



**PARKER AUTHORITY FOR REINVESTMENT AGENDA**  
**November 19, 2018**  
**Immediately following the Adjournment of the Town Council Meeting**

**NOVEMBER 19, 2018 MEETING CONTINUED TO NOVEMBER 26, 2018**  
**DUE TO LACK OF A QUORUM**

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

**2. APPROVAL OF MINUTES**

- September 17, 2018

**3. PUBLIC COMMENTS - 3 Minute Limit (No action will be taken on these items.)**

**4. PUBLIC HEARING**

**5. RESOLUTIONS**

**A. RESOLUTION NO. 2018-06**

**A Resolution to Adopt the 2019 Budget for the Parker Authority for Reinvestment and to Make Appropriations for the Same**

**Staff: Mary Lou Brown, Treasurer**

**B. RESOLUTION 2018-07**

**A Resolution Approving the "My Mainstreet Strategic Framework" for the Parker Authority for Reinvestment ("PAR") to Assist in PAR's Implementation of the Town of Parker's Existing Urban Renewal Plans**

**Staff: Weldy Feazell, Redevelopment Manager**

**6. ADJOURNMENT**

**PARKER AUTHORITY FOR REINVESTMENT  
MINUTES  
SEPTEMBER 17, 2018**

Chair Mike Waid called the meeting to order at 8:23 P.M. Authority Member Williams was absent.

**APPROVAL OF MINUTES**

Joshua Rivero moved to approve the May 7, 2018 minutes.

John Diak seconded the motion.

The motion was approved unanimously.

**PUBLIC COMMENTS** – None

**RESOLUTIONS**

**A. RESOLUTION NO. 2018-04**

**A Resolution Adopting the Purchasing and Procurement Policy for the Parker Authority for Reinvestment ("PAR") to Assist in PAR's Implementation for the Town of Parker's Existing Urban Renewal Plans.**

**Department: Weldy Feazell, Redevelopment Manager**

The Parker Authority for Reinvestment ("PAR") is establishing a Procurement and Purchasing Policy, following recommendations in the Strategic Plan, to create an operations manual for the organization. The Procurement and Purchasing Policy is part of the operations manual and will provide clear direction on any procurement and purchasing requirements.

The Procurement and Purchasing Policy includes:

- Purchasing levels, competitive bidding requirements and approved bodies for all budgeted acquisitions.
- Signature authorization thresholds for all contract approvals and payment of invoices.
- Real property approval requirements; Board approval for all real property purchases.

The Procurement and Purchasing policy is an operational policy for the organization and does not amend any of the adopted Urban Renewal Plans or Areas.

Josh Martin moved to approve Resolution No. 2018-04.

Amy Holland seconded the motion.

The motion was approved unanimously.

**B. RESOLUTION NO. 2018-05**

**A Resolution Adopting the Tax Increment Financing Policy for the Parker Authority for Reinvestment ("PAR") to Assist in PAR's Implementation for the Town of Parker's Existing Urban Renewal Plans.**

**Department: Weldy Feazell, Redevelopment Manager**



The Parker Authority for Reinvestment ("PAR") is updating the Incentive Policy, following a recommendation from the adopted Strategic Plan. The Tax Increment Financing ("TIF") Policy will replace the previously adopted Incentive Policy. The TIF Policy, which is apart of the operations manual, will provide PAR staff, developers and the public a transparent process on any TIF agreements that PAR may enter into for the Urban Renewal Areas.

The goals of the updated TIF Policy are to increase transparency for the public and development community, while insuring the use of public funds has been thoroughly vetted prior to Authority Board consideration.

The policy identifies the investment priorities for P3 and sets forward the qualitative and quantitative review criteria.

The TIF Policy estimates the time required from application review to P3 Board consideration will be approximately 60 days. Staff will encourage applicants to process the TIF application concurrently with the Town of Parker's Development review to permit an efficient evaluation of the project.

The TAX Increment Financing Policy is an operational policy for the organization and does not amend any of the adopted Urban Renewal Plans or Areas.

Joshua Rivero moved to approve Resolution No. 2018-05.

Amy Holland seconded the motion.

The motion was approved unanimously.

The meeting was adjourned at 8:31 P.M.

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Carol Baumgartner, Clerk

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Mike Waid, Chair



## **Request for Authority Board Action**

**Date:** November 19, 2018

**Submitted By:** Mary Lou Brown, Treasurer

**Reviewed By:** Michelle Kivela, Executive Director

**Title:** **RESOLUTION NO. 2018-06**  
**A Resolution to Adopt the 2019 Budget for the Parker Authority for Reinvestment and to Make Appropriations for the Same**

**Staff:** **Mary Lou Brown, Treasurer**

### **EXECUTIVE SUMMARY**

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The Parker Authority for Reinvestment 2019 Budget is submitted for Authority Board approval.

### **STAFF RECOMMENDATION**

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Approve

### **BACKGROUND/DISCUSSION**

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The Parker Authority for Reinvestment 2019 budget was posted on the Town of Parker internet site on Friday, October 12, 2018.

The actual budget document itemizes expenditures by the three districts - Parker Central, Cottonwood and Parker Road. The allocation of expenses has been tied directly to the district responsible for the expense where possible and in the case of dedicated staff and other administrative expenses, the expenses have been split equally among the three districts.

Highlights of the 2019 budget include the following:

|             |                                               |
|-------------|-----------------------------------------------|
| \$ 410,376  | Services provided by the Town of Parker       |
| \$ 475,200  | Primarily professional and technical services |
| \$ 346,742  | Tax increment reimbursement                   |
| \$ 150,000  | Revolving loan program                        |
| \$ 75,000   | Beautification program                        |
| \$ 8,100    | Liability insurance                           |
| \$ 1,500    | Supplies                                      |
| \$1,466,918 | Total                                         |

Budgeted revenue for 2019 totals \$2,513,979 which results in a net increase to the cash balance of \$1,047,061.

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**FINANCIAL IMPACT**

The total budgeted revenue for Parker Authority for Reinvestment is \$2,513,979; budgeted expenses total \$1,466,918; and the budgeted cash balance is \$1,967,817.

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**ATTACHMENTS**

1. Resoution 2018-06 2019 Budget

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**RECOMMENDED MOTION**

I move to approve Resolution No. 2018-06.

**PAR RESOLUTION NO. 2018-06**

**TITLE:        A RESOLUTION TO ADOPT THE 2019 BUDGET FOR THE PARKER  
AUTHORITY FOR REINVESTMENT AND TO MAKE  
APPROPRIATIONS FOR THE SAME**

WHEREAS, upon due and proper notice, posted in accordance with the Local Government Budget Law, said proposed budget was open for inspection by the public at the Parker Town Hall, and a Public Hearing was held on November \_\_\_\_, 2018, and interested taxpayers were given the opportunity to file or register any objections to said proposed budget.

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Parker Authority for Reinvestment that:

Section 1. The 2019 budget for the Parker Authority for Reinvestment, which is attached hereto as **Exhibit A** and incorporated by this reference, is hereby adopted and monies are appropriated as the same are budgeted.

Section 2. The budget herein approved shall be signed by the Chair and Clerk and made part of the public records of the Parker Authority for Reinvestment.

RESOLVED AND PASSED on the \_\_\_\_ day of \_\_\_\_\_, 2018

\_\_\_\_\_  
Mike Waid, Chair

ATTEST:

By:\_\_\_\_\_  
Carol Baumgartner, Clerk

| <i>P3 Summary</i>                        | <b>2015<br/>Actual</b> | <b>2016<br/>Actual</b> | <b>2017<br/>Actual</b> | <b>2018<br/>Amended<br/>Budget</b> | <b>2018<br/>Projected<br/>Actual</b> | <b>2019<br/>Projected<br/>Budget</b> |
|------------------------------------------|------------------------|------------------------|------------------------|------------------------------------|--------------------------------------|--------------------------------------|
| <b><i>Expenditures by Area</i></b>       |                        |                        |                        |                                    |                                      |                                      |
| Parker Central                           | \$ 117,974             | \$ 166,762             | \$ 237,972             | \$ 711,460                         | \$ 672,664                           | \$ 644,549                           |
| Cottonwood                               | 13,274                 | 21,139                 | 168,876                | 402,000                            | 357,830                              | 494,077                              |
| Parker Road                              | 13,977                 | 21,664                 | 123,233                | 254,000                            | 252,045                              | 328,292                              |
| <b><i>Total Expenditures by Area</i></b> | <b>\$ 145,225</b>      | <b>\$ 209,565</b>      | <b>\$ 530,081</b>      | <b>\$ 1,367,460</b>                | <b>\$ 1,282,539</b>                  | <b>\$ 1,466,918</b>                  |
| <b><i>Revenues by Area</i></b>           |                        |                        |                        |                                    |                                      |                                      |
| Parker Central Tax District              | 340,123                | 410,369                | 634,651                | 912,300                            | 912,300                              | 1,197,574                            |
| Cottonwood Tax District                  | -                      | -                      | 185,040                | 760,900                            | 680,000                              | 979,873                              |
| Parker Road Tax District                 | 23,030                 | 20,728                 | 2                      | 162,300                            | 162,030                              | 336,532                              |
| Miscellaneous                            | 75                     | 100                    | 127                    | -                                  | 260                                  | -                                    |
| <b><i>Total Revenue by Area</i></b>      | <b>\$ 363,228</b>      | <b>\$ 431,197</b>      | <b>\$ 819,820</b>      | <b>\$ 1,835,500</b>                | <b>\$ 1,754,590</b>                  | <b>\$ 2,513,979</b>                  |
| <b><i>Beginning Fund Balance</i></b>     | <b>(280,669)</b>       | <b>(62,666)</b>        | <b>158,966</b>         | <b>448,705</b>                     | <b>448,705</b>                       | <b>920,756</b>                       |
| <i>Revenue over (under) exp</i>          | 218,003                | 221,632                | 289,739                | 468,040                            | 472,051                              | 1,047,061                            |
| <b><i>Ending Fund Balance</i></b>        | <b>\$ (62,666)</b>     | <b>\$ 158,966</b>      | <b>\$ 448,705</b>      | <b>\$ 916,745</b>                  | <b>\$ 920,756</b>                    | <b>\$ 1,967,817</b>                  |

| <b>P3</b>                               |                    |                   |                   | <b>2018</b>       | <b>2018</b>       | <b>2019</b>         |
|-----------------------------------------|--------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| <b>Parker Central</b>                   | <b>2015</b>        | <b>2016</b>       | <b>2017</b>       | <b>Amended</b>    | <b>Projected</b>  | <b>Projected</b>    |
|                                         | <b>Actual</b>      | <b>Actual</b>     | <b>Actual</b>     | <b>Budget</b>     | <b>Actual</b>     | <b>Budget</b>       |
| <b>Parker Central Expenditures</b>      |                    |                   |                   |                   |                   |                     |
| Supplies                                | \$ 53              | \$ 45             | \$ -              | \$ 1,709          | \$ 1,500          | \$ 500              |
| Purchased Services                      | 39,354             | 51,882            | 155,563           | 389,356           | 348,746           | 335,392             |
| Utilities/Insurance                     | -                  | -                 | 4,873             | 7,395             | 5,594             | 2,700               |
| Capital Outlay                          | -                  | 55,000            | -                 | 175,000           | 175,000           | -                   |
| Programs                                | 78,567             | 59,835            | 77,536            | 138,000           | 141,824           | 305,957             |
| <b>Total Expenditures</b>               | <b>117,974</b>     | <b>166,762</b>    | <b>237,972</b>    | <b>711,460</b>    | <b>672,664</b>    | <b>644,549</b>      |
| <b>Parker Central Revenue</b>           |                    |                   |                   |                   |                   |                     |
| Parker Central Tax District             | 340,123            | 410,369           | 634,651           | 912,300           | 912,300           | 1,197,574           |
| Interest Earnings & Invest              | 75                 | 100               | 127               | -                 | 260               | -                   |
| <b>Total Revenue</b>                    | <b>\$ 340,198</b>  | <b>\$ 410,469</b> | <b>\$ 634,778</b> | <b>\$ 912,300</b> | <b>\$ 912,560</b> | <b>\$ 1,197,574</b> |
| <b>Beginning Parker Central Balance</b> | <b>(261,969)</b>   | <b>(39,745)</b>   | <b>203,962</b>    | <b>600,768</b>    | <b>600,768</b>    | <b>840,664</b>      |
| <i>Revenue over (under) exp</i>         | <i>222,224</i>     | <i>243,707</i>    | <i>396,806</i>    | <i>200,840</i>    | <i>239,896</i>    | <i>553,025</i>      |
| <b>Ending Parker Central Balance</b>    | <b>\$ (39,745)</b> | <b>\$ 203,962</b> | <b>\$ 600,768</b> | <b>\$ 801,608</b> | <b>\$ 840,664</b> | <b>\$ 1,393,689</b> |

| <b>P3</b>                           |                    |                    |                    |                           |                             |                             |
|-------------------------------------|--------------------|--------------------|--------------------|---------------------------|-----------------------------|-----------------------------|
| <b>Cottonwood</b>                   | <b>2015</b>        | <b>2016</b>        | <b>2017</b>        | <b>2018</b>               | <b>2018</b>                 | <b>2019</b>                 |
|                                     | <b>Actual</b>      | <b>Actual</b>      | <b>Actual</b>      | <b>Amended<br/>Budget</b> | <b>Projected<br/>Actual</b> | <b>Projected<br/>Budget</b> |
| <b>Cottonwood Expenditures</b>      |                    |                    |                    |                           |                             |                             |
| Supplies                            | \$ -               | \$ 45              | \$ -               | \$ 1,709                  | \$ 1,500                    | \$ 500                      |
| Purchased Services                  | 13,274             | 21,094             | 120,522            | 249,791                   | 212,850                     | 275,092                     |
| Utilities/Insurance                 | -                  | -                  | 245                | 2,500                     | 2,695                       | 2,700                       |
| Capital Outlay                      | -                  | -                  | -                  | -                         | -                           | -                           |
| Programs                            | -                  | -                  | 48,109             | 148,000                   | 140,785                     | 215,785                     |
| <b>Total Expenditures</b>           | <b>13,274</b>      | <b>21,139</b>      | <b>168,876</b>     | <b>402,000</b>            | <b>357,830</b>              | <b>494,077</b>              |
| <b>Cottonwood Revenue</b>           |                    |                    |                    |                           |                             |                             |
| Cottonwood Tax District             | \$ -               | \$ -               | \$ 185,040         | \$ 760,900                | \$ 680,000                  | \$ 979,873                  |
| <b>Beginning Cottonwood Balance</b> | (8,647)            | (21,921)           | (43,060)           | (26,896)                  | (26,896)                    | 295,274                     |
| Revenue over (under) exp            | (13,274)           | (21,139)           | 16,164             | 358,900                   | 322,170                     | 485,796                     |
| <b>Ending Cottonwood Balance</b>    | <b>\$ (21,921)</b> | <b>\$ (43,060)</b> | <b>\$ (26,896)</b> | <b>\$ 332,004</b>         | <b>\$ 295,274</b>           | <b>\$ 781,070</b>           |

| <b>P3</b>                            |                   |                   |                     | <b>2018</b>         | <b>2018</b>         | <b>2019</b>         |
|--------------------------------------|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| <b>Parker Road</b>                   | <b>2015</b>       | <b>2016</b>       | <b>2017</b>         | <b>Amended</b>      | <b>Projected</b>    | <b>Projected</b>    |
|                                      | <b>Actual</b>     | <b>Actual</b>     | <b>Actual</b>       | <b>Budget</b>       | <b>Actual</b>       | <b>Budget</b>       |
| <b>Parker Road Expenditures</b>      |                   |                   |                     |                     |                     |                     |
| Supplies                             | \$ -              | \$ 45             | \$ -                | \$ 1,709            | \$ 1,500            | \$ 500              |
| Purchased Services                   | 13,977            | 21,619            | 122,988             | 249,791             | 247,850             | 275,092             |
| Utilities/Insurance                  | -                 | -                 | 245                 | 2,500               | 2,695               | 2,700               |
| Capital Outlay                       | -                 | -                 | -                   | -                   | -                   | -                   |
| Programs                             | -                 | -                 | -                   | -                   | -                   | 50,000              |
| <b>Total Expenditures</b>            | <b>13,977</b>     | <b>21,664</b>     | <b>123,233</b>      | <b>254,000</b>      | <b>252,045</b>      | <b>328,292</b>      |
| <b>Parker Road Revenue</b>           |                   |                   |                     |                     |                     |                     |
| Parker Road Tax District             | \$ 23,030         | \$ 20,728         | \$ 2                | \$ 162,300          | \$ 162,030          | \$ 336,532          |
| <b>Beginning Parker Road Balance</b> | <b>(10,053)</b>   | <b>(1,000)</b>    | <b>(1,936)</b>      | <b>(125,167)</b>    | <b>(125,167)</b>    | <b>(215,182)</b>    |
| Revenue over (under) exp             | 9,053             | (936)             | (123,231)           | (91,700)            | (90,015)            | 8,240               |
| <b>Ending Parker Road Balance</b>    | <b>\$ (1,000)</b> | <b>\$ (1,936)</b> | <b>\$ (125,167)</b> | <b>\$ (216,867)</b> | <b>\$ (215,182)</b> | <b>\$ (206,942)</b> |





## **Request for Authority Board Action**

**Date:** November 19, 2018

**Submitted By:** Weldy Feazell, Redevelopment Manager

**Reviewed By:** Michelle Kivela, Executive Director

**Title:** **RESOLUTION 2018-07**  
**A Resolution Approving the "My Mainstreet Strategic Framework" for the Parker Authority for Reinvestment ("PAR") to Assist in PAR's Implementation of the Town of Parker's Existing Urban Renewal Plans**

**Staff:** **Weldy Feazell, Redevelopment Manager**

### **EXECUTIVE SUMMARY**

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The My Mainstreet Strategic Framework (“Strategic Framework”) synthesizes information gathered during the My Mainstreet project and will serve as a blueprint for community supported development in Downtown Parker. Approval of the Strategic Framework will allow staff to evaluate future development opportunities on the four properties while providing clarity to the community on the future of downtown development.

### **STAFF RECOMMENDATION**

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Approve

### **BACKGROUND/DISCUSSION**

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P3 and the Town of Parker initiated the collaborative effort of the My Mainstreet Project to engage the community and identify market realities for developing or redeveloping the four publicly owned parcels in Downtown Parker. The four properties included the PACE Lot 2, EastMain and Pine Curve owned by the Town of Parker, as well as 19801 E Mainstreet owned by P3. The My Mainstreet project included two aspects that lead to the development of the Strategic Framework; community engagement and an economic market analysis.

The first phase of the My Mainstreet project included a robust eight-month (project started February 2018) community engagement process to obtain community feedback as to the development vision on the four sites. The My Mainstreet Project utilized a number of engagement methods from the Let’s Talk Parker website (i.e. land use and visual preference surveys) to Pop-Up community events (i.e., ice cream social). This effort was able to reach over 10,500 Parker residents. The information staff received from the community engagement is summarized in the Strategic Framework and full detail on the community engagement is provided as an appendix to the framework.

The My Mainstreet Project also included an economic market analysis as part of the first phase which was centered on varying uses, community absorption and economic catalytic impact for each of the four properties. The economic market analysis also identified shared values and the alignment between community desires, market opportunities and existing Town of Parker planning documents. The Economic Market Analysis Executive Summary is provided as an appendix to the framework.

Phase 2 of the project is the culmination of collected data into a Strategic Framework. The Strategic Framework establishes a blueprint to guide and assist new private development based on market realities and the community's supported vision on the four parcels. The My Mainstreet Strategic Framework contains the following key elements:

- Location Map for each property
- Zoning and property information
- Site profiles including conceptual designs and market recommendations
- Implementation of the Strategic Framework including entitlement process
- Disposition process for the properties
- Appendix
  - Market analysis- executive summary and full report
  - Public engagement survey results
  - Zoning documents

Prior to any approvals on the My Mainstreet properties, any future development partner will have to demonstrate to staff and the community how their proposed development fits into the Strategic Framework and is consistent with its recommendations and findings.

#### **FINANCIAL IMPACT**

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None.

#### **ATTACHMENTS**

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1. Resoulution 2018-07 - PAR Strategic Framework
2. My Mainstreet Strategic Framework - Appendix

#### **RECOMMENDED MOTION**

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I move to approve Resolution No. 2018-07.

**PAR RESOLUTION NO. 2018-07**

**TITLE:        A RESOLUTION TO ADOPT THE 2019 BUDGET FOR THE PARKER  
AUTHORITY FOR REINVESTMENT AND TO MAKE  
APPROPRIATIONS FOR THE SAME**

WHEREAS, upon due and proper notice, posted in accordance with the Colorado State Statute, said proposed budget was open for inspection by the public at the Parker Town Hall, and a Public Hearing was held on November 19, 2018, and interested taxpayers were given the opportunity to file or register any objections to said proposed budget.

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Parker Authority for Reinvestment that:

Section 1. The 2019 budget for the Parker Authority for Reinvestment, which is attached hereto as **Exhibit A** and incorporated by this reference, is hereby adopted and monies are appropriated as the same are budgeted.

Section 2. The budget herein approved shall be signed by the Chair and Clerk and made part of the public records of the Parker Authority for Reinvestment.

RESOLVED AND PASSED on the \_\_\_\_ day of \_\_\_\_\_, 2018

\_\_\_\_\_  
Mike Waid, Chair

ATTEST:

By:\_\_\_\_\_  
Carol Baumgartner, Clerk

**EXHIBIT A**

**My Mainstreet Strategic Framework (see attached)**

# MY MAIN STREET

## STRATEGIC FRAMEWORK

A BLUEPRINT TO  
COMMUNITY  
SUPPORTED  
DEVELOPMENT

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# MY MAIN STREET

## EXECUTIVE SUMMARY

# 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.

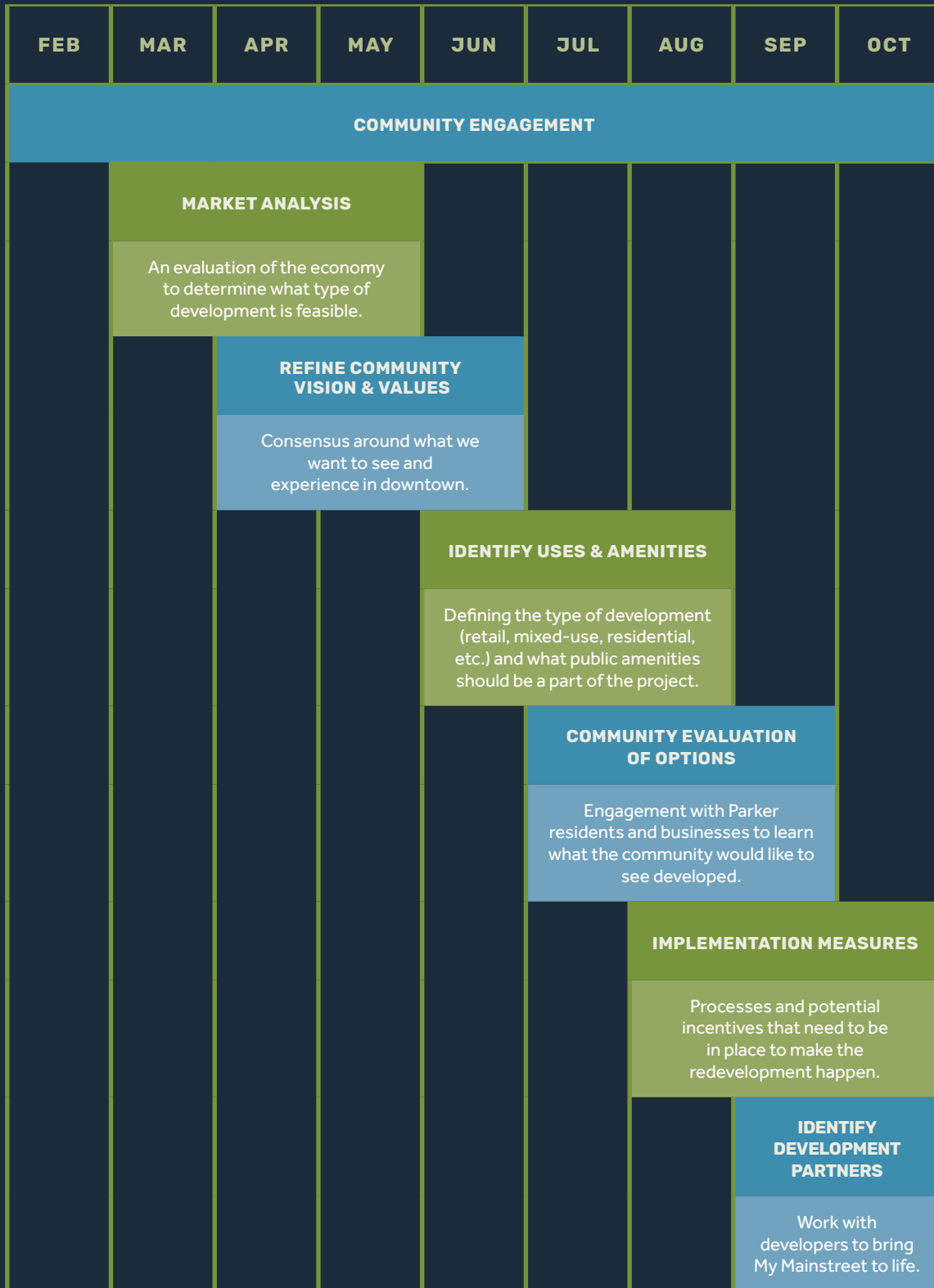
The information gathered from the public engagement and the market analysis has been synthesized and incorporated into the My Mainstreet Strategic Framework. The key elements of this framework are:

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



## 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 19, 2018.



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

# MY MAIN STREET

## ABOUT PARKER AND DOWNTOWN PARKER

# 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 MAIN STREET

## DOWNTOWN PARKER VISION



# 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 MAIN STREET

## SUMMARY OF PUBLIC ENGAGEMENT

# 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:

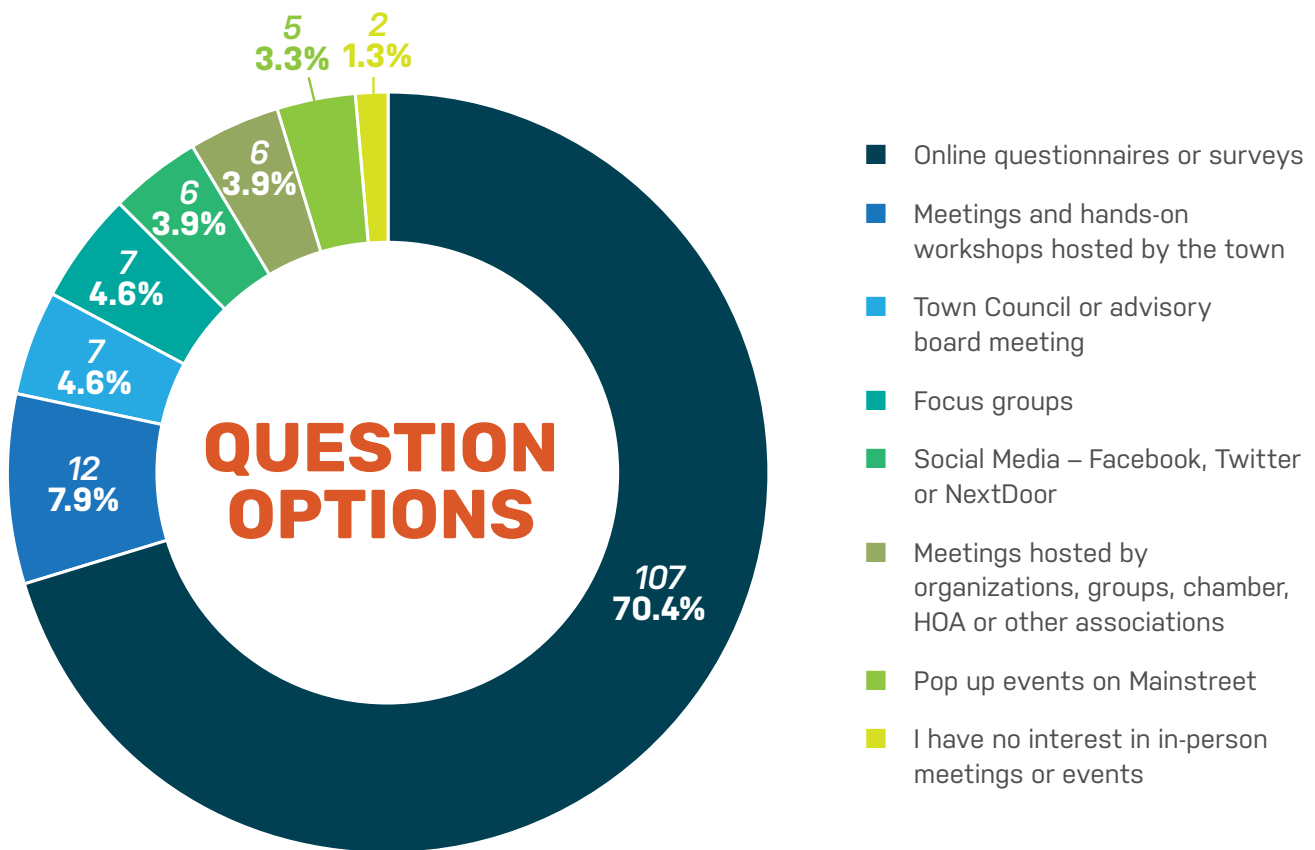


**152**

**Parker Residents**

through Let's Talk Parker

## 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:



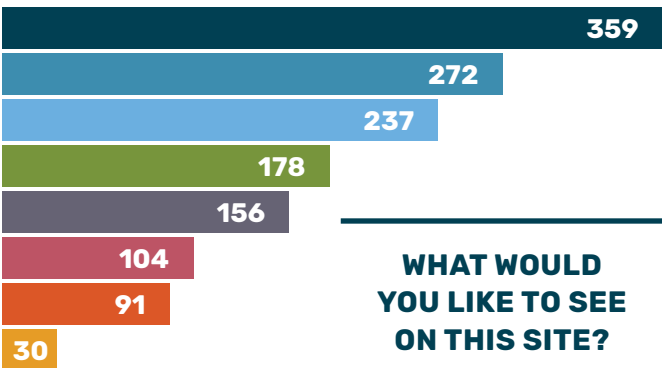
CRAFT  
BREWERY



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

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



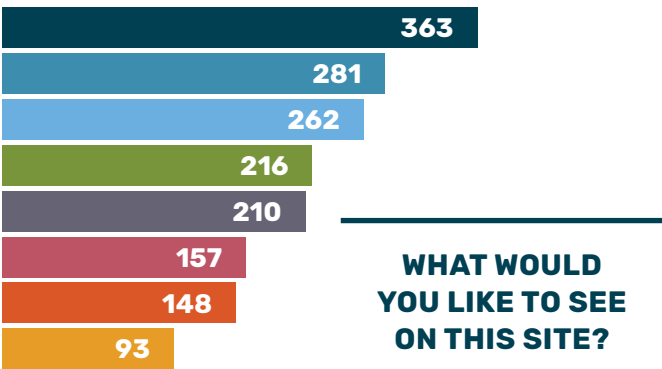
GALLERY/  
ART STUDIO



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

## 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**



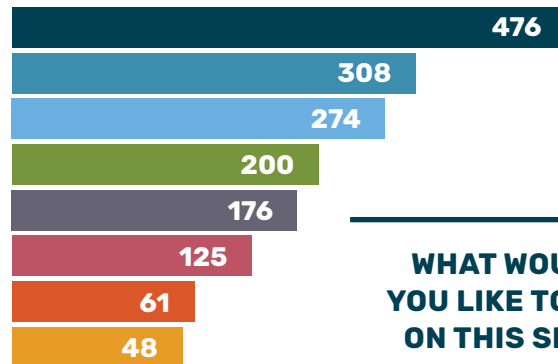
**RESTAURANT**



**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)

## 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**



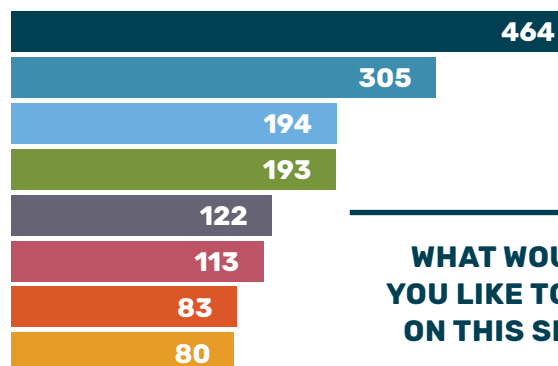
**OUTDOOR RETAIL**



**WHOLE FOODS/ TRADER JOE'S**



**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.

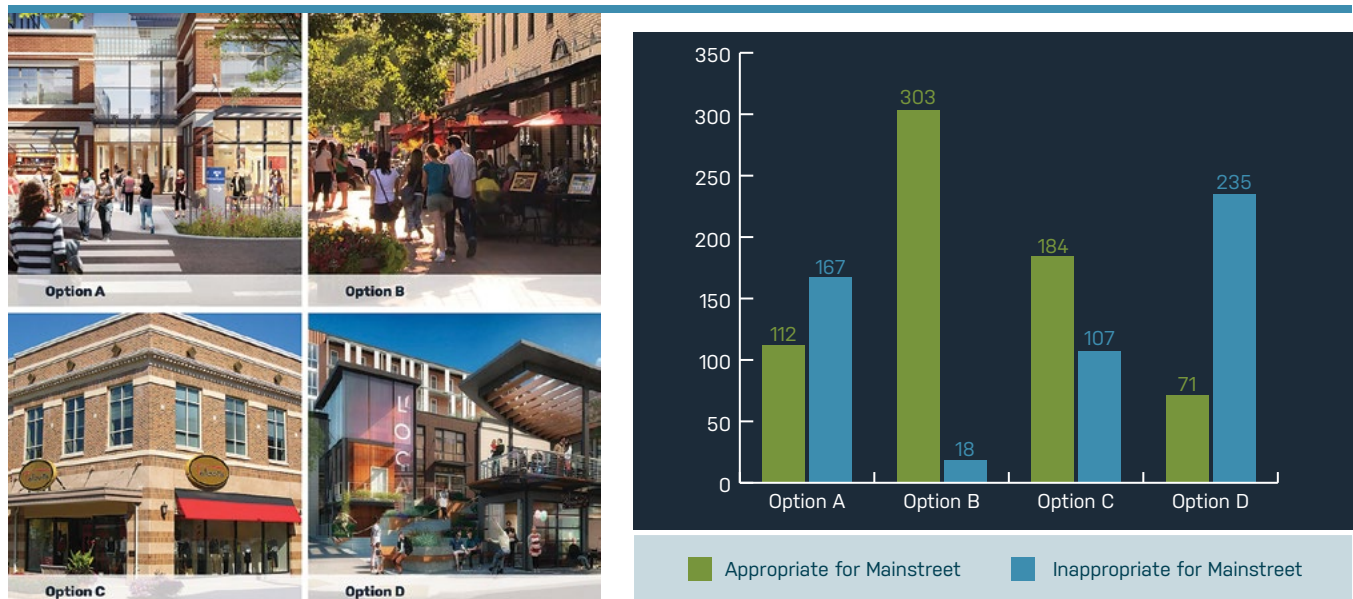
#### WHO WE HEARD FROM:



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

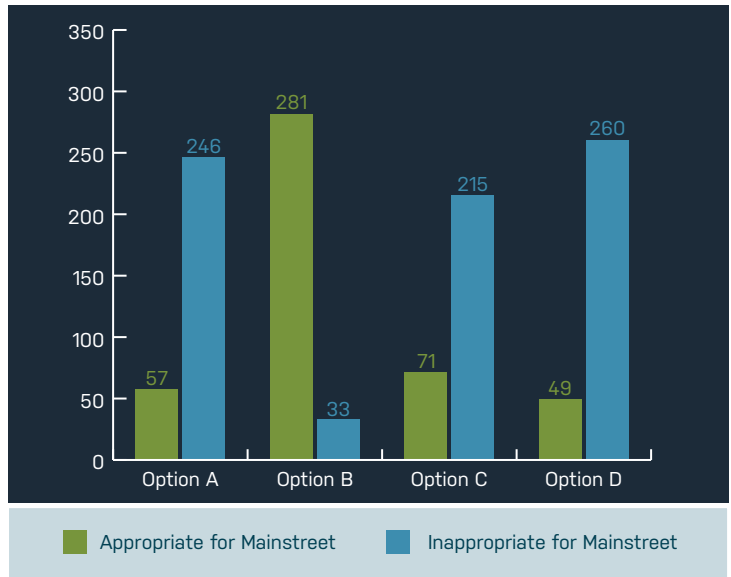
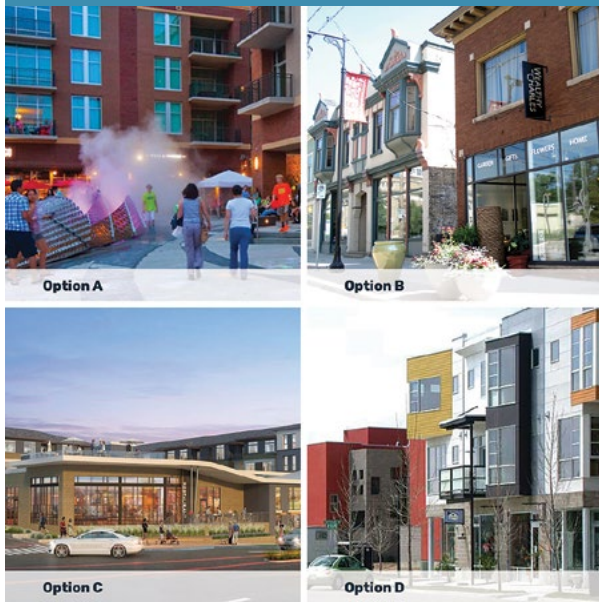
#### WHAT WE HEARD:

### MIXED-USE RETAIL WITH OFFICE ABOVE

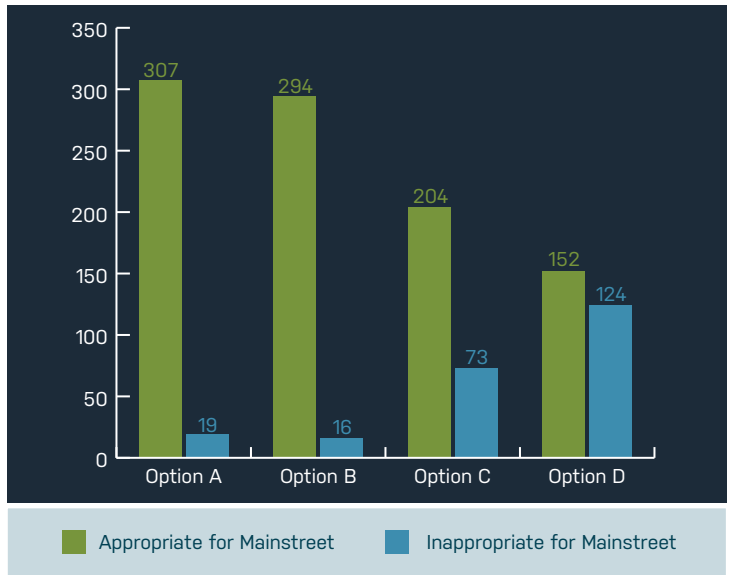




## MIXED-USE RETAIL WITH RESIDENTIAL ABOVE

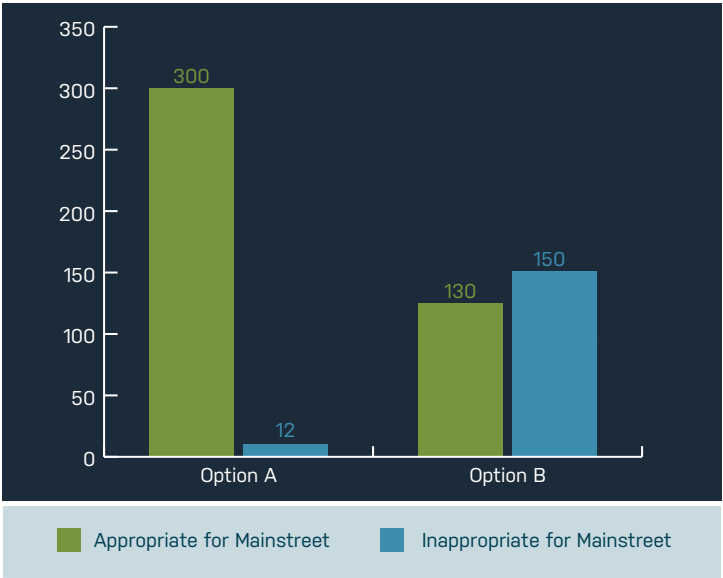


## RESTAURANTS

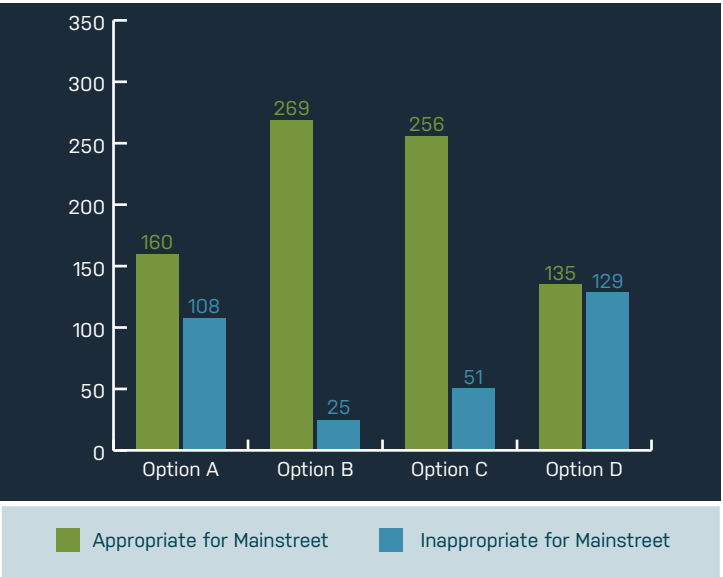




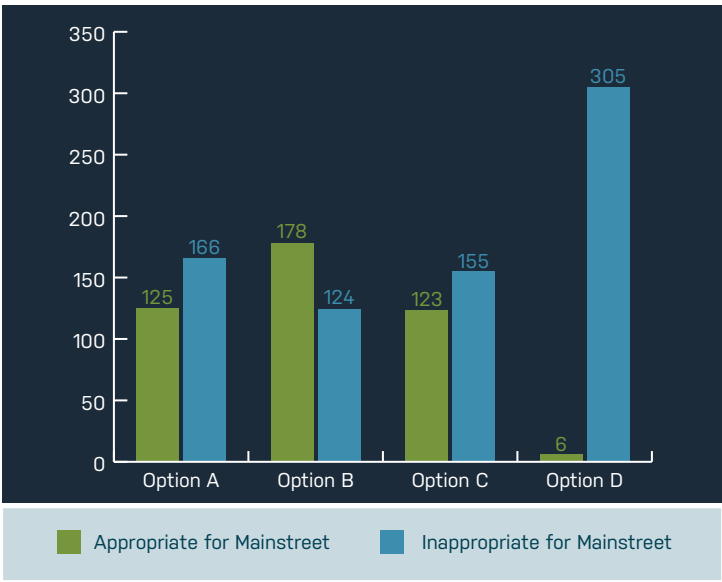
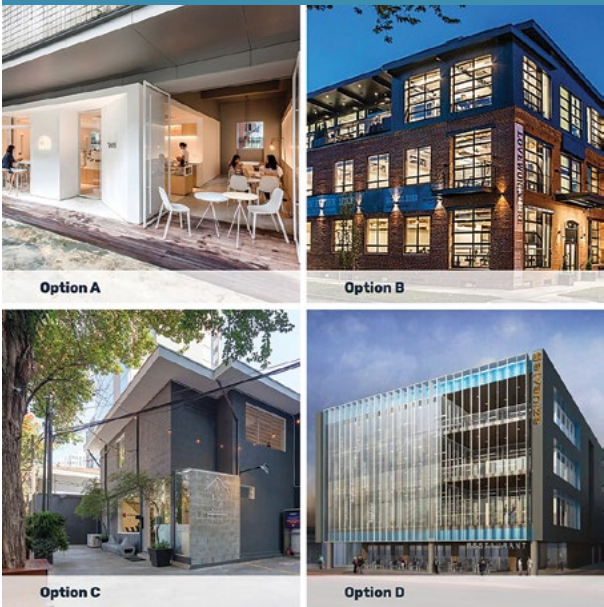
# BOUTIQUE / SMALL RETAIL



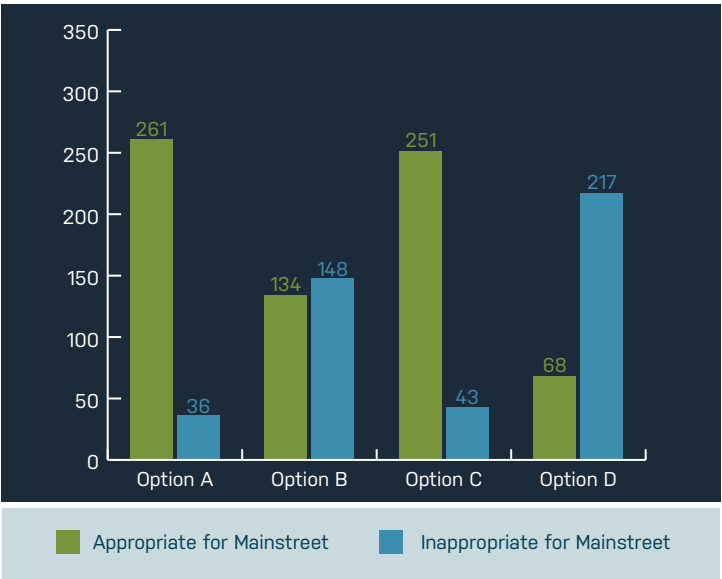
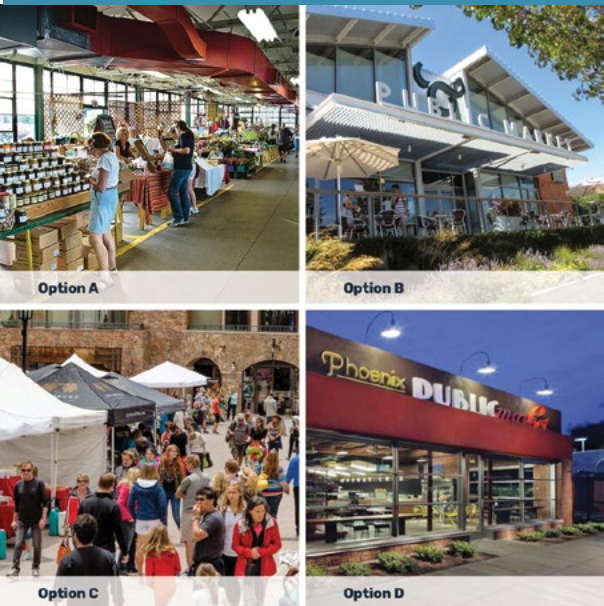
# PARK / GREEN SPACE



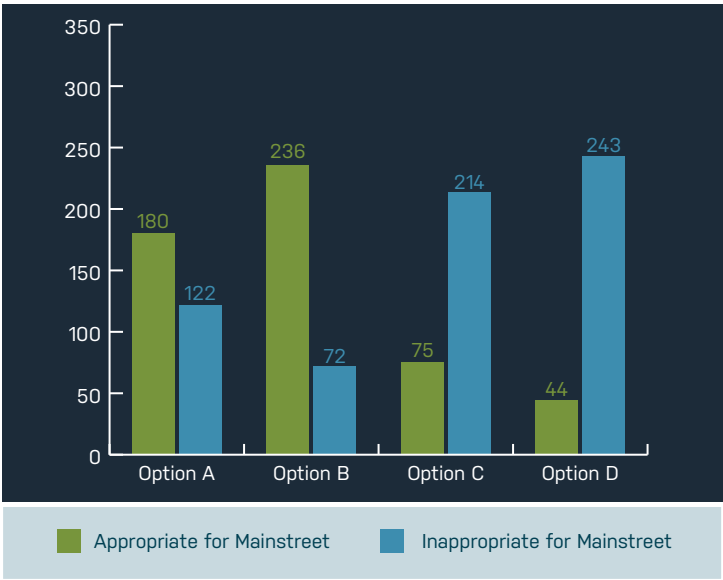
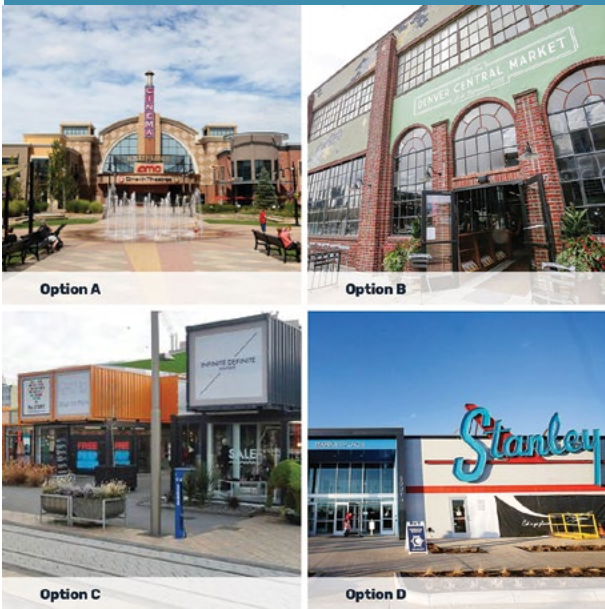
# SMALL OR SHARED OFFICE SPACE – PACE LOT 2



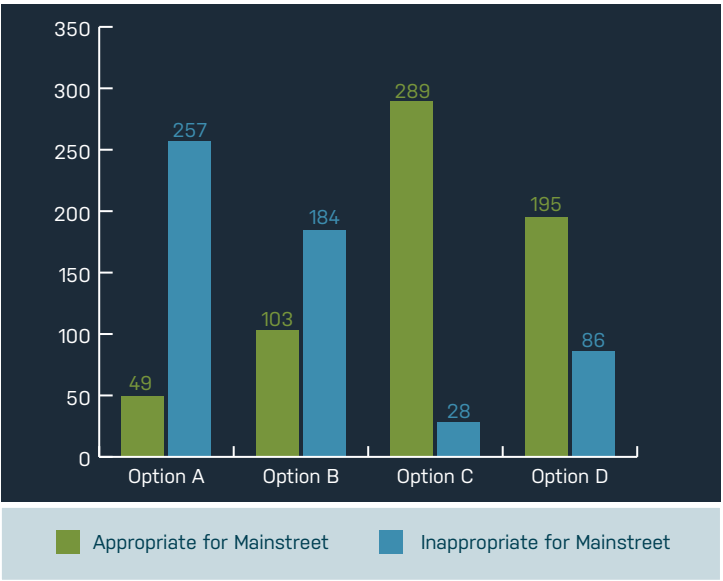
# MARKET / FARMERS' MARKET – PACE LOT 2



# 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

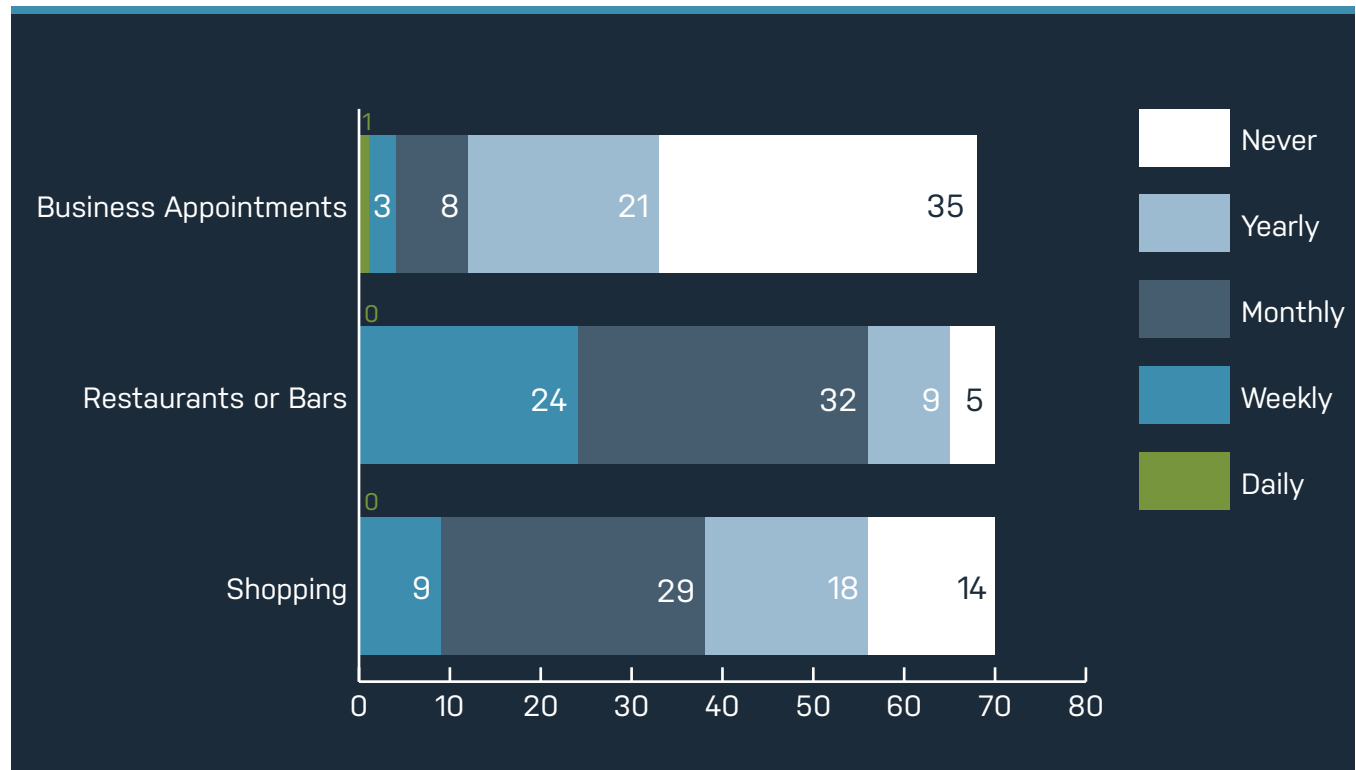
Survey results were collected from July 5 – August 17, 2018

### WHAT WE HEARD:

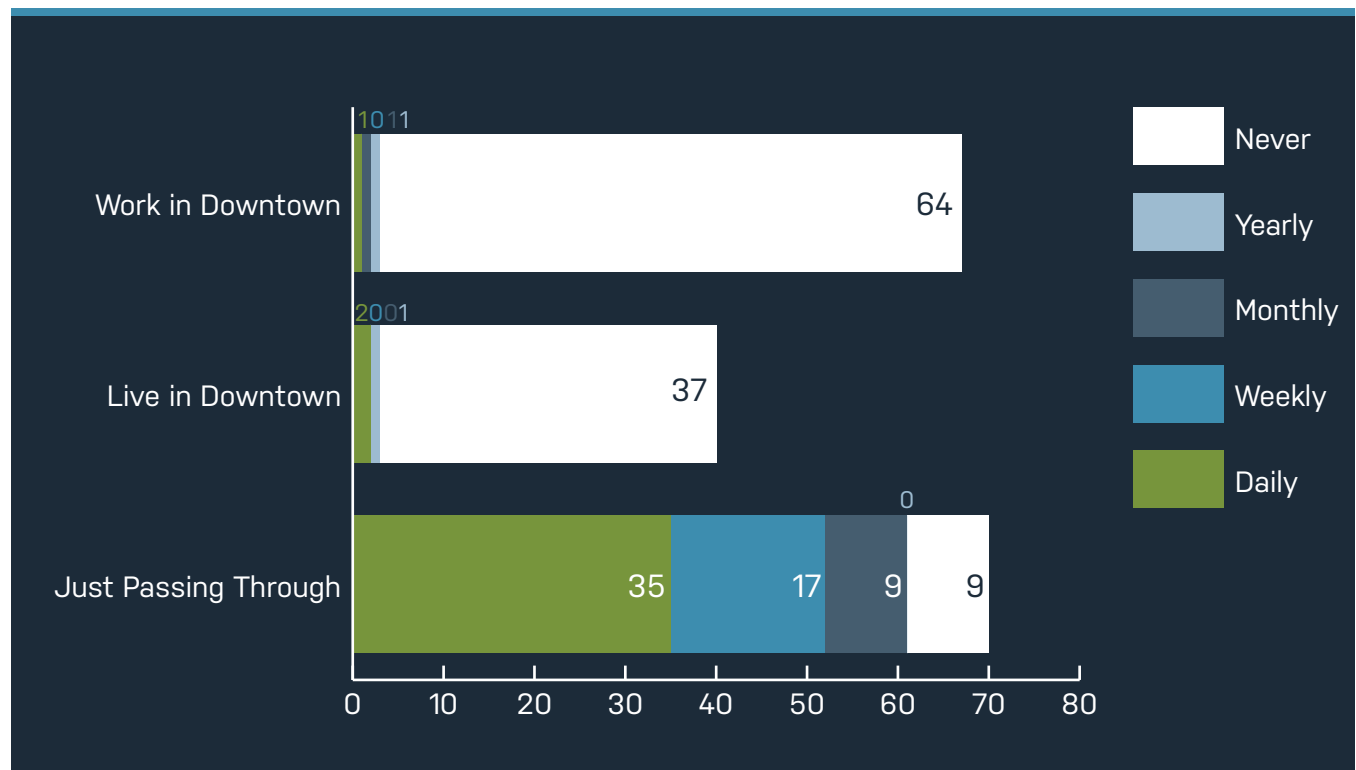
#### Which Describes How Often You Visit Downtown for Each Purpose?



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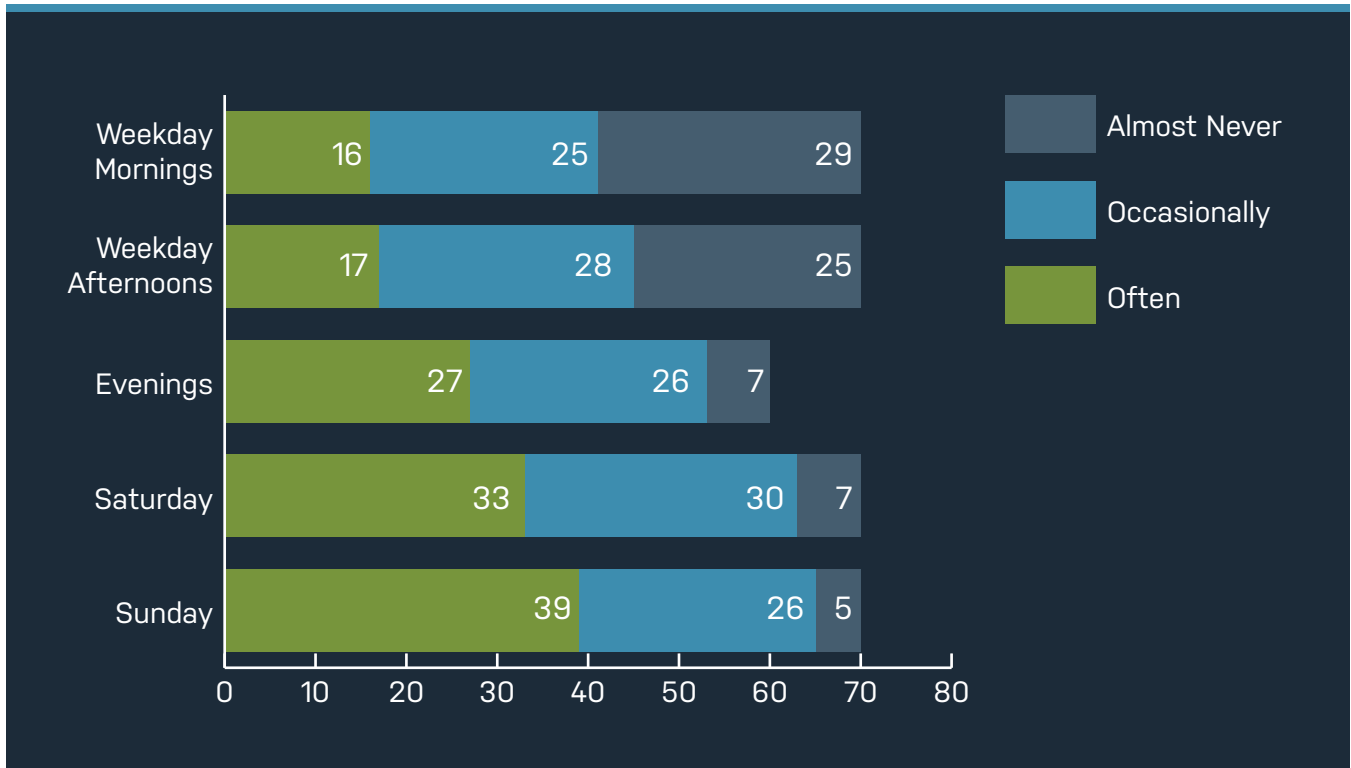


### Which Describes How Often You Visit Downtown for Each Purpose?





## 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.

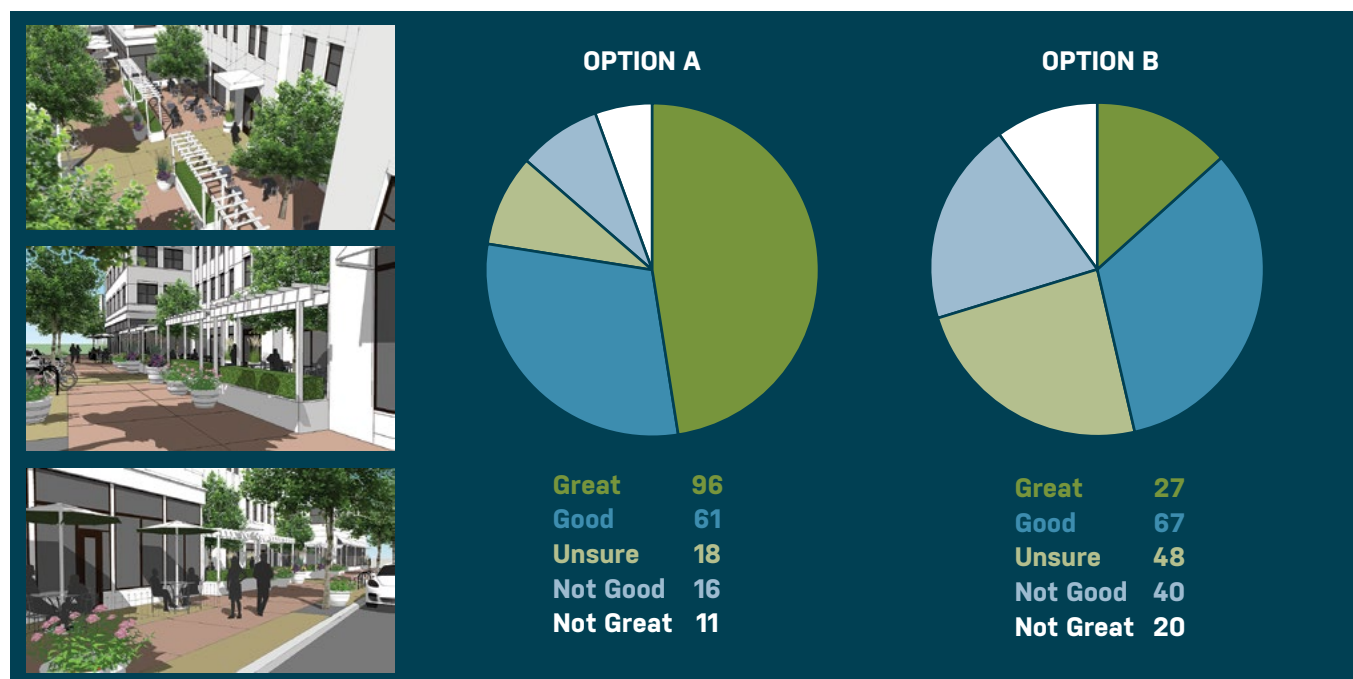
*Survey results were collected from September 4 - October 7, 2018*

#### WHO WE HEARD FROM:



#### 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.

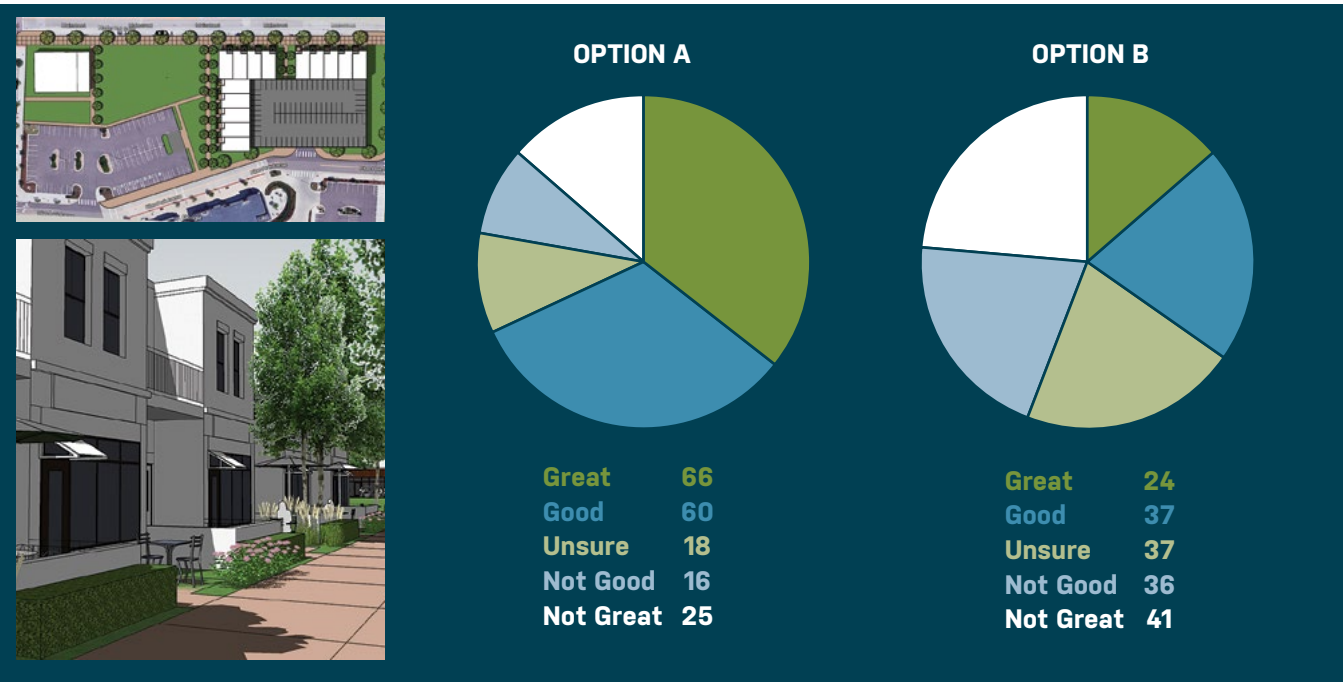
Survey results were collected from September 11 - October 7, 2018

## WHO WE HEARD FROM:



## 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:



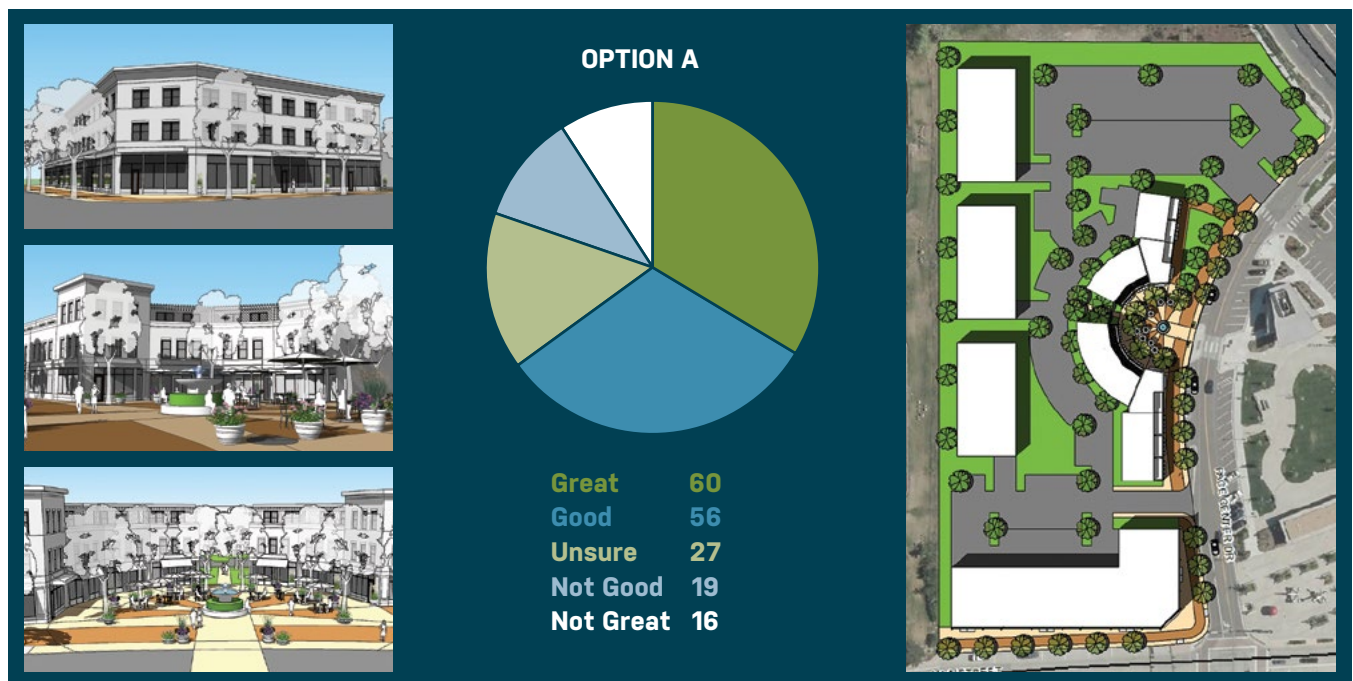
**178**

**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

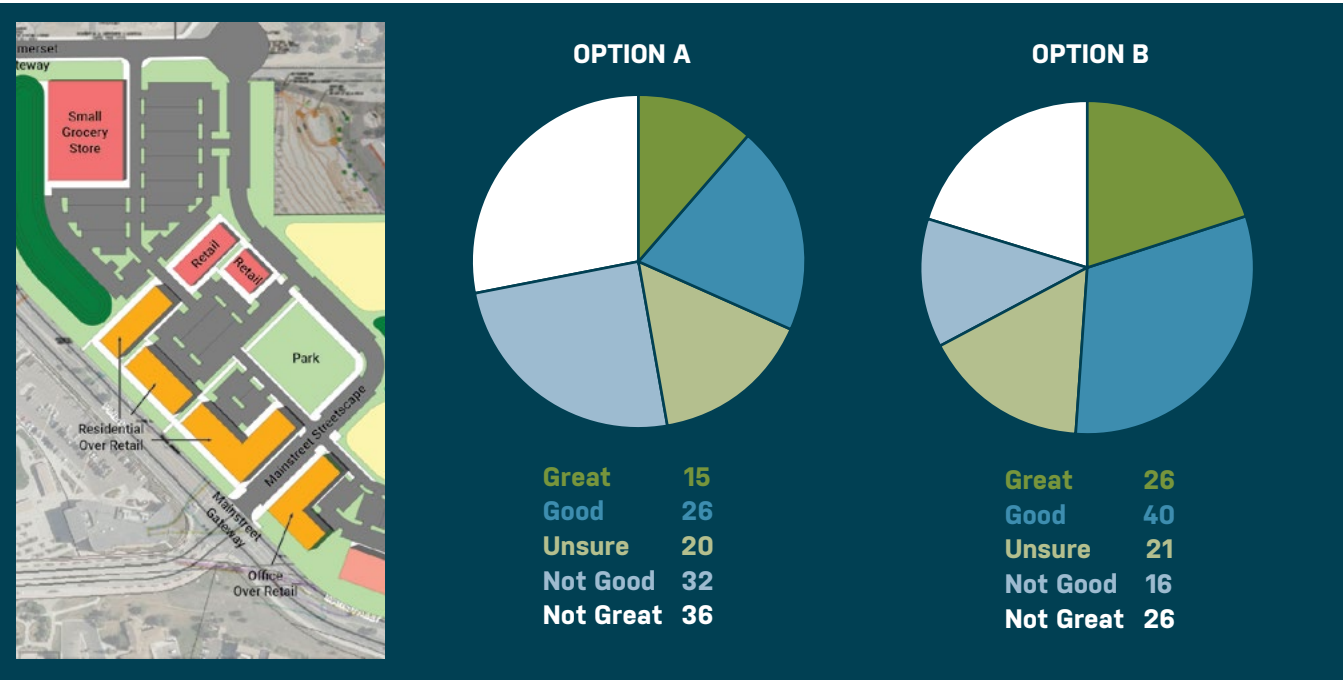
The Parker public was presented with two different concepts that showed what Pine Curve could look like when developed. Both options for the site have similar treatment on the eastern half of the property. These features include a landscape buffer between the single family homes to the east and additional 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:



## 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**

# 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



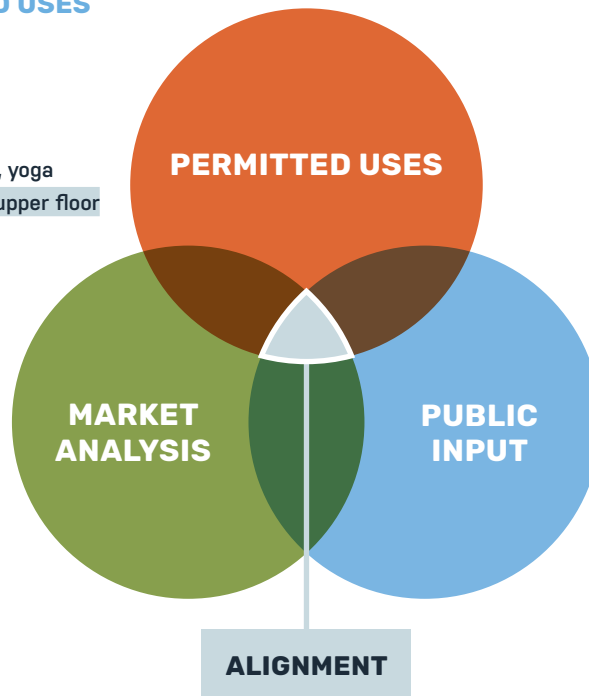
## ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

### 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<br>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



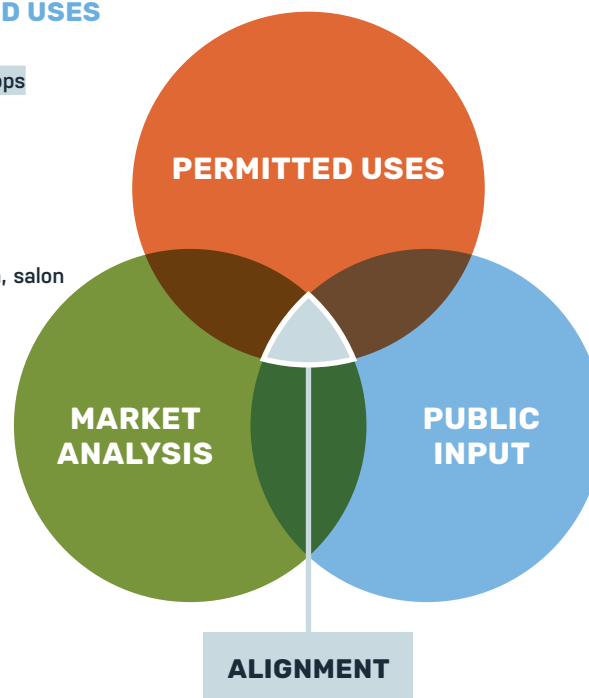
## ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

### 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;<br>Sanitary sewer main in Mainstreet      |
| Building Present                         | No                                                                            |
| Parking Existing                         | 252 spaces throughout PACE                                                    |
| Restrictions*                            | Downtown District – Historic Center<br>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

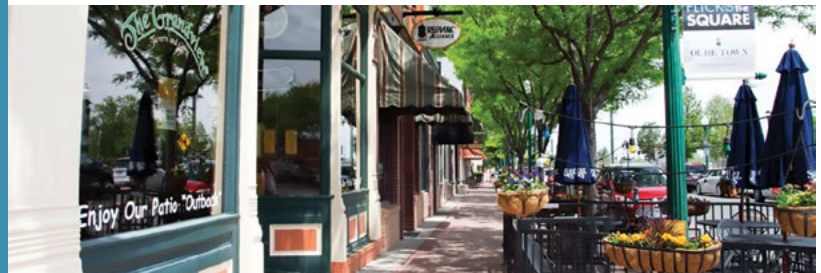


A clearly defined space



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

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



## 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.



# 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



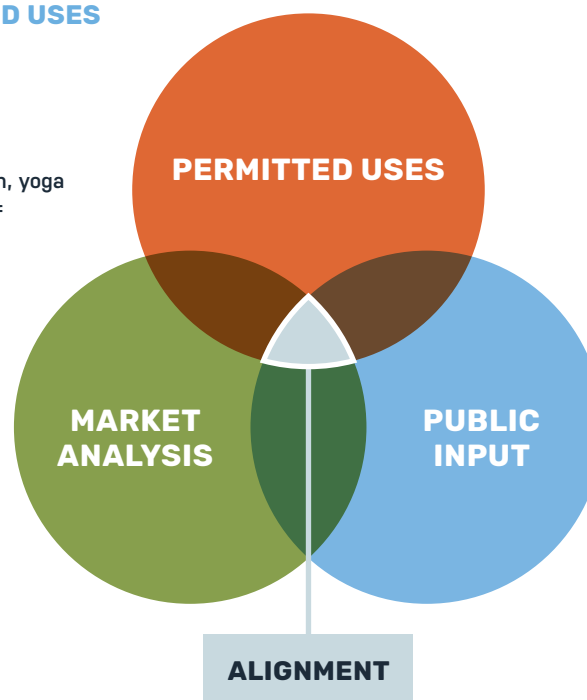
## ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

### 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.





## 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.

## 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



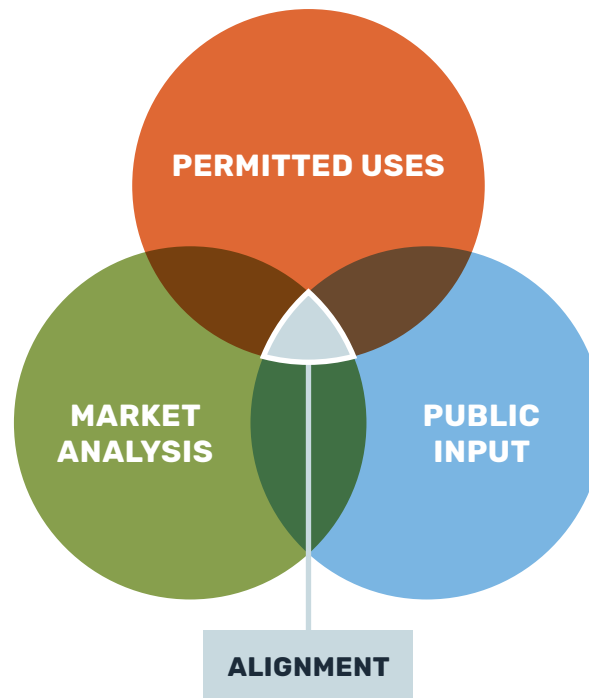
## ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

### 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;<br>Sanitary sewer connections available in<br>northeast and southwest property corners;<br>Gas provided by Xcel Energy;<br>Comcast and CenturyLink located within the area |
| Building Present                         | Two vacant residential homes;<br>demolished                                                                                                                                                                        |
| Parking Existing                         | 0                                                                                                                                                                                                                  |
| Restrictions*                            | Special District – Parker Central Area<br>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.



## 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:** Plazas for lingering or outdoor seating, designed open space that maintains the view corridor to downtown, ample parking space

## ALIGNMENT

What the market, stakeholders and zoning support.



## 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.



# MY MAIN STREET

## IMPLEMENTATION

# 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        |                                         |               |
| Design/Area Districts                                                                   | Historic Center              | Ground Floor Adjacent to Mainstreet | Ground Floor Not Adjacent to Mainstreet | Upper Floors  |
| <b>RESIDENTIAL/ACCOMMODATIONS</b>                                                       |                              |                                     |                                         |               |
| 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     |
| <b>GENERAL OFFICE, RETAIL AND SALES</b>                                                 |                              |                                     |                                         |               |
| 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        |                                         |                         |
|---------------------------------------------------------------------------------------------------|------------------|-------------------------------------|-----------------------------------------|-------------------------|
| Design/Area Districts                                                                             | Historic Center  | Ground Floor Adjacent to Mainstreet | Ground Floor Not Adjacent to Mainstreet | Upper Floors            |
| 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               |
| <b>EATING AND DRINKING ESTABLISHMENTS</b>                                                         |                  |                                     |                                         |                         |
| 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               |
| <b>INSTITUTIONS</b>                                                                               |                  |                                     |                                         |                         |
| 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           |
| <b>MOTOR VEHICLE RELATED SALES AND SERVICE OPERATIONS</b>                                         | Not Permitted    | Not Permitted                       | Not Permitted                           | Not Permitted           |
| <b>RECREATION, AMUSEMENT AND ENTERTAINMENT</b>                                                    |                  |                                     |                                         |                         |
| 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               |
| <b>TRANSPORTATION/PARKING STRUCTURES/STORAGE</b>                                                  |                  |                                     |                                         |                         |
| 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  |                                     |                                         |               |
| <b>UTILITIES/ALTERNATIVE ENERGY</b>    |                  |                                     |                                         |               |
| 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](http://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](http://www.ParkerOnline.org/MinorDevelopmentPacket)
- Replat Packet – 3-5 months from complete submittal – [www.ParkerOnline.org/ReplatPacket](http://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.

# APPENDIX

## 1. MARKET ANALYSIS

# MY MAINSTREET



## EXECUTIVE SUMMARY

### DOWNTOWN PARKER MARKET STUDY



PREPARED FOR:  
PARTNERING FOR PARKER'S PROGRESS (P3)

PREPARED BY:  
ECONOMIC & PLANNING SYSTEMS, INC.

MAY 24, 2018  
EPS #183009 • EXECUTIVE SUMMARY

The Executive Summary presents preliminary recommendations for planning, development, and disposition of four Town and P3 owned parcels within Downtown Parker. Findings are based on market research and quantitative analysis. They also incorporate information from broker and developer interviews and, more generally, the perspective of the development community.

## PROJECT OVERVIEW

Partnering for Parker's Progress (P3) is planning for the development and redevelopment of four underutilized parcels in Downtown Parker owned by the Town and P3, as shown in Figure 1. The four properties total over 30 acres of land within the Mainstreet District and their development can potentially strengthen the character and market position of the Downtown by adding a mix of uses and densities.

In past efforts, the positioning and disposition of these properties has met with community resistance to the potential uses and densities identified. As a result, P3 has engaged a consulting team, led by the Trestle Strategy Group, to work with the community on identifying compatible uses that are economically viable, catalyze nearby properties, and contribute to the market position of the Downtown area.

To assist in this effort, Economic & Planning Systems (EPS) has completed a Downtown Market Study to identify what market driven uses would be viable for each of the sites within a range of timeframes both short (2-3 years), mid (3-5 years) and long (5-10 years) as well as to identify potential catalyst projects for the sites.



## METHODOLOGY

To inform site development, EPS has used both quantitative market research, including demographic, economic, and development data, and qualitative interviews with local area developers and brokers. The qualitative research is particularly important in ground-truthing economic data and translating it to site specific opportunities within a downtown setting. EPS used both approaches to inform its feasibility estimates and modeling and to begin to create development strategies.

The economic analysis portion of the project is split into two phases. Preliminary recommendations in this summary are based on the Phase I market study, and are subject to refinement once the Phase II development feasibility analysis is complete.

- **Phase I Market Study:** An analysis of market trends and current conditions in Parker's Downtown. The study also includes high-level demand estimates for different land use types over a 10 year forecast period. These demand estimates provide a top-down view of what and how much development is potentially feasible in Downtown. The market study was completed in collaboration with P3 and other Town of Parker staff, including providing market information and development inventory data. EPS also solicited input from P3 and the Town on key local area developers and brokers to better understand current development conditions and challenges.
- **Phase II Development Feasibility:** This analysis uses financial modeling to determine what specific projects identified in the engagement are financially feasible and whether or not these projects would need gap financing. It is based on a bottom-up view of what is feasible. This phase also focuses on creating site and area specific strategies for more comprehensively developing the four sites in the context of Downtown as well as development in Parker.



## MARKET DEMAND SUMMARY

The Downtown market demand estimates for residential, office, retail and hospitality development for the 10 year forecast period are summarized in Table 1 below.

**Table 1**  
**Market Study Findings and Demand Summary**

| Product Type       | Market Overview                                                                                                                                                                                              | Important Considerations                                                                                                                                                                                                                                                                                             | Demand Estimate (10 years)                                                                                         |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Residential</b> | <p>Strong residential demand</p> <p>Increased multifamily construction in recent years in Parker and Denver Metro Area</p> <p>Shifting preferences for walkable neighborhoods and mixed-use environments</p> | <p>Residential can help support retail, restaurant, and office development in mixed-use projects Downtown</p> <p>Incentives likely necessary to support denser, mixed-use housing with structured parking</p> <p>Housing diversity important for housing employees and to support economic development in Parker</p> | <p>Multifamily = 306 units</p> <p>Townhomes = 65 units</p> <p>Condo project viable</p>                             |
| <b>Office</b>      | <p>Slow rates of office growth since Great Recession</p> <p>No significant development Downtown since 2000</p> <p>Low vacancy rates suggestive of demand for office</p>                                      | <p>Lack of privately held vacant land contributed to lack of Downtown development</p> <p>Incentives may be necessary to support office growth and new construction</p> <p>Mixed-use projects potentially all for more office development</p>                                                                         | <p>Total = 97,999 sq. ft.</p> <p>Potential for multi-tenant professional, medical and general business offices</p> |
| <b>Retail</b>      | <p>Strong retail market</p> <p>Driven by household growth</p> <p>Preference shifting toward more experiential retail and restaurant clusters</p>                                                             | <p>Restaurant clusters and other innovative food/drinking concepts can help activate and anchor Downtown development</p> <p>A number of metro area precedents for this type of development</p>                                                                                                                       | <p>Restaurants = 44,380 sq. ft.</p> <p>Grocery Store = 43,040 sq. ft.</p> <p>Total = 131,230 sq. ft.</p>           |
| <b>Hospitality</b> | <p>Planned 50-room boutique hotel on West Main near theater</p> <p>Demand for hotel will continue to increase as Parker grows</p>                                                                            | <p>Development site in an advantageous position near Parker's event venues and Downtown Core</p> <p>Success of proposed boutique hotel will help inform future demand</p> <p>Investments in retail and restaurants and mixed-use clusters will help catalyze development</p>                                         | <p>Boutique hotel viable in mid to long term</p>                                                                   |

## PRELIMINARY RECOMMENDATIONS

Downtown Parker, particularly East Mainstreet, is the historic core and focal point for the community. It contains a mix of civic, cultural, business, retail, and entertainment uses including the O'Brien Park, Pace Center, Town Hall, The Schoolhouse at Main Street, Discovery Park, and Douglas County Library. These facilities are located in close proximity to two strong blocks of pedestrian-oriented commercial development including retail, restaurant, and professional office. However, the analysis of existing conditions, the developer interviews conducted, and the initial surveys of residents all reveal a need and desire for additional retail and restaurant uses and more of a critical mass in Downtown.

The Town's four vacant sites are the "missing teeth" in this mixed-use development context. They are also the best locations for the additional retail, restaurant, and office uses that can strengthen the downtown business mix and contribute to its market attraction. There are a number of strategies the Town can consider in generating and attracting development consistent with the market on its vacant sites as outlined below.

### 1

#### **BUILD A RETAIL AND DINING COMPLEX OF LOCAL AND REGIONAL RESTAURANTS AND SPECIALTY RETAILERS AS A CATALYST INVESTMENT.**

Parker residents surveyed by Trestle Strategies have expressed their desire to see more unique restaurants, beer gardens, food halls, and microbreweries in downtown Parker and specifically on the Town's vacant land parcels. They are also clear in what they do not want to see as well, which are more chain and fast food restaurants. These interests are consistent with what EPS has documented in surveys of other suburban communities in the metro area. Importantly, multiple brokers and developers interviewed for this project have all suggested that this type of development would help catalyze other development types in Downtown.

These types of retail would offer an alternative to the more traditional retail on the borders of Downtown, including Flatacres Marketplace and Parker Pavilion. The Downtown context is also one of the only place in the Town that currently allows for and support the a mixed-use and experiential/destination retail approach.

The Pace Lot 2 would be an attractive location for a retail restaurant cluster of 20,000 to 30,000 square feet of space with a generous plaza and outdoor dining spaces similar to the above referenced projects. If built on this site, it would need to share parking with the Pace Center to the south. This use would also fit onto the East Main parcel which would have room for adequate surface parking. In the shorter term, the Town could consider using the East Main Lot vacant lots for food truck, farmer's markets, and other activities.



Eastbridge Towncenter in Stapleton Denver, CO is an example of a retail restaurant cluster.

---

**2****PROMOTE MIXED-USE CONCEPTS THAT ARE COMPLEMENTARY; CREATE “BUILT-IN” DEMAND AND DIVERSIFY RISK; ENHANCE DOWNTOWN EXPERIENCE; AND FURTHER ECONOMIC DEVELOPMENT.**

Market research and development interviews completed for this report have highlighted the need for mixed-use development concepts on the My Mainstreet Sites. First, a mix of uses can be complementary and help catalyze additional development. Developers suggested that a retail/restaurant cluster would help catalyze residential development. Residential development would, in turn, help create a “built-in” demand for the cluster. Mixed-use buildings will also diversify the land use risk and, in particular, allow for the development of office space. Finally, a mix of uses will help enhance the downtown experience, through the introduction of retail and restaurant amenities, but also by helping to make the setting feel more lived-in – like a live, work, play district.

Further, shifts in preferences mean that not only are millennials and baby-boomers looking to live in mixed-use and walkable places, but so too are office users. Office tenants are seeking locations where their employees can walk to different amenities. In addition, employers want to locate in communities that can house junior and senior level staff. Increased housing diversity in more attainable downtown multifamily products will help house millennial employees as well as employees of retail and restaurant development located in Parker.

Finally, the Downtown Study Area is one of the only locations in currently in Parker with the density, historic fabric, and public uses making it well-suited for mixed use development. As a result, the My Mainstreet Sites represent an important opportunity for the Town.

---

**3****ESTABLISH STRONG PUBLIC PRIVATE PARTNERSHIPS AND DEVELOPMENT INCENTIVES FOR DESIRED USES.**

Public private partnerships will be important for the success of a number of desired uses, including professional office development and denser, multifamily or mixed-use housing products. It also may be necessary to offer incentives for these development types to be feasible. As an example, according to developers interviewed, the primary challenges of building new office space are two-fold. First, it is difficult to pre-lease sufficient space from small users to obtain construction financing. Second, these smaller tenants are often unwilling or unable to pay the lease rates needed to support new construction. It will therefore take a partnership with an owner/developer interested in building additional speculative space. The development partnership and unique financing incentives for The Move Office Building in Castle Rock is an example of the creative approach needed to overcome the market and financial challenges for develop office space in the current market context.

For the retail and restaurant complex, the Town should consider meeting with experienced developers of the comparable projects listed to understand the market and financial requirements needed for this type of project to be built. It will require a public private partnership with an experienced developer who can recruit the unique mix of tenants needed for a successful project.

---

**4****THE PINE CURVE SITE SHOULD BE PLANNED FOR DEVELOPMENT WITH A GROCERY STORE OR OTHER TYPE OF ANCHOR.**

The Pine Curve site will be the most difficult to develop in the short term as it is the largest site with the least infrastructure and furthest from Downtown. Its adjacency to nearby neighborhoods also create potential for community concerns regarding commercial uses. Because of the size the property, development will need to be phased. EPS recommends that it be included in a larger planning process that plans for infrastructure improvements and breaks development into a number of future phases.

There are a number of different types of anchors that could help support and catalyze a mixed-use development. The most obvious of which is a grocery store. The community survey completed by

Trestle Strategies also indicated continued interest in attracting a grocery store to this site to serve the eastern portion of the Town. In the short term, there are no candidate grocery anchors that have been currently identified for the site. However, the retail landscape can change in the next 5 to 10 years and the trade area on the east and south of Parker will continue to grow, and EPS's retail demand study showed that there will be enough demand in the next 10 years to support a medium format grocer.

Other potential anchors include an expanded hospitality concept that includes a larger convention and meeting space. The site is also large enough to support institutional uses like a local branch of a community college. Finally, the site may be able operate as a mixed-use development with a defined or central open space and retail amenities.

## 5

### **PHASE DEVELOPMENT FROM DOWNTOWN TOWARD THE PINE CURVE SITE – WEST TO EAST – FOCUSING FIRST ON REINFORCING AND INFILLING THE TOWN'S DOWNTOWN AND AS A WAY TO HELP CATALYZE PINE CURVE.**

In comparison to the Pine Curve site, the smaller Town sites (19801 E. Mainstreet, Pace Lot 2, and East Main) will be easier to develop in the shorter term. The sites are closer to the historic downtown core and do not require a larger planning process. A development or phasing strategy that focuses on developing these infill sites first would help to reinforce and further activate Parker's Downtown. Investments in mixed-use space on the development sites closer to Downtown would also help to catalyze the Pine Curve site. Overall, it makes sense for the Town to concentrate on infilling the Downtown core first and then develop the Pine Curve site in the medium or long term. This would not preclude the Town from developing the sites out of order if the right opportunity arises.

## 6

### **PRELIMINARY USE RECOMMENDATIONS FOR EACH OF THE DEVELOPMENT SITES BASED ON THE MARKET STUDY AND CONVERSATIONS WITH THE DEVELOPMENT COMMUNITY ARE SHOWN IN THE TABLE BELOW.**

Preliminary use recommendations are shown in the Table 2 below. These recommendations are based on the market study and conversations with developers, and not on a detailed site planning process or a financial feasibility analysis. As a result, they represent suggested uses, and should not prevent the Town from looking at additional uses as opportunities arise or as part of complementary planning processes.

**Table 2**  
**Preliminary Use Recommendations**

| <b>Development Site</b>    | <b>Feasible Uses</b>                                                                     |
|----------------------------|------------------------------------------------------------------------------------------|
| <b>19801 E. Mainstreet</b> | Professional Office; Multifamily Housing; Boutique Hotel; Single-Use Restaurant or Brew  |
| <b>PACE Lot 2</b>          | Retail and Restaurant Complex                                                            |
| <b>East Mainstreet</b>     | Professional Office; Multifamily Housing; Boutique Hotel; Retail and Restaurant Complex  |
| <b>Pine Curve</b>          | Grocery Store Anchored Neighborhood Shopping District; Additional Medium Density Housing |

The logo is contained within a white speech bubble with a blue outline. The text "MY" is in a smaller, light blue font at the top. "MAIN" is in a large, bold, dark blue font in the middle. "STREET" is in a medium-sized, light blue font at the bottom.

MY  
**MAIN**  
STREET

**DOWNTOWN PARKER  
MARKET STUDY  
FINAL REPORT**



*The Economics of Land Use*



## **Final Report**

# **Downtown Parker Market Study**

Prepared for:



Prepared by:  
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**May 24, 2018  
EPS #183009**



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# 1. INTRODUCTION

## Project Overview

Partnering for Parker's Progress (P3) is planning for the development and redevelopment of four underutilized parcels in Downtown Parker owned by the Town and P3, and shown in **Figure 1**. The four properties total over 30 acres of land within the Mainstreet District and their development can potentially strengthen the character and market position of the Downtown by adding a mix of uses and densities.

In past efforts, the positioning and disposition of these properties has met with community resistance to the potential uses and densities identified. As a result, P3 has engaged a consulting team, led by the Trestle Strategy Group, to work with the community on identifying compatible uses that are economically viable, catalyze nearby properties, and contribute to the market position of the Downtown area. To assist in this effort, Economic & Planning Systems (EPS) has completed this Downtown Market Study to identify what market driven uses would be viable for each of the sites within a range of timeframes, including short (2-3 years), mid (3-5 years) and long term (5-10 years) as well as to identify potential catalyst projects for the sites.

**Figure 1**  
**Project Sites**



## Methodology

To inform site development, EPS used both quantitative market research, including demographic, economic, and development data and qualitative interviews with local area developers and brokers. The qualitative research is particularly important in ground-truthing economic data and translating it to site specific opportunities within a downtown setting. EPS used both approaches to inform its feasibility estimates and modeling and to begin to create development strategies, including identifying potential catalyst projects for different sites.

Overall, the economic analysis portion of the project is split into two phases:

- **Phase I Market Study:** This report includes an analysis of market trends and current conditions in Parker's Downtown. The study also includes high-level demand estimates for different land use types over a 10 year forecast period. These demand estimates provide **top-down view** of what and how much development is potentially feasible in Downtown. However, the demand estimates do not inform whether or not something is feasible from a supply or construction standpoint. The estimates also rely on historic trends. While this helps to calibrate reasonable levels of development, they do not predict the future, which partially depends on Town disposition and investment decisions for the sites. Finally, the market study identifies potential precedent or catalyst projects for the four sites.

The market study was completed in collaboration with P3 and other Town of Parker staff, including providing market information and development inventory data. EPS also solicited input from P3 and the Town on key local area developers and brokers to better understand current development conditions and challenges.

- **Phase II Development Feasibility:** This analysis uses financial modeling to determine what specific projects identified in the engagement are financially feasible and whether or not these projects would need gap financing. It is based on a **bottom-up** view of what is feasible. This phase also focuses on creating site and area specific strategies for more comprehensively developing the four sites in the context of Downtown as well as development in Parker.

## Report Structure

The report begins with a description of the study areas used in the analysis and an overview of the demographic and economic trends of Parker, Douglas County, and the 7-County Denver Metropolitan Region (Denver Metro Area). The report then reviews different development types and their potential for Downtown, including: **residential; office; retail; and hospitality uses.**

Analysis of each of the development types are summarized in separate chapters of the report. Each of these chapters contains a market overview, a summary of current conditions, a projection of future conditions—including an estimate of demand in the 10 year forecast period, and example precedent projects. The end of each chapter summarizes key findings.

The report ends with preliminary recommendation for development strategies and feasible land uses on each site. These preliminary findings are subject to more detailed feasibility analysis of catalyst development prototypes in Phase II of the project.

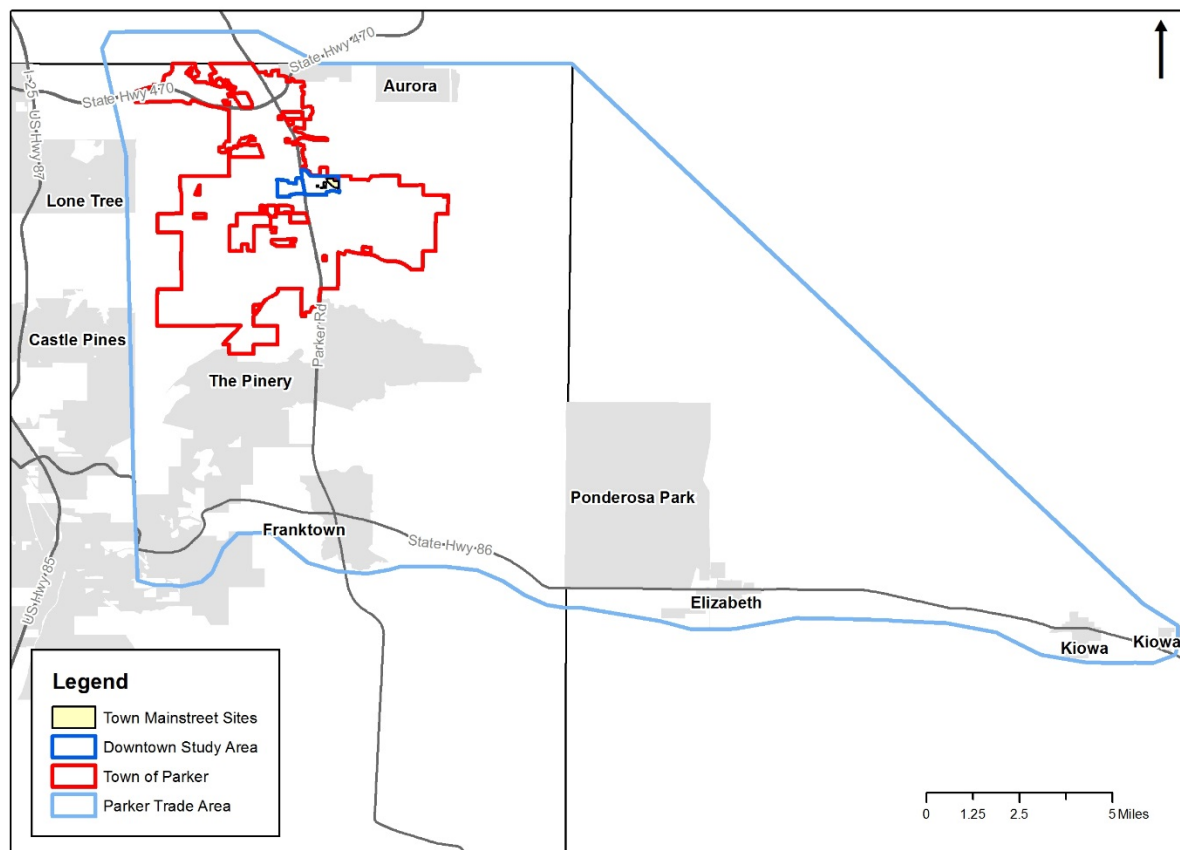
## 2. MARKET AREA OVERVIEW

This chapter reviews the geographies used as the basis of analysis for the report. The Town of Parker defined these geographies, and it established boundaries for determining economic and demographic trends and estimating capture potential.

### Parker Trade Area

Town staff defined the Parker Trade Area. The trade area is used in the retail analysis and represents the geography of where shoppers of Parker's retail stores live. The western boundary extends along Colorado Highway 86 and includes Franktown, Elizabeth, and Kiowa; these small towns have few local retail options, and residents likely travel longer distance to purchase goods. The western boundary is defined by the eastern borders of Lone Tree and Castle Pines. Residents of communities west of the trade area boundary have more local retail options, and primarily use I-25 to service regional needs. The northern boundary is defined in relation to Parker's northern boundary and County Line Road.

**Figure 2**  
**Parker Trade Area**

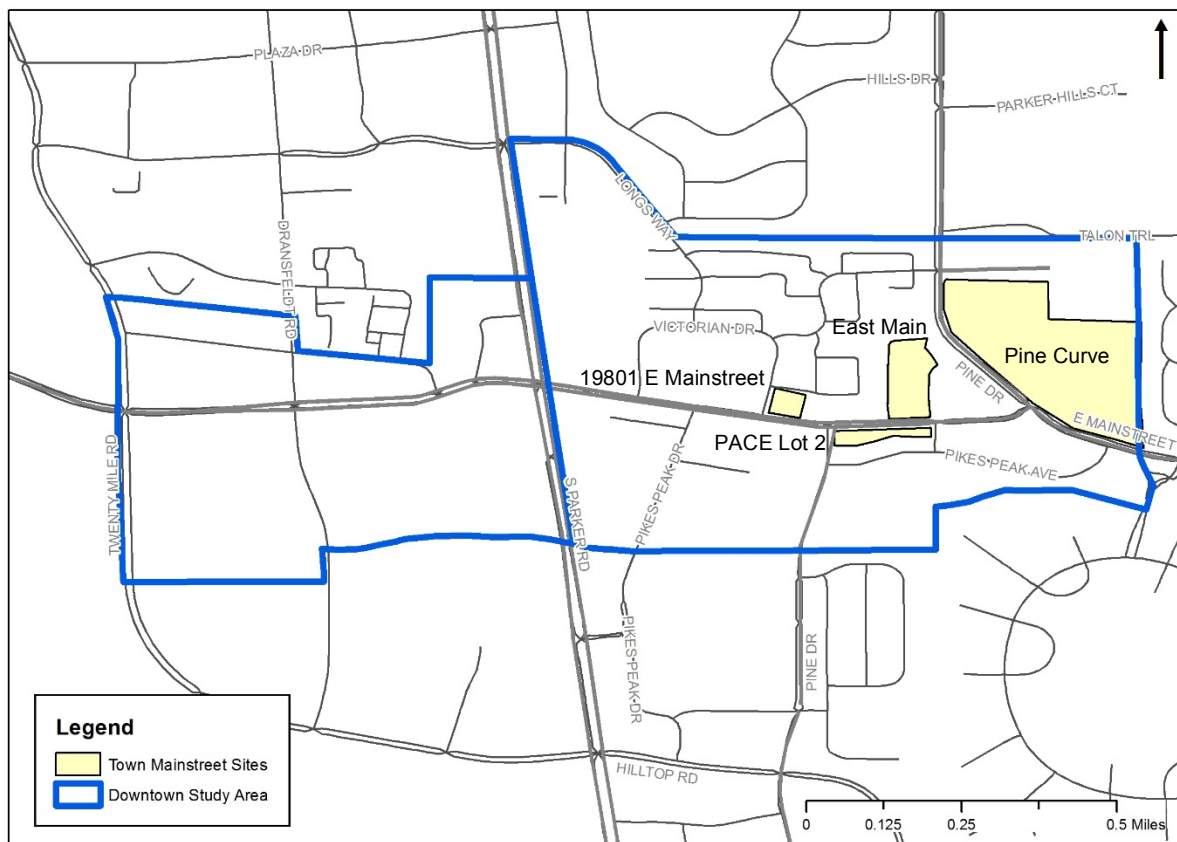


## Downtown Parker Study Area

The Downtown Parker Study Area corresponds with the planning area in Parker's Mainstreet Master Plan. As a result, the economic and development trends in this study help to build on and inform the recommendations in the Mainstreet Master Plan.

EPS evaluated the Downtown Study Area as a submarket of Parker. Overall local and regional trends occurring in or impacting Parker will have an effect on the level of demand in Downtown. However, the Downtown Study Area also offers the potential to have a denser, mixed-use and less suburban environment as compared to the rest of the Town. As a result, there is a distinct market opportunity in the Downtown Study Area compared to the rest of Parker that will also allow the Town to introduce more competitive products that respond to changing regional and generational preferences. As a result, findings and recommendations in this report, while sometimes speaking to Parker as a whole, relate specifically to Downtown.

**Figure 3**  
**Downtown Parker Study Area**





### 3. DEMOGRAPHIC AND EMPLOYMENT TRENDS

This chapter summarizes the demographic and employment trends for the Downtown Study Area, Parker, Douglas County, and the Denver Metro Area. The trends and historical growth rates are used to inform demand forecasts for each land use category and provide an overall backdrop to shifts in population and preferences.

## Demographic Trends

### Population and Households

From 2000 to 2010, Parker grew rapidly at an average of 2,163 residents per year or an average annual rate of 6.7 percent. This rate of growth was faster than Douglas County and the Denver Metro Area, which grew at average annual rates of 5.0 percent and 1.6 percent respectively. In terms of households, Parker grew by an average of 796 households per year or at an average annual rate of 7.2 percent—faster than Douglas County and the Denver Metro Area, which grew by 5.3 percent and 1.7 percent respectively, as shown in **Table 1**.

**Table 1**  
**Population and Household Trends, 2000-2017**

| Description    | 2000      | 2010      | 2017      | 2000-2010 |        |        | 2010-2017 |        |       |
|----------------|-----------|-----------|-----------|-----------|--------|--------|-----------|--------|-------|
|                |           |           |           | Total     | Ann. # | Ann. % | Total     | Ann. # | Ann.% |
| Population     |           |           |           |           |        |        |           |        |       |
| Downtown       | 1,567     | 2,089     | 2,231     | 522       | 52     | 2.9%   | 142       | 20     | 0.9%  |
| Parker         | 23,667    | 45,297    | 52,017    | 21,630    | 2,163  | 6.7%   | 6,720     | 960    | 2.0%  |
| Douglas County | 175,789   | 285,465   | 335,339   | 109,676   | 10,968 | 5.0%   | 49,874    | 7,125  | 2.3%  |
| Denver Metro   | 2,179,469 | 2,543,482 | 2,877,694 | 364,013   | 36,401 | 1.6%   | 334,212   | 47,745 | 1.8%  |
| Households     |           |           |           |           |        |        |           |        |       |
| Downtown       | 691       | 939       | 1,005     | 248       | 25     | 3.1%   | 66        | 9      | 1.0%  |
| Parker         | 7,953     | 15,917    | 18,042    | 7,964     | 796    | 7.2%   | 2,125     | 304    | 1.8%  |
| Douglas County | 60,936    | 102,018   | 118,774   | 41,082    | 4,108  | 5.3%   | 16,756    | 2,394  | 2.2%  |
| Denver Metro   | 852,252   | 1,004,696 | 1,128,022 | 152,444   | 15,244 | 1.7%   | 123,326   | 17,618 | 1.7%  |

Source: Esri, Economic & Planning Systems

Since 2010, growth has slowed in Parker and Douglas County while increasing in the Denver Metro. Over this time period, Parker grew by 960 people or 2.0 percent annually and by 304 household or 1.8 percent annually. Douglas County grew at a faster rate, with its population increasing by 2.3 percent per year and number of households increasing by 2.2 percent per year. In contrast, the Denver Metro Area growth rate increased from an average of 36,401 people and 15,244 households per year from 2000 to 2010 to 47,745 people and 17,618 households per year since 2010. This shift in growth may reflect national shifts in preferences from more suburban areas to more urban and mixed-use centers, and results from the rapid growth in Denver since 2010.

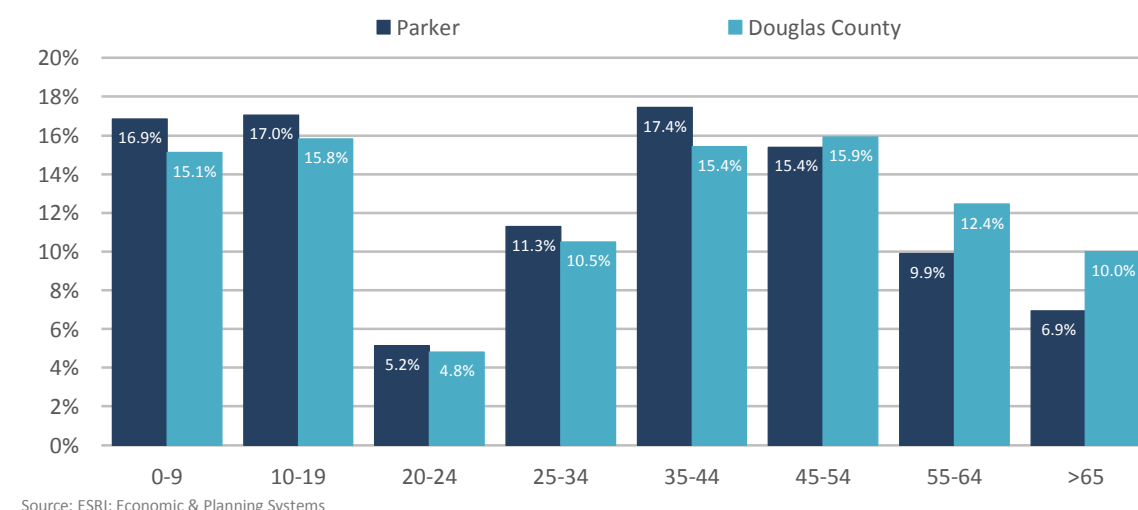
Downtown Parker's growth has generally followed the Town's overall trend, with growth decreasing since 2010. From 2000 to 2010, Downtown grew by a total of 522 people or 248

households, an average of 52 residents and 25 households per year. Since 2010, Downtown Parker has grown by an average of 20 residents and nine households per year.

## Population by Age

The Town of Parker is primarily made up of family-aged households—with middle-aged adults from 35 to 54 and children aged 0 to 19 comprising 70 percent of the population in 2010 and 67 percent of the population in 2017, as shown in **Figure 4**. These data highlight one of its key strengths—its attractiveness to families with children. Since 2010, Parker’s population distribution has generally shifted older, with both older families and a higher percentage of adults 55 years or older.

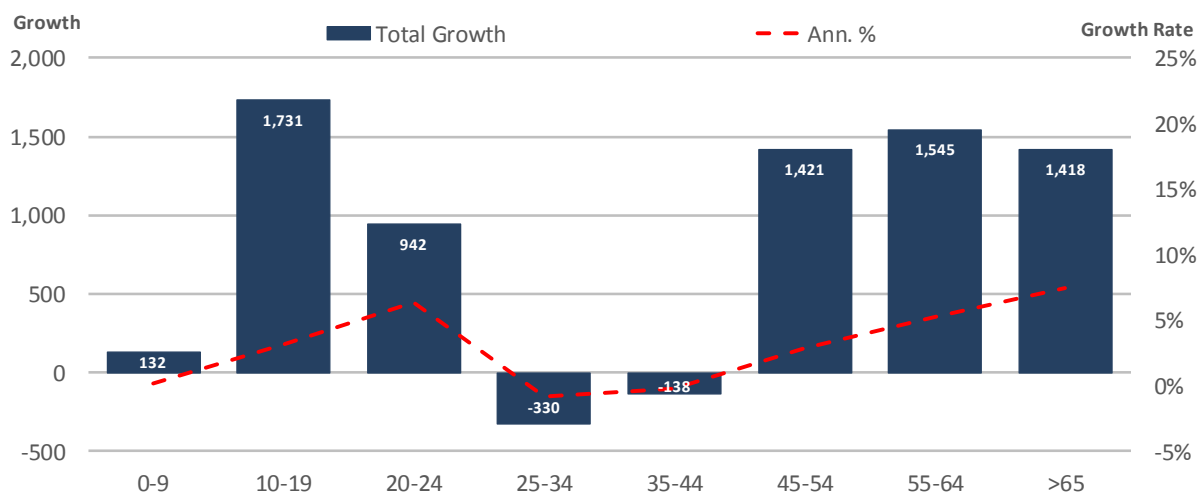
**Figure 4**  
**Parker Age Distribution, 2010-2017**



Total growth from 2010 to 2017 and the annual percent growth by age cohort are shown in **Figure 5**. The Town increased the most in the 10 to 19 year old age cohort, adding a total of 1,731 residents. This total is followed by the 45 to 54 (1,421 residents), 55 to 64 (1,545 residents), and greater than 65 age cohorts (1,418 residents). The Town lost population in the 25 to 34 (330 residents) and 35 to 44 (138 residents) year old age cohorts.



**Figure 5**  
**Parker Growth by Age Group Cohort, 2010-2017**

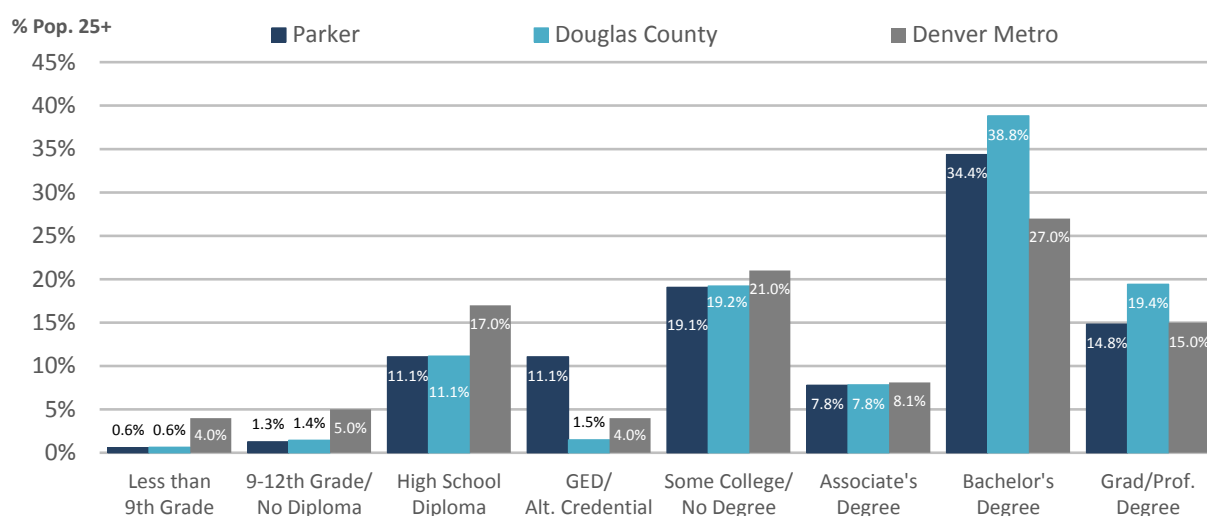


Source: ESRI; Economic & Planning Systems

## Education

Parker is highly educated with 49 percent of residents over 25 years old receiving a bachelor's degree or higher. While this percent is lower than Douglas County, where 58 percent of residents over 25 year old have at least a bachelor's degree, it is higher than the metro area as a whole at 42 percent. These data also speak to the talent of the labor force in Parker, which can be tapped by potential employers looking to locate in the area.

**Figure 6**  
**Educational Attainment, 2017**



Source: ESRI; Economic & Planning Systems

## Income

Since 2000, the median household income (MHI) in Parker has grown from \$74,116 to \$101,481 in 2017, as shown in **Table 2**. Today, the Town's MHI is slightly below Douglas County at \$109,183, but significantly above the MHI of the Denver Metro Area at \$70,077. From 2000 to

2010 the MHI grew by an average of 1.8 percent per year in Parker, and, from 2010 to 2017 the MHI grew by an average of 2.0 percent per year.

**Table 2**  
**Median Household and Per Capita Income Trends, 2000-2017**

| Description             | 2000     | 2010     | 2017      | 2000-2010 |         |        | 2010-2017 |         |        |
|-------------------------|----------|----------|-----------|-----------|---------|--------|-----------|---------|--------|
|                         |          |          |           | Total     | Ann. #  | Ann. % | Total     | Ann. #  | Ann. % |
| Median Household Income |          |          |           |           |         |        |           |         |        |
| Parker                  | \$74,116 | \$88,644 | \$101,481 | \$14,528  | \$1,453 | 1.8%   | \$12,837  | \$1,834 | 2.0%   |
| Douglas County          | \$82,929 | \$99,198 | \$109,183 | \$16,269  | \$1,627 | 1.8%   | \$9,985   | \$1,426 | 1.4%   |
| Denver Metro            | ---      | \$60,137 | \$70,077  | ---       | ---     | ---    | \$9,940   | \$1,420 | 2.2%   |
| Per Capita Income       |          |          |           |           |         |        |           |         |        |
| Parker                  | \$27,479 | \$34,734 | \$40,702  | \$7,255   | \$726   | 2.4%   | \$5,968   | \$853   | 2.3%   |
| Douglas County          | \$34,848 | \$42,418 | \$49,003  | \$7,570   | \$757   | 2.0%   | \$6,585   | \$941   | 2.1%   |
| Denver Metro            | ---      | \$32,173 | \$37,857  | ---       | ---     | ---    | \$5,684   | \$812   | 2.4%   |

Source: ESRI, Census, DOLA, Economic & Planning Systems

## Housing Trends

### Household Tenure

Since 2000, renter occupied housing has grown at a faster rate than owner occupied housing, as shown in **Table 3**. In Douglas County, much of this growth took place from 2000 to 2010. During this time period, renter occupied units in Parker grew at an average of 299 units per year or an annual rate of 16.7 percent. At the same time, owner occupied units in Parker grew by 5.4 percent per years. In Douglas County, renter occupied housing grew by an average annual rate of 10.3 percent and owner occupied housing growing at an average annual rate of 4.4 percent.

From 2010 to 2017, the rate of renter occupied growth slowed in Douglas County, but still outpaced owner occupied housing. In Parker, the rate of growth in renter occupied units dropped to 1.9 percent, compared to 1.8 percent for owner occupied units. However, much of this growth has taken place since 2014, and in recent years, multifamily units accounted for over half of the units permitted, as shown in **Figure 17** in Chapter 4.

In contrast to Douglas County, the rate of growth of renter occupied housing in the Denver Metro Area increased from an average of 7,635 per year or an annual rate 2.4 percent in the 2000 to 2010 time period to 11,433 per year or an annual rate 2.9 percent in the 2010 to 2017 time period. This follows national trends coming out of the Great Recession of more renters.

**Table 3**  
**Housing Occupancy, 2000-2017**

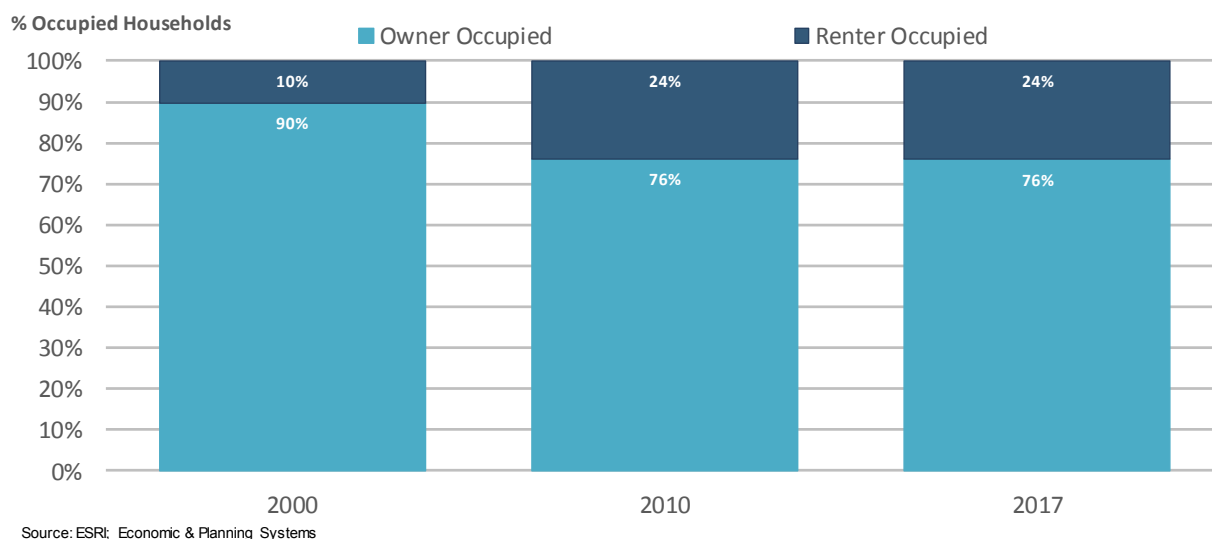
| Description           | 2000           | 2010             | 2017             | 2000-2010      |               |             | 2010-2017      |               |              | 2000-2017      |               |             |
|-----------------------|----------------|------------------|------------------|----------------|---------------|-------------|----------------|---------------|--------------|----------------|---------------|-------------|
|                       |                |                  |                  | Total          | Ann. #        | Ann. %      | Total          | Ann. #        | Ann. %       | Total          | Ann. #        | Ann. %      |
| <b>Parker</b>         |                |                  |                  |                |               |             |                |               |              |                |               |             |
| Owner Occupied        | 7,144          | 12,118           | 13,713           | 4,974          | 497           | 5.4%        | 1,595          | 228           | 1.8%         | 6,569          | 386           | 3.9%        |
| Renter Occupied       | 809            | 3,799            | 4,328            | 2,990          | 299           | 16.7%       | 529            | 76            | 1.9%         | 3,519          | 207           | 10.4%       |
| Vacant                | 418            | 617              | 564              | 199            | 20            | 4.0%        | -53            | -8            | -1.3%        | 146            | 9             | 1.8%        |
| <b>Total</b>          | <b>8,371</b>   | <b>16,534</b>    | <b>18,605</b>    | <b>8,163</b>   | <b>816</b>    | <b>7.0%</b> | <b>2,071</b>   | <b>296</b>    | <b>1.7%</b>  | <b>10,234</b>  | <b>602</b>    | <b>4.8%</b> |
| <b>Douglas County</b> |                |                  |                  |                |               |             |                |               |              |                |               |             |
| Owner Occupied        | 53,542         | 82,230           | 93,145           | 28,688         | 2,869         | 4.4%        | 10,915         | 1,559         | 1.8%         | 39,603         | 2,330         | 3.3%        |
| Renter Occupied       | 7,394          | 19,788           | 25,629           | 12,394         | 1,239         | 10.3%       | 5,841          | 834           | 3.8%         | 18,235         | 1,073         | 7.6%        |
| Vacant                | <u>2,410</u>   | <u>4,841</u>     | <u>5,081</u>     | <u>2,431</u>   | <u>243</u>    | <u>7.2%</u> | <u>240</u>     | <u>34</u>     | <u>0.7%</u>  | <u>2,671</u>   | <u>157</u>    | <u>4.5%</u> |
| <b>Total</b>          | <b>63,346</b>  | <b>106,859</b>   | <b>123,855</b>   | <b>43,513</b>  | <b>4,351</b>  | <b>5.4%</b> | <b>16,996</b>  | <b>2,428</b>  | <b>2.1%</b>  | <b>60,509</b>  | <b>3,559</b>  | <b>4.0%</b> |
| <b>Denver Metro</b>   |                |                  |                  |                |               |             |                |               |              |                |               |             |
| Owner Occupied        | 570,434        | 646,530          | 689,828          | 76,096         | 7,610         | 1.3%        | 43,298         | 6,185         | 0.9%         | 119,394        | 7,023         | 1.1%        |
| Renter Occupied       | 281,818        | 358,166          | 438,194          | 76,348         | 7,635         | 2.4%        | 80,028         | 11,433        | 2.9%         | 156,376        | 9,199         | 2.6%        |
| Vacant                | <u>38,868</u>  | <u>74,141</u>    | <u>56,146</u>    | <u>35,273</u>  | <u>3,527</u>  | <u>6.7%</u> | <u>-17,995</u> | <u>-2,571</u> | <u>-3.9%</u> | <u>17,278</u>  | <u>1,016</u>  | <u>2.2%</u> |
| <b>Total</b>          | <b>891,120</b> | <b>1,078,837</b> | <b>1,184,168</b> | <b>187,717</b> | <b>18,772</b> | <b>1.9%</b> | <b>105,331</b> | <b>15,047</b> | <b>1.3%</b>  | <b>293,048</b> | <b>17,238</b> | <b>1.7%</b> |

Source: ESRI, Economic & Planning Systems

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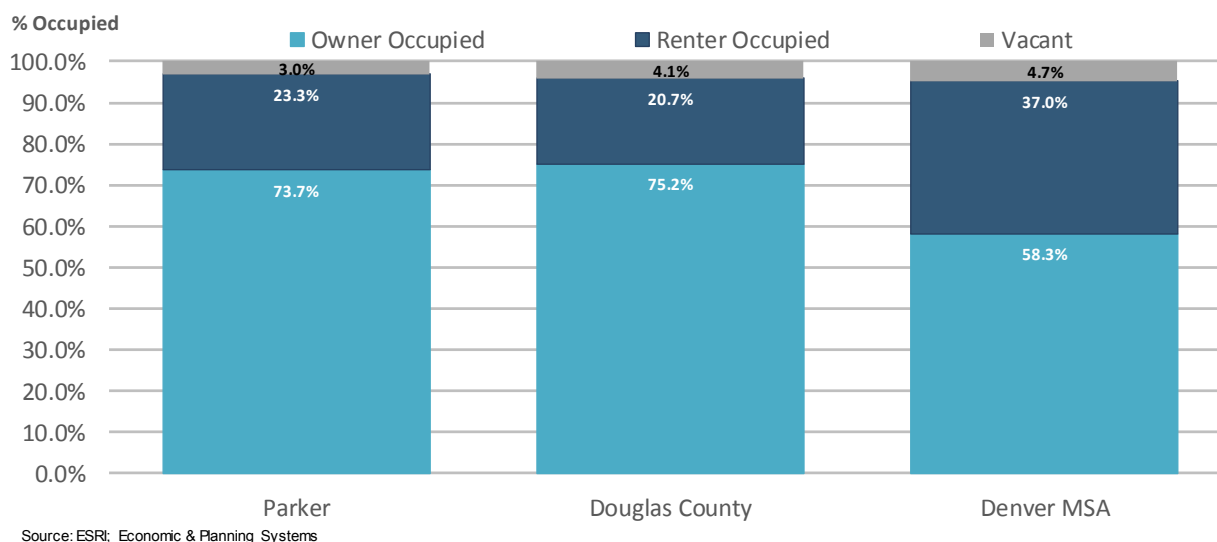
This faster rate of growth has shifted the distribution of occupied units. For example, **Figure 7** shows how the percentage of renter occupied housing in Parker increased from 10 percent in 2000 to 24 percent in 2017.

**Figure 7**  
**Housing Tenure in Parker, 2000-2017**



In 2017, the majority of housing in Douglas County and the Denver Metro Area was owner occupied, as shown in **Table 3** and **Figure 8**. In Parker, 74 percent of housing was owner occupied, and, in Douglas County, this percentage was higher at 75 percent. The Denver Metro Area has more diversity in terms of housing tenure, and the percentage of owner occupied housing was 58 percent. For all geographies, vacant units made up between 3 and 5 percent of total housing units.

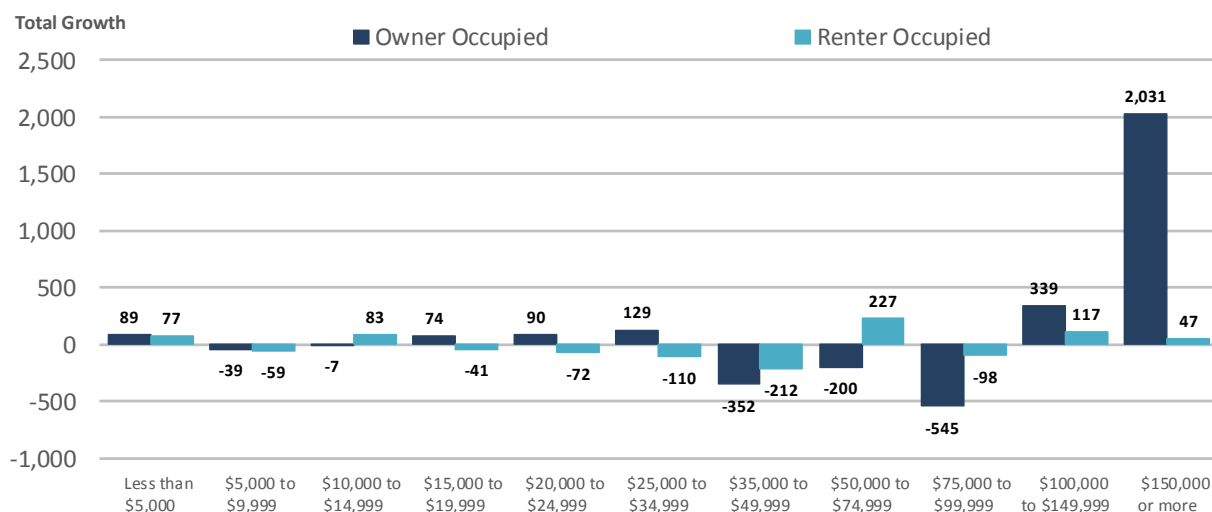
**Figure 8**  
**Housing Unit Distribution, 2017**



## Household Tenure by Income

Since 2010, by far the largest amount of household growth in Parker was for owner occupied households earning \$150,000 or more in income, as shown in **Figure 9**. The next highest growth took place for households earning between \$100,000 and \$149,999 in income. For renter occupied households, the largest amount of growth occurred for households earning between \$50,000 and \$74,999. These numbers can help establish income targets for new multifamily development in Parker and Downtown.

**Figure 9**  
**Parker Growth in Occupied Units by Income, 2010-2016**



Source: US Census; Economic & Planning Systems

## Housing Types

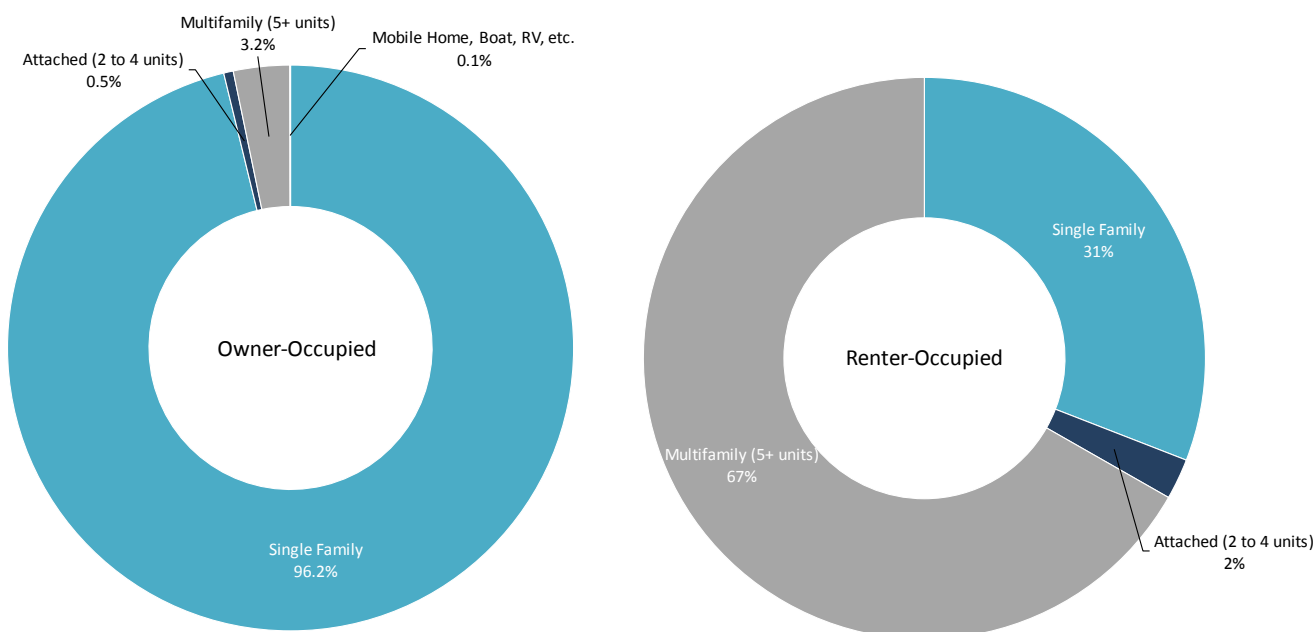
The majority of housing units in Parker are single family homes. In 2016, there were 13,926 single family homes, which represented 82.1 percent of all units, as shown in **Table 4** and **Figure 10**. The number of multifamily units out of the total of all housing units increased from 5.7 percent in 2000 to 16.9 percent in 2016. This shift in distribution resulted from an average annual growth rate for multifamily units of 12.3 percent from 2000 to 2016, compared to 4.0 percent for single family homes over this same time period.

**Table 4**  
**Parker Housing Types by Tenure, 2000-2016**

| Housing Type                | 2000         |             | 2016          |             | 2000-2016    |            |             |
|-----------------------------|--------------|-------------|---------------|-------------|--------------|------------|-------------|
|                             | Amount       | % Total     | Amount        | % Total     | Total        | Ann. #     | Ann. %      |
| Single Family               | 7,392        | 93.3%       | 13,926        | 82.1%       | 6,534        | 408        | 4.0%        |
| Attached (2 to 4 units)     | 59           | 0.7%        | 159           | 0.9%        | 100          | 6          | 6.4%        |
| Multifamily (5+ units)      | 448          | 5.7%        | 2,872         | 16.9%       | 2,424        | 152        | 12.3%       |
| Mobile Home, Boat, RV, etc. | 24           | 0.3%        | 7             | 0.0%        | -17          | -1         | -7.4%       |
| <b>Total</b>                | <b>7,923</b> | <b>100%</b> | <b>16,964</b> | <b>100%</b> | <b>9,041</b> | <b>565</b> | <b>4.9%</b> |

Source: US Census; Economic & Planning Systems

**Figure 10**  
**Owner and Renter Occupied Housing Type, 2016**



Source: US Census; Economic & Planning Systems



## Employment Trends

This section summarizes the employment trends, first looking at total employment and sector growth and then focusing on commuting patterns.

### Total Employment

Employment in Downtown and Parker as a whole has grown faster than both Douglas County and the Denver Metro Area. From 2002 to 2015, Downtown Parker added a total of 1,634 jobs at an average annual rate of 6.7 percent, and Parker grew by a total of 8,013 jobs at an average annual rate 5.8 percent. Over this same time period, Douglas County grew by 3.8 percent per year, and the Denver Metro Area grew by 1.4 percent per year.

**Table 5**  
**Total Employment Trends, 2002-2015**

| Geography      | 2002      | 2010      | 2015      | Total   | Ann. # | Ann. % |
|----------------|-----------|-----------|-----------|---------|--------|--------|
| Downtown       | 1,224     | 1,276     | 2,858     | 1,634   | 126    | 6.7%   |
| Parker         | 7,477     | 11,140    | 15,490    | 8,013   | 616    | 5.8%   |
| Douglas County | 69,008    | 95,722    | 111,533   | 42,525  | 3,271  | 3.8%   |
| Denver Metro   | 1,171,534 | 1,212,884 | 1,404,819 | 233,285 | 17,945 | 1.4%   |

Source: LEHD; Economic & Planning Systems

## Employment by Industry

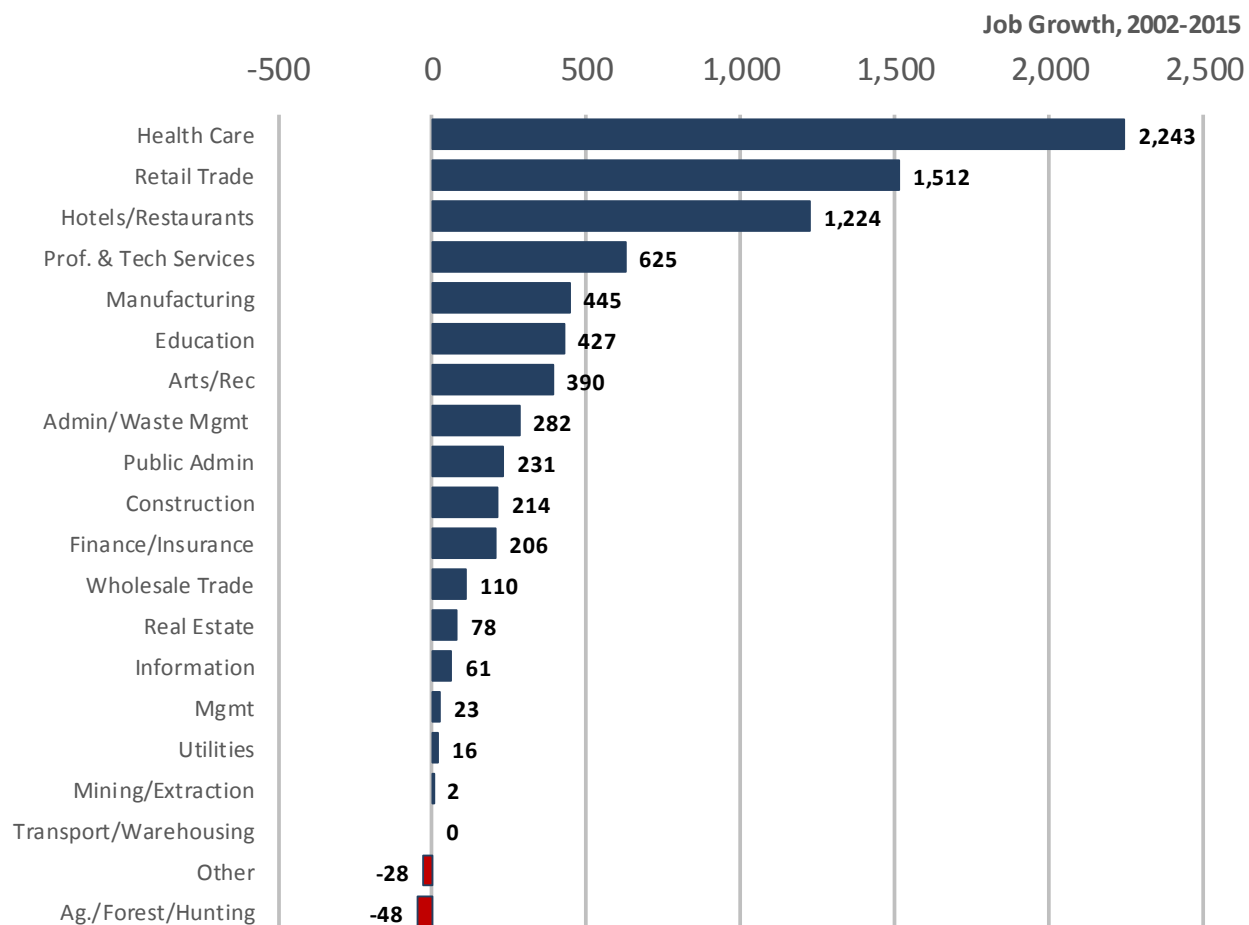
As of 2015, there were a total of 15,490 jobs in the Town of Parker. Employment has grown at a robust rate of nearly 6 percent per year since 2002 as shown in **Table 6**. Health Care, Retail Trade, and Hotels/Restaurants are the top three sectors in terms of total employment growth. These three sectors are secondary industries, driven by and supporting population growth; together, they account for approximately 60 percent of job growth since 2002, as shown in **Figure 11**. In addition to the top three growth sectors, professional and technical services grew by a total of 625 jobs. Growth in this sector contributes to office demand in Parker. Manufacturing also grew by 445 job since 2002, contributing to demand for industrial and flex space.

**Table 6**  
**Employment Growth in Parker, 2002-2015**

| Employment            | 2002         | 2010          | 2015          | 2002-2015    |            |             |
|-----------------------|--------------|---------------|---------------|--------------|------------|-------------|
|                       |              |               |               | Total        | Ann. #     | Ann. %      |
| Health Care           | 600          | 2,067         | 2,843         | 2,243        | 173        | 12.7%       |
| Retail Trade          | 1,591        | 2,635         | 3,103         | 1,512        | 116        | 5.3%        |
| Hotels/Restaurants    | 994          | 1,777         | 2,218         | 1,224        | 94         | 6.4%        |
| Prof. & Tech Services | 375          | 631           | 1,000         | 625          | 48         | 7.8%        |
| Manufacturing         | 247          | 543           | 692           | 445          | 34         | 8.2%        |
| Education             | 157          | 207           | 584           | 427          | 33         | 10.6%       |
| Arts/Rec              | 88           | 481           | 478           | 390          | 30         | 13.9%       |
| Admin/Waste Mgmt      | 593          | 339           | 875           | 282          | 22         | 3.0%        |
| Public Admin          | 509          | 40            | 740           | 231          | 18         | 2.9%        |
| Construction          | 633          | 500           | 847           | 214          | 16         | 2.3%        |
| Finance/Insurance     | 232          | 364           | 438           | 206          | 16         | 5.0%        |
| Wholesale Trade       | 286          | 325           | 396           | 110          | 8          | 2.5%        |
| Real Estate           | 163          | 128           | 241           | 78           | 6          | 3.1%        |
| Information           | 29           | 89            | 90            | 61           | 5          | 9.1%        |
| Mgmt                  | 9            | 19            | 32            | 23           | 2          | 10.2%       |
| Utilities             | 51           | 80            | 67            | 16           | 1          | 2.1%        |
| Mining/Extraction     | 9            | 4             | 11            | 2            | 0          | 1.6%        |
| Transport/Warehousing | 79           | 66            | 79            | 0            | 0          | 0.0%        |
| Other                 | 783          | 835           | 755           | -28          | -2         | -0.3%       |
| Ag./Forest/Hunting    | 49           | 10            | 1             | -48          | -4         | -25.9%      |
| <b>Total</b>          | <b>7,477</b> | <b>11,140</b> | <b>15,490</b> | <b>8,013</b> | <b>616</b> | <b>5.8%</b> |

Source: LEHD; Economic & Planning Systems

**Figure 11**  
**Parker Industrial Sector Growth, 2002-2015**



Source: LEHD; Economic & Planning Systems

## Commuting Patterns

This section describes commuting patterns in and out of Parker. The Town is primarily a residential community, with the majority of residents commuting outside of Parker for work. Further, the majority of workers employed in Parker, live elsewhere, and commute into Parker for work. In total, 2,237 people both live and work in town, which represents 9 percent of the residential labor force, and 15 percent of Parker employment. **Table 7** lists where Parker residents were employed, and where Parker workers lived in 2015. The largest number of residents commuted to Denver for work (21 percent), followed by Centennial (9 percent) and Aurora (9 percent). The largest number of Parker employees lived in Aurora (15 percent), followed by Parker (14 percent), and Denver (10 percent).

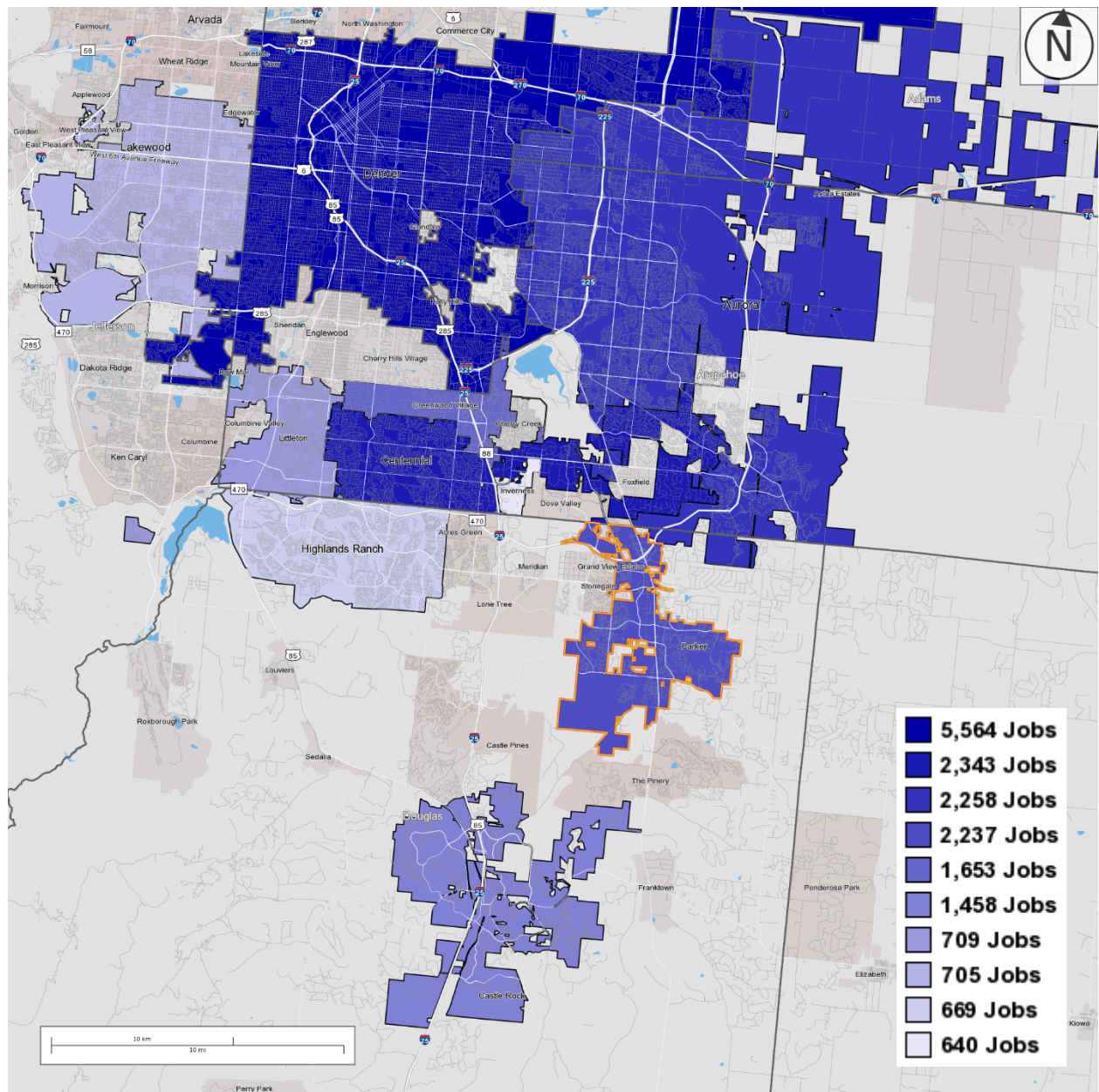
**Table 7**  
**Destinations of Parker Residents and Workers, 2015**

| Where Parker Residents are Employed |               |             | Where Parker Workers Live |               |             |
|-------------------------------------|---------------|-------------|---------------------------|---------------|-------------|
| Work Destination                    | Amount        | Percent     | Home Destination          | Amount        | Percent     |
| Denver                              | 5,564         | 21%         | Aurora                    | 2,367         | 15%         |
| Centennial                          | 2,343         | 9%          | <b>Parker</b>             | <b>2,237</b>  | <b>14%</b>  |
| Aurora                              | 2,258         | 9%          | Denver                    | 1,494         | 10%         |
| <b>Parker</b>                       | <b>2,237</b>  | <b>9%</b>   | Centennial                | 691           | 4%          |
| Greenwood Village                   | 1,653         | 6%          | Castle Rock               | 653           | 4%          |
| Castle Rock                         | 1,458         | 6%          | Highlands Ranch           | 603           | 4%          |
| Littleton                           | 709           | 3%          | Colorado Springs          | 421           | 3%          |
| Lakewood                            | 705           | 3%          | The Pinery                | 380           | 2%          |
| Highlands Ranch                     | 669           | 3%          | Stonegate                 | 289           | 2%          |
| Inverness                           | 640           | 2%          | Lakewood                  | 235           | 2%          |
| Other                               | <u>7,650</u>  | <u>30%</u>  | Other                     | <u>6,120</u>  | <u>40%</u>  |
| <b>Total</b>                        | <b>25,886</b> | <b>100%</b> | <b>Total</b>              | <b>15,490</b> | <b>100%</b> |

Source: LEHD; Economic & Planning Systems

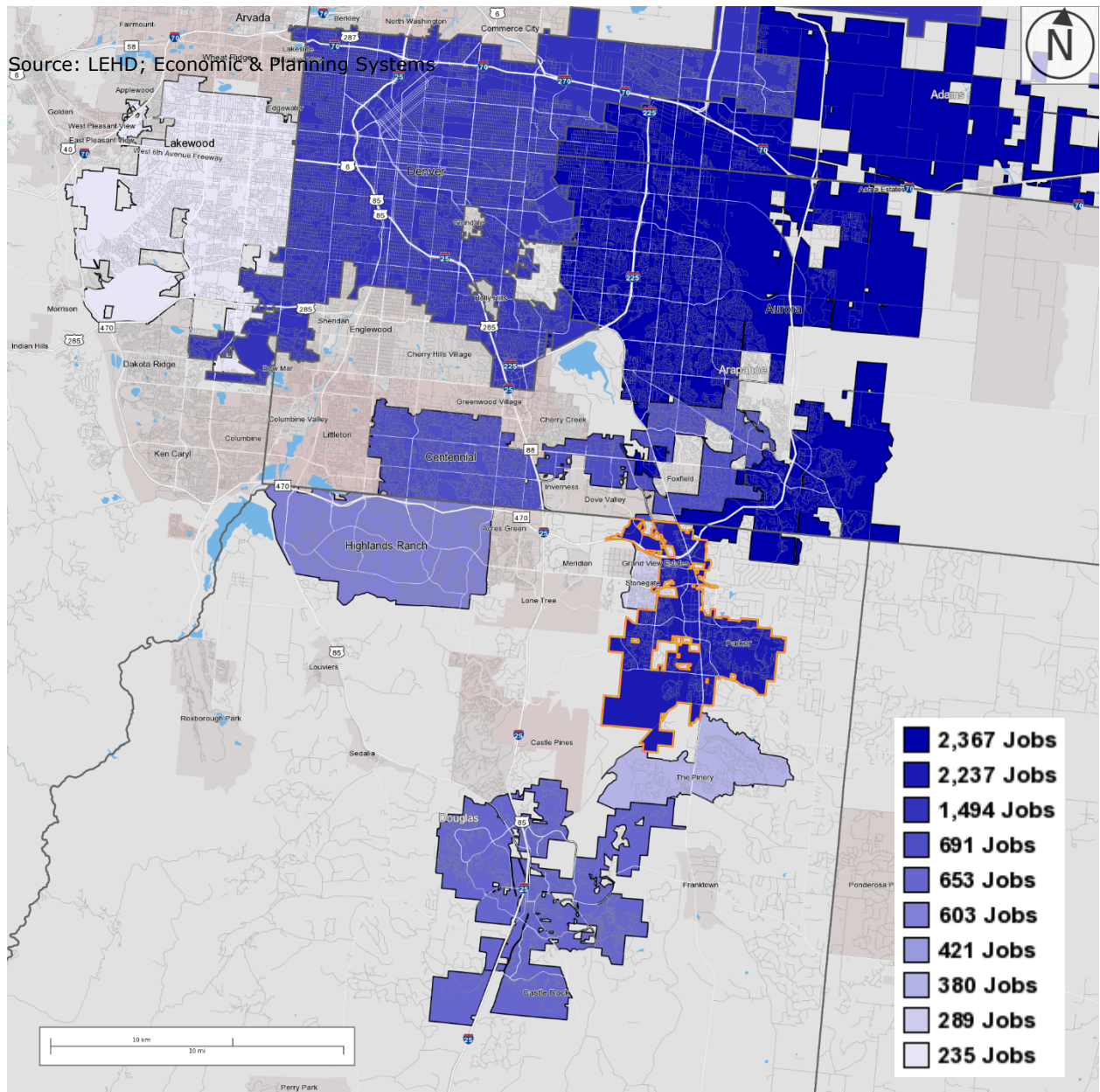
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**Figure 12**  
**Where Residents Work, 2015**



Source: LEHD; Economic & Planning Systems

**Figure 13**  
**Where Parker Employees Live, 2015**





## 4. RESIDENTIAL DEVELOPMENT

This chapter reviews trends in residential demand, first looking at national trends and then focusing on local and regional trends. The chapter goes on to characterize the current residential conditions and estimates future residential conditions as well as presents precedent/catalyst projects.

### National Market Trends

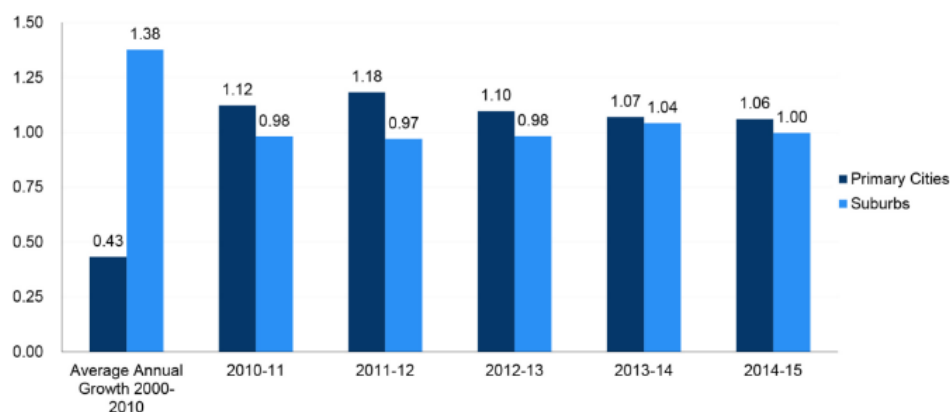
#### Housing Preferences

Housing preferences are changing as broad demographic shifts occur at the national and local levels, increasing demand for compact walkable communities close to services and shopping. Two major shifts have occurred recently—cities grew faster than suburbs, and household growth was fastest for the Baby Boom and Millennial generations who have distinct preferences for walkable, urban locations.

Prior to 2010, suburbs in the United States grew faster than core cities. From 2010 to 2015, however, this trend reversed and cities outpaced suburbs in growth, as shown in **Figure 14**. Primary cities have also been growing faster than previous decades. Between 2010 and 2015, the annual growth rates of cities with over 1 million people were double the average annual rate between 2000 and 2010. In this analysis, primary cities are defined as the largest city in a metropolitan area over 1 million people. Examples include Denver, Colorado; Oklahoma City, Oklahoma; Salt Lake City, Utah; and Tucson, Arizona.

This trend is now shifting again—according to the latest Census estimates, between 2015 and 2016 suburbs grew faster than cities for the first time since 2010. While both cities and suburbs experienced slower growth rates over this time, this shift reflects a larger decline in the growth rate of cities than suburbs. While this is only a one-year data point and does not necessarily reflect long-term trends, it may indicate a shift in preferences, ability to move, or potentially a natural shift as cities become more expensive, which will impact both urban and suburban areas.

**Figure 14**  
**City and Suburban Growth Trends, 2000-2015**



\*metropolitan areas over one million population  
Source: William H Frey analysis of 2000 and 2010 Decennial Censuses and Census Bureau estimates 2010-2015



Recent trends in housing preferences are also affecting the type of development that is occurring. The Urban Land Institute's national survey of views on housing, transportation, and community, "America in 2013," found that demand will continue to rise for infill residential development that is less car-dependent. Among the findings:

- 61 percent of respondents prefer a smaller home with a shorter commute over a larger home with a longer commute;
- 53 percent want to live close to shopping;
- 52 percent prefer to live in mixed-income housing; and
- 51 percent prefer access to public transportation.

A second survey, "America in 2015," found that just over half of all Americans, and 63 percent of Millennials, would like to live in a place where they do not need to use a car very often. The survey results also indicate a likely shift in demand toward denser single family housing types, such as townhomes and row houses.

In addition, the National Association of Realtors reports that:

- Cost is a major factor in housing choice, as 59 percent of buyers will make tradeoffs to stay in budget;
- Sense of place is also an increasingly important factor, with a majority of buyers preferring neighborhoods that have a mix of houses, shops, and businesses;
- Only 12 percent of buyers prefer traditional subdivisions with houses only.

Walkability and convenience are also critical factors; 59 percent of buyers prefer walkable neighborhoods over conventional suburban areas, and 59 percent would downsize for a commute time under 20 minutes.

### **Great Recession Impacts**

The Great Recession had a lasting impact on the housing market. First, there was a 40 percent reduction in middle class net worth, primarily due to significant decreases in home values.<sup>1</sup> Second, lending tightened, which eliminated many first time home buyers. Following these trends, builders built less entry-level priced housing, which shrank or eliminated their move-up market. These impacts are still being felt. The most visible effect was the increase in apartment and other rental housing construction across the U.S.

One major characteristic of many housing markets is the "Missing Middle"—a decline in both middle density and middle priced homes. As builders focus on more profitable move-up and luxury price points, this piece of the housing market has received less attention from builders and developers.

### **Demographic Shifts**

Two groups that are affecting, and will continue to affect, the housing market are Millennials (those born between approximately 1980 and 2000) and Baby Boomers (born between 1946 and

<sup>1</sup> *The Lost Decade of the Middle Class*. Pew Research Center, 2012.

---

1964). For the retiring Baby Boom generation, lifestyle is an important factor in housing choice. This group seeks convenience, locations conducive to health and activity, low-maintenance housing, and communities where they can stay engaged. Younger Millennials, when making housing choices, seek convenience, a sense of community, diversity, opportunity for work-life balance, and proximity to work. This shift in preferences changes where they want to live, what they want to live in, and what they are willing to pay. For example:

- Two-thirds say living in a walkable community is very important to their location decision, and
- One-half say they would trade lot size for proximity to shopping or to work.
- One-third of this group will pay more for housing that is walkable to shops, work, and entertainment

The preferences of Baby Boomers and Millennials, as the two largest demographic groups in the country, are shifting the housing market. There is greater demand for centrally located neighborhoods, as well as for rental housing. Convenience and access to amenities are key drivers of choice, and walkability commands a premium. The housing market is becoming increasingly segmented; while demand for detached single family homes remains strong, there is growing interest in smaller homes and attached housing, particularly if these models provide the ability to live in the “right place.” More frequently people are willing to make trade-offs to find the best fit, and location and amenities are playing an increasing role in these choices.

## Local and Regional Market Trends

### Inventory

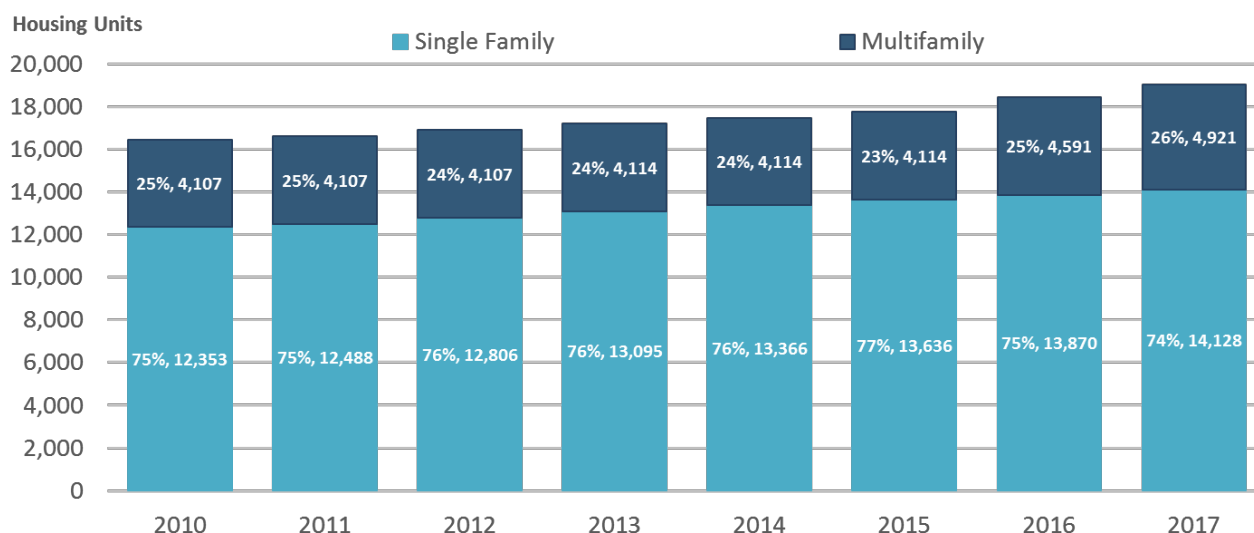
From 2010 through 2015, there was little growth in multifamily units in Parker. However, in 2016 and 2017, the Town added 807 units over two years as shown in **Table 8**. As of 2017, single family units represented 74 percent of Parker's housing inventory, and multifamily units represented 26 percent of the Town's inventory, as shown in **Figure 15**. Additionally, permit activity in 2018 shows continued momentum in multifamily activity as shown below.

**Table 8**  
**Parker Housing Inventory, 2010-2017**

| Description   | 2010          | 2011          | 2012          | 2013          | 2014          | 2015          | 2016          | 2017          | 2010-2017    |            |             |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|------------|-------------|
|               |               |               |               |               |               |               |               |               | Total        | Ann. #     | Ann. %      |
| Single Family | 12,353        | 12,488        | 12,806        | 13,095        | 13,366        | 13,636        | 13,870        | 14,128        | 1,775        | 254        | 1.9%        |
| Multifamily   | <u>4,107</u>  | <u>4,107</u>  | <u>4,107</u>  | <u>4,114</u>  | <u>4,114</u>  | <u>4,114</u>  | <u>4,591</u>  | <u>4,921</u>  | <u>814</u>   | <u>116</u> | <u>2.6%</u> |
| <b>Total</b>  | <b>16,460</b> | <b>16,595</b> | <b>16,913</b> | <b>17,209</b> | <b>17,480</b> | <b>17,750</b> | <b>18,461</b> | <b>19,049</b> | <b>2,589</b> | <b>370</b> | <b>2.1%</b> |

Source: Town of Parker; Economic & Planning Systems

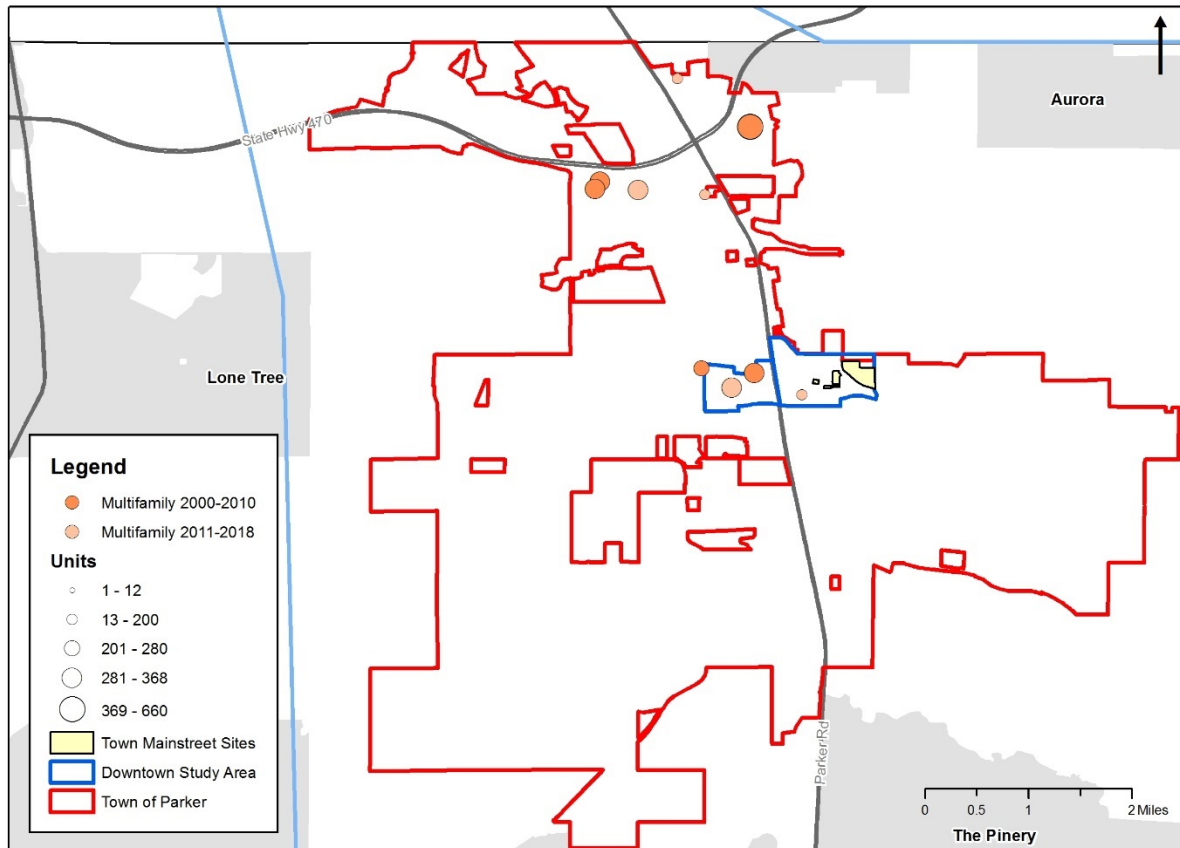
**Figure 15**  
**Parker Housing Inventory Distribution, 2010-2017**



Source: Town of Parker; Economic & Planning Systems

Error! Not a valid bookmark self-reference. maps the location of multifamily rental developments in Parker. The developments tend to be located off of major roadways, including Parker Road and E-470. However, there are a number of development locations on Mainstreet in Downtown.

**Figure 16**  
**Parker Multifamily Rental Unit Deliveries, 2000-2018**



## Permit Activity and Multifamily Deliveries

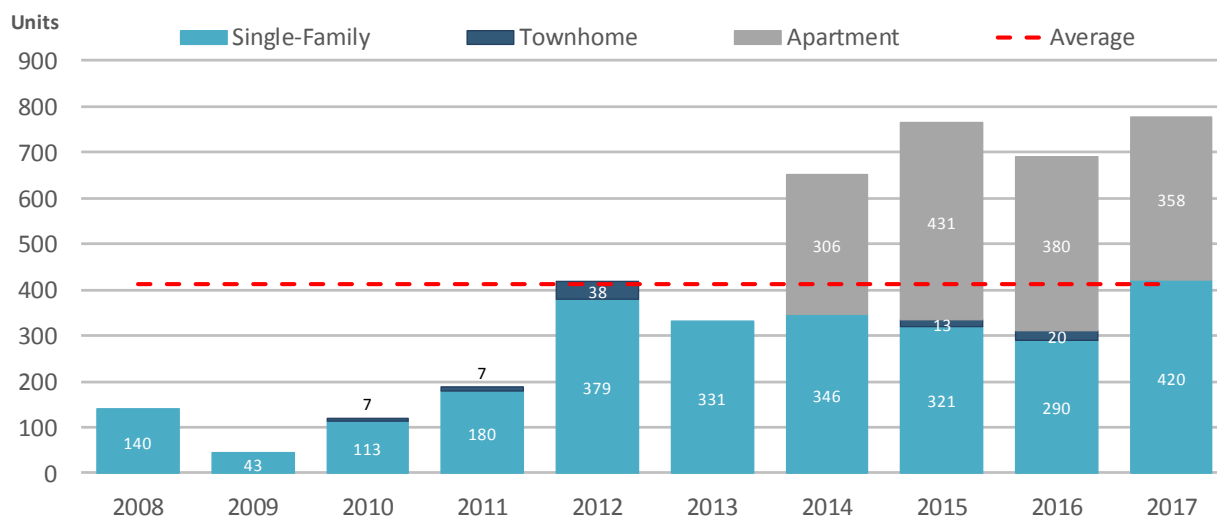
Since 2014, the Town has permitted 1,475 multifamily units, which represents approximately 50 percent of the units permitted over this time period, as shown in **Table 9** and **Figure 17**. This comes after no units being permitted from 2008 to 2013. The increase in multifamily permits follows national trends coming out of the Great Recession.

**Table 9**  
**Parker Building Permit Activity, 2008-2017**

| Housing Type   | 2008        | 2009        | 2010        | 2011        | 2012        | 2013        | 2014        | 2015        | 2016        | 2017        | 2008-2017    |            |  |
|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------|--|
|                |             |             |             |             |             |             |             |             |             |             | Total        | Avg.       |  |
| <b>Units</b>   |             |             |             |             |             |             |             |             |             |             |              |            |  |
| Single Family  | 140         | 43          | 113         | 180         | 379         | 331         | 346         | 321         | 290         | 420         | 2,563        | 256        |  |
| Townhome       | 0           | 0           | 7           | 7           | 38          | 0           | 0           | 13          | 20          | 0           | 85           | 9          |  |
| Apartment      | <u>0</u>    | <u>0</u>    | <u>0</u>    | <u>0</u>    | <u>0</u>    | <u>0</u>    | <u>306</u>  | <u>431</u>  | <u>380</u>  | <u>358</u>  | <u>1,475</u> | <u>148</u> |  |
| <b>Total</b>   | <b>140</b>  | <b>43</b>   | <b>120</b>  | <b>187</b>  | <b>417</b>  | <b>331</b>  | <b>652</b>  | <b>765</b>  | <b>690</b>  | <b>778</b>  | <b>4,123</b> | <b>412</b> |  |
| <b>% Total</b> |             |             |             |             |             |             |             |             |             |             |              |            |  |
| Single Family  | 100%        | 100%        | 94%         | 96%         | 91%         | 100%        | 53%         | 42%         | 42%         | 54%         | 62%          |            |  |
| Townhome       | 0%          | 0%          | 6%          | 4%          | 9%          | 0%          | 0%          | 2%          | 3%          | 0%          | 2%           |            |  |
| Apartment      | <u>0%</u>   | <u>0%</u>   | <u>0%</u>   | <u>0%</u>   | <u>0%</u>   | <u>0%</u>   | <u>47%</u>  | <u>56%</u>  | <u>55%</u>  | <u>46%</u>  | <u>36%</u>   |            |  |
| <b>Total</b>   | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b>  |            |  |

Source: Parker, CO; Economic & Planning Systems

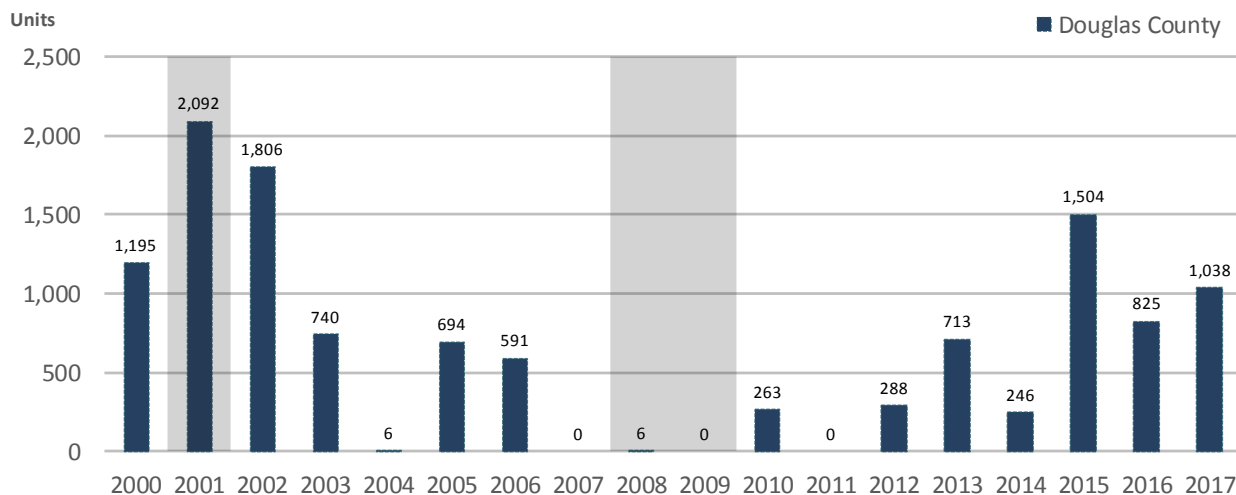
**Figure 17**  
**Parker Building Permit Activity, 2008-2017**



Source: Parker, CO; Economic & Planning Systems

**Figure 18** shows the trend of multifamily rental unit deliveries in Parker from 2000 to 2017. The figure illustrates that multifamily deliveries peaked in the early 2000s, but then dropped off from 2003 to 2014. However, since 2015, the number of multifamily rental units delivered in the County has increased.

**Figure 18**  
**Multifamily Rental Unit Deliveries, 2000-2017**



Source: CoStar; Economic & Planning Systems

## Rental Rates

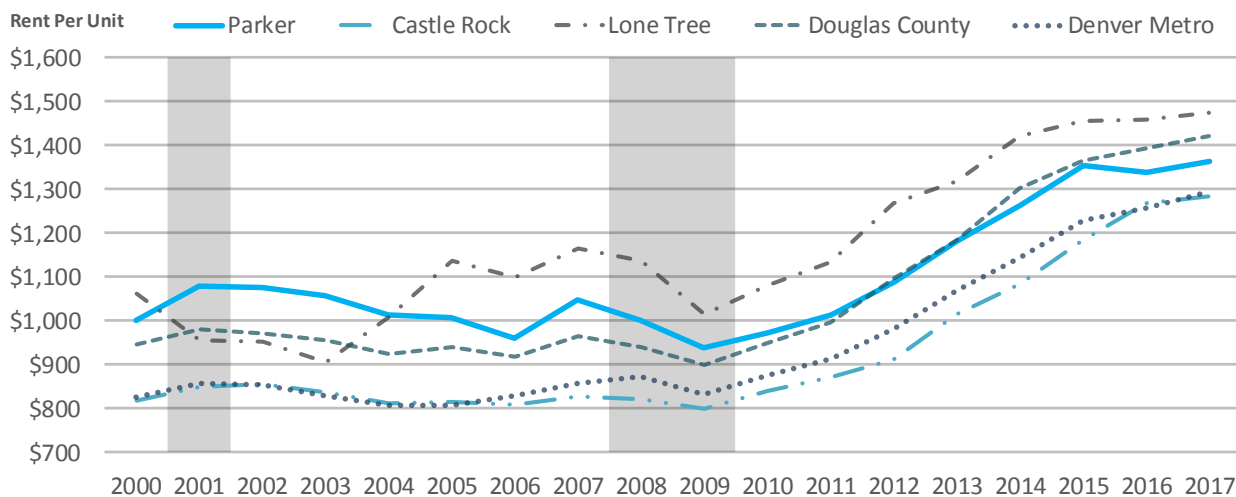
Since 2010, rental rates per unit in Parker have increased by nearly 400 per month or by 5 percent per year, as shown in **Table 10**. This rate of growth is slightly below Douglas County, where rental rates grew an average of 6.0 percent over the same time period, and the Denver Metro Area, which grew by 5.8 percent. However, Parker achieves higher rents than the Denver Metro Area average. Downtown Parker also achieves a rent premium compared to the town, and the current average rent per month of \$1,405.

**Table 10**  
**Multifamily Average Rental Rate Trends, 2010-2017**

| Description      | 2010    | 2011    | 2012    | 2013    | 2014    | 2015    | 2016    | 2017    | 2010-2017 |        |        |
|------------------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|--------|--------|
|                  |         |         |         |         |         |         |         |         | Total     | Ann. # | Ann. % |
| Rent Per Unit    |         |         |         |         |         |         |         |         |           |        |        |
| Downtown         | \$1,251 | \$1,254 | \$1,360 | \$1,423 | \$1,503 | \$1,465 | \$1,381 | \$1,405 | \$154     | \$22   | 1.7%   |
| Parker           | \$971   | \$1,012 | \$1,087 | \$1,182 | \$1,265 | \$1,354 | \$1,340 | \$1,365 | \$394     | \$56   | 5.0%   |
| Castle Rock      | \$838   | \$872   | \$911   | \$1,015 | \$1,083 | \$1,183 | \$1,267 | \$1,284 | \$446     | \$64   | 6.3%   |
| Lone Tree        | \$1,081 | \$1,133 | \$1,267 | \$1,319 | \$1,423 | \$1,457 | \$1,460 | \$1,474 | \$393     | \$56   | 4.5%   |
| Douglas County   | \$949   | \$995   | \$1,097 | \$1,184 | \$1,303 | \$1,365 | \$1,394 | \$1,423 | \$474     | \$68   | 6.0%   |
| Denver Metro     | \$875   | \$913   | \$982   | \$1,070 | \$1,146 | \$1,229 | \$1,257 | \$1,295 | \$420     | \$60   | 5.8%   |
| Rent Per Sq. Ft. |         |         |         |         |         |         |         |         |           |        |        |
| Downtown         | \$1.19  | \$1.20  | \$1.30  | \$1.36  | \$1.44  | \$1.47  | \$1.50  | \$1.53  | \$0.34    | \$0.05 | 6.0%   |
| Parker           | \$1.02  | \$1.06  | \$1.14  | \$1.24  | \$1.33  | \$1.42  | \$1.44  | \$1.46  | \$0.44    | \$0.06 | 5.3%   |
| Castle Rock      | \$0.90  | \$0.94  | \$0.98  | \$1.10  | \$1.18  | \$1.27  | \$1.34  | \$1.36  | \$0.46    | \$0.07 | 6.1%   |
| Lone Tree        | \$1.07  | \$1.12  | \$1.29  | \$1.34  | \$1.50  | \$1.55  | \$1.55  | \$1.57  | \$0.50    | \$0.07 | 5.6%   |
| Douglas County   | \$0.99  | \$1.04  | \$1.15  | \$1.25  | \$1.38  | \$1.44  | \$1.48  | \$1.50  | \$0.51    | \$0.07 | 6.1%   |
| Denver Metro     | \$1.06  | \$1.11  | \$1.19  | \$1.29  | \$1.38  | \$1.48  | \$1.51  | \$1.55  | \$0.49    | \$0.07 | 5.6%   |

Source: CoStar; Economic & Planning Systems

**Figure 19**  
**Multifamily Average Rental Rates, 2000-2017**



Source: CoStar; Economic & Planning Systems



## Vacancy Rates

The apartment vacancy rate in Parker was 9.4 percent in 2017, higher than Douglas County at 8.8 percent and the Denver Metro Area at 7.3 percent, as shown in **Table 11**. Downtown Parker had a higher vacancy rate than the Town at 11.8 percent. All of the geographies shown in the table below have vacancy rates higher than 5 percent – what many economists and housing experts consider the equilibrium vacancy rate, and the point at which new construction is often triggered.

Since 2014, vacancy rates have spiked in Parker as well as elsewhere in the County. The increase in vacancy rate is likely attributable to the recent increase in deliveries in Douglas County. Vacancy rates in Parker, however, have decreased from their recent peak in 2016.

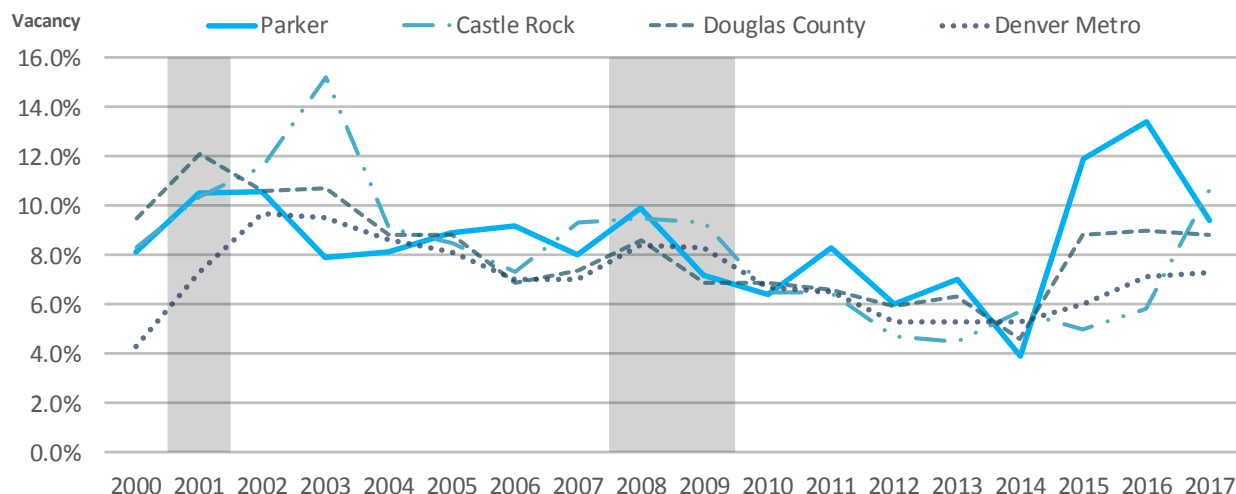
**Table 11**  
**Multifamily Vacancy Rate Trends, 2010-2017**

| Description         | 2010        | 2011        | 2012        | 2013        | 2014        | 2015        | 2016        | 2017        | 2010-2017    |              |             |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|
|                     |             |             |             |             |             |             |             |             | Total        | Ann. #       | Ann. %      |
| <b>Vacancy</b>      |             |             |             |             |             |             |             |             |              |              |             |
| Downtown Parker     | 6.0%        | 10.0%       | 7.3%        | 3.3%        | 4.5%        | 41.1%       | 6.5%        | 11.8%       | 5.80%        | 0.83%        | 10.1%       |
| Parker              | 6.4%        | 8.3%        | 6.0%        | 7.0%        | 3.9%        | 11.9%       | 13.4%       | 9.4%        | 3.00%        | 0.43%        | 5.6%        |
| Castle Rock         | 6.5%        | 6.5%        | 4.7%        | 4.5%        | 5.7%        | 5.0%        | 5.8%        | 10.6%       | 4.10%        | 0.59%        | 7.2%        |
| Lone Tree           | 15.9%       | 6.9%        | 5.8%        | 10.6%       | 4.6%        | 14.5%       | 12.1%       | 9.6%        | -6.30%       | -0.90%       | -7.0%       |
| Douglas County      | 6.9%        | 6.6%        | 5.9%        | 6.3%        | 4.6%        | 8.8%        | 9.0%        | 8.8%        | 1.90%        | 0.27%        | 3.5%        |
| <b>Denver Metro</b> | <b>6.7%</b> | <b>6.5%</b> | <b>5.3%</b> | <b>5.3%</b> | <b>5.3%</b> | <b>6.0%</b> | <b>7.1%</b> | <b>7.3%</b> | <b>0.60%</b> | <b>0.09%</b> | <b>1.2%</b> |

Source: CoStar; Economic & Planning Systems

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**Figure 20**  
**Multifamily Vacancy Rates, 2000-2017**



Source: CoStar; Economic & Planning Systems

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## Absorption

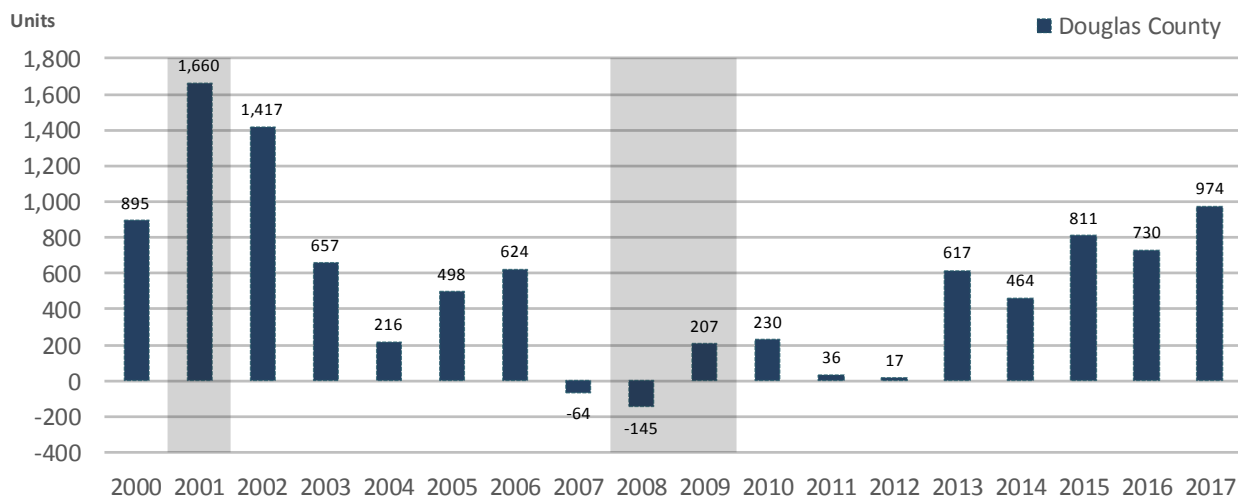
After dropping during and after the Great Recession, absorption of apartments in Parker and Douglas County has trended upward, especially since after 2013, as shown in **Table 12** and **Figure 21**. However, absorption in recent years is still below early 2000 levels, which is partly just a reflection of the high building rate of multifamily in the early 2000s.

**Table 12**  
**Multifamily Rental Unit Absorption Trends, 2010-2017**

| Description        | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2010-2017 |         |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-----------|---------|
|                    |       |       |       |       |       |       |       |       | Total     | Average |
| Absorption (units) |       |       |       |       |       |       |       |       |           |         |
| Downtown           | 8     | -13   | 8     | 13    | -3    | 61    | 218   | 96    | 388       | 49      |
| Parker             | 23    | -55   | -272  | -24   | 77    | 71    | 204   | 255   | 279       | 35      |
| Castle Rock        | 75    | 1     | 50    | 6     | 52    | 19    | 58    | 174   | 435       | 54      |
| Lone Tree          | 114   | 118   | 13    | 375   | 109   | 105   | 453   | 66    | 1,353     | 169     |
| Douglas County     | 230   | 36    | 17    | 617   | 464   | 811   | 730   | 974   | 3,879     | 485     |
| Denver Metro       | 4,548 | 1,068 | 4,358 | 4,229 | 8,876 | 7,889 | 3,147 | 8,662 | 42,777    | 5,347   |

Source: CoStar; Economic & Planning Systems

**Figure 21**  
**Multifamily Rental Unit Absorption, 2000-2017**



Source: CoStar; Economic & Planning Systems

## Current Conditions

There are four existing multifamily apartment projects in or just outside of the Downtown Study Area. The project ranges from 146 to 325 units, with Parker Flats being the most recent project completed in 2017. All of these projects are more suburban style apartment complexes, with surface parking. However, Parker Flats represents a shift toward smaller and more affordable apartments with fewer on-site amenities, but closer to the center of Downtown.

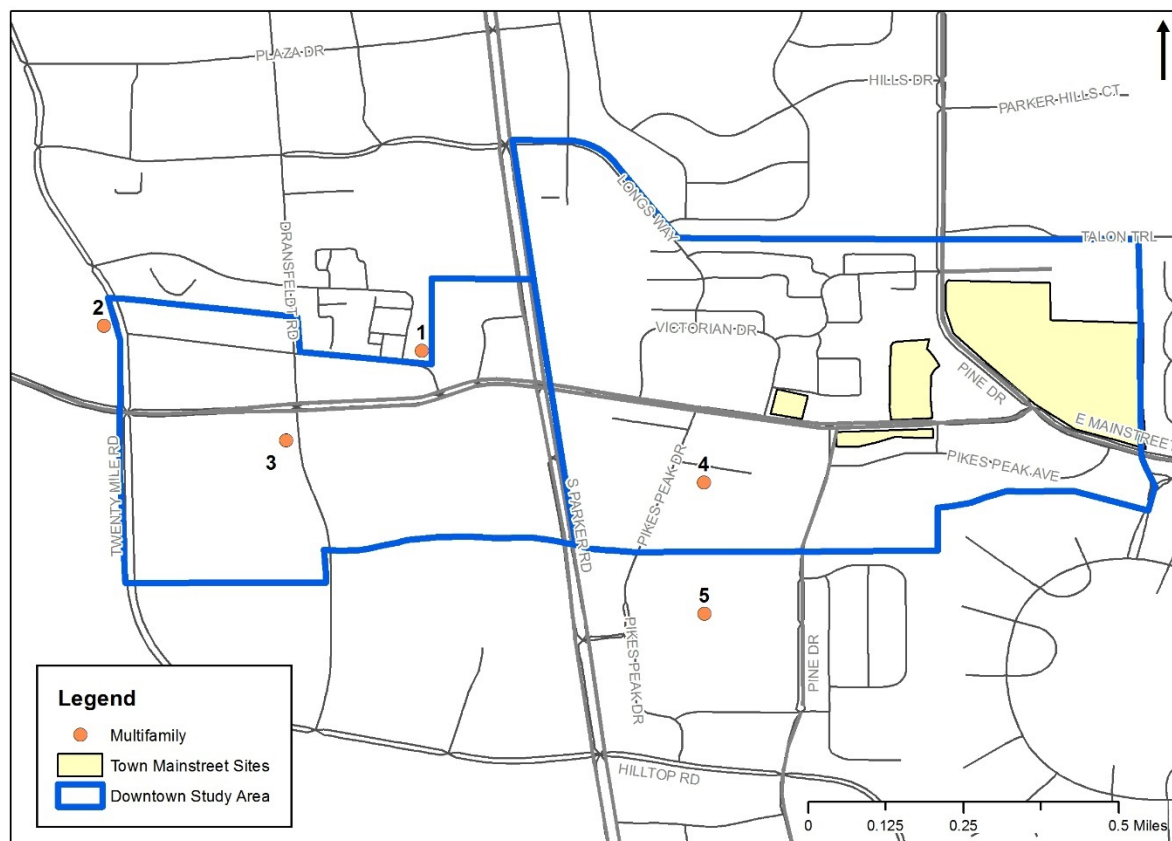
**Table 13**  
**Downtown Parker Residential Inventory**

| ID | Description             | Address                | Class | Year | Units |
|----|-------------------------|------------------------|-------|------|-------|
| 1  | Briargate on Main       | 18931 E Briargate Ln   | A     | 2005 | 325   |
| 2  | Trailside Apartments    | 18139 E Main St        | B     | 2001 | 280   |
| 3  | Waterford on Mainstreet | 18588 E Mainstreet     | B     | 2015 | 306   |
| 4  | Parker Flats            | 19766 E Pikes Peak Ave | B     | 2017 | 146   |
| 5  | Parker Hilltop          | 19600 Clubhouse Dr     | B     | 1998 | 464   |

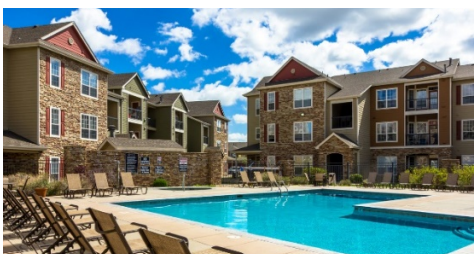
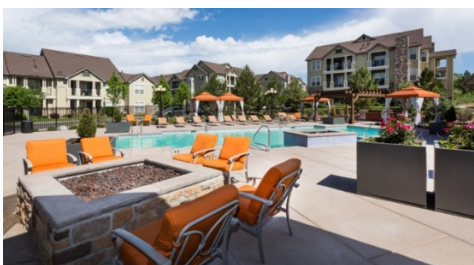
Source: CoStar, Economic & Planning Systems

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**Figure 22**  
**Downtown Residential Locations**



**Table 14**  
**Multifamily Rental Projects in Parker, CO**

| <b>Apartment Projects in or near Downtown Parker</b>                                                                   |                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Parker Hilltop (1998)</b><br>      | <b>Description</b> <ul style="list-style-type: none"> <li>• <b>Beds:</b> 1 – 3</li> <li>• <b>Bath:</b> 1 – 2</li> <li>• <b>Sq. Ft:</b> 750 – 1278</li> <li>• <b>Rent:</b> \$1,259 - \$1,889</li> <li>• <b>Amenities:</b> Clubhouse; Fitness Center; Dog Park; Outdoor Grilling Lounge</li> </ul>                                                 |
| <b>Trailside (2001)</b><br>          | <b>Description</b> <ul style="list-style-type: none"> <li>• <b>Beds:</b> 1 – 3</li> <li>• <b>Bath:</b> 1 – 2</li> <li>• <b>Sq. Ft.:</b> 700 – 1,400</li> <li>• <b>Rent:</b> \$1,200 – \$2,000</li> <li>• <b>Amenities:</b> Pool and Spa; Resident Clubhouse; Billiards Table; BBQ Grill Stations</li> </ul>                                      |
| <b>Briargate on Main (2005)</b><br> | <b>Description</b> <ul style="list-style-type: none"> <li>• <b>Beds:</b> 1 – 3</li> <li>• <b>Bath:</b> 1 – 2</li> <li>• <b>Sq. Ft.:</b> 750 – 1,700</li> <li>• <b>Rent:</b> \$1,185 – \$2,435</li> <li>• <b>Amenities:</b> Pool; Fire Pit; Fitness Center; Billiards Table; Movie Theater; Children's Play Area; Bark Park; Clubhouse</li> </ul> |
| <b>Parker Flats (2017)</b><br>      | <b>Description</b> <ul style="list-style-type: none"> <li>• <b>Beds:</b> 1 – 2</li> <li>• <b>Bath:</b> 1 – 2</li> <li>• <b>Sq. Ft.:</b> 484 – 804</li> <li>• <b>Rent:</b> \$1,200 - \$1,600</li> <li>• <b>Amenities:</b> Resident Clubhouse; Fire Pits; Fitness Center</li> </ul>                                                                |

## Future Conditions

### Demand Estimate

EPS estimates that over the next 10 years Downtown Study Area can capture 65 townhomes/ duplexes and approximately 300 apartment units. These estimates are based on historic trends for growth rates, housing product distribution, and Downtown capture rates.

It is important to note that while these demand estimates are based on historical trends, investments by the Town and the selection of specific development projects may lead to a greater rate of development than the past. For example, multiple brokers and developers suggested that an investment in a restaurant cluster would both serve as an amenity and attract additional housing development downtown.

**Table 15**  
**Household Demand Estimates, 2018-2028**

| Description                    | Short Term<br>2018-2019 | Medium Term<br>2020-2022 | Long Term<br>2023-2028 | Total<br>2018-2028 |
|--------------------------------|-------------------------|--------------------------|------------------------|--------------------|
| <b>Household Growth</b>        | 762                     | 1,134                    | 2,318                  | 4,214              |
| <b>Housing Product</b>         |                         |                          |                        |                    |
| Single Family                  | 45%                     | 55%                      | 60%                    |                    |
| Townhome/Duplex                | 5%                      | 5%                       | 10%                    |                    |
| Multifamily                    | 50%                     | 40%                      | 30%                    |                    |
| <b>Downtown Capture</b>        |                         |                          |                        |                    |
| Single Family                  | 0%                      | 0%                       | 0%                     |                    |
| Townhome/Duplex                | 20%                     | 20%                      | 20%                    |                    |
| Multifamily                    | 20%                     | 20%                      | 20%                    |                    |
| <b>Downtown Housing Demand</b> |                         |                          |                        |                    |
| Single Family                  | 0                       | 0                        | 0                      | 0                  |
| Townhome/Duplex                | 8                       | 11                       | 46                     | 65                 |
| Multifamily                    | <u>76</u>               | <u>91</u>                | <u>139</u>             | <u>306</u>         |
| <b>Total</b>                   | <b>84</b>               | <b>102</b>               | <b>185</b>             | <b>371</b>         |

Source: Economic & Planning Systems

## Project Pipeline

There are six projects currently in the residential multifamily rental projects in the pipeline—four under construction and a proposed project—for a total of 1,083 units. Two of the projects—Park 64 and Watermark on Twenty Mile—are in the Downtown Study Area for a total of 328 units.

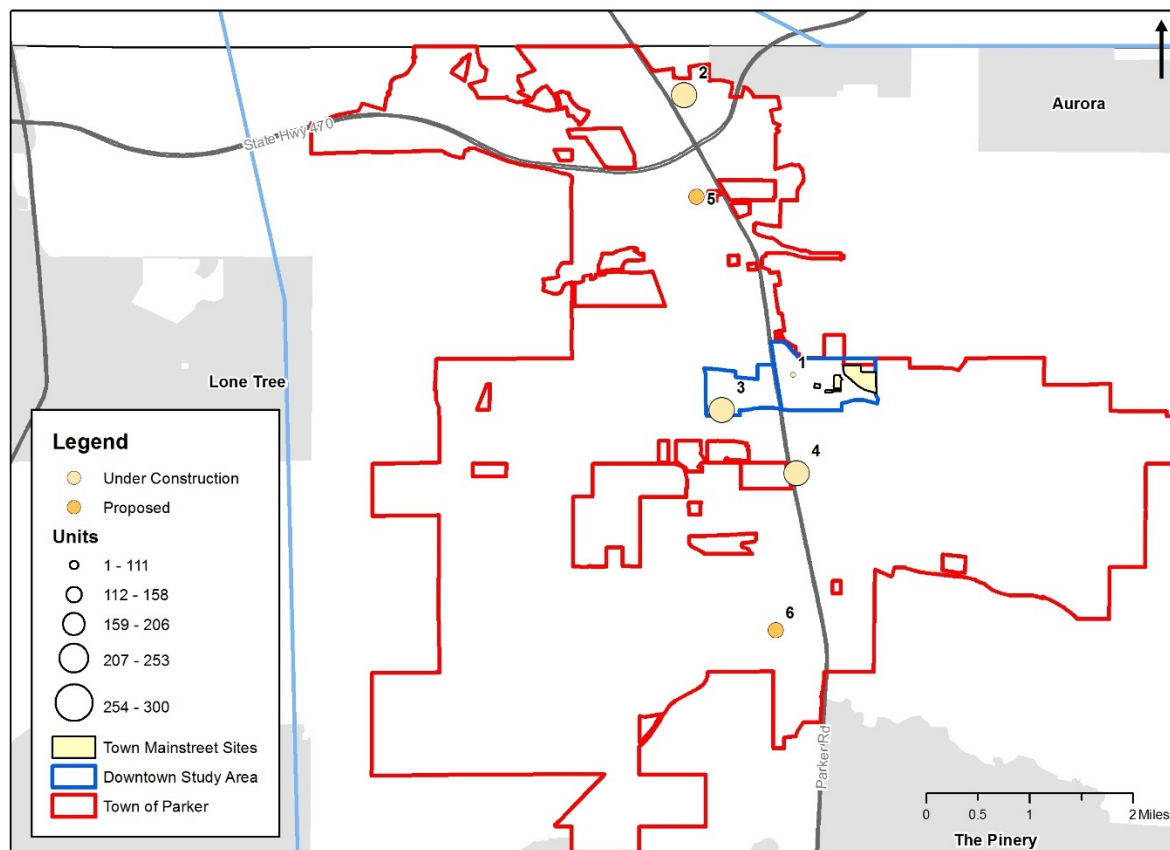
**Table 16**  
**Residential Multifamily Unit Pipeline**

| ID           | Description              | Address                 | Status             | Class | Proposed | Size<br>sq. ft. | Units        |
|--------------|--------------------------|-------------------------|--------------------|-------|----------|-----------------|--------------|
| 1            | Park 64                  | 10725 Victorian Dr      | Under Construction |       | 2018     | ---             | 64           |
| 2            | Broadstone Montane       | 17825 Cottonwood Dr     | Under Construction |       | 2018     | 340,000         | 300          |
| 3            | Watermark on Twenty Mile | 11010 Twenty Mile Rd    | Under Construction | B     | 2018     | 20,000          | 264          |
| 4            | PDG Parker               | S Pine Dr @ S Parker Rd | Under Construction | A     | 2019     | 300,000         | 255          |
| 5            | Westcreek                | Pine Ln                 | Proposed           | B     | 2019     | 350,000         | 200          |
| 6            | Dominium                 | Stroh Ranch             | Proposed           | B     | 2019     | 229,255         | 204          |
| <b>Total</b> |                          |                         |                    |       |          |                 | <b>1,287</b> |

Source: CoStar; Economic & Planning Systems

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**Figure 23**  
**Multifamily Rental Project Pipeline**





## Catalyst/Precedent Projects

### The Riverwalk | Castle Rock, CO

The Riverwalk is a mixed-used multifamily residential project currently under construction by Confluence Companies on Wilcox and 1<sup>st</sup> Street in Downtown Castle Rock. When completed the project will include:

- 228 apartments
- 10,000 square feet of retail
- 30,000 square feet of office

The project is an example of the types of denser residential housing products possible in a suburban downtown setting. The project is also an example of how mixed-use developments can help to add both ground-level pedestrian-oriented retail space as well as an increment of professional office space to a downtown setting. The mix of uses is not only complementary to each other, but help to diversify absorption risks of the project over multiple product types.

To make the project feasible, the Castle Rock Downtown Development Authority (DDA) invested a portion of the tax increment financing (TIF) generated by the project as well as rebates on development fees. Incentives in these types of project generally help to support structured parking on the site, which, in turn, helps to support density in a downtown.

#### Exhibit 1 Rendering of Riverwalk Project





## Vita | Littleton, CO

Vita is a 55+ age-restricted apartment complex in downtown Littleton, CO on Littleton Boulevard and South Bemis Street. The project is currently nearing completion, and will include a total of 159 units. In addition to the multifamily units, there is 11,000 square feet of commercial space in a corner retail building with three tenants: Bacon Social Restaurant, Fierce45 Fitness, and Windermere Family Dentistry. Community amenities include a saltwater pool, year-round spa, community garden, fitness and yoga studio, outdoor amphitheater, community kitchens, and programmed events. The project is also one block away from an RTD Light Rail station.

The development is a good example of a project oriented to for Baby Boomers looking to downsize and move into more “urban” and mixed-used environments in downtown settings. Before completion, the project was 30 percent pre-leased, which is extremely high for multifamily projects, and may be suggestive of untapped demand for these types of senior projects in suburban communities with an aging household profile in the Denver Metro Area.

The project is being built by Zocalo Development (Developer) out of Denver, who had proposed a similar project on the East Main Site in Parker. The proposed Parker project included 146 units of higher-end senior housing and approximately 8,000 square feet of retail. Ultimately, the Developer decided not to go through with the project out of concerns that the rents needed to make project costs supportable were not achievable in Downtown Parker at this point in time. The Developer noted that more retail and restaurant amenities would have made them more comfortable with building the project and more confident in being able to achieve high rents.

### Exhibit 2 Rendering of Vita Senior Housing Project



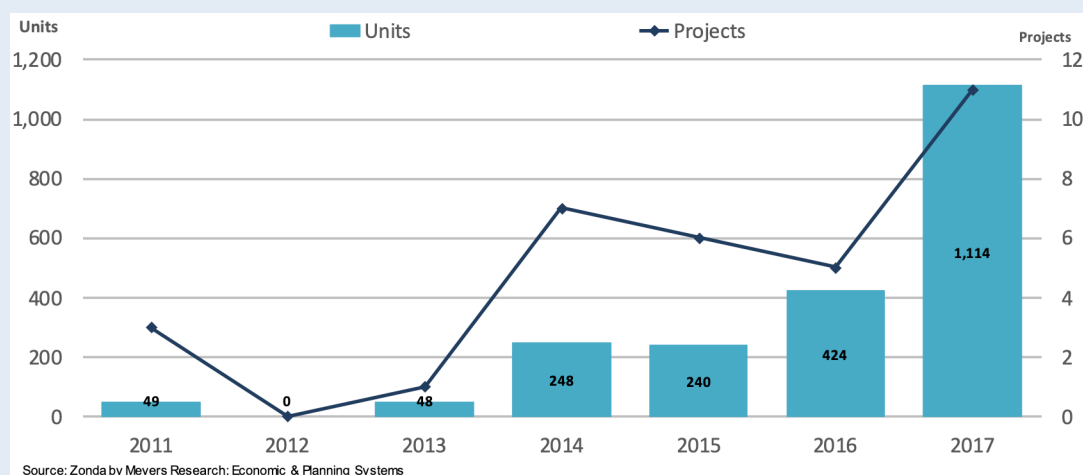
## Condominium Projects in the Denver Metro Area

Condos offer a more affordable ownership options, and can appeal both to young professionals looking for entry-level homes as well as seniors looking to downsize. Downtown living tends to appeal to both groups. Overall, condo projects help to increase the housing diversity in a town, which can attract new residents or retain existing ones.

There are early signs that the condominium development market is returning to Colorado; this market had essentially dried up post-recession due to litigation concerns related to construction defects. In the past year, legislative and judicial actions have given the development community more confidence to build condominium projects as well as to obtain insurance to address litigation concerns. For example, there were 0 project in 2002 and only 6 projects for a total of 424 units in 2016. In 2017, the number of planned condo projects increased to 11 and planned units increased to 1,114, as shown in the graph below.

Currently, all of the new actively selling projects are in the City and County of Denver. However, there have been a number of condo projects built in the downtowns of more suburban communities in the past. These include: Clocktower Condominiums in Highlands Ranch (224 units built and sold in phases from 2011 to 2016); Gateway Station (35 units built in 2007) and Millstone at Clear Creek Square (78 units built in phases from 2006 to 2008) in Golden; and Plaza Residences at Belmar (62 units built in 2008) in Lakewood. There are also currently two proposed condo projects in downtown Castle Rock.

**Figure 24**  
**New Condo Project in the**



## Key Findings

Findings in this section are based on market research and quantitative analysis. They also incorporate information from broker and developer interviews and, more generally, the perspective of the development community.

- **Strong Market for Multifamily Housing:** There is presently strong market for multifamily housing in Parker. Since 2014, multifamily unit production has represented just over 50 percent of the units permitted. Rental rates in Parker have grown, and absorption is increasing in Douglas County. The strong multifamily market matches trends coming out of the Great Recession of increased demand for rental units as well as millennials and seniors looking to live in walkable, mixed-use environments. Multifamily housing products fit the scale and density of Mainstreet. Downtown also presents a key opportunity for Parker to create housing options in a more walkable and mixed-use setting.

EPS estimates that Downtown Parker can capture 65 townhomes and approximately 300 multifamily units over the next three years. These estimates are based on historical trends. Investments in downtown and the unlocking of the market study development sites could result in increased capture rates.
- **Mixed-Use Multifamily Housing Can Help Support Commercial Development:** Mixed-use projects can help add both ground-level pedestrian-oriented retail space as well as increments of professional office space to a downtown setting. The mix of uses is not only complementary to each other, but help to diversify absorption risks of a project over multiple use types. Moreover, a mix of uses will help create a more vibrant experience Downtown and make it feel like a more “lived-in” place. As a result, it will be important for the development concepts on the My Mainstreet sites to include both residential and non-commercial uses.
- **Retail/Restaurant Cluster as Catalyst:** Multiple brokers and developers interviewed suggested that adding a restaurant cluster to downtown would not only create an amenity for current residents, but also help catalyze additional multifamily housing. The housing would be complementary to the retail development, creating a “built-in” customer base.
- **Incentives for High Quality, Denser Housing:** The multifamily units built in Parker to date, including ones built in the Downtown Study Area, have all been more suburban style apartments with surface parking. Denser infill housing and mixed-use projects may require structured parking, which may not be feasible at current rental rates. If the Town would like to support density and a mix of uses, incentives may necessary to make projects feasible.
- **Importance of Housing Diversity:** Housing diversity is important in a community as it helps attract new residents as well as retain existing residents looking to downsize. Companies moving to a community also look to house a range of employees from young professionals and junior staff to executives. More attainable multifamily housing can also provide housing for local retail and restaurant workers and be supportive of commercial development. As a result, housing diversity becomes key in supporting economic development.
- **Potential for Condo Projects:** Condominiums are a missing multifamily housing option that would create a more affordable ownership product attractive to both for young professionals and for seniors looking to downsize. Condominium development is on the rise in the Denver Metro Area and has received a boost from state legislative and judicial action, reducing the impacts associated with construction defects litigation. Recent activity includes two proposed condo projects in downtown Castle Rock.

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## 5. OFFICE AND BUSINESS DEVELOPMENT

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This chapter reviews the office market in Parker, focusing first on national and regional market trends and then narrowing in on Downtown Parker—analyzing current conditions, estimating future demand, and providing precedent projects for future development.

### National Trends

Nationally, there are trends in office development moving away from the suburban office park or corporate campus to more mixed use, centrally located, and often transit-accessible locations (in major urban areas). Much of this trend is in response to the housing and neighborhood preferences of Generation X and Millennial-aged workers who wish to have more access to amenities near work such as shopping, services, and dining. This mix of land uses allows workers to combine errands and work trips to save time. It also provides a more interesting and pleasant environment—especially for people who wish to spend less time in their cars. Some firms also see value in being close (walking, bicycling, or a short car or transit trip) to customers and other business partners as it allows for convenient frequent contact as well as spontaneous interactions on the street or in restaurants and coffee shops.

### Local and Regional Market Trends

#### Inventory

Since 2010, Parker's office inventory has grown by a total of 28,745 square feet, an average of 4,106 square feet per year at an annual rate of growth of 0.4 percent, as shown **Table 17**. Downtown Parker's inventory did not increase during this time period. As a whole, Parker's rate of growth was lower than Douglas County, which grew by 1.8 percent per year, as well as the Denver Metro Area, which grew by 0.8 percent per year. Parker's rate of growth was also lower than Castle Rock, a peer community in a similar exurban location in Douglas County (albeit the County Seat which does contribute to office demand). In contrast to Parker, Castle Rock added a total of 294,749 square feet to its inventory, an average of 42,107 per year at an annual rate of 4.2 percent.

**Table 17**  
**Office Development Inventory Trends, 2010-2017**

| Description         | 2010       | 2011       | 2012       | 2013       | 2014       | 2015       | 2016       | 2017       | 2010-2017 |         |        |
|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|---------|--------|
|                     |            |            |            |            |            |            |            |            | Total     | Ann. #  | Ann. % |
| Inventory (sq. ft.) |            |            |            |            |            |            |            |            |           |         |        |
| Downtown            | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 0         | 0       | 0.0%   |
| Parker              | 976,562    | 991,937    | 991,937    | 991,937    | 991,937    | 991,937    | 1,005,305  | 1,005,305  | 28,743    | 4,106   | 0.4%   |
| Castle Rock         | 884,791    | 884,791    | 884,791    | 970,691    | 1,010,218  | 1,020,389  | 1,098,189  | 1,179,540  | 294,749   | 42,107  | 4.2%   |
| Lone Tree           | 1,815,755  | 1,815,755  | 1,815,755  | 2,090,755  | 2,470,755  | 2,779,260  | 2,779,260  | 2,804,260  | 988,505   | 141,215 | 6.4%   |
| Douglas County      | 11,399,148 | 11,414,523 | 11,414,523 | 11,955,423 | 12,374,950 | 12,693,626 | 12,790,419 | 12,896,770 | 1,497,622 | 213,946 | 1.8%   |
| Denver Metro        | 72,525,434 | 72,637,901 | 72,969,446 | 73,047,480 | 73,348,101 | 74,514,230 | 74,930,536 | 76,446,597 | 3,921,163 | 560,166 | 0.8%   |

Source: CoStar; Economic & Planning Systems

## Deliveries

Since 2010, Parker has added 54,642 square feet of office space. None of this office construction occurred in Downtown, as shown in **Table 18**. Prior to 2010, there were a number of deliveries Downtown, most notably Parker Station. Unsurprisingly, much of the office development in Parker has located near E-470 and Parker Rd. Castle Rock has grown more quickly, adding approximately 295,000 square feet of office—an average of approximately 37,000 square feet per year over the same time period.

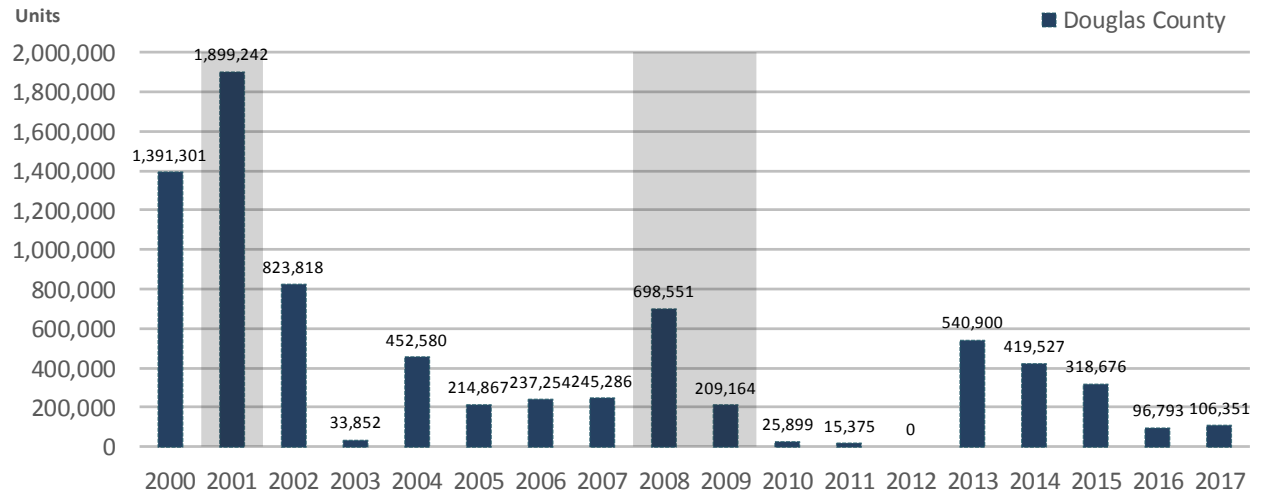
**Table 18**  
**Office Development Delivery Trends, 2010-2017**

| Description          | 2010    | 2011    | 2012    | 2013    | 2014    | 2015      | 2016    | 2017      | 2010-2017 |         |
|----------------------|---------|---------|---------|---------|---------|-----------|---------|-----------|-----------|---------|
|                      |         |         |         |         |         |           |         |           | Total     | Average |
| Deliveries (sq. ft.) |         |         |         |         |         |           |         |           |           |         |
| Downtown             | 0       | 0       | 0       | 0       | 0       | 0         | 0       | 0         | 0         | 0       |
| Parker               | 25,899  | 15,375  | 0       | 0       | 0       | 0         | 13,368  | 0         | 54,642    | 6,830   |
| Castle Rock          | 0       | 0       | 0       | 85,900  | 39,527  | 10,171    | 77,800  | 81,351    | 294,749   | 36,844  |
| Lone Tree            | 0       | 0       | 0       | 275,000 | 380,000 | 308,505   | 0       | 25,000    | 988,505   | 123,563 |
| Douglas County       | 25,899  | 15,375  | 0       | 540,900 | 419,527 | 318,676   | 96,793  | 106,351   | 1,523,521 | 190,440 |
| Denver Metro         | 756,346 | 166,024 | 348,777 | 158,992 | 500,118 | 1,318,898 | 570,693 | 1,554,201 | 5,374,049 | 671,756 |

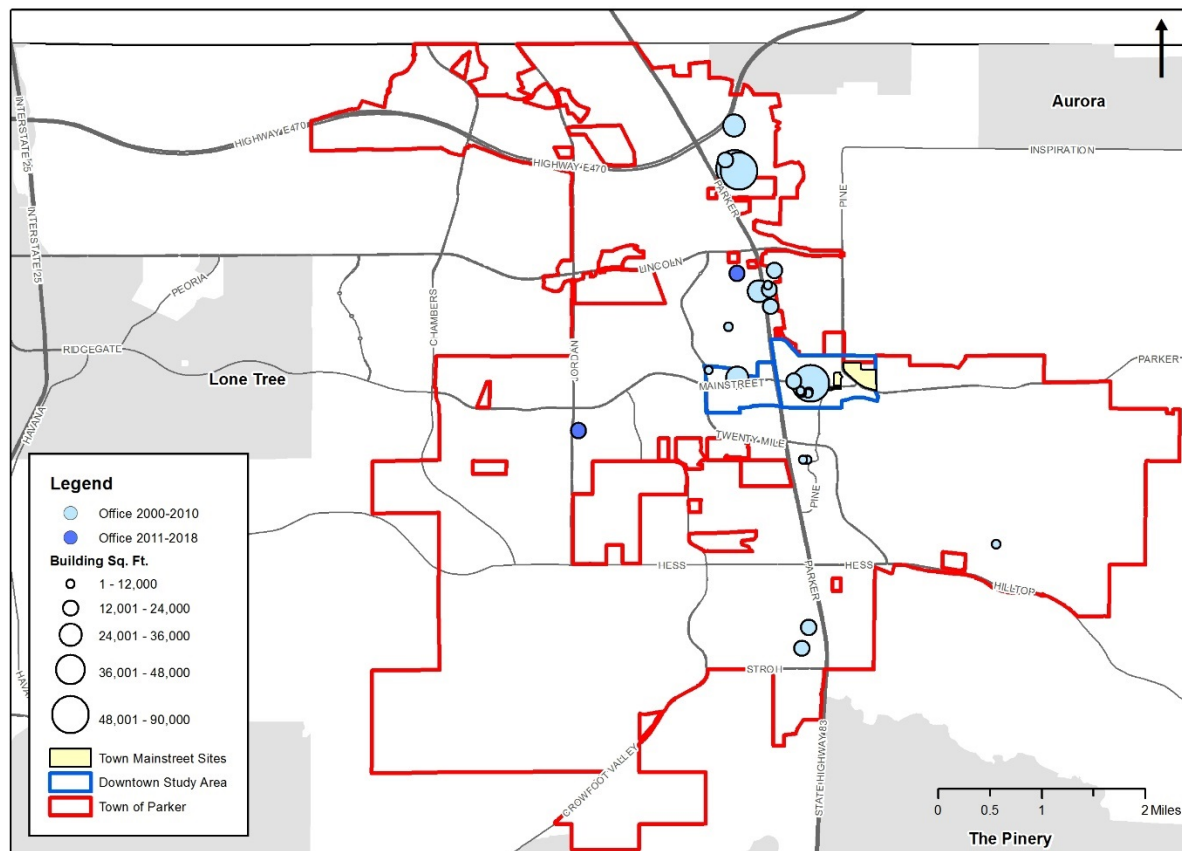
Source: CoStar; Economic & Planning Systems

In general, the office market has been slow to recover since the Great Recession, with significant deliveries not occurring in Douglas County until 2013. **Figure 25** shows the office deliveries in Douglas County since 2000. The figure reveals the lumpy nature of office development in the county, with large amounts of office being developed in discrete years. The figure also suggests that the size of deliveries has decreased since 2000—with 2000 through 2002 representing the top three years in terms of square footage.

**Figure 25**  
**Office Development Deliveries, 2000-2017**



**Figure 26**  
**Office Deliveries by Size, 2000-2018**





## Rental Rates

Rental rates in the Denver Metro Area have increased by 3.6 percent since 2010, and were at an average of \$24.95 per square foot in 2017, as shown in **Table 19**. As a whole, Douglas County office rents have grown at a slightly slower rate over the past eight years than the metro area, increasing at an average of 2.8 percent each year. In 2017, rents averaged \$20.80 per square foot.

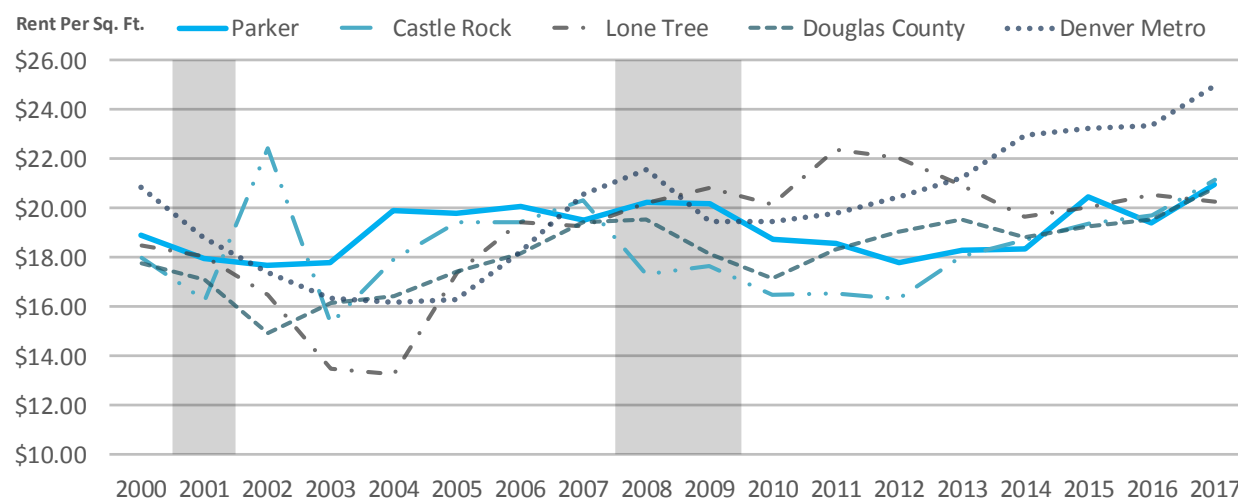
In Parker, average rental rates were comparable to Douglas County in 2017 at \$20.72 per square foot. However, rents have grown at a slower overall rate, increasing by an average of 1.4 percent per year. Downtown rental rates are slightly below Parker as a whole at \$20.49 per square foot, but have grown by 2.8 percent per year, the same rate as the County. **Figure 27** illustrates that Parker's office rental rates have largely recovered from the Great Recession, but that office rents trade at a discount compared to the metro area, partially as a result of the lack of new inventory commanding top rents, owner diversity, and tenant turnover.

**Table 19**  
**Office Average Rental Rate Trends, 2010-2017**

| Description             | 2010           | 2011           | 2012           | 2013           | 2014           | 2015           | 2016           | 2017           | 2010-2017     |               |             |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|-------------|
|                         |                |                |                |                |                |                |                |                | Total         | Ann. #        | Ann. %      |
| <b>Rent Per Sq. Ft.</b> |                |                |                |                |                |                |                |                |               |               |             |
| Downtown                | \$16.87        | \$19.26        | \$18.78        | \$18.76        | \$18.40        | \$19.07        | \$21.59        | \$20.49        | \$3.62        | \$0.52        | 2.8%        |
| Parker                  | \$18.74        | \$18.55        | \$17.79        | \$17.98        | \$17.99        | \$19.98        | \$18.55        | \$20.72        | \$1.98        | \$0.28        | 1.4%        |
| Castle Rock             | \$16.48        | \$16.52        | \$16.33        | \$18.06        | \$18.70        | \$19.39        | \$19.69        | \$21.13        | \$4.65        | \$0.66        | 3.6%        |
| Lone Tree               | \$20.13        | \$22.38        | \$22.04        | \$20.96        | \$19.63        | \$20.04        | \$20.53        | \$20.28        | \$0.15        | \$0.02        | 0.1%        |
| Douglas County          | \$17.15        | \$18.32        | \$19.02        | \$19.54        | \$18.81        | \$19.26        | \$19.56        | \$20.80        | \$3.65        | \$0.52        | 2.8%        |
| <b>Denver Metro</b>     | <b>\$19.44</b> | <b>\$19.79</b> | <b>\$20.45</b> | <b>\$21.25</b> | <b>\$22.97</b> | <b>\$23.25</b> | <b>\$23.36</b> | <b>\$24.95</b> | <b>\$5.51</b> | <b>\$0.79</b> | <b>3.6%</b> |

Source: CoStar; Economic & Planning Systems

**Figure 27**  
**Office Average Rental Rates, 2000-2017**



Source: CoStar; Economic & Planning Systems

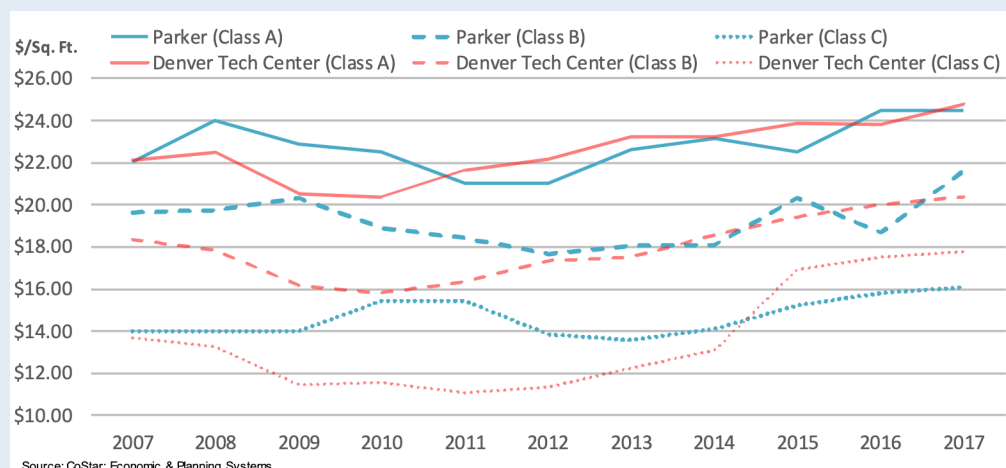


## Competition with the Denver Tech Center

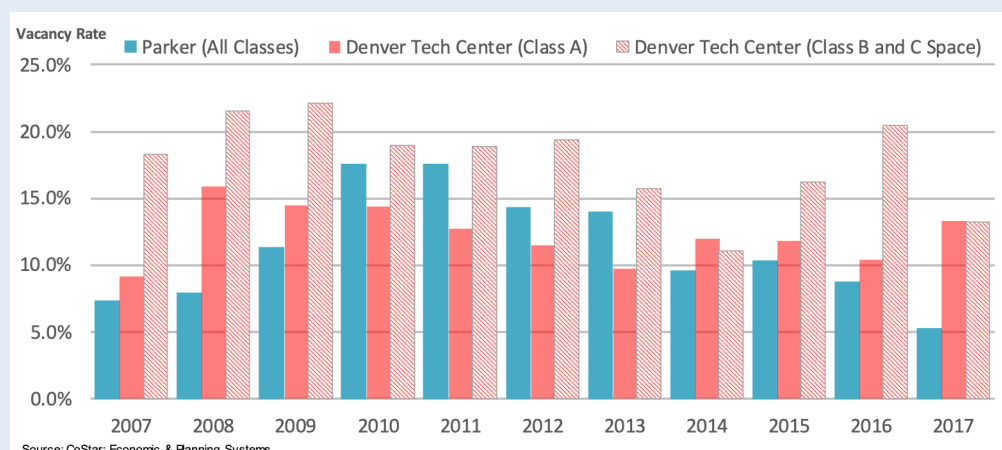
Brokers interviewed highlighted that one of the difficulties of developing new office space outside of the E-470 Beltway is that it competes with more centrally located, existing office inventory in places like the Denver Tech Center (DTC). (For this analysis, references to the DTC are all-encompassing and represent multiple submarkets on I-25 from County Line up to I-225.) For example, brokers quoted new construction office rents at \$22.00 per square foot in Douglas County compared to \$18.00 per square foot in the DTC. This lower rent space in the DTC is often lower quality and a lower class of office. However, in addition to being in a better market location, the DTC also has more available inventory to meet the timing needs of companies looking for new space.

To gain insight onto the broker interviews, EPS pulled commercial rental data for both Parker and the Denver Tech Center, as shown in **Figure 28**. While average rent in DTC is higher than Parker, Class B and C space in the DTC can rent for between \$18 and \$20 per square foot. Thus, Class B and C space in the DTC rents for lower than Class A space in Parker and lower than the \$22 per square foot quoted by brokers as rents needed for new construction. As part of the analysis, EPS also pulled vacancy rates for Parker and the DTC, as shown in **Figure 29**. Higher vacancy rates in the Tech Center likely result from its larger inventory, but also suggest that office space is more readily available when firms need it. **The analysis emphasizes a more nuanced office demand story, where future tenants must balance location decisions with price points and availability.**

**Figure 28**  
Office Rents in Castle Rock Compared to Denver Tech Center



**Figure 29**  
Office Vacancy Rates in Castle Rock Compared to Denver Tech Center



## Vacancy Rates

Vacancy rates in Parker have dropped from a high of 17.5 percent following the Great Recession to 5.2 percent in 2017, as shown in **Table 20** and **Figure 30**. Vacancy rates in Downtown Parker are even lower than the Town as a whole at 3.3 percent. In comparison, Douglas County had a vacancy rate of 10.1 percent in 2017, and the Denver Metro Area as a whole had a vacancy rate of 11.2 percent. In general, vacancy rates below approximately 10 percent for commercial buildings suggest that an opportunity for more construction may exist.

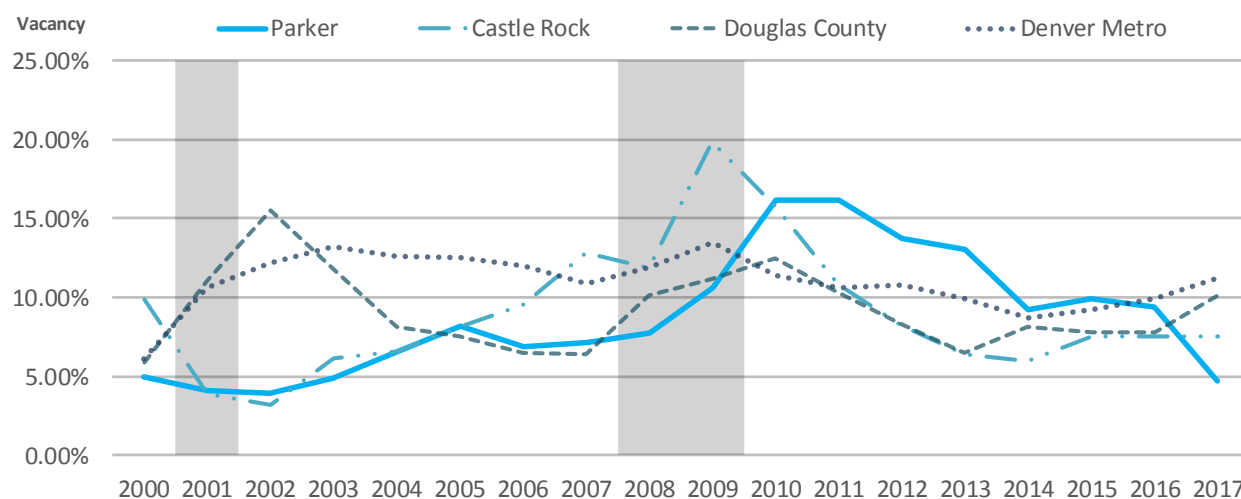
**Table 20**  
**Office Vacancy Rate Trends, 2010-2017**

| Description         | 2010         | 2011         | 2012         | 2013        | 2014        | 2015        | 2016        | 2017         | 2010-2017     |               |              |
|---------------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|--------------|---------------|---------------|--------------|
|                     |              |              |              |             |             |             |             |              | Total         | Ann. #        | Ann. %       |
| <b>Vacancy</b>      |              |              |              |             |             |             |             |              |               |               |              |
| Downtown            | 8.1%         | 13.8%        | 10.0%        | 6.0%        | 3.5%        | 3.9%        | 3.0%        | 3.3%         | -4.80%        | -0.69%        | -12.0%       |
| Parker              | 17.5%        | 17.5%        | 14.3%        | 13.9%       | 9.5%        | 10.3%       | 8.7%        | 5.2%         | -12.30%       | -1.76%        | -15.9%       |
| Castle Rock         | 15.8%        | 10.8%        | 8.2%         | 6.4%        | 6.0%        | 7.5%        | 7.5%        | 7.5%         | -8.30%        | -1.19%        | -10.1%       |
| Lone Tree           | 17.3%        | 15.3%        | 10.3%        | 9.2%        | 7.7%        | 9.2%        | 8.0%        | 5.4%         | -11.90%       | -1.70%        | -15.3%       |
| Douglas County      | 12.5%        | 10.3%        | 8.3%         | 6.5%        | 8.1%        | 7.8%        | 7.8%        | 10.1%        | -2.40%        | -0.34%        | -3.0%        |
| <b>Denver Metro</b> | <b>11.4%</b> | <b>10.6%</b> | <b>10.8%</b> | <b>9.9%</b> | <b>8.7%</b> | <b>9.2%</b> | <b>9.9%</b> | <b>11.2%</b> | <b>-0.20%</b> | <b>-0.03%</b> | <b>-0.3%</b> |

Source: CoStar; Economic & Planning Systems

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**Figure 30**  
**Office Vacancy Rates, 2000-2017**



Source: CoStar; Economic & Planning Systems

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## Absorption

Parker absorbed approximately 600,000 square feet of office since 2010—180,000 square feet of which was in Downtown, as shown in **Table 21**. Parker's absorption rate is below Castle Rock, at approximately 773,000 square feet. However, the difference between absorption in Parker and Castle Rock is a much smaller percentage than the difference in inventory growth during the same time period. The decrease in vacancy rate, which is lower in Parker than Castle Rock, partially explains the higher relative absorption compared to inventory growth.

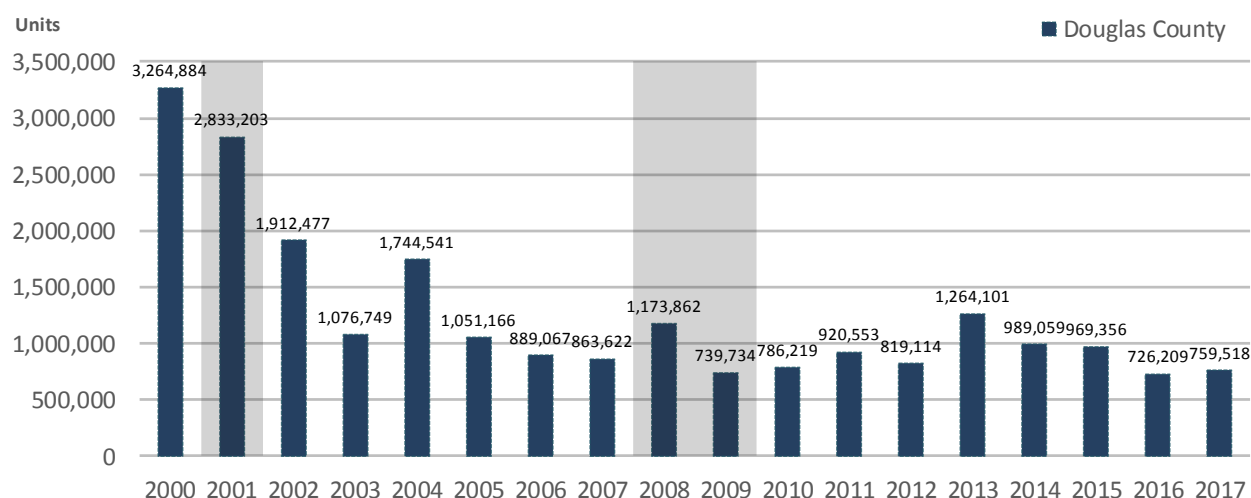
As an overall trend, absorption in Douglas County has steadily decreased since 2000, as shown in **Figure 31**. This may reflect national trends of office developments moving away from suburban office parks toward more mixed-use, walkable settings. This further highlights the importance of supporting office development in Downtown Parker.

**Table 21**  
**Office Development Absorption Trends, 2010-2017**

| Description          | 2010      | 2011      | 2012      | 2013      | 2014      | 2015      | 2016      | 2017      | 2010-2017  |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|
|                      |           |           |           |           |           |           |           |           | Total      | Average   |
| Absorption (sq. ft.) |           |           |           |           |           |           |           |           |            |           |
| Downtown             | 45,486    | 15,157    | 26,636    | 39,222    | 19,244    | 5,483     | 12,140    | 16,188    | 179,556    | 22,445    |
| Parker               | 73,086    | 94,522    | 69,605    | 72,563    | 75,700    | 33,781    | 73,899    | 103,645   | 596,801    | 74,600    |
| Castle Rock          | 81,804    | 110,016   | 61,146    | 148,786   | 60,431    | 53,684    | 135,558   | 121,360   | 772,785    | 96,598    |
| Lone Tree            | 232,623   | 99,910    | 120,901   | 330,684   | 514,766   | 502,053   | 96,462    | 158,475   | 2,055,874  | 256,984   |
| Douglas County       | 786,219   | 920,553   | 819,114   | 1,264,101 | 989,059   | 969,356   | 726,209   | 759,518   | 7,234,129  | 904,266   |
| Denver Metro         | 6,082,261 | 5,489,875 | 5,303,566 | 5,630,629 | 5,409,339 | 5,263,524 | 4,861,896 | 6,397,364 | 44,438,454 | 5,554,807 |

Source: CoStar; Economic & Planning Systems

**Figure 31**  
**Office Development Absorption, 2000-2017**



Source: CoStar; Economic & Planning Systems

**Table 22**  
**Office Development Trend Summary, 2000-2017**

| Description             | 2005       | 2006       | 2007       | 2008       | 2009       | 2010       | 2011       | 2012       | 2013       | 2014       | 2015       | 2016       | 2017       | 2000-2017   |           |        |
|-------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------|--------|
|                         |            |            |            |            |            |            |            |            |            |            |            |            |            | Total       | Ann. #    | Ann. % |
| Inventory - Sq. Ft.     |            |            |            |            |            |            |            |            |            |            |            |            |            |             |           |        |
| Downtown                | 307,349    | 307,349    | 312,949    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 319,355    | 36,239      | 2,132     | 0.7%   |
| Parker                  | 774,214    | 813,567    | 832,639    | 875,572    | 950,663    | 976,562    | 991,937    | 991,937    | 991,937    | 991,937    | 991,937    | 1,005,305  | 1,005,305  | 399,759     | 23,515    | 3.0%   |
| Castle Rock             | 693,175    | 734,175    | 805,027    | 862,191    | 884,791    | 884,791    | 884,791    | 884,791    | 970,691    | 1,010,218  | 1,020,389  | 1,098,189  | 1,179,540  | 566,906     | 33,347    | 3.9%   |
| Lone Tree               | 1,385,882  | 1,425,999  | 1,435,079  | 1,723,790  | 1,815,755  | 1,815,755  | 1,815,755  | 1,815,755  | 2,090,755  | 2,470,755  | 2,779,260  | 2,779,260  | 2,804,260  | 2,251,998   | 132,470   | 10.0%  |
| Douglas County          | 9,982,994  | 10,220,248 | 10,465,534 | 11,164,085 | 11,373,249 | 11,399,148 | 11,414,523 | 11,414,523 | 11,955,423 | 12,374,950 | 12,693,626 | 12,790,419 | 12,896,770 | 6,297,935   | 370,467   | 4.0%   |
| Denver Metro            | 69,117,084 | 70,051,669 | 70,515,358 | 71,083,900 | 71,775,181 | 72,525,434 | 72,637,901 | 72,969,446 | 73,047,480 | 73,348,101 | 74,514,230 | 74,930,536 | 76,446,597 | 9,240,911   | 543,583   | 0.8%   |
| Rent Per Sq. Ft. (Base) |            |            |            |            |            |            |            |            |            |            |            |            |            |             |           |        |
| Downtown                | \$18.90    | \$19.69    | \$17.11    | \$18.22    | \$18.99    | \$16.87    | \$19.26    | \$18.78    | \$18.76    | \$18.40    | \$19.07    | \$21.59    | \$20.49    | \$2.10      | \$0.12    | 0.6%   |
| Parker                  | \$19.72    | \$20.00    | \$19.42    | \$19.78    | \$20.19    | \$18.74    | \$18.55    | \$17.79    | \$17.98    | \$17.99    | \$19.98    | \$18.55    | \$20.72    | \$1.82      | \$0.11    | 0.5%   |
| Castle Rock             | \$19.44    | \$19.43    | \$20.31    | \$17.32    | \$17.67    | \$16.48    | \$16.52    | \$16.33    | \$18.06    | \$18.70    | \$19.39    | \$19.69    | \$21.13    | \$3.13      | \$0.18    | 0.9%   |
| Lone Tree               | \$17.36    | \$19.41    | \$19.29    | \$20.19    | \$20.81    | \$20.13    | \$22.38    | \$22.04    | \$20.96    | \$19.63    | \$20.04    | \$20.53    | \$20.28    | \$1.78      | \$0.10    | 0.5%   |
| Douglas County          | \$17.41    | \$18.15    | \$19.46    | \$19.57    | \$18.14    | \$17.15    | \$18.32    | \$19.02    | \$19.54    | \$18.81    | \$19.26    | \$19.56    | \$20.80    | \$3.01      | \$0.18    | 0.9%   |
| Denver Metro            | \$16.29    | \$18.26    | \$20.58    | \$21.56    | \$19.46    | \$19.44    | \$19.79    | \$20.45    | \$21.25    | \$22.97    | \$23.25    | \$23.36    | \$24.95    | \$4.09      | \$0.24    | 1.1%   |
| Vacancy                 |            |            |            |            |            |            |            |            |            |            |            |            |            |             |           |        |
| Downtown                | 5.2%       | 3.8%       | 5.0%       | 5.1%       | 10.1%      | 8.1%       | 13.8%      | 10.0%      | 6.0%       | 3.5%       | 3.9%       | 3.0%       | 3.3%       | -3.20%      | -0.19%    | -3.91% |
| Parker                  | 7.0%       | 6.3%       | 7.3%       | 7.9%       | 11.3%      | 17.5%      | 17.5%      | 14.3%      | 13.9%      | 9.5%       | 10.3%      | 8.7%       | 5.2%       | 0.20%       | 0.01%     | 0.23%  |
| Castle Rock             | 8.1%       | 9.5%       | 12.8%      | 11.9%      | 19.9%      | 15.8%      | 10.8%      | 8.2%       | 6.4%       | 6.0%       | 7.5%       | 7.5%       | 7.5%       | -2.40%      | -0.14%    | -1.62% |
| Lone Tree               | 2.8%       | 3.8%       | 5.1%       | 15.2%      | 17.2%      | 17.3%      | 15.3%      | 10.3%      | 9.2%       | 7.7%       | 9.2%       | 8.0%       | 5.4%       | -0.40%      | -0.02%    | -0.42% |
| Douglas County          | 7.5%       | 6.5%       | 6.4%       | 10.1%      | 11.2%      | 12.5%      | 10.3%      | 8.3%       | 6.5%       | 8.1%       | 7.8%       | 7.8%       | 10.1%      | 4.20%       | 0.25%     | 3.21%  |
| Denver Metro            | 12.5%      | 12.0%      | 10.9%      | 11.9%      | 13.5%      | 11.4%      | 10.6%      | 10.8%      | 9.9%       | 8.7%       | 9.2%       | 9.9%       | 11.2%      | 5.10%       | 0.30%     | 3.64%  |
| Deliveries - Sq. Ft.    |            |            |            |            |            |            |            |            |            |            |            |            |            | Total       | Avg.      |        |
| Downtown                | 19,978     | 0          | 5,600      | 6,406      | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 139,493     | 7,750     |        |
| Parker                  | 19,978     | 39,353     | 19,072     | 42,933     | 75,091     | 25,899     | 15,375     | 0          | 0          | 0          | 0          | 13,368     | 0          | 513,768     | 28,543    |        |
| Castle Rock             | 54,179     | 41,000     | 70,852     | 57,164     | 22,600     | 0          | 0          | 0          | 85,900     | 39,527     | 10,171     | 77,800     | 81,351     | 651,788     | 36,210    |        |
| Lone Tree               | 0          | 40,117     | 9,080      | 288,711    | 91,965     | 0          | 0          | 0          | 275,000    | 380,000    | 308,505    | 0          | 25,000     | 2,500,415   | 138,912   |        |
| Douglas County          | 214,867    | 237,254    | 245,286    | 698,551    | 209,164    | 25,899     | 15,375     | 0          | 540,900    | 419,527    | 318,676    | 96,793     | 106,351    | 7,729,436   | 429,413   |        |
| Denver Metro            | 360,908    | 1,066,703  | 536,060    | 655,690    | 740,889    | 756,346    | 166,024    | 348,777    | 158,992    | 500,118    | 1,318,898  | 570,693    | 1,554,201  | 11,935,972  | 663,110   |        |
| Absorption - Sq. Ft.    |            |            |            |            |            |            |            |            |            |            |            |            |            | Total       | Avg.      |        |
| Downtown                | 32,600     | 17,309     | 18,976     | 23,585     | 15,705     | 45,486     | 15,157     | 26,636     | 39,222     | 19,244     | 5,483      | 12,140     | 16,188     | 484,783     | 26,932    |        |
| Parker                  | 53,536     | 62,772     | 69,257     | 102,457    | 119,765    | 73,086     | 94,522     | 69,605     | 72,563     | 75,700     | 33,781     | 73,899     | 103,645    | 1,558,832   | 86,602    |        |
| Castle Rock             | 130,109    | 100,940    | 96,521     | 102,164    | 63,878     | 81,804     | 110,016    | 61,146     | 148,786    | 60,431     | 53,684     | 135,558    | 121,360    | 1,582,779   | 87,932    |        |
| Lone Tree               | 181,053    | 49,450     | 54,991     | 242,356    | 131,012    | 232,623    | 99,910     | 120,901    | 330,684    | 514,766    | 502,053    | 96,462     | 158,475    | 4,457,192   | 247,622   |        |
| Douglas County          | 1,051,166  | 889,067    | 863,622    | 1,173,862  | 739,734    | 786,219    | 920,553    | 819,114    | 1,264,101  | 989,059    | 969,356    | 726,209    | 759,518    | 22,783,434  | 1,265,746 |        |
| Denver Metro            | 6,078,424  | 6,627,520  | 6,085,509  | 5,127,457  | 4,120,347  | 6,082,261  | 5,489,875  | 5,303,566  | 5,630,629  | 5,409,339  | 5,263,524  | 4,861,896  | 6,397,364  | 108,114,872 | 6,006,382 |        |

Source: CoStar; Economic & Planning Systems

## Current Conditions

The office buildings in Downtown Parker are compiled and described in **Table 23**, with each building given an identification number (ID). Overall, office in Downtown is primarily made up of smaller office spaces, either in converted single family houses or multi-tenant office buildings typically over ground floor retail. These offices primarily consist of professional services or medical office tenants, including certified public accountants (CPAs); financial services; law offices; counseling; and medical and dental practices. Downtown Parker currently has two Class A office buildings—Town Hall (ID #6) and Parker Station (ID #11). Town Hall is a 34,456 square foot office building that houses Parker’s government services. Parker Station is a 74,600 square foot multi-tenant office building that includes retail on the ground floor and office on the first and second stories. The office building is divided primarily into smaller tenants, which include certified public accountants (CPAs), law offices, and, financial service companies. The building also includes some consulting companies, which do not necessarily primarily serve the residential population of Parker.

Downtown also includes the Headquarters of ET Investments (ID #15), which is an insurance agency in a 20,285 square foot office building. Besides Town Hall, this appears to be the largest single tenant office building in Downtown. Locations for the different office buildings are identified in **Figure 32**.

The smaller tenants sizes that primarily make up demand for office in Downtown can make office development more difficult. Since the Great Recession, fewer office buildings are built totally on spec. Instead, developers tend to wait until there is larger tenant pre-leased before construction starts. In Parker, a larger tenant is more unlikely. As a result, the developer must try and pre-lease to multiple smaller tenants, which is more difficult, can take more time, and depends on the timing of different tenants.

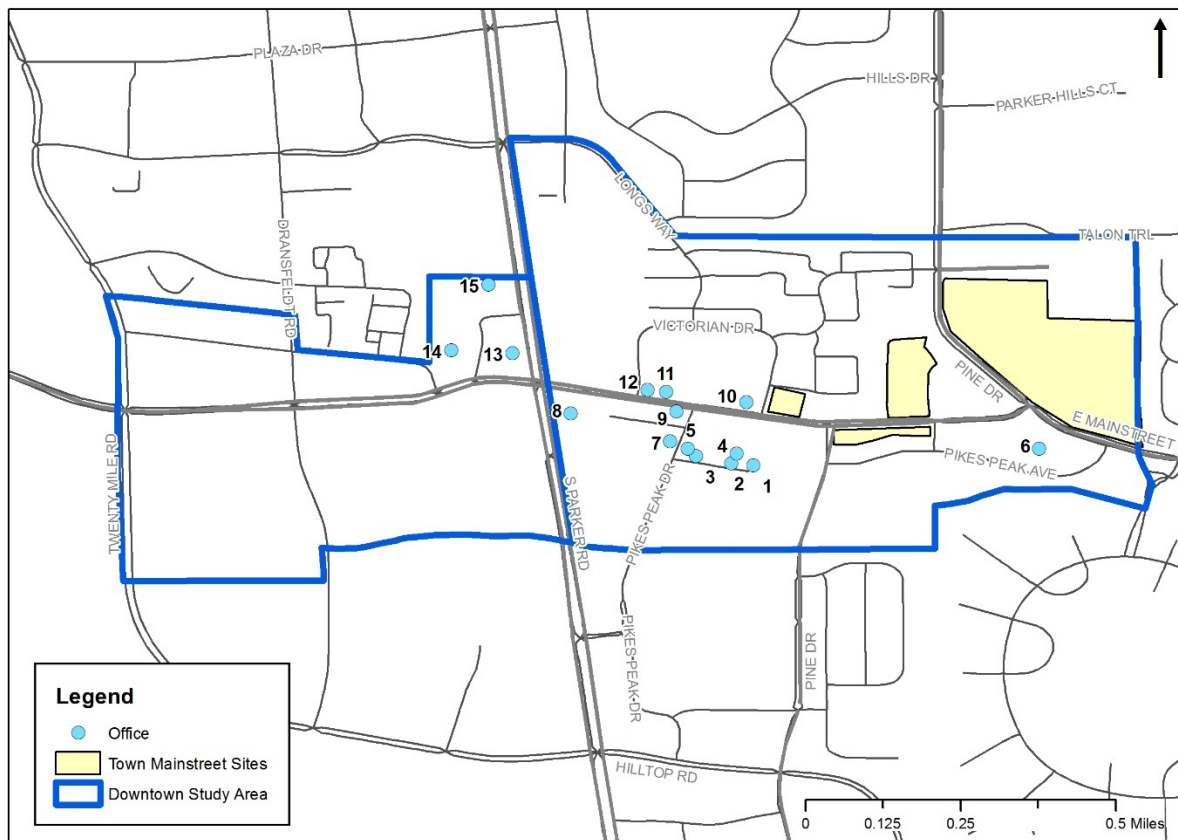
**Table 23**  
**Downtown Parker Office Inventory**

| ID | Description                 | Address               | Class | Year | Size<br>sq. ft. | Example Tenants                                   |
|----|-----------------------------|-----------------------|-------|------|-----------------|---------------------------------------------------|
| 1  | Parker Med Spa              | 19767 E Pikes Peak Ct | C     | N/A  | 3,940           | Spa                                               |
| 2  | Belmont House               | 19753 E Pikes Peak Ct | B     | 2005 | 4,978           | Conseling; Chiropractor; Massage                  |
| 3  | Center for Spritual Living  | 19731 E Pikes Peak Ct | B     | 2002 | 3,804           | Religious Organization                            |
| 4  | Rose Chateau                | 19755 E Pikes Peak Ct | B     | 2007 | 5,600           | CPA; Pyschologist; Insurance                      |
| 5  | Multi-Tenant Office         | 10964 S Pikes Peak Dr | B     | 2001 | 3,651           | CPA; Law Office; Portrait Studio; Wellness Center |
| 6  | Parker Town Hall            | 20120 E Mainstreet    | A     | 2002 | 34,456          | Town Government                                   |
| 7  | Homestake Engineering       | 10965 S Pikes Peak Dr | B     | 1912 | 2,007           | Engineering                                       |
| 8  | First National Bank         | 10900 S Parker Rd     | B     | 1986 | 14,490          | Bank                                              |
| 9  | Exchange Bldg               | 19590 E Main St       | B     | 1986 | 17,500          | Law Office; Title Company; Chamber of Commerce    |
| 10 | Parker Station              | 19751 E Mainstreet    | A     | 2000 | 74,600          | Finance; Consulting; Law Offices; Medical Office  |
| 11 | Twenty Mile Center          | 19555-19569 E Main St | C     | N/A  | 26,000          | Insurance; Travel                                 |
| 12 | Parker Central              | 19501 E Main St       | B     | 2005 | 15,000          | CPA; Insurance; Law Office                        |
| 13 | Colorado State Bank & Trust | 19201 E Mainstreet    | B     | 1985 | 22,919          | Bank                                              |
| 14 | ET Investments              | 10851 S Crossroads Dr | C     | 1984 | 20,285          | Insurance Agency Headquarters                     |
| 15 | Parker Crossroads Office    | 10831 S Crossroads Dr | B     | 1984 | 16,498          | Church Office                                     |

Source: CoStar; Economic & Planning Systems

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**Figure 32**  
**Downtown Office Locations**



## Future Conditions

This section estimates future office demand based on historic growth and capture rates for Parker and Downtown. It is important to note, given the lack of recent activity, that historic growth patterns do not necessarily predict future growth.

### Demand Estimate

EPS estimates, based on historic growth rates and capture percentages, that Downtown can capture approximately 100,000 square feet of office over the next 10 years, as shown in **Table 24**.

Much of the historic growth Downtown has occurred in single tenant and small multitenant office buildings, which primarily house smaller, local service tenants. To capture more office space in the future, Downtown Parker will likely have to capture more regionally serving tenants or grow local businesses. As national trends suggest, office tenants are increasingly looking for more walkable and less suburban office locations. Adding retail amenities as well as more infill/urban style infill housing will help create this walkable feel and allow Downtown to capture more regionally focused office.

Rents will also have an impact on office demand and development feasibility. Based on interviews with developers and brokers, there are many local tenants who are looking to rent space at rates too low to support new construction. To ensure that office development is feasible and rents are affordable, the Town may need to provide subsidies to reduce development costs.

**Table 24**  
**Office Future Demand Estimates**

| Description            | Short Term<br>2018-2019 | Medium Term<br>2020-2022 | Long Term<br>2023-2028 | Total<br>2018-2028 |
|------------------------|-------------------------|--------------------------|------------------------|--------------------|
| Parker Office Growth   | 49,413                  | 81,781                   | 195,471                | 326,664            |
| Downtown Capture       | 30%                     | 30%                      | 30%                    |                    |
| Downtown Office Demand | 14,824                  | 24,534                   | 58,641                 | 97,999             |

Source: Economic & Planning Systems

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## Project Pipeline

There are five office development projects in Parker's development pipeline for a total of approximately 110,000 square feet of development. Parker Center is the only project located in Downtown, and would represent approximately 50,000 square feet of office or approximately half of the estimated future demand over the next 10 years, as shown in **Table 25**.

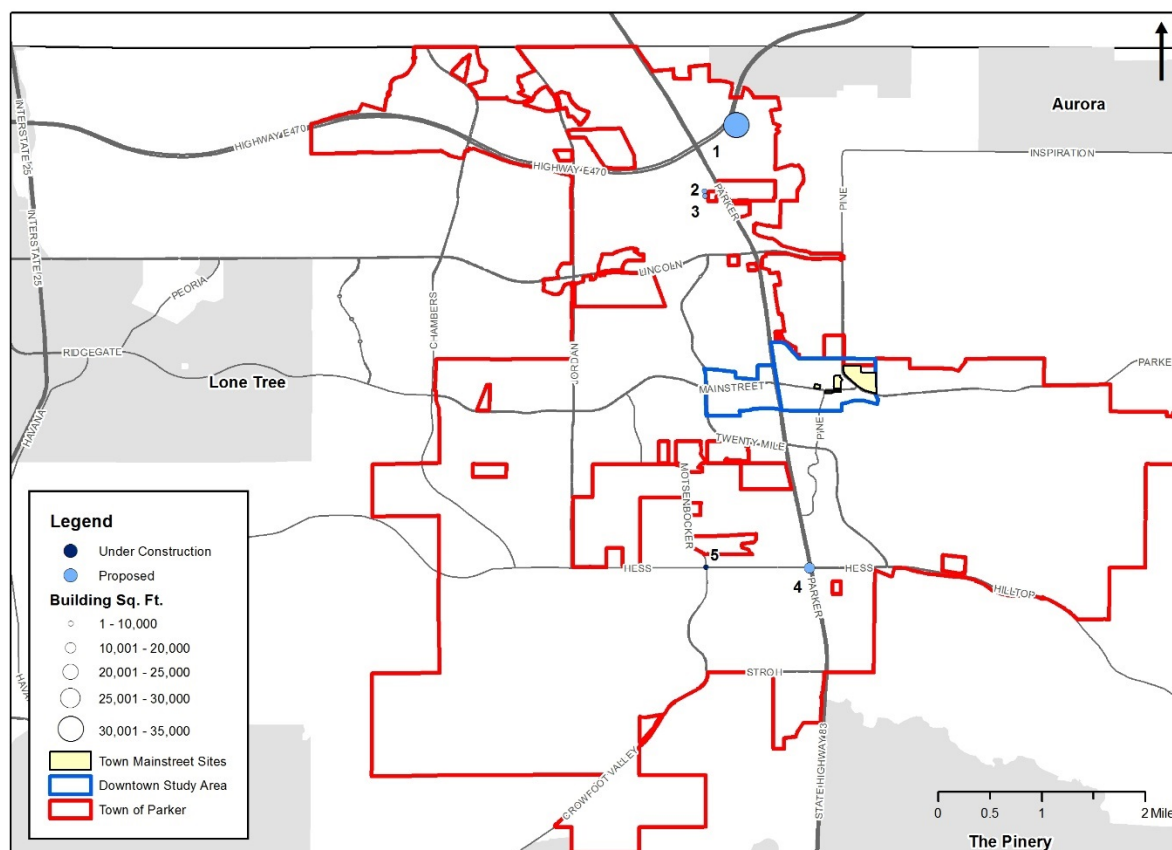
**Table 25**  
**Parker Office Pipeline**

| ID           | Description         | Address               | Status             | Class | Proposed | Size<br>sq. ft. |
|--------------|---------------------|-----------------------|--------------------|-------|----------|-----------------|
| 1            | Crown Point II      | 19222 E Cottonwood Dr | Proposed           | B     | 2018     | 30,314          |
| 2            | Building 1          | 9450 Twenty Mile Rd   | Proposed           | B     |          | 8,400           |
| 3            | Building 2          | 9450 Twenty Mile Rd   | Proposed           | B     |          | 8,400           |
| 4            | Medical Office Bldg | Parker Rd @ Hess Rd   | Proposed           | B     | 2018     | 13,000          |
| 5            | Dental Office       | 9551 Hess Road        | Under Construction | B     | 2018     | 6,000           |
| <b>Total</b> |                     |                       |                    |       |          | <b>66,114</b>   |

Source: CoStar; Economic & Planning Systems

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**Figure 33**  
**Parker Office Pipeline**



## Catalyst/Precedent Projects

### The Move | Castle Rock, CO

Castle Rock, Colorado faces many similar challenges for office development as Parker. Both towns are located outside of the E-470 Beltway, although Castle Rock has direct access to I-25, and both are primarily home to more locally serving office tenants. These types of office tenants generally lease smaller spaces. For example, in Castle Rock, over 85 percent of leases are 2,500 square feet or less. These tenants also typically look to pay lower rental rates than larger national tenants inside the beltway. The nature of this demand makes new office construction more difficult for a couple reasons. First, it is harder to prelease a proposed office building with smaller tenants and few large tenants. In today's market, almost no office buildings are built totally on spec. Second, the rents generally needed to support new construction can be higher than the rents more local tenants want to pay.

The Move, a 50,000 square foot office building in Downtown Castle Rock, is an example of a creative public private partnership that addresses the specific challenges of development in Douglas County, while also helping local businesses grow. The project first overcame preleasing challenges by identifying three local and growing businesses looking to expand. The developer of the building owns a construction company that became an owner tenant of 10,000 square feet. Two other growing Castle Rock businesses also became owners of about 10,000 square feet each (ownership actually resides with separate LLCs comprised of the company leadership). This partnership created the amount of preleasing needed to finance the building. The Castle Rock EDC also provided a \$1.0 million seven-year low interest loan that provided about 50 percent of the equity for the \$10 million project. Finally, the developer built a loft style building with concrete floors and unfinished ceilings, that while also popular with tenants, kept project costs to a level where space for lease could be initially provided at \$20 per square foot NNN.

### Exhibit 3 The Move, Castle Rock, CO



## Key Findings

Findings in this section are based on market research and quantitative analysis. They also incorporate information from broker and developer interviews and, more generally, the perspective of the development community.

- **Importance of Downtown for Office Development:** Nationally, there has been a movement away from more suburban office parks toward office space in walkable and mixed-use settings. This trend has corresponded with relatively little office development in Parker over the past decade. Moreover, office deliveries and absorption have trended downward since the 2000s for Douglas County as a whole. In this context, Downtown offers an important opportunity in Parker to create office development in a more mixed-use setting.
- **Demand for Office in Parker:** Despite changes to the national office market, there is still demand for office space in Parker. Vacancy rates are at 5.2 percent in Parker, lower than Douglas County and the Denver Metro Area. Such low vacancy rates are typically suggestive of a need for additional office space in a community. Town officials have also noted much interest and inquiries for available office space in Town. Finally, as the Town's population continues to grow, so too will the demand for professional service space that is supportive of residential populations.

Based on historical trends, EPS estimates that Downtown Parker can capture approximately 100,000 square feet of office space over the next 10 years. As always, it is important to recognize that historic trends don't necessarily predict the future – in particular for Downtown, where much of the available land for development has been held by the Town.

- **Parker Demand May Not Be Supportive of New Construction:** Much of the demand in Downtown Parker is for local services. These tenants tend to look for lower rents and smaller office spaces. Based on broker and developer interviews, these lower rent spaces may not be supportive of new construction. In addition, since the Great Recession, developers have been reluctant to build new space totally based on spec, and it is more difficult to prelease space with smaller tenants.
- **Need for Competitive Rents and Available Space:** New office development in Parker must be competitive in terms of rents. In addition, new office tenants are looking for available space that fits their needs and timeframe. To build this new inventory, however, developers want strong demand and higher rents. This results in a chicken-and-the-egg situation where office tenants do not move to a community without office inventory, and office inventory isn't built without office tenants. Complicating Parker's market position is the fact that it must compete with lower quality, Class B and C space in the DTC/South I-25 corridor. These spaces have competitive rents with Parker, more available space, and generally are in a more central and advantageous location in the Denver market.
- **Mixed-Use Project to Increase Office Inventory:** Mixed-use projects are one potential strategy for increasing office inventory in Downtown. The mix of uses helps to diversify absorption risks, and a smaller amount of unleased office space can be financed based on the strength of the residential component of the project.
- **Incentives and Catalyst Projects:** In the short term, Parker may need to offer incentives to build new office space. The incentives could both make development more feasible and allow for more competitive rents. The Town should also look at example projects like The Move in Castle Rock as a way to expand local businesses and create office space with competitive rents, which overcome pre-leasing barriers.

## 6. RETAIL DEVELOPMENT

This chapter reviews the retail market in Parker, focusing first on market trends and then narrowing in on Downtown Parker—analyzing current conditions, estimating future demand, and providing precedent projects for future development.

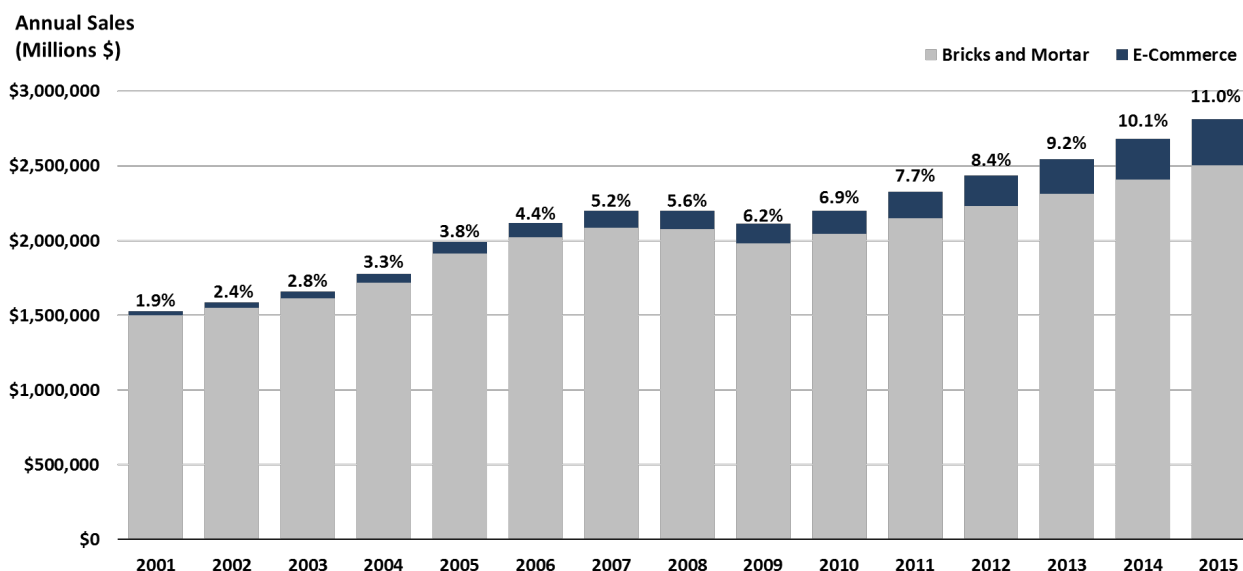
### National Market Trends

The retail industry has shifted greatly over the last 15 years, impacted by the growth of internet sales, declining brick and mortar store sales, retail chain consolidations, and demographic shifts and preferences. Collectively, these trends are impacting store sizes and reducing the overall demand for new retail space locally and nationally.

#### The Rise of E-Commerce

Between 2001 and 2015, total online retail purchases (excluding auto related) grew from approximately \$29 billion to \$310 billion, a 21.8 percent annual growth rate. Online sales accounted for 22 percent of total retail sales growth, as shown in **Figure 34**. During the same period, brick and mortar stores grew at a 3.7 percent annual growth rate, decreasing their share of the total retail market from 98 percent to 89 percent. Despite still accounting for only 11 percent of overall spending, the growth in online shopping is impacting the demand for traditional brick and mortar stores. This also affects the way retailers are doing business, pushing them to alter store formats and incorporate online sales and marketing into their business concepts. The list of top online retailers reinforces this point as many have a significant brick and mortar presence as well. This group includes such major retailers as Walmart, Target, Home Depot, Best Buy, and Bed Bath & Beyond.

**Figure 34**  
**US E-Commerce Sales, 2001-2015**



Several national trends impacting the existing inventory of retail stores as well as new development are highlighted below:

- **Social Media and “Showrooming”**- According to the National Retail Federation, 86 percent of American consumers at least occasionally research items online before buying in a store; of this, 22 percent conduct this research primarily on blogs and 32 percent primarily on Facebook. Electronics is most researched, followed by apparel, appliances, and then shoes. Many consumers will also look at or try on an item in a store and then price shop and purchase it online.
- **Spending Patterns** - Changes in spending patterns are also affecting the amount and mix of retail space. Millennials, who are highly mobile, are less likely to accumulate furniture and home furnishings and other large, high cost items. They are also more interested in experiences, emphasizing travel and entertainment over material goods. Their spending patterns are similar to the boomer generation who has already purchased much of the goods they need and are downsizing their homes and accumulated items. Boomers are also spending more of their income on travel, leisure, entertainment, and dining out.
- **Changing Retail Mix** - These changes in spending patterns are impacting the mix of retail space in aggregate and in downtowns in particular. The restaurant, bar, and microbrewery segment has grown rapidly and new food and beverage formats have been introduced (e.g. food halls and market halls, farm to table restaurants, and food trucks). By contrast, the growth of shoppers goods store space (general merchandise, apparel, furniture, and other shopper’s goods) is flat or declining as exhibited by numerous closures by Macy’s, JCPenney, Sears, and Kmart among many others.
- **Store and Chain Closures** - Over the past five years, there have been nearly 200 retail chain bankruptcies. In 2017, CNN Money reported that there were 5,300 store closing announcements through June 20 compared to 6,200 in 2008 during the Great Recession—the worst year so far for store closings. There are fewer stores in the market now, making it more difficult to find tenants for new retail developments or for re-tenanting existing space. Vacancies are increasing nationally as large blocks of space are vacated by store brands that no longer exist.

## Local and Regional Market Trends

### Inventory

Since 2010, retail inventory in Douglas County has grown by an average of approximately 192,000 square feet per year or an annual rate 1.1 percent, as shown in **Table 26**. This is faster than the retail growth rate of the Denver Metro Area, which grew by 0.4 percent per year. Parker's retail inventory grew by approximately 40,000 square feet per year or an average rate of 1.0 percent per year – similar to Douglas County and faster than the Denver Metro Area. Downtown Parker, however, has lost retail inventory since 2010. Lost inventory can result from building demolition or conversion to another use/product types.

**Table 26**  
**Retail Inventory Trends, 2010-2017**

| Description         | 2010       | 2011       | 2012       | 2013       | 2014       | 2015       | 2016       | 2017       | 2010-2017 |         |        |
|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|---------|--------|
|                     |            |            |            |            |            |            |            |            | Total     | Ann. #  | Ann. % |
| Inventory (sq. ft.) |            |            |            |            |            |            |            |            |           |         |        |
| Downtown            | 552,050    | 552,050    | 552,050    | 552,050    | 549,556    | 549,556    | 549,556    | 549,556    | -2,494    | -356    | -0.1%  |
| Parker              | 3,914,266  | 3,917,276  | 3,936,117  | 3,936,117  | 3,933,623  | 4,087,496  | 4,168,661  | 4,192,565  | 278,299   | 39,757  | 1.0%   |
| Castle Rock         | 3,513,472  | 3,541,716  | 3,559,048  | 3,601,415  | 3,606,360  | 3,617,030  | 3,824,764  | 4,195,582  | 682,110   | 97,444  | 2.6%   |
| Lone Tree           | 3,511,106  | 3,511,106  | 3,511,106  | 3,627,135  | 3,627,135  | 3,627,135  | 3,639,750  | 3,648,195  | 137,089   | 19,584  | 0.5%   |
| Douglas County      | 16,299,516 | 16,244,623 | 16,312,529 | 16,510,925 | 16,546,389 | 16,737,640 | 17,211,826 | 17,644,043 | 1,344,527 | 192,075 | 1.1%   |
| Denver Metro        | 38,533,274 | 38,666,374 | 38,726,760 | 38,905,035 | 38,935,504 | 39,090,172 | 39,232,607 | 39,690,186 | 1,156,912 | 165,273 | 0.4%   |

Source: CoStar; Economic & Planning Systems

### Deliveries

Since 2010, there have been 325,520 square feet of retail space delivered to Parker – an average of 40,690 square feet per year, as shown in **Table 27**. Over that same time period, there have been 7,562 square feet of retail delivered to Downtown Parker, an average of 945 square feet per year. (A reduction of inventory but growth in deliveries can result from demolitions or conversions to another retail type.)

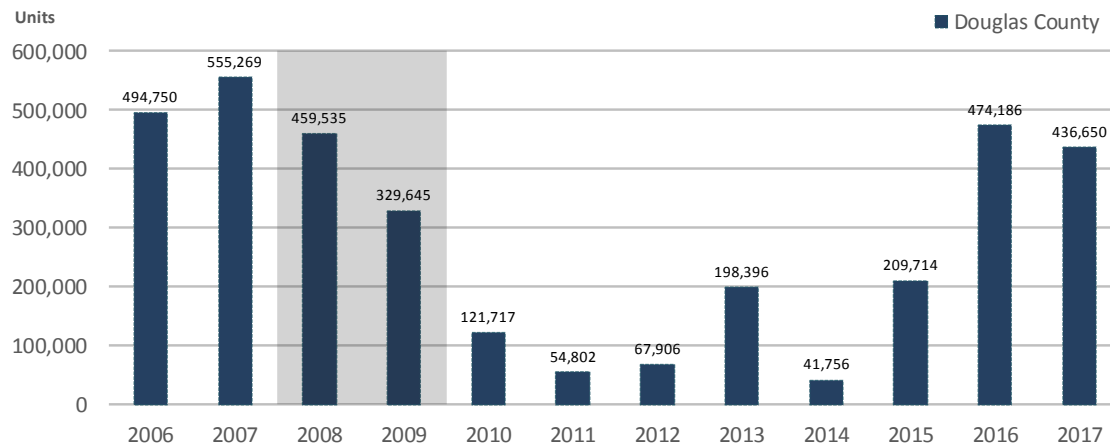
**Table 27**  
**Retail Delivery Trends, 2010-2017**

| Description          | 2010    | 2011    | 2012    | 2013    | 2014    | 2015    | 2016    | 2017    | 2010-2017 |         |
|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|---------|
|                      |         |         |         |         |         |         |         |         | Total     | Average |
| Deliveries (sq. ft.) |         |         |         |         |         |         |         |         |           |         |
| Downtown             | 3,764   | 0       | 0       | 0       | 3,798   | 0       | 0       | 0       | 7,562     | 945     |
| Parker               | 22,466  | 3,010   | 18,841  | 0       | 3,798   | 172,336 | 81,165  | 23,904  | 325,520   | 40,690  |
| Castle Rock          | 4,318   | 28,244  | 17,332  | 42,367  | 4,945   | 10,670  | 207,734 | 370,818 | 686,428   | 85,804  |
| Lone Tree            | 49,433  | 0       | 0       | 116,029 | 0       | 0       | 12,615  | 8,445   | 186,522   | 23,315  |
| Douglas County       | 121,717 | 54,802  | 67,906  | 198,396 | 41,756  | 209,714 | 474,186 | 436,650 | 1,605,127 | 200,641 |
| Denver Metro         | 26,291  | 160,070 | 211,135 | 292,184 | 110,965 | 252,546 | 228,462 | 562,797 | 1,844,450 | 230,556 |

Source: CoStar; Economic & Planning Systems

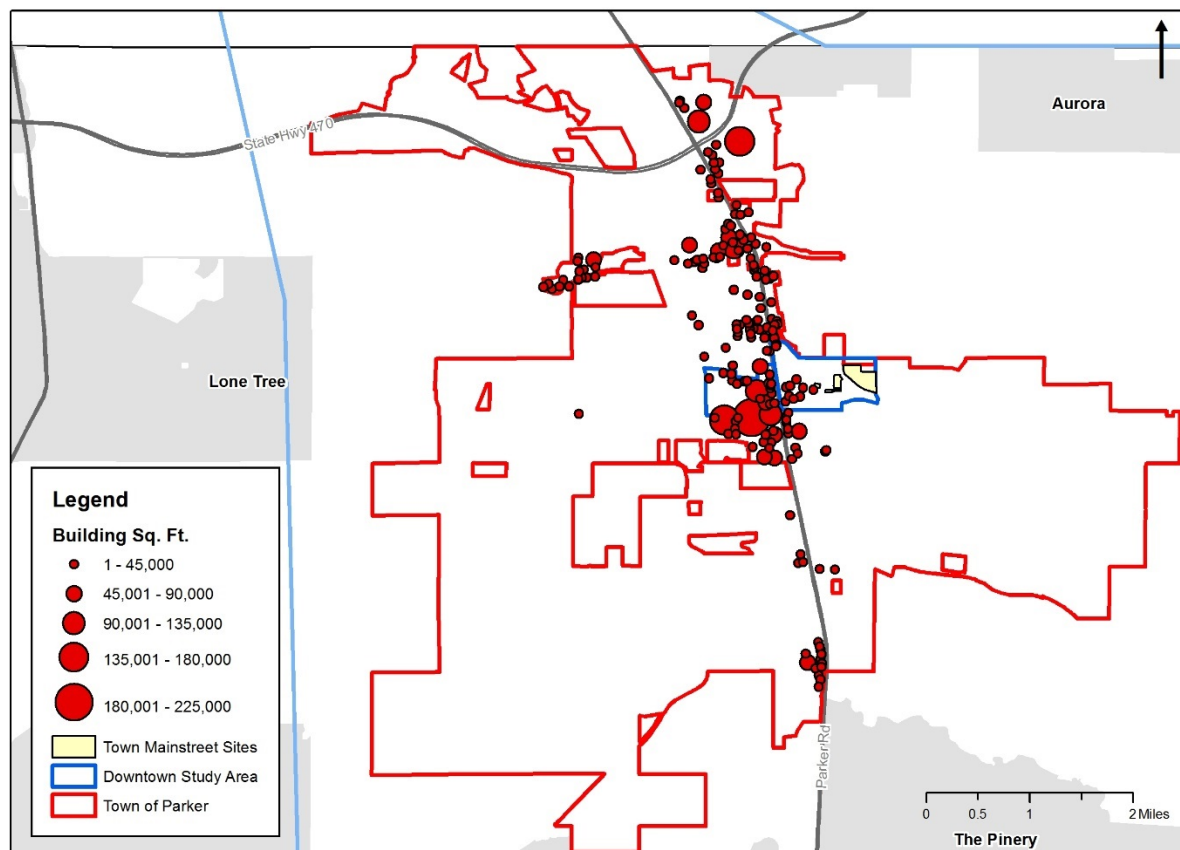
**Figure 35** shows the retail deliveries in Douglas County since 2000. The figure reveals that drop off retail development after the Great Recession in 2008/2009. However, the retail market in Douglas County has largely recovered, with retail deliveries returning to pre-recession levels.

**Figure 35**  
**Retail Deliveries, 2006-2017**



Source: CoStar; Economic & Planning Systems

**Figure 36**  
**Retail Deliveries by Size, 2006-2018**





## Rental Rates

Retail rental rates in the Denver Metro Area have grown from approximately \$15.00 in 2010 to \$21.50 in 2017, a rate of increase of 5.3 percent per year, as shown in **Table 28**. Average rental rates in Douglas County are slightly higher than those in the Denver Metro Area; however, rates in Douglas County have grown at a slower rate at 3.5 percent per year.

In 2017, rental rates in Parker averaged \$20.83 – below those of Douglas County and the Denver Metro Area. The Town has, however, seen similar growth rates to that of the Denver Metro Area with rents increase an average of 5.2 percent a year. Downtown Parker rents, however, are significantly below those of the rest of Parker and Douglas County at \$15.82. This may be due to the fact that similar to office smaller, more local tenants typically look for lower rent rates.

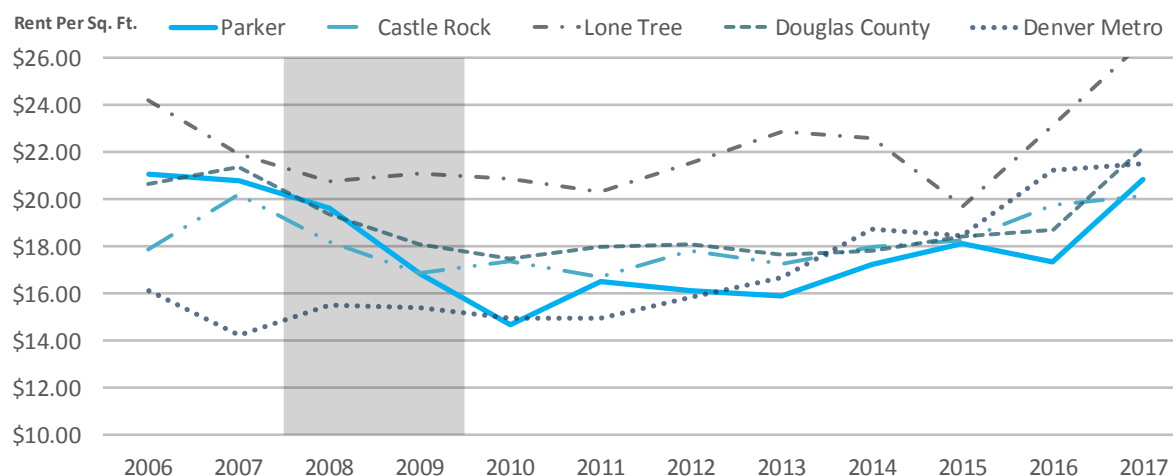
**Table 28**  
**Retail Average Rental Rate Trends, 2010-2017**

| Description      | 2010    | 2011    | 2012    | 2013    | 2014    | 2015    | 2016    | 2017    | 2010-2017 |        |        |
|------------------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|--------|--------|
|                  |         |         |         |         |         |         |         |         | Total     | Ann. # | Ann. % |
| Rent Per Sq. Ft. |         |         |         |         |         |         |         |         |           |        |        |
| Downtown         | \$11.50 | \$17.60 | \$16.85 | \$14.59 | \$14.83 | \$15.47 | \$15.65 | \$15.82 | \$4.32    | \$0.62 | 4.7%   |
| Parker           | \$14.65 | \$16.53 | \$16.12 | \$15.91 | \$17.26 | \$18.15 | \$17.33 | \$20.83 | \$6.18    | \$0.88 | 5.2%   |
| Castle Rock      | \$17.35 | \$16.70 | \$17.83 | \$17.28 | \$17.99 | \$18.26 | \$19.79 | \$20.18 | \$2.83    | \$0.40 | 2.2%   |
| Lone Tree        | \$20.89 | \$20.34 | \$21.53 | \$22.89 | \$22.60 | \$19.72 | \$23.15 | \$26.71 | \$5.82    | \$0.83 | 3.6%   |
| Douglas County   | \$17.49 | \$17.96 | \$18.10 | \$17.67 | \$17.81 | \$18.44 | \$18.73 | \$22.23 | \$4.74    | \$0.68 | 3.5%   |
| Denver Metro     | \$14.98 | \$14.97 | \$15.85 | \$16.67 | \$18.72 | \$18.46 | \$21.22 | \$21.54 | \$6.56    | \$0.94 | 5.3%   |

Source: CoStar; Economic & Planning Systems

Rental rates in communities in Douglas County have largely just returned to their pre-Great Recession rental rates, whereas the Denver Metro Area has surpassed its pre-recession rates, as shown in **Figure 37**.

**Figure 37**  
**Retail Average Rental Rates, 2006-2017**



Source: CoStar; Economic & Planning Systems

## Vacancy

Vacancy rates in Parker have dropped from 12.2 percent in 2010 to 4.7 percent in 2017. Rates are slightly higher in Downtown Parker, dropping from 10.3 percent to 6.4 percent over that same time period. In comparison to Parker, Douglas County has retail vacancy of 3.1 percent and the Denver Metro Area has a vacancy rate of 3.3 percent. Retail vacancy rates between 5 to 10 percent are generally suggestive of a healthy market—with vacancy rates below 5 percent suggesting that additional space may be supportable.

**Table 29**  
**Retail Vacancy Rate Trends, 2010-2017**

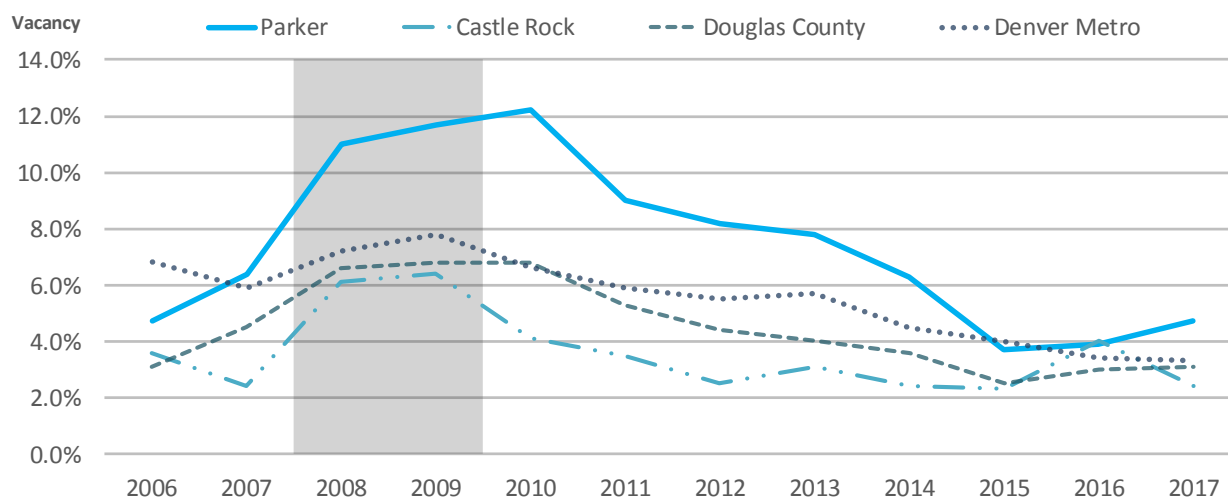
| Description         | 2010        | 2011        | 2012        | 2013        | 2014        | 2015        | 2016        | 2017        | 2010-2017    |              |              |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
|                     |             |             |             |             |             |             |             |             | Total        | Ann. #       | Ann. %       |
| <b>Vacancy</b>      |             |             |             |             |             |             |             |             |              |              |              |
| Downtown            | 10.3%       | 8.9%        | 9.8%        | 12.6%       | 12.7%       | 11.4%       | 10.1%       | 6.4%        | -3.9%        | -0.6%        | -6.6%        |
| Parker              | 12.2%       | 9.0%        | 8.2%        | 7.8%        | 6.3%        | 3.7%        | 3.9%        | 4.7%        | -7.5%        | -1.1%        | -12.7%       |
| Castle Rock         | 4.1%        | 3.5%        | 2.5%        | 3.1%        | 2.4%        | 2.3%        | 4.0%        | 2.4%        | -1.7%        | -0.2%        | -7.4%        |
| Lone Tree           | 3.3%        | 3.5%        | 3.0%        | 2.4%        | 2.7%        | 1.4%        | 2.1%        | 3.0%        | -0.3%        | 0.0%         | -1.4%        |
| Douglas County      | 6.8%        | 5.3%        | 4.4%        | 4.0%        | 3.6%        | 2.5%        | 3.0%        | 3.1%        | -3.7%        | -0.5%        | -10.6%       |
| <b>Denver Metro</b> | <b>6.6%</b> | <b>5.9%</b> | <b>5.5%</b> | <b>5.7%</b> | <b>4.5%</b> | <b>4.0%</b> | <b>3.4%</b> | <b>3.3%</b> | <b>-3.3%</b> | <b>-0.5%</b> | <b>-9.4%</b> |

Source: CoStar; Economic & Planning Systems

H:\183009-Parker URA Market Study\Data\183009-CoStar Retail.xlsx\T-V Vacancy

**Figure 38** illustrates the change of vacancy rates since 2006. Vacancy rates in Parker increased during the Great Recession, reaching a high of over 12 percent. This peak vacancy rate was over 4 percent higher than the peak of the Denver Metro Area. Over the last eight years, vacancy rates in Parker have returned to pre-recession levels. While still slightly higher than the other geographies included in this analysis, rates in Parker are below 5 percent, which is suggestive of a healthy if not slightly constrained market.

**Figure 38**  
**Retail Average Vacancy Rates, 2006-2017**



Source: CoStar; Economic & Planning Systems

## Absorption

Since 2010, Parker has averaged 194,000 of absorbed square feet per year, as shown in **Table 30**. The absorption in Parker over the last eight years is comparable to Castle Rock, even though Castle Rock has delivered more than double the square footage of retail over this time period. The comparable absorption rate reflects the drop in vacancy rate in Parker. Downtown Parker has averaged 31,500 square of absorption since 2010.

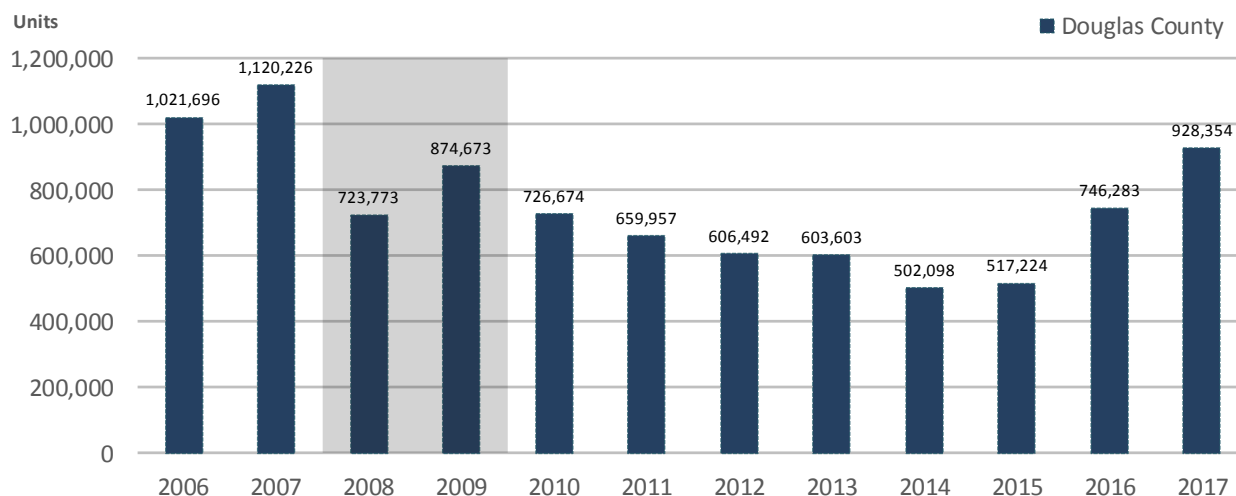
**Table 30**  
**Retail Absorption Trends, 2010-2017**

| Description          | 2010      | 2011      | 2012      | 2013      | 2014      | 2015      | 2016      | 2017      | 2010-2017  |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|
|                      |           |           |           |           |           |           |           |           | Total      | Average   |
| Absorption (sq. ft.) |           |           |           |           |           |           |           |           |            |           |
| Downtown             | 64,973    | 27,363    | 19,196    | 17,024    | 34,906    | 26,352    | 16,660    | 45,718    | 252,192    | 31,524    |
| Parker               | 166,303   | 268,334   | 181,966   | 122,488   | 192,308   | 254,369   | 203,908   | 163,584   | 1,553,260  | 194,158   |
| Castle Rock          | 181,850   | 153,440   | 129,873   | 153,628   | 162,440   | 78,413    | 194,098   | 573,759   | 1,627,501  | 203,438   |
| Lone Tree            | 166,826   | 111,297   | 69,186    | 171,514   | 15,510    | 80,481    | 74,480    | 33,603    | 722,897    | 90,362    |
| Douglas County       | 726,674   | 659,957   | 606,492   | 603,603   | 502,098   | 517,224   | 746,283   | 928,354   | 5,290,685  | 661,336   |
| Denver Metro         | 1,576,588 | 1,599,092 | 1,478,712 | 1,624,084 | 1,478,912 | 1,164,321 | 1,693,011 | 1,857,348 | 12,472,068 | 1,559,009 |

Source: CoStar; Economic & Planning Systems

**Figure 39** illustrates the absorption in Douglas County since 2006. After dipping in and after the great recession, retail absorption in Douglas County has increased steadily since 2014. It has not, however, returned to its pre-recession high in 2007.

**Figure 39**  
**Retail Absorption, 2006-2017**



Source: CoStar; Economic & Planning Systems

**Table 31**  
**Retail Development Trend Summary, 2006-2017**

| Real Estate Development Fund Summary // 2006-2017 |            |            |            |            |            |            |            |            |            |            |            |            | 2006-2017  |           |        |
|---------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|--------|
| Description                                       | 2006       | 2007       | 2008       | 2009       | 2010       | 2011       | 2012       | 2013       | 2014       | 2015       | 2016       | 2017       | Total      | Ann. #    | Ann. % |
|                                                   |            |            |            |            |            |            |            |            |            |            |            |            |            |           |        |
| Inventory - Sq. Ft.                               |            |            |            |            |            |            |            |            |            |            |            |            |            |           |        |
| Downtown                                          | 511,673    | 511,673    | 551,708    | 551,708    | 552,050    | 552,050    | 552,050    | 552,050    | 549,556    | 549,556    | 549,556    | 549,556    | 37,883     | 3,444     | 0.7%   |
| Parker                                            | 3,266,647  | 3,541,453  | 3,873,782  | 3,895,222  | 3,914,266  | 3,917,276  | 3,936,117  | 3,936,117  | 3,933,623  | 4,087,496  | 4,168,661  | 4,192,565  | 925,918    | 459       | 2.3%   |
| Castle Rock                                       | 3,220,842  | 3,465,761  | 3,495,932  | 3,509,154  | 3,513,472  | 3,541,716  | 3,559,048  | 3,601,415  | 3,606,360  | 3,617,030  | 3,824,764  | 4,195,582  | 974,740    | 483       | 2.4%   |
| Lone Tree                                         | 3,389,339  | 3,400,429  | 3,405,985  | 3,461,673  | 3,511,106  | 3,511,106  | 3,511,106  | 3,627,135  | 3,627,135  | 3,627,135  | 3,639,750  | 3,648,195  | 258,856    | 128       | 0.7%   |
| Douglas County                                    | 14,836,772 | 15,392,041 | 15,851,576 | 16,181,221 | 16,299,516 | 16,244,623 | 16,312,529 | 16,510,925 | 16,546,389 | 16,737,640 | 17,211,826 | 17,644,043 | 2,807,271  | 1,392     | 1.6%   |
| Denver Metro                                      | 37,897,595 | 38,133,651 | 38,405,368 | 38,506,983 | 38,533,274 | 38,666,374 | 38,726,760 | 38,905,035 | 38,935,504 | 39,090,172 | 39,232,607 | 39,690,186 | 1,792,591  | 889       | 0.4%   |
| Rent Per Sq. Ft. (NNN)                            |            |            |            |            |            |            |            |            |            |            |            |            |            |           |        |
| Downtown                                          | \$20.28    | \$20.11    | \$23.35    | \$14.02    | \$11.50    | \$17.60    | \$16.85    | \$14.59    | \$14.83    | \$15.47    | \$15.65    | \$15.82    | -4         | 0         | -2.2%  |
| Parker                                            | \$21.10    | \$20.82    | \$19.61    | \$16.87    | \$14.65    | \$16.53    | \$16.12    | \$15.91    | \$17.26    | \$18.15    | \$17.33    | \$20.83    | -\$0.27    | \$0.00    | -0.1%  |
| Castle Rock                                       | \$17.86    | \$20.19    | \$18.20    | \$16.90    | \$17.35    | \$16.70    | \$17.83    | \$17.28    | \$17.99    | \$18.26    | \$19.79    | \$20.18    | \$2.32     | \$0.00    | 1.1%   |
| Lone Tree                                         | \$24.24    | \$21.95    | \$20.78    | \$21.08    | \$20.89    | \$20.34    | \$21.53    | \$22.89    | \$22.60    | \$19.72    | \$23.15    | \$26.71    | \$2.47     | \$0.00    | 0.9%   |
| Douglas County                                    | \$20.67    | \$21.40    | \$19.37    | \$18.07    | \$17.49    | \$17.96    | \$18.10    | \$17.67    | \$17.81    | \$18.44    | \$18.73    | \$22.23    | \$1.56     | \$0.00    | 0.7%   |
| Denver Metro                                      | \$16.10    | \$14.23    | \$15.52    | \$15.41    | \$14.98    | \$14.97    | \$15.85    | \$16.67    | \$18.72    | \$18.46    | \$21.22    | \$21.54    | \$5.44     | \$0.00    | 2.7%   |
| Vacancy                                           |            |            |            |            |            |            |            |            |            |            |            |            |            |           |        |
| Downtown                                          | 4.3%       | 2.9%       | 7.9%       | 11.8%      | 10.3%      | 8.9%       | 9.8%       | 12.6%      | 12.7%      | 11.4%      | 10.1%      | 6.4%       | \$0.02     | \$0.00    | 3.7%   |
| Parker                                            | 4.7%       | 6.4%       | 11.0%      | 11.7%      | 12.2%      | 9.0%       | 8.2%       | 7.8%       | 6.3%       | 3.7%       | 3.9%       | 4.7%       | 0.0%       | 0.0%      | 0.0%   |
| Castle Rock                                       | 3.6%       | 2.4%       | 6.1%       | 6.4%       | 4.1%       | 3.5%       | 2.5%       | 3.1%       | 2.4%       | 2.3%       | 4.0%       | 2.4%       | -1.2%      | 0.0%      | -3.6%  |
| Lone Tree                                         | 0.9%       | 7.0%       | 4.6%       | 4.7%       | 3.3%       | 3.5%       | 3.0%       | 2.4%       | 2.7%       | 1.4%       | 2.1%       | 3.0%       | 2.1%       | 0.0%      | 11.6%  |
| Douglas County                                    | 3.1%       | 4.5%       | 6.6%       | 6.8%       | 6.8%       | 5.3%       | 4.4%       | 4.0%       | 3.6%       | 2.5%       | 3.0%       | 3.1%       | 0.0%       | 0.0%      | 0.0%   |
| Denver Metro                                      | 6.8%       | 5.9%       | 7.2%       | 7.8%       | 6.6%       | 5.9%       | 5.5%       | 5.7%       | 4.5%       | 4.0%       | 3.4%       | 3.3%       | -3.5%      | 0.0%      | -6.4%  |
| Deliveries                                        |            |            |            |            |            |            |            |            |            |            |            |            | Total      | Avg.      |        |
| Downtown                                          | 0          | 0          | 40,035     | 0          | 3,764      | 0          | 0          | 0          | 3,798      | 0          | 0          | 0          | 47,597     | 3,966     |        |
| Parker                                            | 212,921    | 274,806    | 332,329    | 21,440     | 22,466     | 3,010      | 18,841     | 0          | 3,798      | 172,336    | 81,165     | 23,904     | 1,167,016  | 97,251    |        |
| Castle Rock                                       | 76,807     | 244,919    | 30,171     | 13,222     | 4,318      | 28,244     | 17,332     | 42,367     | 4,945      | 10,670     | 207,734    | 370,818    | 1,051,547  | 87,629    |        |
| Lone Tree                                         | 85,031     | 11,090     | 5,556      | 55,688     | 49,433     | 0          | 0          | 116,029    | 0          | 0          | 12,615     | 8,445      | 343,887    | 28,657    |        |
| Douglas County                                    | 494,750    | 555,269    | 459,535    | 329,645    | 121,717    | 54,802     | 67,906     | 198,396    | 41,756     | 209,714    | 474,186    | 436,650    | 3,444,326  | 287,027   |        |
| Denver Metro                                      | 950,441    | 318,637    | 312,632    | 120,877    | 26,291     | 160,070    | 211,135    | 292,184    | 110,965    | 252,546    | 228,462    | 562,797    | 3,547,037  | 295,586   |        |
| Absorption - Sq. Ft.                              |            |            |            |            |            |            |            |            |            |            |            |            |            |           |        |
| Downtown                                          | 2,700      | 30,269     | 36,572     | 14,510     | 64,973     | 27,363     | 19,196     | 17,024     | 34,906     | 26,352     | 16,660     | 45,718     | 336,243    | 28,020    |        |
| Parker                                            | 324,399    | 404,118    | 363,725    | 99,541     | 166,303    | 268,334    | 181,966    | 122,488    | 192,308    | 254,369    | 203,908    | 163,584    | 2,745,043  | 228,754   |        |
| Castle Rock                                       | 366,315    | 391,525    | 123,260    | 184,806    | 181,850    | 153,440    | 129,873    | 153,628    | 162,440    | 78,413     | 194,098    | 573,759    | 2,693,407  | 224,451   |        |
| Lone Tree                                         | 93,836     | 69,728     | 53,872     | 109,494    | 166,826    | 111,297    | 69,186     | 171,514    | 15,510     | 80,481     | 74,480     | 33,603     | 1,049,827  | 87,486    |        |
| Douglas County                                    | 1,021,696  | 1,120,226  | 723,773    | 874,673    | 726,674    | 659,957    | 606,492    | 603,603    | 502,098    | 517,224    | 746,283    | 928,354    | 9,031,053  | 752,588   |        |
| Denver Metro                                      | 2,154,113  | 2,047,775  | 1,465,499  | 1,246,860  | 1,576,588  | 1,599,092  | 1,478,712  | 1,624,084  | 1,478,912  | 1,164,321  | 1,693,011  | 1,857,348  | 19,386,315 | 1,615,526 |        |

Source: CoStar; Economic & Planning Systems

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## Current Conditions

### Retail Inventory

Descriptions of existing retail Downtown are included in **Table 32**, and the locations of each retail establishment along with a corresponding identification number are shown in **Figure 40**. Retail along Mainstreet tends to be service retail like dry cleaners and salons as well as restaurants and other food and eating establishments. Brokers and developers interviewed noted a need and desire for more restaurants and bars.

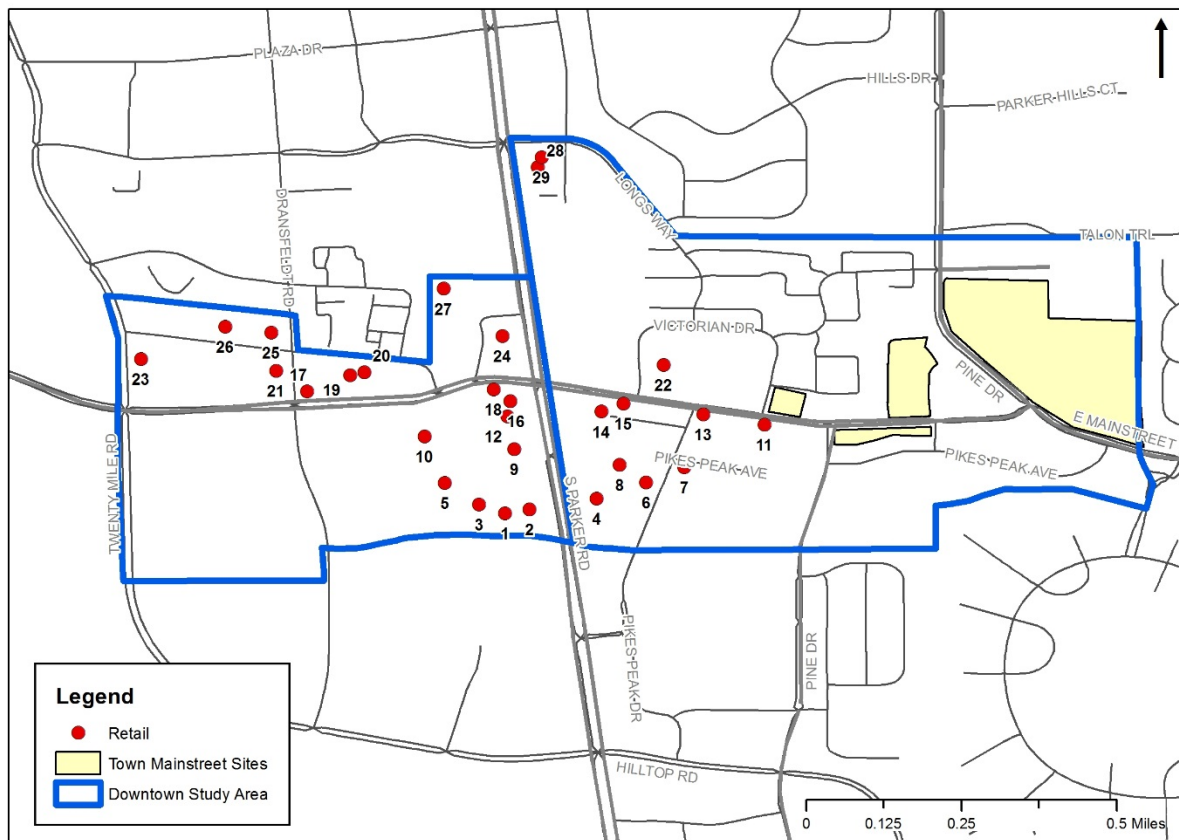
**Table 32**  
**Downtown Parker Retail Inventory**

| ID | Description                 | Address                 | Year | Size<br>sq. ft. | Example Tenants                                          |
|----|-----------------------------|-------------------------|------|-----------------|----------------------------------------------------------|
| 1  | Public Service Credit Union | 11061 S Parker Rd       | 1983 | 6,560           | Bank                                                     |
| 2  | Grease Monkey               | 11071 S Parker Rd       | 1995 | 2,360           | Car Service                                              |
| 3  | Safeway                     | 11051 S Parker Rd       | 1994 | 61,810          | Grocery                                                  |
| 4  | Dollar Tree                 | 11000 S Parker Rd       | 1984 | 44,801          | Retail Store                                             |
| 5  | Parker Safeway Center       | 10911-10981 S Parker Rd | 1995 | 25,558          | Restaurant; Beauty Supplies; Craft Store                 |
| 6  | Parker Depot                | 11027 S Pikes Peak Dr   | 1996 | 7,800           | Dentist; Treatment Center; Travel Agency                 |
| 7  | Victorian Peaks             | 11020 S Pikes Peak Dr   | 2008 | 40,035          | Restaurant                                               |
| 8  | Parker Center-Bldg A        | 10940-10970 S Parker Rd | 1984 | 22,480          | Mailing Services; Liquor Store; Jewelers; Clothing Store |
| 9  | 1st Bank                    | 10961 S Parker Rd       | 1998 | 4,712           | Bank                                                     |
| 10 | Hobby Lobby/Big Lots        | 10901 S Parker Rd       | 1994 | 96,001          | Craft Store                                              |
| 11 | Mainstreet Style            | 19690 E Main St         | 1921 | 1,439           | Beauty Salon; Massage Therapy                            |
| 12 | KeyBank                     | 10951 S Parker Rd       | 2010 | 3,764           | Bank                                                     |
| 13 | Music on Main               | 19600 E Main St         | 1983 | 3,156           | Music School                                             |
| 14 | Parker Center- Bldg B       | 10920 S Parker Rd       | 1984 | 10,000          | Ice Cream Shop, Restaurant; Nail Salon; Cruise Agency    |
| 15 | Parker Garage               | 19420 E Mainstreet      | 1977 | 4,010           | Restaurant                                               |
| 16 | Gas/Convenience             | 19220 E Main St         | 1987 | 2,666           | Gas Station                                              |
| 17 | Twenty Mile Station I       | 18701 E Mainstreet      | 2000 | 4,917           | Restaurant                                               |
| 18 | Kneaders                    | 19190 E Mainstreet      | 2014 | 3,798           | Bakery; Café                                             |
| 19 | Strip Retail                | 18901 E Mainstreet      | 1999 | 14,873          | Dry Cleaner; Restaurant; Tanning Salon; Chiropractor     |
| 20 | Strip Retail                | 18951 E Mainstreet      | 2002 | 14,770          | Restaurant; Gym; Tattoo and Piercing Shop                |
| 21 | Twenty Mile Village         | 18671 E Main St         | 2002 | 9,915           | Restaurant; Beauty Salon; Gym                            |
| 22 | Parker Montessori           | 10750 Victorian Dr      | 1999 | 11,446          | Day Care                                                 |
| 23 | Twenty Mile Mercantile      | 18551 E Mainstreet      | 2005 | 24,972          | Café                                                     |
| 24 | Taco Bell                   | 10832 S Crossroads Dr   | 1985 | 2,042           | Fast Food                                                |
| 25 | Medical Office              | 18695 Stage Run Rd      | 2003 | 3,584           | Dentist                                                  |
| 26 | Twenty Mile Stadium Theater | 18625 E Stage Run Rd    | 2002 | 32,142          | Movie Theater                                            |
| 27 | Parker Crossroads           | 10841 S Crossroads Dr   | 1984 | 47,637          | Restaurant; Salon; Chiropractor; Auto Repair             |
| 28 | Papa John's Pizza           | 10641 S Park Glenn Way  | 1999 | 1,641           | Restaurant                                               |
| 29 | Car Dealer                  | 10672 S Parker Rd       | 1997 | 2,324           | Car and Truck Dealership                                 |

Source: CoStar; Economic & Planning Systems

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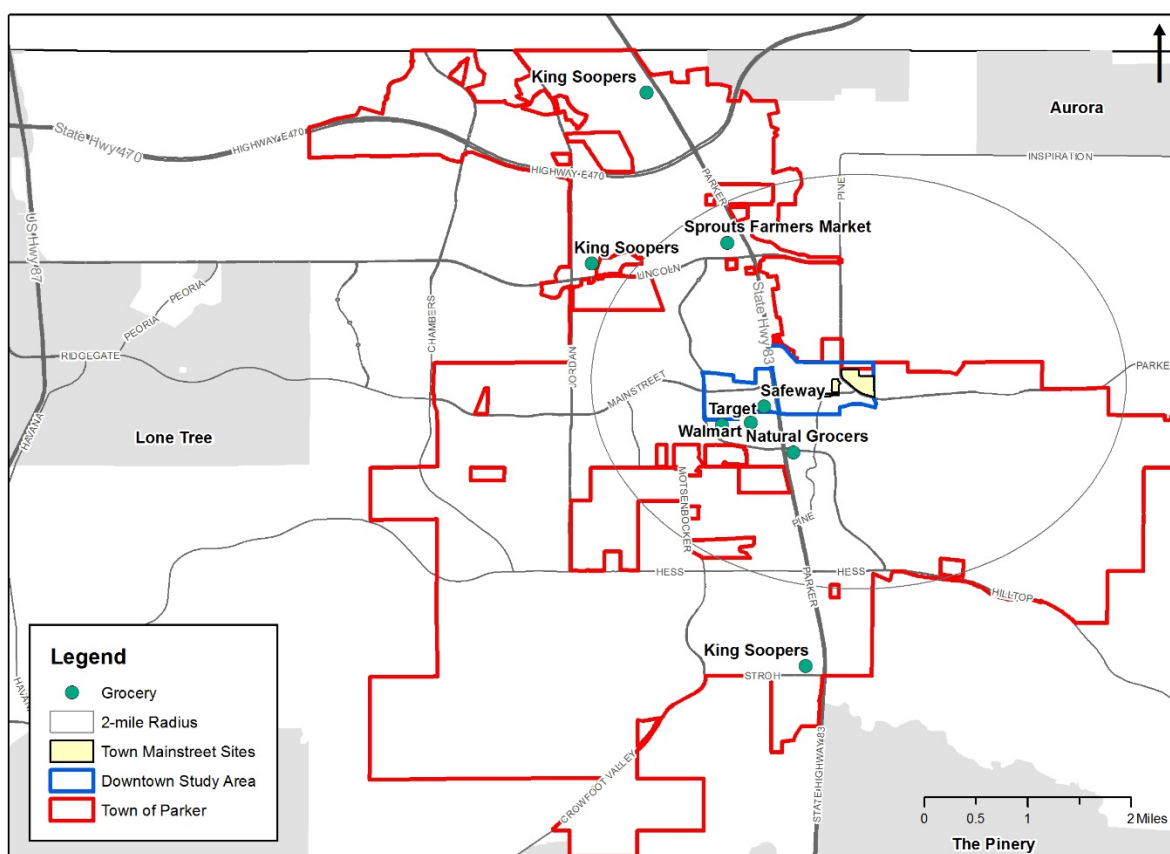
**Figure 40**  
**Downtown Parker Retail Inventory**



## Grocery Stores

There are currently four grocery stores within a two mile radius of Downtown Parker, as shown in **Figure 41**. A two-mile radius is generally considered as the primary trade area for a grocery store in a suburban setting. The map illustrates that Downtown is well served by a variety of both medium and large format stores. Medium format stores include two natural grocers (Sprouts and Natural Grocers). The larger format stores include Walmart and Safeway. There are three King Soopers in Parker, located north on Parker Road, west on Lincoln, and south of the Downtown trade area on Stroh. In addition, the grocery stores in Parker tend to be located directly off or are highly visible from Parker Road or another large arterial.

**Figure 41**  
**Map of Existing Grocery Stores**





## Future Conditions

### Demand Estimate

EPS developed a high level retail demand estimates for Downtown. These estimates are based on household growth projections for the retail trade area, and then Downtown capture rate assumptions tailored to specific store types. A summary of the demand estimates for Downtown retail are shown in **Table 33**. EPS estimates that over the next 10 years Downtown will be able to support approximately: 56,000 square feet of convenience goods, including a 40,000 square foot grocery stores; 31,000 square feet of shopper's goods, which includes specialty retail; and 44,000 square feet of eating and drinking.

- **Grocery Stores:** As a frame of reference, a 40,000 square foot grocery store is larger than the medium format stores like Sprouts or Natural Grocers, but smaller than a large format grocer like King Soopers and Safeway, as shown in **Table 34**. While there may be enough demand for a larger grocery store Downtown, brokers and developers emphasized that in suburban settings, medium grocery stores are looking for high visibility at the corners of more arterial roads. Specific brands of grocers are also looking to avoid cannibalization with their stores in close proximity. There happen to be a number of medium format stores within a two-mile radius, which may make developing more difficult, as shown in **Figure 41**.
- **Eating and Drinking:** Restaurants range from 2,000 to 3,000 square feet on the smaller end and up to 8,000 square feet on the larger end, depending on the type. Based on these sizes, the 44,000 square feet of estimated supportable square feet over the next ten years is the equivalent to approximately 10 to 15 restaurants, depending on the mix.

**Table 33**  
**Downtown Retail Demand Estimates**

| Description                                 | Downtown Demand (Sq. Ft.) |               |               |                |
|---------------------------------------------|---------------------------|---------------|---------------|----------------|
|                                             | 2017-2019                 | 2020-2022     | 2023-2028     | Total          |
| <b>Convenience Goods</b>                    |                           |               |               |                |
| Supermarkets and Specialty Grocery Stores   | 3,700                     | 17,820        | 21,520        | 43,040         |
| Convenience Stores (incl. Gas Stations)     | 285                       | 1,360         | 1,645         | 3,290          |
| Beer, Wine, & Liquor Stores                 | 360                       | 1,730         | 2,090         | 4,180          |
| Health and Personal Care                    | 500                       | 2,395         | 2,890         | 5,785          |
| <b>Total Convenience Goods</b>              | <b>4,845</b>              | <b>23,305</b> | <b>28,145</b> | <b>56,295</b>  |
| <b>Shopper's Goods</b>                      |                           |               |               |                |
| Clothing & Accessories                      | 775                       | 3,720         | 4,490         | 8,985          |
| Furniture & Home Furnishings                | 730                       | 3,510         | 4,240         | 8,480          |
| Electronics & Appliances                    | 0                         | 0             | 0             | 0              |
| Sporting Goods, Hobby, Book, & Music Stores | 465                       | 2,235         | 2,700         | 5,400          |
| Miscellaneous Retail                        | 660                       | 3,185         | 3,845         | 7,690          |
| <b>Subtotal</b>                             | <b>2,630</b>              | <b>12,650</b> | <b>15,275</b> | <b>30,555</b>  |
| <b>Eating and Drinking</b>                  | <b>3,820</b>              | <b>18,370</b> | <b>22,190</b> | <b>44,380</b>  |
| <b>Total</b>                                | <b>11,295</b>             | <b>54,325</b> | <b>65,610</b> | <b>131,230</b> |

Source: 2007 Census of Retail Trade, Economic & Planning Systems

**Table 34**  
**Grocery Store Formats**

| Type                                                                                                | Description                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Small</b><br>   | <ul style="list-style-type: none"> <li>• <b>Size:</b> 5,000 – 10,000 sq. ft.</li> <li>• <b>Examples:</b> Tony's Market; Marczyk</li> <li>• <b>Supportable Downtown:</b> Yes</li> <li>• <b>Time Range:</b> Short to Medium</li> <li>• <b>Already in Service Area:</b> No</li> </ul>                                                          |
| <b>Medium</b><br> | <ul style="list-style-type: none"> <li>• <b>Size:</b> 12,000 – 30,000 sq. ft.</li> <li>• <b>Examples:</b> Sprouts; Lucky's; Natural Grocers; Trader Joe's</li> <li>• <b>Supportable Downtown:</b> Yes</li> <li>• <b>Time Range:</b> Short to Medium</li> <li>• <b>Already in Service Area:</b> Yes</li> </ul>                               |
| <b>Large</b><br> | <ul style="list-style-type: none"> <li>• <b>Size:</b> &gt;50,000 sq. ft.</li> <li>• <b>Examples:</b> King Soopers; Safeway</li> <li>• <b>Downtown Feasibility:</b> No</li> <li>• <b>Time Range:</b> NA</li> <li>• <b>Already in Service Area:</b> Yes</li> <li>• <b>Notes:</b> Need more visible corner and higher traffic flows</li> </ul> |

## Project Pipeline

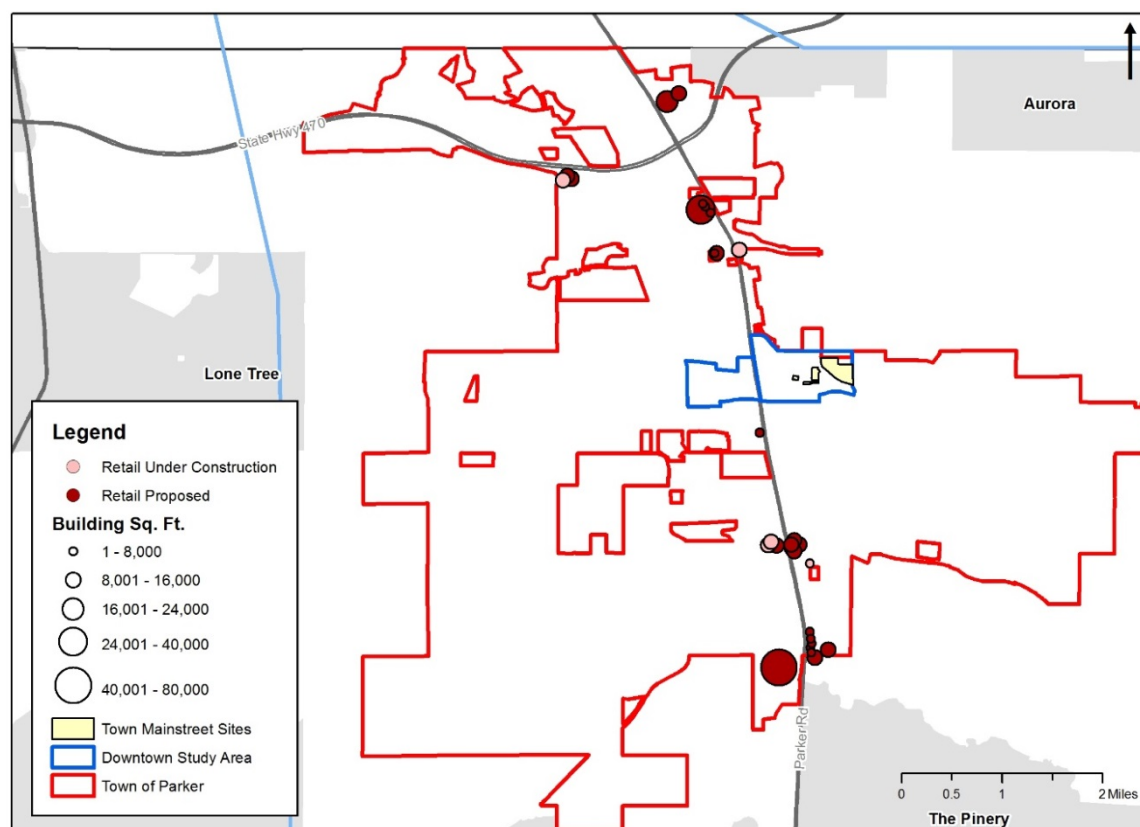
There are five retail projects currently under construction in Parker for a total of 54,637 square feet, and 25 proposed retail projects for a total of 319,266 square feet, as shown in **Table 35**. None of these projects are in the Downtown, as shown in **Figure 42**.

**Table 35**  
**Parker Retail Project Pipeline**

| Retail Center              | Buildings | Address             | Proposed | Size<br>sq. ft. |
|----------------------------|-----------|---------------------|----------|-----------------|
| <b>Under Construction</b>  |           |                     |          |                 |
| Country Meadows Square     | 2         | 19523 Hess Rd       | 2018     | 24,114          |
| Other Retail               | 3         | NA                  | NA       | 30,523          |
| <b>Subtotal</b>            | <b>5</b>  |                     |          | <b>54,637</b>   |
| <b>Proposed</b>            |           |                     |          |                 |
| Country Meadows Square     | 1         | 19523 Hess Rd       | 2018     | 11,414          |
| Jordan Commons             | 1         | SE Jordan Rd        | 2018     | 9,287           |
| Parker Hilltop Town Square | 1         | 11265 Pikes Peak Dr | 2012     | 6,500           |
| South Parker Shops         | 1         | Parker Rd & Hess Rd | 2019     | 11,886          |
| Pine Bluffs Plaza          | 4         | Parker & Hess Rd    | 2019     | 44,735          |
| Reata West                 | 1         | 7074 Stroh Rd       | 2019     | 80,000          |
| Other Retail               | 16        | NA                  | NA       | 155,444         |
| <b>Subtotal</b>            | <b>25</b> |                     |          | <b>319,266</b>  |
| <b>TOTAL</b>               |           |                     |          | <b>638,532</b>  |

Source: CoStar; Economic & Planning Systems

**Figure 42**  
**Retail Project Pipeline Locations**



## Catalyst/Precedent Projects

Multiple brokers interviewed suggested retail/restaurant clusters as a way to both attract local and regional customers, create an amenity for current residents, and catalyze further development. This section reviews a number of different retail/restaurant clusters in the Denver Metro Area. In these developments, it is important to have a good “curated” mix of local retail and restaurants. For many of these development, the restaurants were second locations to already successful local restaurants or new locations for a locally unique restaurants with several metro area locations. It is also important to incorporate open space into these clusters.

### Eastbridge Town Center | Stapleton Denver, CO

Eastbridge Town Center is 30,000 square foot cluster of boutique restaurants and service businesses built around a central plaza adjacent to the new Eastbridge King Soopers in the eastern portion of Denver’s Stapleton neighborhood. These 100 percent locally owned businesses were selected and recruited to provide unique community-oriented retail opportunities and an alternative to chain retail centers. The current restaurants that are open include:

**Figure 43**  
**Site Plan of Retail Establishments in Eastbridge Town Center**



- **Cattivella Wood Fired Italian** – This new restaurant by Denver chef Elise Wiggins serves a wood-fired Italian grill menu. Chef/owner Wiggins, a Stapleton resident, was formerly executive chef at Panzano’s in downtown Denver. The chef’s counter seats 26 along with 74 additional interior seats and 100 seats on the wraparound patio with mountain views. The open kitchen also provides the setting for the successful cooking classes that are offered.
- **Concourse Restaurant Moderne** - This is the third restaurant opened by Chef/Owner Lon Symensma who previously opened two Southeast Asian concept restaurants, ChoLon in downtown Denver, and Cho77 on South Broadway in Denver. Chef Symensma partnered with Executive Chef Luke Bergman, with whom he worked in New York City, to create a restaurant showcasing seasonally focused American cuisine.
- **Next Door American Eatery** - The Boulder-based Kitchen Restaurant Group founded in 2004 by Hugo Matheson and Kimbal Musk, has five full service farm-to-table bistros in Boulder, Denver, Chicago, Fort Collins and Memphis. The Kitchen Next Store is a casual

offshoot of The Kitchen with 3,500 square foot restaurants and about 100 seats featuring fresh salads, sandwiches, burgers, and bowls. There are currently five locations for this more casual oriented format including Stapleton and Boulder, Glendale, Union Station Denver, and Memphis, Tennessee.

- **HashTag** – Hashtag is a 2,500 square foot 85 seat restaurant opened by chef Troy Guard of TAG Restaurant Group. TAG Restaurant in Larimer Square features Asian American fusion fare. The Stapleton breakfast and lunch-oriented menu features unique offerings including lamb neck benedict, ricotta quinoa pancakes, and a variety of unique hashes.
- **Los Chingones** - Los Chingones is the third location of this upscale Mexican restaurant concept by Chef/Owner Troy Guard of TAG Restaurant Group. The first Los Chingones opened in 2013 in LoDo's Ballpark neighborhood and a second location opened in the Denver Tech Center in 2015.
- **The Constellation** – A second location by the Little Man Ice Cream Company, The Constellation Ice Cream shop features handmade ice cream, sorbet, vegan ice cream, and other novelty goodies. In an attempt to pay homage to the old Stapleton Airport, the shop itself will be a real-life replica of a Lockheed Constellation commuter jet wing.

Although restaurants account for more than 60 percent of the space, the Town Center also has five retail and service businesses including Wild Flowers (gift and garden), Endorphin (fitness and Yoga), Pilates Evolution, and Polished (a hair and nail studio).

Eastbridge Town Center was developed by a partnership between Evergreen Development, a mainstream retail developer, and City Street Ventures (CSV), a developer of unique infill restaurant dominated projects. CSV met with Forest City Stapleton (FCS), the master developer of Stapleton, who was interested in responding to the community's desire for more locally unique retail and dining options. The triangle parcel across from King Soopers was already under contract to Evergreen. There was another parcel across MLK Boulevard available for additional retail development. Evergreen and CSV decided to partner on the project with Evergreen developing more traditional ancillary retail space leased to national credit retailers on the north rectangular parcel and CSV developing their Town Center project on the triangle plaza site.

The project cost more to build including the extensive plaza space, as well as additional tenant improvements (TIs) and marketing costs. CSV held focus groups to find out what the neighborhood wanted. The development concept was to enhance the neighborhood, provide placemaking, but also build something cool enough to attract others to come. A unique aspect of the project is that all of the restaurateurs either lived in Stapleton or had some other business ties to the community.

FCS provided some additional financial assistance by paying for some of the infrastructure costs including plazas, lights and sidewalks. They also provided the land at below market at about \$10 per square foot. The partnership allowed for some cross subsidy of the national retailers site and the locally oriented plaza development. The retail rents are up to \$35 per square foot. The developer indicated that land values and rents would likely need to be lower in Parker due to the lower density of the trade area.



**Exhibit 4  
Eastbridge Towncenter**



**Hangar 2 | Lowry Denver, CO**



Hangar 2 is Lowry's Dining District, which was developed by Larimer Associates and Hartman Ely Investments as an urban renewal project. The development was designed by Semple Brown Design and includes a locally sourced indoor and outdoor venue. Hangar 2 was originally built and used for World War II pilot training and was vacant for more than 15 years. The Denver Urban Renewal Authority

approved a \$2 million developer reimbursement through TIF from property taxes. The redevelopment cost about \$21.7 million and includes 90,000 square feet of retail, office space, a storage facility, and a dining district (about 35,000 square feet).

Hangar 2 is a giant 80,000 square foot hangar that the historic preservation community wanted to preserve but it was an albatross with respect to finding a reuse. It was converted into a self-storage facility for the Lowry Community. As a result, there was a large parking lot in front of the hangar that was no longer needed for parking. Larimer Associates (principals from CSV) first built the Lowry Beer Garden as a placemaking project for the site.

**Lowry Beer Garden** – The outdoor garden area of over 4,500 square feet, including a covered pavilion can accommodate up to 350 guests. The Oktoberfest-style space offers 16 beers on tap and over 40 bottles or cans, all local Colorado craft beers. In addition, locally-made gourmet brats, sausages, pretzels, burgers, fries, and salads are served.



Two commercial buildings with additional restaurant and retail space were built that include the following tenants:

**Café Mercato** – Italian restaurant owned and managed by Giancarlo Macchiarella of Locanda del Borgo. The Southern Italian inspired restaurant features house-made pastas, sausages, gelato, and desserts. The restaurant sets itself apart through having a large, open kitchen and wine library.

**Maui Wowi** – One of over 450 retailers across the United States. Maui Wowi serves Hawaiian coffees, all-natural low-fat smoothies, and other Hawaiian products.

**North Country** – Local Baja Mexican restaurant featuring fresh, healthy seafood, which is flown in daily. Inspired by the coastal area North of San Diego, this Denver restaurant has traditional seafood, salads, fish and street tacos, along with margaritas and handcrafted cocktails. A unique feature is the spiked sodas made and bottled on location.

**Rocket Ice Cream** – An ice cream shop located underneath the Raygun Gothic Rocketship, which is a life-sized piece of art towering 50 feet high and weighs 20,000 pounds. The shop serves Little Man Ice Cream with 16 different flavors that change daily, including vegan and gluten-free options.

**Woodgrain Bagels** – The bagel shop will serve hand-rolled Montreal-style bagels and will be opening soon in Hanger 2.

**Other Commercial**– Base Fitness, Counsel Denver, Endorphin Lowry, Extra Space Storage, Jamie Harris, Laura Saye, Lowry Community Master Association, Modus Architecture, Monarch Property Services, Montessori Casa International, Pivotal Utility Management LLC, Rothschild Downes, and Studio 4D



## Civic Center | Broomfield, CO

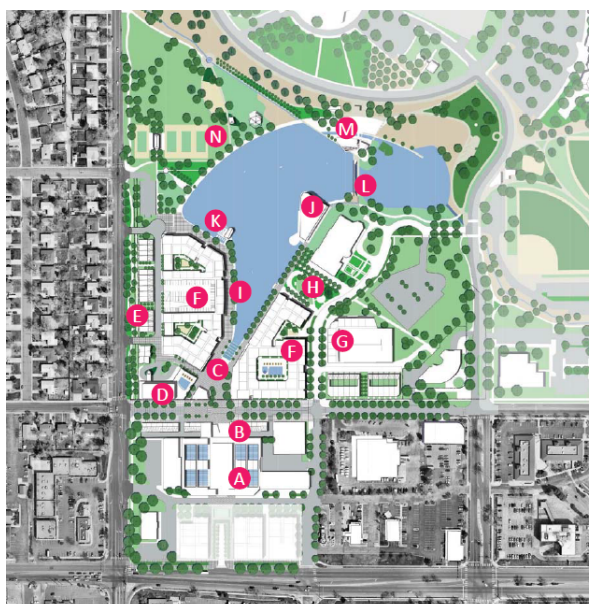


The City and County of Broomfield and the Broomfield Urban Renewal Authority (BURA) have engaged Urban Neighborhoods and City Street Ventures to plan for and implement the development of the Civic Center project. The City has a goal to create a civic and retail focal point that can attract destination specialty retail, dining, and entertainment uses. The development team has held four community focus sessions in 2017

and subsequently hired a design team to develop a concept plan. Financial feasibility analysis and negotiations on public financing will take place prior to completing a development agreement.

The site is 10.4 acres of vacant land plus there is a vacant Safeway on a 5.5-acre parcel. The project proposes a mixed-use development to integrate the City's Civic Center complex on the north with redevelopment of outmoded commercial space on the 120<sup>th</sup> Avenue corridor on the south. The conceptual plan contains an enlarged Community Park Pond wrapping around the Library and Auditorium towards First Avenue, extensive plaza and walk areas including outdoor dining, entertainment areas and public art, 50,000 square feet of retail and restaurant uses, 100 room boutique hotel, 22 row-houses, 365 housing units, 15,000 square feet of co-working space, and 10,000 square feet of community space. The retail space includes repurposing the former Safeway into a central market. This project will create a central area for community events, gatherings, shopping, and entertainment in Broomfield. A sketch plan is shown below.

**Figure 44**  
**Civic Center, Broomfield Site Map**



- A** Central Market
- B** Broomfield Steps
- C** The Plaza
- D** Boutique Hotel
- E** Townhomes
- F** Mixed Use Retail / Office / Residential
- G** Artist / Maker / Residential
- H** The Lawn
- I** Lakeside Promenade
- J** Library Expansion
- K** Boathouse
- L** Weir Bridge
- M** New Amphitheatre
- N** North Shore

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## Boulevard One | Lowry Denver, CO

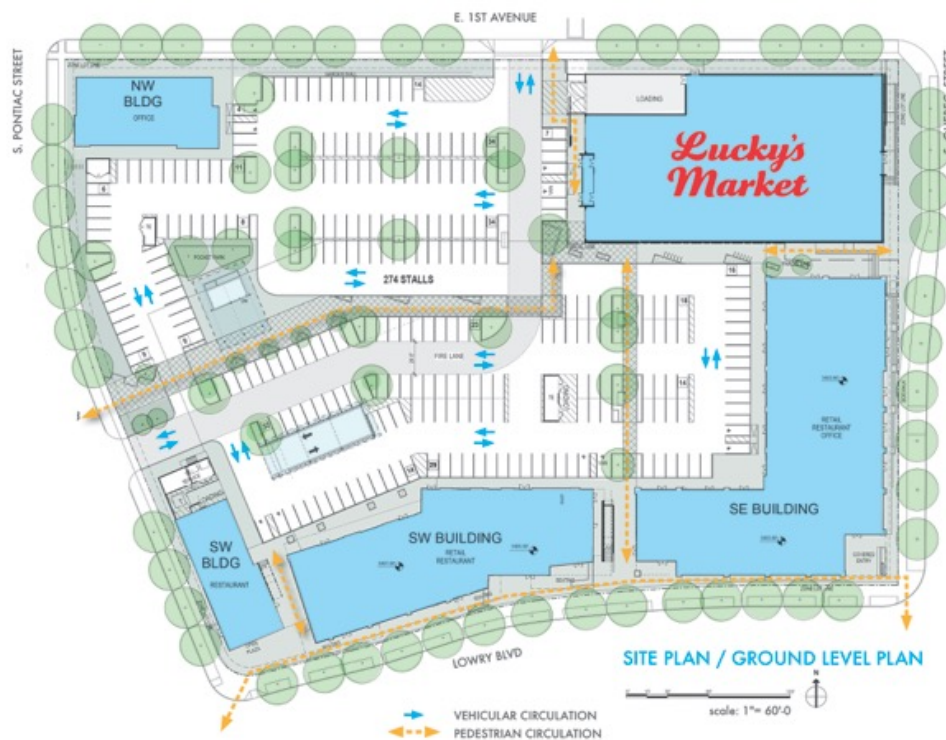


Boulevard One is the redevelopment of a 70-acre site into a mixed-use, walkable neighborhood. There will be a variety of new residential including about 130 single-family homes, 250 rowhomes and attached homes, and 420 apartments. Additionally, there will be retail, offices, parks, and a community plaza within an easy walk. This will be a neighborhood to live, work,

and play in. Kelmore Development and Confluent Development are working together to establish a vibrant retail and office area in the corner of the development. Lucky's Market will be a large, grocery store anchor on the eight-acre site. There will be restaurants, services, entertainment venues, boutique shops, and offices within the 200,000 square feet of commercial space.

**Lucky's Market** – A local natural grocery store that originated in Boulder, Colorado. The store was established by two chefs to bring natural, high-quality food without a high price tag to the community. This will be the first Lucky's Market to be built outside of Boulder and will be 25,000 square feet. It is anticipated to open in late 2019.

**Figure 45**  
**Site Map of Boulevard One, Lowry**



## Key Findings

Findings in this section are based on market research and quantitative analysis. They also incorporate information from broker and developer interviews and, more generally, the perspective of the development community.

- Changing Nature of Retail and Importance of a Downtown Experience:** The retail industry has shifted greatly over the last 15 years, impacted by the growth of internet sales, declining brick and mortar store sales, retail chain consolidations, and demographic shifts and preferences. During this time, there has been a shift in spending patterns toward more experiences and experiential retail. This includes entertainment as well as dining out. As a result, there has been a re-emphasis on downtowns, and Parker has an opportunity to invest in specialty retail and restaurants that serves as amenities for the community but also adds to the experience of being in its downtown. This chapter has presented a number of precedent/catalyst project that provide examples of how the Town could invest in a downtown experience.
- Demand for Retail:** Retail market indicators suggest that Parker has largely recovered from the impacts of the Great Recession, and retail deliveries and rental rates have returned to pre-recession levels. Vacancy rates in the Town are also below 5 percent, indicating a potential need for new retail spaces. Based on historical trends, EPS estimates that the Downtown could capture approximately 130,000 square feet of retail over the next 10 years.
- Restaurants:** Retail demand estimates include 44,000 square feet of eating and drinking space, which is equivalent to approximately 10 to 15 new restaurants in the Downtown over the next 10 years, depending on size and type of restaurants. The demand estimate confirms information from broker and developer interviews that emphasized a need and desire for more restaurants and bars in Parker. Further, restaurants will be important to adding to the downtown experience.
- Grocery Stores:** Grocery stores are an important retail type in that they can help anchor neighborhood serving retail centers and catalyze development of ancillary space. EPS estimates that Downtown can capture approximately 43,000 square feet of grocery space over the next 10 years. This would support the attraction of a medium sized grocer or natural foods store like Lucky's, Natural Grocers, or Sprouts. While there may be enough demand for such a store, brokers and developers cautioned that in suburban settings, these grocery chains are looking for high visibility at the corners of more arterial roads. Specific brands of grocers are also look to avoid cannibalization of stores in close proximity.

In the shorter term, a smaller grocery store or market that could be built as part of a mixed-use development may be more feasible. In the medium to long term, the Town should look to attract a medium format grocery, preferably one that is a new entrée into the market. Incorporating this grocery store as part of a larger residential development may make the grocery more feasible.

- Restaurant Cluster as a Catalyst:** Multiple brokers interviews suggested the development of a retail and restaurant cluster featuring distinct local and regional businesses as a way to attract local and regional customers, create an amenity for current residents, and catalyze further development. This chapter reviews a number of different retail/restaurant clusters in the Denver Metro Area. In these developments, it is important to have a good "curated" mix

of local retail and restaurants. For many of these developments, the restaurants were second locations to already successful local restaurants or new locations for a locally unique restaurant with several metro area locations. It is also important to incorporate open space into these clusters.



## 7. HOSPITALITY DEVELOPMENT MARKET

This chapter reviews the hospitality market in Parker, focusing first on the potential for hospitality in the Downtown Study Area and the drivers of demand in such a setting. The chapter then reviews specific market trends impacting hotel demand, current and future conditions in Parker, and potential precedent or catalyst projects for the development sites.

### Downtown Hospitality Market

A boutique hotel is the most appropriate hotel type for the Downtown Study Area. Most national chain hotels in a more suburban setting will locate with close proximity to and visibility from major road-way such as E-470, Lincoln Avenue, and South Parker Road. Proximity to interstates and larger arterial roads generate strong commercial demand for these types of hotels. The commercial demand segment primarily consists of person traveling for business Sunday/Monday through Thursday. A smaller percentage of this demand segment will choose to stay in a downtown setting; however, the majority will locate close or with easy access to larger employment centers. Demand for this segment will be driven by employment growth in the region. A large employment use locating in Downtown would help better generate this type of demand.

In contrast, a boutique hotel will generate the majority of its room nights from the visitor/leisure segment. Overall demand for this segment will be driven by local and regional attractions as well as by population growth in Parker. A boutique hotel group business from social functions like weddings, banquets, and reunions. Event and meeting space in the Pace Center and the Schoolhouse at Mainstreet could help drive this segment of the market. A boutique hotel on one of the development sites downtown could benefit in its proximity and potential partnerships with these spaces.

Finally, visitors choosing to stay in Downtown are looking for a more distinct experience than staying, for example, in a chain hotel off the interstate. Downtown historic core and its walkability will be advantageous in attracting these types of visitors. Investment in a mix of uses and new retail elements will help improve the Downtown experience and make it more attractive to a boutique hotel developer. A boutique hotel would also better fit into the scale and context of a downtown setting.

**Table 36**  
**Hospitality Demand Segments**

| Commercial                                                                                                                                                                                 | Leisure/Visitors                                                                                                                                                                                                                    | Meeting/Group                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Business traveler</li> <li>• Sunday/Monday to Thursday</li> <li>• Proximity to employers is critical</li> <li>• ~50% of overall demand</li> </ul> | <ul style="list-style-type: none"> <li>• Travelers visiting the area and its attractions</li> <li>• Visiting friends and family</li> <li>• Significant portion prefer "unique" product</li> <li>• ~35% of overall demand</li> </ul> | <ul style="list-style-type: none"> <li>• Corporate meetings and association activity</li> <li>• High level of service, available public space and accessible amenities</li> <li>• ~15% of overall demand</li> </ul> |

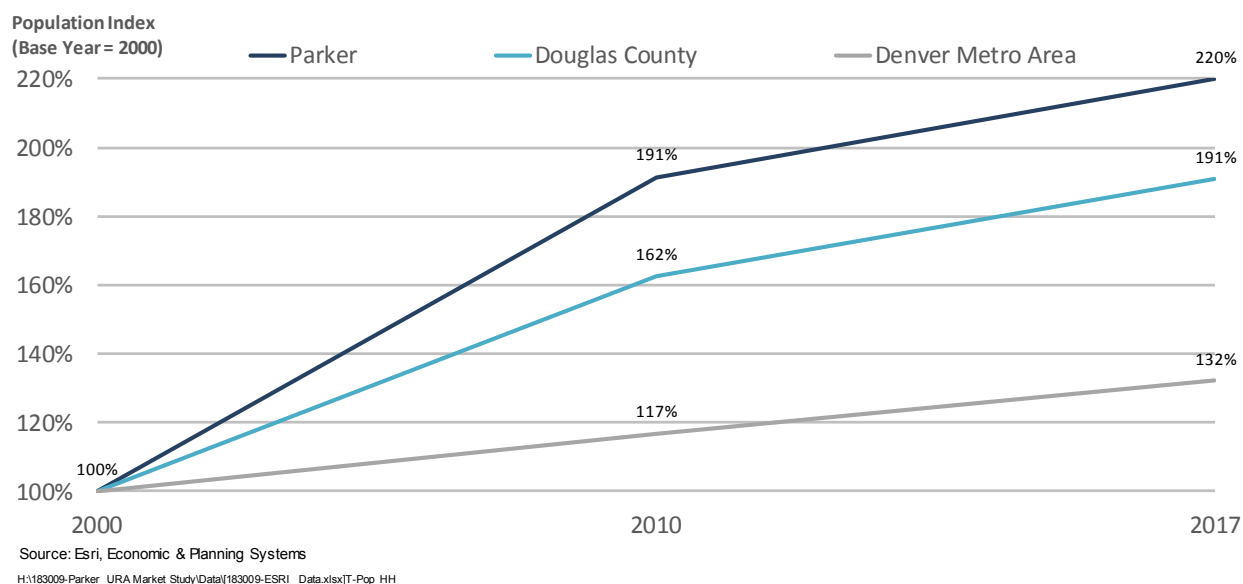
## Local and Regional Trends

This section reviews local and regional trends impact demand in different hotel demand segments, including population, employment, visitation, and the visitor economy.

### Population

Since 2000, the population of Parker has grown by 120 percent, faster than Douglas County and the Denver Metro Area, as shown in **Figure 46**. Increased population will help drive all demand segments, but especially the leisure/visitor segments as more friends and relative will look to visit Parker residents.

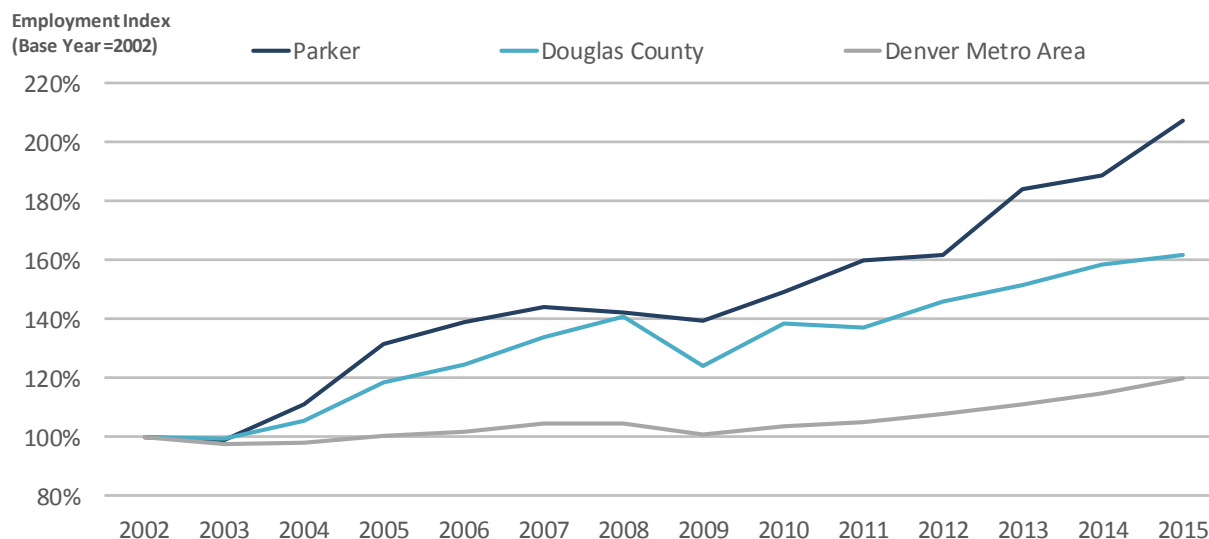
**Figure 46**  
**Population Level Index, 2000-2016**



### Employment

Since 2002, employment in Parker has increased over 100 percent, faster than Douglas County and the Denver Metro Area, as shown in **Figure 47**. Increase employment will increase commercial demand in Parker as well as the potential to increase meeting and group demand.

**Figure 47**  
**Employment Level Index, 2002-2015**



Source: LEHD, Economic & Planning Systems

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## Visitors

One of the major drivers behind the State of Colorado's and Parker's visitor economy comes from the strength and number of overnight trips to the State. Since 2000, the number of total overnight trip has increased by 13 million trips at a rate of 2.7 percent per years, as shown in **Table 37**. The largest subset of visitation is the leisure group, which is also the fastest growing segment. Since 2000, the leisure group increased by a total of 11.9 million visits or by 55 percent, as shown in **Figure 48**. Average spending per overnight trip has also increased from \$255 in 2000 to \$385 in 2016, as shown in **Figure 49**. This represents an annual rate of growth of 2.6 percent per year.

**Table 37**  
**Overnight Trip and Average Spending Per Night to Colorado, 2000-2016**

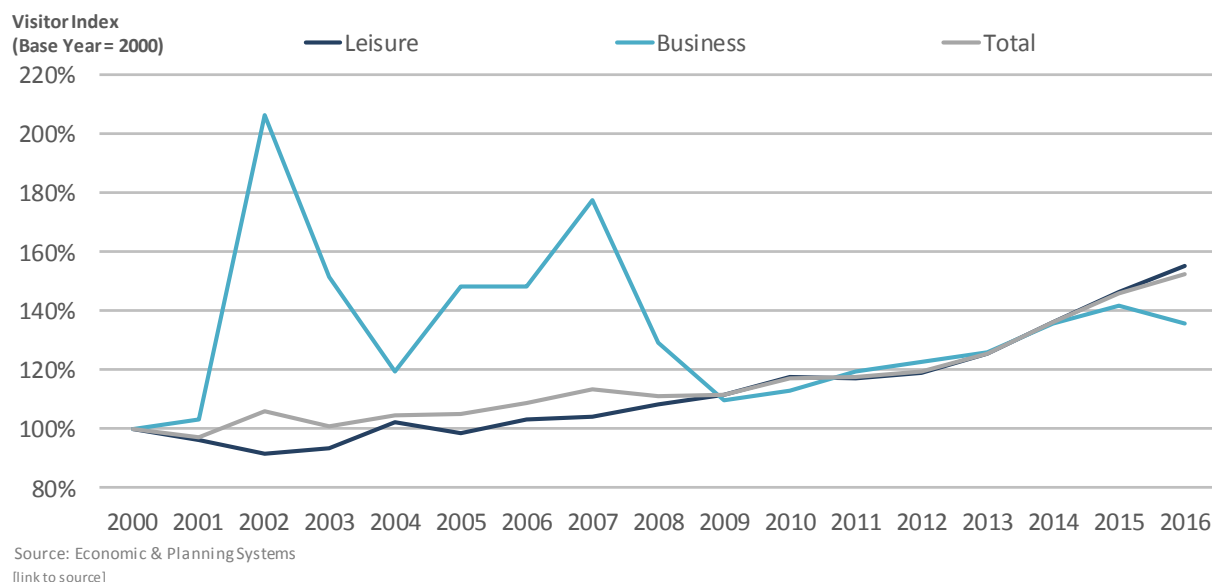
| Description                       | 2000              | 2005              | 2010              | 2016              | 2000-2016         |                |             |
|-----------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|----------------|-------------|
|                                   |                   |                   |                   |                   | Total             | Ann. #         | Ann. %      |
| <b>Overnight Trips</b>            |                   |                   |                   |                   |                   |                |             |
| Leisure                           | 21,600,000        | 21,300,000        | 25,400,000        | 33,500,000        | 11,900,000        | 743,750        | 2.8%        |
| Business                          | 3,100,000         | 4,600,000         | 3,500,000         | 4,200,000         | 1,100,000         | 68,750         | 1.9%        |
| <b>Total</b>                      | <b>24,700,000</b> | <b>25,900,000</b> | <b>28,900,000</b> | <b>37,700,000</b> | <b>13,000,000</b> | <b>812,500</b> | <b>2.7%</b> |
| <b>Average Spending Per Night</b> |                   |                   |                   |                   |                   |                |             |
| Leisure Trips                     | \$255             | \$324             | \$303             | \$385             | \$130             | \$8            | 2.6%        |

Source: Longwoods International; Economic & Planning Systems

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**Figure 48**  
**Overnight Trips to Colorado Index, 2000-2016**



**Figure 49**  
**Average Overnight Spending per Leisure Trip, 2000-2016**



## Visitor Economy

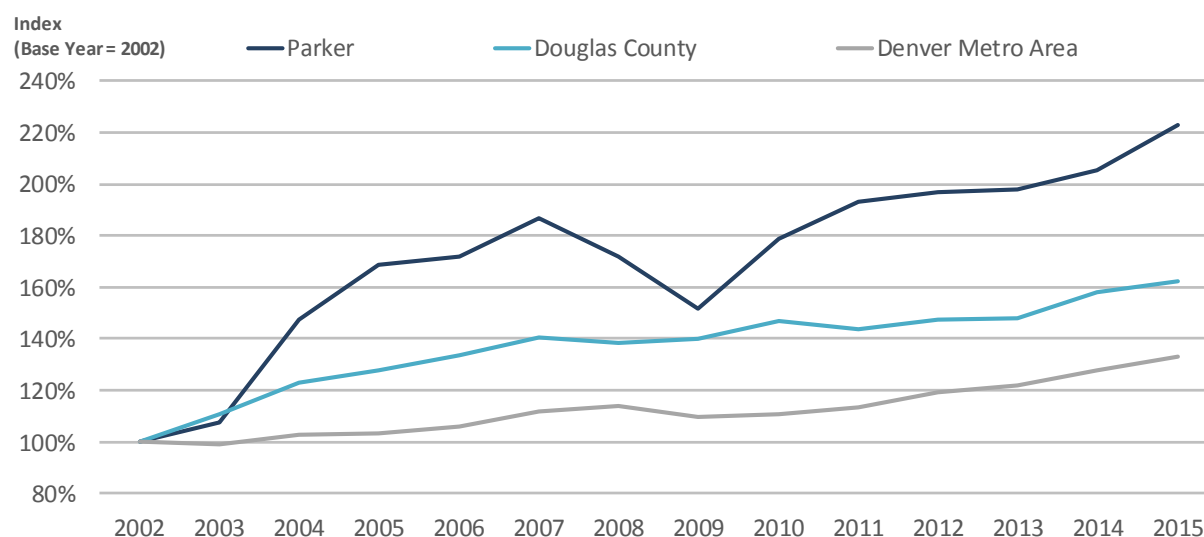
One metric used to measure the growth of the hospitality sector is the change in employment within the visitor economy, defined as the Accommodations and Food Services sector within the North American Industrial Classification System (NAICS). Since 2002, employment in this sector in Parker has increased by a total of 1,224 jobs or by 6.4 percent per year, as shown in **Table 38**. This rate of growth is faster than both Douglas County and the Denver Metro Area, which grew by 3.8 percent and 2.2 percent per year. Overall, the Accommodations and Food Service sector in Parker has grown by over 120 percent since 2002, as shown **Figure 50**.

**Table 38**  
**Accommodation and Food Employment (NAICS 72), 2002-2015**

| Employment        | 2002   | 2005   | 2010    | 2015    | 2002-2015 |        |        |
|-------------------|--------|--------|---------|---------|-----------|--------|--------|
|                   |        |        |         |         | Total     | Ann. # | Ann. % |
| Parker            | 994    | 1,677  | 1,777   | 2,218   | 1,224     | 94     | 6.4%   |
| Douglas County    | 6,701  | 8,556  | 9,840   | 10,863  | 4,162     | 320    | 3.8%   |
| Denver Metro Area | 96,838 | 99,869 | 107,061 | 129,049 | 32,211    | 2478   | 2.2%   |

Source: LEHD; Economic & Planning Systems

**Figure 50**  
**Accommodation and Food Employment Index (NAICS 72), 2002-2015**



Source: LEHD; Economic & Planning Systems

H:\183009-Parker URA Market Study\Data\183009- LEHD Data.xlsx\T-Hotels and Accommodations

## PACE Center and Schoolhouse Event Space

The PACE Center and Schoolhouse at Mainstreet are two public owned event venues in the heart of Downtown that offer meeting and event space. A partnership between a boutique hotel and these two facilities could help drive meeting and group demand to Downtown and expedite the development of a boutique hotel. In turn, a boutique hotel would help drive demand to the PACE center and support events, like weddings, that may require overnight stays. The table below includes a description of the different space offerings.

| PACE CENTER                                                                                                                                                                                         |                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Event Space</b><br>The large projector screen and connection to the Art Gallery and West Terrace is great for large gatherings.                                                                  | <ul style="list-style-type: none"> <li>• <b>Total Size (sq. ft.):</b> 3,000</li> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Theater: 275</li> <li>○ Banquet: 200</li> <li>○ Classroom: 60</li> </ul> </li> </ul> |
| <b>Art Gallery</b><br>Original works of art change throughout the year making this an inviting and inspiring meeting space.                                                                         | <ul style="list-style-type: none"> <li>• <b>Total Size (sq. ft.):</b> 828</li> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Banquet: 50</li> <li>○ Cocktail: 75</li> </ul> </li> </ul>                             |
| <b>Dance Studio</b><br>Distinguished hardwood floors and mirrored wall can be used for unique training or unforgettable meetings.                                                                   | <ul style="list-style-type: none"> <li>• <b>Total Size (sq. ft.):</b> 1,646</li> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Theater: 80</li> <li>○ Banquet: 80</li> <li>○ Classroom: 30</li> </ul> </li> </ul>   |
| <b>Two Creative Studios (Each Space)</b><br>Let in the beautiful natural light these spaces provide or close the blinds to use their wall mounted projectors.                                       | <ul style="list-style-type: none"> <li>• <b>Total Size (sq. ft.):</b> 864</li> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Theater: 50</li> <li>○ Banquet: 40</li> <li>○ Classroom: 30</li> </ul> </li> </ul>     |
| <b>Two Discovery Labs (Each Space)</b><br>Large counter tops with full sinks make for two unique spaces to get as creative and messy as your group wants.                                           | <ul style="list-style-type: none"> <li>• <b>Total Size (sq. ft.):</b> 840</li> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Theater: 50</li> <li>○ Banquet: 40</li> <li>○ Classroom: 30</li> </ul> </li> </ul>     |
| <b>Conference Space</b><br>Its 46" monitor combined with professional seating and large table create the perfect meeting environment.                                                               | <ul style="list-style-type: none"> <li>• <b>Total Size (sq. ft.):</b> 300</li> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Conference: 30</li> </ul> </li> </ul>                                                  |
| <b>West Terrace</b><br>The perfect spot for an outdoor meeting with pergola, water feature, portable bar, gas grill and landscaping.                                                                | <ul style="list-style-type: none"> <li>• <b>Total Size (sq. ft.):</b> 2,000</li> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Banquet: 144</li> <li>○ Ceremony: 175</li> </ul> </li> </ul>                         |
| <b>Mainstage Theater</b><br>Beautiful blend of uncompromising materials and perfect acoustics create a modern yet intimate venue.                                                                   | <ul style="list-style-type: none"> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Theater: 536</li> </ul> </li> </ul>                                                                                                |
| The Schoolhouse at Mainstreet                                                                                                                                                                       |                                                                                                                                                                                                                                             |
| <b>Theater</b><br>A classic small theater; standard theatrical lighting and sound systems; ideal for plays, recitals, concerts, large classes and workshops, speaking events                        | <ul style="list-style-type: none"> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Theater: 200</li> </ul> </li> </ul>                                                                                                |
| <b>Theater</b><br>Ideal for workshops, meetings, seminars, and a wide variety of classes, including tot classes, martial arts, youth athletics, yoga, senior classes, art, music, theater and dance | <ul style="list-style-type: none"> <li>• <b>Maximum Seating</b> <ul style="list-style-type: none"> <li>○ Theater: 30</li> </ul> </li> </ul>                                                                                                 |

## Current and Future Conditions

Parker currently has three existing hotels and two hotels under construction. These five hotels are economy to midscale developments with visibility and easy access to E-470 and Parker Road, as shown in **Figure 51**. Demand for these hotels is primarily driven by the commercial segment and their relation to traffic and highway access. They are not viable development types for Downtown.

There is currently one proposed hotel development in Downtown. The proposed development is called The Grove, and is a mixed-use boutique hotel with 51 rooms and 10,000 square feet of retail space. The hotel is located on West Mainstreet, and will be part of a larger retail development that will include a public plaza. It is slated to start construction in the spring of 2018.

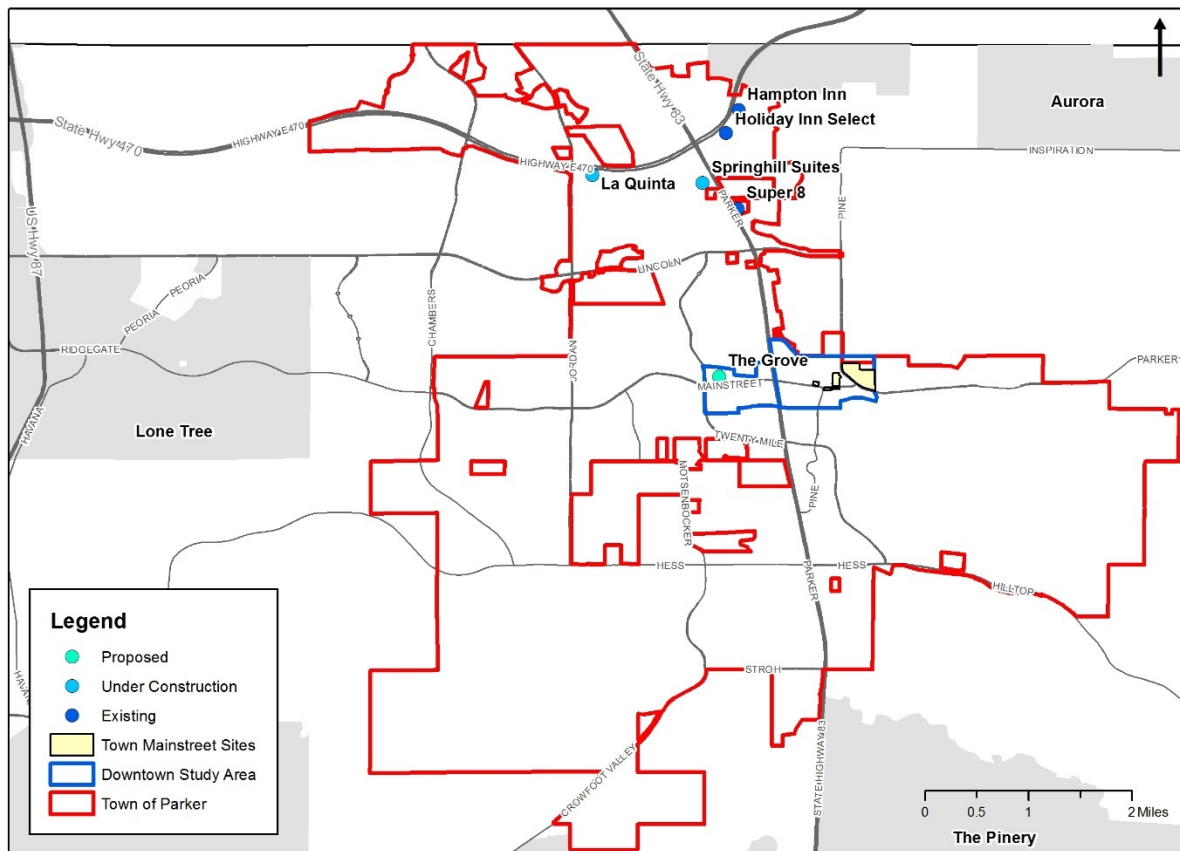
Demand for boutique hotels is primarily driven by visitors or tourists and potentially smaller meetings and groups. The proposed boutique hotel development is both suggestive that there is demand for this type of more specialized and experiential product within the Parker market. However, the planned hotel may also capture much of this demand during the forecast period. EPS believes that in the longer demand for a boutique hotel will increase as Parker continues to grow. In the short to medium term, a proposed hotel would need to take advantage of proximity to the Pace Center as well as potentially be a part of a complementary mixed use development.

- **Short to Medium Term:** The development sites are in an advantageous position relative to The Grove in their proximity to the Downtown Core of Parker as well as amenities like the Pace Center. Partnership with the Pace Center, which already hosts wedding and other events, could help drive demand for a boutique hotel and expedite development in a shorter time frame. Investments in retail/restaurants would also help improve the experience of the Downtown Core and make a boutique hotel more attractive for developers and investors.
- **Longer Term:** EPS believes that demand for another boutique hotel will increase as Parker continues to grow. The level of success of the The Grove will also be a good indicator of the potential for another boutique hotel in the Downtown.

**Exhibit 5**  
**Proposed Boutique Hotel in Downtown Parker**



**Figure 51**  
**Parker Hotel Locations**



**Exhibit 6**  
**PACE Center**





## Catalyst/Precedent Project

### Origin Hotel | Westminster, CO

The Origin Hotel in downtown Westminster is a proposed boutique hotel with 125 rooms. The hotel will also have a 9,000 square foot Marczyk Fine Foods, a Denver based specialty grocer. The hotel is part of a larger downtown development, which includes investment in Westminster Central Square, a large public park space. A specialty grocery store located on the first floor of an independent hotel is a relatively new concept, and the development illustrates how a mix of uses could bring distinct retail and restaurant amenities to Downtown. In addition to the grocer, the hotel will include a chef-driven restaurant and another retailer that will complement Marczyk.

#### Exhibit 7 Rendering of the Origin Hotel, Westminster, CO



## Key Findings

- Boutique hotels are viable development types that would fit into the scale and context of Downtown. The proposed (and soon to be under construction) boutique hotel on West Mainstreet is a good indicator of this demand.
- In the long term, demand for another boutique hotel will increase as Parker continues to grow. However, the development sites for this market study are in an advantageous position in their proximity to the Downtown Core of Parker as well as amenities like the Pace Center. Partnership with the Pace Center, which already hosts wedding and other events, could help drive demand for a boutique hotel and expedite development in a shorter time frame. Investments in retail/restaurants would also help improve the experience of the Downtown Core and make a boutique hotel more attractive for developers and investors.



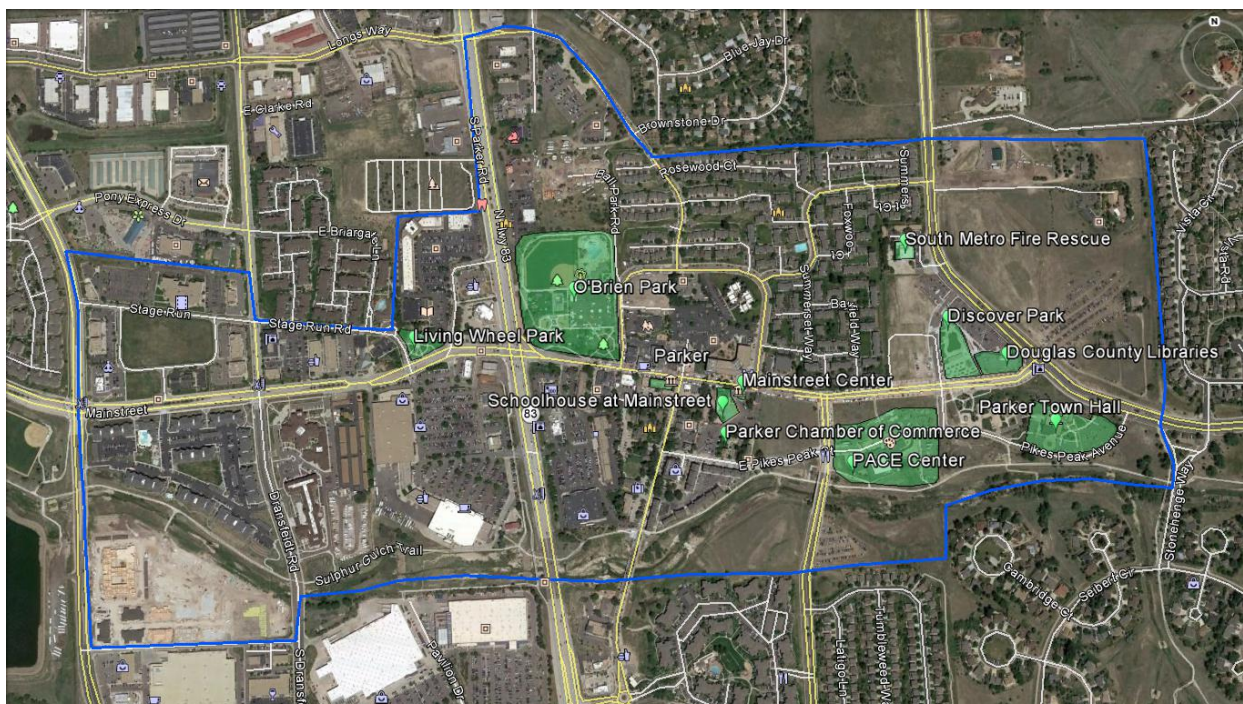
## 8. PRELIMINARY DEVELOPMENT RECOMMENDATIONS

Based on the market findings, this chapter presents EPS's preliminary recommendations for planning, development, and disposition of the four Town owned parcels within the Downtown Study Area. These preliminary findings are subject to more detailed feasibility analysis of catalyst development prototypes.

Downtown Parker, particularly East Mainstreet, is the historic core and focal point for the community. It contains a mix of civic, cultural, business, retail, and entertainment uses including the O'Brien Park, Pace Center, Town Hall, The Schoolhouse at Mainstreet, Discovery Park, and Douglas County Library. These facilities are located in close proximity to two strong blocks of pedestrian oriented commercial development including retail, restaurant, and professional office uses.

However, the analysis of existing conditions, the developer interviews conducted, and the initial surveys of resident preferences all point to a need and desire for additional retail and restaurant uses. The existing retail and restaurant uses Downtown are lacking the critical mass to be a cumulative attraction. Instead, each business is surviving on its individual draw. The collective attractiveness of Downtown restaurants will be greatly increased if there were 8 to 10 area restaurants instead of just two. The demand for retail would also be enhanced by the expansion of a daytime population. The addition of more professional office space provides additional daytime business for the retail and restaurant uses in the area.

**Figure 52**  
**Downtown Parker Cultural and Civic Uses**



The Town's four vacant sites are the "missing teeth" in this mixed-use development context. They are also the best locations for the additional retail, restaurant, and office uses that can strengthen the downtown business mix and contribute to its market attraction. There are a number of strategies the Town can consider in generating and attracting development consistent with the market on its vacant sites as outlined below.

**1. Build a retail and dining complex of local and regional restaurants and specialty retailers as a catalyst investment.**

Parker residents surveyed by Trestle Strategies have expressed their desire to see more unique restaurants, beer gardens, food halls, and microbreweries in downtown Parker—specifically on the Town's vacant land parcels. They are also clear in what they do not want to see as well, which are more chain and fast food restaurants. These interests are consistent with what EPS has documented in surveys of other suburban communities in the metro area. They are also consistent with what the developers of Eastbridge Town Center and Lowry Hangar 2 found before programming those sites. Importantly, multiple brokers and developers interviewed for this project have all suggested that this type of development would help catalyze other development types in Downtown.

These types of retail would offer an alternative to the more tradition retail on the borders of Downtown, including Flatacres Marketplace and Parker Pavilion. The Downtown context is also one of the only places in the Town that currently allows for and supports the mixed-use and experiential/destination retail approach.

The Pace Lot 2 would be an attractive location for a retail restaurant cluster of 20,000 to 30,000 square feet of space with a generous plaza and outdoor dining spaces similar to the above referenced projects. If built on this site, it would need to share parking with the Pace Center to the south. This use would also fit onto the East Main parcel which would have room for adequate surface parking. In the shorter term, the Town could consider using the East Main vacant lots for food truck, farmer's markets, and other activities.

**2. Promote mixed-use concepts that are complementary; create "built-in" demand and diversify risk; enhance Downtown experience; and further economic development.**

Market research and development interviews completed for this report have highlighted the need for mixed-use development concepts on the My Mainstreet Sites. First, a mix of uses can be complementary and help catalyze additional development. Developers suggested that a retail/restaurant cluster would help catalyze residential development. Residential development would, in turn, help create a "built-in" demand for the cluster. Mixed-use buildings will also diversify the land use risk and, in particular, allow for the development of office space. Finally, a mix of uses will help enhance the downtown experience, through the introduction of retail and restaurant amenities, but also by helping to make the setting feel more lived-in – like a live, work, play district.

Further, shifts in preferences mean that not only are millennials and baby-boomers looking to live in mixed-use and walkable places, but so too are office users. Office tenants are seeking locations where their employees can walk to different amenities. In addition, employers want to locate in communities that can house junior and senior level staff. Increased housing diversity in more attainable downtown multifamily products will help house millennial employees as well as employees of retail and restaurant development located in Parker.

Finally, the Downtown Study Area is one of the only locations in currently in Parker with the density, historic fabric, and public uses making it well-suited for mixed use development. As a result, the My Mainstreet Sites represent an important opportunity for the Town.

**3. *Establish strong public private partnerships and development incentives for desired uses.***

Public private partnerships will be important for the success of a number of desired uses, including professional office development and denser, multifamily or mixed-use housing products. It also may be necessary to offer incentives for these development types to be feasible. As an example, according to developers interviewed, the primary challenges of building new office space are two-fold. First, it is difficult to pre-lease sufficient space from small users to obtain construction financing. Second, these smaller tenants are often unwilling or unable to pay the lease rates needed to support new construction. It will therefore take a partnership with an owner/developer interested in building additional speculative space. The development partnership and unique financing incentives for The Move Office Building in Castle Rock is an example of the creative approach needed to overcome the market and financial challenges for develop office space in the current market context.

For the retail and restaurant complex, the Town should consider meeting with experienced developers of the comparable projects listed to understand the market and financial requirements needed for this type of project to be built. It will require a public private partnership with an experienced developer who can recruit the unique mix of tenants needed for a successful project.

**4. *The Pine Curve site should be planned for development with a grocery store or other type of anchor.***

The Pine Curve site will be the most difficult to develop in the short term as it is the largest site with the least infrastructure and furthest from Downtown. Its adjacency to nearby neighborhoods also create potential for community concerns regarding commercial uses. Because of the size the property, development will need to be phased. EPS recommends that it be included in a larger planning process that plans for infrastructure improvements and breaks development into a number of future phases.

There are a number of different types of anchors that could help support and catalyze a mixed-use development. The most obvious of which is a grocery store. The community survey completed by Trestle Strategies also indicated continued interest in attracting a grocery store to this site to serve the eastern portion of the Town. In the short term, there are no candidate grocery anchors that have been currently identified for the site. However, the retail landscape can change in the next 5 to 10 years and the trade area on the east and south of Parker will continue to grow, and EPS's retail demand study showed that there will be enough demand in the next 10 years to support a medium format grocer.

Other potential anchors include an expanded hospitality concept that includes a larger convention and meeting space. The site is also large enough to support institutional uses like a local branch of a community college. Finally, the site may be able operate as a mixed-use development with a defined or central open space and retail amenities.

**5. Phase development from Downtown toward the Pine Curve site – west to east – focusing first on reinforcing and infilling the Town’s Downtown and as a way to help catalyze Pine Curve.**

In comparison to the Pine Curve site, the smaller Town sites (19801 E. Mainstreet, Pace Lot 2, and East Main) will be easier to develop in the shorter term. The sites are closer to the historic downtown core and do not require a larger planning process. A development or phasing strategy that focuses on developing these infill sites first would help to reinforce and further activate Parker’s Downtown. Investments in mixed-use space on the development sites closer to Downtown would also help to catalyze the Pine Curve site. Overall, it makes sense for the Town to concentrate on infilling the Downtown core first and then develop the Pine Curve site in the medium or long term. This would not preclude the Town from developing the sites out of order if the right opportunity arises.

**6. Preliminary use recommendations for each of the development sites based on the market study and conversations with the development community are shown in the table below.**

Preliminary use recommendations are shown in the **Table 39** below. These recommendations are based on the market study and conversations with developers, and **not** on a detailed site planning process or a financial feasibility analysis. As a result, they represent suggested uses, and should not prevent the Town from looking at additional uses as opportunities arise or as part of complementary planning processes.

**Table 39**  
**Preliminary Use Recommendations**

| Development Site           | Feasible Uses                                                                            |
|----------------------------|------------------------------------------------------------------------------------------|
| <b>19801 E. Mainstreet</b> | Professional Office; Multifamily Housing; Boutique Hotel; Single-Use Restaurant or Brew  |
| <b>PACE Lot 2</b>          | Retail and Restaurant Complex                                                            |
| <b>East Mainstreet</b>     | Professional Office; Multifamily Housing; Boutique Hotel; Retail and Restaurant Complex  |
| <b>Pine Curve</b>          | Grocery Store Anchored Neighborhood Shopping District; Additional Medium Density Housing |

## APPENDIX – DEMAND ASSUMPTIONS AND FORECASTS

### Residential

**Table 40**  
**Parker Household Demand Projections, 2018-2028**

| Description                    | 2017          | Projections   |               |               | 2017-2028    |            |             |
|--------------------------------|---------------|---------------|---------------|---------------|--------------|------------|-------------|
|                                |               | 2019          | 2022          | 2028          | Total        | Ann. #     | Ann. %      |
| <b>Growth Rate Assumptions</b> |               |               |               |               |              |            |             |
| Owner Occupied                 |               | 1.8%          | 1.8%          | 1.8%          |              |            |             |
| Renter Occupied                |               | 3.0%          | 2.5%          | 2.0%          |              |            |             |
| <b>Parker</b>                  |               |               |               |               |              |            |             |
| Owner Occupied                 | 13,713        | 14,211        | 14,992        | 16,686        | 2,973        | 270        | 1.8%        |
| Renter Occupied                | 4,328         | 4,592         | 4,945         | 5,568         | 1,240        | 113        | 2.3%        |
| <b>Total</b>                   | <b>18,041</b> | <b>18,803</b> | <b>19,937</b> | <b>22,255</b> | <b>4,214</b> | <b>383</b> | <b>1.9%</b> |

Source: Economic & Planning Systems

H:\183009-Parker URA Market Study\Models\183009-Household Forecast-04-12-2018.xlsx\F-HH Forecast

### Office

**Table 41**  
**Parker Office Demand Projections, 2018-2028**

| Description               | 2017    | 2018    | 2019    | 2022    | 2028    | 2017-2028 |        |        |
|---------------------------|---------|---------|---------|---------|---------|-----------|--------|--------|
|                           |         |         |         |         |         | Total     | Ann. # | Ann. % |
| <b>Growth Assumptions</b> |         |         |         |         |         |           |        |        |
| Ann. %                    |         | 4.00%   | 4.00%   | 4.00%   | 4.00%   |           |        |        |
| <b>Inventory</b>          |         |         |         |         |         |           |        |        |
| Parker                    | 605,546 | 629,768 | 654,959 | 736,739 | 932,210 | 326,664   | 29,697 | 4.0%   |

Source: CoStar; Economic & Planning Systems

H:\183009-Parker URA Market Study\Models\183009-Office Demand Forecast-04-16-2018.xlsx\M-Office Forecast

# APPENDIX

## 2. PUBLIC ENGAGEMENT SURVEY RESULTS



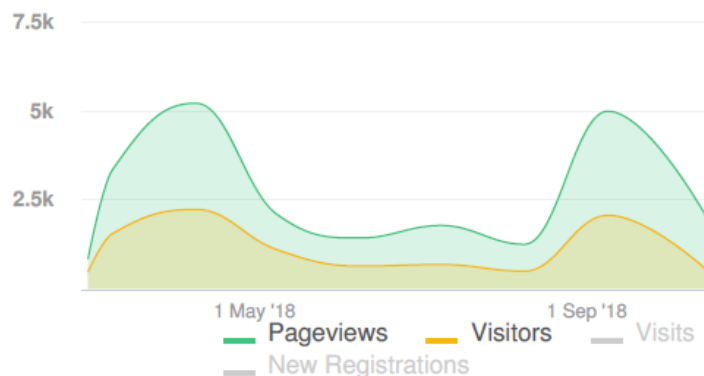
## PROJECT REPORT

20 FEBRUARY 2018 – 7 OCTOBER 2018

# LET'S TALK PARKER



### Visitors Summary



### Highlights

|                   |                      |                |
|-------------------|----------------------|----------------|
| TOTAL VISITS      | MAX VISITORS PER DAY |                |
| 10.5 k            | 418                  |                |
| NEW REGISTRATIONS |                      |                |
| 623               |                      |                |
| ENGAGED VISITORS  | INFORMED VISITORS    | AWARE VISITORS |
| 1.2 k             | 3 k                  | 7.4 k          |

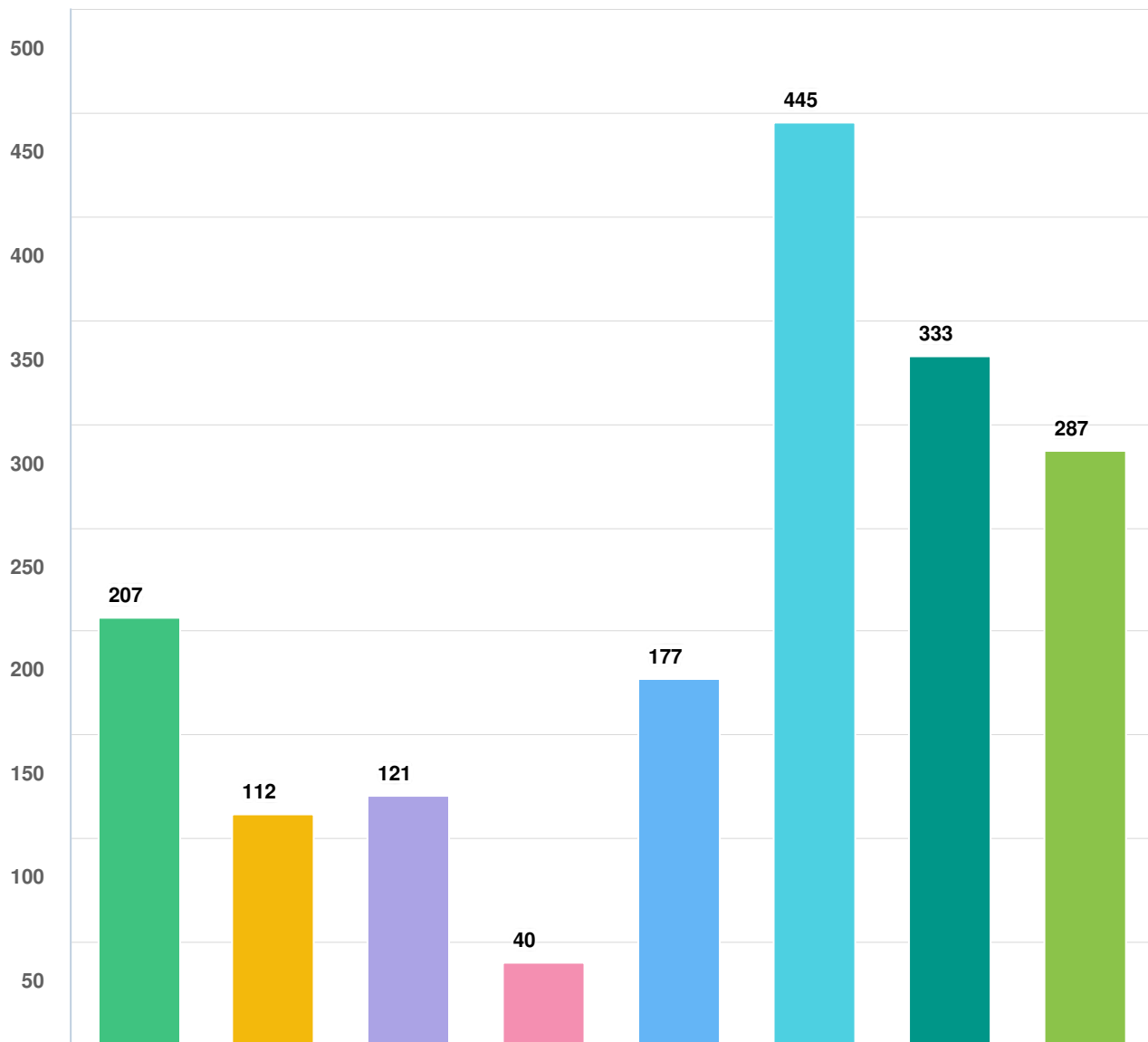
| Aware Participants              | 7,388        | Engaged Participants        | 1,217      |            |           |
|---------------------------------|--------------|-----------------------------|------------|------------|-----------|
| Aware Actions Performed         | Participants | Engaged Actions Performed   | Registered | Unverified | Anonymous |
| Visited a Project or Tool Page  | 7,388        |                             |            |            |           |
| Informed Participants           | 2,995        | Contributed on Forums       | 0          | 0          | 0         |
| Informed Actions Performed      | Participants | Participated in Surveys     | 616        | 532        | 0         |
| Viewed a video                  | 0            | Contributed to Newsfeeds    | 0          | 0          | 0         |
| Viewed a photo                  | 213          | Participated in Quick Polls | 151        | 1          | 0         |
| Downloaded a document           | 183          | Posted on Guestbooks        | 0          | 0          | 0         |
| Visited the Key Dates page      | 0            | Contributed to Stories      | 0          | 0          | 0         |
| Visited an FAQ list Page        | 228          | Asked Questions             | 11         | 1          | 0         |
| Visited Instagram Page          | 0            | Placed Pins on Places       | 1          | 0          | 0         |
| Visited Multiple Project Pages  | 1,682        | Contributed to Ideas        | 61         | 0          | 0         |
| Contributed to a tool (engaged) | 1,217        |                             |            |            |           |

## ENGAGEMENT TOOL: SURVEY TOOL

### My Mainstreet - Site Uses and Opportunities - What do you think?

|          |      |              |     |               |     |
|----------|------|--------------|-----|---------------|-----|
| VISITORS | 1645 | CONTRIBUTORS | 732 | CONTRIBUTIONS | 736 |
|----------|------|--------------|-----|---------------|-----|

**19801 E. Mainstreet Property (green) - Select the uses you would like to see on this site.**



#### Question options

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

Optional question (736 responses, 0 skipped)

**Q2 | 19801 E. Mainstreet Property (green) - Tell us your big idea for this site.**

3/09/2018 11:43 AM

Similar idea as Parker Station, ground floor retail/restaurants, with upper floor offices/housing. Make mainstreet flow

3/09/2018 12:20 PM

It needs to be special and different. If residential: needs to be higher end than the other downtown apartments.

3/09/2018 12:40 PM

This :<http://theeddyreno.com/> I have been here and it was awesome. Outdoor music/games far away from currants

3/09/2018 02:28 PM

Anything other than a hotel or office space: preferably mainly restaurants (sor

3/10/2018 12:00 PM

Let an investor build a hotel here, so those who visit can have a place to stay in the downtown area.

3/10/2018 02:49 PM

sell it at market value

3/10/2018 06:22 PM

Parker is in desperate need of nice restaurant, not fast food restaurants.

3/10/2018 06:55 PM

This should be an extension of Mainstreet retail...think downtown Litteton. Say YES to rooftop bars!!

3/11/2018 09:17 AM

SMALL scale building, two stories, with plenty of parking to service it. Architecture that fits in with historic dwntwn

3/11/2018 07:44 PM

Classy restaurant with fine dining that is not a chain restaurant.

3/12/2018 09:25 AM

Great place for a men's grooming shop (upscale barbershop); pub; small retail; and lofts up top.

3/12/2018 09:57 AM

Light retail to coordinate with the adjacent structure makes sense.

3/12/2018 01:05 PM

Possibly a high end mens clothing store, tux rental etc.

3/12/2018 05:42 PM

Boutique shops. No large chains.

3/12/2018 05:50 PM

Parking building 2 stories

3/12/2018 07:33 PM

With the popularity of craft beer in Colorado, this would be a prime location for that time of venue in Parker.

I like it as a big open space/part of Orient. Please don't tear down that



|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/13/2018 05:26 AM | beautiful tree that's such a landmark for town                                                                           |
|                    | Local family friendly restaurants and brewery                                                                            |
| 3/14/2018 12:25 PM |                                                                                                                          |
| 3/15/2018 11:21 AM | A Youth Center with games, counseling staff to hopefully prevent teen suicides, job training, Yume Tran cooking classes  |
| 3/15/2018 11:23 AM | No parking available- Use it for whatever                                                                                |
|                    | Something intimate to retain small town feel, to attract pedestrian traffic and encourage interaction between patrons    |
| 3/15/2018 11:38 AM | my idea is to draw people to the area to browsw/linger/explore shops                                                     |
| 3/15/2018 11:45 AM |                                                                                                                          |
| 3/15/2018 11:47 AM | Note sure, but my big idea is NOT a tire store, auto parts store, storage unit or urgent care!                           |
| 3/15/2018 11:51 AM | You'll have a multistory buildings on two sides already, go smaller, a link between historic downtown and 'the Curve'    |
| 3/15/2018 11:58 AM | a part of downtown, a resturant/brewery or a shop                                                                        |
|                    | It would be great to have a bed and breakfast for the downtown area. An art gallery below with studios and lodging above |
| 3/15/2018 12:07 PM |                                                                                                                          |
| 3/15/2018 01:17 PM | Parker has such poor restaurant offerings, any high quality restaurant in this space would be great.                     |
| 3/15/2018 01:20 PM | Parker is devoid of events, places to go, and things to do for millenials/early 30s, especially those w/out kids         |
|                    | Outdoor cafe seating, small local artisan shops,,great views on Mainstreet                                               |
| 3/15/2018 03:25 PM |                                                                                                                          |
| 3/15/2018 03:32 PM | weekly covered, open market (fri-sun); open the rest of the week; restaurants and stores above; bands/bars/music/seats   |
|                    | Some sort of food/drink establishment would be good here                                                                 |
| 3/15/2018 03:40 PM |                                                                                                                          |
| 3/15/2018 03:54 PM | Breakfast and lunch cafe combined with one or two of my selections above. Not a franchise.                               |
|                    | Large bookstore with coffee shop and outdoor seating! And more parking!                                                  |
| 3/15/2018 04:16 PM |                                                                                                                          |
| 3/15/2018 04:26 PM | Need more mom-pop restaurants and fun adult brewerys                                                                     |

|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/15/2018 05:03 PM | I prefer a non-fast food eatery. I really enjoyed the atmosphere of a local run small town similar to Cafe Monet.        |
| 3/15/2018 05:20 PM | Rooftop patio with a view. There is nowhere on Mainstreet that takes in the Front Range view.                            |
| 3/15/2018 06:21 PM | A fun Restaurant/bar industrial design maybe even steam punk. Large garage doors that open with lots of patio seating.   |
| 3/15/2018 07:02 PM | Non-chain restaurant with condos above.                                                                                  |
| 3/15/2018 07:13 PM | parking garage below ground, restaurant above. We REALLY need more of both                                               |
| 3/15/2018 07:13 PM | I'd love to see restaurants and extended Farmers Market,                                                                 |
| 3/15/2018 09:37 PM | Place for kids or teenagers to hang out                                                                                  |
| 3/16/2018 02:48 PM | Cute shops that are affordable. It's no fun going into shops and you can't buy anything. Outdoor seating at restaurants. |
| 3/16/2018 06:42 PM | Hawker food courts are big in Singapore. Central eating area surrounded by food vendor/carts.                            |
| 3/16/2018 07:27 PM | A beer garden like the Lowry Beer garden! Great food and a family atmosphere                                             |
| 3/17/2018 11:53 AM | A Tapas Bar. Something with light music. Acoustic (locals and hired) or a nice piano bar-- not loud like Tailgate.       |
| 3/17/2018 12:56 PM | Please do not put up more apartments.                                                                                    |
| 3/18/2018 01:47 PM | Downtown doesn't need a hotel. MOST Parker residents want to keep small town feel to town - we don't want a mini Denver! |
| 3/18/2018 02:43 PM | Instead of retail, how about FREE parking for people to use when they want to be downtown                                |
| 3/18/2018 05:59 PM | Something that would fit in with the walking, small town feel that is supposed to be a priority along Mainstreet.        |
| 3/18/2018 06:11 PM | more family type restaurants                                                                                             |
| 3/18/2018 09:05 PM | Whatever make sure there is parking. No ER/urgent care or storage. No chain stores or restaurants. Improve roads/access. |
| 3/18/2018 09:11 PM | allow affordable housing units above that benefit the tenants and the town (e.g. town is the landlord)                   |

|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
|                    | No hotel                                                                                                                 |
| 3/19/2018 09:45 PM |                                                                                                                          |
|                    | What a burger or In n Out                                                                                                |
| 3/19/2018 10:05 PM |                                                                                                                          |
|                    | NO MORE RESIDENTIAL                                                                                                      |
| 3/19/2018 10:15 PM |                                                                                                                          |
|                    | How about another park! We don't need anymore retail, spas, hotels or Amy food places.                                   |
| 3/19/2018 10:18 PM |                                                                                                                          |
| 3/19/2018 10:27 PM | How 'bout... nothing! Clear it, sod it. Undeveloped space is becoming nonexistent in Parker.                             |
| 3/20/2018 07:10 AM | Preserve the history & beauty of the historical church across the street!!!!                                             |
|                    | More restaurants and shopping                                                                                            |
| 3/20/2018 07:43 AM |                                                                                                                          |
| 3/20/2018 08:26 AM | Local restaurants and bars, not chains.                                                                                  |
|                    | would love to see a small restaurant/bar that's affordable and local                                                     |
| 3/20/2018 08:48 AM |                                                                                                                          |
|                    | Shopping!!!                                                                                                              |
| 3/20/2018 09:29 AM |                                                                                                                          |
|                    | need more family friendly food options in Parker                                                                         |
| 3/20/2018 10:05 AM |                                                                                                                          |
|                    | Brewery and dining                                                                                                       |
| 3/20/2018 10:07 AM |                                                                                                                          |
|                    | Keep it small town feel. No housing                                                                                      |
| 3/20/2018 12:20 PM |                                                                                                                          |
|                    | Parking would also be a plus.                                                                                            |
| 3/20/2018 05:36 PM |                                                                                                                          |
| 3/20/2018 05:48 PM | A hotel would not be feasible. There is already a parking issue downtown.                                                |
|                    |                                                                                                                          |
| 3/20/2018 09:05 PM | Skate park community garden. Picnic areas.                                                                               |
|                    |                                                                                                                          |
| 3/20/2018 10:54 PM | It would be nice to have a park to sit and relax in on lunch break that does not have a park in it for kids. No offense. |
|                    | More small scale retail in the main part of downtown to draw shoppers. Too much services/office on first floor           |
| 3/21/2018 12:14 PM |                                                                                                                          |



|                    |                                                                                                                     |
|--------------------|---------------------------------------------------------------------------------------------------------------------|
|                    | Artisan Market                                                                                                      |
| 3/21/2018 01:00 PM |                                                                                                                     |
|                    | Leave free parking available it is needed. Condo's for purchase above                                               |
| 3/22/2018 02:58 PM |                                                                                                                     |
|                    | Open space, with park like setting. With trees, flowers, benches.                                                   |
| 3/24/2018 07:12 AM |                                                                                                                     |
|                    | A small, tasteful condominium with first-floor retail.                                                              |
| 3/26/2018 06:26 PM |                                                                                                                     |
|                    | boutique hotel or brewery with underground parking for customers                                                    |
| 3/29/2018 10:10 AM |                                                                                                                     |
| 3/29/2018 12:17 PM | Mixed use with office because business is good for Parker.                                                          |
|                    |                                                                                                                     |
| 3/30/2018 09:52 AM | Is there a legal requirement to fill this space? Leave it open for now.                                             |
|                    |                                                                                                                     |
| 3/30/2018 10:37 AM | Something that takes into account the townhomes behind the area.                                                    |
|                    |                                                                                                                     |
| 3/30/2018 11:13 AM | This would be a wonderful location for a beer hall similar to the one in castle rock or lowry                       |
|                    | Parking!!                                                                                                           |
| 3/30/2018 03:06 PM |                                                                                                                     |
|                    | Victorian Designed Hotel                                                                                            |
| 3/30/2018 03:36 PM |                                                                                                                     |
|                    | Private galleries or general use artist studio                                                                      |
| 3/30/2018 06:44 PM |                                                                                                                     |
| 3/30/2018 08:42 PM | Right now there's no reason to walk past parker station, fun retail here would change that & would link PACE retail |
|                    | Parker needs something to do: board games & beverages or artist studios/shops.                                      |
| 3/31/2018 08:09 AM |                                                                                                                     |
| 3/31/2018 10:30 AM | 2 Story retail / restaurant / bar space...patio on ground and rooftop. Gathering area (firepit?)                    |
| 3/31/2018 11:37 AM | Eye towards creative district programming                                                                           |
|                    |                                                                                                                     |
| 3/31/2018 01:37 PM | Continue the small-town character on Main Street                                                                    |
|                    |                                                                                                                     |
|                    | We need breakfast restaurants that aren't chains.                                                                   |

4/01/2018 05:16 PM

We need a breakfast restaurant. Snooze?

4/01/2018 05:36 PM

Cramming businesses in downtown Mainstreet will create more frustration for drivers. Street all ready a headache to use

4/01/2018 07:03 PM

Men's clothing store

4/02/2018 08:28 AM

NO APARTMENTS, NO HOTEL. PARKING, PARKING, PARKING

4/03/2018 06:22 AM

It'd be nice to see a bakery there.

4/03/2018 04:41 PM

Local restaurant

4/04/2018 05:31 PM

Please no more residential - too many new already. Too much traffic for the area.

4/04/2018 08:17

PM

Unique, no chain stores/restaurants

4/04/2018 09:30 PM

4/05/2018 11:26

AM

Good American Food Restaurant, old fashioned burger joint. No Mexican or Italian

No apartments, residential or hotels

4/05/2018 01:16 PM

Parking! Already a problem which will become a bigger problem.

4/06/2018 02:31 PM

Hands on art for kids and adults, young and old with no/low cost classes even sewing, knitting, crochet

4/07/2018 09:59 AM

Small grocery or market

4/07/2018 06:55 PM

4/08/2018 10:12

AM

NONE OF THE ABOVE: Park w picnic tables, Colorado wildflower gardens cared for by citizen gardeners not paid employees

Mad greens would've be amazing!!! Healthy and tasty!!

4/08/2018 01:56 PM

|                    |                                                                                                               |
|--------------------|---------------------------------------------------------------------------------------------------------------|
|                    | I would like to see the "feel" of downtown Parker extended to this are.                                       |
| 4/09/2018 09:38 AM |                                                                                                               |
|                    | Casual dining/bar for the whole family / not a chain restaurant                                               |
| 4/09/2018 12:27 PM |                                                                                                               |
| 4/11/2018 11:15 AM | he downtown area is too small to accommodate all the people who would like to visit downtown.                 |
|                    |                                                                                                               |
| 4/11/2018 02:33 PM | Mixed use - architecture reflecting historic downtown americana                                               |
|                    |                                                                                                               |
| 4/11/2018 03:37 PM | Shopping, restaurants and family friendly lifestyle area.                                                     |
|                    |                                                                                                               |
| 4/11/2018 03:42 PM | Bookstore w/children story times + wine for moms! Breweries with play areas for kids!                         |
|                    |                                                                                                               |
| 4/11/2018 05:37 PM | Condos or offices would be a great addition above a restaurant and unique shops - more owner occupied places  |
|                    |                                                                                                               |
| 4/11/2018 06:19 PM | No chains or big box stores. Small businesses and buildings with character.<br>No strip malls                 |
|                    |                                                                                                               |
| 4/11/2018 08:45 PM | Concern with the construction across the street of retail. At some point there may be too many retail spaces. |
|                    |                                                                                                               |
| 4/12/2018 12:41 PM | We need more parking downtown. Maybe a few "non chain" restaurants shops and open space, but more parking     |
|                    | Parking garage                                                                                                |
| 4/12/2018 01:50 PM |                                                                                                               |
|                    | Bar/Restaurant with 2nd story patio, balcony                                                                  |
| 4/12/2018 02:25 PM |                                                                                                               |
|                    | Community garden                                                                                              |
| 4/12/2018 02:42 PM |                                                                                                               |
|                    | Pool Hall, billiards, arcade                                                                                  |
| 4/12/2018 02:53 PM |                                                                                                               |

|                    |                                                                                                                   |
|--------------------|-------------------------------------------------------------------------------------------------------------------|
| 4/12/2018 03:04 PM | No apartments!                                                                                                    |
| 4/12/2018 03:08 PM | Turn mainstreet into a pedestrian mall, use available areas for parking.                                          |
| 4/12/2018 03:23 PM | Something recreational, bowling, laser tag, arcade, fast food restaurant                                          |
| 4/12/2018 04:16 PM | Leave it as open space                                                                                            |
| 4/12/2018 04:29 PM | Hotel is still a good fit. Just need to ensure enough parking.                                                    |
| 4/12/2018 04:56 PM | A gallery featuring local artists with monthly networking events                                                  |
| 4/12/2018 04:57 PM | Parking. It's impossible to navigate downtown Parker. We avoid it entirely, living nearby that isn't always easy! |
| 4/12/2018 05:06 PM | Community Garden or statuary with flowers and benches!                                                            |
| 4/12/2018 05:23 PM | No more apartments!                                                                                               |
| 4/12/2018 05:54 PM | Whatever it is, PLEASE be a local company!!                                                                       |
| 4/12/2018 05:59 PM | NO HOTEL! Whatever goes there have enough parking.                                                                |
| 4/12/2018 06:13 PM | I would love more retail and restaurants. More of a feel to Southlands.                                           |
| 4/12/2018 06:45 PM | Beer garden with cornhole, play structures. Food                                                                  |
| 4/12/2018 07:06 PM | Vegetarian restaurant options!                                                                                    |

|                    |                                                                                                                  |
|--------------------|------------------------------------------------------------------------------------------------------------------|
| 4/12/2018 07:10 PM | More restaurants and boutiques. Restaurants are WAY TOO "chains" in Parker. Sick of getting fast food places!    |
| 4/12/2018 07:47 PM | Parker and/or area history museum                                                                                |
| 4/12/2018 08:08 PM | Parking garage. Multi level!                                                                                     |
| 4/12/2018 08:17 PM | No more apartments!                                                                                              |
| 4/12/2018 08:48 PM | Nice hotel with good restaurant and high tea service                                                             |
| 4/12/2018 08:57 PM | Expand selection of existing nearby walking attractions to increase selection and attract more foot traffic      |
| 4/12/2018 09:32 PM | No chains                                                                                                        |
| 4/12/2018 09:46 PM | A bigger restaurant for friends, family and neighbors to gather.                                                 |
| 4/12/2018 10:15 PM | Respect the homes around it and have a plan for parking                                                          |
| 4/12/2018 10:25 PM | Co-op local artists gallery                                                                                      |
| 4/13/2018 12:09 AM | High end restaurant/stakehouse.                                                                                  |
| 4/13/2018 06:32 AM | Non chain! Healthy! Not burgers and custard. No deep fry.                                                        |
| 4/13/2018 08:01 AM | It would be great to have another place that is open 7 days a week that provides good food and great atmosphere. |
| 4/13/2018 08:07 AM | Visitor center and Chamber                                                                                       |
| 4/13/2018 08:16 AM | Or better yet....open space, park, trees. Enough building already.                                               |
| 4/13/2018 08:19 AM | I love the idea of art classes, pottery, cooking, etc. but it has to be affordable!                              |
| 4/13/2018 08:20 AM | No apartments. Keep small town feel!                                                                             |
|                    | A community art center located in the heart of downtown. A space to offer                                        |

|                    |                                                                                                                        |
|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/13/2018 08:24 AM | classes for everyone. Host events. Gallery.                                                                            |
| 4/13/2018 08:32 AM | It would be fun to see a restaurant that is quick service (not fast food) for people to grab food while downtown       |
| 4/13/2018 08:35 AM | Brewery that serves food and has a rooftop patio to enjoy the mountain view                                            |
| 4/13/2018 08:38 AM | No More Apartments!                                                                                                    |
| 4/13/2018 09:08 AM | Historic facade multi story containing an indoor upscale flea market/antique gallery with a small concession or eatery |
| 4/13/2018 09:31 AM | fun stores that are affordable and unique. No bars.                                                                    |
| 4/13/2018 09:42 AM | Not enough parking to do anything with large crowds. Keep that in mind.                                                |
| 4/13/2018 09:54 AM | Leave it as open space- there is NO place for more cars in that area!                                                  |
| 4/13/2018 10:37 AM | A new restaurant/bar, boutique style retail only - move them out of McDonalds parking lot with the crappy parking.     |
| 4/13/2018 10:48 AM | Not a 5 story building. Something that transitions well from commercial to current multi-family residences.            |
| 4/13/2018 11:49 AM | Pottery classes and open studios for life drawing for adults                                                           |
| 4/13/2018 12:11 PM | Art gallery where we can buy artwork, a gastro pub with excellent food. Something you would see in downtown.           |
| 4/13/2018 12:12 PM | Leave as open space. Traffic is already too heavy here. Adding businesses wastes Parker money.                         |
| 4/13/2018 01:00 PM | YOU NEED MORE PARKING                                                                                                  |
| 4/13/2018 01:42 PM | Please not a hotel                                                                                                     |



4/13/2018 02:15 PM

Parking lot

4/13/2018 02:31 PM

Water park

4/13/2018 02:44 PM

A park with some really beautiful flowers and trees.

4/13/2018 02:45 PM

We DO NOT need more residential

4/13/2018 03:52 PM

No more growth in Parker. Too much growth too fast that causes overcrowding!

4/13/2018 04:07 PM

I don't think anything should be added here. Crowded already.

4/13/2018 04:11 PM

How about office space with the same visibility as retail on ground floor.

4/13/2018 04:18 PM

NO Hotel - congestion very bad now.

4/13/2018 04:21 PM

Brewery would be great. Places like Littleton and Centennial and Castle Rock have really great breweries we need more.

4/13/2018 04:27 PM

Public use space, parklike environment, expansion area for farmer's market.

4/13/2018 04:42 PM

Would like to see Main Street closed to traffic. More cafes, gathering places...

4/13/2018 04:53 PM

A small performance venue available for local musicians. Young, maybe high school age kids. Under 21 club atmosphere.

4/13/2018 04:56 PM

Sculpture walk similar to that in Loveland. Display art student sculptures. Some type of strolling/ sitting environment

4/13/2018 05:04 PM

A unique restaurant or nice upscale brewery that is not a chain.

|                    |                                                                                                                                                                                                                 |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4/13/2018 05:11 PM | More local restaurants or a brewery like Breckenridge                                                                                                                                                           |
| 4/13/2018 05:19 PM | Park, parking lot, trails, open space                                                                                                                                                                           |
| 4/13/2018 05:20 PM | A food hall type space.                                                                                                                                                                                         |
| 4/13/2018 05:38 PM | Small scale retail/restaurant would be great. Or parking structure to service downtown?<br><br>Gardens, sitting area, benches, picnic tables, park, NOT A HOTEL !                                               |
| 4/13/2018 06:17 PM | Retail w/ outdoor park. Quiet & away from the verbose O'Brien park this property is perfect for an intimate conversation                                                                                        |
| 4/13/2018 06:34 PM | Would love more local restaurants on Main Street.                                                                                                                                                               |
| 4/13/2018 06:46 PM | This area would be nice for more restaurants or bars.                                                                                                                                                           |
| 4/13/2018 07:24 PM | Mainstreet needs to be pedestrian only - no cars from Victorian Drive to Parker Road. A small park with a fountain here                                                                                         |
| 4/13/2018 08:08 PM | Places to mingle before or after concerts at PACE of Schoolhouse                                                                                                                                                |
| 4/13/2018 10:03 PM | Something that would compliment the residents here                                                                                                                                                              |
| 4/13/2018 10:21 PM | Parker is in desperate need of some fun good restaurants that are NOT chain restaurants<br><br>Putting in a paint and sip or culinary cooking experience would attract people for use other than solely dining. |
| 4/14/2018 05:59 AM |                                                                                                                                                                                                                 |
| 4/14/2018 06:37 AM | Park with benches and picnic tables and wildflower gardens                                                                                                                                                      |
| 4/14/2018 06:52 AM | No chains.                                                                                                                                                                                                      |
| 4/14/2018 07:05 AM | Parking structure, pay lot like the one in castle rock that looks like a building-retail ground level                                                                                                           |
| 4/14/2018 07:35 AM | We need more parks and open space, not more buildings that increases traffic congestion.                                                                                                                        |

|                    |                                                                                                                           |
|--------------------|---------------------------------------------------------------------------------------------------------------------------|
| 4/14/2018 07:54 AM | You should look at Naperville Illinois and how the combined new with old.<br>Very nice downtown area. Very successful pla |
| 4/14/2018 08:13 AM | Community garden, green space, or child friendly space.                                                                   |
| 4/14/2018 08:30 AM | Open space, parking for Parker Days                                                                                       |
| 4/14/2018 09:19 AM | Brewpub - or family friendly restaurant that serves alcohol                                                               |
| 4/14/2018 10:21 AM | Parker is in dire need of non-chain casual good restaurants                                                               |
| 4/14/2018 11:28 AM | A community garden; town could rent out plots which would be tended by<br>garden-lovers who can't garden where they live  |
| 4/14/2018 01:03 PM | Make it a pool hall and arcade. Specify a teen night and/or a family friendly<br>night for parents with younger kiddos.   |
| 4/14/2018 01:24 PM | Free parking so people stop parking in town and country neighborhood                                                      |
| 4/14/2018 03:31 PM | Barnes & Noble or Tattered Cover type retail store                                                                        |
| 4/14/2018 03:32 PM | Park                                                                                                                      |
| 4/14/2018 04:33 PM | We need parking for all of this                                                                                           |
| 4/14/2018 06:20 PM | Bookstore/coffee shop on ground level with offices or residential above. We<br>all love Fika, but we need more room.      |

|                    |                                                                                                              |
|--------------------|--------------------------------------------------------------------------------------------------------------|
| 4/14/2018 07:56 PM | Restaurant                                                                                                   |
| 4/14/2018 08:45 PM | Park                                                                                                         |
| 4/15/2018 07:20 AM | Beer garden                                                                                                  |
| 4/15/2018 09:45 AM | Please keep the small town feel, no more apartments! Charming downtown is what makes parker special.         |
| 4/15/2018 11:16 AM | Leave as is. Too small to try to squeeze something else in there. No need to over-develop this space.        |
| 4/15/2018 12:08 PM | Whatever goes there, please take into consideration those that live in the townhomes. Noise, traffic etc.    |
| 4/15/2018 12:44 PM | Rooftop bar                                                                                                  |
| 4/15/2018 01:07 PM | A 1-story building with roof top parking would be less obtrusive AND help with parking issues.               |
| 4/15/2018 03:45 PM | Parking                                                                                                      |
| 4/15/2018 04:48 PM | Something smaller, set back from the street (like Parker Station) and with ample parking.                    |
| 4/15/2018 08:42 PM | Oskar blues brewery!!!!                                                                                      |
| 4/16/2018 09:44 AM | Distillery would be awesome. No more big box places!                                                         |
| 4/16/2018 02:57 PM | What would be so wrong with having open space for trails and play space                                      |
| 4/16/2018 04:03 PM | ***LOW KEY SITE*** Keep this area a low profile continuation of downtown Mainstreet. Keep this spot LOCAL!!! |

|                    |                                                                                                                         |
|--------------------|-------------------------------------------------------------------------------------------------------------------------|
| 4/16/2018 04:51 PM | Park/ play area                                                                                                         |
|                    | Parking lot, we no longer come downtown because of lack of parking.                                                     |
| 4/16/2018 05:10 PM |                                                                                                                         |
| 4/16/2018 05:46 PM | Please consider a drive-through Starbucks! We could really use one on the south side of Parker.                         |
|                    | Don' build anything, we need more open space!                                                                           |
| 4/16/2018 06:16 PM |                                                                                                                         |
| 4/16/2018 10:09 PM | Children's Art Gallery                                                                                                  |
|                    |                                                                                                                         |
| 4/16/2018 10:15 PM | Restaurant, gathering place, tavern. Merles (litleton) type restaurant                                                  |
| 4/17/2018 05:55 AM | Open up and use for more farmers market area                                                                            |
| 4/17/2018 05:58 AM | Not a hotel                                                                                                             |
| 4/17/2018 07:06 AM | Bars, restaurants, hotels, and mixed use with retail will help downtown become a destination location.                  |
| 4/17/2018 07:30 AM | Main Street needs more retail, art, restaurants, and residential. It does not need anymore offices or mortgage/finance. |
| 4/17/2018 07:31 AM | Single story building with plenty of green space and parking. Not a hotel.                                              |
| 4/17/2018 07:47 AM | An arcade bar. Littles allowed during day & adults only after 10?                                                       |
| 4/17/2018 08:46 AM | Please consider building underground parking for the residential units.                                                 |
| 4/17/2018 09:48 AM | Space for street vendors - food trucks, fruit and vegetable trucks                                                      |

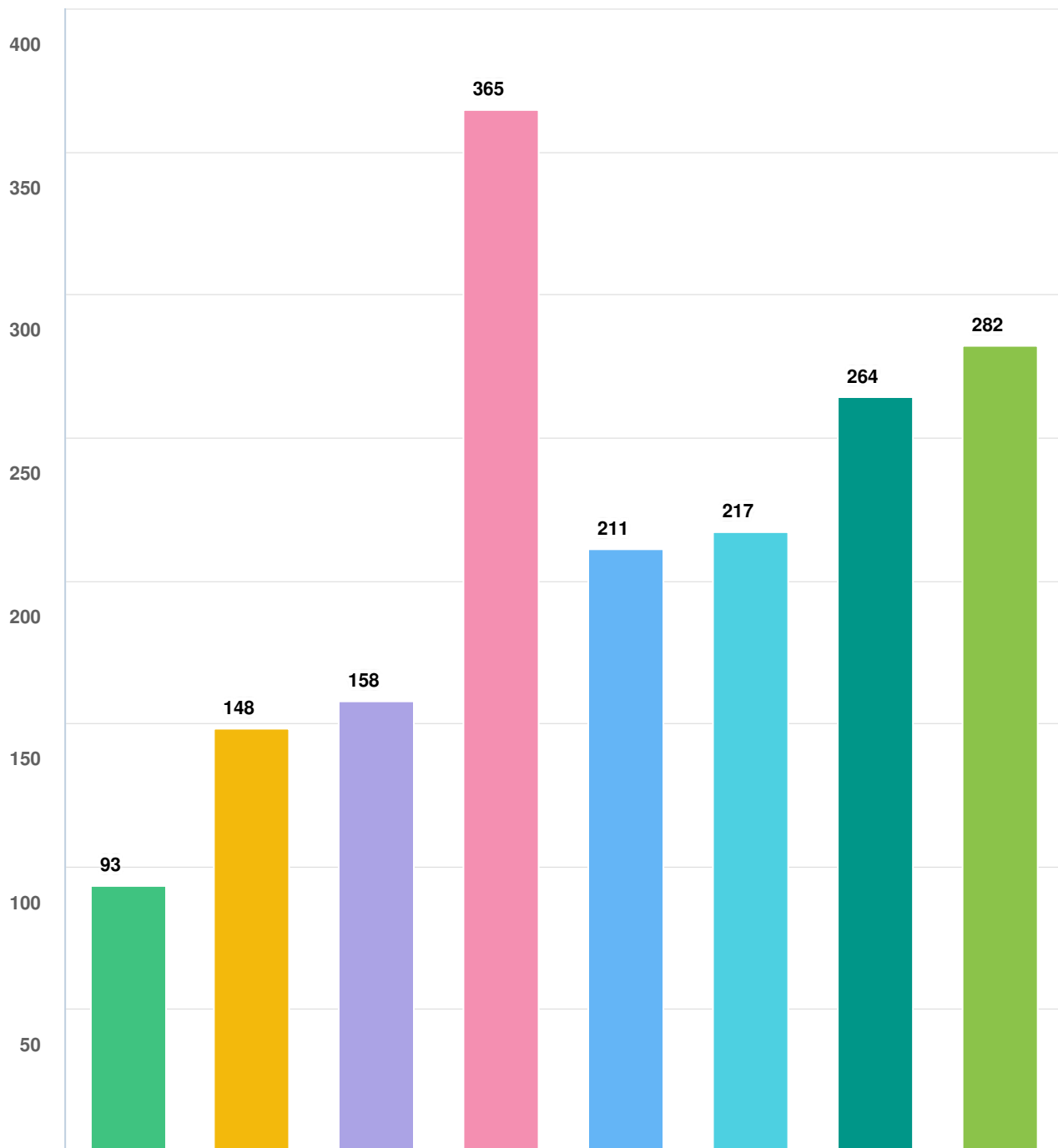
|                    |                                                                                                                           |
|--------------------|---------------------------------------------------------------------------------------------------------------------------|
|                    | No more residential, or offices, especially at street level                                                               |
| 4/17/2018 09:50 AM |                                                                                                                           |
| 4/17/2018 11:07 AM | NO MORE MULTI FAMILY HOMES ON MAIN ST. YOU'RE NUTS IF YOU THINK MAIN AND PINE CAN HANDLE ALL THOSE ADDITIONAL RESIDENTS!! |
| 4/17/2018 01:59 PM | Renovations to existing building would make this a great place for independent retail/spa/salon. Great parking there.     |
| 4/17/2018 02:16 PM | Nice taco shop 3 to 4 stories of condos above                                                                             |
| 4/17/2018 02:43 PM | something small that won't attract a lot of cars as we live out east mainstreet                                           |
| 4/17/2018 04:00 PM | There need to be small businesses to attract people to spend time downtown..                                              |
| 4/17/2018 03:23 PM | There need to be more businesses to attract people to spend time downtown                                                 |
| 4/17/2018 04:44 PM | Craft brew pub with outdoor seating                                                                                       |
| 4/17/2018 04:45 PM | Park or community garden                                                                                                  |
| 4/17/2018 05:09 PM | Maintain this area as retail or restaurant with limited space. I do feel we need more restaurants on mainstreet.          |
| 4/17/2018 05:19 PM | If you want people to attend the activities you put on with this added revenue, give them a place to park to enjoy        |
| 4/17/2018 05:24 PM | More parking                                                                                                              |
| 4/17/2018 06:16 PM | There is a concern for parking and being overcrowded.                                                                     |
| 4/17/2018 10:05 PM | As long as it is not a 1) self storage 2) apartments or 3) urgent care                                                    |
| 4/18/2018 05:08 AM | An Amazeum. A children's museum. Check out the Amazeum in Bentonville, AR. Will draw visitors into downtown               |

|                    |                                                                                                                        |
|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/18/2018 07:04 AM | Quaint stores not big retail giants                                                                                    |
| 4/18/2018 08:27 AM | arcade/activity area for kids                                                                                          |
| 4/18/2018 11:14 AM | Ideally a restaurant with retail would be amazing on this piece of land, continue connection from West to East         |
| 4/18/2018 11:40 AM | Brewery with restaurant                                                                                                |
| 4/18/2018 11:47 AM | More small mom and pop shops or restaurants                                                                            |
| 4/18/2018 11:47 AM | We need a youth center here.                                                                                           |
| 4/18/2018 12:33 PM | Family friendly and affordable restaurant with a patio.                                                                |
| 4/18/2018 02:32 PM | General retail or maybe a parking garage                                                                               |
| 4/18/2018 03:19 PM | Multi-Level Parking Garage                                                                                             |
| 4/18/2018 03:39 PM | Open space-park                                                                                                        |
| 4/18/2018 03:43 PM | A nice mid-priced restaurant for "date night" would be nice                                                            |
| 4/18/2018 04:04 PM | Stop the continual building. Parker is developed enough for now. Need a 10 year hiatus, then re-consider at that time. |
| 4/18/2018 04:50 PM | Park playground, open space, garden                                                                                    |
| 4/18/2018 04:51 PM | I do not want to see any tall buildings in this area. Art galleries would enhance the character of our downtown area   |
| 4/18/2018 04:51 PM | Reduction of traffic                                                                                                   |



|                    |                                                                                                                     |
|--------------------|---------------------------------------------------------------------------------------------------------------------|
| 4/18/2018 04:51 PM | I do not want to see any tall buildings in this area. Art gallerys would enhance the character of our downtown area |
| 4/18/2018 04:51 PM | Reduction of traffic                                                                                                |
| 4/18/2018 05:20 PM | Open Space or Park                                                                                                  |
| 4/18/2018 05:32 PM | Parking                                                                                                             |
| 4/18/2018 05:55 PM | Local restaurant—community feel                                                                                     |
| 4/18/2018 08:47 PM | Not much! Keep it small please!                                                                                     |
| 4/18/2018 08:57 PM | How bout actually doing nothing Mainstreet is already crowded enough and I can't stand driving down it anymore      |
| 4/18/2018 09:19 PM | Leave it. The traffic will be atrocious. You don't need to fill EVERY bit of open space!                            |
| 4/18/2018 09:33 PM | Restaurants and boutique shops                                                                                      |
| 4/18/2018 09:45 PM | Parking                                                                                                             |
| 4/18/2018 10:43 PM | Open space/park/garden                                                                                              |
| 4/18/2018 11:03 PM | A nice park with lots of trees.                                                                                     |
| 4/18/2018 11:29 PM | Open space                                                                                                          |

**East Main (yellow) - Select the uses you would like to see on this site**



**Question options**

- Hotel    ● Mixed Use with Office - ground floor retail with OFFICE above  
● Mixed Use with Residential - Ground floor retail with RESIDENTIAL above    ● Restaurant  
● Personal Services - Spa, Salon, Yoga, etc    ● Art (Gallery, Studio, Classes)    ● Bar/Distillery/Brewery    ● Retail - small scale

*Optional question (736 responses, 0 skipped)*

#### Q4 | East Main (yellow) - Tell us your big idea for this site

|                    |                                                                                                                           |
|--------------------|---------------------------------------------------------------------------------------------------------------------------|
| 3/09/2018 11:43 AM | Retail/restaurants serving patrons of the live concerts, plus some additional parking                                     |
| 3/09/2018 12:20 PM | Office use on any parcel will not bring life to downtown in evenings and weekends. Must create a destination with life!   |
| 3/09/2018 12:40 PM | Hometown feel smaller restaurants with outdoor seating, cool evening lighting.                                            |
| 3/09/2018 01:17 PM | Retail/Restaurant in front of property along Mainstreet, and residential behind like townhomes/condos                     |
| 3/10/2018 12:00 PM | Build a restaurant to serve those in Discovery Park and the library, while there.                                         |
| 3/10/2018 02:49 PM | one story so to not block the view from the townhomes                                                                     |
| 3/10/2018 05:40 PM | Free parking area                                                                                                         |
| 3/10/2018 06:22 PM | Art/Museum with daily classes, informational presentations                                                                |
| 3/10/2018 06:55 PM | Parker Botanical Gardens...won't ever happen but it would be cool. Denver Botanical gardens are so awesome but so far.    |
| 3/11/2018 09:17 AM | SMALL scale building, two stories, with plenty of parking to service it. Architecture that fits in with historic downtown |
| 3/12/2018 09:21 AM | High end apartment not low income housing                                                                                 |
| 3/12/2018 09:25 AM | We need restaurants! This would be a solid place for Smashburger or Snooze.                                               |
| 3/12/2018 09:57 AM | How about nothing? Or parking. The library lot is 95% full all of the time. During an event, it's 1,000% full.            |
| 3/12/2018 01:05 PM | Possibly a boutique hotel with an art studio and higher end restaurant attached                                           |
| 3/12/2018 05:42 PM | See below                                                                                                                 |
| 3/12/2018 07:33 PM | A parking area for people to park and walk to the downtown shops. It's already difficult to find parking at times.        |
| 3/14/2018 12:25 PM | Local Restaurants                                                                                                         |

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| 3/15/2018 07:58 AM | Something artsy (crafts, antiques, local art) with walkway of trees and seating for coffee outside                                                       |
| 3/15/2018 11:21 AM | Any of this would be great, hopefully adequate parking, it can be difficult to find library parking now.                                                 |
| 3/15/2018 11:23 AM | Go big or go home, parking is available. Hotel sounds good                                                                                               |
| 3/15/2018 11:38 AM | Child and family related businesses since it borders park and library with current park and library, this seems like "hangout"/personal enrichment space |
| 3/15/2018 11:47 AM | Again, something fun! Like good unique dining and/or shopping! We desperately need a sports store like Dicks!!!                                          |
| 3/15/2018 11:51 AM | Condos(NO apartments!), restaurant/yoga studio/NO cleaners/liquor stores this close to historic downtown! Family oriented                                |
| 3/15/2018 11:52 AM | Mirror the Denver Art Student League Offerings and provide gallery for Colorado participating artists/teachers.                                          |
| 3/15/2018 11:58 AM | a part of downtown, a restaurant/brewery or a shop                                                                                                       |
| 3/15/2018 12:07 PM | Something that works well with teens who are drawn to the area by the ribbon park. Possibly additional recreation?                                       |
| 3/15/2018 12:15 PM | expand the concert venue and enlarge the skating rink -- both are too small to accommodate our population                                                |
| 3/15/2018 01:20 PM | Parker is devoid of events, places to go, and things to do for millennials/early 30s, especially those w/out kids                                        |
| 3/15/2018 03:25 PM | PLEASE BUILD A PARKING GARAGE HERE!!!! Maybe retail first floor and street level.                                                                        |
| 3/15/2018 03:32 PM | shaded; woodsy; walkable center; boardwalk style                                                                                                         |
| 3/15/2018 03:40 PM | Mixed use plaza with a courtyard(s) for those places to host outdoor events and activities. Underground parking                                          |
| 3/15/2018 03:54 PM | It's large enough to have 3 stories, small residential less expensive units; must have off street parking.                                               |
| 3/15/2018 04:16 PM | Parking!!! Coffee shop or ice cream shop to go with the library.                                                                                         |

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| 3/15/2018 04:26 PM | Need more affordable retail                                                                                              |
| 3/15/2018 05:03 PM | Surrounded by open space seating areas                                                                                   |
| 3/15/2018 05:20 PM | The Lowry Beergarden is an awesome community gathering spot that we travel to on a regular basis. Good beer, good food   |
| 3/15/2018 06:21 PM | Small hotel. Bottom level can be small retail and small restaurants maybe underground parking                            |
| 3/15/2018 07:02 PM | A coffee shop and sandwich shop (locally owned, not chains) on the bottom and condos on the upper level.                 |
| 3/15/2018 07:13 PM | arcade/entertainment areas/comedy works venue/brewery                                                                    |
| 3/15/2018 09:37 PM | Park, open space, garden                                                                                                 |
| 3/16/2018 07:28 AM | None of the above. Make it a park. I know that's not profitable but the library and Discovery Park are far too small     |
| 3/16/2018 09:40 AM | residence inn, courtyard by marriott                                                                                     |
| 3/16/2018 09:51 AM | I would like this East Main site used as an extension of Discovery Park with green areas, a playground, and more parking |
| 3/16/2018 06:42 PM | A small boutique hotel in keeping with older more traditional Parker architecture.                                       |
| 3/16/2018 07:27 PM | Local retail, yoga, hair salon,                                                                                          |
| 3/17/2018 11:53 AM | A few coordinating things that when there would want to do all like a brewery, winery, restaurant, WHIRLY BALL--         |
| 3/17/2018 12:56 PM | Please do not put up more apartments.                                                                                    |
| 3/18/2018 01:47 PM | Family Restaurant on north end, nice mini golf on other with more parking - keep a more 'open' feel to downtown          |
| 3/18/2018 02:43 PM | Open space - park that is larger for outdoor concerts or family gathering.                                               |
| 3/18/2018 05:59 PM | Art would be a good fit for this area of town as a connection between PACE and the library.                              |
| 3/18/2018 08:52 PM | If you do anything you have to fix the road! There is no room for traffic!!                                              |

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| 3/18/2018 09:05 PM | Again sufficient parking & improve roads. Smart retail/no chains on lower & condos(2 flrs) w/green spc 4 dogs/people. |
| 3/18/2018 09:11 PM | Civic technology center (innovation labs) with mixed use of retail (pop up retail)                                    |
| 3/19/2018 09:45 PM | No hotel                                                                                                              |
| 3/19/2018 10:15 PM | NO MORE RESIDENTIAL                                                                                                   |
| 3/19/2018 10:18 PM | Leave the open space alone.                                                                                           |
| 3/19/2018 10:27 PM | Nothing! Leave it as us. Instead of the Council following \$\$\$, let's not overdevelop our town.                     |
| 3/20/2018 07:10 AM | Clean, family friendly, no towering buildings.                                                                        |
| 3/20/2018 08:26 AM | Local restaurants and bars, not chains.                                                                               |
| 3/20/2018 08:40 AM | A free or low cost activity like the ice rink. And parking.                                                           |
| 3/20/2018 09:29 AM | More shopping!!                                                                                                       |
| 3/20/2018 10:05 AM | need more family friendly dining options                                                                              |
| 3/20/2018 10:07 AM | No more residential!!                                                                                                 |
| 3/20/2018 03:49 PM | Please consider a multi-level parking garage for town use                                                             |
| 3/20/2018 05:36 PM | Additional parking, please                                                                                            |
| 3/20/2018 05:48 PM | Optimally, this would be a good place for another park or art walk park.                                              |
| 3/20/2018 09:05 PM | Boutique quaint hotel themed olde town western cowboy feel with ballroom space weddings high end spa                  |
| 3/20/2018 09:17 PM | Ice rink                                                                                                              |
| 3/20/2018 10:54 PM | An awesome park with beer garden and cafes or food trucks for concerts. Maybe community gardens with sculpture walk.  |

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| 3/21/2018 08:34 PM | This would be a great addition to the beautiful library and PACE center. Plus It wouldn't be too loud for the homes.         |
| 3/22/2018 08:21 AM | I thought this was going to be a park!! Open space!                                                                          |
| 3/22/2018 02:58 PM | Neighborhood tavern/bar with onsite brewery featuring ciders, ales, etc. w/ restaurant.                                      |
| 3/24/2018 07:12 AM | Open space with a buffer for the residents in the town homes. Additional parking for downtown events.                        |
| 3/25/2018 04:06 PM | Family friendly restaurants                                                                                                  |
| 3/26/2018 02:04 PM | Mix use office space would be fine but the architecture needs to stay in line with main street                               |
| 3/26/2018 06:26 PM | This is a great spot for a public market!                                                                                    |
| 3/29/2018 10:10 AM | maker space or business incubator with shared facilities artists/crafters can rent                                           |
| 3/29/2018 12:17 PM | I think this would be a good place for Market/Farmer's Market.                                                               |
| 3/30/2018 09:52 AM | Is there a legal requirement to fill this space? Leave it open for now.                                                      |
| 3/30/2018 10:20 AM | This would be an awesome site for a mid to high end boutique hotel that draws people with disposable income into downtown    |
| 3/30/2018 10:37 AM | Something taking into account backs up to residential townhomes                                                              |
| 3/30/2018 11:13 AM | Should be some small scale buildings that can be used for multi-purpose community events                                     |
| 3/30/2018 03:06 PM | With pedestrian and social gathering places with parking!                                                                    |
| 3/30/2018 03:18 PM | Park, play area, a real splash pad for kids, picnic area, clean open space                                                   |
| 3/30/2018 08:42 PM | Make it something complementary to discovery park, place for parents while kids skate, place to eat/drink/snack before event |
| 3/31/2018 08:09 AM | casual places to eat next to skating & library: pizza, deli, place teens, families can afford                                |
| 3/31/2018 10:30 AM | Parking Garage with retail / restaurants / bars would be ideal.                                                              |



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| 3/31/2018 11:37 AM | Creative district expansion; dining across from PACE; place for moms w/ kids at library; unique retail              |
| 3/31/2018 10:38 PM | It would be nice to see a boutique type hotel. I know my family would stay when they visit!                         |
| 4/01/2018 07:03 PM | No hotel or residential. Too much traffic. Generate revenue for Parker away from Downtown Mainstreet                |
| 4/03/2018 06:22 AM | NO APARTMENTS, NO HOTEL. PARKING, PARKING, PARKING                                                                  |
| 4/03/2018 07:21 AM | Outdoor Concert Space                                                                                               |
| 4/03/2018 09:00 AM | Parker                                                                                                              |
| 4/04/2018 08:17 PM | Why not a unique park / open space / botanic garden area to complement the library and outdoor space already there. |
| 4/04/2018 09:30 PM | Outdoor shopping in park like atmosphere. Serene, perfect outdoor dining. Not another concrete strip mall.          |
| 4/05/2018 11:26 AM | Dog Park with small pools. agility bars, sections for puppies and smaller dogs. Sections for large/medium dogs.     |
| 4/05/2018 01:16 PM | No apartments, residential or hotels                                                                                |
| 4/06/2018 02:31 PM | Parking for Discovery Park and library maybe PACE. There has to be more parking spaces in Parker.                   |
| 4/06/2018 07:06 PM | The big wonderful type of place.                                                                                    |
| 4/07/2018 09:59 AM | Sand volleyball courts, outdoor chess, checkers, battleship with shade structure                                    |
| 4/07/2018 06:55 PM | Whole Foods!                                                                                                        |
| 4/08/2018 10:12 AM | Parking for summer concert events (already used for this!) and park with picnic tables, wildflower garden           |
| 4/08/2018 01:56 PM | Beauty bar type service                                                                                             |
| 4/09/2018 09:38 AM | Boutique hotel but with a couple restaurants/bars in the same area.                                                 |

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| 4/11/2018 02:33 PM | Residential - condos, not apartments. Increase ownership within downtown.<br>Hip, industrial, Rino like           |
| 4/11/2018 03:37 PM | Shopping, restaurants and family friendly lifestyle area.                                                         |
| 4/11/2018 03:42 PM | Bookstore w/children story times + wine for moms! Breweries with play areas for kids!                             |
| 4/11/2018 05:37 PM | Unique retail is critical on any first floor of new buildings!                                                    |
| 4/11/2018 06:19 PM | No chains or big box stores. Small businesses and buildings with character.<br>No strip malls                     |
| 4/11/2018 10:04 PM | building with parking in the back                                                                                 |
| 4/12/2018 12:41 PM | We need more parking downtown. Maybe a few "non chain" restaurants shops and open space, but more parking         |
| 4/12/2018 01:50 PM | Parking garage                                                                                                    |
| 4/12/2018 02:25 PM | small affordable studio apartments above restaurants/bar/retail                                                   |
| 4/12/2018 02:53 PM | Rotate 5 different food trucks. Provide parking, infrastructure, dining area.<br>Complements concerts and skating |
| 4/12/2018 03:04 PM | No more apartments                                                                                                |
| 4/12/2018 03:23 PM | Coffee shop, park with gardens/flowers                                                                            |
| 4/12/2018 03:24 PM | Play ground & open space because O'Brien Park is way way too crowded.                                             |

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| 4/12/2018 04:16 PM | Leave it as open space                                                                                    |
| 4/12/2018 04:29 PM | Need to identify good public parking locations. This could be one of them.                                |
| 4/12/2018 04:56 PM | A brewery would be great. A studio space offering yoga and dance or barre would be nice.                  |
| 4/12/2018 04:56 PM | Not fast food but someplace with outdoor seating                                                          |
| 4/12/2018 04:57 PM | I'd love to see maybe a lawn area- not everyone has kids but doesn't enjoy to get outside with their dogs |
| 4/12/2018 05:59 PM | Have enough parking.                                                                                      |
| 4/12/2018 06:07 PM | It would be nice if this could be used as a parking lot.                                                  |
| 4/12/2018 06:13 PM | I would like to retail and small restaurants.                                                             |
| 4/12/2018 06:14 PM | I would not want an establishment that might roll into the library - bar/large restaurant                 |
| 4/12/2018 06:45 PM | Good restaurants. Not chains                                                                              |
| 4/12/2018 07:10 PM | Need more boutiques, restaurants! Too many places too busy on weekends etc! More choices!                 |
| 4/12/2018 07:27 PM | Small scale hotel                                                                                         |
| 4/12/2018 07:40 PM | Park, or high quality (i.e., brick, stone, steel construction - not wood frame), 55+, dog-free condos     |
| 4/12/2018 07:47 PM | Outdoor amphitheatre                                                                                      |

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| 4/12/2018 08:17 PM | No apartments or hotels!                                                                                             |
| 4/12/2018 08:21 PM | A makers' space, boutique movie theater (Alamo Drafthouse or Landmark), small green space/park                       |
| 4/12/2018 08:57 PM | Provide a place to eat or drink within walking distance from library, ice rink, etc in that area                     |
| 4/12/2018 09:32 PM | Park                                                                                                                 |
| 4/12/2018 09:44 PM | An expanded grass area w speakers so more people could comfortably enjoy the summer concert series.                  |
| 4/12/2018 10:15 PM | Again, respect the homes there and parking                                                                           |
| 4/12/2018 10:35 PM | Dog park, expansion of discovery park                                                                                |
| 4/13/2018 12:09 AM | Outdoor seating.                                                                                                     |
| 4/13/2018 08:01 AM | It would make sense to place more experience and learning opportunities next to the library.                         |
| 4/13/2018 08:07 AM | Visitor center and Chamber                                                                                           |
| 4/13/2018 08:08 AM | Walkable shopping extension to Mainstreet                                                                            |
| 4/13/2018 08:16 AM | Open space, park, trees. Enough building already.                                                                    |
| 4/13/2018 08:19 AM | Put the boring offices up top and small retail below. Let's make there a reason to go downtown                       |
| 4/13/2018 08:20 AM | No hotel or apartments                                                                                               |
| 4/13/2018 08:24 AM | Create a food truck row. Host events, community gathering site/outdoor recreation expansion of Discovery Park        |
| 4/13/2018 08:32 AM | Restaurants/small retail would be great to serve those who are hanging out at Discovery Pk                           |
| 4/13/2018 08:38 AM | No More Apartments!                                                                                                  |
| 4/13/2018 09:08 AM | Kid friendly with seating indoor and outdoor cafe style to match ice skating or a summer stroll & HEALTHY menu optio |

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| 4/13/2018 09:31 AM | Restaurants that do not include "fast food", NOT bars. Something affordable, healthy and delicious!                    |
| 4/13/2018 09:31 AM | Playground/picnic area/park                                                                                            |
| 4/13/2018 09:42 AM | This space is large enough to house several uses while maintaining green address. Consider nonchain restaurant/dinner. |
| 4/13/2018 09:54 AM | You are already building apartments in this area. There is no place for more building!                                 |
| 4/13/2018 09:59 AM | Large parking lot!                                                                                                     |
| 4/13/2018 10:13 AM | This space is perfect for a really nice playground, some grass and maybe basketball and futsal soccer courts           |
| 4/13/2018 10:48 AM | Something special that is similar to Mordecai Children's Garden at Denver Botanic Gardens                              |
| 4/13/2018 11:11 AM | An addition to Discovery Park to create a larger open space.                                                           |
| 4/13/2018 11:49 AM | Ideally, leave the green space save the earth                                                                          |
| 4/13/2018 11:53 AM | PArking                                                                                                                |
| 4/13/2018 12:11 PM | Art gallery where we can buy artwork, a gastro pub with excellent food. Something you would see in downtown.           |
| 4/13/2018 12:12 PM | Leave as open space. Traffic is already too heavy here. Adding businesses wastes Parker money.                         |
| 4/13/2018 12:22 PM | Concerned about increased traffic and parking                                                                          |
| 4/13/2018 01:00 PM | YOU NEED MORE PARKING                                                                                                  |
| 4/13/2018 01:42 PM | Please not a hotel                                                                                                     |

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| 4/13/2018 02:15 PM | Parking lot                                                                                                                |
| 4/13/2018 02:23 PM | I think it would be neat to do a devoted area, square type setting for the farmer's market. With some shade covering.      |
| 4/13/2018 02:44 PM | leave it as a parking lot and put in some beautiful plants, bushes and flower gardens                                      |
| 4/13/2018 03:52 PM | No more growth in Parker. Too much growth too fast that causes overcrowding!                                               |
| 4/13/2018 04:07 PM | parking lot so there is somewhere to park during events at Discovery.                                                      |
| 4/13/2018 04:11 PM | How about office space with the same visibility as retail on ground floor.                                                 |
| 4/13/2018 04:18 PM | Make it a park, would compliment Discovery Park, thought that was initial plan!!                                           |
| 4/13/2018 04:21 PM | Park                                                                                                                       |
| 4/13/2018 04:27 PM | Keep a portion as parking, local arts and crafts in a charming building, with park space included as well.                 |
| 4/13/2018 04:31 PM | None of the above: Parking lot would be ideal.                                                                             |
| 4/13/2018 04:42 PM | This could be parking with shuttle service if Main Street is closed to traffic. Or could be gathering place for teens,.    |
| 4/13/2018 04:53 PM | Greenspace with a cultured garden like a botanical garden. Native plants with labels. Benches and public art.              |
| 4/13/2018 05:04 PM | No hotels anywhere on this map. Build a hotel away from downtown.                                                          |
| 4/13/2018 05:15 PM | I live in the homes that but up against this property. Lawn/play/open/garden space would flow nicely with the amphitheater |

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| 4/13/2018 05:19 PM | Park, parking lot, open space                                                                                |
| 4/13/2018 05:20 PM | Spaces to compliment the park and the PACE center.                                                           |
| 4/13/2018 05:38 PM | Mixed use retail to draw people to the east side of downtown                                                 |
| 4/13/2018 06:34 PM | Perfect area summer businesses and child friendly restaurants. I think a Starbucks would fit here well.      |
| 4/13/2018 06:46 PM | Would like more local retail on Main Street.                                                                 |
| 4/13/2018 06:52 PM | Small scale motel (bed and breakfast type place)                                                             |
| 4/13/2018 07:24 PM | This is a great area for more restaurants/bars/retail.                                                       |
| 4/13/2018 07:57 PM | Part of it should be parking lot to be used for the summer concert series.                                   |
| 4/13/2018 08:08 PM | More parking is needed for the library and retail if Mainstreet is made pedestrian only.                     |
| 4/13/2018 09:01 PM | Art or parking                                                                                               |
| 4/13/2018 09:45 PM | Nice ce hotel with garden and grounds suitable even for a wedding venue. Native architecture. Retreat hotel. |
| 4/13/2018 10:03 PM | I would like to see more of a downtown area with places to go. More retail for walkss                        |
| 4/13/2018 10:21 PM | A park or great outdoor space for the residents and library visitors could hang out                          |
| 4/13/2018 10:33 PM | Parking lot/garage                                                                                           |
| 4/14/2018 03:50 AM | Parking and a park                                                                                           |



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| 4/14/2018 05:59 AM | A Trader Joe's with apartments above! I lived in a building just like this in Chicago and it was great!                      |
| 4/14/2018 06:46 AM | Parks with playgrounds and picnic tables                                                                                     |
| 4/14/2018 06:52 AM | No chains. Local stuff                                                                                                       |
| 4/14/2018 07:05 AM | 4 stories with parking structure, retail on ground and residential above                                                     |
| 4/14/2018 07:35 AM | Whatever you do, please do not build a hotel anywhere on Mainstreet!<br>Please consider the infrastructure before anything e |
| 4/14/2018 07:54 AM | Same as above look at other towns like Naperville or Geneva, Illinois                                                        |
| 4/14/2018 08:13 AM | Parking.                                                                                                                     |
| 4/14/2018 08:13 AM | Parking. There isn't any parking for Main Street.                                                                            |
| 4/14/2018 08:30 AM | NOT HOTEL                                                                                                                    |
| 4/14/2018 09:19 AM | Family friendly venue                                                                                                        |
| 4/14/2018 09:58 AM | Maybe Parking as none of the ideals address this issue                                                                       |
| 4/14/2018 10:21 AM | Parker is in dire need of non-chain family friendly restaurants.                                                             |
| 4/14/2018 11:28 AM | Left open for parking, with part of the plot developed for picnic areas and recreation                                       |
| 4/14/2018 01:24 PM | Open space all natural park.                                                                                                 |
| 4/14/2018 02:53 PM | Park with picnic areas and unique playground. Something to do with horse and small wood retail buildings open to outside     |
| 4/14/2018 03:32 PM | Park                                                                                                                         |
| 4/14/2018 04:33 PM | No residential                                                                                                               |

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| 4/14/2018 06:20 PM | How about an extension of Mainstreet? More shops & american food, family-friendly restaurants like Parker Station was. |
| 4/14/2018 08:06 PM | Add additional parking lot in some of this area.                                                                       |
| 4/14/2018 08:45 PM | Parking                                                                                                                |
| 4/14/2018 10:07 PM | no chains please. something that will add to the small town charm we have now. perhaps an area for seniors.            |
| 4/15/2018 07:20 AM | Affordable concessions that support families enjoying the park and library and more parking                            |
| 4/15/2018 08:17 AM | Close to Pace Center and park, a restaurant and bar would be nice!<br>However we first need more parking!              |
| 4/15/2018 11:16 AM | or perhaps a pay parking structure since that is becoming more limited due to downtown growth.                         |
| 4/15/2018 12:08 PM | Many of us would like to see this be a park with parking. O'brien has become so crowded. Another large park is needed. |
| 4/15/2018 12:44 PM | Park and parking                                                                                                       |
| 4/15/2018 01:07 PM | It would be great to leave this open for street markets, food truck events, special event parking.                     |
| 4/15/2018 02:01 PM | Park, garden, or something without buildings. Maybe a community garden.                                                |
| 4/15/2018 03:45 PM | Children's museum                                                                                                      |
| 4/15/2018 05:09 PM | More park space with parking                                                                                           |
| 4/15/2018 08:19 PM | Overflow parking for Discovery Park/Library events and Wildflower Park                                                 |
| 4/15/2018 08:36 PM | Leave some open space, park space, no big buildings                                                                    |
| 4/15/2018 08:42 PM | Biergarten with food truck lot and outdoor lawn games                                                                  |

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| 4/16/2018 06:39 AM | More parking since so many businesses are going in                                                                       |
| 4/16/2018 08:44 AM | With the library so close, it would be nice to have a coffee bar or unique breakfast/lunch cafe/restaurant.              |
| 4/16/2018 09:22 AM | Parking                                                                                                                  |
| 4/16/2018 11:19 AM | Parking, and OPEN SPACE, or community gardens                                                                            |
| 4/16/2018 02:57 PM | More parking for the library and open space with trails and tables for picnic's.                                         |
| 4/16/2018 04:03 PM | Lot used to continue expanding the community activity area / "Merge" lot between downtown and an entertainment district. |
| 4/16/2018 04:51 PM | Park or play area.                                                                                                       |
| 4/16/2018 05:10 PM | Parking, garden and picnic area, you built a brand new library without enough parking.                                   |
| 4/16/2018 05:46 PM | Trader Joe's would be fantastic! Mod Pizza, Wahoo's Fish Taco, Corner Bakery or Shake Shack would all be great, too!     |
| 4/16/2018 06:08 PM | More parking. Big trees.                                                                                                 |
| 4/16/2018 06:16 PM | Don' build anything, we need more open space                                                                             |
| 4/16/2018 07:41 PM | Another recreation site-Indoor pool for swim lessons, as this is high demand and big need                                |
| 4/16/2018 09:31 PM | This ideally should be family focused area do a park that's unique w a type of rental for pavilions or such              |
| 4/16/2018 10:09 PM | Part parking lot / garden with sculptures                                                                                |
| 4/16/2018 10:15 PM | Courtyard style, extension of main street/pedestrian mall with boutique shops, eateries, drink places. Office 2nd level  |

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| 4/17/2018 05:55 AM | Open Green space or park                                                                                            |
| 4/17/2018 05:58 AM | A park in this area would balance the city.                                                                         |
| 4/17/2018 06:44 AM | I'd like to see more open space and not all business                                                                |
| 4/17/2018 07:13 AM | Overflow parking for the library and downtown, with some space for a park.                                          |
| 4/17/2018 07:31 AM | Not apartments. How about some green space, community garden or more parking.                                       |
| 4/17/2018 07:47 AM | An outdoor human sized game area. Checkers/chess, connect4, shuffleboard, & food trucks on the curb                 |
| 4/17/2018 08:46 AM | Please consider building underground parking for the residential units.                                             |
| 4/17/2018 09:48 AM | Expand the ice skating trail                                                                                        |
| 4/17/2018 09:50 AM | Parking is all ready to tight there. Retail or something on Mainstreet then a park with extra parking on north side |
| 4/17/2018 11:07 AM | A park for kids to play! I thought this was the original plan when Discovery and the new library were being built.  |
| 4/17/2018 11:12 AM | More park area...the "park" next door is a joke.                                                                    |
| 4/17/2018 12:27 PM | Park or outdoor area. No hotels                                                                                     |
| 4/17/2018 01:59 PM | Condos are desperately needed in Parker.                                                                            |
| 4/17/2018 02:16 PM | Extended stay type hotel to serve PACE                                                                              |
| 4/17/2018 02:43 PM | something small that wont attract a lot of cars as we live out east mainstreet                                      |

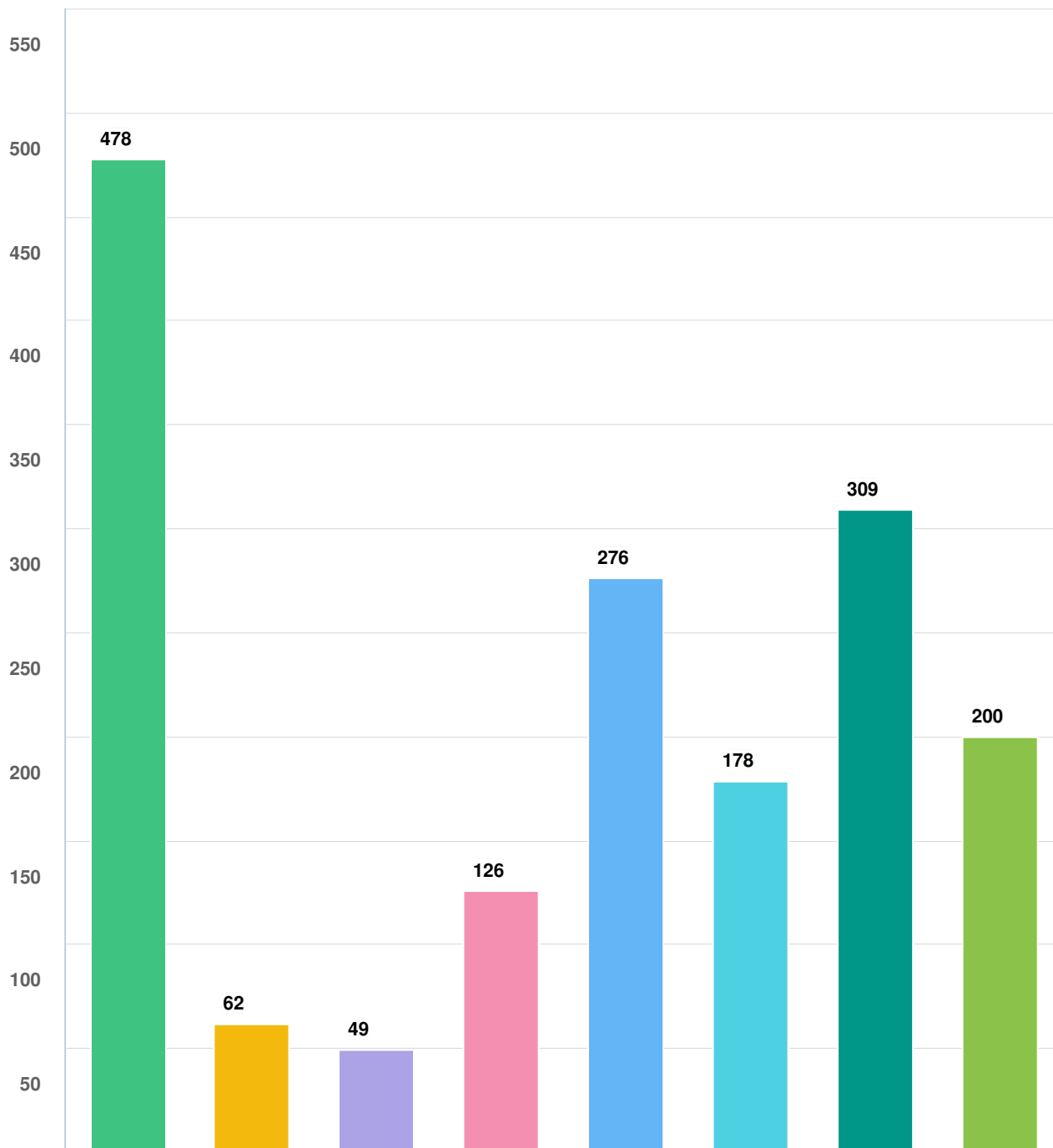
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|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/17/2018 04:00 PM | Parking..people will quit coming downtown if there is not adequate parking.                                            |
| 4/17/2018 03:23 PM | Parking needs to be convenient and available for people to spend time downtown.                                        |
| 4/17/2018 04:41 PM | at least half of this space should be made into park area, with trees planted, native plants. to preserve a nice, welc |
| 4/17/2018 04:44 PM | A space that promotes outdoor kids and family activities-skate Park, walking trails, community garden, dog park, etc   |
| 4/17/2018 05:09 PM | Hotel would be nice, since we don't really have one. However... need to evaluate demand for one.                       |
| 4/17/2018 05:19 PM | Parking for the pace and library                                                                                       |
| 4/17/2018 05:24 PM | Park area with more parking and spots for food trucks to park                                                          |
| 4/17/2018 07:03 PM | No more residential please!!!! We have enough housing growth                                                           |
| 4/17/2018 10:05 PM | As long as it is not a 1) self storage 2) apartments or 3) urgent care                                                 |
| 4/17/2018 10:18 PM | A park with pavilions that can be used for outdoor events.                                                             |
| 4/18/2018 05:08 AM | People have to live/work downtown if we want traffic into downtown businesses                                          |
| 4/18/2018 06:41 AM | Boutique hotel with insight restaurant                                                                                 |
| 4/18/2018 07:04 AM | Since this is near the library a nice park would be perfect, with picnic tables and maybe extra parking                |
| 4/18/2018 07:13 AM | skate park                                                                                                             |
| 4/18/2018 08:41 AM | Park type structures, family space                                                                                     |

|                    |                                                                                                                        |
|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/18/2018 10:38 AM | I would prefer park atmosphere                                                                                         |
| 4/18/2018 11:47 AM | Park!!!                                                                                                                |
| 4/18/2018 12:20 PM | Open space or park                                                                                                     |
| 4/18/2018 01:13 PM | More park space like what is attached to the library                                                                   |
| 4/18/2018 01:40 PM | More park/event space like at the library and concert area                                                             |
| 4/18/2018 02:32 PM | Expand Discovery Park                                                                                                  |
| 4/18/2018 03:39 PM | Dog Park                                                                                                               |
| 4/18/2018 03:43 PM | More local, family owned retail stores would be an extension of Main Street.                                           |
| 4/18/2018 04:04 PM | Stop the continual building. Parker is developed enough for now. Need a 10 year hiatus, then re-consider at that time. |
| 4/18/2018 04:50 PM | Park, garden, openspace, playground                                                                                    |
| 4/18/2018 05:32 PM | Parking lot for events                                                                                                 |
| 4/18/2018 05:40 PM | Park, recreation                                                                                                       |
| 4/18/2018 05:55 PM | Should fit with the feel of the library...would love to see another play area with unique features for the community   |

|                    |                                                                                                         |
|--------------------|---------------------------------------------------------------------------------------------------------|
| 4/18/2018 06:04 PM | Open Park area, gazebos/benches, parking for summer concerts, gardens, better splash/water play area    |
| 4/18/2018 07:26 PM | Nothing there please. Already too crowded                                                               |
| 4/18/2018 08:23 PM | Senior Living Community, Age restricted, 55+                                                            |
| 4/18/2018 08:47 PM | Keep it small!                                                                                          |
| 4/18/2018 08:57 PM | Do not build any more on Mainstreet                                                                     |
| 4/18/2018 09:19 PM | Leave it. The traffic will be atrocious. You don't need to fill EVERY bit of open space!                |
| 4/18/2018 09:45 PM | Farmer's Market here-it's blocking of mainstreet in Summer/Fall is safety concern due to road blockage- |
| 4/18/2018 10:43 PM | Open space/park/garden                                                                                  |
| 4/18/2018 11:03 PM | A nice park with lots of trees.                                                                         |
| 4/18/2018 11:29 PM | Open space! Stop building stuff we don't need!                                                          |



**PACE LOT 2 (blue) - Select the uses you would like to see on this site.**



**Question options**

- Market/Farmer's Market
 ● Mixed Use with Office - Ground floor retail with OFFICE above
 ● Mixed Use with Residential - Ground floor retail with RESIDENTIAL above
 ● Personal Services - Spa, Salon, Yoga, etc
- Restaurant
 ● Bar/Distillery/Brewery
 ● Retail - Boutiques/ Unique Shops
 ● Art Gallery or Studio

*Optional question (736 responses, 0 skipped)*

**Q6 | PACE Lot 2 (blue) - Tell us your big idea for this site**

|                    |                                                                                                                         |
|--------------------|-------------------------------------------------------------------------------------------------------------------------|
| 3/09/2018 11:43 AM | Not sure, but a permanent indoor farmers market would be cool (is there room for that)?                                 |
| 3/09/2018 12:40 PM | Some sort of "low" area, no tall buildings. Community space                                                             |
| 3/10/2018 12:00 PM | Move Farmer's Market here to free up and allow businesses to operate during it.                                         |
| 3/10/2018 02:49 PM | s/b left empty, used occasionally for pop up events-framers market, brew fest, art shows                                |
| 3/10/2018 06:22 PM | A nice restaurant with additional parking                                                                               |
| 3/10/2018 06:55 PM | This should be an extension of Mainstreet retail...think downtown Littteton. Say YES to rooftop bars!                   |
| 3/11/2018 09:17 AM | Don't to build something that blocks the view of the PACE center. Add more parking spaces or leave alone.               |
| 3/11/2018 09:47 AM | Convention center available for many uses and rental. Will bring businesses, income, tourists, and companies to Parker. |
| 3/11/2018 07:44 PM | Some place where local residents can buy local goods--support small businesses                                          |
| 3/12/2018 08:10 AM | Leave open with trees, benches and picnic tables so families can rest or eat outdoors                                   |
| 3/12/2018 09:21 AM | About time we get the farmers market off the road. Roads are for traffic, or move it to the road just south.            |
| 3/12/2018 09:25 AM | Someplace to get food and a beer before and after a show at the PACE Center.                                            |
| 3/12/2018 09:57 AM | Nothing. Leave it be.                                                                                                   |
| /12/2018 01:05 PM  | Small bar/distillery and art gallery plus some open space for a farmers market.                                         |
| 3/12/2018 05:42 PM | Culinary School & Restaurant                                                                                            |
| 3/14/2018 12:25 PM | restaurants and shops                                                                                                   |
| 3/15/2018 07:58 AM | Samme as East Main above                                                                                                |

|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/15/2018 11:23 AM | A permanent farmers market, why not?                                                                                     |
| 3/15/2018 11:38 AM | minimal development, utilize parking areas, preserve view of PACE building from Main Street                              |
| 3/15/2018 11:45 AM | DON'T OBSCURE THE BEAUTIFUL PACE CENTER! Build a garden here.                                                            |
| 3/15/2018 11:47 AM | See green and yellow comments.                                                                                           |
| 3/15/2018 11:51 AM | OPEN SPACE!!Why would you block the view of the awesome PACE center.Every other space will be built on,leave some grass! |
| 3/15/2018 11:58 AM | a part of downtown, a restaurant/brewery or a shop                                                                       |
| 3/15/2018 12:07 PM | Really don't want to lose the open space feel here. The ability to see the PACE from Main St is valuable.                |
| 3/15/2018 12:15 PM | leave as open space -- building on this site will detract from the pace Center                                           |
| 3/15/2018 12:28 PM | Parking!!!                                                                                                               |
| 3/15/2018 01:20 PM | Parker is devoid of events, places to go, and things to do for millennials/early 30s, especially those w/out kids        |
| 3/15/2018 03:25 PM | Botanical gardens with seating. Maybe a place for street vendors                                                         |
| 3/15/2018 03:32 PM | weekly covered, open market (fri-sun); open the rest of the week; restaurants and stores above; bands/bars/music/seats   |
| 3/15/2018 03:40 PM | Something small on the corner of Pine & Main. Use the rest for outdoor seating/patio/beer garden type setup              |
| 3/15/2018 03:54 PM | In keeping with the arts district, restaurant to serve PACE activities and parking.                                      |
| 3/15/2018 05:03 PM | Keep Mainstreet opened during market hours                                                                               |
| 3/15/2018 05:20 PM | Would be nice to have farmers market daily with produce and plants rather than just once a week.                         |
| 3/15/2018 06:21 PM | This site is perfect for outdoor seating and room for food trucks to line up and sell their goods. All ages can enjoy    |

|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/15/2018 07:02 PM | Small boutiques and small non-chain restaurants. Don't hide view of PACE Center!                                         |
| 3/15/2018 07:13 PM | parking below ground, farmers market above                                                                               |
| 3/15/2018 09:37 PM | Park, open space, garden                                                                                                 |
| 3/16/2018 07:28 AM | Why build a cultural /community center and then hide it behind other buildings?                                          |
| 3/16/2018 09:40 AM | bistro, coffee, restaurant, small retail                                                                                 |
| 3/16/2018 09:51 AM | Don't entirely block the view of PACE from the street: Short buildings, green space between, places to visit before show |
| 3/16/2018 06:42 PM | Something that would blend in with the Pace Center ambiance                                                              |
| 3/17/2018 11:53 AM | This could easily tie in business with Art/show/studio to coordinate with PACE -once in lot could frequent both :)       |
| 3/17/2018 12:56 PM | Please do not put up more apartments.                                                                                    |
| 3/18/2018 01:47 PM | This needs to stay more open; farmers market on west half and more parking on east side                                  |
| 3/18/2018 02:43 PM | Farmers market or pave it for parking                                                                                    |
| 3/18/2018 05:59 PM | Additional parking would be ideal here. A gallery or unique shops near the PACE center and library would also be nice.   |
| 3/18/2018 08:52 PM | You would need to insure you accommodate the traffic that this will bring!                                               |
| 3/18/2018 09:05 PM | Sufficient parking & improve roads. A "WeWork" concept above with mix use, coffee/workout/restaurant on street.          |
| 3/18/2018 09:08 PM | Nothing, too small and blocks view of pace from mainstreet                                                               |
| 3/18/2018 09:11 PM | Make this a natural cultural district, allowing local and regional artists and in particular students to showcase        |
| 3/19/2018 10:18 PM | Open space . We don't need more of anything                                                                              |
| 3/19/2018 10:27 PM | You guessed it, leave it alone!                                                                                          |

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|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 3/19/2018 11:43 PM | Whole Foods/Trader Joe's                                                                                                                      |
| 3/20/2018 03:15 AM | Parking garage , you need parking otherwise I can to denver for same hassle. This is a suburb still                                           |
| 3/20/2018 07:10 AM | Don't distract from the purpose of PACE as a community cultured place.                                                                        |
| 3/20/2018 08:26 AM | Local restaurants and bars, not chains.                                                                                                       |
| 3/20/2018 08:48 AM | this area is SO SMALL and along a busy road.... not sure what could be constructed that wouldn't take away from PACE                          |
| 3/20/2018 09:29 AM | Shops! Shops! Shops!                                                                                                                          |
| 3/20/2018 10:05 AM | need more family friendly dining options                                                                                                      |
| 3/20/2018 09:05 PM | Upscale restaurant display local art. Gallery with local artists classes. In Future weekend art festival national artists                     |
| 3/20/2018 10:54 PM | Euro style Cafes and tapas, permanent market stalls for artisans or higher end goods. Drinks and nibbles before the show                      |
| 3/21/2018 12:14 PM | I don't think anything should block PACE other than the occasional farmer's market/craft fair - temporary stuff                               |
| 3/21/2018 01:00 PM | Permanent Farmers/Outdoor market                                                                                                              |
| 3/22/2018 08:21 AM | Leave it empty. Landscape it                                                                                                                  |
| 3/22/2018 02:58 PM | Year round farmer's market with enclosure.<br><a href="http://www.centralmarketyork.com/#social">http://www.centralmarketyork.com/#social</a> |
| 3/23/2018 03:48 PM | More Parking because anything you build is going to block the sight of the PACE Center.                                                       |
| 3/24/2018 07:12 AM | Nothing. Should remain as it is.                                                                                                              |
| 3/26/2018 06:26 PM | Small-scale retail & restaurants like the shops at Lowry. This would complement PACE and improve walkability.                                 |
| 3/29/2018 10:10 AM | farmers market area with community garden spaces                                                                                              |
| 3/30/2018 09:52 AM | Is there a legal requirement to fill this space? Leave it open for now.                                                                       |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/30/2018 10:20 AM | Would prefer this space remains open or adds more parking for downtown                                                   |
| 3/30/2018 03:06 PM | Parking                                                                                                                  |
| 3/30/2018 03:18 PM | Love the farmers market idea                                                                                             |
| 3/30/2018 03:36 PM | Retain as Parking Lot.                                                                                                   |
| 3/30/2018 08:42 PM | Please don't totally block off the beautiful PACE center                                                                 |
| 3/31/2018 08:09 AM | Premier neighborhoods leave open space; we don't want to be Aurora; use for events.                                      |
| 3/31/2018 10:30 AM | Street front patio space, more parking for Pace? Tie in more with PACE                                                   |
| 3/31/2018 11:37 AM | Non of the above; considerations need to be made for additional parking unless trolley system is implemented in pink     |
| 3/31/2018 01:37 PM | Maintain significant parking capabilities to accommodate both the dev and downtown                                       |
| 4/01/2018 05:16 PM | Trader Joes or Whole Foods would be great. Parker loves healthy living & outdoors, let's have some shopping that support |
| 4/01/2018 07:03 PM | Unless there would be underground parking any building at this point would take away what little charm we have           |
| 4/02/2018 01:37 PM | Leave it open to enjoy look and feel of PACE                                                                             |
| 4/02/2018 08:21 PM | Leave as passive open space                                                                                              |
| 4/03/2018 06:22 AM | NO APARTMENTS, NO HOTEL. PARKING, PARKING, PARKING                                                                       |
| 4/03/2018 04:41 PM | Leave it the way it is. The space is too small to put something there. I like the art displays that have been there.     |
| 4/04/2018 08:17 PM | Please no more residential - too many new already. Too much traffic for the area.                                        |
| 4/05/2018 11:26 AM | Food trucks with picnic tables. Outdoor restaurants for summer/evening activities.                                       |
| 4/05/2018 01:16 PM | No apartments, residential or hotels                                                                                     |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/06/2018 02:31 PM | Parking area. Parker is in desperate need of parking spaces.                                                             |
| 4/06/2018 07:33 PM | Overall I think it's important to keep locally owned businesses in the plans and large chains out.                       |
| 4/07/2018 09:59 AM | Climbing wall                                                                                                            |
| 4/07/2018 06:55 PM | Leave it as open space or a park                                                                                         |
| 4/08/2018 10:12 AM | Park with picnic tables, Colorado wildflower gardens cared for by citizen gardeners not paid employees so no town expens |
| 4/08/2018 01:56 PM | Farmers market would be great to not block traffic                                                                       |
| 4/09/2018 09:38 AM | Extend the feel of downtown. Shops/restaurants/bars.                                                                     |
| 4/11/2018 02:33 PM | Fallen Hero's Park - tribute to veteran's, first responders. Flags evenly spaced along street, statues, paths, etc.      |
| 4/11/2018 03:37 PM | Shopping, restaurants and family friendly lifestyle area.                                                                |
| 4/11/2018 03:42 PM | Bookstore w/children story times + wine for moms! Breweries with play areas for kids!                                    |
| 4/11/2018 05:37 PM | I think Art Galleries and a restaurant would be the best use of this development!                                        |
| 4/11/2018 06:19 PM | No chains or big box stores. Small businesses and buildings with character. No strip malls                               |
| 4/11/2018 10:04 PM | with park space when not used as farmers market.                                                                         |
| 4/12/2018 12:41 PM | We need more parking downtown. Maybe a few "non chain" restaurants shops and open space, but more parking                |
| 4/12/2018 02:25 PM | a closed in farmers market that changes with the seasons would be awesome!                                               |
| 4/12/2018 02:42 PM | Make space playground                                                                                                    |
| 4/12/2018 03:04 PM | No more apartments                                                                                                       |



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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/12/2018 03:12 PM | Open space! That's such a small area, it'd be a crunch to put anything in there.                                         |
| 4/12/2018 03:24 PM | Make the pace center parking lot larger.                                                                                 |
| 4/12/2018 04:16 PM | Leave it as open space                                                                                                   |
| 4/12/2018 04:29 PM | good location for small operations, even food carts that get changed out. Something that draws foot traffic down.        |
| 4/12/2018 04:57 PM | Farmers market sounds great - not everyone has Sunday off, closing a road for workers such as mail delivery is crazy     |
| 4/12/2018 06:07 PM | I don't want anything there. Please leave it as open space.                                                              |
| 4/12/2018 06:14 PM | Open space...                                                                                                            |
| 4/12/2018 06:28 PM | That needs to remain green or open space, or even mixed in with additional parking for downtown                          |
| 4/12/2018 07:10 PM | No more hotels, apartments or residential!!                                                                              |
| 4/12/2018 07:47 PM | Farmers market with additional parking for the PACE center                                                               |
| 4/12/2018 07:50 PM | To have a year round farmers market would be unique, and bring in people from all over to shop for market goods all year |
| 4/12/2018 08:08 PM | Leave it alone!!!                                                                                                        |
| 4/12/2018 08:10 PM | No space                                                                                                                 |
| 4/12/2018 08:11 PM | Nothing needs to go there. Why are you cramming everything into every piece of land available?                           |
| 4/12/2018 08:17 PM | No more apartments!                                                                                                      |
| 4/12/2018 08:46 PM | Leave it open                                                                                                            |
| 4/12/2018 08:57 PM | Provide more unique stops within walking distance of the library, ice rink, etc. Makes whole area a family destination   |
| 4/12/2018 09:32 PM | Nothing                                                                                                                  |

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|--------------------|---------------------------------------------------------------------------------------------------------------------------|
| 4/12/2018 09:44 PM | THIS SHOULD NOT BE DEVELOPED! Continue the native landscaping and art. Why hide the amazing PACE CENTER behind a building |
| 4/12/2018 09:46 PM | Bocce ball courts and patio with snack bar or quick service restaurant +not fast food+ for refreshments.                  |
| 4/12/2018 10:14 PM | A place for benches; tables; greenery and a parking row for food trucks- make it a food truck area with lawn games        |
| 4/12/2018 10:25 PM | Co-op local artists gallery                                                                                               |
| 4/13/2018 12:09 AM | Hand crafts, startups                                                                                                     |
| 4/13/2018 06:44 AM | nothing.....                                                                                                              |
| 4/13/2018 08:01 AM | Could be a good location of a facility to have a drink before or after a show.                                            |
| 4/13/2018 08:07 AM | Visitor center and Chamber                                                                                                |
| 4/13/2018 08:16 AM | Or better yet....open space, park, trees. Enough building already.                                                        |
| 4/13/2018 08:19 AM | Year round farmers market would be great. A real farmers market. Not a bunch of random stuff being sold                   |
| 4/13/2018 08:20 AM | Farmers market                                                                                                            |
| 4/13/2018 08:24 AM | Allow this area to be dedicated to the Farmer's Market. Allow Mainstreet to remain open on weekends!                      |
| 4/13/2018 08:32 AM | It'd be great to open up Main to traffic and put the farmers market here                                                  |
| 4/13/2018 08:38 AM | No More Apartments!                                                                                                       |
| 4/13/2018 09:01 AM | Open space                                                                                                                |
| 4/13/2018 09:08 AM | How nice to meet up w/ friends before a show or after                                                                     |
| 4/13/2018 09:25 AM | Leave As Is or Horizontal use so that it does not block the view of the PACE center from Main Street.                     |
| 4/13/2018 09:39 AM | Leave as open space                                                                                                       |

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|--------------------|------------------------------------------------------------------------------------------------------------------|
| 4/13/2018 09:42 AM | At the risk of losing small town feel with massive subdivisions, Farmers market or boutiques help bring it back. |
| 4/13/2018 09:54 AM | This is an arts area so keep it as an arts area!                                                                 |
| 4/13/2018 09:59 AM | More parking for the pace center                                                                                 |
| 4/13/2018 10:00 AM | Free parking                                                                                                     |
| 4/13/2018 10:37 AM | Love the Farmer's Market idea                                                                                    |
| 4/13/2018 10:48 AM | Example: The 140 West Franklin development in Chapel Hill, North Carolina                                        |
| 4/13/2018 11:49 AM | Pottery, figure drawing, photography, open studio classes for adults                                             |
| 4/13/2018 12:11 PM | Art gallery where we can buy artwork, a gastro pub with excellent food. Something you would see in downtown.     |
| 4/13/2018 12:12 PM | Leave as open space. Traffic is already too heavy here. Adding businesses wastes Parker money.                   |
| 4/13/2018 12:22 PM | very concerned about increased traffic. This area and downtown is already very busy. Losing the small town feel  |
| 4/13/2018 01:00 PM | YOU NEED MORE PARKING                                                                                            |
| 4/13/2018 01:42 PM | Parking Lot                                                                                                      |
| 4/13/2018 02:15 PM | Parking lot                                                                                                      |
| 4/13/2018 02:44 PM | A restaurant for theater-goers would be appropriate along with some benches and seating.                         |
| 4/13/2018 02:45 PM | Park. It's actually ok to leave some areas alone. The entire town does NOT have to be paved and buildings.       |
| 4/13/2018 03:18 PM | Why do we have to fill all the land with buildings.                                                              |
| 4/13/2018 03:52 PM | No more growth in Parker. Too much growth too fast that causes overcrowding!                                     |
| 4/13/2018 04:07 PM | Open space. Stopping filling up downtown, there isn't anywhere to park for big businesses.                       |

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|--------------------|-----------------------------------------------------------------------------------------------------------------------|
| 4/13/2018 04:11 PM | How about office space with the same visibility as retail on ground floor.                                            |
| 4/13/2018 04:18 PM | Good place for farmers market - parking near by at Pace center                                                        |
| 4/13/2018 04:20 PM | Parking                                                                                                               |
| 4/13/2018 04:27 PM | Restaurant on the west end, artistic sculpture gardens on the east end with strolling paths.                          |
| 4/13/2018 04:42 PM | Enjoyed this space when it was used for outdoor concerts.                                                             |
| 4/13/2018 05:04 PM | keep new builds with charm of Parker. No ugly neon signs like the PACE Center.                                        |
| 4/13/2018 05:19 PM | Park, parking lot, Open Space                                                                                         |
| 4/13/2018 05:20 PM | Don't have one                                                                                                        |
| 4/13/2018 05:38 PM | Preferably nothing in this space, but a market on the weekends seems like a good use of the space                     |
| 4/13/2018 06:34 PM | Use this space as permanent location for Farmers Market. Stalls for vendors, heat lamps in winter & power/gas hookups |
| 4/13/2018 06:46 PM | More local restaurants please.                                                                                        |
| 4/13/2018 07:24 PM | This is a great place for anything involving restaurants or retail.                                                   |
| 4/13/2018 07:57 PM | Nothing, we need the parking for PACE and why block the PACE Center??                                                 |
| 4/13/2018 09:01 PM | Or parking                                                                                                            |
| 4/13/2018 09:45 PM | Farmers Market                                                                                                        |
| 4/13/2018 10:03 PM | Keep it the same. Else where will people park?                                                                        |
| 4/13/2018 10:21 PM | Anything family related to compliment residents here                                                                  |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/14/2018 05:59 AM | I would love a Pilates studio, or even better a healthy grab and go restaurant (i.e. smoothies, salads, matcha, etc)     |
| 4/14/2018 06:52 AM | No chains. Local stuff like the source type of place                                                                     |
| 4/14/2018 07:05 AM | This would be perfect to extend Main Street shops maybe 2-4 with retail on main, office above                            |
| 4/14/2018 07:35 AM | someplace to eat before or after attending an event at PACE                                                              |
| 4/14/2018 07:54 AM | Same as above                                                                                                            |
| 4/14/2018 08:13 AM | Leave it alone                                                                                                           |
| 4/14/2018 08:42 AM | PACe Center should not be hidden from view off main so small scale retail, parks or market is ideal.                     |
| 4/14/2018 09:19 AM | Farmers market                                                                                                           |
| 4/14/2018 10:21 AM | A permanent market would be AMAZING and would certainly make Parker a destination spot for Colorado residents nearby!    |
| 4/14/2018 11:28 AM | Just wanted to note that part of the appeal of small towns are open spaces and charm - not buildings everywhere          |
| 4/14/2018 02:53 PM | Nothing to tall here that would block view of pace                                                                       |
| 4/14/2018 03:32 PM | Parking                                                                                                                  |
| 4/14/2018 06:20 PM | I'm not a big fan of anything going in here. But if something has to, I'd say more extension of Mainstreet shops & eats. |
| 4/14/2018 07:56 PM | Restaurant                                                                                                               |
| 4/15/2018 07:20 AM | Nothing tall! Retail with sculptures. Gelato store, coffee shop, other small stores                                      |
| 4/15/2018 11:16 AM | Green space! Developing this thin strip of property between PACE Center and Main Street would be an eyesore.             |
| 4/15/2018 12:08 PM | I'd rather nothing. But ONE story would be ok. A deli would be awesome. Something for lunch.                             |

|                    |                                                                                                                        |
|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/15/2018 01:07 PM | Make this an art walk with more statues and benches and drought resistant gardens.                                     |
| 4/15/2018 02:01 PM | Nothing that's a chain, more mom and pop                                                                               |
| 4/15/2018 03:45 PM | Nothing                                                                                                                |
| 4/15/2018 05:09 PM | No chain restaurants though, or make it healthy option like Mad Greens. And parking and green space.                   |
| 4/15/2018 05:23 PM | Nothing! Leave it open space                                                                                           |
| 4/15/2018 08:36 PM | Leave some open space, park space, no big buildings                                                                    |
| 4/16/2018 02:57 PM | what would be wrong with leaving open so you see the front of PACE center.                                             |
| 4/16/2018 04:03 PM | Open space / manicured space for use for open air markets and entertainment would be ideal                             |
| 4/16/2018 05:10 PM | Enlarge the pace parking lot, there is not enough parking for big shows at the pace center                             |
| 4/16/2018 05:46 PM | Mod Pizza, Wahoo's Fish Taco, Corner Bakery or Shake Shack would be awesome!                                           |
| 4/16/2018 06:16 PM | Don' build anything, we need more open space                                                                           |
| 4/16/2018 10:09 PM | Garden/ cafe style restaurant                                                                                          |
| 4/16/2018 10:15 PM | Extension of main street with small businesses/shops, a brewery/tavern, cafes                                          |
| 4/17/2018 07:31 AM | Not a building, why would you block the view of PACE?. Green space, more parking for PACE or leave it alone.           |
| 17/2018 08:46 AM   | Have a yoga studio upstairs. I went to one downtown I would have gone every day if I didn't live so far.               |
| 4/17/2018 09:50 AM | One story maximum for everything                                                                                       |
| 4/17/2018 11:07 AM | Parking lot! There is not enough parking when there are events or farmers market. Especially if you plan on developing |
| 4/17/2018 11:12 AM | Park area with food trucks on weekends.                                                                                |

|                    |                                                                                                                       |
|--------------------|-----------------------------------------------------------------------------------------------------------------------|
| 4/17/2018 01:59 PM | one story building here-would seem strange to hide the PACE center.                                                   |
| 4/17/2018 02:16 PM | Something to serve food after shows at PACE                                                                           |
| 4/17/2018 02:43 PM | maybe just a parkig area. Parking garage possibly. we need it                                                         |
| 4/17/2018 04:00 PM | Open space to allow for festivals and picnicking                                                                      |
| 4/17/2018 03:23 PM | Open space to allow for events and picnics at this end of town.                                                       |
| 4/17/2018 04:41 PM | again, half should be landscaped, left for public                                                                     |
| 4/17/2018 04:44 PM | Parking for special events like Parker days and tree lighting                                                         |
| 4/17/2018 04:45 PM | More parking space will be needed if the town allows all these areas to be developed                                  |
| 4/17/2018 05:09 PM | Additional parking, or even a parking structure since there is already a parking lot. Could be main parking for town. |
| 4/17/2018 05:19 PM | If you want to keep building and distroying the small town feel that Parker had, at least give them a place to park.  |
| 4/17/2018 05:24 PM | Leave alone serve as a picnic area with xeriscape landscaping or more parking                                         |
| 4/17/2018 07:03 PM | No more housing!!                                                                                                     |
| 4/17/2018 10:05 PM | As long as it is not a 1) self storage 2) apartments or 3) urgent care                                                |
| 4/17/2018 10:18 PM | This is the space in front of the pace center. Don't obstruct it!                                                     |
| 4/18/2018 05:08 AM | Unique shops/market with food options.my daughter loves going to library-give an alt. To McDonald's to wa             |
| 4/18/2018 06:41 AM | None of the above. Leave open space.                                                                                  |
| 4/18/2018 07:04 AM | Multiple small galleries or studio combine                                                                            |
| 4/18/2018 07:13 AM | Since it looks close to the Pace center it needs to be unique and artsy.                                              |



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|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/18/2018 07:43 AM | Make mainstreet walkable shopping/dining (not service oriented) to attract people tourists for day trips...            |
| 4/18/2018 10:38 AM | I would HATE to see brick and mortar buildings here                                                                    |
| 4/18/2018 11:14 AM | Great space to add more art so close to PACE, visibility from Main and great extension to further the west to east     |
| 4/18/2018 12:33 PM | Fun and unique businesses to draw people to that side of Mainstreet and before/after an event at PACE                  |
| 4/18/2018 02:00 PM | A place for the PACE Center attendees to gather before/after shows                                                     |
| 4/18/2018 02:32 PM | Would love expanded farmers market                                                                                     |
| 4/18/2018 03:43 PM | A nice place to eat before or after a PACE event                                                                       |
| 4/18/2018 04:04 PM | Stop the continual building. Parker is developed enough for now. Need a 10 year hiatus, then re-consider at that time. |
| 4/18/2018 04:50 PM | Park, garden, playground, openspace                                                                                    |
| 4/18/2018 05:02 PM | Why do you want to put something in front of the PACE center?                                                          |
| 4/18/2018 05:20 PM | Open Space or Park                                                                                                     |
| 4/18/2018 05:32 PM | Parking for events                                                                                                     |
| 4/18/2018 06:04 PM | Leave it open!                                                                                                         |
| 4/18/2018 07:14 PM | Keep it as open space.                                                                                                 |
| 4/18/2018 07:26 PM | Nothing there. Already to crowded.                                                                                     |
| 4/18/2018 08:23 PM | Parking                                                                                                                |
| 4/18/2018 08:47 PM | Keep it small!                                                                                                         |

4/18/2018 08:57 PM

Stop building

4/18/2018 09:19 PM

Leave it. The traffic will be atrocious. You don't need to fill EVERY bit of open space!

4/18/2018 09:45 PM

Would love to get Farmer's Market off the main street, I can't get to church on Sundays or park at church due to

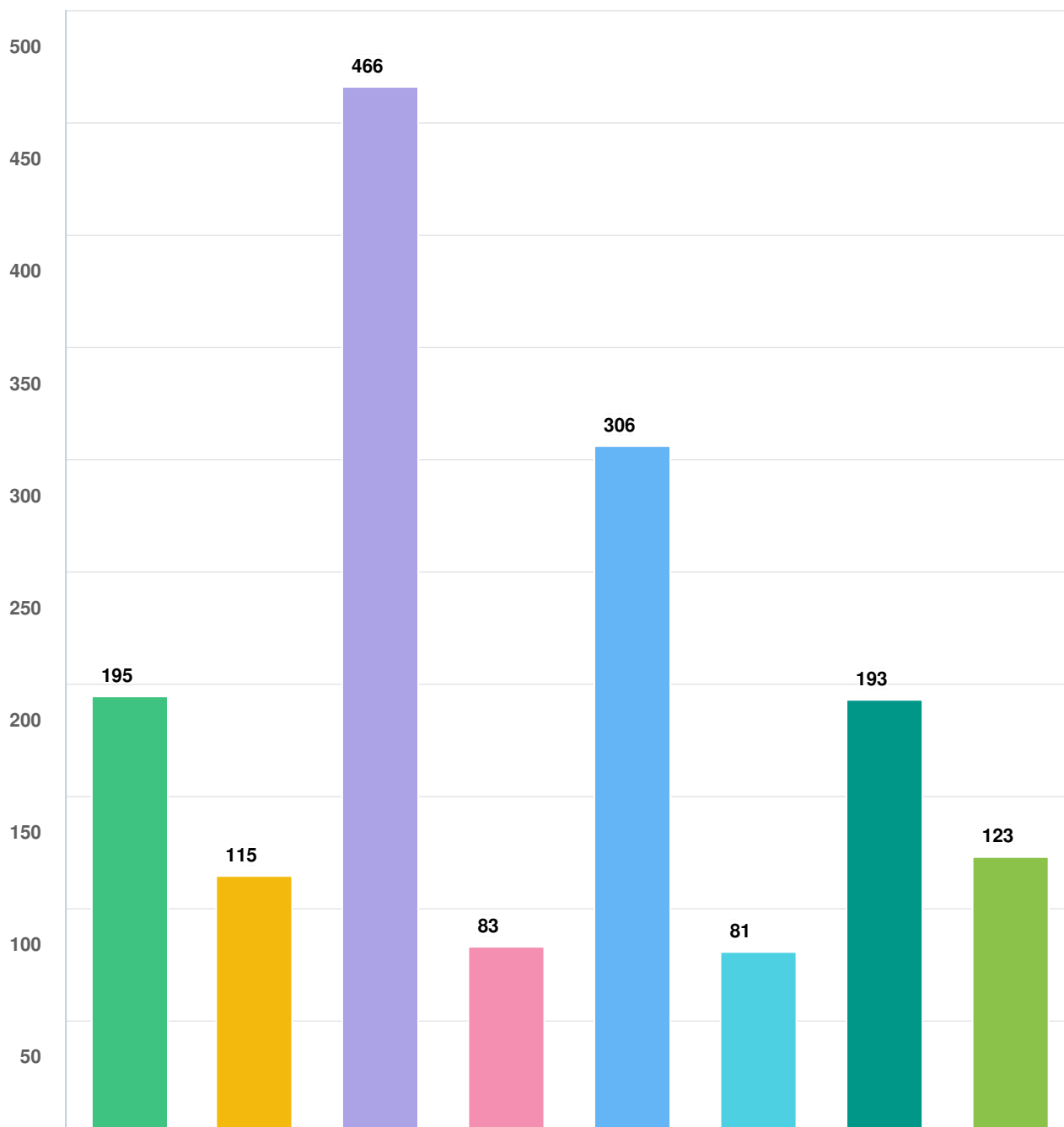
4/18/2018 10:43 PM

Open space/park/garden

4/18/2018 11:29 PM

Open space. We don't need anything!

### Pine Curve (pink) - Select the uses you would like to see on this site



#### Question options

- Education (College Campus)
- Conference Center with Hotel
- Outdoor Marketplace - shopping, food, service retail (yoga, spa, dry cleaning, hair studio, etc)
- Horizontal Mixed Use - residential and retail spread across the site
- Restaurants
- Vertical Mixed use with residential - ground floor retail with residential above
- Bar/Distillery/Brewery
- Retail - larger scale

Optional question (736 responses, 0 skipped)

**Q8 | Pine Curve (pink) - Tell us your big idea for this site**

|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/09/2018 11:43 AM | Some kind of market/grocery store. East side residents need one closer. A unique marketplace like stanley market!        |
| 3/09/2018 12:20 PM | Definitely not a college campus or conference center!                                                                    |
| 3/09/2018 12:40 PM | Recreate cute old town Parker/Main Street with housing, retail, Boutique hotel, etc                                      |
| 3/09/2018 03:52 PM | Perfect place for "collective eatery" like Avanti or Stanley Marketplace. Unique destination. Multi-vendor, all kinds.   |
| 3/10/2018 12:00 PM | When will someone build a bigger and better Senior Center???                                                             |
| 3/10/2018 02:09 PM | A one time a month flea market that is only for used, repurposed or vintage items. Use Paris Street Market on Santa Fe   |
| 3/10/2018 02:49 PM | keep it low profile or as a park                                                                                         |
| 3/10/2018 05:40 PM | Rezoned for open space park and additional free parking area.                                                            |
| 3/10/2018 06:55 PM | Think Scottsdale...not Pueblo.Think big-think Southlands Mall. Parker Botanical Gardens.                                 |
| 3/11/2018 09:17 AM | Leave it alone. Already used for overflow parking and stormwater retention.                                              |
| 3/11/2018 06:17 PM | Trader Joes!                                                                                                             |
| 3/11/2018 07:44 PM | Parker doesn't have enough hotels.                                                                                       |
| 3/12/2018 09:21 AM | Leave it as open space, if you did not want to put the police there why put anything there.                              |
| 3/12/2018 09:25 AM | Think Southlands! Outdoor retail with several food and retail options.                                                   |
| 3/12/2018 09:57 AM | This is the most important of all to me. I honestly don't want anything done here at all. Green space or parking. PLEASE |
| 3/12/2018 01:05 PM | Whole Foods as an Anchor with possibly a couple of additional small retail establishments if space is available.         |
| 3/12/2018 05:42 PM | Art & photo school with gallery, studios and gathering space                                                             |

|                    |                                                                                                                                                                                  |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3/12/2018 07:33 PM | Let's leave this a green space. Many came to Parker for it's green spaces, and now they are disappearing.                                                                        |
| 3/13/2018 05:26 AM | Whatever goes there should be small scale. I don't think it's a good spot for residential                                                                                        |
| 3/13/2018 11:01 AM | A constant occurrence and dilemma through the years has been communities trying to develop their core downtown and main                                                          |
| 3/14/2018 12:25 PM | Family friendly restaurants, brewery and shops                                                                                                                                   |
| 3/14/2018 08:53 PM | Outdoor mall! NOT A STRIP MALL! NOT A STRIP MALL! Like a smaller version of Tucson's La Encantada.                                                                               |
| 3/15/2018 07:58 AM | BOOKSTORE (like tattered cover)                                                                                                                                                  |
| 3/15/2018 11:21 AM | Old Las Vegas has a great concept with a large park in the center of a fenced in area with eateries & smaller retail                                                             |
| 3/15/2018 11:23 AM | Outdoor stage with retail and residential                                                                                                                                        |
| 3/15/2018 11:38 AM | We have enough residential already, need more restaurants and services, maybe hotel here                                                                                         |
| 3/15/2018 11:45 AM | NO MULTIFAMILY RESIDENTIAL. NO STRIP MALL. NO HEAVY TRAFFIC USE                                                                                                                  |
| 3/15/2018 11:47 AM | See green and yellow comments - NO MORE APARTMENTS!!!!                                                                                                                           |
| 3/15/2018 11:51 AM | NO grocery stores/chain stores.How about this, with a mountain/Colorado theme: <a href="http://lafayettevillageraleigh.com/about/">http://lafayettevillageraleigh.com/about/</a> |
| 3/15/2018 11:58 AM | I love the outdoor market place idea!                                                                                                                                            |
| 3/15/2018 12:07 PM | Trader Joe's, Aldi's, it would be nice to have groceries available on the East side of Main St.                                                                                  |
| 3/15/2018 12:07 PM | Parking for all of the restaurants, shops and hotel                                                                                                                              |
| 3/15/2018 12:15 PM | large town square in the center, surrounded by restaurants, eclectic shops and residential                                                                                       |
| 3/15/2018 12:28 PM | Senior Living facility                                                                                                                                                           |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/15/2018 01:20 PM | Parker needs more restaurants, grocery stores, & big name shopping                                                       |
| 3/15/2018 01:54 PM | an outdoor marketplace that respects the current open feel while retaining wildlife throughway and the view of adjacents |
| 3/15/2018 02:15 PM | Indoor Botanical Garden Park/Gathering Place w/ food and drink                                                           |
| 3/15/2018 03:25 PM | Mixed use lot for car shows, events, surrounded by small scale retail and service                                        |
| 3/15/2018 03:32 PM | pine curve - large outdoor stage and amphitheater; the grass is perfect for blankets and chairs; and mobile vendors      |
| 3/15/2018 03:40 PM | outdoor marketplace would be useful. Maybe incorporate underground parking in the area                                   |
| 3/15/2018 03:54 PM | Issue here is traffic and parking. Living in this area, too much development will destroy Parker's small town feel.      |
| 3/15/2018 04:16 PM | Drive-in theater! More open space. A large park with more creative outdoor play equipment.                               |
| 3/15/2018 05:03 PM | Keep fast food and gas station away, which can be 24hr noise. No bright lights                                           |
| 3/15/2018 05:20 PM | Not just strip mall but creative space with sitting areas and fountains like Vistas at Park Meadows                      |
| 3/15/2018 06:21 PM | or pavilions and park areas to hold Parker events, octoberfest etc overflow parking pedestrian bridge to discovery park  |
| 3/15/2018 07:02 PM | A Denver Central Market like business: large warehouse with independently owned food business and central food court.    |
| 3/15/2018 07:13 PM | streets of southglenn if we come up with an east/west road to get there                                                  |
| 3/15/2018 07:13 PM | More outdoor patios/restaurant/ outdoor stages/skate park, dog park, Christkindle market for Xmas time, October fests,   |
| 3/15/2018 07:45 PM | If my outdoor market place you mean stripmall I do NOT want that. If it is a true market place I would love that         |
| 3/15/2018 09:37 PM | Park, open space, garden                                                                                                 |
| 3/16/2018 07:28 AM | If you want pedestrian friendly places you need open plans withave sitting areas and sidewalks and no drive thru or gas  |
| 3/16/2018 09:40 AM | mixed use-office campus and residential, read small scale dtc                                                            |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/16/2018 09:51 AM | Whatever is built, keep it quiet and unobtrusive to not disturb the neighborhood or the peacefulness of the library site |
| 3/16/2018 06:42 PM | Can it be kept open? A park or something low density, small restaurants. Parker's growth means there will be a shortage  |
| 3/16/2018 07:27 PM | Small outdoor amphitheater for summer concerts                                                                           |
| 3/17/2018 11:53 AM | This end of Parker needs a gas station- I know its ugly but for all that travel this back side- there is nothing!        |
| 3/17/2018 12:56 PM | Please do not put up more apartments.                                                                                    |
| 3/17/2018 03:55 PM | Really, really, really NEED Whole Foods or Trader Joes! Tired of driving to Greenwood Village :(                         |
| 3/18/2018 01:47 PM | Active 55+ housing w/service retail in center with gardens. 55+ spend in town daily & volunteer for Pace/library/daycare |
| 3/18/2018 02:43 PM | Please don't build anything tall there!                                                                                  |
| 3/18/2018 05:59 PM | A King Soopers plus smaller retail and restaurants would be great for the residents east of downtown Parker.             |
| 3/18/2018 08:21 PM | We do not need anymore retail or residential spaces.                                                                     |
| 3/18/2018 08:52 PM | I do not want This end of Parker built on. There's too much traffic already!                                             |
| 3/18/2018 09:05 PM | No hotels/storage/ER. Whole Foods improve/widen roads-Pine Ln/Pine Dr/Ponderosa/InspirationLn & Dr. Add traffic signals. |
| 3/18/2018 09:08 PM | Trader joes                                                                                                              |
| 3/18/2018 09:11 PM | OR mixed use - indoor ice rink; gravel running/walking trails around it and transportation hub (e.g. main bus center)    |
| 3/19/2018 06:28 PM | Don't block the view of the homeowners above, however utilize the ability to have a view for a restaurant.               |
| 3/19/2018 08:44 PM | I would love to see a development similar to Stanley Marketplace.                                                        |
| 3/19/2018 09:45 PM | No hotel!                                                                                                                |
| 3/19/2018 10:15 PM | NO MORE RESIDENTIAL                                                                                                      |



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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/19/2018 10:18 PM | A park , no more hotels, retails or restaurants                                                                          |
| 3/19/2018 10:27 PM | Nada! Nothing! Especially, not any of the above choices. Horrible choices.                                               |
| 3/20/2018 06:26 AM | Public Park and overflow parking for town events (parades, parker days etc..)                                            |
| 3/20/2018 07:10 AM | Preserve Nature & Residential integrity of the area.                                                                     |
| 3/20/2018 07:33 AM | New movie theater with shopping and restaurants                                                                          |
| 3/20/2018 08:26 AM | A retail place like they have in Stapleton (The Stanley). Also, a great place for a botanical garden.                    |
| 3/20/2018 08:32 AM | Park, playground, green space, community garden.                                                                         |
| 3/20/2018 08:48 AM | I would like to keep this as storm water drainage-the town spent a LOT of money to build this, worried about storm water |
| 3/20/2018 09:29 AM | Maybe more shopping?!                                                                                                    |
| 3/20/2018 12:03 PM | a Park, we don't need to build on every inch of land that is available. Any of the above choices just add to traffic.    |
| 3/20/2018 03:32 PM | Check out a place called Stanley Market Place in Stapleton. New, retro, attracts all demographics                        |
| 3/20/2018 03:49 PM | Please consider (a) traffic control and (b) a multi-level parking garage for town use also                               |
| 3/20/2018 05:48 PM | It should not be a high volume use! That is an extremely busy corner. It doesn't need more congestion!                   |
| 3/20/2018 09:05 PM | Higher end outdoor mall. Lots of trees. Do not need another hair salon or strip mall.                                    |
| 3/20/2018 09:17 PM | Outdoor river running through area with Step Incline for Exercise                                                        |
| 3/20/2018 10:54 PM | The convention center is interesting as long as the other spaces are botanic, art or restaurant filled.                  |
| 3/21/2018 12:14 PM | Nothing that impacts the view/lifestyle/home values of Parker Vista.<br>Retail/hotel would.                              |

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|--------------------|----------------------------------------------------------------------------------------------------------------------|
| 3/21/2018 01:00 PM | Small scale hotel with space for conferences, but limited in height. No more than 3 stories, with rooftop bar.       |
| 3/21/2018 08:34 PM | It would need to be less than two stories because of the homes above It                                              |
| 3/22/2018 08:21 AM | Just no gas station or super market!!!                                                                               |
| 3/22/2018 02:58 PM | Parker location for college classes so young and older adults can expand their education.                            |
| 3/24/2018 07:12 AM | Unique shops that aren't currently in Parker. Spice shop, oil & vinegar. Parking. Buffer for homes.                  |
| 3/25/2018 04:06 PM | Keep it family friendly near library                                                                                 |
| 3/26/2018 10:39 AM | Why not add an extension of Parker recreation center in this area??                                                  |
| 3/26/2018 02:04 PM | no more apartments, dry cleaners or hair salons. it needs to be unique to draw people in.                            |
| 3/26/2018 06:26 PM | This is the only large open space near downtown, with a commanding view of town and the mountains. How about a park? |
| 3/28/2018 02:43 PM | Similar to southglen Whole Foods or Trader Joes                                                                      |
| 3/29/2018 10:10 AM | include parking behind or under and make Main pedestrian ONLY                                                        |
| 3/29/2018 12:17 PM | ACC has a small presence in Parker. Would like to see a larger educational presence.                                 |
| 3/30/2018 09:48 AM | Shopping and restaurants - not chain restaurants. we have enough of those. Two Fredgies?? Really?                    |
| 3/30/2018 09:52 AM | Is there a legal requirement to fill this space. Leave it open for now!                                              |
| 3/30/2018 10:20 AM | I would love to see a mid to high end hotel/resort destination here. Draw in big spenders                            |
| 3/30/2018 10:37 AM | Open space, Park. Take into account Givens for building restrictions provided by town to Parker Vista residences     |
| 3/30/2018 11:13 AM | Put in a whole foods and some other services (like main street southlands)                                           |
| 3/30/2018 03:06 PM | Gas station!!!                                                                                                       |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 3/30/2018 03:18 PM | Park, open space, athletic club                                                                                          |
| 3/30/2018 03:36 PM | If not market place; then make it a park                                                                                 |
| 3/30/2018 08:42 PM | This should NOT be ordinary retail, ie dry cleaner, grocery. It should be fun & special, a destination. & green setbacks |
| 3/30/2018 08:50 PM | Include open space.                                                                                                      |
| 3/31/2018 08:09 AM | Yoga, rec/community teen center& trails & dog Park; teens need healthy choices; dogs & people need outdoor community.    |
| 3/31/2018 10:30 AM | Businesses that would help existing residents in area...but not businesses that would ADD traffic. Gas station, grocery  |
| 3/31/2018 11:37 AM | Verticle should be retail on bottom; offices / co-working space in middle then residential on top for views              |
| 3/31/2018 01:37 PM | Something like Belmar, new Superior or newish Longmont                                                                   |
| 4/01/2018 05:36 PM | TRADER JOE's Please!! Please!!                                                                                           |
| 4/01/2018 07:03 PM | Don't want any building but OUTDOOR marketplace would my reluctant choice                                                |
| 4/02/2018 08:08 AM | Ice rink for skating and hockey                                                                                          |
| 4/02/2018 01:37 PM | Traffic at that corner is already a mess... don't add high traffic needs                                                 |
| 4/02/2018 08:21 PM | Lease as passive and active open space NO COMMERCIAL OF STRUCURES                                                        |
| 4/02/2018 10:37 PM | King Soopers                                                                                                             |
| 4/03/2018 06:22 AM | NO APARTMENTS, NO HOTEL. PARKING, PARKING, PARKING                                                                       |
| 4/03/2018 07:21 AM | Outdoor Marketplace - shopping, food, service retail (yoga, spa, dry cleaning, hair studio, etc)                         |
| 4/03/2018 09:00 AM | A walking shop area would be awesome there.                                                                              |
| 4/04/2018 08:17 PM | Please no hotel (!) or more residential. Too much traffic for the area already. See answer for yellow above              |

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|--------------------|---------------------------------------------------------------------------------------------------------------------------|
| 4/04/2018 09:30 PM | Please no more apartments, no more low income housing. Less concrete, more grass, flowers, trees, beautiful spaces        |
| 4/05/2018 11:26 AM | Outdoor fitness area with Rock climbing wall, different structures - ropes course with various workouts                   |
| 4/05/2018 01:16 PM | No apartments, residential or hotels                                                                                      |
| 4/06/2018 02:31 PM | Needed for overflow parking at Discovery Park concerts last summer. Please keep. Maybe a summer festival.                 |
| 4/06/2018 07:06 PM | Something like Stanley Marketplace.                                                                                       |
| 4/06/2018 07:33 PM | This area has a ton of room and could serve a lot of needs.                                                               |
| 4/07/2018 09:59 AM | Paved walking trails with exercise stations, handicapped accessible, ping pong tables, basketball                         |
| 4/08/2018 10:12 AM | Park with picnic tables and Colorado wildflower gardens cared for by citizen gardeners not paid employees so no town \$\$ |
| 4/08/2018 01:56 PM | Park area/Outdoor patio restaunt seating/la peep breakfast place/dog hotel                                                |
| 4/09/2018 09:38 AM | Concerned about accessibility for Conv. Centr. Whatever ends up here - relocate Farmers Market to here and not Main St.   |
| 4/09/2018 01:25 PM | Why not make it into a city park with a man made lake, picnic tables and trees. It is right across from the Library       |
| 4/11/2018 11:15 AM | Get some of the fun stuff off Main Street which is so busy and spread the fun stuff aroun. Make Main Street a destinatio  |
| 4/11/2018 02:33 PM | Outdoor mall with residential. Condos preferred - increase ownership within downtown                                      |
| 4/11/2018 03:37 PM | Shopping, restaurants and family friendly lifestyle area.                                                                 |
| 4/11/2018 05:37 PM | Trader Joe's                                                                                                              |
| 4/11/2018 06:19 PM | No chains or big box stores. Small businesses and buildings with character. No strip malls                                |
| 4/11/2018 08:45 PM | I think a small campus would great.                                                                                       |
| 4/11/2018 10:04 PM | limit height to 1 story and keep small town feel with central square and maybe a fountain or art                          |

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|--------------------|-----------------------------------------------------------------------------------------------------------------------|
| 4/11/2018 11:32 PM | No hotel                                                                                                              |
| 4/12/2018 12:41 PM | We need more parking downtown. Maybe a few "non chain" restaurants shops and open space, but more parking             |
| 4/12/2018 03:04 PM | No more apartments or storage units                                                                                   |
| 4/12/2018 03:23 PM | Please NO HOTELS and NO MORE HOUSING. It's a good area for retail and food and stores. Parking lot would be fine too  |
| 4/12/2018 03:24 PM | Leave it empty, leave it empty!!                                                                                      |
| 4/12/2018 03:51 PM | Parking garage would be nice for all the events held downtown                                                         |
| 4/12/2018 04:16 PM | Leave it as open space                                                                                                |
| 4/12/2018 04:29 PM | Good location for Townhomes.                                                                                          |
| 4/12/2018 04:36 PM | Big enough space for 500 people high school prom                                                                      |
| 4/12/2018 04:39 PM | Need something that pull people all the way down the street. Maybe hotel, outdoor dining and shopping, college campus |
| 4/12/2018 04:44 PM | Whole Foods or Trader Joe's would be my top pick!                                                                     |
| 4/12/2018 04:52 PM | A CCCS campus would be awesome!                                                                                       |
| 4/12/2018 04:56 PM | Open space/park/recreation area.                                                                                      |
| 4/12/2018 04:57 PM | Love the idea of a Southlands mall with patios for dining                                                             |
| 4/12/2018 05:14 PM | Park                                                                                                                  |
| 4/12/2018 05:54 PM | Please make it local business, no big chains or grocery stores                                                        |
| 4/12/2018 05:59 PM | No place for a Hotel, parking and egress issues                                                                       |
| 4/12/2018 06:07 PM | I don't want anything there-- please leave it as open space. This space more than all 3 others should be left alone.  |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/12/2018 07:10 PM | More night life and restaurants, like Austin Texas and San Antonio! No more chains, houses/apartments or hotels          |
| 4/12/2018 07:17 PM | Concerned about traffic                                                                                                  |
| 4/12/2018 07:40 PM | Park with a pond, or high quality (i.e., brick, stone, steel construction - not wood frame), 55+, dog-free townhomes     |
| 4/12/2018 07:50 PM | I think it would be amazing to turn this into affordable senior housing.                                                 |
| 4/12/2018 07:51 PM | Gas station                                                                                                              |
| 4/12/2018 08:10 PM | Large Park. Lake. Outdoor space.                                                                                         |
| 4/12/2018 08:11 PM | All These options are awful. Where are resident supposed to park for all these community events that you want to have.   |
| 4/12/2018 08:17 PM | Keep parker small! No more apartments. No hotels or campus. Where will we all park for parker days? Leave some open land |
| 4/12/2018 08:41 PM | Don't build anything. No more building, please.                                                                          |
| 4/12/2018 08:46 PM | No gas station. No hotel. Useful but not disruptive to the adjacent neighborhood                                         |
| 4/12/2018 08:57 PM | Attractive outdoor area to supplement existing recreation and shopping, and maybe to provide additional housing          |
| 4/12/2018 09:19 PM | Trader Joe's or other grocery and WE NEED A GAS STATION HERE                                                             |
| 4/12/2018 09:32 PM | Something that doesn't create a great deal of traffic                                                                    |
| 4/12/2018 09:44 PM | Must be small but cozy and enhance art/Park/family feel of Parker. THIS AREA DOES NOT NEED BIG DEVELOPMENT               |
| 4/12/2018 10:14 PM | Trader Joe's- that is all.                                                                                               |
| 4/12/2018 10:20 PM | Like the castle rock outlets stores all placed on the outside and parking in the middle with a variety of everything.    |
| 4/12/2018 10:35 PM | Park, dog park                                                                                                           |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/12/2018 10:44 PM | A food hall/marketplace like the source, Stanley, Avanti or zeppelin, Denver Central Market.                             |
| 4/12/2018 11:53 PM | Outdoor shopping/restaurant/bars similar to Old Town Fort Collins                                                        |
| 4/13/2018 12:09 AM | DTC feel, underground parking.                                                                                           |
| 4/13/2018 07:53 AM | Bowling alley, movie theater                                                                                             |
| 4/13/2018 07:56 AM | Trader Joe's!!!!                                                                                                         |
| 4/13/2018 08:01 AM | With downtown so near a hotel could be a perfect addition. An education campus was a close second.                       |
| 4/13/2018 08:07 AM | Visitor center and Chamber                                                                                               |
| 4/13/2018 08:14 AM | Trader Joe's, good food...                                                                                               |
| 4/13/2018 08:16 AM | Open space, park, trees. Enough building already.                                                                        |
| 4/13/2018 08:17 AM | None! Enjoy having open space across from me!                                                                            |
| 4/13/2018 08:19 AM | In consideration of the people who live there, a college campus would be the quietest. Offer community ed classes!       |
| 4/13/2018 08:20 AM | Nothing multi level                                                                                                      |
| 4/13/2018 08:24 AM | Provide independent senior living in a ranch style gated community with 1 story small retail option near street.         |
| 4/13/2018 08:32 AM | A setup like Southlands would be cool with a walking street, or indoor vendor market                                     |
| 4/13/2018 08:35 AM | Would love to see a bunch specialty boutiques. Address pine traffic concerns first!!!                                    |
| 4/13/2018 08:38 AM | No More Apartments!                                                                                                      |
| 4/13/2018 09:01 AM | Open space                                                                                                               |
| 4/13/2018 09:08 AM | NO RESIDENTIAL too crowded now. Small business shops and cafe style w/ natural landscaping & cafe style eatery NO MODERN |



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|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/13/2018 09:16 AM | Open Green space                                                                                                         |
| 4/13/2018 09:25 AM | 1)Park and Rec Facility with a x-large Indoor Pool. 2)Outdoor botanic garden with art exhibits (Art in the Garden Park)  |
| 4/13/2018 09:31 AM | Possibly a large space where people can rent out a spot to work on their craft. For instance, rentable art space.        |
| 4/13/2018 09:42 AM | A college campus with sought after programs (dental hygiene, nursing, tech) would be beneficial for growth. no retail    |
| 4/13/2018 09:54 AM | I would love to see a Trader Joe's in this area- a unique grocery store. NO RESIDENTIAL!                                 |
| 4/13/2018 10:00 AM | Gas station                                                                                                              |
| 4/13/2018 10:13 AM | How about a big playground similar to Centennial Park.                                                                   |
| 4/13/2018 10:37 AM | Open space/park with outdoor art/sculptures (like Seattle's sculpture garden) - please, no more strip mall retail!       |
| 4/13/2018 10:48 AM | Parking for downtown event overflow enmeshed with a central plaza/park and amphitheatre for outdoor concerts and events. |
| 4/13/2018 11:24 AM | Use as outdoor event and fairground space.                                                                               |
| 4/13/2018 11:53 AM | Open space                                                                                                               |
| 4/13/2018 11:54 AM | Whole Foods!!!                                                                                                           |
| 4/13/2018 12:11 PM | outdoor market where there's an are for our dogs. Big dog town nowhere to go and enjoy a day with our furry kids.        |
| 4/13/2018 12:12 PM | Leave as open space. Traffic is already too heavy here. Adding businesses wastes Parker money.                           |
| 4/13/2018 12:22 PM | No gass station. Would like to see most of the site be open space, such as a park. Traffic in this area is already bad   |
| 4/13/2018 02:02 PM | Leave it alone, there is way too much traffic in this area already.                                                      |
| 4/13/2018 02:15 PM | Parking lot                                                                                                              |
| 4/13/2018 02:44 PM | A nice park with some mature trees and walking paths.                                                                    |

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|                    |                                                                                                                       |
|--------------------|-----------------------------------------------------------------------------------------------------------------------|
| 4/13/2018 03:10 PM | No more apartments or big box stores                                                                                  |
| 4/13/2018 03:18 PM | Can it stay empty. Tired of the big buildings. Parker us getting too greedy.                                          |
| 4/13/2018 03:52 PM | No more growth in Parker. Too much growth too fast that causes overcrowding!                                          |
| 4/13/2018 04:07 PM | No to big business, espeically not a hotel. That idea didn't work last time either.                                   |
| 4/13/2018 04:11 PM | How about office space with the same visibility as retail on ground floor.                                            |
| 4/13/2018 04:18 PM | NO Hotel or large business or gas station. Traffic a real problem use some of area for downtown parking.              |
| 4/13/2018 04:20 PM | Park, including parking                                                                                               |
| 4/13/2018 04:21 PM | Can you please bring in something other than chain restaurants or fast food? Parker sorely lacking. Boring eats here. |
| 4/13/2018 04:27 PM | Small charming buildings with a park-like atmosphere between and surrounding.                                         |
| 4/13/2018 04:31 PM | None of the above: leave it as open space or create a park/playground.                                                |
| 4/13/2018 04:33 PM | Parking for downtown                                                                                                  |
| 4/13/2018 04:42 PM | Please no more tall condos. Could it be another Fiddler's Green concert area? Outdoor-indoor market area with cafes.  |
| 4/13/2018 04:53 PM | More greenspace or perhaps some sort of sports venue. Definitely outdoor space and not buildings.                     |
| 4/13/2018 05:04 PM | Quiet spot beside neighborhoods. No retail traffic nightmares for residents to the east.                              |
| 4/13/2018 05:19 PM | OPEN SPACE                                                                                                            |
| 4/13/2018 05:20 PM | Space similar to The Happy Canyon Center in Castle Rock                                                               |
| 4/13/2018 05:38 PM | Restaurants and shopping, assuming ample parking                                                                      |
| 4/13/2018 06:34 PM | A great place for a mix used college campus for CSU, CU Boulder and other Higher Eds. Mix use though.                 |

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|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/13/2018 06:46 PM | Would love this. Let's do less housing on Main Street and more fun stuff.                                                |
| 4/13/2018 06:52 PM | Leave undeveloped. Outdoor stage for festivals surrounded by farmer's market, dog and playground/park for family use     |
| 4/13/2018 07:24 PM | This is an awesome area for more restaurants and small retail. Make it unique and local.                                 |
| 4/13/2018 08:08 PM | Parking with a cool pedestrian bridge over Pine drive.                                                                   |
| 4/13/2018 08:31 PM | Trader Joe's                                                                                                             |
| 4/13/2018 09:01 PM | Please no more residential                                                                                               |
| 4/13/2018 09:45 PM | Water feature. Use Union Station as a model. Mixed use. Lake? Park. Botanical garden. Retain Parker's uniqueness         |
| 4/13/2018 10:03 PM | Some parking. I live too far to walk to this area. Plus there are no sidewalks on Pine going north. What about shuttles? |
| 4/13/2018 10:21 PM | Focus on the outdoor and beauty of the deer and other animals around here to bring families out                          |
| 4/14/2018 05:59 AM | I love the idea of an outdoor marketplace but only if it was filled with small businesses, no more raisin Cain's/chipolt |
| 4/14/2018 06:37 AM | Combination of the Stanley marketplace in Stapleton with some walking trails for people/dogs.                            |
| 4/14/2018 06:52 AM | No chains. Local stuff                                                                                                   |
| 4/14/2018 07:05 AM | Outdoor marketplace like south lands on a smaller scale, 2 story buildings, parking, restaurants, Trader Joe's, office   |
| 4/14/2018 07:35 AM | Open space, park, trails. Keep Parker a place where people can have that small town feel. I saw thus happen with Aurora. |
| 4/14/2018 07:54 AM | You need something to draw folks in like a college campus or convention center                                           |
| 4/14/2018 08:13 AM | No vertical building                                                                                                     |
| 4/14/2018 08:13 AM | Green Space mixed with the above options. Make sure to have parking                                                      |

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|                    |                                                                                                                        |
|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/14/2018 08:42 AM | That site right now is used for parking for big events so I would like to see ample parking with build out             |
| 4/14/2018 09:19 AM | Combination of outdoor marketplace with locally owned restaurants                                                      |
| 4/14/2018 10:21 AM | Students bring a certain vibrancy to a town that nothing can beat! This would be wonderful for Parker!                 |
| 4/14/2018 10:39 AM | PARK OR OPEN SPACE!                                                                                                    |
| 4/14/2018 11:28 AM | One of our last big open spaces! Trails for biking/walking or community gardening or a park would be lovely.           |
| 4/14/2018 01:03 PM | Stanley market type year round farmers market, sustainable marketplaces to include zero waste grocery                  |
| 4/14/2018 02:39 PM | Farmers market so Mainstreet doesn't need to close every weekend                                                       |
| 4/14/2018 02:53 PM | Boutique hotel, not chain, w/ restaurant and big deck overlooking downtown and mountains. Not modern                   |
| 4/14/2018 04:33 PM | Small scall nothing big. We have too many apts and residential. Office space                                           |
| 4/14/2018 06:20 PM | No larger scale anything! Outdoor marketplace would be great!                                                          |
| 4/14/2018 06:25 PM | Something still small . Would not like to see a gas station or big name grocery store etc.                             |
| 4/14/2018 08:06 PM | No more storage, hotels and apartments. Parker is overloaded with this now.                                            |
| 4/14/2018 09:25 PM | park & green space                                                                                                     |
| 4/14/2018 10:07 PM | keep as open space.                                                                                                    |
| 4/15/2018 07:20 AM | Permanent outdoor concert venue with adequate parking                                                                  |
| 4/15/2018 08:00 AM | Open space, trails, nature                                                                                             |
| 4/15/2018 11:16 AM | Unique places similar to places found on Main St Breckenridge (ie Park and Main Quality Food, Peak-A-Boo Toys)         |
| 4/15/2018 12:08 PM | A park, skating area, something great for kids/tweens. Don't need a massive thing. Think of the people that live there |

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|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/15/2018 02:01 PM | Nothing big box should be along Main Street to keep the small town feel. Like olde town Littleton area.                  |
| 4/15/2018 03:45 PM | A park                                                                                                                   |
| 4/15/2018 05:09 PM | Park space or some kind of indoor outdoor space                                                                          |
| 4/15/2018 05:22 PM | No apartments or chain fast food. A beautiful park with water features is my vote                                        |
| 4/15/2018 08:36 PM | Prefer to use this as open space for the residents and families. No big buildings. The town used tax money to buy this.  |
| 4/16/2018 02:34 AM | As our young families grow, let's give them options to keep them in Parker. That's all I can say in this amount of space |
| 4/16/2018 06:39 AM | Open space                                                                                                               |
| 4/16/2018 08:23 AM | Outdoor land preservation, picnic tables, flowers, trees, slide similar to flea Market                                   |
| 4/16/2018 08:44 AM | In town nature trail loop park w/ lots of trees/shrubs/plants specific to our region. Benches for reading and relaxing.  |
| 4/16/2018 09:22 AM | Park!!! Outdoor area                                                                                                     |
| 4/16/2018 02:11 PM | NOTHING! Leave that space alone. You don't need to develop every free space there is.                                    |
| 4/16/2018 02:57 PM | That is a bad area to put in retail,POOR trafic flow.                                                                    |
| 4/16/2018 03:04 PM | Make it a public park                                                                                                    |
| 4/16/2018 04:03 PM | Entertainment zone! Open air market, Outdoor concert venue, Addl parking for downtown activities                         |
| 4/16/2018 05:10 PM | What are you going to do for Parker days when you take away this parking?                                                |
| 4/16/2018 05:46 PM | College Campus, Trader Joe's, Barnes & Noble, Mod Pizza, Wahoo's, Corner Bakery, Fuddrucker's, and/or Skate City!        |
| 4/16/2018 06:08 PM | Please, whatever you do, provide ample parking!!!                                                                        |
| 4/16/2018 06:14 PM | Park area with a Trader Joe's possibly. No more King Soopers!!!                                                          |

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|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/16/2018 06:16 PM | Don' build anything, we need more open space                                                                             |
| 4/16/2018 07:41 PM | Outdoor mall with play structures for kids- like Southlands, or dine in movie theater                                    |
| 4/16/2018 07:50 PM | I'd love for it to stay as open space                                                                                    |
| 4/16/2018 10:15 PM | RESTAURANTS! small and national chains, trader joes, mixed retail                                                        |
| 4/17/2018 12:54 AM | No option for parking I would like to see additional parking for existing business in DT so existing/new biz can thrive  |
| 4/17/2018 05:55 AM | Nothing, there is not enough road capacity for the people who live in that area, it would cause too much congestion      |
| 4/17/2018 05:58 AM | Park with trails. I love the openness of this area. There are too many houses and condos/apts being shoved in            |
| 4/17/2018 07:06 AM | I like keeping the shops and restaurants on Mainstreet and then a large draw like a campus or conference center on Pine  |
| 4/17/2018 07:30 AM | We need more parks and open space, this is perfect land for a park. Main Street should be end capped by parks.           |
| 4/17/2018 07:31 AM | NOT retail. What would you do with the stormwater impoundment that this site is used for already???                      |
| 4/17/2018 07:47 AM | Please put a gas station here!                                                                                           |
| 4/17/2018 08:46 AM | Have a community garden on half the land, offer classes for Parker residents to learn about gardening &volunteer there.  |
| 4/17/2018 09:50 AM | Grocery store surrounded by outdoor small scale retail and restaurants                                                   |
| 4/17/2018 11:07 AM | NO MORE MULTI FAMILY HOMES ON MAIN ST. YOURE NUTS IF YOU THINK MAIN AND PINE CAN HANDLE ALL THOSE ADDITIONAL RESIDENTS!! |
| 4/17/2018 11:12 AM | Parking lot and bridge for access to mainstreet. The farmers market is outgrowing the downtown space.                    |
| 4/17/2018 01:59 PM | A grocery store would be great there-just make it beautiful and not too tall- other retail to compliment.                |
| 4/17/2018 02:16 PM | 3 or 4 retail shops and a couple restaurants with area for farmers market                                                |
| 4/17/2018 02:43 PM | Not sure what to answer to this... going to get really congested there. we live out east mainstreet. only 2 ways out.    |

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|                    |                                                                                                                         |
|--------------------|-------------------------------------------------------------------------------------------------------------------------|
| 4/17/2018 02:43 PM | out east mainstreet. only 2 ways out.                                                                                   |
| 4/17/2018 04:00 PM | The library draws people to educational events..more space and opportunity to learn.                                    |
| 4/17/2018 03:23 PM | The library offers classes now but more educational events could attract people.                                        |
| 4/17/2018 04:44 PM | Something cool, hip, trendy, like Stanley Marketplace Stapleton                                                         |
| 4/17/2018 04:45 PM | Why do developers have any say in this survey? They are only in it to get richer & our small town feel will be gone.    |
| 4/17/2018 05:09 PM | Lot of space here. Could be used to add more services to the town, if demand is there. Really like outdoor marketplace. |
| 4/17/2018 05:24 PM | Nature center like the Butterfly Pavilion with surrounding outdoor walk areas and extra parking for downtown events.    |
| 4/17/2018 06:16 PM | Small businesses only, no large retail. Something unique with outdoor space please                                      |
| 4/17/2018 06:33 PM | Please no gas stations or apartments                                                                                    |
| 4/17/2018 08:49 PM | Open air theatre, community park and garden                                                                             |
| 4/17/2018 10:05 PM | As long as it is not a 1) self storage 2) apartments or 3) urgent care                                                  |
| 4/18/2018 05:08 AM | HOCKEY RINK                                                                                                             |
| 4/18/2018 07:04 AM | Indoor/outdoor Shopping/ small restaurants/ entertainment square / music                                                |
| 4/18/2018 07:13 AM | Parker doesn't need anymore apartments to make traffic even worse. Unique shopping mixed with restaurants would be nice |
| 4/18/2018 07:43 AM | Make mainstreet the "outdoor market place" NOT this area.                                                               |
| 4/18/2018 08:27 AM | Could be indoor as well similar to Stanley Marketplace in Stapleton                                                     |
| 4/18/2018 08:32 AM | I would love to see the house on the hill turned into a restaurant. I would also like to see a small gas station mart   |
| 4/18/2018 09:49 AM | Prefer to keep as open space                                                                                            |

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|                    |                                                                                                                        |
|--------------------|------------------------------------------------------------------------------------------------------------------------|
| 4/18/2018 10:37 AM | I think a bowling alley. There is not a lot for kids to do in Parker.                                                  |
| 4/18/2018 10:38 AM | If you have ever been to Sanibel island Florida - the "strip mall" areas include a central park and green space- nice  |
| 4/18/2018 11:14 AM | Roads wont support conference/hotel, residential with boutique shops on level would be wonderful                       |
| 4/18/2018 11:49 AM | A place for kids to have good clean fun is desperately needed! A place parents can bring kids of multiple ages!        |
| 4/18/2018 12:33 PM | A smaller grocery store such as Sprouts or small King Soopers, etc., gas station, another Park/playground              |
| 4/18/2018 01:40 PM | Gathering space similar to what they have in castle rock on 3rd--smaller shops, restaurants and such                   |
| 4/18/2018 02:32 PM | Trader Joe's! Otherwise a park (but I know that's unlikely and doesn't make money for the city)                        |
| 4/18/2018 03:39 PM | Open Space- Park                                                                                                       |
| 4/18/2018 03:43 PM | Another extention of Main Street. No hotel or big box. Arts/crafts/market/up scale bar/some apartments                 |
| 4/18/2018 04:04 PM | Stop the continual building. Parker is developed enough for now. Need a 10 year hiatus, then re-consider at that time. |
| 4/18/2018 04:15 PM | A park! Leave it open space. If it's not open space, where will the overflow parking be for events like Parker Days?   |
| 4/18/2018 04:50 PM | Park, playground, garden,openspace                                                                                     |
| 4/18/2018 04:51 PM | NO LARGE BUILDINGS of ANY kind!                                                                                        |
| 4/18/2018 04:54 PM | Traffic a nightmare, keep our town small!!!!                                                                           |
| 4/18/2018 05:02 PM | extremely low profile!!!!                                                                                              |
| 4/18/2018 05:32 PM | Open space with parking and an open space park area                                                                    |
| 4/18/2018 06:04 PM | Open space!!! Stop filling every square inch of Parker with condos, apartments, and fast food!!                        |
| 4/18/2018 07:14 PM | I'd prefer this to stay open space, or public space (picnicking area, playground, etc).                                |



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|                    |                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------|
| 4/18/2018 07:26 PM | Please noting here. Already busy enough around that corner.                                                              |
| 4/18/2018 08:23 PM | Retail including big box retail, hotel, residential (including MF, SF, Senior Living, assisted living, memory care, etc) |
| 4/18/2018 08:39 PM | Leave some space for gardens and nature among the buildings                                                              |
| 4/18/2018 08:47 PM | We need more small town market feel                                                                                      |
| 4/18/2018 08:57 PM | Again stop the building sick of it!                                                                                      |
| 4/18/2018 09:19 PM | Leave it. The traffic will be atrocious. You don't need to fill EVERY bit of open space!                                 |
| 4/18/2018 09:33 PM | Keep the quaint feel of down town in this large space. Maybe an outdoor walking mall like southlands                     |
| 4/18/2018 09:45 PM | All are unacceptable, but would be nice to have a park-tennis courts, other activities for adults                        |
| 4/18/2018 10:43 PM | Open space/park/garden                                                                                                   |
| 4/18/2018 11:03 PM | A big park. Lot's of trees.                                                                                              |
| 4/18/2018 11:29 PM | OPEN SPACE!!!!!! Stop with the building and over population!                                                             |
| 4/18/2018 11:45 PM | Why not a park or continue to have it open space?                                                                        |

## ENGAGEMENT TOOL: SURVEY TOOL

How appropriately do you feel the designs for the following fit in Downtown Parker?

VISITORS 1180

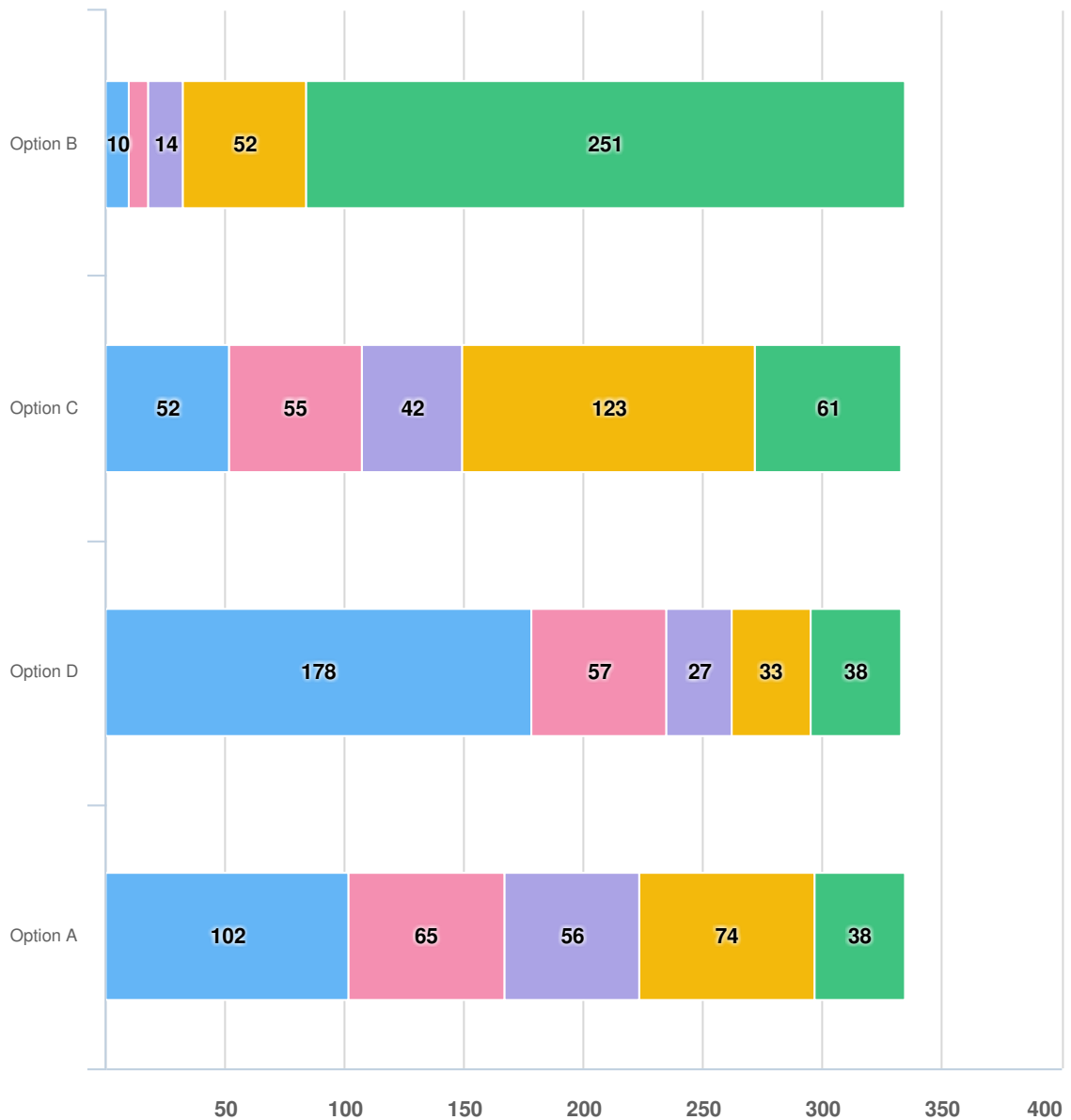
CONTRIBUTORS 342

CONTRIBUTIONS 342

Q1 Use Type: Mixed Use Retail Ground Floor with Office Above (All Sites)



### Use Type: Mixed Use Retail Ground Floor with Office Above (All Sites)



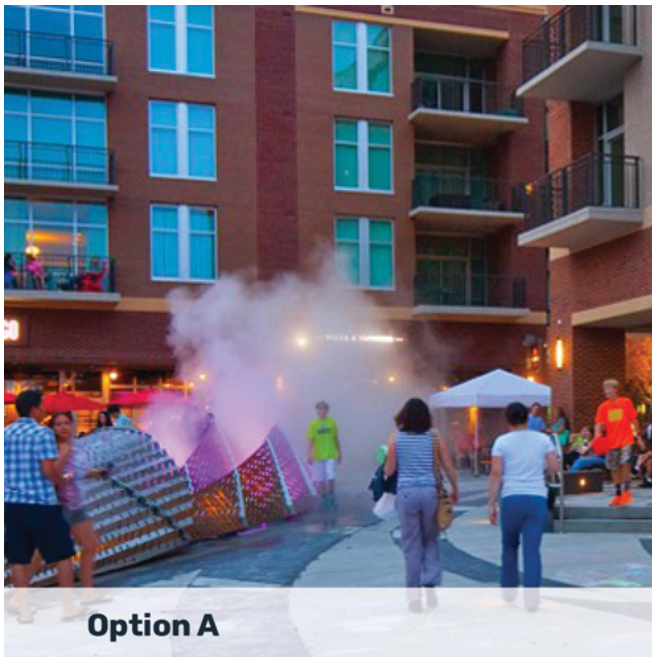
#### Question options

- Very Appropriate for Mainstreet
- Somewhat Appropriate for Mainstreet
- Neutral
- Somewhat Inappropriate for Mainstreet
- Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)



**Q2 Use Type: Mixed-Used Residential - Retail/Office Ground Floor with Residential Above (All Sites)**



**Option A**



**Option B**

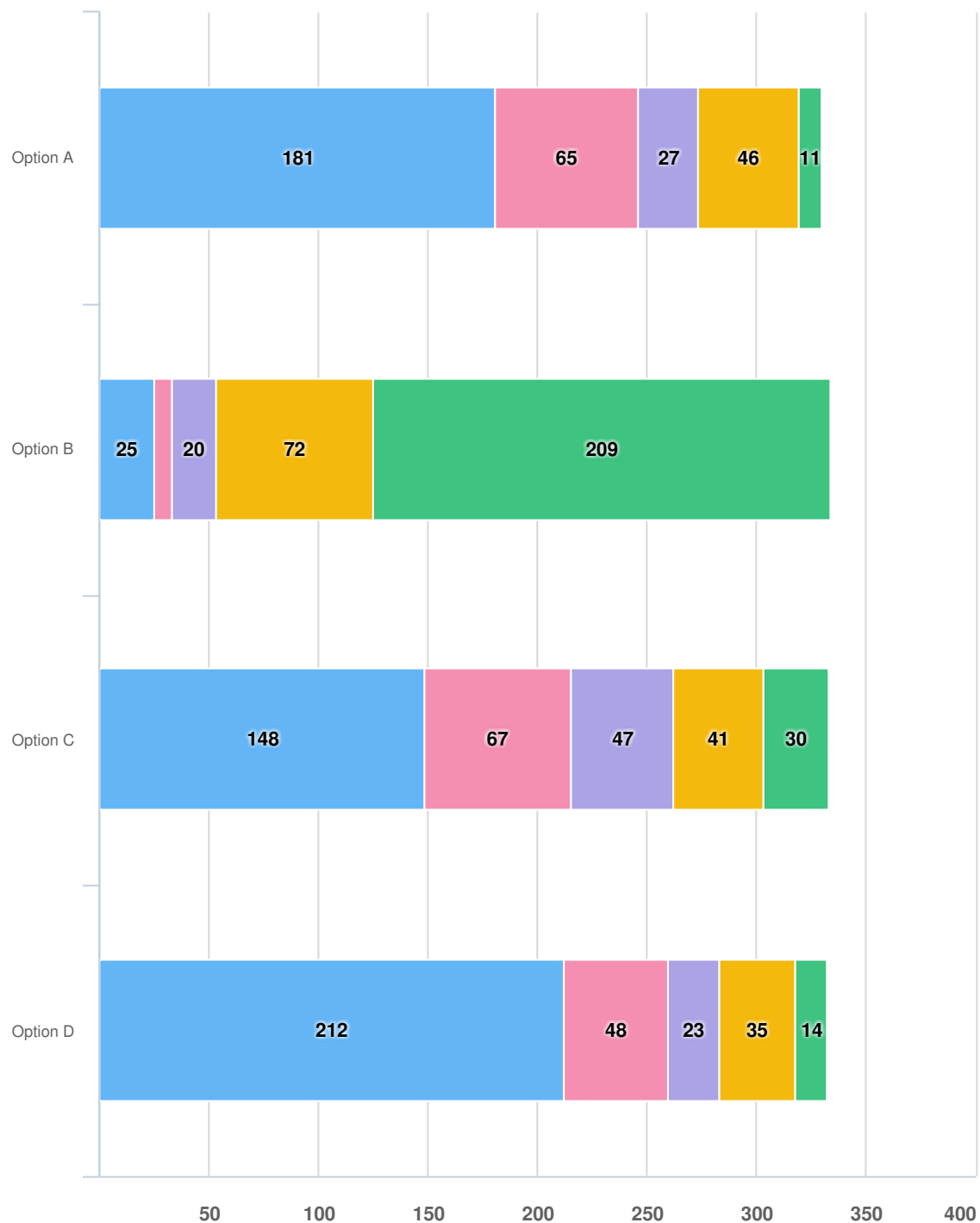


**Option C**



**Option D**

Use Type: Mixed-Used Residential - Retail/Office Ground Floor with Residential Above  
(All Sites)



Question options

- Very Appropriate for Mainstreet
- Somewhat Appropriate for Mainstreet
- Neutral
- Somewhat Inappropriate for Mainstreet
- Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)



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**Q3 Use Type: Restaurant**



**Option A**



**Option B**



**Option C**



**Option D**

## Use Type: Restaurant



### Question options

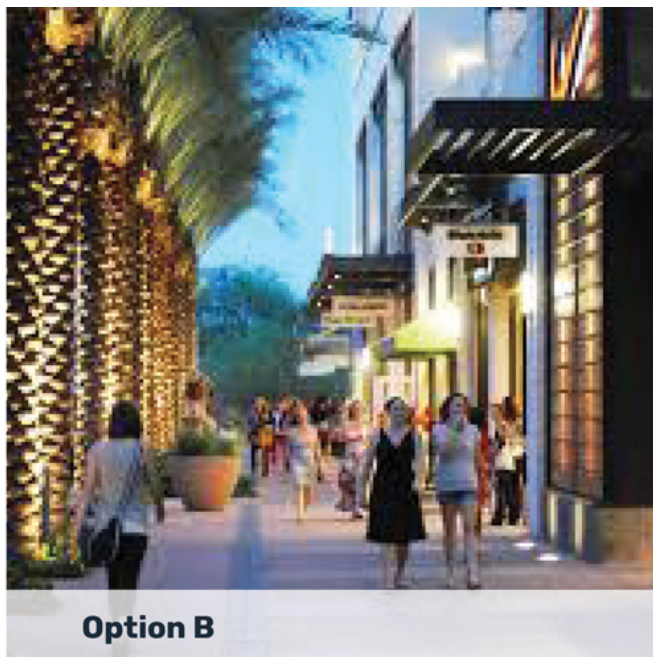
- Very Appropriate for Mainstreet
- Somewhat Appropriate for Mainstreet
- Neutral
- Somewhat Inappropriate for Mainstreet
- Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)



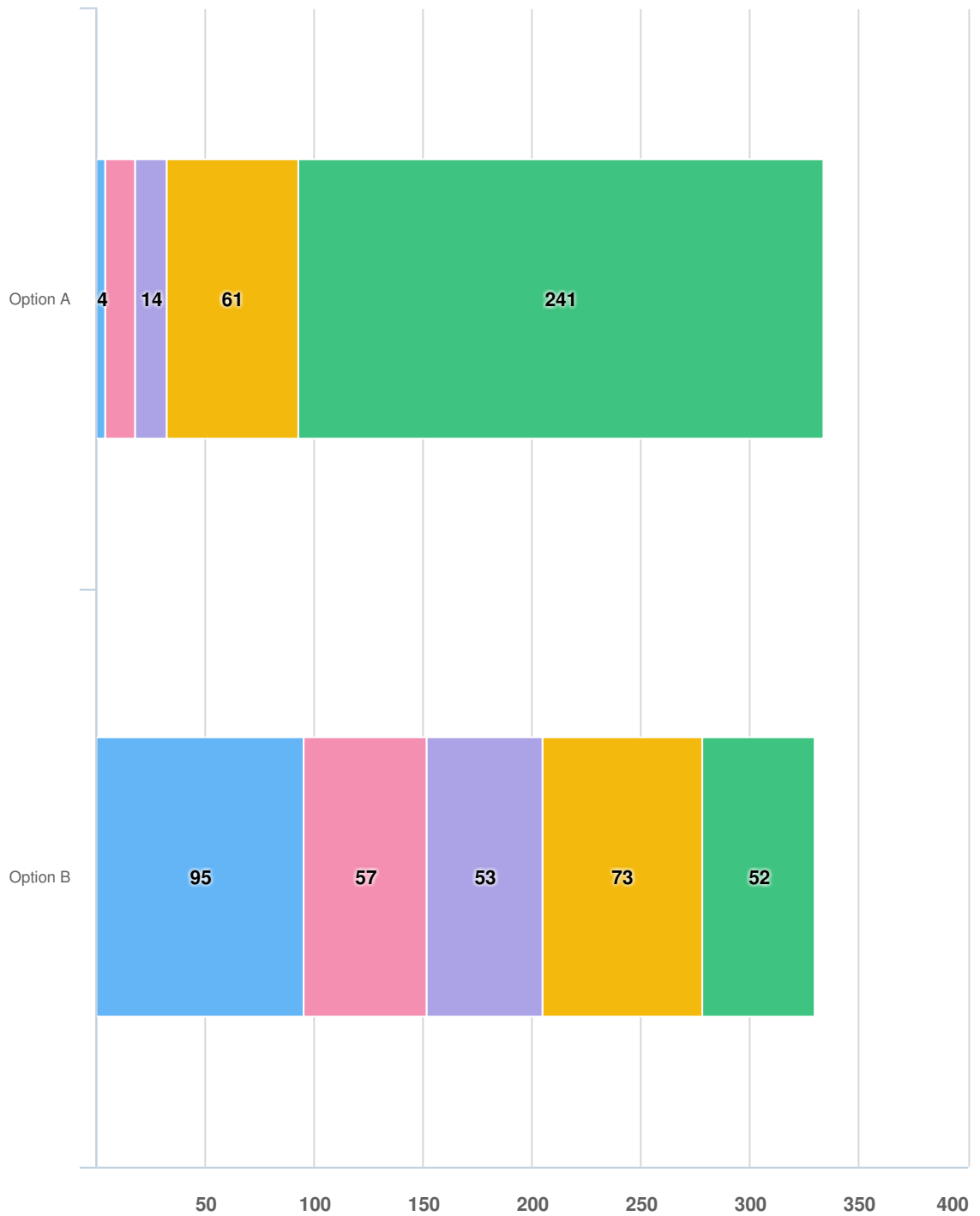
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**Q4 Use Type: Boutique/Small Retail (All Sites)**





### Use Type: Boutique/Small Retail (All Sites)

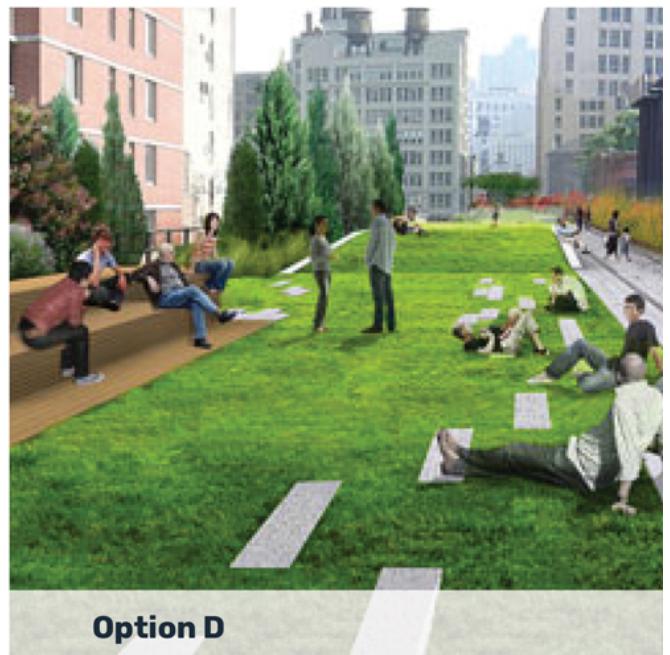
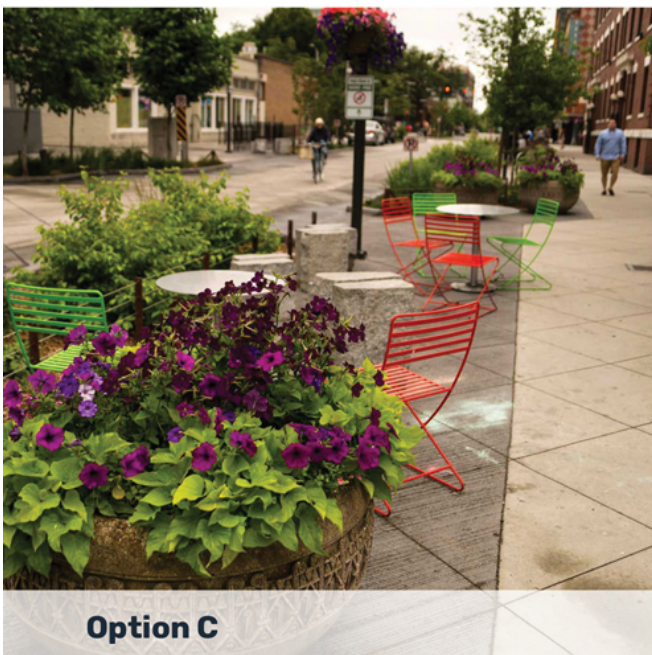


#### Question options

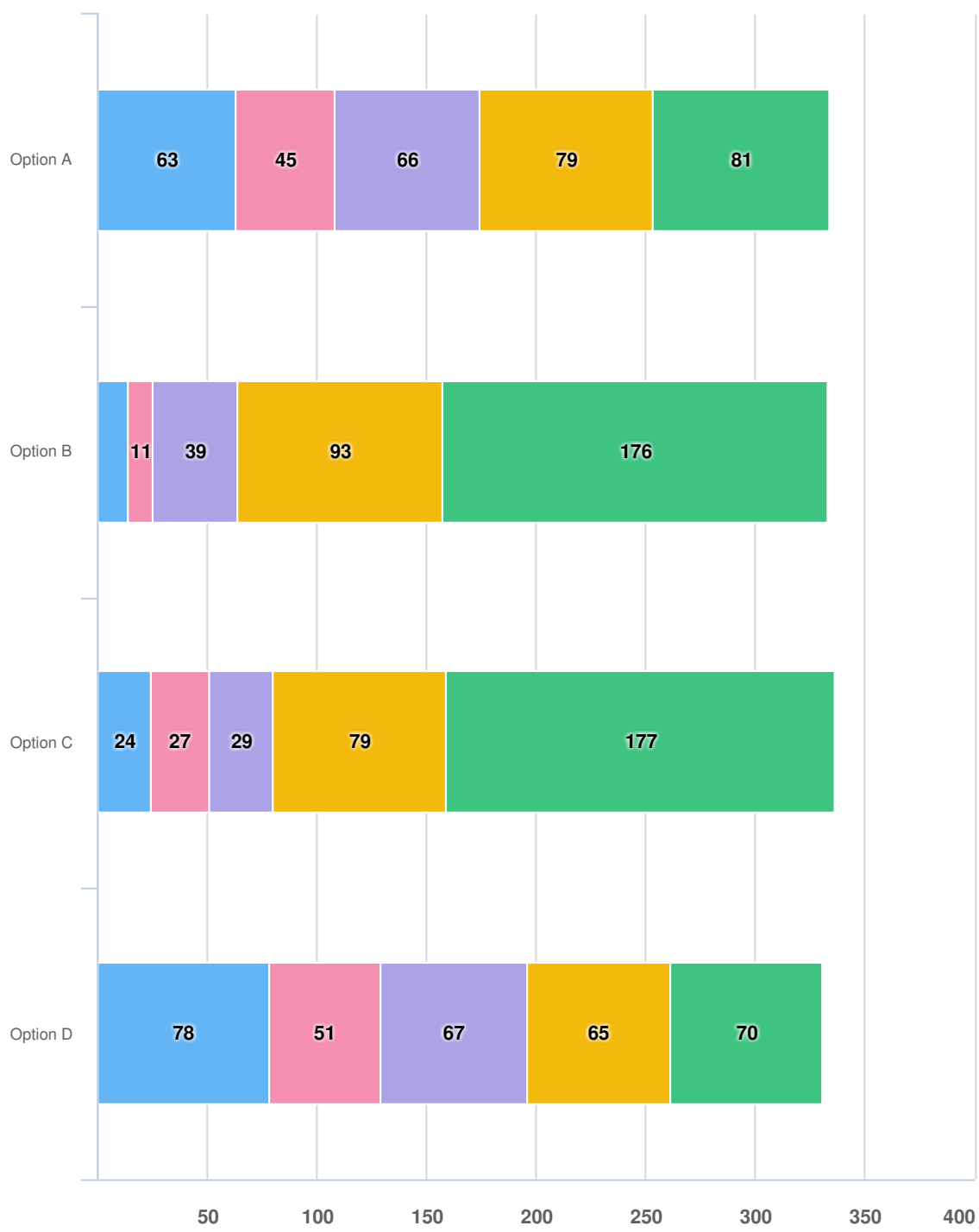
- Very Appropriate for Mainstreet
- Somewhat Appropriate for Mainstreet
- Neutral
- Somewhat Inappropriate for Mainstreet
- Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)

**Q5 Use Type: Park/Green Space (All Sites)**



Use Type: Park/Green Space (All Sites)



Question options

- Very Appropriate for Mainstreet
- Somewhat Appropriate for Mainstreet
- Neutral
- Somewhat Inappropriate for Mainstreet
- Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)



**Q6 Use Type: Small or Shared Office Space (for PACE Lot 2)**



**Option A**



**Option B**



**Option C**



**Option D**

## Use Type: Small or Shared Office Space (for PACE Lot 2)



### Question options

- Very Appropriate for Mainstreet
 ● Somewhat Appropriate for Mainstreet
 ● Neutral
 ● Somewhat Inappropriate for Mainstreet
 ● Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)



**Q7 Use Type: Market/Farmer's Market (For PACE Lot 2)**



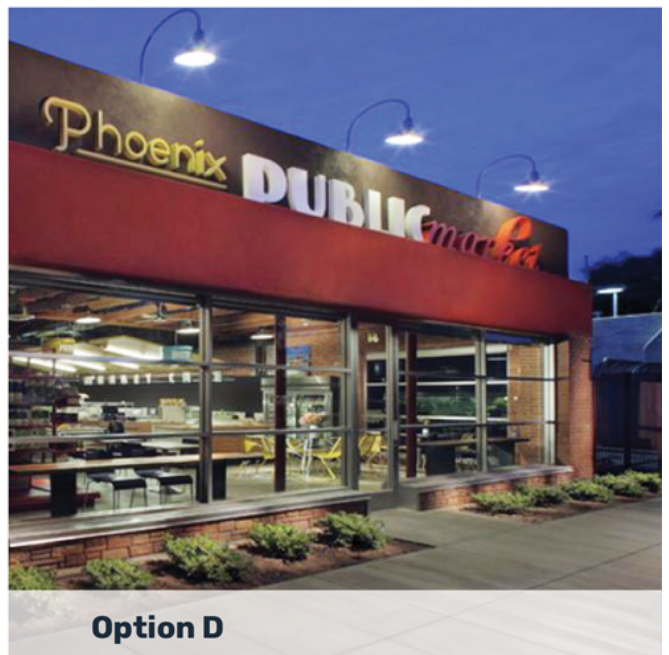
**Option A**



**Option B**

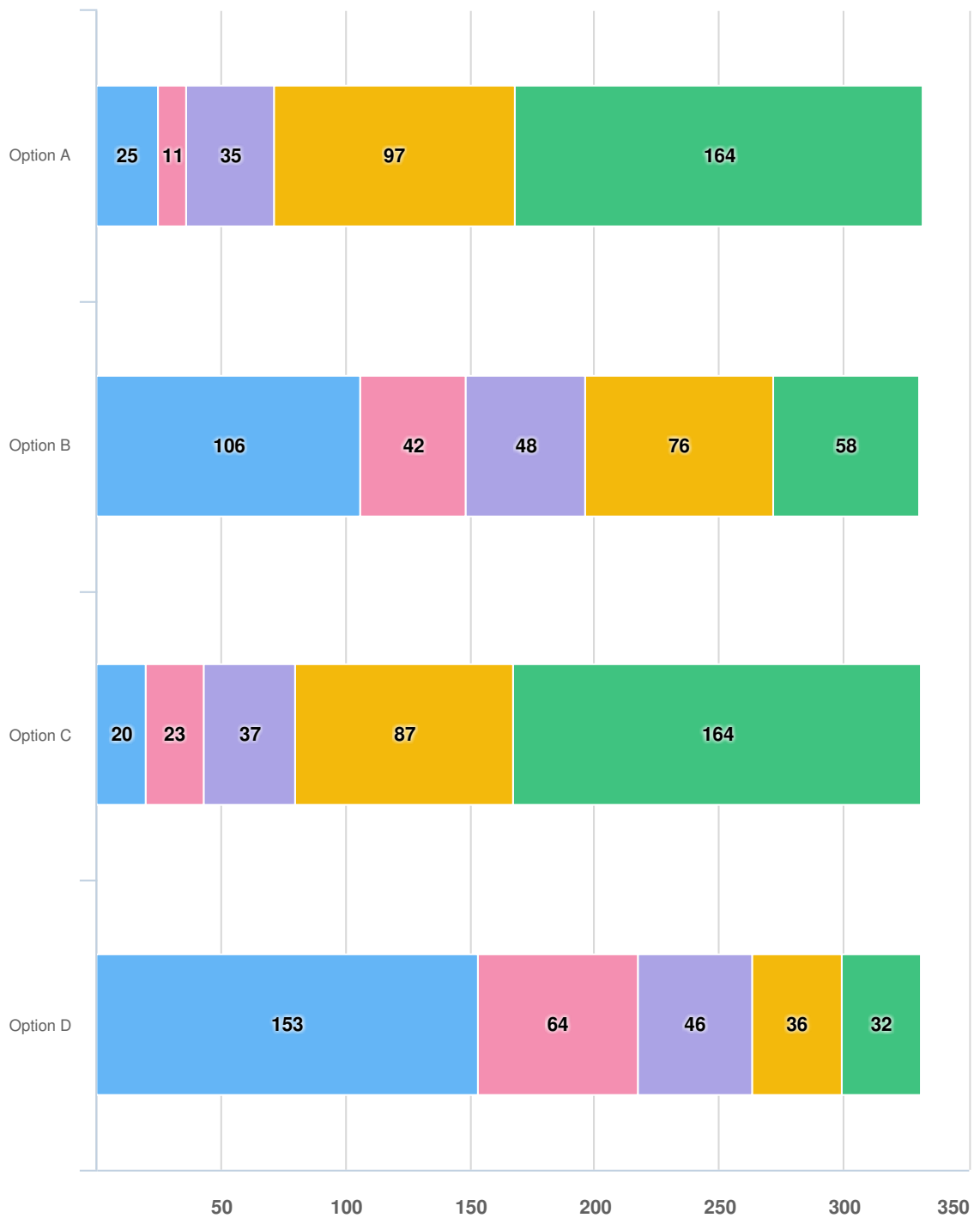


**Option C**



**Option D**

### Use Type: Market/Farmer's Market (For PACE Lot 2)



#### Question options

- Very Appropriate for Mainstreet
 ● Somewhat Appropriate for Mainstreet
 ● Neutral
- Somewhat Inappropriate for Mainstreet
 ● Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)



**Q8 Use type: Outdoor Marketplace/Shopping Center (For Pine Curve)**



**Option A**



**Option B**

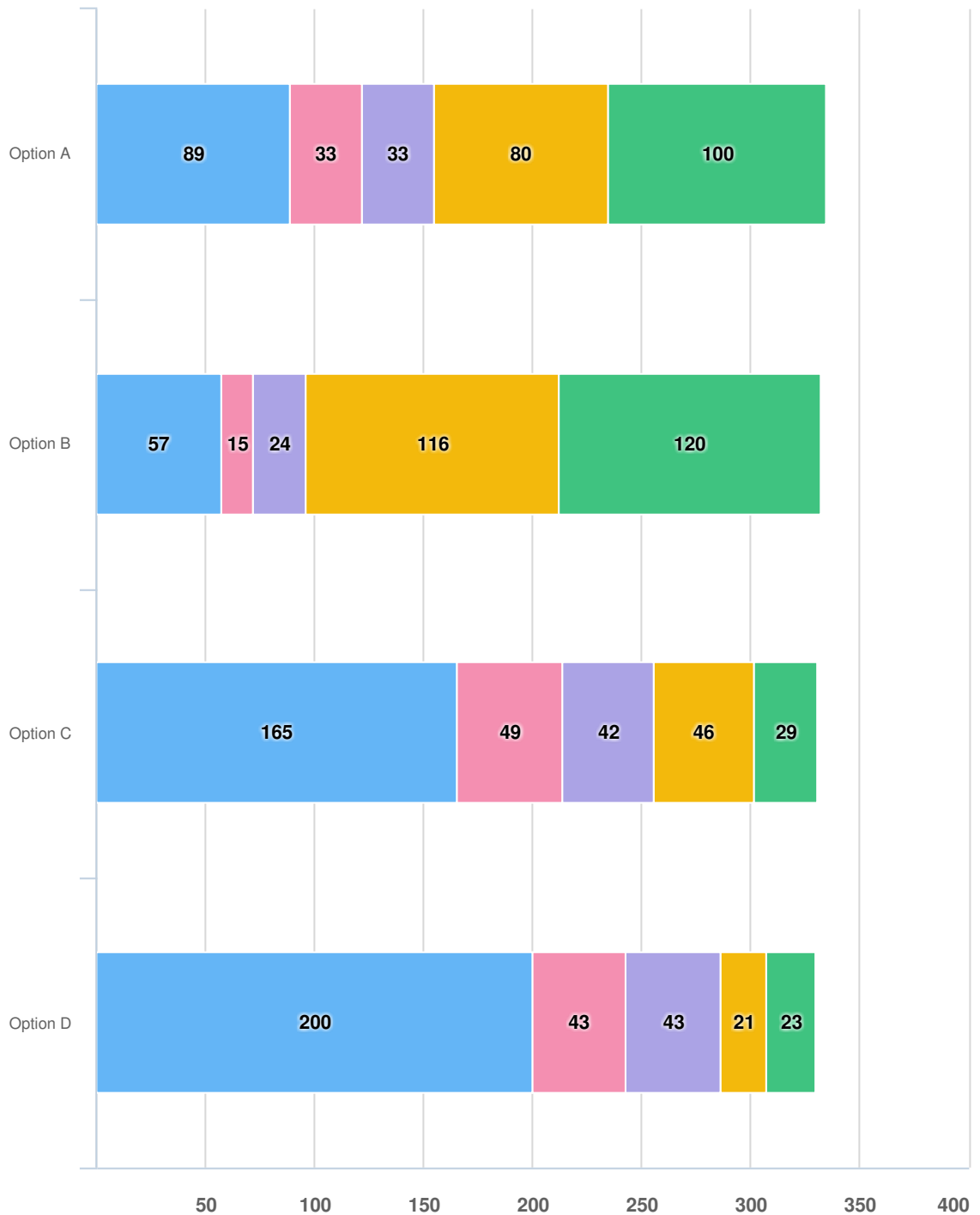


**Option C**



**Option D**

### Use type: Outdoor Marketplace/Shopping Center (For Pine Curve)



#### Question options

- Very Appropriate for Mainstreet
- Somewhat Appropriate for Mainstreet
- Neutral
- Somewhat Inappropriate for Mainstreet
- Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)



**Q9 Use Type: Courtyard/Plaza (For Pine Curve)**



**Option A**



**Option B**

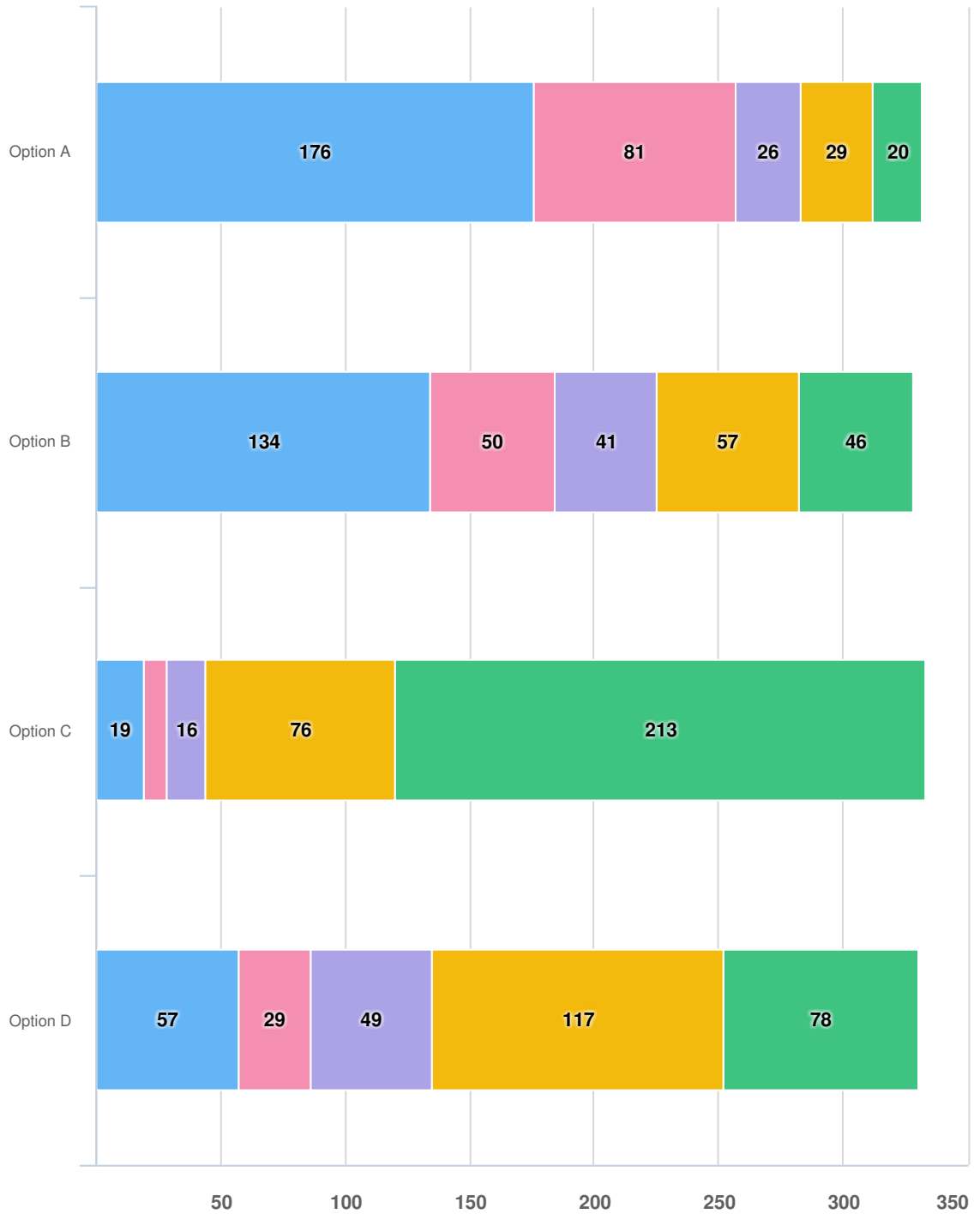


**Option C**



**Option D**

### Use Type: Courtyard/Plaza (For Pine Curve)

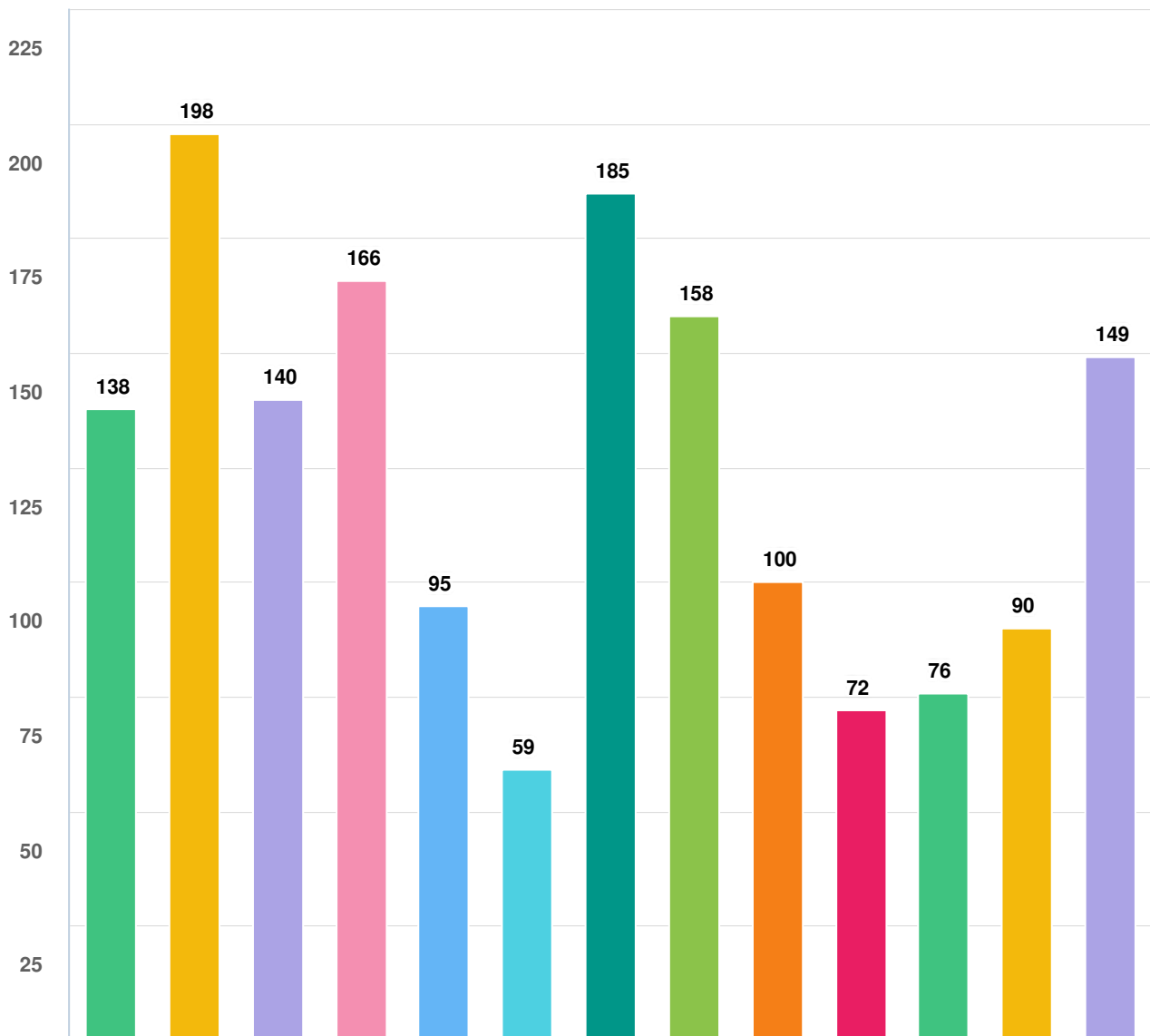


#### Question options

- Very Appropriate for Mainstreet
- Somewhat Appropriate for Mainstreet
- Neutral
- Somewhat Inappropriate for Mainstreet
- Very Inappropriate for Mainstreet

Optional question (342 responses, 0 skipped)

10. If you have visited downtown Littleton, what elements of the downtown do you like?

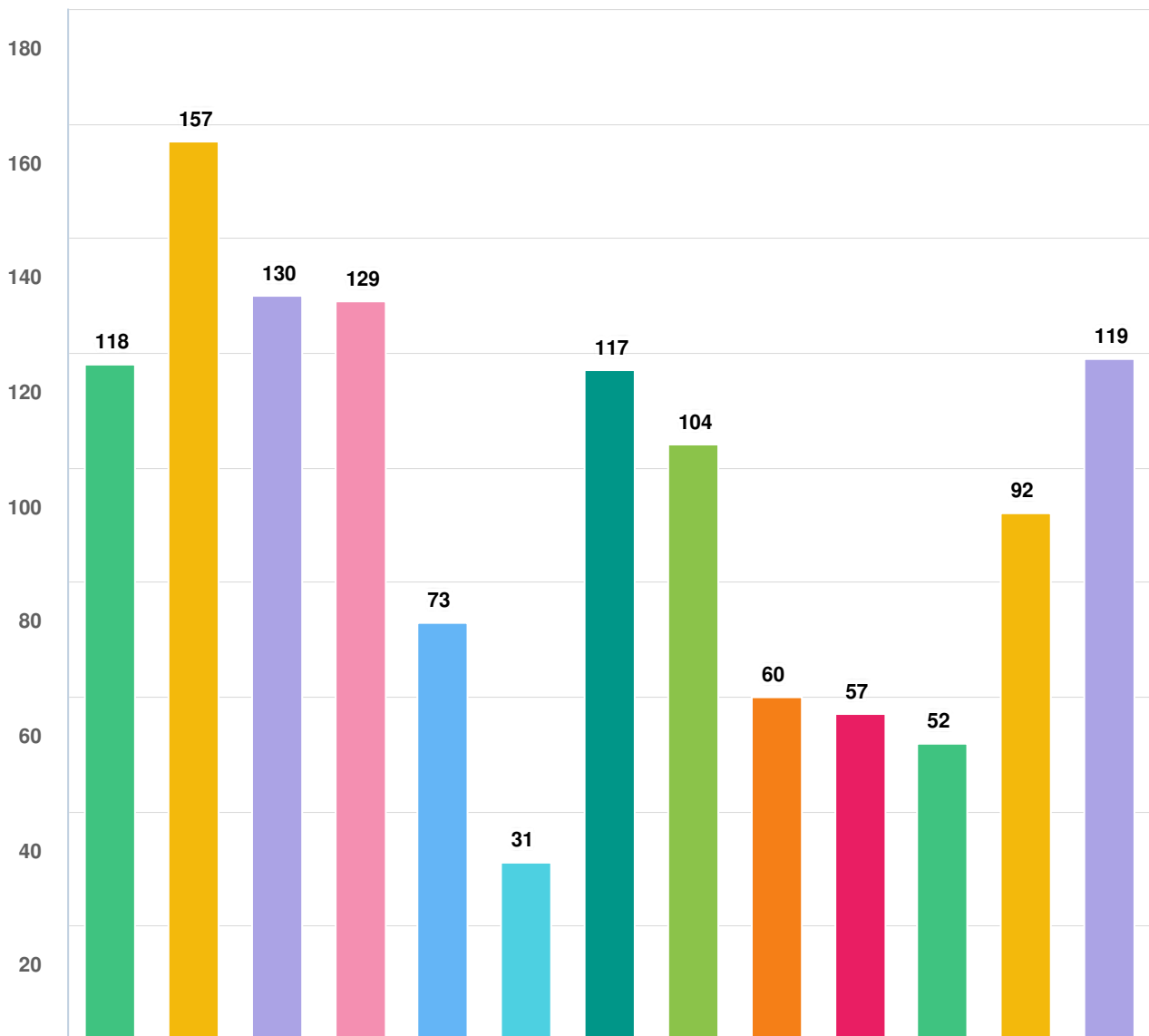


Question options

- Mix of Businesses - "I like the variety"
- Pedestrian Friendly- "I like to walk around"
- Look/scale of the buildings - "I like the architecture"
- Lots of green - Trees/plants/landscaping - "I can feel nature and see the views"
- Family/Child Friendly - "My kids and I love it"
- Active Uses (pinball, arcade, pool hall, pottery, etc) - "Fun stuff to do and create"
- Variety of dining spaces (rooftop, patios, plazas, decks) - "I like to eat outside"
- Outdoor seating, integrated parks, play areas, water features - "Great people watching and places to hang out"
- Places to listen to music and other activated spaces - "I like to be entertained"
- Quiet spaces - "I feel relaxed"
- Dog friendly- "My dog loves it"
- Places to shop - "I go there to shop"
- Places to drink and socialize - brewery, distillery, wine tasting "I like a tasty beverage"

Optional question (342 responses, 0 skipped)

11. If you have visited downtown Castle Rock, what elements of the downtown do you like?

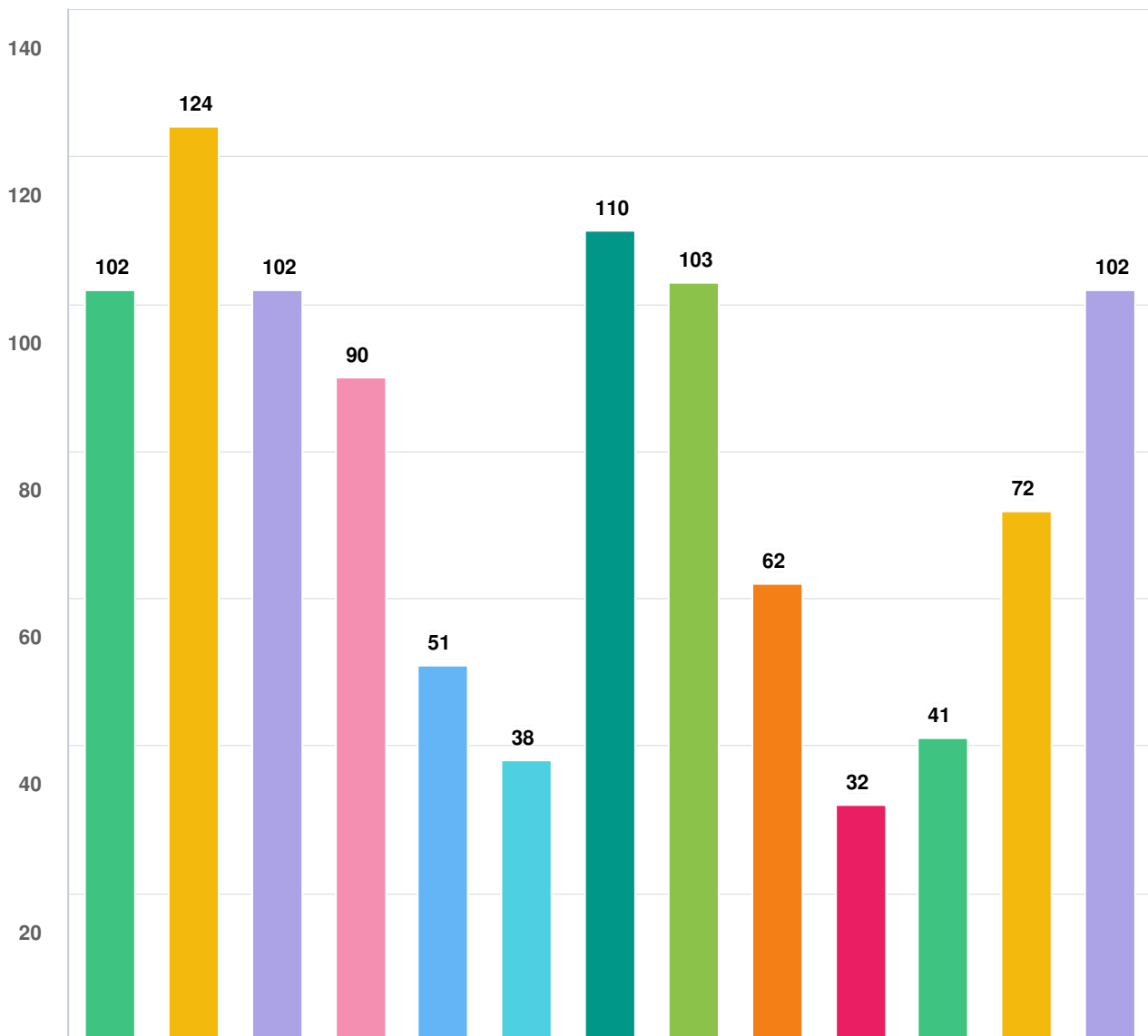


**Question options**

- Mix of Businesses - "I like the variety"      ● Pedestrian Friendly- "I like to walk around"
- Look/scale of the buildings - "I like the architecture"
- Lots of green - Trees/plants/landscaping - "I can feel nature and see the views"      ● Family/Child Friendly - "My kids and I love it"
- Active Uses (pinball, arcade, pool hall, pottery, etc) - "Fun stuff to do and create"
- Variety of dining spaces (rooftop, patios, plazas, decks) - "I like to eat outside"
- Outdoor seating, integrated parks, play areas, water features - "Great people watching and places to hang out"
- Places to listen to music and other activated spaces - "I like to be entertained"      ● Quiet spaces - "I feel relaxed"
- Dog friendly- "My dog loves it"      ● Places to shop - "I go there to shop"
- Places to drink and socialize - brewery, distillery, wine tasting "I like a tasty beverage"

Optional question (342 responses, 0 skipped)

## 12. If you have visited downtown Fort Collins, what elements of the downtown do you like?



### Question options

- Mix of Businesses - "I like the variety"      ● Pedestrian Friendly- "I like to walk around"
- Look/scale of the buildings - "I like the architecture"
- Lots of green - Trees/plants/landscaping - "I can feel nature and see the views"      ● Family/Child Friendly - "My kids and I love it"
- Active Uses (pinball, arcade, pool hall, pottery, etc) - "Fun stuff to do and create"
- Variety of dining spaces (rooftop, patios, plazas, decks) - "I like to eat outside"
- Outdoor seating, integrated parks, play areas, water features - "Great people watching and places to hang out"
- Places to listen to music and other activated spaces - "I like to be entertained"      ● Quiet spaces - "I feel relaxed"
- Dog friendly- "My dog loves it"      ● Places to shop - "I go there to shop"
- Places to drink and socialize - brewery, distillery, wine tasting "I like a tasty beverage"

Optional question (342 responses, 0 skipped)



## ENGAGEMENT TOOL: SURVEY TOOL

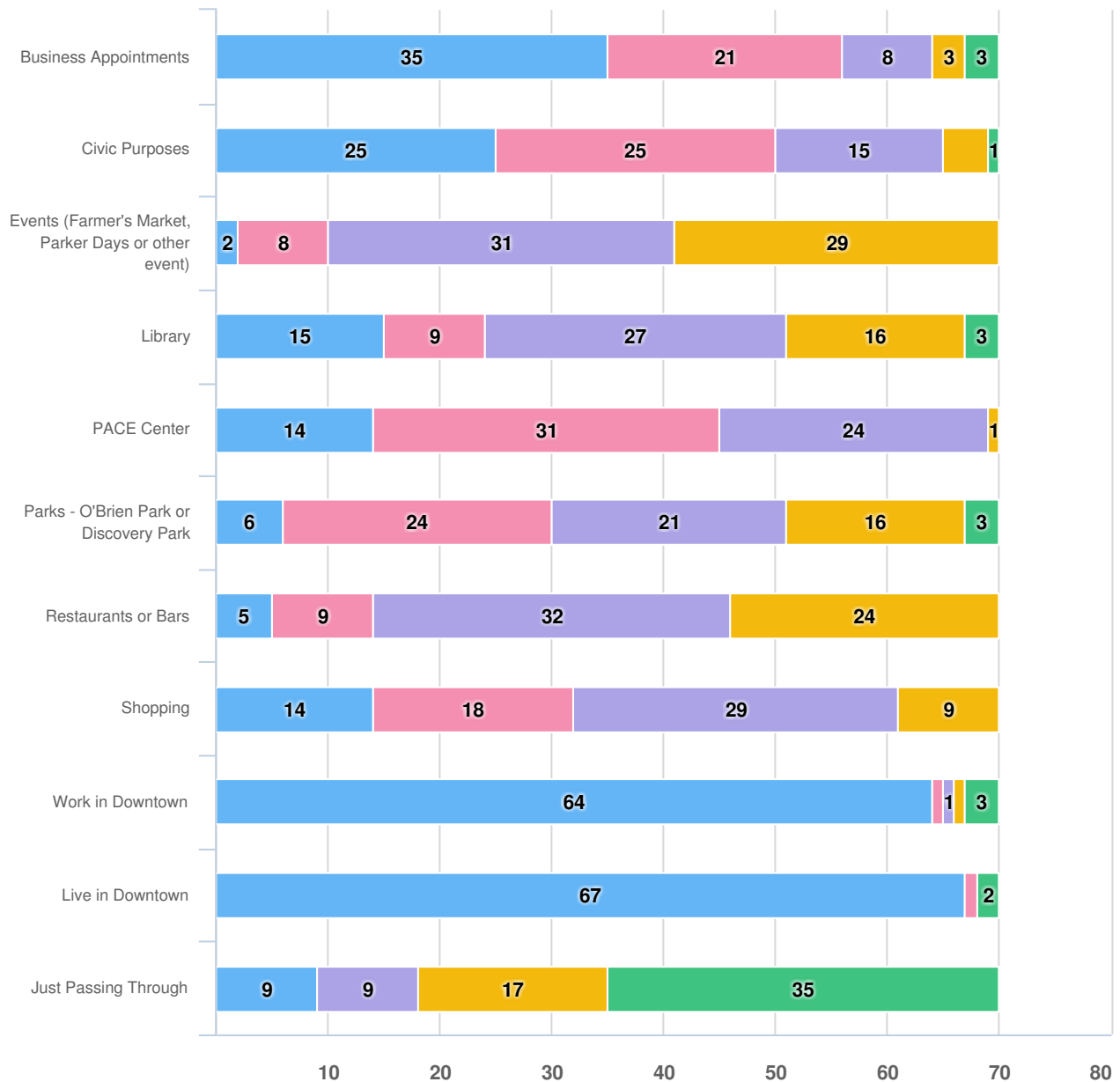
### Mainstreet Visitors Survey

VISITORS **202**

CONTRIBUTORS **70**

CONTRIBUTIONS **70**

Which best describes how often you visit Downtown Parker and for each purpose?

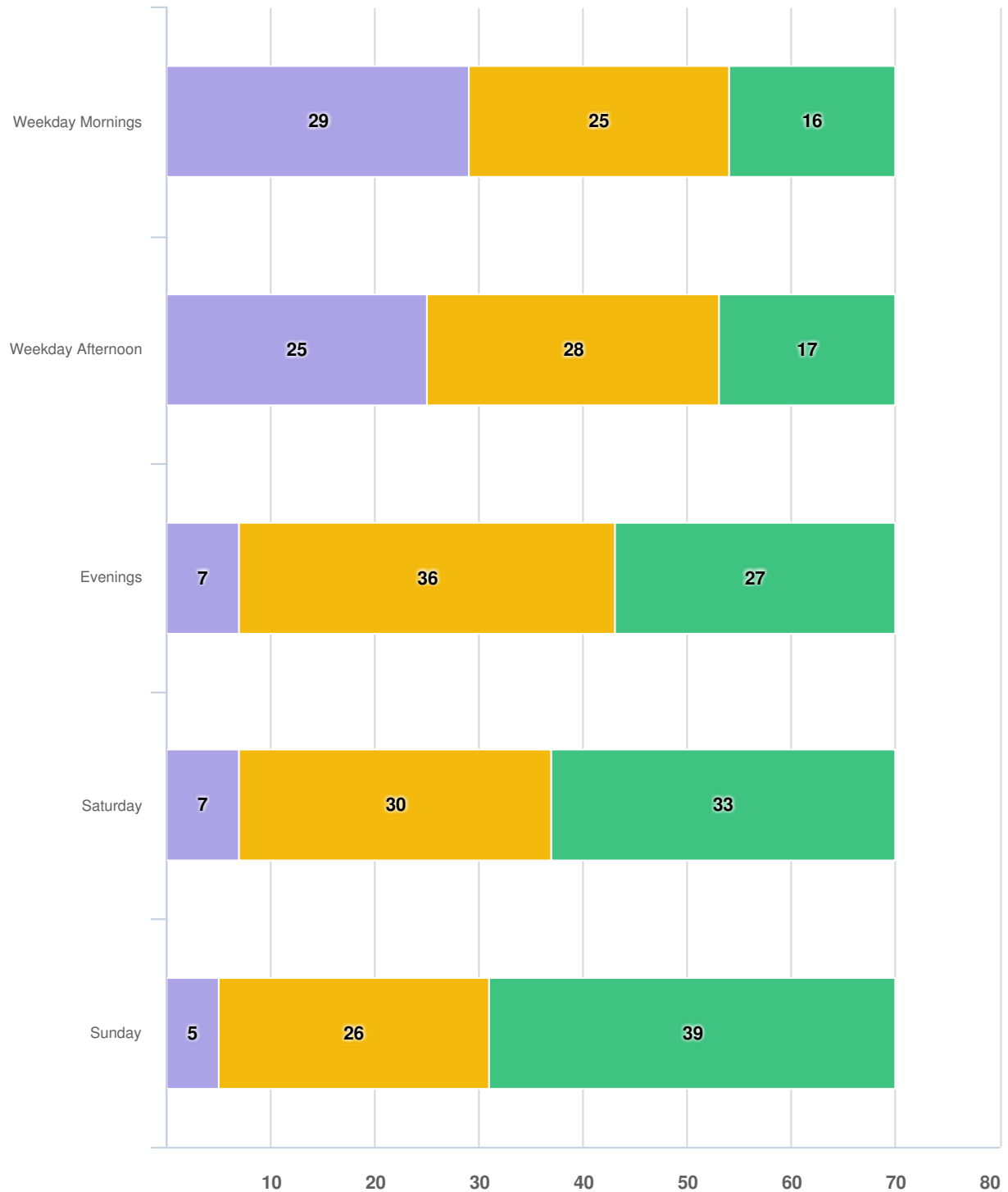


#### Question options

● Daily ● Weekly ● Monthly ● Yearly ● Never

(70 responses, 0 skipped)

### When do you typically visit Downtown Parker?

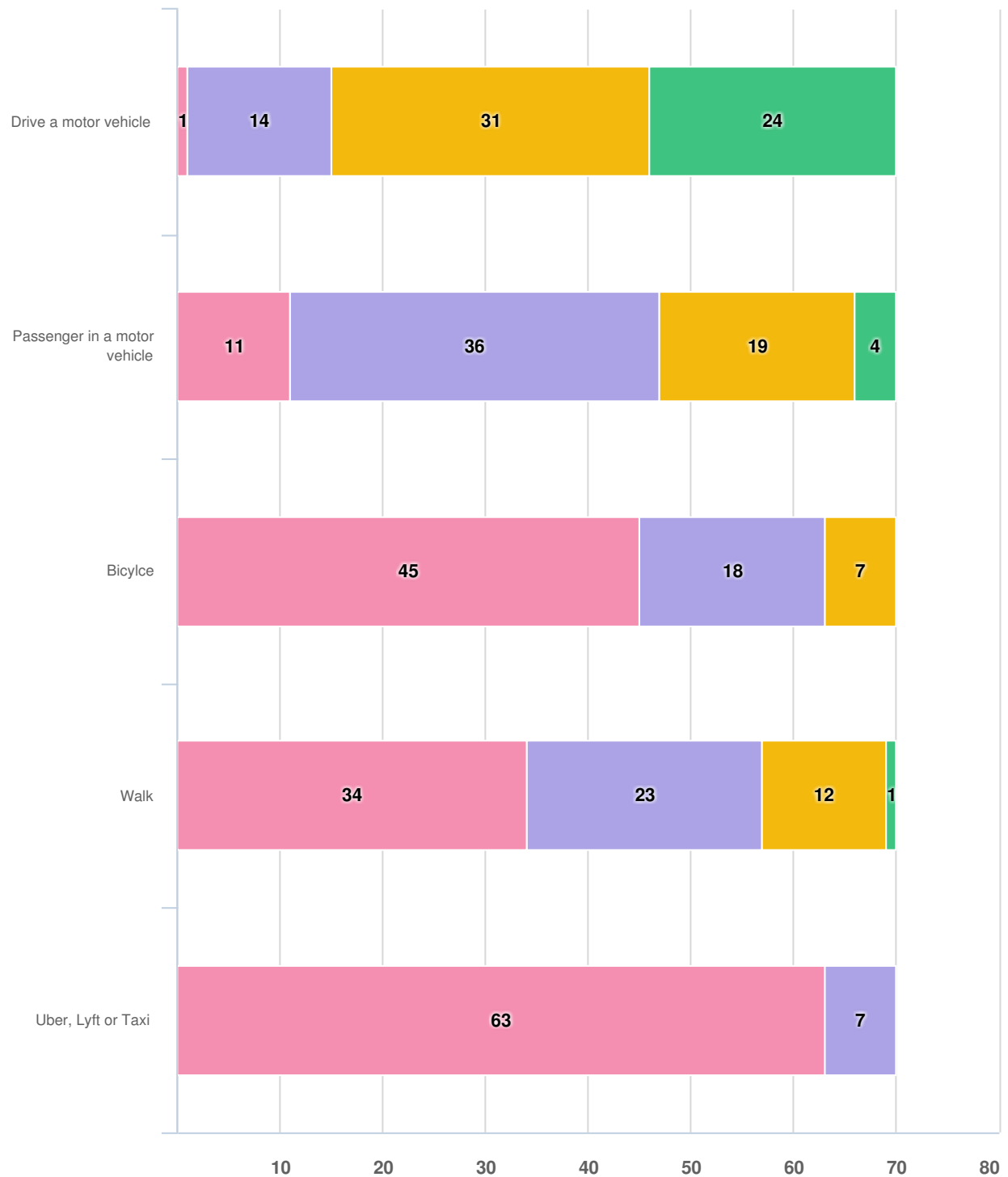


#### Question options

Often Occasionally Almost Never

(70 responses, 0 skipped)

## How do you travel to and from Downtown Parker



### Question options

Always Mostly Occasional Almost Never

(70 responses, 0 skipped)

# Pop Up Event

## Visual Preference Survey

### Arbor Day – April 28, 2018

|                                                      | Site       | Option A | Option B | Option C | Option D | Total Votes |
|------------------------------------------------------|------------|----------|----------|----------|----------|-------------|
| Q1 - Mixed Use Retail Ground Floor Office Above      | All Sites  | 7        | 40       | 2        | 18       | 67          |
| Q2 - Mixed Use Retail Ground Floor Residential Above | All Sites  | 8        | 30       | 7        | 1        | 46          |
| Q3 - Restaurants                                     | All Sites  | 35       | 15       | 1        | 5        | 56          |
| Q4 - Botique/Small Retail                            | All Sites  | 47       | 8        | n/a      | n/a      | 55          |
| Q5 - Park/Green Space                                | All Sites  | 3        | 34       | 31       | 7        | 75          |
| Q6 - Small or Shared Office Space                    | Pace Lot 2 | 7        | 16       | 14       | 0        | 37          |
| Q7 - Market Farmer's Market                          | Pace Lot 2 | 42       | 13       | 6        | 1        | 62          |
| Q8 - Outdoor Market Place/Shopping Center            | Pine Curve | 13       | 27       | 2        | 6        | 48          |
| Q9 - Courtyard/Plaza                                 | Pine Curve | 2        | 7        | 45       | 8        | 62          |
|                                                      |            |          |          |          |          | 508         |

# Pop Up Event

## Visual Preference Survey

### Senior Stroll– May 30, 2018

|                                                      | Site       | Option A | Option B | Option C | Option D | Total Votes |
|------------------------------------------------------|------------|----------|----------|----------|----------|-------------|
| Q1 - Mixed Use Retail Ground Floor Office Above      | All Sites  | 1        | 27       | 1        | 3        | 32          |
| Q2 - Mixed Use Retail Ground Floor Residential Above | All Sites  | 4        | 11       | 5        | 0        | 20          |
| Q3 - Restaurants                                     | All Sites  | 27       | 9        | 0        | 0        | 36          |
| Q4 - Botique/Small Retail                            | All Sites  |          |          |          |          |             |
| Q5 - Park/Green Space                                | All Sites  | 10       | 19       | 21       | 4        | 54          |
| Q6 - Small or Shared Office Space                    | Pace Lot 2 | 14       | 8        | 2        | 0        | 24          |
| Q7 - Market Farmer's Market                          | Pace Lot 2 | 19       | 2        | 11       | 0        | 32          |
| Q8 - Outdoor Market Place/Shopping Center            | Pine Curve | 22       | 7        | 2        | 0        | 31          |
| Q9 - Courtyard/Plaza                                 | Pine Curve | 1        | 0        | 22       | 9        | 32          |
|                                                      |            |          |          |          |          | 261         |

# Pop Up Event

## Visual Preference Survey

### Ice Cream Social–June 14, 2018

|                                                      | Site       | Option A  | Option B  | Option C  | Option D  | Total Votes |
|------------------------------------------------------|------------|-----------|-----------|-----------|-----------|-------------|
| Q1 - Mixed Use Retail Ground Floor Office Above      | All Sites  | 15        | <b>38</b> | 12        | <b>28</b> | 93          |
| Q2 - Mixed Use Retail Ground Floor Residential Above | All Sites  | 17        | <b>42</b> | 14        | 7         | 80          |
| Q3 - Restaurants                                     | All Sites  | <b>50</b> | <b>22</b> | 7         | 15        | 94          |
| Q4 - Boutique/Small Retail                           | All Sites  | <b>53</b> | 32        | n/a       | n/a       | 85          |
| Q5 - Park/Green Space                                | All Sites  | <b>30</b> | 15        | 19        | <b>26</b> | 90          |
| Q6 - Small or Shared Office Space                    | Pace Lot 2 | <b>23</b> | <b>36</b> | 14        | 5         | 78          |
| Q7 - Market Farmer's Market                          | Pace Lot 2 | <b>49</b> | 9         | <b>17</b> | 6         | 81          |
| Q8 - Outdoor Market Place/Shopping Center            | Pine Curve | <b>64</b> | 30        | 3         | 6         | 103         |
| Q9 - Courtyard/Plaza                                 | Pine Curve | 1         | 3         | <b>54</b> | 9         | 67          |

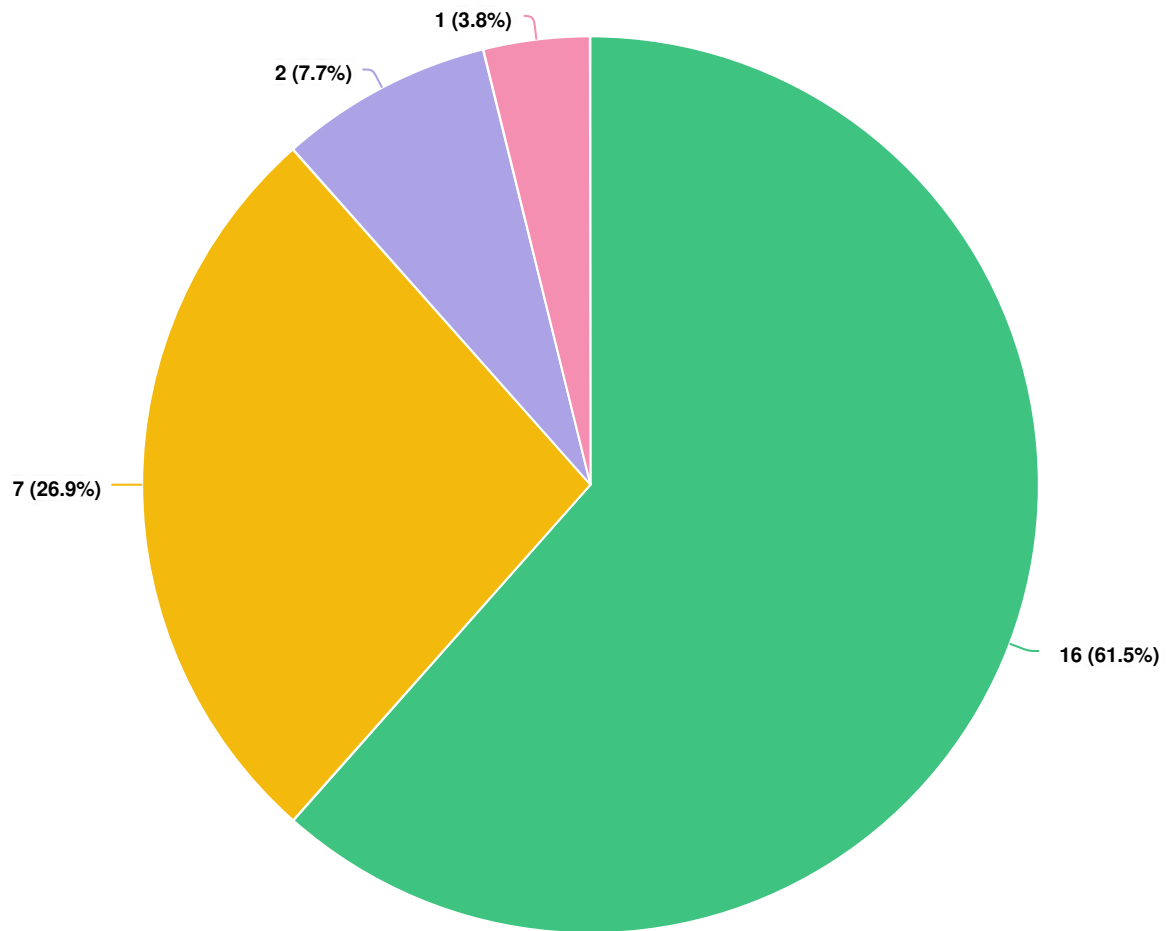
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## ENGAGEMENT TOOL: SURVEY TOOL

### Site A - 19801 E Mainstreet's Conceptual Site Plans

|          |     |              |    |               |    |
|----------|-----|--------------|----|---------------|----|
| VISITORS | 158 | CONTRIBUTORS | 27 | CONTRIBUTIONS | 27 |
|----------|-----|--------------|----|---------------|----|

After reviewing the video for the conceptual drawings for 19801 E Mainstreet. Give us your reaction, to the Option A conceptual lay out.



#### Question options

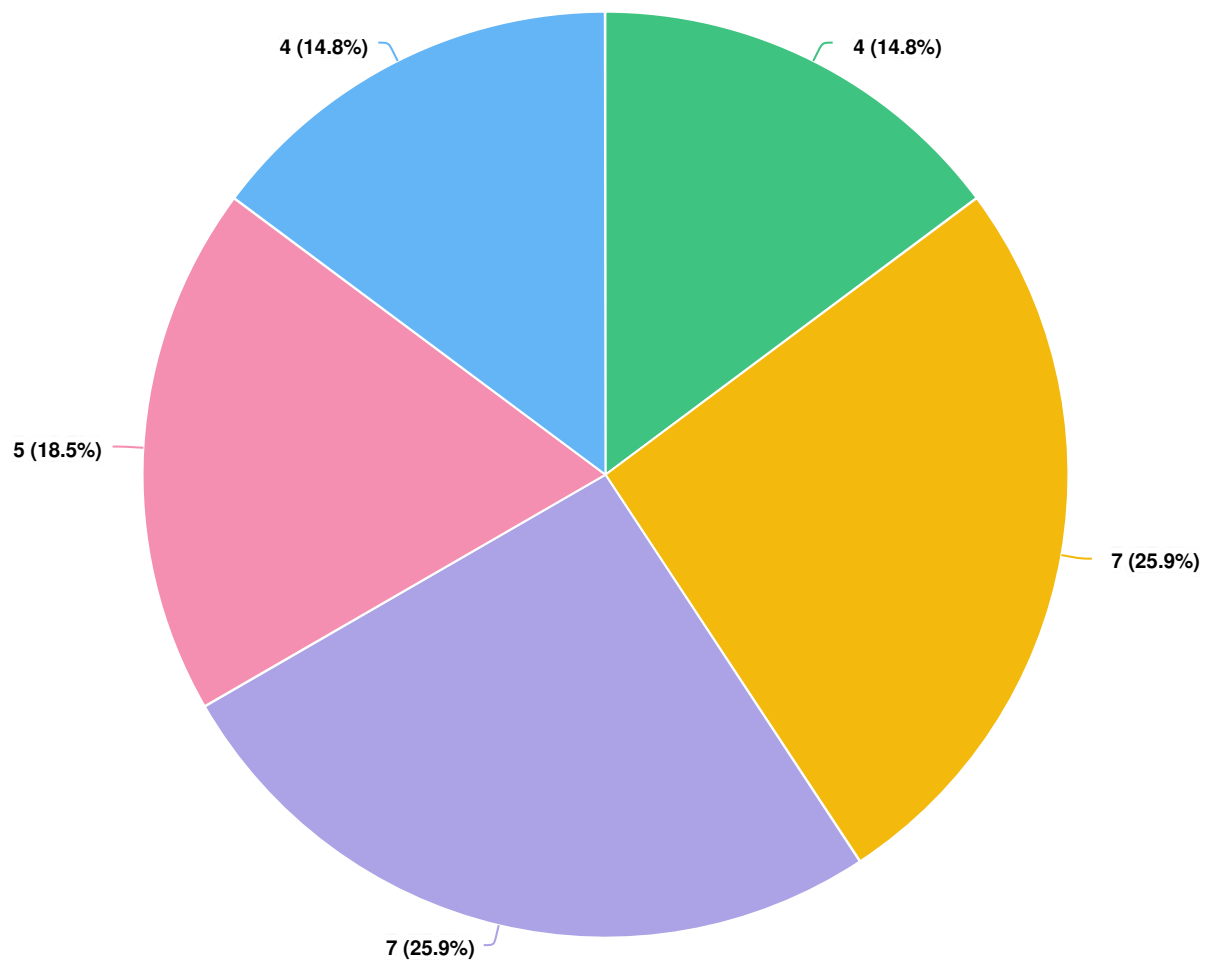
1 - Great   2 - Good   3- Unsure   5 - Not Great

Optional question (26 responses, 1 skipped)



---

After reviewing the video for the conceptual drawings for 19801 E Mainstreet. Give us your reaction, to the Option B conceptual lay out.



**Question options**

1-Great 2-Good 3-Unsure 4-Not Good 5-Not Great

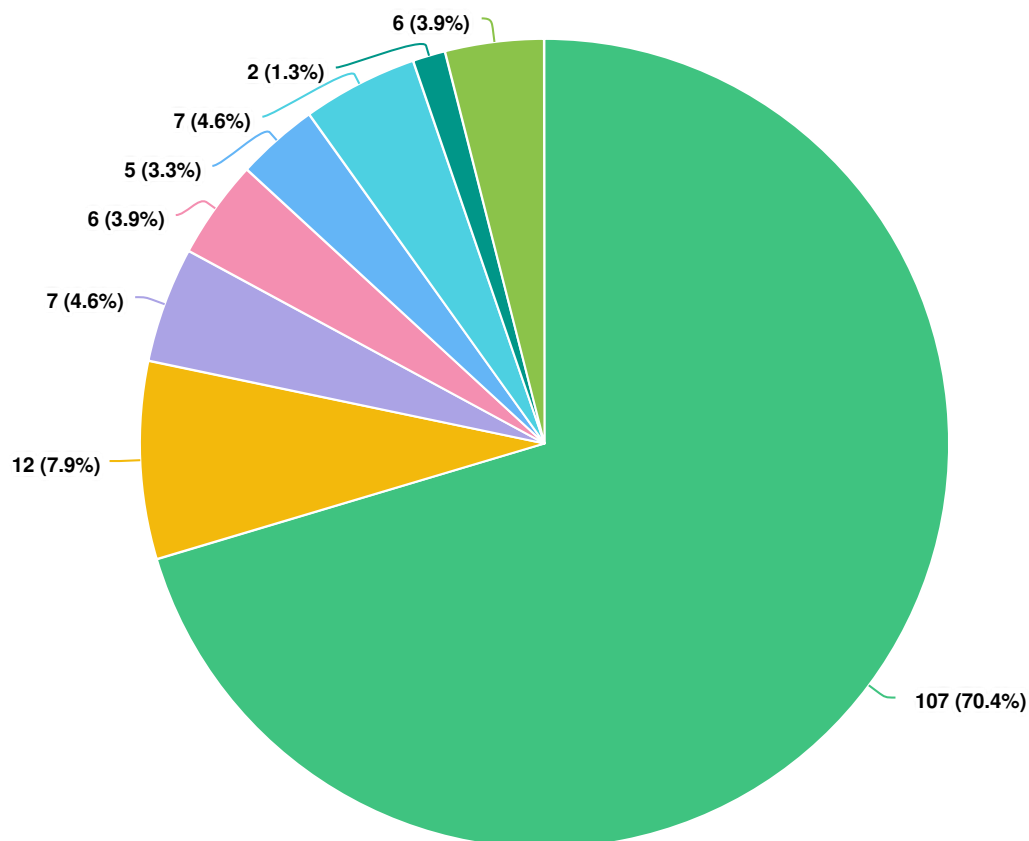
Optional question (27 responses, 0 skipped)

## ENGAGEMENT TOOL: QUICK POLL

How would you like to engage or participate in this project?

|          |     |              |     |               |     |
|----------|-----|--------------|-----|---------------|-----|
| VISITORS | 154 | CONTRIBUTORS | 152 | CONTRIBUTIONS | 152 |
|----------|-----|--------------|-----|---------------|-----|

How would you like to engage or participate in this project?



### Question options

- Online questionnaires or surveys
- Meetings and hands-on workshops hosted by the city
- City Council or advisory board meeting
- Meetings hosted by organizations, groups, chamber, HOA or other associations
- Pop up events on Mainstreet
- Focus Groups
- I have no interest in in-person meetings or events
- Social Media - Facebook, Twitter or NextDoor

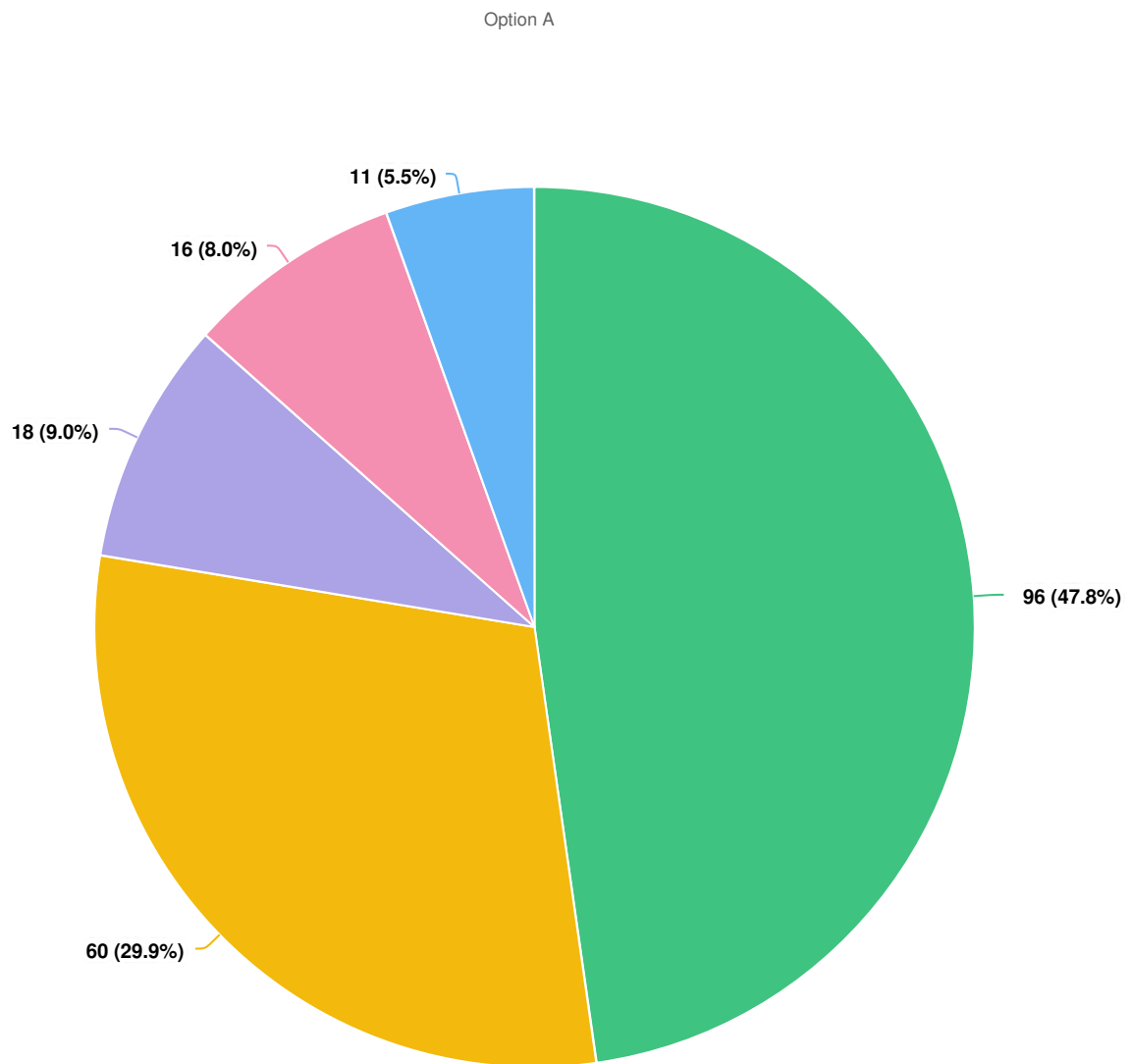
(152 responses, 0 skipped)

## ENGAGEMENT TOOL: SURVEY TOOL

### Site A - 19801 E Mainstreet's Conceptual Site Plans

|          |     |              |     |               |     |
|----------|-----|--------------|-----|---------------|-----|
| VISITORS | 639 | CONTRIBUTORS | 202 | CONTRIBUTIONS | 202 |
|----------|-----|--------------|-----|---------------|-----|

After reviewing the video for the conceptual drawings for 19801 E Mainstreet. Give us your reaction, to the Option A conceptual lay out.



#### Question options

1 - Great   2 - Good   3 - Unsure   4 - Not Good   5 - Not Great

Optional question (201 responses, 1 skipped)

## ENGAGEMENT TOOL: SURVEY TOOL

### Site A - 19801 E Mainstreet's Conceptual Site Plans

Option A

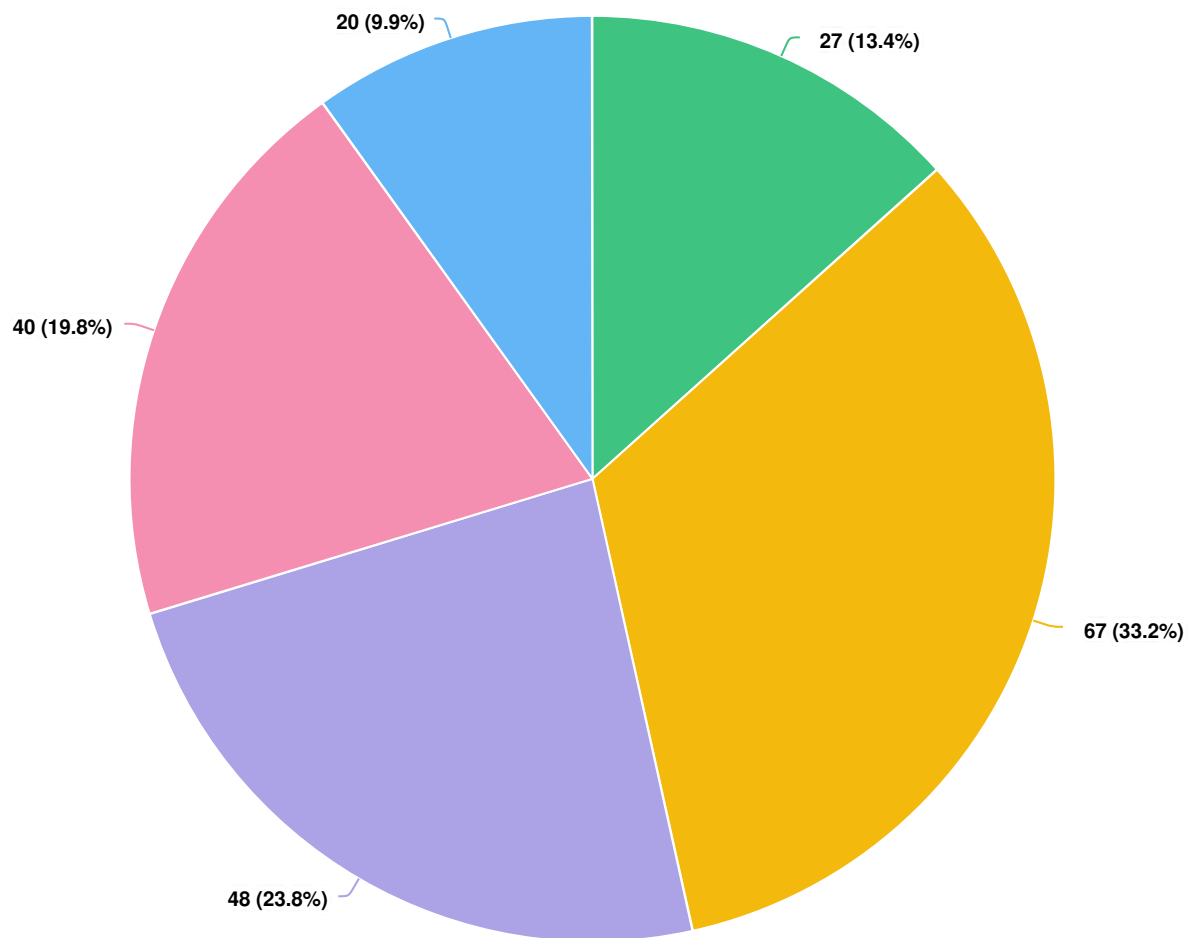


- Colored concrete sidewalks
- Street trees
- Planters and hanging baskets
- Shaded, protected outdoor space connected to retail/restaurant spaces
- Parking structure wrapped by the buildings
- Upper floor entries on Main Street
- Activated streetscape
- On street parking

---

After reviewing the video for the conceptual drawings for 19801 E Mainstreet. Give us your reaction, to the Option B conceptual lay out.

Option B



**Question options**

1-Great   2-Good   3-Unsure   4-Not Good   5-Not Great

Optional question (202 responses, 0 skipped)

## ENGAGEMENT TOOL: SURVEY TOOL

### Site A - 19801 E Mainstreet's Conceptual Site Plans

Option B



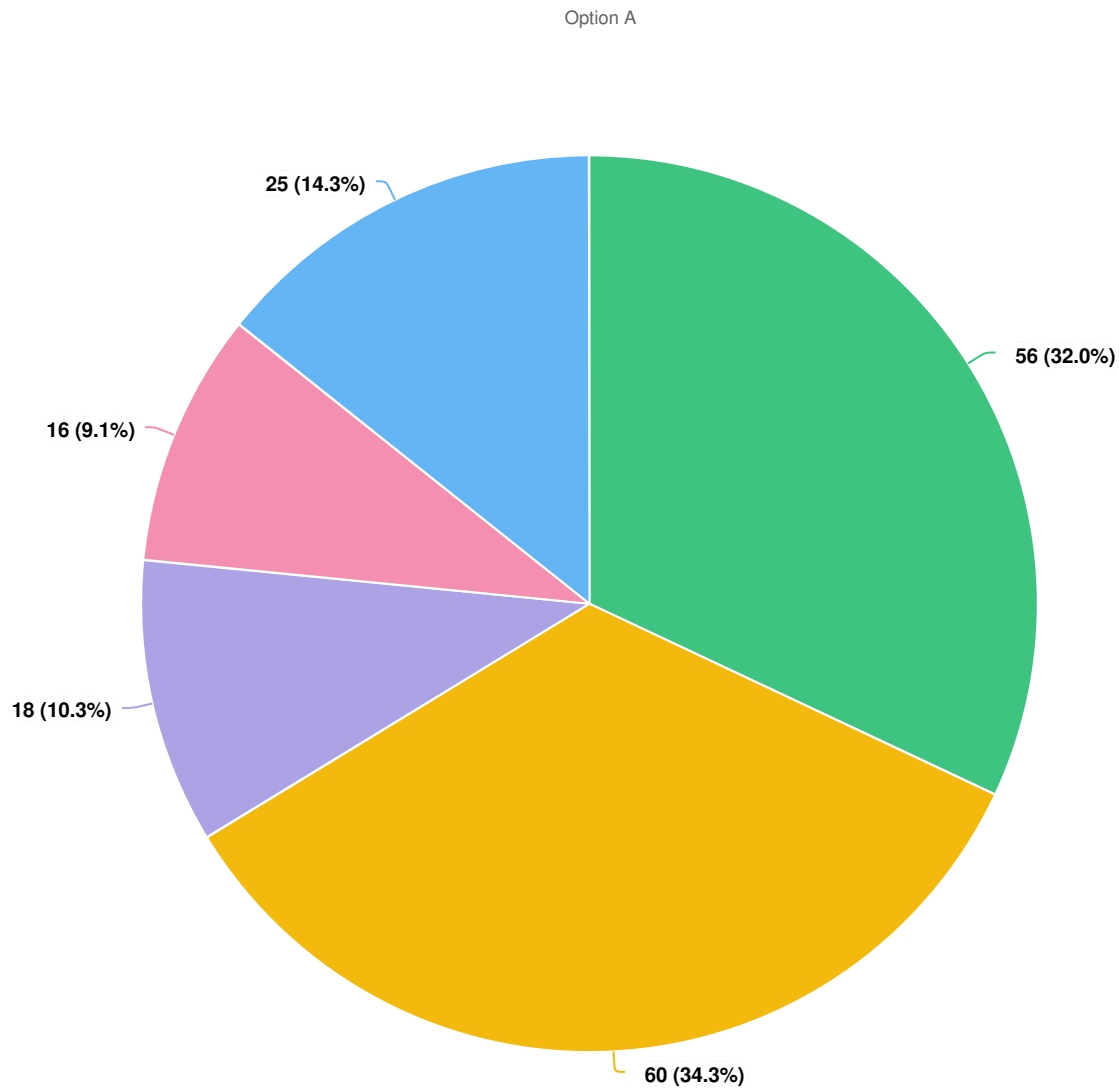
- Colored concrete sidewalks
- Street trees
- Planters and hanging baskets
- Shaded, protected outdoor space connected to retail/restaurant spaces
- Surface parking located interior to the site
- Single story retail/restaurant spaces
- Activated streetscape
- On street parking

## ENGAGEMENT TOOL: SURVEY TOOL

### Site B - PACE Lot 2's Conceptual Site Plans

|          |     |              |     |               |     |
|----------|-----|--------------|-----|---------------|-----|
| VISITORS | 406 | CONTRIBUTORS | 175 | CONTRIBUTIONS | 175 |
|----------|-----|--------------|-----|---------------|-----|

After reviewing the video for the conceptual drawings for PACE Lot 2. Give us your reaction, to the first conceptual lay out.



#### Question options

1 - Great   2 - Good   3 - Unsure   4 - Not Good   5 - Not Great

Optional question (175 responses, 0 skipped)



## ENGAGEMENT TOOL: SURVEY TOOL

### Site B - PACE Lot 2's Conceptual Site Plans

Option A

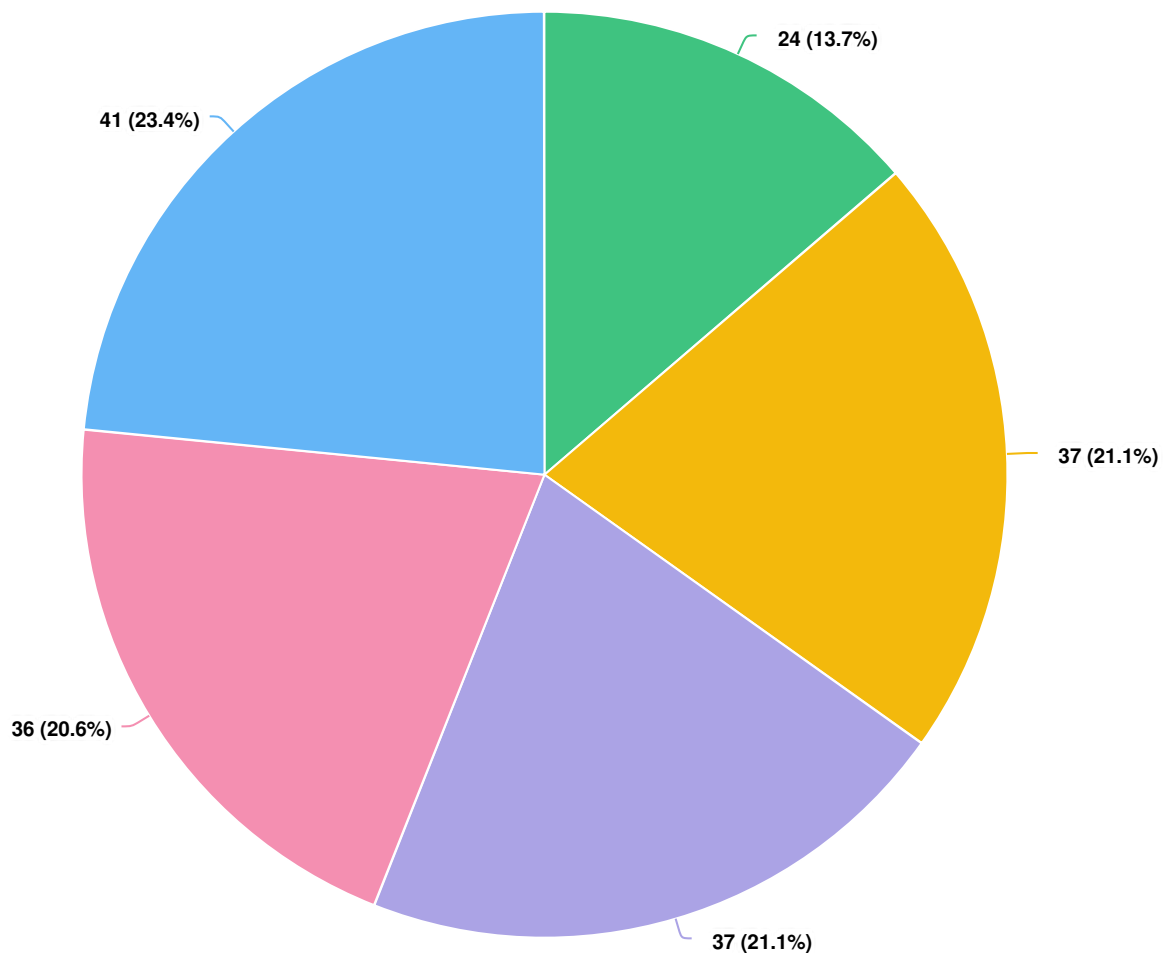


- Standalone restaurant on corner with outdoor dining
- Views to PACE maintained through site
- Retail/restaurant along Mainstreet wrapping parking structure
- Ample outdoor space for special events, food trucks, and festivals
- Surface parking and parking structure shared with PACE
- Retail ground floor storefronts on Mainstreet
- Live/work options
- 2 Story buildings along Main Street
- Colored concrete, planters and activated storefronts along Mainstreet

---

After reviewing the video for the conceptual drawings for PACE Lot 2. Give us your reaction, to the second conceptual lay out.

Option B



**Question options**

1 - Great   2 - Good   3- Unsure   4- Not Good   5 - Not Great

Optional question (175 responses, 0 skipped)

## ENGAGEMENT TOOL: SURVEY TOOL

### Site B - PACE Lot 2's Conceptual Site Plans

Option B



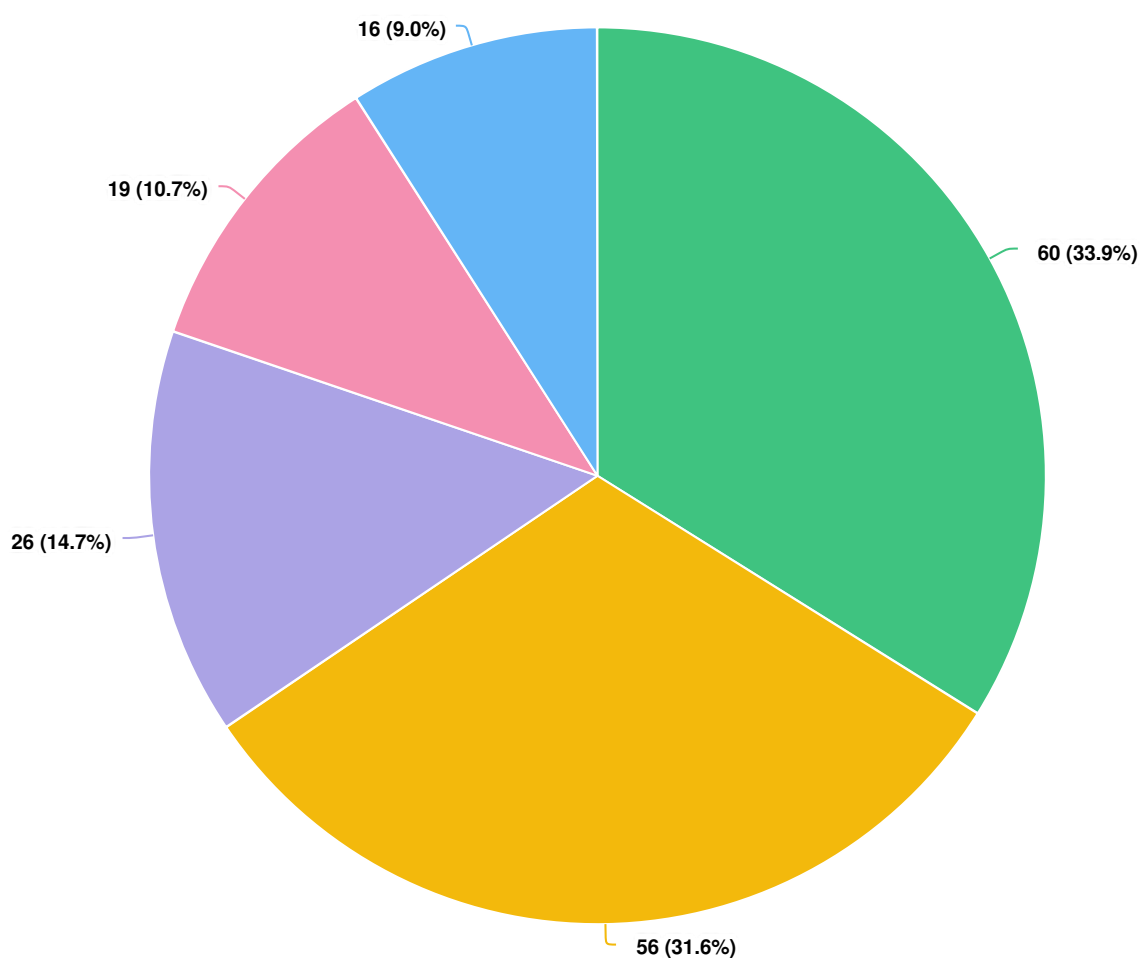
- Standalone restaurant on corner with outdoor dining
- Small outdoor plaza on south side of buildings
- Surface parking shared with PACE
- Retail and restaurants on ground floor along Mainstreet
- 2 story building on east end
- Colored concrete, planters and activated storefronts along Mainstreet
- Buildings Separated with Pedestrian Connections

## ENGAGEMENT TOOL: SURVEY TOOL

### Site C - East Main's Conceptual Site Plan

|          |     |              |     |               |     |
|----------|-----|--------------|-----|---------------|-----|
| VISITORS | 454 | CONTRIBUTORS | 178 | CONTRIBUTIONS | 178 |
|----------|-----|--------------|-----|---------------|-----|

After reviewing the video for the conceptual drawings for East Main. Give us your reaction, to the conceptual lay out.



#### Question options

1 - Great   2 - Good   3- Unsure   4 - Not Good   5 - Not Great

Optional question (177 responses, 1 skipped)

## ENGAGEMENT TOOL: SURVEY TOOL

### Site C - East Main's Conceptual Site Plan



- Public/plaza space oriented toward Discovery|Parker
- Ground Floor retail/office
- Live/work options
- Overflow parking for library and special events
- Residential lofts on upper floors
- Planters and outdoor seating with large shade trees
- Activated spaces

## ENGAGEMENT TOOL: SURVEY TOOL

### Site D - Pine Curve's Conceptual Layout

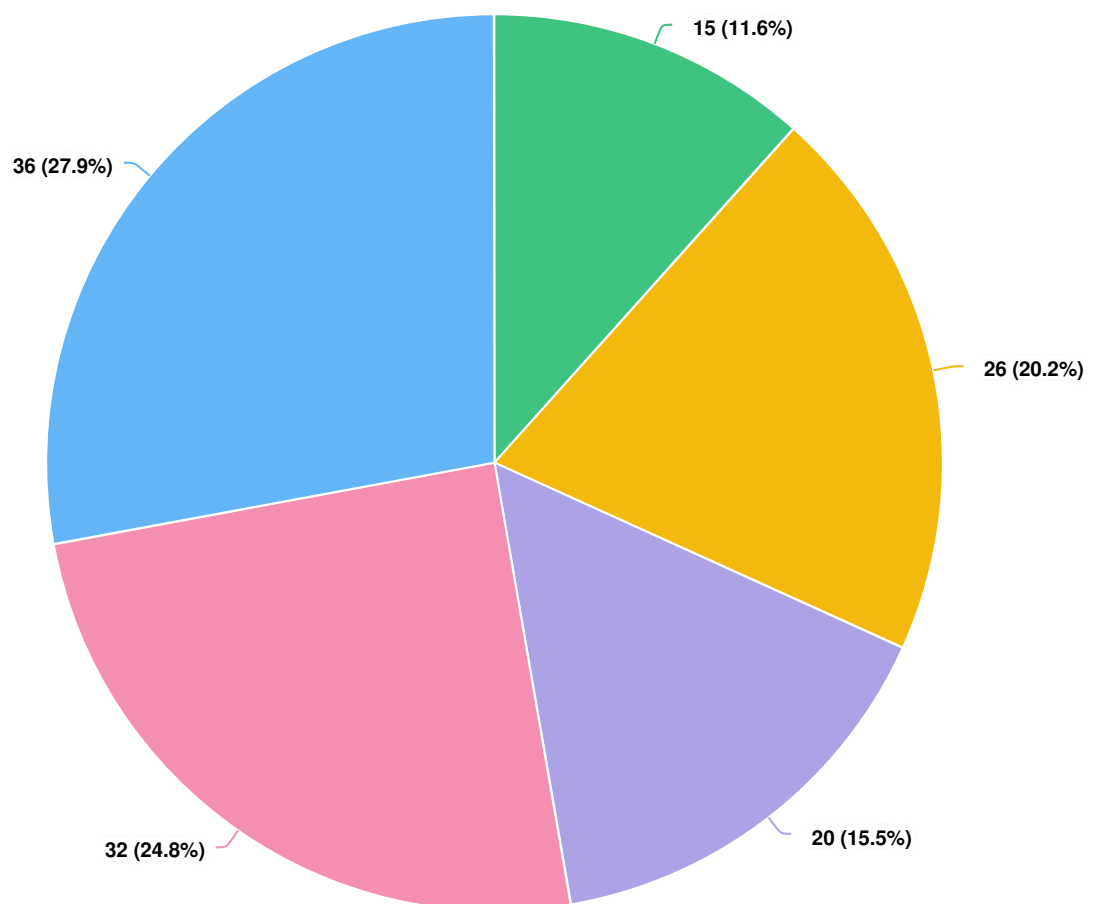
VISITORS 537

CONTRIBUTORS 129

CONTRIBUTIONS 129

After reviewing the video for the conceptual site layouts for Pine Curve. Give us your reaction to the first conceptual layout.

Option A



#### Question options

1- Great 2- Good 3- Unsure 4- Not Good 5- Not Great

(129 responses, 0 skipped)



## ENGAGEMENT TOOL: SURVEY TOOL

### Site D - Pine Curve's Conceptual Layout

Option A



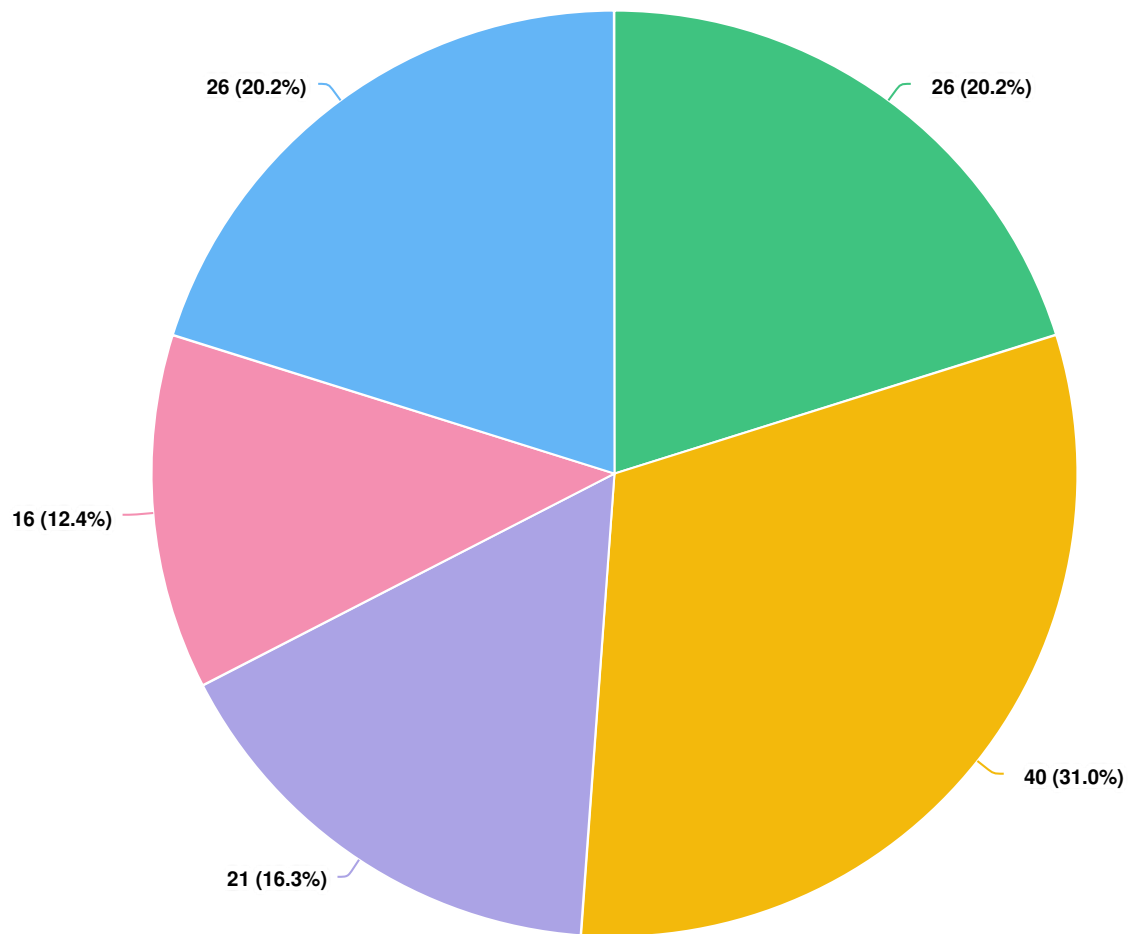
- Mixed use buildings across the site
- Density is reduced from west to east to transition to existing residential
- Landscape Buffer between townhomes and neighborhood
- Main entry connects with community plaza and parklet
- Access off Pine Curve via Mainstreet and Summerset
- Secondary plaza and parklet at heart of retail uses
- Parking and clustered parking lots on north end, east and central to the site
- Regional detention pond and green space along Pine Curve
- Mix of uses including Retail/Residential, Office/Residential, Retail/Office and Townhomes
- Parking and open space for residential is integrated into neighborhood design
- Pedestrian and bicycle pathways connect to heart of Mainstreet



---

After reviewing the video for the conceptual site layouts for Pine Curve. Give us your reaction to the second conceptual layout.

Option B



**Question options**

1- Great    2- Good    3- Unsure    4- Not Good    5 - Not Great

(129 responses, 0 skipped)

## ENGAGEMENT TOOL: SURVEY TOOL

### Site D - Pine Curve's Conceptual Layout

Option B



- Anchored by small grocery store in the north
- Density is reduced from west to east to transition to existing residential
- Landscape Buffer between townhomes and neighborhood
- Main entry connects with community plaza and parklet
- Access off Pine Curve via Mainstreet and Summerset
- Secondary plaza and parklet at heart of retail uses
- Parking and clustered parking lots on north end, east and central to the site
- Regional detention pond and green space along Pine Curve
- Mix of uses including Retail/Residential, Office/Residential, Retail/Office and Townhomes
- Parking and open space for residential is integrated into neighborhood design
- Pedestrian and bicycle pathways connect to heart of Mainstreet

## IDEAS

### What makes a good downtown?

VISITORS 206

CONTRIBUTORS 61

CONTRIBUTIONS 197

30 June 18

VOTES

13

UNVOTES

0

Native landscaping, ponderosa, plants. Parker herit age. A "lilac" scenic street. Colorado only architectur e. B&B development workshop.

"Colorado" design in Parker

02 July 18

VOTES

10

UNVOTES

0

#### Keep the buildings "western" looking

Keep the buildings western looking. It is what gives charm and character to Main Street. I totally agree with the native landscaping comments. There is nothing worse than to see all the new subdivisions sprout up with bright green grass that will require watering (wasteful and unsustainable). I love and appreciate the beautiful native prairie grasses! We need to embrace them, not fight with our natural landscape.

05 July 18

VOTES

19

UNVOTES

0

#### Slow The Development

We lived in Louisville, CO for 40 years and just moved to "The Hills at Parker" in Feb of '17. I am in favor of less growth in the Mainstreet area. I don't see the need to develop the Pace Center parking lot. I would be in favor of improving the existing buildings if the architecture fits in with traditional look. More development will mean more traffic. Thanks

06 July 18

VOTES

10

UNVOTES

0

Capping off our Mainstreet on the Pine Curve with local shops, restaurants, gathering areas, etc. would give us the visual end of downtown.

Cap Off Mainstreet: Southlands Main visually ends with the movie theater, which gives the appearance of a smaller, intimate and sectioned off area.

## IDEAS

### What makes a good downtown?

09 July 18

VOTES

6

UNVOTES

0

#### Using the undeveloped spaces is great - don't forget about traffic/parking!

I'm all for the further development of Mainstreet as long as the traffic/flow increase (and resulting parking needs) will be accommodated. I would like to see more of the increased traffic and resulting parking situation addressed in these polls/ideas. If we are adding more retail, office, restaurant, possibly boutique hotel, where will everyone park? For the sake of working within the space we have, maybe a parking structure would make sense?

15 July 18

VOTES

18

UNVOTES

0

#### No large chain grocery store at Pine Curve

I have been commuting from Canterbury Crossing to Englewood for 14 years, and my commute has been taking longer and longer over the years due to increased traffic. A large chain grocery store at Pine Curve would increase traffic and therefore increase commute times for those of us who live east of Parker's downtown and work outside of town. Furthermore, we do not need another grocery store. We already have 3 King Soopers, a Safeway, and a Sprouts in Parker, not to mention Walmart and Target.

18 July 18

VOTES

5

UNVOTES

0

#### Think about the future

The issue with the pine curve is that it's separated from downtown by a large, fast road with rounded curbs that encourage drivers to roll through lights and move fast. The intersection needs to be connected to downtown through a large roundabouts designed for all users. Cars, walkers and riders. Check out the nacto guide. Also, the light stalks are currently right in the middle of the corners again prioritizing cars over everyone else. The whole intersection screams this is for cars and not for people. In order to make it doesn't people, please do not make giant parking craters. There is plenty of parking all over downtown and at pace. There is no need for parking garage. Let's be a town for people, not for cars. Let's put in dense mixed use. Apartments mixed in with commercial.

31 July 18

VOTES

11

UNVOTES

0

#### Old West

People Love the Old town feel, Keep it an old 1800 theme,

## IDEAS

### What makes a good downtown?

|              |              |                                                                                                                                                                                                                                |
|--------------|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 31 July 18   |              | Old west feel<br><br>Wagon wheels , lilacs, Merchantile ,                                                                                                                                                                      |
| VOTES<br>6   | UNVOTES<br>0 |                                                                                                                                                                                                                                |
| 31 July 18   |              | Upscale restaurants. Parker lacks good food choices, and many people go to Lone Tree to eat instead.                                                                                                                           |
| VOTES<br>16  | UNVOTES<br>0 |                                                                                                                                                                                                                                |
| 01 August 18 |              | More shops for visitors to buy gifts and souvenirs. Have shops on ground floor and living spaces above.<br><br>Gift shops                                                                                                      |
| VOTES<br>5   | UNVOTES<br>0 |                                                                                                                                                                                                                                |
| 04 August 18 |              | Keep Historic Parker vibe..without wagon wheels. NO grocery store on the Curve, Sculpture garden/ not building in front of Pace, Parking needed<br><br>Parker 'vibe', NO grocery store on the curve, parking, Pace Center land |
| VOTES<br>9   | UNVOTES<br>0 |                                                                                                                                                                                                                                |
| 26 August 18 |              | Historic and modern combo make the best large and small cities. Agree, more quality restaurants. serious traffic and parking planning needed                                                                                   |
| VOTES<br>3   | UNVOTES<br>0 |                                                                                                                                                                                                                                |

## IDEAS

### What makes a good downtown?

|                 |                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 26 August 18    | And any way to bury those electrical towers? They are such an eyesore...                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                          |
| VOTES<br>3      | UNVOTES<br>0                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                          |
| 30 August 18    | Use the topography of Pine Curve to develop a tiered park idea....                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                          |
| VOTES<br>7      | UNVOTES<br>0                                                                                                                                 | A lot of downtown areas across the country (and other countries) use existing hilly topography similar to Pine Curve to develop interesting and interactive "tiered" parks and gathering places. Downtown Vancouver BC comes to mind. Keep any retail/buildings down low in the flat space, and develop an amphitheater type park behind, with seating and gathering areas to enjoy the view from above. |
| 04 September 18 | I think more retail/dining with LATER hours w/ parking on main level would accommodate all ages. My teens rarely have stuff to do in Parker. |                                                                                                                                                                                                                                                                                                                                                                                                          |
| VOTES<br>3      | UNVOTES<br>0                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                          |
| 09 September 18 | Green Space                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                          |
| VOTES<br>4      | UNVOTES<br>0                                                                                                                                 | Trees, Flowers, a pond, seating, a trail, checker boards. Stop building buildings.                                                                                                                                                                                                                                                                                                                       |
| 18 September 18 | Fishing in Parker                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                          |
| VOTES<br>0      | UNVOTES<br>0                                                                                                                                 | Create a nice local fishing area that doesn't include treatment water. A small lake or better yet, use the gulch area that runs east and west behind target through the downtown area for a man-made trout stream with recirculating water.                                                                                                                                                              |

## IDEAS

### What makes a good downtown?

26 September 18

VOTES

0

UNVOTES

0

We have an opportunity today to make pine curve a vibrant part of downtown. A chance to make Parker better for everyone.

Have you ever walked or biked down to the library? Ever tried to cross main Street at pine drive? I have. With my kids. It's dangerous. Thank goodness everyone actually obeyed the law. Of course, they don't have to and often people don't. It's a car and truck paradise with multiple turn lanes all aimed at people. People and kids. I crossed there with my kids. Never again. So, how is it with this massive highway sized intersection, do we intend to make a people sized mixed use development with a park safe for people? The intersection and road (really it's actually a stroad) need to be tamed. Right now it's set up to maim and kill people and not setup to invite people to cross. To do that, it needs to shrink. That could simply mean bulb outs with narrower lanes. That could mean a roundabout at the intersection .... but who am I kidding? Just stand at this intersection for five minutes during rush hour. It's a race car paradise. Not a people paradise. Before the town moves on, pine and main need to be tamed.

27 September 18

VOTES

3

UNVOTES

0

My concern is the traffic around Pine Curve, its bad now with all the new proposed retail its only going to get worse. Is there a plan?

27 September 18

VOTES

2

UNVOTES

0

Keep future parking needs in mind while undergoing new development.

I hope some thought is being given to the growing need for charging stations for plug-in hybrid vehicles(PHEV). PHEV's and battery-electric vehicles make up only a small portion of total vehicles on the road, their sales increased almost 30% in 2017. These car sales will continue to increase as more and more focus is put on this segment by manufacturers - Volvo, Toyota and BMW to name just a few. What better time to make sure that Parker has the infrastructure in place for this growing need than when the new development is underway

04 October 18

VOTES

1

UNVOTES

0

For our sense of place, our area is "historically" native ponderosas. Too many non-native plants along our gateways and new development.

More Ponderosa Pines in Landscaping/Road Corridors, Street Corners, Etc.





## IDEAS

### What makes a good downtown?

|       |         |                                                                                                                                                                                                                        |
|-------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|       |         | <b>EASE of parking is a huge one for me. Traffic flow. Not too many visual distractions for drivers. Consistent signage.</b><br><br>Easy parking, no overload on visual distractions for drivers. Easy readable signs. |
| VOTES | UNVOTES |                                                                                                                                                                                                                        |
| 0     | 0       |                                                                                                                                                                                                                        |

|               |         |                                                                                                                                                                                                                                                                     |
|---------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 05 October 18 |         | <b>Slow down</b><br><br>Do we have to develop every piece of land left empty? Traffic and parking needs immediate attention. I have lived here 24 years and it's sad watching Parker slowly destroy itself. I'm all for improvements, but this is borderline crazy. |
| VOTES         | UNVOTES |                                                                                                                                                                                                                                                                     |
| 3             | 0       |                                                                                                                                                                                                                                                                     |

|               |         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 05 October 18 |         | <b>Make Pine Curve a Park</b><br><br>I understand the town wants to develop Pine Curve, but I personally feel that is a mistake. If they want to "cap off" downtown I think the town should make Pine Curve a nice park or garden area and overflow parking. I know that that area is already used for parking during things like Parker Days etc. I just don't feel that adding more retail or townhomes will make that area better. Adding those things will only make the traffic worse in that area. |
| VOTES         | UNVOTES |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 1             | 0       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

|               |         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 05 October 18 |         | <b>Ft. Collins feel</b><br><br>Shops, independent restaurants and breweries are needed. The empty space with weeds needs to be gone. We need specialty shops such as a butcher, deli, cheese shop, etc. The downtown area should be hip and funky. The pine curve area should be an extension of downtown with a specialty grocer anchor and independent restaurants. Do not approve any design that is basic or dull. The goal is vibrant, unique and appealing. |
| VOTES         | UNVOTES |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 1             | 0       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## IDEAS

### What makes a good downtown?

|               |         |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------|---------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 06 October 18 |         |  | <h4>Mainstreet-walk over bridge for pedestrians/Pine Curve-dog park</h4> <p>Many visitors on Mainstreet don't bother with the crosswalk lights-they dart out into traffic. A couple of pedestrian bridges to cross the street might help the continual jaywalking as well. The closest off leash dog park is on the south side of the Pinery. The Pine Curve would be a great location for a dog park. As someone whose property butts up to the Pine Curve, and who paid a premium for a "view" lot, I would rather not see a development includes a lot of parking lots and 24/7 lighting. Also, please try to keep new construction traditional - modern buildings like the library and the Pace Center, while very nice, look out of place on our quaint Mainstreet in my opinion.</p> |
| VOTES         | UNVOTES |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 1             | 0       |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

|       |         |  |                                                                                                                                                  |
|-------|---------|--|--------------------------------------------------------------------------------------------------------------------------------------------------|
|       |         |  | <h4>Close off Main Street permanently, change those three blocks into a common area for the farmers market and other, community minded use.</h4> |
| VOTES | UNVOTES |  |                                                                                                                                                  |
| 0     | 0       |  |                                                                                                                                                  |

|               |         |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------|---------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 06 October 18 |         |  | <h4>More attractive restaurant &amp; retail brands</h4> <p>Based on the residential development that's been completed: we need more attractive restaurant &amp; retail brands for the demographic. I want to spend \$\$\$ in Parker for sales tax revenue purposes, but there are just not great options ... I think Highlands Ranch is an interesting case study for us. The recent project off of Lucent Blvd for example. Here's what we like: we LOVE Parker Garage, the PACE Center, and the library. All well done! We are also thankful for the awesome trails and open spaces in the area!!!</p> |
| VOTES         | UNVOTES |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 0             | 0       |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

## IDEAS

### What makes a good downtown?

07 October 18

VOTES

0

UNVOTES

0

**NEEDS TO BE GREAT! Eg: The Hub 30A, The Source (Denver RINO) Trader Joe's or Whole Foods. A place Parker Res Want to be and everyone else!**

A gathering place of greatness, architecture, food, drink, shopping, fresh and healthy for families with/without kids and singles. STEP OUT OF THE BOX on this PARKER! Make this NATIONWIDE Known! Have vision like Elon and Apple. Denver, Castle Rock, Washington DC, Watersound Florida "The Hub on 30A" have created areas the people want to be an more so live and own homes 1st and 2nd homes (appreciation in our homes is something we all like to see). I see too many Brakes places Tire Places, car washes, Autoparts Stores, Storage being build in Parker and this place is feeling like an extension of Aurora now. Good Restaurants, Breweries, Coffee Houses, and good Grocery shopping always gets people excited to go. Go in the Crystal City Whole Foods in DC (hang out there after a business day) , the place is amazing with fresh foods, bakery goods, a Bar with TVs with sports on. It is the place to be and right next to it is Fit36 and Yoga, Starbucks, etc. There is a bar in the the whole foods with beer from local breweries and wine. Eat at the salad bar and the buzz that is in there makes you want to hang out and socialize and just be better and do better, especially when you see people grabbing a health bit after their workouts. Another idea: The Source in Denver with this is a Market Place with Hotel. <https://thesourcehotel.com/vendors>. Go visit. Baked goods, Breweries, Wine, Fresh Veggie and Fruits and a Hotel. A much older version of this is the Faneuil Hall in Boston. More ideas can be taken from the The Hub on 30A a high end vacation location. Why not create an area like this in Parker. Hats off to the Library development area but there needs to be more great things there. Ability to get a coffee right there or even a drink right there. Fika is a bit too far. The Hub is all about the Great Food too. Also Love the idea of Lowery Beer Garden as that place is fun fun with food and drink. Good Architecture is a must!!! Keep going with the modern look of the library as that is what the trend is. Or remain more traditional as the other mainstreet. Even mix in with some plantation style but needs to be designed out and made great. Sidewalks and ease of access and parking too. Even overstreet walkways. Make it Great! Make us want to stay in Parker! Make it a Gathering place! We don't want to travel to Castle Rock, Lone Tree, and Denver to get this. No outlet mall though LOL as this has downgraded appeal of Castle Rock. Email me if you need more people involved and sorry for the late submission.

08 October 18

VOTES

0

UNVOTES

0

**Avoid routing a new road extension into neighboring Rowley Downs entry/exit lanes, or building a parking structure in adjacent open space.**

# QANDA

## Q&A

|          |     |              |    |               |    |
|----------|-----|--------------|----|---------------|----|
| VISITORS | 241 | CONTRIBUTORS | 12 | CONTRIBUTIONS | 12 |
|----------|-----|--------------|----|---------------|----|

Q

23 February 18

Is Parker Taphousr still planning on being built? If so when?

A

Privately Answered

The Parker Tap House is still moving forward. I don't have a date for ground breaking. You can message the owner through Facebook @ParkerTapHouse.Thank you

Q

23 February 18

Why are you only allowing one choice when answering the quick poll for how to gather input from the community.  
.....

A

Publicly Answered

The system does not have a setting which allows respondents to submit more than one option. You may submit multiple times for each option you wish to select.

---

## QANDA

### Q&A

Q

27 February 18

I would like to see more open space in the Parker area. with all the development around it will be nice to see less concrete and more green. Especially the low or none maintenance greenery. I think we can use the tax money wisely and not spend it on Water features when the entire state is in water shortage. I feel that water features are a waste of our natural resources, and we should be mindful of that for years to come and for budget reasons.

A

Privately Answered

Thank you for your feedback.

Q

01 March 18

There was planning for a beer garden on the south side of Main Street (b area) but I haven't heard more in over a year. Is this still being planned?

A

Privately Answered

The Parker Tap House is still moving forward. I don't have a date for ground breaking. You can message the owner through Facebook @ParkerTapHouse.

## Q&A

Q

06 March 18

Why does the city of Parker feel the need to develop every piece of vacant land?? What's wrong with leaving it alone?? Parker is NOT the quaint little town it once was or the city believes it to be! It has become an overcrowded mess!!

A

Privately Answered

The four parcels that are included in the My Mainstreet project are sites that were purchased by the Town of Parker and P3 Parker for the purpose of commercial development. As these are Town and P3 owned parcels there is an opportunity to engage the community in an effort to find consensus between the uses the community wants and market realities prior to development of these sites. There will be ample opportunity to provide feedback on the development of these sites and I encourage you to participate as much as you can throughout this process.

Q

07 March 18

Why does the Town of Parker seem to be developing every single little spot of undeveloped land? We live here because we love the small town feel. We don't want to feel as though we are in the middle of a crowded city. Open spaces and grass are ok. We don't need buildings everywhere.

A

Privately Answered

The four parcels that are included in the My Mainstreet project are sites that were purchased by the Town of Parker and P3 Parker for the purpose of commercial development. As these are Town and P3 owned parcels there is an opportunity to engage the community in an effort to find consensus between the uses the community wants and market realities prior to development of these sites. There will be ample opportunity to provide feedback on the development of these sites and I encourage you to participate as much as you can throughout this process.

### Q&A

Q

07 March 18

Are the surveys and questionnaires just to make it appear the Town Council wants residents' input or will residents' input make any difference. (So far, this has never been the case. The Council does what it wants.)

A

Privately Answered

We will be providing many opportunities to let the residents provide input on these parcels. The process will allow for many different types of input over the next 9 months as the project progresses. The input will be used to help identify a consensus between the communities desires and the market realities. These sites currently have uses identified as part of the Mainstreet Master Plan, we are using these uses as a starting point. Additionally, we are putting the finishing touches on a survey that will allow respondents to provide us with their big idea as well as select from types of uses that are identified in the Mainstreet Master Plan. The survey will be on the My Mainstreet Project page later today or tomorrow.



### Q&A

Q

19 September 18

There is not nearly enough parking for all the things you are suggesting for Mainstreet Parker. Why not have some underground parking? By putting something on every square inch of downtown, you are making it extremely difficult to have access to the library, Pace, and anything else you put there because of limited roads to the area!

A

Publicly Answered

All of the developments will be required to build parking to the Town's parking standards. The Town is currently in the process of updating the Downtown parking standards you can find more information about the parking standards here <http://www.parkeronline.org/2047/Downtown-Parking-Study-and-Plan-Implement> In regards to the underground parking question, we are not prohibiting any development from putting in underground parking. However the costs of underground parking are extremely high and that cost is typically what prevents underground parking from being built. The estimates for parking types are: Surface Parking - per stall \$10,000-\$15,000 Garage/Structure Parking - per stall \$25,000-\$30,000 Underground Parking - per stall over \$50,000 - the price can increase dramatically due to soil conditions, depth of water table and drainage requirements.

---

## QANDA

### Q&A

Q

26 September 18

I don't see any ways to share feedback other than surveys, but I wanted to pass along a comment regarding parking. I understand that "all of the developments will be required to build parking to the Town's parking standards" but I hope some thought is being given to the growing need for charging stations for plug-in hybrid vehicles(PHEV). While PHEV's and battery-electric vehicles still make up only a small portion of total vehicles on the road, their sales increased almost 30% in 2017 and will continue to increase as more and more focus is put on these segments by manufacturers - Volvo, Toyota and BMW to name just a few. What better time to make sure that Parker has the infrastructure in place for this growing need than when the new development is underway.

A

Privately Answered

Thank you for your comment. I will pass this information on to our planning department to insure that we are not only thinking about today but the future as well.

## Q&A

Q

26 September 18

I reviewed the Pine Curve options and wonder a few things. 1) why are there no views from the street-to see the design ideas, feel of the area, etc. 2) Surprised to see a grocery store mentioned as it seems all the comments I've heard have been negative about anything like a grocery store-small or not. And while I'm wondering, what kind of smaller grocery store are you thinking of-King Soopers marketplace? Whole Foods? Another Sprouts? All are still large box stores, not stores that fit a transitional area between downtown and residential 3) The buffer zone between townhomes and existing homes looks small...what exactly is that plan? 4) will all residential be either townhomes and condos? NOT apartments? 5) it seems a lot of the space is dedicated to parking and really not enough to parks/greenspace. Will it feel like a walking area or a car destination area? Considering the angst the community feels about Pine Curve I think more thought needs to be put into that particular location-and more detail offered to the community.

A

Publicly Answered

Thank you for your questions. For clarification purposes these are conceptual layouts and show how these sites could be developed. The answers are as follows:1. Due to the size of the Pine Curve site including the number of buildings on the site layouts, the cost of have more detailed design is very expensive. To maintain the approved project budget for My Mainstreet we had to make the decision to have site layout drawings done for Pine Curve. 2. The end user of a small grocery store has not been determined at this point. The need of a small 30,000-40,000 square foot grocer was determined from the economic market analysis conducted for the sites. You can find the detailed market analysis here: <https://www.letstalkparker.org/my-mainstreet/documents> 3. The buffer zone between the houses is estimated to be 50ft. wide. The exact design will be determined at the actual development of the property. 4. We can not determine without a developer about the townhouses or condos being owner occupied. There are still limitations due to Colorado State Laws on Construction Defects that are limiting owner occupied condo development across the state. 5. We are balancing the public's request for more parking and parks. The final development plan will have to meet both the parking and landscaping requirements as required by the zoning documents in Downtown Parker.

## Q&A

Q

06 October 18

What about the traffic? I live in the south west corner of Parker North. Driving or walking the Mainstreet area is a pain with the heavy traffic and street parking on Longs Way and Victorian Drive. All of the projects fail to adequately address the heavy Mainstreet vehicle traffic in the area, which will be worse with any of these projects. Real 'street views' should have included the heavy, if not gridlocked traffic that will be on Mainstreet and Pine Drive. Both of the Victorian Drive/Mainstreet intersections already need traffic lights. Mainstreet and Parker Road is a choke-point every weekday at rush hour and on weekends, often backing up to and past the western Victorian Drive intersection. The parking solutions are very unrealistic and will reduce the success of any retail operation. Event parking now extends well into the Parker North neighborhood, and parking at O'Brien Park fills up fast on weekends now. At a minimum, turn site 'A' into a parking lot for current needs, and provide open space for events, and reduce the size of site 'C' to include more parking along Mainstreet to serve the rest of site 'C' and site 'B'. It's about the traffic and parking. Whatever is decided, if traffic and parking keep being ignored, any project, and Downtown Parker, will suffer badly.

A

Publicly Answered

The traffic impacts of potential development on the My Mainstreet properties will be analyzed with any project application. All roadway improvements necessary to accommodate the additional traffic will be required to be constructed or funded as part of any development.

# APPENDIX

## 3. POP-UP EVENT INFORMATION

## ARBOR DAY – APRIL 28, 2018

**508  
VOTES**

**ON VISUAL  
PREFERENCE SURVEY**

**300  
PARTICIPANTS**

**IN THE  
ARBOR DAY EVENT**

### Visual Preference Survey – Arbor Day Event Results

|                                                      | Site       | Option A | Option B | Option C | Option D | Total Votes |
|------------------------------------------------------|------------|----------|----------|----------|----------|-------------|
| Q1 - Mixed-Use Retail Ground Floor Office Above      | All Sites  | 7        | 40       | 2        | 18       | 67          |
| Q2 - Mixed-Use Retail Ground Floor Residential Above | All Sites  | 8        | 30       | 7        | 1        | 46          |
| Q3 - Restaurants                                     | All Sites  | 35       | 15       | 1        | 5        | 56          |
| Q4 - Boutique/Small Retail                           | All Sites  | 47       | 8        | –        | –        | 55          |
| Q5 - Park/Green Space                                | All Sites  | 3        | 34       | 31       | 7        | 75          |
| Q6 - Small or Shared Office Space                    | Pace Lot 2 | 7        | 16       | 14       | 0        | 37          |
| Q7 - Market Farmer's Market                          | Pace Lot 2 | 42       | 13       | 6        | 1        | 62          |
| Q8 - Outdoor Market Place/Shopping Center            | Pine Curve | 13       | 27       | 2        | 6        | 48          |
| Q9 - Courtyard/Plaza                                 | Pine Curve | 2        | 7        | 45       | 8        | 62          |
| TOTAL:                                               |            |          |          |          |          | 508         |



## SENIOR STROLL – MAY 30, 2018

**261  
VOTES**

ON VISUAL  
PREFERENCE SURVEY

**150  
PARTICIPANTS**

IN THE  
SENIOR STROLL EVENT

### Visual Preference Survey – Senior Stroll Event Results

|                                                      | Site       | Option A | Option B | Option C | Option D | Total Votes |
|------------------------------------------------------|------------|----------|----------|----------|----------|-------------|
| Q1 - Mixed-Use Retail Ground Floor Office Above      | All Sites  | 1        | 27       | 1        | 3        | 32          |
| Q2 - Mixed-Use Retail Ground Floor Residential Above | All Sites  | 4        | 11       | 5        | 0        | 20          |
| Q3 - Restaurants                                     | All Sites  | 27       | 9        | 0        | 0        | 36          |
| Q4 - Boutique/Small Retail                           | All Sites  |          |          |          |          |             |
| Q5 - Park/Green Space                                | All Sites  | 10       | 19       | 21       | 4        | 54          |
| Q6 - Small or Shared Office Space                    | Pace Lot 2 | 14       | 8        | 2        | 0        | 24          |
| Q7 - Market Farmer's Market                          | Pace Lot 2 | 19       | 2        | 11       | 0        | 32          |
| Q8 - Outdoor Market Place/Shopping Center            | Pine Curve | 22       | 7        | 2        | 0        | 31          |
| Q9 - Courtyard/Plaza                                 | Pine Curve | 1        | 0        | 22       | 9        | 32          |
| TOTAL:                                               |            |          |          |          |          | 261         |





# ICE CREAM SOCIAL - DISCOVERY PARK

**771  
VOTES**

ON VISUAL  
PREFERENCE SURVEY

**20+  
WHITE BOARD  
QUESTIONS**

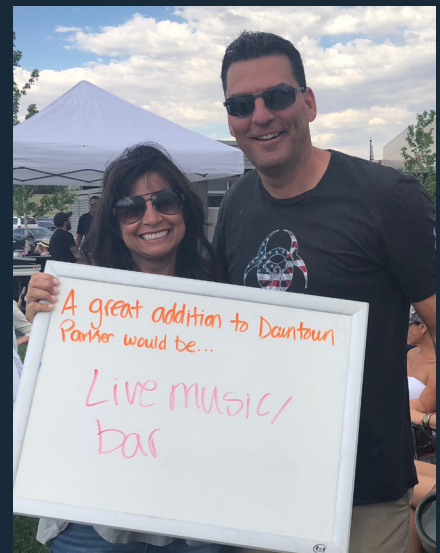
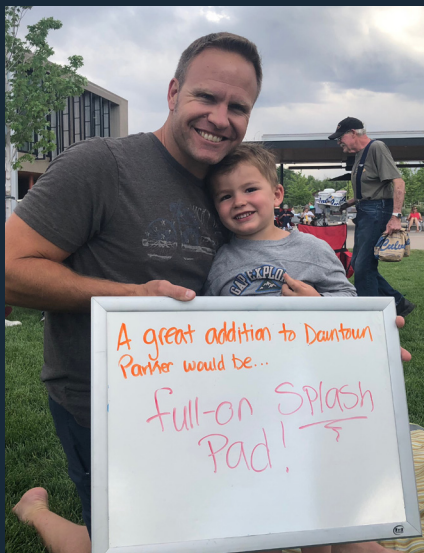
A great addition to  
Downtown Parker  
would be?

**151  
SCOOPS**

OF ICE CREAM  
GIVEN AWAY

## Visual Preference Survey –Ice Cream Social Results

|                                                      | Site       | Option A | Option B | Option C | Option D | Total Votes |
|------------------------------------------------------|------------|----------|----------|----------|----------|-------------|
| Q1 - Mixed-Use Retail Ground Floor Office Above      | All Sites  | 15       | 38       | 12       | 28       | 93          |
| Q2 - Mixed-Use Retail Ground Floor Residential Above | All Sites  | 17       | 42       | 14       | 7        | 80          |
| Q3 - Restaurants                                     | All Sites  | 50       | 22       | 7        | 15       | 94          |
| Q4 - Boutique/Small Retail                           | All Sites  | 53       | 32       | –        | –        | 85          |
| Q5 - Park/Green Space                                | All Sites  | 30       | 15       | 19       | 26       | 90          |
| Q6 - Small or Shared Office Space                    | Pace Lot 2 | 23       | 36       | 14       | 5        | 78          |
| Q7 - Market Farmer's Market                          | Pace Lot 2 | 49       | 9        | 17       | 6        | 81          |
| Q8 - Outdoor Market Place/Shopping Center            | Pine Curve | 64       | 30       | 3        | 6        | 103         |
| Q9 - Courtyard/Plaza                                 | Pine Curve | 1        | 3        | 54       | 9        | 67          |
| <b>TOTAL:</b>                                        |            |          |          |          |          | <b>771</b>  |



# MY MAIN STREET

## APPENDIX

### 4. ZONING DOCUMENTS



# HISTORIC CENTER ZONING



# TOWN OF PARKER

---

GREATER DOWNTOWN DISTRICT:  
STANDARDS AND GUIDELINES FOR DEVELOPMENT WITHIN THE HISTORIC CENTER

Adopted October 21, 2002  
Last Modified November 3, 2014

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## **EXHIBITS**

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## **TABLES**

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| Table 1 | Land Use Matrix for the Historic Center |
|---------|-----------------------------------------|

## **1.0 GENERAL PROVISIONS**

---

### **1.1 BACKGROUND**

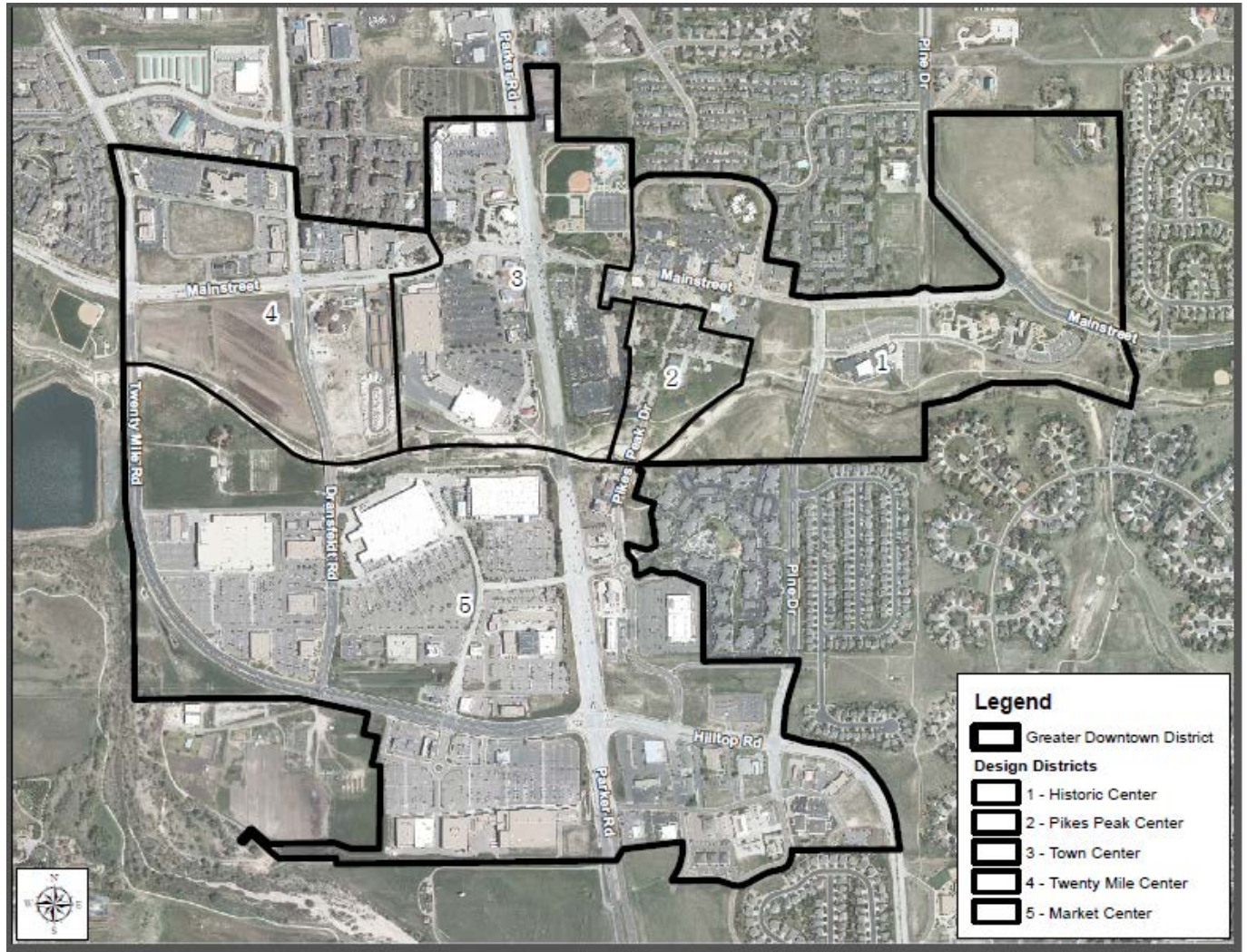
Since the early 1990's the Town of Parker has been engaged in an on-going effort to ensure the economic health of Parker's downtown area. In June of 2001, the Town Council appointed the Downtown Task Force to develop a plan that detailed both short- and long-range improvements to the downtown area and identified ways to implement those improvements. After several public open house sessions, a design charrette and working sessions, the Parker Downtown Strategic Action Plan (the "Plan") was finalized and formally endorsed during public meetings by both the Planning Commission and Town Council in May of 2002. One of the action items identified in the Plan was the development of standards and guidelines for Parker's commercial core otherwise known as the "Greater Downtown". This document is a direct outcome of this effort.

### **1.2 GEOGRAPHIC REGIONS**

The Greater Downtown Zoning District, as illustrated in Exhibit 1, covers the geographic region of Parker's commercial core. Within the Greater Downtown District, five separate "Design Districts" are established – Historic Center, Pikes Peak Center, Town Center, Twenty Mile Center and Market Center. Although similar characteristics exist across the Districts, each is unique in character, which is reinforced by distinct design requirements.



**EXHIBIT 1**  
**GREATER DOWNTOWN AND DESIGN DISTRICTS**



### 1.3 APPLICABILITY

Each Design District has its own stand alone document that outlines intent statements, standards and guidelines for development.

This document (the “Guide”) is applicable to all development within the Historic Center Design District.

### 1.4 PURPOSE AND GOALS OF THE GUIDE

The purpose of this Guide is to provide direction that will foster quality development throughout the Historic Center as it relates to the Greater Downtown District.

The application of the intent statements, standards and guidelines is intended to achieve the following objectives.

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

### 1.5 SCOPE AND ORGANIZATION OF THE GUIDE

The Guide is written as Intent Statements, Standards and Guidelines, to be observed as follows.

***Intent Statements*** set forth the goals for development within the Historic Center. The Standards and Guidelines provide direction as to how the goals may be achieved.

***Standards*** are objective criteria that provide specific direction based on the related Intent Statement. Standards are used to define issues considered critical to achieving the Intent. Standards use the term “shall” to indicate that compliance is required unless it can be demonstrated that an acceptable alternative meets one or more of the following conditions:

- the alternative better achieves the stated Intent;
- the Intent will not be achieved by application of the Standard in this circumstance;
- the effect of other Standards or Guidelines will be improved by not applying this Standard;  
or
- unique site factors make the Standard impractical.

**Guidelines** provide further considerations that promote the goals defined by the Intent Statements. Guidelines use the term “should” or “may” to denote that they are considered pertinent to achieving the stated intent but allow discretion based on site and project conditions. Achieving Guidelines may help in identifying alternative approaches to achieving Standards. Guidelines are strongly considered if there is a request to waive a related Standard.

## **1.6 DEFINITIONS**

Unless otherwise specifically provided, the words and phrases used in this Guide shall be defined by the Town of Parker Land Development Code (the “Code”), Chapter 13.02, as amended. Words, phrases and terms not defined in the Code shall be given usual and customary meanings except where the context clearly indicates a different meaning.

## **1.7 SITE PLAN STANDARDS AND PROCEDURES**

The site plan standards and procedures contained in Chapter 13.06 of the Land Development Code, as amended, shall apply to any project within the Historic Center.

## **1.8 RELATIONSHIP OF THE GUIDE TO OTHER REGULATIONS**

The provisions of this Guide shall prevail and govern the development within the Historic Center except where the provisions are silent or do not clearly address a specific subject. In such cases, the provisions of the Code, as amended, shall prevail where applicable. When there are conflicts between this Guide and the Code, the Community Development Director shall resolve the conflict and determine the applicable requirement.

## **1.9 INTERPRETATION**

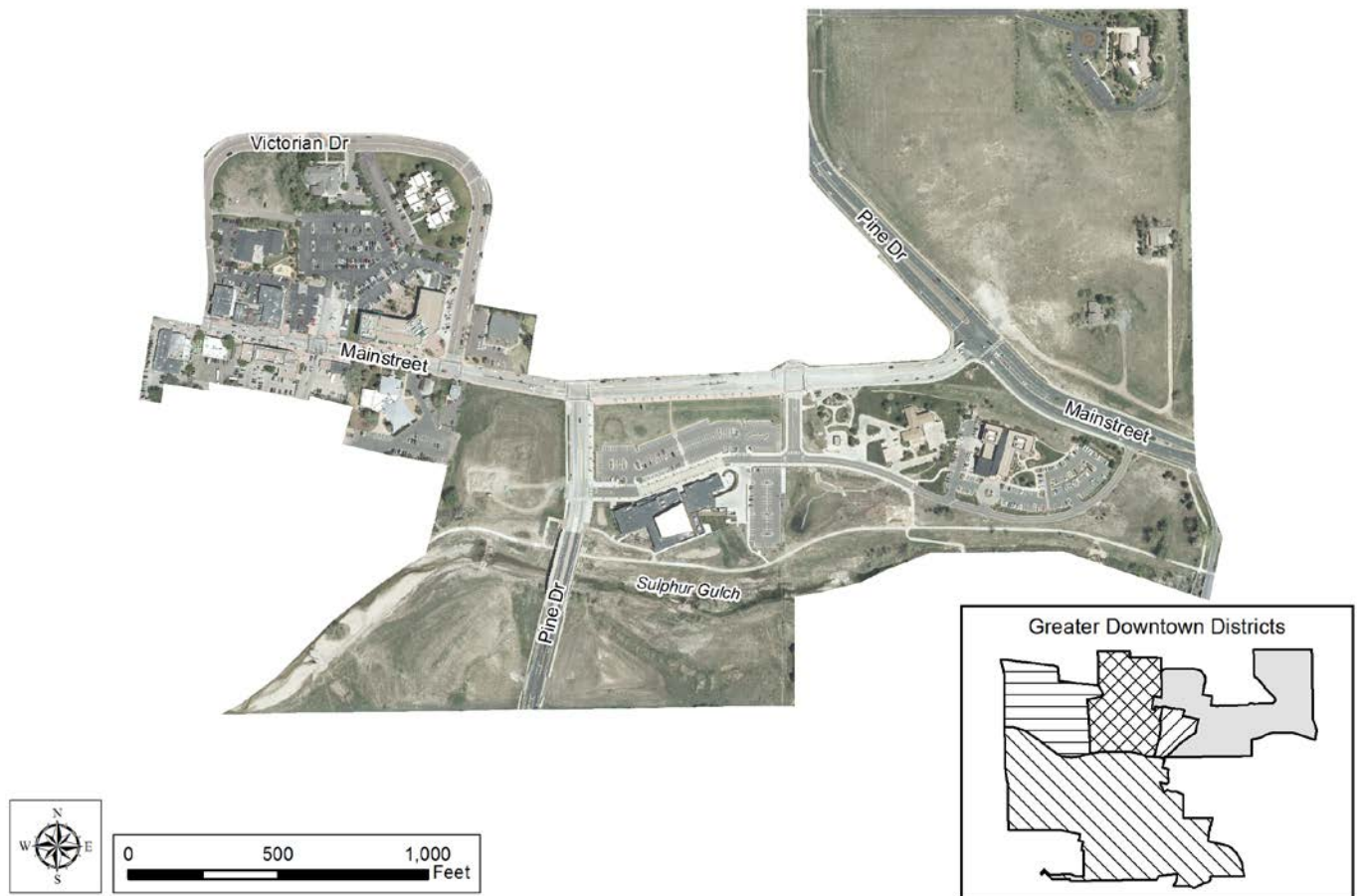
The Community Development Director is responsible for the interpretation and application of the provisions of this Guide and the Land Development Code. Any appeal of the Community Development Director's interpretation and application of the provisions of this Guide shall be in accordance with the procedures contained in Chapter 13.01.130 of the Land Development Code, as amended.

## 2.0 LOCATION

The boundary of the Historic Center Design District is illustrated in Exhibit 2.

### EXHIBIT 2 HISTORIC CENTER DESIGN DISTRICT

#### Historic Center Design District



## **3.0 LAND USES**

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### **3.1 TABLE OF LAND USES**

Land uses are divided into categories – permitted, special review and not permitted. Table 1 specifies those applicable land uses for the Historic Center.

### **3.2 USES PERMITTED BY SPECIAL REVIEW**

Activities itemized in Table 1 as “special review” may be permitted upon approval by the Town Council following a public notice and hearing as outlined in the Land Development Code, Chapter 13.04.200, as amended.

### **3.3 USES NOT ITEMIZED**

Uses not itemized in Table 1 or not reasonably similar to listed uses shall not be allowed unless and until the use is interpreted by the Town in compliance with the Land Development Code, Chapter 13.04.220, as amended.

### **3.4 ACCESSORY USES AND BUILDINGS**

Accessory uses or buildings shall be allowed, provided that all of the conditions outlined in the Land Development Code, Chapter 13.04.170 as amended, are met.

### **3.5 HOME OCCUPATIONS**

A home occupation shall be allowed as a permitted accessory use, provided that all of the conditions outlined in the Land Development Code, Chapter 13.04.180 as amended, are met.

### **3.6 TEMPORARY STRUCTURES AND USES**

Temporary and seasonal uses and structures shall be allowed, provided that all of the conditions outlined in the Land Development Code, Chapter 13.04.210 as amended, are met.

**TABLE 1**  
**LAND USE MATRIX FOR THE HISTORIC CENTER**

**Residential/Accommodations**

|                                                                    |               |
|--------------------------------------------------------------------|---------------|
| - Residential dwelling units located above the street-level floor  | Permitted*    |
| - Residential dwelling units for owners, caretakers, or employees  | Permitted*    |
| - Single-family detached & duplexes                                | Not Permitted |
| - Multifamily                                                      | Permitted*    |
| - Multifamily on ground floor fronting Mainstreet                  | Not Permitted |
| - Lodging establishments (hotel, motel, inn, or bed and breakfast) | Permitted     |

**General Office, Retail, Services and Sales**

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

**Eating and Drinking Establishments**

|                                                                               |               |
|-------------------------------------------------------------------------------|---------------|
| - Restaurant (with indoor and outdoor seating) with or without liquor service | Permitted     |
| - Restaurant with drive through                                               | Not Permitted |
| - Take out and delivery                                                       | Permitted     |
| - Lounge, bar, or microbrewery                                                | Permitted     |

**Institutions**

|                                                                                  |                |
|----------------------------------------------------------------------------------|----------------|
| - Educational facilities (private and public)                                    | Special Review |
| - Day care center, preschool, nursery                                            | Permitted      |
| - Nursing homes, hospitals, minor emergency centers, or extended care facilities | Special Review |
| - Assisted and independent living centers                                        | Special Review |
| - Library                                                                        | Permitted      |
| - Conference center or meeting hall                                              | Special Review |

\* Residential densities will be determined during the Site Plan process.

**Motor Vehicle Related Equipment Sales and Service Operations**

|                                                                                             |               |
|---------------------------------------------------------------------------------------------|---------------|
| - Automobile sales (new and used)                                                           | Not Permitted |
| - Automobile and truck services and repair with no outdoor storage of vehicles              | Not Permitted |
| - Automobile and truck services and repair with outdoor storage of vehicles                 | Not Permitted |
| - Tire sales and repair (indoor)                                                            | Not Permitted |
| - Motorized equipment sales, leasing, rental, services and repairs as an accessory activity | Not Permitted |
| - Car wash (automatic or self service)                                                      | Not Permitted |
| - Light machinery repair                                                                    | Not Permitted |
| - Light manufacturing or assembly of small equipment, parts, or supplies                    | Not Permitted |
| - Automotive body shop                                                                      | Not Permitted |

**Recreation, Amusement and Entertainment**

|                                                                       |                |
|-----------------------------------------------------------------------|----------------|
| - Indoor recreational activities, such as bowling, skating, arcade    | Special Review |
| - Cultural facility, such as a museum, stage theatre, or amphitheater | Special Review |
| - Indoor movie theater                                                | Special Review |
| - Outdoor recreation activities, such as miniature golf, batting cage | Special Review |
| - Health club (with public or private memberships)                    | Special Review |
| - Public park, playgrounds, or open space                             | Permitted      |
| - Trail and trail head                                                | Permitted      |

**Transportation/Parking Structures/Storage**

|                                                                                             |                |
|---------------------------------------------------------------------------------------------|----------------|
| - Recreational vehicle storage                                                              | Not Permitted  |
| - Self-storage units, provided no flammable or hazardous materials are kept on the premises | Not Permitted  |
| - Commercial outdoor storage, screened from view                                            | Not Permitted  |
| - Parking garages (public and private)                                                      | Special Review |
| - Public transportation facility, such as shuttle service or park and ride                  | Permitted      |

**Utilities/Alternative Energy**

|                                          |                |
|------------------------------------------|----------------|
| - Treatment plant                        | Not Permitted  |
| - Public utility major facility          | Special Review |
| - Water storage facility                 | Special Review |
| - Wind or solar energy conversion system | Special Review |



## 4.0 SITE PLAN

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### 4.1 CHARACTER STATEMENTS

The following general character statements are not intended to mandate specific regulations, but rather to provide an overall vision for the Historic Center.

#### 4.1.1 Role

The Historic Center is where the enhancement and interpretation of Parker's historical architectural characteristics are actively pursued. The original downtown on Mainstreet is one of the most important distinguishing characteristics of Parker. This area gives heart and authenticity to the entire town. It is a historic mixed-use district that includes neighborhood and specialty shopping, professional office, cultural events, civic uses, restaurants and residential uses.

#### 4.1.2 Architectural Character

The architectural character of the Historic Center provides for historically-referenced storefront architecture primarily oriented to Mainstreet. Architecture should interpret and enhance the local historical character and equally create pedestrian orientation and walkability. New buildings and renovations should also respect and respond to existing and planned public spaces. Amenities such as plazas, pocket parks and restaurants with outdoor seating are highly desirable and are encouraged. Continuous, high quality streetscapes that provide for continuous walks, ample landscaping and pedestrian furnishings and amenities are highly desirable and encouraged.

Building architecture and signage is intended to be rich in detail, material, texture, craft and color in order to create a human scale and level of interest that reinforces the interest of the shop fronts themselves.

#### 4.1.3 Pedestrian and Vehicular Traffic Characteristics

The Historic Center is the core designed for pedestrian activity. Streets and open spaces must create attractive pedestrian environments. On-street parking is essential in order to provide obvious access to shops, and to generate additional pedestrian activity on the street. Streets should be comfortable for pedestrians, and limited to slow moving traffic.

#### 4.1.4 Plazas, Parks and Open Spaces

The use of plazas, pocket parks and open spaces serve to create a stronger sense of community throughout the Historic Center and are designed to draw pedestrians to areas where active and passive recreational uses are encouraged. They serve as social gathering places and provide a sense of place and community, further enhancing the character of Parker's historic downtown.

### 4.2 SITE COVERAGE

#### ***Intent:***

- *To provide for a balance between functional and visual needs of the property.*
- *To ensure that site coverage follows an organized, coordinated plan that achieves a successful balance of intensity, activity and identity.*
- *To the extent possible, incorporates all current, proposed and anticipated development, on and off-site.*

**Standards:**

- There is no specific standard for lot size to building coverage ratio, other than as described below:
  - Residential densities will be determined during the Site Plan process.
  - A minimum of ten (10) percent of the total site area shall be designated for landscaping, plazas, pocket parks and/or open space, except vertical mixed use fronting Mainstreet which shall have a minimum of five (5) percent.

**Guidelines:**

- The lot size and building coverage ratio should be compatible with existing development and historical development patterns of the Historic Center.

**4.3 BUILDING ORIENTATION****Intent:**

- *To orient front facades and main entries toward streets and plazas.*
- *To define or visually contain the three dimensional space of the street or public open space.*
- *To reinforce the character and quality of streets through the development of buildings that provide orientation and access toward the street.*
- *To maintain an interesting, exciting and continuous street façade and storefront along the street.*
- *To promote sun and sky exposure to public streets and public areas.*
- *To promote the development of buildings that encourages pedestrian activity through the incorporation of pedestrian oriented uses at the ground level street frontage.*

**Standards:**

- Buildings shall orient facades and main entries toward all primary public streets, as well as any new public streets within the Historical Center.
- Primary public streets shall include Mainstreet, Pine Drive, Pikes Peak Drive and Victorian Drive.
- The configuration of building entrances and overall building form must establish a pedestrian oriented environment.
- Active interior areas shall face onto streets and sidewalks to enliven the street with activities and make safe, pleasing walking environments.

**Guidelines:**

- The majority of the building's front façade should be oriented parallel to the street on which it fronts.
- Building frontages and storefronts should be as continuous as possible along the street.
- Buildings should be sited in such a way as to create active outdoor spaces.
- Buildings and landscape features should be oriented to frame views of special buildings and open spaces.
- Primary building entries should be oriented toward streets. Where multiple tenants occupy a building(s), shared entries are encouraged which provide direct access to the street and sidewalk. Rear entrances may be allowed where appropriate.
- Streets should not be lined by blank walls and should be viewable from active interior spaces to provide informal surveillance of the street.

**4.4 BUILDING SETBACKS****Intent:**

- *To create a reasonably continuous building edge to the street, that defines an exterior spatial enclosure helpful in achieving intensity, activity and identity.*
- *To create a "main street" configuration that enlivens commercial areas by encouraging window shopping and streetside activity.*

- *Bring buildings to property lines adjacent to the street/sidewalk without significant setbacks to create street enclosure.*

**Standards:**

- Buildings shall line a street, at or near the public right-of-way, to the greatest extent possible.
- The front setback required is zero (0) feet; however, consideration will be given for a relaxed setback when adjacent development is not positioned along the street edge.
  - A setback tolerance will also be considered for outdoor dining areas, pedestrian activity zones or plazas as long as the treatment within the setback complements the sidewalk or pedestrian circulation system in design.
- Where a front setback landscape perimeter area occurs between a building frontage and a street right-of-way, it shall be designed to extend the pedestrian amenities of the street, such as increased walkway widths, areas for outdoor café/restaurant seating, increased sidewalk widths to allow window shopping out of the stream of pedestrian traffic, and space for the temporary display of a retailer's goods.
- There is no side or rear setback.

**Guidelines:**

- Building setbacks from non-arterial streets should be minimized.
- Setbacks should reflect the desired character of the area and bring buildings close to the sidewalk.
- Provide a building edge for the majority of the street frontage, to the greatest extent possible.
- Buildings should be sited to create active outdoor spaces.

## 4.5 BUILDING HEIGHT

**Intent**

- *To reflect the desired character within the Historic Center.*
- *To concentrate pedestrian activity through density and provide visual interest and urban character by allowing upper floors with residential or office uses.*
- *Use building height and massing to emphasize important corners, designate points of entry and create a density to differentiate the Historic Center from the surrounding Design Districts.*
- *To ensure that scale relationships between adjacent and surrounding existing buildings is maintained.*
- *To promote sun and sky exposure to public streets and public areas.*

**Standards:**

- Buildings may not exceed four (4) stories or sixty (60) feet in height, whichever is more restrictive. Building height shall be measured from the average finished grade to the mid point of a pitched roof or the top of a flat roof (not including parapet). Mechanical equipment and associated screening are excluded from the building height requirement.
- Additional height allowances for building height and architectural detailing such as pediments, clock towers, etc..., shall require special review.
  - Additional height allowances shall be based on the design, materials and appropriateness of the request in its proposed location.
- Taller buildings adjacent to lower buildings shall establish scale relationships with lower, neighboring buildings through methods such as: compatible horizontal alignment of architectural features and fenestration, and height and form transitions from one building to another.

**Guidelines:**

- Lower building heights or upper level stepbacks are encouraged on the south or east side of the street or public open space in order to provide more sun penetration to the ground level.

**4.6 SITE ACCESS****4.6.1 Vehicular Access and External Circulation****Intent:**

- *To balance the needs and viability of the pedestrian as well as the car.*
- *To reduce automobile speeds to promote improve pedestrian accessibility and safety while continuing to accommodate safe vehicular movement.*
- *To establish a logical and practical system of streets and vehicular circulation patterns that facilitate simple, direct and fully interconnected access throughout the Historic Center and that ties into the established pattern of arterial and collector streets.*
- *To complement the function and pattern of arterial and collector streets.*
- *To provide convenient, interconnected access to all lots and development parcels that allow dispersion of local traffic without encouraging “cut-through” to non-local destinations.*
- *To coordinate automobile, pedestrian and bicycle movement to equally ensure efficiency and safety for all modes.*

**Standards:**

- All public streets shall conform to applicable Town adopted street standards.
- Access points to development shall be designed to tie into the established pattern of public streets.
- Vehicular circulation shall establish a logical pattern that facilitates simple, direct and fully interconnected access to public streets. Local streets shall have travel and parking lanes sufficiently narrow to slow traffic and allow trees to form a pleasing canopy over the street, while providing for access of automobiles and emergency and service vehicles.
- Intersections within the Historic Center shall be designed to facilitate both pedestrian and vehicular movement.

**Guidelines:**

- The street pattern should be simple, avoiding winding roads, dead end streets and cul-de-sacs.
- Streets should contribute to the Historic Center’s unique identity.
- The street system should provide multiple and parallel routes within the Historic Center and between the Historic Center and other Design Districts.
- An arterial street should not be the only route to and from the Historic Center.
- Alleys should be used to serve residential and commercial developments within the Historic Center to allow for visual relief for the streetscape and allow vehicular access to individual parcels.
- Unless absolutely necessary, additional turning lanes at intersections should be avoided to minimize pedestrian crossing dimensions.
- Shared vehicle entries between adjacent lots are strongly encouraged.

**4.6.2 Pedestrian Access and External Circulation****Intent:**

- *The Historic Center is designed for pedestrian activity. Streets, plazas and open spaces must create attractive pedestrian environments.*
- *To design a safe, convenient and inter-connected system of pedestrian walks along all streets and through all private development sites and open space areas.*
- *To minimize conflicts between automobiles, pedestrians and bicyclists.*
- *To provide pedestrian connections to trails and other circulation networks.*

- *To provide continuous opportunities for pedestrian movement through the development.*
- *To enhance pedestrian safety and comfort by providing clearly defined routes from the public sidewalk to primary building entries, trail connections and schools.*
- *To ensure that walkways are sufficient in size to be inviting and provide a safe and pleasant experience for the pedestrian.*
- *To provide a quality of paving materials and patterns consistent with the quality of the surrounding architecture and open space.*

**Standards:**

- Pedestrian circulation shall be designed and located to minimize conflict with vehicular movement.
- Pedestrian system continuity shall be provided regardless of the street discontinuity.
- Where possible, the primary pedestrian path system shall coincide with the street system. Diagonal short cuts through parks, plazas and greens are an exception and encouraged.
- Pedestrian systems shall connect with existing and planned thoroughfares, public parks and civic facilities, where appropriate.
- Safe pedestrian crossings across arterials and collectors shall be provided where pedestrian movement is anticipated.
- Sidewalks are required on all streets within the Historic Center.
  - o Commercial and mixed-use settings shall provide for a minimum width of eighteen (18) feet that include at least two (2) activity zones: an amenity or buffer zone where street trees, street and pedestrian lights, and other street furniture are located; and a walking zone with a minimum width of eight (8) feet, clear of obstructions.
  - o Residential settings shall provide for a minimum width of eighteen (18) feet that include at least two (2) activity zones: an amenity or buffer zone where street trees, street and pedestrian lights, and other street furniture are located; and a walking zone with a minimum width of five (5) feet, clear of obstructions and shall parallel the public street.
  - o All sidewalks shall align block to block and connect with those on adjacent properties.
- For commercial and mixed-use buildings that do not front a street, walkways, a minimum width of fifteen (15) feet, shall be provided along the full length of a building along any façade featuring a customer entrance.
- Pedestrian paths through parking lots shall be distinguishable from the driving aisles and other paved surfaces by differentiation in materials, texture and/or color.
- Walkways to parking are required within a development to provide a safe and pleasant experience for the pedestrian, where appropriate.
- Any development located adjacent to parks, public spaces, public facilities, or transit stops shall make sufficient pedestrian connections to ensure the coherent movement of pedestrians, bikes and cars between the development and the public amenity.

**Guidelines:**

- When pedestrian amenities such as plazas and seating areas are incorporated along the walkway, the width of the sidewalk should accommodate such additional uses.
- Walkways and pedestrian routes through parking lots should be avoided.

### **4.6.3 Bicycle Access and External Circulation**

**Intent:**

- *To provide a safe, direct and attractive system of interconnected bikeways and bike routes throughout the area.*
- *To accommodate bicycle access by directly or indirectly providing defined routes to bicycle parking facilities.*
- *To minimize conflicts between automobiles, pedestrians and bicyclists.*
- *To encourage and facilitate bicycling as an alternative means of transportation for local trips.*

**Standards:**

- Bicycle access shall be provided between bicycle trails and on-site bicycle parking areas.
- Bicycle trails shall be sufficient in size to be inviting and provide a safe and pleasant experience for the bicyclist.
- Major destinations such as parks, schools, employment areas and shopping shall be accessible by bicycle.

**Guidelines:**

- Bicycle circulation should connect and align with pre-existing and planned off-site bicycle routes.
- Crossings at intervening streets should be located where safe means for crossing can be provided.

**4.6.4 Access to Public Transit****Intent:**

- *To encourage public transit use.*
- *To reduce auto trips within the Historic Center and surrounding Design Districts.*
- *To integrate land use planning with transportation planning.*
- *To allow for frequent, safe and convenient transit nodes within the Historic Center.*

**Standards:**

- Standards for transit stops shall be established in cooperation with RTD.
- The pedestrian and bicycle system must provide clear, comfortable and direct pedestrian access to existing transit (bus) stops and future transit stops.
- Transit stop locations shall provide shelter for pedestrians, convenient passenger loading zones and bicycle storage.
- Streets shall be designed to facilitate safe pedestrian crossings to transit stops.
  - o Accessibility to transit stops must be given high priority in the design of streets.
  - o Street crossing placement, design and markings should recognize the need by transit riders for fast and flexible access to the stop.
  - o Provide sufficient auto and pedestrian visibility distances, stop signs and clearly marked pedestrian crossings.

**Guidelines:**

- Direct paths to transit stops should be lined with activities and shade.
- The configuration of parking shopping and pedestrian routes should reinforce access to transit.

**4.7 FUNCTIONING OF PLAZAS, POCKET PARKS AND OPEN SPACE****Intent:**

- *To create a stronger sense of community through more intensified use of open spaces.*
- *To encourage walking, bicycling and other recreational activities through the creation of public, outdoor spaces in the form of plazas, pocket parks and open spaces.*
- *To create public spaces that serves the community as alternative pedestrian circulation and pedestrian friendly destinations.*
- *To create parks, plazas and open spaces that are fundamental features of livable and enjoyable neighborhoods.*

**Standards:**

- A minimum of ten (10) percent of the total site area shall be designated for landscaping, plazas, pocket parks and/or open space, except vertical mixed use fronting Mainstreet which shall have a minimum of five (5) percent.

- Any public park, square or plaza shall have at least twenty-five (25) percent of its perimeter abutting a street and/or public pedestrian trail/path.
- All open spaces accessible by the general public shall be open a minimum of twelve (12) hours per day.
- Public parks and plazas shall reflect and reinforce the character of the Historic Center, and be appropriate to their setting, location and use.
- Park and plaza landscaping shall provide adequate shade for comfortable mid-day summer use and sunny areas for winter use.
- All public and private open space not used for recreation shall be attractively landscaped with plant material and hard surfaces that complement the architectural materials used on adjacent structures.
- The Planning Director may waive all or a portion of the standards of this Section based on unique circumstances associated with a specific development and subject to approval of a Site Plan which exhibits quality design through sound planning principles.

**Guidelines:**

- Public parks and plazas should be designed for functional active and/or passive uses.
- Public spaces should be designed to accommodate such uses as fairs and markets, performances, as well as casual activities, people watching and children's play.
- Parks, plazas and open spaces should function as "town squares" suitable for public gatherings, public events, as well as recreation.
- Private open space may be fenced or otherwise controlled for security.

#### **4.8 INTERNAL PEDESTRIAN ACCESS AND CIRCULATION**

**Intent:**

- *To provide pedestrian circulation continuity within the development and to adjoining properties and circulation networks with minimum conflict with vehicular movement.*
- *To provide walkways that are sufficient in size to be inviting and provide a safe and pleasant experience for the pedestrian.*

**Standards:**

- Adequate and sufficient pedestrian circulation shall be provided, where appropriate, to ensure connectivity within the development and to the adjoining properties and circulation network with minimum conflict with vehicular movement.
- Walkways within a site shall be located and aligned to directly and continuously connect areas or points of pedestrian origin and destination, and shall not be located and aligned solely based on the outline of a parking lot configuration.
- Walkways shall provide for a minimum of a five (5) foot clear walking zone.
- Pedestrian crossings shall be distinguished from driving surfaces through the use of durable surface materials such as pavers, bricks, or scored, colored concrete to enhance pedestrian safety as well as the attractiveness of the walkways.
- Signs, signals, lighting, median refuge areas, landscaping and/or other means of traffic calming devices shall also be incorporated at pedestrian crossings, as necessary to promote safety.
- Pedestrian amenities, such as furnishings, lighting and/or landscaping are required to create a safe and pleasant experience for the pedestrian.
- Walkways and sidewalks shall be properly maintained and free from obstructions, impediments and hazards.

**Guidelines:**

(none)



## 4.9 RELATIONSHIP TO ADJOINING PARCELS

### **Intent:**

- To coordinate grading and infrastructure improvements.
- To ensure that development grading creates the perception of a continuous development and an intricate part of the Historic Center as a whole.
- To maximize infrastructure efficiencies and minimize duplicate facilities.

### **Standards:**

- All development shall respect and complement existing (or approved, planned) development on adjoining sites.
- Coordinate topography, stormwater conveyance/detention and landscaping between adjoining parcels.

### **Guidelines:**

- Discontinuous topography and stormwater conveyance that result in large retaining walls along property boundaries or multiple, disconnected stormwater facilities are strongly discouraged.

## 4.10 RELATIONSHIP TO SULPHUR GULCH AND OTHER NATURAL FEATURES

### **Intent:**

- *To provide adequate access for pedestrians, and where appropriate bicyclists, to the Sulphur Gulch trail system.*
- *To integrate visual and physical connections from adjacent development to Sulphur Gulch.*
- *To protect significant natural features and resources in order to minimize the impacts of development on the environment.*
- *To provide visual relief by maintaining natural features.*

### **Standards:**

- All development shall demonstrate that sufficient pedestrian access is provided to the Sulphur Gulch trail or shall develop a hard-surface path, a minimum of eight (8) feet wide, to connect the development with the existing path. This pedestrian path shall meet ADA guidelines as well as any adopted standards imposed by the Town to ensure safe access by pedestrians and bicyclists throughout the Greater Downtown District.
- Major pedestrian entries that continue the system of pedestrian paths, allowing people to travel from Sulphur Gulch to other destinations within downtown shall be integrated into any development within the Historic Center.
- The topography of development parcels adjoining Sulphur Gulch shall provide smooth grade transitions to the Gulch topography.
- Major creeks, riparian habitat and other significant environmental features shall be conserved as open space amenities.
- Protect natural habitats and ensure that natural features become an integral part of the community.
- Site improvements shall minimize cut and fill in order to preserve the general character of the existing terrain.

### **Guidelines:**

- Building groupings should provide openings or pocket parks to allow pedestrian paths to pass between buildings to allow better access from Sulphur Gulch to destinations within the Historic Center.
- Retaining walls and steep slopes that isolate the Gulch from development are strongly discouraged.

## 5.0 ARCHITECTURAL DESIGN

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### 5.1 BUILDING CHARACTER

**Intent:**

- *To design buildings in a manner that reflects the architectural character of the Historic Center.*
- *To express the building's function, internal organization and/or structure.*
- *To create a visually comfortable and familiar environment.*
- *To create buildings that provide human scale, interest and variation.*
- *To promote architectural creativity.*
- *To incorporate art and/or ornament into the building exterior expression.*
- *To create visually pleasing, human scale environments that reinforce the historical character of the district.*
- *No project should appear to dominate an entire street or block.*

**Standards:**

- Projects shall create the appearance of being in continuity and scale with structures historically found in the district through variation in floor level, facades, roof forms, massing and architectural details.
- At street level, no project shall appear to dominate an entire street or block.
- An overall sense of continuity shall be created through massing, roof types and materials.
- Building materials shall convey durability and permanence and should be suited to Parker's climate.

**Guidelines:**

(none)

### 5.2 BUILDING FORM AND MASSING

**Intent:**

- *To encourage building forms that will define orderly and regular street spaces, compatible relationships to adjoining sites and an urban character.*
- *To create buildings that provide human scale, interest and variation in their overall form.*
- *To emphasize important components of a building, such as an entry, or a special internal space.*
- *To encourage quality renovations and commercial conversions.*
- *To promote sun and sky exposure to public streets, plazas and open space.*

**Standards:**

- Building conversions shall be durable and lend themselves to commercial reuse once vacated by the original tenant.
- To ensure visibility from the street and to take advantage of lot size, traditional buildings shall be simple, rectangular in form and corners at ninety (90) degree angles, especially along Mainstreet.
- Conversions and renovations of buildings to retail or office use shall meet standards similar to that of new construction, including building and fire codes, handicap accessibility, utilities, parking, lighting, screening, signage, landscaping and streetscape improvements (i.e., sidewalks and curbing).
- New buildings and additions shall be delineated both vertically and horizontally to reflect traditional patterns and convey a human scale.
- New buildings shall be divided into "modules" that appear similar in scale to buildings seen traditionally.
- Floor to floor heights shall appear to be similar to those seen traditionally.
- The overall scale and design of buildings in the Historic Center shall be compatible with one another.

**Guidelines:**

- Building forms should respond to important gateway locations and view termini.
- Multi-story structures ranging from two (2) to four (4) stories are encouraged.
- Significant variations in building scale or architectural design are discouraged.
- Landscaping should be consolidated into useable “urban” plazas with seating, decorative paving and lighting accents.

### 5.3 ROOF FORM

**Intent:**

- *To use roof forms that contributes to the overall image of high quality and permanence as well as create visual interest.*

**Standards:**

- Roof forms shall match those of existing and traditional buildings, as appropriate.
- Hipped roofs are limited to corner treatment or shed additions extending from the rear of the building.
- Flat roofs shall include a substantial number of ornamental elements. Such elements shall include, but not be limited to, peaked or sloped façade elements, cornices, and/or vertical parapets when facing all street sides, parking lots, internal vehicular and pedestrian access routes, and pedestrian corridors.

**Guidelines:**

- Flat roofs are encouraged.

### 5.4 BUILDING FAÇADE

**Intent:**

- *To design all building facades with high quality design, materials and detailing.*
- *To avoid large areas of undifferentiated or blank facades.*
- *To provide human scale and detailing on sides that face streets, internal circulation networks and public spaces.*
- *To create visual interest through the interplay of light and shadow.*
- *To promote articulation in building form to create visual interest.*

**Standards:**

- Facades and/or forms that face streets and public spaces shall exhibit high levels of design, detailing and material quality.
- Rear and side façades shall be designed to be compatible with the front façade.
- Building fronts shall be similar in scale to traditional commercial storefronts, typically between twenty-five (25) to forty (40) feet in width along Mainstreet.
- Building facades in excess of fifty (50) feet shall be articulated every twenty-five (25) to forty (40) feet. Articulation is achieved by including building columns (structural and/or ornamental), window placement and other architectural detailing.
- Renovations to existing commercial storefronts and new infill development on Mainstreet shall exemplify the same proportions as on traditional commercial buildings. Large expanses of glass for display windows on the lower level shall be incorporated with smaller, punched, evenly spaced windows on the upper floors.

**Guidelines:**

- Only when a façade faces an alley or service court, is largely unseen from a public street or open space, or is screened by other means, should that façade be composed of a more utilitarian level of quality.

**5.5 CONSTRUCTION MATERIALS****Intent:**

- *To use materials complimentary to those found in the traditional buildings within the Historic Center.*
- *To establish consistently high levels of material detail, durability and quality consistent with the urban character of streets and open space.*
- *To use materials that convey a sense of quality, and attention to detail.*
- *To encourage material palettes that emphasize the urban character of the Historic Center with color, texture and durability.*
- *To utilize materials of a quality, durability and scale appropriate to pedestrian activity and context.*
- *To encourage the use of new, quality materials while still retaining the overall architectural character found within the Historic Center.*

**Standards:****5.5.1 Exterior Walls**

- Siding materials shall be limited to lap siding or masonry. Segmented horizontal siding such as wood or fiber cement siding (such as Hardie Board) is appropriate when the maximum exposed dimension is eight (8) inches; three and one-half (3 1/2) inches is preferred. The use of logs and natural stone is acceptable.
- Architectural precise concrete is a recommended primary building material.
- Treated, color metal materials and Exterior Installation Finish Systems (EIFS) may be allowed as architectural accents.
- Exterior building materials shall not include the following: split shakes, rough sawn or board and batten wood, smooth-faced gray concrete block, painted concrete block, tilt-up concrete panels, field painted or pre-finished standard corrugated metal siding, standard single or double tee concrete systems, modular paneled materials, concrete masonry units (CMU), masonite, or aluminum and vinyl.
- All sides of the building shall include materials consistent with those on the front.
- Highly reflective materials are prohibited.
- Applicants are required to submit a sample material board.

**5.5.2 Windows**

- The use of clear glass (90 percent light transmission) is strongly encouraged for storefront windows.
- Tinted glass may be used for energy conservation on south and west facing walls when it can be demonstrated that it does not detract from the character of the Historic Center.
- Reflective glass shall not be permitted.

**5.5.3 Roof Materials**

- Visible roof surfaces shall be of durable materials such as metal, flat tile, slate, or architectural grade asphalt shingles. Wood shingles are prohibited.

#### 5.5.4 Colors

- All building and visible roof colors shall be presented to the Town during the site plan process phase of the planning submittal. Samples shall be affixed to a board and labeled according to use and location on the proposed building.
- Color choices for all buildings shall be made from those allowed within the range delineated according to the Munsell color notion system from the Munsell Book of Color on display in the Planning Department.
- The Munsell system of color notion is broken into three categories: hue, chroma, and value. Chroma is the only characteristic with one set limit, which is as follows: Body color is limited to a maximum chroma of four (4). Trim color is limited to a maximum chroma of six (6). Accent color is limited to a maximum chroma of eight (8). (If yellow or red is used, body color is limited to a maximum chroma of eight (8), trim color is limited to a maximum chroma of eight (8), and accent color is limited to a maximum chroma of ten (10)).
- Colors not in compliance with chroma requirements may be approved by Special Review.
- Visible roof surfaces shall not be of intensely bright, reflective colors that distract from the street or pedestrian corridor. Flat, dark colors are encouraged.
- Metal roofs shall be dark, non-reflective colors.
- Bright colors are inappropriate and are strongly discouraged.

**Guidelines:**

(none)

#### 5.6 ARCHITECTURAL DETAILS

**Intent:**

- *The architectural style, finish, and detailing should distinguish the Historic Center from other Design Districts and from surrounding development.*
- *To convey a historical quality with “character defining features”.*

**Standards:**

##### 5.6.1 Doors

- Clearly identify the primary entrance through the use of awning, change in roofline, or other architectural features to define the entry.
- Recessed building entrances shall be incorporated into building facades that front Mainstreet.
- All front entry doors shall have windows and be a minimum of thirty (30) percent transparent.
- Doors facing a street shall parallel the street unless parcel and building occupy a corner lot abutting two primary streets, in which case, the door may be positioned at a 45-degree angle to the corner. Front entry doors on corner lots may be located on the corner of the building.
- Door openings shall be trimmed appropriately for the style of the building.

##### 5.6.2 Windows

- Display windows of traditional buildings are usually separated by architectural detailing that reflects the building structure and helps to break up large expanses of glass. Vertical columns and/or structural piers can be essential to establishing a design character that adds interest to the overall building façade.
- Mullions shall be applied in a traditional manner to large expanses of glass.

- Upper story windows shall be vertically oriented and uniformly spaced along all exposed facades. Second story windows on traditional buildings typically have a ratio of width-to-height of one-to-two.
- All windows located along the upper floor of buildings shall be double hung windows or resemble this type of window.
- Storefront windows should be located a minimum of eighteen (18) inches from the sidewalk grade to accommodate a traditional bulkhead. Maximum bulkhead height shall not exceed thirty-six (36) inches.
- Upper floor windows shall be divided into individual units and not consist of a “ribbon” of glass.
- Shading devices and techniques shall be used to reduce interior glare, conserve energy and contribute to visual interest.

### **5.6.3 Awnings**

- Awnings shall exhibit traditional awning form. Awnings shall be triangular in section with a valance of eight (8) inches maximum, extending at an acute angle to the building façade. Different awning designs may be approved by special review where the applicant can demonstrate that the awning design meets the intent of this Section.
- The awning shall be proportional to the storefront and not obscure architectural and ornamental detailing.
- The top edge of the awning shall align with the top of the window or align with the framing that separates the transom from the main display window to help strengthen visual continuity along the street.
- Plastic and back-lit awnings are prohibited.
- Awnings are encouraged to be a solid color and to be made of canvas or similar non-reflective material. Awnings may be fixed or operable.
- Awnings on buildings that have a zero (0) foot setback shall not project more than five (5) feet into the public right-of-way. Any projection into the public right-of-way must be approved by the Director of Public Works.
- Detail of proposed awnings shall be submitted with the building elevations.

### **5.6.4 Ornamental Detailing**

- Include simplified interpretations of traditional architectural detailing such as parapets, cornices, window arches, brackets, railings and similar details appropriate to the style of the building. Ornamental details shall include EIFS, metal, precast concrete, stone, masonry or wood. Wood or a molded synthetic substitute may be considered an acceptable option for new or renovated buildings. For development fronting Mainstreet, ornamental caps or cornices at the top of the façade are encouraged because such details lend a “finished” look to the building.
- Buildings higher than one story shall have architectural delineation between floors along the primary and secondary street elevations to help promote traditional building scale.
- Buildings occupying a corner lot shall include window, door, and ornamental detailing on all sides fronting streets.

#### **Guidelines:**

(none)

## **5.7 PARKING STRUCTURES**

#### **Intent:**

- *To minimize the visual impact of parking on the pedestrian experience, and the street environment.*
- *To increase pedestrian activity and interest along the street by locating active uses at the street level of parking structures.*

- *To design the garage facades visible so that they are compatible in character and quality with adjoining buildings.*
- *To create visually interesting facades.*
- *To avoid large areas of undifferentiated or blank facades.*
- *To provide human scale and detail.*

**Standards:**

- Entrances shall be clearly identified and easily accessible.
- Parking garages shall have all pedestrian entrances directly onto a sidewalk.
- Facades shall conceal or effectively minimize the impact of parked cars and light sources from the exterior view for the full height of the structure.
- Openings shall be vertically and horizontally aligned.
- Each building façade oriented to the street or public space shall include architectural variety and scale through the use of such elements as: expressions of building structure; patterns of windows, door or other openings that provide surface variation through change in plane; change in color; change in texture; change in material module or pattern; art, signs or ornament integral with the building.
- Parking structures shall incorporate architectural materials and details similar to those buildings adjacent to and typically found in the Historic Center.
- Landscaping around parking structures should be designed to screen parked cars on the ground floors of such structures and to minimize the impact of headlights on nearby areas.
- Parking structures shall screen all head-in parking with a continuous wall no less than 42 inches high in front of the vehicles. The wall shall be constructed of materials that are equal to or equivalent in quality to the facades of the surrounding buildings.
- Multi-story parking structures (three (3) levels or more) with facades facing public streets shall consider incorporation of other uses at ground levels, or design ground level bays and drive aisles and floor to floor heights to accommodate future conversion to retail or commercial uses on facades facing public streets or active open space.

**Guidelines:**

- Whenever possible, “active” development buildings should wrap around the parking garage.
- Sloping ramps should not be visible within the street façade of any parking structure.



## 6.0 SCREENING OF MECHANICAL EQUIPMENT, DUMPSTERS AND SERVICE AREAS

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### **Intent:**

- *To effectively mitigate negative visual and acoustic impacts of mechanical equipment, dumpsters and service areas.*

### **Standards:**

- Screening walls, coverings, and/or fences shall use architectural elements, materials, colors, and designs that conform to or complement the predominant materials, colors, and elements of the building or landscaping to which it is accessory.
- All mechanical equipment and associated screening shall be integrated with the color and architectural design of the subject building.
- Only synthetic stucco, metal, EIFS or wood panels for screening are permitted, unless it can be demonstrated that other materials are detailed with sufficient care and quality to provide a high quality, long term appearance.
- Roof-mounted mechanical equipment shall be screened equal to or greater in height than the equipment and an integral part of the building's architectural design.
- All roof-mounted equipment shall be painted flat, dark colors.
- Screen walls shall be of a quality that is equivalent in visual appearance to the building materials.
- Wall-mounted mechanical equipment shall be designed and colored to blend with the color and architectural design of the subject building.
- Wall-mounted mechanical equipment that protrudes more than six (6) inches from the outer building wall shall be screened from view by structural features that are compatible with the architecture in materials and quality, where appropriate.
- All ground level mechanical equipment, service areas, storage areas and loading docks shall be screened from public view using opaque fencing or a combination of fencing and plant material. Treated wood, masonry partitions, screens, or evergreen hedges shall be used. Screen walls or fences shall conceal mechanical/electrical equipment from pedestrians.
- Screening of service areas will ensure that rear entrances and parking areas are safe, attractive and clean.
- Dumpsters and garbage storage areas shall be screened from view from public rights-of-way, all residential properties and from primary entries of adjoining non-residential properties.
- Dumpsters and garbage storage areas shall be screened on all sides by a wall sufficient in height to visually conceal the facility with access provided through a gate.
- Dumpster enclosures shall be constructed of durable exterior materials and shall be architecturally and visually compatible with the primary structure.
- Dumpster enclosures and screening shall be maintained in good working order.
- Dumpster gates shall remain closed except when trash pick-ups occur.
  - o Applicants shall be responsible for coordinating with a solid waste disposal provider on matters relating to interior dimensions, locations and access.

### **Guidelines:**

- If the screening walls for ground mounted mechanical equipment exceed four (4) feet in height the equipment location should be relocated to a less visible location on site. Screening will still be required.

## 7.0 LIGHTING, FENCES AND SITE FURNISHINGS

---

### 7.1 SITE LIGHTING

**Intent:**

- *To create a well balanced, integrated lighting plan for public and private properties that enhances vehicular and pedestrian visibility while minimizing lighting glare and contrast.*
- *To provide a safe and secure environment for pedestrians and vehicular traffic.*
- *To minimize light pollution and light trespass.*
- *To promote continuity and character throughout the Historic Center.*

**Standards:**

- In addition to the following standards, Chapter 13.10.140 of the Land Development Code, as amended, applies.
- Vehicular and pedestrian lighting shall be provided throughout all vehicular and pedestrian circulation areas to promote safety.
- Outdoor building lighting, pedestrian lighting and street lighting must be uniform throughout the Historic Center to promote continuity and character throughout the area.
- Sidewalks and secondary pedestrian walkways shall be lit using lighting fixtures identified as the standard pedestrian light fixture by the Town.
- New development, redevelopment and site improvements shall apply the Town adopted five (5) globe light standard in appropriate locations along primary streets and pedestrian walkways.
- Off-street parking lots shall be lit for safety purposes. Fixtures shall correspond to other site lighting elements and include specific features that minimize light pollution onto adjacent parcels, such as full cut-off fixtures.
- Lighting shall be coordinated with the building entrances, signage and pedestrian access. Front building facades shall be the dominant element and shall not be overpowered by other light sources.
- Balance the color and intensity of lighting among different building features. Avoid blue fluorescent lighting.
- Lighting shall be designed to minimize light pollution and light trespass.

**Guidelines:**

(none)

### 7.2 PARKING LOT LIGHTING

**Intent:**

- *To illuminate the parking lot for traffic safety and personal security in a consistent, attractive, unobtrusive manner that minimizes off-site impacts.*

**Standards:**

- Light sources shall be concealed and shielded with an angle not exceeding ninety (90) degrees to minimize the potential for glare and unnecessary diffusion on adjacent property.
- All freestanding luminaries within a parking lot shall be the same height.
- The height of the luminaire shall not be greater than the height of the building, but at no time shall exceed thirty (30) feet.
- The style of light standards and fixtures within parking areas shall be consistent with the style and character of architecture proposed on the site. Poles shall be anodized (or otherwise coated) to minimize glare from reflection and the light source.
- Lights in foreground spaces, such as building entrances and plaza seating areas, shall utilize decorative, Parker-style streetlights that define the space, are appropriate for pedestrian areas and are without glare.

- Lighting that may be confused with warning, emergency or traffic signals is prohibited.
- Parking lot lighting fixtures shall be setback from the property line at least equal to the total height of the luminary unless the light fixtures are sharp cut-off, directional throw luminaires that reduce off-site glare more than would be possible with a full-directional fixture located within the parking.

**Guidelines:**

- When feasible, illumination shall be located within divider medians or terminal islands.

### **7.3 FENCES AND WALLS**

**Intent:**

- *To provide for the coordination of design and location of walls and fences to maximize the positive interrelationship of buildings, public streets and open space.*
- *To screen or buffer service areas, refuse containers and utility fixtures from views from streets, open space and adjacent properties.*
- *To provide security from private and common space not open to the general public.*
- *To avoid the predominance of long, unarticulated street facing walls or fences and prevent “fence canyons”.*

**Standards:**

- Fences and walls shall use architectural elements, materials, colors, and designs that conform to or complement the predominant materials, colors, and elements of the building or landscaping to which it is accessory.
- Gates are to be of materials, design, and color compatible with their associated walls or fences.
- Typical vertical board or palisade fences are not allowed if viewable from the street.
- Barbed wire, concertina wire and razor wire style security barriers are not allowed.
- Retaining walls shall be cast in place concrete or integrally colored keyed block.
- Retaining wall systems shall be consistent on adjoining parcels.
- Fences shall not exceed a linear distance of fifty (50) feet without a change in materials for a distance of five (5) feet or incorporating a projection or recess of three (3) feet or more.

**Guidelines:**

(none)

### **7.4 SITE FURNISHINGS**

**Intent:**

- *To provide seating in private or open spaces accessible to the public.*
- *To provide trash receptacles at areas where pedestrian activity is expected.*
- *To provide consistency and durability in the design of site elements such as railings, bollards, tree grates, benches and trash receptacles.*
- *To ensure high quality design.*
- *To maintain a clean, safe environment.*

**Standards:**

- Seating shall be durable, comfortable, attractive, and easy to maintain.
- Street furniture, including trash receptacles, shall relate in appearance, design and color.
- Trash receptacles shall have covered tops and sealed bottoms.
- Site furnishings and trash receptacles should be firmly attached to paving to avoid vandalism.
- Site furnishings and trash receptacles shall be dark in color and have a design that is in character with the Historic Center

- Trash receptacles shall not be overfilled to the point that they will not close. Trash shall be removed on a regular basis.

**Guidelines:**

Trash receptacles should be conveniently located near benches, and other activity nodes, but not placed directly adjacent to benches.

## **7.5 PARKER-STYLE LIGHT ENHANCEMENT**

**Intent:**

- To create a unique neighborhood district identity by allowing streetlight enhancements.
- To distinguish and promote the unique historic character identity of the Pikes Peak Center.
- To foster a sense of community and a place of interest among the property owners, businesses and the public.
- To ensure complimentary, consistency and durability in the chosen style and design of the enhancement for the District.

**Standards:**

- Enhancements shall be attached to existing privately owned Parker-style 5 globe streetlights.
- One enhancement for each Parker-style 5 globe streetlight shall be allowed.
- Enhancements shall be separated by a minimum of one hundred feet (100') apart, unless separated by a public right-of-way.
- Location of enhancements on the light shall be oriented the same throughout the district (and shall be directed toward the sidewalk, toward the street or centered).
- All enhancements shall use the same type of attachment devices throughout the district.
- There shall be a minimum of a seven foot (7') clearance between the bottom of the enhancement and the sidewalk or such greater clearance as required by applicable state or federal law.
- Enhancements shall not impede onto any right-of way.
- Enhancements shall be a maximum of four (4) square feet and shall be of proportionate size so as to not visually overpower the Parker-style 5 globe streetlight of which it is attached.
- Enhancement material shall be metal with a durable finish such as a powder-coat finish.
- Enhancements shall not be illuminated.
- The district shall use only one (1) design enhancement for the entire district and the design shall have a minimum of sixty percent (60%) area as decorative/artistic and the remainder area may be text.
- Enhancements shall not be solid and shall be designed and constructed incorporating wind venting in order to withstand wind pressure.
- Enhancement text may only be that of the chosen district identification name with no commercial logo or message.

**Guidelines:**

(none)

### **7.5.1 PARKER-STYLE LIGHT ENHANCEMENT PROGRAM APPROVAL PROCESS**

**Intent:**

- To provide clear information regarding the application submittal requirements and the approval process.
- Applicant, as defined for this process, shall be a recognized organization of property owners that represent the district or shall be a group of property owners representing more than fifty (50) percent of the legal parcels within the district who have each signed a Letter of Authorization.

***Application Process:***

- Applications for the Parker-Style Light Enhancement Program shall be processed through the Community Development Department.
- Parker-Style Light Enhancements shall be approved by Planning Commission.
- If an enhancement program has already been approved by Planning Commission and additional enhancements are requested, any additional enhancement request may be approved by the Community Development Director or Planning Commission subject to the following criteria:
  - o Any additional enhancements shall be identical in size, style, design, color and text as the originally approved program.
  - o The standards for Parker-style Light Enhancements have been met.
  - o No more than a twenty percent (20%) increase of the originally approved enhancements shall be allowed to be approved by the Community Development Director.
- Submittal Requirements:
  - o A completed application form with original signature(s).
  - o Application review fee.
  - o Color elevation details, to scale, of the proposed enhancements.
  - o A site plan exhibit indicating the proposed locations.
  - o Any other supplemental materials deemed necessary by the Community Development Director.

**7.5.2 PARKER-STYLE LIGHT ENHANCEMENT PROGRAM MAINTENANCE*****Intent:***

- To ensure the compliance of proper care and upkeep of the light enhancements.

***Standards:***

- The property owner shall be responsible for maintenance and shall have a continuing obligation to comply with building code requirements.
- The property owner shall provide the proper upkeep of the enhancements including attachments, paint finish, text/lettering. Peeling paint and or lettering shall not be allowed.
- Any non-conforming enhancement shall be subject to revocation of the program and removal by the Town.

The logo is contained within a white speech bubble with a blue outline. The text "MY" is in a smaller, light blue font at the top. "MAIN" is in a large, bold, dark blue font in the middle. "STREET" is in a medium-sized, light blue font at the bottom.

MY  
**MAIN**  
STREET

# **EAST MAIN PLANNED DEVELOPMENT GUIDE**



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**2014**

Town  
of  
Parker

## **[EASTMAIN PLANNED DEVELOPMENT]**

DEVELOPMENT GUIDE



2014

# Town of Parker

## [EASTMAIN PLANNED DEVELOPMENT]

DEVELOPMENT GUIDE

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## **GENERAL PROVISIONS:**

### **I. PURPOSE:**

The purpose of the EastMain Planned Development Guide (hereinafter referred to as “Development Guide”) is to implement the EastMain Vision Plan (Attached as Addendum I) through establishing standards for the orderly development and improvement of the real property contained within the Development Plan described herein (the “Property”). 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.

### **II. INTENT:**

It is the intent of this Development Guide to reflect the following Vision and Development Principles of Addendum I (EastMain Vision Plan):

**Vision:** *By 2020 the EastMain site will be an integrated component of our Old Town 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 Old Town District through conversation, images, social media and the internet.*

#### **Development Principles:**

##### **Sense of Place**

- Recognized as a distinctive and recognizable destination within the Denver area
- Includes innovative design features and place making techniques that reflect a unique and local culture
  - Public Art
  - Architecture
  - Landscaping
- Creates an element of identity and a gateway into the Old Town through art, architecture and landscape design
- Continuous activity throughout the day and year round
- Expands the vitality of Parker’s Old Town
- Capitalizes on the sites location within the Old Town and the Creative District and enhances the experience of visitors to the District

##### **High Quality Mixed Use Development**

- Includes higher (comparatively) residential and employment density to create the needed critical mass to ensure a successful place
- Has vertically mixed uses including retail and restaurants on the first floor

- Has a balanced parking solution

### **Connected**

- Encourages walkability and bikability
  - Enhanced and interconnected bike and pedestrian ways through the site and to external destinations;
  - Activated sidewalks through streetscape, architecture, land uses and patio areas.
  - Promote the public's health, happiness and wellbeing.
- Strengthens and link to surrounding uses including the PACE Center, Town Hall site and developed Old Town area
- Leverages public investment (existing and planned) including the PACE Center, park/plaza and the library

## **III. APPLICATION:**

The standards and regulations contained in this Development Guide shall apply to the Property. The standards and regulations contained in this Development Guide may be divergent from the standards and regulations contained in Chapter 13.04 of the Parker Land Development Ordinance, but not any other Chapter of the Parker Land Development Ordinance. In the event that there is a conflict between the standards and regulations contained in this Development Guide (excluding Chapter 13.04) then the Parker Land Development Ordinance shall control. However, if the conflict concerns the specific and limited modifications contained in this Development Guide to the standards and regulations contained in Chapter 13.06 of the Parker Land Development Ordinance for landscaping and parking and Section 13.10.200 of the Parker Land Development Ordinance for architecture, then in this limited situation the Development Guide shall control. Otherwise, in the absence of a conflict as described herein, the standards and regulations contained in Chapter 13.06 of the Parker Land Development Ordinance for landscaping and parking and Section 13.10.200 of the Parker Municipal Code for architecture shall apply to the Property. All Section references, unless otherwise stated, shall apply to Sections in this Development Guide.

## **IV. CONTROL:**

After the adoption of this Development Guide by the Town Council of the Town of Parker, subject to the provisions of Section 13.04.230 of the Parker Land Development Ordinance (Non-Conforming Situations), the standards and regulations contained in this Development Guide, in conjunction with the Town of Parker Land Development Ordinance, as provided herein, shall control development, land use, the location and bulk of all buildings and other structures, existing and future, and shall also apply to the following:

- A. Any new building or other structure, and any parcel of land, or land use;
- B. The use of any existing building, other structure or parcel of land may be changed or extended;



- C. Any existing building or other structure, if such building or other structure is to be enlarged, reconstructed, structurally altered, converted or relocated.
- D. All standards and regulations set forth or referred to in the standards and regulations for the planning area in which such buildings and other structures are located.

**V. INCORPORATION OF DEVELOPMENT PLAN:**

The EastMain development, including the type, location and boundaries of land use areas are shown upon the “EastMain Development Plan” (hereinafter referred to as “Development Plan”), which Development Plan is hereby incorporated by reference into this Development Guide together with everything shown thereon and all amendments thereto.

**VI. CONFLICTS:**

Where there is more than one provision within the Development Guide that covers the same subject matter, the provision which is most restrictive or imposes higher standards or requirements shall govern unless determined otherwise by the Community Development Director.

## **AUTHORITY**

### **I. AUTHORITY**

The authority for this PD Development Guide is Section 13.04.150 (PD-Planned Development) of the Town of Parker Land Development Ordinance.

### **II. ADOPTION:**

The adoption of this Development Guide and Development Plan by ordinance shall evidence the findings and decisions of the Town of Parker Town Council that this Development Guide and Development Plan for the EastMain Planned Development is authorized by the provisions of Section 13.04.150 of the Town of Parker Land Development Ordinance.

### **III. ENFORCEMENT:**

The provisions of the Development Guide relating to the use of land shall run in favor of the Town of Parker and shall be enforceable, at law or in equity, by the Town of Parker without any limitation on any power or authority otherwise granted by law. All provisions of this Development Guide shall run in favor of the owners of the Property to the extent expressly provided in this Development Guide and in accordance with its terms and conditions.



## **SITE DEVELOPMENT PRINCIPALS**

### **I. PEDESTRIAN AND BICYCLE ACCESS:**

- A. Continuous pedestrian sidewalks, no less than 8 feet in width, shall be provided to all customer entrances, outdoor elements and adjacent developments.
- B. All parking lots shall have pedestrian crosswalks. Crosswalks shall be clearly marked, established pedestrian links that are distinguished from driving surfaces by differentiation in materials, texture and/or color.
- C. Entrances shall be visible and accessible from pedestrian sidewalks.
- D. Sidewalks along Mainstreet shall provide for a minimum width of eighteen (18) feet that include at least two (2) activity zones: a street tree planting strip or buffer zone where street trees, and pedestrian lights and other street furniture are located; and a walking zone with a minimum width of eight (8) feet, clear of obstructions (See figure STP 1 and STP 2).
- E. Sidewalks along Pine Drive shall be detached with a minimum width of five (5) feet, clear of obstructions. The street tree planting strip shall be a minimum of 8' wide with no trees or groups of trees spaced farther apart than 40 feet (See figure STP 3).
- F. Where the development is adjacent to a park/plaza the design shall make seamless pedestrian connections to ensure the coherent movement of pedestrians and bikes between the development and the public space.
- G. Development shall incorporate amenities for pedestrians and bicyclists including, but not limited to furniture, seating and bicycle parking.

### **II. LANDSCAPING:**

#### **A. PURPOSE**

Any development within the EastMain PD shall provide landscape improvements to achieve the following goals:

- 1. To create attractive, visually interesting and shaded environments.
- 2. To create continuity along streets, internal vehicular access drives and pedestrian routes.
- 3. To create public spaces that serves the community as alternative pedestrian circulation and pedestrian friendly destinations.

#### **B. LANDSCAPING REQUIRED**

The following landscape requirements are required for Planning Areas 1 and 3. Additional landscape requirements may apply to each Planning Area, as described in the Development Guide.

There shall be no minimum landscape requirement for any development on the Property, except for the following requirements:

1. Streetscape landscaping;
2. Buffer landscaping;
3. Parking lot internal landscaping; and
4. Other areas

#### 1. **STREETSCAPE LANDSCAPING**

Streetscape landscaping is intended to create a uniform landscape character from the street or right-of-way into the Property reinforcing the pedestrian environment through the provision of shade, buffering from automobile traffic and visual interest. All streetscape landscaping shall meet the following requirements.

- a. Streetscape landscaping shall be applied to all areas of the Property which are adjacent to Pine Drive, Mainstreet, and the internal roadway.
- b. The street tree planting strip adjacent to Mainstreet east of Pace Center Drive shall include:

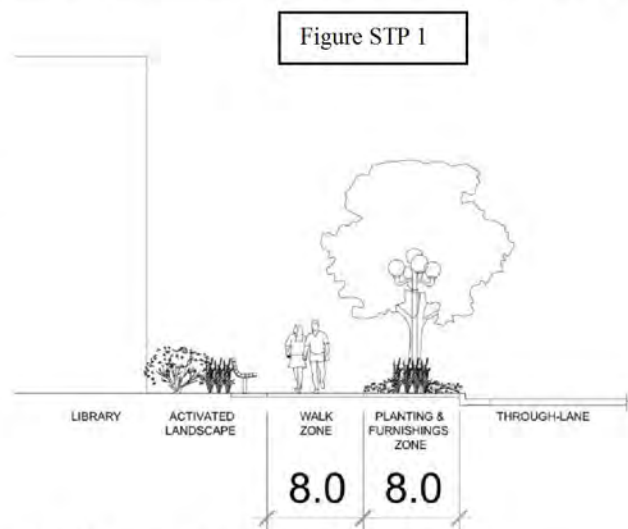
- (1) Street trees shall be evenly spaced and no farther apart than thirty (30) feet.

- (2) A minimum of 25% of the entire property line adjacent to Mainstreet shall include planting beds containing shrubs and ornamental grasses to create a linear

landscaped street wall between Mainstreet and the pedestrian zone.

- (3) Variations in plant materials and hardscape materials to create visual interest.

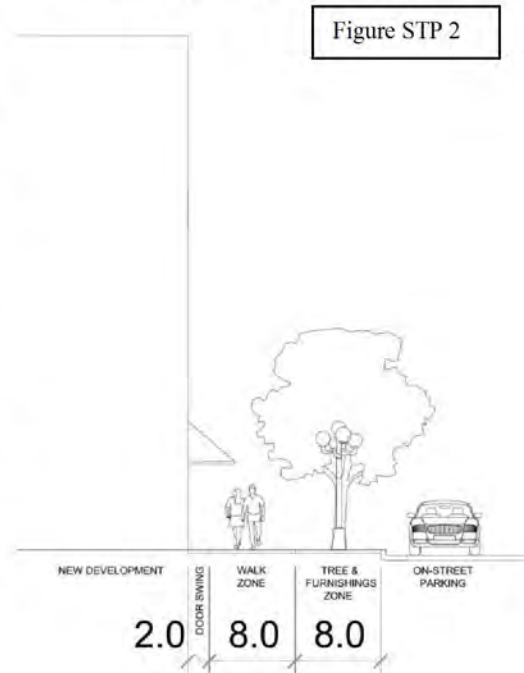
- (4) Street trees shall be planted as close to the edge of the street as possible.





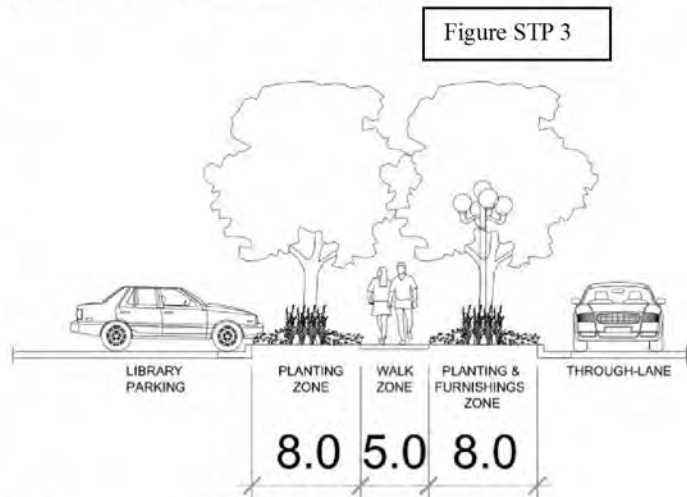
- c. The street tree planting strip adjacent to Mainstreet west of Pace Center Drive shall include:

- (1) Street trees shall be evenly spaced and no farther apart than thirty (30) feet. Trees shall be located in tree grates unless otherwise approved by the Town.
- (2) Street trees shall be planted as close to the edge of the street as possible.
- (3) A combination of bike parking, benches and planters.



- d. The street tree planting strip adjacent to Pine Drive shall include:

- (1) Street trees shall be evenly spaced and no farther apart than forty (40) feet
- (2) Street trees shall be planted as close to the edge of the street as possible.
- (3) Use shrubs and other low plantings to enhance the landscape buffer between the road and the detached sidewalk.



- (4) Variations in plant materials to create visual interest.

- e. The street tree planting strip along the internal road shall include:

- (1) Street trees shall be evenly spaced and no farther apart than thirty (30) feet.
- (2) A combination of bike parking, benches and planters.
- (3) Street trees shall be planted as close to the edge of the street as possible.

- f. All street trees shall be deciduous shade trees and shall be between two-and-one-half-inch caliper and three-inch caliper.
- g. Trees shall be planted in straight alignment with the right-of-way.

## **2. BUFFER LANDSCAPING**

Buffer landscaping shall be provided to all portions of the property between the edge of the street/road and the structure or parking lot.

- a. All portions of the property located within the buffer area shall be landscaped.
- b. One (1) tree and five (5) shrubs shall be provided for each forty (40) lineal feet of edge.
- c. Of the amount of trees required, a minimum of thirty percent (30%) and a maximum of sixty percent (60%) of the trees shall be evergreen to be consistent with the local ecology and provide year-round color.

## **3. PARKING LOT INTERNAL LANDSCAPING**

Parking lot internal landscaping shall be provided within any parking lot provided within the Property. A minimum of five percent (5%) of the provided parking area (excluding structured parking) is required to be landscaped.

- a. Each landscape island shall be of sufficient size in order to break up the monotony of the parking area.
- b. A minimum of one (1) tree and five (5) shrubs shall be provided for each one hundred sixty-two (162) square feet.
- c. Shrubs and ground cover shall be planted at sufficient density to completely cover the landscaped area within five (5) years of initial planting.

## **4. OTHER AREAS LANDSCAPING**

- a. A minimum of one (1) tree and five (5) shrubs shall be provided per 1,500 square feet of landscaped area. Street trees shall not be counted to satisfy this minimum requirement.
- b. All portions of the Property that are not buildings, parking, sidewalks or other hardscape shall be landscaped.

# **III. PARKING:**

Off-street parking areas shall be well designed with regard to safety, efficiency and convenience for vehicles, bicycles and pedestrians. The buildings and pedestrian environment shall be the focal point and the parking should be viewed as a necessary function in support of those activities. Parking within the Property shall meet the following requirements:

- A. No parking lot shall be located along Mainstreet.
- B. Minimum setbacks of parking lots:



|                           |     |
|---------------------------|-----|
| Pine Drive:               | 10' |
| Internal roadways:        | 10' |
| Adjacent to the west      |     |
| Property line adjacent to | 10' |
| Town & Country:           |     |

C. Maximum parking standards:

|                   |                                              |
|-------------------|----------------------------------------------|
| Residential:      | 1.5 spaces per residential unit              |
| Non- Residential: | 3 spaces per 1,000 square feet of floor area |
| Library           | 190 spaces                                   |
| Park/Plaza        | No minimum parking requirement               |

- D. Cross lot shared parking easements will be required for all privately owned parking areas.
- E. On street parking is required on the internal streets within the development of the Property.
- F. Structured parking is encouraged in order to minimize the visual impact of parking as well as to maximize the development potential of the Property.
- G. Any use which proposes to construct parking in excess of the maximum parking requirement shall be considered a Use by Special Review. The property owner shall submit, as part of the application for a Use by Special Review under Section 13.04.200, of the Parker Land Development Ordinance, a parking study which demonstrates the correlation between the parking spaces requested as part of the proposed use and the number of parking spaces that would be typically generated by this type of use. The parking study may consider off site public parking if approved by the Town.

**A. PARKING STRUCTURE DESIGN GUIDELINES:**

- 1. Entrances shall be clearly identified and easily accessible.
- 2. Pedestrian entrances shall be located directly on a sidewalk.
- 3. Facades shall conceal or effectively minimize the impact of parked cars and light sources from the exterior view for the full height of the structure.
- 4. Each building façade oriented to the street or public space shall include architectural variety and scale through the use of such elements as: expressions of building structure; patterns of windows, doors or other openings that provide surface variation through change in plane; change in color; change in texture; change in material module or pattern; and art, signs or ornament integral with the building.
- 5. Parking structures shall incorporate architectural materials and details similar to adjacent buildings.
- 6. The incorporation of uses other than parking at the ground (first) floor of the parking structure or wrapped around the parking structure is required where the structure fronts a public street or right-of-way. Any use incorporated into the ground (first)

floor of a parking structure shall be consistent with those uses permitted by right within the Planning Area.

#### IV. CIRCULATION

- A. Circulation and adjacent rights-of-way will be designed in such a manner to reflect the Parker Transportation Plan's recommendations, goals and strategies including a focus on the following 6 policies that the Plan establishes, as amended:
  - 1. *Integration* - Coordinate land use planning, transportation planning and management, economic initiatives and capital investments to result in a transportation system and land uses that support and enhance each other
  - 2. *Multi-Modal* - Provide a multi-modal transportation system that maximizes mode choice and mobility for all users
  - 3. *Interconnected* - Create an interconnected local and regional roadway network that provides efficient and convenient mobility and access
  - 4. *Design & Maintenance* - Plan, design, build and maintain a high-quality, cost-effective transportation system
  - 5. *Health* - Provide a transportation system that offers opportunities for physical activity and healthy lifestyles
  - 6. *Safety* - Plan, design and implement transportation infrastructure that affords safe travel for all users
- B. The Property and adjoining rights-of-way will be designed using a Complete Streets philosophy.
- C. To the greatest extent possible, this site will include through local streets that allow for current and future connections with the goal of enhancing connectivity within the Downtown area.
- D. Vehicular, pedestrian and bicycle circulation will be designed in coordination to minimize conflicts between users.
- E. Vehicular circulation shall establish a logical pattern that facilitates simple, direct and fully interconnected access to public streets.
  - 1. Local streets shall have travel and parking lanes sufficiently narrow to slow traffic and allow trees to form a canopy over the street, while providing for access of automobiles and emergency and service vehicles.
  - 2. Mainstreet shall have on street parking west of the intersection with PACE Center Drive
  - 3. Traffic calming tools on Mainstreet adjacent to the Property and at the intersection of PACE Center Drive and Mainstreet will be designed to ensure safe and comfortable pedestrian and bicycle movement and street crossings. Examples of traffic calming tools that may be appropriate, but should not be limited to, raised speed tables, colored and patterned crosswalks, lighting across the street and raised tree lawns.



- F. Pedestrian circulation shall establish a logical pattern that facilitates simple, direct and fully interconnected access to existing and planned public roads, trails, parks and on-site destinations.
  - 1. Where possible, the primary pedestrian path system shall coincide with the street system. Diagonal short cuts through parks, plazas and greens are an exception and encouraged.
  - 2. Where possible, pedestrian connections will be made to the adjoining development to the west of the Property.
- G. Bicycle movement shall be facilitated on Mainstreet and Pine Drive through on street facilities for more confident riders and parallel wide sidewalks for families and other riders that do not feel comfortable riding on the road. The local interior road will be designed to consider bicycle use, though it will not be marked.
- H. Bicycle access shall provide a logical and direct connection from the Sulphur Gulch Regional Trail and adjacent public roads to the on-site bicycle parking areas.
- I. Bicycle access to on-site parking shall minimize conflicts with pedestrians and Park/Plaza users.
- J. Way finding signs shall be installed throughout the Property to improve circulation.

#### **V. INCENTIVES:**

The use of LEED Silver and other sustainable design measures are encouraged within all development at the site. If the construction of any structure on the Property utilizes LEED Silver or other sustainable design measure, the following incentives will be considered:

- A. Increase in the maximum height by one floor or 15'
- B. Waiver of material and fenestration requirements where waivers relate to achieving LEED certification.
- C. Expedited land use review for proposals that conform to this Development Guide.
- D. A density bonus of no greater than 15 percent beyond that which is permitted in this Development Guide.



## **PLANNING AREA 1- LIBRARY**

### **I. PURPOSE:**

The purpose of the Library Planning Area is to provide for a new 21<sup>st</sup> Century Douglas County Library and accessory uses. This section establishes the standards for the development which will result in sound planning, design and development.

### **II. GATEWAY FEATURE:**

The corner of Mainstreet and Pine Drive shall include a gateway feature that creates a sense of arrival to the Property, and the Old Town Creative District as described in the Old Town Creative District Plan. The gateway feature shall be visually prominent and may incorporate public art, landscaping/lighting, signage and street furniture. The gateway feature is encouraged to be incorporated into the building architecture. The design shall be reviewed and approved by the Town of Parker as a part of the Site Plan process contained in Chapter 13.06 of the Parker Land Development Ordinance.

### **III. USES PERMITTED BY RIGHT:**

The following uses shall be permitted in the Library Planning Area as a matter of right:

- A. Public library
- B. Parking

### **IV. ACCESSORY USES:**

The following uses shall be allowed which are incidental and subordinate to the principal use of the land or building on the property:

- A. Accessory uses customarily incidental and subordinate to a public library
- B. Office
- C. Retail sales
- D. Restaurant (fast or sit down)
- E. Service window for drive-through, pick-up and drop-off.
- F. Outside public art including but not limited to statues and murals
- G. Other such uses as reviewed and approved by the Community Development Director

### **V. SITE DESIGN:**

#### **A. SITE DEVELOPMENT:**

Developments shall utilize creative, place-making, street sensitive site organization which activates the site increasing the vitality and energy of this area of Parker.

- 1. **Maximum Lot Size:** 3.5 acres
- 2. **Minimum Height:** 2 stories (50% of the building footprint must meet this standard)

3. **Maximum Height:** 5 stories or 70'
4. **Building Setbacks:**
  - a. Buildings shall line a street at or near the right-of-way to the greatest extent possible.
  - b. Maximum Setbacks:
 

|                               |      |
|-------------------------------|------|
| Front (Mainstreet)*:          | 10'* |
| Front (Pine Drive):           | 20'  |
| Corner Mainstreet/Pine Drive: | 25'  |
| Rear:                         | None |
| Side:                         | None |

\*See "Building Orientation" for more details regarding the setback from Mainstreet.
  - c. Cornices, canopies, eaves, fireplaces, wing walls or similar architectural features may extend into a required setback not more than five (5) feet and shall not extend over the property.

#### **B. BUILDING ORIENTATION:**

1. A minimum of ten percent (10%) of the south facing building façade shall meet the maximum setback of ten (10) feet from the property line along Mainstreet.
2. A minimum of sixty five percent (65%) of the south facing building façade shall meet a minimum setback of twenty (20) feet from the property line along Mainstreet.
3. The building shall create a street wall along Mainstreet to the greatest extent possible. The street wall is the part of a building that faces the street. Buildings should minimize setbacks from the pedestrian sidewalk in order to focus all street activity on the building's permeable first floor creating and protecting an uninterrupted pedestrian zone.
4. Buildings should anchor the principal corner in which they are located.
5. Ground floor retail shall have direct pedestrian entries onto public streets, parks, or plazas. Primary building entries must be easily and directly accessible from Mainstreet and shall be either oriented to or easily visible from the street.
6. Building frontages should be as continuous as possible along the Mainstreet.
7. Where a front setback landscape perimeter area occurs between a building frontage and a street right-of-way, it shall be designed to extend the pedestrian amenities of the street and activity. Design features to accomplish this may include, but are not limited to, increased walkway widths, areas for outdoor seating or public art.
8. Buildings should be designed and sited to create active outdoor spaces.
9. Active interior areas shall face onto the park/plaza, Mainstreet and the sidewalks to enliven the street with activities and make safe, pleasing walking environments.
10. The configuration of building entrances and overall building form must establish a pedestrian oriented environment.



11. Buildings and landscape features should be oriented to frame views of buildings, parks and open space, PACE Center and the Mainstreet corridor.

**C. SCREENING:**

1. Loading docks, drive through service windows, drop off facilities, trash enclosures, utility meters and utility equipment shall be screened and fully integrated into the overall design of the building and landscaping.
2. All elements which are required to be screened shall not be located adjacent to or within view of Mainstreet.
3. All rooftop mechanical equipment and vents greater than eight (8) inches in diameter shall be screened. Screening may be done either with an extended parapet wall or a free-standing screen wall of a material and color matching the existing building. Screens shall be at least as tall as the equipment they hide.

## **VI. ARCHITECTURAL STANDARDS**

**A. ARCHITECTURAL ELEMENTS:**

1. Buildings should incorporate enhanced architecture consistent with the importance and high visibility of the buildings location, establishing a gateway presence at the corner of Mainstreet and Pine Drive as described within this section.
2. Buildings shall incorporate contemporary/modern design using the PACE Center as a reference.
3. Buildings shall be designed to relate directly to and reinforce the pedestrian scale and quality of street, civic, and open spaces through the use of change in materials, scale of the materials, architectural details, fenestration and the use of awnings or other techniques to break up the vertical scale.
4. No less than 35% of the first floor shall consist of transparent glass material on facades facing Mainstreet, internal public streets and the park/plaza area to create a sense of permeability and human scale between the internal activity and the pedestrian activity along Mainstreet and other public spaces within and abutting the site.
5. Architecture should be reflective of the libraries role as a public centerpiece to the site and community. Architectural design should balance current architectural styles with the long term role of this building. Designs should be rich in detail, material, texture, workmanship and color.
6. Architectural details and materials shall be applied to all sides of a structure to create a 360 degree building. The use of reverse frontage design along Mainstreet and Pine Drive shall be prohibited.
7. Building facades in excess of 50 feet shall be articulated at a minimum every 25 to 40 feet. Articulation may be achieved by changes in the wall plane greater than 3',



- building columns (structural and/or ornamental), window walls and other architectural elements.
8. The primary entrance shall be clearly identified through the use of architectural design, lighting, materials, urban design and signage.

**B. BUILDING MATERIALS:**

1. Exterior materials shall present an image of civic engagement, high quality and permanence including but not limited to brick, stone, architectural metal and glass.
2. Reflective glass whose percentage of outdoor, visible light reflectivity is greater than 19% or having a transmittance factor of less than 60% shall not be used. Reflective glazing shall be permissible for limited detail and aesthetic effects. Glazing within a facade, which adjoins a public street, pedestrian walk, or bikeway, should be generally transparent as viewed from the exterior during daylight hours.
3. Exterior building materials shall not include the following: split shakes, block, painted concrete block, tilt-up concrete panels, corrugated metal siding, smooth-faced gray concrete block, EIFS, quick brick or CMU.
4. Architectural concrete masonry units (CMU) may be considered for use subject to the following conditions:
  - a. Shall not be plain grey or other color units primarily intended for structural wall use
  - b. Shall have a surface texture intended for architectural exposure including split face, honed or polished (also known as ground-face)
  - c. Shall have integral color and/or aggregate mix intended for architectural exposure
  - d. Joints shall be installed with techniques customarily used for architectural exposure
  - e. CMU shall not exceed a maximum of 25% of any exterior building face
    - i. Each building shall have a maximum of 4 faces for the purposes of this calculation
4. Plastic and back-lit awnings are prohibited.

**C. COLORS:**

1. Intense, bright, black or fluorescent colors shall not be used as the predominant color on any wall or roof of any primary or accessory structure.

**D. ROOFING:**

1. Buildings shall have distinctive roof profiles, colors and provide a variation in roof lines and forms.
2. Roof forms shall be designed to correspond and denote building elements and functions such as entrances and arcades.
3. Visible roof surfaces shall be made of durable materials such as clay or concrete tile, tern metal, copper, slate or other prefinished architectural metal.
4. Flat roofs shall include a substantial number of ornamental elements. Such elements shall include, but not be limited to: peaked or sloped façade elements, cornices,

and/or vertical parapets when facing all street sides, parking lots, internal vehicular and pedestrian access routes and pedestrian corridors.

## **VII. SITE SPECIFIC LANDSCAPING**

Landscaping within the Library Planning Area shall, in addition to the landscaping requirements outlined within the Site Development Principals section of this Development Guide, include landscaped transition areas and active landscape setback areas.

- A. Landscaped Transition Areas are those areas located between the Library Planning Area and Park/Plaza Planning Area. Within the landscape transition area, any landscaping or hardscape shall provide a fluid transition between sites/uses.
- B. Active Landscape Setback Areas are those areas located between the edge of the sidewalk along Mainstreet and the structure. The active landscape setback area should include landscaping and hardscape to continue the park/plaza. These areas should include active materials which could include, but not be limited to the following: art, seating, landscaping, etc.



## **PLANNING AREA 2- PARK/PLAZA AREA**

### **I. PURPOSE:**

The purpose of the Park/Plaza Planning Area is to provide for a new four (4) season destination park containing a plaza, lawn and amenities for active and passive recreational use. This section establishes the standards for the development which will create a park/plaza that has the fundamental features for livable and enjoyable neighborhoods.

### **II. USES PERMITTED BY RIGHT:**

The following uses shall be permitted in the Park/Plaza Planning Area as a matter of right:

- A. Public park, plaza, commons and related amenities
- B. Public art including but not limited to statues and murals

### **III. ACCESSORY USES:**

The following uses shall be allowed which are incidental and subordinate to the principal use of the land or building on the property:

- A. Accessory uses customarily incidental and subordinate to a public park/plaza
- B. Retail sales- not to exceed 1,000 square feet in size
- C. Food trucks, vendor stands and commercial kiosks, subject to Section 13.04.215 of the Parker Land Development Ordinance.
- D. Other such uses as reviewed and approved by the Community Development Director

### **IV. SITE DESIGN:**

#### **A. SITE DEVELOPMENT:**

The park/plaza will be a recreational centerpiece and gathering place in the community and should be designed to be adaptable to many users/groups and accommodate such uses as ice skating, fairs/markets, public art, music performances as well as casual activities, people watching, children's play and special programs.

- 1. **Minimum Lot Size:** 1.5 acres or as determined through the Site Plan process
- 2. **Maximum Height:** 40'
- 3. **Minimum Building Setbacks:** 10' to all property lines and/or street rights-of-way

**V. ARCHITECTURAL STANDARDS**

- A. Architecture should be complementary to the existing and proposed facilities surrounding the site.
- B. Buildings shall incorporate high quality architectural and urban design commensurate with the park/plaza status as an anchor for eastern Mainstreet and destination facility. Buildings shall be of a caliber equal to the library and complement the design intent of the PACE Center.

**VI. SITE SPECIFIC LANDSCAPING**

Landscaping within the Park/Plaza Planning Area shall be provided, but is not subject to any minimum requirement. However, landscaping shall be reviewed and approved by the Town of Parker as a part of the Site Plan process contained in Chapter 13.06 of the Parker Land Development Ordinance.



## **PLANNING AREA 3- MIXED USE**

### **I. PURPOSE:**

The Mixed Use Planning Area provides the opportunity for vertical mixed uses adjacent to Mainstreet. The development of the site will include a blend of amenities and activities that will increase vitality and energy to the area. Development should include vertically mixed use with retail and restaurant uses on the ground floor to activate the pedestrian environment and other uses such as multi-family residential, office, hotel and other appropriate commercial uses on the upper floors. Though vertically mixed use is preferred throughout the site, other uses not located adjacent to Mainstreet or across from the park may be appropriate for single use (i.e. office, hotel, etc.) buildings.

### **II. GROUND (FIRST) FLOOR ADJACENT TO MAINSTREET USES PERMITTED BY RIGHT:**

The following uses shall be permitted in the Mixed Use Planning Area as a matter of right on the ground (first) floor adjacent to Mainstreet:

- A. Retail
- B. Restaurant (quick serve or full service)
- C. Bar/lounge
- D. Personal service establishments including, but not limited to: dry cleaners, hair stylists and nail salons.
- E. Brewery, distillery and/or winery with a restaurant or tasting room
- F. Studio/gallery

### **III. GROUND (FIRST) FLOOR NOT ADJACENT TO MAINSTREET USES PERMITTED BY RIGHT:**

The following uses shall be permitted in the Mixed Use Planning Area as a matter of right on the ground (first) floor not adjacent to Mainstreet:

- A. Retail
- B. Office
- C. Restaurant (quick serve or full service)
- D. Bar/lounge
- E. Night Club
- F. Personal Service Establishments including, but not limited to: dry cleaners hair stylists and nail salons.
- G. Banks, credit unions and other chartered/licensed financial institutions
- H. Brewery, distillery and/or winery with a restaurant or tasting room
- I. Studio/gallery
- J. Hotel

#### **IV. GROUND (FIRST) FLOOR NOT ADJACENT TO MAINSTREET**

##### **USES BY SPECIAL REVIEW:**

The following uses shall require a Use by Special Review in the Mixed Use Planning Area on the ground (first) floor not adjacent to Mainstreet:

##### **A. Multi-Family Residential**

A Use by Special Review for Multi-Family Residential may be considered as a ground floor use when the structure is not adjacent to Mainstreet or at least a minimum of 300 feet north of the Mainstreet right-of-way.

#### **V. UPPER FLOORS**

##### **USES PERMITTED BY RIGHT:**

The following uses shall be permitted in the Mixed Use Planning Area as a matter of right on floors above the ground (first) floor:

A. Retail

B. Office

C. Restaurant (quick serve or full service)

D. Bar/lounge

E. Night Club

F. Personal Service Establishments including, but not limited to: dry cleaners, hair stylists and nail salons.

G. Banks, credit unions and other chartered/licensed financial institutions

H. Brewery, distillery and/or winery with a restaurant or tasting room

I. Studio/gallery

J. Hotel

K. Multi-family residential

#### **VI. PROHIBITED USES:**

The following uses are prohibited within the Mixed Use Planning Area:

A. Drive through establishments

#### **VII. SITE DESIGN:**

##### **A. SITE DEVELOPMENT:**

Developments shall utilize creative, place-making, street sensitive site organization which includes a blend of amenities and activities that will increase vitality and energy to the area.

1. **Minimum Lot Size:** 1 acre



2. **Minimum Height:** 2 stories or 30'
3. **Maximum Height:** 5 stories or 75'
4. **Building Setbacks:**
  - a. Buildings shall front a street at or near the public right-of-way to the greatest extent possible.
  - b. Maximum Setbacks:
 

|                         |      |
|-------------------------|------|
| Front (Mainstreet):     | 10'  |
| Front (Internal Roads): | 10'  |
| Front (Pine Drive):     | 20'  |
| Rear:                   | None |
| Side:                   | None |
  - c. Minimum Setback from West property line: 10'
  - d. Buffer to West Property Line: 10'
  - e. Cornices, canopies, eaves, fireplaces, wing walls or similar architectural features may extend into a required setback not more than five (5) feet and shall not extend over the property.
  - f. Commercial outdoor patios and decks shall not extend closer to the west property line than the existing building it serves.
5. **Minimum Residential Density:** 20 d.u./acre

#### **B. BUILDING ORIENTATION:**

1. A minimum of sixty-five percent (65%) of the south facing building façade shall meet the maximum setback requirement from Mainstreet.
2. The building shall create a street wall along Mainstreet to the greatest extent possible. The street wall is the part of a building that faces the street. Buildings should minimize setbacks from the pedestrian sidewalk in order to focus all street activity on the building's permeable first floor creating and protecting an uninterrupted pedestrian zone.
3. Buildings should be sited to create active outdoor spaces such as plazas, outdoor cafes, space for sidewalk retail sales and rooftop terraces.
4. Active interior areas shall face onto streets and sidewalks to enliven the street with activities and enhance the walking environment.
5. The configuration of building entrances and overall building form shall establish a pedestrian oriented environment through window fenestration, pedestrian scale materials, architectural character and relationship to the sidewalk/street.

6. Buildings and landscape features should be oriented to frame views of buildings, parks and open space, the PACE Center and the Mainstreet corridor.

**C. SCREENING:**

1. Loading docks, drop off facilities, trash enclosures, utility meters and utility equipment shall be screened and fully integrated into the overall design of the building and landscaping.
2. All elements which are required to be screened shall not be located adjacent or within view of Mainstreet.
3. All rooftop mechanical equipment and vents greater than eight (8) inches in diameter shall be screened. Screening may be done either with an extended parapet wall or a free-standing screen wall of a material and color matching the existing building. Screens shall be at least as tall as the equipment they hide.

**VIII. ARCHITECTURAL STANDARDS**

**A. ARCHITECTURAL ELEMENTS:**

1. All facades fronting on Mainstreet or the park/plaza shall include a minimum of 70% window to wall ratio (void to solid) for the first floor exterior facing wall to create a sense of permeability and human scale between the internal activity and exterior activity.
2. Buildings should incorporated enhanced architecture consistent with the importance and high visibility of the buildings location, establishing a gateway presence. Designs should be rich in detail, material, texture, craft and color.
3. Buildings shall incorporate contemporary/modern design using the PACE Center as a reference.
4. Ground floor uses and architecture should activate the site as well as Mainstreet.
5. Buildings shall be designed to relate directly to and reinforce the pedestrian scale and quality of street, civic, and open spaces.
6. All facades fronting on a street, the park/plaza or public parking area shall include architectural details applied to all sides of a structure to create a 360 degree building.
7. Building facades in excess of 50 feet shall be articulated every 25 to 40 feet. Articulation may be achieved by changes in the wall plane greater than 3', building columns (structural and/or ornamental), window walls and other architectural elements.
8. The primary entrance shall be clearly identified through the use of awnings, change in roofline or other architectural element.



#### **B. BUILDING MATERIALS:**

1. Exterior materials shall present an image of civic engagement, high quality and permanence including but not limited to brick, stone, architectural metal and glass.
2. Reflective glass whose percentage of outdoor, visible light reflectivity is greater than 19% or having a transmittance factor of less than 60% shall not be used. Reflective glazing shall be permissible for limited detail and aesthetic effects. Glazing within a facade, which adjoins a public street, pedestrian walk, or bikeway, should be generally transparent as viewed from the exterior during daylight hours.
3. Exterior building materials shall not include the following: split shakes, corrugated metal, smooth-faced gray concrete block, quick brick or CMU.
4. EIFS shall not be used on the ground (first) floor of any building or on principal elevations that front a street or park/plaza.
5. EIFS may be used on secondary elevations up to a maximum of 20% of the façade.
6. Plastic and back-lit awnings are prohibited.

#### **C. COLORS:**

1. Intense, bright, black or fluorescent colors shall not be used as the predominant color on any wall or roof of any primary or accessory structure.

#### **D. ROOFING:**

1. The use of a flat roof design and its architectural variants is encouraged while hip, gambrel and mansard roof designs shall be prohibited as a primary roof design, but may be used to denote specific architectural features such as tower and corner features.
2. Buildings shall have a variation in roof lines.
3. Roof forms shall be designed to correspond and denote building elements and functions such as entrances and arcades.
4. Visible roof surfaces shall be made of durable materials such as clay or concrete tile, tern metal, copper, slate or other prefinished architectural metal.

#### **E. SITE SPECIFIC LANDSCAPING**

Landscaping within the Mixed Use Planning Area shall include the following elements in addition to the landscaping requirements outlined within the Site Development Principals section of this Development Guide:

1. Where a front setback landscape perimeter area occurs between a building frontage and a street right-of-way, it shall be designed to extend the pedestrian amenities of the street, such as increased walkway widths, areas for outdoor seating or temporary display of goods.
2. Landscaped Pedestrian Corridors:

Landscaped pedestrian corridors shall be provided across lots to connect buildings and parking lots. The landscape pedestrian corridors shall incorporate both landscape materials and a pedestrian walkway.

- a. All buildings and parking lots within the Mixed Use Planning Area shall be connected by a landscaped pedestrian corridor.
- b. The landscape pedestrian corridor shall consist of a minimum of 13 feet:
  - i. A minimum of an eight (8) foot wide pedestrian path
  - ii. A minimum of a five (5) foot landscape area.
- c. Ground cover can include both living and non-living landscaping.
- d. A minimum of one (1) tree and five (5) shrubs shall be required per 1,500 square feet of landscape area.

3. Buffer Landscaping:

Buffer landscaping shall be provided to buffer parking lots and structured parking from the existing residential (Town and Country).

- a. One (1) tree and five (5) shrubs shall be provided for each 30 lineal feet of edge.
- b. Of the amount of trees required, a minimum of forty percent (40%) and a maximum of sixty percent (60%) of the trees shall be evergreen to be consistent with the local ecology and provide year-round color.
- c. The buffer shall include either plant material or a screening wall a minimum of four (4) feet in height intended to buffer the view of parked cars and reduce the impact of headlights. The screening shall run the entire length of the parking lot.





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# EastMain Development

## *Vision Plan – 2014*

Town of Parker, Colorado

[www.parkeronline.org/EastMain](http://www.parkeronline.org/EastMain)

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Town of Parker  
20120 E. Mainstreet  
Parker, CO 80138

Tel: 303.841.2332  
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# *About the Site*

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## *“Great communities don’t happen by chance, overnight or by themselves...”*

The Town of Parker, Douglas County Libraries and the private development community have the opportunity to partner to create a premier gateway and gathering place on the eastern entry to Old Town Parker. The EastMain site is a unique opportunity to create a new signature destination in Parker.

### **A New Gateway to Downtown Parker**

In 2013, the Town of Parker purchased a 9.4 acre vacant parcel located on the northwest corner of Mainstreet and Pine Drive at the easternmost gateway into the Old Town/Downtown Area of Parker. The Town and Douglas County Libraries have been collaborating and planning for a new library in Old Town Parker since 2007. The Town purchased the site to allow for the construction of a new 40,000 to 48,000 square foot library and a public commons/plaza with year round activities, events and public art. The Town foresees the combination of the library and the public commons/plaza as a significant magnet for visitors. In addition, the Town desires to include a private vertically mixed use development on the site which will interact with the library and plaza creating a unique and vibrant destination in the community.

The Town of Parker and Douglas County Libraries currently have an intergovernmental agreement that commits the Town to providing the land to construct a library free of charge with a new library constructed in 2016.



Map 1 - Aerial Map of Site

### **Surrounding Uses**

#### **North**

- South Metro Fire Station

#### **East**

- Pine Drive
- 24 acre vacant parcel owned by the Town (Future development on the 24 acre site may include a grocery anchored retail center)

#### **South**

- Mainstreet
- Town Hall campus
- Parker Arts, Culture and Events (PACE) Center (Sold 38,654 ticketed seats in 2012 and had 7,000 people registered for classes.)

#### **West**

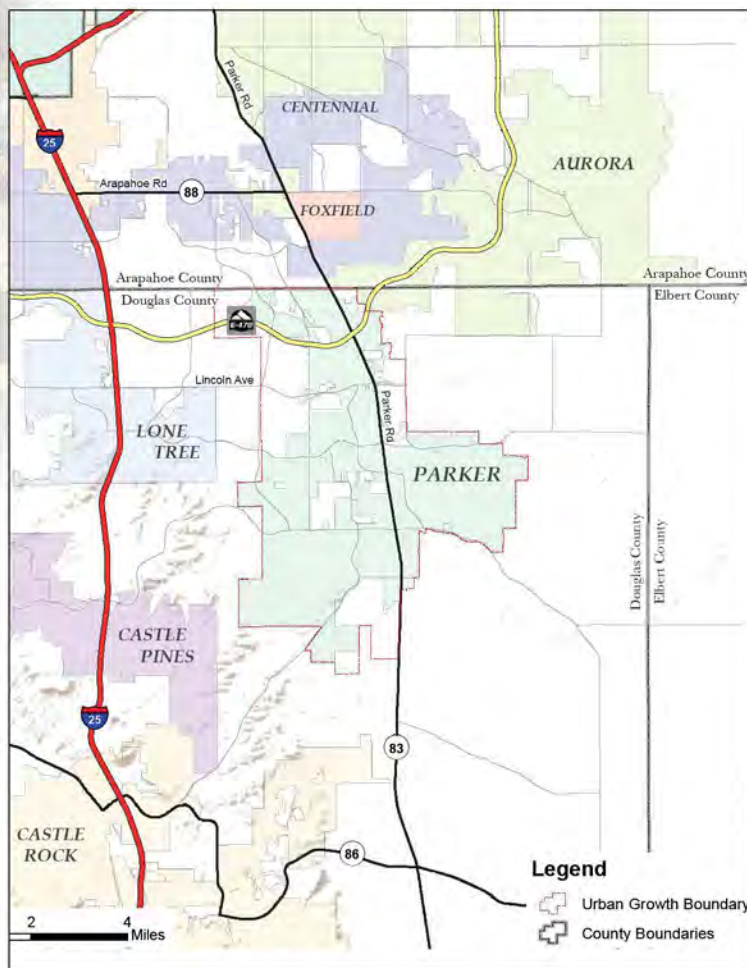
- Town and Country Townhomes (501 units)



### The Town of Parker

The Town of Parker encompasses 21.2 square miles and is located in northern Douglas County 20 miles southeast of Denver. The Town is located five miles east of I-25 and is bisected by State Highway 83 (Parker Road) which generally proceeds north/south through the Town. The Town has easy access to I-25 via three arterial roadways and E-470 which crosses the northern tier of the Town. Parker's residents and businesses enjoy close proximity to the urban amenities of the Denver Metro area, airports including DIA and Centennial Airport and employment centers such as Downtown Denver, the Denver Tech Center, Meridian, Ridgegate, Anschutz Medical Campus and Inverness.

The Parker community boasts a clean environment, natural beauty, views to the Rocky Mountains and accessibility to a wide range of amenities. These amenities include Parker's award winning recreation and cultural facilities, hiking and biking along the Cherry Creek Regional Trail and connections to Denver's regional trail system.



Map 2 - The Greater Parker Area

Between 2000 and 2010, Parker had a growth rate of 92%. The current population of Parker is approximately 48,000 within the incorporated Town boundaries and a service/trade area population of 126,000. Between 2005 and 2011, Parker's employment grew by 22%. Although the Town's growth has been significant, Parker is still a prime location for individuals looking for a small town setting that has a full range of services.

### ***Parker has been ranked...***

- 4th on the Forbes 2009 "Best Places to Move" list
- 7th on the Yahoo 2012 "Best Places to Live in Colorado" list
- 12th on the CNN Money Magazine's 2013 "Best Places to Live" list
- 50th "Safest City in America" by NeighborhoodScout
- Douglas County ranked 2nd on Movoto Real Estate's 2014 "Best Counties to Live in America" list



## Old Town Area

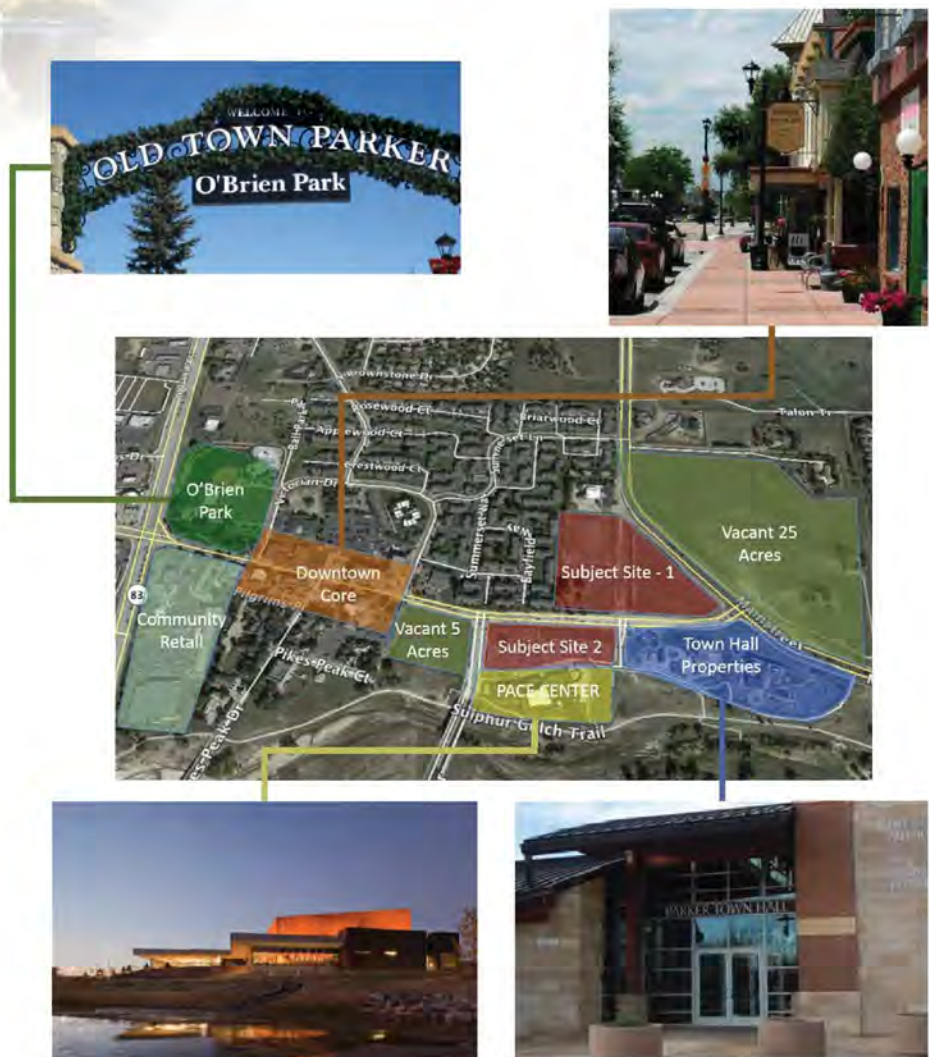
The Old Town Area is the historic crossroads from which Parker has grown. The historic Old Town Area is centrally located and identified as the Downtown Core Character Area in the Parker 2035 Master Plan. The Downtown Core is described as the essence of Parker's hometown feel, with a wide range of things to do and see, drawing people beyond the traditional work day. Development in this area should maintain and enhance the historical character of Parker while providing a unique and creative local context.

The objective of this Character Area is to embrace the fullest possible range of human interactions, from the simple buying and selling of goods and services to providing people with the widest spectrum of cultural, educational, social and entertainment experiences.

The Downtown Core acts as a mixed-use neighborhood that includes uses such as higher density residential, office, government, arts and cultural venues, restaurants, retail, personal services, as well as parks and other gathering places for community events. Provisions for these uses are promoted within vertically mixed-use developments that include housing and/or offices located above ground-floor retail and services.

The Downtown should be compact and walkable. In order to maintain Downtown as a vibrant and attractive destination, attention needs to be directed to development intensity, diverse land uses, building height and architectural design. These are critical elements in creating a sustainable Downtown core for our growing population.

The Denver Regional Council of Governments classifies this character area as an Urban Center through their Metro Vision 2035 Plan.



Map 3 - Old Town  
Courtesy of DU finalist team from the  
2014 NAIOP Rocky Mountain Real Estate Challenge



## Creative District at Old Town Designation and Plan

The Old Town Area was awarded designation as an Emerging Creative District by the State of Colorado in 2012. Colorado Creative Districts are intended to help in:

- Attracting creative entrepreneurs and artists to a community, infusing new energy and innovation, and enhancing the economic and civic capital of the community
- Creating hubs of economic activity, enhancing the area as an appealing place to live, visit and conduct business, as well as create new economic activity
- Attracting visitors
- Revitalizing and beautifying communities
- Providing a focal point for celebrating and strengthening a community's unique identity
- Showcasing cultural and artistic organizations, events, and amenities



## Creative District Vision for the Future

*"Within five years Parker's Old Town Creative District will be a vibrant, walkable arts and entertainment center infused with community gathering spaces, specialty retail and dining options, diverse creative businesses and life cycle housing choices. The Old Town Creative District will embrace and foster our unique historic, cultural and creative assets by supporting and promoting a broad range of entertainment and educational experiences for all ages, making Parker a highly sought after place to live and visit."*



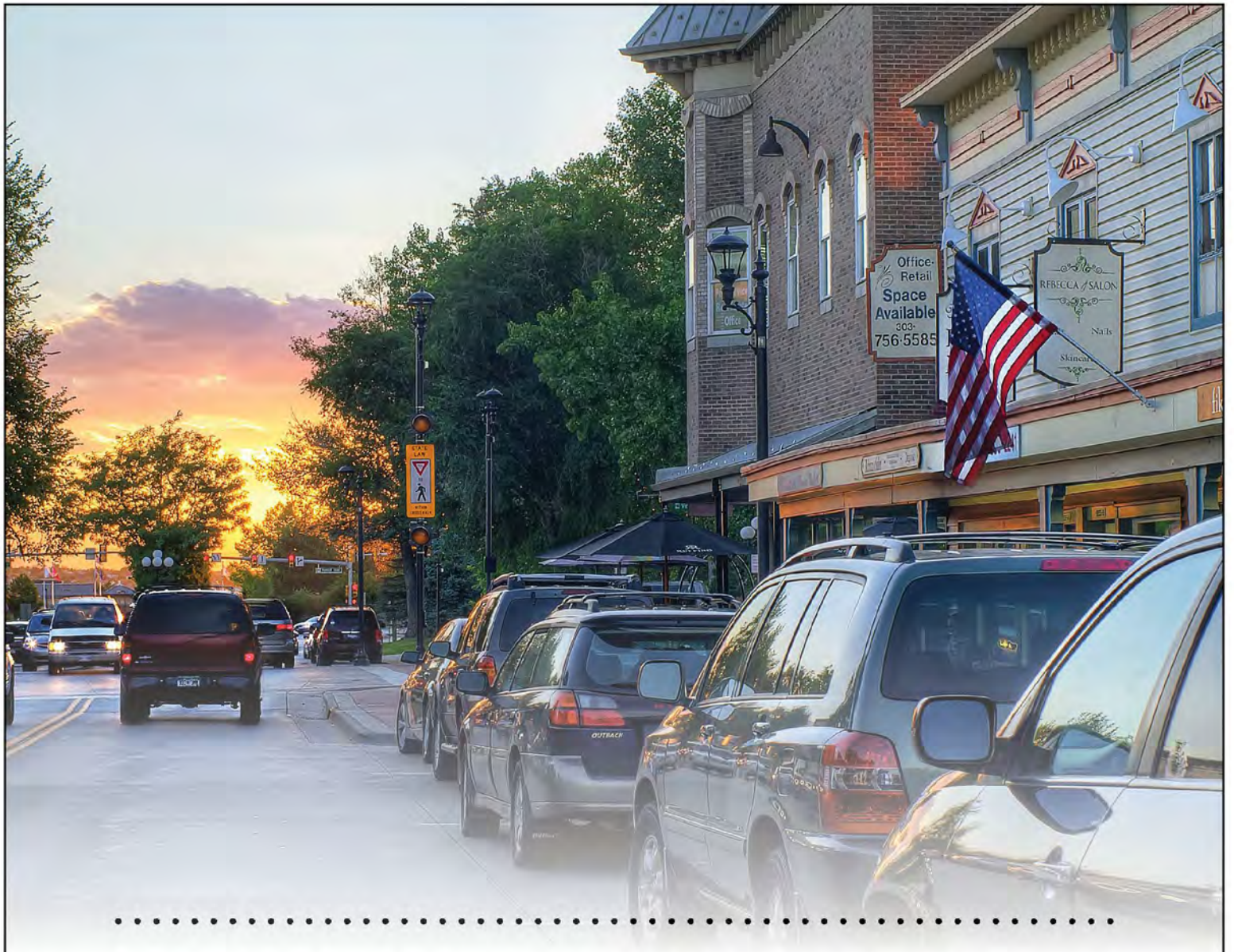
## Commitment

The Town is committed to quality growth and development that results in making Parker and our Old Town a good investment and a great place to live, work and play.

The location of the property within the Old Town Area and the Creative District offers a unique development opportunity to create a distinctive activity center in Downtown Parker. The site has the potential to increase the vitality and energy of this area as it is more than just a gateway to East Mainstreet, but the project will also be a catalyst that will increase the synergy in Parker's Historic Downtown Corridor.

The Town of Parker and the Douglas County Library are committed to developing a park/plaza and a library on the property to contribute to making the development a successful "Great Place". The Town is committed to partnering with a private developer to provide the mixed use element needed to complete the site.





.....

# *Opportunity*

.....



**The 9.4-acre EastMain site offers a unique opportunity to create a distinctive activity center in downtown Parker. With the appropriate blend of amenities and activities, the site will increase the vitality and energy of this area while serving as:**

- A catalyst for quality development
- A destination opportunity for visitors
- An enhancement to the downtown experience



This site provides a rare infill opportunity adjacent to a small historical downtown in a growing community. This prominent location creates a highly visible growth opportunity for a mixed use development, featuring retail, office, and/or housing uses. The two committed users, the library and the plaza/park, further set the stage as partners and will draw people to activate the site creating a vibrant and financially sound investment.

## **Vision**

***By 2020 the EastMain site will be an integrated component of our Old Town 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 Old Town District through conversation, images, social media and the internet.***

Planning for this site began with a series of conversations that established an Opportunity Statement and Key Characteristics. Key Characteristics were developed for the site by reviewing previous planning documents for the Old Town area and extrapolating key words that describe the community's desired characteristics for development in Old Town. The Opportunity Statement, described below and the key characteristics described in Figure 1 have become touch points during the development of this Plan and the Development Principles.



Through the Vision, Opportunity Statement and Key Characteristics, the following Development Principles were created. These Development Principles are to frame the design and development conversation to ensure a successful project in the short and long term.

## Key Characteristics



## Development Principles

### 1. The Sense of Place

- Recognized as a distinctive and recognizable destination within the Denver area
- Includes innovative design features and place making techniques that reflect a unique and local culture
  - ▶ Public Art
  - ▶ Architecture
  - ▶ Landscaping
- Creates an element of identity and a gateway into the Old Town through art, architecture and landscape design
- Continuous activity throughout the day and year round
- Expands the vitality of Parker's Old Town
- Capitalizes on the site's location within the Old Town and the Creative District and enhances the experience of visitors to the District

### 2. Community Support

- Continued support by stakeholders
- Addresses demonstrated community need

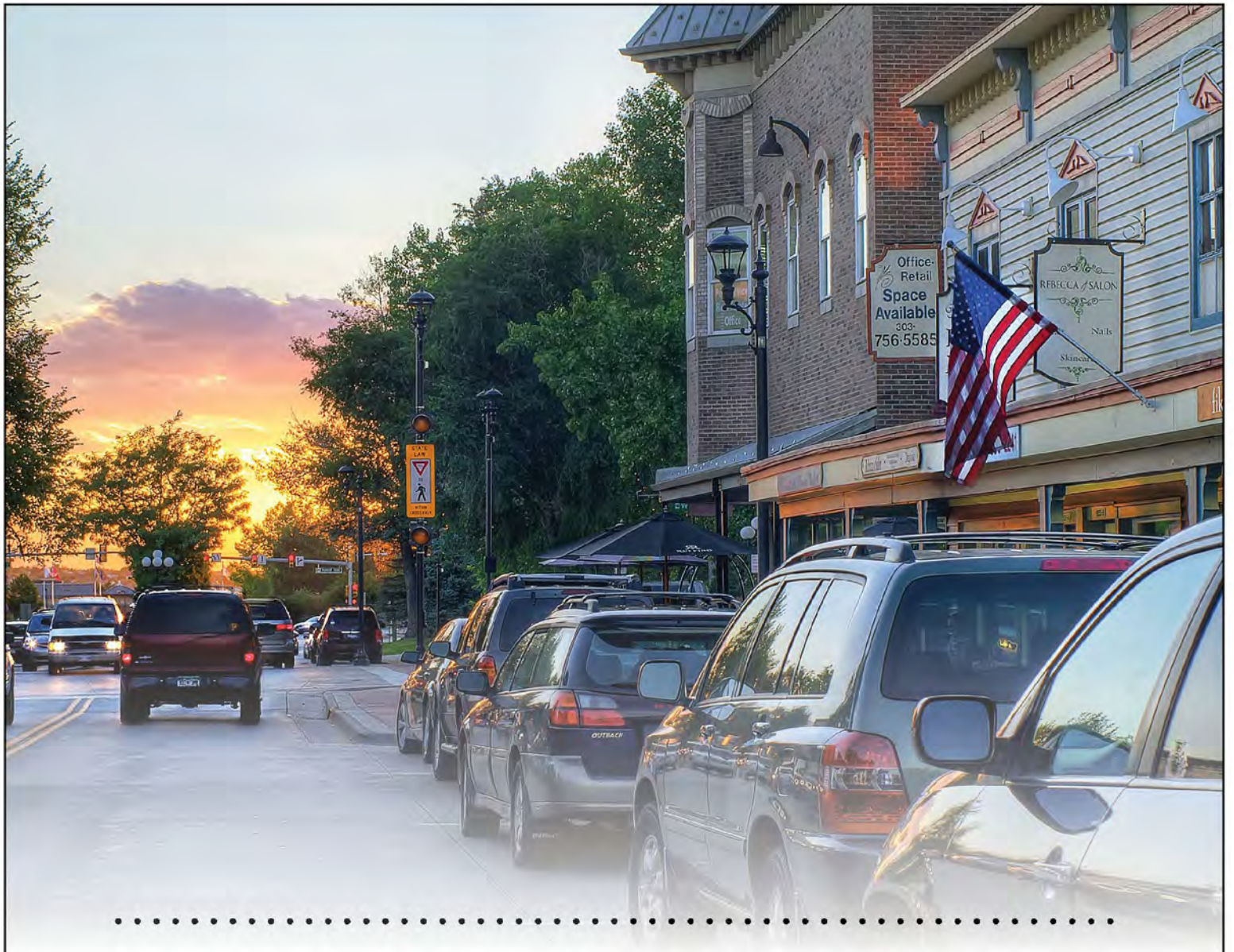
### 3. High Quality Mixed Use Development (Private Mixed Use Development, Park/Plaza, and Library)

- Includes higher (comparatively) residential and employment density to create the needed critical mass to ensure a successful place
- Has vertically mixed uses including retail and restaurants on the first floor
- Has a balanced parking solution

### 4. Connected

- Encourages walkability and bikability
  - ▶ Enhanced and interconnected bike and pedestrian ways through the site and to external destinations;
  - ▶ Activated sidewalks through streetscape, architecture, land uses and patio areas.
  - ▶ Promote the public's health, happiness and well being.
- Strengthens and links to surrounding uses including the PACE Center, Town Hall site and developed Old Town area
- Leverages public investment (existing and planned) including the PACE Center, park/plaza and the library





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# *Market Analysis*

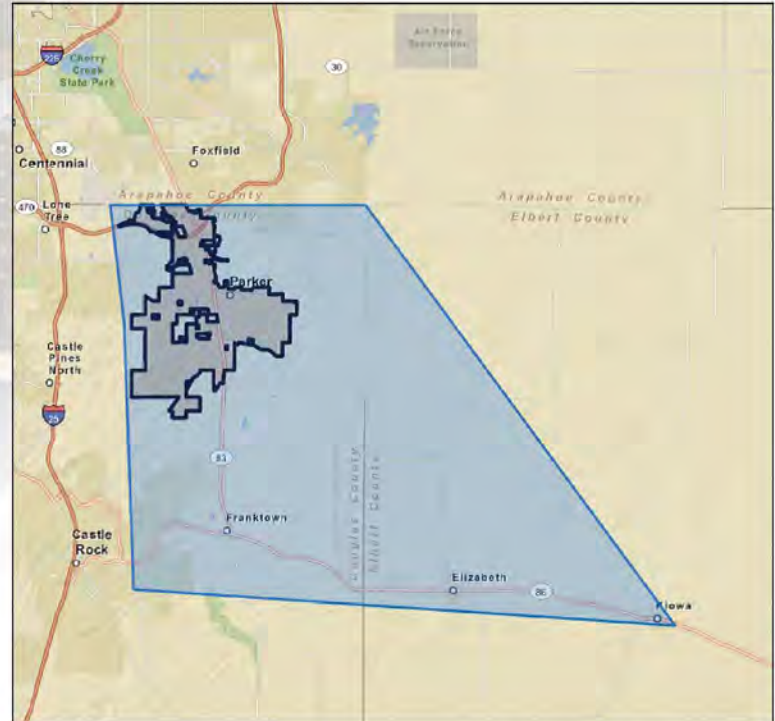
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## Market Opportunities

The project site is centrally located within the Town of Parker. The trade area for the Town goes well beyond the Town's boundaries and includes the area from the Arapahoe/Douglas County Line continuing south and east to Kiowa and back to the west to include the Franktown area (Figure 1A). The trade area has a total population of approximately 106,000 within approximately 208 square miles.

Parker is located within Douglas County which between 2000 and 2010 was the fastest growing county within the State of Colorado. Since 2012, Parker and Douglas County have continued to grow. According to the Census Bureau Douglas County's population grew by 2.53% between 2012 and 2013 from 298,417 to 305,963.



Map 4 - Parker Trade Area

## Unique Characteristics

*Residents of Parker are generally:*

- More apt to be married than residents of the State as a whole (62.8%)
- More apt to have young families (49.3%)
- Have a higher rate of post high school education (83%) compared to the region and the State
- Employed in managerial, professional, sales or technical jobs
- Described as middle to upper middle class

## Demographic Characteristics

| 2012                         | Parker   | Trade Area |
|------------------------------|----------|------------|
| Population                   | 46,677   | 106,616    |
| Households                   | 16,326   | 37,127     |
| Annual Household Growth Rate | 1.83%    | 1.84%      |
| Average Household Size       | 2.86     | 2.87       |
| Median Age                   | 33.9     | 36.4       |
| Average Household Income     | \$99,343 | \$106,299  |
| Per Capita Income            | \$34,673 | \$37,029   |



## Downtown Core Demographic Characteristics\*

| Summary                  | Census 2010 | 2012      | 2017   |
|--------------------------|-------------|-----------|--------|
| Population               | 57,238      | 58,261    | 63,578 |
| Households               | 20,226      | 20,720    | 22,679 |
| Owner Occupied Units     | 16,154      | 16,140    | 17,777 |
| Renter Occupied Units    | 4,072       | 4,580     | 4,902  |
| Median Age               | 34.3        | 34.3      | 34.4   |
| Average Household Income | \$101,877   | \$115,095 | N/A    |
| Per Capita Income        | \$35,790    | \$40,971  | N/A    |

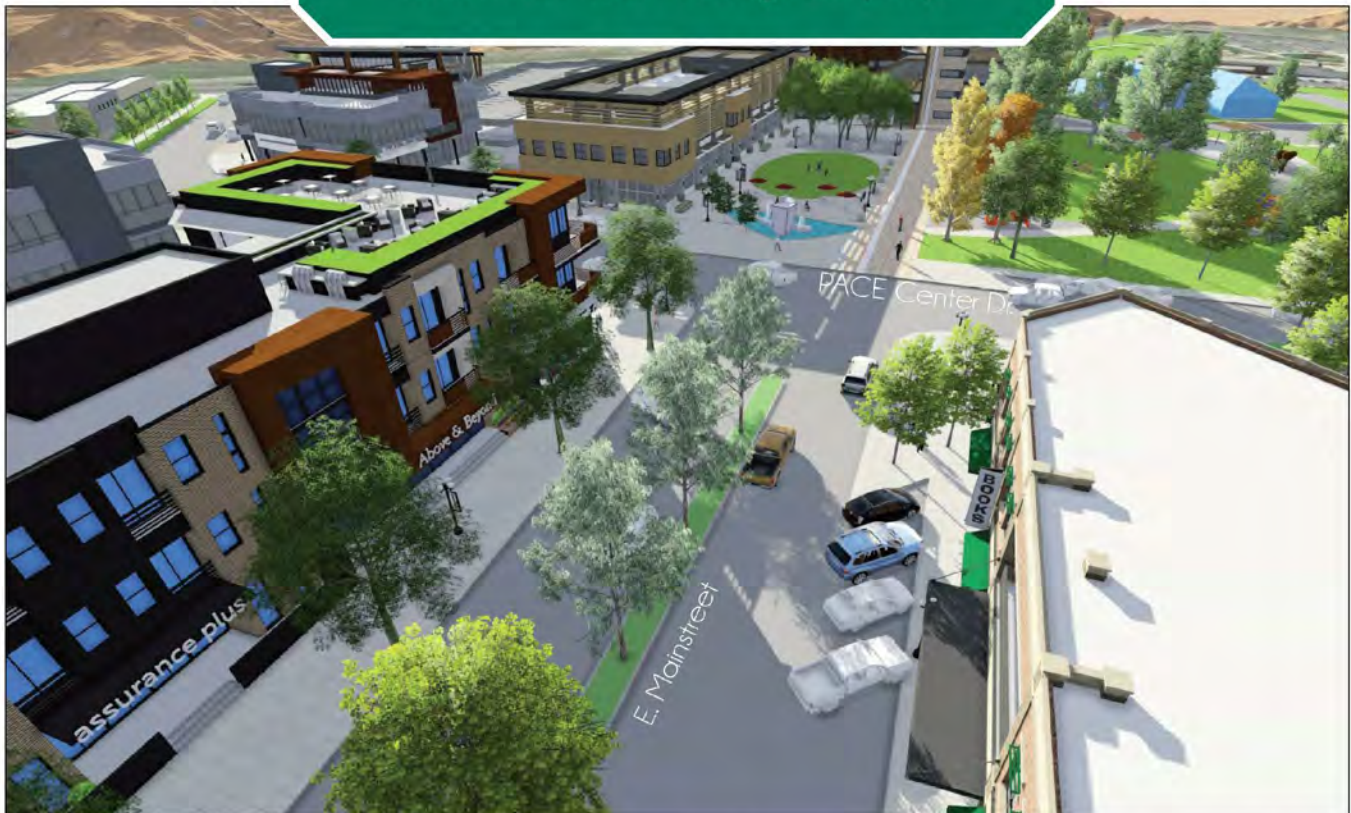


*The above demographic information takes into account a three mile radius around the intersection of Mainstreet and Parker Road.*



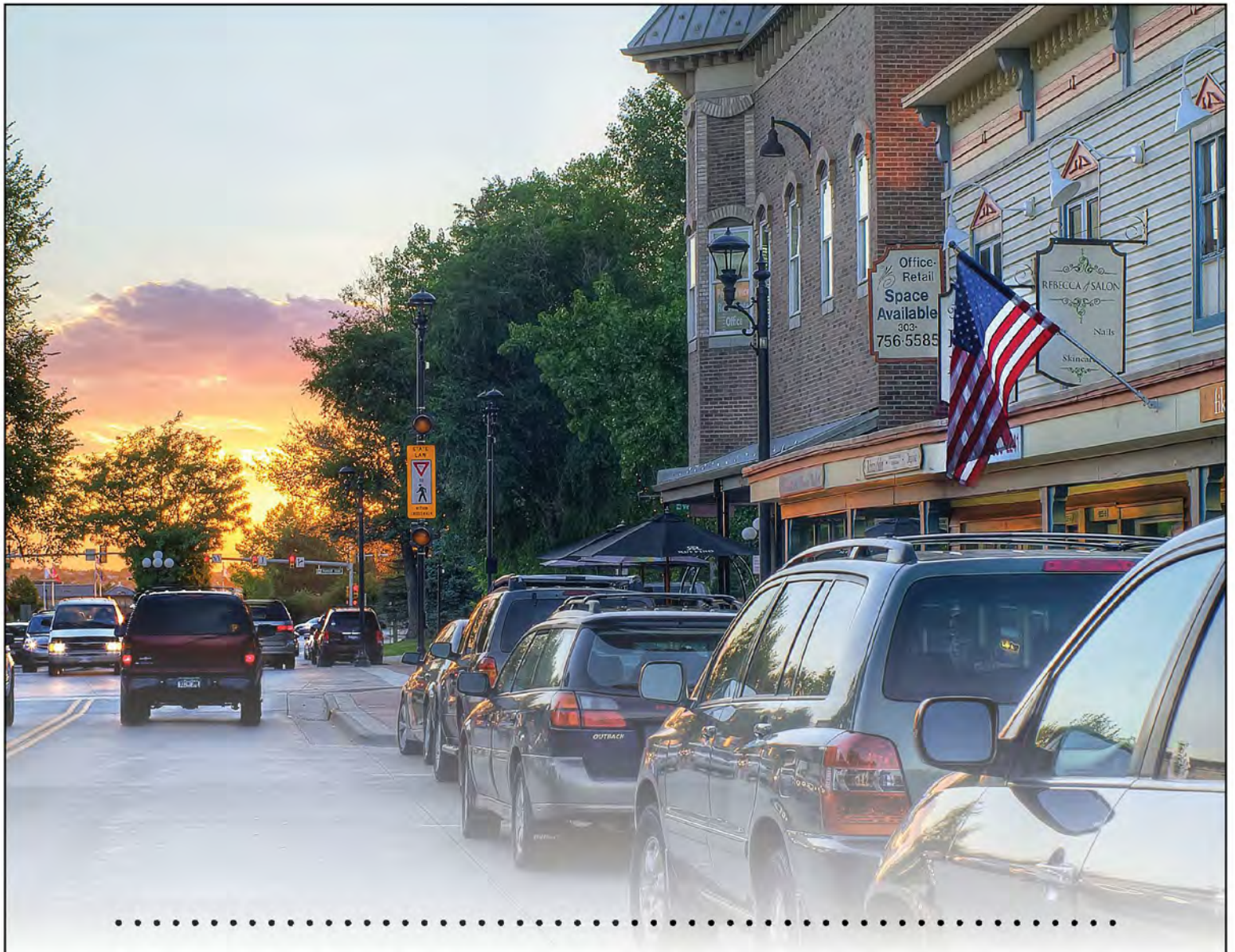
### Site Traffic Counts (Jan. 2013)

*Pine Drive - 17,000 Average Daily Trips  
Mainstreet - 11,000 Average Daily Trips*



*Illustration courtesy of the CU finalist team from the 2014 NAIOP Rocky Mountain Real Estate Challenge.*





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# *Development Concept*

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## Development Concept

The Property offers a unique opportunity to create a distinctive mixed-use activity center in Old Town Parker. With the appropriate blend of amenities and activities, future development on the site will increase the vitality and energy to the area while serving as a catalyst for quality development, creating a destination and an enhanced experience. The site will encourage people to visit, linger and bring their friends and family.



*Illustration courtesy of the DU finalist team from the 2014 NAIOP Rocky Mountain Real Estate Challenge.*



Map 5 - Overall Site Plan



## Town of Parker EastMain Development Vision Plan

The preferred development concept for the site includes three components which will increase the vitality and energy of this area of Parker. The three components include; a new library facility, a public park/commons area and a mixed-use development. The purpose of the site is to create a sense of place within the Old Town as well as provide a place for the community to gather. Site design and layout should reflect the Development Principles in this document. All buildings should be strategically located as to activate not only the pedestrian environment but also Mainstreet. Buildings should be located along Mainstreet, the park/plaza and the internal drive with parking and accessory uses located to the rear. A variety of different uses are contemplated to create an opportunity which will provide a benefit to the Town as a whole.



Off street parking should be located along the property edges (except adjacent to Mainstreet) to reinforce the central core of the development. Major internal drives should create complete streets including on street parking with comfortable pedestrian scaled street frontage to further activate the site and allow for efficient use of quality development space.





## Library

The Douglas County Library District has identified this property as the preferred location for their new library and has entered into an intergovernmental agreement with the Town to construct the facility on a portion of the site. The new 21st century library will consist of approximately 40,000 to 48,000 square feet within a two-story building.

Douglas County Libraries is a national leader in service, technology and visualizing what the next generation will seek in a library. In Douglas County there are more library cards than drivers licenses. This library will not only provide traditional library services, but will also provide local business and entrepreneurial services, events, meeting spaces and more. Since 2007, circulation within the Douglas County Library system has increased 24% (4.5% annually). The existing library which is approximately 20,000 square feet in size drew 550,000 people in 2012. The proposed larger library is expected to attract even more users (700,000+).



### Desired Characteristics

- Open 7 days a week
- Open weeknights until 9 p.m.
- Potential for limited retail
- Drive-up window
- 140-190 parking spaces
- Strong relationship to Mainstreet

Map 6 - Library Site

*Research shows that between 25 and 75 percent of library visits are combined with shopping and other business in the neighboring area. Average spending among different studies shows an additional \$23-25 in spending that would not have otherwise been spent if not for a visit to the library. (Lake Oswego Downtown North Anchor: Phase 1 Feasibility Study by Leland Consulting)*



## Parker Park/Plaza

The Town of Parker has committed to developing a distinctive public park/plaza which will have programmed events and seasonal activities such as a spray garden and ice skating to attract visitors year round. This park/plaza will serve a unique role in the community and include amenities, design components and functional components that have cultural and historical elements. The design will tie into the surrounding uses to create a seamless experience for all users. The park/plaza component will be a community gathering place that will allow residents of all ages to recreate and relax.



### Desired Characteristics

- Sense of Place
- Create an environment that encourages gathering
- Ability to adapt to many users/groups
- Create a unique amenity separate from existing parks
- Distinct cultural, artistic and recreational elements
- Four seasons activity center
- Seamless connector to adjacent uses
- Community focal point

Map 7 - Park Plaza





## Mixed-Use

The Private development on this site will be able to seamlessly take advantage of the significant public investment, premier location and the substantial number of visitors to the library and park/plaza. The development of the site will include an additional blend of amenities and activities that will increase vitality and energy to the area. The preferred development will include a vertically mixed use development with retail and restaurant uses on the first floor to activate the pedestrian environment and other uses such as residential, offices and/or hotel on the upper floors. Though vertically mixed use is preferred throughout the site, other uses not located adjacent to Mainstreet or across from the park may be appropriate for single use (i.e. office, hotel, etc.) buildings.

Buildings should be located at the back of the sidewalk along Mainstreet and the internal road with all parking facilities located behind the building. Buildings will have a high level of architectural design that includes pedestrian scale architecture and elements on the first floor. Front doors and access should face towards Mainstreet and the internal public road. In order to activate the site and allow for efficient use of quality development space, the Town encourages development submittals to contemplate structured parking.



Map 8 - Mixed-Use Site

### Desired Characteristics

- Rich pedestrian environment with contemporary/modern architecture
- Exciting dining shopping and entertainment uses
- Unique land use opportunities:
  - \* Loft housing, flats, live work units
  - \* Downtown office space
  - \* Downtown hotel space
- Distinct architecture that reinforces the unique sense of place and complements the PACE Center
- Vertical mixed use development with a minimum of three stories
- Seamless connector to adjacent uses
- Development densities that create activity and vibrancy within the site and activate adjacent properties and eastern Mainstreet





## Infrastructure Improvements



## Existing On Site and Off Site Improvements

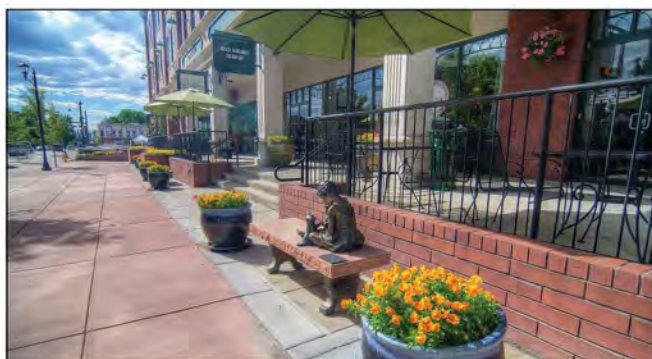
- Site detention is accommodated on the site south of Old Town Hall.
- Adjacent Roadways (Mainstreet and Pine Drive) are constructed
- Water, sewer, gas and electric are located on-site and nearby

## Off Site Improvements

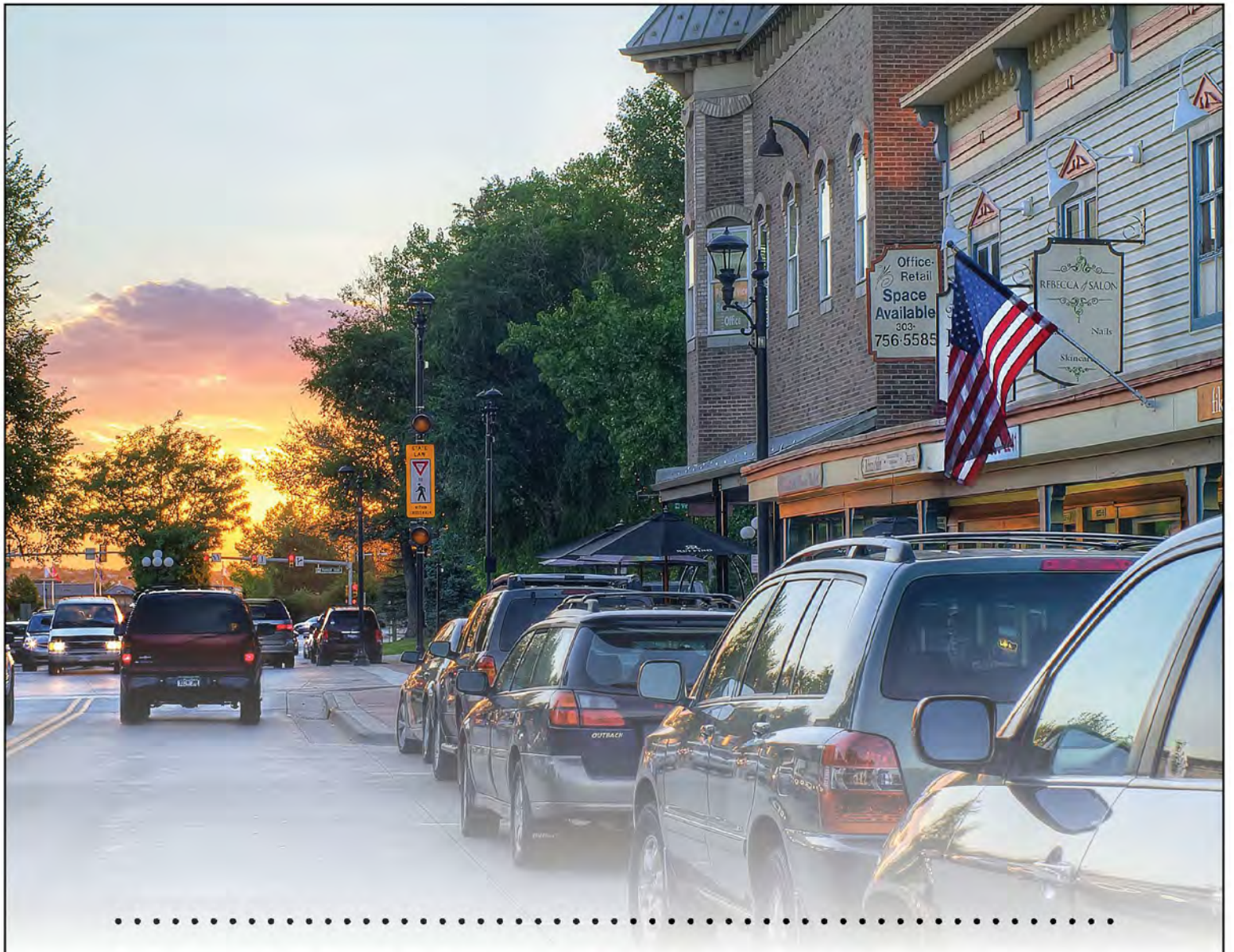
- Regional detention is proposed to be provided on an adjacent parcel owned by the Town.
- On-Street parking along Mainstreet adjacent to the site west of Pace Center Drive.
- Acceleration/deceleration lane on Pine Drive for right in/right out
- Pedestrian crossing and traffic calming treatments to Mainstreet
- Intersection Improvements at Mainstreet and PACE Center Drive

## On Site Improvements

- Park/plaza to be completed by the Town
- Lighting and landscaping
- Fill dirt and final grading
- Stormwater improvements including the existing stormwater swale on site will need to be piped.
- Public through street
- Other improvements as required through the platting process
- All on site drive aisles and parking which are not associated with any of the public uses.







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# *Conclusion*

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The Property offers a unique opportunity to create a distinctive mixed-use activity center in Old Town Parker. Development will increase the vitality and energy for the area with a blend of private and public amenities and activities. This site will serve as a catalyst for quality development within the Old Town area. The site is more than just a gateway to East Mainstreet, but rather the eastern bookend of Parker's Historic Old Town. The site will be a destination and distinctive experience in which visitors are encouraged to leave their car, linger and bring their friends and family. By creating a vibrant, community-oriented and pedestrian friendly center, the project will create significant social, economic and cultural benefits for the community of Parker and a quality investment for a private development partner.



*Illustration courtesy of the DU finalist team from the 2014 NAIOP Rocky Mountain Real Estate Challenge.*



*Illustration courtesy of the CU finalist team from the 2014 NAIOP Rocky Mountain Real Estate Challenge.*

## MAPS

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*\* Maps, images and plans provided by the 2014 NAIOP Rocky Mountain Real Estate Challenge.*

LOCATED IN THE NORTHEAST QUARTER OF SECTION 22 AND THE NORTHWEST QUARTER OF SECTION 23, TOWNSHIP 6 SOUTH, RANGE 66 WEST OF THE SIXTH PRINCIPAL MERIDIAN,  
TOWN OF PARKER, COUNTY OF DOUGLAS, STATE OF COLORADO.

EXCEPTION PARCEL MANIFEST # 8 FIVE MARSH DUCKS TYPE MEASUREMENT RECORDED AT RECEIVING  
OFFICE 2/10/2008 IN THE RECORDS OF THE DOUGLAS COUNTY, COLORADO CLERK AND RECORDS  
OFFICE, LOCATED IN THE NORTHEAST QUARTER OF SECTION 29 AND THE NORTHEAST QUARTER OF  
SECTION 32, TOWNSHIP 6 SOUTH, RANGE 66 WEST OF THE SIXTH PRINCIPAL MERIDIAN, TOWN OF  
BARBER, SARD COUNTY, AND COLO.



### CHAPTERS

#### THE TOWN OF PARKER

**Artist: TOMMY CLARK**

[illegible]

© 2005 Blackwell Publishing Ltd *Journal of Internal Medicine* 258: 103–110

an individual's beliefs:

NOT PART OF PUBLIC

1) THE BEARINGS SHOWN HEREON ARE BASED UPON THE MERIDIAN LINE OF THE NORTHWEST QUARTER OF SECTION 23, TOWNSHIP 4 SOUTH, RANGE 60 WEST OF THE SIXTH PRINCIPAL MERIDIAN, COUNTY OF COLORADO, STATE OF COLORADO, BEING SOUTH 89° 29' 07" EAST, AND BEARING: COLORADO COORDINATE SYSTEM, CENTRAL ZONE, AND BY DIRECTLY FOUND MONUMENTS AS SHOWN HEREON.

21. ACCORDING TO THE FEDERAL EMERGENCY MANAGEMENT AGENCY, FLOOD INSURANCE RATE MAP FOR COGLAS COUNTY, COLORADO AND INFORMATIONAL AREAS, PANEL 89 OF 493, MAP NUMBER 25000C0200, EFFECTIVE DATE SEPTEMBER 10, 2005, THIS PARCEL IS LOCATED WITHIN OTHER UNDESIGATED ZONE 1. ACCORDING TO THE LEGEND OF ABOVE MENTIONED MAP AS AREAS DETERMINED TO BE OUTSIDE THE 500 YEAR FLOOD PLAIN.

IN WISCONSIN, ACCORDING TO COLORADO LAW YOU MUST COMMENCE ANY LEGAL ACTION BASED UPON ANY DEFECT IN THIS SUBJECT WITHIN THREE YEARS AFTER YOU FIRST DISCOVERED SUCH DEFECT. NO EVENT MAY ANY ACTION BE BASED UPON ANY DEFECT IN THIS SUBJECT BE COMMENCED MORE THAN TEN YEARS FROM THE DATE OF THE DEFECTIOUS SHOWN HEREON.

4) DISTANCES ON THIS PLAN ARE GROUND DISTANCES EXPRESSED IN U.S. SURVEY FEET AND DECIMALS THEREOF. A U.S. SURVEY FOOT IS DEFINED AS EXACTLY 1200/3937 METERS.

TOP OF DOUGLAS COUNTRY GS CONTROL POINT 107504 ELEVATION = 5922 FT / TEST RAID 85  
TOP OF DOUGLAS COUNTRY GS CONTROL POINT 108025 ELEVATION = 5927 FT / TEST RAID 85  
TOP OF DOUGLAS COUNTRY GS CONTROL POINT 108525 ELEVATION = 5984 FT / TEST RAID 85

THE DEVELOPMENT PLAN WAS REVIEWED AND RECOMMENDED FOR APPROVAL BY THE TRADING COMMISSION  
FOUNDED A PUBLIC READING HALL ON \_\_\_\_\_

COMMUNITY DEVELOPMENT DIRECTOR  
ON BEHALF OF THE PLANNING COMMISSION

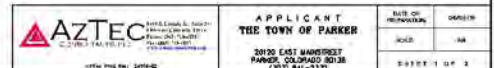
LAND DEVELOPMENT PLAN WAS APPROVED BY THE TOWN COUNCIL OF THE TOWN OF PARKER ON THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 2014 FOR THE PROPERTY DESCRIBED AS EASTMAN PLANNED DEVELOPMENT, THE TOWN ENGINEER RICH SWANN HATCHER HAS CONFORMED WITH THE ADULTION OF EXHIBIT NO. \_\_\_\_\_

May 2017: (08th of 140000)

AFTER 57 TOWNS CLEAN

STATE OF VERMONT  
COUNTY OF WINDHAM  
I HEREBY CERTIFY THAT THIS PLAN WAS FILED IN MY OFFICE ON \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_,  
A.D. AT \_\_\_\_\_ A.M./P.M. AND WAS RECORDED AT RECEPTION NO. \_\_\_\_\_

EVALUATING CLAY AND PEPPER®



# EASTMAIN DEVELOPMENT PLAN

LOCATED IN THE NORTHEAST QUARTER OF SECTION 22 AND THE NORTHWEST QUARTER OF SECTION 23, TOWNSHIP 6 SOUTH, RANGE 66 WEST OF THE SIXTH PRINCIPAL MERIDIAN,  
TOWN OF PARKER, COUNTY OF DOUGLAS, STATE OF COLORADO.



LAND USE TABULATION

| LAND USE       | AREA (SQ. FT.) | AREA (AC.) |
|----------------|----------------|------------|
| 1. RESIDENTIAL | 1,000,000      | 23.0       |
| 2. COMMERCIAL  | 1,000,000      | 23.0       |
| 3. INDUSTRIAL  | 1,000,000      | 23.0       |
| TOTAL          | 3,000,000      | 69.0       |

**Aztec**

2010 EAST MAINSTREET  
PARKER, COLORADO 80138  
(303) 841-2122

APPLICANT  
**THE TOWN OF PARKER**

DATE OF SUBMISSION: 04/01/14

SCALE: 1"=100'

SHEET 2 OF 2

# MY MAIN STREET

## APPENDIX

### 5. PARKER CENTRAL AREA REINVESTMENT PLAN



## Parker Central Area Reinvestment Plan



*Parker, Colorado*

*May 18, 2009*



# Parker Central Area Reinvestment Plan

*Parker, Colorado*

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## *Appendix*

### **Appendix A: Legal Description**

## *Attachments*

|                      |                                                            |
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| <b>Attachment 1:</b> | <b>Town of Parker Downtown Area Conditions Survey</b>      |
| <b>Attachment 2:</b> | <b>Parker Central Area Reinvestment Plan Impact Report</b> |



# Parker Central Area Reinvestment Plan

## 1.0 Introduction

### 1.1 Preface

This *Parker Central Area Reinvestment Plan* (the “Plan” or the “Reinvestment Plan”) has been prepared by the Parker Authority for Reinvestment (the “Authority”) for the Town of Parker (“Town”). It will be carried out by the Authority, pursuant to the provisions of the Urban Renewal Law of the State of Colorado, Part 1 of Article 25 of Title 31, Colorado Revised Statutes, 1973, as amended (the “Act”). The administration and implementation of this Plan, including the preparation and execution of any documents implementing it, shall be performed by the Authority.

### 1.2 Description of Parker Central Area Reinvestment Area

According to the Act, the jurisdictional boundaries of the Authority are the same as the boundaries of the municipality. Additionally, within the municipal boundaries there may be one or more reinvestment areas.

Under the Act, a reinvestment (urban renewal) area is a blighted area, which has been designated as appropriate for an urban renewal project. In each area, conditions of blight, as defined by the Act, must be present and the Town Council must find that “the presence of those conditions of blight impair the public health and safety and impede the sound growth of the Town in order for the Authority to exercise its powers.” Finally, undertakings and activities that



constitute a reinvestment project are implemented to eliminate the conditions of blight.

The *Parker Central Area Reinvestment Plan* (referred to herein as “the Reinvestment Area” or “the Area”) is located in the Town of Parker, Douglas County. The boundaries of the Area generally include properties surrounding the intersection of Parker Road and Mainstreet in Downtown Parker, as delineated on Figure No. 1 and described in the legal description included in Appendix A. The legal description controls the boundary description in case of any conflict. The boundaries of the Area are drawn as narrowly as feasible to accomplish the planning and development objectives of this Plan.

#### **1.2.1 Legal Description**

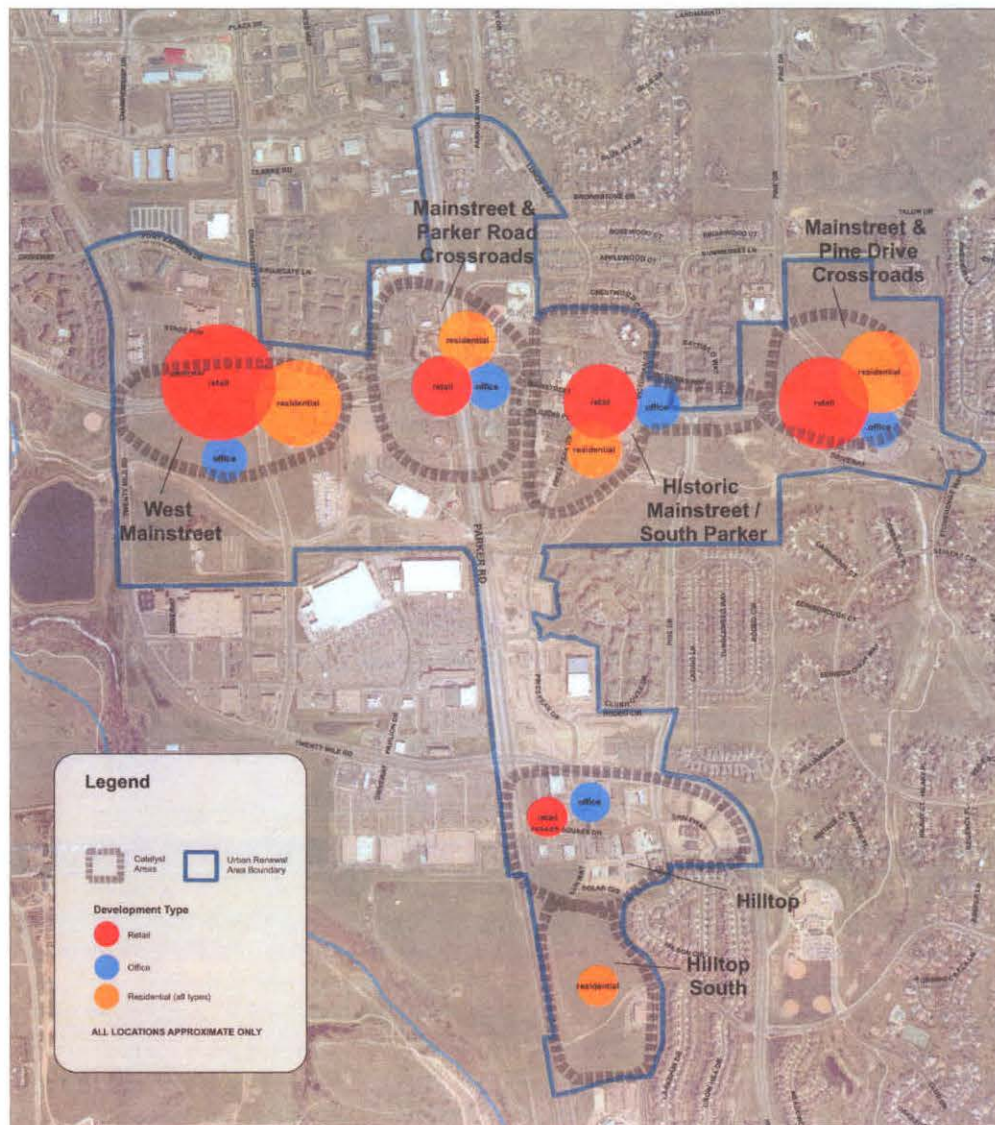
The Area contains approximately 461 acres, more or less, including right-of-ways. A legal description of the Area, prepared by Aztec Consulting, Inc. in Littleton, Colorado is presented in Appendix A of this Plan.

#### **1.2.2 Figure 1, Parker Central Area Reinvestment Plan Concept Map**

The Reinvestment Plan Concept Map is presented on the following page.



Figure 1:



Parker Central Area Reinvestment Plan  
Concept Map (November 2008)



0.5  
Miles





### 1.3 Purpose of the Plan

The purpose of the *Parker Central Area Reinvestment Plan* is to reduce, eliminate and prevent the spread of blight within the Area by stimulating growth and new investment within the Area boundaries. To accomplish this purpose, the Plan promotes local objectives with respect to appropriate land uses, private investment and public improvements, provided that the delineation of such objectives shall not be construed to require that any particular project necessarily promote all such objectives. Specifically, the Plan promotes an environment which allows for a range of uses and product types as supported by the *Parker 2025 Master Plan: Changes and Choices*, and any subsequent updates, as well as any other relevant policy documents; and, leverages the community's investment in public improvement projects in the Area.

While the principal goal of this urban renewal effort, as required by the Act, is to afford maximum opportunity, consistent with the sound needs of the Town of Parker as a whole, and to develop and rehabilitate the Area by private enterprise, it is not intended to replace the efforts of area business development or marketing organizations.

The rehabilitation and redevelopment of properties within the Area may be accomplished through the demolition and/or improvement of existing structures and infrastructure, attraction of new investment and reinvestment, and prevention of deterioration of properties in the Area. These efforts will involve the Authority and Town Council with participation and cooperation by the private sector.



While the Act authorizes the Authority to undertake zoning and planning activities to regulate land use, maximum densities, and building requirements in the Area, the Authority will not undertake these activities and responsibility for such regulation will remain with the Town. At a minimum, all projects of the Authority within the Area shall comply with all applicable municipal requirements.

#### **1.4 Public Participation**

The Plan has been made available to business and property owners located within the Plan boundaries, as well as Parker residents at-large. Input on the Plan's intent was solicited from property owners, residents and business owners from within the Plan area during several meetings held between the months of May and October 2008. Notification of the public hearing was provided to property owners, residents and owners of business concerns at their last known address of record within the Area as required by the Act. Notice of the public hearing to consider the Plan was published in the Douglas County News-Press.

Presentations were also made at public meetings of the Town Council and Planning Commission during the beginning of 2009 to receive comments and input on the process and content presented herein. The Planning Commission reviewed the Plan on May 14, 2009, and recommended adoption of the Plan as being consistent with the *Parker 2025 Master Plan: Changes and Choices*, adopted November 7, 2005, as amended. It is the intent of the Authority and Town Council to provide for public participation in proposed developments and planning efforts, which advance the intent of the Plan. Plans and development proposals submitted for approval by the Authority will continue to be made available to the public in an open meeting format.



As required by the Act, a report outlining the potential impact of the Plan on Douglas County was prepared and submitted along with the Plan document to the County Commissioners of Douglas County not less than 30 days before consideration of its approval. A public hearing was conducted by the Town Council on May 18, 2009, in compliance with the Act. Notice of the public hearing was published in the [newspaper of general circulation] on [date of notice]. Notice of the public hearing was also mailed to all property owners, residents, and owners of business concerns at their last known address at least 30 days prior to the public hearing.



## 2.0 Definitions

In addition to terms previously defined in the text, the following terms are used in this Plan:

**Conditions Survey** – means the *Town of Parker Downtown Area Conditions Survey*, completed in February 2008, and updated in January, 2009, that established findings of blight in support of the *Parker Central Area Reinvestment Plan*.

**Act** – means the Urban Renewal Law of the State of Colorado, Part 1 of Article 25 of Title 31, Colorado Revised Statutes, as amended.

**Area or Reinvestment Area** – means the Parker Central Area Reinvestment Plan as depicted in **Figure 1** and legally described in **Appendix A**.

**Comprehensive Plan** – means *Parker 2025 Master Plan: Changes and Choices*, as such plan has been or may be amended from time to time.

**Authority** – means the Parker Authority for Reinvestment.

**Blight Study** – means the *Town of Parker Downtown Area Conditions Survey*, prepared by Matrix Design Group, dated February, 2008, and updated in January, 2009, attached hereto as Attachment 1 and incorporated herein by this reference.

**Cooperation Agreement** – means any agreement between the Authority and Town, one or more special districts, or any public body (the term “public body” being used in this Plan as defined by the Act) respecting action to be taken



pursuant to any of the powers set forth in the Act or in any other provision of Colorado law, for the purpose of facilitating public undertakings deemed necessary or appropriate by the Authority under this Plan.

**C.R.S.** – means the Colorado Revised Statutes, as amended from time to time.

**Impact Report** – means the *Parker Central Area Reinvestment Plan Douglas County Impact Report* prepared by Leland Consulting Group, dated September 2008, attached hereto as Attachment 2 and incorporated herein by this reference.

**Improvement District** – means a special district created to make improvements, typically to public space infrastructure, in a given area.

**Plan or Reinvestment Plan** – means this *Parker Central Area Reinvestment Plan*.

**Redevelopment / Development Agreement** – means one or more agreements between the Authority and developer(s) and / or property owners or such other individuals or entities as may be determined by the Authority to be necessary or desirable to carry out the purposes of this Plan.

**Sales Tax** – means the municipal sales tax imposed by the Town on certain transactions.

**Study Area** – means the geographic territory defined for the Blight Study, the boundaries of which are not coterminous with the Area boundaries and excludes all areas that are outside of the municipal boundaries.





**Tax Increment Area** – means a portion of the Area designated as a Property Tax and/or Sales Tax Increment Area, as defined and pursuant to the procedures set forth in this Plan.

**Town** – means the Town of Parker, a municipal corporation of the State of Colorado.

**Town Council** – means the Town Council of the Town of Parker.

### **3.0 Blight Conditions and Findings**

#### **3.1 Qualifying Conditions**

The *Downtown Area Conditions Survey*, dated February 2008, and updated in January, 2009, was completed by Matrix Design Group. It shows the location of qualifying conditions through maps and images and documents the evidence of blight in the Survey Area. The Survey Area included properties within and outside the Town limits.

The legal term “blighted area” describes a wide array of urban problems, which can range from physical deterioration of buildings and the environment, to health, social and economic problems in a particular area. Based on the Conditions Survey completed in connection with the adoption and approval of the Plan, at least five qualifying conditions of blight, as defined in the Act, are present within the proposed Area. Among the 11 qualifying conditions identified in the Act, the following are evident in the Area:

- b) Predominance of defective or inadequate street layout;
- c) Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;



- d) Deteriorating site or other improvements;
- f) Unusual topography or inadequate public improvements or utilities;
- k.5) The existence of health, safety, or welfare factors requiring high levels of municipal services or substantial physical underutilization or vacancy of sites, buildings, or other improvements

As documented in the Survey, 5 of 11 qualifying conditions listed in the Act are present within the Area. The condition, (g) defective or unusual conditions of title rendering the title non-marketable, was not investigated.

### **3.2 Other Findings**

The Area is appropriate for one or more urban renewal projects and other activities authorized by the Act to be undertaken by the Authority.

One or more projects will require the demolition and clearance of certain public improvements and private improvements within the Area as provided in this Plan. Such actions are necessary to eliminate unsafe conditions, eliminate obsolete and other uses detrimental to the public welfare and otherwise remove and prevent the spread of deterioration.

The Authority may exercise all powers authorized to be exercised in the Act and which are necessary, convenient or appropriate to accomplish the objectives of this Plan. It is the intent of this Plan that the Authority exercise all such powers as may now be possessed or hereafter granted for the elimination of qualifying conditions in the Area.

The powers conferred by the Act are for public uses and purposes for which public money may be expended and the police powers exercised and this Plan is



in the public interest and necessity, such finding being a matter of legislative determination by the Town Board.

The Authority may, in its discretion, issue bonds or other obligations as permitted by law.

#### **4.0 Relationship to Local Objectives and Plans**

##### **4.1 General Description**

###### **Vision Statement**

The Parker Central Reinvestment Area will be the center of commerce, industry, living, learning, playing, meeting, arts, events, and entertainment in Parker. Investment and reinvestment initiatives will: embody environmentally-sound building elements; support Smart Growth principles; support higher densities; and, encourage a mix of uses and mixed-use products.

**Objective:** The objective of the *Parker Central Area Reinvestment Plan* is to alleviate conditions of blight by actively promoting investment and reinvestment in this vital core of the community.

###### **Authority Activities:**

As the plan administrator, the Parker Authority for Reinvestment will seek to advance this objective through:

- Assembly of property essential to redevelopment projects;
- Financing of redevelopment projects and critical infrastructure;
- Agreements with private and public partners to undertake redevelopment projects;



The Parker Authority for Reinvestment will work in cooperation with the Town to advance this objective though:

- Investment in the public realm;
- Exploration of opportunities to streamline project approvals and revise regulations which impose unintended barriers to investment;
- Quality development of key publicly-held parcels; and
- Provision of supportive municipal policies and programs;

**Priority Public Realm Investments:**

- Road improvements with a focus on alternative routes;
- Parking (throughout Area);
- Costs associated with higher intensity uses;
- Plantings and landscaping;
- Utility improvements (including relocation, undergrounding overhead lines, upgrades, and replacement of inadequate infrastructure);
- Building façade improvements;
- Economic development-related initiatives; and
- Other public facilities.

Priority will be placed on projects that: reflect the area's unique heritage and charm; establish a sustainable standard for development; and connect uses, particularly those in east and west Parker.

**Additional desired outcomes suggested by the public:**

- Elimination of blight in the Reinvestment Area ;
- Job creation;



- Stronger jobs-housing balance;
- Increased sales and property tax base; and
- Superior development quality and character.

## **4.2 Development and Design Objectives**

As explained earlier, input on the Plan's intent was solicited from property owners, residents and business owners during several meetings held between the months of May and October 2008. Among those elements defined by participants were development and design objectives which investment and reinvestment in the Area need advanced. These include the following:

*Development and Design Objectives and Goals:*

### **Diversity in Land Use**

- Develop places to live, work, play, learn, shop, ride (bike, bus, rail)
- Improve the relationship between land uses

### **Sustainability**

- Pursue economic, physical, environmentally sustainable development within the area

### **Fiscal Prudence**

- Ensure public funds are used in a fiscally prudent manner

### **Economic Stability and Growth**

- Stabilize existing development
- Attract small and big businesses (local, regional, national)



- Attract local and region-serving uses
- Attract businesses that fill service “gaps” = stop leakage
- Create a business environment that supports primary jobs
- Stimulate development of vacant land

#### **Preserve Community Character**

- Retain elements that reflect community’s history
- Pursue park space
- Be sensitive to our history
- Enhance and establish gateway areas (branding)

#### **Improved Transportation and Infrastructure**

- Provide multiple ways for people to access the area
- Enhance Infrastructure Capacity
- Develop transit “supportive” projects

### **4.3 Development Opportunities—Catalyst Projects**

A key concept associated with implementation of the Plan is targeted investment that will serve to catalyze development throughout the Area and fund future public improvements. The aggregate impact of potential investment within the Area is reflected in the Impact Report, which is incorporated into this Plan by reference. A description of targeted investment areas are presented below:

#### **Catalyst Investment Areas (as shown in Figure 1, page 5):**

##### **West Mainstreet**

Uses within the West Mainstreet catalyst investment area will be transit-supportive within a variety of mixed-use environments which integrate office, residential, retail and public spaces. Retail offerings that are currently not



available in Parker will be encouraged so as not to compete, but rather complement the local market. Parking structures and transit facilities will anchor future developments. West Mainstreet will be a destination for local and regional retail patrons and host to a variety of employers.

#### Mainstreet & Parker Road

Uses within the Mainstreet & Parker Road catalyst investment area will be developed at a greater density, and oriented towards the center of this critical community gateway. Buildings will be brought to the street edge and pedestrian connections improved with the goal of connecting uses east and west of Parker Road. Signage and building form will serve to connect uses in the area to historic downtown and public spaces beyond. Design standards will encourage greater contiguity among uses located from Pine Drive to 20-Mile Road along Mainstreet. Capital investments which will be investigated in this catalyst area will include reconstruction of the Mainstreet and Parker Road intersection with the goal of making the connection between east and west Mainstreet more pedestrian friendly.

#### Historic Mainstreet & Historic Parker South (now a combined area)

Uses within the Historic Mainstreet & Historic Parker South catalyst investment area will demonstrate sensitivity to the community's history. Public parking facilities (surface and structured) will serve as a major anchor to existing and future land uses. Signage and pedestrian connections between parking areas and land uses will be a priority public investment. Buildings will be 3 to 4 stories in height in order to properly frame the existing Mainstreet context, Buildings should be 2-3 stories in Historic Parker South and 2-4 stories on locations not adjacent to Mainstreet, while remaining sensitive to existing uses. Other public



improvements will include public art and landscaping along the Sulphur Gulch trail and passive and active public gathering places.

#### Mainstreet & Pine Drive

Uses within the Mainstreet & Pine Drive catalyst investment area will be vertically and horizontally-integrated with office and residential over and adjacent to retail. Traffic counts are expected to increase with the continued expansion of hospital medical professional uses to the north and increasing residential development to the east. The focus should be on neighborhood-serving retail and mixed use, designs that connect both sides of Pine Drive and gateway elements that connect the area to Mainstreet and Old Town Parker to the west.

#### Hilltop

Uses within the Hilltop catalyst investment area will include a mix of small to moderate size office and retail uses, flanked by supporting residential. The area could be developed and promoted as a lower-cost business environment for non-hospital medical-related and start-up businesses. Public investment will be required to improve property access and aesthetic appeal. Through consistent landscaping, business materials and signage, the Hilltop area could eventually have a recognized “business address” in the market.

#### Hilltop South

Uses within the Hilltop South catalyst investment area will be primarily residential in character and will be interconnected to support commercial and office development in the Hilltop catalyst investment area. Given its proximity to existing established residential areas, new product could include a variety of zero-lot, patio home or similar compact ownership uses.

#### 4.4 Relationship to Master Plan

A general plan for the Town, known as the *Parker 2025 Master Plan: Changes and Choices*, was adopted in November 2005 and amended in August 2006, March 2007 and January, 2009. The Authority, with the cooperation of the Town, private enterprise and other public bodies, will undertake projects and activities described in this Plan in order to eliminate the conditions of blight identified herein while implementing the goals and objectives of the *Parker 2025 Master Plan: Changes and Choice*. Specific elements of the *Master Plan* which this Plan advances, include the following (taken verbatim).

##### Housing and Neighborhoods - Page 8.6

##### *Applicable Goals and Strategies*

3. Encourage housing development that provides for 'live, work and play' relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.
  - 3.A. Encourage a variety of housing densities in close proximity to employment centers along the E-470 Corridor, within our downtown core, around commercial areas and near transit centers.



3.B. Encourage multi-family housing units within mixed-use buildings, where appropriate.

5. Increase the homeownership rate with an emphasis on creating opportunities for all income levels.

5.A. Encourage single-family attached and detached homes within a wide range of prices.

#### Jobs and Economic Vitality - Page 9.9 – 9.10

##### *Applicable Goals and Strategies*

2. Encourage and support a high level of diverse, quality retail and services, with an emphasis on local businesses that contribute to Parker's sales and property tax base so that needed infrastructure, physical amenities, services and the expansion of such services are provided.

2.A. Nurture and support established businesses and ensure adequate opportunities for future and expanded commercial activity within designated areas of town, as specified on the General Land Use Plan.

2.D. Pursue incentive programs to promote and encourage small, unique businesses.

3. Promote the continued development of higher education campuses within Parker.





- 3.A. Support public and private partnerships to develop higher educational opportunities within the Town.
- 4. Create a vibrant, unique downtown as a 'destination' for Parker.
  - 4.A. Promote a wide spectrum of mixed-uses to include cultural/entertainment, residential, office and retail/services that provide a unique, local flavor and encourage a pedestrian environment.
- 6. Sustain the long-term economic well being of the Town and its citizens through redevelopment and revitalization efforts.
  - 6.A. Encourage and support the quality renovation and reuse of under-utilized parcels and buildings.
  - 6.B. Develop incentive programs to facilitate redevelopment and revitalization efforts.

#### Transportation - Page 10.15

##### *Applicable Goals and Strategies*

- 3. Promote, encourage and actively participate in the development of transit service that serves the local needs of our community as well as provides safe and convenient access to the regional public transportation system.



- 3.A. Continue to work with RTD and neighboring jurisdictions to develop a Bus Rapid Transit (BRT) system along a dedicated lane adjacent to Mainstreet from downtown Parker to Lone Tree's RidgeGate development.
- 3.E. Integrate transit improvements and pedestrian access to transit stops into new development.

#### Public Services and Facilities - Page 11.16

##### *Applicable Goals and Strategies*

- 1. Provide sustainable and reliable public services to Town residents, businesses and visitors in an efficient and effective manner.
  - 1.J. Metropolitan and Special Districts - Promote special districts that are fiscally and operationally sustainable.

#### Natural Resource Protection - Page 12.4 – 12.5

##### *Applicable Goals and Strategies*

- 2. Locate development in areas free of environmental hazards and constraints.
- 3. Promote local and regional efforts to improve air quality.
  - 3.C. Encourage development patterns that reduce the vehicle miles traveled by residents and support alternative modes of transportation as an option.



## History, Arts and Culture - Page 14.4

### *Applicable Goals and Strategies*

1. Preserve Parker's rich historic heritage as a way to strengthen our small town feel.
  - 1.D. Foster economic vitality through preservation and / or adaptive rehabilitation of historic properties.
3. Continue to support cultural amenities and community events as an important contributor to our small town feel.
  - 3.A. Support the development of a downtown cultural/ performing arts complex.

## **4.5 Development Standards**

All development in the Plan Area shall conform to the *Parker 2025 Master Plan: Changes and Choices*, and any subsequent updates, as well as any site-specific zoning or policy documents which might impact properties in the Area, including the International Building Codes, and applicable design standards, all as in effect and as may be amended from time to time.

In conformance with the Act and the Plan, the Authority may adopt additional (higher) design standards and other requirements applicable to projects undertaken by the Authority in the Area. Unless otherwise approved by the



Town Council, any such standards and requirements adopted by the Authority shall, at a minimum, be consistent with all other policies and regulations.

## **5.0 Authorized Urban Renewal Undertakings and Activities**

It is the intent of the Authority to provide incentives to stimulate private investment in cooperation with property owners and other affected parties in order to accomplish its objectives. Public-private partnerships and other forms of cooperative development will be key to the Authority's strategy for preventing the spread of blight and eliminating existing blighting conditions.

### **5.1 Public Improvements and Facilities**

The Authority may undertake actions to make the Area more attractive for private investment. The Authority may, or cause others to, install, construct, and reconstruct any public improvements in the Area, including, without limitation, streets, sidewalks, underground utility and service facilities, streetscapes, pedestrian corridors, and parking facilities. The Authority may also, or cause others to, install, construct and reconstruct any other authorized improvements in the Area, including, without limitation, other authorized undertakings or improvements for the purpose of promoting the objectives of this Plan and the Act.

Public projects are intended to stimulate (directly and indirectly) private sector investment in and around the Area. The combination of public and private investment will assist in the investment and conversion of the Area into a viable commercial, employment and mixed-use sub-area supported by multiple forms of transportation and public spaces contributing to increased property and sales taxes.

### **5.3 Property Acquisition and Land Assemblage**

Pursuant to the Statute (31-25-105 and 31-25-105.5) the Authority may acquire property by negotiation or any other method authorized by the Act, including purchase, lease, option, gift, grant, bequest, devise, or condemnation. Eminent domain may be employed provided the Authority first complies with the requirements of all applicable laws. The Authority may also temporarily operate, manage and maintain property acquired in the Area. Such property shall be under the management and control of the Authority and may be rented or leased pending its disposition for redevelopment.

### **5.4 Relocation Assistance**

If the acquisition of real property by the Authority results in the relocation of individuals, families, or business concerns, the Authority shall adopt a relocation plan in conformance with the Act and consistent with specific objectives which will be identified in that plan.

#### **5.4.1 Mitigate Inconvenience and Expense**

Development of any relocation program for the Area will be designed to mitigate the inconvenience and expense of individuals, families and business concerns that may be displaced by acquisition of property by the Authority.

#### **5.4.2 Information Program**



Any relocation program will be accompanied by an information program to keep all affected parties advised of relocation activities on a continuing basis and to encourage all such parties to keep the Authority informed of their needs and requirements.

## **5.5 Demolition, Clearance, and Site Preparation**

The Authority is authorized to demolish and clear buildings, structures and other improvements from property in the Area. Additionally, development activities consistent with this Plan, including but not limited to development or cooperation agreements, may require such demolition and clearance to eliminate unhealthy, unsanitary, and unsafe conditions, eliminate obsolete and other uses detrimental to the public welfare, and otherwise remove and prevent the spread of deterioration.

With respect to property acquired by the Authority, it may demolish and clear, or contract to demolish and clear, those buildings, structures and other improvements from property pursuant to this Plan, if in the judgment of the Authority such buildings, structures and other improvements cannot be rehabilitated in accordance with this Plan. The Authority may also undertake such additional site preparation activities, as it deems necessary, to facilitate the disposition and development of such property.

## **5.6 Property Disposition**

The Authority may sell, lease, or otherwise transfer real property or any interest in real property subject to covenants, conditions and restrictions, including architectural and design controls, time restrictions on development, and building requirements, as it deems necessary to develop such property. Real property or interests in real property may be sold, leased or otherwise transferred for uses in



accordance with the Act and this Plan. All property and interest in real estate acquired by the Authority in the Area that is not dedicated or transferred to public entities, shall be sold or otherwise disposed of for redevelopment in accordance with the provision of this Plan and the Act.

#### **5.7 Redevelopment and Rehabilitation Actions**

Redevelopment and rehabilitation actions within the Area may include such undertakings and activities as are in accordance with this Plan and the Act, including without limitation: demolition and removal of buildings and improvements as set forth herein; installation, construction and reconstruction of public improvements as set forth herein; elimination of unhealthful, unsanitary or unsafe conditions; elimination of obsolete or other uses detrimental to the public welfare; prevention of the spread of deterioration; and, provision of land for needed public facilities. The Authority may enter into agreements with private parties or public entities to provide assistance or undertake all other actions authorized by the Act or other applicable law to redevelop and rehabilitate the Area.

#### **5.8 Redevelopment Agreements**

The Authority is authorized to enter into Redevelopment Agreements or other contracts with developer(s) or property owners or such other individuals or entities as are determined by the Authority to be necessary or desirable to carry out the purposes of this Plan. Such Redevelopment Agreements, or other contracts, may contain such terms and provisions as shall be deemed necessary



or appropriate by the Authority for the purpose of undertaking the activities contemplated by this Plan and the Act, and may further provide for such undertakings by the Authority, including financial assistance, as may be necessary for the achievement of the objectives of this Plan or as may otherwise be authorized by the Act.

## **6.0 Project Financing**

### **6.1 Public Investment Objective**

It is the intent of the Plan that the public sector plays a significant role in reinvestment efforts -- as a strategic partner. However, experience has proven that a critical component to the success of any reinvestment strategy is participation by both the public and private sectors. Leveraging of resources will be key as no one entity, either public or private, has sufficient resources alone to sustain a long-term improvement effort.

### **6.2 Project Revenues**

#### *Tax Increment Financing*

The Plan contemplates that a primary method of financing projects will be through the use of Tax Increment Financing (TIF) revenue, including 100 percent of the property tax collected, as authorized by the Act. The Town Council may allocate municipal sales tax increments when the Parker Authority for Reinvestment submits a financing plan outlining the proposed amounts and purpose for which the municipal sales tax increments are to be used. Upon



Town Council approval, the municipal sales tax increment will be allocated and distributed in accordance with the tax increment financing provisions of Section 31-25-107 (9), C.R.S., which is by this reference incorporated herein as if set forth in its entirety.

All property and such sales taxes as authorized by the Town Council collected within the Area, by or for the benefit of any public body, shall be divided for a period not to exceed 25 years as follows:

- a) That portion of the property taxes which are produced by the levy at the rate fixed each year by or for each such public body upon the valuation for assessment of taxable property in the Area last certified prior to the effective date of approval of the Plan, or as to an area later added to the Area, the effective date of the modification of the Plan or that portion of municipal sales tax collected within the boundaries of said Area in the twelve-month period ending on the last day of the month prior to the effective date of approval of the Plan, or both such portions, shall be paid into the funds of each such public body as are all other taxes collected by or for said public body.
- b) That portion of said property taxes or all or any portion of said sales taxes as authorized by the Town Council, or both, in excess of such amounts in subparagraph (a) shall be allocated to and, when collected, paid into a special fund of the Authority to pay the principal of, the interest on, and any premiums due in connection with the bonds of, loans or advances to, or indebtedness incurred by (whether funded, refunded, assumed or otherwise) the Authority for financing or refinancing, in whole or in part, the project within the Area. Any excess municipal sales tax collections





not allocated pursuant to this subparagraph shall be paid into the funds of the municipality.

- c) The portion of taxes described in subparagraph (b) may be irrevocably pledged by the Authority for the payment of the principal of, the interest on, and any premiums due in connection with such bonds, loans, advances, and indebtedness.
- d) The Town and the Authority may enter into agreements with other public bodies and private parties to provide financial assistance in support of development projects consistent with this Plan as may be more fully set forth in the provisions of such agreements. Existing agreements between the Town and private parties that are consistent with this Plan are intended to remain in full force and effect.

### **6.3 Other Financing Mechanisms**

As this Plan is designed to provide for the use of tax increment financing as only one tool to facilitate investment and reinvestment within the Area, it is the Authority's intent to making a variety of strategies and mechanisms available which are financial, physical, market and organizational in nature. Given the obstacles associated with development and redevelopment, the Authority recognizes that it is imperative that solutions and resources be put in place that are comprehensive, flexible and creative.

Creation of special districts or other financing districts to serve as supplemental funding sources will be considered. The Authority may finance undertakings pursuant to this Plan by any method authorized under the Act or any other





applicable law, including without limitation, the following: issuance of notes and bonds in an amount sufficient to finance all or part of this Plan; borrowing of funds and creation of indebtedness; advance and reimbursement agreements; federal or state loans or grants; interest income; annual appropriation agreements; agreements with public or private entities; and loans, advances and grants from any other available sources. The principal, interest, costs and fees on any indebtedness are to be paid for with any lawfully available funds of the Authority.

Debt may include bonds, refunding bonds, notes, interim certificates or receipts, temporary bonds, certificates of indebtedness, or any other obligation lawfully created. The Authority is not a district as defined by TABOR, Article X, Section 20 of the Colorado Constitution. Therefore, TABOR does not limit the debt options of an authority in Colorado.

#### **6.4 Participating Interest in Projects**

The Authority may require a participating interest in private development projects for which it provides financial assistance. Public assistance is frequently needed for redevelopment projects in order to fill the gap between traditional equity and debt financing and additional costs of a redevelopment project. In the event the project generates revenues at or greater than market return, the public should share in the success of the project. The terms of the participating interest will be specified in the applicable Redevelopment Agreement at a level and on terms appropriate for each project.

#### **7.0 Changes and Minor Variations from Adopted Plan**

## **7.1 Reinvestment Plan Review Process**

The review process for the Plan is intended to provide a mechanism to allow those parties responsible for implementing key projects to periodically evaluate its effectiveness and make adjustments to ensure efficiency in implementing the recommended activities.

The following steps are intended to serve as a guide for Plan review:

- a) The Authority may propose modifications, and the Town Council may make such modifications as may be necessary provided they are consistent with the *Parker2025 Master Plan: Changes and Choices*, and any subsequent updates, as well as the Act.
- b) The Authority, property and business owners, and Staff operating in support of the Authority may develop modifications from suggestions.
- c) A series of joint workshops may be held by and between the Authority and property and business owners to direct and review the development of Plan modifications.

## **7.2 Changes in the Approved Plan**

This Plan may be modified pursuant to the provisions of the Act governing such modification, including Section 31-25-107 thereof, as the same may be amended from time to time.

## **7.3 Cooperation Agreements**



For the purpose of this Plan, the Authority may enter into one or more Cooperation Agreements with the Town or other public bodies pursuant to the Act. Such cooperation agreements may include, without limitation agreements regarding the planning or implementation of this Plan and its projects, programs, and /or, public works operations or activities which the Authority, the Town or such other public body is otherwise empowered to undertake. Activities may also include agreements respecting the financing, installation, construction and reconstruction of public improvements, utility line relocation, storm water detention, environmental remediation, landscaping and/or other eligible improvements within the Area.

The Town and Authority recognize the need to cooperate in the implementation of this Plan for, but not limited to, such items as project financing and administration of the construction of public improvements. This paragraph shall not be construed to require any particular form of cooperation.



# Parker Central Area Reinvestment Plan

*Parker, Colorado*

## *Appendix A*

### LEGAL DESCRIPTION

A PARCEL OF LAND BEING LOCATED IN SECTIONS 15, 22, 23, AND 27, TOWNSHIP 6 SOUTH, RANGE 66 WEST OF THE SIXTH PRINCIPAL MERIDIAN, TOWN OF PARKER, COUNTY OF DOUGLAS, STATE OF COLORADO, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

**BEGINNING** AT THE NORTHWEST CORNER OF TRACT I, PARKER NORTH, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 247647 IN THE RECORDS OF THE DOUGLAS COUNTY, COLORADO, CLERK AND RECORDER'S OFFICE, SAID POINT BEING ON THE NORTHERLY RIGHT-OF-WAY LINE OF LONGS WAY;

THENCE EASTERLY AND SOUTHEASTERLY ALONG THE NORTHERLY AND NORTHEASTERLY LINE OF SAID TRACT I TO THE NORTHERLY LINE OF SAID SECTION 22;

THENCE WESTERLY ALONG THE NORTHERLY LINE OF SAID SECTION 22 TO THE NORTHWEST CORNER OF TOWN & COUNTRY VILLAGE SUBDIVISION FILING NO. 1, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 302580 IN SAID RECORDS;

THENCE SOUTHERLY ALONG THE WESTERLY LINES OF TRACT A, SAID TOWN & COUNTRY VILLAGE SUBDIVISION FILING NO. 1 TO THE NORTHERLY RIGHT-OF-WAY LINE OF VICTORIAN DRIVE, FORMERLY KNOWN AS PARKER CIRCLE, SAID POINT ALSO BEING THE SOUTHWEST CORNER OF TRACT A;

THENCE EASTERLY ALONG THE NORTHERLY RIGHT-OF-WAY LINES OF VICTORIAN DRIVE THE FOLLOWING (3) COURSES:

1. NORTHEASTERLY AND EASTERLY TO THE SOUTHEAST CORNER OF TRACT B, SAID TOWN & COUNTRY VILLAGE SUBDIVISION FILING NO. 1;
2. SOUTHEASTERLY TO THE NORTHWEST CORNER OF TRACT A, TOWN & COUNTRY VILLAGE SUBDIVISION FILING NO. 4, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 309643 IN SAID RECORDS;





3. SOUTHEASTERLY AND SOUTHWESTERLY TO THE NORTHWEST CORNER OF LOT 1, PARKER CENTRAL AREA FILING NO. 1, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 306437 IN SAID RECORDS;

THENCE SOUTHEASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 1 TO THE NORTHEAST CORNER OF SAID LOT 1;

THENCE SOUTHWESTERLY ALONG THE EASTERLY LINE OF SAID LOT 1 TO THE SOUTHEAST CORNER OF SAID LOT 1, SAID POINT ALSO BEING A SOUTHWESTERLY CORNER OF TRACT A, SAID TOWN & COUNTRY VILLAGE SUBDIVISION FILING NO. 4;

THENCE EASTERLY ALONG THE SOUTHERLY LINES OF SAID TRACT A TO THE SOUTHEAST CORNER OF SAID TRACT A, SAID POINT ALSO BEING THE SOUTHWEST CORNER OF LOT 2, MAINSTREET & PINE MARKETPLACE, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 2008000984 IN SAID RECORDS;

THENCE NORTHERLY ALONG THE WESTERLY LINE OF SAID LOT 2 AND ALONG THE WESTERLY LINE OF LOT 3 SAID MAINSTREET & PINE MARKETPLACE TO THE NORTHWEST CORNER OF SAID LOT 3;

THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 3 AND ALONG THE NORTHERLY LINE OF LOT 4 SAID MAINSTREET & PINE MARKETPLACE TO THE NORTHEAST CORNER OF SAID LOT 4;

THENCE SOUTHEASTERLY ALONG THE NORTHEASTERLY LINE OF SAID LOT 4 TO THE INTERSECTION OF SAID LINE WITH A LINE PARALLEL WITH AND 70.00 FEET EASTERLY FROM THE WESTERLY LINE OF SAID SECTION 23;

THENCE NORTHERLY ACROSS PINE DRIVE ALONG SAID PARALLEL LINE TO THE NORTHWEST CORNER OF THAT PARCEL OF LAND DESCRIBED IN DEED RECORDED UNDER RECEPTION NO. 2005119984 IN SAID RECORDS;

THENCE EASTERLY, SOUTHERLY, AND EASTERLY ALONG THE NORTHERLY LINES OF SAID PARCEL TO THE EASTERLY LINE OF THE WEST HALF OF THE NORTHWEST QUARTER OF SAID SECTION 23;

THENCE SOUTHERLY ALONG SAID EASTERLY LINE TO THE SOUTHWEST CORNER OF TRACT A, PARKER VISTA SUBDIVISION FILING NO. 1, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 9418209 IN SAID RECORDS;

THENCE SOUTHEASTERLY ALONG THE SOUTHERLY LINES OF SAID TRACT A TO THE MOST WESTERLY CORNER OF THAT PARCEL OF LAND DESCRIBED AS PARCEL 9 IN DEED TO THE TOWN OF PARKER RECORDED IN BOOK 1894 AT PAGE 1510 IN SAID RECORDS.





THENCE SOUTHEASTERLY ACROSS MAINSTREET TO THE INTERSECTION OF THE EASTERLY RIGHT-OF-WAY LINE OF STONEHENGE WAY WITH THE SOUTHERLY RIGHT-OF-WAY LINE OF MAINSTREET, SAID POINT BEING A NORTHERLY CORNER OF TRACT B, ROWLEY DOWNS, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 145047 IN SAID RECORDS;

THENCE SOUTHWESTERLY AND WESTERLY ALONG THE NORTHWESTERLY LINE OF SAID TRACT B TO THE NORTHWEST CORNER OF SAID TRACT B;

THENCE WESTERLY ACROSS STONEHENGE WAY TO THE MOST EASTERLY CORNER OF LOT 2, PARKER TOWN HALL, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 01033411 IN SAID RECORDS;

THENCE SOUTHWESTERLY ALONG THE EASTERLY LINE OF SAID LOT 2 TO THE SOUTHEAST CORNER OF SAID LOT 2;

THENCE NORTHWESTERLY AND WESTERLY ALONG THE SOUTHERLY LINES OF SAID LOT 2 TO THE WESTERLY LINE OF SAID SECTION 23;

THENCE SOUTHERLY ALONG SAID WESTERLY LINE TO THE EAST QUARTER CORNER OF SAID SECTION 22;

THENCE WESTERLY ALONG THE NORTHERLY LINE OF THE SOUTHEAST QUARTER OF SAID SECTION 22 TO THE NORTHWEST CORNER OF LOT 3, PARKER HILLTOP PLAZA FILING NO. 1, 1<sup>ST</sup> AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 01009754 IN SAID RECORDS;

THENCE SOUTHWESTERLY ALONG THE WESTERLY LINES OF SAID LOT 3 TO THE NORTHERLY LINE OF LOT 1, PARKER HILLTOP TOWN SQUARE – 1<sup>ST</sup> AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 2008024417 IN SAID RECORDS;

THENCE SOUTHEASTERLY, SOUTHERLY, AND NORTHWESTERLY ALONG THE NORTHERLY, EASTERLY, AND SOUTHERLY LINES OF SAID LOT 1 AND LOT 2 SAID PARKER HILLTOP TOWN SQUARE – 1<sup>ST</sup> AMENDMENT TO THE SOUTHWEST CORNER OF SAID LOT 2;

THENCE SOUTHERLY ALONG THE EASTERLY RIGHT-OF-WAY LINE OF PIKES PEAK DRIVE TO THE MOST NORTHERLY CORNER OF TRACT C, SAID PARKER HILLTOP TOWN SQUARE – 1<sup>ST</sup> AMENDMENT;

THENCE SOUTHEASTERLY ALONG THE NORTHEASTERLY LINE OF SAID TRACT C TO THE MOST SOUTHERLY CORNER OF SAID TRACT C;

THENCE SOUTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE OF PIKES PEAK DRIVE TO THE NORTHERLY LINE OF TRACT A SAID PARKER HILLTOP TOWN SQUARE – 1<sup>ST</sup> AMENDMENT;



THENCE EASTERLY ALONG THE NORTHERLY LINES OF SAID TRACT A TO THE MOST EASTERLY CORNER OF SAID TRACT A;

THENCE SOUTHEASTERLY ALONG THE NORTHERLY LINE OF LOT 7 SAID PARKER HILLTOP TOWN SQUARE – 1<sup>ST</sup> AMENDMENT TO THE NORTHEAST CORNER OF SAID LOT 7;

THENCE SOUTHERLY ALONG THE EASTERLY LINE OF SAID LOT 7 TO THE INTERSECTION OF SAID EASTERLY LINE WITH THE NORTHERLY LINE OF THE SOUTH HALF OF THE SOUTHEAST QUARTER OF SAID SECTION 22;

THENCE EASTERLY ALONG SAID NORTHERLY LINE TO THE INTERSECTION OF SAID NORTHERLY LINE WITH THE NORTHERLY EXTENSION OF THE EASTERLY RIGHT-OF-WAY LINE OF PINE DRIVE;

THENCE SOUTHWESTERLY ALONG SAID NORTHERLY EXTENSION AND SAID EASTERLY RIGHT-OF-WAY LINE TO THE NORTHWEST CORNER OF TRACT D, MEADS CROSSING AMENDMENT NO. 1, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 9411024 IN SAID RECORDS;

THENCE CONTINUING SOUTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE TO THE SOUTHWEST CORNER OF SAID TRACT D;

THENCE SOUTHEASTERLY ALONG THE SOUTHERLY LINE OF SAID TRACT D TO THE SOUTHEAST CORNER OF SAID TRACT D;

THENCE SOUTHEASTERLY ALONG THE SOUTHWESTERLY LINE OF TRACT B SAID MEADS CROSSING AMENDMENT NO. 1 TO THE MOST NORTHERLY CORNER OF TRACT A SAID MEADS CROSSING AMENDMENT NO. 1;

THENCE SOUTHERLY ALONG THE WESTERLY LINE OF SAID TRACT A TO THE INTERSECTION OF SAID WESTERLY LINE WITH THE EASTERLY EXTENSION OF THE NORTHERLY LINE OF RAMPART STATION FILING NO. 1 AMENDMENT NO. 2, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 9557831 IN SAID RECORDS;

THENCE WESTERLY ACROSS HILLTOP ROAD AND ALONG SAID NORTHERLY LINE TO THE EASTERLY RIGHT-OF-WAY LINE OF PINE DRIVE;

THENCE SOUTHERLY ALONG THE EASTERLY RIGHT-OF-WAY LINES OF PINE DRIVE THE FOLLOWING (3) COURSES:

1. SOUTHWESTERLY, SOUTHERLY, AND SOUTHEASTERLY ALONG THE WESTERLY LINE OF TRACT E SAID RAMPART STATION FILING NO. 1 AMENDMENT NO. 2 TO THE NORTHWEST CORNER OF TALLMAN DRIVE;





2. SOUTHEASTERLY ACROSS TALLMAN DRIVE TO THE SOUTHWEST CORNER OF SAID TALLMAN DRIVE;
3. SOUTHERLY AND SOUTHWESTERLY ALONG THE WESTERLY LINE OF TRACT D SAID RAMPART STATION FILING NO. 1 AMENDMENT NO. 2 TO THE INTERSECTION OF SAID EASTERLY RIGHT-OF-WAY LINE WITH THE EASTERLY EXTENSION OF THE NORTHERLY LINE OF LOT 1, BLOCK 1, RAMPART STATION FILING NO. 1, 1<sup>ST</sup> AMENDMENT;

THENCE WESTERLY ACROSS PINE DRIVE ALONG SAID EASTERLY EXTENSION AND ALONG THE NORTHERLY LINES OF SAID LOT 1 AND THE WESTERLY EXTENSION OF SAID NORTHERLY LINE TO THE INTERSECTION OF SAID WESTERLY EXTENSION WITH THE WESTERLY RIGHT-OF-WAY LINE OF SOUTH PARKER ROAD;

THENCE NORTHERLY ALONG THE WESTERLY RIGHT-OF-WAY LINE OF SOUTH PARKER ROAD TO THE SOUTHERLY LINE OF THE NORTH HALF OF THE NORTHEAST QUARTER OF SAID SECTION 27;

THENCE EASTERLY ALONG SAID SOUTHERLY LINE TO THE CENTERLINE OF SOUTH PARKER ROAD;

THENCE NORTHERLY ALONG SAID CENTERLINE TO THE SOUTHERLY LINE OF SAID SECTION 22;

THENCE WESTERLY ALONG SAID SOUTHERLY LINE TO THE SOUTHEAST CORNER OF LOT 1, FLATACRES MARKETCENTER, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 2002112467 IN SAID RECORDS;

THENCE NORTHERLY ALONG THE EASTERLY LINE OF SAID LOT 1 AND ALONG THE EASTERLY LINE OF LOT 2 SAID FLATACRES MARKETCENTER TO THE SOUTHEAST CORNER OF THAT PARCEL OF LAND CONVEYED TO THE TOWN OF PARKER FOR TWENTY MILE ROAD AND DESCRIBED AS EXHIBIT A IN DEED RECORDED IN BOOK 1653 AT PAGE 1118 IN SAID RECORDS;

THENCE NORTHERLY ALONG THE EASTERLY LINE OF SAID PARCEL TO THE NORTHEAST CORNER OF SAID PARCEL, SAID POINT BEING ON THE EASTERLY LINE OF LOT 10 PARKER HILLTOP TOWN SQUARE, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 2006078783 IN SAID RECORDS;

THENCE NORTHERLY ALONG THE EASTERLY LINE OF SAID LOT 10 TO THE SOUTHEAST CORNER OF LOT 3A, PARKER PAVILIONS FILING NO. 1, FOURTH AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 2004004061 IN SAID RECORDS;

THENCE NORTHERLY ALONG THE EASTERLY LINE OF SAID LOT 3A TO THE SOUTHEAST CORNER OF LOT 2, PARKER PAVILIONS FILING NO. 1, SECOND



AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 01066463 IN SAID RECORDS;

THENCE NORTHERLY ALONG THE EASTERLY LINE OF SAID LOT 2 TO THE NORTHEAST CORNER OF SAID LOT 2;

THENCE WESTERLY ALONG THE NORTHERLY LINE OF SAID LOT 2 AND ALONG THE NORTHERLY LINES OF LOT 1 AND TRACT D SAID PARKER PAVILIONS FILING NO. 1, SECOND AMENDMENT TO THE NORTHWEST CORNER OF SAID TRACT D;

THENCE SOUTHERLY ALONG THE WESTERLY LINE OF SAID TRACT D AND ALONG THE WESTERLY LINE OF SAID LOT 1 TO THE INTERSECTION OF SAID WESTERLY LINE WITH THE EASTERLY EXTENSION OF THE NORTHERLY LINE OF LOTS 1A AND 1C, PARKER VALLEY CENTER FILING NO. 1, FIRST AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 01098153 IN SAID RECORDS;

THENCE ACROSS DRANSFELDT ROAD WESTERLY ALONG SAID EASTERLY EXTENSION AND SAID NORTHERLY LINE TO THE NORTHWEST CORNER OF SAID LOT 1A;

THENCE WESTERLY ALONG THE NORTHERLY LINE OF LOTS 2 AND 7, PARKER VALLEY CENTER FILING NO. 1, SIXTH AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 01098153 IN SAID RECORDS, AND ALONG THE WESTERLY EXTENSION OF SAID NORTHERLY LINE TO THE INTERSECTION OF SAID NORTHERLY LINE WITH THE WESTERLY RIGHT-OF-WAY LINE OF TWENTY MILE ROAD;

THENCE NORTHERLY ALONG THE WESTERLY RIGHT-OF-WAY LINES OF TWENTY MILE ROAD THE FOLLOWING (3) COURSES:

1. NORTHERLY ALONG THE WESTERLY LINES OF THAT PARCEL DESCRIBED IN DEED RECORDED IN BOOK 2297 AT PAGE 693 IN SAID RECORDS TO THE NORTHERLY TERMINUS OF THAT COURSE IN SAID DEED DESCRIBED AS LINE L4 BEARING  
N 01°05'52" W 469.69';
2. NORTHERLY ACROSS MAINSTREET TO THE SOUTHWEST CORNER OF TRACT C, TWENTY MILE VILLAGE, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 9658476 IN SAID RECORDS;
3. NORTHWESTERLY ALONG THE WESTERLY LINE OF SAID TRACT C TO THE INTERSECTION OF SAID WESTERLY LINE WITH THE WESTERLY EXTENSION OF THE SOUTHERLY LINE OF LOT 3, BLOCK 1, TWENTY MILE VILLAGE FILING NO. 2, 7<sup>TH</sup> AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 2006052505 IN SAID RECORDS;





THENCE NORTHEASTERLY ACROSS TWENTY MILE ROAD AND ALONG SAID WESTERLY EXTENSION TO THE SOUTHWEST CORNER OF SAID LOT 3;

THENCE EASTERLY ALONG THE NORTHERLY RIGHT-OF-WAY LINES OF PONY EXPRESS DRIVE THE FOLLOWING (3) COURSES:

1. NORTHEASTERLY ALONG THE SOUTHERLY LINE OF SAID LOT 3 TO THE SOUTHWEST CORNER OF LOT 4, BLOCK 1, TWENTY MILE VILLAGE FILING NO. 2, 1<sup>ST</sup> AMENDMENT, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 9875842 IN SAID RECORDS;
2. EASTERLY ALONG THE SOUTHERLY LINES OF SAID LOT 4 TO THE SOUTHWEST CORNER OF LOT 5, BLOCK 1, SAID TWENTY MILE VILLAGE FILING NO. 2, 1<sup>ST</sup> AMENDMENT;
3. SOUTHEASTERLY ALONG THE SOUTHERLY LINES OF SAID LOT 5 TO THE SOUTHEAST CORNER OF SAID LOT 5;

THENCE EASTERLY ACROSS DRANSFELDT ROAD ALONG THE EASTERLY EXTENSION OF SAID SOUTHERLY LINE OF LOT 5 TO THE INTERSECTION OF SAID EASTERLY EXTENSION WITH THE EASTERLY RIGHT-OF-WAY LINE OF DRANSFELDT ROAD, SAID LINE ALSO BEING THE WESTERLY LINE OF LOT 1, BLOCK 1, ECHELON AT TWENTY MILE PROPERTY FILING NO. 1, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 99056250 IN SAID RECORDS;

THENCE SOUTHERLY ALONG SAID WESTERLY LINE TO THE SOUTHWEST CORNER OF SAID LOT 1;

THENCE EASTERLY ALONG THE SOUTHERLY LINE OF SAID LOT 1 TO THE SOUTHEAST CORNER OF SAID LOT 1;

THENCE NORTHERLY ALONG THE EASTERLY LINE OF SAID LOT 1 TO THE NORTHWEST CORNER OF LOT 1, PARKER CROSSROADS FILING NO. 3, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 2006011236 IN SAID RECORDS;

THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 1 TO THE WESTERLY RIGHT-OF-WAY LINE OF SOUTH PARKER ROAD;

THENCE ALONG THE WESTERLY RIGHT-OF-WAY LINES OF SOUTH PARKER ROAD THE FOLLOWING (3) COURSES:

1. NORTHWESTERLY TO THE SOUTHEAST CORNER OF LOT 1, MCCLINTOCK II SUBDIVISION, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 9128358 IN SAID RECORDS;





2. NORTHWESTERLY ALONG THE EASTERLY LINE OF SAID LOT 1 TO THE SOUTHEAST CORNER OF LOT 2, PARKER DOWNS FILING NO. 3, A SUBDIVISION PLAT RECORDED UNDER RECEPTION NO. 9251062 IN SAID RECORDS;
3. NORTHWESTERLY ALONG THE EASTERLY LINE OF SAID LOT 2 AND ALONG THE EASTERLY LINE OF LOT 1 SAID PARKER DOWNS FILING NO. 3 TO THE NORTHEAST CORNER OF SAID LOT 1;

THENCE NORTHEASTERLY ACROSS SOUTH PARKER ROAD TO THE POINT OF BEGINNING.

## **ATTACHMENT 1 – Downtown Area Conditions Survey**

# Town of Parker Downtown Area Conditions Survey



Prepared for:  
The Parker Authority for Reinvestment

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## Section 1: Survey Overview

The Parker Downtown Area Conditions Survey (“Survey”) is an examination and analysis of various conditions found within a defined geographic area to determine if the area qualifies as “blighted” within the meaning of Colorado Urban Renewal law.

The Survey is a necessary step if urban renewal, as defined and authorized by Colorado statutes, is to be used as a tool by the Town of Parker (“Town”) to remedy and prevent conditions of blight. The findings and conclusions presented in this report are intended to assist the Town in making a final determination as to whether the Survey Area qualifies as blighted and, consequently, the feasibility and appropriateness of using urban renewal as a reinvestment tool.

To conduct the Survey and prepare the Survey report, the Town of Parker retained the services of Denver-based consulting firm Matrix Design Group, which specializes in urban planning, environmental, engineering, and infrastructure design services. Matrix Design Group was commissioned by the Town to prepare the Survey on August 9, 2007.

The general methodology for the Survey was as follows: First, the specific geographic territory (“Survey Area”) to be evaluated was determined by the Town. Next, general information about the Survey Area was gathered, such as right-of-way and parcel boundaries, aerial photography, etc. The Survey Area was then evaluated for evidence of blight through two means: a thorough field reconnaissance of the Survey Area to document observed physical conditions of blight, and a data collection effort to gather information about blight factors that are not visually observable. The Survey results were then categorized and analyzed as to their applicability to the blight factors outlined in the Colorado Urban Renewal statutes. Finally, the findings and conclusions regarding blight found within the Survey Area were prepared and presented in this report.



## Section 2: Colorado Urban Renewal Statutes and Blighted Areas

In the Colorado Urban Renewal Law, Colo. Rev. Stat. § 31-25-101 et seq. (the “Urban Renewal Law”), the legislature has declared that an area of blight “constitutes a serious and growing menace, injurious to the public health, safety, morals, and welfare of the residents of the state in general and municipalities thereof; that the existence of such areas contributes substantially to the spread of disease and crime, constitutes an economic and social liability, substantially impairs or arrests the sound growth of municipalities, retards the provision of housing accommodations, aggravates traffic problems and impairs or arrests the elimination of traffic hazards and the improvement of traffic facilities; and that the prevention and elimination of slums and blight is a matter of public policy and statewide concern....”

Under the Urban Renewal Law, the term “blighted area” describes an area with an array of urban problems, including health and social deficiencies, and physical deterioration. See Colo. Rev. Stat. § 31-25-103(2). Before remedial action can be taken, however, the Urban Renewal Law requires a finding by the appropriate governing body that an area such as the Survey Area constitutes a blighted area. Id. § 107(1).

The blight finding is a legislative determination by the municipality’s governing body that, as a result of the presence of factors enumerated in the definition of “blighted area,” the area is a detriment to the health and vitality of the community requiring the use of the municipality’s urban renewal powers to correct those conditions or prevent their spread. In some cases, the factors enumerated in the definition are symptoms of decay, and in some instances, these factors are the cause of the problems. The definition requires the governing body to examine the factors and determine whether these factors indicate a deterioration that threatens the community as a whole.

For purposes of the Survey, the definition of a blighted area is premised upon the definition articulated in the Urban Renewal Law, as follows:

*“Blighted area” means an area that, in its present condition and use and, by reason of the presence of at least **four** of the following factors, substantially impairs or arrests the sound growth of the municipality, retards the provision of housing accommodations, or constitutes an economic or social liability, and is a menace to the public health, safety, morals, or welfare:*

- a) *Slum, deteriorated, or deteriorating structures;*
- b) *Predominance of defective or inadequate street layout;*
- c) *Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;*
- d) *Unsanitary or unsafe conditions;*
- e) *Deterioration of site or other improvements;*
- f) *Unusual topography or inadequate public improvements or utilities;*
- g) *Defective or unusual conditions of title rendering the title non-marketable;*
- h) *The existence of conditions that endanger life or property by fire or other causes;*
- i) *Buildings that are unsafe or unhealthy for persons to live or work in because of building code violations, dilapidation, deterioration, defective design, physical construction, or faulty or inadequate facilities;*
- j) *Environmental contamination of buildings or property; or*
- k) *The existence of health, safety, or welfare factors requiring high levels of municipal services or substantial physical underutilization or vacancy of sites, buildings, or other improvements”*

In addition, paragraph (l.) states, *“if there is no objection by the property owner or owners and the tenant or tenants of such owner or owners, if any, to the inclusion of such property in an urban renewal area, ‘blighted area’ also means an area that, in its present condition and use and, by reason of the presence of any **one** of the factors specified in paragraphs (a) to (k.5) of this subsection....”*

The statute also states a separate requirement for the number of blight factors that must be present if private property is to be acquired by eminent domain. At § 31-25-105.5(5), paragraph (a.) states, *“‘Blighted area’ shall have the same meaning as set forth in section 31-25-103 (2); except that, for purposes of this section only, ‘blighted area’ means an area that, in its present condition and use and, by reason of the presence of at least **five** of the factors specified in section 31-25-103 (2)(a) to (2)(l)....”*

Thus, the state statutes require, depending on the circumstances, that a minimum of either **one, four, or five** blight factors be present for an area to be considered a “blighted area.” At the time of a conditions survey, knowledge of future objections by property owners or tenants to being included in an urban renewal area, and knowledge of future use of eminent domain to acquire private property, will most likely not be available. Consequently, the conservative approach of requiring the presence of at least **five** of the eleven blight factors in a Survey Area is often used as the basis for the recommendation in a blight survey report.



Several principles have been developed by Colorado courts to guide the determination of whether an area constitutes a blighted area under the Urban Renewal Law. First, the absence of widespread violation of building and health codes does not, by itself, preclude a finding of blight. According to the courts, “the definition of ‘blighted area’ contained in [the Urban Renewal Law] is broad and encompasses not only those areas containing properties so dilapidated as to justify condemnation as nuisances, but also envisions the prevention of deterioration.”

Second, the presence of one well-maintained building does not defeat a determination that an area constitutes a blighted area. Normally, a determination of blight is based upon an area “taken as a whole,” and not on a building-by-building, parcel-by-parcel, or block-by-block basis.

Third, a Town’s “determination as to whether an area is blighted... is a legislative question and the scope of review by the judiciary is restricted.” A court’s role in reviewing such a blight determination is simply to verify independently if the conclusion is based upon factual evidence and consistent with the statutory definition.

Based upon the conditions identified in the Survey Area, this report makes a recommendation as to whether the Survey Area qualifies as a blighted area. The actual determination itself remains the responsibility of the Parker Town Council.

## Section 3: Conditions Indicative of the Presence of Blight

As discussed in Section 2, the Colorado Urban Renewal statutes provide a list of 11 factors that, through their presence, may allow an area to be declared as blighted. This section elaborates on those 11 factors by describing some of the conditions that might be found within the Survey Area that would indicate the presence of those factors.

### **Slum, Deteriorated, or Deteriorating Structures:**

During the field reconnaissance of the Survey Area, the general condition and level of deterioration of a building is evaluated. This examination is limited to a visual inspection of the building's exterior condition and is not a detailed engineering or architectural analysis, nor does it include the building's interior. The intent is to document obvious indications of disrepair and deterioration to the exterior of a structure found within the Survey Area. Some of the exterior elements observed for signs of deterioration include:

- Primary Elements (exterior walls, visible foundation, roof)
- Secondary Elements (fascia/soffits, gutters/downspouts, windows/doors, façade finishes, loading docks, etc.)
- Ancillary Structures (detached garages, storage buildings, etc.)

### **Predominance of Defective or Inadequate Street Layout:**

The presence of this factor is determined through a combination of both field observation as well as an analysis of the existing transportation network and vehicular and pedestrian circulation patterns in the Survey Area by persons with expertise in transportation planning and/or traffic engineering. These conditions include:

- Inadequate Street or Alley Widths, Cross-Sections, or Geometries
- Poor Provisions or Unsafe Conditions for the Flow of Vehicular Traffic
- Poor Provisions or Unsafe Conditions for the Flow of Pedestrians
- Insufficient Roadway Capacities Leading to Unusual Congestion of Traffic
- Inadequate Emergency Vehicle Access
- Poor Vehicular/Pedestrian Access to Buildings or Sites
- Poor Internal Vehicular/Pedestrian Circulation
- Excessive Curb Cuts/Driveways in Commercial Areas

These conditions can affect the adequacy or performance of the transportation system within the Survey Area, creating a street layout that is defective or inadequate.

**Faulty Lot Layout in Relation to Size, Adequacy, Accessibility, or Usefulness:**

This factor requires an analysis of the parcels within the Survey Area as to their potential and usefulness as developable sites. Conditions indicative of the presence of this factor include:

- Lots that are Long, Narrow, or Irregularly Shaped
- Lots that are Inadequate in Size
- Lots with Configurations that Result in Stagnant, Misused, or Unused Land

This analysis considers the shape, orientation, and size of undeveloped parcels within the Survey Area and if these attributes would negatively impact the potential for development of the parcel. This evaluation is performed both through observation in the field and through an analysis of parcel boundary maps of the Survey Area.

**Unsanitary or Unsafe Conditions:**

Conditions observed within the Survey Area that qualify under this blight factor include:

- Floodplains or Flood Prone Areas
- Inadequate Storm Drainage Systems/Evidence of Standing Water
- Poor Fire Protection Facilities
- Above Average Incidences of Public Safety Responses
- Inadequate Sanitation or Water Systems
- Existence of Contaminants or Hazardous Conditions or Materials
- High or Unusual Crime Statistics
- Open Trash Dumpsters
- Severely Cracked, Sloped, or Uneven Surfaces for Pedestrians
- Illegal Dumping
- Vagrants/Vandalism/Graffiti/Gang Activity
- Open Ditches, Holes, or Trenches in Pedestrian Areas

These represent situations in which the safety of individuals, especially pedestrians



and children, may be compromised due to environmental and physical conditions considered to be unsanitary or unsafe.

**Deterioration of Site or Other Improvements:**

The conditions that apply to this blight factor reflect the deterioration of various improvements made on a site other than building structures. These conditions may represent a lack of general maintenance at a site, the physical degradation of specific improvements, or an improvement that was poorly planned or constructed. Overall, the presence of these conditions can reduce a site's usefulness and desirability and negatively affect nearby properties.

- Neglected Properties or Evidence of General Site Maintenance Problems
- Deteriorated Signage or Lighting
- Deteriorated Fences, Walls, or Gates
- Deterioration of On-Site Parking Surfaces, Curb & Gutter, or Sidewalks
- Poorly Maintained Landscaping or Overgrown Vegetation
- Poor Parking Lot/Driveway Layout
- Unpaved Parking Lot on Commercial Properties

**Unusual Topography or Inadequate Public Improvements or Utilities:**

The focus of this factor is on the presence of unusual topographical conditions that could make development prohibitive, such as steep slopes or poor load-bearing soils, as well as deficiencies in the public infrastructure system within the Survey Area that could include:

- Steep Slopes/Rock Outcroppings/Poor Load-Bearing Soils
- Deteriorated Public Infrastructure (street/alley pavement, curb, gutter, sidewalks, street lighting, storm drainage systems)
- Lack of Public Infrastructure (same as above)
- Presence of Overhead Utilities or Billboards
- Inadequate Fire Protection Facilities/Hydrants
- Inadequate Sanitation or Water Systems

**Defective or Unusual Conditions of Title Rendering the Title Non-Marketable:**

Certain properties can be difficult to market or redevelop if they have overly restrictive or prohibitive clauses in their deeds or titles, or if they involve an unusually complex or highly divided ownership arrangement. Examples include:

- Properties with Disputed or Defective Title
- Multiplicity of Ownership Making Assemblages of Land Difficult or Impossible

**Existence of Conditions that Endanger Life or Property by Fire and Other Causes:**

A finding of blight within this factor can result from the presence of the following conditions, which include both the deterioration of physical improvements that can lead to dangerous situations as well as the inability for emergency personnel or equipment to provide services to a site:

- Buildings or Sites Inaccessible to Fire and Emergency Vehicles
- Blocked/Poorly Maintained Fire and Emergency Access Routes/Frontages
- Insufficient Fire and Emergency Vehicle Turning Radii
- Buildings or Properties not in Compliance with Fire Codes, Building Codes, or Environmental Regulations

**Buildings that are Unsafe or Unhealthy for Persons to Live or Work In:**

Some of the conditions that can contribute to this blight factor include:

- Buildings or Properties not in Compliance with Fire Codes, Building Codes, or Environmental Regulations
- Buildings with Deteriorated Elements that Create Unsafe Conditions
- Buildings with Inadequate or Improperly Installed Utility Components

**Environmental Contamination of Buildings or Property:**

This factor represents the presence of contamination in the soils, structures, water sources, or other locations within the Survey Area.

- Presence of Hazardous Substances, Liquids, or Gasses Found at a Site

**Existence of Factors Requiring High Levels of Municipal Services or Substantial Physical Underutilization or Vacancy of Sites, Buildings, or Other Improvements:**

The physical conditions that would contribute to this blight factor include:

- Sites with a High Incidence of Fire, Police, or Emergency Responses
- Sites Adjacent to Streets/Alleys with a High Incidence of Traffic Accidents
- Sites with a High Incidence of Code Enforcement Responses
- An Undeveloped Parcel in a Generally Urbanized Area
- A Parcel with a Disproportionately Small Percentage of its Total Land Area Developed
- Vacant Structures or Vacant Units in Multi-Unit Structures



## Section 4: Survey Area Location, Definition, and Description

The Parker Downtown Area Conditions Survey Area is located in the Town of Parker in Douglas County, Colorado. The Survey Area generally encompasses the area surrounding the intersection of Parker Road and Mainstreet in downtown Parker.

More specifically, the Survey Area forms a quarter-mile wide swath of land that follows a north-south axis along Parker Road, reaching almost one half mile to the north and over a mile south of the intersection. Similarly, the Survey Area encompasses another swath of land approximately a third of a mile wide along Mainstreet that extends three quarters of a mile to the east and one half mile to the west of the intersection. Together, these two swaths of land form a complete Survey Area with the aforementioned intersection at its center.

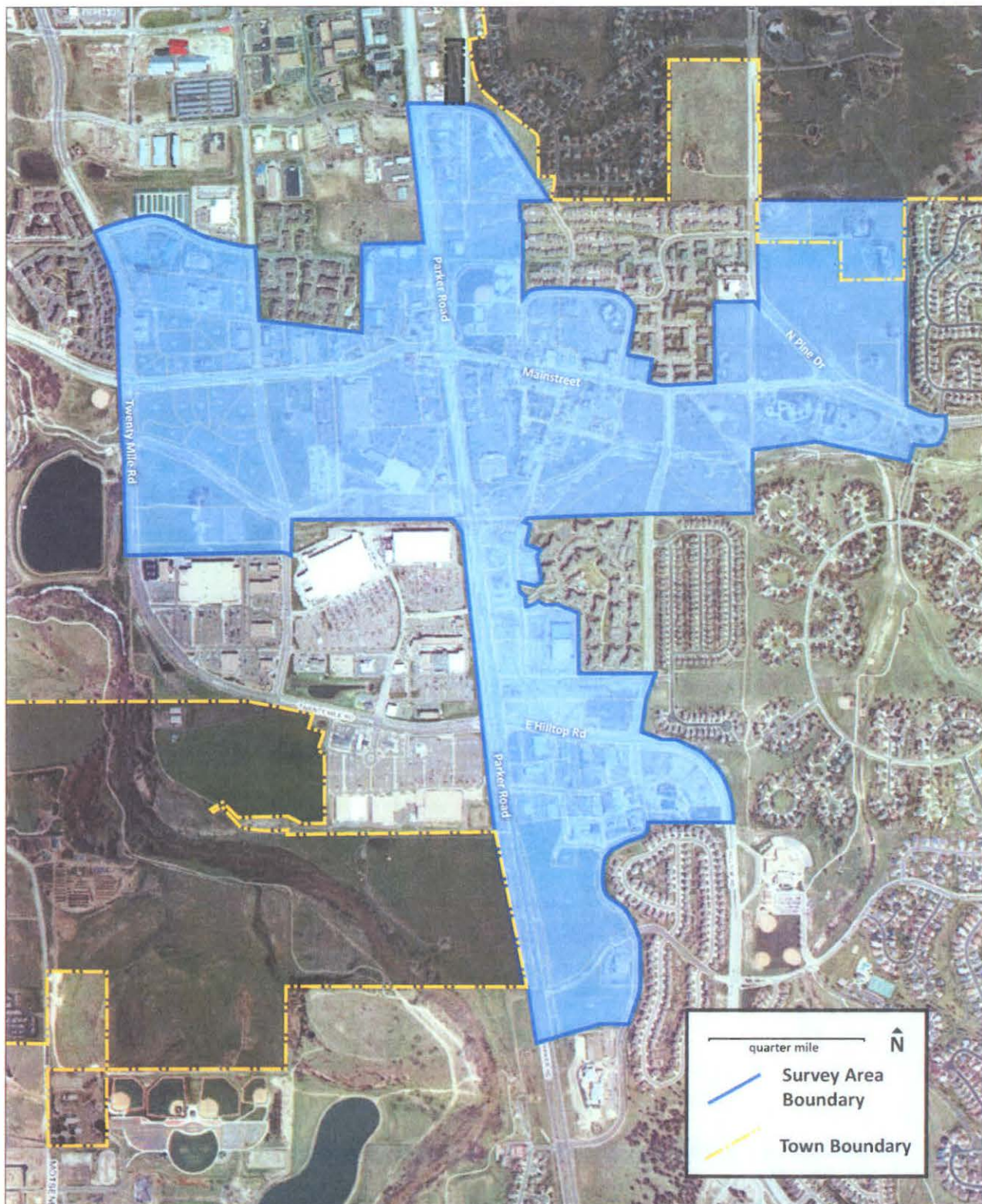
The entire Survey Area is comprised of 306 real property parcels with a wide variety of land uses ranging from historic development in Parker's traditional downtown along Mainstreet, to newer commercial sites along Parker Road, to undeveloped parcels throughout the Survey Area.

The Survey Area lies entirely within the Town of Parker, with the exception of three sparsely-developed parcels located in the extreme northeastern corner of the Survey Area, which are located in unincorporated Douglas County.

In total, the Survey Area measures approximately 461 acres. The following page contains **Exhibit 1: Survey Area Map**, which visually identifies the Survey Area and its boundaries.



## Exhibit 1: Survey Area Map



Base Map Source: Town of Parker

Exhibit 1: Survey Area Location Map  
Parker Downtown Area Conditions Survey



## Section 5: Survey Findings

The overall findings of the Parker Downtown Area Conditions Survey are as follows:

### **Slum, Deteriorated or Deteriorating Structures:**

Overall, the vast majority of buildings within the Survey Area were in good or fair condition. A few structures were observed with some evidence of deterioration or disrepair. However, these conditions were generally mild and included things such as peeling exterior paint, cracked or faded exterior facade materials, or broken trim and fascia. Additionally, a few ancillary structures, such as garages and storage sheds, were found in relatively poor condition.

Despite these observations of deteriorating structures, the overall severity of the deterioration was relatively minor. No one single building was observed that was significantly deteriorated. The buildings with minor deterioration also tended to be geographically isolated from each other, resulting in the lack of any concentration of buildings that, even with minor deterioration, could collectively create an environment of disinvestment and neglect. Consequently, the overall negative impact on the condition and character of the Survey Area due to the few observations of deteriorating structures was not found to be great enough to warrant citing this blight factor as existing with the Survey Area.

### **Predominance of Defective or Inadequate Street Layout:**

There were several examples of Defective or Inadequate Street Layout observed or identified with the Survey Area. Some of these conditions include:

- Several commercial parcels had narrow or awkwardly-configured parking lots that are difficult to navigate by automobile. Lack of space to turn around and dead-end areas in these lots create ingress/egress problems and increase the risk of pedestrian/vehicle or vehicle/vehicle conflicts.
- One commercial parcel was not directly adjacent to a public roadway and therefore relied on access through another parcel.
- Sulphur Gulch trail typically follows underpasses beneath roadways. These underpasses are often not connected to the roadways or their sidewalks above, resulting in poor pedestrian connectivity to the trail.
- Lack of sidewalks on several streets, including along most of Parker Road.

- Limited grade-separated and/or signalized pedestrian crossings of Parker Road.
- A memorandum dated November 2, 2007 from the Town of Parker traffic engineering and capital improvements staff highlights issues with traffic demand exceeding roadway capacity on Mainstreet between Parker Road and the eastern portion of Pine Drive.
- Two intersections were identified in the same memo as needing improvements: (1) the Twenty Mile Road and Mainstreet intersection has insufficient capacity for northbound traffic on Twenty Mile Road to turn left on to Mainstreet, and (2) the Dransfeldt Road and Mainstreet intersection has insufficient capacity for southbound through traffic on Dransfeldt.



*The red arrow turning movement at Mainstreet and Twenty Mile Road has insufficient capacity.*



*The red arrow through movement at Mainstreet and Dransfeldt Road has insufficient capacity.*

### **Faulty Lot Layout in Relation to Size, Adequacy, Accessibility, or Usefulness:**

The primary example of Faulty Lot Layout in the Survey Area exists on the north side of Mainstreet near the South Pikes Peak Drive intersection. There, two small undeveloped parcels located in front of a parking lot have hampered redevelopment efforts due to their size and orientation. The location of these parcels is particularly problematic as they lie in the center of Downtown where redevelopment and investment are particularly encouraged.

There are several other instances of parcels within the Survey Area that are shaped in such a manner as to inhibit their development, although many of these are located in areas such as flood plains that would not be developable anyway. Nevertheless, these



awkwardly-shaped parcels could inhibit development in the future in the event that infrastructure improvements were made that eliminate or reconfigure the flood plain, thus permitting development.

### **Unsanitary or Unsafe Conditions:**

A variety of conditions can contribute to this blight factor, such as environmental contamination and other life safety issues associated with buildings or sites, hazards to pedestrians and/or motorists, crime-related issues, etc. Present within the Survey Area are examples of some of these conditions. However, as is discussed below, these conditions were not considered to be sufficient in extent or degree for this blight factor to be cited.

Portions of the Survey Area lack sidewalks and other pedestrian infrastructure, especially along Parker Road. Pedestrians traveling in these areas without sidewalks would experience less than optimal safety conditions as they would be forced to use the road shoulder near vehicular traffic. This is particularly a concern along Parker Road due to its relatively high vehicular traffic volume and traffic speeds. Parker Square and Pilgrim's Place also lack sidewalk infrastructure, creating similar safety issues. It is important to note, however, that street improvements are underway along Parker Road to mitigate the issue and, similarly, other areas that lack sidewalks will gain them as they are developed or redeveloped.

A memorandum from the Parker Police Department detailing crime statistics from November 2006 to November 2007 show that the Survey Area has disproportionately higher crime relative to the rest of the Town: 11.2% of police calls occurred in the Survey Area, which has only 0.2% of the Town's population. However, the commercial nature of the Survey Area makes its daytime population much higher, (it has over 12% of the town's employment base), which helps to offset its disproportionate rate of crime and arrest reports. Furthermore, the overall crime level in Parker is low, especially with regard to violent crime. Even with a disproportionately higher crime rate relative to the rest of the Town, the Survey Area still does not approach crime levels that would justify identifying the Survey Area as being "unsafe."

Finally, a memorandum from the Town of Parker Fire Protection District dated December 14, 2007 states that the portion of Mainstreet between Victorian Drive East and West is not wide enough for fire fighting operations, according to the International Fire Code, which has been adopted by the Town and the Fire District. However, this issue is scheduled to be mitigated in the future by removing the median in the road.

**Deterioration of Site or Other Improvements:**

The most prolific instances of this blight factor in the Survey Area took the form of deteriorated parking surfaces. Numerous instances of potholes, cracked or crumbling concrete or asphalt, and broken or uneven parking blocks were found within the Survey Area. In addition to deteriorating parking surfaces, several examples of deteriorating sidewalks on commercial properties were also observed. Several instances of deteriorating parking lot light fixtures and commercial signs were also found in the Survey Area. Fencing and other forms of walls and partitions in disrepair on several parcels were also observed.



*An overflow lot near Parker Square Drive is unimproved.*



*Occasional dilapidated signs are present in the Survey Area.*



*On-site street surfaces in need of repair are the most common site problems in the Survey Area.*



*Crumbled and/or broken parking blocks are also somewhat frequent.*



**Unusual Topography or Inadequate Public Improvements or Utilities:**

Issues with topography preventing development or redevelopment in the Survey Area do exist, but they have been recognized by the Town and are being addressed. For example, there are parcels along Suphur Gulch that remain undeveloped due to their presence in a 100-year floodplain, but these parcels are dedicated as open space by the Town. A memorandum dated November 9, 2007 from Parker Stormwater Utility staff explains that the few undeveloped parcels in this area that are not currently designated as open space will be required by the Town to set aside any land overlapping the floodplain as open space when they are developed in order to minimize flooding potential.

Utility infrastructure is adequate in the vast majority of the Survey Area, with the exception of the drainage systems on East Mainstreet between Parker Road and eastern Pine Drive. The aforementioned memo states that this section of road was constructed decades ago without proper drainage design and is, therefore, prone to flooding, despite efforts in 2003 to partially mitigate this problem. The Town has further plans to reconstruct the drainage system in 2008 as part of the Downtown Streetscape Improvements project, but a few factors including its location near the historic (now relocated) confluence of Pine and Sulphur Gulches, and the low floor elevations of surrounding buildings, mean that flooding potential will continue to exist.

Other examples of inadequate public infrastructure in the Survey Area are the lack of sidewalks along several streets, particularly Parker Road, that was discussed above in the *Unsafe and Unsanitary Conditions* section, as well as the lack of consistent street lighting and illumination throughout the Survey Area.



*No sidewalks were present along portions of South Pine Drive.*



*Parker Road currently has no sidewalks along significant portions of its length.*



**Defective or Unusual Conditions of Title Rendering the Title Non-marketable:**

No evidence of properties in the Survey Area with defective or unusual conditions of title was developed or presented during the Survey.

**Existence of Conditions that Endanger Life or Property by Fire and Other Causes:**

A memorandum furnished by the Town of Parker Fire Protection District identifies two structures as not meeting fire codes in the Survey Area due to the fact that they were both constructed prior to the incorporation of the Town. However, one of the buildings is not occupied and the other has had some improvements made to mitigate potential fire danger. Due to these circumstances and the fact that the vast majority of structures in the Survey Area do conform to fire codes, conditions do not warrant citing this blight factor as existing in the Survey Area.

**Buildings that are Unsafe or Unhealthy for Persons to Live or Work In:**

No evidence of buildings that are unsafe or unhealthy for persons to live or work in was found within the Survey Area, except for the two buildings mentioned in the previous section. Consequently, conditions do not warrant citing this blight factor as existing in the Survey Area.

**Environmental Contamination of Buildings or Property:**

No examples of environmental contamination was found in the Survey Area, nor was any information or documentation to that end provided by the Town of Parker.

**Existence of Factors Requiring High Levels of Municipal Services or Substantial Physical Underutilization or Vacancy of Sites, Buildings, or Other Improvements:**

Although the Town Police Department has submitted information detailing certain properties that require an unusually high rate of police responses and code enforcement responses, a finding of blight under this factor relies on issues with site and building vacancy.

Thirty-six properties in the Survey Area were found to be undeveloped despite being in a generally developed area or surrounded by other development. The high incidence of this factor suggests that, while several of these parcels may be in the planning stages of development, most are not. These undeveloped parcels in generally developed areas create inefficiencies in land use and can inhibit investment or improvements to adjacent parcels.

Additionally, several commercial properties with multiple retail spaces were found with several vacant spaces. While some of these vacancies are likely temporary, others appear to indicate a declining or outdated retail property.

## Section 6: Survey Summary and Recommendation

Within the Survey Area, five of the eleven blight factors were identified. The blight factors identified in the Survey Area were:

- Predominance of Defective or Inadequate Street Layout
- Faulty Lot Layout in Relation to Size, Adequacy, Accessibility, or Usefulness
- Deterioration of Site or Other Improvements
- Unusual Topography or Inadequate Public Improvements or Utilities
- Existence of Factors Requiring High Levels of Municipal Services or Substantial Physical Underutilization or Vacancy of Sites, Buildings, or Other Improvements

As discussed in Section 2, depending on the circumstances, one, four, or five of the eleven blight factors must be found within the Survey Area for the area to be considered blighted, with five factors identified being the most conservative of those possible thresholds.

### Conclusion

It is the recommendation of this Parker Downtown Area Conditions Survey report to the Town of Parker and the Parker Authority for Reinvestment that the Survey Area in its present condition may be declared a “blighted area” as defined in Colo. Rev. Stat. § 31-25-103(2) by reason of the documented evidence of the existing conditions found in the Study Area, the applicability of those conditions to the eleven blight factors defined in Colorado law, and the existence of five or more of those factors within the Study Area.



**Matrix Design Group, Inc.**  
Integrated Design Solutions

*1601 Blake Street, Suite 200  
Denver, CO 80202  
303-572-0200*

## MEMORANDUM

**To:** Bryce Matthews  
**From:** Ken Schroepel  
**Date:** January 27, 2009  
**Re:** Parker Conditions Survey Update

In January 2009, Matrix Design Group conducted a resurvey of the Parker Conditions Survey study area to identify conditions of blight that may have changed since our original February 2008 Parker Conditions Survey report to the Town. To perform this update, all conditions of blight that were recorded in the original survey were re-examined on a parcel-by-parcel basis to determine if those conditions still were present. The same parcels were also examined for new instances of blight. Various Town departments and other agencies from which blight condition data was obtained during the original survey were asked to update their analysis as well.

The most notable change was the installation of new public infrastructure along Parker Road that did not exist when the original survey was conducted roughly a year earlier. Specifically, the construction of a pedestrian sidewalk/trail system on the west side of Parker Road between Mainstreet and Hilltop Road mitigated a pedestrian safety issue resulting from a lack of sidewalk infrastructure. Therefore, the finding of “Unusual Topography or Inadequate Public Improvements or Utilities” on two parcels in that location has been removed. However, despite the removal of this blight condition from these two parcels, the lack of public infrastructure in the form of curb, gutter, sidewalk and/or storm water drainage improvements remain at other locations throughout the study area to a sufficient degree to maintain the overall finding of blight under the “Unusual Topography or Inadequate Public Improvements or Utilities” factor.



Additionally, a parcel that was undeveloped at the corner of Twenty Mile Road and East Stage Run Road during the original survey and was cited at that time under the “Physical Underutilization or Vacancy of Sites, Buildings, or Other Improvements” blight factor has since been developed. However, several other parcels in the vicinity (and elsewhere in the study area) remain undeveloped, despite their locations in a generally urbanized area. Also, the number of vacant commercial buildings and spaces in multi-unit commercial centers has increased since the original conditions survey, particularly in the portion of the study area west of Parker Road. As a result, evidence of blight under this factor remains and can still be cited as existing within the study area.

Finally, an undeveloped parcel at the intersection of Mainstreet and South Pikes Peak Drive was cited in the original survey under the “Deterioration of Site or Other Improvements” factor, as the unpaved lot was used for vehicle parking and was often full of mud and weeds. That parcel has since been improved as part of the realignment of South Pikes Peak Drive and associated driveways and sidewalks in that area. Nevertheless, there remain within the study area several other examples of deteriorated site improvements, including unpaved parking lots, crumbled parking lot asphalt or concrete, deteriorated signage, etc., to allow the “Deterioration of Site or Other Improvements” blight factor to continue to be cited.

A few other minor examples were observed where conditions of blight identified during the original survey were now absent or have been in some other way mitigated since then. Conversely, a few instances of blight have worsened, such as the commercial building vacancy issue noted above or, for example, deteriorated asphalt that has not been improved and, therefore, has experienced an additional year of further deterioration.

The various Town departments and other agencies from which blight data memoranda were received during the original survey reported during this survey update that, while some improvements to storm water drainage and transportation infrastructure were made during the past year, other storm water drainage and traffic problems that were cited in the original survey remain in the study area.

Consequently, despite the several changed blight conditions noted in this memorandum, none materially affect the conclusions of the original survey. In other words, this survey update has determined that the same blight factors found in the study area in the original survey remain in the study area today. These five factors are:



- Predominance of Defective or Inadequate Street Layout
- Faulty Lot Layout in Relation to Size, Adequacy, Accessibility, or Usefulness
- Deterioration of Site or Other Improvements
- Unusual Topography or Inadequate Public Improvements or Utilities
- Existence of Factors Requiring High Levels of Municipal Services or Substantial Physical Underutilization or Vacancy of Sites, Buildings, or Other Improvements

In conclusion, it is the recommendation of this Parker Conditions Survey Update memorandum to the Town of Parker that the study area, in its present condition, contains a sufficient number of blight factors as required by the Colorado urban renewal statutes for the study area to be declared a “blighted area.” Whether or not the documented blight “*substantially impairs or arrests the sound growth of the municipality, retards the provision of housing accommodations, or constitutes an economic or social liability, and is a menace to the public health, safety, morals, or welfare*” is a determination to be made by the Parker Town Council.

**ATTACHMENT 2 – Parker Central Area Reinvestment Plan Impact  
Report**



# **Parker Central Area Reinvestment Plan**

Douglas County Impact Report

*Parker, Colorado*

*April 2009*

*Prepared for:*

Parker Authority for Reinvestment (PAR)  
Parker, Colorado Town Council

*Prepared by:*

Leland Consulting Group (LCG)



## **Parker Central Area Reinvestment Plan**

Douglas County Impact Report

*Parker, Colorado*

*April 2009*

This report outlines the anticipated impact of the proposed *Parker Central Area Reinvestment Plan* on Douglas County (the County). It responds to the requirements outlined in C.R.S. 31-25-107 (3.5):

### **C.R.S. 31-25-107: APPROVAL OF URBAN RENEWAL PLANS BY THE LOCAL GOVERNING BODY**

- (3.5) “Prior to the approval of an urban renewal plan, the governing body shall submit such plan to the board of county commissioners, which shall include, at a minimum, the following information concerning the impact of such plan:
- I. The estimated duration of time to complete the urban renewal project;
  - II. The estimated annual property tax increment to be generated by the urban renewal project and the portion of such property tax increment to be allocated during this period to fund the urban renewal project;
  - III. An estimate of the impact of the urban renewal project on county revenues and on the cost and extent of additional county infrastructure and services required to serve development within the proposed urban renewal area, and the benefit of improvements within the urban renewal area to existing county infrastructure;
  - IV. A statement setting forth the method under which the authority or the municipality will finance, or that agreements are in place to finance, any additional county infrastructure and services required to serve development in the urban renewal area for the period in which all or any portion of the property taxes described in subparagraph (ii) of paragraph (a) of subsection (9) of this section and levied by a county are paid to the authority; and
  - V. Any other estimated impacts of the urban renewal project on county services or revenues.”



## Summary of Reinvestment Plan

### Development Program

The proposed development program for the *Parker Central Area Reinvestment Plan* is consistent with current policy documents and plans for the Town of Parker and is subject to change. The anticipated development program is summarized in Table 1.

Table 1  
**Parker Central Area Reinvestment Plan**  
Proposed Development Program

| <b>New Redevelopment:</b>                        | <b>Building<br/>SF/Units</b> |
|--------------------------------------------------|------------------------------|
| Retail                                           | 585,000                      |
| Office                                           | 460,000                      |
| Residential Detached                             | 100                          |
| Residential Attached (45% Rental; 55% Ownership) | 1,040                        |

Source: Leland Consulting Group.

### Development Timing

The development timetable for the proposed program presented above will ultimately be determined by prevailing market conditions. A critical component of the analysis presented here is the assumption that key parcels within the planning area will be redeveloped into a mix of office, retail/commercial, employment and residential uses, some at densities greater than is evident in the market today. For the purposes of this analysis, it was assumed that redevelopment and new development in the Parker Central Area Reinvestment Area (the Reinvestment Area) would be substantially completed during the 25-year analysis period.





## Summary Impacts to Douglas County

### Property Tax Revenue

Table 2 at the end of this report provides a summary of property and sales tax revenues that could be generated from new redevelopment within the Reinvestment Area. Estimates are based on the development program outlined above and reflect the 25-year tax increment periods. For the purposes of this analysis, it is assumed that 100% of the total property and sales tax increment over each of the 25-year periods would be dedicated to the Reinvestment Area.

As presented in Table 2, and based on the proposed development program, investment in the Reinvestment Area could generate approximately \$127.1 million in incremental property tax revenues over the 25-year analysis period. Approximately \$103.1 million, or 81% of this incremental revenue, would result from new redevelopment in the Reinvestment Area, while the remaining \$24.0 million, or 19%, would result from an increase in value of existing properties that may or may not redevelop. Currently, the property tax base in the Reinvestment Area is approximately \$3,856,500.

During the 25-year analysis period, the County's share of property tax revenue would be limited to its share of the property tax base, or approximately \$1,060,100 annually (on average), or \$26.5 million over the 25-year period. During this same tax increment period, the County would defer approximately \$23.5 million in property tax revenue. After the 25-year analysis period is completed, the County's share of property tax revenues would be approximately \$3.2 million on an annual basis. These figures do reflect the impacts of inflation, estimated at approximately 2% to 3% on an annual basis.



## **Sales Tax Revenue**

The current sales tax rate for the Town of Parker is 2.5% (this goes to the general fund), and the current sales tax base in the Reinvestment Area is \$3,081,554. Based on the development program presented above, investment in the Reinvestment Area could generate approximately \$82.0 million in incremental sales tax revenue for the Town over a 25-year period. The County will retain its 1.0% rate on taxable sales in the Reinvestment Area. Based on the proposed development program, the Reinvestment Area would generate approximately \$63.6 million in new sales tax revenue for the County over the 25-year period. After the 25-year period is completed, the County's share of new sales tax revenues would be approximately \$3.4 million on an annual basis. These sales tax revenue figures also reflect the impacts of inflation, estimated at approximately 2% on an annual basis.

## **County Services / Infrastructure**

Because the entire Reinvestment Area is located within the Town of Parker's municipal boundaries, there is anticipated to be a minimal impact on County services. Infrastructure impacts associated with the proposed development program are assumed to be financed by the Town of Parker with increment revenues and/or some combination of increment dollars, general fund dollars and special district dollars (assuming future creation of an additional district layer). Impacts to the County's general government services could increase due to an increase in non-residential and residential development, but such impacts should also be relatively insignificant and more than offset by the increase in value realized by properties contiguous to the Reinvestment Area.



### **Net Impact to County**

Table 2 also illustrates the net impact to the County over the 25-year tax analysis period. As shown, the County's net impact, in terms of tax revenue, is estimated to be a surplus of approximately \$66.6 million. This estimate accounts for deferred property tax revenues of \$23.5 million that would be directed to the Area during the 25-year period.

### **Conclusion**

In summary, and regarding "the impact of the reinvestment project on county revenues and on the cost and extent of additional county infrastructure and services required to serve development within the proposed reinvestment area" there do not appear to be any additional County infrastructure requirements required to serve development in the proposed reinvestment Area. Further, the Town does not contemplate that the County will have to provide any public improvements, police, fire, utility or other specific services to serve such development as properties in the area are entirely located within the municipal boundaries of the Town and will therefore be served by the Town. Finally, any additional demands (direct or indirect) on County services due to a general increase in population within the Reinvestment Area should be more than offset (as are all other such costs) by increases in the base assessed value due to the periodic adjustment in the base assessment roll, as well as increases in property value located in proximity to the Reinvestment Area.

**TABLE 2**  
**TOWN OF PARKER**  
**PARKER CENTRAL AREA REINVESTMENT PLAN**  
**TIF ANALYSIS -- URBAN RENEWAL AREA AND COUNTY IMPACTS**  
**OCTOBER 2008**

|                                                                | Cumulative Total By: |                     |                     |                      |                      |
|----------------------------------------------------------------|----------------------|---------------------|---------------------|----------------------|----------------------|
|                                                                | 2013                 | 2018                | 2023                | 2028                 | 2033                 |
| <b><i>Downtown Parker Urban Renewal Area</i></b>               |                      |                     |                     |                      |                      |
| Total Incremental Property Tax Revenues from New Redevelopment | \$922,334            | \$8,608,270         | \$28,943,124        | \$58,818,548         | \$97,630,511         |
| Incremental Property Tax Revenues from Other Area Properties   | \$491,071            | \$2,646,846         | \$6,996,623         | \$13,878,385         | \$24,001,635         |
| Incremental Sales Tax Revenues                                 | \$1,638,021          | \$11,759,404        | \$32,270,524        | \$55,598,613         | \$81,989,858         |
| <b>Total Tax Revenue Increment</b>                             | <b>\$3,051,426</b>   | <b>\$23,014,520</b> | <b>\$68,210,272</b> | <b>\$128,295,546</b> | <b>\$203,622,004</b> |
| <b><i>Douglas County</i></b>                                   |                      |                     |                     |                      |                      |
| Property Tax Revenues from Existing Base                       | \$4,542,022          | \$9,446,882         | \$14,712,331        | \$20,398,407         | \$26,502,505         |
| Property Tax Revenues Deferred From New Redevelopment          | (\$209,635)          | (\$1,956,551)       | (\$6,578,406)       | (\$13,368,712)       | (\$22,288,863)       |
| Share of Sales Tax Revenues                                    | \$6,818,317          | \$17,029,977        | \$31,397,534        | \$46,891,877         | \$63,611,483         |
| <b>Net Tax Revenues -- 25-Year Period</b>                      | <b>\$11,150,704</b>  | <b>\$24,520,308</b> | <b>\$39,531,458</b> | <b>\$53,921,572</b>  | <b>\$67,825,126</b>  |

Source: Leland Consulting Group.



TABLE 2 (CONT'D)  
TOWN OF PARKER  
PARKER CENTRAL AREA REINVESTMENT PLAN  
TIF ANALYSIS -- DOUGLAS COUNTY IMPACT  
OCTOBER 2008

Development Program

|                                                  | Building<br>SF/Units |
|--------------------------------------------------|----------------------|
| New Redevelopment:                               |                      |
| Retail                                           | 585,000              |
| Office                                           | 460,000              |
| Residential Detached                             | 100                  |
| Residential Attached (45% Rental; 55% Ownership) | 1,040                |

| Annual Property Tax Revenue Estimates                          |           | Year        |             |              |              |              |              |              |              |               |
|----------------------------------------------------------------|-----------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
|                                                                |           | 2009        | 2010        | 2011         | 2012         | 2013         | 2014         | 2015         | 2016         | 2017          |
| <i>Estimated Cumulative Development Demand:</i>                |           |             |             |              |              |              |              |              |              |               |
| Retail                                                         |           | 0           | 25,000      | 50,000       | 75,000       | 100,000      | 150,000      | 200,000      | 300,000      | 400,000       |
| Office                                                         |           | 0           | 0           | 10,000       | 20,000       | 30,000       | 40,000       | 50,000       | 60,000       | 70,000        |
| Residential Detached                                           |           | 0           | 0           | 0            | 0            | 0            | 25           | 50           | 75           | 100           |
| Residential Attached (45% Rental; 55% Ownership)               |           | 0           | 50          | 100          | 160          | 220          | 280          | 340          | 400          | 460           |
| <i>Estimated Development Market Value</i>                      |           |             |             |              |              |              |              |              |              |               |
| Retail                                                         | \$100     | \$0         | \$2,575,000 | \$5,304,500  | \$8,195,453  | \$11,255,088 | \$17,389,111 | \$23,881,046 | \$36,896,216 | \$50,670,803  |
| Office                                                         | \$125     | \$0         | \$0         | \$1,326,125  | \$2,731,818  | \$4,220,658  | \$5,796,370  | \$7,462,827  | \$9,224,054  | \$11,084,238  |
| Residential Detached                                           | \$300,000 | \$0         | \$0         | \$0          | \$0          | \$0          | \$8,694,556  | \$17,910,784 | \$27,672,162 | \$38,003,102  |
| Residential Attached (45% Rental; 55% Ownership)               | \$180,000 | \$0         | \$9,270,000 | \$19,096,200 | \$31,470,538 | \$44,570,149 | \$58,427,413 | \$73,076,001 | \$88,550,918 | \$104,888,563 |
| <i>Estimated Development Assessed Value:</i>                   |           |             |             |              |              |              |              |              |              |               |
| Retail                                                         | 29%       | \$0         | \$746,750   | \$1,538,305  | \$2,376,681  | \$3,263,976  | \$5,042,842  | \$6,925,503  | \$10,699,903 | \$14,694,533  |
| Office                                                         | 29%       | \$0         | \$0         | \$384,576    | \$792,227    | \$1,223,991  | \$1,680,947  | \$2,164,220  | \$2,674,976  | \$3,214,429   |
| Residential Detached                                           | 8%        | \$0         | \$0         | \$0          | \$0          | \$0          | \$692,087    | \$1,425,698  | \$2,202,704  | \$3,025,047   |
| Residential Attached (45% Rental; 55% Ownership)               | 8%        | \$0         | \$737,892   | \$1,520,058  | \$2,505,055  | \$3,547,784  | \$4,650,822  | \$5,816,850  | \$7,048,653  | \$8,349,130   |
| <i>Estimated Development Property Tax Revenues (87 mills):</i> |           |             |             |              |              |              |              |              |              |               |
| Retail                                                         | 0.08700   | \$0         | \$0         | \$64,967     | \$133,833    | \$206,771    | \$283,966    | \$438,727    | \$602,519    | \$930,892     |
| Office                                                         | 0.08700   | \$0         | \$0         | \$0          | \$33,458     | \$68,924     | \$106,487    | \$146,242    | \$188,287    | \$232,723     |
| Residential Detached                                           | 0.08700   | \$0         | \$0         | \$0          | \$0          | \$0          | \$0          | \$60,212     | \$124,036    | \$191,635     |
| Residential Attached (45% Rental; 55% Ownership)               | 0.08700   | \$0         | \$0         | \$64,197     | \$132,245    | \$217,940    | \$308,657    | \$404,622    | \$506,066    | \$613,233     |
| Total Property Tax Revenues from New Redevelopment:            |           | \$0         | \$0         | \$129,164    | \$299,536    | \$493,635    | \$699,110    | \$1,049,803  | \$1,420,908  | \$1,968,482   |
| Total Property Tax Revenues from Existing Development:         |           | \$3,856,500 | \$3,972,195 | \$4,091,361  | \$4,214,102  | \$4,340,525  | \$4,470,740  | \$4,604,863  | \$4,743,009  | \$4,885,299   |
| Total Property Tax Revenues:                                   |           | \$3,856,500 | \$3,972,195 | \$4,220,525  | \$4,513,637  | \$4,834,160  | \$5,169,851  | \$5,654,665  | \$6,163,916  | \$6,853,781   |
| Existing Property Tax Base:                                    |           | \$3,856,500 | \$3,972,195 | \$3,972,195  | \$4,091,361  | \$4,091,361  | \$4,214,102  | \$4,214,102  | \$4,340,525  | \$4,340,525   |
| Total Property Tax Increment:                                  |           | \$0         | \$0         | \$248,330    | \$422,276    | \$742,799    | \$955,749    | \$1,440,564  | \$1,823,391  | \$2,513,257   |
| <i>County Impact:</i>                                          |           |             |             |              |              |              |              |              |              |               |
| County Share of Property Tax Base:                             | 0.01977   | \$876,534   | \$902,830   | \$902,830    | \$929,915    | \$929,915    | \$957,812    | \$957,812    | \$986,546    | \$986,546     |
| County Share of Property Tax Increment:                        | 0.01977   | \$0         | \$0         | \$0          | \$0          | \$0          | \$0          | \$0          | \$0          | \$0           |
| Total County Share of Property Tax Revenue:                    |           | \$876,534   | \$902,830   | \$902,830    | \$929,915    | \$929,915    | \$957,812    | \$957,812    | \$986,546    | \$986,546     |

| Annual Sales Tax Revenue Estimates                   |       | Year        |             |              |              |              |              |              |              |              |
|------------------------------------------------------|-------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                                                      |       | 2009        | 2010        | 2011         | 2012         | 2013         | 2014         | 2015         | 2016         | 2017         |
| <i>Estimated Cumulative Retail Development:</i>      |       |             |             |              |              |              |              |              |              |              |
| Estimated Taxable Retail Sales from New Development: | \$200 | \$0         | \$5,100,000 | \$10,404,000 | \$15,918,120 | \$21,648,643 | \$33,122,424 | \$45,046,497 | \$68,921,140 | \$93,732,750 |
| Total Sales Tax Revenues from New Redevelopment:     | 2.50% | \$0         | \$127,500   | \$260,100    | \$397,953    | \$541,216    | \$828,061    | \$1,126,162  | \$1,723,029  | \$2,343,319  |
| Total Sales Tax Revenue from Existing Development:   |       | \$3,081,554 | \$3,112,370 | \$3,143,493  | \$3,174,928  | \$3,206,677  | \$3,238,744  | \$3,271,132  | \$3,303,843  | \$3,336,881  |
| Total Sales Tax Revenues:                            |       | \$3,081,554 | \$3,239,870 | \$3,403,593  | \$3,572,881  | \$3,747,894  | \$4,066,805  | \$4,397,294  | \$5,026,871  | \$5,680,200  |
| Existing Sales Tax Base:                             |       | \$3,081,554 | \$3,081,554 | \$3,081,554  | \$3,081,554  | \$3,081,554  | \$3,081,554  | \$3,081,554  | \$3,081,554  | \$3,081,554  |
| Total Sales Tax Increment:                           |       | \$0         | \$158,316   | \$322,039    | \$491,327    | \$666,340    | \$985,251    | \$1,315,740  | \$1,945,317  | \$2,598,646  |
| <i>County Impact:</i>                                |       |             |             |              |              |              |              |              |              |              |
| County Share of Sales Tax Base:                      | 1.00% | \$1,232,622 | \$1,244,948 | \$1,257,397  | \$1,269,971  | \$1,282,671  | \$1,295,498  | \$1,308,453  | \$1,321,537  | \$1,334,753  |
| County Share of New Sales Tax Revenue:               | 1.00% | \$0         | \$51,000    | \$104,040    | \$159,181    | \$216,486    | \$331,224    | \$450,465    | \$689,211    | \$937,328    |
| Total County Share of Sales Tax Revenue:             | 1.00% | \$1,232,622 | \$1,295,948 | \$1,361,437  | \$1,429,152  | \$1,499,157  | \$1,626,722  | \$1,758,918  | \$2,010,749  | \$2,272,080  |

Source: Leland Consulting Group.



TABLE 2 (CONT'D)  
TOWN OF PARKER  
PARKER CENTRAL AREA REINVESTMENT PLAN  
TIF ANALYSIS -- DOUGLAS COUNTY IMPACT  
OCTOBER 2008

Development Program

|                                                  | Building<br>SF/Units |
|--------------------------------------------------|----------------------|
| New Redevelopment:                               |                      |
| Retail                                           | 585,000              |
| Office                                           | 460,000              |
| Residential Detached                             | 100                  |
| Residential Attached (45% Rental; 55% Ownership) | 1,040                |

| Annual Property Tax Revenue Estimates                          |           | Year               |                    |                    |                    |                     |                     |                     |                     |
|----------------------------------------------------------------|-----------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|
|                                                                |           | 2018               | 2019               | 2020               | 2021               | 2022                | 2023                | 2024                | 2025                |
| <i>Estimated Cumulative Development Demand:</i>                |           |                    |                    |                    |                    |                     |                     |                     |                     |
| Retail                                                         |           | 500,000            | 585,000            | 585,000            | 585,000            | 585,000             | 585,000             | 585,000             | 585,000             |
| Office                                                         |           | 90,000             | 110,000            | 130,000            | 150,000            | 170,000             | 190,000             | 210,000             | 240,000             |
| Residential Detached                                           |           | 100                | 100                | 100                | 100                | 100                 | 100                 | 100                 | 100                 |
| Residential Attached (45% Rental; 55% Ownership)               |           | 540                | 620                | 700                | 780                | 860                 | 940                 | 1,020               | 1,040               |
| <i>Estimated Development Market Value:</i>                     |           |                    |                    |                    |                    |                     |                     |                     |                     |
| Retail                                                         | \$100     | \$65,238,659       | \$78,619,108       | \$80,977,681       | \$83,407,012       | \$85,909,222        | \$88,486,499        | \$91,141,094        | \$93,875,327        |
| Office                                                         | \$125     | \$14,678,698       | \$18,478,850       | \$22,493,800       | \$26,733,017       | \$31,206,341        | \$35,924,006        | \$40,896,645        | \$48,141,193        |
| Residential Detached                                           | \$300,000 | \$39,143,196       | \$40,317,491       | \$41,527,016       | \$42,772,827       | \$44,056,011        | \$45,377,692        | \$46,739,022        | \$48,141,193        |
| Residential Attached (45% Rental; 55% Ownership)               | \$180,000 | \$126,823,953      | \$149,981,068      | \$174,413,468      | \$200,176,829      | \$227,329,019       | \$255,930,181       | \$286,042,818       | \$300,401,045       |
| <i>Estimated Development Assessed Value:</i>                   |           |                    |                    |                    |                    |                     |                     |                     |                     |
| Retail                                                         | 29%       | \$18,919,211       | \$22,799,541       | \$23,483,528       | \$24,188,033       | \$24,913,674        | \$25,661,085        | \$26,430,917        | \$27,223,845        |
| Office                                                         | 29%       | \$4,256,823        | \$5,358,867        | \$6,523,202        | \$7,752,575        | \$9,049,839         | \$10,417,962        | \$11,860,027        | \$13,960,946        |
| Residential Detached                                           | 8%        | \$3,115,798        | \$3,209,272        | \$3,305,550        | \$3,404,717        | \$3,506,859         | \$3,612,064         | \$3,720,426         | \$3,832,039         |
| Residential Attached (45% Rental; 55% Ownership)               | 8%        | \$10,095,187       | \$11,938,493       | \$13,883,312       | \$15,934,076       | \$18,095,390        | \$20,372,042        | \$22,769,008        | \$23,911,923        |
| <i>Estimated Development Property Tax Revenues (87 mills):</i> |           |                    |                    |                    |                    |                     |                     |                     |                     |
| Retail                                                         | 0.08700   | \$1,278,424        | \$1,645,971        | \$1,983,560        | \$2,043,067        | \$2,104,359         | \$2,167,490         | \$2,232,514         | \$2,299,490         |
| Office                                                         | 0.08700   | \$279,655          | \$370,344          | \$466,221          | \$567,519          | \$674,474           | \$787,336           | \$906,363           | \$1,031,822         |
| Residential Detached                                           | 0.08700   | \$263,179          | \$271,074          | \$279,207          | \$287,583          | \$296,210           | \$305,097           | \$314,250           | \$323,677           |
| Residential Attached (45% Rental; 55% Ownership)               | 0.08700   | \$726,374          | \$878,281          | \$1,038,649        | \$1,207,848        | \$1,386,265         | \$1,574,299         | \$1,772,368         | \$1,980,904         |
| <b>Total Property Tax Revenues from New Redevelopment:</b>     |           | <b>\$2,547,633</b> | <b>\$3,165,671</b> | <b>\$3,767,637</b> | <b>\$4,106,017</b> | <b>\$4,461,308</b>  | <b>\$4,834,221</b>  | <b>\$5,225,494</b>  | <b>\$5,635,893</b>  |
| <b>Total Property Tax Revenues from Existing Development:</b>  |           | <b>\$5,031,858</b> | <b>\$5,182,814</b> | <b>\$5,338,298</b> | <b>\$5,498,447</b> | <b>\$5,663,400</b>  | <b>\$5,833,302</b>  | <b>\$6,008,301</b>  | <b>\$6,188,550</b>  |
| <b>Total Property Tax Revenues:</b>                            |           | <b>\$7,579,491</b> | <b>\$8,348,484</b> | <b>\$9,105,935</b> | <b>\$9,604,463</b> | <b>\$10,124,708</b> | <b>\$10,667,524</b> | <b>\$11,233,796</b> | <b>\$11,824,443</b> |
| <b>Existing Property Tax Base:</b>                             |           | <b>\$4,470,740</b> | <b>\$4,470,740</b> | <b>\$4,604,863</b> | <b>\$4,604,863</b> | <b>\$4,743,009</b>  | <b>\$4,743,009</b>  | <b>\$4,885,299</b>  | <b>\$4,885,299</b>  |
| <b>Total Property Tax Increment:</b>                           |           | <b>\$3,108,750</b> | <b>\$3,877,744</b> | <b>\$4,501,072</b> | <b>\$4,999,601</b> | <b>\$5,381,700</b>  | <b>\$5,924,515</b>  | <b>\$6,348,497</b>  | <b>\$6,939,145</b>  |
| <i>County Impact:</i>                                          |           |                    |                    |                    |                    |                     |                     |                     |                     |
| County Share of Property Tax Base:                             | 0.01977   | \$1,016,143        | \$1,016,143        | \$1,046,627        | \$1,046,627        | \$1,078,026         | \$1,078,026         | \$1,110,367         | \$1,110,367         |
| County Share of Property Tax Increment:                        | 0.01977   | \$0                | \$0                | \$0                | \$0                | \$0                 | \$0                 | \$0                 | \$0                 |
| <b>Total County Share of Property Tax Revenue:</b>             |           | <b>\$1,016,143</b> | <b>\$1,016,143</b> | <b>\$1,046,627</b> | <b>\$1,046,627</b> | <b>\$1,078,026</b>  | <b>\$1,078,026</b>  | <b>\$1,110,367</b>  | <b>\$1,110,367</b>  |

| Annual Sales Tax Revenue Estimates                        |              | Year               |                    |                    |                    |                    |                    |                    |                    |
|-----------------------------------------------------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                                                           |              | 2018               | 2019               | 2020               | 2021               | 2022               | 2023               | 2024               | 2025               |
| <i>Estimated Cumulative Retail Development:</i>           |              |                    |                    |                    |                    |                    |                    |                    |                    |
| Estimated Taxable Retail Sales from New Development:      | \$200        | \$119,509,257      | \$142,622,347      | \$145,474,794      | \$148,384,290      | \$151,351,976      | \$154,379,015      | \$157,466,596      | \$160,615,927      |
| <b>Total Sales Tax Revenues from New Redevelopment:</b>   | <b>2.50%</b> | <b>\$2,987,731</b> | <b>\$3,565,559</b> | <b>\$3,636,870</b> | <b>\$3,709,607</b> | <b>\$3,783,799</b> | <b>\$3,859,475</b> | <b>\$3,936,665</b> | <b>\$4,015,398</b> |
| <b>Total Sales Tax Revenue from Existing Development:</b> |              | <b>\$3,370,250</b> | <b>\$3,403,953</b> | <b>\$3,437,992</b> | <b>\$3,472,372</b> | <b>\$3,507,095</b> | <b>\$3,542,167</b> | <b>\$3,577,589</b> | <b>\$3,613,364</b> |
| <b>Total Sales Tax Revenues:</b>                          |              | <b>\$6,357,982</b> | <b>\$6,969,511</b> | <b>\$7,074,862</b> | <b>\$7,181,979</b> | <b>\$7,290,895</b> | <b>\$7,401,642</b> | <b>\$7,514,253</b> | <b>\$7,628,763</b> |
| <b>Existing Sales Tax Base:</b>                           |              | <b>\$3,081,554</b> | <b>\$3,081,554</b> | <b>\$3,081,554</b> | <b>\$3,081,554</b> | <b>\$3,081,554</b> | <b>\$3,081,554</b> | <b>\$3,081,554</b> | <b>\$3,081,554</b> |
| <b>Total Sales Tax Increment:</b>                         |              | <b>\$3,276,428</b> | <b>\$3,887,957</b> | <b>\$3,993,308</b> | <b>\$4,100,425</b> | <b>\$4,209,341</b> | <b>\$4,320,088</b> | <b>\$4,432,699</b> | <b>\$4,547,209</b> |
| <i>County Impact:</i>                                     |              |                    |                    |                    |                    |                    |                    |                    |                    |
| County Share of Sales Tax Base:                           | 1.00%        | \$1,348,100        | \$1,361,581        | \$1,375,197        | \$1,388,949        | \$1,402,838        | \$1,416,867        | \$1,431,035        | \$1,445,346        |
| County Share of New Sales Tax Revenue:                    | 1.00%        | \$1,195,093        | \$1,426,223        | \$1,454,748        | \$1,483,843        | \$1,513,520        | \$1,543,790        | \$1,574,666        | \$1,606,159        |
| <b>Total County Share of Sales Tax Revenue:</b>           | <b>1.00%</b> | <b>\$2,543,193</b> | <b>\$2,787,805</b> | <b>\$2,829,945</b> | <b>\$2,872,792</b> | <b>\$2,916,358</b> | <b>\$2,960,657</b> | <b>\$3,005,701</b> | <b>\$3,051,505</b> |

Source: Island Consulting Group.

TABLE 2 (CONT'D)  
TOWN OF PARKER  
PARKER CENTRAL AREA REINVESTMENT PLAN  
TIF ANALYSIS -- DOUGLAS COUNTY IMPACT  
OCTOBER 2008

Development Program

|                                                  | Building<br>SF/Units |
|--------------------------------------------------|----------------------|
| New Redevelopment:                               |                      |
| Retail                                           | 585,000              |
| Office                                           | 460,000              |
| Residential Detached                             | 100                  |
| Residential Attached (45% Rental; 55% Ownership) | 1,040                |

| Annual Property Tax Revenue Estimates                          |           | Year          |               |               |               |               |               |               |               |
|----------------------------------------------------------------|-----------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                                                |           | 2026          | 2027          | 2028          | 2029          | 2030          | 2031          | 2032          | 2033          |
| <i>Estimated Cumulative Development Demand:</i>                |           |               |               |               |               |               |               |               |               |
| Retail                                                         |           | 585,000       | 585,000       | 585,000       | 585,000       | 585,000       | 585,000       | 585,000       | 585,000       |
| Office                                                         |           | 270,000       | 300,000       | 330,000       | 360,000       | 390,000       | 420,000       | 450,000       | 460,000       |
| Residential Detached                                           |           | 100           | 100           | 100           | 100           | 100           | 100           | 100           | 100           |
| Residential Attached (45% Rental; 55% Ownership)               |           | 1,040         | 1,040         | 1,040         | 1,040         | 1,040         | 1,040         | 1,040         | 1,040         |
| <i>Estimated Development Market Value:</i>                     |           |               |               |               |               |               |               |               |               |
| Retail                                                         | \$100     | \$96,691,586  | \$99,592,334  | \$102,580,104 | \$105,657,507 | \$108,827,232 | \$112,092,049 | \$115,454,811 | \$118,918,455 |
| Office                                                         | \$125     | \$55,783,608  | \$63,841,240  | \$72,332,125  | \$81,275,006  | \$90,689,360  | \$100,595,429 | \$111,014,241 | \$116,885,661 |
| Residential Detached                                           | \$300,000 | \$49,585,429  | \$51,072,992  | \$52,605,182  | \$54,183,337  | \$55,808,837  | \$57,483,102  | \$59,207,595  | \$60,983,823  |
| Residential Attached (45% Rental; 55% Ownership)               | \$180,000 | \$309,413,077 | \$318,695,469 | \$328,256,333 | \$338,104,023 | \$348,247,144 | \$358,694,558 | \$369,455,395 | \$380,539,057 |
| <i>Estimated Development Assessed Value:</i>                   |           |               |               |               |               |               |               |               |               |
| Retail                                                         | 29%       | \$28,040,560  | \$28,881,777  | \$29,748,230  | \$30,640,677  | \$31,559,897  | \$32,506,694  | \$33,481,895  | \$34,486,352  |
| Office                                                         | 29%       | \$16,177,246  | \$18,513,960  | \$20,976,316  | \$23,569,752  | \$26,299,915  | \$29,172,674  | \$32,194,130  | \$33,896,842  |
| Residential Detached                                           | 8%        | \$3,947,000   | \$4,065,410   | \$4,187,372   | \$4,312,994   | \$4,442,383   | \$4,575,655   | \$4,712,925   | \$4,854,312   |
| Residential Attached (45% Rental; 55% Ownership)               | 8%        | \$24,629,281  | \$25,368,159  | \$26,129,204  | \$26,913,080  | \$27,720,473  | \$28,552,087  | \$29,408,649  | \$30,290,909  |
| <i>Estimated Development Property Tax Revenues (87 mills):</i> |           |               |               |               |               |               |               |               |               |
| Retail                                                         | 0.08700   | \$2,368,474   | \$2,439,529   | \$2,512,715   | \$2,588,096   | \$2,665,739   | \$2,745,711   | \$2,828,082   | \$2,828,082   |
| Office                                                         | 0.08700   | \$1,214,602   | \$1,407,420   | \$1,610,714   | \$1,824,940   | \$2,050,568   | \$2,288,093   | \$2,538,023   | \$2,538,023   |
| Residential Detached                                           | 0.08700   | \$333,387     | \$343,389     | \$353,691     | \$364,301     | \$375,230     | \$386,487     | \$398,082     | \$398,082     |
| Residential Attached (45% Rental; 55% Ownership)               | 0.08700   | \$2,080,337   | \$2,142,747   | \$2,207,030   | \$2,273,241   | \$2,341,438   | \$2,411,681   | \$2,484,032   | \$2,484,032   |
| Total Property Tax Revenues from New Redevelopment:            |           | \$5,996,802   | \$6,333,086   | \$6,684,150   | \$7,050,578   | \$7,432,976   | \$7,831,972   | \$8,248,219   | \$8,248,219   |
| Total Property Tax Revenues from Existing Development:         |           | \$6,374,207   | \$6,565,433   | \$6,762,396   | \$6,965,268   | \$7,174,226   | \$7,389,453   | \$7,611,136   | \$7,839,470   |
| Total Property Tax Revenues:                                   |           | \$12,371,008  | \$12,898,519  | \$13,446,546  | \$14,015,846  | \$14,607,202  | \$15,221,425  | \$15,859,355  | \$16,087,689  |
| Existing Property Tax Base:                                    |           | \$5,031,858   | \$5,031,858   | \$5,182,814   | \$5,182,814   | \$5,338,298   | \$5,338,298   | \$5,498,447   | \$5,498,447   |
| Total Property Tax Increment:                                  |           | \$7,339,151   | \$7,866,661   | \$8,263,732   | \$8,833,032   | \$9,268,904   | \$9,883,127   | \$10,360,908  | \$10,589,242  |
| <i>County Impact:</i>                                          |           |               |               |               |               |               |               |               |               |
| County Share of Property Tax Base:                             | 0.01977   | \$1,143,678   | \$1,143,678   | \$1,177,988   | \$1,177,988   | \$1,213,328   | \$1,213,328   | \$1,249,727   | \$1,249,727   |
| County Share of Property Tax Increment:                        | 0.01977   | \$0           | \$0           | \$0           | \$0           | \$0           | \$0           | \$0           | \$0           |
| Total County Share of Property Tax Revenue:                    |           | \$1,143,678   | \$1,143,678   | \$1,177,988   | \$1,177,988   | \$1,213,328   | \$1,213,328   | \$1,249,727   | \$1,249,727   |

| Annual Sales Tax Revenue Estimates                   |       | Year          |               |               |               |               |               |               |               |
|------------------------------------------------------|-------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                                      |       | 2026          | 2027          | 2028          | 2029          | 2030          | 2031          | 2032          | 2033          |
| <i>Estimated Cumulative Retail Development:</i>      |       |               |               |               |               |               |               |               |               |
| Estimated Taxable Retail Sales from New Development: | \$200 | \$163,828,246 | \$167,104,811 | \$170,446,907 | \$173,855,845 | \$177,332,962 | \$180,879,621 | \$184,497,214 | \$188,187,158 |
| Total Sales Tax Revenues from New Redevelopment:     | 2.50% | \$4,095,706   | \$4,177,620   | \$4,261,173   | \$4,346,396   | \$4,433,324   | \$4,521,991   | \$4,612,430   | \$4,704,679   |
| Total Sales Tax Revenue from Existing Development:   |       | \$3,649,498   | \$3,685,993   | \$3,722,853   | \$3,760,081   | \$3,797,682   | \$3,835,659   | \$3,874,016   | \$3,912,756   |
| Total Sales Tax Revenues:                            |       | \$7,745,204   | \$7,863,613   | \$7,984,026   | \$8,106,478   | \$8,231,006   | \$8,357,650   | \$8,486,446   | \$8,617,435   |
| Existing Sales Tax Base:                             |       | \$3,081,554   | \$3,081,554   | \$3,081,554   | \$3,081,554   | \$3,081,554   | \$3,081,554   | \$3,081,554   | \$3,081,554   |
| Total Sales Tax Increment:                           |       | \$4,663,650   | \$4,782,059   | \$4,902,472   | \$5,024,924   | \$5,149,452   | \$5,276,096   | \$5,404,892   | \$5,535,881   |
| <i>County Impact:</i>                                |       |               |               |               |               |               |               |               |               |
| County Share of Sales Tax Base:                      | 1.00% | \$1,459,799   | \$1,474,397   | \$1,489,141   | \$1,504,033   | \$1,519,073   | \$1,534,264   | \$1,549,606   | \$1,565,102   |
| County Share of New Sales Tax Revenue:               | 1.00% | \$1,638,282   | \$1,671,048   | \$1,704,469   | \$1,738,558   | \$1,773,330   | \$1,808,796   | \$1,844,972   | \$1,881,872   |
| Total County Share of Sales Tax Revenue:             | 1.00% | \$3,098,082   | \$3,145,445   | \$3,193,610   | \$3,242,591   | \$3,292,403   | \$3,343,060   | \$3,394,578   | \$3,446,974   |

Source: Leland Consulting Group.