

# Avon West Town Center District Investment Plan

*August 2007*

**DESIGNWORKSHOP**

# Town of Avon

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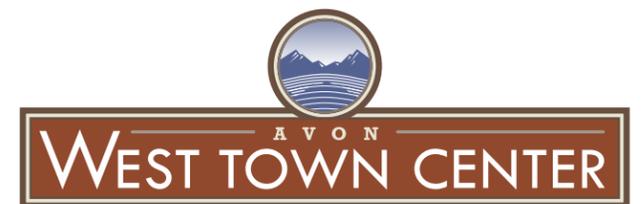
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# Overall Development Vision

*July 2007*

**DESIGNWORKSHOP**



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# A. Introduction and Overview

## A.1 Plan Purpose and Intent

The purpose of the West Town Center Investment Plan is to encourage and facilitate revitalization. This document provides a vision for what the district could look like and guidance for how it can be realized. It is to serve as a guide for public and private sector investment; identifying the benefits and risks, goals, the design, and the finance mechanisms. This cohesive and visionary - rather than piecemeal and reactive - approach is expected to provide the following benefits:

- Builds more predictability and direction into the design review process by making the desires of the Town of Avon and its citizens apparent
- Speeds the review process of compliant proposals
- Spurs confidence in investors by outlining reasonable expectations for growth
- Results in functionally and aesthetically complementary development
- Establishes a distinguishable character for the Town Center
- Assists the Town in budgeting resources by proposing time frames, incremental steps, financing mechanisms, and management plans

The vision is the result of ideas contributed by owners of key properties, the community, and the Town of Avon and their consultants. This document is intended for the use by these groups, more specifically:

- Developers
- Architects, Landscape Architects, and Urban Designers
- Town Center land owners
- Town Center tenants
- Transportation Authorities
- Avon Public Library
- Community Groups (i.e. Art and Public Places)
- Chamber of Commerce
- City Departments responsible for decisions that affect the West Town Center such as:
  - Community Development
  - Finance
  - Public Works
  - Design Review Board
  - Town Council
  - Planning Commission
  - Parks and Recreation

## Relationship to Town-wide Plans

This document is adopted by Town Council and was developed in concert with the following documents:

- Town of Avon Comprehensive Plan, February 2006
- Town of Avon Residential, Commercial, and Industrial Design Review Guidelines, adopted November 6, 2001 and revised January 10, 2006
- Zoning Code of the Town of Avon
- West Town Center Implementation Plan, November 6, 2001
- Town of Avon Housing Needs Assessment, December 2006
- Town Center West Area Urban Renewal Plan, August 2007

The Guidelines in this document work with the Comprehensive Plan and Town of Avon Residential, Commercial, and Industrial Design Review Guidelines to provide specifics that are customized to this District. Reference is made throughout this document to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines with indications of when to refer to them and when the Town-wide guidelines are superseded by this document.



Imagery including photographs, sketches, diagrams and computer models are used throughout the Investment Plan to assist in the visualization of the potential for physical changes. Building massing and footprints are for descriptive purposes only.



In addition to West Town Center, redevelopment is planned for East Town Center, the Village at Avon and Riverfront Village. Much consideration has gone into how these districts and the surrounding areas fit together functionally and aesthetically.



Stakeholders engagement throughout the plan development process has been the key to creating a plan that is implementable.



The 1973 aerial photograph shows only a mobile home park and an interchange.



The 1978 aerial photograph shows the beginnings of the roadway network, a few townhomes, two commercial buildings and a pond. Grading for a future subdivision to the west of Avon Road is also evident.

## Genesis of the Plan

The Town of Avon and key property owners have prepared plans for the West Town Center District as early as 1999. This was at a time of major investment by property owners and a desire to coordinate efforts to create a unified central district. The November 6, 2001 Avon Town Center Implementation Plan includes an action plan for public improvements in combination with the private sector projects.

Soon after the Implementation Plan was created, the tourism industry slowed. Investors became more cautious and the rate of development decelerated. In 2005, the Town became interested in implementing the West Town Center District plan. They chose to begin with streetscape design in an attempt to spur redevelopment of storefronts. In the process of developing a conceptual Main Street plan, the Town acknowledged that improvements were needed beyond the streetscape to create a vibrant town center. A streetscape design alone could not address the challenges of buildings facing away from Main Street, the need for roadway realignment, coordinating the redevelopment efforts of multiple land-owners, and instilling investor assurance. The Town identified the need for a comprehensive plan that analyzes the economic, social, and physical factors.

A successful master plan could not be crafted without the input, support and buy-in from the community, property owners, businesses, Town of Avon, and other appropriate governmental services and utility companies. In 2005, a Community Charrette and stakeholder meetings were conducted involving a large array of interested groups (i.e. businesses, art community, property owners, general public, etc.) in the design process. Conceptual options were developed at these meetings and concluded with public evaluation. Following the meetings, the preferred alternative was selected. The design team

developed a refined, but preliminary, integrated plan for all components of the West Town Center and Main Street Public Improvements plan, including:

- Street configuration integrated with the transportation center;
- Proposed railroad crossings and parking structure;
- Streetscape, landscape and pedestrian areas;
- Connectivity and circulation;
- Signage and wayfinding;
- Necessary cross plans, sections, elevations and perspectives;
- Concept materials and details; and
- Financing implementation alternatives.

A financial analysis and market analysis were conducted to identify the optimal viable redevelopment plan for the public and private sectors. In addition, strategies for the political processes, funding mechanisms, and management were developed. This West Town Center Investment Plan combines all these studies and designs into a single document. In addition, it provides the Town of Avon and private developers the guidance needed to realize the vision of the master plan.

## A.2 District Context and Description

### Avon Context

The Town of Avon is located in the Colorado Rocky Mountains along the Eagle River. Situated next to Interstate 70, Avon functions as the gateway to Beaver Creek Resort and is located eight miles from Vail Resort. The Town was fully incorporated in 1978. Little development had occurred prior to this incorporation. Avon's traditional role has been as a gateway to Beaver Creek Resort, serving as a bedroom community for Beaver Creek and Vail employees and as a service provider for the two resorts. After ten years, in 1988, Avon had a permanent population of 1,500 people. Ten years after that, in 1998, Avon was home to over 3,000 residents. In 2003, Avon's population had doubled to 6,727 people living in 2,317 households. Avon today consists of year-round residents, second homeowners and visitors.

### West Town Center Description

Much of the commercial development in Avon's West Town Center occurred in the 1980s. Major developments included the town hall and fire station as well as The Seasons Hotel, one of the largest buildings in Avon. The Town also invested in improvements to the roadways and Nottingham Park.

The Town made further public improvements in the 1990s with the construction of the recreation building, library, park improvements, and roundabouts at Avon Road. The Sheraton Hotel, office and commercial were also built during this decade. Since then, the Riverfront Village redevelopment has occurred and the Sheraton has seen some improvements.

The Town of Avon Comprehensive Plan, written in 2006, outlines the current conditions in the Town Center area:

*“The primary focus of urban development within Avon has been in the Town Center District adjacent to Avon Road. This important roadway is the major north-south connection between I-70 and US Highway 6, and serves as the main access to Beaver Creek Resort. The area just west of Avon Road has developed into the most intensely developed area of the Town Center District. The initial developers of Avon intended the Town Center District to become the centerpiece of the town. Avon Center, the Seasons, and Mountain Vista reflect this intent by their higher density character, including a vertical mix of uses with retail and commercial uses on the ground level and a combination of residential, office, and lodging uses on upper floors. The buildings in this area currently orient themselves along the Town’s pedestrian mall, but the Town has initiated efforts to convert this pedestrian mall into the new Main Street that can accommodate primarily pedestrians and secondarily automobiles.”*

## Location

The West Town Center District is one of four high priority redevelopment areas in the Town of Avon, and it is intended to serve as the heart of the community. The area is bounded by the Union Pacific railroad tracks to the south, Avon road to the east, Interstate 70 to the north, and Lake Street and Nottingham Park to the west.

Interstate 70 is the major gateway to the Town as a whole. It connects to Avon Road, making this the most significant - and most challenging - gateway to the West Town Center District, as it links the interstate directly to the Beaver Creek Ski Resort. However, the speed at which most automobiles travel

this road makes them unlikely to stop in the Town Center area and makes it difficult for pedestrians to cross. Turning Avon Road into an inviting and accessible gateway into the West Town Center District is a high priority for the Town.

The other gateway into the West Town Center District is the pedestrian mall connecting Benchmark Road to Nottingham Park. The mall funnels pedestrians into the most intensely developed part of the District and serves as a transition zone on both ends between lower density areas.

The West Town Center District and its borders include a full spectrum of road hierarchies, ranging from interstate highway to pedestrian mall:

- Interstate: I-70
- Major Arterials: Avon Road, West Beaver Creek Boulevard
- Local Roads: Benchmark Road, Sun Road
- Pedestrian Mall

The major arterials are not pedestrian friendly environments; Avon Road in particular is perceived as being a barrier to pedestrian access between the East and West Town Center Districts. While the local roads are more walkable, they primarily front onto surface parking lots as the highest density development has turned its back to these streets. The Town has set in motion plans to convert the pedestrian mall into a new Main Street that would serve automobiles as well as pedestrians (while still remaining a primarily pedestrian-focused street).

## A.3 Planning Considerations

Below are the major current and existing conditions that have been considered during the planning process:

### Next to a Major Interstate

Adjacency to a major Interstate extends the size of Avon’s retail market because of the ease of access from Vail, Beaver Creek, Edwards and the rest of the Eagle Valley.

### Multiple Retail Areas

Retail traffic from year-round residents, second home owners, employees and visitors from throughout the Eagle Valley already flows through Avon. There are numerous existing retail areas in Avon, including the East Town Center District, the Village at Avon, and on a smaller scale the commercial development planned for the Riverfront Village. These existing and planned retail areas combine to create a significant critical mass that establishes Avon as the primary regional retail destination within the Eagle Valley. However, the multiple retail areas within the town make it difficult for Avon to establish a singular commercial image or presence in the eyes of the full-time residents and second homeowners and visitors alike.

### Mixed-Use Retail Center

West Town Center is comprised of mixed-use buildings, but due to the lack of connections to surrounding areas, it does not function well as a mixed-use district that provides people with multiple options, the opportunity to combine trips, or the ability to linger and explore. Activity is generated during the day due to the types of businesses located in the District, but the area does not attract activity in the evening.

### Unsuccessful Retail Area

Despite the amount of retail traffic to Avon, the existing West Town Center area is not successful



Roadways, the railroad, and the river provide physical separation between parts Avon’s urban core.



Footpaths are an indication that pedestrians are attempting to create connections where they do not formally exist. Cut-through patterns are currently common in the Town Center.



The Transit Center is a new addition located in the southeast part of the West Town Center.



and suffers from low sales tax generation and high vacancies. The space is not well configured for successful retail operations due to physical fragmentation, lack of a critical mass sufficient in size and variety to attract people from outside the immediate area, and suffers from a lack of identity.

#### Resort and Outdoor Recreation Portal

Avon serves as the gateway to Beaver Creek Resort as well as to year-round recreation activities in the region. Consequently, there is a demand for services from recreationists that includes gas, food, retail and lodging.

#### Pace of Development

No redevelopment is occurring in the West Town Center area despite the major development activity underway elsewhere in Avon. As currently configured, no single private improvement is able to revitalize or stimulate more development in the area because each building is largely located in isolation.

#### Pedestrian Accessibility

The current style of development favors accessibility by automobile over pedestrian transit. In addition, there are currently no pedestrian linkages from the Town Center to attractions such as Nottingham Park, Riverfront Village, and the Eagle River. Pedestrian circulation in the District is haphazard, disconnected and unclear. Avon Road is perceived as a barrier for pedestrians attempting to walk between the East and West Town Center Districts. However, pedestrian circulation is improving throughout Avon with the addition of a transit station, the new gondola, and the many redevelopment projects surrounding the District. The rail corridor is planned to serve as a transit/trails corridor in the future.

#### Transit Connection

A transit route currently directly connects Avon's Town Center District with Beaver Creek Village. The new transit center planned for the District will enhance and expand upon existing service by

connecting regional, local, and ski transit routes throughout the Eagle Valley.

#### Existing Land Uses and Building Stock

Currently, the West Town Center district consists of a diversity of land uses in vertically mixed-use buildings. Uses include retail, office, residential, government services, civic facilities and parks loosely grouped around a 50-foot pedestrian mall right of way. However, the current construction quality does not suggest long-term sustainability of the buildings.

#### Community Gathering Place

West Town Center's civic area, including the recreation center, town hall and Nottingham Park, currently serves as the heart of the community. However, its design is not conducive to informal gathering or to hosting community activities and events.

#### Redevelopment Potential

Redevelopment potential in the Town Center is high. Development currently occurring in the areas surrounding the Town Center, as well as new access to Beaver Creek via the gondola, are raising property values in the District. In addition, the Town owns strategic parcels that are key to redevelopment. Through redevelopment, the town has the opportunity to create a unique sense of place in the Town Center by utilizing common architectural character and taking advantage of views of the surrounding mountains. However, current development standards (e.g. parking requirements, setbacks, lot coverage) discourage redevelopment, particularly the denser, mixed-use variety that is essential to creating a vibrant central gathering place for the community.

#### Community Support and Momentum

The Town of Avon has had the confidence to take proactive steps to create an environment that will attract redevelopment interest because of the support from the public and buy-in from property owners.

## A.4 Comprehensive Plan Vision and Principles

### Vision

The Town of Avon Comprehensive Plan describes the desired future role of the West Town Center District as serving as the heart of the community.

*“Social, cultural, intellectual, political, and recreational gatherings occur in this district. In addition, the district acts as the common ground between the full-time residents, part-time residents and destination guests through diverse retail and entertainment opportunities. The West Town Center District will be an intensely developed mixed use, pedestrian-oriented area that serves as the primary focus for residential and lodging development within the overall Town Center.”*

### Principles

Planning principles for West Town Center from the Comprehensive Plan include:

- Create a new Main Street in the existing pedestrian mall right-of-way
- Realign Benchmark Road (Lake Street) to improve circulation in the area and enhance the development feasibility of vacant parcels
- Link pedestrian, bicycle, and automobile circulation to and through Avon's Town Center, Nottingham Park, [Riverfront Village], and the Eagle River
- Develop a multi-modal transit center

- Develop a parking structure associated with the expansion of Avon's Recreation Center
- Develop a mix of uses that provides a strong residential and lodging bed base supported by community and guest commercial uses
- Create inviting storefronts with retail, restaurant, and entertainment uses on ground levels and offices, lodging, and residential uses above
- Establish public plazas and other gathering spaces for community interaction and social events
- Provide entertainment opportunities for residents and guests to enliven the area and promote extended retail hours
- Use signage, streetscape design, landscaping, points of interest, and other wayfinding elements to help orient visitors to important destinations within the district and the larger Town Center
- Use architectural detailing on ground level/first floor to enhance the pedestrian environment
- Site buildings of various sizes along the street edge to maximize sun exposure, protect views, and break up building bulk
- Develop a new transit center and private/public structured parking facilities that provide easy access to and through the district



This quick sketches produced in the week-long community charrette illustrates the important role that the park and pond could play in the redevelopment of the Town Center.

## B. West Town Center District 3D Model



The vision for the West Town Center focuses on the new Main Street and creating the vitality necessary to support retail associated with the new Main Street.

Building massing and footprints are for descriptive purposes only.

## C. West Town Center District Illustrative Master Plan



Building massing and footprints are for descriptive purposes only.

Design Workshop recommends that West Town Center District's retail and commercial market focus be oriented towards supporting the lifestyle goals and objectives of Avon's residents and visitors. This lifestyle-oriented focus will establish a competitive niche that is currently missing in the market, and will complement the Comprehensive Plan goal of transforming West Town Center into the community's gathering place and social hub. The development program should include 85,000 square feet of street-level retail space plus an additional 40,000 square feet of commercial space on the second and third floors of Main Street buildings. The residential component should include between 500 and 750 units consisting of condominium, hotel and affordable housing units.

## D. Market Study Summary

West Town Center District is a mixed-use, pedestrian-oriented main street redevelopment project currently being studied by the Town of Avon. This market investigation was conducted by Design Workshop in order to provide insight into the following three questions for the West Town Center District project:

- What is the optimal retail market focus for West Town Center?
- What is the critical mass and mix of new retail space that is required to provide the necessary vitality for the area?
- What is the critical mass and mix of new residential space that will best support the retail component of the project?

The methodology for the market investigation includes:

- Assessment of pertinent demographic information and projections
- Review of the goals established in the draft Comprehensive Plan
- Assessment of the competitive retail areas within the greater Eagle Valley
- Research into comparable communities with similar main street retail districts
- Analysis of retail demand in the market area
- Review of retail market focus options

- Survey of residential components in comparable projects
- Identification of pertinent residential factors

The Eagle Valley retail districts that compete with West Town Center for patrons include Avon Town Center East, Beaver Creek, Vail Village and Edwards Riverwalk. Each has a different mix of uses, types of tenants and retail focus. Beaver Creek and Vail focus on high income short-term visitors and second homeowners. Town Center East maintains a big-box and regional retail focus that provides transaction-based retail opportunities for Eagle Valley residents. Riverwalk at Edwards is a mixed-use development that caters to second home-owners through its retail program and services mix but that also attracts residents and visitors with its numerous dining options.

The comparable Main Street retail districts of Basalt, CO, Frisco, CO and Truckee, CA were researched in order to determine positive and negative attributes of these areas relative to the project proposed for West Town Center. All three areas selected for comparison have similarities to Avon with respect to access, relationship to resorts and demographics. The types of uses on main street, the retail focus, tenant mix, and the role of residential were identified for each district. Frisco and Truckee cater to seasonal visitors and residents, while Basalt is increasingly focused on the second homeowner market.

The lifestyle-oriented retail focus recommended for West Town Center will consist of a mix of retail stores, restaurants, entertainment and services that are focused on supporting and reinforcing the outdoor recreation and community-oriented lifestyle that draws people to live and play in the Eagle Valley. Elements of a lifestyle-oriented program include a mix of entertainment, restaurants, retail and service uses that are comprised of select national franchises and locally-owned businesses complemented with high

quality public spaces, civic and recreational amenities and an active schedule of events and activities.

Restaurants, bars and entertainment will draw repeat visitors to the area and will activate the district day and night and year-round. Retailers will provide clothing, equipment and services that complement the outdoor lifestyle. The lifestyle-oriented focus of West Town Center will benefit from the parks, open space, recreation center amenities that already serve to draw people to the area. The retail focus will cater to year-round residents but will also prove attractive to visitors. Opportunities for interactive shopping experiences will provide entertainment in the retail environment, from watching the process of beer being made at the brewpub to painting bowls and plates with the family at the craft store. Intermingling and socializing will be encouraged with the high-quality outdoor public spaces, at the wide range of restaurants, and in the retail stores. The West Town Center district will be Avon's civic center, hosting festivals, events and seasonal fairs that constantly change the feel and character of the space and offer new reasons for people to visit.

The recommended retail program and mix for West Town Center consists of 85,000 square feet of street-level retail space and 40,000 square feet of second and third floor commercial space. Given the wide range of transaction-based retail options already in the market, West Town Center's program emphasis should be on food and beverage and entertainment in addition to retail goods and services. Restaurants drive traffic to retail areas, and will enhance the attractiveness of the district to patrons that might not otherwise visit. Restaurant options should include a mix of breakfast, lunch and dinner options, quick-casual, sit-down, family-friendly, and local and franchise operators.

The retail program should include specialty goods and services that reinforce the lifestyle motivations behind living in a resort community, including ski and snowboard

shops, specialty outdoor apparel, outfitter services and interactive retail opportunities like paint your own pottery. Recommended entertainment uses include an all ages nightclub and/or live music venue, internet café, family friendly video arcade (similar to ESPN Zone), pool hall and a bowling alley or movie theatre.

The minimum opening conditions for the new retail district should include the majority of the streetscape improvements plus 50,000 square feet of overall commercial space, including one restaurant anchor.

Five-hundred to 750 residential units are recommended for West Town Center main street district. These units should be located on the upper floors of mixed-use buildings and be comprised of condominium, hotel and affordable housing units. In general, the more residential product that is included in the program mix the better, as residential will be the primary inducement for developers to redevelop parcels. A form-based determination of the amount of residential product based on mass, scale and height considerations should be the determining factor for the specific amount of housing in the program.

Residential units will provide support for the retail area. With respect to supporting the retail, the quantity of condominium units is more important than is the type (whole ownership, interval/fractional, vacation club) as the spending patterns of different tenants are not significant enough to warrant restricting one type versus the other. A variety of condominium product offerings will provide the most diversity within the tenant mix.

Inclusion of an affordable housing component will provide a year-round population and will provide residential opportunities for working residents and employees at West Town Center while also addressing larger community-wide affordable housing goals. Between 10 and 20 percent of the residential component should consist of affordable housing.

*Please refer to Appendix A for the complete Market Study.*

The Market Study includes case studies for comparable places in Colorado such as Basalt, Frisco, Beaver Creek Village, Edwards, Vail, and Truckee CA.



# B. District-Wide Guidelines

## Introduction

The Town Center District is the social, cultural, intellectual, political, and recreational heart of the community. In addition, the district acts as the common ground shared by the full-time residents, part-time residents, and destination guests. As such, it must reflect the principles and beliefs of the people that live in Avon and the retail and entertainment expectations of those that visit.

The Town Center District will be an intensely developed mixed-use, pedestrian-oriented area that serves as the primary focus for residential and lodging development within the overall Town Center. In addition, the Town Center District will promote the efficiency standards and sustainability measures treasured by the entire town. This chapter of the guidelines is intended to encourage developers and community leaders to revitalize existing urban areas, reduce land consumption, reduce automobile dependency, promote pedestrian activity, improve transportation efficiency, promote a

diversity of uses, improve air quality, decrease polluted storm water runoff, responsibly and efficiently manage resources and build more livable, sustainable, enduring neighborhoods for people of all income levels.

The guidelines in this section are informed by the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™ for Neighborhood Development, a national set of standards for neighborhood location and design based on the combined principles of smart growth, urbanism, and green building. The LEED Neighborhood Developments Rating System (ND) is currently in Preliminary Draft form. This chapter is not a substitute for the LEED document, as the LEED document provides extensive information and is updated often.

For more information see the General Building Guidelines chapter strategy for Sustainable Buildings. Requiring all property owners to meet LEED certifica-

tion standards for buildings contributes to the overall district sustainability.

## Objectives

- To make the Town Center and Main Street a focal point of the community.
- To utilize the principles of smart growth, urbanism, and sustainability to illustrate the value and opportunity for efficiency and sustainable design.
- To create a fitting and genuine character for the community.
- To create a safe, comfortable and convenient environment for pedestrians.

### DISTRICT-WIDE

#### INTENT

### B.1 Dense Development

As the town grows, it is increasingly important to create a compact central core that will become the focal point for the community. With guidance, density can create variety and vitality in a town center. It will result in a walkable town center where reliance on cars is reduced and where people can live, work, and shop in the best part of town without getting in a car.

A dense core can produce the kind of development necessary to support public transit, further reducing Avon's reliance on cars.

#### PRIORITY GUIDELINES

Density shall be expressed in terms of a Floor to Site Area Ratio (FAR). Parking areas shall not be included in calculations for FAR. (Avon Comprehensive Plan Policy B.1.2)

- A maximum FAR of 7:1 is allowed, provided that the project meets all priority design guidelines.
- Development in the town center shall provide a minimum FAR of 1.5:1. The Nottingham development may be an exception due to its relationship to the park.

#### GUIDELINES



Avon's Town Center will be a focal point of the community. The vision for the redevelopment includes the creation of a mixed-use, pedestrian-oriented, community center similar to Belmar in Lakewood, Colorado; Boulder, Colorado; Basalt, Colorado; Frisco, Colorado; Truckee, California; and The Grove in Los Angeles, California. (The Grove is featured in the photo above)



The density shown in this picture allows for short walking distance which helps supports the shops and restaurants. (Greenvalley, Nevada)



Businesses that provide a service to residents, such as a movie theater and deli shown in this photo, can be amenities that attracts people to live in an urban setting. (Eagle, Colorado)

With thoughtful design and careful management many different types of commercial businesses are compatible with residential living within close proximity. The image to the right (Basalt, Colorado) features a small bank below two floors of residential. The image below (Addison, Texas) shows a market at the ground level with three floors of housing above.



## DISTRICT-WIDE

INTENT	PRIORITY GUIDELINES	GUIDELINES
<p><b>B.1 Dense Development, cont'd.</b> The encouragement of dense development in the core can also redirect the focus of current growth away from the periphery, concentrating use in an area with existing infrastructure and services.</p>		
<p><b>B.2 Mixed-Use Development</b> Creating a variety of uses is critical to having a successful 24-hour downtown. In America's recent past the central cores of many towns have developed primarily as centers of business, inhabited by office buildings, frequently with single tenants. These centers expand and contract with the market for office space, and are disproportionately impacted by economic cycles. Having a variety of uses means that the center can remain relatively viable even during economic downturns affecting any one land use.</p> <p>Employees who work in these town centers frequently live outside it because there are few services available to residents to support residential living. Large numbers of commuters leave the core each evening, taking with them the critical population necessary to support a well-rounded 24-hour town center. A diversity of development downtown can better support residential development and decrease the need for commuting.</p>	<p>The first floor shall be retail on pedestrian-oriented streets, such as Main Street and Lettuce Shed Lane, for a depth of at least 35 feet from face of building.</p> <p>Office is not permitted on the ground floor, however, required retail space may be used for office uses on a temporary basis if approved by the Planning and Zoning Commission and reviewed on an annual basis.</p> <p>Housing is not permitted on the ground floor unless it is a transition from a residential neighborhood to the mixed-use core of the town center.</p> <p>Ensure that no more than 90% of total interior square footage comprises any single use type.</p> <p>Uses on the upper floors shall be office, affordable housing, or market rate residential housing.</p>	<p>Encourage opportunities for people to live and work within one building.</p>

## DISTRICT-WIDE

INTENT	PRIORITY GUIDELINES	GUIDELINES
<p><b>B.3 Jobs-Housing Balance</b></p> <p>Avon has a history of housing workers from nearby communities with high housing costs such as Vail. The redevelopment of this mixed-use district provides the opportunity to create a community that provides a balance of jobs and homes for employees.</p> <p>Creating a balance of jobs (specifically wages) and housing enables citizens from a wide range of economic levels and age groups to live and work within the community. This has many benefits including a reduction in energy consumption and pollution from motor vehicles by providing opportunities for shorter vehicle trips and/or use of alternative modes of transportation.</p> <p>The presence of year-round residents is important for activating the district and establishing a sense of community for the area. Given the demand from prospective second-homeowners and retirees for residential product in Avon, it is likely that year-round residents and employees earning at or around the median income will not be able to afford the price points that will likely be established by the free market.</p> <p>Affordable housing will ultimately be beneficial to private developments as the residents provide an on-site employment source for retail tenants and offices. It also addresses community-wide affordable housing goals.</p> <p><i>Refer to the Avon Housing Needs Assessment for more information.</i></p>		<p>Evaluate the per-project consistency between housing values and wages of jobs created.</p> <p>A sufficient variety of housing sizes and types are encouraged in each project such that the total variety of housing within the project or within 1/4 mile of the project achieve at least 0.5 on the Simpson Diversity Index using the housing categories. The Simpson Diversity Index score is calculated with the following equation:</p> <p>Score = <math>1 - \sum (n/N)^2</math>, where n = the total number of dwellings in a single category, and N = the total number of dwellings in all categories.</p> <p>Housing Categories:</p> <ul style="list-style-type: none"> <li>Duplex or townhouse - large (<i>greater than 1500 sf</i>)</li> <li>Duplex or townhouse - small (<i>less than 1500 sf</i>)</li> <li>Multifamily dwelling in building with elevator - large (<i>greater than 1500 sf</i>)</li> <li>Multifamily dwelling in building with elevator - small (<i>less than 1500 sf</i>)</li> <li>Live/work large (<i>greater than 1500 sf</i>)</li> <li>Live/work small (<i>less than 1500 sf</i>)</li> <li>Accessory Unit - large (<i>greater than 1500 sf</i>)</li> <li>Accessory Unit - small (<i>less than 1500 sf</i>)</li> </ul>



The balance between jobs (specifically wages) and housing costs should be considered in the creation of a mixed-use development. Providing a diverse housing mix can make this district available for workers. (Scottsdale, Arizona)

## DISTRICT-WIDE

### INTENT

### PRIORITY GUIDELINES

### GUIDELINES

#### B.4 Civic Art

Civic art works can define the public spaces. It provides a rich language that expresses the values of a society and it may engage the public in an emotional, intellectual, or even physical way.

Art can increase our sense of belonging by associating us with a place imprinted with a specific image or feel rather than one which looks and feels like any other modern American town. While buildings are built of standardized products, and look more and more alike throughout the world, civic art can provide visitors as well as residents with multiple and layered expressions of a history and culture that is unique to that place. Art can express local history and identity through reference to town geography, landmarks, ethnicity, industry, local craft, tourism, recreation, town changes, community togetherness, significant town events and people, and other cultural attributes.

As the world we build increasingly isolates and protects us from our climate and from the infrastructure which controls it for us, our understanding of natural processes and our relationship to them is increasingly obscured. Art that articulates and draws attention to these natural processes can help reconnect us with nature. By focusing our attention on the way we impact nature, it can teach us sustainability.

Avon is currently experiencing a revitalization of its town center. Always, but particularly now during this intense period of redevelopment, new public spaces, private projects, and infrastructure improvements should have a significant and visible component of public art. Art is also good design; meaning a bridge, building, and sidewalk can be artful. Developing ongoing private incentives for the creation of on-site civic art (art and artisan-created architectural enhancements), can create a robust expression of Avon's identity and unique character in our town center.

Civic art shall be incorporated into public infrastructure projects such as bridges, transit systems, highways, roadways, or water features. (See Art and Public Improvements diagram on the following page)

Gateways identify important entrances to the town center by establishing a graphic and visual identity to both motorists and pedestrians. The gateways and significant intersections of the town center are identified in the public signage section of this document. They shall be developed with consideration for the visual, tactile, psychological, and emotional experience by motorists, transit riders, cyclists, and pedestrians.

Artful design is encouraged within every aspect of the built environment.

It is recommended that developers incorporate artists into the design team from the inception of planning in order to integrate works of art into their projects.

Civic art can be both traditional artwork created for public spaces as well as artisan-crafted architectural details and take the form of plaques mounted on buildings, information on transit shelters, murals, commemorative sculpture, elements in the sidewalk, walking tour brochures, etc.

It is recommended that civic art provide visual value during all seasons, weather, and light conditions.

It is urged that the aggregate civic art throughout the entire district be considerate of the diversity of people. Some civic art may be most appropriate for the interaction of children while other art may express the culture of a particular group within the community.

A comprehensive district civic art plan promotes civic art pieces to be in compliance with and integration with the district design elements. It is encouraged that art not be stand-alone ("plop art"), unrelated objects.

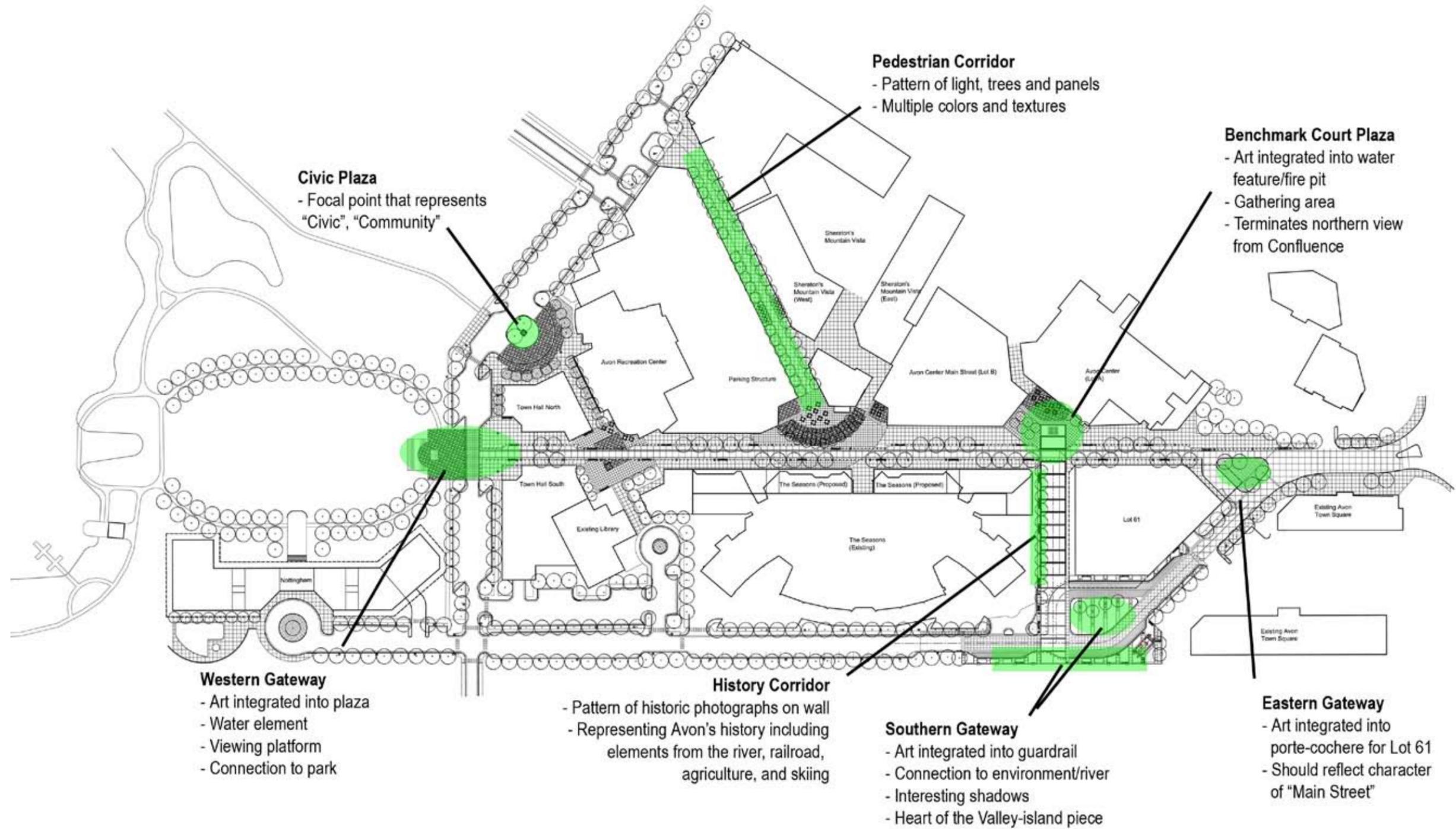
It is recommended that utilities and mechanical equipment not detract from civic art.



This gateway structure provides functional elements of shade and seating (notice the bottom leaves are shaped to form chairs), and is a visual part of the vegetative landscape. Pedestrians walking below hear a sound track of nature sounds. (Lakewood, Colorado)



This art piece invites interaction from a child drawn to utilize it as a resting spot. It is designed to aesthetically fit within this plaza. (Vail, Colorado)



# Art and Public Improvements

## DISTRICT-WIDE

### INTENT

### PRIORITY GUIDELINES

### GUIDELINES



The recently built hotel models its materials, colors, fixtures, and signage on the town's mining past for commercial entertainment. This literal interpretation of style is not recommended for Avon's Town Center (Black Hawk, Colorado)



This modern building (left) utilizes color and architectural detail fashioned in the Victorian style. Such mimicry of past styles detracts from other truly authentic buildings in the area. (Breckenridge, Colorado)



This building exemplifies the authentic, contemporary, mountain architecture style; use of subtle earthtone colors; and mix of regional building materials encouraged in the Town Center. (Basalt, Colorado)

### B.5 Character Misrepresentations and "Theme" Environments

Avon's town center currently includes buildings from the late 1970s, 1980s, and 1990s reflecting a variety of styles. Over time, construction methods, engineering practices, building styles, and uses change in a natural evolution of technology, economy, and architectural values. One need not be a historian to notice the difference between buildings of different eras, nor be well versed in civic planning to appreciate the sense of continuity created when buildings from many generations combine in one urban setting. Their differences speak to the passage of time and to the variety and creativity of the human spirit. However, we have the ability today to cover our contemporary buildings with exteriors that exactly duplicate the appearance of much older buildings. While supposedly providing the town with charming old-world buildings, this prospect will also create confusion about the authenticity of the buildings, devaluing them in the process.

The town can be a model of the values we hold as a community. If these include a sense of history, a unique character, and authenticity, then it is important that we are careful in the way we recreate the past through our buildings. While past models and styles are often used to establish a physical identity for new development, the recent phenomenon of theme environments and theme parks, does this in a cold commercial way, degrading the original with caricatures intended to attract attention with fake images.

The Town of Avon Design Guidelines prescribe an overall design theme that is attractive in appearance for visitors and residents, and yet is flexible enough to allow design innovation. Architecture is to be fitting for a contemporary mountain town, complementary to the natural landscape and undeveloped environs.

Literal interpretations or mimicry of Victorian architecture, mining vernacular, and architectural styles found primarily in the European Alpine environs is inappropriate for Avon.

Application submittals must include adjacent building elevations to ensure the architecture is compatible with the streetscape facade context.

Building mass and proportions in the core must respond to adjacent buildings and avoid creating awkward or incompatible design solutions.

New town center buildings are recommended to be designed in such a way that they do not mimic era-specific architectural styles in a faux manner and should be designed to be "timeless" in character. This guideline does not preclude consideration of the use of materials, scale or massing found on older buildings (See Building Guidelines).

Compatible designs need not be created through replication, but reflect a consideration of the scale, material and massing of the adjacent buildings.

Mock representations or caricatures of past or of imaginary places, popularly referred to as "theme environments" or "theme parks" are not recommended in the town center. The meaningful use of quality local materials and authentic application is encouraged.

## DISTRICT-WIDE

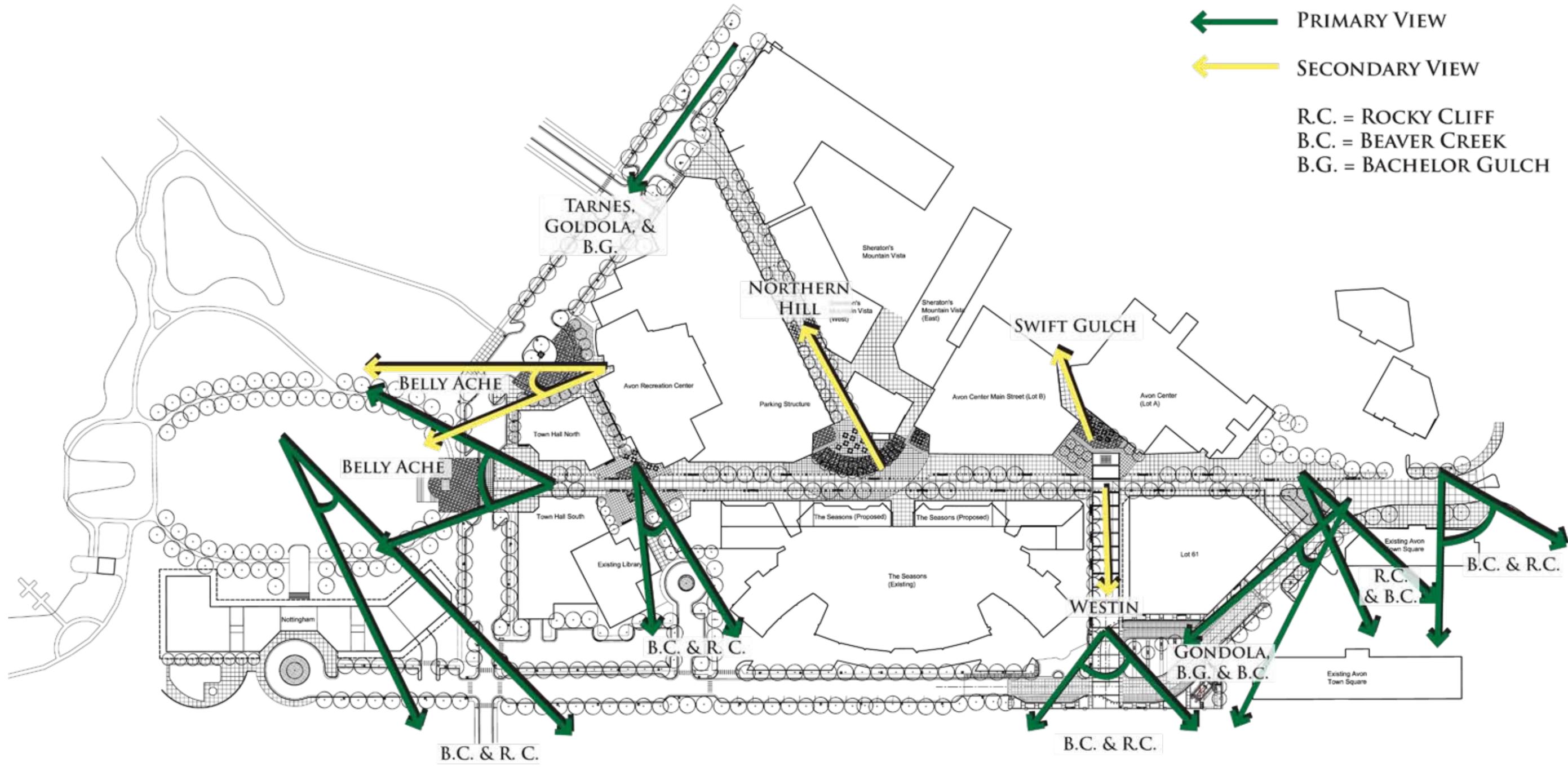
INTENT	PRIORITY GUIDELINES	GUIDELINES
<p><b>B.6 Important Public Views</b></p> <p>The preservation of certain views in the town center, toward and away from the surrounding mountains, greatly enhances the experience of living in the town center. Views to the south are of Beaver Creek and Bachelor Gulch. Views to the west are of Bellyache Range. Both provide an attractive contrast to the buildings in the town center. These particular views are unique to Avon and help distinguish it from other towns, reinforcing its unique character. Finally, the views help people orient themselves within the town center.</p>	<p>Development shall not obscure primary views. (See the Important Public Views diagram).</p> <p>Pedestrian bridges and building flyovers (above ground pedestrian connections) shall not be permitted on Lettuce Shed Lane. Designated allowable locations for pedestrian bridges and building flyovers are noted in Section F.II.</p>	<p>It is encouraged that development not obscure secondary views. (See the Important Public Views diagram)</p> <p>New development is encouraged to consider neighboring properties views to designated view corridors.</p> <p>Buildings are encouraged to be sited to take advantage of views.</p> <p>It is encouraged that flyovers and bridges be as transparent as possible and strive to frame views from key pedestrian locations.</p>
<p><b>B.7 Solar Orientation and Shading Exposure</b></p> <p>The pedestrian experience is enhanced by the ability to choose between spaces of sun or shade exposure. It is important in mountain climates where the summer sun can be intensely hot and the winter environment sees long time spans of snow and cold that options exist for respite or relief from the elements. Solar gain is critical in creating warm and inviting spaces. Allowing the cold air to burn off at different times of the day (through solar gain), it is envisioned that the pedestrian spaces will be acceptable even during the shortest day of the year.</p> <p><i>Refer to Section E General Building Guidelines for more information regarding materials.</i></p> <p><i>Refer to Section F-L Building Specific Guidelines for more detailed information regarding solar orientation and shade exposure.</i></p>	<p>Materials shall be selected in part for their ability to absorb heat in the winter and reflect heat in the summer.</p> <p>Deciduous trees shall be used in public spaces to provide shade in the summer and allow the sun to filter through in the winter.</p>	<p>Consideration of shade-producing street furnishings, such as umbrellas, is encouraged.</p> <p>It is suggested that passive and active solar gain be maximized.</p> <p>A variety of sun and shade conditions are encouraged to allow full use during the extreme heat of summer months and take advantage of warm winter days.</p>



The view of Beaver Creek adds great value to the town.



Tree height, placement, and foliage contribute to the balance of sun and shade. (above: Los Angeles, California, left: Pasadena, California)



# IMPORTANT PUBLIC VIEWS

## DISTRICT-WIDE

INTENT	PRIORITY GUIDELINES	GUIDELINES
<p><b>B.8 Water Resources</b></p> <p>In addition to town, state, and national mandates, more stringent management derived from the LEED Neighborhood Development Guide is suggested. These guidelines are intended to further reduce surface water pollution, prevent flooding, and conserve potable water.</p> <p><i>See the LEED-ND and LEED-NC document for more information and strategies.</i></p> <p><i>See The Town of Avon Pollution Control Plan Manual, The Town of Avon Drainage Design Manual, and The Avon Master Drainage Study for guidance on managing water resources.</i></p>		<p>It is recommended that stormwater volume rates are maintained, such that the post-project development two year, 24-hour peak discharge volume does not exceed the pre-project development two year, 24 hour peak discharge volume.</p> <p>It is recommended that a stormwater management plan be implemented that results in a 25% decrease in the rate and quantity of post-project development stormwater runoff when compared with pre-project rates and quantities. The plan may also call for the capturing and treatment of the stormwater runoff from 90% of the average annual rainfall using acceptable best management practices (BMPs) that are capable of removing 80% of the average annual post-development total suspended solids (TSS) load based on existing monitoring reports.</p> <p>The use of pervious paving materials, bioswales, green roofs and/or stormwater reuse are examples of design strategies which decrease the rate and quantity of stormwater runoff.</p>



This vegetated roof helps reduce the amount of impermeable surfaces in the urban environment. (Chicago, Illinois)

**Resources:**

*U.S. Environmental Protection Agency Stormwater Best Management Practice Design Guide* includes information with respect to; watershed factors, terrain factors, physical site factors, community and environmental factors, and location and permitting factors.

Website: [www.epa.gov/ORD/NRMRL/pubs/600r04121/600r04121.pdf](http://www.epa.gov/ORD/NRMRL/pubs/600r04121/600r04121.pdf)

*The Stormwater Manager's Resource Center Fact Sheet- Stormwater Management Practices* includes a series of fact sheets on the most common stormwater management practices with quick summary descriptions of practices, including planning level cost information.

Website: [www.stormwatercenter.net/](http://www.stormwatercenter.net/)

*Colorado Local Technical Assistance Program Article: Drainage and Stormwater Management* website includes information about drainage workshops, articles, current stormwater regulations and a library of reference materials.

Website: [ltap.colorado.edu/newsletter/sept02/5.php](http://ltap.colorado.edu/newsletter/sept02/5.php)

