



**MAMMOTH:
EXECUTING THE PLAN FOR
A PREMIERE DESTINATION
COMMUNITY**



MAIN LODGE



CANYON LODGE



NORTH VILLAGE



DOWNTOWN

MOUNTAIN & TOWN OPPORTUNITIES



EAGLE / CAMP HIGH SIERRA



SIERRA STAR



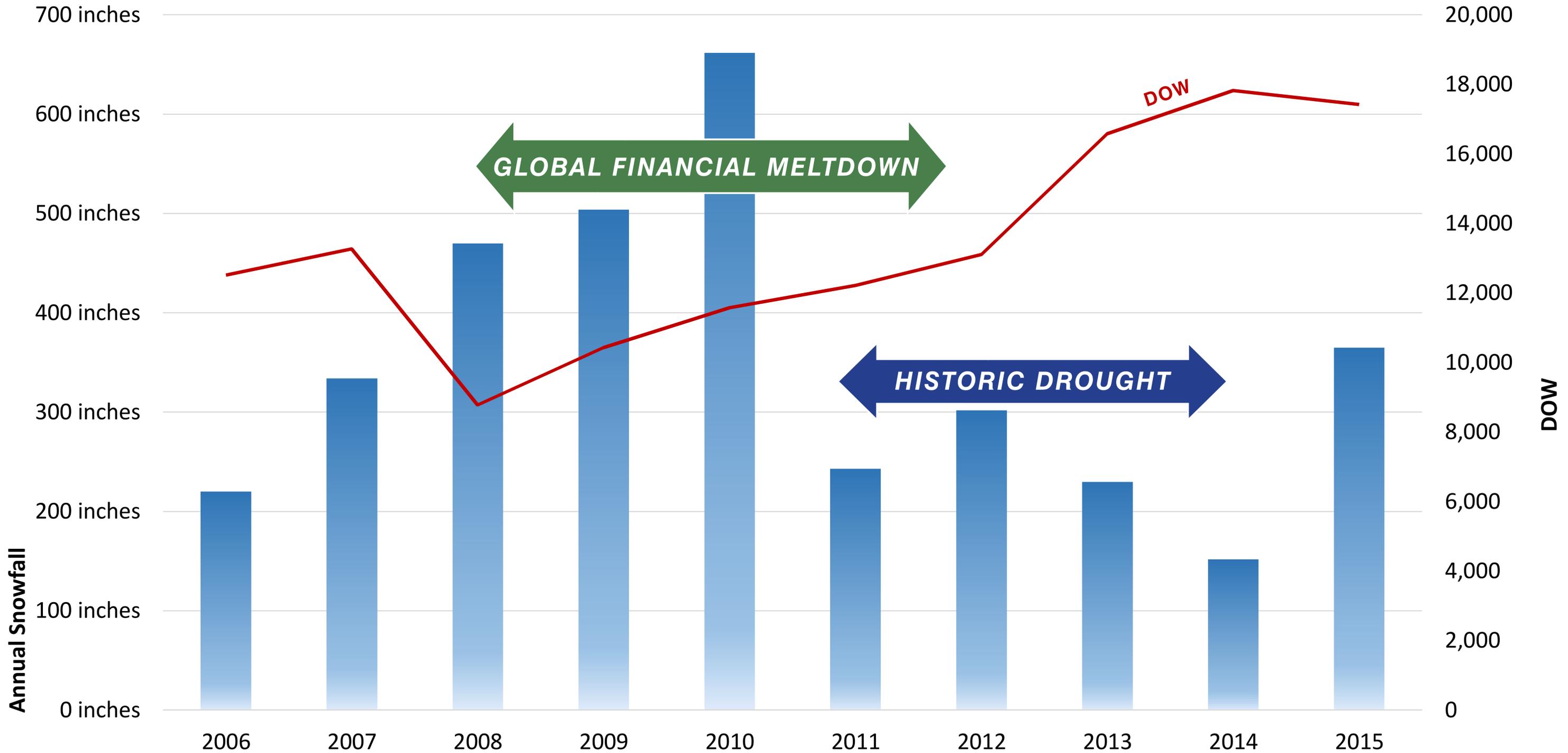
GLOBAL TRENDS



MOUNTAIN RESORTS



10 YEARS OF RECESSION AND DROUGHT



NOTE: DJI value on December 31st of each calendar year.

REVITALIZATION & DEVELOPMENT STRATEGIES



Final Draft

**Real Estate Market Outlook and
Development Strategy
Recommendations**

Prepared for

**Town of Mammoth Lakes
Community Development Department**

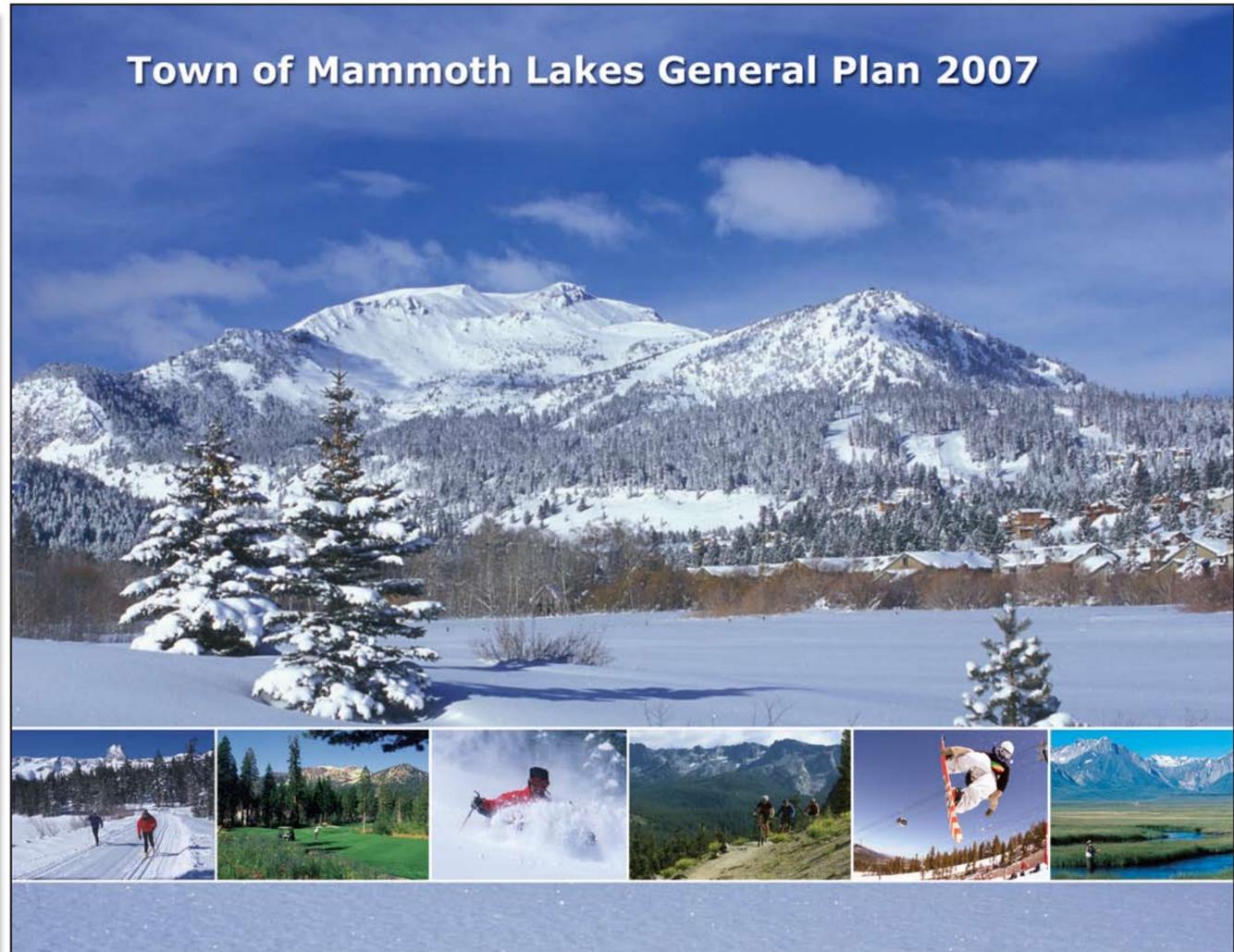
Submitted by

Economics Research Associates

October 2, 2007

ERA Project No. 16891

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Town of Mammoth Lakes General Plan 2007

The Economics of Land Use



Final Report

Mammoth Lakes Economic Forecast and Revitalization Strategies

Prepared for:

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October 6, 2011

EPS #20111

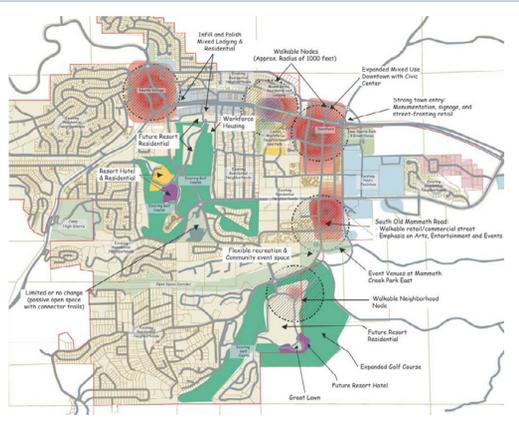
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PLANS AND POLICIES IN PLACE

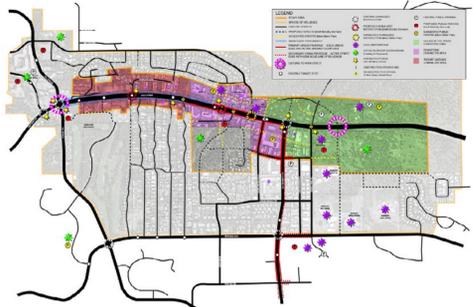
Anticipating Mammoth's Future:
Town of Mammoth Lakes
 Neighborhood District Planning: Concepts & Strategies



Mammoth Lakes CALIFORNIA

Accepted August 3, 2011

TOWN OF MAMMOTH LAKES
MAIN STREET PLAN



FINAL PLAN | FEBRUARY, 2014

Mammoth Lakes CALIFORNIA



Town of Mammoth Lakes
 Draft General Plan Mobility Element

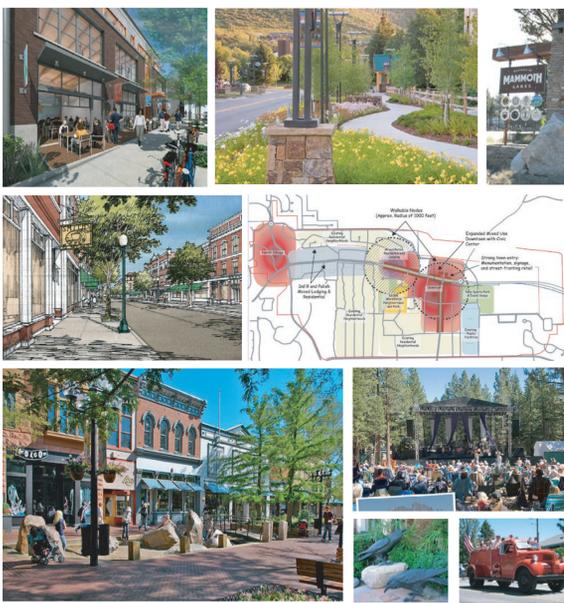
October 10, 2011

Mammoth Lakes CALIFORNIA



North Old Mammoth Road - District Special Study
 Town of Mammoth Lakes

June 3, 2008



Town of Mammoth Lakes
 Downtown Concept for Main Street

Accepted September 1, 2010



Town of Mammoth Lakes
 Sierra Valley
 Neighborhood District Planning Study

DRAFT June 24, 2011

Town of Mammoth Lakes
 Housing Element 2014-2019

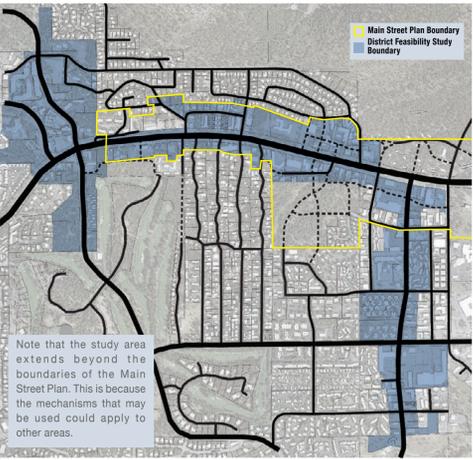


30th ANNIVERSARY
 Mammoth Lakes CALIFORNIA
 June 18, 2014



Parking and Snow Management District Feasibility Study - DRAFT REPORT

INTRODUCTION



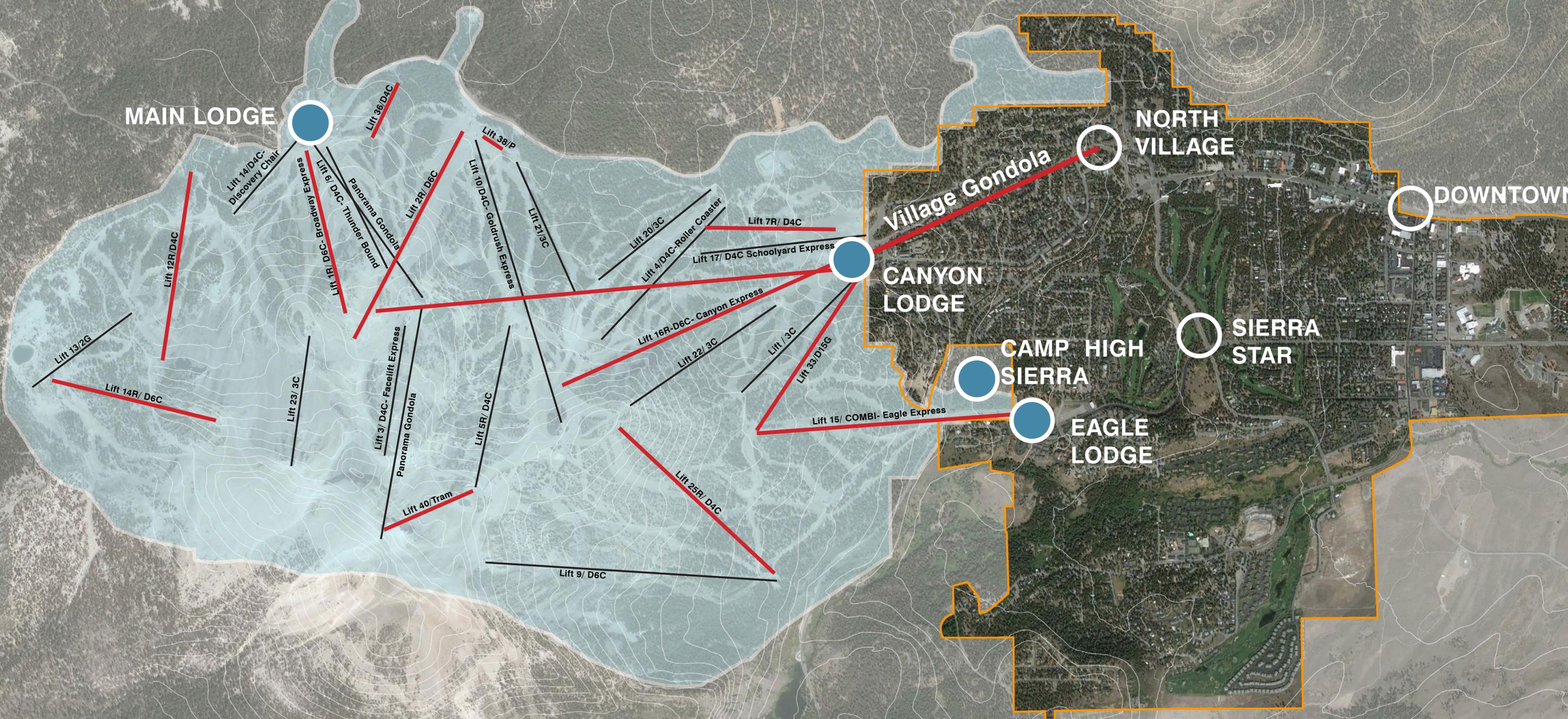
Note that the study area extends beyond the boundaries of the Main Street Plan. This is because the mechanisms that may be used could apply to other areas.

Figure 1: District Feasibility Study Area

Introduction



MOUNTAIN PLANNING



MAIN LODGE

NORTH VILLAGE

DOWNTOWN

Village Gondola

CANYON LODGE

SIERRA STAR

CAMP HIGH SIERRA

EAGLE LODGE

\$100M MOUNTAIN CAPITAL PLAN PLUS REAL ESTATE INVESTMENTS



MAIN LODGE



**WORLD'S BEST
SKI BEACH**





**A 5-STAR RESORT
EXPERIENCE**

MAMMOTH'S 5-STAR EXPERIENCE



CANYON LODGE



THE VILLAGE



VILLAGE LIFE

CANYON LODGE

**FUTURE LODGING,
SKIER SERVICES
AND STRUCTURED
PARKING**

Chair 7
Heimos
Schoolyard Express
Canyon Express

CANYON BLVD.
RAINBOW LANE
Village Gondola
4 MINUTE RIDE
LODGE
REPURPOSED AS
CONFERENCE
AND MEETING
SPACE
Gondola Expansion

**SHARED
PARKING
STRUCTURE
(230 CARS /LEVEL)**

NEW PARK

**OPTIONAL
PARKING,
PARK OR
HOUSING
(120 UNITS)**

FOREST TRAIL
**"ON MOUNTAIN"
LODGING**

38 Parking
Spaces

Village
Gondola

MINARET ROAD

**"ON MOUNTAIN"
LODGING**

CANYON BLVD

MAIN STREET

VILLAGE

PARKING AND PUBLIC REALM





CONFERENCE SPACE AT THE VILLAGE'S BEACHHEAD

EAGLE & SIERRA STAR



A FULLY AMENITIZED FOUR SEASON RESORT

RESIDENTIAL

FOUR STAR RESORT HOTEL & CONFERENCE SPACE

GOLF COURSE ESSENTIAL TO RESORT

GOLF CLUBHOUSE

GONDOLA LINK

CAMP HIGH SIERRA

NEW TEACHING TERRAIN

Eagle Express

NEW BASE FACILITIES

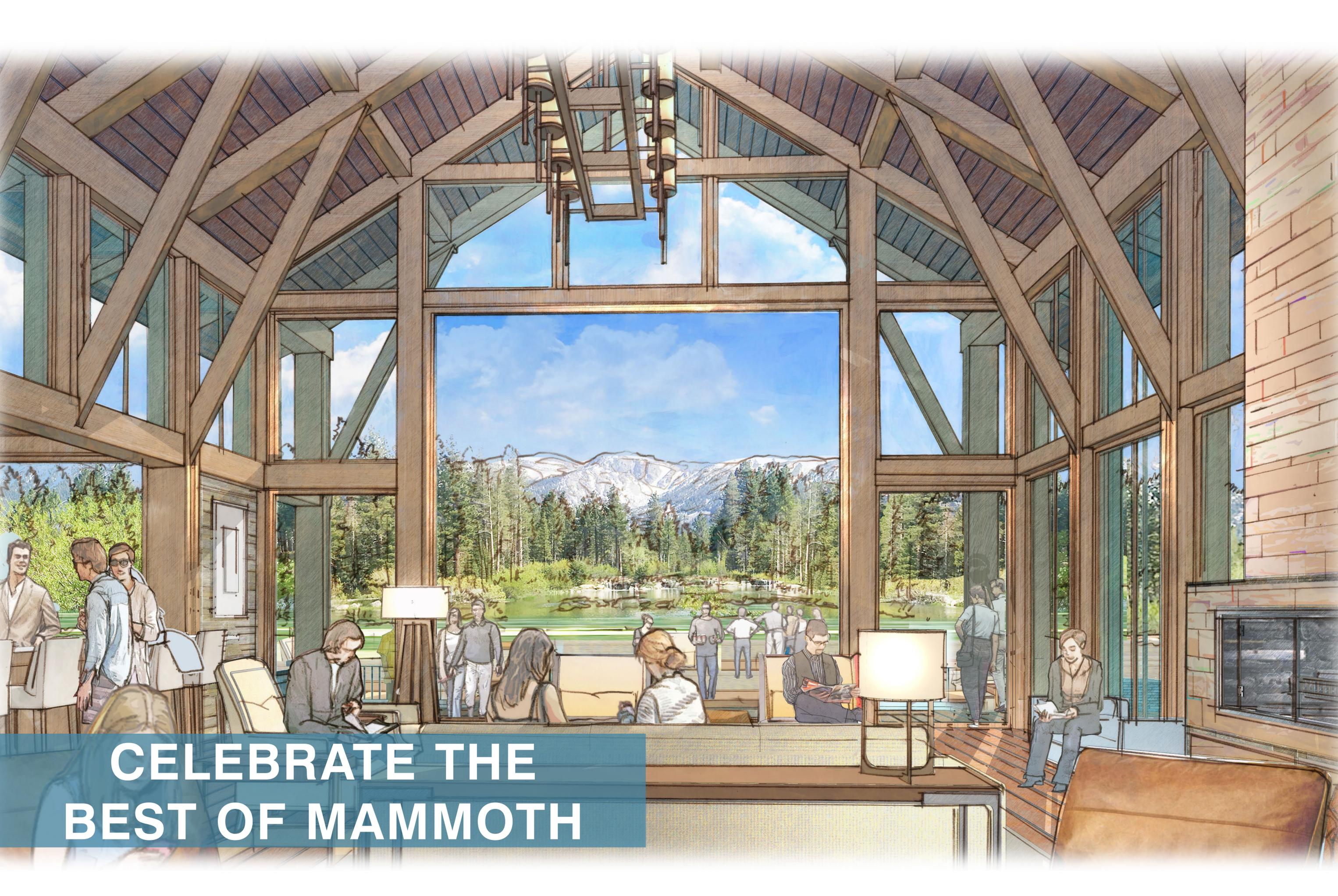
LODGING

NEW TRANSIT HUB

MERIDIAN BLVD.

MINARET ROAD





**CELEBRATE THE
BEST OF MAMMOTH**



**FULLY AMENITIZED
FOUR SEASON RESORT**

A PLACE FOR WEDDINGS & EVENTS



LEVERAGE THE GOLF COURSE AND LINK TO EAGLE

EVENT LAWN

RESIDENTS CLUB

HOTEL

MEETING AND CONFERENCE

Gondola to Eagle Lodge

RESIDENTIAL

GOLF CLUBHOUSE

MINARET ROAD

MERIDIAN BLVD.



An aerial photograph of a mountain resort town. The town is nestled in a valley, surrounded by dense evergreen forests. In the foreground, there are several large, modern resort buildings with dark roofs and light-colored walls. A winding road or path leads through the town towards the mountains. In the background, a large mountain with patches of snow on its peaks rises against a clear blue sky. The overall scene is bright and sunny, suggesting a clear day.

CONNECTION TO THE MOUNTAIN

“FEET FIRST” APPROACH

CAMP HIGH SIERRA

NEW TEACHING
TERRAIN & SKI
SCHOOL

LODGING

Teaching
Terrain

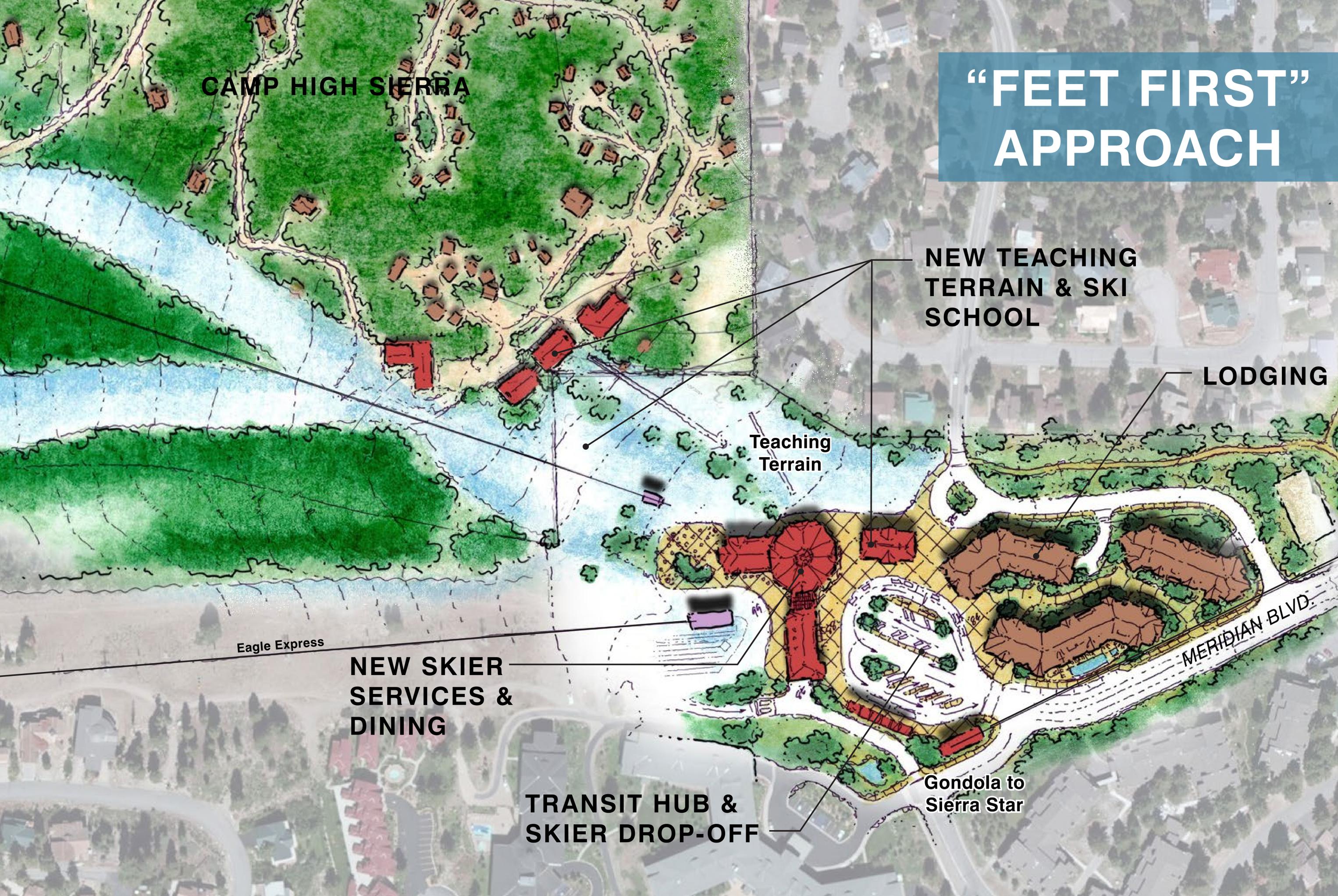
Eagle Express

NEW SKIER
SERVICES &
DINING

TRANSIT HUB &
SKIER DROP-OFF

Gondola to
Sierra Star

MERIDIAN BLVD.



DOWNTOWN MAMMOTH



PLANS AND POLICIES IN PLACE

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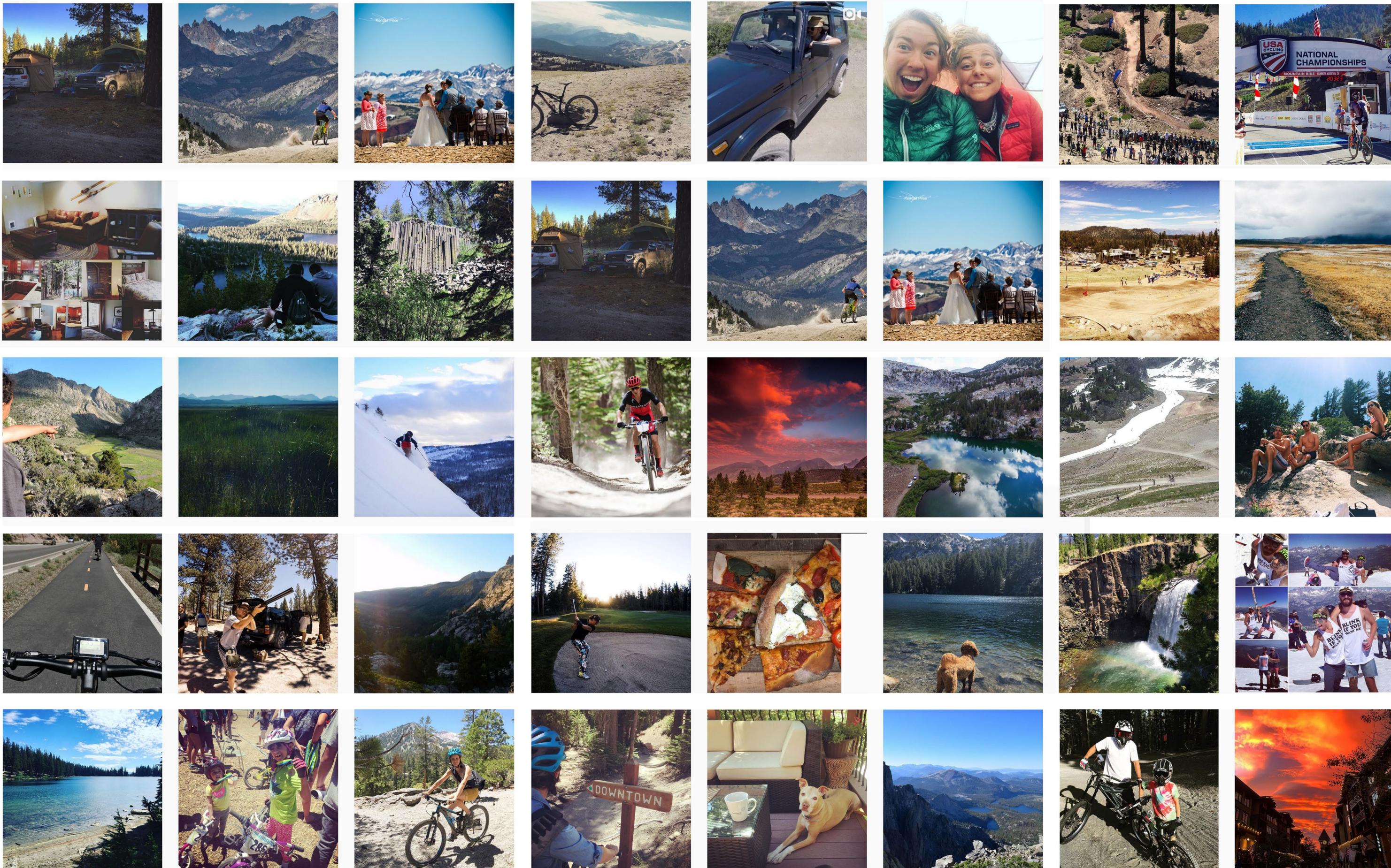
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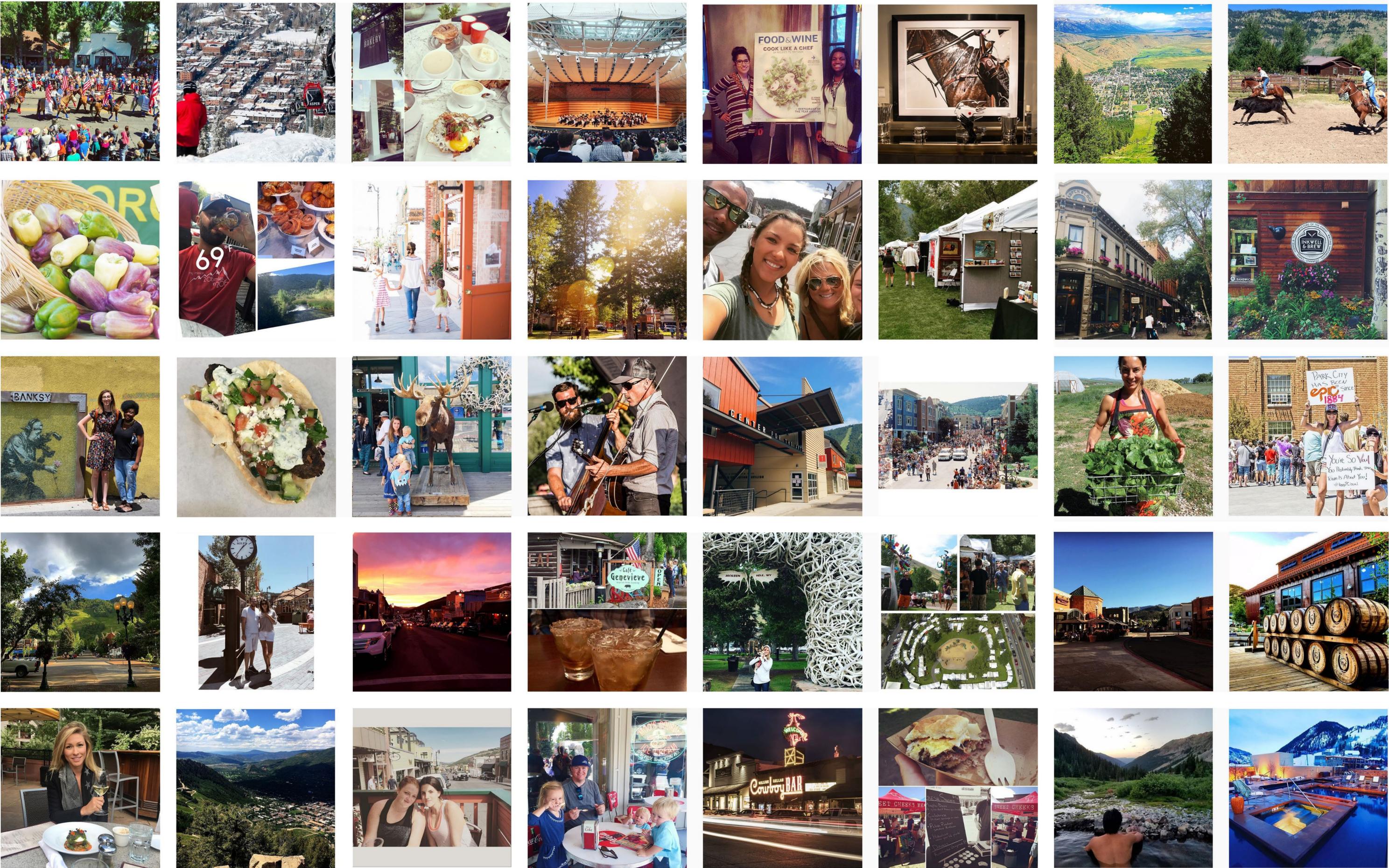
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Figure 1: District Feasibility Study Area

Introduction 1



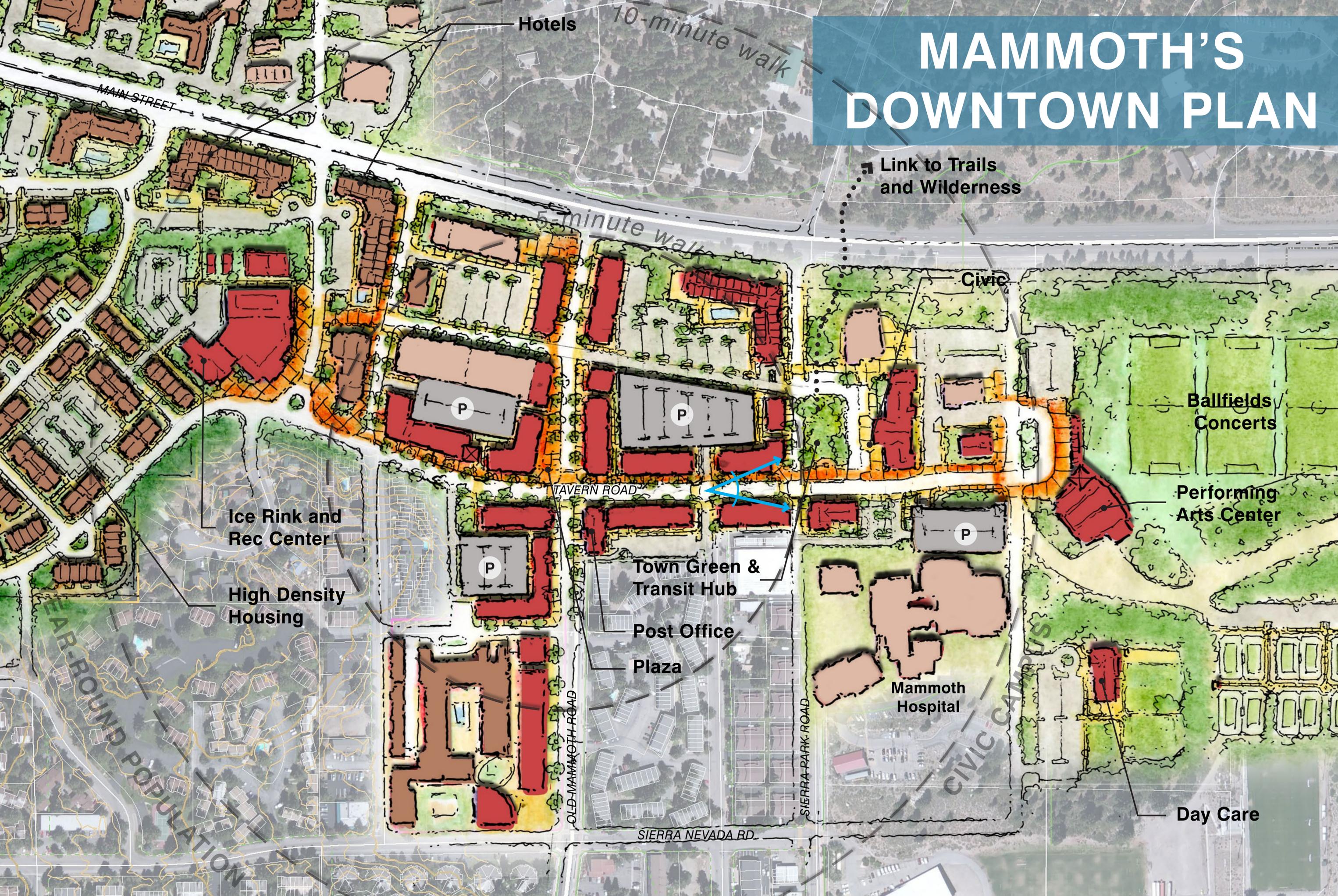
#mammoth #mammothmountain #mammothlakes



#aspen #parkcity #parkcityut #jacksonhole #jacksonwy



MAMMOTH'S DOWNTOWN PLAN



Hotels

10-minute walk

MAIN STREET

Link to Trails and Wilderness

5-minute walk

Civic

Ballfields/Concerts

Performing Arts Center

Ice Rink and Rec Center

High Density Housing

TAVERN ROAD

Town Green & Transit Hub

Post Office

Plaza

Mammoth Hospital

CIVIC CAMPUS

Day Care

OLD MAMMOTH ROAD

SIERRA NEVADA RD.

SIERRA PARK ROAD

EAR-BOUND POPULATION



Old Mammoth
Place Project

Old Mammoth Road

Tavern Road

Ice Rink and
Rec Center

Shared Parking

Town Green

Town Hall

Existing Courthouse

THE DOWNTOWN MAMMOTH NEEDS



IMPLEMENTING THE PLAN FOR DOWNTOWN

Hotels

M-A-I-N-S-T-R-E-E-T

Ice Rink and Rec Center

Town Green & Transit Hub

Civic Campus

Hotels

Ballfields / Concerts

Shady Rest Housing

Performing Arts Center

T-A-V-E-R-N R-O-A-D

Post Office

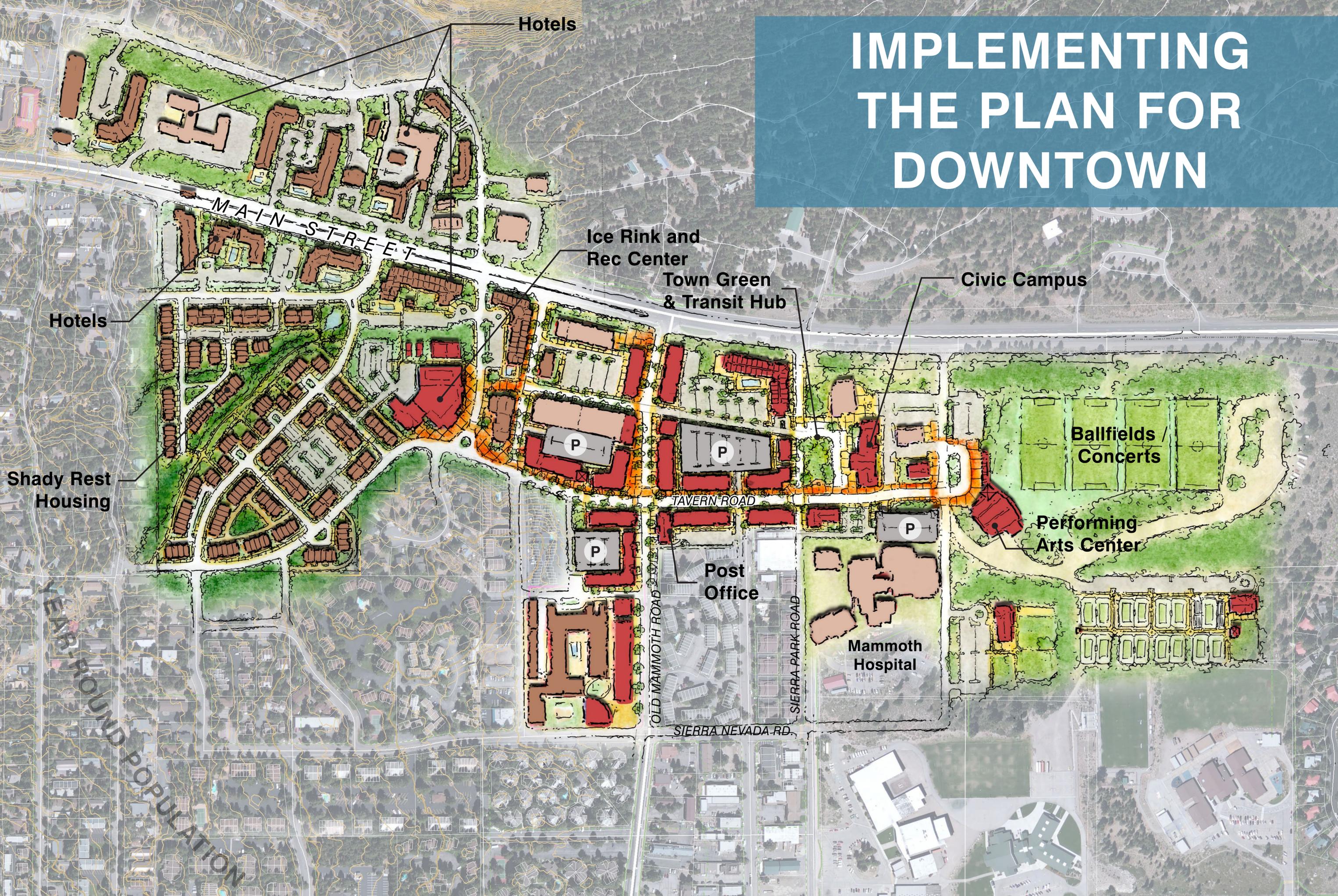
Mammoth Hospital

O-L-D M-A-M-M-O-T-H R-O-A-D

S-I-E-R-R-A P-A-R-K R-O-A-D

S-I-E-R-R-A N-E-V-A-D-A R-D.

YEAR-R-OUND POPULATION



SHADY REST IS THE CATALYST FOR DOWNTOWN & A MAIN STREET

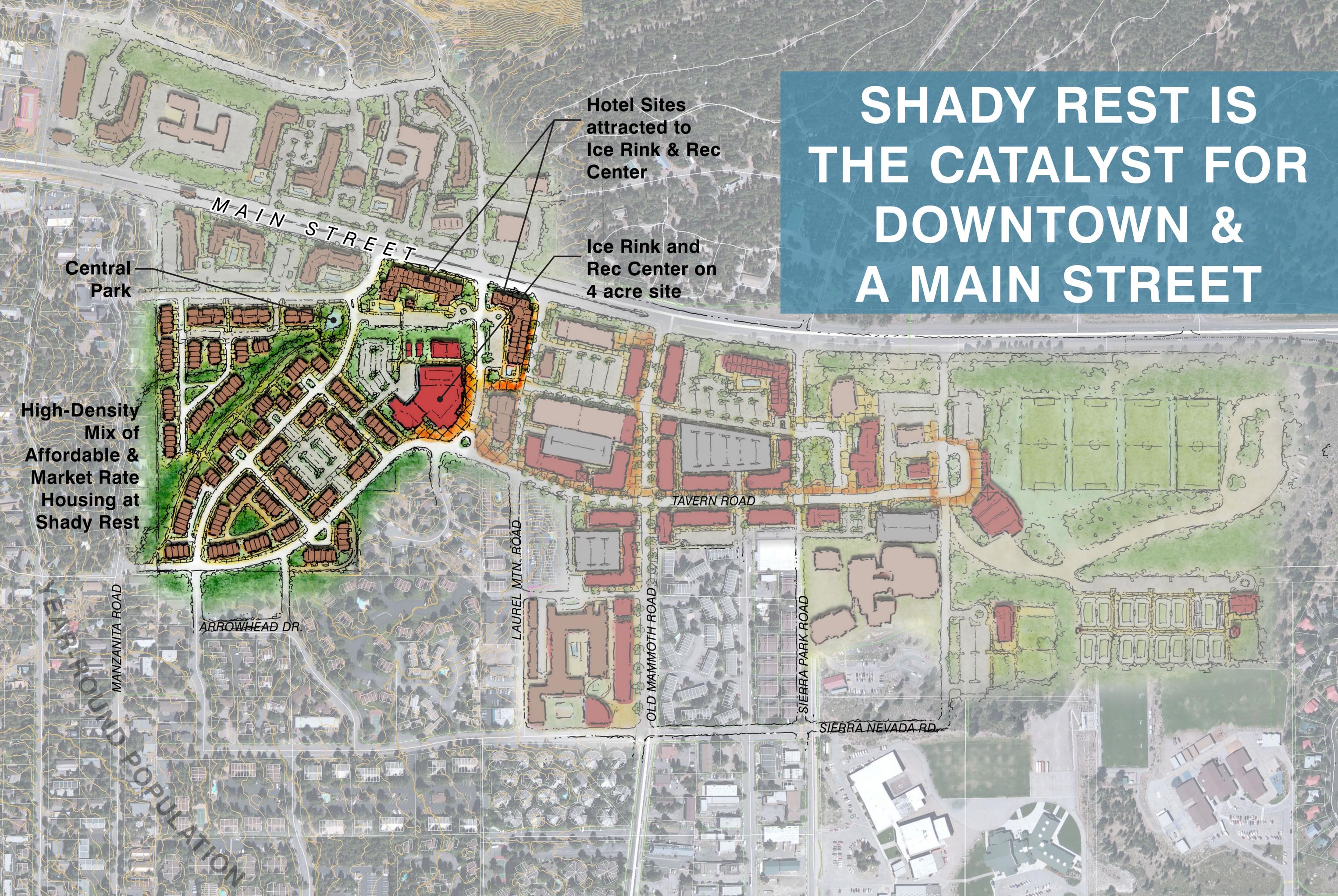
Hotel Sites attracted to Ice Rink & Rec Center

Ice Rink and Rec Center on 4 acre site

Central Park

High-Density Mix of Affordable & Market Rate Housing at Shady Rest

YEAR-ROUND POPULATION



HOME TO CIVIC SITES & COMMUNITY FACILITIES



Ice Rink and
Rec Center

Transit Hub

Courthouse
Town Hall
Police Station
Church

Ballfields /
Concerts

Performing
Arts Center

Tennis Courts,
Relocated from
the Village
& Combined
with the High
School

Day Care

Mammoth
Hospital

Town Green
Hospital
Expansion

Shared Parking
Post Office

MAIN STREET

TAVERN ROAD

THOMPSON WAY

OLD MAMMOTH ROAD

SIERRA PARK ROAD

SIERRA NEVADA RD.

YEAR-ROUND POPULATION

Community Fields
and Concert Venue

Performing Arts Center
Thompson Way

Town Hall

Town Green

Sierra Park Road

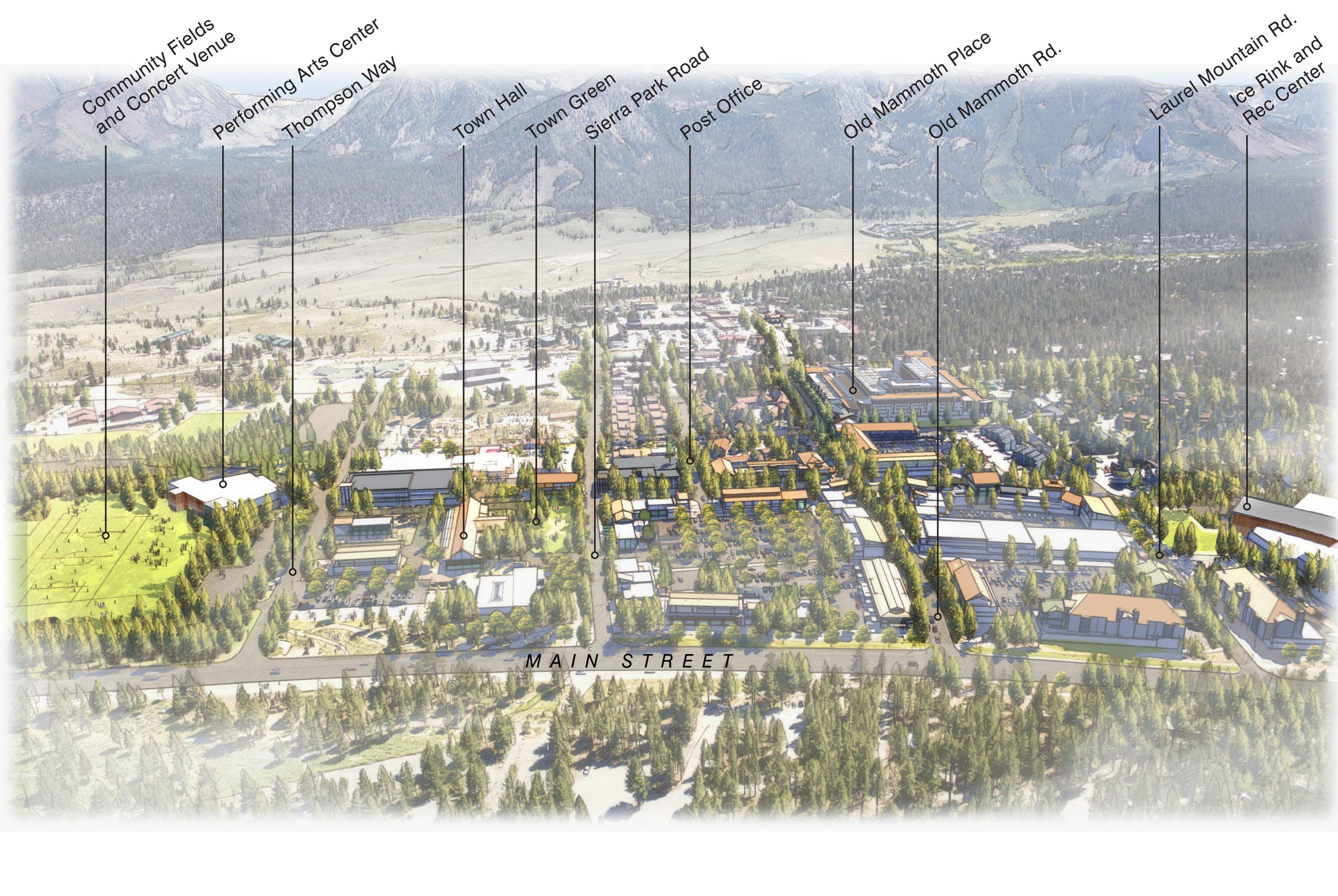
Post Office

Old Mammoth Place

Old Mammoth Rd.

Laurel Mountain Rd.
Ice Rink and
Rec Center

MAIN STREET



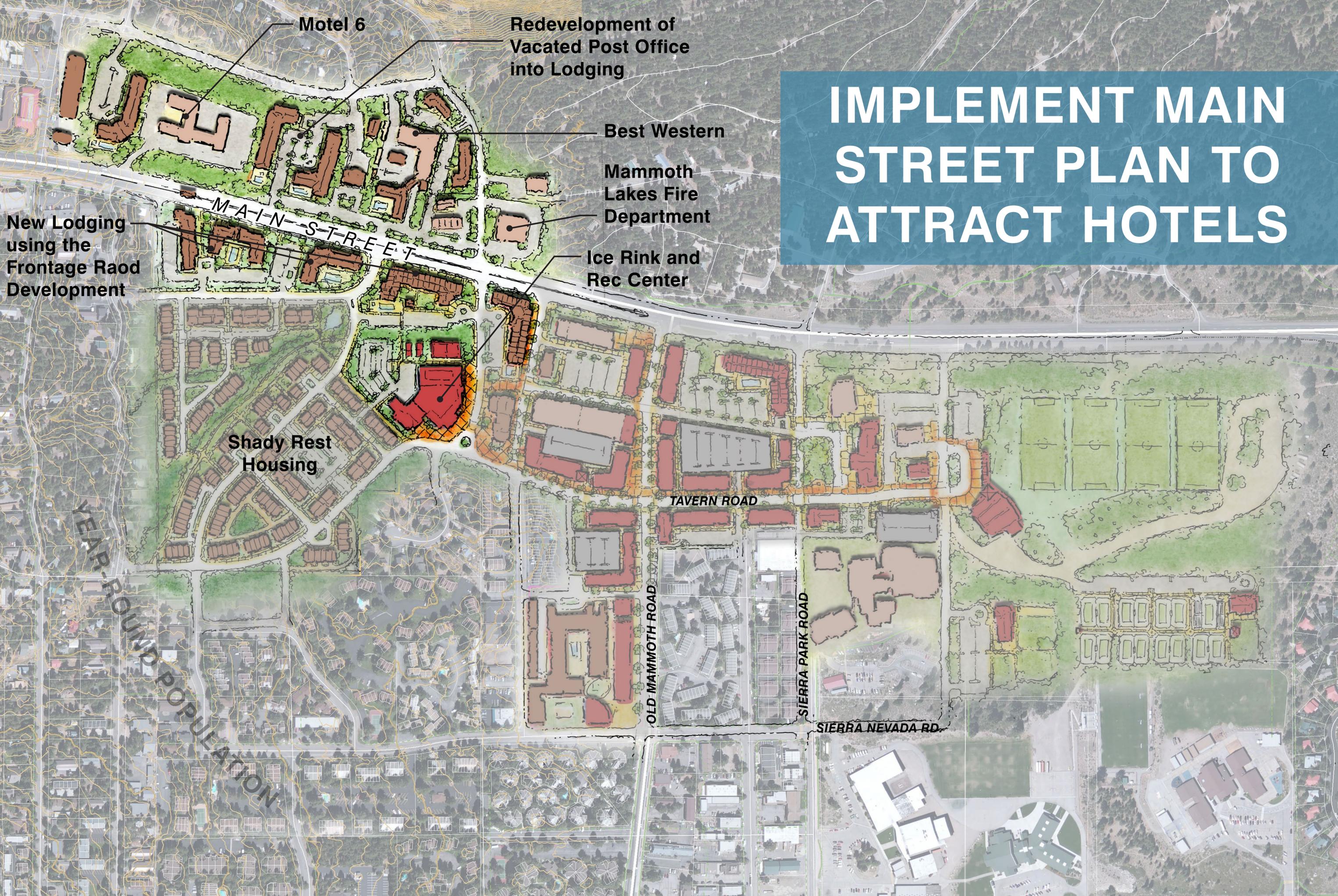
Downtown Core – Mixed Use, Street Front Retail, and Pedestrian Friendly



Figure 5-15: Downtown Core: Mixed Use, Street-front Retail and Pedestrian-Friendly



IMPLEMENT MAIN STREET PLAN TO ATTRACT HOTELS



Motel 6

Redevelopment of Vacated Post Office into Lodging

Best Western

Mammoth Lakes Fire Department

Ice Rink and Rec Center

M-A-I-N S-T-R-E-E-T

New Lodging using the Frontage Road Development

Shady Rest Housing

TAVERN ROAD

OLD MAMMOTH ROAD

SIERRA PARK ROAD

SIERRA NEVADA RD.

YEAR-ROUND POPULATION

PARKING & TRANSIT MUST BE IN PLACE FOR RETAIL TO WORK



ANCHOR

ANCHOR

ANCHOR

Mammoth
Hospital

MAIN STREET

TAVERN ROAD

SIERRA NEVADA RD.

YEAR-ROUND POPULATION

CIVIC CAMP

10 minute walk

Shared Parking

Housing
Above Retail

P

P

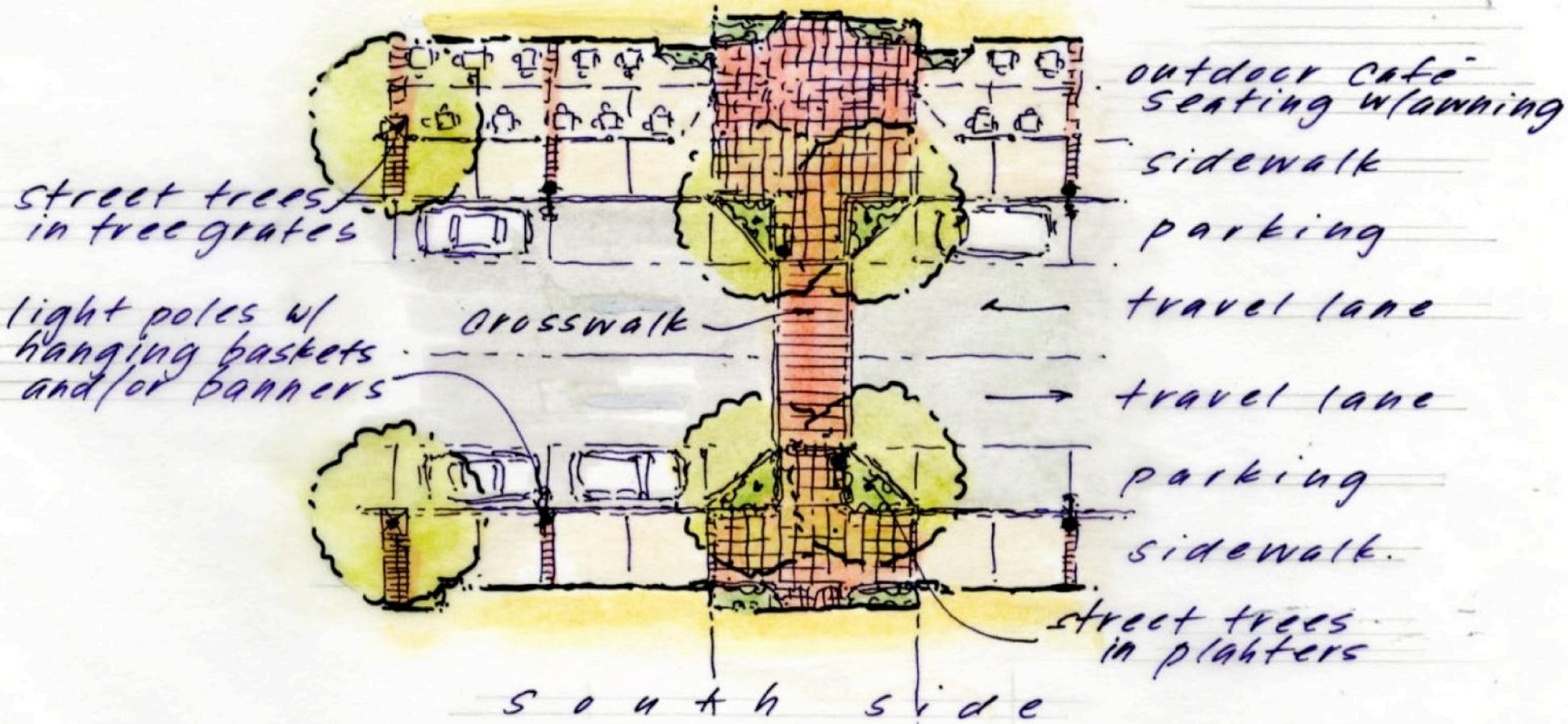
P

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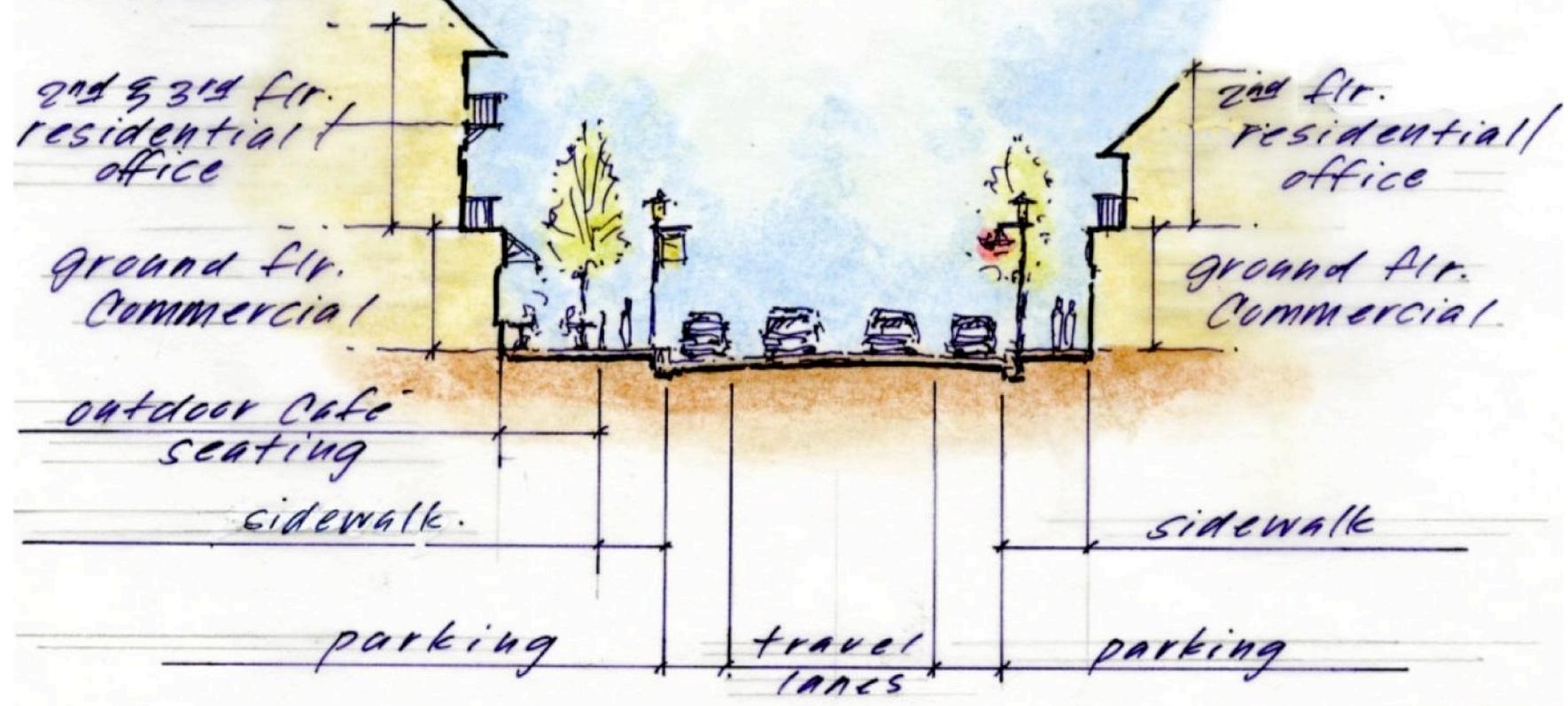
OLD MAMMOTH ROAD

SIERRA PARK ROAD

North side



Northside



**MIXED-USE
DEPENDS ON
PARKING &
TRANSIT**

A "FEET FIRST" DOWNTOWN



Motel 6

Best Western

Mammoth
Lakes Fire
Department

Ice Rink and
Rec Center

Transit Hub

Courthouse
Town Hall
Police Station
Church

Ballfields /
Concerts

Performing
Arts Center

Town Green
Post Office

Mammoth
Hospital

Large Format Retail
Housing Above Retail

Hotels

Shady
Rest
Housing

MAIN STREET

TAVERN ROAD

OLD MAMMOTH ROAD

SIERRA PARK ROAD

SIERRA NEVADA RD.



An aerial photograph of a mountain town at dusk, with architectural renderings overlaid on the scene. The background shows a large, snow-capped mountain range under a twilight sky. The foreground shows a town with buildings, streets, and a large green field. The text is overlaid in white, bold font.

Action Steps:

- 1) The Mountain: on-mountain improvements, base facilities and real estate.**
- 2) The Town: implementation strategy and funding for parking, streetscape, pedestrian bridges and narrowing Main Street -- and locate the ice rink on Shady Rest.**

