



PARKER AUTHORITY FOR REINVESTMENT STUDY SESSION AGENDA

April 11, 2022

5:00 PM

1. Authority Board Items

2. Study Session Items

A. My Mainstreet Development Concepts - Confluence/Feazell/Martinez - 1 hour



Parker Authority for Reinvestment Study Session Memorandum

TO: Parker Authority for Reinvestment Chair and Board of Commissioners

FROM: Weldy Feazell, Redevelopment Manager
Michelle Kivela, Town Administrator

DATE: April 11, 2022

SUBJECT: My Mainstreet Development Concept Plan Review with Confluence

ISSUE:

The Exclusive Negotiation Agreement with Confluence Companies for the My Mainstreet parcels will expire on April 17, 2022. A presentation to the PAR Board on the concept plans will be provided by Confluence Companies for discussion.

FISCAL/BUDGET IMPACT:

None.

BACKGROUND:

An Exclusive Negotiation Agreement (ENA) with Confluence Companies (Confluence) was approved by the PAR Board on January 18, 2022. The ENA provided 90 days for Confluence to develop concept development plans for the five My Mainstreet parcels. The 90 day period expires on April 17, 2022, with the ability to extend the ENA for an additional 90 days.

Confluence Companies will update the status of the concept plans and provide a presentation of their vision for the development of the My Mainstreet parcels. Based on the status update and feedback, there will need to be an extension of the ENA to allow for further development of the plans and continue evaluating the financial feasibility of the plans.

RECOMMENDATION:

Staff recommends we extend the ENA with Confluence for an additional 90 days, to allow for the further development of the concept plan and financial analysis.

REQUESTED DIRECTION:

Staff is seeking feedback on the concept development plans for the My Mainstreet parcels. Additionally, staff would like to extend the ENA with Confluence for an additional 90 days.

ATTACHMENT:

1. My Mainstreet Development Concepts



MY MAINSTREET PARKER

04.11.2022

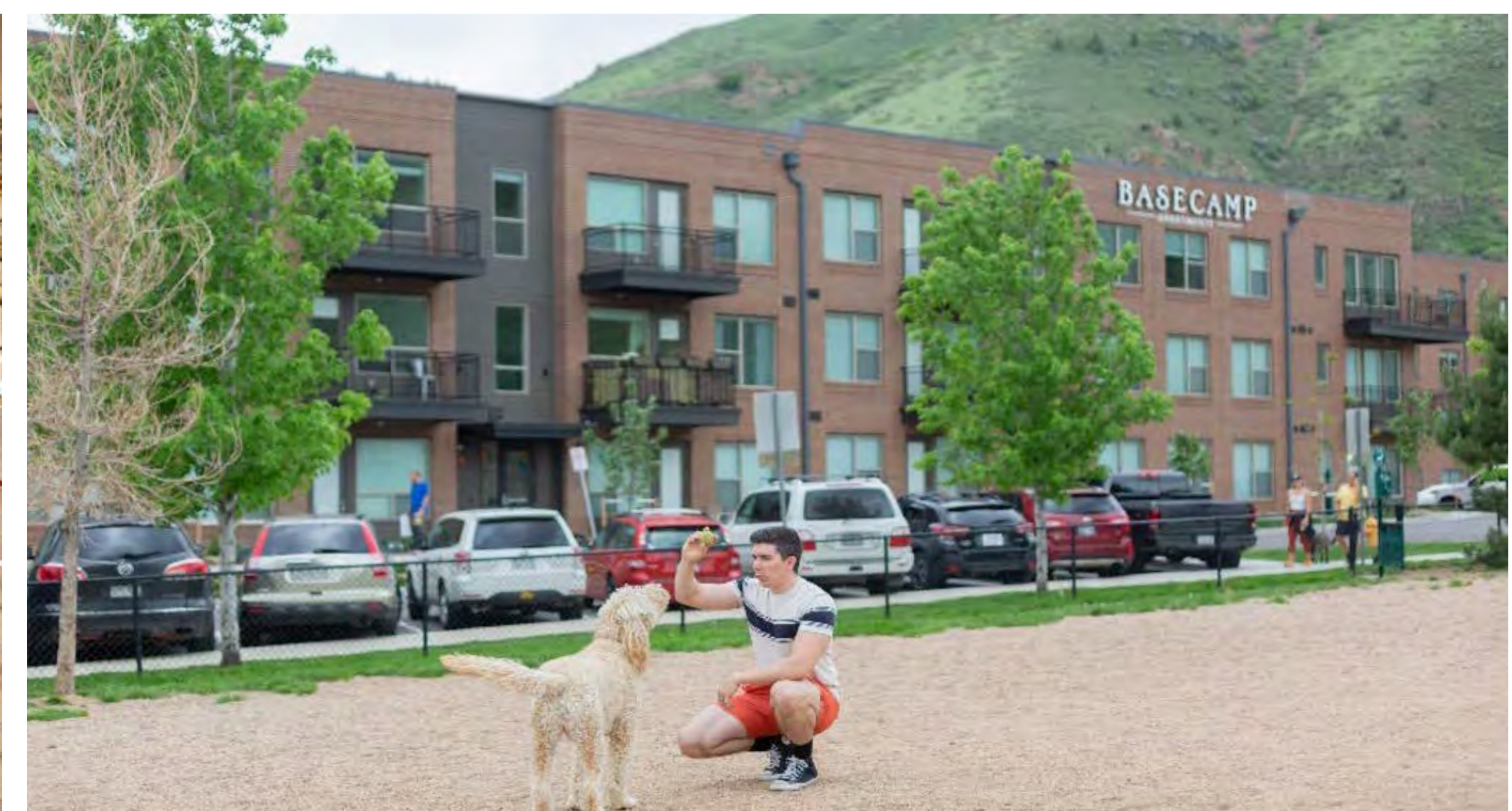
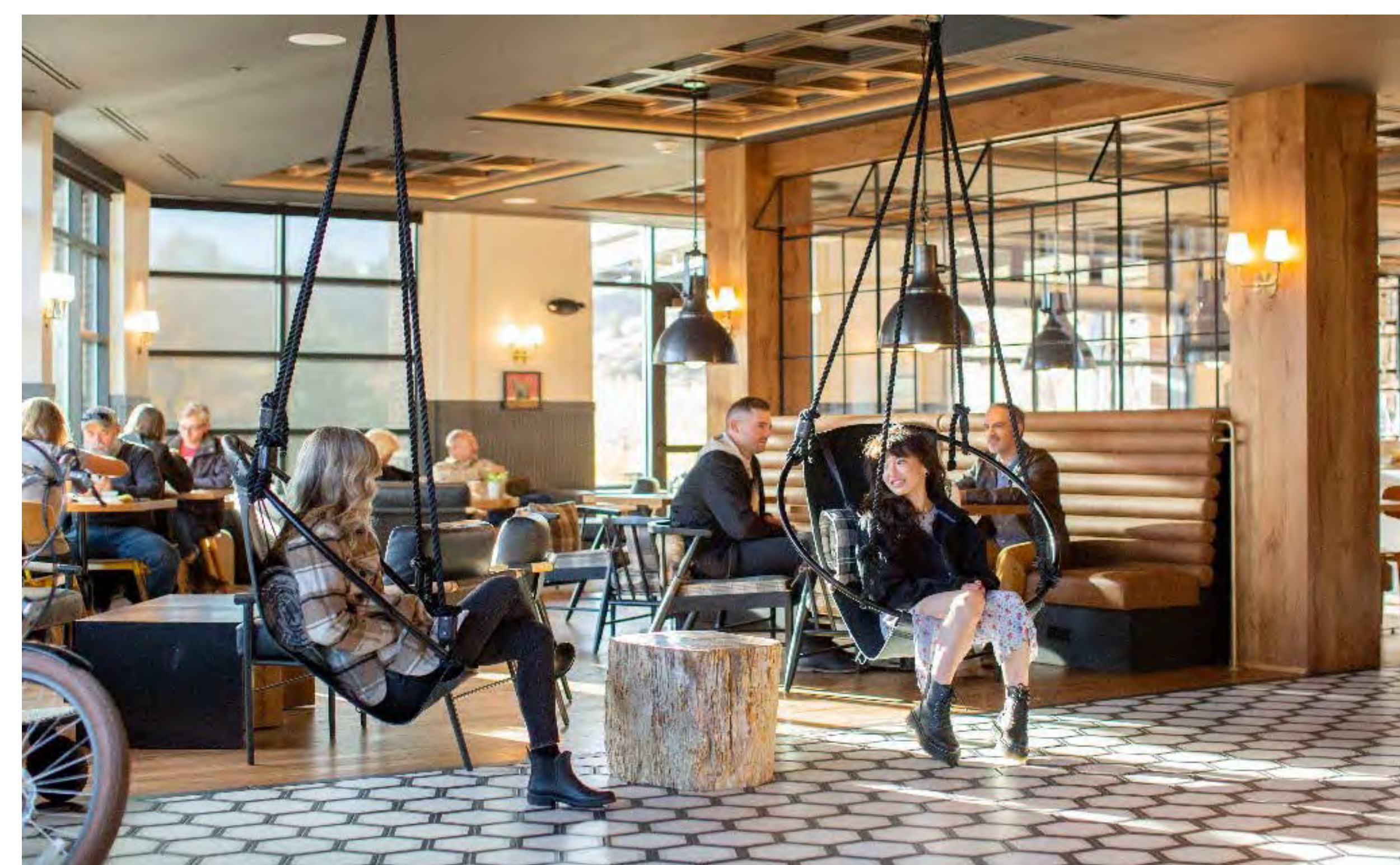


CONFLUENCE

c o m p a n i e s

CREATING PLACES THAT TELL A STORY

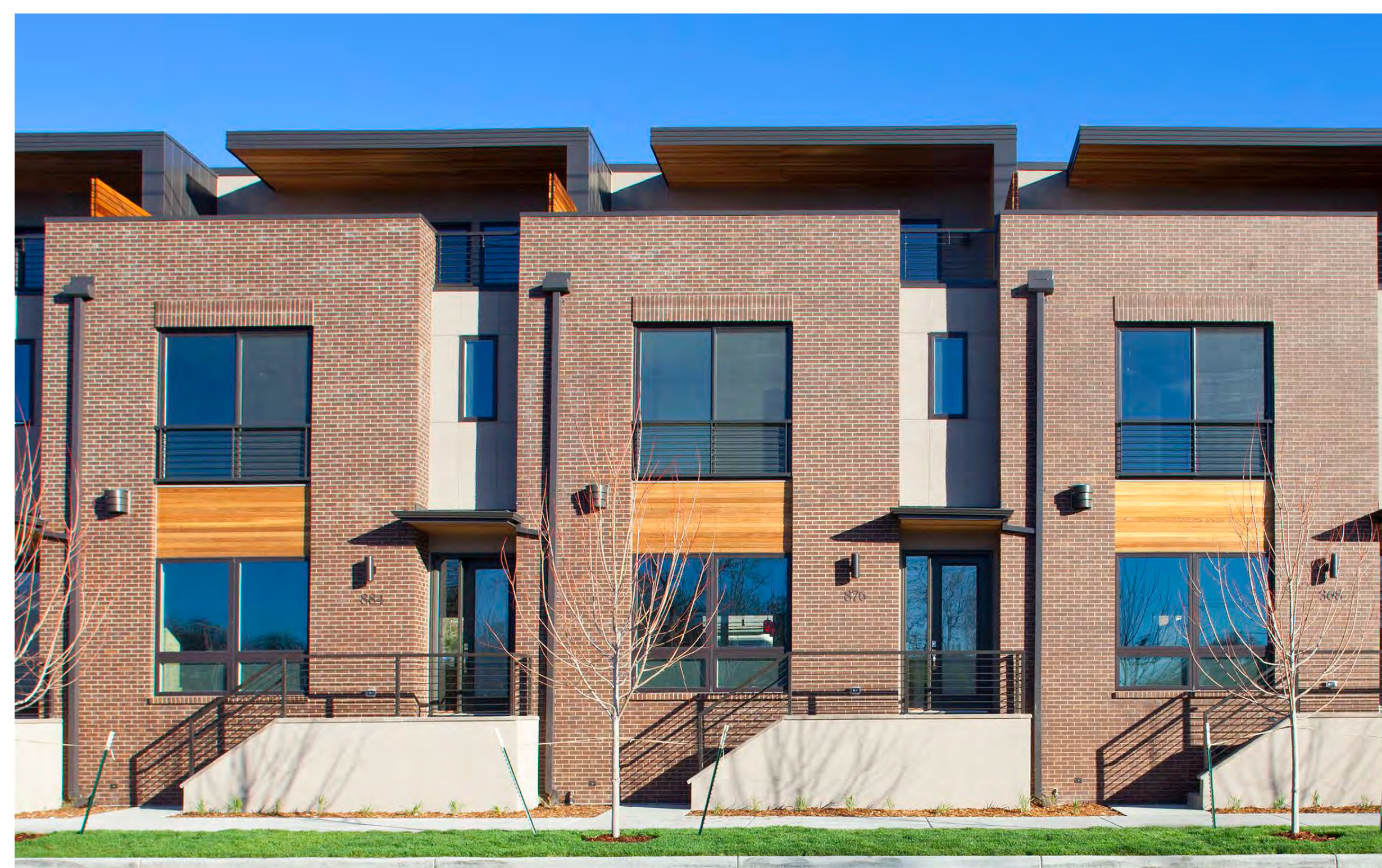
DEVELOPMENT
CONSTRUCTION MANAGEMENT
PROPERTY MANAGEMENT





CRAINE ARCHITECTURE

LANDMARKS IN DESIGN





TIMELINE

- Parker 2035 Master Plan approved by Town Council June, 2012
- Parker 2035 Master Plan adopted as policy document 2014
- Mainstreet Master Plan included in the Parker Masterplan Sep, 2015
- My Mainstreet project initiated March, 2018
- Parker 2035 Master Plan updated Dec, 2018



GOAL

Eliminate blight and catalyze re-development or development of (4) underutilized and vacant parcels in the core of Downtown Parker and the Parker central urban renewal area



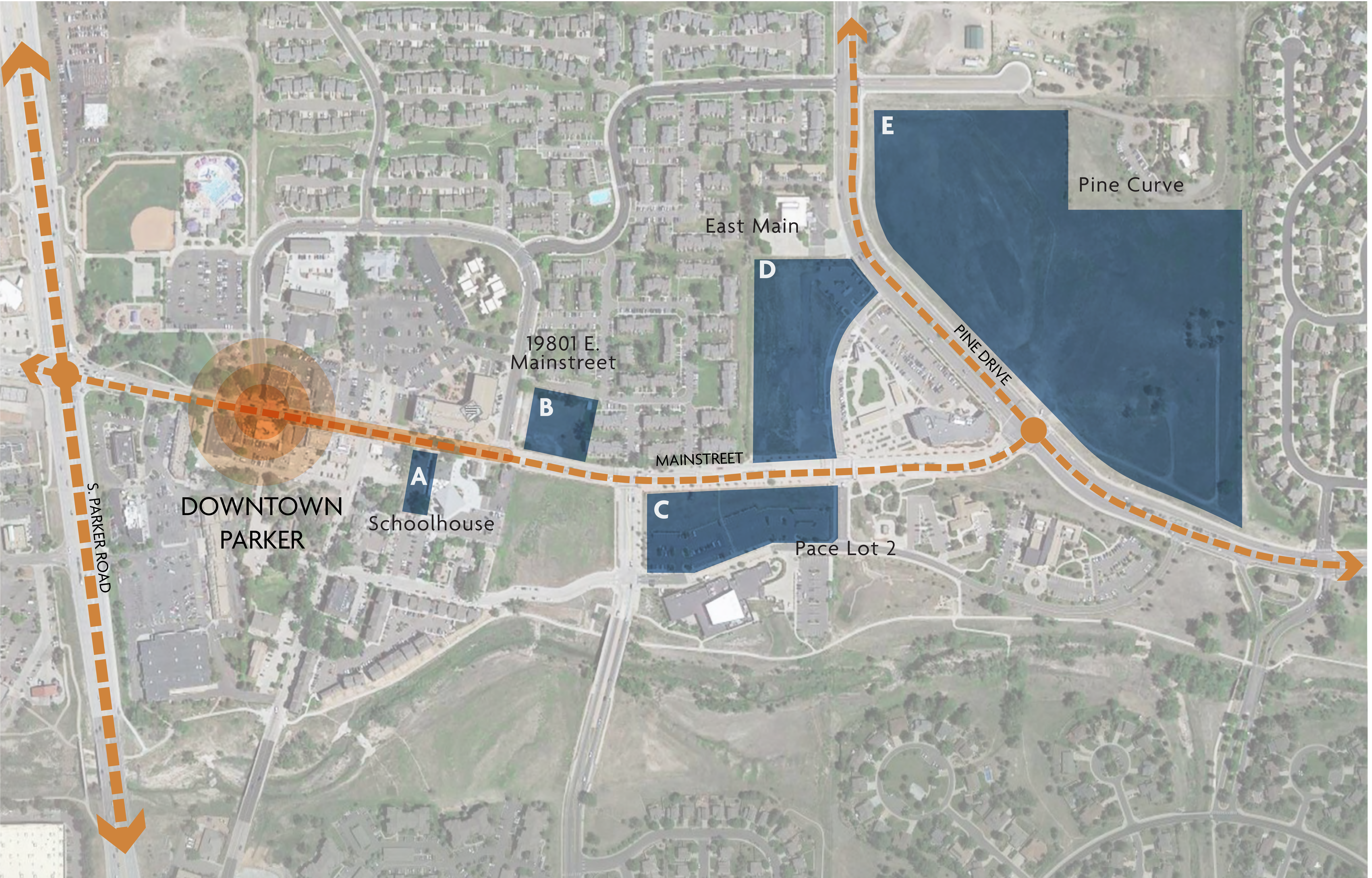


VISION

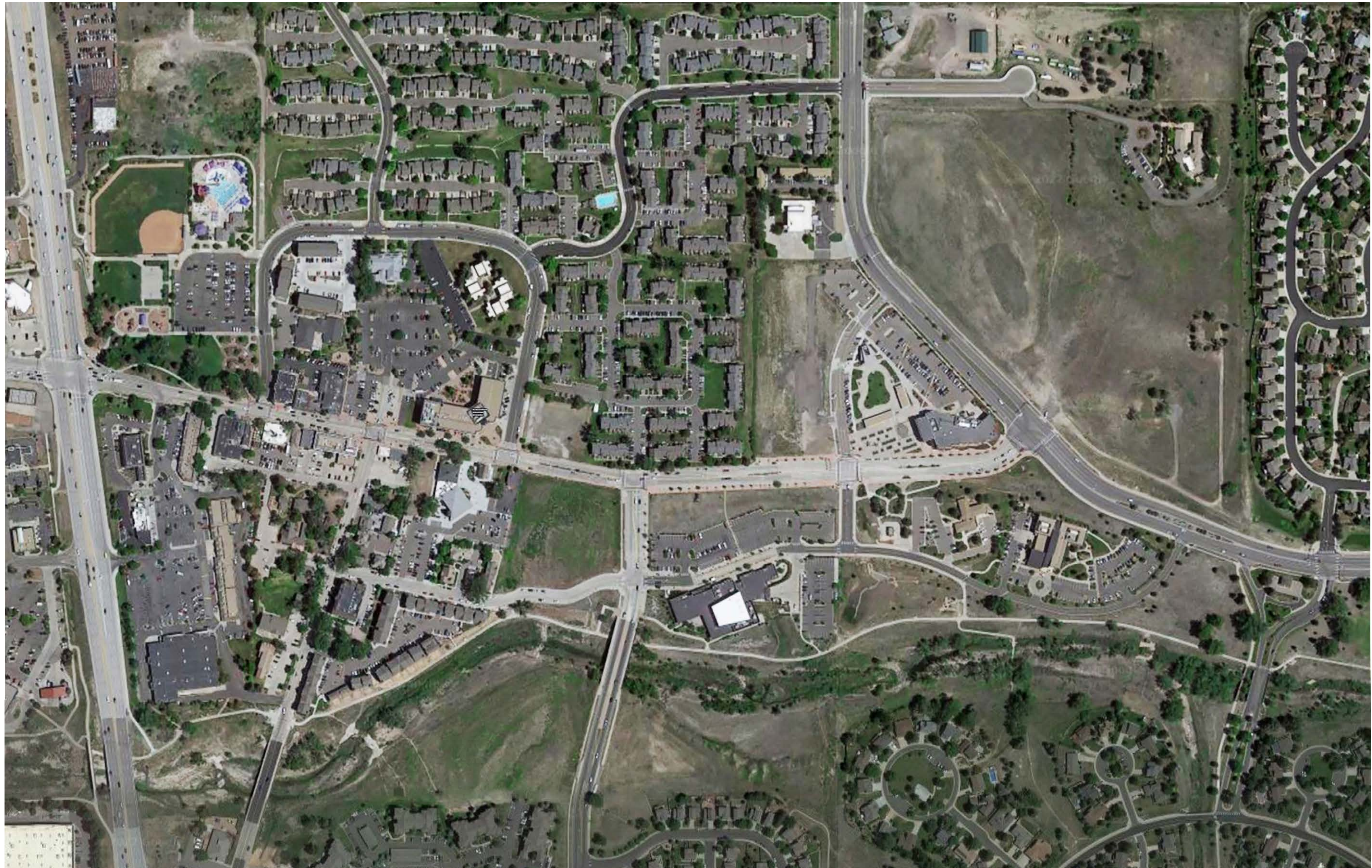
- Achieve a vibrant and walkable downtown that promotes a mix of uses, enhancing the vitality of Mainstreet
- Implement the vision and goals of Mainstreet Master Plan
- Balanced parking solutions
- Contribute to a sense of place and Downtown Parker as a destination
- Make use of current amenities in the area (PACE Center, Discovery Park, Parker Library) to catalyze private development and promote a more walkable downtown experience



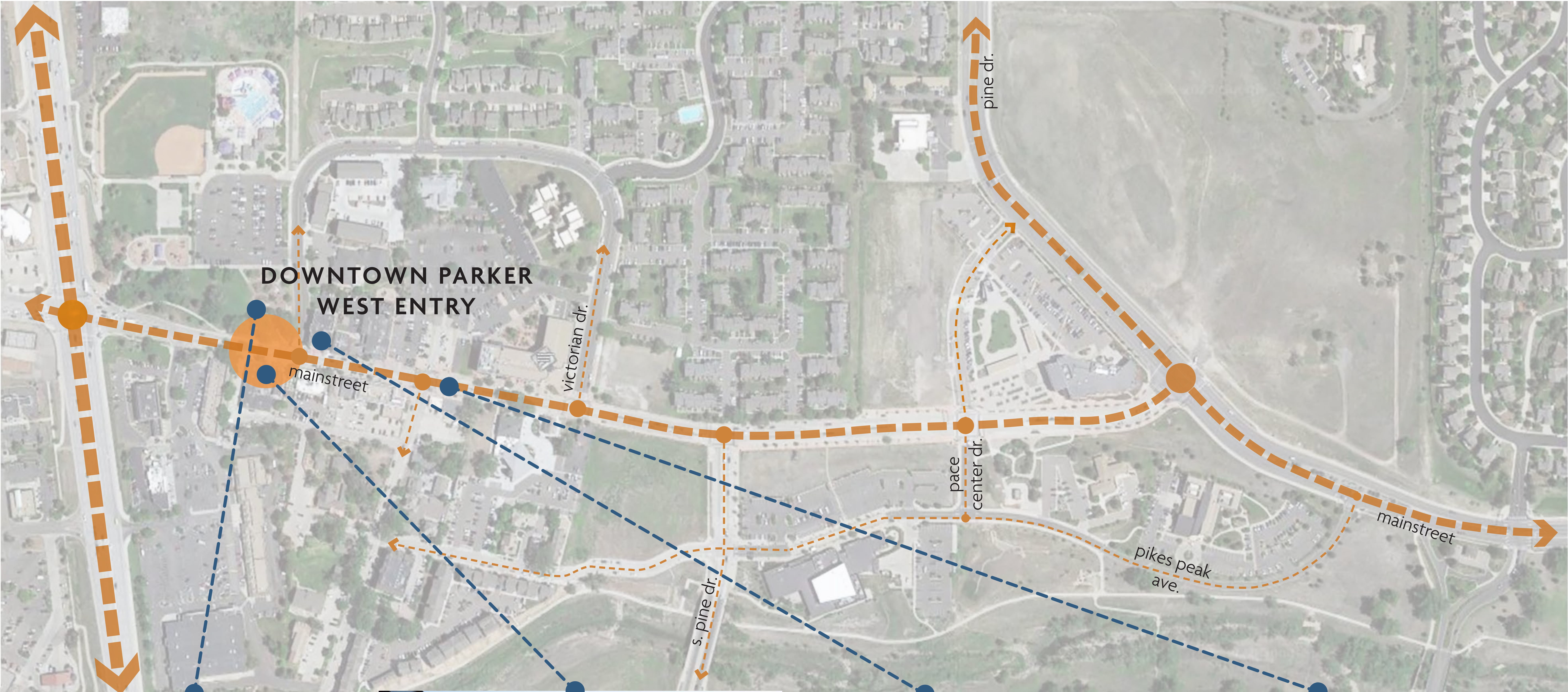
PARKER - My Mainstreet Parcels



PARKER - Downtown Parker Tour



PARKER - West Entry



O'Brien Park



Parker Garage

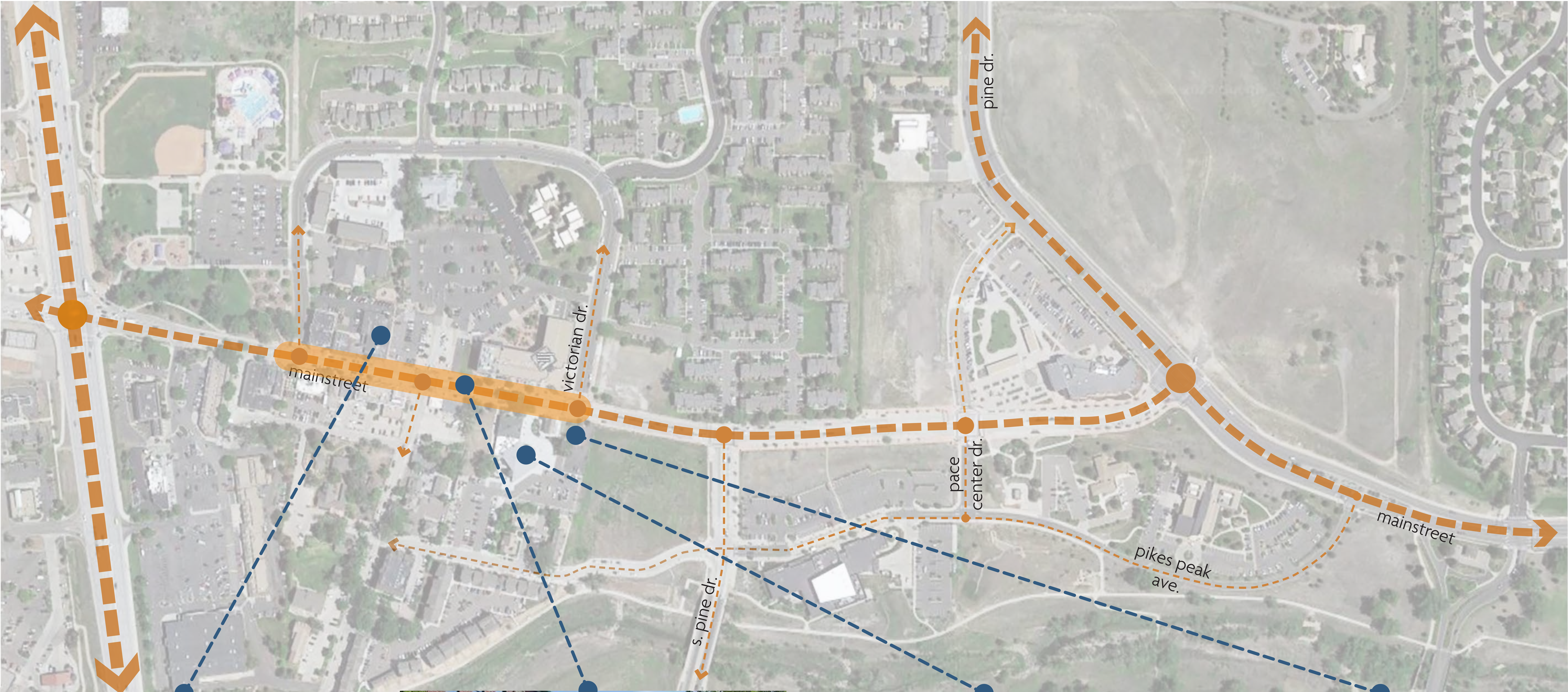


Black Haus Tavern



Mainstreet

PARKER - Victorian Drive Loop



Local Retail



Farmer's Market

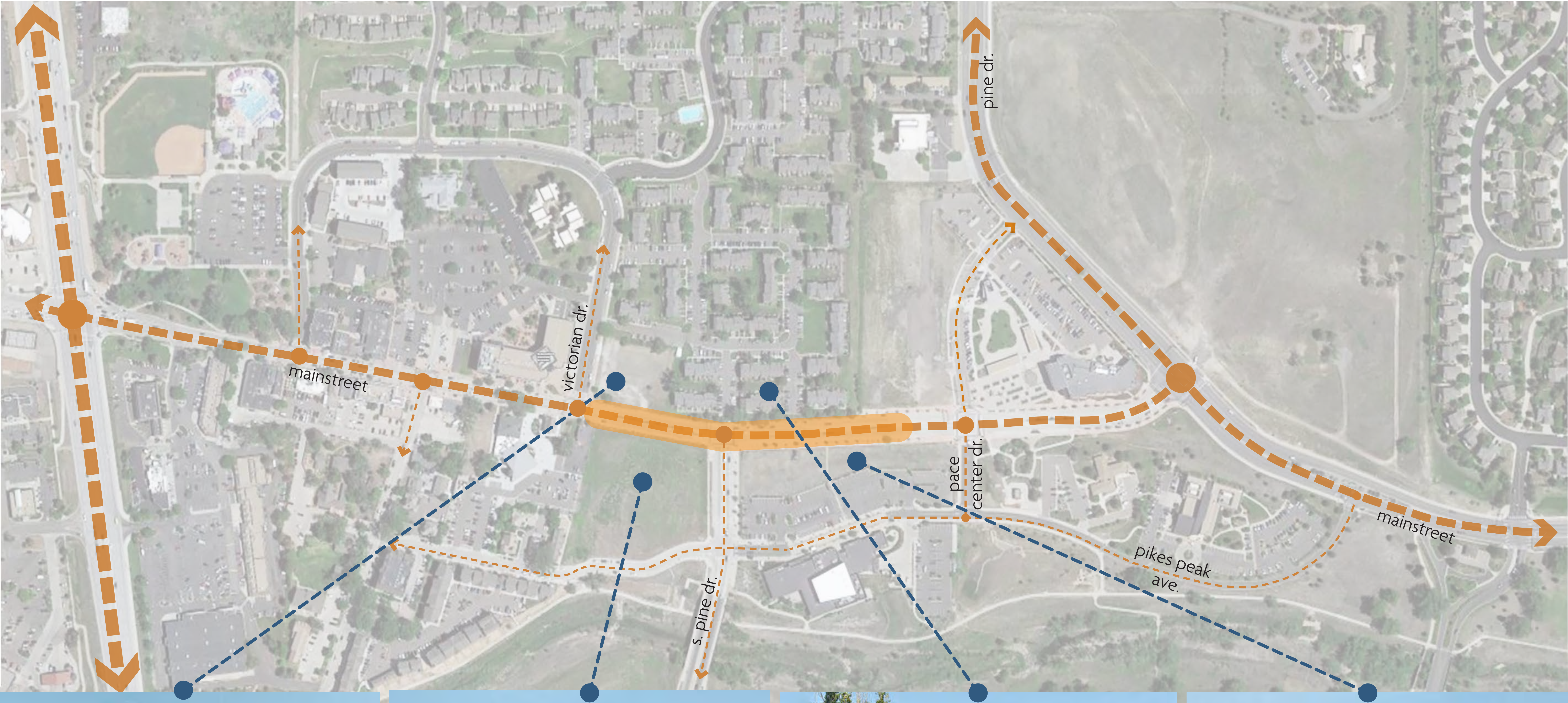


Schoolhouse



Ruth Chapel

PARKER - Mainstreet & Pine Drive



Mainstreet & Victorian Dr.



New Development

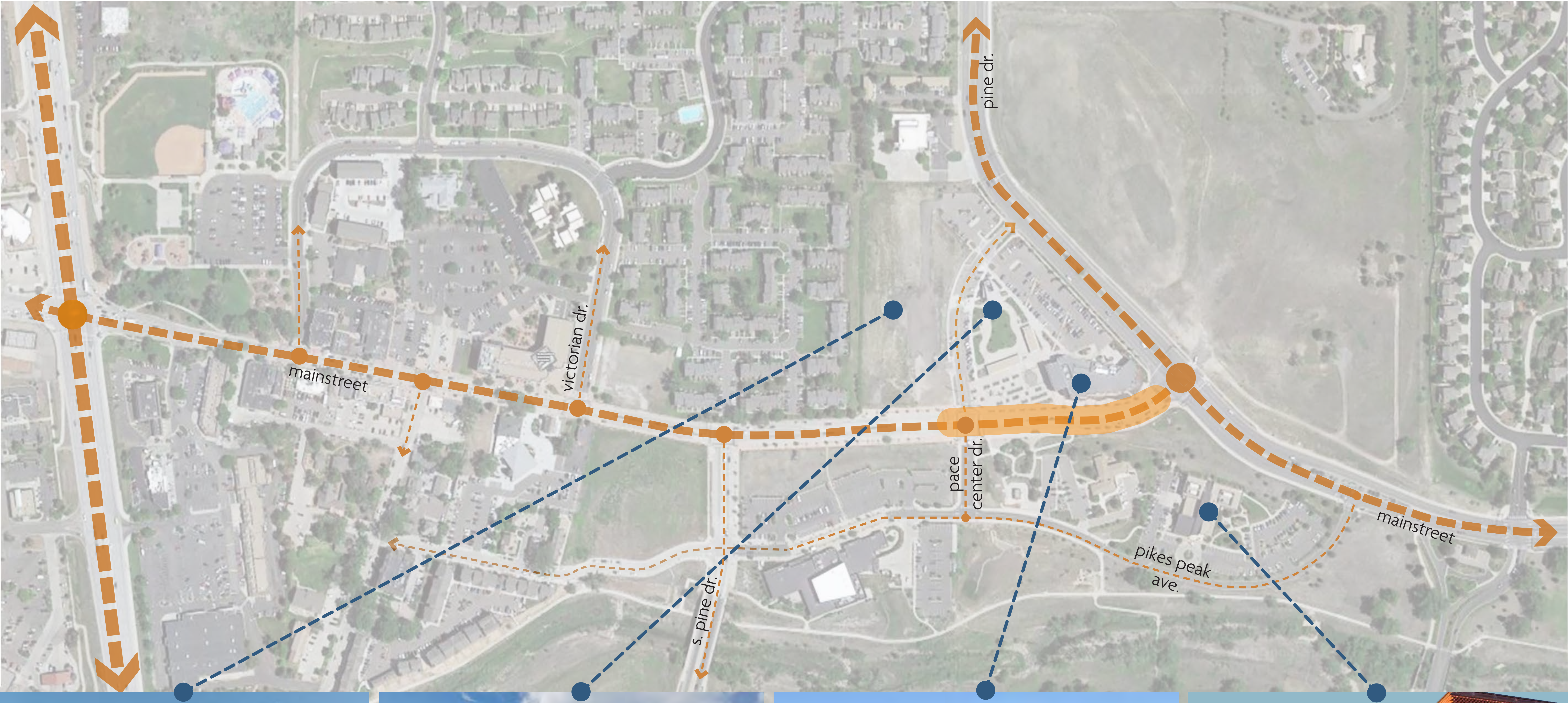


Townhomes



PACE Center

PARKER - PACE Center Drive



Eastmain



Discovery Park

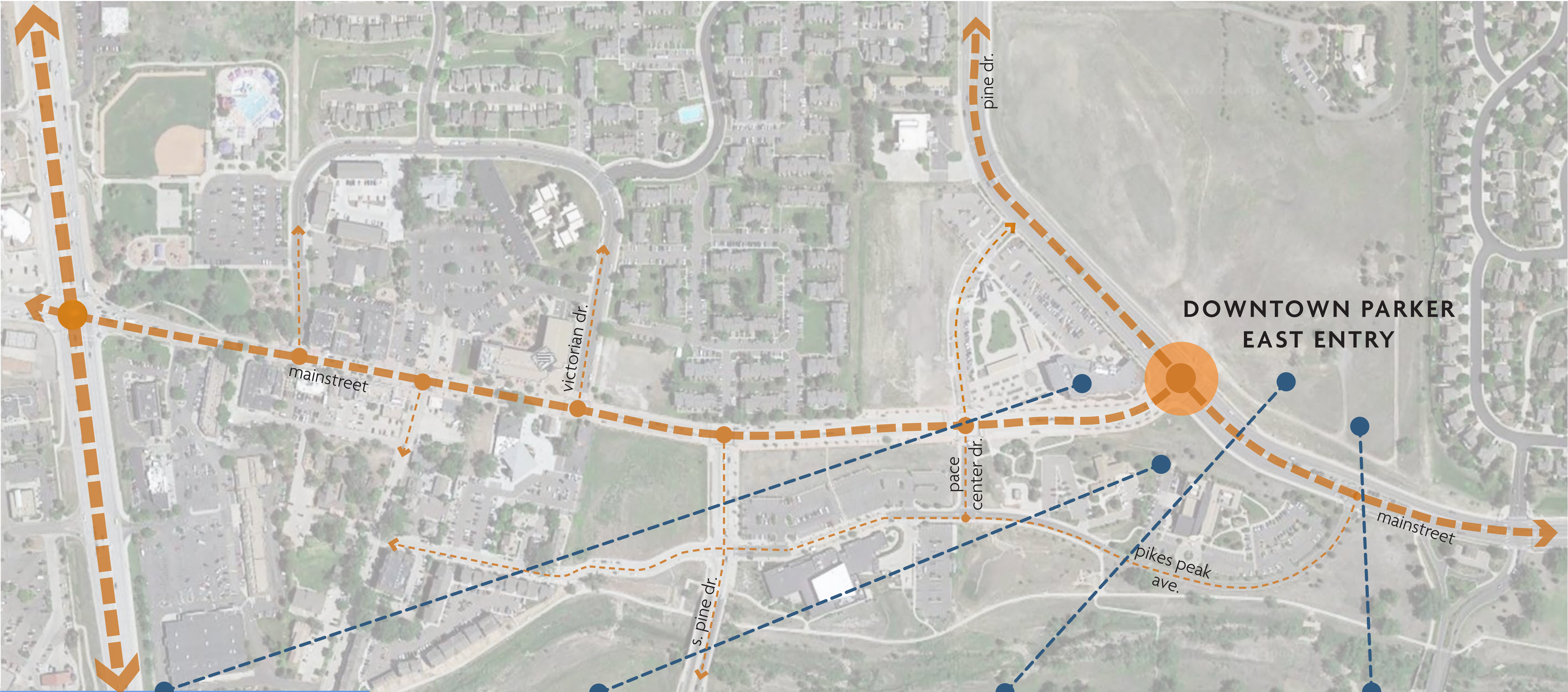


Parker Library



Town Hall

PARKER - Downtown Parker East Entry



Parker Library



Town Hall

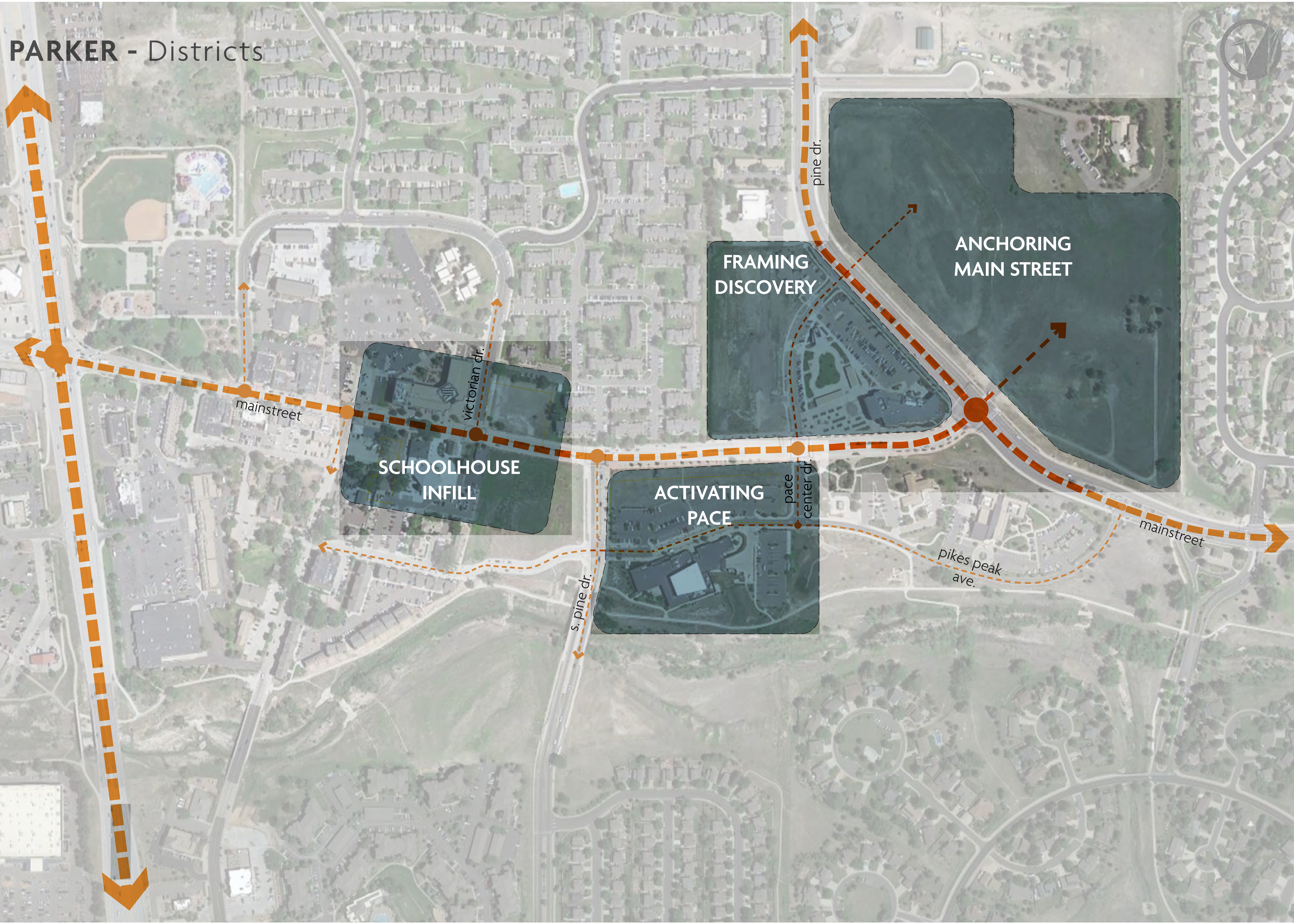


Pine Curve Intersection



Pine Curve

PARKER - Districts



SCHOOLHOUSE INFILL

victorian dr.

mainstreet

FRAMING DISCOVERY

pine dr.

ACTIVATING PACE

pace center dr.

s. pine dr.

ANCHORING MAIN STREET

mainstreet

pikes peak ave.





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:



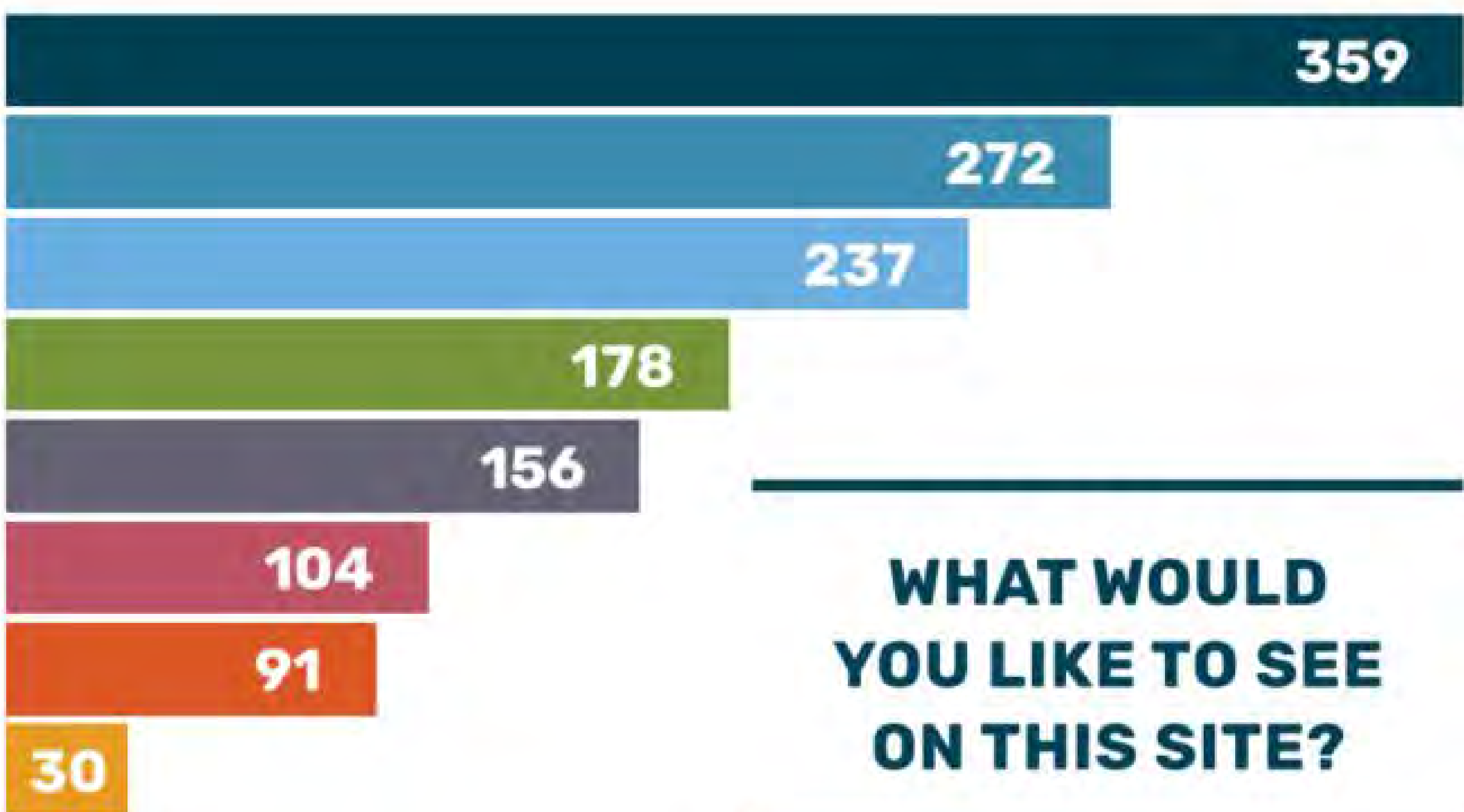
**CRAFT
BREWERY**



**LOCAL
RESTAURANT**



**RETAIL -
SMALL SCALE**



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

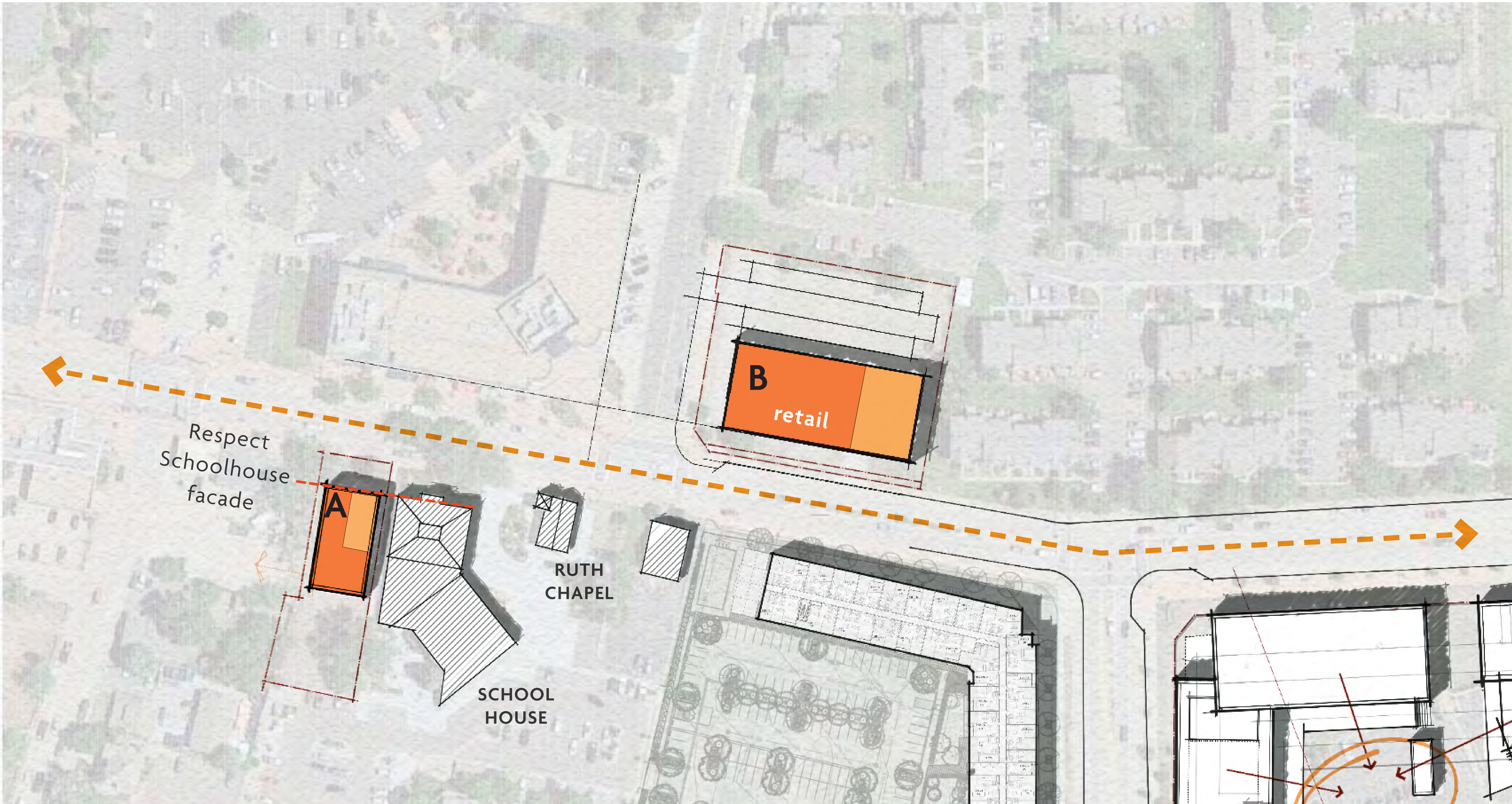
PARKER - Schoolhouse Infill



PROPOSED PROGRAM

A
Schoolhouse
2-Story
Office / Retail
~10,000 GSF

B
19801 E. Main Street
2-Story
Office / Retail
~28,000 GSF
~35 parking spaces



RETAIL / DINING



OFFICE \ CO-WORK



PLAZA SPACE / OUTDOOR DINING



PAGE 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



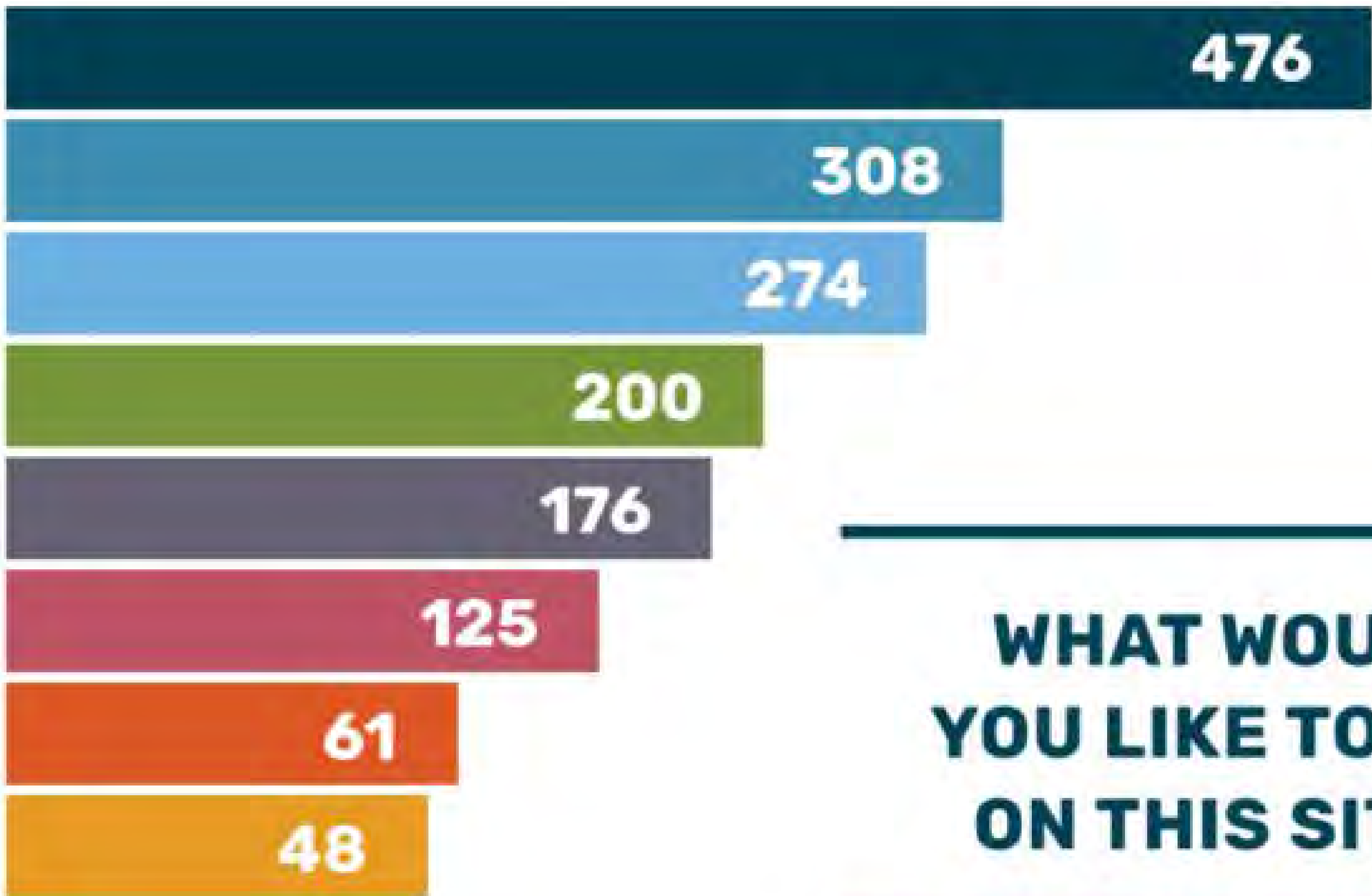
RESTAURANT



GALLERY/ ART STUDIO



RETAIL - BOUTIQUES/ UNIQUE SHOPS

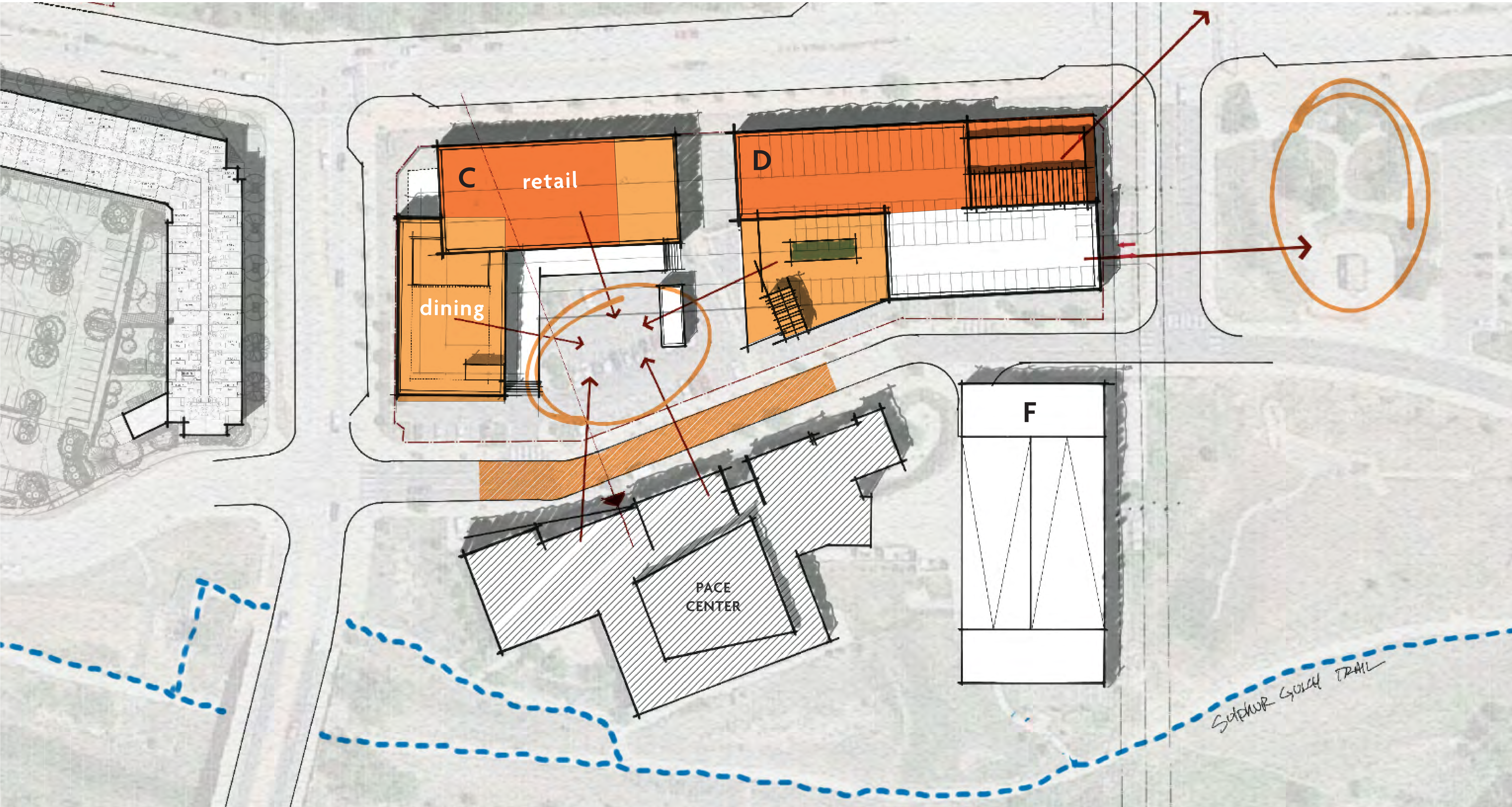


WHAT WOULD YOU LIKE TO SEE ON THIS SITE?

- 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)

PARKER - Activating PACE



PROPOSED PROGRAM

- C**
Pace Lot 2a
1-Story Restaurant/Roof Deck
13,500 GSF
3-Story Office / Retail
~54,000 GS
~100 parking spaces
- D**
Pace Lot 2b
5-Story
Condo / Retail
100 DUs
~18,000 GSF Retail
~150 parking spaces
- F**
Parking Structure
3/4-Story
~300-400 spaces



OUTDOOR PROGRAM / DINING



ROOFTOP DINING



ART PLAZA / OUTDOOR EVENT



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:



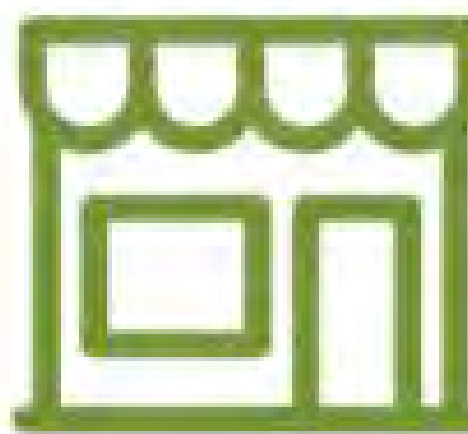
CRAFT
BREWERY



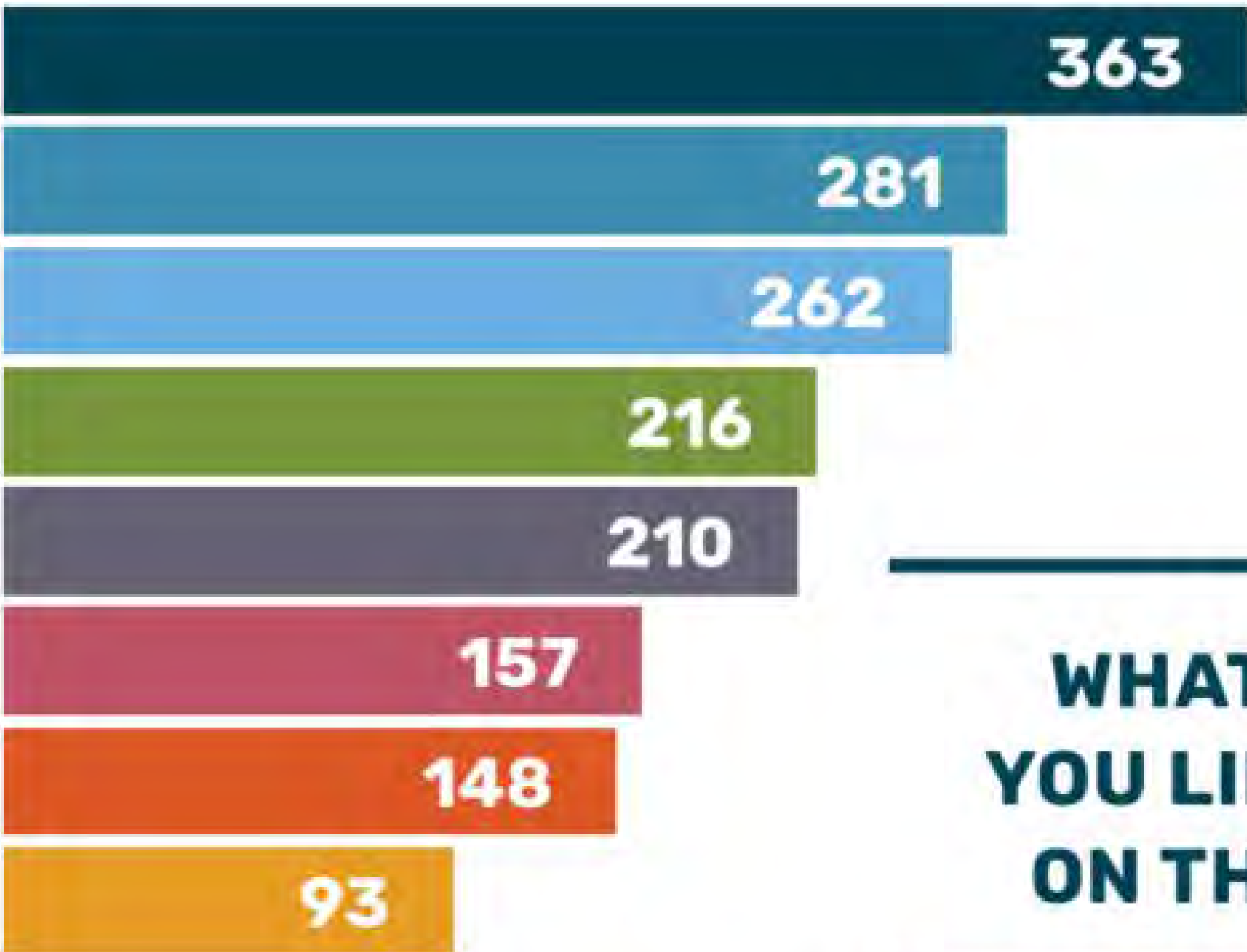
GALLERY/
ART STUDIO



RESTAURANT



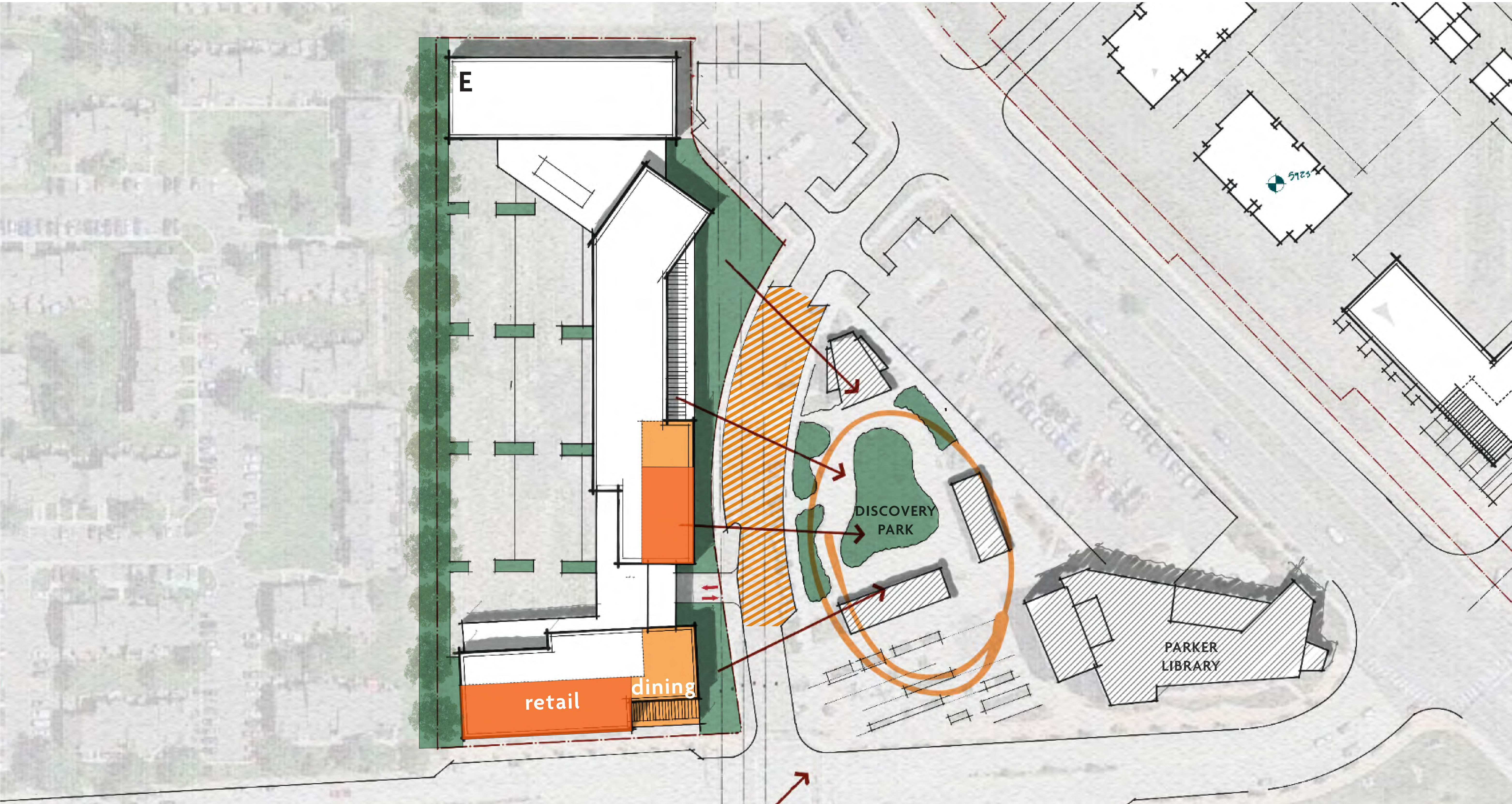
RETAIL -
SMALL SCALE



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

PARKER - Framing Discovery



PROPOSED PROGRAM

E

East Main

- 5-Story Apartment / Retail
- 300 DUs
- 19,000 GSF Retail
- ~330 parking spaces





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.

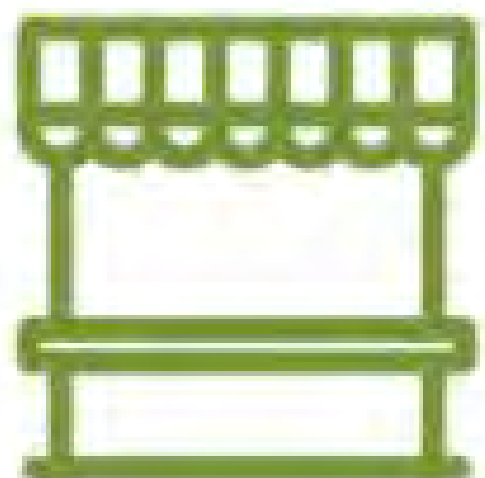
WHAT ELSE? WE ASKED FOR YOUR BIG IDEAS, HERE’S WHAT YOU TOLD US:



MARKETPLACE WITH FOOD



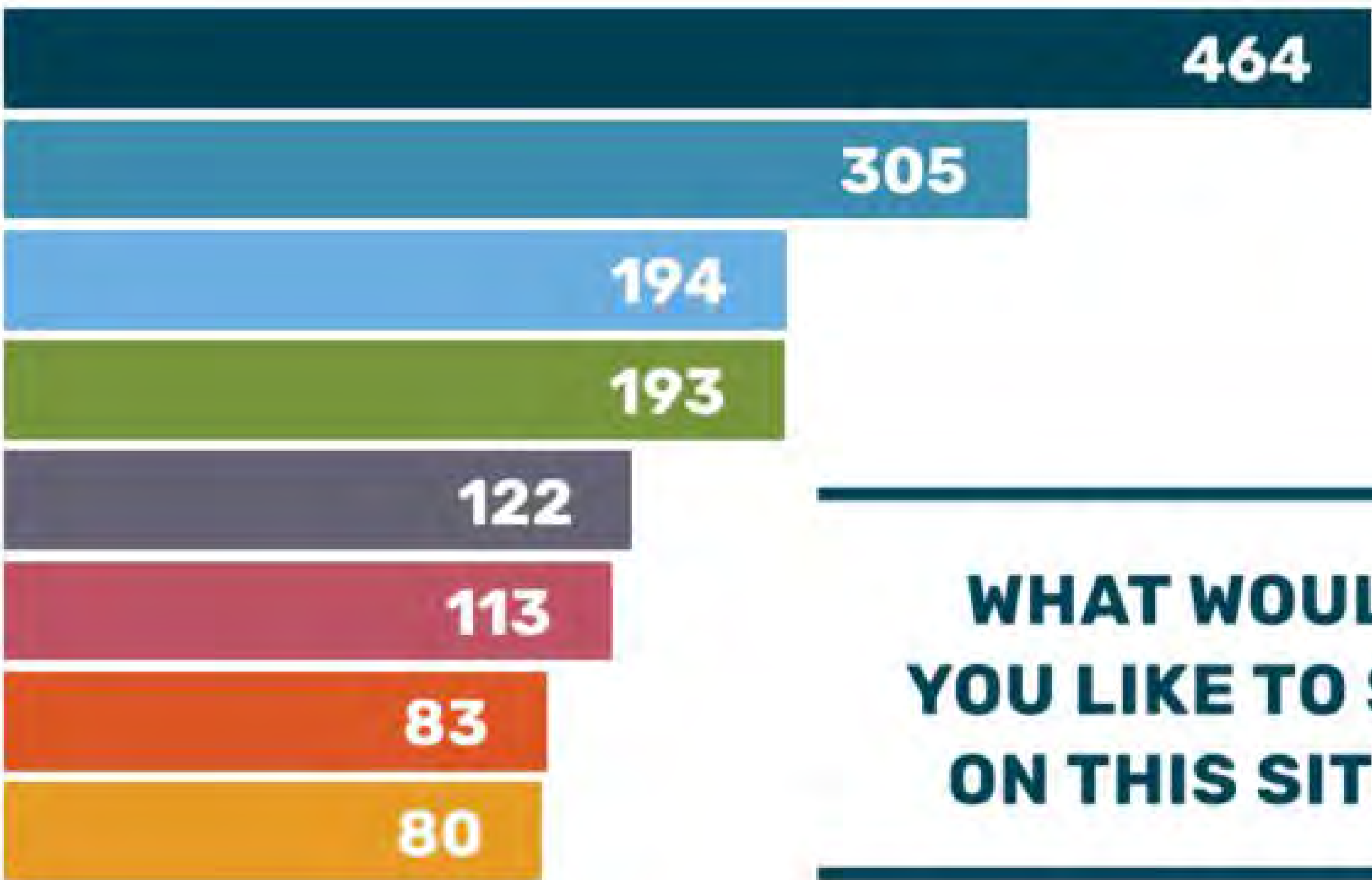
WHOLE FOODS/ TRADER JOE’S



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)

PARKER - Anchoring Main Street



PROPOSED PROGRAM

G Pine Curve

4-Story Apartment / Retail
70 DUs
~6,000 GSF Retail / Amenity
~100 parking spaces

Townhomes
34 DUs

10 Packs
50 DUs

Public Market
~22,500 GSF



PUBLIC MARKET

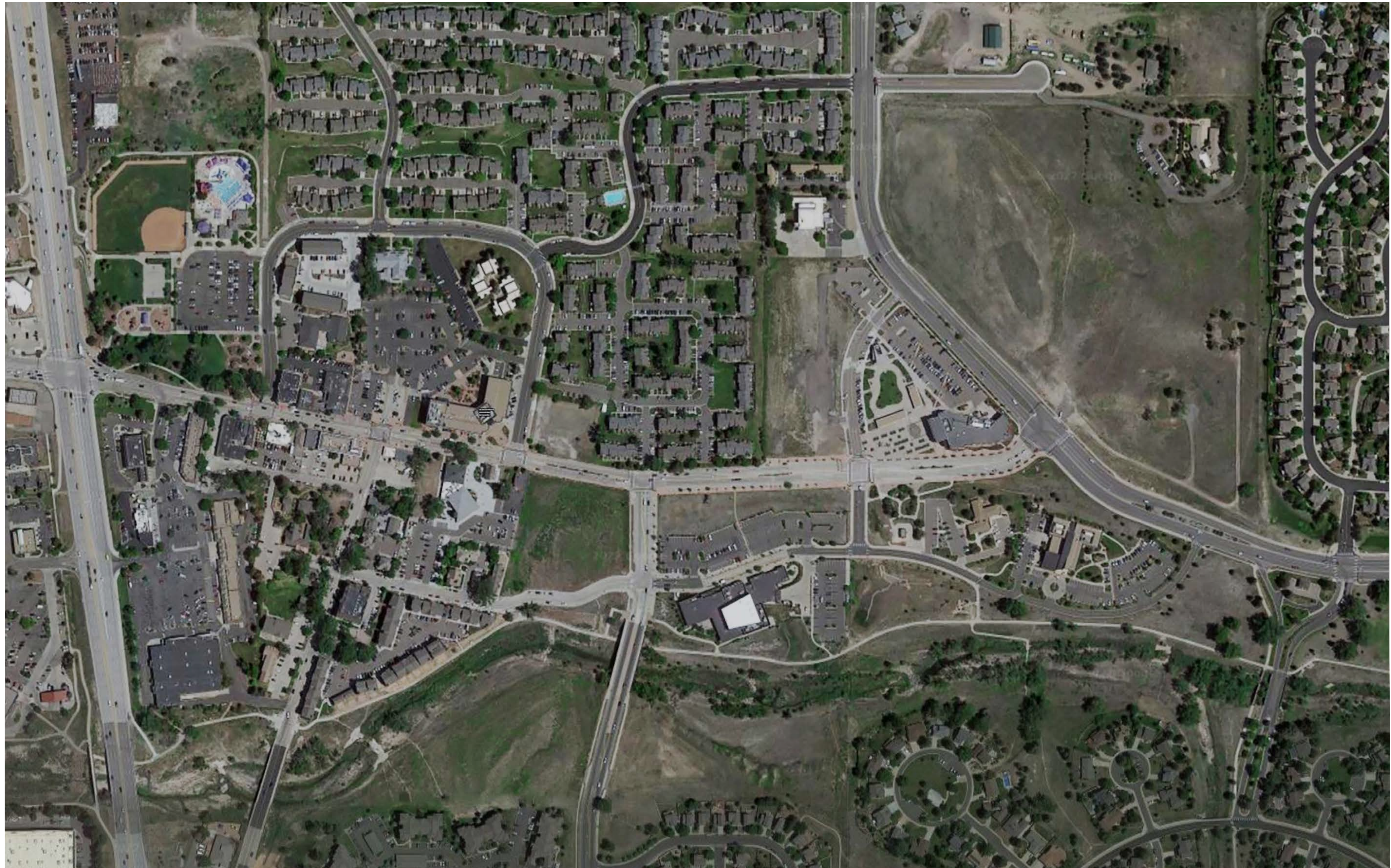


TOWNHOMES



ART / PARK / PLAY

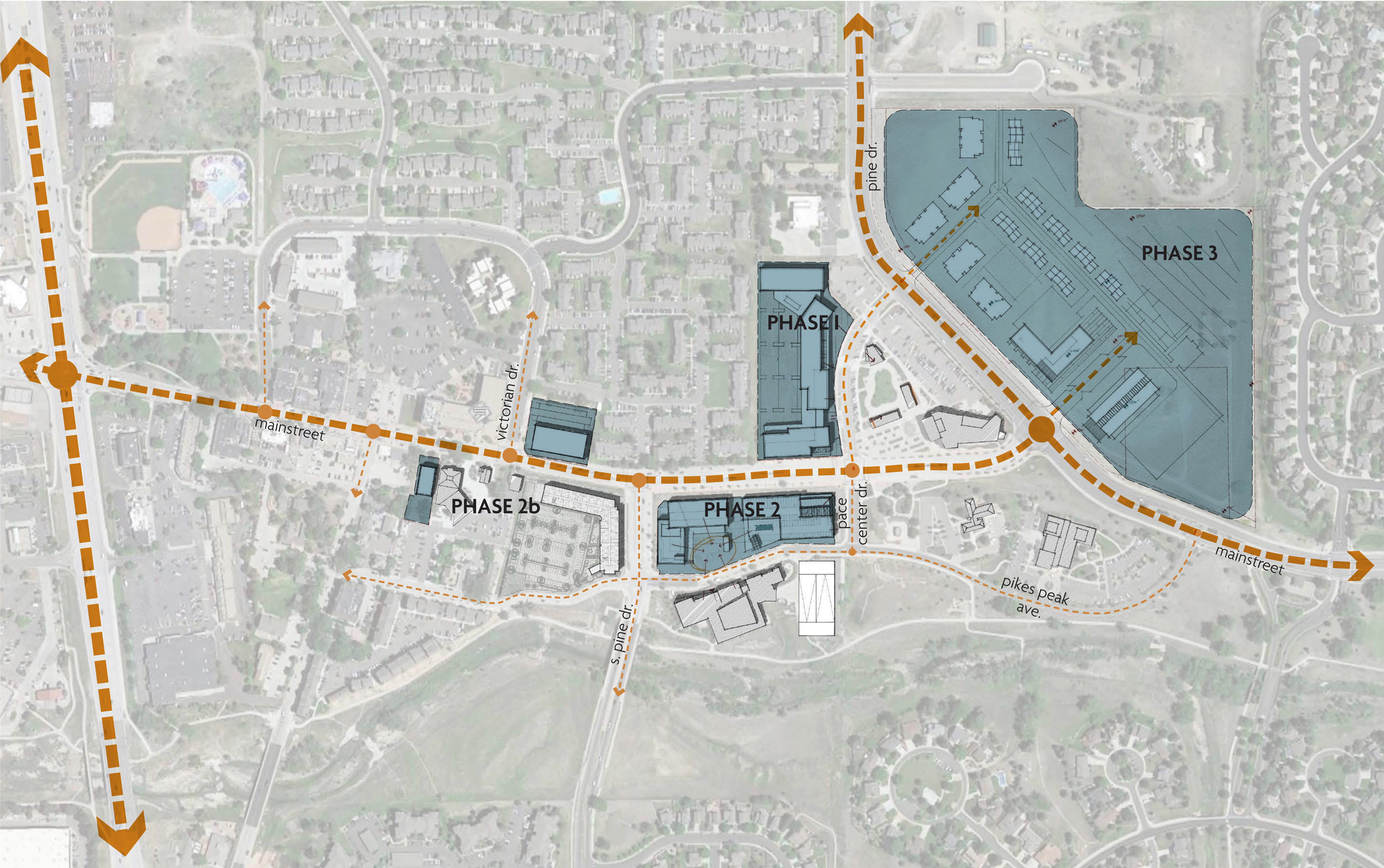
PARKER - Downtown Parker Today



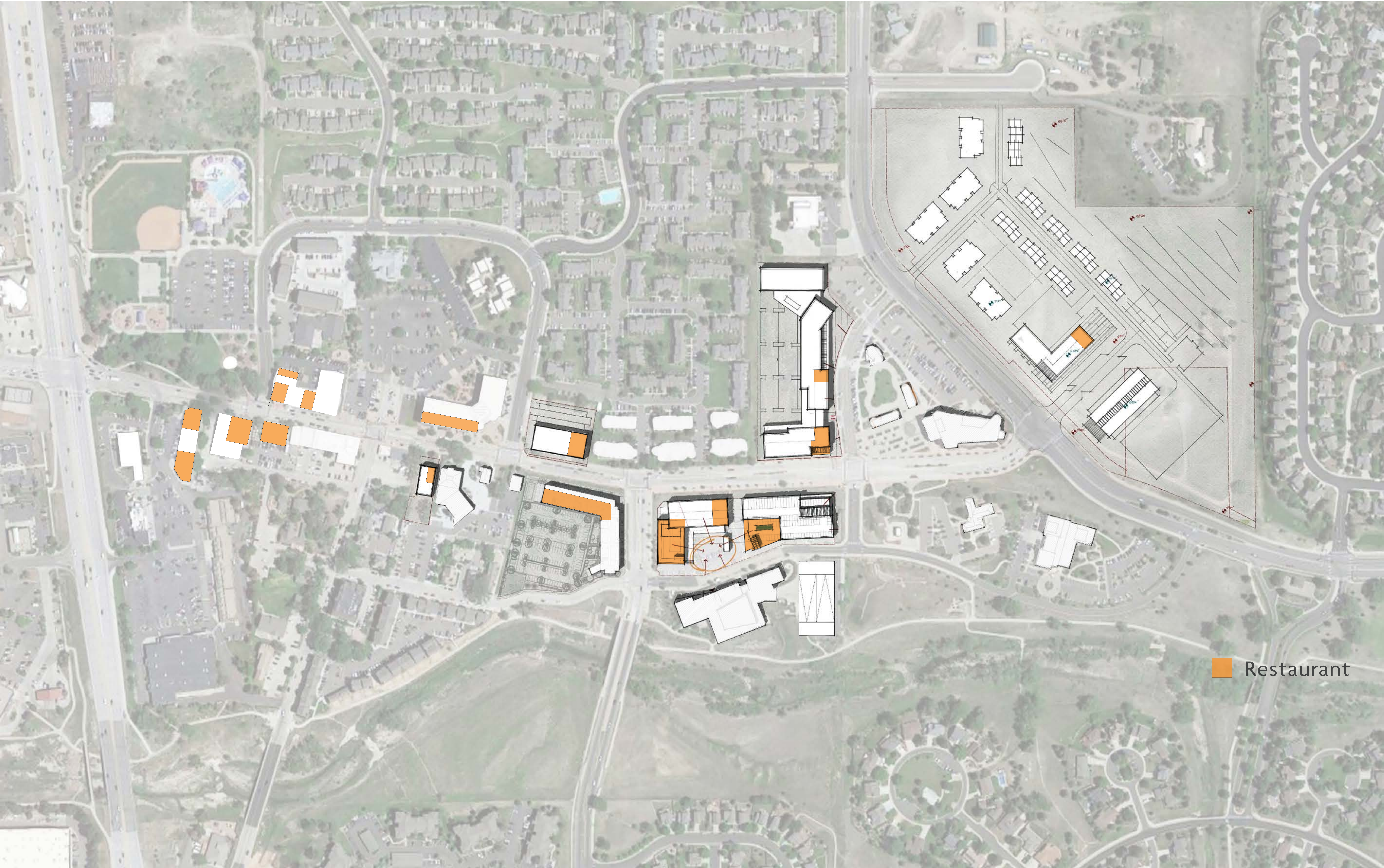
PARKER - My Mainstreet



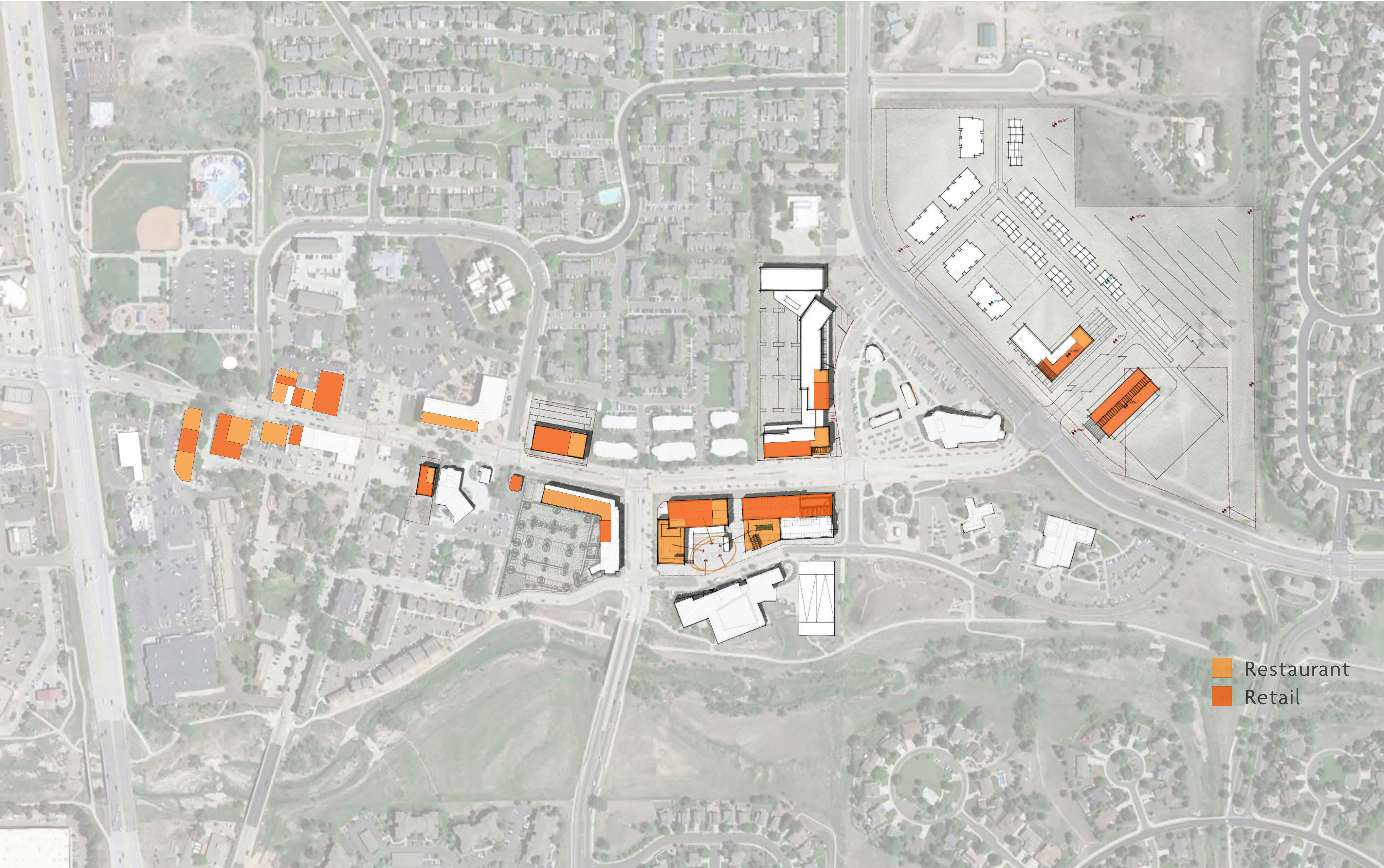
PARKER - Phases



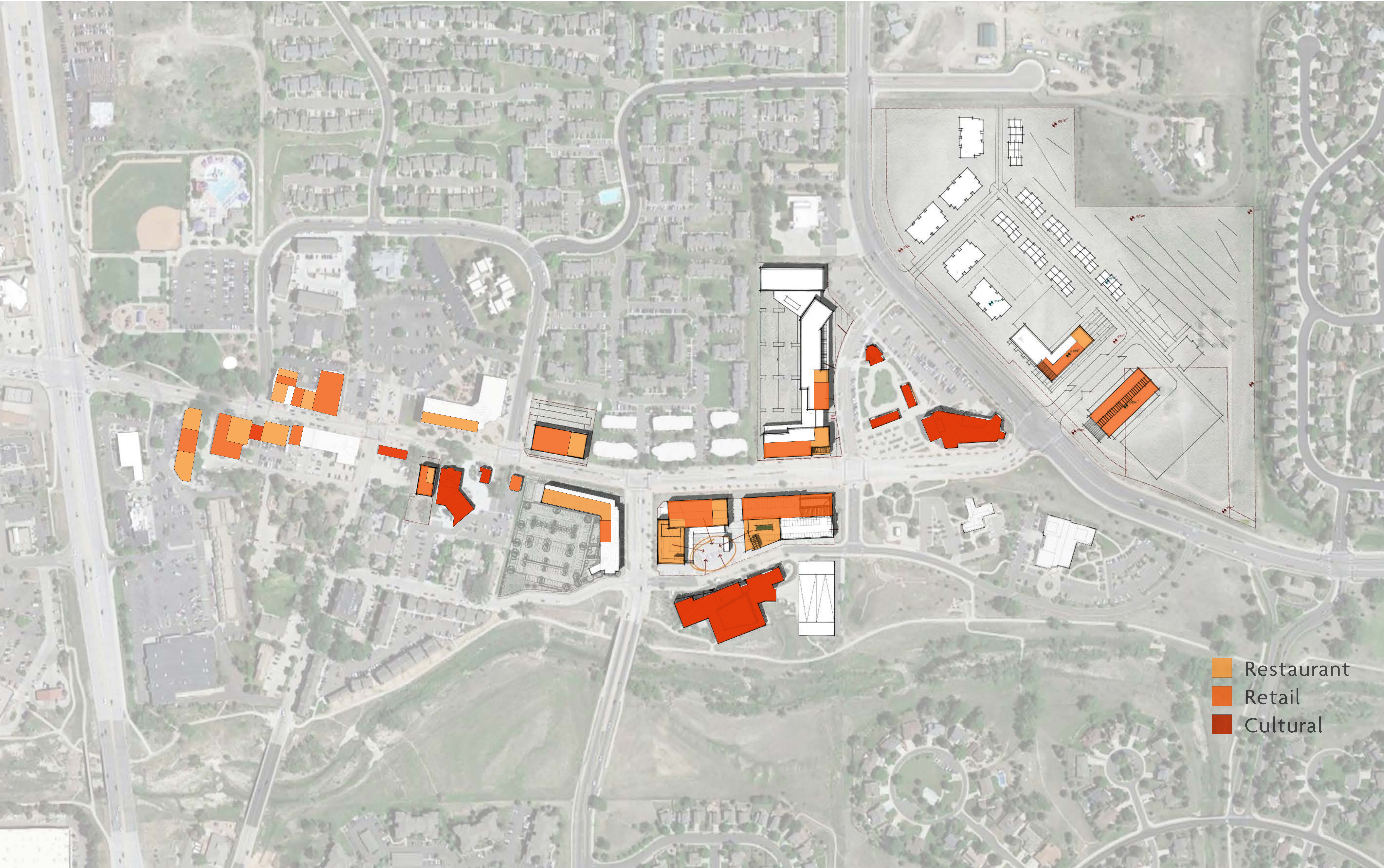
PARKER - My Mainstreet



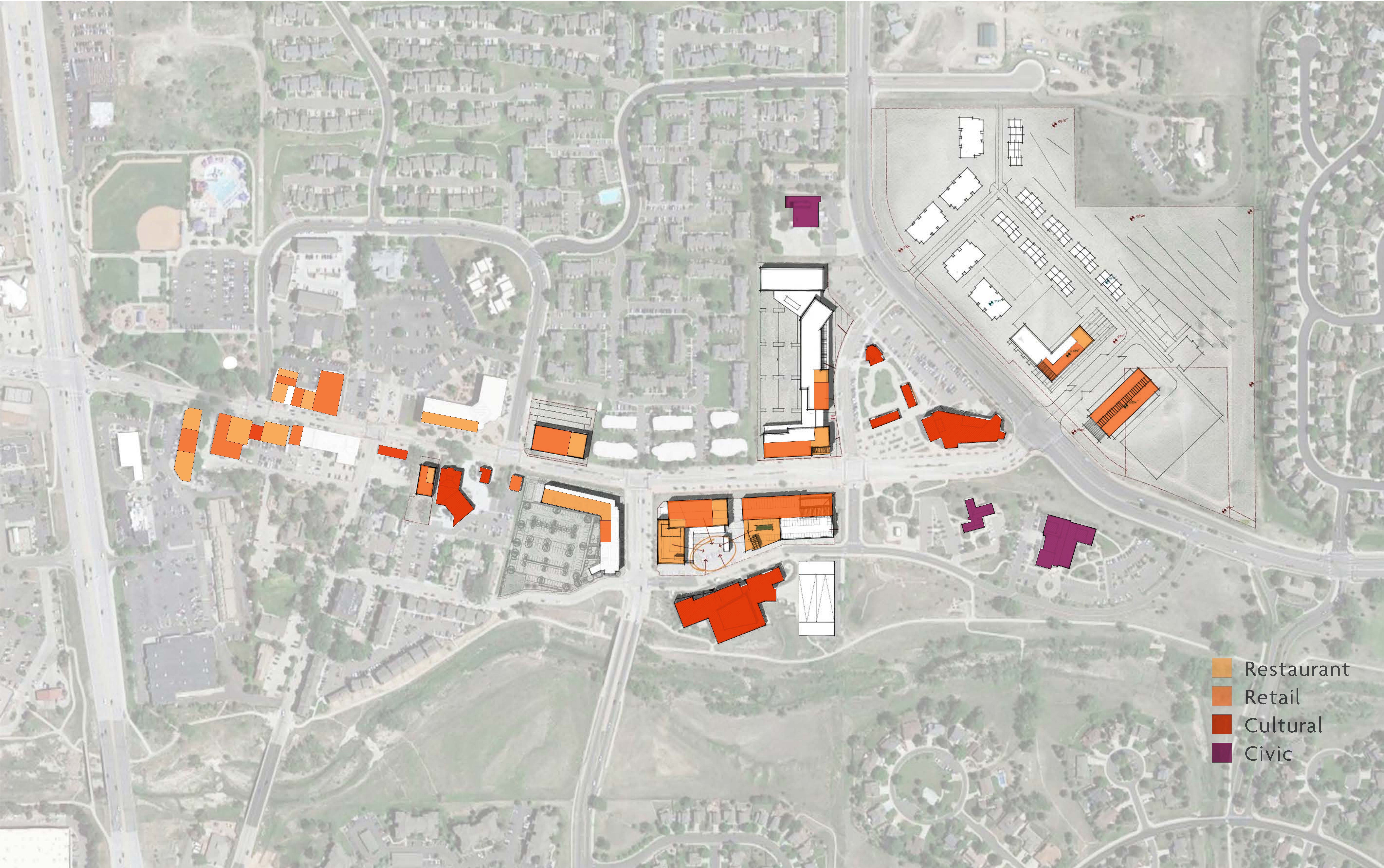
PARKER - My Mainstreet



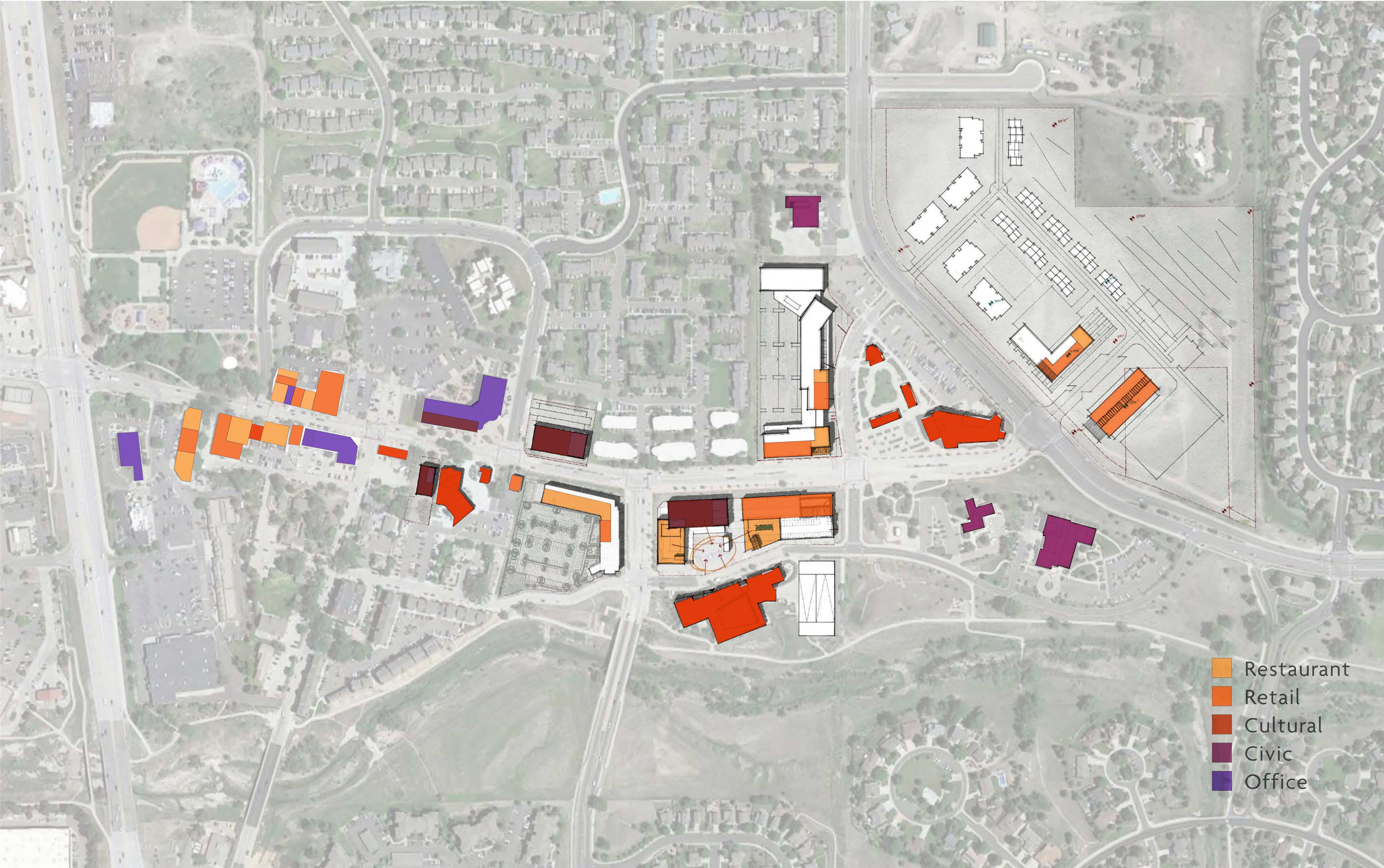
PARKER - My Mainstreet



PARKER - My Mainstreet



PARKER - My Mainstreet



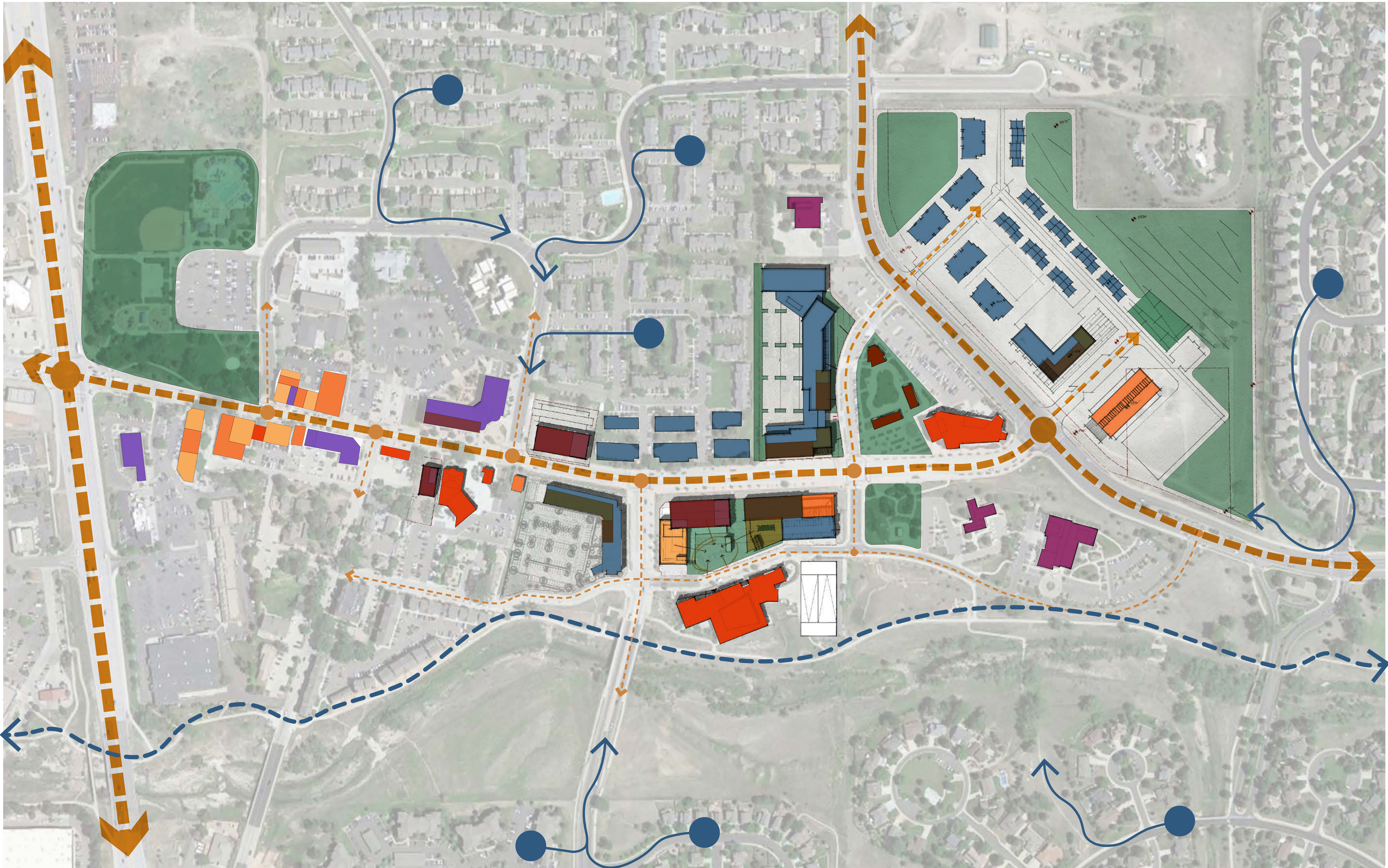
PARKER - My Mainstreet



PARKER - My Mainstreet



PARKER - My Mainstreet



PARKER - My Mainstreet





NEXT STEPS...

