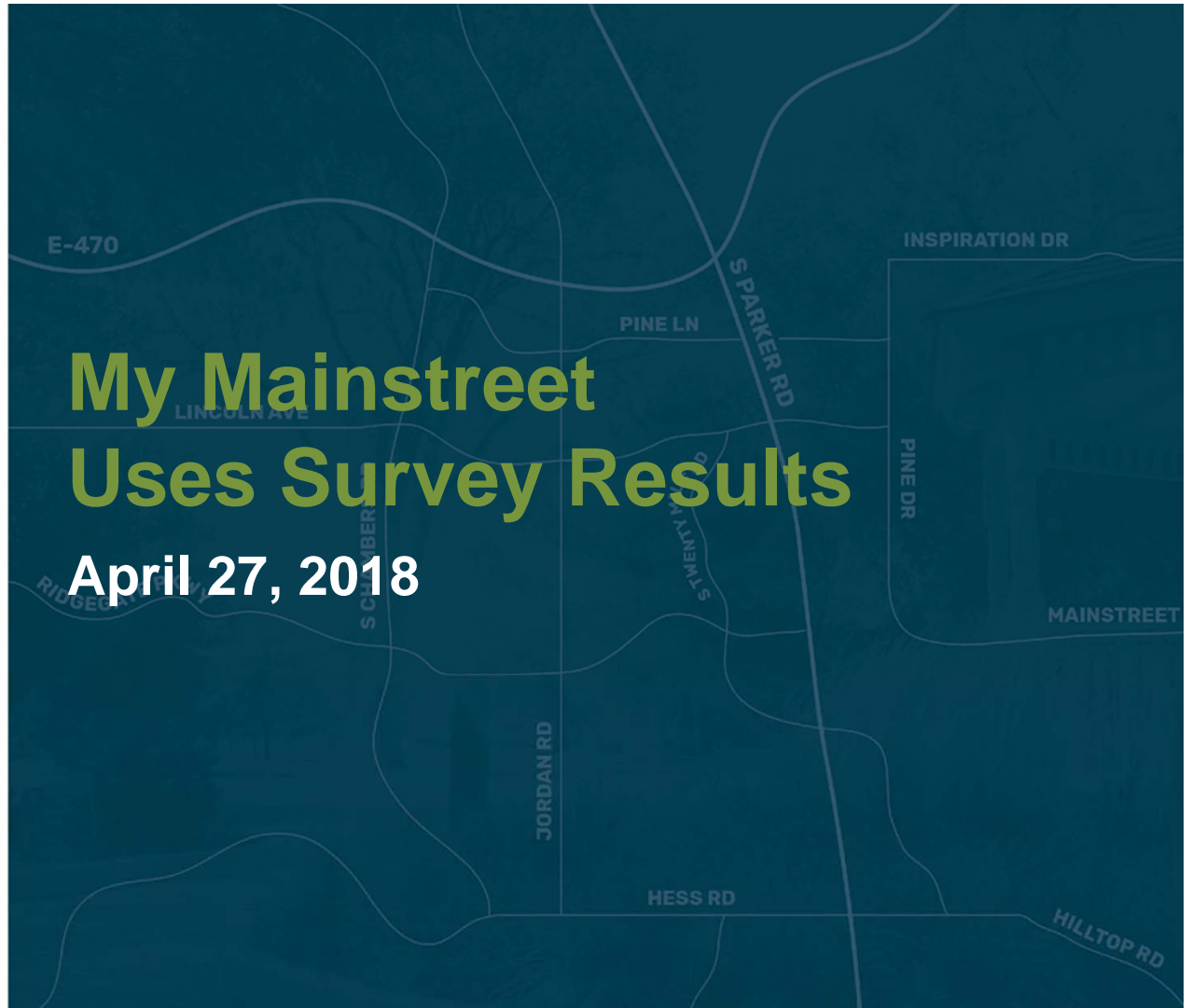




My Mainstreet Uses Survey Results

April 27, 2018





My Mainstreet is a community effort to encourage the right growth in the right places in downtown Parker.

The four vacant lots along Mainstreet present an opportunity to ensure our downtown remains Parker's premier place to gather, dine, shop and play.

GOAL:

P3 will partner with community members and the development community to define what the community would like to see on the sites and what is feasible for the private market to develop.

OUTCOME:

At the end of My Mainstreet initiative, P3 will be armed with guidelines that will be used as a framework for developers interested in improving downtown.

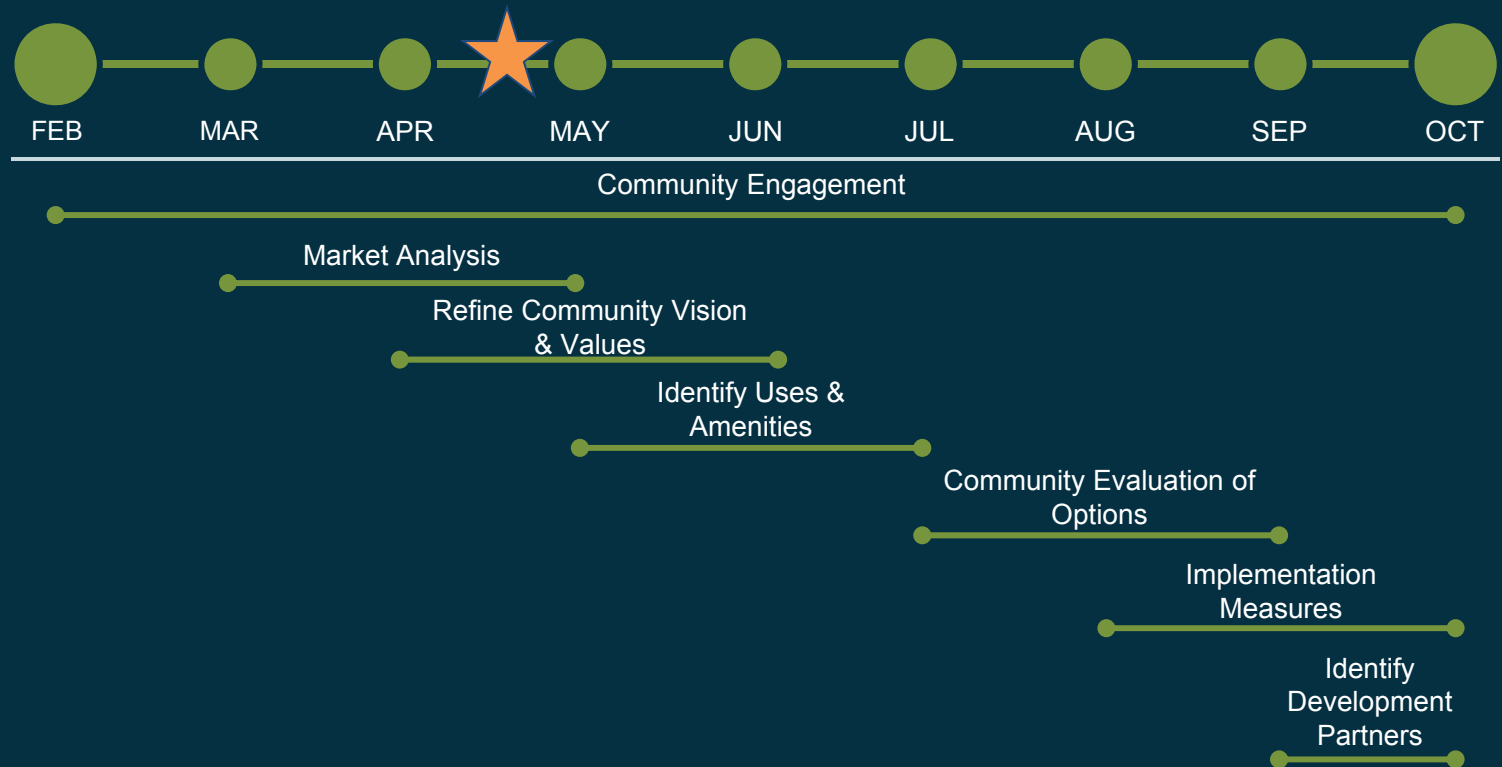


My Mainstreet Sites





My Mainstreet Timeline





THE MY MAINSTREET PROCESS





Public Input



7

Council Members



17

Town Employees



20

Library Visitors



5

Planning Commission
Members



5

P3 Advisory
Committee Members



730+

Parker Residents



15

Downtown
Business Alliance
Leaders



4

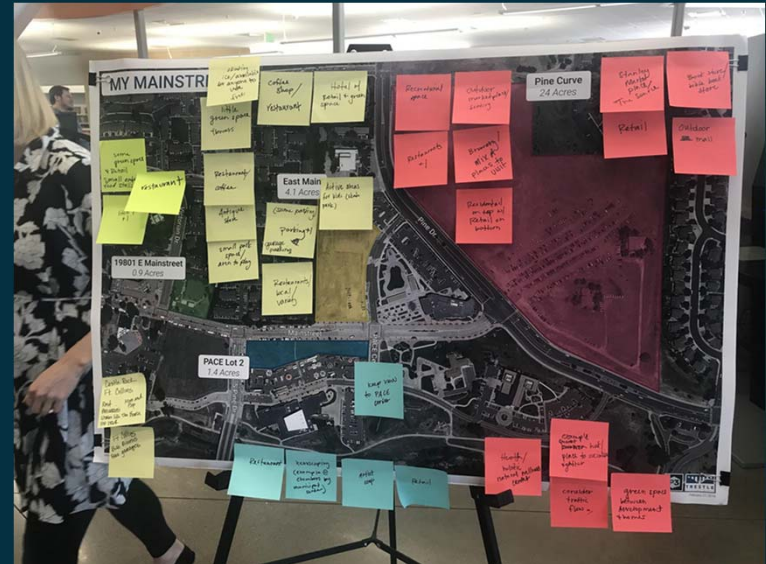
Town Hall Visitors



Stakeholder Outreach

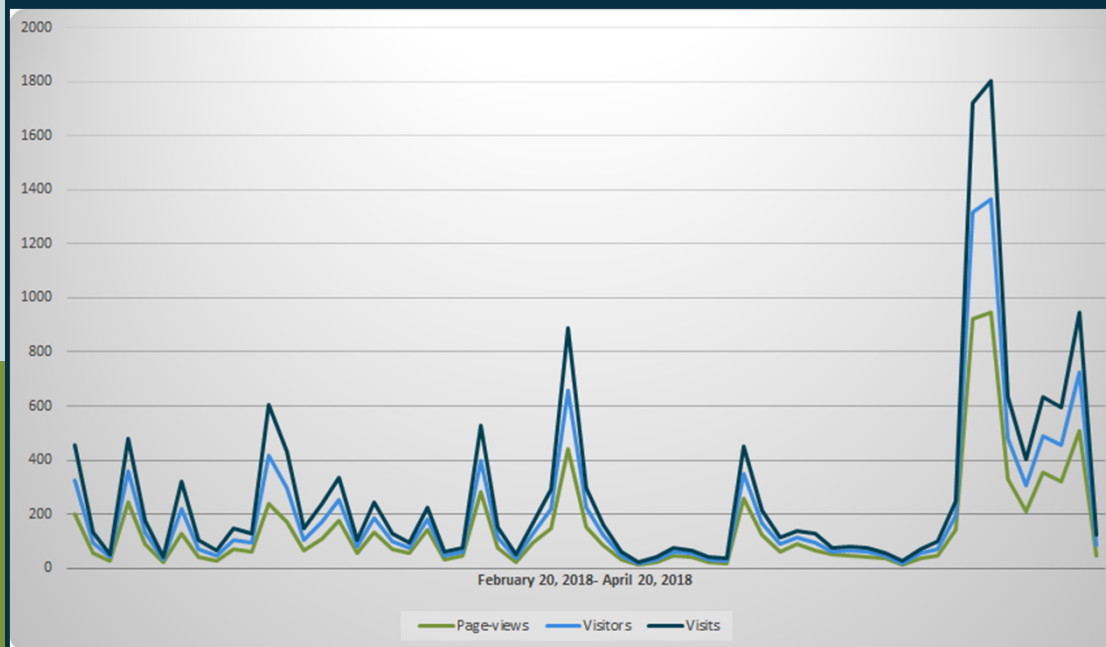
Town Council Study Session
Downtown Business Alliance
P3 Advisory Board
Direct Email

Library Pop Up
Town Hall Pop Up
Talk of the Town Newsletter
Facebook
Let's Talk Parker





Let's Talk Parker - My Mainstreet



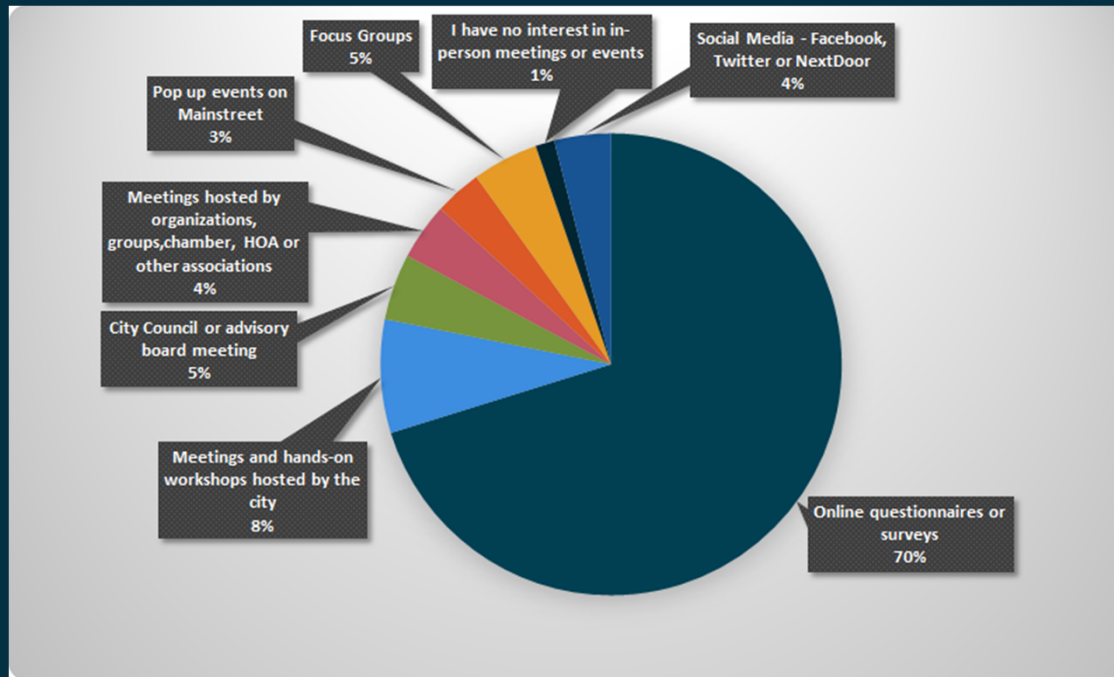
Highlights - as of 4.20.18

- 4,200 Total Visits
- 310 New Registrations
- 668 Activated Participants

Aware Visitors
3,406
Informed Visitors
1,647
Engaged Visitors
797



How would you like to engage?

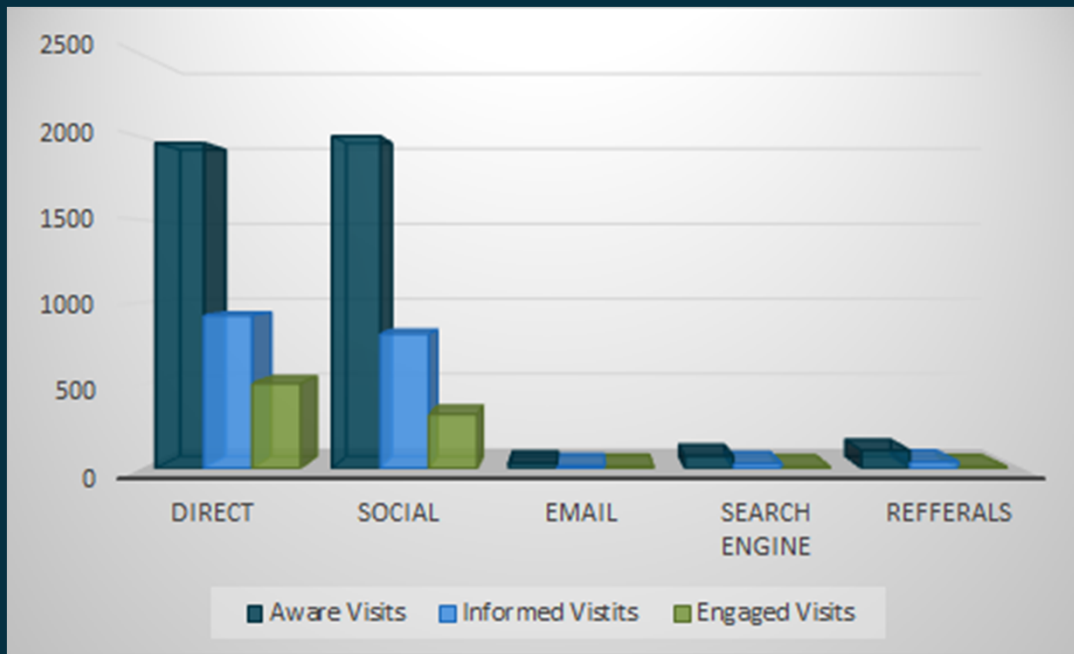


51 Responses

- 70% Online Survey
- 12% meetings & workshops
- 5% Town Council or Advisory Board Meetings
- >5% Pop Ups, Focus Groups, Other Meetings, Social Media



How did people find out about survey?

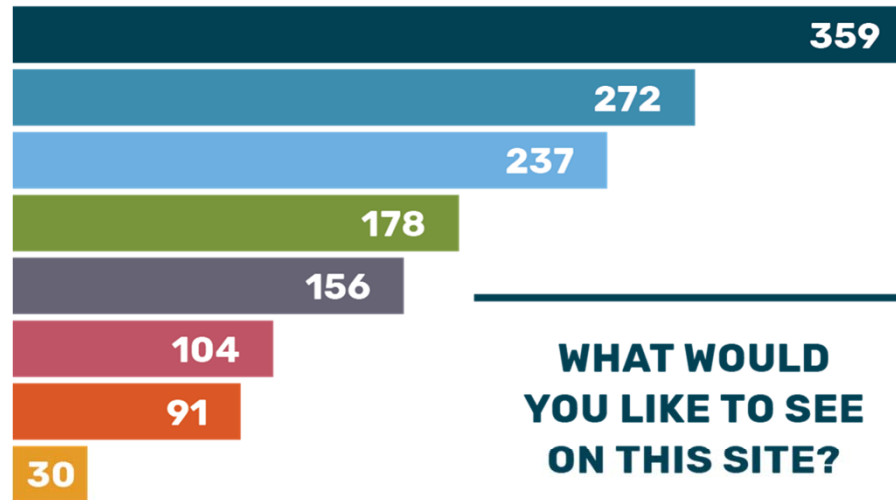


Top 3 Referral Sources:

1. Direct Links
2. Facebook and Social Media
3. Email



19801 E Mainstreet

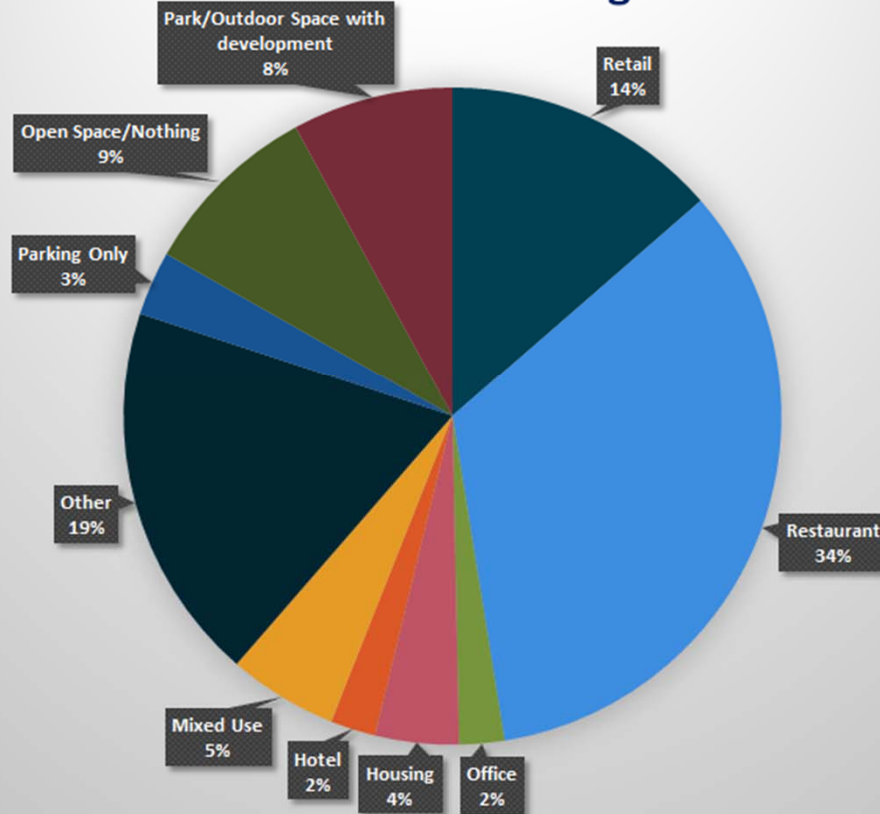


WHAT WOULD YOU LIKE TO SEE ON THIS SITE?

- Restaurant
- Bar/Distillery/Brewery
- Retail - Small Scale
- Art (Gallery, Studio, Classes)
- Personal Services (Spa, Salon, Yoga, etc)
- Mixed Use with Office (Ground floor retail with office above)
- Mixed Use with Residential (Ground floor retail with residential above)
- Hotel



19801 E Mainstreet Big Ideas

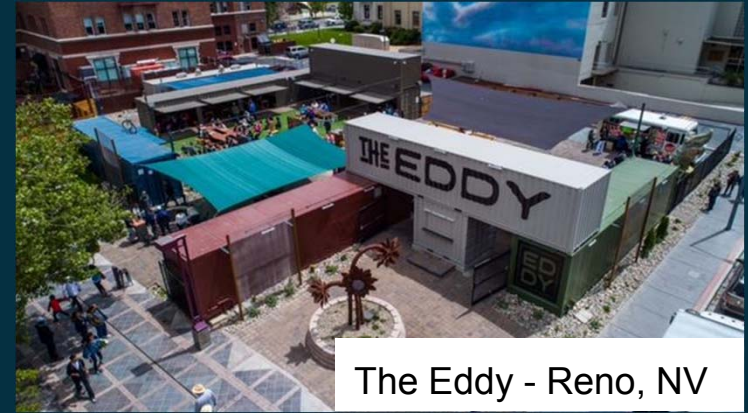


Other: includes comments/concerns with parking, apartments, traffic or uses they don't want in Downtown.



19801 E Mainstreet - Big Ideas

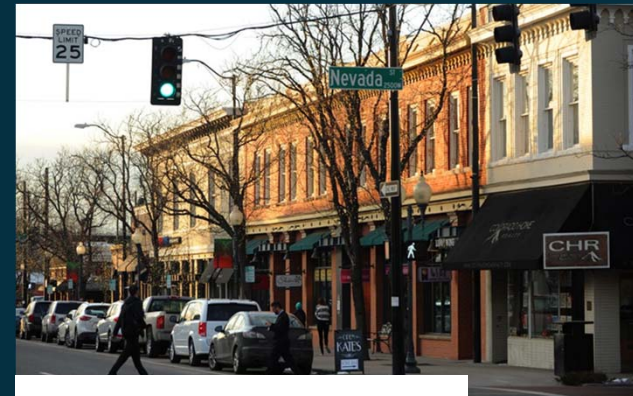
Amazeum - Bentonville, AR



The Eddy - Reno, NV



Hawker Food Court - Singapore



Downtown Littleton



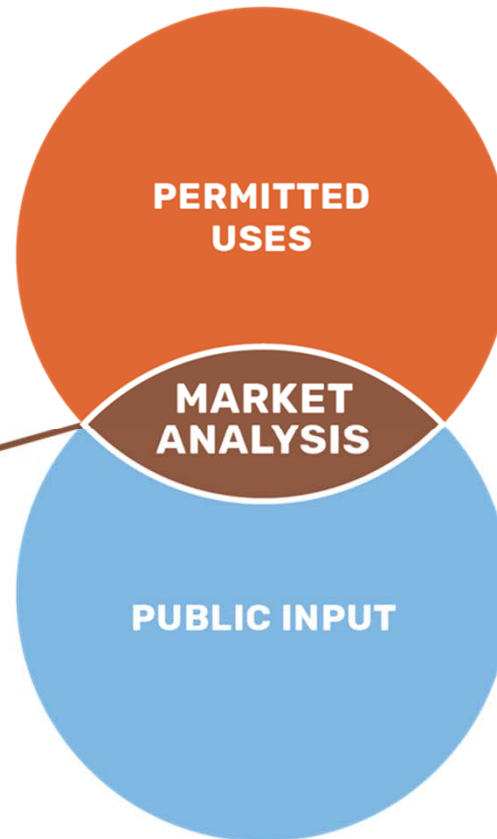
Alignment - 19801 E. Mainstreet

PUBLIC INPUT - DESIRED USES

1. Restaurant
2. Bar/Distillery/Brewery
3. Retail – Small Scale
4. Art (*Gallery, Studio, Classes*)
5. Personal Services (*Spa, Salon, Yoga*)
6. Mixed use with residential on upper floor
7. Office
8. Upper floor housing
9. Hotel
10. Parking
11. Open space or Park

MARKET ANALYSIS

The market analysis will define which of the permitted uses and those the public voted on work best.

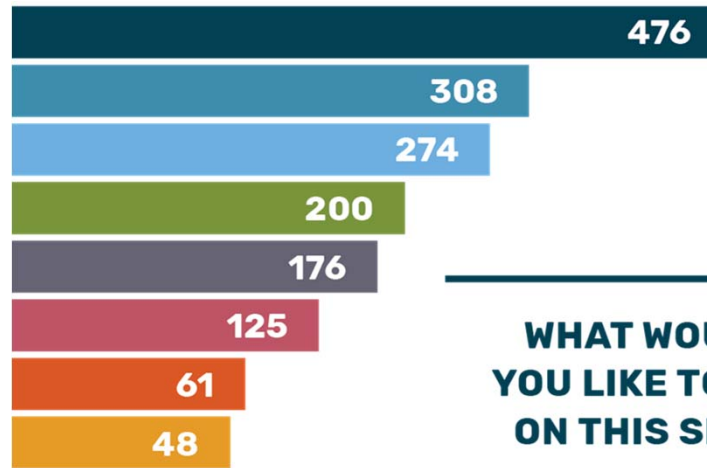


EXISTING ZONING & PLANS - PERMITTED USES

1. Mixed use including residential
2. Multi-family residential
3. Hotel or other lodging
4. Professional offices
5. Financial Services
6. Retail shopping
7. Commercial Services
8. Research & development facilities
9. Specialty goods & service
10. Grocery store
11. Convenience store
12. Personal services (salon, spa, yoga)
13. Small animal training and grooming
14. Art – studio, gallery, classes
15. Restaurant
16. Bar/distillery/brewery
17. Day care center, preschool, nursery
18. Library
19. Park, playground, open space
20. Night club



PACE Lot 2

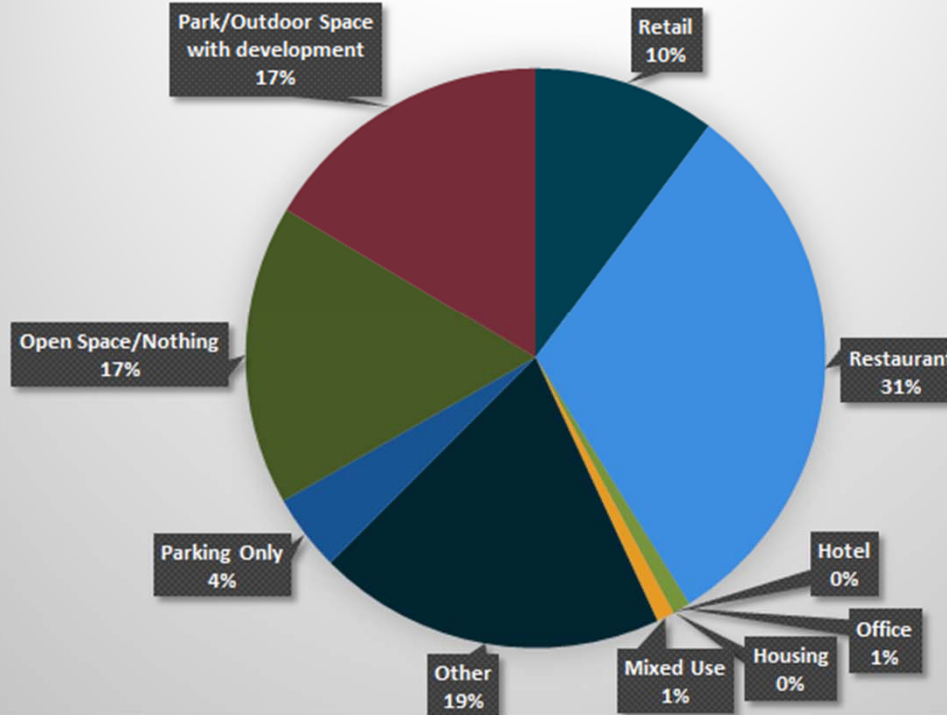


WHAT WOULD YOU LIKE TO SEE ON THIS SITE?

- Market/Farmer's Market
- Retail - Boutiques/ Unique Shops
- Restaurant
- Art (Gallery, Studio, Classes)
- Bar/Distillery/Brewery
- Personal Services (Spa, Salon, Yoga, etc)
- Mixed Use with Office (Ground floor retail with office above)
- Mixed Use with Residential (Ground floor retail with residential above)



PACE Lot 2 Big Ideas



Other: includes comments/concerns with parking, apartments, traffic, preserving views of PACE or uses they don't want in Downtown.



PACE Lot 2 - Big Ideas



Central Market - York, PA



Coworking Space



Specialty Grocery



Euro Cafe



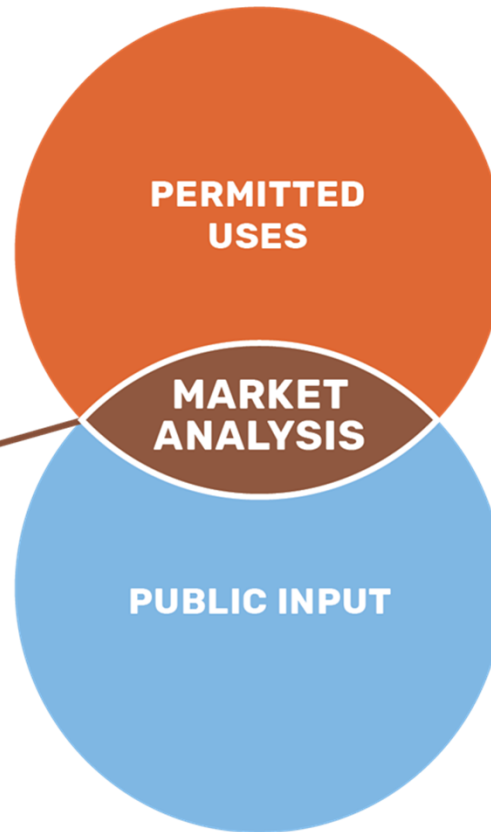
Alignment - PACE Lot 2

PUBLIC INPUT - DESIRED USES

1. Market/Farmer's Market
2. Retail – Boutiques/Unique Shops
3. Restaurant
4. Art studio or gallery
5. Bar/Distillery/Brewery
6. Parking
7. Open space/Gardens
8. Personal Services (yoga, spa, salon)
9. Undeveloped with view of PACE center

MARKET ANALYSIS

The market analysis will define which of the permitted uses and those the public voted on work best.

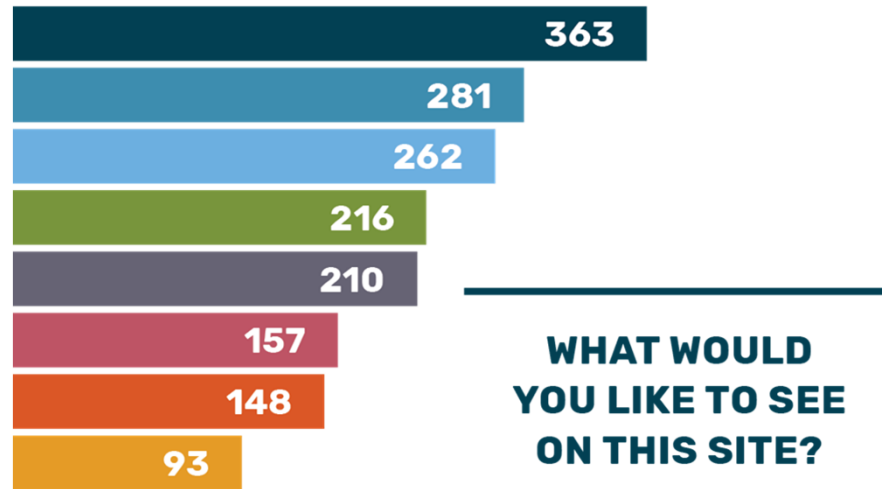


EXISTING ZONING & PLANS - PERMITTED USES

1. Mixed use including residential
2. Multi-family residential
3. Hotel or other lodging
4. Professional offices
5. Financial Services
6. Retail shopping
7. Commercial Services
8. Research & development facilities
9. Specialty goods & service
10. Grocery store
11. Convenience store
12. Personal services (salon, spa, yoga)
13. Small animal training and grooming
14. Art – studio, gallery, classes
15. Restaurant
16. Bar/distillery/brewery
17. Day care center, preschool, nursery
18. Library
19. Park, playground, open space
20. Night club



East Main

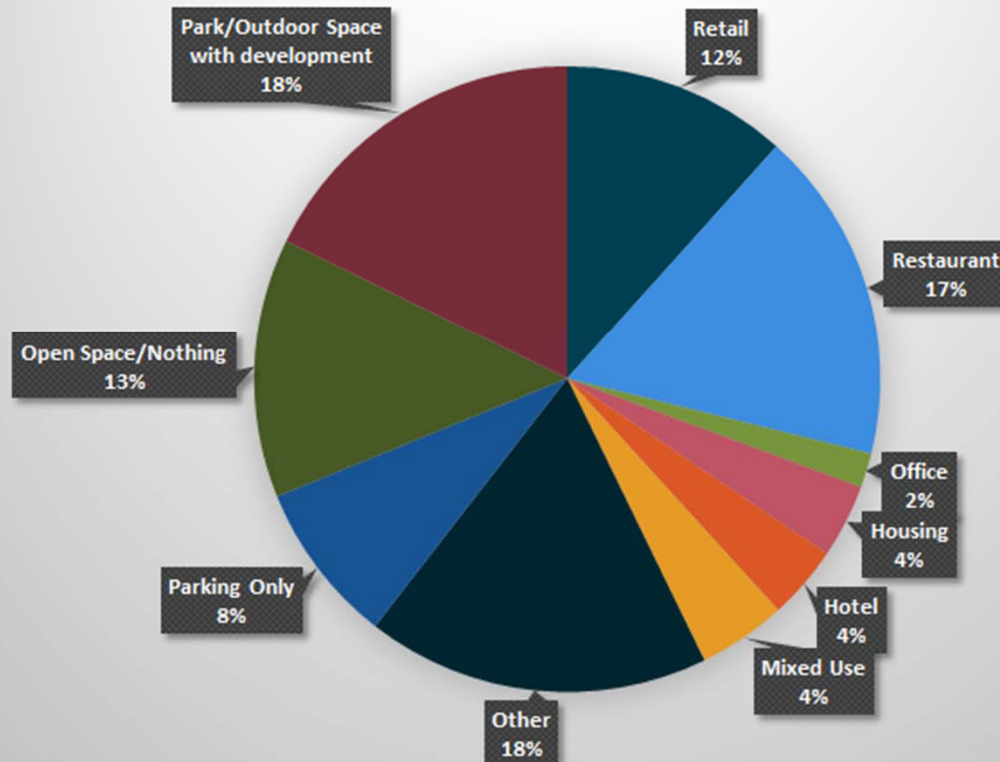


WHAT WOULD YOU LIKE TO SEE ON THIS SITE?

- Restaurant
- Retail - Small Scale
- Bar/Distillery/Brewery
- Art (Gallery, Studio, Classes)
- Personal Services (Spa, Salon, Yoga, etc)
- Mixed Use with Residential (Ground floor retail with residential above)
- Mixed Use with Office (Ground floor retail with office above)
- Hotel



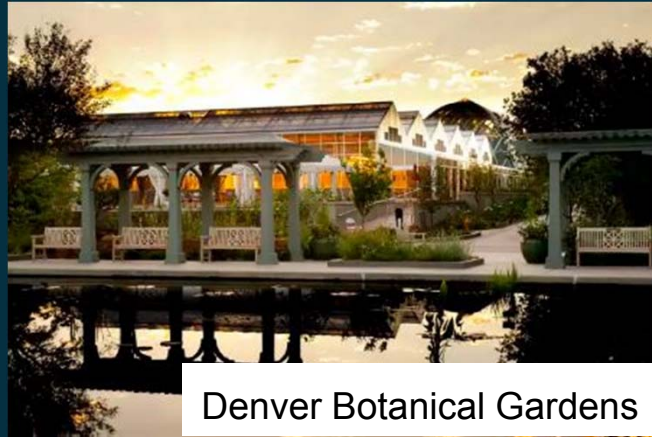
East Main Big Ideas



Other: includes comments/concerns with parking, apartments, traffic or uses they don't want in Downtown.



East Main - Big Ideas



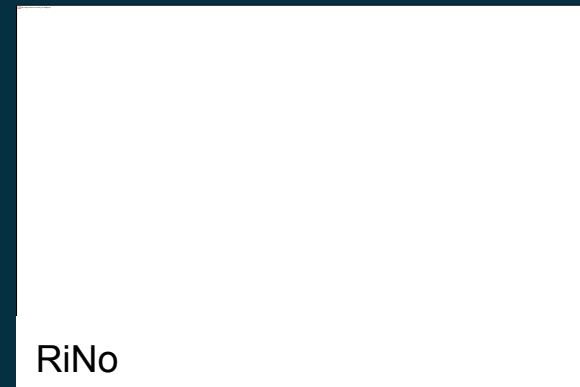
Denver Botanical Gardens



Lowry Beer Garden



Boutique Theater



RiNo



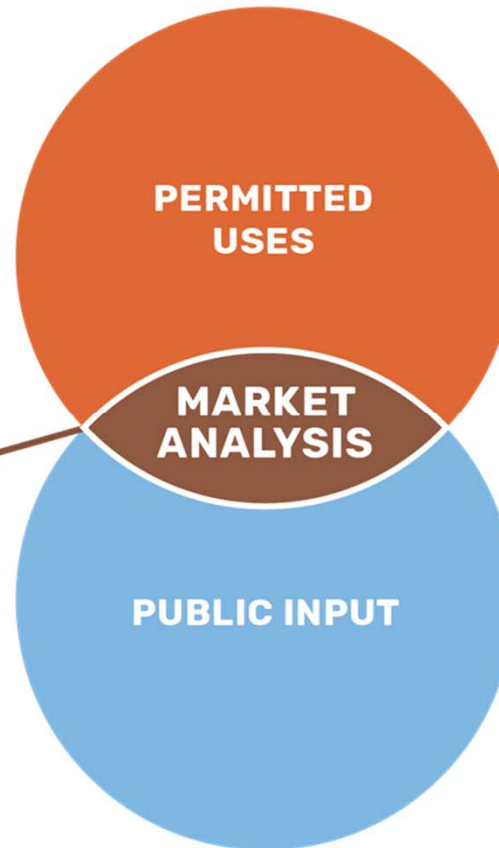
Alignment - East Main

PUBLIC INPUT - DESIRED USES

1. Restaurant
2. Bar/Distillery/Brewery
3. Retail – Small Scale
4. Art (*Gallery, Studio, Classes*)
5. Personal Services (*Spa, Salon, Yoga*)
6. Hotels (*Hotels are permitted on the main level if they're not adjacent to Mainstreet*)
7. Recreation including mini golf
8. Hotel
9. Parking
10. Undeveloped Open Space

MARKET ANALYSIS

The market analysis will define which of the permitted uses and those the public voted on work best.

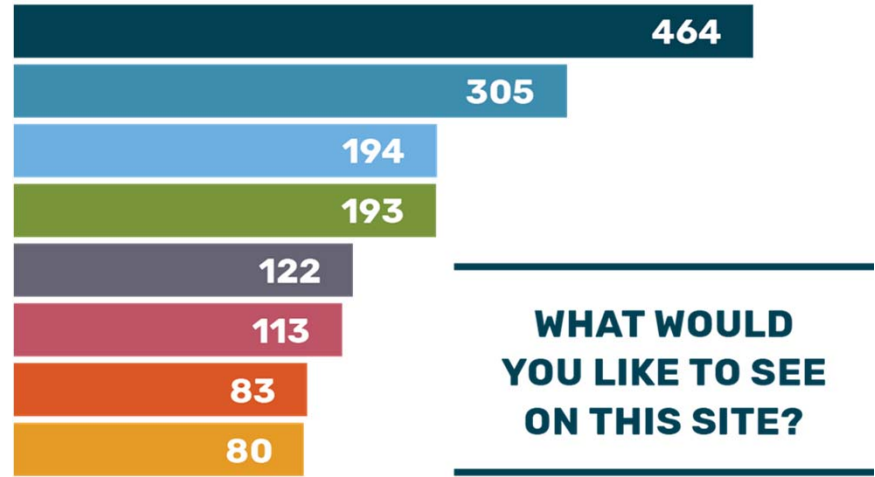


EXISTING ZONING & PLANS - PERMITTED USES

1. Mixed use with residential on upper floors
2. Hotel or other lodging
3. Professional Offices (*these are permitted on first floor as long as it's not on Mainstreet*)
4. Financial services – banks and brokerages (*again, permitted on first floor if not on Mainstreet*)
5. Retail Shopping
6. Personal services (salon, spa, yoga)
7. Art (gallery, studio, classes)
8. Restaurant
9. Bar/Distillery/Brewery
10. Night Club (*permitted if not on Mainstreet*)

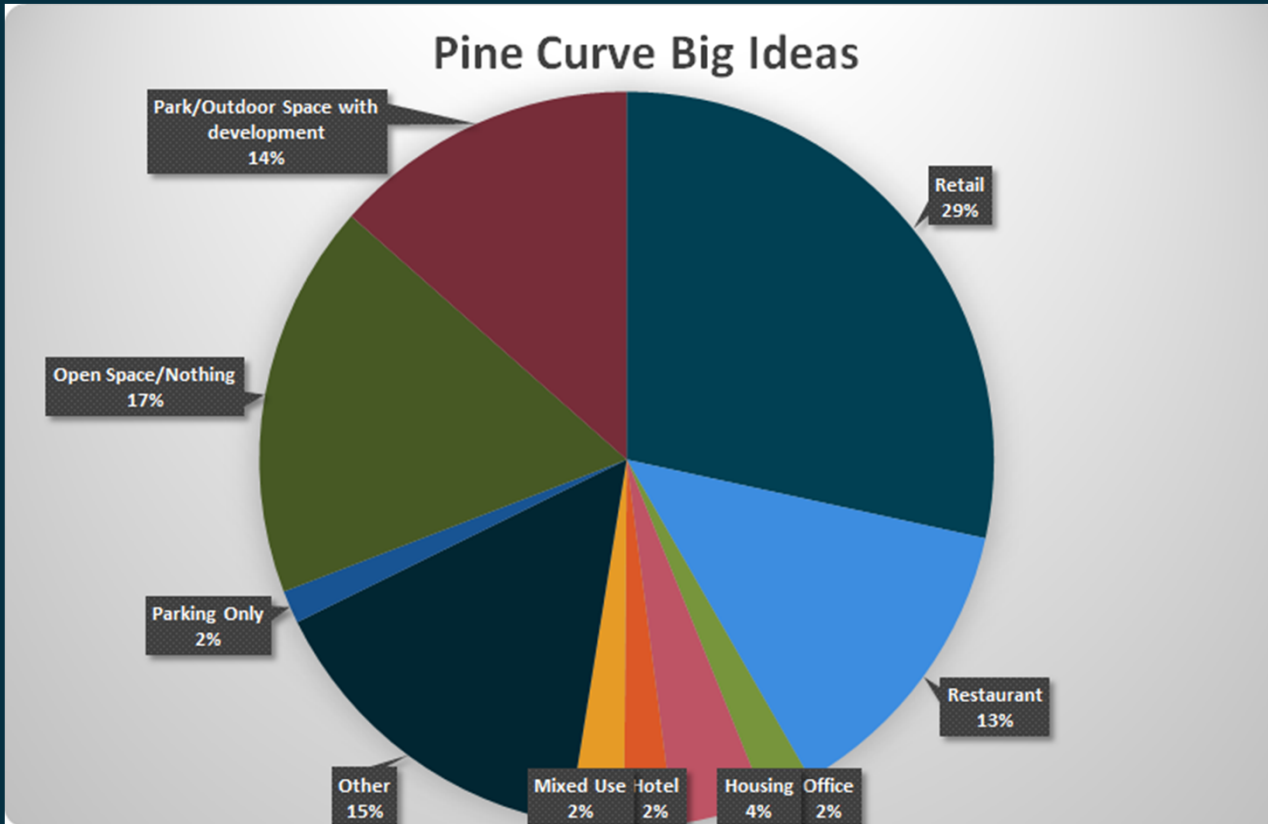


Pine Curve



WHAT WOULD YOU LIKE TO SEE ON THIS SITE?

- Outdoor Marketplace – Shopping, Food, Service Retail (yoga, spa, dry cleaning, hair studio, etc)
- Restaurant
- Education (College Campus)
- Bar/Distillery/Brewery
- Retail – Larger Scale
- Conference Center with Hotel
- Horizontal Mixed Use (Residential and retail spread across the site)
- Vertical Mixed Use with Residential (Ground floor retail with residential above)



Other: includes comments/concerns with parking, apartments, traffic or uses they don't want in Downtown.



Pine Curve - Big Ideas

Lafayette Village - Raleigh, NC



Stanley Marketplace - Stapleton



Southlands - Aurora, CO



LA Encantada - Tucson, AZ





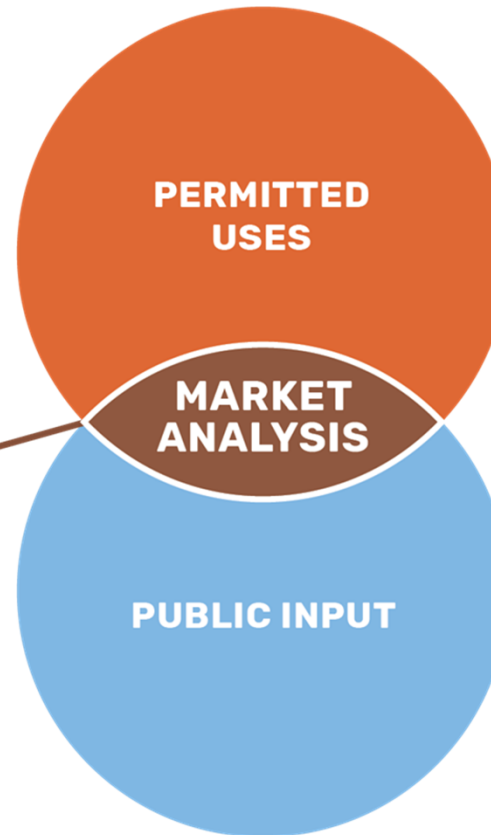
Alignment - Pine Curve

PUBLIC INPUT - DESIRED USES

1. Outdoor marketplace
2. Restaurants
3. Bar/Distillery/Brewery
4. Retail – Larger Scale
5. Multi-family residential
6. Grocery store
7. Hotel
8. Specialty grocery
9. Conference center/hotel
10. Golf
11. Housing/residential
12. Open space or undeveloped
13. Park
14. Strip mall
15. Education

MARKET ANALYSIS

The market analysis will define which of the permitted uses and those the public voted on work best.



EXISTING ZONING & PLANS - PERMITTED USES

1. Mixed use including residential
2. Multi-family residential
3. Hotel or other lodging
4. Professional offices
5. Financial Services
6. Retail shopping
7. Commercial Services
8. Research & development facilities
9. Specialty goods & service
10. Grocery store
11. Convenience store
12. Personal services (salon, spa, yoga)
13. Small animal training and grooming
14. Art – studio, gallery, classes
15. Restaurant
16. Bar/distillery/brewery
17. Day care center, preschool, nursery
18. Library
19. Park, playground, open space
20. Night club