



DOWNTOWN'S NEXT STEP

Vivid Past, Resilient Future

VISION, GOALS, AND OBJECTIVES

The vision, goals, and measurable objectives unique and specific to the design of Main Avenue will be used to help inform the design process and evaluate conceptual design alternatives. These have been generated through input from the community questionnaire, the first stakeholder meeting, and staff feedback. The goal and each objective (lettered bullets below) are intended to be scored between 1-5 stars for each design alternative.

Vision Statement: The flexible and resilient Downtown Main Avenue streetscape strengthens the heart of Durango as a safe, inviting, and memorable place for all users that supports thriving businesses, fosters resident pride, and enhances the visitor experience.

Goal 1: Support and Grow Thriving Local Businesses

- a) Safe opportunities for businesses to share the public realm
- b) Convenient business access for all modes
- c) Optimal supply of on-street vehicular and bicycle parking
- d) Accommodate and support truck deliveries

Goal 2: Make Main Avenue More Walkable and Bikeable

- a) Enhanced/expanded pedestrian space
- b) Additional shade
- c) Increased bicyclist safety
- d) Safer street crossings
- e) Support transit service and highlight trolley stops

Goal 3: Create Memorable Experiences Unique to Durango

- a) Increased opportunities for public art
- b) Increased infrastructure to support and streamline special events
- c) Additional landscaping

Goal 4: Include and Invite all Local Residents and Visitors

- a) Accessibility for all abilities and ages
- b) Additional public gathering spaces
- c) Nighttime and year-round activation opportunities
- d) Access for emergency services
- e) Event and other safety infrastructure.

Goal 5: Ensure Flexibility and Resiliency Seasonally and Over Time

- a) Flexibility in use of public realm
- b) Inclusion of climate-sensitive elements
- c) Improved snow clearance and storage
- d) Durability and ease of maintenance