



**TOWN OF  
BRECKENRIDGE**

**Town Council Special Meeting**  
Wednesday, August 19, 2020, 7:30 AM  
VIRTUAL Council Chambers

This meeting will be broadcast live, but the public will NOT be permitted to attend the meeting in person due to COVID-19 concerns. If you are interested, please monitor the meeting by joining the live broadcast available online. Log-in information is available in the calendar section of our website: [www.townofbreckenridge.com](http://www.townofbreckenridge.com).

Questions and comments can be submitted prior to the meeting to [Mayor@townofbreckenridge.com](mailto:Mayor@townofbreckenridge.com) or during the meeting using the Q&A feature in the Online Webinar.

**I. CALL TO ORDER, ROLL CALL**

**II. APPROVAL OF AGENDA**

**III. NEW BUSINESS**

**IV. DISCUSSION ITEMS**

- A. Approval of Letter of Intent for Breck Studios Workforce Housing Development
- B. COVID-Related Survey and Focus Groups Results
- C. COVID-Related Fall and Winter Planning

**V. OTHER MATTERS**

**VI. ADJOURNMENT**



# Memo

To: Breckenridge Town Council Members  
From: Rick Holman, Town Manager  
Date: 8/14/2020  
Subject: Approval to move forward with "Breckenridge Studios" Micro Unit Housing Proposal

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Over the course of the past year or so staff has discussed the concept of building micro studio units for workforce housing here in Breckenridge. The thought being that many workers would prefer their own space with a small kitchen and bathroom as opposed to renting a bedroom and sharing common areas with other renters, especially if the rent for that micro unit is drastically reduced.

Recently the Town was approached by David O'Neil with Traditional Neighborhood Builders (TNB) with a proposal to build micro units and wanted to partner with the Town as he needed a site. The Town has a great site for this type of development. The land is located at the southern entrance to Recreation Center as you enter from Airport Road. This site is next to two existing privately owned townhomes and backs up to the mobile home park (A portion of the Town's property extends into the mobile home park and the land would need to be re-captured back to Town use). This small site is only about 1/10 of an acre in size and parking will be shared with Recreation Center uses on the southern end of the lot.

The Town Housing Committee vetted the proposal and concluded that the only feasible way to do this project is to hire TNB to do a design/build with the Town then owning and managing the 18 rental micro units that are proposed. TNB is agreeable to this proposal and will complete the design/build for a fee equal to 10% of the cost, not to exceed \$150,000. It is projected the total cost of the project will be \$1,625,000 +/- 10%. This quote includes the \$150,000 design/build fee and also anticipates some costs for a possible net zero build.

The "Breckenridge Studios" project consists of 18 (250 sq. ft.) units, see attachment for conceptual drawing. With the Town owning these units, we think we can keep the rent to a minimum and charge around \$500 - \$600/month. TNB wants to move quickly on this project and start the groundwork by November 1<sup>st</sup> of this year with a completion date by early spring of 2021.

The Town Housing Committee is supportive of moving forward with this project. If the Town Council supports this project I will execute the attached the Letter of Intent with TNB, which is non-binding, and then we will begin the work on an actual written contract. I will be available with Laurie Best to discuss this housing proposal with you at the Council Special Meeting on Wednesday August 19, 2020.



August 13, 2020

Rick Holman  
Town Manager  
Town of Breckenridge  
PO Box 168  
Breckenridge, CO 80424

Re: Letter of Intent  
Breckenridge Studios  
18 Micro Units Located on Approximately .10 Acre  
Across from the Breckenridge Recreation Center

Dear Rick,

We have presented to the Town a micro studio concept serving local employers (the “Employers”) for affordable workforce housing for employees earning between \$15 and \$18 per hour (“Employees”), involving efficient designs, management systems, construction systems and the option of 100% private sector financing (collectively referred to as the Studios”). The purpose of this letter is to express our interest in design-build of the Studios (the “Project”) and to convey the terms under which we would be willing to undertake same:

1. Owner                      Town of Breckenridge (“Town”)
2. Design Builder      Traditional Neighborhood Builders, Inc. (“TNB”)
3. Project                      Breckenridge Studios (18 Micro Units)
4. TNB Services & Responsibilities
  - a. General Services      TNB shall assist Town in creating Project Criteria consistent with the Preliminary Project Criteria set forth in Exhibit A.
  - b. Phase 1 Services      TNB shall, based upon the Project Criteria created pursuant to the General Services, perform services of design, value engineering, offsite versus onsite construction systems evaluation, identification of potential contractors and/or manufacturers, pricing, preliminary bidding, scheduling and budgeting.



Rick Holman  
August 13, 2020  
Page 3 of 3

The Contract Documents shall include provisions to attempt to protect the Confidential Information to the extent legally possible, while meeting the Town's transparency and disclosure requirements under the Colorado Open Records Act.

This letter does not create or constitute a binding contract upon either TNB or the Town. Unless and until a subsequent written contract fully describing the project described in this letter is executed by both TNB and the Town neither party will be bound and there will be no legal remedy available to either party.

Please review this proposal and if it meets with your approval kindly sign and return a copy to me. We will then prepare draft Contract Documents for your review. I look forward to your feedback.

Thank you.

Very truly yours,

TRADITIONAL NEIGHBORHOOD BUILDERS, INC.  
(a Colorado corporation)

David O'Neil, President

TOWN OF BRECKENRIDGE  
(a Colorado municipal corporation)

By \_\_\_\_\_  
Rick Holman, Town Manager

Exhibits:

Exhibit A: Project Criteria

Walkable

Sustainable.

Affordable.



# BRECKENRIDGE STUDIOS

Breckenridge, Colorado





# RECREATION CENTER SITE PLAN

## TOTAL MICRO-CONDOS: 18

- Within a vibrant, mixed use locals' neighborhood.
- Within walking distance to core services, such as groceries and downtown; and recreation, trails, and transit.
- Ample space for a shared parking arrangement plus additional spaces added.

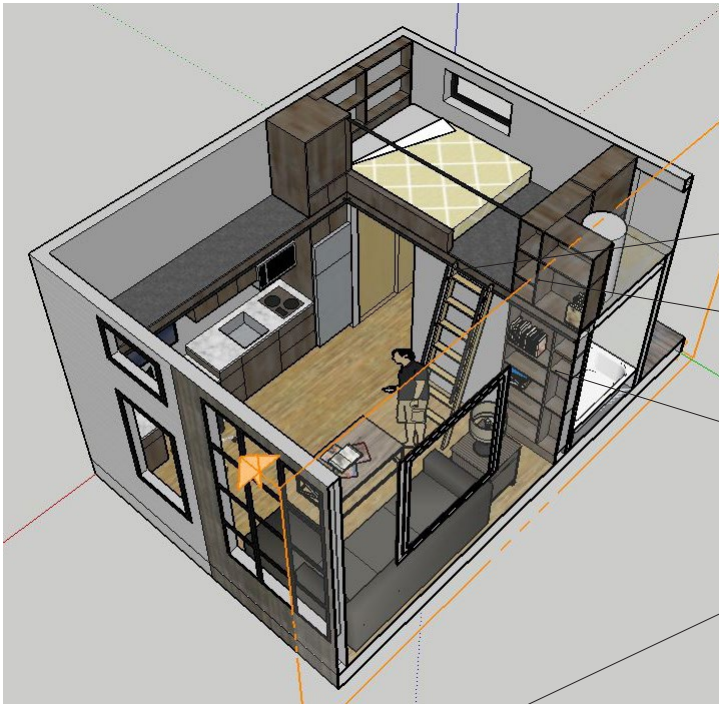


Site plan (above) and 3D rendering of the front of the building (right).



# MOUNTAIN MINIMALIST DESIGN

## AWARD-WINNING DESIGN PIONEERED AT WHOLE FOODS FRISCO / BASECAMP:



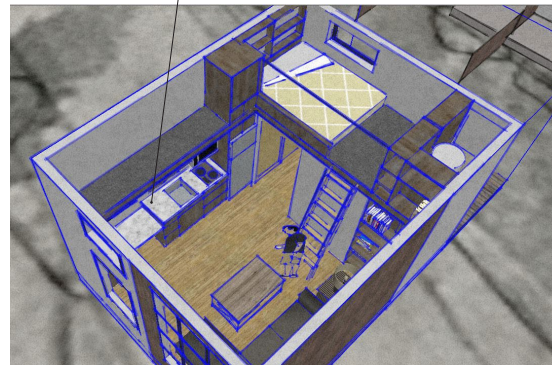
sturdy ship ladder is central design element and moves on tracks 180° around studio providing access to loft bed, storage and windows

loft bed above the bathroom maximizes space and comfort

storage integrated throughout the unit for gear and necessities, and a first-floor 4x6 gear locker for bikes, skis, other larger gear

passive solar design for warmth and natural light, with sliding shades for privacy, insulation and darkening

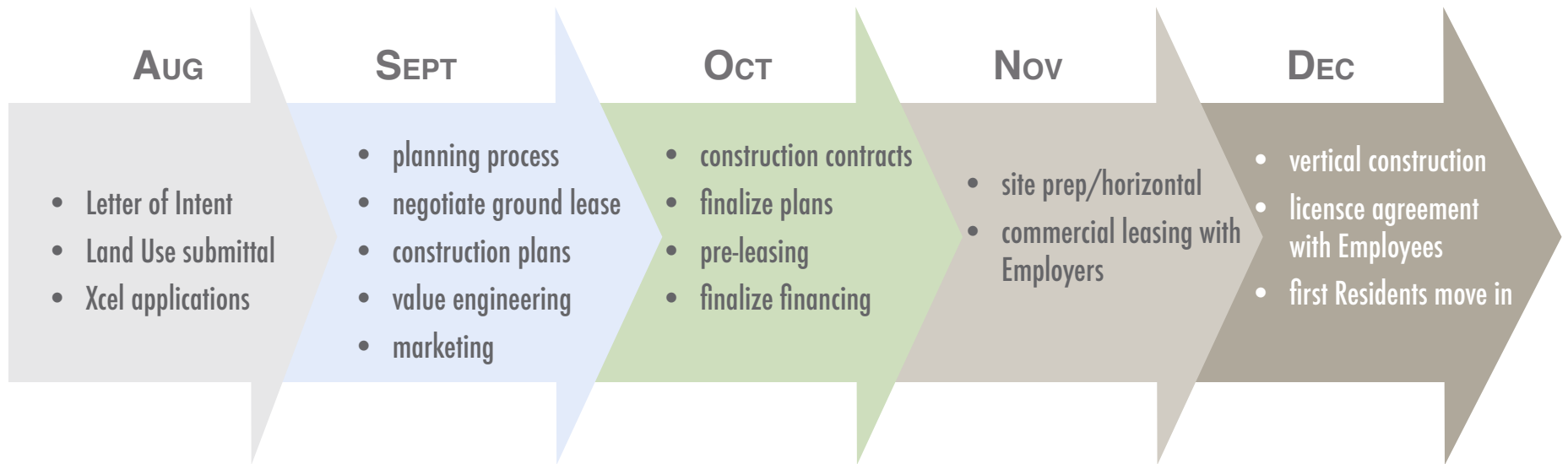
each unit has its own kitchen, with flexible living space





**OPTIONS 2 & 3**  
**SCHEDULE** *(ideal, agressive)*

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### Business Survey and Business Focus Group Recap

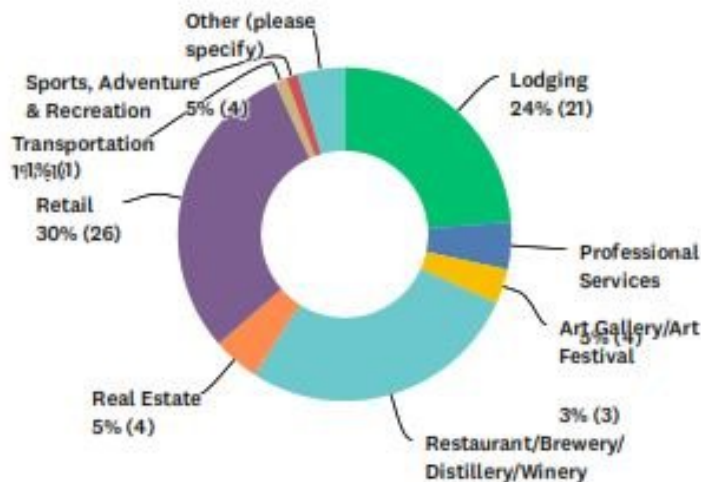
August 14, 2020

The TOB and BTO developed an on-line business survey to better understand our business community's perspective on Walkable Main to date, and their views on an extension through September. Eighty-eight (88) business owners/managers responded between July 20-26, 2020. We then conducted focus groups, led by Rick Holman and Shannon Haynes, with 4 business groups: lodging, retail, restaurant and "other" (comprised of BCA, BSR, real estate, and activities vendors) to better understand their plans/views about the short term future, and to understand what TOB and BTO can do to better assist them.

- 50% of on-line survey businesses are located within Main St closure (44)
- 14% located outside the closure (12)
- 6% located on Ridge (5)
- 33% located the designated areas (29 - Road, 4 o'clock and Park)

### Q3 Which Business Sector are you representing?

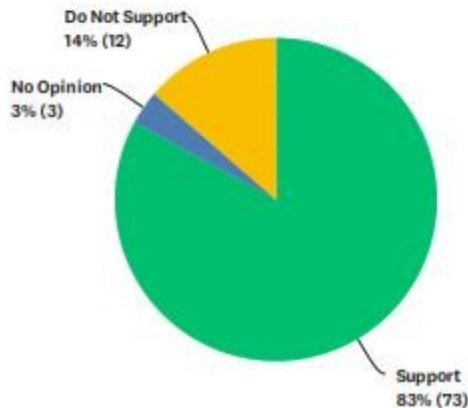
Answered: 88 Skipped: 0



Support for extending Walkable Main Street was high at 83%. 95% lodging support; 79% restaurants support and 73% retail support. Many cited positive guest comments and community camaraderie. Restaurants within the closure are perceived to have benefited most, less so for retail and businesses outside Walkable Main. Non-supporters cited the unfair advantage to Main St locations, North end of Main benefits less than South, some comments about crowding on Main, loss of business when Main closes, and pushing too much traffic onto Ridge & French Streets.

## Q5 Please rate your level of support for keeping walk able main street activated into September?

Answered: 86 Skipped: 0



Virtually all (95%) businesses plan to be open throughout fall and early winter.

- 15% expect their business to be up in the next 6 months
- 71% expect their business to be down in the next 6 months
- 14% expect their business to be flat in the next 6 months.

## Common Themes from Survey Comments and Focus Groups re: looking forward (over 400 written comments from survey)

Resort opening plans are a major concern across the board. Need destination business here  
Avoid another closure at all costs: consider smart closures (elevators, pools, shuttles)

### Safety:

Maintaining our high safety standards and compliance is a high priority across the board.

- Keep the mask ordinance- safety is a very high priority for all groups

### Business Sustainability:

- Keep expanded outdoor restaurant/retail space where possible
  1. Consider eliminating parking on one side of Main to have more pedestrian space.
  2. Consider one-way Main, one way Ridge to have more pedestrian space.
- Allow tents/heaters to expand outdoor space/waiting areas. Permanently covered patios.
- Allow parking space for pick up/delivery for restaurant and retail
- Keep relaxed sign and display code
- Develop coordinated take out/pick up spots
- Better, more consistent signage, more electronic signage
- Develop/elevate winter non-ski activities – ice rink, Rec Center, etc.
- Season-long snow castle/interactive snow sculptures, year round drive in movie
- Draw from wider employee recruitment base
- Theme weeks during Oct/Nov. Art installations on south end of town
- Less restrictive/more flexible lodging cancelation policies

# BRECKENRIDGE

## TOURISM OFFICE

- More restaurants taking reservations, meal kits to take to condos
- Longer term rentals (30+ days) for remote workers/learners
- Converting meeting space to restaurant space
- Smaller scale events to keep guests coming

How else can TOB/BTO assist?

- PPE procurement, C10 testing
- Help lobby for smaller groups in larger spaces
- Support businesses that may have to close in off season
- Rent, tax assistance
- Annual Parking decals for locals, employee parking
- Allowing bars to open/late
- More marketing to drive/destination markets
  - Marketing specifically for small businesses
  - Small business shopping days
  - Stop changing dates of events
  - Do a smaller, local Oktoberfest
- More public rest rooms
- Bus service to Warriors Mark and Highlands
- Town-wide C19 surcharge 5% kept by local business to offset mitigation expense

What else would you like us to know?

- Wide range of responses, most covered in recap above.
- One comment to stop bringing tourists, bring more locals
- Multitude of positive comments through out survey comments and focus groups regarding the level of open communication from TOB/BTO, Mayor's daily updates, many comments supporting the town's efforts in working through this pandemic situation.

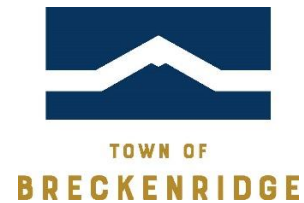
Other observations:

- More 30+ day rentals, increased real estate sales (urban flight to safer place) so more temporary and permanent locals in the immediate future.
- Solutions will be a lot of little things, not one silver bullet

Open communication appreciated – feedback comes from all of our community outreach/update/TC/BTO sessions as well as these survey tools







# Memo

**To:** Breckenridge Town Council Members  
**From:** Shannon Haynes, Assistant Town Manager  
**Date:** 8/14/2020  
**Subject:** Planning for Fall and Winter 2020

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## Introduction

Over several weeks Town and Breckenridge Tourism Office (BTO), staff have been working with businesses and community members to develop strategies to animate and activate the Town in case current COVID related business limitations remain in place, or requirements that are more restrictive are put in place, for fall and/or winter. The below ideas, in part, were presented by Lucy Kay in the Business Survey and Business Focus Group Recap. The concepts were developed from the business survey responses, focus group conversations, and resiliency committee and sub-committee conversations.

Staff would like to discuss the following concepts with Council in order to determine where we should focus our efforts and those of our partners.

## Pick-up and Delivery

### Pick-up Spaces

Idea: Identify parking spaces to be utilized strictly for pick-up from restaurants and retail businesses.

Considerations include:

- Where to locate spaces to be convenient for the customer and business
- Identify spaces in alleys where possible (or for delivery vendors)
- Review occupancy data to determine if some areas known for longer term parking should be reevaluated for a time limit or higher parking rate
- Consider vehicles be attended at all times; runner from restaurant or retail comes to the car at a designated time

### Delivery Services

Idea: Contract with local van/shuttle services to pick-up, then deliver food and retail items. There is a sub-committee currently working with Ski Butlers to develop a system and determine a cost to provide a service that would pick-up orders from restaurants and retail businesses and deliver to homes, RBOs, and lodging properties.

Considerations include:

- Designated pick-up locations
- Timing pick-ups (avoiding busy traffic times)
- Creating a simple, easy to use system for the business and the delivery vendor(s)
- Determining a fair monetization system for the delivery vendor(s), possibly a flat fee paid for by a SBA grant
- Encouraging and supporting businesses in their creation of an individual, robust, online presence

### BTO White Glove Service

Idea: Welcome Center staff pick-up orders from restaurants and retail businesses and provide a central location for pick-up by customers.

Considerations include:

- Location of customer pick-up
- Overall feasibility

### Marketing

#### "To-Go Ordering" Marketing Campaign

Idea: Creation and digital promotion of a combined marketing effort that drives guests to a single location for all restaurant, retail and other business listings.

Considerations include:

- Opportunity to reboot the Breck dining guide
- Push "to-go" orders for both retail and restaurants
- Revamp the business list that currently exists at gobreck.com and onebreckenridge.com
- Create an educational campaign for businesses to include increasing digital presence and utilizing social media

#### Shop Local Campaign/Event

Idea: Create and advertise a weekend shopping experience with robust retail participation

Considerations include:

- Ensuring retail participation
- Creation of marketing campaign

### Signage

Idea: Continue executive order allowing for relaxed sign and display code

Considerations include:

- Signs on sidewalks will hamper snow removal

### Animation and Activities

#### Outdoor Winter Activities

Idea: Increase opportunities for and awareness of outdoor, winter activities

Considerations include:

- Increase grooming locations to encourage Nordic (cross-country) skiing and snowshoeing (e.g. McCain property, Sally Barber Road)
- Provide easy to find and access locations for Nordic ski and snowshoe rentals
- Manage crowds and safety at the Carter Park sledding hill, consider other locations for sledding
- Create a winter fat bike race series
- Provide easy to find and access locations for fat bike rentals, possibly expand Town rental fleet
- Ice Skating
  - o Provide more public access skate sessions for guests at the Ice Arena
  - o Create a seasonal Ice Skating Rink in town or utilize Maggie Pond

#### Family Activities

Idea: Engage the BCA and BHA to provide additional animation

Considerations:

- BHA snowshoe/hike tours
- BCA small group art classes
- Pick up art projects (similar to July 4<sup>th</sup>)

- Season long snow castle (similar to Steamboat)
- Variety of small Snow Sculptures through town
- Winter long Drive-in movie series

#### Monthly Themes

Idea: Highlight specific themes for pop-up activities during each month beginning in October

Considerations:

- Overall wellness
- Family Friendly Activities
- Filmfest
- Dia de los Muertos (Day of the Dead)
- Tree Lighting/Santa Run

#### Other

##### One-way Main Street/Ridge Street

Idea: Increase space for pedestrian movement by making Main Street one-way southbound and Ridge Street one-way northbound

Considerations:

- Create angled parking on one side of the road
- Concerns:
  - o Keeping pedestrians safe (i.e., ice and snow removal)
  - o One side of the road will likely see less business
  - o Continue to push additional traffic to French Street

##### Retail “Trunk Show”

Idea: Allow retail businesses to utilize the Riverwalk Center one day per week to set up a “trunk sale”

Considerations:

- Selection of most effective day of the week and time frame
- Ticket admission to control capacity
- Concern: Ensure effective utilization of the RWC for variety of purposes over the course of the winter

##### Mini “Taste of Breckenridge”

Idea: Utilize Town space (e.g. Riverwalk Center) as a location for restaurants to set up and provide take away food.

Considerations:

- Selection of most effective day of the week and time frame
- Ticket admission to control capacity
- Determine if restaurants would be interested
- Provide some safely spaced seating for guests to enjoy food into the space
- Concern: Ensure effective utilization of the RWC for variety of purposes over the course of the winter

\*Based on strategy prioritization and development we will determine associated costs.

Staff is looking forward to this conversation with Council and will be available for discussion and questions on Wednesday.