



TOWN COUNCIL STUDY SESSION AGENDA
September 13, 2021
5:00 PM

I. Town Council Items

II. Study Session Items

1. Residential Sign Kiosk Program Update - Guest/Fussa/Mestdaggh - 30 minutes
2. My Mainstreet Next Steps - Feazell - 45 minutes
3. Review Future Council Agendas - Hoffmann - 30 minutes

III. Follow-Up Items to Council

These items are not intended for discussion, but are another resource to provide follow-up information to the Town Council and public.

1. Anthology Ground Water Concerns



MEMORANDUM

TO: Honorable Mayor and Members of Town Council

FROM: John Fussa, Community Development Director
Mary Munekata, Senior Planner
Alex Mestdagh, Engineering Service Manager

DATE: September 13, 2021

SUBJECT: Residential Sign Kiosk Program Update

ISSUE:

The Community Development Department, Engineering/Public Works Department and the selected vendor, National Sign Plazas, wish to update the Town Council about the Residential Sign Kiosk Program.

FISCAL/BUDGET IMPACT:

Revenue Positive: \$17,100 first year and up to \$42,750 annually thereafter (estimated)

BACKGROUND:

The Community Development and Finance Departments last updated the Town Council about the Residential Sign Kiosk Program (the Program) at the March 8, 2021 Study Session. The Council agreed with the staff recommendation to proceed with the Program to create a comprehensive system of way-finding signs for residential homebuilders that is intended to provide the public with directional information to the many residential developments that are currently under construction and/or marketing recently built homes in the Town. The Council also agreed with the staff recommendation to procure a private sector partner with expertise in creating this type of sign system. The two (2) Departments collaborated on the procurement process and the Town has entered into an agreement with local firm National Sign Plazas as our private sector partner to operate the Program. The operation of the Program including all sign design, fabrication, installation and maintenance, is subject to Town review and approval.

The staff team and National Sign Plazas wish to update the Town Council about the design development process and obtain the following input:

1. Comments about design intent for the preliminary design of the planned signs and sign system.
2. Direction to proceed with final design, subject to any comments that the Council may have about the preliminary design.
3. Authorization for staff to approve the final design, subject to any comments that the Council may have about the preliminary design.
4. Direction to proceed with placing the resolution required by Municipal Code Section 10.13.080 - Kiosk Program on the October 4, 2021 Town Council meeting agenda for

Council approval.

RECOMMENDATION:

Staff requests the following from Town Council:

1. Input about the preliminary design of the planned signs and sign system
2. Direction to proceed with final design of the planned signs and sign system
3. Authorization for staff to approve the final design subject to Council comments
4. Direction to schedule the resolution required by Section 10.13.080 of the Municipal Code for Town Council approval at the October 4, 2021 meeting

REQUESTED DIRECTION:

Staff requests input regarding the preliminary design of the signs and sign system as well as direction to proceed with final design and the required resolution for Town Council approval pursuant to Municipal Code Section 10.13.080 - Kiosk Program.

ATTACHMENT:

1. Staff Memo_Res. Sign Kiosk_TC Study Session_3-8-21



MEMORANDUM

TO: The Honorable Mayor and Members of Town Council

FROM: John Fussa, Community Development Director
Mary Munekata, Senior Planner
Traci Gorman, Procurement Officer

DATE: March 8, 2021

SUBJECT: Residential Sign Kiosk Program

ISSUE:

Staff from the Community Development and Finance Departments wish to update the Town Council about the Residential Sign Kiosk Program.

FISCAL/BUDGET IMPACT:

Revenue positive: \$17,100 first year and \$42,750 annual thereafter (estimated)

BACKGROUND:

The Residential Sign Kiosk Program is intended to provide a comprehensive, planned approach to residential homebuilder signage throughout Town. The benefits of the Sign Kiosk Program include allowing homebuilder signage in Town approved locations only, promoting a desirable visual environment through coordination of such signage and mitigating against a proliferation of unauthorized signage advertising new residential development. This Program is intended to be operated by a private vendor and replaces a prior Town administered effort dating to 2007 that was unsuccessful and ultimately ended by Town Council action in 2017.

For background, Town Council is advised of the following dates as they relate to the the Residential Sign Kiosk Program:

- February 26, 2007: Town Council approves, establishes the Residential Sign Kiosk Program
- July 22, 2013: Town Council approves revisions to the Residential Sign Kiosk Program requested by the Homebuilder's Association (HBA)
- June 25, 2018: Town Council approves staff recommendation to discontinue Town operated Residential Sign Kiosk Program
- October 21, 2019: Town Council approves ordinance amendment allowing private vendors to participate in the Residential Sign Kiosk Program
- November 12, 2019: Town Council directs staff to proceed with updated Residential Sign Kiosk Program using private vendors

Staff received direction to proceed with the planned Residential Sign Kiosk Program from Town Council on November 12, 2019. We attempted to proceed with implementation in 2020 but the

effort has been delayed by the impacts of the COVID-19 pandemic, staffing limitations and an unsuccessful Request for Proposal (RFP) Process in 2020. The need for a coordinated approach to homebuilder signage has only increased since last year due to continued residential development, the proliferation of homebuilder signage advertising new residential subdivisions and the lack of a Town approved alternative to the ad hoc placement of such signage by homebuilders throughout the community.

Staff plans to proceed with implementation of the Residential Sign Kiosk Program in 2021 and has recently completed a successful competitive RFP process. However, staff believes there is a need to update the current Town Council, provide information about the Sign Kiosk Program and affirm the direction to proceed given in late 2019. The Program will have the following major elements to be handled by the recommended private vendor:

- A comprehensive plan for the future location of homebuilder signage in appropriate locations throughout Town. The signs will be in Town approved locations along municipal roads and rights-of-way.
- A sign design and typology approved by the Town including color scheme, design elements, height and materials.
- Installation and maintenance of all signs and the sign system by the private vendor.
- Updating of signs and the sign system as necessary to address new residential development as it is constructed and completed.
- Annual payment to the Town by the private vendor for the right to operate the Program and use of municipal roads and rights-of-way.

Staff is prepared to negotiate an agreement with the recommended private vendor, National Sign Plazas, Inc., that has been identified through the competitive RFP process assuming the Town Council continues to support the Residential Sign Kiosk Program. They have experience with operating similar homebuilder signage programs for municipalities throughout the western U.S. including for the Town of Castle Rock. Procurement Officer Traci Gorman will be available at the meeting to address questions about the RFP process and the submitted proposal by the recommended private vendor.

Staff will update the Town Council periodically regarding the implementation of the Residential Sign Kiosk Program including the planning and design of the sign system and coordination with residential developers as well as the Home Builders Association of Metro Denver.

Staff has attached a copy of the previous staff memorandum and presentation provided to the Town Council for the November 12, 2019 Town Council Study Session at which the Council gave direction to proceed with the implementation of the Residential Sign Kiosk Program using a private vendor.

RECOMMENDATION:

Proceed with implementation of the Residential Sign Kiosk Program

REQUESTED DIRECTION:

Staff update and request for direction to proceed

ATTACHMENT:

1. Overview Town Sign Kiosk Program TC SS 11.12.2019 (2)



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
DEPARTMENT



PARKER
COLORADO

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?



COMMUNITY DEVELOPMENT
DEPARTMENT



PARKER
COLORADO



MEMORANDUM

TO: Honorable Mayor and Members of Town Council
FROM: Weldy Feazell, Redevelopment Manager
DATE: September 13, 2021
SUBJECT: My Mainstreet Next Steps

ISSUE:

My Mainstreet next steps.

FISCAL/BUDGET IMPACT:

None at this time.

BACKGROUND:

Following up from the Town Council retreat in July, staff will be presenting the next steps for the My Mainstreet parcels. This presentation includes a review of the direction and uses for each of the five parcels and staff's recommended path forward to marketing and selling the properties.

RECOMMENDATION:

Staff recommends moving forward with a Request for Qualifications for real estate transaction and advisory services.

REQUESTED DIRECTION:

Staff is seeking direction from Town Council on proceeding with the staff recommendations to solicit real estate transaction and advisory services.

ATTACHMENT:

None

TOWN OF PARKER COUNCIL AGENDA

September 20, 2021

Notes:

Town Council meeting packets are prepared several days prior to the meeting. This information is reviewed and studied by the Councilmembers eliminating lengthy discussions to gain a basic understanding. Timely action and short discussion on agenda items does not reflect lack of thought or analysis on the part of Council.

Ordinances listed for first reading are being approved to introduce them. Public comment will be held upon second reading.

Start times for regular agenda items are tentative; some items may be held earlier than scheduled time.

Public comment for items that are not on the agenda may be made in person, by Zoom or electronically at <http://parkeronline.org/CouncilPublicComment>. For those unable to provide comments in person, electronically through the website or via Zoom, please contact the Clerk's Office to make alternative arrangements. The Town Clerk can be reached at 303-805-3198. Public comments provided electronically through the website that are provided by 5:00 p.m. on the day of the regular or special Town Council meeting will be provided to the Town Council and will be included with the approved minutes of the Town Council meeting.

Virtual Public Participation by Zoom Webinar: Instructions on how to participate in the public comment or public hearing part of the meeting are available by viewing the individual Town Council meeting listings on the Town's online calendar at www.parkeronline.org/calendar.

Public Viewing Only - Facebook Live: Town Council meetings may be viewed through Facebook Live from the Town of Parker website: www.facebook.com/townofparkerco.

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1. TOWN COUNCIL MEETING SCHEDULE

- A. 5:00 P.M. – Call to Order Town Council Meeting and Roll Call**
- B. Executive Session – Immediately following Call to Order/Roll Call – (See Attached)**
- C. Reconvene Town Council Meeting at 7:00 P.M. or as soon thereafter as the regular public meeting can be conducted.**

2. PUBLIC COMMENTS (No action will be taken on these items.) *Public Comment is an opportunity for Town residents and other interested individuals to speak about items that are NOT on the agenda. This comment period is limited to 30 minutes total time, with each individual allowed a maximum of 3 minutes to speak. You must sign up ahead of time in order to comment, and that sign up begins 30 minutes before the start of the meeting. The Council will accommodate as many speakers as possible during this time—with preference to Town residents—but if public comment extends beyond the allotted 30 minutes, Town Council will continue the comment period at the end of the meeting, prior to adjourning for those who signed up before the meeting.*

3. REPORTS, ITEMS AND COMMENTS FROM MAYOR AND COUNCIL

4. CONSENT AGENDA

Consent Agenda Items are considered to be routine and will be enacted by one motion and vote. There will be no separate discussion of Consent Agenda Items unless Council votes to remove an item for individual discussion. Ordinances on the Consent Agenda are for introduction only and will not be removed for discussion.

A. *APPROVAL OF MINUTES - September 7, 2021*

B. *CONTRACTS OVER \$100,000*

1. *High Plains Trail IREA Powerline Relocation Construction Contract*

Amount: \$228,000

Contractor: IREA (now Core Electric Cooperative)

Department: Parks, Recreation and Open Space, Brett Collins

5. **ORDINANCES**

A. **ORDINANCE NO. 9.339 - Second Reading (Continued from August 2, 2021)**

A Bill for an Ordinance Approving the Agreement Regarding Design and Construction of Drainage and Flood Control Improvements for Newlin Gulch at Recreation Drive (Agreement No. 21-05.23, Project No. 108504) by and between Urban Drainage and Flood Control District d/b/a Mile High Flood District and the Town of Parker

Department: Engineering and Public Works, Michael Grabczyk

B. **ORDINANCE NO. 9.332 - Second Reading**

A Bill for an Ordinance to Approve the Intergovernmental Agreement Among Arapahoe County, the Town of Parker, and the City of Aurora Regarding High Plains Regional Trail Maintenance

Department: Parks, Recreation and Open Space, Brett Collins

C. **ORDINANCE NO. 12.03.6 – Second Reading**

A Bill for an Ordinance to Amend Chapter 12.02 of the Parker Municipal Code Concerning Electric-Powered Wheeled Devices, Trail Speeds and Other Code Updates

Department: Town Attorney, Jamie Wynn

D. **ORDINANCE NO. 5.03.8 – Second Reading**

A Bill for an Ordinance to Amend Chapter 7.01 of the Town of the Parker Municipal Code Concerning Electric Personal Assistive Mobility Devices

Department: Town Attorney, Jamie Wynn

6. **RESOLUTIONS**

A. **RESOLUTION NO. 21-037**

A Resolution to Exempt Amendments to the Civic Center Filing No. 1, 1st Amendment, Subdivision Exemption Plat from the Definition of Subdivision and Subdivided Land as Contained in the Town of Parker Land Development Ordinance

Department: Community Development, Stacey Nerger

B. **RESOLUTION NO. 21-038**

**A Resolution to Consent to the Assignment and Assumption By and Between Leila Peaslee
Residuary Trust and Howard R. Peaslee, and Plaza Street Partners, LLC**

Department: Town Attorney, Jim Maloney

7. PUBLIC HEARINGS

A. NEWLIN CROSSING METROPOLITAN DISTRICT

Department: Town Attorney, Kristin Hoffmann

- 1. RESOLUTION NO. 21-039
A Resolution to Approve the Service Plan for Newlin Crossing Metropolitan District**
- 2. ORDINANCE NO. 9.340 – Second Reading
A Bill for an Ordinance to Approve the Intergovernmental Agreement By and Between
the Town of Parker and Newlin Crossing Metropolitan District**
- 3. First Amendment to Annexation Agreement**

8. PUBLIC COMMENTS CONTINUED IF NECESSARY

9. ADJOURNMENT

TOWN OF PARKER COUNCIL AGENDA

October 4, 2021

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2. PARKER CHAMBER OF COMMERCE UPDATES

3. DOWNTOWN BUSINESS ALLIANCE UPDATES

- 4. PUBLIC COMMENTS (No action will be taken on these items.)** *Public Comment is an opportunity for Town residents and other interested individuals to speak about items that are NOT on the agenda. This comment period is limited to 30 minutes total time, with each individual allowed a maximum of 3 minutes to speak. You must sign up ahead of time in order to comment, and that sign up begins 30 minutes before the start of the meeting. The Council will accommodate as many speakers as possible during this time—with preference to Town residents—but if public comment extends beyond the allotted 30 minutes, Town Council will continue the comment period at the end of the meeting, prior to adjourning for those who signed up before the meeting.*

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- A. *APPROVAL OF MINUTES - September 20, 2021*
- B. *ORDINANCE NO. 1.551 - First Reading*
A Bill for an Ordinance to Approve the State and Local Government Master Cost Per Image Agreement By and Between the Town of Parker and Xerox Financial Services LLC
Department: Information Technology, Matt Lynch
Second Reading: October 18, 2021
- C. *AMENDED AND RESTATED SUBDIVISION AGREEMENT Stroh Ranch Filing No. 16 (Hunter's Chase)*
Department: Community Development, Bryce Matthews
- D. *RESOLUTION NO. 21-041*
A Resolution to Approve the Fifteenth Amendment to Town Attorney Employment Agreement
Department: Town Council
- E. *RESOLUTION NO. 21-042*
A Resolution Finding Substantial Compliance of the Pine Drive Property's Annexation Petition with C.R.S. § 31-12-107 and Setting a Public Hearing on November 15, 2021, for the Purpose of Considering Said Annexation
Department: Community Development, Stacey Nerger
- F. *RESOLUTION NO. 21-040*
A Resolution to Approve the First Amendment to Amended and Restated Employment Agreement for the Town Administrator
Department: Town Council
- G. *CONTRACTS OVER \$100,000*
1. *Final Design Contract for Mainstreet North Sidewalk (Victorian Drive to the Eastern Boundary of Town & County Village Townhomes)*
Amount:
Contractor: Stanley Consultants, Inc.
Department: Engineering and Public Works, Bob Exstrom
2. *Conceptual/Preliminary Design Contract for Dransfeldt Widening (Mainstreet to Pony Express)*
Amount:
Contractor: Felsburg Holt & Ullevig

Department: Engineering and Public Works, Bob Exstrom

H. PROCLAMATION - Community Development Month - October 2021

7. RESOLUTIONS

RESOLUTION NO. 21-021 (Tentative)

Kiosk Resolution

Department: Community Development, John Fussa

8. PUBLIC COMMENTS CONTINUED IF NECESSARY

9. ADJOURNMENT



To: Mayor and Town Council

Date: August 20, 2021

From: Tom Williams, PE., Director of Engineering and Public Works

Cc: Michelle Kivela, Town Administrator

Subject: Anthology Groundwater Concerns

The purpose of this memo is to provide Town Council with additional information regarding the concerns voiced by citizens at the August 2nd Town Council meeting. The concerns were regarding “excessive discharges” from residential sump pumps within new developments adjacent to the proposed Anthology North development.

These concerns are relatively common in newer residential developments, as the Town regularly receives complaints regarding consistent sump discharges that are not related to stormwater events. These issues are likely caused by over-irrigation of the new turf and landscaping in the neighborhood, and also potentially by groundwater in the area. The majority of these cases are minor nuisance conditions, as homeowners object to portions of these flows running over the sidewalk or keeping areas of their lots saturated.

Many of these residents request chase drains, which run a concrete channel under the sidewalk to the curb and gutter, in hopes of eliminating wet sidewalks and reducing their effort needed to keep sidewalks free of ice and related buildup in the winter months. However, in Staff’s experience these conditions are generally temporary in nature and tend to alleviate themselves as neighborhoods mature. Most of the residential chase drains that were installed by the Town over the years, under similar conditions, are now dry and do not carry any nuisance flows.

Staff has recently visited the neighborhoods that were represented at the August 2nd Town Council Meeting. There is some evidence of sump flows potentially caused by groundwater, but Staff did not observe widespread or severe issues beyond that typically associated with new subdivisions. While there may be short-term nuisance conditions in this area due to over-irrigation or groundwater, those issues are not likely to be a lasting issue in the neighborhood. Ultimately, because the Town’s Municipal Code and Stormwater Criteria does not address regulation of groundwater, the responsibility for dealing with such issues falls to the developer and/or property owner. Staff has brought these issues to the attention of Century Communities, who is the builder of most of these new developments, and has asked them to work with the residents where appropriate.