

Chapter 5: MASTER PLAN PROJECTS AND RECOMMENDATIONS

The POSTR Master Plan includes the following projects and recommendations, which reflect issues and opportunities identified by Snowmass Village residents and stakeholders. They are also responsive to the findings of the community survey, stakeholder and public outreach, market assessment, existing conditions analysis, and economic analysis. In addition to project description, relative cost, the implementation timing/priority (immediate, short-term, or long-term), implementation strategies and supported goals are provided. In general terms, implementation timing/priority is defined as follows: immediate refers to implementation in 0 to 2 years, short-term from 2 to 5 years and long-term at 5+ years. The POSTR projects identified are not listed in order of importance.

The POSTR projects identified are not listed in order of importance, but community priorities are included for each project. Projects were prioritized by the Town and Steering Committee using the following project priority criteria, which was developed through the steering committee engagement process and reflects the input and preferences of both the community and the Town.

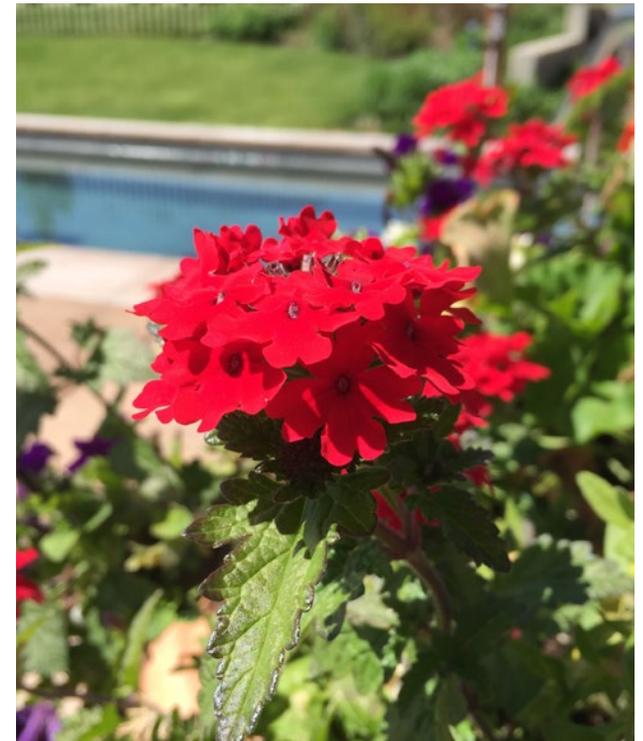
- Cost
- Who is served? Local vs. Visitor
- Need/demand for product
- Impact – overall Community good
- Complexity of project
- Sustainability of project - take care of existing infrastructure before building new

While most recommendations and some projects could be implemented with little or no additional planning, it is important to note that additional planning and design may be required

prior to implementation of some projects and recommendations. For example, proposed projects and trail alignments are conceptual in nature and only meant to demonstrate the need to provide a particular recreational experience or a connection between two points. Detailed design and construction documents for each project are not within the broad scope of this master plan and will need to be completed prior to implementation. The Town should continue to engage the public through open design processes wherever possible.

Estimates of site improvement costs are provided to inform the user (Town, public, developer, etc.) of what each project entails and will hopefully ensure that funding is allocated to improvements efficiently. Cost estimates are drawn from a variety of sources, including the State of Colorado Small Community Park and Recreation Planning Standards produced by the Colorado Department of Local Affairs (DOLA), materials from the Town, and from the experience of SE Group in designing and overseeing the construction of similar facilities in comparable communities. Given the uniqueness of the Jump Gym, personal interviews with operators of similar facilities were also conducted to assess construction costs and operational considerations for that project. These estimates are specific to Colorado communities that are at, or less than, 10,000 in population and represent the best available cost data for each project. As the DOLA Planning Standards document was published in 2003, cost estimates have been updated to 2016 dollars using the Consumer Price Index (CPI). The POSTR plan envisions utilizing Town-owned or publicly accessible land for all proposed projects and land acquisition costs are not included in the cost estimates.

It must be noted that site improvement costs can vary widely depending on the specific project, the project site, materials, environmental concerns, and other factors. Some projects may be able to constructed and/or implemented in house, potentially reducing overall costs, while other projects—such as the bike park—will require further concept and pre-design planning to better understand the design program (size, capacity, and specific features to be designed) before accurate costs can be estimated). Therefore, the cost information contained in this Master Plan should not be considered definitive, but rather a relative range of costs to be used only for budget and planning purposes and not necessarily for determining actual bid prices for a specific site improvement.





Legend

Typology

- MU** Multi-Use Trail
- TH** Trail Head
- R** Rugged Trail
- SI** Safety Improvements
- P** Parking

Priority

- P3** High Priority
- P2** Moderate Priority
- P1** Low Priority

Timing

- I** Immediate
- P** Pilot
- ST** Short-Term
- LT** Long-Term
- O** Ongoing

Goals

- OV1** Overall Goals 1-10
- P1** Park Goals 1-6
- OS1** Open Space Goals 1-4
- G1** Garden Goal 1
- T1** Trail Goals 1-5
- R1** Recreation Goals 1-5

Town Park Projects

Destination Bike Park

PRIORITY:

P3

TIMING:

LT

COST RANGE:

\$300,000-
\$600,000

SUPPORTED GOALS:

OV1
OV6

OV2
OV7

OV3
P1

OV4
P3

T5
P6

Project Description

A world-class bike park is envisioned for Town Park as a multi-discipline bicycle facility that would be free and accessible to all levels of riders, it should offer something for the whole family, from small children to the most avid adrenaline junkies.

The bike park could be designed to accommodate public day-to-day recreational use, programming, special events and races. It should include a range of features that are intended to provide experiences in each ability level, allowing for ideal learning progression and skills building. Features could include a pump track, progressive slopestyle lines, progressive dirt jump lines, a skills loop, and a “tot track” for tricycles and push-bikes.

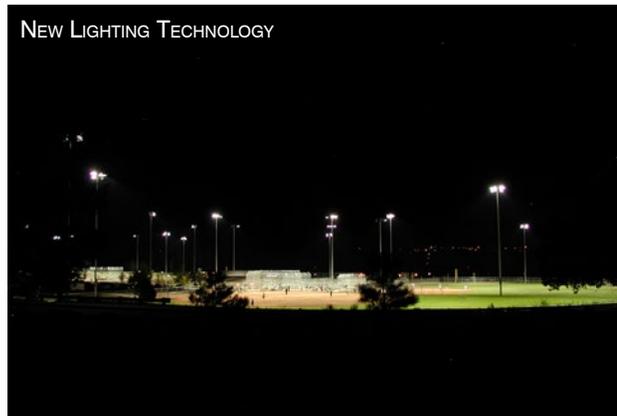
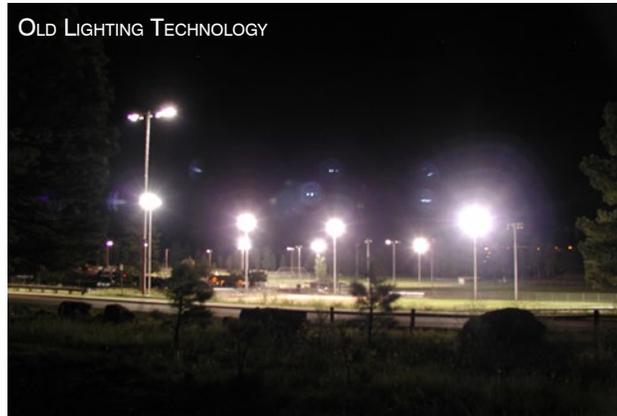
The bike park should include a range of features that are intended to provide experiences in each ability level, allowing for ideal learning progression and skills building. It could be designed as one or two progressive slopestyle lines and progressive dirt jump lines that encircle the perimeter of Town Park and weave through existing park amenities, which could contribute to enlivening the gateway experience for visitors to the Town.

Skill building features, a “tot track” and a pump track should also be considered. The park would accommodate public day-to-day recreational use, programming, special events and world-class races. Implementation Strategies

The bike park would contribute to the current efforts of Snowmass Tourism and other partners to further promote Snowmass as an international bicycle destination, acting as a powerful economic engine for multi-season visitation. The nature of the park would be markedly different than the downhill-oriented bicycling being pursued by the Aspen Ski Company and would complement, rather than compete, with activities happening at the resorts. The bike park would also contribute greatly towards the efforts of the Roaring Fork Mountain Bike Association (RFMBA) toward achieving both Silver and Gold International Mountain Bike Association (IMBA) Silver and Gold Ride Center, as a bike park was specifically identified as a priority in the 2014 IMBA study of the region as a bicycle destination

- Complete Pre-Design and Concept Planning
- Complete design and construction plans

- Coordinate with local partners such as RFMBA, ASC, and Snowmass Tourism to design, promote and program the facility
- Pursue grant funding from the People for Bikes Community Fund, Great Outdoors Colorado (GOCO) Program, Bell Built Grants, and other sources



Lighting for Multi-Purpose Field Space

PRIORITY: **P1** TIMING: **ST** COST RANGE: **\$340,000-\$500,000** SUPPORTED GOALS: **OV1, OV3, OV7, OV8, OV9, OV10**
P1, P2, P3, P4, P6

Project Description

A sports lighting system on the multi-purpose field space at Town Park could provide many benefits for players and spectators, including safety of the athletes, more flexible scheduling for games and practices, and improving the recreational and spectator experience. Lighted field space would expand opportunities and seasons for programming, allowing for the enhancement of existing programs and the creation of new programs. Lighted fields are relatively limited in the RFV, so lighted field space at Town Park would create an opportunity for complimentary program scheduling that would expand opportunities for regional participants who need greater flexibility in program offerings. Lighted field space would also improve the use of Town Park for community events and gatherings throughout the year.

Lights were reported as the best way the existing field space at Town Park could better meet the needs of respondents in the surveys and lights were also identified by department staff as important for improving operations and programming.

An important consideration in field lighting is ensuring the light stays “on the field” where it is needed. Field lighting has traditionally been a significant contributor of “light pollution”

in our communities, but new light control technology is available that can reduce glare and redirect light to the field playing surfaces. This results in uniform lighting, which is imperative for players’ safety, and more light on the field, which may reduce the number of fixtures needed. As shown in the images to left (from Flagstaff AZ’s Thorpe Park ballfields at the base of the Lowell Observatory), the average illumination level on the playing field with this new technology is twice the old lighting level, despite the “brighter” appearance of the older lighting. This new energy efficient technology also can help to lower the amount of electricity used and should be pursuing in implementation of this project.

Implementation Strategies

- Work with a lighting company to develop bid specifications, the field lighting design, and installation
- Pursue grant funding from the Great Outdoors Colorado (GOCO) Program, the MLB Baseball Tomorrow Grant Program, and/or the US Soccer Foundation
- Implement complimentary program offerings (see program projects)
- As potential operational benefits are similar, either artificial turf or field lighting should be implemented in the short-term, with the other being implemented in the long-term.

Platform Tennis

PRIORITY:

TIMING:

COST RANGE:

SUPPORTED GOALS:

P1

I

P

\$0; Pilot supported by local platform tennis group.

OV1

OV2

OV3

OV4

OV6

OV7

OV7

OV9

OV10

P3

P4

P6

Project Description

Platform Tennis is a racquet sport that is typically played outdoors in cold weather. The game is played on an aluminum deck about 1/3 the size of a tennis court and is surrounded by a 12' high superstructure with taut, 16-gauge "chicken wire" fencing which allows play off the walls, as in racquetball and squash. Historically, the court has been elevated or on a platform. The base of an elevated platform tennis court is usually enclosed, allowing for a heating system beneath the deck (propane, natural gas or kerosene.) The heating system melts ice off the aggregate deck surface, allowing athletes to play outdoors in all weather conditions. Most courts have lighting systems so the game can be enjoyed day or night.

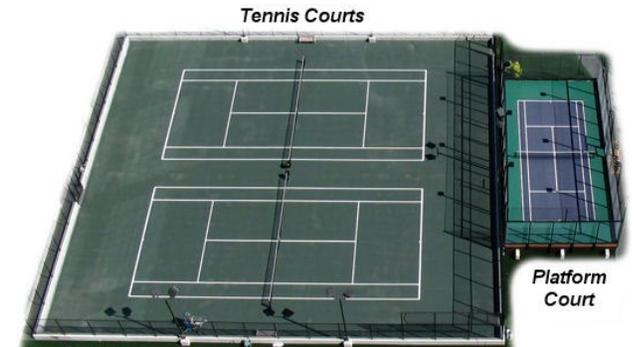
A group of interested RFV citizens have been pursuing development of a platform tennis facility in the valley for some years. Currently the closest platform tennis opportunity is provided at a private club in Eagle, while the only publicly available opportunity in Colorado is located in the front range. This project is conceived of as an initial pilot to be constructed in place of the existing basketball courts, which would be relocated to replace two of the underutilized tennis courts. The local platform tennis group has committed to provide full funding for the relocation of

the basketball courts and the construction of the pilot. Without this private support the project would likely not be pursued. If the pilot is successful, further expansion of the facility could be considered. Provisions for its removal if it proves unsuccessful should be included in the agreement.

Platform tennis is an attractive recreational opportunity for the Town because the facility would expand programming opportunities and could act as a catalyst for more racquet sport activity at Town Park throughout the year. The facility would also activate the outdoor space at Town Park in the winter, creating visual interest and foot traffic near the Recreation Center when other Town Park activities are relatively quiet. Finally, platform tennis would provide a recreation activity that is absent anywhere in the RFV, and would create an opportunity for local, regional and national events and competitions.

Implementation Strategies

- Complete MOU and funding agreement with local group
- Complete design and construction plans
- Implement complimentary program offerings (see program projects)
- Explore event and competition prospects
- Fees for use and programs should be similar to those in place for the existing tennis courts.





All Weather Artificial Turf on Multi-Use Field Space

PRIORITY:

TIMING:

COST RANGE:

SUPPORTED GOALS:

P2

ST

\$760,000-
\$860,000

OV1

OV3

OV4

OV7

OV8

OV9

P1

P2

P3

P4

P6

Project Description

All weather artificial turf could expand season length for leagues and programming, allowing for the enhancement of existing programs and the creation of new programs. It could also increase the capacity of field space vs traditional turf (all weather synthetic turf fields can support 30% more play than grass fields) while simultaneously improving the use of Town Park for community events and gatherings throughout the year. It would also improve the turnaround time between events and sporting uses, reducing needed rest time to zero.

While artificial turf typically costs 80% - 100% more than traditional turf fields at the outset, their payback against the costs generally begins after a shorter period due to reduced maintenance costs, often providing significant savings within 6 years. The funds saved on maintenance could be put into a maintenance endowment to replace the synthetic turf at the end of its life (generally replaced every 12-15 years).

Implementation Strategies:

- Work with a turf company to develop bid specifications, design, and installation
- Pursue grant funding from the Great Outdoors Colorado (GOCO) Program, the MLB Baseball Tomorrow Grant Program, and/or the US Soccer Foundation
- Implement complimentary program offerings (see program projects)
- As potential operational benefits are similar, either artificial turf or field lighting should be implemented in the short-term, with the other being implemented in the long-term.

Benefits of Synthetic Turf vs Natural Grass

Natural grass simply cannot remain lush and resilient if used more than three to four days a week, in snow or drought, or during months when grass doesn't grow. This, coupled with an escalating need for durable fields that accommodate multiple teams, events and activities, the high cost of maintaining a grass sports field or landscape, and the need to conserve water, have prompted a rising number of schools, parks and municipalities to turn to synthetic turf to meet their needs.

	High-Quality Artificial Turf	Natural Grass
Playing Time	3,000 hours play per year; no rest required	680-820 hours per year, rest required between heavy play or event use
Maintenance Required	Clearing debris, brushing the surface, topping infill levels	Mowing, watering, fertilizing, pesticides, aeration
Revenue Generation	Can be used 24/7/365 for sports, community events or other revenue generating activities	Less opportunities for events due to rest time needed between play time or inclement weather
Environment	Water savings, less pollution, no pesticides	Maintaining the natural environment, foliage and soil conditions
ROI	Payback is generally 3 to 4 years, up to 3x less expensive than natural grass over a 20 year period	Less upfront cost, slower ROI due to higher maintenance costs and few revenue generating events
Community Use	Enhanced accessibility due to increased playtime and all weather surface	Use can be limited due to necessary rest time
Land Utilization	Can achieve more use with same amount of space	Use can be limited due to necessary rest time
Sport Performance	Same as natural grass	Better than low-quality artificial turf
Safety	Same as natural grass	Better than low-quality artificial turf

Redesigned Rodeo Grounds to Finish Town Park

PRIORITY:

P3

TIMING:

LT

COST RANGE:

NA

SUPPORTED GOALS:

OV1

OV3

OV4

OV5

OV6

OV7

OV8

OV9

OV10

P1

P2

P3

P5

P6

Project Description

The current configuration of the rodeo grounds in Town Park is inefficient for both the Town and the rodeo operator (Snowmass Western Heritage Association; SWHA). The rodeo lot is an important component of skier parking in the winter and acts – inefficiently – as competitor prep space for the rodeo in the summer. However, the lot is not particularly aesthetically pleasing, and as part of the gateway into Snowmass Village it does not support the visual identity of the Town. A lack of covered spectator seating also detracts from the rodeo experience and the perimeter of the rodeo grounds acts as back of the house storage for the department, which places heavy equipment near the tree playground and other important areas of Town Park.

Given these issues, a reconfiguration of the rodeo grounds should be considered to improve how space is organized in this area. There are opportunities to shift and/or reorient the rodeo grounds within Town Park to make better use of the space. There is also the possibility for relocating the rodeo grounds to another location in the Town or valley.

If the rodeo grounds are reconfigured within Town Park, a redesigned facility should focus

on a flexible use of the space to achieve greater utilization throughout the year. A dedicated storage area should be incorporated into the design. A new facility should also be designed to better integrate with existing and proposed amenities at Town Park, allowing for paths and activities to access Brush Creek Road and trails in that area. The landscaping and aesthetic character of a new facility should also be paramount in the redesign, including consideration of the rodeo lot.

SWHA has expressed their interest in improving, reconfiguring, or possibly relocating the rodeo grounds to improve their operation and the spectator experience. A majority (73%) of respondents in the survey also indicated that a change in the way that Rodeo Grounds space is used should be considered, and many of those who said a change should not be considered suggested the incorporation of flexible use/ multi-purpose facilities in their write in comments, which is in fact a change in the use. Community members have expressed a desire to improve the aesthetics of the rodeo facility and the gateway throughout this planning process and in previous planning endeavors in the Town. As a result, further planning for a redesign of this facility should be pursued.

The Town is currently contemplating a “Gateway” planning process for the rodeo lot and entrance to Town, which would significantly impact the rodeo grounds. A master plan for the rodeo grounds and gateway should be pursued, perhaps beginning with informal planning discussions with SWHA, Pitkin County, and other stakeholders. Absent of a master plan for the rodeo grounds, any “Gateway” planning efforts for this area should consider the future recreational use of this portion of Town Park and build upon the recommendations provided here.

Implementation Strategies:

- Engage the community, SWHA, Pitkin County, ASC, and Aspen Junior Hockey in planning discussions
- Complete Gateway Site Master Plan
- Pursue Great Outdoors Colorado (GOCO) Grant Program and private funding
- Explore event, program and competition prospects

Community Garden at Cathy Robinson Park

PRIORITY:

TIMING:

COST RANGE:

SUPPORTED GOALS:

P2

ST

\$4,000-
\$10,000

OV2

OV3

OV4

OV5

OV7

OV8

P1

P2

P3

Project Description

Given the interest in community food production and gardening opportunities, Cathy Robinson Park should be considered for a community garden, which could also include a seasonal, temporary greenhouse structure to accommodate the limited growing season in the RFV and allow for gardening throughout the year. The access and connectivity at Cathy Robinson Park make it an ideal location for a community garden.

A community garden within the Town would also provide opportunities for integration with proposed cooking, food and other lifestyle program offerings.

Implementation Strategies:

- Partnership with community groups and volunteers to help maintain
- Explore partnerships with community groups and volunteers





Redesigned Ice Rink

PRIORITY:

TIMING:

COST RANGE:

SUPPORTED GOALS:

P1

LT

NA

OV1

OV3

OV4

OV6

OV7

OV8

OV10

P1

P2

P3

P4

P6

Project Description

Hockey, broomball and ice skating are important recreational opportunities for the Town to continue to provide. However, the existing ice rink is collocated with the rodeo grounds in Town Park and experiences some inefficiencies as a result. A lack of shading on the ice can make it difficult for the Town to maintain a consistent ice surface throughout the winter and there is no spectator seating, limiting the value of the facility for events and competitions.

Additionally, the department has been approached by Aspen Junior Hockey, who is considering the funding of a new, preliminarily indoor ice rink in the valley. While the potential for locating such a facility at Town Park has been discussed, the feasibility for the Town and Aspen Junior Hockey needs to be better understood. Given other opportunities in the RFV, a full size, year-round, indoor facility is not recommended at Town Park at this point, but funding and partnership opportunities with Aspen Junior Hockey may change this calculus. This opportunity should be further explored and discussed with Aspen Junior Hockey.

Regardless of the outcome of discussions with Aspen Junior Hockey, permanent home for the ice rink should be determined. The ice rink should continue to utilize seasonably flexible space to achieve greater utilization throughout the year, but congruence between the uses should be improved. The ice rink could share space with a redesigned rodeo grounds, a multi-purpose or softball field space, or on tennis courts. . It could also be located elsewhere in the Town, possibly in Base Village.

Implementation Strategies:

- Engage the community, Pitkin County, ASC, and Aspen Junior Hockey in planning discussions
- Pursue Great Outdoors Colorado (GOCO) Grant Program and private funding
- Complete Gateway Site Master Plan
- Explore event, program and competition prospects

Bike Wash and Repair Station

PRIORITY:

P2

TIMING:

I

COST RANGE:

\$5,000-
\$7,000

SUPPORTED GOALS:

OV2

OV3

OV4

OV5

OV7

P1

P2

P3

Project Description:

A bike wash and repair station at Town Park would contribute toward the communities' bike-friendliness and support the development of bicycle-related programs and classes in the department. A public wash and repair station is convenient for locals and can add a lot of value to tourists seeking a world-class bicycle destination.

A station typically includes a bike stand, an air pump, and all the tools necessary to perform basic bike repairs and maintenance, from changing a flat to adjusting brakes and dérailleurs.

Vendors typically provide necessary design and installation services. Estimated cost includes consideration of concrete slab, landscaping and benches/amenities that may be incorporated.

Implementation Strategies:

- Purchase and install bike wash and repair station.



Town Park Pond, Beach and Green Infrastructure Improvements

PRIORITY: **P2** TIMING: **LT** COST RANGE: **\$90,000-\$155,000**

SUPPORTED GOALS:

OV1	OV3	OV4	OV6	OV7	OV8
OV9	OV10	P1	P2	P3	P4
P5	P6	OS1	OS4	OS5	

Project Description:

The pond at Town Park is a man-made catchment that facilitates storm water and wetland functioning at the park. Currently the pond is underutilized recreationally and does not have a consistent water flow throughout the year. The pond could be improved for ecological function, lounging, sunning and passive recreation, and fishing opportunities in conjunction with the development of other projects at Town Park, such as the bike park or the reconfigured ice rink. In this way, the pond could improve the ecological sensitivity of Town Park and accommodate additional recreational development, while simultaneously providing new recreational opportunities for the community.

In addition to ecological improvements, a sandy lounging area could be constructed to provide a beach-like recreation opportunity not offered elsewhere in the valley. This classic summer time experience is often hard to find in the mountains of Colorado and could provide a significant draw and marketing opportunity for multi-season tourism in the community. Many mountain communities like Breckenridge and Steamboat Springs have found great success in constructing outdoor

spaces that focus on lounging, sunning, and water play. The Steamboat Burgess Creek Promenade has proved so popular with both locals and visitors that plans for its expansion are already underway after only a few years of operation.

Other improvements could include an expansion of the pond, stream habitat improvements, pond habitat improvements, increased storm water management features, stocking of fish, landscaping, benches and possibly an Americans with Disabilities Act (ADA) fishing access point.

The pond could also be developed as a children’s fishing area. A free annually-stocked fishing pond could create a valuable asset and learning opportunity for local families, as water improvements were the number one outdoor facility requested for Town Park in the youth and family survey. In addition, other Colorado mountain communities have found success in attracting tourists by providing a kids’ fishing pond that free for youth ages 14 and under with no need for a fishing license.

New, exciting programs, such as youth fishing or sunrise yoga in the sand could also make use of the expanded pond. The space would



also be ideal for community events and facility rental.

This project should also be incorporated into Town “Gateway” planning process

Implementation Strategies:

- Complete design and construction plans
- Pursue grant funding through the Colorado Parks and Wildlife (CPW) Fishing Is Fun Program and the Great Outdoors Colorado (GOCO) Program
- Complete Gateway Site Master Plan
- Implement complimentary program offerings (see program projects)
- Explore the possibility of children’s and family events at the site

Brush Creek Park

PRIORITY: TIMING: COST RANGE:

P3

ST

\$425,000-
\$840,000

OV2

OV3

OV4

OV5

OV7

P1

P2

P3

OS1

OS4

OS5

SUPPORTED GOALS:

Project Description:

This project envisions the development of a new, approximately five acre park in conjunction with stream restoration along Brush Creek from top of the Mayfly to the Snowmass Mall. Improvements could include an arts path trail, benches, landscaping and passive recreation amenities and stream habitat improvements.

As employee housing is concentrated in this area, this project would expand outdoor play and relaxation opportunities to residents of multi-family housing who typically have less yard and “private green space” for play.

The project would also provide an excellent opportunity for outdoor education and programming, reinforcing the Town’s commitment to sustainable management of

natural resources and education about and appreciation of the natural world.

Implementation Strategies:

- Prepare natural resources inventory, restoration plan, design and construction plans
- Seek community art contributions
- Explore partnerships with environmental education organizations to provide develop interpretive signage and programming
- Implement complimentary program offerings (see program projects)
- Pursue grant funding through the Great Outdoors Colorado (GOCO) Program



OPEN SPACE POLICIES AND ACTIONS

1) Seek acquisition of new open spaces that are multi-dimensional in the resource value they bring to the community with priorities in the following order:

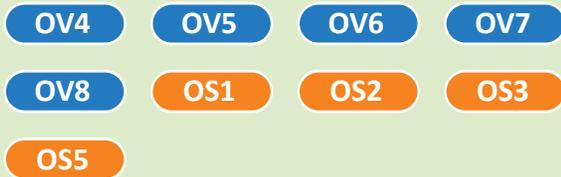
- Water quality
- Trail opportunity
- Vegetation, habitat, wildlife and natural communities
- Scenic resources
- Adjacency to Brush Creek, National Forest or other existing open space

PRIORITY:

TIMING:



SUPPORTED GOALS:



2) Provide latitude in policy to consider “other” opportunities for open space acquisition that, while still reflective of identified community value, may take advantage of unique circumstances to set aside parcels for future consideration.

PRIORITY:

TIMING:



SUPPORTED GOALS:



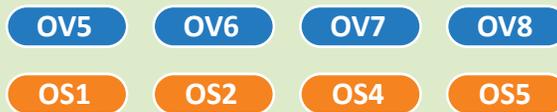
3) Evaluate private open space or set asides associated with planned residential development in light of this framework and consider where private open space resource value and function might align with broader community objectives.

PRIORITY:

TIMING:



SUPPORTED GOALS:



4) Complete a Town-wide Natural Resources Management Plan

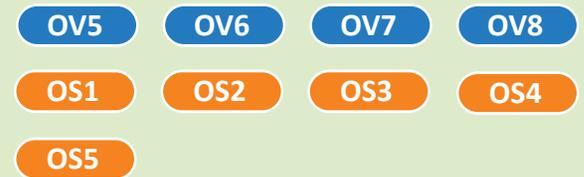
- Establishes performance measures and site-specific plans for management to protect environmental quality of existing open space (and other town owned) parcels
- Comprehensive plan to protect wildlife, enhance natural areas from invasive species, protect water shed areas, and promote the value of open space in the Town.

PRIORITY:

TIMING:

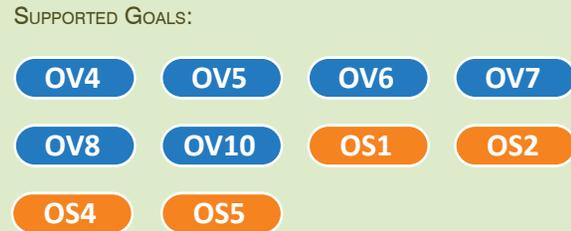


SUPPORTED GOALS:



5) Continue to explore the role that partnerships might play in managing or acquiring open space parcels

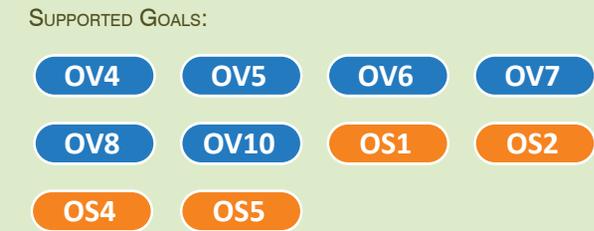
- Pitkin County OST
- City of Aspen
- USFS
- Aspen Valley Land Trust
- Roaring Fork Conservancy



6) Always consider the resource values supported by the open space when developing specific proposals or defining management objectives.



7) Maximize opportunities to expand the function of existing open space to more broadly address community values (i.e., finding ways to enhance recreation, habitat, conservation etc.).



GARDEN POLICIES AND ACTIONS

1) Manage Town-owned gardens and open spaces to reduce invasive, non-native species

- Develop a specific plan for the control of noxious weeds

PRIORITY:

TIMING:

P3

I

O

SUPPORTED GOALS:

OV6

OS1

OS2

OS3

OS4

OS5

2) Develop Landscape Maintenance Standards for Town Gardens utilizing xeric (low-water) species that are consistent with the Town's aesthetic character to maintain the currently high level of quality for town managed gardens

PRIORITY:

TIMING:

P2

I

SUPPORTED GOALS:

OV3

OV4

OV7

OV8

OV10

G1

3) Explore opportunities for sponsorship to help support flower landscapes in the Town where appropriate

- Consider benefit districts fees for merchants in specific areas to help support the nearby gardens and beautification efforts which they receive a direct benefit from

PRIORITY:

TIMING:

P2

I

SUPPORTED GOALS:

OV3

OV4

OV7

OV8

OV10

G1



TRAILS PROJECTS

The Trail Projects listed below correspond to #'s 1-25 listed on the future opportunities trail map. Trail projects are intended as generalized, conceptual alignments and are only meant to demonstrate the need for a connection between two trails or destinations. Trail alignments will require on-the-ground flagging and more detailed design treatments to implement, and some trails may require partnerships, acquisition or agreements to construct and maintain.



Understanding Trail Users

Trail users in Snowmass Village include a wide-range of groups from pedestrians walking for utilitarian purposes, for exercise, or to stroll and linger at Base Village, the Mall or Snowmass Center to bicyclists of varying skill and comfort levels to hikers, mountain bikers, and equestrians, primarily using trails for recreation. Proposed trail projects reflect the interests and needs of all user groups and individuals within the community.

This sidebar defines the different user types typically seen on trails and paths in Snowmass Village and the typology discussion describes the types of trails and facilities that are appropriate for each type of user. It also recognizes those users with mobility challenges and addresses ways to accommodate those users.



PEDESTRIANS



HIKERS



EQUESTRIANS



OTHER NON-MOTORIZED USERS



CASUAL/ROAD BIKERS



MOUNTAIN BIKERS

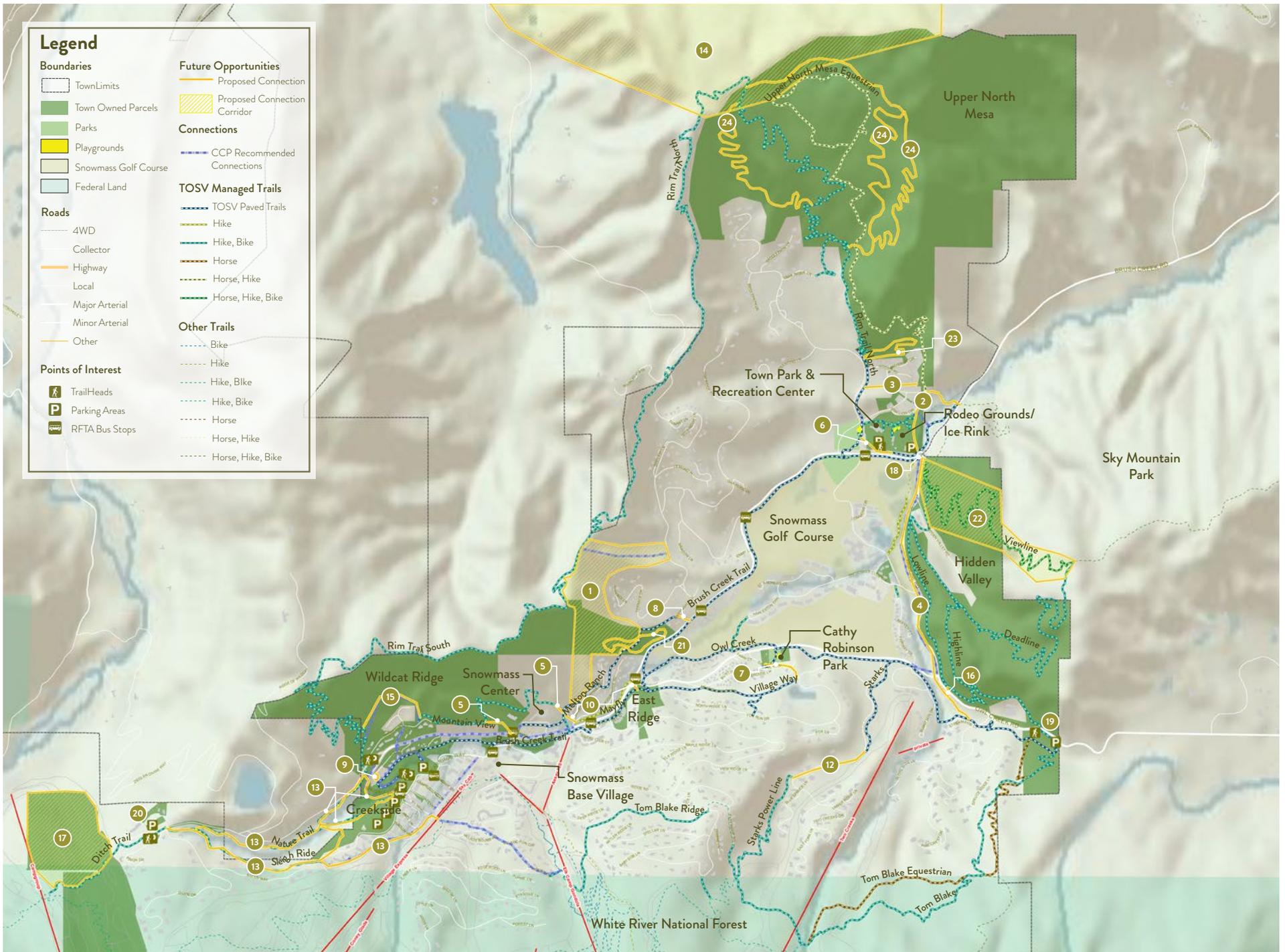


MOBILITY CHALLENGED



DOGS





Future Trail Opportunities Map



1) Rim Trail Connector

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This rugged multi-use trail would provide greater connectivity to the popular Rim Trail by adding a connection in the area north of Brush Creek Road, east of Snowmass Center. Various alignments should be explored that could utilize a town/open space parcel or easement, depending on availability

2) Town Park Connector

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This multi-use path should be unpaved, or if paved should provide a horse shoulder, to provide multi-use and equestrian connectivity around Town Park and the pond to connect to Ditch Line and the eastern part of the Brush Creek Trail. The trail would also provide access to the Upper North Mesa Equestrian Trail. The project would potentially include two road crossings and will need to be sensitive to wetlands and ponds in area. The trail should be integrated with the gateway planning effort.

3) Horse Ranch Connector

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This multi-use path would increase recreational connectivity by providing access to Town Park, the Brush Creek Trail and the Ditch Line Trail via proposed connection #2 from the residential area to the north of Town Park off of Horse Ranch Drive.

4) Highline Road Path

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This multi-use path should be unpaved, or if paved should provide a horse shoulder, to provide multi-use and equestrian opportunities to loop around the golf course and to connect to the Tom Black Trail parking area. The berm along the east side of the road would likely need to be cut to build the trail

5) Snowmass Center Connector

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This rugged hiking and mountain biking trail would provide access to the Mountain View Trail from behind Snowmass Center, providing additional connections on the west or east side.

6) Underpass Alternative

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This multi-use path would increase recreational connectivity by providing access to Town Park, the Brush Creek Trail and the Ditch Line Trail via proposed connection #2 from the residential area to the north of Town Park off of Horse Ranch Drive.

7) Gambel Way Trail

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This paved multi-use path would provide a small loop opportunity with the Brush Creek and Village Way Trails. Signage/wayfinding along Gambell Way could be installed in the interim to complete the connection.

8) Melton Ranch Connector

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This paved multi-use path would provide improved access to the Melton Ranch Trail, improving the cohesiveness of the recreational experience. Signage/wayfinding along the sidewalk on Sinclair Road could also complete this connection.

9) Trailhead Improvements at Western Terminus of Brush Creek Trail

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P3	I	MU		N/A	\$7,500-\$15,000	OV1	OV2	OV4
						OV5	OV6	OV10
						T1	T2	T3
						T4	T5	

Project Description:

This project would involve adding short spurs and signage/wayfinding to improve connections of the Brush Creek Trail with the trailhead parking lot, Snowmass Mall, and the Rim Trail.

10) Mayfly Spurs

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P2	ST	R		0.1 Mile	\$20,000-\$55,000	OV1	OV2	OV4
						OV5	OV6	OV10
						T1	T2	T3
						T4	T5	

Project Description:

This project would create a short spurs at both ends of the Mayfly Trail to connect to the bridge/Melton Ranch trail junction and the Village Way Trail, which would improve the connectivity value of the Mayfly Trail. It would also provide a short loop opportunity and provide connections to the proposed Brush Creek Park. Road crossings at either end would be necessary to complete the connections.

11) Repave All Paved Pathways in the Town

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

The pavement surface of Brush Creek Trail is in need of repair, as are most of the approximately 8 miles of paved pathways in Town. Repaving of these surfaces will improve the accessibility, safety and the recreational experience of these trails. Along with the repaving of the trails, an assessment and maintenance plan for the paved paths in Town should also be developed to ensure trails remain in good condition moving forward. When trails are repaved, the addition of a soft-surface jogging/horse shoulder should be considered where the right-of-way allows.

12) Stark's Connector

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This connection could be completed as a paved multi-use path or a painted bike lane with signage/wayfinding. A multi-use path would increase continuity of the recreational experience and improve safety of the existing connection between Stark's Trail and the Stark's Powerline Trail, but access issues and topography may present a challenge to implementation. The trail would extend Stark's trail from where it currently stops to the intersection of Stark's powerline trail.

13) The Skill Builder Trails

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P3	I	MU	  	2.5 Miles	\$800,000- \$1,350,000	OV1	OV2	OV4
						OV5	OV6	OV9
						T1	T2	T3
						T4	T5	

Project Description:

New connections and improvements to existing trails would create a rugged accessible trail loop opportunity along Nature-Trail and Sleigh Ride, Creekside, and South Rim Connection. Currently these trails connect further up at Divide Road. There is a desire to make a connection closer to the Mall and Village, possibly through Open Space property. Design of these improvements should be focused on creating a skill building area with options to ride over or around challenging sections or to take more challenging routes.

14) Brush Creek Regional Connection

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P2	LT	R	  	Connectivity Corridor	N/A	OV1	OV2	OV4
						OV5	OV6	T1
						T2	T3	T4
						T5		

Project Description:

This regional connection would add a new trail north of where Ditchline turns and goes up the hill past the Town Limits, eventually connecting to Highway 82. The connection is a long-term, visionary idea and will require partnerships with Pitkin County Open Space and potentially private landowners to explore their interest in such a project.

15) Hawk Ridge Trail

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This rugged trail would provide a connection between the Mountain View Trail and the Rim Trail behind employee housing and Hawk Ridge Lane

16) Owl Creek Spur

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This short spur would provide a connection between the Owl Creek Trail and the Lowline Trail without having to cross at the Highline/Owl Creek Roads intersection. The trail would all connect to proposed trail #5 and would require a road crossing to reach Lowline. It should continue with the same trail experience (unpaved or paved with horse shoulder) as proposed trail #5.

17) Down the Divide Trail

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P1	LT	R		Connectivity Corridor	N/A	OV1	OV2	OV4
						OV5	OV6	
						T1	T2	T3
						T4	T5	

Project Description:

New connections and improvements to existing trails would create a rugged accessible trail loop opportunity along Nature-Trail and Sleigh Ride, This rugged downhill mountain bike trail would create an opportunity for an expert trail loop above the current Ditch Trail. If the trail went all the way to Divide Road/ Ditch Trail, users could loop back on the road. This trail should be integrated with the Campground Connector trail to be redesigned in 2016.

18) Gateway Crossing

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P1	LT	BR	  	N/A	\$120,000-\$650,000	OV1	OV2	OV4
			  			OV5	OV6	OV9
						T1	T2	T3
						T4	T5	

Project Description:

A non-motorized bridge accessible to walkers, bicyclists and equestrians is proposed to cross Brush Creek Road to provide access to the Hidden Valley Trails from the Gateway area. The connection should be integrated with the gateway planning effort.

19) Tom Blake Trailhead Improvements

PRIORITY:	TIMING:	TYPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P3	ST	TH P	   	N/A	\$35,000- \$100,000	OV1	OV2	OV4
						OV5	OV6	OV10
						T1	T2	T3
						T4	T5	

Project Description:

Trailhead and parking improvements in this area would provide better parking and access for all users—particularly equestrians—at this popular trailhead. Parking should be expanded and flexible to accommodate horse trailers.

20) Upper Divide Lot Trailhead Improvements

PRIORITY:	TIMING:	TYPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		
P1	LT	TH P	   	N/A	\$35,000- \$100,000	OV1	OV2	OV4
						OV5	OV6	OV10
						T1	T2	T3
						T4	T5	

Project Description:

Trailhead and parking improvements in this area would provide better parking and access for all users—particularly equestrians—at this popular trailhead. Parking should be expanded and flexible to accommodate horse trailers. Trailhead improvements should be integrated with development of proposed trails #14 and #18.

21) Snowmass Wild Dog Trail and Dog Park

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

As a linear dog park this project would provide a more “wild” off-leash trail experience for dogs and their owners, while alleviating needs for enforcement of leash laws on other trails. The trail would be located in a flat area along Brush Creek Road on a Town-owned parcel, with connectivity to the Brush Creek Trail and a parking lot at Brush Creek Road. This location would provide convenient access to town and housing, while providing spatial and visual buffers from residences. The project would also include a fenced dog run traditionally associated with dog parks near the parking area/trailhead as well as a linear dog park/trail that specifically allows for off-leash use. The fenced dog run area should include amenities of a traditional dog park with pet fountains and water features, as well as other site furnishings and play features. The off-leash dog opportunity provided here should be promoted to users of other trails to alleviate non-compliance on other trails, and the intensity of leash law enforcement on other trails and parks should be increased in the short-term. Consultation with Colorado Parks and Wildlife (CPW) will be critical to the project, and any wildlife concerns should be fully understood and accommodated prior to implementation.

22) Multi-use Safety Improvements along Viewline Trail

PRIORITY:	TIMING:	TYPOLGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This project would involve the design and construction of multi-use safety improvements along Viewline Trail to provide relief to user conflicts on this popular trail. Possible treatments should include minor trail realignments to improve line-of-sight, pull-offs in some steeper sections and potentially some downhill bicycle-only parallel routes. Signage alerting users to trail etiquette, trail conditions and other user groups they may encounter on the trail should be the first step.

23) Upper North Mesa Beginner Mountain Bike Loops

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

This project would provide beginner mountain bike loop opportunities near Town Park that link up to the existing paved trail system along Horse Ranch Road providing convenient off-road access for children and families. Beginner mountain bike trails were the most commonly requested trail type by the public in terms of learning progression and missing recreation opportunities, and would contribute towards IMBA Ride Center Silver Designation. Proximity to the Recreation Center and the proposed bike park/pump track proposed there would create opportunities for integration into bicycle programming.

24) Upper North Mesa Expert Mountain Bike Loops

PRIORITY:	TIMING:	TPOLOGY:	USER GROUPS:	PROPOSED LENGTH:	COST RANGE:	GOALS:		

Project Description:

New mountain-bike only rugged trails are proposed in the Upper North Mesa area to provide more “truly expert” mountain bike opportunities in the Town. These loops would connect with the Rim Trail, providing for day-long mountain bike excursions. The Upper North Mesa Equestrian trail should continue to prohibit bicycle use, but should allowing hiking access should be considered. Signage to use caution where mountain bike trails cross the horse trails should be implemented. This project would also contribute towards IMBA Ride Center Silver Designation.





TRAILS POLICIES AND ACTIONS

1) Encourage adherence to dog waste and leash policies

- Provide signage to explain why rules are what they are (wildlife, land access, etc.)
- Conduct increased education campaign with fliers, signs, social media about why rules are what they are (wildlife, land access, etc.) coupled with a more intensive enforcement
- Hold a trail cleanup day specific to pet waste to both clean up the trails and raise awareness for the issue
- Implement Dog Park and Linear Dog Walk project (Trail Project #22, above)
- Provide garbage cans and waste stations at all trailheads and many trail junctions

PRIORITY:



TIMING:



SUPPORTED GOALS:

- OV1
- OV2
- OV4
- OV5
- OV6
- T1
- T2
- T3
- T4
- T5

2) Implement a volunteer Trail Ranger Program

- Develop an orientation and training session for Trail Rangers that includes trail use etiquette and safety procedures, as well as wildlife and habitat identification information
- Trail Rangers can monitor the trails for maintenance issues and inappropriate or illegal activity and should be expected to provide other trail users with information and assistance as needed. Additionally, Trail Rangers should be asked to assist with picking up trash along the trails, and help with scheduled trail maintenance work days throughout the year.
- Develop swag materials for Rangers, such as a water bottle and a volunteer Trail Ranger t-shirt to proudly wear while using the trails.

PRIORITY:



TIMING:



SUPPORTED GOALS:

- OV1
- OV2
- OV4
- OV5
- OV6
- OV9
- T1
- T2
- T3
- T4
- T5

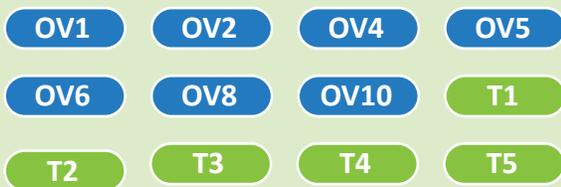
3) Ensure Sustainable Trail Design

- Build trails wide enough to accommodate the expected use, and for safe passing
- Design in adequate sight distances
- Design to control speeds where necessary
- Design and construct trails to minimize erosion
- Features and structures are in scale with the natural environment
- The visual quality of the landscape or specific landscape features is not diminished
- Soil resources are protected from human-caused erosion
- The introduction of invasive species is avoided

PRIORITY: TIMING:



SUPPORTED GOALS:



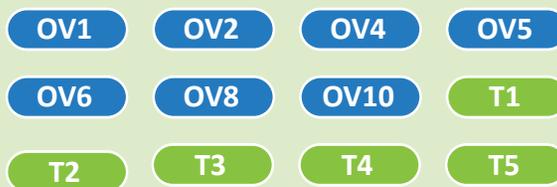
4) Remove the mountain bike trail closure on the South Rim Connector Trail

- Trail is currently closed to mountain biking from 10 AM to 3 PM to accommodate guided nature hikes
- Utilize safety and trail etiquette education to reduce trail user conflicts during this time

PRIORITY: TIMING:



SUPPORTED GOALS:



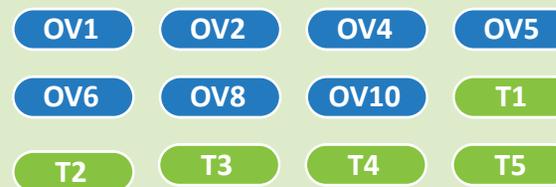
5) Acquire trail easements where necessary to facilitate a cohesive and connected system of trails.

- Work with private landowners and partner organizations to establish trail easements.
- Develop marketing brochure on easement donation opportunities.

PRIORITY: TIMING:



SUPPORTED GOALS:





Recreation Center Projects

Recreation center projects do not lend themselves to individual implementation, and will likely be designed and implemented in phases. To facilitate implementation and cost estimating, recreation center projects have been divided into three distinct implementation phases: Pool and Aquatics, Minor Recreation Center Improvements, and Major Recreation Center Improvements. Costs for individual project elements are not provided, but rather overall costs for each phase.

POOL AND AQUATICS

The pool and aquatics phase incorporates pool enlargement, an expanded lounging deck, replacement of the waterslide, and improvement of the pool control room. These pool and aquatics improvements could happen independently of other Recreation Center projects, but should be integrated with planning and design for the Minor Recreation Center Improvements, particularly concession area and locker room improvements, to maximize the benefit and revenue opportunities between the two phases. Total cost for this phase is estimated between \$185,000 and \$250,000.



Expanded Pool and Lounging Deck

PRIORITY: TIMING: IMPLEMENTATION PHASE

SUPPORTED GOALS:

P2

ST

Pool and Aquatics

OV1

OV2

OV3

OV4

OV7

OV8

OV9

OV10

R1

R2

R5

Project Description:

In the vein of fun, sun and water discussed above with the pond expansion, there is an additional opportunity to expand the pool deck at the Snowmass Village Recreation Center to include more lounge space and more passive recreation opportunity that would appeal to locals and visitors alike.

The existing pool and deck is already extremely popular, but this expansion would create a new amenity for local families and residents, as well as a significant draw and marketing opportunity for multi-season tourism in the community. The addition would provide a sun and fun lounging recreation opportunity not offered elsewhere in the valley, create additional revenue streams for the department, compliment other proposed improvements, and provide family and community gathering space, and help open up the Recreation Center to a new, more passive market of users.

In terms of existing facilities, the pool and deck area was commonly mentioned as being in need of expansion in the survey. Additional lap lanes and more pool space in general is desired by the community. The waterslide will also need to be replaced in the next few years (see below) and the pool expansion should include more water play features.

Implementation Strategies:

- Complete Pre-Design and Concept Planning
- Complete Pool and Aquatic design and construction Plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding
- Implement complimentary program offerings (see program projects)





Waterslide Improvements

PRIORITY: TIMING: IMPLEMENTATION PHASE

P3 ST Pool and Aquatics
OV1 OV2 OV3 OV4 OV7 OV8
OV9 OV10 R1 R2 R5

SUPPORTED GOALS:

Project Description:

The existing waterslide at the Recreation Center is nearing the end of its lifecycle and will need to be replaced soon. Replacement should occur in conjunction with the expansion of the pool deck (see above).

When replacing the waterslide, consider the addition of two or three slides, providing varying levels of excitement for a range of ages, as well as a covered tube slide to expand season of use.

Although certainly larger in size, the Glenwood Springs Hot Springs Pool slides are good examples, and always in demand (lines on weekends and holidays).

Implementation Strategies:

- Complete Pool and Aquatic design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding

Pool Control Room

PRIORITY: TIMING: IMPLEMENTATION PHASE

P1 ST Pool and Aquatics
OV1 OV2 OV3 OV4 OV7 OV8
OV10 OV9 R1 R2 R5

SUPPORTED GOALS:

Project Description:

An expansion of the pool (see above) would likely trigger the need for upgrades to the pool control room, which currently doubles as storage and administrative space, and houses the center's IT equipment. A new space should be sought for the IT equipment regardless of changes to the pool control room, and a redistribution of the storage space should also be considered.

Implementation Strategies:

- Complete Pool and Aquatic design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding

EXISTING RECREATION CENTER IMPROVEMENTS

The Existing Recreation Center Improvements phase includes the sauna/steam room, locker room improvements, the improved concession area, and additional administrative and office space. While it could be constructed separately, planning and design of this phase should consider the other two phases to ensure seamless integration of the total recreation center experience. Square foot expansion for this phase is estimated at between 1,500 and 2,000 square feet and the total cost for this phase is estimated at between \$750,000 and \$1,000,000.

Sauna/Steam Room

PRIORITY:

TIMING:

IMPLEMENTATION PHASE

SUPPORTED GOALS:

P1

ST

LT

Existing Recreation Center Improvements

OV1

OV2

OV3

OV4

OV7

OV8

OV9

R1

R2

R5

Project Description:

The practice of partaking in gentle, persistent heat and steam dates back thousands of years and has been adapted by spas and health centers around the world. Saunas are thought to relieve stress, relax muscles and soothe aches/pains in both muscles and joints, flush toxins, cleanse the skin, induce a deeper sleep, improve cardiovascular performance, burn calories, and help fight illness. Saunas also just feel good and can provide an enjoyable experience for participants.

A sauna/steam room at the Snowmass Village Recreation Center could provide these benefits to the community, as well as complement the recreation and wellbeing activities at the center. A sauna/steam room would also fit well with the proposed expansion of the pool and deck (see below) to provide more lounging, après ski (or après hike, or après bike, etc...),

and passive recreation opportunities at the Recreation Center. A Sauna/Steam Room was also by far the most requested new facility/equipment that could be added to the Snowmass Village Recreation Center in the community-wide survey (more than double the next highest) and the highest ranked new facility discussed at the public meetings.

Implementation Strategies:

- Complete Pre-Design and Concept Planning
- Complete design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding



Locker Room Improvements

PRIORITY: **P3** TIMING: **ST** **LT** IMPLEMENTATION PHASE: **Existing Recreation Center Improvements** SUPPORTED GOALS: **OV1** **OV2** **OV3** **OV4** **OV6** **OV7** **OV8** **OV9** **R2** **R5**



Project Description:

In concert with the addition of the sauna/steam room and pool and deck expansion, improvement of the locker rooms should also be considered. While a substantial redesign of the locker rooms is not necessary, their integration into the other facilities at the Recreation Center could be improved. Privacy in the locker room showers was also mentioned in the survey as being in need of improvement.

Implementation Strategies:

- Complete Pre-Design and Concept Planning
- Complete design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding

Improved Concession Area

PRIORITY:

TIMING:

IMPLEMENTATION PHASE

SUPPORTED GOALS:

P1

ST

LT

Existing Recreation Center Improvements

OV1

OV2

OV3

OV4

OV6

OV7

OV8

OV9

R2

R5

Project Description:

Food service is an increasingly important element in recreation centers, and can have a major impact on recreation departments' bottom lines and on the overall guest experience. Though typically small in size, concession areas have the potential to serve as the social hub of many recreation buildings.

There is an opportunity to improve the existing concession space and operation, potentially with an independent operator, to create additional revenue streams for the department and enhance the level of service at the Recreation Center. An outside operator could provide a novel approach to the concession operation and a fresh angle or a recognized name could stir interest in the Recreation Center and boost sales. If an outside vendor is selected to run the concession, there may be an opportunity for the vendor to contribute a capital investment to the operation and it will be important to spell out exactly who is paying for what in any operating agreement.

A redesign of the concession space should consider who will be running the operation and what food and refreshments will be offered. It should also incorporate the entryway into the facility to improve the

Recreation Center's first impression and "front-of-house" appearance. The concession should also be better integrated into the outdoor space to serve visitors to both the pool and Town Park. It is a good idea to make the concession operation available from both the free zone and the secure zone of the facility (indoor and outdoor), to increase availability for spontaneous purchases and to minimize the need to travel back and forth through the security point.

Concession offerings could include a smoothie/juice bar, coffees and hot beverages (particularly in the winter months when the rec center may serve more "warming hut" needs), more healthy and "grab-and-go" food options, and alcohol sales. Food and beverage options should be provided that cater to children, adults and all ages in between.

Implementation Strategies:

- Complete Pre-Design and Concept Planning
- Complete design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding
- Explore partnerships with independent vendors for the concession operation





Administrative and Office Space

PRIORITY: **P3** TIMING: **ST** **LT** IMPLEMENTATION PHASE: **Existing Recreation Center Improvements** SUPPORTED GOALS: **OV1** **OV2** **OV3** **OV4** **OV6** **OV7** **OV8** **OV9** **R2** **R5**

Project Description:

Office space is currently constrained within the Recreation Center, especially during high staffing periods in the summer months, which can deteriorate the work environment for full time staff. Along with the expansion of the Recreation Center—or changes to the concession area—redesigned or additional office space should be considered.

Implementation Strategies:

- Complete Pre-Design and Concept Planning Complete design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding

DISTINCTIVE INDOOR RECREATION OPPORTUNITIES

The Distinctive Indoor Recreation Opportunities Major Recreation Center Improvements phase includes the creation of unique, world-class facilities including the Jump Gym, field house and expanded multi-purpose gym space, additional cardio, fitness & spinning space, and the loading dock, staging and storage space projects. While it would be accessible from the existing recreation center, this phase is envisioned as a stand-alone addition with its own separate entrance. While it could be constructed separately, planning and design of this phase should consider the other two phases to ensure seamless integration of the total recreation center experience. Square foot expansion for this phase is estimated at between 25,000 and 30,000 square feet and total cost for this phase is estimated at between \$14 and \$15 million.

The Jump Gym

PRIORITY: TIMING: IMPLEMENTATION PHASE

SUPPORTED GOALS:

P1

LT

Distinctive Indoor
Recreation Opportunities

OV1

OV2

OV3

OV4

OV6

OV7

OV8

R1

R2

R3

R5

Project Description:

The Jump Gym is envisioned as a 10,000 square foot venue for recreational and competitive gymnastics, “woodward-style” action sports training, and indoor playground space. The facility would likely be attached to the existing Recreation Center, with its own dedicated entrance as well as an entrance from the Recreation Center proper. Similar venues often include spring floors, in-ground trampolines, 30-50 feet length tumble trampolines, foam filled practice pits, traditional gymnastics apparatuses, freestyle actions sports features, and dedicated areas for birthday parties and preschooler use. Some also include so-called “Ninja Warrior Training Elements.” The facility could also include a day care space to accommodate drop in day programing.

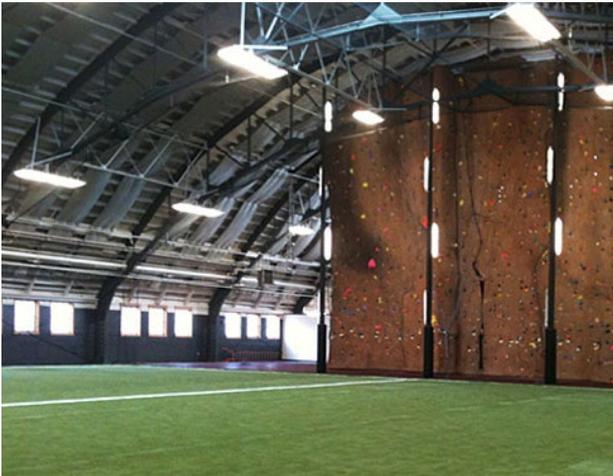
This facility would dovetail with the mountain and alternative recreation that Snowmass Village is known for, providing advanced training opportunities to local residents in the off-season as well as huge tourism promotion potential throughout the year. The facility could be programed to host competitions and other community events, and could be used in both existing and proposed programs in the department. There is also an opportunity for partnerships with local clubs and groups for gymnastics and action sports training and events.

As a unique facility in the RFV and the western slope, the visitation boost and revenue potential from such a facility is significant. The facility could be used by residents of all ages, but would be particularly attractive for regional youth residents and visitors with families. An indoor action sports facility was the second most requested new facility for the Recreation Center in the community-wide survey and youth/family surveys, and an indoor children’s playground was the most requested facility in the youth and family survey.

Implementation Strategies:

- Complete Recreation Center Improvement Master Plan Process
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding
- Explore partnerships with ASC, local groups and clubs
- Explore event, program and competition prospects
- Implement complimentary program offerings (see program projects)





Field House

PRIORITY: TIMING: IMPLEMENTATION PHASE

SUPPORTED GOALS:

P1

LT

Distinctive Indoor
Recreation Opportunities

OV1

OV2

OV3

OV4

OV6

OV7

OV8

R1

R2

R3

R5

Project Description:

The current multi-purpose gym space does not provide any area for spectators, or much clearance between existing court lines and the walls. A new approximately 12,000 square foot field house could more comfortably accommodate existing uses, as well as a wider range of activities, and provide for spectator space. The field house could be incorporated with the Jump Gym construction to share spectator space, support areas, etc.

A new field house would expand opportunities for indoor sports and activities such as roller derby, indoor lacrosse, volleyball, indoor football, dodgeball, dance, etc.

In the interim, there may be an opportunity to re-line the court space in the existing gym to improve safety.

Implementation Strategies:

- Complete Recreation Center Improvement Master Plan Process
- Complete design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding
- Implement complimentary program offerings (see program projects)

Additional Cardio, Fitness & Spinning Space

PRIORITY:

TIMING:

IMPLEMENTATION PHASE

SUPPORTED GOALS:

P3

LT

Distinctive Indoor
Recreation Opportunities

OV1

OV2

OV3

OV7

OV8

R1

R2

R3

R5

Project Description:

Additional cardio/weight space was frequently requested in the community survey and the existing “spinning hallway” was noted by many respondents as needing improvement. Expansion of this space would allow the department to provide equipment that is currently not offered at the center, such as rowing machines and stair climbers, and improve the quality of the spinning and fitness programs currently offered by the department.

Implementation Strategies:

- Complete Recreation Center Improvement Master Plan Process
- Complete design and construction plans
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding
- Implement complimentary program offerings (see program projects)



Loading Dock, Staging and Storage Space

PRIORITY:

TIMING:

IMPLEMENTATION PHASE

SUPPORTED GOALS:

P1

LT

Distinctive Indoor
Recreation Opportunities

OV7

OV8

Project Description:

A loading dock, as well as improved staging and storage space, should be considered with an expansion of the Recreation Center. It is currently difficult to receive supplies at the Recreation Center, particularly large and/ or heavy deliveries. Once on site, movement and storage of supplies could also be improved by eliminating the split-level design between storage and other areas. IT

and other administrative space should also be incorporated into this redesign.

Implementation Strategies:

- Complete Recreation Center Improvement Master Plan Process
- Pursue Great Outdoors Colorado (GOCO) Grant Program and USDA Rural Development Community Facilities Grant Program funding



RECREATION PROGRAM RECOMMENDATIONS

The following recommendations outline a range of potential programs that could be implemented by the department. Many new programs are intended to dovetail with new facility improvements, and the final program list is expected to be further refined through implementation of improvements, coordination with instructors, etc. The final list of programs will likely not reflect ALL programs listed herein.



1) Offer more lunch time programs of all ilk

- This was a commonly expressed idea by community in survey and public meeting, but historically, the department has found a challenge in filling programs mid-day. Therefore, lunch-time programs should be instituted on a trial basis to “test the waters,” starting with Friday lunch programs. Work schedules often have more flexibility on Fridays (cutting out of work early in summer, etc.)
- Drop in opportunities are even more important for lunch time programs than they are for programs in general, and perhaps a price premium could be applied to account for this flexibility.

PRIORITY:

P2

TIMING:

I

SUPPORTED GOALS:

OV1

OV2

OV6

OV7

R1

R2

R3

2) Expand Recreation Programs for Adults and Seniors

- Programs for all levels of participation from introductory and skill building to competitive leagues and tournaments
- “Test the waters” with the initiation of some relatively simple programs to see if they can become viable, regular programs
 - Hold informal tournaments or events of various potential programs to assess if interest exists for the continuation of these programs
 - Marketing these “start-up” tournaments or events as fundraisers for parks or cultural programs in the Town may also create an added benefit and increase the level of participation
 - Partnership with day care program to encourage participation

PRIORITY:

P3

TIMING:

I

SUPPORTED GOALS:

OV1

OV2

OV6

OV7

R1

R2

R3

3) Drop-in Day Care

- A drop-in day care service should be explored at the Recreation Center, possibly integrating a new daycare space within the proposed Field House/Jump Gym expansion. Opportunities for partnerships with the Little Red Schoolhouse, or other day care providers should be explored. Rates should be competitive, with a price premium placed on the care to accommodate the drop-in nature of the activity.

PRIORITY:

P3

TIMING:

ST

SUPPORTED GOALS:

OV1 OV2 OV3 OV6
OV7 R1 R2 R3

4) Community Movies

- Weekly movie series throughout the summer
- Offers new and different types of community experiences
- Accessible for all
- Facilitates community cohesiveness
- Could occur outdoors if sunset and timing allows, or could occur in the multi-purpose gymnasium space

PRIORITY:

P1

TIMING:

I

SUPPORTED GOALS:

OV1 OV6 OV7
R2 R3

5) Expand yoga offerings

- a) Yoga offered at different times, lunchtime offering
- b) Sunrise, poolside, trailside (ying yang), yoga in the sand
- c) By far the existing program that most survey respondents said they do or would participate in

PRIORITY:

P3

TIMING:

I

SUPPORTED GOALS:

OV1 OV2 OV6 OV7
R1 R2 R3

6) Silver Sneakers/Senior Programs

- Significant and currently-increasing demographic group within the community, visitors and second home owners
- Social club: once or twice a month. Dinner with different themes (prom, hot august nights, etc), conversation café
- Tours: museums, historical, etc.
- Game nights
- Bocce ball or other sports nights, informal
- Wii for Seniors
- Lifestyle programs

PRIORITY:

TIMING:

P3

I

SUPPORTED GOALS:

OV1

OV2

OV6

OV7

R1

R2

R3

7) Expand Bicycling Programs

- Bicycle skills/training
- Organized bicycle rides
- Bicycle conditioning
- Bicycle repair and maintenance
- All scored within the top ten in survey results
- Partnerships with RFMBA, SkiCo, Snowmass Tourism

PRIORITY:

TIMING:

P3

I

SUPPORTED GOALS:

OV1

OV2

OV4

OV6

OV7

R1

R2

R3

8) Lifestyle Programs

- Cooking classes and wine/beer tasting/making classes (both “lifestyle classes”) were listed as the top two new programs that could be offered by the department
- Other lifestyle programs could include:
 - Arts and painting
 - Dancing
 - Dining and social clubs
 - Gardening classes
 - Music instruction and performance
 - Wildflower/Wildlife Identification Tours
 - Drawing and Painting
 - Mixed Media Art
 - Quilting
 - Date night opportunities: Wine and Easel nights, etc.
 - Brain Fitness: learn different exercises, games, computer programs

PRIORITY:

TIMING:

P2

ST

SUPPORTED GOALS:

OV1

OV2

OV6

OV7

R1

R2

R3

9) Informal or alternative sports

- Platform tennis
- Kickball
- Can jam
- Ultimate Frisbee
- Wallyball (rebound volleyball)
- Pickleball
- Roller derby
- Dodgeball
- “Ninja Warrior” events

PRIORITY:

TIMING:

P2

ST

SUPPORTED GOALS:

OV1

OV2

OV6

OV7

R1

R2

R3

10) Sports and Fitness

- Addition of field lighting and artificial turf will allow for expansion of existing, popular programs, such youth and adult soccer, softball, etc. Programs will be able to run longer in the evening with a longer overall season
- Explore a partnership with Aspen United to bring more youth soccer players to Snowmass Village
- Competitive gymnastics
- CrossFit
- Mud/Adventure run training
- Ski conditioning
- Running Skills/Training
- Indoor lacrosse
- Indoor volleyball
- Indoor football
- Dance
- Drop in adult and youth hockey
- Drop in broomball
- Drop in ice skating

PRIORITY:

TIMING:

P2

I

SUPPORTED GOALS:

OV1

OV2

OV6

OV7

R1

R2

R3

11) Outdoor Rec Programs

- Action sports training, programs and camps a la Woodward
- Fly fishing classes/clinics
- Youth fishing programs
- Bicycle programs (see above)
- Equestrian programs / Rides and skills
- Avalanche Rescue Training
- Nordic Skills/Training
- Group Hikes.

PRIORITY:

TIMING:

P3

I

SUPPORTED GOALS:

OV1

OV2

OV6

OV7

R1

R2

R3

ADMINISTRATIVE AND MANAGEMENT ACTIONS AND POLICIES

1) Implement Lifecycle Asset Management for all park and recreation center equipment so facilities can keep their image and value at a high level.

- Establish equipment replacement schedules for all equipment to ensure the replacement needs are well understood and adequately funded
- Develop a Preventive Maintenance Plan for all equipment that includes manufacture requirements for each asset and a preventive maintenance schedule

PRIORITY:

TIMING:

P2

ST

SUPPORTED GOALS:

OV2 OV3 OV7 OV8
OV10

2) Develop an Operational Manual for the recreation center to maintain the site and establish consistent Recreation Center Facility Maintenance Standards. Facility Maintenance standards should be developed to apply to:

- Maintenance frequency
- Opening and closing
- Signage
- Aesthetics
- Equipment
- Performance measures

PRIORITY:

TIMING:

P3

ST

SUPPORTED GOALS:

OV2 OV3 OV7 OV8
OV10

3) Develop Recreation Program Standards and Performance Measures to gauge performance. Recreation Program Standards should include:

- Customer retention
- Customer satisfaction toward the registration system
- Specific cleanliness ratings
- Instructor ratings
- Cost recovery rates
- Household percentage of program participation
- Program distribution by age group

PRIORITY:

TIMING:

P3

ST

SUPPORTED GOALS:

OV1 OV2 OV3 OV7
OV8 R1 R2

4) Utilize a diversified funding structure for the department including maximization of existing sources and exploration of new ones

- Maintain real estate transfer tax funding as a baseline funding source for the department
- Expand revenue generating opportunities through the development of new facilities and programs with this goal in mind
- Continue to evaluate program and rental pricing strategies annually focused primarily on competitor prices and cost recovery rates. In general, current rates are slightly below market price; incrementally raise prices every 3-6 months for next 2-3 years
- Maximize Great Outdoors Colorado (GOCO) and other private and non-profit funding support by tracking available grants and reviewing opportunities annually
- Consider new sources such as funding support through school, sporting organizations, and non-profit partnerships, revenue from ancillary activities with special events such as parking, and benefit districts fees for merchants in specific areas to help support the nearby gardens and beautification efforts which they receive a direct benefit from
- Expand opportunities for philanthropic support of the department. Examples include “buy a brick” programs, facility and equipment naming opportunities for memorials, etc.

• Develop marketing brochures on the community improvement fund and easement donation opportunities. The brochures should include the process for negotiation, earmarking funds, and necessary agreements between Town and donor.

PRIORITY:

TIMING:



SUPPORTED GOALS:



5) Implement greater Price Segmentation in recreation programs pricing to maximize both yield and participation. Prices could be segmented based on:

- Residents and non-residents
- Senior and youth rates
- Early registration discounts
- Family registration discounts (discount on 2nd, 3rd and 4th registrations, etc)
- Lodging partnerships
- Program packages, select a few different programs. First one at regular price, discounts after that
- Friends and family benefits program, discounts when register all together
- Primetime / non-prime time rates could help alleviate some capacity utilization issues

PRIORITY:

TIMING:



SUPPORTED GOALS:



6) Encourage greater pre-registration in programs, particularly youth programs with a range of approaches, including:

- Improved marketing (see admin policy #15), as being unaware of the programs offered was mentioned as one of the top barriers to pre-registration
- Providing more flexible participation options, such as registration for any six sessions in an eight-week period
- Allowing complimentary access to recreation center facilities for children and caregivers before or after youth programs
- Offering increased early registration discounts for core program areas where community benefit is of paramount importance
- Offering discounts on packaged adult programs that run on the same days/times as youth programs

PRIORITY:

P2

TIMING:

I

SUPPORTED GOALS:

OV1

OV7

R1

R2

R3

7) Enhance mechanisms for continuous feedback from recreation center members and program participants

- Distribute follow up surveys after programs and events using a digital survey provider (e.g. survey monkey) and email follow ups
- Conduct standardized program reviews between department leads and instructors
- Provide digital and physical comment opportunities on the website and at the recreation center
- Include customer feedback as a regular discussion item in staff meetings
- Customer satisfaction processes should occur not only with the recreation center and programs, but also with general park maintenance and athletic field quality, new facility design, and community events

PRIORITY:

P3

TIMING:

I

SUPPORTED GOALS:

OV2

OV3

OV7

R3

R4

8) Develop an annual program review process

- Recreation staff present their yearly goals for program areas to other senior staff of the Department
- Include policy reviews, financial and registration performance, customer issues, and plans for the future.
- Helps to ensure good communication and cooperation across all program areas

PRIORITY:

P2

TIMING:

I

SUPPORTED GOALS:

OV2

OV3

OV7

R3

R4

9) Support the professional development of key department staff through membership in the Colorado Parks and Recreation Association and the National Recreation and Parks Association

- Provide for annual conference attendance by key staff
- Support professional accreditation at all staff levels, including instructor
- Establish a minimum of training hours per year per employee (best practices entail 40 hours of training per year per employee)

PRIORITY:

TIMING:

P3

I

SUPPORTED GOALS:

OV2

OV3

R1

R3

10) Establish Customer Requirements for each program area to identify those service and product attributes that are most important to customers

- Customer Requirements relate to each program area (aquatics, fitness, etc.) and should include a listing of approximately five key customer requirements
- Key requirements should be identified by customers through post program surveys and can be included as part of an importance/performance matrix (asking what is most important and asking how the Department is performing)
- For example, in a youth aquatics program, key requirements could include: overall safety of the program, instructional quality, convenience and ease of registration, cost of the program, and skill development
- Key requirements should be reinforced in the training process and consistently communicated to all instructors and staff that directly interface with customers

PRIORITY:

TIMING:

P3

ST

SUPPORTED GOALS:

OV1

OV2

OV3

OV7

R2

R5

11) Develop Customer Service Standards to reinforce to part-time and seasonal staff what is most important to customers and maintain quality customer experiences. Customer Service Standards should include:

- Facility cleanliness standards
- Safety standards
- Signage standards
- Program cancellation standards
- Instructional quality standards, such as instructor toolkits
- Internal communication standards for part time and seasonal staff, such as instructors
- Registration process standards
- Telephone answering standards

PRIORITY:

TIMING:

P2

ST

SUPPORTED GOALS:

OV1

OV2

OV3

OV7

R2

R5

12) Conduct an annual review of partners and partnership opportunities to encourage active management of the partnership relationships

- Recalibrate partnership outcomes and goals
- Determine missed opportunities

PRIORITY:

TIMING:

P2

I

SUPPORTED GOALS:

OV3

OV5

OV6

OV7

13) Develop a marketing plan to plan to lay out the overall marketing direction for the entire Department.

- Provide vision and direction for the individual program areas
- Develop separate marketing campaigns for residents and visitors. Quarterly town newsletter for locals and marketing piece for hotels and condos.
- Consider development of a recreation guide that merges town news, information and council updates with quarterly information about recreation programs
- Nationally, 48% of users rely on their park and recreation program guide as primary marketing communication
- Digital communications, including email blasts, websites, and social media were favored in survey. Continue frequent Facebook, Twitter, Pintrest and Instragram communications. Consider a department blog.
- Provide information in the entryway/ breezeway, could include fliers on each program, rack cards, trail maps, and bus schedules
- Build up on the success and momentum of recent trail guides and consider opportunities for a few different guides that blend facility and program information in various topic areas. For example, a new guide for tennis could be developed that highlights the new platform tennis

opportunity and the programs/leagues that go along with it

- Provide funding to expand the marketing capacity for the POSTR system, either within the Parks and Recreation department or within other Town auspices.

PRIORITY:

TIMING:

P2

I

SUPPORTED GOALS:

OV3

OV4

OV5

OV7

R4

14) Continue to maintain parks, gardens and outdoor spaces at a high level through support of the of the seasonal grounds-maintenance crew

- Develop a work order system to document park maintenance success and help track the true cost of maintenance of park and amenities
- Establish environmental maintenance standards and practices for natural areas management
- Consider a maintenance endowment to support maintaining existing assets
- Develop Park Maintenance Standards to tie available staff hours and equipment

requirements to the frequency of the task. Park Maintenance Standards should include:

- Equipment Maintenance
- Routine Park Janitorial Maintenance
- Athletic Use Area (tennis, basketball, skate park, etc.) Maintenance
- Turf Maintenance
- Security and Light Maintenance
- Playground Maintenance
- Park Amenities Maintenance
- Sign Maintenance
- Training Standards

PRIORITY: TIMING:

P2 **ST**

SUPPORTED GOALS:

OV2 **OV3** **OV8** **OV10**
P1 **P2** **OS3** **OS4**
OS5 **T2** **T5**

15) Develop a Special and Temporary Use Permit Application to manage and understand the nature of special uses of Town lands. Typical application information includes:

- If amplified voice or sound will be used and, if so, during what hours
- If artificial lighting or light projector after dark will be used
- Using commercial vendors. Date, hours and the duration of the event
- Serving of alcohol and a liquor license if required
- Serving food or drink and a food service license if required
- Insurance certificate from insurance agent if required
- Site plan illustrating the property boundary, existing conditions (e.g. parking) and that portion of the property where the event will be held including areas to be occupied by tents, structures and / or product display.
- Application fee

PRIORITY: TIMING:

P3 **I**

SUPPORTED GOALS:

OV3 **OV7** **P3**

16) Continue to respect sensitive wildlife resources through adherence to Town ordinance 10-29 and the intergovernmental agreement between the USFS, CPW, Pitkin County, Aspen Skiing Co and TOSV to close trails on Burnt Mountain each spring for elk calving.

- At trails that close seasonally for wildlife preservation, continue to provide signage at trail parking explaining the purpose of the closure and where similar open opportunities exist
- Enforce zero tolerance policy and fines for trail closure violations through the Town’s Animal Services Division, in partnership with Colorado Parks & Wildlife
- Utilize “Adaptive Management Techniques” to understand the value of closing the Tom Blake parking lot, which provides access to both open and closed trails
- Compare citations/warnings issued in the past few years with the parking lot closed, and a season’s worth of citations/warnings with the lot open to see if the closure, and consequentially a permanent gate, is worth it

PRIORITY: TIMING:

P3 **I**

SUPPORTED GOALS:

OV8 **OS2** **OS4** **OS5**