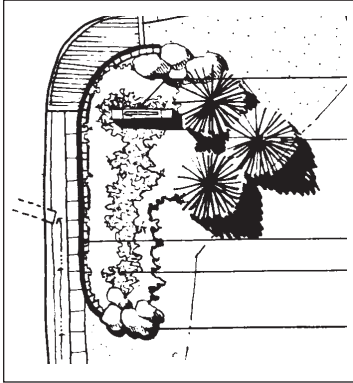


Downtown Urban Design Plan and Update Breckenridge, Colorado



Conceptual sketches for entry gateways into town included signs and indigenous plants.

Services:

- Public sign system
- River plan
- Streetscape plan
- Pedestrian system hierarchy
- Traffic and parking plan
- Arts Center and public facilities concepts
- Parks plan

Client:

Jan Prowell
Town of Breckenridge

Date: 1991 and continuing

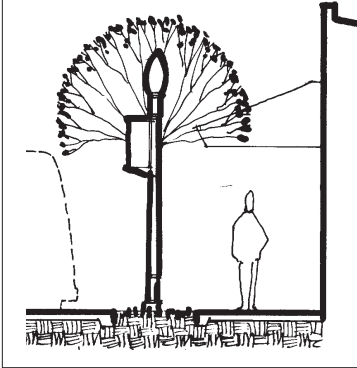


The Blue River, before improvements, ran through the heart of town but did not serve as an amenity.



The Downtown Urban Design Plan called for in-stream improvements, construction of trails and creation of civic amenities in a "spine" along the Blue River. An events tent houses concerts in the summertime.

***Downtown Urban Design Plan
Breckenridge, Colorado (continued)***



The Plan describes a public sign system that includes panels mounted on street lights.



The public sign system was installed in 1995, based on the Downtown Urban Design Plan recommendations.

concerns, Winter & Company directed a multi-disciplinary team in developing a Downtown Urban Design Plan that integrates economic development, urban design and transportation strategies.

The Plan addresses traffic and circulation, parking, pedestrian systems, public information systems, streetscape design and land use. It also specifically looks at opportunities for the development of public facilities. A key feature of the Plan is to enhance the Blue River as a pedestrian-oriented amenity that becomes a linear system along which a series of public facilities are developed.

Part of the Plan includes a concept for streetscape design in which the core of downtown receives a higher degree of landscape enhancement while outlying areas are developed with a less intense palette of streetscape elements. Winter & Company also identified key gateways into town where landscaping, sculpture and signs could be combined to announce entrance into the community.

A circulation system integrates a series of public parking lots with the Town's internal circulator trolley, ski area shuttles and regional transit systems. Intercept parking lots serve employees



A central park and plaza were concepts in the Downtown Urban Design Plan. These now serve as a focus for community events year round.

URBAN DESIGN & PLANNING SERVICES

Downtown Urban Design Plan Breckenridge, Colorado (continued)

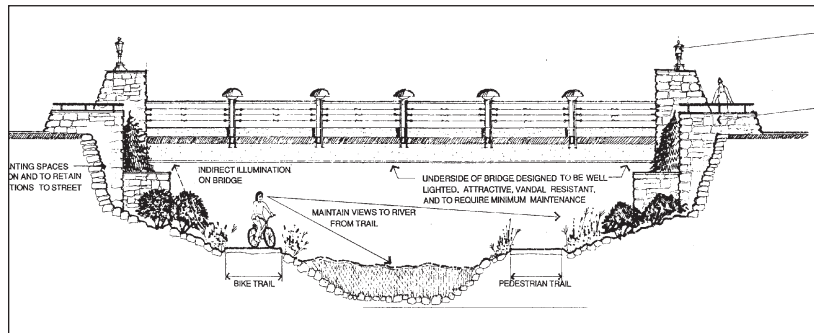


Public participation was a key part of the visioning process.

and visitors and downtown parking lots are shared by retail customers and skiers.

Today, the Blue River is a major development and pedestrian focal point for downtown with the new performance facility, public library, Justice Center and Town Hall located along this civic spine. In the intervening years, the firm has continued to update the plan and assist in site-specific redevelopment studies.

In 2002, Winter & Company assisted the community in a Visioning process and in reviewing proposals by Vail Associates to develop a new village at the base of the ski area.

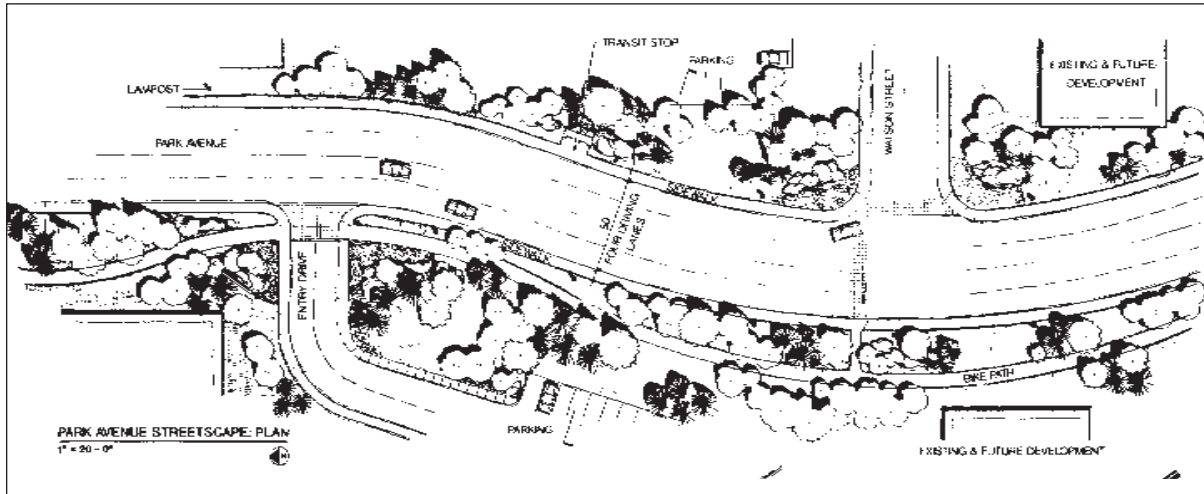


A sketch from the Downtown Urban Design Plan illustrates a concept for a bridge across the Blue River.



The Town completed the first phase of the river corridor improvements in 1994.

*Downtown Urban Design Plan
Breckenridge, Colorado (continued)*



In the portion of Park Avenue that travels along the edge of downtown and merges with the surrounding forest, the streetscape plan calls for a detached sidewalk that is buffered with native plantings. Park Avenue carries a mix of visitor accommodations traffic, skiers and downtown retail stores.



New gateway sign



Downtown gateways include signature landscaping that represents the distinct climate of the Rocky Mountains and establishes settings for entry signs.