



Community Survey Research Findings

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PAGOSA SPRINGS

COMMUNITY SURVEY RESEARCH

Executive Summary

BACKGROUND

The Town of Pagosa Springs and Community Vision Council (CVC) commissioned a community survey research study to be conducted with visitors and locals this past summer. RRC Associates, a market research and planning consulting firm located in Boulder, Colorado conducted the research. There were several goals of this project: 1) to study the profile and behavior of summer visitors to Pagosa Springs; 2) to focus on Downtown issues in terms of strengths and weaknesses as well as gauge the level of support for various capital improvements; and 3) to study community-wide economic issues such as spending patterns, 'leakage' of expenditures to neighboring communities and the Internet, and attitudes towards "big box" development.

The scope of this survey effort was very broad in order to provide key data to guide policies and decisions in the areas of planning, marketing/promotions, and economic development. There were three survey instruments used to gather opinions from visitors as well as full- and part-time residents.

1. An "intercept" survey which randomly surveyed both visitors and locals in various locations around town. Interviews were conducted on both weekends and weekdays as well as holidays and at special events. At the conclusion of the interview, respondents were asked to participate in a follow-up survey which would ask more in-depth questions either by mail or by email (discussed below). The sample size for these "intercept" surveys is 487 with a margin of error of +/- 4.4 percent¹.
2. Those locals who were willing to participate in a follow-up survey were sent either an email or mail version of a comprehensive survey soliciting opinions on Downtown, potential capital improvements, spending patterns, etc. The sample size for these "randomly" obtained mailback/email surveys is 51.
3. The third and final type of survey was the "self-selected" version in which respondents voluntarily took the survey either on-line or filling out a paper version. The survey instrument is identical to the mailback/email version described above, but was analyzed separately to study the differences between those who were randomly selected and those who were "self-selected." Note that in this instance, there was little difference in the response patterns of those who were "self-selected" with the exception of slightly higher incomes and education levels among those who were "self-selected," which is typical. However, with respect to the opinion-oriented questions on the survey, there was very little difference between survey methodologies. The sample size

¹ For a total sample size of 487, the margin of error is +/- 4.4 percent calculated for questions at 50% response.

for these “self-selected” mailback/email surveys is 321 with a margin of error of five percent (for both versions).

To test the quality of the random intercept survey and its “projectability” to the overall Pagosa Springs population, a comparison was made of income levels from the 2000 U.S. Census and the incomes reported by survey respondents (no adjustments were made for wage inflation to the Census income data).

Income levels are very comparable for full-time residents, as shown in the table below. It is important to also present the income levels of part-time residents as well. Nearly one out of four homes in Pagosa Springs are second homes (defined by the Census as vacant homes for “seasonal, recreational, or occasional use”). These second-homeowners are not represented in the Census data if they have listed their primary residence as another location. Clearly, this is an extremely affluent segment of the population that we anticipate to grow as baby-boomers mature into their retirement years and purchase second homes. This segment of the population not only boasts high income levels, but also has needs and desires that will have a growing impact on desirable retirement communities such as Pagosa Springs. We highlight this dynamic in order to alert officials to the size as well as profile of this market and to consider it when making any future policy or planning decisions.

TABLE 1
COMPARISON OF INCOMES
2000 CENSUS VS. INTERCEPT DATA

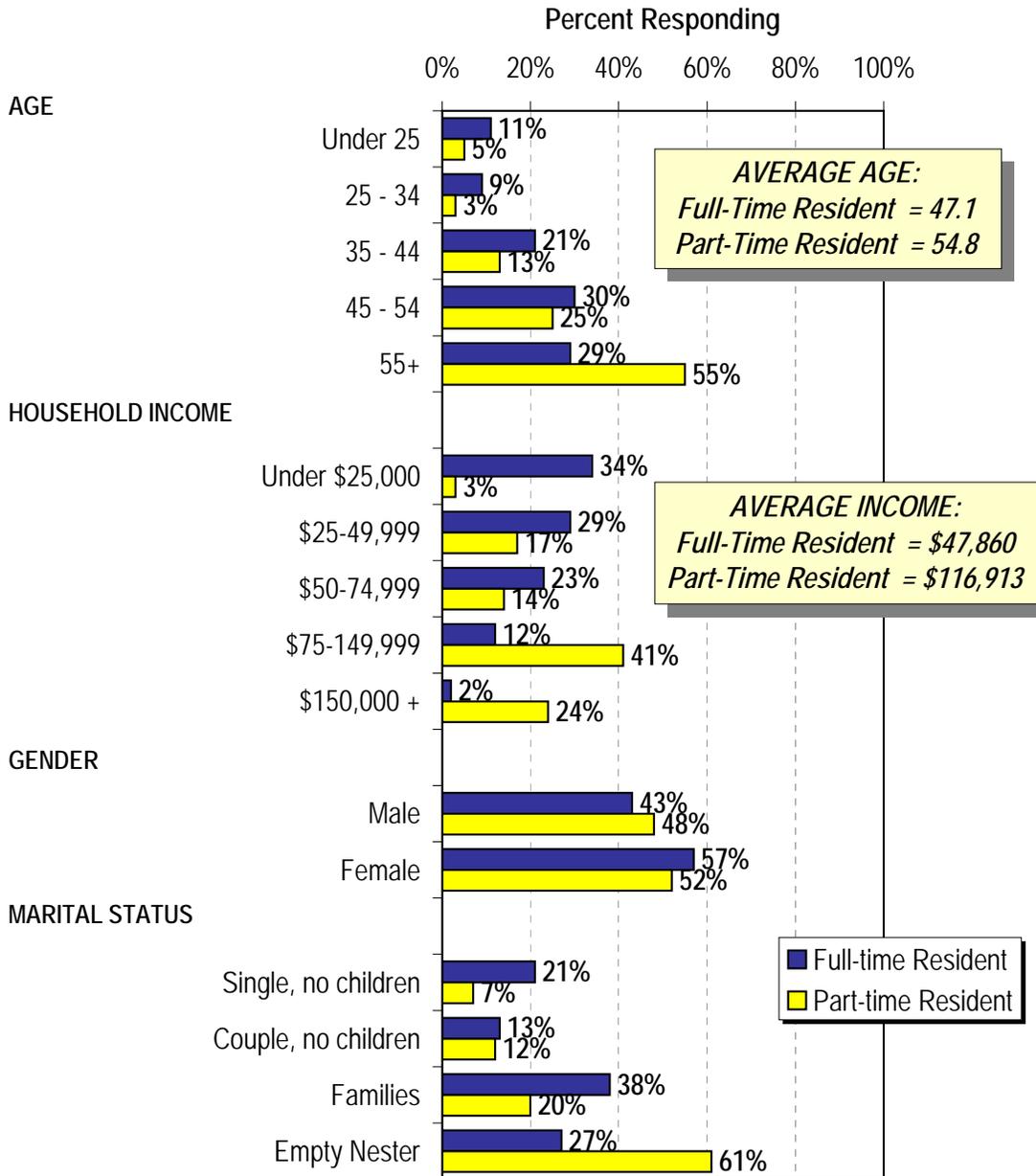
	2000 U.S. Census	Full-time Resident	Part-time Resident
		(RANDOM INTERCEPT)	
\$0 – 14,999	16%	18%	–
\$15,000 – 24,999	14%	16%	3%
\$25,000 – 49,999	35%	29%	17%
\$50,000 – 74,999	18%	23%	14%
\$75,000 – 99,999	8%	5%	10%
\$100,000 – 149,999	4%	7%	31%
\$150,000+	4%	3%	24%
	100%	100%	100%

Resident Profile

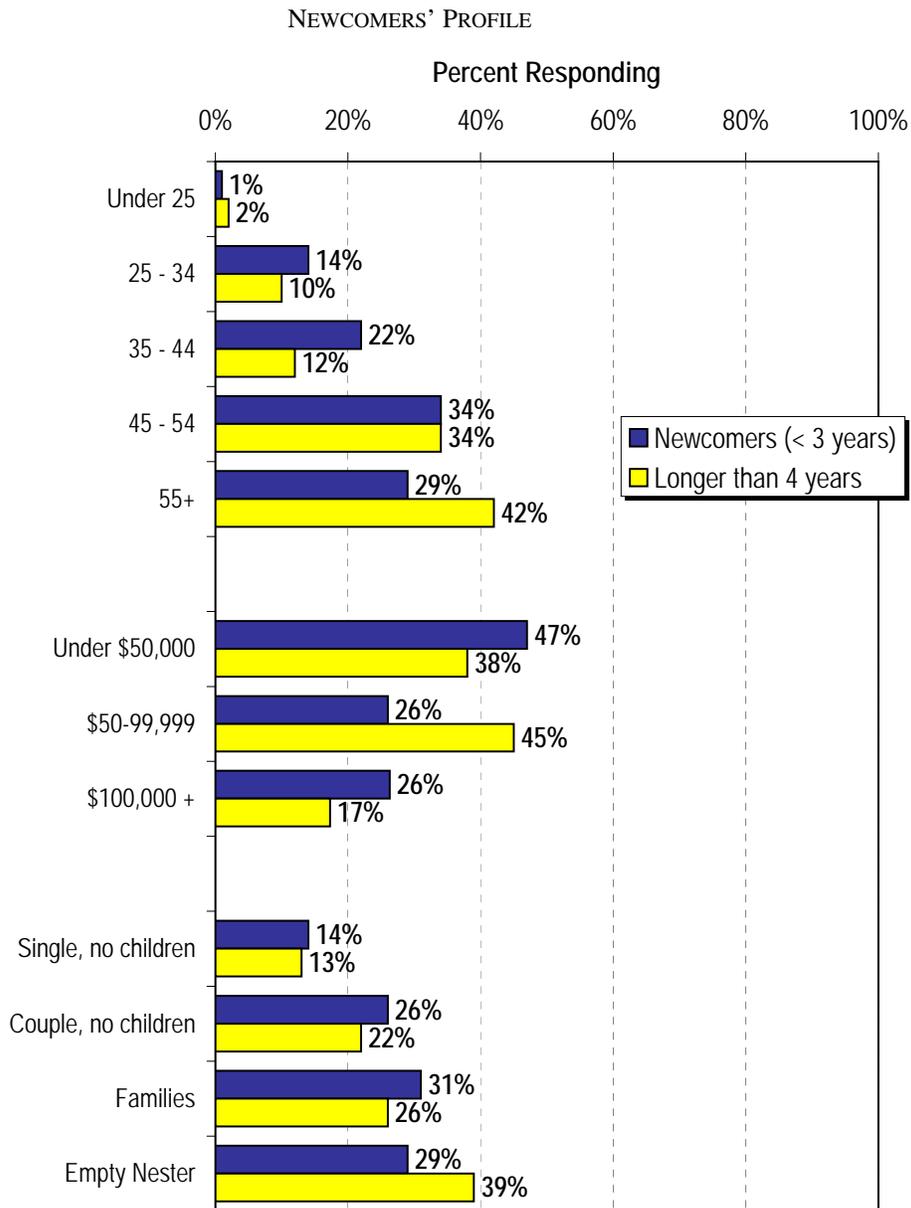
- The demographic profile of the full-time resident of Pagosa Springs reflects that of an older, less affluent, and family-oriented respondent. Fifty-nine percent of respondents are over 45 and, conversely, just 20 percent are under the age of 34 (note that children under the age of 16 were not interviewed). The data also show a relatively low income level, with one out of three reporting household incomes of \$25,000 or less. Families outnumber other marital status categories – 38 percent of respondents are married or single with children living at home. Following families are “empty nesters” at 27 percent; singles at 21 percent; and couples without children at 13 percent.

- A very important and growing market for Pagosa Springs is second homeowners. According the 2000 U.S. Census, 23 percent of homes in Archuleta County are “for seasonal, recreational, or occasional use.” (Note that the profile of the owners of these second homes are not reported in the Census-i.e., income levels, etc.). Second homeowners are an older and very affluent segment of Pagosa’s population, reporting average household income levels of \$116,913 (compared to an average household income of \$47,860 among full-time residents). Not surprisingly, 61 percent of the part-time residents are “empty nesters,” clearly dominating the profile of second homeowners.

RESIDENT PROFILE
PART-TIME AND FULL-TIME



- Nearly one-third of respondents have lived in Pagosa less than three years. These “newcomers” to Pagosa are somewhat older and more likely to be families and couples without children as compared to those who have lived in Pagosa for more than three years. Newcomers are also more strongly concentrated in the “25 to 44” year age range, although the largest “newcomer” age segments are “45 to 54 years” (34 percent) and “55 and older” (29 percent). Incomes are polarized among “newcomers,” being disproportionately concentrated in the “under \$50,000” income category (newcomers at 47 percent) and “over \$100,000” (26 percent).
- Newcomers are more likely to have cited the following reasons for moving to Pagosa: the “pristine natural environment,” “recreational opportunities,” and “to get out of the rat race.”

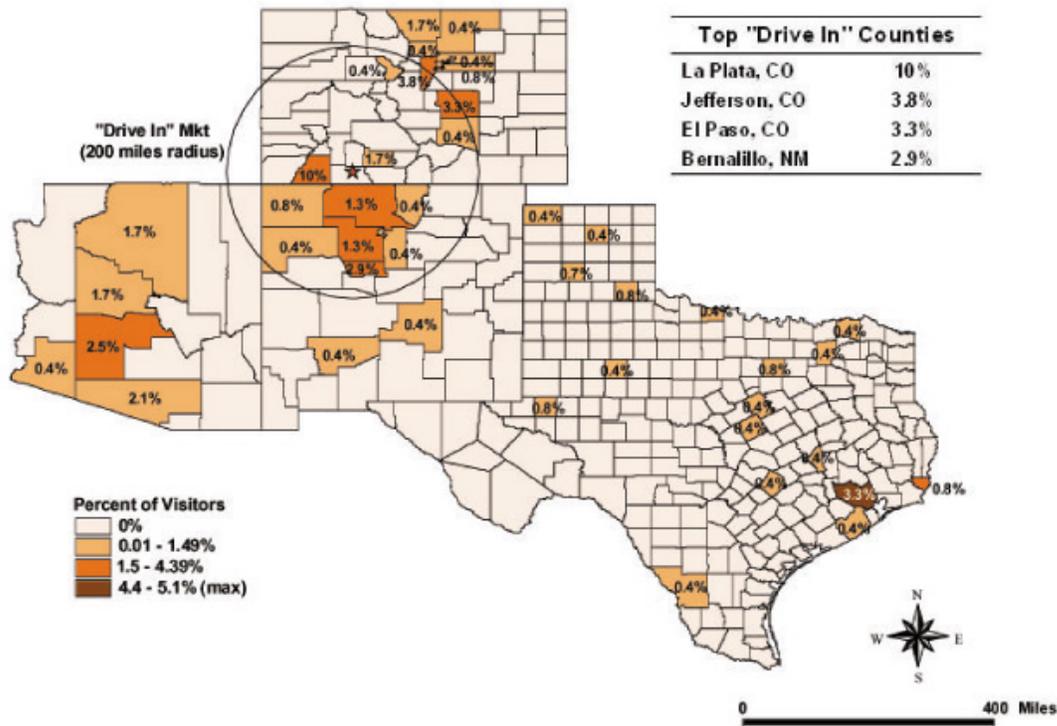


Visitor Market

- Visitors to Pagosa Springs are obviously an important market to understand in the effort to craft an effective marketing plan and tailor the planning efforts to meet the evolving needs of Pagosa’s tourism industry. Visitors to Pagosa Springs are older (average age of 50 years); affluent (average income of \$81,600); and empty nesters (41 percent) and families (33 percent). Note that Pagosa’s visitor market is somewhat under-represented among singles (12 percent) as compared to visitors to other Colorado mountain communities.
- Colorado is the primary source of Pagosa’s visitor base (30 percent), followed by Texas (15 percent), New Mexico (10 percent), Arizona (9 percent), and California (8 percent). The “drive-in” market (200 miles radius to Pagosa Springs) accounts for 27 percent of visitors with the top “drive-in counties” being La Plata (10 percent), Jefferson (4 percent), El Paso (3 percent), and Bernalillo, NM (3 percent). Other important regional markets for Pagosa are Harris County, Texas (the Houston metro area); the Tucson and Phoenix/Scottsdale areas; and Orange and Los Angeles Counties.

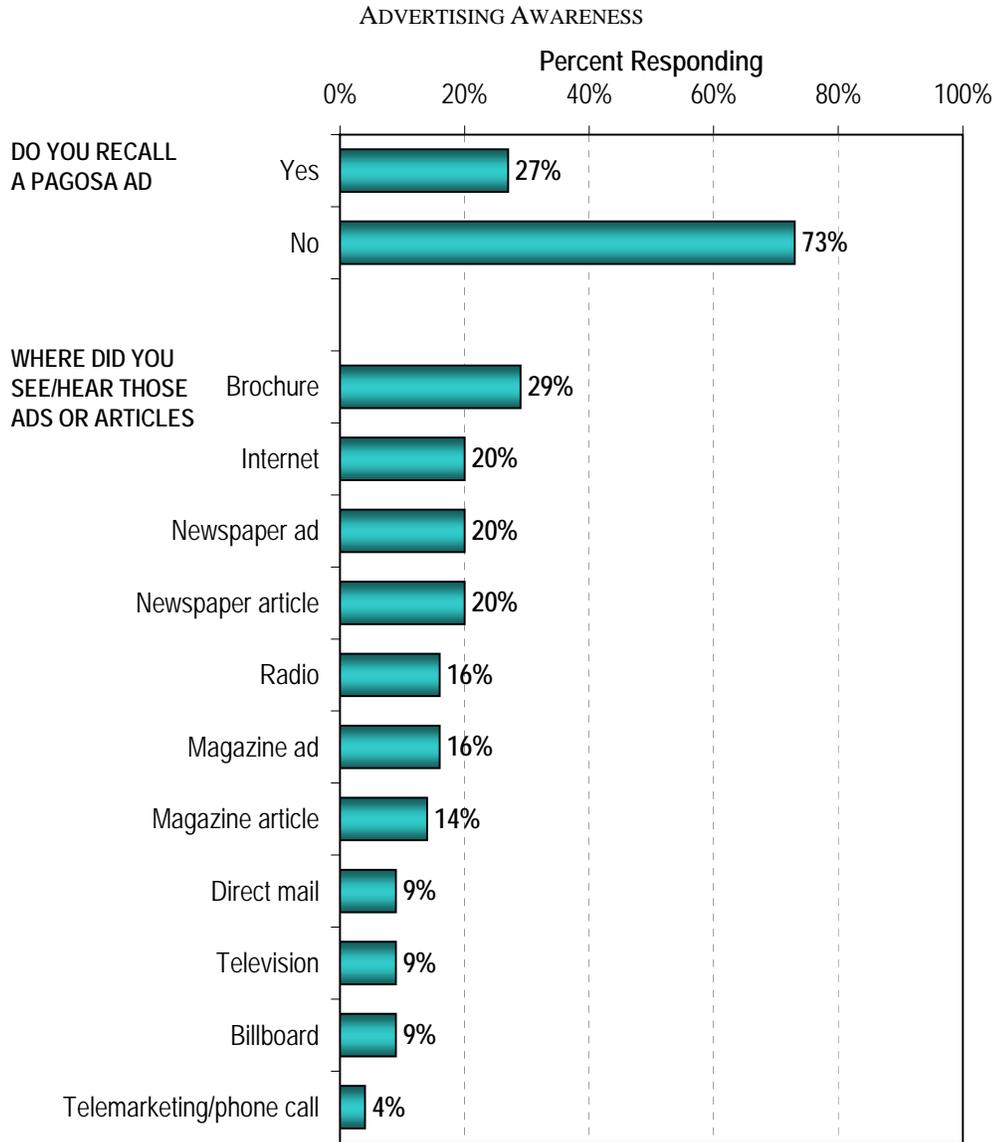
VISITOR ORIGIN
REGIONAL/DRIVE-IN MARKET

**Percent of Visitors From Texas,
New Mexico, Arizona and Colorado Counties**



- Visitors spend, on average, \$105 per person per day including lodging². Couples without children tend to spend the most (\$146/day), with singles spending the least (\$83). Other patterns include out-of-state visitors spending more than Coloradans; first-timers spending more than previous visitors; and those staying in hotel/motels spending more per day than campers or timeshare occupants.
- Significant opportunity exists to expand advertising awareness (specifically the Internet) as well as developing more seasonal cross-marketing messages. There is little cross-over visitation among summer visitors to winter vacations in Pagosa Springs. Over half of summer visitors have “little” to “no” intention of visiting Pagosa Springs next winter. Clearly, there are some summer visitors who, based on their profiles, may not be candidates for a winter vacation in Pagosa irrespective of promotions, increased awareness, etc. However, this possibility does not obviate the need to elevate awareness of winter vacations among summer vacationers or to explore opportunities to attract summer visitors whose profile might be more amenable to winter vacations (for example, determining the profile and behavioral patterns of active skiers/snowboarders and targeting them for summer vacations, and vice versa for winter vacations).

² These are “per capita” expenditures, meaning that those that spend \$0 in any category are factored into the average. The purpose for calculating “per capita” expenditures is that these averages can be applied to the overall visitor population to generate total visitor expenditures in the community.

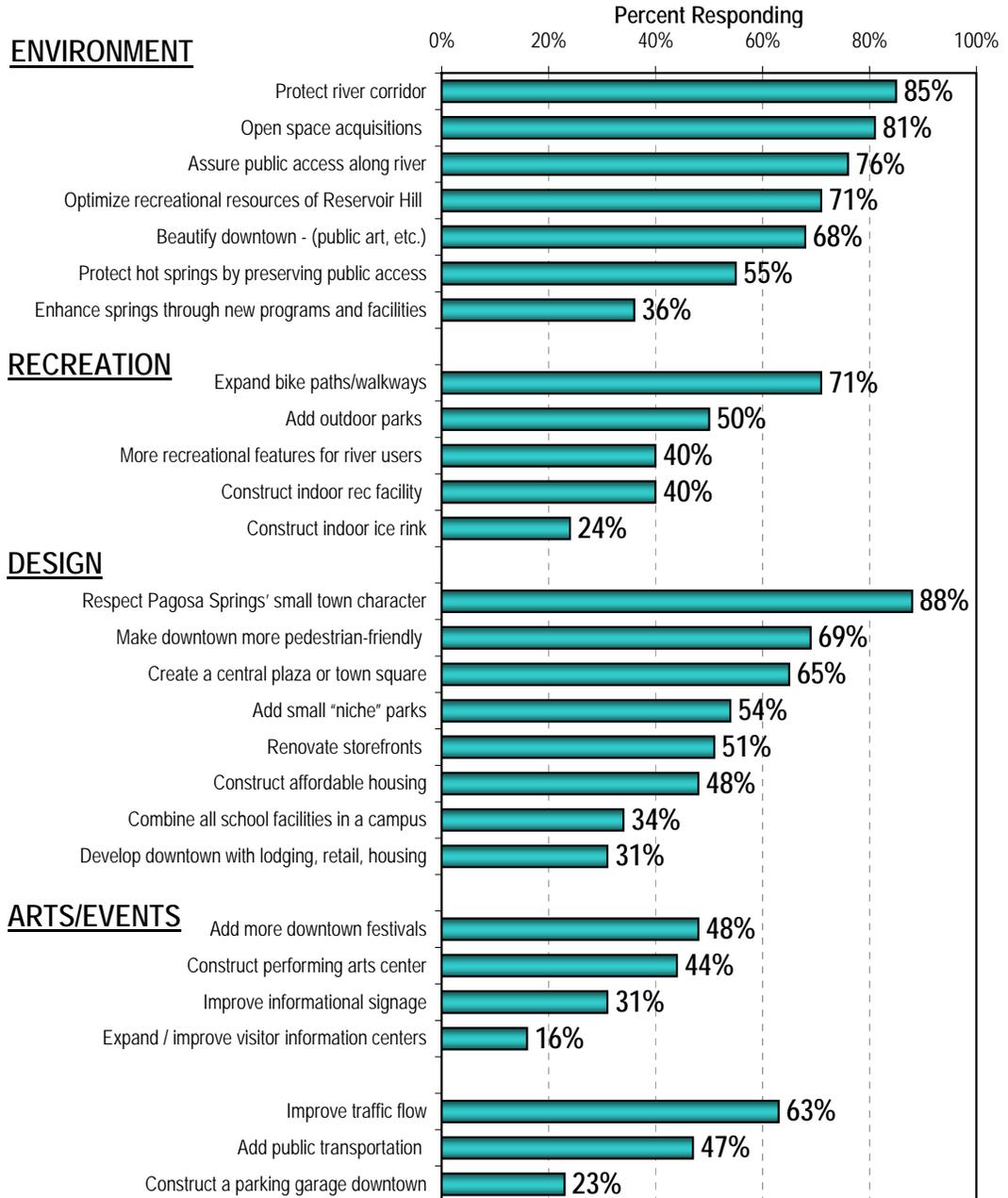


Downtown Issues and Capital Improvements

- Protecting Pagosa’s character and identity is the single most important priority among residents—88 percent of respondents felt that future development “should respect Pagosa’s established architectural scale, small town character and historic identity.” While this response reflects an approach to planning as opposed to a specific improvement, it conveys a very clear message to our public officials that any development must be informed by this sensitivity to preserving Pagosa’s existing unique features and character.
- In terms of specific capital improvements, priorities are protection of Pagosa’s natural resources - the river corridor, hot springs, Reservoir Hill, open space, etc. Respondents feel that the highest priority should be to protect these natural resources before proceeding on to any other improvements. Following the preservation of these

resources would fall amenities that enable the simple enjoyment of these natural resources -- parks, bike paths, parks/plazas, etc. Of least importance to respondents would be "man-made" features, such as displays, signage, parking, recreational amenities, housing, retail, storefronts, parking/traffic, etc.

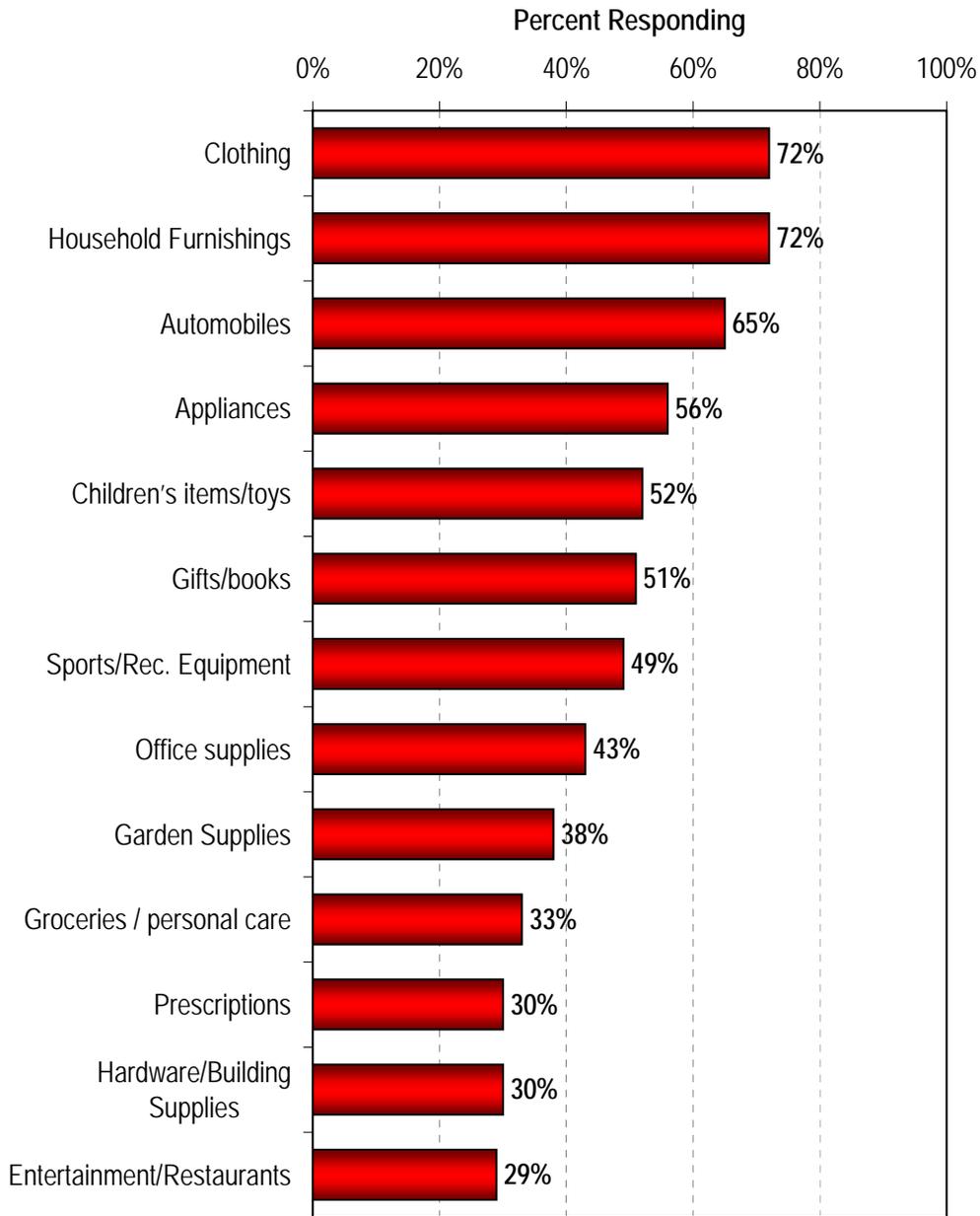
WHAT DOWNTOWN IMPROVEMENTS WOULD YOU LIKE TO SEE?



Local Economic Issues

- In order to fully understand the impacts of large-scale development upon Pagosa's economy, it is critical to have an understanding of the community's baseline economic conditions. Laying the groundwork for enhancing the understanding of our local economic conditions, several questions on the survey probed respondents' shopping and expenditure patterns in the effort to better understand the "leakage" or outflow of dollars to surrounding areas as well as mail order and the Internet. Respondents were asked about their spending patterns, including the proportion of spending both within and outside Pagosa Springs as well as attitudes towards "big box" development. Findings from the data were very interesting, reflecting the complexity of issues surrounding the potential of large-scale retail development.
- A question was asked of respondents regarding the percentage of monthly expenditures spent outside of Pagosa in a number of different expenditure categories. Well over half of monthly expenditures are spent outside of Pagosa on clothing (72 percent), household furnishings (72 percent), automobiles (65 percent), appliances (56 percent), children's items/toys (52 percent), and gifts/books (51 percent). From one-third to one-half of expenditures are spent outside Pagosa on sports/recreational equipment (49 percent), office supplies (43 percent), and garden supplies (38 percent). And the least "leakage" was apparent in the areas of groceries/personal care (33 percent), prescriptions (30 percent), hardware/building supplies (30 percent), and entertainment/restaurants (29 percent). It should be noted that we did not analyze "inflow" or dollars spent locally from outside the market, which is naturally the converse to this "outflow" analysis. A comprehensive economic study would look at these spending dynamics and assess the volume of leakage as well as "inflow" to determine the best strategies for maximizing the inflow and minimizing leakage.

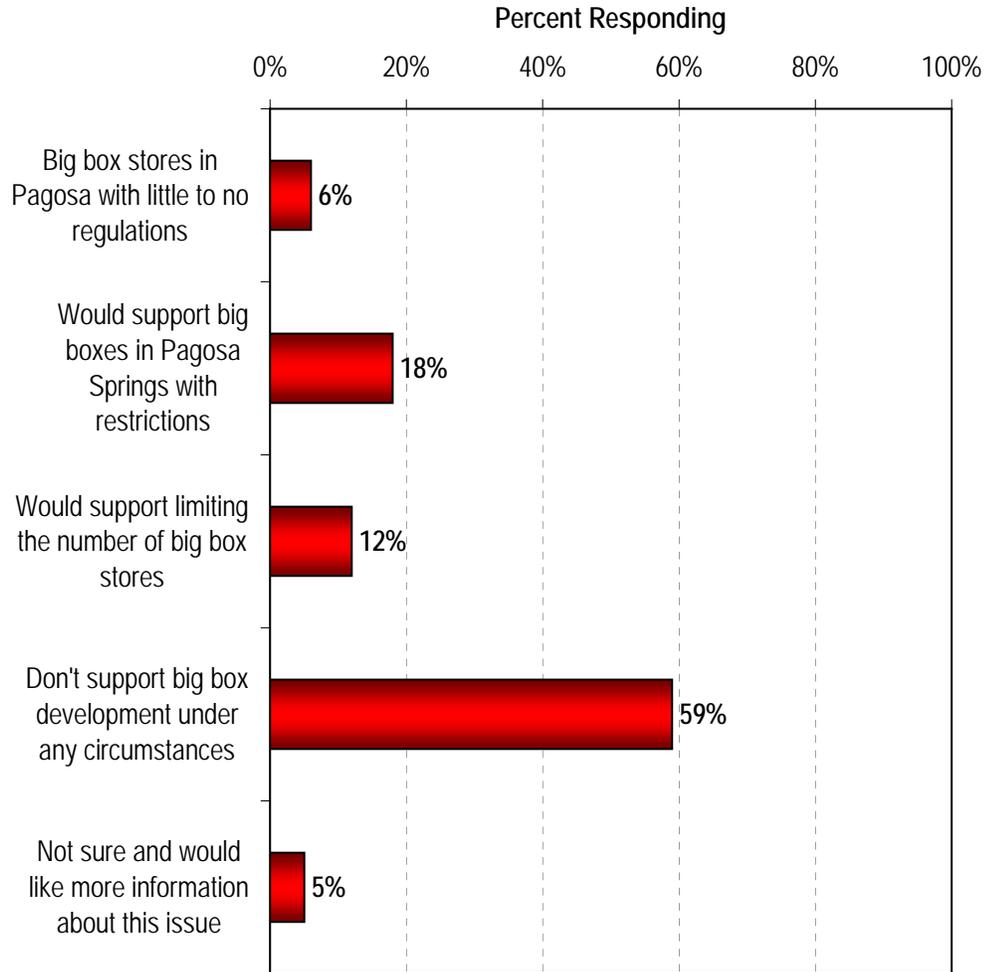
PERCENTAGE OF DOLLARS SPENT OUTSIDE OF PAGOSA SPRINGS?



- While there was clearly some “leakage” outside the community, particularly in the areas of apparel and larger items such as furniture and automobiles, there was significant resistance to both the development of large-scale development (“big box” stores such as Wal-Mart, Home Depot, Target, etc.) and franchise/chain stores.
- Respondents were asked which of the following statements best describes their position with respect to “big box development.” As shown in the attached figure, 59 percent of respondents overall “don’t support big box development under any circumstances.” Another 30 percent supported “big boxes” with some sort of controls, such as limiting the number of stores or imposing restrictions (e.g., size caps, design

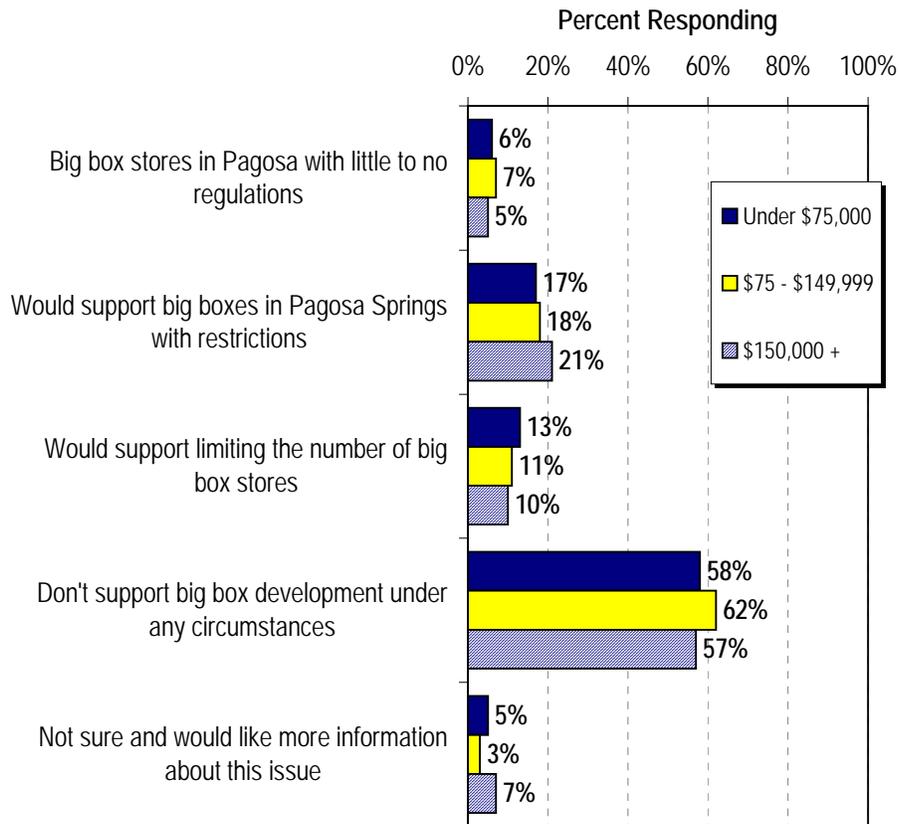
guidelines, etc.). Just six percent would support “big box stores with no restrictions” and five percent “need more information.”

WHICH STATEMENT BEST DESCRIBES YOUR ATTITUDE TOWARD “BIG BOX” DEVELOPMENT?



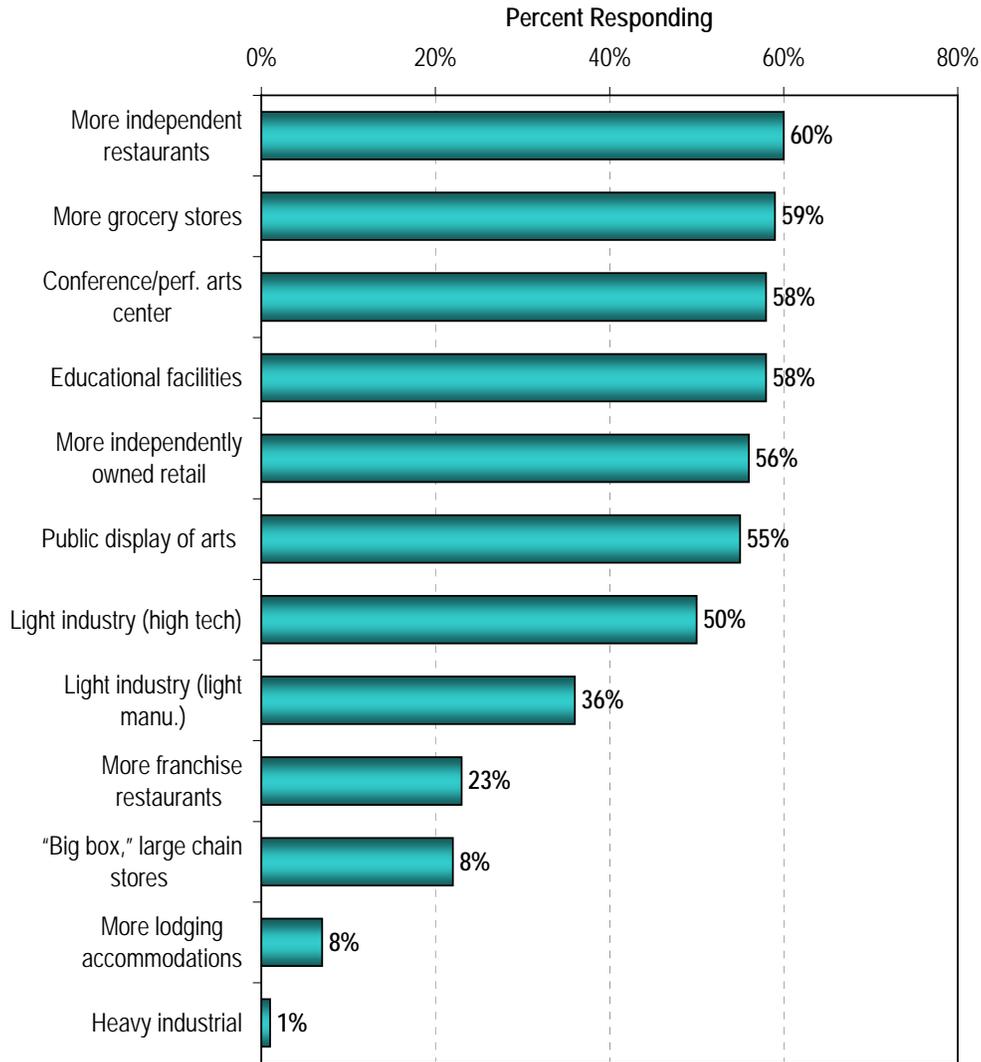
- Interestingly, this lack of support for big boxes was evident regardless of income levels. As shown in the attached figure, there was no significant difference in incomes, with those earning under \$75,000 as likely to oppose “big boxes” as more affluent respondents. There was some difference when we compared responses by marital status, with opposition being stronger among singles and couples without children, while families in particular being more supportive of big boxes (with restrictions). We attribute some of this pattern to the increasing pressures from “time poverty” among families and, consequently, desire for the convenience of discount stores.

ATTITUDE TOWARD S“BIG BOX” DEVELOPMENT?
BY INCOME LEVEL



- Looking at this issue another way, respondents were asked “if commercial development were to occur in Pagosa, which of the following would you like to see?” Small, independently owned restaurants (60 percent), more grocery stores (59 percent), a conference/performing arts center (58 percent), educational facilities (58 percent), and independently-owned retail (56 percent) were the leading types of development residents would like to see in Pagosa Springs. Relatively little support was given to development of “more franchise restaurants,” “big boxes,” more lodging, and heavy industrial.

IF COMMERCIAL DEVELOPMENT WERE TO OCCUR IN PAGOSA SPRINGS,
WHAT TYPE OF DEVELOPMENT WOULD YOU LIKE TO SEE?



Summary

In summary, Pagosans clearly feel very strongly about preserving the small town character and ambience that drew many of them to the community in the first place. The strength of that sentiment cannot be overstated given the numerous times it was reiterated in different ways throughout the survey findings. Pagosans' "vision" for their community's future consists of preserving its pristine natural environment while at the same time respecting the small town character, and many are concerned these would be threatened by unmanaged growth and commercial development. Strategies that respect the uniqueness and beauty of the community while addressing the very real challenges of growth are necessary, requiring careful deliberation and thought on the part of public officials.

The specific direction that the majority of residents would like to see Pagosa take consists of encouraging independently-owned restaurants and retail stores over franchises and chains, and if these chains/franchises are to be allowed, that they be located in areas other than

downtown. Residents would like to see the Town and County government consider encouraging retail development other than “big boxes,” but the data also suggest the need for exploring strategies for retention of local dollars on goods for which a considerable number of Pagosans are shopping outside of Town. Balancing the desire for preservation of environment and community with healthy and sustainable economic growth is the challenge put forth to our public officials by respondents to the survey – with respondents recognizing fully the complex nature of these issues. As respondents commented: *“Our community is clinging to its sense of individuality now.....”* and *“we have something precious here, and once it's gone, it's gone.”* And finally, one person summed it up as: *“it all goes back to the vision for Pagosa....what do you want Pagosa to be known for.”*

APPENDIX

Survey Instruments Responses to Open-Ended Comments

PAGOSA SPRINGS INTERCEPT SURVEY

Hi, my name is _____ and I am conducting a survey for the Town of Pagosa Springs. Would you mind if I took just a few minutes of your time and asked you a couple of quick questions? As a thank you, I have a voucher good for discounts at a number of businesses in Pagosa Springs for your time....would you have a few minutes?

1. Are you a: n=487
 - 1) 43% Full-time resident of Pagosa (more than 6 mos/year) (GO TO Q. 17)
 - 2) 8 Part-time resident of PS (less than 6 mos/year) (ZIP OF PRIMARY RESIDENCE _____) (GO TO Q. 17)
 - 3) 49 Visitor to Pagosa Springs

2. _____ What is your home zip code or country?

IF VISITOR TO PAGOSA SPRINGS

3. How many nights total will you be away from home this trip?
mean=6.3, n=210

4. Where do you anticipate you'll be spending the night tonight?
_____ (GO TO Q. 9)

5. How many nights will you spend here in Pagosa?
mean=4.9, n=142

6. In what type of accommodations are you staying while here?
 - 1) 1% Bed and breakfast n=191
 - 2) 7 Condominium
 - 3) -- Guest ranch
 - 4) 5 Home/duplex
 - 5) 22 Hotel/motel
 - 6) 25 Timeshare
 - 7) 4 RV Park
 - 8) 15 Other campground (GO TO Q.9)
 - 9) 19 Staying with family/friends
 - 10) 2 Other: _____

7. (IF LODGING) What is the name of your accommodations?

8. Using a scale of 1 to 5 where 1 is poor and 5 is excellent, how do you rate your lodging experience in terms of the following?

	POOR	AVERAGE	EXC	mean	n		
Quality of rooms	2	1	11	36	50	4.3	101
Customer service	3	3	7	27	59	4.4	96
Value (for price paid)	2	1	13	31	54	4.3	95
Overall experience	3	2	9	32	54	4.3	117

9. What factors were important in your decision to visit or stop in Pagosa this trip? (CHECK ALL THAT APPLY) n=198
 - 1) 21% Annual vacation / always come at this time
 - 2) 1 Advertisement or article (where?) _____
 - 3) 7 Business/professional meeting/convention
 - 4) 9 Convenience stop (quick stop for gas, snacks, etc.)
 - 5) 2 Cultural arts/music event or activity
 - 6) 7 Family reunion
 - 7) 17 Friends-family recommended it/ word-of-mouth
 - 8) 10 Friends were coming/ group arrangement
 - 9) 14 Hot springs/spa/spiritual retreat
 - 10) 35 Previous experience
 - 11) 18 Recreation-oriented activity (i.e. golf, rafting, fishing, hiking)
 - 12) 3 Skied here before / wanted to try it in summer
 - 13) 13 Stop on a longer tour of the region
 - 14) 2 Summer/seasonal residence, own property
 - 15) 10 Other special event (concert, race, festival, sporting, etc.)
 - 16) 19 Visit friends/family living in area
 - 17) 13 Wanted to try a new place / never been before
 - 18) 22 Weather/climate
 - 19) 23 Other: _____

10. Which of the above factors was MOST IMPORTANT?
n=191

- 14% Visit family/friends
- 12 Other
- 8 Annual vacation
- 8 Previous experience
- 7 Hot springs/spa/spiritual retreat
- 6 Other special event
- 6 Friends were coming
- 5 Friends/family recommended
- 5 Wanted to try new place
- 5 Business/convention
- 5 Convenience stop
- 5 Weather/climate
- 4 Family reunion
- 4 Stop on a longer tour
- 1 Cultural activity

11. Prior to this trip, do you recall seeing or hearing any advertisements or editorial articles about Pagosa Springs during the summer? n=235

- 1) 27% Yes
- 2) 71 No (GO TO Q. 13)
- 3) 2 Don't Know

IF RECALL ADVERTISING

12. Where did you see/hear those advertisements/ articles?
(DO NOT READ LIST— CHECK ALL THAT APPLY) n=56

- 1) 20% Internet SPECIFY : _____
- 2) 16 Magazine ad: _____
- 3) 14 Magazine article: _____
- 4) 20 Newspaper ad: _____
- 5) 20 Newspaper article: _____
- 6) 16 Radio: _____
- 7) 9 Television: _____
- 8) 9 Billboard: _____
- 9) 9 Direct mail: _____
- 10) 4 Telemarketing/phone call
- 11) 29 Brochure: _____

14. On average, how much money per day per person do you estimate you will spend while in Pagosa on the following:
- | | \$0 | Mean (>\$0) | n (>\$0) | |
|-----|---------|-------------|----------|---|
| 69% | \$83.20 | 74 | | Lodging (nightly room rate) |
| 17 | \$37.20 | 197 | | Dining (per day per person) |
| 49 | \$32.10 | 120 | | Entertainment/recreation (per day per person) |
| 38 | \$50.80 | 147 | | Shopping/Retail (per day per person) |

15. How many previous summer visits have you made to Pagosa?
mean=4.4, n=145
And previous winter visits? mean=1.9, n=144

15. How likely is it that you will return to Pagosa Springs next summer?...and next winter? (READ OR SHOW LIST)
- | | SUMMER | WINTER | |
|----|--------|--------|-------------------------------|
| 1) | 46% | 24% | 100% – definitely will return |
| 2) | 24 | 10 | 75% – probably |
| 3) | 14 | 12 | 50% – maybe / don't know |
| 4) | 9 | 12 | 25% - unlikely |
| 5) | 7 | 42 | 0% - will not return |
| | n=232 | 210 | |

16. On a scale of 1 to 5 where 1 is "poor" and 5 is "excellent," how would you rate your overall visit in Pagosa this trip?
- | POOR | | | | EXCELLENT | |
|------|---|---|----|-----------|-------------------|
| 1 | 1 | 6 | 31 | 62 | mean=4.5
n=192 |

VISITORS GO TO Q. 23

IF PAGOSA LOCAL

17. In which part of Pagosa do you live? n=230
- 1) 2% East of Pagosa Springs (San Juan River Resort, etc.)
 - 2) 13 South of Pagosa Springs (Highway 84 or Trujillo Rd.)
 - 3) 16 Downtown PS (including Four Mile, Snowball Road)
 - 4) 43 Pagosa Lakes Area (area to north of 160 bounded by Piedra and N. Pagosa Blvd.)
 - 5) 6 Meadows/Timber Ridge
 - 6) 17 Aspen Springs/west of Pagosa
 - 7) 4 Other _____

18. How many years have you lived in Pagosa Springs?
mean=9.7, n=229

19. Are you a full-time or part-time employee within the Downtown Pagosa area? n=226
- 1) 18% Yes, full-time (GO TO Q. 24)
 - 2) 5 Yes, part-time (GO TO Q. 24)
 - 3) 77 No

20. How often would you say that you visit Downtown? n=197
- 1) 6% I live downtown
 - 2) 34 Almost everyday
 - 3) 25 3-5 times /week
 - 4) 22 1-2 times /week
 - 5) 11 1-2 times/month
 - 6) 2 Every few months
Rarely (less than 4X year)

21. About how many times in the past two months have you visited Downtown Pagosa for errands, shopping, restaurants, entertainment, etc.? (INCLUDING THIS TRIP IF ALREADY DOWNTOWN)
mean=15.4, n=116

22. (OTHER THAN WORK) What are the typical activities in which you participate when you come downtown? (CHECK ALL THAT APPLY) n=228
- 1) 69% Shopping
 - 2) 23 Children's activities (school, daycare, sports)
 - 3) 72 Dining
 - 4) 48 Entertainment/ Movies/ Bars
 - 5) 64 Errands (library, government, post office, etc.)
 - 6) 33 Outdoor recreation (rafting, tubing, hot springs, swimming, hiking, biking, etc.)
 - 7) 9 Other:

ALL RESPONDENTS

23. (ALL LOCALS AND VISITORS WHO HAVE VISITED DOWNTOWN) Using a scale of 1 to 5 where 1 is poor and 5 is excellent, how do you rate Downtown Pagosa in terms of the following? You can say "Don't Know."

	POOR	AVERAGE	EXC	mean	n		
Retail shops	2	8	34	37	18	3.6	374
Restaurants	3	9	30	40	18	3.6	374
Recreational amenities	3	8	21	36	32	3.9	329
Parking availability	8	14	24	28	26	3.5	407
Atmosphere/architectural quality of Downtown	2	8	21	37	31	3.9	420

24. What comments or suggestions do you have for improving the experience in Downtown Pagosa Springs?

25. Do you have any additional comments or suggestions that you would like to offer?

FINALLY, A FEW QUESTIONS ABOUT YOURSELF. YOUR ANSWERS WILL BE KEPT CONFIDENTIAL

26. In what year were you born? average age=49.1, n=462

27. How many people are in your party? mean=2.6, n=250

28. Which category best describes your household status? n=470

- 1) 16% Single, no children
- 2) 13 Couple, no children
- 3) 34 Household (single or couple) w/ children living at home
- 4) 37 Household (single or couple) w/ grown children no longer at home

29. Which of the following categories best describes the annual income of your household (before taxes)? n=379

- 1) 11% \$0-14,999
- 2) 9 \$15-24,999
- 3) 25 \$25-49,999
- 4) 23 \$50-74,999
- 5) 11 \$75-99,999
- 6) 15 \$100,000-149,999
- 7) 5 \$150,000-249,999
- 8) 2 \$250,000+

INTERVIEWER COMPLETE

Gender of respondent n=471

- 1) 43% Male
- 2) 57% Female

Date: ____ / ____ / 04 Time: _____

Location:

- 1) [] Downtown
- 2) [] Visitor's Center/Hot Springs Blvd.
- 3) [] River Center
- 4) [] New City Market

Interviewer: _____



Pagosa Springs Community Survey

TOWN OF PAGOSA SPRINGS

The Town of Pagosa Springs is currently in the process of gathering input from residents regarding their opinions and perceptions of Pagosa. This survey is being conducted as part of the planning effort in order to more fully understand the issues and concerns of the local residents of our community. We would appreciate your candid responses in helping to make Pagosa Springs a better place to live.

Note that all returned surveys will be entered in a drawing for a number of prizes including tickets to the Four Corners Folk Festival, free passes for a soak at The Springs Resort, and other great prizes such as two nights' lodging at The Springs Resort. To be eligible for this drawing, please include your first name and telephone number at the conclusion of the survey. All responses will be kept strictly confidential by the firm that is assisting the Town with this study.

Please do not return this survey if you completed the on-line version. Return completed surveys to either Town Hall, the library, or by mail to: RRC Associates, P.O. Box 3997, Pagosa Springs, CO 81147. Just one survey per household is allowed and must be turned in by August 2nd.

BACKGROUND INFORMATION

13. Are you a: n=359

- 1) 87% Full-time resident of Pagosa (more than 6 months/year)
- 2) 13 Part-time resident of Pagosa Springs (less than 6 months/year)

(IF PART-TIME RESIDENT) What is the ZIP CODE of your primary residence? _____

14. *In which part of Pagosa do you live?* n=344

- 8) 2% East of Pagosa Springs (San Juan River Resort, etc.)
- 9) 17 South of Pagosa Springs (Highway 84 or Trujillo Rd.)
- 10) 11 Downtown PS (including Four Mile, Snowball Road)
- 11) 43 Pagosa Lakes Area (area to north of 160 bounded by Piedra and N. Pagosa Blvd.)
- 12) 8 Meadows/Timber Ridge
- 13) 8 Aspen Springs/west of Pagosa
- 14) 10 Other _____

15. mean=9.9, n=351 How many years have you lived in Pagosa Springs? or [] Less than one year

16. (IF MOVED TO PAGOSA FROM ELSEWHERE) Where did you live prior to moving to Pagosa Springs?

17. What were the factors that influenced your decision to move to or reside part-time in Pagosa Springs?

(CHECK ALL THAT APPLY) n=350

- 01) 25% Real estate values
- 02) 20 Business opportunities/offered a job
- 03) 77 Pristine natural environment
- 04) 42 Wholesome family atmosphere
- 05) 11 Religious/spiritual reasons
- 06) 61 Recreational opportunities
- 07) 11 To be closer to family
- 08) 4 Schools
- 09) 56 To get out of the "rat race"
- 10) 17 Other _____

DOWNTOWN PAGOSA SPRINGS

18. How often would you say that you visit Downtown *? (CHECK ONE ONLY) n=358

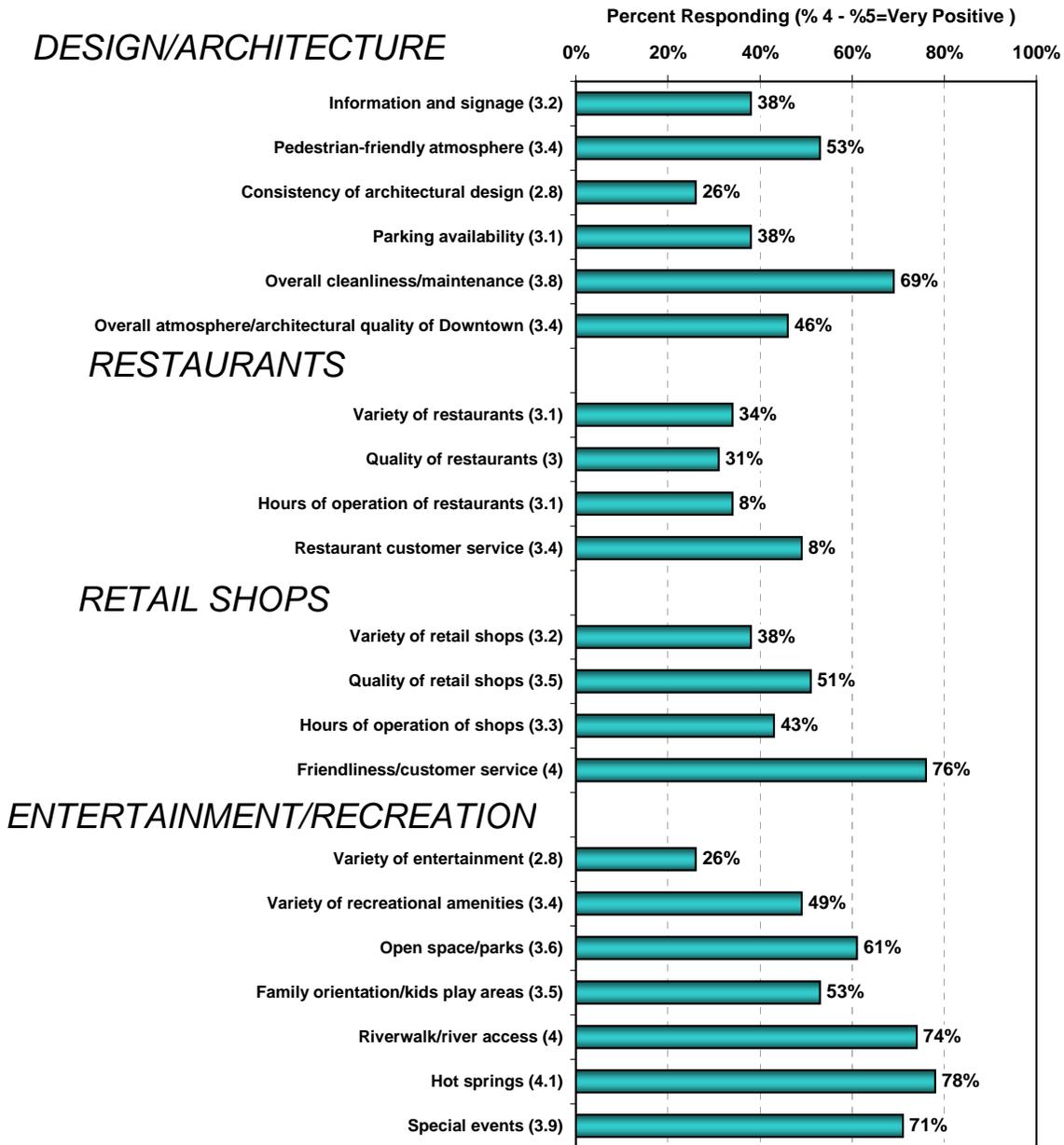
- 7) 7% I live downtown
- 8) 18 I work downtown
- 9) 24 Almost everyday
- 10) 23 3-5 times/week
- 11) 20 1-2 times/week
- 12) 4 1-2 times/month
- 13) 3 Every few months
- 14) 1 Rarely (less than 4X year)

* "Downtown" is defined as being bounded by 12th street to the west, the intersection of 160/84 to the east, and the residential/educational areas to the north and south of 160.

19. What are the typical activities in which you participate when you come Downtown? (CHECK ALL THAT APPLY) n=358

- 01) 50% Banking
- 02) 28 Employment/job
- 03) 75 Shopping
- 04) 50 Personal services (haircut, travel agent, copy services, tailor, etc.)
- 05) 23 Professional services (attorney, CPA, etc.)
- 06) 83 Restaurant/dining
- 07) 27 Government services - Town
- 08) 43 Government services - County
- 09) 75 Government services - Post office
- 10) 21 Public schools
- 11) 15 Other children's activities (daycare, sports, etc.)
- 12) 50 Library
- 13) 42 Outdoor recreation (rafting, tubing, hot springs, swimming, hiking, biking, etc.)
- 14) 41 Hot springs/massage/spa
- 15) 12 Sightseeing/people watching
- 16) 41 Night entertainment (movies, music, bars)
- 17) 59 Special event (craft festival, exhibit / street entertainment)
- 18) 8 Other: _____

20. Please rate your perception of the following attributes of Downtown Pagosa Springs. Please use a scale from 1 to 5 where 1 means "Very Negative" and 5 means "Very Positive." If you do not have any experience with the item, please circle "Don't Know." How would you rate Downtown Pagosa for



Any comments about your perceptions of Downtown Pagosa Springs?

21. Which aspects of Downtown Pagosa Springs do you most enjoy? (CHECK ALL THAT APPLY) n=356

- 01) 16% Architecture
 - 02) 5 Bars
 - 03) 19 Bike paths
 - 04) 37 Cafes/coffee shops
 - 05) 44 Convenience/location
 - 06) 56 Events and festivals
 - 07) 47 Historic quality
 - 08) 71 Home feel/friendly atmosphere
 - 09) 40 Landscaping/flowers and trees
 - 10) 39 Pedestrian-friendly
 - 11) 15 People watching
 - 12) 38 Restaurants
 - 13) 42 River-related recreational activities
 - 14) 30 Other recreational activities (Reservoir Hill, ice skating, etc.)
 - 15) 32 Shopping/nice shops
 - 16) 62 The Riverwalk
 - 17) 17 Variety of activities
 - 18) 5 Other _____
- | | | |
|-------|---------------------|---------------|
| 19) 1 | Don't know/not sure | |
| 20) 2 | Nothing | [GO TO Q. 10] |

22. What do you dislike about Downtown Pagosa Springs? (CHECK ALL THAT APPLY) n=349

- 01) 5% Far away/location
 - 02) 43 Stores don't carry what I need
 - 03) 30 Store hours are too limited
 - 04) 3 Not safe
 - 05) 35 Parking inconvenient/hard to find
 - 06) 13 Restaurants
 - 07) 8 Too crowded
 - 08) 5 Too dirty
 - 09) 28 Too expensive
 - 10) 34 Too much traffic
 - 11) 28 Lack of architectural style
 - 12) 21 No "sense of place"
 - 13) 23 No place to just "hang out"
 - 14) 8 Odor from Hot Springs
 - 15) 8 Lack of river access
 - 16) 8 Too small
 - 17) 19 Too touristy
 - 18) 6 Other _____
- | | | |
|-------|---------------------|---------------|
| 19) 1 | Don't know/not sure | |
| 20) 7 | Nothing | [GO TO Q. 11] |

Pagosa Springs has two distinct districts or sections of town that are characteristic of different types of development. "Downtown" is characterized by historic buildings, pedestrian walkways, and smaller, independently-owned businesses. "Uptown," or the west end of town, is characterized by larger chain/franchise stores, reliance upon the automobile, and more typically "suburban" features.

23. Do you feel that the two areas should remain uniquely distinct from each other OR should they borrow features from the other, thereby creating a more "blended," less contrasting style in the Town (for example, franchises encouraged downtown and pedestrian-oriented, "non-franchise" development encouraged in "uptown, etc.)? (CHECK ONE ONLY) n=349
- 1) 48% I would like to see the two areas remain unique and distinct from each other
 - 2) 32 I would like to see more "downtown" elements incorporated into the newer, "uptown" development (i.e., pedestrian walkways, independently owned stores, etc.)
 - 3) 4 I would like to see more "uptown/west end" elements incorporated into "downtown" (i.e., franchises/chain stores, etc.)
 - 4) 16 I would like to see more "blending" of the two types of urban development, with there being less distinction between the two areas
24. The "transition" zone between these two areas (Putt Hill) is currently a mix of different styles of development and uses. How would you recommend that this area be developed so as to best balance the aesthetic and economic needs of the community?
-

EXPENDITURES/SHOPPING PATTERNS FOR RESIDENTS

In the effort to understand our local economy and better serve our community, we need to analyze you and your family's spending patterns, both in Pagosa Springs as well as outside our community. Please take some time in estimating your expenses as this information will be critical in improving our local economy and planning for Pagosa's future.

- 25. a) Where do you normally shop for the following goods?
- b) In the past month, please estimate the dollar amounts you and your family spent in the following categories?
- c) What percentage of total dollars spent do you spend on these goods outside of Pagosa?

- 1 = Downtown Pagosa
- 2 = Other Pagosa (Putt Hill, Country Center/"new City Market"), etc.
- 3 = Regionally (Durango, Farmington)
- 4 = Extended Region (100+ miles – Santa Fe, Albuquerque, Front Range)
- 5 = Mail Order/Internet

	a) Where do you PRIMARILY shop for these goods? [INSERT ONE CODE FROM LEFT FOR EACH ITEM]						b) How much did you and your family spend on the following items in the past month?		c) % of total expenditures spent <u>OUTSIDE</u> of Pagosa (e.g., Durango, Farmington, mail order/Internet, etc.)			
	Downtown Pagosa	Other Pagosa	Regionally	Extended Region	Mail Order/Internet	n	Mean (\$)	n	<u>INSIDE</u> of Pagosa		<u>OUTSIDE</u> of Pagosa	
									Mean (%)	n	Mean (%)	n
Groceries / personal care	25	57	16	1	--	297	427.8	264	68.9	264	32.7	264
Prescriptions	34	44	6	1	15	253	72.3	223	68.0	204	29.6	204
Clothing	18	5	35	20	22	273	148.8	237	27.4	242	71.8	242
Children's items/toys	30	10	33	10	16	143	31.7	154	35.7	128	51.8	128
Sports/Rec. Equipment	41	7	28	14	11	222	478.2	192	46.2	178	48.9	178
Household Furnishings	15	10	40	31	5	206	386.2	178	24.2	167	71.7	167
Appliances	41	5	38	13	3	193	518.1	162	38.6	152	55.6	152
Gifts/books	43	11	20	6	21	242	66.5	204	47.2	204	50.5	204
Office supplies	57	5	31	3	4	230	72.1	196	55.4	195	43.1	195
Hardware/Building Supplies	19	57	20	3	0	255	661.2	223	67.4	220	30.0	220
Garden Supplies	13	56	26	4	1	228	114.1	203	59.2	196	37.7	196
Automobiles	7	10	39	44	1	192	4024.6	147	27.8	153	65.2	153
Entertainment/Restaurants	52	31	14	4	--	266	170.0	236	69.8	241	29.5	241

26. If commercial development were to occur in Pagosa Springs, which of the following would you like to see expanded? (CHECK ALL THAT APPLY) n=354

- 01) 23% More franchise restaurants
- 02) 60 More independently-owned restaurants
- 03) 22 "Big box" stores, typically over 25,000 sf (e.g., Target, Wal-Mart, Home Depot, etc.)
- 04) 56 More small, independently owned retail stores
- 05) 7 More lodging accommodations
- 06) 59 More grocery stores
- 07) 50 Light industrial (high tech/information based)
- 08) 36 Light industrial (light manufacturing)
- 09) 1 Heavy industrial
- 10) 55 Public display of arts (galleries, etc.)
- 11) 58 Conference/performance arts center
- 12) 58 Educational facilities

27. Would you MOST prefer to see this development occur downtown, in other parts of Pagosa Springs, OR "not at all"? (CHECK ONE COLUMN LOCATION FOR EACH TYPE OF DEVELOPMENT)

TYPE OF DEVELOPMENT: (place check in appropriate column at right)	Located Downtown	Located: "Other Pagosa Springs" *	Would not want anywhere in Pagosa Springs	N
More franchise restaurants	6	36	57	333
More independently-owned restaurants	51	37	11	315
"Big box," large format chain stores (e.g., Wal-Mart, Home Depot, etc.)	2	26	71	336
More franchise/chain retail stores	4	35	61	315
More small, independently owned retail stores	55	34	12	304
More grocery stores	28	54	18	327
More lodging accommodations	14	33	53	269
Light industry (high tech/light manufacturing)	6	73	21	313
Heavy industrial	0	12	88	280
Public display of arts (galleries, museums, etc.)	74	14	11	315
Conference/performance arts center	58	31	10	308
Educational facilities	42	50	8	290

*Putt Hill, Pagosa Lakes area

We would like to get detailed opinions from you on “big box” stores such as Wal-Mart, Home Depot, Target, etc. Big box stores can provide jobs and sales tax revenues to a community; however, often communities face a loss of independently owned “mom and pop” stores (most commonly hardware stores, pharmacies, and non-specialty retailers) as a result. Some communities have mitigated the impact of big box stores by limiting the size of the store, requiring “impact fees” on this type of development, requiring an economic impact study prior to development, etc.

28. Select which of the statements below best describes your position with respect to “big box” development
n=357

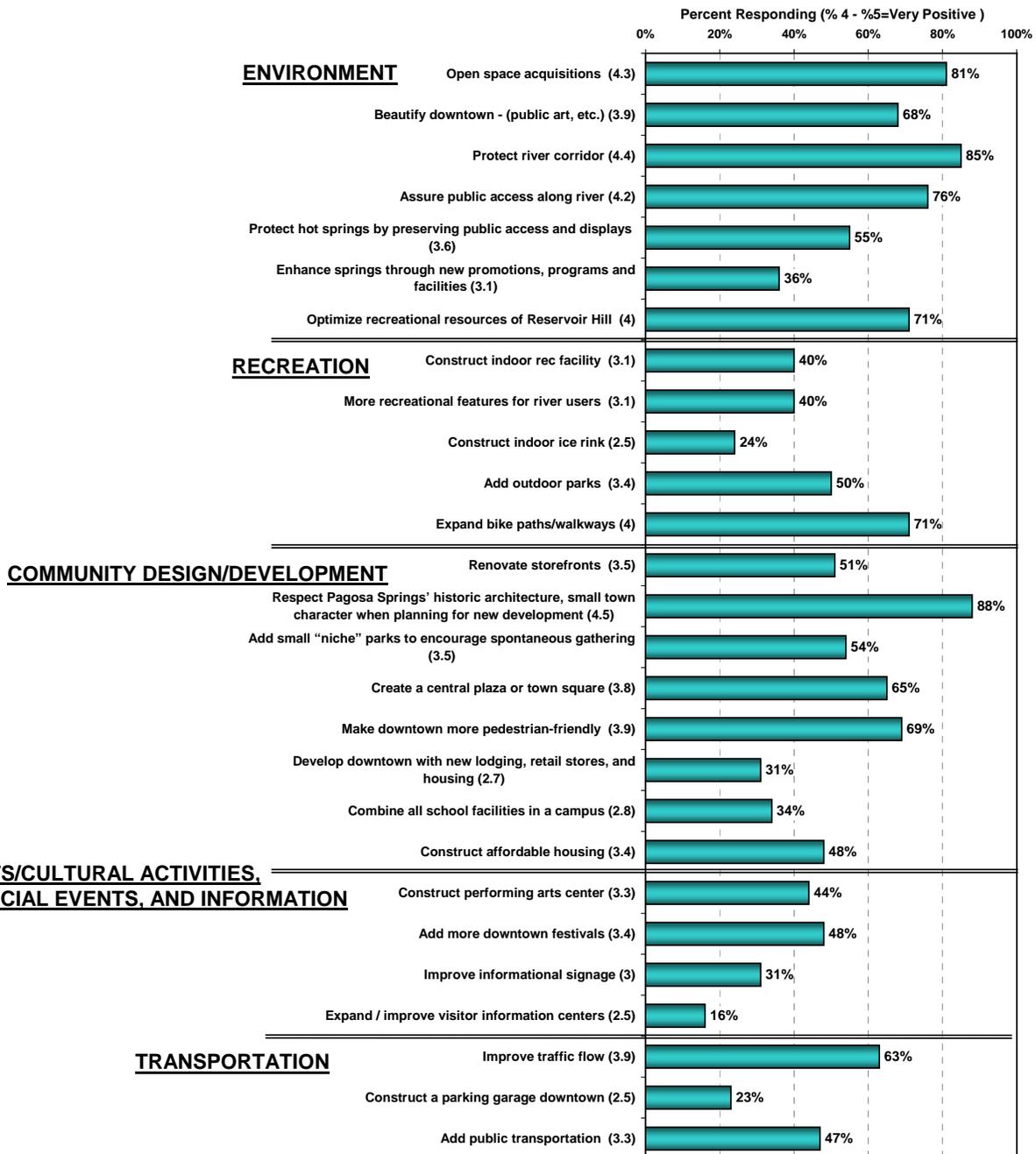
- 1) 6% I would support the development of big box stores in Pagosa Springs with no regulations
- 2) 18 I would support big boxes in Pagosa Springs with restrictions and guidelines, such as a limit on size, appearance, etc.
- 3) 12 I would support limiting the number of big box stores in Pagosa Springs
- 4) 59 I do not support development of big boxes in Pagosa Springs under any circumstances
- 5) 5 I’m not sure and would like more information about this issue

Any comments about “big box” stores in Pagosa Springs?

IMPROVEMENTS

The Town of Pagosa Springs is in the process of developing a conceptual Master Plan that would help guide the Town as it makes improvements to its Downtown core area. The purpose of the Master Plan is to better manage growth, to help preserve and enhance the character of the downtown, to help it better serve area residents and appeal to visitors, and to strengthen the local economy year-round. Listed below is a list of potential projects or improvements that could be included in the Master Plan and developed in downtown Pagosa Springs in the future.

29. Please indicate how important each of these would be to you both personally as well as what you believe is most needed to improve the visual, cultural, and recreational amenities downtown. One mechanism for funding improvements would be through increased taxes (i.e., sales, property, etc.). Also indicate whether you would or would not support each project through increased taxes.



Please name natural features, buildings and places that should be protected in order to safeguard Pagosa Springs' small town scale, character and established identity:

Growth in Pagosa Springs is inevitable. At the current rate of growth, the area is projected to double, if not triple in size of population over the next 15 years. What do you believe is the single most important issue facing Pagosa Springs as it plans for this growth?

What do you believe is the second most important issue in planning for growth?

FINALLY, A FEW QUESTIONS ABOUT YOURSELF. THESE QUESTIONS ARE USED ONLY FOR CATEGORIZATION OF RESULTS. YOUR ANSWERS WILL BE KEPT CONFIDENTIAL.

30. Your Gender: n=353

42% Male 58 Female

31. In what year were you born? mean=51.1, n=337

32. Are you a full-time or part-time employee within the Downtown Pagosa area? n=348

30% Yes

70 No

33. What is your employment status? n=338

15% Part time employed (# of jobs? mean=1.3, n=42)

47 Full time employed (# of jobs? mean=1.2, n=131)

26 Retired

1 Looking for work

10 Other

34. (IF EMPLOYED) Where do you work? n=252

35% Downtown

4 East of downtown

4 Putt Hill area

14 Top of Putt Hill west to "new" City Market

22 Work out of my home

20 Other

35. Which category best describes your household status? n=349

13% Single, no children

23 Couple, no children

27 Household (single or couple) w/ children living at home

37 Household (single or couple) w/ grown children no longer at home

36. Including yourself, how many people live in your household? n=312

15% 1
57 2
10 3
12 4
5 5
1 6

37. What is the highest level of education you have achieved? n=352

1% Some high school or less
7 High school diploma
30 Some college
37 College diploma
26 Graduate degree

38. Which of the following categories best describes the annual income of your household (before taxes)?

mean=\$81,836.00, n=327

3%	\$0-14,999	13	\$75-99,999
8	\$15-24,999	9	\$100,000-149,999
29	\$25-49,999	6	\$150,000-249,999
25	\$50-74,999	7	\$250,000+

THANK YOU FOR YOUR INPUT!! We look forward to working together as a community to help preserve the quality of life we all value in Pagosa Springs as we plan for the future. If you would like to participate in the sweepstakes drawing, please include your first name and telephone number below:

FIRST NAME _____

TELEPHONE (____) _____

COMMENTS ON DOWNTOWN EXPERIENCE

1. Customer service is consistently bad. Business owners need to focus on training and hiring capable personnel 2. The architecture of downtown, while not as bad as other areas of town, lacks focus and historical significance. One of the big problems with downtown and other areas is that it (the town) doesn't know what it is: is it an art center, a cattle town, a healing center, etc. Because of this, no one knows how to integrate their businesses into this odd community. Pagosa is like a man who dresses in checkered pants, a striped sport coat and a polkadot tie!

A unique character worth preserving.

Admission price for hot springs is extremely high. I don't go because the cost is too high

As a community, we have many cultural offerings. I would really like to see a place where we could dance to live music that does not have to be a smoky bar. We could have Sat. night dances at the Extension Bldg.

Because of health we have not been able to take advantage of the above. The grandchildren and children love the activities.

Better restaurants, shops and places for people to meet and chat.

Compared to other Colorado mountain downtowns, we have very limited dining, shopping and entertainment options.

Consistency of architecture seems positioned as a desirable feature. I don't think it is. Lack thereof, the feeling of a REAL town, was what attracted us to Pagosa 32 years ago instead of to Glenwood Spgs or Steamboat: nice towns, but already developed

Definitely an improvement since 1977 in all aspects of downtown. Still needs to capture the small town local charm and atmosphere as many neighboring mountain towns. Strive to keep the unique aspects of the area as opposed to the typical large retail, strip mall mentality in other towns. I remember a time that for the cost of a few gallons of paint, local merchants could pick a trio of colors from a larger palette and the result would be a unified (yet individualized) look. Maybe that would fly now...sure didn't then!

Downtown Pagosa Springs can not stand in a vacuum.

Especially enjoy the theater and the book stores. Both are reasons that encouraged us to locate here. We enjoy having those available within easy driving distance

Eyesores on far east & west end as well as some residential sites really detract from the efforts many store owners, the city the chamber and many residents are making to encourage visitation

For a town which needs tourists to thrive, the downtown scene is terrible for pedestrians...it does not feel safe to cross 160 except in the one block area where the crosswalks have lights, the traffic is too fast (the speed limit should be 25)

Free special events are looked forward to, attended, and greatly appreciated. We are satisfied with the current amount of businesses and are not interested in further development, unless really needed. Rarely eat out, except lunch w/friends. If anything, could use a Vegan/Vegetarian-oriented restaurant with low prices. The hot springs are getting too expensive, so we no longer go there, although the hot springs were part of the draw to Pagosa in the first place. Would like to see low-cost or free, alternative, therapeutic soaking pools, such as in Thermopolis, WY, so lower and fixed income can enjoy the benefits.

Keeping the community affordable is the only way we can ensure diversity

Get rid of the junky signs, they are an eye sore! Too many large signs; lack of cohesive architecture. Where does Joy's automotive fit into the historic architecture style?

Great start but things need to be upgraded to appeal to baby boomers driving through or staying and hoping to buy/build here.

Hot springs is too expensive for most local residents.

Hours of retail are not suited for people with full time jobs.

Hwy 160 traffic can be loud & overwhelming at times.

I believe Pagosa has an abundance of potential that has been unseen, or overlooked. Pagosa has already established itself on the map, but I believe the potential of the downtown and the riverwalk could greatly be improved to tap into a more exclusive resort town.

- I definitely think we need a walking path from Pagosa Lakes to downtown. I often see people walking along 160 with their pets while staying at the Adult RV park or while at the Miniature Golf Course. We need to combine our assets at both ends of town. Restaurants need to realize this is a tourist town; being closed on Sunday and Monday do not encourage tourists to be here. Close Tues. Wed or Thurs. instead.
- I don't want any large Discount Stores in Pagosa Springs. I enjoy the small town atmosphere and it will be gone if the Discount Stores come in.
- I fear for the safety of pedestrians who are given the false sense of security that they are safe to cross the street. Many tourists do not know that pedestrians have the right of way. Please address this problem.
- I love the downtown and its atmosphere of friendship. My partner and I have always felt welcome by every shop attendant we've encountered.
- I love the downtown area!
- I moved here for the outdoor opportunities not for the organized entertainment or developed recreational amenities of an urban area. So as far as I'm concerned the entertainment/recreation aspect of the Pagosa area is VERY POSITIVE just the way it is.
- I think the newly implemented sign code is a step in the right direction, and I hope the town seriously enforces the code without letting everyone push through a variance. It would be nice for the downtown if more restaurants and shops stayed open later, especially after events like Music in the Mountains.
- I think there is definite room for improvement in Pagosa Springs, but overall, there is a healthy small business network that is continually striving to provide the goods and services that both residents and visitors to Pagosa want. This is what gives the town its heart and soul and appeal to many people.
- I think we need a drive thru fast food place.
- I wish the police would focus on the traffic and poor driving of people downtown instead of trying to catch speeders down the hill from Piedra to the lodge. There are also always young teenagers smoking and cussing out loud on the main downtown block in the afternoons and evenings. It doesn't make it very inviting to people to have to listen to it. The cross walks need to be changed and made safer.
- I wish there was more on Halloween for the kids. I wish there were more activities for the kids.
- I would advocate that downtown continue to be the hub of Pagosa and that we not let big box stores detract from the local businesses that offer good variety and quality.
- I would like to see more for skate boarders/teens, Just came back from Breckenridge the flowers all over were magnificent. The whole atmosphere was very exciting. It made me want to be there it was very festive, not like old ladies and old run the town
- I would suggest that the Centurytel Property between the Rose and the Gallery be turned into more small tourist oriented shops. Centurytel should be encouraged by the town to either develop the property into retail shops or sell to someone that will. This would help all the downtown retail establishments. This is a wasted property right now.
- In case there is no other opportunity, I would like to ask that you do not disregard opinions of those who do not live in the town limits. We pay sales taxes.
- In recent years Pagosa has made huge steps in becoming a nicer town - I do think one major improvement that is necessary are residential sidewalks. The riverwalk is great, but kids have to walk down busy streets to get there. Sidewalks are a necessary part of what makes a safe, friendly, family oriented downtown. There are also a lot of places in town that need to be landscaped. Old broken concrete, dead weeds standing year round - if each property owner took better care of their small area and made an effort to beautify Pagosa Springs the results would be substantial. (IE: In front of the Subway building/ the total blacktop along the road in front of the gas station next to the courthouse/ the rubble between the highway and city market parking lot/ the state of disrepair of the city market building . . .)
- It's too bad that the highway goes thru it.
- Just like most, I'd like to see the history and spirit of Pagosa preserved more, yet be somewhat progressive. And more of the natural flora/fauna of the area incorporated into the downtown landscape.
- Looks much nicer - parking is still a problem.

Love the 4 corners folk festival!

Love the folk fest!

More craft - art stores. Paint houses & store fronts in bright colors (like Artemisia). Have Old Town shopping area.

More pedestrian safety. Not enough parking, too much traffic.

More stores maintaining flowers outside. Flashing red sign at Lewis Street is terrible; can't read, ugly & dangerous when supposed to be paying attention to driving & pedestrians.

MOST people have to go elsewhere to find most of what they need at a reasonable price. We shop Durango and the internet for most items (except for food & gas). This applies not just to downtown, but to Pagosa as a whole. ALCO is the most useless store we have ever tried to find anything in, except for maybe 3 or 4 items.

Need more open space and larger parks around the river. Signage is excessively large in square footage and has no unifying elements. Changeable copy signs are tacky! Need to improve grocery store in downtown area

Need more signage to announce craft fair, Rendezvous, music venues, etc.

Need more special events

Need to expand river walk and make highway crossings safer for pedestrians.

Nice town -- nice people

No consistency, no charm, no enticement to shop and visit, no warmth.

Ouray keeps their stores open until 10pm for tourists. Silverton/Durango until 7-8pm. Stores here close about the time work gets out so difficult to pick things up after work.

Pagosa should concentrate on having one major event each month of the year.

Pagosa Springs and Pagosa Lakes are very lacking in recreational facilities for kids/families, no open grass areas for soccer pitches, ball throwing, frisbee throwing, etc. Most walkers/runners/bikers are fighting the same space as traffic, bad news!!!

Parking is one of the biggest problems when shopping downtown

Quit developing the depleting nature (like the Wolf Creek ski Area) and create more family programs to keep the kids out of trouble.

Riverwalk needs to be extended

Skiing, hiking and golf are key to our enjoyment of life in Pagosa

Teens need more activities

Tequila's in Durango is much better (food, service, variety) than the one downtown.

The downtown area has a lot of potential. However, it is unclear whether the traffic is sufficient to support more than is already there.

The downtown area is underdeveloped for recreation, hotels, restaurants, and river access.

Restaurants tend to be low in food quality and variety. Hotels are old, many are dirty as compared to hotels in similar sized tourist communities I have visited. The Springs locker rooms are not maintained and are often simply dirty, which reflects poorly on the community.

The town needs to do a better job planning developing, and marketing the river access, parks, river walks, bike trails, etc. If the town expects to continue to grow its high end tourism business we better get with it. The best thing going for downtown Pagosa Springs are the people, they are generally kind and considerate and reflect well on the community.

The general attitude of most merchants seems to be you are a tourist so just leave me your money without working for it with quality service.

The Hot Springs (on the river) have become too expensive - even with the locals' pricing. Even our guests that we bring don't want to go anymore because it costs them so much. We like to eat out downtown, and it is nice when restaurants offer the before 6pm pricing, because not only does it save money, but it spreads the crowds out so you don't have to wait as long. I would like to see a restaurant that you could dress up and go out to for a special occasion. Pagosa loses too many people to Durango for those special evenings out, and then they stay overnight, and we lose their breakfast business to Durango as well. It would be nice to have a facility downtown that one could rent out for special parties/functions. If there is one, I do not know about it.

The Hot Springs should be more available to locals (real discounts, etc)

The hot springs should give locals a better price. This is a real disappointment that locals pay what out of town folks pay.

The San Juan river is an amazing asset to the community that should be the focal point of downtown, including renovation and expansion of the existing riverwalk.

The Spa and the Springs baths and soaks are way too expensive for the town people that want to use it more but can't afford them. Most restaurants prices are high also.

The town needs a sign code for smaller, less obtrusive signs. Better variety of entertainment, concerts, theater for example.

There needs to be bar-b-que grills in the park (Centennial?) Behind the courthouse

There's a lot of trash on the river walk from the parking lot across from the theatre, and on the river bank of the down town park where the play ground is. I picked up broken glass along the river bank, and observed there were people fly fishing right next to where the children were playing in the river. That is a dangerous situation.

Too cluttered with bill boards.

Too crowded already.

Too many signs and many are too large

Town needs to be more pedestrian friendly. ENFORCED walkways. More trails/bike paths. Buy more of reservoir hill if possible. Develop river walk area off hot springs asap with retail space etc. Liberate some of the hot springs for more affordable townie use. I love this town but it could be even better! I can't overstate how great Reservoir Hill is. I wish that particular open space was bigger!

Uck - needs work, no charm, non inviting.

Uniformity of architectural design, more retail shops & variety & restaurants. Also a beautification program.

Very little shopping - only tourist places - everything going out to Fairfield.

We feel that downtown needs a facelift.

We have a very, very poor variety of art/cultural and good movie watching experiences. We have a high variety of religion-oriented activities and we believe that we need much more expansion of cultural experiences, as well as events that honor our wilderness and great high mountain surroundings to bring some sophistication to the town.

We need a real performance space for music (especially touring acts) as well as theater and other performing arts.

We need better architectural control, especially around the river and prime downtown--mostly looks non-Colorado and fairly cheap.

We need more kid friendly activities in our parks. A nice swimming area like Durango would be nice. Also shops that the locals could afford and not just the tourist.

We need more Parks and a tennis court!

When I first lived here, the hot springs was very affordable for locals. It has now gotten too expensive and I don't go very much. I am very disappointed in the high price locals have to pay. Also, the 4th of July parade has grown into one continuous ad for local businesses and that turns me off so much I didn't go this year.

Where are the public tennis courts?????

COMMENTS ON BIG BOXES

A small town atmosphere would be eliminated along with most family owned businesses - go where those stores already exist.

Allow a store unique to Pagosa..ie:one that does have a Durango location...to draw people and money from Durango as well as other areas

Although I do not support in any way the development of big box stores in Pagosa, if it were to become an unavoidable situation I would want restrictions and guidelines and for the residents of the entire county to have a say regarding those guidelines.

Any of the aforementioned 'big-box' examples would be unnecessary detriments to this community. Although its a challenge, let's try to keep these out of our beautiful area.

- Any type of big box store will only add the lowest paying jobs. They usually get huge tax breaks, so the tax advantage is limited.
- As Pagosa grows, some expanded retail options seem inevitable. But the character of downtown should be preserved.
- Big Box development will ruin all that is good about Pagosa and suck the life out of the independent business folks.
- Big box stores are UGLY and suck the economic life out of individually owned retail businesses. From my experience, the Home Depot in Durango is a disaster. Rather than offer a pricing structure competitive with its' typical major market pricing, this store prices its goods to compete with the existing local businesses -- thus no significant savings, just a high margin big box operation and visual blight. KEEP Pagosa SPECIAL. Prohibit all big box development. We don't need it. If Pagosa feels some of its residents require access to a Wal Mart, the community should buy a bus and offer free transportation to Durango.
- Big Box stores bring in needed tax dollars and convenience (we all go to Durango now). Instead of fighting them, set the standards of how many we want (probably not more than 2) and force some decent architectural design elements to match
- Big box stores can be regulated to be more attractive through size and landscaping. However, any big box store that would come here wouldn't look any uglier than what we already have. If you want to limit the size & appearance of big box stores then you need to consider the appearance of ALL other new buildings.
- Big box stores need to be consistent with area architecture similar to new city market ie. stone and log. Would not want to see a bunch of tacky sheet metal buildings. Signage should also have restrictions in regard to size and style
- Big box stores will destroy the town's character.
- Big box would jeopardize the livelihood of small businesses and Pagosa would no longer be unique.
- Big Boxes are fine at a distance of 60 miles from Pagosa. They are accessible to those that want to shop there. We do not need to sacrifice our local economy and local identity for a matter of convenience. If (when) big box stores do come here, please make sure we have STRONG design standards and limitations in place.
- Big boxes would be very bad for Pagosa tourism people come here to get OUT of the suburbs!! Walmarts and Home Depots practically create suburbs.
- Both Durango & Farmington have Big Box stores. The distance to those towns is not difficult to travel to. Pagosa Springs has a very special flavor as a small mountain community. Any Big Box store would not only change the atmosphere of our town but it would severely impact numerous small businesses in Pagosa....and would cause family businesses to close up shop. NO BIG BOX STORES FOR PAGOSA SPRINGS!!
- Convenience vs. loss of identity for Pagosa.
- Don't ruin this small town in the interest of corporate America
- Drive to Durango. it is a good outing!
- Durango is close enough for the big boxes.
- Durango is not too far to drive to go to Wal-mart
- Hire locally - need more competitive job market.
- I am in favor of big box stores as long as they are built in an area conducive to the development, such as between downtown and Pagosa Lakes, or South off U.S. 84. I believe we can all live in harmony with these stores and that, on balance, they will be a positive for the town. I am also against spending tax money on litigation to keep big box stores out of the community.
- I believe that big box stores would detract seriously from the small town qualities that make Pagosa special. With access to the internet, people can now order anything they would buy in those stores on line, so there is no need to have them cause all the impacts on our small town that they invariably cause.
- I came from a city. I don't want one here.
- I can't afford to shop Pagosa, we need places for the backbone of Pagosa to shop
- I can't say I would want them but realistically they do fill a need. Many of us shop at them in other places rather than here anyway.

I did not move here for a big box store. In fact I moved here to get away from tacky franchises and chain stores/restaurants. I wanted to live in a smaller community. Large amounts of growth especially too fast will be a disaster.

I do NOT!!!! support

I don't see a need for big box stores. People can drive an hour if needed.

I have lived in several small tourist communities and have owned a business in one. We have seen the community get destroyed by big box stores, that starve out smaller locally-owned businesses, then paid locals terrible wages, and caused locals to shop away from our towns. Also there is never any consideration for open-space retention, art and landscaping and other

I know of many tourist who come to Pagosa because we do NOT have any of these

I moved here for clean air, beautiful environment, low traffic. I do not want big box stores here as it will ruin Pagosa and I will move away if that happens.

I moved to Pagosa partly because there were none

I moved to Pagosa Springs because it is a small, charming town. Leave the big box stores to the bigger cities! I would hate having one here; I'm willing to drive to get a store like that -- let Durango or somebody else do it. We don't need the extra population or traffic in this town or county. Let's preserve this place, not ruin it!!

I think the location in old Pagosa Springs would help people who most need \$ savings, but county needs taxes the most. We are losing a lot of property tax revenue and sales tax revenue to Durnago and Farmington

I wonder how many people moved up 7700 feet high to shop at a Wal mart? The things we think we are missing are rarely the important things.although a nice department store (better than Alco please!) would be nice - one leads to two and then 3 etc.

I would also limit the # of big boxes.

I would limit the number of stores and the size and appearance. I don't think we need more than one big box store here. but there should definitely be a size limit. It would be nice for more jobs, and better availability of many items that we now go into Durango for. I am not saying that I want a super Walmart or anything, just something a little bigger than Alco!

I would rather see this town supporting independently owned businesses that strive to fulfill our community's needs. We need to attract and retain such businesses. Big box retailers are corporately run and are concerned only about the bottom line. They in no way support the community

If built downtown, it would be nice to have that old world look to them.

If I wanted to live in big box store country, I would have chosen to move to Durango instead of Pagosa Springs. I try to buy locally to support our local economy, and will continue to do so, as long as the stores don't price

If people need box stores, they are only 50 miles away thru scenic roads. If people need box stores, why do they choose to live in Pagosa? It's bad enough we have McDonald's, Alco, Kentucky Fried, etc. with no zoning ordinances - with Big O Tire such an eye sore - & Strohecker's asphalt plant polluting everything. We need to fix up, clean-up, make pleasingly aesthetic what has already been developed & left unfinished in its appeal. Developers need to be held accountable for a finished look. Signage is a horrendous problem, & can you image what the lights of a box store will do!

If Walmart comes in, I'll move.

If we had a Walmart here, we would keep those jobs and tax revenues, and perhaps could get the roads better maintained, and a better water treatment facility without raising our water rates.

If we want to be a beautiful and inviting place, we need to maintain ourselves that way...why be like everywhere else? Our attraction to people who visit and to us who live here is the natural beauty, the small town friendliness and the safety...please work to maintain these....Thank you for putting out this survey! It is great to see that input is valued

I'm not anti-business but this kind of store must be carefully integrated into the community environmentally, esthetically and economically.

It all goes back to the vision for Pagosa NOT whether or not to allow big box stores. If the Town had a vision of what it wanted Pagosa to be known for, you would not have to ask this question.

It is difficult to make a living in Pagosa Springs and the Big Box store would just have many small retailers go out of business. People that have to shop discount stores can drive to Durango for a day out of town and usually they enjoy the variation in shopping by doing this anyway. It is important that the downtown area be improved and preserved at the same time. I do not want to see big box stores in our area at all, but the inevitably will be and I think they should be kept out of downtown. Other Pagosa or Fairfield -- not downtown.

It would be a very sad day to see big boxes in Pagosa-lets keep the heart of this beautiful place in tact!

Keep Pagosa free from big boxes

Keep them out! Most visitors come here because of our variety of shops - not having these big boxes is a nice change.

Keep them out! When I was 20, I went on a road trip across the US for the first time. I was shocked at how every city was exactly the same as the one I had just come from. All the stores, restaurants, roads, etc. were all the same. It became a joke.

Let Durango have the big boxes - and the traffic that goes with them. Also, a lot of big boxes go vacant and would not be necessarily easy to re-lease. Remember Handy Dan and Home Base, etc.

Let us not "sell our Birthright for a bowl of soup". Our "Birthright" in this case represents our quality of life. Our quality of life is largely dependent on the people and relationships. When big impersonal corporations come in to an area, the small businessman suffers. The people and relationships suffer. Yes, the consumer saves a few cents on some items, the town gains some tax revenue, but overall the quality of life deteriorates. You are no longer dealing with your neighbor, but some mega corporation that is only looking to their bottom line. Why did you and I leave the big city - to get to a more quiet and pristine environment, and a little slower pace of life, and a more personal and friendly atmosphere. Please do not sell our birthright in order to save a few cents here and gain a little tax revenue there. Who wants to live in a city?

Let's distinguish ourselves from every other mountain town and keep small business owners making profits

Let's retain Pagosa Springs small town, very scenic, friendly atmosphere.

Limit the number allowed, with strong restrictions and guidelines.

More local product availability is needed than is now available. However quality/quantity of box store(s) is important (ie Target instead of WalMart) legal challenges notwithstanding. Overdevelopment (a real possibility) will also cause increased bankruptcies and empty storefronts.

Most people in Pagosa are already supporting these stores in Durango. If they are built here, people could shop locally and the revenue would go to the local economy. It just has to be done smartly.

Must conform to mountain lodge in appearance, be out of downtown & limited maybe Home Depot & WalMart.

My kingdom for a Wal-Mart.

Need competition for grocery stores.

Need regulations/guidelines

Needed but keep very resort type looking as to coordinate with what's being done

NO BIG BOX DEVELOPMENT IN PAGOSA SPRINGS PLEASE

No WALMART! I hate WALMART! Bring a Target and I'll say yes, but only with restrictions, guidelines, size limits and penalties for abandoning the big box if they want to build a bigger box years from now. No tax breaks. Make them pay. And require them to give more money back to the community than they say they do. Walmart in Durango gives very little back to the community. It's all smoke and mirrors. Walmart is the scourge of corporate, retail greed!

NO,NO, NO!!!!, I MOVED HERE BECAUSE THERE WERE NONE I CAN GO TO ANY OTHER CITY TO FIND THOSE BIG BOX STORES why be like every one else

Not in downtown area.

Not only will they kill locally owned independent retail businesses, they'll kill the character of Pagosa Springs in general, thereby killing a likely large portion of our tourist-based economy.

Pagosa Springs is unique with all of its mom & pop stores, it sets this town apart from other fast paced big box store communities. I like supporting the locally owned stores.

One of the reasons I recently moved to Pagosa Springs was the LACK of big box stores. If the town allows them to move in, I will probably move.

Only 1 - WalMart or Target or etc.

Our community is clinging to its sense of individuality now. The advent of big box stores would completely destroy it. Look around the west. Flagstaff is a prime example of a fine community gone sour by the incursion of

Pagosa is such a special place, if we allow big box retailers here, it will diminish the visual and small town appeal that many people love most about Pagosa, (visitors and residents alike). Who wants to be like every other place in this country? We have something precious here, and once it's gone, it's gone. We should encourage development of smaller, independently owned businesses and cottage industries. We should protect those that already exist, bringing in Big Box retailers is, if looked at honestly, a death sentence for many businesses, be it a slow death or a quick one. The statistics are obvious, all over the country, small businesses being forced out, to make way for Big chains.

Pagosa Springs residents have access to big box stores in neighboring communities, and we do not need them here

Please do not ruin the natural beauty of Pagosa. We have plenty of locally owned stores to support our needs. Do not turn it into every other town in America with a huge Wal Mart.

Please don't hurt our community with these stores.. People move to Pagosa to get away from this type of store.

Residents in PS already shop in Durango, keep the dollars here and create jobs!!!

Right now I don't think the area population could staff a big box store! This might change but a smaller idea - Kohl's, Dunlap's, etc. as opposed to Wal-Mart, Target - where we could purchase a nice variety and quality of clothing and household and children's goods would be a real treat!

Some of the subjects listed I would like to see in our county, but due to the limitations of this survey as to the possible locations, I have been forced to indicate a negative opinion.

Thanks for the moratorium. This is a critical issue, which needs serious review to ensure local desires are clearly expressed through development codes. It is difficult and expensive to try to fight these businesses off, unless you're legally prepared. Please be sure to include the social services aspects/impacts/costs in your studies. If the desire is to open up the gates to these businesses, and we hope not, then consider requiring living wages be paid to workers. We think there need to be some U.S. communities where people can still flee from this sort of commercial development. We have a chance to be one of those precious sanctuaries. Let those who need them, pay to drive to them. There are plenty around, and they're close enough to get to without us having to bear the community burdens they bring.

The area could both use and support big box stores. If properly designed it could be done in a manner that preserves the old west traditions and appearance of the community.

The big box stores can save the shopper money. The businesses you mention above must compete or go gouge someone elsewhere

The economics of such stores are devastating to smaller businesses, I don't want more urbanization - but it would be nice if there was some other way to lower cost of goods here. Actually I don't think its a problem for most people to drive to Durango for Walmart if they really need to go there.

The introduction of big box stores and chain restaurants seems to make the towns in which they are located seem all the same. There is not much difference between Pueblo, Colorado Springs, Farmington, Grand Junction where I can eat at the same restaurants, shop at the same stores, etc. If these establishments come to Pagosa, what makes it a special place? Why would anyone who is unfortunate enough to live in a town that is inundated with these big boxes want to visit Pagosa?

The mom and pop thing is out!!!! Pagosa people all meet in Durango or Farmington,

The problem with big boxes is they are so big that they normally stomp in and do as they wish.

The town should consider a progressive scale of architectural and landscaping review that increases with the size of the structure. If a big box decides to move in then the Town and

community have a large degree of influence on the form that the big box takes. That way it doesn't limit the possibility but does shape and control it.

The Putt Hill area would be a nice location for, at most, two big boxes. Target/Wal-Mart for one and Home Depot/Lowes for the other. Local stores still compete.

There are at least 3 Wal-Marts within driving distance of Pagosa...we DO NOT NEED one, and having one would make our town trashy. I plan on returning to Pagosa in the future, and having a Wal-Mart would greatly disappoint me...we need to keep the small town atmosphere.

They destroy local businesses!

They make things affordable for people on fixed incomes. If they are not in Pagosa I will continue to shop in Durango.

This is not at all a simple matter. For example, the pending development of Wolf Creek may in fact detract from Pagosa's commercial base; i.e., if WC residents have full services in that community, they would have little reason to come here to shop. Another factor is the labor pool and potential customer base within a reasonable radius are both insufficient. I am mindful of South Florida where developers convinced investors to put up numerous shopping centers. Many of these centers failed and now sit vacant. The developers walked away with their profits and left these vacant centers as blights in middle class neighborhoods. With respect to Pagosa, any development should require the long term vesting of any developer in the success of the development.

This town area does not need to take up our rare space for such businesses! We have a unique town and should keep it apart!

Ultimately funnels dollars away from the community, destroys hometown atmosphere, ruins local businesses

Vehemently do not support!

WalMart & Sam's would save us money, travel to Durango & Farmington.

Wal-mart bites and Target is almost as bad. Durango looks like crap backward and forward, and when Wal-mart comes in they NEVER truly accommodate a community architecturally. there is no way they will, now or in the future, and that would be the only circumstance I could entertain encouraging them to come in. If they were willing to architecturally do a cluster concept I would be receptive to them moving in. I know the architectural firm they use in Tulsa and I know some of the people that worked there. I seriously doubt Wal-mart would ever do it right. They are too lazy to see to potential for increased revenue as the result of a different architectural approach, and Joplin, Mo can't possibly take on another Wal-mart to test the idea.

Walmart is notorious for bad employment policies. Target is famous for good employment policies.

We are close enough to big box development. We do not need to add more

We do not need a Farmington look and feel.....

We more here for the small town feeling. Durango is not that far for Wal Mart shoppers to drive.

We moved her to get away from

We own a ski rental business. I am confronted daily by customers asking about the nearest Walmart. Even if my prices are comparable the customers have a perception of value because they are so familiar with Walmart. Unfortunately, Walmart has the ability to squeeze the supplier and get a better price on EVERY item than a small independent retailer does. This is not the type of community I want to live in. We have the opportunity to set the tone for a future for Pagosa Springs. We already have the fast food franchise blight along highway 160, and are in danger of extending it down Putt Hill.

We spend a significant amount of money at Sam's Club, WalMart, Home Depot and other stores in Durango and Farmington - too bad our sales tax dollars go to support those communities instead of Pagosa Springs.

We'll lose, forever, what is best and most unique about this community. PLEASE, just say NO!

When the big boxers come in they must rape and pillage the site, removing most if not all of the natural landscaping and replacing it with asphalt and traffic congestion

When we (people relocated to Pagosa from other places) moved to Pagosa Springs, we made an agreement (by moving here) that we did not want big box stores, that we understood we

would not have some of the conveniences and choices big box stores afforded other towns. Nobody in their right mind would move to a small town banking on the fact that one day there would be a Target or Home Depot. Yes, we have to drive farther, it costs more to buy the things we need, the selection from local merchants cannot be as great, but we the move here was in a way an agreement to live without those things.

Why destroy the small town atmosphere & appearance that drew us to PS in the first place. Why condone more large expanses of pavement and large buildings that will stay empty after the big box moves on. Why encourage questionable marketing practices. Why perpetuate the myth that big box retail provides good quality products at inexpensive prices when these same products are available right here right now if people would just look. Why assume that workers would rather have a mindless corporate job than work in a small retail business for people they can know. And for the same pay & benefits. Why participate in the homogenization of America. Why buy into the assumption that sales tax proceeds will increase - will people just start purchasing more stuff? Why assume that people will do all their shopping in PS if there is a big box when people will continue to need to

WHAT FEATURES OF PAGOSA SPRINGS WOULD YOU LIKE TO SEE PRESERVED/PROTECTED?

Small downtown businesses - Reservoir Hill, San Juan River & other parks - larger irreplaceable trees - views !!

All downtown

All downtown buildings, Reservoir Hill, Town Park

All historic buildings

All of downtown, old barns, open space

All of it! Just make future development fit with existing features/buildings.

All public use open spaces, including soccer fields

All the downtown area

Architecture

As many original buildings from the early 1900's as possible, hot springs, park areas.

At Last Ranch and other historic ranches in the area

Buildings on the north side of main street

Businesses facing the river, river access

Chain/box stores out of downtown, increased pedestrian friendliness -- most buildings could use architectural improvement

Chamber of Commerce, Town Park, Springs

Character of Downtown.

Clean up entry points of Pagosa. Also, take a look at downtown Jackson Hole, Wyoming to see a place that looks like one would expect in the mountains.

Don't allow any industrial activities in downtown and in residential areas. Encourage these to go into the Industrial Park as no one is developing there!

Downtown buildings and river walk

Downtown buildings and the springs

Downtown buildings just need a little face lift. Keep an older look, but nicer looking and maybe have a common style. The Victorian houses downtown that have business' in them keep them just the way they are.

Downtown City Market, the River and Riverwalk, Reservoir Hill.

Downtown grocery store and the river corridors

Downtown neighborhoods should not be destroyed by the power brokers & moneyed developers whose primary concern is profit for themselves. The rights of the individual property owner should be respected and at the top of the list

Elk Horn Cafe

Everything downtown

From River Center west through town and maintain the small historic town feeling.

Get rid of junky signs, have strong architectural guidelines.
Goodman's Dept Store. Elkhorn Cafe. Irish Rose. Pagosa Bar. The entire block!
Goodmans, Courthouse, maybe the river center.
Goodman's, Jackisch, movie theatre, although I would not be opposed to a 2-3 screen theatre.
Hersch building, Moonlight Books, Goodmans, Hot Springs, River Restoration,
Historic and brick buildings
Historical buildings
Historical homes
Hot springs
Hot springs
Hot Springs
Hot Springs
Hot springs
Hot springs
Hot springs river access shops in downtown
Hot Springs and River
Hot Springs boulevard should be protected from large corporations
Hot Springs need to be protected.
Hot springs, ALL store fronts from 12th to 160/84
Hot springs, buildings more than 75 years old.
Hot springs, church, theater, cafes
Hot springs, Goodman's, Theater, Court house
Hot springs, Hersch Building, Goodmans, Archuleta House.
Hot Springs, Historic Buildings
Hot springs, historic downtown, riverwalk
Hot springs, old Pagosa feeling/look in all downtown buildings
Hot springs, river, US 160 corridor historical character architecture, natural hilltops and trees,
small signs (no bill boards)
Hot Springs, and river walk and town parks
Hot springs and river frontage as well as controlling sprawl around the town, especially east of
town which now has not been heavily impacted.
I think the river running through town is awesome - I believe it should be protected, and lined with
parks so that people can enjoy it from the banks and in the water
Keep and maintain existing parks and the riverwalk and the river restoration and quality fishing
enhancement in town is a huge improvement. I think we have enough parks and ballfields
with the town parks and high school property
Keep downtown area as is - enjoy the feel of the different characters of the buildings - encourage
small businesses
Keep downtown small with parks.
Keep franchises out of downtown.
Keep out the big-box stores. Growth is inevitable, but Home-Depot is not. Is it that hard to
comprehend
Keep the feel of historic buildings Allow flowers, trees and open spaces with grass
Keep the open space! Leave plenty of room between buildings. Fields are fine. Don't cram
everything right next to each other. I am profoundly disappointed about the building across
from the golf course. It's a beautiful area that's about to be destroyed for the commercial
value.
Lewis Street Catholic Church
Little old homes that are now local retail add charm. Downtown store fronts should remain old
Main Street, River & Reservoir Hill
Mainstreet - small retail stores Hot Springs area The river and town park, centennial park The
river walk Large open areas along 160 as you approach Pagosa Springs from all directions
Mainstreet architecture cleaned up and design standards carried into requirements of new
structures.
Main Street
Most of the area between the river bridge on the east (160) and the start of Put Hill.

No big box retail

Old homes along 160 should be renovated in their original design; river frontage needs to be opened up instead of built in front of; redundant signage removed and/or consolidated (huge speed limit signs, ped crossing, parking signs, etc. every 100 ft. and each on a separate post) are unnecessary. Has anyone counted the # of signs (ALL types) drivers are barraged with when driving through the town from either direction? I have, and there are HUNDREDS!!

Downsize and/or get rid of many of the city/state signs

Old, historic downtown buildings, river corridor including before and after it flows through town, Reservoir Hill as open space, open space in other Pagosa, i.e., across from new City Market

One-sided downtown Victorian homes/businesses between downtown and River Center

Open space and the old downtown

Open spaces and riverwildlife crossing areas like Putt Hill.....we may grow but we do not have to become another Durango!! Keep the commercial limited; people can drive to the larger places if need be to get what they want that we do not have.....

Open Spaces, San Juan River, Geothermal Springs, Water, Parks, Historic Buildings.

Optimize the use of the river that flows through downtown. Tourists and people who drive through hardly know it's there!

Our spring and the wet lands need to be protected.

Overall, the entire central corridor of Pagosa should be enhanced and protected with clear architectural and signage consistent with keeping the small town character. Large, lit signs are not beneficial to the character of the town.

Pagosa St. from courthouse to 4th St.

Protect and utilize hot springs.

Protect old houses on Highway east of downtown stoplight and on Hermosa St.

Protect the river!!!!!! Everything else as of store's restaurants retail, parking etc, clean this stop in the road up!!!!!!!!!!!!!!

Public access to the hot springs and river

Rerouting the trucks, so they don't need to drive through the downtown area.

Res. Hill, Historical Society seems to be doing a good job protecting buildings.

Reservoir Hill, Artemisia Botanicals

Reservoir Hill, the San Juan and tributaries

Reservoir Hill, Town Park, Riverwalk

Ridgelines should be protected. Historic hot springs should be enhanced.

River corridor, Hot Springs, Open Spaces, Trees, Historic and/or attractive Downtown Buildings, Small Businesses,

River corridor, Liberty Theater

River Walk along San Juan River, in the heart of the downtown area

River walk and down town shopping area, especially the grocery store!!

River way, Main street

River, historic buildings, small town character

River, hot springs, park, walkways

River, Hot Springs, small business Retail stores

River, main street, hot springs, views of the mountains

River, Reservoir Hill

River, reservoir hill

River,main street

River,springs

San Juan River, All hot springs, Historic Buildings, ice rinks behind old town

San Juan River, geothermal features, southside of Putt Hill, ridgetops, historic structures

San Juan River, Pagosa Hot Springs, Reservoir Hill, Liberty Theatre,

San Juan River, Reservoir Hill, core development between 2nd & 6th, hot springs

San Juan River.

Save the remaining old buildings in Downtown. Save some open space from rampant development.

Save the river. NO BIG BOX City mkt. is to big

Small clocktower park, parks & walk along river, trees along east end of town, and downward lighting.
Small family owned businesses, river access
The block of Main St where Goodman's store is located The museum is in need of renovation
The damage has been already done
The downtown is an unpolished jewel. Shine it up.
The hot springs network, the bicycle paths, Goodmans and the Liberty Theater (could that be our performing arts center-- the whole building?), parks, pocket parts and arts in downtown.
The hot springs should be more accessible to the public and not-for-profit for the few. Curb on-ridge building. No big boxes. Small, tasteful signage
The hot springs, all downtown buildings built in the 1800's.
The Hot Springs; all the downtown buildings - Goodman's, Jackich, etc.
The old building on main street
The river and small businesses
The river front
The river in general, the theatre (and most buildings on main street)
The river, riverwalks and parks, locally owned and operated retail shops and restaurants
The river, the historic quality of the downtown area, I feel that the hotel the hot springs is building should be more in kind with other town artchitecture, (i.e., not another ugly out of place Mediterranean style or other tacky looking style), it should maintain the small mountain town flavor.
The river, the hot springs
The riverfront and downtown architecture.
The Riverwalk; Reservoir Hill; Goodman's; the theater.
The San Juan River, Res. Hill, The Bear Creek Saloon(sad but true).
The springs
The Springs, open areas, trees, the old houses downtown (turn them into stores/restaurants, etc.)
The Springs, The Catholic church
The Springs, the San Juan River
The springs-our town depends on it
The store fronts and downtown buildings should be able to maintain their own unique character. Only buildings that need a facelift should be changed.
The whole downtown area. I think the springs are wonderful as they are now!
There is nothing recognizable of the old Hot Spring. That is our inheritance and responsibility. Something of it should be maintained.
Town Park, Buildings like Goodman's and the older buildings in town that have character and charm. The Intermediate School (old High School) that building needs to be saved. Tear down the Junior High--it's an ugly, ugly, eye sore on downtown
Town Park, Hot Springs, County courthouse, All main street historic buildings, the fake hot spring cone by the landfill parking lot,
Town park, riverwalk, Lewis Street churches, South Pagosa neighborhood
Town Park, the riverwalk, all historic buildings
Traffic
Trees, fields, frontage road open spaces, San Juan River, and river walkway. Court house building, and all other historic down town buildings, City park (down town) Rodeo grounds, Harman Museum,
View of the mountains as driving--no more signs. Dark sky at night--turn off the lights after business hours and keep the sky dark. Clean air. Get rid of diesel engines, institute environmental controls for cars. Create a place for people to take toxic waste at least once a month regionally instead of it all going into the land fill. Limit growth. Control growth. Do not expand the airport--too much noise and pollution!!! Do not promote Pagosa so much!!! Oppose the Wolf Creek Village project as currently stands. This will make Pagosa more of a dump with lots more traffic pollution through town.
Views local, independently owned business
Water dispenser on 1st street river access for fishing, swimming, rafting, wading

Wolf Creek Pass - oh - too late! East Fork, At Last Ranch, the Blue Ranch ? (the one on 84S) & the buildings on Main Street, Turkey Springs.

WHAT IS THE SINGLE MOST IMPORTANT ISSUE FACING PAGOSA SPRINGS?

Maintaining the small town feeling and I don't believe this is done by creating a vision or a poster with a theme of

#1 zoning

A diverse economic base. Tourism cannot successfully provide the appropriate benefits to maintain the town's character.

A maintenance of our quality of life not to be sold out

Activities for families, and things for our kids to do. We need to keep them out of trouble, and keep them busy in activities. that is why we left California and came here to the nature. We wanted to raise our kids with rodeos, lakes, rivers, hiking, jeeping, etc. But it would be nice to have activities for the kids to go to as well. (karate, gymnastics, mom and me classes, etc.)

Affordable housing

Affordable housing

Affordable things for the lower income population.

Affordable, quality housing not low income housing

Architecture

Availability of water

Avoiding urban sprawl

Basic Infrastructure/ services

Being proactive and not reactive. Affordable housing.

Build a bypass for Hwy 160. I can't stand the parking situation of any town business. All businesses should be made to provide off street parking. Stop parking on Hwy 160. It never should have been allowed to become

Building tax base to fund growth. (keeping dollars spent for everyday items in Pagosa and not Durango).

Careful and thorough planning of all aspects of the community that would be affected by growth.

Clean up the entrances into our town and area. so much junk is being allowed to be collected at the city limits. it is ugly.

Community planning with citizen participation

Concentrate growth and commercial development in the core area, rather than sprawling west of the Pagosa Lakes area. This makes aesthetic as well as economic sense.

Constructive planned growth - can't stop it so control it via master plan well thought out!

Control the growth, plan for it or it will be ugly.

Control/Channel growth so doesn't destroy what brought people here.

Controlling zoning

Controlled growth with home town feel

Creating a safe, convenient, pedestrian-friendly environment in town. Work with CDOT to build a by-pass for heavy trucks!

Creating a vision of what we want to become. Do not allow random growth, stop the warehouse appearance of Putt Hill

Crime prevention.

Designing an overall scheme to make the Town visually attractive and appealing to residents and tourists alike.

Develop an economy based on jobs not rich retirees.

Developing a growth plan -- both the town and county -- to prevent ugly, sprawling out of control growth. Require existing homes and commercial properties to be 80% occupied (or higher) before giving building permits for new structures.

Diverse Community and Tolerance. Less right wing nonsense, it's driving many of us away.

Divert trucks from going through town

Domestic water, roads and facilities

Don't overbuild.

Educated officials in all parts of our gov. We have to end the good old boy's thing.

Effective land use planning to allow for a community for full-time residents and protection of the environment.

Employment and affordable housing

Enhancing the tax base so that many of the wonderful ideas offered above can be accomplished.....liveability should be the priority. walkways, bikepaths, festivals, and gathering areas.

Environmental impact and water resources

Aesthetic planning allowing for pedestrian friendly spaces and a premium placed on preserving what has always been a slower more laid back pace of living.

FIX THE ROADS!!!!!!

Growing entirely too fast. How long will our water supply serve the ever increasing population growth?

Growth should be positive. It must be channeled and properly zoned so that the area doesn't lose its essence and becomes homogenized

Growth, while inevitable must be controlled. There needs to be a significant improvement in the design review and approval process.

Having a plan, which we don't, and thinking about the issues of water, traffic, bridges, roads and how they will be impacted by the growth. That we don't just let growth sprawl in every direction and we plan for open space and parks and that we make the developers pay to be here--we don't give them perks. In Castle Rock, the city paid to increase the sewage line for Home Depot. Why? Home Depot should have paid for it--not the city.

Health care system.

Helping locals to establish small owned businesses.

Hodge podge commercial development

If the cluttered growth continues, and Pagosa Springs looks just like any other non-descript small town, the tourists won't come

Incorporating bicycles and pedestrian traffic into the general traffic control plan

Infrastructure

Infrastructure- public amenities

Infrastructure! Zoning! Maintaining roads! We currently do not have a long range plan for growth.

We need a local government/commissioners capable of planning for this tremendous growth.

We need to allocate our resources such as water and regulate the growth accordingly. Sure

it's great that we're growing, but if we can't maintain the roads and our water supply with our

current population, what will happen as we grow?

Infrastructure.

Keep Big Box stores OUT!

Keep budgets low

Keep chain stores out of downtown. Keep Big Boxes out of area.

Keep development down and housing affordable for people who live here year round that aren't wealthy people from Texas and California

Keep out big box stores

Keep taxes down - don't push working people out.

Keep Wolf Creek area undeveloped for housing - keep any growth in the town area to leave that wonderful area as pristine as it is

Keeping a small town atmosphere, but keeping up with times

Keeping big box stores & chains (Applebee's etc.) out of Pagosa!

Keeping downtown quaintness, while expanding outwards to allow for residents' needs

Keeping franchise stores out to protect Pagosa's atmosphere

Keeping its feel, versus becoming like everywhere else--Durango.
Keeping its small town character
keeping our identity and encouraging people to walk around downtown.
Keeping the small town character we have now.
Keeping the Uniqueness and Natural Beauty of Pagosa Intact. Keeping it a spiritual, unique, one of a kind place to be.
Land use.
Large
Large corporate companies and destruction on the environment
Law enforcement - traffic control.
Lack of a strong planning commission and no voter participation in things such as Stevens Field and where tax payers money goes.
Let the businesses be personally owned, it may not give everyone jobs, but it will keep Pagosa personalized.
Letting growth happen with little or no thought to long term consequences.....being diverted by quick money (development, low end employment) instead of long range goals and values
Like a child, let it grow but guide it.
Limiting growth
Limiting the impact growth will have on the environment. It would be very sad to see Pagosa Springs sprawl all over as it is beginning to do.
Losing its character. Turning into every other small mountain town
Loss of open space and natural features, which define our image and character
Loss of the small town character that we came for
Maintain it's small town uniqueness
Maintain our small town uniqueness & scenic views & friendly relaxed atmosphere while expanding.
Maintain small town atmosphere
Maintain the character of the beautiful mountain small town
Maintain the quality/rate of downtown improvements
Maintaining landscaping and pedestrian access and minimizing asphalt. It is okay to make people walk, they don't have to be able to drive to the door of every place they wish to enter. Developers and commercial entities will argue otherwise and always try to have direct and immediate access to the store. If the look and feel of the place attract the people, then they will go into the stores when their here. If its the stores that attract the people, who cares what the place looks like. I think the focus should be on the first and not the second.
Maintaining the open space and the beauty of nature, especially old growth stands and wet land areas and to preserve wildlife areas too.
Maintaining the small town atmosphere.
Maintaining the small town charm and feel, along with the remaining open spaces left along the frontage road properties.
Make a plan and STICK to it
Make it smart growth-avoid big boxes like Wal mart and preserve the natural environment, which is what we love about the area anyway!
Making sure that people have jobs that can support their families. There are many high income people in town that brought their money with them. Those actually MAKING a living are really struggling. It's disappointing that our town is more friendly to those that don't live their entire lives and send their children to school here.
Manage traffic flow so that downtown area is circumnavigated by traffic passing through town. Rerouting would enable residents to the south and east to more easily attend reach schools, go to
MEDICAL CARE/ a hospital and specialist physicians
Name Brand Stores and restaurants to attach tourist as well as locals. Promote tourism of all kinds, not just trail rides
Not enough jobs.
NO BIG BOX DEVELOPMENT
No Big Boxes

Not letting developers over run this area and turn it into a big city atmosphere
Not selling out to developers who have no concern about preserving the small-town character
and respecting local landowner rights.
Open space
Open space, conservatio easements
Our community is so fragmented. We need a communal place where we can find support and
connect with each other
Paying jobs that match the cost of living.
Persons with initiative and foresight to plan for the future
Plan for the growth and direct it to minimize its adverse effects on the citizenry
Plan to control it, don't let it control us
Planning
Planned space usage--zoning
Planning
Planning for growth - planning for the big box stores and industry and where they should be.
Pollution
Preservation of small town atmosphere
Preserving our small town character, preventing gross urbanization, (if bigger stores must come,
place them in an outlying area), preserving our access to the NF & wilderness and protecting
it from degradation
Preserving, enhancing and encouraging Pagosa's, people friendly, small, Colorado Mountain
town look, no BIG Box development
Prevent any more ridge top houses. Roads - allow space for left hand turns on 160.
Progression is indeed inevitable and must be seen as a positive instead of a negative.
Development must be viewed in the long-term
Proper planning. Proper zoning.
Protect and acquire open space
Protecting small town atmosphere.
Protecting the natural beauty & environment.
Providing adequate medical services. Build a hospital
Providing schooling for developmentally disabled children.
Put a moratorium on property selling & building for several years until we catch up with growth.
Quality of life in Pagosa Springs. Many of the suggestions above point to a high quality of life,
such as making Pagosa pedestrian-friendly, adding parks and open space, improving the
arts, taking advantage of our natural resources such as the River and Hot Springs,
maintaining and making Pagosa Springs a fun place to live.
Respect the small town character
Retail businesses to support growth (grocery, clothing, hardware)
Retaining the character of the town. NOT TO BECOME A LITTLE CALIFORNIA!!!!!!!!!!!!!!
Road maintenance for the rest of the county. I also think that your question of a premise of
distinct architectural differences with that of Pagosa to the west is your own fantasy. Both
areas have a total hodge podge of architectural styles, some of everything. I am
embarrassed by the tacky River Center with the god-awful paint colors, same thing for
Artemisia Botanicals. This is more important and visually disturbing than the recent sign
code changes
Road maintenance/traffic control
Road safety.
Roads
Roads and Bypasses
Safety for bike riders & pedestrians.
Smart growth, meaning not letting people develop the way they want to just because they have
the money. The town needs to be more firm in the direction that it is headed. Less strip
malls.
Stable economy.
Stop the growth totally, have a moratorium on building permits, stop development, we have
enough

The availability of water.

The big box dilemma...retain the small town character

The character of Pagosa Springs and big growth are, unfortunately, mutually exclusive. However, keeping away from franchises, unimaginative design in retail centers, and excluding big box retail would be the underpinning of Pagosa keeping the best of it's character and avoiding becoming just another mountain boom town. Durango is already making that mistake.

The Comprehensive Plan

The environment, including water (quantity and quality) and air quality - being able to actually see the mountains when you're driving down/up Putt Hill is something that should not be taken for granted.

The idiots who have no respect for the land and want to change everything coming in and turning our little mountain town into the city they had left. Pass laws that the areas containing mass amount of wildlife can't be developed.

The infrastructure, availability of water.

The infrastructure

The infrastructure--it's obvious that this area needs to work hard to catch up to the fast rate of growth. That includes street improvement, water and sewer lines, and the other utilities.

The only reason Pagosa would triple is due to the effort of entities actively pursuing new residents. Stop trying to sell people on Pagosa as it could be. Let folks come here on their own. First do no harm. Wal-Mart would harm downtown. Keep that stuff in Fairfield.

The second part to that is ECONOMIC DEVELOPMENT THAT IS NOT TOURISM RELATED.

No one gets it. they think affordable housing is the answer to an inflated market.

Tightly control the type of retail and food service businesses that are accepted. Nothing will hurt the attractiveness of the area more than the proliferation of junk retail.

To control growth in a constructive, planned manner. Need a masterplan - a guide

To cooperate with the county and manage the growth, making sure it pays for itself.

To keep the small town atmosphere!!!

To preserve the small town feel while appealing to the tourist. keep the buildings only two or three stories high and a strict architecture code. keep big box stores out and let independent stores flourish.

Traffic

Traffic

Traffic and/or parking

Traffic congestion

Traffic control

Traffic control and parking.

Traffic corridor

Traffic flow

Traffic flow and pedestrian crossings in downtown area - very dangerous

Traffic flow and pedestrian safety. Need more trails, sidewalks,

Traffic flow on 160

Traffic flow, daily shopping needs (affordable that will encourage people to buy in Pagosa, keeping up with adequate school system, careful zoning for residential & commercial development).

Traffic flow.

Traffic flow. Hwy 160 is the main corridor. If traffic doubles or triples, we'll have real problems.

Traffic on 160

Traffic on 160. I live off the golf course off 160 and in the past 4 summers it has gotten dreadful. I will move to a quieter area.

Traffic safety

Traffic through and around town.

Traffic, education, housing, jobs--oops, I guess that is 4!

Traffic, maybe. parking and making our town a destination instead of just a town they pass through.

Two critical issues that I see, that weren't mentioned in the survey are the condition of our roads, and the lack of medical facilities.

Vehicular and pedestrian circulation, which will most directly impact us becoming
Water
Water
Water
Water
Water
Water
Water
Water
Water availability
Water availability!!!!!!
Water storage.
Water supply
Water supply, sewage development, wildlife preservation, affordable housing
Water usage
Water, water, water! Why are there more residential developments going in, when we have been on severe water rationing with the areas we already have not fully built out? If all the Pagosa Lakes lots had a home now, we'd have NO water, much less these new developments.
Water.
Water.....
Water/utilities
We need smart growth and strong regulations not only within the town but also county wide.
We need zoning
Where are we going to get the water to support them? It seems to me we're already overextended.
Where are you gonna put
Where is the water coming from? We are still in a drought cycle. A fair system of charging for new water taps will have to be instituted to actually
Where is the water going to come from for all these people?
Where they will live. What will have to happen to accommodate these people
Will we have enough water?
You have already lost the most charming part of Pagosa that drew most people here that were not born here. The small town relaxed atmosphere. Many western towns like Pinedale, Wyoming, have refused stoplights, unlimited growth that chokes the town, etc. This small town retains what brought smiles to people's faces the first time they arrived, open streets, board sidewalks, no stoplights, walk friendly, visitor friendly, etc. Pagosa has sold out to money makers.
ZONING
Zoning
Zoning
Zoning
Zoning
Zoning and protecting natural beauty of highway corridor. Locating businesses in designated areas
ZONING in Archuleta County, good planning, cooperation between County and Town planners
Zoning issues
ZONING— so that commercial properties don't spill over into residential areas. We are horrified to see real estate signs listing properties
Zoning, architectural control, density, preserving older trees, no building on ridges
Zoning, monitoring the way growth happens, protecting views, night sky, the river.
Zoning, zoning, zoning!! Do not entertain any variances as this defeats any zoning.
Zoning.
Zoning. Beautification of town.

SECOND MOST IMPORTANT ISSUE

#2 -County not having a clue!

A functioning newspaper that reflects our community, not a right wing rag like the Sun.

A maintenance of our quality of life not to be sold out

Access to National Forest areas - prevent private closures.

Adding recreational and cultural facilities to complement the population growth.

Adequate clean water supplies to support rapid growth.

Aesthetic enhancement, preservation of environment.

Affordable housing

Affordable housing and a living wage for the service-sector employees. Pagosa has a diverse blend of people of differing socio-economic status. It is important to maintain that diversity.

Affordable housing for working residents--and traffic.

Affordable housing.

Again, the long-term should be the focus. How about a recycling center so that we are not being buried in our own garbage in the next 15 years? Let's not destroy our best resource, the beauty that attracts us all to this area. We need to plan for environmental/space issues that said growth will bring.

Always think of the environmental impact of anything that is suggested - that is Pagosa's most important characteristic. Do not lose it!

Approval of design and building style

As an example, we built two town buildings next to each other on Hot Springs Boulevard. This was an opportunity to set an example for future development. The Town Hall and the Community Center, while providing the intended functions well do not look like coordinated architecture. We need to better establish a more complementary style for future development, not what the last one in wants. Our heritage is not represented by those buildings.

Aesthetics

Attracting businesses with low environmental impact that pay well year 'round.

Availability of water

Be open minded to outsiders who want to develop. Also rid downtown of disease carrying rodents (prairie dogs, etc.).

Being a community of residents and not a fly in for two weeks a year town.

Being concerned for the citizens living here now. Stop making this place so attractive to outsiders to move here, make newcomers pay for improving water district, roads, etc. Stop forcing the long-time local to sell-out because locals cannot afford to live here anymore...just like every other mountain town (Aspen, Telluride, Breckenridge, etc.)

Bike and walk pathways across all of Pagosa.

Budgets

Building new schools to accommodate the influx of children BEFORE current facilities pop at the seams, not after. AND, build them so that they can be expanded in the future and are not land locked. The HS auditorium is a fine example of lack of planning

BYPASS

Careful and imaginative planning.

Cleaning up the sleazy, dirty entrances to the town at the intersection of 160 and 84

Colors and styles of building along Hwy 160, through town, metal buildings, River Center tacky paint colors, etc.

Combining town of Pagosa with PLPOA

Consideration that, as the cost of living increases due to the influx of tourists, the Town and County need to be thinking about where they are going to keep the people that have to work here to support those tourists but can't afford to enjoy all the same luxuries. Pagosa Springs has no industry or reason to exist beyond that it is a beautiful place to live and visit. That beauty needs to be protected first and foremost, everything else will fall into place after that.

Control of signage and lighting

Controlled and planed development. No sprawl.
Create jobs so our children can stay here.
Crime prevention.
Crowded conditions--if it feels congested here, we'll lose the feeling of getting away from it all.
Design Criteria
Determine to have a 'balance' tax base between residential and commercial development. Target specific industry segment to support growth through jobs and taxes.
Developers insatiable greed. Quality of life is not expressed in dollars and cents. The newer residents of Pagosa are bringing the suburbanite lifestyle straight here. IT SUCKS.
Do what ever is necessary to not lose any more of the small town western flavor that brings people here in the fist place, to visit, not to build and make their million and then sell out and leave.
Don't allow large retain chains into the area.
Driving down prices at City Market so we stay in Pagosa for food purchases.
Ecology
Education and it's facilities
Education facilities will need to be updated quickly
Educational facilities including continuing education & the library
Emphasize more cultural activities.
Encourage open space with tax incentives in the town of Pagosa Springs.
Environment
Esthetics are key to strong growth in order to compete with other high-end colorado towns
Expand the bike trail network.
Expanding walking/bike paths and making town safer for pedestrians.
Get away from the
Good paying jobs so that Pagosans can continue to live in the community as it expands.
Having community input, and doing
Health care system.
Health Services
Hodge podge commercial development
How to effectively use available monies
Hwy 160 - re route it so it does not go thru the heart of our town. Another reason our town is so fragmented. I don't know if this is possible though.
Second would be education
if the chain stores come, their building design, location and signs must blend with our
Implementing the Comprehensive Plan
Improvement to school and parks and recreation facilities.
Increase the choices for medical care. More private MD practices; a small non-urgent hospital for day surgeries, overnight care, etc. Develop the town as a center for alternative health care providers; e.g., oriental/acupuncture, ayurvedic medicine, therapeutic body work, etc.
Increase the number of upscale type of establishments. People in Pagosa will drive to Durango for better restaurants, unique shops and galleries.
Inflated real estate values
Infrastructure and traffic issues
Infrastructure.
Ensure available health care
Job growth
Jobs
Jobs - strong workforce to support local economy
Keep big boxes out
Keep big boxes out
Keep development down and housing affordable for people who live here year round that aren't wealthy people from Texas and California who have
Keep downtown Pagosa a viable business district.
Keep it affordable for the residents. I have two jobs and can only afford to buy food and gas. It would be nice to support small local business but it isn't possible for most of us.

Keep out BIG BOX STORES!!!!!!

Keep out the box stores

Keep quaint atmosphere: sign restrictions etc.

Keep the great stuff - the recreational amenities

Keeping our pastoral environment or what's left of it.

Keeping small town flavor

Keeping the Big Boxes and franchises out of downtown

Keeping the drugs out of Pagosa! Doing more to enforce this...also the smoking in public places.

More emphasis on the natural recreation for kids in this beautiful area.

Keeping the small town attitude

Keeping ugly commercial sprawl from lining all of Highway 160 (like Big O Tires).

Lack of decent road maintenance.

Lack of jobs

Law enforcement

Law enforcement

Let the businesses be personally owned, it may not give everyone jobs, but it will keep Pagosa personalized.

Limiting lighting, signage, and controlling architectural design of new commercial buildings

limiting traffic increase downtown and uptown

Light industry, recreation areas.

Loss of open space and wildlife habitat

Main Street & Lewis Street buildings.

Mmaintain small town ambiance.

Maintain the essence of small town rural living

MAINTAIN THE ROADS!!!!

Maintain the small town character of Pagosa and do not allow big box stores

Maintaining freedom to business owners and residents

Maintaining historical effects and knowledge.

Maintaining its natural beauty.

Maintaining our small town friendliness, so keeping folks working

Making Pagosa a user friendly downtown small town

Managing the traffic problem

Managing traffic and congestion. You want visitors to have positive memorable experiences.

Medical Services

More recreational facilities for the youth, architecture which is not compatible.

No Big boxes

No big box development

No big box stores/ no strip malls

One main campus for schools

Open spaces and increased pedestrian friendliness

Paved roads.....

Plan for a wide variety of residential price options.

Planning

Planning - I don't see enough planning. Plans must be in place to assure the long term survival of the

Planning. Designate retail, residential, professional office, light industrial areas, and then stick to them. I'll drive into town to see my dentist. And I don't need a gas station on every corner, etc.

Plant trees

Preservation of open space.

Preservation of view corridors and natural amenities, esp. along highways.

Preserve downtown character.

Preserving its' beauty

Preserving open spaces

Proper maintenance of roads (i.e. dirt roads, which is what most people live on), and paving of roads in the Pagosa lakes area.

Protect areas that have not been developed. Limit development by out of state corporations.
Protect our environment. Limit access to the river in order to preserve its qualities.
Providing for our citizens: an education campus, a year round health/recreation facility. optimum traffic flow and parking.
Quality of education.
Really limit excessive building of stores and homes. I live on a cul-de-sac that had four homes when I bought my house. In the last three years, four more have been added and only one actually has residents! In the name of 'progress' and 'providing homes', the natural beauty around my home was destroyed and the houses sit empty for two years!
Renewable Energy plan
Replace some ugly buildings with better looking ones and control the way buildings look. For example, the Ridgeview
Responsible development
Retaining the small town flavor of our town
Roads
Roads! The town does an admirable job of plowing, but gravel is not paving, and mud is mud. I would like to see some of this new development in the West end of town, with tax revenue earmarked for roads out here.
Do everything to change the fact that (Pagosa springs thrives on other's people's misfortune's) It's people that makes a town.
Schools. We need to build a new Junior High and a new Elementary School and we need recreational facilities and parks for our families.
Shopping center(s) (Big Box)
Signage.
Signs
Small town character.
Some form of industry to get people off welfare and bridge the income gap
Stop encouraging growth. Quit all the effort (including the Chamber of Commerce) to attract both visitors and residents to the area. More people in the area does not equate to a better life style. Growth for growth's sake does not help anyone but a few landowners and developers. There is no need to try and make the area so great that more and more people will want to live here.
Street maintenance!
Strong, knowledgeable leadership...we're getting too big for uninformed leaders. ASK the experts, and then LISTEN to them! Plenty of poor examples we do not want to follow. Take the time to educate yourselves, interview the people and then PLAN, PLAN, PLAN, THANK YOU FOR ALLOWING US TO HAVE OUR INPUT VIA THIS SURVEY.
Taxation levels must be held in check. Once tax percentages rise they rarely return to former levels. To whatever extent tax funding is really necessary, all things cannot be funded and priorities must be established. The affordability of Pagosa cannot be sacrificed
That we build our future around enterprises which will probably continue to include tourism - but that keep our town clean and a wonderful place to live and a great place for those who come to visit, while still preserving the beauty of what we have here and not letting the rest of the world overrun it. ALSO I would like to have a town transit system and town and county vehicles that burn biodiesel - as Durango does, and I'd also like us to pursue clean power, naturalized sewage systems and to see ourselves as leading the way into a sustainable future!!!!!!!!!!!! Essential to our survival on the planet!!!
The County Commissioners are not trained professionals to take care of the issues we now have with accountability. How can they handle such fast growth?
The difficult challenge of embracing growth while trying to maintain the provincial nature of the town.
The quality and uniqueness of the area. Why would we want this to become like everywhere else? People come here because it is different. Just as with the Village at Wolf Creek, we may actually lose our current, repeat visitors if we lose our uniqueness.
The schools are in horrible areas. The elementary access is ridiculous, and why is the intermediate and junior high right down town. that seems silly to me. especially when they

have to cross 160 to go use the field across the street. I think one huge area is on okay idea, but I still think the schools need there own space. I don't want my kindergartens walking around with high schoolers or even near them. I remember when you got older it was a big step to go to the middle school and then the high school. I think kids should still feel that way. it was exciting to me!

The second part to that is ECONOMIC DEVELOPMENT THAT IS NOT TOURISM RELATED. no one gets it. they think affordable housing is the answer to an inflated market.

To insure that affordable housing is included in any new development, either on site or at an alternate site.

To keep Pagosa Springs vital.

Traffic

Traffic

Traffic

Traffic congestion.

Traffic control

Traffic flow

Traffic flow

Traffic flow on 160

Traffic flow

Traffic planning

Traffic/parking

Transportation to the Durango Airport, One way economical rental auto for the area and to the airport.

Two additional things that must grow with the population are adequate roads and healthcare services.

Uncontrolled growth. Developers and realtors seem to getting their way on all issues.

Uniformity of design of buildings & a decent large hospital nearby.

Use zoning to control & monitor the 160 corridor. Beautify the east & west entrances to town.

Walmart

Water

Water availability

Water resources and the environment

Water storage

We need to clean up the area. Junk cars and trailers do not make a good impression on visitors entering from the west. Put a tax on junk cars in yards

Willingness to spend what is needed to achieve the goal

Year round jobs with medical benefits.

Zoning

Zoning

Zoning

Zoning - doing it in a tasteful manner? For example - did we need a car care center in front of the green house restaurant? #3 Traffic!

Zoning and clean up of eyesore businesses along the highway right of ways./ Look at the first 1/2 mile on highway 84 out of town. As mentioned earlier, the town cannot exist in a vacuum.

You cannot have a lovely, charming town surrounded by what we currently see on the highways and expect growth and a prosperous future.

Zoning for controlled growth, to keep the inevitable development in line with what is best about Pagosa, mountain views, open spaces, and to maintain a place that tourists want to come and spend their vacation dollars in.

Zoning restrictions

Zoning so that commercial repair shops and the like are not put into neighborhoods.....

Zoning-making sure that things