



TOWN COUNCIL STUDY SESSION AGENDA
November 12, 2019
5:30 PM

I. Town Council Items

II. Study Session Items

1. Hess and Chambers Road Sub Area Plan - Washee-Freeland/Matthews - 20 minutes
2. Revised Sign Kiosk Program - Washee-Freeland - 15 minutes



MEMORANDUM

TO: Mayor and Town Council

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

DATE: November 12, 2019

SUBJECT: Chambers and Hess Road Sub-Area Plan Update

ISSUE:

The Community Development Department has identified the need for the Town to do additional analysis, conceptual design and planning for key development areas many of which are identified as Community and Neighborhood Centers in the Parker 2035 Master Plan. This is driven by three (3) principal factors:

1. Providing additional analysis, guidance and recommendations for the identified Community and Neighborhood Centers because the Master Plan and zoning provide a limited framework for development.
2. Gaining a better understanding of the commercial potential for key development areas most of which are zoned as Planned Development. There is also a need to determine if expectations for future commercial development are realistic given market demand, zoning and access criteria.
3. Responding to the challenges of recent proposals for key development areas such as the Neighborhood Center in Trails at Crowfoot where the developer failed to include much commercial development with their project.

The Chambers and Hess Road Sub-Area Plan (the Plan) is the first such effort and was initiated in early 2019 to set the framework for this key development area.

FISCAL/BUDGET IMPACT:

None

BACKGROUND:

The Chambers and Hess Road Sub-Area Plan (the Plan) is a long-range plan for this Community Center that provides a framework and additional guidance for future development. It is being prepared with a focus upon land use, transportation and projected market demand.

The Plan will become part of the Parker 2035 Master Plan once staff completes the project and the Town Council adopts it.

The Plan was initiated in early 2019 by the Planning and Economic Development Divisions of the Community Development Department. The Department has also partnered with the Engineering/Public Works and Parks on the Plan. Stakeholders include current property owners, adjacent residential neighborhoods and developers interested in the area.

The Plan encompasses a Study Area with five (5) parcels centered upon the intersection of Chambers and Hess Roads. The parcels are zoned for Planned Development with commercial and mixed-use planning areas. This includes three (3) commercial and one (1) mixed-use planning area located within the Anthology North Planned Development south of Hess Road. It also includes a commercial planning area within the Douglas 234 Planned Development at the northeast corner of the intersection. Together, the Study Area comprises nearly 60 acres of vacant land planned and zoned for future commercial development.

Overview of the Plan

The purpose of the Plan is to provide for a detailed framework that will guide future development in the Study area based upon an analysis of market demand, evaluation of commercial viability, review of transportation infrastructure (roads, access) and related considerations. The Plan recommendations will address future land use, zoning and conceptual design.

To date, the completed Plan elements include:

1. Market study for the study area
2. Abbreviated traffic analysis
3. Site constraints analysis
4. Existing conditions research; and
5. Identifying recommendations for the future land use plan.

Staff has structured the Plan with directed community engagement activities including a Let's Talk Parker project page, community survey and two (2) community open houses. The first community open house was held at the PACE Center on October 9, 2019 and was well attended. The focus of the open house was an overview of the Plan and summary of the recently completed survey. The second community open house will be scheduled prior to completion of the Plan.

Staff recently presented the Planning Commission with a Plan update and they have indicated their support for the effort as well as the analysis and recommendations to date.

RECOMMENDATION:

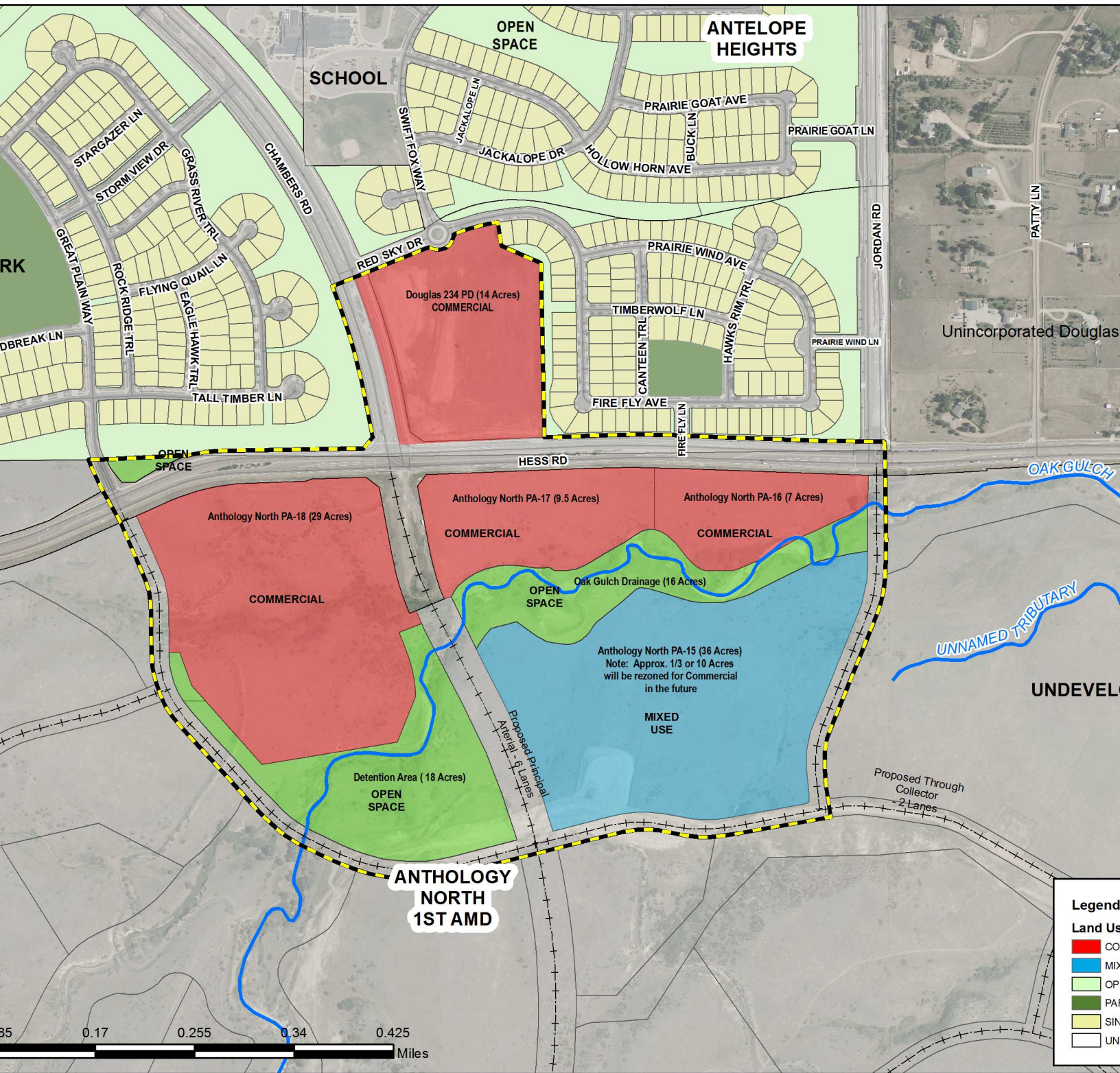
Staff requests Town Council support for the Chambers and Hess Road Sub-Area Plan and direction to proceed to project completion with a public hearing for adoption in early 2020.

REQUESTED DIRECTION:

Staff wishes to update Town Council about the Chambers and Hess Road Sub-Area Plan and provide an opportunity for Council input, direction.

ATTACHMENT:

1. Chambers Subarea Plan Study Area





MEMORANDUM

TO: Mayor and Town Council

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

DATE: November 12, 2019

SUBJECT: Updated Sign Kiosk Program Follow-up

ISSUE:

The Town Council recently approved Ordinance 5.77.1, amending Section 10.13.080 of the Parker Municipal Code concerning the Sign Kiosk Program, at the October 20, 2019 meeting. Prior to the meeting, Council requested additional information about the Kiosk Program and potential next steps during agenda review. Staff will present additional information and discuss next steps at the Study Session.

FISCAL/BUDGET IMPACT:

None

BACKGROUND:

On October 20, 2019, Town Council approved Ordinance 5.77.1 which updates the Town's Sign Kiosk Program. The Ordinance Amendment allows the Town to work with third party vendors as part of the Town's way-finding sign program for homebuilders seeking to market their developments. It is intended to provide for an orderly approach to homebuilder marketing signage which if unaddressed may result in the proliferation of marketing signs throughout Town given the substantial residential development that will occur in the future.

The Sign Kiosk Program is intended preserve the Town's desirable visual environment and mitigate sign clutter. The Program would achieve this through the installation of coordinated kiosks with signage providing directional information to homebuyers wishing to visit new residential developments in Town. It would be administered through the Community Development Department if Town Council directs staff to proceed with implementation.

There are several communities in the area that operate a Sign Kiosk Program utilizing third

party vendors including Castle Rock and Aurora. The benefits of this approach include:

1. The Program would generate revenue from a third party vendor(s) for the right to operate it and use Town right-of-way
2. The responsibility for operation of the Program and maintenance of Sign Kiosks would be shifted to a third party vendor(s)
3. The Town would maintain control over the design, location and permitting of Sign Kiosks

A Request for Proposals (RFP) to third party vendors would be prepared by the Finance Department Procurement Office if the Town Council directs staff to proceed with implementation of an updated Sign Kiosk Program.

RECOMMENDATION:

Staff requests that Town Council support the updated Sign Kiosk Program and direct the preparation of a RFP to third party vendors for implementation.

REQUESTED DIRECTION:

Staff requests direction from Town Council with respect to the implementation of an updated Sign Kiosk Program.

ATTACHMENT:

1. Overview of the Sign Kiosk Program Presentation



Overview of the Kiosk Program – Ordinance 5.77.1

Town Council Study Session
November 12, 2019



COMMUNITY DEVELOPMENT
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Project Background

Original Kiosk Program

- The Town established a sign kiosk program in 2007; administered by Community Development - Neighborhood Services
- Program was discontinued in 2017 due to lack of homebuilder interest
- All existing builder sign kiosks were removed by the Town in 2018

New Kiosk Program

- New program proposed to be reinstated due to increased activity in the Town's housing market
- A number of new subdivisions under construction & planned over the next 10 years
- Homebuilders have expressed interest in participating in a wayfinding kiosk program in Town
- Other communities have established programs such as Castle Rock & Aurora



Benefits for the Town

**Allows
Town to
Effectively
Manage &
Approve:**

- Process to promote a desirable visual environment & reduce sign clutter
- Style & design of sign panels
- Process for builder to participate in program
- License agreements for kiosk locations in Town-owned Rights-of-Way
- Designee oversight for administration of Kiosk Program for the Town; and
- Designee will share part of the total revenues from the program with the Town



Town Council Direction & Next Steps

- Town Council provides direction to Staff
- Procurement Office to issue RFP in first Quarter 2020
- Successful vendor selected under contract by the end of the second Quarter 2020
- Staff to update Town Council periodically



Questions?



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