



BULLFROG RESORT

Master Plan Concepts

May 2016



2.1 Site Analysis

Location, Accessibility + Visibility

Located five miles north of Bullfrog Marina where Highway 276 intersects with the Burr Trail Scenic Backway, section 20 of the Bullfrog Block is a 640 acre parcel that offers developable land, outstanding views, unique geography, and prime access to Lake Powell and the Glen Canyon National Recreation Area. Interstate 70 is 102 miles north of the site, which is also intersected by a couple dirt roadways. The sites remoteness means that business may be mostly seasonal and dependant on people who are recreating at Lake Powell.

The geography and location of the site provides unique opportunities. It is easily visible and accessible from the highway for those traveling to Bullfrog Marina. Slopes and natural features within the site also hide certain areas from the highway, making them ideal for uses that call for a more remote and isolated environment. Most of the terrain is covered by rolling hills flat enough for development with exception of the steeper area around sandstone outcroppings. Vegetation consists mostly of sage brush, mormon tea, cactus and short grasses native to the area.



Vast Landscape



Adjacent Mountain - Mt Ellsworth



Endless Recreation - Bullfrog Bay + Marina



Inspiring Scenery

Utilities + Zoning

The site is currently void of utility infrastructure, meaning that power supply and sewer management must be addressed on site. Diesel Generators may be necessary to begin with, keeping in mind that alternatives such as solar power could be feasible.

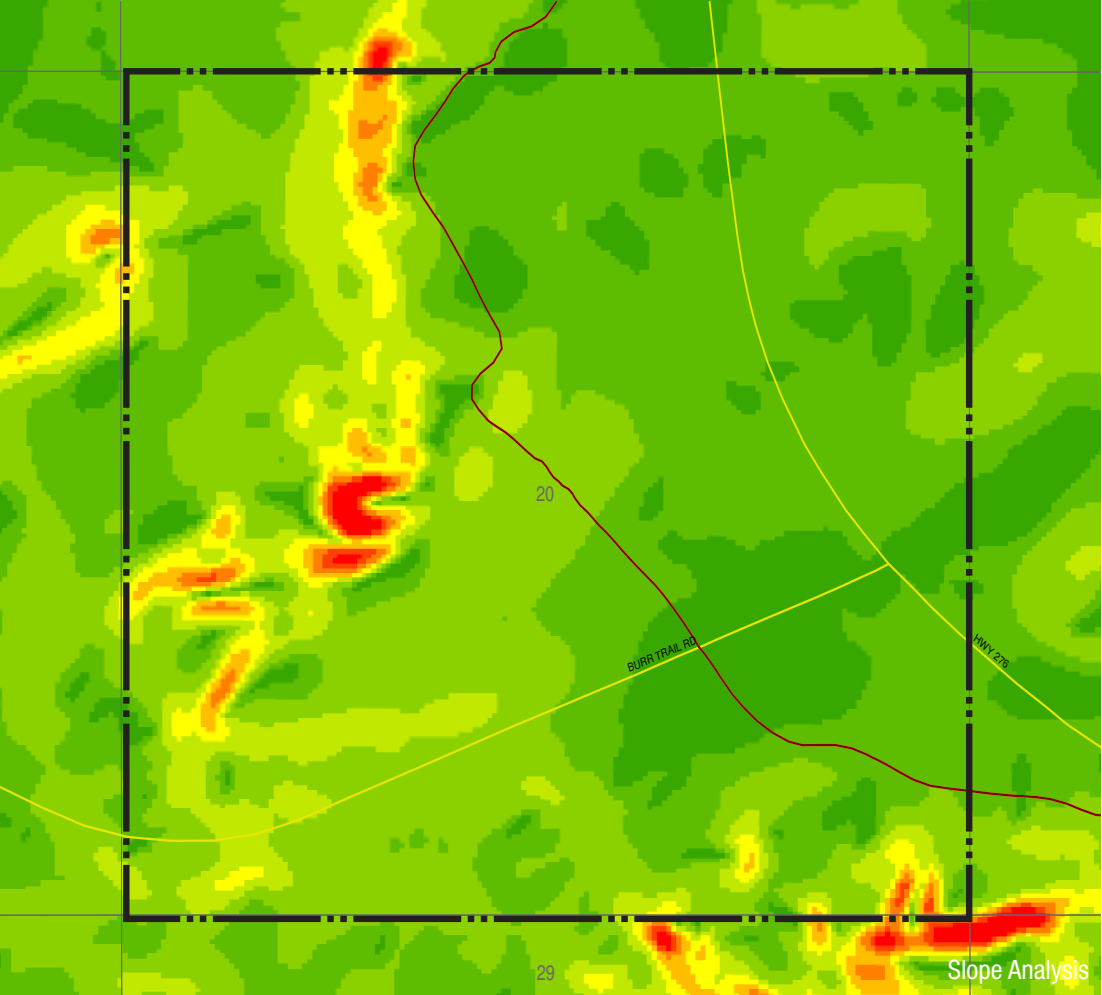
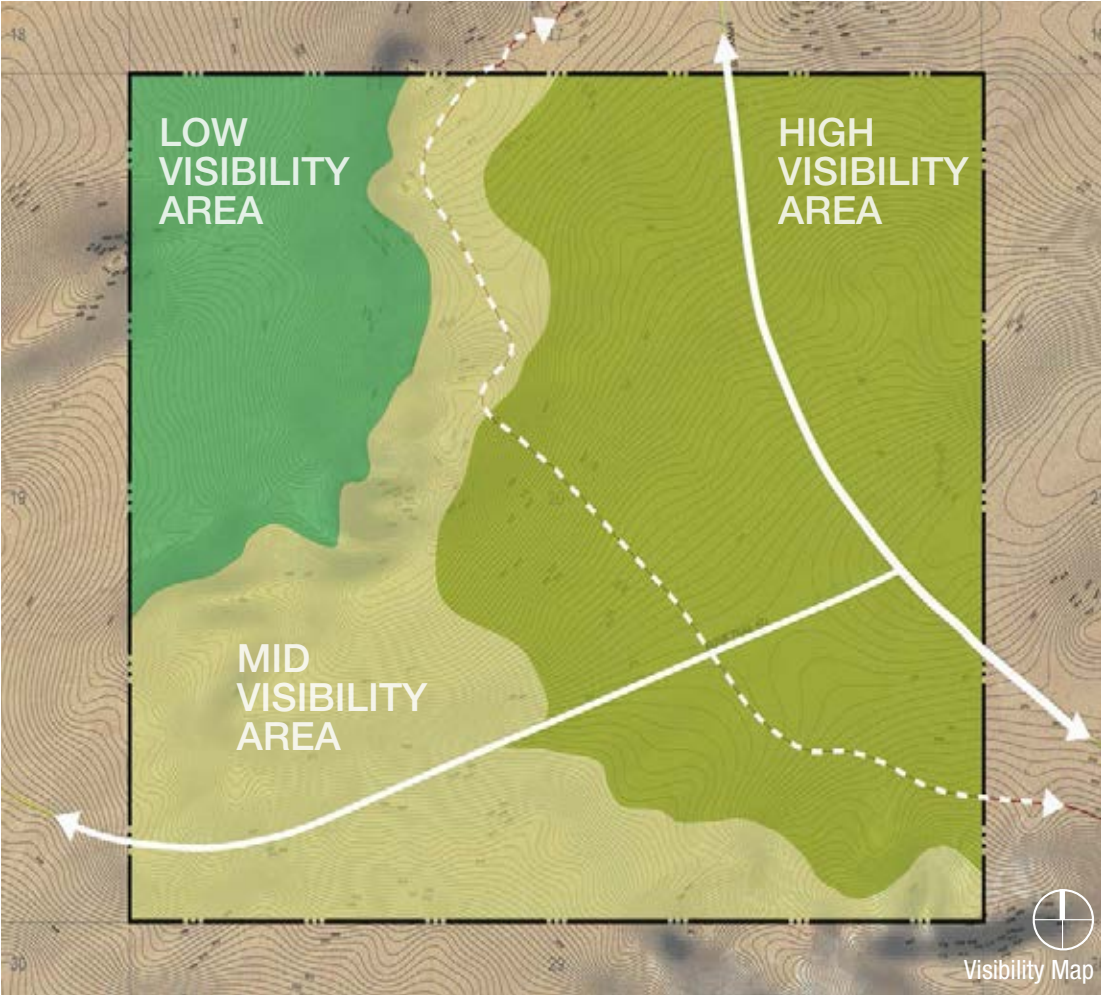
The property is zoned for Multiple Use (MU), a zone intended to protect undeveloped land and open space and limit unreasonable requirements for public services and utilities. A PUD overlay is available, allowing the Garfield County Planning Commission flexibility in making decisions that vary from standard zoning requirements. Refer to the Garfield County Zoning Ordinance for further details about the MU zone and PUD overlay.

Views

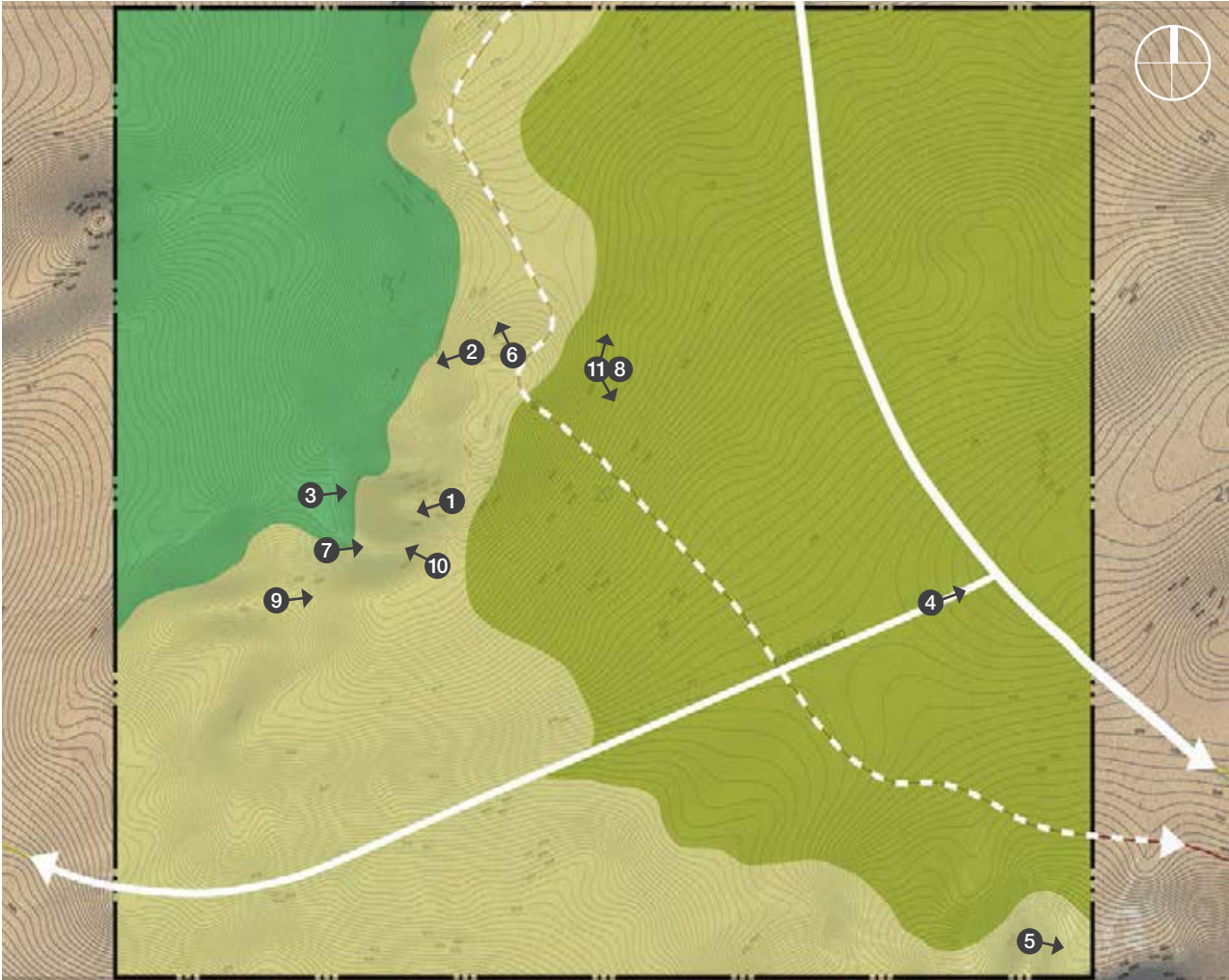
Outward views from the site are exceptional displays of the Southern Utah desert landscape. The setting is rich, with the Henry Mountains visible to the north, Lake Powell to the west and south, and red rock formations, vistas and canyons in every direction.

Contextual Summary

With access to Lake Powell, the Henry Mountains, the Burr Trail Scenic Backway, and Glen Canyon National Recreation Area, Section 20 of the SITLA Bullfrog Block is an ideal and opportune location for Bullfrog Resort. Access and visibility from Highway 276 make for a convenient and intuitive location for services and a retail/hotel village. Topography on site is elevated toward the center of the parcel, providing 360 degree views and concealing areas from the highway for a more secluded and natural setting. Unique geological features, the desert landscape, and fantastic western views are prominent in these secluded areas, making them even more striking and appropriate for glamping, resort, and spa type uses. The parcel's remote location poses significant utility service challenges, but is also an asset in establishing a distinct brand and experience for the development and its users.









VISION

Bullfrog Resort will become an accommodating destination and convenient gateway to outdoor recreation that entices visitors of all types to come more often and stay longer. Development of the retail village and resort areas will work with and fit into the existing topography and geological features to create settings that are unique to their intended purposes, capturing a wider range of potential users.

PRINCIPLES

Retail Village + Hotel

THE RETAIL VILLAGE AND HOTEL WILL USE VISIBILITY AND CONVENIENCE TO CAPTURE THE AREA'S VISITORS AND RAISE AWARENESS TO THE FULL RANGE OF EXPERIENCES AVAILABLE AT BULLFROG RESORT AND VILLAGE AND THE SURROUNDING AREA.

- Properly located and highly visible amenities increase the likelihood of travelers making a stop.
- Clustering of uses meets demand of non-lake activities and complements existing resources.
- Good hospitality can attract tourists to come more often, stay, and bring outside revenue into the county.
- Enhanced event hosting capacity is increased economic potential.
- Acting as a gateway destination to Bryce Canyon National Recreation Area will attract more visitors and business.

Resort Amenities

BULLFROG RESORT WILL PROVIDE A LUXURIOUS AND UNIQUE EXPERIENCE OF REMOTENESS THAT UNIFIES VISITORS WITH THE SPIRIT OF THE SURROUNDING ENVIRONMENT AND TERRAIN.

- Controlling views in and out of the resort paints a picture of solitude and remoteness.
- Architectural forms that integrate thoughtfully into the landscape and use materials that are “of the land” provide an authentic image, charm, and sense of place.
- Opportunity for passive or relaxing enjoyment of the surroundings increases appeal and overall market reach.
- Interconnected trail and open space networks contribute to an enhanced visitor experience.
- Integrated cultural and educational opportunities enhance the experience and increase revenue.

Residential Development

RESIDENTIAL DEVELOPMENTS AT BULLFROG RESORT WILL INTRODUCE COMFORTABLE LIVING AND SERENITY WITH THE NORMALLY HARSH DESERT CONDITIONS.

- Indoor/outdoor relationships in architecture provide people with a greater connection to nature
- Low impact, low visibility development is environmentally responsible and creates an attractive brand and unique sense of being at one with the land
- Trail networks that connect to amenities contribute to a higher quality of life.
- Residential uses that link to resort facilities and amenities have higher marketability.

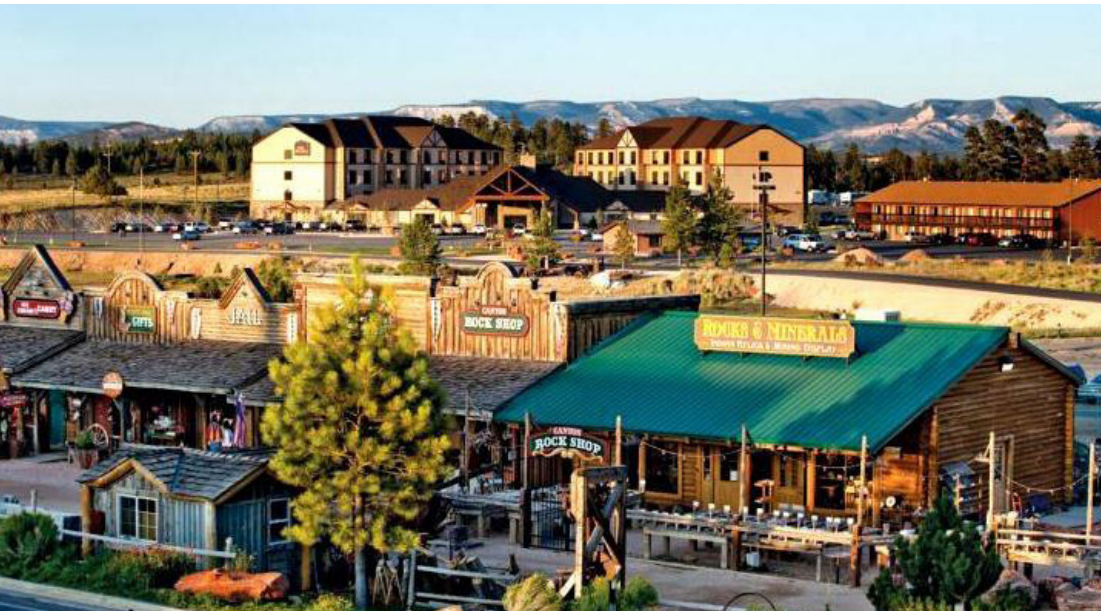
Recreation

BULLFROG RESORT WILL ADD A PREVIOUSLY UNIMAGINABLE ELEMENT OF CONVENIENCE TO ACCESSING OUTDOOR RECREATION IN THE PROXIMITY OF BULLFROG MARINA.

- Raising awareness of recreational opportunities beyond Lake Powell such as exploration of Glen Canyon National Recreation Area and the nearby Henry Mountains creates a draw to a wider range of potential visitors.
- Creating an attractive brand of year round access to nature, relaxation, and recreation can bring visitors in greater volumes and frequency.
- Offsite recreation and adventure opportunities have a greater presence when connected to local trails.

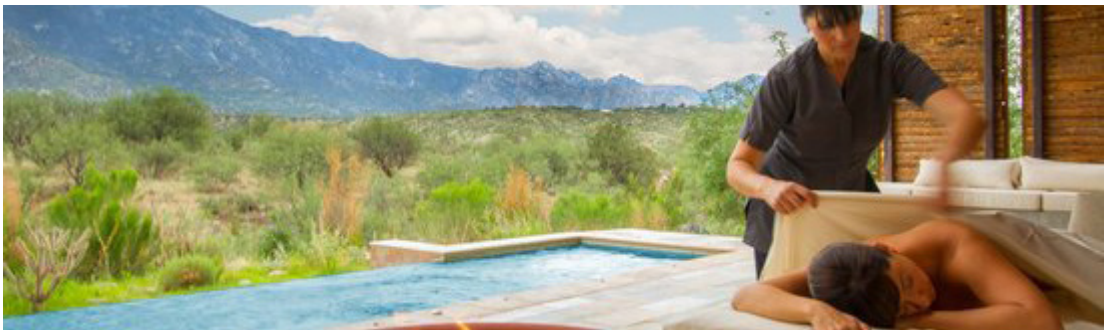
Retail Village + Hotel

The retail village is to act as a gateway destination for all who visit the area. The experience in the village is also to have an “of the land” feel while emphasizing visibility and easy access from the highway. With restaurants, a gas station, and retail shops, it will be an oasis of amenities for every type of outdoor adventurer and Lake Powell recreator. The hotel presents an affordable lodging opportunity to visitors as well as a family appropriate swimming pool amenity.



Resort

The resort is to provide an unforgettable guest experience that feels unique, exclusive, and secluded. The resort should feel like a retreat that enables guests to feel at one with and in awe of the beautiful southern Utah landscape. High end details and design that meld the landscape and the resort into one will be key aspects in achieving a world class feel. Resort amenities include but are not limited to a lodge, a pool, casitas, and a spa. The resort can add further economic versatility by catering to planned events such as weddings, family reunions, and corporate getaways.



Casitas

Casitas are smaller lodging units that can act as detached extensions of the lodge. They provide a luxury experience and allow resort guests a greater connection with the land than a standard lodge. Guests can access casitas by automobile, and gain an experience of being in the landscape without sacrificing everyday comforts. Views, seclusion, connection with nature, and easy access to resort amenities will be the emphasis with casitas.



Residential

Residential units at Bullfrog Resort are to fit a unique “of the landscape” look and feel. Development will be formed in clusters and strategically located to minimize viewshed disturbances and maximize the residential experience. The units can be adapted to different target markets ranging from high end affordable to luxury units that tie in with resort amenities. Design will emphasize indoor-outdoor relationships and views of the surrounding scenery.



Glamping + Yurts

For those who would like to take the experience of being “in the landscape” a bit further than staying in a casita, glamour camping (glamping) and yurts are a wonderful opportunity. Glamping units and yurts can be located anywhere on site as they require no infrastructure or vehicular access. The feeling of remoteness and seclusion is amplified by a walk-in walk-out journey where guests can camp in style.



Stables

Equestrian stables facilitate an additional form of outdoor recreation and adventure. This mode of recreation connects people to nature much more than the ATV experience and still allows guests to explore more of the land in less time than they would on foot. These facilities should be out of the way of main resort activities and remain accessible both from the resort and the village.



Outdoor Learning/Institute

An institute or outdoor learning center is a terrific opportunity to capture more visitor types. This facility should be catered toward hosting corporate retreats, seminars, and other group-oriented events. It will have a synergy with resort and lodge amenities but still be somewhat separate from them, offering an additional degree of remoteness.



Highway Enhancements

Enhancing Highway 276 is an option for calling more attention to the Bullfrog Resort area and the amenities it provides. Enhancements can range from beautification through landscaping to the splitting and realignment of traffic lanes. Landscaping enhancements should find a way to celebrate and honor the existing natural landscape without feeling out of place or unnaturally augmented. These highway enhancement options are each portable to any of the proceeding master plan options.



Option 1: Landscape Enhancements

Enhancing the highway landscape would be the cheapest option for highway beautification. Selecting plants of various hues and tones that are native to the area and planting them in a greater, but still natural frequency can alert approaching drivers that something different is happening along this particular stretch of the highway.



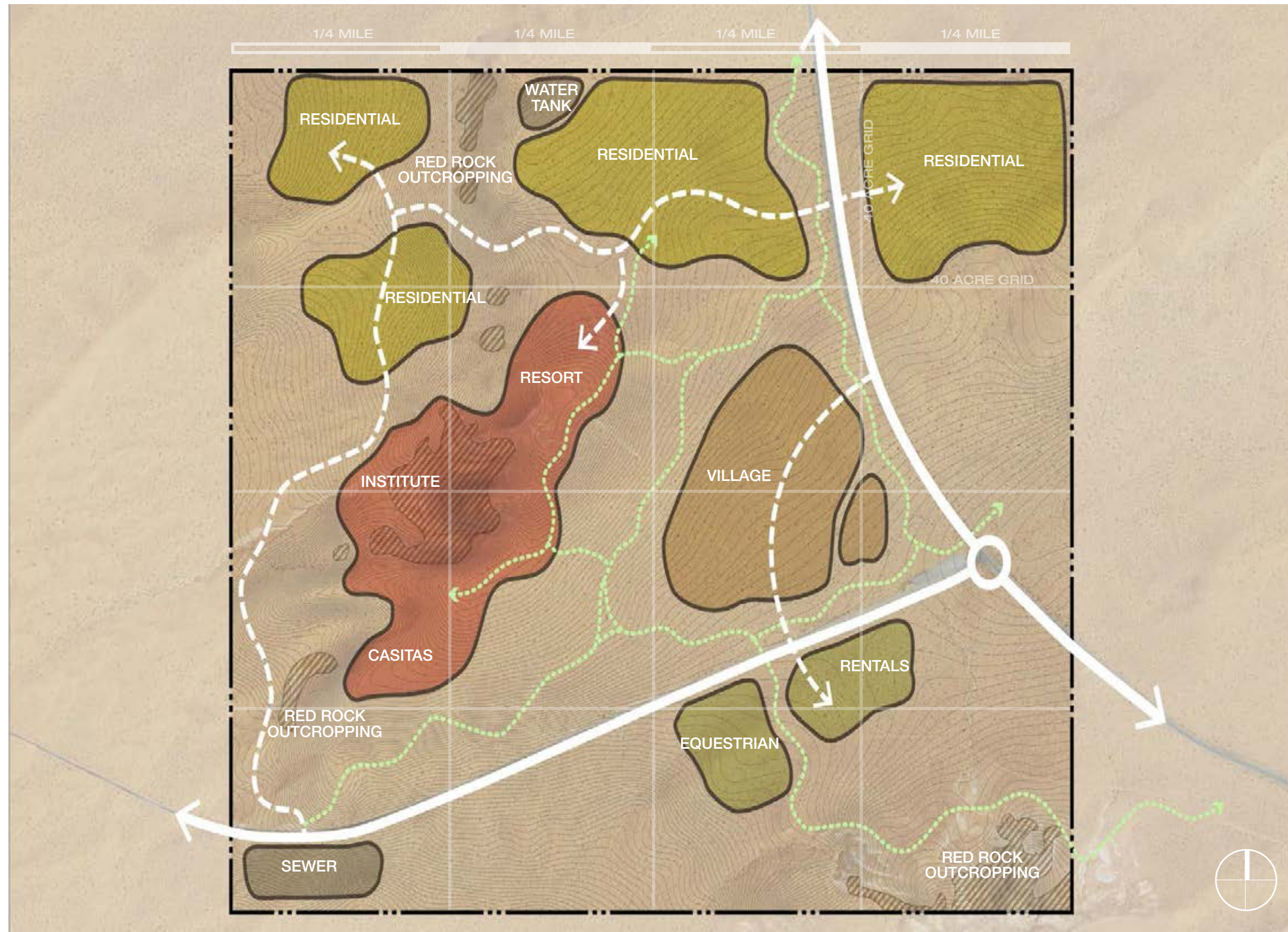
Option 2: Roundabout at Intersection

A roundabout at the intersection of the Burr Trail Scenic Backway and Highway 276 would unfailingly catch the attention of highway users and coax them to consider pulling off for a stop in the village. This option would likely present significant challenges in gaining approval from the Utah Department of Transportation.



Option 3: Split Lanes

Splitting highway lanes will also catch the attention of highway drivers and could add an element of additional safety to any intersections that access the resort and village. Lane realignment is an expensive option as construction would be substantial.



Option #1

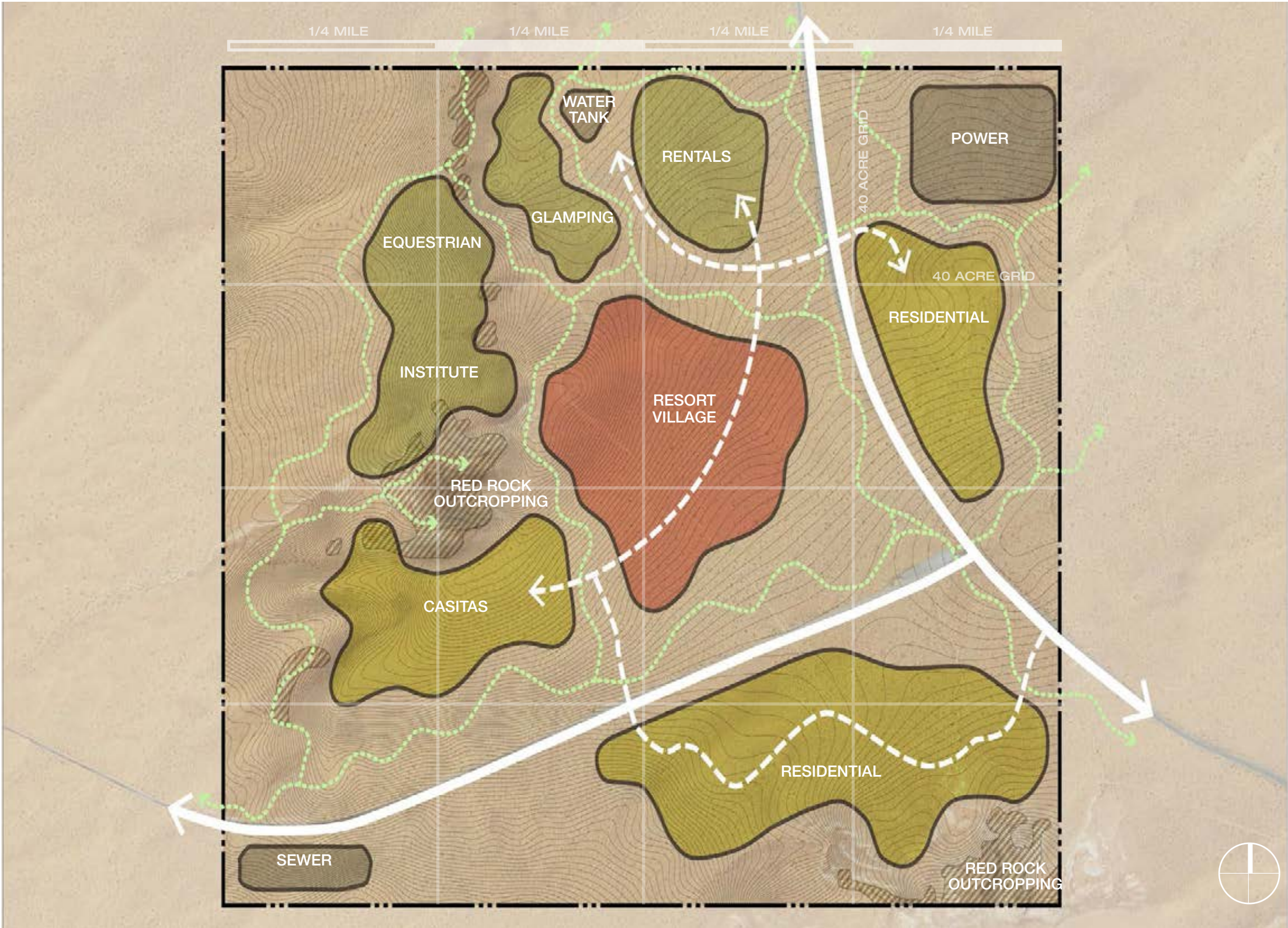
The retail village, hotel, and active recreation related services are oriented around the intersection of Burr Trail and the highway. The village is located north of Burr Trail, within a comfortable walking distance for resort guests who wish to seek out the village amenities. Residential development is concentrated in different clusters along the northern border of the parcel, with higher end residential located to the west, where topography allows the highway to be out of sight and out of mind. The resort, institute, and casitas are tucked into and around the slot canyons and red rock features, providing a special setting and experience for guests. The resort lodge is built to have a visual presence from the highway, but focus the guest experience west to the more peaceful and undisturbed landscape. Trail systems connect most uses to each other while allowing a degree of exclusivity to the higher end retail and sections of the resort area.

Option #1 Pros:

- Institute, casitas, and resort enjoy great proximity and relationship to red rock canyons and outcroppings
- Village within reasonable walking distance from resort
- Lodge and other resort amenities have option for 360 degree views
- Resort lodge is likely visible from highway, gaining prominence to more passersby

Option #1 Cons:

- Resort feels less exclusive and secluded
- 180 degrees of views from resort are impeded upon by other man made elements



Option #2

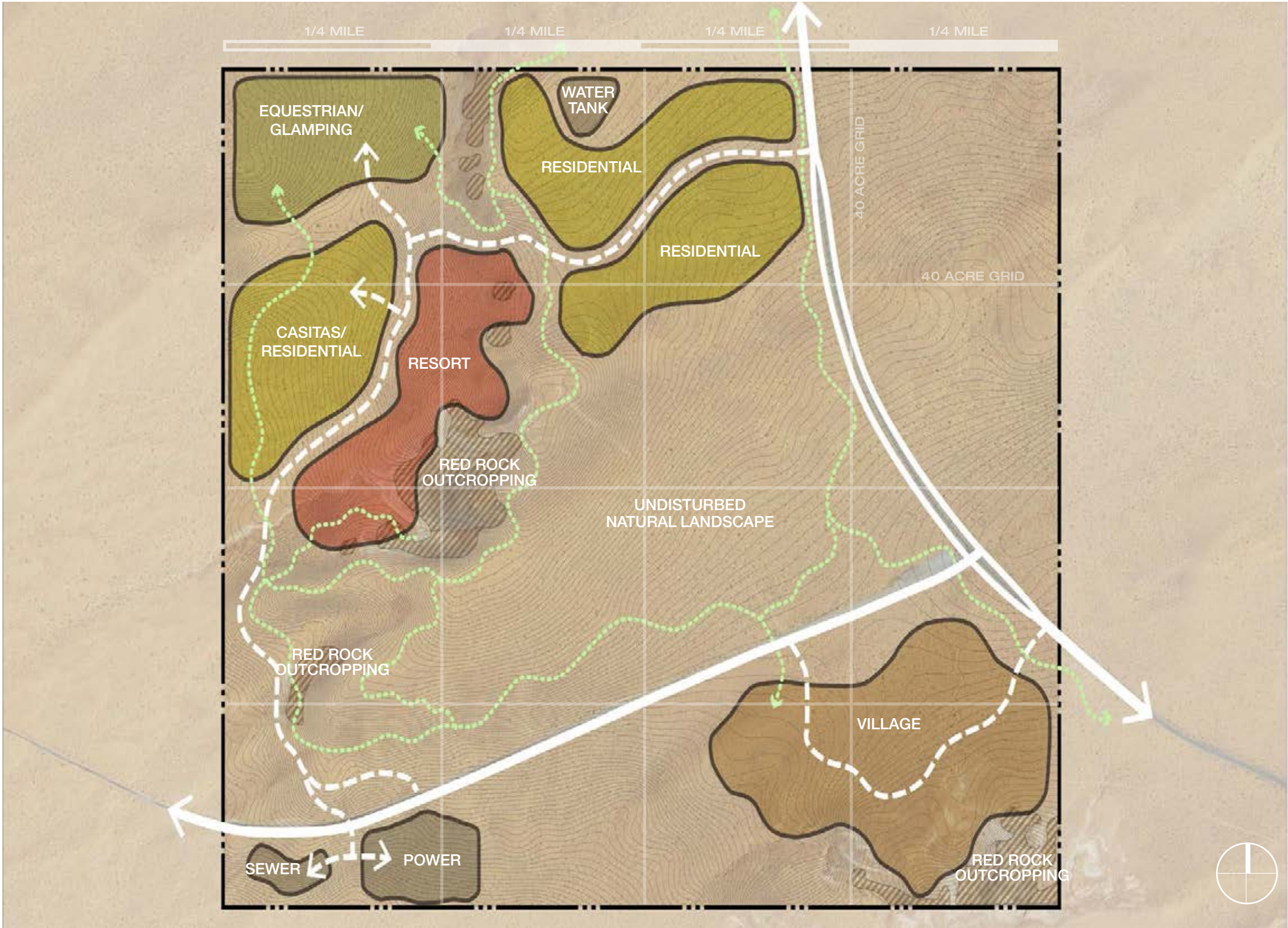
A resort village is centrally located where it is visible from the highway, but close to the key natural features of the site. The lodge can be the anchor of the whole village in a more inclusive layout that brings amenities into closer proximity to each other. Rental recreation uses are pushed to the north of the site, where the location can strategically highlight the Henry Mountains, a remarkable opportunity for adventure. Glamping, an equestrian center, and an institute are tucked behind the slopes, taking advantage of the isolated wilderness feel of the western half of the site and minimizing infrastructure costs. A residential development rests in a low profile location east of the highway while another forms to the southern slopes, overlooking the rest of the site. There is a possibility to locate a solar field in the northeast corner of the site, should solar be a chosen power source for the development.

Option #2 Pros:

- Resort, Retail Village, and hotel amenities are all within convenient walking distance of each other
- Lodge and resort have high profile and visibility from highway
- Inclusive design creates one hub of activity
- Outdoor learning/institute enjoys unique red rock formations almost exclusively

Option #2 Cons:

- Resort loses any feel of remoteness
- Retail village is further from intersection and less prominent to highway drivers



Option #3

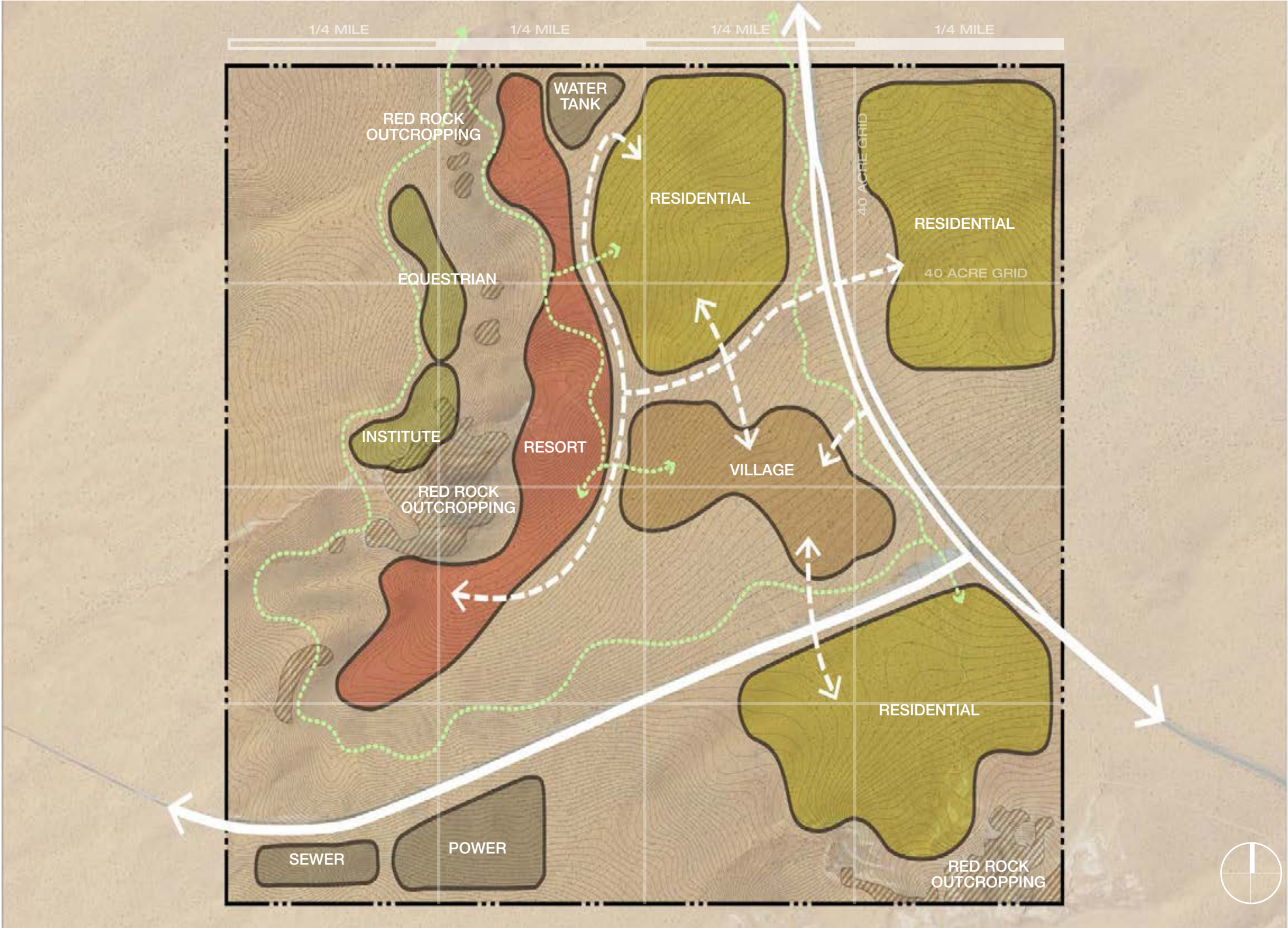
This concept makes the resort, glamping, and casita experience more exclusive, tucking it behind the slopes and far away from the highway and the retail village. Although resort guests can easily access the retail village and its services, it remains undetectable from the resort area of the property. The southern slopes and red rock of the site provide a charming backdrop for the retail village and hotel, which are located for maximum visibility and access from the highway, along with being as close as possible to Bullfrog Marina. Residential development is clustered along the northern edge of the property, minimizing its visual presence to southbound traffic entering the area.

Option #3 Pros:

- High level of seclusion for resort and related uses
- Clustering of uses leaves most of property natural and undisturbed
- Village is very visible and immediately accessible from highway
- Both resort and village are situated around interesting backdrops
- Separation allows more flexible phasing

Option #3 Cons:

- Greater distance between resort and village
- Any traffic to equestrian facilities passes through resort



Option #4

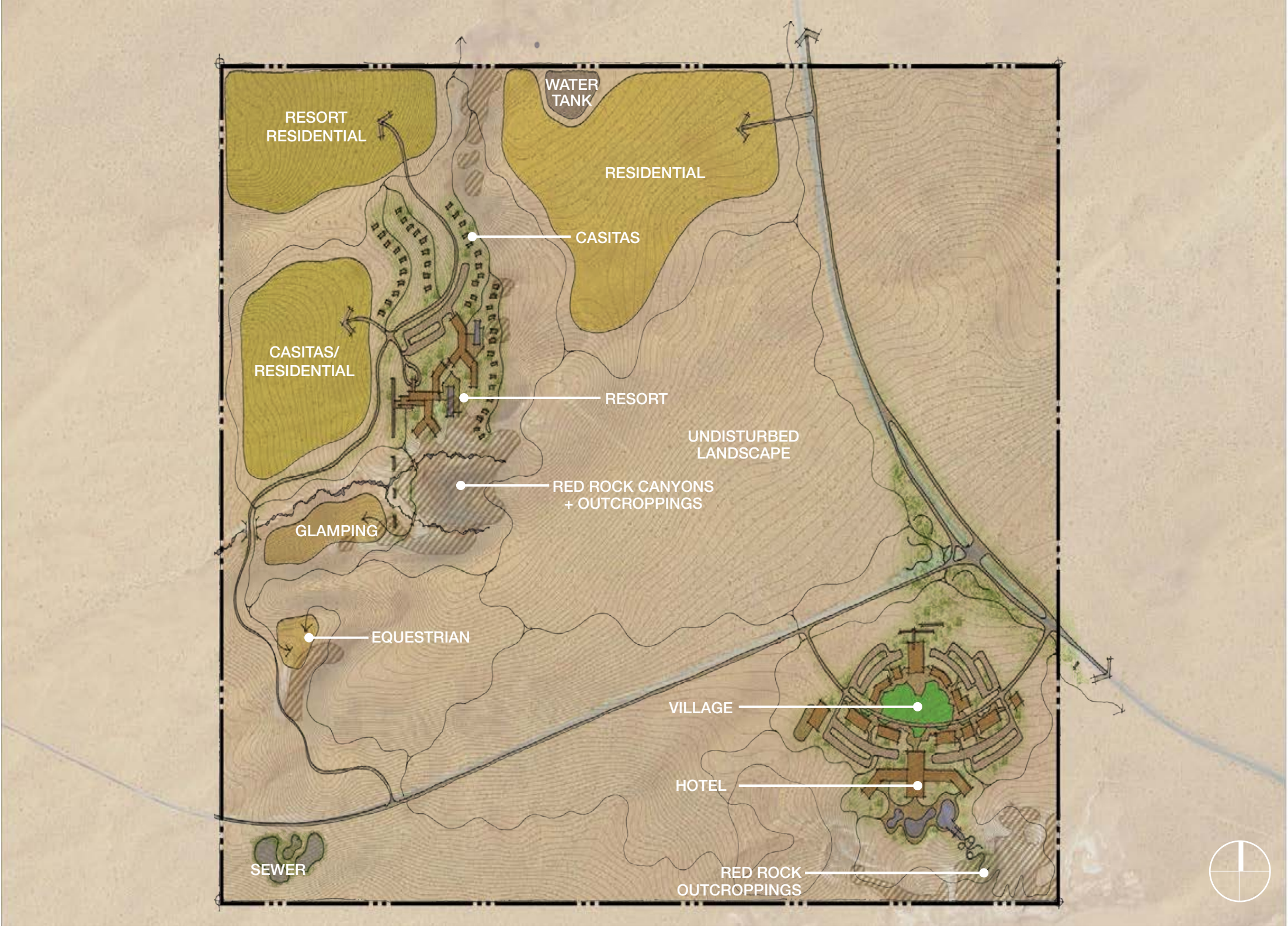
In concept 4 the resort amenities are spread along the ridgeline of the hill, providing views in every direction and maximum presence and visibility from passersby. The retail and hotel village acts as a pathway leading to the resort, connecting all public site amenities cohesively. Residential developments extend to the north, east, and south edges of the parcel and connect to the village, maximizing the everyday convenience of residential life at Bullfrog Resort. Equestrian use and an institute are found to the west at the base of the red rock canyon formations, still offering a somewhat secluded feeling despite being highly visible from all resort units.

Option #4 Pros:

- Resort facilities act as a bookend to the village, enhancing the village experience and bringing village amenities conveniently close to resort users
- Village location is central to all residential developments
- Resort and casitas have views in every direction

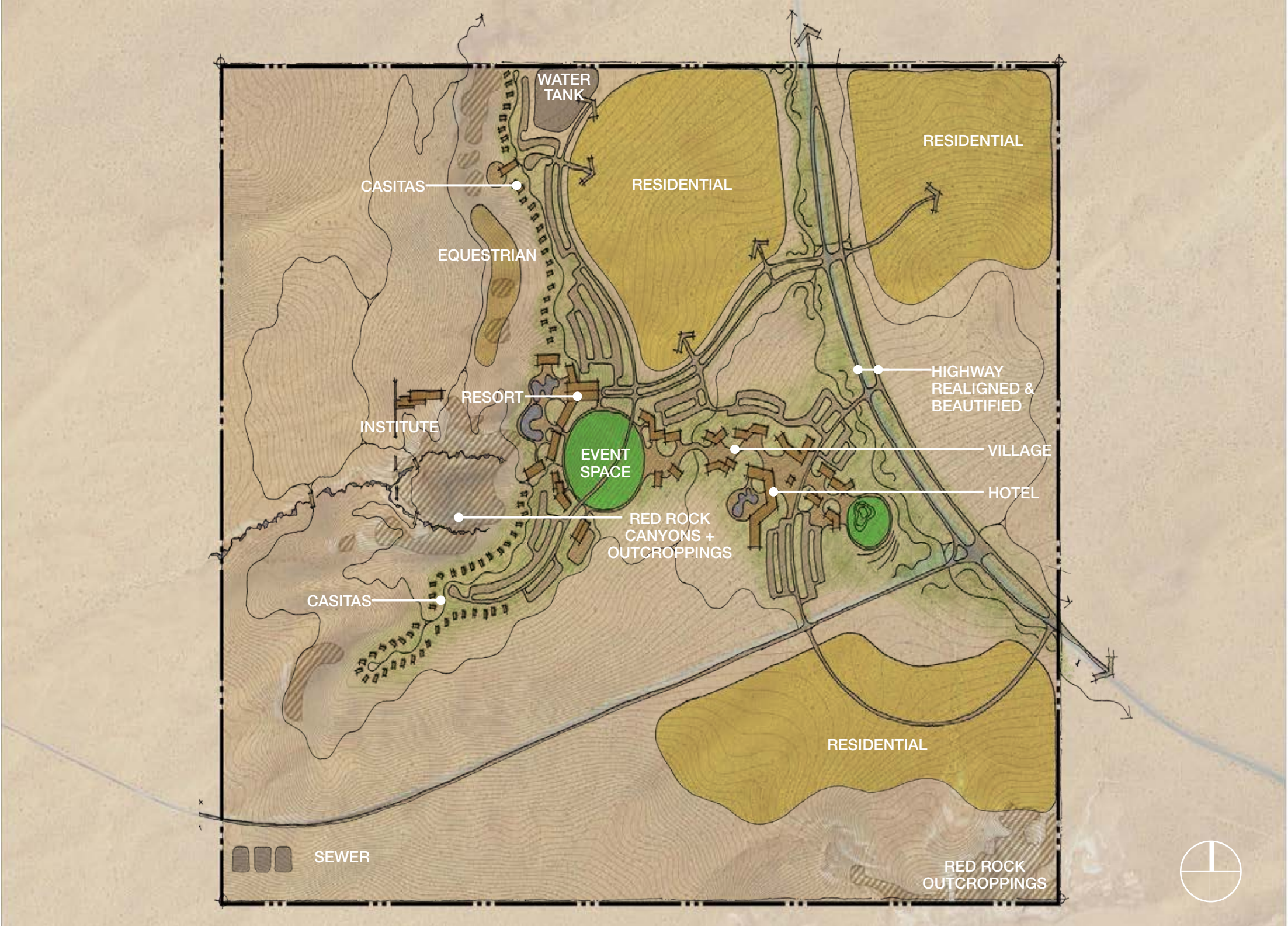
Option #4 Cons:

- Highway is detectable from resort
- Resort amenities are exposed to the elements on all sides



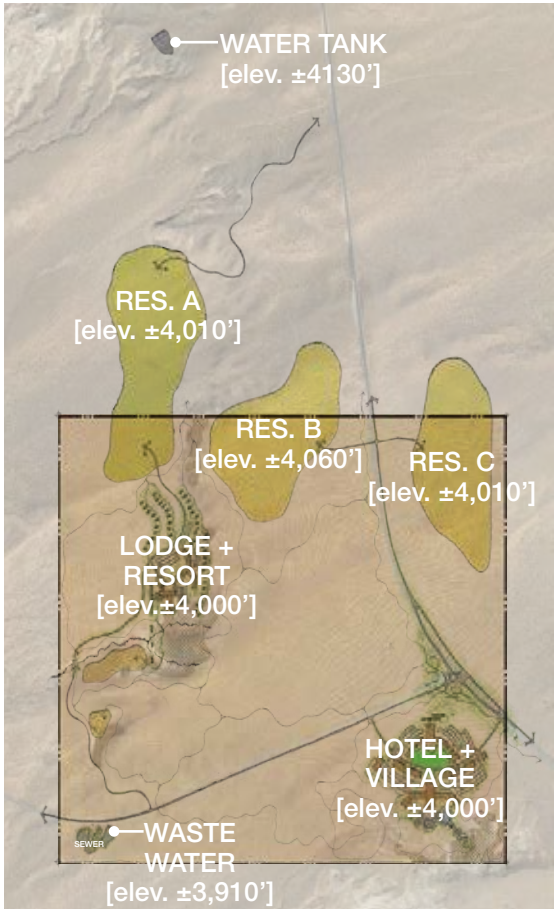
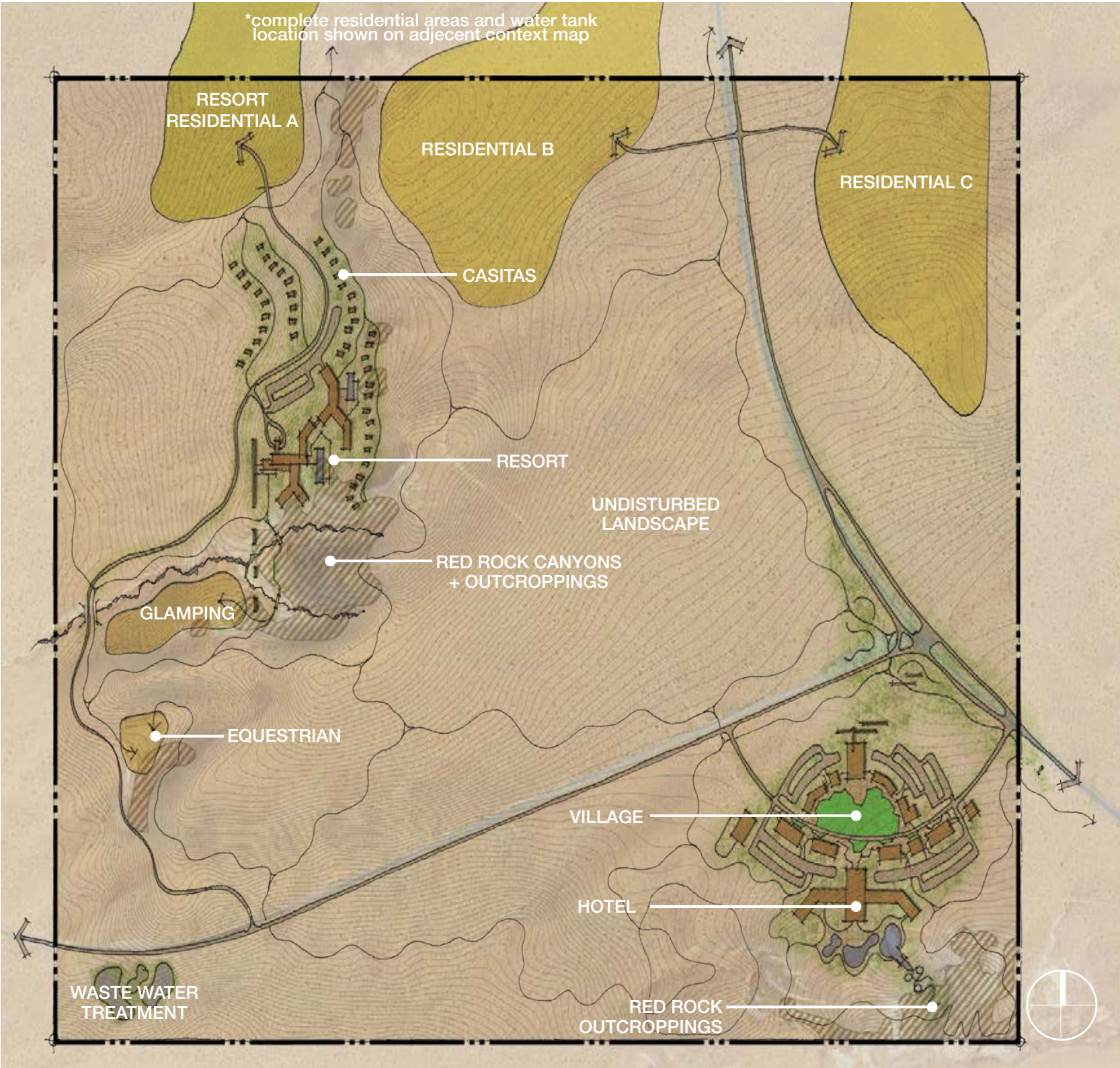
Refined Option #3

As concept 3 is refined, the resort and retail village remain very much separated from each other, appealing to and serving different segments of the market. The resort and resort residential components maintain seclusion from the highway to maximize value. The resort lodge is hugged by casitas and extends into an institute that reaches into the confluence at the base of the red rock canyon formations. A trail strikes out from the institute across drainage channels to a glamping area and continues to an equestrian area. Access to the resort is only off of the Burr Trail Scenic Backway, making the resort practically invisible from Highway 276, much like the guests would prefer. Residential development stretches along the northern boundary between the ridgeline and the highway. The landscape to the south and east of the residential development and the resort remains undisturbed with the exception of a low impact, low visibility trail network that connects to the retail village and hotel at the southeastern corner of the site. Nestled against the red rock formations, the hotel provides a pool amenity with a slide that is built into and plays off of the natural slopes and geography. The hotel and retail village offer an element of comfort to Lake Powell visitors that wish to enjoy the lake, but not be so far from everyday conveniences. Approaching the village and the intersection with the Burr Trail, Highway 276 undergoes recognizable upgrades, both aesthetically and functionally, splitting lanes, increasing safety and calling more attention to the village for those who might otherwise drive right past.



Refined Option #4

Refinements to option 4 present the possibility of a Native American inspired central event circle from which all development radiates. Extending from the circle along the top of the ridgeline are the resort lodge and casitas. Location leaves them exposed to the elements but also provides resort guests with views of the stunning southern Utah landscape in every direction. The lodge's pool amenities are set up for a world-class westward view. A glamping area and institute both rest at the base of the red rock formations downhill and west of the lodge along with a trail network that encourages exploration of the land. Stretching east from the event circle is the retail village, which also contains a hotel. The village in this concept is not just a place, it is a path or a journey starting near the intersection of Highway 276 and Burr Trail at the bottom of the slope and winding through retail shops and eateries until it converges on the central event circle. Residential clusters lie in the northeast and southeast corners of the site, along with a third that spans along the parcel's northern edge between the highway and the resort.



CONTEXT MAP

Preferred Option

Concept 3 is the preferred option and has been further refined. The general concept and structure of the lodge area and the hotel village remain as originally outlined. The residential areas on the north boundary of Section 20 have been redefined to better fit into existing site geography. They now extend beyond the section boundary and conceal themselves more effectively from other view sheds while enhancing views of their own. Elevations dictate that the best location for a water tank may be off site. This location, shown on the adjacent context map, allows potential future development to take place with minimal additional water infrastructure needs. Waste water treatment facilities rest at the site low point. It is recommended that these facilities be a wetland water treatment system that adds to the beauty of the natural landscape rather than detracting from it like a traditional treatment facility would.

