

**SILVERTHORNE TOWN COUNCIL MEETING  
AGENDA FOR FEBRUARY 10, 2016- 6:00 PM**



- I. CALL TO ORDER/ROLL CALL/APPROVAL OF AGENDA**
- II. PLEDGE OF ALLEGIANCE**
- III. STAFF COMMENTS ..... 1**
- IV. COUNCIL COMMENTS**
- V. CITIZENS' COMMENTS\***
- VI. CONSENT CALENDAR**
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  - B. Resolution 2016-04; a Resolution Approving a Lease/Purchase with NBH Bank .. 13
  - C. Resolution 2016-05; a Resolution Authorizing Staff to Amend the Existing Professional Services Agreement with Betty Ashley Public Relations to Include a Scope of Work and Fees For Services From February 11, 2016 through March 31, 2017 ..... 15
  - D. Replat – The Cabins At Angler Mountain Ranch, Filing No. 4 – First Amendment. 55
- VII. SOUTH MARYLAND CREEK RANCH GENERAL IMPROVEMENT DISTRICT BOARD**
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- VIII. PUBLIC HEARINGS**
  - A. Peterson Conditional Use Permit and Site Plan Modification for an Accessory Residence - 933 Blue River Parkway, Lot 6A – 2, Silverthorne Subdivision #2 ..... 63
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- XI. INFORMATIONAL**
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\* Citizens making comments during Citizen's Comments or Public Hearings should state their name and address for the record, be topic specific, and limit comments to 3-5 minutes. Council may add citizen Comment items as an Action Item by motion; however, the general policy is to refer citizen comments for review and recommendation. Public presentations must be pre-arranged a week in advance with the Town Manager and limited to 10 minutes.

**COUNCIL WORK SESSION:** February 9, 2016 – 6:00 P.M.  
**TOPIC:** Joint Meeting with EDAC

**SILVERTHORNE TOWN COUNCIL WORK SESSION  
PUBLIC ISSUES SCHEDULE  
2016**

*The Council Work Sessions are held every 2nd and 4th Tuesday of each month and begin at 6:00 p.m. with open discussions. The following issues will be addressed from 6:15 p.m. until completed. Additional items to be discussed will be scheduled as time permits.  
"OPEN" indicates a topic has not yet been selected.*

FEBRUARY 23                      Lake Dillon Theatre Company Partnership  
Update

MARCH 8                              Joint meeting with Planning Commission

MARCH 22                            OPEN

APRIL 8                                OPEN

APRIL 22                              OPEN

**FUTURE WORK SESSION DISCUSSION ITEMS:  
HISTORIC SOCIETY**



# March 2016

| Sun | Mon | Tue   | Wed                   | Thu                 | Fri   | Sat  |
|-----|-----|---|-----------------------|---------------------|---|--|
|     |     | 1<br>EDAC Meeting<br>Planning<br>Commission | 2                     | 3                   | 4   | 5  |
| 6   | 7   | 8<br>Work Session                           | 9<br>Council Meeting  | 10                  | 11<br>Payroll   | 12   |
| 13  | 14  | 15<br>Planning<br>Commission                | 16<br>Court           | 17                  | 18<br>Country Western<br>Dance, 7:00 PM @<br>Pavilion | 19<br>Stargazing Snow-<br>shoe, 6:00 PM @<br>Angler Mountain |
| 20  | 21  | 22  | 23                    | 24<br>SPORT Meeting | 25<br>Payroll   | 26   |
| 27  | 28  | 29<br>Work Session                          | 30<br>Council Meeting | 31                  | NO SCHOOL   |  |

# April 2016

| Sun | Mon   | Tue                       | Wed                   | Thu                 | Fri  | Sat   |
|-----|---|---------------------------|-----------------------|---------------------|--|---|
|     |   |                           |                       |                     | 1<br>Payroll   | 2<br>Girl Scout Water Fun Day, 9:00 AM @ Rec Center |
| 3   | 4<br>Registration for Summer Programming Begins | 5<br>Planning Commission  | 6                     | 7                   | 8  | 9   |
| 10  | 11  | 12<br>Work Session        | 13<br>Council Meeting | 14                  | 15<br>Country Western Dance, 7:00 PM @ Pavilion<br>Payroll | 16  |
| 17  | No School—Spring Break                          |                           |                       |                     |  |   |
|     | 18  | 19<br>Planning Commission | 20<br>Court           | 21                  | 22   | 23  |
| 24  | 25  | 26                        | 27<br>Council Meeting | 28<br>SPORT Meeting | 29<br>Payroll  | 30  |



Town of Silverthorne  
Council Agenda Memorandum

**TO:** Mayor and Town Council  
**THRU:** Ryan Hyland, Town Manager  
**FROM:** Susan Schulman, Executive Assistant to the Town Manager *SS*  
**DATE:** February 5, 2016 for Meeting of February 10, 2016  
**SUBJECT:** Staff Comments

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Attached please find the Staff Comments and Updates for the February 10, 2016 Town Council Agenda and Meeting. This includes:

1. Administrative Services Update
2. Public Safety Update
3. Community Development Update
4. Recreation and Culture Update

**ACTION REQUIRED**

No action is required; these items have been submitted for informational purposes.

## **Administrative Services – February 4, 2016**

**Fiscal Year 2015**– In with the new and out with the old! In most people's minds it is easy to just say 2015 is gone and 2016 is here but in our department we'll deal with both years for the next four to five months!

The last of 2015 invoices have been paid except sales tax related ESTIP payments which will be paid next week. The last of the December related revenues will be received next week once we receive the December County and 5A sales tax reports. Preliminary results for 2015 will be reported to upper management. At this point 2015 reconciliations will continue in preparation of the 2015 audit which will take place the week of May 2nd.

**Affordable Health Care Act** – New to 2015 are the 1094C and 1095C forms. These Federally mandated forms relate to the health insurance offered/provided to our qualified employees. In general, qualified employees are employees who work more than 30 hours per week over a specific length of time. Mostly this is limited to full-time employees. The 1094C form is a summation of what type of health insurance plan the Town offers and how many employees we had in 2015. Similar to W2s, the 1095C forms are created for each person who was employed in 2015. The 1095C notes if the employee was qualified to be offered health insurance, if they accepted the health insurance offer or not. Additionally, the form will list out any spouse and dependents that were covered by the insurance. The original deadline for distributing these forms followed the standards required of W2s. However, because this is so new to employers this year, the Federal government has extended the deadlines to February 29th. The Town has contracted with our payroll/human resource records management system, Ascentis, to produce these new forms. However, the Town has to complete many reports to report the data needed for the 1095Cs. This last week, the data was uploaded, reviewed and approved. The 1095Cs will be distributed to 2015 qualified employees no later than February 29<sup>th</sup>.

**April 5<sup>th</sup> Municipal Election** – Our Town Council municipal election is scheduled for April 5<sup>th</sup>. The election will be for four Council seats. The deadline for submitting candidate petitions has passed. The final ballot has been set. There will be five candidates on the official ballot. The ballots have been sent to the printer. This is a mail ballot election. Ballots will be mailed to voters no sooner than March 14<sup>th</sup> and as late as March 21<sup>st</sup>. On Monday February 29<sup>th</sup> at 6:30PM, the Town will host a Candidate Forum which will be taped and replayed on the SCTV station on Comcast.

**Plow Truck Lease/Purchase** – Assuming the lease purchase financing resolution is passed next week, the closing on the financing package will be February 19<sup>th</sup>. Information is being provided to NBH Bank who will be conducting the financing.

**Financial Advisor** – In anticipation of financing a portion of the Performing Arts Center, the Town will conduct a Request for Professional Services for Financial Advisor Services. The Government Finance Officers Association recommends that debt issuers use an Advisor when undertaking issuing major debt and /or capital planning. The Advisor brings experience and expertise in the selection of other required professionals and municipal financial markets. The request will be issued later this month.

## **Public Safety – February 4, 2016**

**Incidents** – On 01-23-16 Officer Futro responded to a local store for the report of a domestic assault, which had occurred at a residence in town. The victim was so scared she met Officer Futro at the coffee shop to avoid being at her residence where the suspect was due to return. She reported that the suspect had strangled her, pushed her head against the bathroom mirror, then later head-butted her and she had the marks to prove it. The suspect was taken into custody for the incident and was kind enough to admit to Officer Futro that he had gotten physical and he, "...could not hold myself back anymore." The suspect was charged with multiple crimes and was booked into the jail.

On 01-29-16 at about 2200 hours Officers Watson and Quintana responded to the report of a motor vehicle accident, with alcohol involved, at North Pond Park. They arrived on scene to find that a vehicle had taken a long drive off a short pier landing with its front bumper in the pond, but fortunately was stopped by the ice, and the rear of the vehicle was still about 5 ft up resting on the pier. The driver was found by Samaritans who said she was trying to drive away even though none of her tires were touching the ground. They escorted her to the warming hut to await the arrival of the police. Officers Watson and Quintana investigated the scene and the driver and believed her to be under the influence of alcohol. She was arrested, charged with multiple crimes, and booked into the Summit County Jail.

On 02-01-16 at about 2020 hours Officer Baldwin went to Dillon to assist their department with an ongoing trespassing issue at a business right on the border between the Towns. The suspect was located a short distance away from where the reported crime occurred. The suspect had forced entry into multiple boiler rooms, presumably to sleep there continuing over an unknown period of time, as the damage indicated it had been broken into multiple times. The suspect denied everything, even though he was identified by the person who found him inside the unit. He also decided to lie about his name to try and throw officers off his scent, but they saw right through that gambit and he was arrested for trespassing. He later admitted his real identity saving him from additional charges.

In addition to the above officers handled; multiple accidents, thefts, disturbances, frauds, harassments, intoxicated persons, road closures, numerous other agency assists, as well as business and area checks. Officers also participated in

municipal court and county court proceedings, and initiated many traffic citations and warnings.

**Feedback from the Community** – The person installing the cameras in the Police Department overheard Sergeant Siebel talking to a subject involved in a landlord / tenant dispute. He said he was impressed with the way Silverthorne takes the time to help people even though it falls outside of their jurisdiction, since this was a civil issue.

**Department Training** – Detective Barger attended a survival mindset course designed to help officers prepare for the eventuality that they may be in a deadly situation. This class is important to set the conviction that they will survive.

**Staffing** – The department is currently down one chief, one sergeant, and one officer. Sergeant Higby has been filling in as Interim Chief. Officer Cox has been doing well in the academy and has reportedly been keeping an A average. Skylar Steele has started his Field Training Program and seems ahead of the curve in his first week.

### **Community Development Department – February 4, 2016**

**Blue River Trail** – The design has been modified and the next step would be to acquire the necessary easements, meet with FEMA concerning the flood plain, and Army Corps of Engineers concerning wetlands. Summit County Open Space Advisory Committee (OSAC) has been participating in acquiring an easement from Blue River Valley Ranch Lake Estates and a letter has been sent to the HOA.

**Town Core Rezoning** – Since the District Design Standards have been adopted, the focus shifts to the rezoning of the Town Core. This will help to implement the Comprehensive Plan vision to create a pedestrian friendly downtown. Town Council has approved the creation of the Town Core Zone District on first reading.

**Summit Sky Ranch (aka South Maryland Creek Ranch)** – The first Final Plat has been submitted for review.

**Lake Dillon Theatre Company (LDTC)** – Design work continues on this exciting new Performing Arts Center. The Preliminary Plan has been reviewed and approved by the Planning Commission and Town Council. The Final Site Plan has been submitted for review.

**Transportation Plan Update** – Staff is working on the update to the Town Transportation Plan. This includes gathering traffic counts at various intersections as well as modeling the Level of Service. Staff will be discussing the impacts to Highway 9 in the Town Core with representatives from CDOT.

**University of Colorado Environmental Design Studios** – Two undergraduate studios from the College of Environmental Design will be studying Silverthorne for

this semester. One class will be focusing on the Town Core area, the other will be focusing on workforce housing, specifically Smith Ranch. Staff met with the students on January 29 to discuss these issues.

**Current Applications** – The following is a list of applications which have been submitted to the Community Development Department and are currently being processed (ex parte rules apply):

- Marshall's – Site Plan Modification
- Mattress Firm – Preliminary Site Plan
- South Maryland Creek Ranch (Summit Sky Ranch) – Final Plat
- Silverthorne Performing Arts Center – Final Plan

### **Recreation and Culture – February 4, 2016**

With the Arts and Culture Strategic Plan newly approved, staff has been discussing strategies to get started on the plan's goals. One of the first opportunities available is an ArtPlace America grant. ArtPlace grants ask applicants to describe a community planning and design challenge or opportunity in which arts and culture can be deployed to create place-based change. Staff is researching the grant opportunity and is confident that the Town can narrow our options to one great project to submit for potential funding.

The Silverthorne Pavilion hosted the second annual Brewers Rock for Rescue on Saturday, January 30. The event featured two bands, 24 Colorado breweries, and a silent auction of which 100% of proceeds will go to Summit County Search and Rescue Group. Over 400 event tickets were sold and the crowd enjoyed the event. A huge thank you goes to Baker's Brewery and the Dillon Dam Brewery for their continued major support of this event. Their partnership is invaluable!

Also this past weekend was Twilight Skate, a free family friendly event at North Pond Park. The event invites attendees to bring skates if they have them and join in the on-ice festivities even if you don't have skates. Chili and moon pies were served around the fire pit. This year's event also featured a colorful on-ice laser light display and glow beach balls for participants to help make the event as colorful as it was fun.

Year-end reports for SilverSneakers at the Recreation Center show that the program attracted over 12,000 visits in 2015, with 3,000 total participants enrolled in the program. Some participants visit us only once or twice, as their SilverSneakers benefits are available to them in Silverthorne, even if they live somewhere else. So, we see some vacationers and enroll them when they stop by. However, we also have a robust group of local SilverSneakers participants who enjoy frequent visits to the center and also regularly participate in our SilverSneakers specific drop-in fitness classes. The Town receives a reimbursement from Healthways, the plan administrator, for participant visits. The program netted \$34,000 in 2015.

The annual Valentine's Comedy show will be held on Sunday, February 14 at the Pavilion. Local Comedian Steve "Mudflap" McGrew will headline the event with his high energy comedy show. Steve draws his material from everyday life situations and his "crossover" comedy style is sure to tickle your funny bone. The show will also feature local Denver comedian, Nancy Norton, one of the top female comics in Denver. Nancy will delight with her spontaneous and fresh approach.

The Town will be hosting the Colorado Pond Hockey Tournament over President's Day weekend again this year. The tournament typically attracts 600-800 players, not including spectators. In conjunction with the tournament, the Pavilion is host to the annual Après Ice party on Saturday, February 13, which entertains both hockey participants and the general public. Music favorite, 40 Ounces to Freedom, will take the stage at 8:30pm, with doors opening at 8:00pm.

Five punch passes were given to the Senior Games, Shelton Elementary and the NRO's Crawfish Boil. The value of each pass is \$60.

### **Upcoming Pavilion Events**

|        |  |
|--------|--|
| Feb 3  | Dancing and Delectables                                |
| Feb 4  | Café Concert   |
| Feb 5  | Wedding Setup  |
| Feb 6  | Wedding  |
| Feb 12 | Father Daughter Date Night                             |
| Feb 13 | Valentines Comedy Show                                 |
| Feb 14 | Après Ice Concert                                      |
| Feb 17 | SWAT Training  |
| Feb 18 | SMS Courage Retreat<br>Cutthroat Anglers Movie Premier |
| Feb 19 | County Western Dance                                   |
| Feb 20 | Wedding  |
| Feb 21 | Wedding  |
| Feb 23 | Keystone Symposia                                      |
| Feb 26 | Wedding  |

Town of Silverthorne  
Council Agenda Memorandum

**TO:** Town Council  
**THRU:** Ryan Hyland, Town Manager *RH*  
**FROM:** Michele Miller, MMC, Town Clerk *MM*  
**DATE:** February 4, 2016  
**SUBJECT:** Town Council Meeting Minutes from January 27, 2016

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**SUMMARY:** Staff asks the Town Council to approve the Town Council Meeting minutes from January 27, 2016.

**STAFF RECOMMENDATION:** Staff recommends approval of the Minutes from the meeting.

**PROPOSED MOTION:** Included in the Consent Calendar motion.

**ATTACHMENTS:**  
Meeting Minutes

**MANAGERS COMMENTS:**

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**SILVERTHORNE TOWN COUNCIL**  
**Meeting Minutes**  
**Wednesday, February 27, 2016**

**CALL TO ORDER/ROLL CALL/APPROVAL OF AGENDA:**

Those members present and answering Roll Call were Mayor Bruce Butler, Council Members Derrick Fowler, Peggy Long, Russ Camp, Stuart Richardson, JoAnne Nadalin and Ann-Marie Sandquist. Staff members present were, Town Manager Ryan Hyland, Acting Chief of Police Misty Higby, Administrative Services Director Donna Braun, Public Works Director Bill Linfield, Assistant Town Manager Mark Leidal, Planner I Greg Roy, Senior Planner Lina Lesmes, Town Attorney Kendra Carberry and Town Clerk Michele Miller.

The Pledge of Allegiance was recited by those present.

**STAFF COMMENTS:**

Miller announced the ballot order of April 5, 2016 Regular Municipal Election: Robert Kieber, Russell Camp, Thomas L. Marmins, JoAnne Nadalin, Brian M. Moriarty and Tanya Shattuck.

**COUNCIL COMMENTS:**

None.

**CITIZEN COMMENTS:**

Deborah Hage, Summit County Community Dinner Organizer, thanked Council for the Town's continued support of the Community Dinner, Rotary and Summit County Elks Lodge, at this time there have been 105,000 meals have been served

**CONSENT CALENDAR:**

**CAMP MOVED TO APPROVE THE CONSENT CALENDAR INCLUDING THE MINUTES FROM JANUARY 13, 2016 AND RESOLUTION 2016-03; A RESOLUTION ESTABLISHING COMPLIANCE WITH IRS REIMBURSEMENT REGULATIONS. MOTION SECONDED. MOTION PASSED UNANIMOUSLY BY COUNCIL.**

**LIQUOR BOARD:**

**Nepal Restaurant – Renewal of Hotel & Restaurant Liquor License**

**NADALIN MOVED TO APPROVE NEPAL RESTAURANT – RENEWAL OF HOTEL & RESTAURANT LIQUOR LICENSE. MOTION SECONDED. MOTION PASSED UNANIMOUSLY BY COUNCIL.**

**PUBLIC HEARINGS:**

**A. Conditional Use Permit – Horgmo Single Apartment, 960 Mesa Drive, Lot 71, Blue River Mesa Subdivision, Filing 2**

Public hearing opened.

Greg Roy, Planner I, presented the applicant's request for a Conditional Use Permit for an existing Single Apartment in the R-2 Residential Zone District. He reviewed his staff memo and requested approval with Planning Commission's recommended conditions.

Council asked staff how the Town monitors owner occupancy, rental agreements and violations. They discussed the conditions of approval.

Roy stated we usually go on good faith that the applicant adheres to the conditions of approval, we don't actively seek out the information until the CUP comes up for renewal or there are complaints.

Ally Resnick, representing the applicant, requested approval.

Council asked Resnick if the applicant agrees to all the conditions of approval.

Resnick stated the owner is agreeable to all the conditions.

Public hearing closed.

**CAMP MOVED TO APPROVE THE HORGMO CONDITIONAL USE PERMIT FOR A SINGLE APARTMENT LOCATED AT 960 MESA DRIVE, IN THE R-2 ZONE DISTRICT, WITH THE FOLLOWING PLANNING COMMISSION RECOMMENDED CONDITIONS:**

1. THE CUP FOR A SINGLE APARTMENT IS BEING ISSUED TO THE APPLICANT AND IS NONTRANSFERABLE. IF THE APPLICANT'S OWNERSHIP OF THE SUBJECT PROPERTY TERMINATES SO WILL THE CUP FOR A SINGLE APARTMENT.
2. THE APPLICANT IS REQUIRED TO MAKE ONE OF THE UNITS HIS PRIMARY RESIDENCE ON A CONTINUOUS BASIS.
3. THE APPLICANT IS REQUIRED TO PERIODICALLY PROVIDE TO STAFF DOCUMENTED PROOF OF RESIDENCY, SUCH AS UTILITY BILLS AND VOTER REGISTRATION, ON A REGULAR BASIS.
4. NEITHER THE SINGLE APARTMENT NOR THE PRIMARY RESIDENCE MAY BE RENTED OR LEASED FOR A TERM OF LESS THAN SIX (6) CONSECUTIVE MONTHS. THE APPLICANT SHALL PROVIDE STAFF WITH THE MOST CURRENT LEASE ON A REGULAR BASIS TO ENSURE COMPLIANCE WITH THIS CONDITION.
5. NO ADDITIONAL RENTING OF INDIVIDUAL ROOMS IS PERMITTED.
6. THE APPLICANT IS REQUIRED TO PAY THE APPROPRIATE SYSTEM DEVELOPMENT FEES TO COVER THE COSTS OF ADDING THE NEW SINGLE APARTMENT TO THE TOWN'S UTILITIES.
7. OFF-STREET PARKING AREAS SHALL NOT BE USED FOR THE PARKING OF TRAILERS, BOATS, DETACHED CAMPER, INOPERABLE VEHICLES OR OTHER ITEMS THAT WILL RENDER THE AREA UNUSABLE BY RESIDENTS AND GUESTS FOR NORMAL DAILY USE.

**MOTION SECONDED. MOTION PASSED UNANIMOUSLY BY COUNCIL.**

**ACTION ITEMS:**

**A. Site Plan Modification – Breckenridge Commercial Laundry, 330 Warren Avenue/Lot 9, Silverthorne Heights Subdivision**

Lina Lesmes, Senior Planner, presented the project to Council, the applicant, Rick Cole, is requesting approval of a Site Plan Modification for the revised building addition, and various site improvements for an existing commercial laundry facility. She reviewed the staff report and requested approval.

Council discussed onsite parking.

Staff reviewed the onsite parking calculations.

Jim Neville, Representing the Applicant, Breckenridge Commercial Laundry, reviewed the history requiring the approval of the additional Site Plan. The Applicant is requesting an expansion in order to accommodate bathrooms and a bigger breakroom. The large garage door is meant to move equipment in and out of the facility. All laundry is brought in the building from the loading dock, not through the garage. They have met all of the parking and landscaping requirements. The entire building is sprinkled. He requested approval.

Council questioned the applicant about number of employees, EQR's, trash dumpster, and parking.

Neville stated Town Staff are great to work with and they follow the Town Code. He asked Council, if in the future, they would consider giving staff the latitude to give approval for something as simple as this request.

**RICHARDSON MOVED TO APPROVE THE SITE PLAN MODIFICATION FOR THE BRECKENRIDGE COMMERCIAL LAUNDRY, LOCATED AT 330 WARREN AVENUE. MOTION SECONDED. MOTION PASSED UNANIMOUSLY BY COUNCIL.**

**B. Site Plan Modification – Angry James Brewery, 421 Adams St., Lot 3R, Block H, Silverthorne Colorado Subdivision**

Lina Lesmes, Senior Planner, presented the project for applicants, AJ and Darcy Brinckerhoff, they are requesting approval of a Site Plan Modification for a revised floor plan, and building modifications for a new micro-brewery. She reviewed her staff report and requested approval with Planning Commission's recommended conditions.

AJ & Darcy Brinckerhoff addressed Council and stated they were present to answer questions. They requested approval.

Council and applicant discussed the beer garden roof coverage, materials, building accents and the north façade.

**CAMP MOVED TO APPROVE OF THE SITE PLAN MODIFICATION FOR THE ANGRY JAMES BREWERY WITH THE FOLLOWING PLANNING COMMISSION RECOMMENDED CONDITIONS:**

**1. THE APPLICANT WILL BE REQUIRED TO CONTRIBUTE THE PROPORTIONATE SHARE OF THE COST OF CONSTRUCTING THE SIDEWALK AND ON-STREET PARKING, INCLUDING CURB AND GUTTER, DIRECTLY IN FRONT OF THE SUBJECT PROPERTY PRIOR TO THE ISSUANCE OF A CERTIFICATE OF OCCUPANCY.**

**2. THE NORTH FAÇADE IS REQUIRED TO BE REVISED TO MEET THE REQUIREMENTS OF STANDARD 4.2.5 OF THE TOWN CORE DISTRICT DESIGN STANDARDS AND GUIDELINES.**

**3. ALL EXTERIOR BUILDING MATERIALS MUST COMPLY WITH THE REQUIREMENTS OF STANDARD 4.3.3 OF THE TOWN CORE DISTRICT DESIGN Standards and Guidelines.**

**MOTION SECONDED. MOTION PASSED UNANIMOUSLY BY COUNCIL.**

**C. Ordinance 2016-01; an Ordinance Amending Chapter 4, Article IV, Zoning Districts and Standards, to Establish the Town Core Zone District and the Use Schedule for the Town Core Zone District, 1<sup>st</sup> Reading**

Lina Lesmes, Senior Planner presented Ordinance 2016-01 establishing Section 4-4-35 of the Town Core Zone District and to add zoning standards, residential density and development incentives. The revisions are based on recommendations of the 2014 Town of Silverthorne Comprehensive Plan. She reviewed the background and public process of the two step process. This is the first step establishing 4-4-35, Town Core Zone District which is a Section under Chapter 4, Article IV of the Silverthorne Town Code. She reviewed her staff report and recommend approval. She reviewed non-conforming uses in the Zone District and grandfathering those uses in. She requested approval of Ordinance 2016-01.

Council and staff discussed zero lot line, placement of buildings and fire code restrictions.

Citizen comments.

Lynn McMahan, Hudson Auto Source, wants it on record that the changes proposed will inhibit them to maximize the value of their property. She is concerned about how the new zoning it will affect the current land owners. There are several businesses that are concerned by the changes and she asked Council to keep them in mind.

Council comments.

Butler appreciates the dialog with Hudson Auto Source and their contributions to the Town of Silverthorne over the years. He looks forward to working with them and finding a resolution for all. He wants to see the business continue to be successful, as it always has been.

Richardson feels the implementation of these changes is going to be difficult. We will have to be creative with land owners, the Council at that time will have to work towards a uniform downtown area.

Butler stated this is a part of the Comprehensive Plan, it creates the sense of place and identity Silverthorne's citizens want. We are trying to go down the road that has been indicated in surveys.

Sandquist thanked Lesmes for all of her work on this project. We have heard from Silverthorne residents, they want a walkable area for this region. It will be a balancing act with the current and potential businesses.

Long feels we need to start someplace with the walkability citizens are asking for. There have been lot of bad decisions, in the past, regarding Silverthorne's main street. Let's try this plan and see where it takes us.

**SANDQUIST MOVED TO APPROVE ORDINANCE NO.2016-01; AN ORDINANCE AMENDING CHAPTER 4, ARTICLE IV, ZONING DISTRICTS AND STANDARDS TO ESTABLISH THE TOWN CORE ZONE DISTRICT AND THE USE SCHEDULE FOR THE TOWN CORE ZONE DISTRICT. MOTION SECONDED. MOTION PASSED UNANIMOUSLY BY COUNCIL.**

**DISCUSSION ITEMS:**

None.

**SANDQUIST MOVED TO GO INTO EXECUTIVE AT 7:06 SESSION PURSUANT TO CHARTER SECTION 4.13(c) AND C.R.S. SECTION 24-6-402(4)(b) TO RECEIVE LEGAL ADVICE.**

**SHE FURTHER MOVED TO ADJOURN THE MEETING AT THE END OF THE EXECUTIVE SESSION.**

**EXECUTIVE SESSION:**

Executive Session pursuant to Charter Section 4.13(C) and C.R.S. Section 24-6-402(4)(b) to receive legal advice.

**INFORMATIONAL:**

- A. November 2015 Sales Tax Review
- B. Planning Commission Meeting Minutes, January 19, 2016

**EXECUTIVE SESSION CONCLUDED AND MEETING ADJOURNED AT 7:33 P.M.**

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**BRUCE BUTLER, MAYOR**

**ATTEST**

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**MICHELE MILLER, TOWN CLERK**

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Town of Silverthorne  
Council Agenda Memorandum

To: Mayor and Town Council  
From: Donna Braun, Finance Director  
Thru: Ryan Hyland, Town Manager  
Date: February 3, 2016 for meeting of February 10, 2016  
Subject: Resolution 2016-04 Approving a Lease/Purchase with NBH Bank

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**SUMMARY:**

Lease/Purchases are considered during the budget process for heavy equipment with a life of three years or more and a combined value of \$100,000 or more. The lease concept was presented and accepted by Council during the 2015/2016 budget process. Staff is requesting approval to enter into a lease for the items noted below with National Bank Holdings Corporation (NBH Bank.) The lease will have a principal of up to \$425,000 to be paid in ten semi-annual payments of \$44,824.25 with an interest rate of 1.96%.

**BACKGROUND:**

Through the 2015/2016 budget process, Council approved the replacement of two plow trucks. The two plow trucks being replaced are a 2005 International and a 2000 Kenworth. The International will be sold once the new equipment is in place. The 2000 Kenworth will be retained as it's been determined that the Town will need an additional plow truck to address additional growth.

The two new plow trucks are a 2016 International 5900 Tandem and a 2016 Freightliner 108SD. Additionally, these trucks will be outfitted with attachments related to the needs of the plow trucks. The trucks and the attachments are estimated to cost up to \$425,000. The trucks were purchased and received in December of 2015. The trucks are currently being outfitted with the attachments.

Staff requested bids from six firms who specialize in municipal leasing. Two firms responded with rates ranging from 1.96% to 2.44% for the five year term lease. Neither bid included additional fees. The lowest interest rate bid was submitted by NBH Bank with semi-annual payments, due approximately on February and August 15th for five years beginning with August 15, 2016. The semiannual payments will \$44,824.25. The 2016 Sales Tax CIP Budget includes the lease/purchase debt payments.

Using this type of program allows the Town to keep an adequate supply of equipment and vehicles that requires low maintenance.

**PREVIOUS COUNCIL ACTION:**

Council previously approved the purchase and leasing of the above stated heavy equipment during the 2015 budget appropriation.

**STAFF RECOMMENDATION:**

Staff recommends Council approve Resolution #2016-04.

**PROPOSED MOTION:**

Consent calendar item, no specific motion required.

**TOWN OF SILVERTHORNE, COLORADO  
RESOLUTION NO. 2015-04**

**A RESOLUTION APPROVING A LEASE/PURCHASE FINANCING WITH NATIONAL BANK  
HOLDINGS CORPORATION (NBH BANK) FOR 2 – PLOW TRUCKS AND ATTACHMENTS**

WHEREAS, the Town of Silverthorne has determined that a true and very real need exists for the acquisition of the property stated;

WHEREAS, the property includes a 2016 International 5900 Tandem Plow Truck and a 2016 Freightliner 108SD Plow Truck and attachments;

WHEREAS, the Town of Silverthorne has taken the necessary steps, including any legal bidding requirements, under applicable law to arrange for the acquisition of the property stated above;

WHEREAS, the Town of Silverthorne has/will receive the noted heavy equipment before the end of 2016;

WHEREAS, the Town of Silverthorne has taken the necessary steps, including any legal bidding requirements, under applicable law to arrange the financing through a lease for the property stated above;

WHEREAS, the Town of Silverthorne will lease/purchase the property stated above through NBH Bank with a lease of up to \$425,000, with ten semi-annual payments of \$44,824, with a 1.96% interest rate, and total interest payments of \$23,243;

WHEREAS, The Town of Silverthorne Finance Director will complete and sign any finance agreements and provide any needed documents:

NOW, THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF SILVERTHORNE THAT:

1. The terms of said Municipal Lease and Option Agreement are in the best interest of the Town of Silverthorne designates and confirms the persons to execute and deliver, and to witness (or attest), respectively, the Municipal Lease and Option Agreement and any related documents necessary to the consummation of the transactions contemplated by the Municipal Lease and Option Agreement.
2. The Town of Silverthorne hereby represents that they reasonably anticipates amount of qualified tax-exempt obligations which have been and will be issued by the Town does not exceed \$10,000,000 for the "qualified tax-exempt obligation" pursuant to Section 265(b)(3) of the Internal Revenue Code.

INTRODUCED, READ, APPROVED AND ADOPTED BY THE TOWN COUNCIL OF THE TOWN OF SILVERTHORNE, COLORADO THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2016.

\_\_\_\_\_  
Bruce Butler, Mayor

Attest:

By \_\_\_\_\_  
Michele Miller, Town Clerk

Town of Silverthorne  
Council Agenda Memorandum

**TO:** Mayor Bruce Butler and Town Council  
**THRU:** Ryan Hyland, Town Manager  
**FROM:** Joanne Cook, Recreation and Culture Director *gc*  
**DATE:** February 4, 2016 for meeting of February 10, 2016  
**SUBJECT:** Resolution No. 2016-05: A Resolution Authorizing Staff to Amend the Existing Professional Services Agreement with Betty Ashley Public Relations to Include a Scope of Work and Fees for Services from February 11, 2016 through March 31, 2017

---

**SUMMARY:** Public Relations firm, Betty Ashley Public Relations (BAPR), has created a Strategic Communications Plan for the Town. The plan was written after conducting thorough research on existing and potential marketing opportunities, assembling and meeting with a 25-member stakeholder group to conduct a branding exercise, presenting to the Town's Economic Development Advisory Group (EDAC) and collecting their suggestions, and meeting regularly with Town staff. Resolution No. 2016-05 (**Exhibit A**) allows staff to amend the existing Professional Services Agreement with BAPR to include a scope of work and fees for services from February 11, 2016 through March 31, 2017 (**Exhibit B**). These updated items match the goals of the Strategic Communications Plan which is attached as **Exhibit C**.

**BACKGROUND:** At the 2015 Town Council Goal Setting Session, Town staff proposed to Town Council that consideration of professional public relations services would be prudent as the Town embarks on several large-scale initiatives. Town Council discussed the possibility and requested that staff research the idea and report details to Council at a later date. Staff met with one local and one Denver-based marketing professional to better understand what a marketing plan might entail. The research was presented to Town Council and Council directed staff to draft a Request for Proposals (RFP) for Public Relations Services that would span until the Lake Dillon Theatre Company's anticipated grand opening in spring of 2017.

An RFP was drafted and distributed in July 2015 and twelve proposals were received. A panel of reviewers including Town Council, EDAC, and staff members interviewed the top five firms and the interview team unanimously agreed that BAPR's expertise best met the Town's needs.

**PREVIOUS COUNCIL ACTION:**

July 2015, Town Council discussed obtaining professional public relations assistance at their annual Goal Setting Session.

October 2015, approval of a Professional Services Agreement with BAPR to conduct a branding exercise and prepare a strategic plan for the Town.

January 26, 2016, BAPR presented their branding exercise results and Strategic Communications Plan draft to Town Council at their work session meeting. Council

Town of Silverthorne  
Council Agenda Memorandum

directed staff to present an amended Professional Services Contract at the February 10, 2016 Council Meeting.

**DISCUSSION:** With the branding and research portion of the Town's marketing efforts complete, it's time to plan for next year's public relations activities. BAPR has proposed ten foundational tactics in the Strategic Communications Plan which include Evolved Logo and Brand Standards, Website, Blog, Social Media, PR Toolkit, Proactive Media Relations, Newsletter, Pastimes Brochure, Welcome Center Visitors Guide, and a Content Calendar. These tactics support the Town's public relations goal, which is, "to educate residents, businesses and visitors about the Town of Silverthorne's unique experiences and vision for creating an even more vibrant community, and to inspire them to act in support of achieving that vision."

**STAFF RECOMMENDATION:** Staff recommends that Council approve Resolution No. 2016-05: A Resolution Authorizing Staff to Amend the Existing Professional Services Agreement with Betty Ashley Public Relations to Include a Scope of Work and Fees for Services from February 11, 2016 through March 31, 2017.

**PROPOSED MOTION:** *"I move to approve Resolution No. 2016-05: A Resolution Authorizing Staff to Amend the Existing Professional Services Agreement with Betty Ashley Public Relations to Include a Scope of Work and Fees for Services from February 11, 2016 through March 31, 2017."*

**ALTERNATE MOTION:** No motion necessary. The Resolution would not be approved, and the agreement would not be amended.

**ATTACHMENTS:**

Exhibit A: Resolution No. 2016-05

Exhibit B: Scope of Work and Fees for Services from February 11, 2016 through March 31, 2017

Exhibit C: Town of Silverthorne Strategic Communications Plan

**TOWN OF SILVERTHORNE, COLORADO  
Resolution No. 2016-05**

**A RESOLUTION** A Resolution Authorizing Staff to Amend the Existing Professional Services Agreement with Betty Ashley Public Relations to Include a Scope of Work and Fees for Services from February 11, 2016 through March 31, 2017

**WHEREAS** the Town entered a Professional Services Contract with Betty Ashley Public Relations on October 28, 2015 to conduct public relations services through December 31, 2015, and

**WHEREAS** Betty Ashley Public Relations met the requirements set forth in the Professional Services Agreement Scope of Work, and

**WHEREAS** the services provided thus far include research and a branding exercise that engaged a 25 member stakeholder group, and

**WHEREAS** the information collected from the research and stakeholder group was used to create a Strategic Communications Plan, and

**WHEREAS** the Strategic Communications Plan was presented to Town Council at their work session meeting on January 26, 2016, and

**WHEREAS** the Town Council directed staff to continue services with Betty Ashley Public Relations by amending the existing professional services agreement to include an updated Scope of Work and Fees for services from February 11, 2016 through March 31, 2017.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF SILVERTHORNE THAT THE TOWN HEREBY AUTHORIZES STAFF TO AMEND THE EXISTING PROFESSIONAL SERVICES AGREEMENT WITH BETTY ASHLEY PUBLIC RELATIONS TO INCLUDE A SCOPE OF WORK AND FEES FOR SERVICES FROM FEBRUARY 11, 2016 THROUGH MARCH 31, 2017.

INTRODUCED, READ, APPROVED AND ADOPTED BY THE TOWN COUNCIL OF THE TOWN OF SILVERTHORNE, COLORADO THIS 10<sup>TH</sup> DAY OF FEBRUARY, 2016.

\_\_\_\_\_  
Bruce Butler, Mayor

Attest:

By \_\_\_\_\_  
Michele Miller, Town Clerk

**Exhibit C – Scope of Work & Fees  
February 11, 2016 – March 31, 2017**

**Scope of Work**

1. **Evolved Logo & Brand Standards:** evolve the Silverthorne logo with a more streamlined font and minor updates to the graphics, and create brand standards for its usage
2. **Website:** provide guidance on overall tone, messaging, new content opportunities and design, as well as create a new press room
3. **Blog:** write or facilitate 3 blog posts/month featuring the people, places and events that energize the community
4. **Social Media:** create 4 posts/month on Facebook, Instagram and Twitter highlighting people, places and events that energize the community
5. **PR Toolkit:** create a media toolkit including fact sheets, leadership bios and an image library to aid in media relations efforts
6. **Proactive Media Relations:** develop 6 story pitches/year; host visiting media to showcase the best of Silverthorne; and pursue media awards, accolades and designations for the Town
7. **Newsletter:** re-establish community newsletter “The Silverthorne Signal” as “The Silverthorne Pulse” and distribute quarterly, either printed and mailed with water bills, emailed or both
8. **Pastimes Brochure:** provide guidance for redesign, new copy development and new photography for the 2016 summer or fall brochure
9. **Welcome Center Visitors Guide:** create a new Visitor’s Guide, separate from Pastimes, for the Welcome Center
10. **Content Calendar:** create a content calendar mapping out story ideas and content for the various communication tools mentioned above, including repurposing content, backing out story development and production timeframes, and coordinating with media editorial calendars.

**Fees**

|   |  |                             |
|---|--|-----------------------------|
| <b>Evolved Logo &amp; Brand Standards</b> | Modernize the logo font and design and provide guidelines for its usage  | \$5,100                     |
| <b>Website</b>                            | Design   | \$1,500                     |
|   | Copywriting for key sections   | \$5,000                     |
| <b>Public Relations Retainer</b>          | Average staff time of 48 hours/month:  | \$71,500<br>(\$5,500/month) |
|   | Content calendar   |                             |
|   | 3 blog posts/month   |                             |
|   | 4 Facebook, Instagram & Twitter posts/month  |                             |
|   | Media toolkit & online press room  |                             |
|   | Media relations (pitches, news releases & hosting)   |                             |
|   | Media awards, accolades & designations   |                             |
|   | 4 newsletters/year   |                             |
| <b>Newsletter</b>                         | Email service subscription   | \$1,000                     |
| <b>Pastimes Brochure</b>                  | Design   | alternate funding           |
| <b>Visitors' Guide</b>                    | Design, copywriting and printing   | alternate funding           |
| <b>Theatre Event</b>                      | Hard costs (invitations, entertainment, food/beverage, décor, A/V, etc.)   | \$5,000                     |
| <b>Misc. Out-of-Pocket Expenses</b>       | Printing, press clippings, miscellaneous supplies, travel and meeting expenses, and travel associated with media hosting | \$1,988.62                  |
|   | <b>Total:</b>  | \$91,088.62                 |



**Town of Silverthorne**  
**Strategic Communications Plan**  
 February 1, 2016

**I. Situation Analysis**

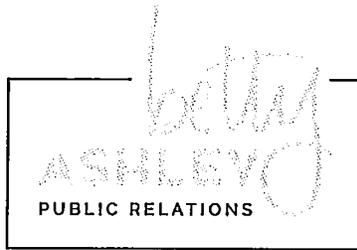
Silverthorne is a young, determined mountain town with a modern vision. In the 48 years since the town incorporated, it has continuously evolved from a makeshift construction camp for workers building the Dillon Dam, to a convenient refueling stop along I-70, to a full-service, well-balanced community of an estimated 4,100 people. Yet, with all of the change the town has experienced thus far, a confluence of several Town initiatives being brought to life through vision, planning and commitment positions Silverthorne to continue to reimagine itself, and its role as the year-round heart of Summit County.

Key initiatives include:

- Silverthorne's 50<sup>th</sup> Anniversary (2017)
- New Performing Arts Center (2017)
- Development of the Downtown Core (2016)
- Lake Dillon Theatre Company's relocation to Silverthorne (2016)
- Strategic Communications Plan (2016)
- Art & Culture Plan (2016)
- Comprehensive Plan Update (2014)
- Urban Renewal Plan (2013)

Each of these initiatives will enhance the community individually, and together they can be truly transformational – creating a vibrant, walkable town with a thriving arts and culture scene, recreation opportunities and economic viability. In fact, for the most part they are a direct result of what Silverthorne residents have asked for in community surveys over the last decade. However, the transformation will not be possible without community engagement every step of the way. In addition to current supporters and advocates for these programs – those who are already “drinking the Kool-Aid,” it is imperative that the Town of Silverthorne educates residents, businesses and visitors about what they are doing, why they are doing it, and how the community can be supportive the vision. That's why the Town engaged Betty Ashley Public Relations and Spin to create a brand identity and strategic communications plan.

Outlined in this plan, you will find additional background information as well as our recommendations for communicating Silverthorne's overall vision for enhancing the quality of life and economic sustainability in Silverthorne through a blend of traditional and non-traditional strategic and creative ideas.



## II. Research

### Category Research

Before developing a brand platform and subsequent campaign for the Town of Silverthorne, we needed to ground ourselves in knowledge about the efforts of comparable towns. We surveyed stakeholders involved in the Brand Discovery process to hear what towns came to mind for them when they thought about municipal brands and campaigns. We then researched those towns' efforts along with select municipal and economic development campaigns to compile a list of relevant case studies, which can be found in Appendix A of this plan.

We also researched key media coverage for comparable towns. In addition to understanding what they are touting, we wanted to know if people care or if the media and public had taken interest in those efforts. Media coverage results (found in Appendix B) varied significantly by town, but overall the following angles garnered the most attention:

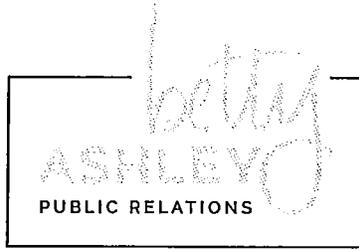
- Travel and tourism
- Outdoor recreation
- Dining offerings
- Unique events

Additionally, Carbondale and Castle Rock have both received national recognition for being among the best places to live – an accolade that would be an appropriate and amazing accomplishment for Silverthorne. There has been limited in-state media coverage about the Greeley Unexpected campaign as well as the economic development woes experienced by Leadville. Greenville, South Carolina has received significant regional and national media coverage due to its tourism campaign, and can serve as a great, relevant example to draw from as many of their tactics can also apply to residents and businesses.

As we anticipated, we did not find anything specific that any one town was doing that would be a good fit for Silverthorne. What we learned is that each town has its own truth – about its misconceptions, offerings or opportunities – and its own campaign to combat or amplify that truth. Rather than mimicking their efforts, we gleaned insights from each of the towns that helped inspire our ideas outlined in this plan. And, we've taken note of media coverage to inform our media lists and story angles for our PR efforts.

### Stakeholder Research

After our review of external sources, we turned our attention to the Town of Silverthorne's internal sources – our key stakeholders. Most notably, we hosted a Brand Discovery Day on October 29, 2015 with nearly 30 representatives from the Town to understand Silverthorne's core attributes, beliefs, values, target markets and business objectives. During the day-long session, we facilitated several group, break-out and individual exercises analyzing 1) audience segments, including their strengths, weaknesses, opportunities and threats; 2) the category of well-branded mountain towns in a 100-mile radius, and Silverthorne's unique position within it; and 3) Silverthorne's unique and "ownable" brand attributes. After the session, we combined and synthesized all of the data and formulated a report-out to the group including several ways to communicate Silverthorne's brand identity (found



in the Brand Identity section of this plan). From this foundation, we were able to develop a brand position, also known as the brand story.

**Key Partners**

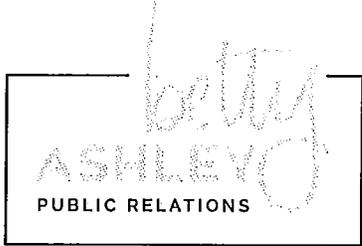
Through our brand discovery and strategic planning process, we have worked with several key partners throughout the Town. Throughout our marketing and public relations partnership, we will continue to collaborate with and hold the following partners in high regard:

- o Arts & Culture Committee
- o Businesses - existing and prospective downtown
- o Town Council
- o Colorado Office of Economic Development (OEDIT)
- o Colorado Tourism Office
- o Colorado Welcome Center
- o Economic Development Advisory Council (EDAC)
- o Lake Dillon Theatre Company
- o Neighboring towns & Summit County government
- o Outlets at Silverthorne
- o Parks & Recreation departments
- o Small Business Development Center (SBDC)
- o Sports Committee

**Communications Audit**

In order to understand how information and news is currently communicated throughout the Town of Silverthorne and to identify opportunities to enhance communication efforts, we conducted a communications audit. Below are the communication channels we identified:

| Communication     | Audience                           | Timing                   | Content   | Responsible                     | Media | Direction |
|-------------------|------------------------------------|--------------------------|---|---------------------------------|-------|-----------|
| Pastimes brochure | Residents and visitors             | 3 times/year             | Rec center information                            | Blair McGary                    | Owned | One-way   |
| Website           | Residents, businesses and visitors | Being updated in Q1 2016 | Govt, town services, visitors, businesses         | Susan Schulman                  | Owned | One-way   |
| Facebook          | Residents                          | Varies, 1-3 posts/week   | Town events, happenings, business updates, images | Blair McGary and Susan Schulman | Owned | Two-way   |
| Twitter           | Residents                          | Same as Facebook         | Same as Facebook                                  | Blair McGary and Susan Schulman | Owned | Two-way   |
| Instagram         | Residents and visitors             | Scenic and event photos  | It has been 33 weeks                              | Blair McGary and Susan Schulman | Owned | Two-way   |



| Communication                      | Audience                           | Timing             | Content                 | Responsible    | Media  | Direction |
|------------------------------------|------------------------------------|--------------------|-------------------------|----------------|--------|-----------|
| Pavilion brochures                 | Residents and visitors             | Yearly             | Wedding and event info  | Blair McGary   | Owned  | One-way   |
| Pavilion Pinterest                 | Residents and visitors             | n/a                | Wedding ideas           | Blair McGary   | Owned  | Two-way   |
| Water bills                        | Residents and businesses           | Quarterly          | Currently just the bill |                | Owned  | One-way   |
| Silverthorne Signal - discontinued | Residents                          | Used to be monthly | Community news          |                | Owned  | One-way   |
| Press releases                     | Residents, businesses and visitors | Varies             | Town news               | Susan Schulman | Earned | One-way   |

Based on the last Community Survey in 2011, locals find out about town issues and events through the Summit Daily News (90.7%), word of mouth (54.2%), the Silverthorne Signal (35.3%), Pastimes brochure (31.9%), local radio stations (29.7%), official town postings (23.2%), town website (22.3%), government access channels 10 and 22 (7.6%), government TV's website ([www.summitnews.com](http://www.summitnews.com)) (4.2%), and Silverthorne Facebook Pages for Recreation, Pavilion and Police (3.4%).

### III. Key Audiences

#### 1. Residents

- Silverthorne houses Summit County's largest population of year-round residents.
- An estimated 4,100 residents lived in Silverthorne in 2015.
- According to the 2010 Census, Silverthorne's population is 72.7% White, 21.6% Hispanic, 2.6% Black and 1.4% Asian.
- The median age of residents is 37.1; 32.6% are age 25-44; 11.3% are age 62+.
- 70% of Silverthorne's housing stock is permanently occupied; 45% is owner occupied, compared to 25% in Summit County.
- Silverthorne is made up of 56% full-time residents and 28% part-time residents.

#### 2. Businesses

- The Comprehensive Plan and urban renewal efforts will impact all local businesses, but primarily existing and new businesses in the downtown core.
- Silverthorne is the region's retail destination, providing many shopping opportunities not found elsewhere along the I-70 corridor.
- Silverthorne is home to:
  - i. 130 retail shops, including 80 at the Outlets at Silverthorne.



- ii. 26 restaurants ranging from fast food to unique, sit-down establishments.
- iii. Many service commercial businesses, including three car dealerships, Target, Murdoch's and Lowes, as well as many contractor trade businesses.
- The Outlets at Silverthorne is the largest local employer with 600-800 employees, followed by Target (130-150), Lowes (110-150), the Town (94-140), CME (35-100), Summit Ford (45), Xcel Energy (45) and Murdoch's (30-40).

### **3. Visitors**

- The Colorado Welcome Center in Silverthorne has nearly 100,000 visitors per year, a number that typically increases by 3-5% each year.
- The majority of visitors come from the Front Range, followed by Texas, Kansas, Nebraska, Minnesota and Illinois. However, only 23% of people on the Front Range travel up to the mountains – how do we get the other 77% to visit?
- Mexico is the largest international market, followed by Argentina and Australia.
- July and August are the busiest months by far with 500-700 visitors/day at the Welcome Center, and in February, March and early April there are approximately 300-500 visitors/day. May, early June and October are the slowest months.
- Sales tax revenues somewhat mimic visitation to the Welcome Center, with December being the highest followed by August, July, March, June and September.

## **IV. Goal**

To educate residents, businesses and visitors about the Town of Silverthorne's unique experiences and vision for creating an even more vibrant community, and to inspire them to act in support of achieving that vision.

## **V. Objectives**

- Engage residents and businesses in two-way dialogue about the Town's vision.
- Inspire residents and businesses to learn more about the Town's vision and unique experiences, and to virally tell others about it.
- Encourage residents to support local businesses.
- Inspire residents and businesses to buy into and show community pride for the Town's vision.
- Inspire new residents to move to Silverthorne.
- Inspire businesses to start-up, expand or relocate to Silverthorne.
- Inspire visitors to spend more time and money in Silverthorne.



**VI. Brand Identity**

As mentioned above in Stakeholder Research, we held Brand Discovery Day with 30 key stakeholders to inform how we communicate Silverthorne’s brand identity. During this process, we weren’t setting out to recreate the Town of Silverthorne’s brand – people behind the Town, as well as residents, businesses and visitors, have contributed so much time and effort to create the essence of who the town is, how it operates and how it will evolve over time. Our role has been to get to the heart of why Silverthorne is on this journey, and articulate a brand story that will resonate with key audiences. The content in this plan is not intended for external use in public relations or marketing efforts; the following elements of Silverthorne’s brand identity have been crafted for internal audiences only, and will serve as guideposts for communicating Silverthorne’s brand moving forward.

**Brand Attributes**

During our Brand Discovery Day, we assessed Silverthorne’s brand attributes broken out by residents, businesses and visitors. Below is a summary of the strengths, weaknesses, opportunities and threats for each group.

**ATTRIBUTES - RESIDENTS**

|   |  |
|---|--|
| <p><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"> <li>• AFFORDABLE + DIVERSE RENTAL AND HOME BUYING COSTS</li> <li>• ACTIVE/ENGAGED TOWN COUNCIL</li> <li>• COMMERCIAL INFRASTRUCTURE</li> <li>• EMERGING ARTS AND CULTURE</li> <li>• DIVERSE SOCIO-ECONOMIC-ETHNIC MIX</li> <li>• COUNTY DESTINATION RETAIL</li> <li>• REAL TOWN (NOT MANUFACTURED, TOURISM IS A NICE ADDITION)</li> </ul> | <p><b><u>WEAKNESSES</u></b></p> <ul style="list-style-type: none"> <li>• DIVERSE SOCIO-ECONOMIC-ETHNIC MIX</li> <li>• SEASONAL ECONOMY = TRANSIENT POPULATION</li> <li>• % OF THE POPULATION LIVING AT LOWER INCOME</li> <li>• DISJOINTED GEOGRAPHY = NO TOWN CENTER</li> <li>• ELEMENTARY SCHOOL IS UNDER-PERFORMING</li> </ul> |
| <p><b><u>OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"> <li>• OTHER TOWNS PRICING RESIDENTS OUT</li> <li>• EASY ACCESS TO RECREATION</li> <li>• NEW RESTAURANTS + RETAIL</li> <li>• NEW JOBS</li> </ul>   | <p><b><u>CHALLENGES</u></b></p> <ul style="list-style-type: none"> <li>• 2ND HOMEOWNERS LESS ENGAGED</li> <li>• AIRBNB AND VRBO CREATE TRANSIENT POPULATIONS</li> <li>• CHANGE PERCEPTION OF CONVENIENCE AND VALUE TO PREFERENCE AND DESIRED</li> </ul>  |



## ATTRIBUTES - BUSINESSES

|  |  |
|--|--|
| <p><u>STRENGTHS</u></p> <ul style="list-style-type: none"> <li>• BUSINESS CENTER OF THE COUNTY</li> <li>• LOW BIZ PROPERTY TAX</li> <li>• BIZ FRIENDLY GOVERNMENT</li> <li>• STRONG TOWN COUNCIL/EDAC</li> <li>• NEW COMMUNITY/NO DEBT</li> <li>• AFFORDABLE RENTAL RATES</li> </ul> | <p><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> <li>• DISJOINTED GEOGRAPHY</li> <li>• TRANSIENT WORKFORCE</li> <li>• LACK OF BUSINESS ALLIANCE</li> <li>• COHESIVE ARCHITECTURE/DESIGN</li> <li>• CHALLENGING DISTRIBUTION INFRASTRUCTURE</li> </ul> |
| <p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> <li>• ACCESS ON/OFF I-70</li> <li>• CREDIT SUPPORT</li> <li>• MILLENNIAL ORIENTED BUSINESSES</li> <li>• MORE RESIDENTS = MORE BUSINESS GROWTH</li> <li>• RESORT BASES ARE PRICY TO RUN A BUSINESS</li> </ul>          | <p><u>CHALLENGES</u></p> <ul style="list-style-type: none"> <li>• CUTE FRISCO MAIN STREET</li> <li>• NO COMMERCIAL DISTRICT</li> <li>• LACK OF PROFESSIONAL SUPPORT SERVICE BUSINESSES</li> </ul>  |

## ATTRIBUTES - TOURISTS

|   |  |
|---|--|
| <p><u>STRENGTHS</u></p> <ul style="list-style-type: none"> <li>• ACCESS TO RECREATION OPTIONS</li> <li>• ACCESS TO REC CENTER</li> <li>• ARTS + CULTURE OPTIONS</li> <li>• SHOPPING OPTIONS AT OUTLET MALL</li> <li>• EASY ACCESS TO I70</li> <li>• AFFORDABLE LODGING OPTIONS</li> </ul>   | <p><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> <li>• DISJOINTED GEOGRAPHY</li> <li>• COHESIVE ARCHITECTURE/DESIGN</li> <li>• GAS + MALL REPUTATION</li> <li>• BAD TRAFFIC REPUTATION</li> </ul>   |
| <p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> <li>• ACCESS TO WORLD CLASS RESORTS</li> <li>• OUTLET MALL - USE AS A COMMUNICATION VEHICLE</li> <li>• CULTIVATE SMALL RETAIL SHOPS OUTSIDE OUTLETS</li> <li>• NEW HOTEL + RESTAURANTS</li> <li>• BETTER LEVERAGE TRAFFIC BACK-UPS</li> <li>• COMPREHENSIVE DEVELOPMENT PLAN BECOMING A REALITY</li> </ul> | <p><u>CHALLENGES</u></p> <ul style="list-style-type: none"> <li>• NO LARGE EVENT SPACE (DILLON + RESORTS)</li> <li>• HOTELS ARE "OK"</li> <li>• COULD USE SOME MORE RESTAURANTS</li> <li>• FRISCO HAS CUTE MAIN STREET + BOUTIQUE SHOPS + RESTAURANTS</li> <li>• ENTERTAINMENT OPTIONS FOR MILLENNIAL IN OTHER TOWNS</li> <li>• SEEN AS TOO CLOSE FOR FRONT RANGE (COULD GO HOME)</li> </ul> |



### **Brand Architecture**

Based on the brand's attributes, we developed a series of filters through which one can interpret the brand, starting with the Brand Architecture.

#### **ESSENCE**

*(A single thought that captures the essence or soul of the brand)*

Silverthorne is the epicenter of opportunity

#### **ROLE**

*(Our job for this initiative)*

Amplify Silverthorne's efforts with a narrative that articulates a town of vibrancy and momentum expanding the limited perception of gas stations and outlet stores

#### **VALUES**

*(Beliefs and attitudes the brand stands for that resonate with the target. How the brand does business)*

Enable everyone to embrace his or her possibility and potential

#### **FUNCTIONAL BENEFITS**

*(What the product/service does for the consumer)*

Empowers the individual on their journey with access to resources, infrastructure and recreation

#### **PERSONALITY**

*(How the brand is expressed or comes across to customers)*

Young, Forward Thinking, Optimistic, Utilitarian, Tenacious, Reflective, Welcoming

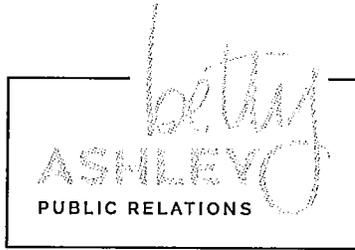
### **The Why**

Our brand assessment also led to development of "The Why" – the Town of Silverthorne's simple truth that goes beyond what they do and how they do it to describe their motivation. This statement allows us to shift how we communicate about Silverthorne from the outside in, to the inside out.

**WHY:** Silverthorne is where action meets opportunity

**HOW:** Through hard work and planning that includes public and private partnerships and a ton of community engagement

**WHAT:** Silverthorne is a young mountain town with a modern vision



**Brand Promise**

Also called a statement of differentiation, Silverthorne’s brand promise articulates how Silverthorne is different from the rest of the “market” or “category.”

|                               |  |
|-------------------------------|--|
| In a market characterized by: | Distinctive, well-branded, tourism-driven mountain towns   |
| Only:                         | the Town of Silverthorne acts as the year-round heart of Summit County   |
| Because:                      | Silverthorne is about possibilities. The community has a modern vision, tenacious spirit and supportive infrastructure |
| Giving:                       | businesses, residents and visitors alike a foundation to realize their dreams.   |

*“In a market characterized by distinctive, well-branded, tourism-driven towns, only the Town of Silverthorne acts as the year-round heart of Summit County. Silverthorne is about possibilities. The community has a modern vision, tenacious spirit and supportive infrastructure giving businesses, residents and visitors alike a foundation to realize their dreams.”*



### **Brand Narrative**

The culmination of the outcomes from Brand Discovery Day is the brand narrative, which takes each of the brand filter exercises above into consideration to express the essence of Silverthorne in a unique voice that will set the tone for future marketing and PR efforts.

### ***The Pulse***

This place beats with an unmistakable pulse.  
There's true life and vitality here.

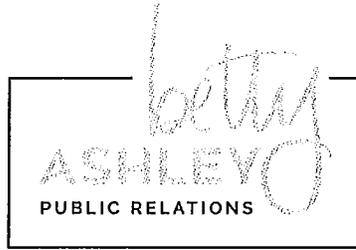
After all, energy is what builds the bonds of community.  
This energy comes from a single source: you.

We are Silverthorne.

A community of citizens and visitors drawn to this place by  
Magnetic natural beauty,  
Limitless outdoor adventures,  
Cradled by the world's playgrounds,  
A culture of art and creativity,  
Year-round population,  
The awe of opportunity,  
And the desire to build a future,  
Unlike any other available in the region.  
There is intention behind our town.  
There is partnership between our government and businesses.  
There is commitment in our community.

There is nowhere else that has heart like Silverthorne.

Once you feel the energy,  
Once you see yourself in the future of this place,  
You too will feel the pulse.



## **Key Messages**

### **Residents:**

“Silverthorne is where the smart ones come to play and the lucky ones stay to live.”

1. Silverthorne is an ideal place to live for those who want to be surrounded by natural beauty, outdoor adventures, a culture of art and creativity, and businesses that fuel the vibrant, year-round hub of Summit County.
2. Silverthorne will help you realize your dreams with access to resources, infrastructure and recreation, unlike any other mountain town in the region.
3. You can help shape the future of Silverthorne by following town news, attending community events and voicing your opinion about what’s important to you.

### **Businesses:**

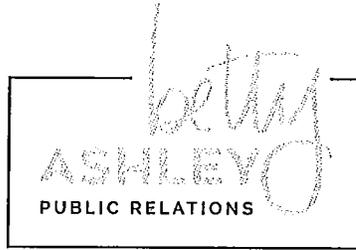
“Silverthorne balances commerce and culture, business and recreation, work and play.”

1. Silverthorne is an incredible place to operate a business because it offers year-round viability with access to resources – including tax incentives, small business and site enhancement grants, no property tax, public-private partnership opportunities and the Urban Renewal Authority – unlike any other town in the region.
2. As the heart of Summit County, Silverthorne is comprised of engaged citizens, a supportive business community and a visionary government that will power your business and help you realize your dreams.
3. Your business can help shape the future of Silverthorne by engaging in public-private partnership with the Town and supporting community events.

### **Visitors:**

“In the heart of Summit County, Silverthorne is a basecamp for your adventures.”

1. Silverthorne is an amazing place to visit because it is set amidst magnetic natural beauty, in the center of outdoor adventures, a culture of art and creativity, and a variety of shopping and dining in the heart of Summit County.
2. Silverthorne provides memorable visits for those who are passing through and those who choose to stay awhile.
3. Silverthorne offers a wide variety of recreation opportunities for novices and experts alike.



4. Next time you're in the area, stop in Silverthorne and linger a while to explore the incredible shopping, dining and recreation our town offers.

## VII. Storytelling

The Town of Silverthorne is undergoing a major transformation that has been set in motion by many factors made possible through incredible partnerships between government and area businesses. Currently, there is a group of highly engaged individuals fueling this evolution, and the community is hungry for it. But, how do we engage the entire community of residents, businesses and even visitors to buy into and support the Town's vision for a more vibrant Silverthorne? We have developed key messages and a strategic mix of opportunities to tell Silverthorne's stories via owned, earned and paid media channels.

### **Foundational Tactics**

First, we need to build a solid foundation for communicating the Town's vision with our audiences, and to ensure all brand touch points are filtered through the proposed brand identity and consistent with the look, tone and quality of the refreshed brand image. The "foundational tactics" we've laid out below are our recommendation to Town Council for what we will execute through March 31, 2017.

1. **Evolved Logo & Brand Standards:** evolve the Silverthorne logo with a more streamlined font and minor updates to the graphics, and create brand standards for its usage

Timing: Q1 2016

Audience: Residents, Businesses, Visitors

2. **Website:** provide guidance on overall tone, messaging, new content opportunities and design, as well as create a new press room

Timing: In progress, Q1 2016

Audience: Residents, Businesses, Visitors

3. **Blog:** write or facilitate 3 blog posts/month featuring the people, places and events that energize the community

Timing: Starting in Q1 2016

Audience: Residents, Businesses, Visitors

4. **Social Media:** create 4 posts/month on Facebook, Instagram and Twitter highlighting people, places and events that energize the community

Timing: Starting in Q1 2016

Audience: Residents, Businesses, Visitors



5. **PR Toolkit:** create a media toolkit including fact sheets, leadership bios and an image library to aid in media relations efforts

Timing: Starting in Q1 2016

Audience: Residents, Businesses, Visitors

6. **Proactive Media Relations:** develop 6 story pitches/year; host visiting media to showcase the best of Silverthorne; and pursue media awards, accolades and designations for the Town

Timing: Starting in Q1 2016

Audience: Residents, Businesses, Visitors

7. **Newsletter:** re-establish community newsletter "The Silverthorne Signal" as "The Silverthorne Pulse" and distribute quarterly, either printed and mailed with water bills, emailed or both

Timing: Starting in March 2016

Audience: Residents, Businesses

8. **Pastimes Brochure:** provide guidance for redesign, new copy development and new photography for the 2016 summer or fall brochure

Timing: March or July 2016

Audience: Residents, Visitors

9. **Welcome Center Visitors Guide:** create a new Visitor's Guide, separate from Pastimes, for the Welcome Center

Timing: TBD

Audience: Visitors

10. **Content Calendar:** create a content calendar mapping out story ideas and content for the various communication tools mentioned above, including repurposing content, backing out story development and production timeframes, and coordinating with media editorial calendars.

Timing: First draft complete, reference Appendix C

Audience: Internal



### **Recommended Tactics**

Once we've built a solid foundation with essential communication tools, we recommend taking it up a notch to engage with our key audiences on a deeper, more emotional level. We've broken out these recommended tactics by audience. Note that we aren't asking for Town Council's approval on these at this time, but would like Council's feedback as we'll continue discussing these ideas with the Town staff to determine if we can execute upon any of them in the coming year or 2017. These tactics demonstrate our team's creative thinking beyond the more foundational ideas presented above.

#### **"Dear Silverthorne, We Love You."**

Silverthorne is nothing without its people. They create the town's unmistakable pulse. Their energy builds the bonds of community. Why not express your gratitude for their heart and commitment to this town?

- Write a love letter to Silverthorne and run it in an advertisement in the Summit Daily News on Valentine's Day. Repurpose the letter for [Huffington Post's Love Letter series](#).
- Create t-shirts, window decals and stickers to express Silverthorne pride. Distribute the swag items at community events and sell them at local retailers. ("Rally cry" ideas included in Appendix D.)
- Place weekly or monthly ads in the Summit Daily News recognizing local residents and businesses for their achievements and promoting the Silverthorne Pulse e-newsletter and social media handles to encourage more followers. Similarly, sponsor local radio programming on Krystal 93 or CPR to thank local businesses for their service to the community, recognize anniversaries, etc.

#### **"Build Your Business in the Future of This Place."**

Silverthorne is a community with a modern vision, tenacious spirit and supportive infrastructure like none other in the region. Combine that with the incredible public-private partnerships, access to I-70 and the Front Range, and location amidst beautiful mountain playgrounds, and businesses would be hard-pressed to find a mountain town that offers the same opportunity for their business to prosper.

- Develop a business development presentation to share with prospective businesses and economic development alliances, like OEDIT. Articulate why Silverthorne is a prosperous town to build a business and answer the most-commonly asked questions. Repurpose the presentation for Silverthorne's website.
- Repurpose the business development presentation for current Silverthorne businesses to educate them about Silverthorne's opportunities for businesses, vision, brand and marketing efforts.
- Facilitate introductions to key staff within OEDIT and identify opportunities to leverage OEDIT's resources for Colorado towns.



- Form a non-fee based business alliance to encourage partnership and best practice sharing among Silverthorne businesses. Assist in communication to local businesses and coordination of meeting logistics at a local venue.

#### **"Explore the Year-Round Heart of Summit County."**

Silverthorne already benefits greatly from the local tourism industry, particularly in the form of sales tax revenue from guests stocking up on supplies for their resort vacation. But, its natural beauty, climate, outdoor recreation, shopping, dining, and arts and culture make Silverthorne a remarkable tourism destination in its own right. Let's get the word out so visitors will linger in Silverthorne a little longer.

- It is astounding that 77% of people living on the Front Range have not traveled up to Colorado's high country. Let's combat their fears and create an easy, accessible and unintimidating mountain experience – for one Front Range community at a time. For example, we'll send a special invitation to Mayor Hogan inviting the City of Aurora, Colorado up for Aurora Weekend, complete with discounted hotel stays, dining deals, guided hikes with the Ranger District, special offers at the Rec Center, shopping events, etc. We could even offer bus transportation. To amplify the weekend events, we could partner with organizations like Great Outdoors Colorado, Colorado Lottery, Outdoor Industry Association and the National Forest Service, to name a few.
- Mexico is Silverthorne's largest international market, and Mexican tourists generally love to shop. Mountain resorts along the I-70 corridor invest significant resources in hosting Mexican and other Latin American media groups to experience their resorts, and almost always take them shopping at the Outlets at Silverthorne. Let's develop a special service for those guests to elevate their experience while in Silverthorne, and also create opportunities like dining or other recreation to encourage them to linger a bit longer – thus creating more opportunity for Silverthorne to be included in press articles.
- Partner with local businesses to create Exit 205 promotions enticing travelers to exit I-70 into Silverthorne during heavy traffic.

#### **Other Buzzworthy Ideas**

Beyond tactics we can implement, there are endless ways for you to create buzz among Silverthorne's key audiences. Many of them have already been included in the Art Plan or suggested by key stakeholders in the community, and we think they are brilliant. Below we've listed some of our favorite ideas that we would not own, however we could promote via PR and marketing communications if Silverthorne chooses to implement them.

- **Food Truck Fridays:** Food trucks are extremely popular in communities across the country. From permanent rows of food trucks offering an endless alfresco dining opportunities, to food truck festivals that are more sporadic, we love the idea of bringing some of the vibrancy and culinary diversity that is planned for Silverthorne's downtown core to the community through food trucks.

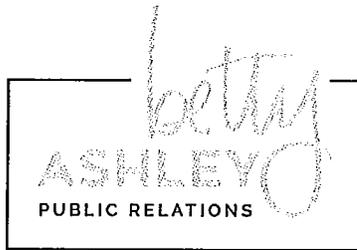


- **Local Appreciation “Pop-Ups”:** What better way to show appreciation to locals than through pop-up tap rooms, restaurants, massage parlors or even artisan bazaars like Denver Flea? Pop-ups can be as simple as a tent on the street to a full retail space takeover and bringing the vibrancy and cultural offerings craved by Silverthorne residents.
- **Movies in the Park:** While Silverthorne’s planned concerts in Rainbow Park will be an exciting cultural addition to town, movies in the park are another fun way to bring families and adults together for community events. Combine with food trucks and you’ll understand why movie nights are so popular in small communities.
- **Made Here:** First Friday art walks are a tradition in neighborhoods throughout Denver and beyond. But without a gallery district, how can Silverthorne have an art night of its own? By inviting local artists to create and display art in vacant shops within the Outlets and downtown core, and offering food and libations, we can create a fun, cultural event for the community. (Reference the Art & Culture plan for more details.)
- **Artisan Holiday Bazaar:** Silverthorne is a holiday shopping mecca with people traveling from far and wide to buy gifts at the Outlets. At the same time, people want to shop small and shop local when they can. Why not do both? Let’s bring an artisan holiday bazaar like Sugar Plum or Denver Flea to Silverthorne over Black Friday/Small Business Saturday weekend next year to capitalize (and publicize) the best of both worlds.

#### VIII. Metrics for Success

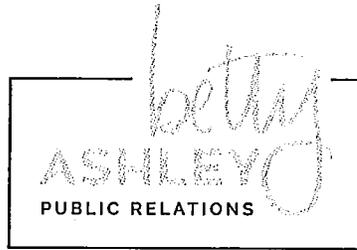
A great idea is only great if it works. There are many ways to measure the success of the tactics we’ve proposed in this plan, but together with the Town staff we are recommending the following measurements be our top three key performance indicators (KPIs). Once we gather current benchmarks, we will develop specific performance indicators to measure against and will report on our progress toward those goals on a quarterly basis. Following approval of this plan we will develop a custom report template for the Town of Silverthorne to share our results.

1. Do a community survey in early 2016 and again in 2018 including some questions specific to branding and communications, as well as a business survey in early 2016 and again in early 2017.
2. Measure local and regional media share of voice compared to Frisco and Dillon.
3. Measure readership of and engagement with newsletters, social networks and the Town website.



**IX. Budget**

| <b>FOUNDATIONAL TACTICS</b>               |  |                             |
|---|--|-----------------------------|
| <b>Evolved Logo &amp; Brand Standards</b> | Modernize the logo font and design and provide guidelines for its usage  | \$5,100                     |
| <b>Website</b>                            | Design   | \$1,500                     |
|   | Copywriting for key sections   | \$5,000                     |
| <b>Public Relations Retainer</b>          | Average staff time of 48 hours/month:  | \$71,500<br>(\$5,500/month) |
|   | Content calendar   |                             |
|   | 3 blog posts/month   |                             |
|   | 4 Facebook, Instagram & Twitter posts/month  |                             |
|   | Media toolkit & online press room  |                             |
|   | Media relations (pitches, news releases & hosting)   |                             |
|   | Media awards, accolades & designations   |                             |
|   | 4 newsletters/year   |                             |
| <b>Newsletter</b>                         | Email service subscription   | \$1,000                     |
| <b>Pastimes Brochure</b>                  | Design   | alternate funding           |
| <b>Visitors' Guide</b>                    | Design, copywriting and printing   | alternate funding           |
| <b>Theatre Event</b>                      | Hard costs (invitations, entertainment, food/beverage, décor, A/V, etc.)   | \$5,000                     |
| <b>Misc. Out-of-Pocket Expenses</b>       | Printing, press clippings, miscellaneous supplies, travel and meeting expenses, and travel associated with media hosting | \$1,988.62                  |
|   | <b>Total:</b>  | \$91,088.62                 |
| <b>ALREADY INVOICED</b>                   |  |                             |
| <b>Brand Identity</b>                     | Brand Discovery, identity and narrative  | 20,000                      |
| <b>Strategic Plan</b>                     | Research, stakeholder interviews, concepting, planning   | 15,000                      |
| <b>Public Relations Services</b>          | Staff time for October 2015-January 2016   | 17,500                      |
| <b>Out-of-Pocket Expenses</b>             | Mileage, lodging   | 411.38                      |
|   | <b>Total:</b>  | \$52,911.38                 |
|   | <b>TOTAL BUDGET:</b>   | <b>\$144,000</b>            |



## **Appendix A** **Comparable Town Case Studies**

### **Basalt, Colorado**

Basalt is located in the Roaring Fork Valley. Like the town of Silverthorne, the town is in the process of re-imagining what the future could look like through new construction and a revamp of the downtown area. Still in the planning and approval process, results from their efforts are not yet known. You can keep up with the progress at <http://www.ourtownplanning.org/>.

### **Brush!, Colorado**

Brush adopted the exclamation point at the end of its name in 1978 when the Brush Area Chamber of Commerce and City Council placed the exclamation point to emphasize a “can do attitude.” The mark was fully embraced by the citizens who feel the exclamation point makes things happen and gives them an identity beyond its borders. To further build its sense of community Brush! adopted the tagline “Homegrown Happiness” representing what they’ve seen get accomplished over generations in the community. Learn more about Brush! at <http://www.brushcolo.com/index.html>.

### **Carbondale, Colorado**

Coined as “Colorado’s Basecamp for Adventure,” this picturesque mountain town in the heart of the Roaring Fork Valley has been recognized in various media outlets including Outside Magazine, National Geographic Adventure Magazine, Men’s Journal and more as one of the top 50 destinations in the country to visit AND live, for those looking for an active lifestyle. Resting beneath Mount Sopris, the town offers a wealth of activities including, biking, camping, climbing, hiking, rafting, kayaking, fishing and more. Learn more at <http://www.carbondale.com/inthenews>.

### **Castle Rock, Colorado**

Along the Front Range of Colorado, Castle Rock “Your Hometown in the West” is perhaps best known for its outlet mall and convenient location on I-25 between Denver and Colorado Springs. On its website, the town isn’t bashful about that notoriety – it calls attention to outlet shopping front and center alongside other events, activities, dining and lodging. While our research hasn’t uncovered a marketing campaign specifically, it will be worthwhile to monitor the town for the following reasons: 1) they have an Arts plan, 2) the town is currently undergoing development of its comprehensive master plan and is seeking community input to shape the future of the town, and 3) they have a new retail development being built in town. For more information about Castle Rock’s efforts and accolades, visit here: <http://visitcastlerock.org/about-castle-rock/news/>.

### **Eagle, Colorado**

Always known by locals to have an outstanding trail system, Eagle not only embraced but expanded this attribute, building new trails, hosting national high school mountain bike races, and hosting other outdoor summer events and races. Their efforts have not gone unnoticed, having gained PR buzz in many prominent Colorado publications including the



Denver Post, 5280, and well known cycle publications like Bike Radar and 303 cycling. With a marketing campaign titled “Discover New Terrain” Eagle continues to promote its tourism centered around its trail system. Learn more at <http://eagleoutside.com/>.

### **Fruita, Colorado**

Sometimes it's tough to be the little guy – and no one knows that feeling better than Fruita. As neighboring Grand Junction continues to grow, so does its selection of big-box retailers and nationally franchised restaurants, making it nearly impossible for Fruita's local business owners to compete. When brainstorming ways to invigorate Fruita's consumer base, it was clear that a simple "Buy Local" campaign wouldn't be enough to inspire real change among consumers. The result was a city-wide campaign called the “Fruita Treasure Club,” and boy, did it work. The campaign included direct mail as well as deals and promotions at local businesses. See campaign elements at: <http://www.lcaa.com/projects/32-fruita-treasure-club-strategy#sthash.9CAUtoxA.dpuf>.

### **Greeley, Colorado**

The headline “Cow Town Opts For Funk Over Funky Smell” says it all. Greeley has faced an image problem due to an odor problem from its cattle industry and meatpacking plant for a long time. Beyond getting to the root of the problem and trying to mitigating the odor, the city has launched a campaign called “Greeley Unexpected” to tell the city's story with people, places, and things that exemplify what is unique and interesting about Greeley. The campaign springs, in part, from research that shows when people visit Greeley, they're pleasantly surprised. They find that the community is much bigger, more diverse and more appealing than what they ever imagined. The award-winning campaign, which was reported to cost \$250K in 2013, is supported by Greeley city government, the Greeley Chamber of Commerce, University of Northern Colorado, Aims Community College and others. Visit [www.greeleyunexpected.com](http://www.greeleyunexpected.com) to hear the stories, which have been told through advertising, events and digital media.

### **Greenville, South Carolina**

Did you know that there are 32 states with 33 Greenvilles? So you could say that Greenville, South Carolina had a bit of identity problem when it came to marketing to tourists. Their research revealed that when people were asked about the South Carolina city, they had a similar reaction – recalling something from “that” Greenville that they really liked. And, the “Yeah, THAT Greenville” campaign was born. First they sought out to ignite pride locally to create a strong community of proud and passionate ambassadors. Then, they embarked on a campaign anchored in social media engagement to foster word-of-mouth marketing. They armed local residents and businesses with conversation starters, hash tags and themed campaigns, and armed their paid community manager to oversee and engage in the conversations. Before long, local residents and businesses took over the hash tags and created their own – #yeahTHATfall, #yeahTHATsummer, #yeahTHATweekend, etc. The campaign has taken off in many directions including event listings called Yeah THAT Event and local business promotions called Snag THAT Deal. Visit <http://www.visitgreenvillesc.com/> to learn more about the campaign.



### **Gunnison, Colorado**

In 2014 the Gunnison-Crested Butte Tourism Association launched a 3-year strategic marketing initiative aimed at boosting brand awareness for the Gunnison-Crested Butte area, with the purpose of achieving economic development through tourism. Their campaign slogan "Pure & Simple" marketed the authentic, unspoiled, and unpretentious experience not commonly associated with glitzy ski towns and tourist destinations. Gunnison in particular leveraged its "Authentic Old West Culture" by embracing its local ranching community and celebrating Colorado's oldest and longest running Rodeo, Cattleman's Days. Gunnison also offers award winning fly fishing on the Gold Medal waters of the Gunnison River, and water activities including kayaking, rafting, and canoeing at its world class whitewater park. Learn more at <http://www.gunnisoncrestedbutte.com/>.

### **Gypsum, Colorado**

Gypsum is committed to PLAY - it has been recognized nationally as a Playful City USA Rocky Mountain town for two years and residents embrace the slogan "Live, Work, Play and Be Healthy." With more than 18 municipal parks, BLM access within town limits, stocked fishing ponds, a municipal gun range and golf course, and a skate park there are plenty of places for people to get out enjoy and the community. These amenities in addition to schools and event programming has helped Gypsum become a primary residence for people in Eagle County, which houses many families working in the resort towns of Vail and Beaver Creek. Learn more at <http://townofgypsum.com/>.

### **Orlando, Florida**

What comes to mind when you think of Orlando? Chances are it has to do with Mickey Mouse and his magical kingdom. So, when Orlando embarked on an economic development campaign, it set out to dispel the myths that Orlando is only about tourism and show off its other half - lesser-known, but equally appealing, attributes. Read more about the campaign here: <http://adage.com/article/btob/orlando-launches-economic-development-marketing-campaign/297454/>.

### **Pagosa Springs, Colorado**

Located in the San Juan Mountains in southern Colorado 61 miles from Durango and Purgatory ski resort, Pagosa is known for its world famous hot springs. Our research hasn't uncovered any particularly unique marketing efforts - it promotes its small town charm, authenticity, outdoor recreation and tourist attractions. One interesting story to note is that Voormi, an outdoor clothing start-up has chosen Pagosa Springs for its home base and is garnering national media attention to its fresh approach to apparel design and production. We should also keep an eye on the theatre in town, as it likely has similar challenges and opportunities to the theatre moving to Silverthorne. More information about Pagosa Springs can be found here <http://www.visitpagosasprings.com/> and here <http://pagosaspringscdc.org/>.

### **Shrewsbury, UK**

Tired of being overshadowed by its neighboring towns, Shrewsbury, in Shropshire, England, developed a brand identity and campaign to more clearly demonstrate its unique character.



One goal was to create something local businesses could employ to help market themselves, and to unite them. With the tagline "A Shrewsbury One-Off Since..." they created a graphic stamp that could be used in maps, brochures and advertising. The idea is that the device can be used to show how old (or how fresh) something is – from a building as old as 1586, to a cake baked at 6:30 a.m. that day. You can view some of the campaign elements here: <http://www.creativereview.co.uk/cr-blog/2012/july/shrewsburys-new-brand-campaign>.

### **Steamboat, Colorado**

In the highly competitive tourism market in Colorado – particularly amongst ski resorts – last year the Steamboat Springs Chamber Resort Association developed a unique approach to put the town, and its Western hospitality, on the map. Steamboat crafted a unique program to provide guest service training to the entire town. Designed to improve guest satisfaction and positive referrals, the program also landed Steamboat an extensive story in The New York Times last fall.



## **Appendix B**

### **Comparable Town Media Coverage**

#### ***Basalt:***

Media coverage of the Basalt area has been relatively minimal which was surprising given its location close to both Aspen and Carbondale, which have been widely covered. The two pieces of coverage we were able to uncover were related to the town's outdoor offerings.

- Aspen.com, June 2009: <http://aspen.com/aspen/colorado/articles/hiking-trails-three-hidden-gems-basalt#.VhwM3ZfuPNU>
- USA Today: <http://traveltips.usatoday.com/things-basalt-colorado-62917.html>

#### ***Brush:***

We were unable to locate any significant coverage of Brush, Colorado

- Denver Post, July 2014: <http://www.thecannabist.co/2014/07/31/prison-marijuana-pot-shop-brush-colorado/17330/> *\_note: there are several articles related to this marijuana shop*

#### ***Carbondale:***

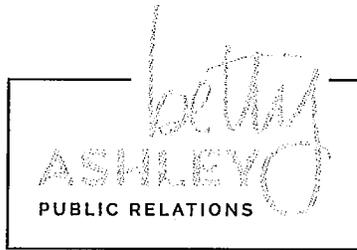
Carbondale has seen significant national media coverage over the past several years, which has helped to elevate it as one of Colorado's most desired adventure destinations. In 2015, Carbondale was named one of the 50 Best Places to Live by *Men's Journal* magazine. The town has done an excellent job of positioning themselves as a great, more affordable, more community-driven alternative to Aspen, with outstanding access to outdoor recreation, unique local businesses and personalities, and an emerging arts, culture and culinary scene.

- [7 Epic Last-Minute Summer Vacations](#), Men's Fitness, July 10, 2015
- [2015 '50 Best Places to Live,' Men's Journal Magazine \(cover\)](#), April 2015
- [A Perfect Day in Carbondale](#), Sunset Magazine, June, 2014

#### ***Castle Rock:***

One of the wealthiest communities in Colorado, Castle Rock has received surprisingly little media coverage. Most of the coverage is related to the area's many outstanding golf opportunities. It has, however, been included in several "best places to live" articles over the years because of its proximity to Denver and Colorado Springs, the outdoors, and its family friendly culture.

- Colorado Life, March/April 2015: <http://www.coloradolifemagazine.com/Castle-Rocks-Art-Around-the-Rock-Murals/>
- 5280, November 2014: <http://www.5280.com/kidsandfamily/digital/2014/11/go-now-philip-s-miller-park-castle-rock>
- Money Magazine, Best Places to Live 2014: <http://visitcastlerock.org/castle-rock-news/castle-rock-4-best-places-live-america/>



**Dillon:**

Dillon has not been widely covered in the media, locally or nationally. If it is included in stories, coverage is typically focused on affordable access to adventure, or its location as a basecamp to Keystone.

- 5280, July 2013: <http://www.5280.com/blogs/2013/07/29/get-board-top-five-places-sup-denver>
- 5280, March 2012: <http://www.5280.com/blogs/2012/03/13/outdoors-easy-hike-dillon-reservoir>
- USA Today: <http://traveltips.usatoday.com/ski-rentals-dillon-colorado-2584.html>

**Eagle:**

Eagle has generated significant coverage in both national and Colorado-based media focused largely on its biking culture and the town's efforts to enhance the ease of biking and trail system. Eagle is also known as a great bird watching destination.

- September 2015 Bike Magazine, [Raptor Speed: The Mountain Town of Eagle, Colorado, Has Quickly Become a Singletrack Utopia](#)
- Denver Post, [http://www.denverpost.com/outdoors/ci\\_25983061/eagle-has-landed-hot-spot-off-road-riding-colorado](http://www.denverpost.com/outdoors/ci_25983061/eagle-has-landed-hot-spot-off-road-riding-colorado)
- Outside Magazine, <http://www.outsideonline.com/1930586/connecting-town-singletrack-sidewalks>

**Fraser:**

Similar to Gunnison's relationship with Crested Butte, Fraser shares a Chamber of Commerce with the more popular Winter Park, and also helps to support a county-wide tourism effort with the Grand County Tourism Board. Most articles in which Fraser is mentioned are in relation to Winter Park and the area's many great ski and mountain bike offerings.

- [http://www.playwinterpark.com/media\\_coverage.htm](http://www.playwinterpark.com/media_coverage.htm)
- 5280, July 2015: <http://www.5280.com/travelandoutdoors/digital/2015/07/winter-park-colorados-next-mountain-biking-mecca#>
- 5280, January 2012: <http://www.5280.com/blogs/2012/01/27/mountain-eats-tabernash-tavern>

**Frisco:**

While historically Frisco's coverage has mainly been in media outlets along the Front Range, the town has seen an uptick in national media coverage with the addition of travel/tourism focused public relations effort in 2015, including coverage in Outside Magazine. Most of Frisco's coverage over the years has centered on its outdoor recreation offerings including hiking and Nordic center activities.



- Summit Daily News, October 2015:  
<http://www.summitdaily.com/news/18619968-113/summit-county-seeks-input-on-frisco-transit-center>
- The Denver Post, October 2015:  
[http://www.denverpost.com/news/ci\\_28940571/wine-amp-weed-cultivating-spirits-raises-cannabis-tour-game-in-rockies](http://www.denverpost.com/news/ci_28940571/wine-amp-weed-cultivating-spirits-raises-cannabis-tour-game-in-rockies)
- 5280, October 2014:  
<http://www.5280.com/travelandoutdoors/digital/2014/10/first-timers-guide-frisco>

***Fruita:***

While well known in the hard-core mountain biking community as one of the best places in the West for singletrack, Fruita has received surprisingly little media coverage outside of the mountain bike endemic publications. Fruita is often mentioned in comparison to Moab as a great, lesser-known alternative. Other coverage of Fruita is typically focused on the quirky Mike The Headless Chicken Days festival.

- Elevation Outdoors, November 2015:  
<http://www.elevationoutdoors.com/colorados-2015-top-adventure-towns/>
- Roots Rated, March 2015: <https://rootsrated.com/stories/trail-highlights-mountain-biking-in-fruita-colorado>
- GJ Sentinel, November 2014:  
[http://www.gjsentinel.com/special\\_sections/articles/fruita-friendly](http://www.gjsentinel.com/special_sections/articles/fruita-friendly)
- Wall Street Journal, September 2014: <http://www.wsj.com/articles/mountain-biking-on-colorados-uncompahgre-plateau-1409928089?alg=y&mg=id-wsj>

***Greeley:***

Most of Greeley's coverage has been among Front Range media publications, especially from Fort Collins. They have seen select coverage of their Greeley Unexpected campaign and downtown redevelopment.

- 5280, July 2015:  
<http://www.5280.com/cultureandevents/digital/2015/07/greeleys-high-plains-chautauqua-brings-history-life>
- KUNC, February 2015: <http://www.kunc.org/post/redevelopment-greeleys-downtown-turns-corner>
- GreeleyTribune, May 2014: <http://www.greeleytribune.com/news/11509664-113/greeley-downtown-campaign-park>

***Greenville, SC:***

A small city with a big city feel, Greenville has developed into quite the travel destination, luring people from all over the world with its mix of southern charm and contemporary flair. As such, they have garnered significant coverage in media outlets across the south, and nationally. They focus on their great weather, historic offerings, small town charm, and



great culinary scene. Main Street is where you will find everything to do from dining and shopping to watching Shakespeare in the park. Outdoor enthusiasts will enjoy venturing beyond downtown to experience the natural sites outside the city limits.

- **Former Factory Town Greenville, SC Becomes Tourist Magnet (The Columbus Dispatch)**  
During the past decade, Greenville slowly but steadily began to show up on lists of the loveliest and most entertaining small cities in America. ...  
[Read More...](#)
- **City Spotlight: Greenville, SC (Rejuvenate)**  
If planners should know one thing about Greenville, South Carolina, says Diane Wilson, religious sales manager at VisitGreenvilleSC, it's that this small city does big meetings REALLY well. ...  
[Read More...](#) [Download PDF](#)
- **Greenville, SC is a Refined City That Cherishes History (NY Daily News)**  
Greenville, South Carolina is a daring, darling Dixie city obsessed with a long-lost cause.  
[Read More...](#) [Download PDF](#)

#### ***Gunnison:***

The town of Gunnison shares a tourism association with its more glamorous neighbor, Crested Butte. As such, most of the coverage generated is about the Crested Butte area with Gunnison as a mere mention, or in association with the airport. The coverage that is generated about Gunnison is largely related to its outdoor offerings including fly-fishing, hiking and access to the Blue Mesa Reservoir.

- Denver Post, September 2015:  
[http://www.denverpost.com/travel/ci\\_28792567/colorado-fall-color:-the-4-best-hikes-and-drives-to-see-out-gold](http://www.denverpost.com/travel/ci_28792567/colorado-fall-color:-the-4-best-hikes-and-drives-to-see-out-gold)
- [A Weekend in Gunnison/Crested Butte, Colorado - Atlanta Journal Constitution](#)
- [Top 10 Colorado Fly Fishing Destinations - Fly Fish Addiction](#)

#### ***Gypsum:***

There is limited media coverage of Gypsum Colorado, and coverage does not center upon one particular topic.

- Denver Post, November 2015:  
[http://www.denverpost.com/news/ci\\_29076025/ridleys-family-market-will-buy-bellas-markets-in-wellington-gypsum](http://www.denverpost.com/news/ci_29076025/ridleys-family-market-will-buy-bellas-markets-in-wellington-gypsum)
- Summer, 2015: Town of Gypsum Recognized as 2015 Playful City USA Community,  
<http://townofgypsum.com/about/press>
- 5280, July 2014:  
<http://www.5280.com/travelandoutdoors/digital/2014/07/whats-name-gypsum#>



***Leadville:***

Leadville has garnered a steady stream of media coverage over the years focused on the town's historic mining past and its famed Leadville 100 bike race. It is known as a training ground for extreme athletes because of its elevation and extreme terrain. However, the town has struggled with economic development outside of these races, and many of the area's historic offerings have become dilapidated. They are looking for answers to spur their economy.

- Elevation Outdoors, November 2015:  
<http://www.elevationoutdoors.com/colorados-2015-top-adventure-towns/>
- Denver Post, October 2015:  
[http://www.denverpost.com/news/ci\\_29013324/inspire-initiative-grants-open-25m-pipeline-to-get-colorado-kids-outdoors](http://www.denverpost.com/news/ci_29013324/inspire-initiative-grants-open-25m-pipeline-to-get-colorado-kids-outdoors)
- Denver Post, September 2015:  
[http://www.denverpost.com/travel/ci\\_28792553/colorado-ghost-towns-aglow-in-fall-color](http://www.denverpost.com/travel/ci_28792553/colorado-ghost-towns-aglow-in-fall-color)

***Pagosa Springs:***

While Pagosa Springs has seen its fair share of coverage in both local and national publications, almost all of its coverage is related to the hot springs and the area's outdoor recreation offerings. Pagosa Springs was recently included in a story about Voormi's outerwear, and the company's decision to base itself in the fledgling mountain community.

- Outside.com, October 2015: <http://www.outsideonline.com/2026031/voormis-jacket-based-plan-world-domination>
- 5280, September 2015:  
<http://www.5280.com/travelandoutdoors/magazine/2015/08/7-spectacular-small-town-getaways>
- Sunset: <http://www.sunset.com/travel/rockies/play-hard-and-eat-well-in-pagosa-springs-colorado>

***Salida:***

Salida has long been a darling among Front Range media who think it is one of the state's hidden gems. It has garnered significant national media coverage over the years due to its rafting culture and location on the Arkansas River. This past summer, the town was once again in the national headlines after it was selected as one of four U.S. destinations to host Mumford & Sons on their Gentlemen of the Road Tour. The town has seen great local coverage of its art culture and offerings among key Denver media.

- 5280, June 2015:  
<http://www.5280.com/cultureandevents/art/digital/2015/06/summertime-adventures-salida-art-walk>



- Denver Post, March 2015: [http://www.denverpost.com/travel/ci\\_27794589/salida-spunky-artsy-town-is-trail-heaven-biking-and-running-year-round](http://www.denverpost.com/travel/ci_27794589/salida-spunky-artsy-town-is-trail-heaven-biking-and-running-year-round)
- Sunset, 2014: <http://www.sunset.com/travel/rockies/salida-mountain-weekend>

***Steamboat Springs:***

Steamboat Springs has seen significant coverage in local, regional and national media outlets over the years. Coverage largely centers around the ski resort offerings, and cycling opportunities. The area's popular dude and guest ranches have also been well covered. Recently, the town of Steamboat has put more focus on its culinary scene with some great new chef-driven restaurants opening in the destination, and as such, has seen a rise in coverage about its food and beverage offerings. From a town branding perspective, Steamboat hit a homerun with its story in the New York Times about the service training offered to all town businesses.

- Denver Post, October 2015: [http://www.denverpost.com/travel/ci\\_29043496/in-steamboat-springs-crafting-the-perfect-offseason-road-trip](http://www.denverpost.com/travel/ci_29043496/in-steamboat-springs-crafting-the-perfect-offseason-road-trip)
- New York Times, March 2015: <http://www.nytimes.com/2015/03/22/travel/restaurant-report-low-country-kitchen-in-steamboat-springs-colo.html? r=0>
- Wall Street Journal, December 2014: <http://www.wsj.com/articles/a-mountain-home-in-steamboat-springs-1419869849>



**Appendix C**  
**Content Calendar**

| <b>Jan</b> |                      |  |
|------------|----------------------|--|
|            | Original Content:    | Local Profile: BJ Mitchell   |
|            |                      | Business Profile: Hampden Inn & Suites   |
|            |                      | Activity Highlight: New Year Resolutions Made Easy in Silverthorne (focus on rec center, outdoor activities, and wellness offerings) |
|            | Media Opportunities: | Mountain Living, Summit County Spotlight   |
|            | Events & Holidays:   | New Year's Day - Jan 1   |
|            |                      | A New Year in Summit County Event-Jan 2  |
|            |                      | Martin Luther King Day - Jan 18  |
|            |                      | Theatre Open House Celebration-Jan 30  |
|            |                      | Brewer's Rock for Rescue-Jan 30  |
|            |                      | Twilight Skate at North Pond-Jan 31  |
|            | Media Deadlines:     | Smithsonian, 20 Best Small Towns to Visit  |
|            |                      | AAA Encompass: Colorado Summer Fun   |
| <b>Feb</b> |                      |  |
|            | Original Content:    | Local Profile: Warren Buettner   |
|            |                      | Business Profile: Rocky Mountain Chocolate Factory   |
|            |                      | Activity Highlight: Best Places to Steal a Kiss in Silverthorne  |
|            | Media Opportunities: | Budget Travel, America's Coolest Small Towns   |
|            |                      | Sunset Magazine, Best Place to Live 2016   |
|            | Events & Holidays:   | Groundhog Day - Feb 2  |
|            |                      | Chinese New Year - Feb 8   |
|            |                      | Mardi Gras-Feb 9   |
|            |                      | Father Daughter Date Night-Feb 12  |



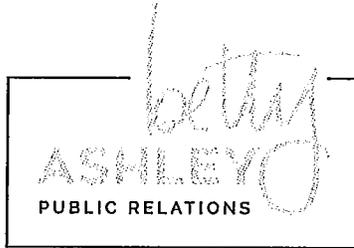
|  |                      |   |
|--|----------------------|---|
|  |                      | Colorado Pond Hockey Tournament-Feb 13                    |
|  |                      | Valentine's Day-Feb 14                                    |
|  |                      | Valentine's Day Comedy Show-Feb 14                        |
|  |                      | Presidents' Day - Feb 15                                  |
|  |                      |   |
|  | Media Deadlines:     | Outside, Best Towns                                       |
|  |                      | Men's Journal, Best Adventure Towns                       |
|  |                      | Denver Post, Colorado Summer Escapes                      |
|  |                      | Outside, Outside Travel Awards                            |
|  |                      | 5280, Summer Adventures                                   |
|  |                      | 5280, Summer Travel Special Publication                   |
|  |                      |   |
|  | <b>Mar</b>           |   |
|  | Original Content:    | Local Profile: Natalia Ruiz                               |
|  |                      | Business Profile: Murhpy's Irish Bar                      |
|  |                      | Activity Highlight: Where to Enjoy a Pint in Silverthorne |
|  |                      |   |
|  | Media Opportunities: | N/A   |
|  |                      |   |
|  |                      |   |
|  | Events & Holidays:   | St. Patrick's Day-March 17                                |
|  |                      | Earth Hour-March 19                                       |
|  |                      | Snowgazing Snowshoe Hike-March 19                         |
|  |                      | Easter-March 27   |
|  |                      |   |
|  | Media Deadlines:     | Elevation Outdoors, Hiking Feature                        |
|  |                      | Fodors, America's Best Small Towns                        |
|  |                      | Denver Post, Family Friendly Colorado                     |
|  |                      | Mountain Magazine, Stay for the Summer                    |
|  |                      | 5280, Summer Travel Special Publication                   |
|  |                      |   |
|  | <b>April</b>         |   |
|  | Original Content:    | Local Profile: Dawn Dickert                               |
|  |                      | Business Profile: Alpine Earth Garden                     |



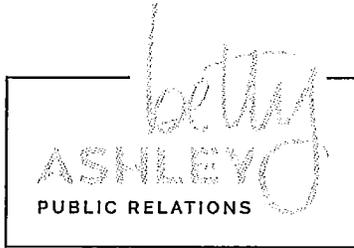
|  |                      |   |
|--|----------------------|---|
|  |                      | Activity Highlight: Celebrate Earth Day With Local Trail Rehabilitation Projects and Community Clean Up Initiatives |
|  |                      |   |
|  | Media Opportunities: | Smithsonian, 20 Best Small Towns to Visit   |
|  |                      |   |
|  | Events & Holidays:   | April Fools' Day-April 1  |
|  |                      | Girl Scout Water Fun Day-April 2  |
|  |                      | Tax Day-April 15  |
|  |                      | Earth Day- April 22   |
|  |                      |   |
|  | Media Deadlines:     | BizTravelers Choice, Fly Fishing  |
|  |                      | Family Magazine, Family Fitness: Hiking   |
|  |                      | Sunset Magazine, Travel Awards  |
|  |                      | 5280, Colorado's Great Wilderness   |
|  |                      |   |
|  | <b>May</b>           |   |
|  | Original Content:    | Local Profile: Anthony Benz   |
|  |                      | Business Profile: Summit Express  |
|  |                      | Activity Highlight: Fly fishing on The Blue   |
|  |                      |   |
|  | Media Opportunities: | Outside, Best Towns   |
|  |                      | Men's Journal, Best Adventure Towns   |
|  |                      | AAA Encompass, Colorado Summer Fun  |
|  |                      | Denver Post, Colorado Summer Escapes  |
|  |                      |   |
|  | Events & Holidays:   | Cinco De Mayo-May 5   |
|  |                      | Mother's Day-May 8  |
|  |                      | Rec Center Dance Recital at the Pavilion-May 15   |
|  |                      | Walker Williams Concert-May 20  |
|  |                      | Town Clean-Up-May 21  |
|  |                      | Pirate Water Safety Day-May 28  |
|  |                      | Memorial Day-May 30   |
|  |                      |   |
|  | Media                | Money Magazine, Best Places to Live   |



|  |                               |  |
|--|-------------------------------|--|
|  | <b>Deadlines:</b>             |  |
|  |                               | Site Selection Magazine, Colorado                                      |
|  |                               | Elevation Outdoors, 15 Things You Must Do in CO This Winter            |
|  |                               | AAA Horizons, Colorado   |
|  |                               | National Geographic Adventure, Great Travels for Hiking                |
|  |                               | Mountain Living, Summit Cocounty Parade of Homes                       |
|  |                               | 5280, Hidden Colorado  |
|  |                               |  |
|  | <b>June</b>                   |  |
|  | <b>Original Content:</b>      | Local Profile: Sean Swarner  |
|  |                               | Business Profile: Baker's Brewery                                      |
|  |                               | Activity Highlight: Best wildflower hikes                              |
|  |                               |  |
|  | <b>Media Opportunities:</b>   | Elevation Outdoors, Hiking Feature.                                    |
|  |                               | Outside, Outside Travel Awards   |
|  |                               | 5280, Summer Adventures  |
|  |                               | Fodors, America's Best Small Towns                                     |
|  |                               | Denver Post, Family Friendly Colorado                                  |
|  |                               | Mountain Magazine, Stay for the Summer: Savoring Mountain Town Summers |
|  |                               |  |
|  | <b>Events &amp; Holidays:</b> | Father's Day-June 19   |
|  |                               | Summer Free Day At Rec Center  |
|  |                               | Safe Summer Kick-Off   |
|  |                               | World's Largest Swim Lesson  |
|  |                               | Summer Evening of Family Fun   |
|  |                               | Fishing Derby  |
|  |                               |  |
|  | <b>Media Deadlines:</b>       | Denver Post, Fall Travel   |
|  |                               | Elevation Outdoors, Top Adventure Townns                               |
|  |                               |  |
|  | <b>July</b>                   |  |
|  | <b>Original Content:</b>      | Local Profile: Paul from Quality Inn                                   |
|  |                               | Business Profile: Friend's of the Dillon Ranger District               |



|  |                      |   |
|--|----------------------|---|
|  |                      | Activity Highlight: Biking in Silverthorne                  |
|  |                      |   |
|  | Media Opportunities: | BizTravelers Choice, Fly Fishing                            |
|  |                      | Family Magazine, Family Fitness: Hiking                     |
|  |                      | 5280, Summer Travel Special Publication                     |
|  |                      |   |
|  | Events & Holidays:   | Independence Day-July 4                                     |
|  |                      | Girl Power/Just for Boys                                    |
|  |                      |   |
|  | Media Deadlines:     | 5280, Holiday Gift Guides                                   |
|  |                      |   |
|  | <b>Aug</b>           |   |
|  | Original Content:    | Local Profile: Owner of Bona Dea                            |
|  |                      | Business Profile: Blue Moon Bakery                          |
|  |                      | Activity Highlight: Back to School Shopping in Silverthorne |
|  |                      |   |
|  | Media Opportunities: | Sunset Magazine, Travel Awards                              |
|  |                      | Money Magazine, Best Places to Live                         |
|  |                      | 5280, Colorado's Great Wilderness                           |
|  |                      |   |
|  | Events & Holidays:   | Colorado Day-Aug 1  |
|  |                      | Rocky Mountain Triathlon-Aug 7                              |
|  |                      | Doo Wop Denny Concert-Aug 12                                |
|  |                      | Osprey Days   |
|  |                      | Silverthorne Community Picnic                               |
|  |                      |   |
|  | Media Deadlines:     | Begin to pull 2017 Editorial Calendars as available         |
|  |                      |   |
|  | <b>Sept</b>          |   |
|  | Original Content:    | Local Profile: Interesting employee from Waste Management   |
|  |                      | Business Profile: Bamboo Garden                             |
|  |                      | Activity Highlight: Unique ways to leaf peep                |



|            |                      |  |
|------------|----------------------|--|
|            |                      |  |
|            | Media Opportunities: | Elevation Outdoors, 15 Things You Must do in Colorado This Winter                |
|            |                      | Site Selection Magazine, Colorado  |
|            |                      | AAA Horizons, Colorado   |
|            |                      | Denver Post, Fall Travel   |
|            |                      | National Geographic Traveler, Adventure: Great Travels for Hiking                |
|            |                      | Mountain Living, Summit County Parade of Homes                                   |
|            |                      | 5280, Hidden Colorado  |
|            |                      |  |
|            | Events & Holidays:   | Labor Day-Sept 7   |
|            |                      | Bear Strong Bolt/Colorado Cities and Towns Week                                  |
|            |                      |  |
| <b>Oct</b> |                      |  |
|            | Original Content:    | Local Profile: Barista from Red Buffalo (International Coffee Day, Oct. 1)       |
|            |                      | Business Profile: Sulas Industries   |
|            |                      | Activity Highlight: Spooky Silverthorne, local legends and favorite celebrations |
|            |                      |  |
|            | Media Opportunities: | Elevation Outdoors, Top Adventure Towns  |
|            |                      |  |
|            | Events & Holidays:   | Columbus Day-Oct 10  |
|            |                      | Pumpkin Fest   |
|            |                      | Halloween-October 31   |
|            |                      |  |
| <b>Nov</b> |                      |  |
|            | Original Content:    | Local Profile: George from Baker's Brewery                                       |
|            |                      | Business Profile: Keystone Symposia  |
|            |                      | Activity Highlight: Local Restaurant Owner's Favorite Thanksgiving Recipes       |
|            |                      |  |
|            | Media Opportunities: | 5280, Holiday Gift Guides  |
|            |                      |  |
|            | Events &             | Election Day-Nov 8   |



|            |                      |  |
|------------|----------------------|--|
|            | Holidays:            |  |
|            |                      | Veterans Day-Nov 11  |
|            |                      | Veteran's Day Reception at Town Hall   |
|            |                      | Thanksgiving-Nov 24  |
|            |                      | Celebrations Around The World  |
|            |                      | Shopping Extravaganza  |
|            |                      |  |
| <b>Dec</b> |                      |  |
|            | Original Content:    | Local Profile: Interesting UPS Employee (What it's like to work there over the holidays) |
|            |                      | Business Profile: Unity Snowboards   |
|            |                      | Activity Highlight: Unique Silverthorne Inspired/Made Holiday Gifts                      |
|            |                      |  |
|            | Media Opportunities: |  |
|            |                      |  |
|            | Events & Holidays:   | Christmas-Dec 25   |
|            |                      | New Years Eve-Dec 31   |
|            |                      | Holiday Bazaar   |
|            |                      | Adopt An Angel   |



**Appendix D**  
**Rally Cry Ideas**

*"I don't tell my friends about your brand because I like your brand, I do it because I like my friends."*

Our rally cry will be an extension of the brand narrative and tie communications campaign elements together. From t-shirts, window decals and stickers to social media hash tags, event themes and ad headlines, it should express Silverthorne pride and tie our communications together. These would be tagged with the Silverthorne logo (whenever appropriate) and would rely on multiple iterations to gain traction as a true rally cry. Here we've listed several options to choose from or to spur additional ideas. If this opportunity is selected as something we should pursue, we will present ideas with visual concepts to support them.

#SilverLove  
#SilverthornePride  
Silver+Blue

#PulseOfSilverthorne  
#IAMThePulse  
Feel the Pulse

Our pulse beats loud. (Great local business decal)  
The pulse beats here. (Great local business decal)  
The pulse is alive here. (Great local business decal)

#SilverthorneAlive  
#AliveInSilverthorne  
#LoveBeatsSilver

The pulse of business beats here.  
#SilverthorneOwned  
#SilverthorneBusiness  
#SilverOwnedBusiness  
Our business runs on Silverthorne.

Town of Silverthorne  
Town Council Agenda Memorandum

**TO:** Mayor and Town Council  
**THRU:** Ryan Hyland, Town Manager   
Mark Leidal, AICP, Assistant Town Manager   
**FROM:** Matt Gennett, AICP, Planning Manager   
**DATE:** February 4, 2016, for the meeting of February 10, 2016  
**SUBJECT:** Replat – The Cabins at Angler Mountain Ranch, Filing No. 4 – First Amendment (PT2014-21)

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**SUMMARY:** The applicant, Tim Crane of Compass Homes Development, is requesting approval of a Replat for The Cabins at Angler Mountain Ranch (AMR), Filing No. 4 – First Amendment. The proposed Replat will create the footprint lots for Cabins 1 and 5, which are reaching the final stages of construction. The Replat application is the first in a series of amendments that will continue to occur as the cabin units in Filing No. 4 reach completion.

**PREVIOUS COUNCIL ACTION:** Final PUD zoning on the Angler Mountain Ranch (AMR) project was approved by Town Council on May 14, 2007, and a Major PUD Amendment was approved on May 13, 2009. Final Subdivision approval of the Cabins at AMR, Filing No. 2 was approved by Town Council on January 12, 2011. Town Council approved a Minor Subdivision and Final Site Plan for the Cabins at AMR, Filing No. 3 on August 14, 2014. Council approved the Replat for the Cabins at AMR, Filing No. 3 – First Amendment on September 24, 2014. Council approved the Replat for the Cabins at AMR, Filing No. 3 – Second Amendment on December 10, 2014. Council approved the Replat for the Cabins at AMR, Filing No. 3 – Third Amendment on February 25, 2015. Council approved the Replat for the Cabins at AMR, Filing No. 3 – Fourth Amendment on September 23, 2015. The Replat for the Cabins at AMR, Filing No. 3 – Fifth Amendment, was approved by Council on January 13, 2016.

**BACKGROUND:** The Cabins at AMR is zoned for a total of 37 cabin units. Phase II of the Cabins at AMR is approved for seven cabin units. Construction in Phase II started in November of 2011. As the development of the cabins units has occurred, the applicant submits a series of replat applications to subdivide the units for individual sale. Common areas and building exteriors will be maintained by the Cabins Neighborhood Association. Common Areas outside the individual cabin lots will be owned by the Cabins Neighborhood Association.

**DISCUSSION:** The purpose of the Cabins at AMR, Filing No. 4 – First Amendment, is to subdivide Cabin numbers 1 and 5, as shown on the Replat attached to this memorandum (Exhibit A). The proposed Replat meets all applicable Town Code Subdivision requirements. A supplemental declaration to the Declaration of Covenants Conditions and Restrictions for AMR has been recorded and describes how the Cabins neighborhood will be governed.

**STAFF RECOMMENDATION:** Staff recommends approval of the Replat for the Cabins at Angler Mountain Ranch, Filing No. 4 – First Amendment.

Town of Silverthorne  
Town Council Agenda Memorandum

**PROPOSED MOTION:** No motion is necessary; this proposal may be approved as part of the Consent Calendar.

**ALTERNATE MOTION:** No motion is necessary; the Replat may be removed from the Consent Calendar and brought up for Council discussion.

**ATTACHMENTS:**

Exhibit A: The Cabins at Angler Mountain Ranch, Filing No. 4 – First Amendment

**MANAGER'S COMMENTS:**

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South Maryland Creek Ranch General Improvement District  
Board Agenda Memorandum

To: South Maryland Creek Ranch District Board  
From: Donna Braun, Finance Director  
Thru: Ryan Hyland, District Manager  
Date: February 1, 2016 for meeting of February 10, 2016  
Subject: Resolution #2016-01 – Exemption from Audit for Fiscal Year 2015

---

**SUMMARY:**

The State of Colorado allows for exemption from an annual audit based on a government having less than \$500,000 in revenues or expenditures for any given fiscal year. The South Maryland Creek Ranch General Improvement District (District) had \$7,157 in revenues and expenditures each for fiscal year 2015. Approval of this resolution is needed for the audit exemption.

**BACKGROUND:**

The District is required to have a separate annual financial statement filed with the State of Colorado annually. The District's financial statement is required to be audited unless a request for exemption from audit is filed. The State allows for exemption from audits for any government as long as the government's revenues or expenditures for the fiscal year are not more than \$500,000. This means that neither revenues nor expenditures can exceed \$500,000 in the fiscal year. The district had \$7,157 in revenues and expenditures each for fiscal year 2015.

The District is in the early stage of development and as such will not be requiring Silverthorne municipal services beyond Police services until a later date. Even when the District is at full build out, the municipal services provided are estimated to cost the District less than \$500,000.

The State of Colorado requires "a resolution of the governing board that is approved by the majority of the governing board in an open meeting that includes the signatures of a majority of the governing body." Additionally an application for exemption from audit must be prepared by a preparer that is skilled in governmental accounting and submitted with the resolution. Both application and resolution must be filed by March 31, 2016.

**STAFF RECOMMENDATION:**

Staff recommends Council approve Resolution #2016-01.

**PROPOSED MOTION:**

"I move to approve Resolution No. 2016-01, a resolution approving an exemption from audit for fiscal year 2015 for the South Maryland Creek Ranch General Improvement District."

**SOUTH MARYLAND CREEK RANCH GENERAL IMPROVEMENT DISTRICT  
SILVERTHORNE, COLORADO  
RESOLUTION NO. 2016-1**

**A RESOLUTION APPROVING AN EXEMPTION FROM AUDIT FOR  
FISCAL YEAR 2015 FOR THE SOUTH MARYLAND CREEK RANCH  
GENERAL IMPROVEMENT DISTRICT, SILVERTHORNE, COLORADO**

WHEREAS, the South Maryland Creek Ranch General Improvement District Board of Directors wishes to claim exemption from the audit requirement of Section 29-1-603, C.R.S.; and

WHEREAS, Section 29-1-604, C.R.S. states that any local government where neither revenues nor expenditures exceed five hundred thousand dollars may, with the approval of the state auditor, be exempt from the provision of Section 29-1-603, C.R.S.; and

WHEREAS, neither revenues nor expenditures for South Maryland Creek Ranch General Improvement District exceeded \$500,000 for fiscal year 2015; and

WHEREAS, an application for exemption from audit for South Maryland Creek Ranch General Improvement District has been prepared by Town of Silverthorne Finance Director, Donna Braun, a person skilled in government accounting; and

WHEREAS, said application for exemption from audit has been completed in accordance with regulation issued by the state auditor.

NOW, THEREFORE, BE IT RESOLVED BY THE SOUTH MARYLAND CREEK RANCH GENERAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS THAT:

The application for exemption from audit for South Maryland Creek Ranch General Improvement District for the fiscal year ended December 31, 2015, has been reviewed and is hereby approved by a majority of the Board of Directors of the South Maryland Creek Ranch General Improvement District; that those members of the Board of Directors have signified their approval by signing below; and that this resolution shall be attached to, and shall become a part of the application for exemption from audit of the South Maryland Creek Ranch General Improvement District for the fiscal year ended December 31, 2015.

INTRODUCED, READ AND ADOPTED ON THE 10TH DAY OF FEBRUARY, 2016.

SOUTH MARYLAND CREEK RANCH GENERAL IMPROVEMENT DISTRICT  
TOWN OF SILVERTHORNE, COLORADO

By: \_\_\_\_\_  
Bruce Butler, Board Chairman

ATTEST:

By: \_\_\_\_\_  
Michele Miller, District Clerk

Board Members

Signature

Russ Camp \_\_\_\_\_

Derrick Fowler \_\_\_\_\_

Peggy Long \_\_\_\_\_

Joanne Nadalin \_\_\_\_\_

Stuart Richardson \_\_\_\_\_

Ann Marie Sandquist \_\_\_\_\_

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Town of Silverthorne  
Town Council Agenda Memorandum

**TO:** Mayor and Town Council  
**THRU:** Ryan Hyland, Town Manager *RH*  
Mark Leidal, Assistant Town Manager *ML*  
**FROM:** Greg Roy, Planner I *GR*  
**DATE:** February 4, 2016, for the meeting of February 10, 2016  
**SUBJECT:** Peterson CUP and Site Plan Modification for an Accessory Residence – 933 Blue River Parkway, Lot 6A-2, Silverthorne Subdivision #2 (PT2015-28)

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**SUMMARY:** The applicant is requesting approval for a Conditional Use Permit and a Site Plan Modification to allow one accessory residential unit in the C-1 Zone District.

**BACKGROUND:** The applicant is requesting approval of a Conditional Use Permit and a Site Plan Modification to add an accessory residence to the second floor of the Car Care Center. The applicant has stated they are losing employees because of the housing situation in Silverthorne and believes this will help with their situation.

**PREVIOUS COUNCIL ACTION:** The conditional use permit for an auto rental business was approved on February 11, 2004, which has since ceased operation. The site plan for the American Car Care Center was approved on January 9, 2002, including a 24' access easement. The Grease Monkey/Car Wash site and conditional use permit was approved in 1997.

**STAFF DISCUSSION:** This application meets all the staff recommended conditions.

**PLANNING COMMISSION RECOMMENDATION:** The Planning Commission, by a vote of 5-0, recommends approval of the Conditional Use Permit and Site Plan Modification for the Accessory Residence at 933 Blue River Parkway, within the C-1 Zone District with the following conditions:

1. The two spaces designated for the Accessory Residence shall be signed for "Residents Only".
2. The applicant will have to bring the site into conformance with the handicap parking minimums.
3. The applicant only rents or leases the unit to persons employed, for 30 or more hours a week, by either the car wash, Grease Monkey, or Full Service Tire Center.
4. The accessory residence may not be rented or leased for a term of less than six (6) consecutive months.
5. The applicant shall provide staff with the most current lease whenever the occupancy changes or every year from the date of this approval, whichever is less.
6. The CUP is personal to the applicant, Evergreen Property Holding, Chris Peterson, and is nontransferable. Should the applicant's ownership terminate or be transferred during the term of the CUP, the CUP shall expire.

Town of Silverthorne  
Town Council Agenda Memorandum

**PROPOSED MOTION:** *"I move to approve the Conditional Use Permit and the Site Plan Modification for the Accessory Residence located at 933 Blue River Parkway in the C-1 Zone District, with the Planning Commission recommended conditions."*

**ATTACHMENTS:**

Staff Report and Exhibits

**MANAGER'S COMMENTS:**

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**Town of Silverthorne, Colorado**  
**Town Council Staff Report**

**From:** Greg Roy, Planner I *GR*

**Through:** Mark Leidal, Assistant Town Manager *ML*

**Date:** February 4, 2016, for meeting of February 10, 2016

**Subject:** Conditional Use Permit and Site Plan Modification for an Accessory Residence (PT 2015-28)

**Owner/Applicant:** Evergreen Property Holding – Chris Peterson

**Proposal:** The applicant is requesting approval for a Conditional Use Permit and a Site Plan Modification to allow one accessory residential unit in the C-1 Zone District.

**Address:** 933 Blue River Parkway

**Legal Description:** Lot 6A-2, Silverthorne Subdivision #2

**Site Area:** 1.68 acres

**Zone District:** C-1 Light Commercial Zone District

**Design District:** Destination Commercial Design District

**Site Conditions:** The site contains a Grease Monkey auto care center, a full service Tire Center, and a car wash. Parking is located mainly on the west portion of the lot behind the current structures with some customer parking to the north. Landscaping is dispersed evenly throughout the property.

**Adjacent Uses:** North: West 10<sup>th</sup> Street and Nepal Restaurant  
South: Kaupus Water and Majestic Movers  
East: Blue River Parkway and Retreat on the Blue  
West: Blue River Office Center and Kaupus Storage Yard

**Height:** Allowed: 35 feet  
Proposed: 32 feet and 7 inches (same as current)

**Lot Coverage:** Allowed: Maximum 60%  
Proposed: 13.82% square feet of building coverage (no change)

|                      |           |  |
|----------------------|-----------|--|
| <b>Parking:</b>      | Required: | 43 standard spaces                     |
|                      | Proposed: | 62 standard spaces                     |
| <b>Setbacks:</b>     | Required: | Front: 20 feet<br>Sides and Rear: none |
|                      | Proposed: | No change                              |
| <b>Snow Storage:</b> | Required: | 8,343 square feet (25%)                |
|                      | Proposed: | 9,808 square feet (29%) (no change)    |

**PREVIOUS COUNCIL ACTION:**

The conditional use permit for an auto rental business was approved on February 11, 2004, which has since ceased operation. The site plan for the American Car Care Center was approved on January 9, 2002, including a 24' access easement. The Grease Monkey/Car Wash site and conditional use permit was approved in 1997.

**BACKGROUND:**

The applicant is requesting approval of a Conditional Use Permit and a Site Plan Modification to add an accessory residence to the second floor of the Car Care Center. The applicant has stated they are losing employees because of the housing situation in Silverthorne and believes this will help with their situation.

**STAFF COMMENTS – SITE PLAN MODIFICATION:** The Site Plan Modifications follow the Final Site Plan review process, as outlined in Section 4-6-4, and require action by Planning Commission and Town Council.

**Comprehensive Plan Analysis:** The first criterion established by Town Code for a Final Site Plan is consistency with the goals and policies of the Comprehensive Plan. Staff finds that the proposed Site Plan advances the following goals and policies of the Comprehensive Plan:

*Policy LU 3.4 – Foster diversity and flexibility in housing types.*

*Policy LU 3.5 – Increase the availability of local resident housing by supporting opportunities, programs, and proposals that plan for and provide attainable housing.*

**Compliance with Chapter 4, Articles IV and VI:** The second criterion for Site Plan Modifications is consistency with Chapter 4 of the Code, Article IV, Zoning Districts and Standards, and Article VI, Site Plan.

**Zoning Standards:** This property is currently zoned C-1, Light Commercial Zone District. The proposal meets the Town Code requirements for setbacks, lot frontage, and lot coverage. The application also meets the allowable height of 35 feet for the Destination Commercial Design District.

**Access/Circulation:** Access to the site occurs via Blue River Parkway and 10<sup>th</sup> Street. The applicant is not proposing to change either access point. Staff finds that there is adequate access and circulation on the property.

**Parking:** The Grease Monkey has 705 SF of office and three bays. With the standards of three spaces per bay and one space per 330 SF of office the Grease Monkey has a minimum of 12 spaces. The applicant shows 12 spaces meeting the minimum requirement. Staff is not counting the three spaces marked on the Site Plan that are located in front of the Grease Monkey bays as they would block the striped parking and would prevent the backing out from the service bays.

The carwash has 693 SF of office and four bays. With the minimum of office at one space per 330 SF, and two spaces per bay, the carwash requires 11 spaces. The applicant shows 12 spaces meeting the minimum requirement. Staff is not counting the additional 4 spaces behind the car wash as they can only serve the wash bays and should not be counted as additional parking.

The Car Care Center has 2,086 SF of retail and 4 service bays. With the minimum for retail being one space per 400 SF and three spaces per bay the Car Care Center has a minimum of 18 spaces. The Applicant is showing 28 spaces and meets the minimum.

The accessory residence above the Car Care Center requires two parking spaces. The applicant shows 10 additional spaces that are not put towards a specific use. This will be more than enough for the accessory residence.

The total amount of parking spaces that staff is accepting is 62 spaces. By Section 4-6-10(d)(6) a parking lot with a total of 51 to 75 spaces is required to have two 13' handicap spaces and one 16' handicap space. Currently the Site Plan shows one 10' space and one 12' space, neither of which meet the requirements. In order to appropriately stripe for the required spaces the applicant will lose two more spaces, but will still be able to meet the minimums due to the 8 additional spaces.

**Snow Storage:** The snow storage on site meets the 25% requirement.

**Landscaping:** The project meets the Town Code requirements for landscaping.

**Dumpster Enclosure:** The Site Plan Modification does not propose any change to the dumpster enclosure.

**Lighting:** Existing lighting onsite consists of downcast parking lot lights and downcast light fixtures on the building. The Site Plan Modification does not propose any change to the site or building lighting.

**Utilities:** The Town Engineer commented that the only concern he had was sufficient parking and signed parking for residents. Utilities mentioned that EQRs would have to be refigured, but that would take place with the building permit.

**Destination Commercial District Design Standards:** The third criterion for Site Plan Modifications is consistency with the standards in the architectural overlay districts. The buildings currently on site were built prior to the adoption of the Design Districts. The proposed addition will be using the same materials as the current buildings for the purpose of continuity.

The Accessory Residence Site Plan Modification proposes the following alterations to the exterior of the Car Care Center:

- In the NE corner of the building there is no second story and is currently only a flat roof. Where that flat section is a second story, two bedroom apartment will be built.
- To access this apartment there will be an exterior set of covered stairs built.

Listed below are the applicable Destination Commercial District Design Standards and whether or not the applicant is meeting such standards.

#### **Site Design Standards and Guidelines**

*Standard 3.1.2 - Buildings shall have a clearly defined primary pedestrian entrance at the street level. Standard is met.*

*Standard 3.1.5 – Front facades that are aligned with adjacent buildings, and that promote visual continuity along the street edge are encouraged. Standard is met.*

#### **Architectural Standards and Guidelines**

*Standard 4.1.1 – The maximum building height in the Destination Commercial District is thirty five (35) feet. The definition of building height shall be as stated in the Silverthorne Town Code. Standard is met.*

*Standard 4.1.2 – Buildings shall be designed to relate directly to and reinforce vehicular scale, pedestrian scale and the quality of the primary street frontage. Standard is met.*

*Standard 4.1.3 – Reduce the bulk of a tall single story building (over 15 feet in height) or a multi-story building to be on a vehicular and pedestrian scale, emphasize a “base” and a “top”. Standard is met.*

*Standard 4.2.4 – Buildings shall be designed with consistent and/or compatible details on all sides visible from public right-of-way. Standard is met.*

*Standard 4.3.1 – Buildings shall be designed in a manner and constructed of materials that are compatible and complementary to the surrounding buildings in the Destination Commercial District. Standard is met.*

*Standard 4.5.2 – Where pitched roofs are utilized, appropriately oriented gables, dormers, and shed roof elements shall be used to break up large expanses of roof, and to add architectural interest. Standard is not met. The pitched roof facing the east is uninterrupted for almost 50'. Since this is the façade facing the ROW, architectural interest should be a priority.*

**STAFF COMMENTS – CONDITIONAL USE PERMIT:**

Town Code Section 4-4-19 (d) establishes the following criteria for evaluating a CUP application:

**1. *Whether the proposed use or development otherwise complies with all requirements imposed by this Chapter.***

**Applicant Response:** I believe this apartment addition will comply with all requirements imposed by the Town Code.

**Staff:** Accessory residences are considered a Conditional Use in the C-1 Zoning District. Per section 4-2-1, an Accessory Residence means “a dwelling unit or integral part of the principal building in a commercial or industrial district, used exclusively as rental housing for persons employed in and/or owning the economic enterprise housed by such principal building.” The applicant has indicated that the apartment at this location will be used for an employee of one of the businesses on the site. In answer to what other factors are relevant to this application the applicant has stated that they are losing employees due to the housing in Silverthorne and believes this will help. Staff finds that this application meets the intent of the definition for Accessory Residence, with the staff recommended conditions. This criterion is met.

**2. *Whether the proposed use or development is in conformance with the Town's Comprehensive Plan.***

**Applicant's Response:** I believe this apartment addition will be in conformance with the Town's Comprehensive Plan.

**Staff:** Staff finds that the proposed Conditional Accessory Use advances the following policies of the Comprehensive Plan:

Policy LU 3.4 – The Town shall encourage diversity and flexibility in housing types.

Policy LU 3.5 – Increase the availability of local resident housing by supporting opportunities, programs, and proposals that plan for and provide attainable housing.

Policy CD 3.5 – Affordable housing developments and programs shall be encouraged.

**3. *Whether the proposed use or development is compatible with adjacent uses. Such compatibility may be expressed in appearance, architectural scale and features, site design, and the control of any adverse impacts, including noise, dust, odor, lighting, traffic, safety and impact on property values of the surrounding area.***

**Applicant's Response:** This area is currently both residential and commercial so the apartment should not interfere with anyone else's business or living area.

**Staff:** Adjacent to this property are storage yards, auto body uses, a car wash and single family residential across Blue River Parkway. The proposed addition is compatible with its' immediate surroundings. Because the tenant will be an employee of one of the businesses on site they will mainly be using the residence outside the time that the businesses are open. This results in them avoiding most of the adverse impacts that an auto body shop may pose. Staff finds that this condition is met.

**4. Suitability of location for the use or development.**

**Applicant's Response:** An apartment would be very suitable at this location.

**Staff:** Staff finds that the proposed use is acceptable in the Destination Commercial District even though one of the goals is to discourage long term housing in this area, this proposal is not a long term use.

**5. History of compliance by the applicant with the requirements of this Code and prior conditions, if any, regarding the subject property.**

**Applicant's Response:** I've always complied with any and all requirements of the Town Code of Silverthorne.

**Staff:** There is no record of any conflict with surrounding uses or lack of compliance with the previous CUP.

**6. Ability of the applicant or any successor-in-interest to continuously meet the conditions of the proposed permit.**

**Applicant's Response:** Because the apartment will be on our business property, we and any further owner would be sure to comply with the Town of Silverthorne.

**Staff:** In order to meet the requirements of Chapter 4, the applicant will have to meet some conditions regarding parking and occupancy of the unit. Staff does not feel that these conditions will create significant cost or difficulty for the applicant. As such, staff feels that the applicant is able to meet the conditions proposed for this CUP.

**7. Other factors relevant to the specific application.**

**Applicant's Response:** We are losing employees due to the housing in Silverthorne. This could help.

**Staff:** Typically a residential use and an automotive use would not be considered compatible. The reason that this addition is deemed acceptable is predicated on the condition that the occupant must be employed 30 hours or more by one of the businesses on site. This will ensure that the majority of the time that the accessory residence will be occupied will be outside of business hours of the automotive uses.

Also any person that wishes to live there will be an employee of the business and thus understand how the site operates and the possible noises, odors or other impacts they might have to deal with.

**PLANNING COMMISSION RECOMMENDATION:** The Planning Commission, by a vote of 5-0, recommends approval of the Conditional Use Permit and Site Plan Modification for the Accessory Residence at 933 Blue River Parkway, within the C-1 Zone District with the following conditions:

1. The two spaces designated for the Accessory Residence shall be signed for "Residents Only".
2. The applicant will have to bring the site into conformance with the handicap parking minimums.
3. The applicant only rents or leases the unit to persons employed, for 30 or more hours a week, by either the car wash, Grease Monkey, or Full Service Tire Center.
4. The accessory residence may not be rented or leased for a term of less than six (6) consecutive months.
5. The applicant shall provide staff with the most current lease whenever the occupancy changes or every year from the date of this approval, whichever is less.
6. The CUP is personal to the applicant, Evergreen Property Holding, Chris Peterson, and is nontransferable. Should the applicant's ownership terminate or be transferred during the term of the CUP, the CUP shall expire.

**SUGGESTED MOTION:** *"I move to approve the Conditional Use Permit and the Site Plan Modification for the Accessory Residence located at 933 Blue River Parkway in the C-1 Zone District, with the Planning Commission recommended conditions."*

Should the Town Council find that the conditional use permit for a Single Apartment is not appropriate and does not meet the Code requirements, Staff recommends the following alternative motion:

**ALTERNATIVE MOTION:** *"I move deny approval of the Conditional Use Permit and the Site Plan Modification for the Accessory Residence located at 933 Blue River Parkway in the C-1 Zone District, with the finding that it does not meet Town Code Section 4-6-4 and Section 4-4-19 (d)."*

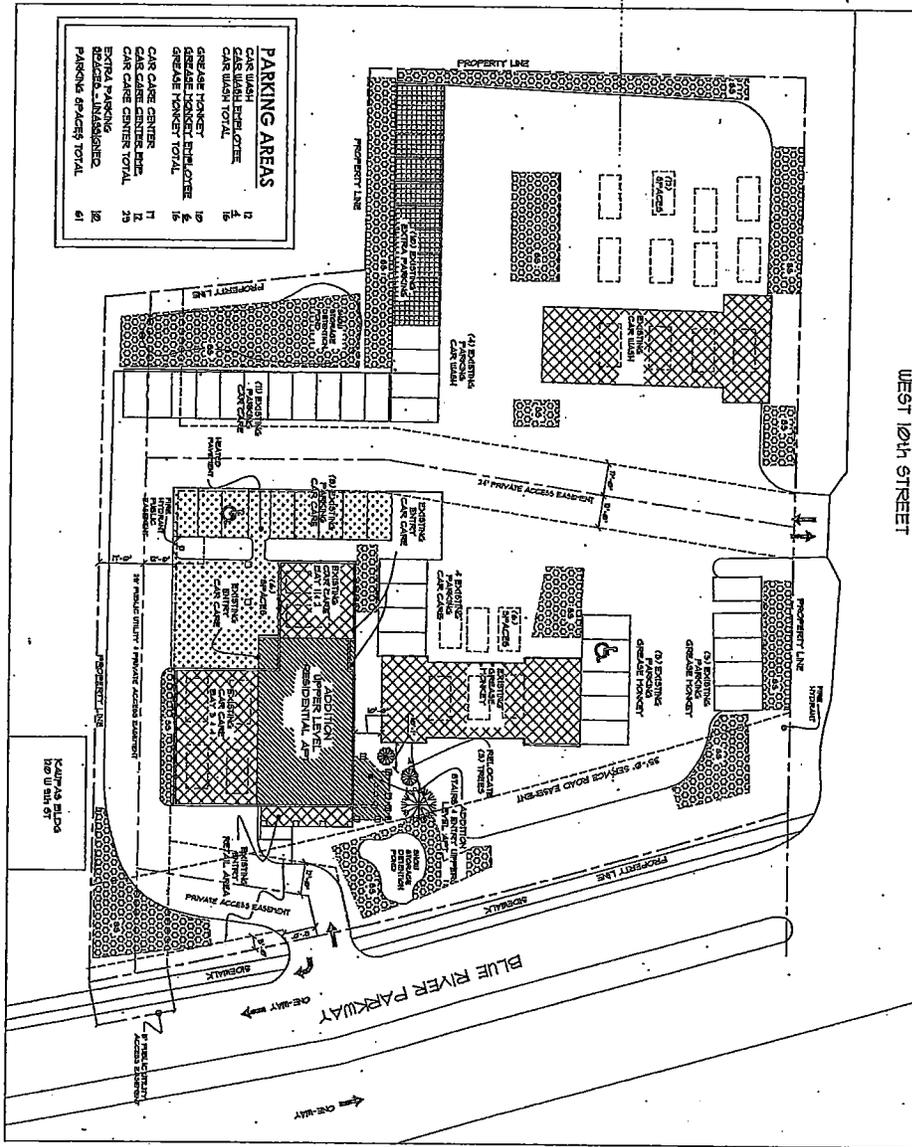
**EXHIBITS:**

Exhibit A: Plan Set

Exhibit B: Lake Dillon Fire Rescue Referral Comments

Exhibit A

WEST 12th STREET



**PARKING AREAS**

|                             |           |
|-----------------------------|-----------|
| 72 CAR WASH EMPLOYEE        | 12        |
| 72 CAR WASH CUSTOMER        | 15        |
| 72 CAR WASH TOTAL           | 27        |
| 60 GARAGE HOV2+ PARKING     | 15        |
| 60 GARAGE HOV2+ EMPLOYEE    | 15        |
| 60 GARAGE HOV2+ CUSTOMER    | 15        |
| 60 GARAGE HOV2+ TOTAL       | 45        |
| 100 CAR CARE CENTER         | 11        |
| 100 CAR CARE CENTER         | 23        |
| 100 CAR CARE CENTER TOTAL   | 34        |
| 100 BICYCLE PARKING         | 10        |
| 100 BICYCLE PARKING TOTAL   | 10        |
| <b>PARKING SPACES TOTAL</b> | <b>61</b> |

**1 SITE PLAN**

1. SCALE: 1/8" = 1'-0"
2. NORTH
3. EXISTING TYPICAL NOTES
4. CONSTRUCTION TYPICAL NOTES
5. PROJECT HAS BEEN APPROVED BY SUMMIT COUNTY & PLACES CERT. REVISIONS & AMENDMENTS SUPERSEDE ALL PREVIOUS EDITIONS
6. CONSTRUCTION TO VERIFY ALL DIMENSIONS & ELEVATIONS PRIOR TO CONSTRUCTION

**PROJECT INFORMATION:**

OWNER: PETERSON APARTMENT HOLDINGS, LLC  
 PROJECT: 943 BLUE RIVER PARKWAY, SILVERTHORNE, CO  
 PHASE: 1 - CONSTRUCTION

ARCHITECT: MOUNTAIN DESIGN GROUP  
 1503 1/2 W. 12TH STREET, SUITE 100  
 SILVERTHORNE, CO 80443-4172

**BUILDING SQUARE FOOT CALCULATION**

|                              |                      |
|------------------------------|----------------------|
| EXISTING PLANT LEVEL         | 4,123 SQ. FT.        |
| EXISTING UPPER LEVEL         | 1,333 SQ. FT.        |
| EXISTING CAR CARE BLDG TOTAL | 5,456 SQ. FT.        |
| ADDITION UPPER LEVEL         | 2,118 SQ. FT.        |
| <b>TOTAL</b>                 | <b>7,574 SQ. FT.</b> |

**SITE DATA - SNOW STORAGE**

|                        |                |
|------------------------|----------------|
| TOTAL LOT AREA         | 13,258 SQ. FT. |
| EXISTING CAR CARE BLDG | 5,456 SQ. FT.  |
| EXISTING UPPER LEVEL   | 1,333 SQ. FT.  |
| TOTAL EXISTING AREA    | 6,789 SQ. FT.  |
| TOTAL LOT AREA         | 13,258 SQ. FT. |
| AVAILABLE SNOW STORAGE | 6,469 SQ. FT.  |
| TOTAL SNOW STORAGE     | 6,469 SQ. FT.  |

**DRAWING INDEX:**

GENERAL: PROJECT DATA & SITE PLAN

ARCHITECTURAL: EXISTING FLOOR PLAN  
 ADD: UPPER LEVEL - ADDITION FLOOR PLAN  
 ADD: PROPOSED + REVISIONS ELEVATIONS  
 ADD: LAYOUT + REVISIONS ELEVATIONS

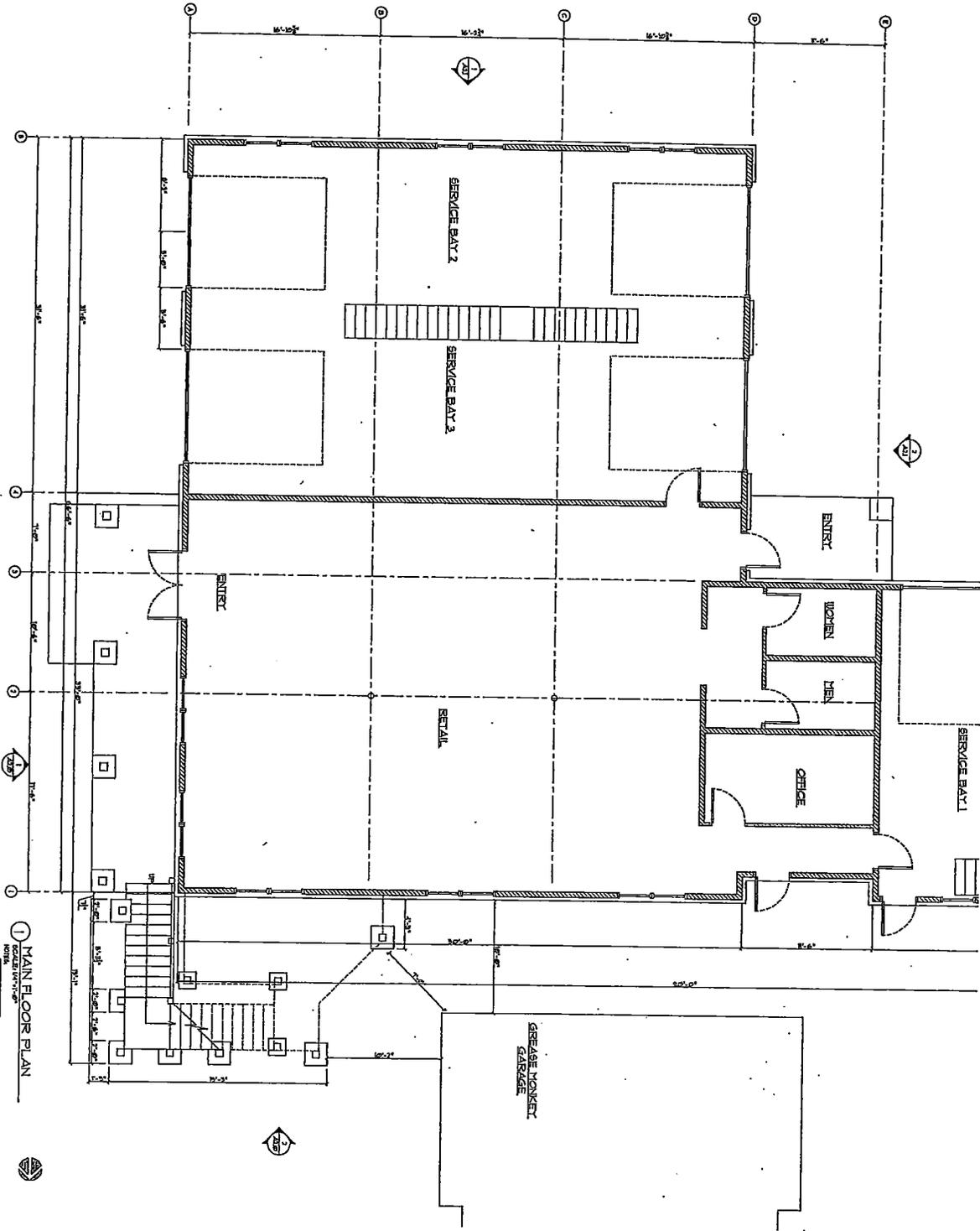
**Peterson Apartment**  
 943 Blue River Parkway  
 Silverthorne, Colorado  
 Summit County

SITE PLAN  
 INDEX  
 BUILDING DATA

Mountain Design Group  
 M.D.G.  
 1503 1/2 W. 12TH STREET, SUITE 100  
 SILVERTHORNE, CO 80443-4172

|       |                        |         |
|-------|------------------------|---------|
| NO. 1 | SHEET NO.              | DATE    |
| 1     | 943 BLUE RIVER PARKWAY | 12/8/15 |
| 1     | 943 BLUE RIVER PARKWAY | 12/8/15 |
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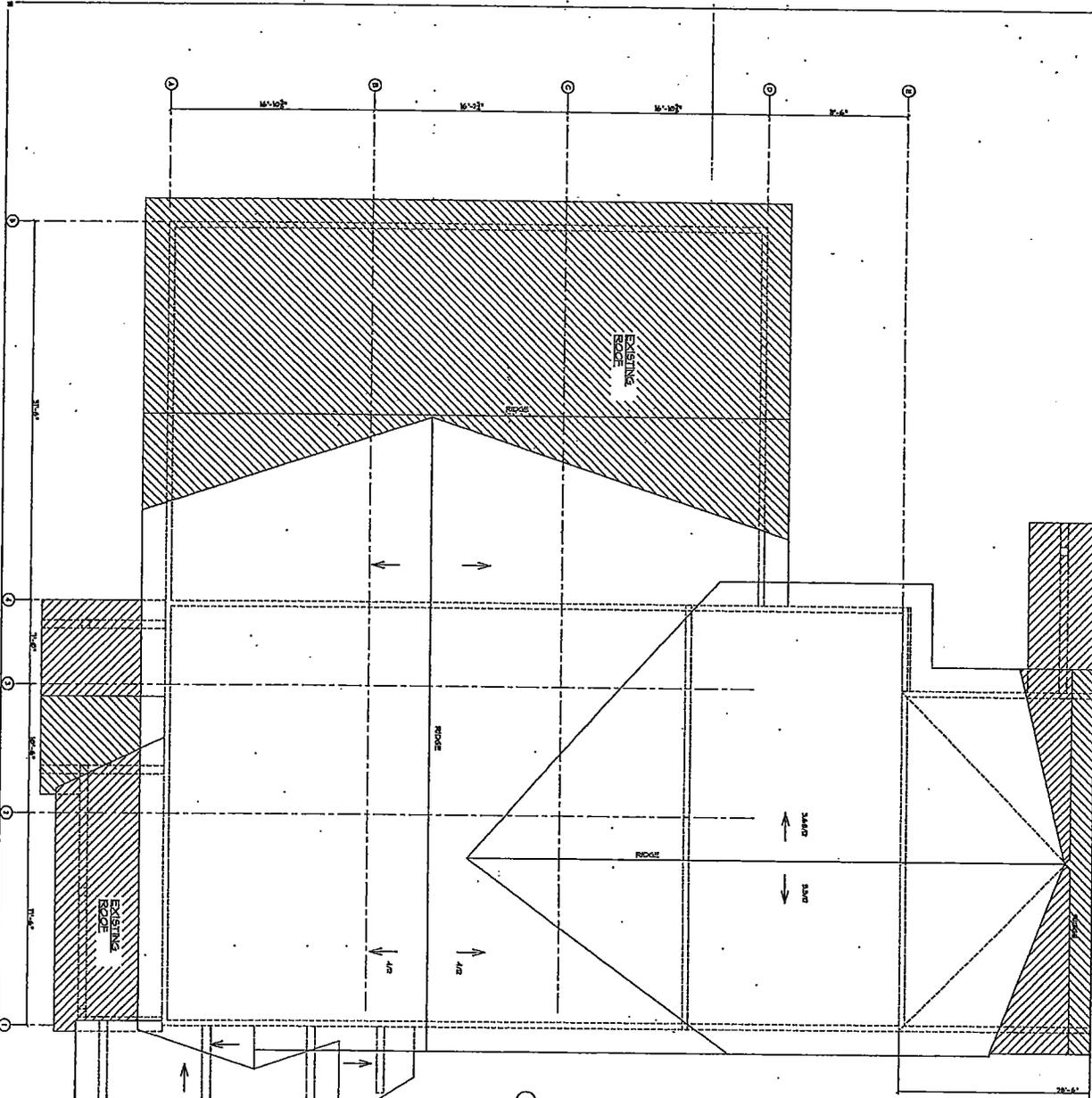




1 MAIN FLOOR PLAN  
 1. [DIMENSIONS] INDICATE TYPICAL NOTES  
 2. ALL DIMENSIONS TO CENTER UNLESS NOTED OTHERWISE  
 3. ALL DIMENSIONS TO FACE UNLESS NOTED OTHERWISE

|   |  |   |  |  |  |
|---|--|---|--|--|--|
| <p>Mountain Design Group<br/>                 M.D.G.<br/>                 1500 North Lincoln Avenue, Suite 100<br/>                 Fort Collins, CO 80504<br/>                 Phone: 970.221.1111<br/>                 Fax: 970.221.1112<br/>                 www.mountaindesigngroup.com</p> |  | <p><b>Peterson Apartment</b><br/>                 943 Blue River Parkway<br/>                 Silverthorne, Colorado<br/>                 Summit County</p> |  | <p>DATE: _____<br/>                 CHECKED BY: _____<br/>                 DRAWN BY: _____<br/>                 PROJECT #: _____<br/>                 DRAWING #: _____</p> |  |
| <p>COMMENTS:<br/>                 MAIN FLOOR PLAN</p>   |  | <p>Scale: 1/4" = 1'-0"<br/>                 Date: 11-25-15<br/>                 Project #: 15-068<br/>                 Drawing #: A1.0</p>                  |  | <p>APPROVED BY: _____<br/>                 PROJECT MANAGER</p>   |  |

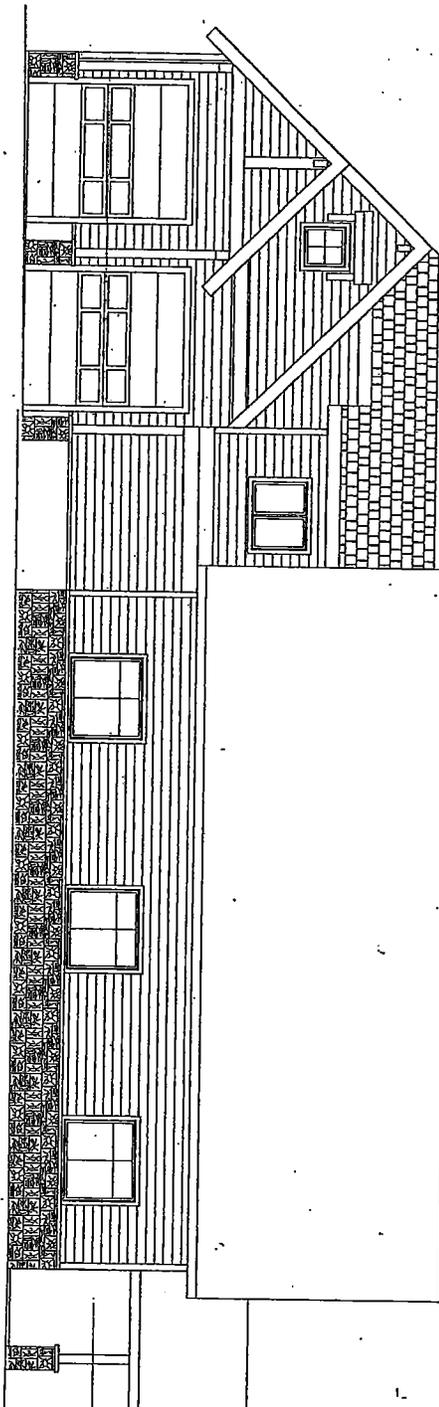




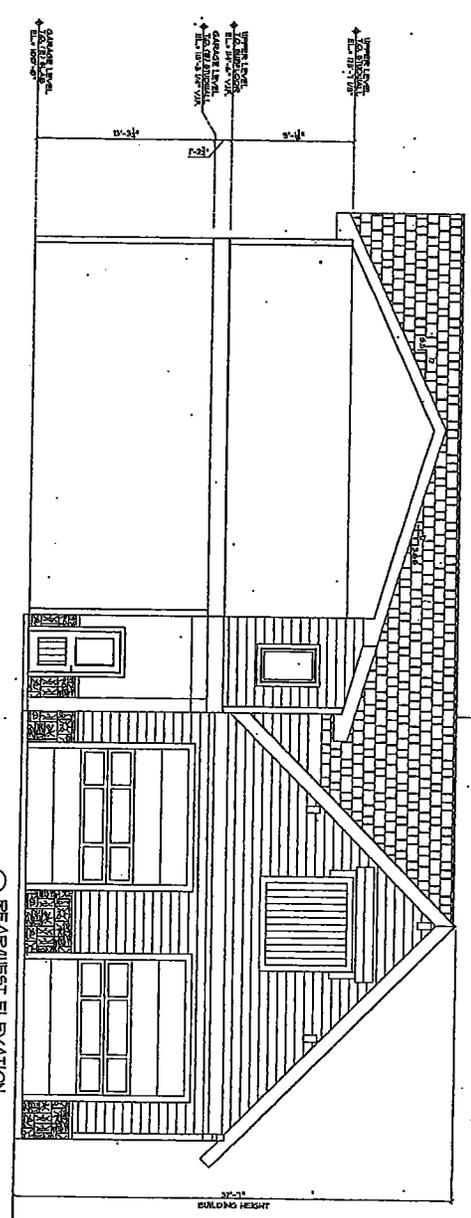
**1 ROOF PLAN**  
 SCALE: 1/4" = 1'-0"  
 1. [Hatched Areas] INDICATE TYPICAL ROOF  
 2. CONTINUOUS TO VENTRY. ALL DIMENSIONS & ELEVATIONS PRIOR TO CONSTRUCTION.  
 3. ALL TYPICALS SHALL HAVE TYPICALS FRONT PAGE OF SET & PAGE OF CONSTRUCTION DATA.

| <p>PROJECT NO: 15-068<br/>                 SCALE: 1/4" = 1'-0"<br/>                 TITLE: ROOF PLAN<br/>                 PROJECT #: 15-068<br/>                 DRAWING #: A1.2</p> | <p>DATE: 11/25/15<br/>                 DRAWN BY: [Name]<br/>                 CHECKED BY: [Name]</p> | <p><b>Peterson Apartment</b><br/>                 943 Blue River Parkway<br/>                 Silverthorne, Colorado<br/>                 Summit County</p> | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th>NO.</th> <th>REVISION</th> <th>DATE</th> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table> | NO. | REVISION | DATE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | <p><b>Mountain Design Group</b><br/>                 M.D.G.<br/>                 ARCHITECTS</p> |
|--|---|---|---|-----|----------|------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|
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1 LEFT/SOUTH ELEVATION  
SCALE: 1/4" = 1'-0"  
1. BRICK NOTES INDICATE TYPICAL NOTES



2 REAR/SW ELEVATION  
SCALE: 1/4" = 1'-0"  
1. BRICK NOTES INDICATE TYPICAL NOTES

|  |  |                                      |  |
|--|--|--------------------------------------|--|
| <p><b>Peterson Apartment</b><br/>943 Blue River Parkway<br/>Silverthorne, Colorado<br/>Summit County</p> |  | <p>Mountain Design Group<br/>MDG</p> |  |
| <p>OWNER: [Redacted]<br/>DESIGNER: [Redacted]<br/>DATE: [Redacted]</p>                                   |  | <p>NO. 1<br/>DATE: [Redacted]</p>    |  |
| <p>PROJECT # 15-068<br/>DRAWING # A2.1</p>   |  | <p>DATE: [Redacted]</p>              |  |

December 23, 2015

Greg Roy  
Community Development Department  
Town of Silverthorne  
P.O. Box 1309  
Silverthorne, CO 80498

**Re: PT2015-28 – Peterson CUP – Accessory Residence, Site Plan Review.**

Dear Mr. Roy,

Thank you the opportunity to review and comment on the proposed mixed-use development site plan. At this time the fire department has the following comments and concerns regarding the proposed project plans:

1. Per Chapter 9 of both the 2012 International Building Code (IBC) and the International Fire Code (IFC), the addition of a residential unit to the proposed 2-story structure will require an approved fire sprinkler system throughout the entire building.
2. Based just on total square footage of the new proposed structure, the 2012 IFC as amended requires the installation of an approved fire sprinkler system.
3. Please advise the owner/developer to size the new waterline into the building to accommodate both sprinkler and domestic water use demand.
4. Per the 2012 International Fire Code (IFC) as amended, the proposed structure will require an approved fire alarm system.
5. Additional fire protection systems may be required once more definitive building plans become available for review.

If you or the owner/developer have any questions or would like to meet, I would be happy to discuss any concerns or issues. My office number is 970-262-5202. Thank you again.

Sincerely,



Steven Skulski  
Assistant Chief/Fire Marshal  
Lake Dillon Fire District



**Lake Dillon Fire  
Protection  
District**

401 Blue River  
Parkway,  
Silverthorne, CO  
80498

P.O. Box 4428  
Dillon, CO 80435

Telephone:  
970.262.5100  
Fax:970.262.5150

**Community  
Services Bureau**  
Telephone:  
970.262.5201  
Fax:970.262.5250

Inspection Line:  
970.262.5215

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Town of Silverthorne  
Town Council Memorandum

**TO:** Mayor and Town Council  
**THRU:** Ryan Hyland, Town Manager   
Mark Leidal, AICP, Assistant Town Manager   
**FROM:** Lina Maria Lesmes, AICP, Senior Planner  
**DATE:** February 4, 2016 for meeting of February 10, 2016  
**SUBJECT:** Second Reading of Ordinance 2016-01, An Ordinance amending Chapter 4, Article IV, Zoning Districts and Standards, to establish the Town Core Zone District and the Use Schedule for the Town Core Zone District.

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**PROPOSAL:** Ordinance 2016-01 proposes to establish Section 4-4-35, the Town Core Zone District, to add zoning standards, residential density, and development incentives for a district generally located between 2<sup>nd</sup> and 6<sup>th</sup> Streets, and portions of Brian Avenue, Adams Avenue, and HWY 9. The exact boundaries of the district will be determined as part of a future Rezoning Ordinance.

The revisions proposed are based on the recommendations of the 2014 Town of Silverthorne Comprehensive Plan, and serve to ensure there is consistency with the Town Core District Design Standards and Guidelines. In addition, the ordinance proposes amendments to Section 4-4-17, Use Schedule, to include the list of permitted, accessory, and conditional uses within the Town Core Zone District (TC).

**PREVIOUS COUNCIL ACTION:** On May 28, 2014, Town Council adopted the 2014 Town of Silverthorne Comprehensive Plan. The updated Comprehensive Plan provided recommendations for the physical development of the Town Core District as a compact, pedestrian-oriented commercial area. Updating the Design Standards was deemed the first step in implementing the 2014 Comprehensive Plan. Town Council adopted the Town Core District Design Standards and Guidelines on February 11, 2015. Creating a Town Core zoning designation is considered the next step in implementing the vision for the downtown, and in reducing conflicts between the zoning and use standards, the Town Core Design District Standards and Guidelines, and the 2014 Comprehensive Plan.

Town Council approved a reorganization and comprehensive update of Section 4-4-17, the Use Schedule in 2013. The Use Schedule is a table wherein 76 uses are categorized into 8 Zone Districts, and classified as 'R-by right', 'A-Accessory', 'C-Conditional', 'C/A-Conditional as Accessory', or 'RO-Replacement Only'. On July 8, 2015, Town Council approved amendments to Section 4-4-13, Riverfront Zone District, and an amendment to Section 4-4-17, Use Schedule, to list '*Multi Family Dwelling Unit*' as a use by right in the Riverfront Zone District.

On January 27, 2016, by a vote of 6-0, Town Council voted to approve Ordinance 2016-01 without any changes, on first reading.

**BACKGROUND:** On October 13, October 20, and November 3, 2015, Staff met with Town Council, Planning Commission, and EDAC, respectively, to discuss the proposed Town Core Zone District, and the recommended standards, uses, and development

Town of Silverthorne  
Town Council Memorandum

incentives for that district. Following those discussions, on October 30, 2015, a letter was sent to the affected property owners explaining the project, and inviting them to attend a Town Core Business Coffee on November 18, 2015, and a Community Open House on December 2, 2015. Informational boards were displayed to facilitate discussion and gather feedback from the approximate 30-40 attendees of both events.

The majority of property owners and members of the public in attendance expressed overall support for the project and the community's plans for a vibrant walkable downtown. Questions were raised over the inability to expand uses that would become legally nonconforming after the rezoning, and the length of time that might lapse before the Town Core vision comes to fruition. In response to those concerns, Staff has included the four uses that raised the most concern, (*'Auto Rental'*, *'Contractor Trades/Wholesale'*, *'Light Manufacturing'*, and *'Hospital/Clinic'*), as Conditional Uses in the Town Core Zone District.

**PROCEDURE:** The creation of the Town Core Zone District is a two-step process. Step one is the establishment of Section 4-4-35, Town Core Zone District, which would be a new Section under Chapter 4, Article IV of the Silverthorne Town Code. Adopting Section 4-4-35, and its associated zoning standards and uses, was approved by Town Council on first reading on January 27, 2016, without changes.

The second step involves the Rezoning of the properties located within the proposed boundaries of the Town Core Zone District. Staff is working with concerned property owners on the exact boundaries of the Town Core Zone District. Those boundaries will be presented to Planning Commission and Town Council as part of a future Rezoning of elected properties.

The Rezoning process is detailed in Section 4-4-15 of the Town Code. Per that Code Section, a Rezoning involves a Community Meeting (held on January 26, 2016), and a properly noticed public hearing by Planning Commission. In addition, Town Council is required to adopt an ordinance Rezoning the properties in question to Town Core Zone District. Review of the Rezoning ordinance is tentatively scheduled for Planning Commission and Town Council review in the latter half of February, with the adoption of the ordinance on second reading on March 9, 2016.

**STAFF COMMENTS:** The proposed Town Core Zone District standards and revisions to the Use Scheduled Use Zone District are summarized as follows:

- Intent – to establish a compact, urban area with uses, form, and amenities that contribute to a walkable downtown environment.
- Lot Coverage - There is a 60% Lot or Building Coverage maximum in the C-1 Zone District, and no maximum in the C-2 Zone District. In the Town Core Zone District it may be feasible or desirable for a building to cover the majority of the site. As such, no lot coverage maximum is proposed for the Town Core Zone District.
- Setbacks – Setbacks for buildings are proposed to be reduced to zero (0) on all sides, except for the rear, where a 5-foot setback would be required. A comparison of the C-1, C-2, and the proposed TC setback requirements is provided on the following page:

Town of Silverthorne  
Town Council Memorandum

| Minimum Setback (feet) | C-1 | C-2 | TC |
|------------------------|-----|-----|----|
| Front                  | 10  | 10  | 0  |
| Side                   | 0   | 0   | 0  |
| Rear                   | 10  | 10  | 5  |

- Density - Residential density is desired in a downtown setting to contribute to a critical mass of people, to promote a mix of uses, and to provide additional housing options. Currently, the C-1 and C-2 Zone Districts do not have residential density allocations, caps, or maximums. Staff is proposing a density maximum of 16 units per acre for properties within the Town Core Zone District. The use, '*Multi-Family Dwelling Units*', would be permitted as an Accessory Use to ensure it is proposed as part of a mixed use structure. Residential dwelling units would not be permitted on the ground floor.
- Density Bonus - Town Council has expressed an interest in exploring density bonus incentives within the Town Core to increase the supply of workforce or senior housing. Density bonus provisions permit developers to exceed the number of units allowed on a given property, in return for placing a deed restriction on a percentage of the bonus units. Staff is proposing a density bonus provision in the Town Core Zone District that would allow developers to exceed the maximum density if 75% of the bonus units were restricted as workforce or senior housing with a deed restriction approved by the Town.
- Uses - As part of the proposed revisions, currently permitted uses, including '*Auto Sales*', '*Auto Repair*', '*Equipment Rental*', and '*Auto Gas Station*', would no longer be permitted on properties zoned Town Core (TC). Existing properties with uses that would become prohibited under the TC zoning designation would become legal nonconforming uses. As such, future additions or expansions of those uses would not be permitted, per the requirements of Section 4-4-28, Nonconforming Uses of Land. Of the existing list of 76 uses categorized in Section 4-4-17, Use Schedule, Staff is proposing 16 permitted uses by-right (R) in the Town Core Zone District, 1 use as Accessory (A), 1 use as Conditional as Accessory (C/A), and 13 uses permitted with conditional use permit approval (C). Please see Exhibit A for specifics.
- Development Standards – Staff is proposing the following exceptions to development standards related to parking, landscaping, and snow storage:

| Development Standard                          | All Zone Districts   | TC   |
|---|--|--|
| Setback for Parking Facilities / Drive Aisles | 10 feet  | 5 feet   |
| Amount of Snow Storage Required               | No Available Reduction                                       | May be reduced with provision of a snow melt system          |
| Alternative Forms of Landscaping              | Each counts for 120 square feet or 1 tree                    | Each counts for 360 square feet or 3 trees                   |
| Alternative Forms of Landscaping              | May be substituted for up to 10% of Required Number of Trees | May be substituted for up to 50% of Required Number of Trees |

Town of Silverthorne  
Town Council Memorandum

**PLANNING COMMISSION RECOMMENDATION:** On January 19, 2016, by a vote of 6-0, Planning Commission voted to recommend approval of Ordinance No. 2016-01; An Ordinance Amending Chapter 4, Article IV, Zoning Districts and Standards, to establish the Town Core Zone District and the Use Schedule for the Town Core Zone District.

**PROPOSED MOTION:**

*"I move to approve Ordinance No. 2016-01; An Ordinance Amending Chapter 4, Article IV, Zoning Districts and Standards, to establish the Town Core Zone District and the Use Schedule for the Town Core Zone District, on second reading."*

**ALTERNATIVE MOTION:** Should the Town Council not be in favor of the proposed ordinance, no motion is necessary.

**ATTACHMENTS:**

Exhibit A: Ordinance No. 2016-01

**MANAGER'S COMMENTS:**

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TOWN OF SILVERTHORNE, COLORADO  
ORDINANCE NO. 2016-01

AN ORDINANCE AMENDING CHAPTER 4, ARTICLE IV OF THE SILVERTHORNE  
TOWN CODE TO ESTABLISH THE TOWN CORE ZONE DISTRICT AND THE USE  
SCHEDULE FOR THE TOWN CORE ZONE DISTRICT

WHEREAS, zoning districts and standards are within the regulatory authority of the Town, acting through the Town Council; and

WHEREAS, Chapter 4, Article IV of the Town Code contains regulations which govern the Zoning Districts and Standards; and

WHEREAS, the Town Council wishes to amend Chapter 4, Article IV of the Silverthorne Town Code to establish a new Town Core Zone District;

WHEREAS, on November 18, 2015 and on December 2, 2016, the Town held publicly noticed Community Open Houses, and the owners of property that will be affected by the new Town Core Zone District were provided with notice and an opportunity to be heard at the Community Open Houses;

WHEREAS, on January 19, 2016 the Planning Commission held a properly noticed public meeting on the revisions to Chapter 4, Article IV proposed in this ordinance;

WHEREAS, on February 10, 2016, the Town Council held a properly noticed public hearing on the revisions to Chapter 4, Article IV proposed in this ordinance;

WHEREAS, after considering the staff report, the Planning Commission recommendation, and the comments of the public and the affected property owners, the Town Council finds that the establishment of a new Town Core Zone District in the manner prescribed in this ordinance is in the best interest of the public health, safety and welfare.

NOW THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF SILVERTHORNE, COLORADO:

**Section 1.** Chapter 4, Article IV of the Silverthorne Town Code is hereby amended by the addition of the following new Section 4-4-35:

**Sec. 4-4-35. TC Town Core Zone District.**

The intent of the (TC) Town Core Zone District is to establish a compact, urban area with uses, form, and amenities that contribute to a walkable downtown environment.

(1) Permitted uses: Consult the use schedule at Section 4-4-17; provided that residential dwelling units are permitted as accessory uses in mixed-use structures only, and residential dwelling units are not permitted on the ground floor.

(2) Lot frontage, minimum: none.

(3) Lot area, minimum: none.

- (4) Lot coverage, maximum: none.
- (5) Building height, maximum: As set forth in the Design District Standards and Guidelines.
- (6) Front setback, minimum: none.
- (7) Side setback, minimum: none.
- (8) Rear setback, minimum: five (5) feet.
- (9) Maximum density (residential uses): The maximum number of residential dwelling units permitted per acre of land is sixteen (16), except as follows:
  - a. Density Bonus: A density bonus is permitted in the Town Core Zone District if seventy-five percent (75%) of the bonus units are restricted as workforce or senior housing, subject to a deed restriction approved by the Town.
- (10) Development Standards. All development in the Town Core Zone District is subject to the standards in Chapter 4, Article VI, Site Plan, with the following exceptions:
  - a. Section 4-6-10(e)4.m. – Parking Requirements, Location. In the Town Core Zone District, parking facilities for commercial and mixed-use buildings shall not be closer to the property line than five (5) feet. Driveways and drive aisles, when not shared with adjacent properties, shall not be closer to the property line than five (5) feet.
  - b. Section 4-6-10(e)4.o. – Snow-stacking space. In the Town Core Zone District, the Community Development Director may allow a reduction in the minimum amount of required snow stacking space when an adequate snow melt system is constructed for any parking area.
  - c. Section 4-6-11(g)22. – Landscaping requirements (trees and shrubs). The Landscaping requirements in the Town Core Zone District shall be the same as those required for the Mixed Use, Government, Light Commercial Zone District, with a note that, in the Town Core Zone District, each landscape decorative element, including benches, picnic tables, gazebos, art forms or sculptures, shall be deemed to cover three hundred sixty (360) square feet of landscaping area, or the equivalent of three (3) trees, or the equivalent of eighteen (18) shrubs.
  - d. Section 4-6-11(g)23. – Exceptions to landscaping requirements. In the Town Core Zone District, up to fifty percent (50%) of the required number of trees and shrubs may be substituted with alternative forms of landscaping and decorative elements, including benches, picnic tables, gazebos, art forms, sculptures, larger boulders, and planter boxes.

**Section 2.** Section 4-4-17 of the Town Code is hereby amended to read as follows:

**Sec. 4-4-17. Use schedule.**

The following schedule of permitted uses for the various zone districts in the Town is hereby adopted and declared to be a part of this Chapter and may be amended in the same manner as any other part of this Chapter. In each zone district, any uses not expressly permitted either by right, upon conditional review or as an accessory use shall be deemed to be excluded. The Community Development Director shall render the final administrative decision concerning the scope, application and meaning of terms in this Section.

| USE/ZONE   | R2 | R6 | R15 | RF | TC  | C-1 | C-2 | Gov | OS |
|--|----|----|-----|----|-----|-----|-----|-----|----|
| <b>Sale of goods:</b>  |    |    |     |    |     |     |     |     |    |
| Auto sales, new and used                                     |    |    |     |    |     | R   | R   |     |    |
| Bar, lounge, nightclub                                       |    |    |     | R  | R   | R   | R   |     |    |
| Contractor trades/wholesale                                  |    |    |     |    | C   | C   | R   |     |    |
| Convenience store with gas                                   |    |    |     |    |     | R   | R   |     |    |
| Firewood sales   |    |    |     |    |     | C   | R   |     |    |
| General retail   |    |    |     | R  | R   | R   | R   |     |    |
| Nursery & greenhouse   |    |    |     | A  |     | R   | R   |     |    |
| Restaurant   |    |    |     | R  | R   | R   | R   |     |    |
| Restaurant, drive-thru                                       |    |    |     |    |     | R   | R   |     |    |
| Roadside stand/farmers market (food items)                   |    |    |     | R  | R   | R   | R   |     |    |
| <b>Goods, sales &amp; services:</b>                          |    |    |     |    |     |     |     |     |    |
| Auto-related sales & service                                 |    |    |     |    |     | R   | R   |     |    |
| Contractor & building trade                                  |    |    |     |    | C   | C   | R   |     |    |
| Equipment rental   |    |    |     |    |     | C   | R   |     |    |
| Farm equipment sales & service                               |    |    |     |    |     | C   | R   |     |    |
| Small engine & small motor sales & service                   |    |    |     |    |     | C   | R   |     |    |
| Taxidermy  |    |    |     |    |     | C   | C   |     |    |
| Truck sales & service under 16,000 lbs. gross vehicle weight |    |    |     |    |     | C/A | R   |     |    |
| Truck sales & service over 16,000 lbs. gross vehicle weight  |    |    |     |    |     |     | R   |     |    |
| Recreational vehicle sales & service                         |    |    |     |    |     | C/A | R   |     |    |
| <b>Service establishments:</b>                               |    |    |     |    |     |     |     |     |    |
| Animal kennel, with or without outside runs                  |    |    |     |    |     | C   | C   |     |    |
| Auto gas station without garage                              |    |    |     |    |     | R   | R   |     |    |
| Auto rental  |    |    |     |    | C/A | C/A | R   |     |    |
| Auto repair & maintenance                                    |    |    |     |    |     | C   | R   |     |    |
| Auto storage   |    |    |     |    |     | A   | C   |     |    |
| Commercial firewood, cutting & splitting                     |    |    |     |    |     |     | C   |     |    |
| Dry cleaning   |    |    |     | R  | R   | R   | R   |     |    |
| Frozen food locker (no slaughtering on premises)             |    |    |     |    |     | C   | C   |     |    |
| Laundry, commercial  |    |    |     |    |     | C   | R   |     |    |
| Laundromat   |    |    |     | R  | R   | R   | R   |     |    |
| Outdoor storage  |    |    |     |    |     |     | A   |     |    |
| Professional offices & services                              |    |    |     | R  | R   | R   | R   |     |    |
| Recycling center   |    |    |     |    |     | A   | C/A |     |    |
| Solid waste hauling facility                                 |    |    |     |    |     |     | C   |     |    |
| Vehicle towing   |    |    |     |    |     | A   | R   |     |    |
| Warehousing/self-storage                                     |    |    |     |    |     | C   | C   |     |    |
| Warehouse/distributing (nonflammable material)               |    |    |     |    |     | C   | R   |     |    |

Note: R = by right; C = conditional; A = accessory; C/A = conditional as an accessory use; RO = replacement only upon fifty percent (50%) or greater destruction by fire, flood or act of God.

| USE/ZONE                                 | R2 | R6 | R15 | RF | TC | C-1 | C-2 | Gov | OS |
|--|----|----|-----|----|----|-----|-----|-----|----|
| <b>Entertainment:</b>                    |    |    |     |    |    |     |     |     |    |
| Adult business                           |    |    |     |    |    |     | C   |     |    |
| Arts & entertainment facility            |    |    |     | R  | R  | R   | R   |     |    |
| Radio & television studio & broadcasting |    |    |     | R  | R  | R   | R   |     |    |
| <b>Housing:</b>                          |    |    |     |    |    |     |     |     |    |
| Single apartment                         | C  | C  |     |    |    |     |     |     |    |
| Boarding house/bed & breakfast           | C  | C  | C   | R  |    |     |     |     |    |
| Conforming mobile home park              |    |    | R   | C  |    |     |     |     |    |
| Detached single-family                   | R  | R  | R   | RO |    |     |     |     |    |
| Dormitory & youth hostel                 |    |    |     | A  |    | C/A | C/A |     |    |
| Duplex                                   | R  | R  | R   | RO |    |     |     |     |    |
| Hotel, motel, lodge                      |    |    |     | R  | R  | R   | C   |     |    |
| Multi-family dwelling units              | R  | R  | R   | R  | A  | C   |     |     |    |
| <b>Education:</b>                        |    |    |     |    |    |     |     |     |    |
| Day-care center                          | C  | C  | C   | C  | C  | C   |     |     |    |
| Day-care home                            | R  | R  | R   |    |    | C   |     |     |    |
| School                                   | C  | C  | C   |    | C  |     |     |     |    |
| College/trade school                     |    |    |     | C  | C  | C   | C   |     |    |
| <b>Transportation:</b>                   |    |    |     |    |    |     |     |     |    |
| Bus station office & waiting room        |    |    |     | A  | C  | C   | R   |     |    |
| Bus terminal & garage                    |    |    |     |    |    |     | C   |     |    |
| Pay auto parking lot                     |    |    |     | A  | C  | C   | C   |     |    |
| Trucking terminal                        |    |    |     |    |    |     | C   |     |    |
| <b>Public or quasi-public:</b>           |    |    |     |    |    |     |     |     |    |
| Community facilities                     | R  | R  | R   |    | R  |     |     |     |    |
| Civic, youth, social organization        |    |    |     | R  | R  | R   |     |     |    |
| Church                                   | R  | R  | R   |    |    |     |     |     |    |
| Group home                               | C  | C  | C   |    |    |     |     |     |    |
| Hospital/clinic                          |    |    |     | C  | C  | R   | C   |     |    |
| Nursing & aged home                      |    | R  | R   |    |    | C   |     |     |    |
| Post office                              |    |    |     | R  | R  | R   | R   |     |    |
| Public buildings                         |    |    |     | R  | R  | C   | C   | R   |    |
| Utility substation                       | C  | C  | C   | C  | C  | C   | C   | C   |    |
| Water pipeline                           | C  | C  | C   | C  | C  | C   | C   | C   | C  |
| <b>Fabrication:</b>                      |    |    |     |    |    |     |     |     |    |
| Food processing                          |    |    |     |    |    |     | C   |     |    |
| Manufacturing                            |    |    |     |    |    |     | C   |     |    |
| Manufacturing, light                     |    |    |     |    | C  | C   | R   |     |    |
| Scientific research                      |    |    |     | C  |    | C   | C   |     |    |
| <b>Recreation:</b>                       |    |    |     |    |    |     |     |     |    |
| Community center                         |    |    |     | R  | R  | C   | C   | R   | R  |
| Fairground                               |    |    |     | C  |    |     |     | C   | C  |
| Gymnasium                                |    |    |     | R  | C  | R   | R   | R   | R  |
| Health spa                               |    |    |     | R  | R  | R   | C   |     |    |
| Skating rink                             |    |    |     | R  | C  | R   | C   | R   | R  |
| Swimming pool, inside                    |    |    |     | R  |    | R   | R   | R   | R  |
| Swimming pool, outside                   |    |    |     | R  |    | R   |     | R   | R  |

Note: R = by right; C = conditional; A = accessory; C/A = conditional as an accessory use; RO = replacement only upon fifty percent (50%) or greater destruction by fire, flood or act of God.

**Section 3: Safety Clause**

The adoption of this Ordinance will promote the health, safety, and general welfare of the Silverthorne community.

**Section 4: Severability**

If any provision of this ordinance or portion thereof is held by a court of competent jurisdiction to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect any other provision which can be given effect without the invalid portion.

**Section 5. Effective Date**

This ordinance shall be effective upon adoption at second reading, pursuant to Sections 4.5 and 4.7 of the Silverthorne Home Rule Charter.

READ AND PASSED ON FIRST READING THIS 27th DAY OF January, 2016.

ADOPTED ON SECOND AND FINAL READING THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2016.

**TOWN OF SILVERTHORNE, COLORADO**

\_\_\_\_\_  
Bruce Butler, Mayor

ATTEST:

\_\_\_\_\_  
Michele Miller, Town Clerk

Approved on the first reading: \_\_\_\_\_, 2016

Published by title only: \_\_\_\_\_, 2016

Approved on the second reading: \_\_\_\_\_, 2016

Published by title only: \_\_\_\_\_, 2016

(with amendments, if amended on second reading): \_\_\_\_\_, 2016

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Town of Silverthorne  
Town Council Agenda Memorandum

**TO:** Mayor and Town Council  
**THRU:** Ryan Hyland, Town Manager *RH*  
Mark Leidal, Assistant Town Manager *ML*  
**FROM:** Greg Roy, Planner I *GR*  
**DATE:** February 4, 2016, for the meeting of February 10, 2016  
**SUBJECT:** Marshalls Site Plan Modification – 297 Summit Place, Tract A,  
Summit Plaza Subdivision (PT2015-19)

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**SUMMARY:** The applicant is requesting approval for a Site Plan Modification to allow a parapet extension of 4 ft.

**BACKGROUND:** The applicant is requesting approval of a Site Plan Modification to add four feet to the parapet above their space to equal the height of the parapet above the Office Max store. They are also proposing a modification to a portion of the sidewalk in front of the store to make it ADA accessible.

**PREVIOUS COUNCIL ACTION:** The most recent action was the 1999 approval for the Office Max in the adjacent building space.

**STAFF DISCUSSION:** This application meets all the staff recommended conditions.

**PLANNING COMMISSION RECOMMENDATION:** The Planning Commission, by a vote of 5-0, recommends approval of the Site Plan Modification for the four foot parapet extension at 297 Summit Place.

**PROPOSED MOTION:** *"I move to recommend approval of the Site Plan Modification for the four foot parapet extension located at 297 Summit Place."*

**ATTACHMENTS:**  
Staff Report and Exhibits

**MANAGER'S COMMENTS:**

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**Town of Silverthorne, Colorado**  
**Town Council Staff Report**

**From:** Greg Roy, Planner I *GR*

**Through:** Mark Leidal, Assistant Town Manager *ML*

**Date:** February 4, 2016, for meeting of February 10, 2016

**Subject:** Site Plan Modification (PT 2015-19)

**Owner/Applicant:** Camburas & Theodore Ltd – Jessica Wiebesiek

**Proposal:** The applicant is requesting approval for a Site Plan Modification to allow a parapet extension of 4 ft.

**Address:** 297 Summit Place

**Legal Description:** Tract A, Summit Plaza Subdivision

**Site Area:** 3.27 acres

**Zone District:** C-1 Light Commercial Zone District

**Design District:** Gateway Design District

**Site Conditions:** The site is located in the Summit Place shopping center. The building is where the old Brooks Furniture was located and is next to the current Office Max.

**Adjacent Uses:** North: Office Max  
South: Summit Place shops  
East: Natural Grocers  
West: Parking and Summit Place Shops

**Height:** Allowed: 70 feet  
Proposed: 27 feet

**Lot Coverage:** Allowed: Maximum 60%  
Proposed: No Change

**Parking:** No Change

**Setbacks:** Required: Front: 20 feet

Sides: none  
Rear: 10 feet  
Proposed: No change

**Snow Storage:** No Change

**PREVIOUS COUNCIL ACTION:**

The most recent action was the 1999 approval for the Office Max in the adjacent building space.

**BACKGROUND:**

The applicant is requesting approval of a Site Plan Modification to add four feet to the parapet above their space to equal the height of the parapet above the Office Max store. They are also proposing a modification to a portion of the sidewalk in front of the store to make it ADA accessible.

**STAFF COMMENTS:** The Site Plan Modifications follow the Final Site Plan review process, as outlined in Section 4-6-4, and require action by Planning Commission and Town Council.

**Comprehensive Plan Analysis:** The first criterion established by Town Code for a Final Site Plan is consistency with the goals and policies of the Comprehensive Plan.

LU 1.4: "Encourage infill development and redevelopment prior to the establishment of new commercial areas in Silverthorne."

LU 2 G.3: "Consider increased building heights and densities for appropriate uses within the Gateway District that establish a critical mass of amenities and services, and that draw people off of the Interstate into Silverthorne."

**Compliance with Chapter 4, Articles IV and VI:** The second criterion for Site Plan Modifications is consistency with Chapter 4 of the Code, Article IV, Zoning Districts and Standards, and Article VI, Site Plan.

**Zoning Standards:** This property is currently zoned C-1, Light Commercial Zone District. The proposal meets the Town Code requirements for setbacks, lot frontage, and lot coverage. The application also meets the allowable height of 75 feet for the Gateway Design District.

**Gateway District Design Standards:** The third criterion for Site Plan Modifications is consistency with the standards in the architectural overlay districts. The building currently on site was built prior to the adoption of the Design Districts. The proposed addition will be using the same materials as the current building for the purpose of continuity.

**PLANNING COMMISSION RECOMMENDATION:** The Planning Commission, by a vote of 5-0, recommends approval of the Site Plan Modification for the four foot parapet extension at 297 Summit Place.

**SUGGESTED MOTION:** *"I move to recommend approval of the Site Plan Modification for the four foot parapet extension located at 297 Summit Place."*

Should the Town Council find that the conditional use permit for a Single Apartment is not appropriate and does not meet the Code requirements, Staff recommends the following alternative motion:

**ALTERNATIVE MOTION:** *"I move deny approval of the Site Plan Modification for the four foot parapet extension located at 297 Summit Place, with the finding that it does not meet Town Code Section 4-6-4."*

**EXHIBITS:**

Exhibit A: Site Plan

Exhibit B: Exterior Elevation

Exhibit C: ADA Construction Sheet





# Marshalls

**CT**  
 CATERGAS & THEODORE  
 454 E. DuPage St. 207  
 Des Plaines, IL  
 847-590-8175  
 www.catergasandtheodore.com  
 IL PLAN DESIGN #84-08563

PROJECT DATES  
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DRAFT

**TOWN OF SILVERTHORNE  
PLANNING COMMISSION MEETING MINUTES  
FEBRUARY 2, 2016 – 6:00 P.M.**

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**1. CALL TO ORDER** – The meeting was called to order at 6:00 p.m., February 2, 2016, in the Council Chambers of the Silverthorne Town Hall, 601 Center Circle, Silverthorne, Colorado.

**2. ROLL CALL** – Commissioners present and answering Roll Call were: Jenny Gludemans, Susan Byers, Donna Pacetti, Tanya Shattuck and Brian Wray. Robert Kieber absent. Staff attending tonight's meeting included: Matt Gennett, Planning Manager, Greg Roy, Planner I and Melody Hillis, Planning Commission Secretary.

**3. CONSENT CALENDAR** – Brian Wray made a motion to approve the January 19, 2016, Planning Commission minutes. Donna Pacetti seconded. The motion was approved by a vote of five to zero (5-0). Robert Kieber absent.

**4. CITIZEN'S COMMENTS:**  
None.

**5. PUBLIC HEARING:**

**A. Conditional Use Permit – Accessory Apartment and Site Plan Modification, 933 Blue River Parkway, Lot 6A-2, Silverthorne Subdivision #2.**

Greg Roy, Planner I, presented the project. The Applicant, Chris Petersen, is requesting approval of a Conditional Use Permit and Site Plan Modification to allow one accessory residential unit in a C-1 Zone District.

**COMMISSIONER QUESTIONS:**

Donna Pacetti - Glad to see two dedicated parking spots, parking is crowded at this business.  
Brian Wray - Nineteen spaces currently?  
Greg Roy - Yes.  
Brian Wray - Spaces are taken by vehicles being worked on, don't know how that correlates to everything.  
Tanya Shattuck - If the Applicant sold the business, the apartment wouldn't be a separate transaction, it would have to be kept as part of the business, it's a package deal?  
Greg Roy - Yes.

**APPLICANT COMMENTS:**

Chris Peterson - Applicant, discussed the difficulties in retaining employees with no employee housing, hoping to have more success. Parking is a challenge; some cars are there for two to three days while being repaired. Parking problem is in the first part of the day, cars being dropped off. Employee cars will already be in their parking spots. Will have to work around that, and will have to ensure that patrons have parking spots. Definitely a need, and is a challenge. Will probably be a manager's residence. Requested approval.  
Brian Wray - Will the business open during construction?

- Chris Peterson - Yes, will have minimal impact; will have to bring in a four inch water line to meet the fire sprinkler requirements.
- Donna Pacetti - Asked Applicant if he has seen the conditions and is agreeable with them?
- Chris Peterson - Yes. Aware that would have to sell as one unit.
- Brian Wray - Would suggest changing the truss detail, walkway is fairly protected from snow and ice.
- Chris Peterson - Will consider changing trusses, aware snow does pile up, have to figure out how to move the snow and keep it from icing up.
- Brian Wray - Should have done the apartment when business was built.
- Jenny Gloudemans - Great use of space and solve the problem of housing.

**OPENED PUBLIC HEARING**

None.

**COMMISSIONER COMMENTS:**

None.

**SUSAN BYERS MADE A MOTION TO RECOMMEND APPROVAL OF THE CONDITIONAL USE PERMIT AND SITE PLAN MODIFICATION FOR A SINGLE APARTMENT LOCATED AT 933 BLUE RIVER PARKWAY, 960 MESA DRIVE, IN THE C-1 ZONE DISTRICT, WITH THE FOLLOWING STAFF RECOMMENDED CONDITIONS:**

1. The two spaces designated for the Accessory Residence shall be signed for "Residents Only".
2. The applicant will have to bring the site into conformance with the handicap parking minimums.
3. The applicant only rents or leases the unit to persons employed, for 30 or more hours a week, by either the car wash, Grease Monkey, or Full Service Tire Center.
4. The accessory residence may not be rented or leased for a term of less than six (6) consecutive months.
5. The applicant shall provide staff with the most current lease whenever the occupancy changes or every year from the date of this approval, whichever is less.
6. The CUP is personal to the applicant, Evergreen Property Holding, Chris Peterson, and is nontransferable. Should the applicant's ownership terminate or be transferred during the term of the CUP, the CUP shall expire.

**DONNA PACETTI SECONDED. MOTION PASSES BY A VOTE OF FIVE TO ZERO (5-0). ROBERT KIEBER ABSENT.**

**6. ACTION ITEM:**

**A. Site Plan Modification – Camburas & Theodore Ltd., 297 Summit Place, Tract A, Summit Place Subdivision.**

Greg Roy, Planner I, presented the project. The Applicant, Camburas & Theodore Ltd., 297 Summit Place, Summit Plaza Subdivision is requesting approval of a Site Plan Modification to allow a four foot parapet extension for a new Marshall's Store.

**COMMISSIONER QUESTIONS:**

- Brian Wray - What is the purpose of the extension?
- Greg Roy - To be consistent with the top of the OfficeMax parapet and the Marshall's parapet to the same height for a uniform look.
- Brian Wray - If there is no business in there, is Marshall's going in there.
- Greg Roy - Yes.
- Brian Wray - Marshall's wants to do this to have a bigger sign?
- Greg Roy - The size of the sign wouldn't change, makes the entire front of the building better.

Susan Byers - Asked about the graphics and the proposed extension as shown.  
 Greg Roy - Sign will be permitted separately.  
 Jenny Gloudemans- The OfficeMax sign sticks out as well, and will be consistent with the OfficeMax sign?  
 Greg Roy - Correct.  
 Jenny Gloudemans - And will the sign be juttet out?  
 Greg Roy - Showed Planning Commission on the rendering the comparison of the two signs and will be adding a little bit of height to the sign.  
 Susan Byers - Asked about the column detail.  
 Greg Roy - Explained the column detail on the rendering.  
 Tanya Shattuck - Asked if Staff had reviewed the parking by the liquor store and in the corner of the property and if this would affect that.  
 Greg Roy - No. This proposal won't impede any of the current configuration of the drive isle or parking.  
 Tanya Shattuck - Excited to see something like this come into that area, nice facelift for that complex.  
 Brian Wray - Hope they can make it work, thought the furniture store was nice and they couldn't make it.  
 Susan Byers - True, but this is an apparel shop and it should do well, is a well-known store.

**APPLICANT COMMENTS:**

Jessica Wiebesiek - Applicant/Architect. Explained the proposal for an extension of the parapet and the site work to make it ADA compliant. Requested approval.  
 Susan Byers - Where are the shopping carts going to be located?  
 Jessica Wiebesiek - In the vestibule area inside, any overflow will be right along the vestibule. Don't keep their shopping carts outside.  
 Brian Wray - How many Marshall's are in Colorado?  
 Jessica Wiebesiek - Don't have that information on hand, between Sierra Trading Post, Marshall's, TJ Maxx and Home Goods there is probably about 100 in the Denver and Denver metro area.  
 Susan Byers - When is the anticipated opening date?  
 Jessica Wiebesiek - As soon as the landlord's work is completed, have already gone through the permit process. Hoping soon.  
 Susan Byers - This summer or a year from now?  
 Jessica Wiebesiek - We're hoping for fall of last year, hope to be under construction by spring.

**COMMISSIONER COMMENTS:**

Donna Pacetti Think it's great.  
 Brian Wray Improving an existing structure and making it work for their store.  
 Susan Byers The parapet makes sense, the whole side of the building will be consistent, and looks good with OfficeMax, the scale works for the co-tenant. That will be a draw for the complex.

**DONNA PACETTI MADE A MOTION TO RECOMMEND APPROVAL OF THE SITE PLAN MODIFICATION OF THE SITE PLAN MODIFICATION FOR THE FOUR FOOT PARAPET EXTENSION LOCATED AT 297 SUMMIT PLACE.**

**JENNY GLOUDEMANS SECONDED. MOTION PASSES BY A VOTE OF FIVE TO ZERO (5-0). ROBERT KIEBER ABSENT.**

**6. OTHER ITEMS:**

Matt Gennett informed the Planning Commission that South Maryland Creek Ranch is being reviewed, trying to get them before the Planning Commission on the February 16<sup>th</sup> meeting. Brian Wray asked if the Town would be hiring a building inspector or would Summit County still be doing

the inspection. Matt Gennett stated that the Summit County Building Department has enough staff. Any plans will go through the internal Town of Silverthorne review prior to being sent over to the County for permitting review. Anticipating 30 to 35 units in the first year.

Matt Gennett stated that Angler Mountain Ranch is still building, have an aggressive plan for this summer, one more filing, and possibly two, hopes to have build out complete. Will still have the single family custom home lots for sale. Compass Homes currently as a petition for annexation of a parcel of land located by the Xcel substation, currently is under 241unit density that was allowed, is proposing 18 units, proposing 20 acres as open space.

River's Edge is still moving forward.

The Silverthorne Theatre is moving forward

Sauce on the Blue – currently Staff is working with them on their outdoor patio request and external mechanical approval which would change the exterior of the building on the river side.

The Old Dillon Inn is still a waiting game. Several inquiries have been made from a Panera Bread, O'Riley Parts to name a couple

DP

**CLOSED THE PUBLIC HEARING.**

**7. ADJOURNMENT:**

**DONNA PACETTI MADE A MOTION TO ADJOURN AT 6:55 P.M.**

**BRIAN WRAY SECONDED.**

**MOTION PASSES BY A VOTE OF FIVE TO ZERO (5-0). ROBERT KIEBER ABSENT**

Submitted for approval by:

Approved this of 16th day of February, 2016.

\_\_\_\_\_  
Melody Hillis, Planning Commission Secretary

\_\_\_\_\_  
Robert Kieber, Chairman

These minutes are only a summary of the proceedings of the meeting. They are not intended to be comprehensive or to include each statement, person speaking or to portray with complete accuracy. The most accurate maintained in the office of the Planning Commission Secretary.

MINUTES OF SPORT COMMITTEE  
January 21, 2016

**I. PROCEDURES**

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1. Call to Order: Don Hansen opened the meeting at 6:02pm.
2. Approval of Agenda/ Roll Call: Frank Gutmann, Don Hansen, Don Langmuir, Bob Mayerle, JoAnne Nadalin, Kathy Swanson, John Taylor  
Staff: Liz Hodson, Susan Lee  
Absent: Russ Camp, Tom Dopplick, Mary Kay Rachwalski, Marilyn Raymond, Marty Richardson, Pat Taylor  
Guests: Matt Quam, Silverthorne resident and business owner, Laura Karden, Silverthorne resident and Disc Golf enthusiast/author
3. Approval of Minutes: Motion to approve Don Langmuir; second Bob Mayerle
4. Public Comment: Matt Quam expressed to the Committee the skate board community's desire for expansion of the current Rainbow Park Skate park. He has offered his support/community knowledge when/if this becomes an opportunity. He also expressed concern over the damage that is occurring due to the packing of snow to build ramps and jumps for winter sledding/snowboarding activity. He asked if it would be feasible close the park during the winter months.  
-The committee asked Matt to put his thoughts, needs and costs in writing and forward it to Susan Lee to distribute to SPORT.

**II: DISCUSSION ITEMS**

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1. Updates from 2015 Goals Action list
  - a. Bicycle Friendly Community – Bike Rack Update  
-Greg Lithrop and his students from Snowy Peaks School will have bike rack plans to show SPORT in February.
  - b. Arctic Placer RFP for Construction Documents  
-Instead of an RFP, Susan would like to send out Request for Qualifications for design and construction for both Arctic Placer and the refurbish of Rainbow Park.
  - c. Raven Golf Course - Nordic Center Update  
-John said the course is pretty decent right now, but Raven staff's priority is snowplowing. Groomer sled has a broken wing. Also, it may be time to reintroduce the rules to homeowners in the area vis information signage and on Eagles Nest HOA website.
  - d. Salt Lick Trails RFP  
- National Trails Day, June 4<sup>th</sup>, is on the USFS calendar to have volunteers install signage and rebuild fences.
  - e. River/Water Walk Update  
-Greg Hardy and Dave Miller brought their river walk idea to EDAC and they were very supportive and responsive. Greg and Dave will bring their sign ideas/plans before SPORT at a later date.
  - f. NPP Fish Counts and Stocking Update  
-No update.
  - g. South Maryland Creek Ranch  
-Laura Karden attended the meeting and shared her extensive knowledge on Frisbee Golf. The members agreed to send a memo to SMCR on their

concept plans for the park. The memo should highlight their expectations for amenities and an inclusive public process. Laura Karden offered her assistance with the Frisbee golf course layout and design.

2. Discussion of 2016 Goals  
-2016 Goals Action List was updated

**III: ANNOUNCEMENTS**

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1. Upcoming meeting dates:
  - a. Joint Town Council/SPORT Meeting 1/26/16
  - b. Next SPORT Meeting 2/18/16
2. Staff and Member Comments  
-Members asked for a Segment 6 update. Easement negotiations continue with BRVRLE.

**IV: ADJOURNMENT**

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Motion to adjourn at 7:30pm Bob Mayerle, second Kathy Swanson