

# Vision Plan

IMAGINE ALAMOSA COUNTY  
COMPREHENSIVE PLAN



JULY 2024

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*In 20 years, Alamosa County will be...*

... a bold, vibrant expression of what it means to be a prosperous agricultural 21st Century Community.

... a place young people want to come back to or stay. Old people can comfortably afford to live out their last years here, and families can affordably raise their children.

... one of the strongest resilient rural counties in Colorado and a model for sustainable environments in a rural market. Its population will slightly increase. The overall quality of life will continue to be a best bet for retirees and those seeking small town life.

... A thriving rural community for diverse people of all ages, with economic and cultural opportunities, access to nature for all, contributing to the health and vitality of the entire San Luis Valley and beyond.

... a community supported by working agriculture that allows families to make a living and contribute to the local economy while also supporting a unique outdoor recreation culture anchored by the Rio Grande River, a patchwork of state and federal protected lands near the Great Sand Dunes National Park.

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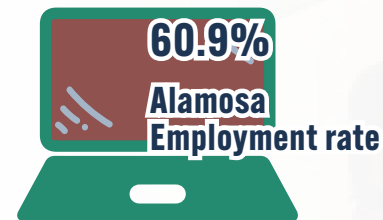
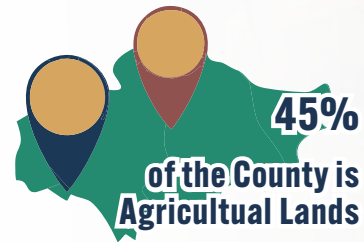
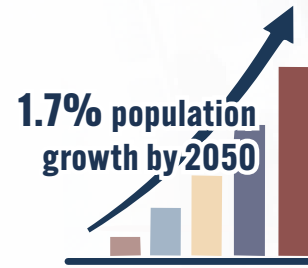


# INTRODUCTION

Imagine Alamosa County is an update to the County's Comprehensive Plan. Alamosa County adopted its most recent Comprehensive Plan sixteen years ago, in 2008. Alamosa County has changed and evolved over the last sixteen years and anticipates more development and growth in the coming decades. This Plan will create a framework for how Alamosa County grows and develops while keeping in mind the unique elements that make Alamosa County special.

Through initial opportunities for public engagement, the community participated in surveys, workshops, meetings, and interviews and several important themes emerged. We have focused this community feedback into themes to create a unified Vision Statement for all of Alamosa County. This Vision Statement encompasses the values, history, and goals of the people of Alamosa County.

Our community-led Statement will guide the further development of the Imagine Alamosa County Comprehensive Plan.



*A comprehensive plan is built for the community, by the community!*



# WHY DO WE VISION?

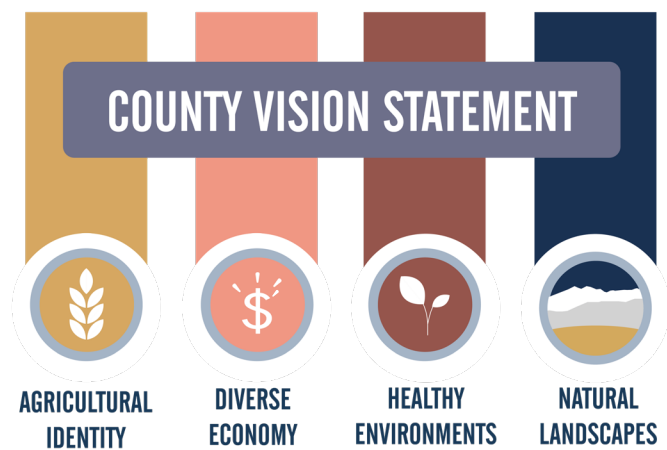
Alamosa County is the most populated of the six counties in the San Luis Valley. Like many communities in the west with rich natural amenities, each year Alamosa County welcomes more tourists and is experiencing modest population growth. While it remains a small community, it is important to plan for thoughtful development that accounts for the residents' needs.

## HOW YOU RESPONDED

As part of developing the Vision Statement, Imagine Alamosa County hosted drop-in style events at five community locations, and met with community members at Roundtable Events and focus groups in Alamosa County. These in-person events allowed community members to learn about the Alamosa County Comprehensive Plan and share their ideas for the Vision. In addition to in-person events, online questionnaires allowed people to provide feedback from their phone or computer. Community members could receive updates by subscribing to an email newsletter or through the project website.

*From dozens of conversations and thousands of comments, four prominent themes emerged to shape the County's Vision Statement:*

- Theme 1: **Agricultural Identity**
- Theme 2: **Diverse Economy**
- Theme 3: **Healthy Environments**
- Theme 4: **Natural Landscapes**



**410** QUESTIONNAIRE PARTICIPANTS  
**1,512** IN PERSON COMMENTS  
**6,788** WEBSITE VISITS TO DATE  
**75+** PROJECT SUBSCRIBERS



# WHY WE *love* ALAMOSA COUNTY

*BORN AND RAISED HERE • SMALL TOWN FEEL • SIMPLE LIFE • CUTE • CONVENIENCE, EMPLOYMENT, AND EDUCATION • FAMILY AND FRIENDS • THE MOUNTAIN VIEW SCENERY • THE WEATHER • NATURAL BEAUTY • SMALL TOWN • HISTORY AND CULTURE • TRAILS AND SAND DUNES • THE ACTIVITIES • THE ENVIRONMENT • THE AMAZING COLORS • BEING IN THE COUNTRY • PARKS AND NATURE AREAS • THE FOOD • SPENDING TIME WITH FRIENDS • EASY TO GET TO PLACES • SO MUCH SUNSHINE • GOOD PLACE TO START A FAMILY • RURAL AND SUPPORTIVE COMMUNITY • GOOD PEOPLE • CULTURAL DIVERSITY • COMMUNITY THAT EVERYONE KNOWS • RIO GRANDE WALK • VARIETY OF PEOPLE • WELCOMING • LONG ROADS • NICE LOCAL SHOPS • OPEN FIELDS • WILDLIFE • SMALL BUT HAS NECESSITIES • AFFORDABLE RENT • SMALL SIZE, QUIET • FRESH AIR • ACCESS TO OUTDOORS • BEST PLACE IN THE VALLEY • NATIONAL PARKS • DIVERSITY • JOB OPPORTUNITIES • SOCIAL GATHERINGS • CAR SHOWS • ACCESS TO LAKES AND RIVERS FOR FISHING • SAND DUNES • COMMUNITY SPIRIT • OUTDOOR OPPORTUNITIES AND FESTIVITIES • AGRICULTURE • CITY-LIKE SMALL GARDENS • GOING OUT • MOUNT BLANCA • OPEN • DARK SKIES AT NIGHT • ZAPATA FALLS • THE FESTIVALS • CALM SOCIETY • LIGHT TRAFFIC • COMFORTING • SKIING • EASY TO RAISE KIDS IN • SPLASH LAND • SPORTS • BIKING • CONNECTIONS TO FAMILY • THE VIEWS • LOTS OF WALKING TRAILS • GOLF COURSE • EASY CONNECTIONS • FARMERS MARKET • RECREATIONAL ACTIVITIES • SMALL POPULATION • NICE FOLKS • TRAILS AREN'T CROWDED • SCHOOLS • SHORT COMMUTE • PEACEFUL • RESTAURANTS • THE HEART OF SAN LUIS VALLEY • REAL CONNECTIONS WITH OWNERS AND EMPLOYEES AT FANTASTIC LOCAL SHOPS • STRONG IDENTITY • GROWTH MINDED, BUT GROWTH MODERATE • FAMILY RECREATION CENTERS • DOWNTOWN • EVERYONE KNOWS YOUR NAME • ITS THE LIFEBLOOD OF SAN LUIS VALLEY COMMUNITIES • FORWARD THINKING • CULTURAL OPPORTUNITIES • RURAL FEEL • GROWING SLOWLY • GREAT CAMPING • SMALL ENOUGH TO TRULY BE INVOLVED • COMPLEX AND RICH HISTORY • GEOLOGY • LANDSCAPE • DIVERSITY OF LIFE EXPERIENCES AND VIEWPOINTS • PEOPLE COME TOGETHER WHEN IT MATTERS • WIDE OPEN SPACE • BLUE SKIES • CLEAN AIR • PRIVACY • SENSE OF COMMUNITY BETWEEN SAN LUIS VALLEY AGENCIES • FRIENDLY AND CARING NEIGHBORS • CAN SEE THE STARS • OPPORTUNITY ABOUND • KNOWING MY NEIGHBORS NAMES • CELEBRATIONS • RANCHING AND FARMING • EDUCATION • MY FAMILY HISTORY*

# IMAGINE ALAMOSA COUNTY VISION STATEMENT

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*Alamosa County envisions  
a flourishing community  
by balancing its  
agricultural identity with a  
diverse economy,  
healthy environments, and  
natural landscapes.*



# 1 AGRICULTURAL IDENTITY

***As the County grows and changes, it remains important to preserve Alamosa County's agricultural roots.***

- Promote regenerative and balanced agricultural practices
- Responsibly manage agricultural water use
- Prioritize small and family farms
- Expand the presence of agribusiness types (agritourism, agrivoltaics, etc.)
- Support local food systems through farm-to-table restaurants, produce stands, and markets



## 2 DIVERSE ECONOMY

***Creating a diverse and resilient economy can sustain Alamosa County for generations.***

- Prioritize job growth and creation across industries throughout the County
- Foster vibrancy through a variety of retail, entertainment, dining, art, and community centers
- Create a County that attracts and retains its workforce
- Increase access to essential healthcare service while creating new healthcare jobs
- Balance the tourism economy with the needs of the community





## 3 HEALTHY ENVIRONMENTS

***A healthy environment for a community promotes the physical, mental, and social well-being of its residents.***

- Attract industries that work to preserve natural resources
- Balance the expansion of recreation with conservation efforts
- Ensure clean air and water quality is free from pollutants
- Conserve and manage the County's water resources
- Increase access to affordable housing
- Implement safety, mobility, and connectivity through pedestrian and cycling infrastructure
- Increase access to essential services like behavioral health and healthcare
- Increase availability of fresh and nutritious foods
- Create quality schools and job opportunities



## 4 NATURAL LANDSCAPES

***With open fields, rocky mountains, and rivers, Alamosa County's breathtaking natural landscapes are an important community asset and attraction.***

- Maintain natural open spaces as a primary asset of Alamosa County
- Strategize development to preserve landscapes and open space
- Protect viewsheds, clean air, and dark skies
- Connect all communities to outdoor amenities like parks and trails
- Reduce litter and pollution
- Preserve wildlife habitats



# WHAT'S NEXT

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## **Community Visions the Foundation.**

The community vision establishes the foundation of the Imagine Alamosa Comprehensive Plan update and provides thoughtful ideas developed by residents and stakeholders that have shared their desires for Alamosa County.

As technological innovations cause agricultural practices to shift, and more people seek the solitude of the San Luis Valley, Alamosa County must be prepared to shape the community it desires. The vision can only be achieved through a commitment to strong goals, policies, and strategic implementation. A new Comprehensive Plan that reflects the vision is necessary to responsibly plan for growth and to prepare for variability in a changing region.

## **Next Step, Goal and Policy Development.**

The next step is to establish the Plan's policies and projects based on the foundation provided in the Vision Plan. Strategies will evolve by thoughtful and deliberate collaboration to address a combination of small and large projects, programs, and partnerships.

## **Put Your Mark on Imagine Alamosa.**

As the process moves forward, it is essential that the community remains involved. Make your thoughts heard! Engage with the project through online opportunities, in-person events, public meetings, and questionnaires.



Visit [www.imaginealamosa.com](http://www.imaginealamosa.com) to get involved and stay involved!