



TOWN COUNCIL STUDY SESSION AGENDA
September 8, 2025
5:00 PM

I. Study Session Items

1. Parker Proud Showcase Update - Sullivan - 15 minutes
2. Douglas County Libraries Update - Bob Pasicznyuk - 20 minutes
3. Douglas County Youth Initiative Annual Update - Marsha Alston - 30 minutes
4. Parker 2050 Comprehensive Plan Update - Mahar/Bennett/Munekata/Matthews - 45 minutes

II. Staff Updates

III. Town Council Updates/Items



MEMORANDUM

TO: Honorable Mayor and Members of Town Council
FROM: Cheri Sullivan, Community Relations Liaison
DATE: September 8, 2025
SUBJECT: Parker Proud Showcase Update

ISSUE:

Staff is providing an update on the day-of-event details for the booth hosted by the Elected Officials, including overall event logistics, run of show, script, maps, parking, roles, duties, and video preview.

FISCAL/BUDGET IMPACT:

None. All items in the update utilize the existing budget.

BACKGROUND:

The Parker Proud Showcase will take place on Saturday, September 20 from 12–4 p.m. at O'Brien Park, where the Elected Officials will host an interactive booth.

The Showcase objectives include:

- Learn about local government and our services/programs
- Celebrate Parker's successes
- Preview Parker's future plans
- Connect with elected and Town officials
- Strengthen sense of community

RECOMMENDATION:

No direction is needed at this time.

REQUESTED DIRECTION:

No action is needed at this time.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor and Members of Town Council

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

DATE: September 8, 2025

SUBJECT: Parker 2050 Comprehensive Plan Update

ISSUE:

The Parker 2050 Comprehensive Plan update is an opportunity to revisit the current *Parker 2035 Master Plan* and its policies to remain relevant in a constantly changing municipal environment. Comprehensive Plans (Master Plans) are living documents that should be updated on a regular basis to stay current and reflect the Town's future vision and goals. Staff and the project consultant Cushing Terrell will provide an update to Town Council on the Parker 2050 Comprehensive Plan update and seek Council input.

FISCAL/BUDGET IMPACT:

None

BACKGROUND:

The *Parker 2050 Comprehensive Plan* initiative seeks to modernize the current *Parker 2035 Master Plan*, which was adopted in 2012 and updated incrementally with minor revisions over the years. The most recent *Master Plan* update was completed in 2022. The purpose of the *Plan* is to guide the Town's policy decisions that affect the physical, social, and economic environment of Parker. It also represents the Town's vision for future growth and development and provides policy direction for the next 20+ years, establishing the planning framework for our community. The *Plan* also provides the basis for the Town's development regulations, informs the capital improvement plan/program and guides related investment decisions.

Staff and the project consultant last provided Council with an update on the *Parker 2050 Comprehensive Plan* in April 2025. At that time, staff and the project consultant introduced the update process and schedule, shared data and key findings from research and engagement efforts and solicited input on focus areas and policy questions.

Through data analysis, review of the *Parker 2035 Master Plan* and extensive public engagement, the project team continues to incorporate findings into the preparation of the update. To ensure the community's vision remains at the core of the update process, staff and the project consultant are engaged in the plan-writing phase to thoughtfully incorporate

public, stakeholder and staff feedback into the *Comprehensive Plan* as it is drafted, including vision, goals and strategies.

Significant activities in this phase of the *Parker 2050 Comprehensive Plan* update include:

- **Plan Development:** Plan structure and Table of Contents, Community Values (Guiding Principles), Plan Element Visions, Goals, and Strategies
- **Community Engagement:** Pop-up Event, Open House, Online Survey, Farmers Market, Social Media Messaging
- **Internal Coordination:** Meetings with the Executive Management Team, Technical Advisory Committee, Departments and Guiding Principles Workshop

The current phase of the *Parker 2050 Comprehensive Plan* represents a critical milestone in the update process with the development of Community Values and initial Plan Elements. Together, these components establish the framework that reflects community aspirations and provides a clear roadmap for Parker's future. The proposed values, vision, goals and strategies will drive the content and drafting of the plan moving forward. This is an important opportunity for Council to provide their comments, input and questions to guide the *Comprehensive Plan* so it reflects community values, vision, goals and strategies through 2050.

RECOMMENDATION:

Staff requests that the Town Council provide input on the draft values, visions, goals and strategies for the Parker 2050 Comprehensive Plan.

REQUESTED DIRECTION:

Staff and the project consultant request Town Council input regarding the draft values, visions, goals and strategies for the Parker 2050 Comprehensive Plan.

ATTACHMENT:

1. Presentation



PARKER 2050

COMPREHENSIVE PLAN

— *Planning Our Future Together* —

Town Council Study Session

SEPTEMBER 8, 2025

Agenda

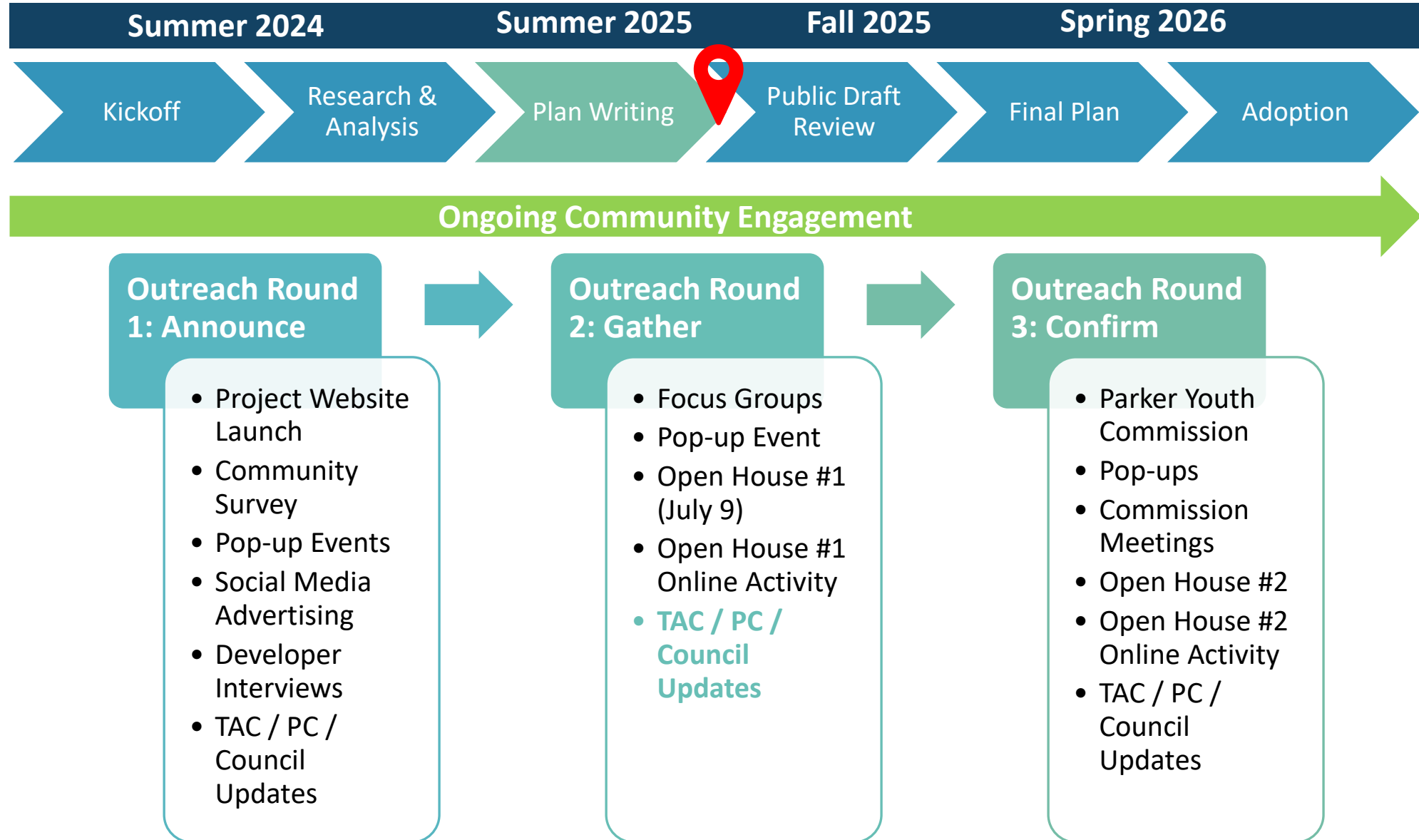
Session Purpose:

- Share what we've been up to since we last met
- Provide high level summary of findings from Outreach Round 2
- Discuss & collect Town Council's feedback on draft Community Values, Visions, and Goals

Anticipated Outcomes:

- Shared understanding of community and stakeholder input and how it informed the Plan
- Initial feedback on draft Community Values, Visions and Goals

Schedule Update



Plan Inputs



Community Input from:

- Developer Interviews
- Focus Groups
- 3 Pop-up Events
- Open House #1
- Open House Online Activity

Stakeholder Input from:

- General Land Use Plan Workshop
- Chamber GAC Workshop
- PC & TC Updates

Existing Conditions
Data

Review Parker 2035
& Existing Plans

Review of best
practices &
peer
communities

Parker 2050 Recommendations
Guiding Principles
Visions
Goals

Plan Contents

1 Executive Summary

2 Introduction

3 Community Profile

4 Community Involvement

5 Community Values

6 General Land Use Plan

7 Plan Elements

- Land Use/Infill/Redevelopment
- Housing
- Sustainability & Water
- Economic Vitality
- Transportation

8 Parker 2050 in Action

Plan Structure



Community Values = Over-arching values that guide decision-making

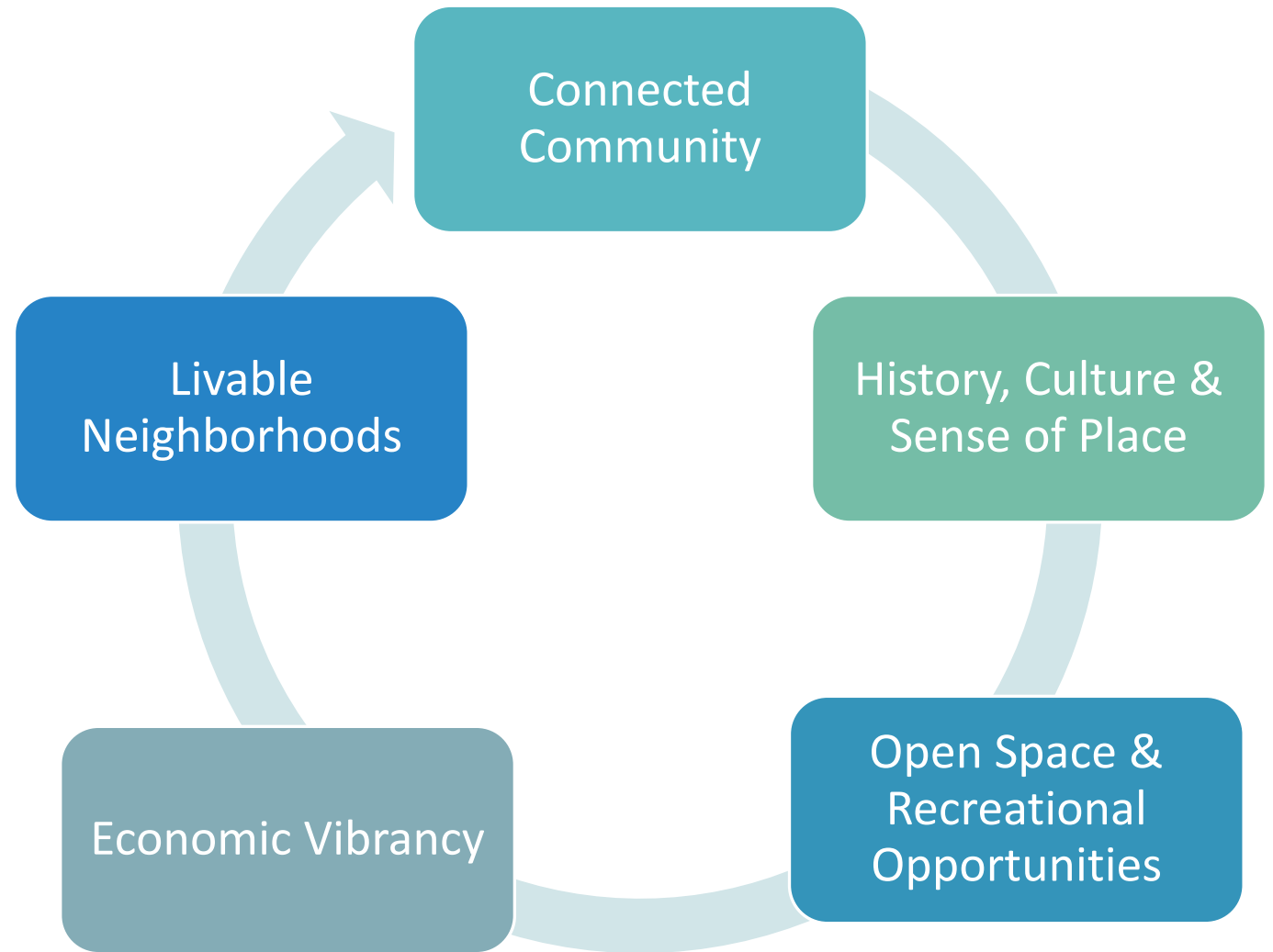
Vision (for the topic) = High level statement that encompasses the planning topic. One per planning topic.

Goal = Something that can be achieved, still slightly visionary

Strategy = More specific but still not actionable, directly helps accomplish the goal

Action = A specific step that can/should be taken

Community Values

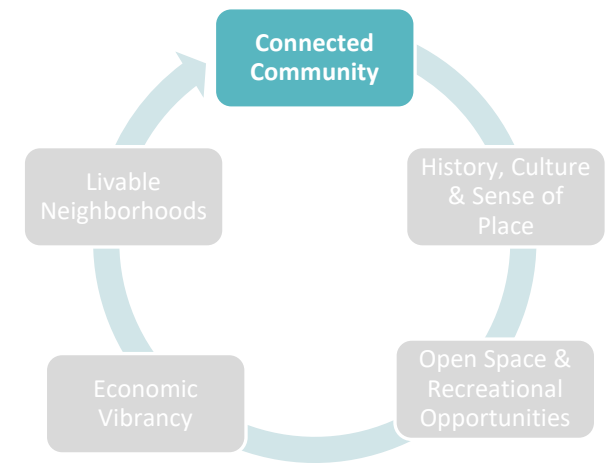


Community Values

Connected Community

Parker will continue to build a connected community through thoughtful infrastructure and placemaking strategies to grow sustainably and remain resilient in the decades ahead.

A connected Parker is about more than roads and sidewalks – it is linking neighborhoods, public spaces, and amenities to foster connections among people, places, and opportunities throughout the community.

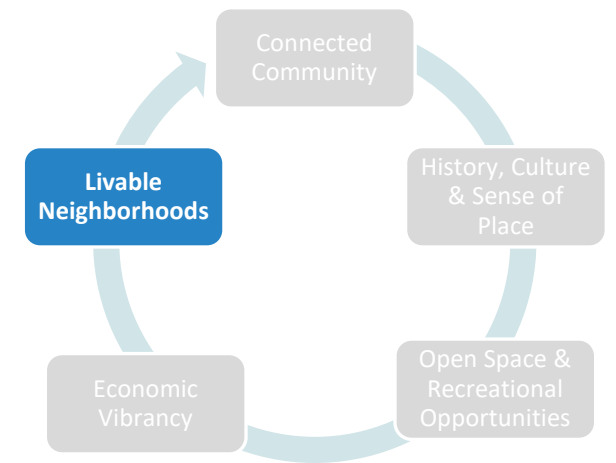


Community Values

Livable Neighborhoods

Parker will strengthen existing and new neighborhoods to adapt to changing needs and remain places people can call home.

A livable community begins with neighborhoods that offer residents stability, choice, and a strong sense of belonging.

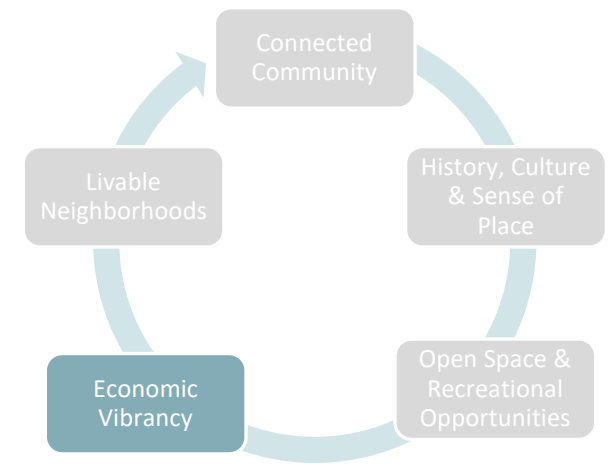


Community Values

Economic Vibrancy

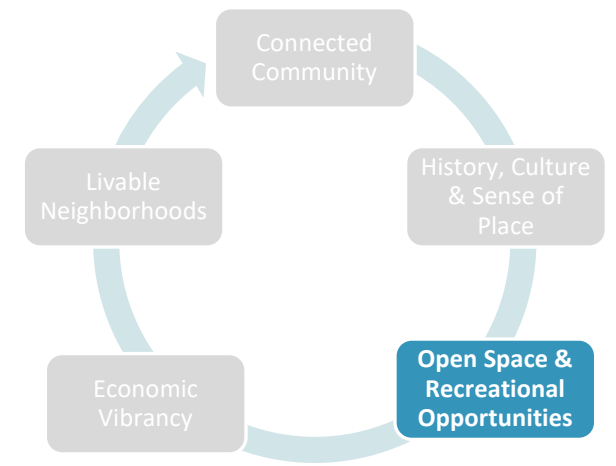
Parker will position itself to adapt to changing market conditions, attract new economic opportunities, and build a resilient economy and workforce for the future.

A thriving and diverse economy is essential to Parker's long-term success and quality of life.



Community Values

Open Space and Recreational Opportunities



Parker will protect and enhance open spaces, trails, and recreation areas as defining features of community identity, quality of life, and health.

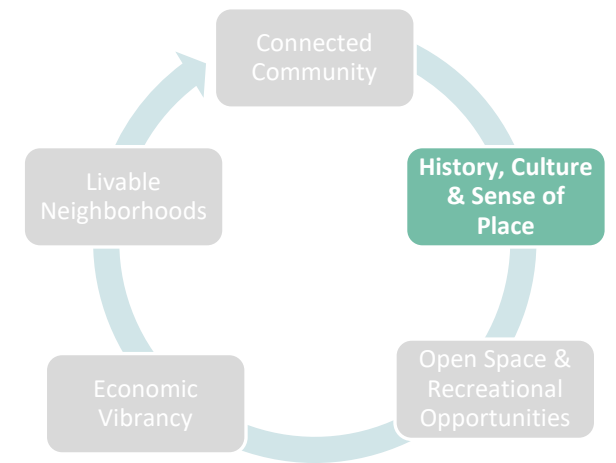
By investing in access to these amenities, residents will continue to enjoy the outdoors, strengthen community connections, and support their overall well-being.

Community Values

History, Culture, and Sense of Place

By honoring its heritage and fostering creative expression, Parker will keep history and culture a living, vibrant part of the community's future.

Parker's unique sense of place and culture are defining strengths, and by affirming and celebrating these assets, the community will deepen its identity and inspire pride across generations.





Land Use



Land Use Vision

Parker will grow in a manner that sustains current and future community needs, promotes its unique character, supports a high quality of life and ensures long-term prosperity for residents and businesses through thoughtful land use and redevelopment.

The community will retain our traditional form, with higher density and intensity uses located downtown, near major highway corridors, and at intersections with lower intensity uses near the fringes.

Land Use Goals

1. Support land use patterns and development that contribute to high quality of life, enhance community character, and allow residents to live, work, and play in Parker.
2. Enhance community placemaking by creating distinct, people-centered places that reflect community values and invite social gatherings to strengthen Parker's identity.
3. Create complete and interconnected neighborhoods and places through a balanced mix of uses.
4. Prioritize infill development of vacant or underutilized parcels along existing corridors and within existing neighborhoods to improve community character, reduce blight, and generate tax revenue.
5. Align development codes, policies, and processes with Comprehensive Plan to ensure community growth and changes are reflected, promote community well-being and development, and enhance governance.



Housing



Housing Vision

Parker will offer a mix of neighborhoods and housing choices for residents across a range of life stages and economic means, while honoring the Town's distinctive hometown character and high quality of life.

Housing will be safe, attractive, and thoughtfully integrated through market-responsive policies, strategic infill, and innovative solutions that reflect Parker's identity as a maturing suburban community within the Denver Metro region.

Housing Goals

1. Preserve and enhance the quality and character of existing residential neighborhoods while accommodating thoughtful growth.
2. Expand housing type diversity to serve residents across all income levels, life stages, and household types.
3. Encourage housing development that supports live, work, and play options to reduce transportation burdens and enhance quality of life.
4. Continue to seek ways to improve the efficiency and responsiveness of Parker's housing development processes to encourage quality development and address market needs.
5. Foster partnerships and utilize available resources to address housing affordability challenges and opportunities facing the Parker community.



Sustainability & Water



Sustainability & Water Vision

Parker will advance a sustainable and resilient future through thoughtful land use, coordinated infrastructure planning, and responsible resource management.

This approach will be grounded in community-driven solutions that navigate change and protect what matters most.

Sustainability & Water Goals

1. Protect Parker's water resources to ensure a safe and sustainable water supply.
2. Promote effective, efficient, and resilient infrastructure to protect residents and property.
3. Ensure local public health and continue to improve quality of life standards for residents.
4. Conserve and manage Parker's natural habitats and ecosystems to maintain biodiversity, support wildlife, and sustain ecological health.



Transportation



Transportation Vision

Parker's transportation system will support an array of travel modes including sustainable options for resident connections both within and beyond the Town's boundary.

The approach to transportation will focus on integration with existing and new developments, how it can support community placemaking and ensuring that people of all ages and abilities benefit from a transportation system that offers them multiple ways to navigate throughout the community.

Transportation Goals

1. Provide the Town with an efficient and connected multimodal transportation network which emphasizes safety and accessibility for all users.
2. Transportation systems and connections should support placemaking and economic development opportunities.
3. Seek opportunities to enhance the Town's trail network to connect to key destinations and offer additional transportation choices throughout the community.



Economic Vitality



Economic Vitality Vision

Parker will sustain long-term fiscal health by strengthening its retail base and diversifying the local economy with growth in science, technology, health care, and service sectors. The Town will foster local entrepreneurs and distinctive businesses that enhance Parker's unique character.

Parker will invest in quality amenities and infrastructure to support a thriving economy and workforce.

Economic Vitality Goals

1. Protect the Town's fiscal sustainability by supporting the ongoing success of its core retail offerings.
2. Maintain and promote Parker's home-town feel by showcasing and supporting local businesses.
3. Diversify and expand Parker's non-retail employment-based commercial presence through targeted office, flex, and industrial development.
4. Align housing strategies with workforce development goals to support local employment growth.



Next Steps

Planning Commission – September 11th



Technical Advisory Committee Meeting – October 6th



Youth Commission Input Session – October 8th



Outreach Round 3: Confirm Phase – Late Fall



Staff Draft – Winter



QUESTIONS
