



TOWN COUNCIL STUDY SESSION AGENDA
September 9, 2024
5:00 PM

I. Study Session Items

1. Parker Cultural and Scientific Commission Report - Glassburn/PCSC Commissioners - 30 minutes
2. Car Wash Follow Up Discussion - Fussa/Matthews - 30 minutes
3. Downtown Parking Discussion - Kivela/Fussa/Williams - 30 minutes
4. Memorials/Recognition Discussion - Hogan/Williams - 30 minutes
5. National League of Cities Update - Barrington - 30 minutes

II. Staff Updates

III. Town Council Updates/Items



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Carrie Glassburn, Cultural Director
DATE: September 9, 2024
SUBJECT: Parker Cultural and Scientific Committee Report

ISSUE:

As the Town Council appoints Parker Cultural and Scientific Commission members, the PCSC Commissioners wish to update the Council on the projects and programs they have completed, and are working on with Parker Arts staff.

FISCAL/BUDGET IMPACT:

The Cultural Commission's efforts include increasing awareness of Parker Arts' programming, attracting new patrons and members, and helping Parker Arts qualify for grant funding.

BACKGROUND:

The current Parker and Scientific Commission consists of twelve members of the community who advise the Parker Arts staff on potential programming and assist with the planning and implementation of various community events. The PCSC would like to update the Town Council on their latest accomplishments and upcoming plans.

RECOMMENDATION:

None.

REQUESTED DIRECTION:

This presentation is for informational purposes only.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: John Fussa, Community Development Director
Bryce Matthews, Assistant Director - Planning
DATE: September 9, 2024
SUBJECT: Car Wash Follow Up Discussion

ISSUE:

Community Development staff will have a fourth discussion with the Town Council about car washes with a focus upon where this use may be developed in the future.

FISCAL/BUDGET IMPACT:

None

BACKGROUND:

Town Council requested a discussion of car washes at the January 2, 2024 Town Council meeting. As requested, the Community Development Department had a discussion with the Town Council about car washes and similar auto-oriented uses at the February 12, 2024, April 8, 2024 and August 12, 2024 Study Sessions. The discussions ranged across several topics including community perception, design issues, economic benefits (or lack thereof), how the use is addressed in the LDO Modernization, market considerations and the future growth of this use.

At the August 12, 2024 Study Session, the Town Council requested that the Community Development Department further research the impacts of a policy that would allow for a maximum of two (2) car washes within 660-feet of a *Hard Corner*. A *Hard Corner* is defined in the Land Development Ordinance and "...means any parcel of land located on any corner at the intersection of key arterials and/or major collectors." The staff worked with the Town's GIS team to complete this research and prepare a map showing the requested information. Staff will review the map with the Town Council at the September 9, 2024 Study Session.

Attached to this memorandum is a map showing existing car washes, locations where they may be developed in the future and a graphic depiction of areas that are 660-feet from a *Hard Corner*. This map illustrates where car washes are permitted and may be developed in the future for Town Council discussion and direction to staff, if any.

The primary options with regard to the issue of car washes available to the Town Council are as follows:

1. **Do Nothing:** Car washes would be permitted and may be developed in areas where the LDO currently permits them.
2. **Moratorium:** Consider and impose a moratorium on car washes as a permitted use to

further evaluate the issues that the Town Council has identified as a public concern and prepare recommendations for follow-up action, if any.

3. **Align Standards:** Amend the LDO to align the standards and limitations for car washes with those for fuel sales (gas stations). The fuel sales (gas station) standards require a minimum 500-foot buffer to schools and other sensitive uses; minimum 250-foot buffer to a *Hard Corner* or residentially zoned property; and a maximum of two (2) such uses within 660-feet of a *Hard Corner*. The merits of this approach were discussed at the August 12, 2024 Study Session.
4. **Require Approval by Special Review:** Amend the LDO to require that car washes only be permitted as a Use by Special Review that must be approved by the Town Council at public hearing. Currently, the LDO permits car washes as a use by-right in certain zone districts and as a Use by Special Review in other zone districts. This approach would maximize Town Council control over development proposals for car washes where they are permitted by zoning.
5. **Prohibit Car Washes:** Amend the LDO to eliminate car washes as a permitted use, whether by-right or Use by Special Review, in certain areas of the Town or on a Town-wide basis.

Community Development staff believes that option #3, Align Standards, has merit from a planning perspective and requests direction about this and any other options the Town Council wishes to consider.

RECOMMENDATION:

For Town Council discussion and direction to staff, if any.

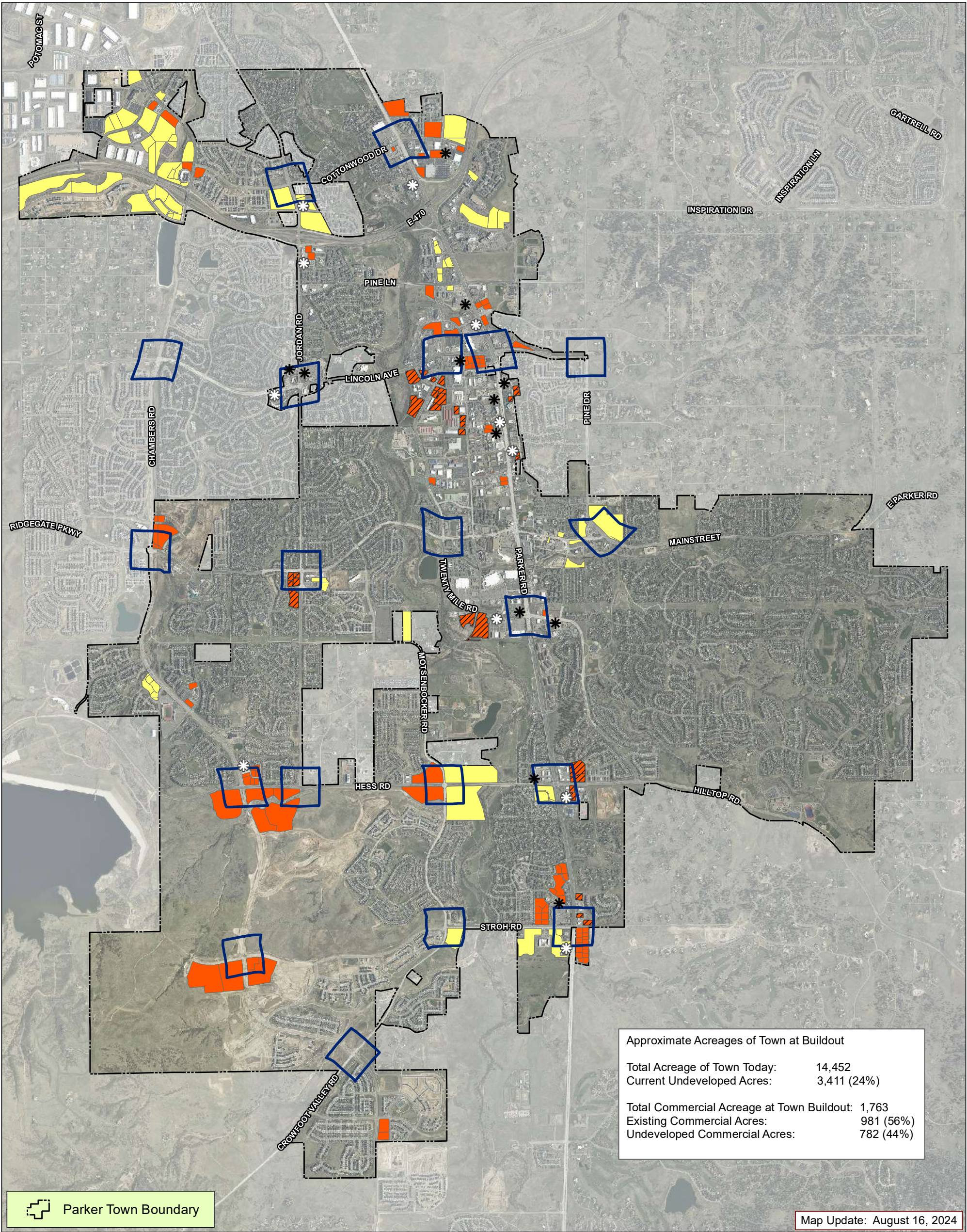
REQUESTED DIRECTION:

For Town Council discussion and direction to staff, if any.

ATTACHMENT:

1. Updated Map_Car Washes @ Hard Corners_August 2024

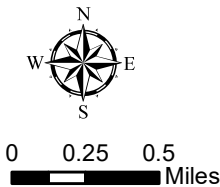
Car Wash Allowed Use on Vacant Land



Car Wash Allowance on Vacant Land

- Car Wash Permitted / Allowed by Right (approximately 316 acres)
- Car Wash Permitted / Use by Special Review (approximately 73 acres)
- Car Wash Not Permitted (approximately 408 acres)

- Existing Car Wash (12 properties / 14 acres)
- Existing Car Wash at Gas Station (11 properties / 15.5 acres)
- Hard Corners





MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Michelle Kivela, Town Manager
DATE: September 9, 2024
SUBJECT: Downtown Parking Discussion

ISSUE:

In 2017, the Town engaged with a third-party consultant to conduct a downtown parking study to: 1) analyze parking usage and conditions, 2) identify solutions to meet the needs of local businesses, residents, and visitors and, 3) prepare the Town to strategically approach downtown parking management.

One of the recommendations the Town implemented was 2-hour time-limited parking downtown. Since that time the level of education and enforcement has varied. The parking study recommended a focus on customer service over enforcement to help people make the right parking choices. Generally, there is compliance with the 2-hour parking on Mainstreet, though there are still some concerns on Pikes Peak Drive/Avenue, including parking on snow routes.

In January 2020, staff discussed downtown parking specific to the Town's surface parking lots with Town Council, which resulted in direction for an ordinance amendment regarding imposing a 48-hour parking limit in the Town's public parking lots.

Since that time, concerns have been raised, both by the public and staff, regarding the 48-hour time limit and the 2-hour time-limited parking. Staff believes changes in downtown and proposed future development necessitates the need to review the effectiveness of the policies on both parking areas.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

In 2017, the Town engaged a consultant to conduct a Downtown Parking Study and Plan with the purpose of identifying current and future parking needs. Through meetings with stakeholders and internal staff, review of the Town's existing planning documents and study sessions with the Mayor and Town Council, the final study identified findings and recommendations as listed in the attached Executive Summary of the Study and Plan.

The recommendations included the following:

- Implement two-hour time limited parking in select on-street locations **(completed)**
- Implement four-hour time limited parking in select public lots **(completed w/ 48-hour limit)**
- Parking planning with Master Developer **(completed, Confluence Cos. required to meet Town parking standards and partner on the PACE parking garage)**
- Require new developments to meet Town of Parker minimum parking standards **(completed, zoning revised to require parking w/ new downtown development)**
- Identify shared parking opportunities in partnership with the private sector **(under consideration)**
- Invest in a parking wayfinding signage program **(completed)**

The study revealed that there was no parking capacity issue at that time but a parking management issue. Some of the more desirable public parking areas were experiencing higher demand at peak times, resulting in a feeling of congestion. During peak demand, the heart of downtown at Pikes Peak and Mainstreet was 61% occupied, while parking spaces within a 5-minute walk were only 10% occupied. Since 2017 was the last study of this type, it is anticipated that these numbers have increased in the last seven years.

Time-Limited 2-Hour Parking

Based upon the recommendations from the study, which included input from local businesses, a 2-hour on-street parking time limit was established in certain areas of Downtown (specifically on Mainstreet and Pikes Peak). Per direction from the Council, the focus has been more on an education campaign than enforcement. The Town has occasionally conducted education campaigns when parking issues arise, as well as limited enforcement based upon the availability of Police Department staff.

Staff would like to discuss conducting another education and awareness campaign and Council's enforcement expectations with respect to the 2-hour on-street parking time limit, though most people do seem to comply with the time limits. Snow route parking education and awareness could also be included in this campaign.

Time-Limited Parking in Town-Owned Public Parking Lots

In January 2020, staff discussed with Council downtown parking specific to the Town's surface parking lots, which resulted in an ordinance amendment imposing a 48-hour parking limit in the Town's public parking lots. Under the ordinance, a vehicle can be "tagged" after 48 hours and then has 24 hours before the vehicle is towed.

There are some issues that have arisen in the past 4 years regarding the 48-hour time limits imposed for Town-owned public parking lots, and most specifically at the Schoolhouse parking lot. Town staff frequently notices vehicles parked at the Schoolhouse lot on Fridays and the same vehicles are there on Monday mornings. When events are occurring at the Schoolhouse, especially on the weekends, there can be limited parking spaces that are available for the Schoolhouse patrons.

A small group of citizens have also expressed concerns about what is believed to be residents of the nearby apartments using the Schoolhouse parking lot for their long-term parking needs. Staff believes this to be the case and project that future commercial and residential development in the downtown area will generate additional activity as recommended by the adopted Mainstreet Master Plan and My Mainstreet Strategic Framework. In the future, the increased activity will also generate additional parking demand which may impact on-street public parking, public parking lots such as the lot used by patrons of the Schoolhouse, as well as other short-term visitors to the Downtown area.

Staff would like to discuss various options for the public parking lot time limits, including a reduction from the current 48-hour time limit, increased enforcement for violators of the time limits, and the possibility of establishing a Code provision for temporary event only parking.

RECOMMENDATION:

Staff requests Council direction and feedback on the 2-hour time-limited parking and downtown parking time limits.

REQUESTED DIRECTION:

Staff requests Council direction and feedback on the 2-hour time-limited parking and downtown parking time limits.

ATTACHMENT:

1. Downtown Parking Plan 2018 Exec Summary



TOWN OF PARKER Downtown PARKING

2017

Study & Plan
Executive Summary



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INTRODUCTION

The purpose of the Downtown Parking Study and Plan is to identify strategies that will help the Town more actively manage parking today and effectively plan for the future, while balancing the desire to maintain Parker's welcoming, hometown feel.



STUDY GOALS



ANALYZE

current parking usage
and conditions



IDENTIFY

solutions that meet the needs of local
businesses, residents, and visitors



DEVELOP

recommendations that support
a "park once" philosophy



PREPARE

the Town to strategically approach
Downtown parking management for today
and to respond to future growth

Study Area Map





PUBLIC OUTREACH

A public outreach strategy was developed to support the Downtown Study and Plan with the following goals in mind:

- Introduce the project to community leaders, stakeholders, and the general public;
- Place parking, transportation, and mobility management into the larger context of economic and community development; and
- Listen to and document stakeholder feedback, concerns, and suggestions.



OUTREACH ACTIVITIES:

- Project webpage
- Individual calls/emails with community members
- *Talk of the Town* article
- Downtown Farmer's Market survey
- Online survey
- Community open house
- Fact sheet
- Postcard mailers
- Meetings and presentations
 - Steering Committee
 - Downtown Business Alliance (DBA)
 - Technical Advisory Committee
 - Planning Commission
 - Town Council



WHAT WE HEARD

General consensus **“Parker has a walking problem, not a parking problem”**

“ Majority of “drivers looking for parking” reported the ability to find parking within 2-5 minutes

“ Desire for a “park once” experience

“ Communication and information about where to park is greatly needed

- Longer-term stays (i.e., employee parking)
- Event parking options
- Bike and pedestrian information

“ Some business and property owners think it's difficult for their customers to find parking during weekday business hours

“ Significant anxiety and concern about impact of new development



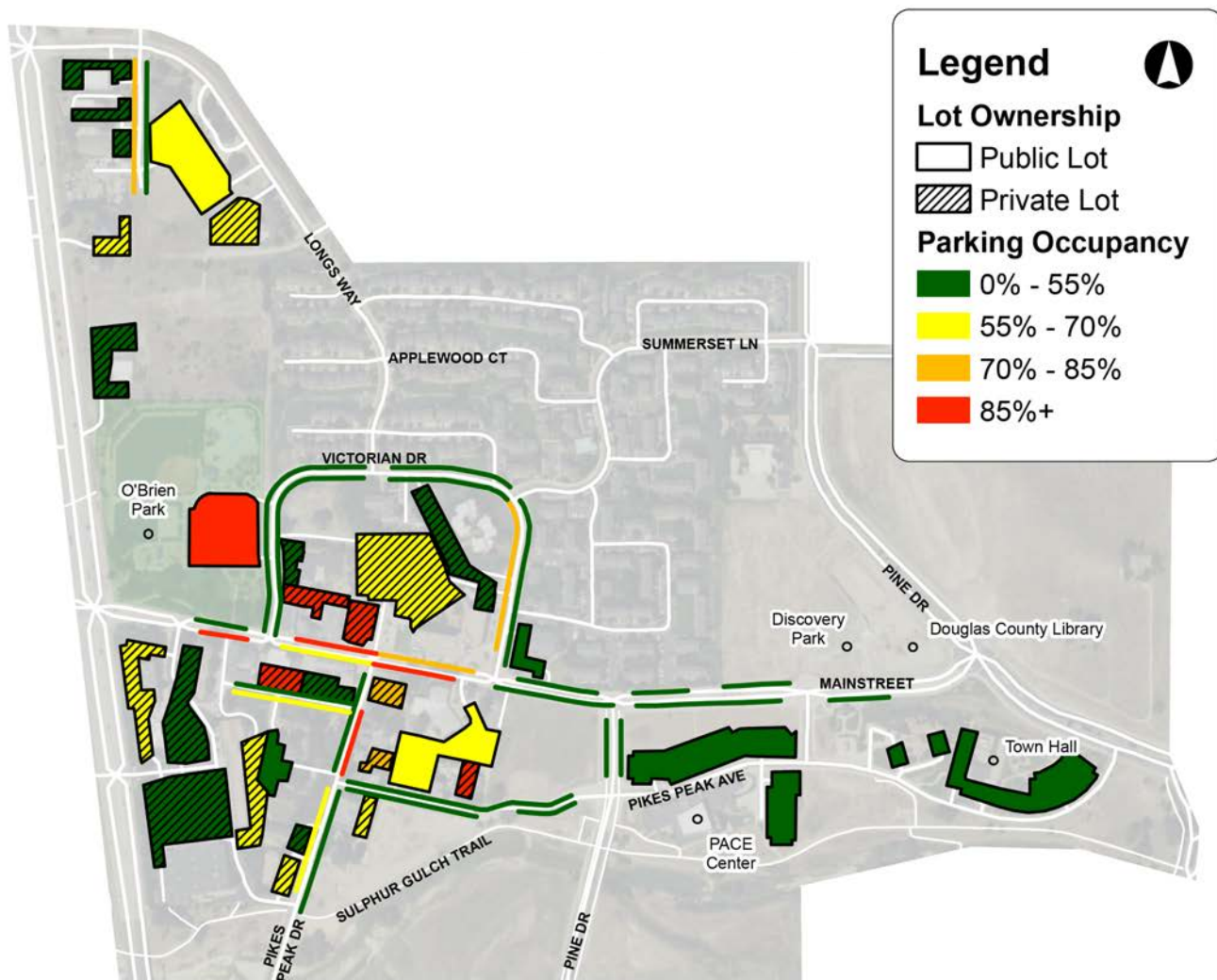
DATA COLLECTION & ANALYSIS

License Plate Recognition (LPR) technology was used to study parking usage and conditions during the Summer of 2016. Dates of data collection included:

- **Saturday, July 9**
(8:30 AM-2:30 PM)
- **Sunday, July 10**
(8:30 AM-2:30 PM)*
- **Wednesday, July 20**
(8:30 AM-6:30 PM)
- **Saturday, August 13**
(4:00 PM-8:30 PM)

*Data collection was done during a “typical” Downtown event, the Sunday Farmer’s Market.

Wednesday Parking Occupancy – Midday



WHAT WE LEARNED

- ✓ Some of the more desirable public parking areas are experiencing higher demand, resulting in a feeling of congestion during times of peak demand.
- ✓ Combination of new development and under-management of current parking supply will greatly intensify the feeling of congestion and lack of parking availability in the most desired areas – both real and perceived over the next eight (8) to twelve (12) months.
- ✓ Implementation of parking management strategies, specifically time-limited parking, will likely mitigate the need for a parking structure in the immediate future (next 8-12 months).

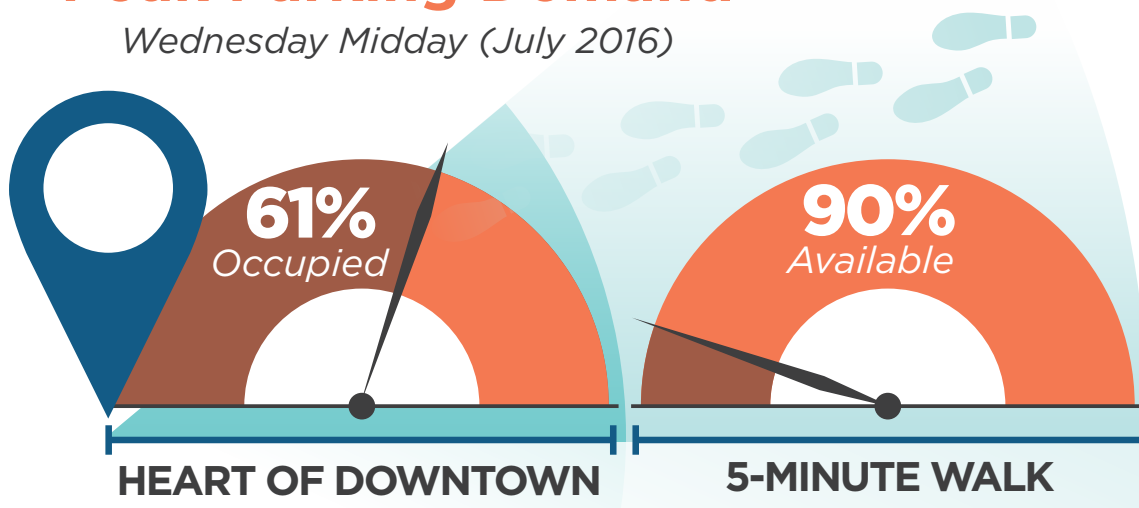
This data includes on- and off-street, public and private parking facilities within the Study Area. Supply / demand assessments are a "snapshot in time" of what is observed in the field during data collection.

QUICK FACTS:

- 2,496 parking stalls within the Study Area:
 - 1,186 in private lots
 - 945 in public lots
 - 365 on-street
- Overall parking demand rarely exceeds 1,200 vehicles (48%).
- The most convenient 600 public parking stalls are around 61% full during weekday peak hours.
- The 1,000 private parking stalls closest to the heart of Downtown are around 55% full during weekday peak hours.
- Average observed on-street length of stay: 0.87 hours, or 53 minutes.
- Town maintains a public parking map online.

Peak Parking Demand

Wednesday Midday (July 2016)



- Parking is 61% occupied at Pikes Peak and Mainstreet (the heart of Downtown), where everyone wants to be.
- However, more parking spaces are available a few blocks away, within a five (5) minute walk to the 'heart of Downtown.'

LEGEND

- Occupied Parking
- Available Parking



BICYCLE PARKING

A limited assessment of the existing bicycle network was conducted to help understand how Downtown Parker is accessed by cyclists. Adequate bicycle parking and bike lane connectivity is essential for promoting biking as a viable form of transportation. In the absence of sufficient and visible bicycle parking near key Downtown destinations with bike lane connections to surrounding trails, residents and visitors might be deterred from choosing cycling as an alternate way to access Downtown.



QUICK FACTS:

- Downtown Parker area is home to 19 separate bicycle parking locations with 148 total spaces.
- Existing bicycle parking infrastructure is underutilized compared to the overall inventory.
- An ideal location for a new bike rack would allow the bicyclist to park and walk less than 400 feet to any point in the heart of Downtown.
- There are very few bike lane and trail connections to Downtown.



SPECIAL EVENT PARKING

Special events figure prominently in the Town of Parker's identity, charm, and uniqueness. For the purpose of this Study, the team focused on an event strategy and recommendations to meet the needs of Parker's four most significant annual events as defined by Town staff with public input. These include:

- Parker Days,
- Carriage Parade,
- Sunday Farmer's Markets, and
- Wine Walks.

Appropriate mobility and parking management for these special events is critical in order to accommodate continued Town growth and to meet community and economic development goals. This is important not only for event attendees but also for members of the community that do not participate in events but do want access to their Downtown residence or a Downtown business during an ongoing event. Parker Days, Sunday Farmer's Markets, and Wine Walks are not directly managed by the Town of Parker, and event organizers will need to be involved with mobility management strategies.



Photo: John Ott

QUICK FACTS:

- Downtown Parker hosts several significant events each year.
- Of the most significant events, the Carriage Parade is the only event managed by the Town.
- During a Sunday Farmer's Market, public parking in the heart of Downtown is typically around 85% full, while the private lots are around 50% full.
- During the busiest day of Parker Days, parking demand is estimated to exceed 27,000 stalls, while the Town promotes approximately 1,500 official stalls.

PARKER DAYS

During the four-day event, **attendance estimates top 205,000**. In 2016, it was estimated that 10% attended on Thursday, 20% on Friday, 40% on Saturday, and the remaining 30% on Sunday. Using three attendees per vehicle¹ as an approximation, the parking demand was estimated, as shown in the table.

¹Industry estimate for weekend festivals with mixed demographic attendee profile.

	Attendance Share	Attendance	Parking Demand
Thursday	10%	20,500	6,833
Friday	20%	41,000	13,667
Saturday	40%	82,000	27,333
Sunday	30%	61,500	20,500



KEY RECOMMENDATIONS

It is recommended that the Town start with **“mastering the basics”** of parking management to ensure that current parking assets are well-utilized and actively managed before an investment is made in future infrastructure.

The following page highlights “Key Recommendations” designed to both jump-start immediate “actions” while also building the important foundational elements of a new parking management program.

1

ORGANIZATIONAL

- Designate an internal staff resource as the ‘point person’ for plan implementation
- Form a small Implementation Steering Committee of key Town staff
- Work to identify the right “organizational home” for parking

2

MANAGEMENT

- Implement two-hour time-limited parking in select on-street locations
- Implement four-hour time-limited parking in select public lots
- Focus on customer service to help people make the right parking choices rather than enforcement
- Parking planning with Master Developer

3

PLANNING

- Require new developments to meet Town of Parker minimum parking standards
- Identify shared parking opportunities in partnership with the private sector
- New parking shall be based on the value it provides to businesses
- Invest in a parking wayfinding signage program

4 TECHNOLOGY

- Implement technology that could provide both real-time parking availability by sign and mobile application
- Actively work with community partners (i.e., Chamber, DBA) to create a “one stop shop” online resource for parking and mobility information
- Explore an online parking reservation system for events

5 SPECIAL EVENT PARKING

- Pilot bicycle valet parking for Parker Days
- Study options for special event shuttle services
- Develop a specific communications and education protocol for promotion of event parking and transportation options

6 BICYCLE PARKING

- Enhance existing bicycle infrastructure to develop a low-stress bike network throughout Downtown
- Improve signage and visibility of bicycle parking to help cyclists find parking
- Invest in new bicycle parking, particularly near Pikes Peak Drive and Mainstreet and at Parker Crossroads Shopping Center
- Standardize and expand bicycle parking infrastructure, and consider investing in a new bike corral

7

TRANSPORTATION DEMAND MANAGEMENT

- Implement traffic calming measures to provide a safe bicycle and walking environment
- Explore opportunities to work with car-share, bike-share, and ride-share providers
- Conduct a walking experience audit and invest in necessary pedestrian improvements

8

COMMUNICATIONS & EDUCATION

- Develop a specific communication and education campaign to support implementation recommendations that directly impact Downtown businesses and residents (i.e., introduction of time-limited parking)
- Actively leverage communication networks of key community partners to distribute information about parking and transportation updates
- Transition the Study project web page into a page focused on implementation with specific activities, timing and ongoing opportunities for community feedback
- Invest in improved signage and wayfinding for all modes

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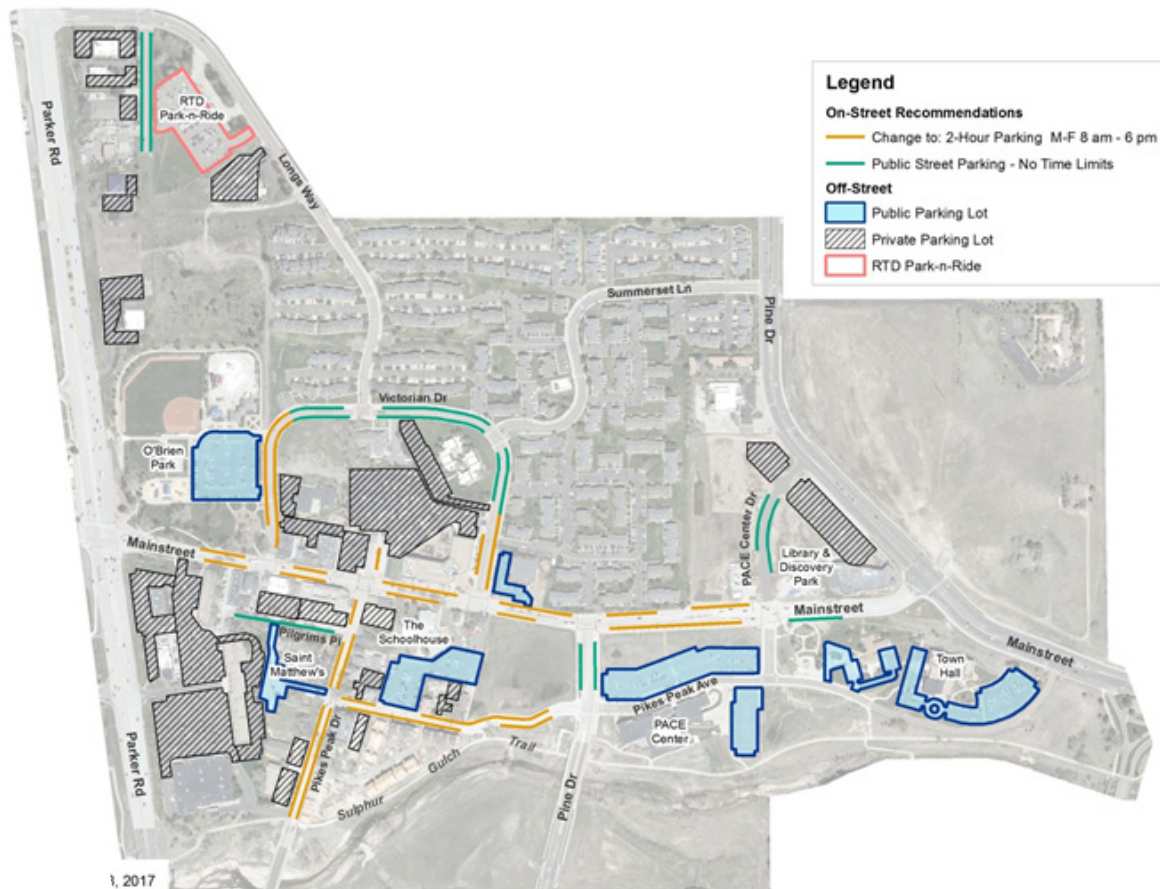
BUDGET / FUNDING STRATEGIES

- Develop a parking and mobility budget
- Implement a fee-in-lieu program to allow developers to pay parking fee as an alternative to providing parking
- Begin exploration of a Business Improvement District



PARKING MANAGEMENT

Preliminary Downtown Parker Parking Recommendations



ORGANIZATIONAL:

- Time-limited parking:
 - 2-hour on-street parking
 - Monday to Friday, 8 AM to 6 PM
- Public outreach, education
- Sign fabrication and installation
- Compliance: PD/neighborhood services
- Implementation: incremental and pragmatic implementation



CONCLUSION

Data collection and analysis of parking in Downtown Parker demonstrates that Downtown does not have a parking problem today or in the near future if parking is actively managed. It is important to the Town to continue to enhance the Downtown area as a vibrant walkable center with additional opportunities to live, work, play and shop. As a part of this goal, providing the right amount of ancillary parking is important. The Town does not need to make a significant investment in a parking garage in the foreseeable future if the Town actively manages parking as described in the key recommendations of this Plan.



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MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Emily Hogan, Assistant Town Manager
Tom Williams, Director Eng/PW
DATE: September 9, 2024
SUBJECT: Memorials/Recognition Discussion

ISSUE:

Several Councilmembers expressed interest in recognizing the Town's first/incorporating Mayor and Council and a recognition/memorial for Carol Baumgartner (the Town's first Clerk and longtime employee). Staff is presenting a few options for consideration.

FISCAL/BUDGET IMPACT:

None - any related expenses will be minimal.

BACKGROUND:

Several Councilmembers expressed interest in recognizing the Town's first/incorporating Mayor and Council and a recognition/memorial for Carol Baumgartner (the Town's first Clerk and longtime employee). Staff is presenting a few options for consideration.

RECOMMENDATION:

Council provide feedback on options presented by staff.

REQUESTED DIRECTION:

Council provide feedback on options presented by staff.

ATTACHMENT:

1. Memorials Recognition 082924

Memorials & Recognition Discussion

September 9, 2024



Emily Hogan, Assistant Town Manager – Admin
Tom Williams, Public Works Director

Memorials & Recognition

- Several Councilmembers expressed interest in:
 - Recognizing Town's first/incorporating Mayor and Council
 - A recognition/memorial for Carol Baumgartner (Town's first Clerk and longtime employee)
- Current/discontinued programs:
 - Memorial benches – discontinued as they started to take over trails/parks & trail users didn't care for them
 - Memorial trees – choose tree type/planting location, sponsorship ranges from \$200-\$400, includes tree/installation/maintenance & listing on [Memorial Tree Map](#), planting season is May 1-Aug 31
- Town updated Naming of Parks, Trails, Open Space & Rec Facilities Policy in 2023

Existing Memorials & Recognition

- O'Brien Park named after Charlie O'Brien before Town was incorporated
- Salisbury Park named after Mayor Dean Salisbury in 1992 by resolution
- McCabe Meadows named after Town volunteer Jerry McCabe in 2008 by resolution
- Sonka Dog Park named after USMC Cpl. David M. Sonka in 2017
- Harvie Open Space named after after former owner as condition of dedication to Town

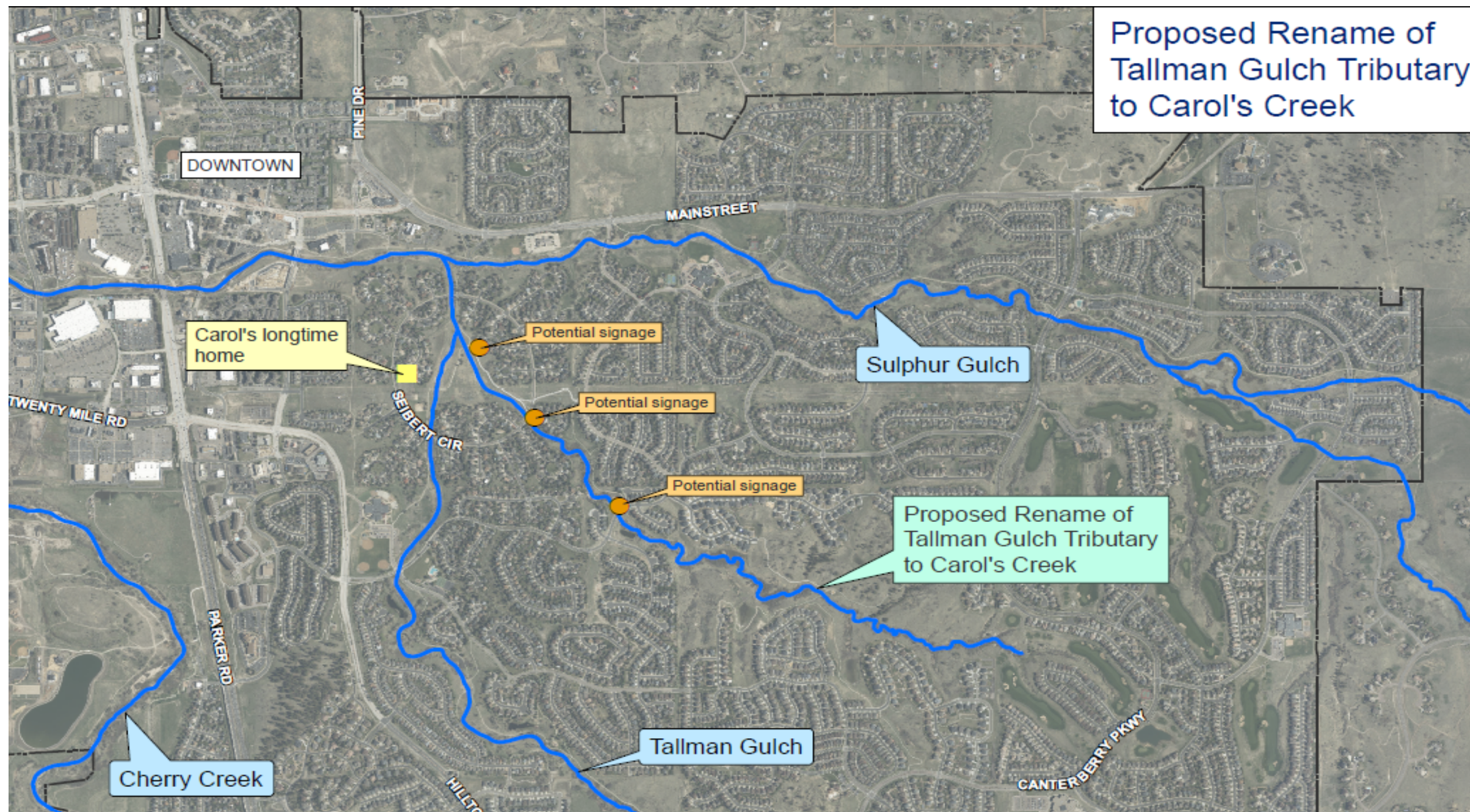
First Mayor/Council

- Mayor Dean Salisbury
 - Councilmember Jean Martin
 - Councilmember Celestino Mendez
 - Councilmember Dale Brinker
 - Councilmember O'Brien
 - Councilmember Gerald Baumgartner
 - Councilmember William Witthans
-
- Could be plaque at Town Hall and/or in remodeled Council Chambers

Memorial for Carol Baumgartner

- Looked at several options including bench at Lemon Gulch, renaming Bar CCC Park, Council Chambers/meeting rooms, etc.
- 'Carol's Creek' – naming of tributary near Carol's home

Proposed Rename of Tallman Gulch Tributary to Carol's Creek



Carol's Creek

- Town & Mile High Flood District will start Master Plan update for Sulphur/Tallman Gulch Watersheds in the near future
- Within these watersheds is a drainageway called 'East Tallman Gulch Tributary' that connects to Tallman Gulch in the middle of Rowley Downs
- Drainageway is located entirely within the Town & its confluence with Tallman Gulch is close to Carol's home
- Could memorialize new name as part of Master Plan update
- Change existing drainageway signage & other Town documents/information associated with Tallman Tributary
- Staff would place signage at roadway/trail crossings of the drainageway that say 'Carol's Creek'

Questions?