

Strengths

- Animas River Trail usage and proximity to the site
- New in-river whitewater course
- Chamber of Commerce proximity to site
- Santa Rita Park
- Existing tree canopy
- Within one mile of downtown Durango with access from Animas River Trail
- Central location for River Trail users
- Existing infrastructure
- US 160 / 550 accessibility
- Parking
- No adjacent residential neighbors
- *Animas River definitely has a history - use it!)River of SWs)*

Weaknesses

- Negative smells from the adjacent wastewater plant
- Minimal trees and landscaping
- Not visible from the parking lot or Highway 550.
- Foot traffic has killed vegetation resulting in dirt surfaces which can become dusty and/or muddy resulting in poor transition to the river
- No changing rooms
- Lack of signage
- Poor visibility at the intersection with the Animas River Trail
- No bike racks
- Vegetation blocking the views to the river in certain locations.
- *Establish 10-15 year strategic plan (lack of?)*

Opportunities

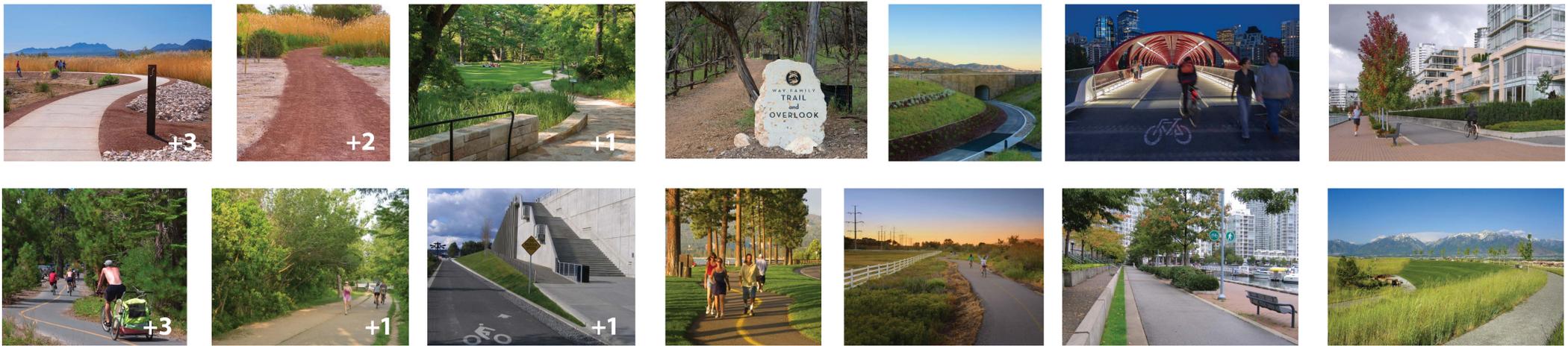
- New identity of Whitewater Park shore
- Re-establish Durango Whitewater Park as a regional *and national* destination.
- Re-align trail and separate boaters, walkers/ joggers and bicyclist
- Provide for special community events, races, and competitions.
- Provide for bicycle racks in key locations
- Create a bypass for bicycles around the congested area near the park
- More shade structures, maybe with solar roof panels
- Improve on signage, both way-finding and history (Smelter, Anasazi, other)
- Create a whitewater information center describing the opportunities for visitors
- Improve boat access near playground
- More public art
- Screen the wastewater treatment plant; *explore better odor management technology*
- Screen the RV dump station
- Improve the bathrooms instead of a changing building; *outdoor shower*
- Make this place something special
- Always keep minimal eco-impact in mind
- *Support SUP*
- *Constant CQI with community input and user feedback*
- *Better bike access across 550 from Santa Rita Park*
- *Access at many places*
- *Camera of corner pocket*
- *Preserve natural feel of Animas River*
- *Suggestions: Power outlets / supply for events to avoid having to use generators. BBQ Grills. Lights on features in river.*

Threats

- Animas River flooding potential
- Other whitewater rapid locations on the Animas River
- Stormwater detention overflow
- *Competition from other whitewater venues.*
- *Sewage treatment plant*

Note: Items in italics on this SWOT indicate additions made by the public during the November 21, 2013 public meeting.

TRAILS



AMPHITHEATER



RIVER EDGE



AMENITIES



LANDSCAPES



ART / INTERPRETIVE

