

# Saguache Downtown Revitalization Project (DRP)

## Survey Results

**60 10.0% Total Number of Surveys Received (based on population of 600)**

### 1. List the three greatest assets of the Town of Saguache:

30 50.0% the people/diversity/friendly  
25 41.7% small, quiet, rural community, quality of life  
22 36.7% history/culture  
17 28.3% location - cross roads, public lands  
9 15.0% trees, Tree City USA  
5 8.3% historical buildings/ranching culture  
5 8.3% safe & quiet, no graffiti, no traffic lights  
4 6.7% gas station/store  
4 6.7% clean air/low traffic/walkable  
4 6.7% natural beauty/rural life style  
4 6.7% county seat & support  
4 6.7% small town  
4 6.7% excellent schools - small classes  
3 5.0% closeness to great hunting, fishing and camping  
3 5.0% sense of community/unity  
3 5.0% lots of traffic on 285/tourism  
3 5.0% water  
3 5.0% bank  
3 5.0% restaurants  
2 3.3% local paper  
2 3.3% uniqueness  
2 3.3% climate  
2 3.3% park, community bldg, library  
2 3.3% businesses  
2 3.3% grocery  
1 1.7% courthouse/social services  
1 1.7% Baxter's sawmill  
1 1.7% healthy air and environment  
1 1.7% downtown  
1 1.7% museum  
1 1.7% churches  
1 1.7% post office  
1 1.7% town's layout - wide streets, trees  
1 1.7% county jobs  
1 1.7% last stop  
1 1.7% low cost

### 2. List the three greatest challenges or needs for the Town of Saguache:

32 53.3% economy (jobs, job training for youth)  
10 16.7% marketing/attracting businesses  
7 11.7% more retail  
5 8.3% youth activities/recreation  
5 8.3% revitalization  
5 8.3% clean up the ditches or get rid of the ditch water (issues with ditch water)  
4 6.7% infrastructure - sewer system  
4 6.7% people accepting change  
4 6.7% attract visitors/tourism  
4 6.7% repair sidewalks  
4 6.7% declining population/youth  
4 6.7% working together  
4 6.7% attract young families with children  
3 5.0% funding  
3 5.0% limited resources - time & money  
3 5.0% fixing up buildings - facades  
3 5.0% encourage traffic thru downtown  
3 5.0% year-round attractions  
3 5.0% off the beaten path location/distance  
3 5.0% deterioration of town  
2 3.3% stay unique/rural  
2 3.3% recreation  
2 3.3% lack of easily available health care  
2 3.3% property owners who let their properties disintegrate  
2 3.3% misunderstanding between old ways/new people  
2 3.3% present lack of education/youth opportunities/declining enrollment  
2 3.3% signage  
2 3.3% clean it up to include mowing of town right of way  
1 1.7% participation

- 1 1.7% no beer & pizza
- 1 1.7% no art gallery
- 1 1.7% getting people to come to businesses
- 1 1.7% kids leaving
- 1 1.7% leadership & continued focus to complete the action
- 1 1.7% good governance
- 1 1.7% spraying, pesticides from agriculture - not good for the environment
- 1 1.7% feral cats
- 1 1.7% trim up the trees and get rid of some
- 1 1.7% doing this tastefully
- 1 1.7% more gathering/town get-together
- 1 1.7% more entertainment venues
- 1 1.7% continue an unrestricted way of growing
- 1 1.7% support your library
- 1 1.7% central gathering place
- 1 1.7% services
- 1 1.7% walking biking paths
- 1 1.7% alcoholism & drug addiction
- 1 1.7% failing school system
- 1 1.7% racial tension
- 1 1.7% water
- 1 1.7% staying a small town

### 3. Would you like to see a downtown revitalization effort in the downtown Saguache?

- 56 93.3% Yes
- 0 0.0% No
- 4 6.7% No Answer

Comments:

Depends  
 but on a small scale - no chain stores or restaurants  
 like the loop idea (3)  
 should be an old-time theme and atmosphere  
 restored to historic grandeur not planers and fluff  
 with a minimum, conservative artsy feel

### 4. Which statement(s) best describes your view(s):

- 52 86.7% we need more businesses and some economic vitality in this community
- 38 63.3% we could use some beautification efforts, new sidewalks and lights
- 33 55.0% let's encourage tourism
- 31 51.7% Saguache would make a wonderful cultural arts community
- 23 38.3% I'd like to see a lively downtown entertainment district in downtown.
- 17 28.3% I don't want Saguache to become a big tourist town.
- 1 1.7% don't touch downtown Saguache, I love it just the way it is!
- 2 3.3% No Answer

### 5. What types of businesses would you patronize if they were located in the Town of Saguache?

- 49 81.7% Restaurants
- 46 76.7% General Hardware Store
- 45 75.0% Movie Theatre
- 39 65.0% Bakery
- 37 61.7% Bookstore
- 35 58.3% Ice Cream Parlor
- 34 56.7% Coffee Shop
- 28 46.7% Art Gallery
- 27 45.0% Clothing Store
- 26 43.3% Consignment Shop
- 26 43.3% Outdoor Café
- 23 38.3% Gift & Card Shop
- 22 36.7% Craft Store
- 21 35.0% Outdoor Equip. Store
- 20 33.3% Health Club
- 18 30.0% Hunting/Fishing Store
- 16 26.7% Night Club/Bar
- 15 25.0% Beauty Salon/Barber Shop
- 14 23.3% Bowling Alley
- 12 20.0% Specialty Store
- 8 13.3% Boutique
- 6 10.0% Jewelry Store
- 3 5.0% Cigar/Smoke Shop

Other:

Bike shop; would patronize all businesses except smoke shop & bowling alley; organic produce;  
 drug store (2); video store (3);laundromat; pizza place; dollar store; car wash  
 food coop (2), community garden; auto repair (2); outdoor recreation rental; playhouse for music & plays.

### 6. What improvements to downtown Saguache would make it a more inviting and attractive commercial district?

- 50 83.3% Greater Diversity of Shops and Stores

- 48 80.0% Façade – Store Fronts
- 42 70.0% Benches and Seating
- 38 63.3% Sidewalks
- 37 61.7% Planters
- 35 58.3% Better Signage
- 34 56.7% Landscaping (Trees)
- 31 51.7% More Special Events
- 29 48.3% Enhanced marketing / promotion
- 28 46.7% Light posts with banners
- 22 36.7% Green/Park spaces
- 21 35.0% Trails
- 19 31.7% Building
- 18 30.0% Cobblestone Streets
- 7 11.7% Expanded business hours
- 3 5.0% Additional parking

Other/Comments:

walking tour of town; you can put up banners, put in planters, but that would be putting "lipstick on a pig!"  
 people live in commercial bldg & they do nothing with it - sad.  
 cut the weeds, fix the potholes, fix cracks or replace sidewalks  
 sustainable energy opportunities, food coop, Saturday market  
 remove electric sign!  
 better storm water drainage on 4th street  
 town people coming together to make this town better volunteers  
 Saguache hotel  
 more flowers in park area  
 central park; community garden  
 architectural review ordinances  
 protect and enhance the architectural and cultural history.  
 chamber of commerce  
 music festival

**7. How often do you come to downtown Saguache?**

- 13 21.7% 1/week
- 3 5.0% 2/week
- 3 5.0% 3/week
- 3 5.0% 4/week
- 4 6.7% 5/week
- 2 3.3% 6/week
- 26 43.3% everyday
- 2 3.3% never
- 4 6.7% No Answer

Comments:

I live a block away - but nothing to draw me to shop downtown!  
 everyday that we are in the town we go to the post office (2)  
 hardly ever - there is no reason to go downtown when there are no businesses.  
 only during events or during my jogging

**8. Would you come to Saguache more often if there were more businesses downtown?**

- 41 68.3% Yes
- 3 5.0% No
- 16 26.7% No Answer

**9. What further areas of improvement would you like to see in the downtown area?**

- 7 11.7% increased businesses
- 7 11.7% clean it up and paint, new sidewalks, more businesses in downtown not on the highway
- 5 8.3% more lodging - open old hotel
- 5 8.3% 4th St. designated as an historic district w/ events to support the theme
- 4 6.7% sidewalk repairs
- 4 6.7% having buildings that are currently a residential building put store front in the front and business in the back
- 4 6.7% events - sidewalk sales, street fairs, live music
- 3 5.0% inviting facades
- 3 5.0% commercial property should be what it is - commercial - not residential!
- 3 5.0% no empty unused properties
- 2 3.3% utilizing vacant buildings/restoration
- 2 3.3% vacant lots & residences need to be cleaned up & fixed up - even City Hall has growth in the gutters!
- 1 1.7% historic brochure (walking tour)
- 1 1.7% appropriate technologies
- 1 1.7% reduction of fossil fuel use
- 1 1.7% condemn unredeemable buildings
- 1 1.7% ice cream shop
- 1 1.7% Mason building needs renovation - great potential
- 1 1.7% demolishing unused/falling down businesses - create mini parks with space
- 1 1.7% all of the area
- 1 1.7% better maintenance of 4th street district by responsible town department
- 1 1.7% community garden
- 1 1.7% items for teenagers

- 1 1.7% wake this town up we are the town
- 1 1.7% walking-biking network
- 1 1.7% like to see a vision larger than just downtown - include homes in and about Saguache
- 1 1.7% renewable energy development, sustainable industry
- 1 1.7% just shine up - not "cute"
- 1 1.7% no more Rd & Bridge buildings in center of town

#### 10. What do you think can be done to encourage new business in downtown?

- 10 16.7% economic incentives
- 7 11.7% businesses start-up help - funding & knowledge assistance.
- 4 6.7% marketing and promotion
- 4 6.7% a cleaner downtown
- 3 5.0% advertising (strategic) for tourism, fix up fencing & irrigation ditches
- 3 5.0% make it look inviting
- 3 5.0% clean buildings - fix building- paint/façade restoration
- 2 3.3% co-op gallery
- 2 3.3% 10,000 increase in population
- 2 3.3% encourage locals to open businesses with seed money & grants
- 2 3.3% play on historical ranching theme to attract tourists
- 1 1.7% planning
- 1 1.7% put revitalization info on web/keep community informed!
- 1 1.7% prove that they could be profitable and maintain it.
- 1 1.7% mind control over some people with money
- 1 1.7% support current businesses
- 1 1.7% new paint, weeding, ordinances put in place for owners to have to take care of the property
- 1 1.7% community clean up day - community yard sale - I have ideas! Teen Center, reservoir picnic area, fishing, hiking trails
- 1 1.7% be friendly to people
- 1 1.7% getting the community, to get everyone involved to encourage one another
- 1 1.7% a more committed environment among the citizens - a "buy local" campaign
- 1 1.7% community involvement
- 1 1.7% business association
- 1 1.7% city utility breaks
- 1 1.7% small steps
- 1 1.7% open businesses

#### 11. Would you be interested in becoming part of a downtown revitalization effort?

- 39 65.0% Yes
- 3 5.0% No
- 18 30.0% No Answer

Comments:

I want to watch and see how things progress. I don't have any interest in a lot of grant scams and lip service.

I wonder what a town of 600 can reasonably be expected to support, taking into account higher transportation costs.

I think a major issue is attracting medical services.

It would be interesting to know why some businesses succeed and others fail.

You can not draw people to Saguache when we have mosquitoes.

The spray that is used due to the water which draws mosquitoes is dangerous and frightening.

The ditches do not add anything to our town except diseased water which raises the water level and in turn damages the foundation.

We need a healthy environment to draw people.

How can Saguache grow with Conservation Easements around Saguache?