Square Lake Subarea Plan

Virtual Open House Community Survey Results Memo

MIG

CITY OF ARVADA

ADAMS COUNTY COLORADO

Survey Overview

Purpose

The Square Lake Subarea Plan virtual open house was created to hear about the community's vision for this area and what improvements are needed. Due to healthy and safety protocols associated with the COVID-19 pandemic, this community open house took the form of a virtual online survey with embedded educational/instructional videos recorded by the project team. The virtual open house was promoted via social media, mailers, e-newsletters, and on the project website.

The survey went live in early February 2021 and will remain open through late April 2021. A total of 72 responses were collected with a 65% average completion rate. A total of 235 open-ended comments were received and will be provided to the project team along with all the other raw results in spreadsheet format.

Structure

The virtual community open house followed the following structure:

» Welcome Page
  » Welcome video including a description of the project area boundary, land uses within the project area, local amenities and destinations, and a description of the activities to come in the survey.
  » Map of project area
  » **Question:** Which of the following ways do you use this Subarea? Pick as many as apply.
» Station #1: Square Lake Subarea & Surrounding Context
  » Video describing the context surrounding the Square lake Subarea and the questions included within Station #1.
  » **Question:** What one word best describes your vision for this area?
  » **Question:** How would you like to move around this area?

» **Question:** What destinations and community amenities should be better connected to this area?
» **Question:** What destinations and community amenities are needed in/near this area?
» Stations #2-4: Character Areas
  » Each of the three character area stations featured a video where the speaker describes the character area's geography, land uses, access, environmental conditions, other unique features, and the instructions for the questions in that station.
  » **Improvements Question:** Each of the three character area stations featured two map-based pin drop questions. The first asked participants to choose a location in that character area that they think needs the most improvement. This was followed by an open-ended question asking the participant to describe the types of improvement needed.
  » **Assets Question:** The second map-based question asked participants to choose a location in that character area that they think is the greatest asset to the community. This was followed by an open-ended question asking the participant to describe why that location is a community asset.
» The final page of the virtual community open house gave participants a chance to provide any other feedback, sign up for the project email list, and a link to the project website.
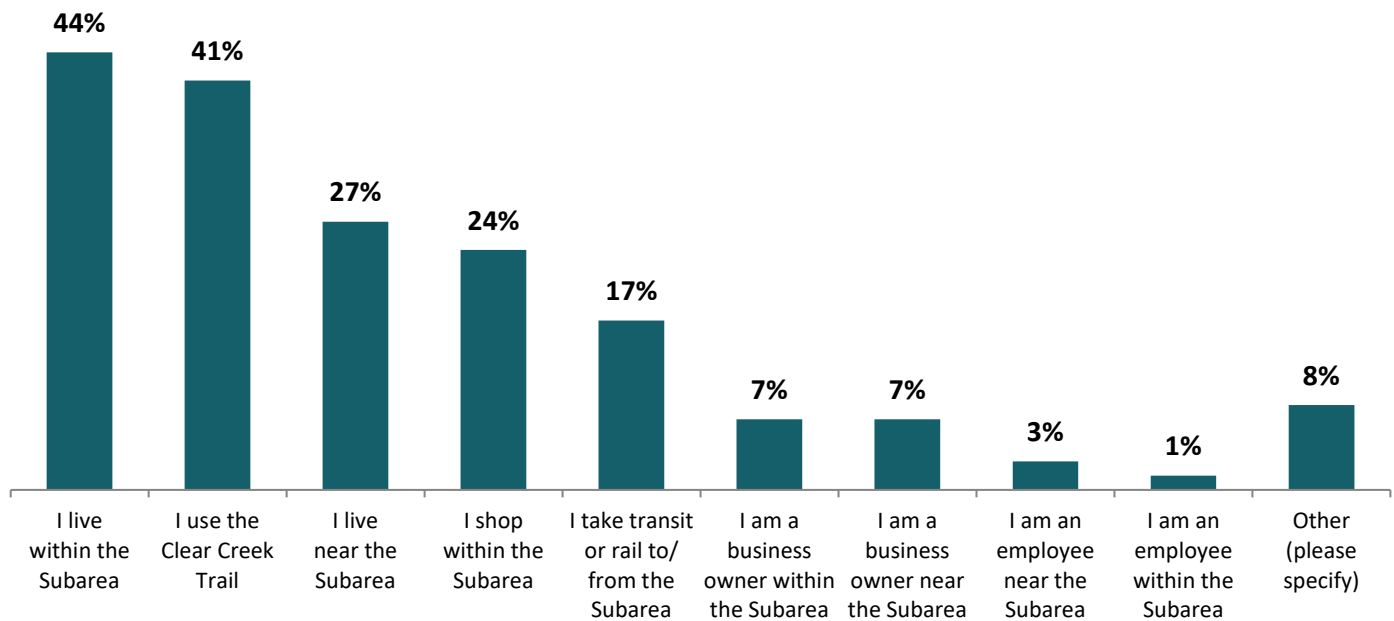

Screenshot of informational video

1. Which of the following ways do you use this Subarea? *(Choose all that apply)*

44%	I live within the Subarea
41%	I use the Clear Creek Trail
27%	I live near the Subarea
24%	I shop within the Subarea
17%	I take transit or rail to/ from the Subarea
7%	I am a business owner within the Subarea
7%	I am a business owner near the Subarea
3%	I am an employee near the Subarea
1%	I am an employee within the Subarea
8%	Other (please specify)

Almost half of the survey respondents live within the subarea, and 27% live near the subarea, likely within the Berkeley Village Mobile Home Park, the residential along Tennyson and 52nd, or the residential along 60th. A large turnout of Clear Creek trail users also took the survey. About 1/4 of respondents currently shop within the subarea, likely at the commercial center on Sheridan or at Tennyson and 52nd as those are the main commercial locations.

2. What one word best describes your vision for this area?
(Type one word)

Common responses regarding a vision for the area were related to improvements of the area, particularly in regards to cleaning up the area around the creek, revitalizing existing commercial, and beautifying the area in general. Many people's vision included a predominant land use such as residential, businesses and industrial. Additionally, multiple people's vision reflected a desire for growth and densification within the subarea such as growing, development, densify, develop, and TOD.

3. How would you like to move around this area?
(Choose all that apply)

| 80% | 65% | 33% | 57% | 0% |
| Walking | Biking | Riding Transit | Driving | Other |
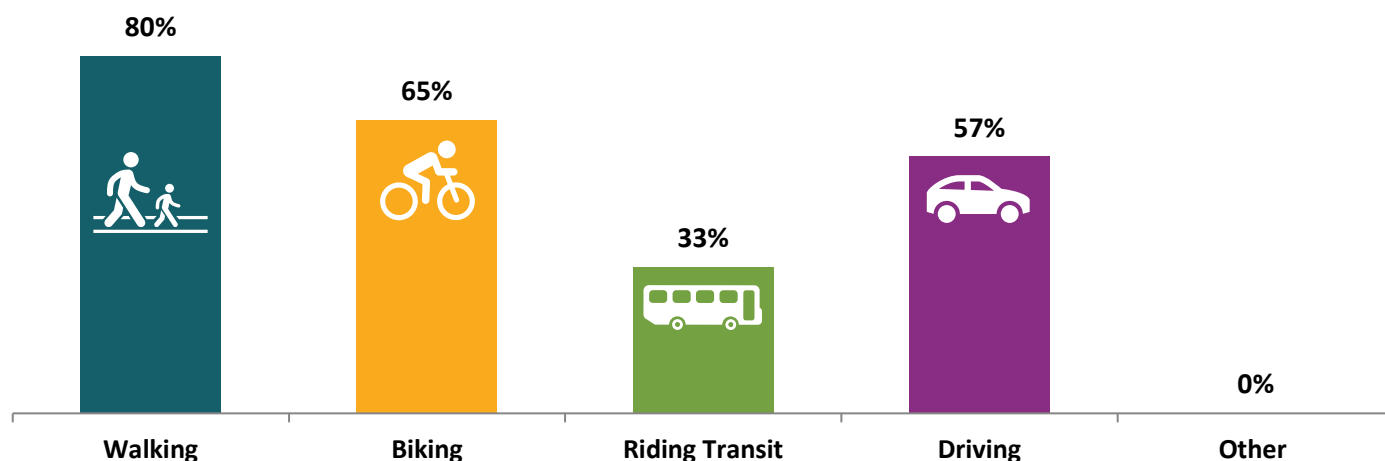
80% of respondents would most like to walk around the subarea. This is an interesting result given the somewhat minimal amount of pedestrian facilities, let alone safe and comfortable facilities. Second to walking was biking wiht 65% of respondents. These two responses in addition to the high Clear Creek trail user response rate indicates that people likely desire better bike and pedestrian connections to and from the trail.

4. What destinations and community amenities should be better connected to this area? *(Open-Ended)*

» Nearby parks and open space
» 60th & Sheridan Gold Strike Station and other public transportation
» Clear Creek and Ralston Creek trails
» Regis University
» Access from highway
» Residential areas
» Tennyson Street business corridor to the south
» Shopping area at 64th and Sheridan

5. What destinations and community amenities are needed in/near this area? *(Open-Ended)*

Destinations:

» Restaurants
» Shopping/retail
» Gas station
» Parks, open space
» Entertainment
» Breweries
» Gym
» Recreation center
» Childcare facility
» Medical services
» Supermarket
» Dog park
» Archery park

Transportation Amenities:

» Sidewalks
» Protected bike lanes
» Trails
» Transit connections
» Cleaned up creek area
» Better roads for trucking
» Safe bus stops

6. Please click the location within the Southern Area map below that you think **needs the most improvement**.
(Choose one location)

The most common place that participants felt needs improvement was the commercal area along Sheridan Boulevard between I-76 and 52nd Avenue. Some people also put their pins within the Berkeley Mobile Home neighborhood and along Clear Creek.

7. For the area that you selected, please describe the **types of improvement** needed. *(Open-Ended)*

Responses to this question are summarized and categorized below.

Transportation/Access Improvements

» Better vehicular access

» More sidewalks and improved walkability

» Bike lanes

» Trail connectivity and access

» Leveling parking lots

» Bike repair station along trail

» Berkeley Village access and signage

» Better lines of sight along Tennyson

» Traffic calming on major streets

Aesthetic/Cleanup Improvements

» Beautification throughout the area and along trail

» Commercial center along Sheridan

» Trash cleanup and trash receptacles along creek

» Water pollution

Safety Improvements

» Homeless encampments

» Reduce in crime in/around Sheridan shopping center

» Redevelopment of blighted properties

» Increased lighting

Use and Density-Based Improvements

» Parks and open space

» Increased density near major roads

» Develop casino bus lot

» New retail and restaurants

8. Please click the location within the Southern Area map below that you think is the **greatest asset** to the community. *(Choose one location)*

The Sheridan Boulevard shopping area and Clear Creek were also seen as the greatest asset to the community, in addition to needing the most improvements. This indicates that the community does value these locations and already utilizes them, but would do so more if necessary improvements and redevelopment occurs.
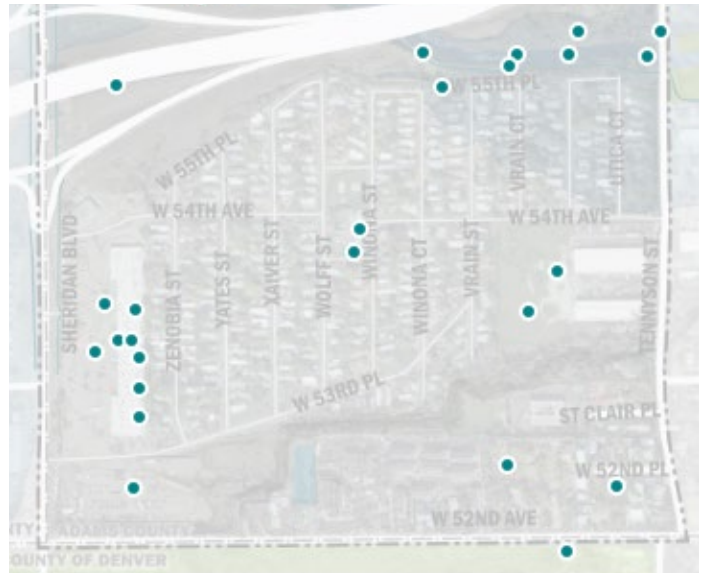
9. For the area that you selected, please describe why it is a **community asset.** *(Open-Ended)*

Responses to this question are summarized and categorized below.

Clear Creek and Trail

» Beautiful natural corridor

» Clear Creek itself

» Walking and biking on trail for commuting and/or recreation

» Connectivity the trail provides

Neighborhoods

» Low-cost/affordable housing

» Many families

» Neighborhood character

Retail/Shopping

» Convenient to neighborhood

» Fulfills basic shopping needs

» Local businesses

I-76 Highway

» The location along i76 and the proximity to the G Line station.

» It's a highway. It let's you travel faster east- west.

10. Please click the location within the Central Area map below that you think **needs the most improvement**.
(Choose one location)

Most people felt the areas that need the most improvement are between 60th Avenue and I-76. Pins were largely placed on currently vacant properties, but some were also placed around the outdoor storage facility, the heavy industrial uses, and at the intersection of Ralston and Sheridan.
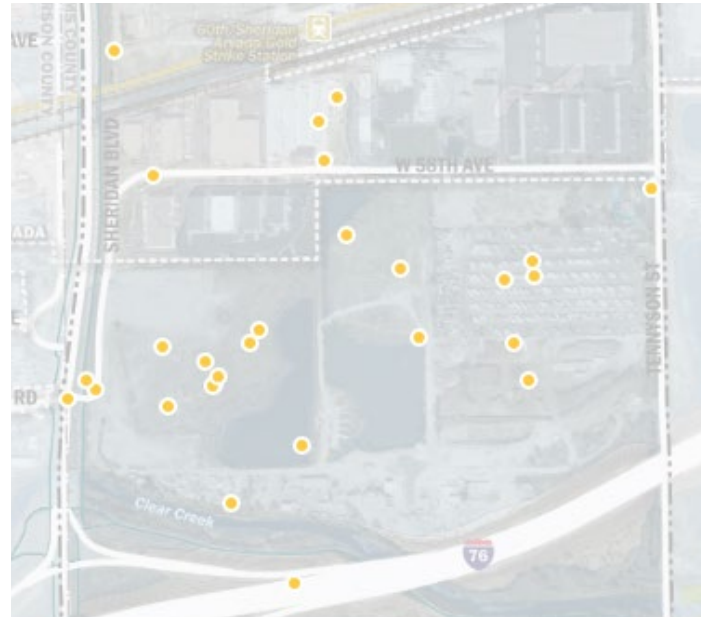
11. For the area that you selected, please describe the **types of improvement** needed. *(Open-Ended)*

Responses to this question are summarized and categorized below.

Transportation/Mobility Improvements

» Ralston and Sheridan intersection improvements
» Traffic flow
» Roadway/vehicular improvements
» Pedestrian access to the Clear Creek
» Bike/Pedestrian access to the G-Line station
» Maintenance of multimodal facilities

Development on Vacant Land

» More housing near G-Line station and along Tennyson near parks
» More mixed-use development
» Retail, restaurants, and shopping that's accessible from trail, light rail, and adjacent neighborhoods
» Trailhead for Clear Creek Trail

Environmental Concerns

» Proximity of industrial uses to residential
» Water pollution
» Trash cleanup
» Floodplain issues

12. Please click the location within the Central Area map below that you think is the **greatest asset** to the community.
(Choose one location)

Assets were identified throughout the western half of the southern area. Many people think the Gold Strike station is the greatest asset, despite not being directly accessible from this area. Clear Creek and the trail are also seen as a major asset. A number of people identified the vacant land between Clear Creek and 58th Avenue as an asset as well.
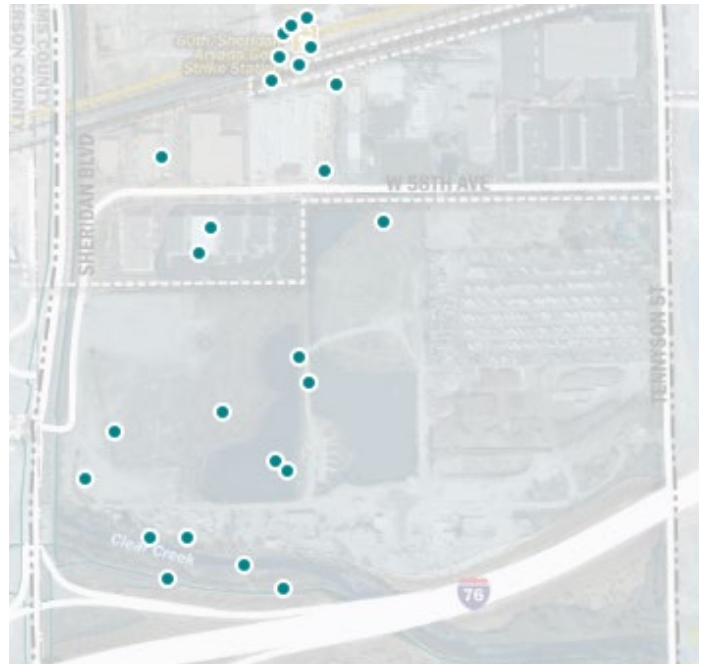
13. For the area that you selected, please describe why it is a **community asset.** *(Open-Ended)*

Responses to this question are summarized and categorized below.

G-Line Gold Strike Station

» Convenient use of light rail
» Alternative to driving/traffic
» Potential hub of activity.
» Easy access to Downtown Denver
» Easy Access Old Town Arvada
» Connections to other public transporation
» Environmental benefits of public transportation

Industrial Uses

» There is also a good industrial employment base in the area.
» Ability for businesses to create a tax stream of revenue for the county.

Potential for Commercial Uses

» Also great location for commercial/industrial business location.
» Commercial prospects.
» Great development opportunity from commercial to mixed use

I-76 Highway

» Regional connectivity via the highway
» Access to downtown Denver
»

Clear Creek Trail

» Regional connectivity via the Clear Creek Trail
» Open space
» Wildlife and natural ecosystems

14. Please click the location within the G-Line Area map below that you think **needs the most improvement**.
(Choose one location)

Areas for improvement were identified throughout the G-Line area. The RTD parking lot near the Gold Strike station has the most pins, indicating a desire for potentially improved connectivity and/or development within that parcel. Some needed improvements were identified along the north/south entrance road to the station and within the light industrial/office area to the east.

15. For the area that you selected, please describe the **types of improvement** needed. *(Open-Ended)*

Responses to this question are summarized and categorized below.

Connectivity and Access To/From Station

» Pedestrian/bike access
» Connection to Sheridan Boulevard
» Connection to the Clear Creek Trail
» Connection to 58th Avenue
» Connection to Tennyson Street
» Designated crossing of train tracks mid-block between Sheridan and Tennyson
» Wayfinding signage

60th Avenue

» Roadway improvements, pot hole fixes
» Enhancement of pedestrian facilities
» Landscaping/beautification

Transit-Oriented Development

» Counter service restaurants and coffee shops
» Gym
» Mixed-use
» Higher density
» Multi-family residential

Safety

» Homeless presence around station
» Clean up of litter

16. Please click the location within the G-Line Area map below that you think is the **greatest asset** to the community.
(Choose one location)

The vast majority of respondents see the Gold Strike station as the greatest asset within this area to the community. It provides a hub for transportation and is a major investment within the area. Some respondents chose local businesses in this area as the greatest asset.
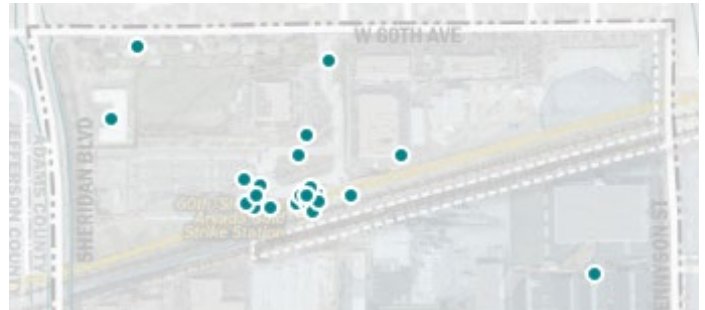
17. For the area that you selected, please describe why it is a **community asset.** *(Open-Ended)*

Responses to this question are summarized and categorized below.

Gold Strike G-Line Station

» Regional connectivity to Downtown Denver and Old Town Arvada

» Transportation hub

» Alternative mode of transportation

» Access to public transit

» "Park and ride" is convenient

Local Businesses

» Good location for jobs due to proximity to transit and trails

» Mix of small industries that are cohesive

18. Is there any other feedback you'd like to provide about the Square Lake Subarea? *(Open-Ended)*

Themes from open-ended comments:

» The Clear Creek Trail and the Gold Strike Station are the two biggest community assets

» Leverage and better connect to great parks and open space nearby

» Desire for more businesses and activation

» Revitalization needed, issues of the area being an "eyesore" and needing cleanup

» Concern for environmental impact from any new development

» Pollution and trash in the creek

» Maintaining affordability is important and ensuring current residents are not displaced

» Many properties feel underutilized and there is generally excitement about new development

» Frustration over floodplain restrictions related to development

» Solutions need for homelessness presence and conflicts with other area users

» New bridge and walkability/bikeability improvements needed on Tennyson

» An additional rail crossing is desired

» Currently there are great local businesses/employers