

TOWN OF SNOWMASS VILLAGE

**PLANNING COMMISSION
MEETING MINUTES**

September 3, 2025

Members Present:

Matt Dube, Chair
Brian Marshack, Vice Chair
Doug Faurer
Jim Gustafson
Stan Clauson
David Seglin
Jami McMannes

Staff Present:

Dave Shinneman
Jim Wahlstrom
Ashleigh Huff

Members Absent:

None

Others Present:

Dwayne Romero, Gyles Thornely, and Michael Sura.

Call to order: The meeting was called to order at 4:00 p.m. by Matt Dube, Chair. No commissioners were absent.

Item 1: Meeting Minutes from August 20, 2025:

The minutes from the August 20, 2025, meeting were presented for approval. No edits or comments were made. Commissioner Faurer motioned to approve the minutes, seconded by Commissioner Clauson. Approved 7-0.

Item 2: Divide (SHOP) Workforce Housing – Major Preliminary Plan:

The Commission began with the continuation of the SHOP Workforce Housing project. As this was a public hearing, Chair Dube formally opened the item to allow for public comment; however, no members of the audience chose to speak. A motion was made by Chair Dube, seconded by Commissioner Seglin, to continue the discussion of the SHOP Workforce Housing Major Preliminary Plan to September 17th. The motion passed unanimously.

Item 3: Snowmass Mall Comprehensive Sign Plan Amendment:

Jim Wahlstrom, Senior Planner, explained that the proposal sought to consolidate several outdated sign plans from the 1980s into a single unified plan to address long-standing issues with inconsistent and non-compliant signage. Mr. Wahlstrom noted that while comprehensive sign plans were originally

intended to provide flexibility for large commercial centers, that flexibility must still align with the community's interests. Staff expressed concern that the proposed amendment, which would allow larger signage and additional exceptions, could primarily benefit the mall owner rather than balance community character with business needs. Photographs were presented illustrating both compliant and non-compliant signs, including wall signs, projecting signs, window decals, sandwich boards, and banners—showing a mix of orderly signage alongside cluttered or unauthorized displays.

The applicant's team, led by planner Giles Thornley and property owner Dwane Romero, gave a detailed presentation. The applicant emphasized that the consolidation effort would simplify rules, bring roughly 90% of existing signs into compliance, and reduce future enforcement conflicts. Mr. Thornley argued the plan preserved the mall's character, which they described as historic, entrepreneurial, and locally driven, contrasting it with the more standardized, "sterile" feel of Base Village. Mr. Romero stressed the economic importance of the mall, noting its 80,000 square feet of commercial space, nearly 50 local businesses, and more than 200 jobs, all without national corporate tenants. He argued that updated signage rules would directly support the survival of locally owned businesses that rely on attracting visitors in a competitive resort environment.

Commissioners discussed issues of sign size, design consistency, window clings, temporary signage, safety, and obstruction concerns. Input emphasized the importance of clear wayfinding, incorporating tenant feedback, and establishing compliance timelines. Concerns were raised that overly large signs could overwhelm the mall's character and obscure building architecture, while others noted the value of preserving a lively, slightly "rough around the edges" aesthetic as part of Snowmass Village's identity. Temporary signs, such as sandwich boards and banners, were acknowledged as both a source of clutter and a useful tool for upper-level or hard-to-find businesses. Window clings and decals also prompted debate: some commissioners viewed them as contributing to clutter or blocking visibility, while others considered them a distinctive element of the mall's character, particularly when used artistically or to screen service areas. Several commissioners emphasized that, because the mall is under single ownership, the landlord bears primary responsibility for appropriate signage. However, they also noted the importance of maintaining town oversight to safeguard community interests, particularly given the potential for future changes in ownership. Commissioner Clauson left the meeting at 5:56 pm.

The Commission expressed general support for the consolidation effort but requested refinements, particularly regarding sign size limits, clearer treatment of window signage, consistency in materials and design, and coordination with other mall-area property owners. Staff were directed to prepare revisions and return with a resolution for conditional approval at the next meeting.

Item 4: Community Development Director Updates:

- Divide Workforce housing discussion on September 17th
- Willows PUD will also be on September 17th
- Timbermill CSP has also come in
- The Drawsite (preliminary PUD) application is in as well

Adjournment: The meeting adjourned at 6:15 p.m.