



Vail Village neighborhoods among those affected by unwelcomed changes.

V a i l H o m e o w n e r s A s s o c i a t i o n

Letters to Vail

Fair and Equal Treatment: Preservation

March 30, 2026

TOV Strategic Planning: Loss of vitality throughout Vail's core is a community-wide concern. The [Vail Daily in a three-part series "Where the Locals Go"](#) describes the boom and bust economic cycle that Vail has experienced every decade or so from its beginning. There has been a consistent pattern in the response to each boom/bust/ recession cycle. The response has been to stimulate growth by incentivizing construction of new development. Repeating the same behavior with the expectation of achieving a different outcome is evidence of dysfunctional behavior.

The Town of Vail (TOV) has conservation and preservation safeguards available. The Hill Building at the top of Bridge Street, one of Vail's original structures, is an excellent example of following preservation rules when redeveloping. Neighbors believe an unfair standard is being applied to recent building renovations in Vail Village.

The vitality and charm of local businesses is threatened by competition from high-end and chain store businesses that rely on Vail's cash-laden foreign visitors, and consumerism focused on mass marketing. If current trends continue, Bridge Street is likely to become the ski resort version of Beverly Hills' Rodeo Drive.

To level the playing field, smaller local businesses are exploring asking the TOV to provide operational subsidies to them. Operational subsidies would be in addition to those that are already provided for as; public transportation, parking, workforce housing, special events, and tourism promotions.

Protecting the feel and image of Vail's original charm is essential. Rejecting the replacement of traditional Vail businesses with franchise operations has been a community response since the earliest days. Preserving places that evoke nostalgic memories helps safeguard the Vail experience. Vail's lure was recently noted in [National Geographic article - US Destination Like Europe](#).

A change in the mindset of Community leaders will be required to protect the community's sentimental attributes. A change that, in certain areas of Town, turns away from demo/rebuilds and moves towards preservation, restoration, and rethinking mass marketing strategies.



Red Lion Building Expansion



62 Club Deck Enclosure – Former Los Amigos Resturant

The Red Lion and [Los Amigos](#) bar and restaurants are two après-ski establishments that exemplify the heart of Vail Village, and are undergoing transformations that could alter the character of the surrounding neighborhoods. Each has a history of challenging community standards and ultimately seeking harmonious solutions.

Serious consideration should be given to the need for character preservation districts in Vail Village and Lionshead. Preservation Districts are formatted to maintain the character of surrounding neighborhoods.

The pursuit of community preservation offers an opportunity to take a more measured and community-wide approach to maintaining “vitality.” The TOV has already laid the groundwork through its horizontal zoning regulation, a method used to designate selected uses on each floor of a structure containing mixtures of commercial and residential uses. It provides the opportunity for upgrades in ways that improve compatibility with its surroundings and provides for preservation of buildings, their uses, and the natural environment.

Greater emphasis could be placed upon fair and equal treatment principles that were created to assist in maintaining a harmonious relationship among commercial and residential uses that share the same neighborhoods and community.

Membership

The mission of VHA is, and always has been, to identify, research, and respond to issues that affect residential part-time residents.

VHA is a non-profit funded entirely by voluntary annual membership dues and contributions. We rely on members like you to help sustain the work we do.

As a town, Vail continues to grow while space for development shrinks, creating challenges for the Town, developers, and those who call it home. It is extremely important for everyone who enjoys the community that has evolved through the years to stay informed and involved to ensure that the lifestyle and experience we have enjoyed are preserved for our enjoyment and for future generations. VHA can help sustain that vision through the support of our valued community members.

We hope you will take a few minutes to consider the value of a VHA membership and join us in working to support the Vail experience that we love. Contact: vha@vail.net

Post Office Box 238 Vail, Colorado 81658
Telephone: (970) 827-5680 E-mail: vha@vail.net Web Site: www.vailhomeowners.com