

Old Town Basalt –Submitted by Jim Ferrara/100 East Sopris Dr.

Asset Catalogue

1. River Frontage
2. Proximity to Highway
3. Proximity to Aspen
4. Summer Recreation (Roaring Fork Club, Reudi, Fly Fishing)
5. Renewal Momentum (RMI, Consev. River Center)
6. New Library, High School
7. Period Buildings

Liabilities

1. Worn out Public and Commercial Buildings
2. Small year round population (1500 people) to support storefront retail merchant operators
3. Whole Foods/ Willets attracting retail dollars from the Highway at the expense Of Old Town
4. Other Trailer Park Housing besides the Pan and Fork that are in the River Flood Plane that will require redevelopment and development of an employee housing inventory

Objectives : Revitalized Old Town

A revitalized Old Town means more people plain and simple... A revitalized Old Town is more traffic, more noise, more kids in the classrooms, and more for the police to police..... Byproducts of making an attractive place for people to want to live and play and prosper.... The recipe or mix if you will, of visitors, workers and additional year round residents is the strategy that needs to be crafted to address the issues of more people mixing it up in Old town.... in Our town.....

Visitors/ Residents/Workers

Foot Traffic

The retail business failures of the last 12 to 18 months are as clear an illustration as one needs that currently there is not enough year round foot traffic to support storefront merchant operators. Vals', Wine Shop, Card Shop etc. all bust.....Landlords and Tenants need sales volume to prosper and have healthy businesses. More people buying their stuff more often. The successful survivors like Two Rivers Café, Tempornilio, Hair Dressers, Aspenault Hotel are prosperous because they have year round repeat customer's and additional incremental business generated by warm weather events

Increasing foot traffic is alchemy of:

Attracting tourists to recreate in Old Town (Visitors)

Develop smaller multi-family employee housing units in Old Town. Increasing residential density in Old Town would increase foot traffic and repeat business for local storefront merchant operators as people tend to shop close to home when they can.(Residents)

Creating a Low intensity business campus on the Pan and Fork parcel (Workers)

Relocate City Hall into the buildings across the street from St Vincent's which are handicap accessible. Drawing people into to this end of town would increase foot traffic for the storefronts in this area which is at the end of the Midland Ave. "merchant corridor" (workers)

In discussion is including a day care center into the Southside Senior Citizen project. This discussion implies there is a long term need for daycare that is being addressed. Consider siting this daycare center in Old Town... Partner with St. Vincent's... Insert a center in a Old Town employee housing development... There is value for the town when an social service it provides draws people into it's downtown during weekdays, at dinner time year round. The merchant base would earn incremental business. This small potatoes for sure and is included as an illustration of "organically" increasing traffic into your merchant core.

Tourism in Old Town Basalt:

A Tourist is a person that does not live in Basalt

Attracting tourists to get off the highway to visit Old Town on a regular basis is the primary objective. These are visitors that live in the valley part time or full time and choose to recreate in Old Town instead of Aspen, Carbondale and Glenwood...."Valley Visitors" ... the ..."VV's". To accomplish this Old Town needs to become a recreation destination for the VV's

A secondary objective is to attract out of state visitors...the "OSV's " To accomplish this Old Town needs to be a venue for events and or experiences that out of state visitors put on their itineraries when visiting our valley. These events could be Co/ Advertised nationally with the other Valley Chamber of Commerce's.

Old Town remade into a Destination and Venue

Old Town – A Destination

Old Town's current building inventory and street configuration has great potential for being redeveloped in a fashion that could emphasize Nostalgic All American themes and tap into American Cultural DNA. In broad strokes this translates as Cars, Fast Food, Beer and Weed....

The Supermarket Parcel

Redeveloped to emphasize nostalgia of an old town rooted to its railroading history and 1950 - 70's Automobile and Motel and Diner Culture

-**Supermarket Building** –Remodeled into an Antique Car Museum

-**Liquor Store side of building** to be redeveloped as a 50/70's styled Diner and Liquor store

-Aspenaut Hotel-

Buildings near river remodeled into 1960's theme motel and health spa.. Building across from the Taylor Creek Building remodeled into employee housing. This remodeled building incorporated into an employee housing cluster created on the site of the obsolete worn out buildings behind Temperville.

-Alpine Bank Railroad Depot and Gas Station

Dual Railroad and Car Culture Themed Microbrewery

-Taylor Creek Building- other outfitters (Rafting, Horse and 4wheel etc) could be encouraged to operate a booking information and reservation center at the end of this building.

This could be fashioned as town sponsored co-op of sorts

A themed redevelopment of this parcel like this or in some other themed fashion that gets both "VV's and "OSV's to get off the Highway and recreate in Old Town

A separate attachment detailing the logic behind these redevelopment ideas and websites to visit for additional information and imagination stimulation is included.

Town Triangle Parcel

The themed redevelopment of the supermarket parcel is the recreation destination piece of the getting visitors to Old Town puzzle. Redevelopment of the Town Triangle into an event venue is the other piece of visit puzzle.

The Red Roof Buildings are worn out and poorly placed on the site. Remodeling or reconfiguring them where they sited, would *not* be an effort where the town gets any bang for its bucks. These buildings need to go away and the Mature Evergreen Trees on the site preserved...

Also, as stated earlier the foot traffic generated by town offices and business could be better used to encourage retail sales at the other end of town.

The Wyley Art center could be relocated to the old 1930's era elementary school building on the Middle school campus. The vision here is a similar mixed use facility modeled on the Red Brick facility in Aspen

Redevelop the triangle into a seasonal warmer weather venue

The warmer months are when Old Town Basalt has the potential to attract larger numbers of visitors whose added incremental business will support a healthy retail merchant operator's environment

Outdoor venues like one that could fit into the Triangle parcel need have basic amenities so that vendors can provide quality experiences for the "VV's and "OSV's"

Amenities - Sanitation, Power, Parking, and Prepared Vendor Sites

Sanitation- Porta Potties are disgusting. First rate permanent lavatory facilities should be installed in the footprint(s) of the Red Roof buildings. There may be some practical way to do some surgery to adapt the lavatories already on site.

Power- There is electrical power to the site already. A multi-site power package can be engineered and installed to allow flexible use of the site by vendors, performers, etc. during the day and possibly in the evenings.

Parking – Redevelopment of the Pan and Fork parcel into a low intensity business campus will require providing parking areas which in the evening and on weekends when events are happening at "The Triangle" can be used for event parking. A overflow parking area in the floodplain part of this site can also be considered

Prepared Vendor Sites-

Music Schell or Stand or Gazebo for live performances

Basalt Boardwalk – Town owned vendor carts that are rolled out and leased seasonally or by the event for vendors to sell their crafts, produce, cotton candy etc... Some like Butches Seafood may only have a site reserved for themselves but the seating and trash issues can be "managed" by the town

Food Truck Pad- Area in "The Triangle" to accommodate food trucks and autos (club meets) so that these events if encouraged don't leave in their wake a ripped and rutted green space that requires repair

WEED

Attracting people to Old Town to recreate at an outdoor venue listening to music and chowing down on food truck vittles and sure as hell, we are going have visitors and Longhorns alike smoking pot.... It legal so ... Make Old Town Reefer Friendly... Get out front on the issue and promote Old Town in this fashion. The "Best Head Shop in the Valley" with the "best beer" and "best diner" across the street or around the corner ...It's good for business

Pan and Fork Parcel

Rocky Mountain Institute and the Conservancy River Center projects already approved and underway are going to and should influence the style and nature of the redevelopment of this parcel

These organizations can be viewed as building blocks of a "soft" science business campus. These two organizations engage in very thoughtful work that does not require proximity to a university campus and the "hard" infrastructure that university campuses have. (Research Labs, Teaching hospitals etc.)

A plan to develop clusters of small building on this site which are owned by or leased to "soft" science organizations and consultancies could be considered. Clusters of smaller buildings which house multiple organizations is a strategy which insulates the town from catching the "Snowmass Flu".

A large developer like Related catches the flu and Snowmass the town has pneumonia.

The momentum that the RMI and the Conservancy projects bring to the redevelopment of this parcel as a science campus can be built upon to execute a solid slow growth strategy. A slow growth strategy minimizes "flu" risks. The workers that these organizations would bring to Basalt when compared to the workforce employed by for example the proposed hotel, earn higher salaries, buy bigger homes, eat out more often, and pay for more health care and for more pedicures.

The Aspenault and Green Drake Hotels are very valuable assets of Old Town as they are locally owned and operated. Local roots are vital ingredients in the messy vitality of a small town. These little hotels are a vital part the alchemy of Old Town's visitor sex appeal. A Starwood property so close to Old Town would cast too large a shadow over the Old Town. A Starwood Hotel would be better sited across the river closer to the highway. Maybe sometime in Basalts future as it tackles redevelopment of the other trailer parks in the river floodplain.

The part of the Pan and Fork parcel that is unsuitable for building development because it is in the floodplain has recreational potential for visitors and residents. Float Boat/ Rafting Launch Site, Kayak Venue, Pet playground- dog Frisbee, water retrieving, all things water...Move the skate park....

Seasonal warm weather facilities:

River fed Fitness Pool where swimmers swim against the current

Batting Cage

Go Cart Track

Petting Zoo

Scout Camp or Regional Jamboree Site

Venue for Wounded Warrior/Veteran Events

Campus Candidate Examples:

Publicly Traded: Accenture ticker CAN, Gartner Inc. ticker IT, Huron Consulting Group ticker HURN

Health Systems Research and Consulting – www.altarum.org

Energy Consultancies – www.luminate.com

There are hundreds of candidates out there.

SEPARATE ATTACHMENT DETAILING REDEVELOPMENT LOGIC

Antique Car Museum

Baby Boomers are antique car collectors. Antique car collections of as few as two and more than 50-100+ restored automobiles are not uncommon and all over the country. There is even a 4 year college degree programs in Automobile museum curation, preservation and restoration.

See: Mc Pherson College - www.mcpherson.edu

Americans love their cars and the uniquely American Car culture that has evolved since WWII

Serious afflicted car buffs bitten by the collecting bug all eventually have to deal with the storage and maintenance issues that come with protecting their investments. The seriously afflicted also enjoy the company of other car buffs and over the last decade or so have formed private clubhouses to warehouse, maintain and display their car art. Many think of their cars as limited editions of fine art. Like a Remington bronze or a Chagall print.

Private auto museums open to the public: visit Auto Museum Directory-
www.oldcarsweekly/carmuseums.com

To get a flavor for how these clubs flourish and operate visit www.lemaymuseum.org –tab –Club Auto-Lakewood CO.

Why the supermarket building?

Older buildings like the supermarket building can be particularly well suited for conversion into car museum's and club houses;

Large ground floor footprints are well suited for displaying automobiles

UV sunlight deteriorates automobile finishes and is not desirable- Older buildings without windows are desirable because they don't let in harmful UV light

Buildings with close proximity to highways that have large parking lots are desirable because they make organizing club meetings and meets easier and draw bigger attendance

Visit www.peterson.org for an example of an older building conversion into an antique car facility. An old Orbachs department store was converted

The objective here is to identify a serious collector of a group of collectors which would like having part or parts of their collections housed and preserved in a museum in Basalt.

Are there restored car collections in the valley?

Are their collectors that visit the valley that would like to have their cars closer to them?

Are there collectors that if they had a place to display their cars would loan cars to the museum?

A sophisticated commercial realty group should be able to access the value of this concept

An antique car museum anchoring a themed small town destination co advertised with other town's tourism driven advertising would draw visitors and revenue to Old Town

Diner

The supermarket site is the old railroad marshaling yard. The town controls the parking in this site area and can influence what is put in place there. A diner is a fast turnaround lower cost part of a makeover of this site. Historically diners were railcars converted to lunch counters and transported to sites where people walked/ drove to work. Over time specialized companies factory built diners and these diners are being bought moved and restored.

Included with this draft proposal are four Diner books that cover all things Diner;

American Diner –Then & Now –Richard Gutman

The American Diner –Michael Witzel

Diners- People and places – Gerd Kittel

Hometown Diners – Robert O Williams

History, Design, Style, and Trends and availability would all factor into a decision to site a diner on this parcel. One idea would be a railroad themed building coupled to the Downtown Red Caboose the town owns cozied next /behind the Alpine Bank Rail Depot building. Another idea is a 60's Silk City Manufactured Large windowed building(Page 31 Hometown Diner Book) attached to the Gas Station and side of the Supermarket Building.

See unrestored diners and railcars are: www.ozarkmountainrailcar.com

New Modular Diners –www.modulardiners.com

Restored Diners –cool- www.diversifieddiners.com , www.americandinermuseum.org Tabs –for sale, preservation / restoration

There are Railcar homes in the Valley that might be acquired. There is sadly, a slowly deteriorating railcar conversion diner in the Rudd owned warehouse yard in Glenwood

A new stick built replica can be considered of course but I favor a original conversion restoration as nothing beats the Real Thing

There is a case to be made for the town owning this facility and hiring an experience diner operator to run it. The towns controlling the rent at levels that make it affordable for young people and fixed income retirees is a goal that the town can plan into this redevelopment.

Aspen, Carbondale, Glenwood ,Eagle and New Castle all have diner operations and I believe they are all independently owned and operated (not chains or franchises).. The town could start by surveying them along with the Two Rivers Café operators to assess the value of this idea.

SEE ATTACHED LISTING - ASKING \$20,000 PUB CALIF
Aspenault Hotel - Retro themed remodel and Beauty Spa

The Retro. themed makeover of the hotel can be implemented one building at a time

The Beauty Spa idea is driven by the Hotels proximity to the River and the success of the personal care operators in town today.

Were the town to purchase the building across from Taylor Creek building for employee housing the Aspenault ownership would have the funds and incentive to makeover the facilities themselves or seek a partner or partners to partner with, to makeover the facility and diversify its product offering.

Alpine Bank Rail Depot Building-Microbrewery

There are many examples around the country of Rail Depots being converted into Restaurants, Pubs, and Brewery's. Google – railroad depot restaurant- brought up 61MM results

Again the town purchasing the building and controlling the rent so as to make facility a fixture in the Old Town themed destination strategy can be considered. Alpine Relocating further up Midland Ave and steering foot traffic deeper into town has a positive effect for the storefront merchant operators.

Gas Station-

Incorporate it into the Diner theme or Brewery themed venues or make it part of the Auto Museum are all options. A rather daring idea might be make it the "Best Head Shop/Liquor Store in the valley.

Employee Housing

It was suggested earlier that increasing the people density in Old Town would increase foot traffic and support the storefront merchant operators. The town developing employee housing in Old Town would support this thesis. Below is a partial inventory of town owned or controlled sites that could be considered for development of employee housing.

Corner of School St and Elk Lane – Currently coin operated Car Wash behind Fire House- Can't take in enough quarters when measured against land cost if the town had to acquire land on the open market to build employee housing on..

165 West Sopris Dr. – Currently The Basalt Public Works Garage –Building is Shot.. There are many storage options for lease or purchase in and around Basalt. First that comes to mind is the old iron working building on the left side of the street as you leave town and go up

Cliffs Hillside Park – Corner of Sopris Dr. and Holmstead Ave –This site is across the alley from the Public Works Garage– Parcel next to it is for sale by motivated seller... Lot of pot ential to get creative

Middle School Athletic "Stadium" and Arbaney Park - Basalt has a new state of the art "Stadium" facility at the High School – The Middle School Stadium is redundant and obsolete(Cinder track –RETO for sure). If redevelopment of the Pan and Fork parcel includes a park on the river Arbaney Park is a town asset that perhaps could be better invested. Reconfiguring these two contiguous parcels into an employee housing complex adjacent to the middle school and walking distance to the core of Old Town could generate high value returns for Basalt.

Final word on employee housing

It's a bad idea to build employee housing inventory on the Highway... Basalt's mid- valley location and proximity to Aspen and improved amenities (HS, Library, Whole Foods, Old Town,) will for decades going forward, drive up demand for employee housing. To grab a quick fix and construct a housing complex next to the highway effectively building noise impacted, children unfriendly "C" value housing is poor policy and frankly smells like a developer bailout.

HOME EQUIPMENT FOR SALE AUCTIONS RAILROAD REAL ESTATE SELLING WITH OMR EMAIL NOTIFICATION CONTACT

Passenger Cars > Dining/Kitchen Cars

ATSF Lunch Counter/Diner #1566 REDUCED 6/13

Listing # 792

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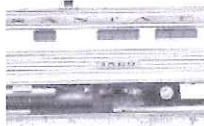


LISTING FILES

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NEW PHOTOS ADDED TO GALLERY 8/27/12

Built in 1950 for the Santa Fe Railroad by the Pullman Company as a Lunch Counter Diner for service on the Super Chief & San Francisco Chief, retired by the Santa Fe in late 1960's and sold to Amtrak. Amtrak sold the car into private ownership and it was converted into a stationary restaurant. The appliances in the kitchen have been updated but the rest of the car is very original. All kitchen equipment is included with the car. Some of the mechanical details include: Good exterior, CS couplers, D-22 valves, good roof, wired for commercial power, heat & A/C, gas ovens and ranges. This car can be sold as a package with Southern Pacific Diner Lounge. Some of the kitchen equipment that is sold with the car includes:

- 1- free standing stove with 6 burner and griddle
- 1- free standing stove with 2 burner and grille
- 1- free standing stove with 4 burner and griddle
- 1- overhead exhaust hood with fire system
- 1- large 2 compartment sink
- 5- in line stainless steel refrigerators see photos 1 large unit
- 1- Water heater
- 1- Pasquin espresso machine

ASKING FOB CALIF
\$26,000

Subject: FW: A question re: ATSF Lunch Counter/Diner #1566 REDUCED 6/13 (Listing#792)
From: jim ferrara (jimasp@supris.net)
To: marion81611@yahoo.com;
Date: Wednesday, March 26, 2014 8:15 AM

From: Sales [mailto:sales@OZARKMOUNTAINRAILCAR.COM]
Sent: Tuesday, March 25, 2014 2:06 PM
To: jimasp@supris.net
Subject: RE: A question re: ATSF Lunch Counter/Diner #1566 REDUCED 6/13 (Listing#792)

Thank you for contacting us, the car is still available and located near  Vernon, CA.

If you would like a formal shipping quote please contact our logistics partners, Ozark Rail Logistics at 513-502-5443 or visit them online at www.ozarkraillogistics.com

DON'T MISS our next online Railroad Equipment Auction April 8th-10th. For more details [Click Here](#)



John Suscheck/CEO

Ozark Mountain Railcar

www.ozarkmountainrailcar.com

O-417-336-2401

F-417-336-0087