



TOWN COUNCIL STUDY SESSION AGENDA
April 28, 2025
4:00 PM

I. Study Session Items

1. Legislative Briefing with Lobbyist - Mutch/Hogan - 1 hour
2. Parker 2050 Comprehensive Plan Update - Bland & Maher with Cushing Terrell & Norris Design/Munekata/Matthews - 45 minutes
3. Automated Traffic Enforcement - Jake Kononov & Ben Kiene with DiExSys/Tsurapas/Williams - 45 minutes
4. South Metro Fire Rescue Revenue Discussion - Mike Dell'Orfano - 30 minutes

II. Staff Updates

III. Town Council Updates/Items



MEMORANDUM

TO: Honorable Mayor and Members of Town Council
FROM: Emily Hogan, Assistant Town Manager
DATE: April 28, 2025
SUBJECT: Legislative Briefing with Lobbyist

ISSUE:

Staff is presenting a legislative briefing for Council on the 2025 legislative session of the Colorado General Assembly.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

The Town has established a framework for legislative advocacy and takes positions on major policy issues under consideration at the federal, state and local levels that may impact the Town and its residents and businesses. The Town supports legislation that is consistent and furthers advancement of the priorities and objectives found in the Strategic Plan. Conversely, the Town opposes legislation that inhibits achievements of the Strategic Plan and its objectives. These positions are captured in the Town's Legislative Policy Agenda, which is adopted annually.

Advocacy positions to be taken by the Town include:

- **Support** – The Town supports the proposed bill as written. The bill directly relates to Town priorities and/or is considered crucial to Town operations.
- **Oppose** – The Town opposes the proposed bill as written. The bill direct conflicts with Town priorities, forces an unfunded mandate on the Town, interferes with local control and/or conflicts with crucial Town operations.
- **Amend** – The Town deems the bill to directly relate to Town priorities or be considered crucial to Town operations. However, the Town would like to see the bill amended before taking a support or oppose position. The Town will take advocate to amend the bill prior to passage.
- **Monitor** – The Town deems the bill of interest but no position is to be taken at this time. Staff will track progress of the bill and report back to the Council. The Council may take a support or oppose position on the bill at a later time based on changes to the legislation.
- **None** – The Town does not take a position on the legislation. The Town may take a support or oppose position of the bill at a later time.

The Council serves as the Town's legislative review body and is apprised of bills throughout the session and receives regular updates throughout the legislative session from staff and the Town's

lobbyist. The lobbyist (Mutch Government Relations) is contracted to provide legislative advocacy services to the Town. In addition to maintaining a daily presence at the State Capitol when in session, the lobbyist acts as a policy advisor, strategic consultant, coalition organizer and legislative advocate on behalf of the Town.

The lobbyist's bill tracker can be found at

<https://statebillinfo.com/SBI/index.cfm?fuseaction=Public.Dossier&id=35433&pk=253&style=pinstripe>.

RECOMMENDATION:

Staff requests consensus of the Town Council to identify any bills to track or take a position on.

REQUESTED DIRECTION:

Staff requests consensus of the Town Council to identify any bills to track or take a position on.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor and Members of Town Council

FROM: Mary Munekata, Senior Planner
Heather Bennett, Associate Planner
Bryce Matthews, Assistant Director - Planning

DATE: April 28, 2025

SUBJECT: Parker 2050 Comprehensive Plan Update

ISSUE:

The *Parker 2035 Master Plan - Changes and Choices* was adopted by the Town Council in 2012 and the Town has changed significantly over the past 13 years. The *Parker 2050 Comprehensive Plan - Planning Our Future Together* will be a major update to the Master Plan and is an opportunity to revisit the community vision, goals and objectives and land use policies that will guide future growth and development through 2050. Community Development staff and the project consultant will provide the first of several updates to Town Council about the status of the *Parker 2050 Comprehensive Plan* and seek Council input as part of the discussion.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

The purpose of a Master Plan (or Comprehensive Plan) is to provide the Town with a policy framework that guides future growth and development and informs decisions that affect the physical, social and economic environment of Parker. The Master Plan represents our community's vision for the future and provides direction for the next 10+ years with a planning horizon of 2050. The Plan will inform and support other planning activities such as the downtown plan(s), sub-area plans, transportation plan, parks, recreation and open space plan, etc. It also provides a basis for the Town's development regulations, informs the capital improvement plan/program and may be used to support decision-making as it relates to projects, programs or services.

The *Parker 2050 Comprehensive Plan - Planning Our Future Together* will be a major update to the current *Parker 2035 Master Plan - Changes and Choices* that was adopted by the Town Council in 2012. The Master Plan is a living document that should be updated periodically to stay current and address the needs of a changing community. Consistent with this, the Town has incrementally amended the Master Plan over time to address community issues and respond to Council direction. The most recent amendments to the Plan were in 2022 to incorporate an updated Open Space, Trails and Greenways Plan and recommendations/strategies from the Parker Road Corridor Plan.

Community Development staff initially met with the Town Council in March 2023 to discuss the update to the *Parker 2035 Master Plan*. This update included a Council map and sticker exercise to provide staff with input about potential Master Plan topics and focus areas. Staff also provided a questionnaire before the meeting that Town Council members completed and returned to inform the discussion and the project approach. Council's input has helped to clarify the issues, focus areas and project approach for the project.

In August 2024, the Town entered into an agreement with the consultant team of Cushing Terrell and Norris Design to assist the Community Development Department with the update to the Master Plan, entitled *Parker 2050 Comprehensive Plan - Planning Our Future Together*. The project started in late August 2024 and has been active and ongoing since last year.

The project team will prepare a major update to the *Parker 2035 Master Plan* through data collection and analysis, detailed review of the current Master Plan, robust community engagement and input from stakeholders, Planning Commission and Council. To ensure that the community vision is at the center of the planning process, staff and the project consultant have developed a detailed community engagement plan to guide engagement activities at every major phase of the project. The key elements include:

- **Community Survey:** Completed over the winter, received 390 responses
- **Social Media Platforms:** Using Let's Talk Parker, Facebook and other Town resources
- **Community Open Houses/Pop-up Events:** Occurring in each phase of community engagement
- **Focus Groups and Stakeholder Interviews:** Conversations with subject matter experts, stakeholders and Town staff to understand key issues/topics

The *Parker 2050 Comprehensive Plan - Planning Our Future Together* project has an approximately 18-month schedule with completion in 2026 after Planning Commission and Town Council public hearings.

The Community Development staff and consultant team have structured the update as follows:

- **Project overview and schedule**
- **Comprehensive Plan Influencers**
- **Data, analysis and key findings**
- **Group discussion and activity**
- **Next steps**

RECOMMENDATION:

For update and discussion purposes, including Town Council input.

REQUESTED DIRECTION:

For update and discussion purposes, including Town Council input.

ATTACHMENT:

1. Presentation

Parker 2050 Comprehensive Plan Update

- Planning Our Future Together -



TOWN COUNCIL STUDY SESSION

April 28, 2025

**Cushing
Terrell.**

**NORRIS
DESIGN**
PEOPLE + PLACEMAKING

PARKER 2050

COMPREHENSIVE PLAN

— *Planning Our Future Together* —

Today our purpose is...

- Introduce you to the plan update process
- Share data and key findings from research and engagement efforts
- Gather Town Council's input on the focus areas and policy questions we've started to uncover

AGENDA

- Introductions
- Project Overview & Schedule
- Comprehensive Plan Influencers
- Data & Key Findings
- Group Discussion & Map Activity
- Next Steps



PROJECT TEAM



- Mary Munekata
- Heather Bennett



- Nora Bland
- Ana Rae Miller



- Bill Mahar
- Daniel Jennings



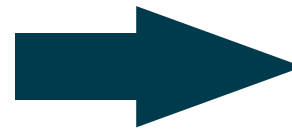
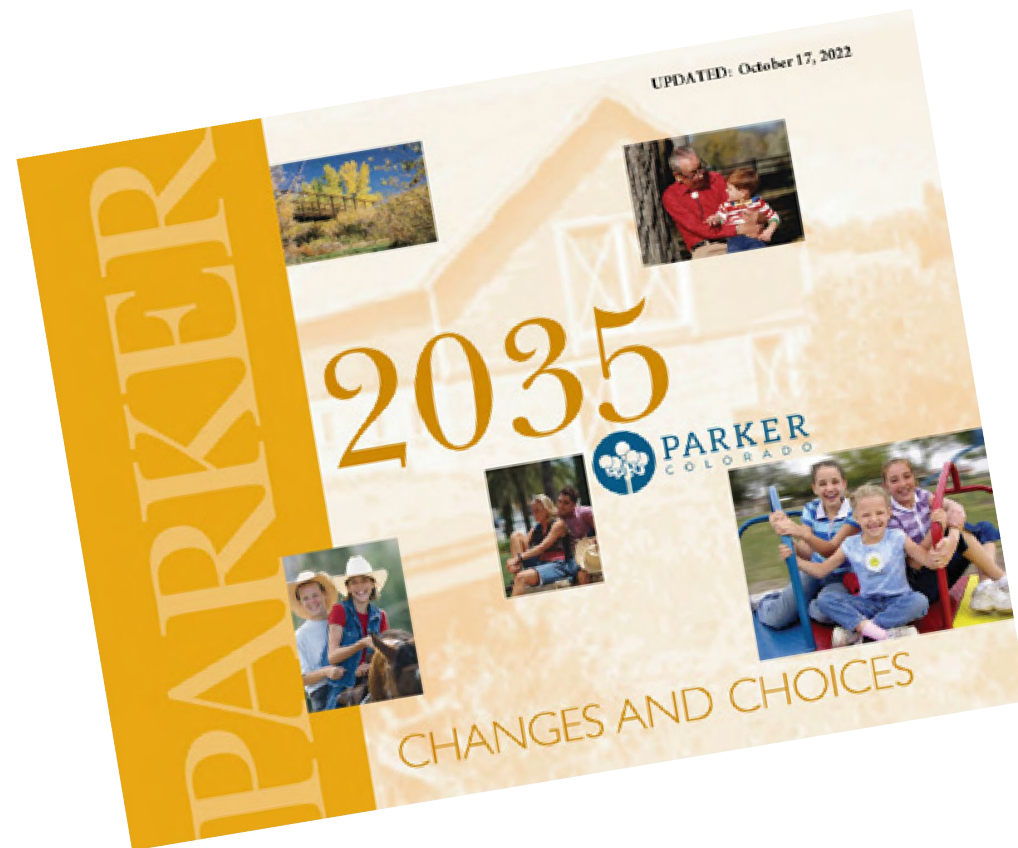
- Ted Kamp

Community Engagement

- Katherine Archuleta

PARKER 2050 COMPREHENSIVE PLAN

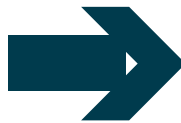
- Update of the Parker 2035 Master Plan
 - Last significant update in 2012
- Parker 2050 will outline the **aspirations**, **hopes** and **strategies** of the community to **shape growth** and **development** for the next 20 years and beyond
- Review and refresh the Town's goals to provide clear guidance and create a realistic vision for the future of our community to guide:
 - **Zoning decisions**
 - **Capital projects**
 - **Review of private development proposals**



PARKER 2050 COMPREHENSIVE PLAN — Planning Our Future Together —

PROJECT SCHEDULE

WE ARE HERE



POP-UP EVENT HIGHLIGHTS

Ice Trail at Discovery Park



DEC 7, 2024



Recreation Center



JAN 28, 2025



BUILDING UPON THE 2035 COMPREHENSIVE PLAN



DATA SOURCES

COMMUNITY SURVEY (390+ RESPONSES)

- 390 Responses
- On Let's Talk Parker December 7th - January 31st
- Advertised via Pop-up Events, Social Media, Let's Talk Parker email blasts
- Asked 22 general questions about public concerns, recent successes, and vision for the future

ADDITIONAL INPUT FROM:

- Technical Advisory Committee
- Pop-up Events
- Local developers
- Staff

EXISTING CONDITIONS ANALYSIS

- Detailed data and analysis
- Includes a market study with retail performance indicators
- Best Practices from American Planning Association principles for Comprehensive Planning
- Review of peer communities' Comprehensive Plans

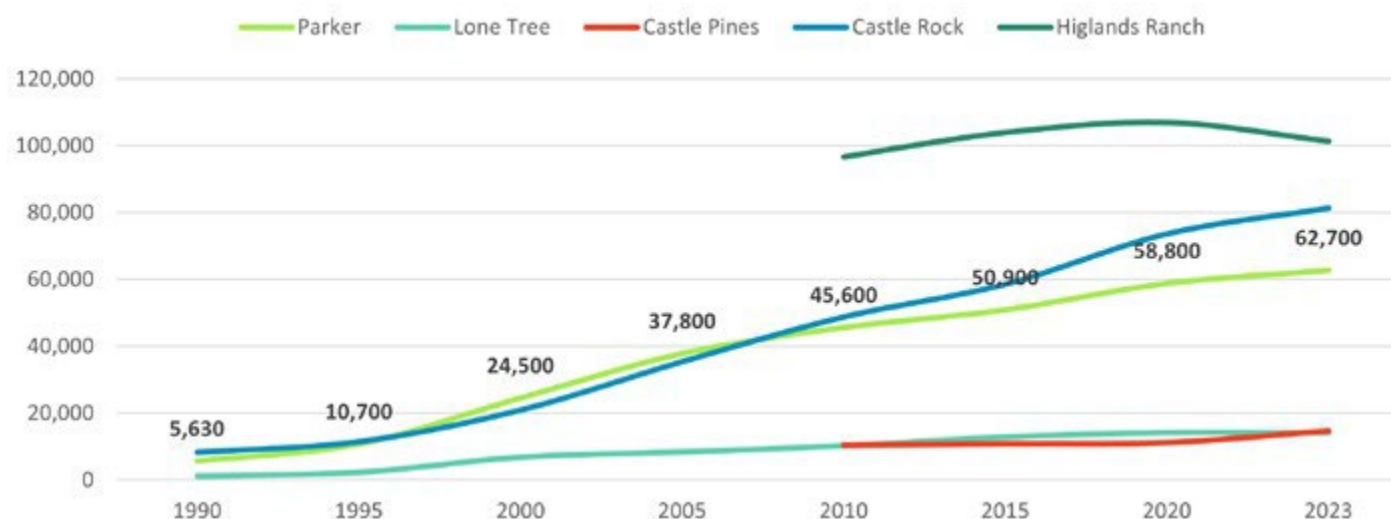


Parker has seen continuous growth because it is a great place to live - offering highly valued open space, quality neighborhoods, and access to goods and services.

COMMUNITY ANALYSIS

- Parker has had **steady and consistent population growth since 1990** that is expected to continue but at a slower rate.
- Parker residents are primarily **upper-middle income** and **family-oriented**.

Total Population, 1990 - 2023



SURVEY: WHAT QUALITIES BEST DESCRIBE LIFE IN PARKER?

- Clean, well-maintained neighborhoods and public spaces
- Beautiful natural surroundings and scenic views
- A place for families and children to grow and thrive
- A strong sense of community and hometown feel
- Plenty of recreational activities for all ages



Parker has become more diverse in the last 15 years, with an aging population and adding new residents that are Hispanic and Asian, among other races and ethnicities.

DEMOGRAPHICS ANALYSIS

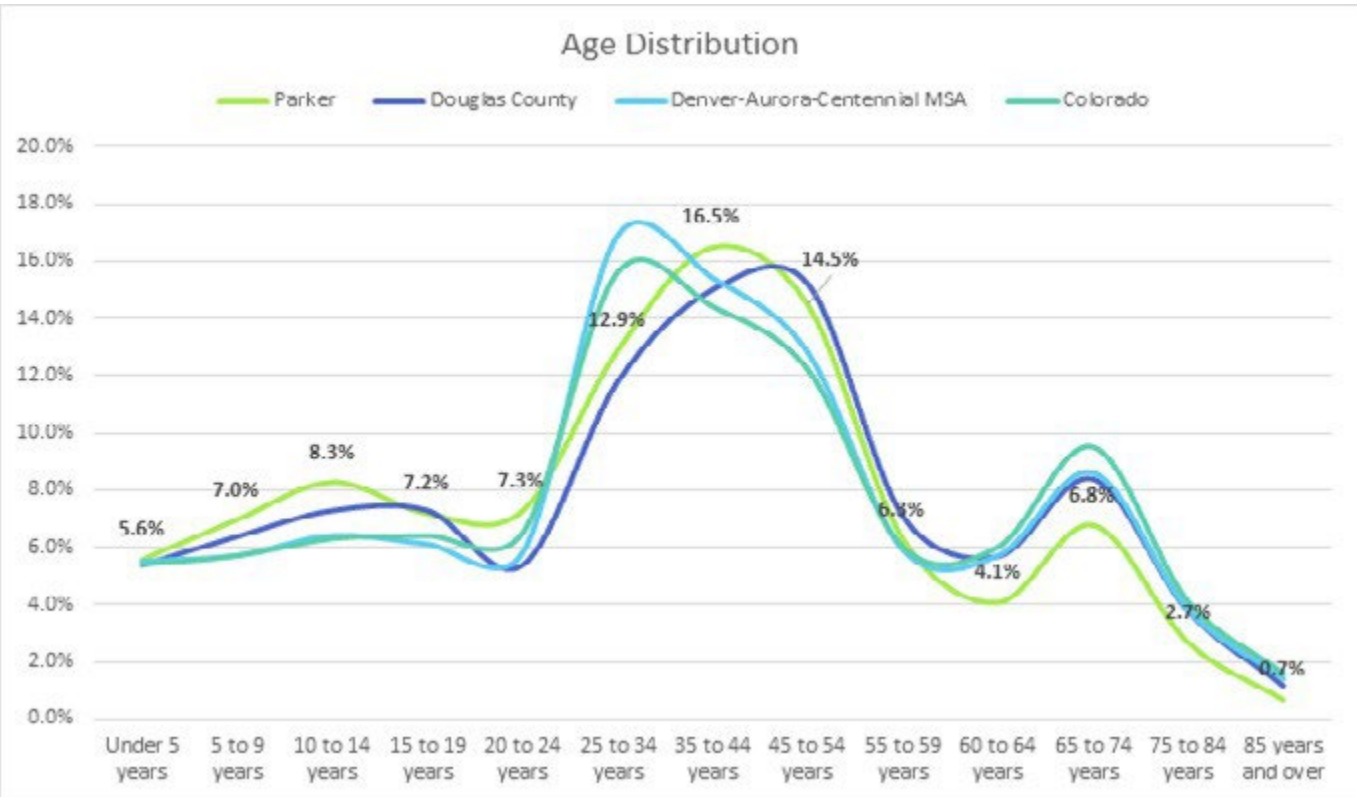
- Similar to many communities, Parker’s population is aging
- Based on Census data, racial, ethnic, and linguistic diversity are increasing among Parker residents.
- Most of Parker’s population identifies as White, but the Town has grown more racially and ethnically diverse, with **21.6% of the population identifying as a race other than White in 2023, up from 8.8% in 2010.**
- The **Hispanic population increased** from 7% of the Town’s population in 2010, to 13% in 2023.

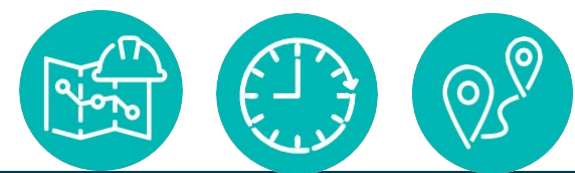
Change in Racial Demographics, 2010 - 2023

Race	2010	2023	+/-
White	91.2%	78.4%	-12.8%
Black	1.4%	1.3%	-0.1%
American Indian and Alaska Native	0.2%	0.6%	0.4%
Asian	2.9%	5.6%	2.7%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.0%
Other Race	1.1%	3.0%	1.9%
Two or More Races	3.2%	10.9%	7.7%

Change in Ethnic Demographics, 2010 - 2023

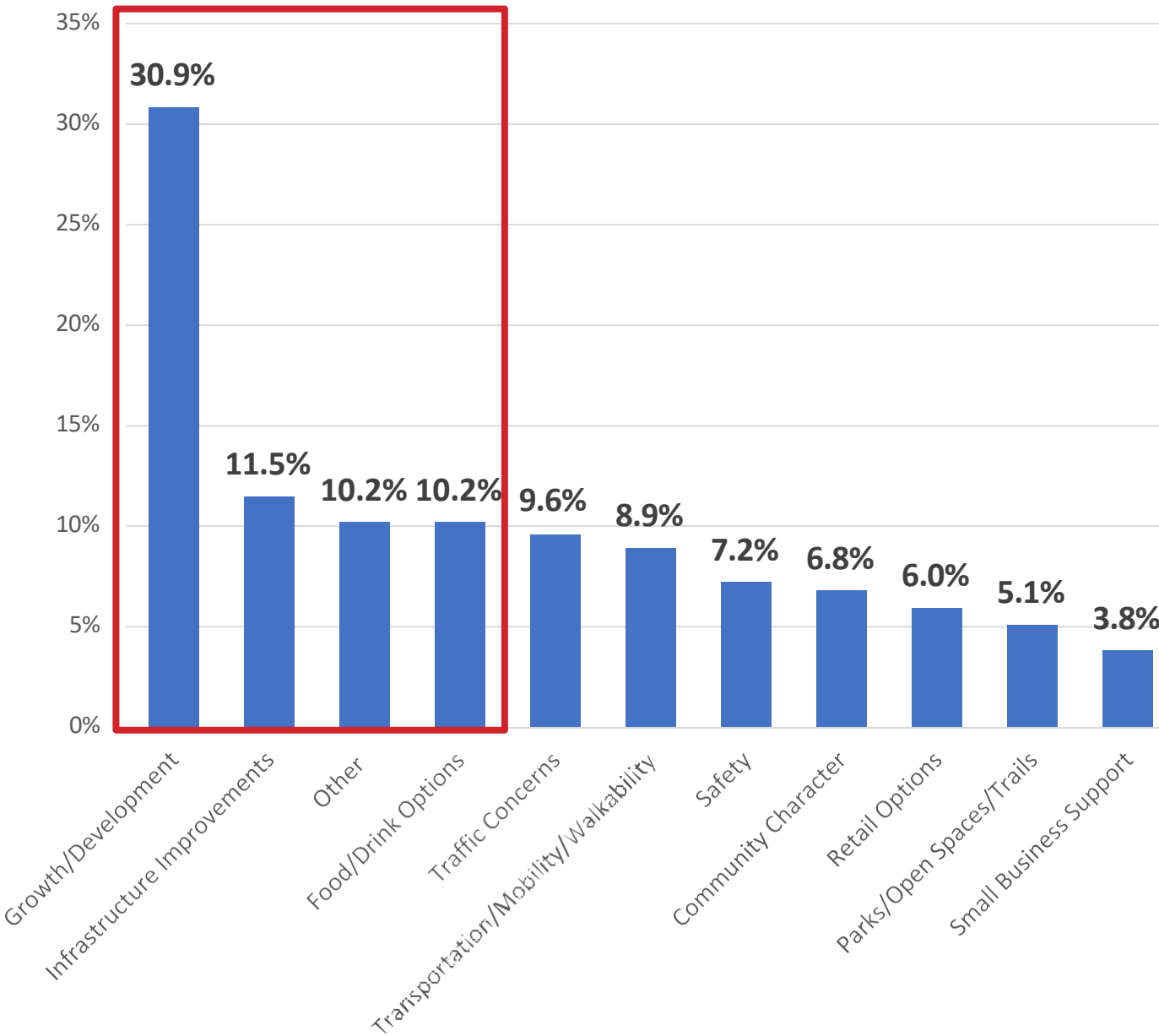
Ethnicity	2010	2023	+/-
Hispanic of Latino (of any Race)	7.2%	13.2%	6%



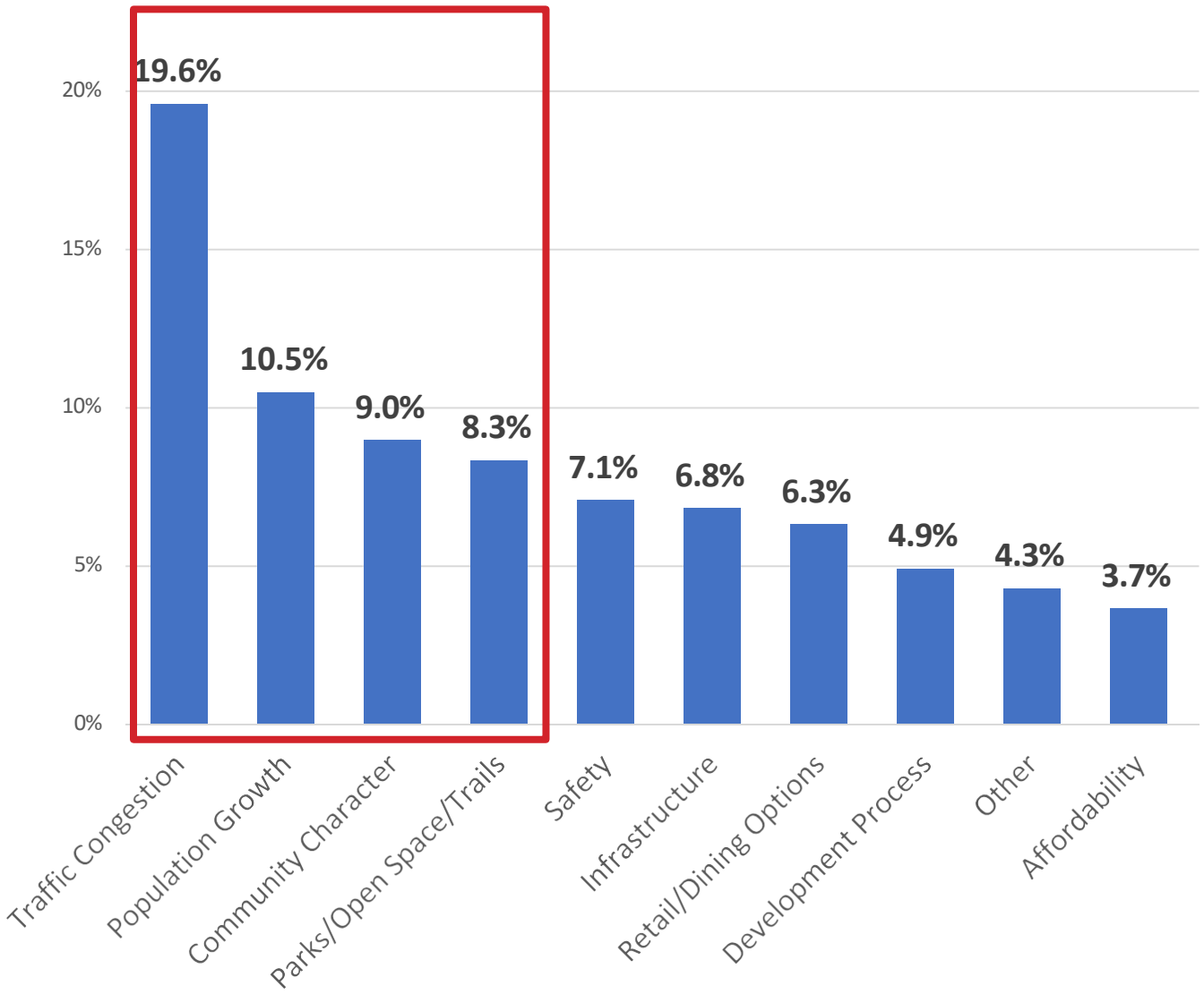


Survey respondents seek a thoughtful approach to development that prioritizes quality of life.

SURVEY: WHAT GENERAL TYPES OF CHANGES WOULD YOU LIKE TO SEE IN PARKER?



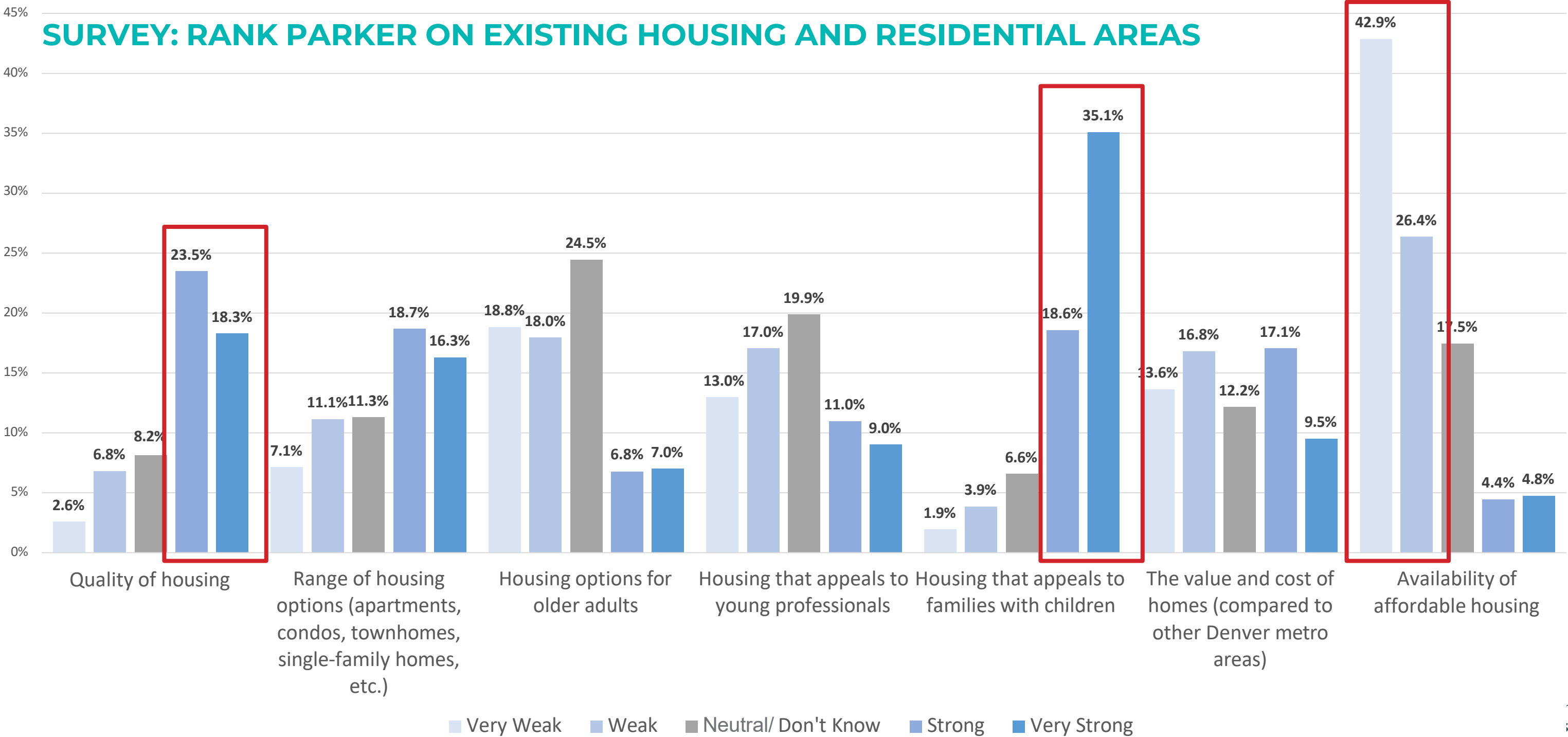
WHAT ARE THE TOP 3 MOST CONCERNING ISSUES ABOUT GROWTH & DEVELOPMENT?





Survey respondents said quality of housing and housing for families in Parker is strong, but affordability of housing is weak.

SURVEY: RANK PARKER ON EXISTING HOUSING AND RESIDENTIAL AREAS



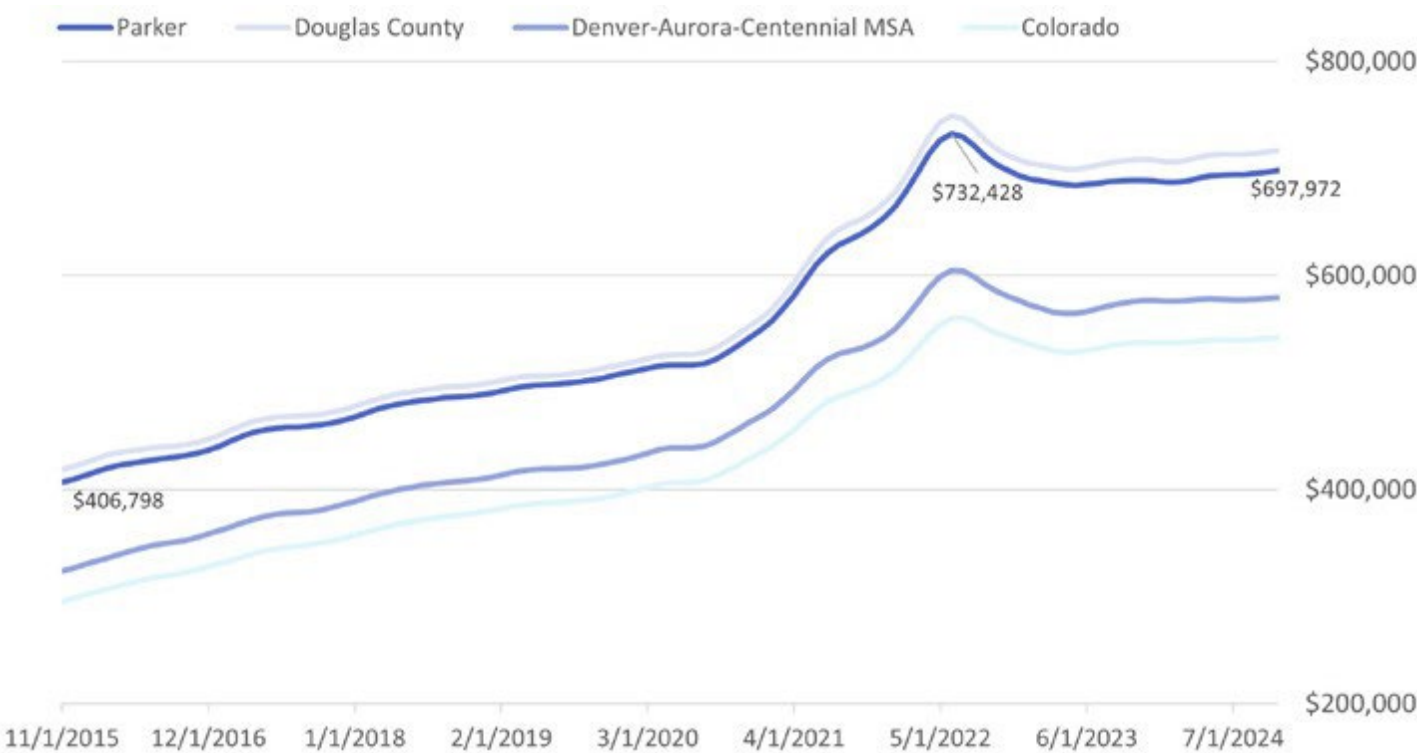


Home values have increased dramatically in the last ten years, and many residents in Parker are cost burdened (spending more than 30% of their income on housing costs).

HOUSING ANALYSIS

- A larger share of residents (renters and owners) have become cost burdened (share of households paying more than 35% of their household income towards rent or mortgage payments) in the last decade.
- Parker’s median home value in 2024 was about \$698,000, trailing the rest of Douglas County but leading the Denver-Aurora-Centennial MSA overall. Still **the median home value is more than double what it was in 2013, only a decade ago (\$284,200).**

Median Home Value, 2015 - 2024



Source: Zillow Household Value Index

Housing Cost Burden Snapshot

Housing Cost Burden Snapshot	2013	2023
Renters paying over 30% of income towards rent	41.2%	56.6%
Owners paying over 30% of income towards mortgage	29.8%	21.3%
Percent of households with more than 1 occupant per room	0.7%	2.0%
Median household income, renters	\$52,998	\$82,821
Median rent	\$1,141	\$1,973
Median household income, owners	\$104,995	\$155,243
Median home value	\$284,200	\$613,200

Source: American Community Survey, 5-year estimates



Parker's commercial portfolio is mainly retail uses. The Town may need to diversify to compete with neighboring communities.

COMMERCIAL & RETAIL ANALYSIS

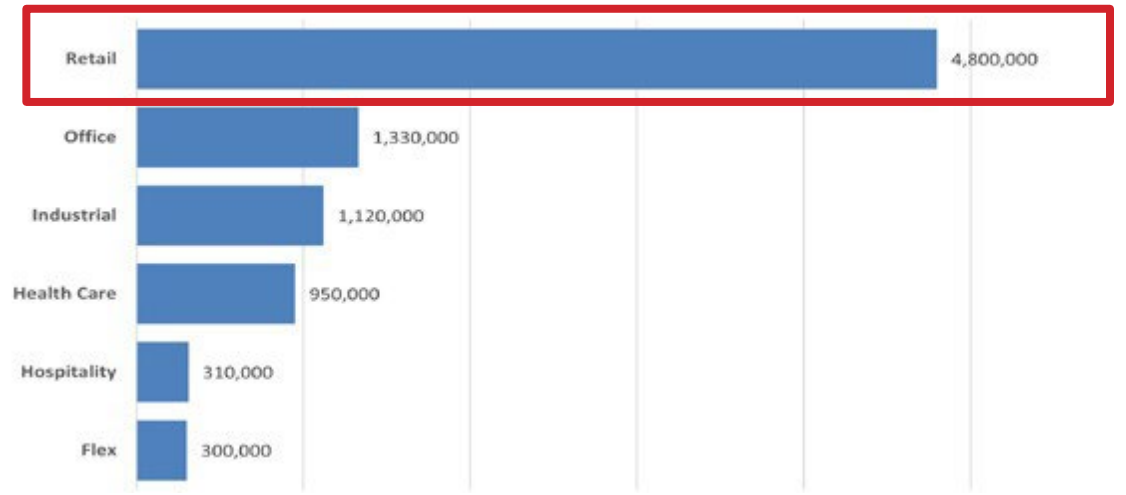
- Parker's private-sector **commercial real estate is comprised mainly of retail properties**, with a considerably smaller presence of office and industrial sector space and a moderately-sized, but **growing, portfolio of hotel properties.**
- **While Parker leads all municipalities in Retail and Health Care square footage, the Town trails in comparison to these peer communities in nearly every other category.**

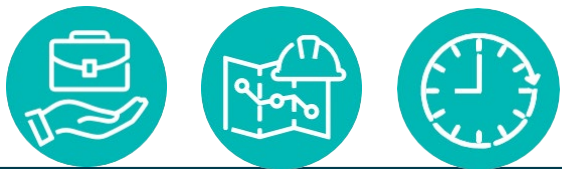
Commercial Property Inventories by Type, 2024



Source: CoStar

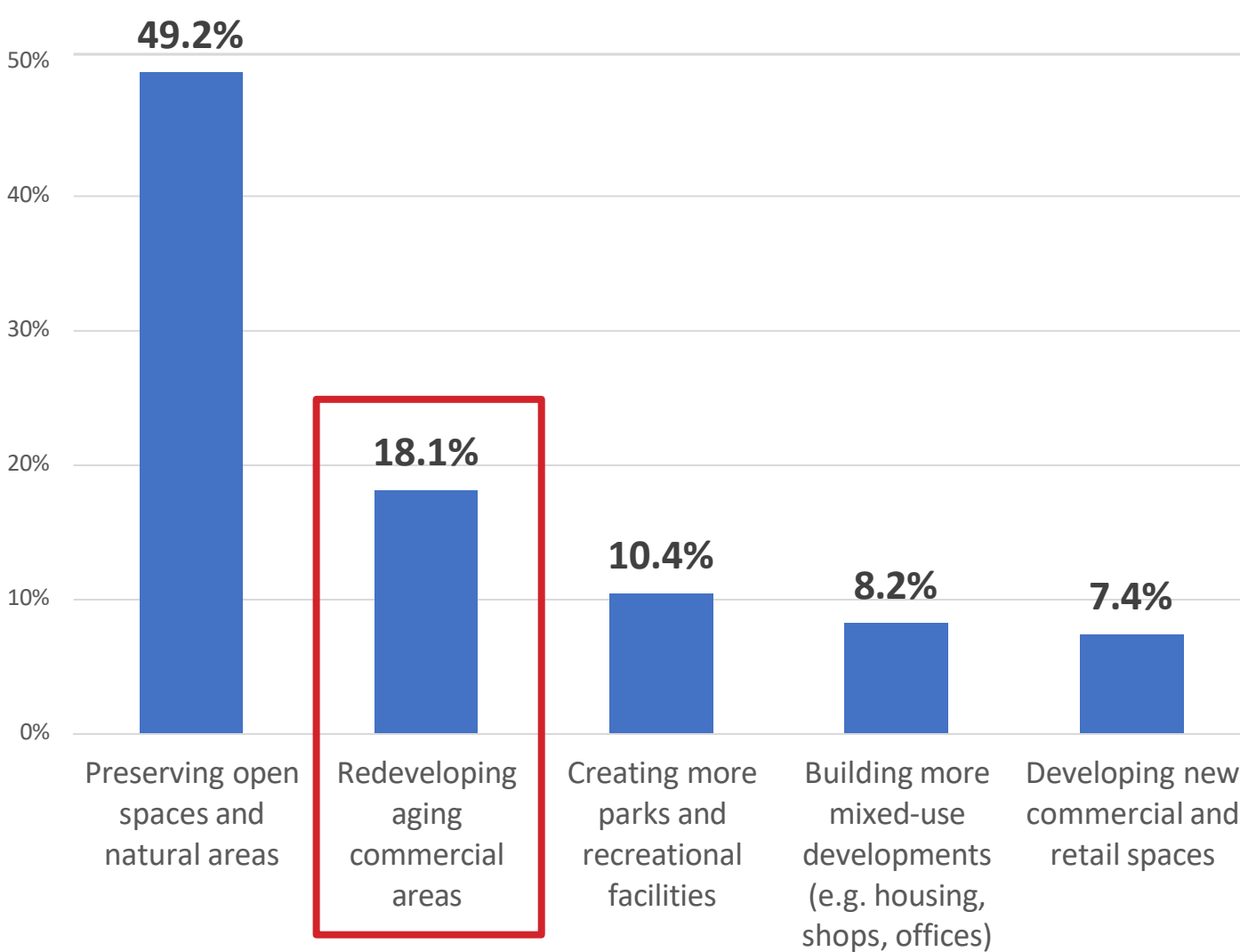
Commercial Real Estate by Type, 2024





Redevelopment of aging commercial areas is important to survey respondents and data shows that retail performs very well in Parker.

SURVEY: WHAT SHOULD BE THE FOCUS OF FUTURE LAND USE?



COMMERCIAL & RETAIL ANALYSIS

- In general, national and regional brand name **tenant chains appear to be preforming very strongly in Parker** relative to their same-chain comparison in other metro locations.
- **There are many examples of Parker store locations preforming top tenth percentile metro-wide for their chain brands.**

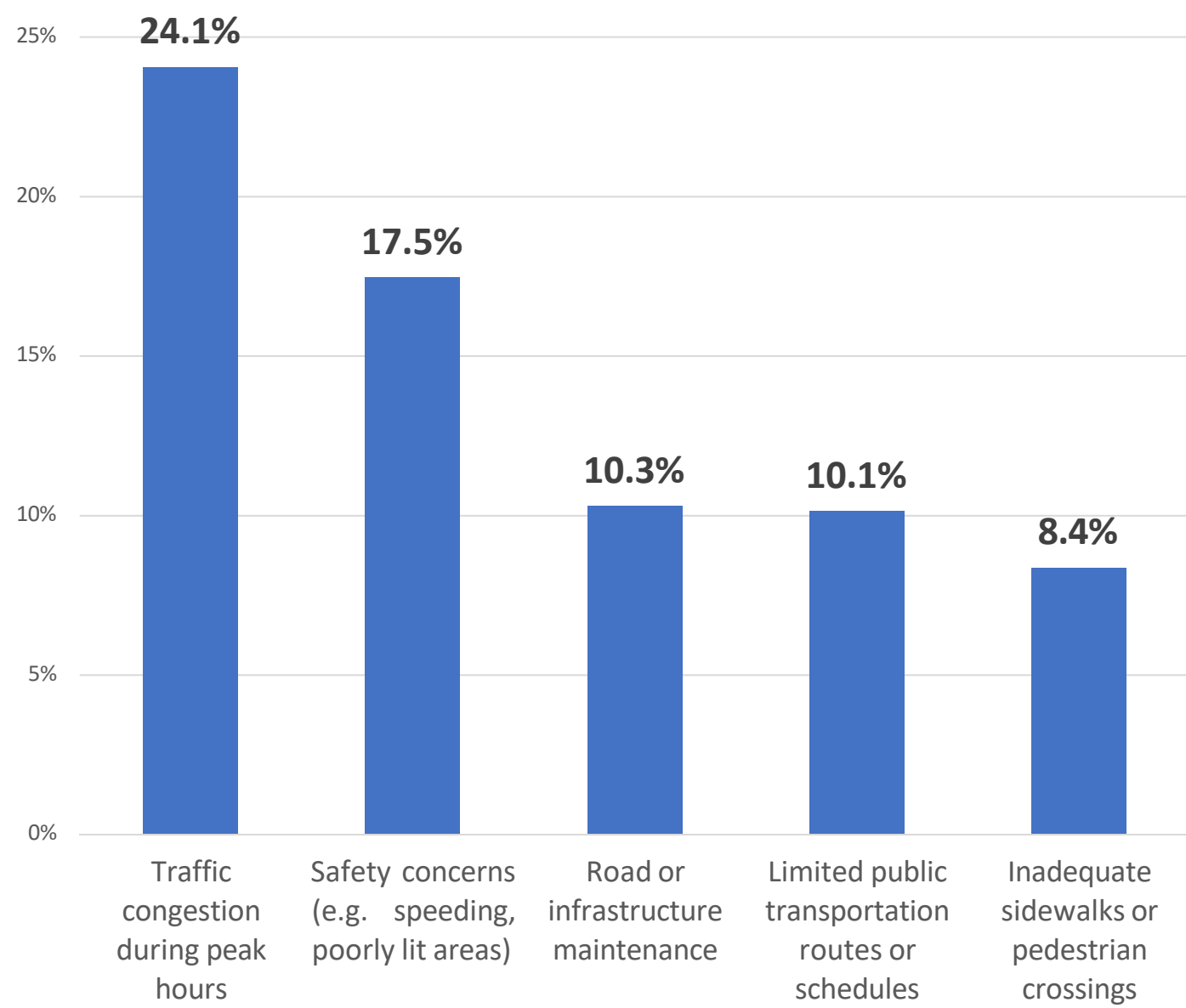
Most Visited Retail Locations, 2024

Visits Rank	Store	Cluster	2024 Visits
1	Costco	E-470 & Parker Road	2,590,000
2	Walmart	Old Town/Parker Pavilions	2,310,000
3	King Soopers	E-470 & Parker Road	1,750,000
4	Target	Old Town/Parker Pavilions	1,590,000
5	King Soopers	Crossing at Stonegate	1,580,000
6	King Soopers	Stroh Ranch	1,400,000
7	Chick-fil-a	E-470 & Parker Road	980,000
8	Home Depot	Old Town/Parker Pavilions	960,000
9	Safeway	Old Town/Parker Pavilions	920,000
10	McDonald's	Old Town/Parker Pavilions	900,000



Many of the jobs in Town are in lower-paying sectors, likely requiring the workforce to drive into Town and potentially contributing to survey respondents' concern about traffic and safety.

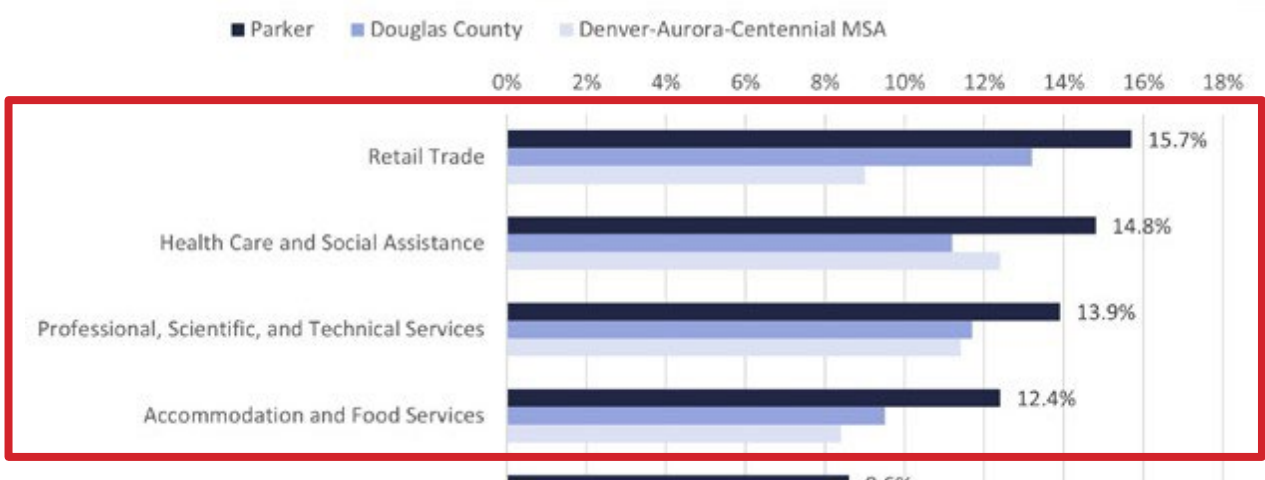
SURVEY: TRANSPORTATION AND MOBILITY CHALLENGES



JOBS & WORKFORCE ANALYSIS

- **Retail, Health Care, and Professional Services** are the three most prevalent employment sectors - **making up approximately 45% of Parker jobs.**
- **Residents commuting to work average travel time is 26.1 minutes.**

Share of Jobs by Industry Sector, 2023

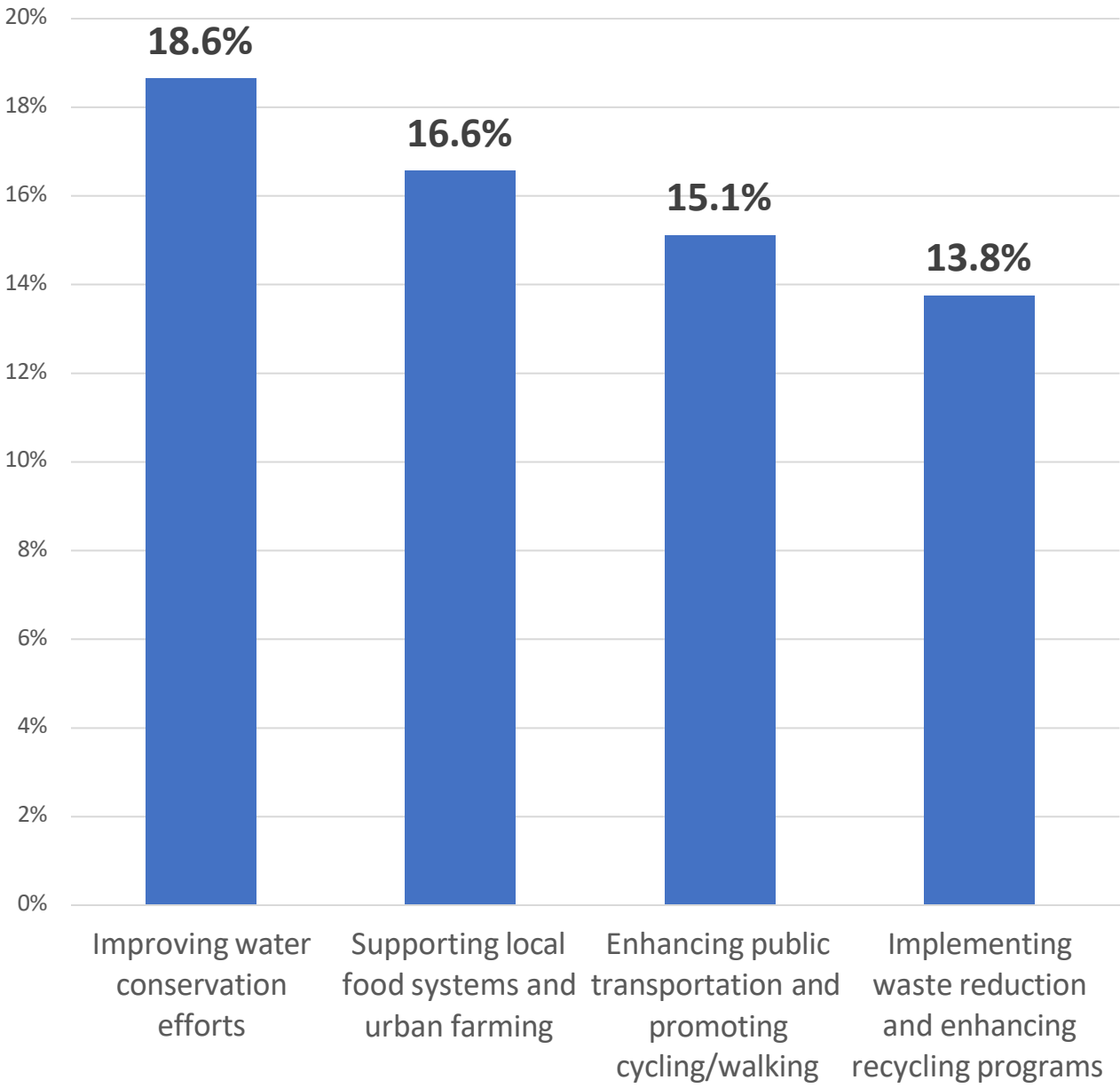


Source: American Community Survey

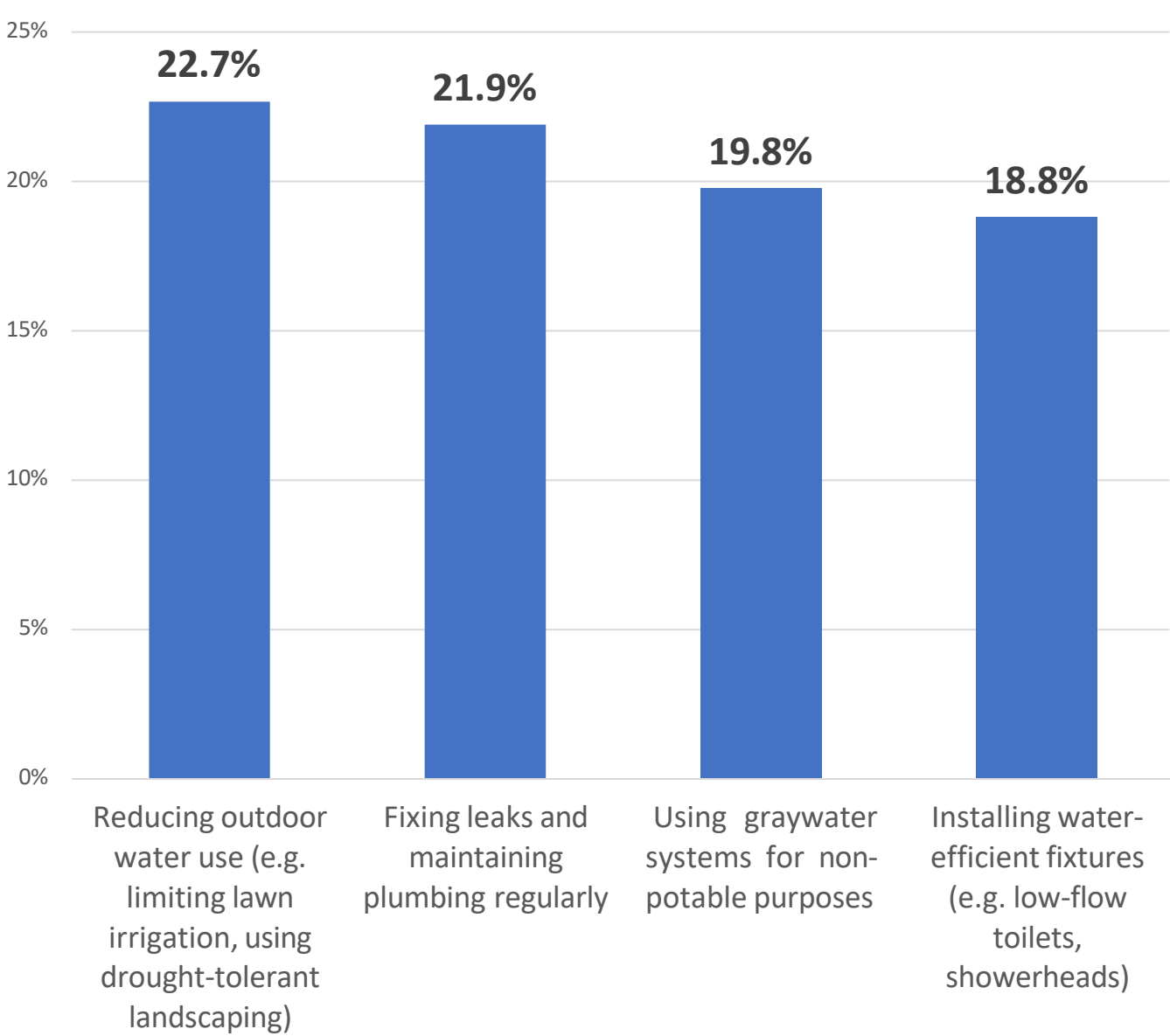


Survey respondents are most interested in water conservation and show support for other local sustainability efforts.

SURVEY: TOP OPPORTUNITIES FOR SUSTAINABILITY

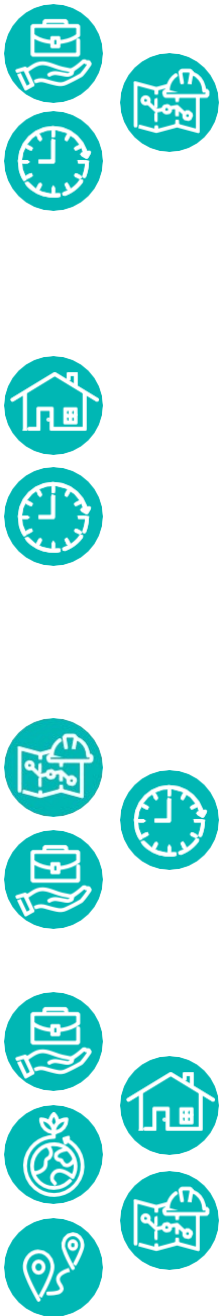


SURVEY: TOP WATER CONSERVATION STRATEGIES



LOOKING AHEAD TO 2050

THEN VS. NOW	CONSIDERATIONS
THEN: 2035 Plan was looking at more large-scale, new development, NOW: 2050 Plan will shift to infill and redevelopment	• Rate of growth, development to slow • Opportunity to enhance and revitalize • Sites may be more complicated to develop • Context and area compatibility more important
THEN: In 2012 Parker had different demographics and population, NOW: 2050 Plan will need to address the current and future population's needs	• Utilize data to inform future policy • Town's services will continue to evolve • Aging population will generate more service needs
THEN: Commercial areas that were newer in 2012 are now aging NOW: 2050 Plan will need to envision how they renovate or redevelop	• Need to manage change, transitional areas • Opportunity to create and diversify economic activities • Policies to encourage and support redevelopment
NOW: There has been a recent increase in multifamily housing development, which now accounts for 30% of housing units.	• By 2050, the Town will have limited areas for housing growth • Town may need to rethink housing growth policies



LOOKING AHEAD TO 2050

THEN VS. NOW	CONSIDERATIONS
NOW: Water conservation has been identified as a priority.	• Water may limit/affect future growth, landscaping, community character, building codes, and land uses • Continued coordination with water providers
NOW: Transportation is changing quickly with new technology, transportation options, and rider preferences.	• Continue working with RTD, Douglas County, and others regarding transit and other alternatives to driving • Track current and future transportation trends, travel patterns, and demand to make appropriate policy
NOW: More communities are implementing sustainability principles and survey respondents showed support for local sustainability practices.	• Explore policy and partnerships in support of Town’s sustainability priorities • Potential sustainability priorities may be: transit oriented development, renewable energy, green infrastructure, resiliency, wildlife, solid waste provisions, etc.





NOW WHAT? WE WANT TO HEAR FROM YOU

Based on what we’ve presented tonight:

- **Has anything surprised you?**
- **What is resonating with you as a priority issue or opportunity?**

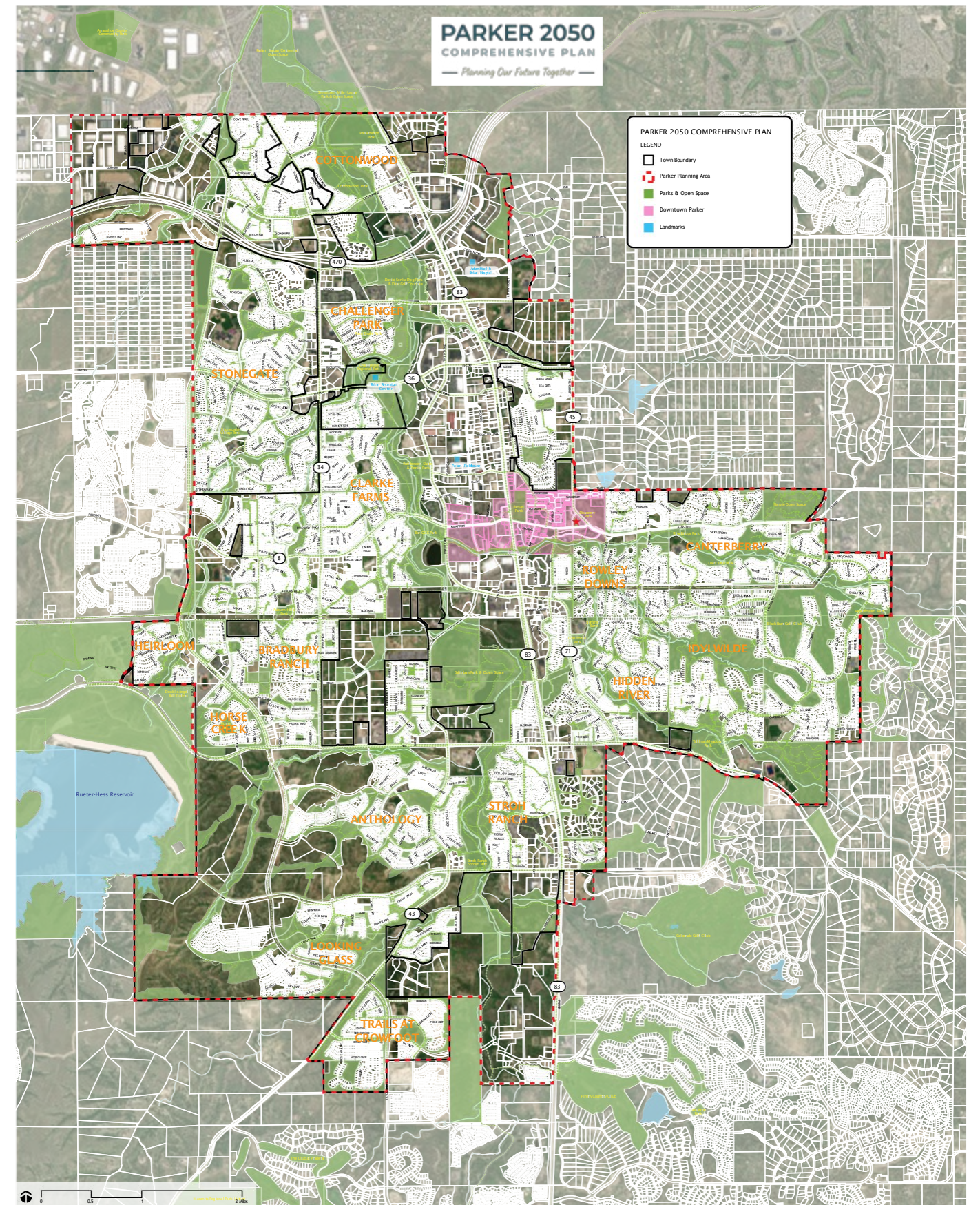
MAP ACTIVITY

Preliminary Opportunity Areas Identified by Project Team:

- Downtown (East & West)
- Dransfeldt Industrial
- Pine & Parker
- Hospital expansion
- County enclave
- Motsenbocker & Hess
- NW Parker (potentially expanding the Planning Area)
- Pinery West
- Chambers & Mainstreet
- Hess & Chambers
- School District sites

Question:

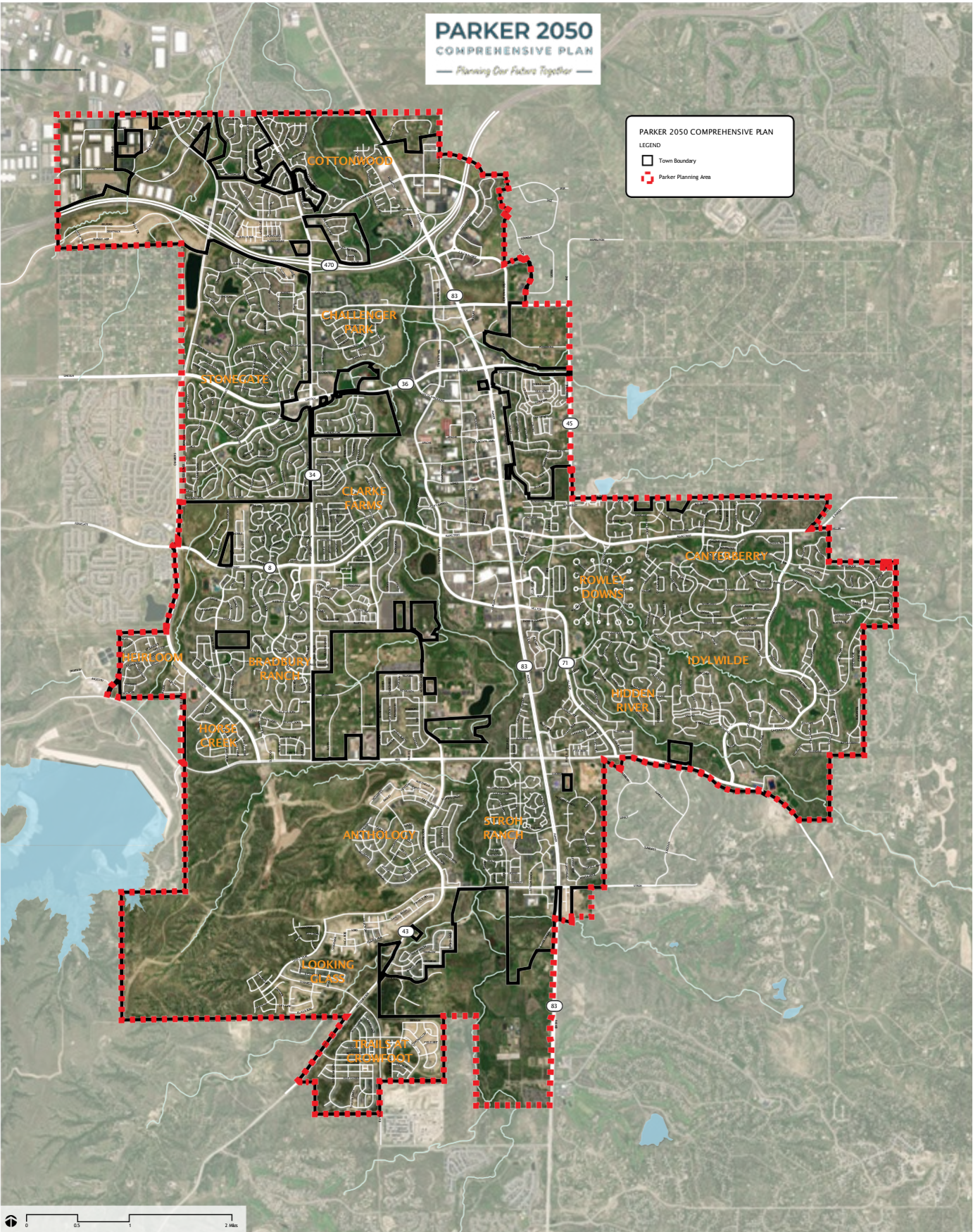
- **What would you identify as an area of opportunity for change? Please place a dot on your top three areas.**



PARKER PLANNING AREA

Questions:

- **Should we consider expanding the Town's Planning Area?**
- **If so, what do you want to achieve?**



NEXT STEPS

- Engagement Round 2 (Summer)
 - Focus Group Discussions
 - Pop-Up Event
 - Open House #1
 - Online activity for Open House #1
- Our next touchpoint with you:
 - Fall update on Outreach Round 2
 - Preliminary policy recommendations
- How to stay involved:
 - Attend Open House #1
 - Subscribe to the project website:



THANK YOU!



Cushing
Terrell.

NORRIS
DESIGN
PEOPLE + PLACEMAKING



MEMORANDUM

TO: Honorable Mayor and Members of Town Council

FROM: Jim Tsurapas, Chief of Police
Tom Williams, Director Eng/PW

DATE: April 28, 2025

SUBJECT: Automated Traffic Enforcement

ISSUE:

Automated traffic enforcement is a tool that some jurisdictions use in an attempt to reduce speeding and red light infractions. Although the Police Department and Engineering/Public Works Department do not have an official position on automated traffic enforcement, staff and outside consultants will provide some information to Town Council and discuss whether they would like to explore future implementation.

FISCAL/BUDGET IMPACT:

Depending on direction from Town Council, automated traffic enforcement system costs and budgetary impacts will be provided at a future date.

BACKGROUND:

Automated traffic enforcement systems use laser radars and cameras to detect and enforce traffic violations like speeding and red-light running, without requiring police presence or intervention. These systems can be fixed or mobile and can capture images and data of violations, which can be used to issue warnings or citations. Automated traffic enforcement systems typically include speed cameras and red light cameras that can be installed at intersections and roadway segments.

Some published studies have shown that automated traffic enforcement systems can reduce traffic violations and crashes, leading to safer roads. However, depending on the type of automated traffic enforcement and location, some studies have also suggested that red-light cameras can increase rear-end accidents at intersections. Most engineers and experts recommend that automated traffic enforcement systems should only be implemented at locations where they can be most effective at reducing crashes.

Automated traffic enforcement systems can create challenges related to public perception, including privacy concerns, fairness, and the potential for revenue generation rather than safety. Other challenges include ensuring accurate data and managing disputes.

Twelve (12) jurisdictions in Colorado use some form of automated traffic enforcement systems, including Boulder, Denver, and Colorado Springs, with limited systems in Lone Tree and Greenwood Village. The City of Aurora implemented a pilot program a few years ago and has since canceled that program.

The Town's Traffic Safety Consultant (DiExSys) will be presenting on automated traffic enforcement systems and their effectiveness, including recommendations should the Town Council decide to pursue their implementation.

RECOMMENDATION:

No recommendation from staff at this time.

REQUESTED DIRECTION:

Direction from Town Council on future implementation of automated traffic enforcement.

ATTACHMENT:

None