

## Smith Ranch Mission

Smith Ranch reflects the Town of Silverthorne's dedication to ensuring that there is housing attainable to a variety of segments of the workforce. The Smith Ranch neighborhood is also envisioned as a vibrant and dynamic community of individuals and families who aspire to make Silverthorne their home for years into the future.

The overarching mission for the development of the Smith Ranch neighborhood is based on the following three vital and interconnected components:

- **Community Mission:** To build an appealing and vibrant neighborhood with enduring residences, a cohesive street network, outdoor gathering spaces, and design that bolsters neighbor to neighbor interaction. The Smith Ranch neighborhood is envisioned as a community of year-round residents with engrained ties to the community, and who have a stake in the successful evolution of the neighborhood.
- **Economic Mission:** To contribute to the growth and vitality of the economy by responding to the need for housing that is targeted to the local workforce. Smith Ranch is envisioned as a desirable neighborhood with various types of housing products, which are attainable by several segments of the workforce. Such housing supports a robust and balanced labor pool, which is key to the success of local businesses, the Summit County economy, and the entire Silverthorne community.
- **Social Mission:** To foster diversity and equity by increasing the supply of housing that is attainable by the workforce, and by residents who desire to make Silverthorne their long-term home. Socially, Smith Ranch will foster relationships between neighbors, age groups, ethnic groups, all of which improve the quality of life of the greater community.

## Smith Ranch Vision

To be a landmark community integrated economically, socially and architecturally to the Town of Silverthorne's mission: *To provide a year-round, family community with economic, recreational and social opportunities for all citizens to have a mountain quality of life, including a vibrant and pedestrian friendly downtown.*

## What's your Mission? Share it with us!

# Elements of Smith Ranch Brand Foundation

## Target Market:

- Want to make and call Silverthorne “home”
- Yearning for a connection to community where it’s easy to make friends
- Searching for a community where kids are safe
- Want the “neighborhood store” to be in the neighborhood
- Want to live within immediate access of recreational trails
- Committed to their neighborhood and community

## Architecture: **Contemporary *and* Connected**

- Architectural elements connected to the mountain backdrop
- In harmony with meadows and mountains
- Contemporary design elements reflect its energetic owners
- Incorporation of traditional architectural elements to create a timeless aesthetic
- Subtle references to ranching history