

Housing Advisory Committee: Special Meeting Public Education

Date: June 26, 2025

Time: 6:00PM to 7:30PM

Location: City Hall, CCR

Address: 8101 Ralston Road, Arvada, CO 80002, USA



Begin Meeting - Pat Noonan, HAC Chair

Name	Affiliation	Present?
Pat Noonan	Housing Advisory Committee – CHAIR	
Mindy Mohr	Housing Advisory Committee – VICE CHAIR	
Shawna Ambrose	Housing Advisory Committee – COUNCIL LIAISON	Excused
Alicia Duncan	Housing Advisory Committee	
Peter Kazura	Housing Advisory Committee	Excused
Andrew Heesacker	Housing Advisory Committee	
Tim Rogers	Housing Advisory Committee	
Jake Victor	Housing Advisory Committee	
Harrison Wilterdink	Housing Advisory Committee	
Jessica Garner	City / CED Director	
Carrie Espinosa	City / Arvada Housing Authority	
Sam Bradley	City / Arvada Housing Authority – LIAISON	
Megan McCall	City / Department of City Attorneys Office	
Jess Fuller	GUEST SPEAKER – Arvada Chamber of Commerce	

Agenda - Overview of Current Initiatives

1. **Attendance**
2. **New Member Introductions: Jake Victor**
3. **Public Comment - 3 Minutes**
4. **Recap from Q2 Meeting**
 - Public Education Mandate
 - Brainstorming Recap
5. **GUEST SPEAKER: Jess Fuller, Arvada Chamber of Commerce**
 - B.O.L.D. Initiative, Chamber Resources and Upcoming Work
6. **HAC Presents: Public Education Initiatives in other Cities** (*Assignments from Q2*)
 - Pat Noonan: Steamboat Case Study
 - Mindy Mohr: Wheat Ridge, Bell Housing
 - Arvada Community Meetings Feedback
7. **Work Plan DRAFT**
 - Identify Prioritized Initiatives
 - Steps in Each Goal - HAC members assigned as needed

Jake Victor

New HAC Member



PUBLIC COMMENT

Public Education

Recap from HAC Q2 Meeting
Discussion

Public Education Mandate

- **Outlined in the HAC bylaws as a responsibility of the HAC:**
 - *To facilitate community education and engagement of housing initiatives, programs, strategies, developments, and potential partnerships to support Arvada’s strategic plan goal of improving access to quality housing that is attainable to a broad range of income levels and meeting its diverse housing needs.*
- **Limitations:**
 - HAC cannot express “project-specific” support
 - HAC cannot refute public commentary on the spot
 - Statements made by HAC members, when speaking for the HAC, must align with City Council messaging and the Arvada Housing Strategic Plan
- **Opportunities:**
 - Public education is meant to be a HAC-led initiative
 - HAC may create educational materials that apply generally to all housing projects and products identified by the 2024 HNA
 - HAC may use public meetings, festivals and online tools to distribute and present educational material

Brainstorming Ideas:

Materials

- Creation of general educational materials
- Refine definitions of the types of housing (*Perm. Supportive, Affordable, LIHTC, WorkForce, Attainable, etc.*)
- Materials can be made available online and distributed to the public

Engagement Opportunities

- Festivals, public meetings
- Having an Affordable Housing resident tell their story to the public
- Short video clips
- Affordable Housing bus tours with City Council

Myth-Busting

- Who lives in these types of housing?
- Connecting jobs and income brackets to Affordable and WorkForce Housing
- What has worked on other communities?
- What is the impact of adding affordable housing to other communities?

Partnerships

- Work with other groups in Arvada on an education initiative
- Ralston Valley Coalition
- YIMBY: Arvada Chapter (*Yes In My Backyard*)
- Arvada Chamber of Commerce

GUEST SPEAKER: Jess Fuller

Arvada Chamber of Commerce



Greater Arvada Chamber: B.O.L.D. 2026 Initiative



Greater Arvada Chamber: Housing Resources



arvadachamber.org
(303) 424-0313



arvadachamber.org/housing
(303) 424-0313

Mapping Arvada's Income Aligned Housing Supply – May 2025 Update

May 29, 2025

Upcoming/Potential Housing Work

- Myth-busting events to address misconceptions about income-aligned housing
- Stories about how housing is impacting business
- Partnering with committees and organizations in the Greater Arvada area doing similar work to explore areas of collaboration and where we compliment each other's work
- Business Solutions: Housing Workshop

HAC Presentations

Pat Noonan and Mindy Mohr

Steamboat Springs, CO

Brown Ranch Case Study

Patrick Noonan



Brown Ranch Case Study

Brown Ranch - Proposed Plan

- Annexation of land contiguous to City Limits
- 2,246 residences built over 20 years
- Mixed of rental and for-sale, apartments, townhomes, single family
- 100% Deed restricted and required residents to work in Routt County

Outstanding Public Support & Planning

- \$24 M donation to purchase land (anonymous)
- Voters approved tax on short-term rentals for Affordable Housing
- Acute economic need
- State enthusiasm

Challenges

- Not enough buy-in from Steamboat landowners
- Concerns around fiscal impact of infrastructure investments
- Concerns about project size
- City did not offer a property tax incentive for current residents of Steamboat
- Concerns around traffic
- Concerns around parks
- Stereotypes of prospective residents

Outcome

- City council approved annexation but signature campaign forced public vote
- Narrowly defeated at ballot box

Lessons Learned: What will the status quo cost us?

- **Time** (traffic)
 - Continued sprawl and congestion from in/out commuters
- **Money** (public investment)
 - Stagnation of sales and property tax base
 - Missed opportunities for business and employee retention & attraction
 - High cost of homelessness and housing instability
 - Wealth (property values)
 - [Research](#) challenges assumption that multi-family housing will impact property values
- **Resident quality of life** (parks, open space, mountain views, crime, drugs)
 - Who is most impacted in this housing market?
 - Older adults & families
 - Mortal peril (inability to evacuate in an emergency, climate risks)
 - Density comes with a lower climate footprint
 - Smart development of communities

Wheat Ridge, CO
Public Education and Engagement:

Lutheran Legacy Campus
Bell Housing
Arvada Community Meetings

Mindy Mohr

Engagement Efforts: Wheat Ridge

- Lutheran Legacy Campus Initiative
 - Comprehensive 3-year outreach to create zoning that was supported by residents to redevelop a 100-acre site
 - Included strategically placed higher density, open space requirements, lower density near perimeter of the property and a parking plan
 - Outreach involved: surveys, meetings, open houses, stories published in the local newspaper, etc.
 - New zoning was approved via ballot initiative
- What's up Wheat Ridge
 - Community engagement platform
 - whatsupwheatridge.com/

Additional Information: Bell Housing

- Video Clip from an Arvada Business Owner
 - Community engagement from the angle of supporting the local economy
 - [Bell Housing video clip](#)
- Myth-Busting Fact Sheet
 - [Bell Housing Myth Busting Fact Sheet](#)

Community Meetings Update

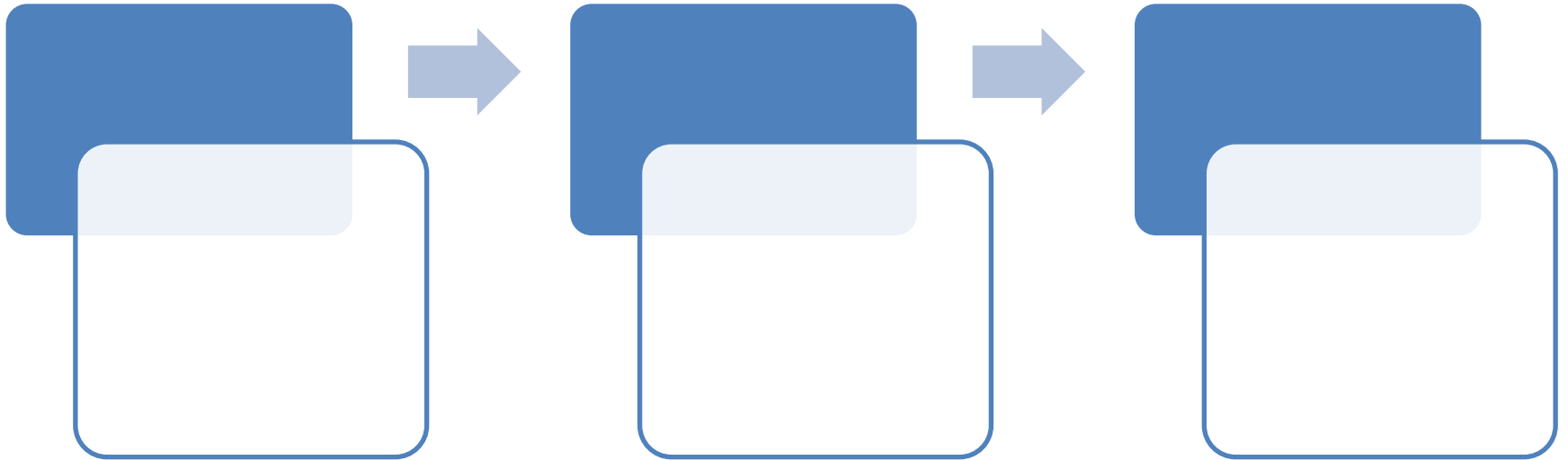
- Feedback from Mindy's experience attending public meetings

PUBLIC EDUCATION WORKPLAN

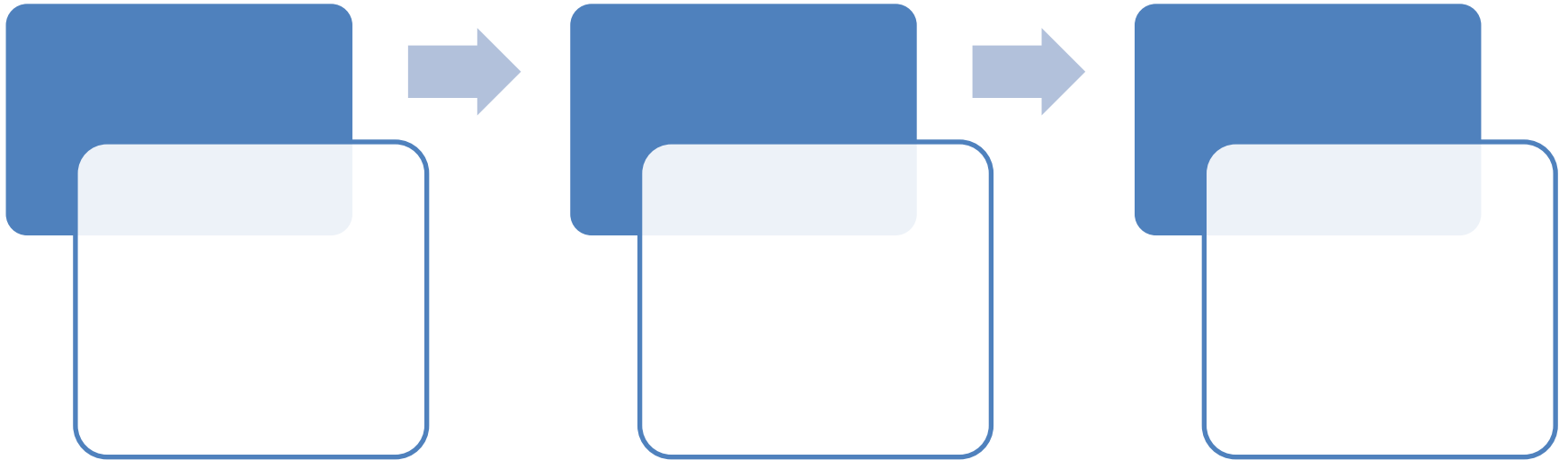
Identifying Priorities

1. {Priority 1}
2. {Priority 2}
3. {Priority 3}

Priority 1 - Next Steps



Priority 2 - Next Steps



Priority 3 - Next Steps

