



SNOWMASS VILLAGE CENTER TRAFFIC/PARKING/GONDOLA STUDY

PROJECT LOCATION
Snowmass Village, Colorado

CLIENT
Design Workshop, Inc.
120 E. Main Street
Aspen, Colorado 81611

PROJECT MANAGER
Gordon Shaw

DATE
October 2002

REFERENCE
Richard Shaw
rshaw@designworkshop.com
970 • 925-8357



The Snowmass Village Center has long served as the key commercial and institutional hub of Snowmass Village, Colorado, as it includes the Town offices, the U.S. Post Office and commercial/retail uses. The landowner proposed to expand the Center to include residential/timeshare uses, as well as additional commercial space. The landowner also planned to construct a gondola connecting the Village Center with the Brush Creek Village development being proposed by Intrawest. From this second development, Intrawest is proposing to construct a second connecting gondola to the Snowmass Mall retail and lodging center.

LSC Transportation Consultants, Inc. was retained to conduct a comprehensive transportation study including analysis of traffic and parking impacts as well as potential gondola ridership. These studies considered the potential for trips internal to the development, the potential for intercepting existing traffic along the adjacent Brush Creek Road, and the impact of transit usage on reducing transportation impacts. Ridership on the proposed gondola was evaluated based upon the type of traveler and trip purpose: employee residing in Snowmass Village, employee commuting to Snowmass Village, customer/visitor residing or lodged in Snowmass Village, customer/visitor from outside of Snowmass Village), Village Center resident using the gondola for skiing or employment, as well as residents of other nearby residential areas that will pass through the Village Center to access the gondola. For each trip type, an evaluation was conducted. Relative travel time associated with the auto, bus, and gondola travel modes were the basis for the assessment for the proportion of travel that would occur via the gondola, and how this travel mode would shift travel from the auto and bus modes. In addition, other factors that would impact travel mode decision-making, such as the need to carry large purchases, or the impact of "trip chaining" on gondola use, were considered in finalizing the gondola ridership impacts.