

MY MAIN STREET



19801 E. MAINSTREET



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

THE MY MAINSTREET PROCESS



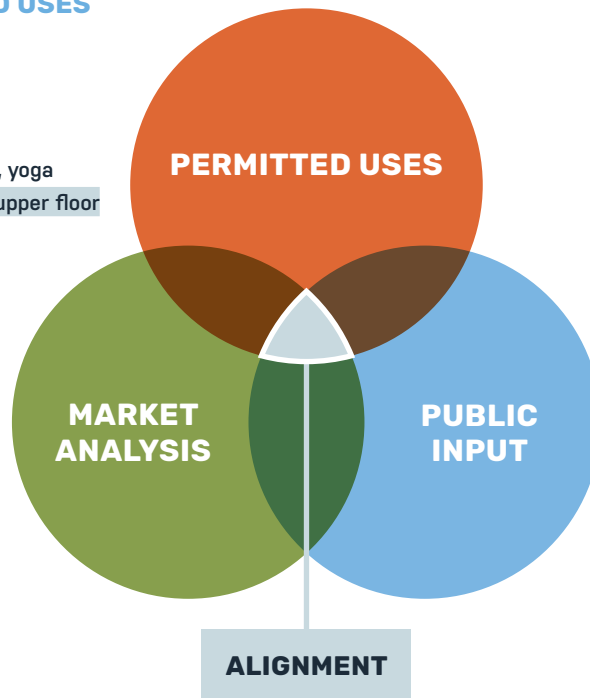
ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

PUBLIC INPUT - DESIRED USES

1. Restaurant
2. Bar/distillery/brewery
3. Retail – small scale
4. Art – gallery, studio, classes
5. Personal services – spa, salon, yoga
6. Mixed-use with residential on upper floor
7. Office
8. Hotel
9. Parking
10. Open space or park

MARKET ANALYSIS

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



EXISTING ZONING & PLANS - PERMITTED USES

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



19801 E. MAINSTREET – PROPERTY INFORMATION

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

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

ILLUSTRATIVE DESIGNS



BY THE NUMBERS

PROPERTY INFORMATION



SITE AREA:
39,204 SF



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



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

POTENTIAL DEVELOPMENT SPACE



RESIDENTIAL:
36,000 SF



RETAIL/RESTAURANT:
18,000 SF



PARKING:
110 SPACES

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



WHAT MAKES A GOOD DOWNTOWN?

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



A mix of uses



Places for visitors to stay overnight



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



Safe spaces for those traveling by foot, bike or car



A clearly defined space



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

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

ALIGNMENT

What the market, stakeholders and zoning support.

RETAIL

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



PROFESSIONAL OFFICE

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



DOWNTOWN LIVING

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



BOUTIQUE HOTEL

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



SINGLE-USE RESTAURANT, BREWERY OR DISTILLERY

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

