Three Typologies of Mountain Resort Revitalization

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With warmest greetings from Aspen, Colorado, USA, to our hosts in Andorra.
The three typologies and their locations are:

• A traditional resort village—Aspen, Colorado
• The new town or purpose-built resort village—Snowmass Village, Colorado
• The satellite resort to a traditional village—Steamboat Springs, Colorado
A traditional resort village--Aspen, Colorado
Previous to the silver mining era, the Ute Indians, known as “The People of the Shining Mountains,” camped during the summers in the upper valleys for nearly five hundred years.
Aspen became more successful in part because of the arrival of the railroads in 1887 and 1888.
Like the rest of the American West, it was mining that built the cities.
The 4th of July saw parades...
Farming and ranching would sustain the community during the “Quiet Years” that followed after the bust of the mining industry.
1935 saw a hint of things to come as skiers found the slopes of Aspen. Andre Roche cut the first ski run.
Today, a town nestles at the base of a ski mountain.
And many skiers pass through Gondola Plaza
1. External Market and Economic Factors Largely Explain Recent Downtown Performance

- Immediate economic decline is largely driven by external factors.
- A winter phenomenon.
- Lack of vibrancy has more complex origins.
- The loss of downtown vibrancy exceeds the actual loss of business.

- There are market problems that can’t be solved downtown.
2. The Aspen visitor market continues to evolve and change.

- Aging demographics & rising wealth of visitors
- Downtown is marginalized
- Retail is always a reactive market
- We are witnessing a fundamental shift in resort downtown functions—retail core needs flexibility to respond.
5. Although imperfect, Aspen remains one of the best downtown patterns of all in the resorts

- Historic buildings, comfortable grid layout, functional connection to the mountain
- Pedestrian connections to surrounding accommodations & transit.
- Some merchants are prospering
- Retail by its nature has a high mortality rate.
Program of civic improvements

Downtown Core Elements
(Outside of Malls) $74,500
Includes design & construction contingencies.

Grand Total of all Improvements
$836,480 Includes design & construction contingencies.

1. Building Facade Lighting $3,000
2. Fire Hearths Qty: 2 Cost: $50,000
3. Guest Service Pavilion Qty: 1 $100,000
4a. Map & Directory Qty: 6 $18,000
4b. Mall Entry Signs Qty: 8 $13,600
4c. Historical Interpretation Qty: 6 $15,600
4d. Seasonal Event Kiosks Qty: 4 $52,000
5. Tables & Chairs Qty: 30 sets $22,500
6. Bike Racks Qty: 22 $16,500
7. Recycling Containers Qty: 24 $31,200
8. Hyman Mall Toddler Park Qty: 1 $40,000
9. Flower Containers Qty: 24 $12,000
10a. Cooper Mall Landscape Qty: 1 $39,400
    b. Hyman Mall Landscape Qty: 1 $33,624
11. Curved Benches Qty: 20 $105,675
12a. Cooper Mall Center Qty: 1 $26,800
    b. Hyman Mall Center Qty: 1 $32,600
13. Retail Kiosks Qty: 2 $20,000
Downtown Core Improvements
Hyman / Mill elements  Total cost  $300,150
includes construction contingency

1. Building Facade Lighting  Cost: $1,500
2. Fire Hearth  Qty: 1  Cost: $25,000
3a. Map & Directory  Qty: 3  $9,000
3b. Mall Entry Signs  Qty: 5  $8,500
4c. Historical Interpretation  Qty: 2  $5,200
5. Tables & Chairs  Qty: 12 sets  $5,250
6. Bike Racks  Qty: 7  $5,250
7. Recycling Containers  Qty: 5  $6,500
8. Toddler Park Hyman  Qty: 1  $40,000
9. Flower Containers  Qty: 8  $4,000
10a. Hyman Landscape  Qty: 1  $33,600
11. Curved Benches  145-LF  $56,000
12b. Hyman Mall Center  Qty: 1  $32,600
13. Retail Kiosk  Qty: 1  $10,000
Downtown Core Improvements
Galena / Cooper / Mill elements
Total cost $352,500

Components

1. Building Facade Lighting  Cost: $1,500
2. Fire Hearth  Qty: 1  Cost: $25,000
3. Guest Service Pavilion  Qty: 1  Cost: $100,000
4a. Map & Directory  Qty: 2  Cost: $5,000
4b. Mall Entry Signs  Qty: 2  Cost: $5,100
4c. Historical Interpretation  Qty: 2  Cost: $5,200
4d. Seasonal Event Kiosk  Qty: 1  Cost: $12,000
5. Tables & Chairs  Qty: 15 sets  Cost: $11,250
6. Bike Racks  Qty: 7  Cost: $5,250
7. Recycling Containers  Qty: 5  Cost: $8,500
9. Flower Containers  Qty: 3  Cost: $4,000
10a. Cooper Landscape  Qty: 1  Cost: $39,400
11. Curved Benches  Qty: 120 LF  Cost: $47,500
12a. Cooper Mall Center  Qty: 1  Cost: $25,800
13. Retail Kiosk  Qty: 1  Cost: $10,000
ACTIVATE & ANIMATE CORNERS

COMM ARTS

AFTER

COMM ARTS
ACTIVATE & ANIMATE CORNERS

BEFORE

AFTER
ENHANCE THE RETAIL PRESENCE
ENHANCE THE RETAIL PRESENCE

BEFORE

REPLACE HEDGE WITH ORIGINAL PARKING

ILLUM. BOLLARD TO LIGHT PLAZA

AFTER
INCUBATOR ALLEY

BEFORE

AFTER
THE LONGTABLE AND ARBOR ON COOPER

BEFORE

COMM ARTS
ENHANCING THE MERCHANDISING ZONE

BEFORE

AFTER

COMM ARTS
PEOPLE LIVE HERE

BEFORE

AFTER
PEOPLE PLACE ON HYMAN

BEFORE

CARE SEATING w/ UMBRELLAS
FULL CENTER OF HALL ANIMATES PEDESTRIAN WALK

AFTER
SUBSTANTIATE RESIDENTIAL OPPORTUNITIES

INCREASE BLDG. DENSITY; UPPER LEVEL HOUSING

COMMARTS

AFTER
SUBSTANTIATE RESIDENTIAL OPPORTUNITIES

BEFORE

AFTER
SOMETHING'S COOKING
DOWNTOWN

BEFORE

AFTER

COMM ARTS
WELCOME TO DOWNTOWN ASPEN

BEFORE

AFTER
The new town or purpose-built resort village – Snowmass Village, CO
National Skier Visits

National Skier Visits in millions

7-year average
93/94 - 99/00: 53.2

3-year average
00/01 - 02/03: 56.4
Annual Skier Days - 2 Major Competitors

Percent Change Comparisons
Total Annual Skier Days

- Beaver Creek
- Whistler
- Snowmass

02-03 vs 10-yr avg
02-03 vs 93-94

- Beaver Creek: 15.8% increase, 31.5% increase
- Whistler: 5.0% decrease, 23.2% increase
- Snowmass: -7.9% decrease, -16.5% decrease

-20.0% to 40.0% range
Snowmass Mountain Plan
Building 2A — Village Elevation
Building 4AB

South East Elevation 1
Scale: 1/8" = 1'-0"

North West Elevation 4
Scale: 1/8" = 1'-0"

Context Plan
Scale: 1" = 50'-0"

North East Elevation 2
Scale: 1/8" = 1'-0"
Building 7 – Street Elevation
Bldg 13A (Westin) — South Elevation
Base Village Arrival Center
Base Village Site & Phasing
Steamboat Springs
The satellite resort to a traditional village - Steamboat Springs, CO
Steamboat Base Area Upgrade Plan

• Vitality, Better Connectivity
• Less Seasonality
• Better Pedestrian Connections & Directional Clarity
• Adequate Parking and Efficient by Less Intrusive Vehicular Circulation
• Greater use of Public Transit and Private Shuttles
• Increased Retail
• Year-Round Facilities
• Higher Quality Public Spaces and Architecture
NON-PEDESTRIAN FRIENDLY:

Grade Changes
Uneven Surfaces
Inappropriate Fences
So Close, and Yet, So Far...
Potential Pedestrian/Skier Conflict Zone
Accessibility?
Sun vs. Shade
A Key Space in Steamboat
Work in Progress
Opportunities
Issues
Key Trends

• the coming to retirement age of the most affluent generation in history
• the ability to be connected to urban centers without needing to reside there full-time
• the movement of resorts from a strictly tourist-based economy to a real estate economy
• the rise of non-sporting activities in resort venues traditionally dedicated to sport. These include among others shopping, world-class musical and theatrical performances, and amateur artist activities.
• The lack of time in many societies for the extended vacations previously enjoyed by working people, and the need to be able to efficiently organize a brief vacation.
Keeping Guests Entertained

Average guest spends;
- 6 Hours Spent On-Mountain
- 8 Hours Spent Sleeping
- 10 More Hours in which to;
  - Shop
  - Dine
  - Take in galleries, concerts, movies, museums, theatre, etc.

This offers the community an opportunity to provide 10 more hours worth of entertainment possibilities.
Moltes gràcies!