

Fehr & Peers

Downtown Castle Rock Parking Study

Town Council Briefing

April 21, 2026



Downtown Castle Rock Parking Study Purpose

To evaluate current and future parking needs in Downtown Castle Rock and develop practical, community informed strategies that support continued accessibility and economic vitality.

Robust Data Collection and Engagement

Community Feedback

- (4) Intercept events at downtown businesses
- (2) Online questionnaires

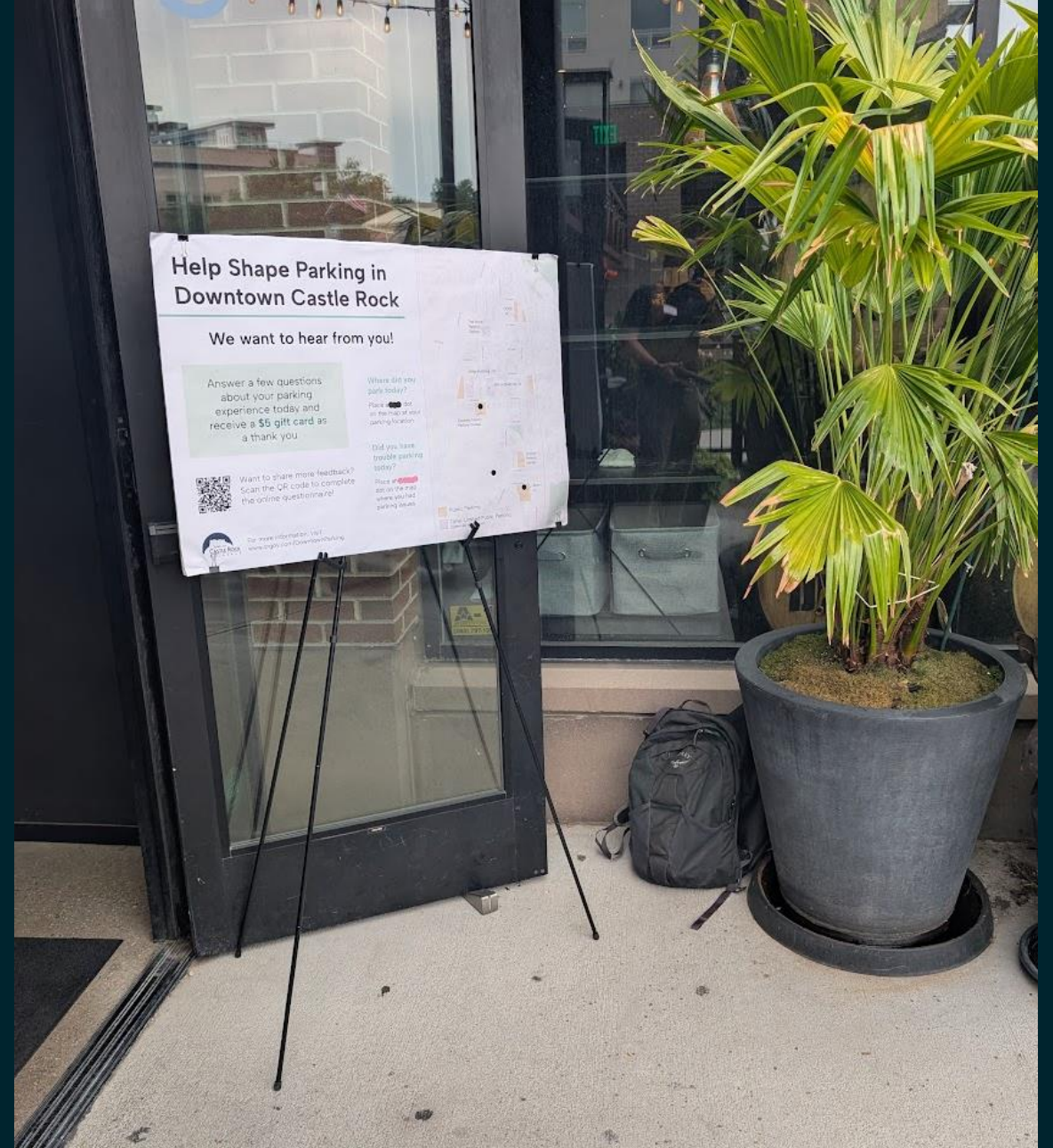
Data Collection and Analysis

- (3) Days of aerial drone imagery
- (3) Days of License Plate Reader (LPR) and camera data collection
- Big data integration (Streetlight Data and Azira Pinnacle Data)

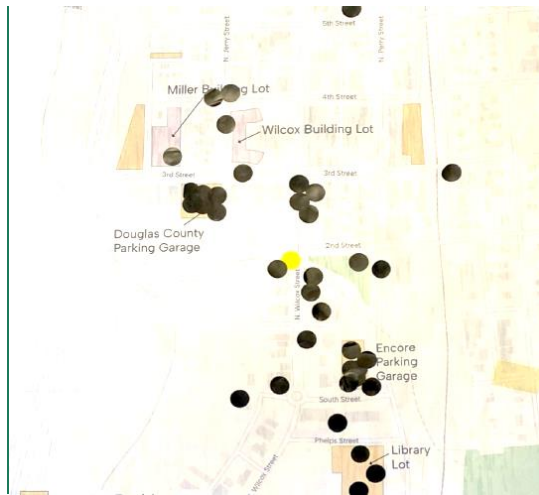
Data collection and engagement efforts exceeded what is typical for a parking study of this scale.

What We Heard

Intercept Events
Online Questionnaire



Intercept Events Summary



Great Divide

Friday, August 1

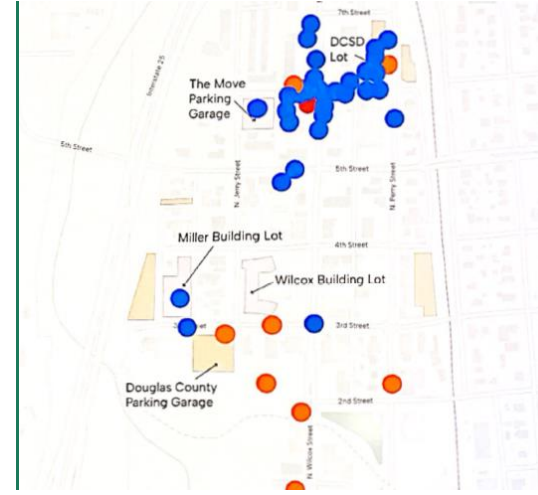
39 intercepts



Union

Friday, August 1

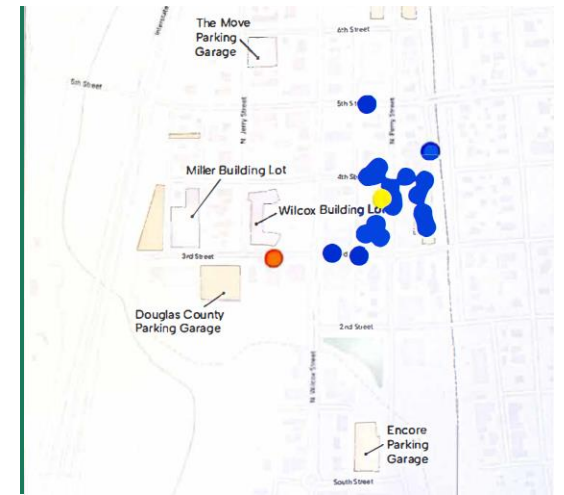
45 intercepts



Wild Blue Yonder

Friday, August 8

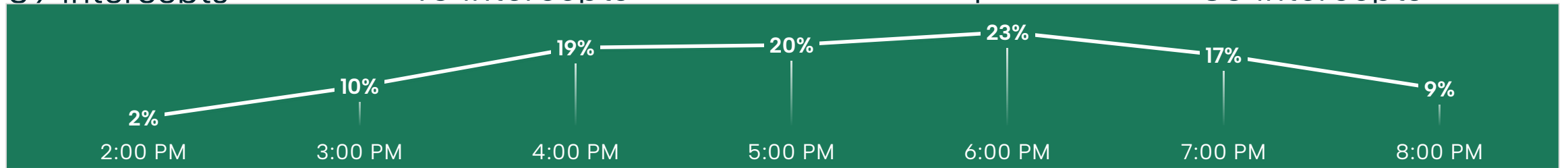
37 intercepts



Courtyard Social

Friday, August 8

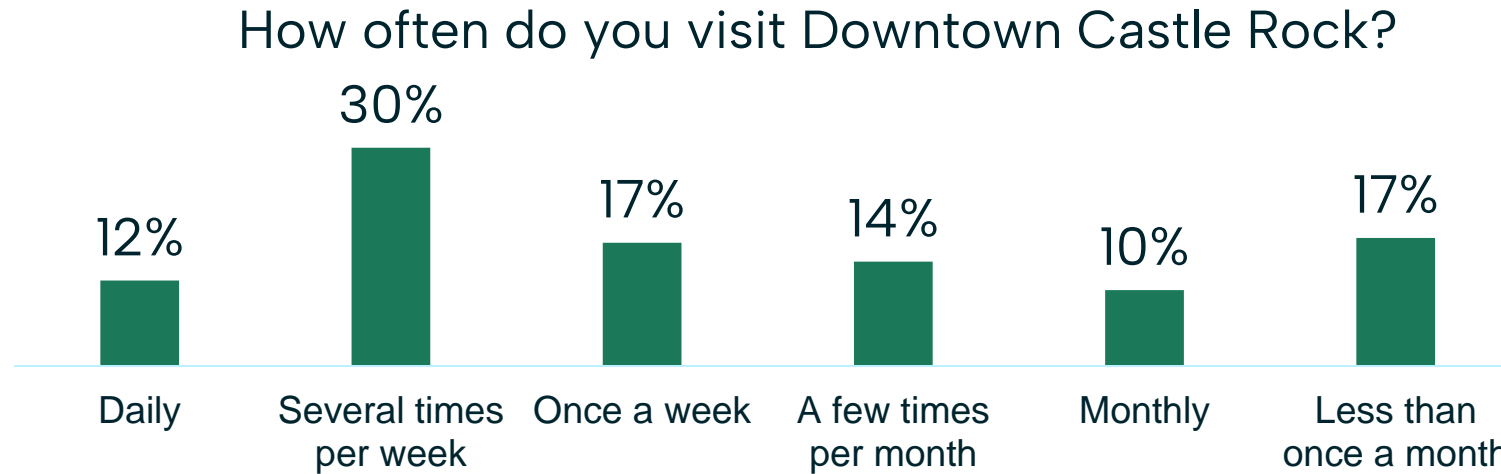
35 intercepts



Intercept Events – Who Did We Hear From?

55% of respondents live in Castle Rock and majority were Downtown for dining or night life

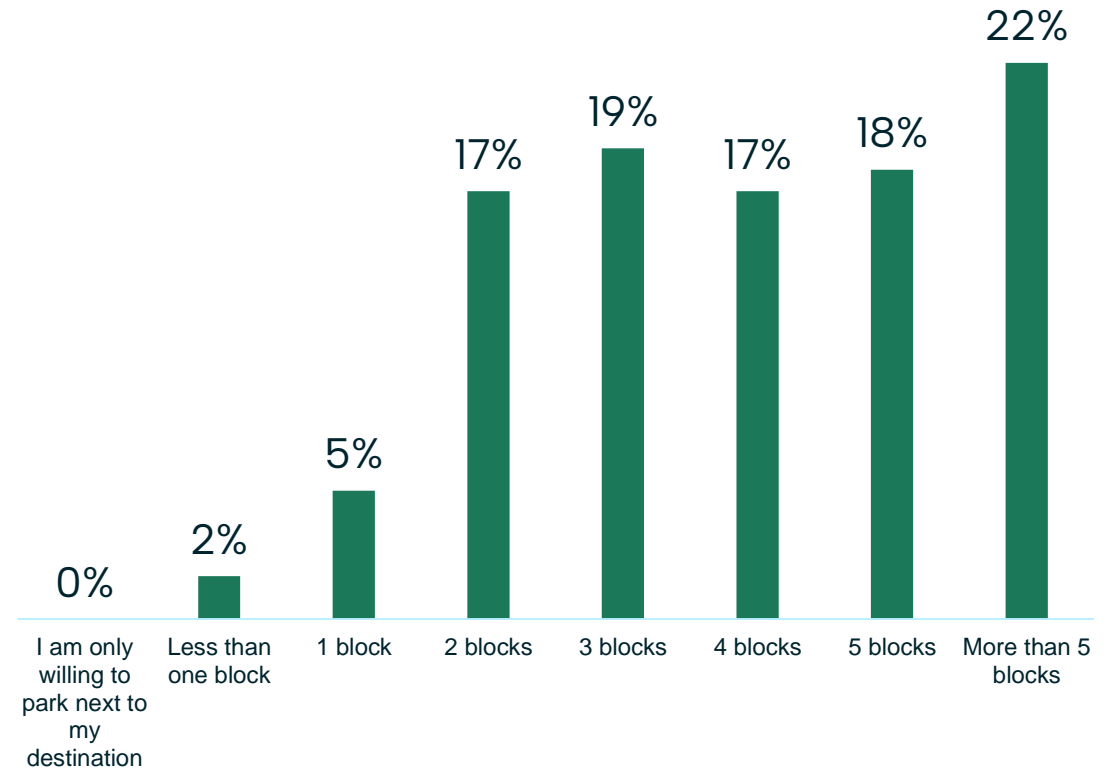
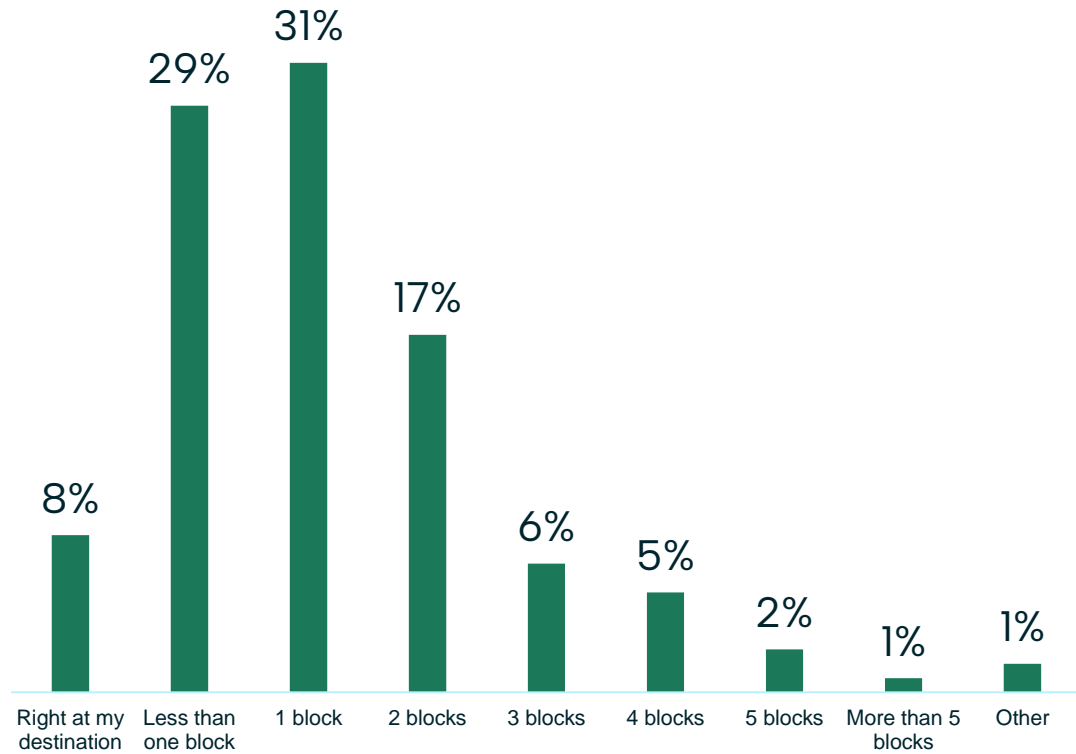
Mixed preferences for on-street parking versus garage or lot parking



Intercept Events – Where Did You Park?

How far away did you park from your destination today?

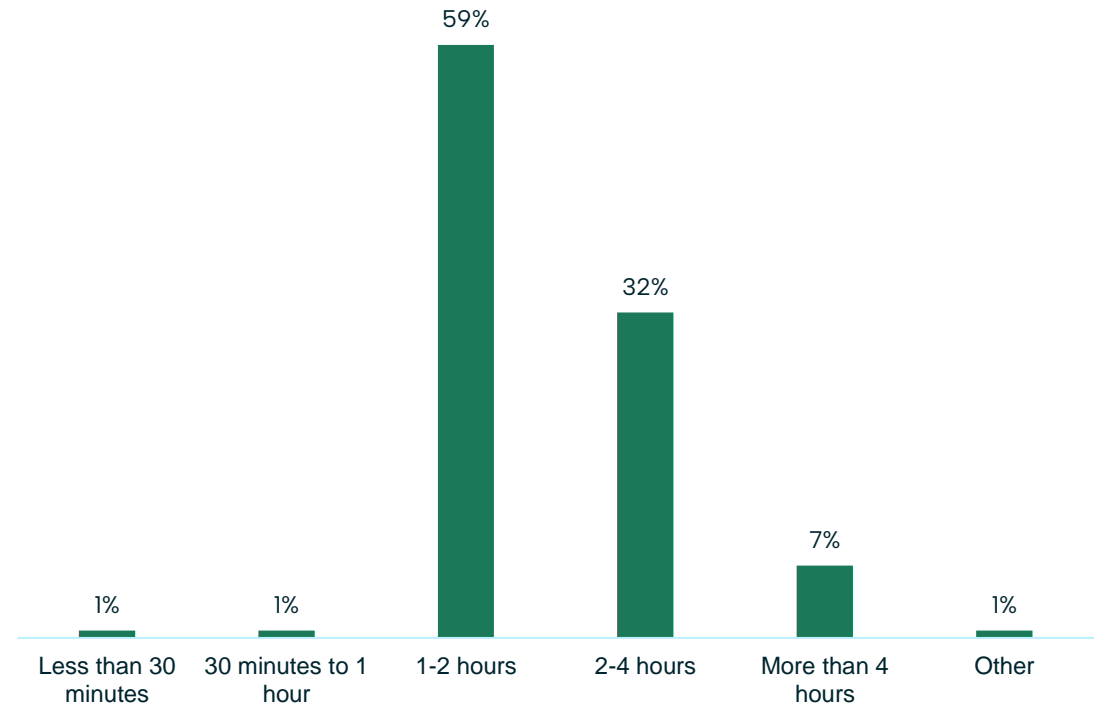
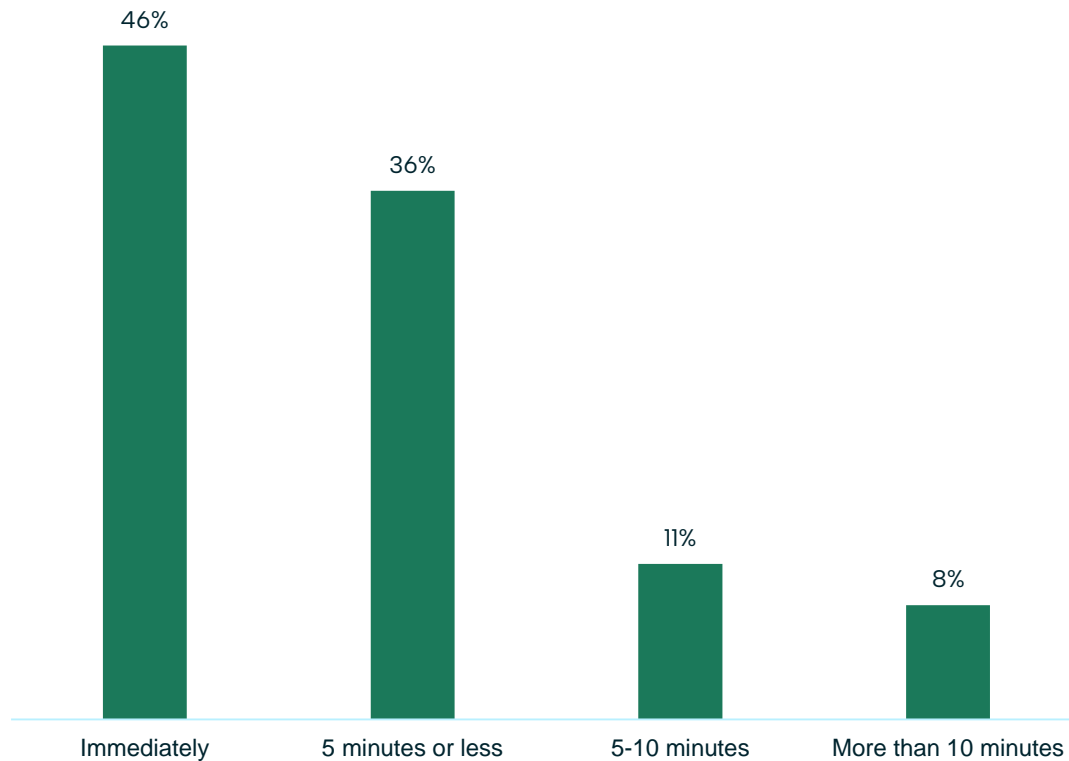
What is the farthest you are willing to walk?



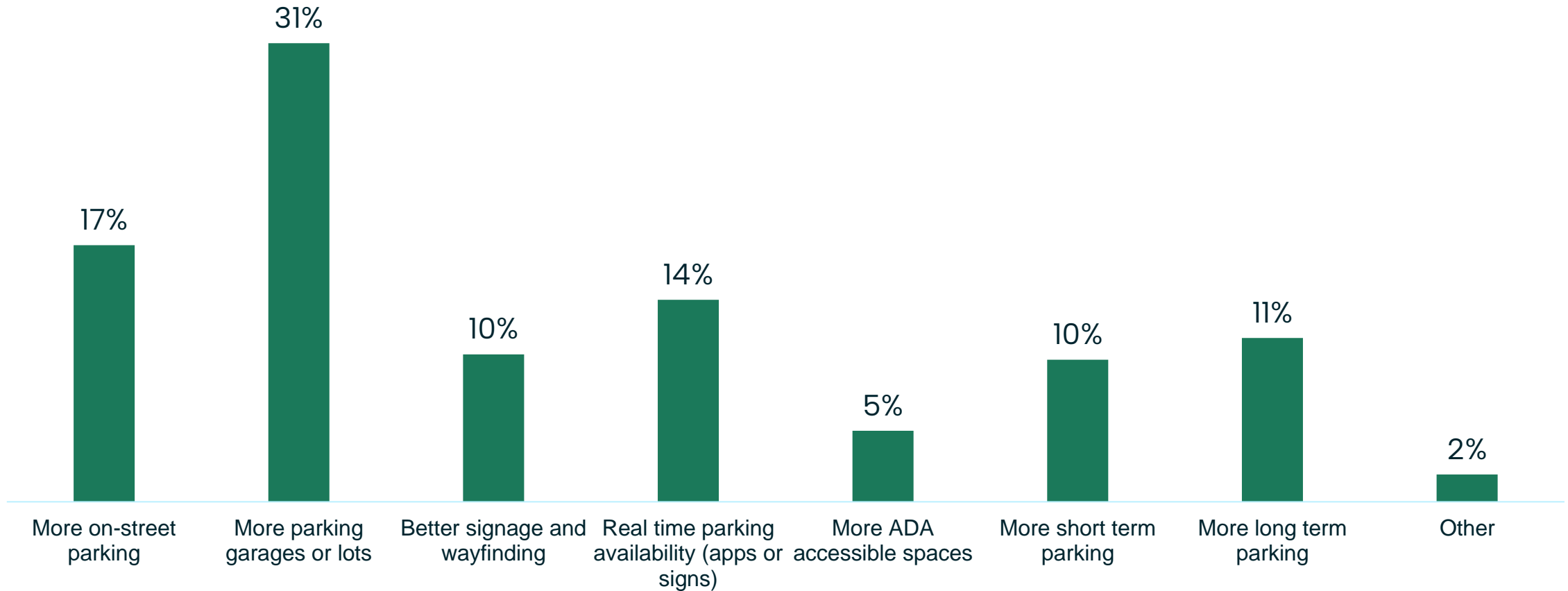
Intercept Events – Finding Parking

How long did it take you to find parking?

How long will you be parked in that location?



Intercept Events – Parking Improvement Desires

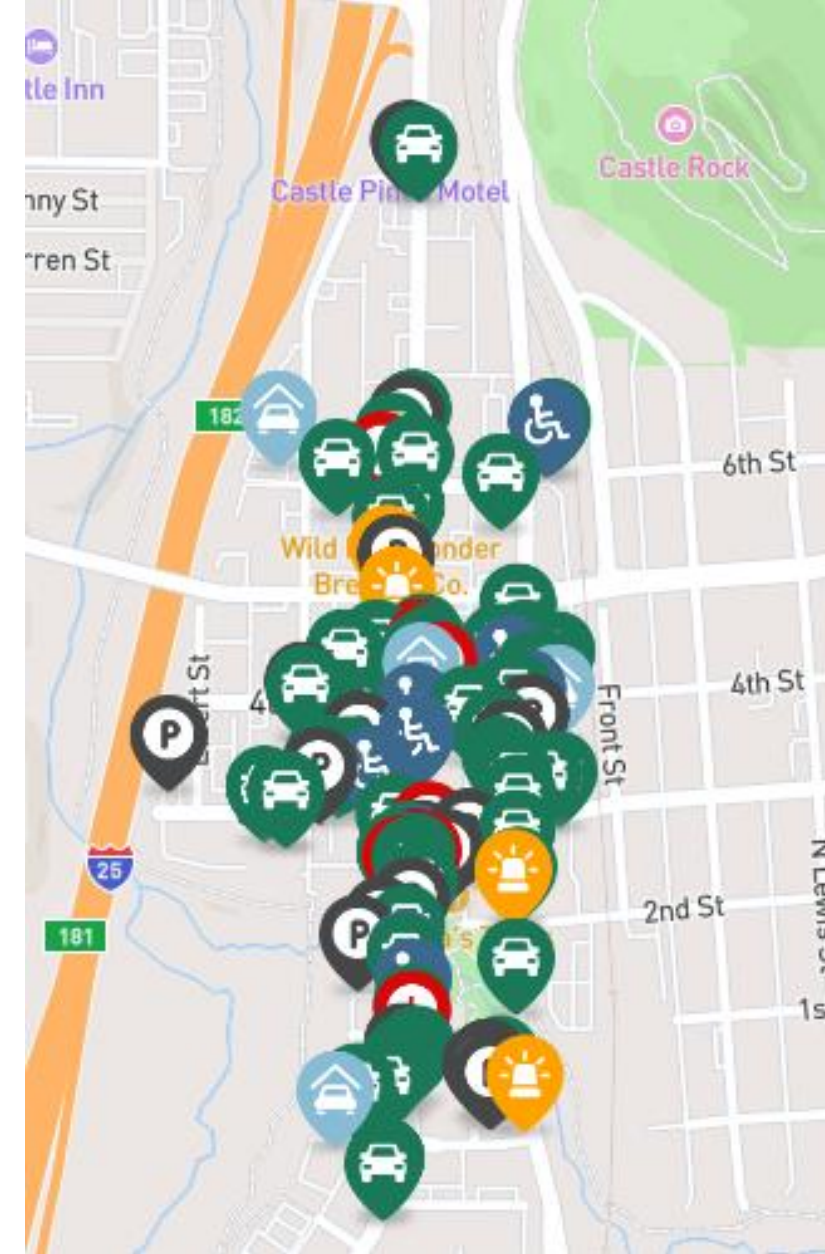
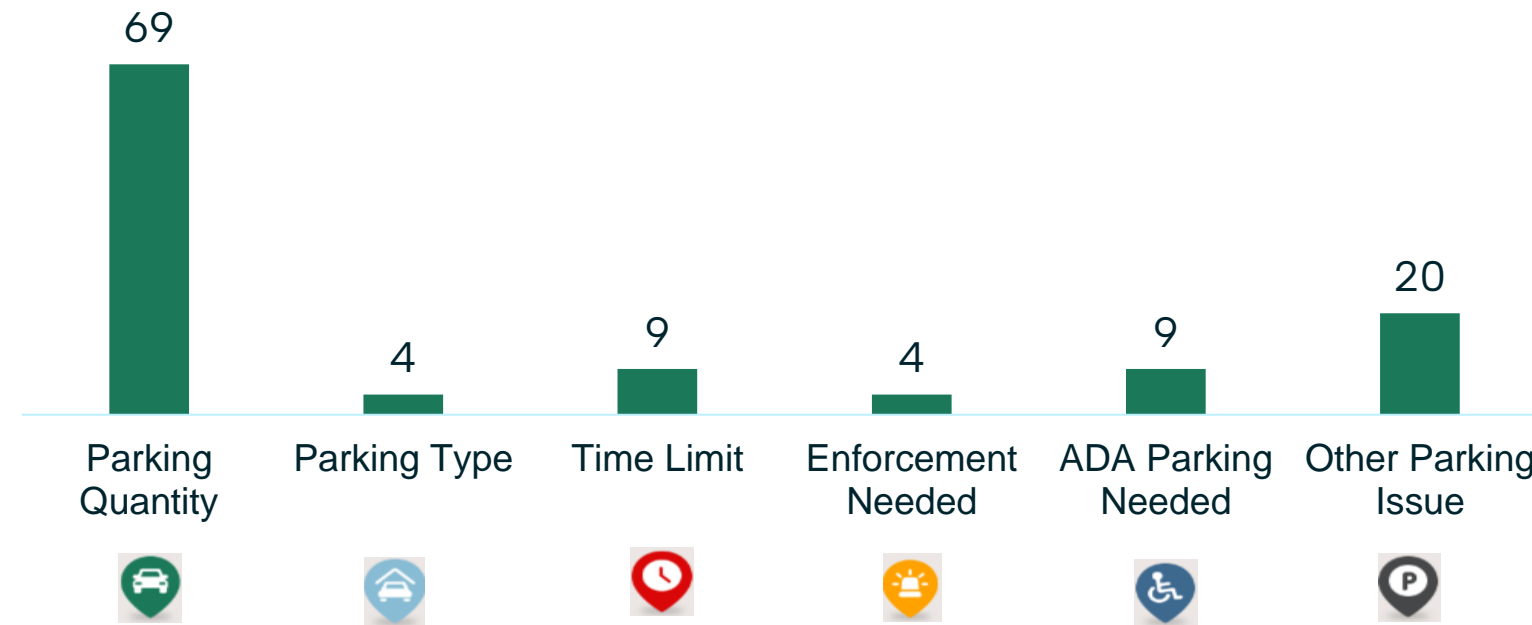


Online Public Questionnaire

702 Responses

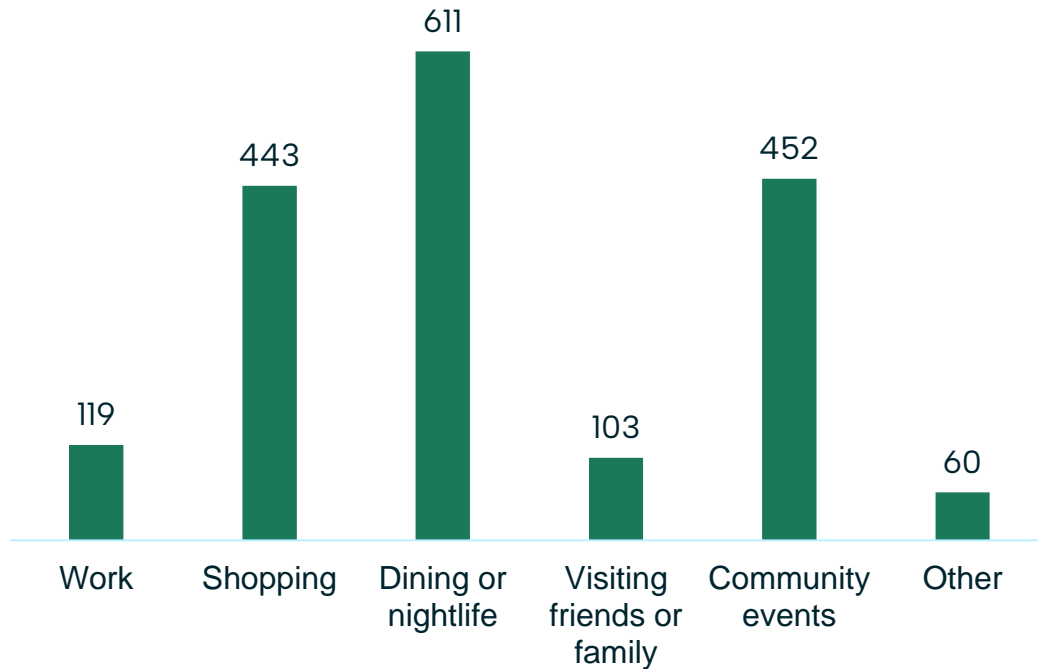
1,530 open ended or other responses being reviewed

115 map comments



Online Public Questionnaire – Who We Heard From

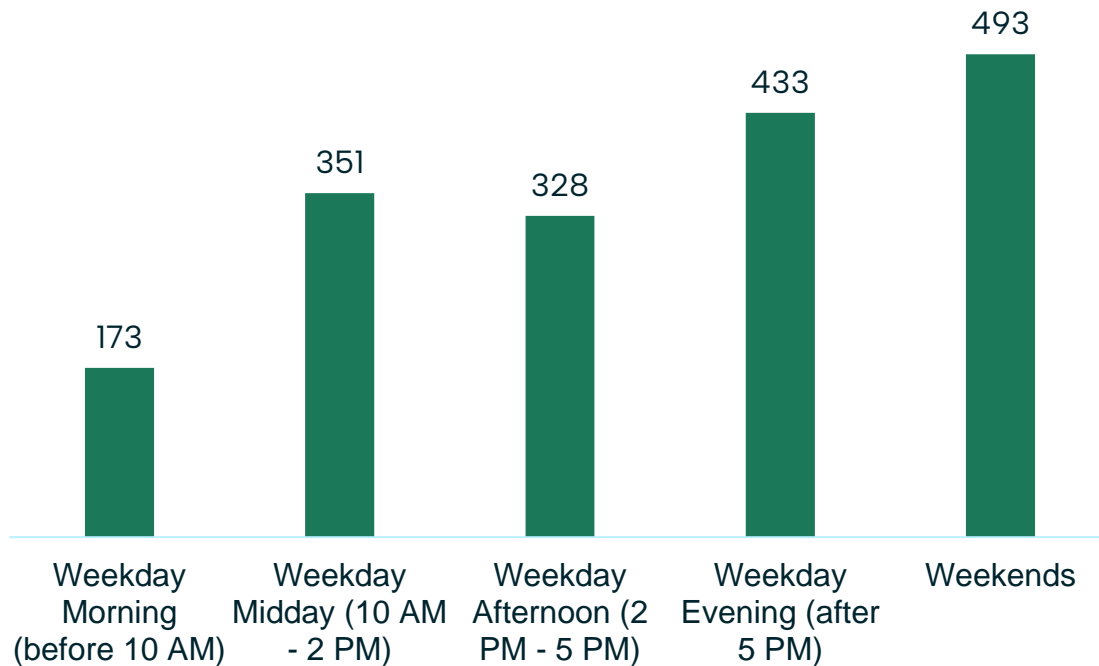
What are your main reasons for visiting Downtown Castle Rock? (Select all that apply)



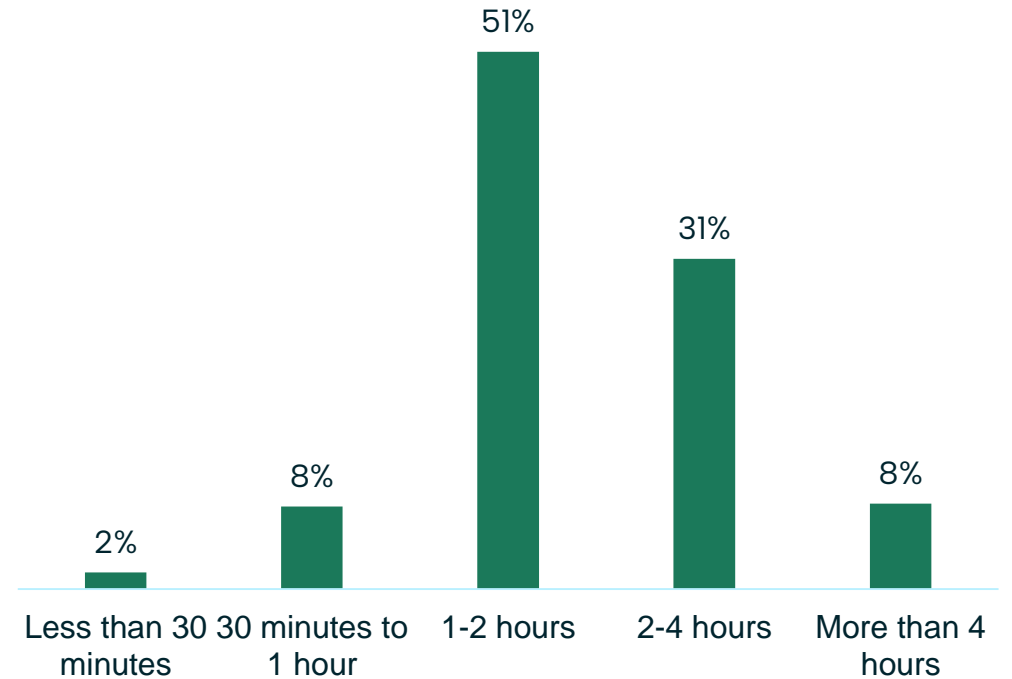
Over 70% of Respondents live in Castle Rock and visit Downtown Castle Rock at least once a week

Online Public Questionnaire – When and How Long?

What time(s) of day do you most often park in Downtown Castle Rock? (select all that apply)



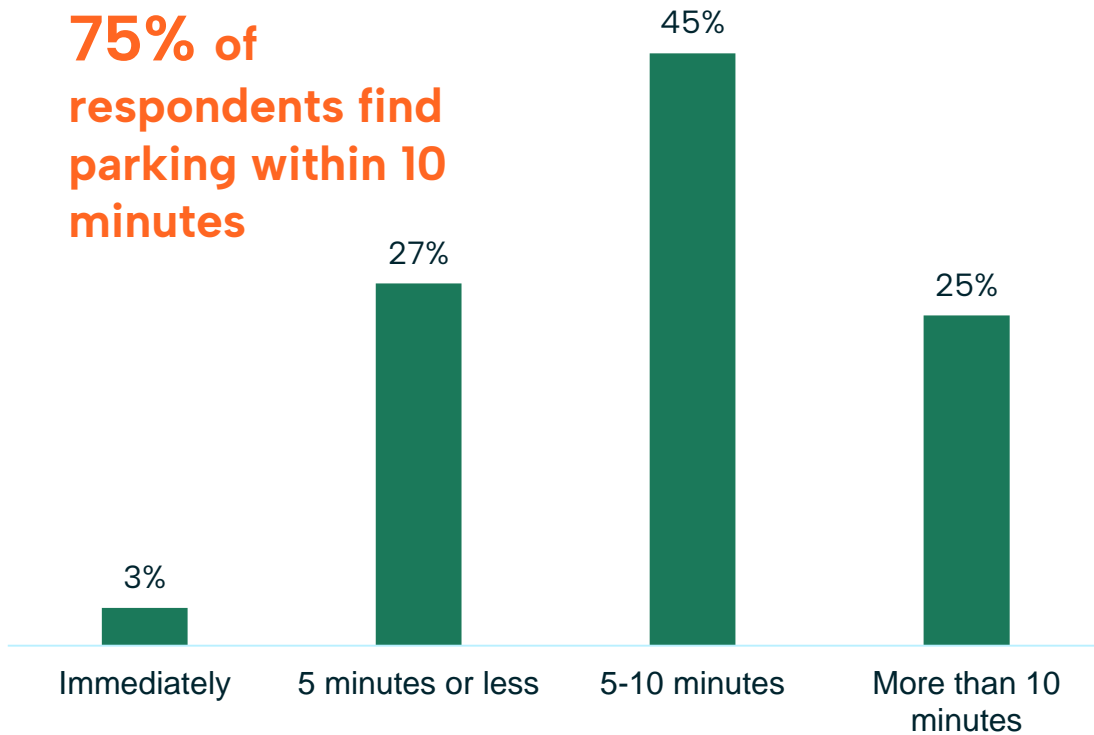
How long do you typically park when visiting Downtown Castle Rock?



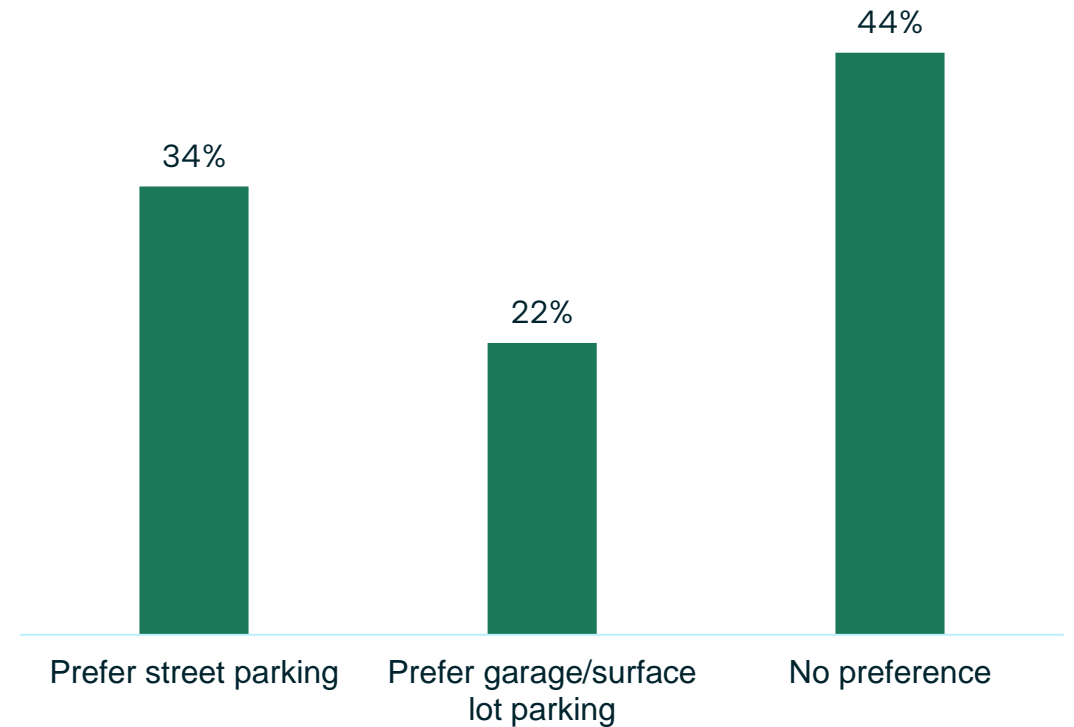
Online Public Questionnaire

How long does it typically take you to find parking in Downtown Castle Rock?

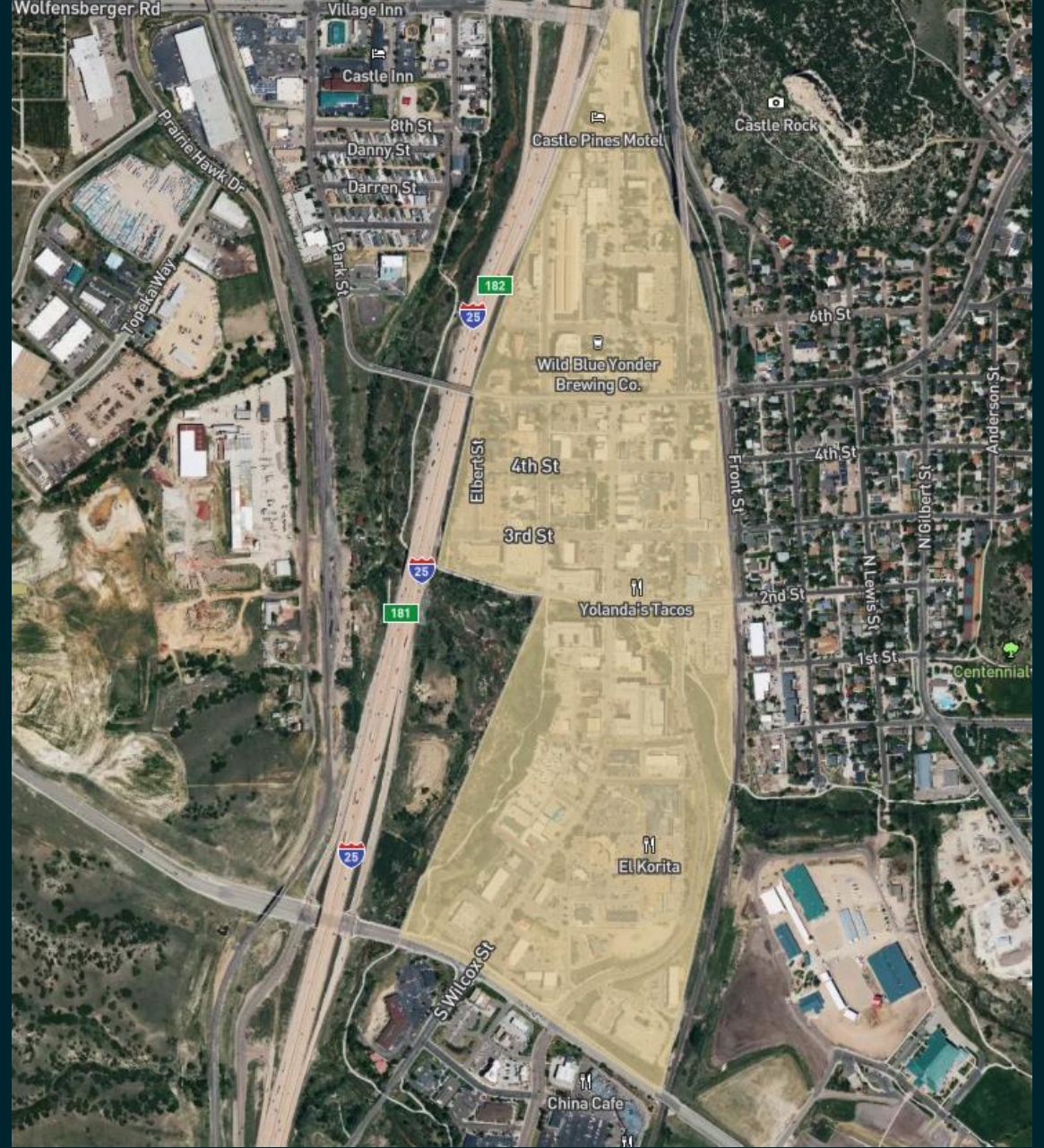
75% of respondents find parking within 10 minutes



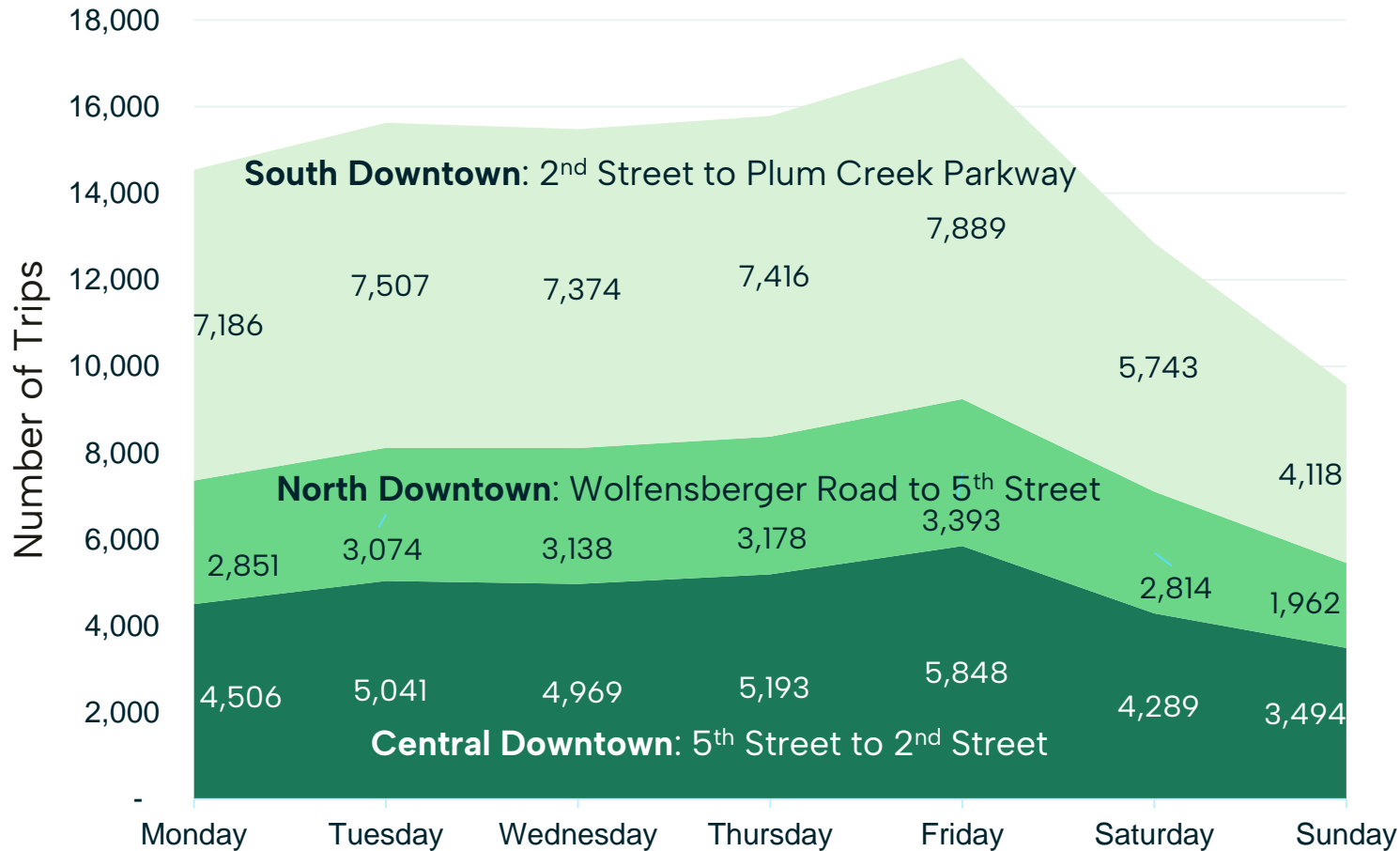
Do you prefer to park on the street or in a parking garage or surface lot?



What The Data Tells Us



Trip Ends by Day of Week

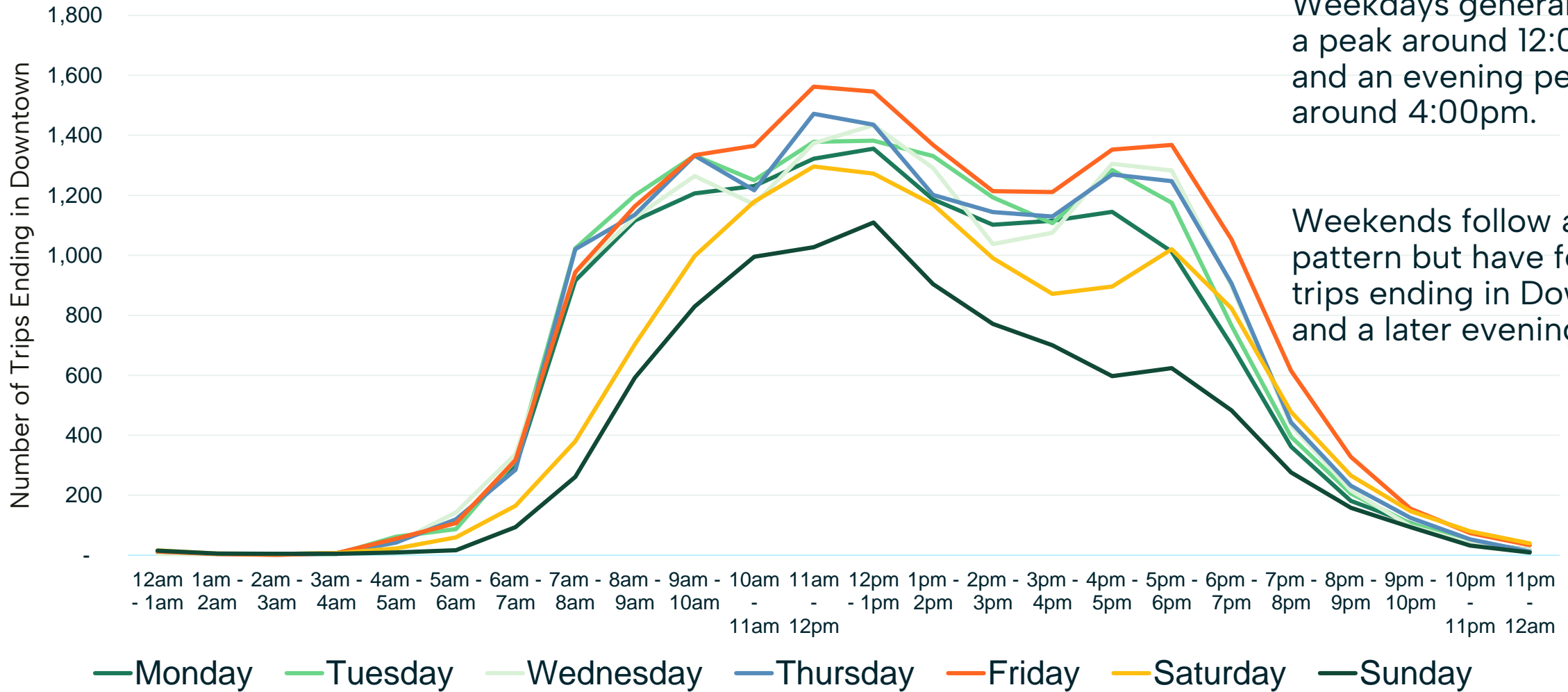


- Friday is the busiest day
- Sunday is the least busy day

On average:

- 20% of trips end in north Downtown
- 33% of trip end in central Downtown
- 47% of trips end in south Downtown

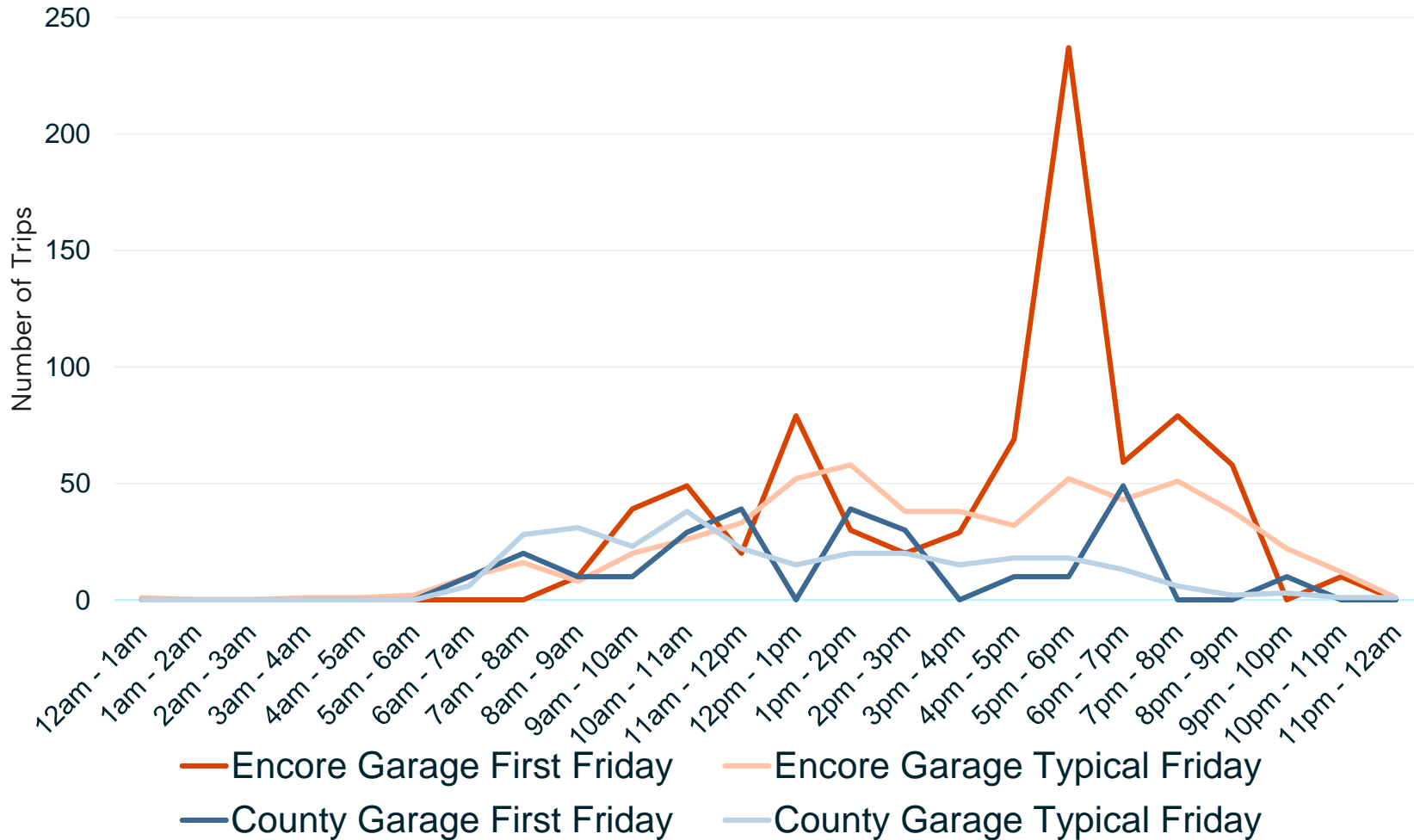
Trip Ends by Time



Weekdays generally have a peak around 12:00pm and an evening peak around 4:00pm.

Weekends follow a similar pattern but have fewer trips ending in Downtown and a later evening peak

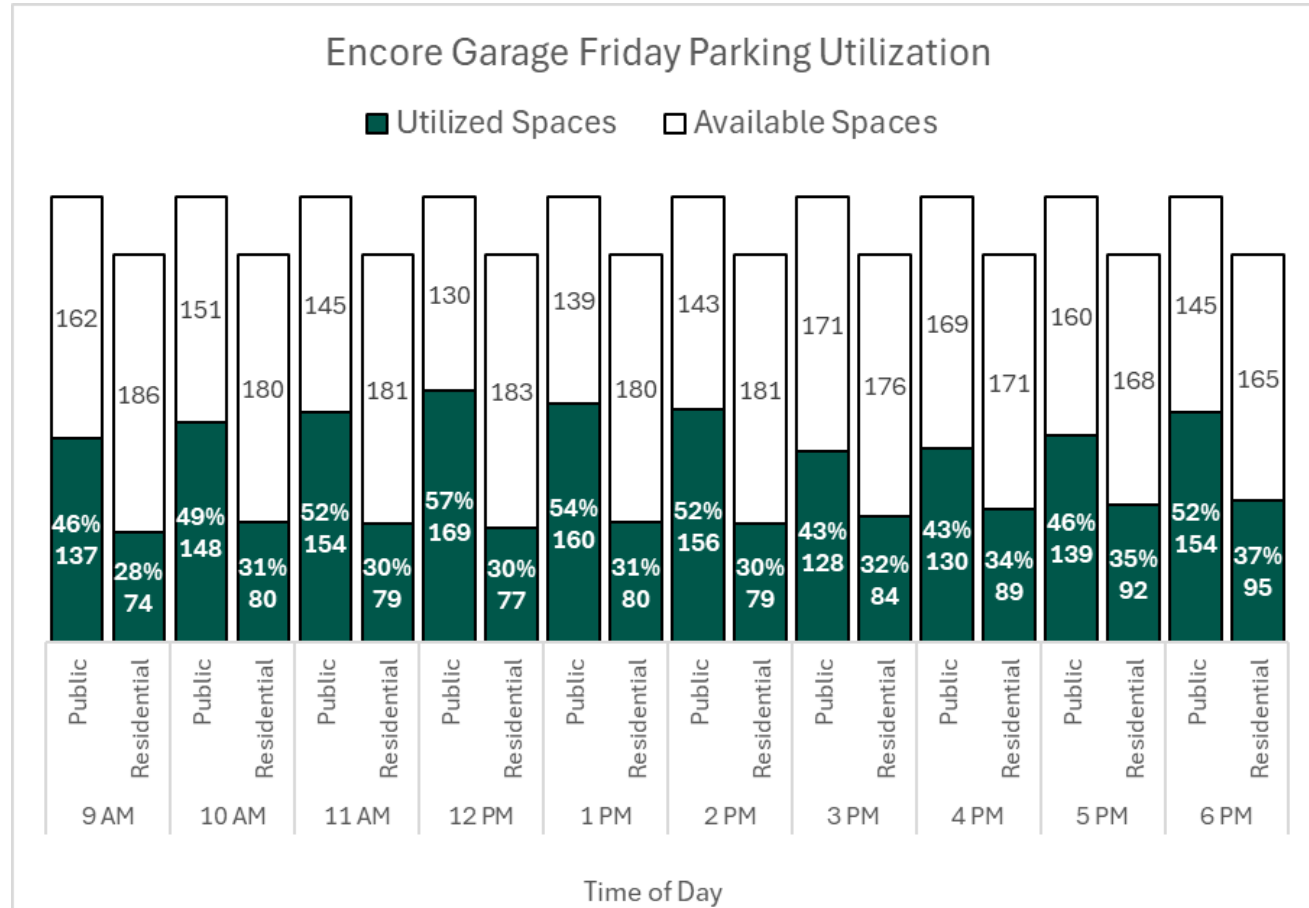
County Garage and Encore Garage Activity



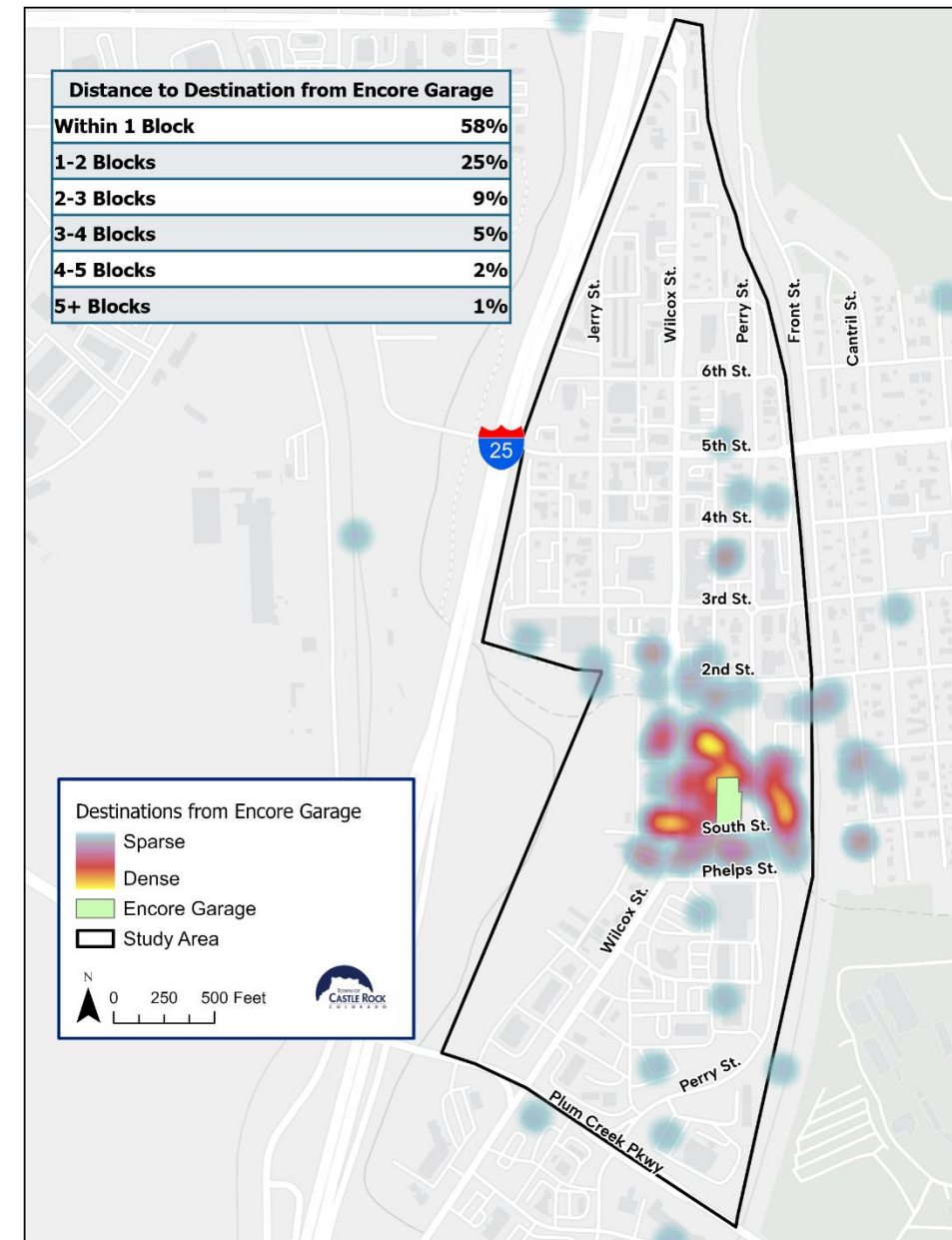
The Encore Garage and the County Garage have more evening activity on a First Friday compared to a typical Friday.

The Encore Garage has more trips ending at it than the County Garage

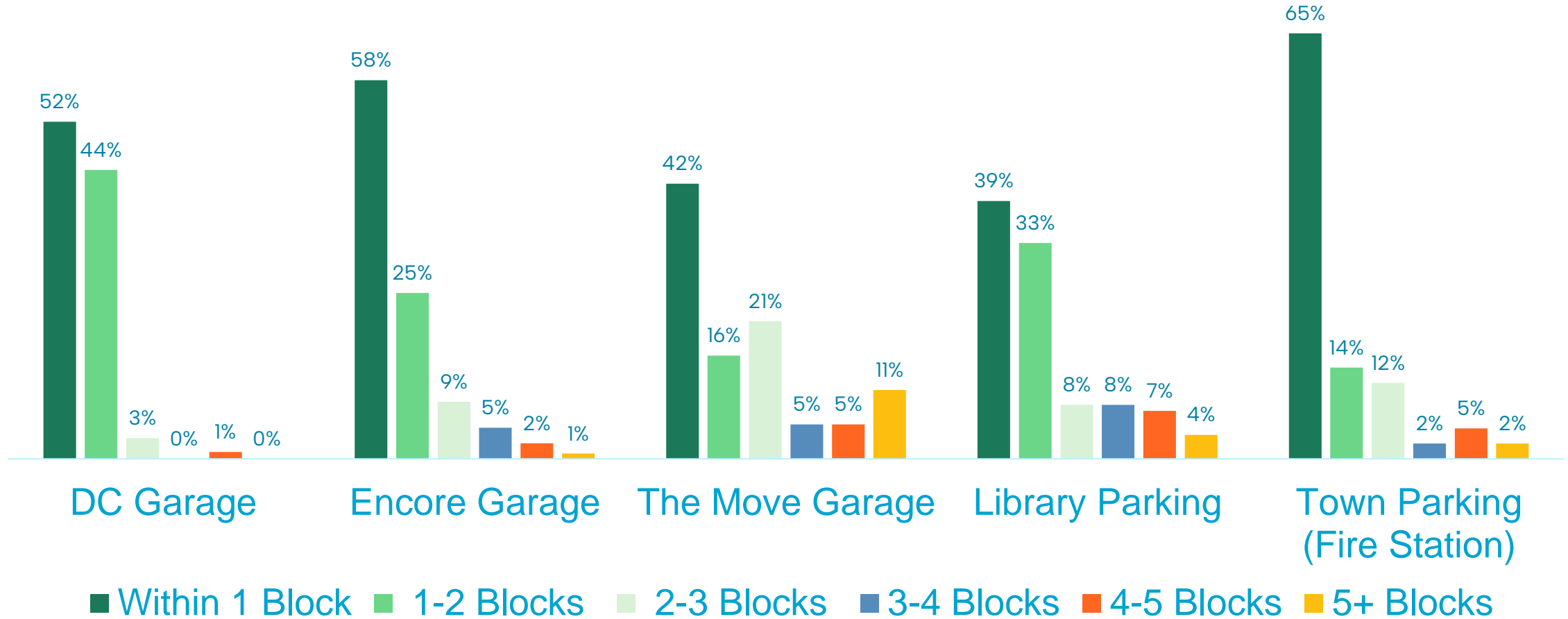
Destination: Encore Garage



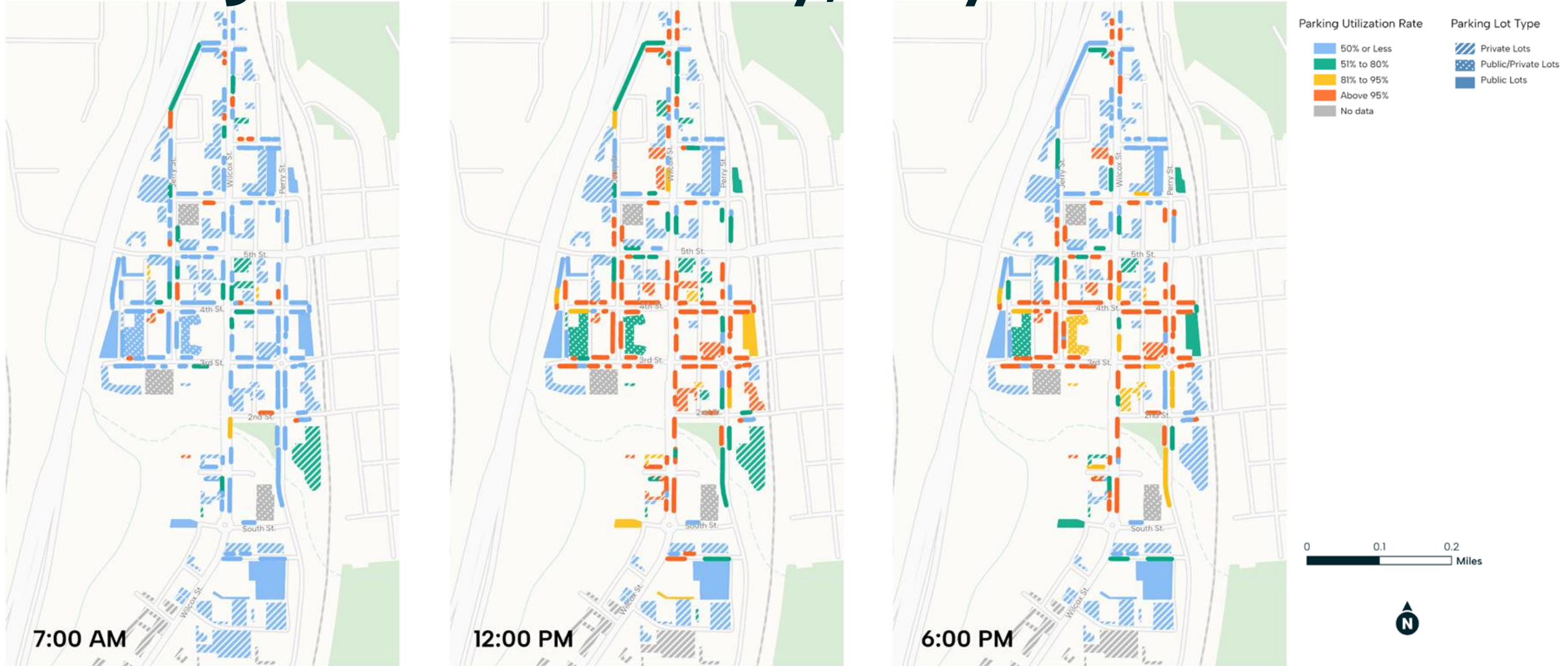
Residential spaces in the Encore garage are not available to the public



Walk Distance to Destination Summary

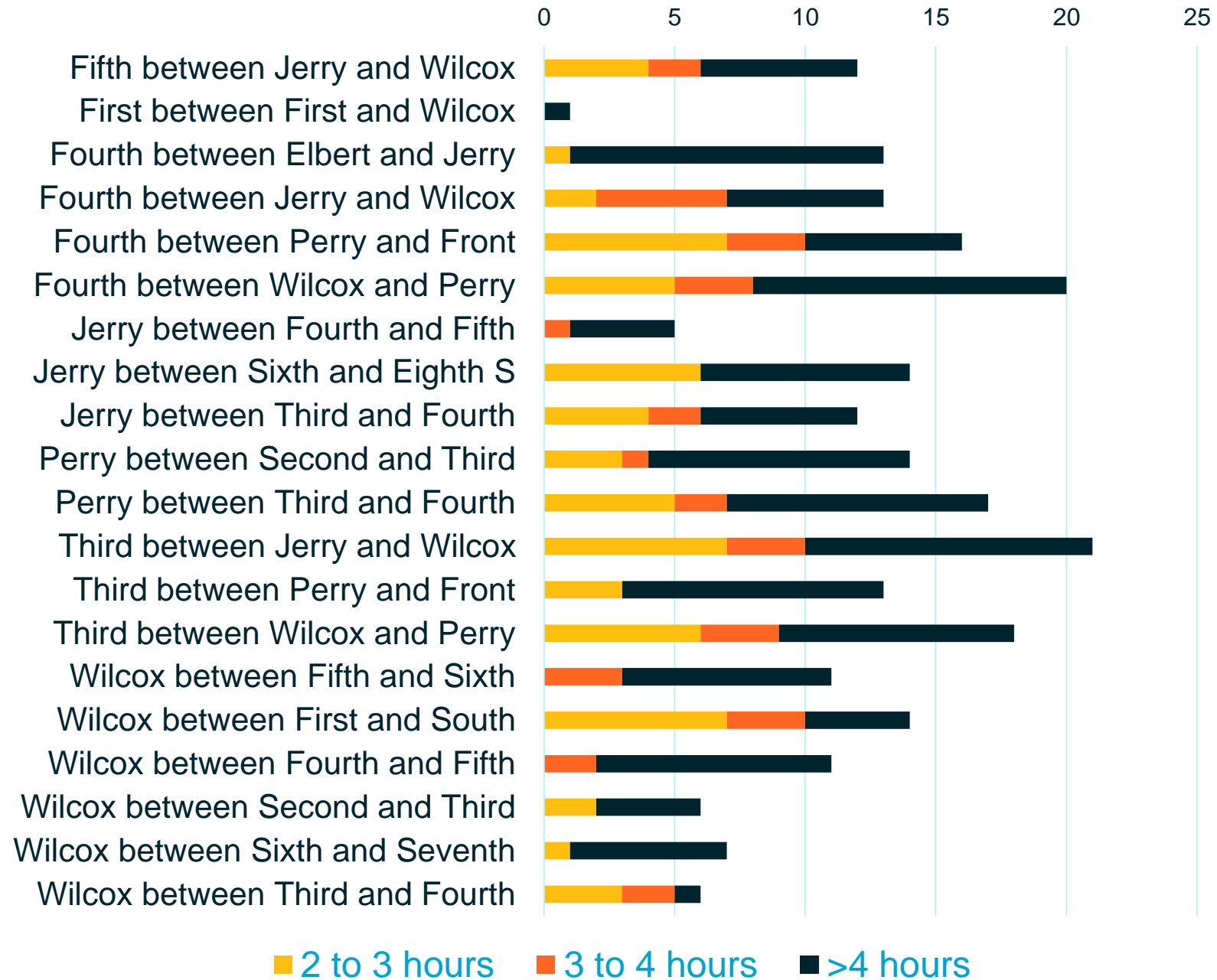


Parking Utilization Friday, July 18



How long do people park? (duration)

Number of vehicles parked more than 2 hours between 8AM and 5PM, Friday July 18



Key Findings & Recommended Strategies

Key Findings

- **Capacity has increased since 2017:**
 - On-street capacity **+13% (+109 spaces)**
 - Combined public & public/private off-street capacity **+113% (+1,307 spaces)**
 - Public/private **(+1,230 spaces)** – Riverwalk, The View, Move, Encore
 - Public **(+77 spaces)**
- **On street parking heavily used** on many core blocks during peak.
- **Garages are underutilized** compared to on street parking.
- **High occupancy with low turnover** can mean people are staying too long, limiting access for others. This happens on some blocks.
- **Special events** trigger need for additional short-term capacity.

Recommended Parking Strategies

- Optimize existing supply before expanding
- Improve the parking user experience
- Support multimodal access and curbside flexibility
- Monitor parking policy and regulations
- Advance equitable, accessible, and targeted enhancements
- Prepare for long-term governance and funding needs

Priorities for Town to Advance

- Wayfinding Study Improvements Implementation – may need to refine/reduce levels of signage
- Consideration of enforcement priority changes
- Monitor changes to number of people parking Downtown – as off-street utilization increases, some strategies should be reconsidered
- Continue reviewing citizen requests for ADA parking and loading



Any Questions?