

# Executive Summary

## SUB AREA PLAN: NORTH PROGRESS REDEVELOPMENT OPPORTUNITY

### Town of Parker

Parker, Colorado

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Prepared by:  
Emma Bangs  
College of Architecture and Planning  
University of Colorado, Denver



## OVERVIEW

The North Progress Redevelopment Opportunity Subarea plan is a guide for the future development of this area of the Town of Parker. This plan was developed over five months as a Capstone project for a Master of Urban and Regional Planning candidacy. The process pulled from only secondary data, review current Town planning documents, reports, and county data. This plan is used in conjunction with the 2035 Master Plan and Parker Corridor Plan. The project area is part of a larger planning area called the central subarea outline in the Parker Corridor Plan.

The study area is bound by Dransfeldt Avenue to the west, Parker Road to the east, South Parkglenn Way to the north, and slightly irregular southern boarder guided by S Progress Way.



To the north and south are two project influence areas, bounded by Lincoln Avenue to the north and Mountain Man Drive to the south.

These two influence areas are not the primary focus of this subarea, but are integral to the development of this larger central subarea and will be directly impacted by recommendations made in this plan. In fact, despite the boundary lines, the Town should consider extending recommended changes to these areas when applicable to create consistent regulation, area character, and user experience.

This subarea plan includes site context, existing conditions report, and recommendations for future land use and development. Recommendations are guided by key principles in the 2035 Master Plan, as this plan is meant to be a subsidiary of the Master Plan, . The 2035 Master Plan guiding principles are a community effort developed over time as part of the comprehensive planning process.

These recommendations are meant to carry through the next decade of development and be updated to reflect the master plan updates.

## EXISTING CONDITIONS

The Town of Parker has seen significant growth and has a 2022 population of 63,385 people. This report is part of a larger effort to guide redevelopment along the commercial corridor. Parker is uniquely positioned as a strong residential community with a regional corridor. Many buildings along Parker Road were built over 50 years ago and do not make efficient use of their lots. The local roads are disconnected or have poor egresses to arterials exacerbating traffic conditions and inaccessibility.



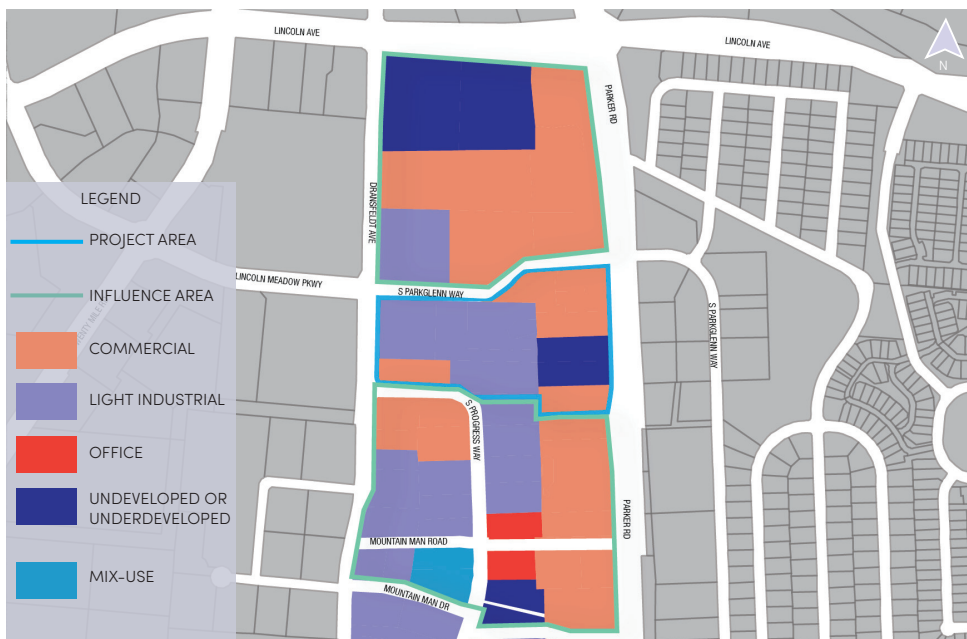
The Industrial businesses in Parker are a strong contributor to the Town's economic development and have regional importance. These land uses need to be preserved while creating a more pleasant experience for visitors. The Parker Road Corridor Plan and the Parker 2035 Master Plan began to layout the groundwork for regulations and development standards for this area.

North Progress project area is a unique study area because of it's mixture of commercial and

industrial uses as well as the general underdeveloped properties. This area has been highlight as one that will change quickly in the near future.

The consumers of this market are generally upper middle class families and aging people. Many of the residents work at economic hubs like Downtown Denver and Denver Tech Center in professions like Management and Finance. While the most common industries in Parker are Health Care & Social Assistance, Professional, Scientific, &

Technical Services, and Retail Trade.



## CASE STUDIES

### South Broadway Corridor – Englewood, Colorado

Urban Land Institute studied South Broadway in a 2019 Envisioning Health Corridors Report. As a major corridor between downtown Denver and the city of Englewood, South Broadway sees roughly 30,000 to 40,000 vehicle trips a day.

### Bel-Red Subarea Plan – Bellevue, Washington

This plan, adopted in 2010, guides the redevelopment of Bel-Red, a major employment area, and a historically light industrial and commercial zoned district. The vision, to be realized by 2030, is a compact, mixed-use, “smart growth,” economically and environmentally sustainable corridor.

### Lyndale Avenue: Suburban Retrofit Plan – Bloomington, Minnesota

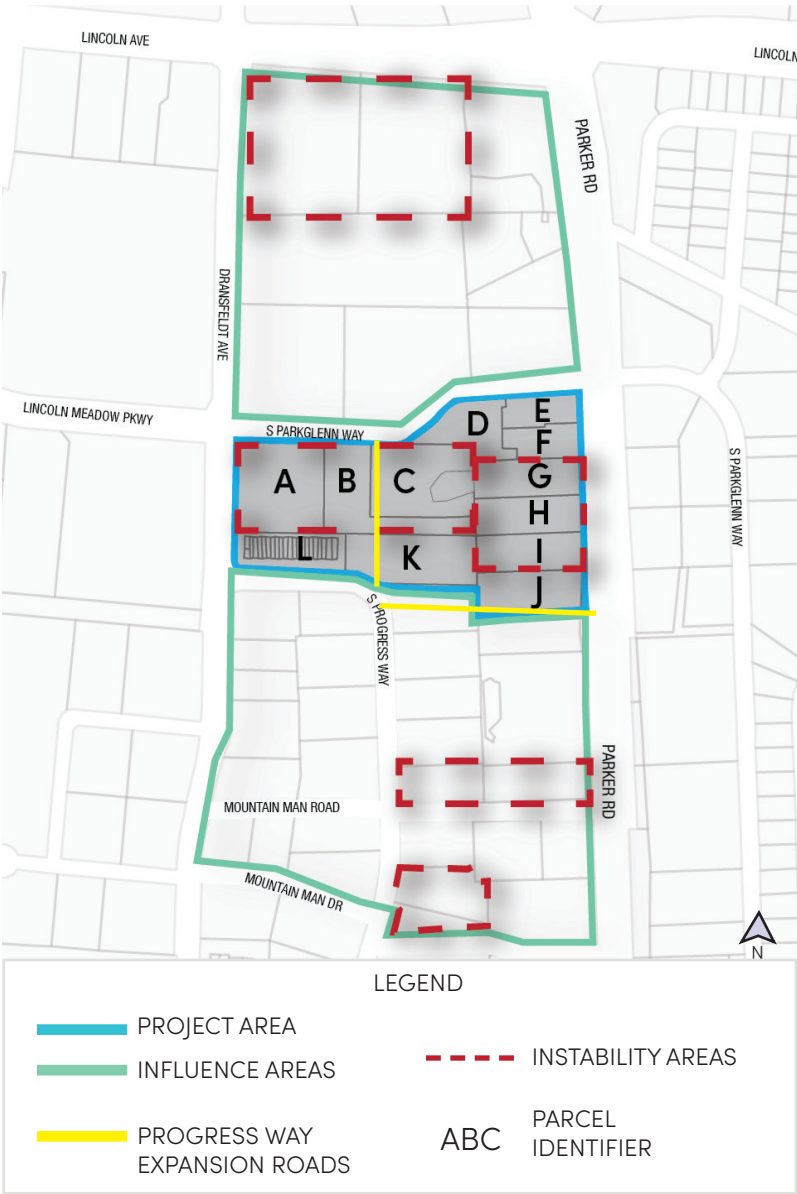
Lyndale Avenue shares many similarities to Parker Road Corridor. The strip, serving as a neighborhood “main street,” contains a lot of underutilized land with a wide range of uses including big-box stores, retail, fast food, auto service centers, office and industrial, warehouses, but the biggest user of land is parking (Steuteville, 2021).

RECOMMENDATIONS

The case studies analysis, existing conditions, and academic research resulted in recommendations made both at the parcel level and the policy level.

At the parcel level the town can look at ares of opportunity where parcels can be grouped to provide larger lots or shared amenities to owners. The parcels most vulnerable to underutilization and could be catalyst projects for the study area.

The recommendations made on a broader scale support an unified area character and mix of land uses. The recommendations take into account the proposed Progress Way expansion roads to the north and east, which will provide greater access to the parcels within the study area.



LAND USE	TRANSPORTATION	DESIGN STANDARDS
<p><b>LU1</b> <b>Update zoning</b> to support continued industrial use and allow for a wider variety of uses outlined in the Parker Road Corridor Plan</p> <p><b>LU2</b> <b>Encourage shared parking</b> wherever accessible.</p> <p><b>LU3</b> <b>Combine parcels and group-ing uses</b> to attract medi-um-size industrial uses and reduce unusable land.</p>	<p><b>T1</b> <b>Adopt</b> proposed Progress Way east/west connection to Parker road and north/south connection S Parkglenn way</p> <p><b>T2</b> <b>Adopt</b> 3/4 intersection at Mountain Man Rd. and Parker Rd.</p> <p><b>T3</b> <b>Align loading entrances and parking lots to local roads</b> to simplify connectivity to arterials.</p>	<p><b>DS1</b> <b>Adopt a Wayfinding singage system</b> for North Progress that is unique to the subarea and conforms to The Town's aesthetic choices.</p> <p><b>DS2</b> <b>Conduct a streetscape improvements</b> plan to establish a unified streetscape design across the Town.</p> <p><b>DS3</b> <b>Align Building frontage to main streets</b> including—but not limited to—Parker Road, Lincoln Avenue, Dransfeldt Avenue, S Parkglenn Way, and Progress Way.</p> <p><b>DS4</b> <b>Build along edge of vehicular ways</b>, with large sidewalks, tree lawns, and parallel or angled parking.</p> <p><b>DS5</b> <b>Restrict blank walls.</b> Minimum transparency or art on side-street facing wall to encourage safety and comfort for pedestrians.</p>