



City of Arvada

City Council Agenda

SEPTEMBER 15, 2026

Councilmembers:

Lauren Simpson, Mayor
Randy Moorman, Mayor Pro-Tem
Shawna Ambrose, District 2
Sharon Davis, At large
Bob Fifer, District 4
Michael P. Griffith, At large
Rebecka Lovisone, District 3

Staff Members Usually Present:

Don Wick, City Manager
Linda Haley, Deputy City Manager
Allison Scheck, Deputy City Manager
Rachel Morris, City Attorney
Jacqueline Rhoades, Director of Infrastructure
Jessica Garner, Director of Community & Econ. Dev.
Bryan Archer, Chief Financial Officer
Gabriella Bommer, Director of Human Resources
Ryan Stevenson, Director of Vibrant Community & Neighborhoods
Rachael Kuroiwa, Director of Communications & Engagement
Ed Brady, Chief of Police
Kristen Rush, City Clerk

Info: 720-898-7550

THIRD FLOOR CONFERENCE ROOM

The study session can only be watched via Zoom

<https://arvadaco-gov.zoom.us/j/89475850775?pwd=84m1LiQXxLFnKPPpF9bJ4fWRKglTxN.1>

4:00 PM

STUDY SESSION

THIRD FLOOR CONFERENCE ROOM

1. Call to Order/Roll Call of Councilmembers
2. Study Session Topics
 - A. Parking in Olde Town
 - B. Urban Renewal Potential Areas of Focus
3. Adjournment



REPORT TO CITY COUNCIL STUDY SESSION

AGENDA ITEM
2.A.

TO: THE HONORABLE CITY COUNCIL

DATE: September 15, 2026

SUBJECT: Parking in Olde Town

Report in Brief

The City continues to advance efforts to respond to more than a decade of documented parking demand pressures in Olde Town, where a shrinking supply, driven by the conversion of angled to parallel spaces, losses to the RTD G Line, and the creation of the pedestrian mall, has collided with demand that consistently exceeds 85% occupancy at peak times. The team will provide an overview of this history and elements of the Olde Town Strategic Reinvestment Plan. This Study Session will be focused on reviewing steps the team has taken to advance the Reinvestment Plan, manage parking demand in Olde Town, options for various parking models, as well as review interested parties' engagement feedback.

Background

Parking demand management in Olde Town has been examined for more than a decade, including parking studies and data collection showing that demand in the core has consistently outpaced available supply. Over time, as changes to the parking supply itself, including the conversion of angled spaces to parallel parking, the loss of spaces to accommodate the RTD G Line, and the creation of the pedestrian mall, have steadily reduced the number of available spaces, further increasing demand. A parking study was completed in 2010 for Historic Olde Town Arvada and the City, which found that the area was approaching capacity issues and suggested that a conversation about paid parking would be needed as occupancy reaches 85% at peak times. A second study was completed by the Business Improvement District in 2016, which recommended implementing paid parking to manage demand. The City completed a third parking study in 2025. Since 2020, data collected through the City's parking enforcement operations has continually shown that occupancy exceeds the 85% threshold at peak times.

This effort is also supported in the City's adopted plans:

- Project S-12 of the Olde Town Strategic Reinvestment Plan calls to "Implement paid parking in Olde Town - in order to align with City TDM strategies, encourage on-street parking turnover and expand availability of spaces, implement paid, metered parking on Olde Town streets.
- Strategy TR04.03 of the Climate and Sustainability Action Plan calls to "Implement paid parking in alignment with the Olde Town Strategic Reinvestment Plan, to increase parking turnover and availability, reducing the time drivers spend searching for openings and idling, in order to lower GHG emissions.

On October 28, 2024, Council was presented with the history of parking supply and demand within the core of Olde Town with options to move towards implementing paid parking as a parking demand management tool. Following that meeting, Council requested further follow-up and additional data, including further specific municipalities in the area that implemented a paid parking program.

On April 22, 2025, this information was presented during a workshop and the recommendation to staff was to continue working on this project, returning to Council in the future with a more detailed look at what a paid parking program in Olde Town could look like. Additionally, Council requested that staff gain more insight into how the system could work for the local interested parties (e.g. businesses, residents, visitors) to support them through the program by obtaining their feedback through community engagement.

Staff will present the feedback received during public outreach and engagement with members of the neighborhoods to the west of Olde Town, business owners and employees, and broader visitors to the area.

Strategic Alignment

This proposal aligns with the Infrastructure Work System Services:

- INF4 Innovates safe, accessible, and efficient connections to modes of transportation, including transit, streets, sidewalks, and bikeways, with a focus on enhanced technology at high-priority intersections improving safety, minimizing traffic congestion, and making first and last-mile connections.
- INF6: Develops, advances, and implements systems of asset management to support levels of service commitments.

Next Steps

FOR WORKSHOPS ONLY

Prepared by:

Derek Fern, Parking and Travel Demand Management Coordinator

Reviewed by:

Approved by:

Claudia Vaughan, City Engineer	08/25/2026
Jacqueline Rhoades, Director of Infrastructure	08/26/2026
Bryan Archer, Chief Financial Officer	08/26/2026
Tammy Hedlund, Legal Specialist	08/26/2026
Toni Riebschlager, Law Office Administrator	08/26/2026
Zachary Woolweaver, Assistant City Attorney I	08/27/2026
Rachel Morris, City Attorney	08/27/2026
Allison Scheck, Deputy City Manager	08/28/2026
Don Wick, City Manager	09/01/2026

Enclosure, exhibits & attachments required to support the report

Parking in Olde Town

Council Study Session on Parking Demand Management
September 15, 2026

Members of the community are invited to learn more at arvadaco.gov/OTparking

Team Here Tonight



Kellee Van Bruggen

Transportation Planning Manager



Jacqueline Rhoades

Director of Infrastructure



Derek Fern

Travel Demand Mgmt. and Parking Supervisor



Katie Patterson

Communications Manager - Infrastructure

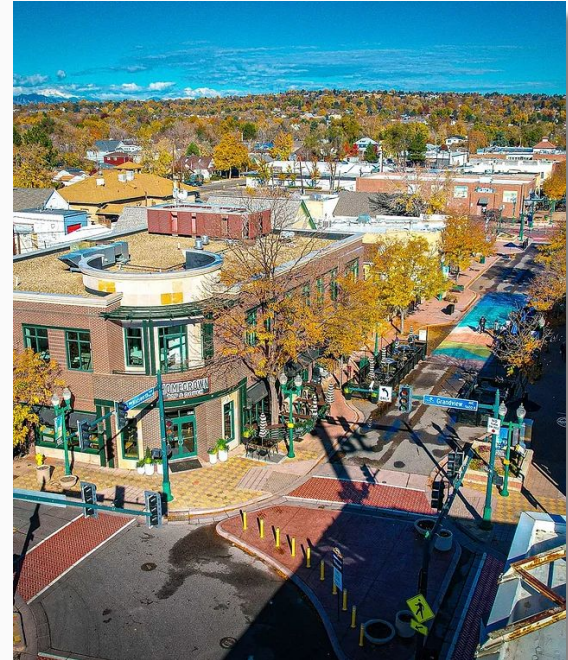
Tonight's Study Session Outline

- History of Parking in Olde Town
- Current efforts underway
- Preliminary survey results
- Options and next steps

History of Parking Changes in Olde Town

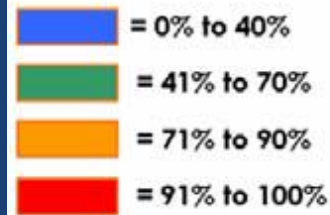
- 2013 Time restrictions begin
- 2016 Time limited zones expanded
- 2017 Transit Hub Opens
- 2020 Pedestrian Mall

From 2010 to today the total public parking spaces in the Olde Town core have decreased from 661 to 442. The Transit Hub's 600 new spaces mostly replaced parking that already existed nearby.



Parking Demand in Olde Town

% Occupied

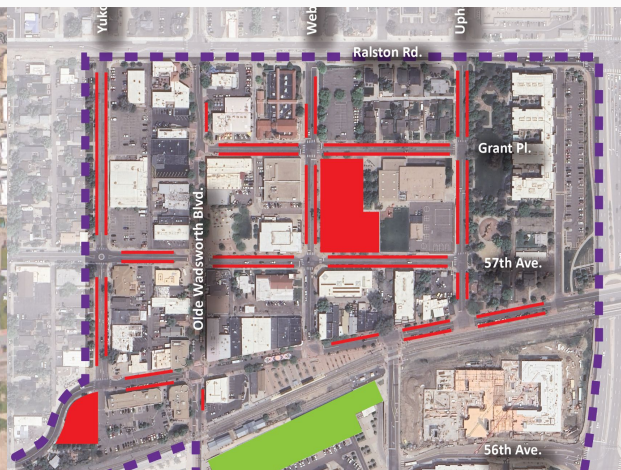


2010

2016

2025

0% to 40%
41% to 70%
71% to 90%
91% to 100%

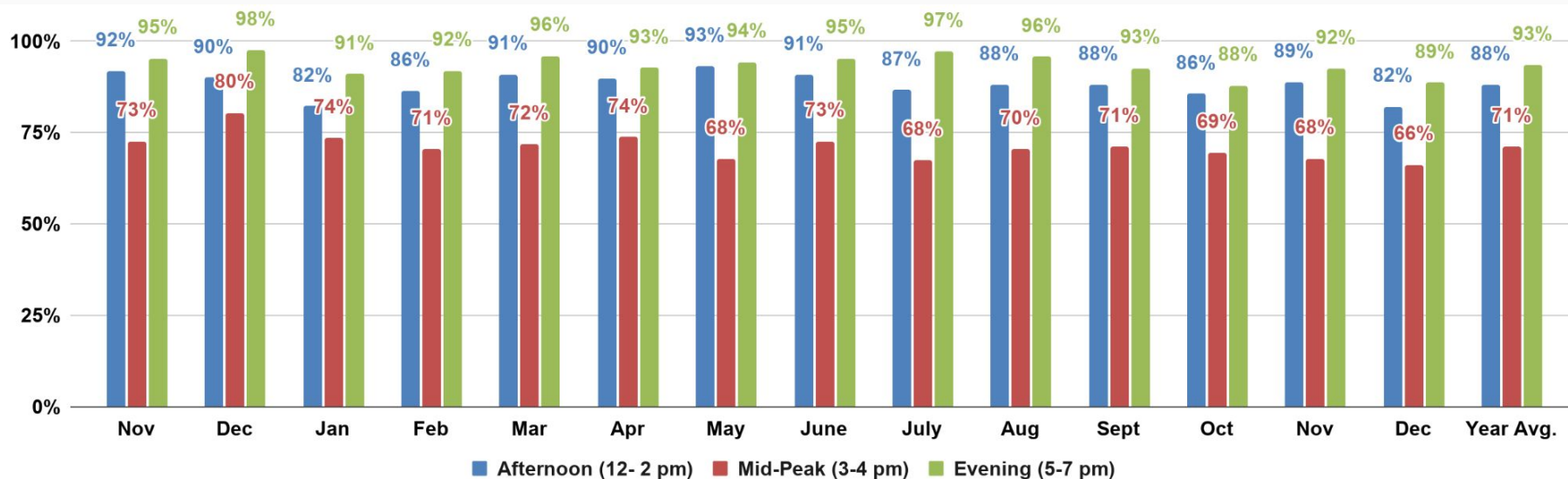


Direction on Demand Management

- 2023 Olde Town Arvada Strategic Reinvestment Plan was adopted→ Implement paid parking in Olde Town.
- 2024 Council Workshop→ Gather more data and learn from other communities. Develop a strategic communications plan and begin engagement.
- 2025 Council Workshop→ Continue developing options and engaging around potential paid-parking concepts.



2025 Parking Demand Data



Current Efforts Underway

- Wayfinding
- In-House Parking Program
- Ambassadors Program
- Infrastructure Improvements
- Innovation Work

Olde Wadsworth and Grandview Avenue Street Mural Design



Selected artist: Katy Casper



Olde Wadsworth Boulevard Street Mural Design



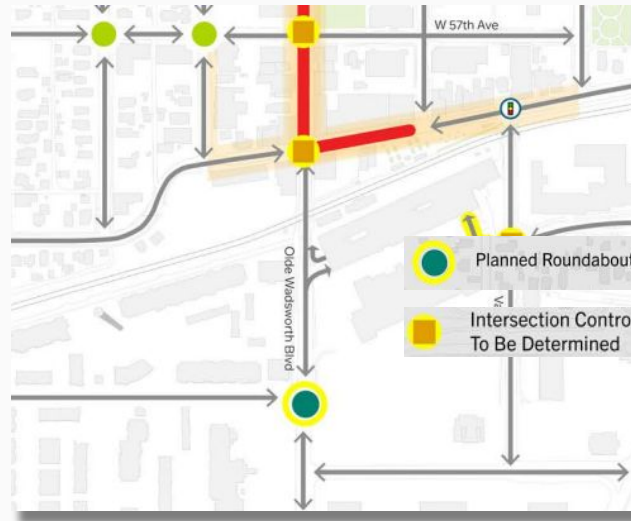
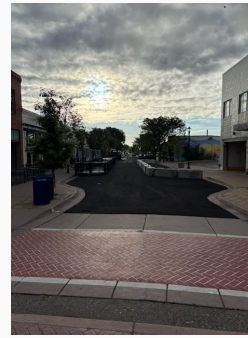
Selected artist: Detour



Grandview Avenue Street Mural Design



Selected artist: Wey Minky



Investments in Olde Town 2026/27

Olde Town 26/27 Operating Budget - \$2.65 million

- Parking Program Operating Budget \$545,095 (2026) and \$503,000 (2027)
- Transit Hub O&M \$336,000 (2026) and \$390,000 (2027)
- Ambassadors Program (Block by Block Contract) \$439,000 (annual)

2026 Olde Town Maintenance Projects - \$378,000

- \$170,000 Street Maintenance and Parklets
- \$60,000 Art Revitalization
- \$148,000 Trees and Landscape

Olde Town Reinvestment Plan Projects - \$4.92 million

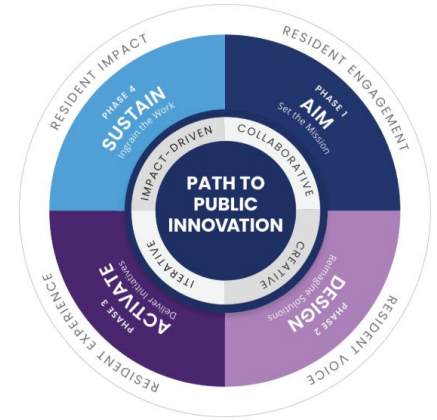
- \$1,494,000 Olde Wads & Grandview Ped Mall / Olde Town Square Design
- \$3,000,000 Olde Wadsworth roundabout and improvement on Vance
- \$430,000 Transit Hub Improvements and Paid Parking

Innovation Work

Cross-departmental ideation session generated 100+ ideas that were developed into a portfolio of design concepts, with two advanced for prototyping:

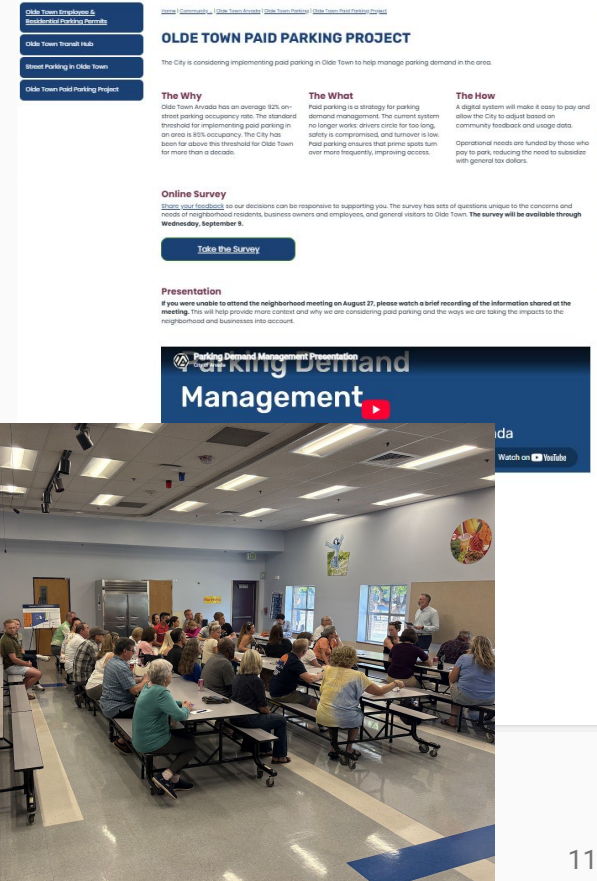
- Southern Gateway is a concept to invest in the Olde Town Transit Hub to make it feel like a gateway into Olde Town and not a barrier.
- Park & Earn is a concept to incentivize utilizing the Olde Town Transit Hub with a rewards program for employees and visitors.

Prototyping sessions are underway for internal and external partners to react to and help refine



Engagement Plan and Preliminary Survey Results

- arvadaco.gov/OTparking
- 2025 Business Community Outreach
- 2026 BID Board Presentation, Community Open House, and survey for businesses and employees, residents, and visitors
- Need to better understand what concerns people have about paid parking as a potential strategy, and what would make a program workable if Council moves it forward
- Survey closed over 4,000 responses, we are still in the process of reviewing the results



Survey Design + Limitations

- Not a poll to measure for / against paid parking
- Study was designed to understand current behavior, what program features or mitigations could make a potential system work better
- Involve those closest to the issue in design choice instead of creating something without input

Preliminary Survey Results

Theme	What we heard	What it means
Economic impact	Businesses worry paid parking could deter customers, reduce spending, and hurt already challenged businesses. Visitors are price sensitive.	If pursued, the program must minimize customer friction and protect business access.
Displacement	Many visitors say they would seek free parking rather than pay. Nearby residents worry parking could spill into neighborhood streets or private lots.	The most likely behavior change is redistribution of vehicles, not less driving. Spillover will need active management.
Transit Hub	Visitors know about the Transit Hub and many would use it. Employees cite distance, lighting, safety, and convenience concerns, especially at night.	The Transit Hub is central to success, but use may require safety, wayfinding, and operational improvements.

Preliminary Survey Results

Theme	What we heard	What it means
Neighborhood protection	Most nearby residents say parking near home works reasonably well today. They do not favor highly restrictive residential permit systems.	If protections are needed, they should be targeted, limited, and easy for residents and guests to use.
Program design	People respond more positively to customer-friendly features than to pricing itself—grace periods, alerts, validation, and simple payment options matter.	If Council continues, the next phase should focus on co-designing a workable phased program..

Potential next steps for engagement

1. Close the loop on this current survey with respondents / community.
2. Move from broad survey engagement to targeted co-design around the major risks.
3. Bring a specific proposal forward for feedback.
4. Consider a phased approach or a period with explicit adjustment criteria that is transparent for our community.

Options for Parking Program

Staff recommend coming back to Council at a future workshop. The following paths outline the range of direction this work could take:

1. **Continue** work on paid parking options, slow down to support additional public engagement that is responsive to the survey data. Consider a phased implementation.
2. **Pause** work on paid parking, prioritize other Olde Town Strategic Reinvestment Plan projects and innovation initiatives before advancing paid parking options.
3. **Stop** work on paid parking, hold implementation indefinitely, continuing to adjust current Olde Town operations and investments.

Thank you. Questions?



REPORT TO CITY COUNCIL STUDY SESSION

AGENDA ITEM
2.B.

TO: THE HONORABLE CITY COUNCIL

DATE: September 15, 2026

SUBJECT: Urban Renewal Potential Areas of Focus

Report in Brief

The Arvada Urban Renewal Authority (AURA) has been engaged in a strategic planning process to help guide its future priorities and identify opportunities where urban renewal may be an effective tool to support community goals. As part of this work, AURA has identified three potential areas for further evaluation: the K-8 school property, the Marshall Street Corridor, and the Square Lake Sub-Area.

AURA is bringing these areas forward to City Council to facilitate early coordination and ensure alignment with the City's broader goals and priorities before committing significant resources to further evaluation of existing conditions, redevelopment opportunities, and the potential applicability of urban renewal tools.

Background

AURA initiated a strategic planning process in November 2025 to help guide its work, priorities, and resources over the coming years. Through this process, AURA has been evaluating how best to support the City's broader goals related to physical systems, the local economy, quality of life, and housing.

As the strategic planning process has progressed, AURA has identified three potential areas of focus that may warrant further evaluation. Identifying these areas does not represent a decision to establish new urban renewal areas or pursue urban renewal activities. Rather, AURA is seeking City Council's input and support to further research and evaluate whether urban renewal may be an appropriate tool to address existing conditions, facilitate reinvestment, and advance broader community objectives within these areas.

The next phase of work would include additional analysis of existing conditions, potential eligibility for urban renewal, redevelopment opportunities, financial feasibility, and engagement with the community and interested parties. Any future consideration of an urban renewal plan would involve additional coordination with City Council, affected taxing entities, property owners, and the community, as appropriate.

Bringing these three potential focus areas forward at this stage is intended to facilitate early coordination and ensure alignment between AURA's strategic priorities and the City's broader goals before significant resources are committed to further study. Council feedback will provide important context regarding City priorities, planned initiatives, and potential opportunities or concerns within each area. AURA will consider this feedback as it determines the appropriate scope, sequencing, and prioritization of additional evaluation.

The three potential areas of focus include:

1. Arvada K-8 School Site
2. Marshall Street Corridor
3. Square Lake Sub-Area Plan

Strategic Alignment

Physical Systems, Local Economy, Quality of Life, and Housing

Next Steps

Proceed with evaluating potential areas of focus and return to Council at a later date.

Prepared by:
Carrie Briscoe, AURA Coordinator

Reviewed by:

Approved by:

Rachel Morris, City Attorney	09/01/2026
Allison Scheck, Deputy City Manager	09/02/2026
Don Wick, City Manager	09/02/2026

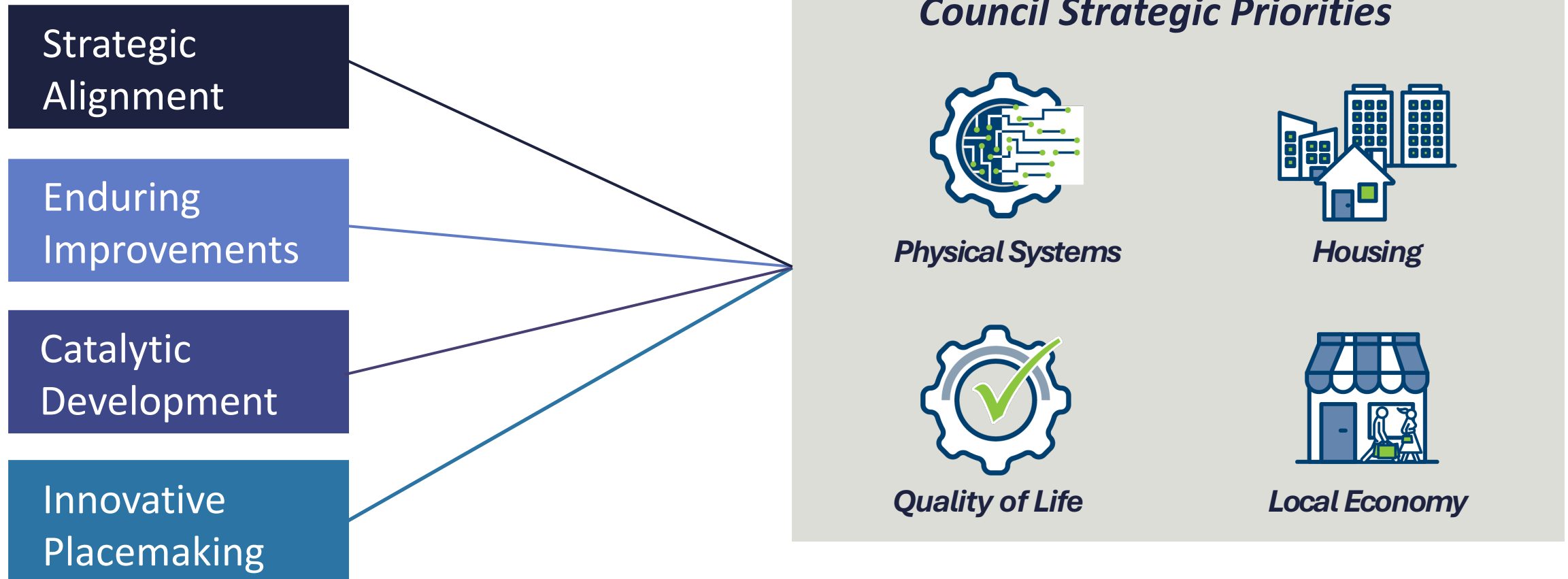
Enclosure, exhibits & attachments required to support the report

Council Study Session

Update on AURA

September 15, 2026

AURA Strategic Priorities

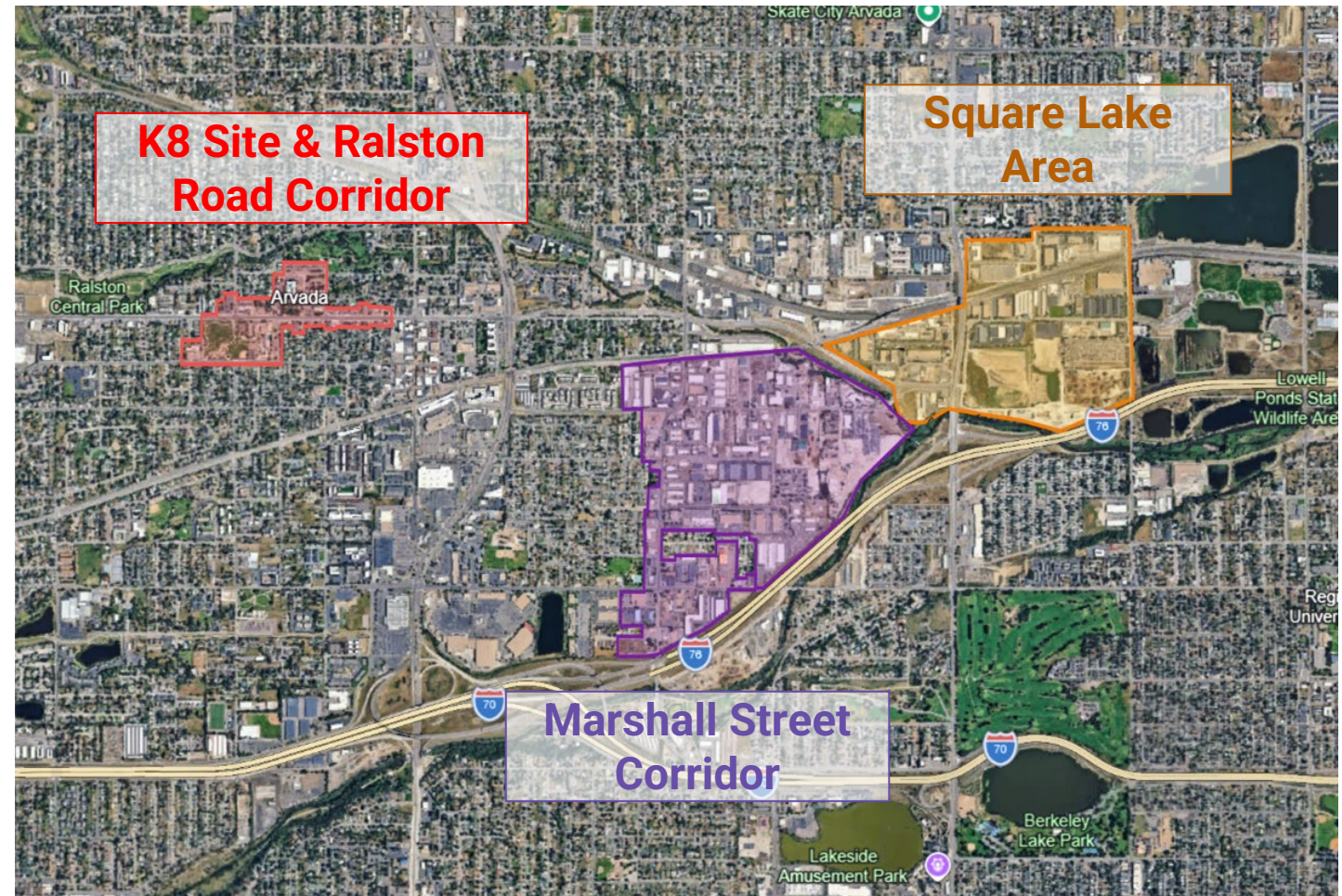


Three Priority Areas

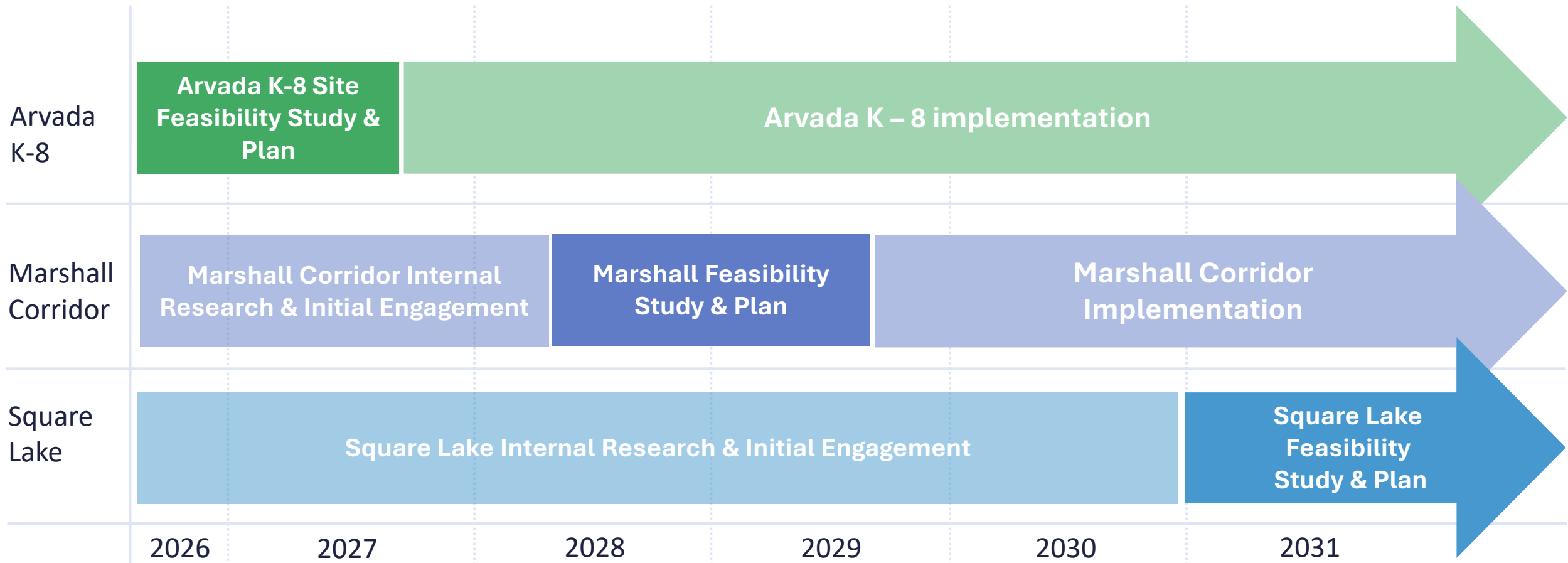
As part of the strategic planning process, AURA identified potential areas for the establishment of new urban renewal areas.

AURA Staff & Board have determined three areas to prioritize for further investigation and potential establishment.

Today, AURA is seeking Council feedback on identified priority areas.



Potential New URA Timeline



K-8 Overview

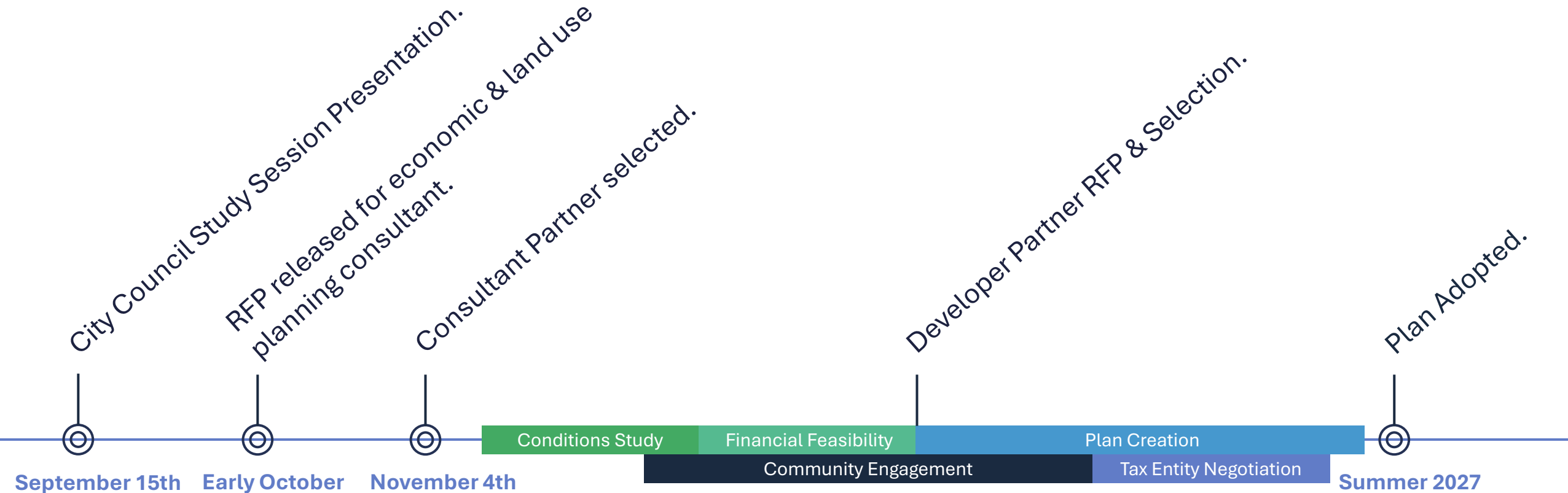
Opportunity for City Hall expansion.

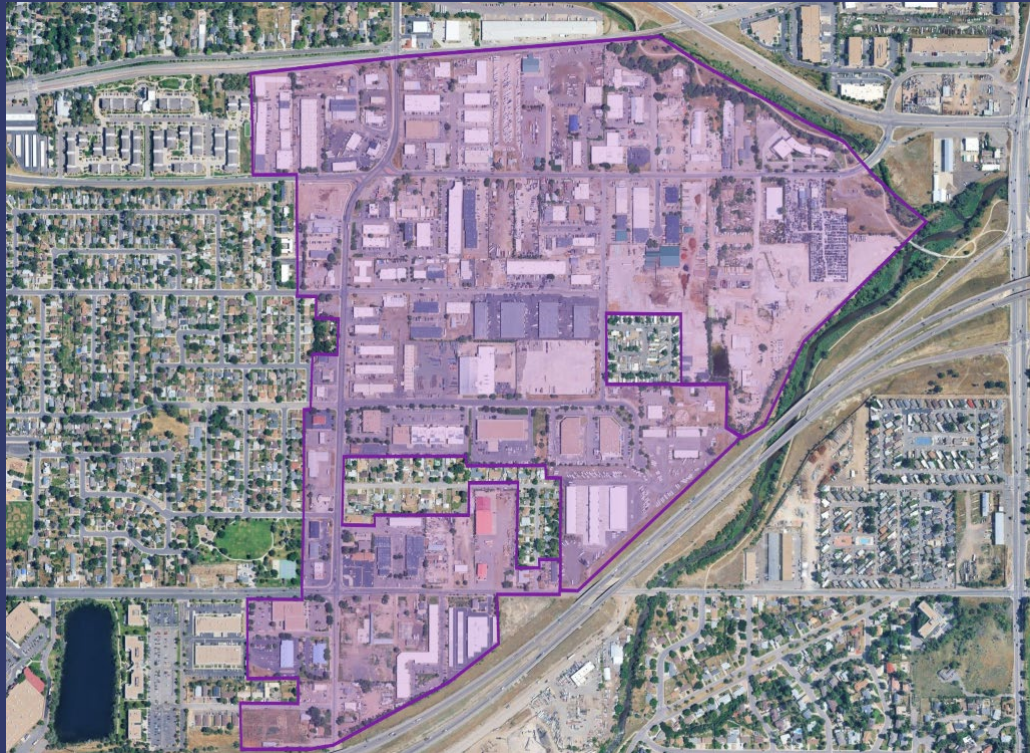
Ability to respond to changes along Ralston Road corridor.

Ability to shape the future use of the K-8 site.



Proposed Arvada K-8 Timeline





Marshall Corridor

Lack of infrastructure and connectivity.

Businesses experiencing challenges with growth due to lack of infrastructure.

Experiencing change in uses to greater mix.

Square Lake Area

Significant floodplain & floodway at Ralston and Clear Creek confluence.

Gateway to Arvada with proximity to transit and Gold Strike Park.

Lacking infrastructure and connectivity.

