



EAST TOWN CENTER

Avon

District Plan

May 1, 2008



DESIGNWORKSHOP



District Plan

Avon East Town Center

May 1, 2008

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DISTRICT PLAN INTENT

Dramatic changes to Avon began in 2005 and 2006 when plans such as the redevelopment of The West Town Center District, the Transit Center, and Riverfront Village were forming. It became clear that this was also the time to plan for the transformation of The East Town Center District. Revitalization would contribute to the enhancement of the overall character, circulation, community services, and economic viability of Avon.

The intent of The East Town Center District Plan (The Plan) is to guide public and private redevelopment projects in the East Town Center District. This document, in conjunction with Avon's Comprehensive Plan, will be used as a decision-making tool by the elected and appointed officials, as a visioning tool for landowners and developers, and as a guide for future capital improvements in The East Town Center District.

The implementation of The Plan will likely occur over a long period; however, redevelopment may take longer for certain properties. The rate of redevelopment will be driven primarily by private landowners. If the Town wishes to increase the pace of implementation, there are several tools at its disposal. These tools include regulatory and economic incentives as well as partnership with local landowners.

This District Plan describes the events leading to the formation of this plan, analyzes the opportunities and constraints of redevelopment, identifies proposed changes, and proposes implementation.

The massing diagrams, figures showing building footprints and calculations, aid in describing the vision for the overall District and in showing the comprehensive impact of these planning principles. Alternative building shapes will be considered if they meet the intent of planning principles.

The Plan is not intended to prescribe the physical form that individual property owners must create, but rather it is intended to provide guidance with general planning principles.



Construction underway throughout Avon, including the gondola within The West Town Center District, is an indication that planning the redevelopment of the central core is necessary to contribute to the continued vitality of the Town.



View of the East Town Center District from Interstate 70.

INTRODUCTION

RELATIONSHIP TO TOWN-WIDE PLANS

This District Plan works with the following documents to describe a vision, define goals and policies, and set a course for implementation of The Plan:

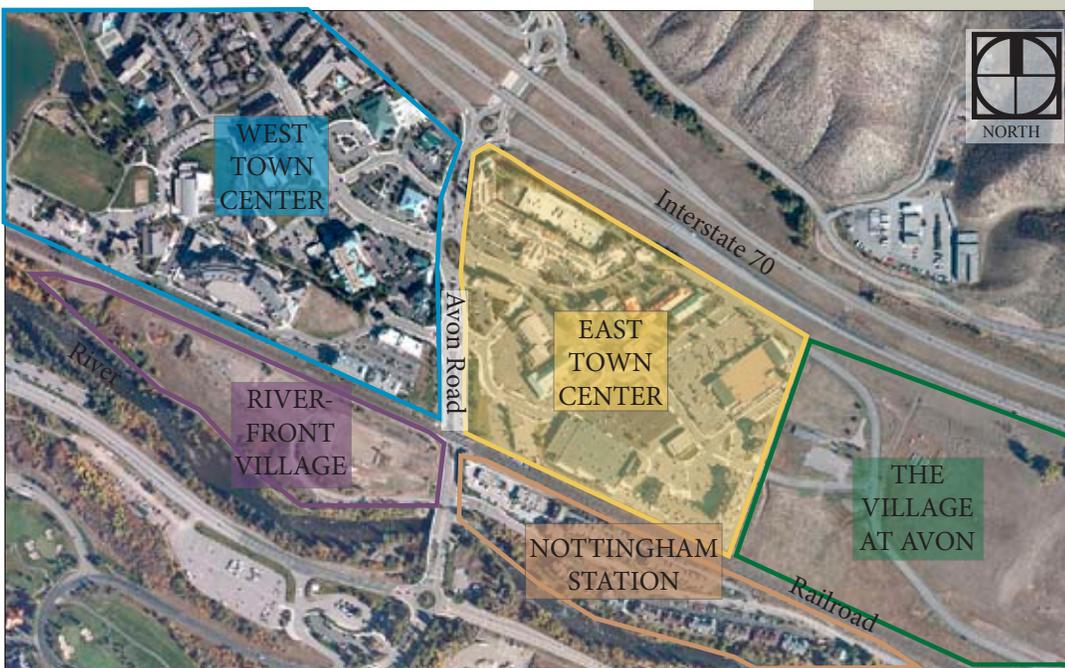
1. Town of Avon Municipal Code
2. Town of Avon Residential, Commercial, and Industrial Design Review Guidelines
3. Town of Avon Comprehensive Plan
4. West Town Center Investment Plan
5. Town Center West Area Urban Renewal Plan
6. Avon Housing Needs Assessment

Anyone interested in knowing more about the future of the East Town Center should become familiar with all of these documents.

The Community Development Staff is available for questions regarding The Plan and can be reached at:

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Documents can be found online at www.avon.org



The East Town Center District is located in the commercial core.

DISTRICT DESCRIPTION

Avon has traditionally been the 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. The East Town Center District's retail character fits this role, with an emphasis on providing service and retail options that are unavailable at the resorts. Further east of Avon's existing East Town Center District is the Village at Avon PUD. The Village at Avon has entitlements to develop 2,400 dwelling units and 650,000 square feet of commercial development on 1,790 acres. Wal-Mart and Home Depot, located approximately one mile to the east, are the major anchor tenants of this regional shopping destination. The West Town Center District, on the west side of Avon Road, provides retail services, residential, lodging, civic buildings, and a public park. The Riverfront Village, currently under construction, includes a resort, spa, and vacation residences. Nearby Nottingham Station contains convenience retail and condominiums.

The East Town Center District is bounded by I-70 to the north, Avon Road to the west, and railroad tracks to the south. To the east, The East Town Center District is separated by undeveloped lots that form the western-most portion of the Village at Avon. This Plan was created to work in concert with the surrounding areas and existing development plans.

Of the 37 acres of land that comprise The East Town Center District, approximately 8.5 acres are public road right-of-way, 1.5 acres are open space that buffer Avon Road and the railroad tracks, and 12.2 acres are at-grade parking or vehicular access drives. Therefore, approximately 56 percent of The East Town Center District is covered by paved surface designed for vehicular use. The primary land-use in The District is retail and office with approximately 358,000 square feet of existing commercial space (8.22 acres) and 390 condo units.



The Westin Riverfront Village is a key anchor of the West Town Center. Guests at the Village will increase shopping and pedestrian traffic in both the West and East Town Centers.



The East Town Center District currently contains a large amount of at-grade paved parking. This land could be better utilized for other uses and parking could be built underground.

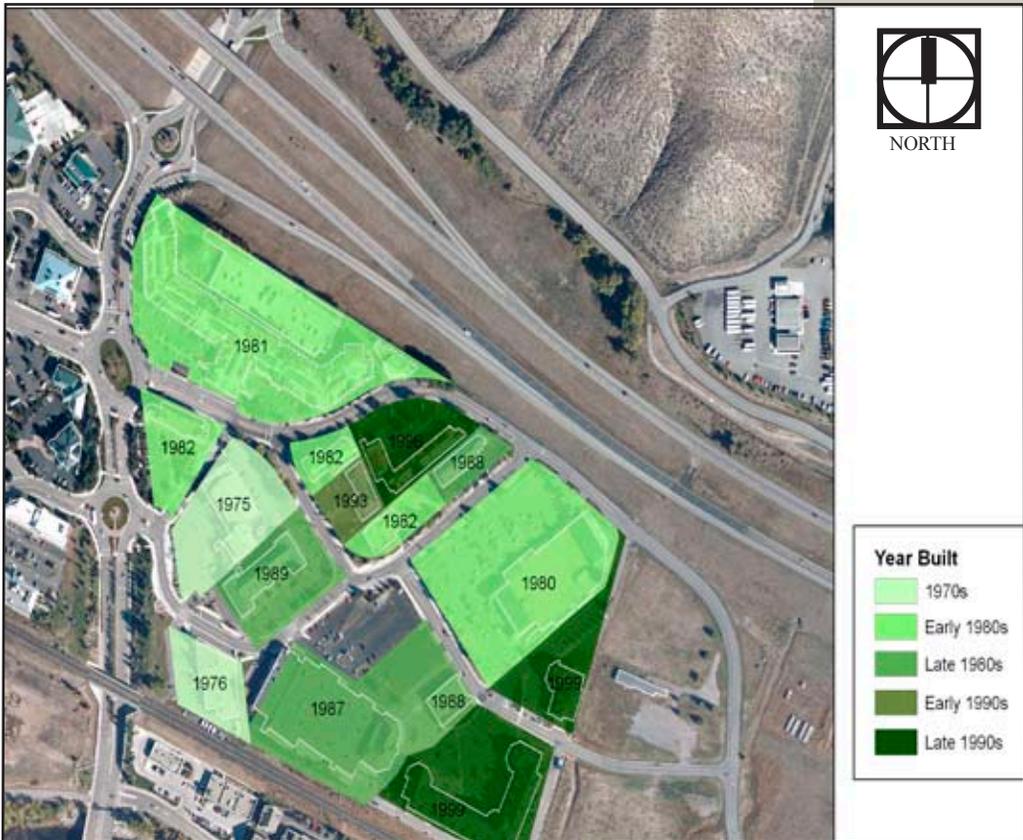
INTRODUCTION

HISTORY

By 1972, Vail had become one of the top destination ski resorts in the country, causing development pressure to mount “down valley” in Avon. One branch of the Nottingham family sold its controlling interest in the family ranch to Benchmark Companies. The Town of Avon was incorporated shortly thereafter on February 24, 1978. Later that same year, the Town adopted the official town plat, Benchmark at Beaver Creek, Replat No. 4. This plat includes all of the properties in The East and West Town Center Districts. After ten years, in 1988, Avon had a permanent population of 1,500 people.

There have been several changes since the original Benchmark Subdivision. For example, the Christie Lodge property was originally five platted properties and was later consolidated into one. Beaver Creek Place was platted (on the Benchmark at Beaver Creek Subdivision) as a cul-de-sac road but was later turned into a loop connecting with Beaver Creek Boulevard. Chapel Place is a fairly recent connection through The East Town Center District.

The buildings within the District were constructed between 1975 and 1999, the majority of which were constructed in the 1980s.



PLANNING CONSIDERATIONS

Below is a summary of current and existing conditions considered during the planning process:

LAND USE

- The Town Comprehensive Plan recommends an increase in residential uses in The East Town Center District. Due to current low-density development patterns, there are opportunities to accommodate this goal.
- The East Town Center District does not promote pedestrian access nor does it contain housing opportunities.
- The East Town Center District includes, or is in close proximity to, existing anchor uses such as the grocery store, post office, library, recreation center, and local businesses.
- The multiple retail areas within the town make it difficult for Avon to establish a singular image or presence in the eyes of the full-time residents, as well as second homeowners and visitors.
- The retailers and restaurants (both chains and locally owned) tend to be positioned at the middle tier of the market in order to attract full-time residents. This focus limits its attractiveness to higher-income markets.
- The numerous professional service providers located in The East Town Center District generate retail business during the day, but fail to generate activity in the evenings.
- The retail mixes within The East Town Center District are missing key elements such as entertainment uses and a variety of retail options, as well as certain grades of office spaces.

PEDESTRIAN AND VEHICULAR CIRCULATION

- Pedestrian circulation is improving throughout Avon with the addition of a transit station, gondola, and many redevelopment projects surrounding the District, but remains confusing and disconnected.
- The rail corridor is planned to serve as a transit/trails corridor in the future.
- The transit center located in the nearby West Town Center District provides service to the entire valley.
- Poor connections between multiple retail areas within the town discourage people from taking combined trips (“park once, shop many”).
- The street pattern in The East Town Center District is confusing, has diminished sight corridors, lacks a hierarchy, and does not entice people out of their cars to experience the entire Town Center.
- The separate highway interchange for the Village at Avon increases the separation between the Village at Avon retailers and The East Town Center District.



The street pattern in the East Town Center District is confusing and does not entice people out of their cars.



The new Avon Station, a multi-modal transportation center, in the adjacent West Town Center District has helped to improve pedestrian circulation throughout Avon.

PLANNING CONSIDERATIONS

PARKING

- The town ownership of a portion of the central parking area allows for redevelopment and creation of a central plaza.
- Large expanses of parking allow for phased redevelopment.
- The District has a lack of on-street parking and more is needed.

DISTRICT CHARACTER

- Redevelopment potential in The East Town Center District provides opportunity for developing a complimentary architectural character consistent with the town's Design Guidelines.
- Development currently underway in areas surrounding The East Town Center District allows for a comprehensive approach to town planning.
- Views of the surrounding mountains make The East Town Center District a unique place and provide important view corridors. Without specific attention paid to the views, they are in danger of being blocked by redevelopment.
- The current construction quality does not suggest long-term sustainability of the buildings.

IMPLEMENTATION

- Given proper incentives, most existing property owners are more likely to support the redevelopment plan.
- Development occurring in areas surrounding The East Town Center District and new access to Beaver Creek via the gondola are raising property values and interest in living in the East Town Center District.
- Current development standards (e.g., parking requirements, setbacks, lot coverage) discourage redevelopment.
- The Town owns strategic parcels, which are key to redevelopment.



Currently, the East Town Center has excellent mountain views throughout. It is important as redevelopment occurs to protect key view corridors.



The new Riverfront Gondola, which provides direct access to Beaver Creek Resort from Avon is increasing property values and makes Avon a more appealing place to live for residents as well as second homeowners.



Key stakeholders provided their thoughts regarding opportunities in The District.



Property owners, town staff, and members of the general public provided input regarding the conceptual design diagrams at the charrette open house.

PLAN DEVELOPMENT

A successful master plan could not be crafted without input, support, and buy-in from the community, property owners, business managers, Town of Avon staff and elected officials, and service providers. Throughout the process, meetings were conducted involving an array of stakeholders interested in the design process. Conceptual options were developed and evaluated.

A five-day charrette kicked off The East Town Center District Plan process in July 2006. Stakeholders, including representatives from nearly every property in the District, were interviewed. The charrette concluded with an open house attended by nearly fifty participants. Four concepts for The East Town Center District were developed during the week and unveiled for comment at the open house. The concepts illustrated a variety of alternative circulation patterns, redevelopment opportunities, and central-plaza designs and locations.

In November 2006, the Planning and Zoning Commission gave direction on how to proceed with a refined alternative, modifying Alternative Three (see page 10). The refined alternative was presented at a January 2007 open-house meeting.

The refined alternative illustrated input from the Planning and Zoning Commission, direction from the market investigation, and additional design details. Most of the property owners in The East Town Center District attended the meeting and supported the refined alternative. Several landowners are integral to the implementation of The Plan and efforts have been made to encourage their cooperation and coordination on design visions and implementation.

Development Concept Diagram



Quick drawings were produced in the charrette to examine elements such as:

- continuation of Main Street
- land uses
- massing and form
- open-space relationships
- architectural character
- streetscape improvements
- circulation and transportation
- parking

Circulation Diagram





Based on public comments, a perspective sketch conveying conceptual massing and street character was developed during the charrette.



Building character drawings illustrate possibilities for the future of The District.

Comments from stakeholders that contributed to the architectural character developed include:

- natural materials
- human scale
- contemporary style
- covered walks
- articulation
- evolution to more urban architecture
- slightly different than the West Town Center
- allowance of green roofs

Alternative 1



Alternative 2



Alternative 3



Alternative 4



Four alternatives resulted from the charrette. Based on comments from the attendees of the charrette open house and the Planning and Zoning Commission, Alternative Three was chosen for further refinement for the following reasons:

- it provides two access points off Avon Road through The East Town Center District;
- it has a straight main street ending in a plaza; and
- it moves Beaver Creek Boulevard north of the Christie Lodge, thereby incorporating a redeveloped Lodge into The East Town Center District concept.



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

This chapter analyzes the existing conditions and describes the proposed Plan. The vision for The East Town Center District is conveyed through the following planning principles:

- sustainable design
- land use
- pedestrian circulation
- vehicular circulation
- parking
- district character
- views
- implementation

SUMMARY OF PLANNING PRINCIPLES

The following Planning Principles are explained in detail in each section. They communicate the vision for The East Town Center District, guide redevelopment, direct future capital improvements, and build expectations of the future changes to the District.

SUSTAINABLE DESIGN

1. Utilize green-building practices.
2. Create environmentally superior development.

LAND USE

3. Provide a mix of uses, including commercial, residential and lodging.

PEDESTRIAN CIRCULATION

4. Ensure that pedestrians have safe and convenient access throughout The East Town Center District.

VEHICULAR CIRCULATION

5. Maintain at least two access points from the west and east side of The District.
6. Maintain a dispersed circulation pattern through The District.
7. Create quiet, residential-scale pedestrian streets.

PARKING

8. Provide on-street parking.
9. Minimize the impact of off-street parking lots.
10. Provide de-centralized parking garages.

DISTRICT CHARACTER

11. Ensure the architectural character of The District complements the character emerging in The West Town Center District.
12. Ensure that buildings with mid-size retail uses fit the character of the area and support a pedestrian-friendly experience.
13. Encourage a high level of site planning and design to maximize public and semi-public pedestrian spaces.
14. Maximize solar exposure.
15. Define the plaza and other key pedestrian areas by framing these spaces with buildings.

VIEWS

16. Maintain key views to and from The East Town Center District to provide visibility, orient people to their surroundings, and define the character of the spaces.

IMPLEMENTATION

17. Focus municipal involvement on actions that produce the most public benefit.



Creating buildings that utilize green-building practices and reduce the environmental impacts of development are strongly encouraged.



This type of on-street parking could be developed in the East Town Center District.



The Planning Principles throughout this document will ensure that many of the LEED Neighborhood Development standards will be accomplished with the redevelopment of The East Town Center District. The Avon Town Center Design Guidelines also promote sustainable design practices. Visit www.avon.org for a copy of the Design Guidelines document.

PLANNING PRINCIPLES

1. Utilize green-building practices.

- Strongly encourage all new buildings to be LEED (Leadership in Energy and Environmental Design) certified with an emphasis on:
 - alternative energy
 - energy efficiency
 - stormwater management
 - water efficiency
 - renewable, recycled, and/or local materials

2. Create environmentally superior development.

- Promote LEED Neighborhood Development standards with an emphasis on:
 - reduced automobile dependency
 - compact development
 - diversity of uses
 - diversity of housing
 - housing and jobs proximity
 - reduced parking footprint
 - walkable streets
 - access to surrounding vicinity
 - access to public and active spaces
 - solar orientation
 - infrastructure energy efficiency
 - recycled content in infrastructure
 - wastewater management
 - waste management



Building articulation can express the division of uses within a structure.



First floor retail space with office and residential uses above provides flexibility and increases the around-the-clock vitality of the area.

PLANNING PRINCIPLES

3. Provide a mix of uses, including commercial, residential and lodging.
 - Expand residential uses within The East Town Center District and create a comfortable environment for residents to live within.
 - Consider views, solar exposure, noise, and proximity to amenities when locating residential uses. Upper floors should primarily be used for residential space.
 - Ensure that affordable housing is integrated into The East Town Center District.
 - Expand and create housing options that strengthen full-time residency. Target households earning between 120 percent and 160 percent of the area median income (AMI) or the current Town Council directed AMI range.
 - Give preference to units with higher occupancy rates to reinforce the year-round vitality of The East Town Center District.
 - Allow first- and second-floor retail spaces (with internal circulation between the two levels). The second floor is encouraged to be considered flexible retail spaces allowing residential or office in addition to retail uses. This flexibility would allow mid-size retail spaces to either gain additional square footage or use the second level as increased floor to ceiling ratio.
 - Encourage land uses that create an extension of transit-oriented development of The West Town Center District. Much of The East Town Center District is within a five-minute walk of the new transit center and gondola.
 - Relate buildings to existing, approved, and planned adjacent uses pursuant to the Avon Comprehensive Plan.



Mid-sized retailers can be an anchor for smaller retailers.



A mix of uses with density that is convenient for pedestrians can make for a vibrant and comfortable streetscape.

PLANNING PRINCIPLES

- Encourage the continued presence of small and mid-size retailers. Plan for a minimum of three mid-sized commercial locations of 15,000 square feet to provide for the daily needs of residents as well as fill a niche in the valley. Mid-size retail spaces are under-represented in the Eagle Valley while competition for small retailers is significant. In addition, nationally known retailers to the east of the Town Center provide a desirable situation for mid-sized retailers, as they prefer to locate near anchors that generate traffic.
- Avoid impairing the shopping path for retailers and create a continuous retail experience by minimizing large gaps in the retail frontage. However, small pedestrian portals are encouraged along the shopping path to improve accessibility and maintain a pedestrian scale.
- Entice people to cross Avon Road by creating an attractive visual and physical connection, drawing people from one side to the other. Also, work with surrounding land owners to enhance crossings across Avon Road, connecting Main Street in The West Town Center District to Main Street in The East Town Center District. At-grade, below-grade, or above-grade crossings are all encouraged.
- Focus retail commercial uses into the core of The East Town Center District, including the land surrounding the central plaza, Main Street, and a few existing anchor retailers.
- Encourage quality design for spaces around and in between buildings to lessen the abundance of alleys.

DISTRICT LAND USE AREAS

The residential and commercial land-use figures on the following pages divide The East Town Center District into four areas based on function:

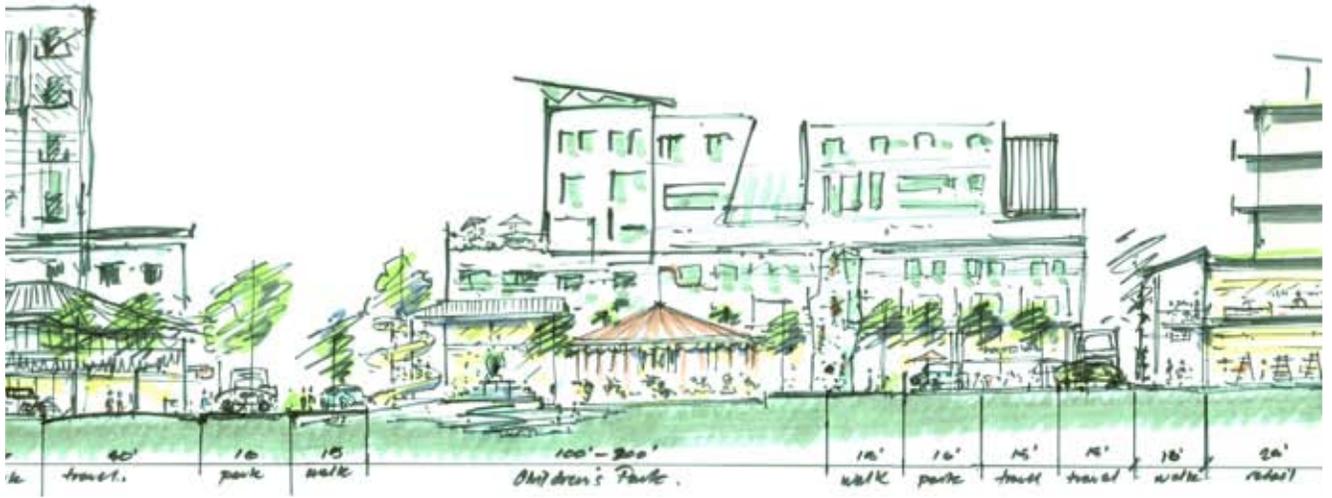
- Area 1 will be primarily residential with only a few buildings containing commercial uses on the lower floors.
- Area 2 will continue to be destination retail with the grocery store acting as the anchor. Residential will become a component of this area, as will smaller retail uses.
- Area 3 will continue to function as The East Town Center District's entertainment area, with bars, restaurants, and coffee shop tenants that provide gathering spaces. Residential will be included on the upper floors.
- Area 4 will be mixed use with retail uses on Main Street, including entertainment. Residential components are integrated in all buildings.

Understanding The East Town Center District's current land use is an important first step to planning its future.



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

PARK PLAZA CONCEPT



This sketch depicts a concept established early on in the development of The Plan: the need to mix different uses and park space. The sketch is not intended to convey details (such as architectural features, a park amenity plan, or actual street dimensions) but to express how a compact development in the commercial core can create a lively space.

EXISTING RESIDENTIAL



Christie Lodge



Buck Creek Plaza



Chapel Square



City Market

Residential land uses are limited in The East Town Center District to four parcels: the Christie Lodge, Buck Creek Plaza, Chapel Square, and City Market.

The Christie Lodge is comprised of nearly 300 timeshare units. Each unit can have up to 52 owners (each week owned separately).

Buck Creek Plaza includes six residential condos on the second and third floors.

Chapel Square includes 69 condos above the first floor commercial.

City Market includes 14 units of employee housing apartments in the second floor of the building. This is one of only two City Market buildings in the company's entire portfolio of facilities that include employee housing.

PROPOSED RESIDENTIAL

Increased residential use in The District is encouraged in the Avon Comprehensive Plan. The Plan provides potential for residential use in nearly every structure, resulting in a doubling of the total residential gross square footage.

The Plan includes a variety of residential types, ranging from affordable housing to market rate. The market rate units could include condominiums, condo-hotel, and accommodation units. A preference should be given to units with higher occupancy rates to reinforce the year-round vitality of The District. It may be appropriate to place residence restrictions on portions of future housing to ensure permanent affordability for the local population.

The second floor of mixed-use residential buildings includes flexible space. This flexible space could be commercial use or residential use, to be determined by the owner. This space may also be remodeled from one use to the other. The estimated square footage for residential and commercial uses constitutes a range to reflect the flexibility provided on the second floor.

A substantial increase in residential land use is key to keeping The East Town Center District a vibrant place year-round.



"Mountain living with an urban lifestyle" describes this residential district. It is a home for diverse groups of people who have one major commonality: the desire to live in the heart of the community center with a connection to the surrounding natural landscape.

LAND USE

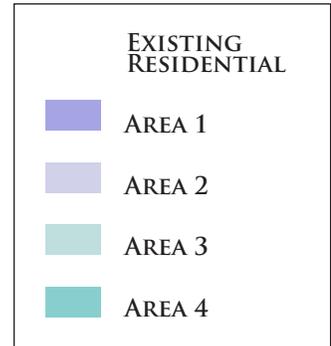
EXISTING RESIDENTIAL



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

EXISTING RESIDENTIAL SPACE SUMMARY (gross sq. ft.)	
	Total
Area 1	298,000
Area 2	9,000
Area 3	-
Area 4	72,000
Total Residential Space (approximate)	379,000

Source: Design Workshop



PROPOSED RESIDENTIAL



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

PROPOSED RESIDENTIAL SPACE SUMMARY (gross sq. ft.)		
	Total	Increase from Existing
Area 1	662,000 - 678,000	364,000 - 380,000
Area 2	94,000 - 115,000	85,000 - 106,000
Area 3	263,000 - 309,000	263,000 - 309,000
Area 4	368,000 - 431,000	296,000 - 359,000
Total Residential Space (approximate)	1,387,000 - 1,530,000	1,008,000 - 1,151,000

Source: Design Workshop

PROPOSED RESIDENTIAL

- AREA 1
- AREA 2
- AREA 3
- AREA 4

The proposed residential square footage is based on the massing model and is an estimate only.

EXISTING COMMERCIAL USE

Existing Tenant Mix

Retail Space: Approximately 253,000 square feet		
Estimated Tenant Mix*		
Convenience Goods	38%	Groceries, liquor stores, dry cleaning, packing / shipping stores, salons
Shoppers Goods	38%	Home furnishings, galleries, jewelers, clothing, sporting goods, specialty stores
Eating & Drinking	24%	Restaurants, pubs, coffee shops, fast food & quick-casual dining
Building Material & Garden	-	Paint & carpet stores, lumber, plumbing & electrical supply
Automotive	-	Automotive repair shops, dealers, parts stores, specialty detailing & customization
Approximate # of retail tenants	53	Estimated Vacancy Rate = 12%
Office Space: Approximately 87,000 square feet		
Estimated Tenant Mix*		
Construction related	22%	Home builders, development firms, engineers, architects
Business Consulting & Support	14%	Accounting & law firms, advertising agencies, consulting firms, staffing agencies
Finance, Insurance & Real Estate (FIRE)	36%	Banks, insurance agencies, real estate brokerages, mortgage lenders
Medical & Dental	12%	Doctor's / dentist's offices, clinics, counseling services, veterinarians
Other	16%	Radio / news / TV & publications, technology providers & developers, pet trainers, travel agencies, fitness studios
Approximate # of office tenants	51	Estimated Vacancy Rate = 20%

Source: Town of Avon, Eagle County Assessor and Design Workshop research

* Excluding observed vacant space

The Retail Space table to the left represents the current best estimate of The East Town Center District’s tenant mix. The East Town Center District’s retail space has historically suffered from high vacancy rates, and many of the current retail spaces are in need of updating. Currently, retail vacancy is estimated at approximately 12 percent, and existing tenants are heavily weighted toward convenience retailers and miscellaneous middle-tier goods retailers that primarily target full and part-time residents.

Office tenants in The East Town Center District are more diversified than retail tenants, with tenants weighted toward the finance, insurance, real estate, and construction-related categories. This is not unusual, and is a trend throughout the Eagle Valley due to the area’s economic dependency on the local real-estate market. The other category in The East Town Center District is well diversified, including a range of non-profit institutions, travel agencies, and fitness studios. Office vacancies are currently estimated at approximately 20 percent, a factor which may be related to the relative age and condition of much of The East Town Center District’s office space.



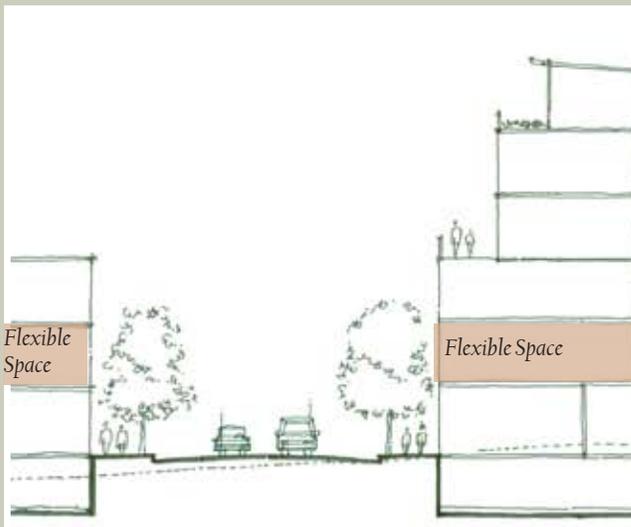
The boat building is one of the few buildings in the District that is comprised of retail on the first floor and significant office space above.

PROPOSED COMMERCIAL USE

Recommended Tenant Mix

	Existing*	Proposed
Retail Tenant Mix		
Convenience Goods	38%	30 - 40%
Shoppers Goods	38%	30 - 40%
Eating & Drinking	24%	25 - 30%
Building Material & Garden	-	0 - 5%
Automotive	-	-
Office Tenant Mix		
Construction Related	22%	20 - 30%
Business Consulting & Support	14%	15 - 20%
Finance, Insurance & Real Estate (FIRE)	36%	30 - 40%
Medical & Dental	12%	10 - 20%
Other	16%	15 - 20%

* Source: Town of Avon, Eagle County Assessor and Design Workshop research (excludes observed vacant space)



Flexible space (used for residential or office) was an idea that was conceived at the charrette. This illustration depicts this idea of flexibility and allows for adaptation to changing market demand or tenant desires.

The amount of space for commercial uses for existing and proposed conditions is roughly the same; however, the important principle in The Plan is to focus retail in centralized locations, make shopping in The East Town Center District convenient for pedestrians, and promote a park-once-shop-many experience.

The East Town Center District will likely be redeveloped over time by individual property owners rather than by one master developer. Therefore, the proposed tenant-mix recommendations in the table to the right were formed by first identifying the existing segment areas of The East Town Center District and then improving upon current tenant patterns in these areas. The commercial mix is to stay roughly within the range of the existing commercial mix.

The second-floor above ground is intended to be flexible, allowing for housing or office space. This flexibility creates a range in the amount of commercial space in The District. If none of the flexible second-floor space is used for commercial, there would be a five percent loss in commercial gross square footage (23,000 gross square feet less than existing). If all of the second-floor flex space is used for commercial, the existing commercial is increased by roughly one third (124,000 gross square feet more than existing).

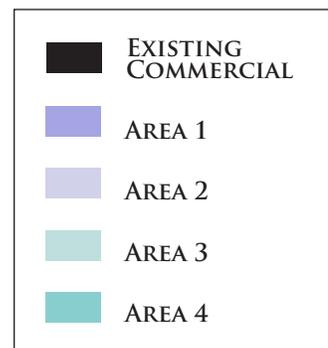
EXISTING COMMERCIAL USE



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

EXISTING COMMERCIAL SPACE SUMMARY (gross sq. ft.)	
	Total
Area 1	86,000
Area 2	43,000
Area 3	72,000
Area 4	139,000
Total Commercial Space (approximate)	340,000

Sources: Town of Avon, Eagle County Assessor, and Design Workshop



EXISTING COMMERCIAL USE

Current Tenants: Area 1

- Convenience-oriented
 - Video rental
 - Liquor
 - General merchandise
 - Dry cleaning
 - Banking
 - Take-out pizza
 - Nail salons
- Limited specialty retail
 - Specialty foods
 - Sporting goods
 - Bakery
- Primarily finance, insurance and real estate-related office tenants

Current Tenants: Area 3

- Entertainment
 - Bar/Pub/Casual dining
 - Coffee shop
 - Family dining
- Secondary convenience-oriented
 - Nail salon/Dry cleaner
- Construction-related office tenants
- Business support office tenants
- Limited medical office
 - Massage therapy
 - Dentistry

Current Tenants: Area 2

- Limited retail
 - Grocery anchor
 - No associated in-line retail
- Banking
- Finance and business services office tenants

Current Tenants: Area 4

- Concentration of restaurant tenants
 - Quick-casual restaurants
 - Family Dining
- Mainstream shopping goods
 - Sporting goods
 - Home decorating
 - Furniture
- Office supplies (Office Depot)
- Medical office tenants

PROPOSED COMMERCIAL USE



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

PROPOSED COMMERCIAL SPACE SUMMARY (gross sq. ft.)		
	Total	Difference from Existing
Area 1	25,000 - 42,000	decrease 61,000 - 44,000
Area 2	114,000 - 135,000	increase 71,000 - 92,000
Area 3	74,000 - 120,000	increase 2,000 - 48,000
Area 4	104,000 - 167,000	dec. 35,000 - inc. 28,000
Total Commercial Space (approximate)	317,000 - 464,000	dec. 23,000 - inc. 124,000

Source: Design Workshop

- PROPOSED COMMERCIAL
- AREA 1
- AREA 2
- AREA 3
- AREA 4
- PLAZA OVERLAY

The proposed commercial square footage is based on the massing model and therefore is an estimate only.

PROPOSED COMMERCIAL USE

Recommended Tenants: Plaza Overlay

- Youth-targeted retail
- Quick-casual dining
- Restaurants
- Ice cream
- Coffee shop
- Specialty sporting goods
- Clothing
- Bath and body supply
- Bookstore
- Outdoor dining/outdoor spaces

Recommended Tenants: Area 1

- Reduced retail presence in favor of residential lodging space, except along plaza frontage
- Restaurant space at Christie Lodge

Recommended Tenants: Area 2

- Grocery/convenience sub-District
 - Grocery anchor
 - Dry cleaning
 - Liquor
 - Video rental
 - Take-out food
 - Hair/ nail salon
 - Florist
 - Pet supply
- Banking, finance and insurance-related offices

Recommended Tenants: Area 3

- Entertainment (Bar/Pub)
- Bookstore
- Coffee shop
- Specialty food and gift
- Finance, insurance and real-estate related office tenants (second floor)
- Construction-related office tenants (second floor)
- Sporting goods

Recommended Tenants: Area 4

- Family dining/sit-down restaurants
- Home furnishings
- Medical office tenants
- Construction-related office tenants- engineer, architecture, etc. (second floor)
- Business support services - (second floor)
 - Accounting/Law offices
 - Copy services
- Home/garden supply
- Office supply

PROPOSED LAND USES BY FLOOR LEVEL

Upper Floor Residential and Office Space

Use upper floors for primarily residential and office. Consideration of views, solar exposure, noise, and proximity to amenities should be given to the locations of residential uses.



Second Floor Flexible Space

Allow second-floor spaces to be used for a variety of retail, office, and/or residential space, provided that access is internal to the building.



First Floor Retail/ Commercial Space

Focus retail commercial uses into the core of The East Town Center District, which includes the land surrounding the central plaza, Main Street, and a few existing anchor retailers.



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

PLANNING PRINCIPLES



Wide sidewalks allow room for street furniture to create outdoor "living" spaces.



Pedestrians are willing to walk greater distances in comfortable and attractive environments.

4. Ensure that pedestrians have safe and convenient access throughout The East Town Center District.
 - Create a strong pedestrian connection across Avon Road and connect Main Street in the West and East Town Center Districts. Above or below grade pedestrian crossing should be considered to separate vehicles and pedestrians.
 - Realign East Beaver Creek Boulevard and allow for redevelopment on the south side of the street. Christie Lodge desires to move lodging closer to the core of The East Town Center District. Realigning East Beaver Creek Boulevard would improve pedestrian circulation.
 - Enhance and maintain strong pedestrian connections between The East Town Center District and the Eagle River. Create strong pedestrian connections between regional trails and the retail core.
 - Provide pedestrian accessibility to adjacent uses with paseos, gates, pedestrian walkways, crossings, etc. Provide porous pedestrian access throughout The District to allow for direct routes.
 - Provide comfortable and safe spaces (e.g., nature strips, amenity zones, and on-street parking areas) that adequately separate automobiles and pedestrians.
 - Encourage the creation of a safe and exploratory environment with strong pedestrian connections to secondary pedestrian corridors.
 - Provide a consistent level of visual cues for pedestrian routes through the use of materials, signs, landscaping, etc.

PEDESTRIAN CIRCULATION

EXISTING PEDESTRIAN CIRCULATION



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

Existing pedestrian circulation is haphazard and disconnected. Many commercial uses are set back from the main pedestrian circulation areas, thus distancing potential shoppers from retail stores. Most pedestrian areas are directly adjacent to streets and parking areas where pedestrians feel unprotected from vehicles.

SIDEWALK QUALITY	
	NO BUFFER FROM TRAFFIC
	BUFFERED WITH LANDSCAPING
	INTERIOR CIRCULATION
	CROSSWALK
	BUS STOP

PROPOSED PEDESTRIAN CIRCULATION



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

Intuitive connections and consistent high quality design are some of the driving forces behind the pedestrian circulation Planning Principles. The plaza connects to the proposed regional rail/trail. Sidewalks run alongside retail spaces, allowing for window shopping. Bus stops are located in centralized locations. Sidewalks are set back far enough from the roadway to allow for street trees to shade pedestrians. Interior circulation reduces walking distance. Above- or below-grade pedestrian crossings provide important connections across Avon Road and East Beaver Creek Boulevard.

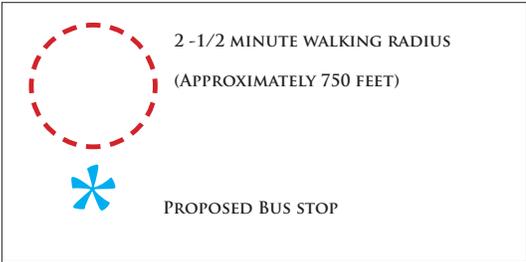
SIDEWALK QUALITY			
	NO TRAFFIC BUFFER		MULTI-USE TRAIL
	BUFFERED BY LANDSCAPE		ABOVE OR BELOW GRADE PEDESTRIAN CROSSING
	INTERIOR CIRCULATION		BUS STOP
	CROSSWALK		

WALKING DISTANCE



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

Nearly the entire East Town Center District is within a two and a half minute walk from the planned central plaza space. It is only about a five-minute walk from the central plaza to Avon Station (a multi-modal transit facility), library, post office, and daycare located in the West Town Center District. Several local bus stops also support the walkability of the East Town Center District.



PLANNING PRINCIPLES



The central plaza should be visually connected to Main Street and Avon Road.



Measures to slow down vehicles such as narrow streets with plantings next to the road can make secondary streets safer.

5. Maintain two access points off Avon Road.
 - Redesign and replace Benchmark Road.
 - Allow Main Street through the East Town Center to accommodate two-way traffic, thereby maintaining a strong vehicular pattern and ease of access from Avon Road.

6. Maintain a dispersed circulation pattern through The District.
 - Create a grid to make a better environment for retail and residential uses.
 - Design pedestrian oriented and retail-accessible streetscapes on Main Street and along the roads that front the plaza.
 - Design East Beaver Creek Boulevard as an auto-oriented boulevard with minimal curb cuts to service through traffic.
 - Avoid or minimize the impacts of traffic on secondary streets to create a pleasant living environment.
 - Minimize curb cuts on East Beaver Creek Boulevard and Main Street by diverting vehicular access to parcels to cross streets and alleys.
 - Large blocks should have alley access.

7. Create quiet, residential-scale development.
 - Create secondary streets that service the residential development in the East Town Center.
 - Design residential streets at a scale that reflects a pedestrian priority.
 - Allow parallel parking on residential streets.

EXISTING VEHICULAR CIRCULATION



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

Avon Road effectively channels Beaver Creek Resort-bound skiers, residents, and visitors between I-70 and the resort. Unfortunately, its design discourages travelers from making stops in Avon. It also effectively bifurcates the town, making cross-town travel, especially pedestrian travel between the West and East Town Center Districts, difficult. The series of roundabouts along Avon Road provide the primary vehicular access to The East Town Center District. In addition to these roundabouts, the curvilinear street pattern is confusing, sight corridors are diminished, and street hierarchy is unclear. Circulation is also hampered by the lack of capacity on East Beaver Creek Boulevard.



PROPOSED VEHICULAR CIRCULATION



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

Traffic volumes could potentially double through The East Town Center District as a result of the eventual build-out of the Village at Avon. Therefore, it is imperative to solve the problems of the existing conditions and accommodate future traffic. A new vehicular hierarchy will be enforced by the design of East Beaver Creek Boulevard, a divided boulevard with a median and limited curb cuts. Through-traffic and service vehicles will use this boulevard. A central organizing element, such as the plaza, will also help slow traffic down in the pedestrian-focused areas. Vehicles accessing retail uses will use these roads. Residential streets will be designed with a narrow right-of-way and enhanced pedestrian amenities to slow traffic.

VEHICLE CIRCULATION	
	THROUGH TRIPS
	MIXED USE/ RETAIL
	SERVICE ROUTE
	BOULEVARD
	RESIDENTIAL
	BUS STOP

VEHICULAR CIRCULATION

RESIDENTIAL STREET

The residential street design promotes clear vehicular and pedestrian circulation by providing clearly identifiable vehicular travel lanes and an 11-foot wide amenity zone and sidewalk for pedestrians. The amenity zone and sidewalk should allow for a minimum of six-foot clear pedestrian travel zone. The remaining space should be located between the back of curb and the pedestrian travel zone. Trash receptacles, benches, bike racks, street lights, sandwich boards, street trees, and other amenities should be located in this amenity zone.

Street trees should be spaced no more than 30 feet apart. This will help reduce the visual impact of building height as well as provide a separator between moving automobile traffic and the pedestrian space. Parallel parking is encouraged to provide convenient parking separation of vehicular and pedestrian traffic. The dimension of the parallel parking is purposely tight to help slow traffic. Extensive understory planting in the amenity area that discourages or limits the movement of people from parallel-parked automobiles to the sidewalk is discouraged.



Medium- to high-density residential uses are planned along the new residential streets identified on page 35.



Building massing is for descriptive purposes only. Alternative building shapes will be considered if they meet the Planning Principles.

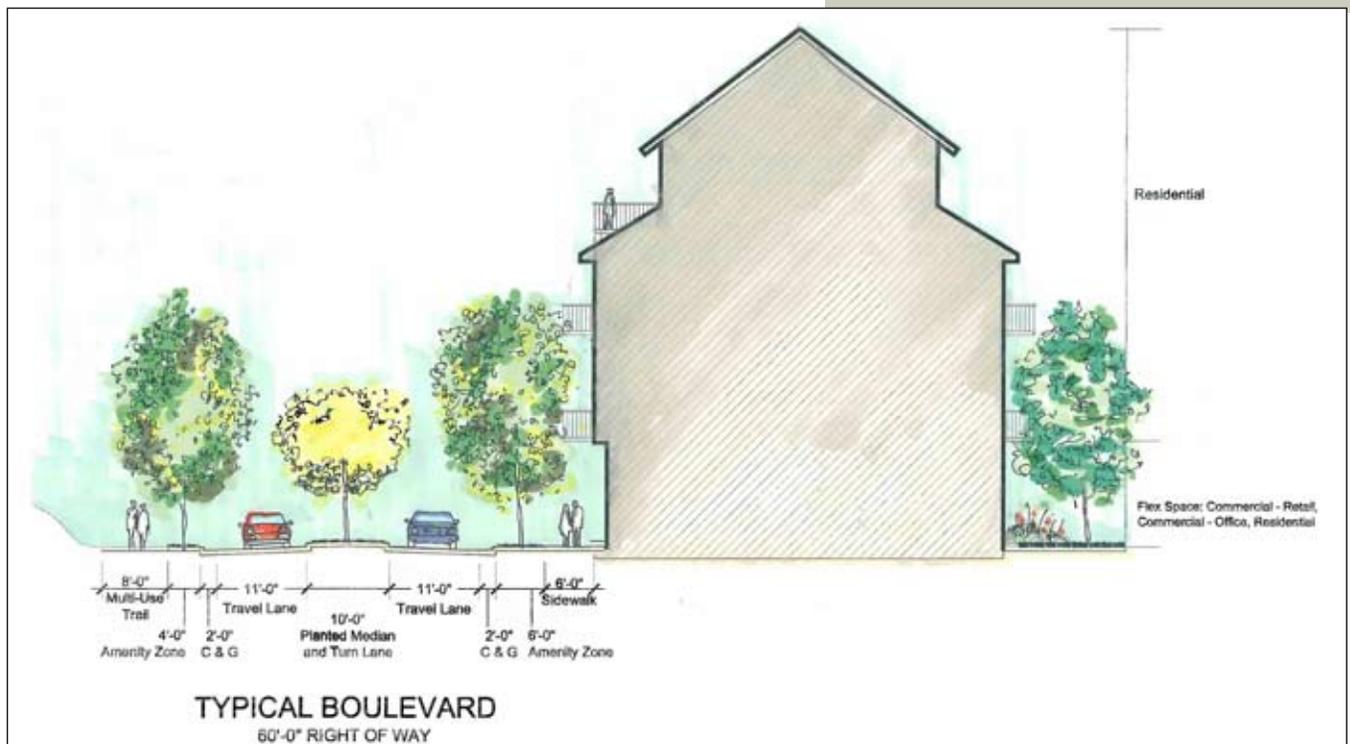
BOULEVARD

The street design for the boulevard creates a “green” corridor that moves automobile traffic through the East Town Center District at a convenient rate. The planted median provides a green corridor that should only be disrupted for necessary left-turn lanes and stacking. The median will help calm traffic and avoid extensive curb cuts into adjacent developments. A six-foot amenity zone and six-foot sidewalk should allow for a safe walking environment. The amenity zone could include trash receptacles, benches, bike racks, street lights, street trees, and an extensive understory planting program of perennial and shrubs not exceeding three feet in height. The three-foot shrub mass will separate the constant automobile travel lane from the pedestrian area. The plantings should stop at pedestrian crossings and automobile intersections and should not compromise sight triangle design. Trees should be spaced no more than 30 feet apart.

An eight-foot multi-use path should be implemented on the north side of the boulevard as part of the larger multi-use path system.



East Beaver Creek Boulevard is planned to be lined with trees and have a planted median.



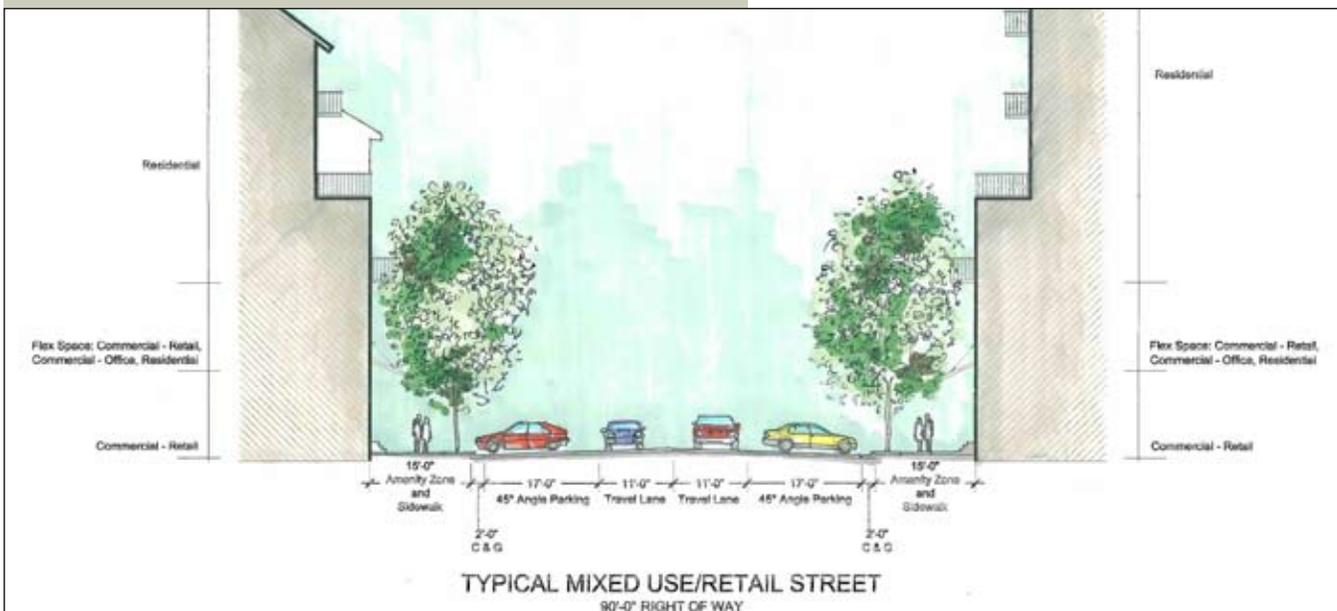
Building massing is for descriptive purposes only. Alternative building shapes will be considered if they meet the Planning Principles.

MIXED-USE



Mixed-use developments with angled parking allow for more convenient parking spaces while still maintaining a retail streetscape experience.

The typical mixed-use/retail street design aims to provide a great pedestrian retail shopping experience while providing retailers with as much visibility, accessibility, and convenient parking as possible. This is achieved by providing two clearly identified automobile travel lanes with angled parking. Angled parking provides the greatest number of parking spaces and helps to calm traffic. A 15-foot sidewalk and amenity zone is envisioned as flexible space for the pedestrian, where you can find outdoor cafes, trash receptacles, benches, bike racks, street lights, sandwich boards, street trees, and other amenities. A minimum six-foot clear pedestrian circulation route should be provided in the sidewalk and amenity zone. Trees should be spaced no more than 30 feet apart. Understory plantings and/or planter pots are encouraged. Extensive understory planting in the amenity area that discourages or prohibits the movement of people from angled parked automobiles to the sidewalk is prohibited.



Building mass is for descriptive purposes only. Alternative building shapes will be considered if they meet the Planning Principles.

PLANNING PRINCIPLES



Landscaping provides a buffer between pedestrians and surface parking.



Parking signage is an important element to ensuring that structured parking is easily accessible.



8. Provide on-street parking.

- Provide on-street parking on all streets except East Beaver Creek Boulevard to help off-set retail parking requirements.
- Allow angled parking on Main Street to maximize the on-street parking yield.

9. Minimize the impact of off-street parking lots.

- Limit curb cuts to provide clarity of vehicular travel areas and maximize parking. Curb cuts are discouraged on Main Street and East Beaver Creek Boulevard.
- Place parking lots at the rear or side of the site to allow the majority of uses to front directly onto the street.
- Build multiple small surface parking lots instead of one large surface lot.
- Encourage improved access to retailers by creating a clear pedestrian path from all parking areas to retail entrances.
- Plant trees and shrubs to soften the visual impact, reduce the heat-island effect, provide shade, and reduce parking-area noise.

10. Provide de-centralized parking garages.

- Encourage de-centralized underground parking garages integrated with the redevelopment of buildings to ensure access to parking.
- Consider providing parking under the plaza space. The plaza shall remain at street level.
- Avoid street-facing blank walls on buildings with parking garages. If blank walls are unavoidable, decorate with artwork, display cases, vines, and high-quality, durable materials.

PARKING

EXISTING PARKING



Thirty-three percent of The East Town Center District land area is currently used for surface parking. Much of the time these parking spaces are under-utilized. Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

TYPE OF PARKING	EXISTING	
	ACRES	SPACES
SURFACE LOT	10.85	1,131
ON-STREET	0.72	123
STRUCTURED		468
TOTAL	11.57	1,722

PARKING

- SURFACE
- ON-STREET
- STRUCTURED

PROPOSED PARKING



The proposed parking numbers are conservatively low based on possible building footprints and only one floor of underground parking (except the plaza, which includes two floors). Property owners will likely desire to construct larger underground structures than shown and may include more than one floor below grade. Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

TYPE OF PARKING	EXISTING		PROPOSED	
	ACRES	SPACES	ACRES	SPACES
SURFACE LOT	10.85	1,131	3.28	453
ON-STREET	0.72	123	1.67	396
STRUCTURED		468		1,474
TOTAL	11.57	1,722	4.95	2,323

PARKING

- SURFACE
- ON-STREET
- STRUCTURED

PARKING ENTRANCES



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

Strategically locate entrances to underground parking to provide convenient access without causing traffic delays on major thoroughfares. Shared entrances are also desirable.

PARKING ENTRANCES	
	EXISTING PARKING STRUCTURE ENTRANCE
	CONCEPTUAL ACCESS POINTS TO PARKING

PLANNING PRINCIPLES



These buildings exemplify the architectural style encouraged in The East Town Center District, particularly in their use of subtle earth-tone colors and a mix of regional building materials.



The Town Center Design Guidelines provide further information regarding the desired character in The East Town Center District.

11. Ensure the architectural character of The East Town Center District complements the character emerging in The West Town Center District.

- Encourage authentic, contemporary architecture, focusing on form and appropriate use of materials.
- Eliminate box-like forms by using a variety of building forms, articulation of the facade, and roof-line variation.
- Enhance views and make spaces feel larger by maximizing the number of windows.
- Ensure that the rhythm, size and proportion of openings (e.g., windows, doors, etc.) are similar to other high-quality buildings in The East Town Center District.
- Encourage the creation of rooftop gardens to contribute to the building articulation, reduce the amount of impermeable surfaces, improve views from surrounding buildings, and provide an outdoor amenity to residents.
- Use porches, verandas, mezzanines, stairs, railings, cornice details, and window details to enhance building appearances.
- Select building materials and colors that complement the surrounding area.
- Encourage the reuse and recycling of building materials.
- Incorporate civic art into public infrastructure projects such as bridges, transit systems, highways, roadways, or water features.



Splitting buildings into modules with different treatments creates a pattern, articulates the facade, and clearly identifies entrances.



Active first floor spaces, appropriately scaled buildings, and well-designed public spaces will enhance the character of The East Town Center District.

PLANNING PRINCIPLES

12. Ensure that buildings with mid-size retail uses fit the character of the area and support a pedestrian-friendly experience.

- Locate mid-size retail uses in anchor locations that accent architectural elements and provide high visibility.
- Encourage traditional streetscape designs that emphasize the building and not the parking.
- Ensure facades are pedestrian-scaled by using articulation and a retail module system of 16-25 feet.

13. Encourage a high level of site planning and design to maximize public and semi-public pedestrian spaces.

- Design the landscape to enhance the architecture and create or define useful public and private spaces.
- Use hardy, native plant species (e.g., trees, shrubs, and ground cover) that are easy to maintain and minimize water use.
- Provide a variety of seating choices in landscaped areas.
- Include paths to accommodate children, adults, bicycles, skateboards, shopping carts, walkers, pets, furniture moving, etc.
- Provide appropriate lighting to ensure that paths are safe at night and still compliant with the Avon lighting requirements to minimize “over-lighting”.
- Plant deciduous shade trees along streets and parking lots to minimize the heat-island effect.

PLANNING PRINCIPLES



Building mass can positively contribute to the public spaces if designed with articulation, varied materials, and ample windows.



Close proximity to plaza spaces and views of the plaza are amenities for surrounding residential buildings. The plaza also draws activity to the retail areas.

14. Maximize solar exposure.

- Maximize solar exposure by limiting building heights on the south side of streets and plaza spaces to a level that allows sun to reach the northern sidewalk during the winter solstice.

15. Define the plaza and other key pedestrian areas by framing these spaces with buildings.

- Relate buildings to the street and locate them on the site so that they reinforce street frontages.
- Utilize build-to lines instead of setbacks to bring pedestrians and the retail environments closer together.

MASSING MODEL

Existing Massing



Extremely low-density development, aging building stock, and large expanses of surface parking make a strong case for redevelopment and infill. The Town Center zoning encourages higher densities but also requires large set backs, substantial parking areas, and 50% lot coverage. These regulations have contributed to the lack of redevelopment activity in the area.

Proposed Massing



Building massing and footprints are for descriptive purposes only. Alternative building shapes and mass will be considered if they meet the Planning Principles.

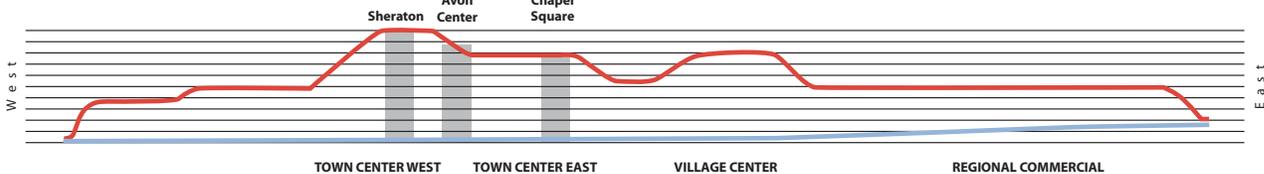
The Plan calls for increased density in The East Town Center District to help fulfill the vision of the Town Center as the focal point of the community. See the Avon Comprehensive Plan Urban Built Form Diagram (page 47) for more information.

TOWN OF AVON BUILT FORM DIAGRAM

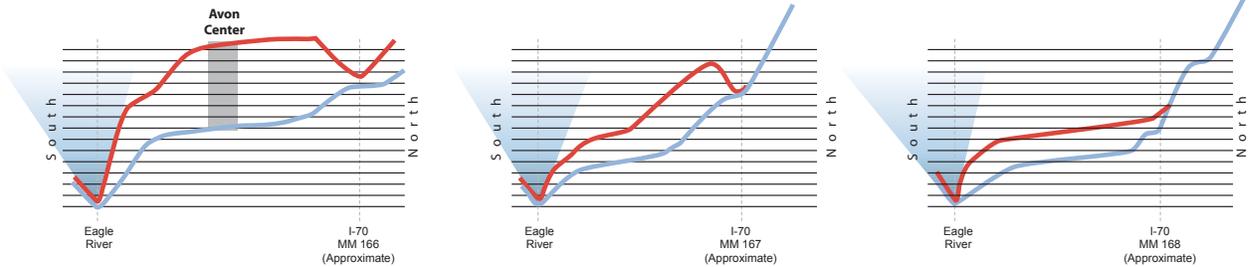


Note: Not to scale.

East/West Cross Section



North/South Cross Sections



Built Form Diagram

The Built Form Diagram is provided to illustrate the desired form of the community in a three dimensional method. The diagram is not to scale, but instead shows the relationship of one district to the next in regards to form. As developments are reviewed, the diagrams shall provide another source of guidance to support the land use regulations and design guidelines. Note: not to scale.

Source: Town of Avon Comprehensive Plan, 2006 (pg. 33)

PLANNING PRINCIPLES



1. View toward Wildridge



2. View toward Daybreak Ridge



3. View of the Gypsum-Bluff

16. Maintain key views to and from The East Town Center District to provide visibility, orient people to their surroundings, and define the character of the spaces.

- Maintain views to:
 - Wildridge (1)
 - Daybreak Ridge (2)
 - Gypsum-bluff (3)
 - Whiskey Creek (4)
 - South Game Creek Bowl (5)
 - Swift Gulch (6)
- Elements that could disrupt the views such as building bulk, signage, overhead utilities, and lighting are discouraged.

EXISTING VIEWS



4. View toward Whiskey Creek.



5. View of South Game Creek Bowl



6. View of Swift Gulch

The Town of Avon Comprehensive Plan identifies being “reflective of the natural environment” as a core value of the Town. According to the Comprehensive Plan, “Avon will continue to enhance its strong connections to its spectacular scenery, magnificent natural surroundings, and ample outdoor recreational opportunities.”

The identified views from public areas are essential to maintain a visual connection to the surrounding environment, orient people to their surroundings, and ensure these views can be enjoyed by the general public. The Town will be making a large investment in the public spaces of The East Town Center District. To maximize the value of their investment, these views must be protected.

The low height of buildings in The East Town Center District currently allows for the visibility of the surrounding mountains; however, it is anticipated that greater building heights will be proposed in the future. It will become increasingly important to be mindful of maintaining views. Creative approaches, including framing views with architecture, stepping the building height, recessing top floors, and locating floors below ground, should be considered.

PROPOSED VIEWS



Maintain views of mountains and surrounding landscapes from public streets and spaces identified in this exhibit. Building footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the Planning Principles.

PERSPECTIVE VIEW TO THE DISTRICT



The views to The East Town Center District are as important as views from The District. This view overlooking the main plaza depicts what The District could look like from I-70. Building massing is for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

PLANNING PRINCIPLES



Great public spaces can draw people of all ages and interests to the town center.

17. Focus municipal involvement on actions that produce the most public benefit.

- Work with surrounding landowners to develop a central plaza that will energize the space, provide an orienting element, and create an alternative reason for going to The East Town Center District beyond what exists there today. The Town should take the lead in designing, developing, programming, and maintaining the plaza space and make it part of Avon Parks and Recreation. Coordination with landowners and retail tenants is essential to ensure the viability of surrounding retail, consistent access and circulation, alternative parking arrangements, and workable phasing plans.
- Work with surrounding landowners to straighten Main Street. The Town may also consider a curved Main Street reflecting the Planning Principles set forth in this plan. However, this will not accommodate the same level of on-street parking and may force private development to accommodate all on-site parking requirements.
- Realign East Beaver Creek Boulevard.
- Work with surrounding landowners to implement a rich streetscape pattern that will complement The West Town Center District.
- Implement the Urban Renewal Plan and explore Tax Increment Financing to help pay for public improvements in The East Town Center District.

IMPLEMENTATION

PARTNERSHIP

Today's rising property values as a result of the new gondola and Riverfront Village, in conjunction with a willingness of the Town Council to work in partnership with landowners, creates new redevelopment opportunities. The key to implementation is to work with the landowners and developers by understanding their needs and the impact this policy has on their property's redevelopment potential. Continued dialog must occur between the Town and The East Town Center District stakeholders. The phasing strategies shown in this document illustrate a possible path through the implementation of The Plan.

Flexibility is needed to determine the best overall method of achieving the vision explained in the Planning Principles. This flexibility will accommodate the complexity of redevelopment projects, allowing each property to redevelop on the property owner's schedule. Additional flexibility includes the footprint and massing of the buildings and the manner in which parking requirements are met.



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

PUBLIC IMPROVEMENTS

Infrastructure Expenditure Summary

Publicly Funded Projects	Expenditure
Beaver Creek Boulevard	\$2,346,754
Benchmark Road	\$1,222,094
Beaver Creek Place	\$926,977
Main Street Plaza	\$1,941,416
Chapel Place	\$808,838
Residential Street Type	\$1,868,917
Service Street (SE)	\$906,676
Plaza	\$21,667,993
TOTAL	\$31,689,665

Source: Design Workshop. Expenditures based on 2006 dollars and assumptions



Relocated new roads are shown with a red-dashed line. All other roads identified with a solid blue line are existing but will need improvements such as street trees, crosswalks, utilities, lighting, parking, and other improvements.

Both public and private investments are needed to finance the redevelopment of The East Town Center District.

Based on preliminary cost estimates, the public expenditures associated with the plaza (240 underground parking spaces, road improvements, and streetscape work) equals approximately 32 million dollars.

It is anticipated that the necessary revenue to pay for these improvements will be shared between the Town and the developers. The Town has already committed to substantial funding in The West Town Center District and has implemented Tax Increment Financing (TIF) as a funding mechanism. In addition, each redevelopment project may also need to bear the cost of some of the capital improvements necessary because of increased density. The level of private investment in capital improvements will be determined during the development review process.

REVENUES

The public revenues estimated in The Plan indicate that the Town will realize between 45 million and 50 million dollars in revenues through build out, and ongoing revenues of between 4.5 million and 5.5 million dollars. Public revenues were calculated using two scenarios: the first assumes that all flex space is commercial space; the second assumes that all flex space is residential space.

Scenario 1: Because this scenario places a higher parking burden on The East Town Center District, parking payment-in-lieu fees are the primary reason for the higher public revenues that occur in this scenario. On an ongoing basis, however, this scenario also shows a greater return than if all flex space was built out as residential space due to anticipated sales tax revenue.

Scenario 2: The smaller parking burden in this scenario would increase developer returns, especially when one considers the demand for housing product in the mountains compared to commercial space. However, this scenario results in a lower ongoing return to the public sector.

Public Revenue Summary

Revenue Source	Scenario 1		Scenario 2	
	From Buildout	Ongoing	From Buildout	Ongoing
RETA	\$15,072,400	\$1,593,994	\$17,008,255	\$1,748,073
Retail Sales Tax	N/A	\$2,397,158	N/A	\$1,305,510
Property Tax	N/A	\$769,906	N/A	\$737,582
Recreation Amenities Fee	N/A	\$775,145	N/A	\$775,145
Parking Payment in Lieu Fee	\$34,360,000	N/A	\$28,453,445	N/A
TOTAL	\$49,432,400	\$5,536,203	\$45,461,700	\$4,566,310

Source: Design Workshop

PRIVATE INVESTMENT

Parcel Internal Rate of Return

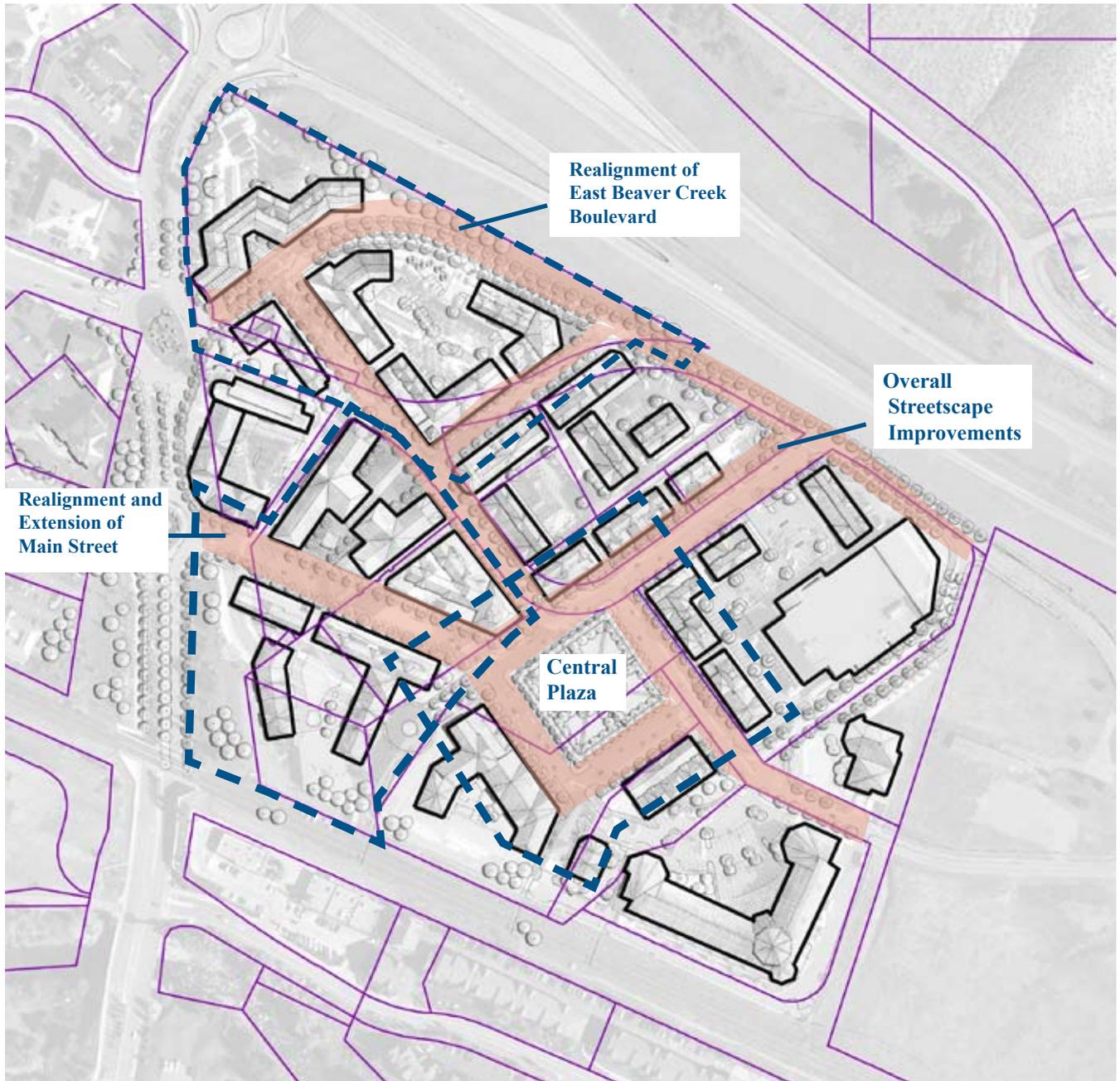
Parcel	Estimated Internal Rate of Return (IRR)
Parcel 1- Christie Lodge	19%
Parcel 2- Buck Creek	19%
Parcel 3- North Court	23%
Parcel 4- Avon Plaza	21%
Parcel 5- American Nat'l Bank	7%
Parcel 6- 51 Beaver Creek Place	23%
Parcel 7- City Market	4%
Parcel 8- Chapel Square Bldg B	21%
Parcel 9- Chapel Square Bldg A	15%
Parcel 10- Pier 1/ Office Depot	10%
Parcel 11- Avon Annex North & South	4%
Parcel 12- Benchmark Shp Center N & S	12%
Parcel 13- Boat Building	10%

Parcels are anticipated to have an Internal Rate of Return (IRR) between 4% and 23%.

Source: Design Workshop

To test The Plan and determine the probability of redevelopment, it is helpful to conduct conceptual pro formas for each parcel and test the plan. These are based on broad assumptions and should be considered an estimate for analysis purposes only. The estimate is based on a build out taking place within ten years. Most parcels are showing a preliminary internal rate of return (IRR) of anywhere from four percent to 23 percent. A healthy IRR is between 15 and 20 percent. In lackluster market conditions, an IRR of 12 percent can attract redevelopments. The following summary of IRR illustrates the effectiveness of The Plan and begins to show the possible phasing of the private development (those with higher IRR will likely begin redevelopment sooner).

KEY REDEVELOPMENT AREAS



Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

Changing property boundaries can add a challenge to the implementation of a redevelopment plan. This plan attempts to minimize the need for such adjustments.

-  EXISTING PROPERTY BOUNDARIES
-  KEY REDEVELOPMENT AREAS
-  AREAS FOR STREET IMPROVEMENTS

CENTRAL PLAZA



Aerial photograph of the existing conditions.



1

Redevelopment of the Avon Annex and the Chapel Square one-story building will provide two of three necessary relocation sites for the mid-size retailers.



2

Once the mid-size retailers are relocated, the plaza can be constructed and the existing mid-size retail building can be redeveloped.



3

There will be more interest in redevelopment once the plaza and mid-size retailers are redefined as anchors to the District.

Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

REALIGNMENT OF MAIN STREET



Aerial photograph of the existing conditions.



1

Individual landowners may be able to move forward with construction on a portion of their property.



2

Joint development agreement is necessary between the Town and property owners in this area to realign Main Street.



3

Construction on the south side of the street would be feasible once Main Street is reconstructed.

Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

REALIGNMENT OF EAST BEAVER CREEK BOULEVARD



Aerial photograph of the existing conditions.



Joint development agreement is necessary between the Town and Christie Lodge owners to move East Beaver Creek Boulevard and extend Beaver Creek Place.



Joint development agreement is necessary between the Town and the Buck Creek Plaza owners to build a new connector street between East Beaver Creek Boulevard and Beaver Creek Place extension.



Property line should be adjusted between East Beaver Creek Boulevard and the Central Avon Plaza to allow additional built form to anchor a new intersection.

Building massing and footprints are for descriptive purposes only. Alternative building shapes will be considered if they meet the intent of the Planning Principles.

CONCLUSION

In summary, the development of The Plan included a public process in which existing conditions were evaluated, planning considerations were identified, alternative plans were explored, market investigations and financial analyses were conducted to test alternative futures, feedback was used to recycle alternatives, and a final alternative was described in both graphic (plans and diagrams) and verbal terms (Planning Principles).

The vision of The East Town Center District, as identified in the Comprehensive Plan, is to make the most of the redevelopment opportunities by considering the needs and desires of the community; establishing a cohesive mix of uses, including retail, office, and residential; planning for public gathering spaces; and creating strong pedestrian and street connections. This vision is more clearly articulated with the plans, diagrams, and Planning Principles found in The Plan. The vision has a physical, environmental, social, and economic focus that together will make The East Town Center District a jewel of the community, a complement to The West Town Center District, and a source of pride for the residents and business owners.

The future of The East Town Center District lies directly in the hands of the property owners. This plan includes a substantial financial investment for the Town of over 30 million dollars, for which the Town will likely use funding mechanisms such as TIF and private investment in The District. The landowners should recognize this plan as a shared vision of The East Town Center District and leverage the improvements identified for the public spaces. Together, the Town and the property owners can create a cohesive physical framework and community image in The East Town Center District.

The Plan is an opportunity to share a vision for redevelopment.

