

# **THE TELLURIDE MASTER PLAN**

## **2006**

**REVISED AS OF JUNE 2012**

# TELLURIDE MASTER PLAN 2006

PREPARED BY THE TELLURIDE TOWN COUNCIL AND THE TELLURIDE PLANNING AND ZONING COMMISSION

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## TELLURIDE PLANNING DEPARTMENT

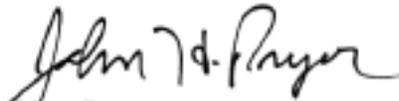
Chris Hawkins, Planning and Building Director  
Hal Hutchinson, Past Planning and Building Director

## CONSULTING SERVICES

RRC Associates, Chris Cares

**THE TOWN OF TELLURIDE (“TOWN” OR “TELLURIDE”) TOWN COUNCIL AND PLANNING AND ZONING COMMISSION EXTEND AN ACKNOWLEDGEMENT AND THANKS TO THE RESIDENTS OF TELLURIDE THAT PARTICIPATED IN THE DEVELOPMENT OF THIS PLAN.**

Adopted on August 8, 2006  
Town Council Resolution No. # 17, Series 2006

  
John Hans Pryor, Mayor

Adopted on July 20, 2006  
Planning and Zoning Commission Resolution No. 2006-001

  
John Micetic, Chair

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# INTRODUCTION

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The people of Telluride value the unique qualities of the community: its exceptional natural setting, historic roots, human scale of the built environment and pedestrian character. The community's shared values inspire passion for Telluride and these feelings connect the residents. Looking to the future, the Town will continue to reinforce and improve connections to one another by protecting and enhancing those characteristics that are valued.

**The community vision for Telluride is a unique place where inspired, creative participation by all residents takes place. This vision: 1) promotes a diverse, vibrant community; 2) protects and restores the natural environment, 3) fosters a healthy economy, and 4) preserves and enhances the built environment.**

## PLANNING PRINCIPLES AND VALUES

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### BACKGROUND

The Telluride Master Plan's ("Master Plan") objective is to create a framework for making decisions regarding the physical, social, economic and environmental development of the community. These elements are interdependent and maintaining the balance between them is crucial to a vibrant, healthy and sustainable community.

The Master Plan should be viewed as comprehensive, general, action-oriented and long range:

- Comprehensive:* The Master Plan is comprehensive in that it looks at all geographical areas within the town as defined by current town boundaries as well as at areas outside the town that may be influenced by, or have influence on, the development of Telluride.
- General:* The Master Plan is "general" in that it establishes policies that anticipate the future through general guidelines. It does not contain specific details concerning every problem, issue, use or location that will be addressed in coming years.
- Action:* Nevertheless, the Master Plan is also oriented toward taking action by providing guidance to citizens and public officials on decisions of local governance.
- Long-Range:* The Master Plan is "long range" in that it is based on a time frame that extends beyond the present and anticipates future problems and opportunities.

The Master Plan is founded on a series of "Planning Principles and Values." These are statements of fundamental beliefs held by the Telluride community that were repeatedly identified throughout various public processes. These concepts form the foundation for the principles described in each of the elements of the Master Plan and serve as a guide to citizens and elected officials in evaluating and planning for the future. The Planning Principles and Values are not a divergence from the historical desires of the community, but rather an update and refinement of these desires in the effort to address existing and future challenges.



## PRINCIPLES AND VALUES

**A. PLANNING HORIZON.** The planning horizon extends 15 years to 2021 and beyond. Following a 15-year planning horizon, the Town will continue to look into the future with a long-term perspective towards master planning and land use issues.

**B. “COMMUNITY” IS A CENTRAL VALUE.** The sense of "community" that is widely shared and valued in Telluride is based on many unique attributes that contribute to the quality of life:

- The passion of the people
- A walking scale
- The Historic District and structures
- Cultural traditions
- Recreation opportunities
- The mountain setting, environment and natural beauty



Telluride will protect these aspects of the community. Further, it will work to ensure that new buildings and other constructed improvements (the “built environment”) respond to shared values. Also, the manner in which problems and issues are approached is something that further defines Telluride. The Town will explore complex ideas, and sometimes divergent choices, through community dialogue.



**UNIQUE TO TELLURIDE ARE CERTAIN TRADITIONS THAT DEFINE THE CHARACTER OF THE COMMUNITY SUCH AS THE FESTIVALS, TOWN PARK, AND THE FREE BOX.**



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**C. THE MASTER PLAN'S SCOPE IS BROAD.** The Master Plan focuses primarily on the Town as defined by the current Town limits, but where appropriate, it addresses larger geographic areas. In cooperation with our neighbors, residents will consider the larger Telluride Region that is visually and physically interconnected with the town, including the surrounding mountain peaks and watersheds. Other issues that are addressed within the Master Plan but involve larger geographical areas include, but are not limited to, land use patterns surrounding the town and regional recreational uses.

**D. BALANCE ECONOMIC DEVELOPMENT WITH ENVIRONMENTAL PROTECTION, OPEN SPACE PRESERVATION, THE PROVISION OF HOUSING AND PRESERVING THE SCALE OF THE COMMUNITY.** We will seek balance between a healthy and stable local economy and the principles of protecting the environment, preservation of open space, providing housing for the local resident work force, and protection of the existing pedestrian scale of our historic built environment. While each of these ideas and their associated values are identified as separate principles below, the overriding idea is the desire to have all of these principles addressed on an ongoing basis and to seek out ways of reconciling choices through a balanced approach. The Town is committed to choosing policies and an overall direction that considers all of these factors and recognizes that they are intertwined.

**E. TELLURIDE IS A LEADER IN PRESERVATION OF THE NATURAL ENVIRONMENT.** The Town will preserve and restore the natural environment in and around Telluride and identify this as a paramount value. Telluride strives to be at the forefront of Colorado communities in implementing programs to limit pollution, provide open space protection and other resource protection programs. Further, energy conservation is a community value that will be explored and innovations pursued with the goal of protecting scarce resources.

**F. THE ECONOMIC HEALTH OF THE TOWN IS VITAL.** Telluride will work towards a flexible, diverse and sustainable local economy. The economic health of the town is vital, and changing economic conditions in the Telluride Region will create challenges as well as opportunities. The Town will continue to encourage a shift to a more diversified and sustainable economy. Tourism and the continued development of Mountain Village, with retailing and a visitor/second home bed base, will influence economic activity in the Telluride region. The Town will seek to retain the vitality of current retail uses in Telluride, with particular emphasis on the Commercial Core area, and will encourage commercial enterprises that serve and encourage resident, visitor and second home retail spending within Telluride.

**G. SUPPORT TOURISM AS A KEY COMPONENT OF THE ECONOMY.** We value our role as a destination resort attracting visitors from around the world. Telluride will focus on the development of a year-round economy, collaboration with the ski area and festival organizers, and marketing and promotional efforts that reach broad demographics (as exemplified in the current organization, Marketing Telluride, Inc.) to maximize economic benefits to all.

**H. TELLURIDE WILL PRESERVE ITS "ROUGH AND NATURAL" CHARACTER.** This core idea was originally expressed in the 1987 Master Plan. It addresses the community's desire to retain the character of Telluride through a mixture of finished and naturally aged materials and treatments, simple streets and alleys, sidewalks limited to where necessary, native landscapes, undefined visual edges between public and private property, and an eclectic use of natural building materials. Telluride also embraces the diversity of personalities that contribute to community character.

**I. "SUSTAINABLE" USE OF NATURAL RESOURCES SHOULD BE FULLY EXPLORED IN POLICY DECISIONS.** The Town will continue to evaluate economic choices in terms of sustainability, and will minimize its use of scarce resources. The Town is committed to initiatives that will improve our ability to thrive as a community without relying on wasteful consumption of resources or economic development that requires inputs that cannot be sustained over time.

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- J. OPTIMIZATION OF EXISTING INFRASTRUCTURE WILL BE CONSIDERED AS A CONDITION OF ANY SIGNIFICANT EXPANSION OF BUILT FACILITIES.** The overriding principle is to ensure that the Town will make maximum use of existing public services and facilities such as water, wastewater, parks, and recreation facilities before undertaking significant expansion projects. Telluride will pursue the optimization of community resources through encouraging collaboration and synergy between community groups. In addition, the Town will consider infrastructure and capacity issues in marketing and events planning.
- K. OPEN LANDS PROTECTION IN THE TELLURIDE VALLEY AND THE SURROUNDING MOUNTAINSIDES ARE FUNDAMENTAL TO THIS PLAN.** The protection of designated open space areas in the Telluride Valley and the surrounding mountainsides are fundamental to the Master Plan, with priority given to riparian areas and wetlands, wildlife corridors and critical habitat, hillsides, town edges, the Valley Floor and high country areas above the Telluride Valley. The Telluride Open Lands Plan establishes a strategic framework for guiding the Town's land protection efforts and the Master Plan incorporates various elements of the Open Lands Plan, including specific protection strategies and actions.
- L. TELLURIDE'S HISTORIC BUILDINGS WILL BE PRESERVED AND CELEBRATED.** We value the architecture and historic preservation of more than 300 buildings that comprise our National Historic District, a designation crucial to Telluride's identity. Policies, codes, processes, and review systems ensure protection of these historic buildings as well as compliance in design, adaptive reuse, and construction.
- M. TELLURIDE WILL SUPPORT TOURISM AND MARKETING PROGRAMS.** A more diverse tourism program, to include heritage and eco-tourism promotion, will be encouraged. The Town will endorse and support the recommendations of the 2005 Marketing Plan and will work with local marketing organizations to achieve marketing and economic goals.
- N. TELLURIDE WILL PROTECT THE "EDGES" OF THE TOWN.** The Master Plan defines an "edge" to the town, with large open space areas abutting the edges of the developed town in a distinct and visible way, with the required protection of open space beyond that edge. Any impacts on the defined edges will be evaluated and the open space areas beyond the edges will be protected using all alternatives available to the Town.
- O. MAINTAIN AND ENHANCE THE PEDESTRIAN ORIENTATION OF TELLURIDE.** This value will further the ability of residents and visitors to walk throughout the community in all seasons and to experience social interactions at various gathering points around town. While vehicular mobility will be considered, the objective to protect and enhance pedestrian movements will be given priority in community decision-making.
- P. A "CAMPUS" ATMOSPHERE IS VALUED.** The Town will reinforce its "campus" atmosphere, where a walking environment and social interactions are enhanced, with the goal of creating a pedestrian environment and a variety of destinations. This "campus" value is embraced by many and will guide efforts to plan for a walking environment within the Town of Telluride. Central to this "campus concept" is the idea of a secure and protected environment where the free exchange of ideas can occur in a public space. Using the example of a campus setting can help frame goals for planning for automobiles in a manner that balances user convenience with specified restrictions, such as discouraging encroachment into key areas of the community, at selected times and under controlled conditions. Further, it expresses the desire to maintain our environment and educational resources where lifelong learning can occur.
- Q. PUBLIC TRANSPORTATION IS THE KEY TO SUSTAINABILITY.** The community will plan for, maintain and enhance regional transportation systems and opportunities. Recognizing that transportation solutions are inextricably tied to energy costs and resources, techniques for moving citizens and visitors throughout the region will be explored including buses, innovative "people movers" and other to-be-identified systems and approaches. The gondola is a critical element in the regional transit system that should be retained.



**R. PARKING WILL BE DISTRIBUTED THROUGHOUT THE TOWN.**

The Town will pursue a three-part planning direction with respect to the circulation and parking of automobiles with some parking in the commercial core, some near the edges of town and some at a regional facility. Telluride will plan for the diversion of some vehicles outside of the town, with appropriate parking areas to be obtained and constructed. In addition, the Town will continue to plan an “intercept” strategy for some diversion of vehicles to parking areas at the public parking facility in southwest Telluride and in nearby public lots.

**S. SUPPORT REGIONAL PLANNING EFFORTS.**

In order to address the need for services and facilities for the town residents as well as residents of the larger region, Telluride will work cooperatively with San Miguel County, Mountain Village and other local governments and entities to explore and resolve regional issues. Telluride should be the commercial hub of the area, with a full range of services and facilities. In collaboration with our neighbors, the Town will plan for a range of land uses within the town. When this is not possible to locate uses in Telluride, efforts will be made through the planning process to address the full range of impacts for traffic-generating land uses located outside of town.

**T. MEASURE FISCAL IMPACTS OF DEVELOPMENT.**

The fiscal impacts of new residential and commercial development will be evaluated and negative impacts will be mitigated to the extent possible. The importance of ensuring that new residential and commercial development address the full range of assorted impacts is paramount to evaluating and guiding new development. Codes will continue to be refined and developed to ensure that the costs of growth are understood and equitably addressed.

**U. ADEQUATE EMPLOYEE HOUSING WILL BE PROVIDED.** It is the goal of the Town to ensure that decent and affordable housing exists in Telluride. The Town recognizes that housing the local workforce in the town is necessary to maintain community and to ensure adequate local and visitor services. The Town will adhere to and support the principles and recommendations of the Strategic Housing Plan. Based on this recognized need, the Town has an established goal of housing at least 70 percent of those working in the Telluride Region within the Region.

**V. EMPLOYEE HOUSING WILL BE REQUIRED AS PART OF NEW COMMERCIAL DEVELOPMENT.** New commercial accommodations and commercial uses will be required to create housing to address the needs of employees associated with the new jobs created. Historically the Town has required commercial and accommodations development to create affordable housing to help keep up with new job creation. This requirement will continue, but it will be reevaluated to ensure that the burden on commercial development does not conflict with other community objectives.

**W. THE TOWN WILL EVALUATE WHETHER AFFORDABLE HOUSING MITIGATION SHOULD BE REQUIRED FOR SINGLE FAMILY AND DUPLEX DEVELOPMENT.** Evaluate residential development to determine if such development should be required to participate in the creation of affordable housing. After this evaluation, the Town may create regulations to ensure that new job generation associated with residential development is understood and mitigated.

**X. TOWN-OWNED LAND WILL BE CAREFULLY PLANNED.** Land owned by the Town is viewed as a significant resource. Planning will occur to ensure that lands owned by the Town will be used to further public objectives including the need for facilities to provide services, the opportunity for shared parking and the protection of desired land uses such as shared meeting spaces, shared equipment, and perpetual retention of community-serving retail uses.

**Y. SUBAREAS WITHIN THE TOWN WILL BE IDENTIFIED AND PLANNED.** Telluride will conduct special planning efforts for three geographic areas within the town that require careful attention and merit additional planning at a detailed scale. The Master Plan anticipates the creation of “subarea” plans to deal with several opportunity areas. These include:

- 1. CARHENGE/COONSKIN AREA/PEARL PROPERTY.** This subarea includes the Carhenge Parking Lot and Mountainside Inn (Coonskin Inn), Cimarron Lodge, Shandoka, as well as the vacant Town-owned parcels including the Pearl Property and the Shandoka Parking Lot;
- 2. THE “FOUR CORNERS”.** This subarea includes publicly- and privately-owned land at the intersection of Pacific and Fir for structured parking and other redevelopment; and
- 3. THE COMMERCIAL CORE AREA.** This subarea includes the north and south sides of Colorado Avenue, from Aspen Street to Alder Street. This subarea is also designated to include the Town-owned land at the old Library site, as well as other locations around the downtown area. Given here is also recognition that the Commercial Core area is threatened, additional efforts may be needed to ensure that important aspects of the downtown receive adequate attention, including: monitoring of economic health, oversight, advocacy, parking, historic preservation planning, retention of key uses, economic incentives for selected commercial uses and others.



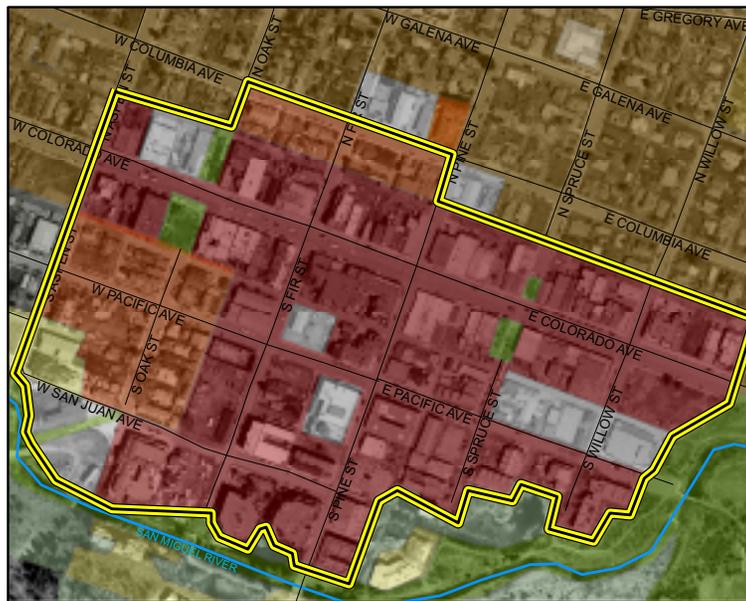
In addition, there are several other Town-owned parcels that should be planned together. These areas are described in detail in the Master Plan.

# TELLURIDE PLANNING SUBAREAS

## TELLURIDE PLANNING SUBAREAS



The "Four Corners" Area - Downtown Telluride



Commercial Core - Downtown Telluride



Carhenge/Coonskin  
Pearl Property

### Zoning and Land Use

- Roads
- Highway
- Rivers/Streams
- Ski Lifts
- ▭ Town Boundary
- ▭ USFS Land
- 1 - Historic Residential
- 2 - Residential
- 3 - Hillside Residential
- 4 - Hillside Developing
- 5 - Residential/Commercial
- 6 - Commercial
- 7 - Accom & High Density Res (AC II)
- 8 - Accommodations Special (AC I)
- 9 - Town Park
- 10 - Open Space
- 11 - Public Purpose

Aerial Photo of Telluride

Value

High : 255

Low : 0

# PRESERVATION OF COMMUNITY

## INTRODUCTORY STATEMENT

Preserving the "sense of community" in Telluride is an abiding local sentiment that has strengthened despite considerable changes to the community over recent decades. The importance of maintaining this characteristic in the face of change is a transcendent local objective. While definitions differ widely on what "community" really means, there are certain attributes that consistently emerge in local descriptions. Residents and visitors feel Telluride is unique, with a variety of qualities that contribute to making it so, including an historic town with a special look and feel at the base of a majestic box canyon. Sometimes termed "hard to get to" and "different," in many cases these are perceived advantages that set Telluride and its visitors apart from the increasingly similar character of other mountain towns. Cultural traditions that include the festivals that celebrate a diversity of human interests and talents are also an important part of the local fabric. For some, it is all the special things about small town living: knowing neighbors, a close group of friends, the neighborhoods, support in times of need, and a sharing of problems and successes that make Telluride a good and special place to live. For others, it is the environment, the recreation opportunities, the changing seasons, the cultural history of the town and the special physical place.

Woven together, these diverse elements emerge in the few words "sense of community" that to many in Telluride means an essential way of life that should be recognized, protected and enhanced through the Master Plan and other indigenous efforts. This quality of local life is the first goal identified in the Plan and should be recognized as the central theme in Telluride's effort to define and control the future for residents and visitors alike.



### **GOAL A: Maintain and enhance the unique sense of community that is present in Telluride today.**

#### **POLICIES/ACTIONS:**

1. Preserve and encourage social and cultural activities that enhance the living environment for year-round and seasonal residents, as well as the visitor population. These include the festivals, a strong local school system, the wide variety of programs available at local theaters, and a rich offering of non-profit organizations that cater to diverse interests and activities.
2. Give special recognition in the Master Plan to those qualities and features that make Telluride unique and use these elements to protect and cultivate the town's sense of identity. The most basic of these qualities is the town's setting, with a special scale, views, and proximity to mountains. The community itself represents another asset, with an energy and level of civic involvement and accomplishment that is missing in many other towns of larger size. Together, these natural and human resources represent a base upon which the Master Plan seeks to build.
3. Ensure the provision of affordable housing within the town which serves both year-round and seasonal employees. Without a stable resident population, the sense of community will be compromised.

4. Recognize and preserve the visual scale of the town in the context of the mountain backdrop.
5. Maintain the compact nature of the town. Identify, reinforce and respect the clearly defined edges which distinguish the town from surrounding open spaces.
6. Identify and protect those scenic vistas that make Telluride special, when viewed from within or outside the town.
7. Maintain the integrity of the National Historic District designation of Telluride.
8. Identify the economic development activities which are in the mutual interest of the year-round and seasonal residents and visitors to Telluride. Maintaining the balance between a healthy economy and other defining characteristics of a strong community contributes to the quality of place.
9. Ensure adequate land is available within the Telluride Region for necessary public facilities. It is envisioned that necessary medical facilities can be provided in the Lawson Hill-Society Turn area, and a new school can be provided in the West Hillside area.

Note that the objectives identified under the Preservation of Community heading are expanded upon in later sections with more elaborate statements under the policies/actions. There is strong local sentiment that "community" should be given central treatment in the Master Plan and in decision-making from here forward.

# TELLURIDE'S ROLE IN THE REGION AND ANNEXATIONS

## INTRODUCTORY STATEMENT

The Master Plan identifies three separate geographic areas in which Telluride has interest. Each is mapped and is also explained in the text of the Master Plan. The largest, the Greater Telluride Region, extending from the mountains on the east, to the top of Lizard Head Pass, on to the Town of Norwood and to the Town of Ridgway (Please refer to the Greater Telluride Region Map). Within this area, actions by Telluride create impacts, but the Town, in turn, is also influenced by the actions of both public and private agencies. Telluride desires to cooperate with San Miguel County, Mountain Village, special districts and other jurisdictions and be involved and informed of significant proposals actions in the Greater Telluride Region. In turn, Telluride should provide an opportunity for these jurisdictions to comment on significant proposals before the Town.

The Master Plan also identifies the Telluride Region ("Region"), an area in which it is recognized that the Town plays a critical role. The Region is shown on the Telluride Region Map. The Town is strongly concerned about what occurs in the Region and finds that there is a need for cooperation between the Town, Mountain Village, San Miguel County and the United States Forest Service to understand issues and impacts that occur in the Region due to the mutual dependency that exists between each of these entities. Within the Region, the Town, Mountain Village and County jointly recognize a need for a reasoned and consistent policy guide for dealing with new development or the annexation of existing development.

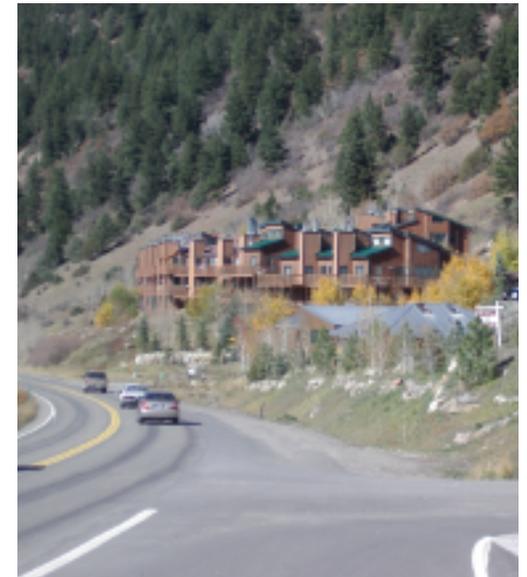
Telluride itself represents another important geographic area described in this Master Plan. This is the area that falls within the municipal boundaries. The Master Plan anticipates the expansion of the Town boundary through annexation and commits, through the Master Plan and other policies and actions, to plan for and serve the residents of the Town as it exists today and as it may enlarge in the future.

## **GOAL B: To provide for logical extensions of the Town boundaries in situations where new or existing development is consistent with this Master Plan.**

### **POLICIES/ACTIONS:**

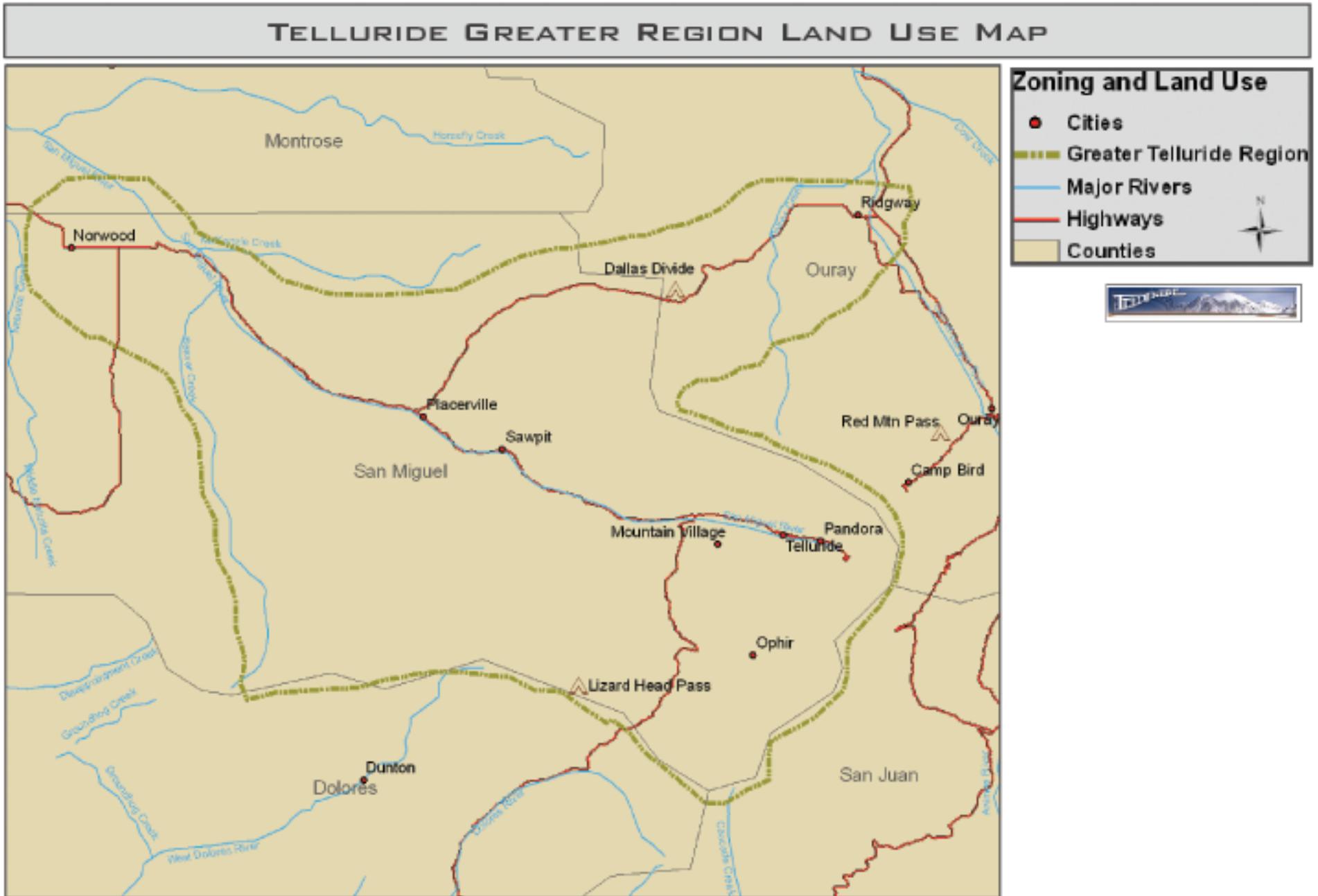
1. As a means of establishing the policies and procedures that will apply to annexing lands the Town and County may adopt and maintain an intergovernmental agreement as permitted by the State of Colorado (CRS 29-20-101 et seq.).
2. The Town does not anticipate the annexation of territory for which it has no capability of providing municipal services unless such areas are found to not require services.
3. The Town will encourage the County to review developments to ensure that they are in accordance with the Master Plan.
4. Encourage the County to evaluate proposed land uses in San Miguel County to meet Town policies and guidelines.
5. San Miguel County, the Town of Mountain Village, the Town of Ophir and the Town should participate in the creation and adoption of a joint master plan for the Region.

6. The Town will encourage the County to work together to jointly develop policies, standards and fee structures that will be applied in an equitable manner through the Region to ensure that growth is paying its own way and that the publicly mandated costs of development are equalized to the extent feasible.
7. A formal referral process for development review should be developed and maintained between the Town, Mountain Village and San Miguel County.



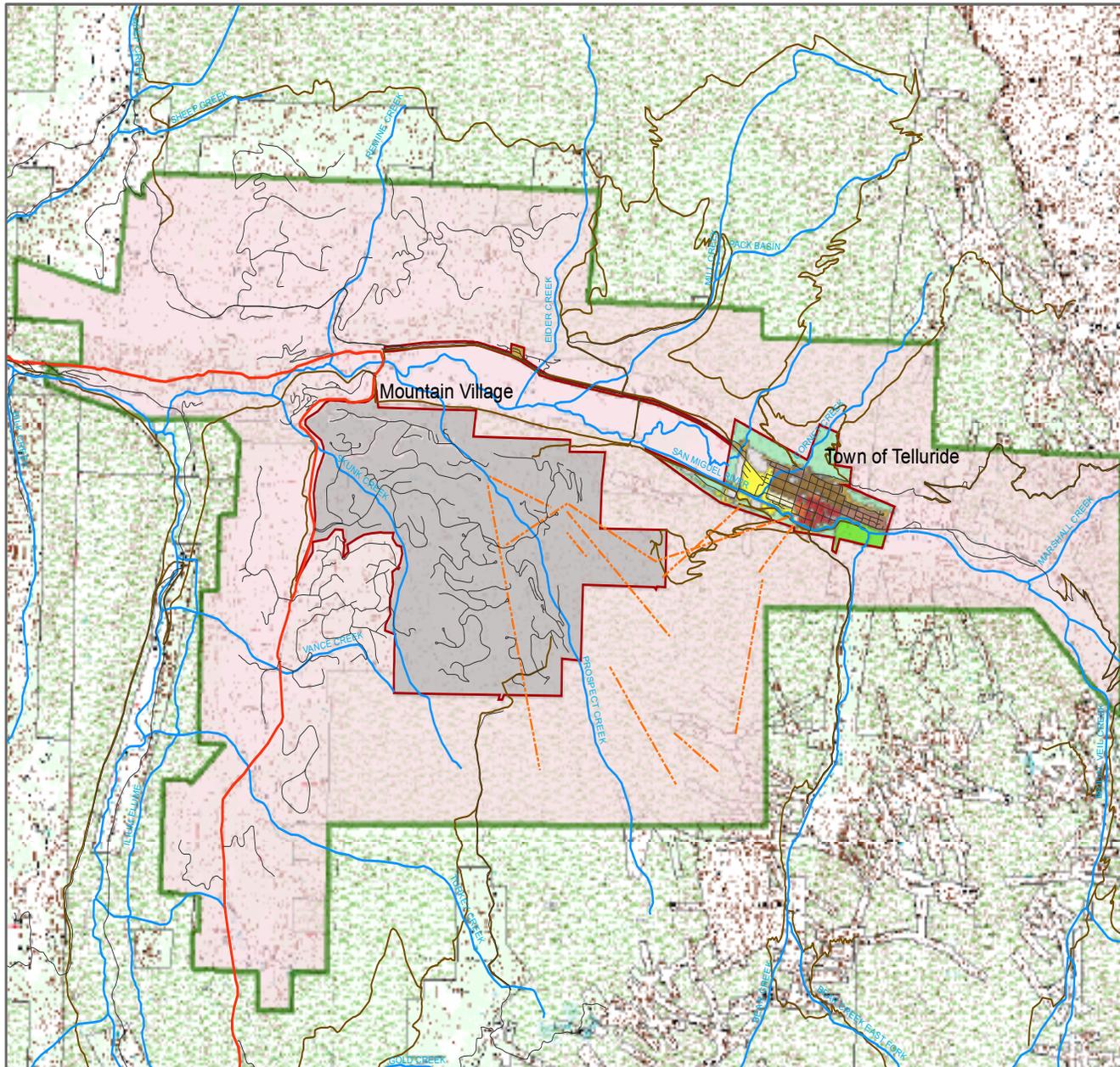
8. New annexations will only be approved in areas where a full range of services and infrastructure can be provided, including but not limited to sewer; water; police protection; road maintenance by the Town or some other entity approved by the Town; fire protection adequate for the proposed development; parks; and schools.

# GREATER TELLURIDE REGION MAP



# TELLURIDE REGION MAP

## TELLURIDE REGION



### Zoning and Land Use

- Roads
- Highway
- Rivers/Streams
- Ski Lifts
- Trails
- Town Boundary
- USFS Land
- 1 - Historic Residential
- 2 - Residential
- 3 - Hillside Residential
- 4 - Hillside Developing
- 5 - Residential/Commercial
- 6 - Commercial
- 7 - Accom and High Density Res (AC II)
- 8 - Accommodations Special (AC I)
- 9 - Town Park
- 10 - Open Space
- 11 - Public Purpose
- Town of Mountain Village
- Telluride Region Boundary



ADOPTED SEPTEMBER 15, 2005  
 PLANNING AND ZONING COMMISSION  
 RESOLUTION #05 - \_\_\_\_\_

*[Handwritten Signature]*  
 CHAIR

# ENVIRONMENTAL PRESERVATION AND RESTORATION

## INTRODUCTORY STATEMENT

Preserving and restoring the natural environment in and around Telluride is of paramount importance to the community. Environmental protection has been identified as a priority, and the Town has varying levels of policies and regulations that address environmental protection such as floodplain regulations, wetlands regulations and geologic hazard protection, and air and noise controls. These policies, programs and regulations will continue to be evaluated to ensure that they meet or exceed community-held goals and objectives.

While there has been considerable work done on cleanup of mill sites and other environmental contaminants, a need remains for additional environmental restoration. Telluride will actively encourage and where possible require continued efforts to remediate environmental hazards both in and around the town.



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## **GOAL C: Protect and restore the natural environment to ensure the health of the local ecosystem including sustained human existence.**

### **POLICIES/ACTIONS:**

- 1.** Reevaluate the Town's current environmental regulations in light of sustainable objectives and revise or further integrate current regulations to address changing considerations.
- 2.** Reduce the Town's carbon footprint by setting measurable reduction goals.
- 3.** Ensure that soils throughout the town meet or exceed maximum safe standards for all contaminants.
- 4.** Ensure that the existing and future water supplies for the Town meet or exceed health standards.
- 5.** Avoid degradation of existing and future water supplies through supporting the County's Source Water Protection Program.
- 6.** Ensure all ground and surface water in the Telluride Valley meets or exceeds water quality standards capable of supporting an aquatic ecosystem.
- 7.** Ensure that the wetlands and riparian areas in and near the town are identified and enforce the regulations protecting these areas.
- 8.** Evaluate current impacts of surface drainage and storm runoff and seek to regulate these conditions as appropriate.
- 9.** Where possible, restore the San Miguel River to its natural course and restore the health of the riparian area and natural habitats.
- 10.** Study, protect and preserve wildlife and fish populations in and near town to minimize human impacts and human/wildlife conflicts.
- A.** Ensure functioning aquatic and riparian habitats in the San Miguel River and tributary Cornet, Mill and Bear creeks through minimizing impacts to water quality associated with human activities including urban runoff, pets, illegal dumping, activities on National Forest lands, etc.
- B.** Prevent, to the greatest extent possible, the town from becoming a food source for local wildlife, using such measures as animal-resistant trash receptacles, public education, etc.
- C.** Carefully study reintroductions of pre-existing native wildlife to the local ecosystem.
- D.** Along the identified river and stream corridors, require development, including landscaping, to incorporate native vegetation.
- 11.** In cooperation with the State of Colorado and in conformance with applicable regulations, Telluride will encourage early detection, prevention and rapid response to invasive species.
  - A.** The Town will maintain an integrated management approach for invasive plants and animals.
  - B.** Update and enforce landscaping guidelines prohibiting invasive species.
- 12.** Ensure that air quality in the Region meets minimum State and Federal standards. Establish local air quality standards for Telluride.
- 13.** Eliminate solid fuel burning devices through the current reduction program provided for in the Municipal Code.
- 14.** The concept of a "quiet" community is desired by Telluride. Evaluate potential regulations for noise in town and adjacent to environmentally sensitive lands to minimize adverse impacts.

# ECONOMIC DEVELOPMENT

## INTRODUCTORY STATEMENT

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Telluride recognizes the importance of a vibrant economy as a cornerstone of a sustainable community, and fosters initiatives to encourage economic health. Real estate sales, construction and tourism drive Telluride's economy. Diversity in types of businesses and labor skills are key to a sustainable economic environment.

The Town's efforts to foster a flourishing economy will focus on the Commercial Core and on increasing economic diversity; enhancing activity in shoulder seasons; broadened marketing to encompass heritage and eco-tourism opportunities; recruiting, training and retaining employees; recognizing that a positive visitor experience is directly related to a positive economic environment; improving infrastructure such as signage, parking, lighting and public amenities; creating a business incubation environment that promotes new enterprises and entrepreneurialism; providing stable, year-round employment; and, demanding environmentally protective and socially responsible business practices to safeguard the health of the environment and employees. To this end, the Town should consider and evaluate the establishment of an entity that partners with businesses.

Maintaining a stable and motivated workforce requires affordable housing and a viable system of public transportation. Town support for other essential services such as affordable childcare, youth programs and community amenities is also a priority.

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### **GOAL D: Achieve a well balanced, diversified economic base that is strong enough to withstand the inevitable fluctuations in weather, in competitive environment, and shifts in consumer tastes and habits; this will help to ensure local employment opportunities sufficient to support a fully employed permanent population.**

#### **POLICIES/ACTIONS:**

1. Recognize the importance of the Commercial Core as the center of regional business activity.
2. Recognize the Commercial Core as a key component of the historic community identity as a part of the Telluride National Historic Landmark District, while also providing the central location in town for social interaction and visitor appeal.
3. The Town and/or the business community should actively monitor the economic health of the Commercial Core and take steps to support a vibrant and economically successful town center (See Commercial and Accommodations Land Use section).
4. Participate with regional employers and governments to plan and fund the positioning and marketing of Telluride through such entities as Marketing Telluride, Inc.
5. Broaden marketing to encompass heritage tourism and eco-tourism.
6. Measure and monitor current marketing efforts and establish performance measures for the expenditure of public monies.
7. Base the economic development program in Telluride on public/private partnerships that emphasize the support and advocacy of existing businesses.
8. Emphasize the recruitment, training and retention of employees through programs and infrastructure.
9. Evaluate Town, County and State fees and tax structures regularly for their impact on businesses and revise them where possible to promote a viable business environment.
10. Develop programs to encourage greater local purchasing and identify, understand and reduce the impacts of economic leakage from Telluride to other communities.

## **POLICIES/ACTIONS:**

- 11.** Recognize second home owners as an important component of Telluride's economy. Capture their expenditures and encourage year-round use and rentals of their dwellings.
- 12.** Focus visitor-related capital and marketing investments on improvements in infrastructure such as signage, parking, lighting, and public amenities, as well as programs that maintain the vitality of the Commercial Core, increase visitation in off-peak periods and promote successful, established festivals and events. Establish performance measures from the expenditures of these public monies.
- 13.** Coordinate with the Telluride Ski and Golf Company, a large employer that contributes significantly to the local economy, to insure a sufficient regional bed base and to examine the maintenance of and need for regional infrastructure for physical, social, cultural and recreational activities.
- 14.** Maximize use of existing facilities before adding new facilities, programs or events.
- 15.** Ensure the availability of suitable sites for commercial and industrial expansion through the Master Plan land use designations and eventual zoning of the land.
- 16.** Identify sites and/or development proposals that have the potential to broaden the economic base in the Telluride area. Encourage applicants to create facilities, products and promotions that have the potential to fill market niches that complement the existing economic base. Create and communicate a



GUS GUSCIORA | TELLURIDE SKI RESORT

business environment that is receptive to new ideas and innovative strategies that will stabilize and/or diversify the economy.

- 17.** Encourage and facilitate opportunities for residents and visitors to use electronic ties to the world for work and play in the Telluride Region through strengthening telecommuting capabilities and ensuring the availability of high speed Internet access and other advanced technologies.
- 18.** Encourage the placement of employment and daycare services near housing. Mixed use development, where housing and commercial uses are integrated is strongly encouraged.
- 19.** Retain existing small business spaces and encourage new spaces for use by start-up and incubator businesses by exploring Town owned land, zoning changes, the creation or amendment of planned unit developments and partnerships with the private sector.
- 20.** Attract and support small businesses through an organization established for that function.
- 21.** Facilitate adequate tourist access to the Telluride Region by air and the State Highway network. Ensure continued viability of both the Telluride and Montrose airports, which are important access points to Telluride.
- 22.** Ensure, with regional cooperation, that the available supply of light industrial land in the County is not significantly reduced through rezoning and that the efficient utilization of land and careful site design in these areas are accomplished.

# AFFORDABLE HOUSING

## INTRODUCTORY STATEMENT

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Telluride is committed to housing a significant portion of the local work force. There is a direct relationship between employment growth and the need for additional housing priced within the means of the work force. The importance of creating and maintaining housing in proximity to jobs is recognized, both in support of the quality of life of workers as well as reducing overall transportation demands from long commutes. Further, the community is strengthened by residents who are able to work and live in town and participate in all aspects of civic life.

In 2004, the Town adopted the Telluride Affordable Housing Strategic Plan (“TAHSP”), which quantifies projected affordable housing supply and demand, and provides guidance to the Town in housing production and planning. Based on details provided in the TAHSP, the Master Plan envisions future affordable housing production occurring from three primary sources: 1) the mitigation program on new development; 2) incentives for private development to create new housing units; and 3) the Town directly producing units with funding generally derived from the dedicated ½-cent sales tax. Units produced by the Town require large cash subsidies to achieve affordability, thus meaningful mitigation requirements and incentives are vital to the program’s overall success. The Town will seek to acquire land for housing, both within and outside the Town, and will meet the recommendations of the TAHSP.

The TAHSP also documented the existing level of employees working and residing within the Region to be 54 percent, and projected a regional need for 470 to 948 additional housing units in the Telluride Region over the next 20 years in order to satisfy the goal of housing 60 to 70 percent of employees within the region. The Town has assumed its reasonable share of this regional need is 70 percent, resulting in a target range for unit production of 282 to 569 units. This projection of the TAHSP was based on several assumptions, including but not limited to a 2.1 percent/year annual growth in regional employment, a build out of property currently restricted to housing uses, current regional mitigation programs are maintained, and that the ownership of free market residential house stock occupied by regional employees continues to decline.

The Master Plan anticipates that the issue of affordable housing must be dealt with on a regional basis, as the problem extends beyond the Telluride area of influence. San Miguel County’s participation in programs will be solicited. Telluride will continue to emphasize affordable housing as a cornerstone of our community and will refine the housing strategy as these needs change over time.

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## **GOAL E: Provide for the construction and maintenance of affordable housing within the Town and the Region which serves both permanent population and seasonal employees and includes choice for both rental and ownership, in a mixture of locations and unit types.**

### **POLICIES/ACTIONS:**

1. Ensure a minimum of 70 percent of those working in the Telluride Region reside within the Telluride Region, achieved through a roughly equal share of public and private resources.
2. Maintain appropriate commercial, accommodations and residential mitigation rates for new development.
3. Continue to refine regulations to assure that all sources of employment are contributing equitably to the creation of housing for employees.
4. Ensure the mitigation program is generating a range of unit types which are affordable to a range of Area Median Income (“AMI”) income groups.
5. Evaluate and consider adoption of affordable housing mitigation requirements for single-family and duplex development.
6. Ensure affordable and employee housing is a use-by-right in all zone districts except the Open Space and Park districts.

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**POLICIES/ACTIONS:**

7. Participate with private developers and homeowners, financially and through zoning incentives.
8. Explore techniques to increase the effectiveness of density bonuses for affordable housing in the Commercial and Accommodations zone districts.
9. In residential zone districts, improve the current density bonus and tap fee waiver program for “back-yard” and secondary units. Consider competitive grants or a revolving loan fund to convert existing sheds into affordable housing units.
10. The Town and Telluride Housing Authority shall leverage funds and legal powers to provide affordable housing in the Town and Region.
11. Continue cooperation with regional jurisdictions on the administration and management of housing deed restrictions, and land acquisition. When participating financially with regional jurisdictions on affordable housing production, ensure continued affordability of the resulting units.
12. The Town and Telluride Housing Authority policy shall be to maintain a geographic distribution of affordable housing throughout Telluride and the Region, avoiding large enclaves. Locate affordable housing proximate to identified public transportation routes when feasible. The following sites are identified, among others, for potential affordable housing development that may be combined with private free market projects to meet the goal of providing affordable housing per the TAHSP:
  - A. “Carhenge” - owned by the Town
  - B. “East End “ - land owned by the Town and the County south of E. Colorado Ave., east of Columbine St.
  - C. “Voo Doo Lounge” - owned by the Town
  - D. “Taylor Street” – owned by the Town
  - E. “Sunnyside” - owned by County
13. Evaluate and consider accepting out of town affordable housing mitigation for in-town projects and different rates (e.g. reduced credit) for such mitigation.

14. The recommendations of the TAHSP shall guide the production of affordable housing by the Town and the Telluride Housing Authority over the next 17 years. The Town seeks to meet the production guidelines in the TAHSP. In summary, these include:

**YEARS 2004-2009**

- Secure sites for a minimum of 100 units and pursue land acquisition to support the entire (2005-2020) program. Sites may be acquired outside the current Town boundaries, preferably within the Region.



- Construct 85 to 105 units with types consistent with the targeting recommended in the THASP, with an emphasis on the appropriate percent AMI group.

**YEARS 2010-2015**

- Construct 70 to 90 units at a rate of approximately 12 units per year. Unit types should follow the target groups identified in the TAHSP, with an emphasis on the appropriate AMI groups as the community and local economy continues to mature.
- Explore additional funding sources.
- Pursue additional land acquisition sites.
- Re-evaluate overall affordable housing demand and targeted groups.

**YEARS 2016-2020**

- Construct 70 to 90 units. Re-evaluate demand and targeted groups, and continue to explore additional funding sources.

# TRANSPORTATION, PARKING AND CIRCULATION

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## INTRODUCTORY STATEMENT

Providing transportation systems of adequate capacity to serve the existing and projected population of Telluride has long been a goal of the Town. The local transportation pattern is shaped by topography and by Colorado Avenue, (formerly the SH 145 spur that bisects Telluride before dead-ending to the east of the town). The Town's ownership of this road provides the community several benefits such as the ability to have a 15-mile-per-hour speed limit, and thus improved safety and air quality, but also represents a significant responsibility for ongoing maintenance and repair. While there is adequate circulation capacity on Colorado Avenue and Town streets to serve the present population at most times, this condition will be impacted with additional growth and during times of events and heavy skier-related traffic.

Parking problems exist today primarily during peak periods. The overall objective of the Town is to create an integrated system of intercept, permit and pay-to-park areas with adequate transit service and enforcement. Together, these elements combine to form an overall parking and circulation strategy. Planning for transportation and parking is ongoing and is an important element in local capital improvement budgeting. These topics are expected to require continued planning and financial commitments in the future.

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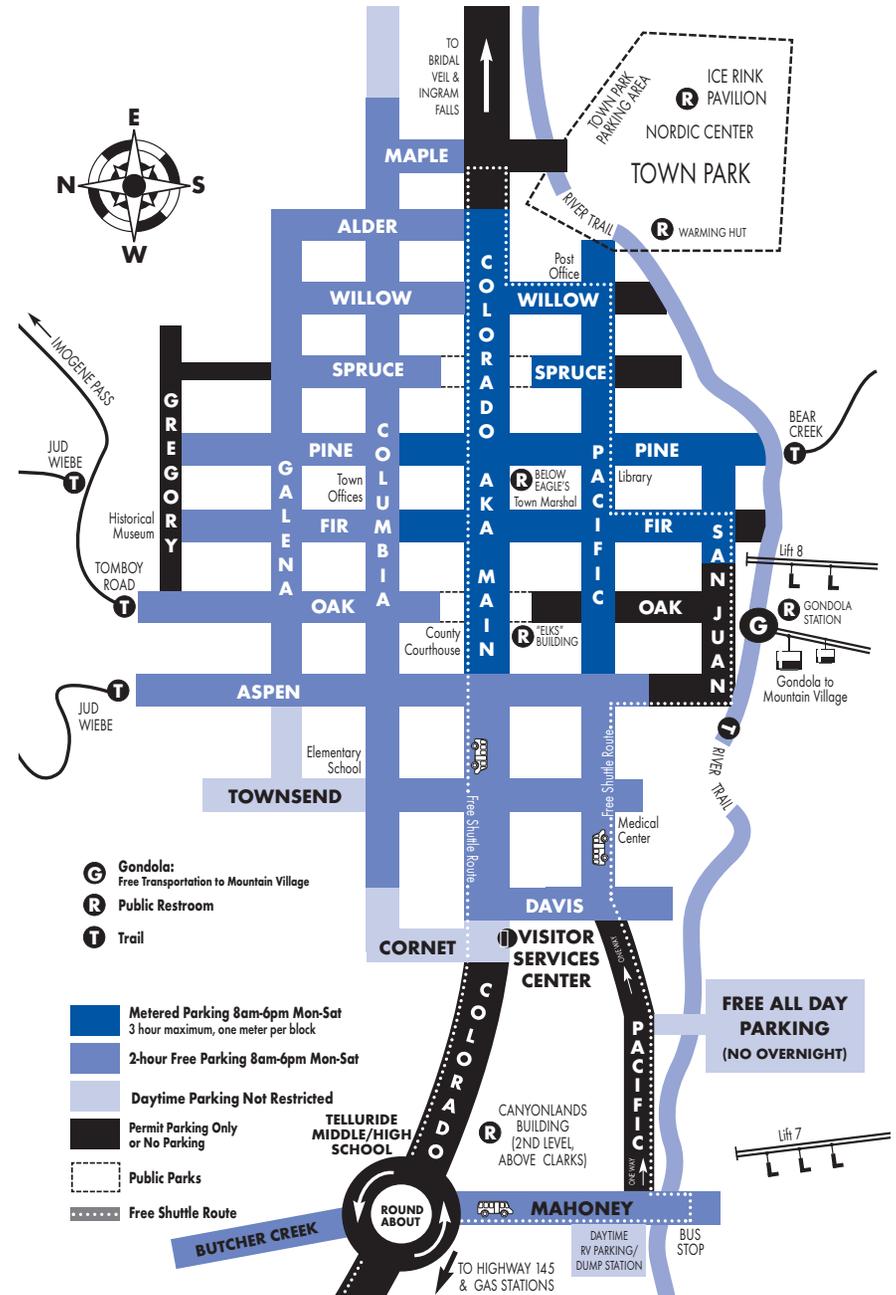
## **GOAL F: Develop and maintain transportation systems of adequate size and capacity to serve the existing and projected permanent and visitor peak population of both the Town and the Telluride Region.**

### **POLICIES/ACTIONS CONCERNING TRANSPORTATION AND CIRCULATION:**

1. Coordinate the development of new and expanded transportation facilities including roads, parking and public transit with growth projections.
2. In coordination with the County, develop an intercept parking lot at Lawson Hill to expand "park and ride" opportunities for the workforce and a segment of visitors.
3. Evaluate current parking requirements for single-family residential units.
4. Maintain the two-lane status of West and East Colorado Avenue.
5. Implement "traffic calming" measures, to slow vehicles and encourage awareness of pedestrians, and particularly children:
  - A. Particular attention shall be given to Columbia, Colorado and Pacific Avenues' east/west corridors, and streets adjacent to schools.
  - B. Traffic calming on West Colorado will focus on slowing of vehicles, using techniques compatible with the historic entry to the town.
  - C. Implement a roundabout at Society Turn.
6. Implement measures to reduce traffic within the town through enhanced public awareness and consideration.
7. Maintain Telluride as a community in which the visitor does not need an automobile. Continue to develop creative alternatives to the automobile, reinforcing Telluride as a pedestrian-oriented community.
8. Maintain the current intercept/permit/pay-to-park system to minimize vehicular congestion and air quality impacts in the town caused by in-town and out-of-town commuters.
9. Ensure adequate off-street parking facilities for both public and private land uses through continuing public parking efforts and an evaluation of the parking requirements for new development and redevelopment.

**POLICIES/ACTIONS:**

10. The continued operation of the Mountain Village Gondola throughout the planning period is ensured by the current operating agreement that extends beyond the planning period. Continued operation beyond that time should be addressed through future agreements.
11. Provide for longer hours of operation and for more months of operation for the Mountain Village Gondola.
12. Provide public transit services for all areas annexed to the Town, and on a case-by-case basis for other development within the area.
13. Provide regional transit service throughout the Region. Continue to explore formation of a Regional Transit Authority and funding mechanisms.
14. Private transit services and delivery vehicles are important to providing services in Telluride. Monitor these uses through a periodic review of traffic patterns to maximize circulation in relation to parking, delivery, snow removal, business locations and additional placement or replacement of mall/open space areas.
15. Protect the identified existing and future public transit ways as shown on the Public Transit Map against encroachments by land uses and other right-of-way improvements. Retain the West Colorado Spur as a potential corridor for alternative transportation.
16. Provide regular and conveniently scheduled public transportation between the intercept lots located in western areas of the town, the Gondola Terminal, visitors' accommodations areas and Main Street and other annexed urban development:
17. Participate with regional jurisdictions to provide expanded regular and convenient public transportation to communities beyond the Telluride Region.
18. Work with the County to ensure regional transit service can be provided to new areas of high density development.
19. When conflicts between public transit and other street uses occur, resolutions should benefit the public interest.
20. Expand the current transit program as demand increases. Explore regional transit facility locations.



PUBLIC TRANSIT MAP | TELLURIDE PUBLIC WORKS DEPT.

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**POLICIES/ACTIONS:**

- 21.** Continue to evaluate the appropriate location for a Visitors Center.
- 22.** Ensure that streets and rights of way are adequate to serve current and future needs for utilities, access (pedestrian and vehicular) and aesthetics. Improvements in public right-of-ways shall be guided by the following:
  - A.** Public, commercial and tourist needs should receive a higher priority for improvements than purely local residential needs.
  - B.** The Town recognizes that different levels of road, sidewalk and landscape treatments are appropriate in various parts of the Town. Such improvements and treatments will be guided by the Manual of Streetscape Standards.
  - C.** Because improvements benefit property owners, owners should share a pro rata portion of the development costs of road and associated landscaping or sidewalk improvements.
  - D.** Cooperate with private providers for special transit services, i.e., Home Safe Program, the guaranteed ride home programs, etc.
- 23.** Continue to consider the design, maintenance and aesthetics of public improvements in a comprehensive way. In general, the following policies will apply to existing and proposed improvements:
  - A.** Street paving and pedestrian surfacing materials should be economical, serviceable, permeable where practicable, easy to repair, and the variety of surfacing materials should be kept to a minimum.
  - B.** Pedestrian, plaza, landscaping, street furnishing improvements and parking areas should not be allowed to compete with the town's historic buildings or mountain vistas.
  - C.** Provision should be made for future undergrounding of utility services.
  - D.** No new above-ground utility service lines will be created.
  - E.** Landscaping within right-of-ways shall be reviewed on a case-by-case basis relative to existing and future right-of-way uses, and should employ native species where possible.
  - F.** Property owners that have lots fronting on right-of-ways should be responsible for landscaping maintenance (e.g., along sidewalk planting strips).
  - G.** Parking, pedestrian, landscaping, plaza and street furnishing improvements should be designed to accommodate snowfall.
  - H.** Access for the disabled shall be addressed in all public improvements.
- 24.** A "vocabulary" of pedestrian-oriented surfacing, signs, and furnishing should be created.
- 25.** Right-of-ways, or portions thereof, that may become suitable for future park, plaza and pedestrian use should be identified and options preserved. These include but are not limited to 1) South Oak Street (see Gondola Corridor Plan), 2) the intersection of Pacific and Fir Street, 3) Galena Avenue at Cornet Creek, 4) widening sidewalks on the south side of Colorado Avenue in the Commercial Core, and 5) right of ways in East Telluride.
- 26.** Avoid the placement of traffic signals.
- 27.** Maintain the ability to provide fire and ambulance protection, delivery and public transportation service in all areas of the town.
- 28.** Shared street concepts (a pedestrian way with single lanes for vehicles) shall be utilized on hillsides and in other low volume street situations where deemed appropriate.
- 29.** Provide a pedestrian oriented sidewalk, path and trail system that offers convenient access throughout the entire town.
- 30.** The trail system will be designed to tie to out-of-town trails, both on the mountains, to the East End and along the Valley Floor. Encourage bicycle and equestrian use of trail systems where joint use with pedestrians can be accomplished.
- 31.** Create an in-town bike lane along West Colorado Avenue.
- 32.** Encourage the development of centralized storage (warehousing) and terminal facilities for private and public use. Storage lockers to support commuter needs will be investigated as part of the Carhenge planning effort.



## PARKING

### POLICIES/ACTIONS CONCERNING PARKING:

1. Provide adequate parking facilities to serve the demand of visitors, residents and commuters while balancing the desire to maintain a pedestrian-oriented community that discourages unnecessary use of private vehicles.
2. Continue to provide commuter/day visitor parking at the west end of the town.

3. Intercept parking lots should be constructed in phases, sized to handle projected shortfalls in local parking capacity. The intercept lots will be designed and coordinated with public transit to serve primarily the needs of commuters, day visitors and skiers.
4. The Town will actively encourage the creation of a structured parking facility in close proximity to the Commercial Core.
5. The Town shall continue the pay-to-park and limited permit parking program for on-street parking located within the commercial districts to encourage frequent turnover. All-day skier, festival and employee parking on-street in these districts shall be discouraged.
6. A permit parking system shall be maintained in the residential neighborhoods to minimize vehicular congestion associated with in-town and out-of-town commuters, encourage use of intercept lots, and maintain the availability of on-street parking for local residents during peak periods.
7. The Town will meet or exceed parking requirements for all new development/facilities constructed on Town-owned land.
8. The parking policy shall be to require on-site parking sufficient to meet the anticipated parking demand of proposed development or a "payment in lieu of parking." The payment of parking in-lieu fees shall be regularly reviewed to ensure that they are sufficient to meet the costs of land acquisition and parking development.
9. The dynamic nature of the parking situation in Telluride is recognized. The Town shall periodically review parking standards.
10. Provide adequate and consistent enforcement of parking regulations.
11. Ensure parking spaces required by the Town are available for the intended uses, and not obstructed or used for other purposes.

# HISTORIC PRESERVATION

## INTRODUCTORY STATEMENT



DOUG BERRY | TELLURIDE SKI RESORT

A sense of history is an important part of community identity in Telluride. The historic buildings serve as reminders of the people who first settled and worked in the valley; in this sense, the buildings are a physical link to the cultural and social heritage of Telluride.

The buildings also serve as records of building technologies and styles of earlier periods. As such, they contribute to the unique visual character of Telluride and help provide a sense of identity to residents and visitors. Preservation of the connection with the town's history is a high priority for citizens in the community.

In general, there are three types of historic buildings that are valued in Telluride. First, there are a number of major buildings that stand out because of their size, unique design or special function. These are designated as local landmarks, by ordinance. Most buildings in this category are public structures, although some are privately owned. Secondly, there are a large number of primary buildings that combine in groups to contribute to the overall historic fabric. These are identified in surveys of historic structures, in various categories of significance. Finally, there are secondary structures, such as barns and sheds, which contribute to the historic character of the town. Planning for each of these categories is important.

### GOAL G: Preserve the historic character of Telluride.

#### POLICIES/ACTIONS:

1. Maintain the integrity of the National Historic Landmark District ("NLD"). The NLD designation serves as recognition of the Town's significance in the history of the Region. It also provides important marketing potential for the visitor industry, and makes available special tax incentives for preservation to investors.
2. Periodically update a survey of historic structures and sites.
3. Maintain and update a plaque system to designate structures of community importance and interest.
4. Ensure that use-by-right zoning respects historic mass and scale and provides design flexibility through the PUD process to promote preservation of historic structures and compatible development or redevelopment on remaining vacant lots.
5. Conduct annual training related to historic preservation and design regulations for boards, design professionals, commissions and the public.
6. Assure the preservation of historic structures in all categories of the Historic Preservation Overlay District that contribute to the historic significance of Telluride.



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## **POLICIES/ACTIONS:**

- 7.** Maintain and periodically update specific guidelines for historic structures.
- 8.** Maintain and periodically update specific guidelines for new construction to ensure such development is compatible with and compliments the NLD status.
- 9.** Implement and maintain historic preservation education programs for owners and residents in maintaining their historic buildings.
- 10.** Provide special incentives for preserving historic buildings.
- 11.** Develop special incentives rehabilitations of historic residences, including sheds.
- 12.** Strive to provide new ways of disseminating information on codes, guidelines and databases to encourage easy access to current information by the public.
- 13.** Assure the preservation of individual historic landmarks.
- 14.** Implement existing Land Use Code requirements for maintenance of historic structures to ensure there is no demolition by neglect.
- 15.** Provide special zoning incentives for preservation of locally designated landmarks.
- 16.** Maintain separate Design Guidelines for the identified areas:
  - A.** The NLD
  - B.** The transitional area between the NLD and the new development areas.
  - C.** New development areas that may include annexed lands.
  - D.** Overlay treatment areas.
- 17.** Update existing Design Guidelines throughout the town to address conditions in the four identified areas including:
  - A.** The prevention of deterioration, demolition or relocation of all rated structures. Demolition or relocation of contributing structures shall be strongly discouraged through policies, regulations and fees. Specific criteria for evaluation of demolition or relocation proposals will be applied.
  - B.** Maintain historic preservation objectives as provided for in Town policies while striving for energy conservation. In the event of a conflict between energy conservation and historic preservation objectives, historic preservation will supersede energy objectives.
  - C.** Promote affordable housing in compatible new development.
  - D.** Development shall not replicate historic buildings, especially Victorian vernacular design. The architecture of infill development shall ensure that such new development is not confused with historic buildings.
- 18.** Create an outline of practicable actions to protect our Landmark status, including but not limited to the following:
  - A.** For every rated structure, identify what steps could be reasonably be undertaken to improve a building's historic rating, so that when an application is submitted, it can be considered as a condition of any Historic and Architectural Review Commission ("HARC") approval.
  - B.** Include specific policies in the Land Use Code that codify the current practice of the HARC to, on a case-by-case basis, require non-conforming buildings or development to correct such non-conformance, and become compliant with the applicable requirements of the Land Use Code.
  - C.** The Town should enforce existing rubbish and other related regulations of the Municipal Code to ensure the historic character of the town is not adversely affected.
- 19.** Work with Telluride Marketing, Inc. and the Telluride Historic Museum to capitalize on the area's history and historic character.
- 20.** Revise the Design Guidelines to clarify and update the policies, and to specifically address the following:
  - A.** Refine or eliminate those guideline that are mutually exclusive or contradictory.
  - B.** Incorporate guidelines that are reflective of evolving U.S. Department of Interior standards.
  - C.** Allow more design latitude in those area where the town's historic integrity will not be adversely affected.
  - D.** Rewrite or eliminate those Design Guidelines that have proved themselves as inaccurate or untenable.
  - E.** Eliminate duplications.
  - F.** Address the impacts of increased motor vehicle storage, such as larger garages dominating the design of a building and larger areas of surface parking.

# URBAN DESIGN

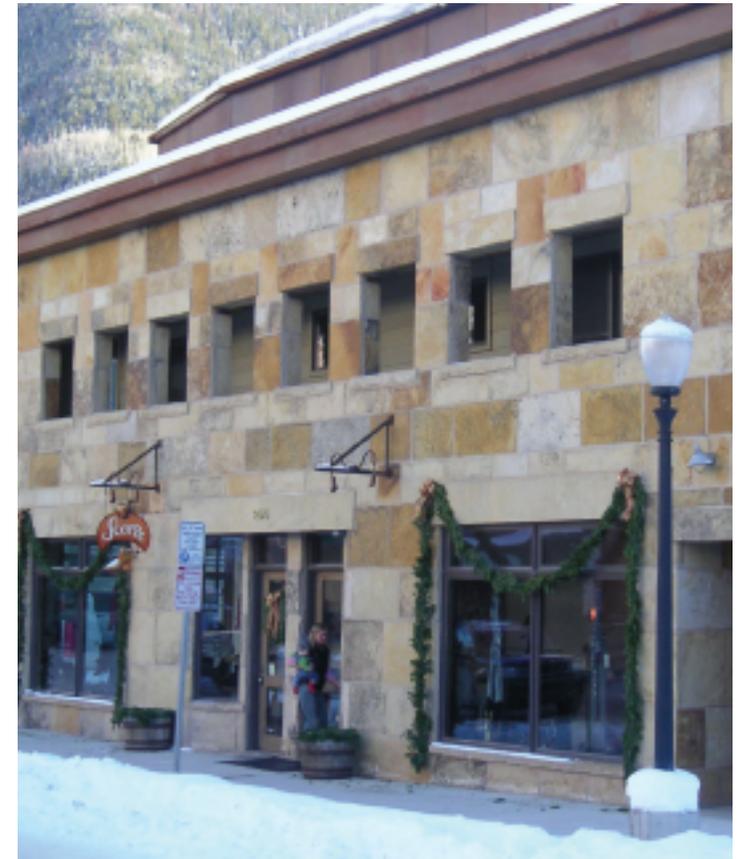
## INTRODUCTORY STATEMENT

Residents wish to promote good high quality design in the built environment that will enhance the quality of life and functional utility of the community as a place to live, work and visit. A significant number of the elements that affect the design of the urban environment are already established in the buildings and site features within the historic district, but urban design concepts extend beyond this boundary, both geographically and conceptually, and a defined policy of urban design principles can help citizens achieve these goals for quality of design in general.

### **GOAL H: Develop a coordinated approach to urban design that establishes visual continuity, promotes a sense of community and a “walkable” town.**

#### **POLICIES/ACTIONS:**

1. Maintain the traditional or historic scale of Telluride throughout the town, including areas of new development and infill areas.
2. Ensure design guidelines that focus on mass and scale.
3. Develop and enhance a pedestrian-oriented environment.
4. Design Guidelines shall encourage architecture that will be visually interesting at the pedestrian level.
5. Guidelines for specific treatment areas shall provide urban design concepts for neighborhood and boundary condition compatibility that define how individual developments should relate to each other and relate to the protection of the town’s historic character.
6. Continue applying special design treatments in limited areas and encourage the consideration of design flexibility in the subarea plans.
7. Promote development of a coordinated pedestrian circulation system for the town.
8. Public streetscape planning shall promote positive pedestrian and bicycle circulation.
9. Consider the pedestrian environment and social interactions (Telluride’s “campus” atmosphere and setting) in the review of new development and streetscape decisions.
10. Undertake programs designed to increase public awareness of the importance of protecting and planting appropriate species and sizes of trees and shrubs. Continue annual Arbor Day celebration.



## **POLICIES/ACTIONS:**

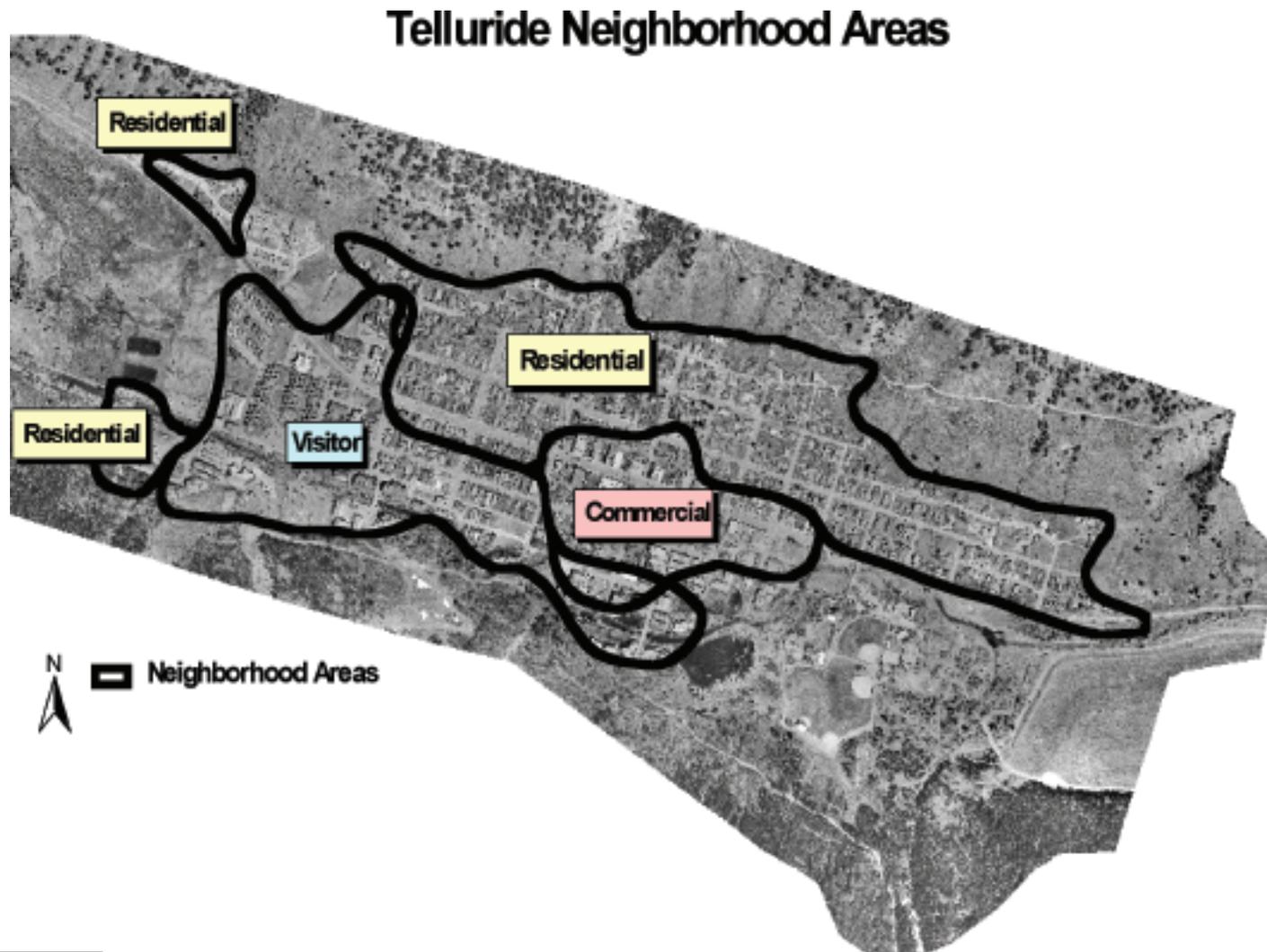
- 11.** Recognize that the subarea planning efforts for the Coonskin/Carhenge area and the Four Corners area may result in solutions that require consideration of increased design flexibility. Any resulting proposals will be addressed through the appropriate planning process.
- 12.** Protect and enhance key public view corridors across the town that highlight special natural features and architectural landmarks. Views to the east end of the valley and to the river are especially important.
- 13.** Preserve special public view corridors and ensure design guidelines preserve significant views.
- 14.** Adopt guidelines to address night lighting in-town for both public and private spaces. Telluride will strive to become a Dark Skies Community (Dark Skies are described in greater detail at [www.darksky.org](http://www.darksky.org)).
- 15.** Maintain an area-wide system to identify public areas, trails and parks and recreation facilities.
- 16.** Provide appropriate recreational opportunities in the River Park Corridor consistent with the Master Plan. Private development along the River Corridor shall follow a set of design standards adopted by the Town.
- 17.** Maintain an area-wide sign system to identify parks and recreation facilities, trails and public areas.
- 18.** Update landscaping guidelines. Changes should provide direction on the appropriate selection and placement of trees and shrubs.
- 19.** Adopt guidelines to address public improvements in the right-of-ways including kiosks, trash collection receptacles, etc. These topics are further addressed in the Manual of Streetscape Standards.
- 20.** Any public art should be on a revolving basis.



# RESIDENTIAL LAND USE

## INTRODUCTORY STATEMENT

Telluride has permanent population, residential neighborhoods located in and adjacent to the downtown area, a development pattern that is uncommon in many Colorado mountain resort communities. This unique mix of land uses is viewed as an asset, both in terms of distinguishing Telluride from some of the other mountain towns, and for its contribution to what is perceived as a sense of community. The look and feel of a small and historic town are also characteristics that make Telluride unique, and it is desired by the community to preserve and enhance this small, historic mountain town quality.



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Telluride has a mixture of established neighborhoods where the majority of lots have been developed, and some areas that are considered developing neighborhoods where there remain significant parcels that have not yet been built upon. In addition, there are several non-rated structures within the town, and it is anticipated that these properties will undergo redevelopment. All residential areas are anticipated to retain the “historic” scale of development and will be required to develop or redevelop within the Town’s architectural guidelines. The neighborhoods are made up of homes that are occupied by full-time residents, as well as seasonal (second home) residences. The Town seeks to maintain this mix and will actively work to encourage and protect opportunities for full-time residents to remain in the neighborhoods. The Town actively supports residents working from their homes, provided such uses are consistent with Land Use Code requirements. The Master Plan incorporates a concept of "neighborhoods," introducing the idea that there are identifiable subareas that have unique opportunities as well as challenges, and should be distinguished from broader community-wide residential issues.



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## **GOAL I: To develop and maintain permanent or long-term housing and residential neighborhoods in and proximate to the Commercial Core which enhances the living environment for all citizens of Telluride.**

### **POLICIES/ACTIONS:**

- 1.** Encourage a variety of housing types within the town at a range of costs to encourage year-round and seasonal employee housing as well as visitor residential opportunities.
- 2.** Control residential development in identified natural hazard, geologic, soil problem or visual impact areas.
- 3.** Develop and redevelop residential areas that complement the natural and historic mass and scale without replicating historic Victorian buildings.

Replicating historic buildings from Telluride’s Period of Significance shall not be allowed because such would diminish the cultural value and outstanding character of the historic buildings, and generally confuse the public on what buildings are truly historic.

- 4.** Ensure that new residential construction is designed in scale with the surrounding neighborhood.
- 5.** The Town should explore whether new residences should be required to construct additional units designed to provide affordable housing opportunities

# COMMERCIAL AND ACCOMMODATIONS LAND USE

## INTRODUCTORY STATEMENT



"END OF SEASON STREET DANCE" | TELLURIDE SKI RESORT

The Commercial Core area in Telluride (as shown on the Land Use Map) should be the focus for commercial, office and cultural activities for the residents of the town and visitors alike, as well as an appropriate location for visitor accommodations and limited year-round resident housing. The success of Telluride's Commercial Core is the result of the dynamic mix of commercial and residential/accommodations land uses and this mix should be retained in the future. The Commercial Core is also the historic center of the town and, as such, contains a number of historic structures with associated character and scale that are important resources.

The Commercial Core continues to evolve in response to resident, visitor and second-home economic forces. The regional real estate industry and second home development are anticipated to continue exerting pressure on Main Street that may threaten the viability of business serving year-round local residents. The Town seeks to maintain a healthy balance of businesses and services in the Commercial Core to serve the needs of all segments of the community. The gradual expansion of this Commercial Core south toward the base of the Oak Street lifts is anticipated and encouraged by the Master Plan.

Two small commercial nodes are located within the Accommodations Area. The first is established at the west end of the town at the bottom of Lift 7. It is planned to serve the visitor base and the resident neighborhood. The second is located along Colorado Avenue, across the street from the middle/high school (Clark's Market). Commercial uses at this site presently serve residents and visitors, and expansion of those uses is anticipated. These two nodes provide for commercial activity that is not viewed as competing with the Commercial Core.

Mountain Village and other approved light industrial uses in the Region, such as Lawson Hill, are also a consideration when evaluating the commercial land use designations. The available designated commercial land in the town, together with land in the county, indicate that a surplus of commercially designated land exists that will be adequate to serve projected needs well beyond the planning period.

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Commercial uses will be strictly limited to the Master Plan’s identified established areas of commercial activity in the town. Encroachment of commercial development into residential neighborhoods will be opposed. However, the inclusion of some commercial use, sized to serve the convenience shopping needs of residents or visitors within the immediate area, will be considered within new planned unit developments. Already approved light industrial land uses outside current Town limits will be closely monitored to ensure industrial uses are not converted to uses that compete with the town’s Commercial Core.

The commercial and accommodations zoned areas of the town have traditionally been planned to serve visitors, second homeowners and permanent residents. The accommodations areas are primarily located in the southwest and south central areas of the town in relative proximity to the mountain and gondola. Development within the accommodations areas is anticipated to encompass relatively higher residential densities and visitor-oriented accommodations units, recreation facilities and limited commercial uses together with year-round resident housing. The commercial areas are generally located in the Commercial Core of the town.

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## **GOAL J: Ensure an adequate and well balanced supply of commercial facilities to serve the existing and proposed permanent and visitor population of the Telluride Region.**

### **POLICIES/ACTIONS:**

- 1.** Maintain the adequate supply of commercially zoned land within the existing Town limits to meet the needs of resident and visitor population. New commercial land use designations are generally not anticipated within the planning period, except for the two commercial nodes recognized in this section (Lift 7 area and across from the High School).
- 2.** New commercial activity along South Oak Street and within the Warehouse/Commercial Treatment Area is anticipated and encouraged.
- 3.** Monitor the development of commercial and accommodations space in relation to demand; strive for a balance where visitor and local needs are being met and the business community shows signs of economic health and stability. Ensure that areas designated for commercial and visitor accommodations development are not supplanted by projects comprised primarily of multi-family residential units and seldom used “second home” condominiums.
- 4.** Strip development along the Colorado Avenue spurs and other major arterials in both the town and the Region will be opposed. Clustered commercial and/or mixed use development is envisioned at Lawson Hill/Society Turn area where consistent with the policies of the Master Plan. Within the town, land use and zoning designations and site design requirements should be established to meet this objective. The Town will encourage the County to adopt similar provisions.
- 5.** The Town should develop and maintain a current inventory of existing commercial space, vacancy rates and building permit activity in order to monitor the health and adequacy of the local commercial market.
- 6.** Conduct a new accommodations study for Telluride to determine the needed amount of hotel, condominium and other accommodations units for the town.
- 7.** Consider pursuing the development of an area of centralized warehousing and terminal facilities for more efficient delivery and storage.
- 8.** The Town will encourage development/redevelopment in various areas, including the subareas of Coonskin/Carhenge and the Four Corners, through a range of tools including public/private joint efforts. The Town seeks to realize the full potential of development in these areas.

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## **GOAL K: Maintain and improve the Commercial Core area of Telluride to promote a stronger capture of local and visitor population expenditures.**

### **POLICIES/ACTIONS FOR THE COMMERCIAL CORE:**

1. Develop policies and programs designed to strengthen the Commercial Core area.
2. Permit limited residential development with ground level common space for entries and related common areas in the Commercial Core area (but only in mixed use projects where consistent with applicable Town Regulations and Design Guidelines).
3. Affordable housing shall be addressed as part of all projects where consistent with the requirements of the Land Use Code.
4. Recognize that pedestrian traffic and social gathering are enhanced by retaining year-round residential uses in the Commercial Core.
5. Continue to limit free market multi-family use to a maximum of 35 percent of the allowed floor area for new construction in the Commercial Core Area. Monitor this requirement to ensure that it is helping to produce an economically healthy and dynamic mix of ground floor commercial space and upstairs commercial/office and residential space.
6. The Town will continue to require commercial uses on the ground floor in the Commercial Core area.
7. The Town will consider adding “ground floor retail and restaurant commercial uses” to the list of objectives in PUDs identified as the Land Use Code.
8. Preserve the scale and historic character of the Commercial Core area through the use of the design guidelines for the Commercial and Historic Commercial treatment areas.
9. Explore whether formula restaurants or other National retail chains should be regulated or prohibited within the Commercial Core to retain locally oriented businesses.
10. Create incentives to increase and retain the supply of resident-serving commercial space in the Commercial Core. Use Town-owned land to further this objective.
11. Explore whether regulations should be developed to limit and/or restrict offices, professional services, banks and other related services on the first floor in the Commercial Core Area.
12. Follow Manual of Streetscape Standards for public improvements to ensure that improvements are compatible with the historic character of the community and achieve pedestrianization goals.



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**POLICIES/ACTIONS:**

13. Curb cuts along Colorado Avenue and other arterials will be strictly controlled, parking areas will be screened from view to the extent possible, and landscaping standards will be enforced.
14. Address the impact of street improvements on public spaces for meeting/gathering and ensure that changes do not negatively impact these spaces.
15. Maintain pedestrian access in an environmentally sensitive way through the Warehouse Treatment Area to the River Corridor and lifts. Through private and public actions, improve the access routes to allow convenient, safe and visually interesting passage for residents and visitors on foot.
16. The use of public right-of-way for events and markets, on a periodic basis, is encouraged. Where space is available the Town will encourage use of the right-of-way, subject to restrictions and monitoring.
17. The Town desires to keep and increase the bed base available for short-term use in the Commercial Core. Create incentives for construction and retention of short-term accommodations in the Core.



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**POLICIES/ACTIONS FOR THE ACCOMMODATIONS AREAS:**

1. Retain and develop an adequate supply and range of accommodation types to serve the needs of the visitor population.
2. Encourage visitor-oriented residential development in designated areas and ensure that long-term use of these units is for short-term accommodations.
3. In visitor-oriented residential neighborhoods, actively encourage increased use of second home residences.
4. Discourage low-density residential development in the Accommodations Area.
5. Encourage limited commercial services in proximity to accommodation units to serve visitor and neighborhood needs.
6. Restrict visitor-oriented residential and commercial development to designated areas and recognize that higher densities may be appropriate in these areas.

# HILLSIDE DEVELOPMENT

## INTRODUCTORY STATEMENT

The mountainsides surrounding Telluride are ecologically sensitive and have been identified as one of the areas of significant visual and environmental concern. The type and extent of development on certain of the hillsides adjacent to the town is addressed in the 1989 Telluride Hillside Master Plan, which is considered a part of the Master Plan and is hereby incorporated by reference. A number of the Goals, Objectives and Actions contained in the Hillside Master Plan have been incorporated into this Master Plan.

The relationship of hillside development to other major section headings in the Master Plan is noted and the Goals and Objectives concerning Parks and Recreation, Open Space, Residential Development, and Urban Design should all be consulted for further clarification of issues relating to the hillsides.

### **GOAL L: Protect Telluride's mountain backdrop from development that will negatively impact the health or safety of the community or future occupants of the hillside.**

#### **POLICIES/ACTIONS:**

1. Refine the Hillside Master Plan. Continue to apply policies and design guidelines for hillside development that address previously platted lots and annexation requests.
2. The Town should educate property owners and buyers in the Hillside Developing and Hillside Residential Area that there are significant environmental and aesthetic issues.
3. Protect and preserve critical environmental systems. To the extent possible, protect the community from environmental hazards associated with hillside development.
4. Require the person(s) undertaking new development to address and mitigate identified environmental hazards.
5. Ensure that local geologic hazards and mineral and geothermal resources are understood. Environmental impacts associated with new development shall be adequately evaluated and minimized (See also Environmental Preservation and Restoration Goals and Objectives).



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**POLICIES/ACTIONS:**

6. Existing natural drainage corridors in hillside areas remain largely intact and continue to be the primary means of draining the hillside area. New development in the Hillside areas shall not create new impacts to town drainage facilities unless these impacts are addressed through a comprehensive drainage plan.
7. All disturbed areas shall be promptly and suitably revegetated to prevent and limit soil erosion.
8. Development on hillside areas shall ensure adjacent properties and properties located below such development are adequately protected from construction hazards, such as but not limited to equipment rolling, rolling rocks, flooding and debris flows during storm events.
9. Soil conditions, as they relate to geohazards and construction limitations, shall be addressed for all new development on the hillsides.
10. Avalanche hazards shall be identified and no new development shall occur within areas of known avalanche hazard.
11. Rockfall hazards shall be mitigated for all new development on the hillsides.
12. Site-specific geologic analysis shall be required in all development areas to ensure that slope stability hazards and hydrology are either avoided or mitigated. Additional studies, as determined through the review process, may be required, and the Town may retain additional experts at the expense of applicants to review technical studies related to hillside development.
13. The surfaces of all areas intended for automobile use in the Hillside Areas shall be treated in a manner determined through Town processes.
14. All new development in the hillside areas shall be provided with suitable fire and emergency services and facilities at levels comparable to other areas of the town. The Town will be open to proposals for various innovative solutions to provide these services that may differ from approaches that would be considered permissible in other areas of the town (provided other aspects of the plans are supported). Road cuts, alignments and retaining walls associated with roads shall be reviewed according to applicable Town processes and standards. In Hillside Areas, the use of fill slopes rather than uphill cut slopes shall be encouraged.



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**POLICIES/ACTIONS:**

15. Construction impacts shall be considered and mitigated as a condition of new development approvals.
16. New development in the Hillside Areas shall have an integrated connection to the existing town.
17. The Hillside Areas are a part of the town. Although development patterns may differ from those within the currently established town, it is the desire of the community to ensure that Hillside Areas do not develop as independent enclaves.
18. Public trail corridors in the hillside area shall be provided.
19. Roads built on the hillsides should be publicly accessible.
20. The scale and density of residential uses within the hillside area must be compatible with adjacent areas.
21. New development shall be designed to balance public costs and revenues, and to minimize ongoing public service costs.

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**GOAL M: Protect the aesthetic and visual qualities of the mountain backdrop from degradation by development and growth in the Hillside Area and protect functioning environmental systems.****POLICIES/ACTIONS:**

1. Define an “edge” to the town in the Hillside Area, with large open space areas about the edge of the developed town in a distinct and visible way and require protection of open space beyond that edge.
2. No new urban development of any kind shall be permitted above Tomboy Road.
3. Wherever possible, residential development shall be clustered to create a clear distinction between developed and undeveloped areas.
4. New development in the hillside area should be clearly distinct from the historic area of the town to preserve and reinforce the identity of the National and the Telluride Historic Landmark Districts.
5. The Town shall cooperate with private landowners to create public-private mechanisms that facilitate the hillside goals, objectives and actions.
6. The Town shall cooperate with and/or participate in land trades needed to consolidate open space and/or road right-of-ways as necessary to implement the adopted Hillside Master Plan.
7. The Town shall maintain development review processes for lands in the Hillside Area which recognize the unique development conditions of the area:
  - A. The Town will interpret, clarify and/or amend its development regulations as they apply in the Hillside Areas as necessary to create flexibility in development, planning and design as long as these changes are in accordance with the Master Plan.
  - B. Technical review will be required of all development proposals to ensure that Land Use Code requirements are met.
  - C. Costs for technical analysis shall be borne by the applicants and shall be performed by qualified professionals.
  - D. Development agreements will be used as a means of establishing joint responsibilities related to development requests.

# CULTURAL AND EDUCATIONAL ACTIVITIES AND PROGRAMS

## INTRODUCTORY STATEMENT

Community support for the arts and cultural programs and events has been a long-standing tradition in Telluride. Similarly, there is broad support for educational programs for youth, as well as lifelong learning for all residents. The role of the town's library, museum, radio station and the Commission for Community Assistance, the Arts and Special Events ("CCAASE") as civic institutions is also notable. Strong volunteer efforts and solid financial backing from Town government and various local non-profit organizations have combined to provide a variety of cultural and educational activities. Telluride's festivals are also an important element within the local cultural spectrum. These special events serve to enrich the lives of residents and visitors alike. They also form an important base for Telluride's regional and national identity, and as a source of economic activity. The Town will assist in refining and improving these programs, both to enhance the cultural resources that are available locally and to protect against increasing competition from other communities. The Master Plan recognizes that the enhancement of cultural and educational opportunities is an important priority because of the contribution that these programs make to the lives of residents and visitors.

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## GOAL N: Foster cultural and educational opportunities, and arts and entertainment programs, offered through public and private initiatives in Telluride.

### POLICIES/ACTIONS:

1. Foster the arts and local culture by encouraging public and private efforts to develop and maintain the festivals and other programs.
2. With regional funding partners, encourage new sources of financial support for arts and cultural programs and facilities.
3. Inventory and explore possible facilities for the performing arts and exhibitions, including rehearsal, meeting and lecture space.
4. Support citizen groups to oversee and encourage arts and cultural programs in Telluride.
5. Continue support of CCAASE's Mission and Goals and Objectives.
6. Ensure efficient use of current parks and recreation facilities per the Town Park Master Plan.
7. Participate with regional entities to foster cultural and educational opportunities such as the Telluride School District.
8. Recognize that quality public and private schools are important components of the Telluride community and support continued excellence in education for our youth.
9. Support local efforts to encourage new educational offerings in the area, both in terms of facilities and programs, with particular emphasis on increasing higher education (beyond K-12) opportunities.
10. Facilitate cooperation and synergy between citizen groups and non-profit organizations to maximize efficiency and minimize overlaps in programs, event dates and the associated volunteer efforts.
11. Promote adequate conference and meeting facilities in the town to serve multiple needs.
12. Incorporate gallery and exhibition space into new public facilities in Telluride.
13. Encourage public/private cooperation in providing facilities for the arts and education facilities.

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**POLICIES/ACTIONS:**

- 14.** With regional funding partners, seek to expand cultural programs, including festivals.
- 15.** New festivals or renewals of existing festivals, particularly those defined as “Major” in Chapter 23 of the Municipal Code, shall be carefully evaluated and comprehensively considered regarding their benefits and impacts to the community and to ensure that festivals are structured to provide economic benefits to the town.
- 16.** Use available technology to communicate arts, cultural and educational opportunities to the broadest possible audience of residents and second home owners.
- 17.** Encourage the development of a regional facility within the town to accommodate special events, arts and community support organizations, fundraisers and other similar activities.



**TELLURIDE PUBLIC LIBRARY**

# PARKS AND RECREATION

## INTRODUCTORY STATEMENT

The provision of safe, attractive, efficiently run and well-maintained recreation facilities for residents and visitors is an important aim of the Telluride community. Providing facilities for citizens and visitors to participate in a variety of active and passive recreational opportunities, social gatherings and cultural activities is one of the missions of the Town's Parks and Recreation Department.

The Parks and Recreation program has several components that are all recognized independently in the Master Plan. These include: Park Character, Park Expansion, Natural Resource Preservation, Park Management and Plan Implementation. The Town Park Master Plan, which is a part of this Master Plan and is hereby incorporated by reference, is intended to recommend locations for different types of parks and recreation uses, activities and facilities. It also recommends the form and character of facility improvements, and provides statements of policy. The Master Plan draws upon elements of the 2005 Town Park Master Plan and integrates Town parks and recreation planning into the broader context of area-wide planning.

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### **GOAL O: Develop and maintain adequate and convenient recreation facilities, areas and trail linkages for all age groups of residents and visitors, and to serve the existing and projected recreation needs of residents in the town and the Region.**

#### **POLICIES/ACTIONS:**

1. Acquire, preserve and protect sufficient lands to serve the existing and projected recreational needs.
2. Preserve and restore the environmental quality of the River Park Corridor.
3. With regional funding partners, continue to explore regional recreation/community facilities, such as an all-season swimming pool and space for indoor and outdoor sports. Such facilities are not appropriate within Town Park but can be considered on other Town-owned property.
4. Acquire land for expansion of Town Park and one or more new parks consistent with the Town Park Master Plan. Commence specific plans for the acquisition of

easements, long-term leases or lease purchase agreements on properties because of aesthetic, environmental or functional requirements. These properties include:

- A. Portions of Kentucky Placer.
  - B. Portions of those properties affecting the public's existing access to and through a trail system adjacent to the San Miguel River.
  - C. Land to the east and west of the town that may be used for expanded recreational, cultural or social activities.
5. Pursue joint use projects (development, programming, maintenance) with the School District, the County, Mountain Village or other public or private entities.
  6. Avoid duplicating major facilities (defined as large-scale uses that are only anticipated to occur once in the region) and activities through working cooperatively with regional partners. There is a desire to modify existing facilities rather than building new ones.
  7. The Town recognizes that there are capacity limits to outdoor areas in Telluride and the Town will maintain an overall management program and policy framework for festivals.
  8. Reevaluate festival contracts to examine impacts of associated events on the Commercial Core.
  9. Guide facilities planning for the Town Park by using the Town Park Master Plan.
  10. The Campground use in Town Park should be maintained.
  11. Review festivals and park programs to ensure use of the Town Park and other facilities is consistent with the Town Park Master Plan.
  12. Incorporate environmental sustainability into park planning, design and management.
  13. The Town will implement the public improvements embraced in the Town Park Master Plan with an annual funding commitment.
  14. Ensure protection of lands that are dedicated to open space use as a result of dedications associated with development. These lands are to provide for visual relief, connectivity or pocket parks and serve purposes distinct from the broader objectives of the open space program.

# OPEN SPACE

## INTRODUCTORY STATEMENT

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The Open Space element of the Master Plan addresses open space and trail uses in and around Telluride. The Town has made a significant financial contribution to protect open space through dedicating 20 percent of unencumbered revenues for such purposes. The Open Space element of the Master Plan addresses open space land uses that will be protected and used to shape development in the Region and in turn to influence residents' and visitors' experiences in Telluride. The Open Space element serves as a framework that addresses the entryway to Telluride, the Valley Floor, and the mountain and canyon setting, including the panoramic horizons in all directions, the River Park Corridor and existing and proposed trail linkages. Open space also serves to create the highly valued edges to the town and it protects and maintains ecosystems and wildlife. It is the expressed desire of the community to acquire and preserve open space lands consistent with the Master Plan. The Town has adopted the Telluride Open Lands Plan to guide its decisions regarding open space protection in the Telluride Valley.

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### **GOAL P: To protect the natural beauty and setting of the Telluride Valley through the acquisition and preservation of open space.**

#### **POLICIES/ACTIONS:**

1. Protect and preserve lands in the Telluride Valley which possess wetlands and riparian areas, visible hillsides, the defined edges of the town, and recreational trails and corridors with appropriate access. The high country area above Telluride will also be considered for open space protection consistent with the Open Lands Plan.
2. Open space in the Telluride Valley will be protected and preserved consistent with the Master Plan, Land Use Plan, the Land Use Code and the ratings and techniques identified in the Open Lands Plan.
3. Maintain the current level of Open Space funding (20 percent of unencumbered revenues) and reevaluate the formula upon resolution of the Valley Floor and other regional planning issues and opportunities.
4. Continue the open space maintenance and management program and funding, expanding the maintenance and management as new open spaces are protected.
5. Preserve several significant open space areas, including lands adjacent to the Bear Creek Preserve, the Beaver Pond and associated wetlands, the Valley Floor, the River Corridor, selected trailheads and trail corridors, wildlife corridors and ecosystem connections, and the hillside areas.
6. Actively pursue joint efforts with regional jurisdictions, local land trusts and private land owners to protect regional open space.
7. Monitor the visual and environmental impact of human-induced activities that occur in or adjacent to identified open space. Develop mitigation strategies if negative impacts are observed.
8. The wetland areas in and around Telluride are identified as critical open space resources in need of continuing attention and protection.
9. Protect open space within the town, particularly environmentally sensitive lands and visible hillsides.
10. Ensure protection of lands that are dedicated to open space use as a result of dedications associated with development. These lands are to provide for visual relief, connectivity or pocket parks and serve purposes distinct from the broader objectives of the open space program.

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**POLICIES/ACTIONS:**

- 11.** The wetland areas in and around Telluride are identified as critical open space resources in need of continuing attention and protection.
- 12.** Protect open space within the town, particularly environmentally sensitive lands and visible hillsides.
- 13.** Ensure protection of lands that are dedicated to open space use as a result of dedications associated with development. These lands are to provide for visual relief, connectivity or pocket parks and serve purposes distinct from the broader objectives of the open space program.

- 14.** Telluride will protect the “edges” of town, with large open space areas abutting the edges of the developed town in a distinct and visible way, and the required protection of open space beyond that edge. Any impacts on the defined edges of the town will be evaluated and the open space lands beyond the defined edges will be protected using all alternatives available to the Town. Notwithstanding the foregoing, the Town anticipates the annexation of areas outside of the existing edge of the town.



# LAND USE TABLE

LAND USE DESIGNATION	LAND USE DESCRIPTION/DEVELOPMENT PATTERN
1. Historic Residential	Land uses within the Historic Residential area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and the requirements of the Historic Residential Zone District as provided for in the Telluride Land Use Code.
2. Residential	Land uses within the Residential area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and requirements of the Residential Zone District as provided for in the Telluride Land Use Code.
3. Hillside Residential	Land uses within the Hillside Residential area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and the requirements of the Hillside Transitional or Hillside Developing I zone districts as provided for in the Telluride Land Use Code.
4. Hillside Developing	Land uses within the Hillside Developing area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and the requirements of the Hillside Developing II Zone District as provided for in the Telluride Land Use Code.
5. Residential/Commercial	Land uses within the Residential/Commercial area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and the requirements of the Residential/Commercial Zone District as provided for in the Telluride Land Use Code.
6. Commercial	Land uses within the Commercial area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and the requirements of the Commercial Zone District as provided for in the Telluride Land Use Code.
7. Accommodations and High Density Residential	Land uses within the Accommodations area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and the requirements of the Accommodations II Zone District as provided for in the Telluride Land Use Code.
8. Accommodations Special	Land uses within the Accommodations Special area shall be generally consistent or compatible with the permitted uses and the uses permitted on review and the requirements of the Accommodations I Zone District as provided for in the Telluride Land Use Code.
9. Town Park	Land uses within the Town Park area shall be evaluated per the policies contained in the Town Park Master Plan.
10. Open Space	Open Space areas shall be protected from development except for passive open space uses, such as but not limited to hiking, biking, picnicking and nature viewing, unless detailed site planning and analysis shows that certain open space areas should be kept free from such activities. Notwithstanding the foregoing, it is acknowledged and understood that certain lands shown as open space on the Land Use Map may have private property rights that should be respected, and reasonable use of open space lands should be allowed per the zoning allowances in place at the time of development review.
11. Residential	Public Purpose lands shall be used for development serving the public interest, such as but not limited to affordable housing and public buildings or facilities. It is envisioned that some public interest projects may be attained by public-private partnerships that utilize some portion of a project site for free market development to finance the affordable housing or other public buildings or facilities.

# IMPLEMENTATION PLAN

## IMPLEMENTATION MEASURE

## OVERALL PRIORITY

### 1. ANNEXATION

Develop intergovernmental and inter-agency agreements regarding annexation issues that concern multiple jurisdictions (e.g., Town, County, Mountain Village, etc.), such as development review, fiscal impacts, etc. **(B1,3,4,6,)** Low

San Miguel County, the Town of Mountain Village, the Town of Ophir and the Town should participate in the creation and adoption of a joint master plan for the Region. (B5) High

### 2. ENVIRONMENTAL PRESERVATION & RESTORATION

Establish systematic monitoring and reporting systems in the following areas related to the environment. As part of this effort, a reevaluation of the Town's current environmental regulations will be necessary. Particular areas of concern include:

- a. Water supply High
- b. Water quality Low
- c. Surface drainage High
- d. Soils Low
- e. Wetland/riparian areas High
- f. Air quality Low
- g. Noise High

#### **(C1,3,4,5,6,7,8,12,14)**

Conduct an assessment of wildlife and fish population as they relate to habitat, the reintroduction of pre-existing species, minimizing any human/wildlife conflicts such as food sources, etc. (C10) High

Review development standards to ensure that landscaping and vegetation are provided for wildlife, particularly along river and stream corridors, with any landscaping regulations prohibiting invasive plant species. (C11) High

Assess the feasibility of restoring the San Miguel River to its natural course and ensuring the healthy and functioning aquatic and riparian habitats in the San Miguel River and tributary corridors including Coronet and Bear Creeks. (C9) Low

### 3. ECONOMIC DEVELOPMENT

Create educational programs to encourage greater local purchasing and work to close any identified voids in businesses or services that are contributing to the leakage. **(D8)** High

Develop strategic economic development plan that would address and monitor the following:

- a. marketing and associated expenditures,
- b. capital expenditures,
- c. economic performance measures;
- d. sites and/or development proposals that have the potential to broaden the economic base in the Telluride area beyond tourism,
- e. incentives for attracting new businesses that are complementary to the community; and
- f. business fees/taxes. **(D4,7,14)** High

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#### 4. AFFORDABLE HOUSING

Reevaluate mitigation rates for new development and create rates for residential uses. Develop recommendations for improvements to the density bonus program in both the commercial and residential districts. **(E2,8)**

High

Implement the following land acquisition and construction program **(E13)**:

High

##### 2004-2009

Secure sites for a minimum of 100 units and pursue land acquisition to support the entire (2005-2020) program.

Sites may be acquired outside the current Town boundaries, preferably within the Region.

High

Construct 85 to 105 units with types consistent with the targeting recommended in the THASP, with an emphasis on the 80 to 120 percent AMI group.

High

Create subarea plans or Master Plan the areas identified for affordable housing sites within the town.

High

##### 2010-2015

Construct 70 to 90 units at a rate of approximately 12 units per year. Unit types should follow the target groups identified in the TAHSP, with an emphasis on the 100 to 130 percent AMI as the community and local economy continues to mature.

Low

Explore additional funding sources.

Low

Pursue additional land acquisition sites.

Low

Re-evaluate overall affordable housing demand and targeted groups.

Low

##### 2016-2020

Construct 70 to 90 units. Re-evaluate demand and targeted groups, and continue to explore additional funding sources.

Low

#### 5. TRANSPORTATION, PARKING AND CIRCULATION

##### TRANSPORTATION

Explore formation of a Regional Transit Authority comprised on relevant jurisdictions to provide regional transit service throughout the Telluride area and to points throughout the Region, particularly those areas with high density development. **(F12,13)**

Medium

Monitor transit services and delivery vehicle patterns through a periodic review of circulation patterns to maximize circulation in relation to parking, delivery, snow removal, business locations, and additional placement or replacement of mall/open space areas. **(F14)**

Medium

##### CIRCULATION

Implement a roundabout at Society Turn. **(F5c)**

Low

Conduct a site evaluation for an appropriate location for a Visitors Center that takes into consideration circulation and parking patterns relative to this facility. **(F16E)**

Medium High

Create an in-town bike lane along West Colorado Avenue. **(F26)**

High

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## PARKING

Evaluate the parking requirements for new development and redevelopment so as to ensure adequate off-street parking facilities for both public and private land uses. <b>(F8,9)</b>	High
Develop an intercept parking lot at Lawson Hill to expand “park and ride” opportunities for the workforce and visitors. <b>(F2)</b>	Medium
Any payment in lieu of parking fees shall be regularly reviewed to ensure that they are sufficient to meet the costs of land acquisition and parking development. <b>(F9)</b>	High
Amend the Land Use Code to increase current parking requirements for single-family residential units. <b>(F3)</b>	High
A formal review of parking standards shall occur at least once every two years. <b>(F10)</b>	Low

## PUBLIC IMPROVEMENTS

Provisions should be made for future undergrounding of utility services to enhance the view corridors and physical appearance of the town. <b>(F18c)</b>	Medium
Create a "vocabulary" of pedestrian-oriented surfacing, signs, and furnishings with a consistent thematic design that enhances the aesthetics of the community. <b>(F19)</b>	Low
Sites should be identified for future rights of way, or portions thereof, that may become suitable for future park, plaza and pedestrian use. <b>(F20)</b>	Medium

## 6. HISTORIC PRESERVATION

Create a plaque system to designate structures of community importance and interest. <b>(G3)</b>	Low
Conduct annual training related to historic preservation and design regulations for Boards and Commissions, design professionals and the public. <b>(G6)</b>	High
Develop an incentive program designed to enhance the preservation of historic buildings. These incentives could include: owner occupied rehabilitations of historic residences, including sheds; special zoning incentives for preservation of locally designated landmarks; energy conservation measures; and so on. <b>(G11,12,16)</b>	Medium
Create a communications plan that would utilize effective means of disseminating information on codes, guidelines and databases to the general public. <b>(G13)</b>	High
Provide guidelines and review for rehabilitation and maintenance of individual historic landmarks. <b>(G15)</b>	High
Update the existing design guidelines to address the prevention of deterioration, demolition or relocation of all rated structures; the creation of faux Victorian structures; energy conservation; affordable housing; design; landscaping and other historic preservation initiative identified in the Master Plan. <b>(G18)</b>	High

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## 7. URBAN DESIGN

Amend the Land Use Code to include guidelines addressing night lighting in the town in both public and private spaces, with the long-term goal being the designation of Telluride as a Dark Skies Community. <b>(H14)</b>	Medium
Update the landscaping regulations. <b>(H16)</b>	High
Create educational programs designed to increase public awareness of the importance of protecting and planting appropriate species and sizes of trees and shrubs. These educational strategies would be integrated into the development of landscaping guidelines that are discussed in more depth in the "Environmental Preservation" section of the Implementation Plan. <b>(H10)</b>	Low
Develop a public art program that would address the content, periodicity, and selection process for any public art installations, with a guiding parameter being that any art located on a public site shall be on a revolving basis. <b>(H18)</b>	Medium

## 8. RESIDENTIAL LAND USE

Amend the Land Use Code to require new large residences to construct additional units designed to provide affordable housing opportunities and maintain the traditional primary/secondary building relationship. <b>(I5)</b>	High
Create programs and incentives to encourage absentee residential owners of non-short-term units to rent or encourage other use of their units. <b>(I10)</b>	Medium

## 9. COMMERCIAL LAND USE

Track the volume of commercial and accommodations development as part of a larger economic performance tracking system including a monitoring system that will track "use" so as to limit free market multi-family to a maximum of 35 percent of the allowed floor area for new construction in the Commercial Core area. <b>(J3, K5)</b>	High
Amend the Land Use Code to prohibit strip development along the Colorado Avenue spurs and other major arterials in both the town and the Region. Rezoning to commercial use which are not in conformance with the Land Use Plan are also opposed. <b>(J4)</b>	High
The Town will pursue the development of an area of centralized storage (warehousing) and terminal facilities for more efficient commercial and private deliveries and storage. <b>(J7)</b>	Low
Conduct a new accommodations study for Telluride to determine the needed amount of hotel, condominium and other accommodations units for the town. <b>(J6)</b>	High
The Town will consider adding "ground floor retail/restaurant uses" to the list of objectives (that are encouraged) in PUDs as identified in the Land Use Code. <b>(K7)</b>	High
Create incentives to increase and retain the supply of local resident-serving commercial space in the Commercial Core. Use Town-owned land to further this objective. <b>(K11)</b>	High
Create incentives for accommodations construction in the Commercial Core, with the goal being to retain existing hotel/accommodations uses as short-term bed base. <b>(K17)</b>	High

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## 10. HILLSIDE DEVELOPMENT

Refine the Hillside Master Plan and publicize the fact that for all lands in the Hillside Developing and Hillside Residential Area, property owners and buyers should understand that there are significant environmental and aesthetic issues. This could be part of more general public education programs related to planning and environmental issues. <b>(L1, 2)</b>	Low
Amend the Land Use Code to require a comprehensive drainage plan of all new development in the Hillside Designated Areas. <b>(L6)</b>	Low
The Town will be open to proposals that incorporate various “innovative” or “creative” solutions to provide fire and emergency services and facilities to hillside development at levels comparable to other areas of the town, provided other aspects of the plans are supportable. <b>(L14)</b>	High
A formal definition of an “edge” (that is, the aesthetic quality that results when large open space areas abut the edge of the developed town in a distinct and visible way) will be developed and integrated into planning documents. <b>(M1)</b>	High

## 11. CULTURE AND EDUCATION

A cultural plan shall be developed to address the following issues related to cultural enhancement in Telluride:

<ul style="list-style-type: none"><li>• Developing new sources of financial support for arts and cultural programs and facilities.</li><li>• Inventory and explore possible facilities for the performing arts and exhibitions, including rehearsal, meeting and lecture space.</li><li>• Promote adequate conference and meeting facilities in town to serve multiple needs.</li><li>• Develop and maintain adequate meeting and administrative spaces for culture, the arts and education, the museum and provide financial support for a diverse range of cultural and educational programs.</li><li>• Provide adequate public facilities to serve the needs of cultural programs, including festivals. <b>(N2,3,11,13,14)</b></li></ul>	High
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## 12. PARKS AND RECREATION

Develop a regional partnership dedicated to exploring creating regional recreation/ community facilities, such as an all-season swimming pool and space for indoor and outdoor sports. <b>(O3)</b>	Medium
Complete acquisition of parcels identified in the Town Park Master Plan. Acquisitions could include purchasing of easements, long-term leases or lease purchase agreements on properties because of aesthetic, environmental or functional requirements. <b>(O4)</b>	High

## 13. OPEN SPACE

Continue to protect open lands consistent with the Open Lands Plan, as they become available.	High
A monitoring program will be created to measure the visual and environmental impact of human-induced activities that occur in or adjacent to identified open space. Develop mitigation strategies if negative impacts are observed. <b>(P7)</b>	Medium
Maintain the current level (20 percent of unencumbered revenues) of Open Space funding and reevaluate the formula upon resolution of the Valley Floor and other regional planning issues and opportunities.	High

## 14. SUBAREA PLANS

Undertake subarea planning within three identified areas of town:

<ul style="list-style-type: none"><li>• Public/private Carhenge (Coonskin) area</li><li>• Four Corners</li><li>• Commercial Core</li></ul>	High
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2004-01-273: Cable for Nellie  
Tram, July 3, 1897.  
Photo courtesy of the  
Telluride Historical Museum.  
For this & other historic  
images, visit us at  
[www.telluridemuseum.org](http://www.telluridemuseum.org)

Cable for the Nellie Tramway  
Length 10810 ft Weight 17000 lbs.

BYERS  
Telluride  
Colo.  
2805