



To: Downtown Development Committee  
From: Mayor and Town Council  
Cc: Fred.Starr, Deputy Town Administrator  
Subject: Downtown Development Committee Motions  
Date: May 8, 2007

**Summary of March 26 Meeting**

During the March 26, 2007 study session, the Downtown Development Committee (DDC) presented eleven (11) motions to Town Council. During the session, Council provided the DDC with feedback on signage, but not on the other motions. Below, is a summary of the direction provided to the DDC that evening.

- Council has chosen the Mainstreet and Parker Road gateway as one of the first three signs to be installed through the Townwide sign program.
- Council agreed to postpone any decision on signage within “Old Town Parker” until new designs are developed with an anticipated completion date within the next three (3) months. Town Council, after review and consideration of the proposed new signage, will make the final determination as to the design, location and timing of the installation of new signage.
- In response to the DDC’s request for funding allocation, Council requested from staff a budgetary comparison identifying the differences between the Townwide sign program and the DDC suggested signage.

### **Council's Response to Remaining Motions**

Town Council has had an opportunity to review the remaining DDC motions. Below, is Council's response to the motions as presented on March 26.

DDC Motion 10: That the enclosed, Exhibit B, will be the representative "District" for the newly named, and approved, "Old Town Parker" description for the purpose of signage and other public designation.

#### Town Council's Response:

Town Council supports the branding of "Old Town Parker", as illustrated in Exhibit 1, for the purpose of creating a distinct and unique place for the purpose of promoting and marketing our historic downtown.

The concept of 'branding' does not; however, impact the zoning designations or the development standards that have been adopted for these areas.

DDC Motion 11: That the Pikes Peak Historic District be renamed, for purposes of signage and other public designation, to "Victorian Park".

#### Town Council's Response:

Town Council does not support renaming "Pikes Peak Center" to Victorian Park because this area is part of the "Greater Downtown District" which is a zoning designation and has adopted development standards associated with this area.

Having said that, however, Council does support the branding of "Victorian Park" for the purpose of creating a distinct and unique place for the purpose of promoting and marketing our historic downtown.

Council suggested modifying the boundary of the DDC's proposal to coincide with the boundary of the Pikes Peak Center, as illustrated in Exhibit 1. The reason for this is to follow property boundaries and include that portion of the Sulphur Gulch trail that is adjacent to this area.

DDC Motion 12: Further, we endorse the concept of additional public funds to be committed for a distinct Victorian Park district, which we believe is necessary to “off set” the extraordinary costs of new Victorian design development costs in light of the Old Town Parker economic market conditions, which additional funds would be specifically utilized for Victorian era designed:

1. “signs”.
2. “fenced in trash enclosures”.
3. “fencing”.
4. “Historic individual building “plaques”.
5. “benches, flower pots and other pedestrian friendly items”.
6. “arched gateway/fountain or other item to ‘draw’ the public”.

Town Council’s Response:

The budget for 2007 has already been allocated and does not include any public funding for the items listed above, except for ‘historic individual building plaques’ (as described below). Although this Council cannot bind future Councils, we will consider such amenities for the “Victorian Park” area during the 2008 budgetary process.

As part of the Town’s preservation efforts, the Town installs a historic plaque on all buildings that receive a Parker Landmark status. Additionally, a historic interpretive sign is placed in front of the landmarked structure providing some history of the building for the general public to view.

DDC Motion 13: We propose that, for public relations purposes, that the Old Town Parker district be not only identified as a separate district, but that within that district several other important sections of Old Town Parker be high lighted per the enclosed Exhibit “C”.

Town Council’s Response:

Town Council supports highlighting the other important areas (e.g., O’Brian Park, Town Hall, etc.) when marketing “Old Town Parker”, but does not support creating separate districts for these areas other than “Victorian Park” and “The Pioneer History Trail”.

DDC Motion 14: We propose that the Town of Parker, through the Town Council of Parker, agree to mandate a section of the present Sulphur Gulch, which is located within the proposed Old Town Parker district, as The Pioneer History Trail, Exhibit “D”, and provide the requisite funding to enhance this section of the Sulphur Gulch as would be appropriate for the development of such a Pioneer History Trail program. This motion is not meant to address “public art” at this time along such Pioneer History Trail.

Town Council’s Response:

Town Council supports the branding of the Sulphur Gulch trail between Parker Road and Stonehenge as “The Pioneer History Trail”, as illustrated in Exhibit 1, for the purpose of creating a distinct and unique place for the purpose of promoting pedestrian activity through our historic downtown.

Council has allocated funding for ‘hardscape’ improvements along Sulphur Gulch between Bar CCC Park and Willow Park Bridge (excluding the section between Pikes Peak Drive and Town Hall), which effort will commence this year. The hardscape improvements include: pedestrian and ambiance lighting, off-trail seating areas with benches and trash receptacles. No other funding has been allocated for efforts beyond this project.

The section between Pikes Peak Drive and Town Hall will be master planned with the library/cultural arts complex project.

Town Council requests that the DDC work closely with the Cultural Arts Commission and Landmarks Commission with respect to public art and historical figures prior to bringing any proposals to Council.

DDC Motion 15: We propose that the Town of Parker, through the Town Council of Parker, agree to mandate a section of the present Sulphur Gulch, which is located within the proposed Victorian Park district, as a trail section that would best represent a Western Victorian motif for benches, lights, etc. and provide the requisite funding to enhance this section of the Sulphur Gulch in that regard.

Town Council’s Response:

Town Council supports installing ‘Western Victorian’ motif benches and trash receptacles along “The Pioneer History Trail” within “Old Town Parker”. With input from the DDC, the Town will select new benches and trash receptacles that reflect the desired character. The Town will install, where deemed appropriate, such benches and trash receptacles along this section of Sulphur Gulch as part of the Town’s Sulphur Gulch Enhancement capital project that will be commence this year.

The lighting to be used along the Gulch will include the 5-globe light for ambiance and the “Providence” by M/H Lighting Associates for pedestrian level lighting.

DDC Motion 16: We propose that, the current proposed 2007 signage improvement program within the Old Town Parker district, be delayed for the next six (6) months, while a comprehensive sign program, as recommended by the DDC, is completed.

Town Council's Response:

Council provided the DDC with feedback to this motion at the March 26 study session.

DDC Motion 17: We would ask the Town Council of Parker to acknowledge the importance of, and for immediate attention to, the developing of a "public parking sign" program, which will be consistent with the proposed historic sign program, yet will address the public's use of the public parking areas with the Old Town Parker district.

Town Council's Response:

Council provided the DDC with feedback to this motion at the March 26 study session.

DDC Motion 18: We believe that the East and West "Gateways" to Old Town Parker are of the utmost importance as to signifying the character and style of our "Heart of Parker". Therefore, a priority of design and available funds ought to dictate the final East and West Gateway public improvements. We would ask the Town Council of Parker to acknowledge the importance as to adequate design and funding for such East and West Mainstreet "Gateways".

Town Council's Response:

Council provided the DDC with feedback to this motion at the March 26 study session.

DDC Motion 19: We would propose that the Old Town Parker district should have distinct, quality of design/construction and easily recognizable signage. We specifically propose that a \$450,000 Signage Program, for this Old Town Parker district alone, be developed per Exhibit "E" and "F" attached, and instituted and completed within the next three (3) years. Further, that the Victorian Park district should have a separate and distinct signage program, which is to include an "arch" at the entrance to Victorian Parker, and which program will be instituted within the next two (2) years. We commit, as members/land owners of the DDC, to provide to the Town of Parker up to \$150,000 in contributed funds/services towards such an Old Town Parker district wide signage program, presuming the Town of Parker, through the Town Council, is able to commit an additional \$300,000 over the next three (3) years to such an Old Town Parker district signage program.

Town Council's Response:

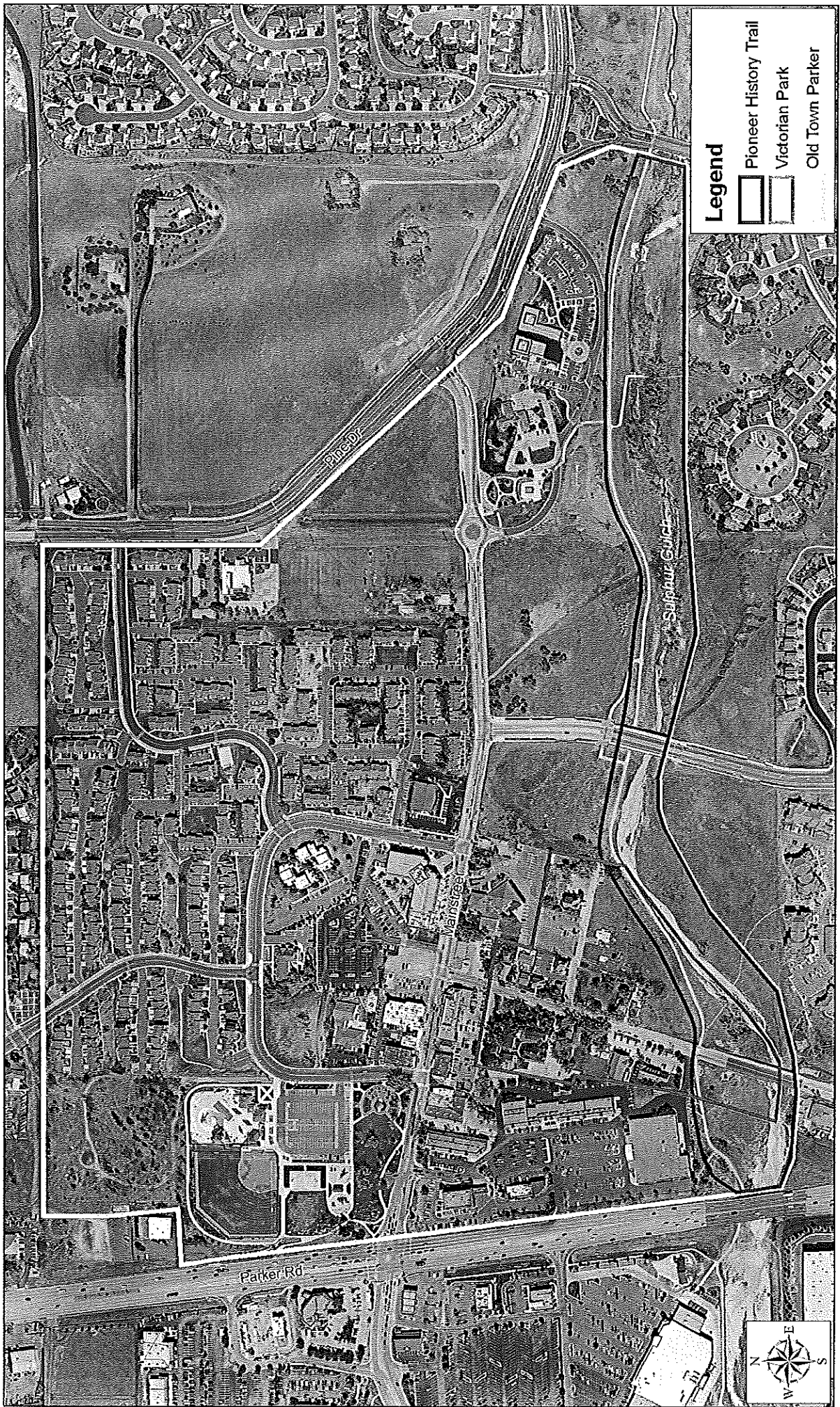
Council requests that the DDC prioritize the signage the members would like to see within the Old Town Parker and Victorian Park areas. This information should be shared with Town staff in the development of the new designs, as part of the agreed upon postponement of new signage in the downtown area.

Town Council, after review and consideration of the proposed new signage and prioritization, will make the final determination as to the design, location and timing of the installation of new signage.

DDC Motion 20: We, as members of the DDC, will further commit to expend up to \$5,000 presuming that the Town Council can substantially agree with these proposed motions of the DDC, towards preliminary design expenses of proposed sign designs and to obtain a preliminary cost budget, so that in six months adequate preliminary sign designs and budget costs can be presented to the Town Council for their final decision as to moving forward with a three (3) year Sign Program in the Old Town Parker district.

Town Council's Response:

Council provided the DDC with feedback to this motion at the March 26 study session.



**Legend**

- Pioneer History Trail
- Victorian Park
- Old Town Parker

