

SUNRISE PARK RESORT MASTER PLAN

WHITE MOUNTAIN APACHE TRIBE



SWABACK_{pllc}

October 16, 2019

EXECUTIVE SUMMARY

Sunrise Park Resort is almost fifty years old. This Master Plan document is a tool or road map for guiding decisions related to upgrades and improvements required to ensure the successful operations of the resort for the next fifty years.

The purpose of this project is to update and refine the long-term vision for the Resort, prioritize strategies for improving the existing facilities, and develop a plan for new amenities that will attract tourism, reflect the culture, protect the environment and increase revenue.

The Vision of the Master Plan consists of five key statements:

1. Build and operate the resort in a manner that is **in harmony with the beautiful forests, meadows, rivers, lakes, and wildlife.**
2. Be a place that is filled with **families that are laughing, learning and playing together.** Be a **fun and affordable** place for families and **visitors of all ages** through an understanding of their unique needs and desires.
3. Be a showcase for the **White Mountain Apache culture, traditions, values, language and history.**
4. Be mindful of our responsibility to build and operate the resort in a manner that **conserves energy and the earth's natural resources.** Strive to become a **net-zero energy resort.**
5. Become the **favorite four-season** resort in Arizona.

To fulfill the Vision, each area of the resort or “The Elements” has its own Vision Statement and a set of Goals and Strategies. These are summarized in the following paragraphs.

THE ARRIVAL When visitors turn south on to Highway 260 they will be awed by the grandeur of the scenery and the beauty of the new entry monuments that mark the gateway to the Resort. Their first destination will be the renovated, remodeled and improved **SUNRISE PARK LODGE.** The Lodge will provide a variety of affordable and family-oriented guest room types, improved common areas and about thirty employee apartments. In addition, aesthetic and functional improvements to the entry signage, the entry road, parking area and the arrival/drop off will improve the quality of the visitor’s experience.

SUNRISE LAKE will be the center of an expanded number of summer and winter activities. Fishing, boating, cross country skiing, hiking, biking will take place on the lake or along the lake shore. Picnic areas, fishing spots and trails will be located strategically around the lake to provide visitors with a series of small “destinations”.

GENERAL STORE The appearance and quality of the General Store will be upgraded and improved because it is the first important structure visitors see as they enter the resort and travel towards the base area. The Store will be converted to an inviting and interesting stop for gas, supplies, permits and unique items for purchase or to just hang out and enjoy the view of Sunrise Lake.

RV PARK The RV Park will be upgraded to improve the visitor experience and increase revenue by adding about 70 more hookups and support facilities such as a gatehouse, restrooms and showers.

HORSE STABLES The unique experiences offered by the horse stables and the riding trails will be improved to match the quality level of the rest of the resort. Existing buildings, fencing and parking areas will be renovated to reflect the environmental sensitivity and design quality in the resort. New facilities such as

a check-in building and a restroom will be added to reinforce the goals and objectives of the resort.

CAMPGROUND The campground is significant source of additional revenue and a critical opportunity to provide overnight accommodation for families, large groups and Millennials. Amenities such as water, restrooms, showers, cooking areas and trails will be a major part of the program for renovating the campground.

LAKE ONO and the new Upper Lake Ono will offer a beautiful hiking, fishing and picnic opportunity that is within walking distance of the large parking area at the base of Sunrise Peak.

SUNRISE BASE will be the focus of redevelopment activities in the resort in order to take full advantage of the site’s capability to attract visitors throughout the year. A new pedestrian-friendly **SUNRISE BASE VILLAGE** will be created by developing outdoor plazas and patios and renovating several existing buildings while other buildings will be demolished and replaced by new construction. The key component of the new construction will be a 40 - 45 room **HOTEL** that will include a Nordic Center, Ski Patrol offices, spa, fitness center, meeting rooms, retail and an outdoor swimming pool.



In Phase Two, the Sunrise Village Hotel may add more rooms by constructing ski-in, ski-out **COTTAGES** on the hillside east of the main hotel buildings. The master plan includes twenty-five cottages that may be one, two or three bedrooms and they may range from 500 to 1,500 square feet in size.

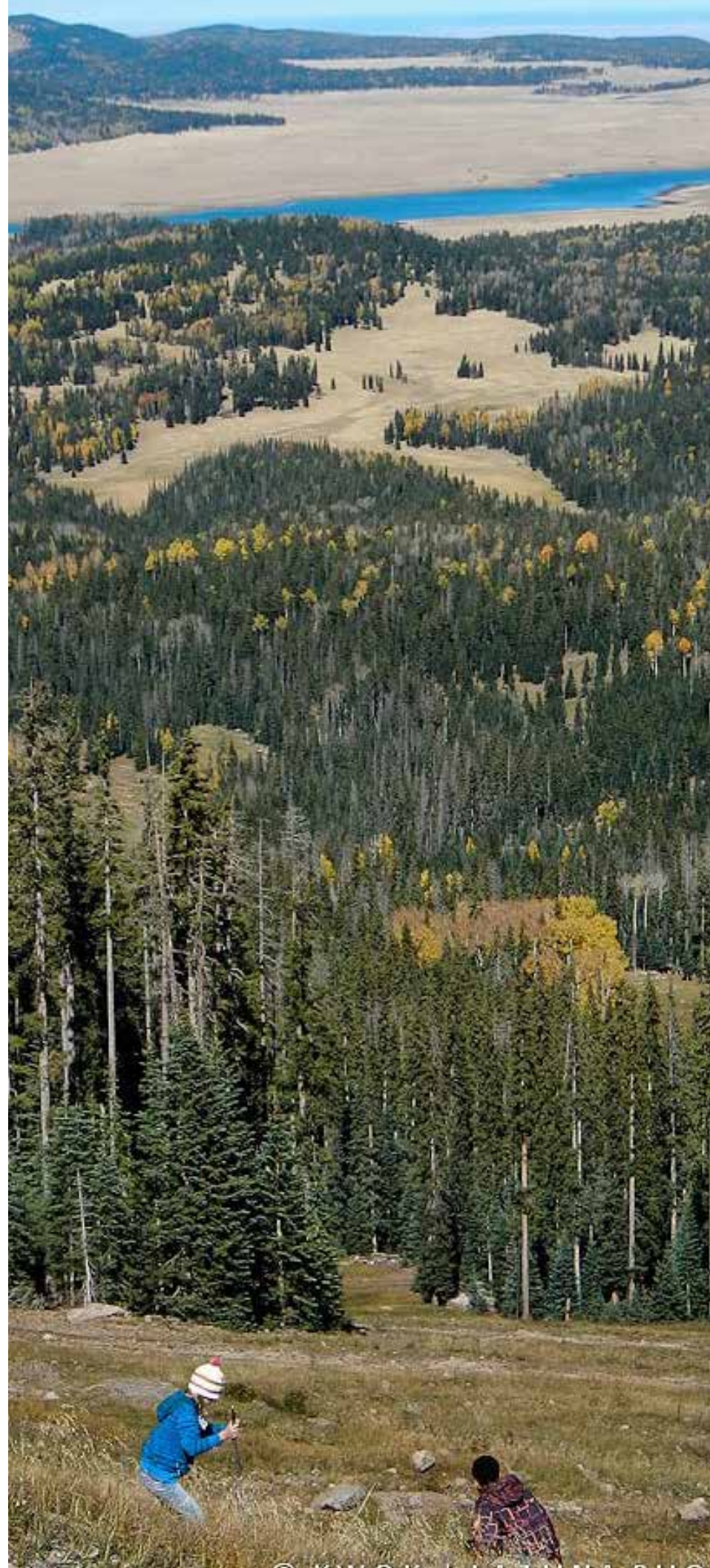
Sunrise Park Resort offers ideal conditions for development of a **HIGH ALTITUDE TRAINING CENTER (HATC)**. The location selected for the main training facilities is at an elevation of approximately 9480 feet while hiking and running trails reach an elevation of over 11,000 feet. Athletes will train in an outdoor pool, running track, gymnasium and weight room. Overnight accommodations will be in the Cottages located within walking distance from the training facilities or in the hotel located in the Sunrise Base Village.

The **CYCLONE PEAK BASE** area will offer an alternative parking and starting point for skiers accessing the mountain. The day lodge, ski rental and ski patrol buildings will be renovated using the same colors and materials used in the Sunrise Village.

THE MOUNTAIN LODGES Apache Peak, Eagles Nest, and the lodge at the mid point on Sunrise are essential components of the skier experience. Repairs and renovations to these facilities are required to enhance the character of the resort. Situated on the highest point on the mountain, the Apache Peak Lodge is a special facility for experiencing the long views of the surrounding landscape. Upgrades and renovations will protect previous investments in the kitchen and dining areas. Apache Peak lodge is so unique there may be a wide range of uses for the facility including weddings, educational programs, and corporate retreats. A mid-mountain lodge on Apache Peak was recently destroyed by fire. A new lodge is needed to provide an important stopping and resting place at this strategic location.

EAGLE'S NEST LODGE is notable for the magnificent views from the outdoor dining decks. Potential improvements include redesign of the kitchen to make it more efficient and capable of offering a wider variety of food items.

Providing quality **EMPLOYEE HOUSING** is critical for maintaining the quality and quantity of staff required to operate and maintain a successful resort. The resort will strive to give employees a choice from several different types of housing to fit their specific needs. The existing Commissary will be renovated for several employee apartments and an employee lounge, kitchen and dining room.



Approximately 80 - 100 future employee housing units are planned for an **EMPLOYEE NEIGHBORHOOD** located in the same area as the ten existing single family employee homes. Future housing at this location will include a mix of one, two-bedroom apartments that may share kitchen and living room spaces. The Plan also includes a mix of one, two and three bedroom units in two-story townhouses. A small park, playground, picnic shelter will provide amenities for employees with families.

SIGNAGE will be designed to be part of a coordinated family of different signs that are similar in the materials used, color palette, font style, and design concept. New entry signs and monumentation are planned for the intersection of Highway 260 and Highway 273 and the intersection of Highway 273 and County Road 600. Other entry signs will be located at the entry to the Sunrise Park Lodge, Sunrise Lake Park, the Campground and RV Park, the Stables and where the road splits between Cyclone Base and Sunrise Base.

A comprehensive, interconnected network of **TRAILS** attracts visitors of all ages to the resort throughout the year. Trailheads will be strategically located at key points to provide access to the trails, parking, trail maps and picnic areas for hikers, mountain bikers, cross country skiers and snowshoe-rs. Trails will be clearly mapped and marked with signage to indicated distances and level of difficulty.

The proposed **ARCHITECTURAL MATERIALS PALETTE** will reflect the focus on the environment and the use of local products whenever feasible. Wood, stone and metal are the primary materials and a new color palette consists of colors that blend with the surrounding landscape and/or return the older buildings to their original character.

Lastly, this Master Plan includes an **IMPLEMENTATION PLAN** that describes the high priority projects, a budget estimate and potential funding sources.

TABLE OF CONTENTS

INTRODUCTION..... 1

OVERALL VISION 2

THE ELEMENTS 5

• The Arrival Experience

6

• Sunrise Park Lodge

8

• Sunrise Lake& Marina

11

• The General Store

14

• RV Park

17

• The Stables

21

• The Campground

24

• Lake Ono

26

• Sunrise Base Village

31

• Cyclone Base

41

• The Mountain Lodges

44

• Employee Housing

47

• The Commissary

53

• Resort & Park Signage

55

• Trails

61

• Architectural Materials

63

IMPLEMENTATION PLAN 67

APPENDIX 68

• Resort Boundary Change

FIGURES:

Figure 1: The Elements

5

Figure 2: Entry Monuments & Sign Locations.....

7

Figure 3: Sunrise Park Lodge Improvement Plan

10

Figure 4: Sunrise Lake Improvement Plan.....

12

Figure 5: General Store & New Commissary Plan.....

16

Figure 6: RV Park Expansion Plan.....

18

Figure 7: RV Park Improvement Plan

20

Figure 8: Stables Improvement Plan

23

Figure 9: Campground Improvement Plan.....

25

Figure 10: Lake Ono Improvement Plan

28

Figure 11: Village Illustrative Plan.....

33

Figure 12: Village Conceptual Ground-level Plan.....

34

Figure 13: Village Conceptual Second-level Plan

35

Figure 14: Village Conceptual Hotel Elevation & Section

36

Figure 15: Village Perspective Rendering

37

Figure 16: Proposed Hillside Cottages Plan.....

38

Figure 17: Future High Altitude Training Center Overall Plan

39

Figure 18: Future High Altitude Training Center Detail Plan.....

40

Figure 19: Cyclone Base Improvement Plan

43

Figure 20: Proposed Sunrise Lodge Employee Housing.....

50

Figure 21: Proposed Employee Housing Neighborhood Plan.....

51

Figure 22: Prototypical Employee Housing Floor Plans

52

Figure 23: Proposed Employee Housing at the Existing Commissary

54

Figure 24: Major Entry Monument & Signage Option “A”

57

Figure 25: Major Entry Monument & Signage Option “B”

58

Figure 26: Secondary Entry Monument & Signage Concepts.....

59

Figure 27: Proposed Elevations Digital Signage & Directional Signage

60

Figure 28: Proposed Trails Concept.....

62

INTRODUCTION

Sunrise Park Resort is a year-round recreation destination offering a wide range of outdoor activities and tourist amenities.

Located in the heart of the White Mountains in northeast Arizona, Sunrise Park Resort consists of over 6,507 acres of land (not including Lake Sunrise) and three mountains, Sunrise Peak, Cyclone Peak and Apache Peak. The ski area consists of over sixty ski runs and nine chair lifts that offer over 800 ski-able acres of skiing and snowboarding and over 1,900 feet of vertical change in elevation. In addition, the Resort offers a 96-room hotel, several restaurants, sports center/general store, campground, RV Park, and Sunrise Lake (over 200 acres) with boating and fishing, all within a two-mile radius. Furthermore, a segment of the White Mountain Scenic Road runs along State Route 273 as it passes through the resort district.

Sunrise Park Resort is approximately 216 miles (348 km) from Phoenix, Arizona, 231 miles (372 km) from Tucson, Arizona, 223 miles (359 km) from Albuquerque, New Mexico, and 324 miles (521 km) from El Paso, Texas. The closest airports are located in Springerville, Arizona, Show Low, Arizona, and Whiteriver, Arizona. Visitor experiences include:

- Downhill Skiing
- Snowboarding
- Tubing
- Cross Country Skiing
- Hiking
- Mountain Biking
- Archery
- Horseback Riding
- Camping
- Fishing
- Boating
- Ziplining
- And more





OVERALL VISION

Early on in the master planning process, five “cornerstones of the vision” were identified to express the resort’s most important goals. These five Cornerstones focus on:

- **Nature and protecting the environment**
- **Unique outdoor experiences for families**
- **Connections to culture**
- **Authentic and sustainable design**
- **Economic benefits**

Each of the five Cornerstones are described in more detail on the following pages.



CORNERSTONES OF THE VISION

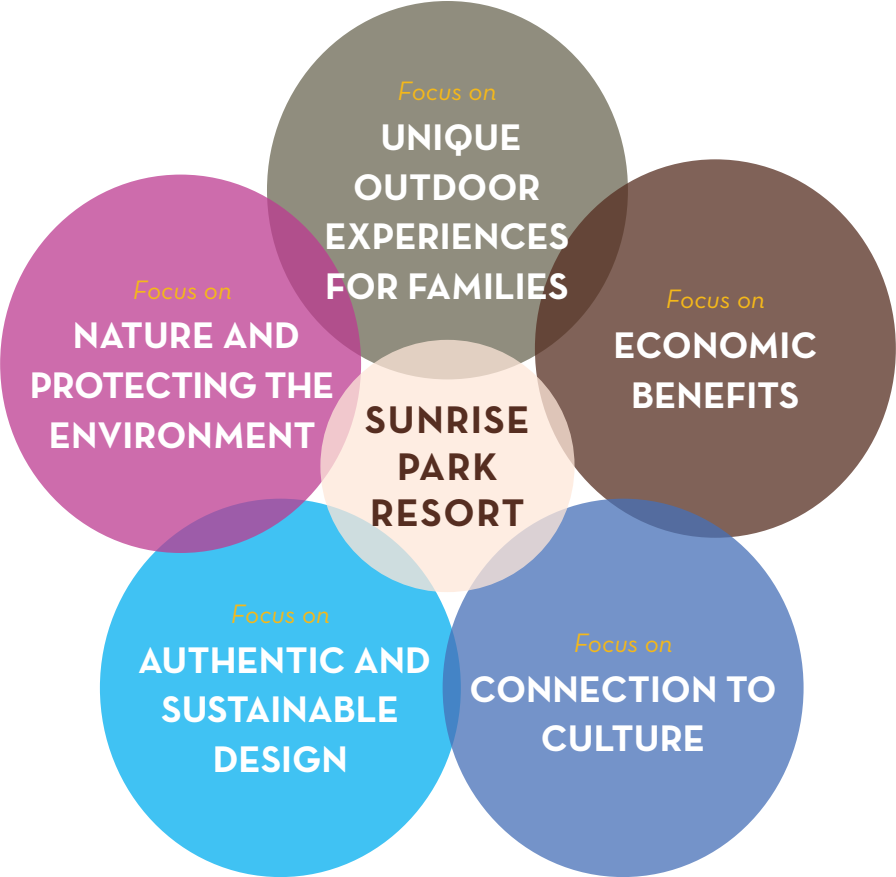
1. NATURE AND PROTECTING THE ENVIRONMENT

To build and operate a quality resort in harmony with the surrounding beautiful forests, meadows, rivers, lakes, and wildlife.

Sunrise Park Resort is a beautiful place to enjoy nature, participate in a variety of outdoor sports and to gain a deeper understanding of the White Mountain Apache culture. The home of the White Mountain Apache Tribe is blessed with abundant natural resources, stunning mountain views, a spectacular alpine landscape and plenty of powder snow in winter. The Apache Tribe deeply appreciates the natural beauty of their land and the goal is to improve and expand the existing Sunrise Park Resort so that more visitors can truly enjoy all that is offered.

The White Mountain region is widely recognized as one of the most beautiful places in Arizona. As one leaves McNary and travels east on Highway 260, the nearly pristine character of the land dominates the scenery. Visitors will be impressed by the mature pines, groves of aspen, clear water streams and small ponds and lakes. As they turn south on Highway 273, the White Mountains Scenic Drive, visitors will look directly toward the ski runs on Sunrise, Cyclone and Apache Peaks. Their arrival at the base of Sunrise Peak marks the end of their journey by car and the beginning of a wide variety of experiences that require them to explore the environment by hiking, biking, riding, tubing, or skiing.

The resort provides a way for people to access and enjoy the natural environment. However, the resort strives to protect the environment while developing the amenities and facilities required for people to safely enjoy their recreational activities. To accomplish this goal, all of the various facilities and buildings that make up the resort will be designed to aesthetically fit the character of the surrounding landscape.



2. UNIQUE OUTDOOR EXPERIENCES FOR FAMILIES

Be a place that is filled with families that are laughing, learning and playing together. Be a fun and affordable place for families and visitors of all ages.

The Sunrise Park Resort is a place where visitors of all ages and especially families will have a wide range of memorable outdoor experiences. The resort will provide everything that may be required for kids, adults and senior citizens to pursue their preferred form of recreation. The resort will offer recreation supplies, recreation equipment, food, gas and places to stay overnight at an affordable price so that families can come to the resort and stay for several days or weeks. Visitors will not only enjoy the natural scenery but they will also appreciate the comfortable, safe, convenient and family-friendly design of the resort.

While the focus is on the family, the needs and desires of the younger generation or Millennials, are also critical to the success of the resort. This demographic, born between the 1980s through the early 2000s, are particularly attracted to the outdoor experiences offered at Sunrise. They are generally very active and they value activities that are beneficial to their health while at the same time, conserving the environment.



3.CONNECTIONS TO CULTURE

To become a showcase for the White Mountain Apache culture, traditions, values, language and history.

Members of the White Mountain Apache Tribe are proud of their heritage and are willing to share it with visitors to the resort so that they might be educated and therefore enriching their lives. The culture will be reflected in the sensitive design of each element of the resort and by protecting the environment. The resort belongs to the community and it is a source of pride for the community and visitors will be aware of the cultural design influences. The resort will provide many opportunities to educate visitors about the culture, the language and the history of the tribe.



4. AUTHENTIC & SUSTAINABLE DESIGN

To be mindful of the responsibility of building and operating the resort in a manner that conserves energy and the earth’s natural resources, while striving to become a net-zero-energy resort.

The design of the resort will reflect the tribe’s desire to protect and conserve the environment so that future generations will have the opportunity to enjoy the unspoiled scenery, clean water and abundant natural resources. The resort will strive to conserve energy and water and to become a net-zero energy resort (total amount of energy used is equal to the amount of renewable energy created) as a part of the ongoing operation of the facilities. Design authenticity and sustainability will be achieved through the use of local building materials such as wood and stone and by building in a manner that is responsive to the local climate.

5.ECONOMIC BENEFITS

To become Arizona’s favorite four-season resort.

The resort is a critical source of important economic benefits for the tribe and its members. As such, the goal is to improve the quality and variety of the visitor experiences offered so that more visitors come to the resort. This will bring more employment opportunities for tribal members and more revenue generated through ticket sales, hotel room rentals, food and beverage sales, equipment rentals and the sales of various permits. Every decision regarding capital expenditures on improvements to the resort will be evaluated to determine if the return on the investment makes sense. Investment decisions will consider both the initial cost of construction and the ongoing cost to operate and maintain the resort.



THE ELEMENTS

- THE ARRIVAL EXPERIENCE
- SUNRISE PARK LODGE
- SUNRISE LAKE
- THE GENERAL STORE
- RV PARK
- THE STABLES
- THE CAMPGROUND
- LAKE ONO
- SUNRISE BASE VILLAGE
- CYCLONE BASE
- THE MOUNTAIN LODGES
- EMPLOYEE HOUSING
- SIGNAGE
- ARCHITECTURAL MATERIALS



Figure 1: The Elements

ARRIVAL EXPERIENCE

VISION

As visitors approach and then arrive at the intersection of Highway 260 and Highway 273 they will experience the stunning beauty of the pristine landscape.

The arrival experience will be enhanced when they see the new entry monuments that will include the resort name and logo on a new structure built from natural and durable materials. The new signage will give visitors their first impression and will start to define the overall character and image of the entire resort.



ARRIVAL EXPERIENCE

EXISTING CONDITIONS

Currently, there isn't a clear definition of the resort boundary. There is an opportunity to establish a gateway to the resort at the intersection of Highway 260 and Highway 270.

STRENGTHS

- Beautiful views of open meadows and mountains.

WEAKNESSES

- Poor quality signage.

ISSUES

- Arizona Department of Transportation jurisdiction over signage and entry monuments within the road right-of-way.

STRATEGIES

- At the main entry (the intersection of Highway 260 and Highway 273), construct new entry features and signage that establishes a quality level that is not unlike that which is found in National Parks.
- Construct new entry signage at the,Secondary Entry and construct Identification signs at entry points to all major destinations within the Resort. Refer to Signage Chapter of this document for design concepts.
- Construct new pre-intersection directional signs.
- Construct directional sign where County Road 600 splits to go to either the Cyclone Base or the Sunrise Base.

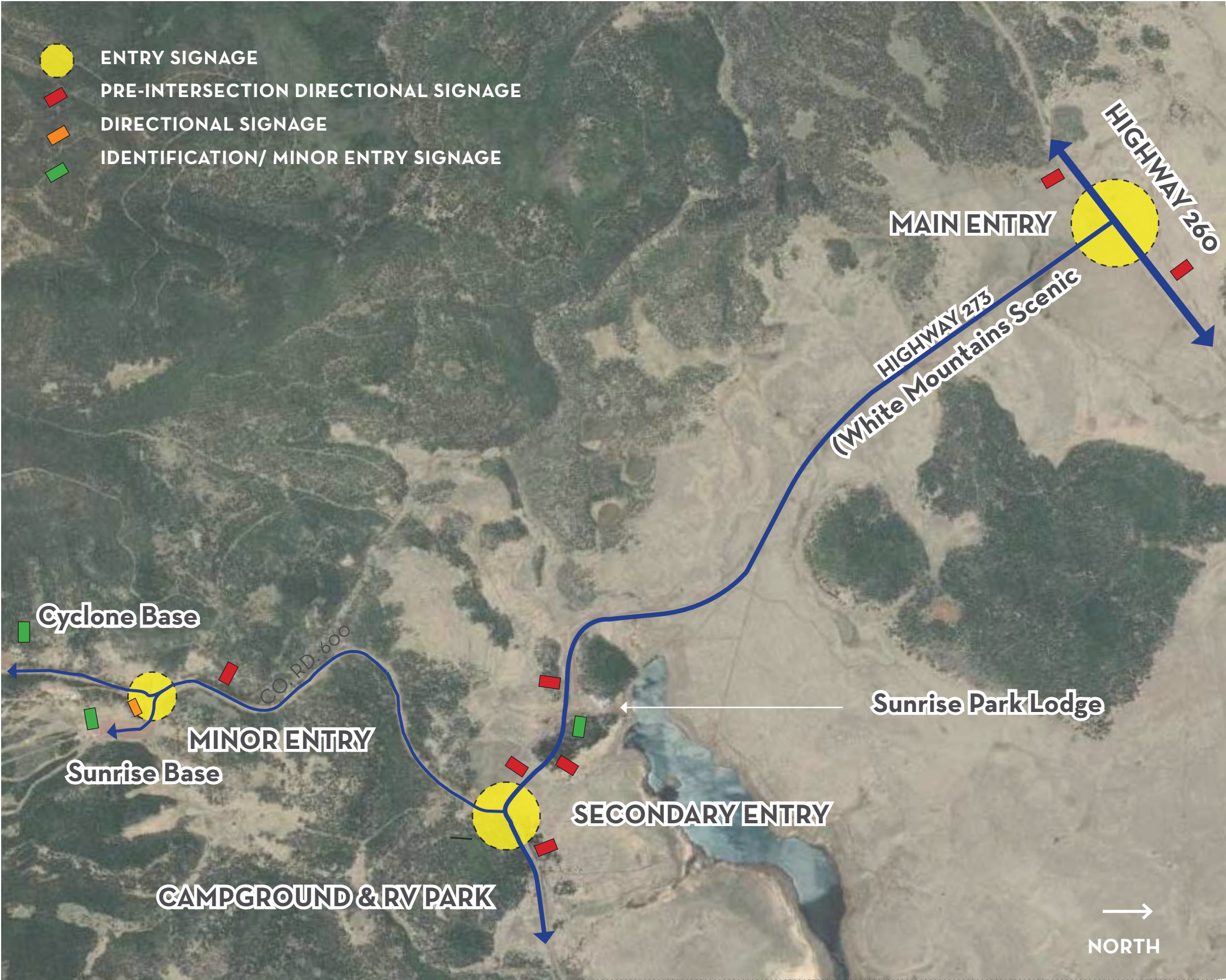


Figure 2: Entry Monuments & Sign Locations



SUNRISE PARK LODGE & SUNRISE LAKE & MARINA

VISION

The original Sunrise Park Lodge and Sunrise Lake and Marina will combine to create one of two main “magnets” in the resort (the other being the Sunrise/ Cyclone Base area) drawing visitors to the authentic 70s architecture and surrounding mature trees on a hill overlooking the magnificent lake.

The new vision for the overall visitor experience will be re-imagined starting from the entry road, into the new lobby, restaurant, pool area and individual guest rooms. The original character of the building will be brought back to life while the interior spaces are renovated with contemporary, Native American themed furnishings.

The Marina, consisting of the existing boat house, dock and parking area will be transformed into an attractive park with picnic areas and trails that lead all the way around the lake. Architectural improvements to the boat house will invite people to visit the lake and spend the afternoon relaxing by the water.





SUNRISE PARK LODGE

EXISTING CONDITIONS

The existing Sunrise Park Lodge consists of 96 rooms, two meeting rooms, pool, the “Summit Restaurant” and bar. The Hotel was built in 1970. East of the hotel there are three houses currently being used for employee housing.

STRENGTHS

- 96 Rooms
- Two Meeting Rooms
- Restaurant and Bar
- Indoor Pool
- Parking
- Three Existing Houses

WEAKNESSES

- Sense of arrival
- Accessibility
- Distance from ski area
- Deferred maintenance

ISSUES

- Low occupancy rate in summer
- Room sizes are not diverse and do not cater to families or groups
- Three existing cabins need maintenance



SUNRISE PARK LODGE

STRATEGIES

- 1. Renovate and remodel the original Sunrise Park Lodge to improve its appearance and to provide a greater variety of affordable and family-oriented guest room types, improved common areas and some employee accommodations.
- 2. Convert 30 guest rooms to employee housing (see Employee Housing Element).
- 3. Make aesthetic and functional improvements to the entry signage, the entry road, parking area and the arrival/drop off to improve the quality of the visitor experience.
- 4. Repair and renovate the three existing cabins for rental.
- 5. Renovate the interior common areas of the lodge by enhancing the native American design theme.
- 6. Repair and upgrade exterior of the building.
- 7. Improve the volleyball courts.
- 8. Screen or relocate propane tanks.
- 9. Construct new arrival and drop off area.
- 10. Renovate existing parking areas.
- 11. Construct a new garden and sitting area on the north side of the entry turn around road.

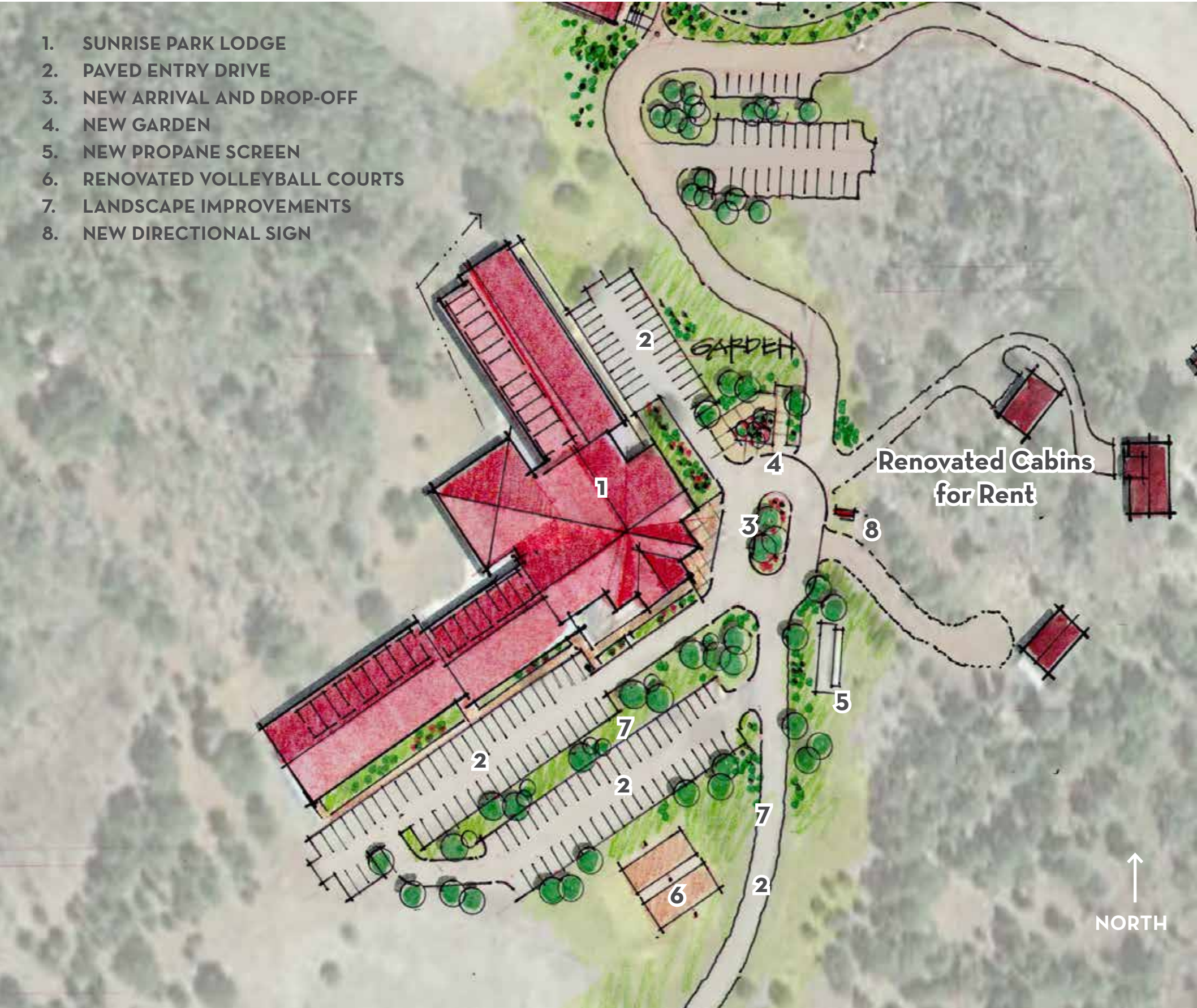


Figure 3: Sunrise Park Lodge Improvement Plan





SUNRISE LAKE & MARINA

EXISTING CONDITIONS

Through the existing Marina/Boat House, visitors can rent boats and purchase permits. A boat ramp provides easy access to Sunrise Lake with parking in close proximity. A removable dock sits in this area as well.

STRENGTHS

- Existing boat house, ramp, dock, and parking
- Natural beauty with the lake, landscape and views

WEAKNESSES

- Lack of architectural character
- Lack of places for people to socialize or relax

ISSUES

- Little architectural character
- No gathering places
- Deferred maintenance



Key Map

NTS



SUNRISE LAKE & MARINA

STRATEGIES

1. Redevelop the Marina/Boat House and lake edge as a major destination by expanding the number of summer and winter activities and improving the design of the facilities.
2. Develop and improve facilities for fishing, boating, cross country skiing, hiking, and biking.
3. Locate picnic areas, fishing spots and trails strategically around the lake to provide visitors a series of small “destinations”.
4. Construct approximately 8 - 10 rental cabins and a new gravel access road with pocket parking areas along the edge of the forest and meadow.
5. Maintain or improve the quality and quantity of water in the lake.
6. Renovate the existing Marina/Boat House building for boat storage (rentals) and for selling fishing permits. Apply simple architectural solutions to bring interest and character to the building.

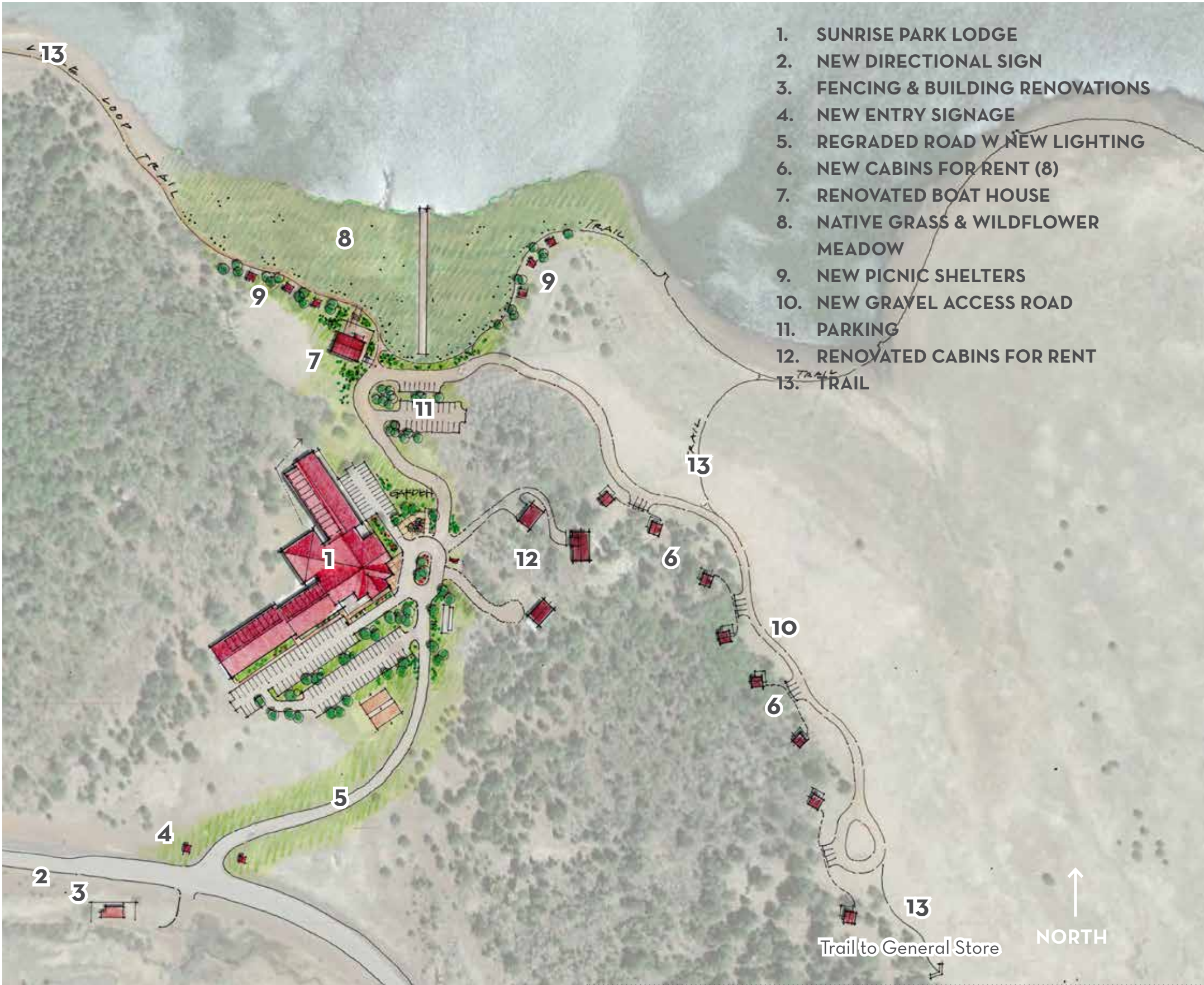


Figure 4: Sunrise Lake Improvement Plan





7. Construct a new picnic area with tables, barbeque grills, and install a native grass and wildflower meadow along a portion of the lake edge. Construct a large group picnic shelter with barbeque grills.
8. Construct loop trail for hiking, equestrian, mountain biking, and cross country skiing around the entire lake and connect it to a new trailhead at the General Store.
9. Construct a linkage from the loop trail to the Apache Railroad Multi-Use Trail.
10. Replace existing signs at entry off of Highway 273 with new signs that are part of a cohesive family of signs that are used throughout the resort.
11. Improve screening and appearance of two utility buildings located on south side of 273, just west of the Lodge access driveway.
12. Replace site lighting along the entry drive.



GENERAL STORE & COMMISSARY

VISION

The General Store will be a “must stop” location for purchasing supplies and for getting a taste of how inviting, friendly and down-to-earth the Sunrise Park Resort truly is.

Visitors will be compelled to stop at the General Store because of the interesting design of the building and the outdoor spaces. Signage, benches, picnic tables, planters and lighting will all contribute to the rural and authentic feel of this place. Inside, the merchandise will be displayed with care—offering local and handmade items by members of the tribe or other craftsman.

A new Commissary will be located behind the store. This structure will replace the existing Commissary which will be renovated for employee housing and an employee dining/lounge.

A small parking area and trailhead will provide visitors with a place to begin hiking or bicycle rides around Sunrise Lake.





GENERAL STORE & COMMISSARY

EXISTING CONDITIONS

The General Store sells gasoline, snacks and fishing gear. It also issues permits and rents ski equipment. The second floor contains two apartments used for employee housing.

STRENGTHS

- Located at prominent intersection of Highway 273 and County Road 600

WEAKNESSES

- The building is in need of repair and maintenance
- Entry and parking are not defined
- The design is uninviting and there are no places to “hangout”

ISSUES

- Little architectural character and design
- Functionality of existing gas pumps
- Deferred maintenance



Key Map

NTS



GENERAL STORE & COMMISSARY

STRATEGIES

1. Improve the appearance and quality
2. Transform the Store into an inviting and interesting stop for gas, supplies, permits and unique items for purchase.
3. Give visitors an initial taste of the tribe's culture as well as information about the many recreational opportunities available with the resort.
4. Make building facade improvements and exterior architectural embellishments
5. Refurbish fuel pumps but maintain "historic" character.
6. Parking lot improvements.
7. Construct new access road, service area and Commissary (approximately 7,800 SF).
8. Relocate powerline if necessary to allow truck access to Commissary.
9. Construct new Entry Signage.
10. Boundary fencing and landscaping.
11. Relocate propane tank on east side to west side.
12. Place screen fencing around propane tanks.
13. Install Picnic Shade Shelter, Barbeque Grill and Landscaping.
14. Construct Trailhead parking, information kiosk, connection to the Lake Loop Trail .
15. New Commissary service road (relocate powerline along west property line).
16. Expand Retail space.



Figure 5: General Store & New Commissary Plan



RV PARK

VISION

Visitors staying overnight in recreational vehicles will be able to relax with family and friends under the shade of mature pine trees and take advantage of the full-service hook-ups and rustic park amenities.

Over seventy-five new RV spaces will be constructed within the existing Campground to supplement the existing hook-ups located on the east side of County Road 600. The expanded RV Park will offer new hook-ups with water and power. New restrooms and showers to serve the new RV spaces and the Campground will be constructed in rustic log buildings.

There will be an new Gatehouse and entry signage that fit the design theme of the overall Resort. Jackleg fencing and landscaping will also be added to separate the RV Park from the existing County Road. A new trail will connect the RV Park to the General Store and Sunrise Lake.



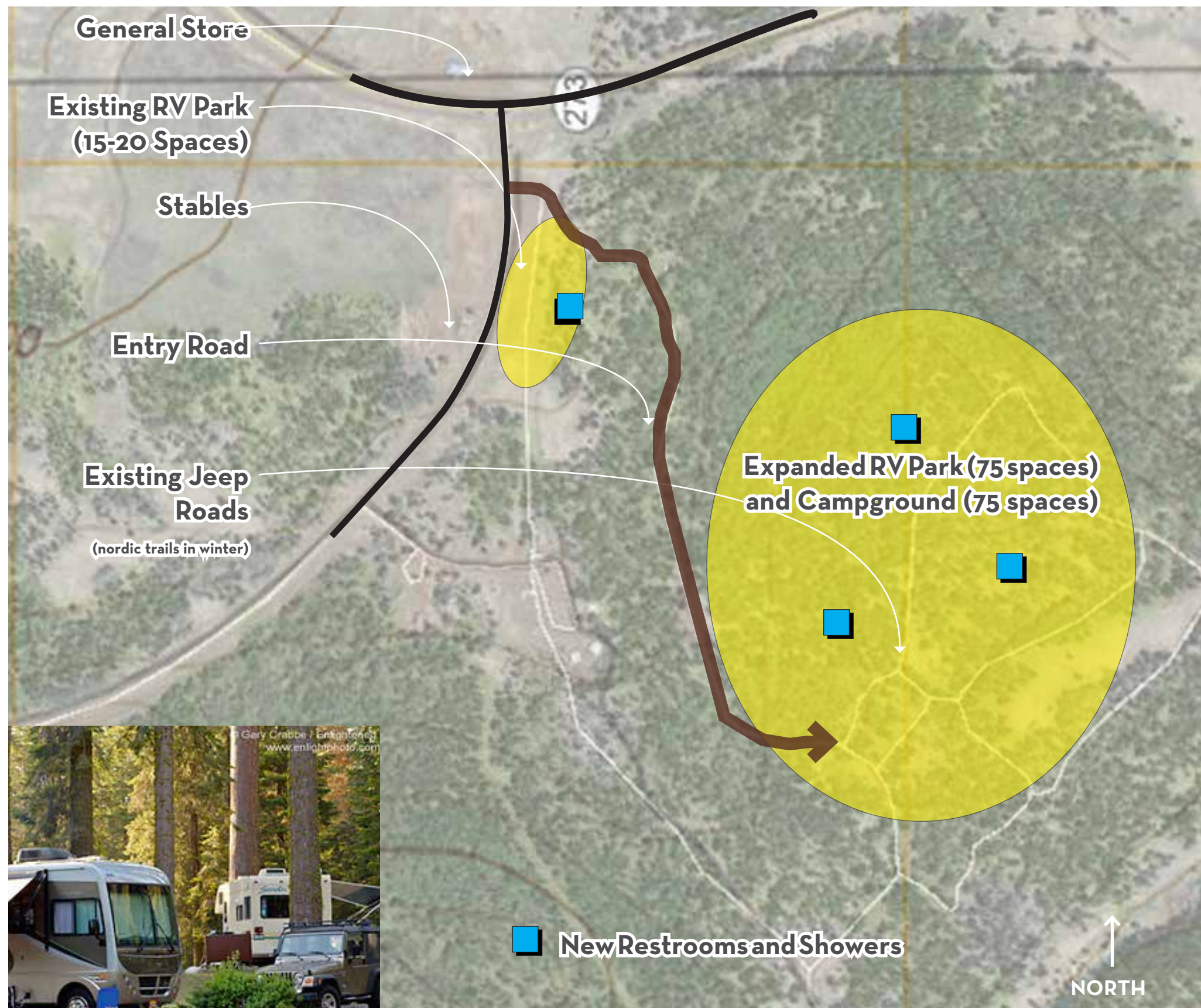


Figure 6: RV Park Expansion Plan

RECREATIONAL VEHICLE PARK

EXISTING CONDITIONS

The existing RV Park consists of about twenty spaces with power hook-ups. Check-in takes place at the General Store. No restrooms or showers are provided.

STRENGTHS

- +/- 65 acres of land area available for development of RV spaces and campground
- Proximity to entry road
- +/- 20 RV spaces across from the General Store with 30-Amp electricity

WEAKNESSES

- Unattractive
- No water or sewage (at this time)

ISSUES

- Deferred maintenance

STRATEGIES

1. Upgrade the RV Park to improve the visitor experience and increase revenue by adding facilities such as a gatehouse and four new restrooms/showers buildings.
2. Add entry and directional signage
3. Delineate access, egress driveways and parking areas
4. Construct jackleg boundary fence and restore native landscape along Road 600
5. Delineate RV Stalls (approximately 18)





Existing Stables



Existing RV Park





Figure 7: RV Park Improvement Plan



THE STABLES

VISION

The design of a barn, and related structures will form what will called “The Stables”.

These building will evoke a nostalgic feeling of the old days on a ranch in northeast Arizona. This area will also offer trails for horse riding in the summer, horse-drawn sleighs in winter. The Stables will be a place that visitors will never forget.



Martis Camp Family Barn | Truckee, CA



THE STABLES

EXISTING CONDITIONS

Existing improvements include an office building, barn and several corrals. The current entry road and parking area is poorly defined. A large area has been disturbed by vehicles and if all of the area is not required for parking, it should be restored to a pasture or natural meadow.

STRENGTHS

- The site is highly visible from Highway 273 and County Road
- Site is surrounded by mature pine trees, open meadows and a small stream
- Miles of easily accessible trails

WEAKNESSES

- Entry, arrival and parking are poorly defined
- Building design is not cohesive

ISSUES

- Low occupancy rate in summer



THE STABLES

STRATEGIES

- 1. Bring the horse stables and associated buildings up to the same quality level as the rest of the resort.
- 2. Renovate existing buildings, fencing and parking areas to reflect the environmental-sensitivity and design quality of the resort.
- 3. New facilities, such as a check-in building and restrooms to reinforce the goals and objectives of the resort .
- 4. Repair disturbed landscapes, especially the open area on the west side of the County Road
- 5. Construct entry signage, entry drive, parking and turnaround.
- 7. Construct jackleg fencing and install native landscaping along Road 600.
- 8. Establish a new horse pasture along County Road 600.



Figure 8: Stables Improvement Plan



CAMPGROUND

VISION

Campground visitors of all ages will be enticed to get up-close and personal with all that the surrounding nature has to offer.

There will be opportunities to stay overnight in +/- 75 naturally-undisturbed campsites with fire pits for storytelling and cookouts after spending the day participating in other resort activities.

The campgrounds will cater to families, groups and individuals of all ages. Drinking water, restrooms and showers will be provided, while other amenities will remain rustic. These rustic amenities will be made of wood or other natural materials designed to encourage campers to get away from technology and enjoy the simpler things in life.



Rio Grande Park, Aspen, CO



CAMPGROUND

EXISTING CONDITIONS

STRENGTHS

- Prominent location at Highway 273 and 600
- Open year round, permit required

WEAKNESSES

- Water is non-potable due to repairs
- Lacks variety of camping experiences such as primitive, car sites, group sites.
- Lack of facilities and amenities

ISSUES

- Management of the Campground is now under the control of the Resort

STRATEGIES

1. Provide overnight campsites for families, large groups and individuals.
2. Provide amenities such as water, restrooms, showers, cooking areas and trails.
3. Construct entry and directional signage.
4. Construct Gatehouse Building (suitable for both RV and Campground).
5. Add three restrooms and showers (shared with RVs).
6. Add Group Picnic Shelter(s).
7. Add Adventure Playground.

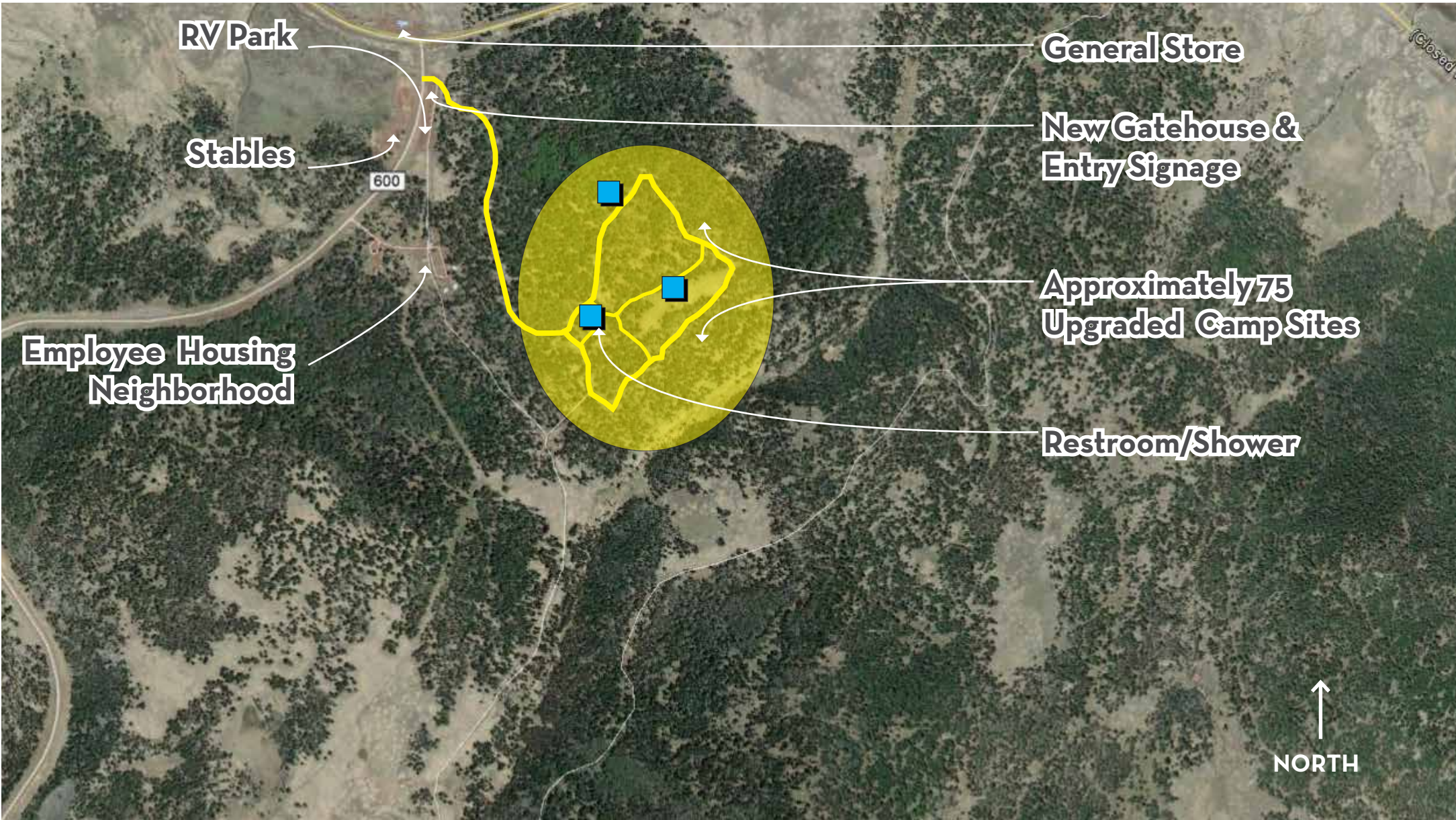


Figure 9: Campground Improvement Plan



Existing Campground Road



LAKE ONO

VISION

Lake Ono and a new Upper Lake Ono will be surrounded by a nearly pristine landscape and complemented by small structures.

The two beautiful lakes will mark the entrance into Sunrise and Cyclone base areas. Trails around the lakes will lead to interesting spots for fishing, wildlife watching, family picnics, and spaces for relaxing afternoons. The pump house and other buildings will be painted with colors that blend in with the natural environment. Parking will be screened from views and powerlines will be buried as to not be intrusive to views.





LAKE ONO

EXISTING CONDITIONS

Lake Ono is a wonderful fishing spot with pristine views with the exception of undesirable intrusions by several powerlines. Lake Ono and the new Upper Lake Ono offer beautiful hiking, fishing and picnic opportunities that are within walking distances of the large parking areas at the base of Sunrise Peak. Together, the two lakes supply enough water required for snow making.

STRENGTHS

- Location is highly visible
- Potential trailhead site

WEAKNESSES

- Visual impact from powerlines
- Lack of trail connections

ISSUES

- Water quality



LAKE ONO

STRATEGIES

- 1. Bury powerlines .
- 2. Build a new lake at higher elevation with stream that links to Lake Ono.
- 3. Increase use of area for fishing, ice fishing, ice skating, etc. .
- 4. Add benches and fishing spots.
- 5. Restore disturbed areas to natural conditions.
- 6. Construct Trailhead with parking and information kiosk (map).
- 7. Construct loop-trail for hiking, equestrian, mountain biking, and cross country skiing around Lake Ono and the future lake.
- 8. Repair and renovate structures.



The parking area at Lake Ono is an excellent site for a trailhead.

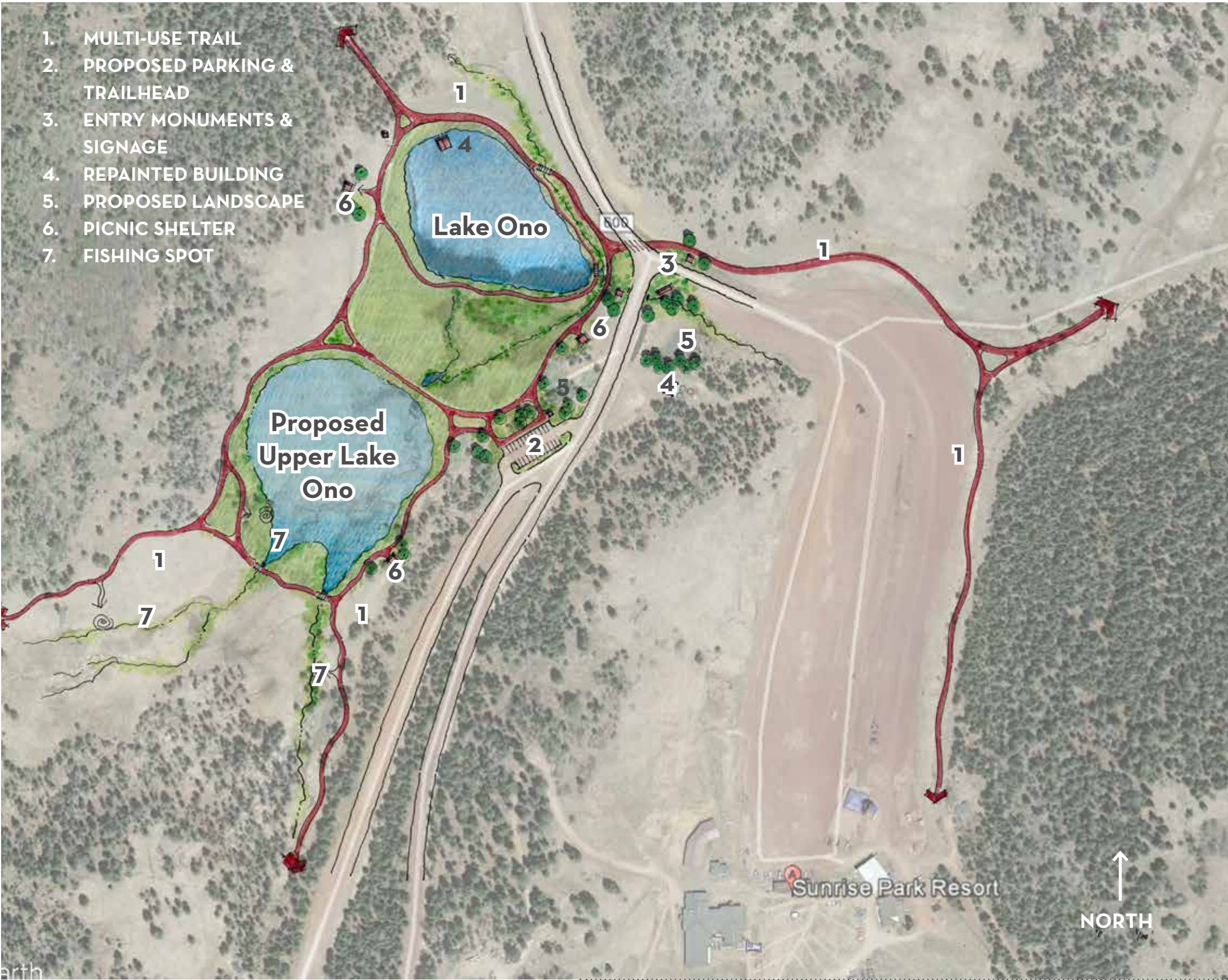


Figure 10: Lake Ono Improvement Plan



SUNRISE BASE

VISION

Sunrise Base will be humming with activity every day of the year. Visitors and groups of all ages will be excited as they enter Sunrise Base and start their favorite year-round activities.

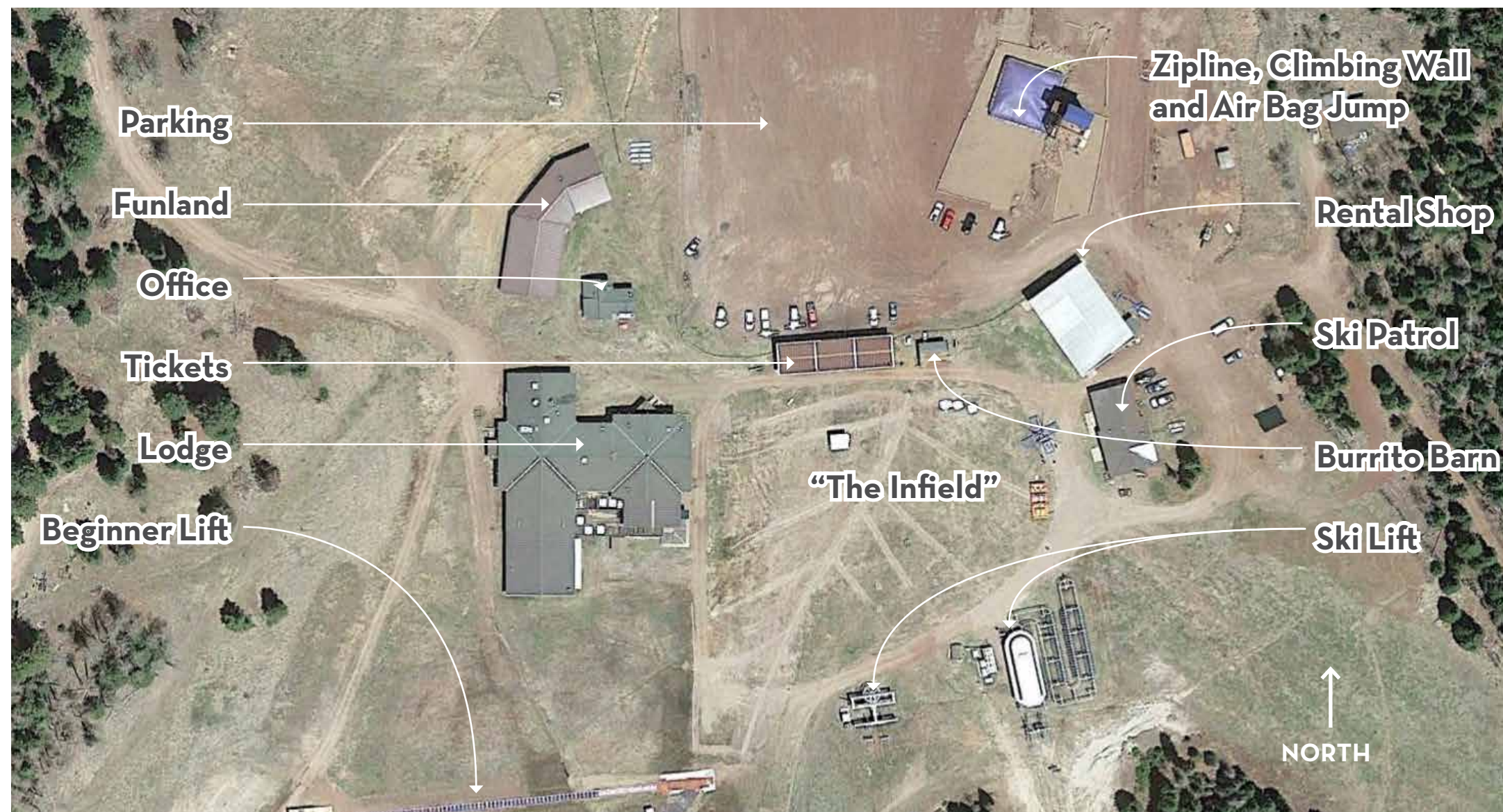
A new hotel and new buildings for the ticket booth, restaurants, shops, equipment rentals and the ski patrol combined with the renovated day-lodge, and new outdoor spaces will create a “Base Village” that will add to the exciting atmosphere. In the winter, the village will embrace the ski runs and the ski lifts taking people up the mountain. In summer, a manicured lawn will be used for a wide variety of recreational activities and cultural events, while zipliners zoom overhead and in between buildings on their exciting descent to the terminal tower.

In Phase Two, hotel guests will ski-in and ski-out of small cabins set among the pine trees on the hill above the new hotel.



Big Sky, MT





SUNRISE BASE

EXISTING CONDITIONS

The Sunrise Base area includes the Day Lodge, Funland, The Cottage office building, Ticket Booth, Burrito Barn, Ski and Bike Rental shop, Ski Patrol office, zipline, climbing wall, air bag, jump and parking.

STRENGTHS:

- Existing facilities, parking and infrastructure

WEAKNESSES:

- Lack of architectural character
- Inconvenient user circulation sequence

ISSUES:

- Inconsistent architectural character
- Deferred maintenance
- Layout or buildings



Old Day Lodge Current Day Lodge



Sunrise Base Village Site



SUNRISE BASE

STRATEGIES:

1. Construct a new pedestrian-friendly Sunrise Base Village by renovating several existing buildings while other buildings are demolished and replaced by new construction. The key component of the new construction is a hotel that offers ski-in and ski-out rooms, meeting space and an outdoor swimming pool.
2. All renovations and new construction will reflect a new palette of materials and colors that have been integrated throughout the resort.
3. Development of the Sunrise Base Village will be carried out in at Two Phases. Phase One will consist of demolition of several existing structures, renovations and alterations to other existing structures and new construction of buildings and site improvements. Phase Two includes construction of the new ski-in and ski-out cottages that expand the number of rooms of the hotel.
4. The long-term development of Sunrise Base Village may include a High Altitude Training Center (HATC) that would be located on the ridge east of the hotel and cottages.



SUNRISE BASE: PHASE ONE

STRATEGIES:

DEMOLITION

- Ski Patrol Building (1,950 SF)
- Ski Rental Building (3,500 SF)
- “The Cottage” Building / Coffee Shop (2 Stories at 1,000 SF)
- Burrito Barn Restaurant (240 SF)
- Existing Employee Housing Unit (east of parking lot)
- Ticket Booth

RENOVATIONS AND ALTERATIONS

Day Lodge

- Major upgrades: interior, building exterior, mechanical, electrical systems, and site improvements such as decks, stairs, handrails, and retaining walls
- Replace roof with metal roof
- Install metal caps on all exposed wood beams
- ‘Skin’ exterior walls with metal siding
- Remodel kitchen, cafeteria style food service, and bar to improve service for families

Funland

- Renovate interior and exterior
- Remodel administrative offices to accommodate operations, finance, marketing, and human resources
- Remodel Daycare / Ski School space
- Exterior grading and drainage improvements
- Construct new service access road to connect the parking lot to the Day Lodge
- Exterior renovations and painting to match theme

Zipline, Climbing Wall and Bag Jump

- Renovate existing tower structure by painting, site improvements and landscape.

NEW CONSTRUCTION:

Hotel Development Program:

- Total Gross Building Area: 30,000 - 40,000 SF
- 40-45 Guest Rooms (single loaded, 2 & 3 stories) 350-450 SF
- King Rooms
- Queen Rooms
- ADA Rooms
- Suites
- Lobby / Living Room / Reception / Restrooms
Lobby Retail / Cultural Display
- Lobby Restrooms
- Kitchen
- Breakfast Room
- Bar
- Administration Offices
- Spa/Fitness Center
- Meeting Rooms
- Meeting Room Restrooms
- Pre-Function and Storage
- Back of House (staff lounge, storage, mechanical, etc.)
- Housekeeping Rooms
- Outdoor Pool (pool, deck, fire pits)
- Portable Recreational Ice Rink (60’ x 85’)
- Delivery / Access

Ski Patrol & Lift Operators program (3,750 SF)

- Offices / Storage
- Medical treatment Rooms / Beds
- Locker Room
- Restrooms

Nordic Center & Bike Outfitter program (5,250 SF)

- Equipment Rental
- Lockers and Restrooms
- Lessons
- Retail Sales
- Ski Passes and Permits

Village Retail, Restaurants, Etc Development Program

- New Retail building (2,100 SF)
- New Burrito Barn Restaurant (2,500 SF)
- New Arrival Plaza & pedestrian amenities (6,600 SF)
- New Restrooms (800 - 1,000 SF)
- New Cafe/Coffee Shop (1,450 - 1,650 SF)
- Culturally related sculpture in plaza
- Portable Ice Rink (60’ x 85’)
- Digital Sign
- Paved the Parking Lot for 300 stalls (approximately 3 acres)

Ticket Booth (2,125 sf)

- Ticket windows on north side of building
- Upgrade computer ticketing capabilities



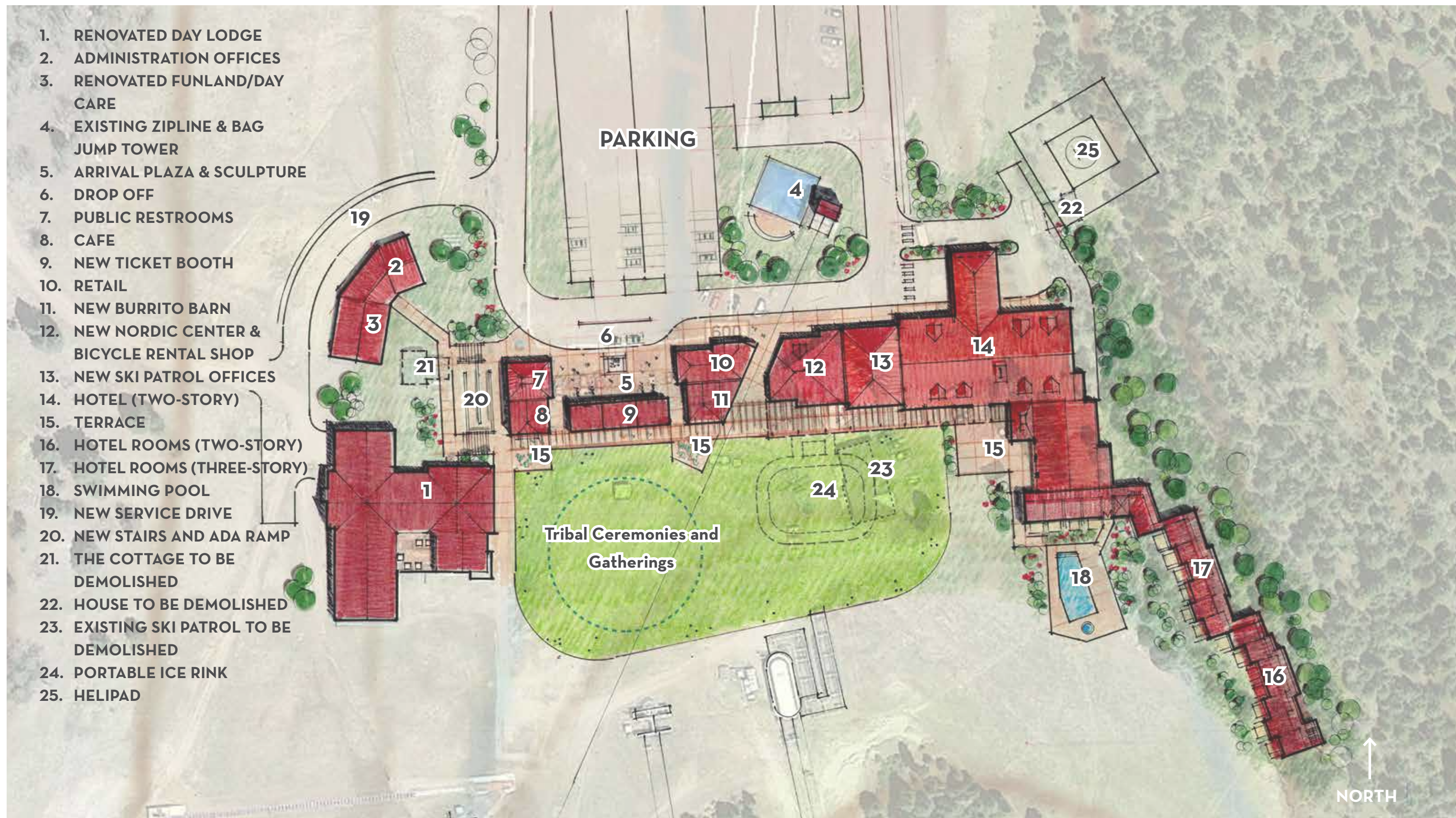


Figure 11: Village Illustrative Plan





Figure 12: Village Conceptual Ground-level Plan



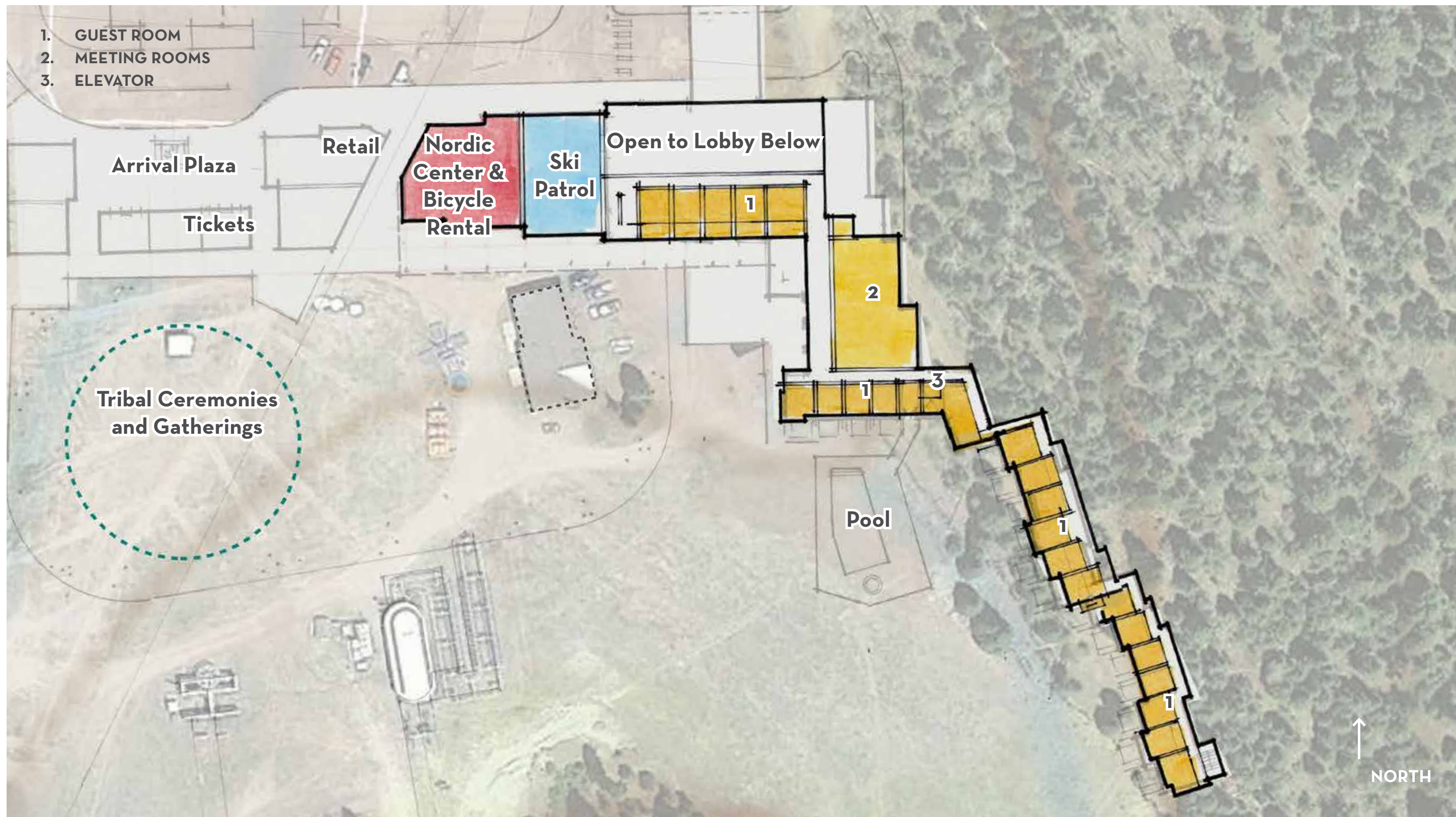


Figure 13: Village Conceptual Second-level Plan



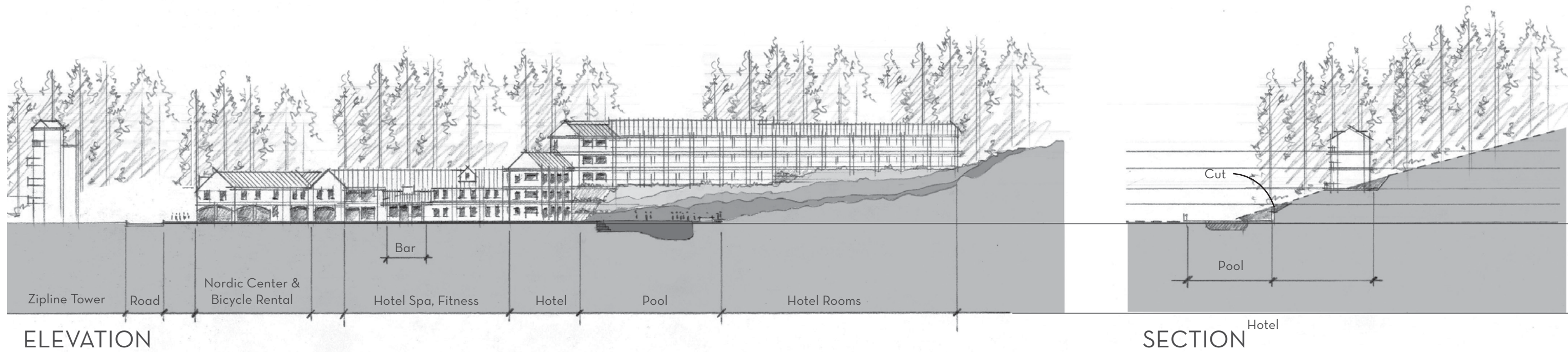
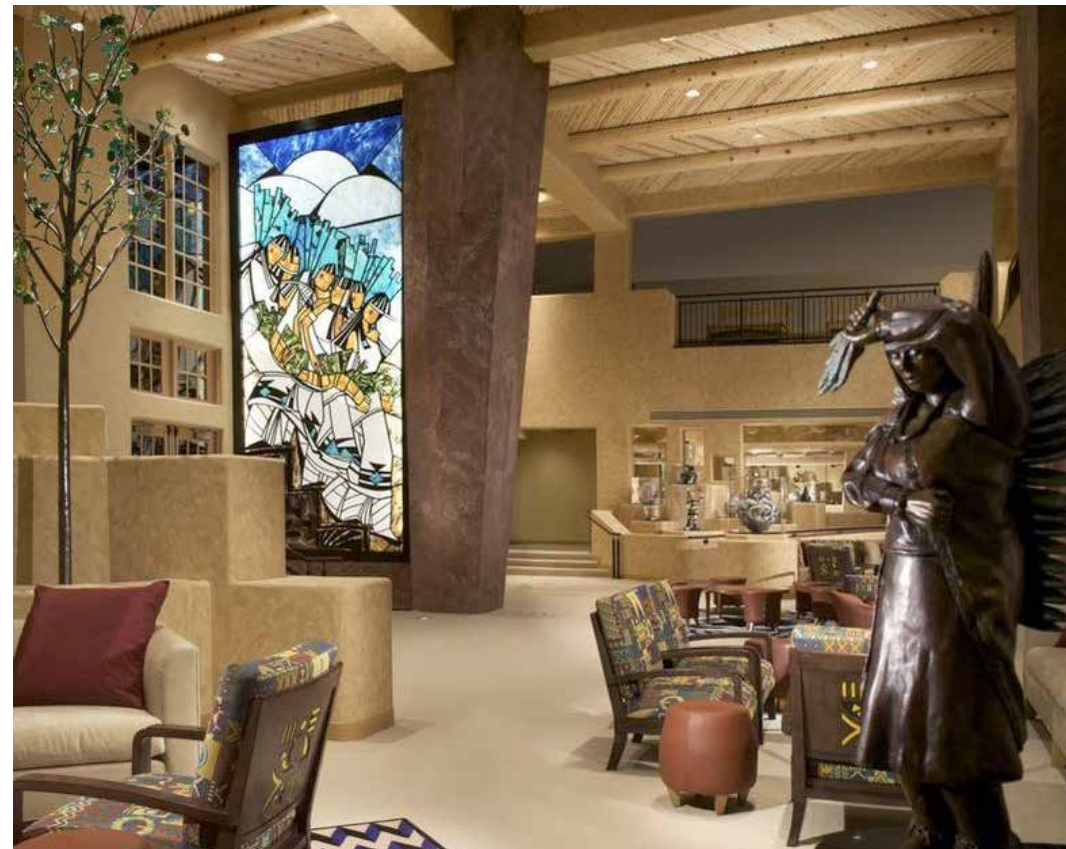


Figure 14: Village Conceptual Hotel Elevation & Section



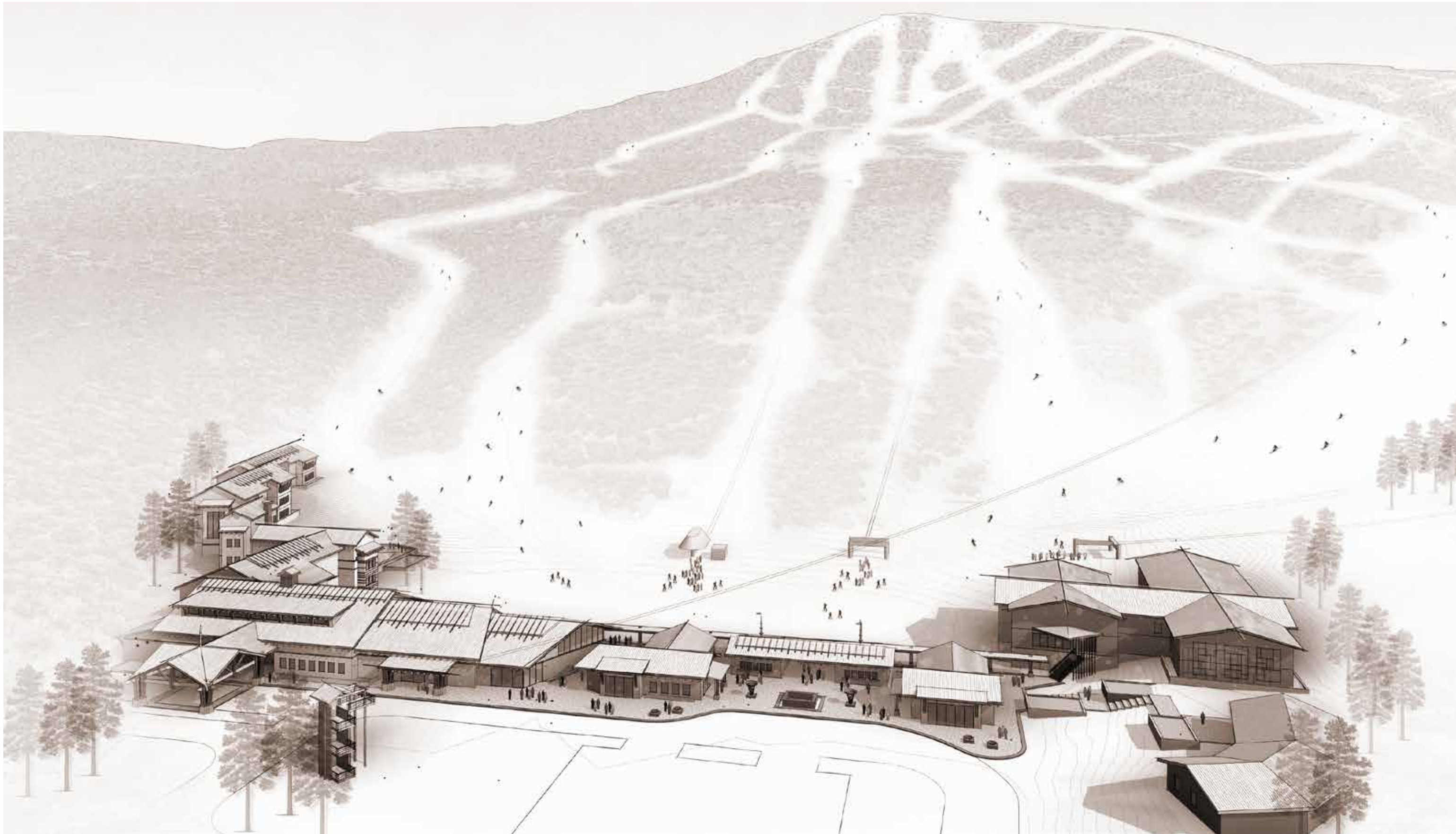


Figure 15: Village Perspective Rendering

SUNRISE BASE: PHASE TWO

HILLSIDE COTTAGES

In Phase Two the Sunrise Base Village Hotel envisions the possibility of adding more keys to the Hotel by constructing Cottages on the hillside east of the main hotel buildings. The master plan includes space for twenty-five potential cottages that would be one, two or three bedrooms, ranging from 500 to 1,500 square feet in size.

Because the Cottages would be located between eighty and one hundred and twenty feet higher in elevation than the bottom chair lift, skiers will be able to ski down to the lift directly from their room. Skiers may also ski into their Cottage if trees are thinned to allow a connection to the easternmost ski run, “Sugar”. In the summer months there is direct access to hiking and biking trails that traverse throughout the Resort.

Vehicular access to the Cottages is along a new road that connects to the north end of the existing Sunrise Base Village parking area. The steepest road grade is approximately six percent.

Parking for each cottage is located in small parking areas along the road. On the east side of the access road there is a trail that leads to the cross-county and trails in the campground.

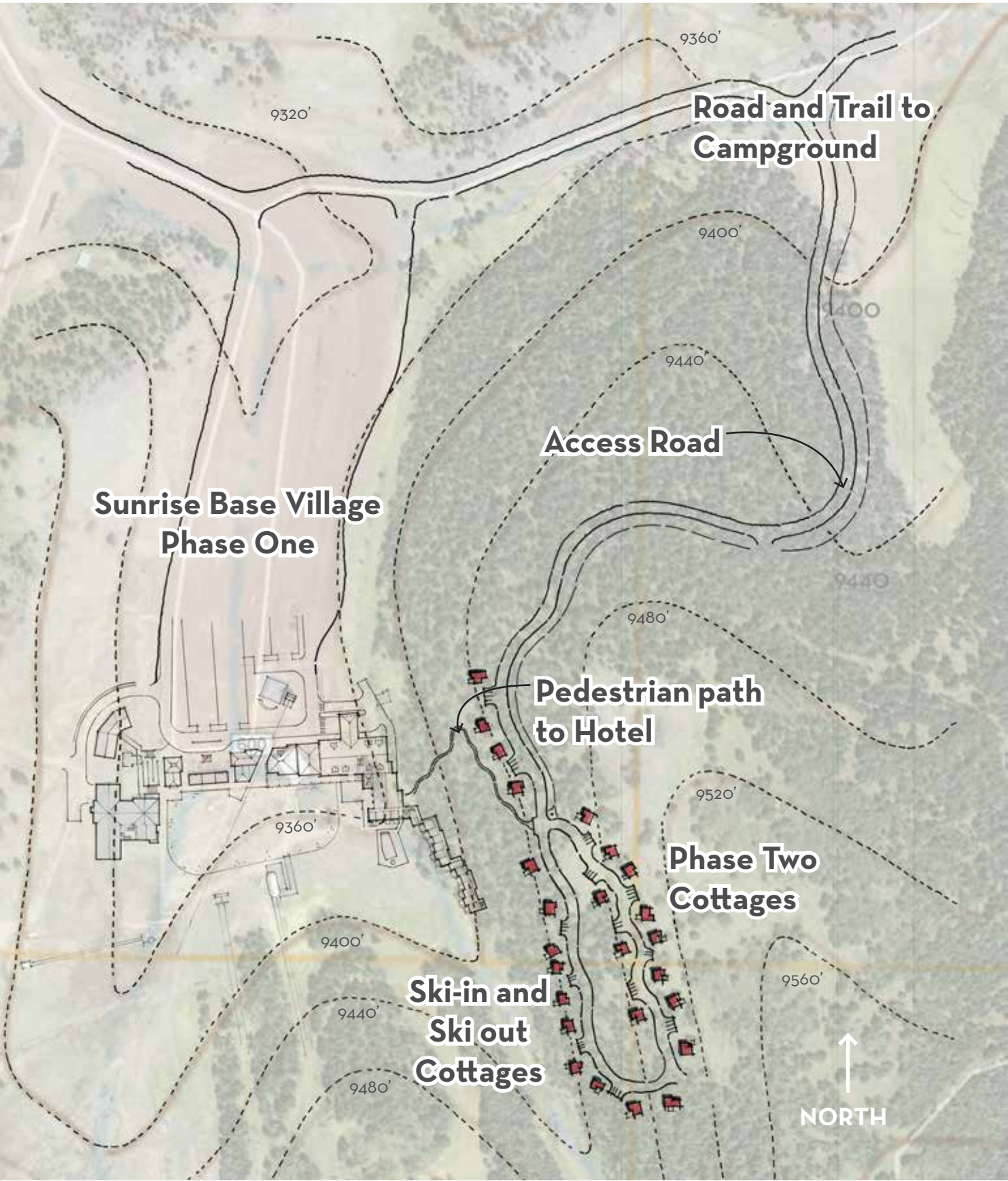
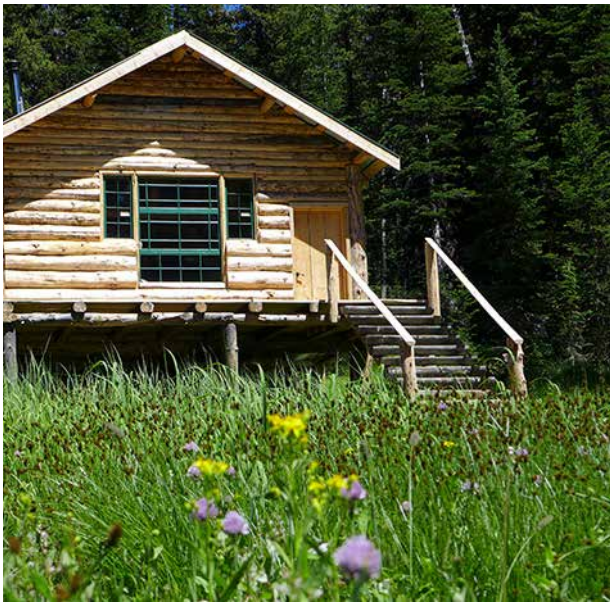


Figure 16: Proposed Hillside Cottages Plan



SUNRISE BASE: FUTURE PHASE

HIGH ALTITUDE TRAINING CENTER

Sunrise Park Resort offers the ideal conditions for development of a High Altitude Training Center (HATC). The location selected for the main training facilities is at an elevation of approximately 9480 feet. Athletes are accommodated in the Cottages located within walking distance from the training facilities or in the hotel located in the Sunrise Base Village.

- Approximately 25,000 total gross building area
- Reception and Administration
- Olympic swimming pool (25 meters or 50 meters in size)
- Weight training room
- Cardio training
- Sauna and Steam Rooms
- Locker rooms and showers
- Lounge/Cafe /Juice Bar
- Gymnasium with restrooms
- Olympic swimming pool (25 meters or 50 meters in size)
- 400 meter track
- Entry Road, parking and site infrastructure

HELIPAD

- Construct helipad (see Figure 11: Village Illustrative Plan for location)

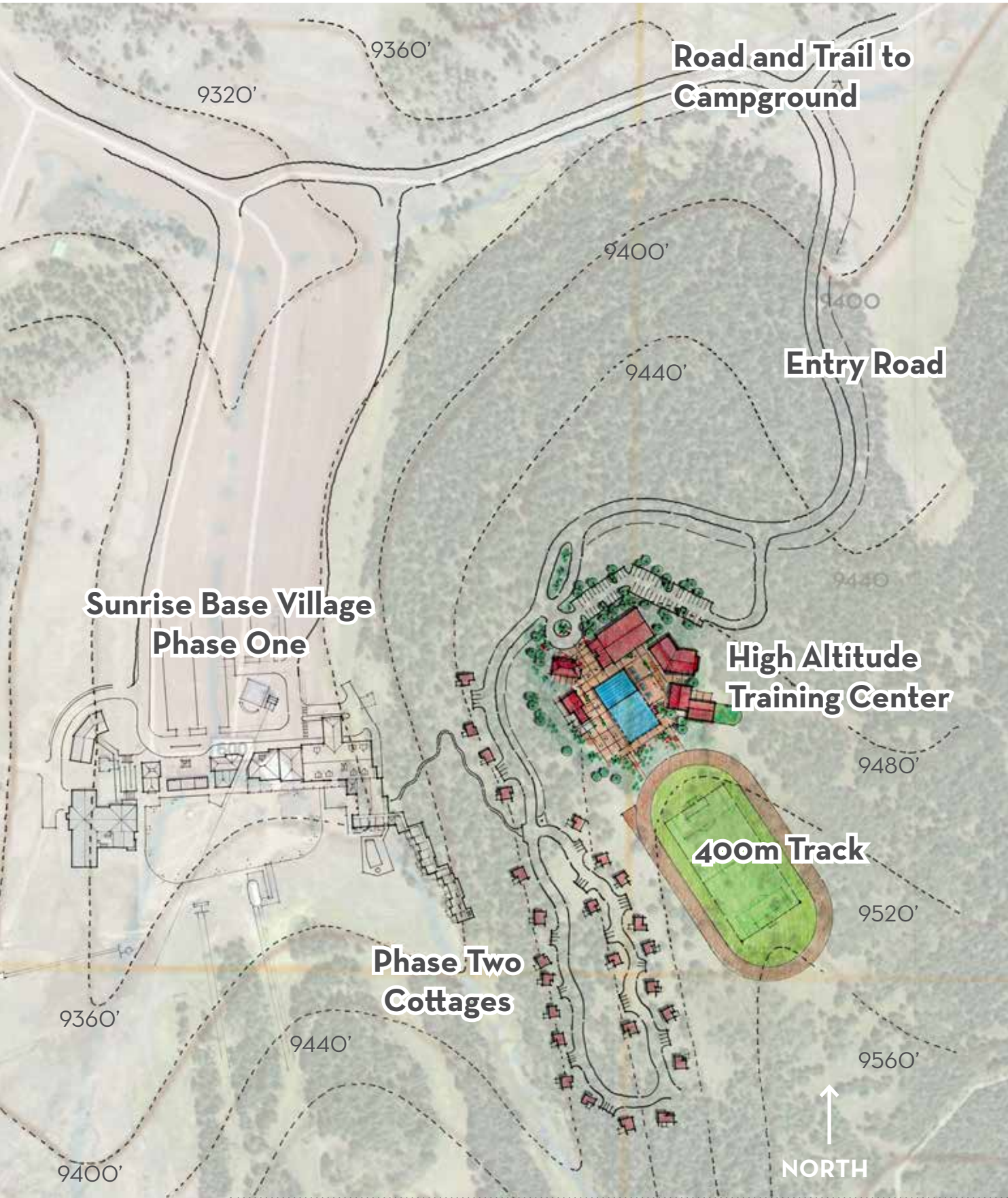


Figure 17: Future High Altitude Training Center Overall Plan



HIGH ALTITUDE TRAINING CENTER

STRATEGIES:

The HATC consists of a 400 meter track, weight training, cardiac training and gymnasium. In the illustrations below the swimming pool shown could be a 25 meet pool or if budget allows, a full 50 meter pool.

The total gross building area depicted in the Plan is about 24,750 square feet including the following:

- Reception and Administration
- Olympic swimming pool (25 meters or 50 meters in size)
- Weight training room
- Cardio training
- Sauna and Steam Rooms
- Locker rooms and showers
- Lounge/Cafe /Juice Bar
- Gymnasium with restrooms
- Olympic swimming pool (25 meters or 50 meters in size)

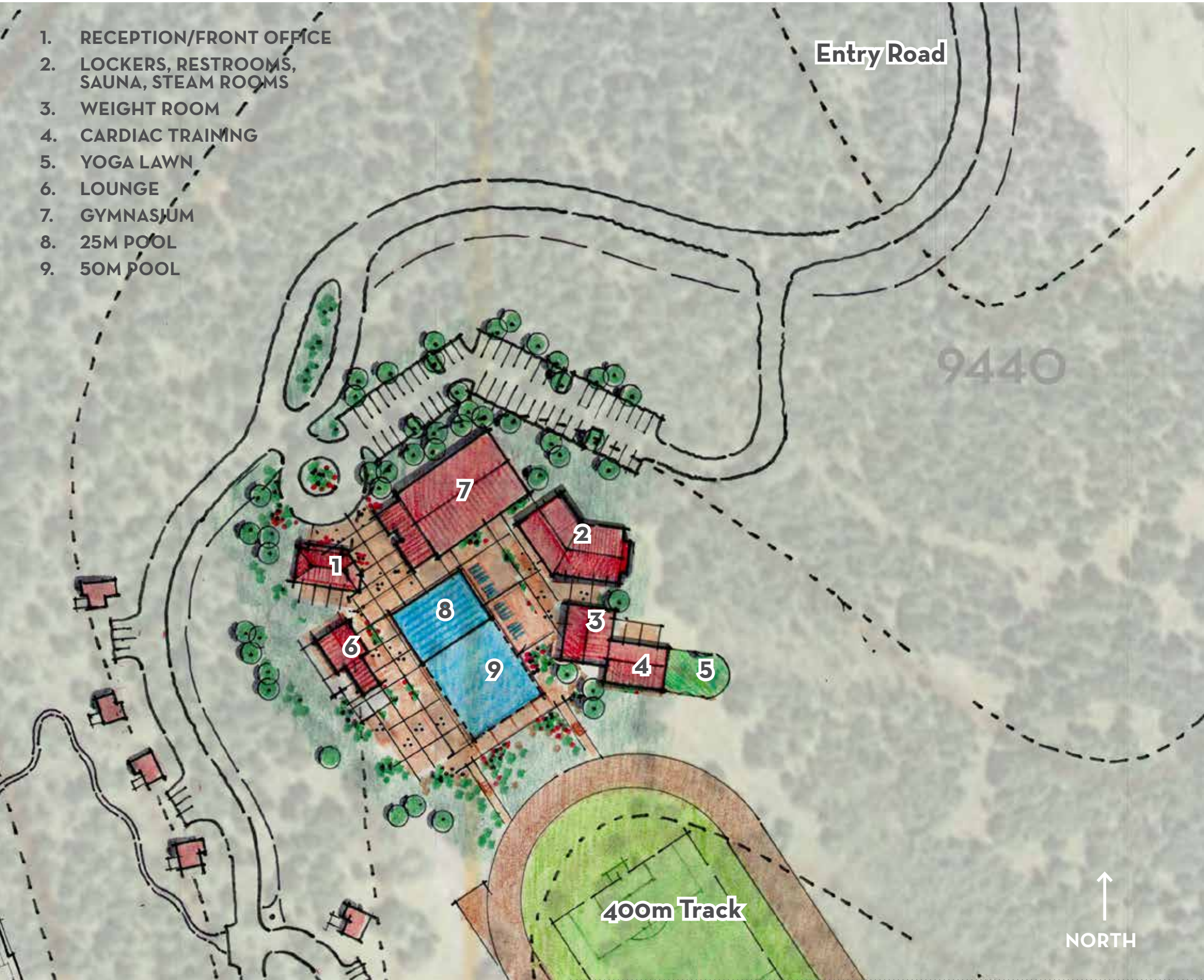


Figure 18: Future High Altitude Training Center Detail Plan



CYCLONE BASE

VISION

After renovation the three simple but beautifully buildings attract would regular visitors wanting to avoid the crowds at Sunrise and desiring quick access to Cyclone Peak.

The scale of development at the Cyclone Base area would be a welcome contrast to Sunrise Base. Cyclone would have a totally different look and feel. It would offer a down-to-earth, laid back environment.



Whitefish, MT





CYCLONE BASE

EXISTING CONDITIONS

The Cyclone Base area includes a day lodge, ski rental shop, ski patrol office and parking.

STRENGTHS:

- Existing facilities, parking and infrastructure

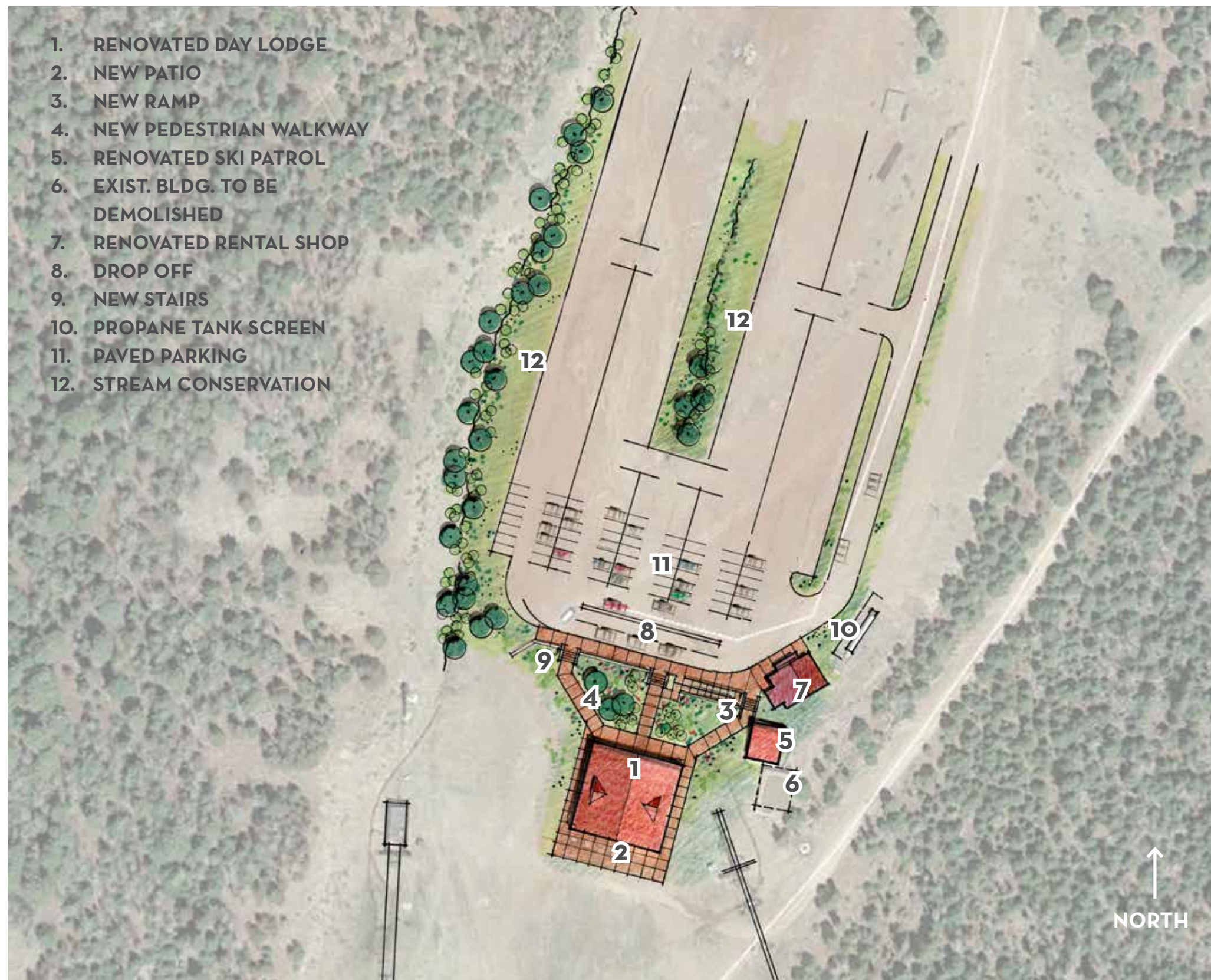
WEAKNESSES:

- Lack of architectural character
- Inconvenient user circulation sequence
- Accessibility due to steep slopes and retaining walls

ISSUES:

- Inconsistent architectural character
- Deferred maintenance
- Layout or buildings





CYCLONE BASE

STRATEGIES

1. Renovate the day lodge, ski rental and ski patrol buildings to bring them up to the same level of quality as the rest of the resort. Include a larger outdoor patio space and consider tying the three separate buildings together using a covered walkway.
2. Improve parking, circulation and drop-off areas
3. Construct a new pedestrian ramp to allow access and transport of food and beverages into the day lodge.
4. Pave the parking area using permeable pavement
5. Restore native landscape along stream channels and springs. Use erosion control measures to maintain quality of water in the stream.



Stowe, VT

Figure 19: Cyclone Base Improvement Plan



MOUNTAIN LODGES

VISION

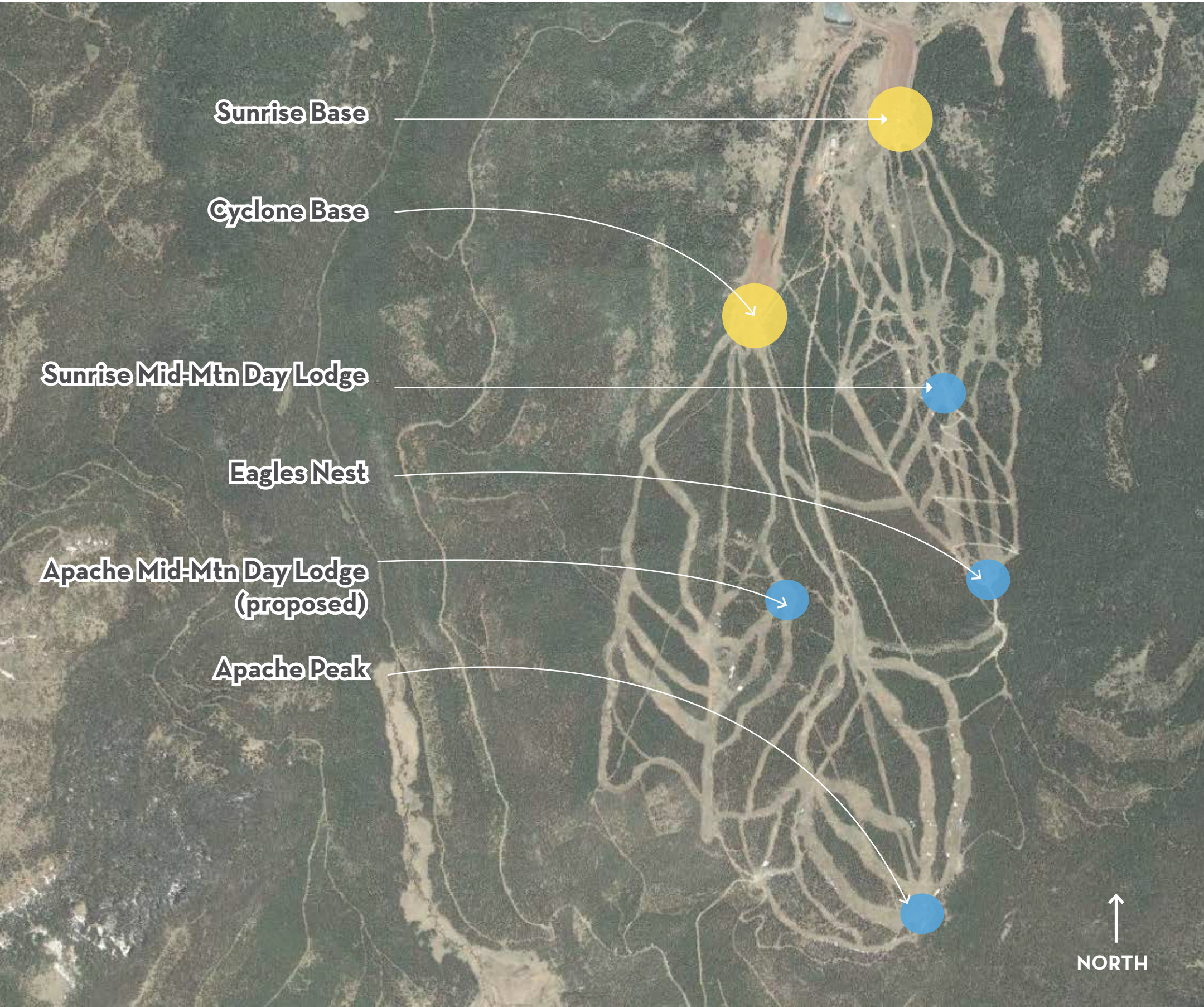
Apache Peak, Eagles Nest, the lodge at the mid-point on Sunrise Peak and a new day lodge at the mid-point on Apache Peak will be fun, convenient and relaxing places to break from activities on the mountain. Families will gather at one of the four mountain lodges to enjoy a meal and to take in the fabulous views.

EXISTING CONDITIONS

The mountain lodges are essential components to the skier experience. Repairs and renovations to these facilities will enhance the character of the resort, as Apache Peak is the pride of the mountain lodges. Situated on the highest point on the mountain, the Apache Peak lodge will be a special facility for experiencing the views of the surrounding landscape. The location, size and condition of the restaurant, outdoor decks and kitchen facilities make it suitable for every day use and for special events such as weddings, conferences or retreats.

A mid-mountain lodge on Apache Peak recently was completely destroyed by fire. A new lodge is needed to provide an important stopping and resting place at this strategic location.

Eagles Nest and Sunrise Mid-Mountain Lodge are popular locations but they are in need of repair and upgrades.





APACHE PEAK



APACHE PEAK



APACHE PEAK MID-MOUNTAIN



APACHE PEAK MID-MOUNTAIN

MOUNTAIN LODGES

APACHE PEAK DAY LODGE

STRATEGIES

1. Make needed interior and exterior repairs to allow the building to be opened for day use for the winter season.
2. Identify upgrades and renovations required to make the building suitable for large special events such as weddings, conferences and retreats.
3. Improve access road to allow deliveries.

APACHE PEAK MID MOUNTAIN DAY LODGE

STRATEGIES

1. Construct a new mid-mountain lodge on Apache Peak at same location as the previous building that burned down. An new Day Lodge should be about 1800 to 3000 square feet in size with another 1500 to 2500 square feet in outdoor deck space.





SUNRISE PEAK (EAGLES NEST)



SUNRISE PEAK (EAGLES NEST)

EAGLES NEST DAY LODGE

STRATEGIES

The Eagle’s Nest Lodge is notable for the magnificent views from the outdoor dining decks. Potential improvements include redesign of the kitchen to make it more efficient and capable of offering a wider variety of food items.

1. Repair, renovate and upgrade interior and exterior spaces.
2. Upgrade kitchen facilities to be able to offer a wider variety of food and beverage items.

SUNRISE MID MOUNTAIN DAY LODGE

STRATEGIES

1. Repair, renovate and upgrade interior and exterior spaces.



SUNRISE MID-MOUNTAIN



SUNRISE MID-MOUNTAIN



EMPLOYEE HOUSING

VISION

Every resort employee will be able to live in a quality home or apartment with their family (if they so desire). Most of the housing will be provided in a dormitory style apartment building where the units share kitchens and/or living areas.

The group of ten existing homes will become a part of an employee neighborhood that offers a variety of housing and a small park that can be used by all employees. The park will contain a playground, picnic shelter and a basketball court.



Telluride, CO



Sun Valley, ID





Existing Employee Housing south of the RV Park

EMPLOYEE HOUSING

EXISTING CONDITIONS

Currently, employee housing is provided in several locations including the three cabins by Sunrise Park Lodge/Hotel, two apartments above the General Store, and ten homes south of the RV Park.

STRENGTHS:

- Location
- Existing infrastructure

WEAKNESSES:

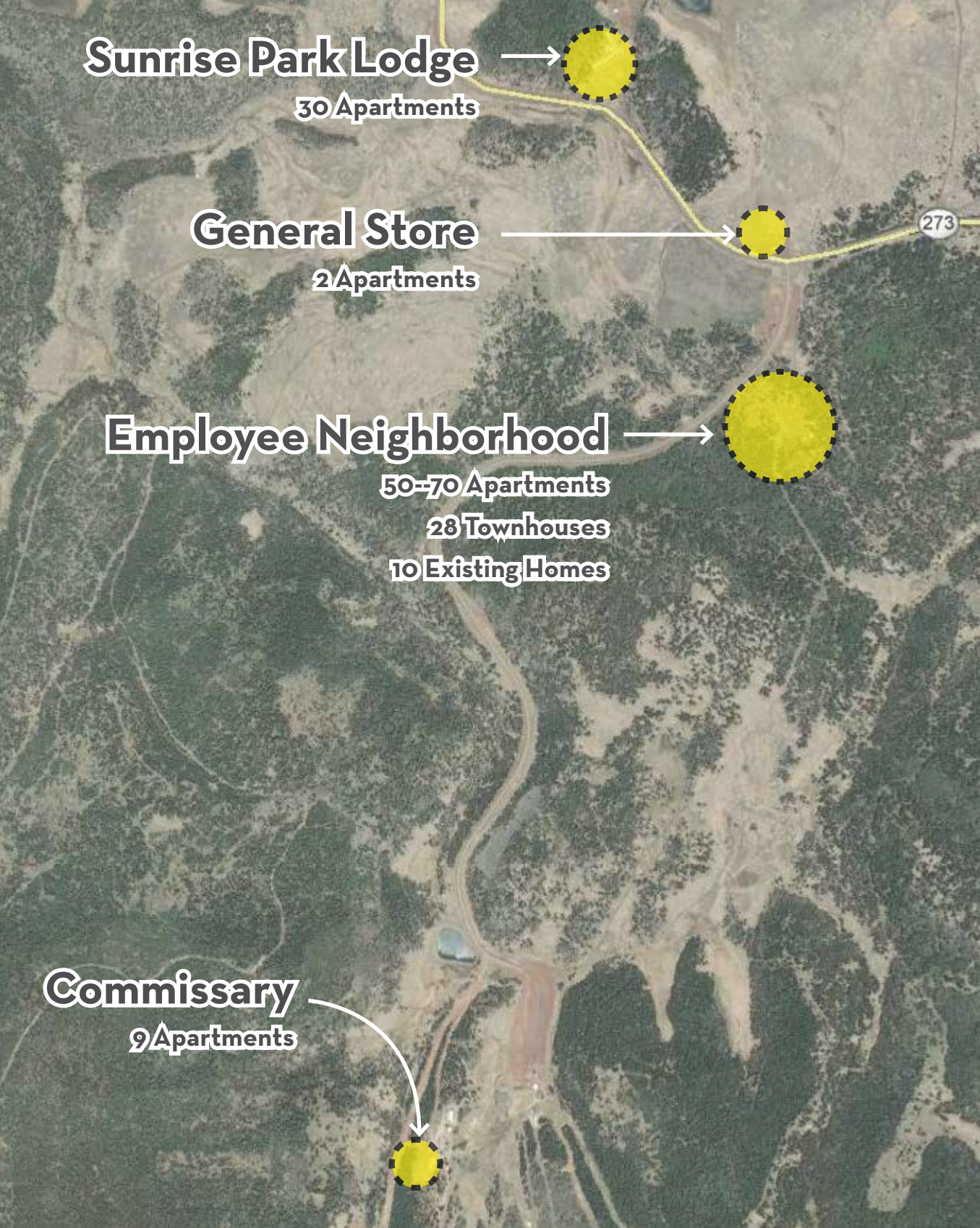
- Deferred maintenance
- Site maintenance and trash removal

STRATEGIES

1. Provide a mix of housing types for employees and their families. Include studio apartments, shared kitchens and shared living areas.
2. Develop low-cost, durable and safe housing.
3. Create a new Employee Neighborhood where there is a mix of housing types and amenities such as a small park, playground and picnic area.
4. Supplement the housing with appropriate amenities such as a parking, cafeteria/dining area, community room, laundry, park, playground, picnic area
Renovate existing employee housing neighborhood.
5. Renovate and remodel and existing Commissary.
6. Convert about thirty hotel rooms in the existing Sunrise Park Lodge to employee apartments.
7. Renovate the two apartments in the General Store.



PROPOSED EMPLOYEE HOUSING SITES



SUNRISE PARK LODGE



GENERAL STORE



EMPLOYEE NEIGHBORHOOD



COMMISSARY



EMPLOYEE HOUSING

SUNRISE PARK LODGE

Approximately thirty (30) rooms in the existing Sunrise Park Lodge will be converted to employee housing units. The rooms are on the second level of the Lodge and in addition to converting the rooms, the existing exterior access corridor will be enclosed so employees may enter their rooms without disturbing guests staying in the Lodge.

A severe drainage problem currently causes flooding in some interior spaces located on the uphill side of the building. Surface water runoff from the forested hillside should be redirected or piped around the building.



Sunrise Park Lodge

EXISTING SUNRISE PARK LODGE SECOND FLOOR PLAN

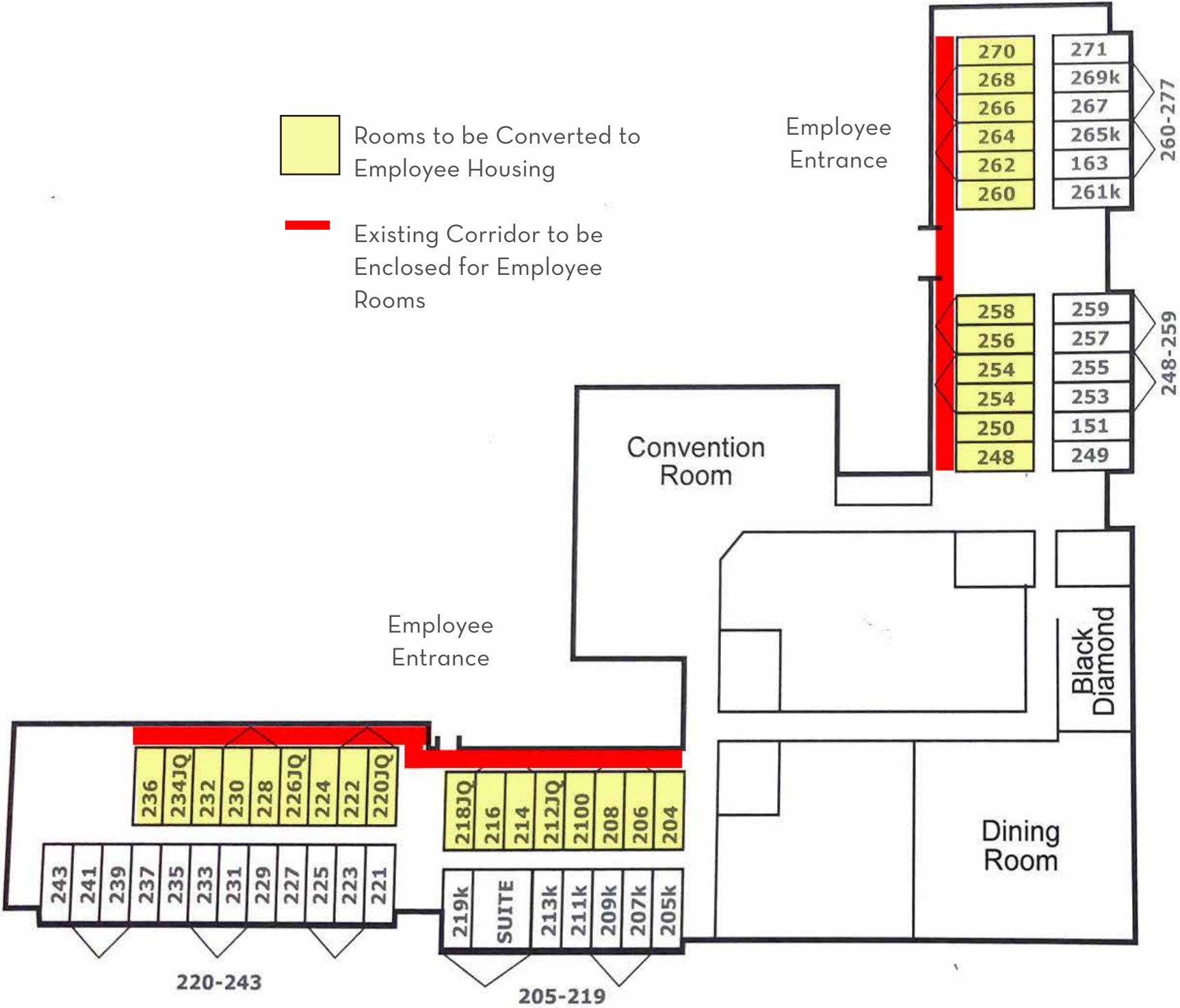


Figure 20: Proposed Sunrise Park Lodge Employee Housing





Figure 21: Proposed Employee Housing Neighborhood Plan

EMPLOYEE HOUSING

EMPLOYEE NEIGHBORHOOD

STRATEGIES

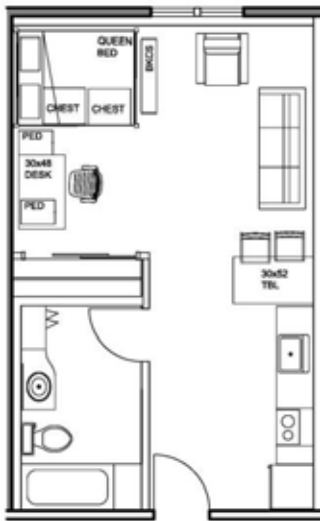
1. Construct studio and/or one bedroom apartments in a two or three-story building with parking. Two units may be designed to share a kitchen or they may share a living room and kitchen (see prototypical floor plans on following page). Fifty to seventy units total.
2. Construct Two-Story Townhouses with two and three bedroom units. Twenty-eight units total.
3. Construct a Neighborhood Park consisting of a:
 - Playground
 - Picnic Shelter
 - Basketball Court



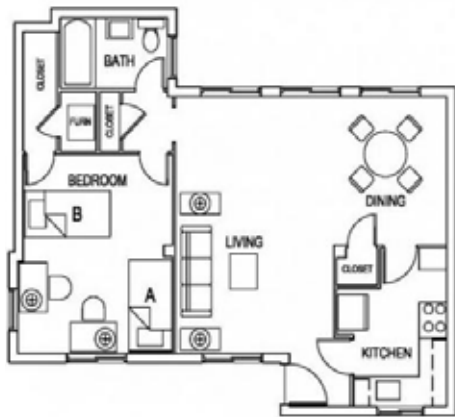
Big White Ski Resort, Kelowna, BC



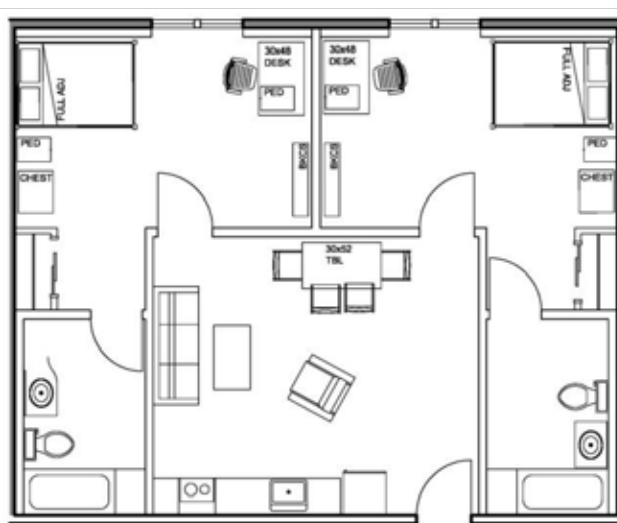
STUDIO APARTMENT



ONE BEDROOM APARTMENT



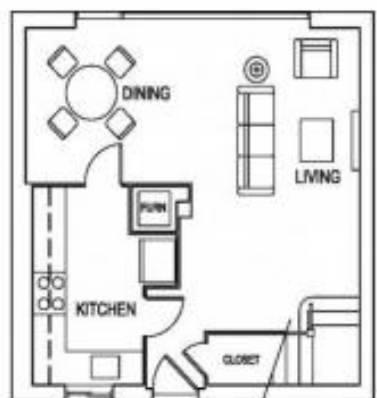
TWO STUDIO APARTMENTS
- SHARED KITCHEN & LIVING ROOM



TWO BEDROOM APARTMENT
- TWO FLOORS



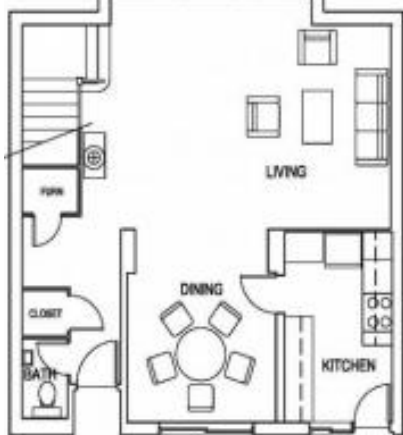
SECOND FLOOR



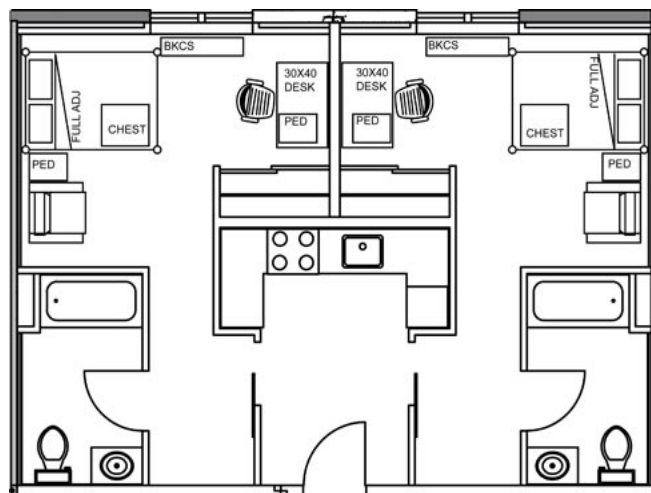
THREE BEDROOM APARTMENT
- TWO FLOORS



SECOND FLOOR



TWO STUDIO APARTMENTS
- SHARED KITCHEN



PROTOTYPICAL FLOOR PLANS

The floor plans illustrated on this page are intended to suggest possible design concepts for various types of housing units.

The Plans illustrate the following:

- A studio apartment
- Two studio apartments with a shared kitchen
- Two studio apartments with a shared kitchen and a shared living room
- A one bedroom apartment
- A two bedroom apartment on two levels
- A three bedroom apartment on two levels

The studio apartments and potentially the one bedroom apartment would be used in the apartment building shown in the Employee Neighborhood Plan.

The two-level apartments are intended to be included in the Townhouses shown in the Plan for the Employee Neighborhood.



Figure 22: Prototypical Employee Housing Floor Plans

THE COMMISSARY

VISION

The existing Commissary will be renovated to create nine apartments, an employee lounge with a kitchen and dining area.

All resort employees will be able to have meals and relax in the employee lounge. The lounge and outdoor patio spaces will offer great views of the mountains and surrounding landscape.





Figure 23: Proposed Employee Housing at the Existing Commissary

EXISTING CONDITIONS

The existing Commissary is underutilized as a result of the administration staff moving into the Funland building. Adaptive re-use of the building for employee apartments and an employee lounge, kitchen and dining facility is possible if a new Commissary is constructed in the open area north of the General Store. Moving the Commissary makes sense because access to the current building is limited during the winter because the road is too steep. If the access road is regraded then it may make sense to continue to use the existing Commissary rather than construct a new one north of the General Store. A final decision will depend on a more detailed cost-benefit analysis.

STRATEGIES

1. Renovate the existing Commissary and convert it to employee housing and an employee lounge, kitchen and dining facility.
2. Apartments range from 600 to 1,200 square feet in size and each a private outdoor patio.
3. Allow all employees to have access to the lounge and dining areas.
4. Provide outdoor patios for dining.
5. Provide adequate parking for residents and guests.
6. Install new landscape around the building.
7. Maintain the existing delivery area.
8. Replace the existing Commissary with a new Commissary located behind the General Store.



RESORT & PARK SIGNAGE

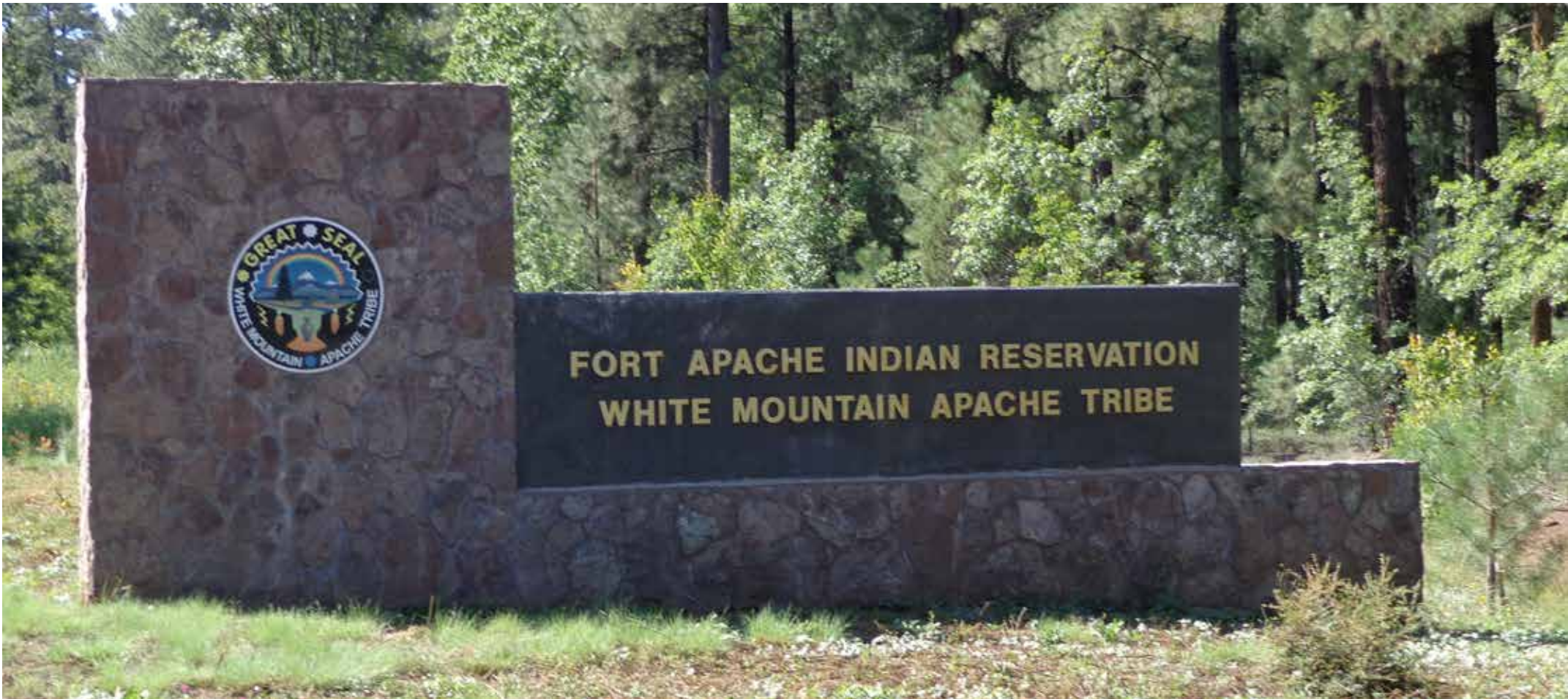
VISION

Every sign in the resort is part of a coordinated family of different types of signs that are similar in the materials used, color palette, font style, and design concept.

All signs clearly convey their primary message, they include Apache language translations and similar to signs found in National Parks, they display a sensitivity to the environment.

EXISTING CONDITIONS

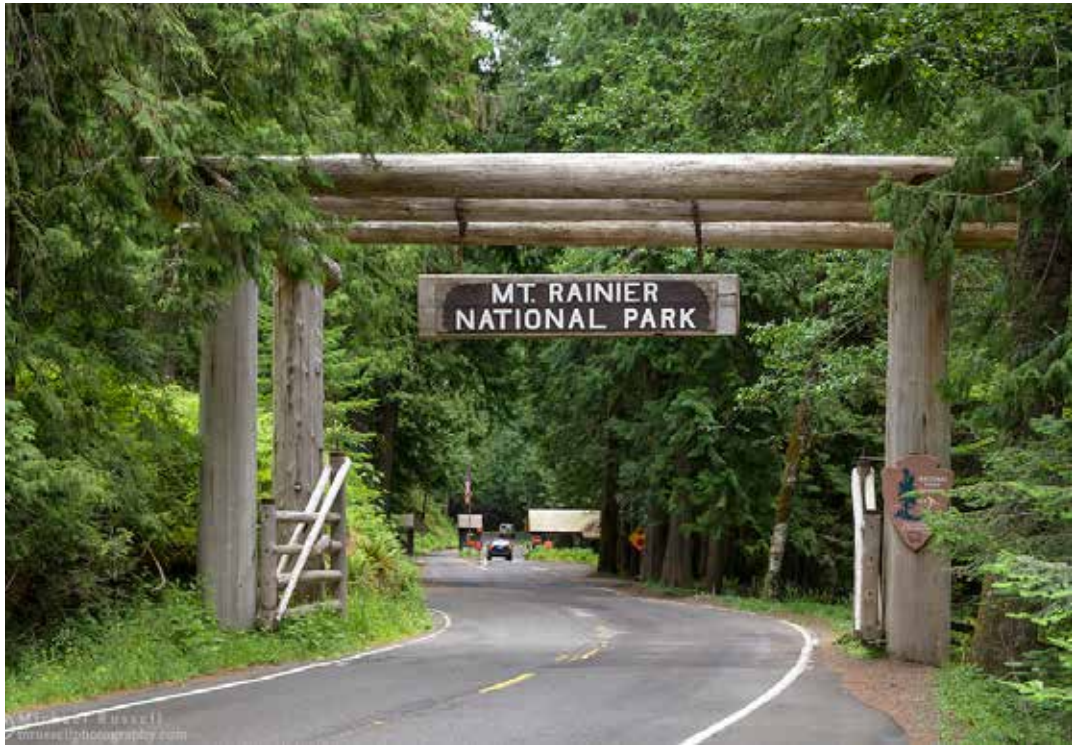
A wide variety of signs exist throughout the resort. Some are difficult to read and they resemble billboards more than signs that match the beauty of the surrounding landscape.



Existing Fort Apache Indian Reservation Entry Sign



Denali National Park Entry Sign



Mt. Rainer National Park Entry Sign





Existing Directional Sign where County Road splits to go to Sunrise or to Cyclone Base areas



Existing Sunrise Park Lodge Entry Sign



Existing Sign at Main Entry (intersection of Highway 260 & Highway 273)

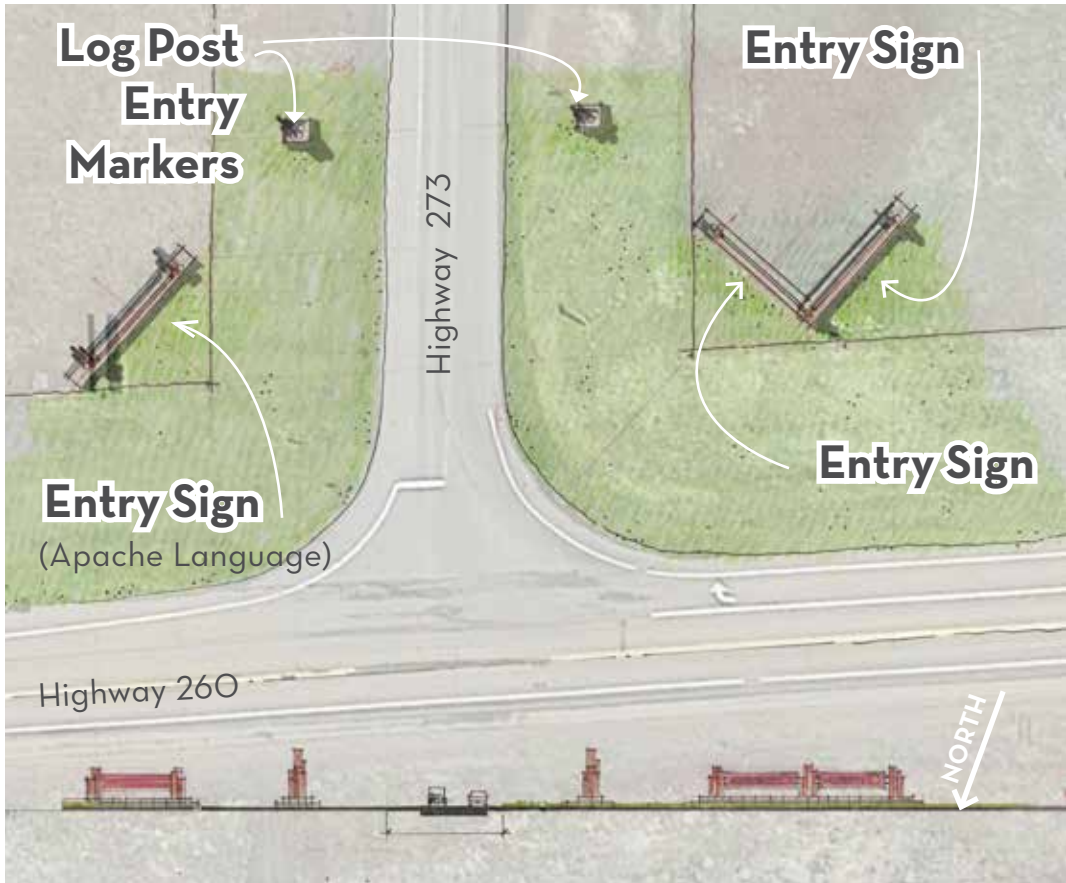
STRATEGIES

1. Prepare a comprehensive signage design package that includes a hierarchy of entry monuments, directional signs, identification signs and information signs.
2. Initiate the transformation of the resort signage with construction of the electronic message boards and the new signage and entry monuments at the intersection of Highway 260 and Highway 273 followed by entry monuments at the intersection of 273 and County Road 600 and where the entry road splits to go to the two base areas.
3. The sketches on the next four pages illustrate two design concept options for the Main Entry at the intersection of Highway 260 and Highway 273. The two concepts respond to the scale of the landscape and the desire to convey a sense of entry by creating a “gateway” into the resort. Gabion baskets serve as the foundation for the signs that look good in summer and elevate the sign panel above the snow in winter. Clusters of 24” and 30” diameter logs support the metal sign panel and they are also used as separate vertical markers that create the “gate”.
4. The illustrations of the Secondary Entry Monument an Signage represent the design concept for the intersection of Highway 273 and County Road 600, just south of the General Store. The same materials used for the Main Entry including gabions, logs and metal are used for the Secondary Entry.
5. Construct Digital Signage including dynamic trail maps manufactured by Lumiplan at the two base areas.
6. Design and construct minor entry signage where County Road 600 splits to go to Cyclone Base or Sunrise Base.
7. Construct pre-intersection signs, directional signs and identification signs throughout the resort.

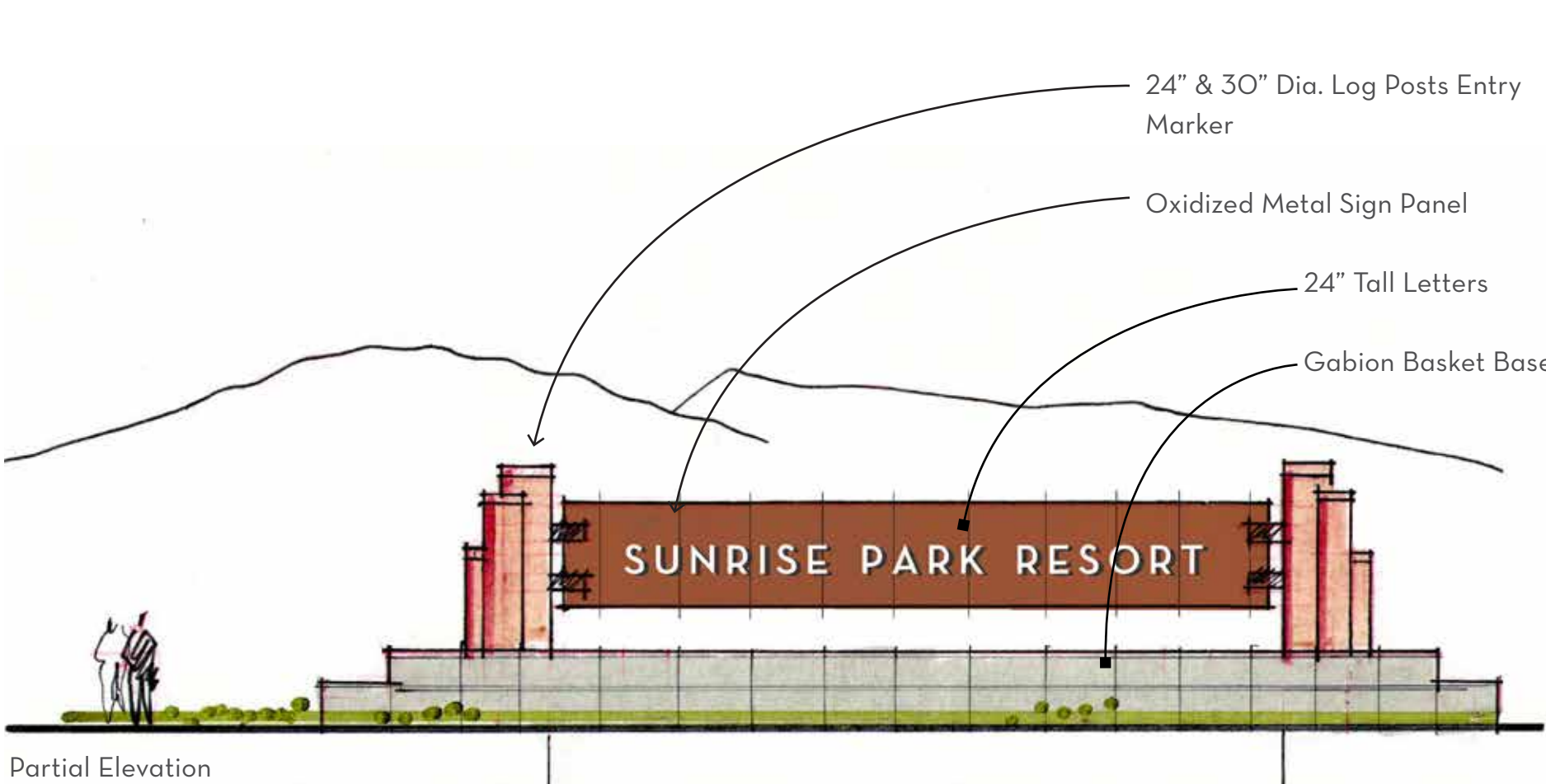


MAJOR ENTRY MONUMENT AND SIGNAGE

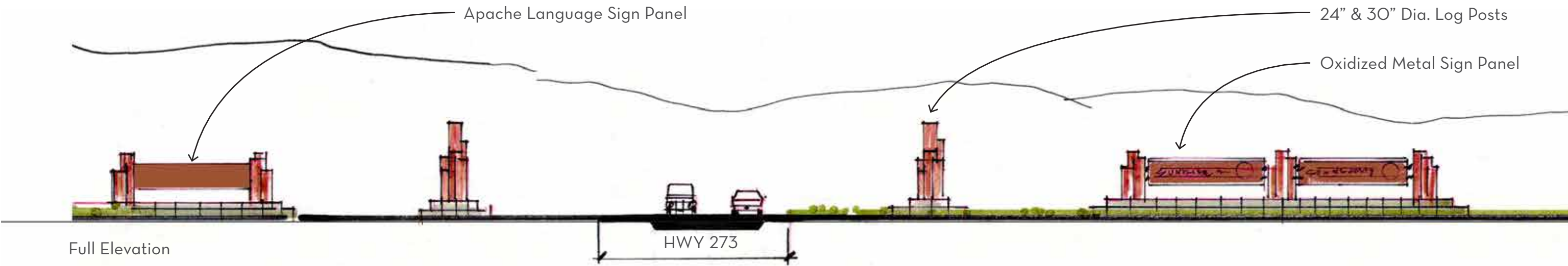
OPTION 'A'



Plan and Elevation



Partial Elevation



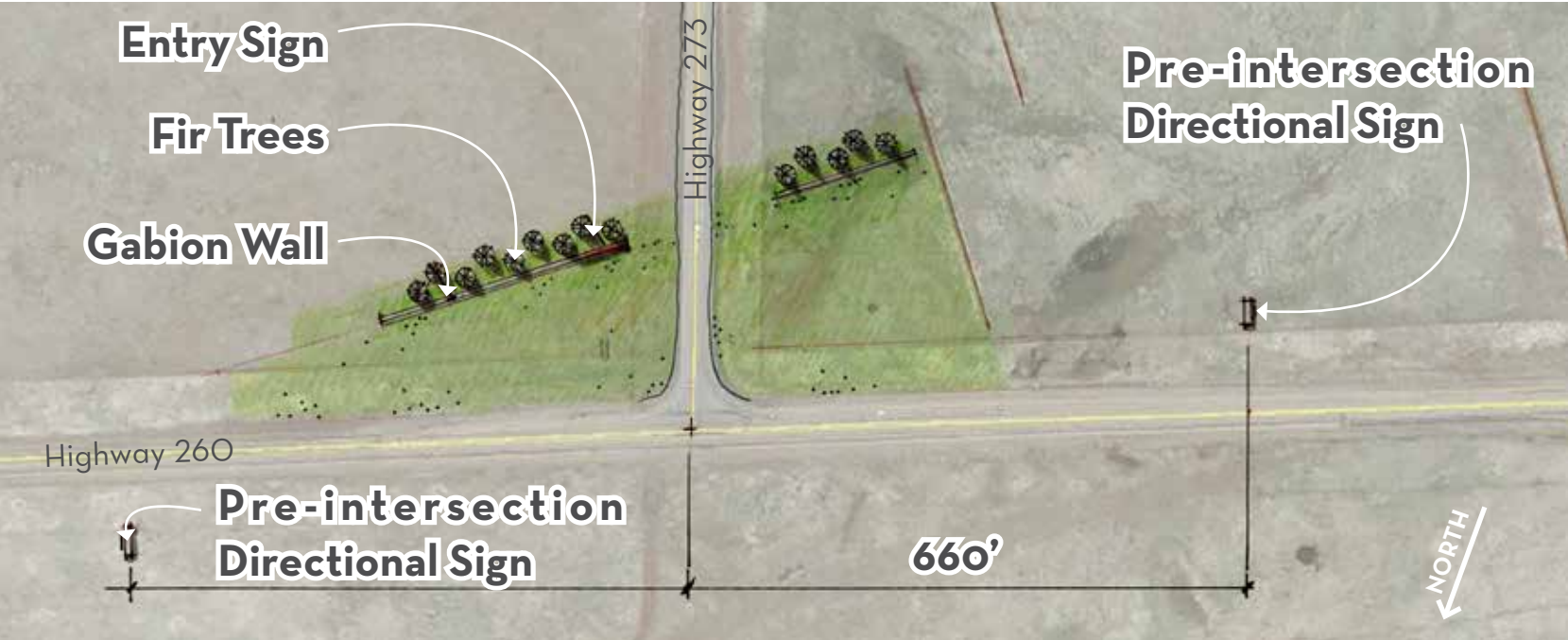
Full Elevation



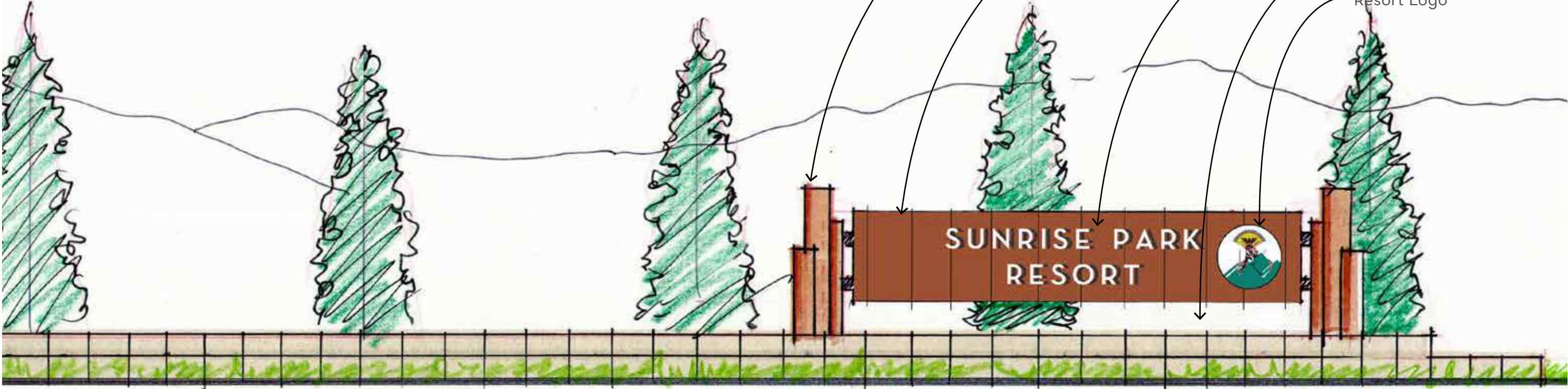
Figure 24: Major Entry Monument & Signage Option "A"

MAJOR ENTRY MONUMENT AND SIGNAGE

OPTION 'B'



Plan View



Partial Elevation (east side of Highway 273)

Figure 25: Major Entry Monument & Signage Option "B"



SECONDARY ENTRY MONUMENT AND SIGNAGE

(See page 23 for Plan View)

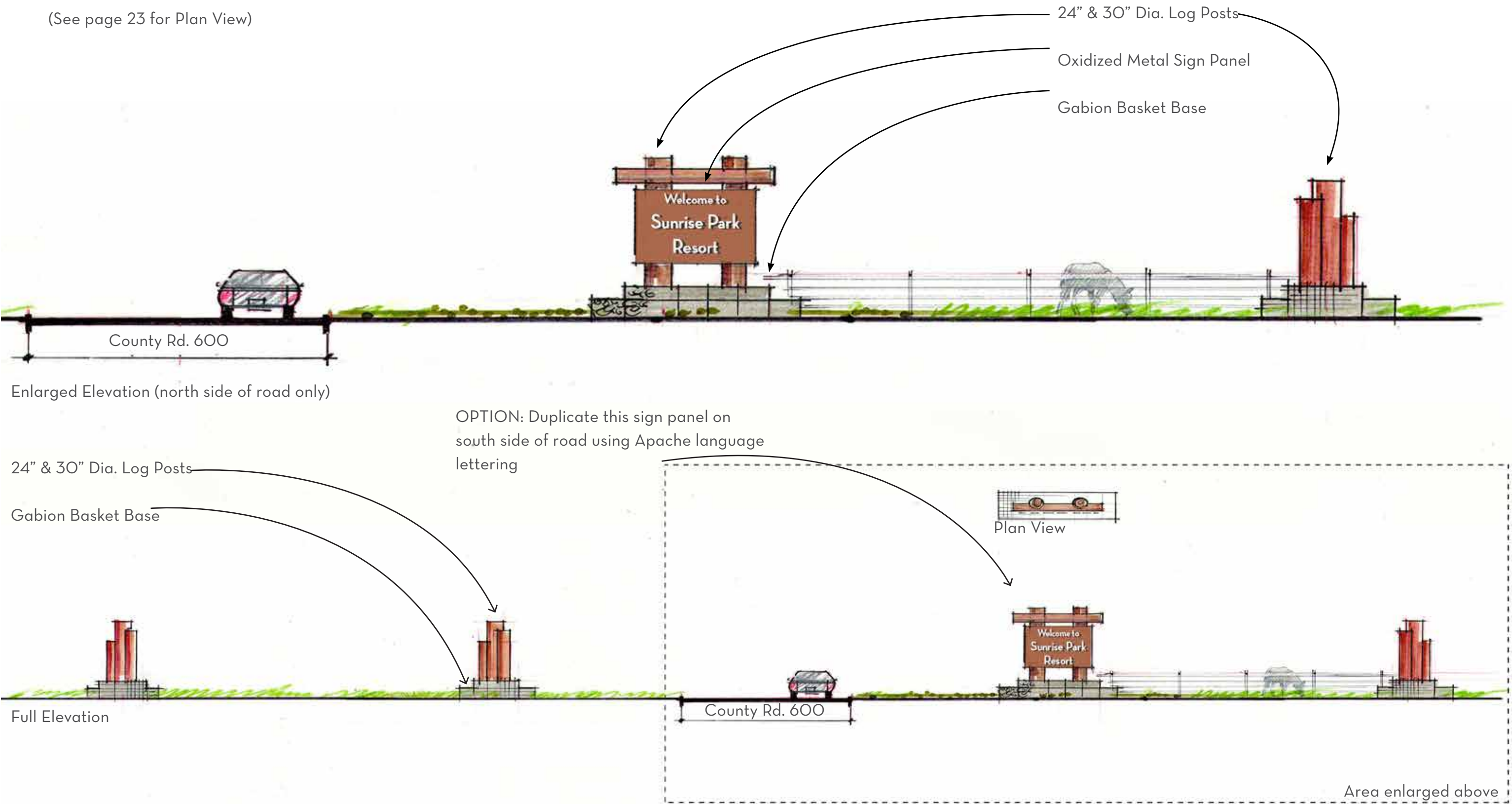


Figure 26: Secondary Entry Monument & Signage

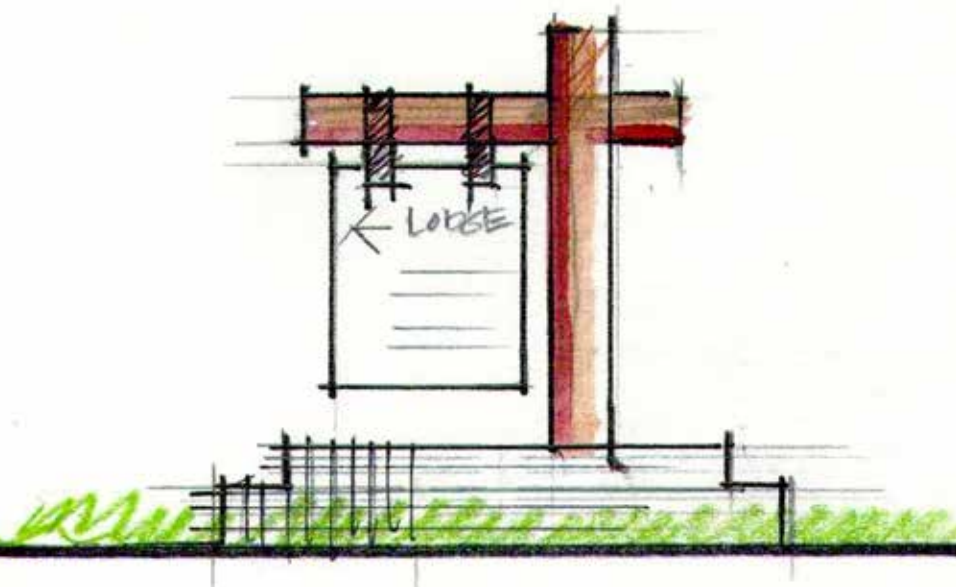
DIGITAL, DIRECTIONAL & IDENTIFICATION SIGNAGE



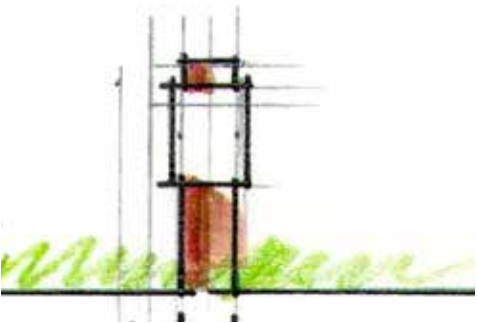
DIGITAL SIGNAGE
(Sign by Lumiplan)



Digital Sign at Heavenly Mountain Resort



VEHICULAR DIRECTIONAL SIGN



PEDESTRIAN DIRECTIONAL SIGN



SIGN CONCEPTS



TRAILS

VISION

A comprehensive, interconnected network of trails will attract visitors of all ages to the resort throughout the year.

Trailheads will be strategically located at key points to provide access to the trails, parking, trail maps and picnic areas for hikers, mountain bikers, cross country skiers and snowshoe-rs. Trails will be clearly mapped and marked with signage to indicated distances and level of difficulty.



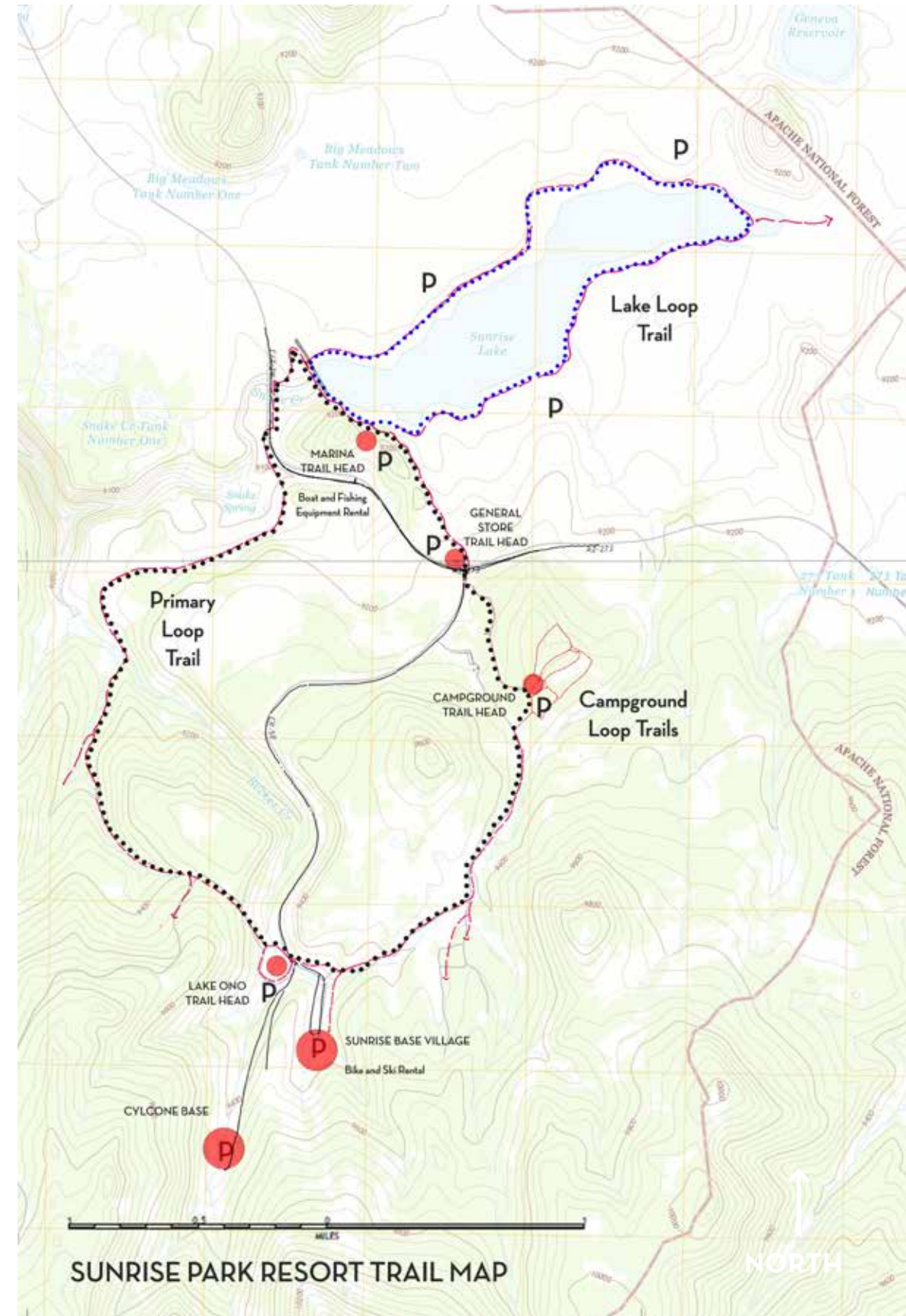


Figure 28: Proposed Trails Concept

TRAILS

STRATEGIES

1. Construct trailheads at the following locations: Sunrise Base Village, Cyclone Base, Lake Ono, The Campground, The General Store and Lake Sunrise.
2. Improve (groom) mountain bike trails on Sunrise Mountain.
3. Mark the trails and publish a trail map.
4. Clearly mark the cross country trails.



Old Native American Trail Marker



ARCHITECTURAL MATERIALS

VISION

Building materials reflect the focus on the environment and the use of local products whenever feasible.

Access to the wood products manufactured by the tribal enterprise Fort Apache Timber Company (FATCO) is an extremely valuable resource for large-dimension logs.

In addition to natural materials such as wood and stone, oxidized metal roofing and siding fits well with the surrounding mountain environment. Wood chips for trails are affordable, natural-looking and locally supplied by the FATCO.

Geo Pave is a trade name for an aggregate porous pavement system. It provides a permeable, stabilized surface for vehicular support. It is relatively low-cost and long-lasting

Board formed concrete is a patterned concrete that has a wood grain image on the finished face of the concrete wall. It is well-suited to the natural design theme of the Resort.



Log Posts and Beams



Log Posts and Wood Framing



Fort Apache Timber Co.



Gabion Wall



Gabion Wall





Metal Batten Siding



Corrugated Metal Siding



Metal Roof



Corrugated Metal Siding



Rustic Corrugated Metal Siding



Cor-ten Steel Siding





Corrugated Metal Roof



Metal Roof



Metal Roof



Board Formed Concrete Wall



Wood Chip Trail



Geo Pave Parking Area



COLOR PALETTE

EXISTING COLOR PALETTE:

- Gray Siding
- Teal Green Wood Accents
- Purple Metal Accents
- Blue or Dark Gray Roofs

PROPOSED COLOR PALETTE:

The proposed color palette brings back the original character of the buildings using contemporary materials.

- Natural Wood Color Metal Siding
- Red-Orange/Burnt Sienna Accents
- Gray Siding
- White Accents
- Light to Dark Gray Roofs



Sunrise Park Day Lodge - Original Colors

EXISTING COLORS PALLETE:



Sunrise Park Day Lodge



Ticket Booth



Sunrise Mid-Mountain Lodge

PROPOSED COLORS PALLETE:



Natural Wood Color or Rust



Red-Orange/Burnt Sienna Accents



Gray Siding, Wood Trim, White Accents



IMPLEMENTATION PLAN

The Implementation Plan lists nineteen “projects” in order of priority. The projects are intended to address the various Master Plan Elements /Areas of the resort and they are spread out over a period of six years.

Not all of the recommended improvements discussed in this master plan document are included in the first nineteen projects. Complete implementation of the master plan will require more than six years.

	#	Plan Element	Project Description	Low Budget Estimate	High Budget Estimate	Master Plan Reference
YEAR 1	1	Signage	Construct (2) electronic message boards at Sunrise and Cyclone Base areas	\$ 180,000	\$ 250,000	Page 60
	2	Sunrise Base Village	Demolish ski patrol, ski rental, burrito barn and employee house. Construct new Hotel, Nordic Center, and Ski Patrol.	\$ 13,400,000	\$ 17,000,000	Pages 29-37
	3	Arrival	Construct major entry monument and signage at intersection of Highway 273 and Highway 260	\$ 250,000	\$ 325,000	Pages 55-59
			SUBTOTALS:	\$ 27,586,614	\$ 34,770,768	
YEAR 2	4	Sunrise Base Village	Demolish Ticket Booth. Construct site improvements, new plaza, sculpture, restaurant, restrooms, retail and café. Purchase ice rink.	\$ 2,500,000	\$ 3,000,000	Pages 29-37
	5	Employee Housing	Convert 30 rooms in Sunrise Park Lodge to employee apartments and enclose corridor	\$ 180,000	\$ 225,000	Page 50
	6	Campground	Construct 75 new RV spaces, improve 75 campsites and add restroom/shower buildings.	\$ 900,000	\$ 1,125,000	Pages 24-25
	7	RV Park	Upgrade existing spaces, construct new gatehouse and restroom/showers	\$ 310,000	\$ 550,000	Pages 17-20
			SUBTOTALS:	\$ 3,890,000	\$ 4,900,000	
YEAR 3	8	Sunrise Base Village	Renovate the Daylodge. Demolish The Cottage. Renovate Funland. Construct site improvements.	\$ 3,250,000	\$ 4,000,000	Pages 29-37
	9	Employee Housing	Construct 75 new employee housing units in the Employee Neighborhood	\$ 4,625,000	\$ 5,800,000	Pages 51-52
	10	Signage	Prepare Master Sign Plan and install secondary entry feature and wayfinding/directional signs.	\$ 200,000	\$ 250,000	Page 59
	11	Trails	Upgrade existing mountain bike trails.	\$ 100,000	\$ 150,000	Page 62
			SUBTOTALS:	\$ 8,175,000	\$ 10,200,000	

	#	Plan Element	Project Description	Low Budget Estimate	High Budget Estimate	Master Plan Reference
YEAR 4	12	General Store & Commissary	Renovate General Store, construct Commissary and site improvements.	\$ 950,000	\$ 1,200,000	Pages 14-16
	13	Lake Ono	Construct new lake, trailhead, signage, parking, trails and picnic shelters	\$ 395,000	\$ 550,000	Pages 26-28
	14	Stables	Construct new check-in building, site improvements and restrooms.	\$ 250,000	\$ 500,000	Pages 21-23
	15	Employee Housing	Renovate existing Commissary for employee housing, kitchen and dining facility	\$ 675,000	\$ 810,000	Pages 53-54
	16	Sunrise Park Lodge/Hotel	Renovate lodge and cabins. Site improvements	\$ 2,950,000	\$ 3,700,000	Pages 9-10
			SUBTOTALS:	\$ 5,220,000	\$ 6,760,000	
YEAR 5	17	Sunrise Lake and Marina	Renovate boathouse, construct cabins, picnic shelters and landscape improvements	\$ 1,800,000	\$ 3,250,000	Pages 11-13
	18	Cyclone Base	Renovate Day Lodge, Ski Patrol and Rental buildings. Site Improvements	\$ 600,000	\$ 725,000	Pages 41-43
			SUBTOTALS:	\$ 2,400,000	\$ 3,975,000	
YEAR 6	19	Mountain Lodges	Renovate and upgrade Eagles Nest	\$ 150,000	\$ 200,000	Pages 44-46
	20	Mountain Lodges	Construct new mid-mountain lodge on Apache Peak	\$ 900,000	\$ 1,125,000	Pages 44-46
			SUBTOTALS:	\$ 1,050,000	\$ 1,325,000	
YEAR 7	21	Hillside Cottages	Construct Hillside Cottages	\$ 4,000,000	\$ 8,000,000	Page 38
	22	Helipad	Construct Helipad	\$ 30,000	\$ 37,500	Page 33
			SUBTOTALS:	\$ 4,030,000	\$ 8,037,500	

FUNDING SOURCES:

- 1. BIA NATIVE AMERICAN BANK LOAN
- 2. U.S. ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) GRANT



APPENDIX: RESORT BOUNDARY CHANGE



EXISTING BOUNDARY

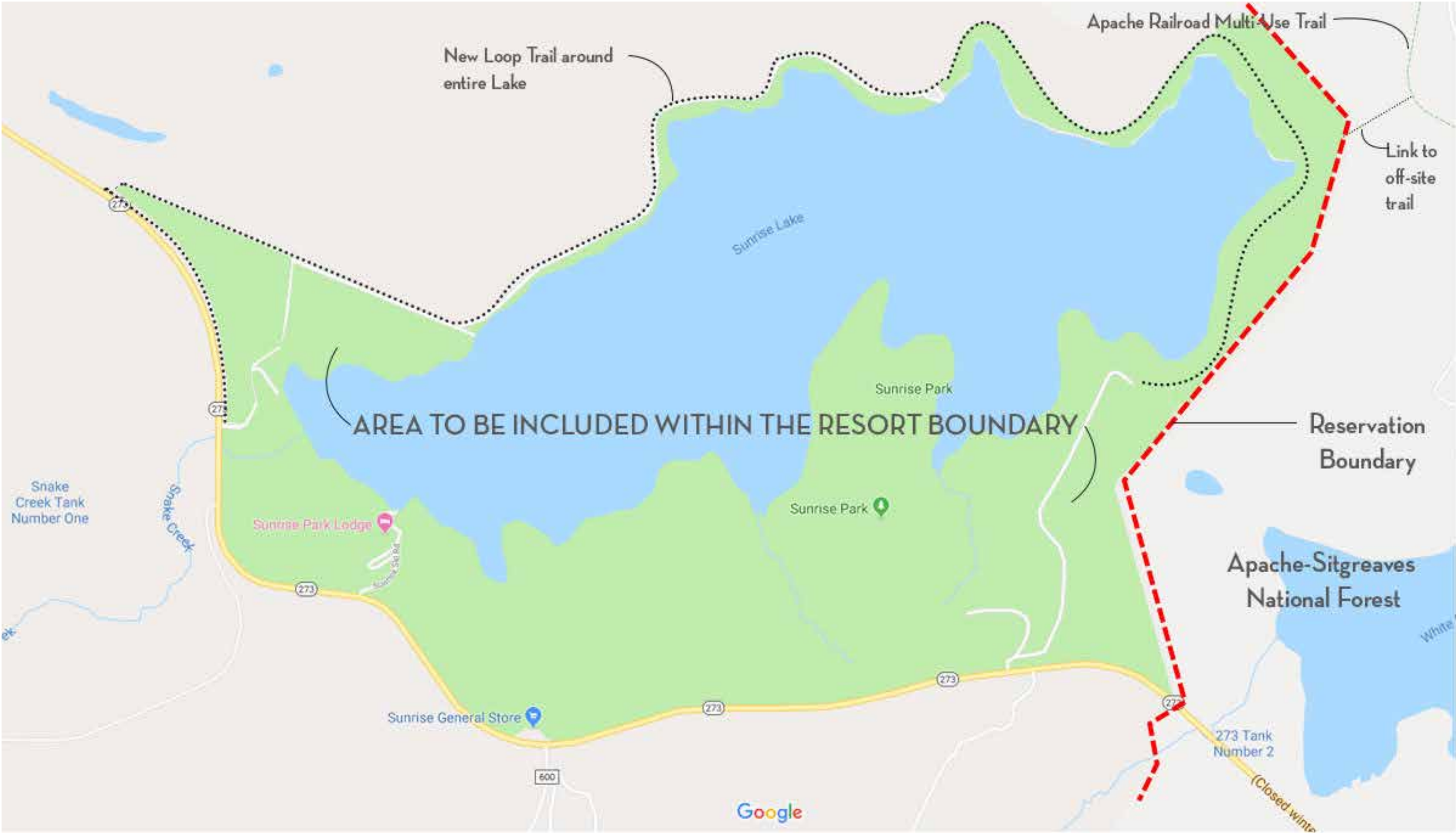
• 6,507 Acres

NEW BOUNDARY

(See Detail on Following Page)



APPENDIX: RESORT BOUNDARY CHANGE



*“We believe that we come from the Earth, and that we belong to the Earth.
Our beautiful home was given to us by our Creator and is rich in tradition,
resources, wildlife, and outdoor recreation.”*

- White Mountain Apache Tribe

