



PARKER AUTHORITY FOR REINVESTMENT ADVISORY COMMITTEE

AGENDA

March 14, 2018

6:30 PM

**Douglas County Libraries – Parker Branch
20105 Mainstreet, 2nd Floor Conference Room**

1. **CALL TO ORDER AND ROLL CALL**

2. **SPECIAL PRESENTATION(S)**

My Mainstreet Project

3. **ADJOURNMENT**



My Mainstreet

February 28, 2018

Trestle Strategy Group – Danica Powell



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





Project Team



Michael Baker

INTERNATIONAL

Danica Powell

- Principal in Charge
- Strategic Planning
- Entitlements
- Community Engagement
- CoB Planning Board Member – 2010 to 2013



Anne Kuechenmeister

- Community Engagement Specialist
- Engagement Facilitation
- Stakeholder Visioning
- Consensus Building



Cole Meleyco

- Project Manager/Analyst
- Engagement Support
- Site and Zoning Analysis
- Market Analysis
- Yield Studies





Our Experience

Trestle Strategy Group specializes in providing strategic, collaborative and neutral problem solving solutions that meet complex real estate challenges and community building initiatives. Key aspects of our approach include:

- Customized community outreach in tandem with complex real estate projects and urban planning initiatives
- Entitlement of complex real estate projects with multiple stakeholders
- Evaluating real estate opportunities
- Identifying and translating community values into project based solutions



Around the Room

1. Outcomes - What are your hopes/goals for these Town owned sites?
1. What is your top concern about this public process?



Critical Success Factors

- Organized, aligned and collaborative team focus
- Adapt and remain nimble to unforeseen situations
- Build shared understandings amongst stakeholders
- Share out the many diverse opinions of the community
- Create alignment between community desires, market realities and municipal goals

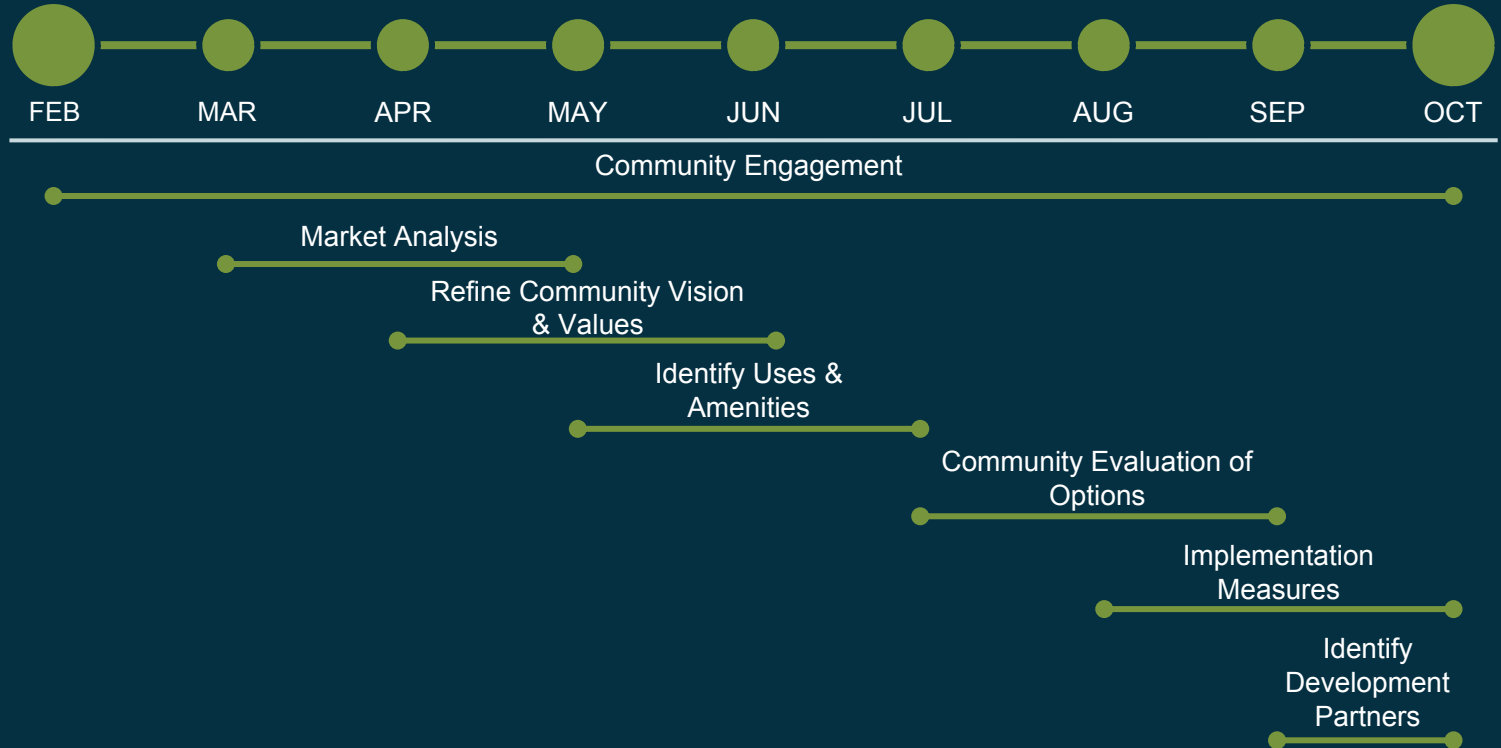


Critical Success Factors

- Share a foundation of technical knowledge and project experience
- Identify market supported solutions that create community benefit and long term economic sustainability
- Build a regulatory foundation with a predictable and clearly articulated vision
- Align efforts with other Parker planning initiatives



My Mainstreet Time Line





IAP2's Public Participation Spectrum



Increasing Level of Public Impact

Inform

Consult

Involve

Collaborate

Empower

Public participation goal

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

To obtain public feedback on analysis, alternatives and/or decisions.

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

To place final decision-making in the hands of the public.

Promise to the public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory Committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision



Outreach- INFORM

- Project One Pager
- Open House
- Fact Sheet
- FAQ/Fact or Fiction

MY MAINSTREET

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.

GOALS

P3 will partner with Town residents, business owners and developers to define what the community would like to see on the sites and what is feasible for the private market to develop.

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

This is a unique opportunity to shape our downtown 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

Hi to P



Outreach – CONSULT

- Bang the Table
- Storytelling/Image Preference
- Focus Groups
- Surveys





Outreach - INVOLVE

- Visioning Workshops
- City As Play
- Interactive Study Sessions
- Pop-Ups/Micro Engagements





Outreach - COLLABORATE

- P3 Advisory Committee
- Participatory Decision Making
- Financial Modeling





Challenge	Strategies
Resistance to change or development	<ul style="list-style-type: none">● Communicate clear understanding of process● Create options - ask opinions● Focus on what is working● Connect stakeholders with solution
Developing a shared vision and values	<ul style="list-style-type: none">● Identify stakeholders common values● Develop a vision that honors values● Use strategies to add transparency (keypad polling, map input, photovoice, video and chalkboard)
Distrust	<ul style="list-style-type: none">● Build concepts with stakeholders● Make progress and emerging ideas visible, connect them to stakeholder input
Identifying Downtown Uses	<ul style="list-style-type: none">● Celebrating the past and moving into the future● Create alignment around what is working and integrate into future opportunities
Translating Uses to Process and Implementation	<ul style="list-style-type: none">● Identifying correct process● Identify implementation strategy with the community



P3 Advisory Committee Role

Process and Participation:

- Meet monthly to present our findings, gather feedback and information, and share progress
- Trestle/P3 will share information about the process, project updates and outcomes
- P3 Advisory Committee will take this information back to their groups and commissions to share information and encourage participation
- Not a decision making role. The goal is for the results and outcomes to be determined through the public process and market analysis



P3 Advisory Committee Activity

1. Jot down potential land uses that could be feasible - 1 per post it note, color coded to site
BE CREATIVE AND SPECIFIC!
2. Hand post it to Anne
3. Anne to categorize
4. Dot voting as a group





How Input Will Be Used

