2018 SUMMER DILLON STUDIO

• FIRST IMPRESSIONS: VALUES AND CHALLENGES
• BACKGROUND RESERACH
• FIRST WEEK IN DILLON / RELIMINARY PRESENTATION
• BACK IN DENVER
• SECOND WEEK IN DILLON / TODAY’S PRESENTATION
• REPORT WRITING
TODAY’S PRESENTATION:

I. VISION
II. HOUSING
III. CONNECTIONS / DILLON RIDGE MARKETPLACE REHABILITATION
IV. THE CORE AREA
V. LAKE FRONT REHABILITATION
VISION
CHALLENGES IDENTIFIED:

Seasonality

Dormitory Community

Not a well known destination

No strong public realm
CHALLENGES IDENTIFIED: SEASONALITY

- Dependence on summer tourism
- Difficulty with economic diversity
CHALLENGES IDENTIFIED: DORMITORY COMMUNITY

- Largely residential community
- Shortage of workforce housing
- Few year-round residents
CHALLENGES IDENTIFIED:
NOT A WELL KNOWN DESTINATION

- Hidden on Highway 6
- Unknown by even Colorado residents
CHALLENGES IDENTIFIED:
NO STRONG PUBLIC REALM

- Few third spaces
- Limited retail options for tourists to peruse
- Buildings are not street oriented or human scale
- Not a comfortable pedestrian environment
The mountain lake context and wealth of recreational activities, an innovative small business community, and engaged population make Dillon a diverse, accessible, and vibrant year-round destination to work, live, and play within Summit County.
REIMAGINING DILLON

VISION
July 13, 2018

DILLON, COLORADO
GOALS:

Diversify local economy

Equitable income distribution

Create a more self-sufficient economy

Increase workforce housing
TARGET AREAS:

Tech/Small Business

Arts/Culture/Music

Outdoor Industry

Culinary

VISION
July 13, 2018
TARGET AREA: TECHNOLOGY AND SMALL BUSINESS
Start-up, Inclusive, Dynamic

Programs:
• Co-working space
• Makers space
• Business Incubator Events

Strategies:
• Regional Economic Development Corporation
• Business incentives
• Streamlined, transparent development process and review
• Partner with apprenticeship programs
TARGET AREA: ARTS, CULTURE, MUSIC

Vibrant, Interactive, Funky, Outdoors

Programs:
• Pop-up and rotating art installations
• Artist in residence program
• “East Meets West” events
• Festivals and concerts

Strategies:
• Creative RFP
• Partnerships with arts groups around the state
• Plan events

FEATURED ARTIST: Chihuly
JUNE 1 - SEPTEMBER 30
TARGET AREA: OUTDOOR INDUSTRY
Rugged, Adventurous, Stewardship

Programs
• Trade Show
• Seasonal Demo Days
• Races
• Product Testing

Strategies
• Partner with outdoor companies and the resorts
  – REI
  – Christy Sports
  – Vail/Keystone/Copper
TARGET AREA: CULINARY
Local, Fresh, Colorful, Grassroots

Programs
• Festivals
• Pop-up spaces by marina

Strategies
• Partner with CMC’s Culinary Apprenticeship program
• Plan events
GENERAL STRATEGIES

-Creative RFP

-Urban Renewal

-Branding
Light Festival: Interactive, innovative, public, and temporary
Artistic illuminated light-pole, Portland, OR

Interactive walk-through light exhibit, Portland, OR

Stationary lighted bunny-scape, Portland, OR

Interactive lighted hand-panel, Portland, OR
Installation art on the lake:
Interactive, innovative, public, and temporary

Italian artist Edoardo Tresoldi’s
Phantom ship, Italy Bay of Sapri

Lake Tahoe Public Art: sponsored by Mia Hanak, Executive Director of Tahoe Public Art.
Light - Bright:
Interactive, innovative, public, and temporary

Life-Sized Lite Brite at Montréal Créative, in collaboration with ARTVstudio
Giant-sized pin-up art
Interactive, public, and temporary

Pin-Up installation by Lulu Guinness, London
Musical Light Swings
Interactive, fun, innovative, public, and temporary

Musical Light Swings by Canadian design collective Daily Tous Les Jours, Toronto
Art play in public of common utility elements

Hopscotch Crosswalk Colossus, Baltimore Office of Promotion and Arts, Baltimore

Electric Service Tooth Brush and Man-Hole Cover Over-Easy by street artist TomBobNYC, New York
HOUSING
AFFORDABLE HOUSING BARRIERS

• Lack of planned low-income housing (60% AMI and below) through 2020
  – Rental: 593 units needed, 76 planned
  – For sale: 227 needed, 0 planned

• Availability of financing
  – No Section 8
  – Inefficient dissemination of 5A and impact fees
  – Inconsistency of CHFA funding

• Lack of developable land

• Lack of density allowed

• Prohibitive zoning (parking, lawn, open space requirements)

• Community backlash
HIGH-LEVEL POLICY & STRATEGY RECOMMENDATIONS

Financial Strategies
• Allocate 5A tax revenues by readiness to proceed not proportional by jurisdiction
• Eliminate impact fee deferral option
• SCHA revisit Section 8 options

Policy Strategies
• Affordable density bonus: allow development above maximum zoning allowance in exchange for 50% affordable units above base
• Affordable development in lieu of impact fee
• Zoning flexibility: reduce parking, lawn, and open space restrictions
• Engage private sector
MODELS FOR AFFORDABLE HOUSING
MODEL 1: DILLON RIDGE MARKETPLACE
MODEL 1: DILLON RIDGE MARKETPLACE

Recommended Housing Type
- Multi-use, Multi-family rental
  - Mixed-income
  - Case study: Pinewood Village II (2.9 acres)

Implementation Strategies
- City Acquisition -> Experienced Developer
- Increase density
- Tax credits (4/9%)
- Local subsidy (5A, impact)
- Federal (rural grants, NHTF, FHLB)
MODEL 2: POST OFFICE REDEVELOPMENT

Residential

Ground-Floor Commercial

USPS REDEVELOPMENT
Lake Dillon Drive
MODEL 2: POST OFFICE REDEVELOPMENT

**Recommended Housing Type**
- Cohousing micro apartments, traditional market-rate apartments
  - For rent, mixed-income living aimed at transitional and lower-wage workers
  - Bring massing to the lot line, incorporate commercial development
  - Small units with shared facilities, 3 stories

**Implementation Strategies**
- Acquisition: public benefit conveyance, parcel exchange, or purchase
- Reduce parking requirement
- Finance strategy: discounted land and TIF (URA), federal & local subsidies, commercial lease

**Affordability**
- Flexible leases
- Mixture of single and double units
- Limited parking spaces, car share programming
MODEL 2: POST OFFICE REDEVELOPMENT

- Double Bed w/ Underbed Storage
- 233 SQ. FEET
- Shelving + Counter Space
- Storage Closet
- Shower + Toilet Combination

Housing
July 13, 2018
MODEL 3: ANNEXATION PARCEL
MODEL 3: ANNEXATION PARCEL

Recommended Housing Type
• Condominiums, Townhomes, Duplexes
  • For sale, Mixed-income living
  • Subdivide and new pedestrian infrastructure
• Medium density
• New transit connections

Implementation Strategies
• City purchases lot and sells to private developer to subdivide
• Affordability
  • Community Land Trust Model
  • Restrictive covenants
  • Public-private partnerships
• Community Solar
  • Solar farm on site
  • Sell energy to users to help fund project
• Policy: PUD zoning for height and maximum residential
A New Vision for Highway 6 & Dillon Ridge Marketplace

Transforming the barrier created by the current design of Highway 6 into a healthy town street that accommodates pedestrian & business activity
Highway 6 - Issues
Road Diet Solutions for Highway 6
Road Diet Solutions for Highway 6
Connecting Across Highway 6
Intersection Improvements
Dillon Ridge Marketplace Issues
Dillon Ridge – A mixed use, high density marketplace
Dillon Ridge – Phase 1
Dillon Ridge – Phase 2
Dillon Ridge – Phase 3
Goals:

To decrease parking and increase mixed use and liveliness in Dillon Ridge, allowing for a wider range of uses and a better use of space, providing opportunities for development.

To create a better pedestrian and bike environment along Highway 6, to create slower speeds and safer driving to increase stops and to get drivers to notice Dillon more.

To create better connectivity across Highway 6 between Dillon Ridge and Downtown Dillon.
THE CORE AREA
Re-Imagining Lake Dillon Drive

THE CORE AREA
July 13, 2018
REVITALIZATION VISION AND GOALS

Create a vibrant, mixed-use destination that reflects our Mountain Lakestyle identity; is the preferred location for new and existing businesses, residents, and guests, and enhances the quality of life for all who venture here.

GOALS

1. Increase density and foot traffic.
2. Improve the overall appearance and install a sense of community pride.
3. Diversify and expand Dillon's tax base.
INTERVENTION GOALS

Foster Main Street
- Jobs
- Human scale
- Third Places

Improve Connection
- Walkable
- Way-finding
- Sense of arrival

Human scale

Walkable
CORE AREA INTERVENTIONS

Short Term 0-3 Years
- Install temporary parking pop-ups
- Revise sign code
- Repurpose and relocate Conoco signs

Mid Term 3-5 Years
- Reconfigure ROW
- Reorient wayfinding and signage

Long Term 5-10+Years
- Redesign La Riva del Lago commercial space
- Redevelop post office
SHORT TERM: PARKING POP-UPS

Convert parking along Lake Dillon Drive to parallel parking to allow for pop-up uses.

Examples:
• Maker space for product companies
• Tiny house model space
• Rotating museum space
• Clothing boutique
• Active spaces
• Outdoor games
• Outdoor dining spaces
• Small performance spaces
SHORT TERM: PARKING POP-UPs

Map of potential parking pop-up locations.
SHORT TERM: PARKING POP-UPS

Example: Multi-use outdoor coffee shop and tasting room.
SHORT TERM: PARKING POP-UPS

Example: Outdoor multipurpose spaces along Lake Dillon Drive.
SHORT TERM: SIGN CODE RECOMMENDATIONS

SIGNAGE SHOULD:
• Speak to Dillon’s character, architectural style
• Consider auto, pedestrian and bike visibility
• Highlight tourist destinations
• Encourage artistic expression in promotion
• Represent the needs of business owners
• Approach advertising space creatively
  – Light post banners
  – Bus bench/shelter signs (currently prohibited)
• Streamline permitting for special event signs
  – Multi-applicant bundling
• Thoughtfully encourage flexibility
  – Sandwich boards
  – Sidewalk sales
  – Pop-up shops
SHORT TERM: SIGNAGE

Repurpose and relocate Conoco signs to highlight “Dillon Town Center”.
SHORT TERM: SIGNAGE
Recommendations
• 14’ drive lanes, 11’ parking lanes
• 8’ pedestrian ROW
• Remove turn lane
• Install wayfinding signs
• Convert median to walkable space
MID TERM: WAYFINDING AND SIGNAGE

Install pedestrian-oriented signage and wayfinding
MID TERM: WAYFINDING AND SIGNAGE

Install pedestrian-oriented signage and wayfinding
MID TERM: WAYFINDING AND SIGNAGE

Install pedestrian-oriented signage and wayfinding
LONG TERM: REDEVELOP MALL

**Rationale:** Largest parcel (2.35 acres) in the core area; High retail vacancy; inward orientation; unfriendly pedestrian environment
LONG TERM: REDEVELOP MALL

**Opportunity:** Retrofit to create (a) opportunities for indoor/outdoor communal space, and (b) more reasons to linger along Main Street.

Expanding the indoor space to front the street could catalyze future retail opportunities between the mall & main street.
LONG TERM: REDEVELOP MALL

Implementation Strategy
• Utilize Urban Renewal Authority
• Utilize blight study
• Eminent domain over retail section of Riva Del Lago Mall
• Town puts out redevelopment RFP for redesign of the retail section of the mall
• Reapportion the retail space for existing retail and new commercial development in logical orientation
LONG TERM: REDEVELOP POST OFFICE

Workforce housing opportunity
• 80% of USPS customers willing to accommodate new locations
• Efficiency units and TOD = 40% reduction in parking
• 78 units and 10,600 ft² of retail and office space
• Redefine street edge
LONG TERM: REDEVELOP POST OFFICE

Goals and Objectives
- Second largest parcel (2.22 acres) in core
- Lacks density (FAR of 0.2)
- Mixed use development with retail and workforce housing
- Relocate to Dillon Ridge Market Place and issue an RFP to create work-live housing.
# CORE AREA MATRIX

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Implementation</th>
<th>Partnerships</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking pop-ups</td>
<td>Coordinate dates; identify vendors and best locations</td>
<td>Business owners, entrepreneurs</td>
<td>$</td>
</tr>
<tr>
<td>Sign code revisions</td>
<td>Host conversation with City staff and businesses; modify code to meet local advertising needs</td>
<td>City of Dillon, business owners</td>
<td>$</td>
</tr>
<tr>
<td>Repurpose Conoco signs</td>
<td>Engage local artists to re-design eye-catching, well-placed city promotion</td>
<td>CDOT, local creatives, City staff</td>
<td>$</td>
</tr>
<tr>
<td><strong>0-3 YEARS</strong></td>
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<tr>
<td>Right of way</td>
<td>Outline necessary space for improved ROW navigation; construct timeline for construction</td>
<td>City engineers, staff, residents, business owners</td>
<td>$$$</td>
</tr>
<tr>
<td>Wayfinding and signage</td>
<td>Outline coordinated effort to construct effective wayfinding</td>
<td>Summit County, graphic specialists, business stakeholders</td>
<td>$$</td>
</tr>
<tr>
<td><strong>3-5 YEARS</strong></td>
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<tr>
<td>La Riva del Lago</td>
<td>Work with Urban Renewal Authority; release RFP for re-development</td>
<td>Condo owners, current and future businesses occupying complex</td>
<td>$$$$</td>
</tr>
<tr>
<td>Post Office</td>
<td>Identify location in Dillon Ridge Marketplace; auction current parcel for in-fill or new development</td>
<td>USPS, current business owners, future space occupants</td>
<td>$$$$</td>
</tr>
<tr>
<td><strong>5-10+ YEARS</strong></td>
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LAKEFRONT REDEVELOPMENT

LAKEFRONT REDEVELOPMENT
July 13, 2018
Marina Master Plan
• Create a walkable waterfront
• Emphasize mixed-use approach to development
• Establish clear, defined separation of uses

Comprehensive Plan
• Marina as focal point for entire community
• Expand and improve Marina facilities
MARINA VISION

Public Uses Map Key
- Terraced Mixed-use
- Boardwalk
- Paddleboard Rentals
- Maintenance
- Boat Docks
- Warf
- Yacht Club
- Tiki Bar
- Signage
- Parking Structure
- Welcome Center

Google Earth

2008 Marina Plan
Proposed

LAKEFRONT REDEVELOPMENT
July 13, 2018
Service Uses
Map Key

- Boat Crane
- Signage
- Paddleboard Rentals
- Maintenance
- Boat Parking
- Road Construction

Google Earth

2008 Marina Plan
Proposed

LAKEFRONT REDEVELOPMENT
July 13, 2018
PROGRAMMING

- Flat 14ers app
- Ski swap
- Educational workshops
- Pop-Ups
  - Boutiques
  - Coffee
  - Bike repair
ACCESS IMPROVEMENTS
DILLON BOARDWALK

40' + 15' + 17' + 3' = 75'

25' to work with
MIXED-USE DEVELOPMENT
MIXED-USE DEVELOPMENT
IMPLEMENTATION

Policies
- Zoning
  - New Lakefront Mixed-Use District

Partnerships
- Existing businesses
- Targeted industries

Physical Improvements
- Excavation of hillside
- Road/access improvements
THANK YOU QUESTIONS?