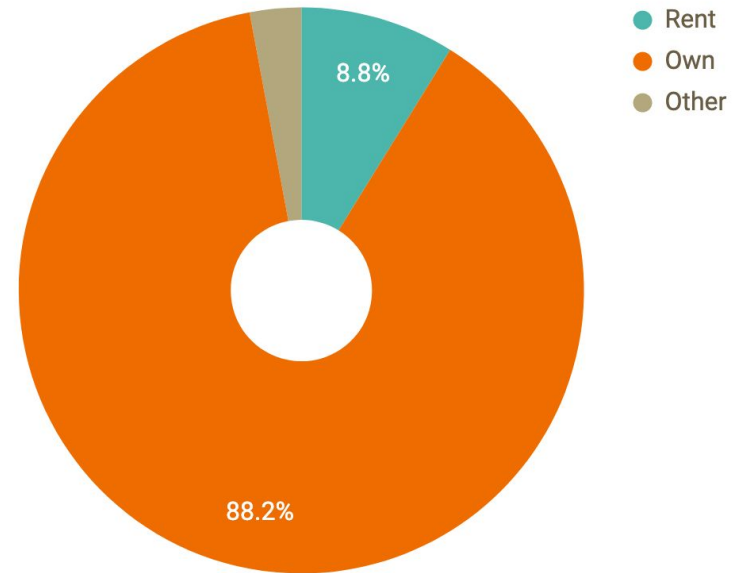
# Outreach to Date: EngageVail.com Surveys

## Demographics: Rent or Own a Home

January 2019 - Making A Great Civic Area In Vail Survey  
(330 contributors)



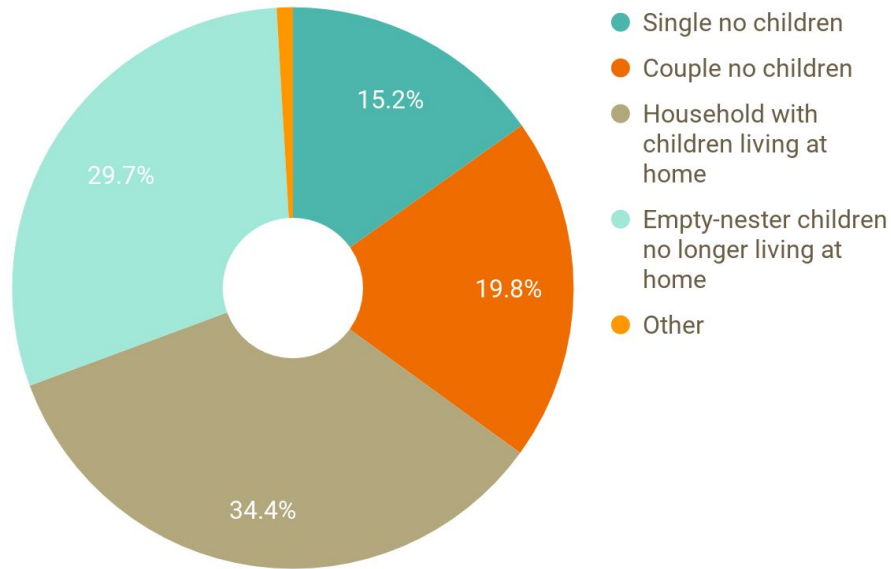
May 2019 - How It All Fits Together Survey  
(142 contributors)



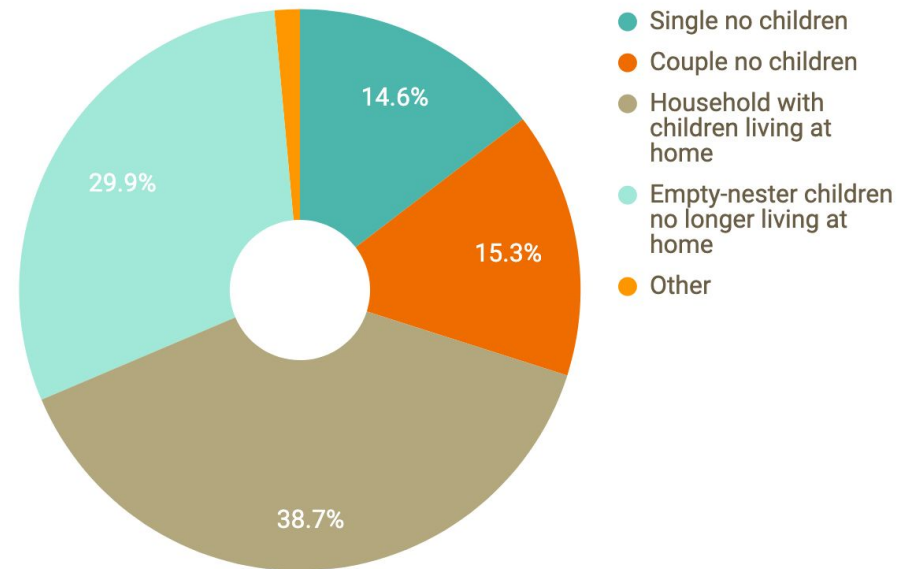
# Outreach to Date: EngageVail.com Surveys

## Demographics: Household Composition

January 2019 - Making A Great Civic Area In Vail Survey  
(330 contributors)



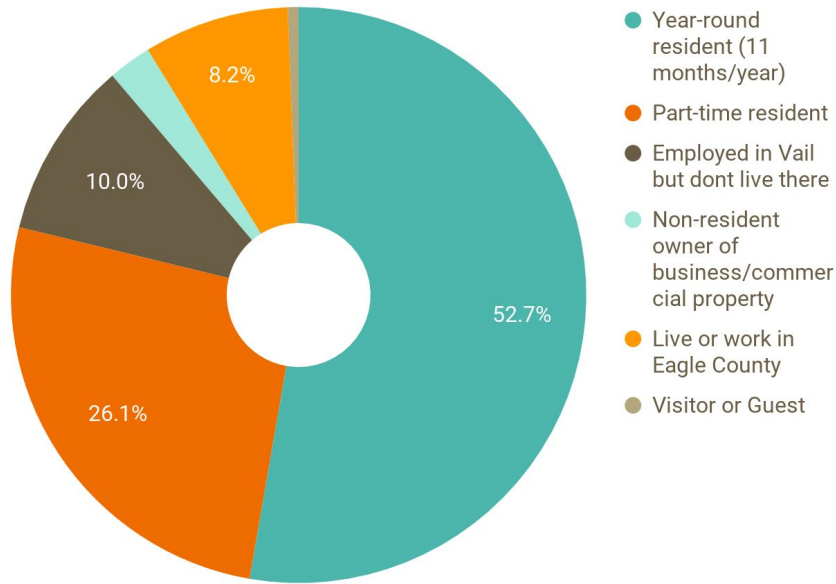
May 2019 - How It All Fits Together Survey  
(142 contributors)



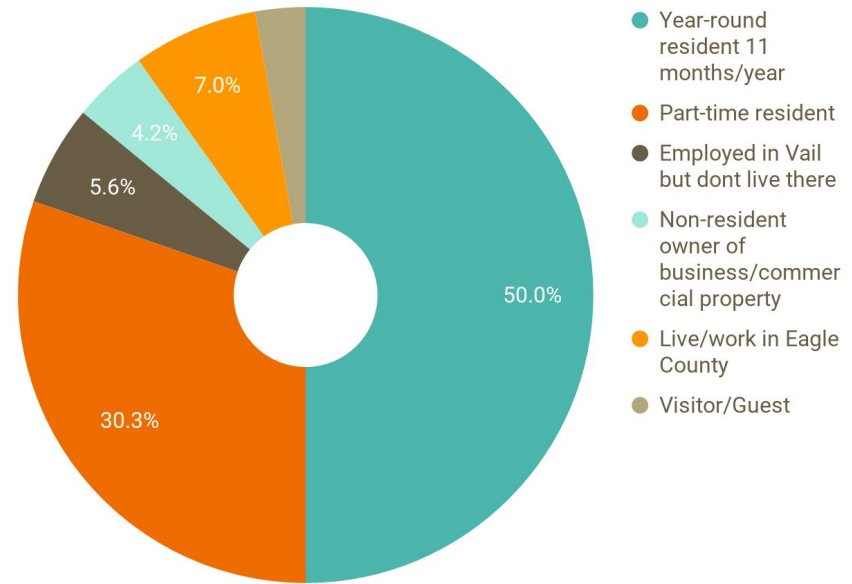
# Outreach to Date: EngageVail.com Surveys

## Demographics: Relation to Vail or the Surrounding Area

January 2019 - Making A Great Civic Area In Vail Survey  
(330 contributors)



May 2019 - How It All Fits Together Survey  
(142 contributors)



# Outreach to Date: EngageVail.com Surveys

## Demographics: Household Composition

January 2019 - Making A Great Civic Area In Vail Survey  
(330 contributors)

Total number of households with children living at home	125
With a Vail zip code	43
With another Colorado zip code	74
With a zip code outside Colorado	8

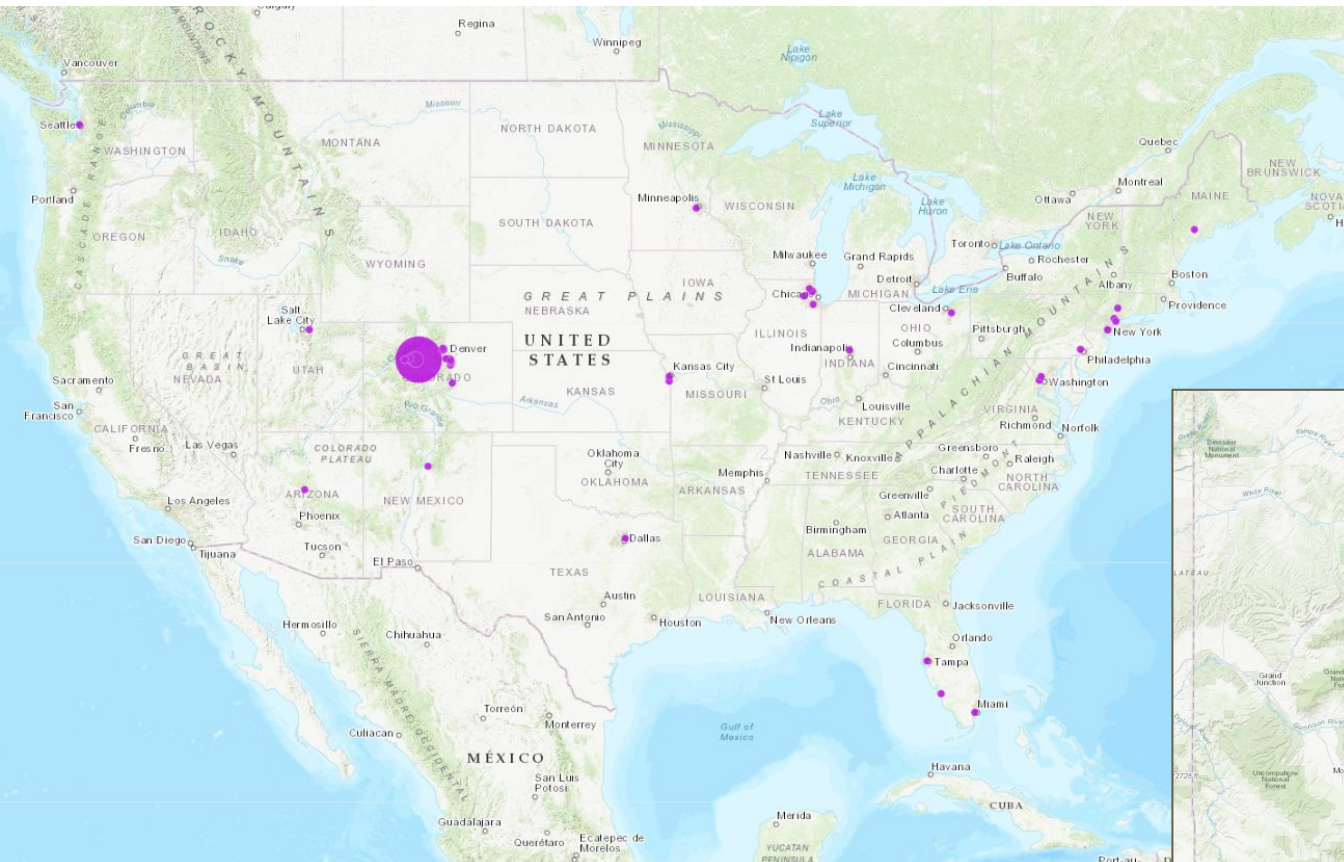
May 2019 - How It All Fits Together Survey  
(142 contributors)

Total number of households with children living at home	53
With a Vail zip code	23
With another Colorado zip code	22
With a zip code outside Colorado	8



# Outreach to Date: EngageVail.com Surveys

## Demographics: Primary Residence Zip Codes

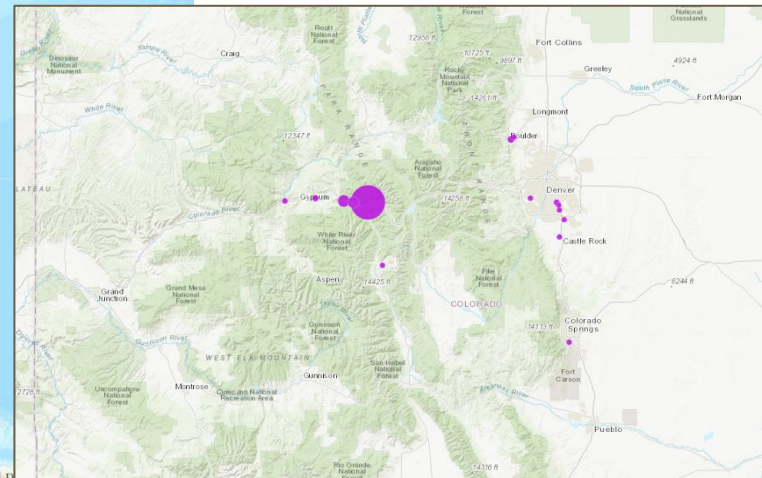


WHO WE HEARD FROM:



142

Contributors  
Through Engage Vail



# Survey Findings

May 2019

Preliminary Design Ideas on  
the different Civic Area  
sites and how they all fit  
together

# Vail Public Library

114 responses, 5 skipped

Question 1. Are the ideas presented for the Vail Public Library in line with what we heard from the community?

Yes

67

Sort of

35

No

9

Question 2. Are the ideas presented suggesting:

Too MUCH  
change

42

Just about  
right

65

Too LITTLE  
change

8

Question 3. Would the ideas presented maintain what is so special about the Vail Public Library?

Yes

65

Maybe

33

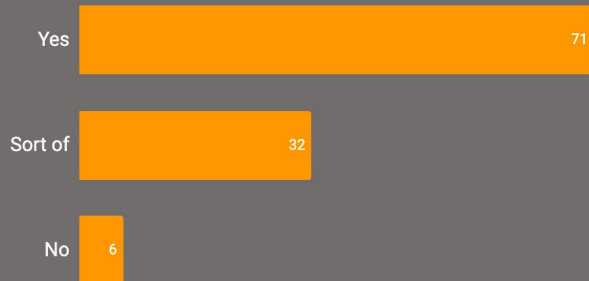
No

17

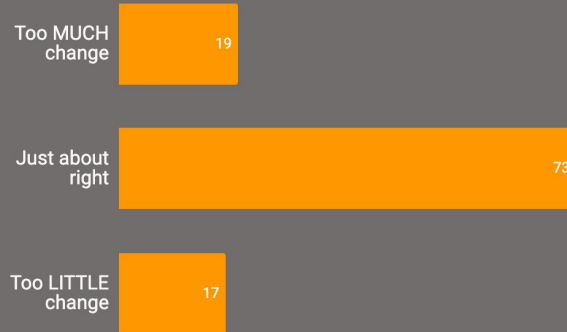
# Dobson Ice Arena

112 responses, 5 skipped

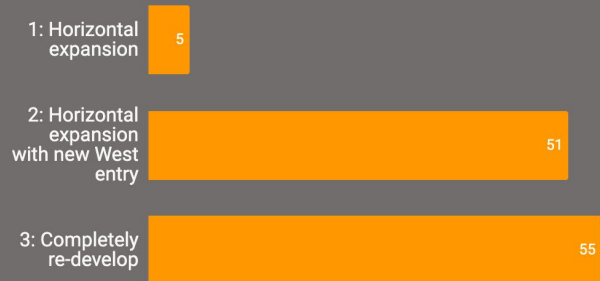
Question 1. Are the ideas presented for the Dobson Ice Arena in line with what we heard from the community?



Question 2. Are the ideas presented suggesting:



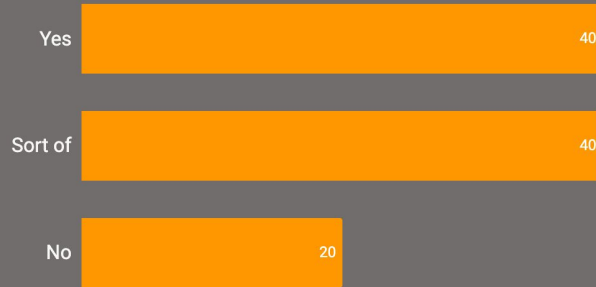
Question 3. Which idea presented resonates the most for you in terms of scale of needed / comfortable change?



# Lionshead Parking Structure

103 responses, 2 skipped

Question 1. Are the ideas presented for the Lionshead Parking Structure in line with what we heard from the community?



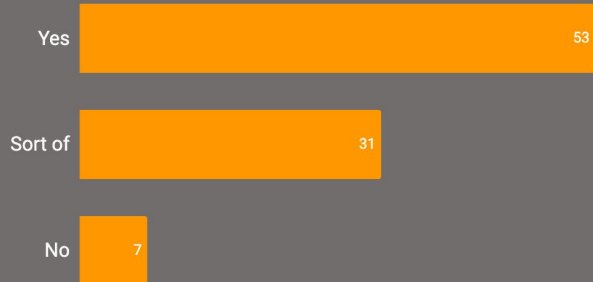
Question 2. Are the ideas presented suggesting:



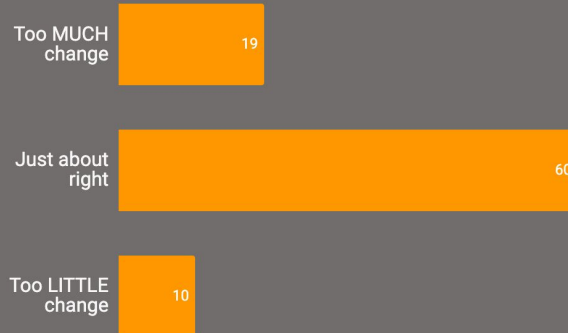
# Charter Bus Lot

94 responses, 3 skipped

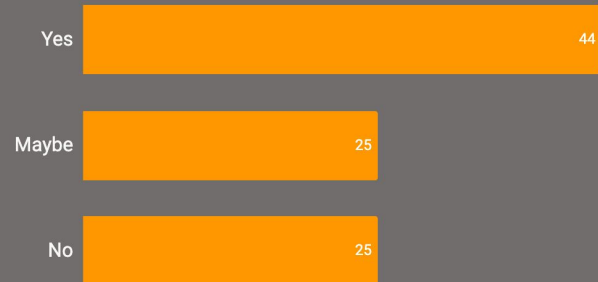
Question 1. Are the ideas presented for the Charter Bus Lot in line with what we heard from the community?



Question 2. Are the ideas presented suggesting:



Question 3. Would moving the Town Hall to this location be a benefit for the Civic Area and to free up existing Municipal Site for other programs/uses?



# Municipal Site

102 responses, 8 skipped

Question 1. Are the ideas presented for the Municipal Site in line with what we heard from the community?

Yes

54

Sort of

40

No

5

Question 2. Which idea presented resonates the most for you in terms of scale of needed / comfortable change?

1: Maintain police station & add 2 new buildings

49

2: Redevelop entire site as private development

18

3: Re-route frontage road

38

Question 3. Should the Municipal Site services:

Remain on this site.

46

Be moved to free up the site for better uses.

29

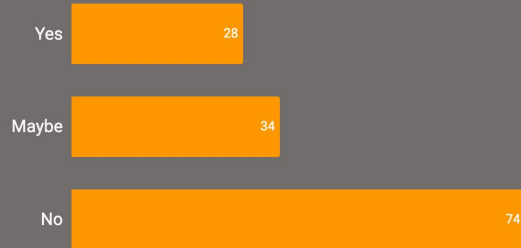
I don't know.

32

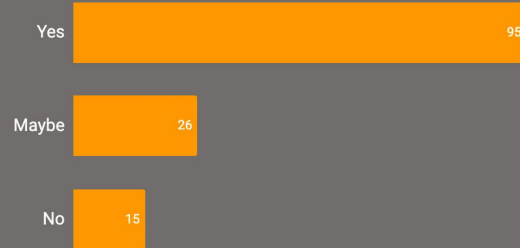
# How It All Fits Together

141 responses

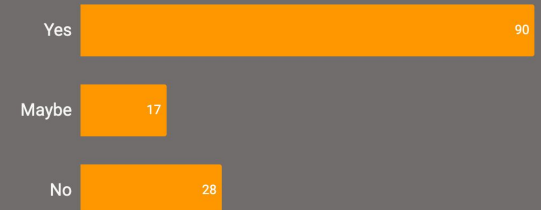
Question 1. Would the idea of a bridge connecting Vail Public Library to Dobson Ice Arena be an effective way to improve existing pedestrian access?



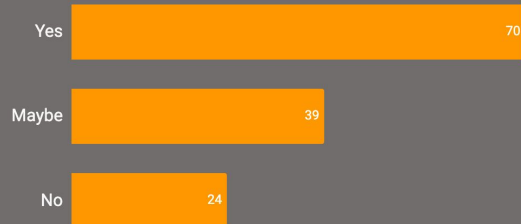
Question 2. Would a West entry be an effective way to improve existing pedestrian connectivity to the Lionshead Parking Structure?



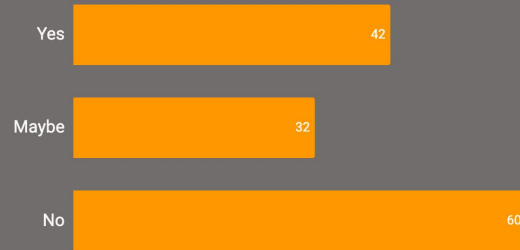
Question 3. Would ground level uses (such as retail, café, or other community uses) on the South side of an expansion of the Lionshead Parking Structure be a way to improve the walking experience along East Lionshead Circle and bring life and activity to the Civic Area?



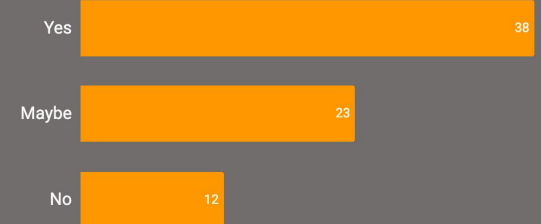
Question 4. Are the ideas presented for the Charter Bus Lot an effective way to improve existing pedestrian connectivity from the Lionshead Parking Structure to Dobson Ice Arena and the Library?



Question 5a. Would you see a community benefit of relocating the Municipal Site services to a more central / civic area within Town?



Question 5b. If so, do you feel the current Municipal Site would be an ideal location for a private development, possibly with community uses and / or needs (i.e. housing)?

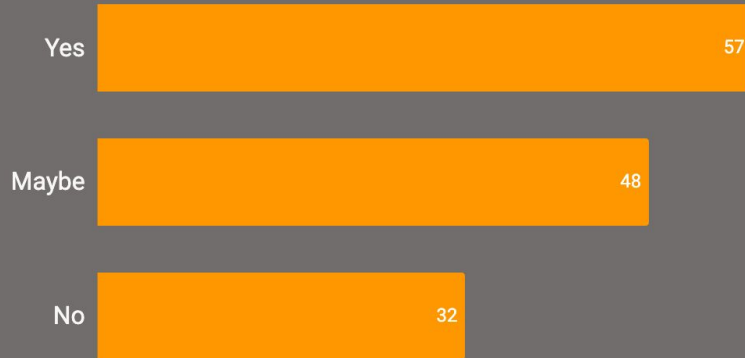




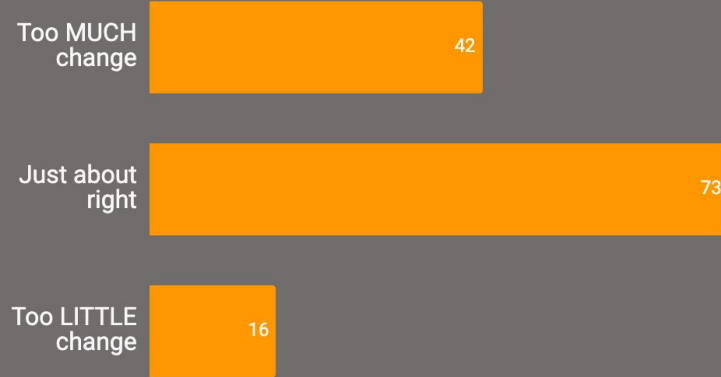
# How It All Fits Together

141 responses

Question 6. Would the re-designs presented in this video encourage you to spend more time in the Civic Area and view it as a “destination”?



Question 7. Do the combined ideas presented here suggest:



# How It All Fits Together

## Question 8. Open-ended comment analysis

8. Do you have any additional comments or reactions to the ideas expressed in this video?	Tag 1	Tag 2	Tag 3	Tag 4	Tag 5	Tag 6	Tag 7	Tag 8	Tag 9	Tag 10	Tag 11	Tag 12	Tag 13	T
What does the 2nd floor of the library provide beside a walk way access?	Bridge unnecessary													
The bridge between Dobson and library only works if there is meeting/event spaces to connect. Otherwise, I am not sure anyone would use it. Really like to see more solution to isolate parking just for library and rink. If the rink doubles in size and library gets more meeting space, I think we need the additional parking spaces. Still waiting to see improvements for handicap access to all. Not sure about more retail spaces and pulling people away from Lionshead/Vail Village.	Bridge unnecessary	Need for community space		Expand parking	No retail in the area (do not pull people away from Vail Village)				Improved handicap access					
I do not support housing in this area. we need more parking, housing can be in other locations.			No housing	Expand parking										
Where will buses park? Still need an area for buses to park. Anything to expand parking spaces and housing is good. Scrape Dobson and build new arena, connect it to parking as much as possible. Do not see what bridge to library/Dobson would accomplish. Expand library is good.			Expand housing	Expand parking		Completely new arena	Connect arena to parking	Expand Library					Need bus parking still	
Dobson still needs to have more seating and add an additional sheet of ice.						Expand Dobson								
A bridge is unnecessary. It's right across the street!	Bridge unnecessary													
For the last decade Vail has always has maintained its desire to lead the mountain communities, with that desire takes change and adaptation. I believe redeveloping the charter bus location so as to provide more of a public hub between lionshead and dobson is a great idea. Dobson feels like an undervalued resource partially because there is so little activity between it and lionshead shopping area. By adding retail off the parking structure and creating a potential open/public area and entrance at the west side of the rink would in my opinion really offer great opportunities.					Add retail off parking structure	Dobson West entrance would improve access								
Wondering about the cost for each of these ideas.											Concerned about cost			
My wife and I (full time residents of Vail) continue to believe that a recreation facility, i.e., gym is needed and should be part of this remarkable expansion project. A pedestrian bridge from Lionshead PS would not lessen the time or decrease the steps it takes to pick up a book (or drop off one). The bridge is not needed. I couldn't determine what was proposed for the bus parking area from watching the video. A west entrance to Dobson might make the pick ups and drop offs faster. The Municipal site is good where it is. I couldn't tell what the re-designs were for the Civic Area from watching the video. Finally without knowing ball park costs it is impossible to say whether the combined ideas are too much or too little.	Bridge unnecessary	Need for recreation facility				Dobson West entrance would improve access				Keep Municipal Services in same location				
I love the idea of more ground level retail and entertainment opportunities but worry about their viability without more foot traffic. I prefer more private / residential development to anchor density while requiring that ground level space is residential. Dobson should have two sheets of ice and be more focused on multi-use activities for concerts and conventions.			Expand housing		Add retail	Expand Dobson								
I don't understand the suggestion of an entrance to Dobson on the west side. There already is an entrance there, and we use it almost exclusively. Making it easier to pick-up and drop-off there would be amazing. The same goes for accessing the library-it's a pain to park in the structure just to return a book or quickly grab something from the library.						Improve Dobson access								
Need a second ice surface that is Olympic in size at same level as existing ice surface. Do not put workforce housing in this area. DO NOT PUT CONVENTION FACILITIES IN THE CIVIC AREA. IMPORTANT TO KEEP MUNICIPAL GOVERNMENT IN AREA.		No convention		Improve traffic		Expand				Keep Municipal				

- 75 contributions in total
- Multiple tags assigned manually to each comment
- 15 tags or ideas in total
- Top 6 ideas highlighted on the next slide

# How It All Fits Together

## Question 8. Open-ended comments

Top 6 Ideas (75 contributions)

NEED FOR  
COMMUNITY,  
RECREATION,  
MULTI-USE,  
YEAR-ROUND  
SPACE



15 Hits

EXPAND,  
IMPROVE  
PARKING



10 Hits

IMPROVE,  
UPGRADE,  
EXPAND  
DOBSON AND  
ITS ACCESS



13 Hits

IMPROVE  
PEDESTRIAN  
EXPERIENCE,  
SAFETY



9 Hits

BRIDGE  
BETWEEN  
LIBRARY AND  
DOBSON ICE  
ARENA  
UNNECESSARY



12 Hits

MAINTAIN  
GREEN AND  
OPEN SPACE,  
EXISTING  
TREES



8 Hits

# How It All Fits Together

## Question 8. Open-ended comments

### Other Ideas (75 contributions)

No expansion of parking structure	7 hits
Expand housing	6 hits
Connect Vail village to Lionshead	4 hits
Funding?	4 hits
Keep Library as is	4 hits
Keep Municipal Services in same location	4 hits
Like the bridge idea	4 hits
Relocate / complete rebuild Dobson	4 hits
Improve / expand Library	3 hits
Move Municipal Services in less central location	3 hits
Develop Charter Bus Lot	2 hits
Need to keep oversized vehicle parking somewhere	2 hits
No convention space	2 hits
No housing	2 hits
Improve handicap access	1 hit
Need additional information on phasing	1 hit

# Engagement Window #3

What to Expect?

# Engagement Window #3

- Timeframe: June 6-21 (estimated)
- Goal: Gather feedback on the different Master Plan alternatives
- Engagement Ideas:
  - Pop-ups at Town events. Examples: farmer's market; sports tournaments.
  - Online engagement.