**TABLE OF CONTENTS**

04  Introduction
   Purpose of the Plan
   Avon's History and Current Context

14  Goals and Policies
   A. Built Form
   B. Land Use
   C. Community Character
   D. Economic Development
   E. Housing
   F. Multi-Model Transportation & Parking
   G. Environment
   H. Parks, Recreation, Trails & Open Space
   I. Public Services, Facilities, Utilities & Government
   J. Regional Coordination

07  Avon's Vision
   What Avon Values
   Achieving the Vision

09  Land Use and Community Framework
   Opportunities and Constraints
   Future Land Use Plan
   Community Framework Plan
   Built Form Diagram

27  District Planning Principles
   1. Town Center District
   2. Riverfront District
   3. Nottingham Park District
   5. Village at Avon Districts
   6. Gulch Area District
   7. Railroad Corridor
   8. Open Space District
   9. Valley Residential District
   10. I-70 Gateway District
   11. Northern Residential District

26  Implementation Matrix

Maps
   Opportunities and Constraints
   Future Land Use Plan
   Community Framework Plan
   Built Form Diagram
   Town District Map
This Comprehensive Plan is a guide for land use policy and other Town decision making. It provides the foundation and framework for such policies and actions that grow the community vision by articulating the vision in words, maps, and diagrams.

The following principal project goals guided the development of this Comprehensive Plan:

- Conduct a planning process that generates stakeholder involvement and finds consensus.
- Create an Action Plan that articulates clear goals and policies that will direct and prioritize future Capital Improvement Programs and future development.
- Develop a Future Land Use Plan and Community Framework Plan based on Avon’s existing conditions that identifies Avon’s most desirable future land use mix and configuration.

The Town of Avon is located in the Colorado Rockies along the Eagle River. The Town now is a year-round community serving those that live and work here, and also a year-round resort community that hosts short and long-term visitors. The Town also serves as a gateway to Beaver Creek Resort and is eight miles west of Vail. It is a home rule municipality in Eagle County, with the county seat located 20 miles to the west, in the Town of Eagle.

The early Eagle River Valley, including the area that was to become Avon, was first inhabited by the Utes. These great Native American horsemen spent winters in the mild climate to the west and returned to “the shining mountains” each summer to hunt mule deer, elk and the great buffalo.

The earliest non-natives visiting the area were probably mountain men trapping beaver to supply fur for top hats. In 1845, John Charles Fremont led his California-bound expedition down the Eagle River through present day Avon and caught what they called a “buffalo fish,” probably a mountain white fish or a cutthroat trout, at a riverside camp called William’s Fishery. The famous Hayden Survey party came to the Eagle Valley in 1873 noting impressive geology near present day Minturn and Squaw Creek, near present day Cordillera.

Settlers arrived in the early 1880’s, including George A. Townsend, who took up a homestead of 160 acres and built a house at the confluence of the Eagle River and Beaver Creek. Mr. Townsend is said to have fancied the name Avondale for the area. At some point, Avon became its official name. Early pioneers, including Townsend, grew hay and raised cattle to feed nearby miners.
Later, John Metcalf and Oscar Traer rode together to Central City to witness each other’s paperwork “proving up” their respective claims under the federal Homestead Act. Homesteaders also worked together to dig essential irrigation ditches, sometimes using dynamite and a horse-drawn scoop called a Fresno Scraper. As early as July 4, 1891, the Eagle County Times reported, “Eagle County is a good place to visit, a better place to settle in, and the best place in the state for capital-seeking investment.”

In the 1920’s head lettuce was the crop of choice in Avon and neighboring Beaver Creek and Bachelor Gulch. Box cars stood at the Avon Depot, loaded with ice from the Minturn ice house (the ice had been cut the preceding winter at Pando up near Tennessee Pass) and readied for freshly cut lettuce heads delivered in crates by farmers. These refrigerated railcars shipped Avon crops as far as the east coast providing fresh lettuce weeks after the nation’s standard lettuce harvest was gone.

Through the years Avon land produced cattle, hay, potatoes, peas, oats, and, starting in the 1940’s, sheep. By this time most of Avon’s homesteading families were long gone but descendants of William Nottingham had stayed on and owned and operated nearly all the land called Avon.

By 1972 Vail had become one of the top destination ski resorts in the country and pressure mounted “down valley” in Avon for ranch land to be developed. One branch of the Nottinghams sold its controlling interest in the land to Benchmark Companies and the Town of Avon was incorporated on February 24, 1978. The new town was comprised of the land in present day central and western Avon including the area that soon became Nottingham Park. In 1988, Avon had a permanent population of 1,500 people. Another branch of the Nottinghams sold its land to companies owned by developer Traer Creek, the area encompassing present day eastern Avon and the northern hillside. Residents continued to move to Avon and, in 1998, Avon was home to over 3,000 residents. As of 2014, Avon’s population had more than doubled to 6,342 people living in 2,321 households in a total area of 8.0 square miles.

What Avon Values
A core set of values were identified to provide direction for the Comprehensive Plan.

Avon strives to:
Respect the Natural Environment. Enhance Avon’s strong connections to its spectacular scenery, magnificent natural surroundings, and ample outdoor recreational opportunities.
Have a Distinctive Built Form. Develop a hierarchy of built forms that reflects the importance of the Town Center in the community. High quality design and finishes will exist throughout the community.
Enhance the Sense of Place and Character. Create a developed community made up of smaller residential neighborhoods and a thriving Town Center that collectively provide a unique sense of place and charm enjoyed by year-round residents and visitors alike.
Be a thriving Center of Activity and Entertainment. Provide the Eagle Valley with unique shopping, dining, entertainment, and recreational opportunities.
Support a Vibrant Economy. Maintain a strong and sustainable year-round economy through Town efforts and through private/public partnerships.
Foster Attainable Housing. Adopt and implement housing policies that address housing gaps and support the creation of new housing opportunities. A diverse year-round community is fundamental to Town’s character and economic viability.
Promote Diversity. Strengthen a total environment that is supportive of and attainable to a diverse community. The community is the sum of its parts and a healthy and vibrant community must welcome and encompass people with a wide range of backgrounds, interests, vocations, family status, and economic means.
Connect to Culture and Heritage. Provide exceptional art, architecture, cultural events, facilities, and promote the Town’s ranching, agricultural, and railroading heritage.
Provide an exceptional Transportation and Transit Network. Support a multi-modal transportation network that provides convenient, efficient, clean links throughout the Town, to Beaver Creek, and the entire region.
Foster cooperative Partnerships throughout the Eagle Valley. Be good neighbors to Beaver Creek, Eagle County, surrounding communities, and public lands to achieve mutual enhancements and the success of all.

Bibliography
Simonton, June B., Beaver Creek. The First One Hundred Years. June B. Simonton, Vail, Colorado. Copyright 1984.

AVON’S VISION
Avon’s vision is to provide a high quality of life, today and in the future, for a diversity of people and interests; and to promote their ability to live, work, visit, and recreate in the community.
**Opportunities and Constraints**

Avon's Opportunities and Constraints, including physical and geographic elements, serve as a framework to focus time and effort, and as guidance for policies and goals.

**Opportunities:**
- Redevelopment of older buildings and the re-organization of parcel boundaries and the associated street pattern to create more organized and effective urban framework in the Town Center;
- Development of a transit connection directly connecting Town Center with Beaver Creek Village;
- Improvement of connections between **Avon's Town Center District** and the Eagle River;
- Promotion of recreational and mobility options to and from Avon with the regional trail through Avon along the Eagle River;
- Utilization of Nottingham Park as a strong anchor/destination to the Main Street Pedestrian Mall;
- Enhancement of existing amenities near Nottingham Park to strengthen this area as Avon's civic and cultural center;
- Improvement of various trail connections to the Town Center; and Study of the railroad right-of-way for other uses.

---

**Achieving the Vision**

Many of the community’s values, beliefs, and desires for Avon’s future provide a synchronized direction for many of Avon’s unique issues and concerns. The Comprehensive Plan develops several tools to achieve the Vision:

- **Goals:** Statements of intent by the Town Government which will support the achievement of the Vision when implemented.
- **Policies:** Tactical actions necessary to implement and achieve the strategic objectives of the Goals.
- **Implementation Matrix:** The Matrix identifies priorities and “next steps” for projects that further the Plan.
- **District Planning Principles:** Subareas are defined by their strategic role, character, and identity so that the area may appropriately support the vision.
The Future Land Use Plan establishes preferred development patterns by designating land use categories for specific geographical locations. Land use designations depicted on the land use map do not supersede the Town's zoning districts and regulations, and display general land use categories as a visual guide for the community based on the goals, objectives, and policies presented within this document. The Future Land Use Plan and its land use designations are illustrative only and do not represent zoning designations.

Constraints:
- Avon Road is perceived as a barrier for pedestrians walking between the East and West Town Center;
- The East Town Center District is fragmented and lacks strong auto and pedestrian connections; and the railroad right-of-way creates a linear barrier.

Opportunities and Constraints
The Community Framework Plan is used to illustrate key community policies that will help achieve the desired community character.

The application of the Community Framework Plan is fourfold:

• Illustrate the larger-scale relationships between the Town Center Districts and other key areas within Avon;
• Provide illustration of the land use goals and policies;
• Establish a starting point for development submittals by illustrating how specific land use designations coordinate with the Comprehensive Plan’s goals and policies;
• Create a vision for Avon’s community design structure. The plan serves as a guide and checkpoint to ensure that individual development plans are coordinated to create a functional and desirable overall land use pattern.

Community Framework Plan

The Built Form Diagram is provided to illustrate the desired form of the community in a three-dimensional manner. As development is reviewed, the diagram should guide and support the land use regulations and design guidelines and provide clear expectations regarding the Town’s vision for future development.

The Diagram will serve to identify:

• Needed connections to link all parts of the community and to develop a more functional and walkable community.
• A general re-orientation for selective redevelopment of key parcels within the Town Center District to simplify its circulation system and increase opportunities for viable mixed-use development.
• Heritage and cultural resources worthy of preservation and/or enhancements.
• Important community gateways and corridors.
• A basic framework that works in conjunction with specific district planning principles identified in the plan.

BUILT FORM DIAGRAM

The Built Form Diagram is provided to illustrate the desired form of the community in a three-dimensional manner. As development is reviewed, the diagram should guide and support the land use regulations and design guidelines and provide clear expectations regarding the Town’s vision for future development.

The Diagram will serve to identify:

• Needed connections to link all parts of the community and to develop a more functional and walkable community.
• A general re-orientation for selective redevelopment of key parcels within the Town Center District to simplify its circulation system and increase opportunities for viable mixed-use development.
• Heritage and cultural resources worthy of preservation and/or enhancements.
• Important community gateways and corridors.
• A basic framework that works in conjunction with specific district planning principles identified in the plan.

BUILT FORM DIAGRAM

The Built Form Diagram is provided to illustrate the desired form of the community in a three-dimensional manner. As development is reviewed, the diagram should guide and support the land use regulations and design guidelines and provide clear expectations regarding the Town’s vision for future development.

The Diagram will serve to identify:

• Needed connections to link all parts of the community and to develop a more functional and walkable community.
• A general re-orientation for selective redevelopment of key parcels within the Town Center District to simplify its circulation system and increase opportunities for viable mixed-use development.
• Heritage and cultural resources worthy of preservation and/or enhancements.
• Important community gateways and corridors.
• A basic framework that works in conjunction with specific district planning principles identified in the plan.

BUILT FORM DIAGRAM
A number of overarching goals and policies provide direction in the following community-wide topic areas:

A. **Built Form**
B. Land Uses
C. Community Character
D. Economic Development
E. Housing
F. Multi-modal Transportation & Parking
G. Environment
H. Parks, Recreation, Trails, and Open Space
I. Public Services, Facilities, Utilities, and Government
J. Regional Coordination

Each topic area contains one or more goals and several specific policy objectives. Certain goals and policies are more specific and timely than others; however, all goals and policies contribute to the vision of the plan and its implementation. Finally, certain policies interrelate to several topic areas (such as policies that are relevant to both Land Use and Economic Development).

---

Goal A.1: Promote a compact community form.
Policy A.1.1: Encourage redevelopment and revitalization of outdated, rundown, or otherwise neglected areas.
Policy A.1.2: Locate uses that generate significant traffic near transit facilities or shared parking facilities.
Policy A.1.3: Investigate including Floor Area Ratio limitations in the Municipal Code.
Policy A.1.4: Encourage development that is consistent with the overall Built Form according to the Built Form Diagram.
Policy A.1.5: Promote development that maximizes sun exposure and protects views.
Policy A.1.6: Require minimum densities in the Town Center Districts.
Policy A.1.7: Promote development that is accessible and integrated with existing retail and transit within the Town Center District.
Policy A.1.8: Encourage vertically mixed uses within Town Center.
Policy A.1.9: Maintain strong street edges within Town Center; with setbacks and articulated upper floors.

Goal A.2: Maintain a distinct physical and visual separation between Avon and its surrounding communities that preserves the natural beauty of the surrounding mountains and the Eagle River valley.
Policy A.2.1: Continue to inventory, analyze, and prioritize lands adjacent to the developed portions of Town for acquisition and/or preservation as open space or other public purposes.
Policy A.2.2: Encourage cluster style development in areas of less density to promote environmentally and aesthetically sensitive site design.
Policy A.2.3: Participate in planning efforts related to lands outside the Town's corporate limits that may affect the community to make development more consistent across political boundaries.

Goal A.3: Ensure that annexations provide an overall benefit to the community and are in conformance with this plan’s goals and policies.
Policy A.3.1: Zone annexed lands in conformance with the Future Land Use Plan and existing development standards.
Policy A.3.2: Ensure that the Town’s goals and policies are identified and met in all annexation agreements, subdivision improvement agreements, and other commitments.
B. Land Use

Goal B.1: Provide a balance of land uses that offer a range of housing options, diverse commercial and employment opportunities, inviting guest accommodations, and high quality civic and recreational facilities that work in concert to strengthen Avon’s identity as both a year-round residential community and as a commercial, tourism and economic center.

Policy B.1.1: Include sufficient land for public uses such as schools, recreation, community facilities, and government services.

Policy B.1.2: Focus lodging and guest accommodation in the Town Center.

Policy B.1.3: Encourage development applicants to meet with adjacent residents, businesses, and property owners during all application phases to identify concerns and strategies to address them.

Policy B.1.4: Encourage developers to rezone properties from PUD to standard zone districts.

Goal B.2: Ensure that Avon continues to develop as a community of safe, interactive, and cohesive neighborhoods that contribute to the Town’s overall character and image.

Policy B.2.1: Attempt to meet the use and density guidelines on the Future Land Use Map

Policy B.2.2: Promote a wide range of residential uses throughout the Town.

Goal B.3: Use mixed-use development to create a more balanced, sustainable system of land uses.

Policy B.3.1: Encourage mixed-use development in appropriate areas identified in the Future Land Use Plan.

Policy B.3.2: Allow for temporary uses on ground floor retail space which are able to respond to market demand.

Goal B.4: Encourage commercial development that enhances Avon’s overall economic health, contributes to the community’s image and character, and provides residents and visitors with increased choices and services.

Policy B.4.1: Promote clustered commercial development to provide publicly accessible amenities.

Policy B.4.2: Foster development to use LEED or similar standards in planning and construction.

Policy B.4.3: Encourage residential neighborhoods that have pedestrian connections and convenient retail and services.

Goal B.5: Encourage revitalization of existing light industrial and manufacturing uses.

Policy B.5.1: Ensure infrastructure improvements include sidewalks, utilities, and controlled access from collector roads, like Nottingham Road.

Policy B.5.2: Encourage effective screening of industrial uses from adjacent uses and vehicular access and circulation separate from public roads.

Policy B.5.3: Review accessory residential uses in association with light industrial commercial development when compatible.
C. Community Character

Goal C.1: Ensure that development is compatible with existing and planned adjacent development and contributes to Avon’s community image and character.

Policy C.1.1: Regularly update and enhance the Avon land use regulations and District Master Plans for innovative design approaches and positive development outcomes.

Policy C.1.2: Ensure compatible architectural features between adjacent buildings.

Policy C.1.3: Design four-sided architecture that maximizes solar exposure, protects views, and breaks up building bulk.

Policy C.1.4: Extend Town Center urban design principles to appropriate adjacent Districts.

Goal C.2: Create community gateways and streetscapes that reflect and strengthen Avon’s unique community character and image.

Policy C.2.1: Beautify the Town with landscaping and public art.

Policy C.2.2: Design and maintain streets and walkways as safe, inviting, and pedestrian/bicycle friendly public spaces.

Policy C.2.3: Reinforce community gateways along major roadway corridors that strengthen Avon’s community identity.

Policy C.2.4: Encourage landscaping and building locations that enhance neighborhood views and view corridors.

Policy C.2.5: Work with other entities to improve the streetscape along U.S. Highway 6 and lessen visual and noise impacts from I-70 and Highway 6 while preserving important views of Avon.

Goal C.3: Enhance existing cultural and heritage facilities, events, and programs that strengthen Avon’s community character and image.

Policy C.3.1: Create appropriate community-wide art installations.

Policy C.3.2: Support and promote cultural activities such as theater, concerts in the park, school activities, festivals and special events.

Policy C.3.3: Maintain the existing heritage of the community and reflect that heritage in new development.

Policy C.3.4: Encourage development of civic and recreational amenities that benefit all neighborhoods.

D. Economic Development

Goal D.1: Ensure that there is a positive environment for small businesses.

Policy D.1.1: Enhance retail opportunities and diversify the year-round retail mix.

Policy D.1.2: Authorize home occupations and live/work opportunities where there is minimal negative impact to the neighborhood.

Policy D.1.3: Encourage small business incubators to support local entrepreneurs.

Goal D.2: Promote high quality Town investments.

Policy D.2.1:Prioritize the Capital Improvement Plan to support key public facilities and catalyze private sector projects.

Policy D.2.2: Pursue beneficial economic development through available grants.

Policy D.2.3: Encourage private investment in Avon through innovative investment tools and partnerships.

Policy D.2.4: Support relocation for businesses that offer quality jobs for residents.

Goal D.3: Increase the number of visitors to Avon by enhancing the year-round mountain resort community.

Policy D.3.1: Provide effective transit access with regional destinations.

Policy D.3.2: Capitalize on recreational and cultural assets and heritage. Facilitate the creation of new cultural and recreational attractions.

Policy D.3.3: Encourage collaborative approaches between community stakeholders to enhance Avon’s overall guest experience.

Policy D.3.4: Support marketing that promotes Avon’s community image and tourist amenities.

Policy D.3.5: Seek marketing opportunities that capitalize on the overall community image rather than a single venue or event.

Policy D.3.6: Ensure that attractions are identified in a wayfinding program.

Policy D.3.7: Enhance access to and areas of visitor information.

Policy D.3.8: Encourage increased use of the Town’s website to promote local tourist attractions.

Policy D.3.9: Expand the schedule and variety of events throughout the year.
Goal E.1: Achieve a diverse range of housing densities, styles, and types, including rental and for sale, to serve all segments of the population.

Policy E.1.1: Establish policies and programs, which address housing needs that are attainable to different Area Median Income (AMI) ranges. Evaluate the mitigation rate required of development.

Policy E.1.2: Encourage private development and partnerships that provide a diversity of housing for local working families.

Policy E.1.3: Provide attainable housing through alternative means, including but not limited to: payment-in-lieu, land dedication, regulatory requirements, deed restrictions, waiver of development and building fees, and public-private partnerships that reduce the price of units.

Policy E.1.4: Integrate attainable housing within large developments and throughout Town.

Policy E.1.5: Encourage “no net loss” of attainable housing in redevelopment.

Goal E.2: Coordinate with neighboring communities to provide an attainable housing program that incorporates both rental and ownership opportunities, affordable for local working families.

Policy E.2.1: Place perpetual deed restrictions on all Town supported housing projects and enforce compliance.

Policy E.2.2: Participate in a countywide down-payment assistance program.

Policy E.2.3: Collaborate on joint housing studies and strategies.

Policy E.2.4: Site attainable housing with multi-modal transportation options and facilities, including bike and pedestrian paths.

Policy E.2.5: Consider providing Town revenues in desirable housing projects.

Policy E.2.6: Explore opportunities for conversion of free market housing to increase stock of attainable units.

Policy E.2.7: Work with owners and associations of deed restricted properties to encourage maintenance and capital improvements of units and properties, including but not limited to evaluating deed restriction modifications, special improvement districts, and capital reserve studies.

Policy E.2.8: Ensure that new deed restricted projects require capital improvement and ongoing maintenance reserves.

Goal F.1: Create an integrated multi-modal transportation system that minimizes dependence on automobile travel within the Town by making it easier and more inviting to use transit, walk, ride bicycles, and utilize other non-motorized vehicles.

Policy F.1.1: Develop a multi-modal transportation plan and encourage development proposals to use it in their plans.

Policy F.1.2: Prioritize pedestrians, bicycles, and transit when designing or redesigning streets.

Policy F.1.3: Connect pedestrian, bicycle, and vehicular circulation systems with transit.

Policy F.1.4: Devise public transit service that maximizes efficiency and increases ridership.

Policy F.1.5: Implement traffic calming measures.

Policy F.1.6: Connect transit to pedestrian and bicycle paths.

Policy F.1.7: Encourage development that provides appropriate modal facilities.

Policy F.1.8: Promote Town Center development that minimize automobile travel.

Policy F.1.9: Locate schools, parks, and other civic facilities near trails, sidewalks, and transit facilities.

Policy F.1.10: Provide bicycle and pedestrian connections across I-70.

Policy F.1.11: Recognize the railroad right of way corridor as an integral part of the Town’s mobility system through integration of right of way, at-grade crossings, and regional coordination.

Goal F.2: Maintain and improve transit connections between Avon and Beaver Creek Village.

Policy F.2.1: Investigate transportation options to directly link the Town Center with Beaver Creek Village.

Policy F.2.2: Work with Beaver Creek and other entities for funding and operating transit connections.

Policy F.2.3: Develop pedestrian connections between transit, parking, and Avon Station.

Goal F.3: Encourage a “park once/shop many” environment.

Policy F.3.1: Implement a parking management plan. Consider eliminating minimum parking standards in strategic areas as a way to create and incentivize redevelopment.

Policy F.3.2: Design roads to disperse traffic in community centers.

Policy F.3.3: Develop an unbundled pay-in-lieu program for joint parking structures within parking districts.

Policy F.3.4: Investigate the feasibility of joint development of structured parking facilities in the Town Center.

Policy F.3.5: Encourage underground parking structures share access and connect to adjacent underground parking structures.

Policy F.3.6: Reduce dependency on surface parking areas that directly abut streets.

Policy F.3.7: Ensure parking facilities are easily accessible by pedestrian connections and have minimal visual impacts.
G. Environment

Goal G.1: Protect Avon’s unique natural setting and its open spaces.
Policy G.1.1: Acquire and protect open space that preserves wildlife and the natural environment.
Policy G.1.2: Maintain the Eagle River as a valued resource in accordance with the most recent Eagle River Watershed Plan.
Policy G.1.3: Work with public and private landowners to identify opportunities for conservation easements, permanent open space protection tools, and access to open space.
Policy G.1.4: Minimize and mitigate potential development impacts to wildlife and watersheds.
Policy G.1.5: Locate parking areas, trash containers, loading, and service areas so they are screened or buffered to minimize impacts on the Eagle River or surrounding uses.

Goal G.2: Identify and mitigate potential environmental hazards to promote public health, safety, and welfare.
Policy G.2.1: Identify and avoid development in environmentally sensitive areas or steep hillsides.

Goal G.3: Discourage air, water, light, and noise pollution.
Policy G.3.1: Investigate an alternative fuel program for the Town’s transit and fleet vehicles.
Policy G.3.2: Enforce the use of “Dark Sky” compliant fixtures.
Policy G.3.3: Limit the number and location of wood burning fireplaces, reduce demand for automobile trips, and reduce pollution from existing sources.
Policy G.3.4: Explore the feasibility and necessity of a noise ordinance and educational program.

Goal G.4: Conserve environmental resources.
Policy G.4.1: Incentivize renewable energy and building techniques which support the goals of the Eagle County Climate Action Plan.
Policy G.4.2: Support regional and local recycling and compost facilities and programs.
Policy G.4.3: Promote water conservation through public education, supply management, and demand management techniques.

H. Parks, Recreation, Trails, & Open Space

Goal H.1: Provide an exceptional system of parks, trails, and recreational programs to serve the year-round needs of area residents and visitors.
Policy H.1.1: Evaluate and seek parcels or easements for open space, trails, and recreation.
Policy H.1.2: Manage, protect, and plan for public open space. Analyze trail maintenance and rule enforcement in open space.
Policy H.1.3: Support development and annexation to incorporate recreational amenities, land for trails, and open space accessible to the public.
Policy H.1.4: Integrate the Town’s trail system with regional trail systems.
Policy H.1.5: Link open space through coordination with other governments and non-profits.

Goal H.2: Coordinate and collaborate with surrounding jurisdictions and agencies to develop recreational opportunities.
Policy H.2.1: Collaborate with other recreation providers for joint use of facilities and coordinated event planning.
Policy H.2.2: Review and provide input on U.S. Forest Service and BLM land swaps within the 3-mile planning area.
I. Public Services, Facilities, Utilities, & Government

Goal I.1: Ensure cost effective provision and development of public facilities and services.
Policy I.1.1: Analyze the impact of various types of growth and development on services.
Policy I.1.2: Develop community services and facilities based on demand.
Policy I.1.3: Encourage neighborhood and community-based childcare, senior care, and healthcare facilities.

Goal I.2: Encourage the broad participation of citizens in planning efforts and decision-making.
Policy I.2.1: Strive for increased transparency in government.
Policy I.2.2: Build awareness of upcoming events, planning processes, and decisions.
Policy I.2.3: Use multiple methods of communication with the public.
Policy I.2.4: Encourage HOAs in all parts of Avon. Keep an active database of HOA contacts, and provide training to interested HOAs.

J. Regional Coordination

Goal J.1: Collaborate with other agencies to implement this plan and to ensure Avon’s needs and goals are being met.
Policy J.1.1: Collaborate with county, regional, state, and federal agencies and adjacent municipalities on cooperative planning efforts and regional issues.
Policy J.1.2: Participate in agreements with regional agencies and adjacent municipalities to share facility costs and revenue.
Policy J.1.3: Refer applicable development submittals to regional agencies and adjacent municipalities to coordinate on regional issues.
## Implementation Matrix

The following list includes tangible “next steps” for implementing the above Goals and Policies. All other policies not listed within the Implementation Matrix are viewed as having ongoing characteristics that are applicable on a sustained or continual basis.

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>ASSOCIATED POLICIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Town Center Update</td>
<td>West Town Center District</td>
</tr>
<tr>
<td>Update Land Use Regulations</td>
<td>C.1.4, A.1.3</td>
</tr>
<tr>
<td>Multi-modal Parking and Transportation Plan</td>
<td>F.1.1</td>
</tr>
<tr>
<td>East Town Center Plan Update</td>
<td>East Town Center District</td>
</tr>
<tr>
<td>Signage, Wayfinding, and Streetscapes</td>
<td>A.1.9, C.2.2, C.2.5, D.3.6, F.2.2</td>
</tr>
<tr>
<td>Community Gateways</td>
<td>C.3</td>
</tr>
<tr>
<td>Parking, Vehicular Connections, and Circulation</td>
<td>F.5.8, F.3.2, F.3.3</td>
</tr>
<tr>
<td>Park/Open Space Plan and Nottingham Park District Plan</td>
<td>Nottingham Park District A.2.1, A.3.2, G.1.4</td>
</tr>
<tr>
<td>Three-Mile Plan</td>
<td>J.4.5</td>
</tr>
<tr>
<td>Energy and Environmental Resources Plan</td>
<td>G.3.1, G.4.2, G.4.3</td>
</tr>
<tr>
<td>Railroad Right of Way Preservation</td>
<td>F.2.11</td>
</tr>
<tr>
<td>Riverfront Park</td>
<td>Riverfront Districts H.1.6</td>
</tr>
<tr>
<td>Cost of Growth Analysis</td>
<td>I.2.1</td>
</tr>
<tr>
<td>Public Art Plan</td>
<td>C.3.1</td>
</tr>
<tr>
<td>Buffers from I-70</td>
<td>C.2.5</td>
</tr>
<tr>
<td>Visitor Information</td>
<td>D.3.5, D.3.7, D.3.8</td>
</tr>
<tr>
<td>Transit from Village at Avon to Town Center</td>
<td>C.1.4, F.1.8, Village at Avon Districts</td>
</tr>
<tr>
<td>Alternative Road Development</td>
<td>Wrenedge District F.3.2</td>
</tr>
<tr>
<td>Educational Campaign Regarding Noise</td>
<td>G.3.4</td>
</tr>
</tbody>
</table>

While the Goals and Policies of this plan generally apply to all areas of the Town, the District Planning Principles apply specific planning and urban design recommendations to areas within the Town, stemming from community and landowners input, and existing development rights. Below is a map identifying the Districts.
DISTRICT 1:
TOWN CENTER DISTRICT

The Town Center District serves as the heart of the community. A mix of lodging, residential, government services, civic facilities, and commercial uses complement social, cultural, political, and recreational gatherings in the District. It provides a diversity of land uses in vertically mixed-use buildings to be the common ground between full-time residents, part-time residents, and destination guests.

The Town Center District will continue as the primary focus for mixed use, pedestrian-oriented residential and lodging development within the Town. The size of the parcels provides an opportunity for a variety of redevelopment opportunities. Avon should encourage redevelopment opportunities when they provide community benefit, improve street patterns, and create more direct pedestrian walkways and bike paths.

Planning Principles:

• Adhere to the planning principles outlined in related master plans when planning new development and area improvements.
• Improve pedestrian and non-vehicular connections across Avon Road.
• Study road design and usage to improve circulation, enhance development feasibility, and provide a better pedestrian experience.
• Link pedestrian, bicycle, and automobile circulation to and through Town Center, Nottingham Park, the Riverfront, and the Eagle Valley Trail.
• Use signage, streetscape design, landscaping, points of interest, and other wayfinding elements to help orient visitors.
• Enhance the use of Avon Station.
• Establish public plazas and other gathering spaces for community interaction and social events.
• Provide entertainment opportunities for residents and guests to enliven the area and promote and extend retail hours.
• Develop a mix of uses that provides a strong residential and lodging bed base supported by community and guest commercial uses.
• Create inviting retail, restaurant, and entertainment uses on the ground floor through architectural detailing that includes a human scale, display windows, appropriate lighting, and other pedestrian amenities. Site offices, lodging, and residential uses on upper floors.
• Enhance private/public parking facilities to provide easy access to and through the District.
• Encourage shared parking structures and parking districts to accommodate retail without large expanses of ground level of parking.
• Use a cohesive and quality set of design principles between Town Center and the Village at Avon.
• Orient adjacent buildings to face Avon Road for compatibility with Town’s redevelopment ambitions.
The Riverfront District has significant residential, lodging, commercial, and service uses. The area is mostly developed, except near the Westin hotel. The District provides access to Beaver Creek Village, U.S. Highway 6, the Eagle River, and the Eagle Valley Trail. Planning and development of this District must incorporate these key assets. Visibility from U.S. Highway 6, protection and enhancement of the riparian environment along the Eagle River, and appropriate public access along the river should be taken into consideration with all development.

**Planning Principles:**

- Improve and enhance connections to the linear park along the river, the Eagle Valley Trail, Town Center, Beaver Creek, and Nottingham Park.
- Seek easements where appropriate for river access.
- Limit access to the Eagle River to strategic locations for overall riparian health.
- Provide transit connections between Town Center and Riverfront District.
- Add sidewalks and landscaping along roads.
- Orient buildings to capitalize on the Eagle River as an amenity. Use sensitive site planning, architectural detailing, articulation, and appropriate setbacks, color, screening, and scale of structure to preserve the character of the river and its associated natural habitat.
- Limit building height to a scale that is subordinate to Town Center and compatible with the river environment. Buildings should be designed to step down in height as they near the river and in response to the natural topography.
- Adhere to the Eagle River Watershed Management Plan for river setbacks and best practices for development in proximity to the river.
- Locate parking areas and building services away from the river and reduce their impact on the river corridor.
- Plant indigenous trees and shrubs to screen existing large residential buildings along U.S. Highway 6 and provide landforms and landscaping between residences and U.S. Highway 6.
- Minimize the loss of trees and impact to the riparian area while achieving urban design goals.
- Develop a vibrant mix of uses consisting of bed-base development, commercial development, recreation, and open space along the river in the area closest to Town Center.
- Examine the potential to develop pedestrian and bicycle connections between Stonebridge Drive and the Village at Avon District.
This District includes a park, town hall, library, elementary school, and the recreation center, and functions as a community activity center. Good pedestrian circulation through the area exists, but needs enhancement to respond to key future developments in the Town Center District and the Riverfront District. Views from the park and the performance pavilion are also key components to the District. An extension of Town Center urban design principles can provide needed consistency between districts.

Planning Principles:

• Implement use and design principles from the 2017 Tract G planning effort’s recommendations.
• Maintain flexible space for temporary concession facilities and provide a western anchor to the Main Street Pedestrian Mall.
• Enhance the multi-modal connections between the municipal center and the park.
• Develop parking associated with the expanded uses of the area’s Civic Campus.
• Ensure passive activity spaces are preserved within Nottingham Park,
• Preserve view corridors to Beaver Creek and the Main Street Pedestrian Mall.
The area is characterized by the flat areas presently used for ski area parking, and the gateway to Beaver Creek. The parcels currently serve as parking areas and other accessory uses for Beaver Creek Resort and their development is relevant to the Town. Although most of the parcels in District 4 are outside of Avon’s municipal boundaries, the Town should be consulted on any proposed development on these parcels.

**Planning Principles:**

Encourage and support development that:

- Works with CDOT to enhance the U.S. Highway 6 right-of-way to provide a sense of arrival and departure for those traveling to and from Avon, and to strengthen Avon’s overall community image and identity.
- Screens ski area parking and other accessory uses.
- Creates strong pedestrian connections to the Riverfront and Town Center Districts.
- Minimizes cut areas and preserves areas of steep slopes. Buildings should be built into the hillside and stepped up with rising topography to reduce their dominance above U.S. Highway 6.
- Shares property access when appropriate.
- Preserves access to the Eagle River.
The Village at Avon District is Avon's eastern gateway and when fully developed, it will generally be an extension of Town Center. The area is planned for commercial, residential, lodging, educational, and cultural/recreational uses. The District is characterized by high visibility from I-70, generally gentle topography, and proximity to Town Center and other highly developed areas of Eagle-Vail.

The District is managed by an independent Design Review Board that reviews development applications. The Village Design Review Board refers development proposals to the Town's Planning and Zoning Commission for comments, and not for approval, ratification, or disapproval. The Town should take an active role where possible in promoting positive development within the area. Site development elements, public design elements such as street alignments, streetscape furnishings, signage, and lighting should be coordinated between the Village at Avon and the Town.

**Planning Principles:**

Encourage and support development that:
- Creates strong auto, bicycle, and pedestrian connections between Town Center via both East Beaver Creek Boulevard and Chapel Place.
- Creates inviting public plazas, green spaces, water features, streetscapes, sidewalks, and other gathering spaces for public interaction.
- Creates inviting retail, restaurant, and entertainment uses on the ground floor of buildings through architectural detailing that includes a human scale, display windows, appropriate lighting, and other pedestrian amenities.
- Sites offices, lodging, and residential uses above ground floor uses.
- Sites buildings of various sizes (but shorter than those found in the Town Center District) on the valley floor.
- Avoids large single-use buildings set back from the street edge that are surrounded by expanses of parking.
- Provides well-lit, pleasant pedestrian access from underground parking structures to public streets, paths, and buildings.
- Provides shared parking structures and parking districts to accommodate vehicles without large expanses of ground level parking.
- Screens regional commercial uses from I-70 with trees and berms to create a suitable gateway to the Town.
- Protects view corridors, ridgelines, U.S. Forest Service lands, and steep slopes from development.
- Landscapes properties to soften the visual impact of the structures.
- Preserves significant cultural or heritage resources and important views.
- Maximizes orientation to the river for connections and a riverfront park.
- Preserves all or part of the eastern hillside for open space or park space.
- Prioritizes eastern access on U.S. Highway 6 instead of a frontage road.
- Creates connections and trailheads through the District that connect to USFS land.
The Gulch Area District is located in runoff areas perpendicular to the Eagle River valley. It includes the Town’s only industrial center, dense residential development, the Public Works and Transportation Department facilities, a medical facility, and the Joint Public Safety building. These uses provide an important component to Avon’s overall economic health. The area’s high visibility from I-70 makes it important to the Town’s image.

Existing uses on Nottingham and Metcalf Roads are intensely developed with large buildings and need improved landscaping, access, and screening. The Town should work towards improved traffic safety and aesthetics. Live/ work development opportunities in the Light Industrial and Commercial zone district that do not possess significant conflicts with surrounding land uses should be encouraged. In response to the area’s high visibility from I-70, efforts have been made to screen the existing buildings and facilities and ensure that they blend into the surrounding environment.

**Planning Principles:**

- Development and redevelopment that occurs here should reflect the standards in Town Center, but should not compete with Town Center in terms of size of buildings or intensity of development.
- Screen equipment, storage, and accessory uses with landforms and landscaping.
- Limit building heights and setbacks to be compatible with the existing surrounding development.
- Encourage building at a scale that minimizes visibility from I-70.
- Encourage sidewalks and pedestrian connections.
- Limit auto access points to simplify traffic movements.
- Minimize significant re-grading and provide for proper on-site parking and access.
- Require landscape setbacks and internal landscaping of parking lots.
- Preserve trees and landscaping on properties.
- Accommodate residential development that supports primary industrial or employment land uses.
- Improve the intersection of Metcalf and Nottingham Roads to enhance the entry to Wildridge and provide more direct access from Town Center to Wildridge.
- Develop a pedestrian connection linking West Beaver Creek Boulevard to Nottingham Road.
- Coordinate with CDOT to introduce trees on uphill slopes in the I-70 right-of-way and along Metcalf Road to partially screen buildings and other accessory uses.
- Enhance the West Avon Preserve trailhead.
- Reduce development intensity when traveling north on Buck Creek Road.
The railroad corridor runs the length of Avon along the Eagle River and is not being used for rail traffic, leaving the corridor effectively vacant. Past studies indicate the corridor’s potential as a mass transit and trail corridor, and preservation of the corridor represents an important opportunity for Avon’s future structure and character.

The presence of the railroad tracks through Town creates a substantial north-south barrier through much of Avon. The Town has been successful in securing rights to construct at-grade crossings, and should focus on visually integrating the tracks with the rest of Avon.

Planning Principles:

• Ensure that the railroad right-of-way is preserved for future transit, trail, or other endeavors.
• Minimize the railroad as a barrier to circulation in the community.
• Develop additional at-grade and above grade crossings to better connect the Town.
• Work with Union Pacific to maintain the railroad corridor, including mowing and weed mitigation.
• Purchase or lease the railroad right-of-way when available.
Avon’s key open space is comprised of the steep slopes of the valley wall north of I-70. The West Avon Preserve includes 11 miles of trails added in 2015, and the East Avon Preserve is planned to include trails. Open space adjacent to town is owned by the U.S. Forest Service. These parcels are important to maintaining the desired character of Avon and for development consistent with the overall land use plan. Loss of these parcels to private ownership and development would eliminate valuable visual and physical buffers between and among developed areas of Town and would deprive citizens of open space and natural habitats.

**Planning Principles:**

- **Pursue Town acquisition of parcels to be dedicated as open space by working with the local and national land conservation organizations.**
- **Encourage maintained ownership of U.S. Forest Service by collaborating with the agency to improve, utilize, and maintain them as low-impact publicly accessible regions.**
- **Communicate Avon’s values and desires with the U.S. Forest Service so that land swaps are unlikely to occur without approval from the Town.**
- **Oppose any possible disposition or degradation of the parcels.**
- **Participate in U.S. Forest Service planning efforts to ensure adequate development and long-term maintenance of trails and trailheads.**
The area primarily includes multi-family buildings and a mobile home park and is largely developed. Many parcels have high exposure to I-70. Select parcels have the potential to be redeveloped over time as higher density, master-planned, economically diverse residential areas of primarily attainable local housing. Provisions for pedestrians and bicyclists, pocket parks, and adequate screening of parking and trash areas would help enhance the character of the area.

Planning Principles:

- Encourage high quality redevelopment consistent with the land use regulations.
- Limit building heights to a level subordinate to Town Center and preserve views to Town Center through the strategic placement of open space or the further limitation of building heights.
- Encourage continued improvements to the visual quality of the area, including screening, parking, and trash areas.
- Develop pedestrian safety features and sidewalks to serve the residential development in the area.
- Enhance access to and parking for existing trails, and further link existing non-motorized infrastructure.
- Improve signage for trailheads.
- Encourage the construction of pocket parks where appropriate.
- Coordinate with CDOT to introduce low landforms and plantings (trees and shrubs) along the I-70 right-of-way to buffer the interstate.
- Reseed exposed slopes with native grasses and wild flowers.
- Encourage additional informal landscaping to soften the visual impact of existing structures.
- Enhance the bike and pedestrian experience along West Beaver Creek Boulevard.
The interchange on I-70 at Avon Road is the main gateway to the Town. The area should reflect the character and quality of the community and create a sense of arrival. The gateway should be improved through enhancing the pedestrian experience, lighting, road and right of way materials, enhanced view corridors, and signage. The emphasis should be on the creation of a positive entry experience that extends the character of Town Center to Avon’s front door.

Planning Principles:

- Enhance the intersections at the on/off ramps on Avon Road to include streetscape improvements and special landscape features.
- Maintain the elements that contribute to the gateway experience.
- Improve the I-70 interchange for pedestrians and bikers.
- Improve the aesthetics of the Avon Road underpass.
- Screen adjacent buildings and parking from I-70.
This residential area contains varying densities located on the south-facing slopes north of the main valley floor. The character for the developed landscape should reflect the area’s dry climate and typically steep terrain with low water-requiring plant materials and natural landscaping. Due to the limited number of existing trees and shrubs and the open character of the property, special care should be taken to ensure that all structures are compatible with one another and in harmony with the natural surroundings.

Mountain Star is a gated community development of large-lot, single-family homes, located east of Wildridge on the south-facing slopes north of the main valley floor. This covenant-controlled, gated community has its own design review committee.

Further east, the area is planned to become quality large-lot, single-family homes and some multi-family residential. This residential area is a covenant-controlled, gated community with its own design review committee. This residential area has several provisions for public services and access ways that should be maintained. Further public access arrangements would be beneficial, including the preservation and acquisition of public space located adjacent to this area.

**Planning Principles:**

- Identify, delineate, and enhance all open space parcels and paved and unpaved trails.
- Provide alternatives to the roadways for pedestrian circulation and greater connection to the surrounding open space.
- Preserve and enhance the existing open space trails and explore the possibility of developing additional parcels into pocket parks.
- Add an alternative or second access route to Wildridge (perhaps forest service road during the spring and summer).

Encourage and support development that:

- Prohibits significant alteration of natural environment as well as ridgeline and steep slope development. This area should be highly sensitive to visual impacts of improvements, wildlife preservation, and lighting.
- Provides the development of a trailhead to access the surrounding public lands.
- Provides sidewalks and pedestrian connections.