

## PRO STATEMENTS

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**The City of Aspen solicited pro and con statements from Aspen voters on the Lift One Corridor ballot question. The statements below are those submitted by Aspen registered voters. The City has not reviewed the statements for factual accuracies or inaccuracies. They are the opinions of those who submitted the statements and are unedited. Nothing contained in this factual summary or in the arguments by citizens for and against this ballot issue shall be considered a conclusion or an opinion of the City of Aspen for or against this ballot issue.**

To the Voters of the City of Aspen:

We are residents of Aspen who want to express our strong support for Lift One Lodge, Gorsuch Haus and the overall Lift One Corridor Plan.

To start, we would like to commend the leadership of City Council and the City of Aspen staff for engaging three private companies, two non-profits and the Dolinsek family in the process that has led to this plan. We view this as the very best of Public-Private partnerships. We realize this is a big proposal involving historic assets, public parks, Dean Street, two proposed lodges and as many as three new restaurants. It will change the neighborhood. But the neighborhood needs changing and this will do it in a way that serves the public in every way possible.

We are particularly excited to see Lift 1A move back down the mountain to the original location of lift-served skiing in Aspen. What a rare opportunity! The creation of a ski history museum and the restoration of old Lift 1 will honor skiing in Aspen and our community's important place in the history of the sport. Connecting three parks and creating a year round access corridor up Aspen Mountain are also enormous public benefits. We strongly urge you continue to working with the developers of Lift One Lodge, Gorsuch Haus and the Aspen Skiing Company to turn this plan into an amazing reality.

Finally, we think the lodging proposed by Lift One Lodge and Gorsuch Haus is in exactly the place it should be — at the base of Aspen Mountain. This neighborhood had lodging and dining for decades, and this plan restores those amenities. They are located in the heart of Aspen, so guests will not need to drive to get into town.

Thank you again for the work you do and the leadership you have applied to get us to this point where we have an opportunity to restore Aspen's original base area. Kenny

and I are passionate about what Aspen has to offer. This project is wonderfully tasteful, honors history, and is undeniably going to be FABULOUS!

Michelle and Ken Stiller

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To the Voters of Aspen:

Please vote yes for the Lift One proposal.

Jeff Gorsuch, Bryan Peterson and the Gorsuch Haus team, along with Michael and Aaron Brown from Lift One Lodge, have done exactly what we as a community asked of them: they found a way to move Lift 1A back into town where it belongs.

This is a good plan that fits in with Aspen Mountain's place as one of the great ski hills in the world. It will allow Aspen to host World Cup racing in the future. As someone who grew up racing here, I can tell you this is a very big deal for kids. It deserves the community's support.

Aspen has played such an important role in the history of skiing, beginning with the boat tow and then with installation of Lift 1 in 1946. It was the longest and fastest lift in the world at the time and helped transform Aspen from a sleepy mining town into the ski resort and cultural center it is today.

The new lift and redevelopment of the surrounding neighborhood with lodges and restaurants fits in with this tradition. Until about 12 years ago, the neighborhood had always been home to dining and lodging. The Lift One plan brings hotels and restaurants back to Aspen's original base area, makes it easier to ski and creates a great park and open space corridor that connects our town to the mountain.

Speaking of history, the plan honors our history by restoring the old Lift 1 bullwheel and towers and chairs in a location where locals and visitors alike can understand the lift's importance to modern Aspen. For decades this important piece of history has been neglected.

It is also restoring two of the historic buildings in the neighborhood — the Skiers Chalet Lodge and the Skiers Chalet Steakhouse. The former will appropriately become a ski history museum and house skier services and patrol. The latter will reopen as a restaurant, continuing its place in our history.

The plan we're voting on was created by the Aspen Skiing Company, the Aspen Historical Society, the Dolinsek family and Aspen Valley Land Trust, both lodge developers and the city of Aspen parks and community development departments. It is a community-minded proposal that came from this remarkable collaboration.

We may not get this chance again. If we vote no, we may end up with essentially the same development in the neighborhood without Lift 1A coming down the hill. That would be a shame. Let's get behind this plan and make sure the lift comes down the hill.

Jeremie Oates

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I'm writing in support of Lift One. The past 10 years as an Aspen resident has informed my views on why the project is in the best interest of Aspen and our local community.

In the last decade, development decisions have been made by city leadership which have led to lost lodging in our town. For Aspen to maintain our position as a leading ski town we must have new lodging which complements our existing inventory.

The location and model of Lift One will also support our mobility goals to encourage our visitors to walk and avoid additional car congestion and traffic.

All of the benefits surrounding Lift One also supports our local community and visitors—with a new Park and a Ski Museum.

Thank you for your attention to this issue.

Pam Alexander

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I am an Aspen resident and registered voter who is writing in favor of the Lift 1 project because it has so many attractive aspects:

- **Lower Lift:** The new lift, the ski area plaza and skier services will be at the bottom of the hill, right where they belong.
- **Walkability:** The new lift will be accessible on foot from many of Aspen's residential neighborhoods, from its lodging core and from Rubey Park. Won't it be nice to see less traffic over at the gondola because people can walk to Lift 1A?
- **World Cup:** Aspen was a premier stop for international ski racing from 1950 to 2017. Now the FIS has told us that no more World Cup races will be staged here until the lift and the base area upgraded. This is our chance to do exactly that and put Aspen back in the running as a host for World Cup races and the top skiers in the world.

Please vote Yes for the Lift One Plan. This is our best and perhaps only opportunity to bring Lift 1A back into town.

Bill Von Stocken

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I support the Lift One corridor proposal. Mainly because it will deliver lodging that has been a goal of the community for a very long time.

I do believe there is a public benefit provided, so I support the city contribution. The community wants the lift and we want it lowered to Dean Street. There is a huge community benefit to a new lift. What I find even more exciting than the lift is the open space enhancements to Willoughby Park, Lift One Park and Dolinsek Gardens that will be year-round public amenities.

There are also pedestrian and bike enhancements to Dean Street and 50 public parking spaces that will be located in the parking garage.

We are also getting three historic assets restored and reactivated in the Skiers Chalet Lodge, the Skiers Chalet Steakhouse and the historic Lift 1.

This project will also fulfill the agreement with the Aspen Historical Society for a ski museum. These are all wonderful aspects that illustrate the public/private benefit of the project.

We also need to remember that there will be significant revenue returned to the city via the real estate transfer tax to the affordable-housing fund and the Wheeler when the free-market units are sold and resold for the life of the property. These projects will add vitality and a much-needed public amenity to this area of town.

Linda Manning

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If I had my druthers, Aspen would still have only one stop light and some of the streets would still be unpaved. But Aspen is on more people's radar as a place to visit. More and more people want to be in Aspen. That's the town we live in now. Do I want the 1A side of the mountain developed? Not really. However, I'm trying to be realistic. The land is going to be developed one way or another.

Many people believe that "conservation zoning" is similar to a "land trust." It's not. Conservation zoning creates a link between the town and the mountain. The land ultimately can be developed even with conservation zoning. Do you know that the property where Grosuch House is proposed allows for residential development? With the Gorsuch House at least we know what we are getting — a modest-sized hotel. With a another developer, who knows?

From a historic perspective, the plan honors the Skiers Chalet Lodge and the Skiers Chalet Steakhouse by restoring them and putting them back into use. One will become a Ski Museum and ski ticket office. The other will become a restaurant, like in the old days (with tough steak)! The Lift One plan honors the neighborhood's history and celebrates Aspen's vital role in the development of skiing.

I'm voting **YES** for Lift One. Think about it.

Susan Bernard

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Please Aspen, vote yes for the Lift One Corridor Plan. This is our opportunity to create a world-class base area that can host World Cup and other great events and help ensure Aspen remains the greatest ski resort in the world. Let's not miss the boat on a plan that is good for the community, the ski area and our visitors.

Alex Ferreira

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I support this project and see it as another area where the town governance can help to create something uniquely Aspen, fully benefiting this community in so many regards: be it employee housing, community retail space, or a historic communal gathering point, this project must shine. The sense of development in this town is always shadowed with doubt; I want to see the support needed to make this project Aspen's project. Let's create a ski museum that shows our ski heritage, our passions, what makes Aspen, Aspen; a lodge that brings people to Aspen to celebrate skiing; see the World Cup returning, something once an Aspen icon. I want to be riding up Lift One, on an amazing powder day, thinking to myself, "I live in Aspen, Colo., the best ski town in the whole world."

Cale Mitchell

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I am a registered voter in the city of Aspen, and I fully support the Lift One Corridor. The historic restoration of the skiers chalet, skiers steakhouse, and original bull-wheel are essential for the preservation our community's unique and longstanding character. The long awaited AHS Museum will foster community pride and educational opportunities of generations to come. A lower/faster lift will open up the western side of Aspen mountain and return World Cup with the global prestige that accompanies it.

Kelly May

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Three reasons that i support the Lift One Corridor Plan are:

1. Lift One Lodge is already approved for essentially the same sized project. The difference between the one that is approved (in 2011) and the one we are voting on now is where Lift 1A will be located. The one we are voting on now will allow the lift to come down into town. The 2011 approval doesn't have room for that. If we vote no, Lift One Lodge will be built anyway.
2. World Cup is not coming back until we replace Lift 1A and improve the base area. The Lift One Corridor Plan has been designed with ski racing in mind. Jeff Gorsuch and Bryan Peterson, the partners on Gorsuch Haus, are both former ski racers who are working to make Aspen a future host for the greatest racers in the world.
3. The plan connects Aspen to Aspen Mountain with a public corridor that starts at Dean Street and goes straight up the hill. We will have a great park and open space that can be used year round, for skiing in the winter and for quiet activities and public events in the summer.

Please vote YES for the Lift One Corridor Plan.

Jordan Nemirow

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The decline of the Lift 1 area began in the 1950's and 60's as Little Nell became the primary access to Aspen Mountain and continued in 1971 with the replacement of Lift 1 with Lift 1A at the top of Aspen Street. The decline accelerated in 1986 with the opening of the Silver Queen Gondola and then again in 2005 with the closing of the Skier's Chalet & Steakhouse and the demolition of the Holland House.

Redevelopment and restoration proposals in 2007/2008 lacked enough land area to move the base of the lift lower and have not been built. The Lift 1 portal eroded further with the City's removal of Aspen Street parking in 2018.

Now, 48 years after the Lift 1 area decline began in earnest, the community has an opportunity to create and restore an appropriate portal to Aspen Mountain on Dean Street, restore and reuse the Skiers Chalet buildings, restore and celebrate the historic Lift 1, allow a continuation of Aspen's ski racing tradition, replace lost bed base and vitalize this long declining area. This opportunity is only possible with the cooperation and compromise of all parties – the City of Aspen, Aspen Skiing Company, Aspen Historical Society and the landowners. Is it perfect? No. But it is very good. 48 years of decline and deterioration is long enough. It is time to move forward with a once in a lifetime opportunity to restore and revitalize the historic Lift 1 area.

The Lift 1 lodging projects will provide 100% of affordable housing required by code. Furthermore, the projects have committed to employee generation audits upon

completion and opening and will mitigate for actual additional employees, if any, pursuant to current code requirements. In addition to fully satisfying code required affordable housing mitigation, the projects are projected to generate in excess of \$50 million in affordable housing Real Estate Transfer Tax (RETT) funds which are projected to fund an additional 200 full time equivalent housing units over life of project. Other sales and property taxes generated by these projects will far exceed any community participation in the museum and street improvements.

Mike Maple

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Dear Aspen Voter,

As a member of the Lift One Lodge team, I want to start by thanking you for taking the time to study the Lift One Corridor Plan. There are many points to consider with respect to the corridor project, but I hope when you finally vote you will conclude that this is really a decision about moving Lift 1A down the hill, doing everything we can to preserve and shine a spotlight on our skiing history, and reconnecting the town to Aspen Mountain with great parks and a new ski corridor.

Lowering Lift 1A has long been a dream for the community that has been out of reach. It seemed impossible as recently as 2007, when previous developers and the Aspen Skiing Company determined it could not happen. What changed?

Most importantly, the Dolinsek family and Aspen Valley Land Trust graciously allowed return skiing and snow storage on their land in the future when it becomes a park. And almost as importantly, the Aspen Skiing Company, Gorsuch Haus, the city of Aspen parks and community development departments and my team at Lift One Lodge worked together with an open mind to all possibilities when it came to re-imagining this neighborhood. The impossible became possible thanks to everyone's participation.

When we embarked on this plan, both Lift One Lodge, which is already approved, and Gorsuch Haus, which is seeking approval, redesigned our projects within the existing mitigation requirements set in the City of Aspen's land use code. With Lift One Lodge, we have a pre-existing approval, and our redesign does not exceed any of the height and scale parameters set in that pre-existing approval. Both lodges redesigned their plans to make room for the lift within existing approvals and the city of Aspen's land use code. We ask you to consider this as you get ready to vote.

With housing, the two lodges are required to provide housing for 60 employees before they can open. They will provide additional housing funds over the ensuing years as well, helping Aspen build more affordable housing. We estimate that over 30 years Lift One Lodge alone will generate \$35.7 million in real estate transfer taxes that are dedicated to affordable housing, enough to house between 140-150 employees. That's about the same number of residents who will eventually live in the yet-to-be built Phase 3 of Burlingame.

Cost sharing has been an issue for some voters, and I want to address it here. We realize it was a big ask of the community and we thank City Council for agreeing to let Aspen's voters decide. We made the request because this redesign of the entire neighborhood has been a public-private endeavor from the start. All of the public money is going toward public infrastructure. South Aspen Street, Dean Street and Gilbert Street will all be improved, a new public park will be created and the Skiers Chalet Lodge will be refurbished and turned over to the Aspen Historical Society to house a ski history museum. Public participation is a common tool in other towns and cities around the country, and the plan before you ensures that the money will only be spent on the public portions of this very public site plan. In short, the developers will pay all the fees and costs associated with their projects, and contribute toward the public aspects as well. City funds will be restricted for use on public aspects of the project only. Importantly, none of the public money will be allocated until the infrastructure is built and the new lift is up and running.

The vision that has driven me through this lengthy process is one particular picture from the late 1950s. It depicts the base of Lift 1 on a sunny day with people riding up the lift, carrying their long wooden skis, and smiling and talking and eating and drinking on the deck of the Skiers Chalet Steakhouse. The vibrancy of that photo is powerful. As both a developer who is proposing a future hotel and as a former member of Aspen's Historic Preservation Commission, I sincerely want to bring that energy and vitality back to that side of the mountain.

Skiing and great social gathering spaces are part of what makes Aspen great. By bringing lodging and dining back to the neighborhood, by relocating Lift 1A back down the hill, and by reopening the Skiers Chalet Steakhouse as a restaurant, we can reignite the skiing and après mojo that has all but disappeared on that side of the mountain.

Thank you again for considering these issues. And please vote yes for the Lift One Plan.

Michael Brown

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I am writing in support of Lift One corridor for these reasons:

1. to better connect Aspen to the mountain - a longtime goal - with a new public portal. This off-loads the overly crowded gondola plaza.
2. it offers a ski museum to emphasize the history of Aspen's original base area with its "longest lift in America" and where the FIS World Cup actually BEGAN. It will reinforce our CULTURE as an epic ski town with FIS World Cup et al... generating enormous positive exposure for our brand, "Aspen".
3. it's been carefully crafted: years in planning then 18+ months collaboration between City of Aspen, Ski Co and 2 developers. If this fails, then who will be crazy enough to

loose hundreds of thousands of dollars knowing that the 2019 project was defeated along with the Ferragamo project which was shot down 10+ years ago.

4. it creates a much needed, fully REVITALIZED 1A area with new restaurants, public open space and two lodges.
5. it meets the need for employee housing as required by the city thru mitigation.
6. It provides critical upgrades to existing infrastructure: I also fully support the use of snow melt for this new area.
7. It's a legacy for future generations.

It's unfortunate that some opponents to the 1A corridor are possibly misleading the public regarding the RE zoning of the land.

This land is currently NOT "protected" despite the confusing use of the word "conservation".

The proposed land for the Gorsuch Haus project is "conservation land". Aspen's land use code specifies permitted uses for "conservation" zoning (C) as residential dwellings, stables, cemeteries, railroad and temporary special events, plus conditional uses such as sewage disposal, ski lifts and other ski facilities.

The ballot question proposes re-zoning this (C) land to "Ski Area Base" (SKI), a category designed specifically for property at the base of ski areas with the intent to provide a mixture of uses related to ski area uses and operation, including lodges and hotels.

Let's get accurate information to the voters.

Susan Plummer

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We are writing to express our strong support for the Lift One project. Having attended several of the community meetings, and having listened carefully to the pros and cons of this undertaking, it is our view that this project will significantly enhance the community for both locals, and the visitors who help drive our economy. The following are a few of the benefits we see from this project:

- A much needed revitalization of the One A side of the mountain
- Fulfills the need for additional, high quality lodging
- Despite concerns, this project should reduce congestion throughout the core as it will spread the flow of skiers accessing the skiing on Ajax Mountain

- Will provide additional sales tax revenue which will benefit members of our community, including the provision for additional employee housing
- Should help to bring back the World Cup, which benefits the perception of Aspen internationally, and is a terrific source of revenue for local businesses

We sincerely hope that the community will take an openminded view of all the benefits of this project, and will vote to approve the amendment in March.

Rick and Elizabeth Schwartz

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The reasons to vote “yes” on the Lift One Corridor Ballot Question are numerous, but none are so important as finally reinvigorating the historic western portal to Ajax. For far too long, this side of the mountain has been neglected and allowed to fall into disrepair. In a town known for resisting change, this proposal strikes the delicate balance between honoring the past while bringing world class, publicly-accessible amenities to Aspen’s forgotten original base area.

The benefits of the proposed plan are the result of lodge owners, the city and SkiCo coming together to create a solution that many doubted could ever happen. The Lift One Corridor addresses a wide spectrum of community values, beginning with the replacement of Lift 1A with a terminus far lower on the mountain at Dean Street, with new technology and greater accessibility, while activating Ruthie’s restaurant on the mountain. The replacement of lost lodging will bring 185 new rooms, located where lodging belongs, slopeside and adjacent to downtown. From a traffic and congestion standpoint, when our guests stay in close proximity to the slopes and town, there is a reduced need for shuttles and rental cars. Noteworthy in the new development is the historic restoration of the Skier’s Chalet and the bullwheel/tower/chair of the original lift, as well as a new contiguous park space the size of Wagner Park that will connect the town to the mountain. Voted on in the 1990s, Aspen will finally have its ski museum. The proposed hotels will provide public spaces including lounges, restaurants, patios, bars and more. Year-long vitality along South Aspen Street is far better for the community than single family homes in this location. And since several of the buildings have already been approved, these will get built regardless; let’s make sure we get a new, lower ski lift as part of the deal. While some lament the current land use code and subsidized housing mitigation requirements, keep in mind the RETT and sales tax generation over the life of the lodging projects; these are dedicated funds towards housing. And when completed, look for the return of World Cup racing to Aspen, a source of great community pride.

Don’t be confused by the request to change zoning from Conservation (C) to Ski Area Base (SKI). There is precedence for this with the Gondola Plaza and The Little Nell. These were built on what was previously “Conservation” land, which does not prohibit development. In fact, private homes are allowed in Conservation zoning. The

word “conservation” is often construed to mean “protected,” as in some sort of land trust or animal refuge. In this case, it is not. The requested change to SKI zoning is specifically to address property at the ski area base intended for a mixture of uses, including lodges and hotels.

Furthermore, the City of Aspen’s \$4.36 million commitment to the Lift One Corridor is not a subsidy of the proposed development. It is money specifically earmarked for public access and amenities along the corridor, including long-overdue and necessary improvements to infrastructure that the city should absolutely pay for, such as South Aspen Street itself and the Dolinsek property, a public park affected by the new lift alignment.

And the ski museum? It will be funded by the project developers – not taxpayers – and will be administered by the Historical Society.

Vote YES on the Lift One Corridor Ballot Question.

Elizabeth Milias

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I am writing to express my support for the Lift One Corridor. Bringing the lift down to Dean Street will be a substantial benefit to current and future generations of Aspenites and tourists alike. The lodges will restore much needed vitality to the neighborhood where skiing began in Aspen back in the 1940’s and the annual tax revenue generated by these facilities will bolster city coffers for decades to come. Let’s not miss this chance to forever enhance our ski town. I urge everyone to vote “YES” and support the Lift One Corridor.

Robert Scherer