

## Basalt's DACC Core Values: The Confluence of Rivers, Recreation, and Culture

- 1) Don't lose our Small Town charm
- 2) Bring the Rivers to the forefront of the Town's identity
- 3) Promote Vitality and Sustainability (Physical & Economic)

## Observations & Opportunities

- 1) It's all about the River...and the water. It's magic! Like nowhere else in the RFV.
  - a. Activate the waterfront with people- make it a happening scene
  - b. *More natural; less urban: soft-scaped not hard-scaped*
- 2) Small businesses are *struggling*; many retail storefronts are vacant
  - a. Feels like Old Town Basalt is *suffering*- it will *continue this way* if we don't do something
  - b. Minimize new commercial space in the downtown area *while allowing planning / zoning flexibility to respond to evolving future market needs.*
  - c. More residents / guests are needed to support the existing inventory
  - d. Find a great "Anchor" tenant or attraction to draw people downtown
- 3) *The Millennial's generation of single (without kids) 24- 36 year old residents are missing in Basalt.*
  - a. This demographic brings youthful vitality- hip, exciting, fun, and creative- plus, we all get to live vicariously through them!
  - b. Design *attainable* "Melrose Place" housing products (Studios & 1-BRs) to lure this group into town from Aspen & Carbondale.
    - i. *Note: The attractiveness of small-footprint housing is not unique to the Millennials- i.e. Empty Nesters looking to down-size*
  - c. Give *everyone* a place to go after SUP, tubing, and kayaking: The RFV's Epicenter of Cool and the Confluence of Beer, Food, and Fun- like the Mishawaka Inn (Ft. Collins Waterfront) or Eddyline Brewery (Buena Vista Waterfront).
- 4) Lion's Park Heritage trees (in stark contrast to the Pan & Fork site) are our living history
  - a. Preserve their signature beauty for future generations
  - b. Connect Lion's Park visually and physically (rather than distinctly separated) from the Waterfront Park on the Pan & Fork site
  - c. Quiet / Passive counterpoint to the activity of the Waterfront Park
  - d. Town Hall and The Wylie Arts Center fits comfortably within this environment
- 5) Existing downtown 60-bed hospitality base still feels tired and outdated; no critical mass
  - a. Renovations to the Basalt Mountain Lodge and Flying Fish are a good start but these products do not appeal to a broader cross-section of contemporary hotel guests (business and tourist); fine for fishermen but too funky for most people...
    - i. Open exterior access to guest rooms are a negative entry experience
    - ii. Small bathrooms fall short of current market expectations
    - iii. Lack of gathering / amenity spaces
    - iv. No large group capabilities (Weddings or Conferences)
  - b. Incentivize ground-up redevelopment of the Aspen Ault.
  - c. Willets will build another hotel if Westin Elements is successful
- 6) *Arts Groups are important stake-holders and active partners*
  - a. *Continue to evolve and grow with the Wylie*
  - b. *Explore potential for a Performing Arts Center with the RE-1 School District.*

## Guiding Principles

- 1) Connect the Town to the Rivers
- 2) Preserve significant physical and visual access to the Rivers
- 3) Improve Lions Park and merge it with the Riverfront Park
- 4) Allow density to drive revitalization
- 5) Provide a "There-There" destination for residents and guests alike