<table>
<thead>
<tr>
<th></th>
<th>SNOWMASS</th>
<th>PUEBLO</th>
<th>ASPEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td>2,898</td>
<td>110,295</td>
<td>6,805</td>
</tr>
<tr>
<td>SIZE (Mi)</td>
<td>27.31</td>
<td>53.59</td>
<td>3.87</td>
</tr>
<tr>
<td>DENSITY (PER SQ.MI)</td>
<td>105</td>
<td>2,020</td>
<td>1,734</td>
</tr>
<tr>
<td>MEDIAN HOME VALUE</td>
<td>$1,000,000 / $1,311</td>
<td>$126,200 / $787</td>
<td>$573,540 / $1,420</td>
</tr>
<tr>
<td>MEDIAN GROSS RENTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN INCOME</td>
<td>$69,427</td>
<td>$38,380</td>
<td>$71,207</td>
</tr>
<tr>
<td>PER CAPITA INCOME</td>
<td>$52,917</td>
<td>$21,905</td>
<td>$40,680</td>
</tr>
<tr>
<td>MEDIAN AGE</td>
<td>42.6</td>
<td>37</td>
<td>43.2</td>
</tr>
<tr>
<td>HP PROGRAM START</td>
<td>TBD</td>
<td>2002</td>
<td>1972</td>
</tr>
<tr>
<td>HPO /HPC</td>
<td>No/No</td>
<td>Yes/Yes</td>
<td>Yes/Yes</td>
</tr>
</tbody>
</table>
A Peaceful Resort is Created!

https://www.youtube.com/watch?v=2Erkgab7fD8

A SAFE & PEACEFUL FAMILY RESORT!
What We’re Likely to Preserve

Burlingame Cabin
Little Red School House

Historic Preservation of the Atomic Age

What We’d Like to Preserve

1977  Snowmass Mall Tower  2017

Historic Preservation of the Atomic Age
What We Should Have Preserved

Robert McNamara’s Home
US Sec. of Defense 1961-1968

What We Could Preserve (Adaptive Re-Use)
What We Must Preserve

- The History of Snowmass
- Snowmass Sun Newspaper
- Aspen Historical Museum (Special District)
- Marketing Materials
- Google
- Verbal History
- Comprehensive Plan
**First Step Toward Preservation**

Seek grants to develop an inventory of Snowmass Village’s most important historic buildings and develop a plan for their preservation, recognizing that even buildings less than 50 years old contribute to the genuine character of Snowmass Village and are worth preserving.

- Comp Plan Adoption (Winter 2018-19)
- Building Inventory (Grant?)
- Land Use Code Amendments (2018-19)
- Historic Commission Formation (PC?)
- Incentives?
Planning Based Understanding of Mid Century Modern

- Code and physical layout based
- Denver- Urban Edge, suburban character
- Generally “Bad” because grid, walkable neighborhoods are always better.
The Problem

• Mid Century Building and Architecture are Almost Exclusively Studied by Preservation People and not Planners.
• Mid Century Neighborhoods Don’t lend themselves to Fugly, blocky, Mid Used Multistory uses which are the what many planners want to see.
Wade Broadhead, CMP
Certified Mid Century ‘Practitioner’
Save it for the Next Generation

“Mom likes really old dresses. Like dresses from the 1980s”
“80s Awareness”

Belmont Acres 1954
Mid Century Out Of Necessity

As James Howard Kunstler noted in 1993: "Eighty percent of everything ever built in America has been built in the last fifty years...(10). That means the artifacts or buildings around us were constructed in the lifetimes of many of the people in this room.

and most of it is depressing, brutal, ugly, unhealthy, and spiritually degrading—the jive-plastic commuter tract home wasteland, the Potemkin village shopping plazas with their vast parking lagoons, the Lego-block hotel complex, the “gourmet mansardic” junk-food joints, the Orwellian office “parks” featuring building..."---blah, blah, blah.
Relevant?

Our Vision of Ourselves in The Future
MCM = ???

- Mid Century Modern: an architectural, interior, product and graphic design that generally describes mid-20th century developments in modern design, architecture and urban development from roughly 1933 to 1965
- Baby Boom 1946-1964
- Post WWII 1945+
- No REAL answer trends persistent in many places until much later.
- History is a Continuum of experience and your residents won’t be breaking it up like this.

We Don’t Have a Mid Century Culture Problem….Music
We Don’t Have a Mid Century Culture Problem….Cars

Car Adds Were Great
We Don’t Have a Mid Century Culture Problem....Politics

We Don’t Even Have a Mid Mod Building (High Style) Problem
We DO Have a Mid Century Building Problem

IT’S EVERYWHERE
The Expanding Recent Past

When I think about American 20th Century History, I always think back on a scene in The Simpsons. It’s the last day of school, and Bart and Lisa’s teacher is desperately cramming the last bits of US history into the final minutes of the school year. The school bell rings and the kids pour out into the street. The teacher frantically calls out after them from the window of the class room. “Wait, wait!” he yells. “You don’t even know who won World War II yet!” He pauses slightly, and says “We win!” Then the kids go marching home chanting USA! USA! USA!

I think most of us have experienced something similar. American history keeps expanding, but the time to teach it is static. So ironically, the recent past is the period of American history that receives short shrift, even though the civic lessons contained within it may be the most relevant to the operations of our democracy. Jason Mathews 2013

We Have A New Audience Thanks to Some Helpers