

# 2018/19 Civic Area Plan

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- PROJECT OVERVIEW
- THE STUDY AREA
- PRIOR PLANNING EFFORTS
- THE APPROACH
- THE SITE/INGREDIENTS OF A SUCCESSFUL CIVIC AREA
- COMMUNITY ENGAGEMENT

# Project Overview/Need for Plan

To guide the future development and use of Town-owned lands within Study Area.



# Project Overview/Goals

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- Engage the community to identify opinions for the Civic Area;
- Evaluate issues, opportunities, and constraints and identify potential highest and best uses;
- Prepare a plan that is viable, economically feasible, reflective of community goals, and responsive to the site and surrounding neighborhood, and
- Define strategies for decision-making and the implementation of improvements to the Civic Area.

## Project Overview/Givens (from RFP)

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- The **Vail Town Council**, acting as the VRA and land owner has final decision-making authority;
- The **Study Area** includes properties delineated within the attached map;
- The Town of Vail, which largely relies upon **visitor-based revenues, seeks to be economically diverse and competitive**;
- The **Dobson Ice Arena**, with the possible inclusion of adjoining undeveloped property, could serve a significant role;
- **Workforce housing** remains a high need for the Town of Vail and throughout the community;

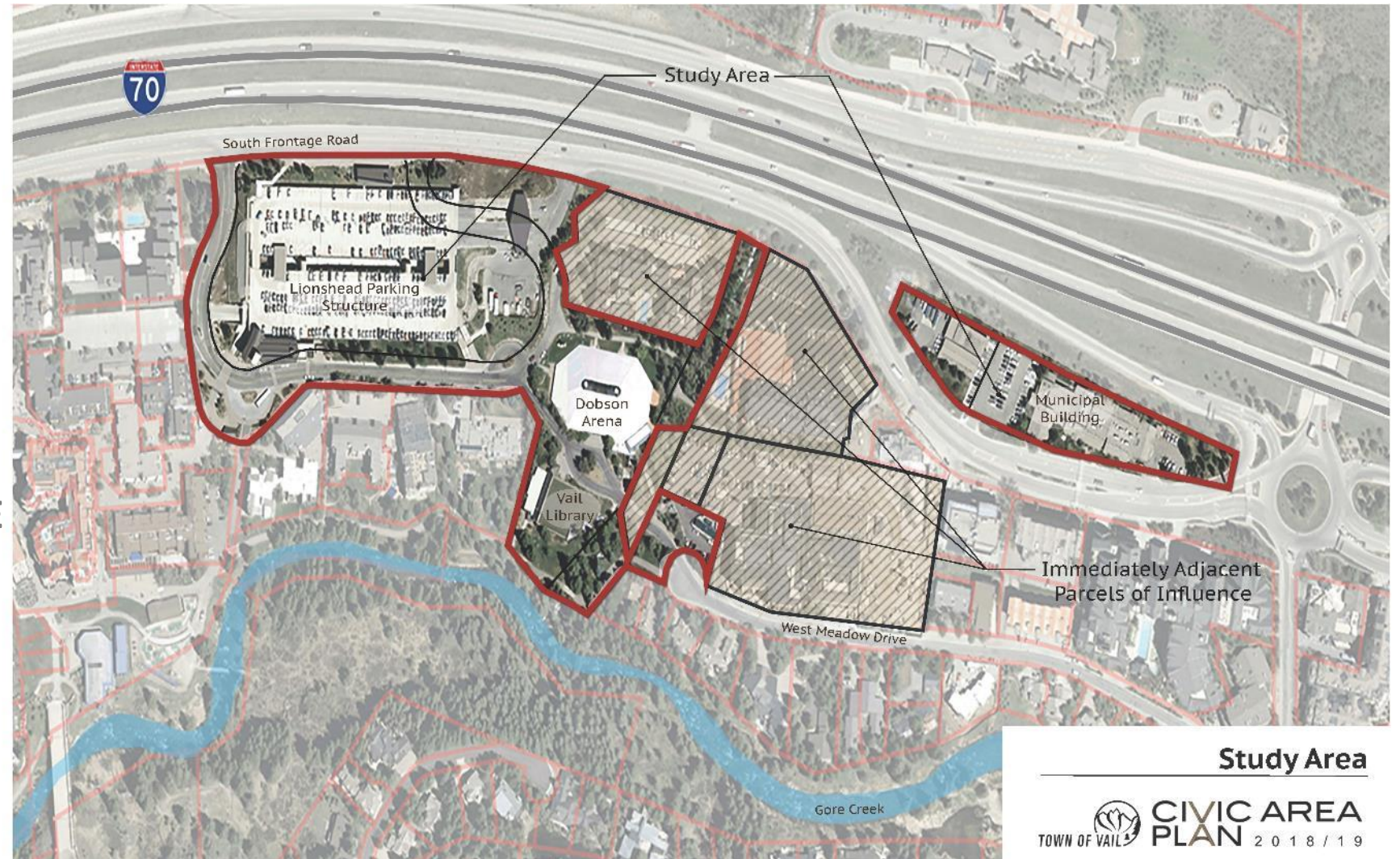
## Project Overview/Givens (from RFP)

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- **Emerging technologies** should be employed within the context of the Plan;
- Proposed development should be **environmental sustainable**;
- Community engagement tools shall be utilized to **foster strong public outreach and citizen participation**;
- The Lionshead Tax Increment Financing **(TIF) District expires June 6, 2030** and revenues from TIF need to be expended by that time; and
- **TIF revenues could be used to secure a bonds** to finance improvements.

# Study Area

LIONSHEAD PARKING STRUCTURE  
CHARTER BUS LOT  
DOBSON ARENA  
VAIL PUBLIC LIBRARY  
TOWN HALL  
MIDDLE CREEK COORIDOR  
W. MEADOW DRIVE/E. LH CIRCLE



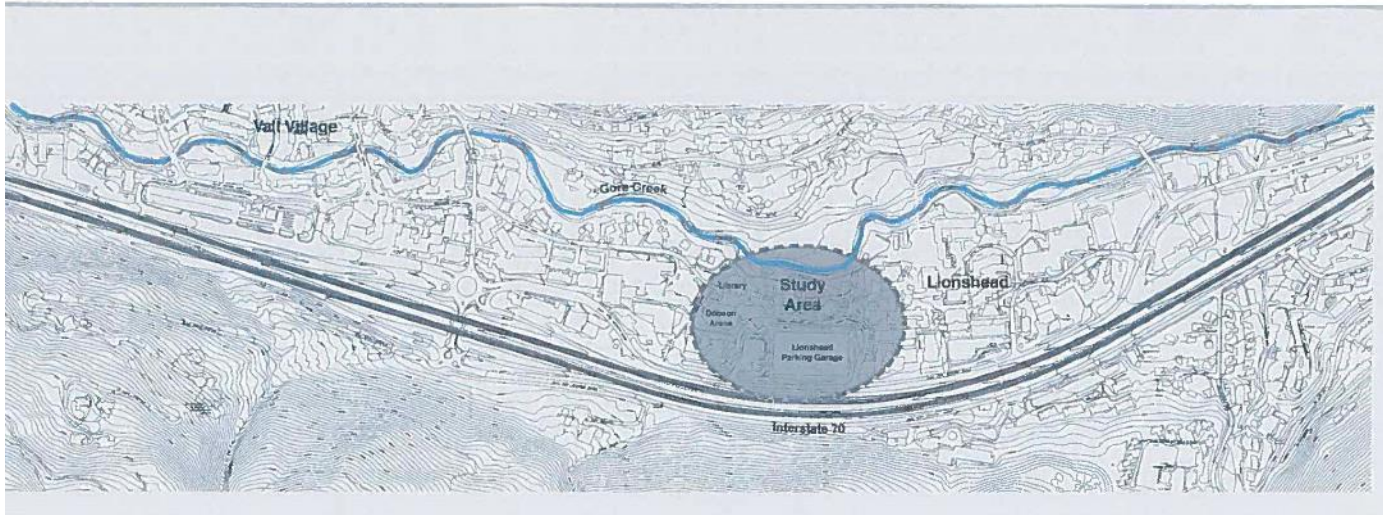
# Prior Planning Efforts

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Mid 1980's – Congress Haus

# Prior Planning Efforts

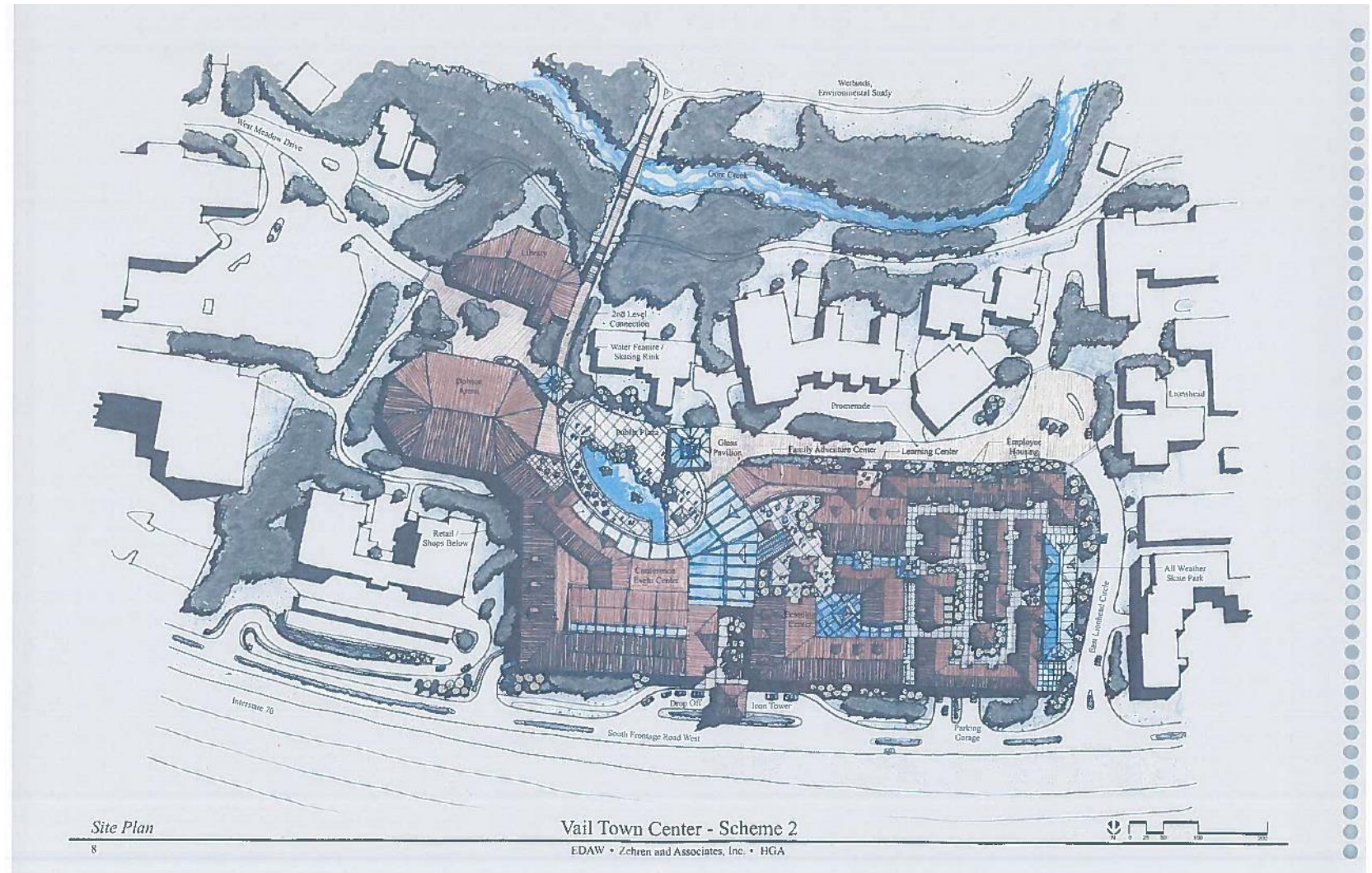
## 2000 Vail Town Center



- Activity/entertainment – arcade room, bowling alley, amusement rides
- Arts/crafts room
- Gymnastics facility High tech learning center, meeting rooms
- Indoor adventure
- Large, convertible event center
- Community room
- Outdoor ice rink
- Regulation size indoor ice rink with seating
- Skate
- Snack bar
- Small community theater/auditorium/IMAX/dance floor
- Swimming pool with retractable roof
- Relocation of ski museum

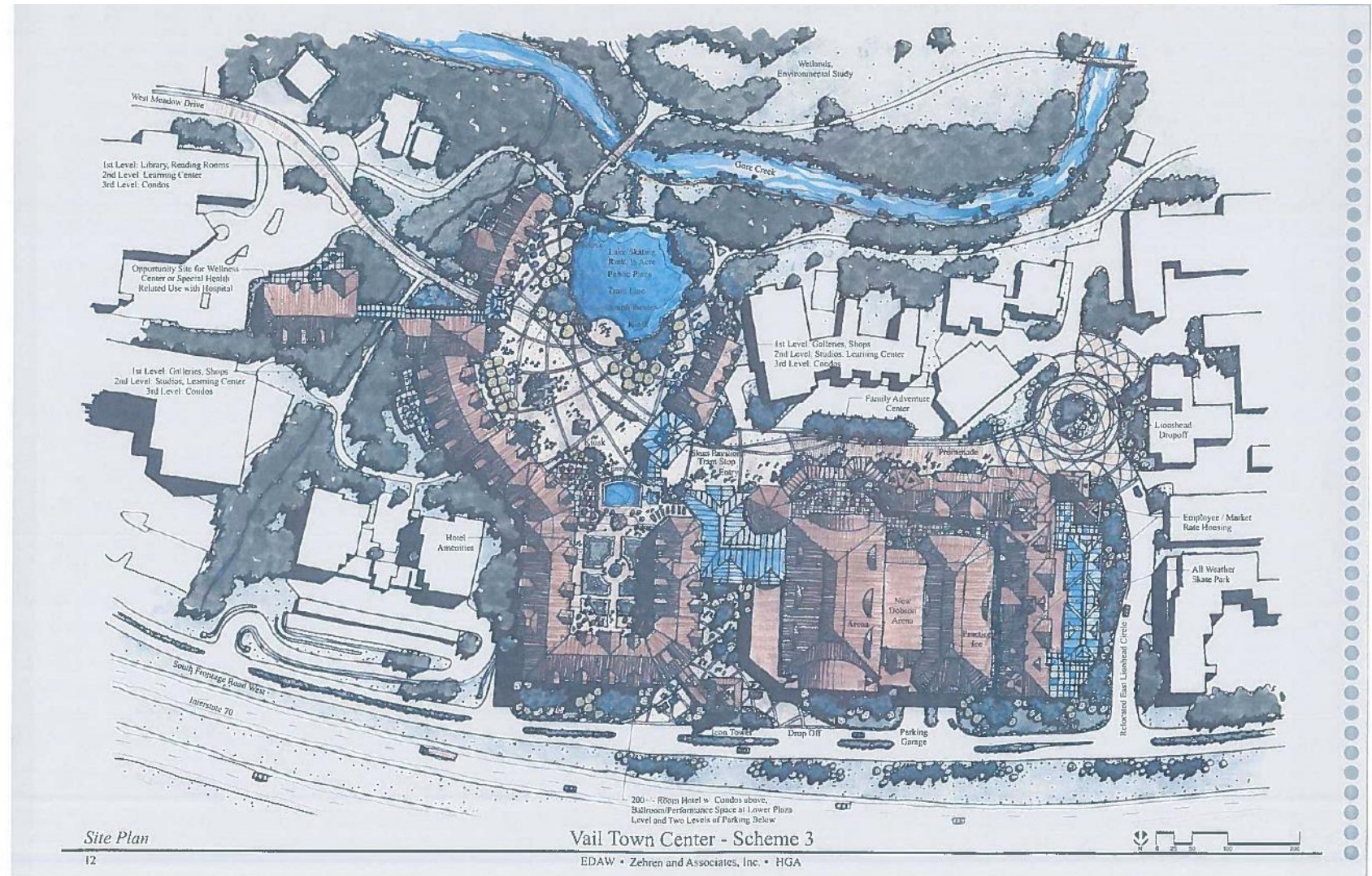
# Prior Planning Efforts

## 2000 Vail Town Center



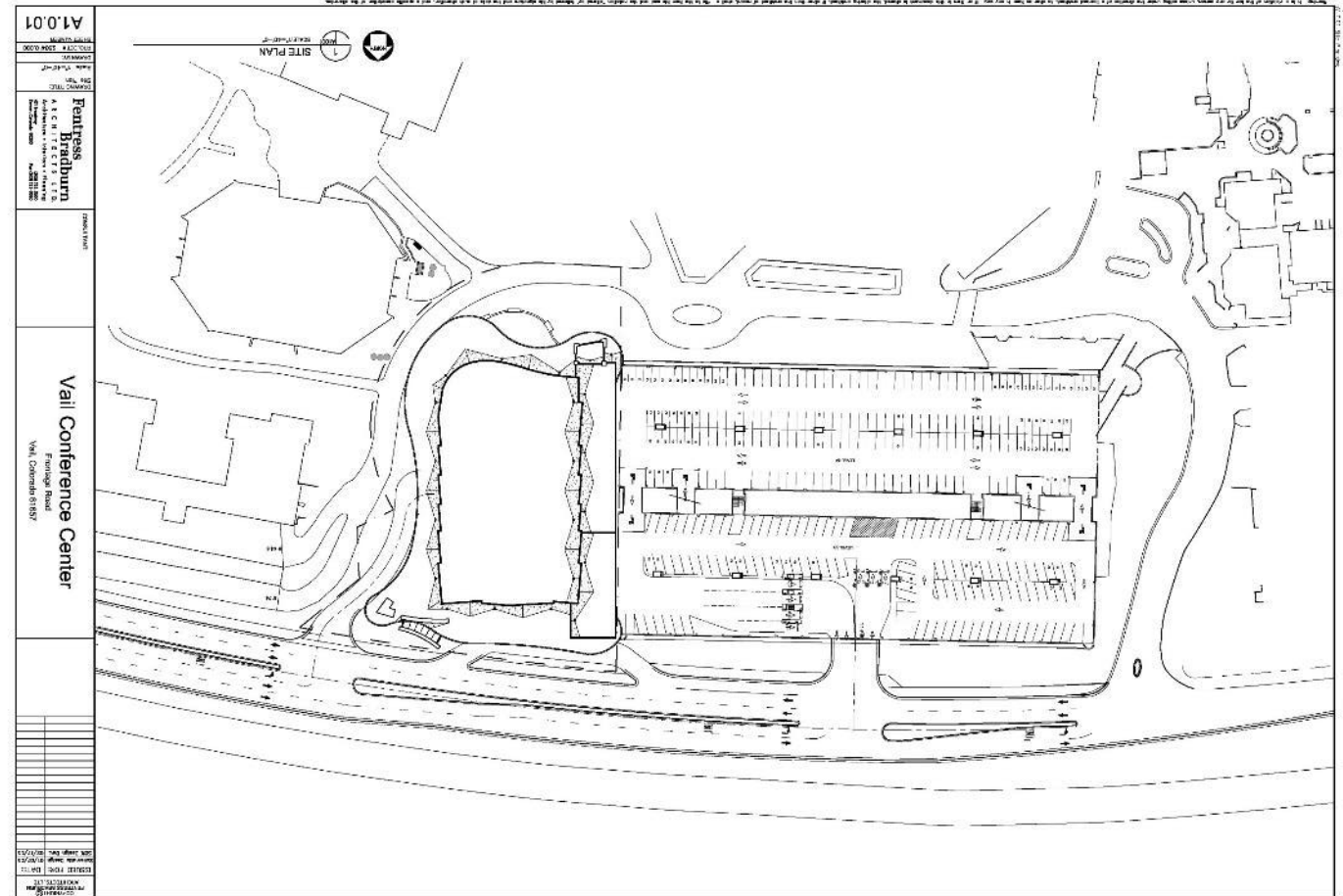
# Prior Planning Efforts

## 2000 Vail Town Center



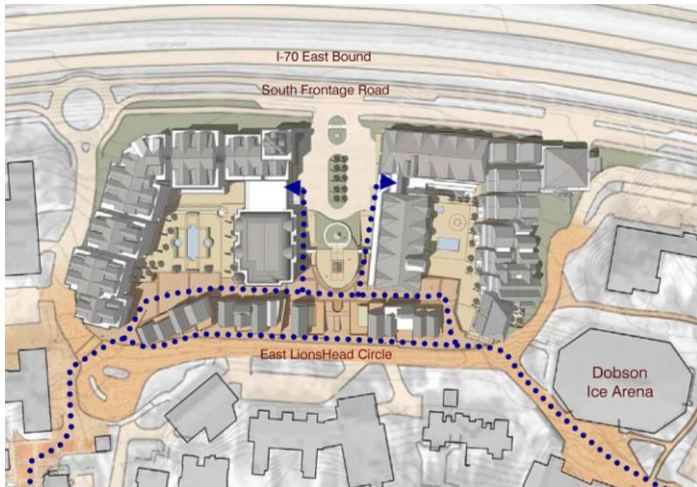
# Prior Planning Efforts

## 2005 Conference Center



# Prior Planning Efforts

## 2007/08 Hillwood/Starwood



# Prior Planning Efforts

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## LH Transit and Welcome Center



# The Approach/The Team

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## Project Manager

- Matt Gennett

## Process Committee

- Kim Langmaid and Greg Moffet
- Ludwig Kurz and Brian Stockmar

## Consultant Team

4240

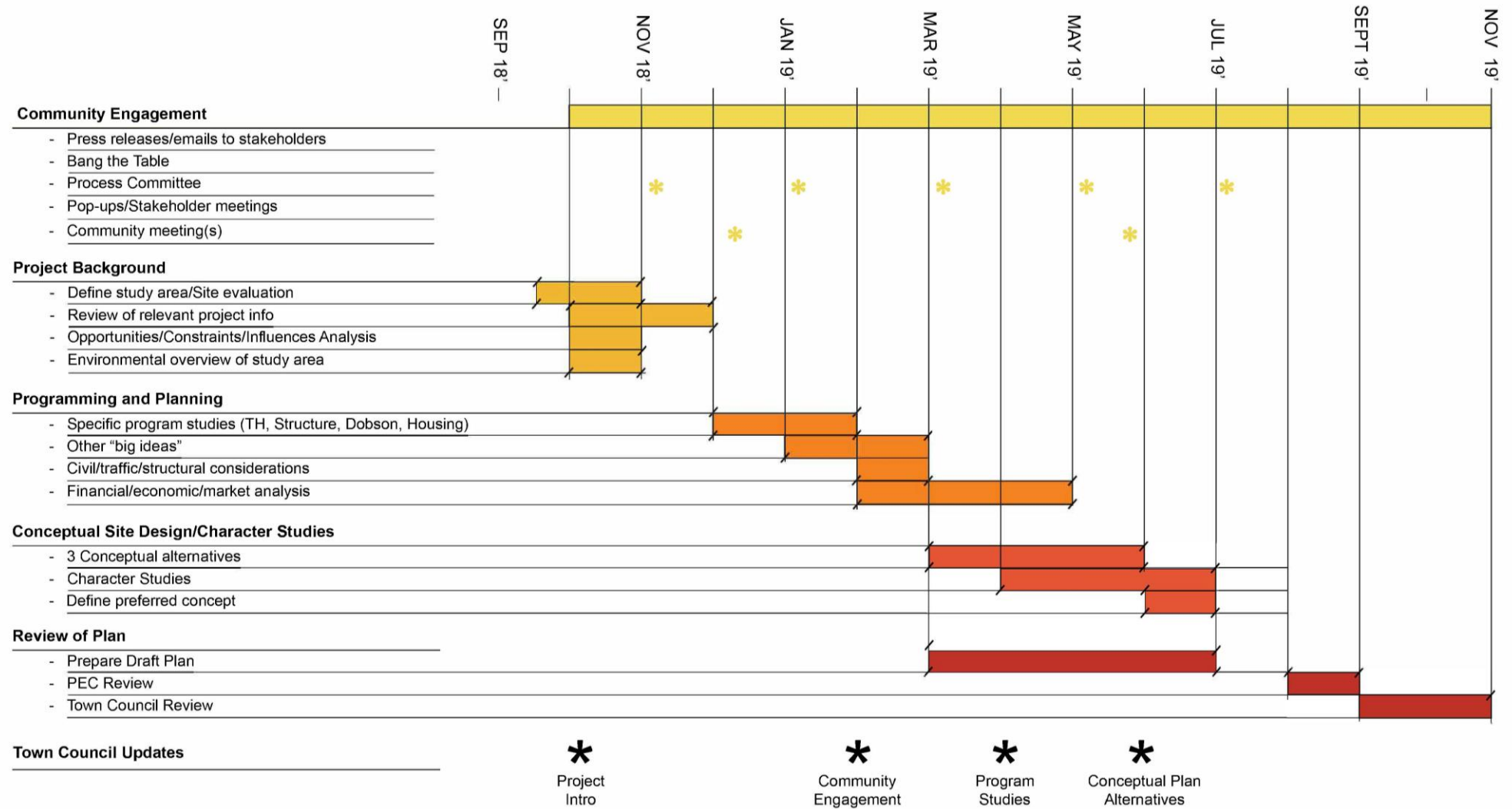


# The Approach

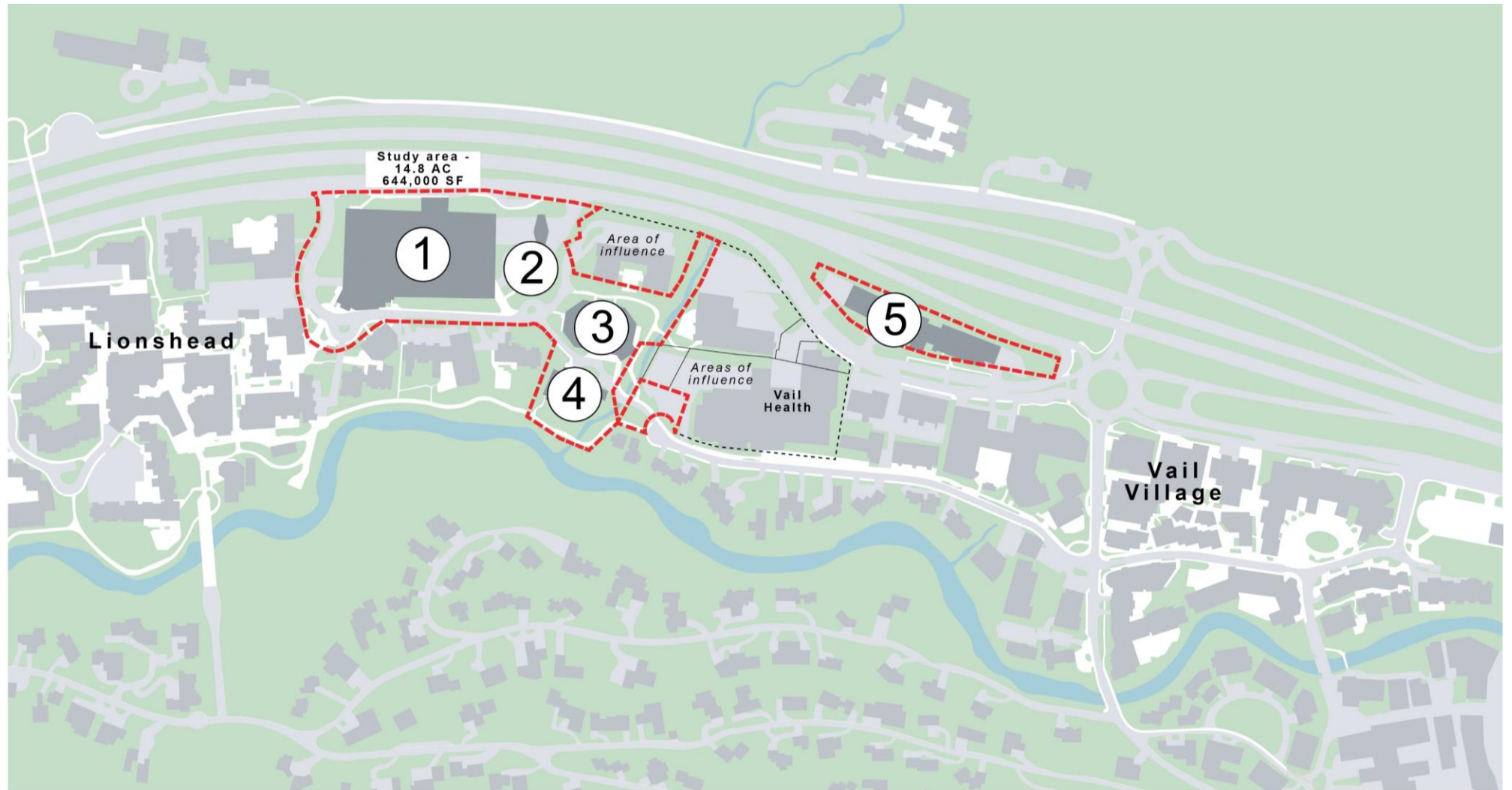
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- Engage the community, ask questions and listen
- Study existing conditions, opportunities and constraints
- Test ideas (program, site design, market/economics)
- Formulate a plan
- Present for community/PEC/TC to review

# The Approach/Project Schedule



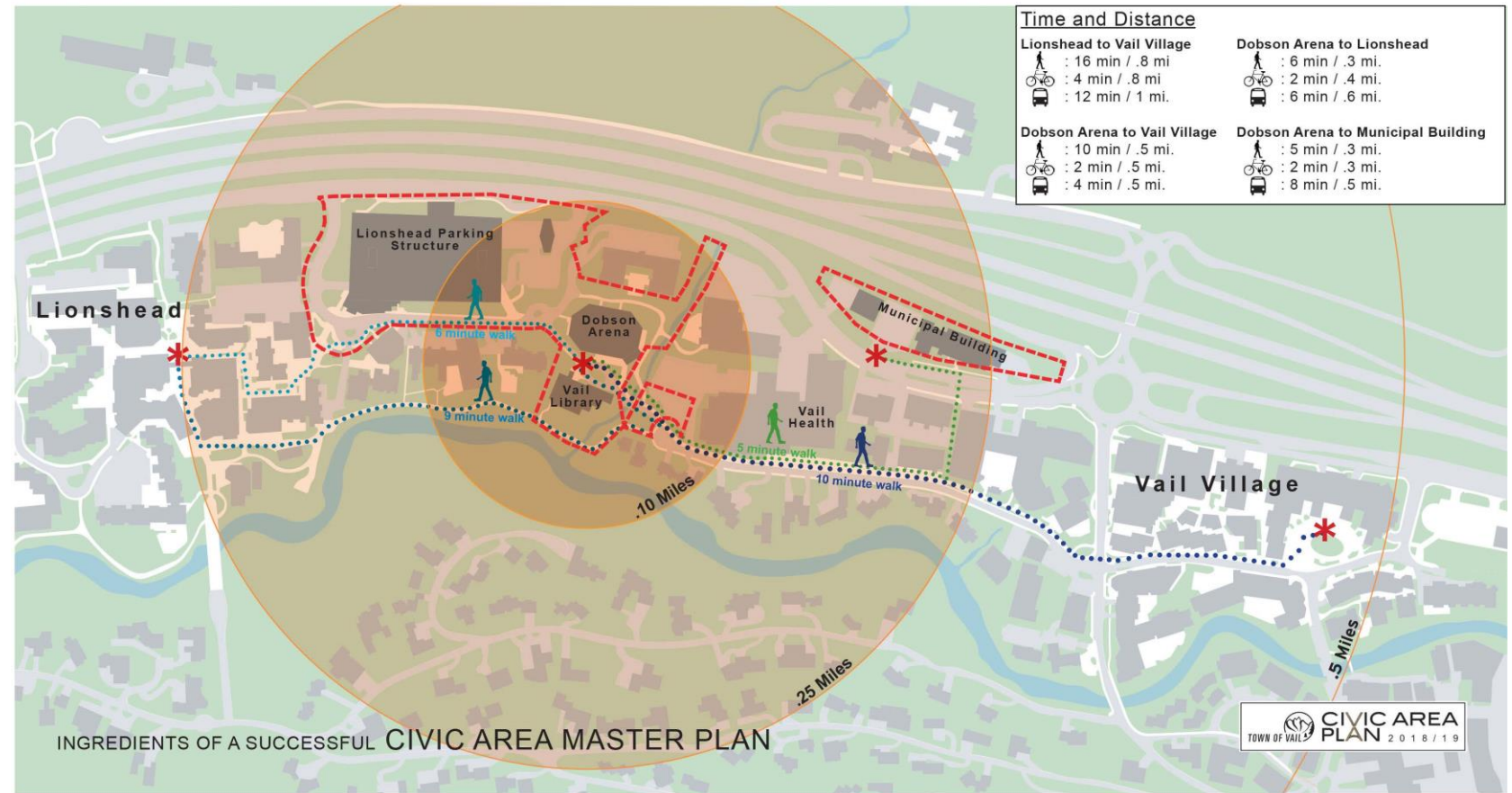
# The Site



## AREAS OF OPPORTUNITY

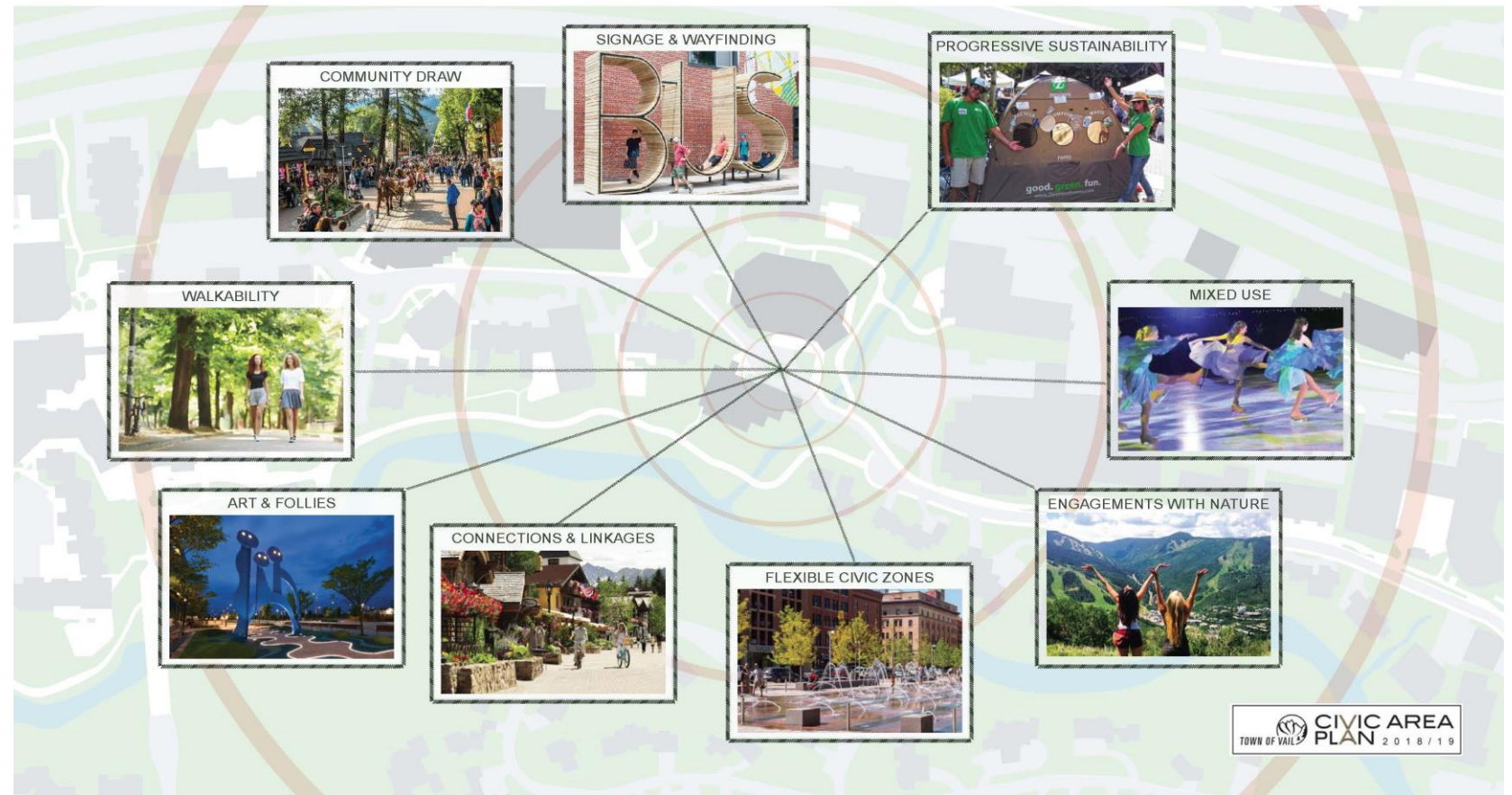


## COMMUNITY CONNECTIONS



# Ingredients of a Successful Civic Area

## INGREDIENTS FOR A SUCCESSFUL CIVIC AREA



# Ingredients of a Successful Civic Area

## COMMUNITY DRAW



Flexible Outdoor Spaces



Art Fairs



Holiday Celebrations



Venues For Educational Events



Outdoor Performances



Farmers Markets

INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN

 **CIVIC AREA  
PLAN** 2018/19

# Ingredients of a Successful Civic Area

## WALKABILITY



Places to Sit & People Watch



Shared Streets



Pedestrian Streets



Places to Play



Outdoor Dining



Parks & Green Squares (Connection to Nature)

INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN



# Ingredients of a Successful Civic Area

## ENGAGEMENTS WITH NATURE



Intimate Trails



Intimate Gathering



Informal Crossing



Creek Access/Gathering



Nature Immersion



Creekside Gathering



Nature Play



Structured Play

INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN



# Ingredients of a Successful Civic Area

## FLEXIBLE CIVIC ZONES



Found Spaces



Public Art



Public Plazas



Public Open Space



Indoor / Outdoor Cultural Venues



Retail Districts

INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN

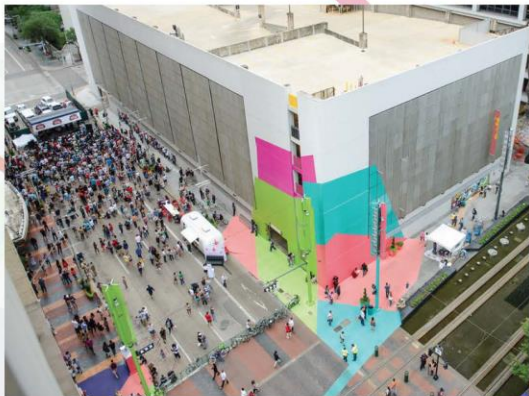
TOWN OF VAIL  
CIVIC AREA  
PLAN 2018/19

# Ingredients of a Successful Civic Area

## SIGNAGE AND WAYFINDING



Portals & Gateways



Wayfinding Incorporated into Town Fabric



Signage



Art & Function Inspired Wayfinding



INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN



# Ingredients of a Successful Civic Area

## PUBLIC ART & FOLLIES



Functional



Interactive



Wayfinding



Art

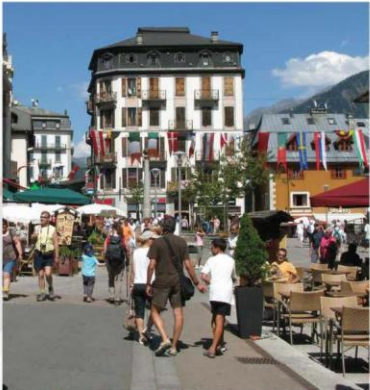
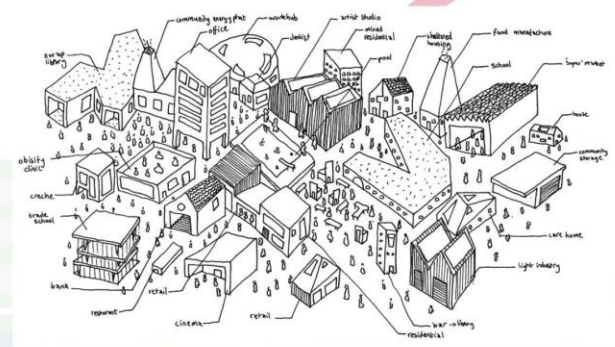


Playful

INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN

# Ingredients of a Successful Civic Area

ENCOURAGE MIXED USE



Civic



Retail



Culture



Recreation



Dining

INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN

# Ingredients of a Successful Civic Area

## PROGRESSIVE SUSTAINABILITY



Waste Reduction



Renewable Energy Production



Renewable energy art



Local Food



Public Transportation



EV Charging Stations



INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN



# Ingredients of a Successful Civic Area

## CONNECTIONS & LINKAGES



Recreational Activities



Regional/Local Transit



Views



Pedestrian/Bike Connections



Visitor Infrastructure

INGREDIENTS OF A SUCCESSFUL CIVIC AREA MASTER PLAN



# Community Engagement – Overview of Engagement Strategy

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*“Community engagement tools shall be utilized to foster strong public outreach and citizen participation”*



# Community Engagement – Overview of Engagement Strategy

Public Outreach Goal	How we will do this	Measurable Criteria
Develop a creative, innovative toolkit that incorporates opportunities for the public to be involved in the process	<ul style="list-style-type: none"> <li>Launch Bang the Table to create new and multiple opportunities to participate in this project</li> <li>1-2 “Pop up” micro-engagements</li> </ul>	<ul style="list-style-type: none"> <li>Launch Engage Vail</li> <li>Goal of at least 100 registrations</li> </ul>
Orient and scale public participation efforts to the project and to the questions that the general stakeholder groups can influence	<ul style="list-style-type: none"> <li>Create survey on EV that informs early planning direction and is focused on theme based questions</li> <li>Meet with direct stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Goal of at least 100 Registrations</li> <li>Goal of 80 Engaged Visitors</li> </ul>
Align public participation efforts with other communication strategies and efforts	<ul style="list-style-type: none"> <li>Utilize email lists and existing stakeholder communication methods</li> <li>Leverage stakeholder relationships with constituents</li> </ul>	<ul style="list-style-type: none"> <li>Initial media blast to over 10,000 people through stakeholder groups, social media, Vail Daily, and partner organizations</li> </ul>
Reach the community where they are at	<ul style="list-style-type: none"> <li>1-2 “Pop up” micro-engagements at existing events/gatherings</li> <li>Create awareness of EV site through other gatherings/locations (banner at Dobson)</li> </ul>	<ul style="list-style-type: none"> <li>Reach at least 35 people at each event</li> <li>Drive traffic from direct links and Google search</li> </ul>
Integrate the use of public participation tools that create equitable opportunities for influence on the outcomes so that youth, young adults, underserved communities and other groups who are historically underrepresented	<ul style="list-style-type: none"> <li>Engage Vail website</li> <li>Eagle Valley Youth collaboration and program</li> <li>Outreach to specific stakeholder groups</li> </ul>	<ul style="list-style-type: none"> <li>Set initial meeting with Eagle Valley Youth to get input on outreach and decide on program</li> <li>Meet with Process Committee every other month</li> </ul>

# Engage Vail - [www.engagevail.com](http://www.engagevail.com)

Purpose: Online engagement platform to provide multiple opportunities to participate in the project, provide input, follow project progress, and learn how feedback was used.



PHOTO BY DOMINIQUE TAYLOR

**CIVIC AREA  
PLAN** 2018 / 19

*Be part of  
the conversation...*

Join us online for a discussion about Vail's Civic Area Plan, which encompasses a 10-acre area in the heart of Vail. Share your opinions about what might be possible to improve this area.

**EngageVail.com**

75 S. Frontage Road  
Vail, CO 81657

**TOWN OF VAIL**

# How you can help/Next Steps

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1. Register with Engage Vail, take Civic Uses survey
2. Share link with colleagues, neighbors, friends, Facebook
3. Come to Open House tonight
4. VEAC follow-up in January

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End of presentation