



2.0 GOALS AND OBJECTIVES

Copper Mountain Resort needs to express a memorable image that provides a creative core for the resort experience. To be effective, an image needs a coherent theme applied across the entire spectrum of the resort with subtle originalities in neighborhoods such as The Lewis Ranch. A successful theme brands, promotes and unifies.

The visual expression of the theme in the built environment can best be accomplished through architecture, signage, lighting and landscape development. It offers an unparalleled opportunity to incorporate forms, features, details and materials that visually express the theme throughout the resort while creating distinction among neighborhoods. It also provides the driving idea for developers, architects, designers and resort operator to respond to.

2.1 GOAL

The principal goal of the Design Guidelines for Copper Mountain and The Lewis Ranch is to create a distinctive and coherent image expressed through built form and character, thereby distinguishing Copper from other resorts and contributing to its prosperity. The Guidelines are intended as both a creative guide and marketing tool for the resort's development.

The Design Guidelines can direct architects and designers. Properly drafted guidelines will imbue perceptions of uniqueness, of quality, of value and of lifestyle that communicate to property owners, builders and visitors, and translate into financial benefits for all.

2.2 OBJECTIVES

To meet the above established goal statement, the following objectives were created for the Lewis Ranch Design Guidelines:

1. Promotion of building and site design in The Lewis Ranch that is of high aesthetic and functional quality and is in harmony with the high alpine landscape;
2. Increase awareness and understanding of homeowners and builders to the neighborhood theme and its significance within the overall resort;
3. Creation of a coherent and distinctive visual identity that reflects the pioneer spirit of the land's predecessors - the Lewis Family;
4. Incorporation of forms, features, details and materials that reflects visually express the theme throughout the neighborhood;



5. Creation of a context that architects and designers can creatively and effectively work within to interpret the theme embodied in the words: "High Alpine", "High Tech" and "High Energy";
6. Provision of guidelines for the use of homeowners, builders, contractors, architects and designers in making design decisions regarding new houses, additions and accessory buildings.
7. Establishment of criteria to enable the Copper Mountain Planning and Architectural Control Committee (CMPACC) to review and take action to approve, approve subject to modifications, or to deny applications for design development permits as provided for in Section 2.2 of the Copper Mountain Planned Unit Development Designation.