

# The Developers' Forum

*A Cooperative Effort of*

“The Mammoth Lakes Chamber of  
Commerce”

*and*

“Mammoth Lakes Trails and Public  
Access Foundation”



# The Developers' Forum

- Share a little about myself and how I connect to a Trails Master Planning Process
- Look at Mammoth Lakes from a Developers' Perspective as one Masterplan: Value Added
- Discover what our peer resorts have in common with Mammoth and where Mammoth may be lacking
- Share how Martin & Associates evaluated trails on our own 800 unit project in the Central Valley
- Share the Masterplanning efforts of Peer Resorts
- The Urgency of the Trails Masterplanning process
- The Common theme in presentation: **Trails add Value**

# Randy Martin - Professional Background

- General Contactor 1990
- Real Estate Broker, California and Nevada
- 1985-1999 Construction Project Management
- 2000-2007 Martin and Associates
  - Sequoia Ranch-Springville, Ca AARC 805 units
  - Friant Ranch-Fresno, Ca AARC 2500 units
  - Market Research and Strategic Planning for Laing Luxury Homes, Base Price and Premium Analysis

# Randy Martin - Recreation Background

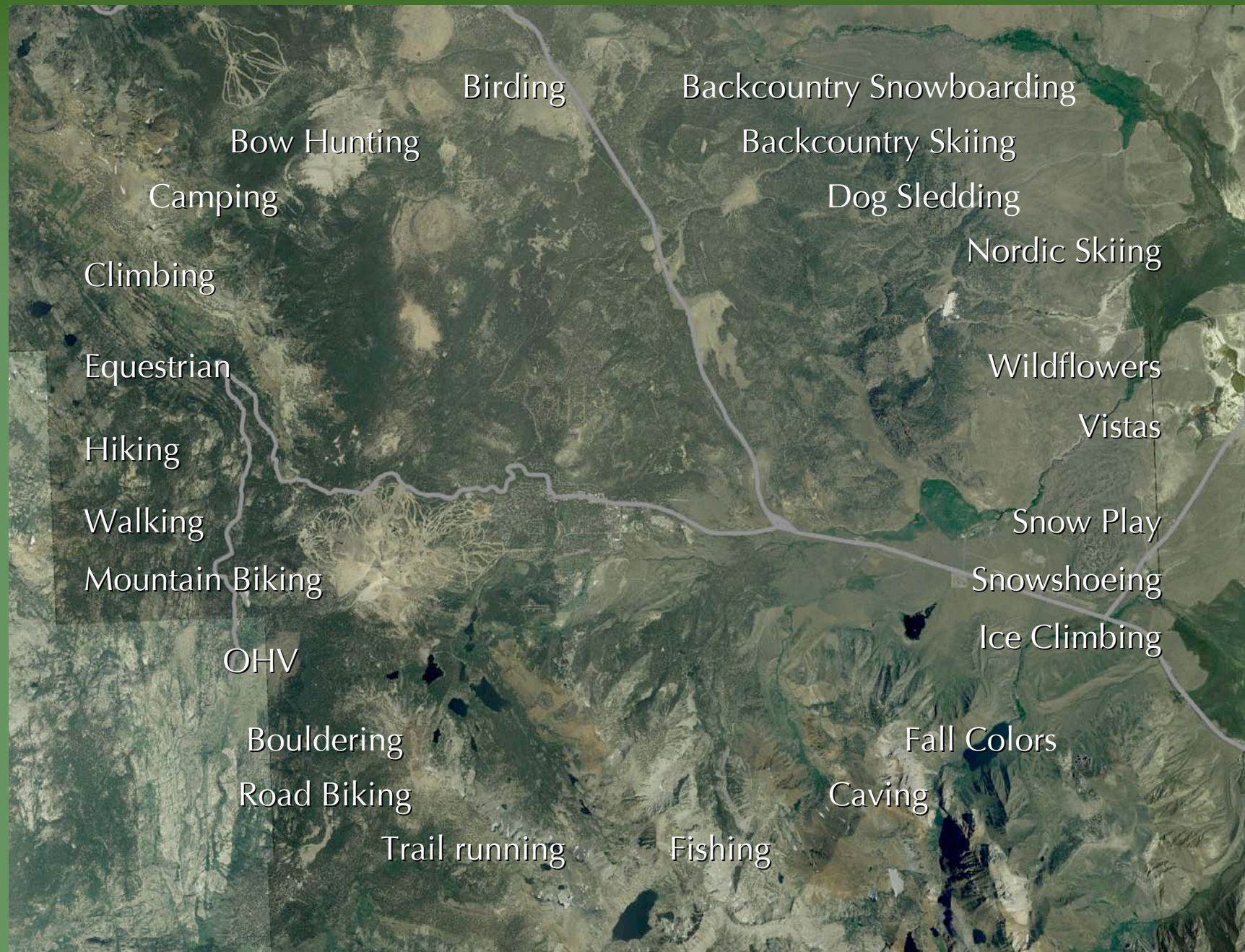
- Ski Instructor Snow Summit-Squaw Valley 1976-1982
- Skied Mammoth a couple times per year 1972-1985, then moved to
- Northern California.
- Began Mountain Biking in 1980, Santa Cruz, Auburn, Tahoe



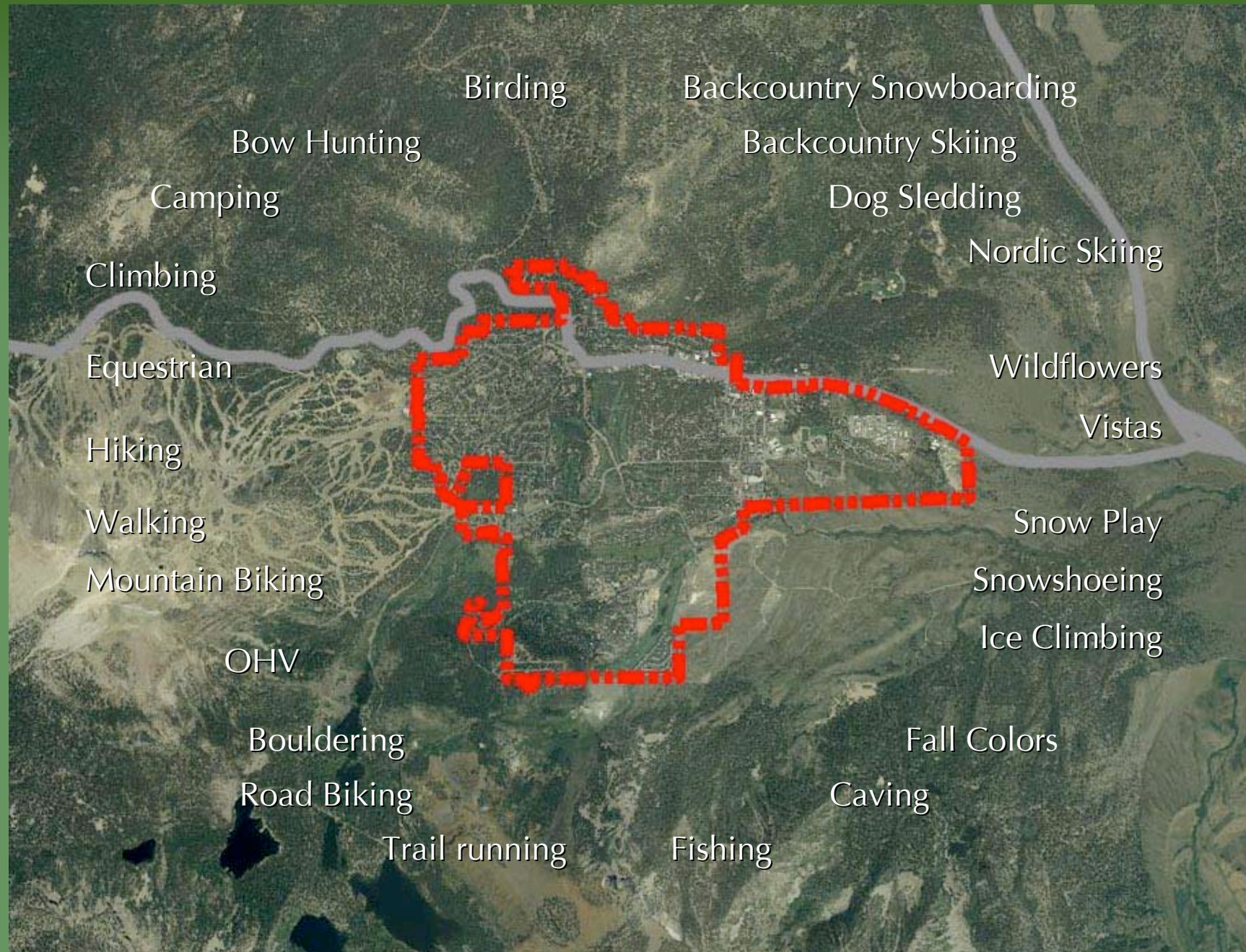
# Randy Martin - Professional Related to Trails

- Trails are a key part of our development projects in Springville and Fresno
- While researching Bridges and Trail costs met Roger Bell, Trails Builder, who invited me to speak at the National Trail Builders Association meeting in Reno
- Met John Wentworth who thought I may have something to add to the Trails Masterplan Discussion in Mammoth

# Masterplan Developer's Perspective: Opportunities



# Connecting Real Estate With Amenities

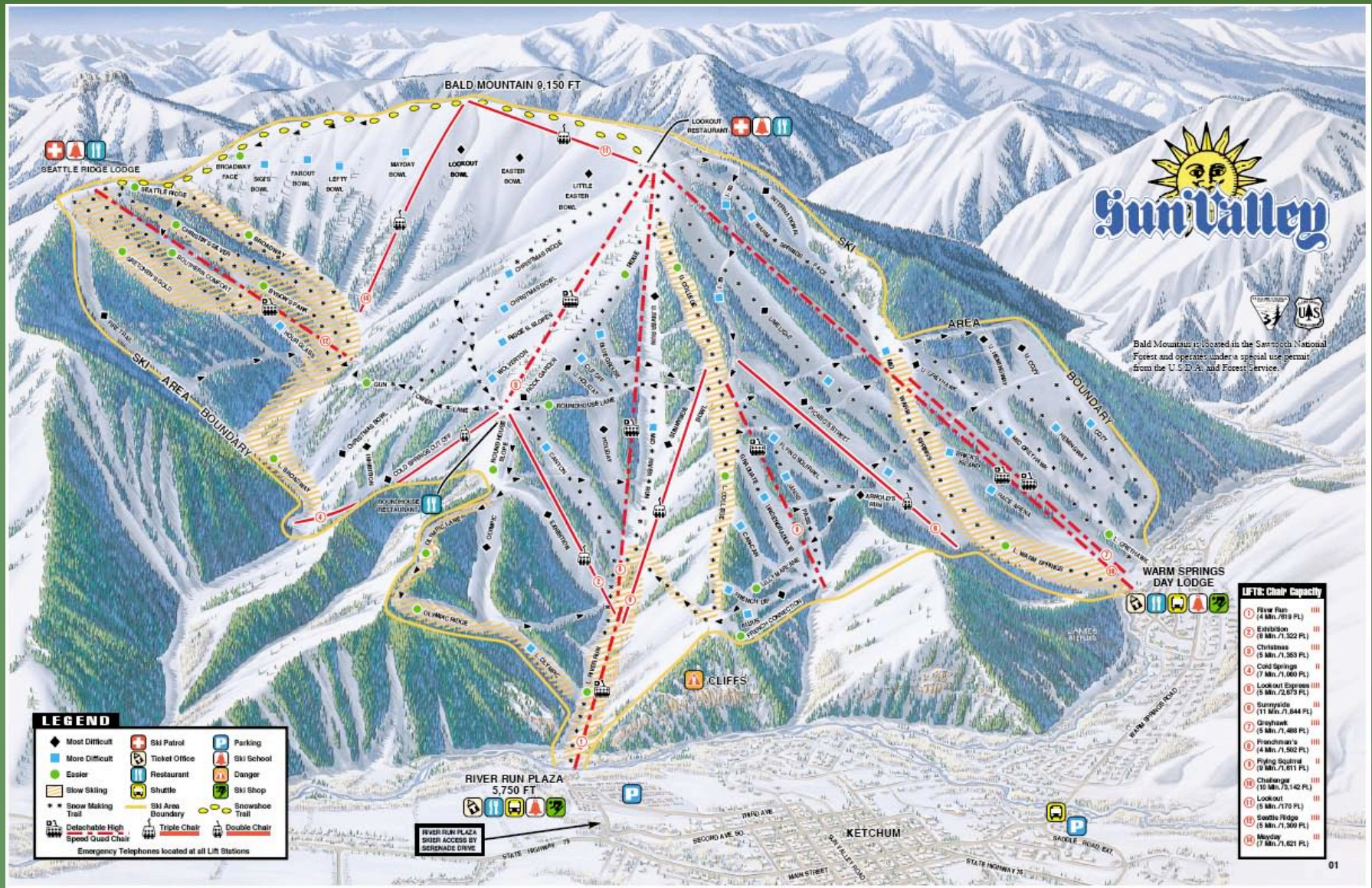




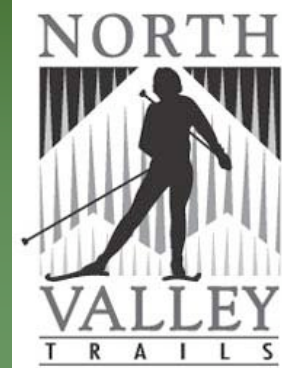
*From a developer's perspective:*

Does Mammoth Lakes have  
any competition?

# Peer Resort - Sun Valley - Ski Resort



# Peer Resort - Sun Valley - Trails



nordic skiing • baseball • biking • hiking  
snowshoeing • track & field • swimming  
gymnastics • volleyball • soccer • dance  
nature walks • basketball • trail system  
wildlife walks • summer day camp  
youth center • after-school programs

**BLAINE COUNTY  
RECREATION DISTRICT**  
Promoting a fun,  
active, and healthy  
way of life  
in Blaine County  
for all ages!

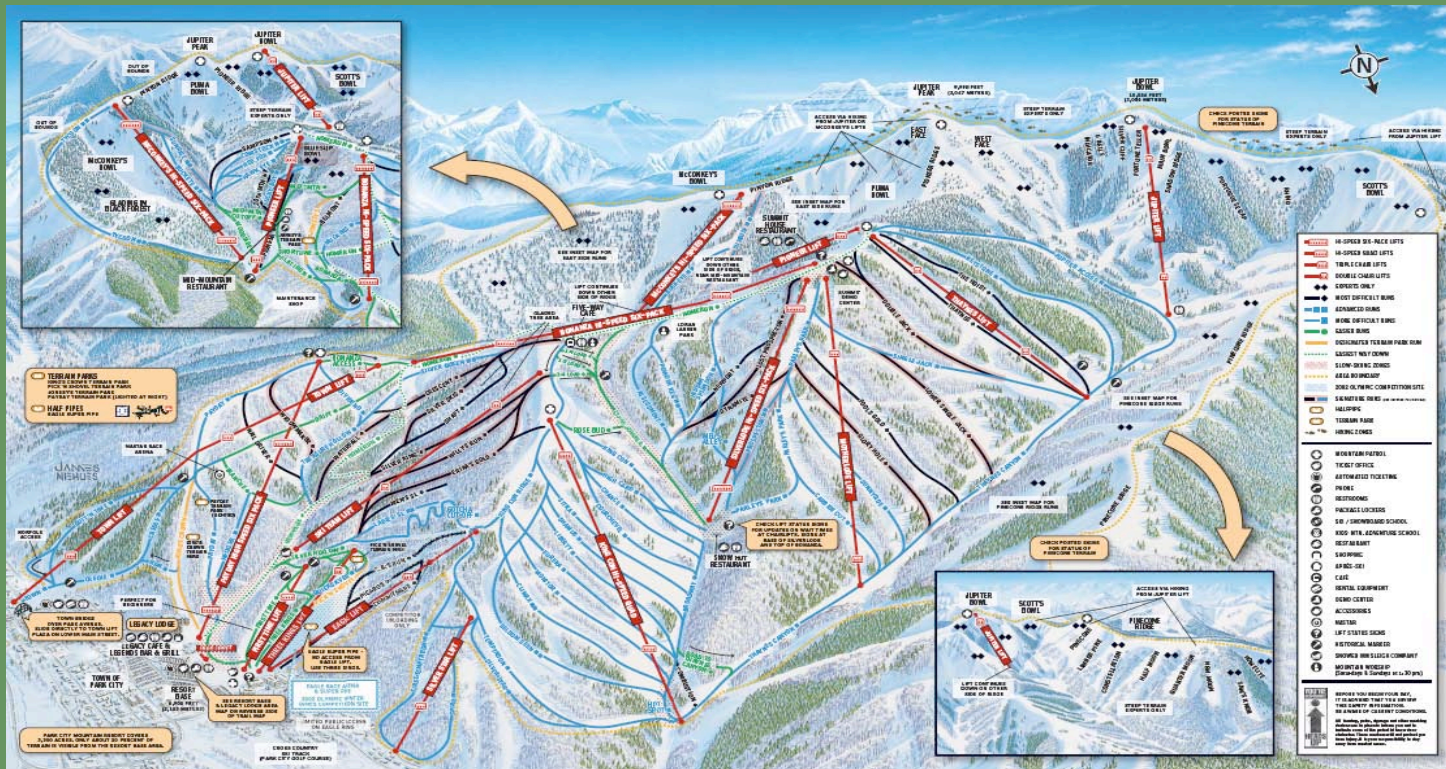
# Peer Resort - Jackson Hole - Ski Resort



# Peer Resort - Jackson Hole - Trails



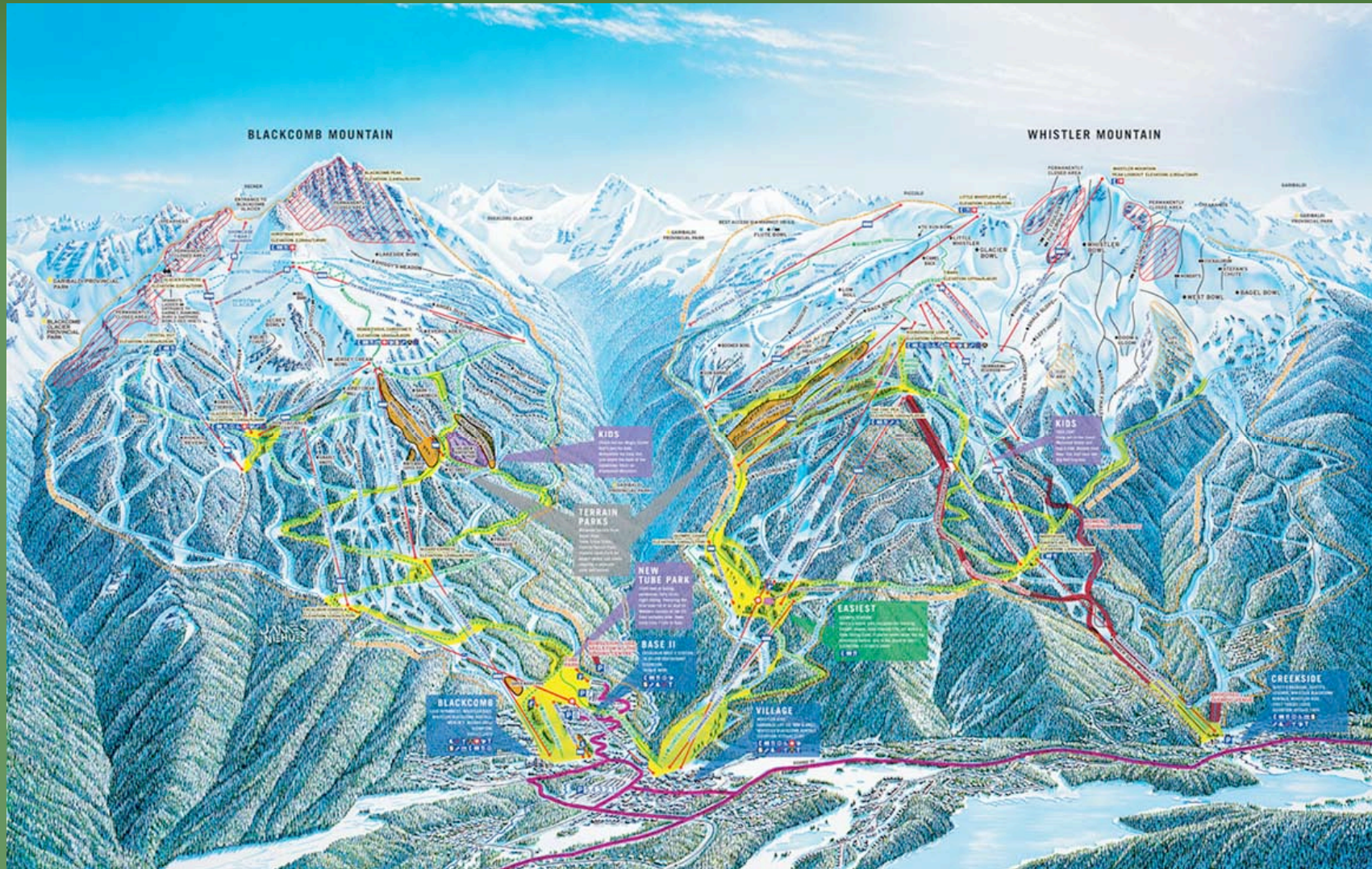
# Peer Resort - Park City - Ski Resorts



# Peer Resort - Park City - Trails



# Peer Resort - Whistler - Ski Resort



# Peer Resort - Whistler - Trails



RESORT MUNICIPALITY OF WHISTLER



# Mammoth Lakes - Ski Resort



# Mammoth Lakes - Trails



**Connectivity ...?**

**Variety...?**

**Signage and Wayfinding...?**



**Fully Implemented ...?**

**Four Season... ?**



**Maximized Value ...?**

## Mammoth Lakes - With Trails

A circular map of Mammoth Lakes, California, showing various land management zones and trails. The map is divided into several colored regions: a large purple area on the left, a blue area at the bottom, a yellow area on the right, and a red area in the center. A network of thin blue lines represents trails, crisscrossing the map. The background of the map is a grayscale aerial photograph of the terrain.

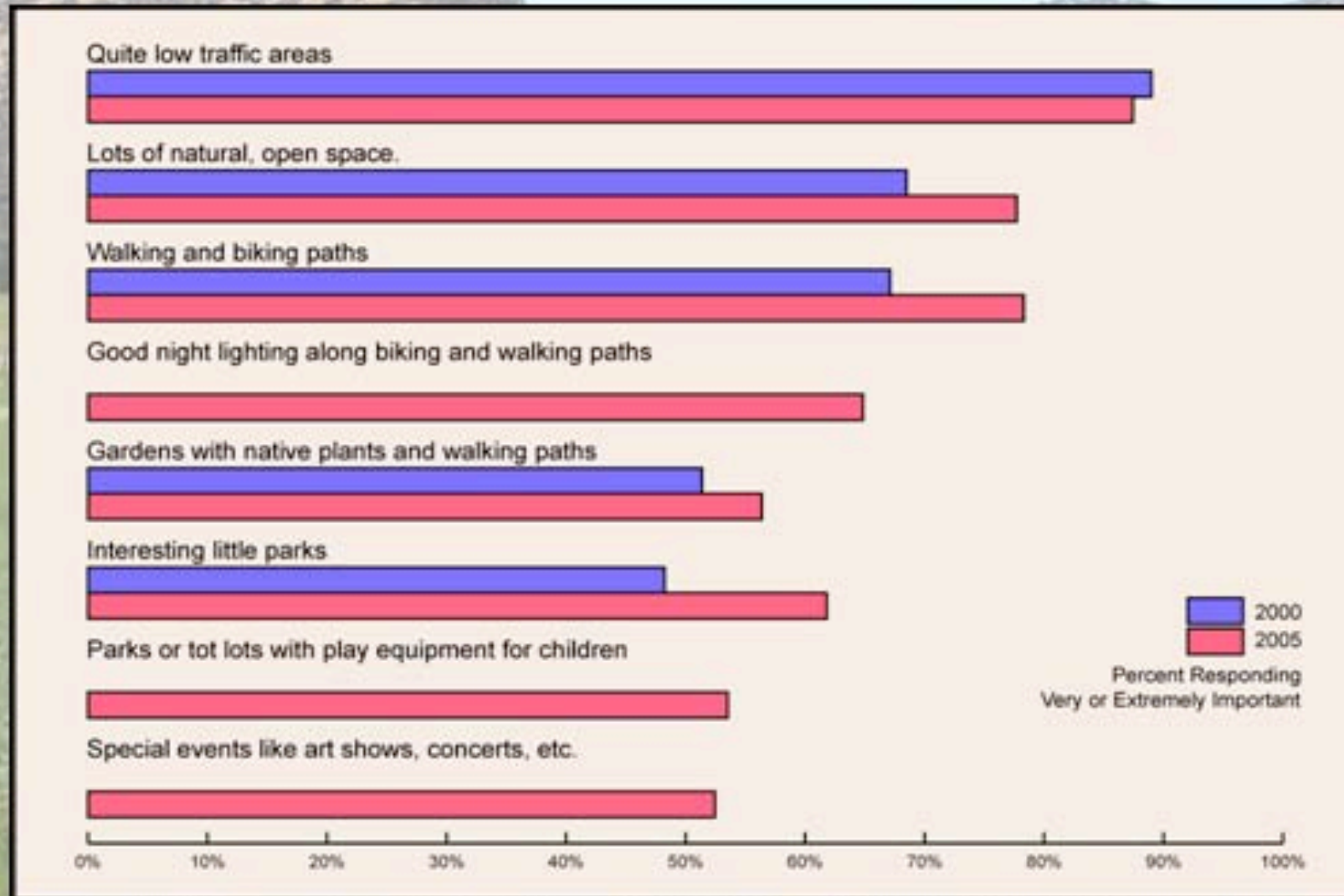
*Trails represent a significant opportunity to add value to any development project in Mammoth Lakes.*

# Mammoth Lakes - With Trails



# Buyer Preferences - Trends

Differences Between  
2000 and 2005 Findings, Source American Lives



# What do we mean by “Trails” ? - Trends

## THE TRAILS

A MASTER PLANNED COMMUNITY

HOME PAGE MY TIMES TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

The New York Times

### Fashion & Style

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE & HEALTH

FASHION & STYLE DINING & WINE

P4 SATURDAY/SUNDAY, SEPTEMBER 24 - 25, 2005

THE WALL STREET JOURNAL.

### RECREATION

#### COVER STORY

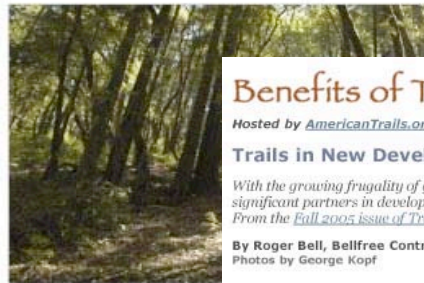
## Take a Hike

*This fall, cities and conservation groups are bringing nature close to home. Ellen Gamerman and Jess McCuan find the best new options for hiking, biking and more—just a short drive away*

IN SEARCH of a great afternoon's

#### PHYSICAL CULTURE

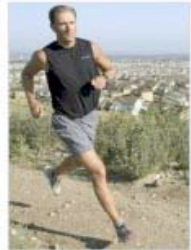
### From Kitchen to the Wild in 30 Seconds



RUN IN THE PARK Scott Dunlop, above, left  
By BRADLEY MELKINAH  
Published: September 7, 2006

WHEN Heath Adcock, a trail runner in the Denver area a few years ago, he was content to be just within driving distance of a trail. Now, he wanted to put on his shoes and be in the woods in no time.

Enlarge This Image



ROCKY ROAD Heath Adcock  
Published: September 7, 2006

## Benefits of Trails and Greenways

Hosted by [AmericanTrails.org](http://AmericanTrails.org)

### Trails in New Developments: a case study

With the growing frugality of government funding for trails, private developers can be significant partners in developing public trail systems.  
From the [Fall 2005 issue of Trail Tracks](#), the magazine of American Trails

By Roger Bell, Bellfree Contractors, Inc.  
Photos by George Kopf

**"Trails are increasingly part of the infrastructure."**

Service, has been transformed. I am currently involved with about eight projects, most of which involve new developments of one kind or another. These are almost exclusively design/build projects in my area, whereas we used to move from state to state to ply our trade.

One example of this interesting process is a project which has engaged my company for over a year. Near to and partly within a high-priced gated community in Calabasas, CA, this project is located in the Santa Monica Mountains. It had been grandfathered in due to an earlier approval, which today probably would never have occurred due to pressure to preserve such hillside areas as open space.

Either because of, or as a balance to that approval, one provision was that the developer fund a substantial trail project surrounding the property. The trail would then become primarily a city responsibility. This is preferred by developers as it shifts liability, maintenance, and management control.

Access to dirt trails — not just bicycle lanes or sidewalks — is a priority for so many runners like Mr. Adcock that housing developers are increasingly carving miles of paths through the wild to attract them. The trend is most

In Southern California and elsewhere, building trails in new home developments is a distinct trend, especially where those developments abut hillsides or public open space. Trails are increasingly part of the infrastructure.

Consequently, my trail building business, which began in response to high altitude bid opportunities by the Forest Service, has been transformed. I am currently involved with about eight projects, most of which involve new developments of one kind or another. These are almost exclusively design/build projects in my area, whereas we used to move from state to state to ply our trade.



Trails are seen as part of the essential amenities of new home developments



Buyer Demand

Recreation and Exercise  
Close to Home

Transportation  
Alternatives

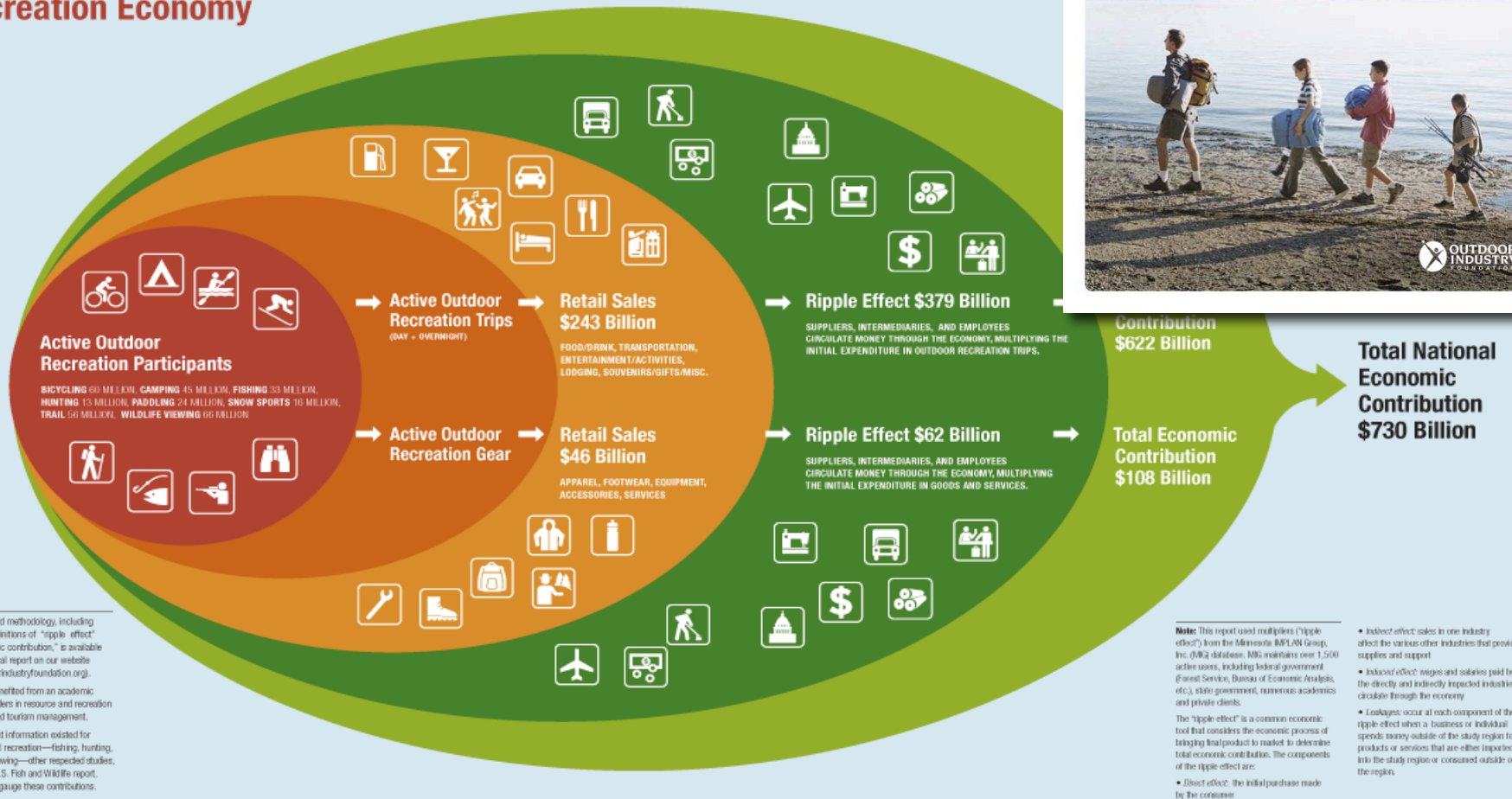
Safe Routes to Schools

CONCEPTUAL TRAILS LAYOUT

# What do we mean by “Trails” ?

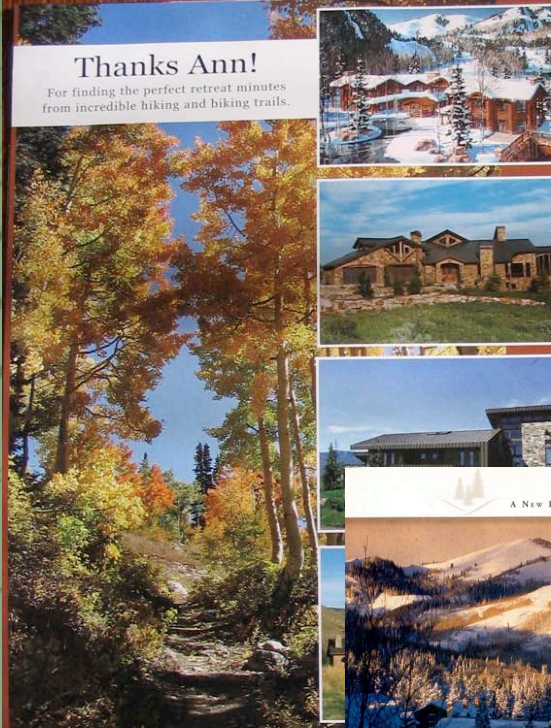
Trails are not only a conduit to activities,  
*they are a conduit for value...*

## Meet the \$730 Billion Active Outdoor Recreation Economy



# Trails and Real Estate

**Thanks Ann!**  
For finding the perfect retreat minutes from incredible hiking and biking trails.



**THE COLONY**  
888-699-9999

**PRUDENTIAL**  
Utah Real Estate Company

**PERFORMANCE DRIVEN**

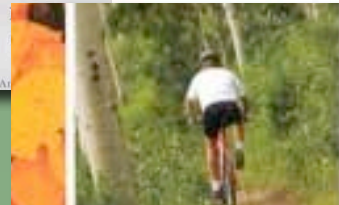
Choose the most established real estate company in the Park City area. Prudential Utah Real Estate has been the market leader since it was founded as Coleman Land Company in 1976.

**Prudential**  
Utah Real Estate Company

3200 Pine Avenue, Suite 100, Park City, Utah 84060  
(435) 649-7171 • (800) 553-4606

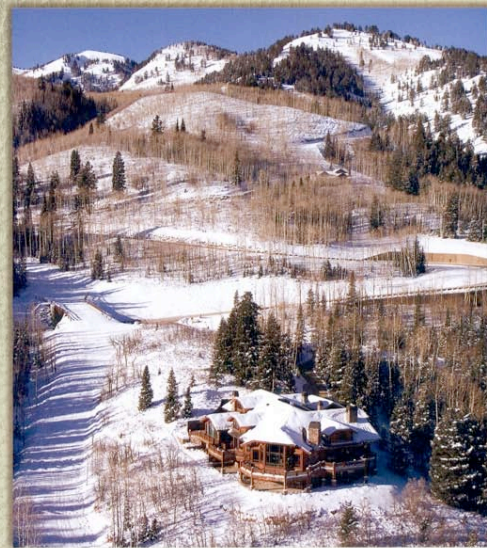
**Ann Mac**  
Park City's Premier  
2004 Sales Agent  
800-553-4606

*"The Greatest Secret of Success in Life is for a Person to be Ready When Their Opportunity Comes."*



Canyons resort, is right outside your door. As winter gives way to spring and summer, endless hiking and biking trails emerge to create the perfect year-round retreat. At The Colony you will find a true sense of belonging in a home set at an elevation that matches your standards. Sales in 2005 surpassed all records,

**THE COLONY**  
NEVER COMPROMISE.



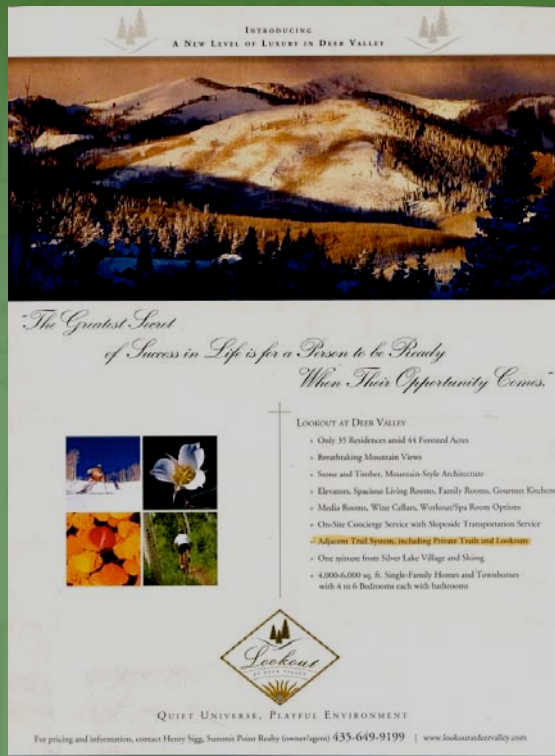
- On-Site Concierge Service with Slopeside Transportation Service
- Adjacent Trail System, including Private Trails and Lookouts
- One minute from Silver Lake Village and Skiing

**Lookout**  
VALLEY

QUIET UNIVERSE, PLAYFUL ENVIRONMENT

For pricing and information, contact Henry Sigg, Summit Point Realty (owner/agent) 435-649-9199 | [www.lookoutvalley.com](http://www.lookoutvalley.com)

# Park City Developer Comments - Trails



“It’s a huge selling point.”

“...buyers see trails as a benefit”

“...trails are a very positive amenity.”

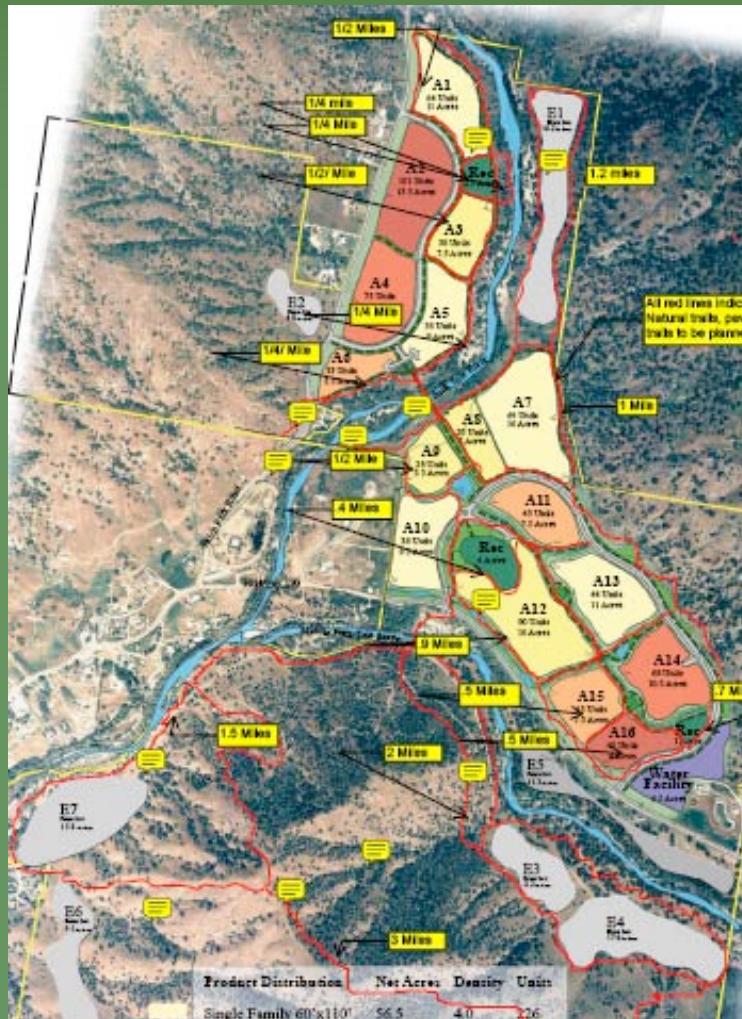
“Trails are a great value.”

“Definitely the cheapest amenity - in terms of hard dollars and space used - a developer can provide.”

“...the enhanced quality of life enhances property values.”

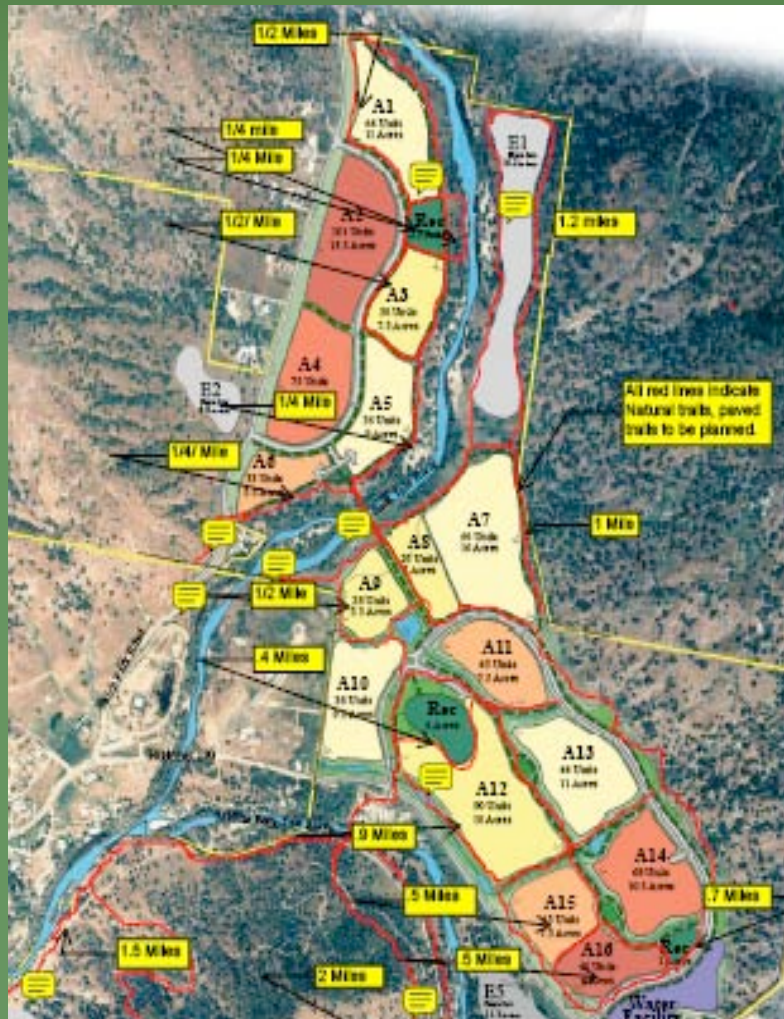
“Absolutely an amenity that helps sell lots.”

# Maximizing Value - Sequoia Ranch Trails



- The primary decision to be made is, shall we expand the trail network south of the Middle Fork of the Tule River?

# Sequoia Ranch - Local Natural Trails (North Area)



- These trails will provide a 15 minute to 1 hour daily walk directly adjacent to a resident's home.
- Trails like these would be a core part of the amenity package, but may not be enough to maximize the marketing draw.
- Total natural trails approx 5.5 miles.

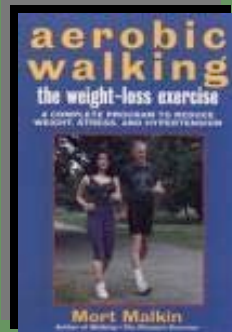
## Cost Estimates

- Paved Trail \$40,000/mi (P&P)
- DG Trail Cost \$50,000/mi (P&P)
- Natural Trail \$6000-\$15,000/mi (North Fork Associates)

# Sequoia Ranch - Open Space Trails



- Access to a remote preserve of trails that will provide steeper terrain and distance that will appeal to the more robust hiker, walker or runner or cyclist to capture a broader market.
- A total of 14 miles of trails will optimize marketing draw. (6 mi North, 8 mi South)
- Provides a better opportunity to advertise in walking and fitness publications .
- Will enable us to connect to the walking / fitness trends.
- Will provide an immediate amenity while clubhouse is being constructed.



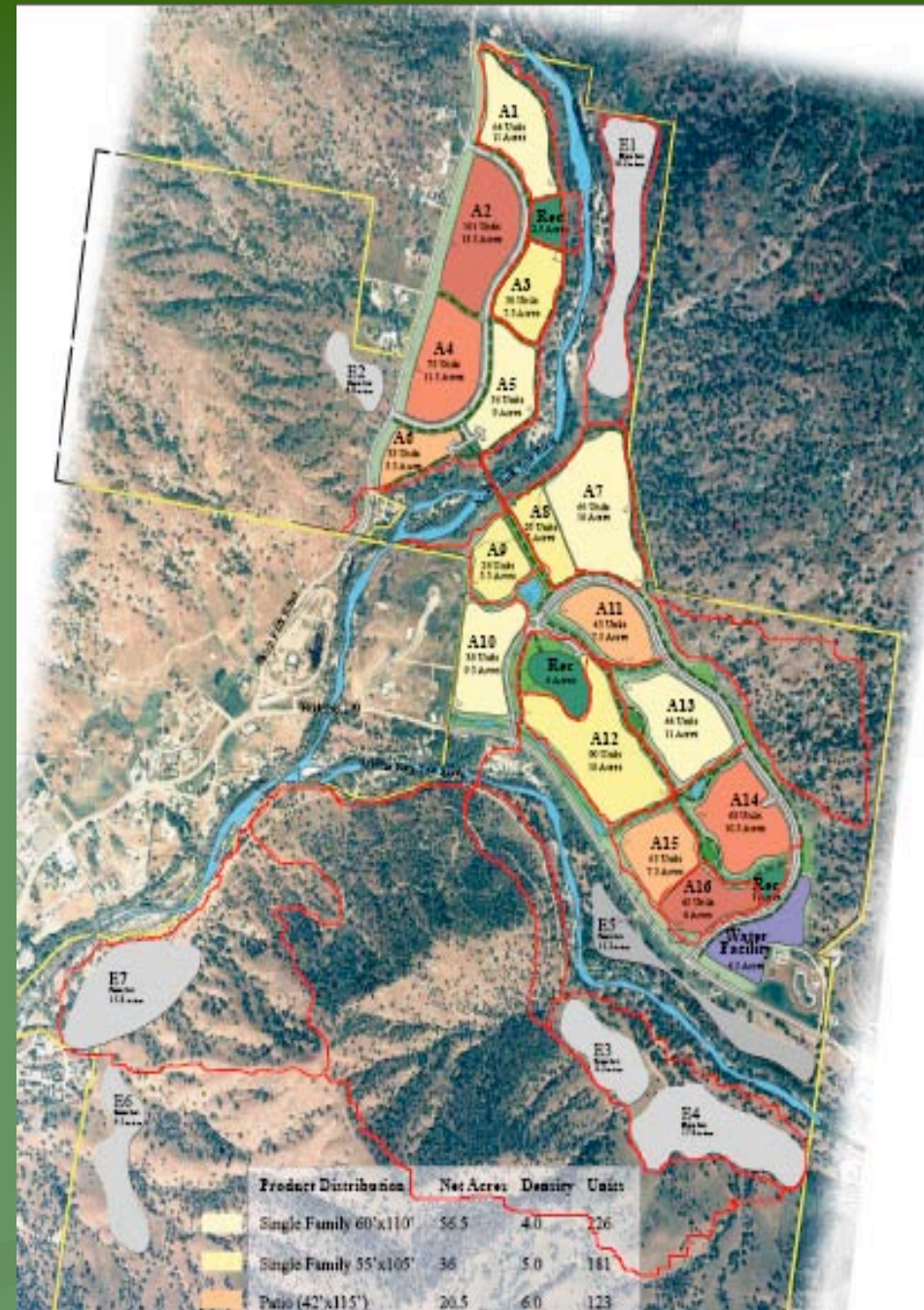
# Key Question: Is the incremental benefit of 8 miles of trails worth the resources expended?

- **Research Synopsis**  
**Human Powered Sports Survey**  
February 17 , 2006
- In a continuing effort to better understand customer behavior in the “human-powered sports” arena, Ovation Marketing recently conducted a nationwide online survey to its own database of survey participants to assess:
  - Purchase behavior
  - Preferred information sources
  - Preferred advertising mediums
  - Growing customer segments
- **Overall Findings**  
By human-powered sports, we mean those sports enjoyed in the outdoors, individually or with others, without the aid of engines, motors, similar machinery or firearms. We also looked at sports that typically would require the purchase of sporting goods or specific apparel in order to effectively participate in them. So, what are these 3500-plus respondents saying about their participation in human-powered sports? Do their attitudes about their human-powered sports of choice lend a positive or negative outlook? From the survey results, we conclude that the marketplace is relatively healthy and we see several key opportunities for marketers of sporting goods to fine tune and improve their efforts in this highly competitive arena.
- The **four highest preferred human-powered outdoor activities were fishing, camping, hiking and bicycling.**
- 33% said that they are involved in participating in their sport(s) of choice regularly. Seven percent reported activity seven or more times per week. We call these the “die-hards.” **26% said they participate three to six times per week. We call these the serious enthusiasts.**
- **30% of men and 23% of women said they will travel an hour or more to participate in their sport of choice.**
- We asked the participants **what really motivates them to participate?** The top four reasons were **a feeling of relaxation, a way to relieve stress, a stay physically fit** and a **way to connect with nature.** This information is critically valuable to marketers of equipment for these sports as they craft their advertising messages. Remember, on the surface you may be selling accurate-casting graphite fishing rods, high performance bikes and lightweight, waterproof tents, but **what you’re really helping your customer achieve is a feeling of relaxation and/or a stress-relieving experience in the outdoors.**

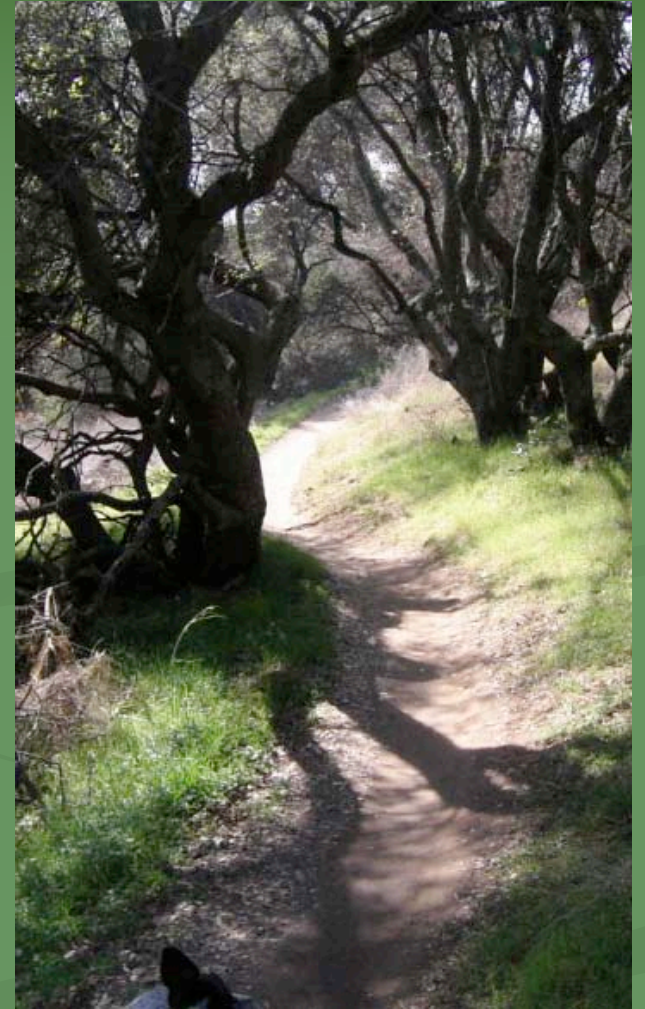
- A very large percentage (86%) of the respondents said their purchases of sporting goods equipment are either *planned purchases* or a *planned purchase more than an impulse purchase*. It follows then that it's important to understand how they research their purchases and what the key influencers are. While flip-flopped for men and women, *word-of-mouth* and a *store visit* were number one and two. From a marketing perspective, this points out just how critical and important both packaging and point-of-purchase messaging is. It also should be a challenge to sporting goods manufacturers to produce advertising that creates word-of-mouth "buzz."
- When asked what is the one advertising medium mostly likely to influence their purchase of equipment for human-powered activities, *point-of-purchase* and *television* were in a virtual dead heat at the top. Once again, the power of the in-store experience is emphasized with these results. Perhaps as important, is the third most influential advertising medium and that is the *Internet*. We already know that these outdoor enthusiasts plan and research their purchases. In every study we conduct, we see the Internet consistently ranked as the fastest-growing or the most-preferred "research" medium. Every sporting goods marketer's goal should be that of a fully functional, content-rich and easy-to-navigate web site for their customers.
- We asked the 3500-plus respondents if they had increased or decreased their level of participation in human-powered sports over the past two years. **40% of the women and 33% of the men said that their participation had increased significantly or somewhat significantly** This question was followed up with an open-ended question as to why they feel their activity had increased. The largest response was from young families who are now enjoying their children being old enough to participate in the family's outdoor activities of choice. Certainly, these young families are a logical target for marketers, since so many human-powered sports can be enjoyed by children.
- But, we also heard from the 45-year-old-plus "boomers" speaking with answers such as:
  - "Children have graduated from college. Time and money are now more available."
  - "The older I get the more exercise I feel I need, and I enjoy the relaxation."
  - "The older I get the more I feel the need to be outdoors. I appreciate it more."
- There is a clear opportunity here. The 45-plus "boomers" sit with the largest "bucket" of discretionary spending money of any consumer group. These outdoor enthusiasts are telling us they have more time on their hands as they become empty-nesters. Plus, we know from other studies that they see themselves as still very active in life with strong desires to explore new passions. Sporting goods equipment companies are in a position of strength if they can avoid the mistake of thinking their core market is the 18- to 35-year-old male when in fact the "boomers," both male and female, are a huge target for most companies. (Naturally, there will be exceptions to this based on the sport and the specific product or line being sold.)

## Other Considerations:

- Environmental Impacts
- Grading Permits
- Bridge Permitting
- Other uses for land

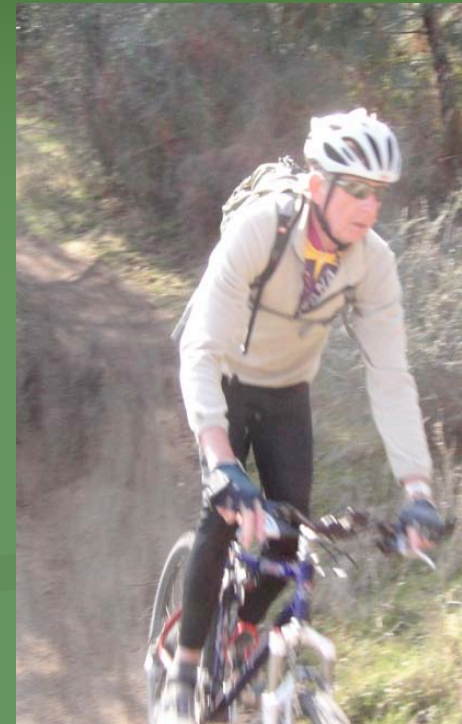


# Trail Construction



# Southern Trails Estimated Financial Impact

Cost		Units	Per	Unit Cost	Total
Trails Construction		8	Mile	\$20,000	\$160,000
100' Bridge		100	feet	\$1,000	\$100,000
Design					\$25,000
Contingency					\$50,000
		800		<b>\$419</b>	<b>\$335,000</b>
Revenue			Unit Value	Units	Total Value
Increase in Base Prices	1.5%	\$300,000	<b>\$4,500</b>	800	<b>\$3,600,000</b>
<b>Other Financial Benefits</b>					
A 15% Velocity increase would significantly effect IRR for the Builder which directly effects land value					



- \*Christine Smith Realtor Springville would add **\$20,000 for local trails** **\$5,000** more for extended trails
- Kelly Garcia, Top Realtor in Auburn would add **\$10,000-\$30,000** to a home with close access to a significant trail network.
- Mike Reese, builder, developer, broker add **\$20,000 for trails**, **\$4000** for access to extensive trails

# Association Fee Impact

Item	Life	Value	Total Per Year	Units	Total Per Unit Per Month
Bridge Maintenance	25	\$ 100,000	\$ 4,000	800	\$ 0.42
Trail Maintenance	1	\$ 6,336	\$ 6,336	800	\$ 0.66
Lease (To Family)	1	\$ 24,000	\$ 24,000	800	\$ 2.50
Insurance*	1	\$ 2,000	\$ 2,000	800	\$ 0.21
			\$ 36,336		\$ 3.79
*Labarre/Oxnee Insurance					
Trail maintenance assumes no volunteer labor.					
Lease assumes a recurring payment to landowner & could be phased in to minimize in early years.					



# Estimated Conservation Easement Value if Implemented

Estimate of "Future Development" Areas	Acres	Value Per Acre	Total Estimated Value
AF Zone South	70	\$20,000	\$1,400,000
PDF Zone South	40	\$100,000	\$4,000,000
PDF Zone North	40	\$100,000	\$4,000,000
Conservation Easement Estimate of Value			\$9,400,000

## Notes:

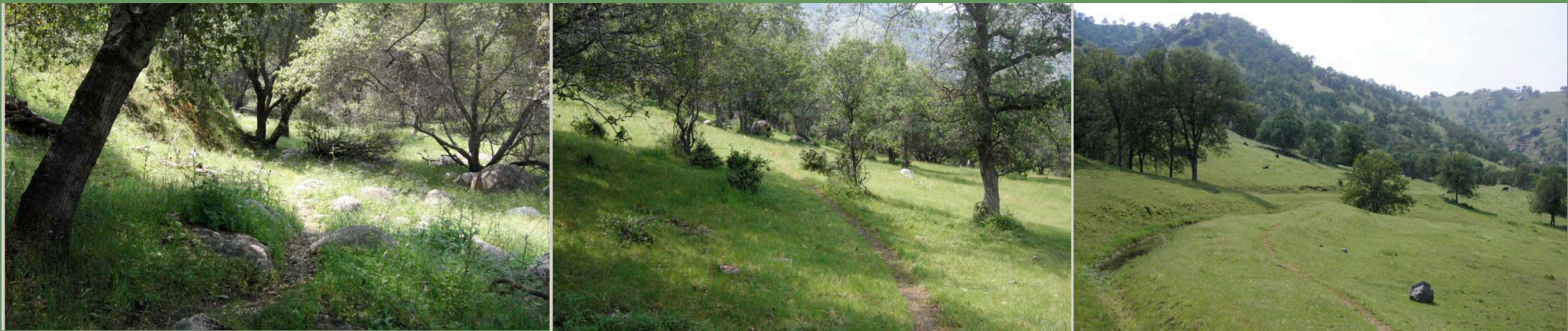
Areas must be zoned for development and owner must be able to prove the land has "public benefit".

These estimates are very rough but are an indication of potential.



# Summary

- Allowing trails south of Middle Fork will support land sale, home sales and increase residual land value.
- Increased likelihood of higher sales velocity for builder (more value)
- Permitting impact will likely be low to moderate
- Liability will be covered by association's insurance
- Association fee impact is less than \$4/month per family
- Minor effect on future use of property



# Residual Land Value

					# of Acres	10	
					# of Units	120	
					Average Density	12.0	
<b>Revenue</b>		<b>Per Unit</b>		<b>%</b>	<b>Total</b>		
Price:		\$1,120,000			\$134,400,000		
Size (SF):		1,600			192,000		
V.R. \$/sf		\$700					
<b>Builder Costs</b>							
Direct Const.	\$350	\$560,000		50.0%	\$67,200,000	50.0%	
Indirects		\$33,600		3.0%	\$4,032,000	3.0%	
Finance		\$67,200		6.0%	\$8,064,000	6.0%	
Marketing		\$67,200		6.0%	\$8,064,000	6.0%	
Warranty		\$11,200		1.0%	\$1,344,000	1.0%	
Overhead		\$33,600		3.0%	\$4,032,000	3.0%	
Builder Profit		\$112,000		10.0%	\$13,440,000	10.0%	
<b>Subtotal</b>		<b>\$884,800</b>		<b>79.0%</b>	<b>\$106,176,000</b>	<b>79.0%</b>	
<b>Lot Improvements</b>							
Lot Improvements/Onsite		\$75,000		6.7%	\$9,000,000	6.7%	
Common Area		\$0		0.0%	\$0	0.0%	
<b>Total Lot Costs</b>		<b>\$75,000</b>		<b>6.7%</b>	<b>\$9,000,000</b>	<b>6.7%</b>	
<b>Land</b>		<b>\$160,200</b>		<b>14.3%</b>	<b>\$19,224,000</b>	<b>14.3%</b>	
<b>Total Costs</b>		<b>\$1,071,800</b>		<b>100.0%</b>	<b>\$128,616,000</b>	<b>100.0%</b>	
<b>Land Residual/Unit</b>		<b>\$160,200</b>	x	120	<b>\$19,224,000</b>		
	x	12.0					
<b>Land Residual/Acre</b>	=	<b>\$1,922,400</b>	x	10	<b>\$19,224,000</b>		

# Residual Land Value

					# of Acres	10	
					# of Units	120	
					Average Density	12.0	
<b>Revenue</b>		<b>Per Unit</b>		<b>%</b>	<b>Total</b>		
Price:		\$1,176,000			\$141,120,000		
Size (SF):		1,600			192,000		
V.R. \$/sf		\$735					
<b>Builder Costs</b>							
Direct Const.	\$350	\$560,000		47.6%	\$67,200,000	47.6%	
Indirects		\$35,280		3.0%	\$4,233,600	3.0%	
Finance		\$70,560		6.0%	\$8,467,200	6.0%	
Marketing		\$70,560		6.0%	\$8,467,200	6.0%	
Warranty		\$11,760		1.0%	\$1,411,200	1.0%	
Overhead		\$35,280		3.0%	\$4,233,600	3.0%	
Builder Profit		\$117,600		10.0%	\$14,112,000	10.0%	
<b>Subtotal</b>		<b>\$901,040</b>		<b>76.6%</b>	<b>\$108,124,800</b>	<b>76.6%</b>	
<b>Lot Improvements</b>							
Lot Improvements/Onsite		\$75,000		6.4%	\$9,000,000	6.4%	
Common Area		\$0		0.0%	\$0	0.0%	
<b>Total Lot Costs</b>		<b>\$75,000</b>		<b>6.4%</b>	<b>\$9,000,000</b>	<b>6.4%</b>	
<b>Land</b>		<b>\$199,960</b>		<b>17.0%</b>	<b>\$23,995,200</b>	<b>17.0%</b>	
<b>Total Costs</b>		<b>\$1,093,640</b>		<b>100.0%</b>	<b>\$131,236,800</b>	<b>100.0%</b>	
<b>Land Residual/Unit</b>		<b>\$199,960</b>	x	120	\$23,995,200		
	x	12.0					
<b>Land Residual/Acre</b>	=	<b>\$2,399,520</b>	x	10	<b>\$23,995,200</b>		
Land Value at \$700/sf		\$1,922,400					
5% Retail Value	=	25%			Land Value Increase		

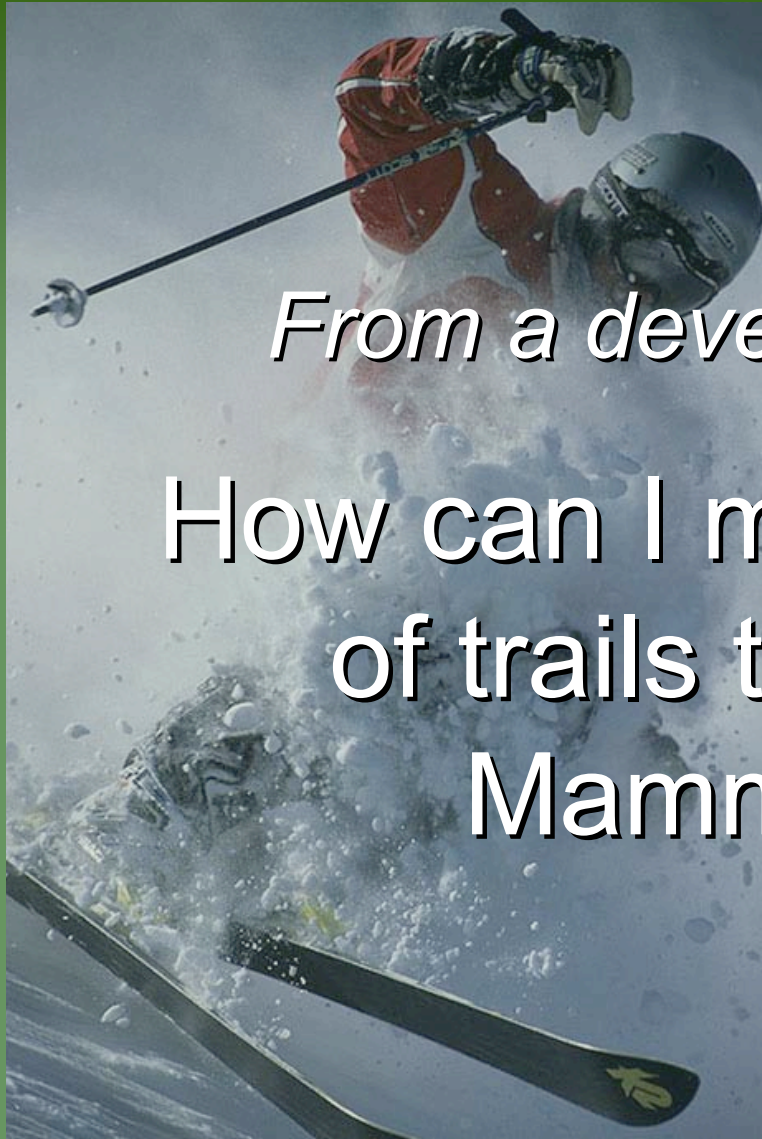
# Trail Survey at RSM

Question: What do you like about this section of the path?

Answers:

- Paved Section
- It's good for rollerblading and bicycle riding.
- It's safer for bike riding because you get better traction.
- It trims my dog's toenails
- DG Section
- I don't know, it just seems more natural.
- It kind of feels like I'm on a farm.
- It's cooler in summer and better for my dog's feet.
- It's easier on my legs.
- I like the wildlife that crosses the natural path.
- It's better for running.





*From a developer's perspective:*

How can I maximize the value  
of trails to my project in  
Mammoth Lakes?

# Trails Planning - Park City

### Table 2: Walking/Biking Issues List

Tier	Issue #	Type	Issue	Location
------	---------	------	-------	----------

**Capital Projects**  
Proposed projects that are intended to solve a specific issue at a precise location and that are large enough in scope that they need to be individually approved and included in the City's capital projects budget process.

## PARK CITY TRAILS MASTER PLAN UPDATE AND WALKABLE/BIKEABLE NEIGHBORHOOD STUDY

## 1.0 Executive Summary

The purpose of this study is to provide planning and design suggestions which will improve Park City. The intent is to establish projects that will improve pedestrian connectivity and efficiency in Park City; addresses walking and biking in Park City through public involvement prior to process.

The following activities were included in the Public Involvement Plan:

- A telephone survey;

The **Action Plan** includes a recommended Project List that is "doable", in light of resources that are likely to be available, and without major shifts in public funding policy, the recommended Project List focuses on comprehensive improvements to make

### 3.1 Planning Process

The planning process was thorough and comprehensive,

# PARK CITY TRAILS MASTER PLAN UPDATE AND WALKABLE/BIKEABLE NEIGHBORHOOD STUDY

**The Planning**  
incorporating th

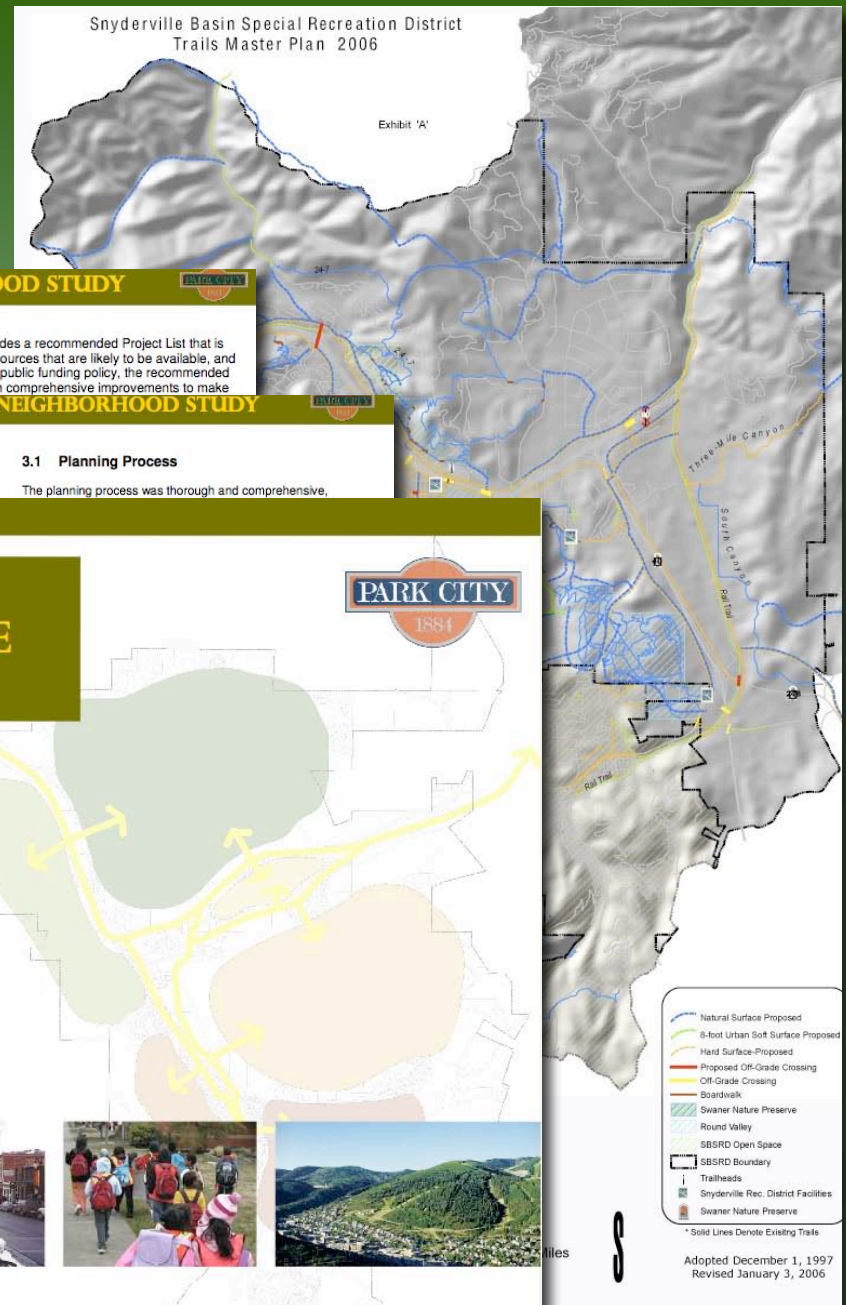
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## LAND



**LANDMARK DESIGN TEAM**

MARCH 20, 2007



# Trails Planning in Whistler

## Cycling Trails Master Plan Existing and Potential New Trails

### TRAIL TYPES

Trail Types are a description of non-motorized trail characteristics. Trail Type I has the highest amount of traffic and the most impact on the environment of the trail types. Conversely, Trail Type V has little traffic and the trail is a natural.

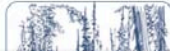


TRAIL TYPE II

Source: Whistler Gravity Logic

### TYPE III

+ plan an unimproved single-track trail  
+ trail for mountain bikes



### TABLE OF CONTENTS

#### Author's Notes

Notes of Origin

Notes of Land

Notes of Use

Notes of Trail Types

Notes of Mountain Bikes

Notes of Signage

Notes of Management

Notes of Trail Maps

Notes of Trail Maps

Notes of Trail Maps

Notes of Trail Maps

Notes of Trail Maps

Notes of Trail Maps

Notes of Trail Maps

Notes of Trail Maps

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4325 BLACKCOMB WAY, WHISTLER BC CANADA V0N 1B4  
TELEPHONE (604) 932-5535 FACSIMILE (604) 935-8109

www.whistler.com/mow

RESORT MUNICIPALITY OF WHISTLER | FIRST EDITION

### INTRODUCTION

Whistler, British Columbia has been recognized as a premier destination for mountain biking. The Whistler Mountain Bike Park is a premier destination for mountain biking.

### SIGN GUIDELINES

Signs are a necessary component of trail management. They provide the user with information that will allow them to make an informed and educated choice. The Whistler Mountain Bike Park is a premier destination for mountain biking.

### MANAGEMENT GUIDELINES

#### CONSTRUCTION

In new trails, the RMCW will use an experienced trail builder to construct the trail. The RMCW will use an experienced trail builder to construct the trail.

#### MAINTENANCE

The trail will be maintained and monitored to ensure the highest level of safety and quality. The trail will be maintained and monitored to ensure the highest level of safety and quality.

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INNOVATIONS IN BIKE PARK DESIGN + DEVELOPMENT  
WHISTLER, BC

[About Us](#) | [Our Vision](#) | [The Proof](#) | [Who We Are](#) | [What We Do](#) | [Contact Us](#)

Full site coming soon.

For more information, please [contact us](#) or call Jeremy @ 604-938-7376.

### Whistler Study Tour May 24-25, 2007:

[Click here](#) for information or to register for the newly announced study tour for European resorts.

[MORE INFORMATION](#)

### About Us:

Gravity Logic is a division of Whistler Blackcomb, operators of the Whistler Mountain Bike Park. Gravity Logic was created to utilize the expertise gained building the world's number one mountain bike park to assist other businesses in the design and development of Park Riding experiences by creating facilities that will thrill riders of a wide range of ages, skills and interests.

[TOP](#)

### Our Vision

The consumer demand for Park Riding experiences both lift-accessed and rider-powered is growing rapidly on a world wide basis. It is our belief that Park Riding will become a major force in the outdoor recreation market and that as it does resorts and other facilities will require the construction of a large quantity of new and improved Park Riding infrastructure over the next several years. Gravity Logic has been established to play a key role in the development of this emerging industry. Put simply, our vision is that there will be a Park Riding facility in every major market within the next ten years.

[TOP](#)

### The Proof

As Gravity Logic's Park Riding vision becomes a reality with new Bike Parks popping up all over the planet on a daily basis, we are encouraged by a recent economic impact study conducted by the Mountain Bike Tourism Association (MBTA) from June 24-September 17, 2006. The study was commissioned to analyze the economic impact of the Whistler Mountain Bike Park in addition to several other regional mountain bike locations including the Resort Municipality of Whistler as a whole. The study concluded that the Whistler Mountain Bike Park contributed to over \$16,000,000 in economic impact to the Whistler community during the length of the study. The MBTA study also provided some valuable insights into rider behaviour, overall experience and trip motivation. Some of the highlights of the study include:

- **Destination Ridership:** 63% of Park riders are from the US and Overseas;
- **Length of Stay:** 89% of non-resident riders stay overnight and the average stay is five nights;
- **Trip Motivation:** More than 80% gave the Bike Park a five out of five ranking in terms of its importance in their decision making;
- **Likelihood to Return:** 88% of respondents indicated they were very likely to return.

The entire report can be [downloaded here](#) for your reading pleasure.

<http://www.whistlergravitylogic.com/>

Page 1 of 3



ENVIRONMENTAL AND TECHNICAL TRAIL FEATURES

### Legend

Potential Trail Enhancements  
Existing Trails New Trail Section Trail Subclass

Class 1  
Class 2  
Class 3  
Class 4  
Class 5

Class 1/4 Trail Development Area

PAN 1A & 1B Area

Notes: A "Trail Subclass" designates an existing trail that would be critical to a heavy technical difficulty class (e.g. class 1 trail subclass to class 2)

Jackson Hole Community Pathways  
**Cultural and  
Historic Sites**

## 1.1 Overview

Jackson Hole Pathways  
25-Year County  
Pathways Vision

A map of the Bridger-Teton National Forest area. The map shows the Teton Pass (elevation 8,511) and Mt. Ely (elevation 9,279). Key roads include WY Hwy. 22, Old Pass Road, and the Teton Trail Road (elevation 8,469). Landmarks include Philips Canyon Trailhead, Crater Lake, and the Teton Pass. The map also shows the Wilson Centennial Trail and the Wilson Centennial Trailhead. The map is titled "Bridger-Teton National Forest" and "Teton Pass".

The goals and objectives of the Pathways Master Plan  
vision of the Pathways F

**Teton County Map Legend**

- County Boundary
- Roads
- Water
- Land Ownership
- Topography
- Other Features



Jackson Hole  
Community Trails  
320 South King Street  
Post Office Box 1687  
Jackson, WY 83001  
307.732.8573



1/22 mi

**THE TOWN OF JACKSON & TETON COUNTY, WYOMING**



**alta**  
PLANNING + DESIGN

May 2006

## Table 8. Potential Pathways Funding Sources

Revenue Source	Example	Likely Annual Funds	Pros and Cons
Public Funding			
Annual appropriation from general funds.	Town of Jackson and Teton County budget cycle	Current levels do not support proposed system.	Most likely revenue source without special ballot, fundraising effort, etc.  Communities are increasingly strapped for revenue and trails may fall to a lower priority position, leading to chronic under-funding.
	Local for high school or college		
	Leases to Schools		
	Leases to State		
	Leases to private		
	Leases to highways		
	Leases to trails		
	Teton County, CO has a 1% tax for a dedicated and trails program.	Check Teton County tax base to determine potential available funding and elasticity.	May facilitate "regionalization" of the program for more efficient services and equitable funding.
	Teton County, CO has a similar "ECO Program" for trails.	If tax base is adequate and politically accepted this would likely provide sustainable adequate funding.  Verify Wyoming law on taxation as applicable	Might be combined with an overall trails and opens space program or broader alternative transportation program.  Would require voter approval and possible state enabling legislation. Conduct professional opinion investigation to determine political acceptance.  Might require a larger system to assure broader population base acceptance.
	Trailway system, Ontario,	May provide a portion of the revenue.	Potential sustainable source of funding.  Paid parking can be inconvenient and have other adverse impacts.
	Trailway system, State of Wyoming offer.	May provide a portion of the "revenue"	Limited reliability and quality of service. Requires coordination.
	Trailway system, East Coast Greenway were built as a National Greenway.		
	Trailway system, Colorado	Provides a portion of the revenue depending on mileage passing through developments.	Potential sustainable source of funding.  May not be accepted by some developments.  Trail must be open to the public to pass through development.

# Trails Planning - Mammoth Lakes



## Mammoth Lakes Trail System Plan

May, 1991

Mary Cahill  
Acting Recreation Director

Prepared for the Town of Mammoth Lakes by:

R.M. Johnston and Associates  
Planning, Environmental Review & Landscape Architecture  
P.O. Box 1903  
Mammoth Lakes, CA 93546  
(619)934-4311

# Trails Planning - Letters from the Town Manager



**OFFICE OF TOWN MANAGER**  
Robert F. Clark, Town Manager  
P.O. Box 1609, Mammoth Lakes, CA 93546

## MEMORANDUM

To: Town Councilmembers  
Planning Commissioners  
From: Robert F. Clark, Town Manager *RF Clark*  
Karen Johnston, Assistant Town Manager  
Mark Wardlaw, Community Development Director  
Raymond Jarvis, Public Works Director  
Bill Taylor, Deputy Community Development Director  
Subject: Council Commission Workshop  
Date: March 7, 2007

Over the next twelve months the Town Council and Planning Commission will be taking action on the General Plan Update, considering eleven very significant entitlement proposals, and approving a variety of fees and requirements that are attached to new development. A key theme that carries through all of these decisions is how the Town will work together with development community to provide the features, amenities and programs that will make Mammoth Lakes a livable community and a successful destination resort.

### One Time Opportunity

The entitlement process governs the character of individual developments as well as the community benefits provided by the development. The significance of having this large number of entitlement decisions come forward in a compressed time frame is hard to overstate. The decisions on design, density, configuration and project features will set the tone for what Mammoth Lakes will be for the next generation. Furthermore, the ability to address environmental, economic and social impacts and obtain a fair share contribution toward community benefits is a one time opportunity. If this opportunity is not attained now it will be lost forever.

### Questions for the Council and Commission

The Council Commission Workshop provides a good opportunity for the members of the two bodies to step back from the detailed nuances of various projects and policies and to consider some higher order questions about how to make sure that the decisions of the coming year move the Town toward its vision of being a livable community and successful destination resort. Staff has attempted to identify some of the higher order issues and suggested follow up actions as guide for your discussion:



**OFFICE OF TOWN MANAGER**  
Robert F. Clark, Town Manager  
P.O. Box 1609, Mammoth Lakes, CA 93546

## MEMORANDUM

To: Town Councilmembers  
From: Robert F. Clark, Town Manager  
Karen Johnston, Assistant Town Manager  
Mark Wardlaw, Community Development Director  
Raymond Jarvis, Public Works Director  
Bill Taylor, Deputy Community Development Director  
Dana Stroud, Director of Tourism and Recreation  
Subject: Council Commission Workshop  
Date: March 20, 2007

Over the next twelve months the Town Council and Planning Commission will be taking action on the General Plan Update, considering eleven very significant entitlement proposals, and approving a variety of fees and requirements that are attached to new development. A key theme that carries through all of these decisions is how the Town will work together with development community to provide the features, amenities and programs that will make Mammoth Lakes a livable community and a successful destination resort.

### Council/Commission Workshop Results

This matter was introduced at a Council/Commission Workshop on March 7<sup>th</sup>. Staff gleaned two major results from the discussion at that meeting:

- First, there is unanimous agreement that the GPU will not provide adequate guidance to process the current applications, and that there is an urgent need to develop a strategy for processing the eleven major projects.
- Second, there is considerable confusion, frustration, and concern about particular strategies that have been proposed.

In the staff report for the Council/Commission Workshop it was recommended that the Council and Commission agree that proper processing of these current applications is the most important task and highest priority of the Council, Commission and staff over the next twelve months. It was also recommended that the Town establish an open participatory, community process to work together with the developers to identify project specific uses, features and programs that are required to assure that each of these developments makes Mammoth Lakes a better place to live and a better place to visit.

# Trails Planning - The Clock is Ticking

*“Is this truly a watershed moment?”*

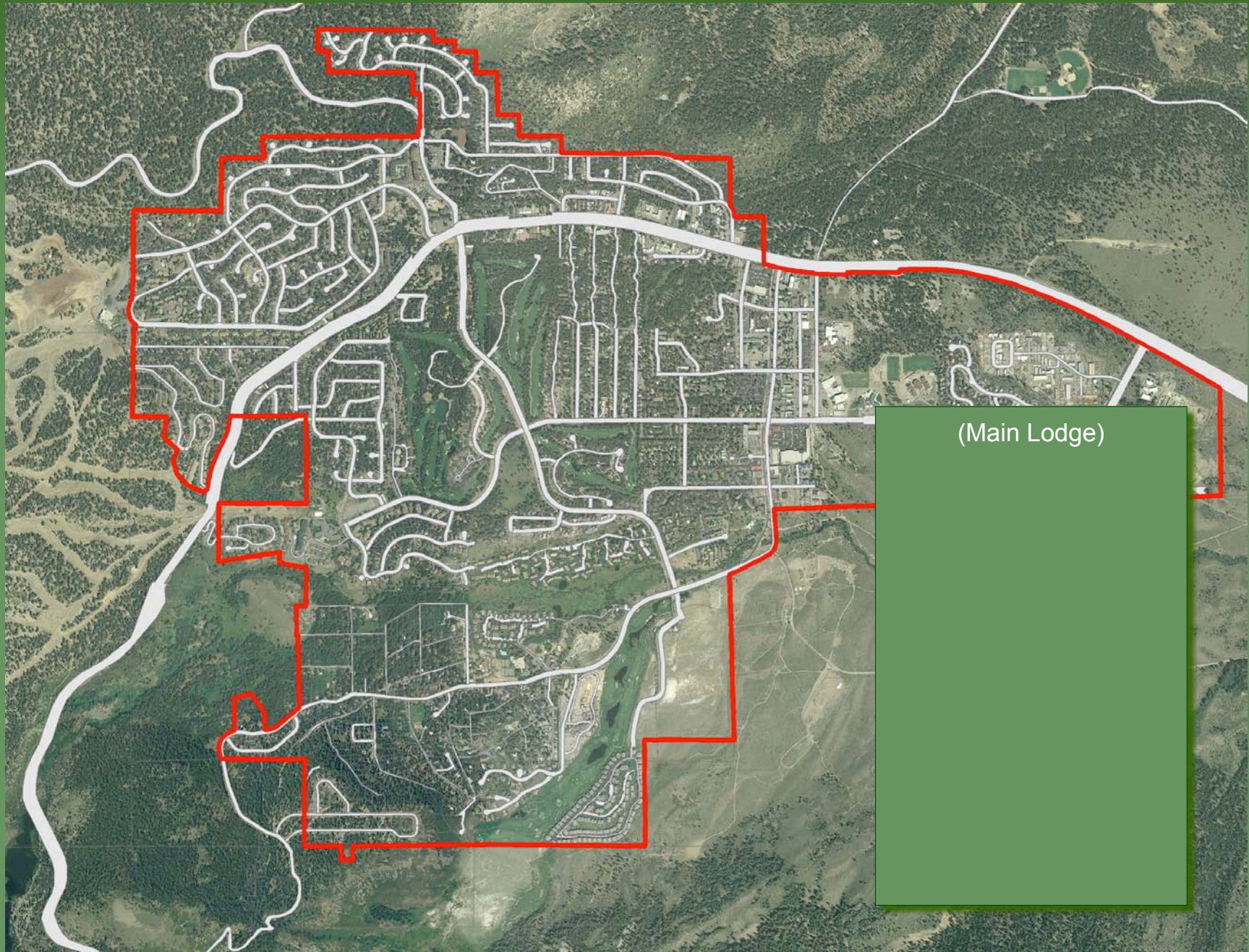
... According to the community development department there have only been twelve EIRs in the twenty three year history of the town (including the EIR for Eagle Lodge). Considering the current (eleven) projects, the airport and the GPU itself we are likely to equal or exceed that number in one year...”

*“How does the Town effectively partner with the development community?”*

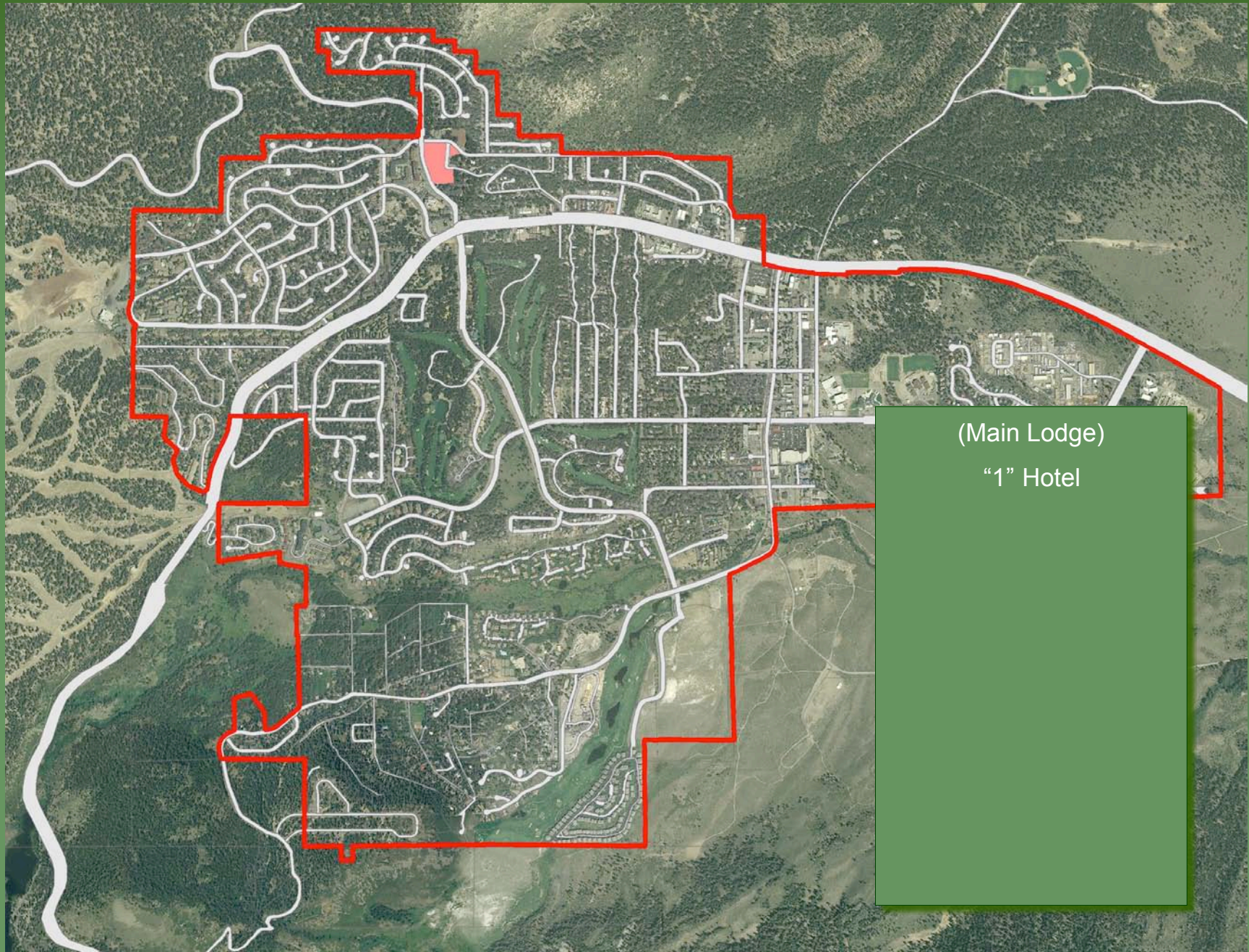
... The Town has generally been willing to consider reliable alternate ways of achieving community benefits other than through the normal fees and development requirements. If the Town proceeds without these we will have lost the opportunity to sustain a livable community.”

*Robert F. Clark, Town Manager  
March 7, 2007*

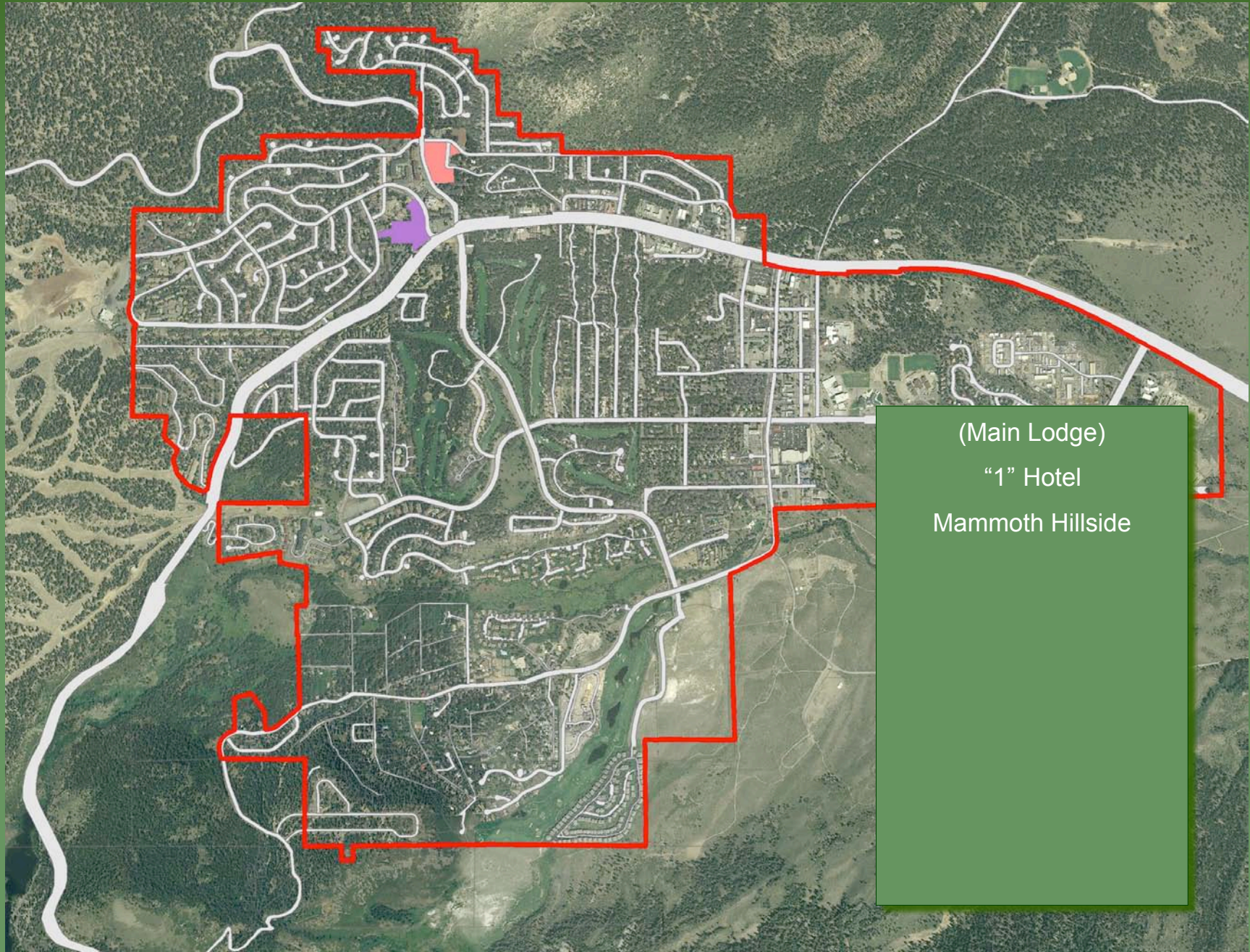
# Eleven Major Entitlement Applications



# Eleven Major Entitlement Applications

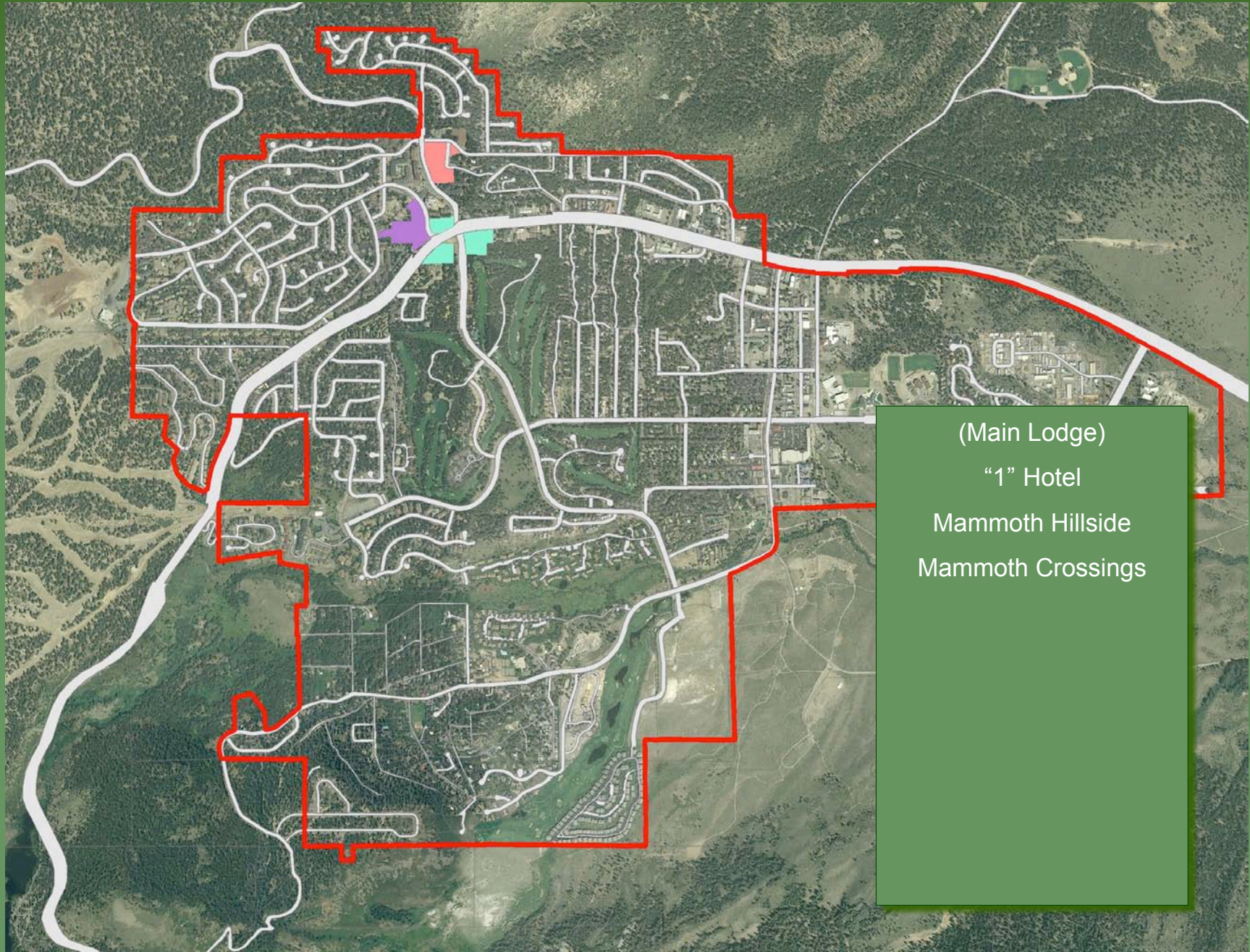


# Eleven Major Entitlement Applications



(Main Lodge)  
"1" Hotel  
Mammoth Hillside

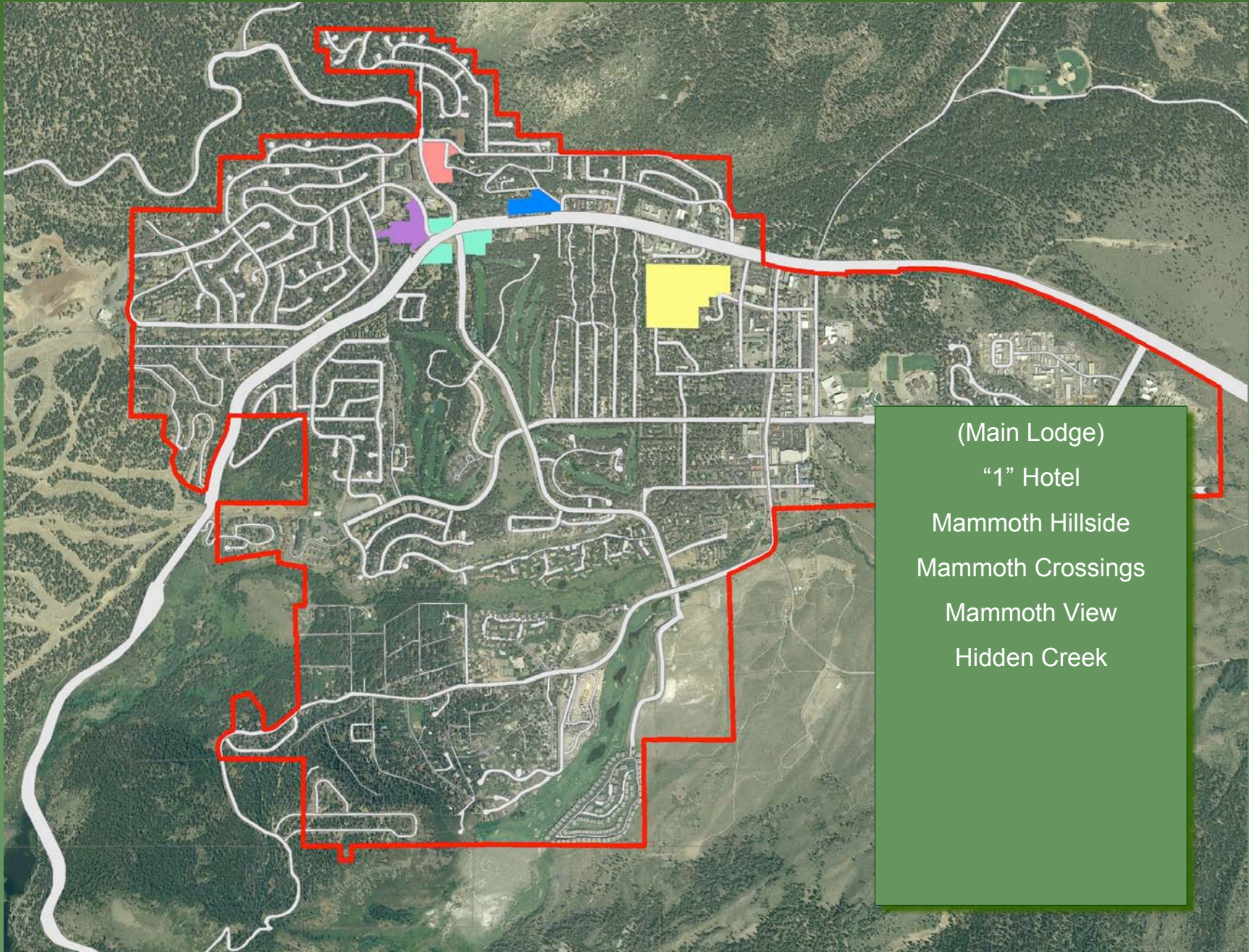
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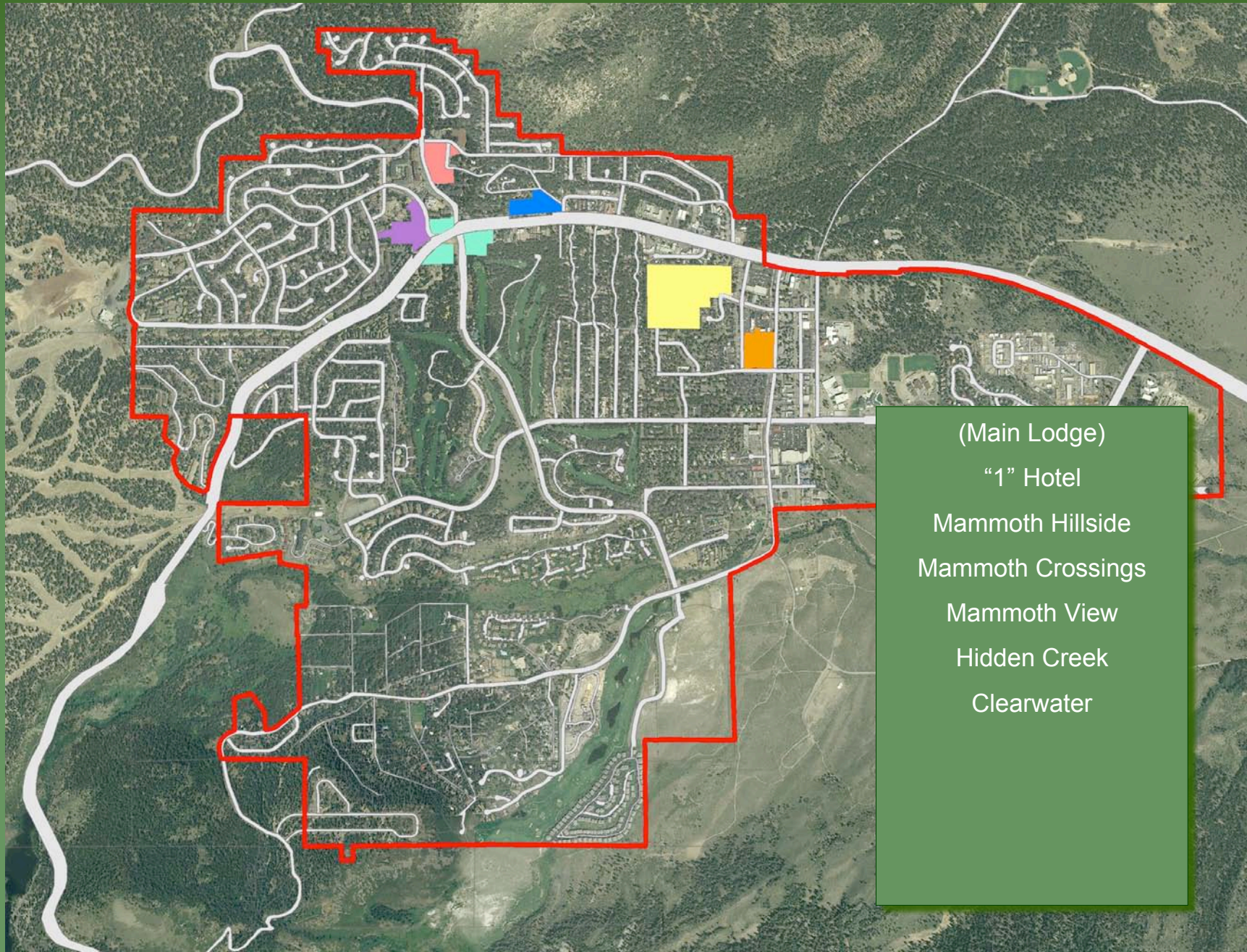
Mammoth Hillside

Mammoth Crossings

Mammoth View

Hidden Creek

# Eleven Major Entitlement Applications



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Mammoth Hillside

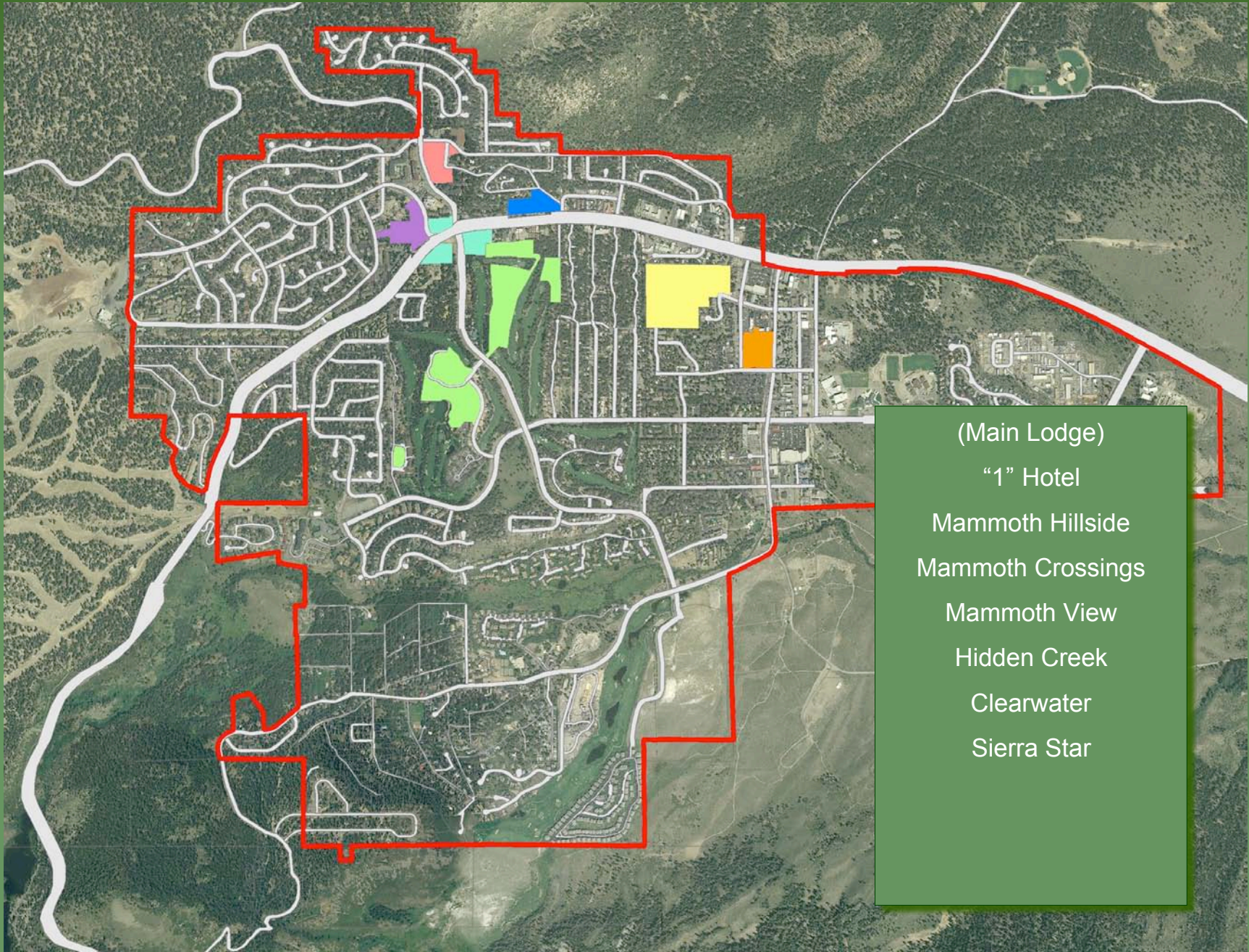
Mammoth Crossings

Mammoth View

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Clearwater

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Mammoth Crossings

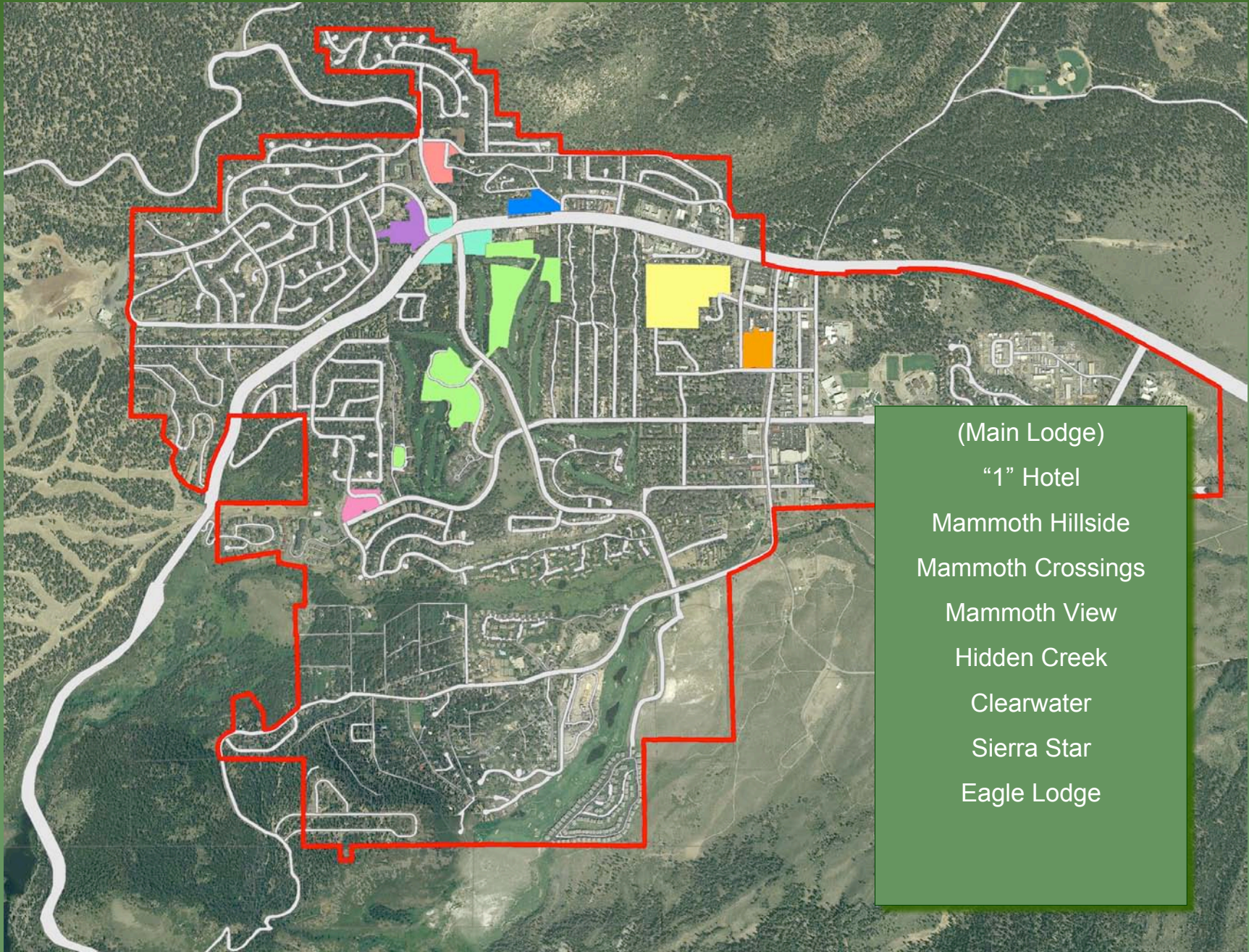
Mammoth View

Hidden Creek

Clearwater

Sierra Star

# Eleven Major Entitlement Applications



(Main Lodge)

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Mammoth Hillside

Mammoth Crossings

Mammoth View

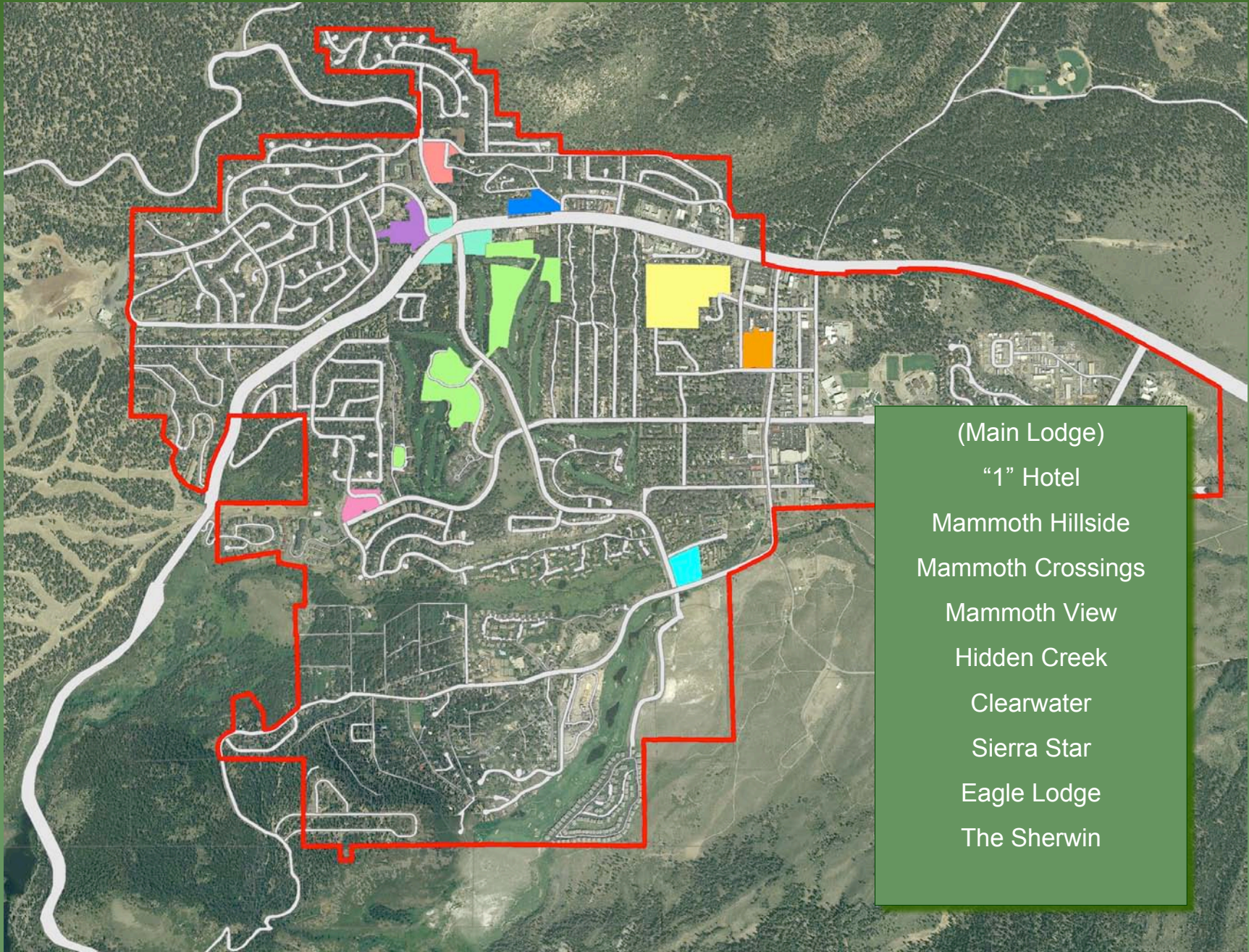
Hidden Creek

Clearwater

Sierra Star

Eagle Lodge

# Eleven Major Entitlement Applications



(Main Lodge)

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Mammoth Hillside

Mammoth Crossings

Mammoth View

Hidden Creek

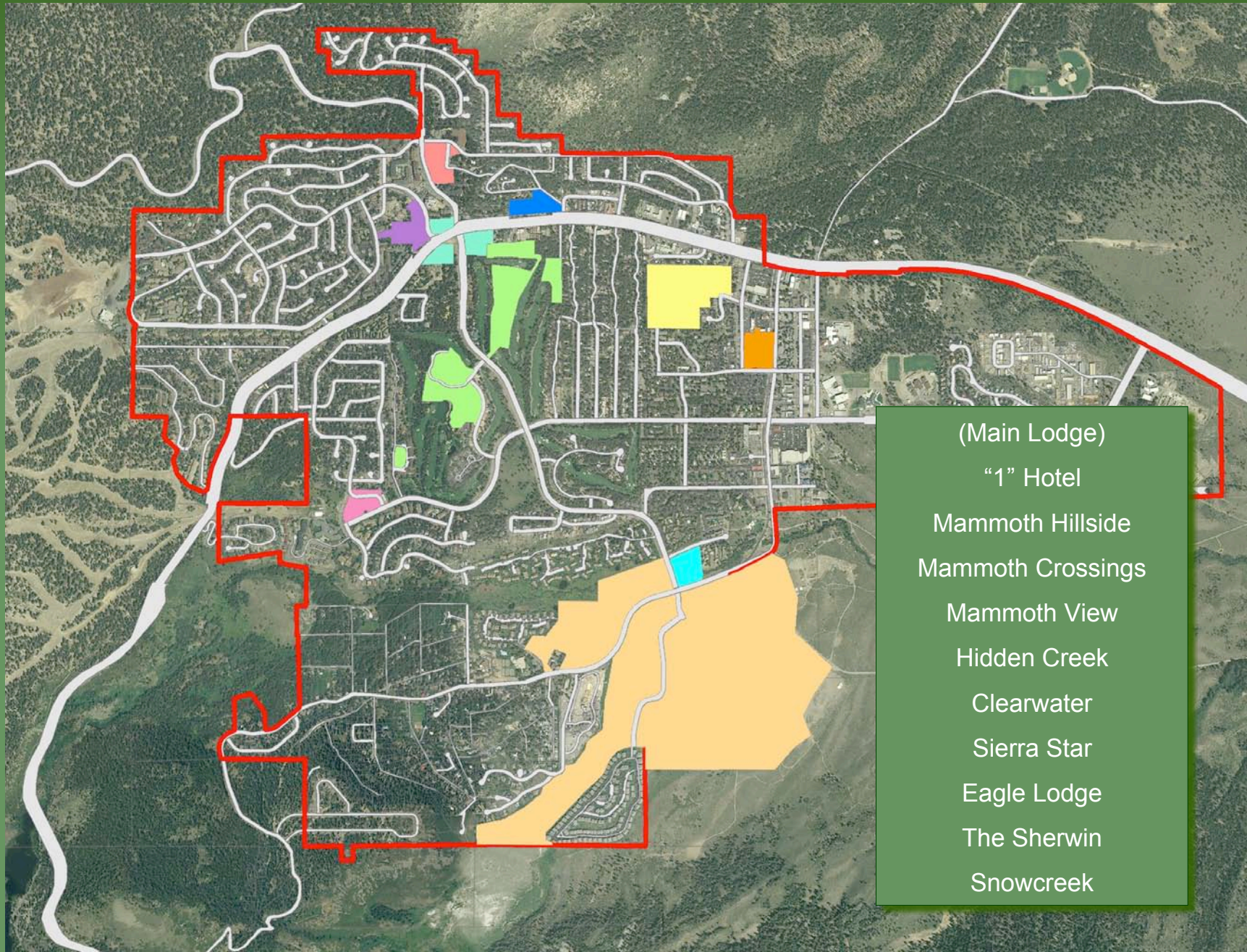
Clearwater

Sierra Star

Eagle Lodge

The Sherwin

# Eleven Major Entitlement Applications



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Mammoth Hillside

Mammoth Crossings

Mammoth View

Hidden Creek

Clearwater

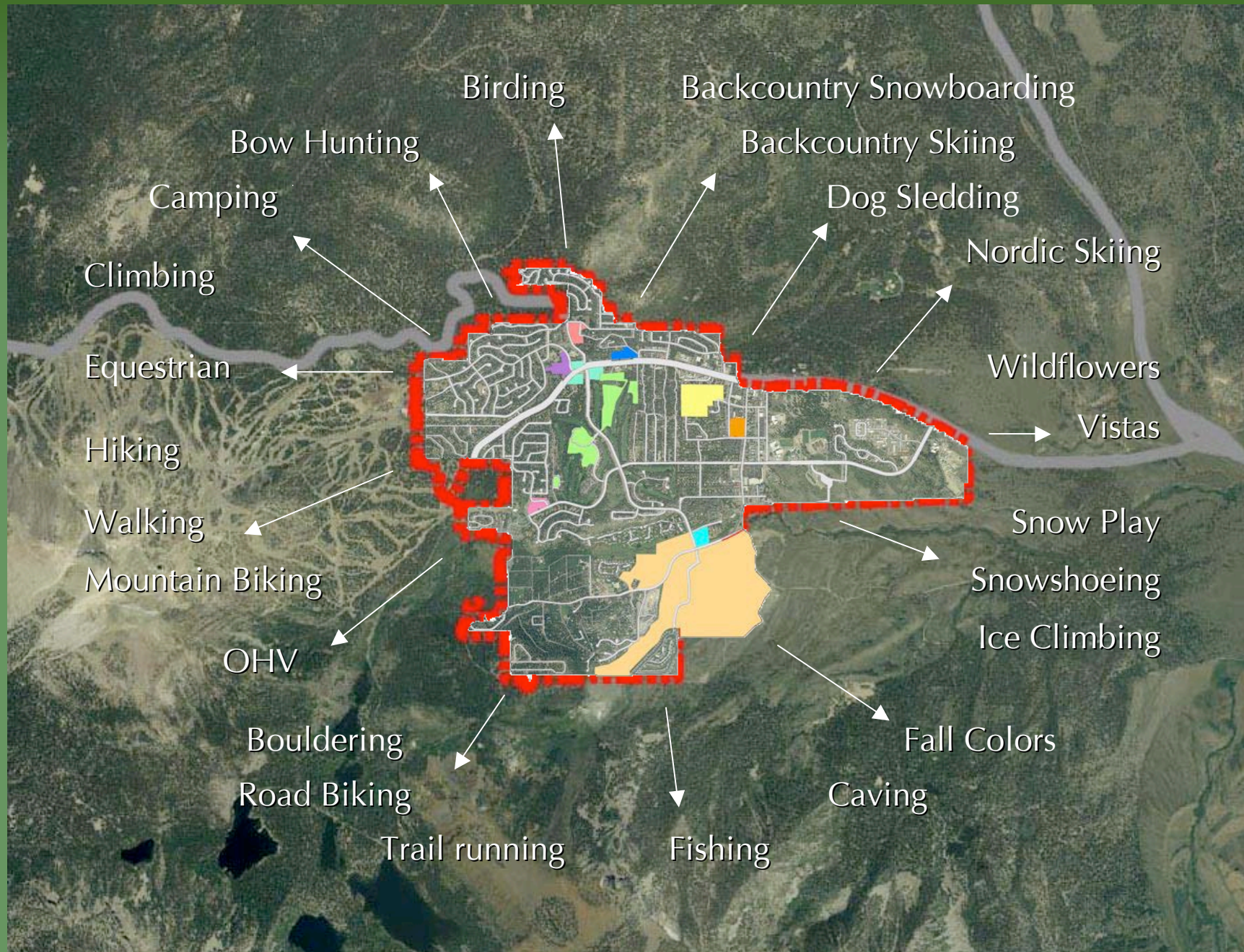
Sierra Star

Eagle Lodge

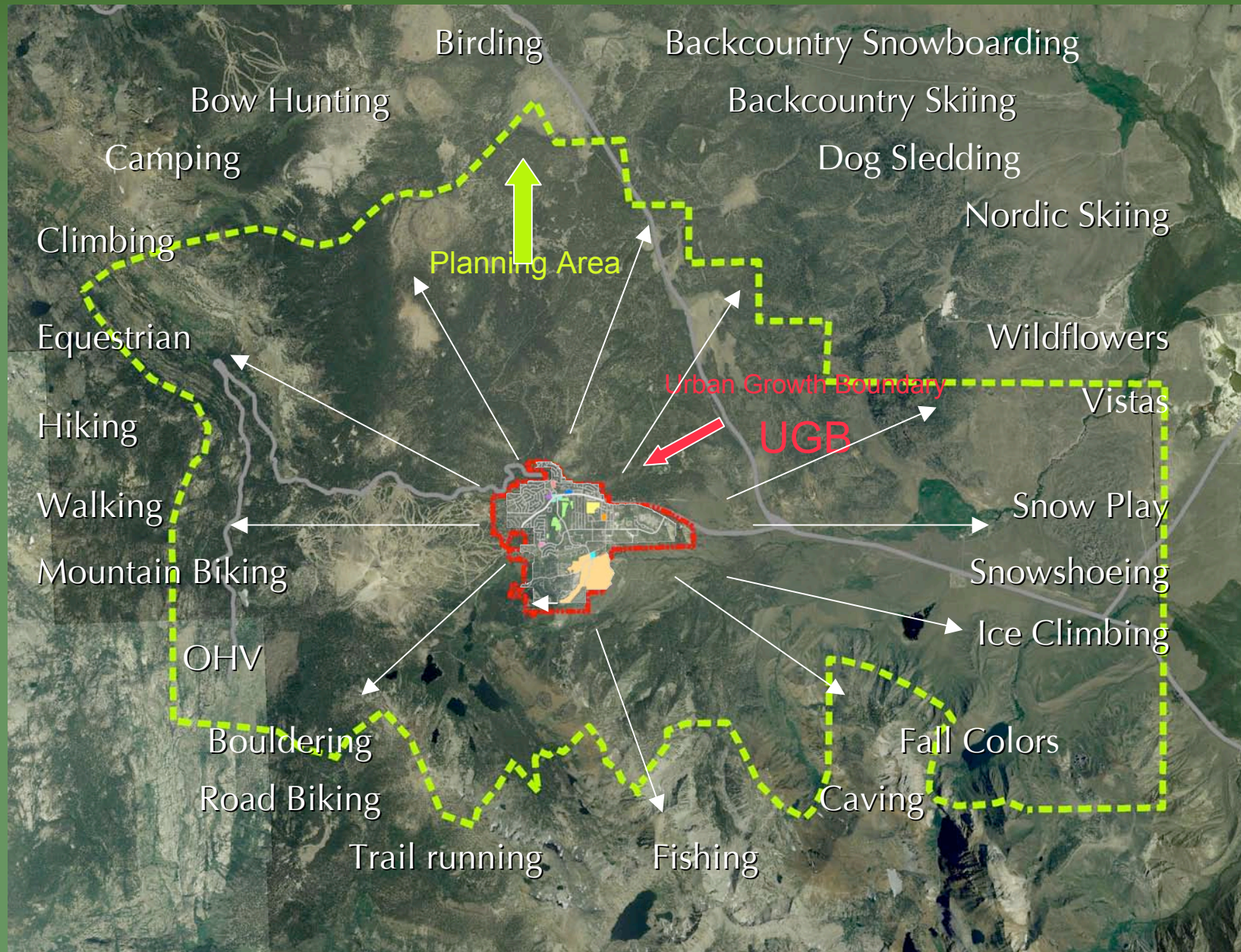
The Sherwin

Snowcreek

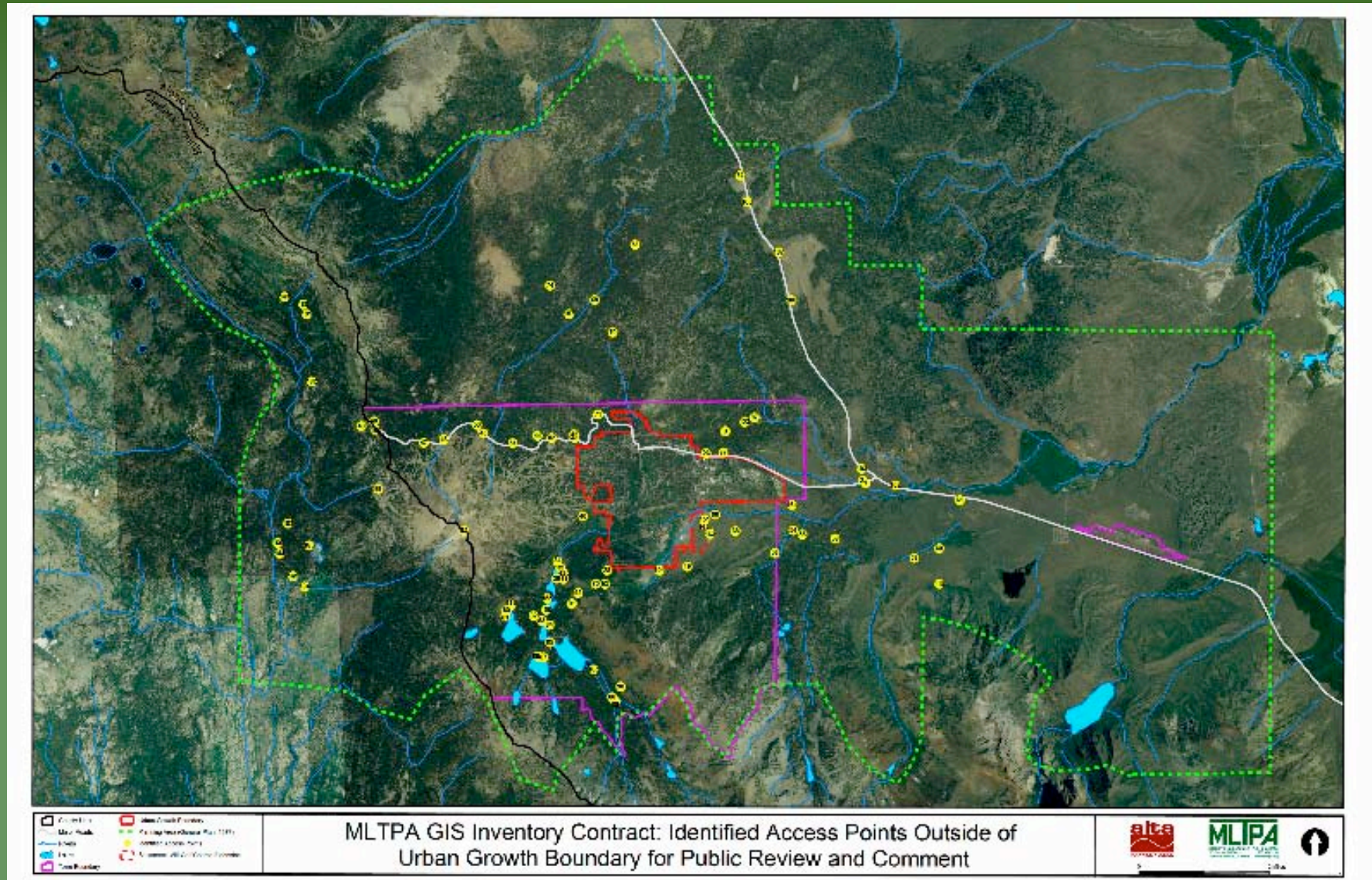
# A Trails Masterplan: Connecting Real Estate With Amenities



# Masterplan Developer's Perspective: Trails

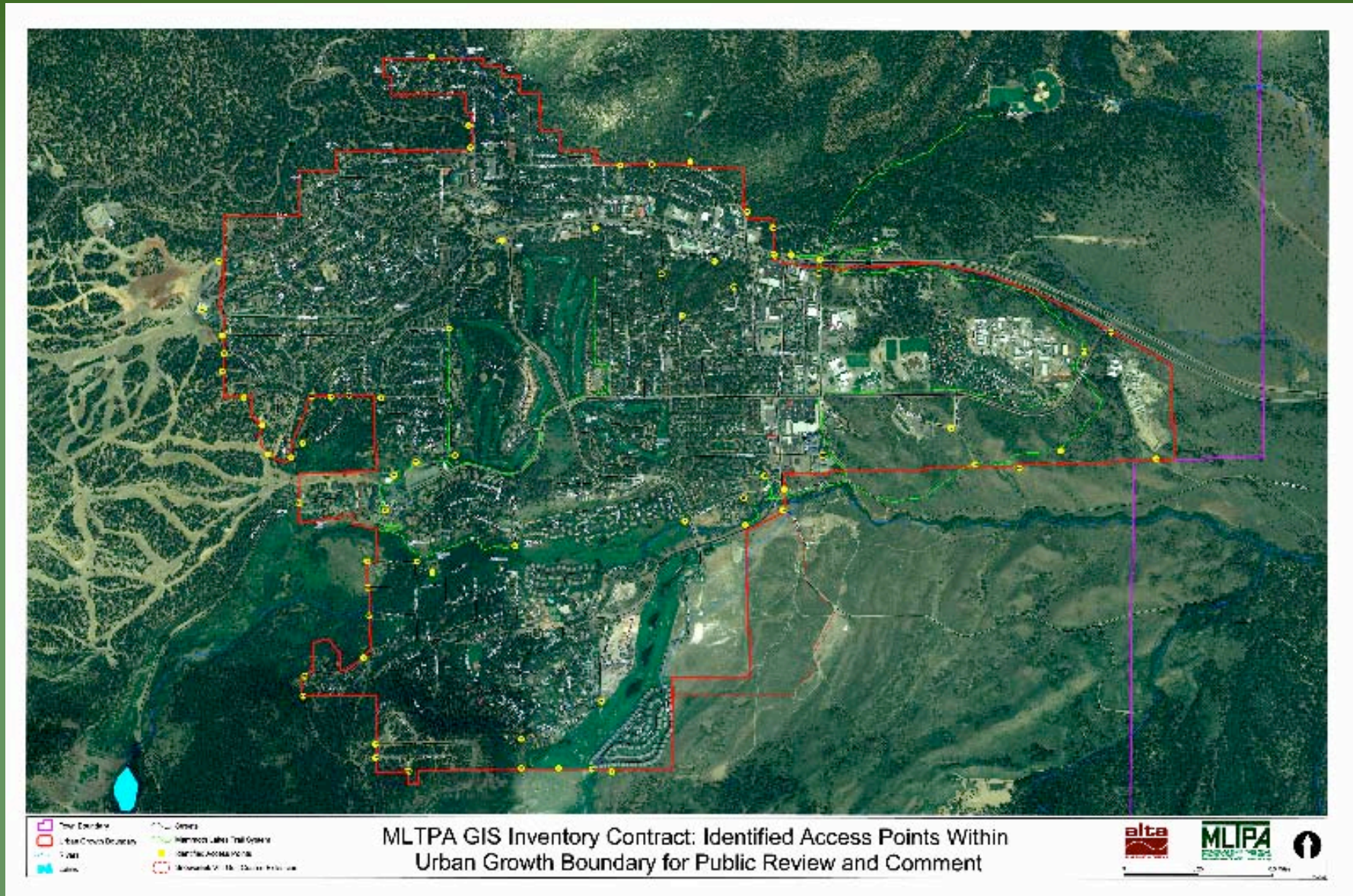


# Planning Process: First Steps - MLTPA GIS Inventory



***Partnering: TOML and MLTPA***

# Planning Process: First Steps - MLTPA GIS Inventory

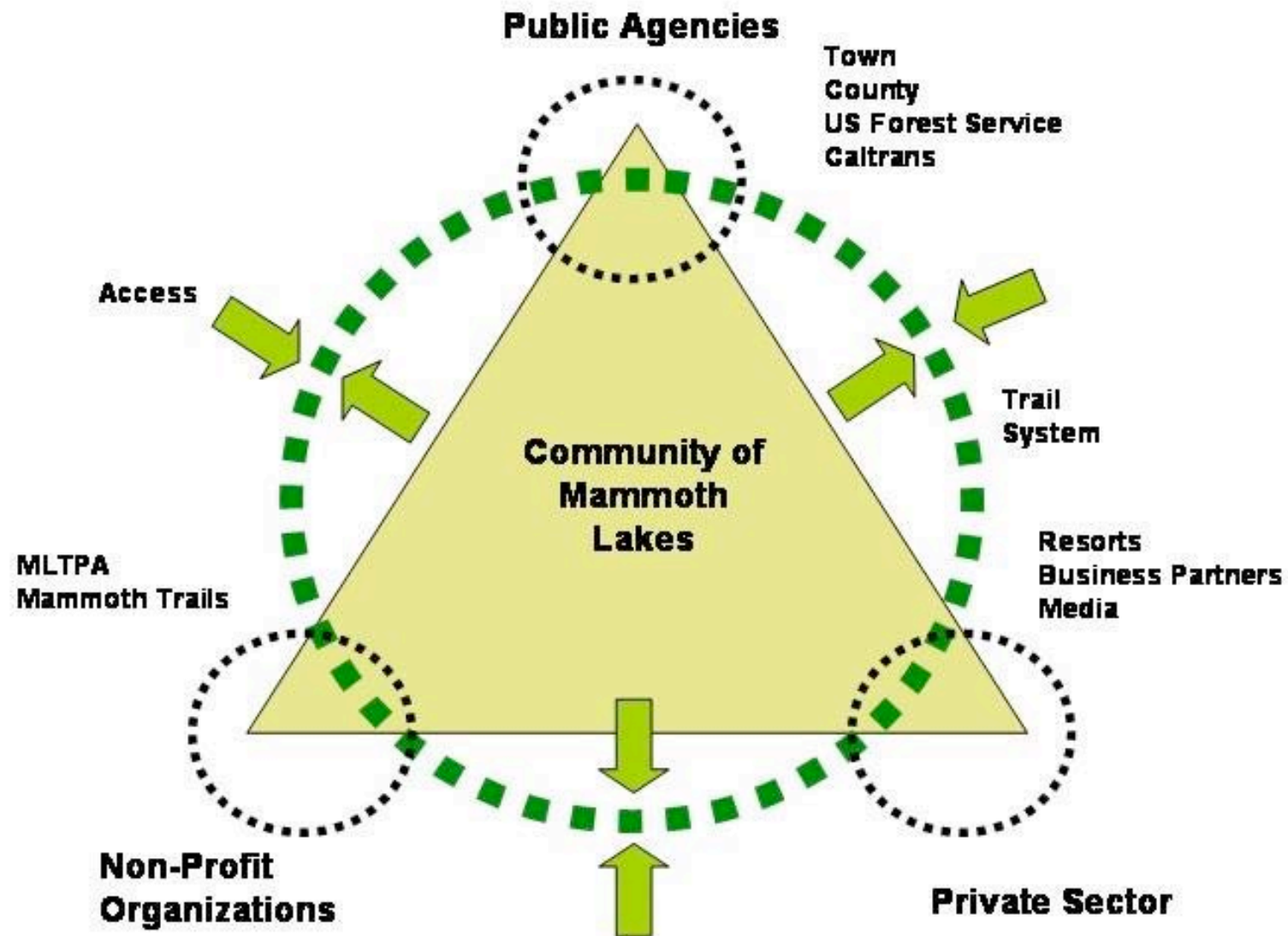


## Partnering: TOML and MLTPA

*What role should the **development community** play in a trails planning effort in Mammoth Lakes?*

- ✓ **Advocate for a Planning Process**
- ✓ **Participate in a Planning Process**
- ✓ **Partner and Help Fund a Planning Process**

# Planning Together



# The Developers' Forum

*A Cooperative Effort of*  
"The Mammoth Lakes Chamber of Commerce"  
*and*  
"Mammoth Lakes Trails and Public Access Foundation"

Contact Randy Martin:  
[randy@martin-associates.net](mailto:randy@martin-associates.net)

# Thank You!

*We'll See You Out On The Trails!*

*A Special Thanks To Christian Pondella Photography for permission to use his classic images!*

