

2014 Town of Basalt “Our Town” Planning Survey

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Final Report

Submitted to the Town of Basalt, Colorado

by:

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2014 Town of Basalt “Our Town” Planning Survey Executive Summary Report

Overview and Methodology

During the fall of 2014, ETC Institute administered a planning survey for the Town of Basalt. The purpose of the survey was to assess how residents would like to see the Pan and Fork, Lions Park and Clark’s Market properties be developed in conjunction with the river enhancements that are currently underway.

Methodology. A three-page survey was mailed to Basalt residents in late October 2014 and was accompanied by a cover letter from the Mayor. The letter also contained a special URL address for residents who chose to complete the survey via the Internet. The goal for this project was to obtain 300 completed surveys. Of the households that received a survey, 437 completed the survey by mail and 44 were completed on-line, for a total of 481 surveys. The results for the random sample of 481 households have a 95% level of confidence with a precision of at least +/-4.4%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. on-line).

“Don’t Know” or “None Chosen” Responses. The percentage of “don’t know” or “none chosen” responses has been excluded from the charts and graphs to more accurately assess the opinions of residents. Since the number of “don’t know” or “none chosen” responses often reflects the awareness and utilization of particular areas of the community, those responses have been included with the tabular data in Section 2 of this report. When the “don’t know” or “none chosen” responses have been excluded, the text of this summary will indicate that those responses have been excluded with the phrase “who had an opinion.”

This report contains:

- charts and graphs showing the overall results for the questions on the survey (Section 1)
- tabular data showing the overall results for all questions on the survey (Section 2)
- cross-tabular data showing the overall results of the survey questions by age and gender (Section 3)
- open-ended resident comments from Question 9 of the survey (Section 4)
- a copy of the survey instrument (Section 5)

Findings

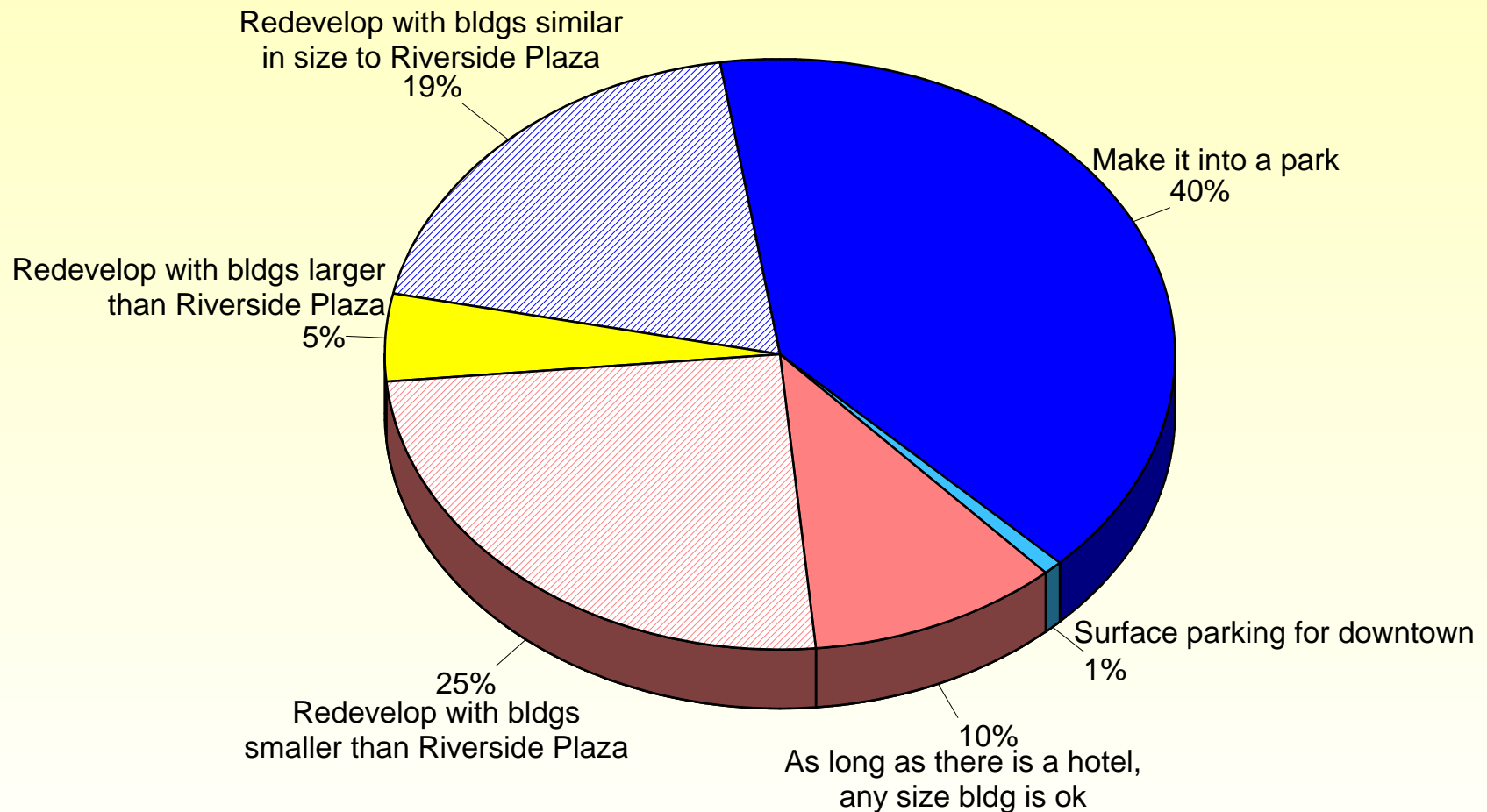
- **Pan and Fork Property Development.** Forty percent (40%) of residents surveyed, who had an opinion, indicated that they would like to see the rest of the Pan and Fork property adjacent to Two Rivers Road developed into a park. Other options for development included: redeveloping with buildings smaller than Riverside Plaza (25%), redeveloping with buildings similar in size to Riverside Plaza (19%), developing a hotel, regardless of building size (10%), redeveloping with buildings larger than Riverside Plaza (5%), and developing surface parking for downtown (1%). Less than one percent (0.2%) of residents indicated a need for developing structured parking for downtown.
- **Clark’s Market Property Development.** Thirty-three percent (33%) of residents surveyed, who had an opinion, indicated that as long as there is a grocery store on the Clark’s Market property, any size building is acceptable. Other options for development included: redeveloping with buildings similar in size to Riverside Plaza (24%), redeveloping with buildings smaller than Riverside Plaza (15%), developing a hotel, regardless of building size (12%), redeveloping with buildings larger than Riverside Plaza (6%), developing structured parking for downtown (4%), developing surface parking for downtown (3%), and developing into a park (3%).
- **Lions Park Property Development.** Thirty-five percent (35%) of residents surveyed, who had an opinion, indicated that they would like to see the Lions Park property kept the way it is, or with moderate improvements. Other options for development included: removing buildings and building a new Town Hall (17%), removing buildings and making the entire parcel into a park (15%), removing Town Hall and the Wylie Building and building a new Arts Center (10%), redeveloping with buildings smaller than Riverside Plaza (5%), redeveloping with buildings similar in size to Riverside Plaza (4%), developing a hotel (4%), developing a grocery store (4%), selling the property to a developer (3%), redeveloping with buildings larger than Riverside Plaza (1%), developing surface parking for downtown (1%), and developing structured parking for downtown (1%).
- **Options for Developable Portion of the Pan and Fork Property.** When asked what types of development residents would like to see on the Pan and Fork property, 36% who had an opinion selected “restaurants” (multiple responses could be given to this question). Some of the other options included: hotel (29%), active park – no buildings (27%), more retail – small stores (22%), and performing arts (22%). The types of development that residents selected least for the Pan and Fork property were structured parking for the downtown area (6%) and surface parking for the downtown area (3%).

- **Options for Developable Portion of the Clark’s Market Property.** When asked what types of development residents would like to see on the Clark’s Market property, 58% who had an opinion selected “grocery store” (multiple responses could be given to this question). Some of the other options included: hotel (33%), restaurants (32%), more retail – small stores (29%), and performing arts (18%). The types of development that residents selected least for the Clark’s Market property were active park – no buildings (4%) and passive park – no buildings (4%).
- **Options for Developable Portion of the Lions Park Property.** When asked what types of development residents would like to see on the Lions Park property, 37% who had an opinion selected “Town Hall” (multiple responses could be given to this question). Some of the other options included: Arts Center (29%), active park – no buildings (24%), passive park – no buildings (23%), and performing arts (22%). The types of development that residents selected least for the Lions Park property were more retail – larger stores (3%) and higher end housing (3%).
- **Four Story Building Options.** When asked which properties residents would accept a four story building in exchange for more open space between buildings, 77% who had an opinion selected the Clark’s Market property (multiple responses could be given to this question). Thirty percent (30%) selected the Pan and Fork property, and 17% selected the Lions Park property.
- **Adding Art to Downtown Area.** When asked which art-related options residents would support, 48% who had an opinion indicated they would support the Town making significant upgrades to public spaces with art installations (multiple responses could be given to this question). Forty-six percent (46%) support building a new Performing Arts Center downtown, 35% support building a new Wylie Arts Center, and 21% support the Town subsidizing rent for art displays downtown.

Section 1:
Charts and Graphs

Q1. Which one of the following best describes how you would like to see the rest of the Pan and Fork Property developed adjacent to Two Rivers Road?

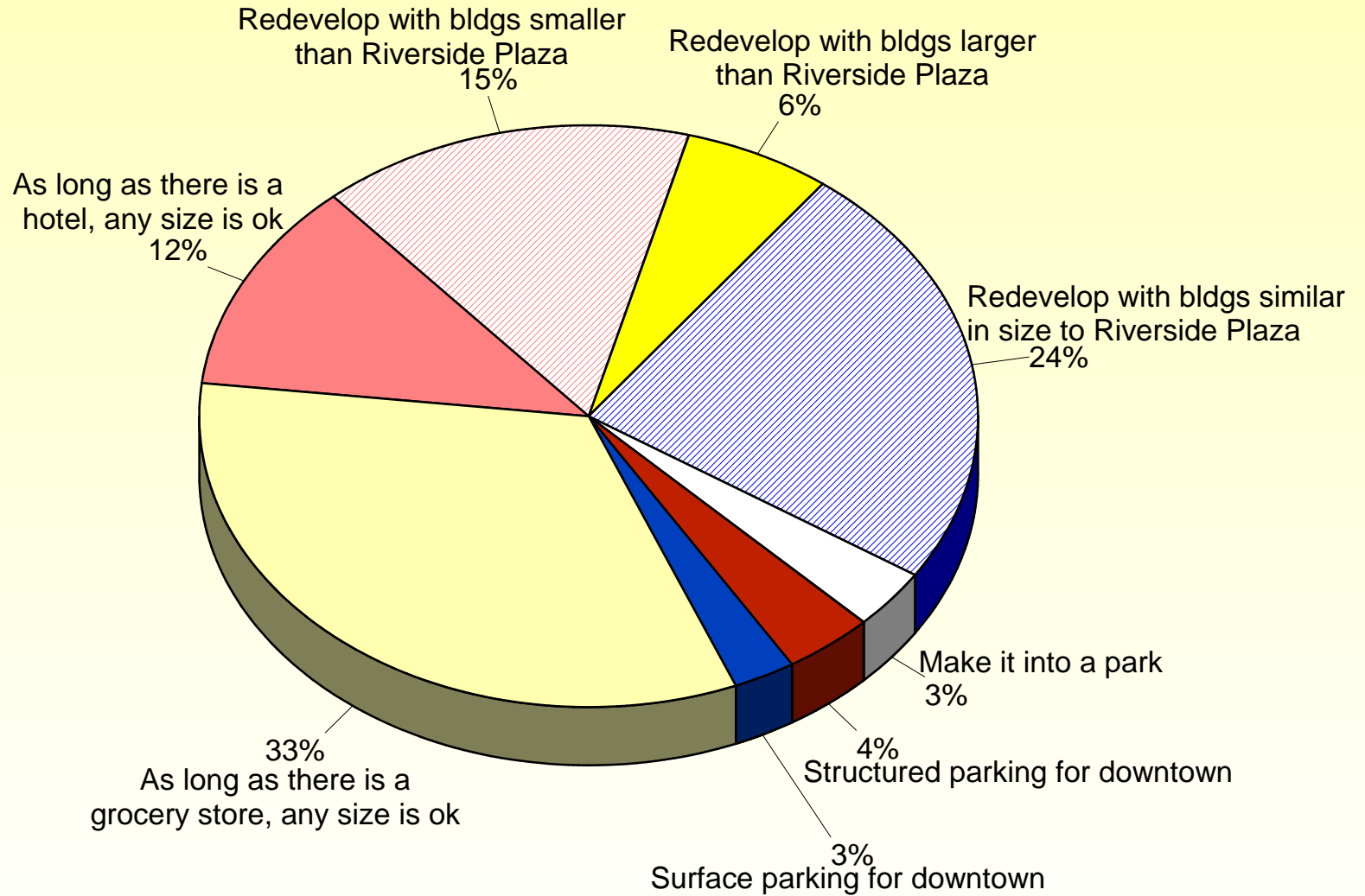
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Q2. Which one of the following best describes how you would like to see the Clark's Market Property developed?

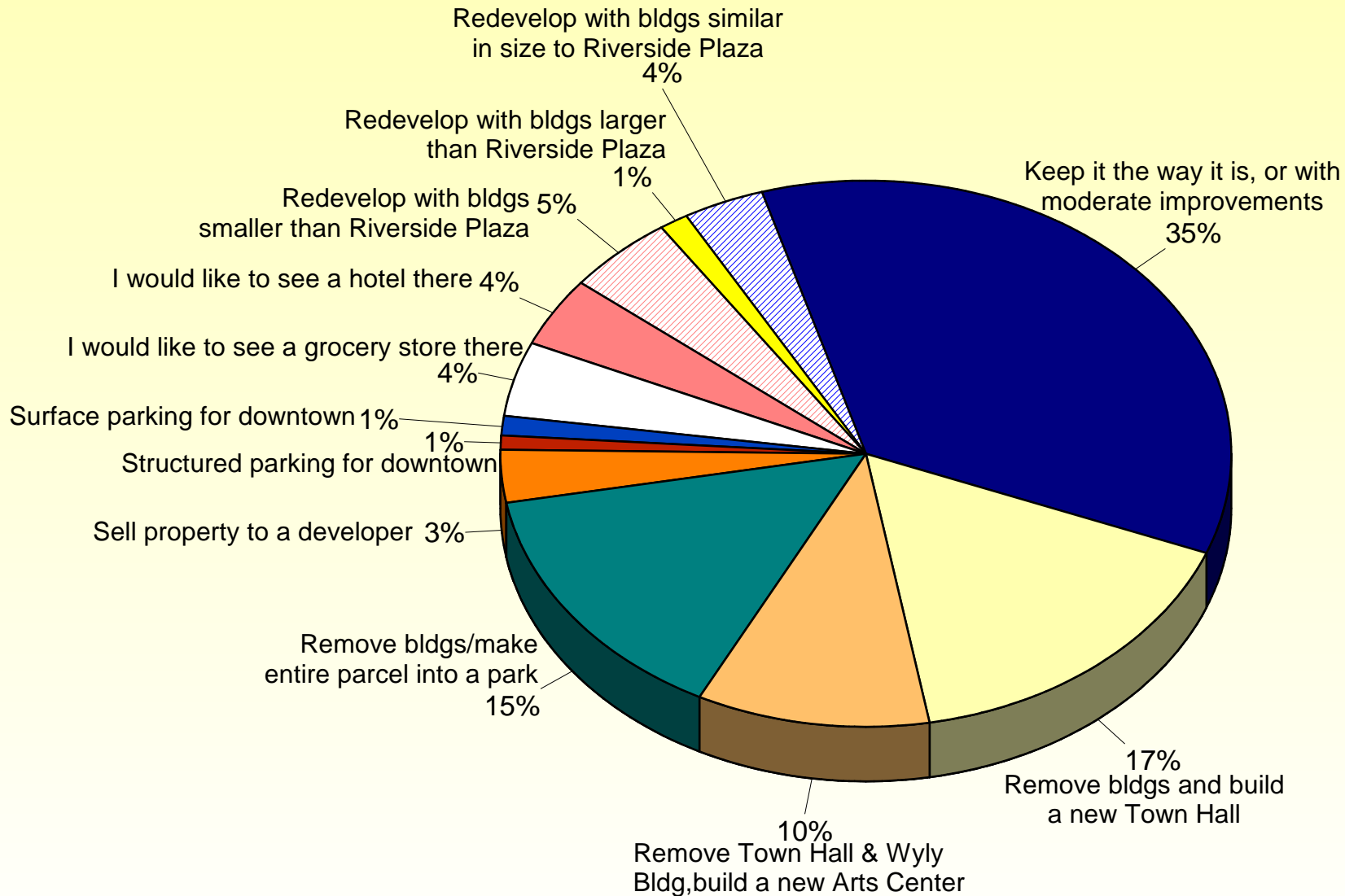
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Q3. Which one of the following best describes what you think the Town should do with the Lions Park Property?

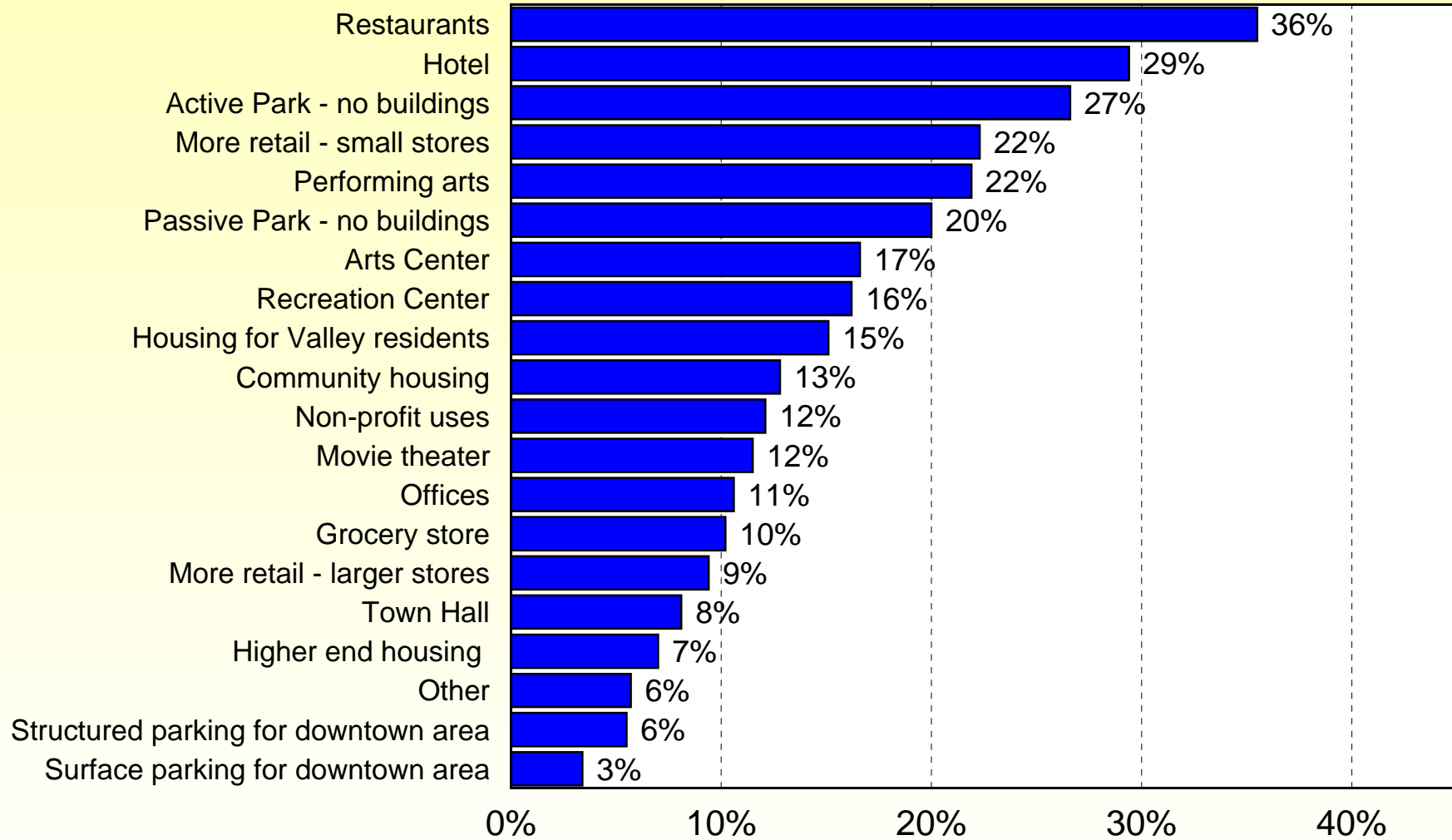
by percentage of respondents (excluding "none chosen")



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Q4. Which of the following would you like to see on the developable portion of the Pan and Fork Property?

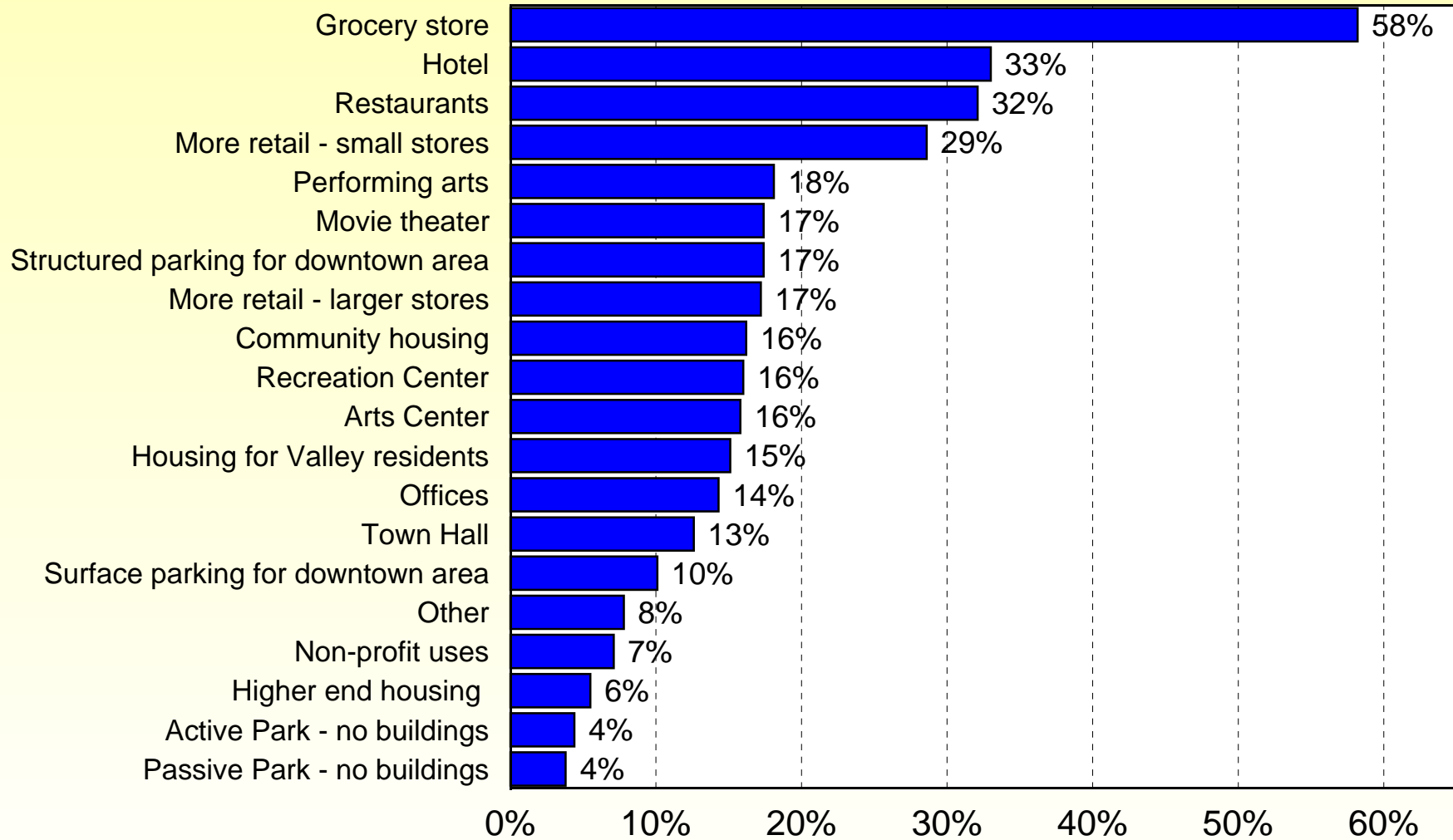
by percentage of respondents (excluding "none chosen" - multiple selections could be made)



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Q5. Which of the following would you like to see on the developable portion of the Clark's Market Property?

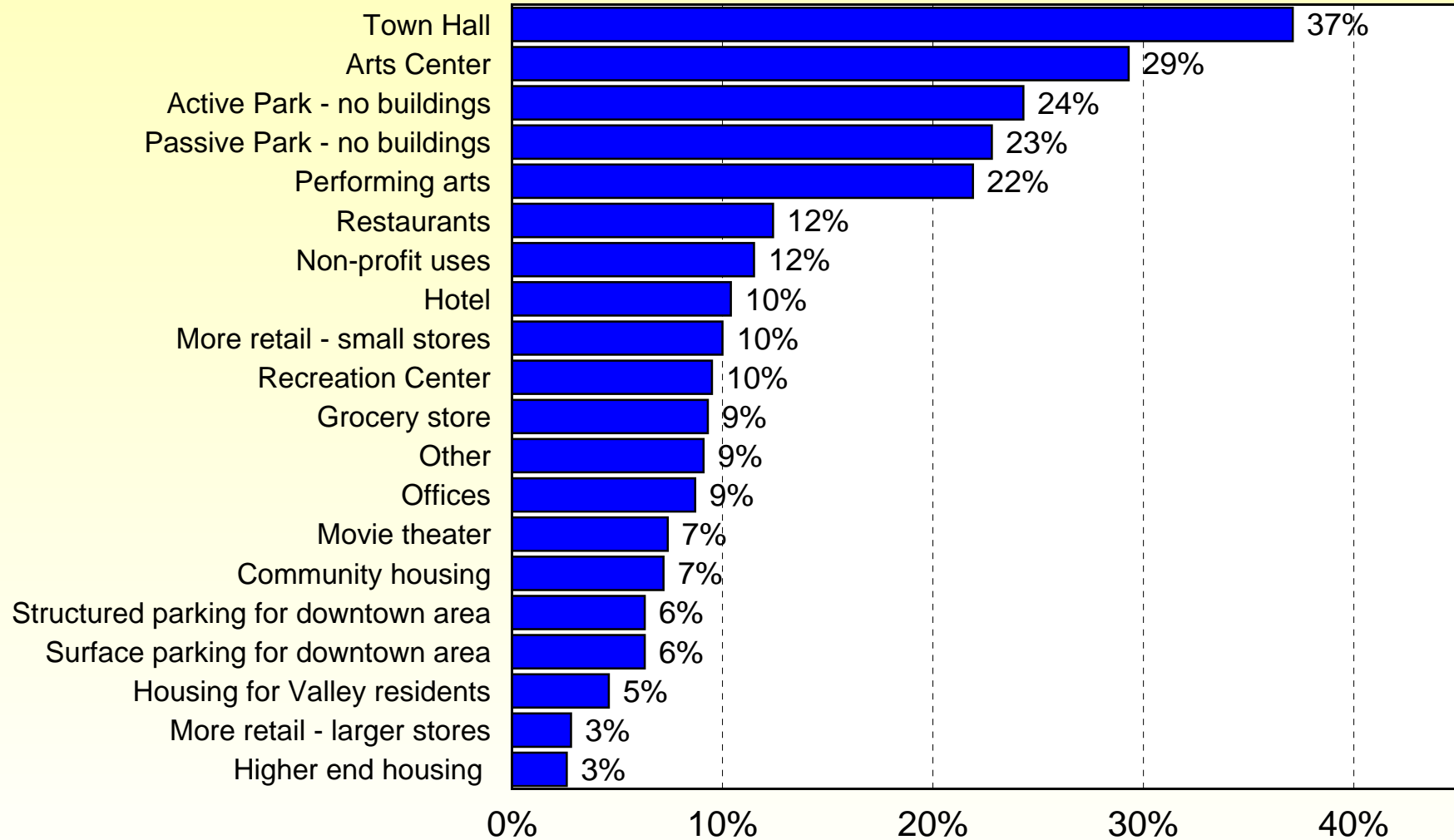
by percentage of respondents (excluding "none chosen" - multiple selections could be made)



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Q6. Which of the following would you like to see on the developable portion of the Lions Park Property?

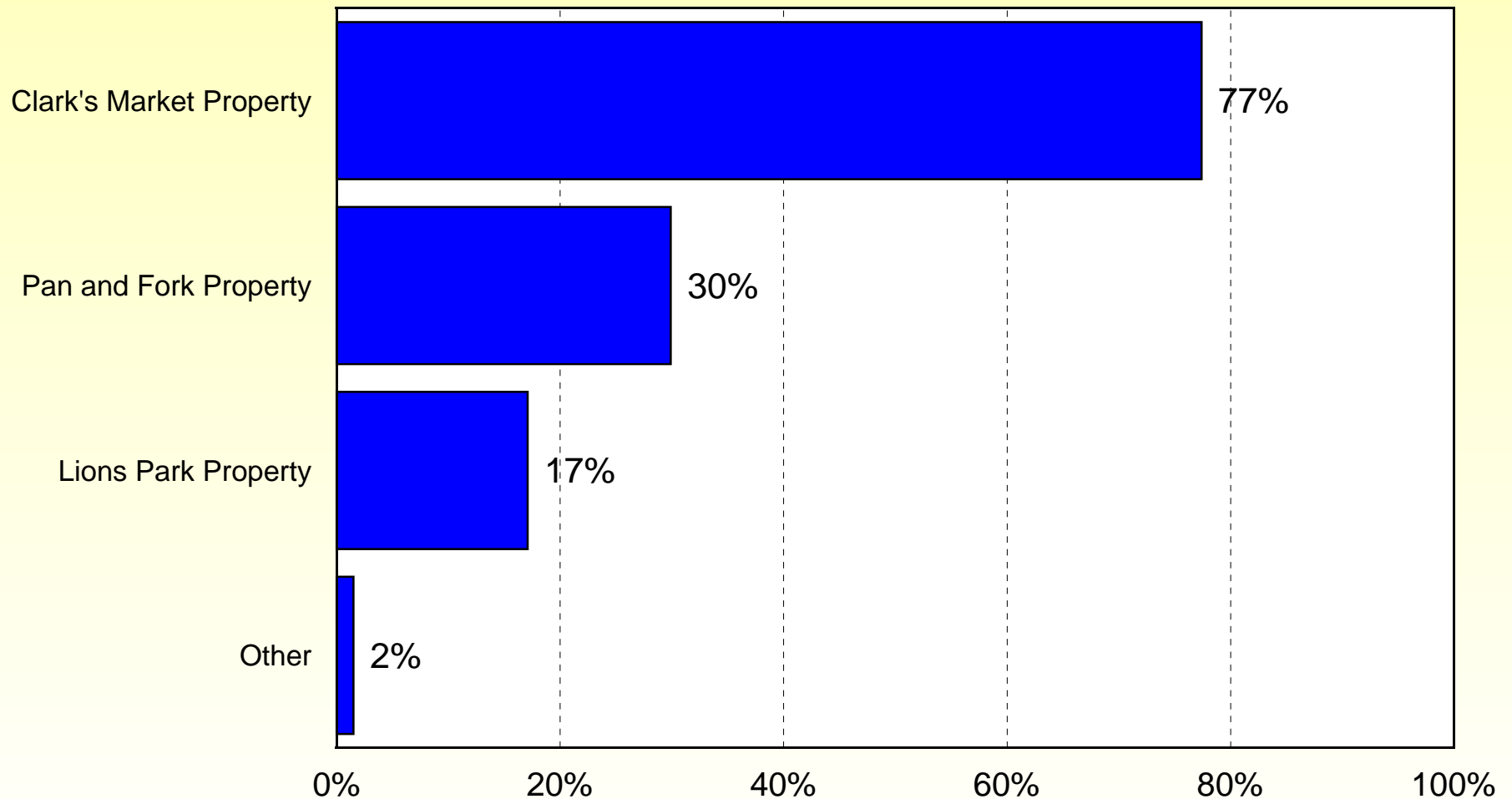
by percentage of respondents (excluding "none chosen" - multiple selections could be made)



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Q7. On which of the properties listed below would you accept a four story building in exchange for more open space between buildings?

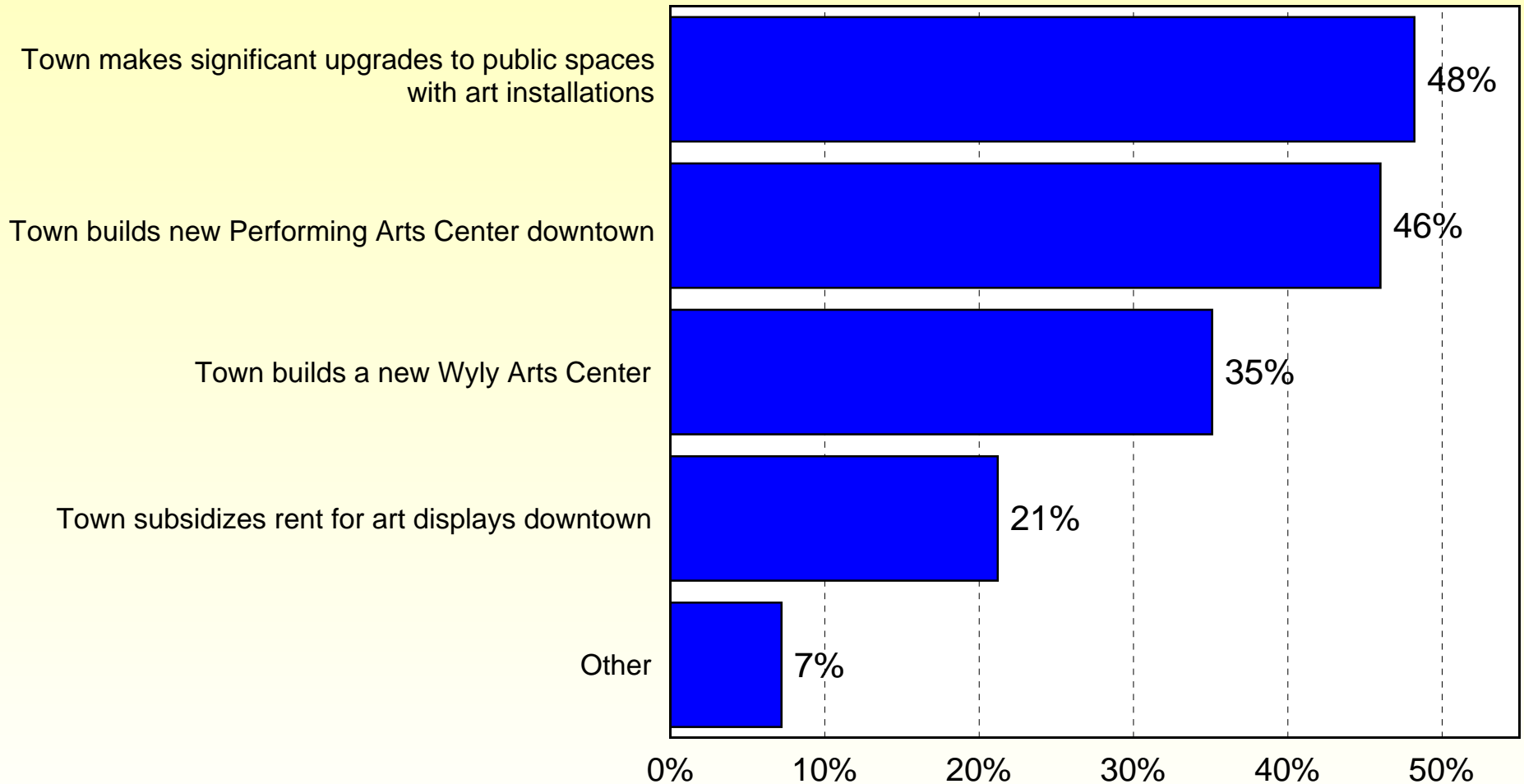
by percentage of respondents (excluding "none of these" - multiple selections could be made)



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Q8. A number of citizens have indicated that adding art downtown is important. Which of the following would you support?

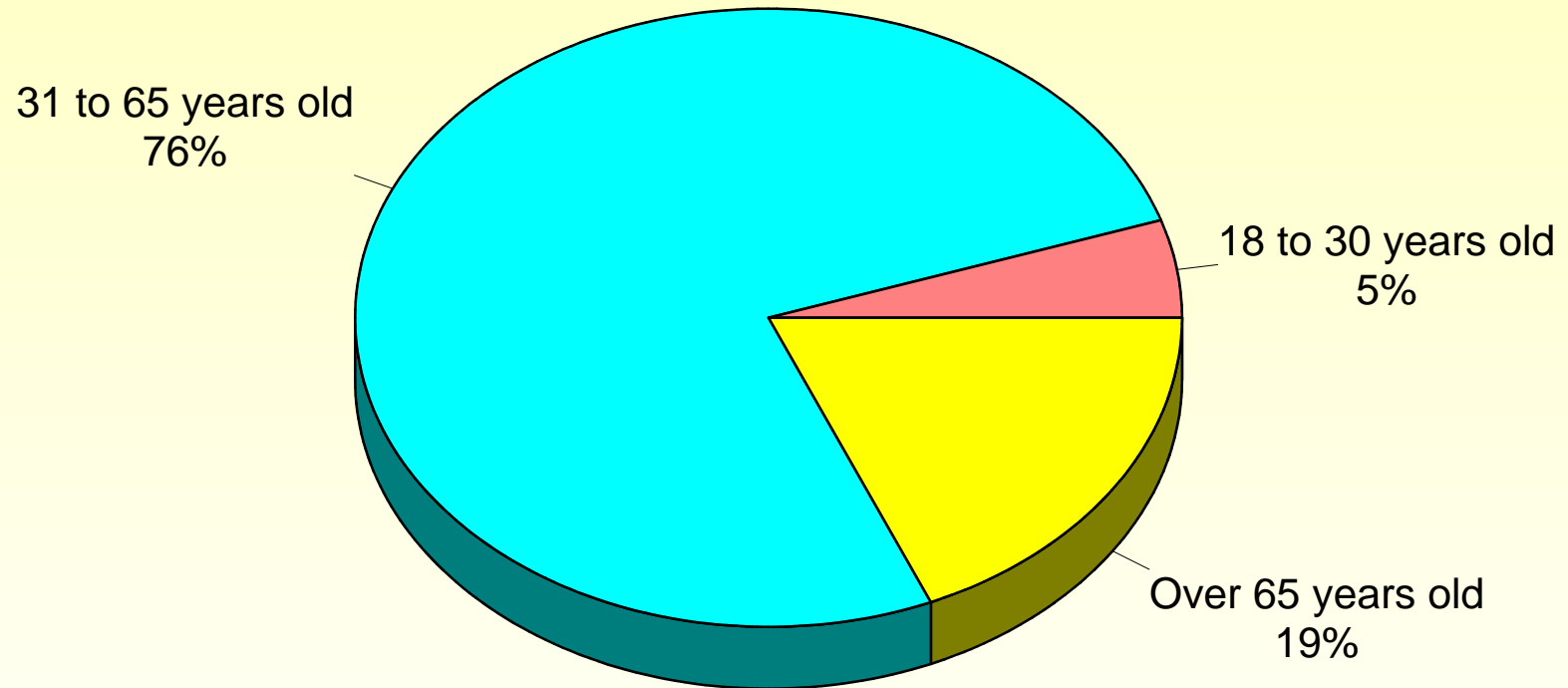
by percentage of respondents (excluding "none of these" - multiple selections could be made)



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Demographics: What is your age?

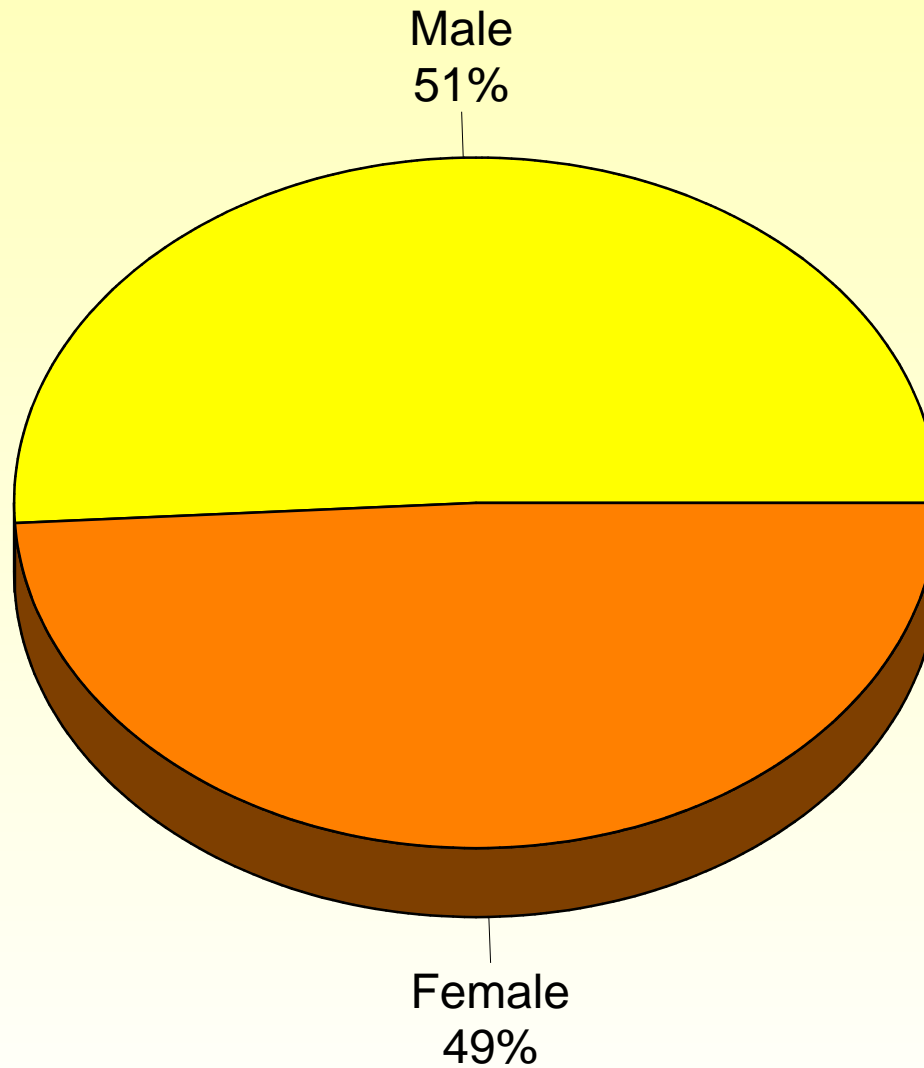
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Demographics: Gender

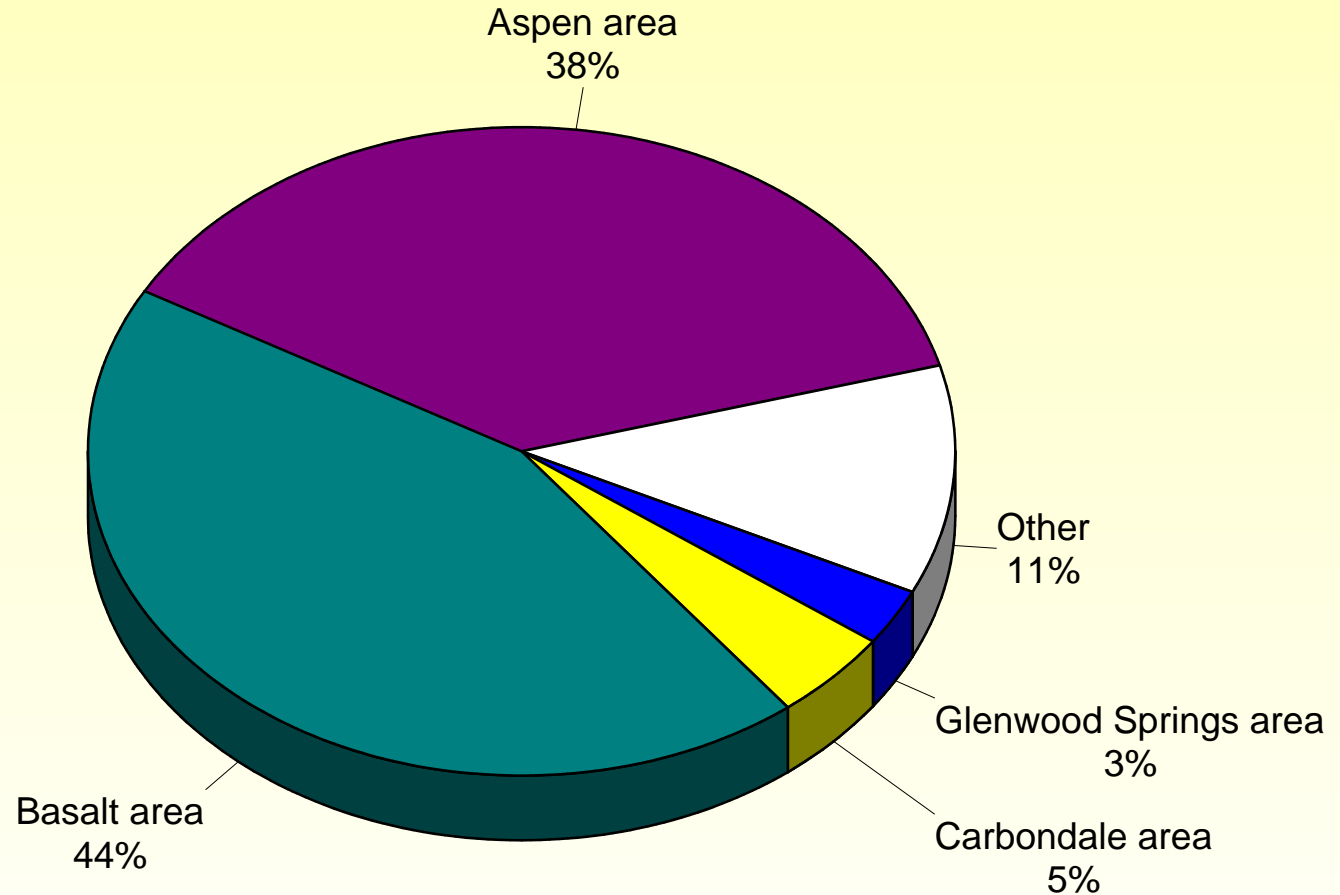
by percentage of respondents



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Demographics: Working location

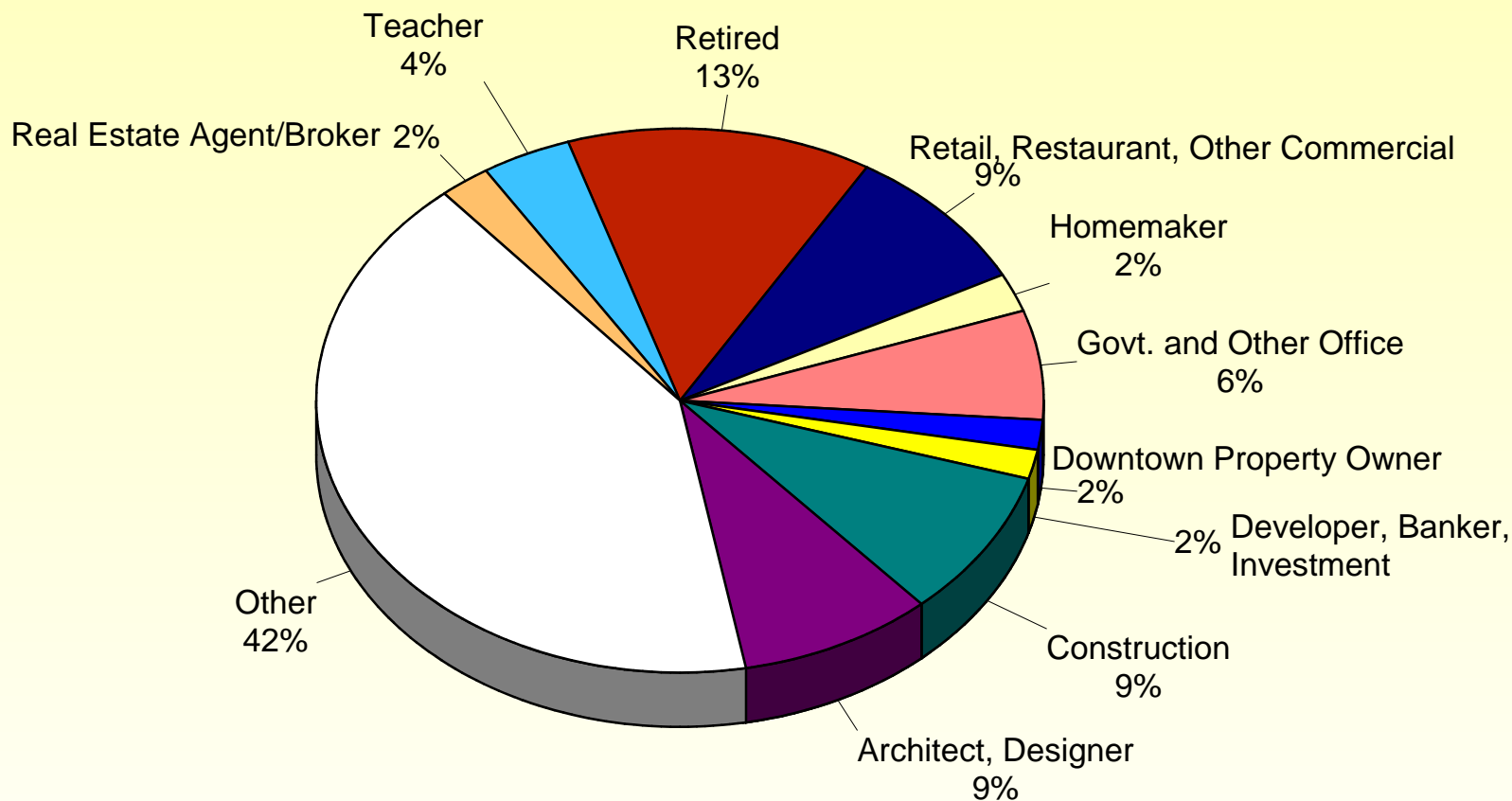
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

Demographics: Profession

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2014 - Basalt, CO "Our Town" Planning Survey)

*Section 2:
Tabular Data*

Q1. Which one of the following best describes how you would like to see the rest of the Pan and Fork Property developed adjacent to Two Rivers Road?

Q1. How would you like to see rest of Pan & Fork Property developed adjacent to Two Rivers Road?

	Number	Percent
Make it into a park	188	39.1 %
Redevelop with buildings similar in size to Riverside Plaza	92	19.1 %
Redevelop with buildings larger than Riverside Plaza	22	4.6 %
Redevelop with buildings smaller than Riverside Plaza	118	24.5 %
As long as there is a hotel, any size building is ok	49	10.2 %
Surface parking for Downtown	4	0.8 %
Structured parking for Downtown	1	0.2 %
Don't know	7	1.5 %
Total	481	100.0 %

WITHOUT DON'T KNOW

Q1. Which one of the following best describes how you would like to see the rest of the Pan and Fork Property developed adjacent to Two Rivers Road? (without "don't know")

Q1. How would you like to see rest of Pan & Fork Property developed adjacent to Two Rivers Road?

	Number	Percent
Make it into a park	188	39.7 %
Redevelop with buildings similar in size to Riverside Plaza	92	19.4 %
Redevelop with buildings larger than Riverside Plaza	22	4.6 %
Redevelop with buildings smaller than Riverside Plaza	118	24.9 %
As long as there is a hotel, any size building is ok	49	10.3 %
Surface parking for Downtown	4	0.8 %
Structured parking for Downtown	1	0.2 %
Total	474	100.0 %

Q2. Which one of the following best describes how you would like to see the Clark's Market Property developed?

Q2. How would you like to see Clark's Market Property developed?	Number	Percent
Make it into a park	16	3.3 %
Redevelop with buildings similar in size to Riverside Plaza	112	23.3 %
Redevelop with buildings larger than Riverside Plaza	29	6.0 %
Redevelop with buildings smaller than Riverside Plaza	72	15.0 %
As long as there is a hotel, any size is ok	56	11.6 %
As long as there is a grocery store, any size is ok	154	32.0 %
Surface parking for Downtown area	12	2.5 %
Structured parking for Downtown area	18	3.7 %
Don't know	12	2.5 %
Total	481	100.0 %

WITHOUT DON'T KNOW

Q2. Which one of the following best describes how you would like to see the Clark's Market Property developed? (without "don't know")

Q2. How would you like to see Clark's Market Property developed?	Number	Percent
Make it into a park	16	3.4 %
Redevelop with buildings similar in size to Riverside Plaza	112	23.9 %
Redevelop with buildings larger than Riverside Plaza	29	6.2 %
Redevelop with buildings smaller than Riverside Plaza	72	15.4 %
As long as there is a hotel, any size is ok	56	11.9 %
As long as there is a grocery store, any size is ok	154	32.8 %
Surface parking for Downtown area	12	2.6 %
Structured parking for Downtown area	18	3.8 %
Total	469	100.0 %

Q3. Which one of the following best describes what you think the Town should do with the Lions Park Property, which contains Town Hall and a building owned by the Town that is currently housing the Wyly and the Basalt Planning Department?

Q3. What do you think Town should do with Lions Park Property?	Number	Percent
Keep it generally the way it is, or with modest improvements	167	34.7 %
Redevelop with buildings similar in size to Riverside Plaza	17	3.5 %
Redevelop with buildings larger than Riverside Plaza	6	1.2 %
Redevelop with buildings smaller than Riverside Plaza	23	4.8 %
I would like to see a hotel there	20	4.2 %
I would like to see a grocery store there	21	4.4 %
Provide surface parking for Downtown area	5	1.0 %
Build structured parking for Downtown area	4	0.8 %
Sell property to a developer & use proceeds to recoup expenses on Pan & Fork Property	14	2.9 %
Remove buildings, including Town Hall & Wyly Building, & make entire parcel into a park	70	14.6 %
Remove both Town Hall & Wyly Building & build a new Arts Center closer to Downtown on corner of Midland Avenue & Midland Spur	48	10.0 %
Remove buildings, including Town Hall & Wyly Building, & build a new Town Hall	78	16.2 %
None chosen	8	1.7 %
Total	481	100.0 %

WITHOUT NONE CHOSEN**Q3. Which one of the following best describes what you think the Town should do with the Lions Park Property, which contains Town Hall and a building owned by the Town that is currently housing the Wyly and the Basalt Planning Department? (without "none chosen")**

Q3. What do you think Town should do with Lions Park Property?	Number	Percent
Keep it generally the way it is, or with modest improvements	167	35.3 %
Redevelop with buildings similar in size to Riverside Plaza	17	3.6 %
Redevelop with buildings larger than Riverside Plaza	6	1.3 %
Redevelop with buildings smaller than Riverside Plaza	23	4.9 %
I would like to see a hotel there	20	4.2 %
I would like to see a grocery store there	21	4.4 %
Provide surface parking for Downtown area	5	1.1 %
Build structured parking for Downtown area	4	0.8 %
Sell property to a developer & use proceeds to recoup expenses on Pan & Fork Property	14	3.0 %
Remove buildings, including Town Hall & Wyly Building, & make entire parcel into a park	70	14.8 %
Remove both Town Hall & Wyly Building & build a new Arts Center closer to Downtown on corner of Midland Avenue & Midland Spur	48	10.1 %
Remove buildings, including Town Hall & Wyly Building, & build a new Town Hall	78	16.5 %
Total	473	100.0 %

Q4. Which of the following would you like to see on the developable portion (area adjacent to Two Rivers Road) of the Pan and Fork Property?

Q4. Which would you like to see on developable portion of Pan & Fork Property?	Number	Percent
Passive park-no buildings	94	19.5 %
Active park-no buildings	125	26.0 %
Hotel	138	28.7 %
Grocery store	48	10.0 %
More retail-larger stores (size of Bristlecone or larger)	44	9.1 %
More retail-small stores (size of Midland Shoe)	105	21.8 %
Offices	50	10.4 %
Restaurants	167	34.7 %
Performing arts	103	21.4 %
Movie theater	54	11.2 %
Town Hall	38	7.9 %
Higher end housing (\$700K+ to purchase)	33	6.9 %
Housing for Valley residents (\$400K to \$699,999)	71	14.8 %
Community housing (under \$400K or rent at reasonable rates)	60	12.5 %
Arts Center	78	16.2 %
Non-profit uses	57	11.9 %
Recreation Center	76	15.8 %
Structured parking for Downtown area	26	5.4 %
Surface parking for Downtown area	16	3.3 %
Other	27	5.6 %
None chosen	11	2.3 %
Total	1421	

WITHOUT NONE CHOSEN**Q4. Which of the following would you like to see on the developable portion (area adjacent to Two Rivers Road) of the Pan and Fork Property? (without "none chosen")**

Q4. Which would you like to see on developable portion of Pan & Fork Property?	Number	Percent
Restaurants	167	35.5 %
Hotel	138	29.4 %
Active park-no buildings	125	26.6 %
More retail-small stores (size of Midland Shoe)	105	22.3 %
Performing arts	103	21.9 %
Passive park-no buildings	94	20.0 %
Arts Center	78	16.6 %
Recreation Center	76	16.2 %
Housing for Valley residents (\$400K to \$699,999)	71	15.1 %
Community housing (under \$400K or rent at reasonable rates)	60	12.8 %
Non-profit uses	57	12.1 %
Movie theater	54	11.5 %
Offices	50	10.6 %
Grocery store	48	10.2 %
More retail-larger stores (size of Bristlecone or larger)	44	9.4 %
Town Hall	38	8.1 %
Higher end housing (\$700K+ to purchase)	33	7.0 %
Other	27	5.7 %
Structured parking for Downtown area	26	5.5 %
Surface parking for Downtown area	16	3.4 %
Total	1410	

Q4. Other

<u>Q4. Other</u>	<u>Number</u>	<u>Percent</u>
AMPHITHEATER	1	3.7 %
ANYTHING THAT WILL NOT BE VACANT NOR REQUIRE MONETARY ASSISTANCE FOR THE DEVELOPER	1	3.7 %
BIKE-WALK PATH/BOAT RAMP	1	3.7 %
BREWERY	1	3.7 %
BUILDINGS SITUATED IN SUCH A WAY TO MAINTAIN VIEW TO RIVER	1	3.7 %
BY DEFINITION, A TOWN CAN'T CONSIST OF ONLY PARKS.	1	3.7 %
CMC	1	3.7 %
COMBO SIMILAR TO RIVERSIDE PZA	1	3.7 %
DAYCARE	1	3.7 %
EVENT FACILITY/KAYAK/PADDLE PK	1	3.7 %
HARDWARE STORE	1	3.7 %
HOTEL W/UNDERGROUND PARKING	1	3.7 %
ITS FLOOD PLAIN NOT RESPONSIBL	1	3.7 %
LARGER ICE SKATING RINK	1	3.7 %
MIXED USE RETAIL, RESTAURANTS, SMALL HOTEL OR CONDOS	1	3.7 %
MIXED USE W/UNDERGROUND PARKNG	1	3.7 %
OPEN SPACE	1	3.7 %
PARK W/PUBLIC AMENITIES	1	3.7 %
PLAYGROUND	1	3.7 %
ROCK CLIMBING GYM	1	3.7 %
SCHOOL OR RETREAT CENTER	1	3.7 %
SWIMMING POOL/LAP & JACUZZI	1	3.7 %
TARGET	1	3.7 %
UNDERGROUND PARKING	1	3.7 %
UNDERGROUND PARKING?	1	3.7 %
WE NEED BODIES TO SUPPORT ALL THE COMMERCIAL SPACE- RESIDENTS!!!	1	3.7 %
WETLAND W/NATIVE HABITAT	1	3.7 %
Total	27	100.0 %

Q5. Which of the following would you like to see on the Clark's Market Property?

Q5. Which would you like to see on Clark's Market

<u>Property?</u>	<u>Number</u>	<u>Percent</u>
Passive park-no buildings	18	3.7 %
Active park-no buildings	21	4.4 %
Hotel	157	32.6 %
Grocery store	277	57.6 %
More retail-larger stores (size of Bristlecone or larger)	82	17.0 %
More retail-small stores (size of Midland Shoe)	136	28.3 %
Offices	68	14.1 %
Restaurants	153	31.8 %
Performing arts	86	17.9 %
Movie theater	83	17.3 %
Town Hall	60	12.5 %
Higher end housing (\$700K+ to purchase)	26	5.4 %
Housing for Valley residents (\$400K to \$699,999)	72	15.0 %
Community housing (under \$400K or rent at reasonable rates)	77	16.0 %
Arts Center	75	15.6 %
Non-profit uses	34	7.1 %
Recreation Center	76	15.8 %
Structured parking for Downtown area	83	17.3 %
Surface parking for Downtown area	48	10.0 %
Other	37	7.7 %
<u>None chosen</u>	<u>5</u>	<u>1.0 %</u>
Total	1674	

WITHOUT NONE CHOSEN**Q5. Which of the following would you like to see on the Clark's Market Property? (without "none chosen")**

Q5. Which would you like to see on Clark's Market Property?	Number	Percent
Grocery store	277	58.2 %
Hotel	157	33.0 %
Restaurants	153	32.1 %
More retail-small stores (size of Midland Shoe)	136	28.6 %
Performing arts	86	18.1 %
Movie theater	83	17.4 %
Structured parking for Downtown area	83	17.4 %
More retail-larger stores (size of Bristlecone or larger)	82	17.2 %
Community housing (under \$400K or rent at reasonable rates)	77	16.2 %
Recreation Center	76	16.0 %
Arts Center	75	15.8 %
Housing for Valley residents (\$400K to \$699,999)	72	15.1 %
Offices	68	14.3 %
Town Hall	60	12.6 %
Surface parking for Downtown area	48	10.1 %
Other	37	7.8 %
Non-profit uses	34	7.1 %
Higher end housing (\$700K+ to purchase)	26	5.5 %
Active park-no buildings	21	4.4 %
Passive park-no buildings	18	3.8 %
Total	1669	

Q5. Other

<u>Q5. Other</u>	<u>Number</u>	<u>Percent</u>
CONFERENCE CENTER	1	2.7 %
CMC AND MAKER SPACE	1	2.7 %
RETAIL DRUG STORE	1	2.7 %
DRUG STORE	1	2.7 %
PARKING LOT NEEDS REPLACED	1	2.7 %
SPEC MARKET/INTL HEALTH FOODS	1	2.7 %
RIVERSIDE PLAZA TYPE COMBO	1	2.7 %
DAYCARE	1	2.7 %
BASS PRO SHOP	1	2.7 %
MIXED USE W/UNDERGROUND PARKNG	1	2.7 %
TRADER JOES/HIGH END DRUG STOR	1	2.7 %
RE DO ASPENALT/NEW HOTEL	1	2.7 %
AFFORDABLE HOUSING	1	2.7 %
BREWERY	1	2.7 %
COUNTRY/WESTERN BAR	1	2.7 %
COMMUNITY CENTER	1	2.7 %
PLAZA WITH ICE RINK IN WINTER	1	2.7 %
MULTIPURPOSE BUILDING	1	2.7 %
HOTEL W/UNDERGROUND PARKING	1	2.7 %
UP TO OWNERS/CURRENT ZONING	1	2.7 %
MIXED USE HOUSING RETAIL	1	2.7 %
HOTEL	1	2.7 %
ICE RINK	1	2.7 %
GAS STATION OR NEW TOWN HALL	1	2.7 %
TRADER JOE'S, TANQUERIA	1	2.7 %
COMBINE EFFORTS FOR COMM CNT	1	2.7 %
MIXED USE	1	2.7 %
INFORMATION CENTER	1	2.7 %
BOWLING ALLEY	1	2.7 %
RETREAT CENTER	1	2.7 %
TRADER JOE'S	1	2.7 %
HARDWARE STORE	1	2.7 %
TOWN SQUARE PIAZZA	1	2.7 %
BUILDINGS WITH FRONTAGE TO TWO RIVERS ROAD, COMPLETING THE EAST SIDE OF THE BLOCK.	1	2.7 %
MIXED USE RETAIL, COMMUNITY HOUSING, MAYBE ART CENTER	1	2.7 %
ANYTHING THAT WILL NOT BE VACANT NOR REQUIRE MONETARY ASSISTANCE OF TOWN FOR THE DEVELOPER	1	2.7 %
WILLITS WOULD SURE BENEFIT IF OLD TOWN BASALT CONTINUED TO DECLINE AS IT CURRENTLY IS.	1	2.7 %
Total	37	100.0 %

Q6. Which of the following would you like to see on the Lions Park Property?

<u>Q6. Which would you like to see on Lions Park Property?</u>	<u>Number</u>	<u>Percent</u>
Passive park-no buildings	105	21.8 %
Active park-no buildings	112	23.3 %
Hotel	48	10.0 %
Grocery store	43	8.9 %
More retail-larger stores (size of Bristlecone or larger)	13	2.7 %
More retail-small stores (size of Midland Shoe)	46	9.6 %
Offices	40	8.3 %
Restaurants	57	11.9 %
Performing arts	101	21.0 %
Movie theater	34	7.1 %
Town Hall	171	35.6 %
Higher end housing (\$700K+ to purchase)	12	2.5 %
Housing for Valley residents (\$400K to \$699,999)	21	4.4 %
Community housing (under \$400K or rent at reasonable rates)	33	6.9 %
Arts Center	135	28.1 %
Non-profit uses	53	11.0 %
Recreation Center	44	9.1 %
Structured parking for Downtown area	29	6.0 %
Surface parking for Downtown area	29	6.0 %
Other	42	8.7 %
<u>None chosen</u>	<u>20</u>	<u>4.2 %</u>
Total	1188	

WITHOUT NONE CHOSEN**Q6. Which of the following would you like to see on the Lions Park Property? (without "none chosen")**

Q6. Which would you like to see on Lions Park Property?	Number	Percent
Town Hall	171	37.1 %
Arts Center	135	29.3 %
Active park-no buildings	112	24.3 %
Passive park-no buildings	105	22.8 %
Performing arts	101	21.9 %
Restaurants	57	12.4 %
Non-profit uses	53	11.5 %
Hotel	48	10.4 %
More retail-small stores (size of Midland Shoe)	46	10.0 %
Recreation Center	44	9.5 %
Grocery store	43	9.3 %
Other	42	9.1 %
Offices	40	8.7 %
Movie theater	34	7.4 %
Community housing (under \$400K or rent at reasonable rates)	33	7.2 %
Structured parking for Downtown area	29	6.3 %
Surface parking for Downtown area	29	6.3 %
Housing for Valley residents (\$400K to \$699,999)	21	4.6 %
More retail-larger stores (size of Bristlecone or larger)	13	2.8 %
Higher end housing (\$700K+ to purchase)	12	2.6 %
Total	1168	

Q6. Other

<u>Q6. Other</u>	<u>Number</u>	<u>Percent</u>
KEEP IT THE WAY IT IS	2	4.8 %
LEAVE IT ALONE	2	4.8 %
LEAVE AS IS	2	4.8 %
AS IS	1	2.4 %
DRUG STORE	1	2.4 %
LEAVE ALONE	1	2.4 %
TOWN HALL	1	2.4 %
SAME BUILDINGS AS TODAY	1	2.4 %
PARK	1	2.4 %
ACTIVE PARK PLAZA	1	2.4 %
PERFORMING/STUDIO ARTS CENTER	1	2.4 %
GENERALLY THE SAME	1	2.4 %
BUSINESS INCUBATOR	1	2.4 %
REMAIN SAME	1	2.4 %
POLICE STATION	1	2.4 %
REBUILD TOWN HALL	1	2.4 %
KEEP THE SAME	1	2.4 %
MUSIC VENUE/FOOD TRUCK VENUE	1	2.4 %
MUSIC THEATER/NIGHT CLUB	1	2.4 %
ART WALK	1	2.4 %
KEEP WITH MODEST IMPROVEMENTS	1	2.4 %
PARKS/SHADE/BENCHES FOR ALL	1	2.4 %
KEEP IT AS IS	1	2.4 %
NO CHANGES	1	2.4 %
TOWN SQUARE	1	2.4 %
ON TOWN GOVERNMENT	1	2.4 %
LEAVE IT AS IT IS	1	2.4 %
KEEP TOWN HALL THERE	1	2.4 %
MUSICAL VENUE	1	2.4 %
UPDATE BUILDINGS PRESENT	1	2.4 %
LEAVE IT A PARK	1	2.4 %
I LIKE IT THE WAY IT IS.	1	2.4 %
KEEP AS IS	1	2.4 %
PARKING UNDER NEW TOWN HALL	1	2.4 %
TOWN SQUARE PIAZZA	1	2.4 %
I WOULD LIKE TO SEE LYONS PARK GENERALLY AS IT IS.. .WITH A SMALL TOWN HALL BUILDING AND THE ART CENTER AND PARK SPACE	1	2.4 %
ARTS CENTER AND ARTS PARK	1	2.4 %
ANYTHING THAT WILL NOT BE VACANT NOR REQUIRE MONETARY ASSISTANCE OF TOWN FOR THE DEVELOPER	1	2.4 %
WHAT HAPPENED TO ALL OF THOSE MAPS THAT WE ALL DREW?	1	2.4 %
Total	42	100.0 %

Q7. On which of the properties listed below would you accept a four story building in exchange for more open space between buildings?

Q7. On which properties would you accept a four story building?	Number	Percent
Pan & Fork Property	98	20.4 %
Clark's Market Property	254	52.8 %
Lions Park Property	56	11.6 %
Other	5	1.0 %
None of these	153	31.8 %
Total	566	

WITHOUT NONE OF THESE**Q7. On which of the properties listed below would you accept a four story building in exchange for more open space between buildings? (without "none of these")**

Q7. On which properties would you accept a four story building?	Number	Percent
Clark's Market Property	254	77.4 %
Pan & Fork Property	98	29.9 %
Lions Park Property	56	17.1 %
Other	5	1.5 %
Total	413	

Q7. Other

Q7. Other	Number	Percent
NO MORE OPEN SPACE	1	20.0 %
END OF MIDLAND AVE	1	20.0 %
ANY	1	20.0 %
PROPER ZONING OVERLAY, SETTING BACK UPPER FLOORS, CAN MAKE 4 STORY BUILDINGS VERY PALPABLE	1	20.0 %
LET'S START WITH A ONE/TWO STORY BUILDING AND SEE HOW THAT DOES, A 4 STORY BUILDING WOULD CONTAIN ABOUT AS MUCH FLOOR SPACE AS ALL OF OLD TOWN BASALT CURRENTLY HAS.	1	20.0 %
Total	5	100.0 %

Q8. A number of citizens have indicated that adding art Downtown is important. Which of the following would you support?

<u>Q8. Which would you support?</u>	<u>Number</u>	<u>Percent</u>
Town builds new Performing Arts Center Downtown	165	34.3 %
Town builds a new Wyly Arts Center	126	26.2 %
Town subsidizes rent for art displays Downtown	76	15.8 %
Town makes significant upgrades to public spaces with art installations	173	36.0 %
Other	26	5.4 %
None of these	122	25.4 %
Total	688	

WITHOUT NONE OF THESE

Q8. A number of citizens have indicated that adding art Downtown is important. Which of the following would you support? (without "none of these")

<u>Q8. Which would you support?</u>	<u>Number</u>	<u>Percent</u>
Town makes significant upgrades to public spaces with art installations	173	48.2 %
Town builds new Performing Arts Center Downtown	165	46.0 %
Town builds a new Wyly Arts Center	126	35.1 %
Town subsidizes rent for art displays Downtown	76	21.2 %
Other	26	7.2 %
Total	566	

Q8. Other

<u>Q8. Other</u>	<u>Number</u>	<u>Percent</u>
TOWN SHOULD NOT BE A DEVELOPER	1	4.2 %
PERFORMING ARTS CENTER	1	4.2 %
NO ARTS CENTER	1	4.2 %
WHY THIS TOWNS RESPONSIBILITY	1	4.2 %
ADD/REMODEL MID SCHOOL THEATER	1	4.2 %
INCUBATOR BUSINESSES	1	4.2 %
ART STATUES DONE BY LOCALS	1	4.2 %
SCHOOL USES MARIHUANA TAX MONY	1	4.2 %
SHARED USE WITH SCHOOL	1	4.2 %
SCULPTORS FROM AROUND WORLD	1	4.2 %
SIDEWALK ART	1	4.2 %
ART CAN PAY FREE MKT	1	4.2 %
2 RIVER PARK, TRAIL	1	4.2 %
FOUNTAIN	1	4.2 %
ART AROUND TOWN (SCULPTURES)	1	4.2 %
RIVERFRONT PERFORMING ART AREA	1	4.2 %
STOP COPYING CARBONDALE	1	4.2 %
ADD ON TO WYLY CENTER	1	4.2 %
TOWN & SCHOOL PERFORM ARTS CNT	1	4.2 %
2% TOTAL BUDGET	1	4.2 %
ART BUILDS OWN	1	4.2 %
COOP PROCESS WITH THE WYLY OR OTHER INTERESTED PARTNERS	1	4.2 %
COMBINE THE WYLY ART CENTER WITH A PERFORMING ARTS CENTER	1	4.2 %
FIND CHEAP WAYS TO SUPPORT THE ARTS.	1	4.2 %
Total	24	100.0 %

Q10. What is your age?

<u>Q10. Your age</u>	<u>Number</u>	<u>Percent</u>
18 to 30 years old	24	5.0 %
31 to 65 years old	364	75.7 %
Over 65 years old	89	18.5 %
Not provided	4	0.8 %
Total	481	100.0 %

WITHOUT NOT PROVIDED**Q10. What is your age? (without "not provided")**

<u>Q10. Your age</u>	<u>Number</u>	<u>Percent</u>
18 to 30 years old	24	5.0 %
31 to 65 years old	364	76.3 %
Over 65 years old	89	18.7 %
Total	477	100.0 %

Q11. Your gender:

<u>Q11. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	245	50.9 %
Female	236	49.1 %
Total	481	100.0 %

Q12. Living location:

<u>Q12. Living location</u>	<u>Number</u>	<u>Percent</u>
Basalt area	481	100.0 %
Total	481	100.0 %

Q13. Working location:

<u>Q13. Working location</u>	<u>Number</u>	<u>Percent</u>
Aspen area	172	35.8 %
Basalt area	199	41.4 %
Carbondale area	21	4.4 %
Glenwood Springs area	13	2.7 %
Other	51	10.6 %
Not provided	25	5.2 %
Total	481	100.0 %

WITHOUT NOT PROVIDED**Q13. Working location: (without "not provided")**

<u>Q13. Working location</u>	<u>Number</u>	<u>Percent</u>
Aspen area	172	37.7 %
Basalt area	199	43.6 %
Carbondale area	21	4.6 %
Glenwood Springs area	13	2.9 %
Other	51	11.2 %
Total	456	100.0 %

Q13. Other

<u>Q13. Other</u>	<u>Number</u>	<u>Percent</u>
RETIRED	22	51.2 %
SNOWMASS VILLAGE	3	7.0 %
SNOWMASS	2	4.7 %
RIFLE	2	4.7 %
BUTTERMILK SKI CO EMPLOYEE	1	2.3 %
NOT WORKING	1	2.3 %
HOME OFFICE/TRAVEL	1	2.3 %
HOME	1	2.3 %
UNEMPLOYED	1	2.3 %
ROARING FORK VALLEY	1	2.3 %
ALL	1	2.3 %
ALL AREAS, SERVICE INDUSTRY	1	2.3 %
NOT APPLICABLE	1	2.3 %
SHOWMASS VILLAGE	1	2.3 %
EL JEBEL	1	2.3 %
INTERNATIONAL	1	2.3 %
ASPEN AND BASALT	1	2.3 %
I LIVE IN BASALT, BUT WORK FROM HOME FOR A BAY AREA SOFTWARE COMPANY.	1	2.3 %
Total	43	100.0 %

Q14. Profession:

<u>Q14. Profession</u>	<u>Number</u>	<u>Percent</u>
Architect, Designer	41	8.5 %
Construction	42	8.7 %
Developer, Banker, Investment	8	1.7 %
Downtown Property Owner	8	1.7 %
Government & Other Office	30	6.2 %
Homemaker	11	2.3 %
Retail, Restaurant, Other Commercial	42	8.7 %
Retired	63	13.1 %
Student	2	0.4 %
Teacher	19	4.0 %
Real Estate Agent/Broker	11	2.3 %
Other	196	40.7 %
<u>Not provided</u>	<u>8</u>	<u>1.7 %</u>
Total	481	100.0 %

WITHOUT NOT PROVIDED**Q14. Profession: (without "not provided")**

<u>Q14. Profession</u>	<u>Number</u>	<u>Percent</u>
Architect, Designer	41	8.7 %
Construction	42	8.9 %
Developer, Banker, Investment	8	1.7 %
Downtown Property Owner	8	1.7 %
Government & Other Office	30	6.3 %
Homemaker	11	2.3 %
Retail, Restaurant, Other Commercial	42	8.9 %
Retired	63	13.3 %
Student	2	0.4 %
Teacher	19	4.0 %
Real Estate Agent/Broker	11	2.3 %
<u>Other</u>	<u>196</u>	<u>41.4 %</u>
Total	473	100.0 %

Q14. Other

<u>Q14. Other</u>	<u>Number</u>	<u>Percent</u>
ATTORNEY	5	3.0 %
SALES	4	2.4 %
CONSULTANT	4	2.4 %
HEALTH CARE	4	2.4 %
ACCOUNTANT	4	2.4 %
NON PROFIT	3	1.8 %
PROPERTY MANAGEMENT	3	1.8 %
REGISTERED NURSE	3	1.8 %
SELF EMPLOYED	3	1.8 %
MEDICAL	3	1.8 %
PSYCHOTHERAPIST	2	1.2 %
HOSPITALITY	2	1.2 %
PROPERTY MANAGER	2	1.2 %
PROFESSIONAL	2	1.2 %
SMALL BUSINESS OWNER	2	1.2 %
BUSINESS OWNER	2	1.2 %
NON PROFIT ADMIN	2	1.2 %
ARTIST	2	1.2 %
PHYSICIAN	2	1.2 %
SKI INDUSTRY	2	1.2 %
BOOKKEEPER	2	1.2 %
TOURISM	2	1.2 %
MARKETING	2	1.2 %
VETERENARIAN	2	1.2 %
ENGINEER/MANAGER	1	0.6 %
OFFICE MANAGER	1	0.6 %
CERTIFIED MEDICAL TECH	1	0.6 %
SALES MANAGEMENT	1	0.6 %
SMALL BUSINESS	1	0.6 %
FLY SHOP	1	0.6 %
LANDSCAPE CONTRACTOR	1	0.6 %
VET TECH/ARTIST	1	0.6 %
SKI PRO	1	0.6 %
PHARMACIST	1	0.6 %
HEALTH	1	0.6 %
MEDICAL PROVIDER	1	0.6 %
SKI INSTRUCTOR	1	0.6 %
PERSONAL CHEF	1	0.6 %
FINANCE	1	0.6 %
HOSPITAL	1	0.6 %
MAINTENANCE	1	0.6 %
MEDICAL/REGISTERED NURSE	1	0.6 %
RUN A NON PROFIT	1	0.6 %
MARKETING/VIDEO PRODUCTION	1	0.6 %
DIGITAL MEDIA	1	0.6 %
GRAPHIC DESIGN	1	0.6 %
BREWERY OWNER	1	0.6 %
MANAGEMENT	1	0.6 %
CLEANING/PROPERTY MANAGEMENT	1	0.6 %
SKI PRO/LANDSCAPER/ELDER CARE	1	0.6 %
MARKETING WRITER	1	0.6 %
PUBLIC RELATIONS/MARKETING	1	0.6 %

Q14. Other

<u>Q14. Other</u>	<u>Number</u>	<u>Percent</u>
RECREATIONAL PROFESSIONAL	1	0.6 %
NONPROFIT DIRECTOR	1	0.6 %
HOTEL/LODGING IN ASPEN	1	0.6 %
MEDICINE	1	0.6 %
PROFESSIONAL	1	0.6 %
EVENT PLANNER	1	0.6 %
SERVICE AND REPAIR	1	0.6 %
DOCTOR	1	0.6 %
INSURANCE	1	0.6 %
GOLF AND SKI PROFESSIONAL	1	0.6 %
RETIRED CONSTRUCTION	1	0.6 %
RESORT PROMOTIONS	1	0.6 %
PSYCHOLOGIST	1	0.6 %
ENTREPRENEUR	1	0.6 %
BREWER	1	0.6 %
MINI OPUT EMP	1	0.6 %
REAL ESTATE APPRAISER	1	0.6 %
NON PROFIT EXECUTIVE	1	0.6 %
BROKER	1	0.6 %
SOFTWARE DEVELOPER	1	0.6 %
ENERGY, LAW	1	0.6 %
TAX ATTORNEY	1	0.6 %
MEDICAL PROF	1	0.6 %
PROPERTY MGR, PERSONAL ASSIT	1	0.6 %
HEALTHCARE	1	0.6 %
FLORAL DEISGNER/MGR	1	0.6 %
SERVICE PROVIDER	1	0.6 %
RECREATION	1	0.6 %
MD	1	0.6 %
ADMINISTRATIVE	1	0.6 %
OFFICE MANAGEMENT	1	0.6 %
NONPROFIT	1	0.6 %
PHOTOGRAPHER	1	0.6 %
ILLUSTRATOR, SKI PRO	1	0.6 %
COSMOTOLOGIST	1	0.6 %
EXECUTIVE	1	0.6 %
HAIR STYLIST/FISHING GUIDE	1	0.6 %
RESORT	1	0.6 %
HEALTH ONE	1	0.6 %
SNOW & AVALANCHE	1	0.6 %
PSYCHO THERAPIST	1	0.6 %
CLERGY	1	0.6 %
ENVIRONMENT/NONPROFIT	1	0.6 %
COMPUTERS	1	0.6 %
ENVIRONMENTAL CONSULTANT	1	0.6 %
SELF EMPLOYED TRAVEL AGENT	1	0.6 %
ARBORIST	1	0.6 %
ASC SALES	1	0.6 %
LAUNDRY ATTENDANT	1	0.6 %
SKIING	1	0.6 %
STOCKBROKER	1	0.6 %
MANAGER	1	0.6 %

Q14. Other

<u>Q14. Other</u>	<u>Number</u>	<u>Percent</u>
SOCIAL WORKER	1	0.6 %
ASPEN SKI CO	1	0.6 %
GUEST SERVICES	1	0.6 %
SELF EMPLOYED CONSULTING FIRM	1	0.6 %
PUBLISHER/MARKETING	1	0.6 %
MULTIPLE JOBS	1	0.6 %
ARCHITECTURAL METAL DESIGNER	1	0.6 %
LANDSCAPER	1	0.6 %
RE ASST	1	0.6 %
CONSULTANT/RETIRED	1	0.6 %
DOCTOR AND CONSULTANT	1	0.6 %
WRITER	1	0.6 %
LAWYER	1	0.6 %
ENTERTAINER.	1	0.6 %
LEGAL	1	0.6 %
BOOKKEEPING	1	0.6 %
NON-PROFIT EXECUTIVE	1	0.6 %
COMPUTER SOFTWARE & CONSULTING	1	0.6 %
ASPEN SKI CO AND PROPERTY MANAGEMENT	1	0.6 %
CONCIERGE	1	0.6 %
SELF EMPLOYED BOOKKEEPER	1	0.6 %
BOOKEEPER	1	0.6 %
PROFESSIONAL CHEF (MRS.) & CONSTRUCTION MANAGER (MR.)	1	0.6 %
OWNER OF EVENT PRODUCTION COMPANY	1	0.6 %
OFFICE	1	0.6 %
Total	169	100.0 %

Section 3:
Cross-Tabular Data by Age and Gender

Q1. Which one of the following best describes how you would like to see the rest of the Pan and Fork Property developed adjacent to Two Rivers Road? (without "don't know")

N=481

Q10. Your age			Q11. Your gender		Total
18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q1. How would you like to see rest of Pan & Fork Property developed adjacent to Two Rivers Road?

Make it into a park	29.2%	38.8%	44.7%	41.8%	37.4%	39.7%
Redevelop with buildings similar in size to Riverside Plaza	29.2%	18.0%	22.4%	19.3%	19.6%	19.4%
Redevelop with buildings larger than Riverside Plaza	8.3%	4.7%	3.5%	6.1%	3.0%	4.6%
Redevelop with buildings smaller than Riverside Plaza	29.2%	26.3%	18.8%	21.3%	28.7%	24.9%
As long as there is a hotel, any size building is ok	4.2%	11.1%	9.4%	10.7%	10.0%	10.3%
Surface parking for Downtown	0.0%	1.1%	0.0%	0.8%	0.9%	0.8%
Structured parking for Downtown	0.0%	0.0%	1.2%	0.0%	0.4%	0.2%

Q2. Which one of the following best describes how you would like to see the Clark's Market Property developed? (without "don't know")

N=481	Q10. Your age			Q11. Your gender		Total
	18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	
<u>Q2. How would you like to see Clark's Market Property developed?</u>						
Make it into a park	4.3%	2.5%	7.0%	3.3%	3.5%	3.4%
Redevelop with buildings similar in size to Riverside Plaza	21.7%	23.6%	25.6%	21.3%	26.5%	23.9%
Redevelop with buildings larger than Riverside Plaza	13.0%	5.9%	5.8%	8.4%	3.9%	6.2%
Redevelop with buildings smaller than Riverside Plaza	8.7%	15.7%	16.3%	14.2%	16.5%	15.4%
As long as there is a hotel, any size is ok	13.0%	12.9%	8.1%	17.2%	6.5%	11.9%
As long as there is a grocery store, any size is ok	34.8%	34.0%	26.7%	28.5%	37.4%	32.8%
Surface parking for Downtown area	0.0%	2.2%	3.5%	2.5%	2.6%	2.6%
Structured parking for Downtown area	4.3%	3.1%	7.0%	4.6%	3.0%	3.8%

Q3. Which one of the following best describes what you think the Town should do with the Lions Park Property, which contains Town Hall and a building owned by the Town that is currently housing the Wyly and the Basalt Planning Department? (without "none chosen")

N=481

Q10. Your age			Q11. Your gender		Total
18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q3. What do you think Town should do with Lions Park Property?

Keep it generally the way it is, or with modest improvements	30.4%	34.6%	37.5%	37.2%	33.3%	35.3%
Redevelop with buildings similar in size to Riverside Plaza	8.7%	3.6%	2.3%	2.9%	4.3%	3.6%
Redevelop with buildings larger than Riverside Plaza	4.3%	1.4%	0.0%	0.8%	1.7%	1.3%
Redevelop with buildings smaller than Riverside Plaza	13.0%	5.6%	0.0%	5.0%	4.8%	4.9%
I would like to see a hotel there	4.3%	4.2%	4.5%	2.5%	6.1%	4.2%
I would like to see a grocery store there	8.7%	4.7%	2.3%	3.7%	5.2%	4.4%
Provide surface parking for Downtown area	0.0%	0.6%	3.4%	1.2%	0.9%	1.1%
Build structured parking for Downtown area	0.0%	1.1%	0.0%	0.8%	0.9%	0.8%

Q3. Which one of the following best describes what you think the Town should do with the Lions Park Property, which contains Town Hall and a building owned by the Town that is currently housing the Wyly and the Basalt Planning Department? (without "none chosen")

N=481

Q10. Your age			Q11. Your gender		Total
18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q3. What do you think Town should do with Lions Park Property? (Cont.)

Sell property to a developer & use proceeds to recoup expenses on Pan & Fork Property	4.3%	3.4%	1.1%	2.9%	3.0%	3.0%
Remove buildings, including Town Hall & Wyly Building, & make entire parcel into a park	13.0%	14.5%	17.0%	15.7%	13.9%	14.8%
Remove both Town Hall & Wyly Building & build a new Arts Center closer to Downtown on corner of Midland Avenue & Midland Spur	4.3%	10.1%	12.5%	6.6%	13.9%	10.1%
Remove buildings, including Town Hall & Wyly Building, & build a new Town Hall	8.7%	16.2%	19.3%	20.7%	12.1%	16.5%

Q4. Which of the following would you like to see on the developable portion (area adjacent to Two Rivers Road) of the Pan and Fork Property? (without "none chosen")

N=481	Q10. Your age			Q11. Your gender		Total
	18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	
<u>Q4. Which would you like to see on developable portion of Pan & Fork Property?</u>						
Passive park-no buildings	17.4%	19.1%	23.0%	22.7%	17.2%	20.0%
Active park-no buildings	34.8%	26.7%	24.1%	27.7%	25.4%	26.6%
Hotel	30.4%	29.8%	28.7%	31.5%	27.2%	29.4%
Grocery store	8.7%	11.0%	8.0%	8.4%	12.1%	10.2%
More retail-larger stores (size of Bristlecone or larger)	17.4%	9.0%	9.2%	10.1%	8.6%	9.4%
More retail-small stores (size of Midland Shoe)	34.8%	21.6%	21.8%	23.1%	21.6%	22.3%
Offices	21.7%	11.0%	6.9%	12.6%	8.6%	10.6%
Restaurants	60.9%	36.0%	28.7%	36.6%	34.5%	35.5%
Performing arts	30.4%	20.8%	25.3%	21.4%	22.4%	21.9%
Movie theater	21.7%	11.2%	10.3%	9.2%	13.8%	11.5%
Town Hall	8.7%	7.6%	10.3%	8.0%	8.2%	8.1%

Q4. Which of the following would you like to see on the developable portion (area adjacent to Two Rivers Road) of the Pan and Fork Property? (without "none chosen")

N=481

	Q10. Your age			Q11. Your gender		Total
	18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q4. Which would you like to see on developable portion of Pan & Fork Property? (Cont.)

Higher end housing (\$700K+ to purchase)	13.0%	6.2%	9.2%	10.1%	3.9%	7.0%
Housing for Valley residents (\$400K to \$699,999)	34.8%	14.9%	11.5%	18.1%	12.1%	15.1%
Community housing (under \$400K or rent at reasonable rates)	30.4%	14.0%	3.4%	12.2%	13.4%	12.8%
Arts Center	17.4%	17.4%	13.8%	17.2%	15.9%	16.6%
Non-profit uses	26.1%	11.5%	11.5%	11.3%	12.9%	12.1%
Recreation Center	30.4%	17.4%	8.0%	15.1%	17.2%	16.2%
Structured parking for Downtown area	8.7%	5.6%	4.6%	5.9%	5.2%	5.5%
Surface parking for Downtown area	4.3%	3.1%	4.6%	4.2%	2.6%	3.4%
Other	8.7%	6.2%	3.4%	4.6%	6.9%	5.7%

Q5. Which of the following would you like to see on the Clark's Market Property? (without "none chosen")

N=481	Q10. Your age			Q11. Your gender		Total
	18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	
<u>Q5. Which would you like to see on Clark's Market Property?</u>						
Passive park-no buildings	4.2%	3.6%	4.5%	3.7%	3.8%	3.8%
Active park-no buildings	12.5%	5.0%	0.0%	3.7%	5.1%	4.4%
Hotel	50.0%	33.1%	28.4%	36.4%	29.5%	33.0%
Grocery store	62.5%	59.4%	52.3%	51.7%	65.0%	58.2%
More retail-larger stores (size of Bristlecone or larger)	41.7%	17.8%	9.1%	18.6%	15.8%	17.2%
More retail-small stores (size of Midland Shoe)	29.2%	28.3%	30.7%	32.6%	24.4%	28.6%
Offices	20.8%	15.0%	10.2%	18.2%	10.3%	14.3%
Restaurants	50.0%	33.6%	22.7%	36.0%	28.2%	32.1%
Performing arts	8.3%	18.6%	19.3%	18.2%	17.9%	18.1%
Movie theater	16.7%	17.8%	17.0%	15.3%	19.7%	17.4%
Town Hall	8.3%	12.8%	13.6%	12.4%	12.8%	12.6%
Higher end housing (\$700K+ to purchase)	12.5%	4.7%	6.8%	7.4%	3.4%	5.5%

Q5. Which of the following would you like to see on the Clark's Market Property? (without "none chosen")

N=481

Q10. Your age			Q11. Your gender		Total
18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q5. Which would you like to see on Clark's Market Property? (Cont.)

Housing for Valley residents (\$400K to \$699,999)	20.8%	14.7%	15.9%	18.6%	11.5%	15.1%
Community housing (under \$400K or rent at reasonable rates)	25.0%	17.2%	10.2%	16.1%	16.2%	16.2%
Arts Center	16.7%	15.0%	19.3%	14.5%	17.1%	15.8%
Non-profit uses	16.7%	7.5%	3.4%	6.2%	8.1%	7.1%
Recreation Center	16.7%	16.9%	12.5%	14.5%	17.5%	16.0%
Structured parking for Downtown area	16.7%	18.3%	14.8%	18.2%	16.7%	17.4%
Surface parking for Downtown area	0.0%	9.4%	14.8%	12.0%	8.1%	10.1%
Other	4.2%	6.9%	11.4%	7.9%	7.7%	7.8%

Q6. Which of the following would you like to see on the Lions Park Property? (without "none chosen")

N=481	Q10. Your age			Q11. Your gender		Total
	18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	
<u>Q6. Which would you like to see on Lions Park Property?</u>						
Passive park-no buildings	17.4%	22.8%	25.3%	22.1%	23.5%	22.8%
Active park-no buildings	34.8%	23.9%	24.1%	27.2%	21.2%	24.3%
Hotel	13.0%	10.7%	9.2%	9.4%	11.5%	10.4%
Grocery store	13.0%	9.5%	8.0%	8.5%	10.2%	9.3%
More retail-larger stores (size of Bristlecone or larger)	4.3%	3.2%	1.1%	3.4%	2.2%	2.8%
More retail-small stores (size of Midland Shoe)	17.4%	10.4%	6.9%	8.5%	11.5%	10.0%
Offices	13.0%	10.1%	2.3%	8.1%	9.3%	8.7%
Restaurants	21.7%	13.3%	6.9%	14.5%	10.2%	12.4%
Performing arts	30.4%	23.3%	14.9%	21.7%	22.1%	21.9%
Movie theater	8.7%	7.8%	5.7%	5.5%	9.3%	7.4%
Town Hall	30.4%	38.3%	34.5%	39.6%	34.5%	37.1%
Higher end housing (\$700K+ to purchase)	4.3%	2.6%	2.3%	2.6%	2.7%	2.6%

Q6. Which of the following would you like to see on the Lions Park Property? (without "none chosen")

N=481	Q10. Your age			Q11. Your gender		Total
	18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q6. Which would you like to see on Lions Park Property? (Cont.)

Housing for Valley residents (\$400K to \$699,999)	4.3%	5.8%	0.0%	4.7%	4.4%	4.6%
Community housing (under \$400K or rent at reasonable rates)	17.4%	8.4%	0.0%	6.4%	8.0%	7.2%
Arts Center	26.1%	31.1%	23.0%	26.4%	32.3%	29.3%
Non-profit uses	17.4%	12.4%	6.9%	8.5%	14.6%	11.5%
Recreation Center	13.0%	10.4%	5.7%	10.2%	8.8%	9.5%
Structured parking for Downtown area	0.0%	7.2%	4.6%	6.4%	6.2%	6.3%
Surface parking for Downtown area	0.0%	6.3%	8.0%	7.2%	5.3%	6.3%
Other	13.0%	8.4%	9.2%	8.5%	9.7%	9.1%

Q7. On which of the properties listed below would you accept a four story building in exchange for more open space between buildings? (without "none of these")

N=481

Q10. Your age			Q11. Your gender		Total
18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q7. On which properties would you accept a four story building?

Pan & Fork Property	22.7%	31.5%	23.9%	37.1%	22.2%	29.9%
Clark's Market Property	72.7%	77.7%	78.3%	77.1%	77.8%	77.4%
Lions Park Property	22.7%	17.3%	13.0%	14.7%	19.6%	17.1%
Other	4.5%	1.5%	0.0%	2.4%	0.6%	1.5%

Q8. A number of citizens have indicated that adding art Downtown is important. Which of the following would you support? (without "none of these")

N=481

	Q10. Your age			Q11. Your gender		Total
	18 to 30 years old	31 to 65 years old	Over 65 years old	Male	Female	

Q8. Which would you support?

Town builds new Performing Arts Center Downtown	61.9%	44.6%	44.8%	43.3%	48.4%	46.0%
Town builds a new Wyly Arts Center	33.3%	34.6%	38.8%	36.3%	34.0%	35.1%
Town subsidizes rent for art displays Downtown	23.8%	23.4%	11.9%	22.8%	19.7%	21.2%
Town makes significant upgrades to public spaces with art installations	52.4%	48.0%	49.3%	49.7%	46.8%	48.2%
Other	0.0%	8.2%	6.0%	7.6%	6.9%	7.2%

Section 4:
Question 9 Resident Comments

Basalt "Our Town" Survey – Question 9 Resident Comments

- Create a development plan, but don't do the development. Let the developers take that part.
- Must have pedestrian connection to Midland and Two River Rd. retail.
- We've been asked again and again and answers given. Stop spending taxpayers' money if you don't want to listen.
- A grocery store is a must! Not so particular about where. No hotel! No parks!
- Responsible development does not include building on land that is or was part of the Roaring Fork floodplain or flood way. This is irresponsible, against common flood management, and does not respect our natural environment.
- Good luck, and thank you for all you do!
- Nonprofits are on their own -- no Town money.
- I would very much like to see the Pan & Fork area used as a park (by the river) as planned, with a building for the performing arts, but not a very tall structure. That area has enough room for packing that kind of facility. The river would be an asset for that kind of facility. It's already close enough to town for people to walk to restaurants and shops, and if done right with really good taste with the architectural design and landscaping, what an exquisite first impression it would give to our Town and visitors. Thank you for the survey and for the community input.
- Since moving here four years ago, I have seen too many businesses leave and move to the Whole Foods area. I love Basalt and the small town atmosphere, but I also want to be able to walk into town and do some shopping, and not at 7-Eleven.
- Relocate the gun range.
- Keep Old Town Basalt non-urban, and allow urban development at Willits Basalt.
- Town Hall should be moved over near the police and fire department on the other side of Basalt. An information center should be on the Clark's Market parcel near the 4-way stop with adequate parking. No building should be any taller than 2-3 floors.
- We need river access for all and more people living here to use the businesses. At least have a small rec center, prefer middle size.
- Four story buildings are meant for big cities, not small towns. The atmosphere would change greatly. The streets and parking would also need to be improved with added expense.
- We need a nice hotel (Limelight style) somewhere downtown to draw people into retail and restaurants. Downtown is dying!
- Pan & Fork: mixed use retail/office with access to river. Clark's Market: hotel, parking, restaurants/retail. Lion's Park: Town Hall and surrounding park.
- Performing arts and Wyly Center could be in same building.
- Every town of any consequence has a viable grocery store. I miss the convenience of Clark's/City Market.
- Put kayak play-holes in river in front of Pan & Fork to draw spectators. Must be sufficient to have kayak competition.

- I like Basalt the way it is, and don't want to see too much development ruin our small town atmosphere. I want to see the Pan & Fork remain open, either as an additional park or surface parking. There is already too much retail space and not enough parking, except for the Clark's Market lot. If that is developed, there must be additional parking added somewhere.
- It is so too bad that downtown Basalt lost so many businesses to Willits, or are closing because of high rent! As a 26-year-old homeowner near the downtown area, I am saddened each and every time I drive, run, bike or walk through downtown to see how empty it's become. I am very disappointed in our Town government to have let this occur! No wonder everyone wants to live in Carbondale!
- When you come into Main Street, you think the town is doing very well. How can you expect people to come into town when there is no place to park! Willits thought Whole Foods would make them viable; now they need a hotel. Really?!
- Need hotel (boutique style). Grocery nice -- Tony's or Roxy's. Arts important. Compete with Willits, but more high-end. Don't need open space -- park is enough. We want open space to bike, run, etc., but not additional open space/park.
- Basalt is a bedroom community, not a resort destination. More jobs and money have been lost to Riverside Plaza, Bristlecone, etc., than will be made in our lifetime. Hotel developers will laugh at the suggestion to come here. A four-story hotel with parking? >50% occupied. Get real. Look at what Telluride, Carbondale, Colorado Springs, Lyons, etc., have done with their town park. I have no doubt we could outdo all of the above at that location. How about a weekly concert from the Aspen Music Festival? Rafta can put thousands of people here for events.
- Street, sidewalk sculptures like Carbondale. Creating a 'village' and 'riverwalk.'
- Willits is not downtown Basalt. We need a small grocery, arts center, parks and a hotel. We need to keep people in the core of Basalt! Thank you for all your involvement with the community.
- Does the Town plan to purchase the Clark's Market property for \$7,000,000? If so, how? Does he want to sell? Why do you think you can count on his cooperation? He can do nothing, or sell to a developer. How can you control what a developer will build?
- Recreation center is very important and best at Clark's Market site.
- The identity of the town is the river. Parks and open space on river will be a draw. Boulder Creek development of parks in Boulder, CO is proof.
- The town has spent way too much money already!
- Incorporate new Town Hall into Pan & Fork development. Totally renovate Lion's Park into new Town Park with no buildings.
- Get this done! Your pace is appalling. Clark's building is a disgrace. Tear it down and Aspenault. Create some in town homes/apartments. Kayak park.
- Most important: don't block views of new park along Pan & Fork, and bring in quality grocery. Clark's did a great job in Sherwood Village; would be perfect for Basalt.
- Must connect all three spaces with Town Center and paths. Leave riverfront open with concert area.

- I am very pro rec center, but not in downtown. Hardly anyone lives in downtown, so I think hotels would bring vitality. I never go to downtown Basalt except to take my kids to school downtown. Basalt has become the land of nonprofits and for old people.
- I wonder if buildings in the Clark building should be around perimeter along street. There is a grade difference to deal with. Relocate street light @ 82? Why do people stay in Glenwood hotels? Number of beds, hot springs and attractions. Why would people stay in Basalt? Fishing, skiing?
- The town has severely suffered since Willits -- zero promotion, hardship on business owners with taxes and lack of promotion. The restrictions have crippled the entrepreneurs and given the town a blackball with potential investors. Many have lost their businesses and the Town of Basalt elected officials could care less.
- I find the 'sign' welcoming you to downtown Basalt an insult. You can't see until you have already turned in.
- Pan & Fork: program some areas for river-centric activities, and the rest is passive open space. Pan & Fork along Two Rivers: two story development could include relocation of Town Hall and Wyly, boutique hotel, small business, commercial core. Lion's Park: either modest redo of Town Hall, or make active park with amphitheater, play area and room for small business in temporary structures. Clark's: commercial with a little affordable housing units. Would be nice to keep groceries, gas and parking accessible to downtown. This seems like the best place. Remodel of Aspenault a must!
- Landscape that will be planted to embellish park will limit river visibility anyway. A well-conceived and scored development/hotel and upscale residences will bring money and vitality to downtown.
- We need a modern skate park! All concrete, comparable to Snowmass.
- Go slow. See what develops after RMI is completed and operating.
- Please do not let properties build to the river! Make a riverwalk -- it will truly be an asset. Protect our uniqueness; restaurants and shops can open onto the riverwalk, but the walk belongs to all of us. Please protect and enhance our ability to walk along the river!
- With new businesses and hotels, we will need to staff these. Not many people can afford to live a life in these areas anymore. Rent controlled apartments and affordable housing needs to be at the forefront of your discussions.
- I agree with Sugurs (sp) and Terrwiliger; you cannot make it a park after building on it. There is already too much construction at Willits. It would be nice to have a quiet downtown to relax in. Think Central Park in NY. Without it, the city would be unbearable.
- All efforts should lead to boots on the ground in Old Town 365 days a year, and that conversation begins with a hotel, period.
- Keep Old Town flavor -- don't put super modern (like Aspen Art Museum) in core.
- How about a clothing store like The Gap?
- We would like to see town of Basalt is growing in a model and unique way. Also it would be fun and interesting if we could have food carts park! Please keep that in mind.

- Pan & Fork: small to medium boutique hotel, maybe in a semicircle to take advantage of river views, but park and garden area in front close to the river. Also a pool and hot tub that can also be used by Basalt residents.
- Focus on buildings that yield jobs and community/commerce in downtown Basalt.
- For the former Pan & Fork, I would prefer a mix of park and development that would include an access corridor (such as a bike path) between any development and the river.
- The only person whose input is important is owner of property.
- Perhaps the town planning/planner could be more receptive/helpful to potential business owners. I recently tried to start a business in Basalt and was met with less than helpful attitudes from the Town. My business would have brought vitality to Basalt. Instead, it's in Carbondale and thriving.
- We need more restaurants and bars. We don't need a hotel or grocery store, and I don't believe anyone would take on the risk of a grocery store or hotel project. Neither would be able to compete with Willits.
- Make Clark's Market property into a dog park. Leave Lion's Park exactly the way it is now. Don't move Caboose. Continue to use it for farmers' market and live music.
- We need a small upscale market and additional hotel/motel options that are low or moderately priced! After 30 years here, inexpensive lodging is at the top of my list.
- We love seeing the new view of the river as we drive through town! Development towards the town center would allow the views from town of the river. It would be great to divert the Rio Grande bike path through town.
- The public should be made better aware of the passive park currently planned for the river by the library. I believe it's called Midland Park.
- Entrance to Basalt at Basalt Avenue should be moved to Midland Avenue. Basalt needs density, more middle income residents and a new Wyly/performing arts center. Need recreation for families and kids.
- Keep an open mind to all suggestions. Seems like decision has already been made.
- Let Carbondale 'own' art. Let the Aspen Art Museum 'own' art. Basalt has the river = nature. Let Basalt 'own' the rivers!
- A small but high quality grocery store would be very important to us.
- We need to be a bike friendly community. I'm not sure we need another hotel here. Town should purchase Clark's Market building and tear it down, sell land to developer for multi-use residential/commercial/government/nonprofit.
- How can you have a vibrant town without a grocery store??? If you attract/build/desire more tourists without providing groceries, they will and do gravitate towards El Jebel, which is thriving as we are not. Willits is too tall and too much light pollution at night. There are so many empty businesses and offices in Basalt, so I do not understand why we want to build more?!
- Position Basalt as the 'affordable side of Aspen.' Bring in businesses such as Printers clothing chain or Trader Joe's on Clark's Market side. Make deal with oil distributor for low price gas stations.

- This is such an opportunity to build this sweet town in a responsible way. Thank you for doing this survey.
- There is enough retail space in Basalt, most of it empty. We need a nice park for performances, fairs, markets, water park, that will enhance Basalt. Put the hotel by Stubbies. Basalt needs a food market.
- Basalt (downtown) is dying. We need viable, mixed use development to survive. Embrace the river with sidewalk cafés, unique retail, and an attractive lodging component. It doesn't have to remain a park for people to enjoy it! Mix parks into the development.
- People who live in Basalt are willing to drive to other towns for what they want/need. What can Basalt offer to get people to drive to our town?
- We need revenue for Basalt. It is becoming a ghost town. What can we do; it is a beautiful place. Something that draws people to Basalt, some kind of attraction!
- Town needs high end housing, performing arts, theater, etc. Any of the locations could work for any of these buildings.
- New chamber offices, hotel and restaurants on Pan & Fork property is preferred option.
- We need to stimulate business and get people visiting Basalt, rather than going straight to Willits. Let's figure something out to attract people.
- Basalt needs profitable businesses and in turn more foot traffic. Want art? Go to Aspen!
- I would like to strongly suggest that Basalt town council recognize George Stranahan for the foresight and impetus to start the Pan & Fork project by buying it all and charitably selling half to the town of Basalt. It would also be nice for John Colson to make note of this in one of his articles!
- We need a permanent outdoor recreation attraction on the Pan & Fork property to draw people to downtown. We have a unique opportunity on the river to create surf waves, climbing areas, volleyball courts that people will come from around the world to see and use. We should develop the areas that are developed, while preserving the small town character.
- First and foremost I would like there to be a grocery store in town. I would like the development to architecturally fit in with the original downtown. Take down the old Clark's Market building. Have a recreation and performing arts center and some type of village green area.
- Enforce rules or get rid of them. Remove requirement for open space/parks.
- Art may be important to some, but without the vital infrastructure of parks and housing that valley residents can afford, there will not be enough people to justify spending taxpayer dollars on the luxury of art installations.
- Basalt needs a strong anchor store -- look what Whole Foods has done, like perhaps Trader Joe's! I would love to see downtown Basalt thrive. It is a beautiful area and charming Main St. needs a good bookstore/kitchen store/coffee in one.
- Boutique hotel – 22 to 25 rooms (upscale cabins one possibility). Boutique grocery, small Trader Joe's. Boutique movie theater, like the Crystal in Carbondale. Please consider the buildings already in existence for many of the needs we have in town before building new ones. Thank you.

- Basalt's character is small time and small town. Let's keep it that way! (We do need a grocery store.)
- I believe we need to put our resources into the existing downtown. Help restaurants thrive on downtown locations. Ex: tax breaks to new restaurants?
- A popular grocery store like Trader Joe's would be great; more sidewalk sculpture and more of a draw to this area!
- Need density and underground parking at Clark's. Need live/work by river with lots of public access/trail at river. New town hall and Wyly at Lion's, performing arts center at Willits.
- You need to bring in young people. Affordable housing!
- Please, please, please don't make Basalt look like Beaver Creek, Vail -- ugh! Small people! What do we need? Performing arts center. Think of our kids. They generate a lot of the energy in this town.
- I have not been in on the discussions. I should have been! Not sure I am informed enough to be helpful.
- We have empty retail spaces throughout town. Do not need more retail space. We need cultural events and a place for cultural events to draw tourists to our town to spend money.
- Movie theater, performing arts and Wyly could all be in one building using space sharing concepts.
- Basalt should think of enhancing current spaces without building giant brick buildings.
- As member of Basalt Lions Club, I would like to keep park named "Lions Park" named the same, as our club donated the property to the city!
- We feel that a boutique hotel with small conference center, preferably a higher end chain, W style underground parking. Keep Jimbo Liquor and add a restaurant or two, would revitalize business in Basalt.
- The only way to create business in Basalt is to add as many people to live in town by adding affordable housing for lower class employees, because they are willing to spend more money on a daily basis.
- We need to attract people to town. They need a reason to come to Basalt and spend half a day here and spend money at good restaurants.
- We in Basalt must have rooftops for affordable/long term housing first, then more retail and commercial, etc., will follow. Must have rooftops first -- oldest rule of development!
- I want more people downtown to support the businesses. I would like to see employee housing units or affordable housing throughout Basalt.
- We need to attract young people and families to downtown Basalt. I would like to see a park where we can have community events, weddings, etc. We live in Old Town, and could really use a small grocery store in town!
- This is the most important point for me: please, no more retail space until existing retail shops are occupied. Presently around 50% are not. We do not need more dismally empty spaces!!!
- Please consider looking at the 'town square' concept that makes the town of Sonoma, CA and Healdsburg, CA so cool and vibrant. We also need a brew pub with live music to bring the locals back on weekends. We need an after school gathering place for teens. We also need to

transform the plaza across from St. Vincent's into nice condos -- people don't shop that for downtown. Prepare to demolish buildings (gas station) that do not contribute to the center of town, even Alpine Bank is in the way of the 'square'.

- Seems we have a lot of vacant commercial space. Why keep approving more? Nonprofits should not get tax dollar subsidies. They should either be viable on their own, or fail.
- Subsidize a tech company to come in and fill vacant commercial, and provide jobs.
- A grocery store like Trader Joe's would be great.
- You should look at Obermeyer place model in Aspen for Clark's Market property. Mix of high end and lower end housing with business space.
- We need a developer with experience, vision, and deep pockets to help. Town is not equipped to make this critical decision themselves. Too important to create vitality and make correct decisions now! Help save our town and community before it's too late!!!!!!
- Not sure I know enough about community development to advance the conversation. How to keep Basalt vibrant despite growing appeal of Willits. Probably by offering something different. Parks by the river, performing arts, incubator, etc. If we can control rents, we can attract smaller, local retailers. How about a high tech incubator? Affordable rents, access to experienced entrepreneurs, business loans, etc? Need someone to run it, but towns that do this seem to be successful in transforming themselves and growing business. With RMI and RF Conservatory, it could be a good fit. Willits can be retail and Basalt can be the arts, fishing and recreation, scenic parks, nonprofits and small business development incubator, plus restaurants, etc. An idea, anyway.
- I have indicated for several answers that I would like to see a hotel downtown. The reason is that after staying at both of the options in Basalt prior to moving here 9 years ago, I find them absolutely dreadful. There may be some sentimentality for old school business but when they are embarrassing/subpar for visiting guests to Basalt, something should be done. Buy them out & let's get with the times. Willets is taking over!!!
- Move Basalt main down Valley with a straight shot between downtown and south side. This was a master plan 20 years ago.
- Basalt is not a tourist destination, it is a bedroom community. Any efforts to change this should not occur. Keep Basalt a rural, small town.
- Seems like everyone is in a big hurry to fix the lack of business in old downtown Basalt, to hurry and catch up with El Jebel. Well, let them do their thing and keep Our Old town of Basalt the quaint little town that drew us here to live years ago.....
- Would like to the public's idea of 'prioritization' - i.e. "which parcel would you like to see [re]developed first/last?"
- Keeping the Pan and fork site as only a park is a HUGE mistake. As Willits takes business away from downtown, turning more valuable land into park does nothing to add viable business and bring people to downtown. If Willits was not supplying tax dollars to fund Basalt, what would be the next step? This is an important point that needs to be kept in mind. The sense of urgency to revitalize downtown is lacking and it appears that Willits is funding the lack of urgency.
- Willits already has a performing arts building planned. Not sure if our town can support two!?

- As a long-time resident of downtown Basalt I have witnessed a dramatic and catastrophic deterioration to the livability of our town. At one time there was bookstore, sporting goods store, fish store, toy store, kitchen store, bakery, bike shop, multiple yoga studios, multiple boutique clothing stores, multiple good restaurants, a deli, and a decent (though sub-par) grocery store. All of these made for a very nice small community where driving was not needed once you got home (many of us commute to work). The unintended consequence of developing Willits has been the loss of a great number of businesses including our bike shop and Bristlecone followed by many others going out of business: Val's, card shop, Midland clothing, bakery, and most of the boutique stores on the east end of town. The livability of this town requires a grocery to avoid having to drive for all household supplies, vibrant restaurants and unique stores. There are so many vacant or suffering commercial spaces right now that building more on the precious river front site seems to be a mistake. We don't want another 7-11 store front to block the river. This is a precious opportunity to re-develop our town, but I hope that we will preserve this gorgeous character-making land for all to see and enjoy. Bring in anchor businesses such as hotel + grocery store, or something interesting (roller rink/ice hockey) that will bring and keep people here, then the vacant and floundering commercial spaces will fill (hopefully). Art and character and badly needed. Carbondale has set a beautiful path for community art appreciation.
- Old Town Basalt is on the decline, I am a 20-something resident of Basalt and I haven't been on Main Street in months, not because I don't like it there, but because there isn't anything to bring me there. I go to Willits for groceries/gym/Bristlecone/Basalt Ski & Bike, Aspen for work, and Carbondale for First Fridays, the only things that brought me to Basalt are Cuvee (which is gone now), the Brick Pony, and the Riverside Grill, but nobody I know lives close to those places so we end up going other places. If the residents of Basalt want their town to become 'Basalt Park' it seems like they're on the right track, and it is their choice to do that. Colorado has more than a few world class national parks and mountain ranges to go out and enjoy nature, I'm a little confused why people would want to drive to a park in the middle of a dying town to enjoy the great outdoors, but then again, that's just one man's opinion.
- We greatly appreciate the Town reaching out to its residents to garner a consensus of what should be done with the amazing opportunities available to us with the multiple plots that can be redeveloped. As much as I appreciate having a voice in this, I am not a land planning professional. Neither are the majority of residents, or even those on Council or Staff. In my business when I want something done well I hire a professional that has a proven and experienced track record in that field. There are consultants that specialize in thoughtfully and sustainably developing communities. If you were to build a house would you invite your neighbors over and ask them to help you design and build it? Why are we as a community trying to fumble our way through this process? There are consulting firms that the Town could hire that would most likely be able to offer the long term solutions we are looking for. We ask that you please hire an outside professional land planning consultant. We feel it's much more value for \$500K to go towards land planning consulting than blackmail by Mariner to build a non-sustainable motel at Willits. As a tax payer household, we beg you to hire pros. They will

be unbiased, have experience, and help our failing and struggling process along. Another point regarding the survey is that no timeframes are specified on when this development is meant to happen. To build out all of CDC, Clark's Market, and Lions Park in the next five years is not something we want to see, nor would it be sustainable. In the next 30 years we would like to see development in all of these areas. Please do not try to do too much too fast, it will just hurt our Town. It's ok for the CDC to be utilized as a park for a number of years while a thoughtful sustainable plan is developed. At this point in time we do not feel that building that area out would not be economically viable. This is not the Field of Dreams, just because we built it does not mean they will come.

- Keep all new buildings as low as possible to preserve VISUAL OPEN SPACE. Pedestrian circulation should not be considered open space. Use vacant buildings for grocery.
- The Town should wait until the new Rocky Mountain Institute building is near completion before determining how to develop the Pan and Fork and Lions Park sites. Businesses and organizations will be vying to be in its immediate vicinity and the Town will have a great pool of applicants from which to choose. I think the people of Basalt deserve plenty of access to the riverfront for enjoyment and recreation. With two rivers, Basalt has a lot of river frontage, but most of it is inaccessible. Planners, please help us increase the ways we can interact with and enjoy the beauty of the rivers. The rivers are what Old Town Basalt has that Willits never will. We need to highlight them for the public and people will come to shop/dine, etc.
- These questions are more misleading than informative. I wish the town had not done this exercise - it will produce a lot of misinformation, confusing at best and potentially very divisive. If something fits well on one parcel - a hotel for instance - it will affect every other parcel so again, the questionnaire is immediately invalid. I do not like any of the options I was given- for building height, for instance - there should be variety for every parcel. I believe strongly that there are multiple answers to each of these questions and they all inform each other. And no one can answer these questions intelligently without seeing how things actually fit on each parcel (which leads back to misinformation) I feel strongly that we need new housing for a variety of people / income levels, and a hotel, and eventually more retail space - and a really great town park on the river.....and I think we can have all of those things. Leaving all of the Pan and Fork site as a park is a very bad idea.
- Affordable community housing downtown is important.
- The survey dodges the real question. Does the community prefer Basalt remain a sleepy little town (arts & parks)? Or do we want to encourage economic growth (more buildings)? There's a place for a hybrid approach, but feel other citizens are strongly divided one way or the other. Willits Town Center will continue to generate tax revenues for Basalt given its location on Highway 82 and having Whole Foods acting as an anchor store. We want to increase the tax revenue pie, not shuffle it around by driving traffic from Willits to Old Basalt. If the town pursues development within Old Basalt, we better have a good plan for attracting a mix of both year round valley residents and seasonal tourists off Highway 82 to spend money. Too many storefronts already sit empty. Adding more commercial space without giving people a reason to spend money here will leave us with more empty buildings. Will a hotel really draw the type of

tourist we want? Ones that will spend money in nice restaurants and retail shops? I'll let the developers decide if a boutique style hotel would be economically feasible. My guess is most tourists who visit Aspen are not price sensitive. The ones that are go to other mountain resorts or stay in motels located in Carbondale or Glenwood Springs. Midvalley lodges draw fisherman, leaf peepers, and hunters, not Bogner wearing skiers from NYC and LA. Enticing another national retailer into Old Town could be a better play. Does the area really need another grocer? Something like a Trader Joes might work, but a King Soopers? Meh. Good luck on convincing Trader Joe's to open in Old Basalt. Maybe the hope is in adding more "affordable" housing. Carbondale is vibrant. Main Street is fantastic and is home to a number of local shops and restaurants. They have a larger stock of "affordable" housing preferred by working Valley residents. I would have chosen to live in Carbondale instead of Basalt were it not another 15 minutes away from the ski hills. I don't know.

- Good luck!
- Key points: keep the character of our historic 'old town'; open space between buildings (unlike Willits development); no buildings taller than Riverside Plaza; small stores; active parks; development planning that will connect Two Rivers Rd. and Midland Ave.; small "Whole Foods" type market; underground parking for hotel and food market; no food market on Pan & Fork property.
- Mountain feeling, blend with background. Small town feeling to compete with Aspen.
- Perhaps promote secondhand stores, art, antiques, Colorado related. Leave open and access to Roaring Fork River.
- Pan & Fork: public space with outdoor ice rink, theater, arts center -- access to river! 2. Clark's: retail/hotel/commercial core -- sleep, eat, shop, redevelop Aspenault along river! 3. Lions Park: new Town Hall, Chamber and offices, business center.
- I would be interested to see mixed income housing in the Clark's Market area -- higher density. Possible art/theater, maybe at Lions Park, with Basalt school district cooperation.
- A fountain downtown to bring children and families downtown. Keeping Pan & Fork open to the public is critical to the health of Basalt; possibly an amphitheater, performing arts center.
- Don't block river access views. Basalt is the river town!
- Add a pickleball court. Small, fun, and most anyone can play. Low maintenance, and can create fun tournaments.
- We do not need to compete with Aspen or Willits, but need to be an attractive link between the two.
- Basalt needs to do something to stand out from Aspen and Carbondale. A huge park with something new and different to attract people. What about a beach swimming area, outdoor ice skating rink, kayak park, etc.? An indoor kids' play area or children's museum would be nice. Families will come and then go to restaurants, shops, etc. It has to be something Aspen and Carbondale are lacking.
- "Bricks are the grass of the city." - Louis I. Kahn
- It would be my greatest pleasure to have a bigger grocery store installed as a replacement for Clark's Market.

- Ought the town explore a variety of comprehensive plans, then ask input on those? Each decision here can't be made in the abstract.
- I think it's important for Basalt residents to have a grocery store, movie theater, performing arts center for its residents. Make Basalt unique and self-sustaining. Don't make Basalt residents have to drive to get food or entertainment!
- Would HATE to see downtown development anything like the scale of Willits. Would like to maintain small town feel. Like idea of park on Pan & Fork area, with recreation emphasis.
- A motel and LOTS of parking would help Basalt.
- Keep any new buildings two to three story!
- How can you have a town without a grocery store?
- Please leave Lions Park as a park. Move City Hall somewhere else.
- Leave Lions Park as a park. If a new arts center is built, put it on the Clark's Market or Riverside area. Move Town Hall over by the police station area across town. No building added to Lions Park. The small hotel next to RMI should be no taller than three floors. Definitely need a grocery store where Clark's Market is now.
- Update our water treatment facility.
- We have lived above Old Town for 14 years; we love Basalt just as it is now. With a small population in our town, we don't want to see any further development, especially the kind that Lowe Enterprises and Jim DeFrancia would like to bring in for their own profit.
- Do not block all the view to the new park. Push the building envelope towards the Toqaria building side. Okay with buildings on that property, but make the above a priority. Put the four story in Clark's, have a hotel and offices and a small grocery like Roxy's, or get one in Southside.
- This process has become pathetic. Towns like Estes Park, Lyons, Silverton, Telluride have built their economy by mixing shops, restaurants, and housing along the river corridors with river access. Basalt has the rivers. I'm hoping the city council will look at those successes.
- I think it is important to enhance the historical character of Basalt. Also, look to old town Arvada, old town Fort Collins -- these have revitalized the area.
- The town of Basalt should not build employee housing. Allow Clark's property owner and Aspenault property owners to build up to four stories if they follow the plan of retail on first floor, hotel and/or free market homes on 2-4 floors, and underground parking.
- The town cannot and should not tell investors what to build. Only zoning is allowable. Get out of the free market.
- Consider Riverside Plaza for a small hotel. Assure reasonable rents so retail and restaurant owners can survive! We need people to congregate -- that won't happen if it's all parks/parking lots.
- We should 'be what we are' and accept it. We are a small town. The existing problem is empty storefronts -- adding more buildings will just turn us into a ghost town like Highlands or Base Village in Snowmass. Arts are great. I have been an artist a good portion of my adult life, but it won't bring vitality to town unless it is for classes. I think a retreat/educational center would bring vitality to town and provide lodging. Check out Esalen Institute, or what Naropa Institute was before it became a university.

- I think a balance of park land, especially along the river and retail space, would facilitate growth of Basalt downtown. A tastefully done hotel could be a plus, too.
- We need a larger hotel (meaning larger than what we have) downtown. Trader Joe's is the answer to old Clark's Market building. It would be a huge draw. Lazy Glen should be in Basalt, not Old Snowmass.
- Town should NOT be a developer. No development on hillside across from Lions Park. Town Hall should be remodeled or added onto -- not scrapped.
- Not sure why art would be so important. Will the community attend/support the arts, or just say they will?
- Want a "clubhouse" in the middle of Pan & Fork Park, and have summer venues there with places for food trucks, and a walk paved along river.
- A structure for concerts, able to open wide for summer, with room for food venues and large gatherings.
- Priority -- town needs community center (could be part of performing arts center -- also a priority -- with a movie theater). This structure could be higher than other buildings as a focal point of the community. Riverfront property must be public area -- this is our greatest asset and primary industry.

***Section 5:
Survey Instrument***

October 22, 2014

Re: Our Town Planning Survey



Dear Basalt Resident:

As you are aware, we live, work and play in a special place. Throughout the Our Town Planning activities this past year, Basalt residents have proven that they care deeply about their town's future. We have an unprecedented opportunity before us to recreate a portion of the downtown area in conjunction with the river enhancements that are currently underway.

In the first phase of the Our Town Planning process, a clear majority of the community chose Option Two (of three options) as their preferred site plan scenario. Option Two provides the *general* desired layout of the parcels in question (Pan and Fork, Lions Park, and the Clark's Market property). Now it's time to provide more detail on the types of uses and building sizes that you would like to see on those parcels, and to this end we are asking you to complete the enclosed Our Town Planning Survey. In addition to further clarifying the will of the community, this survey is a scientific way to check the findings of the Our Town Planning Vision Survey conducted in June.

Your input is crucial in guiding the decision making process. Please help by taking a few minutes to complete the survey. Your feedback is important to the Downtown Area Advisory Committee and the Town Council as they determine the shape of Basalt's future.

You can return the survey in the enclosed postage paid envelope to ETC INSTITUTE, 725 Frontier Circle, Olathe, KS 66061. You also have the option to complete the survey online at www.2014BasaltOurTownSurvey.org. Information about the Our Town Planning process and findings to date are available at www.ourtownplanning.org. If you have questions, please contact Denise Tomaskovic with the Town of Basalt at (970) 927-4701, or via email at denise.tomaskovic@basalt.net.

Thank you in advance for your help in making Basalt such a great place.

Sincerely,



Jacquie Whitsitt, Mayor

Note: Basalt residents will have an opportunity in 2015 to partake in a more general Town survey as part of our ongoing efforts to assess community needs and perspectives.



2014 Town of Basalt “Our Town” Planning Survey

Thank you for taking time to complete this important survey. The Town of Basalt will use your input to develop an action plan to make the community’s vision happen. When you are finished, please return your completed survey in the postage-paid envelope provided. You may also take the survey on-line at www.2014BasaltOurTownSurvey.org. However, please note that one survey is allowed to be submitted per household.

If you have questions, particularly regarding the parcels referenced below, please check the Town’s website at www.ourtownplanning.org.

1. Which one of the following **best** describes how you would like to see the rest of the Pan and Fork Property developed adjacent to Two Rivers Road? [Mark only **ONE**. NOTE: the portion along the river originally purchased by the Town for a park would remain a park.]
 - (1) Make it into a park
 - (2) Redevelop with buildings similar in size to Riverside Plaza (the buildings at the southeast corner of Midland Avenue and Two Rivers Road)
 - (3) Redevelop with buildings larger than Riverside Plaza, such as the commercial buildings at Willits Town Center
 - (4) Redevelop with buildings smaller than Riverside Plaza
 - (5) As long as there is a hotel, any size building is ok
 - (6) Surface parking for downtown
 - (7) Structured parking for downtown

2. Which one of the following **best** describes how you would like to see the Clark’s Market Property developed? [Mark only **ONE**.]
 - (1) Make it into a park
 - (2) Redevelop with buildings similar in size to Riverside Plaza (the buildings at the southeast corner of Midland Avenue and Two Rivers Road)
 - (3) Redevelop with buildings larger than Riverside Plaza
 - (4) Redevelop with buildings smaller than Riverside Plaza
 - (5) As long as there is a hotel, any size is ok
 - (6) As long as there is a grocery store, any size is ok
 - (7) Surface parking for downtown area
 - (8) Structured parking for downtown area

3. Which one of the following **best** describes what you think the Town should do with the Lions Park Property, which contains Town Hall and a building owned by the Town that is currently housing the Wyly and the Basalt Planning Department? [Mark only **ONE**.]
 - (01) Keep it generally the way that it is, or with modest improvements
 - (02) Redevelop with buildings similar in size to Riverside Plaza (the buildings at the southeast corner of Midland Avenue and Two Rivers Road)
 - (03) Redevelop with buildings larger than Riverside Plaza
 - (04) Redevelop with buildings smaller than Riverside Plaza
 - (05) I would like to see a hotel there
 - (06) I would like to see a grocery store there
 - (07) Provide surface parking for downtown area
 - (08) Build structured parking for downtown area
 - (09) Sell the property to a developer and use the proceeds to recoup expenses on the Pan and Fork Property
 - (10) Remove buildings, including Town Hall and the Wyly Building, and make entire parcel into a park
 - (11) Remove both Town Hall and Wyly Building and build a new Arts Center closer to downtown on the corner of Midland Avenue and Midland Spur
 - (12) Remove buildings, including Town Hall and the Wyly Building, and build a new Town Hall

4. Which of the following would you like to see on the developable portion (area adjacent to Two Rivers Road) of the Pan and Fork Property? [Select all that apply. NOTE: the portion along the river originally purchased by the Town for a park would remain a park.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Passive Park – no buildings | <input type="checkbox"/> (12) Higher end housing (\$700,000 or more to purchase) |
| <input type="checkbox"/> (02) Active Park – no buildings | <input type="checkbox"/> (13) Housing for Valley residents (\$400,000 to \$699,999) |
| <input type="checkbox"/> (03) Hotel | <input type="checkbox"/> (14) Community housing (under \$400,000 or rent at reasonable rates) |
| <input type="checkbox"/> (04) Grocery store | <input type="checkbox"/> (15) Arts Center |
| <input type="checkbox"/> (05) More retail – larger stores (size of Bristlecone or larger) | <input type="checkbox"/> (16) Non-profit uses |
| <input type="checkbox"/> (06) More retail – small stores (size of Midland Shoe) | <input type="checkbox"/> (17) Recreation Center |
| <input type="checkbox"/> (07) Offices | <input type="checkbox"/> (18) Structured parking for downtown area |
| <input type="checkbox"/> (08) Restaurants | <input type="checkbox"/> (19) Surface parking for downtown area |
| <input type="checkbox"/> (09) Performing arts | <input type="checkbox"/> (20) Other: _____ |
| <input type="checkbox"/> (10) Movie theater | |
| <input type="checkbox"/> (11) Town Hall | |

5. Which of the following would you like to see on the Clark's Market Property? [Select all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Passive Park – no buildings | <input type="checkbox"/> (12) Higher end housing (\$700,000 or more to purchase) |
| <input type="checkbox"/> (02) Active Park – no buildings | <input type="checkbox"/> (13) Housing for Valley residents (\$400,000 to \$699,999) |
| <input type="checkbox"/> (03) Hotel | <input type="checkbox"/> (14) Community housing (under \$400,000 or rent at reasonable rates) |
| <input type="checkbox"/> (04) Grocery store | <input type="checkbox"/> (15) Arts Center |
| <input type="checkbox"/> (05) More retail – larger stores (size of Bristlecone or larger) | <input type="checkbox"/> (16) Non-profit uses |
| <input type="checkbox"/> (06) More retail – small stores (size of Midland Shoe) | <input type="checkbox"/> (17) Recreation Center |
| <input type="checkbox"/> (07) Offices | <input type="checkbox"/> (18) Structured parking for downtown area |
| <input type="checkbox"/> (08) Restaurants | <input type="checkbox"/> (19) Surface parking for downtown area |
| <input type="checkbox"/> (09) Performing arts | <input type="checkbox"/> (20) Other: _____ |
| <input type="checkbox"/> (10) Movie theater | |
| <input type="checkbox"/> (11) Town Hall | |

6. Which of the following would you like to see on the Lions Park Property? [Select all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Passive Park – no buildings | <input type="checkbox"/> (12) Higher end housing (\$700,000 or more to purchase) |
| <input type="checkbox"/> (02) Active Park – no buildings | <input type="checkbox"/> (13) Housing for Valley residents (\$400,000 to \$699,999) |
| <input type="checkbox"/> (03) Hotel | <input type="checkbox"/> (14) Community housing (under \$400,000 or rent at reasonable rates) |
| <input type="checkbox"/> (04) Grocery store | <input type="checkbox"/> (15) Arts Center |
| <input type="checkbox"/> (05) More retail – larger stores (size of Bristlecone or larger) | <input type="checkbox"/> (16) Non-profit uses |
| <input type="checkbox"/> (06) More retail – small stores (size of Midland Shoe) | <input type="checkbox"/> (17) Recreation Center |
| <input type="checkbox"/> (07) Offices | <input type="checkbox"/> (18) Structured parking for downtown area |
| <input type="checkbox"/> (08) Restaurants | <input type="checkbox"/> (19) Surface parking for downtown area |
| <input type="checkbox"/> (09) Performing arts | <input type="checkbox"/> (20) Other: _____ |
| <input type="checkbox"/> (10) Movie theater | |
| <input type="checkbox"/> (11) Town Hall | |

7. On which of the properties listed below would you accept a four story building in exchange for more open space between buildings? [Select all that apply.]

- (1) Pan and Fork Property
- (2) Clark's Market Property
- (3) Lions Park Property
- (4) Other: _____
- (5) None of these

8. A number of citizens have indicated that adding art downtown is important. Which of the following would you support? [Select all that apply.]

- (1) Town builds new performing arts center downtown
- (2) Town builds a new Wylly Arts Center
- (3) Town subsidizes rent for art displays downtown
- (4) Town makes significant upgrades to public spaces with art installations
- (5) Other: _____
- (6) None of these

9. Comments:

10. What is your age?

- (1) Under 18 years old
- (2) 18 to 30 years old
- (3) 31 to 65 years old
- (4) Over 65 years old

11. Your gender: (1) Male (2) Female

12. Living location:

- (1) Aspen area
- (2) Basalt area
- (3) Carbondale area
- (4) Glenwood Springs area
- (5) Other: _____

13. Working location:

- (1) Aspen area
- (2) Basalt area
- (3) Carbondale area
- (4) Glenwood Springs area
- (5) Other: _____

14. Profession:

- (01) Architect, Designer
- (02) Construction
- (03) Developer, Banker, Investment
- (04) Downtown Property Owner
- (05) Government and Other Office
- (06) Homemaker
- (07) Retail, Restaurant, Other Commercial
- (08) Retired
- (09) Student
- (10) Teacher
- (11) Real Estate Agent/Broker
- (12) Other: _____

This concludes the survey. Thank you for your time!
Please return your survey in the postage-paid envelope addressed to ETC Institute.
725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.
The address information printed will ONLY be used
to help identify areas with special interests.