

PARKER



2035



CHANGES AND CHOICES



# Acknowledgments

This 'Parker 2035: Changes and Choices' is the result of two years of dedicated work on the part of so many people and organizations. In addition to the individuals listed below, the Town would like to thank the previous Town Council, Planning Commission, organizations and citizens that collaborated to develop the 'Parker 2025: Changes and Choices' Plan in 2005. The 'Parker 2025: Changes and Choices' Plan serves as the foundation for this update. The Town would also like to thank the citizens that participated in the public outreach effort for this 'Parker 2035: Changes and Choices' Plan, which would not be complete without their guidance, assistance and valuable input.

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# 1

## Community Profile

### PINE GROVE TO PARKER: AN HISTORICAL OVERVIEW

In 1858, gold was discovered in Colorado and during the next year, over 100,000 people followed the trails here in search of their fortunes. As the focus changed from gold to land, small towns and settlements sprang up, including our own 'Pine Grove'. Pine Grove traces its beginnings back to 1862 when Alfred Butters built a one-room building in a grove of pine trees about a mile south of the present-day Mainstreet. The cabin became a place to purchase provisions and a refuge for weary travelers. Although it was not a post office as we recognize one today, messages and letters could be left there for other travelers. In 1864, the 'post office' was sold and moved to the 20-Mile House site in present-day Parker. The 20-Mile House was the sixth in a series of mile houses (or way stations) on the Cherokee Trail between Denver City and Pine Grove. The Cherokee Trail followed Cherry Creek into Denver and brought travelers from many southern and eastern states using the Arkansas River route. Later, the Smoky Hill South Trail, a more direct but problematic route, brought in people from the Missouri River area.

In 1882, a railroad, the Denver & New Orleans, began serving the area. The depot was named Parker's, no doubt because James Sample Parker had given a 100-foot right-of-way across his land to the railroad. That same year, the post office was renamed Parker to end confusion over another Pine Grove in the State, and this area began to be called Parker, Colorado.

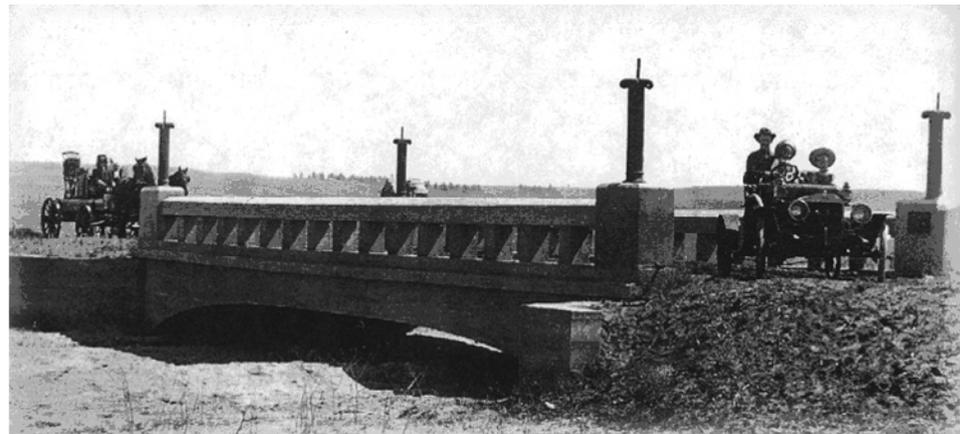


Our goal is to maintain the "hometown feel" that is important to our citizens.



Although the railroad provided some impetus for growth in the town, significant progress really began in 1897 when the Littleton Creamery was built. By the turn of the century, Parker boasted a hotel, post office, two blacksmith shops, railroad depot, section house, water tower and pump house, three mercantile stores, dry goods store, saloon, livery stable, brick works, stockyard, creamery, barber shop, school and some homes. After its initial growth period, the town went into a slump. In 1931, the railroad stopped running and in the 1940s, the population was down to 150.

Parker grew slowly over the subsequent five decades with several ups and downs in its economy. In 1981, the Town incorporated with one square mile of land and a population of 285. During the 1980's the town saw a rapid increase in population that transformed a rural crossroads community to a small town of more than 6,000 people in 1990. The population boom continued to grow from approximately 23,000 people in 2000 to roughly 46,000 in 2012. Today, Parker is no longer among the fastest growing communities in the United States, however, the Town is currently growing, but at a much more modest pace. Although the town is expected to grow by another 11,000 people in the next 25 years, our goal is to still maintain the 'home town feel' that is important to our citizens.



## PARKER'S PLACE IN THE REGION

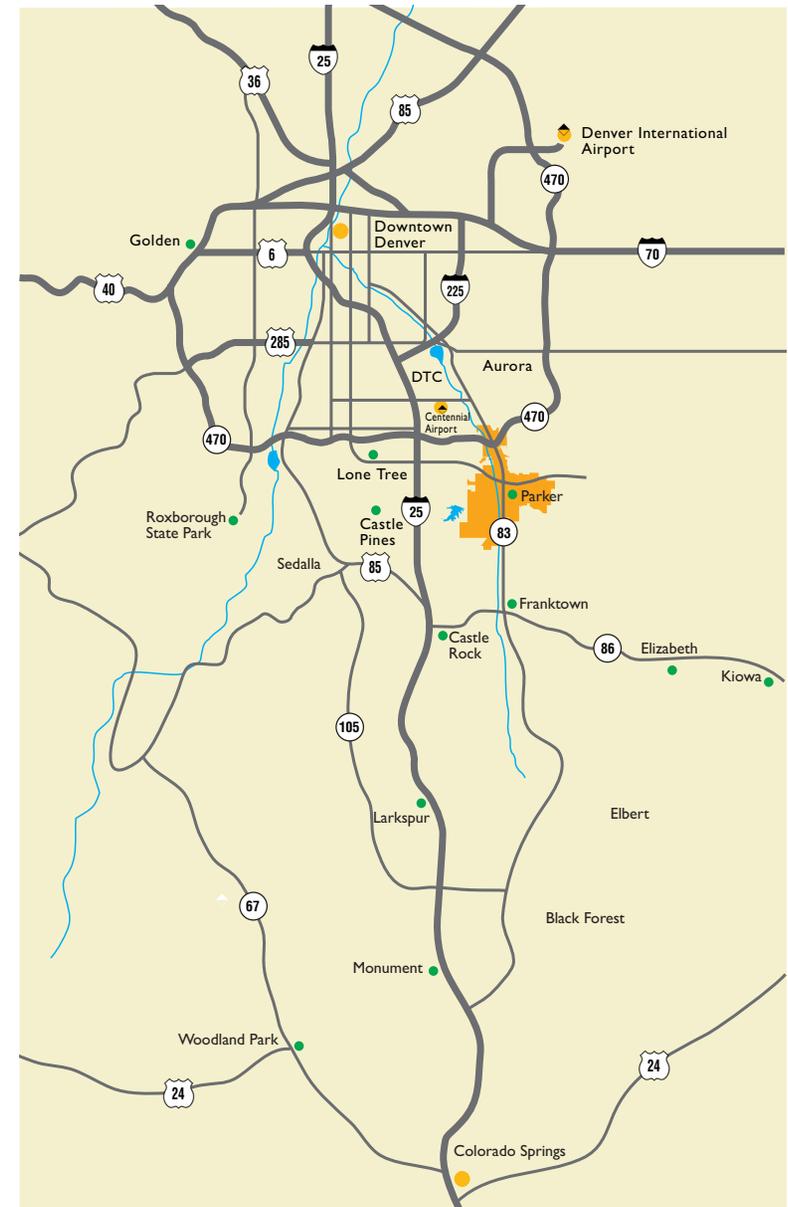
The Town of Parker encompasses 20.8 square miles and is located in northern Douglas County twenty miles southeast of Denver (see Figure 1A). Figure 1B provides a snapshot of Parker's Urban Growth Boundary as compared to neighboring jurisdictions.

Between 2000 and 2010, Douglas County's population grew 62% which placed it among the fastest growing counties in the United States. Parker had a growth rate of 92% during the past decade.

Between 2000 and 2010, Douglas County was the 16th fastest growing county in the nation, and the fastest growing county in the State.

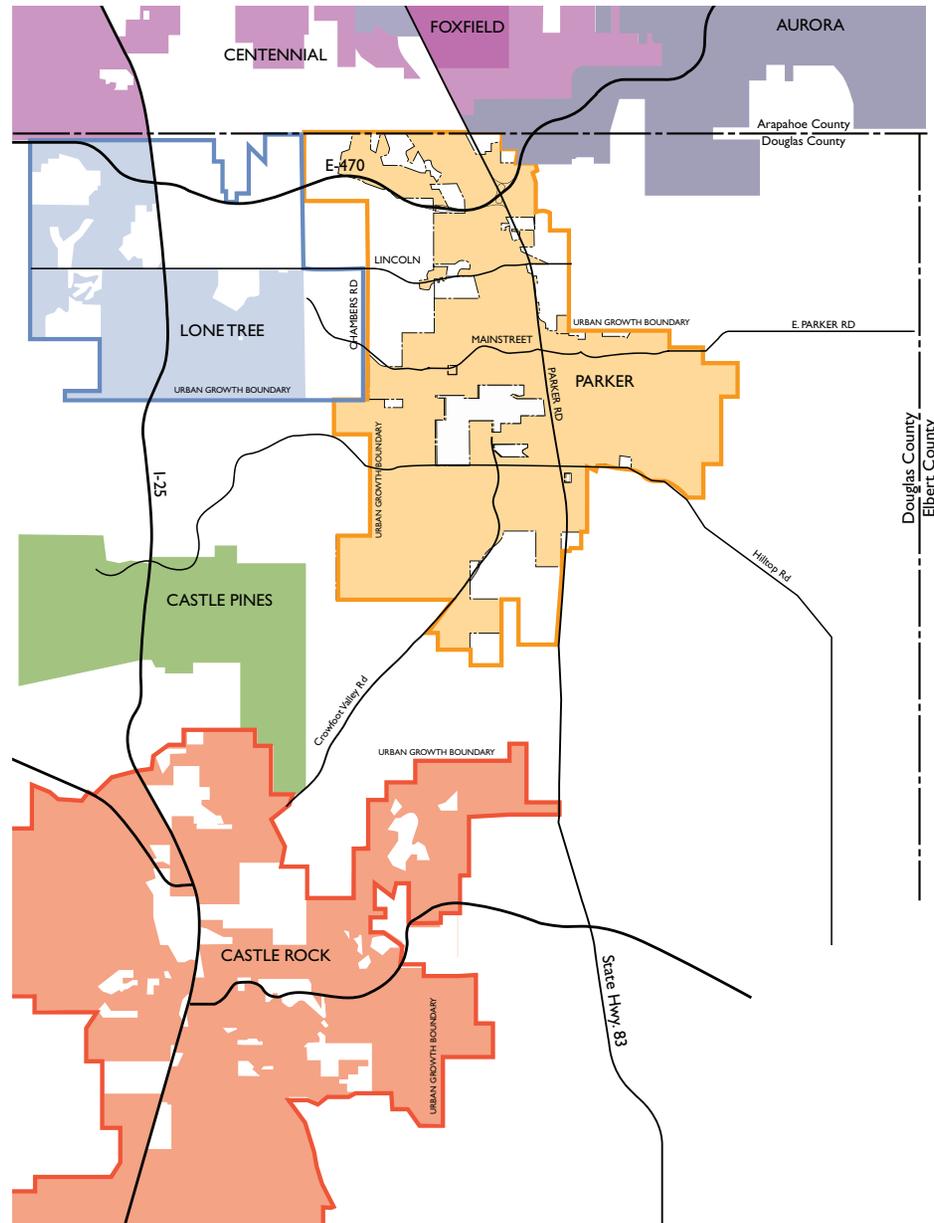
Figure 1A: **Vicinity Map**

Source: Town of Parker



**Figure 1B: Parker's Relationship to Neighboring Jurisdictions**

Source: Town of Parker



Although our growth has been significant, Parker is still a prime location for individuals looking for a small town setting, separate from the Denver Metro area with easy access to major employment centers such as the Denver Technological Center (DTC). In addition to Parker's close proximity to urban areas and employment centers, our community boasts a clean environment, natural beauty, views to the Rocky Mountains and accessibility to a wide range of recreational amenities including hiking along the Cherry Creek corridor which bisects the Town.



0 1.5 3 MILES

Created 4/20/2012

Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis are required to verify this data.



## DEMOGRAPHIC AND ECONOMIC PROFILE

### Who Lives in Parker Today

Residents of Parker are generally more apt to be married than residents of the State as a whole (62.8%) and more apt to have young families (49.3%) (see Figures 1C and 1D).

Parker has a higher percentage of residents with some college education (83%) compared to the region and the State (see Figure 1E).

Figure 1C: **Marital Status, 2005-2009**

Source: US Census

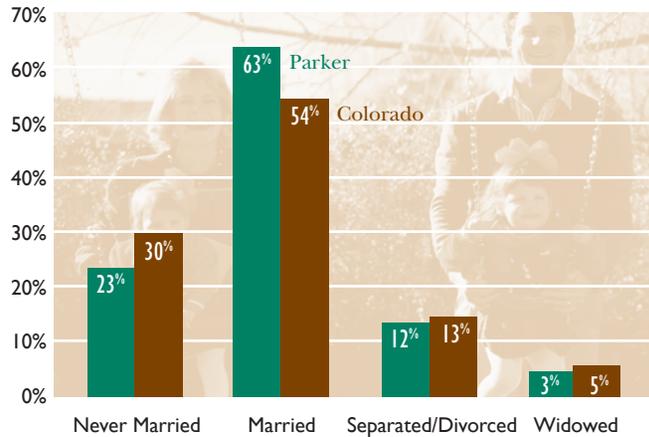


Figure 1D: **Percentage of Households with Persons Younger than 18, 1990-2010**

Source: US Census

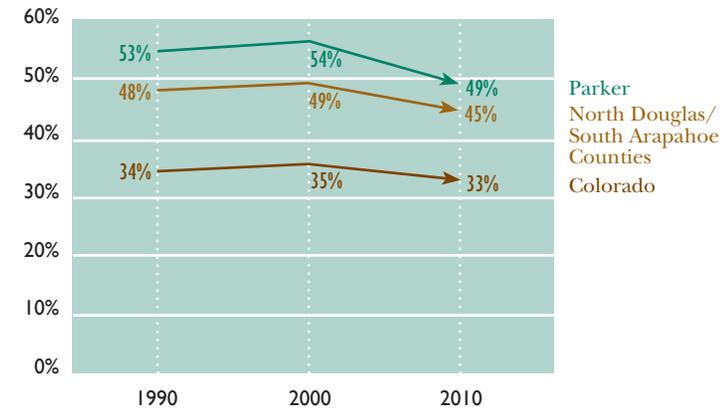
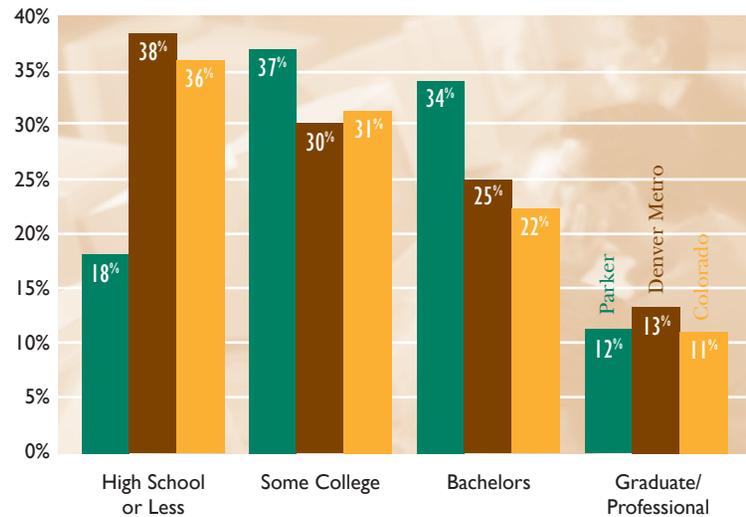


Figure 1E: **Educational Attainment, 2005-2009**

Source: US Census



Parker residents are primarily employed in managerial, professional, sales or technical jobs (see Figure 1F). These types of jobs are generally not found in the Town, requiring many of our residents to commute to the Denver Tech Center or downtown Denver (see Figure 1G).

Parker has a racially homogenous population with 90.1% of the population white. The Hispanic population (which can be of any race) comprises 8.2% of the population in 2010, growing from 5.8% in 2000 (see Figure 1H).



Figure 1F: **Parker Resident Employment by Occupation, 1990 - 2009**

Source: US Census

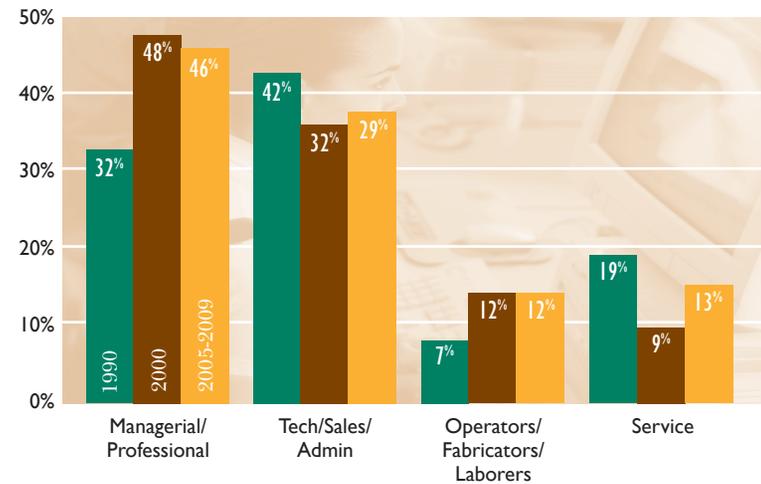
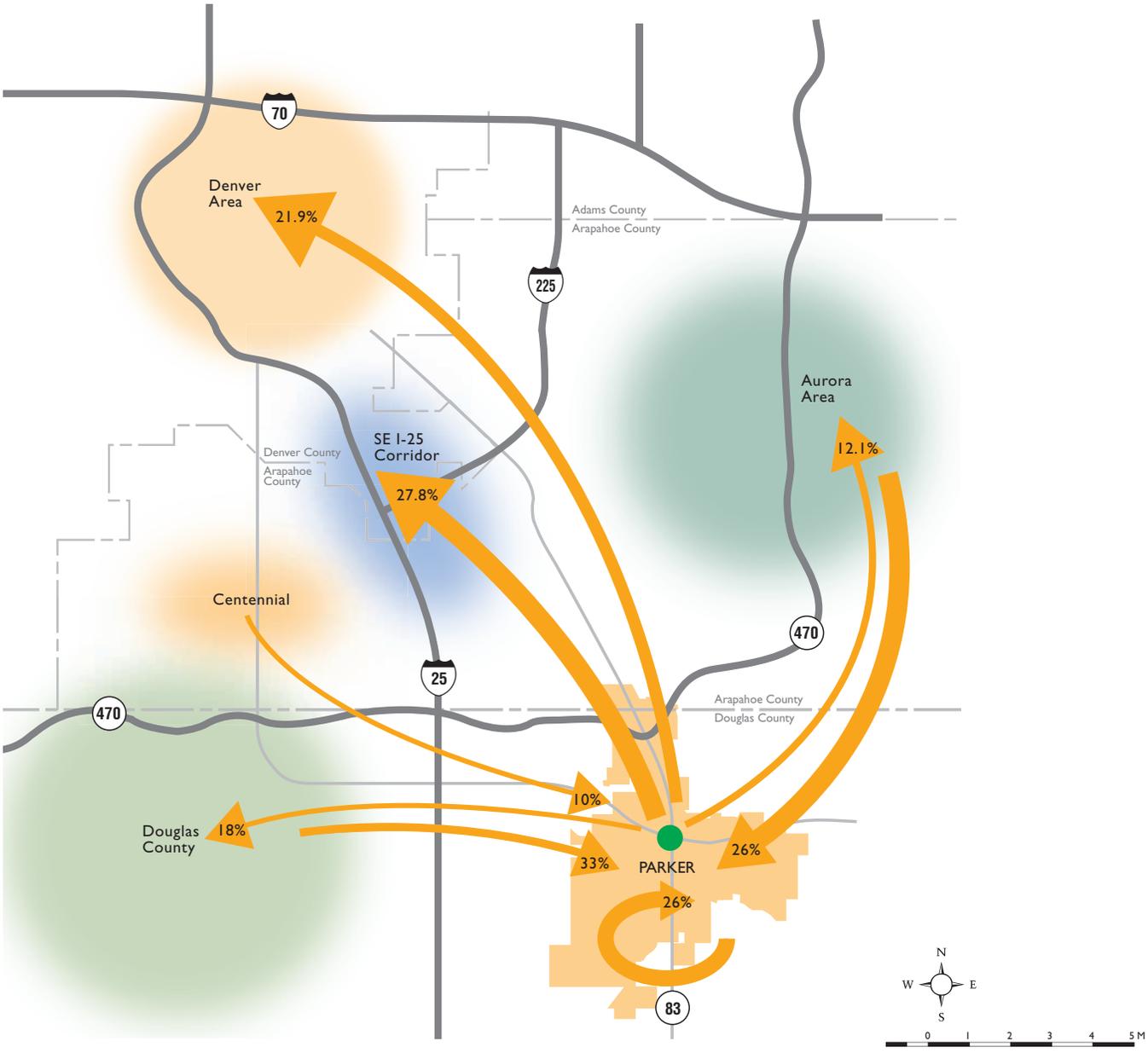


Figure 1G: **Parker Resident Work Travel Patterns, 2011**

Parker residents are primarily employed in managerial, professional, sales or technical jobs.



Parker residents can generally be described as middle to upper middle class with a median household income of \$87,098 per year, higher than the Denver Metropolitan area, but lower than Douglas County (see Figure 1I). However, not all families currently living in Parker make the median income; 3.0% of Parker households are below the poverty level (see Figure 1J).



Figure 1H: **Population by Race and Ethnicity, 2010**

Source: US Census

Place	White	Black	American Indian/ Eskimo/Aleut	Asian/ Pacific Islander	Other	Total	Hispanic*
	Parker	40,797	691	210	1,508	2,091	45,297
% of Total	90.1%	1.5%	0.5%	3.3%	4.7%		8.2%
Douglas Co.	257,598	3,476	1,183	10,908	12,300	285,465	21,392
% of Total	90.2%	1.2%	0.4%	3.9%	4.3%		7.5%
Colorado	4,089,202	201,737	56,010	145,651	536,596	5,029,196	1,038,687
% of Total	81.3%	4.0%	1.1%	2.9%	10.6%		20.7%

\* can be of any race

### Forecasting Parker's Growth

Forecasting growth is speculative at best. Studying the historical growth pattern is the best way to hypothesize what the future will hold. Based on best available data and an evaluation of historical trends, the following forecasts for population and employment were developed.



Figure 11: Median Family Incomes, 2000 – 2009

Source: US Census

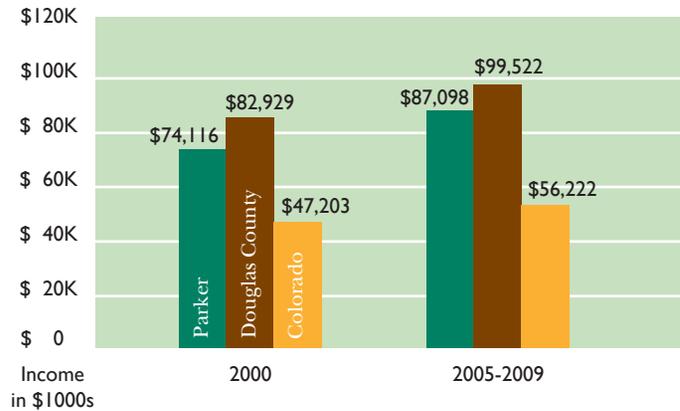


Figure 12: Households by Income Range, 2005-2009

Source: US Census

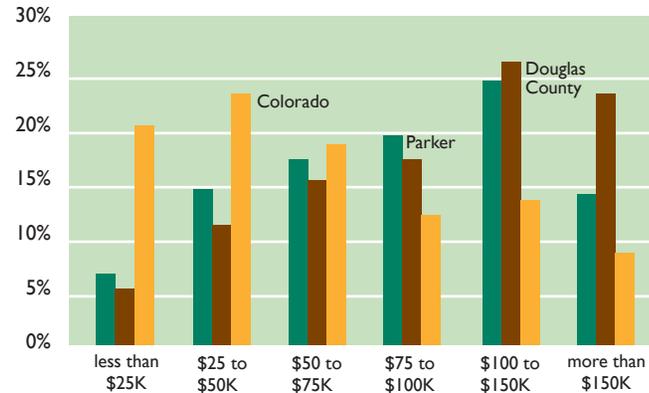
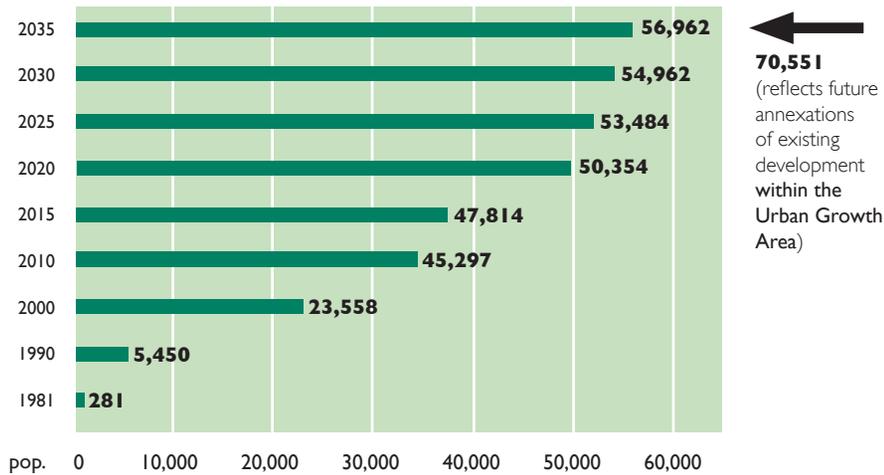


Figure 1K: **Parker Population History and Projections, 1981-2035**

Source: US Census & Town of Parker



### Population Forecasts

A forecast for Parker’s future residential growth was developed based on recent trends and shifts. Previous projections for population in Parker assumed significant growth into 2030. The market for new houses and the economy of the country as a whole have changed significantly. New population projections have been developed that reflect Parker as a growing Town but at a slower rate. The new projections do not reflect any prolonged building booms like the Town experienced in the early 2000’s. The Town is expected to grow from a population of approximately 45,500 in 2011 to roughly 57,000 in 2035 (see Figure 1K).

Parker’s percentage of Douglas County’s population is expected to decrease as areas along the I-25 corridor with more room to grow, like Castle Rock and Lone Tree, are projected to have greater proportions of the overall County population in 2035.



# 2

## Understanding the Context of Our Future Decisions

The decisions and directions that we have made in this Plan were not made in a vacuum. Our decisions as a community during this process were shaped by a number of influences. These influences or ‘givens’ were shared with our citizens during the public outreach efforts.

### THE TOWN'S AREA OF INFLUENCE

Parker’s future geographic boundaries and the boundaries of this Plan are defined by the Urban Growth Area established in the Intergovernmental Agreement and Comprehensive Development Plan adopted by the Town of Parker and Douglas County in 2002, as amended (see figure 2A). Nevertheless, the Town only has jurisdiction over development of lands that are located within the annexed portions of the Urban Growth Area. Unincorporated lands within this Urban Growth Area are the jurisdiction of Douglas County. Moreover, lands adjacent to and outside of the Urban Growth Area are the jurisdiction of either an adjacent county or municipality.



Our decisions during the Master Plan process were shaped by a number of influences.

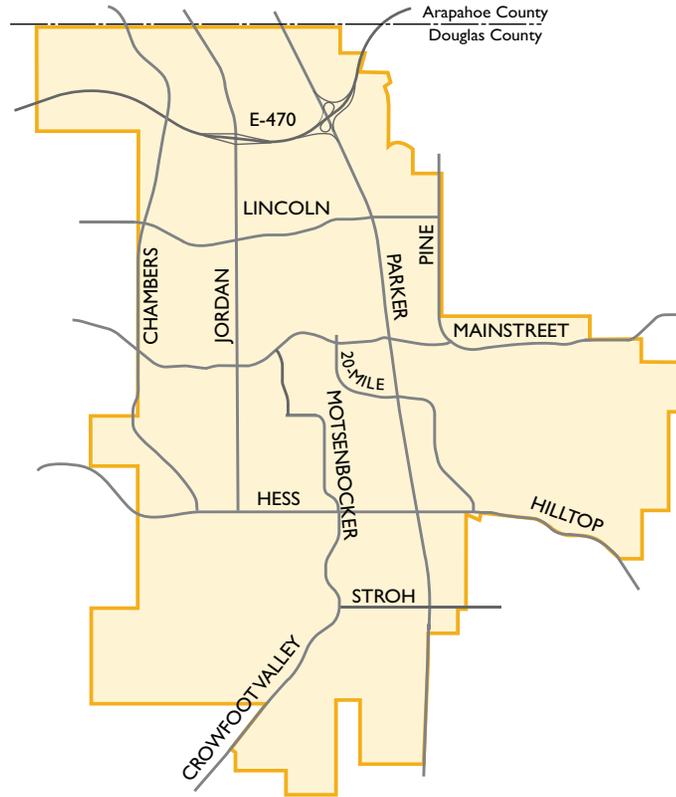


Although the Town does not have decision making authority for development beyond its limits, the Town coordinates with governmental entities when reviewing development proposals. Such coordination efforts are primarily formalized through intergovernmental agreements that provide the legal mechanism for neighboring jurisdictions to jointly plan and guide future land use decisions.



Figure 2A: **Urban Growth Boundary**

Source: *Town of Parker*



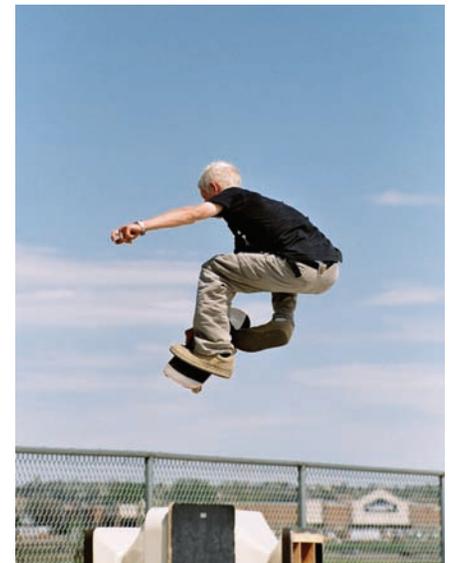
The decisions and directions we have made were shared with our citizens during the public outreach effort.

### APPROVED ZONING

The Town has already approved zoning that could accommodate a population of approximately 80,000 people. The timing and amount of development will be based on actual growth. The Master Plan will not change the existing zoning that was already approved; however, the Plan will direct future zonings of unincorporated lands within the Urban Growth Boundary and requests for rezonings of existing properties already annexed in the Town.

### SPECIAL DISTRICTS

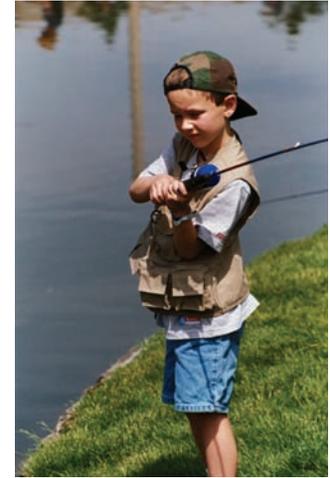
Issues pertaining to water, sanitation, fire services and schools are under the control of separate jurisdictions, not the Town. Although jurisdiction are not under the Town's control, the development review process for proposed land use applications are jointly reviewed by these jurisdictions to ensure adequate public services are available.



## FUTURE GROWTH DEMAND

The Denver Metropolitan area is home to 2.8 million people today and another million people are expected in the metro area by 2035. This growth will not only be experienced by Denver proper, but by the communities across the Front Range, including Douglas County and the jurisdictions therein. Parker will continue to receive a share of this growth over the next 20 years.

Future growth in Parker is not limited to residential construction only. As the Parker area population grows, our employment, service and retail industries will continue to grow proportionally. If the Town is not able to provide housing or the economic base for our share of the region's demand, development will occur in unincorporated Douglas County and other areas surrounding our community. If this occurs, the Town will still be impacted by the growth, but we will not have control over the decisions being made about the growth.



As the population grows, our employment, service and retail industries will grow proportionally.





# 3

## Community Involvement

Public participation is an essential component in successful planning, community building and decision-making. Citizens (residents, businesses people and property owners) need and deserve ongoing communication about and the ability to influence projects and issues that affect their community and their lives. The Town embraces this concept in all planning efforts, realizing that a genuine community involvement process is the key to the future success of the Master Plan.

Because the Town of Parker is a regional center, with many area residents living outside its boundaries but directly impacted by it as a source of employment, shopping, and services, or as the location of a personally-owned business, the decision was made by the Parker Town Council to open the community involvement process to all area residents who were interested in the Master Plan.

Our intent through our outreach processes is to effectively combine area residents' "lived experience" with the technical planning expertise of the Town in order to address the many complex issues contained in the Master Plan. Although not everyone who participated may have gotten exactly his or her first choice, this Plan reflects the overall goals, sentiment and desires of those in our community who helped to craft it. With ongoing help and direction from Parker area citizens, this Plan will continue to strengthen the Town of Parker as a great place to live, work and play while maintaining our identity and hometown feel.

This Plan is an update of the Parker 2025 Master Plan approved in 2005. It is important to acknowledge the values that our citizens shared through the community outreach process in 2005, as well as the values that our citizens shared in 2012.



"Tell me, I forget.

Show me, I remember.

Involve me, I understand."

– Chinese Proverb

## CITIZEN PARTICIPATION GOALS

The Town places significant value on our citizens input. The Master Plan public involvement processes were designed to accomplish two goals:

- To engage a large number of community residents in Master Plan decisions by making it convenient and by providing multiple avenues for them to communicate their priorities and hopes for the future; and
- To use the community's response in development of the Master Plan.



## 2005 CITIZEN INVOLVEMENT PROCESS OVERVIEW

The 'Parker 2025: Changes and Choices' process was designed to be cumulative. Each phase provided a foundation for the next phase with increased specificity with each step. The four phases of the citizen involvement process were as follows:

### Phase One:

Describing the Ideal Parker and Identifying the Big Issues

### Phase Two:

Topic-Specific Workshops

### Phase Three:

Reviewing Topic-Specific Visions, Goals and Strategies

### Phase Four:

Reviewing a Draft Master Plan and Community Celebration



## 2005 PHASE ONE COMMUNITY OUTREACH

Phase One established the initial perceptions and beliefs people hold about Parker and helped define the issues of concern that needed to be included in the Master Plan. The purpose of Phase One was to seek area residents' hopes for their community's future and to identify the issues of importance to them. In order to solicit the opinions and beliefs of as many Parker area residents as possible and to make it easy and convenient for them to participate, Phase One featured multiple methods for response. The intent was to gather initial beliefs, opinions and attitudes in as many ways as possible to provide the Town with a comprehensive picture of how its residents view the Town's future.

Phase One of the 'Parker 2025: Changes and Choices' process included the methods described below.

- **Personal Interviews**
- **Written Survey**
- **Meetings-in-a-Box** These meetings were self-directed, citizen-based participation opportunities allowing Parker area residents and businesses to host meetings in their own homes or other familiar settings.
- **Telephone Survey**



## 2005 PHASE TWO COMMUNITY WORKSHOPS

Phase Two of the process was carried out through a series of seven topic-specific public workshops. The purposes of the workshops were to provide community residents with factual information regarding each topic and to solicit their guidance regarding both short and long-term directions the community should take regarding that topic.

Topics for the workshops, as outlined below, were chosen by Town staff and consultants after a thorough review of the results of Phase One.

**Workshop 1:** Defining ‘Small Town Feel’

**Workshop 2:** Managed Growth

**Workshop 3:** Transportation

**Workshop 4:** Community ‘Things to Do’

**Workshop 5:** Housing

**Workshop 6:** Jobs and Economic Development

**Workshop 7:** Land Use: Laying out the Town

The format for each workshop was the same. Town staff and consultants first provided a short presentation including factual information, results from Phase One of the community outreach process and feedback from previous workshops specific to the topic under consideration. Workshop participants then worked together in small groups to reach consensus on specific questions posed to them about the topic. Each workshop concluded with a report-out of the work of the small groups.



## 2005 PHASE THREE COMMUNITY GOAL AND STRATEGY WORKSHOPS

Phase Three of the community outreach process provided residents the opportunity to review and suggest improvements to the draft visions, goals and strategies. These Plan elements were developed by the Town, based on Phase One and Phase Two community outreach results, factual data and professional planning principles. The draft visions, goals, and strategies were mailed to every household and then presented to the community through a series of three workshops, as outlined below. At each workshop, participants worked in small groups to identify the visions, goals, and strategies they particularly liked and to suggest any improvements they would like to see considered for the final draft documents.

**Workshop 1:** Land Use; Community Appearance and Design; Transportation

**Workshop 2:** Housing and Neighborhoods; Jobs and Economic Vitality; Regional Coordination

**Workshop 3:** Natural Resource Protection; Open Space and Recreation; History, Arts and Culture; Public Services and Facilities



## 2005 THEMES BY TOPIC

Throughout the outreach process in 2005, several overriding concepts emerged. These concepts were used as the foundation in developing the Parker 2025 Master Plan.

**High Standards** – Parker residents who participated in the Master Plan update process clearly had strong expectations that their community deserves quality development, quality management of their natural resources and open spaces, and quality implementation of their Master Plan.

**Balancing the Pace of Development** – Parker residents strongly supported directing and timing growth so that the Town and other governmental entities could continue to provide supporting services and improvements to match their expectations of maintaining our high quality of life, “Balance is vital,” wrote one group of participants.

**Open Space** – Participants emphasized the importance of designated open space and view corridors to Parker’s quality of life and community identity.

**Small Town Character** – Parker’s identity as a small town continued to be expressed as a core value for Parker’s future. Residents believed that a significant component of Parker’s character is embodied in its downtown. Downtown is the hub that centers the town’s identity as a small town grounded in western heritage. Residents value its history, scale and essential contribution to our sense of place.

**Design and Visual Standards** – The look and ‘feel’ of Parker’s built and natural environments was an area of concentration as participants discussed specific Master Plan goals and strategies. In many cases, suggestions for improving proposed strategies focused on strengthening rather than weakening concepts.

**Community Venues** – As part of the development of the Town’s downtown core and surrounding public spaces, participants in these workshops particularly stressed their support for places dedicated to the arts, learning and community events.

**Transportation** – Traffic congestion continued to be of concern, with support expressed for interconnectivity to alternative routes around Parker as well as for a local transit service that could also provide access to the regional public transportation system.

**A Community for Our Whole Lives** – Parker is a place that supports residents of all ages, including families, young people as they grow up here, adults who enjoy the Town’s special culture and older adults as valuable members of our community.

The Town’s vision of Parker as a ‘full service’ community requires a broad range of services and housing opportunities. It’s important to locate the more intensive uses at Parker’s center and along major highway corridors so that our single-family neighborhoods on the periphery retain their family orientation, appearance, and protected open space. When residents are in Parker, they’ve “come home” and treasure our space as distinct from the nearby urban environment.

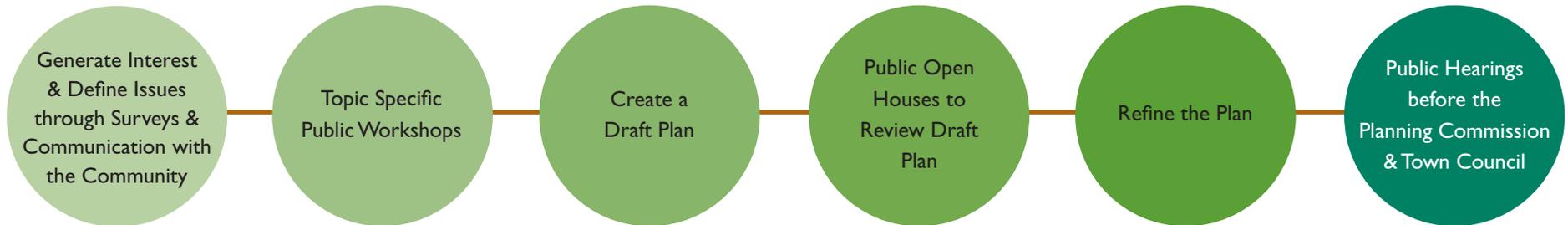
## 2012 OUTREACH PROCESS

Since 2005, the Town of Parker, along with the nation, has faced a significantly different economic reality. For this reason, the Town sought to revisit the Master Plan and seek resident input on the impacts of these changes and to assure that our community can respond to and plan for the future with the goal of retaining our high quality of life.

## 2012 PROCESS PROMOTION

In order to involve as many citizens as possible, there was an extensive promotion of the process before and during each outreach phase. Throughout the outreach process, a number of methods were used to reach and encourage area residents and business owners to participate, including Town newsletters, website, postcards and emails, newspaper coverage, letters to area churches, business and homeowners associations, as well as the Town electronic message board sign.

### 2012 Process



## 2012 PHASE ONE COMMUNITY SURVEYS

Phase One sought to understand the initial perceptions and beliefs people hold about Parker and helped define the issues of concern that needed to be considered in the Master Plan update. In order to solicit the opinions and beliefs of as many Parker area residents as possible and to make it easy and convenient for them to participate, Phase One featured two methods for response.

### **Online Survey**

In order to offer residents in every household the opportunity to identify issues of importance to the Master Plan and the Town's future, an online survey was advertised in the 'Talk of the Town' monthly newsletter and on the Town website. A total of 58 written surveys were returned.

### **Telephone Survey**

As a way to probe with more depth the attitudes behind the issues and concerns of our citizens, 400 telephone interviews were conducted. The households contacted exemplified a statistically valid representative sample of Parker residents.

Phase One sought to understand the initial perceptions and beliefs people hold about Parker.

## 2012 PHASE TWO COMMUNITY WORKSHOPS

Phase Two of the process was carried out through a series of three topic-specific public workshops. The purposes of the workshops were to provide community residents with factual information regarding each topic and to solicit their input regarding both short and long-term directions the community should take regarding that topic.

Topics for the workshops, as outlined below, were chosen by Town staff and consultants after a thorough review of the results of Phase One community surveys.

**Workshop 1:** Defining ‘Hometown Feel’

**Workshop 2:** Managed Growth

**Workshop 3:** Jobs and Economic Vitality

The format for each workshop was the same. Town staff first provided a presentation including factual information and the summarized results from the surveys conducted during Phase One of the community outreach process. Workshop participants then worked together in small groups to reach consensus on specific questions posed to them about each topic. Each workshop concluded with a report-out of the small groups results.

## 2012 Phase 2 Outreach Workshops



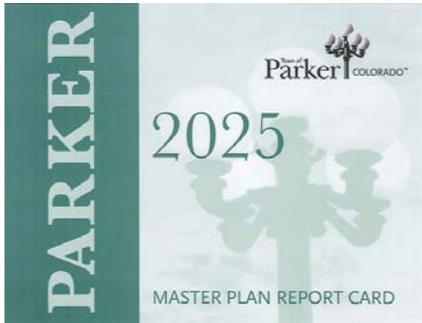
Streetscape and architectural design in keeping with Parker's western heritage is essential to the visual character of Parker.



## 2012 PHASE THREE COMMUNITY OPEN HOUSE

Phase Three was the final phase in the community outreach process. 30 Citizens participated in an open house that was held at Town Hall in order to provide an opportunity to review the draft Master Plan prior to the formal public hearing process. The Town was grateful that the citizens took the time to participate in the public outreach effort.





## 2012 COMMUNITY OUTREACH RESULTS

Parker residents participating in the 2012 outreach process had consistent values with participants in the 2005 process. Both outreach processes supported the following consistent themes:

### High Standards

### Balancing the Pace of Development

### Open Space

### Small Town Character

### Design and Visual Standards

### Community Venues

### Transportation

### A Community for Our Whole Lives

However, in 2012, Parker residents viewed local issues relating to the current economy very differently.

### Jobs

Citizens had a stronger desire to create local quality jobs that pay a living wage. Citizens were particularly supportive of expanding upon our health care industry and seeking new businesses in the high tech and renewable resources industries.

### Vacant Commercial Buildings

Participants believed that the Town should focus on incentivizing property owners to fill their vacant buildings.

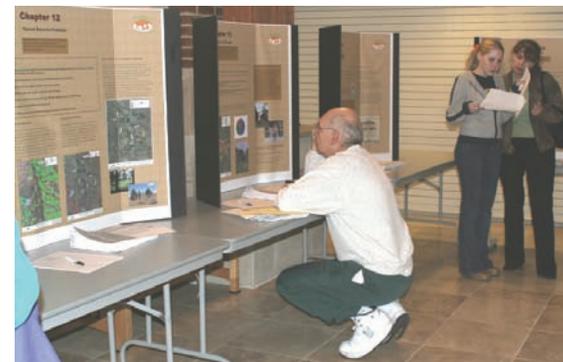
### Redevelopment Opportunities

Citizens were also concerned about the aging areas of our Town. Citizens saw the Parker Road and Cottonwood commercial areas as opportunities for redevelopment to increase their viability and aesthetic appeal.



## PUBLIC HEARINGS

The last opportunity for public comment comes during the formal public hearing process. The draft document is forwarded to the Planning Commission for a recommendation and then the draft is taken to the Town Council for final decision and adoption. Both the Planning Commission and Town Council public hearings are open to the public for all to be heard.





# 4

## Purpose of the Master Plan

### MASTER PLAN PURPOSE

The Master Plan is a policy framework for decisions that affect the physical, social and economic environment of the Town. The 'Parker 2035: Master Plan' represents goals and strategies to guide the Town over the next 20 years. The Plan provides vision, direction and a defined achievable future for the Town by establishing specific goals and strategies for land use; community appearance and design; housing and neighborhoods; jobs and economic vitality; transportation; public services and facilities; natural resource protection; open space and recreation; history, arts and culture; and regional coordination.

### THE MASTER PLAN

#### What it is:

- A statement of Town policy
- A guide to decision making
- A framework for more specific planning
- A tool for education and communication
- A way to provide a long range perspective
- A way to improve our quality of life

#### What it isn't:

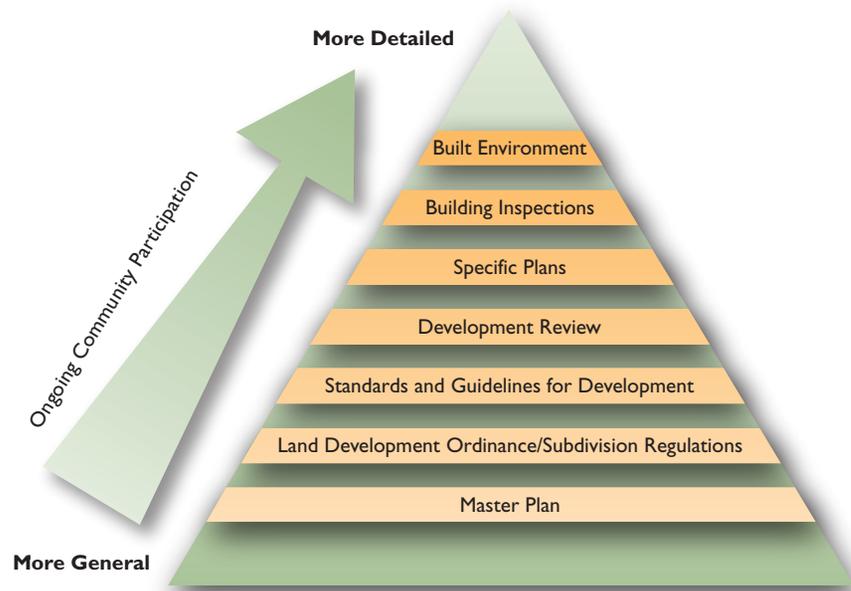
- A Zoning Ordinance
- A Land Development Code
- A rigid or static document
- A Capital Improvements Plan or Town budget
- A specific development plan for a project

This Plan is to be used by Town staff to evaluate and make recommendations to Planning Commission and Town Council on regulatory and policy changes, proposed annexations, zonings and budgeting. The Planning Commission and Town Council use the Master Plan to make decisions regarding proposals that are presented before them. This Plan is used by citizens and neighborhood groups to understand the Town's long range plans and proposals for different geographical areas in Town and to encourage plan implementation. The Plan provides a basis for the Town's development regulations and the foundation for its capital improvements program.

#### WHY DOES PARKER HAVE A MASTER PLAN?

The Colorado Revised Statutes give the authority and responsibility to municipalities to 'make and adopt a master plan for the physical development of the municipality' (C.R.S. 31-23-206). The statute further states 'The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, order, convenience, prosperity and general welfare' (C.R.S. 31-23-207). The Town's Home Rule Charter also establishes this responsibility.





**Building a Community**

**RELATIONSHIP OF THE PLAN TO OTHER PLANNING DOCUMENTS**

The Master Plan is used in conjunction with several other planning documents, both regulatory and advisory, as discussed below.

**Land Development Ordinance**

While the Master Plan provides a framework for decisions, the Land Development Ordinance is used to realize these goals and strategies. The Land Development Ordinance contains the zoning and subdivision regulations and the site plan review process. These three aspects of the Land Development Ordinance were developed and are used to enact and forward the goals and strategies set forth in the Master Plan.

**Standards and Guidelines for Development**

Adopted as part of the Land Development Ordinance are documents that set forth architectural and site design standards unique to specific locations in Town or specific types of development. These documents are also established to help enact the goals and strategies of the Master Plan and to be used as tools in assuring that the physical appearance of the built environment provides the guidance necessary to ensure the highest possible standards of design.

### Capital Improvements Plan

The Capital Improvements Plan (CIP) is designed in 5-year intervals and functions as an implementation link between the Master Plan and the Town budget. The CIP is a schedule of major public capital improvements and as such, may include such things as: major roads; bridges; large park projects; and government buildings and facilities. The capital improvements identified in the CIP reflect the needs of our community while balancing fiscal constraints.

### Open Space, Trails and Greenway Master Plan

Updated in 2010, the ‘Open Space, Trails and Greenways Master Plan’ is an element of the Master Plan. The purpose of this plan is to:

Guide the assessment, conservation and management of open space as well as the assessment, linking and management of the trail system;

Preserve open space and trail corridors for future generations;

Enhance the linkages between open space, trails and the built environment; and

Ensure that open space and trail linkages are appropriate, seamless and safe.

The ‘Open Space, Trails and Greenways Master Plan’ reflects the community vision that open space, trails and greenways are an integral part of the Town, the natural environment and the built environment and are to be coordinated with each other and developed cohesively.

### Bike Lane Plan

Adopted in July 2005, the Bike Lane Plan is an addendum to the Open Space, Trails and Greenways Master Plan. The purpose of this Plan is to identify opportunities for bike lane development in the Town.

### Parks and Recreation Master Plan

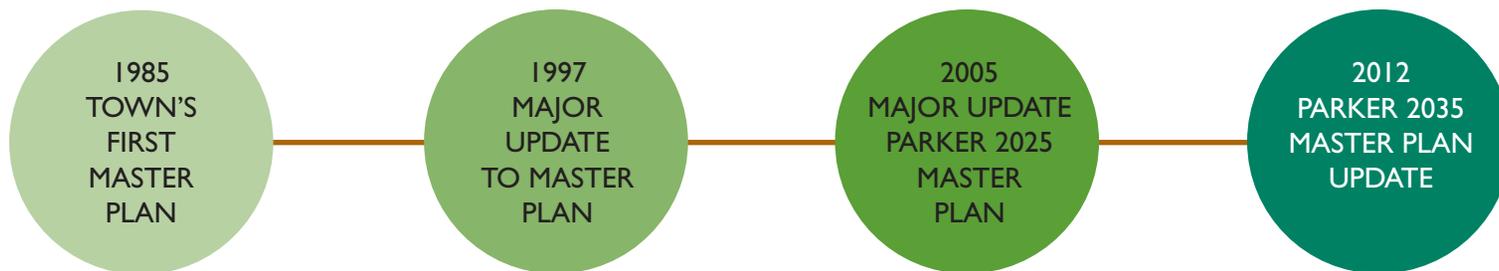
‘From Values to Vision: A Strategic Action Plan for Parker’s Parks and Recreation is a vision document for parks and recreation in the Town. The Plan, completed in 2006, identifies specific action items, the timeframe for completion and who is responsible for completing the projects.



## HISTORY OF MASTER PLANS IN PARKER

Preparation of the Town's first master plan in 1985 closely followed incorporation. After a decade of significant growth, the Town revisited the Master Plan for a major update in 1997. The Town completed another major update in 2005 after eight more years of continued growth.

Significant changes have occurred since the last major update seven years ago, the Town's growth rate has significantly slowed. This slowing of both commercial and residential growth reflects national and statewide trends. These local implications of the economic changes precipitated the discussion and ultimate undertaking of this update to the Town's master plan.





## HOW TO READ THIS MASTER PLAN

This Master Plan contains a series of fifteen chapters organized in a manner that can be divided into four groupings – The Community; The Plan; The Big Picture; and Key Components to our Community.

For each of the primary chapters (Chapters 6 – 15) a topic-specific vision, goals and strategies were developed. For the purposes of this Plan, these elements are defined as follows:

### Vision

Visions identify desired states for the future regarding land use and related issues. They provide the aspiration for the future of our community and give us guidance in our decision making processes.

### Goal

Goals are statements of intent used to guide public and private decision making and provide a general direction for our more refined strategies.

### Strategy

Strategies describe the actions that the Town and its partners can take to accomplish its overall vision. Each strategy is linked to a specific goal and sets forth actions that should be taken to implement the goal.

Visions identify desired states for the future regarding land use and related issues.



## The Community (Chapter 1)

### Chapter 1: Community Profile

The Plan begins with our community profile establishing where we came from, who we are as a community and who we expect to be in the future, including a demographic analysis of our community today and future forecasts.



## The Plan (Chapters 2-4)

### Chapter 2: Understanding the Context of our Future Decisions

Chapter 2 discusses the context of our decisions. This chapter is intended to set forth the boundaries of our decision making process for this Master Plan and why they were established.

### Chapter 3: Community Involvement

This document is a plan for our community and by our community. It was of the utmost importance to the Town to assure that the community was not only allowed to participate, but strongly encouraged to participate. Chapter 3 discusses the extensive public participation process that was undertaken for this Master Plan effort in 2005 and this update in 2012.

### Chapter 4: Purpose of the Master Plan

Chapter 4 sets forth the basic framework of the Master Plan. It reviews the purpose of this Master Plan, the history of Master Plans in Parker, the organization of this Plan and the administration of it.

## **The Big Picture (Chapters 5-7)**

### Chapter 5: Master Plan Vision and Guiding Principles

Chapter 5 sets forth the overall vision and guiding principles for this planning effort. Derived from community input and good planning policy, the vision and guiding principles are the cornerstones for our decision making process and provide Plan direction.

### Chapter 6: Land Use

Chapter 6 sets forth the framework for what the urban fabric of our Town will look like and how our different land uses will interact.

### Chapter 7: Community Appearance and Design

Community appearance and design were primary concerns of our citizens. This chapter provides direction regarding the appearance and design for all types of development and preservation that will occur in the Town.

## **Key Components to Our Community (Chapters 8-15)**

The remaining chapters, as outlined below, address specific key components that make up our community.

### Chapter 8: Housing and Neighborhoods

### Chapter 9: Jobs and Economic Vitality

### Chapter 10: Transportation

### Chapter 11: Public Services and Facilities

### Chapter 12: Natural Resource Protection

### Chapter 13: Open Space and Recreation

### Chapter 14: History, Arts and Culture

### Chapter 15: Regional Coordination



## ADOPTION OF THE PLAN

To be adopted, the Plan must go through a formal public hearing process. As required under the Town's Home Rule Charter, the Plan is reviewed and recommended by the Planning Commission and submitted to the Town Council for adoption. Both actions take place in a public forum where citizens are encouraged to attend and be heard.



## ADMINISTRATION OF THE PLAN

There is a natural tendency to presume that a master plan as adopted will be applied in its entirety with minimal changes over the specified timeframe; however, such a rigid application would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Parker. Making long range decisions means that issues need to be periodically readdressed to reflect new or emerging circumstances. Each succeeding Town Council also has the discretion to reconsider previous long range policy decisions and may choose to modify the Plan. The Master Plan is a key instrument to reflect changing perspectives and attitudes.

The Master Plan is designed to be a broad and flexible document that changes to meet the community's needs, conditions and direction of change. It can be amended and updated through Town-initiated amendments or through citizen/landowner initiated amendments. If an amendment is related to a land use application, the amendment may be processed with the applicable application process.

It is recognized that a proposed change of land use within any given portion of the Town may have a substantial impact on the overall balance of land uses within the Town and the character of the area in which it is located. The General Land Use Plan in this document was formulated and adopted with full consideration of the character of the Town and the balance of land uses. An amendment of any aspect of the General Land Use Plan should strive to maintain this balance or should demonstrate that market changes or other outside influences have occurred that warrant this change.

All amendments to this Master Plan shall demonstrate that the proposed amendment fits within the visions and guiding principles of this Plan, as set forth in Chapter 5.



## AMENDMENTS TO THE PLAN

The Planning Commission shall conduct a public hearing to consider any amendment to the Master Plan. The Planning Commission shall then submit its recommendation regarding the proposed amendment to the Town Council. Town Council may adopt the Master Plan amendment as presented or may adopt parts of the proposed amendment through a Resolution.

All public hearings shall be held subsequent to proper notice as set forth in the 'Town of Parker Municipal Code'.

Parker's vision is to be a full-service community with a hometown feel.



# Master Plan Vision and Guiding Principles



## INTRODUCTION

Each of us has a vision of what the Town of Parker should be like in the future. Although our visions are different, they share common qualities and reference points. We hope to create a safe, attractive town for ourselves, our children and for future generations. We envision a town where the natural environment is protected, where excellent services are provided and where citizens are true partners in their town government. We aspire to create a town that is economically healthy and a good place to do business. We envision a town that has balanced mobility options and connections to town-wide and regional networks. We see our community as a great place to live now and in the future.



# We listened...

## Our hometown feel

Through the public participation process, citizens consistently mentioned the importance of our 'hometown feel'. Parker area residents were concerned that as we grow from a community of 46,000 today to an additional 11,000 more residents in 2035, that we risk losing this character within our community. Our 'hometown feel' was described in a number of ways, from the friendly atmosphere of our Town, to the importance of our downtown, to the appearance of our buildings. It is important to all of us that we maintain this character. Because the hometown feel is such a broad issue, you will not see a specific hometown feel goal; however, you will see the 'hometown feel' intentionally reflected in the visions, goals and strategies throughout this Plan – each one of these protecting a piece of our 'hometown feel'.

Many characteristics combine to make Parker what it is now – the physical setting of our plains environment with views to the Rocky Mountains, the character of our downtown, thriving businesses providing diversified employment, a historical emphasis on our Western heritage and our neighborhoods.

The passage of time inevitably brings changes. Parker today differs from the town of twenty or fifty years ago and is different now than the town it will be in twenty or fifty years. The task facing us is to retain the most important characteristics of our town in the face of changes we cannot control, and manage as well as possible, those forces we can control.



Unanimous agreement about the future is not the goal of the Master Plan. Rather it strives to create balance and blending of opinions to form a community that collectively manages change. Only then can we retain the community's unique characteristics and still welcome the future. The 'Parker 2035 Master Plan' strives to reflect a coherent vision of the hopes, dreams and aspirations of a diverse population – senior citizens and children, long-term residents and newcomers, those living in established neighborhoods and those living in newly created neighborhoods.



The 'Parker 2035 Master Plan' strives to reflect a coherent vision of the hopes, dreams and aspirations of a diverse population.



## GUIDING PRINCIPLES

Parker's 'Guiding Principles' reflect the values of community residents expressed through the Master Plan outreach process combined with sound planning practices. Listed in random order, they serve as touchstones for the Town's planning decisions.

- **As we grow, we will strive to preserve the attributes of our unique, hometown character and community identity, the beauty of our natural environment, and the strengths of our neighborhoods, while lessening the adverse effects of growth.**
- **We value open space as an integral part of our community's hometown feel and will take advantage of opportunities for its enhancement and expansion.**
- **We value the native landscape and topographical features naturally occurring throughout our community**
- **We will maintain and enhance the historic and human orientation of our Downtown as the center of Parker life.**
- **We will seek opportunities to promote community events and cultural venues and experiences.**
- **Our community's health will be enhanced by embracing an active lifestyle.**
- **Architectural and land use design is fundamental to our identity. As our community grows, special attention will be given to promoting high quality residential and commercial development that reflects aesthetic excellence.**
- **We will preserve our single-family neighborhoods while providing choices that will allow people to live in Parker throughout their lives.**
- **The long-term economic well-being of the Town is fundamental to its future. Therefore, we will encourage a variety of employment opportunities, and promote unique, local businesses.**
- **We will promote transportation systems (roadways, bikeways, walkways and public transportation) that are safe and which emphasize local and regional connections while considering neighborhood impacts.**

# P

Our Parker community will have land uses that complement each other aesthetically, socially and economically, and will be designed to enhance quality of life and ensure long-term prosperity. The Town is a community with a traditional form, with higher density uses located near downtown, along major highway corridors and at major intersections with lower densities near the fringes.



# 6

## Land Use

### INTRODUCTION

Parker has evolved and grown since its founding in 1862 and its incorporation in 1981. Starting as a small residential community sprinkled with dairy and cattle farms, through growth cycles that affected the entire Front Range, annexations of large areas of unincorporated lands and preservation of natural environments.

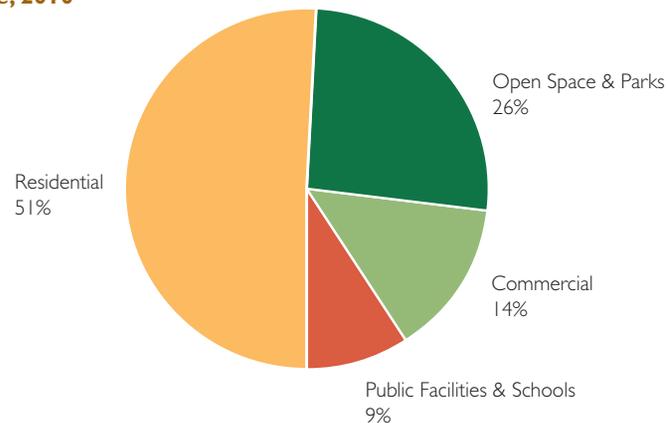
Parker has become a community that has maintained its' hometown feel as we've grown, balancing residential and commercial development with open space and parks. Today, Parker boasts a healthy mix of land uses, as illustrated below (see Figure 6A).



Continuing to perpetuate this balance is essential as we grow. As of 2010, there were 5,179 acres of vacant or underdeveloped land in the Town and future Urban Growth Area boundary. The General Land Use Plan (see Figure 6B) sets forth the basic framework for how this land should grow and evolve through 2035.

**Figure 6A: Parker Land Use, 2010**

Source: Town of Parker



We listened...

## Growing Smart

When asked about growth during the public participation process, citizens consistently supported a 'managed/planned/controlled' scenario over 'unlimited' or 'no' growth. Tied to that was the importance of establishing the appropriate balance between housing, commerce and open space, limiting the negative impacts on the community and directing development to appropriate locations. The Plan embraces a controlled growth scenario and implements strategies that reflect citizen priorities.



## GOALS AND STRATEGIES

### **1. Growth shall be appropriately directed and site-planned to sustain our community's needs as we grow.**

**1.A.** Strengthen the identity of Parker by encouraging a balance of land uses that supports a high quality of life and contributes to the hometown character of our community.

**1.B.** Ensure that growth occurs in a manner that balances the pace of development with the ability of the Town and special districts to provide quality services and capital improvements, such as utilities, transportation, parks and open space and police protection.

**1.C.** Ensure adequate opportunities for future expansion of our economic base in appropriate locations in the community.

**1.D.** Increase the amount of open space using the criteria set forth in the Open Space, Trails and Greenways Master Plan which emphasizes supporting a regional greenway network that provides a community separation buffer from development in neighboring jurisdictions while maintaining the viability and connectivity of the natural ecosystem.

**1.E.** Encourage transitions between different land uses and intensities.

**1.F.** Develop land use patterns that are compatible with and support a variety of transportation opportunities and/or choices.

**1.G.** Sensitively integrate the built environment with the natural environment in order to protect the native landscape and topographical features naturally occurring throughout our community.

**1.H.** Encourage land uses that create a sense of community among those who work, live and play within appropriate neighborhoods.

**1.I.** Ensure that open space and parks are dedicated and made available to meet the needs of the community today and into the future.

**1.J.** Continue to review our Land Development Ordinance to assure that it is fair, consistent and understandable.

**1.K.** In order to preserve the inventory of commercial and light industrial properties within the Town, amend the Land Development Ordinance to not permit self storage, mini-warehouses, outdoor storage and related storage uses within the Town including in existing Planned Development zone districts.



## GENERAL LAND USE PLAN

The General Land Use Plan (*see Figure 6B*) is an important element of the Master Plan, intended to clarify how we move toward a clear plan for the Town's future. The General Land Use Plan is focused primarily on the physical form and development pattern of the Town and sets forth a basic framework, showing how Parker should grow and evolve through 2035.

### Urban Growth Area

The General Land Use Plan includes an 'Urban Growth Area' (UGA) as one means of managing our community's growth. The Master Plan assumes that the UGA boundary will generally remain as presently configured. However, the UGA boundary needs to be flexible in order to provide for minor amendments to accommodate changing conditions. The UGA was established in coordination with Douglas County and adopted through an Intergovernmental Agreement and Comprehensive Development Plan. The UGA can help preserve a physical separation between our community and neighboring jurisdictions. Modifications to the UGA must be reviewed by a jointly appointed board and approved by both the Douglas County Board of County Commissioners and the Parker Town Council.

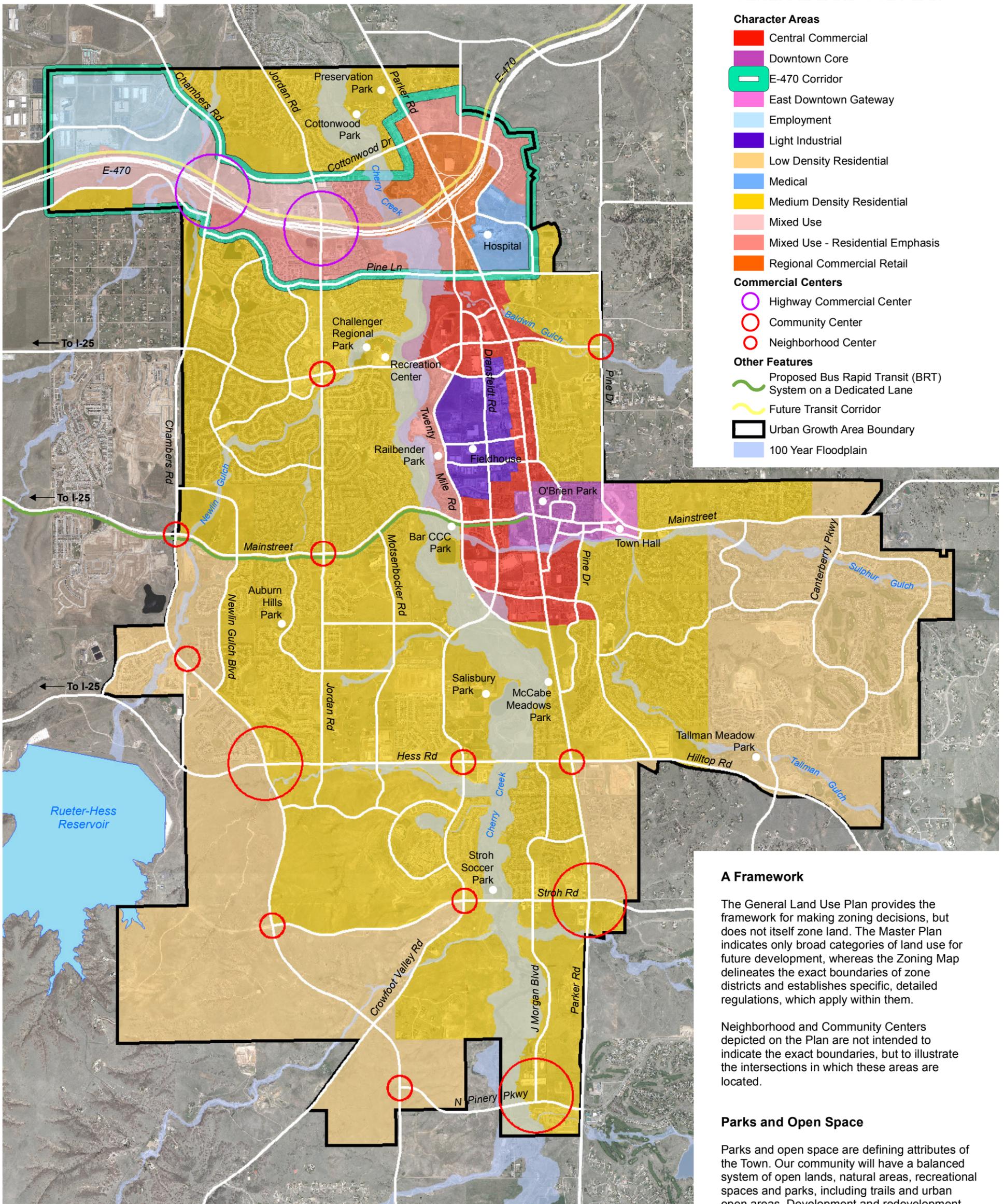
### Open Space, Parks and Sensitive Natural Areas

The Town values our open space, parks and sensitive areas. Direction for determining the appropriate location, type and amount of land that is required to be dedicated as open space and public parks in association with development is embodied in the 'Open Space, Trails and Greenways Master Plan' and the 'From Values to Visions: A Strategic Action Plan for Parker's Parks and Recreation'. Specific provisions for protecting, preserving and enhancing open space, parks and sensitive natural areas are found in the regulatory requirements of the Town's 'Land Use Code'.



Figure 6B: GENERAL LAND USE PLAN

Source: Parker 2035 General Land Use Plan, March 2016



**A Framework**

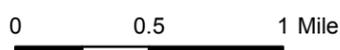
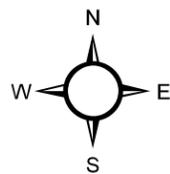
The General Land Use Plan provides the framework for making zoning decisions, but does not itself zone land. The Master Plan indicates only broad categories of land use for future development, whereas the Zoning Map delineates the exact boundaries of zone districts and establishes specific, detailed regulations, which apply within them.

Neighborhood and Community Centers depicted on the Plan are not intended to indicate the exact boundaries, but to illustrate the intersections in which these areas are located.

**Parks and Open Space**

Parks and open space are defining attributes of the Town. Our community will have a balanced system of open lands, natural areas, recreational spaces and parks, including trails and urban open areas. Development and redevelopment will be required to preserve lands for parks and open space. Guidance for preservation of these lands is provided in the 'Open Space, Trails and Greenways Master Plan' and 'From Values to Visions: A strategic Action Plan for Parker's Parks and Recreation.'

Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis, are required to verify this data.



## General Land Use Plan Designations

Two major types of designations are illustrated in the General Land Use Plan; ‘Character Areas’ and ‘Centers’.

### Character Areas

The areas contained on the General Land Use Plan are grouped into twelve kinds of places, or ‘Character Areas’ that make up our Town; E-470 Corridor, Central Commercial District, Light Industrial District, Downtown Core, East Downtown Gateway, Mixed Use- Residential Emphasis, Mixed Use, Medical District, Regional Retail District, Employment District, Medium Density Residential and Low Density Residential. These Character Areas are described below.

### E-470 Corridor

E-470 is a toll highway that acts as an eastern beltway for the Denver Metropolitan Region. This beltway, which bisects Parker near its northern boundary, connects the Town to the regional transportation network and provides easy access to the Denver International Airport. The location of this highway through Town allows for higher intensity uses without significantly impacting our transportation system or the character of our community.

Each of the Character Areas within the E-470 corridor has distinct characteristics and therefore development in this corridor should be contemplated in a cohesive and thoughtful way to ensure the long term land use compatibility and viability of the corridor. This corridor will develop as a series of interconnected places that serve regional retail, medical, employment and higher density residential needs.

Character Areas within the E-470 Character Area are listed and described below:

#### Mixed Use

This Character Area will allow residents to walk and bicycle to their daily needs including retail, employment and recreation through a blend of compatible land uses, public amenities and an integrated multimodal transportation system. Land uses appropriate within this Character Area include a variety of higher intensity uses including multifamily, senior housing, assisted-living facilities, office, retail and restaurants. No one land use will dominate the overall development pattern within this Character Area. Single family detached residential uses and residential at less than 10 dwelling units per acre are not appropriate in this area. Densities may be reduced as a transition to adjacent residential development.



### Medical District

Located at the eastern most end of the emerging E-470 medical corridor, the Parker Adventist Hospital and the supporting uses serve as an anchor and catalyst for this Character Area. The Character Area will focus on state of the art medical care, preventative health care and wellness to create an industry synergy that ensures a successful business environment. Appropriate uses include hospitals, medical offices, health care clinics and facilities, rehabilitation centers and hotels. Retail uses are appropriate where they provide an ancillary service in size, scale and purpose to the medical uses.



### Regional Retail District

The Parker Road and E-470 intersection is a significant gateway into the community and the only opportunity for E-470 traffic to enter and exit the tollway for free from both directions. This Character Area will provide more intense retail including large format retail (big box) and restaurant uses focused on serving both local and regional needs. Other commercial uses such as office and entertainment may be appropriate on a limited basis.





The E-470 Corridor will develop as a series of interconnected places that serve regional retail, medical, employment and higher density residential needs.

### Employment District

Primary jobs and higher educational opportunities are essential for the success of our community. The E-470 corridor's easy access to regional employment centers and regional transportation facilities including DIA and Centennial airport along with its location near hospitals and other medical industries make it an attractive location in Parker for businesses to locate. Primary uses appropriate in this Character Area include professional, medical and corporate offices, light industrial uses, flex office, research and development facilities and a higher educational campus. Light industrial uses will be focused on light manufacturing with ancillary warehousing and distribution. Light industrial uses in this Character Area are not intended to include primary use warehousing, outdoor storage or ministorage uses.

The primary uses in this district attract a variety of complementary uses, such as business and personal services, convenience retail, child care and restaurants. These complementary uses may be located near the intersection of Chambers and Compark Blvd. but should be clearly ancillary in scale and purpose of the character area.

### Mixed Use – Residential Emphasis

This Character Area is located adjacent to regional and locally significant commercial areas. These multifamily residential areas will be interconnected and provide easy and direct pedestrian and bicycle access to nearby commercial and employment areas. Uses appropriate in this Character Area include higher density residential housing, senior housing, assisted-living facilities and mixed use developments that include a commercial component. Commercial uses are encouraged when they are part of a mixed use development, are of a scale that serve the needs of the area residents or provide support to adjoining uses. Single family detached residential uses and residential developments at less than 10 dwelling units per acre are not appropriate in this area.

### Central Commercial District

The Central Commercial District encompasses the commercial core of the Town. Due to its central location, with access to Parker Road, Dransfeldt Road and Twenty Mile Road and current land uses, growth in this Character Area should focus on core retail, services, offices, lodging, restaurants, entertainment and, to a lesser extent, higher density residential uses as part of a development with a mix of uses and a design that focuses on vehicular and pedestrian connectivity between uses. Vertical mixed use is highly encouraged where appropriate.

### Light Industrial District

The Light Industrial District is centrally located with spaces that generally serve smaller local light industrial businesses that supply local, regional and sometimes national markets. This character area is intended to provide a location for a variety of work processes such as manufacturing, machine shops, production facilities, distribution facilities, flex office, commercial services and other uses of similar research and development, high tech and medical device manufacturing firms that have a synergistic relationship. Processes and land uses within this character area will be low impact in nature and not create or cause fumes, odor noise, vibration or other impacts which are detrimental to abutting properties or land uses. Special care should be taken to ensure that uses not compatible with the light industrial uses proposed within the character area are located in other more appropriate areas of Town. Public Facilities are appropriate within the character area.



### Mixed Use- Residential Emphasis, Outside of the E-470 Character Area

This Character Area is located between the Light Industrial area and Cherry Creek. This multi-family residential area will be interconnected and provide easy and direct pedestrian and bicycle access to nearby commercial and employment areas. Uses appropriate in this Character Area include higher density residential housing, senior housing, assisted-living facilities and mixed-use developments that include a commercial component. Commercial uses are appropriate when they are part of a mixed-use development, are of a scale that serve the needs of the area residents or provide support to adjoining uses. Single family detached residential uses and residential developments at less than 10 dwelling units per acre are not appropriate in this area.

### Downtown Core

The Downtown Core is the essence of our hometown feel, with a wide range of things to do and see, drawing people beyond the traditional work day. Maintaining and enhancing the historical character of Parker, while providing a unique and creative local flavor, are important elements to maintaining Downtown as the focal point of the community. The objective of this Character Area is to embrace the fullest possible range of human interactions, from the simple buying and selling of goods and services to providing people with the widest spectrum of cultural, educational and entertainment experiences.

The Downtown Core acts as a 'mixed-use neighborhood' that includes uses such as higher density residential, office, government, arts and cultural

venues, restaurants, retail, personal services, as well as parks and other gathering places for community events. Provisions for these uses are promoted within vertically mixed-use developments that include housing and/or offices located above ground-floor retail and services.

The Downtown should be compact and walkable. In order to maintain Downtown as a vibrant and attractive 'destination', attention needs to be directed to development intensity, diverse land uses, building height and architectural design. These are critical elements in creating a sustainable downtown core for our growing population.

The Denver Regional Council of Governments classifies this character area as an Urban Center through their Metro Vision 2035 Plan.



Example of a mixed-use development



### East Downtown Gateway

East Downtown Gateway serves as a transition from the unique mixed use Downtown Core to the suburban residential uses to the east. Development in this area should focus on framing the gateway to the Downtown Core at the intersection of Pine Drive and Mainstreet and then west along Mainstreet to PACE Center Drive. Framing will be through similar massing and building placement to the Downtown Core but with the option for more current architecture. Uses to the east, adjacent to residential neighborhoods, shall be compatible with the scale and massing of adjoining land uses.



East Downtown Gateway will be a ‘mixed-use neighborhood’ that includes uses such as higher density residential, office, government, arts and cultural venues, restaurants, retail, personal services, as well as parks, open space and other public gathering places. Retail uses within East Downtown Gateway should be a mix of uses that focus on serving the needs of the surrounding residents as well as compliment the unique arts, culture, character and experience of the Downtown Core. The total Gross Leasable Area (GLA) for the commercial/office components within the entire East Downtown Gateway should range from 100,000 to 300,000 square feet combined.

East Downtown Gateway should be compact and walkable with a focus on connecting to the Downtown Core and the Sulphur Gulch Trail. Pine Drive, an arterial road, bisects this district. Any auto oriented uses should respect pedestrian safety and movement. The visible impact of drive-throughs, garage doors and gas canopies should be mitigated from Pine Drive, Mainstreet, pedestrian areas and residential areas.

The Denver Regional Council of Governments classifies this character area as an Urban Center through their Metro Vision 2035 Plan.



## Neighborhoods

Neighborhoods serve as the primary building blocks of our community and focus on a range of mostly residential classifications, with an emphasis on single-family detached homes. Other community assets such as places of worship, schools and parks, are allowed within our neighborhoods. Pedestrian oriented small (less than 10,000 s.f. of building area per neighborhood) commercial uses may be appropriate where uses are focused on serving the immediate area. Such uses should not include gas, storage or drive through uses or repurposing of a residential home. Typical uses within neighborhoods include small retail, restaurants and personal service businesses. Uses and architecture should focus on compatibility with the surrounding residential area. These small commercial uses will be contemplated during the development review process as a part of a master-planned community.



In Parker, neighborhood developments are primarily master-planned. Within these master-planned developments, a variety of residential densities and/or dwelling types may be developed; however, the overall density, on a gross acreage basis, must reflect the densities shown on the General Land Use Plan. Individual lot sizes may vary in master-planned developments due to clustering of dwellings and the preservation of sensitive environmental features and open space. Special care should be taken to provide adequate transitions between uses that have different intensities of development.

For calculation purposes, the gross density excludes the 100-year floodplain as mapped by FEMA and slopes of 20% or greater.

The General Land Use Plan describes two neighborhood Character Areas: Medium and Low Density Residential.

#### Medium Density Residential

The Medium Density Residential Character Area will consist of an overall gross density of 3.5 dwelling units per acre. Higher densities for housing for older adults may be considered as long as impacts are comparable to other uses permitted within this Character Area.

#### Low Density Residential

The Low Density Residential Character Area will consist of an overall gross density of 2.2 dwelling units per acre. Higher densities for housing for older adults may be considered as long as impacts are comparable to other uses permitted within this Character Area.

Neighborhoods  
serve as the primary  
building blocks of  
our community.



### **Community, Neighborhood and Highway Commercial Centers**

Neighborhood Centers and Community Centers are located within Medium Density and Low Density Residential Character Areas and are generally situated at major intersections. These Centers must be carefully planned and coordinated to avoid negative impacts to traffic capacity and adjacent land uses. Development within these Centers should transition into the surrounding neighborhood, both in terms of land use and design features. These Centers, created to protect and serve residential neighborhoods, are defined below.



### Neighborhood Centers

Neighborhood Centers should be planned to serve the basic needs of the surrounding residents. Typical uses within Neighborhood Centers include convenient retail and personal/business services, generally anchored by a grocery store.

#### **Other**

compatible uses such as small offices, recreational uses and restaurants are also permitted.

Generally, the total Gross Leasable Area (GLA) for the commercial/office components within an entire Neighborhood Center should range from 50,000 to 250,000 square feet combined.

Higher density residential is appropriate in these Centers as a transition between less intense residential areas and non-residential areas when developed as part of a mixed-use development and when the design encourages residents to walk or bicycle to obtain goods and services. Massing and scale of higher density residential development shall respect the scale and massing of adjoining land uses and shall reflect an integrated neighborhood feel. Typical garden style apartment designs are not appropriate.



### Community Centers

Community Centers are areas that are larger than Neighborhood Centers and have a larger market area, serving multiple neighborhoods. Typical uses within Community Centers include retail and personal/business services. Other compatible uses such as small offices, recreational and restaurants are also permitted. Generally, the total Gross Leasable Area (GLA) for the commercial/office components within an entire Community Center should range from 250,000 to 500,000 square feet combined.



### Highway Commercial Center

Located at major intersections along E-470 these Centers overlay other Character Areas and the land uses may also focus on the demands of the traveling public and the needs of residents returning to or leaving Parker. Appropriate uses in these areas include those of the underlying Character Areas, but also contemplate uses such as convenience retail with gas stations and hotels.

Our Parker community promotes a quality of public and private development and redevelopment that is a regional example of excellent aesthetic composition and sustainable durability.



# Community Appearance and Design



## INTRODUCTION

One of the most important ways in which Parker can differentiate itself from other jurisdictions is by demanding excellence in the physical appearance of the built environment. This philosophy was echoed time and again during the public participation process.

The appearance of the Town gives residents and those traveling through a lasting impression of the community. The value of the physical component is important to our community and will continue to be so as Parker grows and ages.

Our community leaders continue to carefully scrutinize new development, redevelopment and related activities. This forward thinking has resulted in a quality community even with the explosive growth experienced in the recent past.

Our community will continue to enhance its sense of place and pride through the refinement, development and support of programs and policies which result in the highest possible standards of design in the built environment.



# We listened...

## Our Face to the World

A common theme across topic-specific workshops during the public participation process was the importance of the physical appearance of the Town. Physical appearance of the Town includes our building architecture, landscaping, street designs and parking lots. These design elements working together help preserve our community character and create a place that is unique and special to us. This Chapter is intended to promote excellence in appearance and design, in acknowledgement of the overwhelming importance of that issue expressed by our citizens.

## GOALS AND STRATEGIES

### **I. Our community's streets and walkways will be planned, built and maintained as safe and attractive public spaces.**

**1.A.** Develop streetscape plans for highly visible, major streets in Town that address issues such as safety, trees and landscaping, lighting, pedestrian amenities, sidewalks, crosswalks and medians.

- Develop a streetscape plan for Mainstreet between Parker Road and Twenty Mile Road that emphasizes a pedestrian-friendly environment and creates a transition from the suburban character of the road to the historic downtown character on the east side of Parker Road.
- Develop a plan for Parker Road that includes elements for 'beautification' and safe pedestrian access along and across this State highway.
- Develop a plan for landscaping and streetscape improvements focused on the intersection of Parker Road and Mainstreet to reflect the importance of this crossroads in our community.
- Seek opportunities to partner with property owners in older commercial areas to plan for and make improvements to streetscapes adjacent to their properties.
- Develop streetscape plans for other highly visible, major streets within Town.



**1.B.** The use of alleys should be considered in higher density areas in order to reduce the need to locate driveways and garages along the street as well as to provide access to off-street parking in mixed-use areas.

**1.C.** Continue to ensure that neighborhood streets are designed to emphasize safety and to support our residential neighborhoods as special places.

**1.D.** Enhance and accentuate Town entryways at key entry points to the Town.

**1.E.** Parker Road pedestrian underpasses shall be enhanced to ensure they are safe, attractive and accessible.

**2. Housing in all forms will be constructed of high quality materials and designed to create safe and attractive neighborhoods. Special attention shall be given to building massing, form and variation to prevent the repetition of similar homes or building complexes.**

**2.A.** Work with the residents, businesses and property owners within our community to update the design standards for multi-family housing to ensure development and redevelopment reflects the community's desire to create a high quality built environment that differentiates us from surrounding communities.

**2.B.** Use architecture, building design, public spaces and massing to create neighborhoods that are desirable places to live.



**3. Commercial buildings shall give special attention to building massing, form and design to create a series of unique places that contribute to the overall character of Parker as a distinctive community.**

**3.A.** Work with the residents, businesses and property owners within our community to update the commercial design standards to ensure development and redevelopment reflects the community’s desire to create a high quality built environment that differentiates us from surrounding communities. Use architecture, building design, public spaces and massing to create unique and attractive commercial destinations that are easily accessible by all modes of travel, especially walking and bicycling, therefore creating attractive, economically vibrant/sustainable places.

**4. Support quality appearance of the built environment as structures age.**

**4.A.** Develop and enforce maintenance standards for all properties in Parker to prevent the onset of deterioration and blight.

**4.B.** Develop a sub area Plan for development and redevelopment of aging properties along Parker Road through the core of our community.

**5. Negative visual impacts from parking areas shall be minimized.**

**5.A.** To soften and mitigate the visual impacts of large paved areas, update the existing ‘Land Development Ordinance’ to require an even denser landscaped edge and visual buffer to screen parking areas from adjacent roadways and non-compatible uses.

**5.B.** To minimize the perception of large, continuous expanses of pavement, amend the ‘Land Development Ordinance’ to require more interior landscaping within parking lots.

**5.C.** Where appropriate, locate buildings adjacent to the street to either block or break up the view of parking lots.



Our Parker community will consist of a variety of unique neighborhoods that provide housing opportunities for residents of all ages. We will establish and preserve residential areas as safe, attractive and desirable places to live.



# Housing and Neighborhoods



## PARKER'S HOUSING STOCK

During the 1980's and early 1990's, Parker's housing market consisted of almost entirely single-family, detached homes and townhomes. As the Town matured and Parker experienced a boom in the early 2000's in its retail and service sector markets, local demand for housing for employees began to increase. With limited affordable housing opportunities, employees were commuting from neighboring communities to Parker for work. The completion of E-470 also allowed additional mobility from Parker to the I-25 corridor. In response to this market, the development community built a series of apartment complexes, primarily near Parker's downtown and along the E-470 corridor. During and following this same timeframe, there was a boom in the single-family, detached housing market. In 2008 the market for all new housing dropped significantly as the market adjusted to broader strains on the economy. Though the housing market is expected to continue to make a recovery in Parker, it is not expected to return to the boom levels of the early 2000's.



In 2011, Parker had a slightly diversified housing mix. Nevertheless, housing in the Town is still predominately single-family, detached homes (75%). Parker has a similar percentage of single-family and multifamily housing units when compared with nearby jurisdictions and Douglas County as a whole. Lone Tree is the exception which has a lower percentage of single family detached homes than Parker and other surrounding areas (*see Figure 8A*).

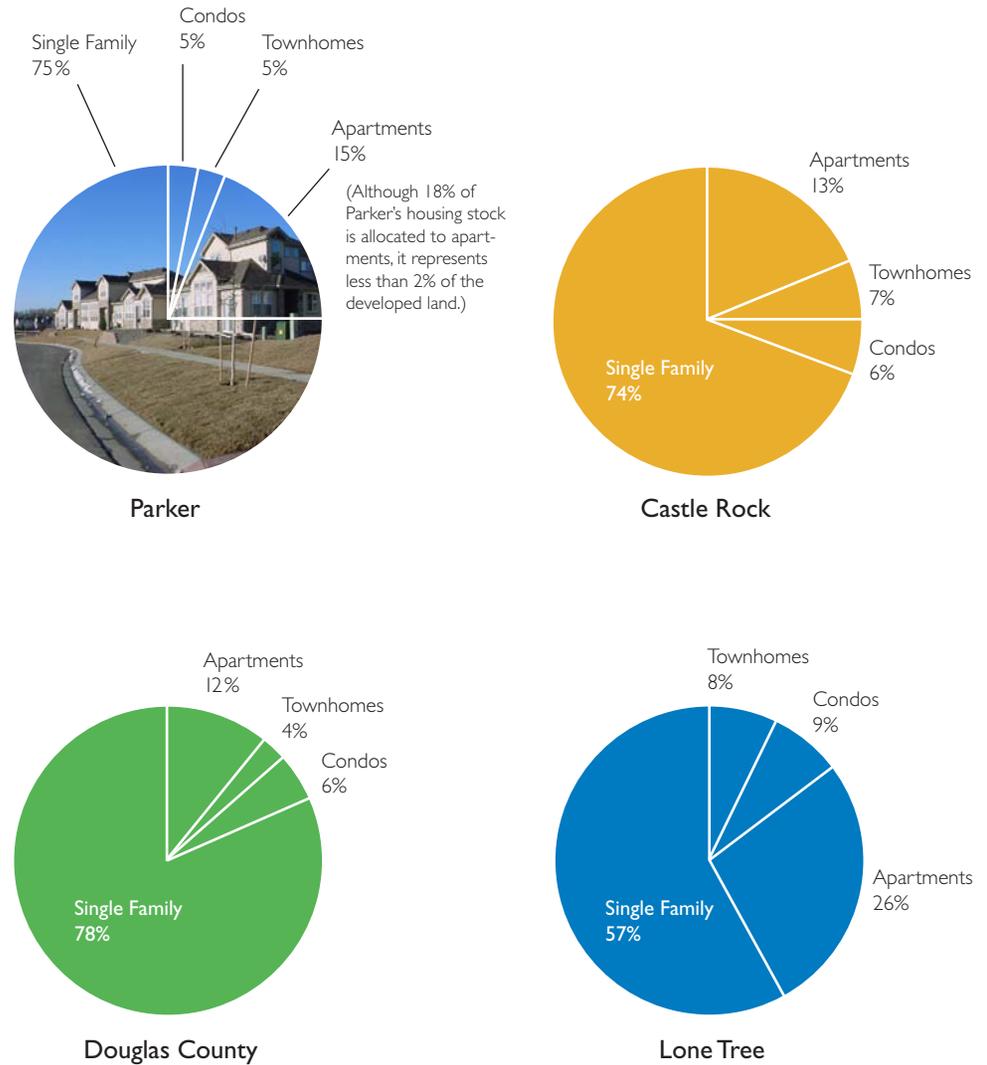
# We listened...

## A Town to Live In

Through the public participation process, some citizens said they preferred that only single-family, detached homes be added to Parker's housing stock in the future. Other people said that all housing types are appropriate for Parker, but that multi-family development is more appropriate in locations that do not negatively impact existing residential neighborhoods. Additionally important to citizens is the physical appearance of multi-family housing. Aesthetics, the interaction of land uses and the protection of existing neighborhoods are important elements in maintaining our quality of life. Providing a healthy mix of housing types for our current and future residents is of equal importance. All of these priorities are embodied in the goals and strategies contained in the Plan.

**Figure 8A: Housing Stock Mix, 2010**

Source: Douglas County, Town of Parker





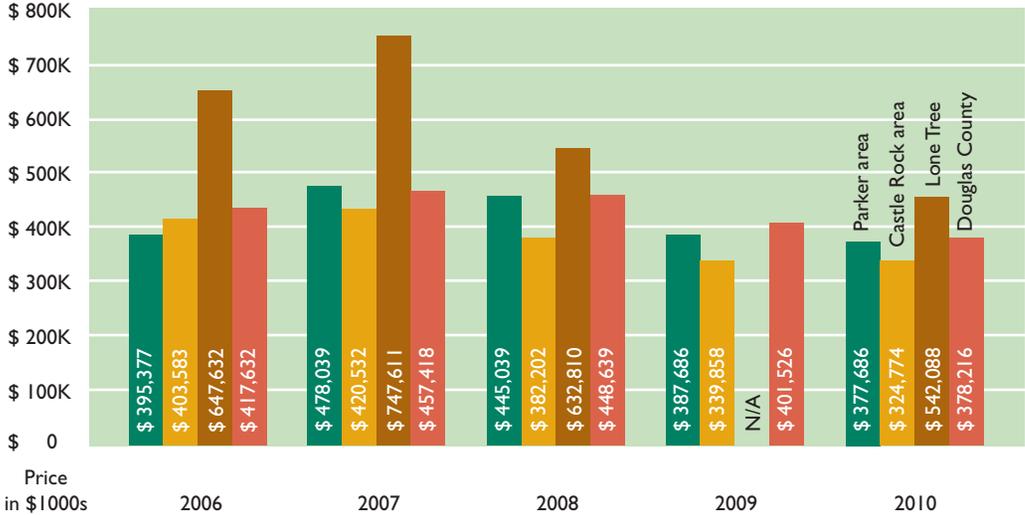
### Home Ownership

According to the 2010 Census, Parker’s homes are primarily (76.1%) owner occupied. It should be noted that though this percentage is high, the home ownership rate has dropped from 89.3% in 2000; this is consistent with the national trend. The Town cannot legally restrict the renting of homes. However, by supporting a variety of housing types and developing a community that people wish to stay in, we hope to allow all of our new residents the opportunity to own their home.

### Vacancy Rates

In 2010, the apartment vacancy rate in northern Douglas County had dropped to 5.1%; a phenomenon experienced by the entire Front Range. A number of influencing factors contributed to the low vacancy rate including the economic downturn and the limited construction of new units metro wide. The current low vacancy rate and the high quality of life in Parker make the Town attractive for rental apartments. General market conditions suggest that nationally there is a trend towards a higher ratio of rental housing.

Figure 8B: **New Homes Market 2006-2010 Average Sale Price**  
 Source: Hanley Wood



## THE COST OF HOUSING

In general, housing in Parker is comparable in price to Castle Rock and less expensive than housing in neighboring Lone Tree and unincorporated Douglas County (see Figure 8B). Apartment rental rates in Parker and Douglas County are higher than those of Arapahoe County to the north and the Denver metropolitan area (see figure 8C). Higher demand for rental properties continues to increase rental rates both locally and throughout the Denver metropolitan area.



Figure 8C: **Apartment Rents per Square Foot, 2006-2010**

Source: State of Colorado

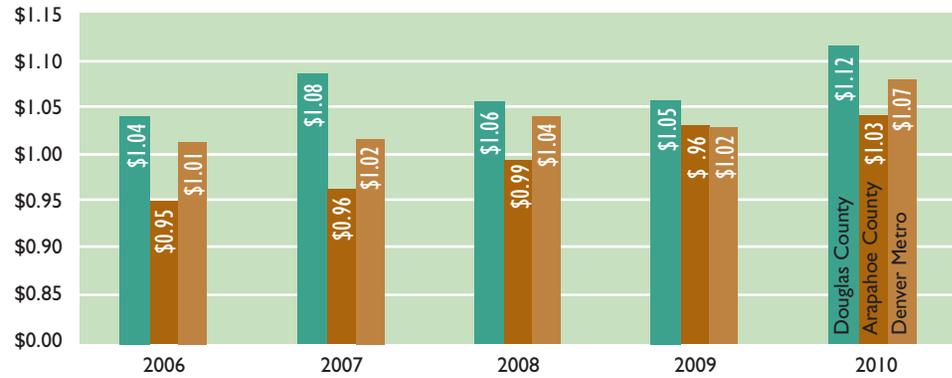
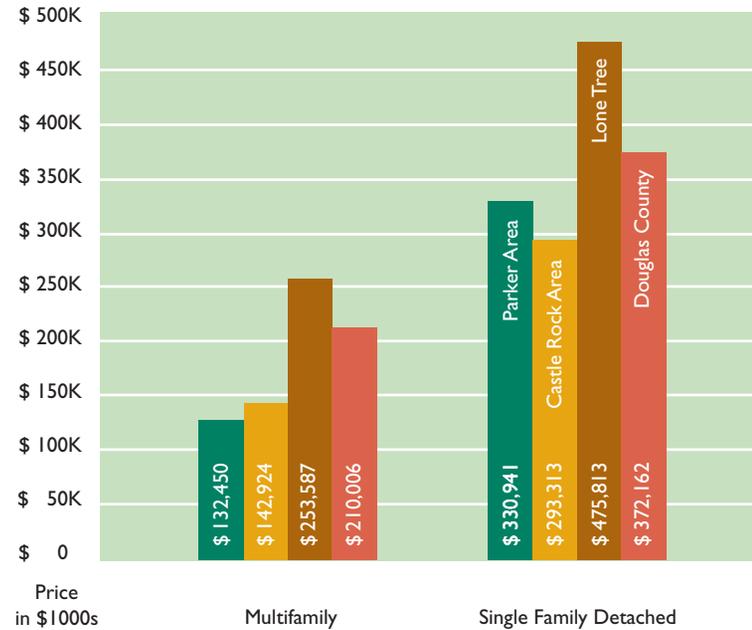


Figure 8D: **Pricing Summary of Resale Houses, 2010**

Source: Hanley Wood





## HOUSING AFFORDABILITY

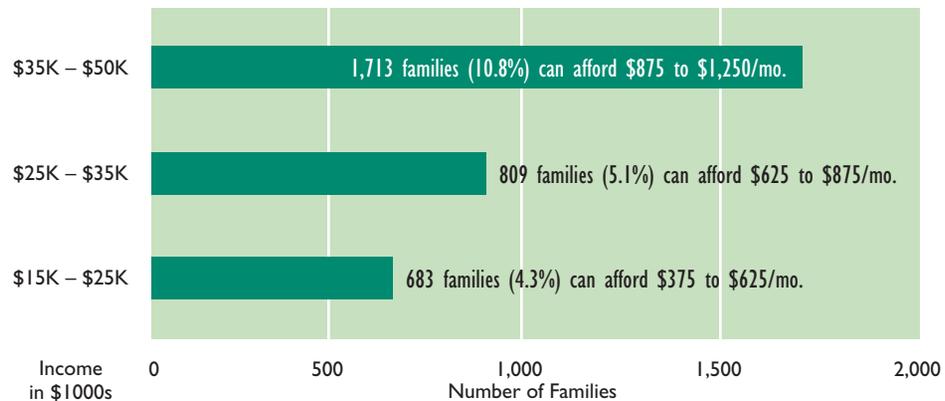
The demographics of our community are changing and land identified for housing development is becoming increasingly limited. As the cost of land and development in the Town increases, affordability becomes more of an issue.

The generally accepted definition of housing affordability for a household is that no more than 30% of household income should be spent on housing (mortgage or rent). Looking at the median family income in Parker today (\$90,502) and using this definition, this equates to a monthly payment of \$2,263.

Although many Parker residents can comfortably afford housing in Town, 20% of Parker families are struggling to find affordable housing (*see Figure 8E*).

Figure 8E: **Housing Affordability in Parker**

Source: Town of Parker



No matter where our residents are in the 'life cycle', whether a young adult, an employee who works in Town or a senior citizen on a fixed income, it is in the Town's best interest to accommodate this wide range of needs by providing an adequate housing mix. Parker has taken steps to address this issue. In 2003, Douglas County and the municipalities of Parker, Castle Rock and Lone Tree entered into an intergovernmental agreement to establish a multi-jurisdictional housing authority. The Douglas County Housing Partnership is dedicated to creating and sustaining communities through innovative partnerships and entrepreneurial housing programs.



## HOUSING FOR OLDER ADULTS

Douglas County will see one of the highest percentage increases in people over 65. Not only are our residents choosing to age in place, additional older adults are attracted to the area to be near family. Providing housing for our aging demographic and allowing them to stay in our community is important to the Town.



## VALUING OUR NEIGHBORHOODS AND RESIDENTIAL CHARACTERS

Our residential neighborhoods are the core and heart of our community. Without our residents, the Town of Parker would not exist. Because residential neighborhoods are such an essential aspect of our community, goals and strategies that protect and enhance our existing neighborhoods are not only incorporated in this chapter, but throughout the Plan. Below, are highlights of some of these key concepts:

- Protect the character of our existing residential neighborhood
- Locate higher residential densities in specific and appropriate areas
- Improve the physical appearance and design of multi-family housing developments
- Ensure that open space and parks are dedicated to meet our community needs as we grow
- Ensure that the water supply and other public facilities are adequate to support development
- Support the development of a full range of senior housing



## GOALS AND STRATEGIES

### **1. Preserve and protect the quality of life within our existing residential neighborhoods.**

**1.A.** When reviewing development proposals adjacent to and within existing neighborhoods, ensure that the development demonstrates compatibility with, and sensitivity to, existing neighborhood characteristics in terms of housing, quality, density, building height, placement, scale and architectural character.

### **2. Continue to encourage low density housing neighborhoods.**

**2.A.** Sustain the primarily low density housing character located around the fringe of Parker today.

### **3. Encourage housing development that provides for ‘live, work and play’ relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.**

**3.A.** Encourage a variety of housing densities in close proximity to employment centers along the E-470 Corridor, within our Downtown Core, around commercial areas and near transit centers.

**3.B.** Encourage multi-family housing units within mixed-use buildings, where appropriate.

### **4. Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living and services for the elderly and those with special needs.**

**4.A.** Continue to encourage the development of a full range of senior housing.

**4.B.** Integrate senior housing into neighborhoods to promote opportunities for inter-generational connections and continuum of care for the elderly.

**4.C.** Seek opportunities to locate housing for those citizens with special needs near transportation services that will make their mobility easier.

**4.D.** Permit accessory dwellings in neighborhoods, where appropriate.

### **5. Increase the homeownership rate with an emphasis on creating opportunities for all income levels.**

**5.A.** Encourage single-family attached and detached homes within a wide range of prices.

**5.B.** Support programs that assist low- and middle-income persons and families to purchase homes.



Our Parker community has a strong economy that attracts quality businesses, provides essential community services and offers a variety of employment opportunities.



# Jobs and Economic Vitality



## INTRODUCTION

The importance of a healthy, vibrant economy to Parker’s lifestyle and identity cannot be over emphasized. Parker relies on the continued growth and increasing health of its economy to generate financial resources to provide high quality services for its citizens. A healthy economy in the Town allows citizens to maintain their high quality of life and provides employment opportunities closer to home. Without the continued health of our economy, our citizens would experience decreased levels of Town services and amenities, and/or increased taxes and increased fees for these services. The Town is committed to targeting new opportunities that diversify our economic base and continue to provide for the fiscal health of our community while respecting our environment and our unique hometown feel.



## PARKER'S ECONOMY

Employment in the Town has grown significantly in the past ten years along with residential growth. In 2010, there were an estimated 17,074 jobs in the Town, with a job-to-household ratio of approximately 1.03 jobs per household. The five largest employment sectors in the Town are:

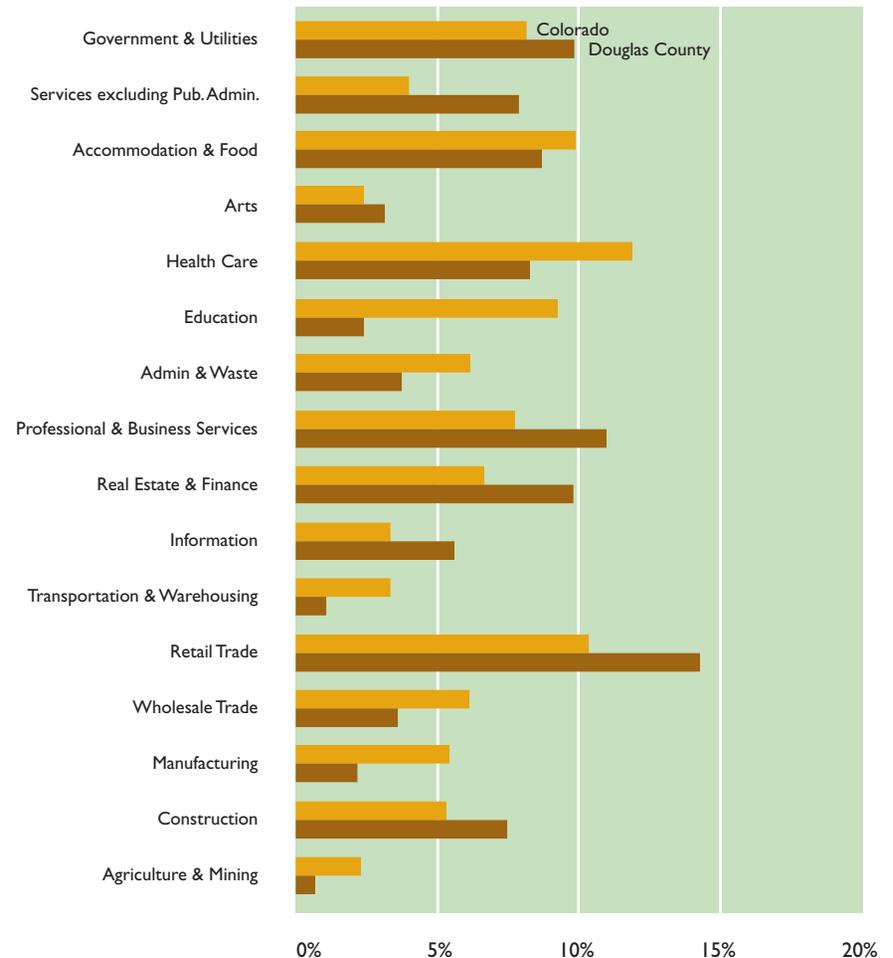
- Retail trade
- Professional and Business Services
- Government
- Accommodation and food services
- Construction

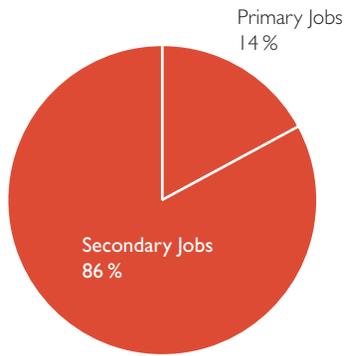
The Town's economy is primarily made up of 'secondary' jobs (86%) (*see Figure 9A*). Secondary jobs can best be described as jobs that support our residents and businesses, such as retail, and personal and professional services.



**Figure 9A: Employment by Sector, 2010**

Source: Colo. Dept. of Local Affairs, Denver Regional Council of Governments, Economic & Planning Systems



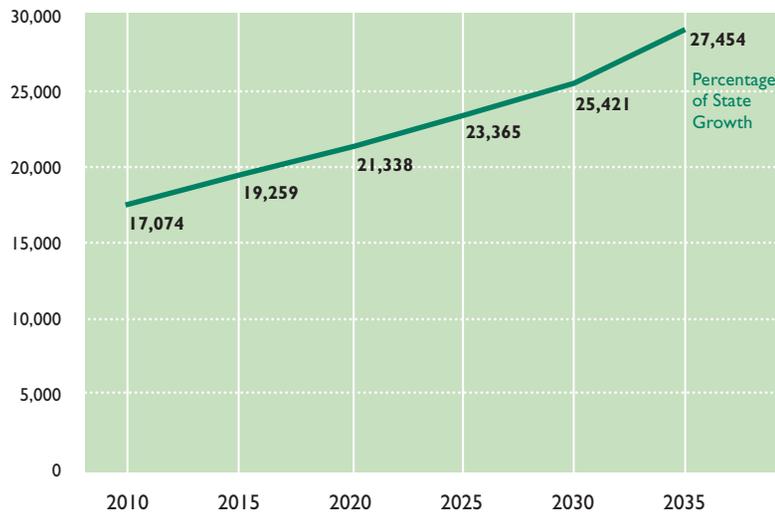


**Figure 9B: Parker Job Market**  
 Source: Town of Parker

While these jobs will continue to be an important part of our community, it is also important to have ‘primary’ jobs which function as the economic engine of the local economy. It is these types of jobs that bring the wealth into a community. Presently, only 14% of Parker’s economy is made up of primary jobs. However, most Parker residents work in this ‘primary’ job market, requiring them to commute either to the Denver Technology Center or to the greater Downtown Denver area.

**Figure 9C: Parker Employment Forecast Scenarios, 2010-2035**

Source: Douglas County, Denver Regional Council of Governments, Economic & Planning Systems



## EMPLOYMENT FORECAST 2035

The Town has developed an Employment Forecast to 2035 based on the Colorado Department of Local Affairs employment growth forecast over the same period. The Town projections assume that our employment growth will occur at the same rate as employment growth statewide. Near term employment growth will depend on how quickly the region and nation emerge from the current economic downturn. The employment forecast for 2035 is approximately 27,500 jobs (see Figure 9C). Annual employment increases based on this projection would be approximately 400 jobs per year. Based on economic and population forecasts, employment growth in the Town will outpace residential growth, increasing the jobs-per-household ratio from 1.03 jobs per household in 2010 to 1.26 jobs per household in 2035.

**Figure 9D: Parker Comparison Employment Forecast, 2010-2035**

Source: Colorado Department of Local Affairs & Town of Parker

	2010	2015	2020	2025	2030	2035
Parker	17,074	19,259 (12.8%)	21,338 (10.8%)	23,275 (9.5%)	25,421 (8.8%)	27,454 (8.0%)
Douglas Co.	122,134	137,767 (12.8%)	152,645 (10.8%)	167,146 (9.5%)	181,854 (7.1%)	196,402 (8.0%)
Denver Metro	2,611,664	1,801,465 (11.7%)	1,959,350 (8.8%)	2,109,198 (7.6%)	2,260,670 (7.1%)	2,409,302 (6.5%)
Colorado	2,785,700	3,142,300 (12.8%)	3,480,900 (10.8%)	3,813,900 (9.5%)	4,148,200 (8.8%)	4,479,200 (8.0%)

# We listened...

## The big, the small, but not the ugly and vacant

Through the public participation process, some citizens said they preferred that the Town not allow additional big box retailers or national chains. Because of private property rights, the Town cannot legally prohibit specific retailers and chains from locating in our community, however, we can mitigate their impacts through controlling their location and physical appearance.

Citizens were very supportive of expanding the variety of our local, small businesses because they provide us with specialty items, hometown friendliness and a level of distinctive character.

Maintaining a healthy business community is of the utmost importance to the Town. The Town is consistently looking for new and innovative ways to support businesses in our community while mitigating potential impacts. This search will be furthered through this Plan.

## Office and Industrial

The office and industrial market in the southeast Denver Metropolitan Area grew quickly through 2001. Since then, however, new development of office and industrial space slowed significantly because of the economic downturn. Nevertheless, growth in these markets is expected to return during the next five years. To date, much of the development in the office and industrial markets has occurred north and west of Parker near I-25 and along E-470. As office and industrial expansion returns to the Denver Metropolitan Area, growth pressure and opportunities will begin to increase along the E-470 corridor and into Parker. The Town will need to assure that land is available along the E-470 corridor to support this future growth.

Today, smaller office buildings are built in the Town to serve local business needs for accountants, personal attorneys, insurance agents and other small businesses in our community.

We continue to have demand for light industrial and flexible space. These spaces are generally used by small local businesses providing a wide range of products and services for local, regional and sometimes international markets. These businesses are important to the future of our economy.





### Retail

Parker experienced an explosion of retail development in the early 2000's. Since 2008, the commercial growth has slowed significantly consistent with regional and national trends. Historically, Parker had been served by small commercial centers along Parker Road, many of which preceded the Town's incorporation in 1981. Parker has several large neighborhood and regional retail centers anchored by grocery stores, discount department stores and home improvement centers. Parker's retail market is one of the major economic drivers in our community.

The Town is located between two large regional mega-retail centers, Park Meadows Mall and Southlands (*see Figure 9E*). Our location between these two major centers creates a disadvantage in attracting certain retailers that typically locate in regional mega-centers. However, Parker's unique location along Parker Road on the southeastern fringe of the Metro area has it positioned to serve a much larger market than just the residents of the Town itself. We are very attractive to retailers looking for a different retail atmosphere than a mega center, retailers with smaller market areas or specific niche retailers.

Based on survey results and 2011 sales by retail industries, the following types of retail are underserved in the Town:

- Clothing and accessories
- Entertainment
- Electronics and appliances
- Sporting goods/hobby/books/music
- Eating and drinking establishments

It is crucial for Parker to maintain a strong, aggressive position in maintaining and attracting new, high quality retail to the Town. It is equally crucial to support and nurture our small, local businesses to assure that our retail economy is healthy, unique and well balanced.



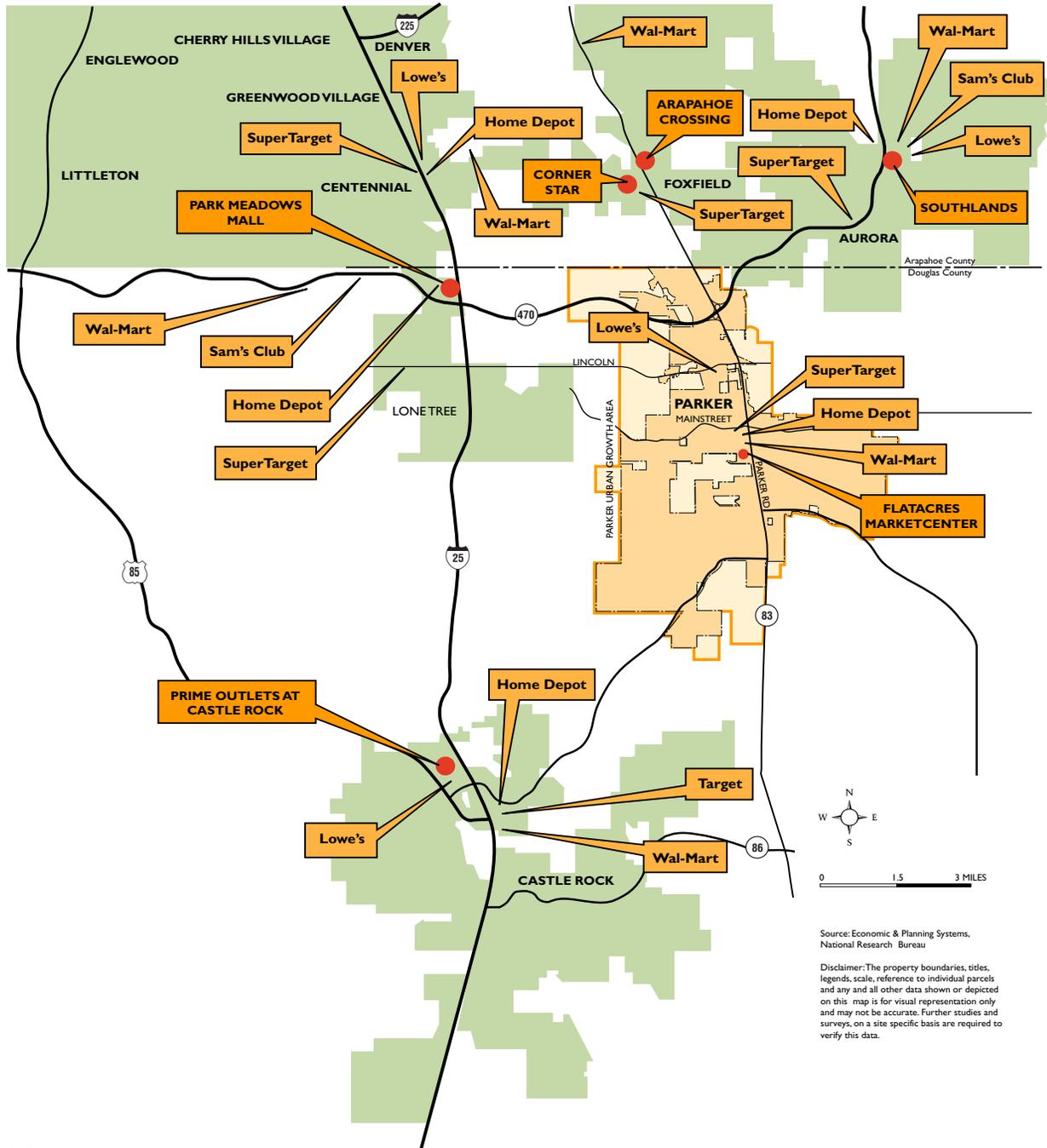
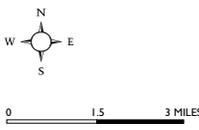


Figure 9E: Regional Discount Retailers and Shopping Centers, 2010

Source: Town of Parker



Source: Economic & Planning Systems, National Research Bureau

Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis are required to verify this data.



## REVITALIZATION

As our community ages, revitalization and redevelopment of older commercial areas become critical to our future. Parker's goal is to prevent the decline of our mature commercial areas by acting in a proactive manner where possible to prevent these areas from losing their desirability. Retaining and enhancing the vitality of the Town's maturing areas are critical priorities in maintaining the Town's overall economic health. In 2006, the Town established the Parker Authority for Reinvestment, an urban renewal authority, as a tool to help property owners redevelop and revitalize their aging properties. In 2009, the Town established its first urban renewal area, the Parker Central Area which can generally be described as the greater downtown area surrounding the intersection of Parker Road and Mainstreet.



## ECONOMIC DEVELOPMENT SUPPORT ORGANIZATIONS

The Town established an in house Economic Development Department in 2009 in order to improve the business climate in the Town to achieve the Town's Vision of a "full service community". The primary functions of the Town's Economic Development Department are:

- Business Attraction – Working with brokers, regional and state economic development entities, local economic development councils, industry organizations, and existing businesses to attract new employers and retail enterprises to the area.
- Business Retention and Expansion – On-going performance of business retention visits to build relationships, identify business issues, opportunities for expansion, and challenges impacting not only existing business growth but new business attraction.
- Small Business Development – Supporting small business growth through specific Town programs, creating partnerships with the Small Business Development Center, Douglas County Libraries, the Douglas County Economic Gardening Program as well as development of a local lender network.

- Real Estate Development – Facilitating new development in the Town by matching development and developer opportunities, acting as an in-house advocate for business, and facilitating developer/staff interaction.
- Redevelopment and Revitalization – Identify potential redevelopment areas, tools, and private partners for participation
- Target Industry Development – Identify target industries through research and working with partners.
- Marketing – Develop and implement marketing efforts that compliment identified goals and objectives.

A number of organizations support Parker’s economic development. Following is a brief description of these organizations and their missions.

### **Douglas County Economic Development Partnership**

Douglas County, the Castle Rock Economic Development Council, the Town of Parker and the Southeast Business Partnership work together to effectively implement economic development activities toward the goal of a vibrant economy for Douglas County.

### **Chamber of Commerce**

The mission of the Parker Chamber of Commerce is to support and promote the success of its members through networking, professional development, advocacy, leadership and community development. The Chamber provides members of our business community the opportunity to network together to promote themselves as businesses and to promote their interests in the community and in local government.



## **Southeast Business Partnership (SEBP)**

The Southeast Business Partnership is an organization of government and business leaders committed to the economic vitality and sustainability of South Metro Denver; more specifically, Douglas County, western Arapahoe County and southeastern Denver County. The Partnership achieves this goal through a comprehensive strategy focused on business retention, expansion and attraction; active advocacy for transportation and infrastructure improvements; direct, proactive support of workforce housing and workforce development; and encouragement of business-friendly public policy



## **GOALS AND STRATEGIES**

### **1. Attract and retain a variety of employment opportunities for Parker residents.**

**1.A.** Work with supporting entities such as the Parker Chamber of Commerce and Southeast Business Partnership (SEBP) within the local and regional community to attract appropriate business and employment opportunities.

### **2. Encourage and support a high level of diverse, quality retail and services, with an emphasis on local businesses that contribute to Parker's sales and property tax base so that needed infrastructure, physical amenities, services and the expansion of such services are provided.**

**2.A.** Nurture and support established businesses and ensure adequate opportunities for future and expanded commercial activity within designated areas of Town, as specified on the General Land Use Plan.

**2.B.** Balance Parker's business and retail community so it includes a variety and diversity of business types as well as a variety of business scales and sizes.

**2.C.** Continue to support the small, local businesses that contribute to our hometown feel.

**2.D.** Continue to pursue incentive programs to promote and encourage small, unique businesses.

**2.E.** Continue to attract new retailers and support existing retailers wishing to expand in order to fill existing vacant spaces.

**3. Support existing higher education organizations and promote the development of additional higher educational campuses within Parker.**

**3.A.** Support public and private partnerships to develop additional higher educational opportunities within the Town.

**4. Create a vibrant, unique downtown as a ‘destination’ for Parker.**

**4.A.** Promote a wide spectrum of mixed-uses to include cultural/entertainment, residential, office and retail/services that provide a unique, local flavor and encourage a pedestrian environment.

**5. Continue to support the creative industries (arts and culture) and entertainment as an important contributor to our overall economic health and hometown feel.**

**5.A.** Promote an expansion and diversification of entertainment amenities and activities within Parker.

**5.B.** Promote an expansion and diversification of the creative industries within Parker.

**6. Sustain the long-term economic well being of the Town and its citizens through redevelopment and revitalization efforts.**

**6.A.** Encourage and support the quality renovation and reuse of under-utilized parcels and buildings.

**6.B.** Continue to maintain and improve incentive programs to facilitate redevelopment and revitalization efforts.

**6.C.** Support the Parker Authority for Reinvestment in its efforts to facilitate redevelopment and revitalization efforts.



Our Parker community will develop and sustain a safe, convenient and efficient transportation system incorporating and integrating various modes of travel including automobiles, public transportation, bicycles and pedestrians.



## Transportation

### INTRODUCTION

The Town is an auto-oriented community, and the primary reliance is on the car. Nevertheless, we cannot only rely on ‘building our way out’ of our transportation problems – in other words, more roads and traffic lanes will not solve our transportation problems. Land use and transportation plans need to incorporate multimodal opportunities now and in the future.

Undoubtedly, the automobile will remain an important way to travel. However, alternatives to the automobile that are efficient, accessible and comfortable can challenge the reliance on the automobile and help reduce congestion on our streets.



## PARKER TRANSPORTATION MASTER PLAN

In the spring of 2013, the Town of Parker embarked on the creation of a new Transportation Master Plan (TMP) in order to advance the Town's long term land use, economic, engineering and recreation goals through addressing and coordinating transportation issues such as operations, management, maintenance and financing of the transportation system.

On June 16, 2014 the Town adopted the Parker Transportation Master Plan as an element of the Parker 2035 Master Plan. The TMP is a foundation policy document that established policies, goals and strategies to ensure that the citizens and businesses of Parker have access to a high quality transportation system. With the adoption of this Plan the Town established the following six policies which are used as the foundation for the goals and strategies:

- 1. Integration**  
Coordinate land use planning, transportation planning and management, economic initiatives and capital investments to result in a transportation system and land uses that support and enhance each other.
- 2. Multi-Modal**  
Provide a multi-modal transportation system that maximizes mode choice and mobility for all users.
- 3. Interconnected**  
Create an interconnected local and regional roadway network that provides efficient and convenient mobility and access.
- 4. Design & Maintenance**  
Plan, design, build and maintain a high-quality, cost-effective transportation system.
- 5. Health**  
Provide a transportation system that offers opportunities for physical activity and healthy lifestyles.
- 6. Safety**  
Plan, design and implement transportation infrastructure that affords safe travel for all users.

## PUBLIC TRANSPORTATION

### Light Rail

The construction of the T-REX Southeast Corridor project, including a light rail (LRT) line along I-25 to Lincoln Avenue and along I-225 to Parker Road, provided new transit opportunities for the Town, and the entire southeast community. The LRT station at Lincoln Avenue and I-25 has a Park-n-Ride with over 1,200 spaces, and the Park-n-Ride at Parker Road and I-225 has over 1,200 spaces as well.

### FasTracks

RTD's FasTracks plan, which was approved by voters in November 2004, will extend the Southeast Corridor light rail south 2.3 miles south of the Lincoln and I-25 station and will add three additional stops in Lone Tree – Sky Ridge, Lone Tree City Center and RidgeGate Parkway (see *Figure 10A*). The RidgeGate Parkway Park-n-Ride will function as the new end-of-line station and will accommodate 2,000 spaces. The projected schedule for opening this extension is not finalized.



### Bus Service

Three routes currently serve the Parker community:

- Route 153 (Chambers Crosstown), providing service from downtown Parker to Aurora;
- Route 410 serves as the connection to the I-25 and Lincoln Avenue light rail station; and
- Route P which serves as a commuter express bus service to downtown Denver.



### Local Circulator

The Parker Call-n-Ride was established in 2006 in conjunction with the opening of the southeast rail line, the boundary of which is depicted in Figure 10A. The program provides a convenient curb-to-curb service for our residents and employees who want to move around town without driving.



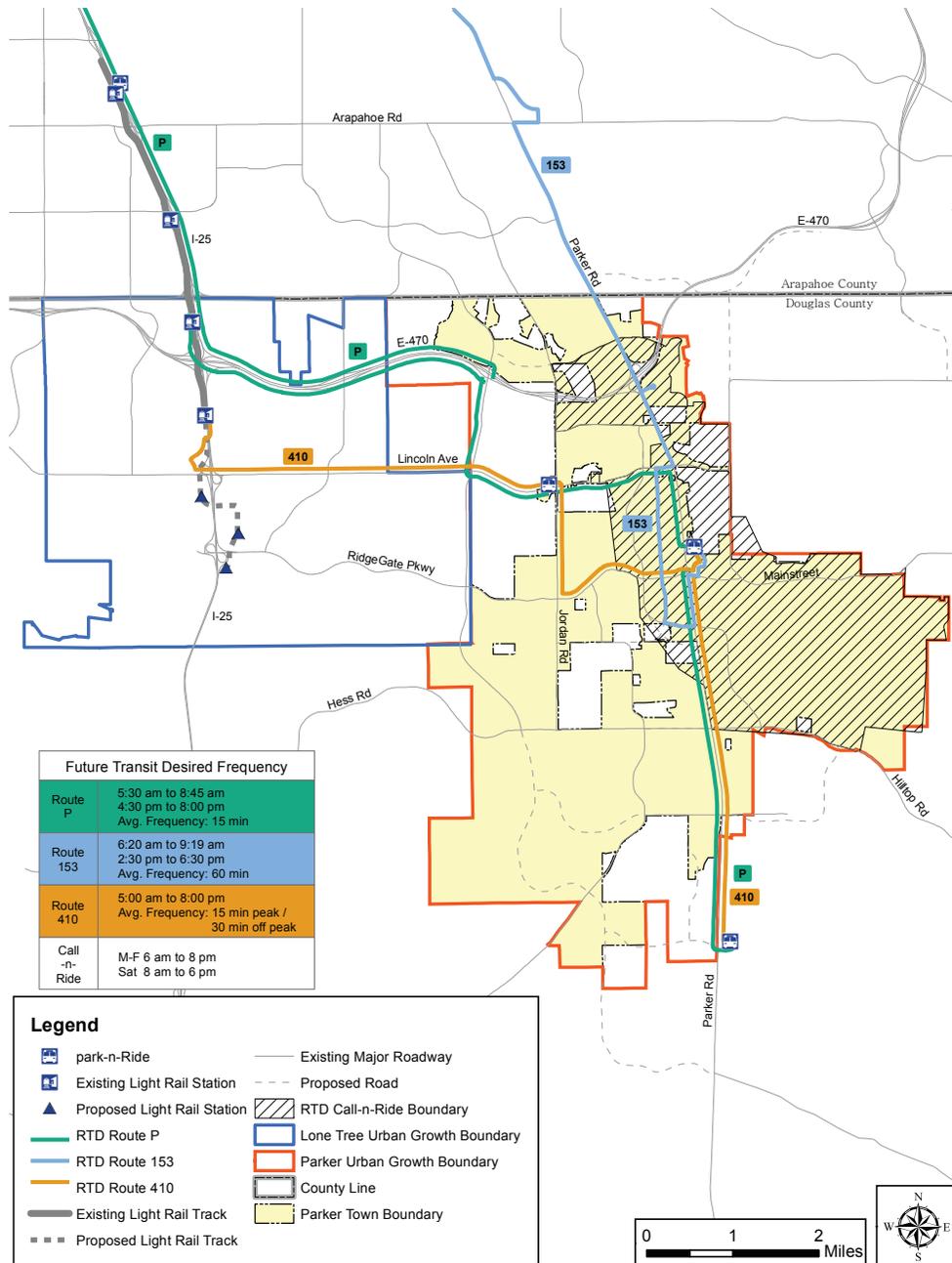


Figure 10A: Public Transportation Services and Facilities

Source: RTD, Town of Parker





## TRANSIT STUDIES

In 2004 and 2005, when light rail was only planned to reach the southeast region, the Town undertook two studies to examine opportunities to provide enhanced public transportation options to our residents and employees. The first plan, entitled ‘Transit Feasibility Study’, was adopted in March 2004 and examined three specific objectives:

- Options for connections to the regional transit system
- Options for bringing employees and visitors to Parker
- The feasibility of local bus service

From this Study, the Town was able to achieve a number of important milestones including the formation of an ongoing partnership between the Town and RTD to guide and market the development of public transportation services in the Parker area.

One of the recommendations outlined in the Transit Feasibility Study was to further examine the feasibility of providing for a fixed guideway system from the planned Southeast Corridor light rail line terminus at RidgeGate in Lone Tree to downtown Parker. The outcome of this second project was entitled the ‘Fixed Guideway Transit Study’ which was adopted in the fall of 2005. This analysis concluded that a Bus Rapid Transit (BRT) system in a dedicated lane adjacent to Mainstreet was the preferred technology over light rail between downtown Parker and Lone Tree’s future

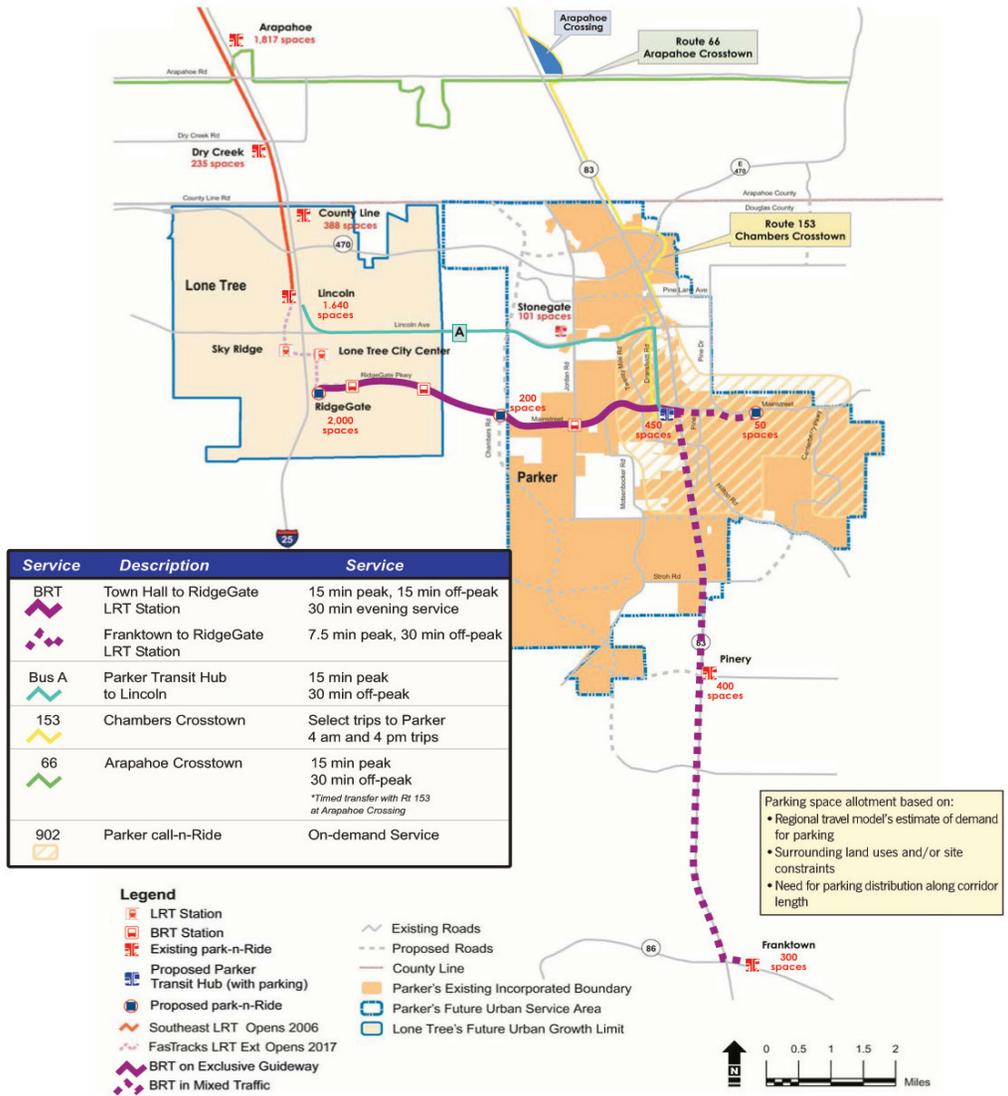
RidgeGate Parkway end-of-line station (*see Figure 10B*). Furthermore, the Study identified a number of stations along the proposed route as well as provided the Town with the ability to advance the corridor’s ‘readiness’ for implementation and ensure that future development plans along this route will accommodate the appropriate right-of-way needed for the transit line. Since 2005, the RTD has struggled to complete construction of FasTracks due to declines in sales tax revenues. With FasTracks as RTD’s infrastructure priority, the timing on construction of a fixed guideway system to Parker is many years out, unless another funding solution is found.

## DOUGLAS COUNTY TRANSIT SOLUTIONS LOCAL COORDINATING COUNCIL

Douglas County Transit Solutions (DCTS) began meeting informally in 2001 to discuss and determine how it could address the transportation needs of low- to moderate-income residents in Douglas County. The committee is made up of jurisdictional representatives, community based organizations, and service providers from the County. In late 2007, DCTS received a grant to conduct a transportation study which resulted in the Coordinated Transportation Plan. The Plan established the need for a coordinated transportation system in the county. In 2012, The Town of Parker signed a Memorandum of Understanding with other members of the Committee to establish a Local Coordinating Council (LCC) that would reduce redundancy, and improve efficiency and mobility countywide.

Figure 10B: BRT Recommended Route and Stations between Parker and Lone Tree

Source: Carter-Burgess



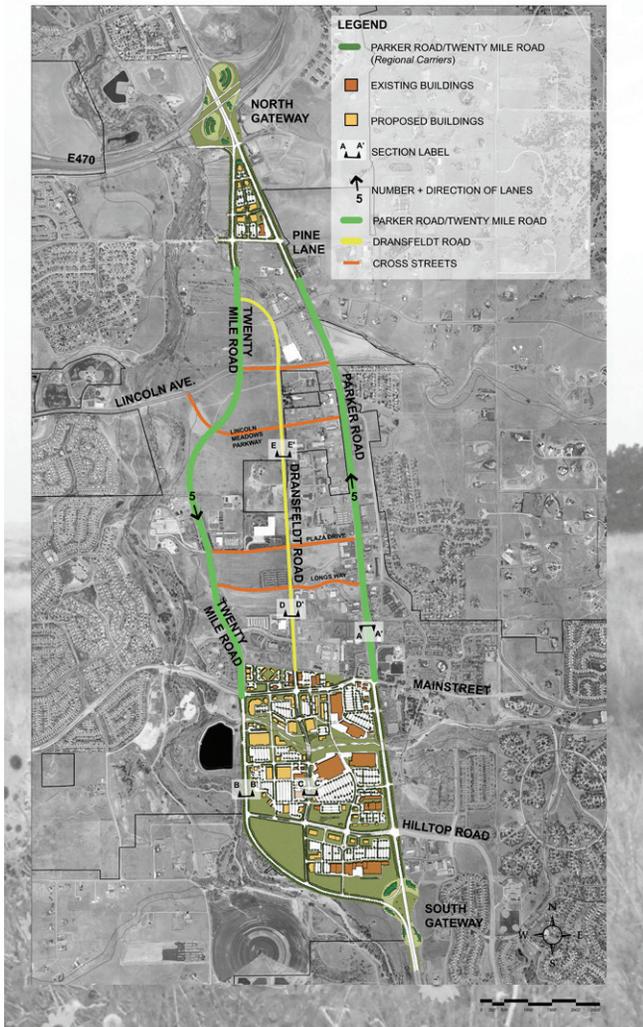
## PARKER ROAD CORRIDOR STUDY

The Colorado Department of Transportation (CDOT) conducted a corridor optimization study for State Highways 83 (Parker Road) in 2004. The study intent was to assess how to meet future travel demands along this corridor while considering modal mix, capacity, access, land use, cost and funding options. Specific principles were integrated in the study and were the basis for the Town's recommendations. Two recommendations were supported by Parker: one-way couplets and parallel parkways, as exhibited in Figure 10C.

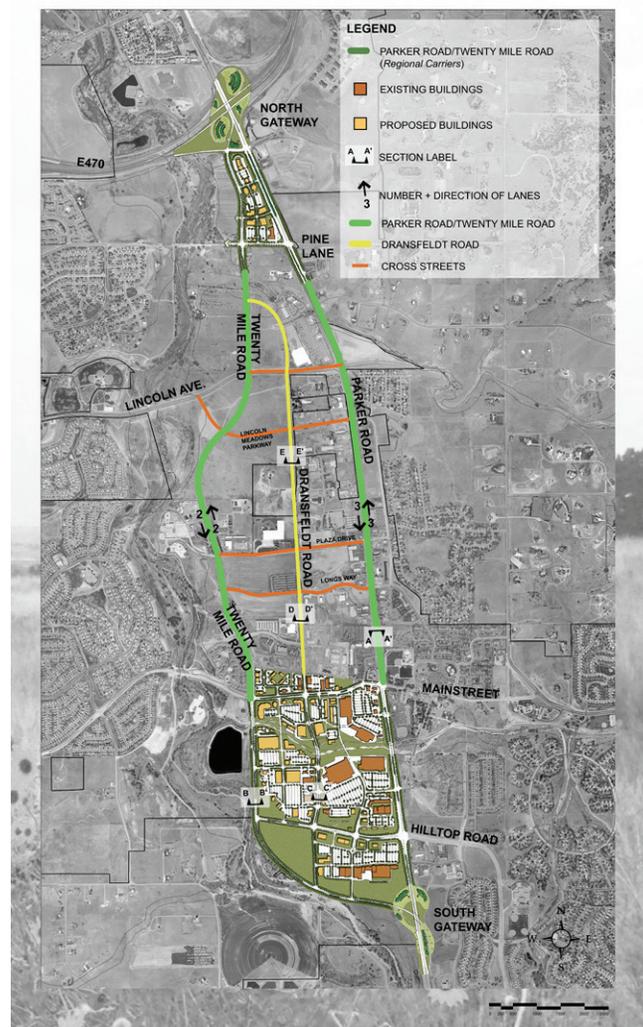


Figure 10C: **One-way Couplet and Parallel Parkways**

Source: AECOM (formerly EDAW)



**One-Way Couplets** along the existing Parker Road and Twenty Mile Road dividing north of Indian Pipe on the south and converging south of E-470 on the north.

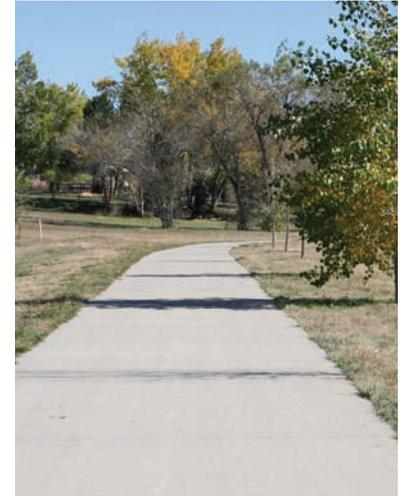


**Parallel Parkways** using an Intelligent Traffic System (ITS) to guide traffic to the fastest route, dividing north of Indian Pipe on the south and converging south of E-470 on the north.



## NON-MOTORIZED TRANSPORTATION

Non-motorized, bicycle and pedestrian-oriented mobility, is often forgotten as an option to the automobile or the bus. Providing trails, sidewalks and bike lanes for uses other than recreational is critical to a well-rounded transportation system. This system should offer options for travel, promote active living and connect to residential development, commercial development and transit.



The recently updated 'Open Space, Trails and Greenways Master Plan' and the 2004 'Bike Lane Plan' provide implementation strategies for providing non-motorized transportation opportunities.



# We listened...

## Building our roads one by one

During the topic-specific workshop on transportation in 2004, we asked citizens to prioritize the order of future road construction. Since 2004 the Town, in cooperation with the County, has constructed the top four (4) future road connections requested:

1. Hess Road to Interstate 25
2. Chambers Road from E-470 to Parker Road
3. Mainstreet to Interstate 25
4. Hess Road across Cherry Creek to Chambers Road

## ROADWAY NETWORK PLAN

The Roadway Network Plan (*see Figure 10D*) depicts the projected primary roadway network to serve the Parker area over the next 20 years. The Roadway Network Plan was updated in 2014 with the adoption of the Transportation Master Plan and classifies roads into the following categories: State highways, principal arterials, arterials, major collectors, through collectors and Old Town streets. Additional collectors, local streets and private streets are not shown, but will be required depending on the location and transportation needs of the proposed development and the transportation needs of the community.

The priority and timing for construction of new roads depicted as proposed on the Roadway Network Plan is a factor of several elements that include, but are not limited to demand, development, community priorities and budget constraints.

Additionally, the Mainstreet/RidgeGate Parkway alignment for the proposed fixed guideway transit system, with the preferred technology of the Bus Rapid Transit (BRT) system, is depicted on the Roadway Network Plan and a reservation for a future transit corridor along the E-470 corridor is depicted.

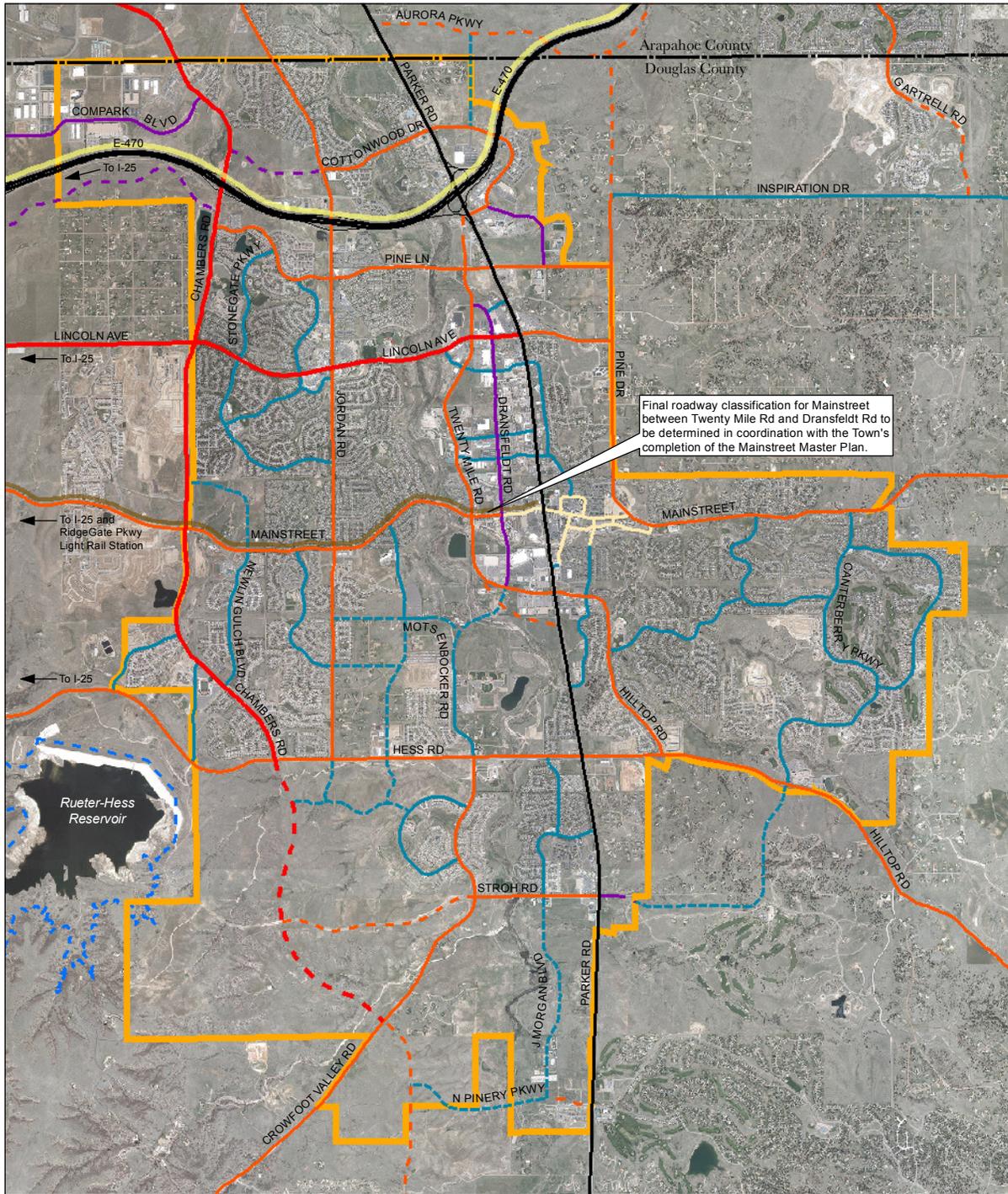


Figure 10D: ROADWAY NETWORK PLAN

Source: Town of Parker

Last Amended: September 2015

**Legend**

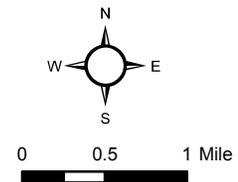
-  Future Transit Corridor
-  Proposed Bus Rapid Transit (BRT) System on a Dedicated Lane
-  Urban Growth Area
- Roadway Classifications**
-  State Highway 83 / E-470
-  Principal Arterial - 6 Lanes
-  Proposed Principal Arterial - 6 Lanes
-  Arterial - 4 Lanes
-  Proposed Arterial - 4 Lanes
-  Major Collector - 4 Lanes
-  Proposed Major Collector - 4 Lanes
-  Through Collector - 2 Lanes
-  Proposed Through Collector - 2 Lanes
-  Old Town Street

**Map Notes:**

Final alignments are subject to change on proposed roadways.

Additional collectors, local streets, and private streets are not shown but will be required as development occurs.

The Town will finalize all interconnected collector streets in coordination with land use as development occurs.



Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis, are required to verify this data.

## GREATER DOWNTOWN DISTRICT VEHICULAR CONNECTIVITY PLAN

Grid systems have been used for centuries as the planning tool to effectively and safely move traffic from destination to destination. The extent of the grid system has a direct impact on a town's ability to effectively handle congestion and provide for a viable economy. Transforming a suburban business district from a collection of geographically close but segregated real estate projects into integrated places allows customers and clients to patronize a variety of establishments more easily. Furthermore, the grid pattern and its narrower streets create a more pedestrian-friendly atmosphere, accommodate shared parking, decrease vehicle trip generation and provide for greater freedom of choice in transportation mode. For these reasons, the Town has established the Greater Downtown District Vehicular Connectivity Plan depicting the general location of desired future vehicular connections. It is important to note that these do not need to be public roads (*see Figure 10E*).



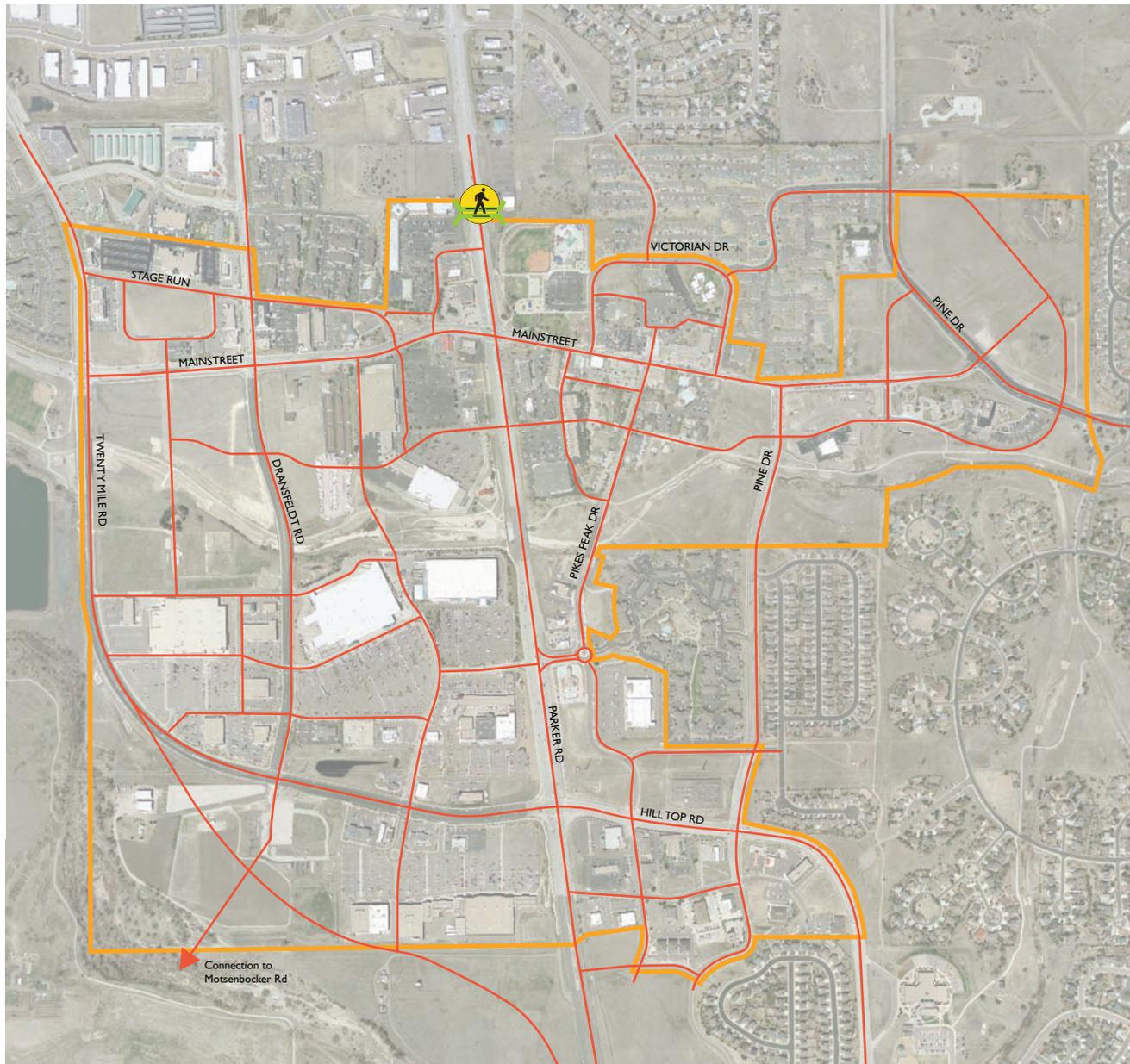


Figure 10E: **Greater Downtown District Vehicular Connectivity Plan**  
 Source: Town of Parker

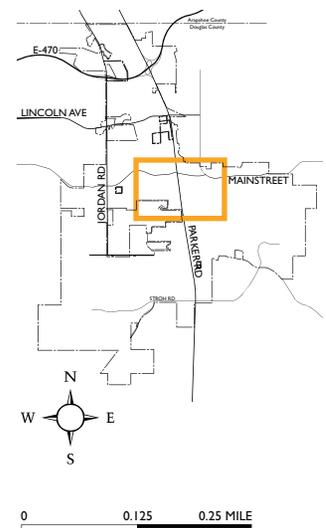
**LEGEND**

- Downtown Roads
- Greater Downtown District Boundary Plan
- Pedestrian Transit Bridge

This Plan is intended to provide a framework of vehicular circulation routes that ensures a greater level of connectivity between uses in the downtown area. This Plan is not intended to show all routes within the Greater Downtown District, only those primary circulation networks.

Final alignments are subject to change on proposed roadways.

**Vicinity Map**



Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis are required to verify this data.



Providing trails, sidewalks and bike lanes offers options for travel and promotes active living.

## GOALS AND STRATEGIES

### **1. The Town will implement the Transportation Master Plan.**

**1.A.** Consider the Transportation Master Plan's six policies when planning, designing or reviewing any new transportation project or land use application.

**1.B.** Implement the policies, goals and strategies of the Transportation Master Plan.



### **2. The Town will plan for transportation and land use in an integrated, safe and efficient manner.**

**2.A.** Continue to review and update, when necessary, the Town's roadway standards and ensure their implementation to create an efficient and safe transportation system.

**2.B.** Ensure that the transportation systems that serve potential developments are adequate.

**2.C.** When transportation improvements are necessary to serve developments, the property owners/developers shall be financially responsible for their fair portion of the improvements.

**2.D.** The Town will ensure that transportation for pedestrians, bicycles and automobiles is adequately provided throughout Town.

**3. Ensure connectivity and adequate circulation throughout the Town with connections to the regional roadway network.**

**3.A.** Provide alternative roadway connections throughout the Town to keep pace with the demand for mobility and to moderate congestion on our major thoroughfares.

**3.B.** Work with State, county and local jurisdictions to ensure connections to the regional network.

**3.C.** Require new developments located along existing and proposed roadways to dedicate adequate rights-of-way.

**3.D.** Actively support the development of alternative routes by the State and other neighboring jurisdictions to help moderate traffic congestion in the Parker area.

**3.E.** Work with Douglas County to seek more north-south roadway alternatives east of Town.

**3.F.** Moderate traffic congestion by seeking new technologies that allow the Town to use existing infrastructure more efficiently.

**4. Promote, encourage and actively participate in the development of a transit service that serves the local needs of our community as well as provides safe and convenient access to the regional public transportation system.**

**4.A.** Continue to work with RTD and neighboring jurisdictions to develop a Bus Rapid Transit (BRT) system along a dedicated lane adjacent to Mainstreet from downtown Parker to Lone Tree's RidgeGate development.

**4.B.** Work with RTD to provide adequate bus service to meet the needs of those who live in Town and those who commute to Town.

**4.C.** Continue to work with RTD to provide services to meet immediate community needs such as the call-n-Ride.

**4.D.** Ensure that bus stops are properly located and encourage the development of quality bus shelters that provide appropriate pedestrian amenities

**4.E.** Work with RTD to ensure park-n-Rides and transit centers are properly located, easily accessible, sufficiently sized, include appropriate amenities (e.g., parking, pedestrian shelter and pedestrian/bike amenities).

**4.F.** Integrate transit improvements and pedestrian access to transit stops into new and existing development.

**4.G.** Continue as a participating member of the Douglas County Transit Solutions Local Coordinating Council to collaboratively develop resources to meet mobility needs for Douglas County residents

**5. Provide an interconnected system of bikeways, walkways and trails within Town and to the regional network to encourage non-driving modes of transportation.**

**5.A.** Implement the strategies in the ‘Bike Lane Plan’.

**5.B.** Implement the trail strategies adopted in the ‘Open Space, Trails and Greenways Master Plan’.

**5.C.** Enhance street standards to adequately allow for non-driving modes of transportation.





**6. Work with the Colorado Department of Transportation (CDOT) and the E-470 Authority to minimize the negative impacts from, and maximize the economic viability of, State Highway 83 and E-470 on our community.**

**6.A.** Work with the E-470 Authority to extend the E-470 trail to the east and north, including a safe crossing of State Highway 83 (Parker Road).

**6.B.** Work in coordination with CDOT to implement the ‘State Highway 83 Corridor Optimization Plan’, a study to assess how to meet future travel demands along Parker Road.

**6.C.** Work with CDOT to enhance pedestrian safety, improve aesthetics and balance access needs along Parker Road.

**6.D.** Work with CDOT in order for the Town to continue to provide signal operations and maintenance along Parker Road.

Our Parker community will provide sustainable and reliable public services to its residents, businesses and visitors in an efficient and cost-effective manner.



# Public Services and Facilities



## INTRODUCTION

Public services and facilities represent the public’s investment in the design, development and delivery of services and programs to the community. These services and facilities are also an investment in our future ability to serve our growing population. These complex systems are necessary to maintain and support the high quality of life that our residents expect. Public services can provide social, physical and economic health of our community as well as providing safety, comfort and general well being for the public. These facilities are a Town’s most visible functions and are where government operations ‘touch’ most people.

Parker’s citizens receive their services from a number of governmental agencies, not just the Town. Parker and the Special Districts that supply services to our Town have always sought to provide services and public facilities that meet and exceed the needs and expectations of our citizens, businesses and visitors. This quest has enjoyed repeated success over the past years, a testimony to the ongoing interest and participation of the public in assuring the quality, livability and attractiveness of our community.



## Public Services and Facilities

**Police Protection** – Town of Parker

**Fire Protection** – South Metro Fire Rescue Authority

**Water and Sanitation\***

- Parker Water and Sanitation District
- Cottonwood Water and Sanitation District
- Stonegate Village Metropolitan District

**Circulation, Traffic Control and Street Lighting**

- Town of Parker
- Colorado Department of Transportation
- E-470 Authority

**Municipal Court** – Town of Parker

**Surface Drainage and Flood Control**

- Town of Parker
- Urban Drainage and Flood Control District

**Schools** – Douglas County School District RE-1

**Parks and Recreation** – Town of Parker

**Libraries** – Douglas County Library District

**Human and Social Services** – Douglas County

**Power, Utilities and Communications Systems** – Private utility companies

*\* Several other districts provide water and sanitation services through purchase agreements with the water and sanitation districts listed above.*

Parker’s physical size, development pattern and future configuration, based on our Urban Growth Area, are conducive to continued high quality service. Even with the advantage of a well planned community, the cost effectiveness of providing services to lower density development is more expensive and requires maximum participation by developers to avoid negative net balances in the Town’s operational and capital expenditure accounts.

Besides the services mentioned to the left, many other services to Parker residents are provided by special districts. Residents of these districts pay additional property taxes to these districts and in some cases pay fees for services as well. The Town and all districts work closely together to assure that the provision of services to our residents is coordinated and efficient.



## TOWN FACILITIES AND SERVICES

The Town provides a number of services to our residents including road construction and maintenance, trail construction and maintenance, parks and recreation amenities, building permit review, development review, code enforcement, animal control, law enforcement and other governmental services. Many of these services are discussed in other chapters in this Plan.



The Town has a variety of public buildings that serve our constituents. The more visible of these facilities are Town Hall, the Police Department, the Parker Arts, Culture and Events (PACE) Center, the Recreation Center, the Fieldhouse, and our parks. As the Town grows and ages, our need for space and improvements to these facilities will continue to grow. The Town will, on occasion, need to make capital investments to make improvements to existing structures or build new structures to continue to adequately serve our growing population.



## LAW ENFORCEMENT

The Town of Parker provides police service and protection to residents, businesses and to visitors. The Police Department currently has 58 commissioned officers and 36 other personnel. The Town of Parker is a relatively safe community with a low crime rate compared to the Denver Metropolitan area. Proactive policing is key to maintaining our community as a safe place to live. The mission of the Police Department is to provide community service that is specifically designed to maximize public safety, customer satisfaction and the quality of life for citizens who live and work and visit Parker. Members of the department accomplish their mission through problem-solving partnerships with community members and groups.



# We listened...

## Water is a precious resource

Ensuring a permanent, renewable and reliable water supply for our residents and businesses was a primary concern expressed by our citizens in the public participation process. Water and Sanitation services in the Town are provided by separate Special Districts that are not under the control of the Town. These Districts are continually looking for additional sustainable water resources, such as Reuter-Hess Reservoir. Knowing that water is an important issue for the sustainability of the future of our community, coordinating with Districts that provide water to our residents is of the utmost importance.

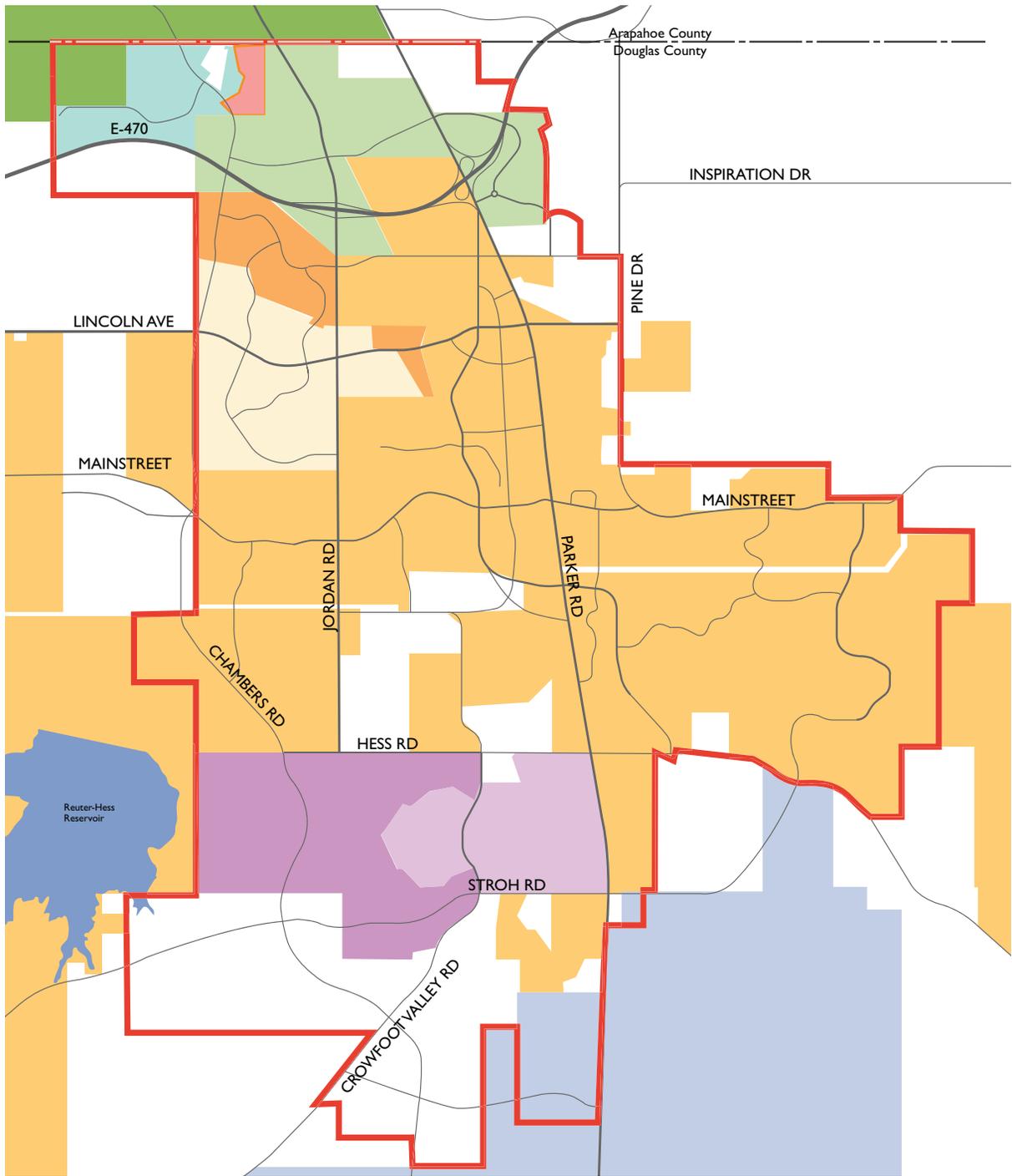
## WATER AND SANITATION

Water and wastewater in the Town's Urban Growth Area is currently provided by five (5) different Special Districts (*see Figure 11A*):

- Parker Water and Sanitation District: provides service for the District residents and the residents of the following districts:
  - Cherry Creek South Metropolitan District #1
  - Cherry Creek South Metropolitan District # 2
- Cottonwood Water and Sanitation District
- Stonegate Village Metropolitan District: provides service for the District residents and the residents of the following districts:
  - Compark Business Campus District
  - E-470 Potomac Metropolitan District
  - Lincoln Park Metropolitan District
- Arapahoe County Water and Wastewater Authority
- Pinery Water and Wastewater

All of our districts obtain water from underground aquifers. The Parker area is served by four aquifers: the Dawson, Denver, Arapahoe and Laramie-Fox Hills.





**Figure 11A: Water and Sanitation Districts**

Source: Town of Parker

**LEGEND**

- Arapahoe County Water and Wastewater Authority
- Cherry Creek South Metro 1 (PWSD Agreement)
- Cherry Creek South Metro 2 (PWSD Agreement)
- Compark Business Campus (Stonegate Village Metro Agreement)
- Cottonwood Water and Sanitation District
- Pinery Water and Sanitation District
- E-470 Potomac Metro (Stonegate Village Metro Agreement)
- Lincoln Park Metro (Stonegate Village Metro Agreement)
- Parker Water and Sanitation District
- Stonegate Village Metro

Parker Water and Sanitation has separate agreements with certain developments in which they provide water and sanitation services even though the developments are not in the district.



0 0.25 0.5 1 MILE

Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis are required to verify this data.

### **Parker Water and Sanitation District**

The largest of these districts is Parker Water and Sanitation and they serve the majority of Town residents. The District also serves many areas outside of the Town. The District has planned for and has the capacity to provide water services to the District's expected population growth through the 'ultimate' build out as described in their 2005 Water and Sewer Master Plan.

The District recently completed the Reuter-Hess Reservoir. The new reservoir will help meet increasing demand and serve as a water management tool to extend the life of the aquifers by storing surplus groundwater and allowing the District to re-inject water into aquifers during non-peak demand. Parker Water continues to develop other programs and projects to reduce our impact on the aquifers including actively pursuing additional renewable water rights, metering, xeriscape education and reuse of wastewater for irrigation.

The District has planned for and has the capacity to provide wastewater services to the future expected growth in our community. The current system is developed to accommodate peak flows at 'ultimate' buildout.

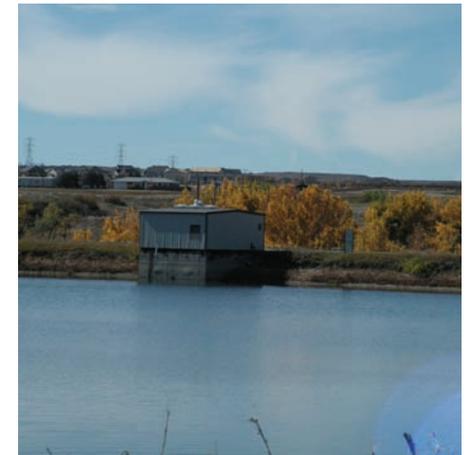
### **Cottonwood Water and Sanitation District**

Cottonwood Water and Sanitation District primarily serves the northern tier of Parker; generally the area is bound on the south by E-470, on the north by the Douglas County line and on the west by Chambers Road. The entire District is located within the Town of Parker Urban Growth Area and some portions of the District are currently outside of the Town boundary.

The District is primarily built out with the exception of portions of the District on the east side of Parker Road. The District has adequate water rights to supply its current residents and is actively pursuing additional water rights to assure a sustainable water source. The District will not consider expansion unless the property owner requesting inclusion can provide the District with adequate water rights to supply the additional demand.

### **Stonegate Village Metropolitan District**

The Stonegate Village Metropolitan District is generally bound by Chaparral High School on the north, Jordon Road on the east, Chambers Road on the west and north of Mainstreet on the south side. The entire District is located within the Town's Urban Growth Area. Only a small portion of the District near the corner of Jordan Road and Lincoln Road is located inside the current Town boundaries. Stonegate Village Metropolitan District provides water and wastewater service for District residents, Lincoln Park Metropolitan District, Compark Business Campus District and E-470 Potomac Metropolitan District.



### **Arapahoe County Water and Wastewater Authority**

The Arapahoe County Water and Wastewater Authority primarily serves properties located in Arapahoe County. However the Authority does serve a small area within the northwest corner of the Town's Urban Growth Area called Highfield Business Park. This District is currently entirely outside of the Town boundary.

### **Pinery Water and Wastewater District**

The Pinery Water and Wastewater District serves residents and businesses located in the Pinery Subdivision. The portion of the Pinery Water and Wastewater that is located in the Town's Urban Growth Area is located on the west side of Parker Road south of the Town. This District is currently entirely outside of the Town boundary.



## SCHOOLS

Public education K-12 in the Town is provided by Douglas County School District RE-1. The District currently has ten (10) elementary schools, three (3) middle schools, three (3) high schools and three (3) charter schools that serve the Town of Parker. The District updates their Master Capital Plan annually to respond to student growth and infrastructure needs. Currently, the School District does not have enough sites reserved in the Town to serve the expected future student population and will continue to work with the Town through the development process to ensure that adequate school sites are provided.

When locating schools, the Town considers the bussing requirement for all elementary students that live over one mile from the school or where they would need to cross dangerous intersections. Also, bussing is required for all middle school and high school students that live over two miles from the school or where they would need to cross dangerous intersections. Bussing is one of the major expenses of the school district. The school district now charges for bussing of students. Locating schools in neighborhoods where students can walk to school is important to community building, the health of our children and reduces transportation costs for the school district. The impact of new developments on elementary schools usually peaks about 7-10 years after the development begins.



## Parker Area Public Schools

### Elementary

Prairie Crossing Elementary  
Iron Horse Elementary  
Pine Lane Elementary  
Cherokee Trail Elementary  
Frontier Valley Elementary  
Pioneer Elementary  
Gold Rush Elementary  
Pine Grove Elementary  
Legacy Point Elementary  
Mammoth Heights Elementary

### Middle School

Cimmaron Middle School  
Sagewood Middle School  
Sierra Middle School

### High School

Legend High School  
Ponderosa High School  
Chaparral High School

### Charter Schools

Challenge to Excellence  
Parker Core Knowledge  
North Star Academy

In addition to the public system, there are a number of private schools serving our community's families.

## South Metro Fire and Rescue Authority Mission Statement

To partner with our communities to provide the best protection of lives and property while wisely managing our resources.

### FIRE PROTECTION

The Town of Parker is served by the South Metro Fire Rescue Authority, a consolidation of the Parker Fire Protection District and the South Metro Fire Rescue District. The District serves an area of over 176 square miles covering portions of Douglas County and Arapahoe County, including the following jurisdictions, Castle Pines, Cherry Hills Village, Foxfield, Lone Tree, Greenwood Village and Centennial.

The Authority approved a Strategic Plan in 2010 to establish the mission, vision, and philosophical foundation that will guide their organization into the future. Currently there are four (4) fire stations in the Town's Urban Growth Area. Future station sites in the community will also be needed to provide fire protection services for current and future development. Zoning has been set aside for these future sites at three locations:

- Buffaloberry Drive in Villages of Parker
- West of the intersection of Chambers Road and Hess Road
- South of the future intersection of Chambers Road and North Pinery Parkway

These sites, along with sites surrounding the Town, will adequately provide fire protection service for current and future residents in the Town. The construction of these future sites is dependent on the rate of growth of the Town and surrounding areas.

The Town and the Authority work together through the development review process and the Building Permit process assuring that new developments and buildings built within the Town are safe and accessible. This coordination significantly increases the safety of our residents.



## LIBRARY

The Parker Library is a part of the Douglas County Library District and is located in the Parker Crossroads Shopping Center on the northwest corner of Mainstreet and Parker Road. The Parker Library is a source of community pride and lifelong learning. Knowledgeable and friendly staff provides access to intellectual capital, showcase art and culture, and highlight local history through evolving collections and programs. Douglas County Libraries are good stewards of public funds.

The rapid growth in the Parker area has created a significant demand on the existing facility. In order to meet current and future demand the library requested a mill levy increase from the voters in 2007 and 2008. Both requests were not approved by the voters of Douglas County. The Library continues to see increasing demand on the current facility. When a funding source is secured in the future, the District will look for a location to build a larger, regional facility. The Parker downtown area is an attractive location for the Library to locate due to its central location in the community. The Town and the Library Board will work together to plan and secure a downtown location when funding becomes available.



## Douglas County Libraries Mission Statement

The Douglas County Libraries provide resources for learning and leisure to build communities and improve lives in Douglas County.



## PUBLIC HEALTH

The variety of options to live a healthy and active lifestyle as well as the availability of quality health care in the Town has increased significantly. The Parker Adventist Hospital opened its doors in Parker in February 2004. With the opening of this hospital, Town residents now receive quality healthcare close to home. The hospital has also attracted medical office building development to expand the availability of health care services in Town.

The Town has an extensive parks and trails system as well as a variety of recreational options to help our residents maintain a healthy lifestyle. More information on existing and future plans for recreation and non-motorized transportation in the Town can be found in the Town plans: “Open Space, Trails and Greenways Master Plan, From Values to Vision: A Strategic Action Plan for Parker’s Parks and Recreation” and the “Bike Lane Plan.”



## Tri-County Health

Tri-County Health serves more than 1.3 million citizens living in the 3,000 square miles of Adams, Arapahoe and Douglas Counties, including Parker. Tri County Health is funded by state and federal appropriations, county appropriations, service fees, grants, contracts, in-kind contributions and Medicaid funds. Tri County Health offers a wide variety of programs and services in nursing, disease prevention and control, health promotion, nutrition, environmental health, and emergency preparedness.

Tri County Health has three offices near Parker; Lone Tree, Castle Rock and their administrative offices in the Denver Tech Center. Tri County Health provides comprehensive environmental, health care, nutrition and health education services. Some examples of services include:

### Environmental Health

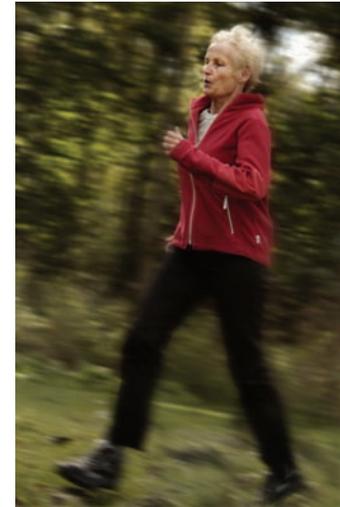
Inspects businesses that handle food for sale to the public; solid and hazardous waste disposal; air and water quality; land use; day care centers; issues septic system permits; controls diseases in animals which are transmittable to humans; consults on workplace safety; investigates injuries or near-injuries that involve the use of consumer products.

## Health Care

Offers services such as: administers the Child Health Plan Plus program; offers immunizations; family planning services; disease control; dental care for children from income-eligible families; education and classes on any health topic.

### Nutrition

Administers the Women, Infants and Children (WIC) program which provides information, education, counseling and supplemental food program for income-eligible children through age 5 as well as pregnant and breast-feeding women.



The variety of options to live a healthy and active lifestyle in the Town has increased significantly.

### **Douglas County Human and Social Services**

Douglas County provides a number of human and social services. Two of the primary services that effect residents of the Town are veteran's services and senior services.

The County's Office of Veteran Affairs staff provides services and assistance to military veterans and their dependents. This ongoing federal program is administered by the County's Human Services Department. Eligibility determination for veterans and social programs is coordinated between the County and the Federal government.

The Office of Veterans Affairs provides access to special programs and services for veterans and their families. As advocates for veterans, the staff provides timely information on services, events and activities affecting veterans. This includes coordination with the Colorado Division of Veterans Affairs and the United Veterans Committee (UVC) of Colorado. The Veterans Affairs staff assists all veterans in applying for benefits, employment assistance, medical care, transportation, and coordination to other services.

The Senior Services division is dedicated to enhancing the quality of life for older adults by providing County-wide leadership, needs assessment, information exchange, networking, and service advocacy. The division serves as an advocate for county citizens, 55 and over. The goals are to provide a social setting, a support network for older people trying to live independently, and assistance in alleviating health problems. The primary programs are Information and Referral Services (Outreach) and the Neighbor Network Program. The Senior Services Advisory Council (a volunteer citizens group) provides community input.



## UTILITIES

Utilities in Parker are provided through franchise agreements with the Town. Each utility company has a separate agreement with Parker. These agreements assure that the Town residents receive high quality utility service, while protecting utility company investments over a set period of time.

Electricity in the Town is provided through Intermountain Rural Electric Association. Natural gas service is provided through Excel Energy. Cable services are provided by Comcast.

The Town requires utility lines to be buried with new development. The primary exceptions are regional high power lines. These lines are not buried due to cost and maintenance issues. As technology progresses it is the hope of the Town that these lines will eventually be able to be buried drastically improving the aesthetics of our community.

## METROPOLITAN DISTRICTS

Many services and public improvements are provided in the Town by Metropolitan Districts. Metropolitan Districts are quasi-municipal governmental entities organized and governed pursuant to provisions of the Colorado Special District Act. Metropolitan Districts can provide ongoing services or may simply function as a financing mechanism for new developments that include regional infrastructure improvements.



## GOALS AND STRATEGIES:

### **I. Provide sustainable and reliable public services to Town residents, businesses and visitors in an efficient and effective manner.**

#### **1.A. Schools**

Coordinate with the Douglas County School District to plan for and secure an adequate number of future school sites and needed facilities that are integrated within neighborhoods to serve our community.

Continue to coordinate with the School District to facilitate joint use of public park sites that are adjacent to schools.

#### **1.B. Library**

Coordinate with the Douglas County Library Board to promote a new regional public library facility that is located in Parker's downtown.

#### **1.C. Fire Protection**

Coordinate with the South Metro Fire Rescue Authority to continue to provide responsive and reliable fire protection for our community.

#### **1.D. Law Enforcement**

Provide coordinated law enforcement resources concurrent with population growth and service levels desired by the community, to ensure the level of safety, security and life quality our community desires.

Continue to work cooperatively with State, County and other jurisdictions in the planning and execution of emergency preparedness.

#### **1.E. Town Facilities**

Plan for and construct an adequate number of Town facilities to meet the needs of our growing community in a cost-effective manner.

#### **1.F. Public Health**

Integrate quality health care and needed facilities for all ages into the community.

Promote a healthy community through site design that encourages active living.

Work collaboratively with Tri-County Health.

### **1.G. Water Resources and Sanitation**

Coordinate with the Parker Water and Sanitation District and other special districts that serve Parker residents and businesses to ensure a sustainable water supply and adequate sanitation systems.

Actively encourage the conservation of water and the reuse of wastewater.

Support Parker Water and Sanitation and other special districts in meeting or surpassing all applicable water quality standards for domestic, commercial and industrial uses.

Develop a recycling program.



### **1.H. Stormwater Management**

Ensure that stormwater systems are properly planned, designed, constructed and maintained to prevent flooding, protect water quality and to preserve the natural creeks and riparian habitats throughout the Town.

Coordinate stormwater management improvements with Douglas County and Urban Drainage and Flood Control District.

### **1.I. Other Utilities and Communication**

Keep pace with demand and anticipated needs related to utilities and communication technologies.

Minimize the aesthetic and environmental impacts of transmission and distribution systems and facilities.

Support the development and use of alternative energy sources.

### **1.J. Metropolitan and Special Districts**

Encourage special districts to be fiscally and operationally sustainable.

Our Parker community will enhance the quality of life by avoiding development in environmentally hazardous areas and by safeguarding the natural environment.



# Natural Resource Protection

# 12

## INTRODUCTION

Parker citizens have often affirmed that one of our community’s highest priorities is preserving and protecting the environment. Parker’s distinctive natural resources and environment contribute to our quality of life. Natural resources and the natural environment are not inexhaustible commodities to be exploited, but are valuable assets to be judiciously used and wisely managed for the benefit of present and future generations. These resources are essential components of life including land, air, habitat and water.



The protection and conservation of these distinct and valuable resources is everyone’s responsibility. Environmental stewardship means that Parker has a responsibility to manage local resources, now and in the future, to assure a healthy and productive environment. Being a good steward to the environment requires the Town to work judiciously with our citizens, businesses, surrounding jurisdictions and other interest groups. We also comply with Federal and State mandates such as the Clean Air and Clean Water Acts.

## PARKER'S NATURAL RESOURCES

Parker's natural environment is biologically diverse. Riparian areas, shrub-covered hillsides, the pine grove and natural grasslands are all elements that contribute to our scenic community.

### Riparian Resources

The Town is situated along Cherry Creek, a dominant geographical feature of the Denver Metropolitan area's southeast quadrant linking the communities, towns and cities in Denver, Arapahoe and Douglas Counties. Several intermittent stream corridors, gulches and their tributaries form linear patterns throughout the Town. Predominant gulches in Parker are; Baldwin, Newlin, Sulphur, Tallman, Oak, Kinney and Lemon Gulches. Figure 12A illustrates the riparian corridors throughout our community.

### Significant Natural Vegetation Resources

In addition to our riparian features, the area just north of Hess Road and east of Parker Road is the site of an enclave of the Black Forest, a ponderosa pine community that is indigenous to the lower elevations of the Rocky Mountain Range. Additionally, stands of large Cottonwoods accentuate and frame the riparian corridors throughout the community. Figure 12A depicts these significant natural vegetative resources within our community.

### Wildlife

Vegetation provides prime habitat for wildlife while riparian corridors, such as Cherry Creek, also function as movement corridors. Figure 12B maps the primary wildlife habitat found in our community. The wildlife-movement corridors and habitat areas, depicted on this map, will assist the Town in making land use decisions and will be updated as conditions warrant. It should be noted that delineation of movement corridors or wildlife value areas does not preclude development, as mitigation measures may be possible and appropriate in designated areas.





### Endangered Species Act

From time to time, the U.S. Fish and Wildlife Service lists ‘threatened’ or ‘endangered’ species, under the Federal Endangered Species Act. These designations prohibit activities that cause the unlawful ‘take’ of the species. Currently, the Fish and Wildlife Service has listed the Preble’s Meadow Jumping Mouse as a threatened species, which may impact landowners in Parker. While the Town is not responsible for enforcing the terms of the Endangered Species Act, the Community Development Department notifies applicants of these Federal designations through the platting process.

### Visual Resources

Parker’s visual environment contributes substantially to the Town’s identity and quality of life. The bluffs provide a geographic buffer, distinguished by steep hills of native grass, pine, scrub oak and rock outcroppings. The bluffs southwest of Parker are among the most spectacular scenic views in this area. Just as important to our community, are the views of Pikes Peak and Mount Evans. These key viewsheds reinforce the sense of place that is Parker. Figure 12C maps the important visual resources within our community.

### Environmental Hazards

Although bluffs and floodplains provide the Town with excellent scenic resources, these areas also pose a threat to public safety. Landscapes that are prone to rockfall, slope failure, subsidence and debris flow are classified as Class III geologic hazard areas. These areas should be avoided for development to reduce safety risks and preserve the natural and visual resources of the Town. Figure 12D provides a visual representation of the environmental hazards located within our community.



## GOALS AND STRATEGIES

### **1. Preserve and protect significant natural areas that provide habitat essential for the conservation of plants, animals and their associated ecosystems.**

**1.A.** Encourage and assist efforts by private landowners and others to integrate natural areas into new development and redevelopment through Town review processes.

**1.B.** Consider the impacts of development on wildlife when evaluating land use applications.

**1.C.** Preserve riparian corridors and wetlands.

**1.D.** Work cooperatively with the Colorado Parks and Wildlife and US Fish and Wildlife Service.



### **2. Locate development in areas free of environmental hazards and constraints.**

**2.A.** Prohibit development within the 100-year floodplain unless associated with wildlife management, nonpolluting recreational uses, drainage improvements, or maintenance.

**2.B.** Continue to prohibit development on slopes of 20% or greater and limit development on slopes of 15% or greater.

**2.C.** Minimize disruption to the natural topography through creative site planning and through design and sensitive construction practices.

**2.D.** Encourage development that respects the natural features of the landscape, including trees and other vegetation.





### **3. Promote local and regional efforts to improve air quality.**

**3.A.** Minimize air pollution generated by current and future development and maintain air quality levels at or above standards set by the Colorado Department of Health and Environment.

**3.B.** Encourage clean, non-polluting businesses to locate in the Town.

**3.C.** Encourage development patterns that reduce the vehicle miles traveled by residents and support alternative modes of transportation as an option.

### **4. Maintain high water quality and protect water resources.**

**4.A.** Cooperate and participate in regional water-quality planning activities.

**4.B.** Continue to collaborate with regional stewardship organizations such as the Cherry Creek Water Basin Authority and the Cherry Creek Stewardship Partners.

**4.C.** Ensure development maintains water quality in accordance with all applicable local, state and federal clean water regulations.

**4.D.** Ensure that development adequately incorporates effective measures to protect groundwater and surface water from contamination.

**4.E.** Ensure that development adequately incorporates design and engineering practices that minimize pollution of water resources from non-point sources (pavement water run-off) and point sources (discharge that can be linked to a specific source).

**4.F.** Control short and long-term drainage and surface erosion or sedimentation problems.

**4.G.** Require that development within watersheds not pose a potential hazard to alluvial water quality.

**4.H.** Encourage the use of new technology to improve existing facilities.

**4.I.** Implement stabilization and restoration projects to ensure natural drainageways are protected from the damaging effects of erosion.

**5. Provide a healthy environment through limitation of excess noise and lighting levels.**

**5.A.** Minimize exposure to excessive noise.

**5.B.** Discourage industrial or commercial land uses that generate loud or obnoxious noise off-site.

**5.C.** Continue to require the use of efficient lighting to minimize light trespass and pollution, and reduce glare.

**6. Protect our community's scenic resources.**

**6.A.** Preserve scenic views and viewsheds by preserving the visual integrity of significant ridgelines, horizon lines and views of the mountain backdrop from places accessible by the public, where appropriate.

**6.B.** Preserve and protect significant geological features and key natural areas.

**7. Promote proactive environmental programs and water conservation practices.**

**7.A.** Implement responsible creation of landscaping that utilizes the seven Xeriscape principles: proper planning and design; irrigation systems (e.g., Netafim); use of mulches to reduce evaporation; use of soil amendments; grouping of plant materials of similar water needs together (e.g., hydrozoning); limiting of turf areas; and appropriate maintenance of the landscape.

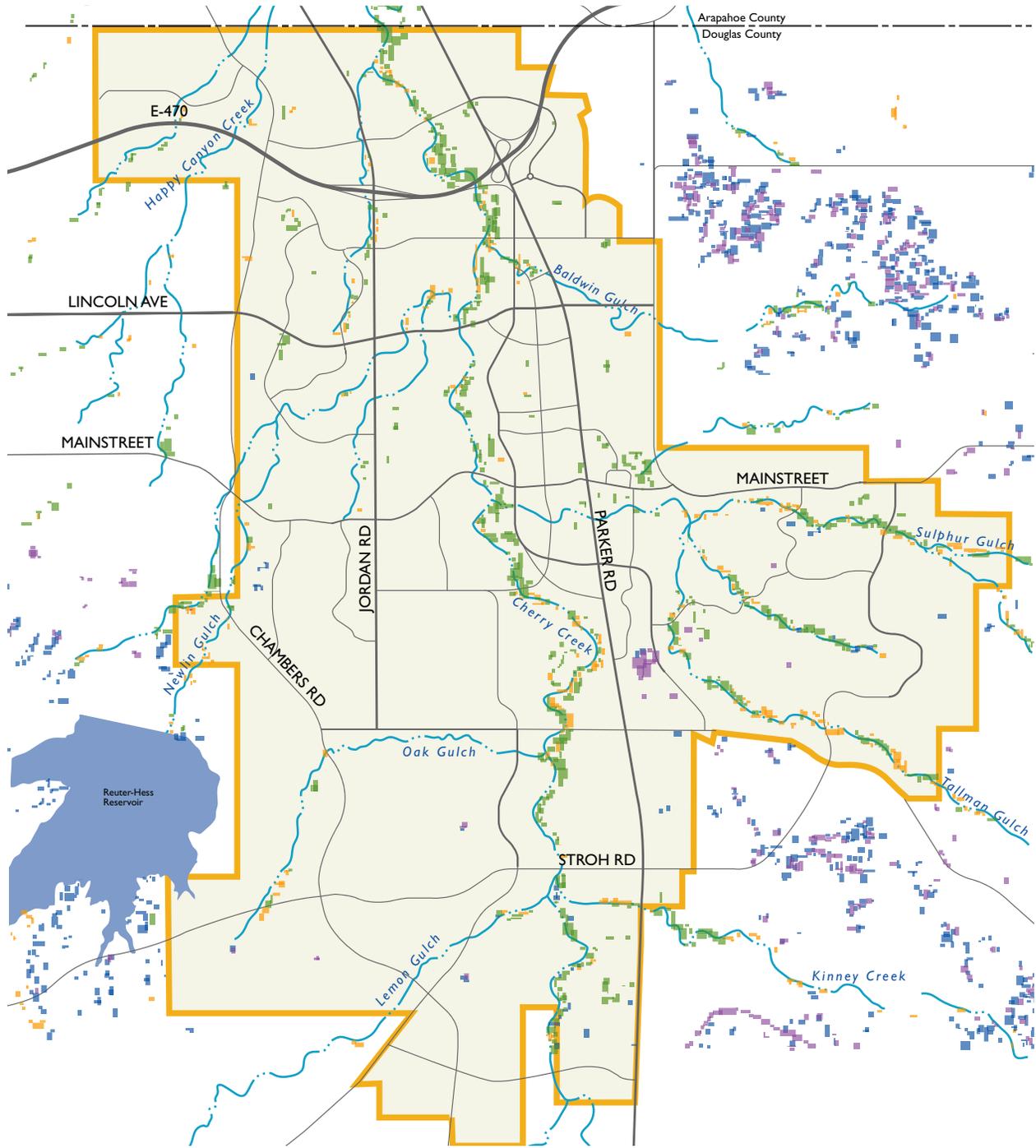
**7.B.** Continue to educate the public on Xeriscape principles and appropriate landscape maintenance practices through outreach programs.

**7.C.** Continue to control noxious weeds.

**8. Promote energy conservation.**

**8.A.** Encourage the commercial and residential sectors to consider energy conservation in design and construction.

**8.B.** Promote the use of viable renewable energy resources, such as solar energy.

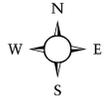


**Figure 12A: Riparian and Significant Native Vegetation Resources**

Source: ERO Resources

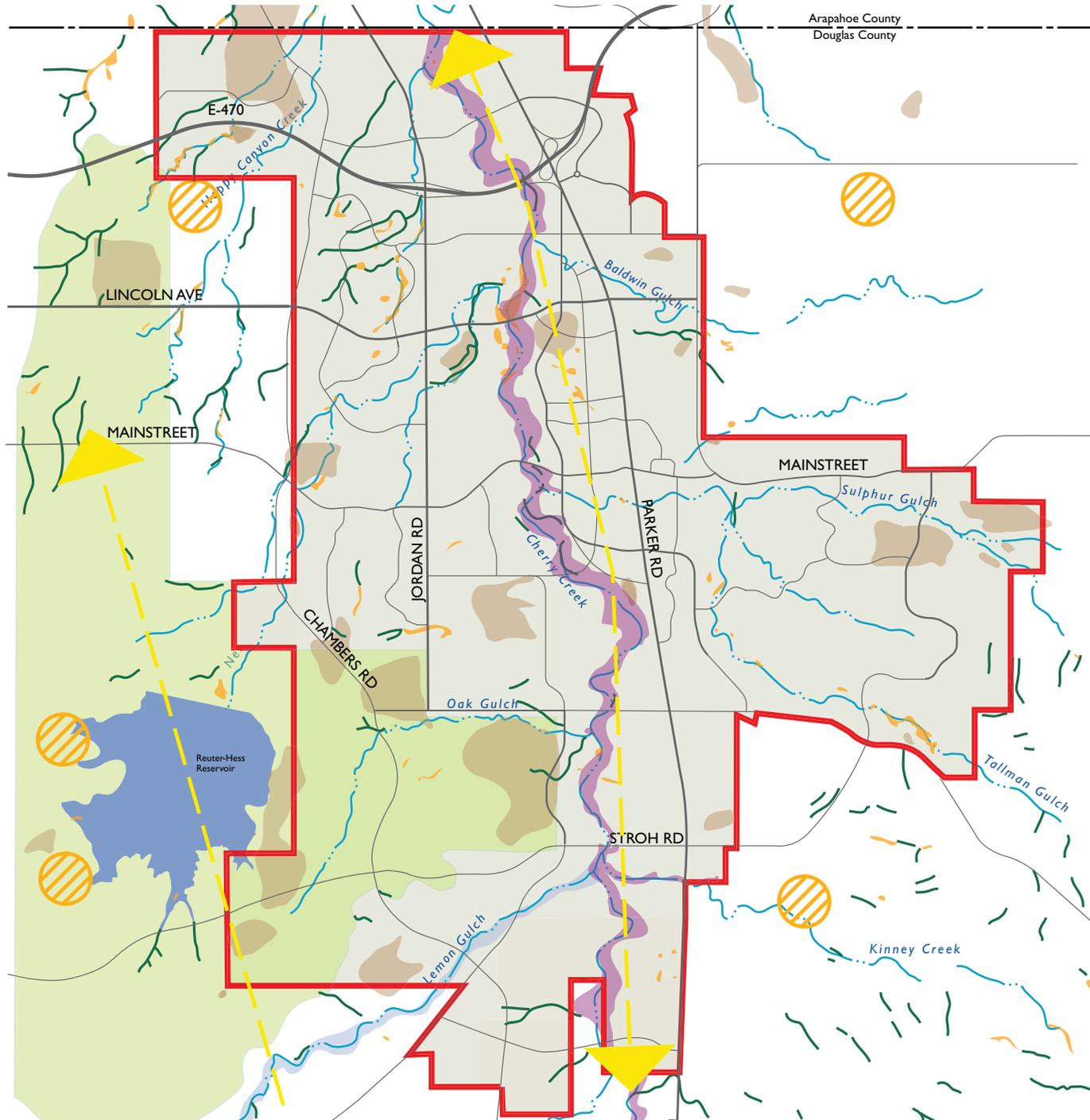
**LEGEND**

-  Urban Service Area
-  Existing and Proposed Roads
-  Creek Corridors
-  Cottonwood
-  Herbaceous Riparian
-  Pine/Gambel Oak Mix
-  Ponderosa Pine



0 0.25 0.5 1 MILE

Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis are required to verify this data.

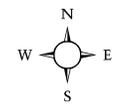


**Figure 12B: Wildlife**

Source: Colorado Parks and Wildlife, Town of Parker and Douglas County

**LEGEND**

-  Urban Growth Area
-  Existing and Proposed Roads
-  Creek Corridors
-  Wildlife Corridor
-  Prebles Habitat
-  Wildlife Habitat
-  Riparian Areas
-  Conservation Study Areas
-  Sensitive Wildlife Habitat
-  Prairie Dog Habitat



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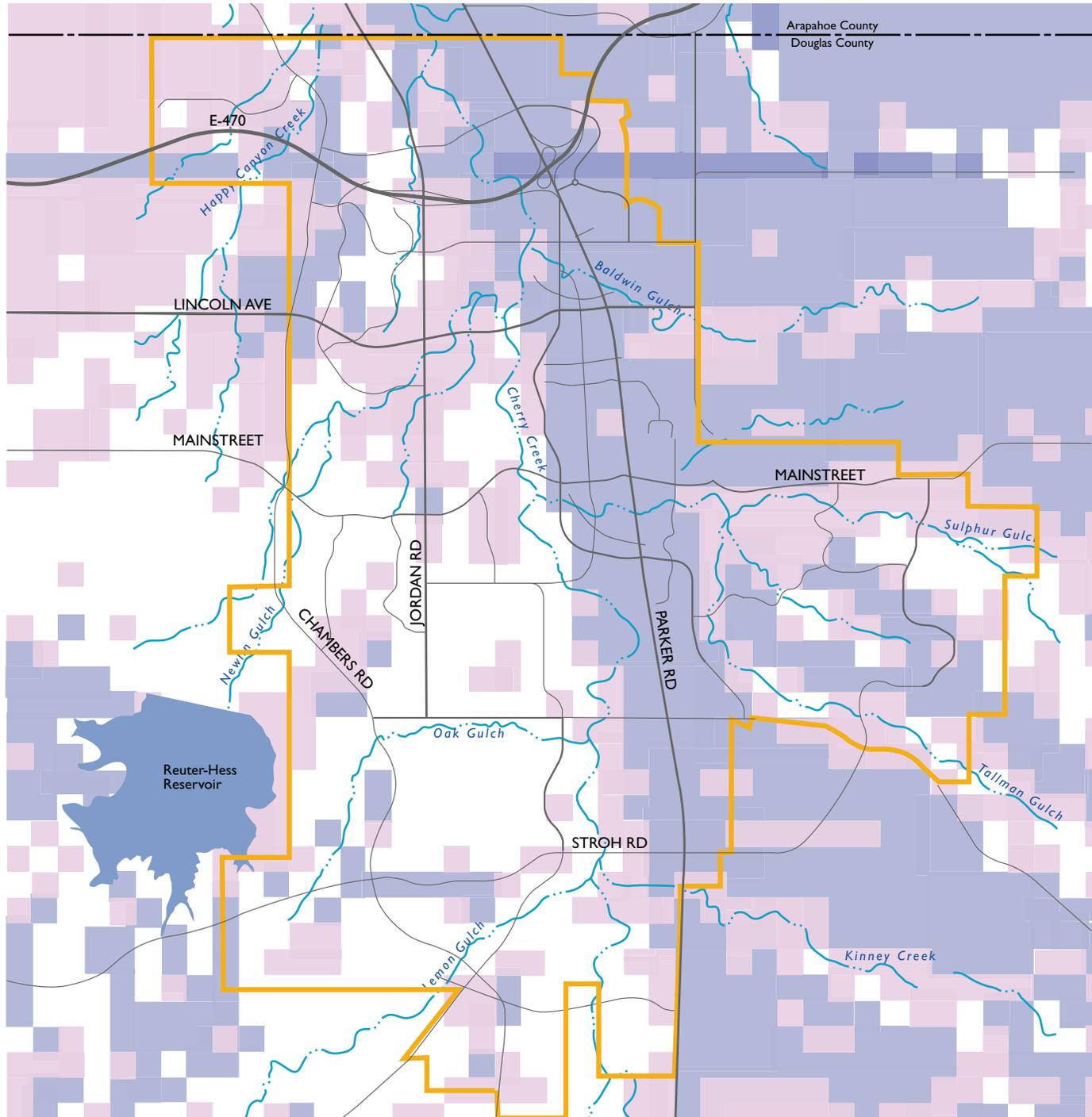
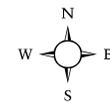


Figure 12C: **Visual Resources**

Source: Town of Parker

**LEGEND**

- Urban Growth Area
- Existing and Proposed Roads
- - - Creek Corridors
- Viewshed**
- Medium
- Medium/High
- High



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Disclaimer: The property boundaries, tides, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis are required to verify this data.

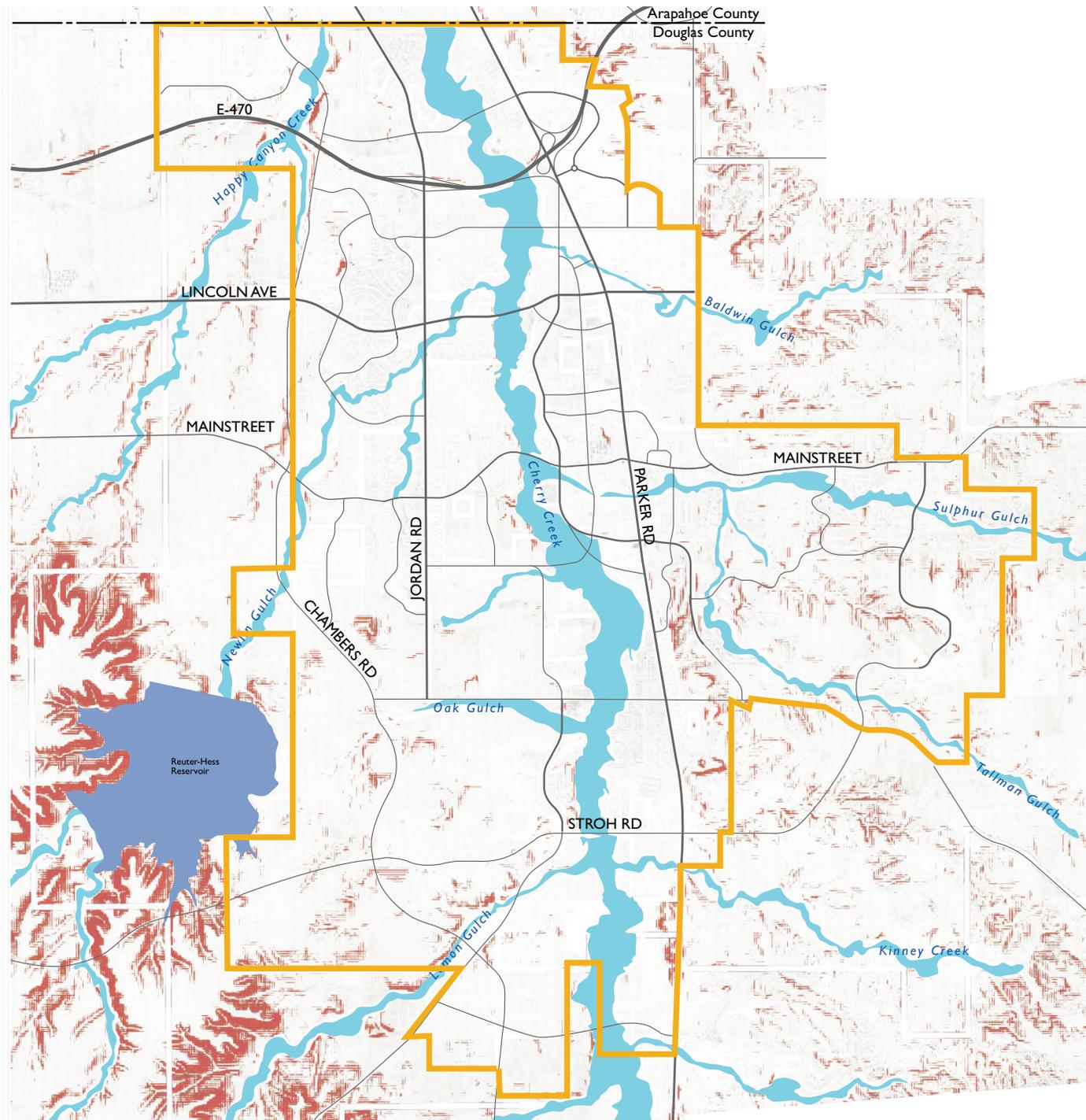
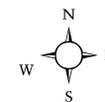


Figure 12D: **Environmental Hazards**

Source: Town of Parker, FEMA

LEGEND

- Urban Growth Area
- Existing and Proposed Roads
- 100 Year Flood
- Slope %: 15 to 19
- Slope %: 20 and Up



0 0.25 0.5 1 MILE

Disclaimer: The property boundaries, titles, legends, scale, reference to individual parcels and any and all other data shown or depicted on this map is for visual representation only and may not be accurate. Further studies and surveys, on a site specific basis are required to verify this data.

# N

Our Parker community will respect, manage and actively seek open space resources and recreational amenities in ways that sustain and protect the natural environment while providing recreational opportunities and unobstructed views. As such, Parker will sustain a balanced system of open lands, natural areas, recreational spaces and parks, including trails and open areas.

# W



## Open Space and Recreation

13

### INTRODUCTION

Open space, trails, parks and recreation are hallmarks of the Town's lifestyle. Residents consistently support and demand more opportunities for open space and options for active recreation. This lifestyle is so entrenched in our community that the Town has developed specific plans to address open space and trails as well as parks and recreation.

The 'Open Space, Trails and Greenways Master Plan' was created in 2004 and updated in 2010. The 'Bike Lane Plan' was developed in 2005. Both plans were adopted as a part of the Parker 2025 Master Plan and have been carried forward with this most recent Master Plan update. 'From Values to Vision: A Strategic Action Plan for Parker's Parks and Recreation' was completed in 2006 and is referenced in this Plan. Since these other plans provide more specific details, the goals outlined below are intentionally broad.



# We listened...

## Wide open spaces

Open space, parks, trails and recreation are viewed by our citizens as our most prized amenities. This Chapter may seem remarkably small for such an important issue. The Town has not overlooked these amenities and has adopted additional documents that address open space and recreation in great detail. These additional documents are the 'Open Space, Trails and Greenways Master Plan' and the 'From Values to Vision: A Strategic Action Plan for Parker's Parks and Recreation'. These other Master Plans reflect the Town's continued commitment to, and will help direct the future preservation of, open space and the development of trails, parks and recreational facilities.



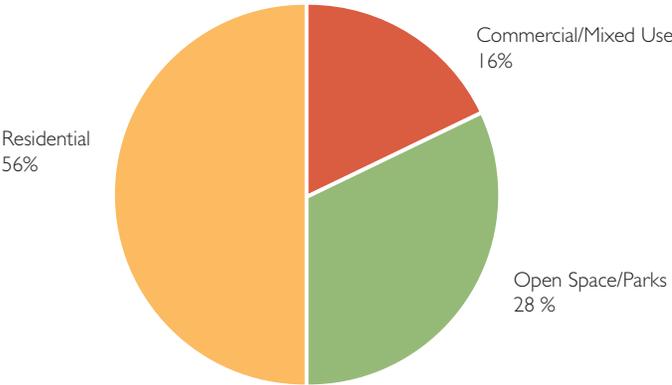
**OPEN SPACE AND PARKS TODAY**

A large percentage (28.5%) of the Town’s land area is committed to open space and parks (see Figure 13A). There are 2,274 acres of open space in the Town of Parker and another 915 acres of open space approved.

The Town also has 517 acres of parks and 50.8 miles of concrete trails and 33.8 more miles of approved trails that have not been built yet.



**Figure 13A: Parker Land Use, 2010**  
*Source: Town of Parker*



## GOALS AND STRATEGIES

### **1. Provide adequate parks and recreational facilities and programs to serve the diverse and changing needs of our community.**

**1.A.** Implement the strategies adopted in the 'From Values to Vision: A Strategic Action Plan for Parker's Parks and Recreation'.

### **2. Provide an interconnected system of trails and trailheads within the Town and to the regional network for a variety of non-motorized activities.**

**2.A.** Implement the trail strategies adopted in the 'Open Space, Trails and Greenways Master Plan'.

### **3. Provide interconnected open space that is integrated into the community; and preserve and protect valued open lands such as natural areas and community separators.**

**3.A.** Implement the open space goals and strategies adopted in the 'Open Space, Trails and Greenways Master Plan'.





## History, Arts, Culture & Science

Our Parker community will maintain a connection to our past while growing our identity as a vibrant, cultural, scientific and artistic community which embraces collaboration, innovation and new ideas to sustain and increase cultural vitality and enable active community engagement that is accessible to all.

### INTRODUCTION

History, arts, culture and science are significant contributors to our community's hometown feel. They bring together people of all walks of life and backgrounds, and reinforces the uniqueness of Parker. These aspects of the community reflect our human element. Our Town's history provides a foundation for our community growth and establishes Parker's unique cultural heritage. Our culture helps to define who we are today as a Town and a community, while our local artists and community organizations provide an avenue to interpret our rich history and culture. These aspects of our community are recognized by our residents as being quintessential to our past, present and future.





## PRESERVATION EFFORTS

The tremendous growth experienced by Parker has led to a strong community desire to preserve our historic past. The Parker Area Historical Society, a 501(c)3 nonprofit organization, was established in 1986. The Town continues to support of efforts to safeguard the Town’s historic and cultural heritage and to foster civic pride through education and creating awareness of the Town’s unique legacy.

The Town celebrates our history through recognizing structures and places of historical significance through a landmarking process. Each of the landmarked structures and places provide insight into Parker’s rich heritage. The Town continues to work with property owners towards landmarking the other important places as a part of the community’s recorded history.

To keep our history alive, a walking tour brochure mapping historic structures and sites in the downtown area and providing a brief history of these landmarks was developed and can be used by citizens for a self-guided walking tour. Historic interpretive signs can also be found at numerous points throughout Town and along the historic walking tour.





Preservation Park and Trailhead was established in 2007 in response to the growth and development the community was experiencing. The park was created as a place where residents and visitors can learn about Parker's history, and where threatened historic structures can be relocated. The park currently has two historic structures; the 1911 Hood House and a 1909 railcar. The park and trailhead are located adjacent to Parker Road at the northern gateway into Parker and Douglas County.

### ARTS, CULTURE AND SCIENCE

It is important to the Town to grow our identity as a vibrant, cultural, scientific and artistic community which embraces collaboration, innovation and new ideas. We strive to sustain and increase cultural vitality and enable active community engagement that is accessible to all. Culture is also an important building block in the Town's economic development strategies.



In 1991, with less than 10,000 residents, a visionary Mayor and Town Council hired Parker's first full-time cultural director and created the Parker Cultural Commission. Now, nearly 21 years later, the foresight and vision of those early leaders has come to fruition as Parker builds on its successful community arts programs with the opening of the Parker Arts, Culture and Events (PACE) Center. The PACE Center has received high acclaim from Parker residents, civic leaders and patrons from throughout the Denver metro area.

### COMMUNITY EVENTS

#### Spring

Historic Walking Tour  
Arbor Day  
Parker Family Fun Fest

#### Summer

Parker Days  
Let Freedom Sing  
Movies in the Park  
Bike to Work Day  
Farmers Market  
Art in the Park  
So Long to Summer 5K  
Kids TRY-Athalon

#### Fall

Barker Days  
Smokin' Brew BBQ  
Fieldhouse Fright Night  
Trick or Treat on Mainstreet  
Business Expo/Taste of Parker  
Turkey Day 5K

#### Winter

Mayor's Holiday Lighting  
Holiday Carriage Rides  
Christmas Carriage Parade  
Love 'em or Leave 'em 5K

The PACE Center is a state-of-the-art facility presenting local, regional, national and international artistic performances, visual arts and community events. Located in historic downtown Parker, the PACE Center is home to a 536-seat theater, media lab, visual arts gallery, culinary teaching kitchen, 250 capacity amphitheater, 3,000 sq. ft. event room, dance studio, an interactive musical outdoor playground called Harmony Park and several studio classrooms. The PACE Center is able to combine the best of world-class touring performances with our commitment to develop and nurture artists of all levels in our community.

As a regional facility, the scope and vision of the PACE Center will allow the Town to reach an even broader population with its programs and services. Our service area extends across the entire Southeast Metro area including Arapahoe, Douglas and Elbert Counties.

PACE has been hailed by local leaders and arts organizations as a new model for arts centers, combining state-of-the-art facilities for performance with multiple rooms designed for maximum flexibility to encompass educational, community and business needs. We are committed to being a resource not just for the arts community, but for our creative economy and business sector as well.



### Community Activities

The Parker community offers a wealth of activities for residents of all ages to enjoy. In addition to our year round programs at the PACE Center and through our Parks and Recreation department, community events are held throughout the year that celebrate our history, our youth and bring our community together. In 2011 alone, hundreds of events, classes and activities were held. Each year, new events are added as new residents move to our community and new interests are expressed.



### GOALS AND STRATEGIES

#### **I. Preserve Parker's rich historic heritage as a way to strengthen our hometown feel.**

**1.A.** Work cooperatively with historical organizations such as the Parker Area Historical Society, Douglas County Historic Preservation Board and Historic Douglas County, Inc.

**1.B.** Promote opportunities for residents to learn about our history through support of historic community events, such as the historic walking tour, and through historic interpretive signage.

**1.C.** Support the preservation, landmarking and maintenance of key historic buildings and places within the community.

**1.D.** Foster economic vitality through preservation and/or adaptive rehabilitation of historic properties.

**1.E.** Maintain Preservation Park as a place where residents can learn about our history and where threatened historic structures that cannot be preserved in place or used through adaptive reuse can be relocated.

**2. Encourage the use of art, culture and science in Parker’s built and natural environments to foster civic pride and identity.**

**2.A.** Encourage public and private art that reflects Parker’s unique heritage, culture and environment.

**2.B.** Include art as an integral part of public infrastructure design, including but not limited to civic buildings, streetscapes and parks.

**2.C.** Encourage the creative, adaptive use and re-use of existing built and natural spaces to support artistic and cultural activities.

**2.D.** Promote Parker’s natural environment through cultural and scientific experiences.

**3. Continue to support cultural amenities, scientific programming and community events as an important contributor to our hometown feel.**

**3.A.** Maintain and continue to look for additional opportunities to provide activities that bring the community together.

**3.B.** Ensure local arts, science and cultural activities are targeted and accessible to all.

**3.C.** Actively foster and promote science, art and culture through increased collaboration and broadened community involvement.

**3.D.** Support the PACE Center and development of its programs and audience as a cornerstone of Parker’s cultural and economic infrastructure.

**4. Promote and develop cultural facilities and programs to stimulate economic vibrancy and increase cultural tourism.**

**4.A.** Leverage the Town’s unique heritage, culture and environment to effectively support economic development.

**4.B.** Establish the PACE Center as a regional facility serving the Southeast Metro area attracting audiences, performers and participants from diverse geographic locations.

**4.C.** Partner with local and regional cultural organizations to promote Parker and Douglas County as a premier arts and cultural destination.

**4.D.** Encourage and support existing and new creative industries in the Town.

**4.E.** Build creative collaborations and cross-promote initiatives among local and regional cultural groups, nonprofit organizations and the business sector.



Our Parker community supports coordination at the regional and local levels in order to manage growth and address issues that affect not only the Town but the region as a whole.



# Regional Coordination



## INTRODUCTION

Parker’s days as an independent crossroads serving the local ranching community have all but disappeared. With improvements to Parker Road, improved connections to I-25, the construction of E-470 and the southeast light rail corridor, Parker is now closer than ever to the Denver Metropolitan Region. As such, the region’s planning decisions directly affect the Town and our planning decisions will affect the region as well.

The Denver area is home to 2.8 million people today and another million people are expected in the Metro area by 2035. With this expected growth, not all challenges associated with increased development will be able to be resolved by local governments working independently. Issues such as air quality, water quality and transportation will need to be evaluated and resolved across jurisdictional boundaries and thus, will require cooperative solutions.

The Town acknowledges our interrelationship with the region and believes that our relationships with surrounding communities are important and must continue to be fostered.



## GOALS AND STRATEGIES

### **I. Collaborate with regional and local jurisdictions and other stewardship organizations to jointly plan and manage regional growth and to address common concerns.**

**1.A.** Collaborate with the Denver Regional Council of Governments (DRCOG) to coordinate the Town's planning efforts with its responsibility to develop long range regional plans for the Denver Metropolitan Region.

- The Town endorses the 'Mile High Compact' and the 'Metro Vision 2035 Plan'.

**1.B.** Continue to coordinate with neighboring jurisdictions and Douglas County to jointly plan and manage growth in the region.

**1.C.** Work with stewardship and land management agencies and other organizations to seek collaborative solutions to regional concerns that affect the Town.

