



# **Three Typologies of Mountain Resort Re- vitalization**

**Presentation of Stan Clauson, AICP, ASLA  
Aspen, Colorado  
The 4th World Congress on Snow Sport and  
Mountain Tourism  
21 April 2005**

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



An aerial photograph of a mountainous region. A town is visible in the upper center, surrounded by a river and a network of roads. The terrain is rugged with many ridges and valleys. The word "Aspen" is written in red in the upper right.

Aspen

An aerial photograph of Aspen, Colorado, showing a dense cluster of buildings in a valley surrounded by dark, forested mountains. The image is framed by a red border.

A traditional resort  
village--Aspen,  
Colorado

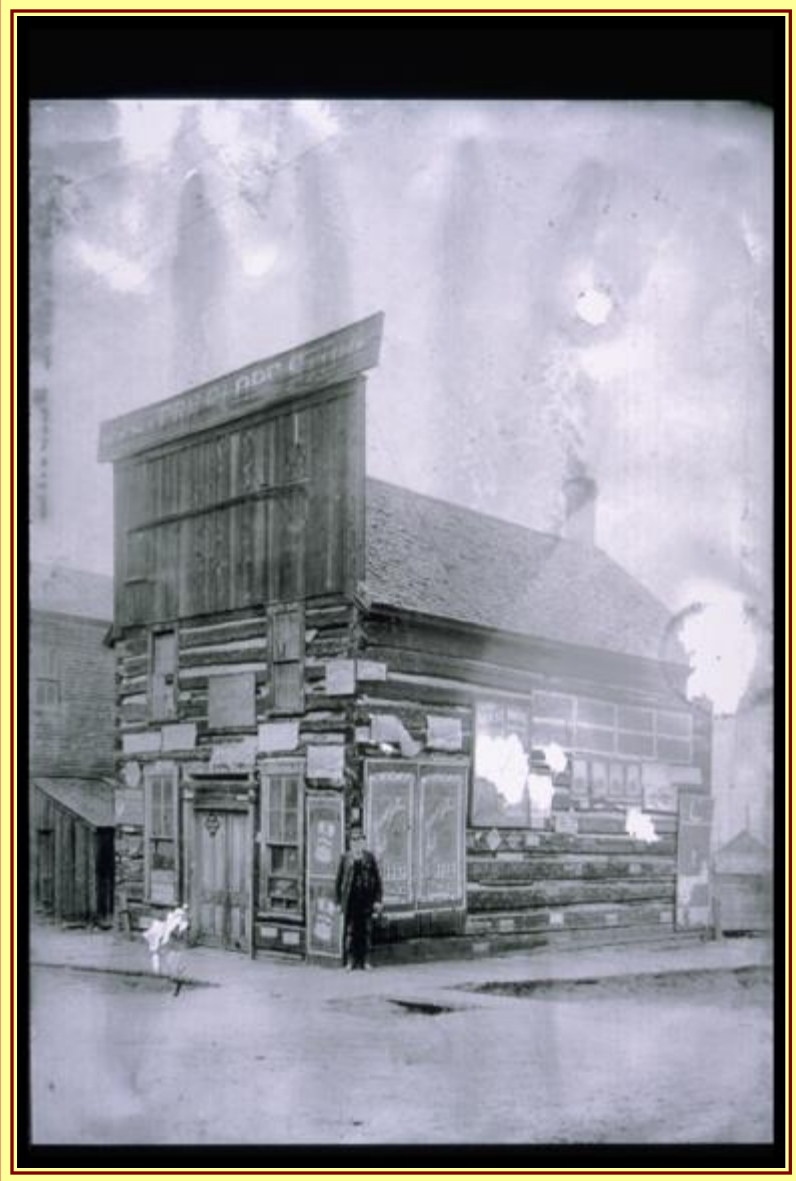


Previous to the silver mining era, the Ute Indians, known as “The People of the Shining Mountains,” camped during the summers in the upper valleys for nearly five hundred years.



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 4<sup>th</sup> of July saw parades...



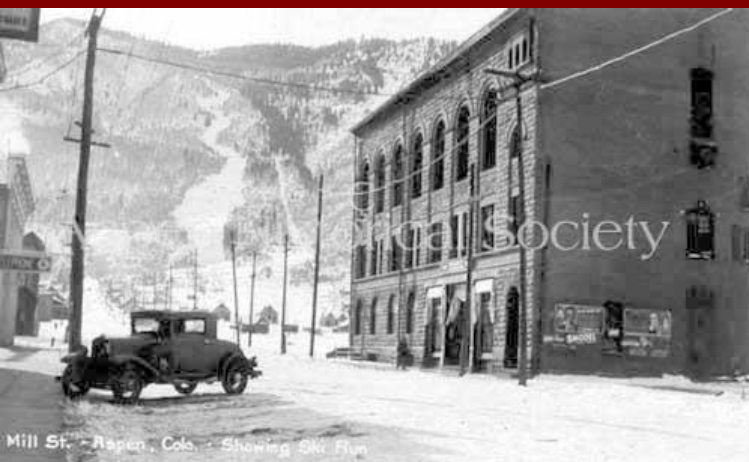
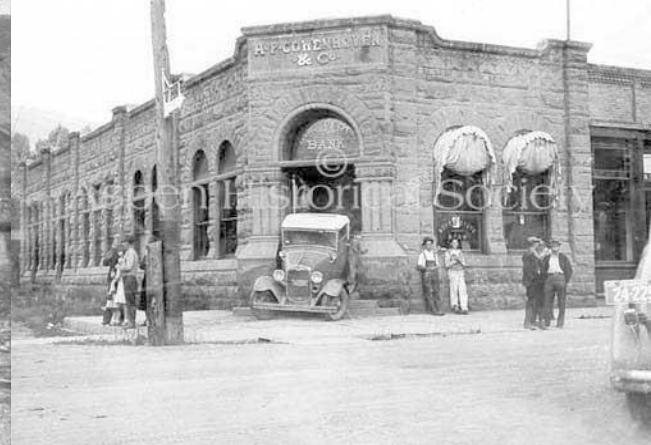
Farming and ranching would sustain the community during the “Quiet Years” that followed after the bust of the mining industry.



**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





# ASPEN RETAIL | *Conclusions, Observations, Biases*

## 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.**

# ASPEN RETAIL | *Conclusions, Observations, Biases*

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

 **b. Mall Entry Signs** Qty: 8 \$13,600

 **c. Historical Interpretation** Qty: 6 \$15,600

 **d. 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

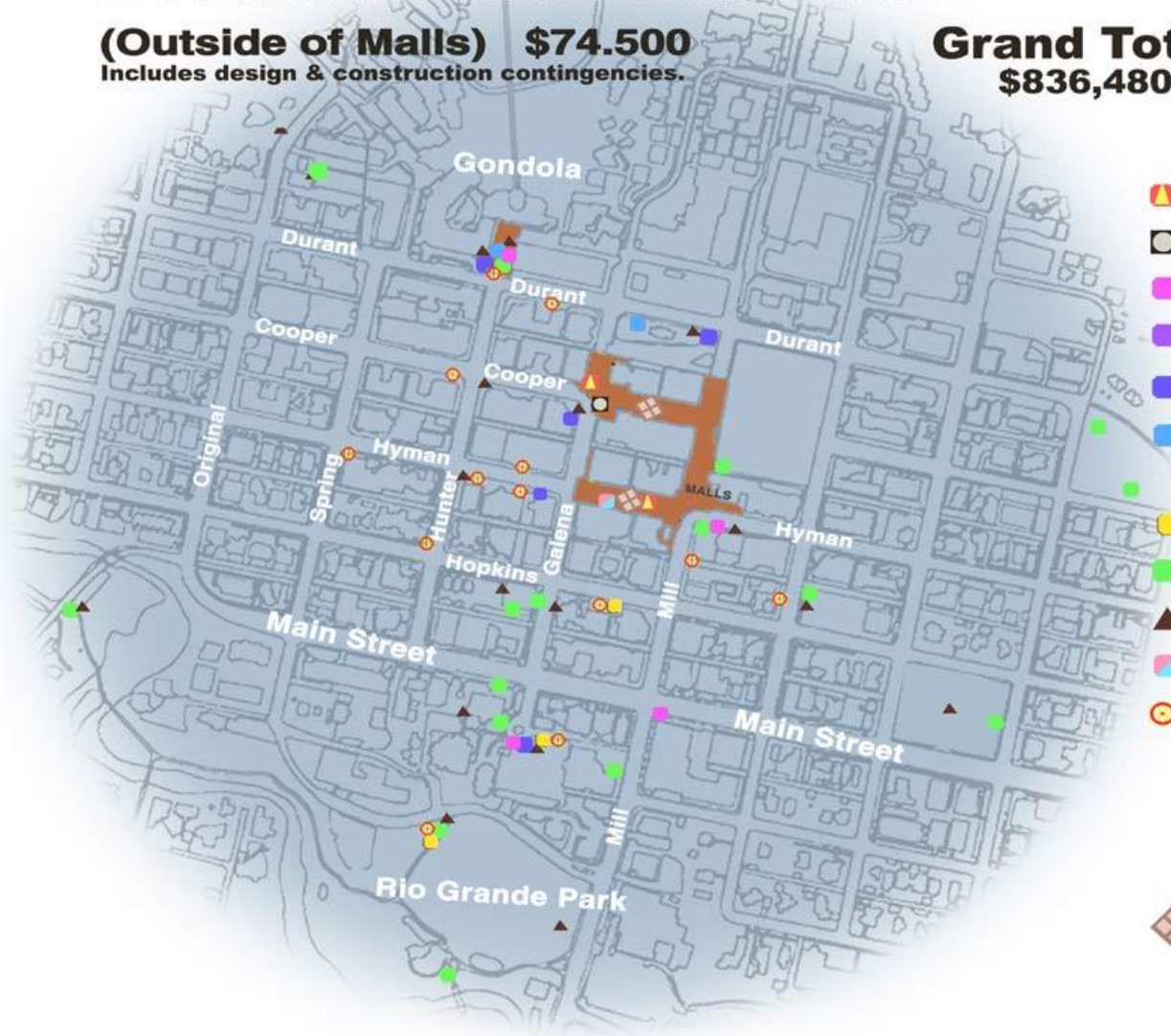
**b. Hyman Mall Landscape** Qty: 1 \$33,624

**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







Dunnett Design  
Ajax Design & Communications  
Willis Pember Architects

# Downtown Core Improvements

March 21, 2005

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

4a. Map & Directory Qty: 3 \$9,000

4b. Mall Entry Signs Qty: 5 \$8,500

4c. Historical Interpretation Qty: 2 \$5,200

4d. Seasonal Event Kiosk Qty: 1 \$13,000

5. Tables & Chairs Qty: 12 sets \$9,000

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

10b. Hyman Landscape Qty: 1 \$33,600

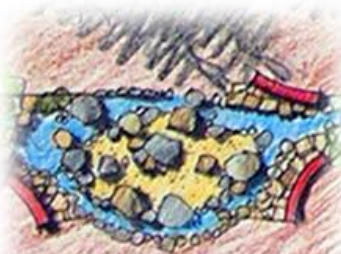
11. Curved Benches 145-LF \$58,000

12b. Hyman Mall Center Qty: 1 \$32,600

13. Retail Kiosk Qty: 1 \$10,000



## Components



Hyman Toddler Park



Mall Entry Signs



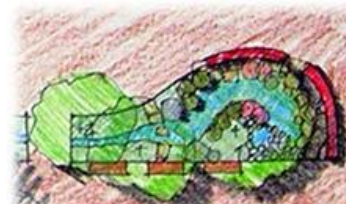
Fire Hearth



Bike Racks



Curved benches



Improved Landscape

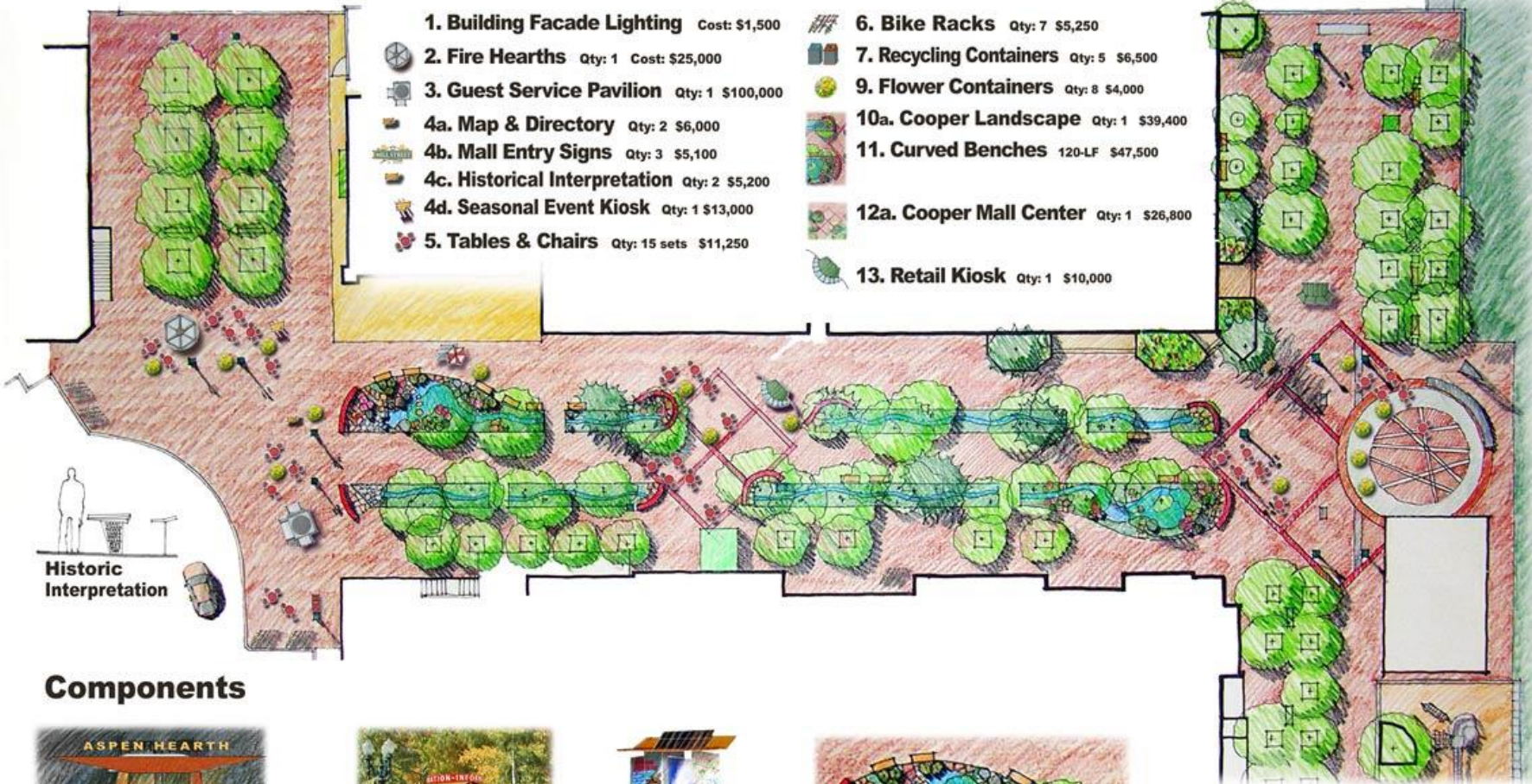


# Downtown Core Improvements

March 21, 2005

Galena / Cooper / Mill elements **Total cost \$352,500** includes construction contingency

- |   |  |
|---|--|
| <b>1. Building Facade Lighting</b> Cost: \$1,500    | <b>6. Bike Racks</b> Qty: 7 \$5,250            |
| <b>2. Fire Hearths</b> Qty: 1 Cost: \$25,000        | <b>7. Recycling Containers</b> Qty: 5 \$6,500  |
| <b>3. Guest Service Pavilion</b> Qty: 1 \$100,000   | <b>9. Flower Containers</b> Qty: 8 \$4,000     |
| <b>4a. Map &amp; Directory</b> Qty: 2 \$6,000       | <b>10a. Cooper Landscape</b> Qty: 1 \$39,400   |
| <b>4b. Mall Entry Signs</b> Qty: 3 \$5,100          | <b>11. Curved Benches</b> 120-LF \$47,500      |
| <b>4c. Historical Interpretation</b> Qty: 2 \$5,200 | <b>12a. Cooper Mall Center</b> Qty: 1 \$26,800 |
| <b>4d. Seasonal Event Kiosk</b> Qty: 1 \$13,000     | <b>13. Retail Kiosk</b> Qty: 1 \$10,000        |
| <b>5. Tables &amp; Chairs</b> Qty: 15 sets \$11,250 |  |



## Components



Fire Hearth



Guest Service Pavilion



Seasonal Event Kiosks



Improved Landscape & curved benches



2 Retail Kiosks



Flower Containers



# ACTIVATE & ANIMATE CORNERS



AFTER

# ACTIVATE & ANIMATE CORNERS



BEFORE



AFTER



# ENHANCE THE RETAIL PRESENCE



BEFORE



AFTER

## ENHANCE THE RETAIL PRESENCE





# ENRICH CORNERS



BEFORE



AFTER

STOP  
HELP  
ILLUMINATING  
PLAZA  
NEED

CREATE  
BETTER  
RETAIL  
PRESENCE  
FACING  
PLAZA.

COMMARTS

# HEARTH ON HYMAN



BEFORE



AFTER

# INCUBATOR ALLEY



BEFORE

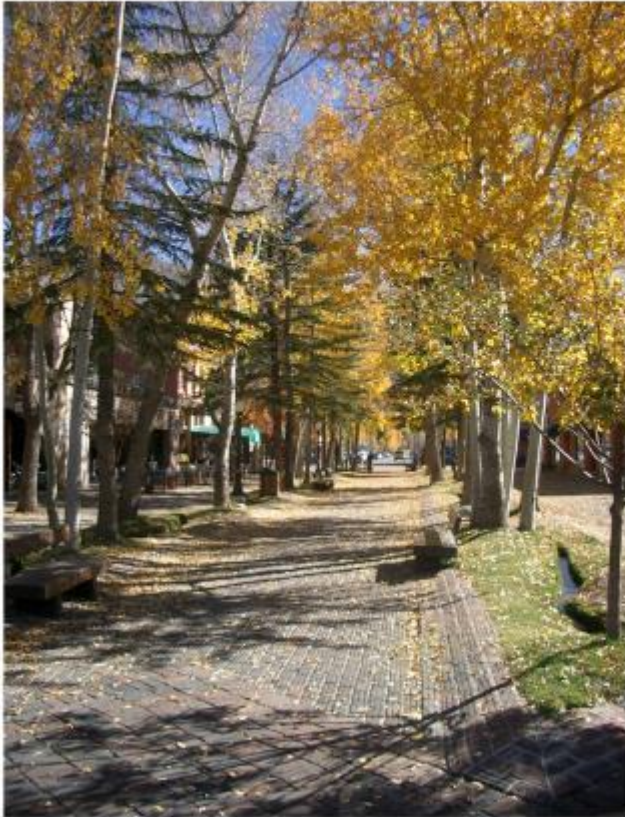


AFTER





# THE LONGTABLE AND ARBOR ON COOPER



BEFORE



COMMUNITY  
TABLES

AFTER



# ENHANCING THE MERCHANDISING ZONE



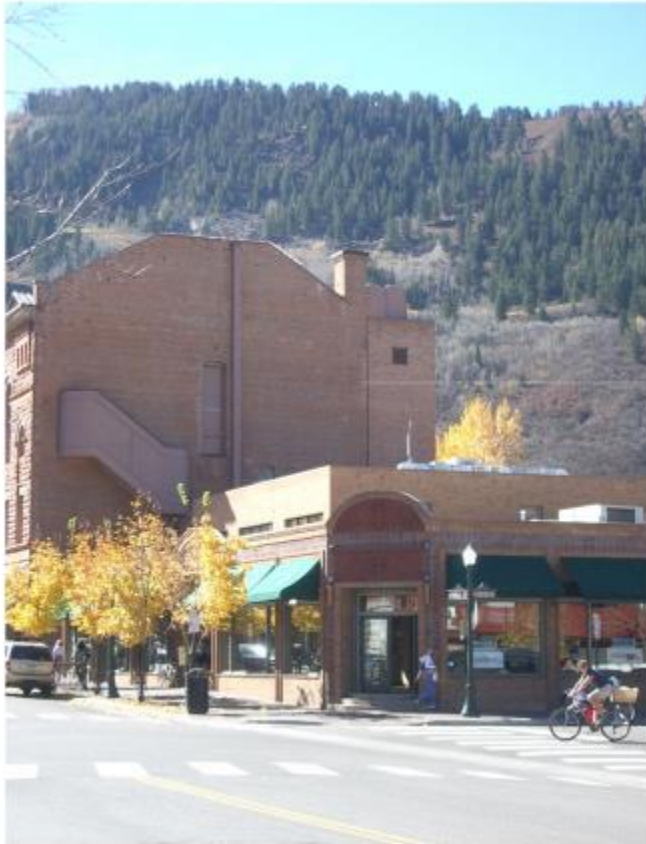
BEFORE



AFTER



# PEOPLE LIVE HERE



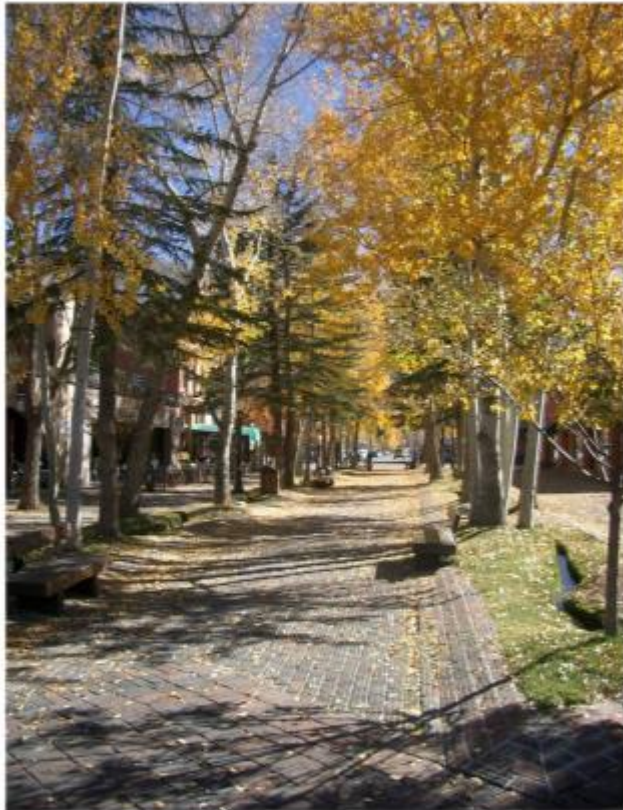
BEFORE



AFTER



# PEOPLE PLACE ON HYMAN



BEFORE



AFTER



# SUBSTANTIATE RESIDENTIAL OPPORTUNITIES

6  
- TERRACES.

INCREASE  
BLDG. DENSITY; UPPER  
LEVEL HOUSING.

E BLDG.  
3500GSS  
7 TO 11LUM.  
3 STREETSCH



COMMARTS

AFTER

COMMARTS



# SUBSTANTIATE RESIDENTIAL OPPORTUNITIES



BEFORE

UPPER LEVEL  
TERRACES

2 BLDG.  
3500 HRS  
770 ILLUM.  
5 STREETCART



AFTER

# SOMETHING'S COOKING DOWNTOWN



BEFORE



AFTER





# WELCOME TO DOWNTOWN ASPEN



BEFORE

FRANK  
INTERSECTION  
W/ BUILDINGS  
TO LAMP  
IN DOWNTOWN  
PARK.

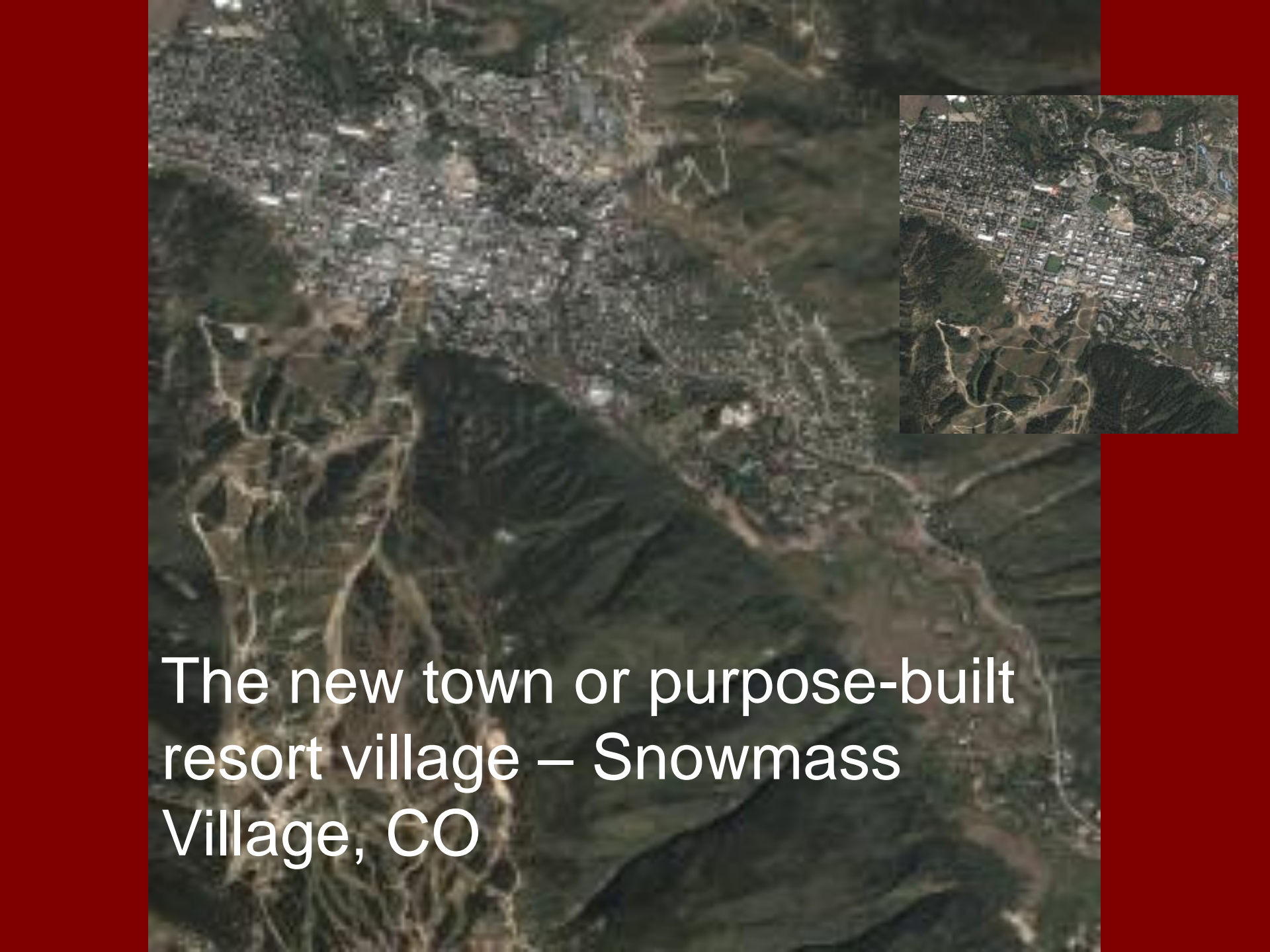


AFTER



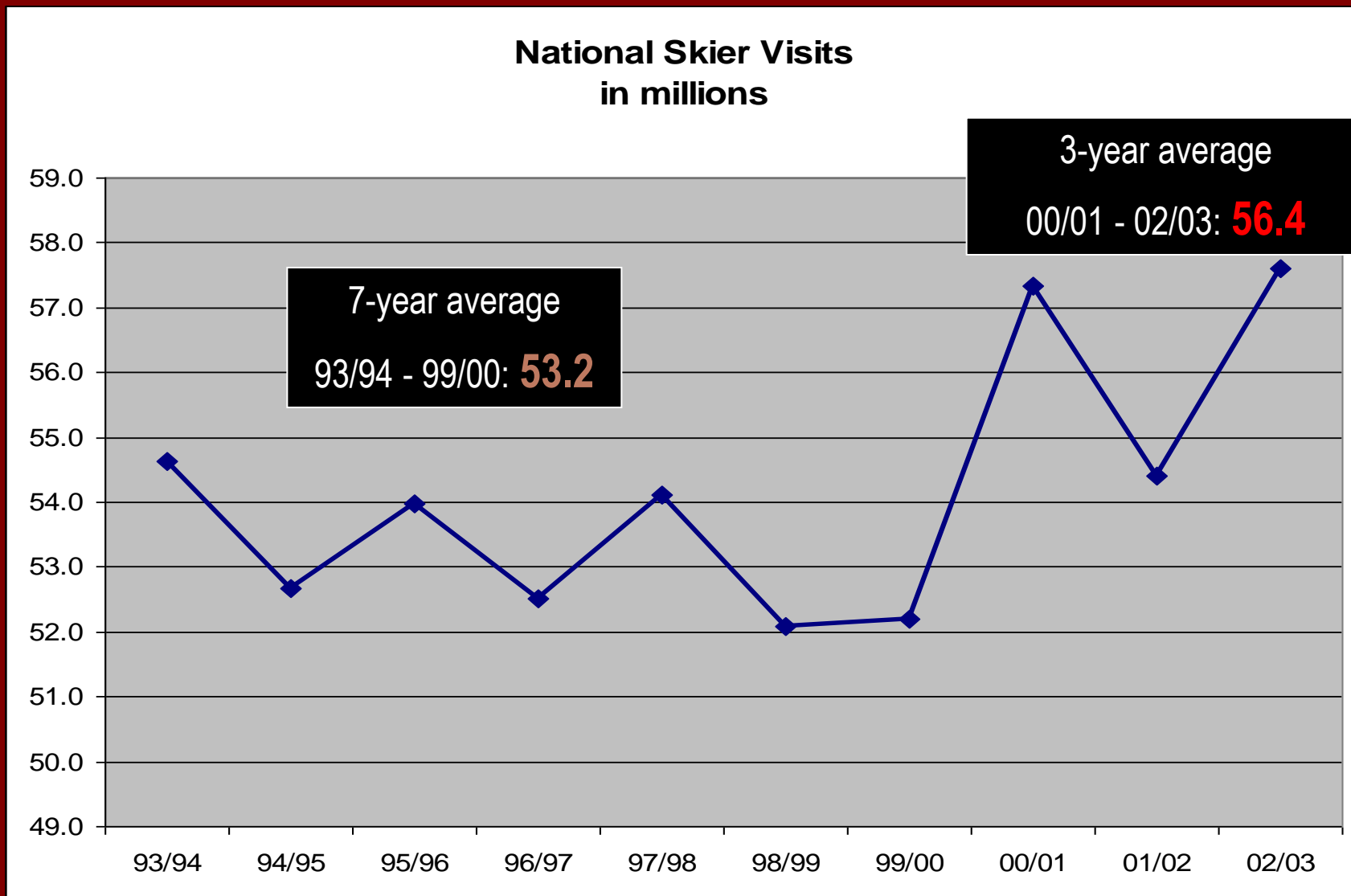
# Snowmass Village



The background of the slide is a large, dark, and somewhat blurry aerial photograph of a mountainous region. In the upper right corner, there is a smaller, clearer inset photograph showing a dense, grid-like urban layout, likely a town or village. The text is overlaid on the bottom left of the main image.

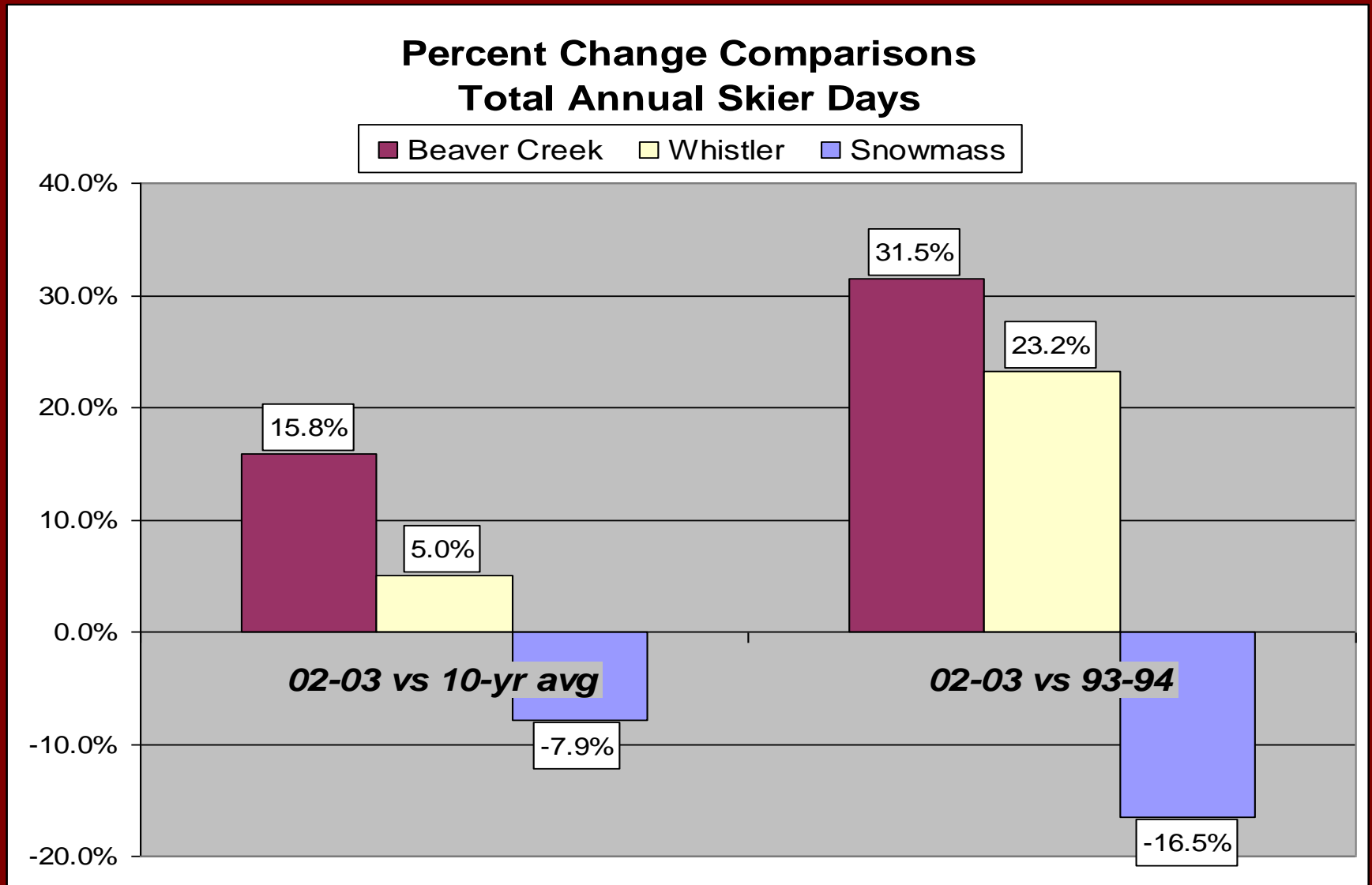
The new town or purpose-built  
resort village – Snowmass  
Village, CO

# National Skier Visits





# Annual Skier Days - 2 Major Competitors



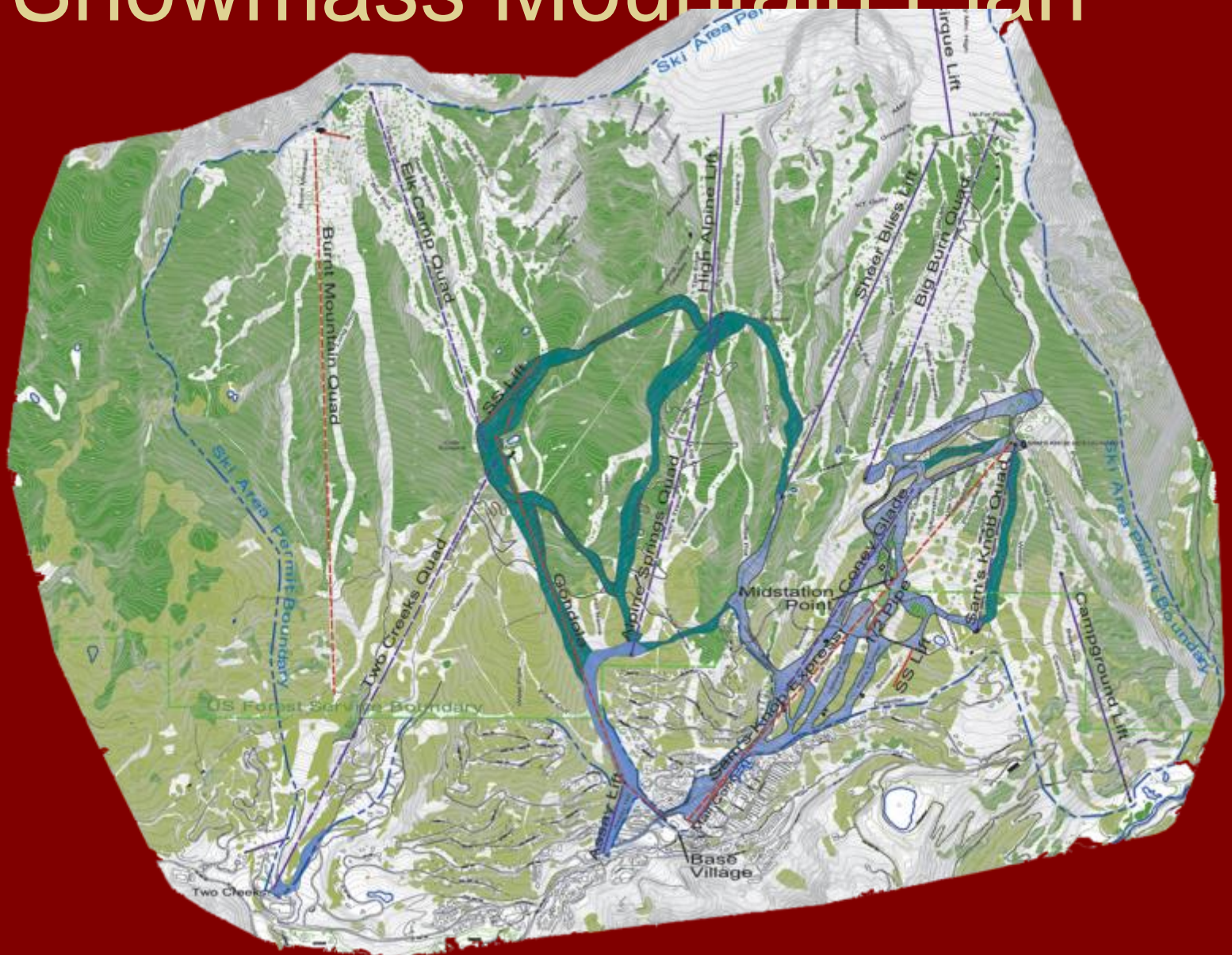
# Base Village Aerial View







# Snowmass Mountain Plan





# Building 2A — Village Elevation



# Building 4AB





# Building 7 — Street Elevation



# Bldg 13A (Westin) — South Elevation





# Base Village Arrival Center





# Landscape Character



**Brush Creek**  
SNOWMASS VILLAGE, COLORADO





# Base Village Site & Phasing





# Steamboat Springs





# The satellite resort to a traditional village - Steamboat Springs, CO



















Steamboat Shirt Co.

MOTEL  
DELI BAR GRILL

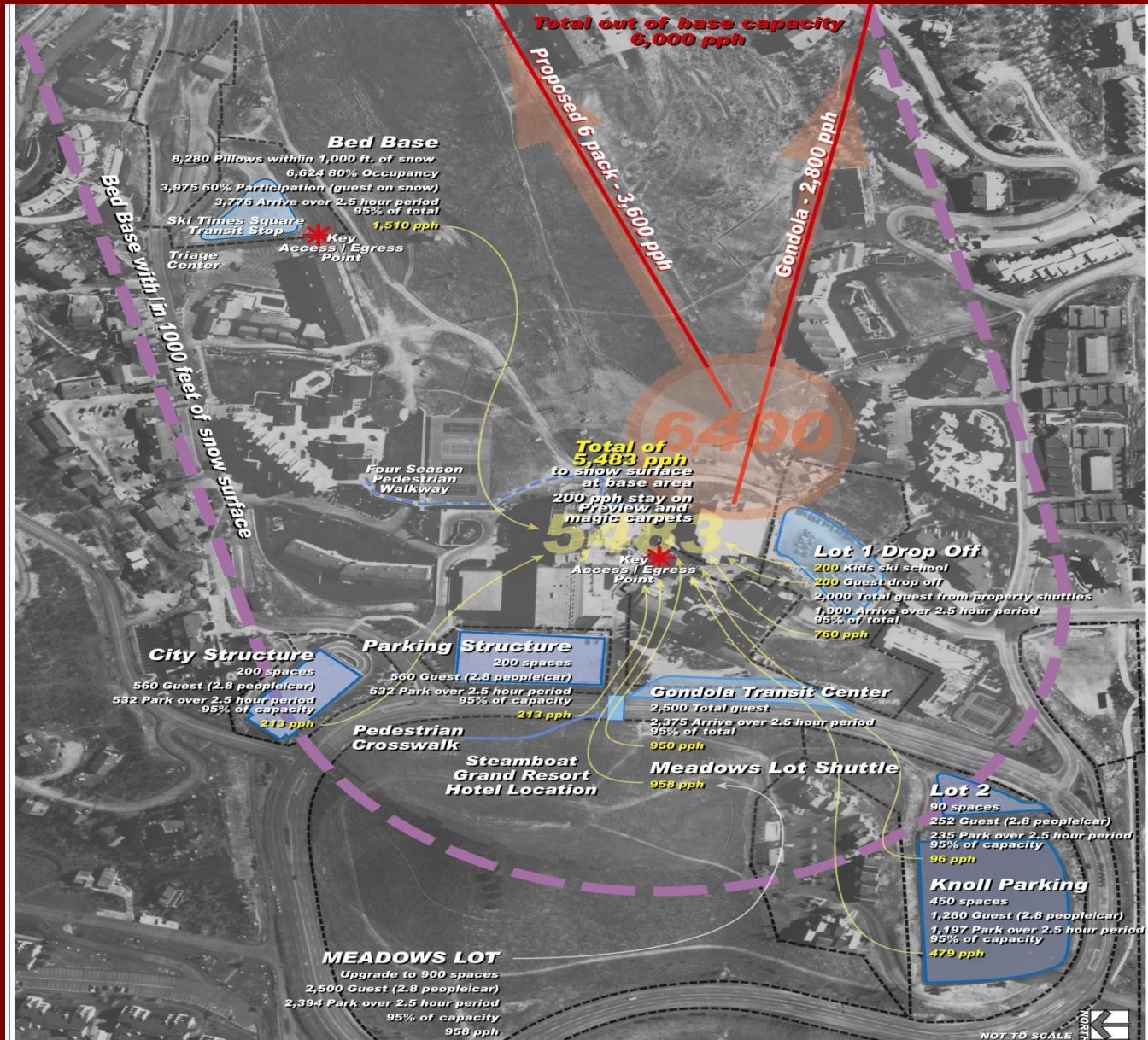




# Steamboat Base Area Upgrade Plan

- 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

# OUT OF VALLEY CAPACITY







Gondola Square  
Shops and  
Condominiums



The  
Ranch  
at Steamboat

Steamboat







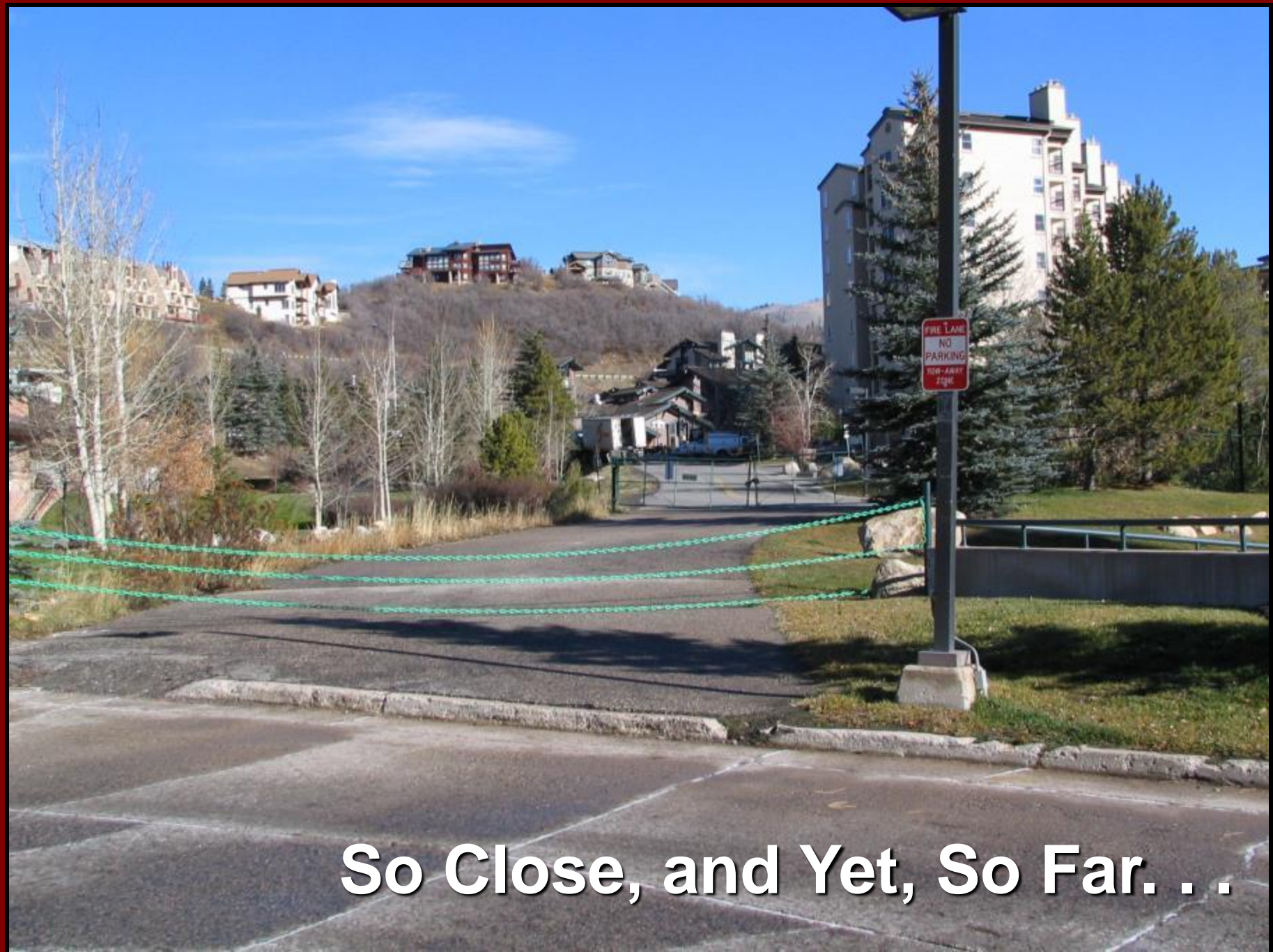




## **NON-PEDESTRIAN FRIENDLY:**

Grade Changes  
Uneven Surfaces  
Inappropriate Fences





**So Close, and Yet, So Far. . .**



A photograph showing a snowy outdoor environment. In the foreground, a paved path leads from the bottom left towards the center. A person in a dark jacket and light-colored pants is walking away from the camera on this path. To the left of the path is a wooden fence and a building with a stone and wood facade. In the background, there are several multi-story buildings with balconies. A large pile of snow is visible on the right side of the path, with a few people standing near it. The sky is clear and blue.

# **Potential Pedestrian/Skier Conflict Zone**





**Accessibility?**



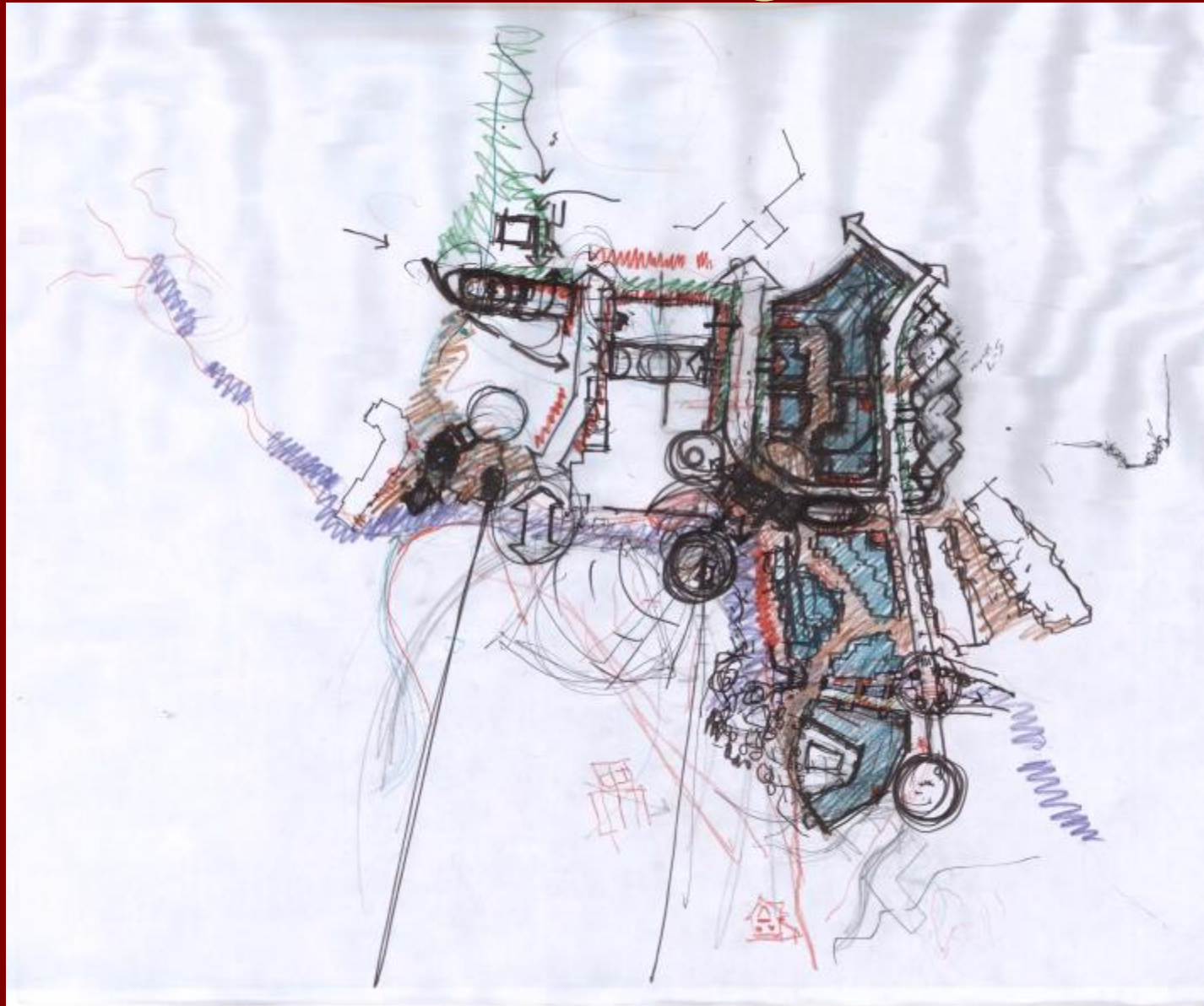
**Sun vs. Shade**





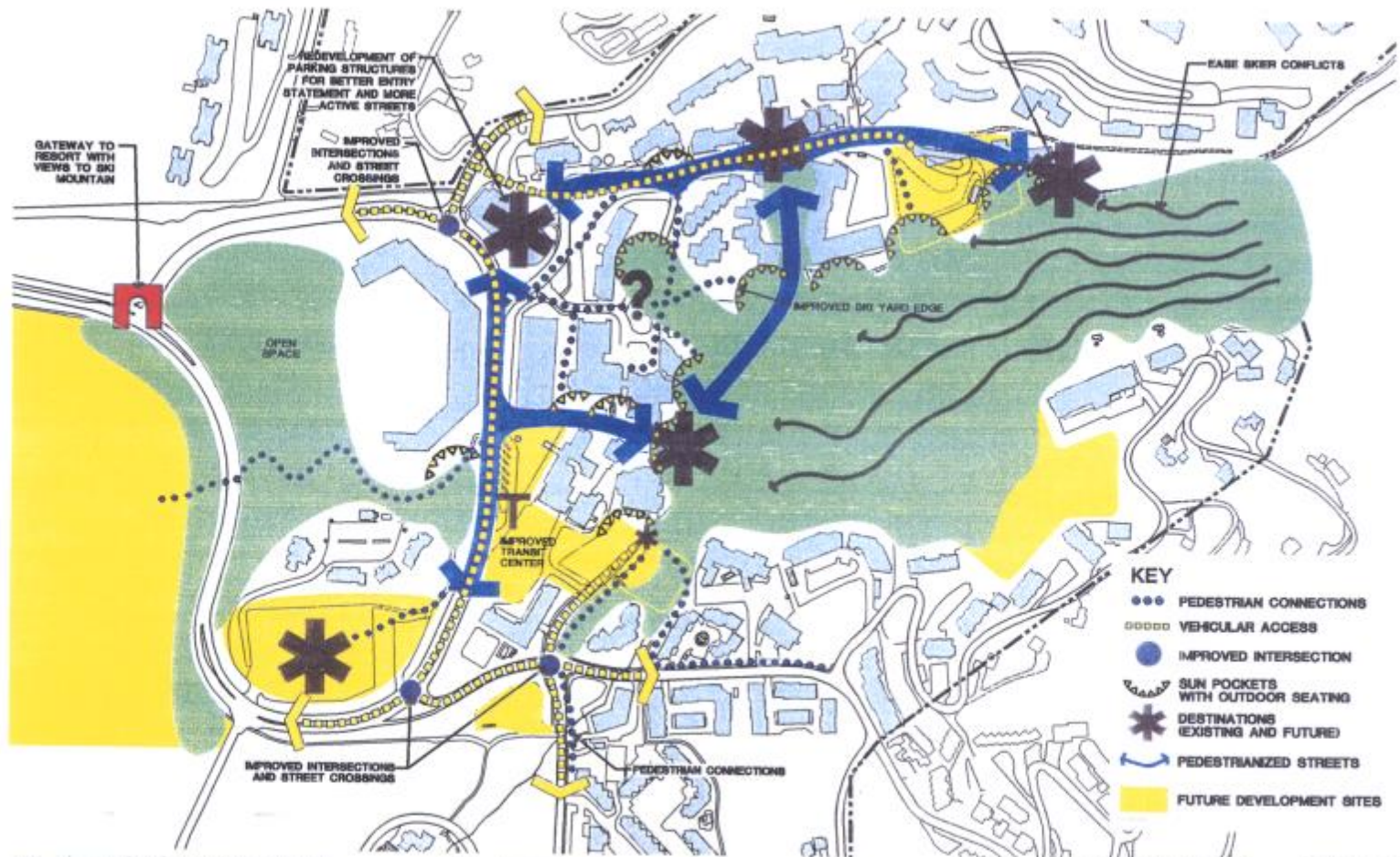
**A Key Space in Steamboat**

# Work in Progress





# Opportunities



**MOUNTAIN TOWN**  
SUB-AREA PLAN

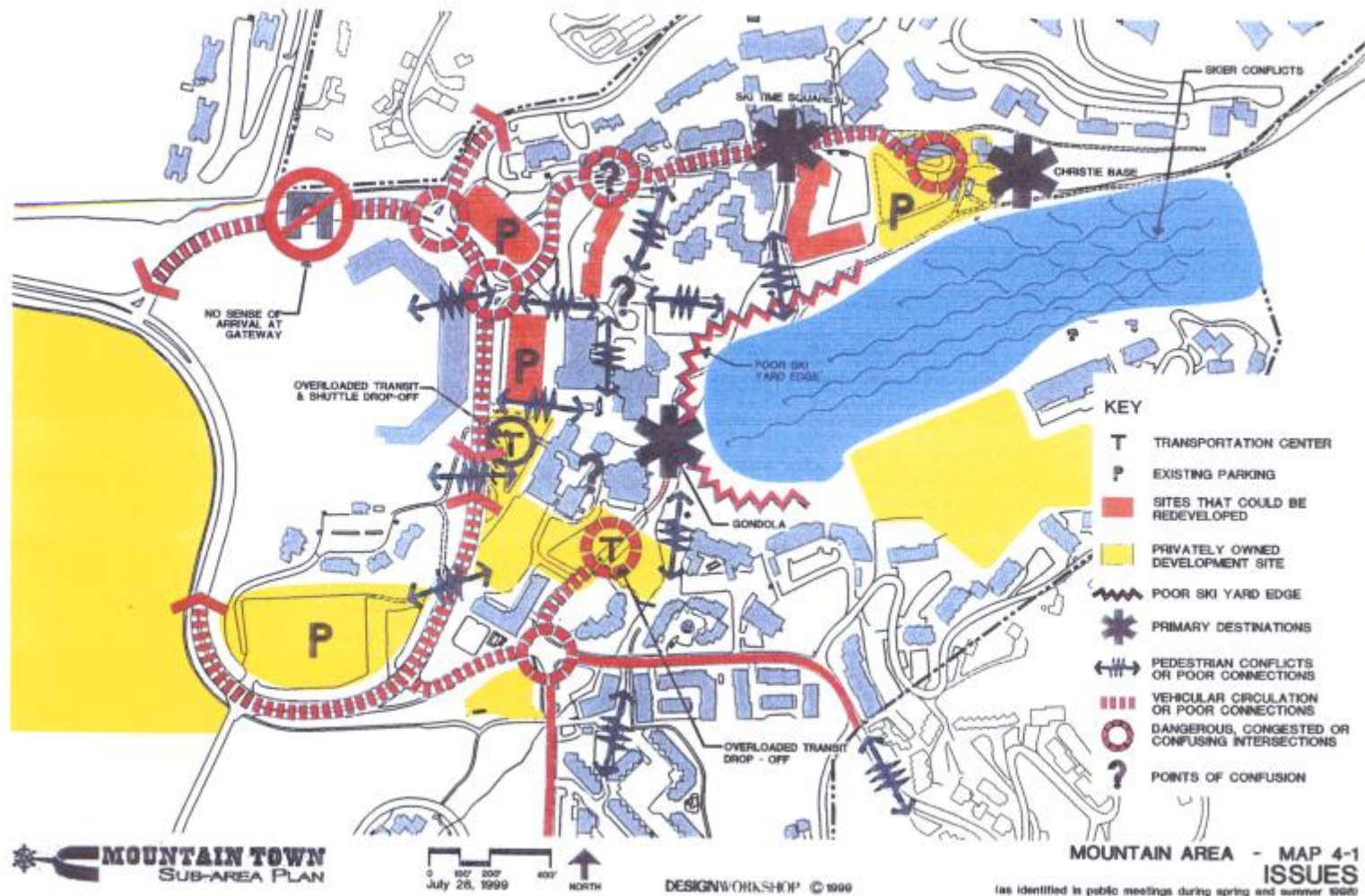
0 100 200 400  
July 28, 1999  
NORTH

DESIGNWORKSHOP © 1999

**MOUNTAIN AREA - MAP 4-2**  
**OPPORTUNITIES**

(as identified in public meetings during spring and summer 1998)

# 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!***



Photo by John Fielder

A mountain goat in the Needle Mountains.