



Crystal Palace Communications Plan Proposal



INTRODUCTION:

The following document outlines the draft communications plan created for the Crystal Palace project set to begin construction in the spring of 2019. The plan will utilize traditional outreach means and methods in order to disseminate information to the public regarding traffic flow disruption during the construction process- specifically the eastbound lane closure on East Hyman Avenue. It will also highlight the temporary impacts to parking and traffic patterns in the surrounding area.

While there is no precedent within the Construction Mitigation Plan regulations, attention to City noticing requirements has been taken to create an appropriate plan for both adjacent land owners, tenants, and the greater community. A comprehensive stakeholder list has been compiled and will be used as the basis for disseminating information through posters, enhanced mailers, newspaper advertisements, public meetings, a project web page, and one-on-one discussions with neighboring business owners and tenants. The plan will utilize existing information channels required during the development process as a framework. Information will include phasing updates, indicative schedules, traffic and parking information, site plans, and renderings. Details of the proposed communication plan are detailed below:

STAKEHOLDERS

An extensive list of stakeholders has been compiled and will include (but not be limited to) adjacent properties on East Hyman and South Mill Street, in addition to RFTA, utility companies, trash collectors, City Departments (Parking, Transportation, Planning, Engineering, Building, Wheeler Opera House) United States Postal Service, emergency services, Shamrock, CISCO, and the greater Aspen community. (The Applicant will work with the City to collect appropriate project contacts at the above mentioned organizations.)

NOTICING:

Utilizing the stakeholder list outlined above, a mailing list will be created which will be the basis for all noticing methods. Additional interested parties will have the opportunity to sign up to the mailing list via the project information page.

MAILERS:

15 days prior to each major construction phase, enhanced mailers will be sent to all registered stakeholders, which will include detailed project updates, next steps, and may include necessary traffic flow maps or images. A sample graphic mailer has been included for reference. As discussed with Staff, all mailers will be shared and filed with the City.

SITE REPRESENTATIVE

There will be a designated site-representative at all times throughout the construction process, whose information will be filed with the City of Aspen prior to building permit issuance, and updated as needed throughout the project. Site representative information will be available on all project materials. A dedicated phone number and email address will be made available to the public at the launch of the project via mailings, posters, newspaper announcements, and the project website.

PROJECT KICK-OFF MEETING

The project team will host a project kick-off meeting for all stakeholders addressing impacts to neighboring businesses, transportation providers, and special events. This meeting will be advertised in the newspaper and through City channels. Additional meetings will be held as necessary throughout the project.



Crystal Palace Communications Plan Proposal

DOOR-TO-DOOR WITH HIGH-IMPACT STAKEHOLDERS:

Upon receipt of building permit the project team will go door-to-door to speak with neighboring properties that are the most impacted by construction scheduling (i.e. if equipment is running late). It is often difficult for business owners to attend public information meetings, and this effort will be integral to ensuring adjacent property owners, business owners, and tenants are receiving up to date project information.

This will also be an opportunity for these stakeholders to sign up for emergency notifications, and to ask our project representatives questions one-on-one. We have created a map of anticipated neighbors that will be contacted, but it is important to note that this list may grow / change with the project as people choose to opt in to alerts.



POSTERS:

Public noticing posters will be posted on the construction fencing on both South Monarch and East Hyman providing project information, construction phasing and general dates, site representative contact information, and relevant traffic flow maps and images. Posters will be available at start of construction and will remain posted for the duration of the project. Posters will be updated as necessary and will comply with City construction signage regulations. Drafts of signage will be submitted to the Planning Department for review prior to posting. Indicative locations are highlighted in the map above.



Crystal Palace Communications Plan Proposal

NEWSPAPER ADVERTISEMENTS

The project team will publish newspaper advertisements updating the greater community on major phases of the project and times of increased impact. An example advertisement can be seen on the right.

As the project progresses, advertisements may include maps and renderings, such as those below, indicating major phasing and traffic flow changes.

ADJACENT CONSTRUCTION PROJECTS

The project team will coordinate with City staff to manage an up-to-date contact list for adjacent construction projects in order to share construction updates and potential impacts due to traffic flow changes directly with other site representatives.



300 E Hyman Project Construction Updates

crystalpalaceproject.com 970.510.0094

Project Information

Our team is excited to share all of the hard work we have been doing in preparation for breaking ground at 300 E Hyman Avenue (Crystal Palace). Most importantly, how we will be communicating with you throughout the project. We truly value our relationship with our neighbors and the greater community and want to keep you informed of the anticipated impacts and traffic changes expected during the construction phases.

We will be utilizing a variety of methods to disseminate information to you, including public meetings, on-site posters, emails, enhanced mailings, our web page, City channels, and newspaper announcements. We will also have an on-site representative who you can contact with any project questions or urgent matters.

If you are interested in learning more about this project please visit our website for contact information, scheduling, and regular project updates. If you would like to be added to our email list please contact crystalpalaceproject@gmail.com.

Project Kick-Off Meeting

We would like to invite you to join our project team April xxth for a kick-off meeting which will cover project phasing, anticipated traffic changes, impacts to neighboring businesses, transportation providers, and special events.

Location: Aspen Hotel

Time: 4:00-6:00pm

Contact: 970.510.0094

crystalpalaceproject@gmail.com



BendonAdams

**Sample newspaper announcement, indicative project page and phone number to be updated and filed with City prior to building permit issuance.*



Crystal Palace Communications Plan Proposal

SOCIAL MEDIA / PROJECT PAGE:

The Applicant team will provide the City of Aspen with regularly scheduled updates and content to be released through the existing City traffic and construction information channels. At key construction phases, media releases will be provided to the City to be posted on the City website and shared with the City listserv. A project web page is being created to provide regular project updates detailing the impacts to adjacent neighbors and offer the opportunity to be added to the mailing list. During times of greater impact the project team will provide more frequent updates, as needed. Site representative information, construction updates, maps, renderings, project timeline, and images will be available on the project page.

COMMUNICATIONS SCHEDULE:

The Applicant team has created the following communications plan based upon the anticipated construction schedule.

Communications Plan

PHASE	DATES	WORK TYPE	COMMUNICATIONS	
			PHASED	ONGOING
PHASE I	April-May 2019	Mobilization and Existing Structure Demolition	<ul style="list-style-type: none"> Project web page launch. Public information and preservation plan posters to be mounted on South Monarch and East Hyman construction fencing (indicated in map pg.2). Newspaper announcements (see sample pg. 3). Door-to-door sessions with high-impact stakeholders. Project kick-off meeting for key stakeholders and greater public. Mailers to neighbors within 300 feet (will include maps and graphics). Announcements via City channels. Prior to next phase project team will update City on stakeholder list 	<p>Regular updates to web page</p> <p>Email listserv sign-up</p>
PHASE II	May 2019 - May 2020	Earth Retention, Foundations, Structure	<ul style="list-style-type: none"> Updates to web page with Phase II information and scheduling. 2nd round of door-to-door updates with high-impact stakeholders. 15 days prior to new construction phase, announcements will be published in newspapers and through City information channels (will include maps and graphics). 15 days prior to new construction phase, enhanced mailers will go out to neighbors within 300 feet (will include maps and graphics). Updated public information posters will replace Phase I posters in same location (will include maps and graphics). 	<p>Check-in meetings with the City</p> <p>Media announcements detailing project progress</p>



Crystal Palace Communications Plan Proposal

Communications Plan

PHASE	DATES	WORK TYPE	COMMUNICATIONS	
			PHASED	ONGOING
PHASE III	April-August 2020	Masonry, Structural Framing, Rough MEP's, Windows, Roof	<ul style="list-style-type: none"> • Updates to web page with Phase III information and scheduling. • 3rd round of door-to-door updates with high-impact stakeholders. • 15 days prior to new construction phase, announcements will be published in newspapers and through City information channels (will include maps and graphics). • 15 days prior to new construction phase, email detailing impact changes, and updates to schedule (will include maps and graphics). • 15 days prior to new construction phase, enhanced mailers will go out to neighbors within 300 feet (will include maps and graphics). • Updated public information posters will replace Phase II posters (will include maps and graphics). 	<p>Regular updates to web page</p> <p>Email listserv sign-up</p>
PHASE IV	August 2020 - April 2021	Trim MEP's, Site Work, and Finishes	<ul style="list-style-type: none"> • Updates to web page with Phase IV information and scheduling. • 4th round of door-to-door updates with high-impact stakeholders. • 15 days prior to new construction phase, announcements will be published in newspapers and through City information channels (will include maps and graphics). • 15 days prior to new construction phase, enhanced mailers will go out to neighbors within 300 feet (will include maps and graphics). • Updated public information posters will replace Phase III posters in same location (will include maps and graphics). 	<p>Check-in meetings with the City</p> <p>Media announcements detailing project progress</p>
PROJECT CLOSE	April 2021	Presentation to public	Final emails, newspaper notifications, mailers, and announcements. Close of project web page.	



Crystal Palace Communications Plan : Stakeholder List

The following stakeholder list was derived using the Aspen Maps GIS program, selecting ownership entities within 300 feet of the 300 E Hyman, Crystal Palace, property which is standard for City public noticing requirements.

SCULL JAMES E
PO BOX 2051
ASPEN, CO 81612

JPS NEVADA TRUST
1701 N GREEN VALLEY PKWY #9C
HENDERSON, NV 89074

LIMELIGHT SUB/PUD
E HYMAN AVE
ASPEN, CO 81611

PLACE BRADLEY E JR REV TRUST
5701 S COLORADO BLVD
LITTLETON, CO 80121

ASPEN SKIING COMPANY LLC
PO BOX 1248
ASPEN, CO 81612

PROSPECTOR FRACTIONAL OWNERS ASSO
301 E HYMAN AVE #108
ASPEN, CO 81611

305-7 MILL STREET LLC
2001 NORTH HALSTED #304
CHICAGO, IL 60614

KATIE REED BUILDING LLC
407 S HUNTER ST #3
ASPEN, CO 81611

GRAND SLAM HOLDINGS LLC
215 S MONARCH ST #101
ASPEN, CO 81611

407 HYMAN LLC
51027 HWY 6 & 24 #100
GLENWOOD SPRINGS , CO 81601

WHITMAN WENDALIN
PO BOX 472
ASPEN, CO 81612

CS WEBER INVESTMENTS LLC
15 S WILLOW CT
ASPEN, CO 81611

400 HYMAN LLC
1010 E HYMAN AVE
ASPEN, CO 816112118

COLLINS BLOCK LLC
205 S GALENA ST
ASPEN, CO 81611

ORR ROBERT L
2700 G ROAD #12A
GRAND JUNCTION, CO 81506

THOR 228 S MILL ST LLC
1000 WILSON BLVD #2100
ARLINGTON, VA 22209

SHENAN MELISSA A
1242 N LAKE SHORE DR #4S
CHICAGO, IL 60610

HILLSTONE RESTAURANT GROUP INC
3539 NORTHSIDE PKWY
ATLANTA, GA 30327

PRODINGER IRMA
PO BOX 1245
ASPEN, CO 81612

401 HYMAN AVENUE LLC
1435 LAWRENCE LN
NORTHBROOK, IL 60062

JOHNSON PETER C & SANDRA K
51 OVERLOOK DR
ASPEN, CO 81611-1008

TRUE JAMES R
PO BOX 2864
ASPEN, CO 81612

COLORADO MOUNTAIN NEWS MEDIA CO
580 MALLORY WY
CARSON CITY, NV 89701

HART GEORGE DAVID & SARAH
PO BOX 5491
SNOWMASS VILLAGE, CO 81615

WHITMAN WENDALIN
210 E HYMAN AVE #101
ASPEN, CO 81611

LARRAC INV LLC SERIES H
840 FM 474
BOERNE, TX 78006

DAVIDSON ARIAIL SCOTT
PO BOX 5141
ASPEN, CO 81612

ROBERTS JANET A
215 S MONARCH ST #G101
ASPEN, CO 81611

360 HEXAGON LLC
9401 INDIAN CREEK PKWY STE 800
OVERLAND PARK , KS 66210

400 BUILDING LLC
306 N PLAZA REAL
BOCA RATON, FL 33432-3933



Crystal Palace Communications Plan : Stakeholder List

314 HEXAGON LLC
9401 INDIAN CREEK PKWY STE 800
OVERLAND PARK , KS 66210

CITY OF ASPEN
C/O Mitzi Rapkin
130 S GALENA ST
ASPEN, CO 81611

CLARKS ASPEN LLC
818 SOUTH MAIN ST
BLANDING , UT 84511

PARK CENTRAL CONDO ASSOC
215 S MONARCH ST STE 203
ASPEN, CO 81611

MOTHER LODE CONDO ASSOC
COMMON AREA
314 E HYMAN AVE
ASPEN, CO 81611

DAVIS HORN INCORPORATED
215 S MONARCH #104
ASPEN, CO 81611

1000 EAST HOPKINS LLC
215 S MONARCH #104
ASPEN, CO 81611

KATIE REED PLAZA CONDO ASSOC
301 E HOPKINS AVE
ASPEN, CO 81611

MOTHER LODE CONDO ASSOC INC
9401 INDIAN CREEK PKWY STE 800
OVERLAND PARK , KS 66210

KANTZER TAYLOR FAM TRST #1
216 SEVENTEENTH ST
MANHATTAN BEACH, CA 90266

ELLIOTT ELYSE A TRUST
610 NORTH ST
ASPEN, CO 81611

ELK MOUNTAIN HOSPITALITY LLC
371 MARKET ST
BASALT, CO 81621

BOGIN ROBERT M
4280 S MEADOW BROOK LN
EVERGREEN, CO 80439

BERNSTEIN JEREMY M PROFIT SHARING PL
610 NORTH ST
ASPEN, CO 81611

FREDRICK LARRY D
215 S MONARCH ST #G101
ASPEN, CO 81611

MOJO ASPEN LLC
215 S MONARCH #G102
ASPEN, CO 81611

210 COOPER LLC
1512 LARIMER ST #100 BRIDGE LEVEL
DENVER, CO 80202

CLARK LOIS P REV TRUST
PO BOX 5815
SNOWMASS VILLAGE, CO 81615

SHVACHKO NATALIA
35 SUTTON PL #19B
NEW YORK, NY 10022

KAUFMAN GIDEON I
315 E HYMAN AVE STE 305
ASPEN, CO 81611

AJAX JMG INVESTMENTS LLC
9401 WILSHIRE BLVD 9TH FL
BEVERLY HILLS, CA 902122974

BRINING ROBERT D
215 S MONARCH #203
ASPEN, CO 81611

LEE FRANCIS A III
706 NORMANDY
MOORESVILLE, NC 28117

DOLE MARGARET M
400 E HYMAN AVE #302
ASPEN, CO 816111989

DESOTO LINDA JANE LIVING TRUST
155 LONE PINE RD #9
ASPEN, CO 81611

LEE FRANCIS A
706 NORMANDY
MOORESVILLE, NC 28117

NEWMAN KERRY J & RICKI R
617 PRINCE DR
NEWBURGH, IN 47630

SMITH NATHANIEL THOMAS
706 NORMANDY
MOORESVILLE, NC 28117

FIERCELY LOCAL
PO BOX 8970
ASPEN, CO 81612

PLACE PENNY L REV TRUST
5701 S COLORADO BLVD
LITTLETON, CO 80121



Crystal Palace Communications Plan : Stakeholder List

JACOBSON FAMILY TRUST
3237 SUMMER WIND LN #1424
LITTLETON, CO 80129

400 HYMAN LLC
PO BOX 351
RIFLE, CO 816500351

ASPEN COMMERCIAL CONDO ASSOC
307 S MILL ST
ASPEN, CO 81611

BUSH ALAN DAVID
0046 HEATHER LN
ASPEN, CO 81611-3342

210 COOPER CONDO ASSOC
210 E COOPER AVE
ASPEN, CO 81611

MTN ENTERPRISES 80B
PO BOX 5739
EAGLE, CO 816315739

GUTNER TODDI L GST DESC TRUST
260 N DEERE PK DR
HIGHLAND PARK, IL 60035

400 EAST HYMAN LLC
400 E HYMAN AVE # A202
ASPEN, CO 81611

201 EH INVESTMENTS LLC
10880 WILSHIRE BLVD #2222
LOS ANGELES, CA 90024

MILL STREET PLAZA ASSOC LLC
602 E COOPER #202
ASPEN , CO 81611

308 EAST HOPKINS CONDO ASSOC
COMMON AREA
308 E HOPKINS AVE
ASPEN, CO 81611

COHEN FRANK R
360 S MONROE ST #702
DENVER, CO 80209

CARRIGAN RICHARD A JR
2044 AUDUBON AVE # BT505
NAPERVILLE, IL 605635352

WELLS FARGO BANK
PO BOX 2609
CARLSBAD, CA 92018

MOUNTAIN GETAWAY PROPERTIES LLC
9 ISLAND AVE # 2103
MIAMI BEACH, FL 33139-1343

RACZAK FAMILY TRUST
0234 LIGHT HILL RD
SNOWMASS, CO 81654

GORDON BRIAN S
26985 CRESTWOOD
FRANKLIN, MI 48025

WHITMAN FINE PROPERTIES
210 E HYMAN AVE #101
ASPEN, CO 81611

COLLINS BLOCK CONDO ASSOC
COMMON AREA
204 S MILL ST
ASPEN, CO 81611

PLUMERIA PARTNERS LLLP
925 CHATFIELD RD
ASPEN, CO 81611

CLARKS ASPEN LLC
818 SOUTH MAIN ST
BLANDING , UT 84511

FERAL VENTURE CAPITAL LLC
6226 N RIVIERA DR
OKLAHOMA CITY, OK 73112

RACZAK FAMILY TRUST
0234 LIGHT HILL RD
SNOWMASS, CO 81654

PARK CENTRAL WEST CONDO ASSOC
210 E HYMAN AVE
ASPEN, CO 81611

314-PH HEXAGON LLC
9401 INDIAN CREEK PKWY STE 800
OVERLAND PARK , KS 66210

WENDELIN ASSOC
1173 PITTSFORD VICTOR RD #250
PITTSFORD , NY 14534

SHAW ROBERT
5408 BIRCHMAN AVE
FORT WORTH, TX 76107

LARRABEE DONALD C JR
1417 POTTER DR STE 105
COLORADO SPRINGS, CO 80909

YOUNGS RICHARD B & JACQUILINE L
3940 MARSH RD
BROOKLYN, MI 49230

WHEELER SQUARE - CASPER FAMILY LLC
315 E HYMAN
ASPEN, CO 81611



Crystal Palace Communications Plan : Stakeholder List

IFTNFS LLC

0115 GLEN EAGLES DR
ASPEN, CO 81611

PITNER N KATHRYN

PO BOX 11930
ASPEN, CO 81612

SEGUIN BUILDING CONDO ASSOC

COMMON AREA
304 E HYMAN AVE
ASPEN, CO 81611

SEDOY MICHAEL

35 SUTTON PL #19B
NEW YORK, NY 10022

PCU-5 LLC

PO BOX 2563
ASPEN, CO 81612

G & K LAND CO LLC

0167 WILLOW LN
CARBONDALE, CO 81623

GOODING NANCY A

4800 S HOLLY ST
ENGLEWOOD, CO 80111

KELLY GARY

PO BOX 12356
ASPEN, CO 81612

JMS LLC

0115 GLEN EAGLES DR
ASPEN, CO 81611

TOM THUMB BUILDING CONDO ASSOC

400 E HYMAN AVE
ASPEN, CO 81611

DCBD2 LLC

2100 ROSS AVE #3300
DALLAS, TX 75201

LEATHERMAN ROBERT D

PO BOX 11930
ASPEN, CO 81612

LORING PETER & ELIZABETH S

230 CONGRESS ST
BOSTON, MA 02110

FREDRICK LARRY D

215 S MONARCH ST #G101
ASPEN, CO 81611

MORRONGIELLO LYDIA LIVING TRUST

8109 WILLOW BEND CT
BOULDER , CO 80301

1000 EAST HOPKINS LLC

215 S MONARCH #104
ASPEN, CO 81611

HOFFMAN JOHN L & SHARON R TRUST

411 E 63RD ST
KANSAS CITY, MO 64108

ROBERTS JANET A

215 S MONARCH ST #G101
ASPEN, CO 81611

JAFFE JONATHAN & KAREN

88 EMERALD BAY
LAGUNA BEACH, CA 92651

YOUNG BARBARA A

210 E HYMAN #9
ASPEN, CO 81611

DAVIDSON DONALD W TRUST

864 CEMETERY LN
ASPEN, CO 81611

FEDER HAROLD L & ZETTA F

985 CASCADE AVE
BOULDER, CO 80302-7550

FREDRICK LARRY D

215 S MONARCH ST #G101
ASPEN, CO 81611

FOOTLOOSE MOCCASIN MAKERS INC

44 SILVERADO CT
CANON CITY , CO 812129484

LEAR STEFANIA

PO BOX 3394
ASPEN, CO 81612

314-200 HEXAGON LLC

9401 INDIAN CREEK PKWY STE 800
OVERLAND PARK , KS 66210

Crystal Palace Communications Plan : Sample Enhanced Mailer



300 E Hyman Project Construction Updates

Our team is excited to share all of the hard work we have been doing in preparation for breaking ground at 300 E Hyman Avenue (Crystal Palace). Most importantly, how we will be communicating with you throughout the project. We truly value our relationship with our neighbors and the greater community and want to keep you informed of the anticipated impacts and traffic changes expected throughout the project.

We will be utilizing a variety of methods to disseminate information to you, including public meetings, on-site posters, emails, enhanced mailings, our project web page, City channels, and newspaper announcements. We will also have an on-site representative who you can contact with any project questions or urgent matters.

If you are interested in learning more about this project please visit our website for contact information, scheduling, and regular project updates. If you would like to be added to our email listserv, please contact crystalpalaceproject@gmail.com.

Preliminary schedule

Phase I	April / May 2019	Mobilization and Existing Structure Demolition
Phase II	May – April 2020	Earth Retention, Foundations, Structure
Phase III	April- August 2020	Masonry, Structural Framing, Rough MEP's, Windows+Roof
Phase IV	August - April 2021	Trim MEP's, Site Work +Finishes

Project Kick-Off Meeting

We would like to invite you to join our project team April xxth for a kick-off meeting which will cover project phasing, anticipated traffic changes, impacts to neighboring businesses, transportation providers, and special events.

Location: Aspen Hotel
 Time: 4:00-6:00pm
 RSVP: crystalpalaceproject@gmail.com

CRYSTALPALACEPROJECT.COM

970.510.0094



New traffic flow: one way down East Hyman towards Galena

*Sample enhanced mailer, indicative project page and phone number to be updated and filed with City prior to building permit issuance.



Crystal Palace Communications Plan : Sample Poster

Public information posters will contain construction updates with up-to-date site plans, traffic flow changes, relevant renderings, and site representative contact information. These posters will be formatted in 24 x 36 inch and be printed on weatherproof gatorboard. They will be adhered to the construction fencing on both South Monarch and East Hyman. Specific locations and number of posters will be cleared with the Planning Department prior to mounting.

300 E Hyman Project Construction Updates

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RSVP: crystalpalaceproject@gmail.com

Preliminary schedule

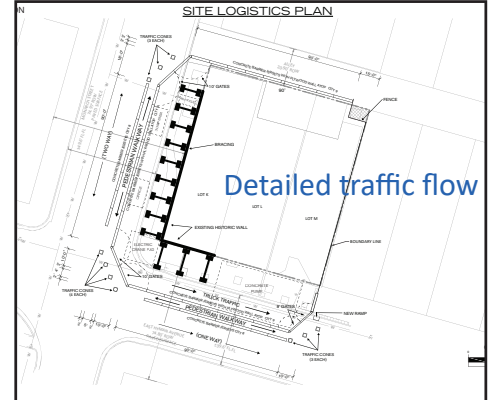
Phase I	April / May 2019	Mobilization and Existing Structure Demolition
Phase II	May – April 2020	Earth Retention, Foundations, Structure
Phase III	April- August 2020	Masonry, Structural Framing, Rough MEP's, Windows+Roof
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New traffic flow: one way down East Hyman towards Galena



SITE LOGISTICS PLAN

Detailed traffic flow



Historic structure to remain



Aerial of demoliton

