



AUGUST 22, 2014 PLANNING AND ZONING COMMISSION SPECIAL MEETING

To: Planning and Zoning Commission
From: Matt Pielsticker, Planning Manager
Date: August 21, 2014
Re: Avon Road Improvements

SUMMARY

The Planning and Zoning Commission (PZC) conditionally approved a Minor Design and Development Plan application on February 18, 2014, for landscaping improvements to the Avon Road Right-of-Way. Some of the design elements for the roundabouts were incomplete at the time of action in February; therefore the approval was conditioned upon returning with the Roundabout #3 monument sign design, and the Roundabout #4 design. The Council has since taken action to move forward with only select portions of the Avon Road project in 2014, including the monument sign and Roundabout #4 elements related to the 2015 Alpine World Ski Championships (AWSC). At the August 19, 2014 meeting PZC approved the Roundabout #3 monument sign design, and tabled the Roundabout #4 AWSC improvements. Staff is requesting action on the Roundabout #4 AWSC improvements at a special meeting on August 22, 2014.

DESIGN ELEMENTS

Once the Checkmate bronze is moved to its new location in the Pedestrian Mall this fall, the attached 2015 AWSC improvements are proposed for installation in Roundabout #4. This feature is a composition of several vertical and horizontal beetle kill pine beams. The wood will be lacquer-finished and the pieces of wood are held together with brushed aluminum caps and cross members. Banners will be set in place with brackets to tie the vertical elements together and create a 'branded' experience that is similar to other event venues. Flags from Roundabout #2 will be moved to this roundabout to help tie together this roundabout and create the desired sense of arrival. These Flag poles will be painted black, with gold caps to match Beaver Creek's flags.

REVIEW CRITERIA

The PZC shall use the *Development Plan* and *Design Review* criteria as the basis for a decision. Staff has provided a response to each mandatory review criteria below:

§7.16.080(f), *Development Plan*

- (1) Evidence of substantial compliance with the purpose of the Development Code as specified in §7.04.030, *Purposes*;

Staff Response: The *Development Code* is intended to "promote design which is compatible, functional, practical and complimentary to Avon's sub-alpine environment." One of the over-riding goals for this (Avon Road) project is to improve the appearance of the Town's main traffic corridor with improvements that reflect and respect the local environment. The beetle kill wood elements are a natural fit for this project monument feature.

- (2) Evidence of substantial compliance with the §7.16.090, *Design Review*.

Staff Response: The Application is in compliance with the review criteria for Design Review; specifically, the design *relates the development to the character of the surrounding community* (§7.16.080(f) (1)). The sign design and 2015 elements are high quality, aesthetically pleasing, and help to define the Town and the resort experience.

- (3) Consistency with the Avon Comprehensive Plan;

Staff Response: The Design and Development Plan elements reinforce many elements of the Avon Comprehensive Plan (1996). The Opportunities and Constraints diagram and Community Framework Plan highlight the need to enhance community gateways. The Avon Comprehensive Plan includes many Goals and Policies that appear to be addressed with this Application, including the following:

Community Character

Policy D.1.4 – Create a unified and cohesive physical framework and community image by ensuring compatible...siting, street alignments, streetscape furnishings, signage, lighting, etc.

Goal D.2 – Create Community Gateways and streetscapes that reflect and strengthen Avon’s unique community character and image.

Policy D.2.1 – Beautify the Town with street trees, sidewalks, landscaping and public art.

Economic Development

Policy E.2.2 – Use the Capital Improvement Plan to fund key public facilities that will catalyze private sector projects.

Goal E.3 – Increase the number of visitors to Avon by enhancing our attractiveness as a destination resort community.

The subject property is located within District 4: Avon Road Corridor. The Comprehensive Plan acknowledges the heightened importance of this corridor given that Avon Road is the first (and occasionally only) area many people see the community. It is important that this generally vehicular experience is significant enough to pique the interest those passing by getting them out of their cars and into the Town Center. District 4: Avon Road Corridor, includes planning principles that suggest the use of “streetscape design, landscaping, points of interest, and other way finding elements to help orient visitors and lead them toward important destinations within the Town Center” This application achieves these cited planning principles.

(4) Consistency with any previously approved and not revoked subdivision plat, planned development, or any other precedent plan or land use approval for the property as applicable;

Staff Response: There are no precedent plans or subdivision plats pertinent to the Avon Road Right-of-Way.

(5) Compliance with all applicable development and design standards set forth in this Code, including but not limited to the provisions in Chapter 7.20, *Zone Districts and Official Zoning Map*, Chapter 7.24, *Use Regulations*, and Chapter 7.28, *Development Standards*; and

Staff Response: The Design Plan is in compliance with all applicable development and design standards set forth in the Development Code. The Development Code requires “high quality, durable materials...including materials that reflect the Town’s sub-alpine character such as native stone, masonry or timbers.” Given the unique nature of the improvements (i.e. not considered landscaping, fencing, or a building), many of the design standards are not applicable. The

materials and colors appears to meet the intent of the Development Code with the use of heavy timbers reflective of the Town's sub-alpine character.

(6) That the development can be adequately served by city services including but not limited to roads, water, wastewater, fire protection, and emergency medical services.

Staff Response: These improvements can be served by city services.

§7.16.090(f), *Design Review*

(1) The design relates the development to the character of the surrounding community; or, where redevelopment is anticipated, relates the development to the character of Avon as a whole;

Staff Response: The 2015 gateway element is intended to pull identical design elements from the Beaver Creek and Vail race event venues. This piece is envisioned to remain in place for 2 years while the Town explores a more permanent "monumental" art piece for this critical Town Center roundabout. Concepts for a competition art piece have been discussed for Roundabout #4, and Staff anticipates that will take a substantial amount of time.

(2) The design meets the development and design standards established in this Development Code; and

Staff Response: The design plan demonstrates compliance with the development and design standards established in the Development Code.

(3) The design reflects the long range goals and design criteria from the Avon Comprehensive Plan and other applicable, adopted plan documents.

Staff Response: The design elements in this Application bring forward several of the long range goals and design criteria from the *Avon Comprehensive Plan*. The improvements continue to define Avon as a destination resort with a higher quality design elements. The design directly implements policies from the Avon Comprehensive Plan, including *Policy D.1.4 – Create a unified and cohesive physical framework and community image by ensuring compatible...siting, street alignments, streetscape furnishings, signage, lighting, etc.*

RECOMMENDATION

The PZC has the following available actions:

- 1) Approve as submitted.
- 2) Approve with conditions.
- 3) Continue.
- 4) Deny.

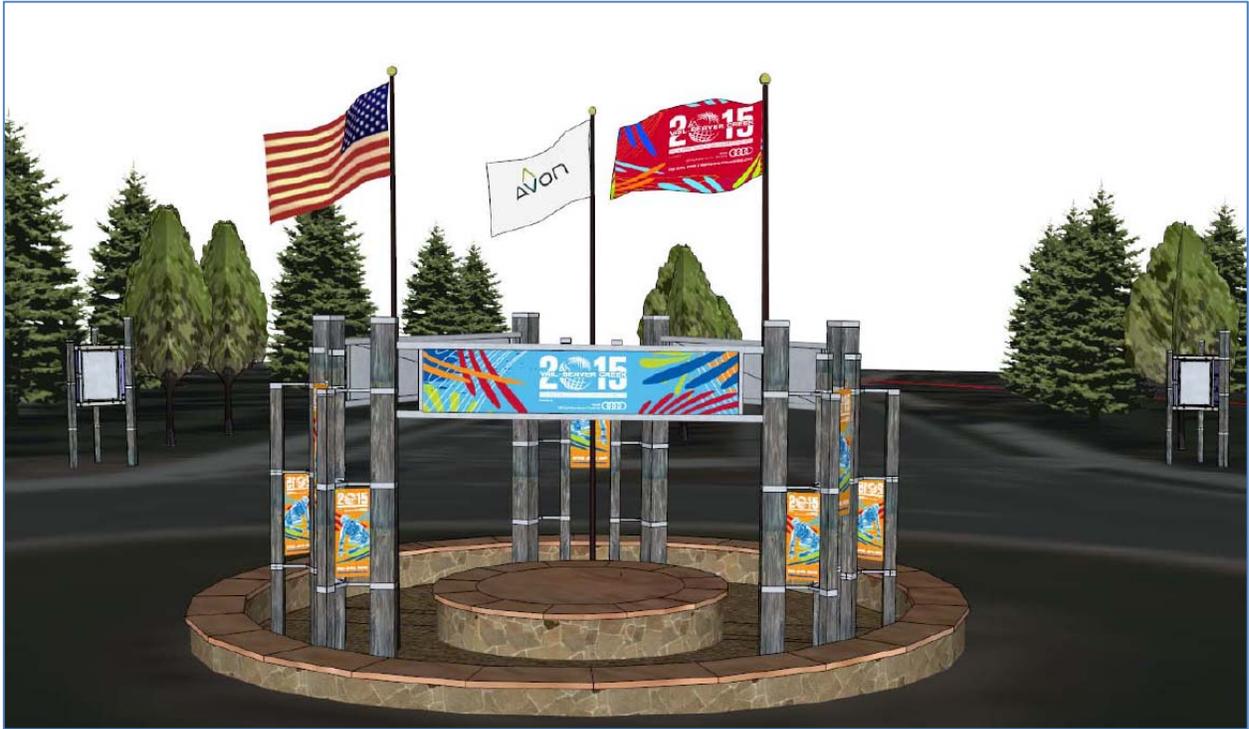
RECOMMENDED MOTION

I move to approve the Minor Design & Development Plan for 2015 AWSC design elements at #4, Avon Road Right-of-Way, citing the following findings:

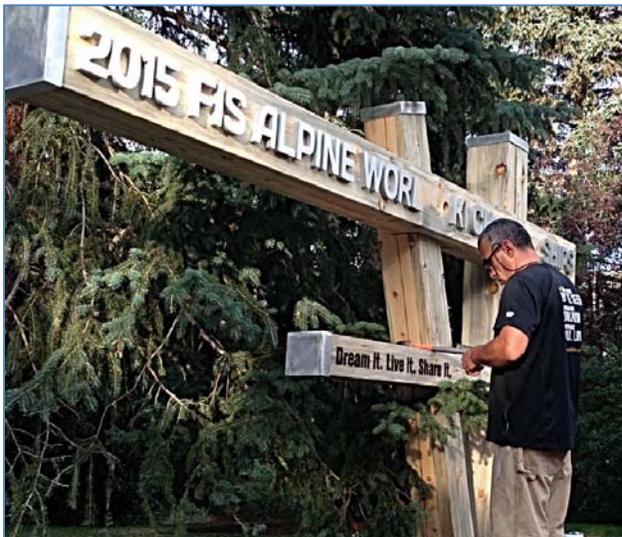
- 1) The application is in conformance with the review criteria contained in §7.16.080(f) and §7.16.090(f), AMC.

2) The application is in conformance with the Comprehensive Plan policies and District 4: Avon Road planning principles.

DESIGN PLANS



ROUNDBABOUT #4 DESIGN IMPROVEMENTS, INCLUDING FLAGS



REPRESENTATIVE DISPLAY IN VAIL VILLAGE