

“Need to shake off small town blues and create more excitement and vibrancy. With creative thinking, you can do it!”



5. Implementation

Introduction

The 2014 Silverthorne Comprehensive Plan Update was written with an emphasis on implementation. The following questions were at the forefront of nearly all public interactions and meetings with Town Council, Planning Commission, and EDAC:

- *How do projects get built?*
- *How does the Town prioritize projects?*
- *How can the Town kick-start the development of downtown?*
- *Do decision-makers have adequate tools to encourage and enforce the types of development that is desirable, sustainable, and has long-lasting benefits for the community?*

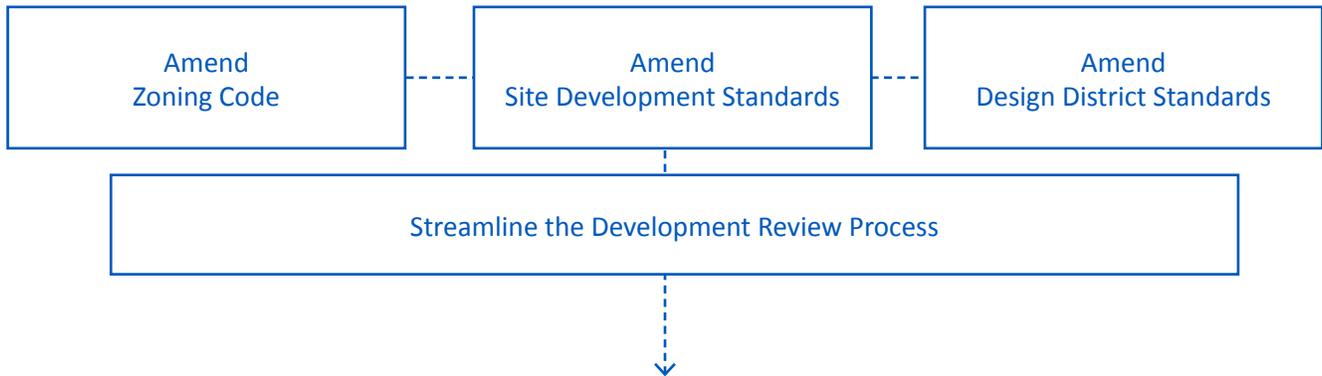
The process of implementation is not perfectly sequential and there is no absolute recipe for success. Especially in the case of downtown redevelopment, implementation will involve a well-orchestrated and complex series of actions that involve both the Town and various partners from public agencies (e.g. CDOT) and private investors. Because this process will evolve over time, the Comprehensive Plan's role is critical, as the unwavering guidebook for decision-makers and the public committed to realizing the long-term Community Vision.

High-level actions to begin the process of implementation of the 2014 Comprehensive Plan Update are found on the proceeding pages. Though there is no perfect sequence of overall implementation, actions found in the first category must occur in the immediate future in order for the second to take shape.

1. ***Fine-Tune the Regulatory Framework.*** The Town must first ensure that all regulatory tools are aligned towards achieving the same ends, especially in promoting a downtown commercial area. Inconsistencies and gaps must be amended, and where appropriate, new regulations put into place where current ones fall short of supporting the goals and policies of the Comprehensive Plan. These actions are short-term or immediate in nature.
2. ***Take the Lead of Future Investment.*** The second category is longer-term or ongoing, and outlines proactive steps that the Town can take to position Silverthorne towards desirable growth and redevelopment.

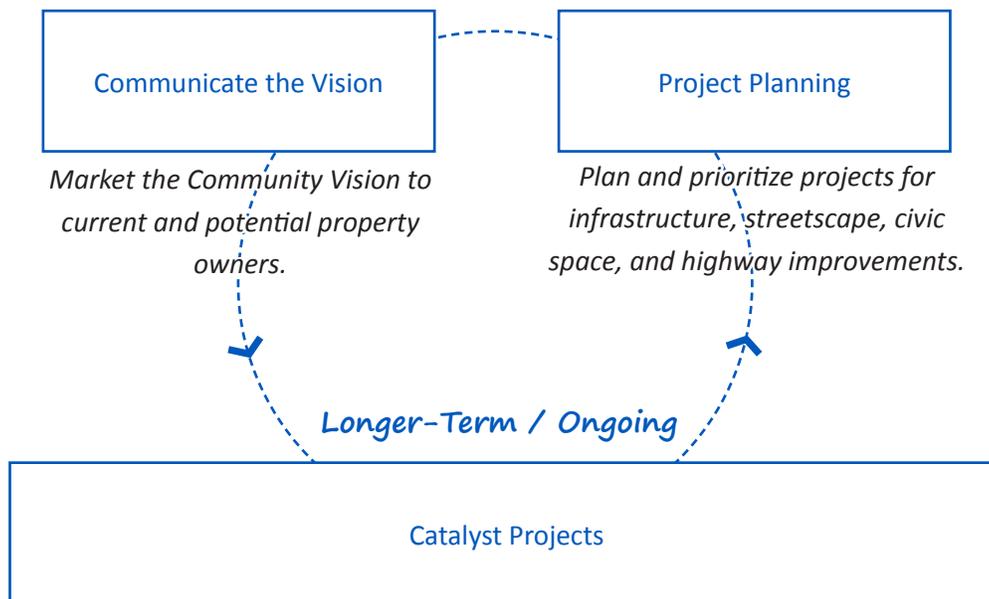
FINE-TUNE THE REGULATORY FRAMEWORK

Immediate or Short-Term



TAKE THE LEAD ON FUTURE INVESTMENT

Ongoing



DESIGN, FUND AND INITIATE PUBLIC INVESTMENTS

Establish the foundation through the public realm, such as highway (traffic calming), parking (on-street, reservoirs), streetscape, etc. Create an environment where downtown development can thrive.

INCENTIVIZE PRIVATE DEVELOPMENT/REDEVELOPMENT PROJECTS

Through the use of funds such as TIF, ESTIP, other funding mechanisms

1) Fine-Tune the Regulatory Framework

Fine-tuning the regulatory framework will be the essential first step that the Town must initiate in order to enforce and promote the type of development in Silverthorne that meets the Community Vision, particularly in commercial areas and downtown. As recognized throughout the 2014 Comprehensive Plan Update, there are gaps and deficiencies in the current Land Use Regulations in promoting an urban form for downtown that is walkable, compact and includes a mix of uses. Updating the Zoning Code to reflect the future land use classes depicted on the Community Blueprint, as well as the Site Development Standards and Design District Standards to include smaller set-backs, more efficient parking requirements, and other more appropriate landscaping requirements, will ultimately foster great commercial development within the Town Core.

Related to this, another important short-term action is to consider streamlining the Town's development review process, particularly to encourage and even incentivize projects that make great strides towards achieving the Community Vision. That process should be seen as a way to facilitate quality, desirable development instead of a barrier.

As community leaders and decision-makers come and go, it is important that incremental choices are kept in perspective to the big picture (i.e., the Community Vision). That is the value of the Comprehensive Plan in functioning as a guidebook for long-term decisionmaking and growth; to stay the course and keep the end goal in mind.

2) Take the Lead on Future Investment

The second phase of implementation, which includes both short- and long-term actions is aimed at the Town's role in initiating or positioning Silverthorne for future projects, especially downtown. The creation of a new downtown will require both public and private investment.

Within the short-term, it will be critical for the Town to first **Communicate the Vision** of this Comprehensive Plan to property owners and potential investors. The 2014 Comprehensive Plan Update represents a marked shift in the direction for commercial development and downtown development form in Silverthorne; conveying this message to private entities will ensure that future developers understand the ultimate direction and share in a cohesive vision for the larger area.

The **Project Planning** phase will establish more site-specific objectives for transportation corridors and areas within the Town Core. This may include a corridor master plan for SH 9, working with CDOT to analyze and test feasibility for traffic calming measures and on-street parking solutions, within the over-arching guidance of the Comprehensive Plan. Such efforts would include the costs and phasing of projects, and ultimately lead to construction-level design for infrastructural improvements.

Building upon Project Planning, the Town must make decisions regarding public investment in key infrastructural projects —**Catalyst Projects**—to establish the “bones” for future development, such as: curb, gutter, and sidewalks; streetscape enhancements, gateway features and signage; and improvements to SH 9, such as on-street parking, pedestrian crossings, and street trees. The scale of public investment projects should be substantial enough to establish a solid design foundation and limit the ability for specific individual developments to derail the desired design outcomes. Over the long-term, improvements to establish civic spaces, such as plazas bridges, river parks, public art, and additional parking reservoirs, will further enliven and be the catalyst for investment in Silverthorne's new downtown.

Ultimately, with these initial steps in place, private investment in Silverthorne's downtown will step in and follow the lead that the Town has taken in establishing an urban downtown form consistent with traditional mountain community character. The Town may play a significant role in incentivizing key projects through the use of TIF funds, ESTIP, or other funding mechanisms. The Town can also be proactive about identifying new opportunities for funding.