



Snowshoe Mountain Resort

LOCATION
Pocahontas County, WV

CLIENT
Intrawest Snowshoe
Development Corporation

MARKET
Mixed-Use Development

Constructed in the 1970s, Snowshoe Mountain Resort was a declining ski destination by the early 1990s. LandDesign's multidisciplinary capabilities enabled a comprehensive approach that included resort master planning, a comprehensive signage and wayfinding package, and streetscape design for its central village.

With a mountaintop location surrounded by breathtaking views, Snowshoe Village is the activity center of the Snowshoe ski resort. The village, with its series of lodges and ground floor retail, restaurant, and entertainment venues, is connected by urban plazas and pedestrian streets. Together, the public spaces and architectural design achieve a true vernacular style of the West Virginia mountains. The landscape and hardscape design expresses the rich folklore and crafts of the area while maintaining a natural feel appropriate to a mountain retreat. The urban design approach accommodates the intense recreational winter activities, providing charming and comfortable spaces protected from the wind and bathed by pockets of sunlight.