Overall Response Rate & Demographics

**Questionnaire #2 received 1,265 responses primarily from community members, local employees, business owners, property owners, and event planners.**

Who Responded?

- I live in Durango: 925
- I work in Durango: 589
- I own property along Downtown Main Avenue: 40
- I own a business along Downtown Main Avenue: 102
- I help organize events along Downtown Main Avenue: 89
- I visit Durango on vacation: 31

Meetings Conducted for Feedback

**City-Organized Meetings**
The City of Durango organized 8 meetings in hybrid, in-person, and virtual formats from February 10 to March 16, 2022. These City meetings hosted a variety of Durango community members, stakeholders, decision makers, and staff in settings that included:
- Virtual Community Meeting
- Stakeholder Meeting
- Staff Meeting
- Fire Department Focus Group
- Pop-up Event at Hermosa Cafe
- Two City Council Meetings
- Durango High School TEDDurango Talk

**BID-Organized Meetings**
The Business Improvement District (BID) organized meetings which several Downtown Durango business owners and stakeholders attended. There were 11 meetings that took place in a hybrid, in-person and online formats from February 10 to March 17, 2022. Attendance included:
- Spanning from the 700-1300 blocks of Main Avenue, there were a total of 46 Downtown Durango business owners in attendance.
- Multiple property owners and managers of buildings in Downtown Durango
- Representatives from Durango Chamber of Commerce
- Representative of Visit Durango
- BID Board Members
- Local realtors

Design Concepts

**#1: Center Lane with Expanded Sidewalks**

- 38%

**#2: Chicane with Maximum Public Space**

- 29%

**#3: Cycle Track with Expanded Sidewalks**

- 17%

**Special Option: Flexible Festival Blocks**

- 15%

Prioritization

**Rank the streetscape elements from most to least important.**

- Bistro Zone/ Business Patio Space: 44%
- Sidewalks: 21%
- Public Plaza Spans/ Amenity Zone: 10%
- Transit/Trolley Stops: 8%
- On-Street Vehicle Parking: 8%
- Bike Facilities: 6%
- Transit Stops and other improvements were considered the least important streetscape elements.

Key Takeaways:

- Generally, participants find the streetscape elements between the curb and building face most important.
- Bistro Zone/Business Patio Space was the considered the most important streetscape element overall.
- Sidewalks followed as the second most important element.

**Rank the four design concepts from your most to least favorite.**

- Concept #1: Center Lane with Expanded Sidewalks: 38%
- Concept #2: Chicane with Maximum Public Space: 29%
- Concept #3: Cycle Track with Expanded Sidewalks: 17%
- Special Option: Flexible Festival Blocks: 15%

Key Takeaways:

- The preferred design was Concept #1: Center Lane with Expanded Sidewalks.
- The Special Option: Festival Flexible Blocks was also very popular amongst respondents.
- Weighted scores show the same order of most-least favorite design concept as shown above.
How much do you like or dislike the streetscape elements within each Concept?

### Concept #1: Center Lane with Expanded Sidewalks
- **Bistro Zones**, **Sidewalks**, and **Landscaping/Tree Space** were the most liked streetscape elements.
- **On-Street Parking**, **Vehicle Lanes**, and **Transit Stops** were the least liked streetscape elements.

### Concept #2: Chicane with Maximum Public Space
- **Bistro Zones**, **Sidewalks**, and **Landscaping/Tree Space** were the most liked streetscape elements.
- **On-Street Parking**, **Vehicle Lanes**, and **Bike Facilities** were the least liked streetscape elements.

### Concept #3: Cycle Track with Expanded Sidewalks
- **Bistro Zones**, **Sidewalks**, and **Landscaping/Tree Space** were the most liked streetscape elements.
- **Vehicle Lanes**, **Flexibility for Special Events**, **On-Street Parking**, and **Bike Facilities** were the least liked streetscape elements.

### Special Option: Flexible Festival Blocks
- **Flexibility for Special Events**, **Sidewalks**, **Landscaping/Tree Space**, and **Bistro Zones** were the most liked streetscape elements.
- **Vehicle Lanes** and **Bike Facilities** were the least liked streetscape elements.

**Key Takeaways:**
- **Bistro Zones**, **Sidewalks**, and **Landscaping/Tree Space** were the most liked streetscape elements in Concept #1.
- **On-Street Parking**, **Vehicle Lanes**, and **Transit Stops** were the least liked streetscape elements in Concept #1.

- **Bistro Zones**, **Sidewalks**, and **Landscaping/Tree Space** were the most liked streetscape elements in Concept #2.
- **On-Street Parking**, **Vehicle Lanes**, and **(the lack of) a Center Turn/Delivery Lane** were the least liked streetscape elements in Concept #2.

- **Bistro Zones**, **Sidewalks**, and **Landscaping/Tree Space** were the most liked streetscape elements in Concept #3.
- **Vehicle Lanes**, **(the lack of) a Center Turn/Delivery Lane**, **On-Street Parking**, and **Bike Facilities** were the least liked streetscape elements in Concept #3.

- **Flexibility for Special Events**, **Sidewalks**, **Landscaping/Tree Space**, and **Bistro Zones** were the most liked streetscape elements in the special option.
- **Vehicle Lanes** and **Bike Facilities** were the least liked streetscape elements in the special option.
**Location**

Where do you think the first three different design concepts would work well? (choose all that apply)

<table>
<thead>
<tr>
<th>Concept</th>
<th>Depot Block</th>
<th>Strater Block</th>
<th>Central Core</th>
<th>North Core</th>
<th>Midtown Connection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept #1: Center Lane with Expanded Sidewalks</td>
<td>210</td>
<td>239</td>
<td>290</td>
<td>297</td>
<td>297</td>
</tr>
<tr>
<td>Concept #2: Chicane with Maximum Public Space</td>
<td>340</td>
<td>364</td>
<td>412</td>
<td>346</td>
<td>256</td>
</tr>
<tr>
<td>Concept #3: Cycle Track with Expanded Sidewalks</td>
<td>297</td>
<td>544</td>
<td>479</td>
<td>387</td>
<td>424</td>
</tr>
</tbody>
</table>

**Character Areas**

<table>
<thead>
<tr>
<th>Character Area</th>
<th>Location</th>
<th>% of Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Core</td>
<td>7th St to 9th St</td>
<td>26%</td>
</tr>
<tr>
<td>Strater Block</td>
<td>11th St to 14th St</td>
<td>14%</td>
</tr>
<tr>
<td>North Core</td>
<td>9th St to 11th St</td>
<td>16%</td>
</tr>
<tr>
<td>Midtown Connection</td>
<td>11th St to 14th St</td>
<td>14%</td>
</tr>
<tr>
<td>None of the Above</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

**Key Takeaways:**

- Respondents felt that Concept #1 would work best overall. It had the most votes in 4 of the 5 character areas.
- The most preferred location for Concept #1 was in the Central Core.
- The Central Core received more votes than any other location, indicating it is a desirable location for design improvements.
- Concept #3 had the least votes in all locations, making it the least desirable concept to participants.
- Both Concepts #1 and #2 received more votes for every location on Main Avenue than "none of the above."

**Open-Ended Comments**

**Summary of Key Takeaways from Open-Ended Comments**

- Desire for more street trees and landscaping.
- Perception that the bulbouts and mid-block crossings are not necessary.
- Concerns regarding increased traffic congestion/slower traffic speeds.
- Strong desire for a pedestrian mall (street closed to vehicles) on Downtown Main Avenue.
- Alternatively, also a strong desire from others expressing that no change is needed for Downtown Main Avenue.
- Safety concerns expressed around narrower traffic lanes and how this will accommodate larger vehicles.
- Support for bicycle facilities but concerns around bikes and cars sharing lanes and prioritization for pedestrian space over dedicated bike facilities.
- Many would prefer to see trolleys and bike routes prioritized on parallel streets instead of on Downtown Main Avenue.
- Concern was expressed around trolley stops in the middle of the street.