Downtown Parking Study

Final Report

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Executive Summary

Downtown Castle Rock continues to experience significant growth, redevelopment, and increased visitor activity. This updated parking study builds on the 2017 Downtown Parking Study and incorporates substantial new data sources, including big data analytics, License Plate Reader surveys, aerial imagery, citation records, and extensive community and stakeholder engagement. Together, these inputs help to develop a clear understanding of how Downtown parking performs today and identify opportunities to enhance access, support local businesses, and prepare for ongoing growth.

The Town of Castle Rock is at an important moment in shaping the future of Downtown parking. The findings from this study show that while total supply is generally adequate, there are clear opportunities to improve how parking is managed, communicated, and connected to the broader mobility system. The study shows that overall parking supply has increased since 2017, especially in structured facilities, but that the system's performance depends heavily on how well users can find and understand available options. While Downtown has more than enough parking in total, key curbside areas experience pressure during peak times, and wayfinding and communication challenges contribute to the perception of limited availability.

Key Findings

- **Parking Supply and Utilization**: Since 2017, on-street parking capacity has increased by 13% and the combined public and public/private off-street capacity has increased by 113%, primarily due to redevelopment and conversion of surface lots to structured parking. Garages are underutilized compared to high-demand on-street spaces. Public parking areas within the Encore Garage operated well below capacity even during peak demand, supporting the conclusion that existing structured facilities can accommodate additional users with improved wayfinding and access. Parking utilization was observed on multiple days to ensure observed patterns informing recommendations were consistent across days.
- **Parking Patterns and Duration**: More than half of all trips to Downtown originate within five miles, and most parkers walk only one or two blocks to their destinations. Duration data shows consistent overstays in two-hour zones, with more than 100 vehicles per day exceeding four hours during restricted periods. Saturday stays were even longer because no time limits apply. These trends indicate a need for improved turnover management and clearer communication.
- **Event Impacts**: Large community events, including Oktoberfest, push on-street parking to full capacity. Off-street supply, including garages, continues to have available spaces during events, which suggests that underuse is linked to limited awareness and visibility rather than limited capacity.
- **Big Data Insights**: Analysis of big data shows that most trips to Downtown originate within five miles, and the majority of parking destinations are within two blocks of the facility. The Encore Garage serves a diverse set of nearby destinations, while the County Garage attracts more long-distance commuters.
- **Community Feedback**: More than 70% of intercept and online questionnaire respondents visit Downtown weekly, and 97% drive. Most visitors park for 1–2 hours and can generally find a space within 10 minutes. The most common challenges reported were finding parking during peak periods, limited signage clarity, confusion between public and private parking, insufficient ADA accessible spaces, and employee parking conflicts. Desired improvements included more supply in key locations, better signage and wayfinding, real-time availability tools, and a clearer understanding of public parking options. A desire for both increased supply and improved information systems to enhance the overall parking experience was identified with 30% of questionnaire respondents indicating the need for better signage and wayfinding.

Recommendation Summary

The study recommends a balanced approach that focuses on improving management, communication, and access before pursuing major expansions to parking supply. Near-term priorities include improved pedestrian and vehicle wayfinding, better signage, enhanced garage visibility, and tools that support turnover. Additional strategies include expanded multimodal access, shared parking agreements, enforcement refinements, and targeted ADA improvements. Long-term considerations include exploring both capital and operational funding strategies, remote parking with shuttle service during large events or future growth, and incorporation of dynamic real time parking availability once high levels of utilization are consistently achieved.

These recommendations create a practical and flexible framework for managing Downtown parking in a way that supports access, economic vitality, and continued growth while maintaining Castle Rock's character and user-friendly environment.

Introduction

This Downtown Castle Rock Parking Study evaluates the evolving parking needs of a fast-growing, vibrant activity center that serves residents, employees, visitors, and regional users. Building on the 2017 Downtown Parking Study, this update incorporates refreshed data sources, expanded analytics, and more extensive community engagement. As Downtown continues to experience redevelopment and increased visitation, demand for accessible, efficient, and well-managed parking has become even more critical to supporting economic vitality, multimodal mobility, and the character of the historic core.

The purpose of this study is to provide a comprehensive assessment of existing parking conditions, identify challenges and opportunities, and establish actionable strategies that improve the parking user experience, support businesses, manage demand, and encourage multimodal access. This effort combines traditional parking inventory and utilization analysis with new data sources, including big data mobility analytics, License Plate Reader (LPR) surveys, aerial imagery, and community feedback, to ground recommendations in both technical rigor and lived experience.

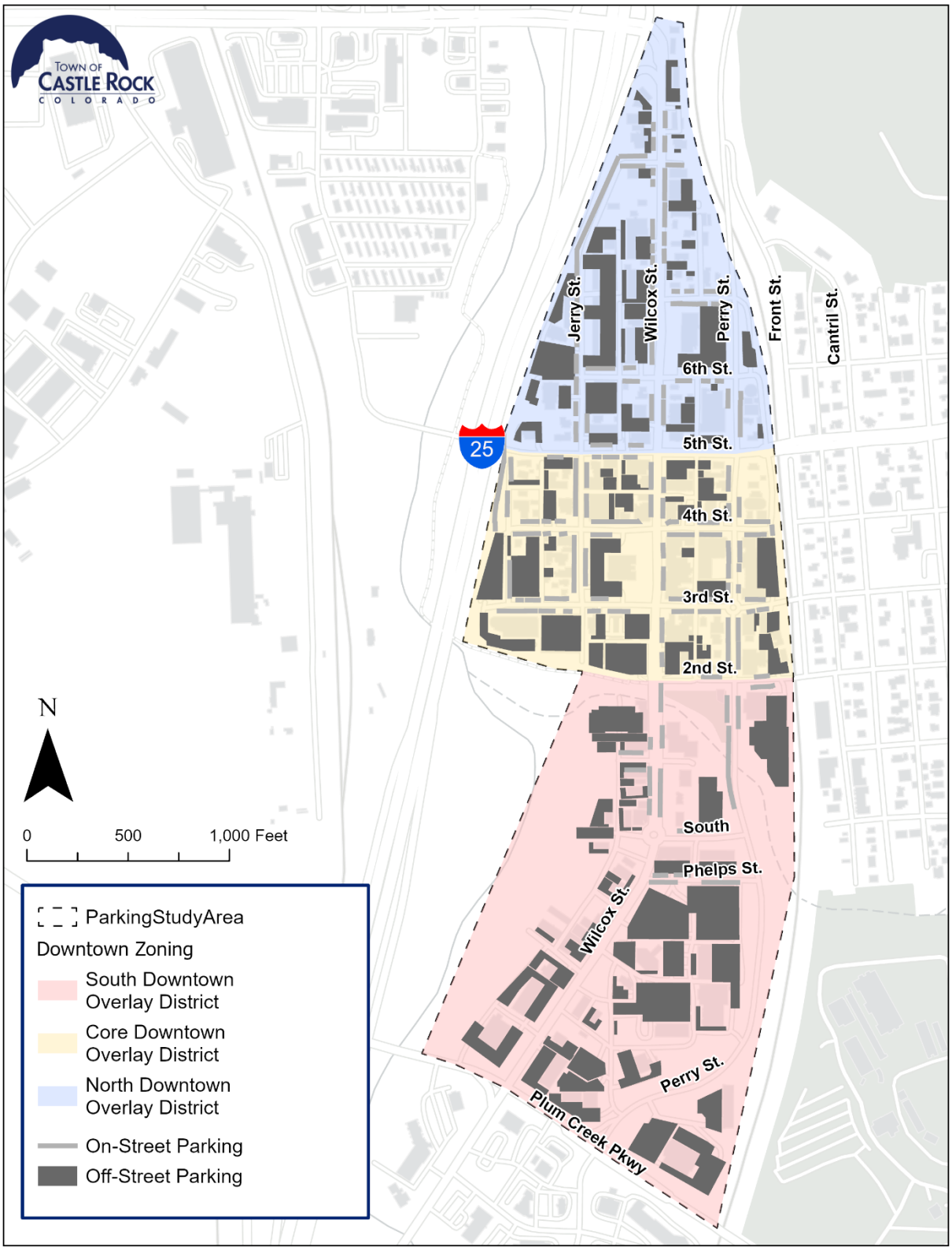
Study Goals

- Understand the current supply, utilization, and user experience of Downtown parking.
- Engage a diverse set of Downtown stakeholders, including residents, employees, visitors, and business owners, to capture community priorities.
- Identify both short-term improvements and long-term strategies that support access, turnover, economic vitality, and multimodal mobility.
- Align recommendations with prior planning efforts, municipal code requirements, and anticipated future development.

Scope and Methodology

Shown in **Figure 1**, the study area encompasses Downtown Castle Rock, generally bounded by I-25 to the west, the railroad to the east, Wolfensberger Road to the north, and Plum Creek Parkway to the south. Within this area, the parking system is composed of on-street spaces, public garages, public lots, private surface lots, and private garages. Most public on-street and off-street facilities are free to use, though many on-street spaces carry 2-hour time limits on weekdays. Some private facilities, such as the Riverwalk Garage, charge for parking.

Figure 1. Map of Study Area



To develop a comprehensive understanding of parking dynamics, the study integrates a wide range of data sources and analytical tools including:

- **Review of prior plans and municipal code** to ensure consistency with existing policies and past recommendations.
- **Big Data analysis** using connected vehicle and mobile device datasets to assess travel patterns and parking demands.
- **License Plate Reader (LPR) surveys** to measure on-street and off-street utilization and duration across different times, days, and conditions.
- **Aerial imagery** to assess parking utilization during events and typical days.
- **Online questionnaire and intercept questionnaire** to gather feedback from Downtown users including residents, employees, and visitors.
- **Parking citation and enforcement data analysis** to understand compliance trends and enforcement needs.
- **Stakeholder interviews and workshops** to incorporate local knowledge and Downtown business perspectives.

The study was guided by a Town parking working group, which met regularly throughout the process. The committee included the following representatives from Town Management, Development Services, Police Department, Transportation Planning, and the Downtown Alliance.

- Kristin Read, Assistant Town Manager, Town of Castle Rock (Town Project Manager)
- David Corliss, Town Manager, Town of Castle Rock
- Thomas Reiff, Transportation Planner, Town of Castle Rock
- Jack Cauley, Police Chief, Town of Castle Rock Police Department
- Troy Gardner, Downtown Liaison Officer, Town of Castle Rock Police Department
- Brad Boland, Planning Manager, Town of Castle Rock
- Tara Vargish, Director of Development Services, Town of Castle Rock
- Kevin Tilson, Director, Castle Rock Downtown Alliance
- Karah Reygers, Assistant Director, Castle Rock Downtown Alliance.

Summary of Key Findings

This Downtown Castle Rock Parking Study reveals several important trends that have emerged since the 2016/2017 parking evaluation. The findings reflect how redevelopment, growth, changing user behavior, and increased visitor activity have influenced the performance of the Downtown parking system. Public outreach reinforced many of the technical observations, and together these inputs highlight clear opportunities for improved management and communication. The most significant findings are summarized below.

Parking Supply and Utilization

- The combined public and public/private off-street capacity has increased by 113% since 2017, primarily due to redevelopment and conversion of surface lots to structured parking.
- Since 2017, public on-street parking has increased by 13% due to recent streetscape improvements, the addition of new curb spaces along redeveloped corridors, and enhanced block connectivity within the Downtown core.
- Garages remain underutilized compared to high-demand on-street spaces.

Parking Patterns and Duration

- Most trips to Downtown originate within five miles, and most parking destinations are within two blocks of the facility.
- LPR data shows frequent violations of posted time limits, with over 100 vehicles parked for more than four hours in restricted areas on each survey day.
- Extended parking stays are most common during weekends, when time restrictions are not in place, impacting turnover and availability in high-demand zones.

Event Impacts

- Special events, such as Oktoberfest, push on-street parking near full capacity, while garages and peripheral lots maintain available space.
- Event conditions expand the area of perceived full parking, highlighting the need for improved event-day wayfinding and real-time parking information.

Big Data Insights

- StreetLight Data and Azira Pinnacle datasets reveal distinct travel and parking patterns, with Encore Garage serving a diverse set of nearby destinations and County Garage attracting more long-distance commuters.
- The Move Garage and Library Parking Lot show a larger proportion of trips ending five or more blocks away, suggesting these locations may function as satellite parking areas where people expect to walk further or have multiple destinations on their trip.

Public and Stakeholder Feedback

- Over 70% of questionnaire respondents visit Downtown weekly; 97% drive a personal vehicle.
- Top challenges include parking availability during peak hours/events, unclear signage, and inconsistent enforcement.

- Desired improvements are more garages/lots, more on-street parking, real-time availability tools, and better signage/wayfinding.
- Insufficient ADA spaces near businesses and inconvenient access for mobility-impaired users were cited, particularly by elderly and mobility-impaired individuals.
- Employee parking conflicts and private lot management issues contribute to perceived unfairness and frustration.

Policy and Management Needs

- Existing policies and code updates support flexible, shared parking and multimodal access, but further alignment is needed to address growth and changing user needs.
- Enforcement strategies are recommended to improve compliance.

Equity and Accessibility

- Stakeholders and community members emphasized the need for additional ADA-accessible spaces, improved enforcement, and better multimodal connections.

Existing Conditions

A comprehensive overview and understanding of existing conditions is necessary to provide proper Downtown Castle Rock context. This section is organized on:

- Planning context and alignment with past efforts.
- Summary of existing parking inventory, utilization, and duration.
- Summary of public and stakeholder feedback.

Planning Context and Alignment with Past Efforts

A clear understanding of existing policies, prior planning studies, and Downtown Castle Rock's development trajectory is essential for framing today's parking conditions and supporting actionable recommendations. This section summarizes the key themes from foundational plans, code requirements, and community surveys that continue to shape Downtown's parking environment. These documents collectively reinforce a consistent set of needs: improved wayfinding, strategic curbside management, and better use of structured parking facilities.

An overview of reviewed documents is shown in **Table 1**, and highlights from each document are listed below. Several consistent themes emerged:

- Garages are consistently underutilized compared to on-street parking.
- Improved signage and wayfinding are needed to better direct drivers to available parking.
- Flexible curb management should balance parking with loading, Americans with Disabilities Act (ADA), Transportation Network Company (TNC)[1], and micromobility needs.
- Short-term solutions should prioritize efficiency and turnover, while long-term approaches should address growth and potential expansion of supply.

Table 1. Comparison of Planning Document, Regulations, and Survey

Plan	Year	Key Themes	Recommendations
Downtown Master Plan	2008	Revitalization, identity, walkability	Public parking, DDA formation
Parking Study	2016/ 2017	Low turnover, garage underuse	Varied time limits, wayfinding, enforcement
Mobility Master Plan	2019	Balance modes, ADA access	Retain on-street, flexible curbside
Capacity Study	2022	Traffic impacts, short trips	Shift to walking/biking, manage curb
Parking Concepts	2023	Feasible expansions	Fair St. lot, I-25/Wolfensberger satellite
Wayfinding Plan	2024	Confusing signage	Consistent 'Public Parking' signs
Community Survey	2025	Parking and walking	Priority to increase parking
Municipal Code	2025	Regulatory framework	Align with mixed-use context

Source: Town of Castle Rock, Fehr & Peers.

[1] A Transportation Network Company (TNC) is a service that arranges rides through an app, matching people who need a trip with drivers using their own vehicles to provide paid, on-demand transportation.

2008 Downtown Master Plan

- Guided the revitalization of Downtown Castle Rock over 20 years.
- Identified Downtown as lacking a cohesive identity and sufficient public parking.
- Recommended investments in walkable streets, mixed-use development, and better located public parking.
- Called for the creation of a Downtown Development Authority to support long-term investments.

2016/2017 Downtown Parking Study

- Estimated approximately 4,178 parking spaces Downtown, 20% on-street and 80% off-street.
- Observed low turnover and frequent violations of time-limited spaces.
- Found County Garage underutilized due to poor visibility and signage.
- Recommended more varied time limits (15-min, 2-hr, 3-hr), improved enforcement, and stronger wayfinding.

2019 Downtown Mobility Master Plan

- Emphasized balancing parking supply with other transportation modes.
- Noted older Downtown buildings relied heavily on on-street parking due to low parking ratios.
- Recommended retaining on-street spaces during street redesigns.
- Called for a flexible curbside management plan and at least one ADA space per block perimeter.

2022 Downtown Capacity Study

- Evaluated how anticipated growth would affect traffic and roadway capacity.
- Highlighted high volumes of cut-through traffic Downtown.
- Identified that many trips were under five miles, creating opportunities for biking and walking.
- Recommended curbside management policies balancing loading, short-term, long-term, and rideshare.

2023 Parking Concepts Study

- Analyzed parking improvements at four sites.
- Found structured parking infeasible at most sites due to size, land uses, or costs.
- Prioritized improvements at Fair Street (+32 spaces) and I-25/Wolfensberger (+359 spaces with shuttle).
- Recommended formalizing lots with curbs, gutters, and sidewalks.

2024 Downtown Wayfinding Plan

- Recommended a consistent multimodal signage system for Downtown.
- Identified confusion locating off-street parking as a barrier to efficient use of garages.
- Proposed standardized 'Public Parking' signs to improve visibility and access.

2025 Community Survey

- Collected 1,881 responses from residents.
- Found 64% of residents visit Downtown weekly.
- 60% of residents reported finding parking within five minutes; most are willing to walk 2–3 blocks.
- Ranked increased parking as the third-highest action the Town could take to support businesses.

Municipal Code (Title 17, updated 2025)

- Establishes minimum parking requirements by land use, including standards for both vehicle and bicycle parking.
- Includes design standards for parking areas and loading zones.
- Ensures on-street users comply with Town regulations.
- Provides a legal framework supporting flexible parking management strategies.
- A comparative analysis of Castle Rock parking requirements is summarized in Appendix A.

Overall, past efforts demonstrate long-standing consistency in challenges and priorities, providing a strong foundation for this study's updated analysis and recommendations.

Existing Parking Evaluation

A detailed understanding of current parking conditions is essential for determining how the Downtown Castle Rock parking system is performing today. This section summarizes existing supply, utilization patterns, duration trends, and user behavior using multiple data sources including inventory counts, big data analysis, aerial imagery, License Plate Reader (LPR) surveys, and citation records. Together, these inputs show where parking demand is concentrated, where excess capacity exists, and how users interact with the system.

Parking Inventory

The parking inventory documents all public and private parking spaces within the Downtown study area. It serves as the baseline for comparing supply with the 2017 Downtown Parking Study and understanding how redevelopment has reshaped available parking. On-street parking remains the most prominent and visible option, although it is more limited in capacity. Off-street facilities provide significantly more total spaces and accommodate longer stays. Tracking the changes in each category helps clarify how the system has evolved. Capacity for The View parking garage is included in the parking inventory numbers, but utilization data was not collected as part of this study as the analysis phase of this project occurred before the opening date in late November 2025.

Parking supply has increased meaningfully since 2017 as shown in **Table 2**, **Figure** 2, and **Figure 3**. This reflects public investment and redevelopment with new structured parking. Key changes since 2017 include:

- On-street parking increased from 834 to 943 spaces, which is a 13% increase. This is primarily the result of recent streetscape projects and improved street striping.
- Public off-street parking increased from 335 to 412 spaces, a 23% increase. This includes reorganized Town lots and new facilities such as Library Parking 1 and 2.
- Mixed public and private parking increased from 824 to 2,054 spaces, which is a 149% increase. This growth is driven by structured garages that serve both public and private users, including Encore, Riverwalk, Move, and The View.
- Combined, public off street and mixed public and private parking increased by 113%.

These changes show a clear trend toward structured parking and shared use of facilities. They also highlight that Downtown now has a much larger overall supply than it did during the 2017 study.

Table 2. Parking Inventory Comparison

Parking Inventory	2017 (during Downtown Parking Study)	Current (2025)	% Growth
On-Street	834	943	**+ 13%**
Off-Street	3,418	4,761	**+ 39%**
Off-Street Public	335	412	**+ 23%**
Off-Street Public/Private	824	2,054	**+149%**
Off-Street Business	2,130	2,166	**+2%**
Off-Street Residential (excluding public/private)	129	129	**0**

Source: 2017 Parking Study, Nearmap aerials from 2017 and 2025, Town's Inventory, Fehr & Peers.

Figure 2. Off-Street Parking Ownership in Downtown Castle Rock (North and Core Overlay)

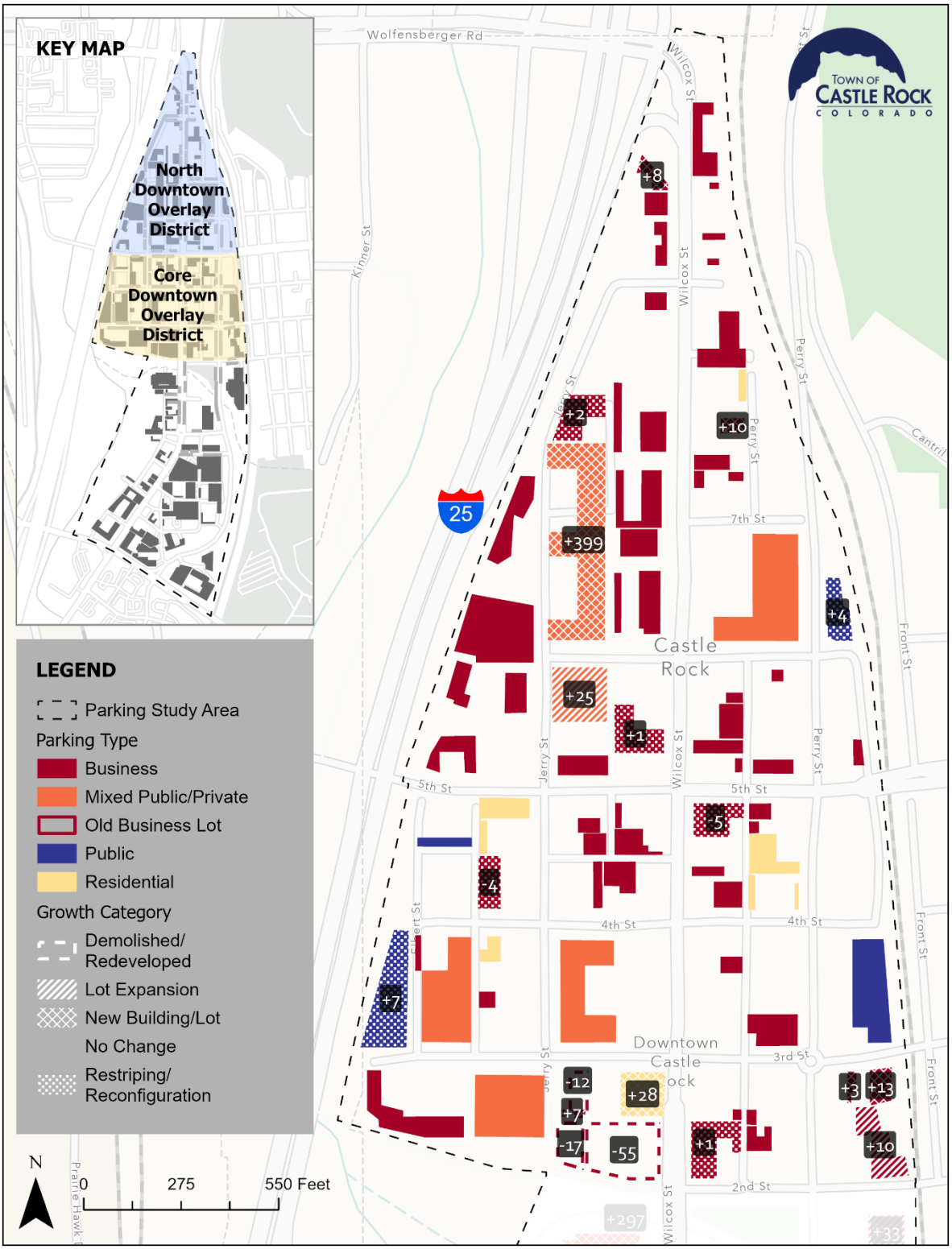
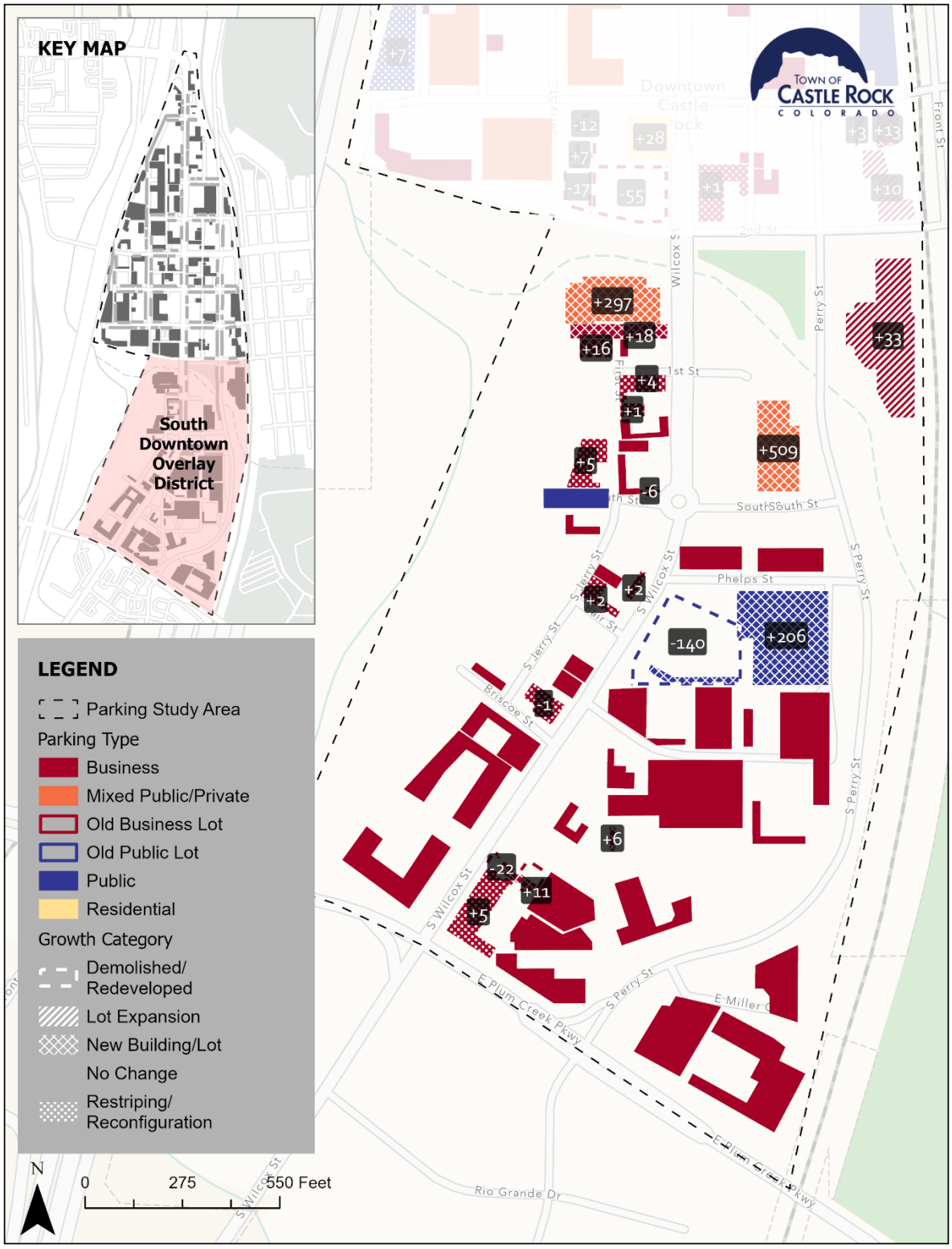


Figure 3. Off-Street Parking Ownership in Downtown Castle Rock (South Overlay)



Evaluation of Parking Trends Using Big Data

Traditional parking studies often rely on single-day observations. To provide a more complete view of parking behavior, this study included big data analysis through two major sources. These datasets allow the Town to understand how drivers access Downtown throughout the entire year, including weekends, special events, and evenings.

The two data sources were:

- StreetLight Data, which provides origin and destination patterns, trip volumes, and temporal trends from connected vehicle GPS data.
- Azira Pinnacle Data, which provides more detailed trip pathing and allows analysts to see where drivers go after parking.

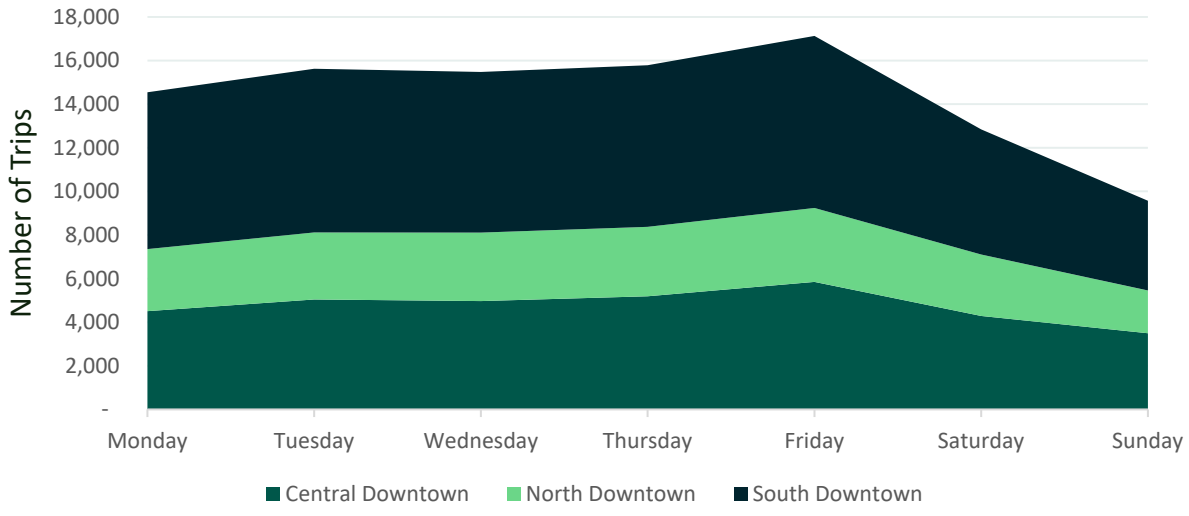
This combined analysis offers both the broad trends and block-level detail needed to understand parking behavior.

StreetLight Data

StreetLight trip data from April 2024 through March 2025 shows that approximately 14,500 vehicle trips end in Downtown on an average day (see **Figure 4**). Fridays have the highest activity levels, while Sundays have the lowest. Within Downtown, 20% of trips end in North Downtown, 33% in Central Downtown, and 47% in South Downtown. This reflects a balanced but slightly activity-heavy distribution toward the south, where more restaurants and entertainment uses are located.

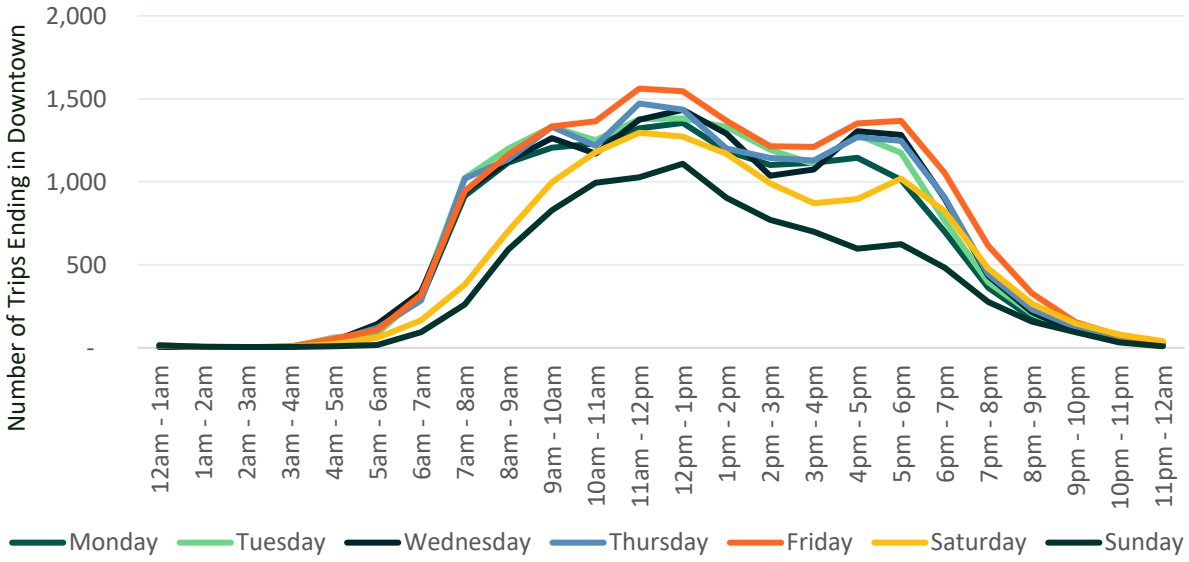
Trips follow consistent daily patterns. Weekdays show two peaks: a midday peak between 11 AM and 1 PM and an evening peak between 4 PM and 6 PM. Weekends follow a similar pattern but with a slightly later evening peak (see **Figure 5**).

Figure 4. Trip Ends by Day



Source: Streetlight Data April 2024-March 2025, Fehr & Peers.

Figure 5. Trip Ends by Time

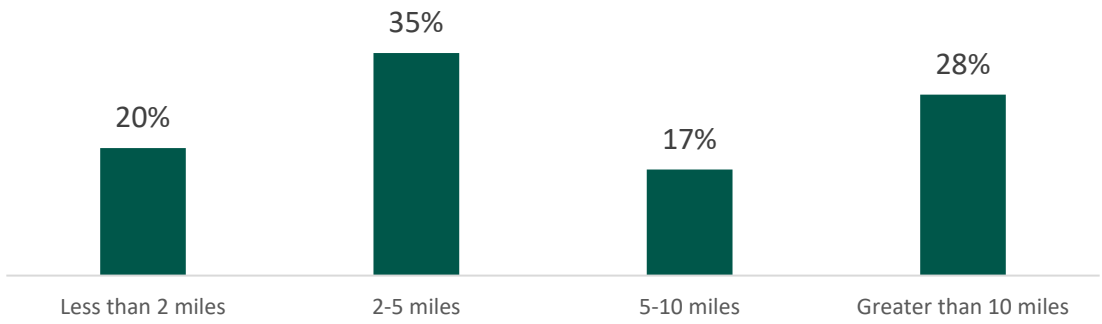


Source: Streetlight Data April 2024-March 2025, Fehr & Peers.

TRIP DISTANCE

More than 55% of trips begin within five miles of Downtown. This reinforces Downtown's role as a local destination and suggests strong potential for short-trip mode shifts. Roughly 17% of trips originate between 5 and 10 miles away, and 28% originate more than 10 miles away as shown in **Figure 6**. Downtown Castle Rock is designated by DRCOG as a Short Trip Opportunity Zone and Pedestrian Focus Area, meaning that funding is available to support multimodal infrastructure investments that make these short-distance trips more feasible and attractive.

Figure 6. Distance Traveled

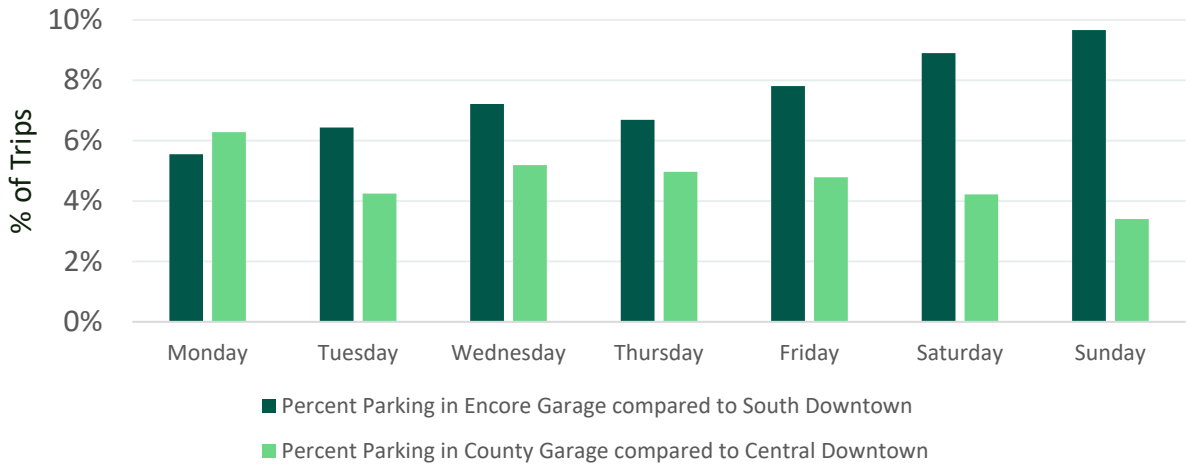


Source: Streetlight Data April 2024-March 2025, Fehr & Peers.

PARKING GARAGE UTILIZATION

Analysis of garage trips shows distinct patterns. Encore Garage, located in South Downtown, captures the highest percentage of visitors on Sundays, when recreational and dining trips dominate. In contrast, the County Garage in Central Downtown sees its highest percentage of use on Mondays, aligning with government and employee demand (**Figure 7**).

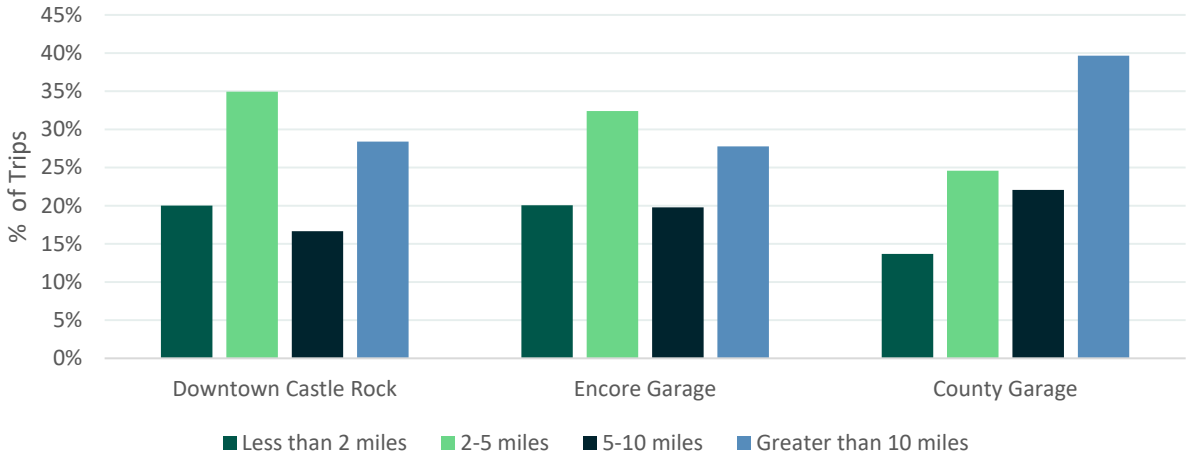
Figure 7. Garage Trips by Day



Source: Streetlight Data April 2024-March 2025, Fehr & Peers

When comparing travel distances by facility, Encore Garage users resemble the overall Downtown profile, with most trips originating within 2–5 miles. County Garage users, however, have a higher proportion of trips from more than 10 miles away (**Figure 8**). This difference is likely attributed to Douglas County employees originating from broader and further away origins.

Figure 8. Comparison of Distance Traveled to Parking Facilities



Source: Streetlight Data April 2024-March 2025, Fehr & Peers.

Azira Pinnacle Data

The Azira Pinnacle dataset (Azira) provides movement traces for devices that arrived at or passed through five Downtown parking facilities. The purpose of this analysis is to understand where people walk after they park and how far they are willing to travel. Device location data for one hour before and after each visit to the parking facilities listed in **Table 3** was collected, allowing for a detailed understanding of trip behavior surrounding key parking assets.

Across all five facilities, the majority of trips end within one or two blocks of where the vehicle was parked. The Douglas County and Encore garages both have very high shares of nearby destinations. Facilities such as The Move Garage show a greater number of trips ending farther away, which is likely influenced by smaller sample sizes and multi-stop trips.

This information helps identify which parking facilities are supporting the highest density of Downtown destinations, and where pedestrian improvements or signage may be most beneficial.

Table 3: Parking Facilities for Azira Data Collection

Parking Facility	Location	Total Capacity
Douglas County Parking Garage	Third Street & Jerry Street	266
Encore Garage	South Street & Perry Street	601
The Move Parking Garage	Sixth Street & Jerry Street	72
Library Parking	Phelps Street & Perry Street And Along Fair Street	206
Town Parking near Fire Station	Fourth Street & Perry Street	27

Source: Fehr & Peers.

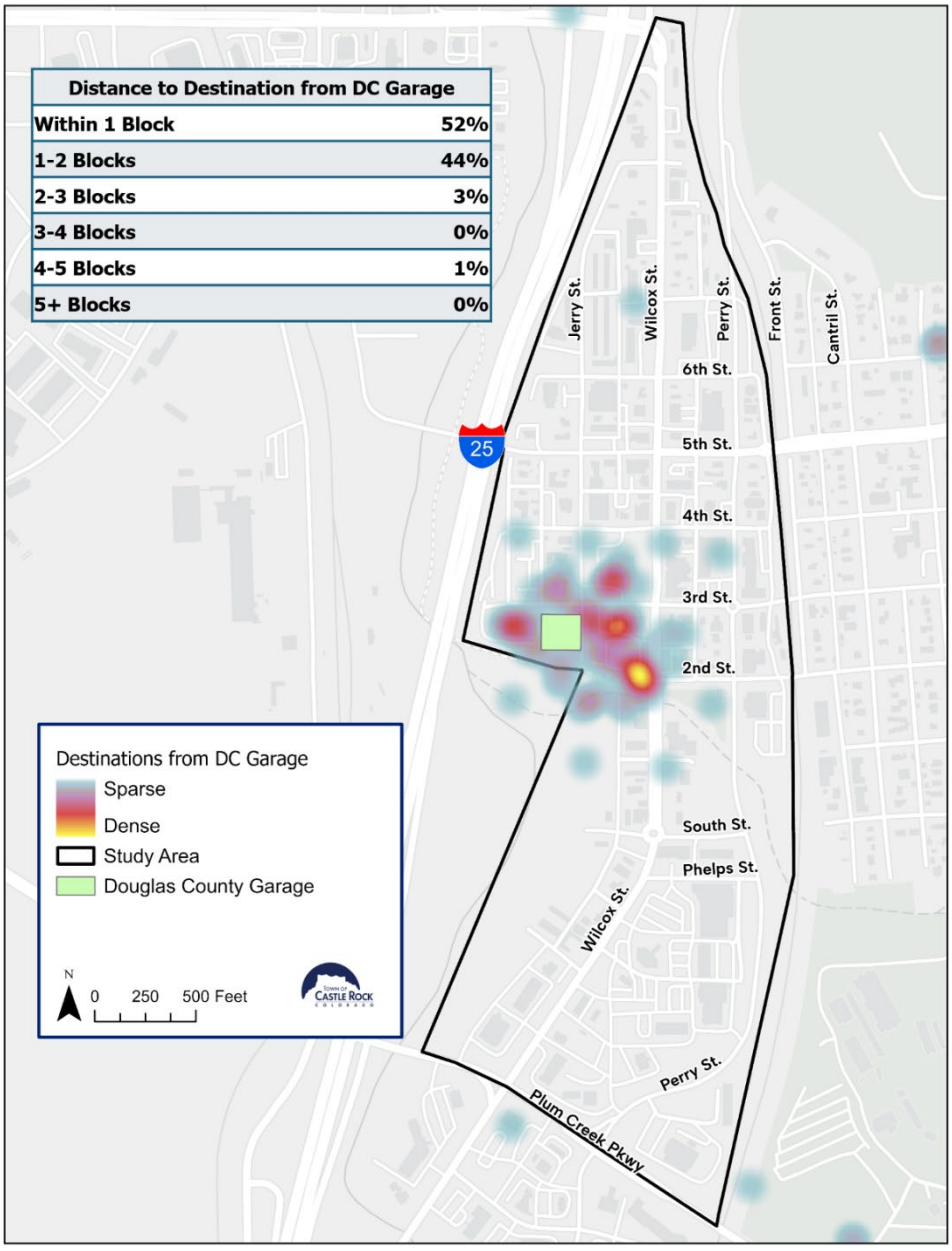
Azira's Pathing X report provides detailed insights into travel patterns by tracking the movement of individual devices before and after they are observed at designated study locations. The report includes timestamped location observations, allowing analysts to understand the temporal and spatial context of each visit. These location pinpoints were converted into meaningful trip trajectories using a set of assumptions regarding device ping intervals, travel distances, speeds, and trip termination points.

TRIP DESTINATION ANALYSIS USING AZIRA DATA

The primary objective of the Azira data analysis was to understand the location of destinations for trips that began at or passed through designated parking facilities. To achieve this, each device observation was categorized as the start, end, or during a trip. This classification enabled mapping of "end" locations for trips whose "start" or "during" points were associated with specific parking facilities. The resulting visualizations use a color gradient—darker yellow and red indicating clusters with higher concentrations of trip ends, and lighter blue representing areas with fewer trip destinations. The analysis calculated the distance in blocks between each parking facility and its corresponding destination points. The methodology includes assumptions and parameters used to define trip segments. Notably, because the analysis focused solely on trip ends for journeys that started in or passed through the parking facilities, many destinations were located more than five blocks away, often outside the study area. These distant endpoints are presumed to represent the origin locations of visitors arriving in Downtown Castle Rock, but are omitted from the following analysis to stay focused on the patterns within the study area.

Figure 9 illustrates the destination patterns for trips associated with the Douglas County Parking Garage. The accompanying table displays the distribution of trip distances, showing that 52% of trips ended within one block, and 44% ended within two blocks of the garage. Key destination hotspots include the Douglas County buildings and businesses along Third Street and Wilcox Street, extending to Second Street.

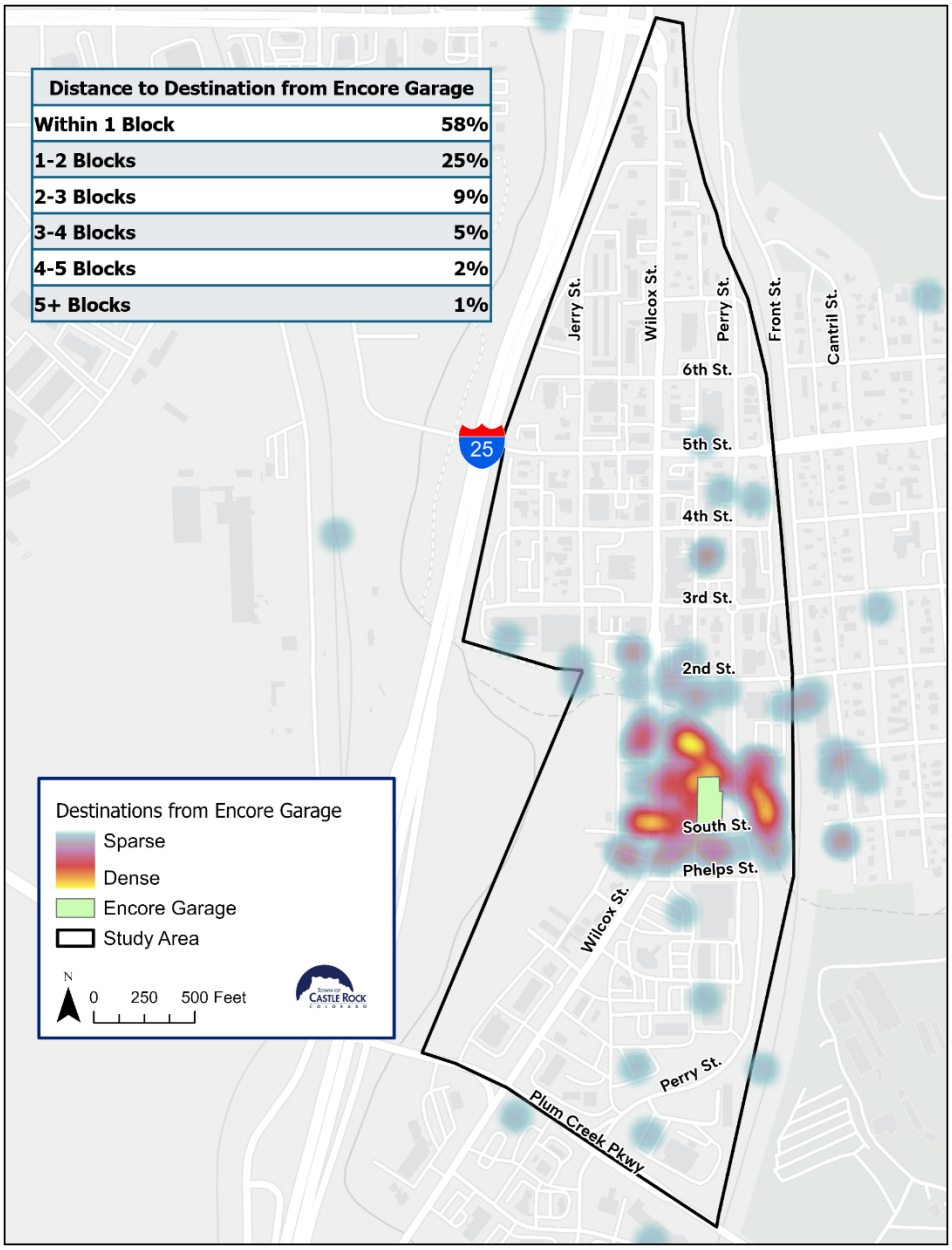
Figure 9: Destination Locations and Distances from Douglas County Parking Garage



Source: Azira August 5, 2024-August 4, 2025, Fehr & Peers.

Figure 10 maps the destination locations for trips that began at or passed through the Encore Garage, with corresponding distance metrics displayed in the table on the map. The analysis shows that 58% of trips ended within one block, and 83% ended within two blocks of the garage. Compared to the Douglas County Parking Garage, Encore exhibits a higher concentration of trips ending within one block, but also demonstrates a broader distribution of destinations within five blocks and across the study area. Key destination hotspots include the cluster of businesses located on the northwestern side of the garage and the Castle Rock Town Hall, indicating that the Encore facility serves a diverse set of nearby civic and commercial destinations. Some of the destinations shown may be Encore residents leaving the garage for a Downtown destination.

Figure 10: Destination Locations and Distances from Encore Garage



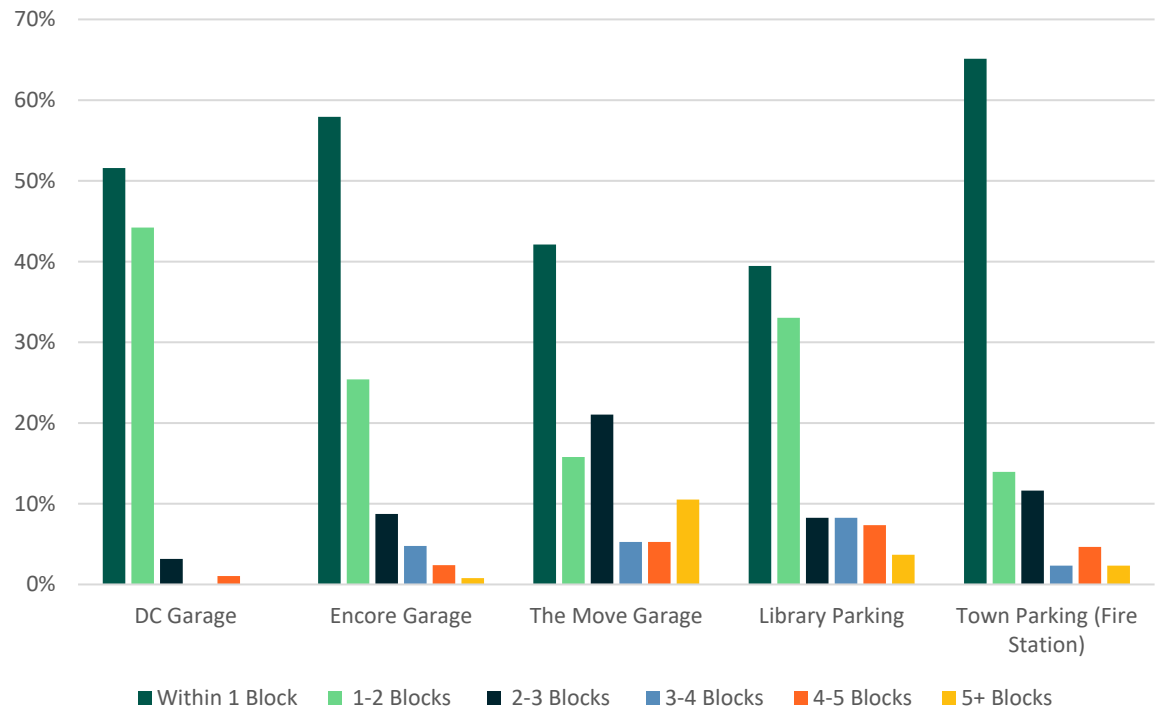
Source: Azira August 5, 2024-August 4, 2025, Fehr & Peers

Analysis for waking distance to a few other locations, shown in **Figure 11,** illustrates the distribution of destination distances for all five garages and lots included in the Azira dataset analysis. Across all facilities, a consistent pattern emerged: the majority of trips that begin at or pass through these parking locations tend to end within two blocks, with a significant portion concluding within one block of the parking facility.

The Douglas County Parking Garage and the Encore Garage exhibited the highest share of proximate destinations, with 96% and 83% of trips ending within two blocks, respectively. In contrast, the Move Garage showed a larger proportion of trips ending five or more blocks away from the facility. This may indicate that the sample size that Azira collected may have included more trips for people leaving Downtown for this location than for those arriving.

It is important to note that due to the smaller parking capacities at the Move Garage and Town Parking (Fire Station), the sample sizes for these locations were correspondingly smaller, which may influence the interpretation of trip patterns.

Figure 11: Distance to Destination by Parking Garage/Lot



Source: Azira August 5, 2024-August 4, 2025, Fehr & Peers.

Parking Utilization

Parking utilization describes how many spaces are occupied at specific times of day and provides insight into how the Downtown parking system operates under typical and peak conditions. To understand utilization patterns accurately, the study combined two primary methods of data collection: aerial imagery and License Plate Reader (LPR) surveys. These methods complement one another and help overcome limitations that would occur if only a single data source were used.

Methodology Overview

Aerial imagery was collected on multiple dates using high-resolution overhead photography. Each imagery set captured the full study area at three key times: morning, midday, and evening. This approach provides a comprehensive, system-wide snapshot that includes on-street and off-street parking facilities visible from aerial imagery. Aerial imagery is particularly useful for validating broad trends and identifying areas that consistently reach high occupancy or remain underused.

LPR data provides a different form of insight. Instead of single snapshots, LPR surveys rely on repeated mobile passes conducted throughout the day. Vehicles equipped with license plate recognition cameras traveled predefined routes that included all major Downtown blocks and surface lots. Each route pass occurred approximately every 45 to 60 minutes between 7 AM and 9 PM. This allows the study to track the same blocks and lots across multiple hours and identify changes in occupancy, duration, and turnover. LPR data is especially useful in identifying where parking is used for short visits or for long stays that may conflict with time restrictions.

Using both datasets together offered several advantages:

- Aerial imagery ensured coverage of all spaces visible from above, and cameras and manual counts supplemented covered areas including garages on some of the days.
- LPR surveys provided hourly resolution, making it possible to understand dynamic patterns.
- Comparing the two allowed the study team to reconcile discrepancies arising from lighting conditions, vehicle shade profiles, partial plate reads, or camera angle limitations.

By integrating both sources, the analysis provides a thoroughly validated picture of parking utilization across Downtown.

Industry Utilization Thresholds

In the parking industry, 85% parking occupancy is considered the standard target rate for on-street parking, as at this rate parking is easy to find and assets are utilized effectively[2]. At 85% occupancy, there are enough vacant spaces to 1) minimize congestion from drivers searching for spaces; and 2) reduce oversupply, which is inefficient and costly use of valuable land. This typically results in one to two open parking spaces per block. Off-street parking can often exceed 85%, because it is typically intended for long-term parking sessions, meaning turnover is less of a priority. A target off-street occupancy rate depends on the facility's location, adjacent land uses, and mix of parkers. This threshold was applied to this study with an increased resolution of the upper end to identify very highly utilized locations, and parking utilization was interpreted using the following thresholds:

[2] Shoup, D. (2006). The High Cost of Free Parking. The 85% target occupancy rate is a theory that was popularized by UCLA Research Professor Donald Shoup. His research finds at 85% occupancy there are enough vacant parking spaces to 1) minimize congestion from drivers searching for spaces; and 2) reduce oversupply, which is inefficient and costly use of valuable land.

- ≤50% Occupied – Parking is readily available; most spaces are unoccupied.
- 51–80% Occupied – Considered the "sweet spot," indicating high use with healthy turnover and good availability.
- 81–95% Occupied – Parking is perceived as full; users may need to search or walk farther than preferred.
- 95%+ Occupied – Fully occupied; users must seek alternative parking options.

This method allowed the study team to visualize how parking demand fluctuates throughout the day and identify areas of consistent pressure or underutilization.

Friday Parking Utilization

Friday consistently showed the highest demand patterns across all datasets. To confirm trends and add detail, the study collected two complete sets of aerial imagery (July 18, 2025 and September 26, 2025) and one full day of LPR data (July 18, 2025). These complementary datasets provide clear evidence of how Downtown parking facilities operate on a typical high-demand weekday.

FRIDAY, JULY 18, 2025

Figure 12 shows that conditions on Friday, July 18 align closely with StreetLight data patterns, which reveal peaks around midday (12 PM) and evening (after 5:00 PM).

- Morning (7 AM): Occupancy across facilities is low, generally ≤50%, meaning parking is readily available close to destinations.
- Midday (12 PM): Demand increases, with on-street spaces between 5th Street and South Street approaching capacity. Off-street lots remain below 95%, but a few off-street areas reach the "sweet spot" range (51–80%) with the lot between 3rd Street and 4th Street east of Perry Street over 80%.
- Evening (6 PM): Street parking in the core again approaches full occupancy, creating perceived scarcity. Garages, however, remain under 60% full, suggesting available capacity not being used.

Parking Garage Utilization (collected with stationary cameras and manual counts):

- Encore Garage: 31% (7 AM), 58% (12 PM), 50% (6 PM) – includes only public spaces.
- County Garage: 33% (7 AM), 48% (12 PM), 44% (6 PM).

Figure 12. Friday 7/18/2025 Parking Utilization

Parking Utilization Rate
- 50% or Less
- 51% to 80%
- 81% to 95%
- Above 95%
- No data

Parking Lot Type
- Private Lots
- Public/Private Lots
- Public Lots

0 0.1 0.2 Miles

N

Downtown Castle Rock Parking Utilization Friday

Source: Aerial Imagery, July 18, 2025

Fehr & Peers

FRIDAY, SEPTEMBER 26, 2025

Aerial imagery collected on Friday, September 26, 2025, captured a representative weekday with normal activity levels and improved data granularity within garage facilities (**Figure 14**). The analysis confirmed Friday as a peak parking day, with midday and evening showing the highest utilization.

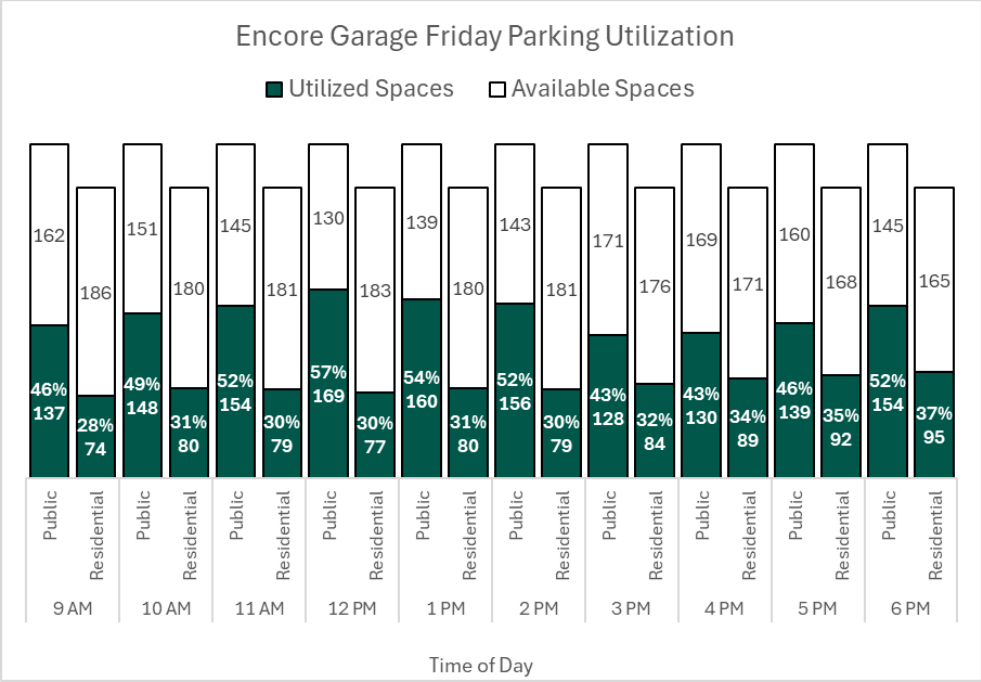
- Morning (7 AM): Parking occupancy was low (≤50%) across most facilities, with high availability throughout the core and peripheral areas.
- Midday (12 PM): On-street parking between 5th Street and South Street reached 81–95% occupancy, consistent with prior observations. Off-street lots near Wilcox and Perry Streets operated in the 51–80% range, while garages remained below 70%.
- Evening (6 PM): Street parking near restaurants and entertainment venues remained highly utilized (81–95%), while peripheral and garage facilities continued to show excess capacity, particularly north of 5th Street.

Parking Garage Utilization (**Figure 13**):

- Encore Garage (Public): 43% (4 PM) to a peak of 57% (12 PM).
- Encore Garage (Residential): 28% (9 AM) to 37% (6 PM).
- County Garage: Estimated at 40–55% across all periods (field observations not collected on this date).

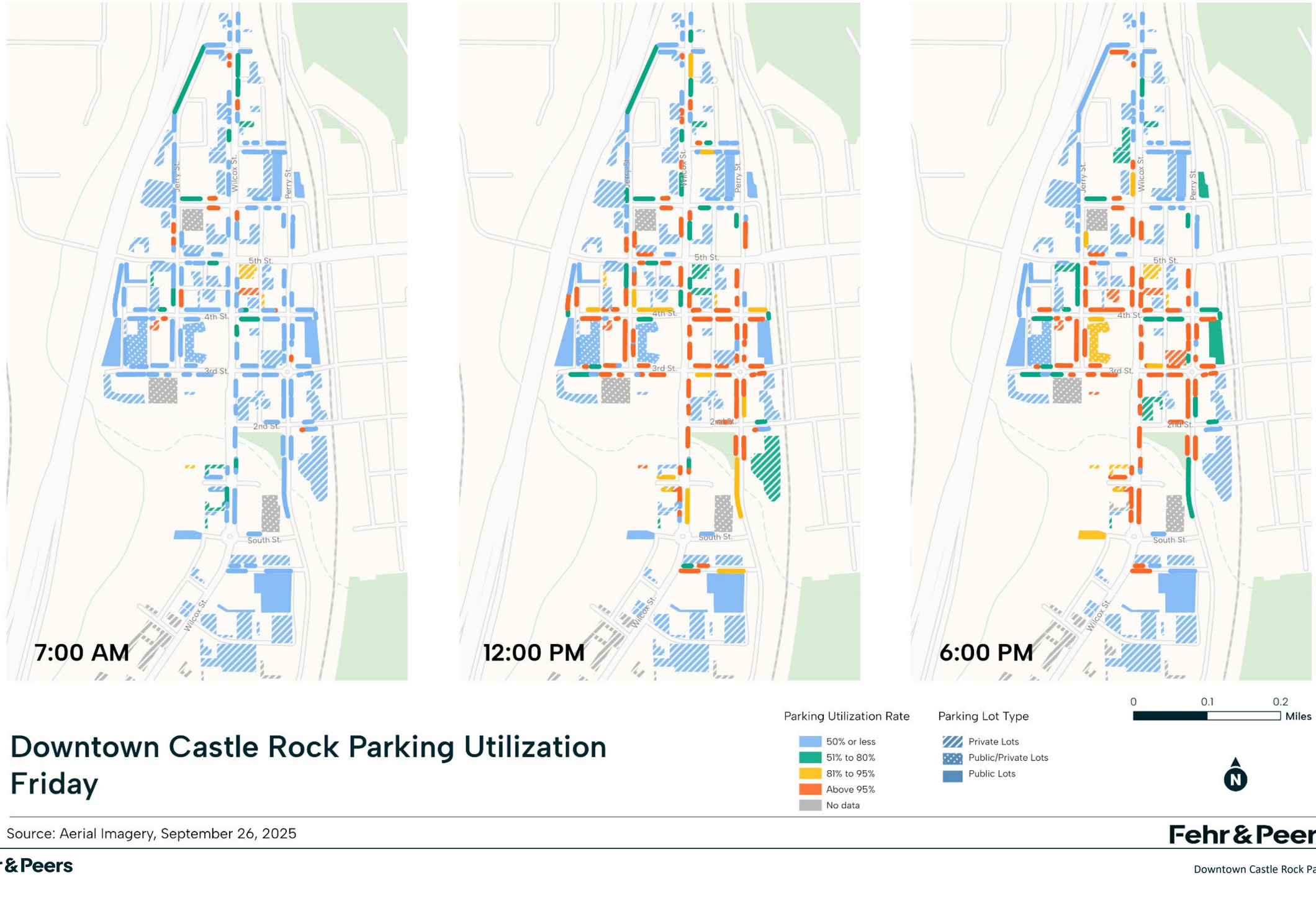
Public and residential spaces were measured and reported separately, as the privately owned residential spaces are not available for public parking. These findings indicate that both public and residential parking areas within the Encore Garage operated well below capacity even during peak demand, supporting the conclusion that existing structured facilities can accommodate additional users with improved wayfinding and access.

Figure 13: Encore Garage Friday Parking Utilization



Source: Field collected on Friday, September 26, 2026, Fehr & Peers.

Figure 14. Friday 9/26/2025 Parking Utilization



Downtown Castle Rock Parking Utilization
Friday

Source: Aerial Imagery, September 26, 2025

Table 4. Comparison of Friday Data Collections

Category	Friday, July 18, 2025	Friday, September 26, 2025	Key Takeaways
Purpose	Initial data collection to measure baseline parking utilization.	Follow-up with more granular garage-level data with separated residential and public parking activity.	Second collection refined analysis and confirmed observed trends.
Peak Periods	Midday and evening (12 PM and after 5 PM).	Midday and evening (consistent with July).	Friday remains the busiest day of the week.
On-Street Parking	81–95% occupancy between 5th and South Streets.	81–95% occupancy between 5th and South Streets.	High curbside demand consistent across both periods.
Off-Street Parking	Typically 51–80% full, no lots over 95%.	Similar pattern; slightly higher utilization in central blocks.	Demand stable, showing efficient turnover.
Garage Utilization	Encore: 31–58%; County: 33–48%.	Encore (public): 43–57%; Encore (residential): 28–37%; County: 40–55%.	Both garages operate well below capacity.
Data Enhancement	Did not separate residential vs. public parking.	Added garage-use segmentation for detailed insight.	New data supports future management of garage allocations.
Overall Findings	Ample parking supply; garages underused, on-street constrained.	Consistent results; refined detail supports same conclusion.	Confirms recurring trend of excess structured capacity and high on-street use.

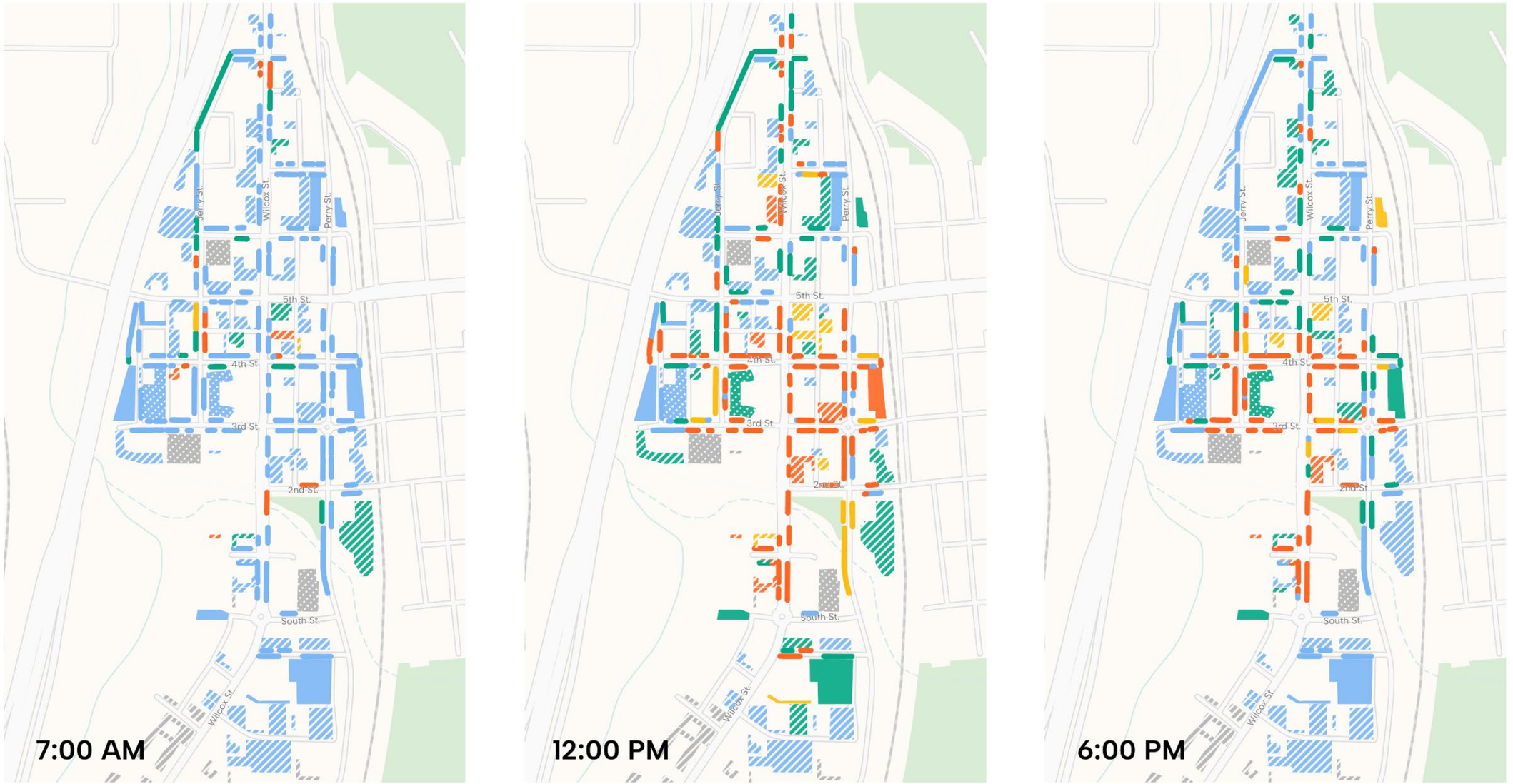
Source: Town of Castle Rock aerials, field data collection, Fehr & Peers.

Tuesday Parking Utilization

Based on the big data evaluation, weekdays in Castle Rock have similar patterns, and Tuesday, August 12 was selected as a representative typical day in Downtown Castle Rock. Tuesday patterns mirror Friday, though slightly lighter in the evening (**Figure 15**).

- Morning (7 AM): Utilization is low across all facilities, ≤50%, with convenient parking near destinations.
- Midday (12 PM): Similar to Friday, demand peaks, with the public lot between 3rd Street and 4th Street east of Perry Street fully occupied and on-street parking in the 5th–South Street corridor near capacity. Other lots and garages remain below 80%, in the "sweet spot" zone.
- Evening (6 PM): Street spaces remain tight, but garages and most lots are under 50% utilization.

Figure 15. Tuesday Parking Utilization (Aerial)



Downtown Castle Rock Parking Utilization Tuesday

Source: Aerial Imagery, August 12, 2025

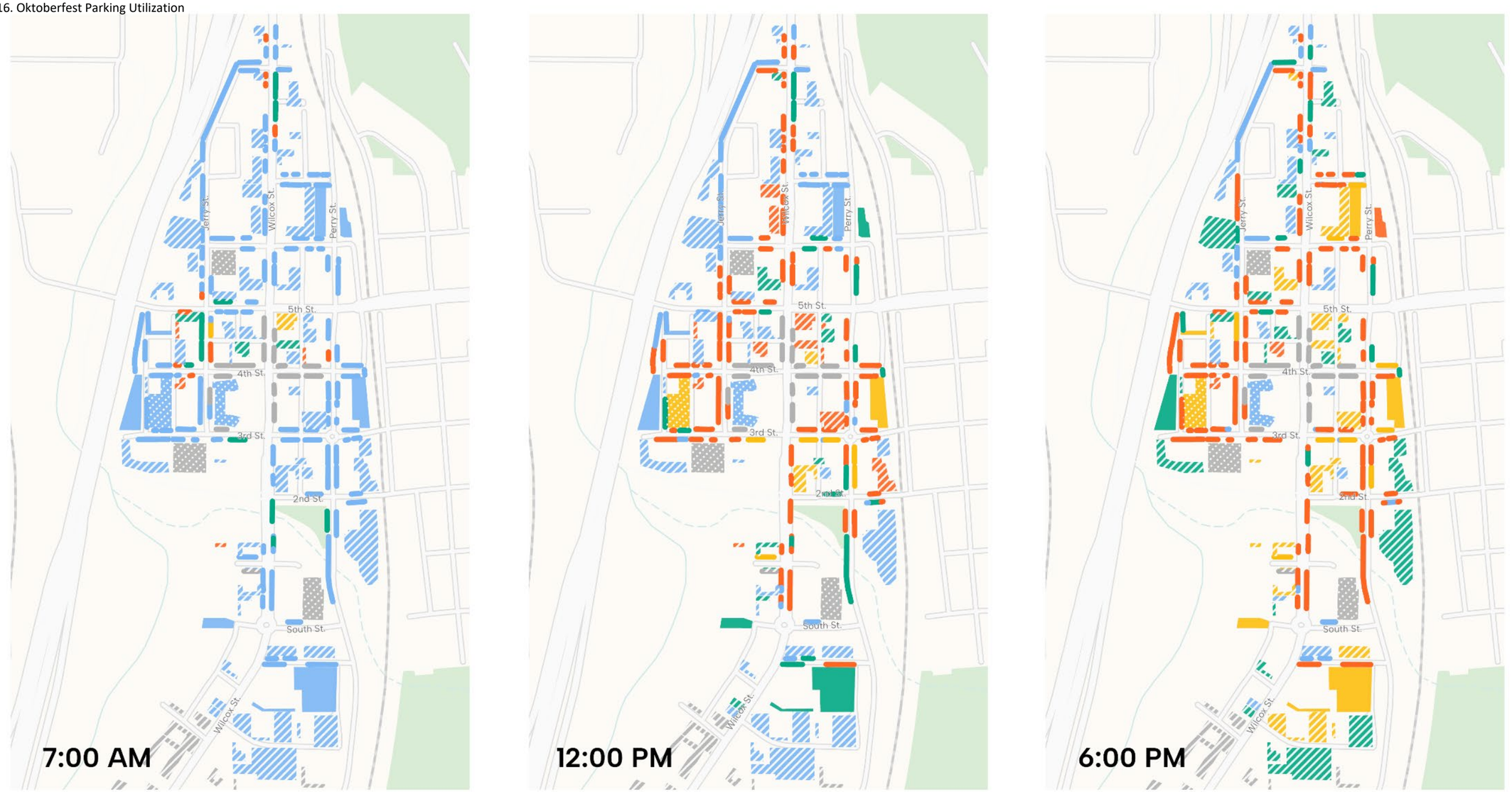
Event-Day Parking Conditions: Oktoberfest (Aerial Imagery)

Downtown Castle Rock has many special event days throughout the year that bring a high number of visitors to the area. It is important to understand parking patterns for these events, as some parking policies can be oriented and applicable only during larger special events. **Figure 16** illustrates parking conditions during the Oktoberfest event held on Saturday, September 20, 2025, which generally aligned with trends observed on other study days—showing peak occupancy around midday (12:00 PM) and again in the evening (after 5:00 PM). However, the event generated significantly elevated demand, expanding the area of perceived full parking across the Downtown core.

- Morning (7 AM): Occupancy levels were low (≤50%), indicating ample availability near destinations. Demand was limited to early business activity and vendor setup, with sufficient capacity across public and private lots.
- Midday (12 PM): Demand surged, with on-street spaces between 5th Street and South Street exceeding 95% occupancy, signaling full conditions. Several off-street lots reached the "sweet spot" range of 51–80%, while others in central and southern Downtown approached or exceeded 81–95% occupancy. Peripheral lots and garages remained underutilized, likely due to limited wayfinding and public awareness of available capacity.
- Evening (6 PM): Street parking remained heavily constrained, with most blocks near festival activities exceeding 95% occupancy. Off-street facilities north of 5th Street maintained moderate occupancy (51–80%).

These findings confirm that special events like Oktoberfest push Downtown parking near full capacity, particularly for on-street spaces within the festival core. Peripheral lots maintained available space, underscoring the need for enhanced event-day wayfinding, real-time parking availability information, and potential shuttle services to better distribute parking demand across facilities.

Figure 16. Oktoberfest Parking Utilization



Downtown Castle Rock Parking Utilization
Oktoberfest

Source: Aerial Imagery, September 20, 2025

License Plate Reader (LPR) Utilization Trends

LPR surveys provide repeated observations throughout the day and offer valuable insight into how parking demand changes hour by hour. Although LPR-based occupancy counts are sometimes slightly lower than aerial imagery counts because some license plates are not captured during each pass, the overall utilization patterns from both sources align closely.

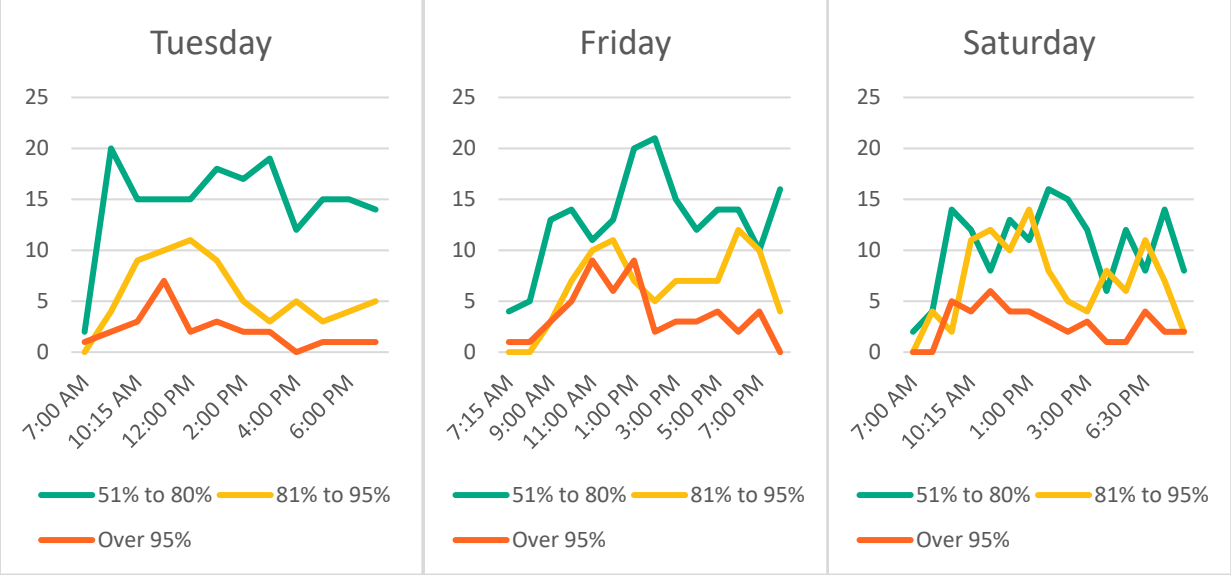
Utilization was highest in the Downtown core, with parking availability improving further from Castle Rock's municipal buildings. Notably, parallel parking on Second Street between Perry and Wilcox consistently exceeded 95% occupancy during all three time periods on Tuesday, during 7 AM and 6 PM on Friday, and at 6 PM on Saturday. Additionally, midday peaks revealed constrained availability along Perry and Wilcox Streets, indicating these corridors experience heightened demand during business and event hours. These findings reinforce the importance of targeted curbside management and strategic wayfinding to optimize parking availability in high-demand zones.

Thanks to the continuous data collected during the LPR surveys, the study was able to track hourly parking utilization trends across each survey day. **Figure 17** illustrates how occupancy levels fluctuated throughout the day on Tuesday, Friday, and Saturday.

Across all three days, parking utilization increased steadily through the morning, peaking around midday. On Tuesday and Friday, occupancy rates above 95% declined in the early afternoon, indicating a temporary easing of demand. On Saturday, however, utilization experienced a second peak around 6:30 PM, likely driven by evening activities and dining demand.

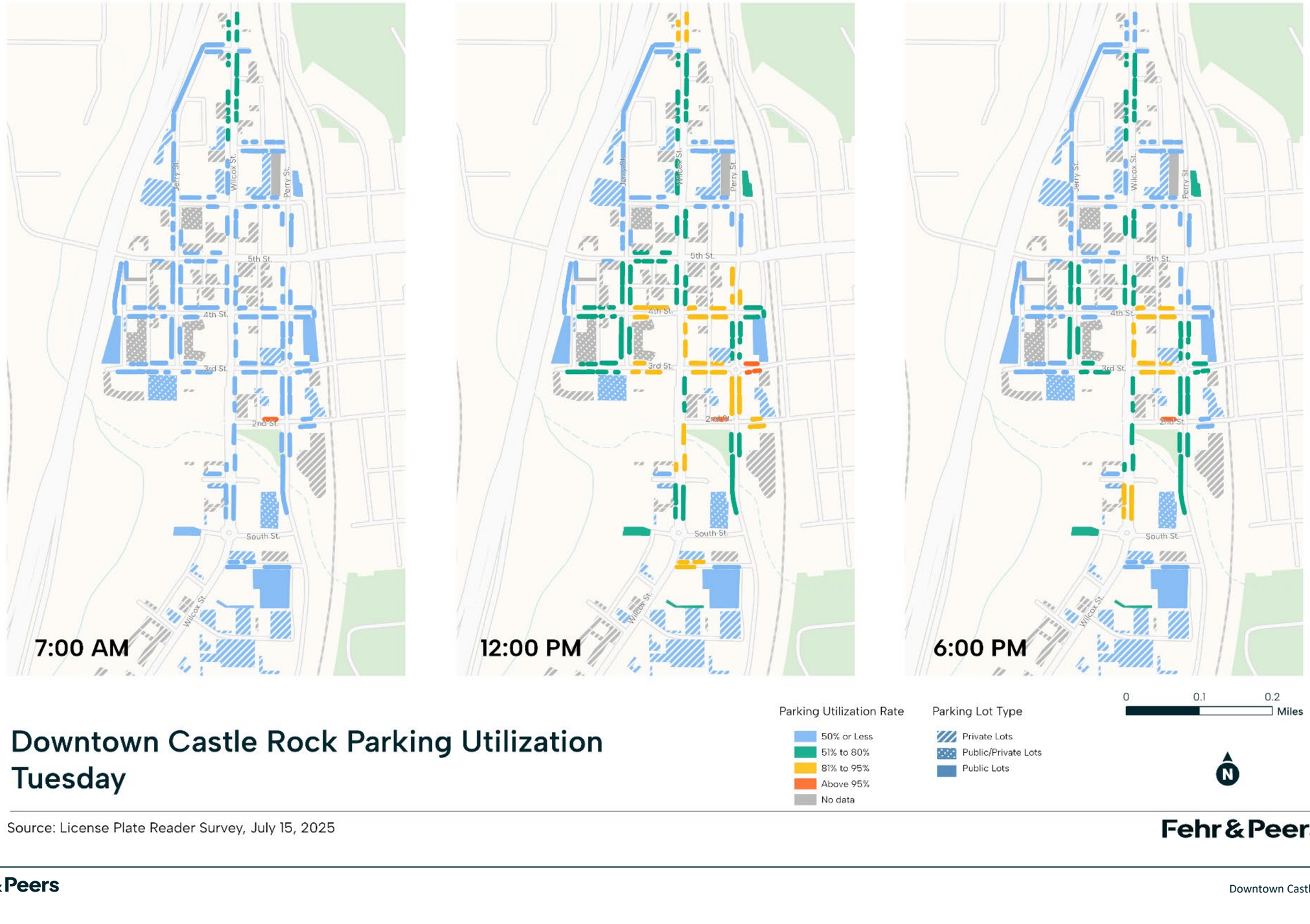
Similarly, occupancy rates in the 81–90% range showed dual peaks—one at midday and another in the early evening—on both Friday and Saturday, reinforcing the pattern of sustained demand during business hours and event periods.

Figure 17. Number of Locations with Parking Utilization above 50% over Time



Source: License Plate Survey, Fehr & Peers.

Figure 18. Tuesday Parking Utilization, LPR Data



Source: License Plate Reader Survey, July 15, 2025

Figure 19. Friday Parking Utilization, LPR Data

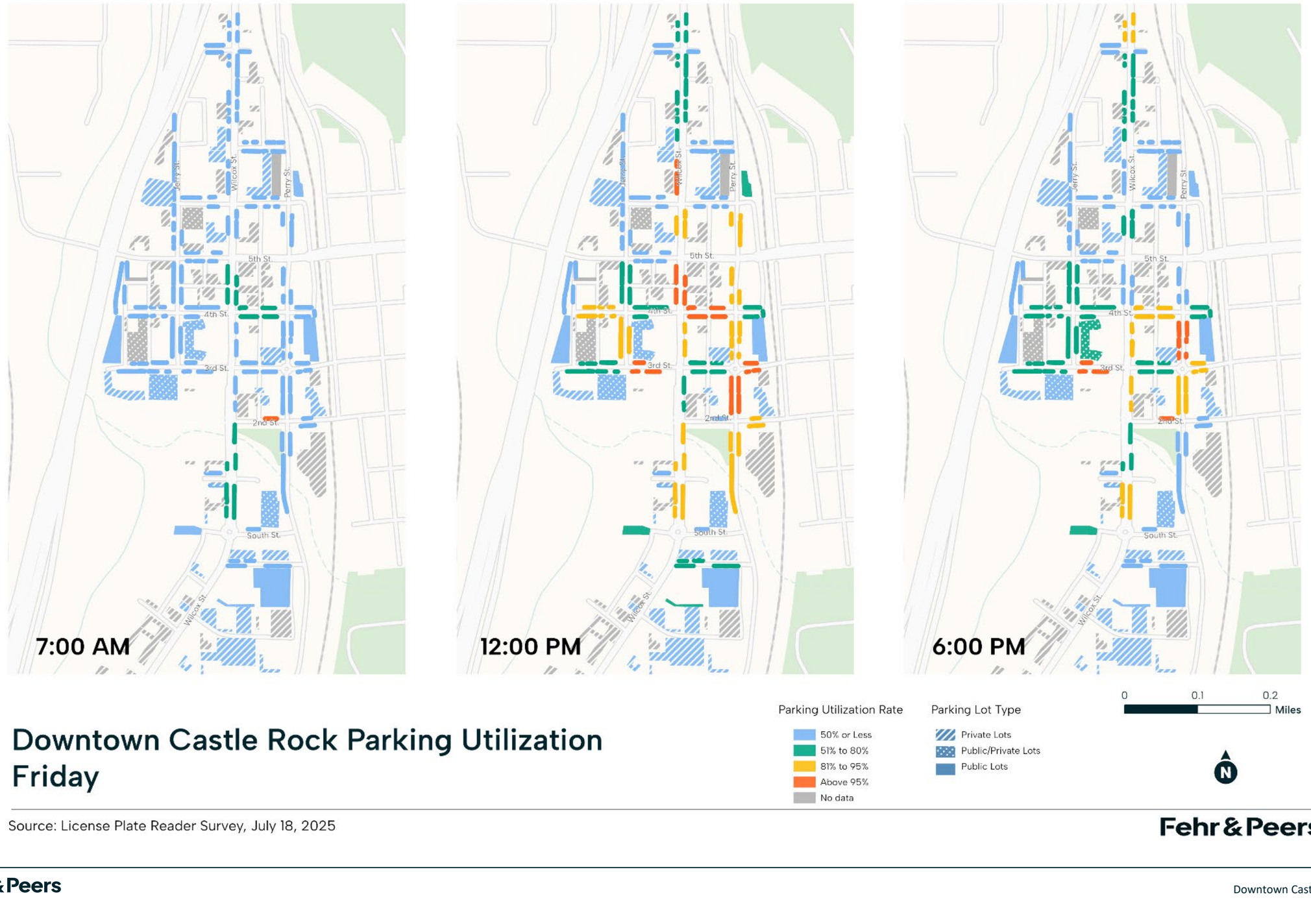
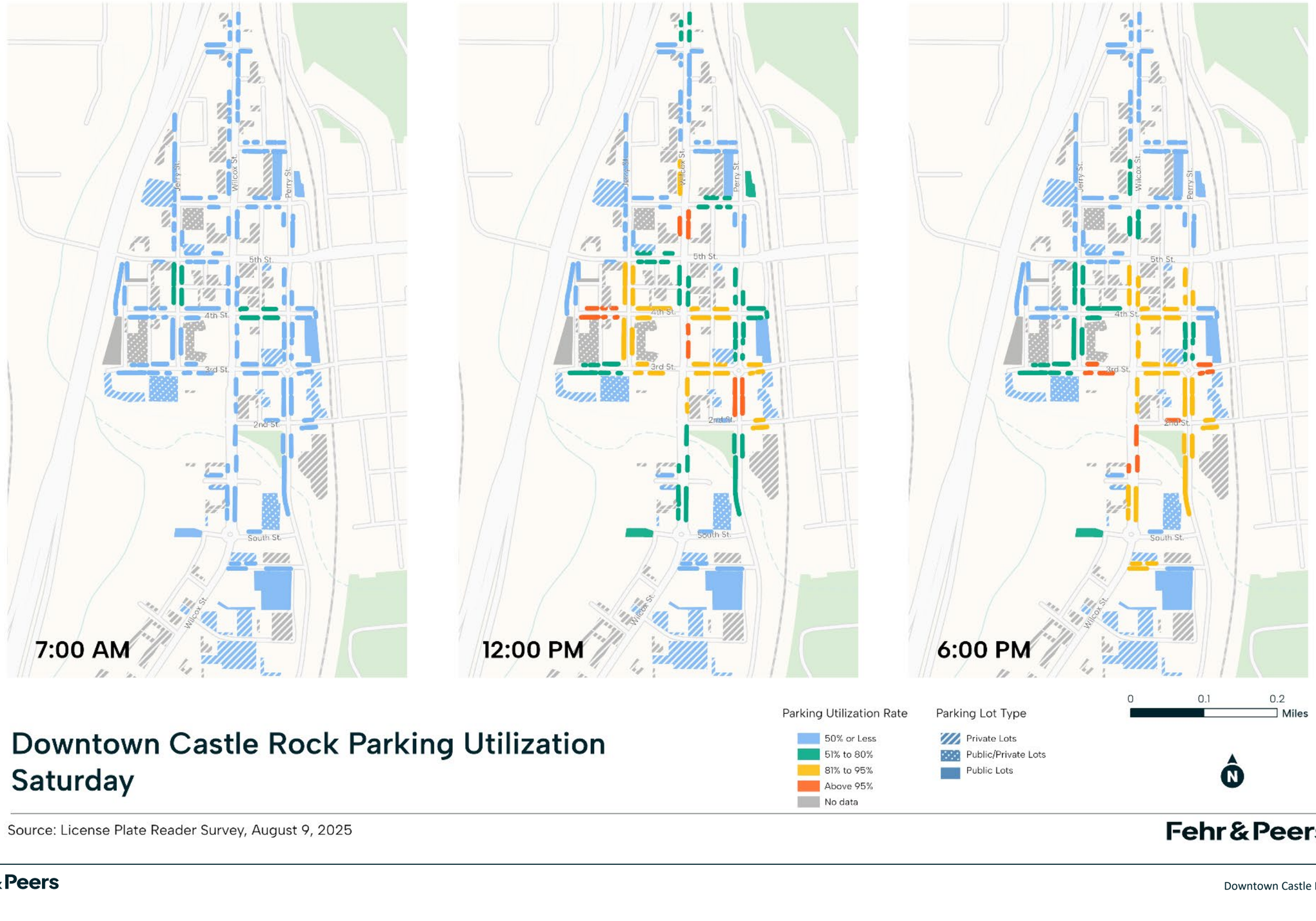


Figure 20. Saturday Parking Utilization, LPR Data



Parking Duration

Parking duration analysis helps the Town understand how long vehicles occupy Downtown parking spaces, where long stays limit turnover, and how closely drivers follow posted time restrictions. This study measured parking duration using the same LPR survey data collected for utilization analysis. The results reveal clear patterns of long-term parking in high-demand curbside areas, frequent overstays in restricted zones, and differences in behavior across weekdays and weekends.

Methodology

LPR surveys were conducted on three representative days: Tuesday, July 15; Friday, July 18; and Saturday, August 9. Survey vehicles equipped with license plate recognition cameras traveled predefined routes around Downtown from 7 AM to 9 PM. Each route was repeated every 45 to 60 minutes, providing continuous observations throughout the day. This repeated-pass approach captures both short stays and long-term parking behavior on the same block.

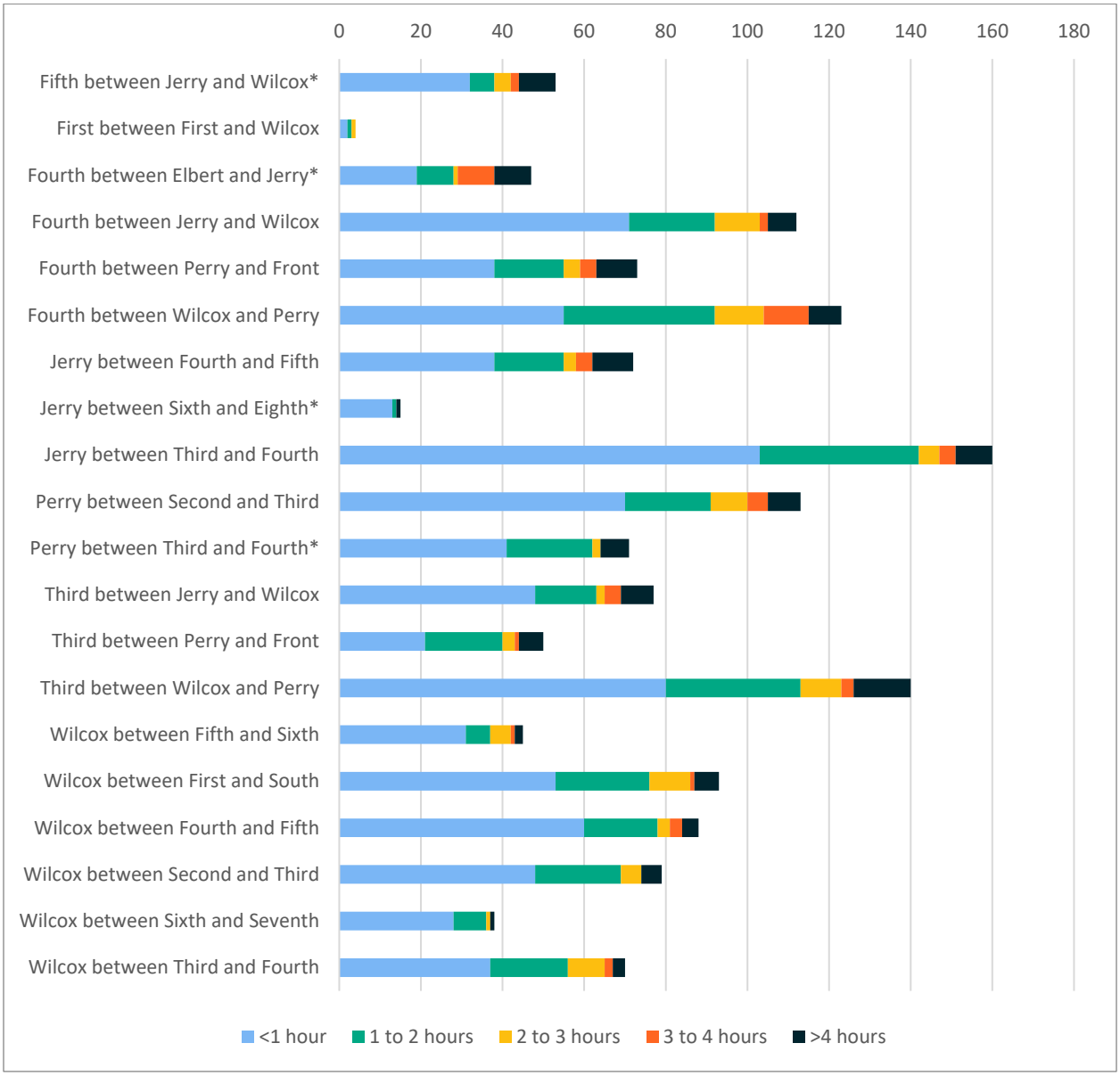
License plates recorded twice within a 20-minute window and not observed again were excluded because they were likely moving vehicles rather than parked vehicles. The project team used a fuzzy matching approach that groups plates with minor variations (such as GBYBFL0 versus G8YBFL0) to address small inconsistencies caused by camera angle, lighting, or obstruction. Because LPR data points can vary slightly in their geolocation accuracy, individual observations were grouped at the block level to ensure that each plate was consistently assigned to the correct location.

Overall Duration Patterns

It was observed that vehicles frequently remained parked for more than two hours, even in areas where posted time limits restrict parking to shorter durations on Monday-Friday from 8 AM -5 PM. **Figure 21** and **Figure 22** illustrate the number of vehicles parked by duration in locations with two-hour parking limits. **Figure 23** illustrates parking durations on a Saturday, when time restrictions were not in place.

While the majority of vehicles complied with the posted time restrictions, the data consistently identified violations at every location on each survey day. **Figure 24** and **Figure 25** show just those cars parked for longer than 2 hours between 8 AM and 5 PM. These findings suggest that enforcement and turnover may be inconsistent in certain areas, potentially impacting availability and equitable access to high-demand curbside spaces.

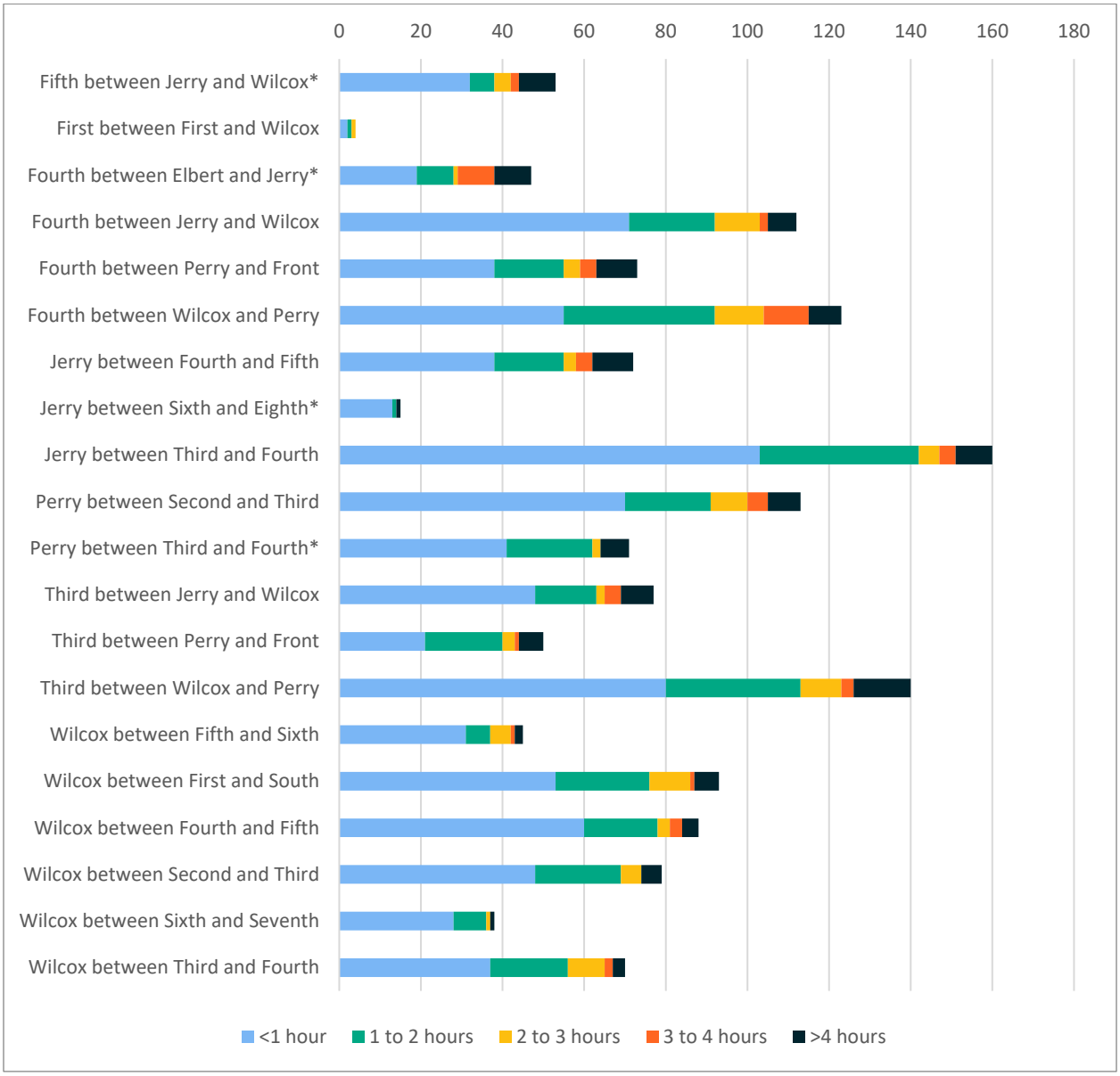
Figure 21. Number of Cars Parked by Duration where Parking is Restricted to 2 Hours, Tuesday July 15



* Most parking spaces within these analysis zones are signed with a two-hour time restriction; however, several blocks include unrestricted spaces. These unrestricted areas include 4 spaces on the north side of 5th Street between Jerry Street and Wilcox Street, 12 spaces on 4th Street between Elbert Street and Jerry Street, 14 spaces on Jerry Street between 6th Street and 8th Street, and 3 spaces on the west side of Perry Street between 3rd Street and 4th Street. As a result, some longer observed parking durations in these locations may reflect allowable use rather than non-compliance.

Source: License Plate Survey, Fehr & Peers.

Figure 22. Number of Cars Parked by Duration where Parking is Restricted to 2 Hours, Friday July 18



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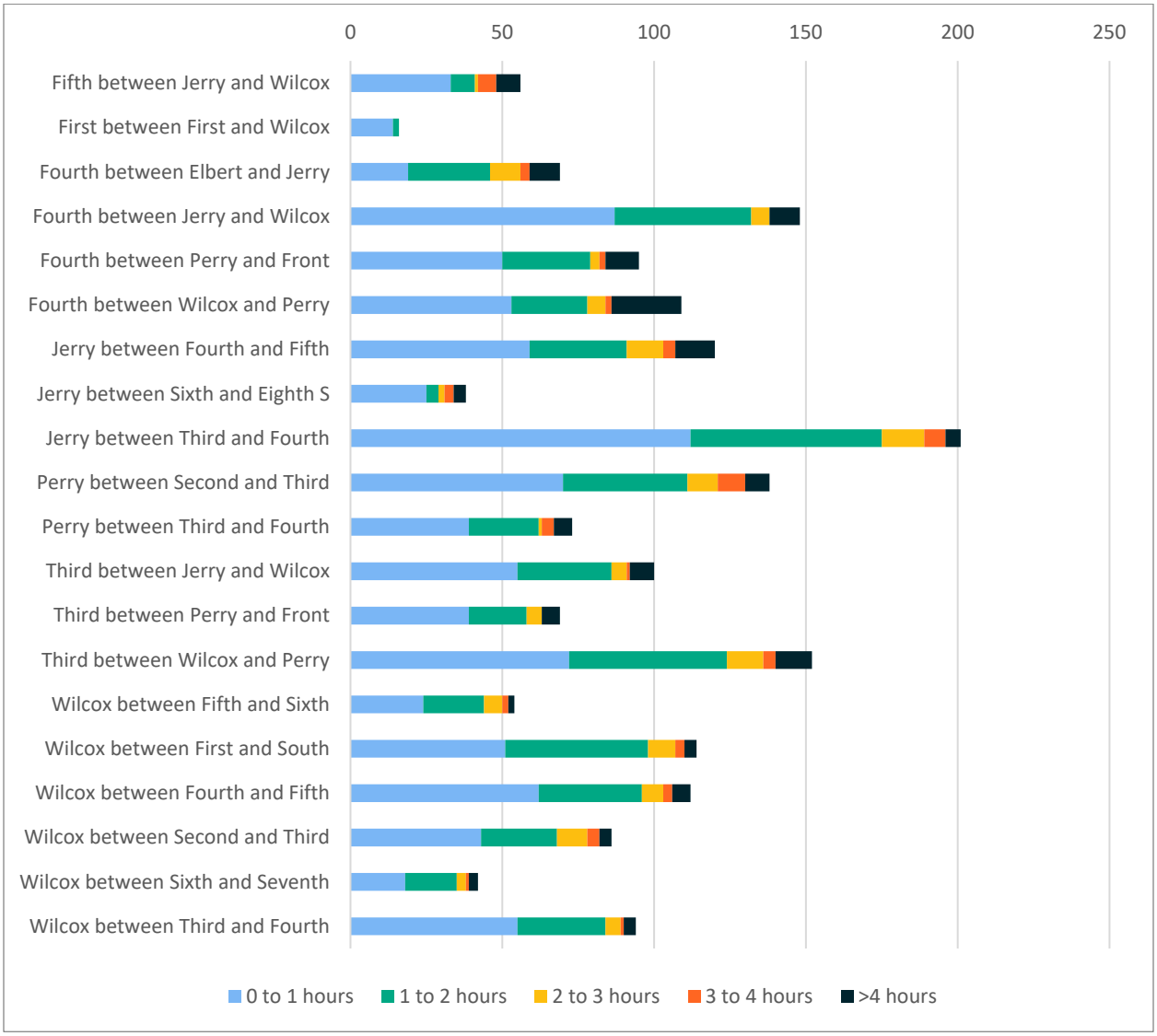
Source: License Plate Survey, Fehr & Peers.

Figure 23. Number of Cars Parked by Duration in Locations with Weekday Time Limits, Saturday August 9



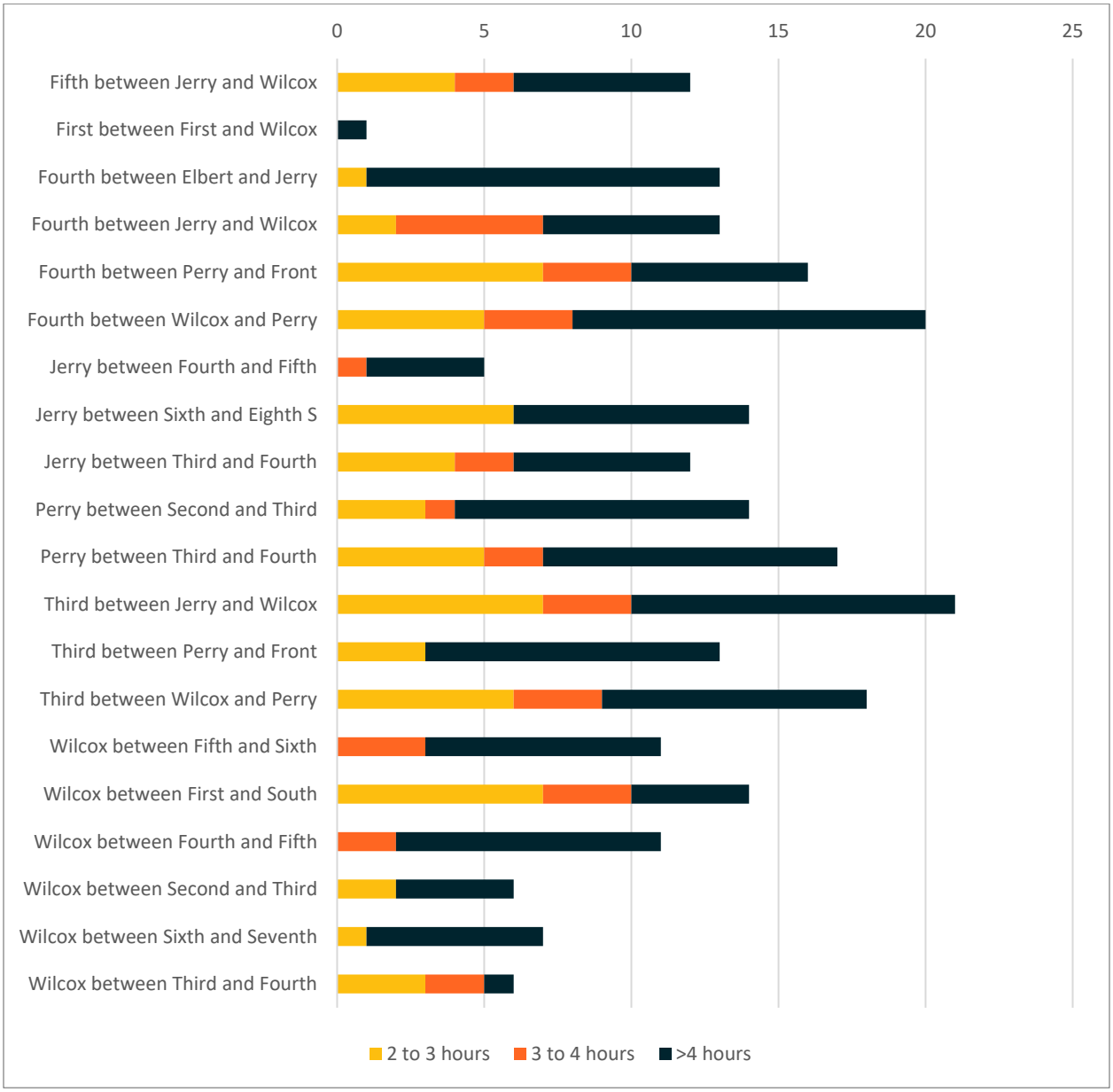
Source: License Plate Survey, Fehr & Peers.

All locations listed do not have time restrictions on Saturday. The purpose of including this duration data is to compare with weekday patterns to see if parking duration is different when time restrictions are not in place.

Figure 24. Number of Cars Parked in Excess of 2 Hours between 8 AM and 5 PM, Tuesday July 15

Source: License Plate Survey, Fehr & Peers.

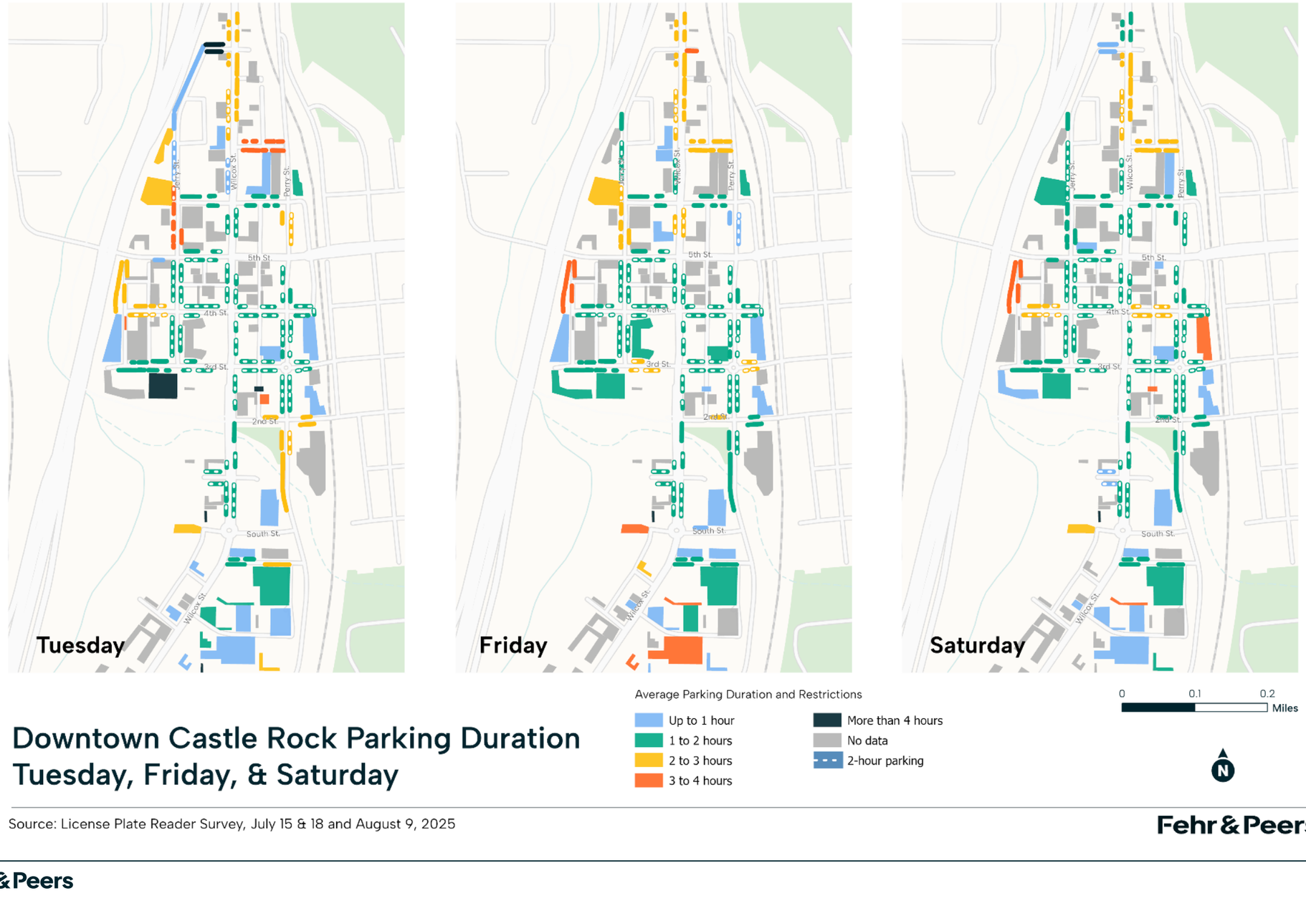
Figure 25. Number of Cars Parked in Excess of 2 Hours between 8 AM and 5 PM, Friday July 18



Source: License Plate Survey, Fehr & Peers.

Figure 26 maps average parking duration at all locations on all three LPR survey days. Average parking durations are generally longest north of 5th Street and along Elbert. During the Tuesday survey, durations were also longer (over 4 hours) in the Douglas County Parking Garage employee parking lot, consistent with workers coming into Downtown from farther away and parking for the full workday. On Friday, the parking lots in commercial areas off Wilcox south of Downtown had relatively long parking durations, with the average car parked for three to four hours. Due to the limited geographical accuracy of the LPR data, points were assigned to the nearest block rather than block-face. In most cases, parking restrictions are the same on both sides of the street. On Wilcox between 7th and 8th, parking is restricted to two hours on the west side only. The data aggregation used in this analysis likely overstates the parking violation issues at this location.

Figure 26. Average Parking Duration



Downtown Castle Rock Parking Duration
Tuesday, Friday, & Saturday

Source: License Plate Reader Survey, July 15 & 18 and August 9, 2025

Table 5 provides a more detailed breakdown of vehicles exceeding two-hour parking limits across all LPR survey days, and **Table 6** shows only number of vehicles during time restricted parking . The data shows that well over 100 vehicles were parked for more than four hours in time restricted areas on each day of data collection. These extended durations suggest recurring non-compliance and highlight the need for improved enforcement strategies to support turnover and equitable access to high-demand curbside spaces.

Table 5: Number of Cars Parked Longer than Two Hours by Day and Duration

Parking Duration	Tuesday	Friday	Saturday (2 hour time limit not in place)
2 to 3 hours	91	98	102
3 to 4 hours	56	83	59
More than 4 hours	127	149	139
Total	274	330	300

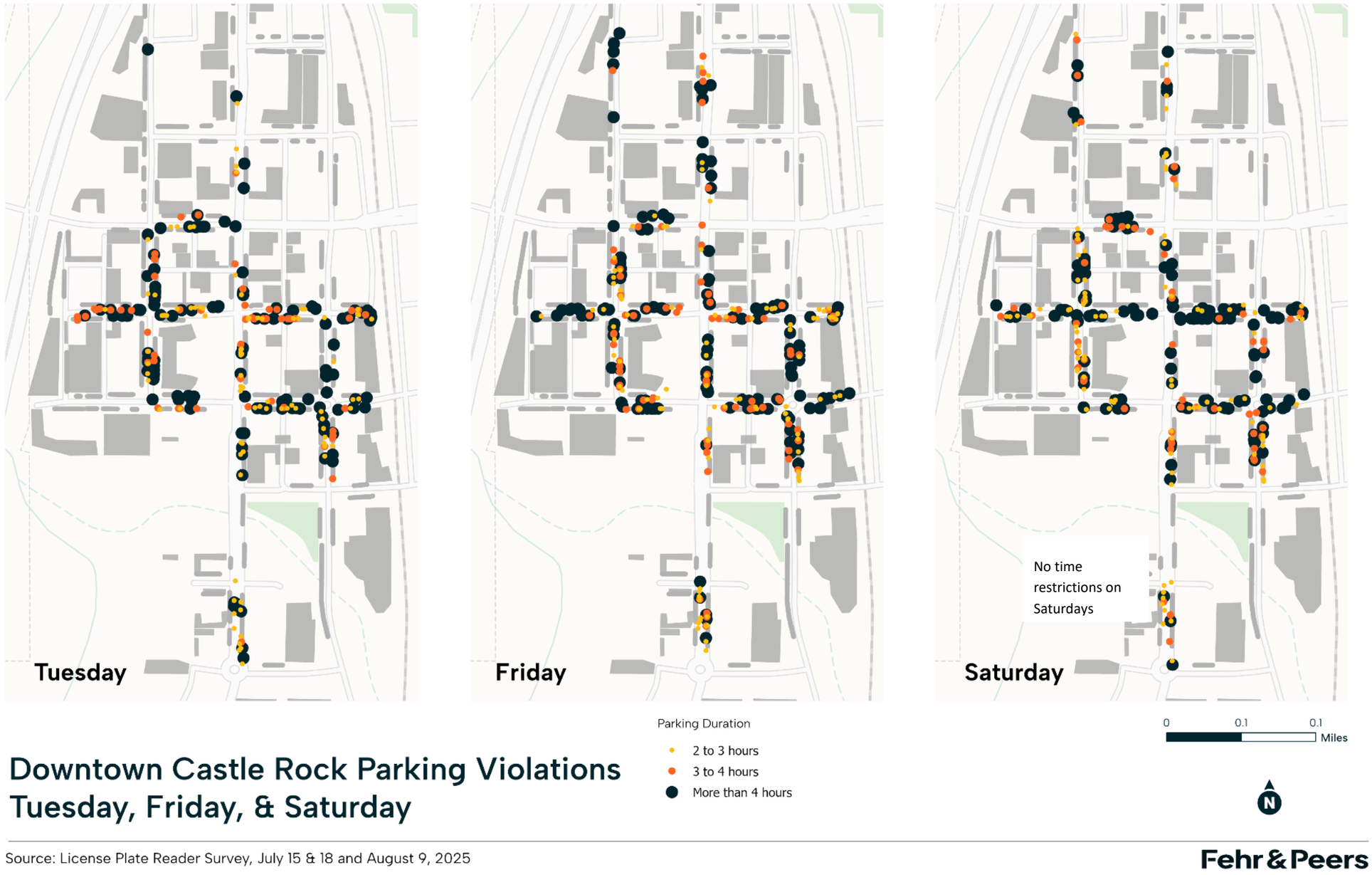
Source: License Plate Survey, Fehr & Peers.

Table 6. Number of Cars Parked Longer than Two Hours between 8 AM and 5 PM

Parking Duration	Tuesday	Friday
2 to 3 hours	67	66
3 to 4 hours	37	35
More than 4 hours	117	143
Total	221	244

Figure 27 maps vehicles parked for durations exceeding the posted two-hour limit. While parking durations varied across days and locations, the data revealed that Fourth Street on Saturday had the highest concentration of vehicles parked for more than four hours. This pattern suggests that extended parking stays are more common in this area during weekend activity peaks while parking time limit restrictions are not in place, potentially impacting turnover and availability in high-demand zones.

Figure 27. Parking Duration of Cars Parked Longer than 2 Hours



Parking Citation Data

Parking citation records from 2021 through mid-2025 (**Table 7**) provide insight into compliance and enforcement. A total of 2,567 citations were recorded, with 78% occurring Downtown. Of these, 98% were time-limit violations, primarily overstays in 2-hour zones. Repeat offenders represented 54% of Downtown citations, with some individuals receiving more than 30 violations.

Table 7. Parking Citations by Year

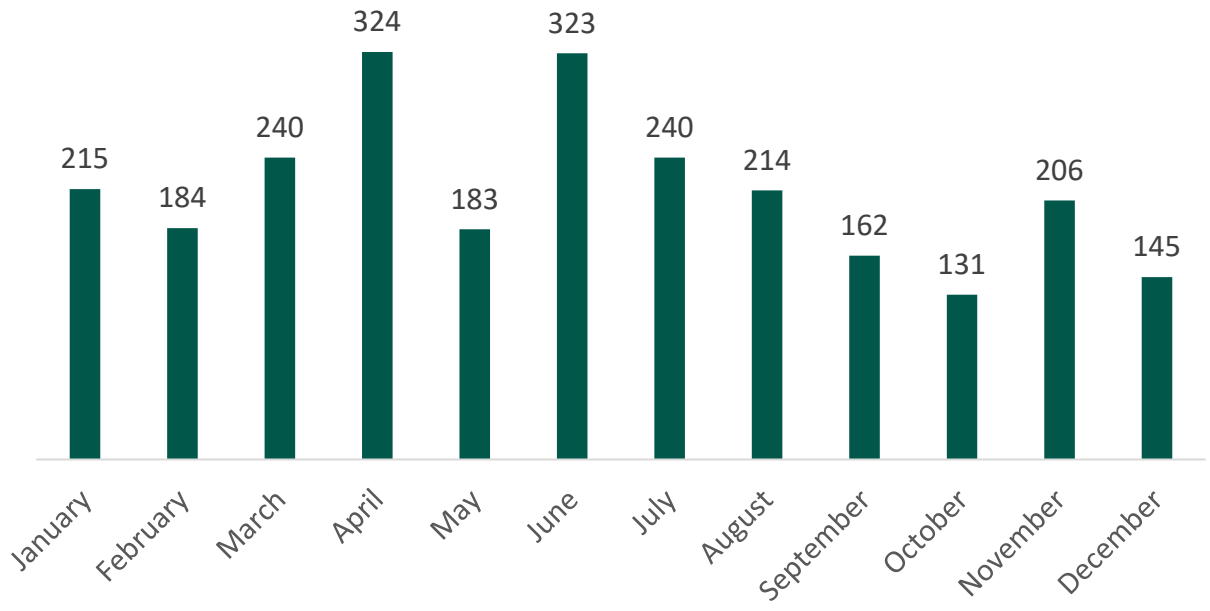
Year	Citations
2021	247
2022	648
2023	105*
2024	994
2025 (Jan–Jun)	573

*Downtown Liaison Officer position was not fully staffed during 2023 resulting in fewer citations
Source: Town of Castle Rock.

Citations by Month

As shown in **Figure 28**, the number of citations varies throughout the year. The highest citation counts occur in April and June, while other months show moderate to lower citation activity, suggesting a cyclical pattern in demand and enforcement needs.

Figure 28. Parking Citations by Month

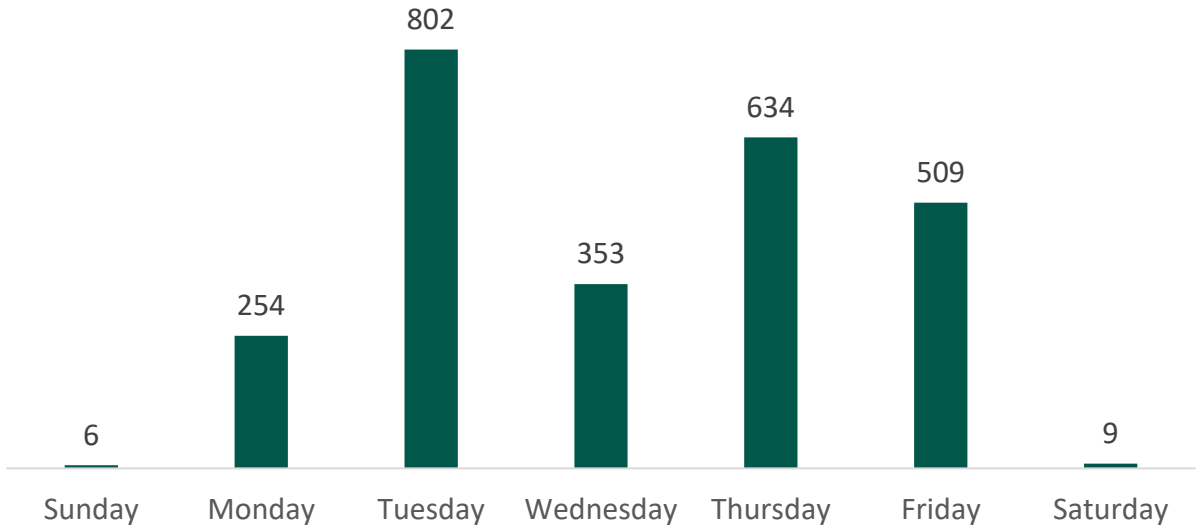


Source: Town of Castle Rock.

Citations by Day of Week

Figure 29 shows citations by day of the week. Tuesday consistently has the most citations, while Saturday and Sunday have the least. This difference reflects the fact that time-limited parking is not enforced on weekends, resulting in very few citations being issued.

Figure 29.Parking Citations by Day



Source: Town of Castle Rock.

Location of Parking Violations

The violations that were recorded highlight clear geographic patterns in Downtown (**Figure 30**):

- **Two-Hour Parking Violations:** Concentrated on 4th Street and 3rd Street between Wilcox and Perry Streets, as well as on Wilcox Street near Town Hall. Additional clusters appeared on the west side of Jerry Street between 5th and 3rd Streets.
- **ADA Parking Violations:** Highly clustered, with 21 out of 49 violations (43%) at a single ADA space at 15 N. Wilcox Street. This could indicate confusion about ADA regulations at this space, or possibly misuse as a loading area.

Figure 30 Citation Locations

Source: Town of Castle Rock, Fehr & Peers.

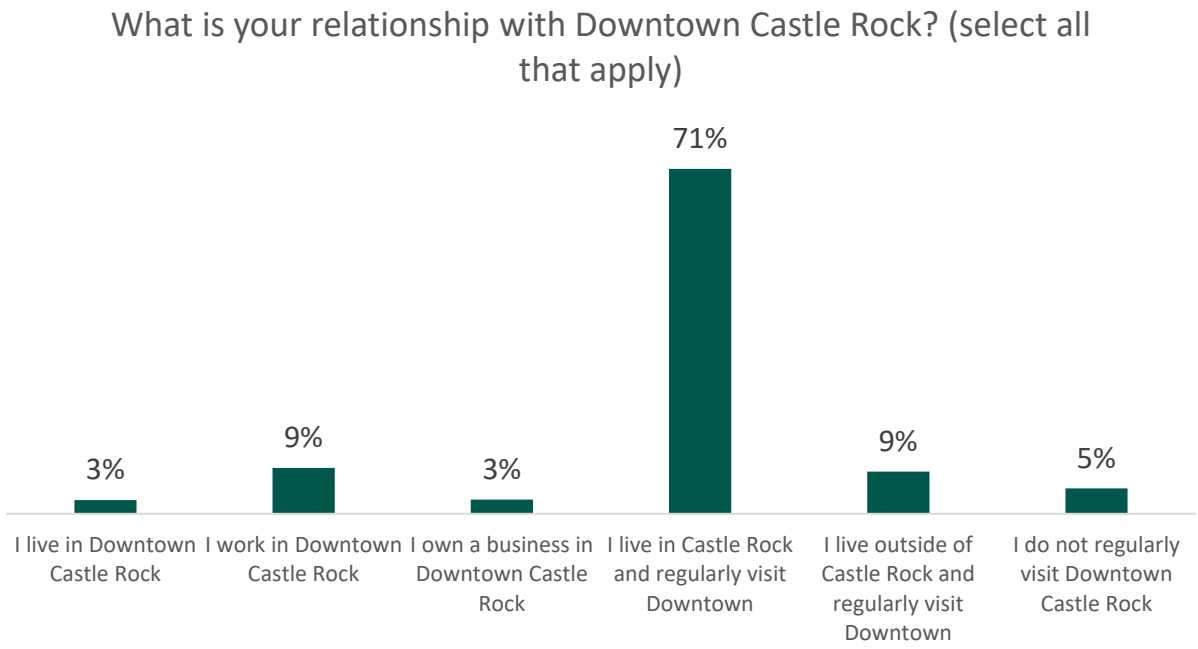
Public Outreach and Stakeholder Engagement

Public outreach and stakeholder engagement were essential components of this study. The goal of the engagement process was to build a clear understanding of how Downtown's parking system functions from the perspective of those who use it every day, while incorporating the insights of residents, employees, business owners, and institutional partners. To achieve this, the outreach program included two online questionnaires, an interactive mapping tool, in-person intercept surveys, and multiple stakeholder discussions. Together, these methods produced a comprehensive and balanced picture of user experiences and community expectations.

Online Questionnaire #1

The first online questionnaire was open from July 24 to August 22, 2025. It collected 702 responses and received 115 location-specific comments through a linked Social Pinpoint map tool. The questionnaire targeted users of Downtown Castle Rock, including residents, employees, business owners, and regional visitors (**Figure 31**).

Figure 31. Demographic of Respondents



Key observations from questionnaire #1 include:

- More than 70% of respondents visit Downtown Castle Rock at least weekly.
    - Dining (34%), Community Events (25%), and Shopping (25%) are the top three reasons for visiting the Downtown area.
- 97% of respondents drive a personal vehicle Downtown.
- Most planned to park for 1–2 hours (51%) or 2–4 hours (31%).
- 75% report finding parking within 10 minutes, but frustration increases during midday and evening peaks.

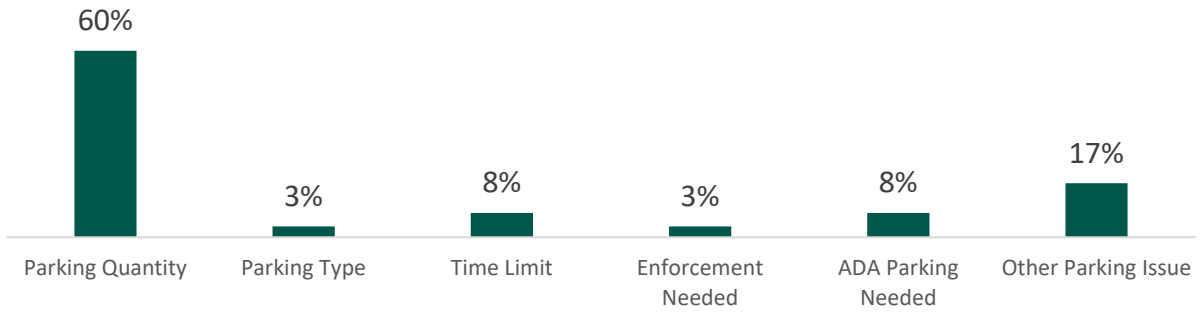
Map Comments

The Social Pinpoint map tool collected 115 contributions from 67 participants between August 1–21, 2025. Participants were able to drop location-specific comments and vote on a digital map of Downtown Castle Rock.

Key themes from the map feedback include:

- Strong support for increasing parking supply across Downtown.
- Mixed opinions on parking time limits:
    - 22% preferred longer time limits,
    - 33% preferred shorter limits, and
    - 33% preferred no time limits.
- Comment clusters highlighted confusion around signage and access to parking garages.
- Multiple requests were made for additional ADA-accessible spaces and enhanced enforcement of parking restrictions.

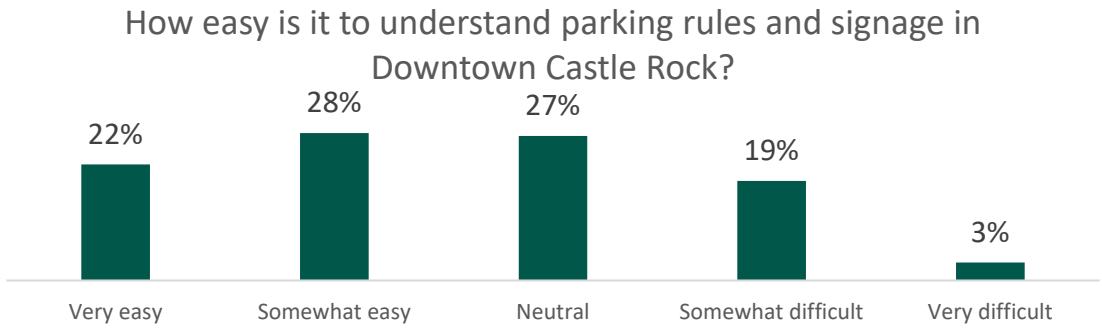
Figure 32. Map Comments Category



Perceptions of Parking Rules and Signage

Respondents were asked about the clarity of existing parking regulations. Approximately 50% of participants found the signage clear or somewhat clear, while one in four respondents reported difficulty understanding the rules. This feedback highlights opportunities to improve the design, consistency, and placement of signs across Downtown.

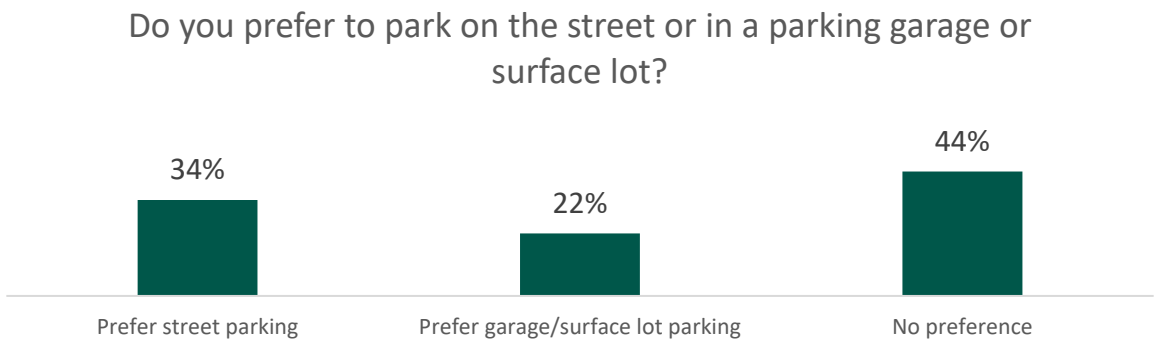
Figure 33. Online Respondents' Perception of Parking Rules and Signage



Parking Preference and Desired Improvements

Questionnaire respondents expressed mixed preferences regarding parking location in Downtown Castle Rock (**Figure 34**). The largest share—44%—indicated no preference between on-street and garage/lot parking. Meanwhile, 34% preferred on-street parking, and 22% favored garages or surface lots. These results suggest that while many users are flexible in their parking choices, a significant portion still values the convenience and visibility of on-street spaces.

Figure 34. Online Respondents' Preferred Parking Facility

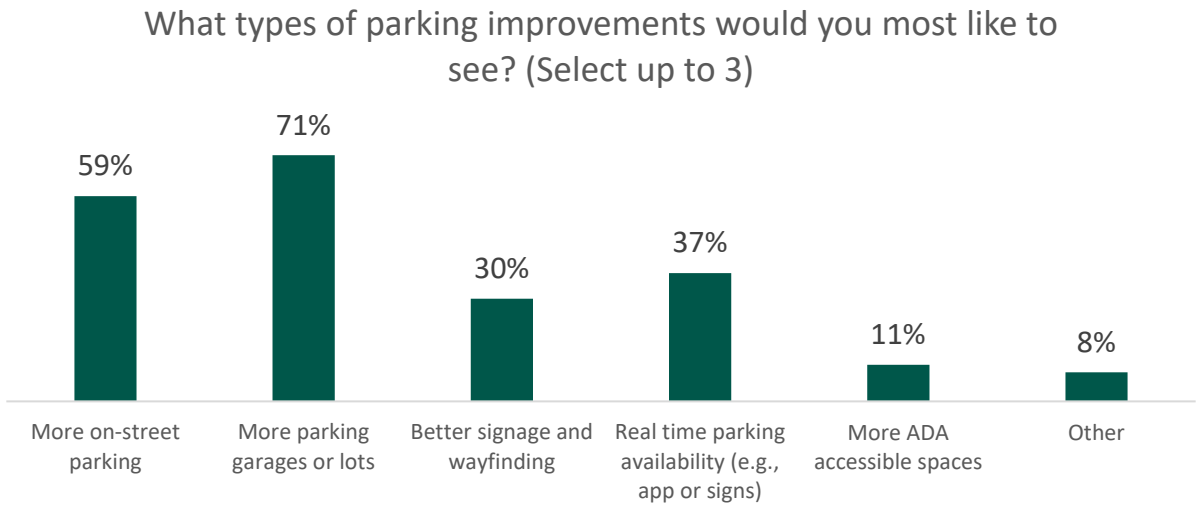


Questionnaire respondents were asked to identify ways to improve parking in Downtown Castle Rock. The top three priorities were:

- More garages and surface lots (71%)
- More on-street parking (59%)
- Real-time parking availability tools (37%)

Additionally, 30% of respondents emphasized the need for better signage and wayfinding, highlighting ongoing challenges with navigating and accessing available parking (**Figure 35**). These preferences underscore a strong community desire for both increased supply and improved information systems to enhance the overall parking experience.

Figure 35. Online Respondents' Desired Parking Improvements



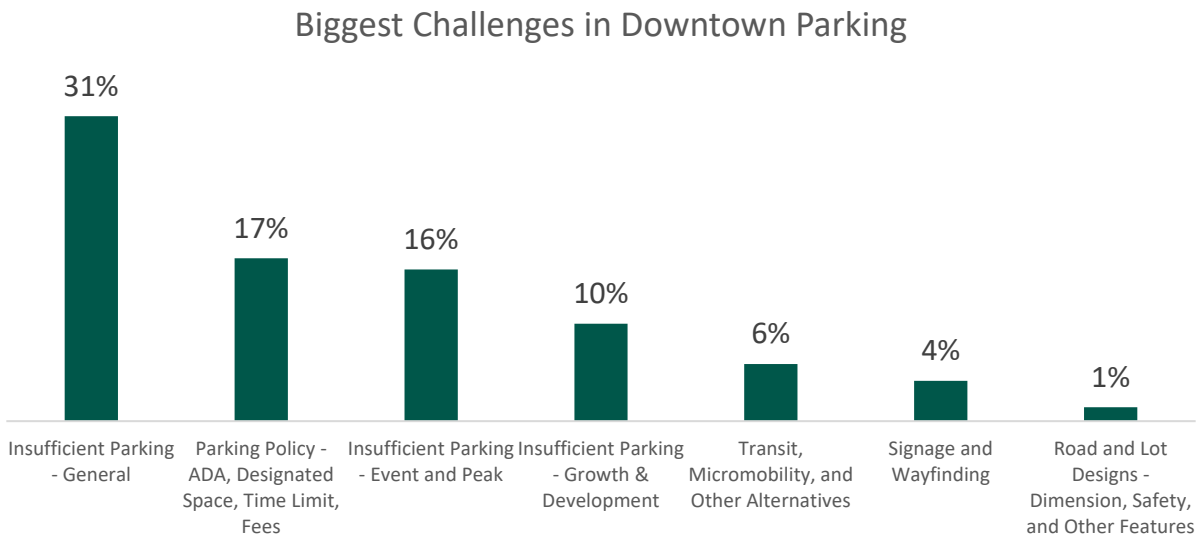
Questionnaire Comments

At the conclusion of the online questionnaire, respondents were invited to share open-ended feedback in two categories:

- Biggest Parking Challenges: Participants identified specific barriers affecting parking access, convenience, and fairness. Common themes included limited availability during peak hours, unclear signage, inconsistent enforcement of time limits, and difficulty locating garage entrances.
- Other Comments: Broader reflections addressed Downtown Castle Rock's growth, parking management strategies, and community priorities. Suggestions included expanding multimodal access, improving ADA accommodations, enhancing wayfinding, and balancing parking supply with walkability and placemaking goals.

These insights provided valuable context for interpreting quantitative questionnaire results and helped shape recommendations that reflect community values and lived experiences.

Figure 36. Biggest Challenges Identified by Respondents



More than 596 respondents (85%) provided their perspectives on the biggest parking challenges they faced in Downtown Castle Rock. When asked to share other comments, 247 respondents (35%) provided additional feedback, often reinforcing or expanding on the same concerns. The following trends summarize the themes that emerged across both sections:

- **Insufficient Parking (General)**
  A total of 31% of respondents cited a lack of parking near destinations, garages reaching capacity, and an overall mismatch between demand and available supply as the biggest challenge in Downtown Castle Rock. This concern was also echoed by 9% of respondents in the open comments section. Of those citing lack of available parking, some respondents described spending several minutes searching for a space and a few described ultimately leaving Downtown without stopping.
- **Parking Policy and Management: Designated Parking, Ticketing, and Pricing**
  About 17% of respondents identified parking policy and management as key issues. Comments spanned accessibility and ADA parking, private lot and employee management, and differing opinions on parking

fees. While some support pricing as a regulatory tool, others see it as burdensome and inconsistent with Downtown's community feel.

- **Accessibility & ADA Parking**
  Respondents—particularly elderly and mobility-impaired individuals—reported insufficient ADA spaces near businesses, unsafe walking distances, and inadequate lighting in garages and lots. Some described Downtown parking as inconvenient or inaccessible to those with limited mobility.
- **Employee Parking Conflicts**
  Numerous comments highlighted that Downtown workers occupy prime parking spaces for extended periods. Respondents urged the Town to establish designated employee parking areas or more strictly enforce time limits to maintain turnover for customers and visitors.
- **Private Lot or Ticketing Issues**
  A recurring frustration across responses was the confusion surrounding private parking validation systems, notably at Yolanda's and Dazbog lot. Many felt unfairly fined even after following posted instructions, undermining public trust in the current parking management approach in these privately owned lots.
- **Pricing & Paid Parking Resistance**
  While a portion of respondents viewed paid parking as a reasonable tool to manage demand, others strongly opposed it, perceiving it as anti-community and harmful to small businesses. Several emphasized that free parking remains an important aspect of Downtown's appeal.

- **Insufficient Parking (Event and Peak Hour)**
  Approximately 16% of respondents cited major event-related parking shortages—particularly during Starlighting, Boots & Brews, and weekend evenings—as a top challenge. An additional 3% mentioned this in open comments. Event-related street closures were described as limiting access, with several suggestions for remote parking and shuttle options.
- **Growth & Development Impacts**
  10% of respondents expressed concern that new residential and mixed-use developments are outpacing infrastructure capacity, with another 8% reinforcing this in open comments. Many linked overbuilding and the loss of surface lots to worsening congestion and reduced parking availability.
- **Transportation Alternatives**
  Roughly 6% of respondents identified limited non-driving options as a challenge, echoed by 3% in open comments. Suggestions included shuttles, trolleys, and enhanced bike infrastructure to reduce parking pressure and improve Downtown access.
- **Signage & Wayfinding**
  About 4% of respondents called for clearer signage—particularly distinguishing public and private lots—and more visible, real-time garage information[3] to help drivers locate available spaces efficiently.
- **Road and Lot Design Challenges**
  A smaller share (1%) of respondents raised concerns related to safety and design, including difficult street configurations, narrow stalls, and limited features such as EV charging. Some recommended incorporating design improvements in future planning.

[3] Real-time garage information refers to digital parking guidance systems that use automated vehicle counting and dynamic signage to show drivers how many spaces are available in each facility. These systems can direct motorists to the nearest open parking option, reduce circulation and congestion, and improve the visibility of underused garages.

Intercept Events

Two intercept events were held: August 1 (First Friday) and August 8 (typical Friday). Questionnaires were conducted with over 150 interceptions completed at Great Divide Brewing (25% responses), Union (29% responses), Wild Blue Yonder (24% responses), and Courtyard Social (22% responses). 55% of respondents were Castle Rock residents.

Figure 37. Intercept Events' Responses

Great Divide
Friday, August 1
39 intercepts

Union
Friday, August 1
45 intercepts

Wild Blue Yonder
Friday, August 8
37 intercepts

Courtyard Social
Friday, August 8
35 intercepts

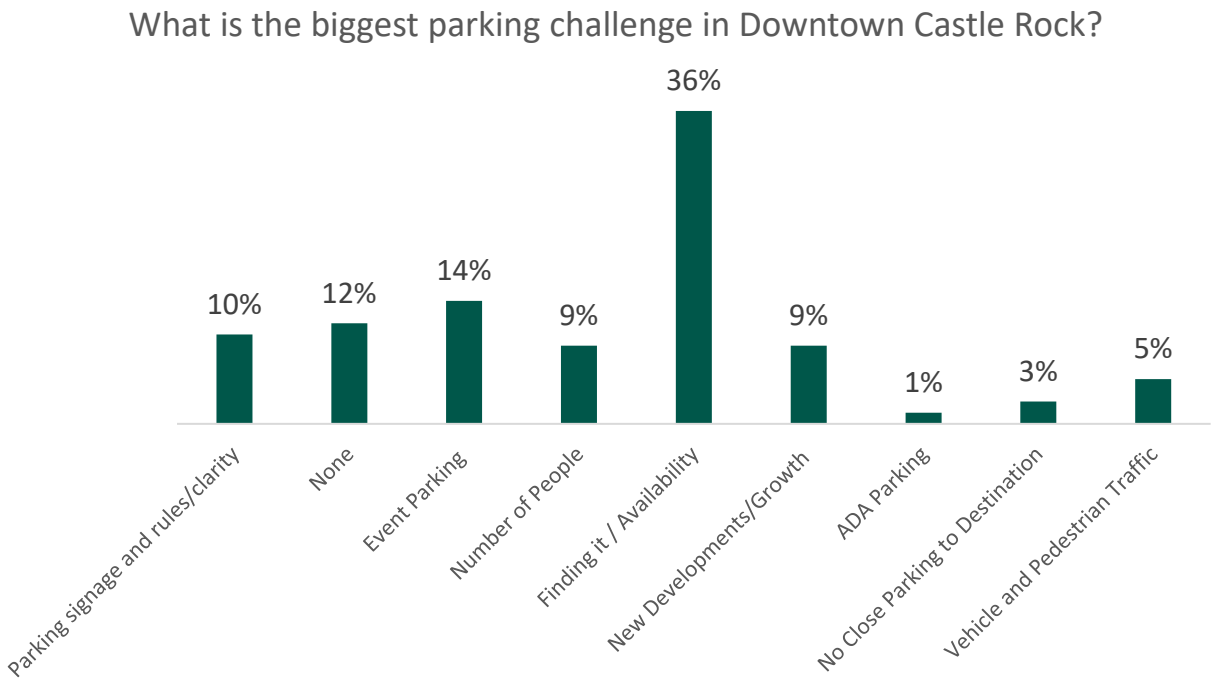
Highlights from intercept results include:

- Nearly 60% of respondents visit Downtown Castle Rock at least weekly.
    - Dining (64%) is the top reason for visiting the Downtown area.
- 92% of respondents drive a personal vehicle Downtown.
- Most respondents planned to park for 1–2 hours (59%) and 2–4 hours (31%).
- 92% report finding parking within 10 minutes.
    - Nearly 70% of respondents parked within one block of their destinations.

Perceptions of Parking Challenges

When asked about the biggest parking challenges in Downtown Castle Rock, intercept event participants highlighted several recurring issues (**Figure 38**). The most common response, cited by 36% of respondents, was finding it/availability.

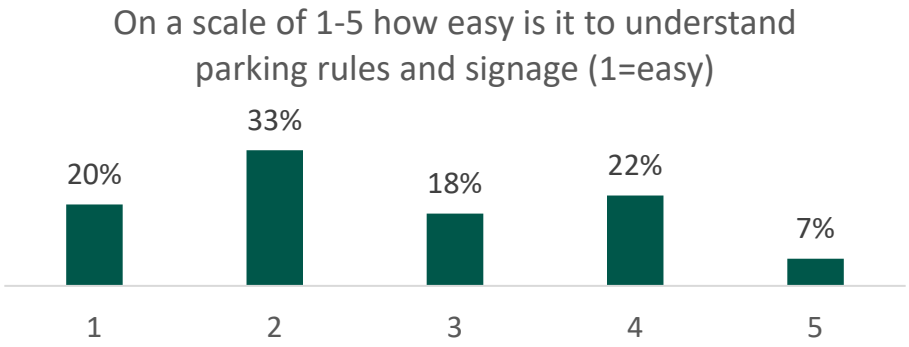
Figure 38. Intercept Event Respondents' Perception of Parking Challenges



Perceptions of Parking Rules and Signage

Respondents at Downtown intercept events were asked to rate the clarity of parking rules and signage on a scale of 1 to 5 (with 1 = very easy to understand and 5 = very difficult). Overall, just over half of participants (53%) found signage at least somewhat easy to understand (ratings 1–2). However, nearly 30% expressed difficulty (ratings 4–5), echoing online questionnaire findings that signage and rule clarity are not universally effective (**Figure 39**).

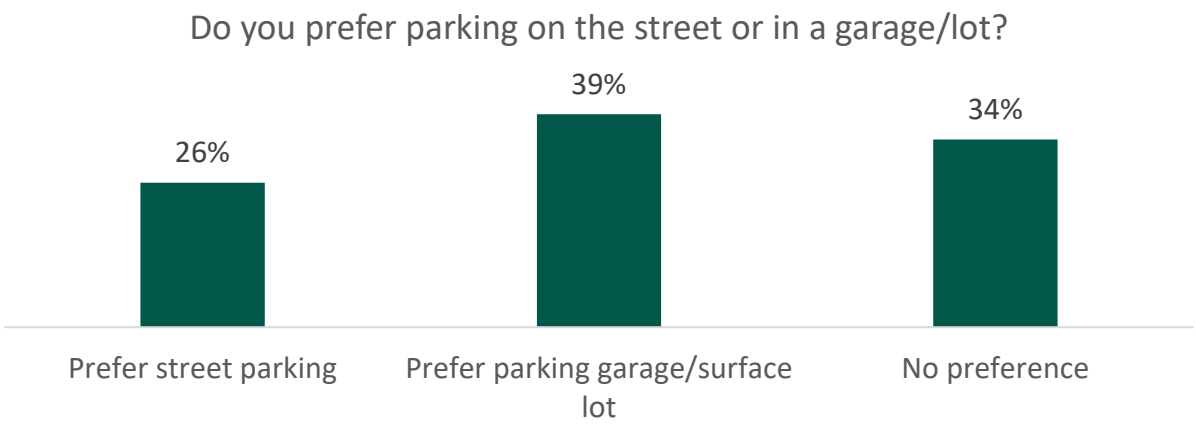
Figure 39. Intercept Event Respondents' Perception of Parking Rules and Signage



Parking Preference and Desired Improvements

At the intercept events, respondents showed a stronger preference for garage or surface lot parking (39%) compared to street parking (26%), while 34% indicated no preference (**Figure 40**). Among intercept respondents who preferred street parking, the most common reasons were convenience and proximity (67%), safety (14%), free parking (10%). For those who preferred garages or lots at intercept events, the leading reasons were weather protection (42%), avoiding dings/car damage and safety (23%), and ease of use (23%).

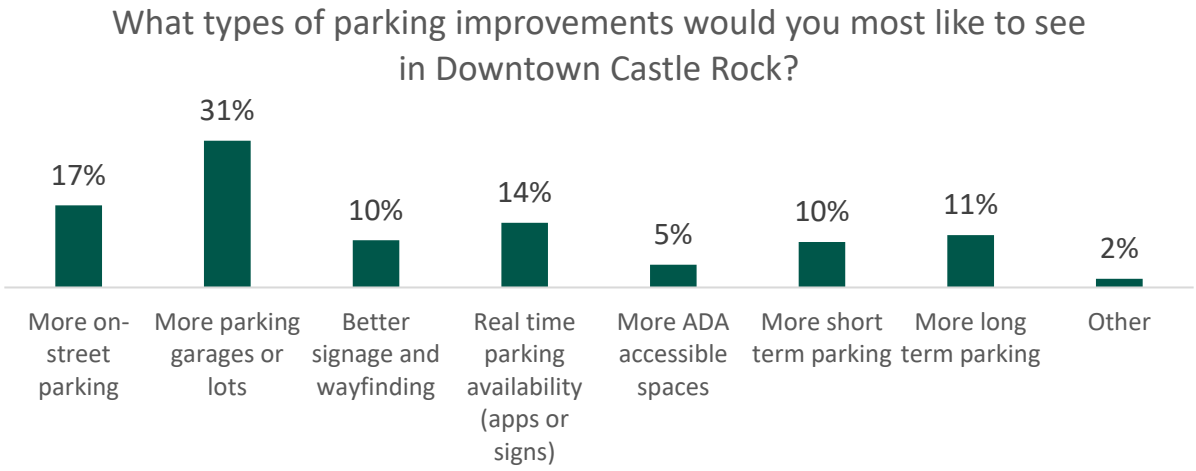
Figure 40 Intercept Event Respondents' Preferred Parking Facility



When asked what types of parking improvements they would most like to see in Downtown Castle Rock, intercept event participants emphasized the need for more supply and better information.

- The most common response, cited by 31% of participants, was more parking garages or lots, underscoring the community's desire for additional structured or off-street options.
- 17% called for more on-street parking, reflecting the continued importance of visible, convenient curbside spaces.
- 14% wanted real-time availability tools such as apps or digital signage, showing growing support for technology to reduce parking search time.

Figure 41. intercept Event Respondents' Desired Parking Improvements



Comparison of Online Questionnaire #1 and Intercept

The two outreach methods revealed consistent themes, despite capturing different user groups and contexts. Online questionnaire respondents represented a broader cross-section of Castle Rock residents and regional visitors, while intercept respondents reflected those actively visiting Downtown during peak periods.

Together, these outreach efforts reveal consistent themes: most visitors arrive by personal vehicle, park for 1–2 hours, and can generally find a space within 10 minutes. However, both groups expressed concern about parking availability during peak hours and events, and both identified the desire for more supply, better signage, and improved wayfinding.

Table 8. Comparison of Outreach Results

Category	Online Questionnaire	Intercept Events	Key Takeaways
Participation	702 responses; 115 map comments	150+ respondents	Online = Broader sample Intercepts = Restaurant users
Demographics	79% Castle Rock residents	55% Castle Rock residents	
Frequency of Visits	70%+ visit at least weekly	60% visit at least weekly	Both indicate strong recurring Downtown use
Top Trip Purposes	Dining (34%) Community events (25%) Shopping (25%)	Dining (64%) Community events (14%) Visiting Friends/Family (25%)	Dining is top driver
Mode of Travel	97% personal vehicle	92% personal vehicle	Driving is nearly universal
Parking Duration	1–2 hrs. (51%) 2–4 hrs. (31%)	1–2 hrs. (59%) 2–4 hrs. (31%)	Both align on typical stay length
Time to Find Parking	75% within 10 minutes	92% within 10 minutes; ~70% parked within 1 block	Intercept participants report easier access, possibly due to a smaller sample or event focus
Biggest Challenges	Availability, mixed time-limit views, signage/access confusion	36% cited finding availability; event parking also significant	Both highlight 'finding availability' as primary challenge
Perception of Signage/Rules	50% clear enough; ~25% found difficult	53% somewhat easy; ~30% found difficult	Both indicate that signage is not universally effective
Parking Preferences	Street (34%) Garage/Lot (22%) No preference (44%)	Street (26%) Garage/Lot (39%) No preference (34%)	Intercepts leaned more toward garages/lots, online leaned more toward street
Desired Improvements	More garages/lots (72%), more on-street (60%), real-time tools (37%), signage (30%)	More garages/lots (31%), more on-street (17%), real-time tools (14%), signage (10%)	Both strongly prioritize more supply; online respondents emphasized improvements at higher rates

Source: Intercept and online questionnaires, Fehr & Peers.

Stakeholder Engagement

A Downtown stakeholder group was formed to coordinate with Downtown business owners to collaboratively explore strategies for potential parking solutions through a series of interactive workshops. The group consisted of attendees from Town of Castle Rock staff, Downtown Alliance, DMA, DDA, Douglas County Libraries, and Fehr & Peers staff.

Stakeholder Workshop

A Downtown stakeholder workshop was held in September 2025 consisted of an overview presentation of data and outreach collected to date, and the following key discussion points:

- **Weather Impacts Parking Behavior**: Poor weather increases demand for close-in parking, while good weather encourages walking.
- **Walkability Benefits:** Downtown's attractive streetscape supports walking, potentially reducing pressure on central parking.
- **Data Alignment:** StreetLight data matches business owner observations, especially regarding peak visitation and sales.
- **Positive Engagement:** Intercept events were well received and seen as genuine efforts by the Town.
- **Questionnaire Insights:** Online questionnaires attract more negative feedback; in-person intercepts yield more balanced responses.
- **Current vs. Future Needs:** Parking is currently adequate, but future development could increase demand.
- **Forward-Looking Approach:** The parking report should consider approved or planned developments and their parking implications.

Some of the key challenges identified through review of completed outreach activities included

- **Public vs. Private Parking Confusion:** Lack of clear signage leads to misunderstandings; steep fines ($90) for unauthorized parking in private lots, sometimes affecting even police. The public often blames the Town for private enforcement.
- **Employee Parking Needs:** Downtown employees need long-term parking. Current 2-hour limits are inconvenient and disruptive for staff.

While the meeting was focused on presenting existing conditions, much of the discussion aligned with potential future solutions including:

- **Wayfinding and Signage Improvements:** Implement the signage plan to clarify public vs. private parking; reinforce that public parking is free.
- **Expand Parking Supply:** Partner with private developers for public spaces in new garages; monitor land sales for garage opportunities.
- **Citation Policy Adjustments**: Consider higher fines for repeat offenders; research similar small city downtown enforcement fines for best practices.
- **Paid Parking Considerations:** Paid parking may be needed in the future but should be a last resort. Free parking should remain, with paid options limited to high-demand areas or specific garages.

Downtown Alliance Meeting

The Downtown Parking Study was presented at the Downtown Alliance Board Meeting on November 13, 2025. This included a join session of the Downtown Merchants Association as well as the Downtown Development Authority Board.

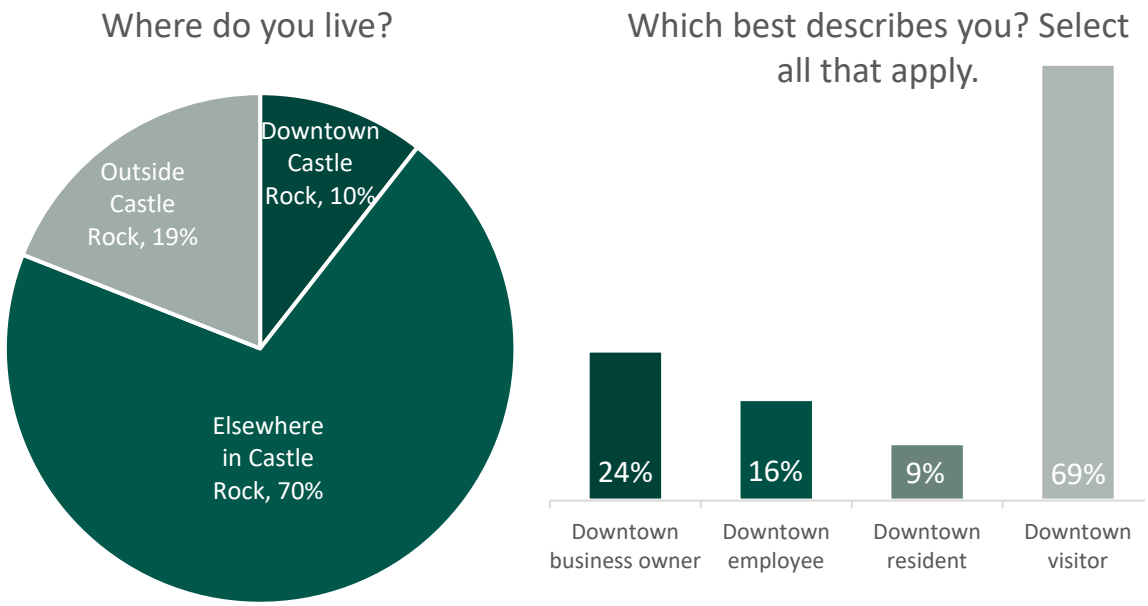
General support was given to the direction of the parking study, and specific comments that were made to influence recommendations include:

- David (Encore resident and business owner) wants a way to show definitively that we have parking.
- Kim (Union) says parking is hidden in Downtown. Better signage would help people find the parking and know that it is free.
- John (Block & Bottle, Z'abracci) wants signs with a QR code to help people find the parking map and other info.
- Jordan (Salt) asked how have other communities changed the perception. Making people aware of where parking is available is important.
- Morgan (Mod Mountain) uses flier for customers and requested that the Town create a handout that businesses can use about parking. It could be useful to split a map into north and south to make it easier to digest.

Online Questionnaire #2

A second online questionnaire was developed to gather feedback on potential parking strategies identified during the later portion of the study. While the first questionnaire focused on existing experiences and perceptions, Questionnaire number 2 focused on the community's level of support for potential short-term and long-term parking management tools. The intent was to understand which strategies are most acceptable and desired by Downtown users. The questionnaire targeted users of Downtown Castle Rock, including residents, employees, business owners, and regional visitors (**Figure 42**).

Figure 42. Demographics of Respondents to Questionnaire #2



To gain better insights into the perspectives of questionnaire respondents, they were asked to specify their typical time of visit (**Figure 43**), frequency of parking in Downtown (**Figure 44**), and the main purpose of their trip (**Figure 45**).

Figure 43. Typical Time of Visit

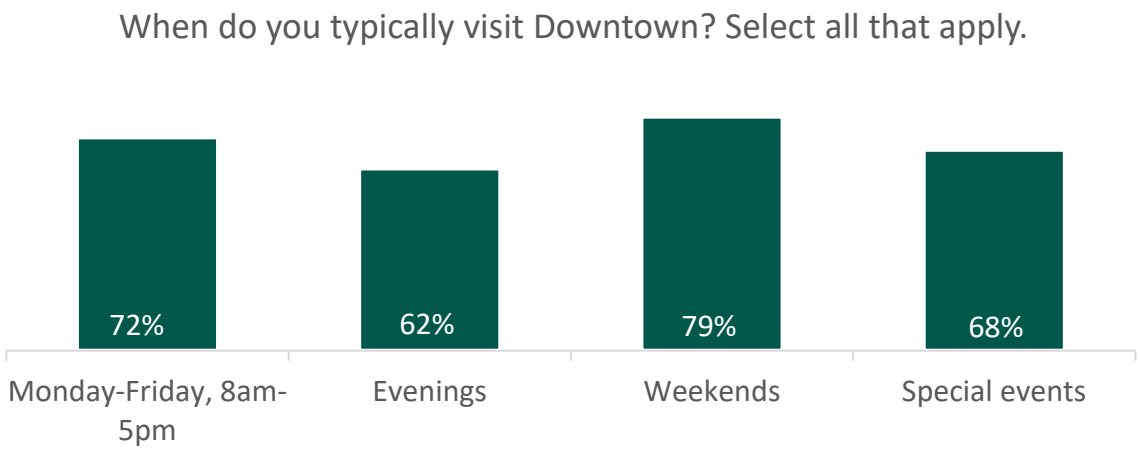


Figure 44. Frequency of Parking in Downtown

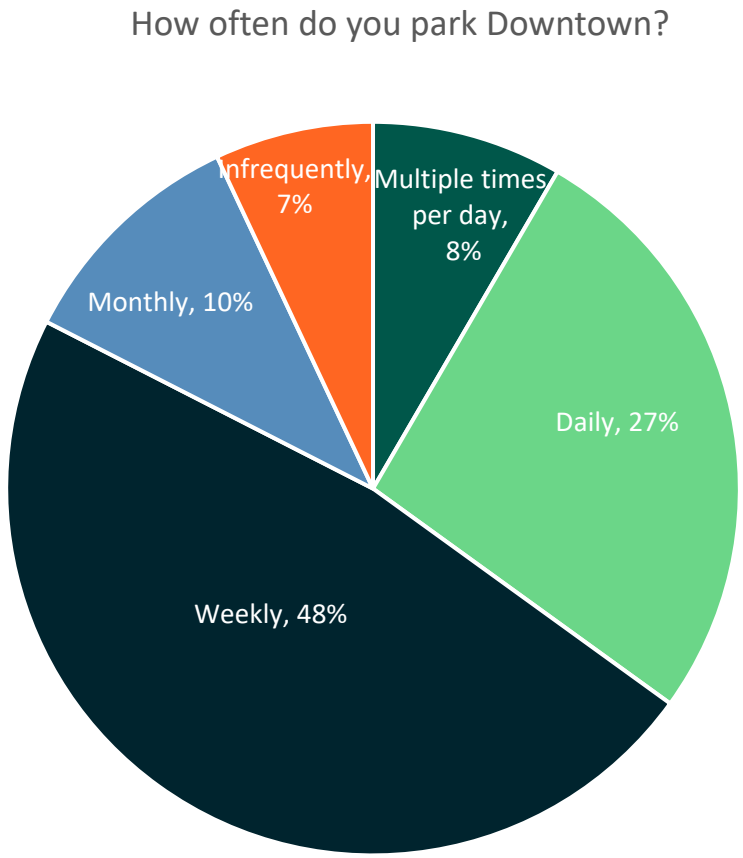
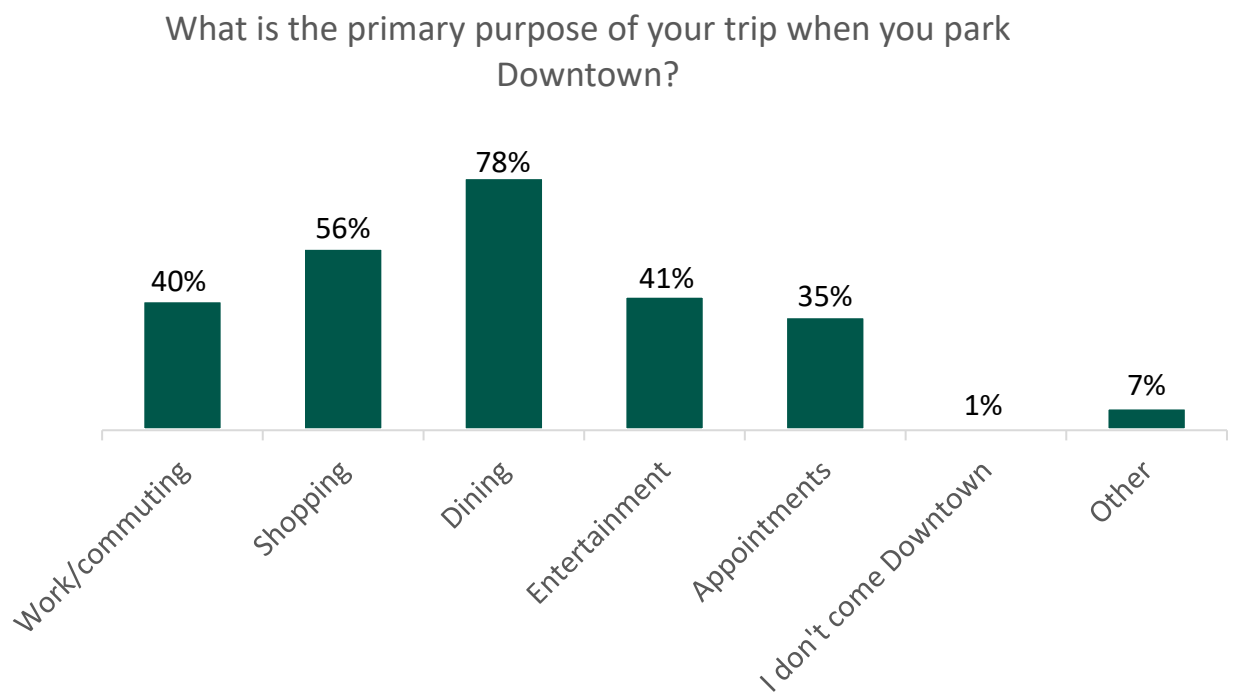


Figure 45. Primary Purpose of the Trip



The questionnaire remained open for a two-week period, and participants were asked to rate their support for each potential strategy using a five-point scale:

- Strongly Support (5)
- Somewhat Support (4)
- Neutral (3)
- Somewhat Oppose (2)
- Strongly Oppose (1)

Although the results are not statistically representative of the entire community, they provide meaningful insight into public sentiment and help illustrate which approaches align with user expectations and values.

Below is a summary of each strategy presented in the questionnaire, including its potential benefits and drawbacks, followed by a graphic illustrating the average level of support.

Enhance Parking Enforcement

This parking strategy would increase enforcement of parking rules, including higher fines for repeat offenders, to improve turnover and availability.

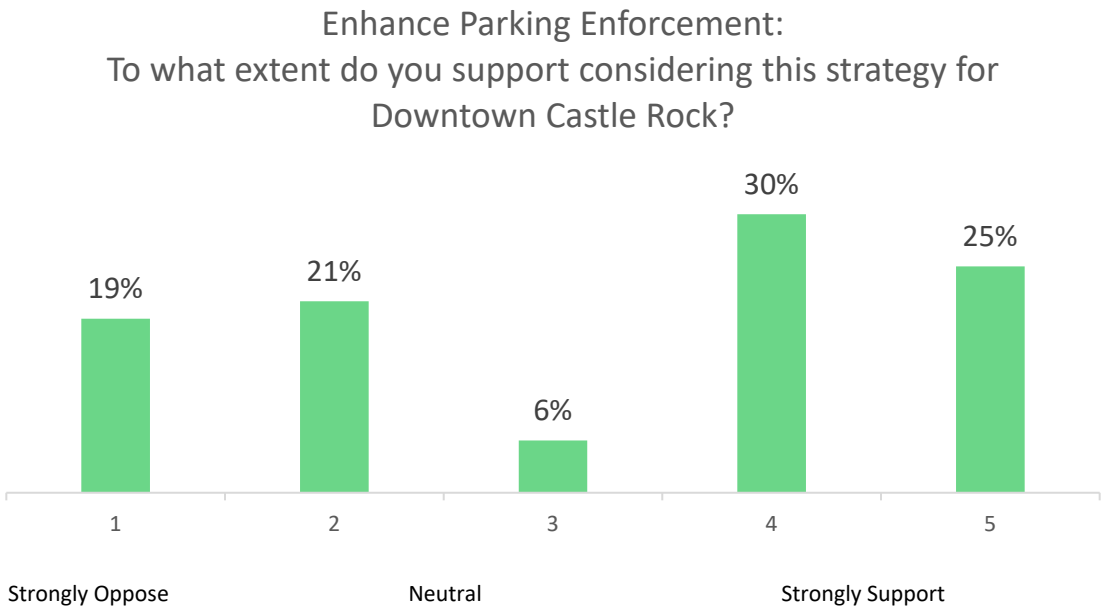
POTENTIAL BENEFITS

- Increases parking turnover
- Improves compliance with posted time limits
- May improve availability of spaces

POTENTIAL DRAWBACKS

- May receive pushback from community
- Additional enforcement may require more resources

LEVEL OF SUPPORT AND FEEDBACK



Lighting Enhancements

Improve lighting in and around public parking areas to increase safety.

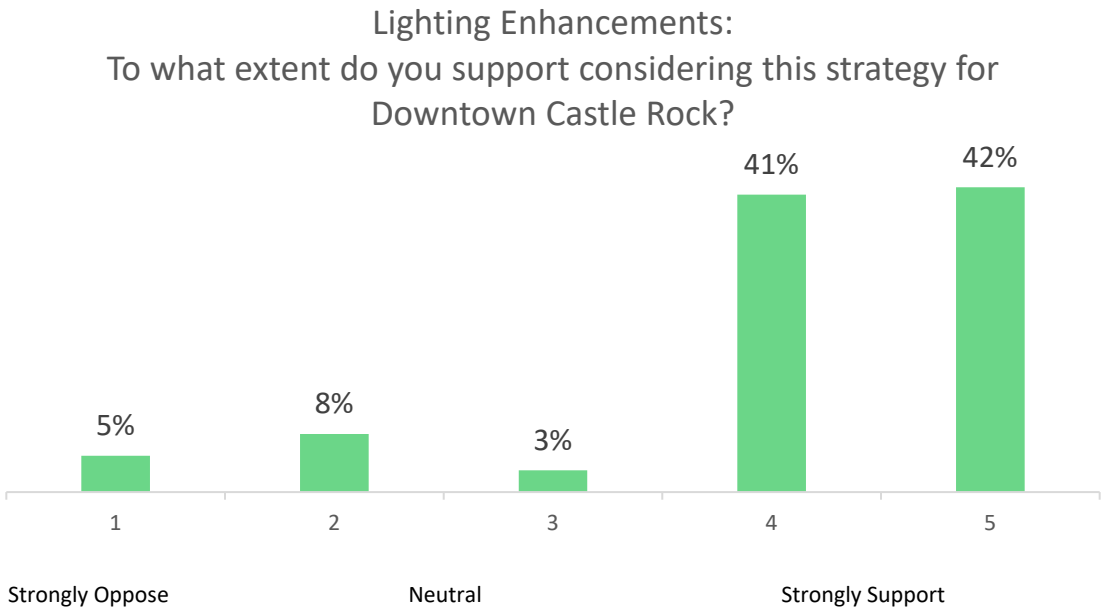
POTENTIAL BENEFITS

- Improves safety and visibility
- May increase use of parking areas

POTENTIAL DRAWBACKS

- May not change preferences for parking closer to destinations
- Requires funding for upgrades

LEVEL OF SUPPORT AND FEEDBACK



Wayfinding Signage

Improve signage to help people find free off-street public parking and improve pedestrian wayfinding to other Downtown destinations.

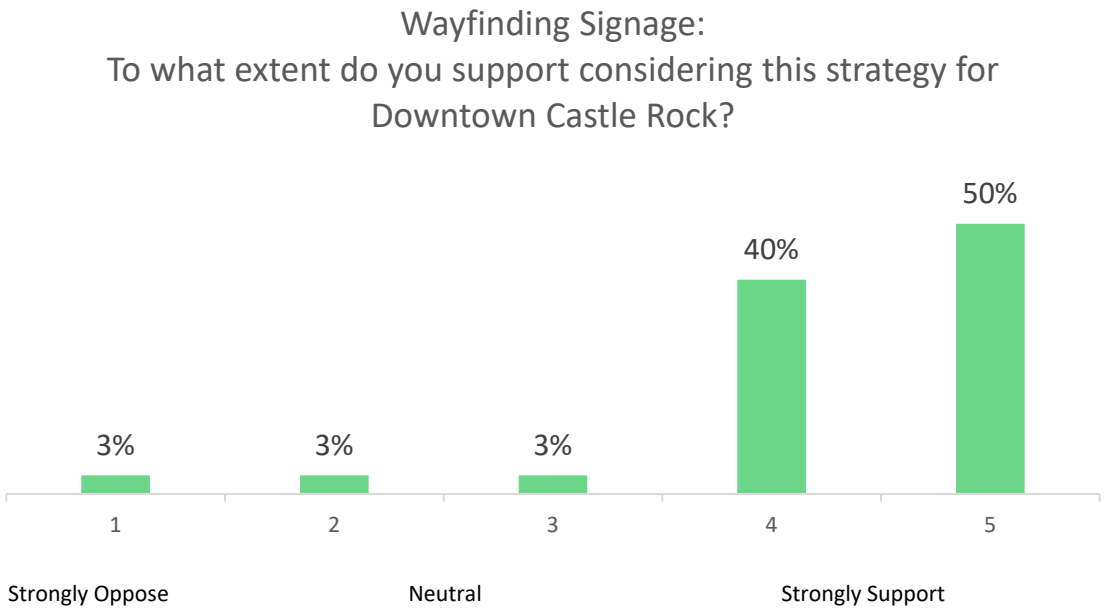
POTENTIAL BENEFITS

- Makes underutilized parking facilities easier to find
- Reduces confusion for visitors
- Improves access to parking

POTENTIAL DRAWBACKS

- Some patrons may still prefer parking closer to their destination
- Requires investment in signage

LEVEL OF SUPPORT AND FEEDBACK



Downtown Circulator / Microtransit Service

A free, high-frequency shuttle that connects parking areas with key destinations around Downtown Castle Rock.

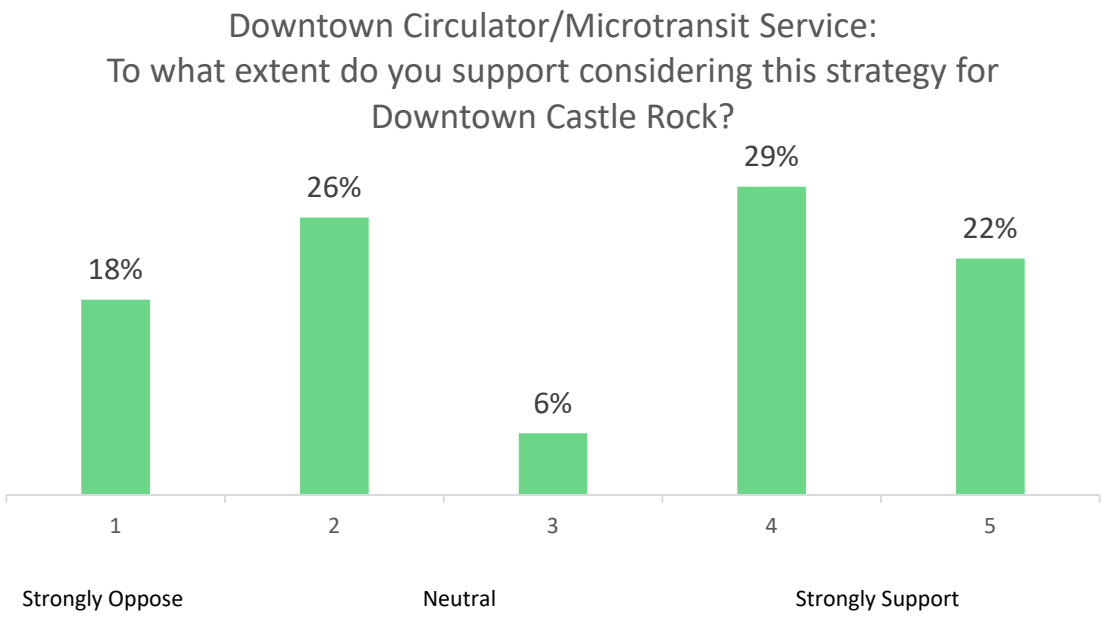
POTENTIAL BENEFITS

- Reduces parking demand and traffic congestion
- Provides additional access during special events
- Makes remote parking lots more usable

POTENTIAL DRAWBACKS

- Costly to implement
- May not appeal to everyone
- Potentially requires coordination with external vendor

LEVEL OF SUPPORT AND FEEDBACK



Shared Parking Agreements

Allow public use of privately owned remote parking facilities, especially during special events, and encourage businesses with different peak hours to share parking.

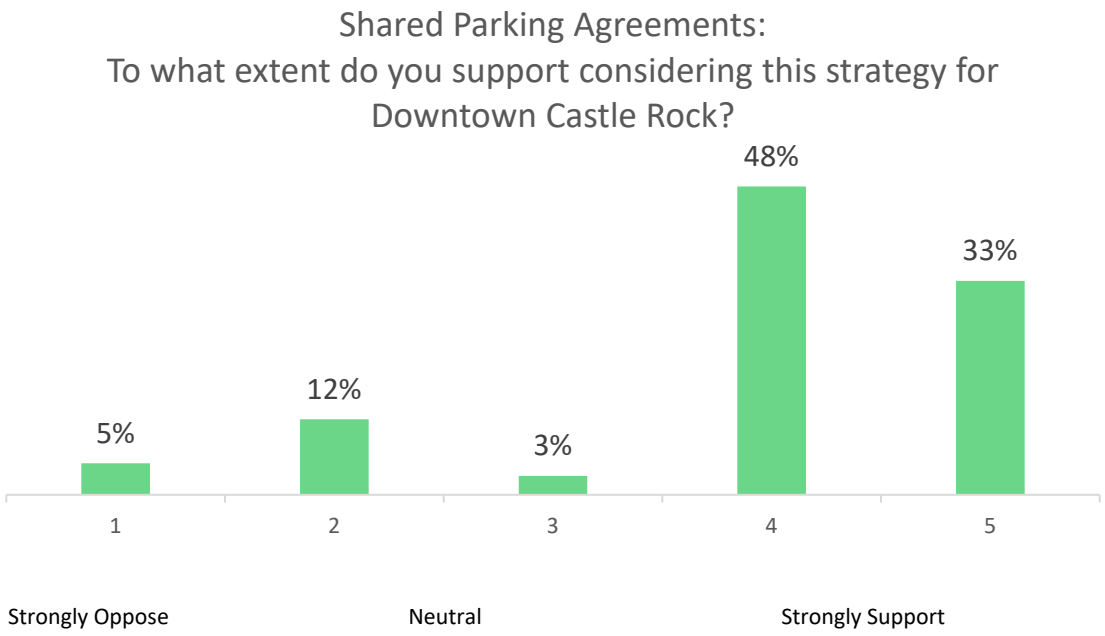
POTENTIAL BENEFITS

- Increases parking supply during peak demand
- Supports more efficient use of parking resources
- Allows the Town to repurpose existing parking spaces

POTENTIAL DRAWBACKS

- Some drivers may be averse to parking in remote lots
- Opportunities for agreements may be limited
- Would require negotiation and coordination

LEVEL OF SUPPORT AND FEEDBACK



Adjust On-Street Parking Time Restrictions

Review and adjust 2 hour on-street parking time restrictions to 3 hours.

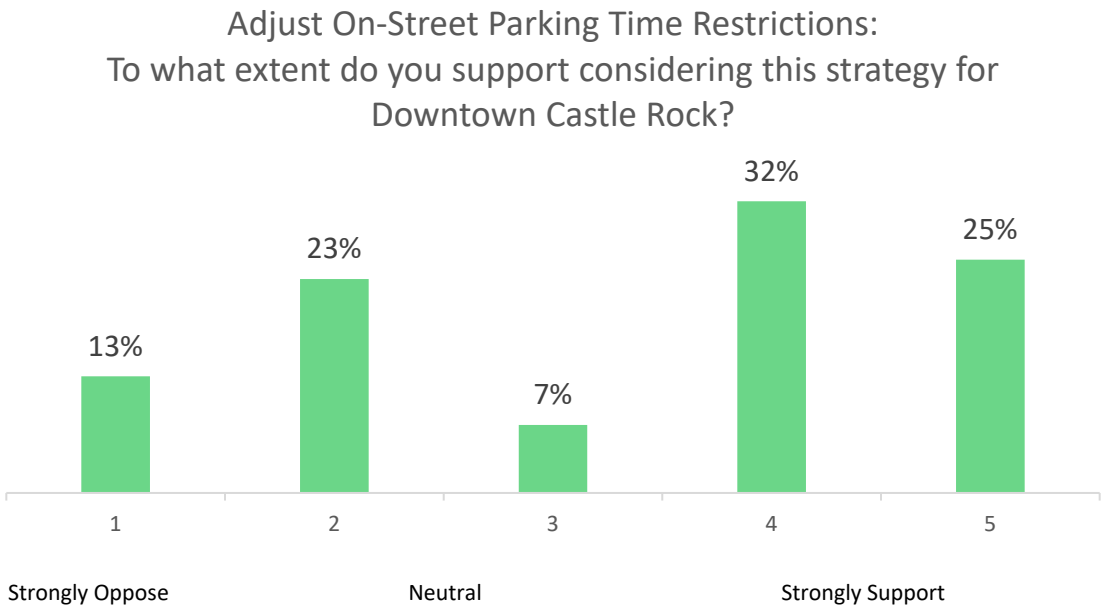
POTENTIAL BENEFITS

- May decrease need for parking citations
- Allows users to park for up to 3 hours (salon appointments, longer shopping, etc.)

POTENTIAL DRAWBACKS

- Reduces parking turnover, which makes on-street parking more difficult to find — especially in high-demand areas
- Mixing 2 hour and 3 hour parking restrictions in the same area could complicate signage and reduce predictability

LEVEL OF SUPPORT AND FEEDBACK



Invest in Multimodal Infrastructure

Install context-appropriate bike improvements —which could include bike racks, bike lockers, bike corrals, trail connections, and other infrastructure—to encourage alternative transportation and reduce parking demand.

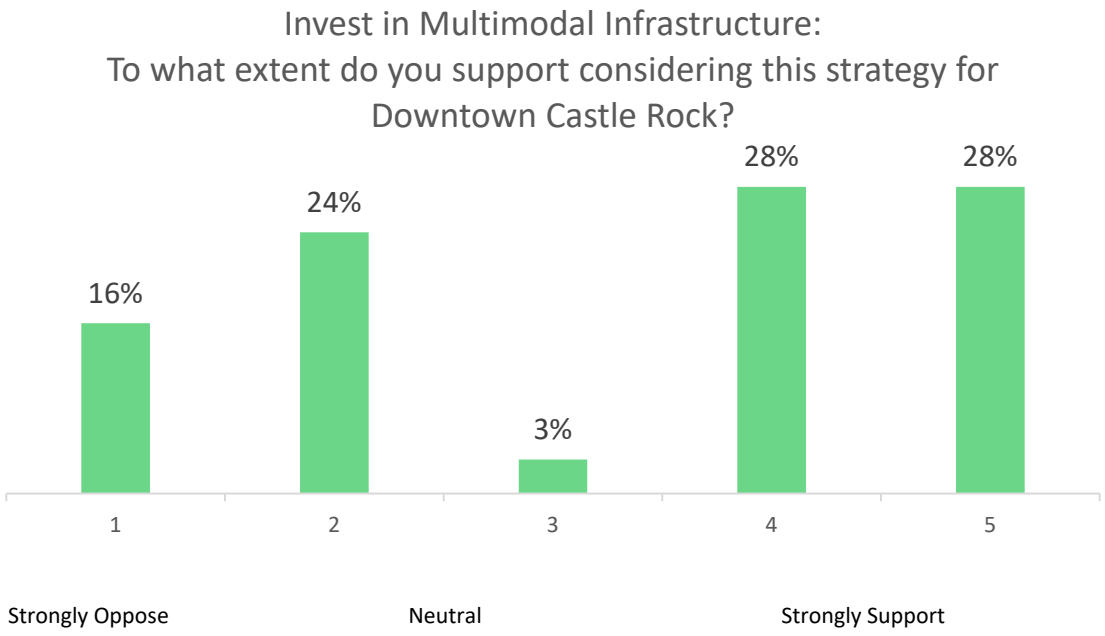
POTENTIAL BENEFITS

- Makes biking and walking more attractive
- Reduces demand for parking
- Supports community health and sustainability

POTENTIAL DRAWBACKS

- May not appeal to all users
- Requires investment and ongoing maintenance

LEVEL OF SUPPORT AND FEEDBACK



Investigate Paid Parking

Consider requiring drivers to pay for parking only in high-demand on-street locations, while keeping free or reduced price parking available in areas with less demand.

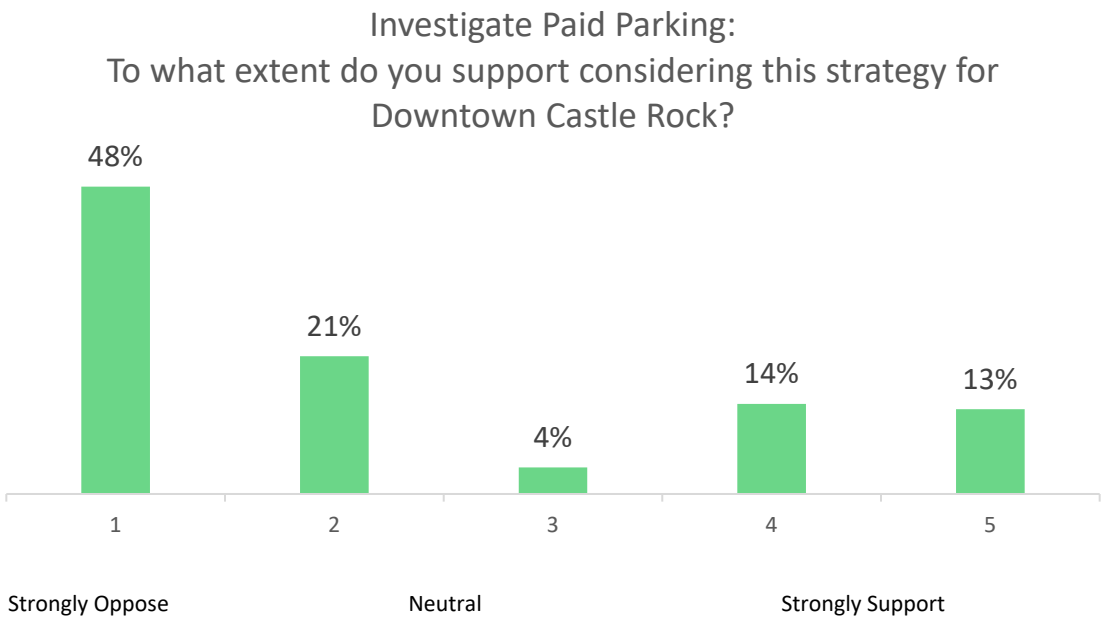
POTENTIAL BENEFITS

- Can reduce parking demand in crowded areas
- Helps balance use between busy and underutilized facilities
- Generates revenue to support parking improvements

POTENTIAL DRAWBACKS

- May receive pushback from residents and businesses who prefer free parking
- Could be confusing if paid parking is only in certain areas or times
- May discourage visitors or customers

LEVEL OF SUPPORT AND FEEDBACK



Valet Parking

Offer valet parking services in front of Downtown businesses to make parking more convenient. Vehicles would be parked in identified underutilized public off-street parking locations.

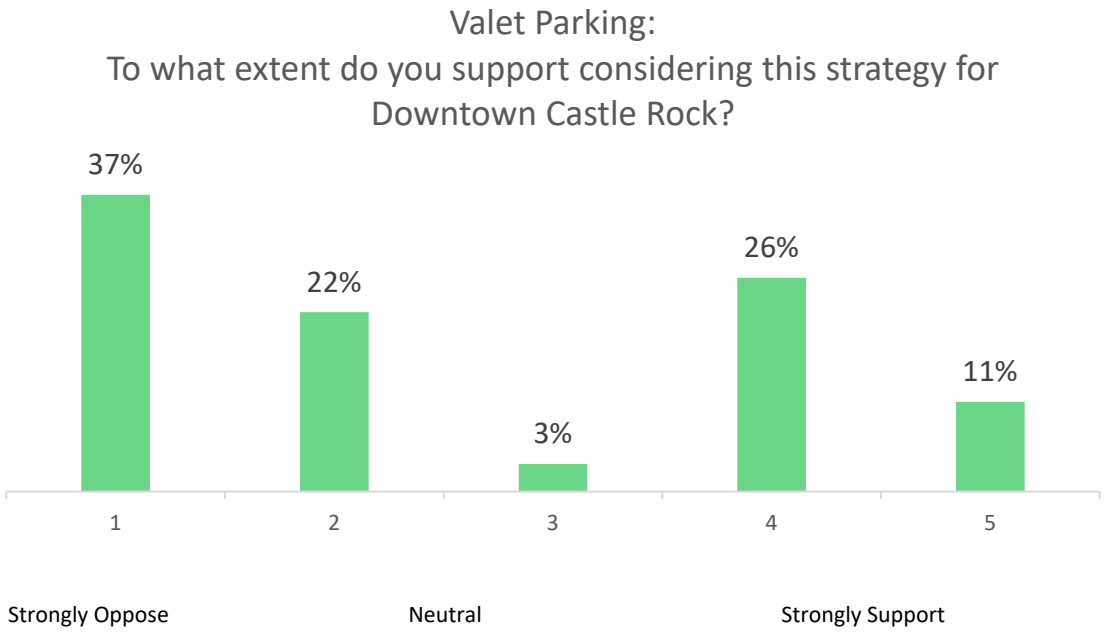
POTENTIAL BENEFITS

- Makes parking easier and more convenient for visitors
- Can increase the number of cars that fit in a lot if spaces are optimized for valet parking only
- Reduces the need for drivers to search for spaces

POTENTIAL DRAWBACKS

- May increase traffic congestion near valet areas
- Drivers may need to wait for valet service to retrieve their vehicle
- Reduces on-street parking to provide valet loading areas

LEVEL OF SUPPORT AND FEEDBACK



Parking Strategy Priority Ranking

At the end of the survey, respondents were asked to prioritize parking strategy. Overall, strategies that focused on visibility, management, and incremental system improvements tended to score higher than strategies perceived as disruptive or costly. Wayfinding signage, enhanced parking enforcement, and shared parking agreements emerged as the highest-ranked strategies.

Conversely, strategies such as investigating paid parking received lower average rankings and higher variability in responses, reflecting significant community concern about potential impacts on Downtown access, affordability, and business vitality. Investments in multimodal infrastructure and Downtown circulator or microtransit services received moderate support.

Strategies categorized as “Other” generated the lowest overall scores, but also produced written feedback, underscoring that respondents often used this option to express broader concerns about Downtown growth, parking solutions during events, and interests in public education:

- Frustration with Development Practices: Numerous comments expressed concern that recent Downtown development approvals did not adequately address parking impacts, contributing to current challenges.
- Event and Special-Use Management: Respondents called for clearer parking plans for special events, including the use of off-Downtown parking and shuttle service.
- Support for Better Education and Wayfinding: Several respondents noted that parking availability exists but is poorly understood, highlighting the importance of signage, garage visibility, and public education.

Parking Management Strategies

The Town of Castle Rock is at an important moment in shaping the future of Downtown parking. The findings from this study show that while total supply is generally adequate, there are clear opportunities to improve how parking is managed, communicated, and connected to the broader mobility system. The following management strategies build on the extensive data analysis and engagement conducted during the study and are designed to improve the user experience, make better use of existing assets, support local businesses, and prepare Downtown for continued growth.

Optimize Existing Supply Before Expanding

Downtown Castle Rock has adequate overall parking supply, but public garages and several off-street facilities remain significantly underutilized, even during busier times. The most effective near-term improvements focus on visibility, clarity, and ease of access.

Recommended Actions

- Implement comprehensive wayfinding (vehicle and pedestrian) that directs drivers to free public garages and highlights available surface lots.
- Continue to enhance lighting, cleanliness, and security in public parking garages and surface parking lots.
- Deploy event-specific wayfinding (temporary signage, digital message boards) to direct visitors to garages and remote lots before streets reach full occupancy.

Why These Actions Help

These actions help to address the strongest themes heard during the project outreach including confusing signage, poor garage visibility, and difficulty locating free public parking. They leverage existing unused capacity before investing in new supply.

Improve the Parking User Experience

Users expressed a willingness to walk up to three blocks, but only when parking is intuitive, predictable, and well communicated.

Recommended Actions

- Develop a Downtown parking identity (logo and visual system) for all public parking assets to reinforce that public parking is free and easy to find.
- Implement technology tools such as mobile-friendly parking maps and real time availability for garages (once garages are consistently more utilized).
- Direct employees parking for longer to the nearest parking areas without time limit restrictions.

Why These Actions Help

Enhances customer experience, supports merchants, reduces “circling”, and directly responds to input from business owners, residents, the Downtown Alliance, and intercept participants.

Support Multimodal Access and Curbside Flexibility

Most trips originate within five miles, indicating a high potential for short-trip model shifts. Strategic, context-appropriate multimodal improvements reduce pressure on on-street parking and also keep Downtown accessible.

Recommended Actions

- Expand bicycle amenities such as racks, and bike corrals where they do not conflict with high-demand curb uses.
- Clarify curbside functions by continuing the Town's request-based system, allowing individuals to submit documented needs that can be evaluated by staff. This process will guide the designation of shared loading zones that accommodate short-term pickup/drop-off, delivery/loading, and rideshare activity. Each request can be reviewed based on the presence of nearby loading zones and the needs of adjacent land uses.
- Coordinate multimodal investment with DRCOG's Short Trip Opportunity Zone funding eligibility to leverage grants.

Why These Actions Help

Reduces high-demand curb pressure, improves safety, and supports Downtown's future growth without major parking expansion.

Refine Parking Policy and Regulations

Current parking requirements have generally resulted in adequate supply Downtown, especially when private parking is considered. Policy refinements should focus on flexibility and alignment.

Recommended Actions

- Emphasize and expand shared parking opportunities during redevelopment and between complementary land uses (e.g., office/daytime and restaurant/evening peaks).
- Reassess time limits selectively, focusing on:
    - Retaining 2-hour limits in the highest turnover locations
    - Considering 3 hour time limits only in areas with lower demand, avoiding mixed zones that confuse users.
- Improve enforcement consistency (not necessarily strictness) to support turnover while addressing public concerns about fairness.
- When poorly signed private lots with restrictions are identified, coordinate with private lot management to clearly sign and identify restrictions to reduce public confusion about validation, restrictions, and towing.

Why These Actions Help

Ensures Downtown parking policy evolves with demand, remains predictable, and avoids unnecessary increases in supply or aggressive regulation.

Advance Equitable, Accessible, and Targeted Enhancements

Accessibility concerns such as ADA location adequacy and distribution were raised in questionnaires, intercepts, and stakeholder discussions.

Recommended Actions

- Audit ADA needs block-by-block using demand observations and pedestrian routes to identify missing or poorly located spaces.
- Evaluate short-term parking needs (15-minute loading) near high-turnover businesses.

Why These Actions Help

Directly responds to mobility-impaired user concerns and encourages equitable access.

Prepare for Long-Term Governance and Funding Needs

As Downtown grows, governance structures should evolve to maintain mobility, quality of life, and business access.

Recommended Actions

- Evaluate a funding structure to finance long-term capital and operational improvements such as:
    - Future structured parking (when needed)
    - Enhanced wayfinding
    - Shuttle/circulator service
    - Pedestrian upgrades
- Continue to explore strategic partnerships with private developers for shared public spaces in future garages or mixed-use sites.
- Assess remote parking/shuttle feasibility for large events and long-term growth, beginning with existing remote lots.
- Explore the potential for valet parking in surface lots during peak periods or special events to maximize efficiency and support Downtown businesses.

Why These Actions Help

Positions Castle Rock for future growth while avoiding near-term commitments to costly garages or full-scale paid parking systems. To sustain these efforts, evaluate methods of creating a dedicated funding mechanism for ongoing operations, maintenance, and capital improvements. Funding mechanism could support enhancements such as structured parking, transit shuttles, wayfinding, and pedestrian amenities, while providing a sustainable framework for managing future growth and mobility needs in the Downtown area. Potential funding sources could include parking revenues if paid parking is implemented, special assessments on benefiting Downtown properties, local sales tax increments, and public-private partnerships.

Appendix A. Parking Management Strategies

This matrix of parking management strategies includes a description, potential benefits, potential drawbacks, estimated cost, level of support, and recommended timeframe/priority for consideration.

Parking Management Strategy	Description	Potential Benefits	Potential Drawbacks	Estimated Cost	Level of Public Support	Recommended Implementation Timeframe / Priority
Enhanced Parking Enforcement	Increase parking enforcement resources by establishing in house or a third-party contractor to patrol a larger geographic area within the same amount of time and issue more citations to drivers who violate the Town's parking restrictions. The Town may also consider increasing the fine associated with parking violations.	Effective enforcement could increase compliance with parking time limits which would increase parking turnover and reduce parking violations. Could increase revenue from issuing more citations.	More citation revenue may not be enough to offset cost of third-party vendor. Reliance on third-party could decrease the visibility of Town Police. Town may receive pushback from community.	$$	Mixed support (55% support of strongly support, 40% oppose or strongly oppose)	Near-Term / High-Priority
Enhance the Public Parking Garages	Install lighting to increase visibility and safety at night, and install clear signage at the garage entrances to explain the regulations governing the use of the garages (i.e., hours of operation, weekday vs. weekend regulations, payment protocols) and establish a parking brand. Lighting and signage improvements could also be implemented between external lots and destinations.	Providing safety features like lighting may improve perceived and actual safety in garages and deter crime. Providing a clear and concise explanation of regulations in effect in the garages improve the user experience, leading to increased utilization.	Downtown Castle Rock patrons may continue to prefer parking that is located closer to destinations, even if the garages are made more attractive.	$$	Lighting and wayfinding improvements have high public support	Near-Term / High-Priority
Install Pedestrian Wayfinding and Roadway Wayfinding Signage	Strategically placed pedestrian wayfinding signage and roadway wayfinding signage can help drivers locate off-street parking locations and help Downtown patrons assess walking time/distance to key destinations, which may help inform decisions about where to park and make underutilized facilities more attractive.	Utilization of currently underutilized parking facilities, including the public garages and street parking at the outskirts of Downtown, may increase.	Downtown patrons may still seek to park closer to destinations if they are averse to walking a greater distance from where they parked.	$	Wayfinding improvements have a high level of support	Near-Term / High-Priority

Parking Management Strategy	Description	Potential Benefits	Potential Drawbacks	Estimated Cost	Level of Public Support	Recommended Implementation Timeframe / Priority
Downtown Circulator Shuttle or Microtransit Service	A free, high-frequency shuttle that would be a part of a larger transit operation serving Downtown. This shuttle would circulate key destinations around Downtown Castle Rock including current remote lots at the library and future locations to be determined. Future CDOT mobility hub and other future employee parking locations could be served.	Could reduce the demand for parking and traffic congestion in Downtown Castle Rock. Shuttle users would avoid parking restrictions in Downtown Castle Rock. Provide additional access to Downtown Castle Rock during special events.	May be costly to implement. May not appeal to Castle Rock residents. May require extensive coordination with external partners. Requires availability of parking supply in remote facilities to be effective.	$$$	Mixed support (51% support or strongly support and 44% oppose or strongly oppose)	Long-Term / Low-Priority
Shared Parking Agreements	The Town may enter into agreements with nearby stakeholders to allow downtown patrons to park at their privately-owned remote parking facilities. Additionally, Downtown Castle Rock businesses that share a common parking supply but experience peak parking demand at different times of day (e.g., coffee shops and bars) may enter into a shared parking agreement to share a single supply of parking instead of each individually providing a minimum supply of parking.	Could increase parking supply during peak demand periods and special events. Could allow the Town to repurpose existing parking spaces for other purposes if neighboring businesses can share a single supply of parking.	Some drivers may be averse to parking in remote lots that aren't close to their destination. Opportunities to broker shared parking agreements between neighboring businesses may be limited based on land use mix and the existing parking supply.	$	Strong support (81% support or strongly support)	Near-Term / High Priority
Increase Parking Supply	Develop new parking facilities in the form of surface parking lots, parking garages, and/or the restriping of on-street facilities to create additional parking spaces.	Would increase the supply of parking to accommodate high demand.	May induce new parking demand over time, increasing parking and traffic congestion challenges.	$$$	Varies depending upon area	Long-Term / Low-Priority

Parking Management Strategy	Description	Potential Benefits	Potential Drawbacks	Estimated Cost	Level of Public Support	Recommended Implementation Timeframe / Priority
Electronic Dynamic Wayfinding Signage	In combination with sensor technology that monitors whether a parking space is occupied or vacant, electronic wayfinding signage would allow the Town to dynamically monitor the number of parking spaces available in the public garages and/or other facilities of interest and display this information to drivers using electronic signage at strategic locations throughout Downtown Castle Rock.	Drivers would be able to quickly identify where parking is available upon arrival. Drivers would spend less time circulating to look for parking. Regular parking utilization data could inform future parking investment decisions.	Available parking may not be in preferred facilities that are closest to popular Downtown destinations. Would require investment in occupancy counting technology in selected facilities.	$$	Not measured	Long-Term / Low-Priority
Revising the Zoning Code	While existing structures in Downtown Castle Rock do not need to provide more parking unless they are changing land uses, new developments may be subject to parking requirements that are prohibitive. Revising the zoning code would allow the Town to assess the appropriate amount of parking for new development.	Could incentivize the development of new housing and/or other land uses the Town desires in the Downtown area.	Could increase parking demand in disproportion to the available supply if new development generates additional demand without providing adequate new supply absent other strategies to reduce overall parking demand.	$	Not measured	Long-Term / Low-Priority

Parking Management Strategy	Description	Potential Benefits	Potential Drawbacks	Estimated Cost	Level of Public Support	Recommended Implementation Timeframe / Priority
Leverage the Transportation Master Plan to Install Supportive Multimodal Infrastructure	The Transportation Master Plan can be leveraged as an opportunity to identify key locations in Downtown Castle Rock for the installation of multimodal infrastructure (e.g., bike racks, trail connections, etc.) and to identify strategic opportunities to provide better connectivity to and from Downtown Castle Rock. Additionally, the Town may work with event producers to encourage patrons to choose not to drive to Downtown Castle Rock, particularly during special events when parking demand is typically very high.	Enhancing multimodal access to Downtown Castle Rock and increasing the bike parking supply via bike corals or bike racks throughout Downtown may make alternative modes of transportation more attractive to Downtown patrons, decreasing the demand for parking.	Special event bike corrals would require additional communication and staff to be present during events.	$$	Mixed support (56% either support or strongly support and 40% oppose or strongly oppose)	Near-Term / High-Priority
Incentivize Alternative Modes of Transportation for Employees	Offer Downtown business employees a financial incentive to use alternative modes of transportation for their commutes, including public transportation, carpooling, biking, and walking.	Could reduce the demand for parking by Downtown business employees and increase supply for other users.	Downtown employees may be reluctant to take alternative modes, reducing the effectiveness of this strategy.	$$	No measured	Low- Priority
Investigate Paid Parking	Require drivers to pay for parking only on high demand on-street parking locations, with free or reduced-price parking available in areas with less demand.	Could reduce parking demand and/or could help balance demand between over- and under-utilized facilities. Revenues could be used to fund other parking strategies.	Town may receive pushback from residents who desire free parking while making visitors pay. There may also be push back from Downtown employees and businesses.	$	Low support (27% either support or strongly support and 69% either oppose or strongly oppose)	Long-Term / Low-Priority

Parking Management Strategy	Description	Potential Benefits	Potential Drawbacks	Estimated Cost	Level of Public Support	Recommended Implementation Timeframe / Priority
Parking Management Technologies (App-Based)	Utilize a smart phone app to allow drivers to reserve a parking space in advance, pay for parking (in facilities where paid parking applies), and register their license plate.	Could improve the user experience for people seeking to park. Could streamline the payment process and reduce parking demand.	Some users may find digital parking management solutions difficult to navigate. Requires an investment in IT infrastructure to manage data collected through app.	$	Not measured	Long-Term / Low-Priority
Rideshare Pick-Up/Drop-Off Area	Designate one or more preferred locations for rideshare pick-up and drop-off and coordinate with rideshare services like Uber and Lyft to restrict pick-up and drop-off to those preferred locations. When users request a ride through a rideshare app, they would be unable to get picked up or dropped off directly at their destination and would instead have to utilize the designated rideshare pick-up/drop-off area. These areas could also be used for general loading purposes including food delivery.	Could reduce the demand for parking by residents, visitors, and employees. Could allow the Town to exert more control over the effects of rideshare on traffic congestion.	May require the removal of existing parking to create a designated pick-up/drop-off and loading area. May be difficult to communicate rideshare protocols to visitors not familiar with Castle Rock.	$	Not measured	Long-Term / Low-Priority
Identify Downtown Parking Funding Strategies	Identify funding methods to pay for capital and operational parking and transit improvements within the Downtown geographic boundary.	Could generate revenue to support the ongoing implementation of improvements that reduce parking demand and encourage multimodality.	Would require an economic analysis to fair share the cost of identified improvements.	$	Not measured	Long-Term / Low-Priority
Valet Parking in Surface Lots	Utilize a valet service to manage the public parking lots.	Could use underutilized off-street public parking and provide an additional convenience to Downtown patrons. Could increase the effective capacity of the surface lots by up to ~20%. Would reduce the need for vehicles to circulate through the lots to find parking.	Could worsen traffic congestion in the vicinity of the public parking lots. Drivers parked in the lots would need to wait on valet service to retrieve their vehicle before departing Downtown Castle Rock. Management of the lots with a valet service could increase enforcement and towing challenges.	$$	Mixed feedback (37% support or strongly support, 59% oppose or strongly oppose)	Short-Term / Low-Priority

Appendix B. Parking Requirement Comparison

Table 9. Comparative Analysis of Castle Rock Parking Requirements[4]

Land Use	Castle Rock Municipal Code 17.54.040 (2014)	Castle Rock Municipal Code 17.54.040 (Updated 2025)	ITE Standard	ULI Standard	PCC Standard	Key Trend
Residential dwellings						
Single-family	2 / unit	2 / unit	1.8–2.0 / unit (ITE LUC 210)	2.0 / unit typical zoning	2.0 / unit (common practice)	No change in minimum requirement; still consistent with other parking standards' higher range.
Group homes (single-family structure) Multifamily Group Home (multifamily structure) Multifamily – Downtown Overlay District	Multifamily: Studio: 1. / unit 1-BD : 1.5 / unit 2- and 3-BD: 2.0 / unit + 1 / 4 units for visitor parking Group Home: 0.5 / bed +1 / employee on max. shift	Group home (single family structure and multifamily: 2 / unit Group Home (multifamily): Studio: 1 / unit 1-BD : 1.5 / unit 2- and 3-BD: 2.0 / unit + 1 / 4 units for visitor parking Multifamily – Downtown Overlay District: 1.25 / unit	Group home (multifamily structure): 1.5–2.5 / unit (ITE LUC 220–222) Multifamily – Downtown Overlay District: 1.2–1.6 / unit (urban core)	Group homes (single family structure): Treated as residential under shared-parking models Multifamily: Shared Parking allows 15–25% reduction in mixed use Multifamily Downtown Overlay District: Shared Parking overlap credits reduce effective demand	Multifamily: 1.8–2.5 / unit typical Multifamily – Downtown Overlay District: 1.0–1.5 / unit urban zones	Diversification of Multifamily Parking Requirements. The multifamily standard in 2014 was broadly tiered by unit size (studio, 1-bedroom, 2–3-bedroom) without distinction for neighborhood context. The updated ordinance in 2025 retains size-based differentiation but introduces geographic context, most notably the Downtown Overlay District, where parking minimums are reduced to 1.25 / unit.

[4] Because Castle Rock does not have public transit service, national parking references must be interpreted through a suburban, auto-oriented lens. ITE and ULI include context adjustments that reduce parking demand in areas with strong transit access, but these reductions are not applicable in Castle Rock. For this study, we compared the Town's standards to the suburban or auto-oriented ranges within ITE, ULI Shared Parking, and PCC guidance to ensure the benchmarks reflect local travel behavior. Any references to lower urban or transit-supported parking rates in these national sources should be noted as not applicable given current conditions.

Land Use	Castle Rock Municipal Code 17.54.040 (2014)	Castle Rock Municipal Code 17.54.040 (Updated 2025)	ITE Standard	ULI Standard	PCC Standard	Key Trend
Housing for senior citizens	1 / unit + 1 / employee on max. shift 1 / 5 beds + 1 / employee on max. shift	1.10 / unit	0.7–1.2 / unit (ITE 252)	Shared Parking overlap with staff/service areas	0.8–1.0 / unit common	Revised to a per-unit basis reflecting lower car ownership among seniors; still consistent with ITE mid-range.
Hotel, motel and bed and breakfast establishment	1.2 / room + req. spaces for all accessory uses	1.2 / room + req. spaces for all accessory uses	1.0–1.2 / room (ITE 310)	Shared Parking allows overlap with restaurant/event use	1.0–1.25 / room	No change, accessory uses remain additive; still consistent with other parking standards' higher range.
Day care center	1 /employee + 1 / 6 children plus 1 / facility-owned vehicle + a passenger loading space	1 /employee + 1 / 6 children plus 1 / facility-owned vehicle + a passenger loading space	0.3–0.4 / child or 1.5–2.0 / 1,000 sf (ITE 565)	Shared Parking may offset daytime overlap	0.25–0.5 / child + staff	No change, loading emphasis retained; relatively lower than other parking standards.
Office						
General	4 / 1,000 sf GLA	4 / 1,000 sf GLA	3.0–4.5 / 1,000 sf (ITE 710, 720)	Shared Parking reduces Downtown ratios by 10–20%	3.5–4.5 / 1,000 sf	No change; still consistent with other parking standards' mid-range.
Government	3.5 / 1,000 sf GFA	3.5 / 1,000 sf GFA	3–4 / 1,000 sf (comparable to office)	Shared municipal parking common	3–4 / 1,000 sf typical	No change; still consistent with other parking standards' mid-range.
Medical office and clinic	5 / 1,000 sf GLA	5 / 1,000 sf GLA	3.5–5.5 / 1,000 sf (ITE 720)	Shared Parking overlap limited	4–5 / 1,000 sf typical	No change; still consistent with other parking standards' higher range.
Bank / Financial Institution	3.5 / 1,000 sf GFA + 1 / employee + 3 stacking spaces / drive-up window	3.5 / 1,000 sf GFA + 1 / employee + 3 stacking spaces / drive-up window	3–4 / 1,000 sf + stacking (ITE 912)	Shared Parking offsets peak overlap	3–4 / 1,000 sf	No change, stacking maintained; still consistent with other parking standards' mid-range.
Places of public assembly	1 / 3 fixed seats + 5 / 1,000 sf for other rooms used for assembly + req. spaces for each additional use	1 / 3 fixed seats + 5 / 1,000 sf for other rooms used for assembly + req. spaces for each additional use	1 / 3–4 seats (ITE 560)	Shared Parking offsets between day/evening peaks	0.25–0.33 / seat	No change; still consistent with other parking standards.

Land Use	Castle Rock Municipal Code 17.54.040 (2014)	Castle Rock Municipal Code 17.54.040 (Updated 2025)	ITE Standard	ULI Standard	PCC Standard	Key Trend
Library, museum	2 / 1,000 sf GFA	2 / 1,000 sf GFA	1.5–2.5 / 1,000 sf (ITE 530)	Shared Parking overlap with day uses	2.0 / 1,000 sf typical	No change; still consistent with other ITE mid-range.
Funeral home, mortuary, crematorium	1 / 4 seats + 1 / employee	1 / 4 seats + 1 / employee	1 / 4 seats (ITE 620)	Shared Parking limited; event peaks	1 / 4 seats typical	No change; still consistent with other parking standards.
Veterinary clinic	5 / 1,000 sf GFA	5 / 1,000 sf GFA	3–5 / 1,000 sf (ITE 540)	Shared Parking overlap with retail/office	4–5 / 1,000 sf	No change; still consistent with other parking standards' higher range.
Fitness club or commercial recreation	4 / 1,000 sf GFA	4 / 1,000 sf GFA	3–5 / 1,000 sf (ITE 492)	Shared Parking overlaps off-peak	3–4 / 1,000 sf typical	No change; still consistent with other parking standards' higher range.
Market - convenience	5 / 1,000 sf GFA + 1 / employee	5 / 1,000 sf GFA + 1 / employee	4–5 / 1,000 sf + pump (ITE 851)	Shared Parking minimal benefit	4–5 / 1,000 sf	No change; still consistent with other parking standards' higher range.
Market - supermarket	5 / 1,000 sf GFA	5 / 1,000 sf GFA	4–6 / 1,000 sf (ITE 850)	Shared Parking offset with mixed retail	5 / 1,000 sf	No change; still consistent with other parking standards.
Shopping center	4 / 1,000 sf GLA min. and 4.5 / 1,000 sf GLA max.	4 / 1,000 sf GLA min. and 4.5 / 1,000 sf GLA max.	4–5 / 1,000 sf (ITE 820)	ULI Shared Parking yields 20–30% reduction	4 / 1,000 sf typical	No change; still consistent with other parking standards.
Retail sales or service	5 / 1,000 sf GFA	5 / 1,000 sf GFA	4 – 5 / 1,000 sf (suburban) 2 – 3 / 1,000 sf (Downtown or mixed-use)	4.0 / 1,000 sf reductions = 15 – 35 % when adjacent to restaurants, offices, or residential uses	4.0 – 5.0 / 1,000 sf; urban or TOD areas 2.5 – 3.5 / 1,000 sf	CR requirements are applied townwide. Other parking standards reflect moderate suburban demand but allow contextual adjustment Downtown.
Retail store (for large items)	3.5 / 1,000 sf GFA	3.5 / 1,000 sf GFA	2.5 – 3.5 / 1,000 sf typical; OR warehouse centers 2.0 / 1,000 sf	3 / 1,000 sf; reductions = 10 – 25 % in mixed-use developments	3 / 1,000 sf ± warehouse component; may include 1 / company vehicle	No change; still consistent with other parking standards' mid-range.

Land Use	Castle Rock Municipal Code 17.54.040 (2014)	Castle Rock Municipal Code 17.54.040 (Updated 2025)	ITE Standard	ULI Standard	PCC Standard	Key Trend
Restaurant, tavern and lounge						
Fast food, family, high turnover	10 / 1,000 sf GFA + 8 stacking spaces / drive-thru	10 / 1,000 sf GFA + 8 stacking spaces / drive-thru	10–12 / 1,000 sf + stacking (ITE 933)	Shared Parking reduces if part of center	8–12 / 1,000 sf + stacking	No change; still consistent with other parking standards' mid-range.
Full-service, low turnover	1 / 3 seats OR 12 / 1,000 sf GFA, whichever provides the most parking	1 / 3 seats OR 12 / 1,000 sf GFA, whichever provides the most parking	8–12 / 1,000 sf (ITE 932)	Shared Parking overlap between lunch/dinner	8–12 / 1,000 sf	Dual metric retained; still consistent with other parking standards' higher range.
Tavern or lounge	1 / 3 seats OR 12 / 1,000 sf GFA, whichever provides the most parking	1 / 3 seats OR 12 / 1,000 sf GFA, whichever provides the most parking	8–12 / 1,000 sf (ITE 931)	Shared Parking overlap with nightlife uses	8–12 / 1,000 sf	Dual metric retained; still consistent with other parking standards' higher range.
Hair salon/barber shop	1.5 / service chair + 1 / employee	1.5 / service chair + 1 / employee	2–4 / 1,000 sf OR 2–4 / chair (ITE 925)	Shared Parking overlap with retail	3 / 1,000 sf typical	Chair-based approach sustained; relatively lower than ITE parking standard.
Auto parts store	3 / 1,000 sf GFA + 1 / employee	3 / 1,000 sf GFA + 1 / employee	3 / 1,000 sf (ITE 843)	Shared Parking limited	3 / 1,000 sf typical	No change; still consistent with other parking standards.
Vehicle sales and leasing	1.5 / 1,000 sf of indoor display area + 3 / service bay + 1 / employee on max. shift	1.5 / 1,000 sf of indoor display area + 3 / service bay + 1 / employee on max. shift	2–3 / 1,000 sf display + bay (ITE 841)	Shared Parking small reduction	2–3 / 1,000 sf typical	No change; relatively lower than other parking standards.

Land Use	Castle Rock Municipal Code 17.54.040 (2014)	Castle Rock Municipal Code 17.54.040 (Updated 2025)	ITE Standard	ULI Standard	PCC Standard	Key Trend
Auto Service						
Car wash and detail	1 / employee + 1 / bay or stall + adequate space for pull-out and drive aisles	1 / employee + 1 / bay or stall + adequate space for pull-out and drive aisles	1–2 / bay + stacking (ITE 947)	Shared Parking not applied	2 / bay typical	No change; relatively lower than other parking standards.
Gas station	1 / employee	1 / employee	Pump-based; small lot parking (ITE 947)	Shared Parking N/A	Pump + staff spaces	No change.
Gas station with convenience store	1 / employee + 2 / pump island + 4 / 1,000 sf GFA + 2 / service bay	1 / employee + 2 / pump island + 4 / 1,000 sf GFA + 2 / service bay	4–5 / 1,000 sf + pump (ITE 853)	Shared Parking modest overlap	4–5 / 1,000 sf	No change; still consistent with other parking standards.
Repair	1 / employee + 3 / service bay	1 / employee + 3 / service bay	2–4 / bay + employee (ITE 948)	Shared Parking limited	3 / bay typical	No change; still consistent with other parking standards.