

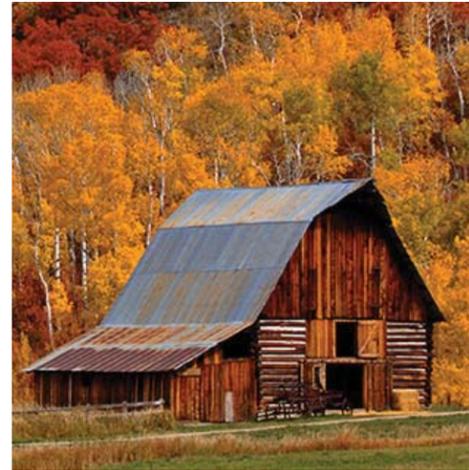
STEAMBOAT BASE AREA ARRIVAL EXPERIENCE

SUMMARY DOCUMENT

AUGUST 17, 2016

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Overview



In 2005, an Urban Renewal Authority (URA) was formed to guide investment for the improvement of the mountain base area. The URA is supported by the Advisory Committee (URAAC) comprised of property and business owners, members of the development community, the ski corporation, ex-officio members (City Council, Planning Commission), and community at-large members. The URAAC along with City Staff serves to assist the URA by participating in the planning, design and implementation process. At key intervals URAAC will provide recommendations to the URA for formal consideration.

Since inception, the Steamboat Springs Redevelopment Authority (SSRA), with the support of the URAAC, has focused upon implementation of specific priorities identified by the Mountain Town Sub-Area Plan Update (November 2005), the Mountain Base Area Design Standards and the 2006 Steamboat Base Area Redevelopment Streetscape and Public Improvement Master Plan.

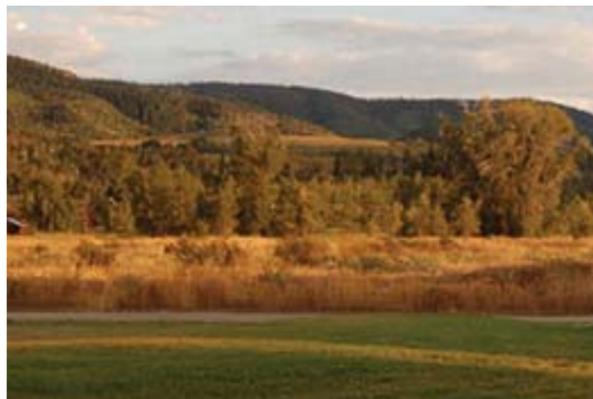
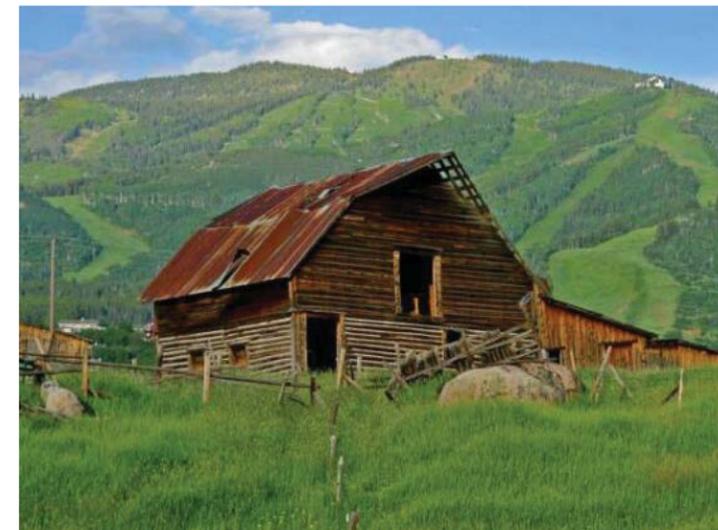
To date, the following URA supported activities have been completed or are planned for 2016 implementation:

- North Portal Turnaround / Drop-off
- Burgess Creek daylighting and base area promenade and plazas
- Après Ski Way and Mt. Werner Circle Roundabout
- Signage and wayfinding improvements
- Village Drive and Après Ski Way Intersection (2016 implementation)

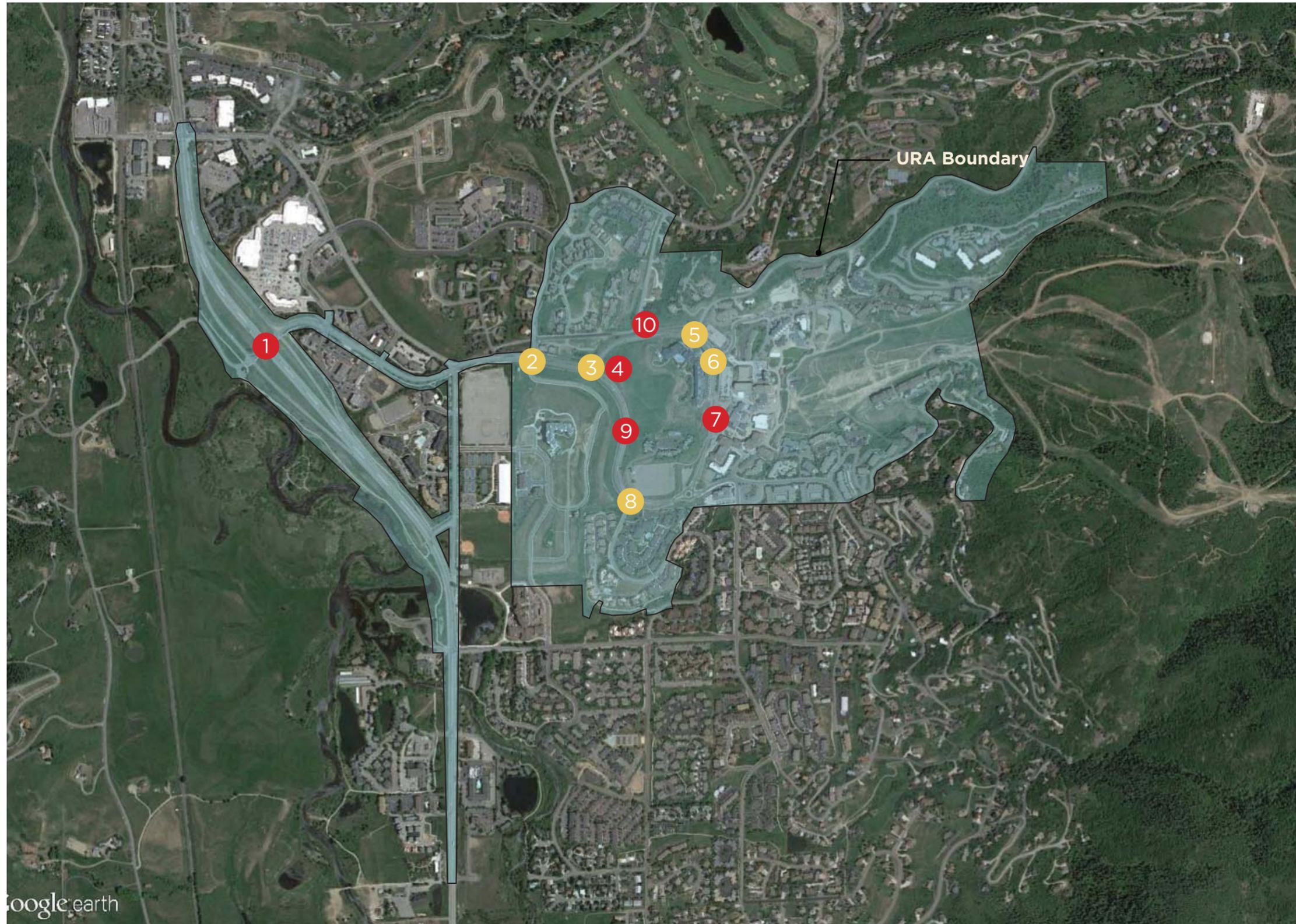
As part of the continued planning, design, and implementation of previously URA-identified activity areas, the URA with the assistance of the URAAC and City Staff engaged in an effort to prioritize future URA activities and associated concept level recommendations as part of a continued effort to enhance the mountain base area as defined by the URA. Specific activities were identified as a subset of the Phase III activities, the final phase of the URA project. These activities include:

- US Highway 40 Bridge Underpass Improvements
- Mt. Werner Road / Steamboat Boulevard Intersection
- Mt. Werner Circle/Road Intersection
- Iconic Entry Feature / Signage
- Mt. Werner Circle / Burgess Creek Road Intersection
- Mt. Werner Circle / Ski Times Square Intersection
- Gondola Transit Center
- Mt. Werner Circle / Eagleridge Drive Intersection
- Mt. Werner Circle / Road Streetscape and Landscaping
- Mt. Werner Circle Sidewalks

The final document will serve to further diagnose key challenges/opportunities, illustrate approaches, and provide preliminary analysis of related technical issues such as timing, constraints and preliminary activity budget. Additionally, the intent of this effort is not only to further develop approaches to the elements outlined above, but also to consider an implementation timeline and related 'triggers' for URA activities. Approaches outlined in this document are conceptual, but should be used as a basis for more detailed planning and design of URA related improvement and should be utilized in conjunction with previously adopted URA documents.



Activity Overview / Organization



As part of previous URA planning efforts, numerous activities have been identified in support of the URA area as part of the following documents:

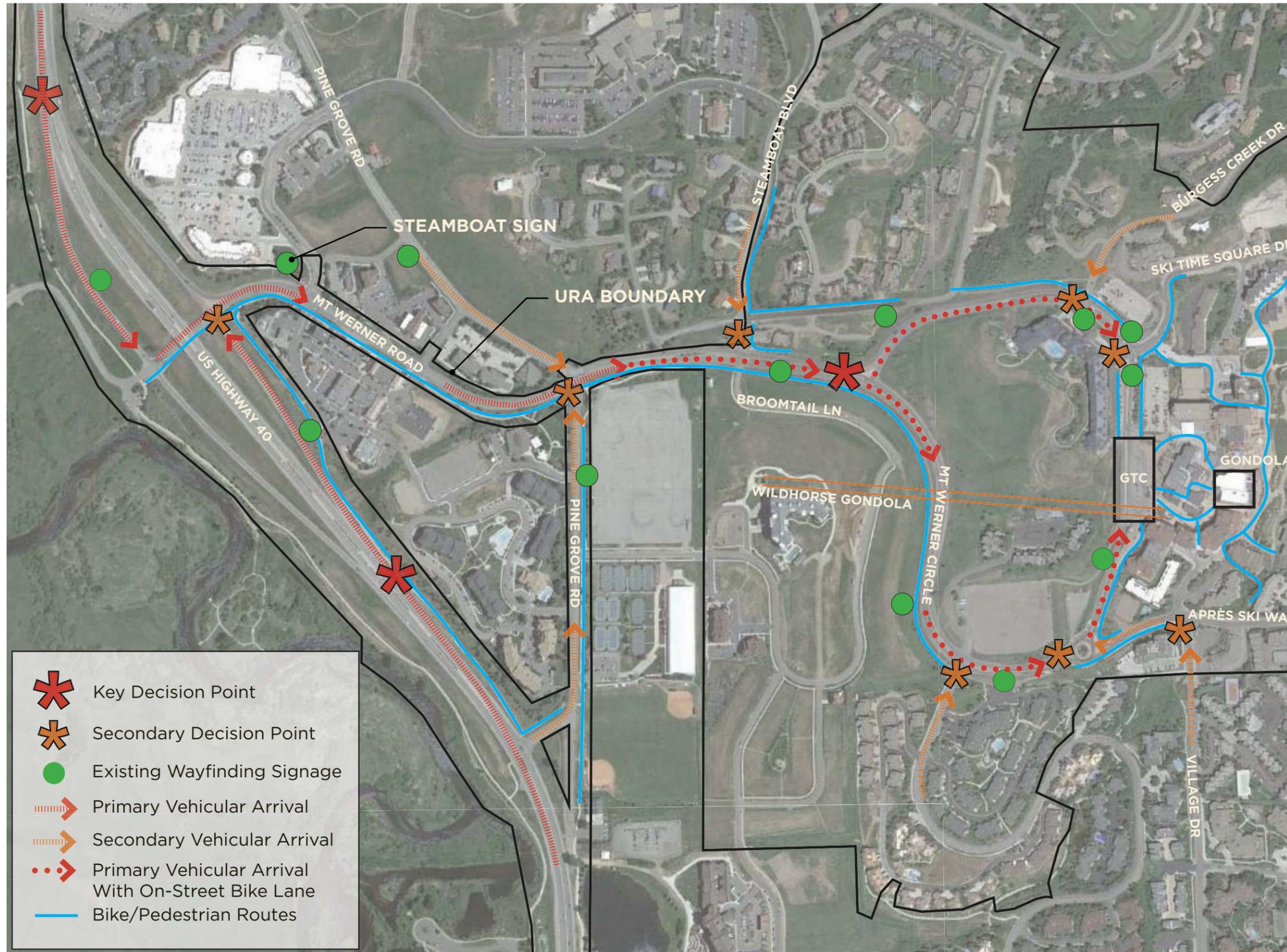
- Steamboat Base Area Master Transportation Study
- Streetscape and Public Improvement Master Plan
- Base Area Mobility Charrette
- Base Area Redevelopment Pattern Book.

As part of ongoing URAAC evaluations of previously identified URA activities which have not been implemented, the following activities were identified by the URAAC for additional consideration/evaluation/prioritization (refer to diagram for locations):

1. US Highway 40 Bridge Underpass Improvements
2. Mt. Werner Road / Steamboat Boulevard Intersection
3. Mt. Werner Circle/Road Intersection
4. Iconic Entry Feature / Signage
5. Mt. Werner Circle / Burgess Creek Road Intersection
6. Mt. Werner Circle / Ski Times Square Intersection
7. Gondola Transit Center
8. Mt. Werner Circle / Eagleridge Drive Intersection
9. Mt. Werner Circle / Road Streetscape and Landscaping
10. Mt. Werner Circle Sidewalks

Within this document, each of the aforementioned activities is briefly summarized along with key considerations, opportunities and associated decision 'triggers' or influences to help understand the specific approaches. Conceptual level recommendations are provided for each activity area, and, in some cases, multiple 'level of investment' recommendations are outlined to support a phased 'additive approach' for consideration to support the prioritization.

Existing Arrival Experience



The arrival experience to the Ski Area is significantly influenced by the main circulation corridors located within the URA boundary. While the arrival route generally originates from US HWY 40, the arrival experience utilizes a number of circulation routes to connect to the Ski Area from the surrounding valley and US Hwy 40. These include Mt. Werner Road, Pinegrove Road, Village Inn Drive, and Walton Creek Road.

While specific routes might vary, a significant volume of vehicular traffic runs through Mt. Werner Road/Circle when accessing the Ski Area. Secondary access corridors occur from Apres Ski Way/Village Drive, Burgess Creek Road, and Ski Time Square Drive.

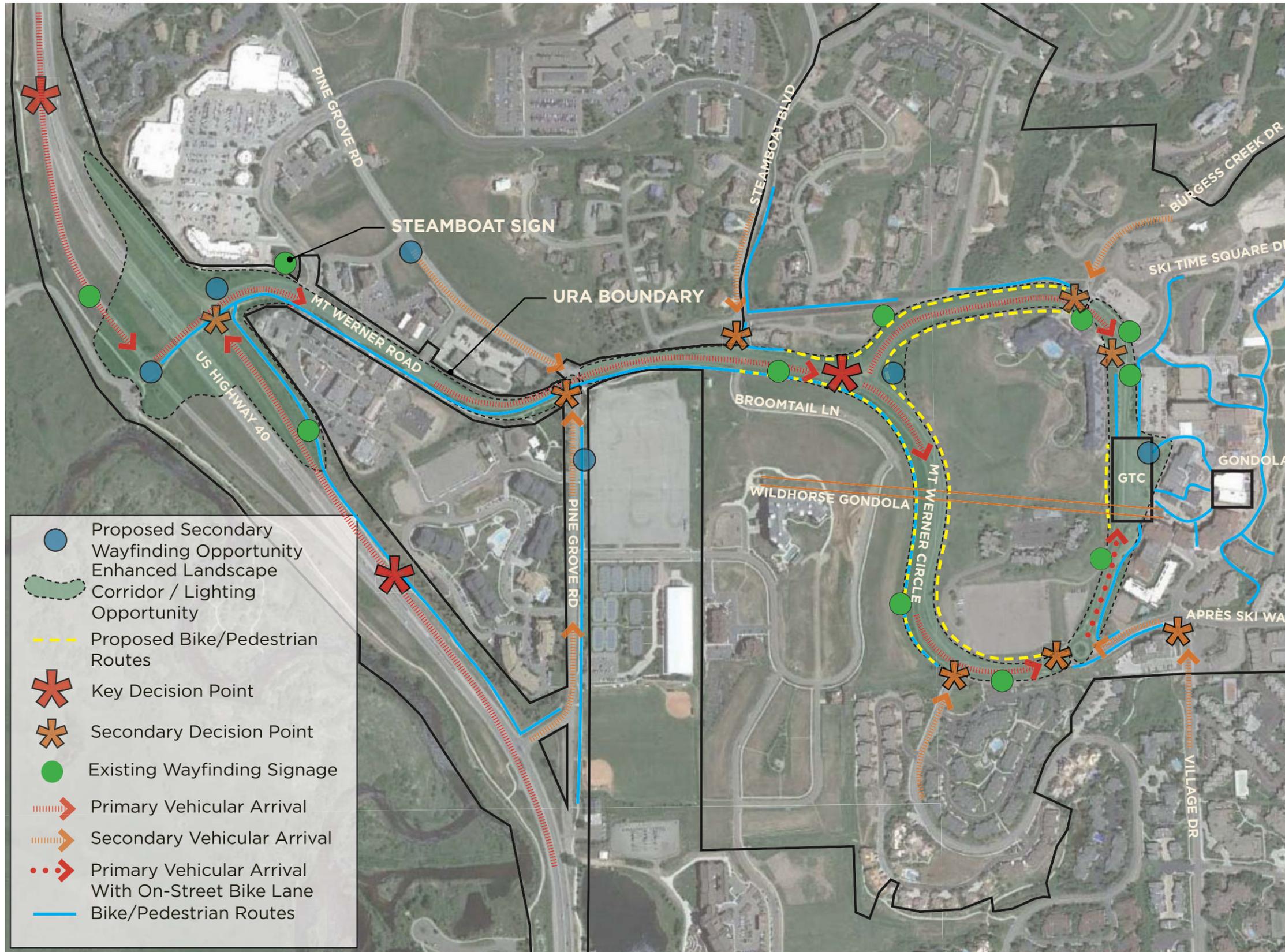
Along these corridors, previous URA activities have included signage improvements along key circulation corridors and pedestrian/landscape improvements in locations along Ski Time Square Drive, Mt. Werner Circle, Apres Ski Way, and the Burgess Creek Promenade. Additional activities are planned in 2016 for Apres Ski Way and Village Inn Drive to improve safety and operations at this intersection. To date, URA activities along the Mt. Werner Road corridor to US Hwy 40 and related connecting roads west of the Ski Area have been principally limited to signage improvements.

On the diagram, the existing circulation corridors, existing signage locations, and key decision points are identified. In addition, the Appendix includes various mobile device routes that also influence the arrival routing for area visitors.

Current considerations as part of the arrival experience include, which are explored in the following pages include:

1. Improved safety at key intersections and pedestrian crossings including potential operational control improvements at key intersections including US 40 and Steamboat Boulevard
2. Expanded bicycle paths (including on street)
3. Enhanced lighting and consistent in lighting aesthetics along corridor.
4. Expanded wayfinding elements including an iconic feature along the arrival corridor.
5. Enhanced landscaping along corridor to improve overall roadway aesthetics and reinforce sense of Ski Area arrival.

Arrival Experience Preliminary Findings / Recommendations



When considering the overall arrival experience within URA boundary, previous efforts such as signage improvements have provided an initial foundation for supporting the arrival extending from US Hwy 40 to the Ski Area. While these are important steps in reinforcing a positive arrival experience to the Ski Area, some common themes arise that are briefly summarized below.

1. Moment of Arrival - Generally the Mt. Werner Road and related connecting roadways do not have a definitive moment of arrival, but generally varying aesthetic and identities based upon location. These areas can be loosely organized in the following zones:
 - a. US Hwy 40 Interchange
 - b. Commercial Corridor (US 40 to Pinegrove Road)
 - c. Valley View (Pinegrove Road to Après Ski Way / Burgess Creek Road)
 - d. Ski Area / Pedestrian Zone (Mt. Werner Circle between Burgess Creek Road and Après Ski Way) (also includes areas at Village Inn Drive and Ski Time Square Drive)

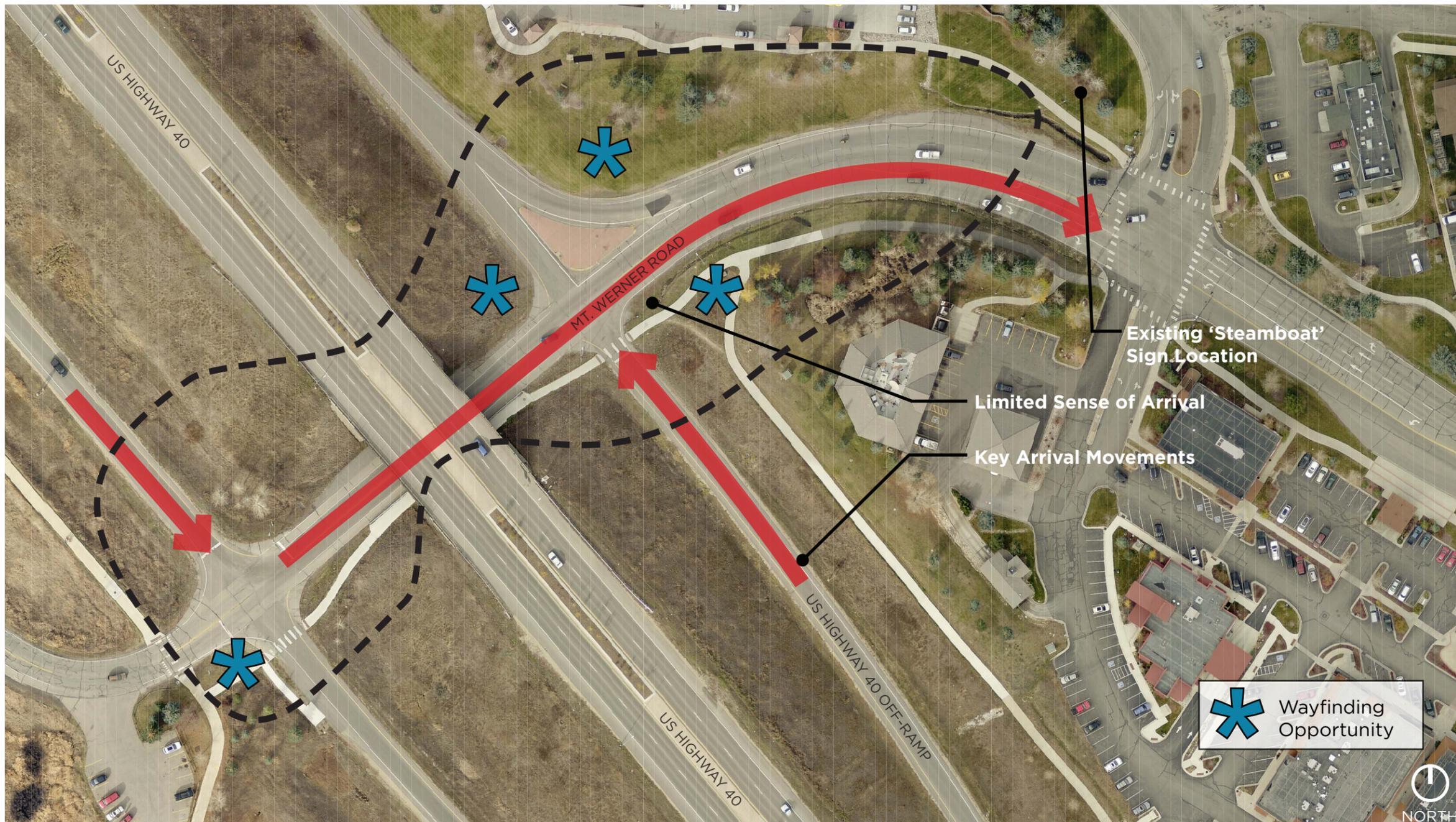
An important step to creating a positive arrival experience is to create a moment within the sequence where a sense of arrival is found. This moment can be achieved through a variety of means including wayfinding elements and landscaping.

2. Wayfinding - With the exception of some of the recent URA signage elements and landscape improvements along Mt. Werner Circle, generally a consistent series of elements to reinforce the wayfinding experience is not found in the main corridor leading to the Ski Area. Elements such as landscape, lighting, road layout, and significant wayfinding elements all work as a combined system to support intuitive wayfinding. Developing a unified approach in the arrival corridor from the moment of arrival will help to reinforce the quality of the arrival experience.
3. Safety - While safety challenges do not appear to be significant along the corridor as evidenced by recent crash and accident data, safety is an important consideration to creating a positive arrival experience for all users (vehicles, cyclists, and pedestrians). Areas that have user potential conflicts, such as Steamboat Boulevard traffic movements, pedestrian movements at the Gondola Transit Center and crossings on the primary circulation corridors such as Mt. Werner Circle, should be considered as part of an overall arrival approach and where possible find opportunities to improve user safety.
4. Community - the arrival experience should reflect upon the community character, heritage, and environment. Opportunities to express these aspects (such as the restoring Butterfly Barn) present opportunities to provide a stronger connection to the local community as part of the arrival and add value to the overall experience.

On the diagram, the existing circulation corridors, existing signage locations, and key decision points are identified along with preliminary recommendations related to enhancing the arrival corridor.

Please refer to the following pages for more specific activities related to enhancing the Ski Area arrival experience.

US Hwy 40 Bridge Underpass Improvements



Mt. Werner Circle / Road Intersection

