

MAD RIVER GLEN

2011 BASE AREA MASTER PLAN



THE BURLEY PARTNERSHIP

ARCHITECTURE PLANNING INTERIOR DESIGN HISTORIC PRESERVATION

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MASTER PLAN SITE DRAWING

(36 x 42 fold-out separate)

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I. Introduction

The purpose of this Master Plan is to provide the Mad River Glen Co-op with a long term base area facility plan to guide development over the next twenty plus years, with consideration to the Co-op's mission, financial sustainability and skier needs and expectations. Department needs were studied and a program was developed through interviews, discussions and field observation. Careful consideration was given to approach and entry, the sequence of skier services, creating and reinforcing a sense of place, and providing services that meet MRG owner and skier needs and expectations, while retaining the traditional feel and character of Mad River as a family ski area.

II. Purpose

The Mad River Glen Base Area has evolved over the last sixty years, starting with the original lounge section of the Basebox and the single chair. Co-op shareholders and staff clearly value this history and culture. MRG has strived to maintain its roots as the ski industry and our way of life has changed. The Master Plan should be a "sustainability" plan that respects the areas history and looks ahead to meet the needs of the future. It is not a growth plan. MRG is a limited resource, restricted in many ways. The MRG Cooperative Strategic Plan limits skiers. The MRG mission statement refers to "the classic Mad River Glen Skiing experience ... low skier density ... friendly atmosphere ..." the vision statement speaks of "non-commercial ... sense of community ... trails leading to a single base area ... efficiency and effectiveness ... buildings that conform to the mountain's classic mountain architecture...". This Master Plan will guide the Coop in the long term use of the areas resources to maintain their mission and achieve their vision.

III. Our Process / Methodology

This Master Plan has been developed through a process of gathering information, developing a program and exploring alternatives. It has been a cooperative effort, working with the staff, the management and the facilities committee. The Burley Partnership (TBP) started with questionnaires and interviews of department heads, to best understand how each of the different departments functioned individually - what their space use and skier needs were – and how each department interacts with other departments. TBP produced scale floor diagrams of the primary buildings – the Patrol Building, the Basebox and the Bridge Building - based on existing drawings and field measurements. These diagrams (appendix) were used to calculate rough net usable space and understand existing relationships. Interview / questionnaire summaries and program diagrams (appendix) were presented to and reviewed with Jamey Wimble, General Manager and John Stetson, Facilities Chairperson. With comments from Jamey, John and the Facilities Committee, a Program Report and Net Area Table was produced and is included in the appendix. Concurrently MRG had a new site survey of the base area completed to include contours, floor elevations and underground utilities. With a thorough understanding of what exists and what is needed, a logical Master Plan begins to emerge.

IV. The Program

Developing the Program began with the very apparent needs of the Ski Patrol and the Basebox. The Ski Patrol has been operating with severely inadequate facilities – lack of space seems to be the biggest problem, preventing the Patrol from offering first class facilities and services. Tight quarters serve a number of functions that would more appropriately have dedicated space. The treatment room should not also be the lunch room! Likewise the Basebox lacks adequate space, exceeding capacity on most weekends. The over crowding leads to comfort and safety issues, as well as a potential loss of income and poor public relations. The Ski School, particularly the Kid’s lunch

program, is a tight fit into the lower level. The bathrooms are almost “original”. Day lockers and skier storage areas are inadequate, encouraging chaos under and around tables and benches. The seasonal lockers are challenged to hold today’s equipment and with a waiting list are another loss of potential income. Similarly the Retail Shop lacks the space to meet potential sales from the existing skier population. Retail, Rentals and Repair Shop all lack the space to operate comfortably and efficiently. In essence, almost every department needs to better utilize existing space and add additional space. However, in MRG style, all these departments still manage to perform their function. This Master Plan Program is to address more effective use of existing space, re-allocating space to different uses, expanding space and constructing new space, general site and building circulation and department adjacencies. The goal is for the departments to operate with efficiency, comfort, pleasure and sustainability, following the MRG mission and vision.

V. The Plan Description

This Master Plan description starts with the existing plan – how skiers arrive, the sense of place, availability of skier services and the skier experience. Fortunately MRG has a very good Base Plan to start! Skiers arrive from the parking lot and are directed through one entry area, across the bridge. All skiers must pass by the Rentals and Repair shop and the Retail shop. All skiers must walk by the Tickets and the Ski School desk and then arrive at the Basebox. This is a very efficient and direct sequence of arrival and an excellent system of marketing. It is a single path of skier service from the parking area to the slopes. You can not get lost or miss what you might need along the way. Additionally there is a separate service entrance to the north and direct emergency and ambulance access to the south. This Master Plan further defines and strengthens the present public and more private circulations system.

This Plan is described in the order that it may be executed, beginning with the Ski Patrol as the priority need. The recommendation is for a new two story building in the same location as the present Ski Patrol building approximately 4,750 sf feet gross, to

accommodate the entire Ski Patrol program, plus expanded seasonal lockers and the majority of the Ski School program. As the lockers and Ski School move to new space, additional space will become available in the Basebox for Skier Services and the Rentals and Repair shop may expand in the Bridge building. Attention is given to developing a better sense of place in the central circulation between these three main buildings.

Following the Patrol building project, concentration should be on the Basebox. This Master Plan suggests almost 20% more space for Food and Beverage and Skier Services in the Basebox. Expanding to the north side of the building, allows the kitchen move back, to create more seating on the slope side and a convertible meeting room at the east end. Expanding to the west allows a larger pub and bar area. Modifying the east end roof adds general seating on the upper floor and suggests an additional stair to improve safety and exiting and general circulation – making the upper level more pleasant and accessible and relieving congestion at the main entry. Relocating the Ski School will allow larger updated bathrooms, improved lockers, lost and found and gear checking facilities on the lower level of the Basebox. Expanding the Retail Shop on the north side of the Bridge Building can happen as time and funds are available. The Retail Shop is an opportunity to increase income without increasing skier population. The present workshop in the Patrol building should be relocated to the operations / facilities shed as soon as possible.

The Ski Patrol currently occupies about 800 sf of space. The program suggests that 2,000 net sf of space is needed to operate at current standards and to the full satisfaction of MRG skiers. This is a first priority. Alternative locations for the Ski Patrol have been suggested and discussed. The present location is best because of its access from the trail system, access for emergency vehicles, and its proximity to the central area. The existing building is in questionable condition and the site can accommodate a larger building. A new two-story building can be designed in scale with the site and will provide space for other programs as well.

Working with the change in grade, it is possible for the Ski Patrol to occupy the lower level of the new building, and have direct skier and sled access to the slopes and easy ambulance / vehicular access from the road. The Ski School and seasonal lockers can occupy the second floor of the new building, also working with the grade, giving easy skier access to the slopes. This new building should help define the central circulation area, with public entries facing the main circulation route and adding to the sense of place.

The Ski School currently occupies about 954 sf of space, distributed between the Patrol building and the Basebox. This program would benefit by being in one location on a single floor of the new patrol building. The Ski School desk could remain in its corner location of the Basebox where it has good visibility to the slopes and for skiers arriving at the base box, or could move to the new building. The instructors need more equipment and general meeting space, proper heating and ventilating system and toilet facilities. It makes sense that the director's office be a part of the program space, in close contact with the instructors and cliental. Locating the Kid's lunch program out of the Basebox will reduce the load on the Basebox bathroom facilities. Lunch service can come out of the back service area of the kitchen and across to the new building, further reducing the load on the Basebox. Lunches are currently being brought through the center of the Basebox down the main stairs! There is opportunity to share services within the building, reducing the load on the Basebox and encourage more activity in a prime area that is currently used for staff "park-in" parking.

Rentals and Repair currently occupies about 955 net sf in the Bridge Building. It would be natural for them to extend into the seasonal locker space. Added floor area would allow more efficient and safer workspace, as well as more comfortable customer service. There are opportunities to make the ski shop more inviting and interesting to skiers crossing the bridge

Skier Services currently occupies about 1,366 net sf, distributed between the Basebox and the Bridge building. The Bridge Building is prime space. Seasonal lockers can easily be

moved to the new building and enlarged. Seasonal lockers should have simple access to the slopes and do not need to be in a high traffic area. Once the new building is constructed, Skier Services can update and expand in the lower level of the Basebox. It is ideal that these services can be accessed directly by arriving skiers through a lower entrance as well as from other areas of the Basebox. Adding a second stair from the lower level up to the third floor will help reduce congestion at the main entry and provide better circulation and safety in general throughout the Basebox building.

Food and Beverage occupies about 7,500 net sf in the Basebox. It is the primary use of the Basebox. The building is overcrowded on every weekend with reasonable snow conditions. Storage, seating, and other skier facilities are taxed beyond capacity. It needs more space!!! The Program Report recommends about a 1,600 net sf space increase. There are three major opportunities recommended for expanding and reallocating space for Food and Beverage.

One opportunity for expansion is modifying the roof at the east end and expanding the usable floor area of the upper floor. Currently the east end of the upper floor is limited to storage and un-occupy-able public space. The space is almost windowless and attic-like. Modifying the roof over this area could add about 562 sf of usable public space.

Windows could be continuous to the south (slope-side) and east. A new stair is also recommended adjacent to this area, accessed from the east end of the sun deck and slope. This more ample entrance and stair will reduce the traffic congestion at the main Basebox entrance, provide additional exiting, provide direct access from 1st floor Skier Services, and make the entire 3rd floor more convenient and user-friendly. One or two toilet rooms on the upper level would reduce the load on the lower level bathrooms and be another added skier convenience. The space could be designed to accommodate groups in a more private area / end of the building.

A second opportunity is an addition to the north. This would allow the kitchen to move back, freeing up prime table space in the cafeteria area that faces the slopes. A whole new kitchen is long overdue! The kitchen can be consolidated with new equipment,

modern systems and good kitchen planning. New kitchen facilities would improve the food and beverage service department substantially and very likely increase revenues.

A third opportunity for F&B is to expand the Pub in the SW corner. The Bar is a popular spot and another good source of revenue. It has the potential to be a source of revenue year round! This addition would result in more seating adjacent to the slope view, an expanded sundeck, and an opportunity to expand the bar area and make it more accessible. From an architectural viewpoint, this new gable roof at the west end will balance the cafeteria gable at the east end.

The Racing Program currently occupies about 596 sf of space on the upper level of the Basebox. It is a very good location, overlooking the practice slope and utilizing the Basebox facilities. No doubt they can use a little extra space. It is natural for them to expand into the current Ski School office adding another 110 sf. This Master Plan further recommends adding an exit off the northwest corner to a viewing deck, over existing and new building, and stair down to grade and racing equipment storage below. The added entry/exit will improve safety and decrease the load on the main stairs significantly. The deck will give the racers an area outside from which to see the race course as well as their own entry to the Basebox.

Co-op Offices and Ticketing currently occupy about 2,065 sf of space in the upper and lower level of the Bridge Building. The Program suggests that this space is satisfactory. It appears ideal for Ticketing to be connected to the offices at one end, the more public end at ground level, and for accounting to be connected at the other end, the more private end at the upper level. The back stair on the north corner allows a staff connection to the Basebox. This ground connection can be developed as a part of the service access area. However the Bridge Building is ready for energy updates and improved space planning. Ticketing circulation and service can be much improved to make use of the ticket window, create a single desk area that can service skier inside and out and give better circulation and waiting space. The Offices too would benefit from an overall look at the current use of space, office equipment, furniture and storage systems.

The Cricket Club and the Birdcage were not a focus of this study and planning. The Cricket Club meets the current needs and skier capacity and it considered to be well located. The building however is also due for an overall update including addressing energy efficiency issues. Also beyond the scope of this plan, the Birdcage should be considered for the future. Its potential uses are dependent on the present problems of water and access. Solutions to these issues will lead to greater use and benefit from this mid-mountain building and chairlift.

VI. Codes and Regulations

MRG is nestled into a somewhat restricted spot. The natural restrictions include the topography and the various watercourses that run through the base area. Other restrictions include Route 17, Schuss Pass road, and the privately owned buildings around. Town zoning requires certain setbacks, building codes require minimum separation between buildings and compliance with safety regulations. Existing building are grandfathered and considered in compliance within a limit of change. Good practice is to address all safety issues as they are encountered. The new Patrol building will need to comply with all current codes and regulations. Expansion to the Basebox seating capacity will require additional bathroom facilities to meet current Code requirements. While other projects may be more modest in scale, they should all strive to enhance life safety, improve building quality and energy efficiency.

VII. Schedule / Sequence

In summary: Safety is a priority. The Ski Patrol facilities are critical. The new Ski Patrol & Ski School building should come first. As space becomes available in the Basebox, Skier Services may expand and improve. Likewise, as space becomes available, the Rentals and Repair Shop may expand and improve. As funding becomes available, Basebox projects should be considered – the new kitchen, the upper level

expansion, a second stair, the Pub addition. Expansion of the Retail Shop can happen at any time. The workshop should move to the maintenance building almost immediately.

VIII. Conclusion

This Master Plan is very attainable without significant change to the look, feel and character of MRG. The existing plan has very good site circulation and most department functions are well located where they are. It is a very good Plan to begin with! The biggest problems MRG faces now are lack of space to meet its current skier capacity needs. The Co-op wants to maintain the Mad River skiing “experience”. This Master Plan looks for the small incremental opportunities to meet skier needs without changing that experience. Safety is always a priority. The new Ski Patrol facility should come first and building safety issues should be addressed as they become evident. The sustainability of MRG depends on attracting skiers and on revenues. It is important to maintain this balance, while recognizing what the Mad River skier and future generations will be looking for. This Master Plan illustrates a concept for improvements and sustainability of the area without losing the essence of Mad River Glen.

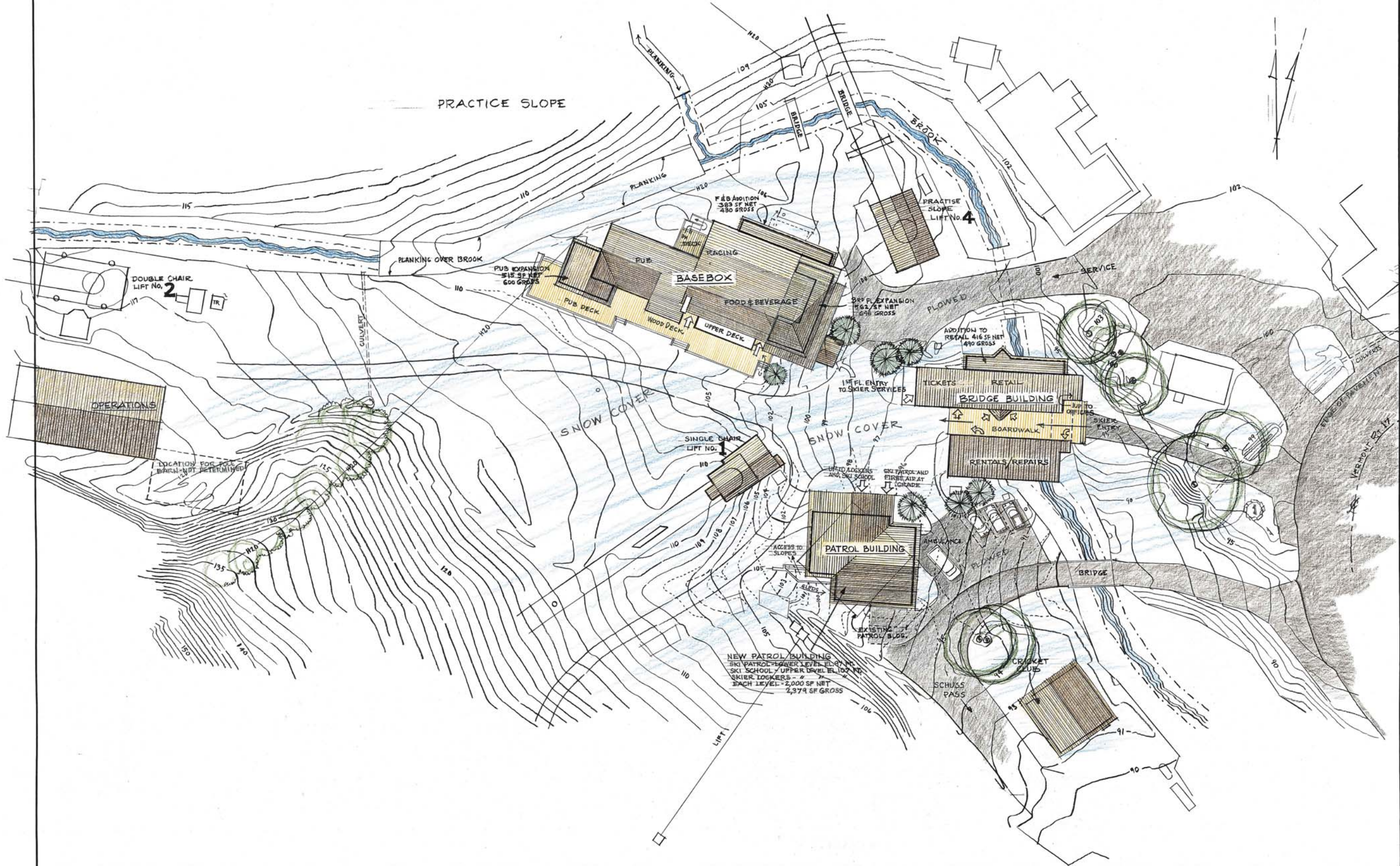
BUILDING SUMMARIES in net usable square feet

BASEBOX			
Level	Existing	Increase	Plan totals
Food and beverage			
1-3	7,545	1,460	9,005
Ski services			
1	1,071	496	1,567
Ski school (desk only)			
1	168	0	168
Racing program			
3	596	110	706

NEW PATROL BUILDING			
Level	Existing	Increase	New totals
Ski Patrol			
1	800	1,200	2,000
Ski school (excluding Basebox desk)			
2	816	440	1,256
Ski services			
2	295	505	800

BRIDGE BUILDING			
Level	Existing	Increase	New totals
Ticketing			
1	315	0	315
Retail			
1	1,040	416	1,456
Rental and repair			
1	955	295	1,250
Co-op offices			
2	1,750	0	1,750

Operations
A new 1,200 sf pole barn is envisioned to house trail work vehicles. Location to be determined.



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REVISIONS			
JOB NO	1102	DRAWN BY	rb
CHECKED BY	jb	SCALE	1" = 20 ft
DATE	October 26, 2011		

PROJECT TITLE MAD RIVER GLEN 2011 MASTER PLAN
MAD RIVER GLEN COOPERATIVE, INC
Route 17 Fayston, Vermont

SHEET TITLE SITE PLAN DRAWING
Showing building and site modifications, location of departments, and a summary of net usable space allocations

Master Plan NET AREA TABLE

10/26/11

(in square feet)

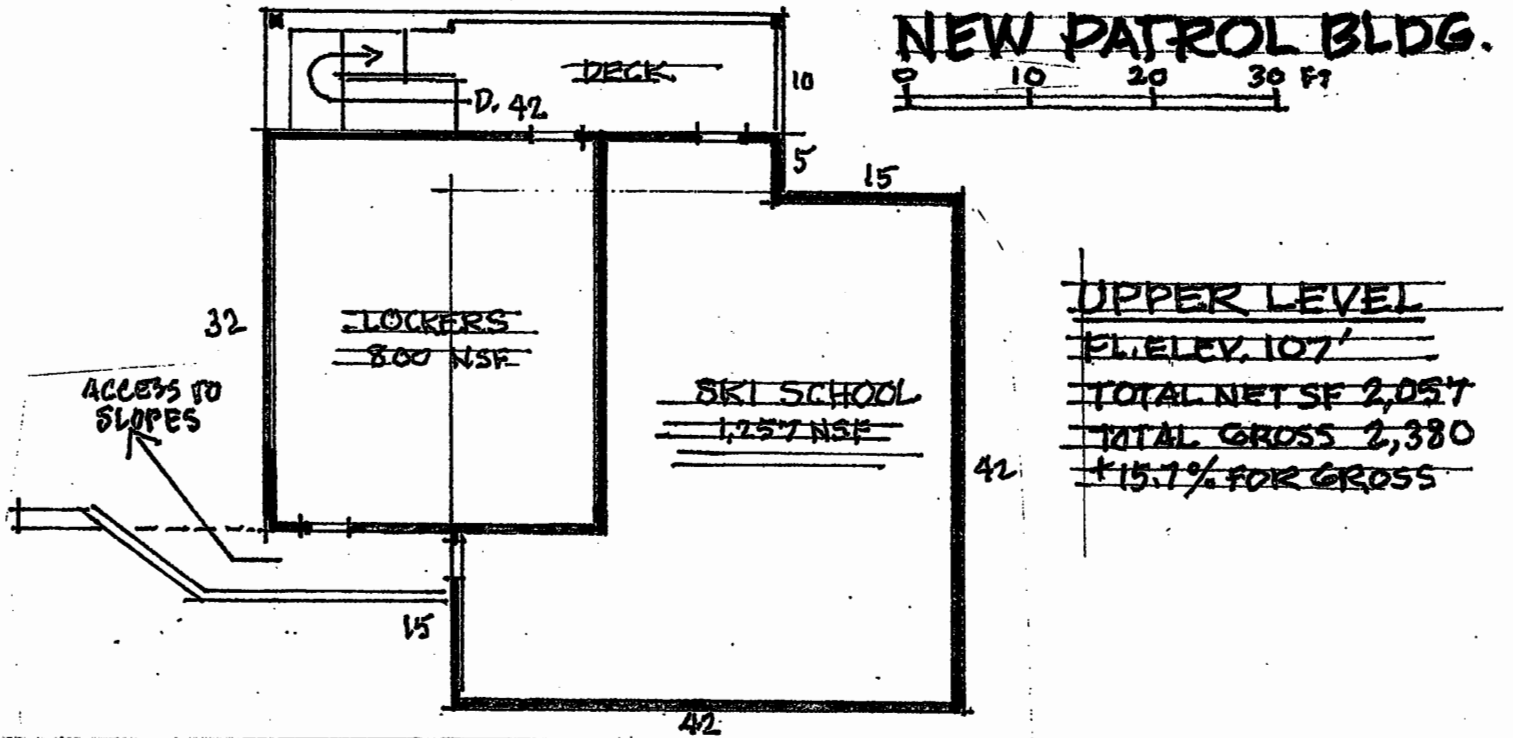
Department	Existing	Program	Increase / %
Co-op Offices	1,750 sf	1,750 sf	0 / 0
Tickets	315	315	0 / 0
Retail	1,040	1,456	416 / 40%
Rentals and Repairs	955	1,250	295 / 31%
Ski Patrol	800	2,000	1,200 / 150%
Ski School	984	1,424	440 / 45%
Racing Program	596	706	110 / 18%
F&B	7,545	9,005	1,460 / 19%
Skier Services	1,366	2,367	1,001 / 73%
Facility Operations	----	----	----
Cricket Club	----	----	----
TOTAL	15,351	20,273	4,922 / 32%

Note: these net square footage areas are based on field measurements and/or scaled off of available drawings. Interior partitions, circulation and bathrooms are included in most cases. Mechanical areas are not included in most cases.

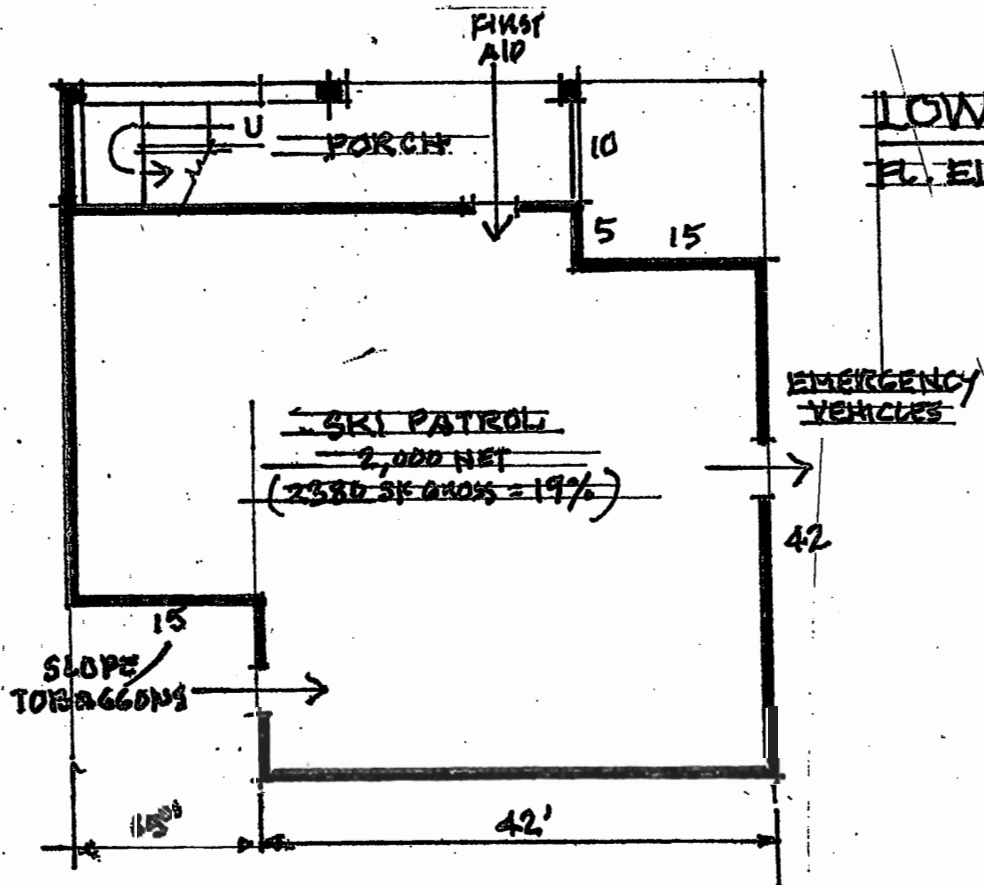
Skier Services include: Public bathrooms, day lockers, lost and found, checking, concession machines and seasonal locker facilities.

See APPENDIX Existing Net Area Floor Diagrams to understand what areas are included in the existing usable area calculations

RECOMMENDED NET SQUARE FOOTAGE

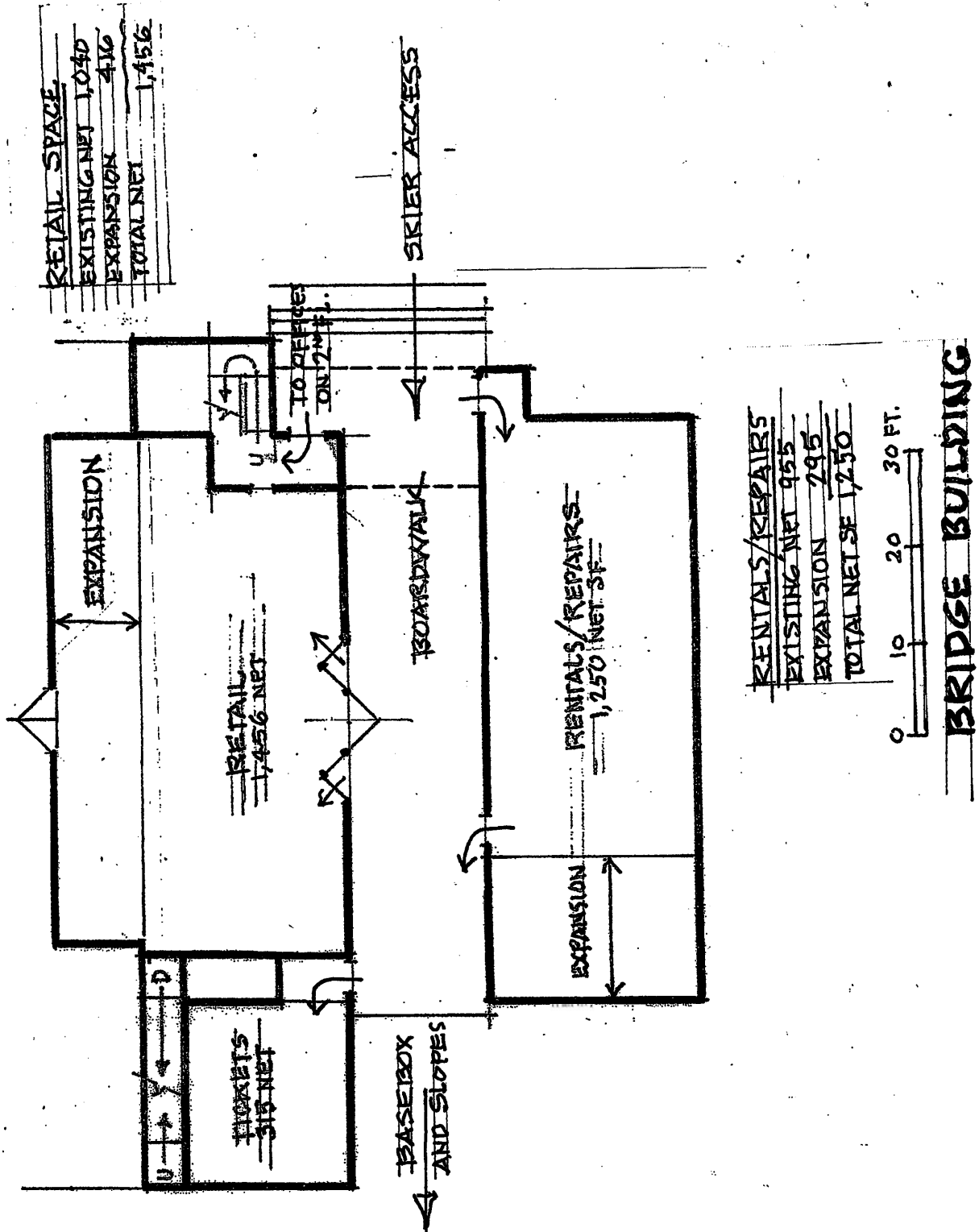


UPPER LEVEL
FL. ELEV. 107'
TOTAL NET SF 2,057
TOTAL GROSS 2,380
+15.7% FOR GROSS

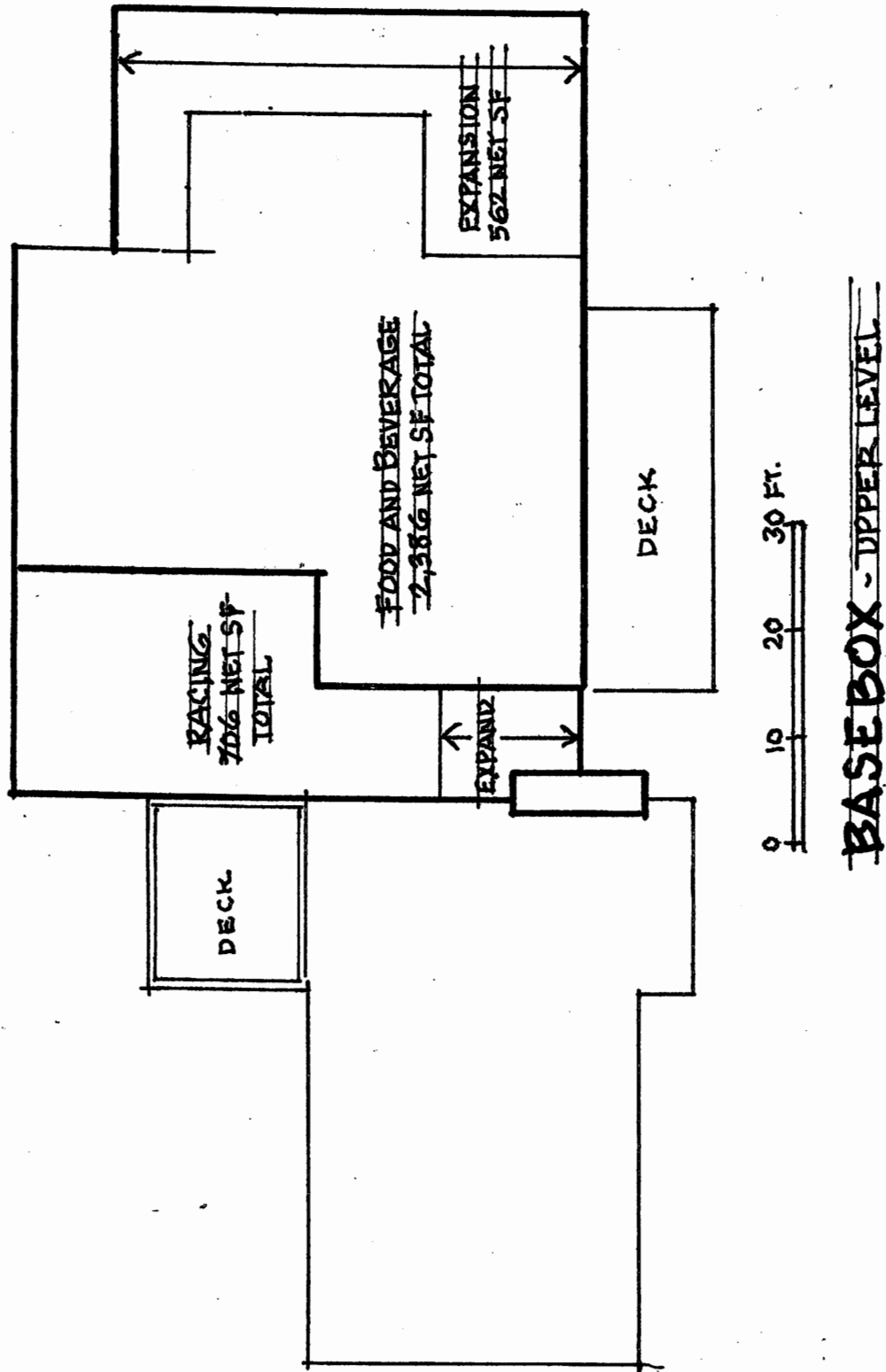


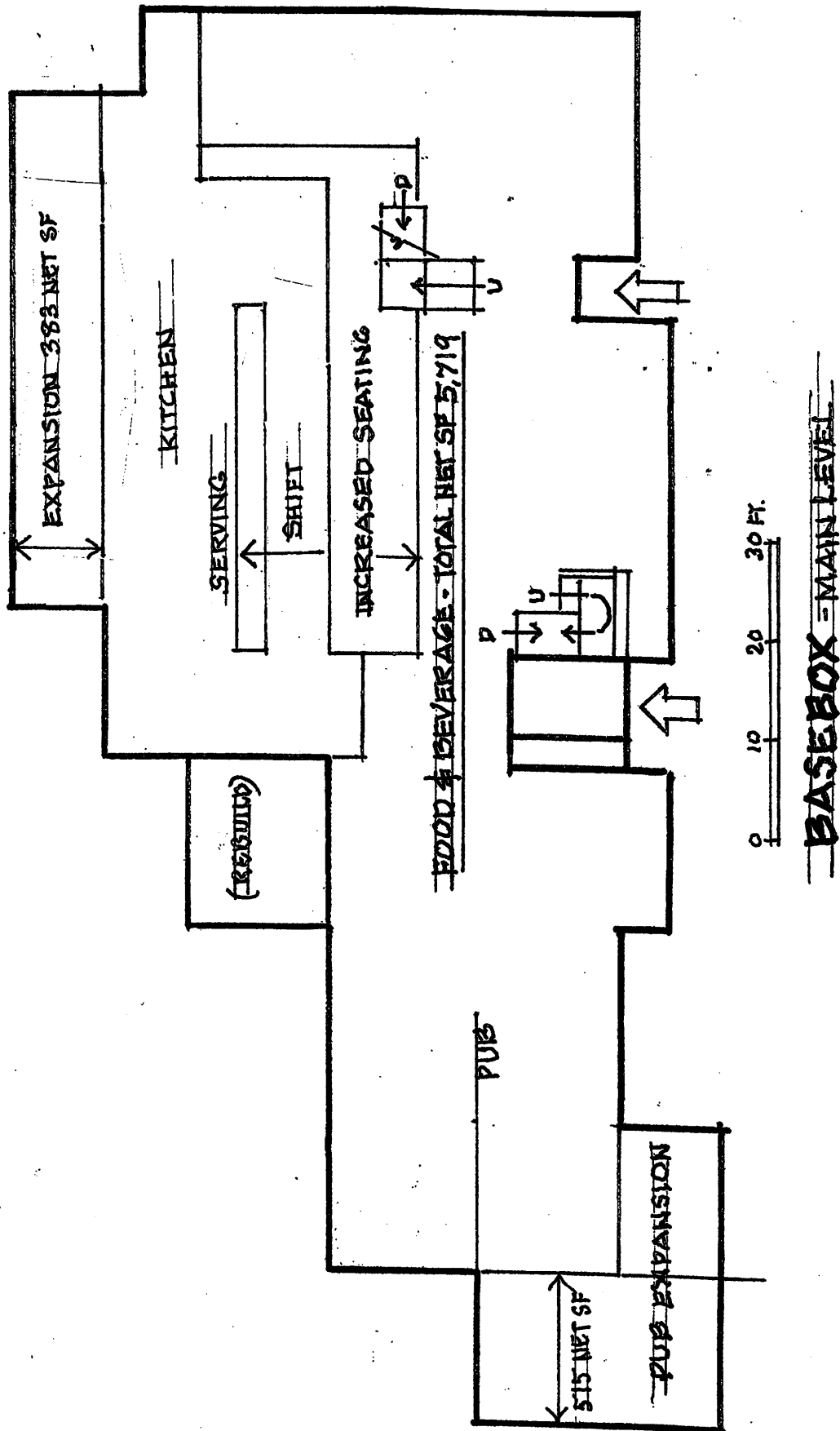
LOWER LEVEL
FL. ELEV. 97'

RECOMMENDED NET SQUARE FOOTAGE

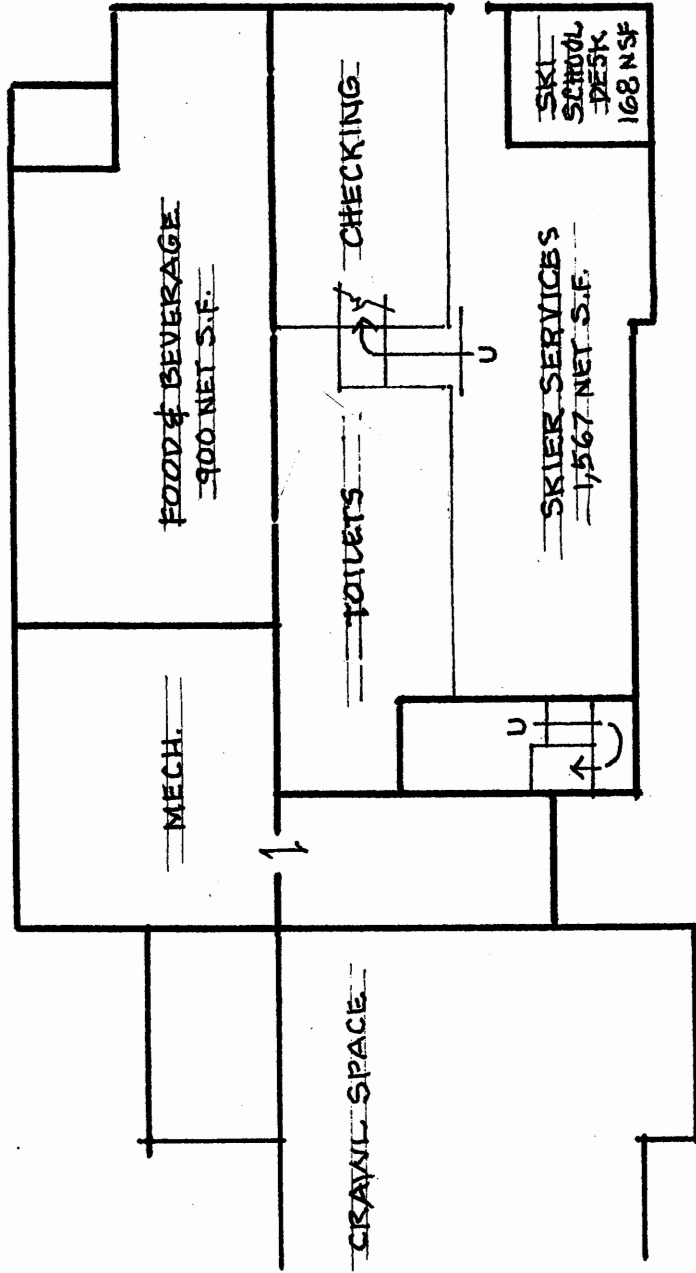


RECOMMENDED NET SQUARE FOOTAGE





RECOMMENDED NET SQUARE FOOTAGE



BASEBOX - LOWER LEVEL

