

# SOUTH ARK VISIONING SURVEY RESULTS

---

*Online Survey – January 31, 2023 – February 15, 2023*

*Community Open House Inputs – January 31, 2023*



# SURVEY RESULTS

---

## 1. Online Survey Participant Demographics

## 2. Overall Site Use

- Current Use of the Site
- Priorities & Concerns for Future Use

## 3. Recreation Amenities & Facilities

- Location Prioritization
- Facility Type Preference

## 4. Housing

- Housing Type Preference
- Architectural Character Preference

## 5. Additional Uses

- Other Use Preferences
- Environmental & Sustainability Feature Preferences

# ONLINE SURVEY PARTICIPANT DEMOGRAPHICS

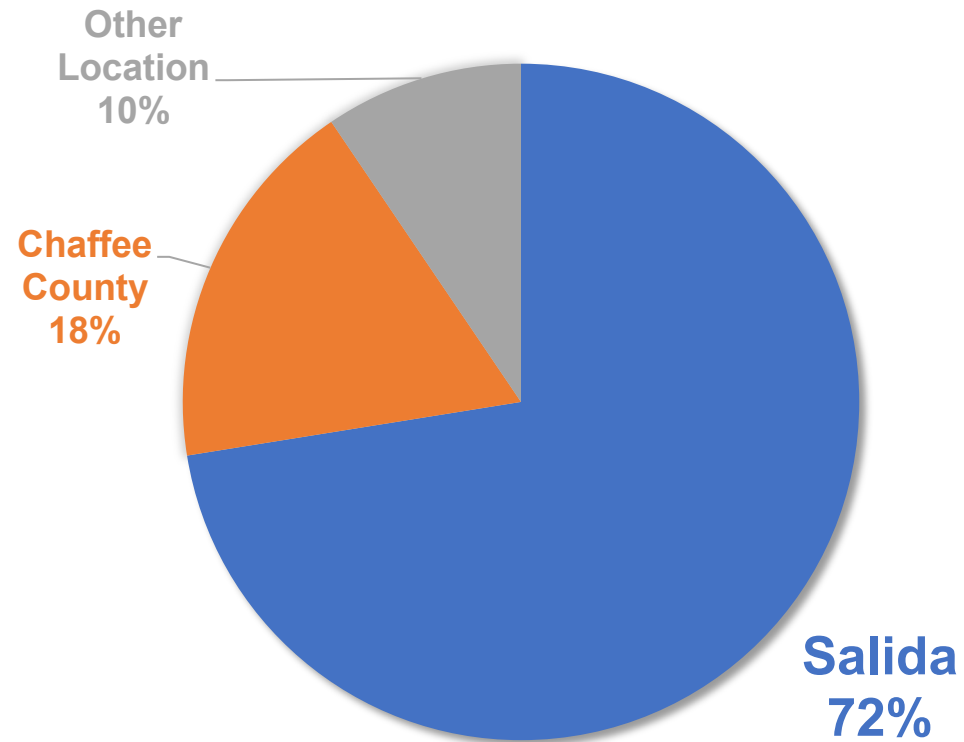
Total Respondents = 898



# WHERE DO YOU RESIDE FULL-TIME?

---

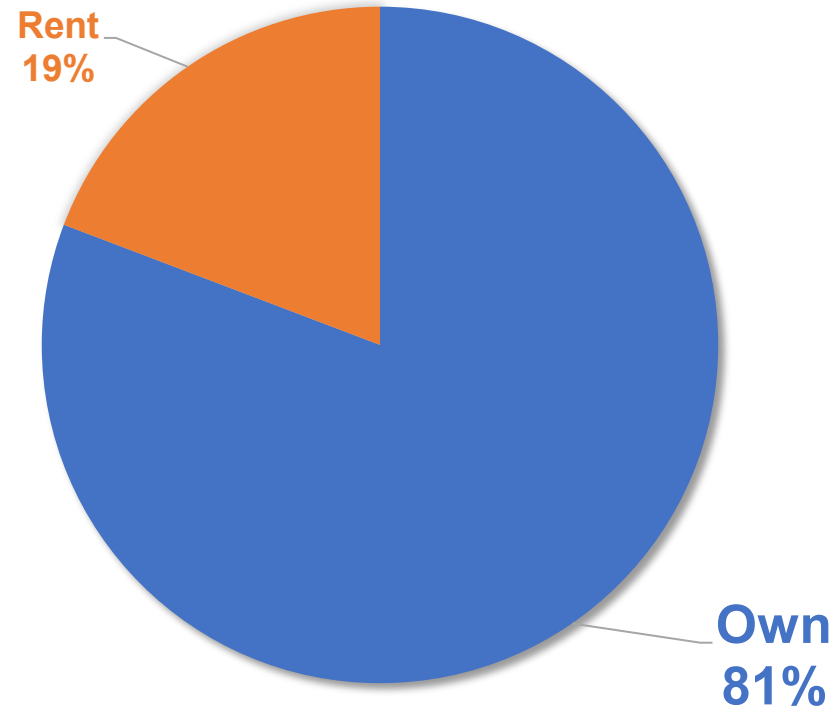
## ONLINE SURVEY RESPONDENTS (897)



# DO YOU CURRENTLY OWN OR RENT?

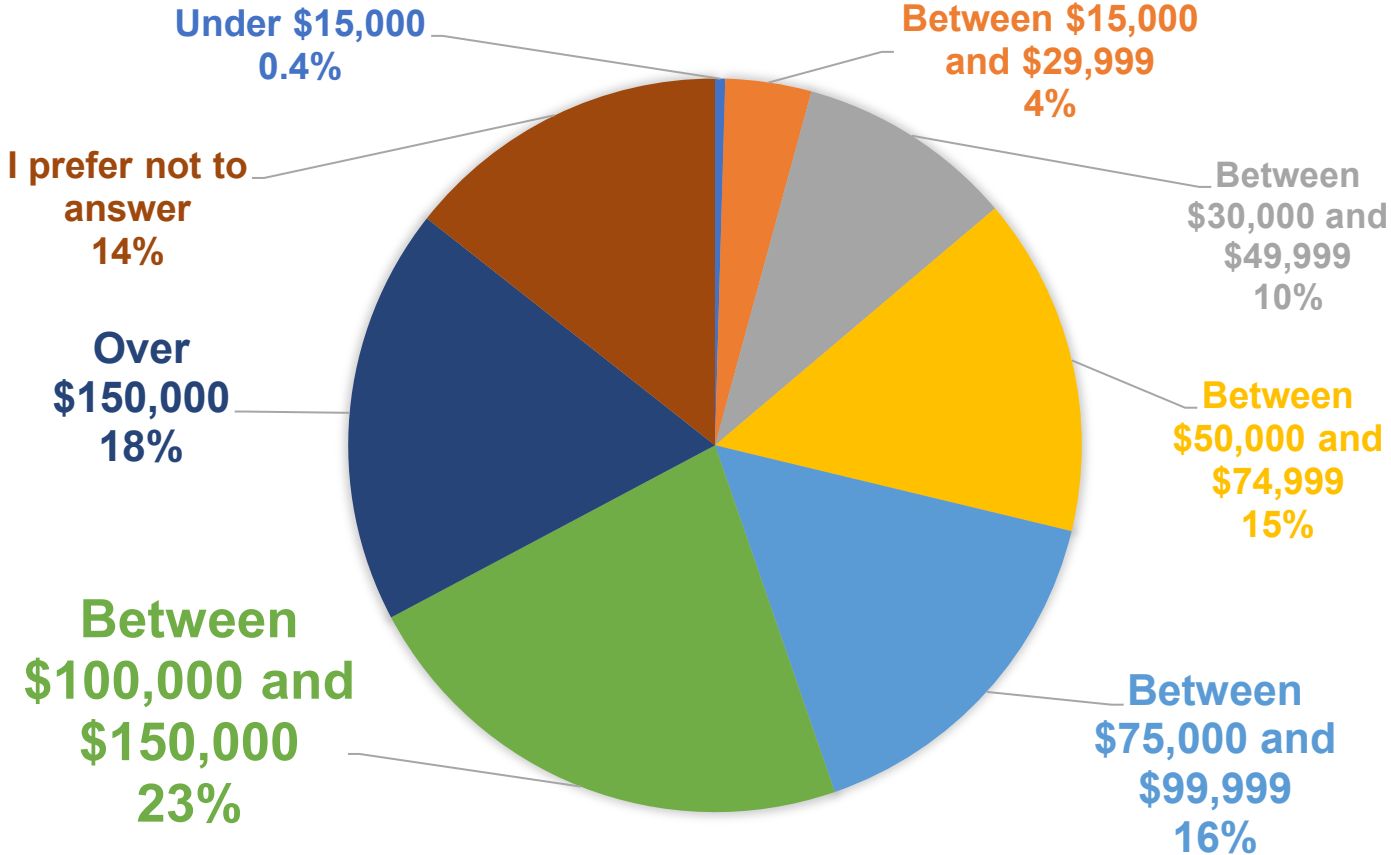
---

ONLINE SURVEY RESPONDENTS  
(895)



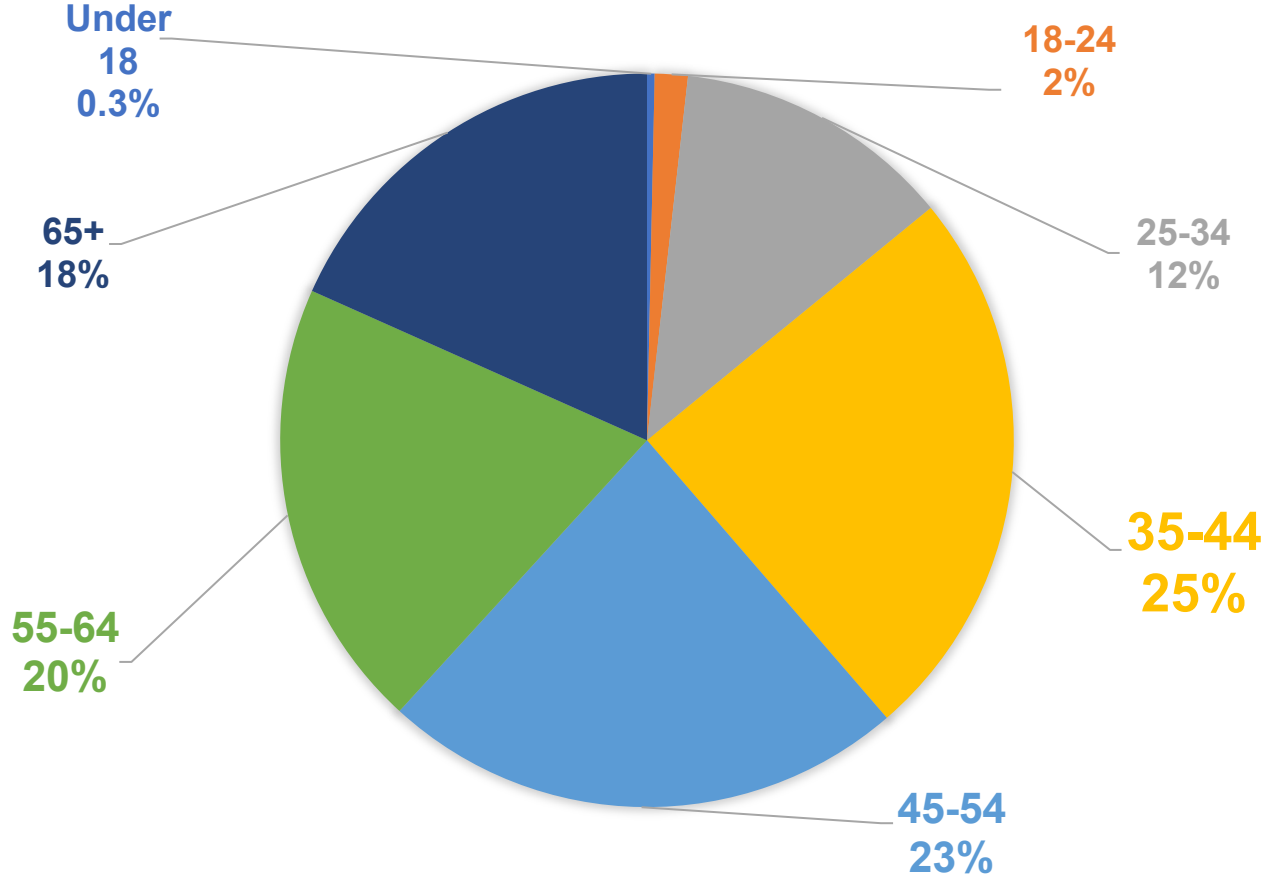
# WHAT IS YOUR COMBINED HOUSEHOLD INCOME?

## ONLINE SURVEY RESPONDENTS (897)



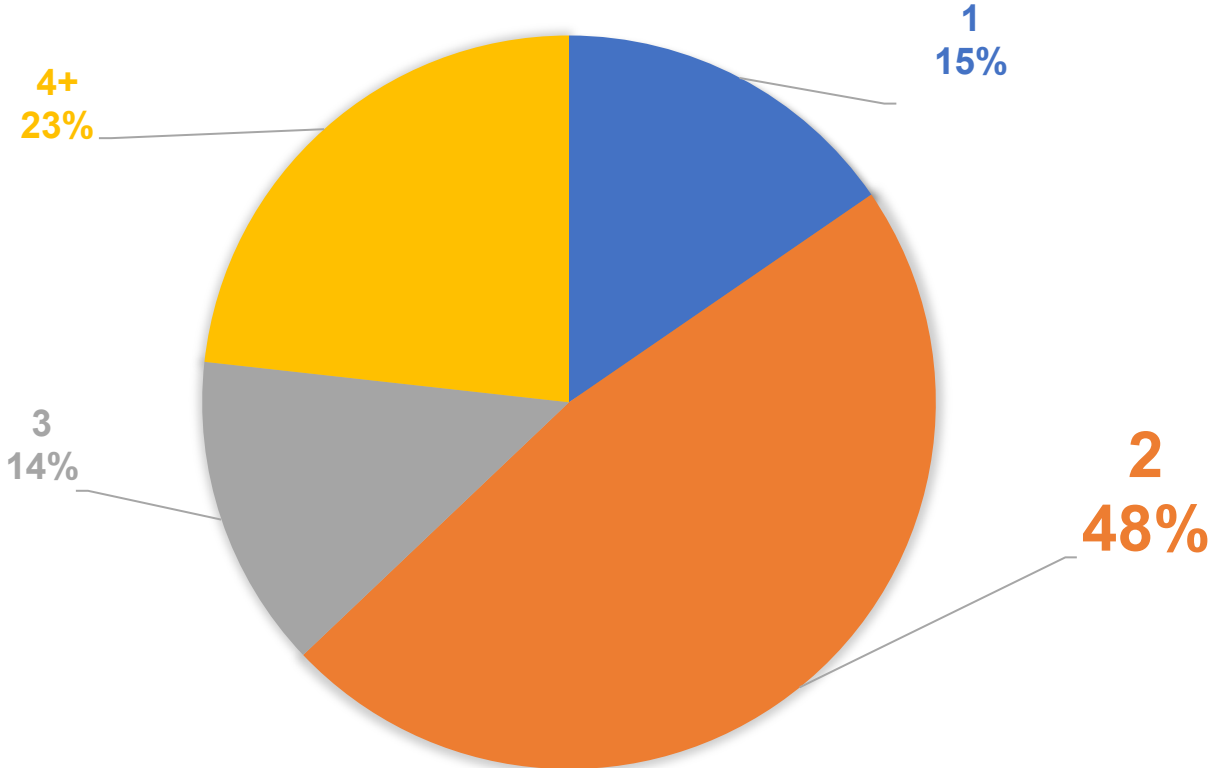
# WHAT IS YOUR AGE?

## ONLINE SURVEY RESPONDENTS (895)



# WHAT IS YOUR HOUSEHOLD SIZE?

## ONLINE SURVEY RESPONDENTS (895)





# KEY TAKEAWAYS

---

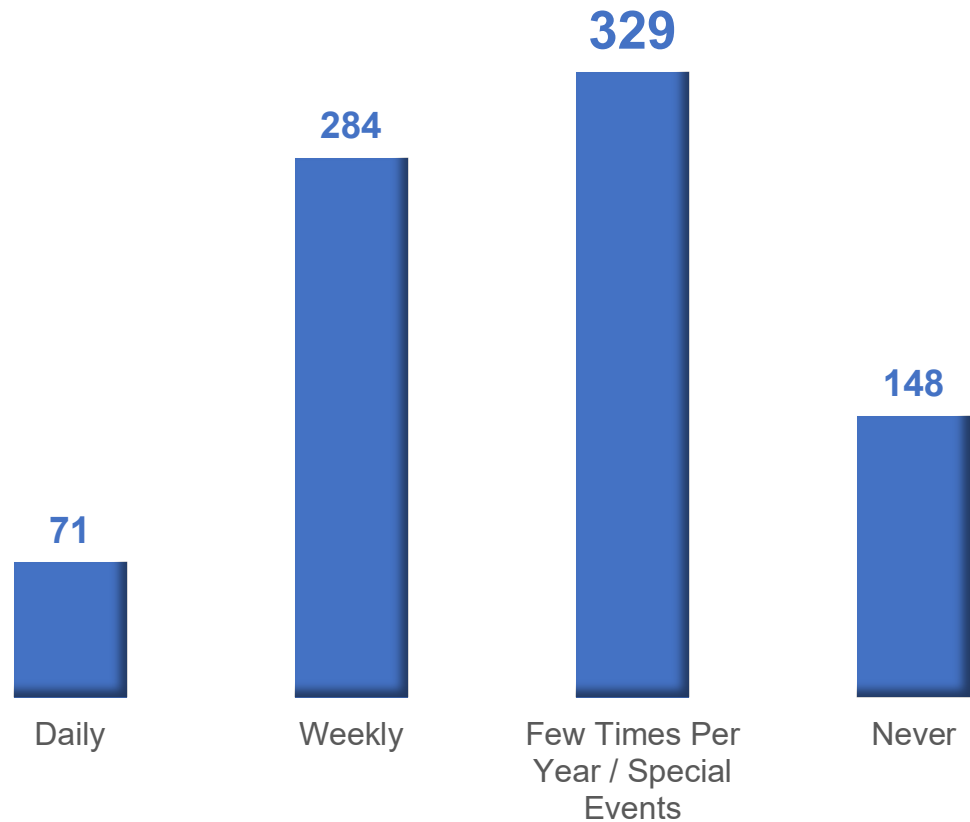
- Online Survey Respondents (who chose to answer the demographic questions) were largely:
  - Salida Residents [72%];
  - 35 years of age or older [68%] & 65+ years of age [18%];
  - Homeowners [81%];
  - Individuals whose Combined Household Income > \$75,000 [57%]; and
  - Individuals in 2+ person Households [85%]
- Census Data Points:
  - Salida Residents – 5,812 (2021 Estimate)
  - 65 years of age or older – 22% (2021)
  - Owner-occupied housing unit rate – 64.5% (2017-2021)
  - Persons per household – 2.13 (2017-2021)
  - Median household income - \$62,668 (2017-2021)

# OVERALL SITE USE

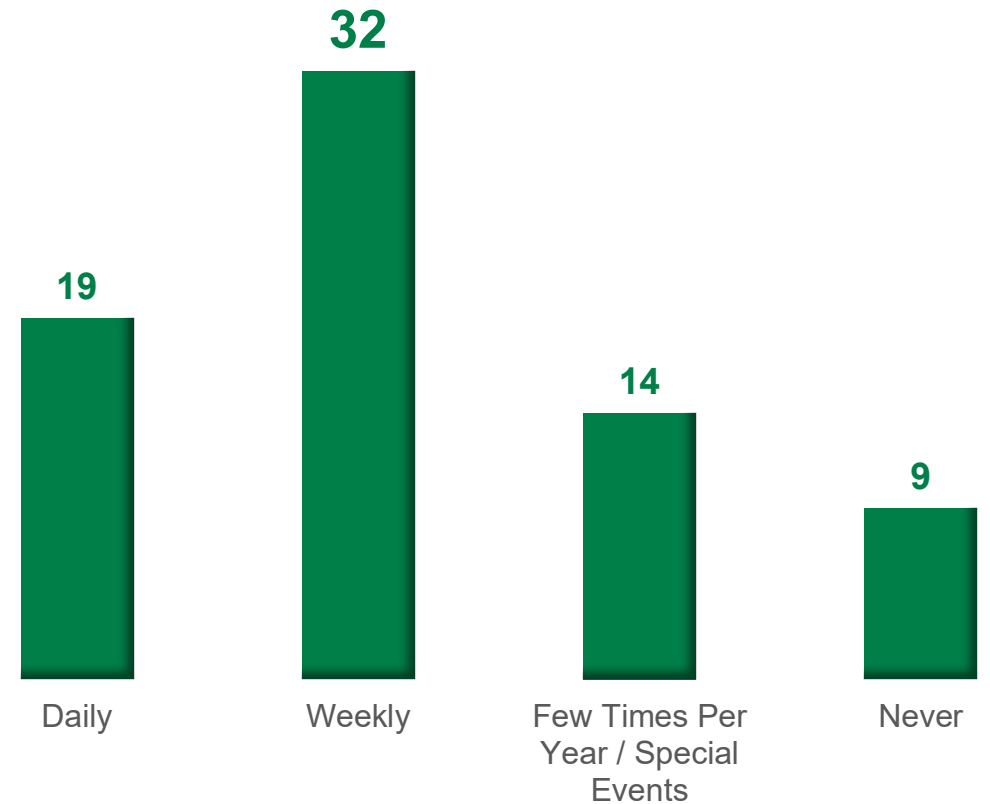
Current Use of the Site

# HOW OFTEN DO YOU VISIT THE SITE?

## ONLINE SURVEY RESPONDENTS (832)

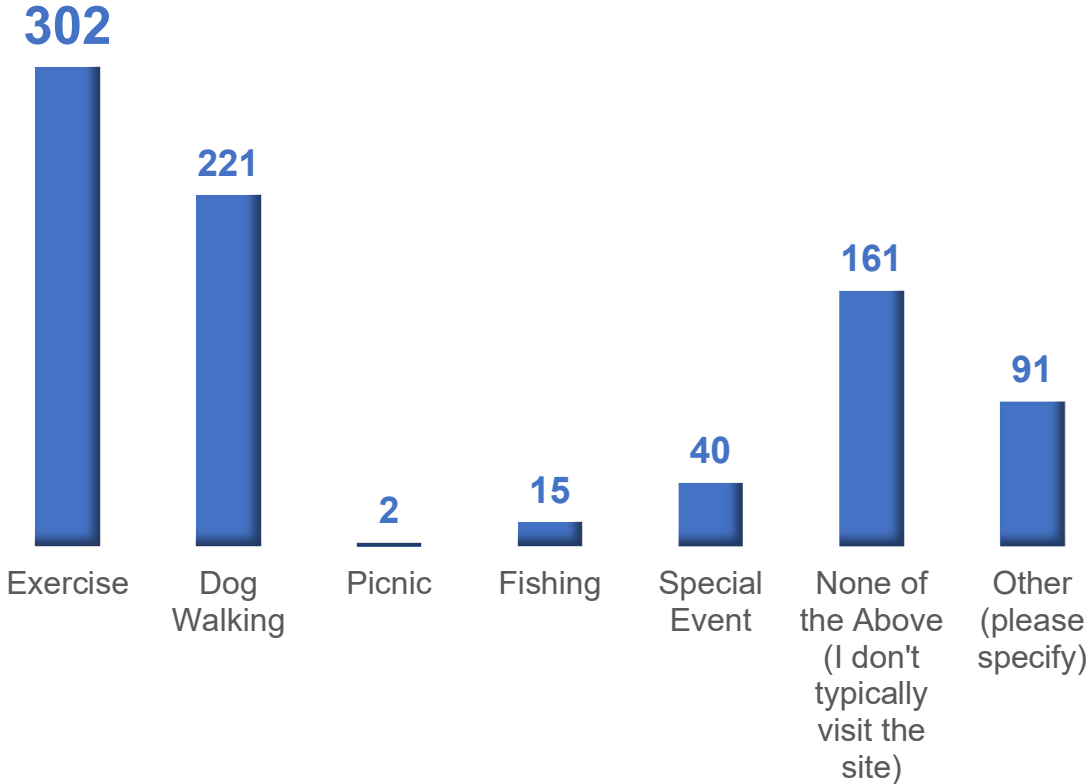


## OPEN HOUSE RESPONSES (74)

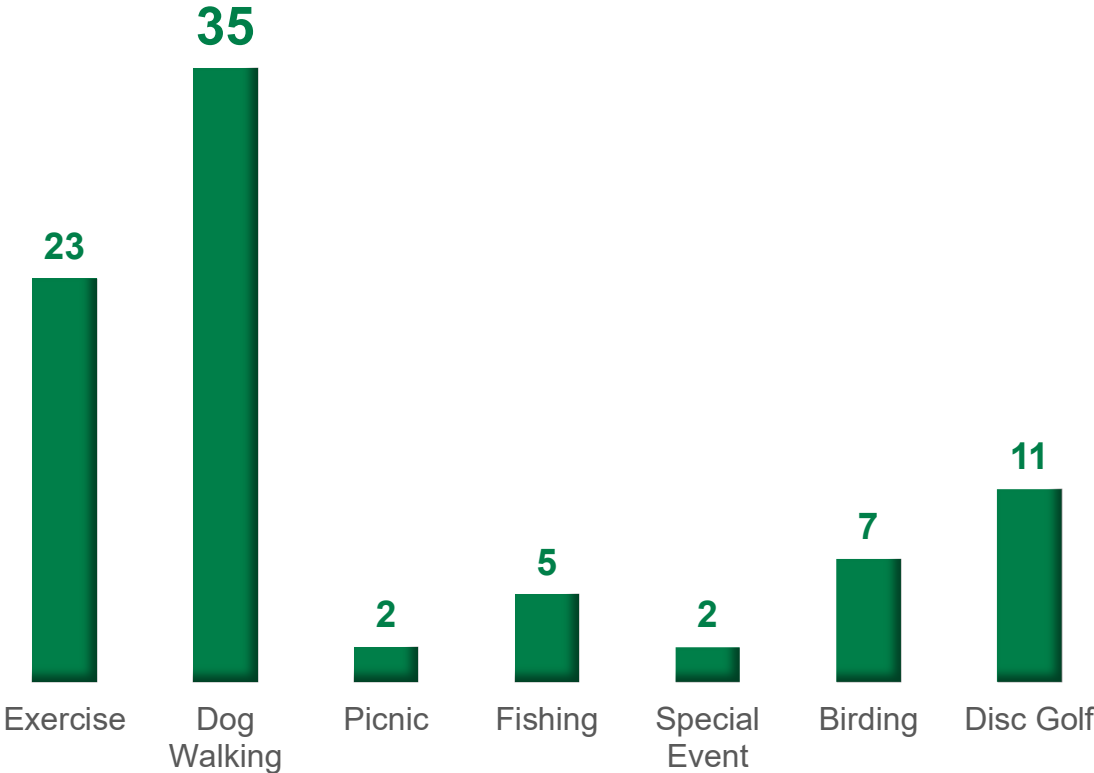


# IF YOU VISIT THE SITE, WHAT ARE YOU TYPICALLY THERE FOR?

## ONLINE SURVEY RESPONDENTS (832)



## OPEN HOUSE RESPONSES (85)



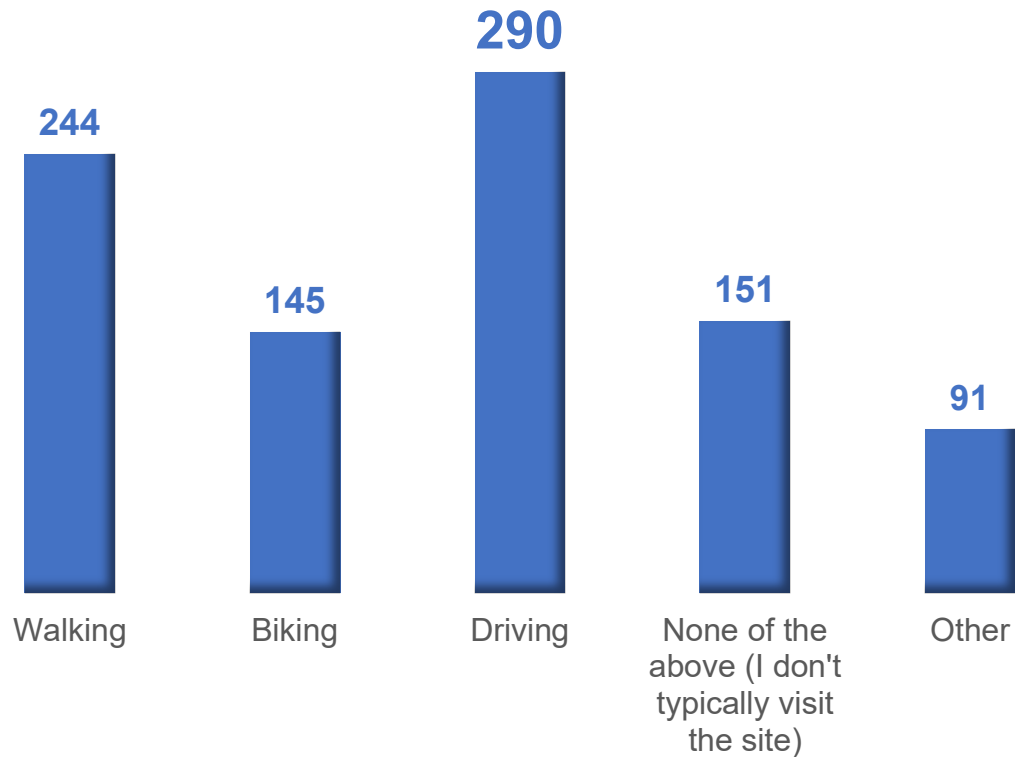
# IF YOU VISIT THE SITE, WHAT ARE YOU TYPICALLY THERE FOR?

---

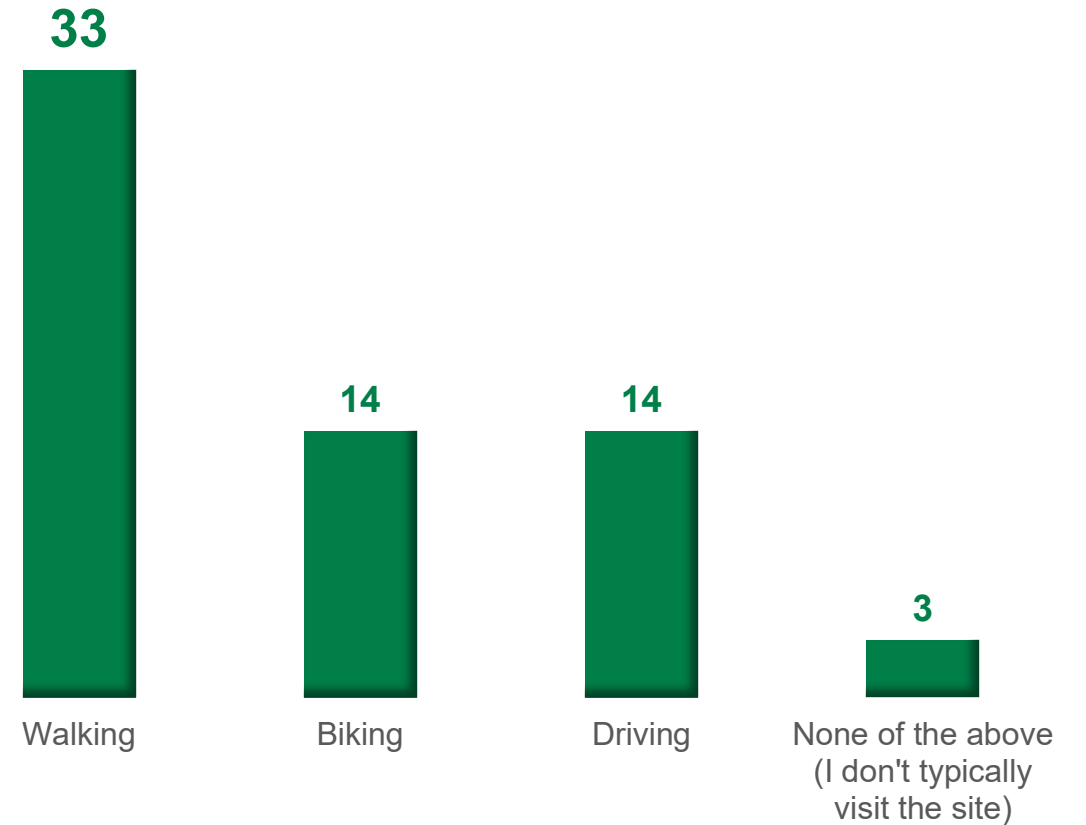
- Consistent Themes in Online Survey Respondents' 91 “Other” Responses (in order of frequency):
  - Disc Golf
  - Biking/Mountain Biking/Access to Trails
  - Cross Country Meets
  - Walking/Peaceful Walks
  - Birdwatching/Enjoying Nature
  - Flying Drones/Photography

# HOW DO YOU CURRENTLY ACCESS THE SITE?

## ONLINE SURVEY RESPONDENTS (830)



## OPEN HOUSE RESPONSES (64)



# KEY TAKEAWAYS

---

- Most respondents use the site **weekly or less**, and primarily for **exercise or dog walking**.
- **Active recreation**, such as **Disc Golf** and **Mountain Biking** are the **most frequent uses** by respondents.
- Most who respondents who access the site do so by **driving or walking**.

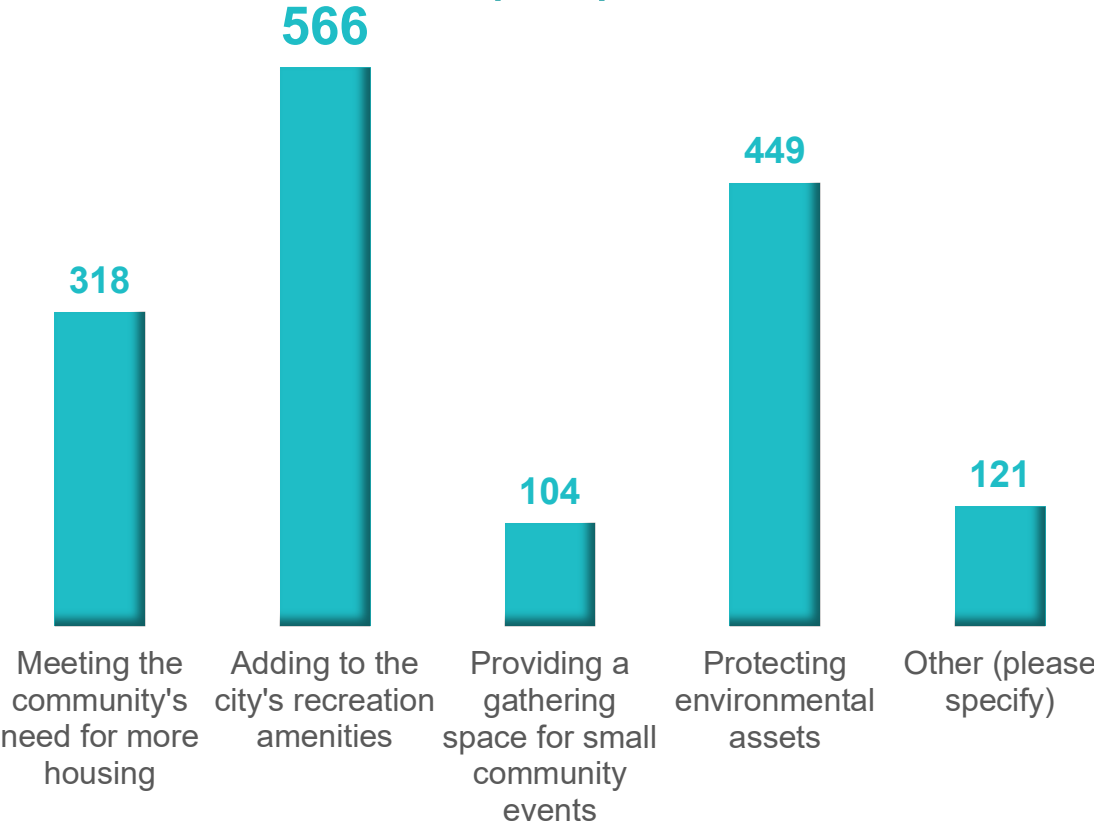
# OVERALL SITE USE

Priorities & Concerns for Future Use

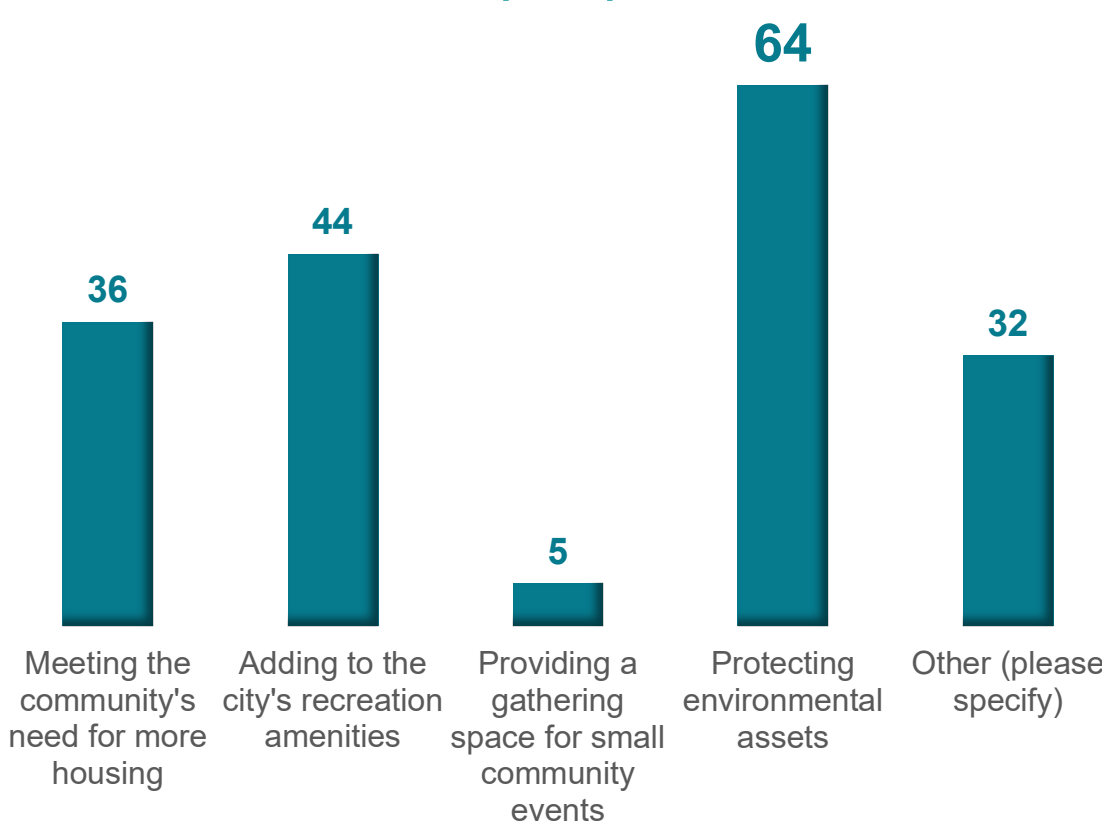


# WHAT DO YOU BELIEVE ARE THE TOP TWO PRIORITIES FOR THE SITE? *(SELECT UP TO TWO)*

## ONLINE SURVEY RESPONDENTS (832)



## OPEN HOUSE RESPONSES (181)



# WHAT DO YOU BELIEVE ARE THE TOP TWO PRIORITIES FOR THE SITE?

- Consistent Themes in Online Survey & Open House “Other” Responses:

“Colorado Mountain College (CMC) Campus”

“AFFORDABLE housing. Key word – AFFORDABLE”

“All of the above! I feel like this can all be accomplished!”

“Open undeveloped space”

“DO NOTHING!”

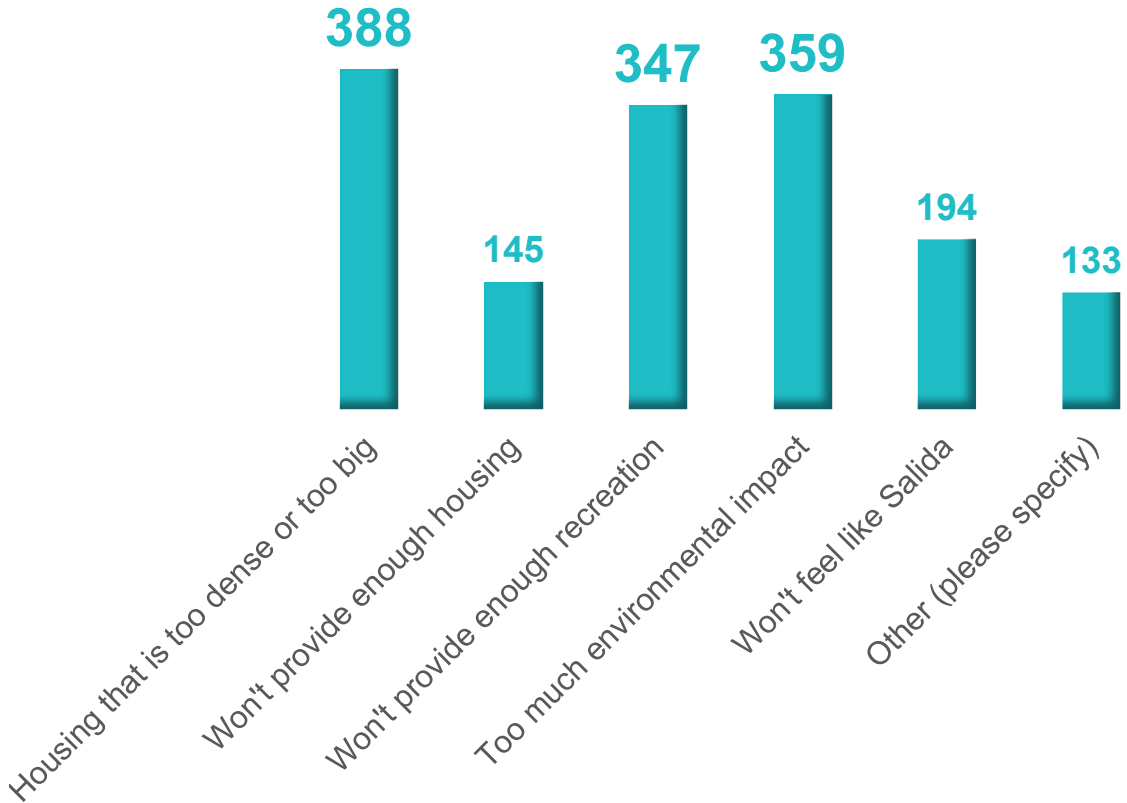
“This is such a beautiful open space, migration area. I'd love to see it remain so; a beautiful welcome into the city limits”

“Off leash dog area”

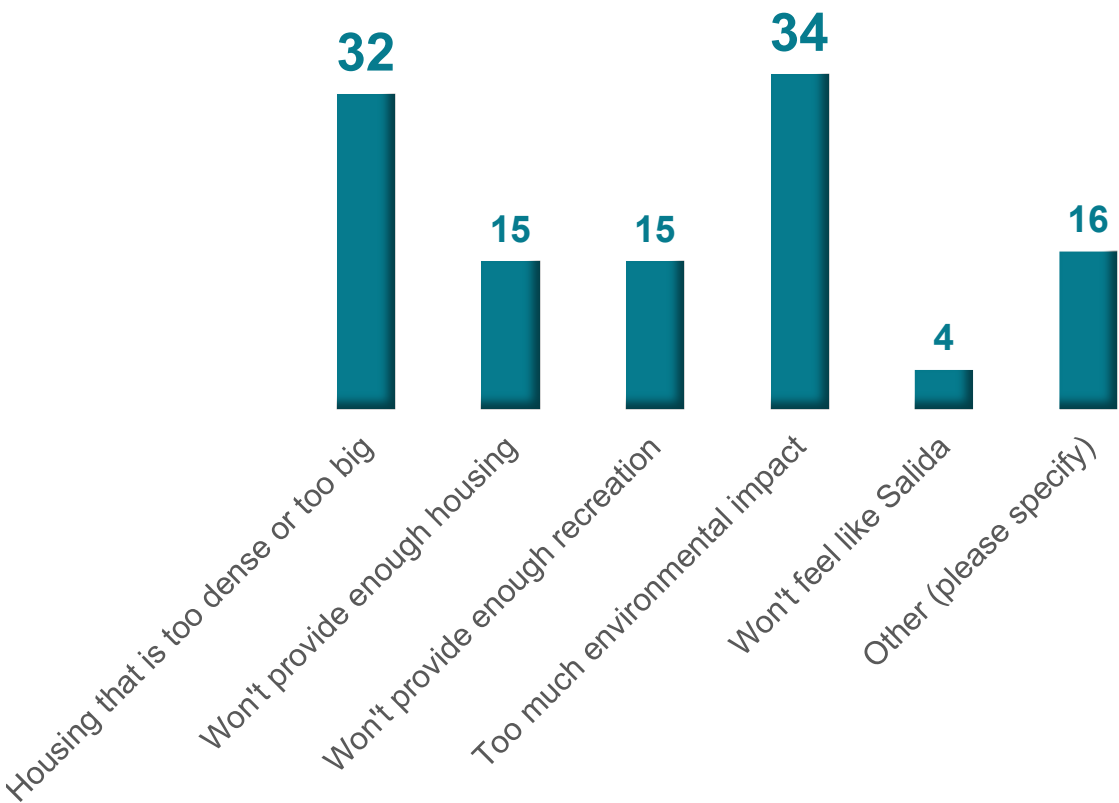
“Assisted Living / Senior Housing”

# WHAT DO YOU BELIEVE ARE THE TOP TWO CONCERNS FOR THE SITE? *(SELECT UP TO TWO)*

## ONLINE SURVEY RESPONDENTS (828)



## OPEN HOUSE RESPONSES (116)



# WHAT DO YOU BELIEVE ARE THE TOP TWO CONCERNS FOR THE SITE?

---

- Consistent Themes in Online Survey & Open House “Other” Responses:

“Not Adequate Water for Resources Planned”

“Not actually “affordable” housing”

“The housing won’t be targeted for local residents and employees”

“Not enough connectivity between town and the Methodist Mountain Trail System”

“Will take too long to make a decision on what to do & do it”

“Will put undue stress on already overstressed utilities”

“I really don’t have any concerns”

“Compatible with Salida feel”

# KEY TAKEAWAYS

---

- Adding to the City's Recreation Amenities and Protecting Environmental Assets were the biggest priorities of respondents, and those were echoed in some of the biggest concerns of respondents being that the plan wouldn't provide enough recreation and may have too much environmental impact.
- On Housing, ~35% of responses indicated that meeting the community's need for more housing should be a priority, while respondents' greatest concern was that planned housing would be too dense or too big.
- In addition to specific use priorities or concerns, many of the "Other" responses indicated either alignment with the stated priorities, or conversely, a desire to avoid development of the site altogether.

# RECREATION AMENITIES & FACILITIES

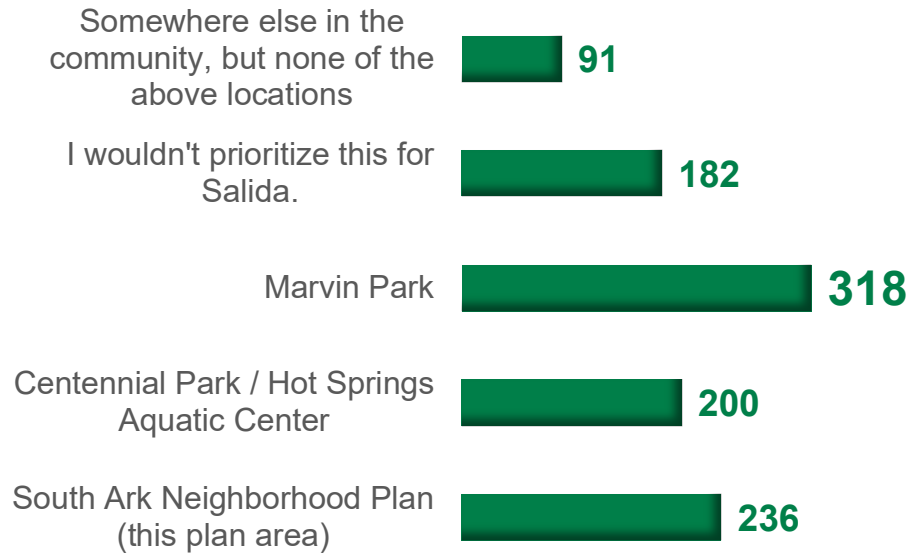
Location Prioritization

# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? (SELECT UP TO TWO)

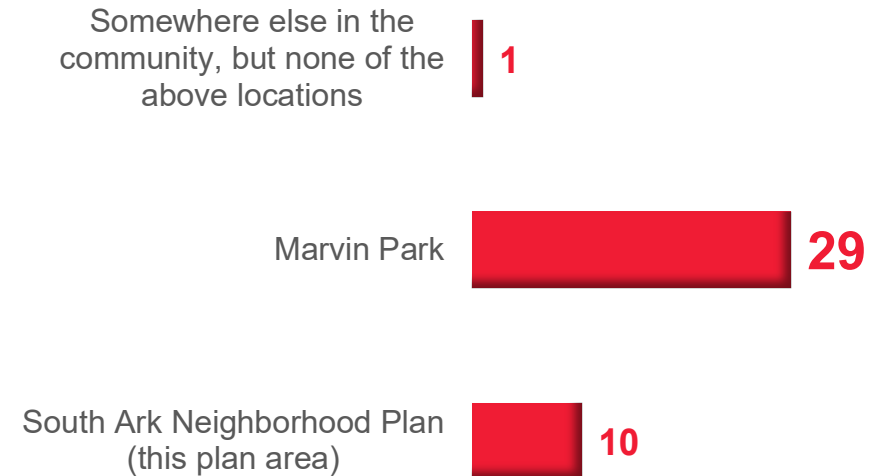


## SMALL OUTDOOR COMMUNITY GATHERING / FLEX SPACE (AMPHITHEATER, PAVILION, ETC.)

### ONLINE SURVEY RESPONDENTS (781)



### OPEN HOUSE RESPONSES (40)

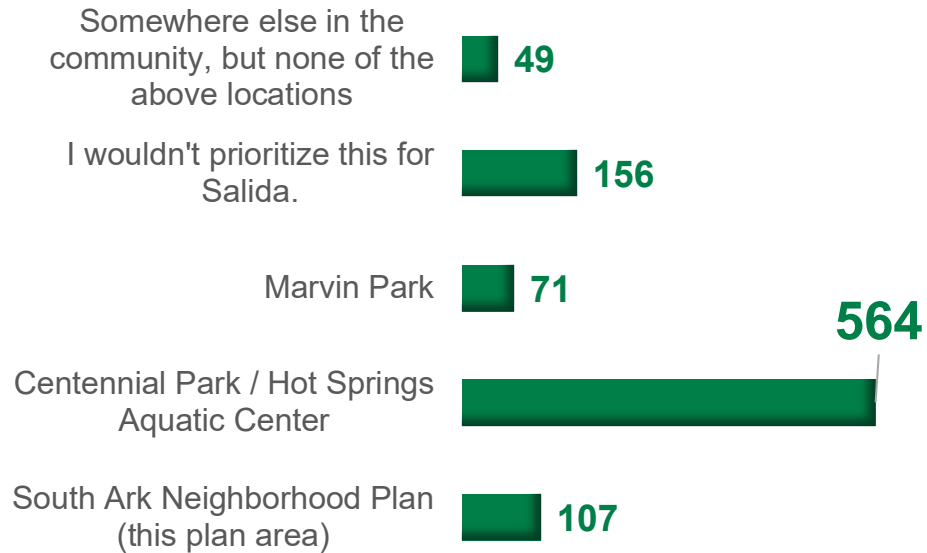


# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? *(SELECT UP TO TWO)*

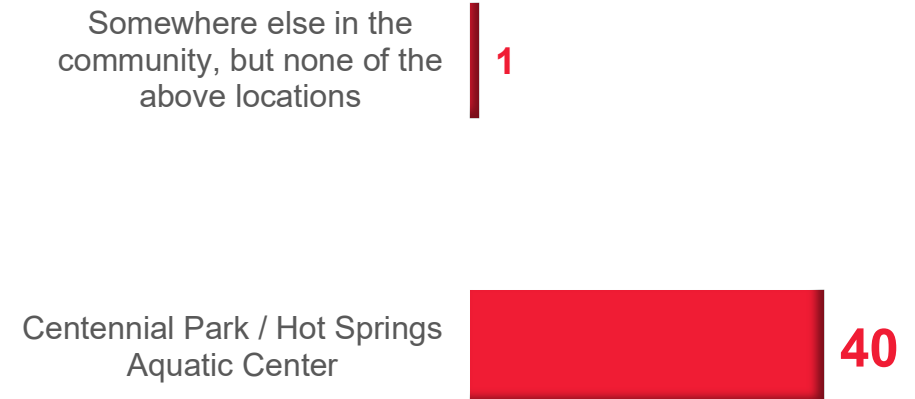


## OUTDOOR POOL(S) (SOAKING, FAMILY-STYLE)

### ONLINE SURVEY RESPONDENTS (780)

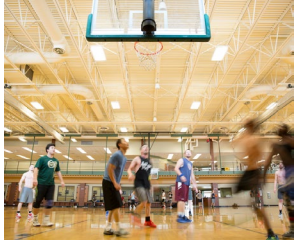


### OPEN HOUSE RESPONSES (41)



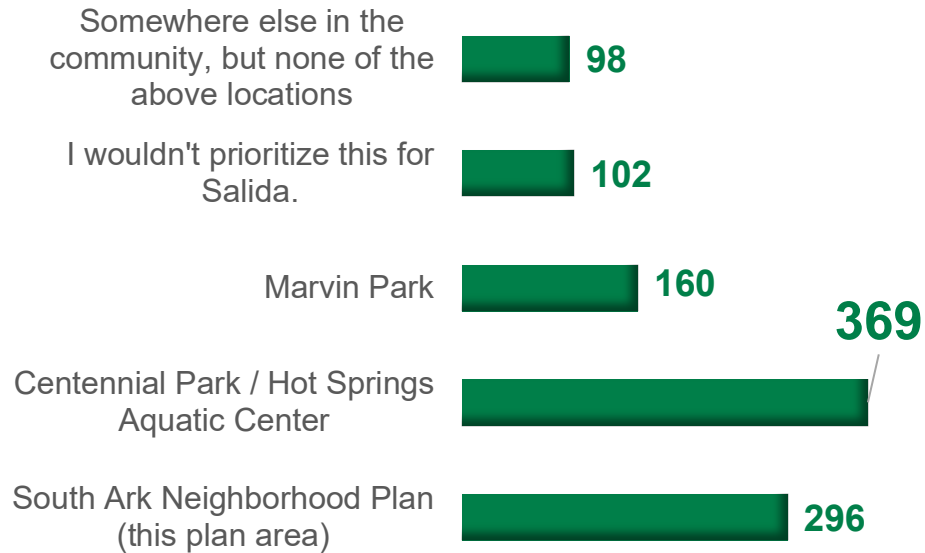


# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? *(SELECT UP TO TWO)*

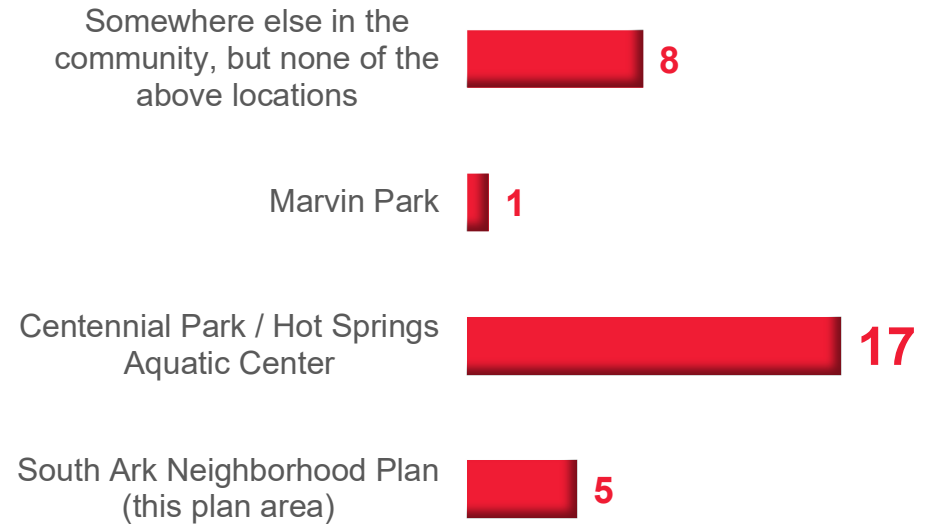


## INDOOR SPORTS COURTS (BASKETBALL, VOLLEYBALL, PICKLEBALL, FUTSAL, ETC.)

### ONLINE SURVEY RESPONDENTS (778)



### OPEN HOUSE RESPONSES (31)

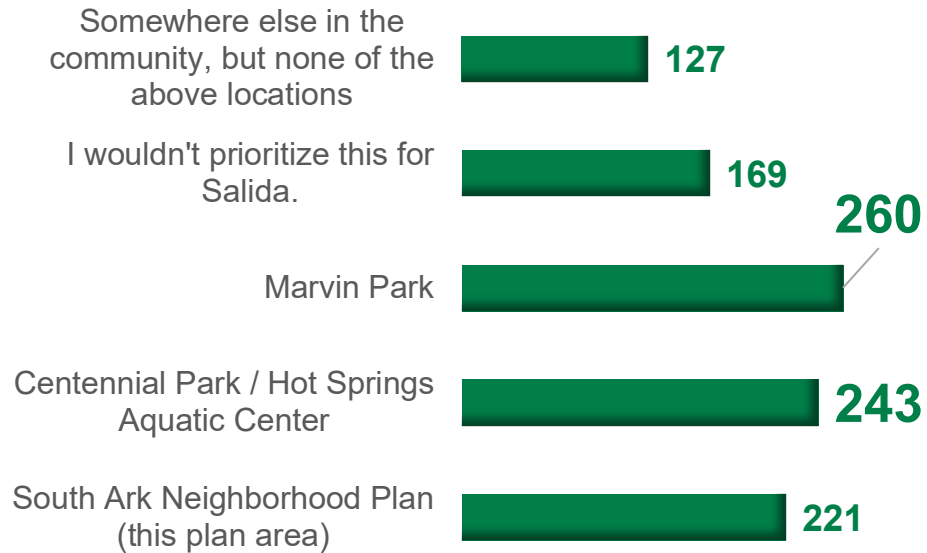


# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? *(SELECT UP TO TWO)*

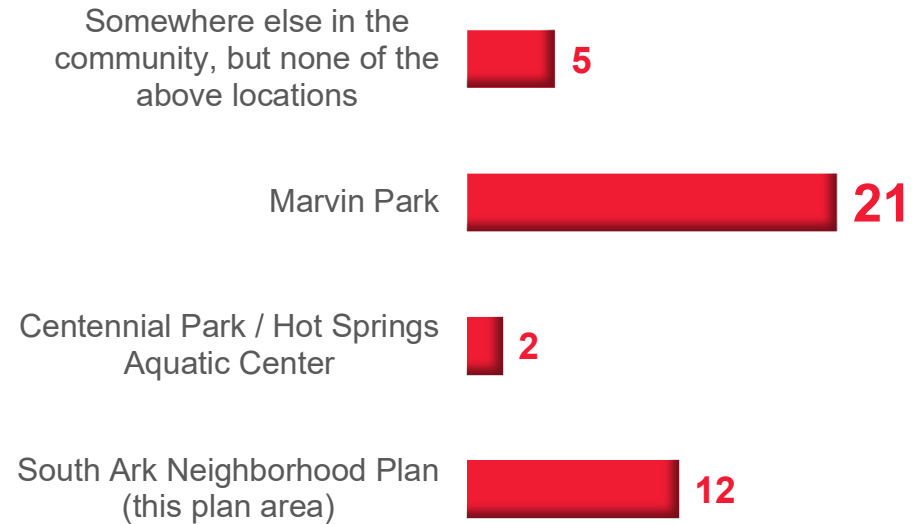


## ICE RINK (ICE SKATING, HOCKEY, CURLING)

### ONLINE SURVEY RESPONDENTS (781)



### OPEN HOUSE RESPONSES (40)

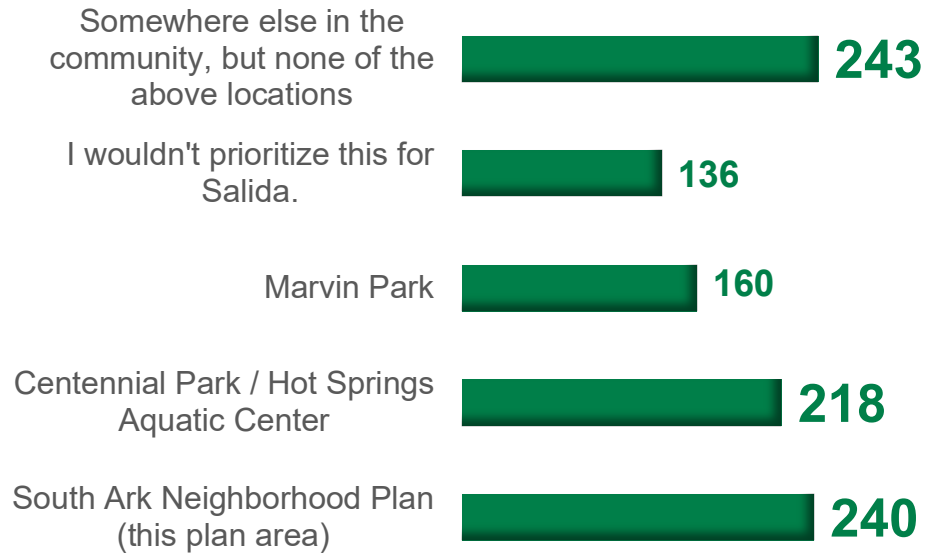


# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? *(SELECT UP TO TWO)*

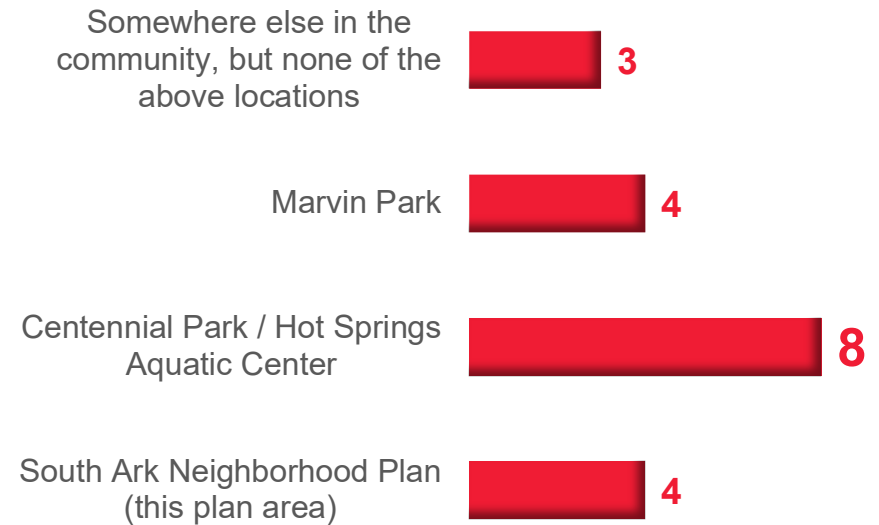


## FLEXIBLE INDOOR COMMUNITY SPACE (COMMUNITY EDUCATION, MEETING SPACE, CRAFTING, ETC.)

### ONLINE SURVEY RESPONDENTS (778)



### OPEN HOUSE RESPONSES (19)



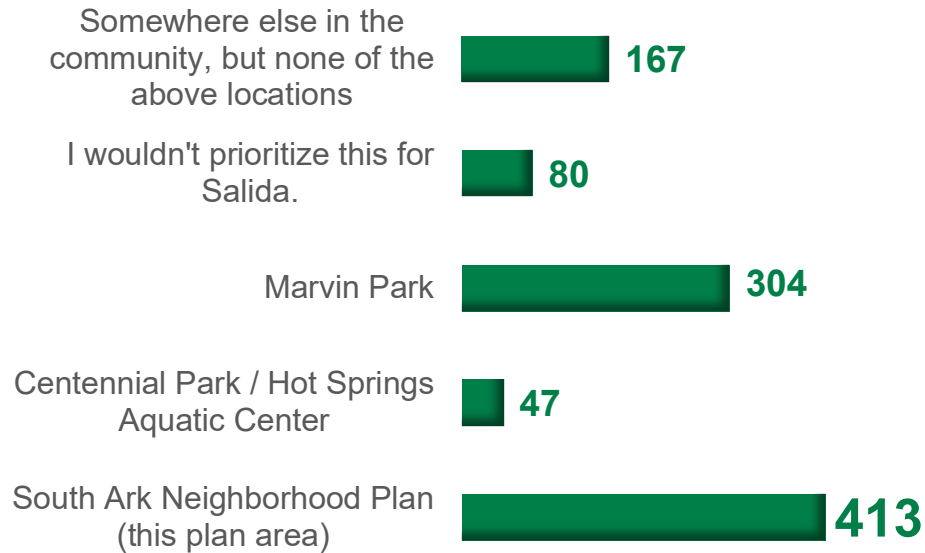
# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? (SELECT UP TO TWO)



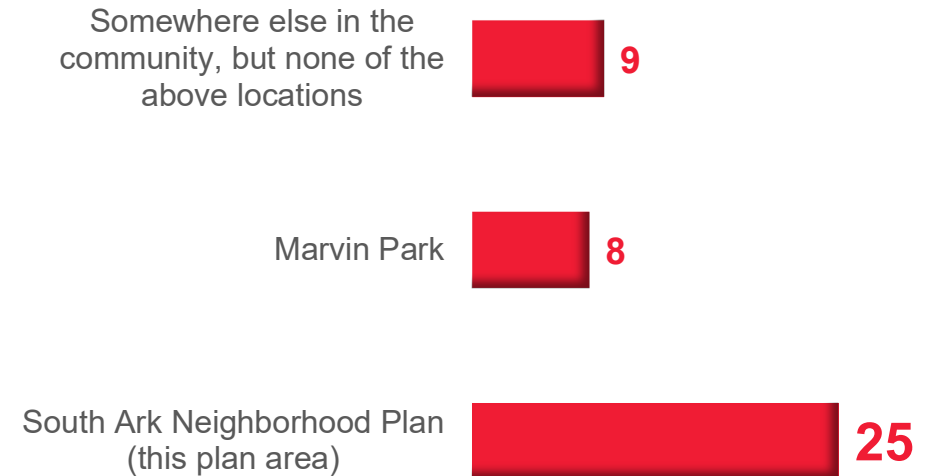
## ATHLETIC FIELDS

(BASEBALL, SOFTBALL, SOCCER, FOOTBALL, LACROSSE, ETC.)

### ONLINE SURVEY RESPONDENTS (781)



### OPEN HOUSE RESPONSES (42)



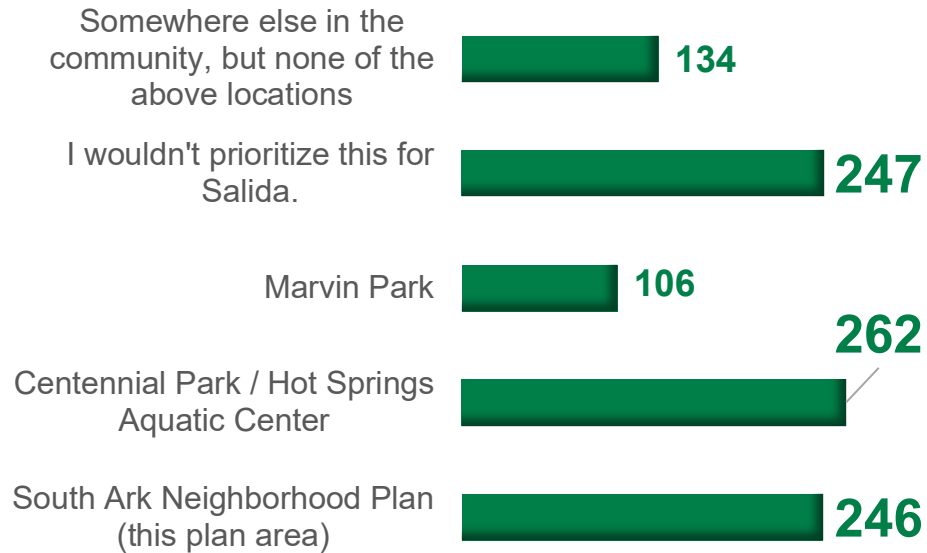
# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? *(SELECT UP TO TWO)*



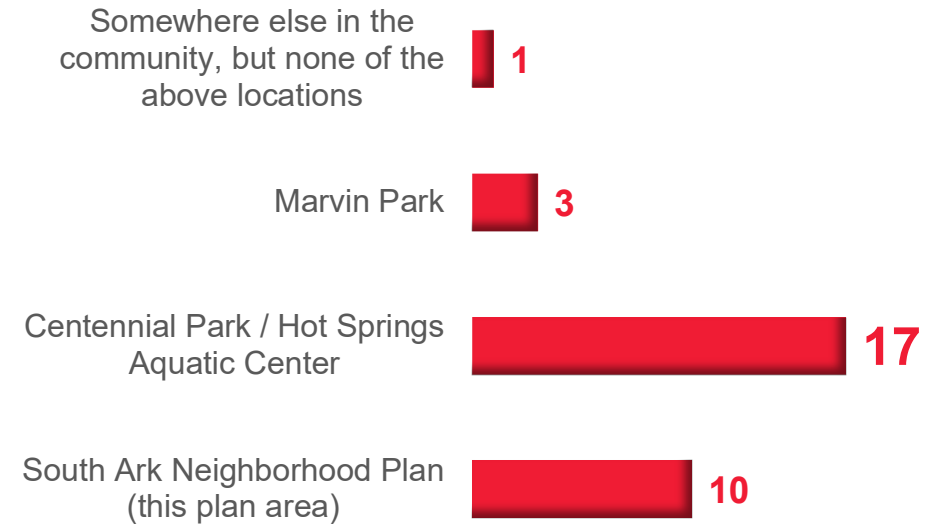
## TRAINING AREA

(INDOOR TURF, CLIMBING WALL, TRAMPOLINE, FOAM JUMPING PIT, ETC.)

### ONLINE SURVEY RESPONDENTS (782)



### OPEN HOUSE RESPONSES (31)

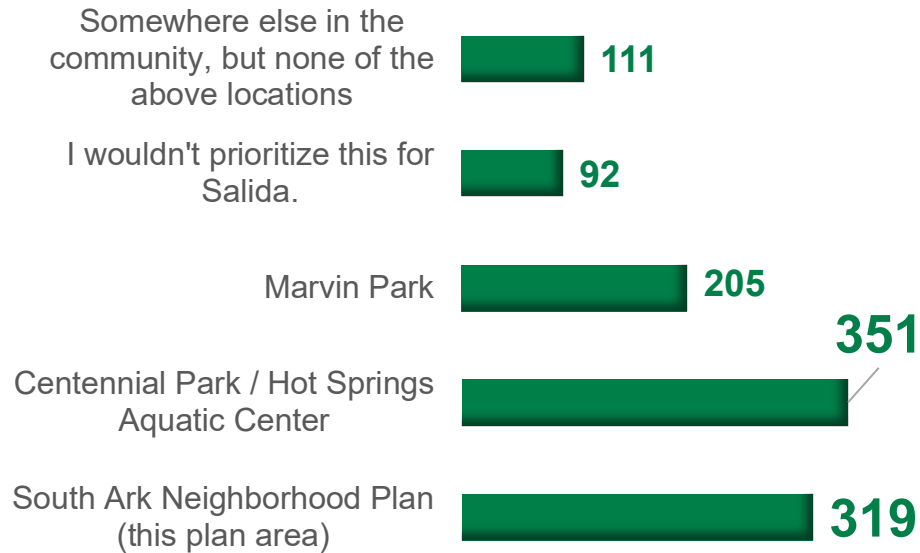


# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? *(SELECT UP TO TWO)*

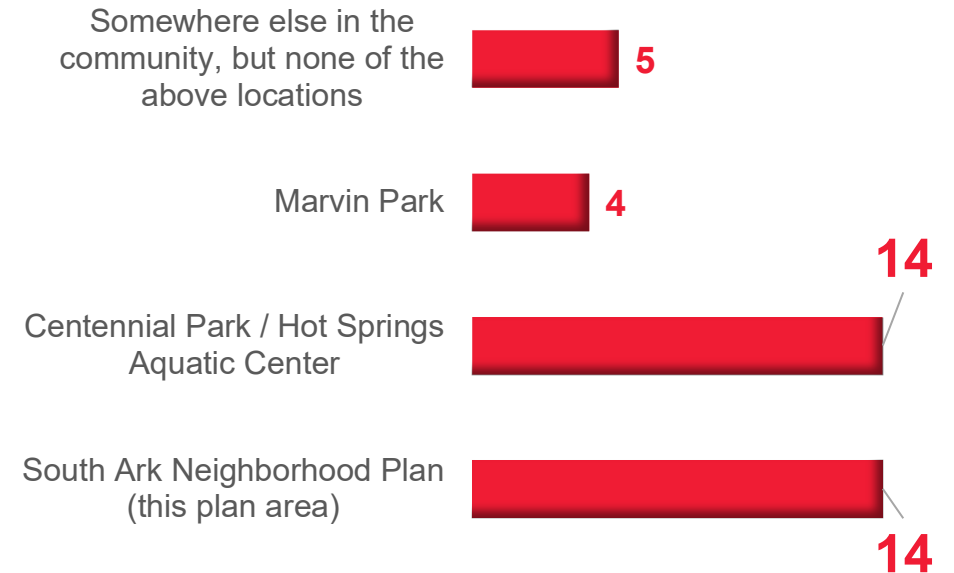


## OUTDOOR SPORTS COURTS (BASKETBALL, TENNIS, PICKLEBALL, ETC.)

### ONLINE SURVEY RESPONDENTS (783)



### OPEN HOUSE RESPONSES (37)

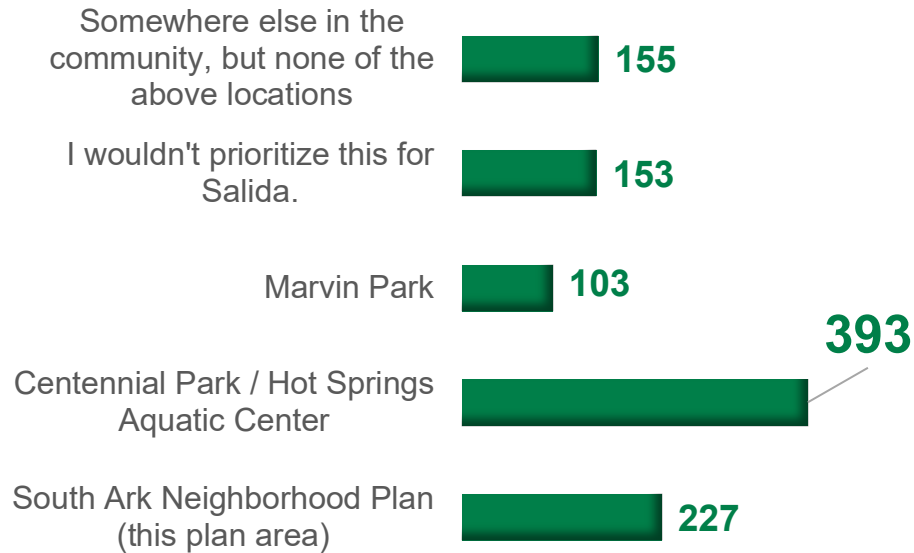


# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? (SELECT UP TO TWO)

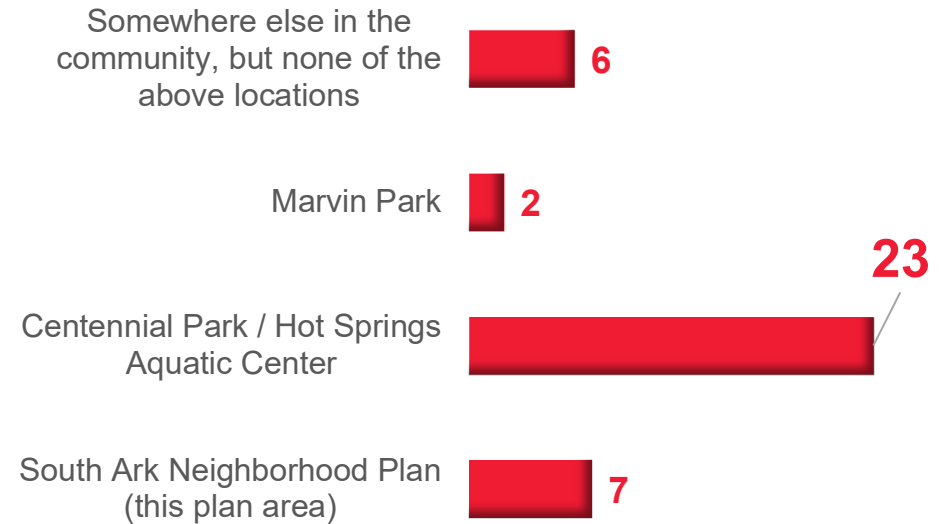


## FITNESS CENTER (WEIGHT ROOM, YOGA/EXERCISE CLASSES, ETC.)

### ONLINE SURVEY RESPONDENTS (782)



### OPEN HOUSE RESPONSES (38)

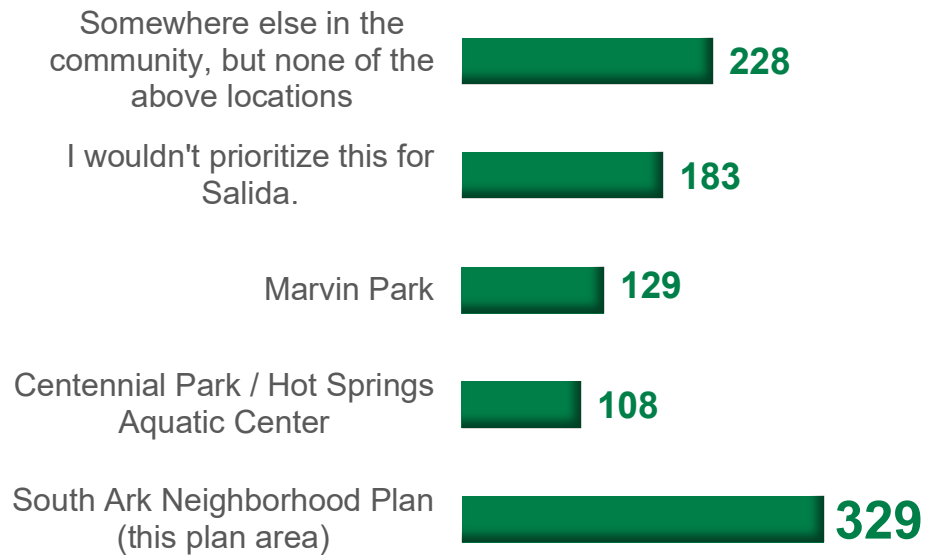


# WHICH LOCATION WOULD YOU PRIORITIZE FOR THIS RECREATION AMENITY? (SELECT UP TO TWO)

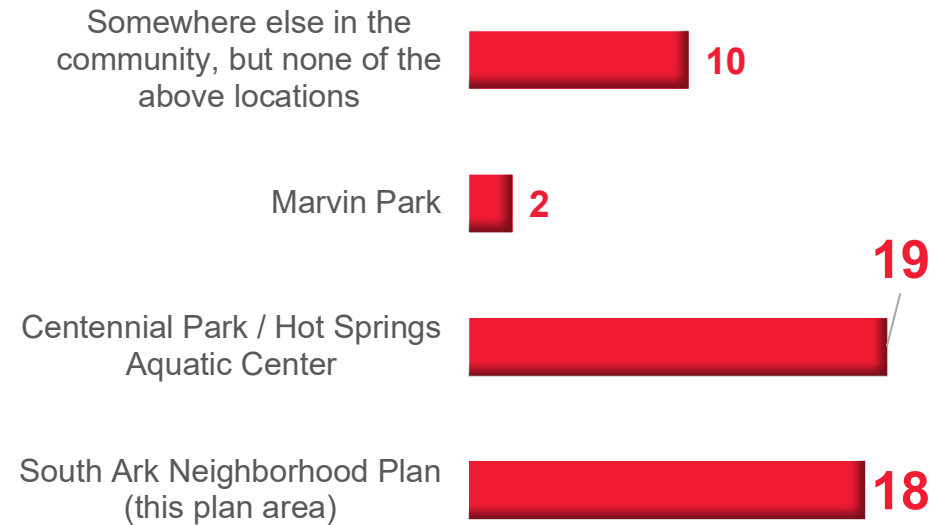


## MOUNTAIN BIKE PUMP TRACK / BMX SKILLS COURSE

### ONLINE SURVEY RESPONDENTS (783)



### OPEN HOUSE RESPONSES (49)



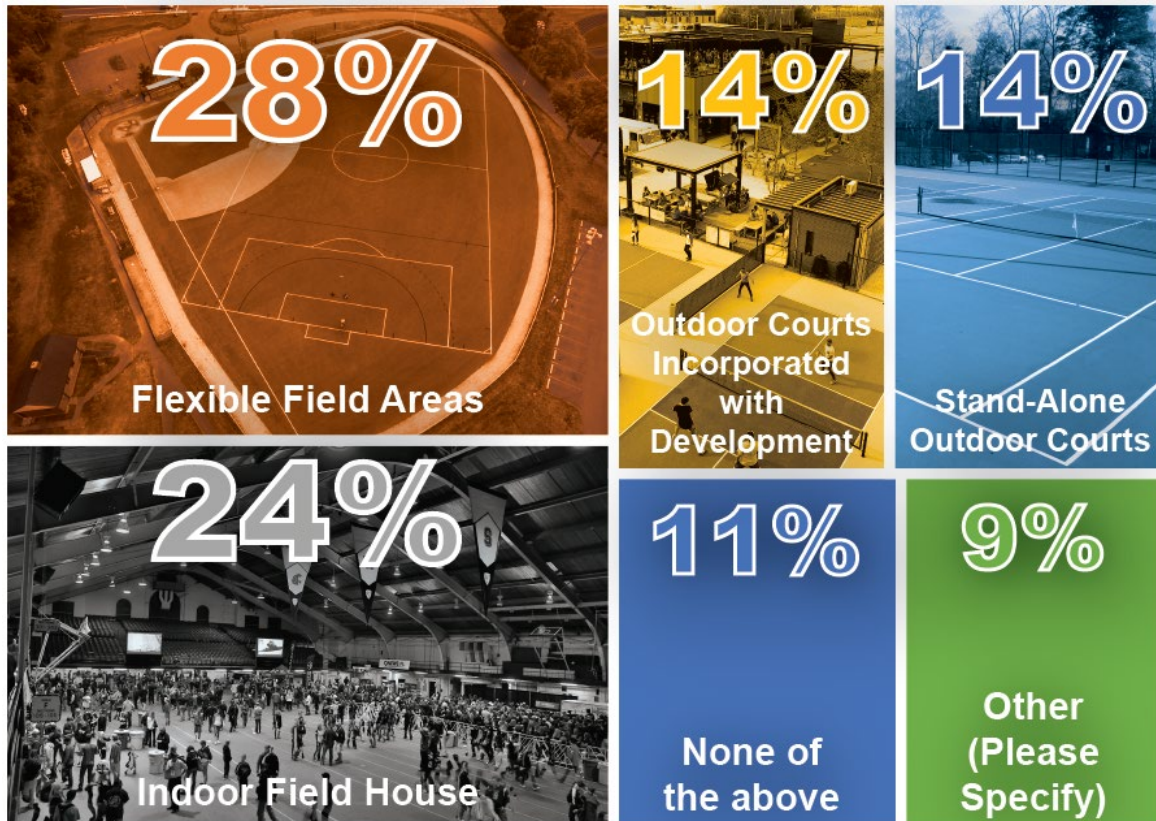


# RECREATION AMENITIES & FACILITIES

Facility Type Preference

# WHAT IS YOUR PREFERRED SPORTS FACILITY TYPE FOR THE SOUTH ARK NEIGHBORHOOD? (SELECT UP TO TWO)

## ONLINE SURVEY RESPONDENTS (749)



## OPEN HOUSE RESPONSES (139)



# WHAT IS YOUR PREFERRED SPORTS FACILITY TYPE FOR THE SOUTH ARK NEIGHBORHOOD?

---

- Consistent Themes in Online Survey “Other” Responses:

“Pump Track”

“Open Space”

“Ice Rink”

“Disc Golf”

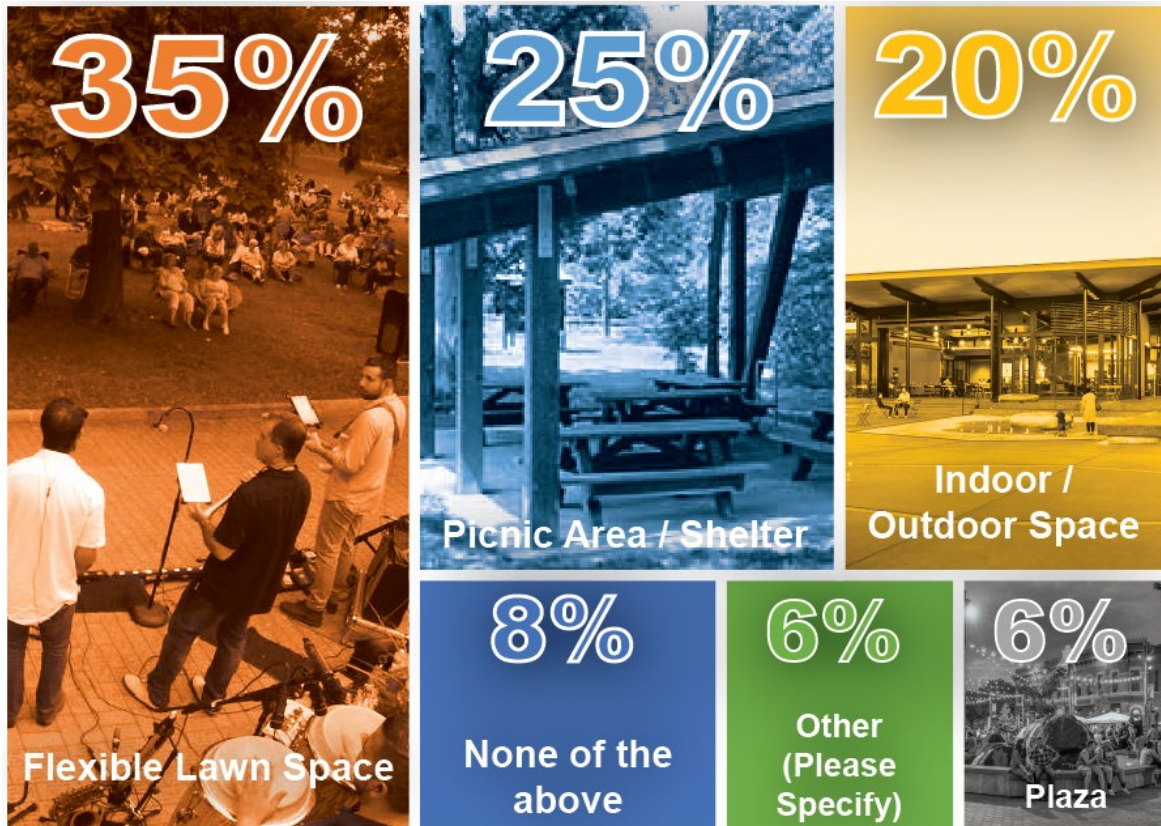
“Rec Center”

“Natural  
Recreation”

“Pickleball Courts”

# WHAT IS YOUR PREFERRED COMMUNITY GATHERING / EVENTS TYPE FOR THE SOUTH ARK NEIGHBORHOOD? (SELECT UP TO TWO)

## ONLINE SURVEY RESPONDENTS (749)



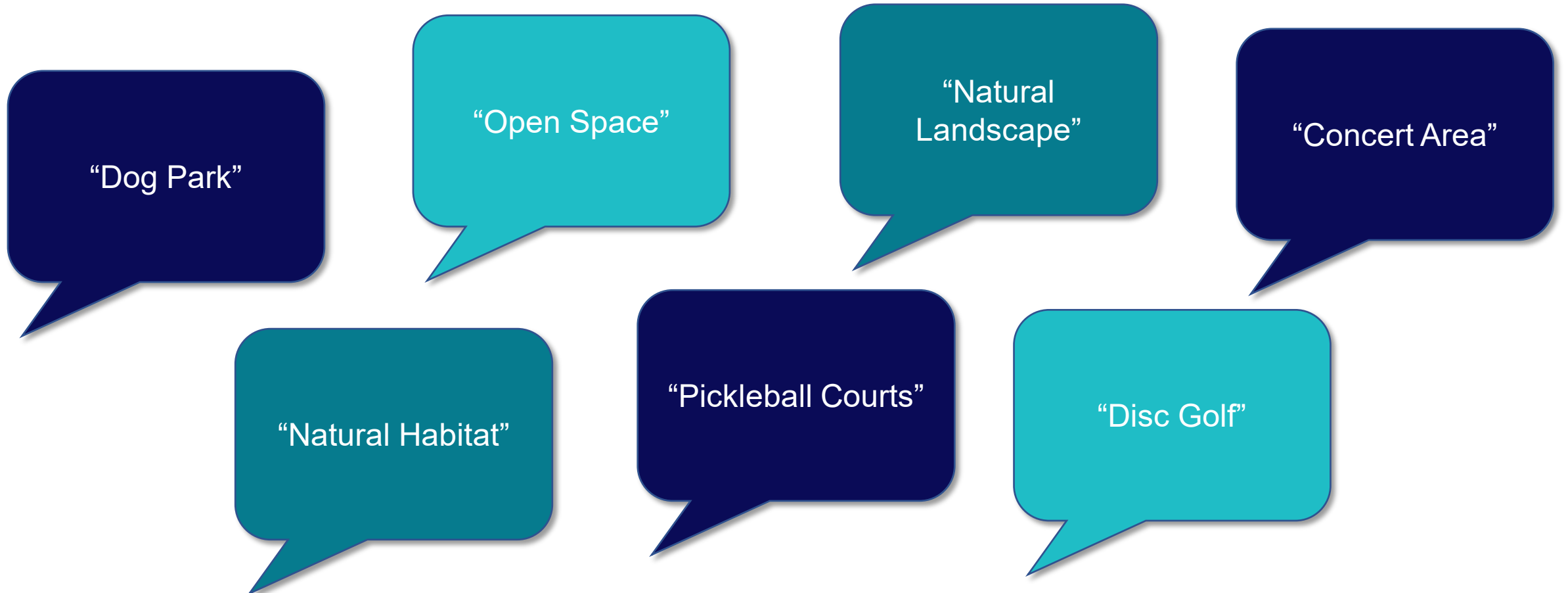
## OPEN HOUSE RESPONSES (59)



# WHAT IS YOUR PREFERRED COMMUNITY GATHERING / EVENTS TYPE FOR THE SOUTH ARK NEIGHBORHOOD?

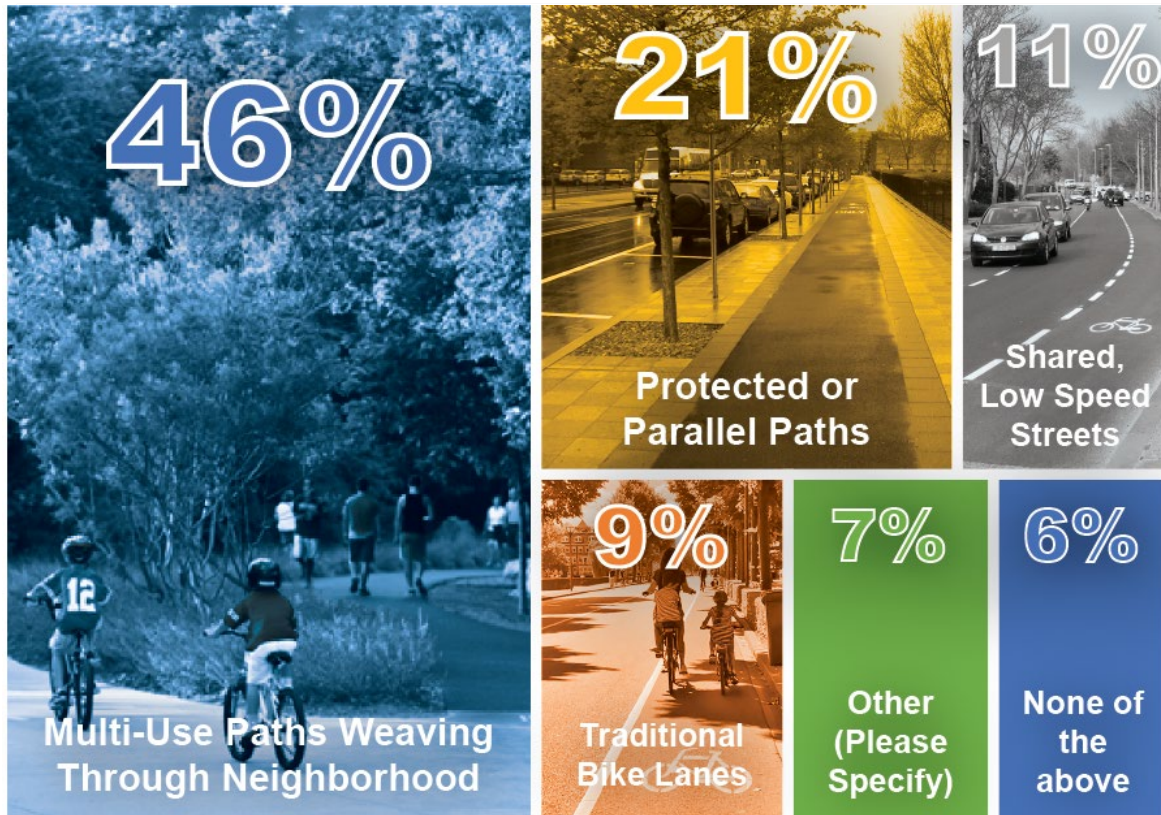
---

- Consistent Themes in Online Survey “Other” Responses:

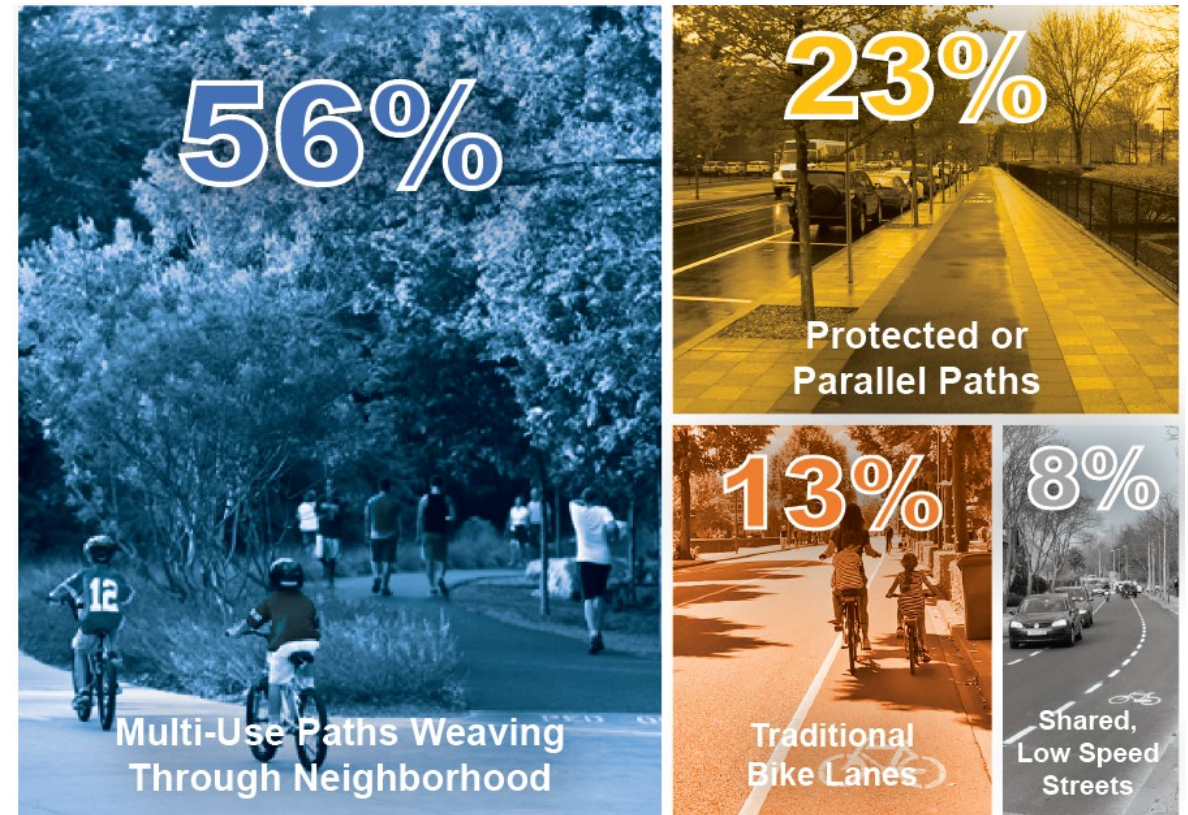


# WHAT IS YOUR PREFERRED BIKE AND PEDESTRIAN TRAILS TYPE FOR THE SOUTH ARK NEIGHBORHOOD? (SELECT UP TO TWO)

## ONLINE SURVEY RESPONDENTS (746)



## OPEN HOUSE RESPONSES (52)



# WHAT IS YOUR PREFERRED BIKE AND PEDESTRIAN TRAILS TYPE FOR THE SOUTH ARK NEIGHBORHOOD?

---

- Consistent Themes in Online Survey “Other” Responses:

“Dirt Trails”

“Natural Trails”

“Existing Trails”

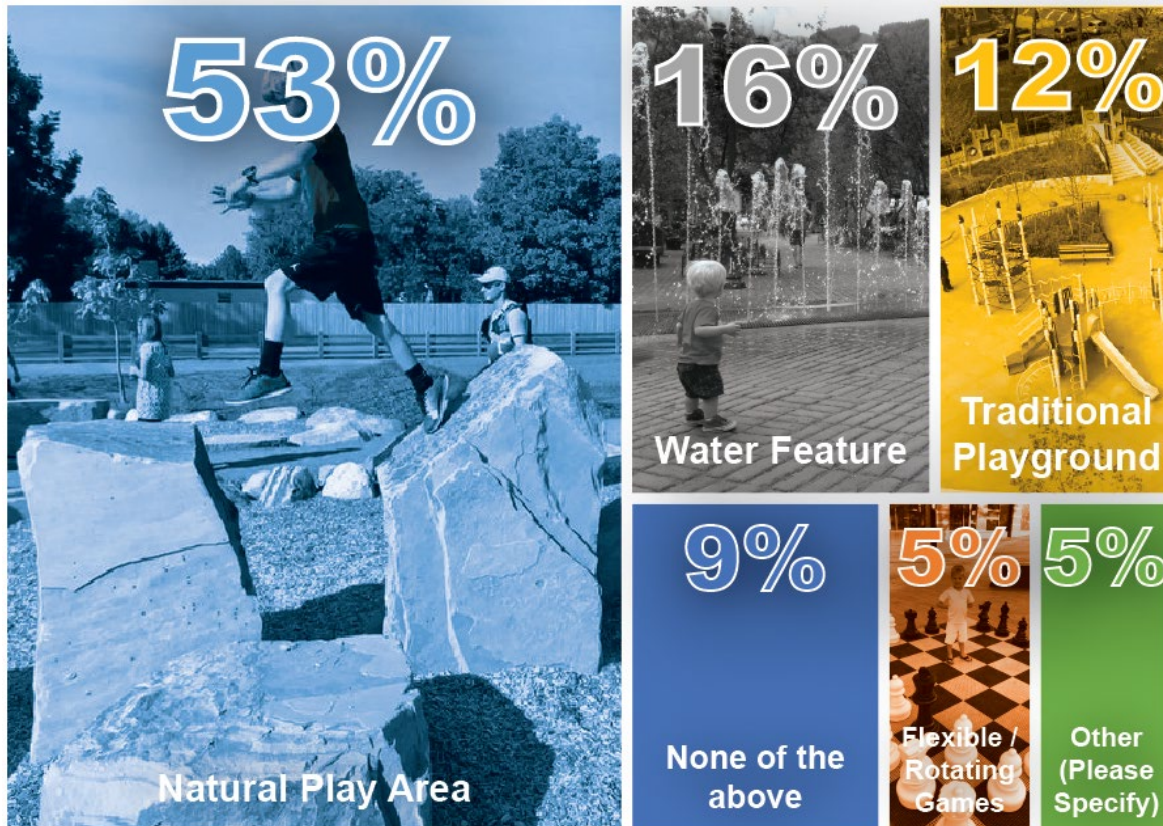
“A few multi-use paths”

“Mountain Bike/Single Track Trails”

“Trails that connect to the Methodist Mountain Trail System”

# WHAT IS YOUR PREFERRED CHILDREN PLAY TYPE FOR THE SOUTH ARK NEIGHBORHOOD? (SELECT UP TO TWO)

## ONLINE SURVEY RESPONDENTS (745)



## OPEN HOUSE RESPONSES (48)





# WHAT IS YOUR PREFERRED CHILDREN PLAY TYPE FOR THE SOUTH ARK NEIGHBORHOOD?

---

- Consistent Themes in Online Survey “Other” Responses:

“Natural Experience”

“Open Space”

“Natural area near the river”

# KEY TAKEAWAYS

---

- The top preferences of Online Respondents vs. Open House Responses varied for both the Sports Facility Types and the Community Gathering/Events Types.
- The top preferences of Online Respondents vs. Open House Responses were consistent, however, for both the Bike & Pedestrian Trail Types and the Children Play Types.

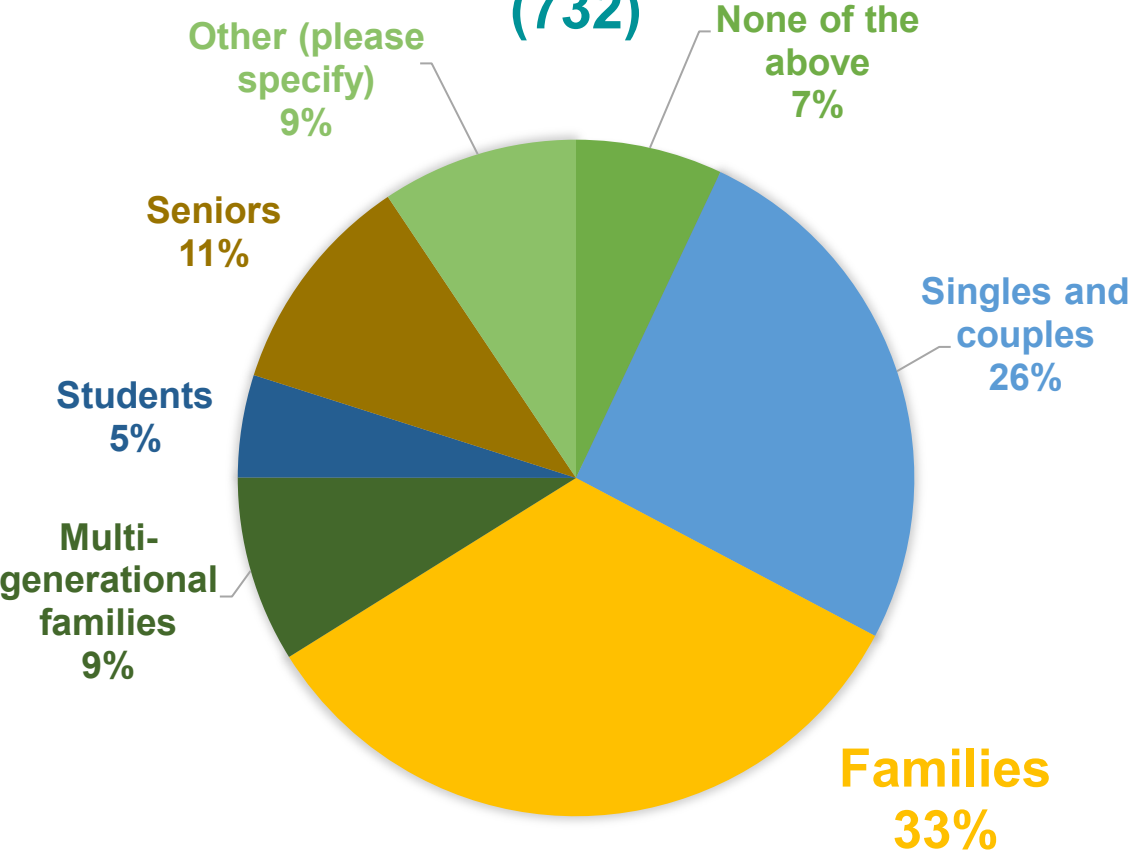
# HOUSING

## Housing Type Preference

# WHO SHOULD SOUTH ARK HOUSING BE DESIGNED TO SERVE? (SELECT UP TO TWO)

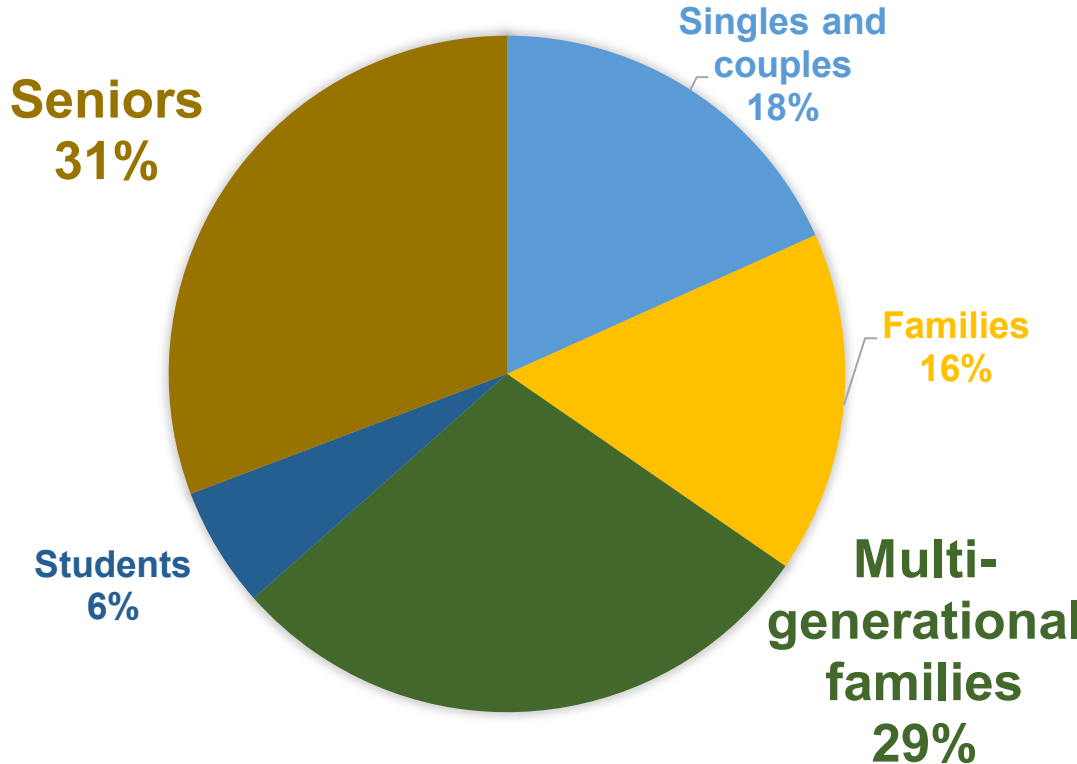
## ONLINE SURVEY RESPONDENTS

(732)



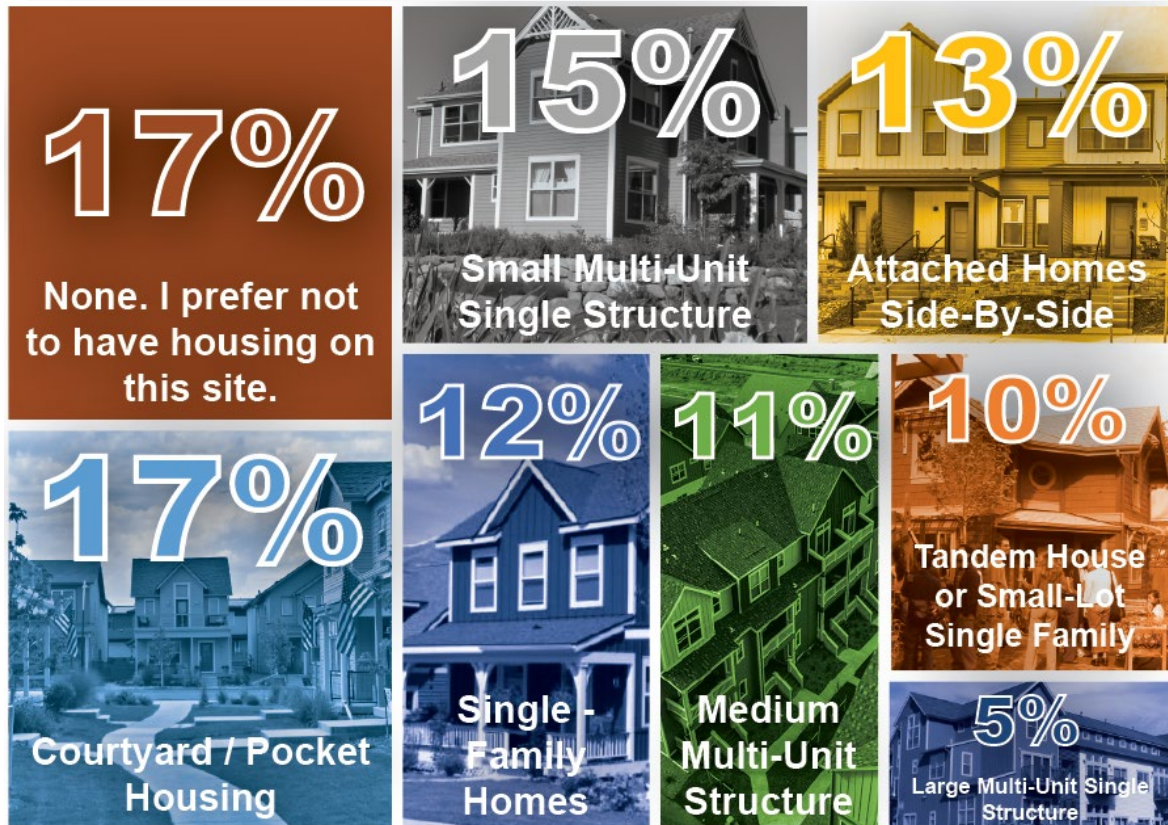
## OPEN HOUSE RESPONSES

(104)

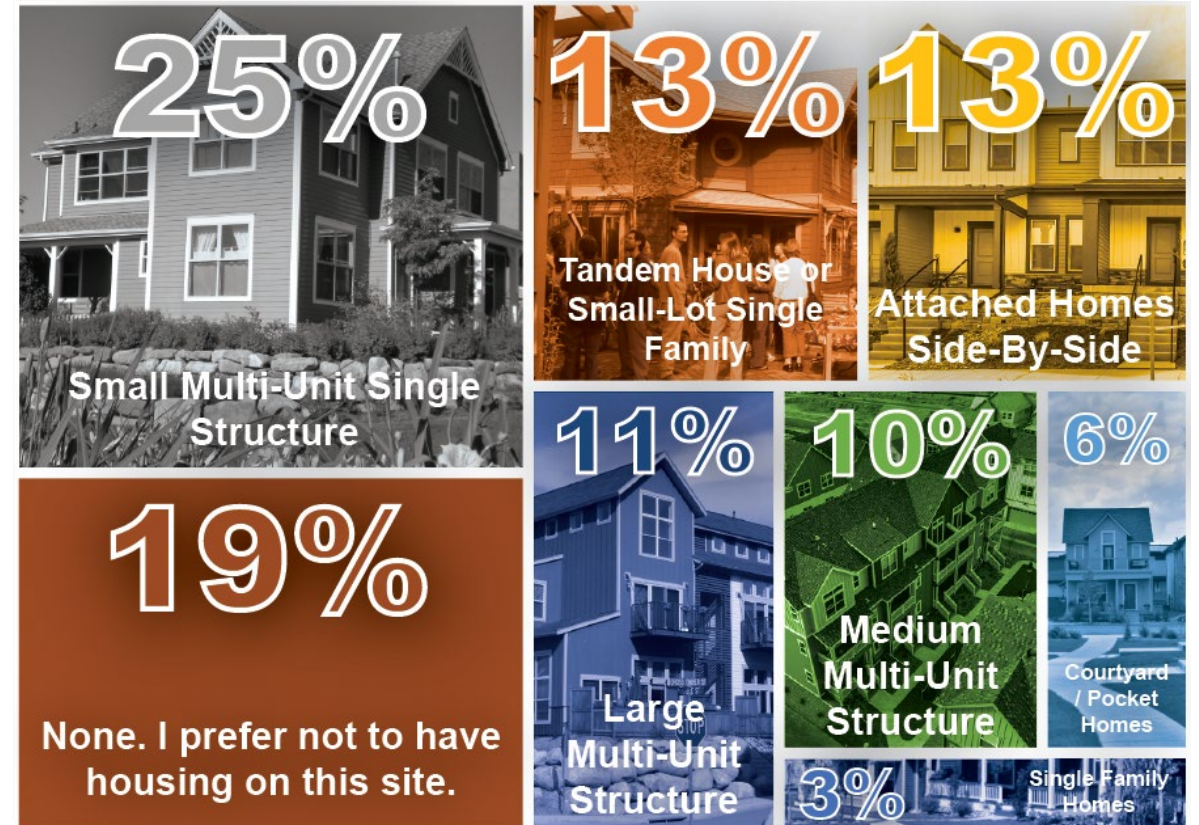


# WHAT TYPES OF HOUSING ARE APPROPRIATE FOR THE SOUTH ARK NEIGHBORHOOD? (SELECT UP TO THREE)

## ONLINE SURVEY RESPONDENTS (732)



## OPEN HOUSE RESPONSES (123)



# KEY TAKEAWAYS

---

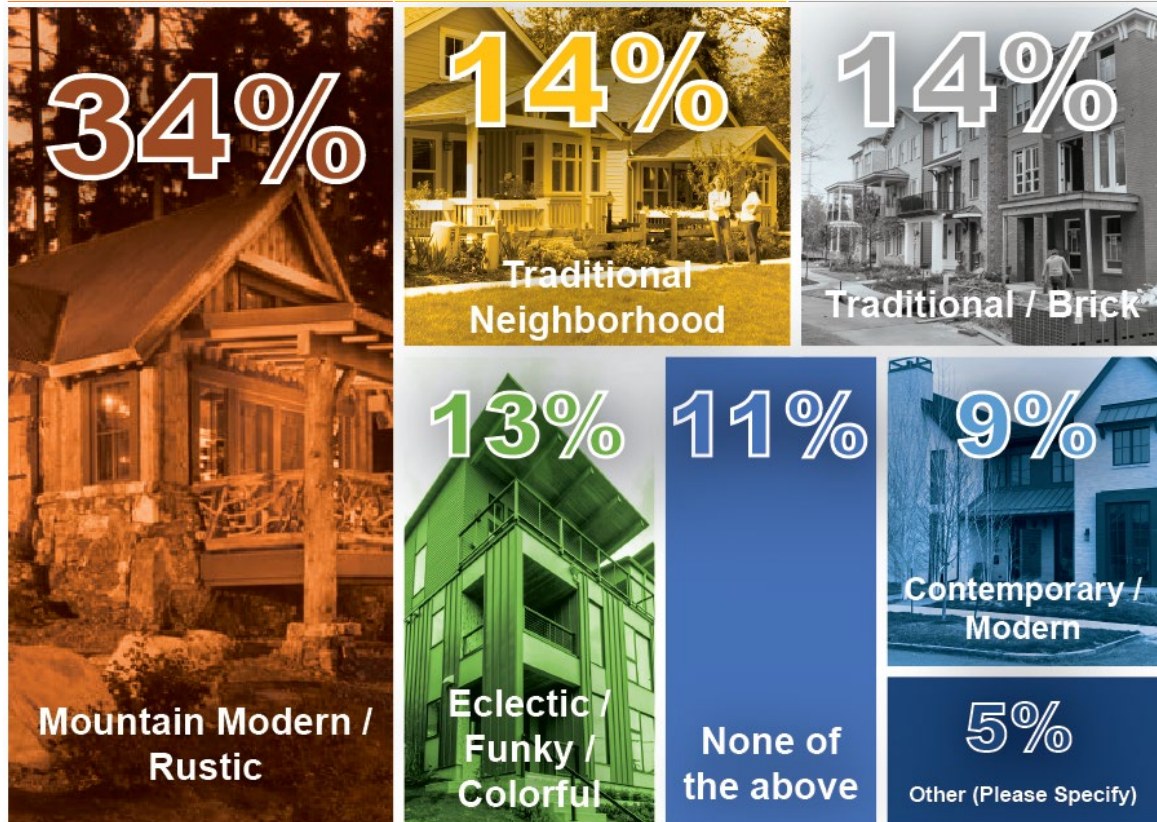
- Responses differed quite a bit in this category between Online participants vs. Open House participants:
  - For Housing target demographics, Online participants prioritized housing for Families and Singles & Couples, whereas Open House participants prioritized housing for Seniors and Multi-Generational Families.
  - For appropriate Housing Types, Online participants prioritized a more evenly dispersed set of housing types, whereas a quarter of Open House participants prioritized Small Multi-Unit Single Structures (2-4 or more units in a single structure), which shows consistency with typical housing types for the target demographics expressed at the Open House.

# HOUSING

## Architectural Character Preference

# WHAT STYLE(S) OF ARCHITECTURE ARE YOU DRAWN TO FOR THE SITE? (SELECT UP TO TWO)

## ONLINE SURVEY RESPONDENTS (731)



## OPEN HOUSE RESPONSES (134)





# WHAT STYLE(S) OF ARCHITECTURE ARE YOU DRAWN TO FOR THE SITE?

---

- Consistent Themes in Online Survey “Other” Responses:

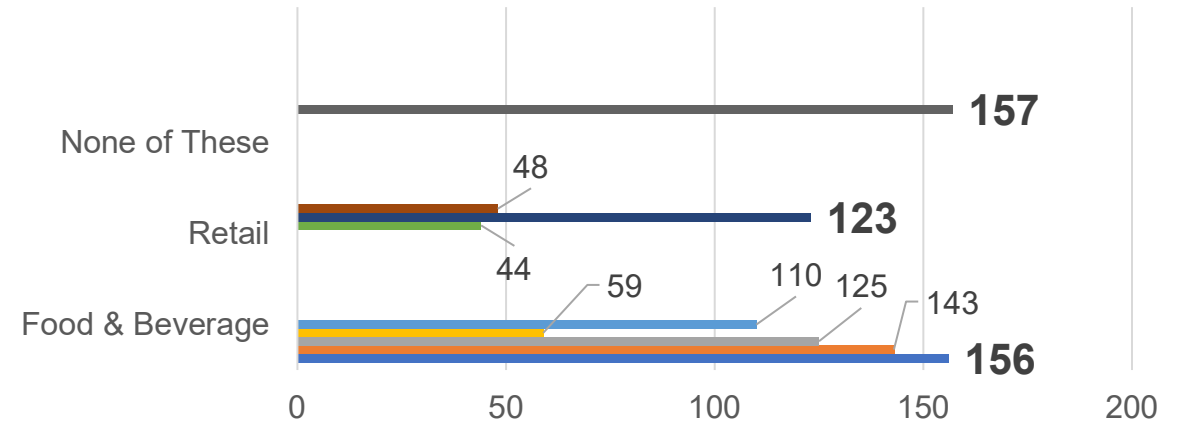
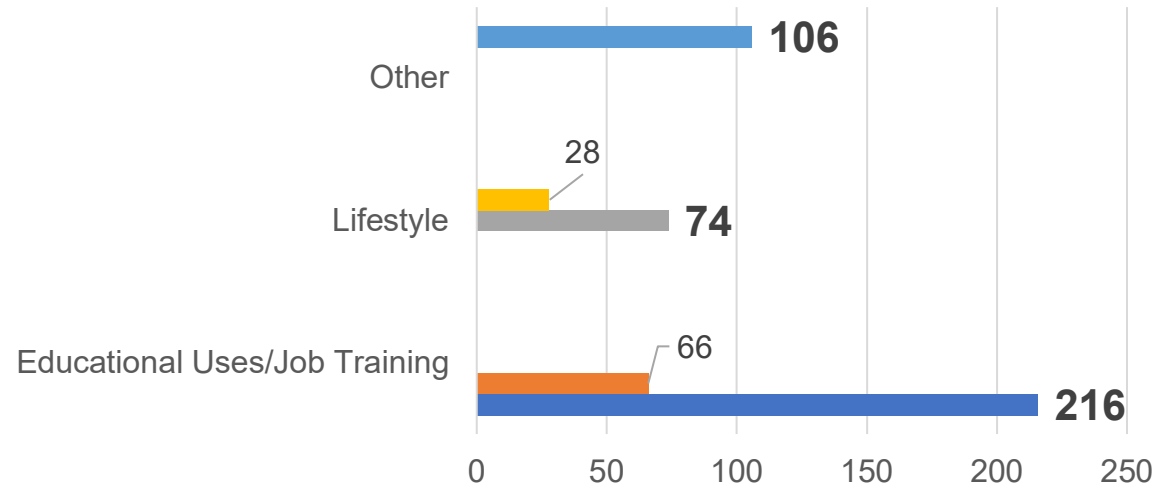


# ADDITIONAL USES

Other Use Preferences

# WHAT OTHER TYPES OF USES ARE DESIRED AND APPROPRIATE FOR THIS LOCATION? *(SELECT UP TO THREE)*

## ONLINE SURVEY RESPONDENTS (719)

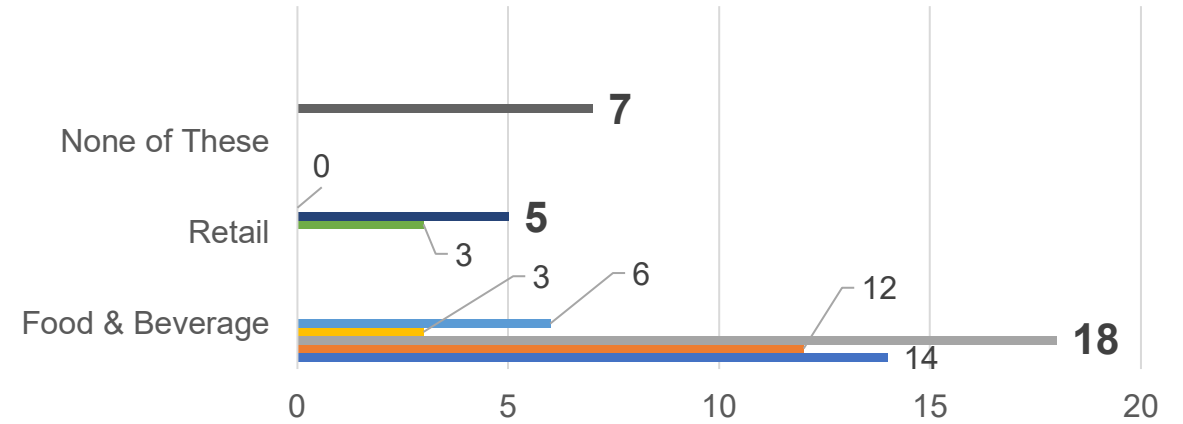
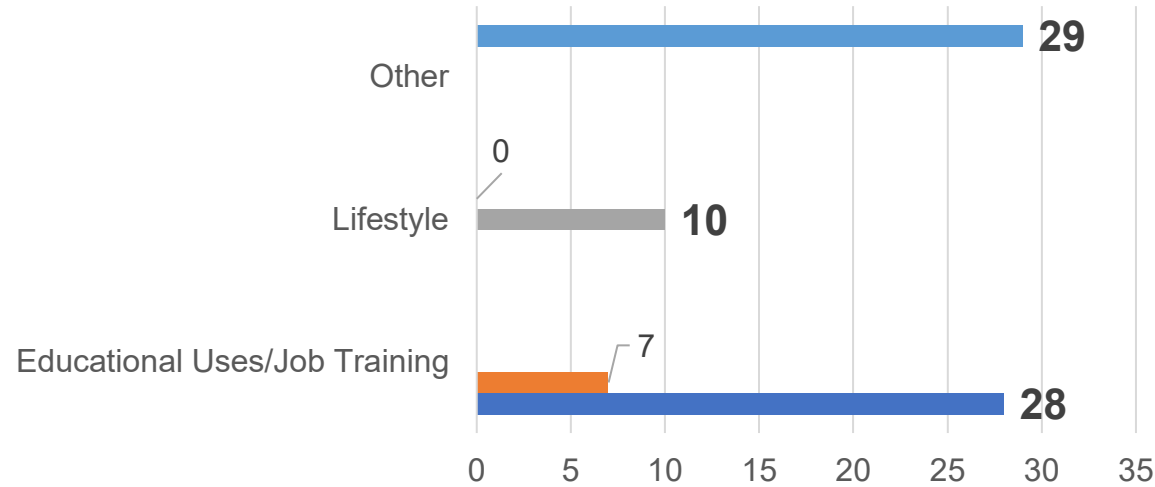


- Other
- Spa
- Exercise Studio
- A Salida School District facility
- College-level classrooms and/or administrative offices (Colorado Mountain College, for example)

- None
- Job training facility
- Small, local retailer
- Outdoor retailer (e.g. REI or other)
- A food hall or incubator for small businesses
- A brick and mortar restaurant
- A small food stand or market
- Temporary/seasonal food and beverage (e.g. food trucks or concession)
- A local food and beverage destination

# WHAT OTHER TYPES OF USES ARE DESIRED AND APPROPRIATE FOR THIS LOCATION? *(SELECT UP TO THREE)*

## OPEN HOUSE RESPONSES (142)



- Other
- Spa
- Exercise Studio
- A Salida School District facility
- College-level classrooms and/or administrative offices (Colorado Mountain College, for example)

- None
- Job training facility
- Small, local retailer
- Outdoor retailer (e.g. REI or other)
- A food hall or incubator for small businesses
- A brick and mortar restaurant
- A small food stand or market
- Temporary/seasonal food and beverage (e.g. food trucks or concession)
- A local food and beverage destination

# KEY TAKEAWAYS

---

- Online respondents more strongly expressed disinterest in the “Additional Uses” (~22%) than the Open House participants (~5%).
- A potential higher education/Colorado Mountain College (CMC) presence for the South Ark Neighborhood received high levels of support by both types of respondents.
- Interest in Food & Beverage and Retail emphasized “small” and “local” across a few different preferences.

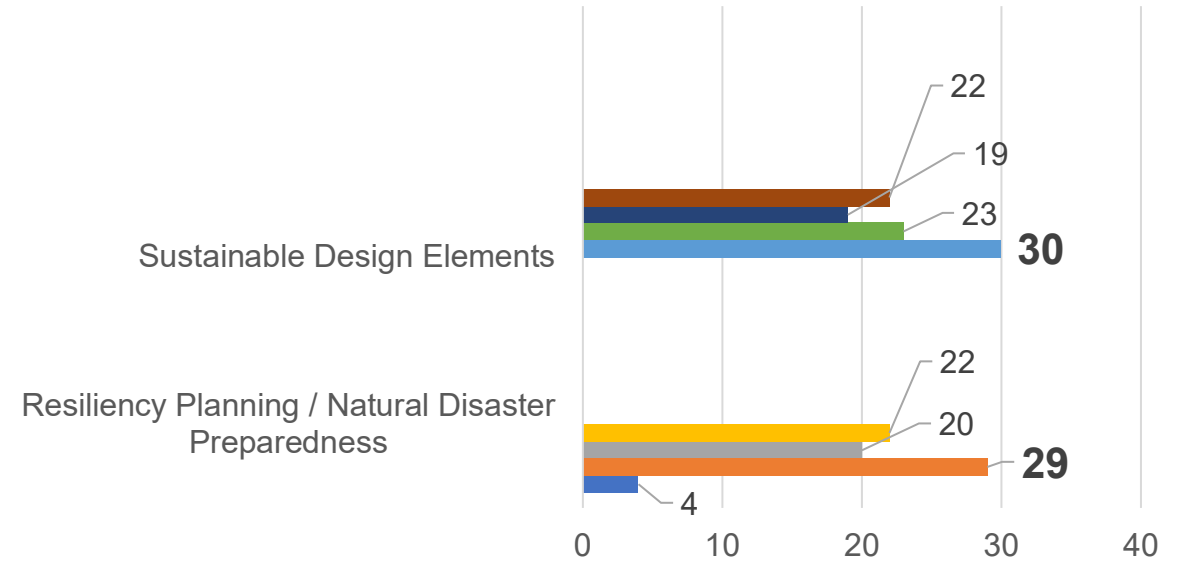
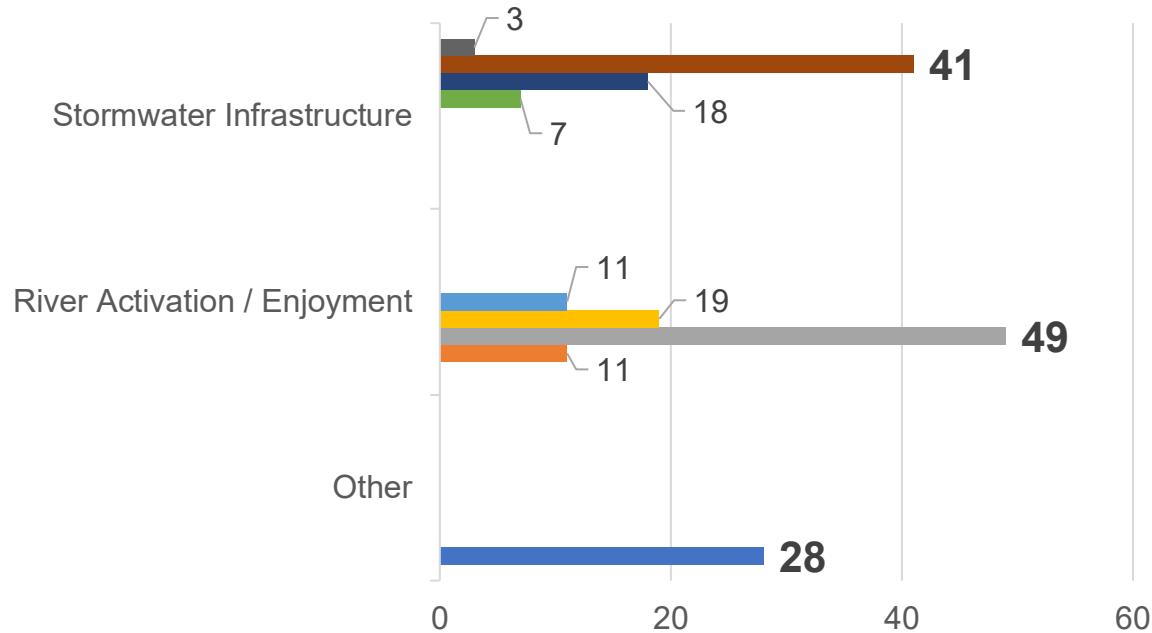
# ADDITIONAL USES

Environmental & Sustainability Feature Preferences



# WHAT ENVIRONMENTAL & SUSTAINABILITY FEATURES ARE YOUR PREFERENCE FOR EACH CATEGORY? (SELECT UP TO THREE)

## OPEN HOUSE RESPONSES (328)



- Formal/Designed Holding Areas
- Landscaped & Permeable Trails
- Sitting/Viewing Areas
- Accessible River Trails
- Other
- Natural Holding Areas
- Water Gardens Along Streets
- Boardwalk Trails
- Fishing

- On-Site Food Production
- Neighborhood Solar Energy
- Right-Sizing Infrastructure
- Fire Preparation
- Rainwater Harvesting/Reuse
- Low Water Landscapes
- Flood Preparation
- Debris Flow Mapping

# WHAT ARE YOUR ENVIRONMENTAL PREFERENCES FOR THE SITE? *(SELECT UP TO TWO)*

## CONSISTENT THEMES FROM ONLINE SURVEY RESPONDENTS (314)

**ENVIRONMENTAL DESIGN OF BUILDINGS**  
(GEOTHERMAL, SOLAR, PASSIVE DESIGN, HEAT PUMPS GREYWATER SYSTEMS)

**LEAVE AS IS**  
(NO DEVELOPMENT)

**LESS CAR USE**  
(WALKABLE, BIKEABLE, TRANSIT USE)

**NATURAL LANDSCAPES**  
(BIOCHAR, XERISCAPE, NATIVE PLANTS)

**PROTECT WILDLIFE HABITAT**  
(PROTECT RIVER AND WETLANDS AS NATURAL, INCORPORATE INTO DESIGN OF FUTURE DRAINAGE)

**HEALTHY PLACES**  
(COMMUNITY GARDENS, EXERCISE AREAS, TRAILS, ETC.)

**ECO-CONSCIOUS**  
(RECYCLE, COMPOSTING, ELECTRIC CAR CHARGING ETC.)

**ENVIRONMENTAL EDUCATION**  
(COLLABORATE WITH GARNA, TROUT UNLIMITED, CCC, ETC.)