

MY
MAIN
STREET

**STRATEGIC
FRAMEWORK**

A BLUEPRINT TO
COMMUNITY
SUPPORTED
DEVELOPMENT



PARKER
COLORADO



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MY
MAIN
STREET

**EXECUTIVE
SUMMARY**



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INTRODUCTION

EXECUTIVE SUMMARY MY MAINSTREET

MY MAINSTREET PROCESS

Formerly known as Parker Authority for Reinvestment, **Partnering for Parker's Progress (P3)** Parker's Urban Renewal Authority oversees the development and redevelopment of P3 and Town of Parker owned properties in Downtown Parker. P3 initiated the My Mainstreet Project to eliminate blight and catalyze redevelopment or development of four (4) underutilized and vacant parcels in the core of Downtown Parker and the Parker Central Urban Renewal Area. The four properties, totaling more than 30 acres, represent a unique opportunity for in-fill development that will further activate Mainstreet and help the community realize its vision for downtown.



The goal of the project is to generate a My Mainstreet Strategic Framework, which will serve as a "Blueprint to Community Supported Development" for these four parcels. This Framework, based on both market realities and community interests, will be a guide for future developers and the Town as they evaluate future development proposals on these four properties.



Suggested mixed-use development for downtown on the EastMain property.

In order to make the parcels market ready, a robust public engagement process was required to ensure public support for the future development or redevelopment of the properties. In conjunction with the public outreach, P3 hired a consultant, Economic Planning Systems (EPS), to provide a market analysis centered on varying uses, community absorption and economic catalytic impact for the four My Mainstreet parcels. By providing the Town of Parker and the broader community with concrete data, all stakeholders better understand the development opportunities, limitations and impacts. The input received from the community throughout this process was provided to EPS and integrated into the recommendations for each property to identify shared values and the alignment between community desires, market opportunities and existing Town of Parker planning documents.

In response to input received from the community regarding uses and “big ideas” for the property, the My Mainstreet team scheduled peer visits to several other cities to learn from their experiences and research recent downtown projects. Key highlights from peer city visits include:

Need to show developers that there is the demand for the development. Developers want built-in diners and shoppers. Surveys, event data, photos of events and anecdotal information that shows the demand for the multiple uses.

Integrate downtown living into mixed-use projects to catalyze economic development and get more eyeballs and footsteps downtown.

Events really draw people downtown.

Downtown improvements support economic development. For example, the facade improvement program in Castle Rock influences other changes and improvements.

The town needs financial tools and incentives to catalyze development, for example Tax Increment Financing (TIF).

Document special events and downtown gatherings to share with potential developers and investors to demonstrate the market viability of a future retail, residential or restaurant project.

Change is hard when familiar businesses disappear.

Restaurants catalyze development and encourage transformation and investment, especially when based locally.

Parking is a big issue in all communities. Downtown parking garages can be used to support the development and allow for more consolidated designs and development (versus parking property by property).

A downtown hotel in Fort Collins created new opportunities for other businesses and supports day/night activity.

Alley investments in Fort Collins catalyzed new businesses and restaurants off of the main streets to provide different spaces with lower rents.

Downtown parking structures utilized public-private partnerships—costs are split between the City, the Downtown Development Authority and a private developer.

Mixed-use developments in Fort Collins have been largely successful. The stable residential income offsets the cost of the commercial space and mitigates the financial risks.

The information gathered from the public engagement and the market analysis has been synthesized and incorporated into the My Mainstreet Strategic Framework. The key elements of this framework are:

1. Location map for each property
2. Zoning and property information
3. Property profiles including conceptual designs and market recommendations
4. Implementation and entitlement process
5. Property disposition





MY MAINSTREET TIMELINE - 2018

FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
COMMUNITY ENGAGEMENT								
	MARKET ANALYSIS							
	An evaluation of the economy to determine what type of development is feasible.							
	REFINE COMMUNITY VISION & VALUES							
	Consensus around what we want to see and experience in downtown.							
		IDENTIFY USES & AMENITIES						
		Defining the type of development (retail, mixed-use, residential, etc.) and what public amenities should be a part of the project.						
			COMMUNITY EVALUATION OF OPTIONS					
			Engagement with Parker residents and businesses to learn what the community would like to see developed.					
				IMPLEMENTATION MEASURES				
				Processes and potential incentives that need to be in place to make the redevelopment happen.				
					IDENTIFY DEVELOPMENT PARTNERS			
					Work with developers to bring My Mainstreet to life.			

FINDINGS

The My Mainstreet Project found that a distinct type of development emerged for each of the four properties, reflecting the unique location, market demand, community desires and constraints of each property. Each location is unique in its ability to support different types of retail, commercial, office and residential uses. Both horizontal and vertical mixed-use development was considered on each of the properties in order to support the underlying zoning and Mainstreet Master Plan objectives. The range of uses, densities and types of public amenities was incorporated into the conceptual property designs to demonstrate potential development scenarios for each property.

All of these properties are well positioned for redevelopment. The property profiles in this document outline the development concepts and uses that emerged through this process to be best suited for Downtown Parker.

PURPOSE OF THIS DOCUMENT

The My Mainstreet Strategic Framework is intended to provide information to support the implementation of the Parker Central Area Urban Renewal Plan and potential development partners about the community and market input for the My Mainstreet properties. Any future development partner will be required, prior to site plan approval, to provide information on how the proposed development fits into the My Mainstreet Strategic Framework. The exact development plans may deviate from the conceptual plans for each property, but any significant deviations without clear reasoning from the developer may require additional public engagement prior to approval.

The My Mainstreet Strategic Framework was endorsed by the Town Council for the Town of Parker and the Authority Board for the Parker Authority for Reinvestment on November 26, 2018.



Suggested restaurant courtyard space for the 19801 E. Mainstreet property.

MY
MAIN
STREET

**ABOUT
PARKER AND
DOWNTOWN
PARKER**



PARKER
COLORADO



PARKER AND DOWNTOWN PARKER

OVERVIEW OF PARKER

Established in 1864, Parker, CO, currently encompasses 21.1 square miles and has a population of approximately 53,400. Located 20 miles from downtown Denver, Parker is a fast growing, family-oriented, affluent town.



Parker is located in Northern Douglas County and is a part of the Denver-Aurora-Lakewood Metropolitan Statistical Area. Parker offers abundant opportunities for commercial and retail development with easy access to I-25 and E-470, as well as Denver International Airport. Mainstreet is actively expanding with a new Douglas County Library and Discovery Park, and a four-season park plaza at the eastern end of Mainstreet.

Parker's Downtown Mainstreet includes 100-year-old historic structures, newer mixed-use office and retail developments,

Town Hall, and the \$20 million Parker Arts Culture and Events (PACE) Center completed in 2011. In 2016, two new public amenities opened on Mainstreet, a 1.4 acre Discovery Park and a 44,000 square foot Douglas County Library. The area offers live music venues, restaurants and numerous community events in a pedestrian-friendly environment.

The long-term vision for Downtown Parker is to create a unique sense of place with engaging active uses and attractive businesses. In 2015, the Mainstreet Master Plan was adopted. This plan called for a cultural, economic and social center that is supported by walkable arts, entertainment, diverse business opportunities, community gathering spaces, specialty retail and dining and a variety of housing options.

With the emerging focus on visual and functional development, future growth downtown should include mixed-use spaces, be pedestrian oriented and reinforce the area's distinct character and authenticity.



COMMUNITY SNAPSHOT:



Population:
53,400



Trade Area Population:
131,000

Median Age:
34.6



Median Household Income:
\$97,824



Number of Households:
17,814



Median Home Value:
\$465,000

LEVEL OF EDUCATION:

Bachelor's Degree:

37.1%

Master's Degree or Higher:

15.5%

PARKER AREA, DOWNTOWN AND SELECTED PROJECT METRICS

A number of factors influenced the potential for development of a mixed-use concept on the subject properties including:

	PARKER	
	2018 Q2	2017 Q2
Total Existing Office Square Footage	1,175,719	1,175,719
Office Vacancy Rate	5.80%	7.00%
Office Rental Rate – median	\$21.06	\$20.48
Total Existing Retail Square Footage	4,373,327	4,353,423
Retail Vacancy Rate	3.10%	3.30%
Retail Rental Rate – median	\$20.58	\$18.24
Total Existing Industrial/Flex Square Footage	817,407	817,407
Industrial/Flex Vacancy Rate	3.10%	3.20%
Industrial/Flex Rental Rate – median	\$14.01	\$9.64

Parker market trends have 5.8% office vacancy rate and 3.1% retail vacancy rate.



Residential Market Trends: The median average single-family home sales price at the end of the first quarter 2018 was approximately \$485,000. Similar to the Denver region, the multi-family housing market in Parker remains strong. The Town has experienced substantial development of rental multi-family housing over the past five years with more than 2,000 units built or in the development pipeline. The vacancy rate at the end of the first quarter 2018 was 1.4%, while the average asking rate per unit was \$1,398.



Traffic Volumes: Traffic volumes through the downtown area continue to increase. Average daily two-way traffic at the intersection of Mainstreet and Pine Drive is approximately 26,000 vehicles. Of that total, approximately 14,000 vehicles travel Mainstreet daily and approximately 18,000 vehicles travel Pine Drive. Traffic volumes are projected to increase on Mainstreet east of downtown and alternative traffic configurations for the segment of Mainstreet adjacent to this property may be considered in the future.



Multi-Modal Access: All of the downtown properties currently have easy access to the regional trail system via the Sulphur Gulch Trail. Any new development or redevelopment will be required to further enhance the multi-modal access to these properties in downtown. One of the guiding principles of the Transportation Master Plan is to "create a multi-modal network that allows people of any age or ability to be comfortable driving, walking, biking or using transit." The future development of the four Town/PAR owned properties should incorporate multi-modal access consistent with the adopted Transportation Master Plan and the Complete Streets Policy.

MY
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**DOWNTOWN
PARKER
VISION**



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DOWNTOWN PARKER VISION

Given the properties' central location on Mainstreet in Downtown Parker, development will both add to existing mixed-use development in the area and serve as a catalyst for new mixed-use development on other privately-owned opportunity properties in downtown.

Development or redevelopment of the vacant parcels should be considered in the context of the following principals and assist in the elimination of blight:

EXPANDS AND STRENGTHENS DOWNTOWN PARKER

- Achieves a vibrant and walkable downtown that promotes a mix of uses enhancing the vitality of Mainstreet.
- Incorporates height, massing and varied composition of building forms to provide opportunities for housing and businesses that activate the downtown and ground floor activity.
- Promotes a daytime economy that diversifies the inventory of commercial space and encourages creative industry uses that complement the nearby Schoolhouse and PACE Center complex.
- Implements the vision and goals of the Mainstreet Master Plan.
- Promotes a balanced parking solution.
- Advances transit-oriented development opportunities that could offer amenities with an emphasis on multi-modal access for bicycle and pedestrians to strengthen walkable neighborhoods in response to the Transportation Master Plan.
- Provides quality in-fill development and catalyzes the development of nearby vacant land.
- Contributes to a sense of place and Downtown Parker as a destination.
- The development should be consistent with existing downtown architecture to help contribute to Parker's local culture.
- Future development should expand the current economic, residential and cultural strengths of Parker's downtown.
- Makes use of current amenities in the area like the PACE Center, Discovery Park and the Douglas County Library to catalyze private development and promote a more walkable downtown experience.
- Leverage the substantial public investment in downtown amenities, facilities and streetscape to catalyze active uses and mixed-use development.

PROMOTES HIGH-QUALITY REDEVELOPMENT

- Establishes development that is large enough to encompass a mix of uses to create activity with commercial intensity, residential density and public amenities.
- Uses high-quality materials and varied architectural techniques that establish a unique identity.
- Sets an example of quality, architecture and urban design.
- Orients new buildings to the street to create an activated ground floor, comfortable human scale and an environment that promotes walking and biking.

Downtown Parker
"...is the quaint, historic and walkable core that captures the authentic spirit of our community. Rich with opportunities in art, entertainment, dining, business and learning, downtown celebrates its unique character and appeal as an inviting and exciting creative district destination with year round activities and amenities. Parker's vision is to continue shaping an exceptional and vital downtown that enriches the business community, residents and visitors alike."

(Mainstreet Master Plan p. 24)

MY
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**SUMMARY
OF PUBLIC
ENGAGEMENT**



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SUMMARY OF PUBLIC ENGAGEMENT

The My Mainstreet Project was 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.

P3 partnered with Town residents, business owners and developers to define what the community would like to see on the properties and what was feasible for the private market to develop. We accomplished this by crafting five surveys that sought to get community input on ideal property uses, architectural design and ultimately what the properties could look like. These surveys were conducted online through the Let’s Talk Parker platform and in person during outreach events and micro engagements.



The goal of the My Mainstreet Project was to equip P3 and the Town with guidelines that they could use for developers interested in improving the downtown properties. The My Mainstreet Project was a unique opportunity to shape Downtown Parker and guide public/private sector investment that:

- Is responsive to both community interests and market demand.
- Boosts the vibrancy of our downtown as a destination.
- Expands and strengthens Downtown Parker.
- Increases Town tax revenue so we can continue to provide core services to residents.

Community input was gathered from February 20 – October 7, 2018. To view the complete data and read all the community input we received during this process, see the appendix on page 58.

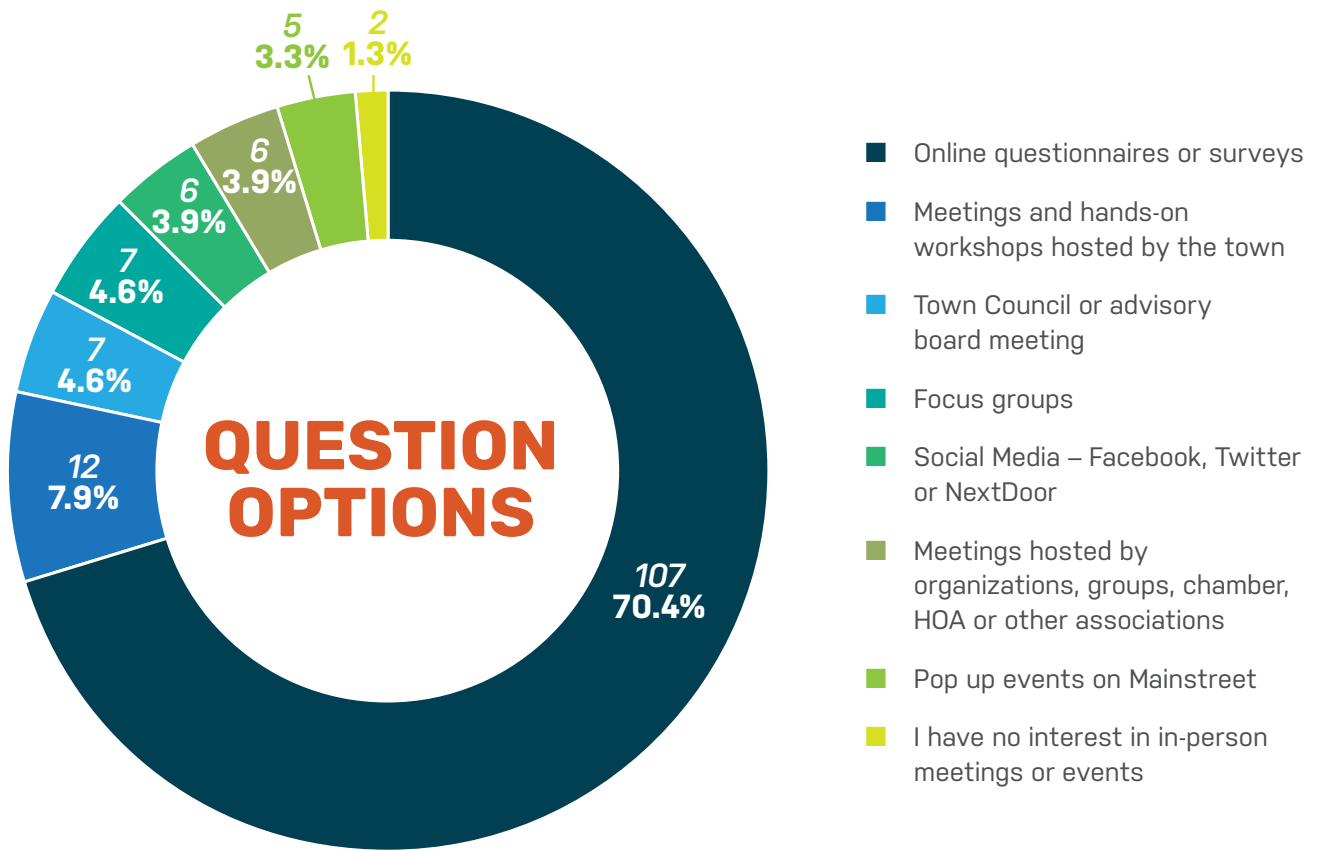
1. QUICK POLL

Initially, a quick poll was performed to determine how the public wanted to engage with the project and receive notifications.

WHO WE HEARD FROM:



WHAT WE HEARD:



2. SITE USES SURVEY

The purpose of the site uses survey was to ask residents what they wanted to see developed on each of the four properties in downtown. Residents were asked to choose from a list of options that aligned with existing zoning, while also having the ability to submit their own ideas for the properties.

WHO WE HEARD FROM:



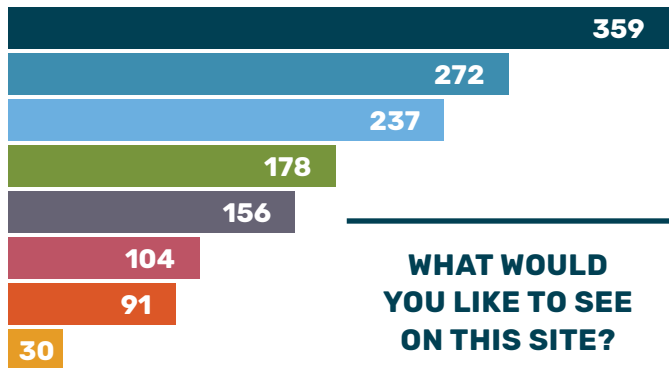
Survey results were collected from March 9 – April 18, 2018.

WHAT WE HEARD:

19801 E. MAINSTREET – PUBLIC INPUT

In-person sessions, community events and online engagement through Let’s Talk Parker shows that the majority of residents are aligned on what they want to see developed on this property.

WHAT ELSE? WE ASKED FOR YOUR BIG IDEAS, HERE’S WHAT YOU TOLD US:



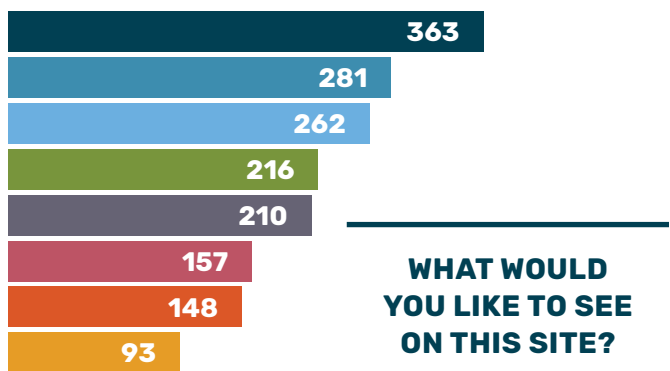
WHAT WOULD YOU LIKE TO SEE ON THIS SITE?

- 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

EASTMAIN – PUBLIC INPUT

In-person sessions, community events and online engagement through Let’s Talk Parker shows that the majority of residents are aligned on what they want to see developed on this property.

WHAT ELSE? WE ASKED FOR YOUR BIG IDEAS, HERE’S WHAT YOU TOLD US:



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

PACE LOT 2 - PUBLIC INPUT

In-person sessions, community events and online engagement through Let's Talk Parker shows that the majority of residents are aligned on what they want to see developed on this property.

WHAT ELSE? WE ASKED FOR YOUR BIG IDEAS, HERE'S WHAT YOU TOLD US:



FARMERS' MARKET



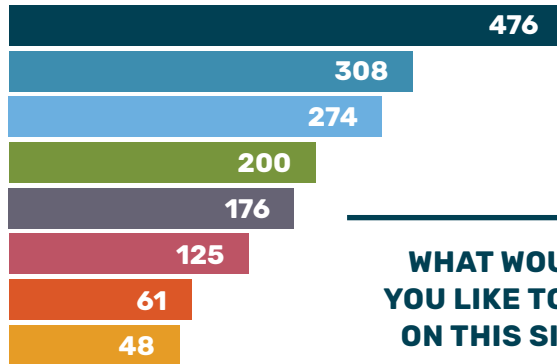
GALLERY/ ART STUDIO



RESTAURANT



RETAIL - BOUTIQUES/ UNIQUE SHOPS



WHAT WOULD YOU LIKE TO SEE ON THIS SITE?

- Market/Farmers' 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)

PINE CURVE - PUBLIC INPUT

In-person sessions, community events and online engagement through Let's Talk Parker shows that the majority of residents are aligned on what they want to see developed on this property.

WHAT ELSE? WE ASKED FOR YOUR BIG IDEAS, HERE'S WHAT YOU TOLD US:



MARKETPLACE WITH FOOD



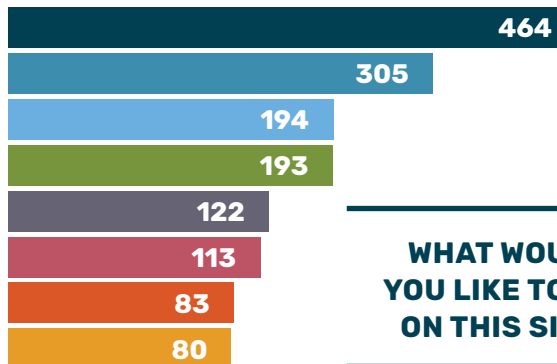
WHOLE FOODS/ TRADER JOE'S



OUTDOOR RETAIL



RESTAURANTS



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 property)
- Vertical Mixed-Use with Residential (Ground floor retail with residential above)

3. VISUAL PREFERENCES SURVEY

Once we heard how Parker's residents wanted to develop the four properties in downtown, we wanted to better understand what look they wanted to see from the development. The goal was to learn what key design and architectural elements resonated with the Parker community and would complement the existing structures in downtown.

Our stakeholder group selected images that weren't tied to any specific plans, but rather served as representations to help gauge what the community did and did not want to see.

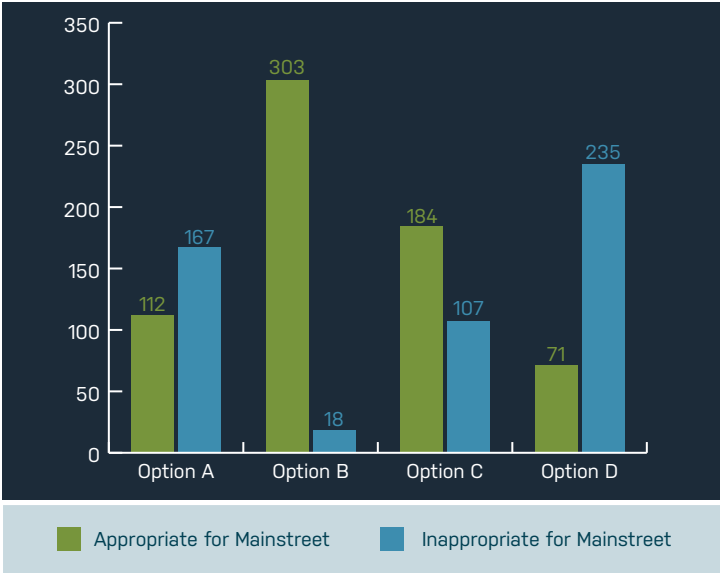
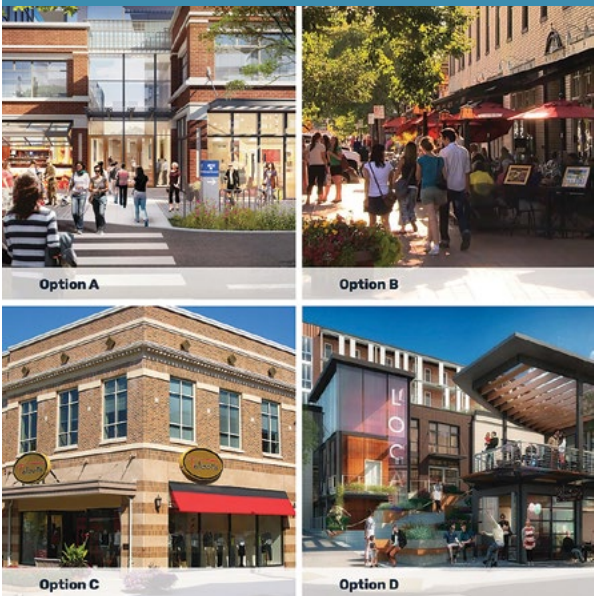
WHO WE HEARD FROM:



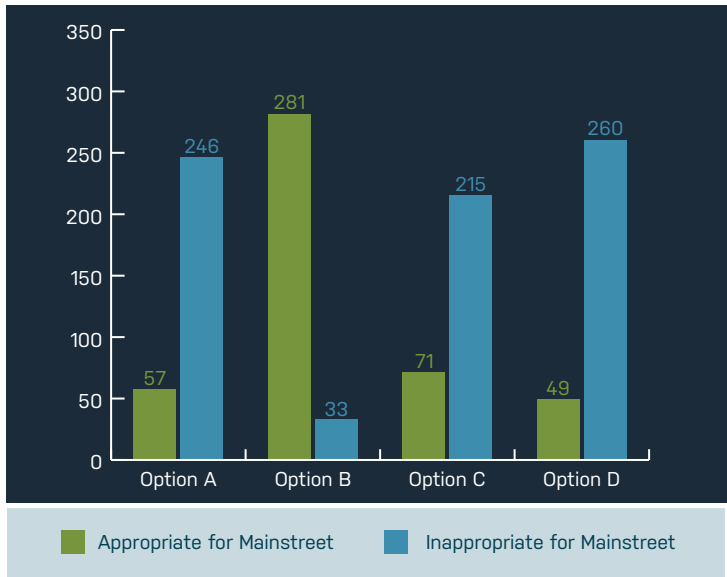
Survey results were collected from April 27 - June 15, 2018.

WHAT WE HEARD:

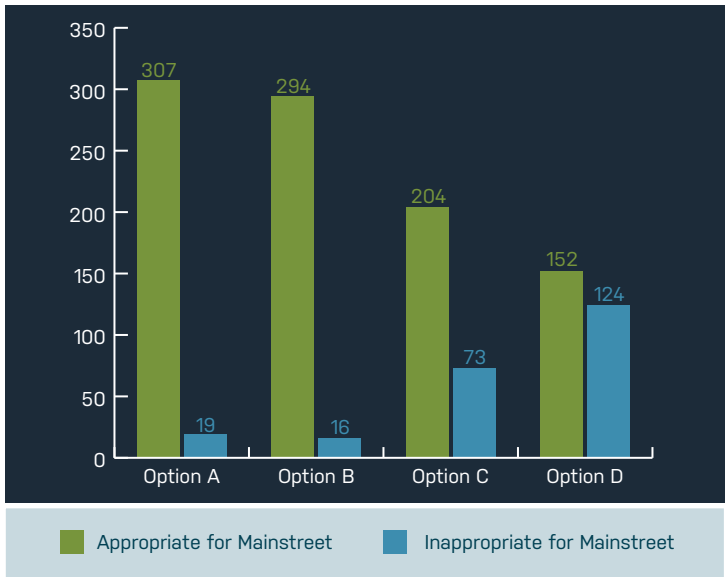
MIXED-USE RETAIL WITH OFFICE ABOVE



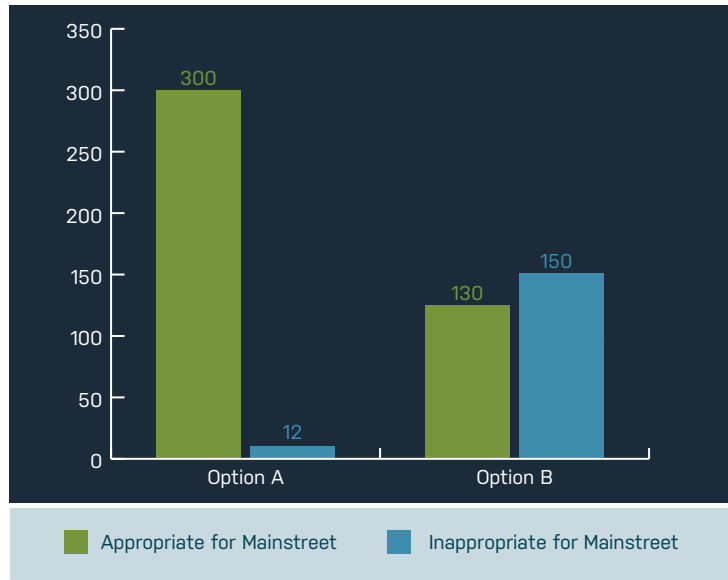
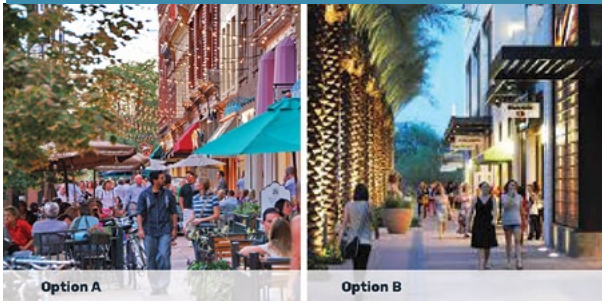
MIXED-USE RETAIL WITH RESIDENTIAL ABOVE



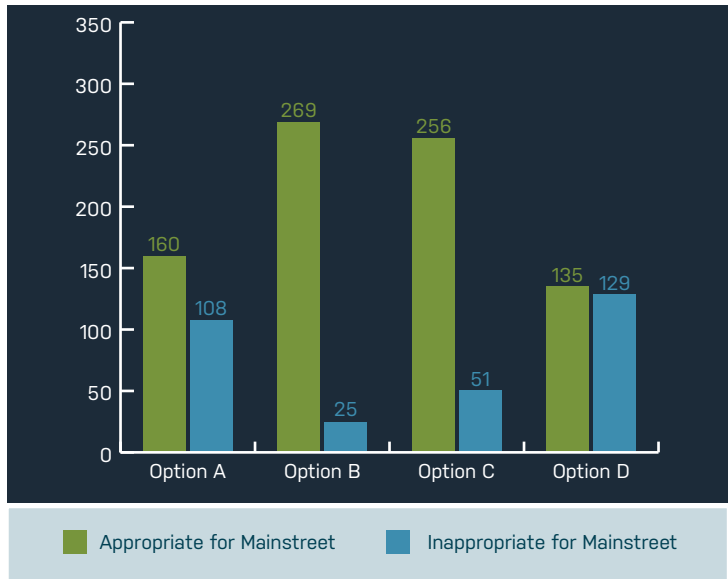
RESTAURANTS



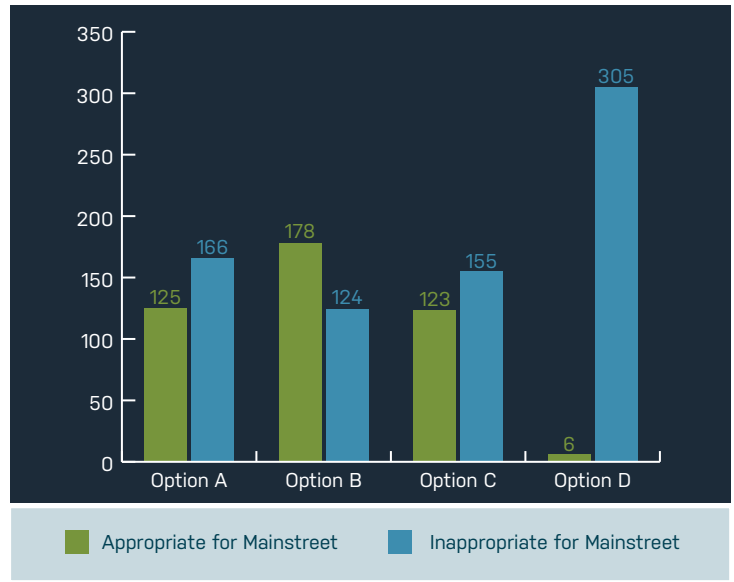
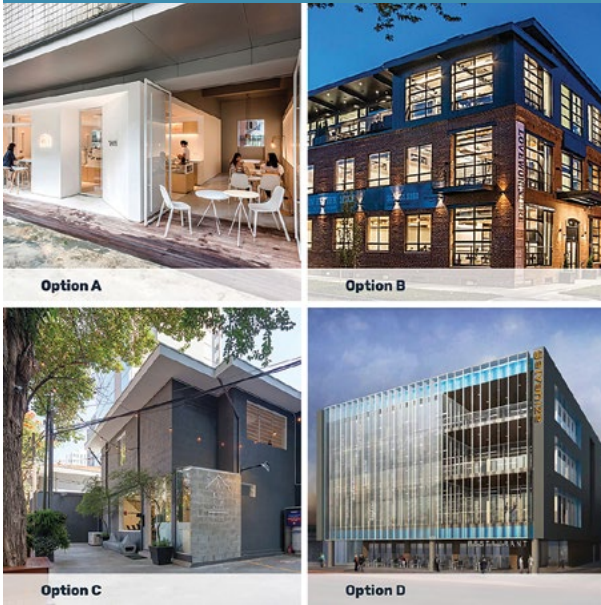
BOUTIQUE / SMALL RETAIL



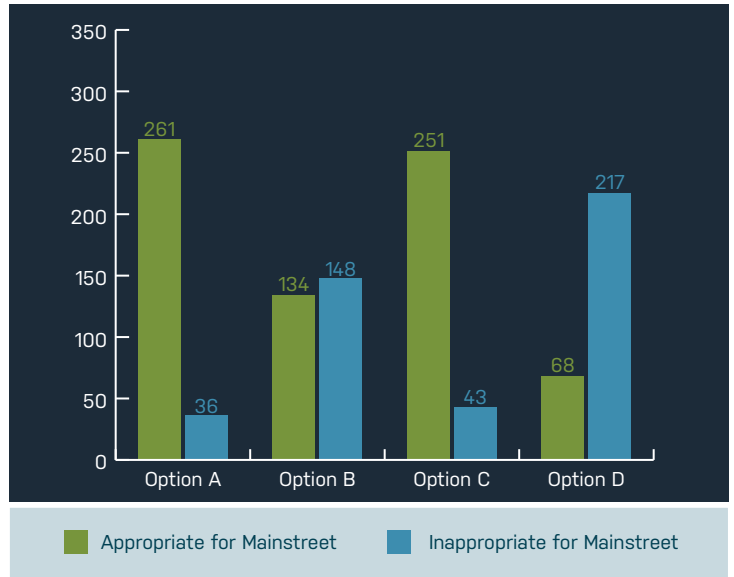
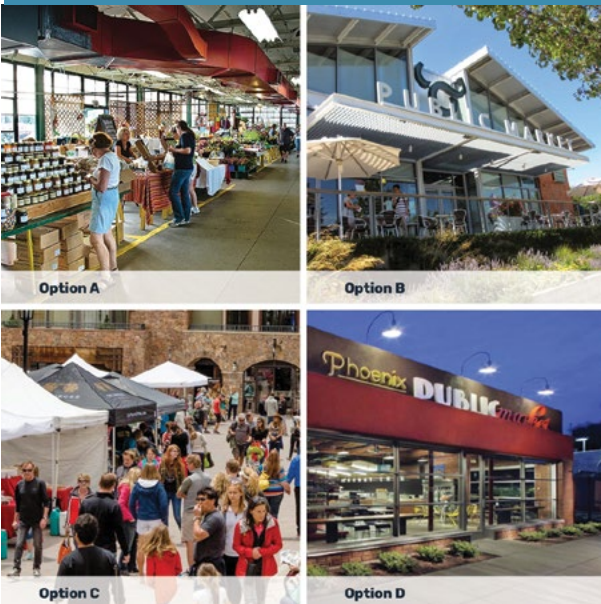
PARK / GREEN SPACE



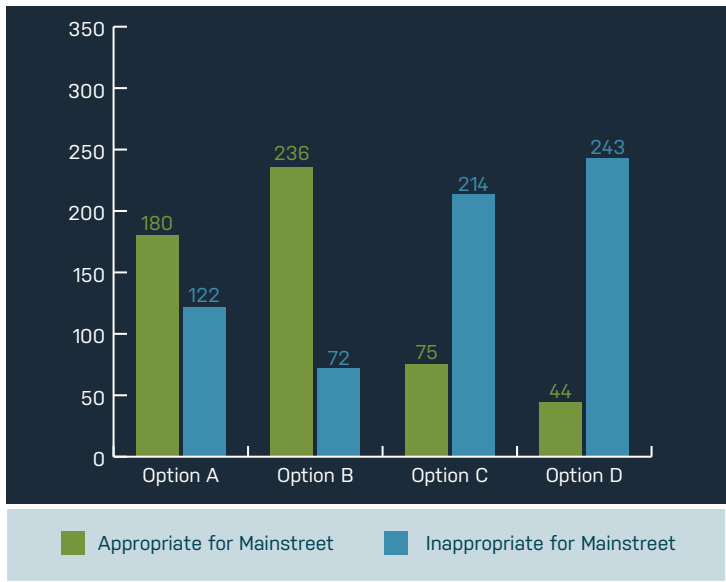
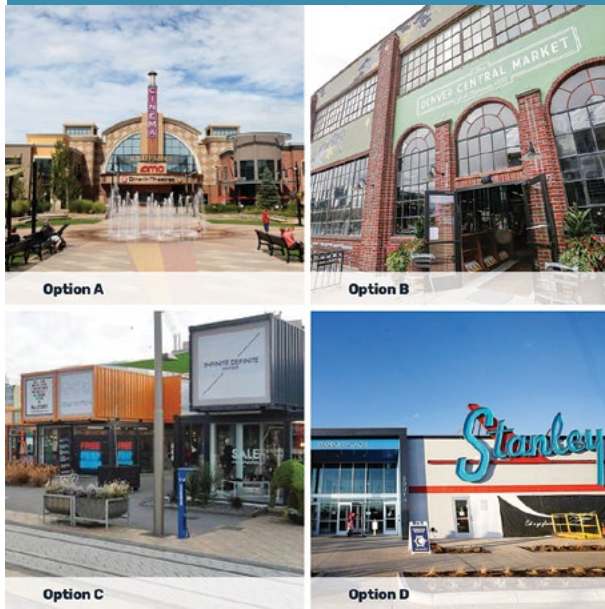
SMALL OR SHARED OFFICE SPACE – PACE LOT 2



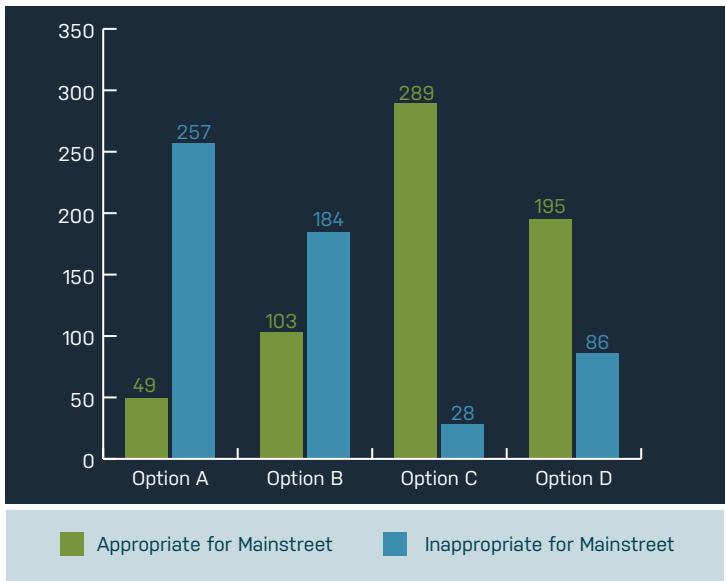
MARKET / FARMERS' MARKET – PACE LOT 2



OUTDOOR MARKET / SHOPPING CENTER – PINE CURVE



COURTYARD / PLAZA – PINE CURVE



4. MAINSTREET VISITORS SURVEY

One of the key pieces of information we wanted to be sure to understand was how often residents visit downtown and if they were attending for large events or evenings out at restaurants.

WHO WE HEARD FROM:



70

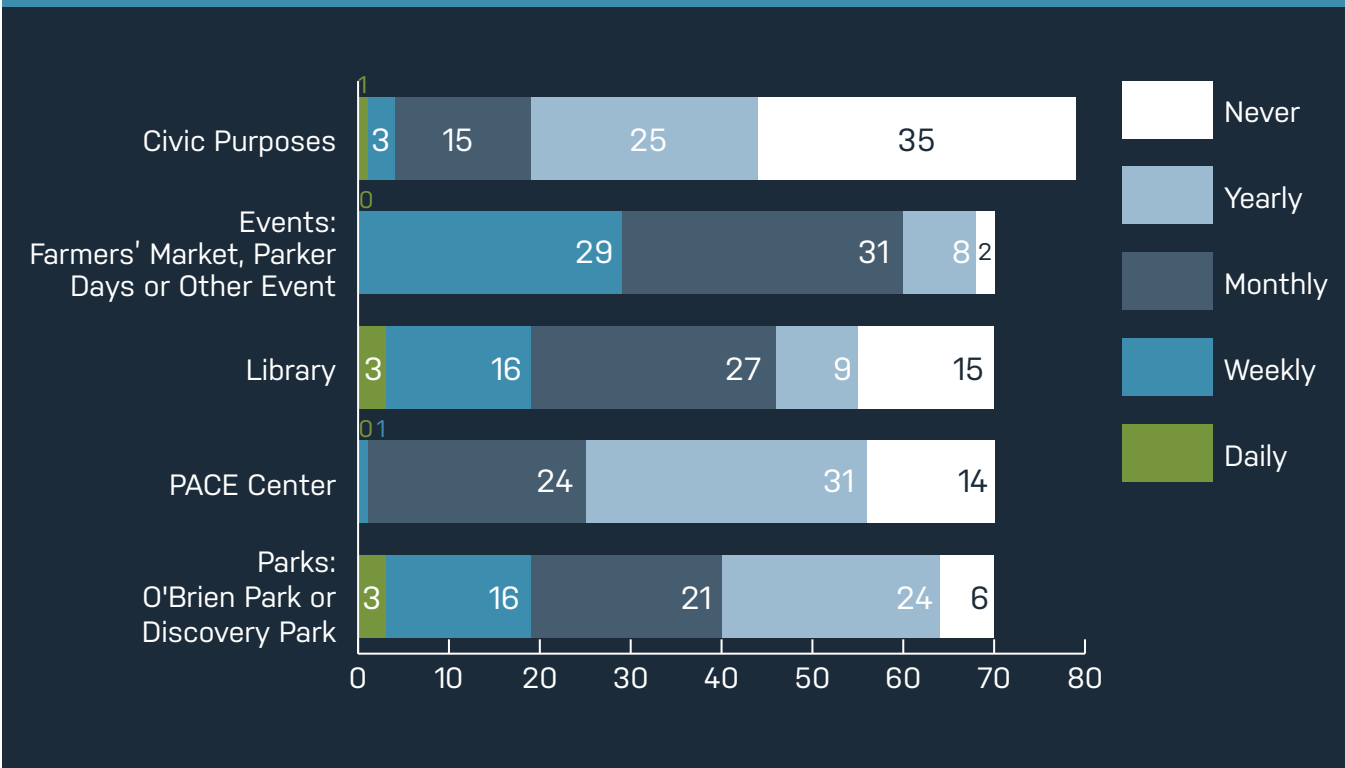
Parker Residents

through Let's Talk Parker

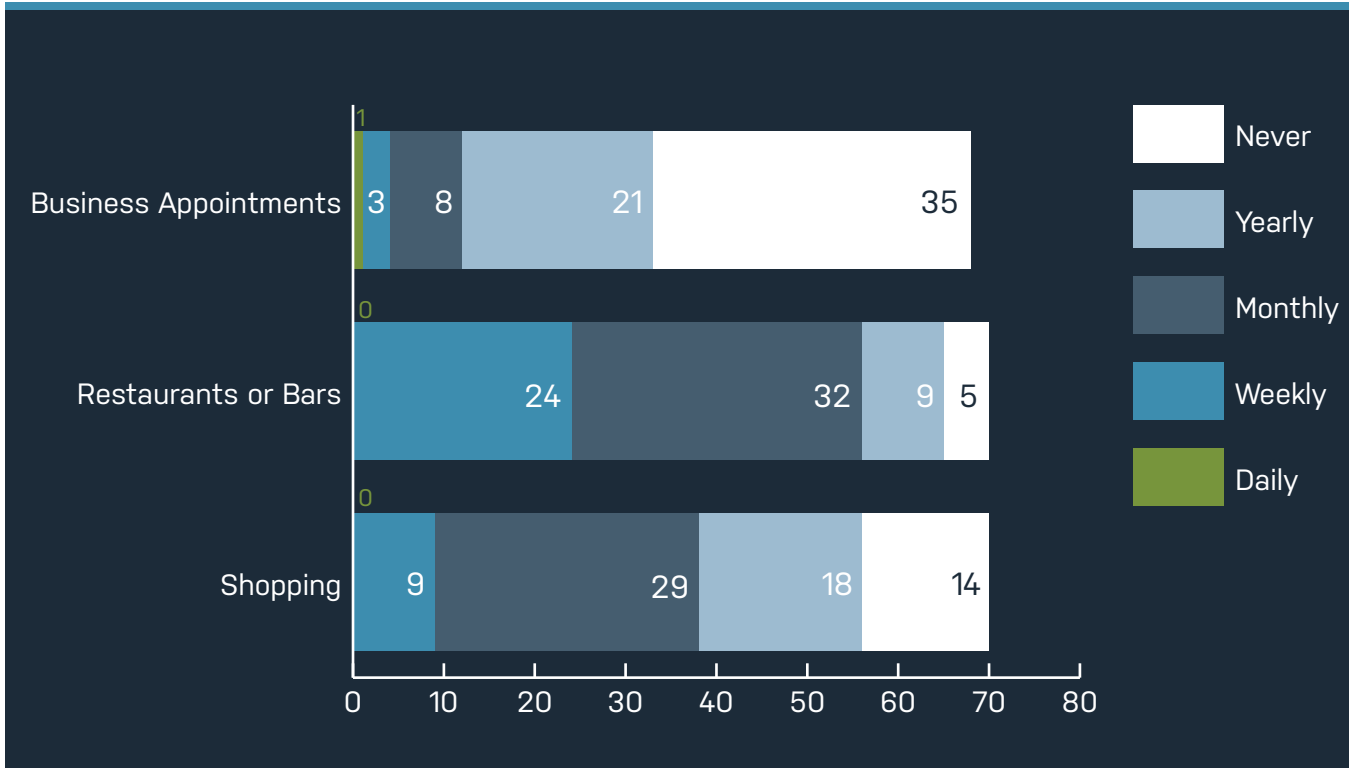
Survey results were collected from July 5 – August 17, 2018

WHAT WE HEARD:

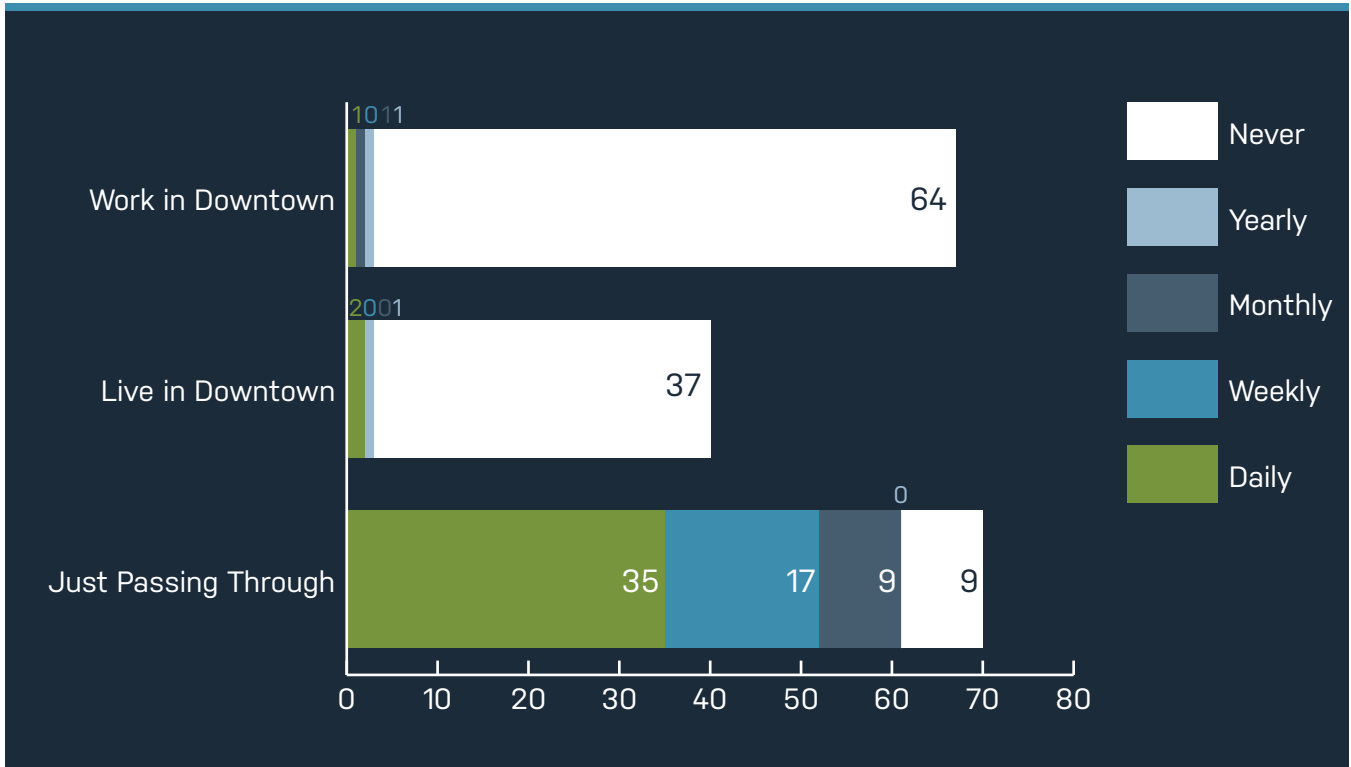
Which Describes How Often You Visit Downtown for Each Purpose?



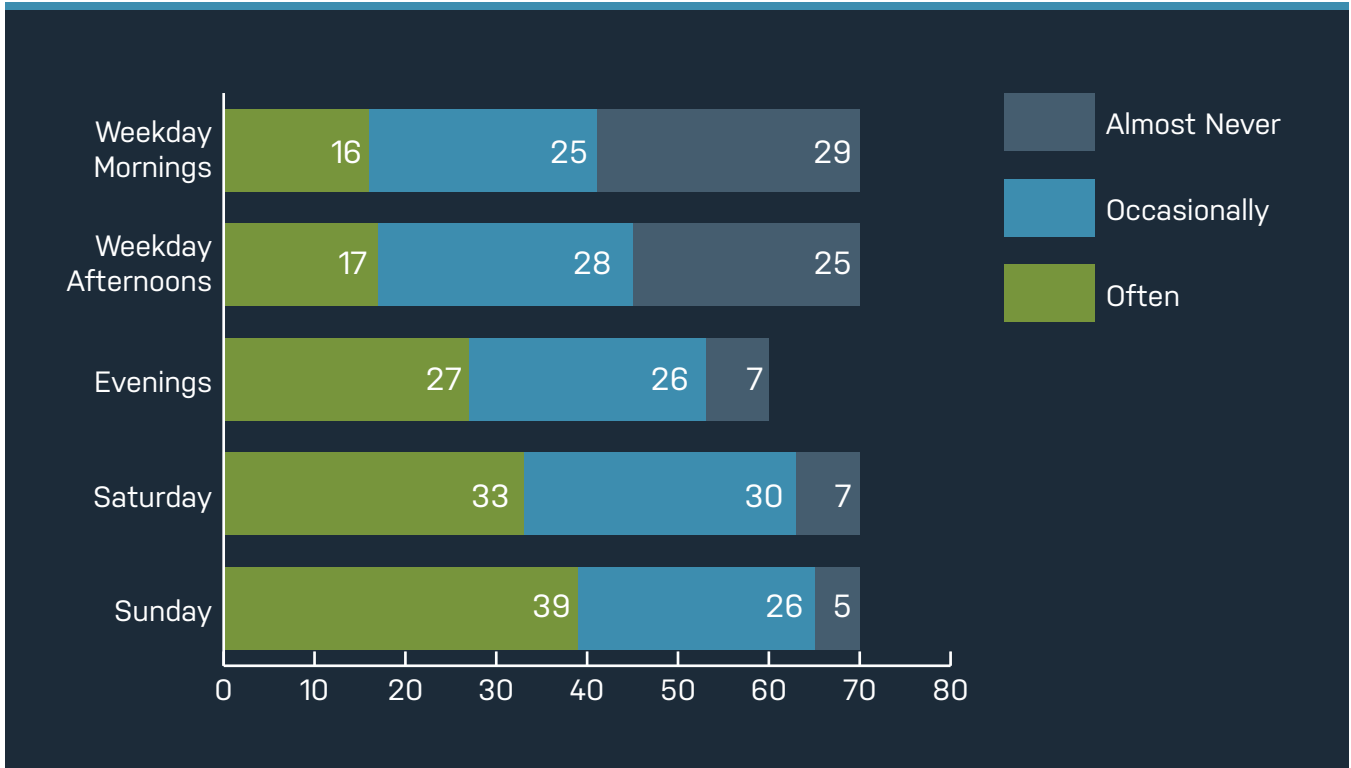
Which Describes How Often You Visit Downtown for Each Purpose?



Which Describes How Often You Visit Downtown for Each Purpose?



When Do You Typically Visit Downtown Parker?



5. CONCEPTUAL SITE PLANS FEEDBACK

Once we heard from the market analysis about what was feasible on each property, our goal was to match this with the feedback we received from residents. We worked to design property concepts for each of the properties and asked the Parker public to share their reactions with us. Using the imagery from the survey, examples of similar projects and the input received through the survey process, staff worked with an architect to design conceptual layouts and streetscapes for each property that would satisfy the My Mainstreet objectives and outcomes.

19801 E. MAINSTREET

The Parker public was presented with two different property concepts that showed what 19801 E. Mainstreet could look like when developed. The first design represented a more urban layout with mixed-use buildings, including restaurants and ground floor retail, that wrapped a two-story parking structure. Downtown living was included in the first option, incorporating the findings of the market study which suggested residential units in the downtown market area would support the retail uses. The design of this concept allows for outdoor space and public spaces that integrate with the ground floor retail and activity of the adjacent buildings. The second option represented a lower density layout with two retail restaurant buildings and a surface parking lot.

Survey results were collected from September 4 - October 7, 2018

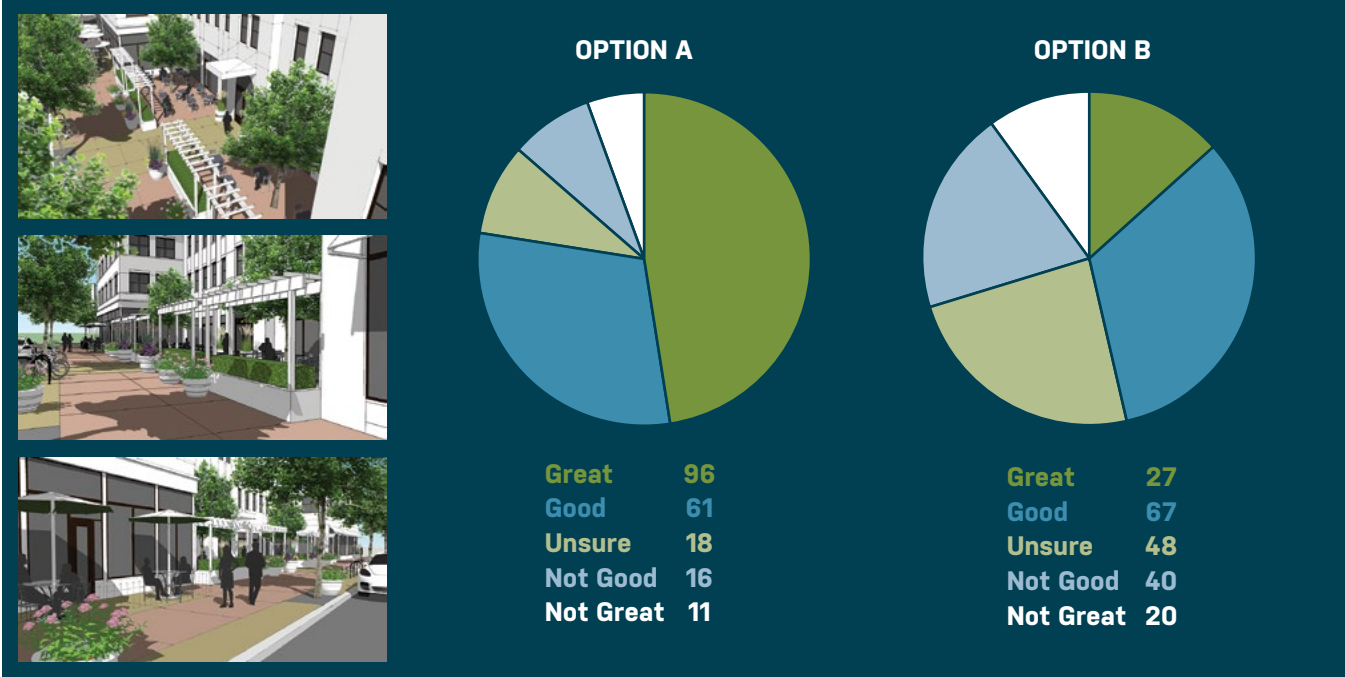
WHO WE HEARD FROM:



202
Parker Residents
 through Let's Talk Parker

WHAT WE HEARD:

Option A received more favorable feedback from those who participated in our online survey.



PACE LOT 2

The Parker public was presented with two different property concepts that showed what PACE Lot 2 could look like when developed. The first design included a stand-alone restaurant on the northwest corner with adjacent outdoor space along Mainstreet, as well as a parking structure to the east of the lot wrapped with mixed-use buildings. The second option also includes the restaurant but has three smaller mixed-use buildings along Mainstreet that can be easily accessed from both the parking lot to the south and Mainstreet to the north. Green space is located to the south, with a plaza area between the mixed-use structures and the parking lot. Both options require a reconfiguration of the parking for the entire property. Option A adds parking to support downtown uses and demands.

Survey results were collected from September 11 - October 7, 2018

WHO WE HEARD FROM:



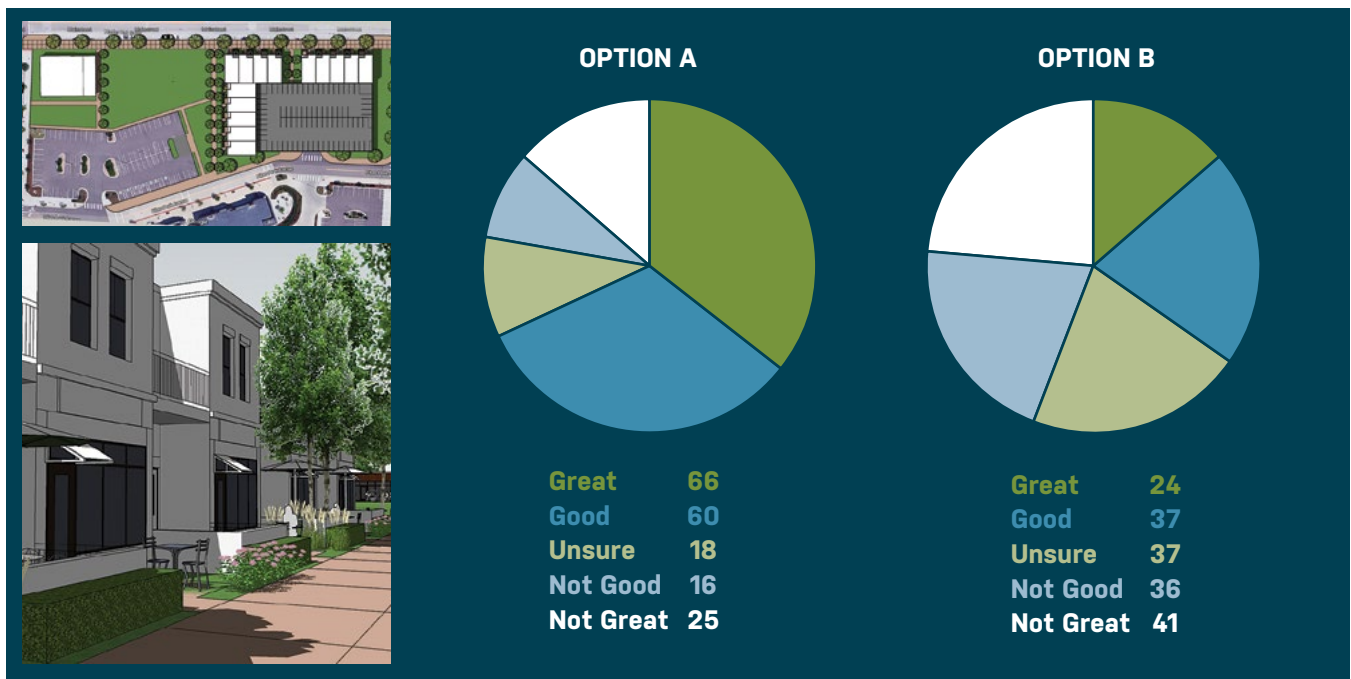
175

Parker Residents

through Let's Talk Parker

WHAT WE HEARD:

Option A received more favorable feedback from those who participated in our online survey.



EASTMAIN

The Parker public was presented with one property concept that showed what EastMain could look like when developed. The zoning on the property is much more restrictive than the other My Mainstreet properties, and the size of the property allows for a transition of density from Mainstreet to the north. This design includes a mixed-use building along Mainstreet and three residential buildings along the western edge of the property. The layout also has a large plaza surrounded by mixed-use buildings. The plaza's location is designed to interact with Discovery Park to the east.

Survey results were collected from September 18 - October 7, 2018

WHO WE HEARD FROM:

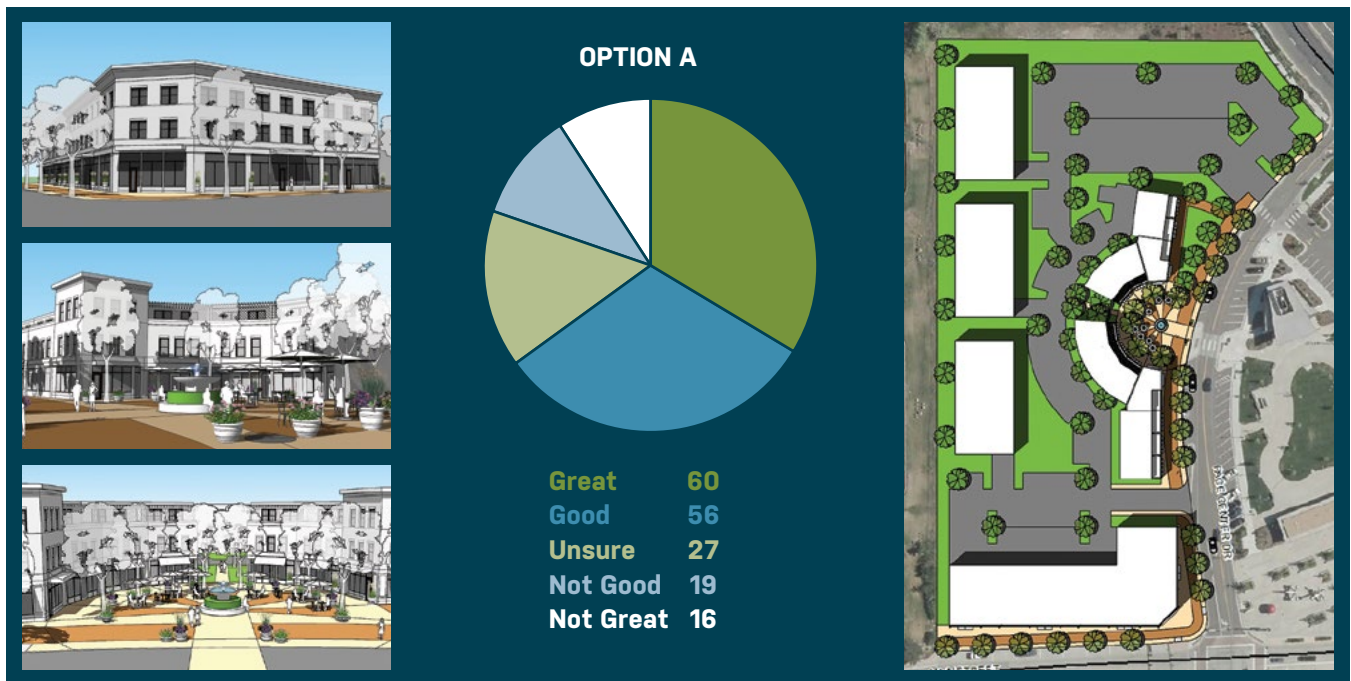


178

Parker Residents
through Let's Talk Parker

WHAT WE HEARD:

We only presented one site option for EastMain, and overall the feedback we received was positive.



PINE CURVE

The Parker public was presented with two different concepts that showed what Pine Curve could look like when developed. Both options for the site have similar treatment on the eastern half of the property. These features include a landscape buffer between the single family homes to the east and additional newly built townhomes to create more of a buffer between the commercial development. A detention pond along Pine Drive is also found in both options. Both options include the current full movement access points from Pine Drive at Mainstreet and Summerset Lane. The first option for the property layout has multiple mixed-use buildings with an internal roadway network and central plaza area. The second option has a small grocery anchor to the north and smaller mixed-use, retail and office buildings. Central to the property is a parklet/plaza area which interacts with the townhomes' park.

WHO WE HEARD FROM:



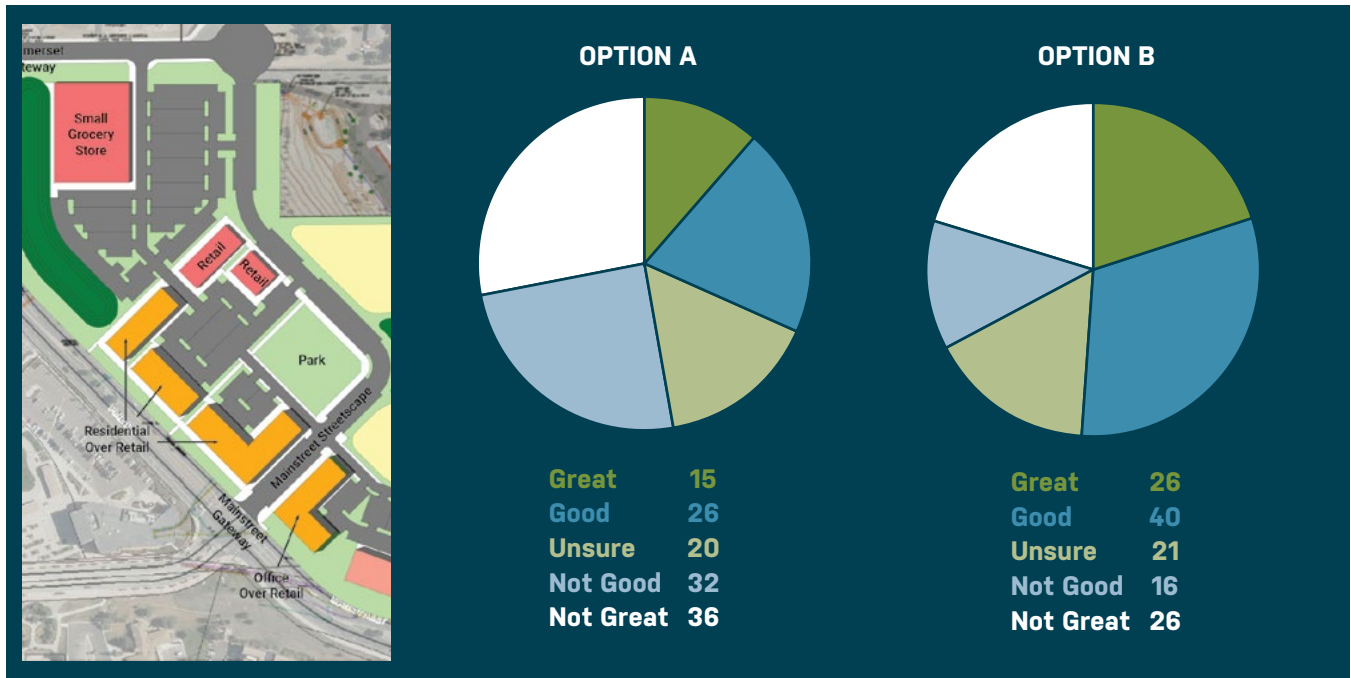
129

Parker Residents

through Let's Talk Parker

WHAT WE HEARD:

Option B, the site with the grocery anchored design, was more favorable to those who participated in the online survey. Because of the complexities associated with Pine Curve, this site has the most variation with future design.



POP UP EVENTS - PUBLIC ENGAGEMENT

To meet all community members where they are, the My Mainstreet team went to several community events and gathered input regarding uses and vision for the properties. Doing so allowed for a variety of input and provided community members who may not have had access to Let's Talk Parker the opportunity to provide feedback. The My Mainstreet team was able to reach elected officials, families, older adults and youth.

POP-UP EVENT SCHEDULE



Town Council Study Session:
2/23/2018
Site Uses Survey

7
Participants



P3 Advisory Committee Meeting:
3/14/2018
Site Uses Survey

5
Participants



Tabling at the Library:
4/11/2018
Site Uses Survey

20
Participants



Town of Parker Arbor Day Celebration:
4/28/2018
Visual Preference Survey

300
Participants



Senior Stroll:
5/30/2018
Visual Preference Survey

150
Participants



Ice Cream Social:
6/14/2018
Visual Preference Survey

150
Participants

WHO WE HEARD FROM:

At these events we heard from a variety of Parker community members from varied demographic groups and perspectives. Attendance at the annual Senior Stroll gave the My Mainstreet team the ability to reach the senior community. Hosting an ice cream social to collect feedback on the visual preference survey at Discovery Park allowed the My Mainstreet team to reach individuals and families. The pop-up event at the Douglas County Library and the Arbor Day Celebration allowed us to engage Parker's youth and families. Additionally, the Town Council study session, Planning Commission and P3 Advisory Committee meeting allowed the My Mainstreet team to connect with elected officials and decision makers to get their feedback as well.

MY
MAIN
STREET

**THE MY
MAINSTREET
PROPERTIES**



PARKER
COLORADO



MY MAIN STREET



19801 E. MAINSTREET



The My Mainstreet Project was a community effort to encourage the right growth for Downtown Parker. The goal was to partner with residents, developers and businesses to define what the community wanted to see and what was feasible for 19801 E. Mainstreet.

THE MY MAINSTREET PROCESS



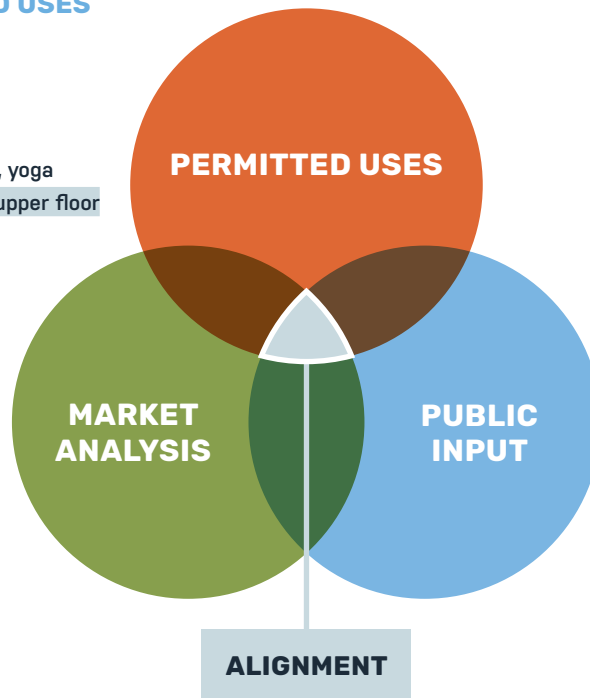
ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

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. Hotel
9. Parking
10. Open space or park

MARKET ANALYSIS

1. Professional office
2. Multi-family housing
3. Boutique hotel
4. Single-use restaurant or brew



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



19801 E. MAINSTREET – PROPERTY INFORMATION

Address	19801 E. Mainstreet
Owner	Parker Authority for Reinvestment
Lot Acres*	0.937
Lot Square Feet	40,815
Zoning	Greater Downtown
Land Use	Historic Center
Character Area	Downtown Core
Parker Mainstreet Master Plan – Land Use	Mixed-use, with ground floor overlay – active
Floodplain	None
Utilities	Fully served by wet and dry utilities
Building Present	No; demolished November 2018
Parking Existing	26 spaces
Restrictions*	Downtown District – Historic Center Special District – Parker Central Area

*Source: [Parker's eTRAKIT Site](#)

ILLUSTRATIVE DESIGNS



BY THE NUMBERS

PROPERTY INFORMATION



SITE AREA:
39,204 SF



ESTIMATED ANNUAL TIF REVENUE TO P3:
\$151,821*



ESTIMATED ANNUAL SALES TAX TO THE TOWN OF PARKER:
\$109,654*

POTENTIAL DEVELOPMENT SPACE



RESIDENTIAL:
36,000 SF



RETAIL/RESTAURANT:
18,000 SF



PARKING:
110 SPACES

* This information was provided by Economic & Planning Systems, Inc. through the market analysis.



WHAT MAKES A GOOD DOWNTOWN?

A vibrant downtown comes from a variety of different elements. Here are a few factors that create a premium downtown area:



A mix of uses



Places for visitors to stay overnight



Active ground floor uses that encourage people to visit during the day and evening



Safe spaces for those traveling by foot, bike or car



A clearly defined space



Public amenities and event spaces for civic, cultural and theme-based events

Amenities for this property could include: Outdoor and rooftop dining spaces, outdoor space with benches, planters and greenery, bike parking

ALIGNMENT

What the market, stakeholders and zoning support.

RETAIL

Shopping, dining and personal services for nearby residential areas, visitors and Mainstreet workers can offer attractive downtown retail options. Examples of retail include art galleries, boutique shopping, cafes and gift shops.



PROFESSIONAL OFFICE

Professional office space is located on upper levels of mixed-use buildings with restaurants and retail on the ground floor. Professional office spaces bring people into a downtown during the day, increase activity during non-peak hours and provide sales tax revenue while creating a lively daytime atmosphere.



DOWNTOWN LIVING

Multi-family housing provides residential space for those who want to live in the downtown area. This residential space could be lofts or condos on the upper levels of mixed-use buildings and provides a built-in customer base for local shopping and dining.



BOUTIQUE HOTEL

A small luxury hotel used by those coming to a downtown for events or business travel. Boutique hotels can also provide space for events, restaurants, bars and entertainment.



SINGLE-USE RESTAURANT, BREWERY OR DISTILLERY

Restaurant, brewery and bar space is often located on the ground floor level of a multi-use building. A healthy level of daytime and nighttime business to an area best supports this establishment.



MY MAIN STREET

PACE LOT 2



The My Mainstreet Project was a community effort to encourage the right growth for Downtown Parker. The goal was to partner with residents, developers and businesses to define what the community wanted to see and what was feasible for PACE Lot 2.

THE MY MAINSTREET PROCESS



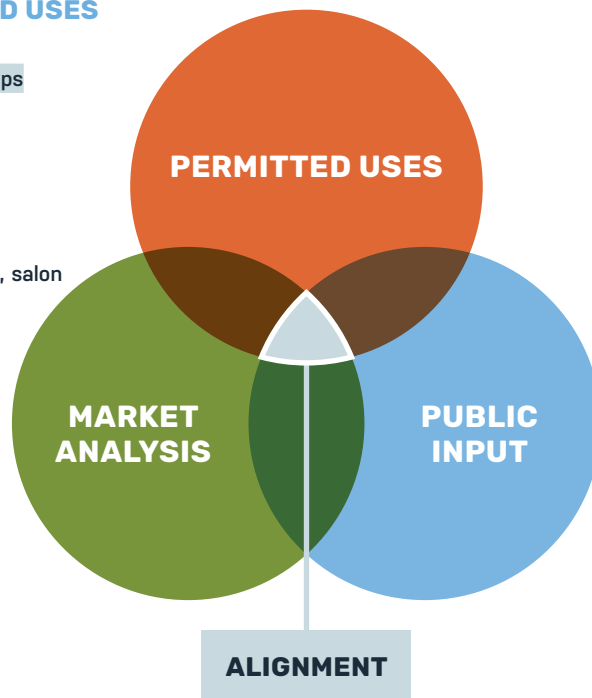
ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

PUBLIC INPUT - DESIRED USES

1. Market/farmers' 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

1. Retail & restaurant complex



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 – PROPERTY INFORMATION

Address	20000 Pikes Peak Ave. (PACE Center)
Owner	Town of Parker
Lot Acres*	1.4
Lot Square Feet	60,984
Zoning	Greater Downtown
Land Use	Historic Center
Character Area	Downtown Core
Parker Mainstreet Master Plan – Land Use	Mixed-use, with 50% containing ground floor overlay – active
Floodplain	None
Utilities	Water main available in Pine Drive; Sanitary sewer main in Mainstreet
Building Present	No
Parking Existing	252 spaces throughout PACE
Restrictions*	Downtown District – Historic Center Special District – Parker Central Area

*Source: [Parker's eTRAKiT Site](#)

ILLUSTRATIVE DESIGNS



BY THE NUMBERS

PROPERTY INFORMATION



SITE AREA:
60,984 SF



ESTIMATED ANNUAL TIF REVENUE TO P3:
\$130,787*



ESTIMATED ANNUAL SALES TAX TO THE TOWN OF PARKER:
\$47,025*

POTENTIAL DEVELOPMENT SPACE



RESIDENTIAL:
25,200 SF



RETAIL/RESTAURANT:
13,900 SF



PARKING:
140 SPACES

* This information was provided by Economic & Planning Systems, Inc. through the market analysis.



ALIGNMENT

What the market, stakeholders and zoning support.



WHAT MAKES A GOOD DOWNTOWN?

A vibrant downtown comes from a variety of different elements. Here are a few factors that create a premium downtown area:



A mix of uses



Places for visitors to stay overnight



Active ground floor uses that encourage people to visit during the day and evening



Safe spaces for those traveling by foot, bike or car



A clearly defined space



Public amenities and event spaces for civic, cultural and theme-based events



RETAIL & RESTAURANT COMPLEX

A retail and restaurant complex features a wide range of shops and dining options for those visiting an area. Clustering retail and restaurants can also attract a regional customer base as well as a local one.

Amenities for this property could include: View to PACE Center, outdoor plaza space



MY MAIN STREET

EASTMAIN



The My Mainstreet Project was a community effort to encourage the right growth for Downtown Parker. The goal was to partner with residents, developers and businesses to define what the community wanted to see and what was feasible for EastMain.

THE MY MAINSTREET PROCESS



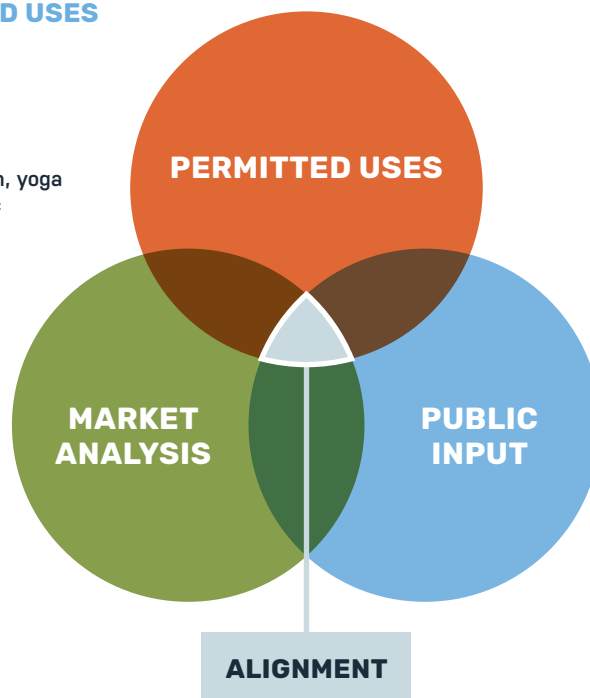
ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

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. Recreation including mini golf
7. Hotel
8. Parking
9. Undeveloped open space

MARKET ANALYSIS

1. Professional office
2. Multi-family housing
3. Boutique hotel
4. Retail & restaurant complex



EXISTING ZONING & PLANS - PERMITTED USES

1. Mixed-use with residential on upper floors
2. Hotel or other lodging (*hotels are permitted on the main level if they're not adjacent to Mainstreet*)
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*)



EASTMAIN – PROPERTY INFORMATION

Address	20085 E. Mainstreet
Owner	Town of Parker
Lot Acres*	4.077
Lot Square Feet	177,594
Zoning	Planned Development – EastMain
Land Use	Mixed-use
Character Area	Downtown Core
Parker Mainstreet Master Plan – Land Use	Mixed-use, with 25% containing ground floor overlay – active
Floodplain	None
Utilities	Water main stubs available; Sanitary sewer main in Mainstreet; Dry utilities within proximity
Building Present	No
Parking Existing	0
Restrictions*	Special District – Parker Central Area

*Source: [Parker's eTRAKiT Site](#)

ILLUSTRATIVE DESIGNS



BY THE NUMBERS

PROPERTY INFORMATION



PROPERTY AREA:
178,596 SF



ESTIMATED ANNUAL TIF REVENUE TO P3:
\$305,915*



ESTIMATED ANNUAL SALES TAX TO THE TOWN OF PARKER:
\$289,364*

POTENTIAL DEVELOPMENT SPACE



RESIDENTIAL:
78,000 SF



RETAIL/RESTAURANT:
52,500 SF



PARKING:
240 SPACES

* This information was provided by Economic & Planning Systems, Inc. through the market analysis.



ALIGNMENT

What the market, stakeholders and zoning support.

WHAT MAKES A GOOD DOWNTOWN?

A vibrant downtown comes from a variety of different elements. Here are a few factors that create a premium downtown area:



A mix of uses



Places for visitors to stay overnight



Active ground floor uses that encourage people to visit during the day and evening



Safe spaces for those traveling by foot, bike or car



A clearly defined space



Public amenities and event spaces for civic, cultural and theme-based events

Amenities for this property could include: Outdoor and rooftop dining spaces, outdoor space with benches, planters and greenery, bike parking

PROFESSIONAL OFFICE

Professional office space is located on upper levels of mixed-use buildings with ground floor retail and restaurant space. Professional office spaces bring people into a downtown during the day, increase activity during current non-peak hours and provide sales tax revenue while also creating a lively daytime atmosphere. New trends in office space include co-working and shared office environments, often incorporating small retail uses like cafes and coffee shops.



DOWNTOWN LIVING

Multi-family housing provides residential space for those who want to live in the downtown area. This residential space could be lofts or condos on the upper levels of mixed-use buildings with ground floor shopping and dining options. Downtown living supports retail uses and encourages more local shopping and dining options for everyone.



BOUTIQUE HOTEL

A boutique hotel is a small luxury hotel that is used by those coming to a downtown for events or business travel. Boutique hotels can also provide space for events, restaurants, bars and entertainment.



RETAIL & RESTAURANT COMPLEX

A retail and restaurant complex features a wide range of shops and dining options for those visiting an area. In most cases, these shops will be on the ground floor with either office or living space on the upper floors.



MY MAIN STREET

PINE CURVE



The My Mainstreet Project was a community effort to encourage the right growth for Downtown Parker. The goal was to partner with residents, developers and businesses to define what the community wanted to see and what was feasible for Pine Curve.

THE MY MAINSTREET PROCESS



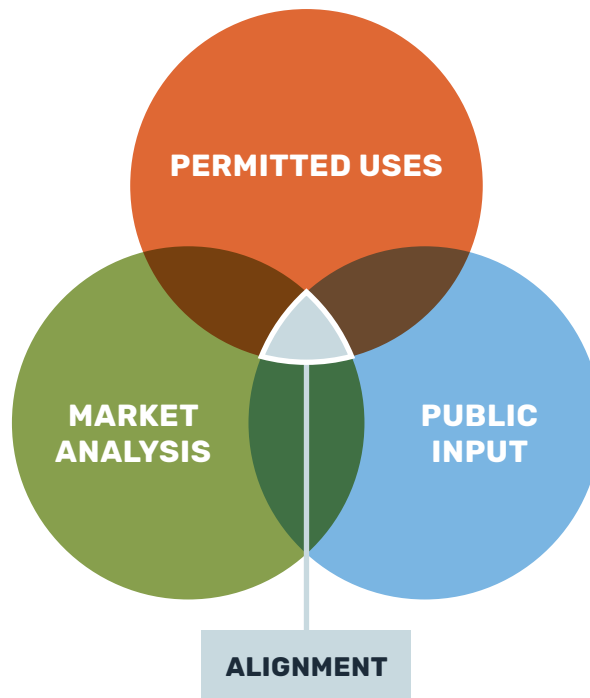
ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

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

1. Grocery store-anchored neighborhood shopping district
2. Additional medium-density housing



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



PINE CURVE – PROPERTY INFORMATION

Address	Unknown
Owner	Town of Parker
Lot Acres*	24
Lot Square Feet	1,045,440
Zoning	Greater Downtown
Land Use	Historic Center
Character Area	East Downtown Gateway
Parker Mainstreet Master Plan – Land Use	Mixed-use
Floodplain	None
Utilities	Water main available in Summerset Lane; Sanitary sewer connections available in northeast and southwest property corners; Gas provided by Xcel Energy; Comcast and CenturyLink located within the area
Building Present	Two vacant residential homes; demolished
Parking Existing	0
Restrictions*	Special District – Parker Central Area Downtown District – Historic Center

*Source: [Parker's eTRAKiT Site](#)

ILLUSTRATIVE DESIGNS

NON-ANCHORED DESIGN



GROCERY-ANCHORED DESIGN



Pine Curve presents more development space than the other My Mainstreet properties. For this reason, several development possibilities could occur. The numbers below will change depending on the final design that is adopted by the Town.

BY THE NUMBERS*

PROPERTY AREA: **1,045,440 SF**

POTENTIAL DEVELOPMENT SPACE:



OFFICE SPACE:
UP TO **100,000 SF**



TOWNHOMES:
UP TO **65 UNITS**



GROCERY SPACE:
UP TO **43,000 SF**



HOTEL:
LONG TERM VIABILITY



RETAIL/RESTAURANT
SPACE:
UP TO **30,000 SF**

* This information was provided by Economic & Planning Systems, Inc. through the market analysis.



ALIGNMENT

What the market, stakeholders and zoning support.



WHAT MAKES A GOOD DOWNTOWN?

A vibrant downtown comes from a variety of different elements. Here are a few factors that create a premium downtown area:



A mix of uses



Places for visitors to stay overnight



Active ground floor uses that encourage people to visit during the day and evening



Safe spaces for those traveling by foot, bike or car



A clearly defined space



Public amenities and event spaces for civic, cultural and theme-based events

GROCERY STORE-ANCHORED NEIGHBORHOOD SHOPPING DISTRICT

This shopping district would feature a cluster of different shopping and dining options with a small to medium-sized grocery store as the primary destination for the area. The shopping district would allow for additional dining amenities with large outdoor seating areas and outdoor spaces that are incorporated into the overall design of a space.



ADDITIONAL MEDIUM-DENSITY DOWNTOWN HOUSING

Medium-density housing will bring additional options to those looking to live in Downtown Parker. Because of its proximity to downtown, these units would need to feature the same architectural elements as the rest of Downtown Parker. Medium-density downtown housing could include townhomes and duplexes, both for sale and for rent.

Amenities for this property could include: Plazas for lingering or outdoor seating, designed open space that maintains the view corridor to downtown, ample parking space



MY
MAIN
STREET

IMPLEMENTATION



PARKER
COLORADO



IMPLEMENTATION

This document is intended to provide a high-level framework and guidance for development on these properties and is not intended to create additional approval requirements prior to development. It is intended to provide any developer detailed information on the consensus of a market analysis and input from the community. There is an understanding that flexibility and deviations from the framework may be required to ensure the proposed development is feasible. All development proposals will be required to demonstrate to staff and the community how the proposed development fits the My Mainstreet Framework and is consistent with the recommendations and findings of the Framework.

DISPOSITION PROCESS

Brokerage Firm

The Town of Parker and P3 will be selecting a commercial brokerage firm to assist in the search for the development partners for the My Mainstreet properties. The commercial brokerage firm will be selected utilizing the Request for Proposal (RFP) process.

Land Transfer

The new owners of the Town-owned properties (PACE Lot 2, EastMain and Pine Curve) will be shared publicly when the Town has adequate assurance that the developments are feasible, approved and funding for the project is secured.

For 19081 E. Mainstreet, which is owned by Parker Authority for Reinvestment (P3), property ownership will be shared publicly once P3 has adequate assurance the redevelopment fits into the framework.

LAND USE

Mixed-Use

For 19081 E. Mainstreet, which is owned by Parker Authority for Reinvestment (P3), the property ownership will be conveyed once P3 has the adequate assurance the redevelopment fits into the Parker Central Area Urban Renewal Area Plan.

Use by Special Review

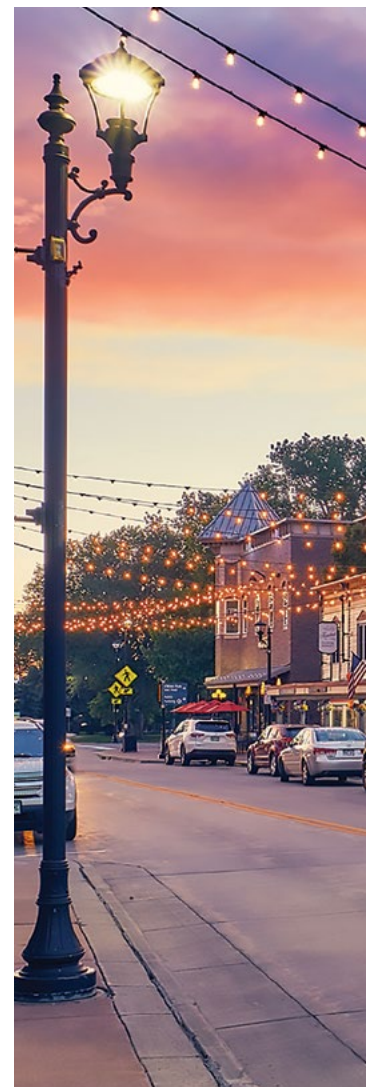
The process to approve any use by special review applications will require a public hearings and approvals from the Planning Commission and Town Council.

Parking

Development of all properties will be required to provide parking as required by the Town of Parker's downtown parking standards.

Information on the downtown parking standards can be found online at:

- <http://www.parkeronline.org/2047/Downtown-Parking-Study-and-Plan-Implemen>



My Mainstreet ZONING COMPARISON

PROPERTIES	ZONING	DESIGN/AREA DISTRICT
19801 E. Mainstreet	Greater Downtown	Historic Center
PACE Lot 2	Greater Downtown	Historic Center
Pine Curve	Greater Downtown	Historic Center
EastMain	EastMain Planned Development	Planning Area 3 – Mixed-Use

ZONE	GREATER DOWNTOWN	EASTMAIN PLANNED DEVELOPMENT		
	Historic Center	Ground Floor Adjacent to Mainstreet	Ground Floor Not Adjacent to Mainstreet	Upper Floors

RESIDENTIAL/ACCOMMODATIONS

Residential dwelling units located above the street-level floor	Permitted	Not Permitted	Special Review	Permitted
Residential dwelling units for owners, caretakers or employees	Permitted	N/A	N/A	N/A
Single-family detached & duplexes	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Multi-family	Permitted	Not Permitted	Special Review	Permitted
Multi-family on ground floor facing Mainstreet	Not Permitted	Not Permitted	N/A	N/A
Lodging establishments (hotel, motel, inn or bed and breakfast)	Permitted	Not Permitted	Permitted	Permitted

GENERAL OFFICE, RETAIL AND SALES

Professional offices	Permitted	Not Permitted	Permitted	Permitted
Financial services, such as banks and brokerages	Permitted	Not Permitted	Permitted	Permitted
Retail shopping establishments	Permitted	Permitted	Permitted	Permitted
Commercial services establishments, including printing and publishing	Permitted	Not Permitted	Not Permitted	Not Permitted
Research and development facilities	Permitted	Not Permitted	Not Permitted	Not Permitted
Specialty goods and service establishments	Permitted	Not Permitted	Not Permitted	Not Permitted
Grocery store	Permitted	Not Permitted	Not Permitted	Not Permitted
Convenience service establishments	Permitted	Permitted	Permitted	Permitted
Convenience stores with gas pumps	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Motor vehicle filling stations, with or without car wash	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Mortuaries and/or crematoriums	Special Review	Not Permitted	Not Permitted	Not Permitted
Greenhouses, plant nurseries (retail)	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Greenhouses, plant nurseries (wholesale)	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Building material sales without outdoor storage	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Building material sales with outdoor storage	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Personal services, such as salon, beauty shop, spas	Permitted	Permitted	Permitted	Permitted
Small animal dog training and grooming where ancillary to permitted retail use (indoor)	Permitted	Not Permitted	Not Permitted	Not Permitted

ZONE	GREATER DOWNTOWN	EASTMAIN PLANNED DEVELOPMENT		
	Historic Center	Ground Floor Adjacent to Mainstreet	Ground Floor Not Adjacent to Mainstreet	Upper Floors
Design/Area Districts				
Small animal veterinary clinic/hospital, kennels or pet day care (indoor)	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Small animal veterinary clinic/hospital, dog training/grooming, kennels or pet day care (outdoor)	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Studio/gallery	Permitted	Permitted	Permitted	Permitted
EATING AND DRINKING ESTABLISHMENTS				
Restaurant (with indoor and outdoor seating) with or without liquor service	Permitted	Permitted	Permitted	Permitted
Restaurant with drive through	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Take out and delivery	Permitted	Permitted	Permitted	Permitted
Lounge, bar or microbrewery	Permitted	Permitted	Permitted	Permitted
INSTITUTIONS				
Educational facilities (private and public)	Special Review	Not Permitted	Not Permitted	Not Permitted
Day care center, preschool, nursery	Permitted	Not Permitted	Not Permitted	Not Permitted
Nursing homes, hospitals, minor emergency centers or extended care facilities	Special Review	Not Permitted	Not Permitted	Not Permitted
Assisted and independent living centers	Special Review	Not Permitted	Not Permitted	Not Permitted
Library	Permitted	Not Permitted	Not Permitted	Not Permitted
Conference center or meeting hall	Special Review	Not Permitted	Not Permitted	Not Permitted
MOTOR VEHICLE RELATED SALES AND SERVICE OPERATIONS	Not Permitted	Not Permitted	Not Permitted	Not Permitted
RECREATION, AMUSEMENT AND ENTERTAINMENT				
Indoor recreational activities, such as bowling, skating, arcade	Special Review	Not Permitted	Not Permitted	Not Permitted
Cultural facility, such as a museum, stage theatre or amphitheater	Special Review	Not Permitted	Not Permitted	Not Permitted
Indoor movie theater	Special Review	Not Permitted	Not Permitted	Not Permitted
Outdoor recreation activities, such as miniature golf, batting cage	Special Review	Not Permitted	Not Permitted	Not Permitted
Health club (with public or private memberships)	Special Review	Not Permitted	Not Permitted	Not Permitted
Public park, playgrounds or open space	Permitted	Not Permitted	Not Permitted	Not Permitted
Trail and trail head	Permitted	Not Permitted	Not Permitted	Not Permitted
Night club	Permitted	Not Permitted	Permitted	Permitted
TRANSPORTATION/PARKING STRUCTURES/STORAGE				
Recreational vehicle storage	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Self-storage units, provided no flammable or hazardous materials are kept on the premises	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Commercial outdoor storage, screened from view	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Parking garages (public and private)	Special Review	Accessory Use Permitted	Accessory Use Permitted	Accessory Use Permitted
Public transportation facility, such as shuttle service or park and ride	Permitted	Not Permitted	Not Permitted	Not Permitted

ZONE	GREATER DOWNTOWN	EASTMAIN PLANNED DEVELOPMENT		
		Ground Floor Adjacent to Mainstreet	Ground Floor Not Adjacent to Mainstreet	Upper Floors
Design/Area Districts	Historic Center			
UTILITIES/ALTERNATIVE ENERGY				
Treatment plant	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Public utility major facility	Special Review	Not Permitted	Not Permitted	Not Permitted
Water storage facility	Special Review	Not Permitted	Not Permitted	Not Permitted
Wind or solar energy conversion system	Special Review	Not Permitted	Not Permitted	Not Permitted

GREATER DOWNTOWN ZONING DISTRICT

PURPOSE

The Greater Downtown District covers the geographic region of the Town’s commercial core and seeks to achieve the following goals:

1. To establish a practical, interconnected system of streets, parks and walkways that allows easy orientation and convenient access for all modes of transportation.
2. To utilize natural open spaces, such as gulches, and developed public spaces, parks and plazas, to organize and coordinate development.
3. To accommodate a broad mix of development types that encourages alternative transportation, especially walking and transit use.
4. To provide common usable open space that is of mutual benefit to surrounding property owners, businesses and residents.
5. To construct the early phases of development in a manner that establishes a pattern and character for the long-term evolution of the Historic Center.
6. To create a built environment that is in scale and character with pedestrian-oriented activities.
7. To provide opportunities to increase Parker’s retail competitiveness within its trade area.
8. To encourage the long-term sustainability and vitality of Greater Downtown, including the creation of opportunities for new retail development and sales tax generation.
9. To ensure that future growth proceeds in a manner consistent with the vision of the community developed through the Downtown Strategic Action Plan process.

Within the Greater Downtown District, five (5) separate “Design Districts” are established: Historic Center, Pikes Peak Center, Town Center, Twenty Mile Center and Market Center. In order to address their unique characteristics, each design district shall contain separate stand-alone standards and guidelines for development, as provided herein.

Source [Town of Parker’s Municipal Code 13.04.110 - GD - Greater Downtown District](#)

PLANNED DEVELOPMENT ZONING DISTRICT

INTENT

Areas to accommodate innovative approaches to residential, recreational, commercial and industrial land uses. Planned developments are encouraged to bring about innovative approaches to development, creative designs of land uses, preservation of significant natural features within the Town, retention of historic structures and sites, retention of open space, compatibility with overall community objectives and consideration of environmental concerns.

DEFINITION

Planned development means a tract or parcel of land controlled by one or more landowners, which is developed under a single development plan for either a number of residential units, business, commercial, industrial, educational, recreational uses or any combination of the aforementioned. In addition to a development plan, a development guide shall be prepared and will reflect the variations in lot size, bulk, type of use or activity, density and lot coverage, as modified and approved by the Town Council upon the recommendation of the Planning Commission.

Source [Town of Parker's Municipal Code 13.04.150 - PD- Planned Development](#)

EASTMAIN PLANNED DEVELOPMENT GUIDE

PURPOSE

The purpose of the EastMain Planned Development Guide is to implement the EastMain Vision Plan through establishing standards for the orderly development and improvement of the real property contained within the development plan described. The development guide will provide opportunities for innovative design of the property, support implementation by the private and public sectors and incorporate a blend of amenities and activities that will increase vitality and energy to the area around the property.

VISION

By 2020 the EastMain property will be an integrated component of our downtown serving as a desirable destination for a wide range of year-round activities. The residents of the Denver Region will recognize EastMain as a defining place and part of the downtown through conversation, images, social media and the internet.

Source [Town of Parker's EastMain Planned Development - Development Guide](#)

ENTITLEMENT PROCESS - REQUIRED TOWN OF PARKER REVIEWS AND APPROVALS

Site Plan Review Process

The Town of Parker has an administrative site plan approval process that requires a public hearing. For the properties owned by the Town of Parker, a public hearing will be required for site plan approval. For the property owned by the Parker Authority for Reinvestment, an administrative site plan approval will be required, this process may require a public hearing with the Planning Commission as determined by the Town of Parker's Community Development Department Director.

- Administrative Site Plan Approval – 3-5 months from complete submittal
- Site Plan with Public Hearing – 5-7 months from complete submittal

Time frames for site plan approvals are high-level estimates. The actual time frames are dependent on the quality of the submission and developer response times to comments. Full site plan submittal requirements can be obtained online at www.ParkerOnline.org/SitePlanPacket.

Minor Development Plat and Replat Process

Any other requirements such as a minor development plat or replat can run concurrently with the site plan process. Approval of a minor development plat will require a public hearing and approval from the Planning Commission and Town Council. The replat of a property will require an administrative approval.

The full minor development plat and replat requirements can be found online at:

- Minor Development Packet – 5-7 months from complete submittal – www.ParkerOnline.org/MinorDevelopmentPacket
- Replat Packet – 3-5 months from complete submittal – www.ParkerOnline.org/ReplatPacket



PACE Lot 2

The approval process for this Town-owned property requires a public hearing for site plan approval. The public hearing process requires approval by the Town's Planning Commission and by Town Council. It is anticipated that a replat of this property will be required.



Pine Curve

The approval process for Town-owned property requires a public hearing for site plan approval. The public hearing process requires approval by the Town's Planning Commission and two hearings by Town Council. The Pine Curve property is currently unplatted – it is anticipated that a minor development plat of this property will be required.



EastMain

The approval process for Town-owned property will require a public hearing for site plan approval. The public hearing process requires approval by the Town's Planning Commission and two hearings by Town Council.



19801 E. Mainstreet

The approval process for the P3 owned property (19801 E. Mainstreet) will require an administrative site plan approval and may require a public hearing with the Planning Commission. It is anticipated that a replat of this property will be required.