

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



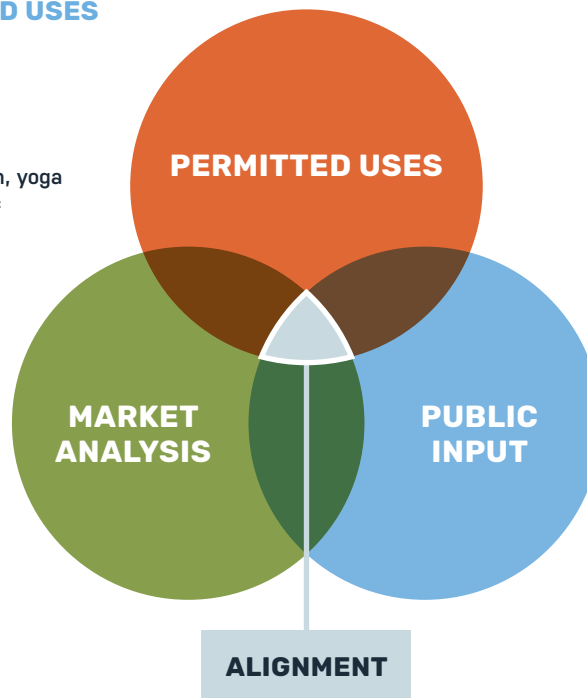
ALIGNMENT BETWEEN EXISTING ZONING, PUBLIC INPUT & MARKET ANALYSIS

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.

