

STAKEHOLDER INTERVIEW SUMMARY

In 2005, the City of Arvada adopted a new Comprehensive Plan. It is now time to update that plan to address both re-occurring and new opportunities and challenges in the community. Arvada has changed and grown in the past eight years, and even greater changes are on the horizon with new City Council strategic goals, the opening of the Gold Line and the Jefferson Parkway, the development of Candelas and new projects in Olde Town, and an exciting new direction for the Arvada Center. It is now time to revisit and update the Comprehensive Plan to address new ideas about Arvada's future, the ongoing challenges of effectively managing growth, and new citizen concerns. The Comprehensive Plan articulates the community's values and vision, and establishes goals and policies for achieving the vision in the future.

STAKEHOLDER INVOLVEMENT PROCESS

The Plan relies on broad community input to be truly representative of public interests and desires. On August 12 and 13, 2013, city staff and the consultant team held one-on-one and small group interviews with a cross-section of over 55 community leaders and representatives. Stakeholders represented City departments, partners, community groups, and regional agencies. The Arvada community was invited to participate on the City's website.

These hour-long conversations focused on Arvada's greatest challenges and opportunities, initial visioning ideas, and other thoughts about the plan. In some cases, multiple stakeholders were grouped into one interview to stimulate additional discussion about specific topics. Stakeholders shared their open and honest opinions about the issues and choices Arvada faces as it plans for the future. Additional interviews will be conducted as requested or as needed throughout the Comprehensive Plan process.

Representatives from the following agencies, organizations, and groups participated in interviews about the Comprehensive Plan:

- Arvada City Manager
- Arvada Economic Development Association (AEDA)
- Arvada Fire Department
- Arvada Mayor and City Council
- Arvada Parks Advisory Board
- Arvada Planning Commission
- Arvada Police Department
- Arvada Sustainability Committee
- Arvada Transportation Committee
- Arvada Urban Renewal Authority (AURA)
- Arvada Chamber of Commerce
- APEX Parks and Recreation District
- Adams County Planning Department
- Arvada Food Bank

- Carin Clinic
- Citizens for Livable Ralston Community
- City of Westminster Planning Department
- Colorado Homeless Families
- Denver Regional Council of Governments (DRCOG)
- Historic Olde Town Arvada
- Inter-Church Arvada Resource for Ministry and Service (ARMS)
- Jefferson County Health Department
- Jefferson County Housing Authority
- Jefferson County Planning Department
- Jefferson County School District 3
- Jefferson Parkway Authority
- Lake Arbor, Alta Vista, and Westwood Homeowners Associations and residents
- Local business owners and employers
- Local developers and land owners
- Local real estate agents
- Regional Transportation District (RTD)
- Other interested citizens

STAKEHOLDER INTERVIEW NOTES

Specific ideas and comments offered by participants are organized below, by Comprehensive Plan topic. Participants shared their values and vision for Arvada, the challenges and opportunities it faces, and choices that need to be made in the Comprehensive Plan.

Demographics

- Arvada has among the highest percentage of older adults in the region
- We are becoming a city of older people
- Need to plan for the baby boomers again 10 years from now there will be a much bigger demand. Some new developments will be aging like Westwoods
- Russians in central and Hispanic in east. Some from Congo, Burma, and Pakistan
- Changing demographics- wealth is moving west, aging of east, growth in Hispanic population, Russian population, Korean population- we may need to increase our ability to communicate in multiple languages. City employees will need cultural training in future. We have some staff with language and cultural skills and need to use them to train others.
- Poverty is increasing.
- Arvada poses some challenges to families: housing costs, limited shopping, no medical center, no auto dealers, no hotels, and a lack of office space requires a commuting lifestyle.
- Jefferson County has the largest aging population in the state (over 65) and the largest population of children (by number not by percentage).

- We need to establish programs to support the needs of an ever-increasing retiree population (Boomers)
- Strength of Arvada is its blend of low-income to high-income demographics
- Young families are vital to growing, healthy community
- Arvada's population is aging, requiring adjustments
- Arvada houses a large and growing wealthy contingent
- The city needs to attract a younger demographic
- The city needs population growth among younger people
- Many natives stay in Arvada
- Western Arvada's wealthy population is growing
- The city needs population growth among younger people
- The need for affordable housing is growing and we are currently not meeting demand—that goes for all jurisdictions I work with, Arvada included
- Many manufacturing employees (i.e., Sundyne) live in Arvada
- We can attract talented engineers to Arvada because of the amenities
- It can be tough to recruit lower skilled workers – cost of living
- Candelas – 120 housing units built – 60-70 are occupied
- “Olde Towne is enjoying a renaissance. In the past, we got more and more bars, and more and more trouble. Today I see more and more young families and young mothers walking children in strollers. It is now a really, really warm, comforting area. They bring their kids and play in the water foundation. It is so comfortable. The turn around has been incredible. It has really, really been incredible. Arvada was originally a family town and its returning its roots.”
- JeffCo has the largest aging population in the state. Largest over 65 population. Have 3rd or 4th largest kids proportion but in numbers. Services need to be available for them: long-term care, emergency care. It is a silver tsunami.
- What needs to happen in comprehensive plan? “Embrace diversity. We have a very conservative christian community: faith bible church (1,000 congregation), another church (4,000-5,000 congregations), and stable or growing Jewish, gay, mormon, russian sub-communities. Relationships need to continue to be stable and constructive – which at times have been strained.”
- Families are changing. “That's why we need the granny flats (mother in law unit) ordinance.”
- Changing demographics (63% households with no children)
- Attract a younger demographic
- How can Arvada address the older urban environment for older adults
- DRCOG created an assessment tool to work through a series of questions for how prepared they are for an aging population. Use it as a conversation starter at the local level

Sustainability

- Arvada has the makings for a sustainable image, but the city has not shown enough commitment or follow through on sustainability goals
- Sustainability focus can be used to attract business, as an economic development strategy
- Need to pay attention to resources and sustainability. Have a strong ethic that is community driven. Sustainability advisory committee that pushes the envelope with staff and council. Would love to franchise solid waste agreement with curbside recycling.
- Continue to move the community along to recognize, practice and celebrate sustainability as its MO. Tied in to Gold Line. Central architecture and infrastructure that supports, reinforces and acknowledges sustainability in everything we do: construction, recycling, work practices, need to become increasingly embedded in the fabric of the community.
- Practical and sensible sustainability needs to be practiced. Planning to anticipate change. Be open minded to new ideas.
- Arvada does not have a strong commitment around sustainability. Recently changed zoning to allow urban farming and gardening (chickens and bees). Values are in flux a bit. Decisions are not vision based. "Quit thinking like we are a suburb. Suburbs grow and die." Have to be smarter about how growing to the west and urbanizing.
- Establish demonstration sites for renewable energy (schools, rail stations, Arvada Center, skateboard park, etc.)
- "My vision is for sustainability to become part of all that the city does: public works, parks, infrastructure. We have got to become a more sustainable community on a lot of different levels."
- The community has a strong ethic regarding resource stewardship and sustainability. This should be reflected in the comprehensive plan
- City could assist with grant proposals for sustainability projects
- Consider requiring or incentivizing recirculating water heating systems in new construction as an energy conservation measure
- The current Comprehensive Plan talks about types, mixture compatibility, contrast, aggregation of land use, but doesn't ask questions regarding sustainability.
- Comprehensive Plan should have a sustainability focus
- It is important that Arvada has a piece of the renewable energy industry
- Update requirements for new buildings, energy efficiency

Public Health / Healthy Living

- "How about a vision to be the healthiest city in the healthiest state in the nation?"
- Need to look at healthy living/eating and obesity because ties into cardiovascular health.
- Transportation plan must encourage activity.
- Map the food deserts and address in the Land Use Plan.
- Arvada is already the leader in smoking (clean indoor air act), and has been great to work with. Arvada probably has the best laws in the state on work and public smoke-free places.

- Put more emphasis on health education, health policy, healthy living/eating, built environment. How make the healthy choice the easy choice?
- Cities focus on safety and welfare, not health. How help Arvada focus the resources on the right choices that benefit health.
- “Historically, health concerns arose from working too hard or from basic human survival needs. Today, health concerns are the result of leisure and inactivity lifestyles than malnutrition. So we need to get moving in getting people moving.”
- Parks and recreation are key to city’s appeal
- Trail/bike path connectivity gaps an important goal for walking and biking.
- PE and health programs are growing in the schools, PE teachers are becoming more qualified – challenge is making health and healthy foods attractive to kids and affordable
- More and more people with serious mental health issues, we haven’t figured out a way to address that effectively, and it creates safety issues for others
- Pool and ice rink were done away with, which is detrimental overall
- Apex and recreation centers are very valuable
- Need a wellness center
- Health correlates to demographics (particularly along Sheridan corridor moving west). As people become poorer, so does their health
- Apex is a tremendous asset
- Lutz Stinger Complex would be a great spot to build fields, recreation opportunities
- Apex, recreation events, outdoor gatherings are very important to Arvada’s success
- Develop effective outreach that addresses mental health issues
- More focus is needed on youth programs and offerings
- Healthy eating and physical activity (transportation to encourage)
- Making sure no food deserts (most concern in the east borders)
- Form study groups that include principals, parents/students and other residents in low socio-economic areas
- Develop effective outreach that addresses mental health issues.
- ULI Healthy Places; one recommendation was for increased healthy living programs for older neighborhoods
- East Side Recreation Center can be a magnet
- Yoga in the Park
- Activities in the passive areas - encouragement of that would have to come from City
- Active campaign to "Visit your local parks"
- East side more removed from many of these amenities
- Yoga in the park was APEX funded (free for APEX and participants)
- Excited about finishing the bike lanes. Missing links today are frustrating.
- Rocky Flats: Official studies say there’s no problem, but many still have questions about what really is going on there.
- Pockets of needs. Reputation of Jefferson as a wealthy county has made needs hard to get addressed. Many needs between Wadsworth and Sheridan. Typical needs with lower socio-economic groups. Wadsworth and I-70 have real pockets of need.
- Mobile home courts have had water & sewage issues.

- Lack of commercial centers makes it difficult to make walking an alternative to driving.
- Parents cite safety concerns or traffic as a reason not to walk to school or let kids go to parks.
- Would love to see JeffCo get municipalities to form a mosquito district. Going to see continued increase and no real good plan for dealing with it as cities or county. Gotten so expensive that county has gotten out of business. Focus on prevention around standing water.
- My Health Vision:
 - 60 minutes of exercise a day
 - decrease smoking
 - maintenance of healthy weights
 - walkable neighborhoods
 - access to healthy food

Land Use, Growth, + Redevelopment

a. Values

- Quality of life, parks, proximity to mountains, sense of community
- “Planning is the most important thing we can do. It’s easy to get constrained by developers want. We need to be able to tell them what we want. Comprehensive plan needs to help with that.”
- Values small town feel, open space and parks
- “Arvada is a great place to live. Don’t screw it up.”
- Small town feel.
- Close-knit community, know all neighborhoods and their children, not a “small town” but has a “close-knit” feel. People take time to know each other. A newcomer would feel welcomed.
- Options: diversity of amenities – Equestrian center (celebrates farming history), brand new skate park, one of best disc golf courses, trails, Arvada Center, APEX Recreation Center, libraries, history (Gold Strike Park), ranches. Always vibrant.
- Proximity to foothills and mountain recreation.
- Nice neighborhood bedroom community with progressive ideas.
- Resurgence of little houses in Olde Town with young couples with little kids. Relatively few issues and problems.
- Big problem is choice between density or sprawl. “Let’s stick to our purpose and let the market decide.”
- You know when you cross into Arvada when you cross into it from any direction. Good landscaping, signage. Feels like a good place that’s well maintained.
- Friendly, small-town atmosphere
- Proximity to mountains
- Clean parks and nice open space.

- “My Arvada values? Open space, views of mountains, view corridors along trails, agricultural heritage, outdoor aspect, pride in a history that is separate from Denver, authenticity of history and old town, and multi-generational families whose roots go back to 1850s-60s descendants.”
- Awesome Fire Dept. and intelligent/articulate Police Dept.
- We’re a big small town, mix of urban trendy of old town with easy access to nature and the mountain, does have a good cross-section.
- Values city/business relationships.
- Wants to make sure we have the right mix of uses in the western area. Some residential, commercial, employment in the growth area. See the residential market changing. People are opting for smaller homes. Empty nesters are downsizing and families tend to be smaller. Smaller yards are more sustainable as well. If we continue building housing we have to make sure it will meet future demand. To what degree can the comprehensive plan can push it?
- I most value the small town, laid-back feel of Arvada despite it being a big city.
- Good aesthetics in Olde Town
- Diversity should be valued and embraced
- Great place to raise family.
- Allow free markets as much as possible
- Too much regulation related to the comprehensive plan will stifle growth
- Goals should be limited to land use and focused on the physical aspects of the city
- Arvada is well-established
- City government is good to work with
- Well-rounded amenities make Arvada quality
- Arvada offers a high quality of life
- Clean city and small town feel provide appeal
- Live, work, play vision could work well in Arvada
- Business Roundtable with major is great, should be expanded to include more people
- City is great to work with
- Arvada needs a sense of place, something distinctive
- Arvada is a good place to raise kids
- Business friendliness
- Amenities are great – sports fields
- Arvada is in an ideal location, great community, people stay put
- Small town feel is valuable
- City does well to promote and foster
- Great trails and open space
- Views
- Libraries
- Agricultural heritage
- Connectiveness between residents, sense of community. “There is a great feeling of ownership and investment in Arvada, with the majority of homes sold are being sold to

other Arvada residents. Retirees want to stay in, young adults want to remain in, and young families want to return to Arvada.”

- Pride—Arvada grew as a separate city—people and families have lived here since the 1970s
- Arvada has: 1) Great downtown, 2) Historic downtown, 3) Arvada Marketplace, 4) Arvada Ridge
- A lot of employees cite the schools as a major reason for living in Arvada
- Most values hometown feel, sense of community. For him this relates to living in a good neighborhood. Values being able to “do it all here”- live, work, recreate, have culture.
- Values friendliness, close proximity to I-70 and Downtown Denver.
- I moved to Alta Vista because I like the layout of older neighborhoods and the quality of home construction.
- Values small town feel and how a lot of people know each other
- Values Arvada’s affordability, schools, infrastructure, rural charm, historic preservation, Olde Town being a center for community. Arvada is up and coming.

b. Components of a Community Vision

- The Comprehensive Plan vision is still relevant. What is missing is the reality of the Gold Line and opportunities that transit affords. Transit will provide for this community the opportunity equal to what I-70 offered. It will be transformative.
- I like the “healthy, clean natural environment, ample open space” statements in our current vision.
- Continue to explicitly move the community along toward sustainability.
- Things can happen quick, but need to be able to set agenda and respond. Hard to foresee where change will come. Need to be leading, not catching up. It’s more expensive the latter way.
- We need a 21st century vision.
- Acknowledge there will be change and embrace the opportunities they bring. How do we reconnect people to become part of the public conversation?
- Vision of community that celebrates and values its individual and collective health, multimodal, parks, trails, local foods.
- Must move toward sustainability in everything that we do: construction practices, recycling, to the backend of re-use. Will be embedded in the fabric of the community.
- Provides a visionary guide for the CHARACTER of the community
- City needs the perspective of developers
- The vision should celebrate individual health, collective health, local foods, parks and recreation, wellness, safety of community. It should engage the community in sustainable practices, including architecture, to allow the City to grow and evolve as an increasingly diverse place in terms of income, lifestyle, and ethnicity.
- Embrace change, see change as an opportunity.
- Foster volunteerism and civic activism through the small town lifestyle: walking, talking with neighbors. Extend small town feel to infrastructure. “If I live in a small town, then I have certain responsibilities for neighborliness and civic involvement.”

- City needs to know who to retain businesses, attract more
- Vision needs to be communicated all the way down
- Vision should be vibrant, contemporary, relevant: 1) Vibrant- embrace diversity; 2) Contemporary- high speed fiber and internet, 3) Relevant- being a good partner
- Changes that would improve Arvada legacy are to get more people involved in providing service to their community.
- The character we should promote in the plan is “You can find it all in Arvada”.
- Three goals to accomplish in plan- 1) close part of Olde Wadsworth to cars, 2) create a cultural corridor along Wadsworth, 3) connect neighborhoods.
- Three goals that should be accomplished in plan: 1) get people to Gold Line, 2) create business friendly environment, balancing the old and new, 3) create a better balance between east and west side of city in terms of services and infrastructure.
- Maintain the integrity of historic districts even with the growth. “I don’t want to see Olde Town become just restaurants and bars. We need a good mix of daytime and nighttime businesses. Rail is going to change everything, and it can be a positive change. Parking needs to be resolved, and keep some of the open space and parks. Don’t feel like you need to put houses on every undeveloped space.”
- Three goals to accomplish in plan- 1) redevelop Alta Vista into an attractive area, 2) build a recreation center to serve older part of Arvada, 3) make Arvada more self-contained by attracting new employment opportunities.
- Comfortable community: everyone should feel welcome, diversity is desirable.
- Blend of old and new: known for authentic roots in agriculture, truck farming, new development, shopping, TOD. Honor blended heritage while looking toward future.
- Culture: Arvada Center known nationally, other cities are trying to copy us. I would like 7,500 seat theatre. Need to make sure that we keep the options open and help make the Arvada Center financially endure.
- Arvada Center is a great asset- look at how we make it better.
- Exciting themes for a vision: Healthy living, sustainability, multi-modal transportation.
- “Let’s continue to build a great city. Don’t get stagnant. Don’t rest on your laurels.”
- Move on from the past
- Vision to promote in plan is the hometown feel, small town feel, friendliness, community involvement
- Vision/character to promote- blending old and new- keeping our history while accommodating change.
- Empower everyone’s creative class.
- A distinct vision statement for business is needed
- It would be great if today’s leaders put programs and policies in place that would provide for the least among us, i.e., the elderly, the ill (both physically and mentally), and children. One way that this manifestation might begin would be with projects to help revitalize our poorest areas such as the Foster Elementary, Duke’s Trailer Park, etc. in SE Arvada

- Align plan behind economic development theme - what is central to business retention and attraction? Create better community understanding of importance of economic development.
- Our financial planning is too conservative. Need to invest more in community.
- More emphasis on building strong neighborhoods.
- Need unified vision to drive projects.
- Attracting educational venues such as Heritage School that offers courses in medical assistance, mechanics and other service-oriented careers.
- Communication
- Involvement of youth
- Timeframe is good for vision
- Consistent involvement
- Private developers' involvement is key
- We should be dense in some area (Olde Town Station, Kipling Ridge) and less dense in others
- Arvada needs: 1) Great programming: outdoor festivals, etc; 2) Outdoor assembly areas, 3) Structured parking, 4) Gateway monument, 5) Visible, accessible, covenant-controlled industrial parks
- Urban centers are critical (Olde Town, Arvada Ridge, Candelas). 50% of new housing and 75% of new employment in them regionally from 2005-2035
- What should be in the vision? Safe, friendly, intelligent, caring
- Comprehensive plan should be physical. Land use and infrastructure.
- Excitement about TOD areas. Seeing potential for new kind of development. We don't have a quality hotel in Arvada. Sports complexes have a number of out of state visitors. Having quality hotel would be a big plus. Performers at the Arvada Center. TOD site has great potential.
- Area east of Olde Town might not have to be multi family. Could be like Taxi with a mix of industrial.
- "We are short on some things that would make Arvada a complete community:"
 - Street maintenance. Arvada came through recession well, but deferred maintenance now needs to be addressed. Water and sewer that are addressed through fees have been maintained.
 - Local recreation. Awkward situation where recreation facilities are not evenly distributed across the community. The North Jefferson County Recreation District was formed in the late 1950s (now called APEX) to address local needs. But now it is making money from big, regional facilities that attract a regional market. Our APEX should address our needs, not cater to what will make money.
 - Clean up urban blight: ex. Wadsworth / I-70 redevelopment area (a bit stale but better than the past).
 - Ralston road: sidewalks needed or repairs needed. No bike lanes, too narrow. Go by at 3:05pm after school gets out and see the sidewalk and vehicle congestion.

- Slummy neighborhoods. Need an AURA or AEDA-like program to clean-up neighborhoods. Fencing along Wadsworth is falling down and eclectic. Completing sidewalks.

c. Challenges and Opportunities

- In many parts of Arvada, previous developments have been low-quality or unattractive, need better attention to material choices
- Lack of retail near Westwood neighborhood, but getting better
- Opportunity for new development at W 64th and McIntyre (previously proposals for Home Depot, apartments), could be commercial or residential as long as it's done well
- There are more infill areas for high-density residential than people realize
- Ralston Road Corridor needs more attention and planning to create a cohesive "theme;" will be a natural connection to the light rail
- Hwy 93 and W 64th Avenue is an important entryway from Golden, Boulder, C470 ; there have been tremendous improvements there, looks nice; solar facility could be an opportunity to build Arvada's sustainability image
- Focus on main community gateways: Hwy 93 and W 64th, Indiana Avenue from the north, Ward Road and McIntyre from the south, W 80th corridor, I-76 interchange, Wadsworth
- Beautify shopping environment, not just strip malls
- Jefferson Parkway is very important regional transportation project that will be integral element for future economic growth. It will be transformative of the NW part of the city. We will create critical mass for hospital up in that area at that time.
- Key area to focus on – Arvada Plaza, Arvada Center, Wadsworth Corridor
- Find a way to preserve Arvada's rural character while allowing change in appropriate locations.
- Areas to focus on - examine whether SE Arvada should have more density to play off Gold Line
- New development should be appropriate for the context and resident input should be sought.
- There needs to be more attention to form than function.
- Candelas is a great opportunity for creating new housing and jobs.
- Commercial and office shortage: as we built out we focused on residential. Office will start coming as mixed use happens with transit. Olde Town is already pushing office. Also at Kipling Ridge. Huge amount of vacant land near Red Rocks CC. Mixed use there will include office.
- SE Arvada needs attention, as does the area that lies within Kipling to Ward and 58th Ave to Ralston
- Ralston Rd feels too narrow for the amount of traffic on the road. Widening the road might help make it safer to drive.
- One of the sites that's exciting is expansion of Red Rocks Community College in health sciences with spin-off potential at Arvada Ridge.

- Enhance gateways - Wadsworth/ Sheridan turning into 58th; Sheridan at south industrial areas
- Opportunity areas should include:
 - 58th Avenue, including gateway areas
 - Jefferson parkway
 - Candelas properties
 - Indiana, including its new development
 - Olde Town
 - Area south of Grandview; near one of future parking structures; maybe include as a hotel opportunity
 - Take full advantage of the RTD Gold Line
- Have to tackle access at Ridge Homes. Red Rocks CC is expanding. New interchange at I-70 is planned.
- Working on a “Welcome to Arvada” mural on her building next to future Sheridan commuter rail station.
- Quality shopping and restaurants. Granted Olde Town is getting better. Need more breweries.
- Blend of recreation / culture / shopping. High end and mid price.
- East side Recreation Center. Could be destination if right across the street from Arvada Center: climbing wall, coffee shop, etc. See APEX MP for locations. Could be in underutilized Fair Lanes Center (bowling area), and still retain some shopping south of 64th. Needs to be along transit, whereas Seacrest has no transit and not accessible. Need to keep big facilities by a big population. City struggled for years to find park site on east side – finally found 7 acres west of Sheridan.
- Long-term Operation Funding: if build it need to be able to support it.
- Key areas to focus on in the update include the Wanco manufacturing facility on Tennyson, the concrete plant at 1-76 and Sheridan.
- We need to better support mid-sized business in the community- they are more loyal to their community and employees. Also support existing business through a marketing campaign to Arvada residents.
- Arvada should pursue an Argriurbia type development that includes food production in the design of a development.
- NE Arvada
- SE Arvada around former square lake
- Need to create more town centers. Sense of identity for subareas:
- North side of Ralston Creek as example. Put back in the streets and walkable neighborhoods.
- North side of the Kipling station with Red Rocks
- 64th and McIntyre. Last hope for town center for Westwood neighborhood.
- 80th and Wadsworth. (recreation center, retirement home, police station, dog park, community garden)
- 64th and Sheridan (Adams County part feels disconnected to Arvada: different fire, schools, recreation).

- Maybe use Town Center overlay zones or form-based approach?
- Need a shared parking structure in Olde Town for destinations there
- Wal-Mart opponents should have been involved in Ralston Road plan.
- Arvada Center need to connect via transportation or bike path from Olde Town.
- Look at Indiana corridor to better align market with land use regulations.
- King Soopers at 80th & Wads is the highest retailing in the state. Safeway on NE corner. In and out access is tough. Target center is in fairly decent shape. Chick-fil-a is doing great. Need for signage, gateway for this part of the city.
- Focus on the Arvada Triangle
- Unincorporated areas to the north of Arvada: Consider resurrecting an IGA in that area to avoid competition between Westminster and Arvada – want open space or low density around Standley Lake to protect water source; don't want to create pressure for more intense development along a political subdivision line – most concerned about the mixed use residential emphasis area to the east of Indiana Ave (farthest north section)
- SE portion of Arvada is a missed opportunity – so close to Olde Town and commuter rail stations and I-70 that there could be more done to improve property values, municipal services could be improved (recreation center, pool, etc) – reposition this area to attract young professionals and young families
- Candelas land plan is tied to the parkway. If parkway fails then we need to re-evaluate.
- Make sure new development fits the fabric of the neighborhood
- Need a streamlined development approval process
- Developers want flexibility in land use
- Need better protection of community character, make it predictable, make it a requirement, take the subjective decision making out of it
- Help revitalize our poorest areas -- such as the Foster Elementary; Duke's Trailer Park, etc in SE Arvada
- No regional draw for retail or jobs
- Jefferson Parkway is imperative to the city's future.
- We need to capitalize on Jefferson Parkway by making sure we equip the area with modern infrastructure.
- The city is influenced by a few people with a lot of personality.
- Negatives that detract from desirable development: Candelas vs Rocky Flats, Highway 93 vs snow; Moore property vs "All bollocksed up" (i.e., buried with no visibility and access challenges)
- Word about Arvada's strengths does not get out
- More commercial zoning is needed, Arvada misses out on companies because of limited space
- Local businesses need to be prepared for the changes to come with light rail
- Key areas to focus on are Arvada Center, Indiana Corridor, Red Rocks campus.
- Involve Red Rocks as they want to double size of campus.
- Focus on health industries
- Look at Superior Town Center for inspiration for mixed-use.

- Three goals would be facilitate Red Rocks Community College expansion, attract new business and create a vision for Indiana Corridor.
- Focus on making sure east side doesn't decline, revitalize Triangle area, maintenance of parks and public spaces.
- The main decision on land use is sprawl or density
- Arvada will remain a bedroom community unless zoning changes happen
- The area that lies within Kipling to Ward and 58th Ave to Ralston needs more attention
- parking in Olde Town is an immediate problem that needs to be solved
- there are too many liquor licenses available, bringing too many into areas for only a short period of time
- Scale is an issue—there is some community aversion to dense multifamily development
- There is a “Great Divide” in the community between East (longtime residents of modest income) and West (newer residents of higher income)

d. Comprehensive Plan Choices (i.e., what should change in the Plan)

- Need to coordinate any land use changes in/near unincorporated lands with the County, especially along the Indiana corridor and 72nd
- Highway 93 corridor needs additional attention
- Land around the Jefferson Parkway needs additional attention
- Incorporate more cooperation and coordination with County plans
- Should have had higher urban design standards for Ralston Creek/Wal-Mart redevelopment project.
- City has done a better job requiring a high-standard design and construction (i.e., Arvada Ridge)
- Older commercial areas are not context-oriented
- We have industrial zoned land that hasn't been touched. Where should it be? Is it in the right place?
- Key areas/topics to focus on in new plan - Gold Line, changing demographics, east vs. west divide
- This is a bedroom community. Not going to change it unless we set aside vacant land where we won't build residential.
- Infill areas, County enclaves
- Eastern part of City of Arvada
- Corridors - Ralston Road, Wadsworth, 64th
- Justice Center - city looking at sharing one with Wheat Ridge that would include jail, records, management functions.
- Review plan in terms of how's it working? How's it look? To me it looks pretty good.
- We struggle with no room for large businesses to come in or expand here. Candela's could help.
- Comprehensive plan is not comprehensive enough in that it seems inconsistent with smaller plans. Why do we have to approve a change in the comprehensive plan to

approve projects? Plan is also too specific: too many land use categories. Too parcelized. People conflate the plan map and the zoning code map.

- Other issue is role of public input at meeting versus the city's vision for development. Needs to be better defined during process so public understands.
- Some commercial/office areas should be rezoned to residential
- Not too much from last plan should change, changes should be focused
- "Scale and density: a sustainable course requires increasing the vertical scale and density of future development, but at times there is community resistance to projects that are taller or more dense than with adjacent development. How enhance the status quo, rather than simply mirroring what we already have?"
- Would like to see more interaction between planning directors and staff in Jeffco/Metro Area
- Much of the city's aspects and trajectory are set in stone and can only be changed so much
- The comprehensive plan should be *reviewed* not rewritten
- Don't use it as a tool for the city to assert its will
- Don't use it in a reactionary way
- There are too many overlapping plans
- Need a plan that is balanced, useful, forward thinking, doesn't create barriers to future opportunities
- More focus is needed on youth programs and offerings
- Codes should be changed to encourage growth, flexibility needed
- Determine what is needed now, in 2-3 years, and in 5-7 years.

Multi-Modal Transportation

a. Values

- Three things feel strongest about are: parking, circulator, and bike/ped. TDM became a new strategy to approach all of these things
- Infrastructure should be the key thing we focus on.
- Street layout is critical. Still favors grid system.
- "I love the Grandview Bridge. It is the best million dollars spent by the City. It has unified our neighborhood." Wants to see more neighborhood connectivity through walkability, such as 72nd and Oak
- Recognize where this community finds itself in the 21st Century, not just an extension of the past.
- Gold Line will up the ante. As we start to hit our stride with commuter rail, then circulators will need to play a role.
- Olde Town is worst place to ride a bike in Arvada. No facilities and no parking. Hitching posts are not recognizable. Approach a couple of the business owners to see if they would be open to taking one parking space for a seasonal bike rack. Bike share doesn't seem like a big need right now. Maybe after Gold Line it would be useful.

- 6 lane facilities? Is there a better way of using the space that's available? Do you need a 15 foot median?
- Good highway access
- Light rail coming to town is wonderful and convenient
- Need parking in Olde Town
- Trail network is valuable, great selling point for the community
- Very bike friendly, can tell the difference between Arvada, Wheat Ridge, etc.

b. Components of a Community Vision

- Current vision does not speak directly to the opportunities that transit affords.
- Great bike facilities are a draw for people who want to live here.
- Big thing that keeps coming up is a circulator with offsite parking at a more feasible site. Lots of other Olde Towns have circulators.
- Ralston: connection from Olde Town and Triangle. Reality is we don't have too many businesses. That's our main street for them. Near term safety should be the focus
- There are 177 electrical vehicles are registered in the City of Arvada.
- Transit as a way of life. We will see more no car households or 1-care households.
- Cars should be lower in priority than bikes and pedestrians.
- I like the City's strategic plan goal to complete trails and gaps, but we also need sidewalks to be completed.
- Need to knit city together more in terms of trails, streets, but work on fostering unique neighborhood identity.
- On the bike side, like to see a little bit more. Create more commuting opportunities on street. Have a pretty decent network. Geographical challenges can be dealt with. Bike master plan is important to solve missing links. Getting more and more people to cycle. Part of broader economic development strategy. Safe access to places like Olde Town. Protected bike lanes would be beneficial.
- Multi-modal transportation is valuable and attracts youth
- UPRR - tee Arvada up for NexTracks - identify strategic policies to position Arvada for UPRR line

c. Challenges and Opportunities

- Want to see corridors focused on for growth. Infrastructure is starting to age.
- Jefferson Parkway will be key to development of Candelas as a mixed-use project with significant employment and commercial hub.
- Ralston Road is a priority. Not just because of Wal-Mart. It is a major east-west route and it's a mess.
- Walkability: Super Target center is a big box but pedestrian network is human scale (on Kipling). Development proposals should be evaluated for bicycle parking/access and ped access.
- Transportation options: need to continue express busses once Light Rail begins. Don't take away expresses because now have light rail. If want to capture Denver

entertainment market, need to provide shuttle between Olde Town TOD and Arvada Center, from 4pm-10pm. Possibly rubber-tired streetcar.

- Stoplights in city are not coordinated
- Ward road could be a future major north-south roadway
- Ralston Road: fairly good bus service along Ralston Road. But it's dark, cars are going fast, no crosswalks. Dangerous for people riding the bus to cross street.
- Ralston Road looks bad. Safety problem. People get hit as they walk down the sidewalk by truck mirrors and have to walk in the mud. Missing sidewalks in places along north side. Kids riding bikes and on skateboard can't fit on sidewalks with other pedestrians. Lanes need to be 9 feet plus 2-foot curb and gutter. Sidewalk needs to be detached. First plan was rejected by Council. Now in phase 2. Would have cost \$15 million to build. New plan is still \$10 million, and lanes not wide enough.
- Put money in the budget for temporary sidewalks to address safety concerns. \$2.5 million last year for missing sidewalks, but none for the Ralston corridor.
- Indiana corridor: be nice to treat it more as a parkway with some common treatment to give it a sense of place. Somewhat stripped it in land use plan and zoning. How can you make it better?
- Need better north-south bike connectivity. Indiana is a logical route.
- 52nd avenue (transition toward transit in future)
- We're behind on street repair
- Connect Ward Road to 80th Avenue.
- Plan to widen 72nd from Kipling to Indiana? That needs to be addressed. Especially with Jefferson Parkway being built. That's completed from Sheridan to Kipling. Need to make it 4 lanes all the way to Indiana.
- Highway 93 is going to be out of control.
- PUC wants to close down Allison as a RR crossing. Vance also? City is opposed as is Fire Department. PUC ruled against the Lee Street crossing. Balsam is less critical but would like it open.
- Lower Arvada where the old theater used to be and neighborhoods further east are older and missing sidewalks.
- Union Pacific ROW. Would they sell any of it off to the City? It would go out to Candelas. Could have connection at Sheridan. NexTracks project as a train. Something that needs to be taken care of as the opportunity arises. Preserve for future rail.
- Gold Line needs to make sure that street closures can be mitigated.
- 72nd is hit or miss for bikes. Should be a major corridor. Not attractive for families to get to APEX.
- 72nd should be consistently laned either way. Would like to see it one way or the other.
- Work on getting people to the Gold Line
- First responder sites: Kipling & 58th was a hot spot but much better now. Wadsworth corridor as a whole carries so much volume, hard to address. Jefferson Pkwy needed for jumping on and off points for emergency access. Beyond interchanges could there be emergency access points? Met with RTD and drivers will be aware of Ridge, Oak & Allison about watching to emergency vehicles.

- Better road maintenance. Not charging enough to maintain the roads. Particularly in the older neighborhoods. Water and sewer doesn't have that problem because they are paid for by fees.
- 74th to Indian Tree, no sidewalks to access the trail. Trail connections to Two Ponds NWR to Rocky Flats, to the Arsenal. Federal funding for trail connection. Bike underpass for Wadsworth at Target.
- 64th & McIntyre intersection for industrial trucks.
- Sheridan is a key corridor and goes by some employment areas. It is a candidate for arterial BRT in NAMS study. Adams County is interested in it.
- Alkire bike/ped Bridge would be wonderful.
- 57th Ave: dual bikeway one side?
- Complete Jefferson Parkway
- More, and adequate sidewalks necessary (i.e. along 52nd street)
- Well lit sidewalks, and transit shelters
- Smaller, convenient, corner grocery stores (like Food CoOp) within walking distance to older neighborhoods areas
- Capitalize on bike path behind clinic; connect into larger system, not dead-end at Wadsworth
- Safe neighborhoods with sidewalks and bike paths - huge promotion for healthy living
- Missing Sidewalks (Denver inventory project; grass-roots)
- need recreational spaces; but need safe pedestrian connections to them, and possibly traffic-calming areas as well
- Light rail coming to town is wonderful and convenient
- Traffic on Indiana Avenue has gotten worse with new development
- Need to improve connectivity of bicycle infrastructure; missing connections create safety issues
- Improvements to McIntyre Road
- Big major streets are barriers for kids crossing (e.g. Wadsworth, 80th)
- Trails help with accessibility to schools
- Hard to get around Arvada, hard to get from one end of the City to another – would be helped by Jefferson Parkway
- Focus on intersection of 72nd and Indiana Avenue
- Ralston Road is too narrow, considering potential future development, lanes are too tight; widening the road might help to make it safer to drive
- Sheridan Blvd could be so much more than it is, streetscape, open access/curb cuts
- Very difficult to get north to south on a bike – pinch points near I-70 and in other areas – need better connectivity for bicycles
- Better identify gateways (i.e. like I-70 and Wadsworth) at main entries into community (I-70 entries, at 88th)
- Visual upgrades to major corridors (Wadsworth, Sheridan, Kipling)
- Arvada lacks connectivity to rest of metro
- Trail gaps need to be well marked and connected to on-street routes. Don't just dump a trail user onto the street without an explanation of where to pick the trail back up safely.

- A shuttle from Olde Town light rail to other points in the city would be valuable
- Sundyne has some difficulty with trucks on 64th and McIntyre
- He feels overall transportation system is still valid and that we need to focus on completing 72nd, Ward/ Alkire connection.

d. Comprehensive Plan Choices (i.e., what should change in the Plan)

- Gold Line is an opportunity for Arvada to redefine itself. Not just as an inner-ring suburb or a still-growing suburb. Transit will provide an opportunity equal to the construction of I-70.
- Position yourself for future conversations about UP track use. Reasonable conversation to have in terms of NexTracks. Vision plan for 2040, not part of RTP.
- Ralston Creek trail does not support high-speed capacity. The roadways must be dealt with for bikes.
- Traffic calming: as part of comprehensive plan can there be a tool box for what's appropriate? First responders need to ensure access.
- Safe Routes for Schools
- Could there be a matching grant program for fencing? Sidewalks. Organizing neighborhoods?
- More attention must be given to street layout
- Coordinate with Jefferson County on road classifications, major thoroughfare plan

Commercial and Economic Development (including Urban Renewal Authority)

a. Values

- Arvada offers more retail and commercial development than the rest of Jefferson County, and is a big player in nonresidential development in the county
- Revitalization of Olde Town has been positive
- Olde Town is the most attractive feature for living in Arvada
- Extend Red Rocks campus into medical offices at the Gold Line vacant site
- A desire to see Olde Town business owners making a living rather than a hobby with their business
- I value the shopping.
- They have done great things with their urban renewal authority
- Arvada is politically assertive.
- Arvada one of the few cities that has remained in budget or boasted surplus
- Good job of living within their means

b. Components of a Community Vision

c. Challenges and Opportunities

- Nice evening dining places with a quiet ambience lacking in Arvada overall, Westminster has better options – golf course is the best opportunity, or other spots in West Arvada
- Need better shopping options in west Arvada – there are multiple locations that might work
- Build fiber optic into every road improvement.
- How support existing businesses? Good infrastructure, light rail will help, technology connections (fiber), good workforce. Grow Red Rocks campus. Support the school district.
- Candelas is primed for high tech: data center capacity fiber optic, internet/software companies – esp at Hwy 72.
- Hospital at Candelas needed. It would allow for 15 minutes emergency travel times to many parts of the City, and could serve mountain emergencies up Cola Creek Canyon.
- Need opportunities that does not require greenfields: intellectual development. Arvada loses when competes w/ communities/counties with raw land availability (shovel ready sites). Still attractive but not competitive.
- Economic development: arts and intellectual/academic (humanities) community at Arvada Center. Wadsworth cultural corridor: not going to have an Aspen institute but could have Arvada institute. See Loveland's arts district, sculpture park, economic activity revolves around art in public places. Broaden from sculpture to performing arts. Arvada Center is the hub. Less physical district, but a organizational and cultural activity area with intellectual capital. Too many physical limitations to make it a unified corridor – needs to come from ideas. Nobody else in Denver is focusing on intellectual activity – except for Boulder World Affairs Conference and Aspen Ideas Festival.
- We need knowledge jobs that are based on creativity and need to welcome them and give them the architecture to flower (shortage of those today physical locations or fiber optic backbone to support that).
- Business to attract - health care and high tech.
- Jobs to attract - high tech, hospital/medical, more primary jobs.
- Need to focus on building opportunities for people and businesses to connect.
- Close to reaching the saturation point of liquor licenses and hair salons in Olde Town. Need businesses with a clientele of people they bring with them because of what they sell, some specialty that is established.
- Arvada has always been the ugly stepsister of grand retail opportunities. (64th & Eldridge was going to be a mall, I-70 and Wadsworth was going to be a mall).
- Like the idea that AEDA keeps database of vacant properties and businesses to provide for business owners and expansion.
- Today Arvada is a business friendly city.
- Talk about primary jobs, but no place to put them. Vacancy rates are really low.
- Triangle is not heading in right direction because the roadway is wrong.
- AEDA is rock star organization
- AURA needs to do a better job of cultivating relationships with other special districts that would be impacted by TIF.

- A hotel is very important but it has to be the right kind. With convention and meeting facilities. Talking about few hundred large meetings, small breakouts and catered foods. The City does the foods and events at Arvada Center through banquet facilities.
- Hospital building too speculative now due to health care reform. Trend is towards outpatient treatments, not building beds. Nobody is building new hospitals in old places.
- Sales tax on grocery stores is key to us. Having favorable business climate is important to attract them.
- Envisioning with the Gold Line. I see a lot of folks who would take the train from Denver to Olde Town for the day who are visiting Olde Town. I see regional tourism CVB connections.
- Ralston Creek (triangle): Wal-Mart is still big economic engine and analogy to Costco and Sam's Club to create dollars for area revitalization. That will anchor the south side. Concept plan for north side that has a lot of mixed use.
- Need grocery store for Olde Town area and housing mix.
- Retain service jobs that do not necessarily require a degree.
- Attract groups-such as wellness centers- that encourage healthy living.
- Industrial jobs in SE corner are important to preserve. Don't want to create conflict where new residents push it out.
- Many in-fill opportunities exist in Arvada
- Shopping is limited and scattered
- Affluent neighborhoods can support more and higher-end retail on the west side of the city
- Perhaps merchants could work to increase visibility by offering "Free Days" like the Denver Zoo, Denver Museum and other city venues so often do.
- Parts of city can support mixed-use
- Candelas retail will function like the city's big box retail
- Indiana corridor needs a sense of place
- Business retention is vital
- TOD opportunities abound and should be given great thought
- Park Place is out of place, too dense
- South East area including Olde Town allow huge opportunities
- Business retention is vital
- Job creation may be a better avenue to increasing tax revenue
- Service jobs and light manufacturing would do well in Arvada
- Addition of some industry would not disrupt the social dynamic too much
- There is little storage space in Arvada
- Most of the opportunities are in-fill
- Triangle area is ripe for redevelopment
- Attract assembly-line businesses, factories, solar furnace factory, tradesmen, training, solar furnace factory
- West of Wadsworth between Olde Town and Arvada Center
- Need to define what the best type of mixed-use is from Arvada
- Wadsworth & 80th is a great spot for retail

- Job creation will always be a struggle
- Sheridan light rail stop could be a good place from industrial businesses
- The city needs to focus on improving its corridors, attracting jobs and promoting diverse housing to become competitive in the future.
- There are some areas that are zoned for commercial that may not reflect the current market.
- We need the right mix in western Arvada
- More office uses are coming with Transit
- Use AEDA's list of businesses that people are asking for, and list of businesses for sale to inform economic opportunities
- Manufacturing areas don't fit into the City; if incorporated, should be concentrated along Jefferson parkway
- A hotel is important... but one with meeting facilities would be even better
- Arvada taxes groceries—very important revenue support for the city
- Olde Town has lots of potential, needs to be redeveloped, businesses should stay open later
- The city needs more retail options
- There's a real market for what Arvada offers, offers something for everyone, marketing Arvada externally would be good
- Two divergent perspectives – those that don't want to lose Arvada's character and open space, those that want economic growth, city needs to be able to navigate that and find a balance
- The Elks should be moved to the only Safeway building, creating a business opportunity in the current Elks location
- Many in-fill opportunities exist in Arvada
- Shopping is limited and scattered
- Affluent neighborhoods can support more and higher-end retail on the west side of the city
- The city needs higher-end technology and engineering jobs
- There is an overconcentration on retail by the local government
- Job creation may be a better avenue to increasing tax revenue
- Olde Town redevelopment could be a big win and could attract younger people
- Olde Town gets too much emphasis from the city
- Concentrate on high- tech and manufacturing jobs.
- Concerned about redevelopment of Westminster Mall as it will bring more traffic to area.
- We need integrated mixed-use centers.
- Don't kill what we have in terms of existing small business
- A rising tide raises all boats, don't want to compete with other municipalities and areas of the region, coordinate with Jeffco economic development goals
- Take advantage of what we already have on the western side – NREL, Coors Tech, R&D, high tech

- Attract/retaining Employers: more jobs based on creativity and intellectual strength. City should allow that to happen organically, and promote architecture and infrastructure that allows them to flower.
- Physical proximity leads to innovation: more of a mindset than a strategy.
- Retail influences housing
- Current retail conditions are not so bad
- Retail gaps on west side of city, especially and more people move there
- Triangle ripe for redevelopment
- Need to target retail niches
- Job growth will always be limited
- TOD nodes represent employment opportunities
- Need to encourage infill
- We can attract a hotel to the northwest growth area.
- Naropa College is looking for a new home
- There are great sites on Hwy 93 and Eldridge & 66th Ave
- A lot of Arvada is unaware of our opportunities
- AEDA and Hazel are very active and aggressive – please continue the loan programs.
- AEDA can do more to promote local businesses
- Candelas is interested in bringing a medical office cluster to Candelas
- In terms of jobs, look at what is centric. Should we be technical support to industries in other communities? Look at surrounding communities to help us think what is a driver vs. support.
- Support existing business by educating public on their importance, lobby for business tax, don't over-regulate, keep infrastructure and services in top condition, invest in workforce training (not just professional), improve access to capital, develop transportation.
- Businesses to attract: High tech; QOL impact (arts); aerospace industry (build on Spaceport near DIA);
- Support existing business
- Need feedback from successful businesses vs. failing businesses
- Keep government requirements on small business; start-up and ongoing requirements
- Foster craftsmen industries: made at home, but sold at small craft shows
- Construction and manufacturing
- Sites that are available don't have the right utilities/infrastructure or the right price
- Need appealing, development-ready sites for new development in the right industries
- Good to have balance of retail, can get a lot of what you need in Arvada
- Would be good to have a nice grocery store (Sunflower, Whole Foods, Trader Joes)
- Need a good hotel on I-70
- Red Rocks Community College expansion in health sciences at Arvada Ridge site.
- Retain service jobs that do not necessarily require a degree
- Right now a hotel with convention and meeting facilities is very important. Conferencing facilities are not compatible with Arvada Center recreation programs. Re-purpose rooms

in Arvada Center to arts education. City could operate convention facilities at their cost if hotel operates the hotel.

- A hospital would be great, but I'm not sold that it is a have-to-have. Critical mass for a hospital could be created at the Jefferson Parkway.
- The City's fiscal health is built around grocery stores, which is stable revenue during recessions.
- The link between infrastructure and economic development is very strong. To have strong businesses we need a safe and efficient transportation system.
- Attract energy, research, wind, solar, tech industries
- Encourage shopping at local merchants

d. Comprehensive Plan Choices (i.e., what should change in the Plan)

- More retail options are needed for the city to be competitive in the metro
- Need to keep spending dollars in Arvada
- The city needs more commerce and industry for job creation
- City needs a strategic project coordinator to help facilitate the big deals in town at the Deputy City manager level.
- Revitalize SE Arvada
- Tools- create a mechanism to look at benefit to city when new developments are proposed.
- Examine demographics of those shopping outside city - how do we reposition ourselves to keep more money in community.
- Establish programs to support the needs of an ever-increasing retiree population (*Boomers*).
- Access to capital, align programs with economic development goals, understand and participate in regional efforts.
- "People complain about Walmart. I don't see it as a problem. Whole Foods couldn't make it there. The market supports Walmart. If the community wants something else, they'll need to change the market."

Neighborhoods + Housing

a. Values

- Proud of Westwood neighborhood, spend a lot of money on aesthetics, fencing, landscaping, has maintained its value through the recession
- It's a community, has its own identity, neighbors get to know one another
- Arvada housing is a good value for what you get
- "I have worked well with Arvada before...they gave me a loan in the past."

b. Components of a Community Vision

- The city needs a more diverse housing stock
- One resident stakeholder does not want to see multifamily built in Arvada

- It is important for older individuals to stay in same city.

c. Challenges and Opportunities

- Create a program that requires homes to be inspected for safety, energy efficiency, or other considerations prior to resale, based on any major issues the city or fire department is seeing
- HOAs shouldn't exist
- Have building boom going on right now. About 60% are existing residents or coming back to Arvada.
- How do you maintain the charm and character while making them livable for 21st century demographic. What is the right limitation on redevelopment scale/character as Gold Line helps push the market toward Arvada from Highlands?
- If we are a small town, we need to walk the talk by walking, not just talk about it: Walk to where you go and sit down and know your neighbors.
- West side of metro area has been land constrained. Natural features and strength of market are attracting national developers. Lot of aging in place or return to home customers.
- Stability within the marketplace has been valuable, even in the worst times economically you can count on values holding well here and development opportunities to continue to exist.
- Olde Town is an amenity to West Arvada.
- Each neighborhood should be known for something.
- Need to have comprehensive look at older neighborhoods to ward off decline so we can maintain. Plan to maintain those areas so they can be sustained over time. Not just focus on urban centers.
- New Justice Center / Police complex.
- Construction defects litigation is preventing condo construction.
- Fire District needs to be included in site planning to ensure access can work. Need to be able to open doors and have hoses and accommodate cars. Truck needs 15-16 feet and car will be parked there. Street width has been biggest battle with the city.
- City doing a good job to clean up business areas. Need similar program for the rundown residential neighborhoods. AURA, AEDA can address commercial. Need program for residential.
- Corridor beautification through gardens or businesses to bring more pride to an area. Are there neighborhood associations in the east that could do that model?
- Help renew neighborhoods and revitalize them as well. Northeast area, far east area, southeast area. Some built in the 40s and 50s.
- Have visitability ordinance in place, but haven't been embraced by the homebuilders. Have some senior housing facilities. Do we need more?
- Lot of code enforcement problems in older east side neighborhoods. Pilot program for pro-active code enforcement. Getting results and make it about education. Implemented neighborhood revitalization program.

- Candelas has pent up demand from Arvada, doesn't have lots of new housing stock. Lots of customers coming from Arvada.
- Decent housing for young families is important near Olde Town
- More middle-income housing is needed
- Housing sales market is exploding
- Leyden Rock houses are selling rapidly
- Arvada's housing stock could revitalize like Highlands in Denver
- Housing demand could increase near Olde Town
- Housing stock is old, needs revitalization
- Plenty of high-end housing on western side
- Leyden Rock houses are selling rapidly
- Metro Study provides good housing data
- Whisper Creek is a top 10 neighborhoods by sales in the Denver metro
- Land constraints on the west side limit development opportunities
- 60-70% of houses bought in Arvada are bought by current or former Arvada residents
- Housing values hold well in Arvada
- Housing stock is aging
- Need more high-density housing, multifamily
- Lofts near light rail could be appealing
- The residential market is changing before our eyes – smaller families, baby boomer downsizing and retirement—the comprehensive plan needs to push us to competitiveness
- We need to renew and revitalize our Eastern neighborhoods
- There is currently (and will be in the future) a lack of housing units for seniors
- We need to continue to encourage visitability requirements
- Revitalization needed in older neighborhoods
- Arvada's housing stock could revitalize like Highlands in Denver
- Housing demand could increase near Olde Town
- Housing stock is old, needs revitalization
- Plenty of high-end housing on western side
- Housing authorities were in acquisition mode during the recession and now we are priced out of the market.
- "I can't afford \$75K per door for multifamily."
- There is a lack of local government financial and political support for affordable housing.
- The federal government and state governments help with CDBG, HOME, etc. The sequestration is limiting Federal participation. Locals need to step up.
- UDAG grant money is still sitting around, we need to use it.
- We have made some recent affordable housing acquisitions in Arvada – Parkview, Parkview West, Viking Square
- Requiring affordable housing near transit would be a great opportunity.
- "I need some land." "There is a lack of sticks and bricks out there for affordable housing." "There are long waiting lists in Arvada and the whole metro area."

- Single-family homes are the only types selling right now.
- We have other product types planned but single family detached is hot right now
- Visitability ordinance (accessible requirement for first floors) gets resistance from homebuilders but it is important if we are to age in place.
- Lake Arbor – city property should become a senior facility – led by private market.
- Many legal barriers (risk of lawsuit) prevent many developers from building multifamily

d. Comprehensive Plan Choices (i.e., what should change in the Plan)

- Senior living facilities are needed because of the aging population
- City policy might address the range of senior housing options to allow aging in place in a safe place. “I’m going to bet Arvada couldn’t say they do that right now.”
- What land uses for the remaining vacant land, primarily in western Arvada, will best strengthen the City’s economic and cultural well-being? The residential market is heating up – should western Arvada be predominantly a bedroom community, or emphasize mixed use/commercial/offices uses that may take longer to build out?
- Local governments need to get serious about affordable housing – either through regulatory requirements or dedicated funding sources
- Need apartments. These need to be accommodate somewhere.
- Apartments;
 - Capitalize on Gold line; incorporate high-density
 - Candelas
 - Other areas that could fit in with surrounding areas;
 - fit within single-family
- Infill with incentives; will run out of room on the periphery so need to invest internally.
- Create affordable senior housing options.

Parks, Recreation, Trails + Open Space

a. Values

- Nice to have Ralston Trail near the Westwood neighborhood and golf course
- High quality parks, recreation and open space
- Parks and outdoors system is really nice
- Evolution of activities; different range of interests; arts - sports - Olde town - culture - library
- Get active, stay active

b. Components of a Community Vision

- Building a community center for SE Arvada area residents
- Build an athletic complex that no one in the state can match

c. Challenges and Opportunities

- The more facilities are developed, the more they need to be maintained, so focus on maintaining what we have and doing it well
- Build east side recreation center on Arvada Center property or city property at Lake Arbor.
- Trail connections, esp. around Standley Lake
- Regarding parks, we need specialty parks like a bike park, more skate parks, kayak park. We especially need a bike park on east side of city.
- The Simms Street gym is lacking a crosswalk on 82nd.
- City needs rugby fields
- City owned land in Lake Arbor- expand park, maybe ball fields/BMX park, skate park/single family or patio homes.
- Need more parks on east side, complete trails master plan, create more vibrant public spaces
- Van Bieber Creek Trail is hard to follow.
- APEX center quite far from SE neighborhoods; one on Kipling in Wheat Ridge (smaller)
- Continue and expand URA through Ralston central area (triangle area, but expand from Wadsworth to Ward)
- Much available land at SE corner of Ward; identify opportunities by Timberline Gardens
- Development west of Kipling happening with athletic complexes, build on that; capitalize on national events.
- Myers Pool center replacement opportunity, relocation at that complex (between Kipling and Ward, in association with field house).
- Trails – good east west, but bad north south
- Stenger/ Lutz draw many intrastate competitions
- Bike paths need to be connected, need more lighting for safety
- Need more youth fields
- Arvada has lots of good E/W trails but lacks N/S trails
- In favor of a recreation center on the Arvada Center property
- East side recreation center is needed at Seacrest Park
- Trail network and connection have done a great job. Good for community.
- Local recreation: have awkward situation in Arvada. Don't have good distribution of facilities.
- APEX isn't serving the neighborhood market like it used to. We need places where people can walk so that they can exercise.
- East Arvada is underserved with recreation
- Arvada needs off-highway regional trail connections
- Arvada is an athletic mecca – Stenger, APEX and the ballfields are great... if we had a hotel we could attract more large sports tournaments (crosscut w/ economic development)

d. Comprehensive Plan Choices (i.e., what should change in the Plan)

- Coordinate with Jeffco Open Space Master Plan and Westminster Bicycle Master Plan that are currently being updated

City Services and Facilities

a. Values

- Strong partnerships with Jefferson County
- Great public works/street maintenance
- Volunteer fire department is good
- Police are intelligent and articulate
- Arvada staff are the BEST to work with. Have worked in other communities, but they are the best here. Accessible. Can drop in and see them. They understand that you are in a for-profit business. If you give them good things they return the favor.
- Nice having police and city services in multiple parts of town

b. Components of a Community Vision

- People desire a conversation. Increase in community gardens, local food organic food. Services like bike share and car share.

c. Challenges and Opportunities

- City Hall needs to get out into the community (like the police's sector approach). Other services too like code enforcement, planning, PW. Make them more accessible.
- Steady increase in calls for service at Fire District of about 5% a year. Western stations are pretty slow today though.
- Ethnic makeup of the community changing: No change in demand for fire/life/safety service. But potential is there. It can change the call volume, and language can be an issue.
- Real need in this city is non-profit and human services areas. Bring them together once a quarter to educate them. Food Bank and Ralston House have deep pockets. Other non-profits are unheard of. Need for a citywide education on non-profit needs and perception that nothing bad happens here.
- One of the Fire District's biggest concern today is Candelas: Have 1,000 unit limit until a firestation can be built there. First talking about a station in 2016. They want one now. Have sites in the plan, but it costs \$1.4M to put people there and ongoing operational costs.
- Underground utilities would greatly improve aesthetics in the community, worth the investment, could be accomplished through cost-sharing partnerships
- Arvada previously felt very safe, though that is changing with growth
- Businesses' loading zones should become parking spaces after 6pm
- 72nd should be widened between Kipling and Indiana
- 64th between Indiana and Quarter should be expanded
- Our infrastructure dates back to the 1960s-1980s.

- Street pavement condition is a problem
- E-470 needs to be completed
- Drainage and flooding are problematic

d. Comprehensive Plan Choices (i.e., what should change in the Plan)

Education, Culture, and Human Resources

a. Values

- The library is an nice feature/amenity; nice having the library in Olde Town
- Food bank is a great amenity that the City should support
- Great partnerships between the City, school district and chamber of commerce
- People are easy to work with, you can disagree respectfully, people come together with the best interests
- Arvada Center is the crown jewel of the community, incredible student programs, Strong partnership between Arvada Center and the schools – field trips almost every single day in school year – theater, arts
- Arvada is a key player in the Jeffco School District
- Festivals, fairs, events
- New public facilities should be located next to alternative transportation.
- The Arvada Center is a community asset
- “Olde Town is our heart, Arvada Center is our mind. We need a spinal cord between the two.”

b. Components of a Community Vision

- Open, friendly – Arvada is not a little town, but it’s got that little town feel, very cohesive, has an identity all its own
- Small town atmosphere, close to the mountains, clean parks and open spaces
- Safe, friendly, intelligent, caring
- It would be great if today's leaders put programs and policies in place that would provide for the least among us ... ie, The elderly, the Ill (both physically' and mentally), and children.
- Establish new vision for Arvada Center and how its vacant property fits larger vision.

c. Challenges and Opportunities

- The city needs to get more people involved in civic affairs
- Look for ways for education system to be more efficient in response to budget reductions
- Rising number of homeless children
- Changing demographics for schools and other services in the southeast portion of the city, large disparity in knowledge, education, services, amenities compared to other parts of the community.

- We need more collaboration between the City and JeffCo Schools, such as a city/school liaison specialist
 - A local business owner desires to have the city purchase the Festival Playhouse theatre
 - I would like to see more community policing, and city services locally placed instead of centrally located to make City employees more accessible. This is different than Arvada Listens. Citizen desire face-to-face conversation.
 - Increase in community gardens.
 - Foster art and cultural programs more.
 - Foster creativity in recreation by creating temporary displays of things that are possible.
 - Involve Scientific and Cultural District.
 - Learn from Create Denver
 - Need to hold students accountable to the same standards across the district, regardless of different demographics – challenges are mobility, transiency, family involvement; Need online or off-site resources for students to cross school boundaries and find other opportunities
 - Would like to see a community center and other amenities in the southeastern part of town (like APEX)
 - Need to address issues of undocumented residents, fear of participating in program, emerging population that is impacting the city
 - City could recruit someone who is bilingual, translators, someone to teach basic Spanish to service providers
 - Arvada Center could double or triple in size with nonprofit governance and philanthropic support.
 - Would love to see a Children's Theater in Olde Town
 - Red Rocks has one of best Physician Assistants programs in the nation. State legislature granted them the ability to give master's degrees. Can attend for 3 years, transfer to Mines for one year and get a bachelor's.
 - Need Technical education, attract something that would help people be their best in non-college based industries
 - Don't get the impression that Arvada has high quality schools, in pockets of Arvada the schools don't seem up to the same standard as other Jeffco/Denver area schools
 - Need a focus on education in the SE area of community
 - Schools should focus on trades, not just college preparation. This could translate into a local middle-class employment base.
 - Attract educational venues such as Heritage School that offers courses in medical assistance, mechanics and other service-oriented careers
 - Establish solid (rather than peripheral) working relationships with groups that demonstrate healthy community-building strategies and activities. This would include (but not be limited to) non-profit charities, foundations and service groups.
- d. Comprehensive Plan Choices (i.e., what should change in the Plan)
- Maintain/improve relationships with community groups through staff support, in kind donations, study groups in low socioeconomic areas

- The community can leverage the Arvada Center to attract cultural events and pivot to a more intellectual focus

Historic Preservation

a. Values

- Feels like a small town because of the preservation efforts.
- Aesthetics of church bells are of value

b. Components of a Community Vision

c. Challenges and Opportunities

- Over last year approved 2 historic districts. The design restrictions in Olde Town are so restrictive they limit the business opportunities. Can we look at surrounding blocks?
- Preserve Alta Vista- it is a historic neighborhood. Alta Vista is on the rise- not declining.
- Address the older age buildings, including incorporating mixed use areas and a good utilization of Grandview and the parking garage
- Height limitations: would like Park Place if weren't 5 stories. Water Tower works because 4-5 stories are at the bottom of the hill, but design guidelines should have repeated character elements of old town.
- Olde Town skyline is important (St. Mary's cathedral) from Wadsworth and Grandview.
- RTD Joint Development Proposal: Grandview Ave is called grandview because of the grandview. Don't build a 5+ story hotel/parking garage that would block the "grandview."

d. Comprehensive Plan Choices (i.e., what should change in the Plan)

- Redevelopment of Olde Town. There are now bidding wars on property in Olde Towne. How maintain the charm and character, while making Olde Town properties functional in the 21st century? Should there be limitations in terms of height and footprints?

Wadsworth Corridor

a. Values

- A local cultural business owner sees no value or demand for a cultural corridor on Wadsworth

b. Components of a Community Vision

- Cultural Corridor: how do we foster an artist residence, so they can be doing art, as well as showing it? See what is happening on Santa Fe.
- Can really be a strength for Arvada; along the way art galleries, restaurants, shopping opportunities related to arts and culture
- Visitor center/ exhibit space at Wadsworth & Ralston

- Wadsworth corridor cultural (along Olde Wads). Enhance the experience at key points. Reinforcing a creative district. Looking for state designation. Galleries with artist studios living above. Offshoot of that through remote employment. Might get some galleries coming there, along with video game programmers. How and where this looks is up to the community. Between 72nd to 53rd is heart of the district. Cultural corridor would have aesthetic of art to brand it. There is no gateway today. Need to see more public art.
- How much money have the citizens put into the Arvada Center in its existence? How do we get some return on that investment that can we leverage into other creative industries along Wadsworth?
- Need a small boutique hotel in conjunction with Arvada Center

c. Challenges and Opportunities

- Everything and anything that can be done along Wadsworth would be helpful
- Outdated development model, auto-oriented
- Take a look at the entire area within the Olde Wadsworth / New Wadsworth strip
- Westminster is interested in study of the corridor from 108th/112th south
- Streetscape, update into a boulevard to increase its viability as a commercial corridor
- Economics are not there for the big box stores. Corridor has too much unneeded retail space
- 88th and Wadsworth – could develop into very intense mixed use, some kind of bold redevelopment
- Would love to see an arts district and art studios. Part of this is beautification of corridors, residential fencing needs enhancement. Compare Wadsworth to other corridors that work.
- Address north-south corridors more than east-west because trail system has good east-west connectivity.
- We're not ready to turn Wadsworth into a pedestrian / bike corridor.
- Question is how to connect Olde Towne to the Arvada Center.
- Need a capital fund for a new visitor center and museum off Wadsworth just north of Olde Town
- Don't see it as a cultural corridor. Have Belmar at the south end. Have Arvada Center on the other end. Further up have First Bank Center in Broomfield. Effort on Santa Fe in Denver makes more sense. What needs to be done on Wadsworth (primarily in Wheat Ridge) is widening: traffic bogs down at 44th today. City owns property north of Ralston east of Wads. Could be a visitor center, how about an architecture masterpiece?
- Loved the arts and creative district idea. Loved that the students had creative ways to get across Wads instead of the barrier. Have east-west divide today. You have cheap real estate on Wadsworth today, Around 66th have warehouses real estate on the east side.
- Wadsworth cultural corridor is anything but, with mismatched fencing and substandard landscaping. Arterial (concrete) fencing is sterile. Council supported arterial fencing for couple hundred feet, but we can't afford to fence the entire corridor. It does not present a

high quality appearance for a major highway. What do we want to do? How fund it? How maintain it? BID, LID, landscape district?

- Do need better bike/ped/transit connectivity between Arvada Center and Olde Towne, up east side of High School.
- Wadsworth cultural corridor is primarily about beautification, secondarily about land use evolution to arts district w/ studio artists and artist residence/art colony.
- Cultural corridor along Olde Wadsworth linking TOD to Arvada Center (up to 72nd) is an opportunity. Enhance the experience of traveling the corridor; make nodes a destination. Work the whole way from TOD north to city boundaries.
- Obtain a state level creative district designation for a 3-5 block area around the Arvada Center. Galleries with artists living above. Offshoot into home-based businesses.
- Technology interests are attracted to artistic cultures. Emphasize pedestrian experience.
- Key to city branding is Arvada Center – it is known in New York. So we need a gateway from the Interstate / TOD up to the Center. Need major sculptures and bridge improvements at RR to match Grandview Bridge style.
- Don't like the idea of recreation center at Arvada Center. Lots of uses that could be there to attract people. There needs to be some connection between Olde Town and the Arvada Center. Shuttle service? City could probably do some things like Boulder with RTD to improve and brand service. Enhanced bus corridor service. We need to see how Arvada can enhance transit.
- Wadsworth: dominated by substandard landscaping. Have improved ped/bike connectivity with recent east side sidewalk from 72nd-80th. Does not present a high quality appearance. Have to do something. First need to define it, then how much it would cost, and then how we fund it, and then how to maintain it. Dedicated funding source? District? Connectivity between Arvada Center and Olde Town. Extend Olde Wadsworth on east side of HS to Arvada Center. What is practicality of these things?
- Wadsworth - more retail possibly, perhaps multifamily rental
- Wadsworth Corridor should be examined for BRT or other suitable transit, study feasibility of Wadsworth Corridor cultural corridor as he questions, Indiana Corridor should keep rural character while finding commercial opportunities (create a parkway along Indiana)
- Would love to see small arts studio and spin-offs develop. Part of that ties into beautification of Wads corridor.
- Olde Town to Arvada Center. Attractiveness of extending Olde Wads directly into the Arvada Center, through Arvada HS and Marcellus Senior Manor and apartments. Consistent design from Olde Town. Run circulator through that route. City should negotiate with RTD toward a circulator now, like the A line concept.
- Wadsworth Corridor needs a distinct personality – make it more cohesive and use design themes that reflect the surrounding neighborhoods.
- Use Wadsworth Boulevard UCD presentation for ideas; enhance the overall presentation of the corridor itself
- Widening Wadsworth through Wheatridge needs to be done.

- "See Wadsworth / 38th as a case study. While the parking is stupid (I hate angled parking) the improvements have attracted new businesses, especially restaurants."
- i. Comprehensive Plan Choices (i.e., what should change in the Plan)*
- An arts corridor would be valuable to the city, but it would need significant promotion and branding
- Arts district is intriguing but is there a market for it? If there would be a recreation center for Arvada Center, it needs to redo master plan.

Other Stakeholders

Lastly, participants were asked who else should be involved in the Comprehensive Plan update? While recognizing that all residents, employers, and employees within Arvada, as well as regional interests are "stakeholders," those specifically mentioned included:

- Business Council
- Chamber of Commerce
- County Commissioners
- CML
- Education
- Community representatives
- Demographic specialists
- New citizens groups like Citizens for Better Arvada
- Homeowner associations
- Naysayers
- Faith community
- Business community (OT merchants, small-business, and big retailers are each different)
- Manufacturers (why here? what would make you stay?)
- City volunteers (leadership on all cmtes, esp bike/ped cmte)
- Homebuilders and developers
- Arts/philanthropic community
- School district including student council
- Health care leaders
- City staff
- Arvada Historical Society
- "Those who otherwise have no voice: renters on east side, school lunch subsidies, those who use public transit exclusively, single mothers, Russians, Latino, the invisibles."