



TOWN COUNCIL STUDY SESSION AGENDA
November 27, 2017
5:30 PM

I. Town Council Items

II. Study Session Items

1. Police Department Presentation - Peters/Hans - 20 minutes
2. Economic Development Quarterly Update - Carlson - 30 minutes
3. Community Development Update - Fussa/Rogers/Washee-Freeland - 30 minutes
4. Wayfinding Sign Program Update - Munekata/Fussa - 15 minutes



MEMORANDUM

TO: Town Council

FROM: Carolyn Washee-Freeland, Associate Planner
Jason Rogers, Deputy Community Development Director
John Fussa, Community Development Director

DATE: November 14, 2017

SUBJECT: Community Development Monthly Update

ISSUE:

Community Development will provide Town Council with an update on the Downtown Parking Study and Plan implementation. The focus will be how the two hour time limits for on-street parking are working and their impact upon parking activity.

FISCAL/BUDGET IMPACT:

None

BACKGROUND:

In May of 2017, the Town of Parker initiated two hour parking limitations on certain Downtown streets based upon recommendations from the Downtown Parking Study and Plan. The goal of this action is to increase parking turnover and utilization in the Downtown area. In August of 2017, Kimley-Horn conducted a parking analysis to evaluate the impacts of the two hour parking limitations. The analysis indicates that the two hour limitation has achieved the above-referenced goal and had a positive impact upon parking conditions in Downtown. A summary of the analysis follows:

On-Street Parking

The analysis found higher on-street parking turnover in 2017 when compared to 2016. Average parking occupancy in Downtown dropped from 33% in 2016 to 25% in 2017. The average duration of stay for vehicles parked Downtown dropped from 114 minutes to 75 minutes per vehicle, indicating greater parking turnover in 2017 when compared to 2016. In addition, the percentage of parked vehicles observed staying longer than two hours dropped from 19% in 2016 to 7% in 2017. This also indicates greater parking turnover in 2017 when compared to 2016.

Off-Street Parking

The rate of off-street parking utilization between 2016 and 2017 was essentially the same. The

analysis notes that combined occupancy rates for on- and off-street parking indicated a general underutilization of the existing public parking in Downtown in both 2016 and 2017. The Schoolhouse parking lot should be monitored because it will likely experience greater usage after the facility renovations are completed, the Parker Taphouse and Distillery project is constructed and Parker Flats reaches lease up.

Economic Activity in Downtown

Using retail sales tax as a surrogate for economic activity, the monthly sales tax for Downtown increased by 4% between August, 2016 and August, 2017. While other factors may have contributed to this growth, the parking analysis shows an increase in one-time parked vehicles in 2017 compared to 2016. This increase correlates to a greater number of vehicles parking in Downtown and indicates higher parking turnover which seems to have had a positive effect upon economic activity as measured by retail sales tax during this period.

RECOMMENDATION:

REQUESTED DIRECTION:

For informational purposes only.

ATTACHMENT:

None



MEMORANDUM

TO: Michelle Kivela

FROM: Mary Munekata, Associate Planner
John Fussa, Community Development Director

DATE: November 14, 2017

SUBJECT: Wayfinding Sign Program Update

ISSUE:

Community Development will provide Town Council with an update on the current status of the Town-wide Wayfinding Sign Program. Phase 1 of the Program for the Downtown has been completed and Phase 2 is ready to proceed.

FISCAL/BUDGET IMPACT:

Phase 2 budgeted in approved 2017 CIP as part of Town-wide Sign Program. Projected at \$403,276

BACKGROUND:

Wayfinding is an information system that guides people through a physical environment such as the Town of Parker and enhances their access, understanding and experience of the place. The Town hired Merje Environmental Design in March, 2015 as the planning and design consultant to develop a comprehensive Wayfinding Sign Program throughout Parker with the following goals and objectives:

1. **Town Access/Mobility:** The program creates defined routes with information that guides you to and through Parker making it easier to navigate the Town and supporting efforts to improve access to key destinations and local travel
2. **Town Identity:** The program provides information that you have arrived in Parker supporting Town identity, branding and marketing efforts
3. **Town Visitation:** The program identifies that you have arrived in Parker and guides people to major destinations supporting businesses, economic development, marketing and Town events
4. **Town Character/Experience:** The program provides an orderly system of information that is visually pleasing and leverages the substantial Town investment in infrastructure and facilities, improves the experience of traveling through the community and distinguishes the Town from other municipalities in the South Metro region.

The final comprehensive Wayfinding Sign Program including the design, location and quantity of signs was approved by Town Council at the March 14, 2016 Study Session. At that time, staff also obtained Town Council direction to proceed with phased implementation of the project because of the lengthy time needed to obtain CDOT and Douglas County approvals and a desire to initiate early action on the Downtown portion of the Town-wide system. Subsequently, Town Council approved a contract in September, 2016 for the construction/installation of Phase 1 of the Wayfinding Sign Program in Downtown that was completed in Spring, 2017.

Staff has been working on and is ready to proceed with Phase 2 of the Wayfinding Sign Program for most areas outside of Downtown that are necessary to implement the complete system. Phase 2 provides new signage for major Town roads outside of Downtown, E-470 signage and signs in Douglas County at our Town boundaries. Over the past year, staff has worked with and obtained approval from Douglas County and E-470 for Wayfinding signs on their roads. We are still awaiting CDOT approval for Wayfinding signs along Parker Road and the construction/ installation of these signs will constitute Phase 3 which when done will complete the Town-wide Wayfinding Sign Program.

Staff believes that the best approach for advancing Phase 2 of the Wayfinding Signage Program is to work with the contractor from Phase 1, Al Lenzi Group, Inc. They performed well on Phase 1 and it was successfully completed earlier this year. Proceeding with this same contractor would only require a contract amendment. The Town benefits from the continuity that this approach provides.

RECOMMENDATION:

For informational purposes

REQUESTED DIRECTION:

For informational purposes

ATTACHMENT:

None