

MY
MAIN
STREET

APPENDIX

4. ZONING DOCUMENTS



**EAST MAIN PLANNED
DEVELOPMENT
GUIDE**



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2014

Town
of
Parker

**[EASTMAIN PLANNED
DEVELOPMENT]**

DEVELOPMENT GUIDE

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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:

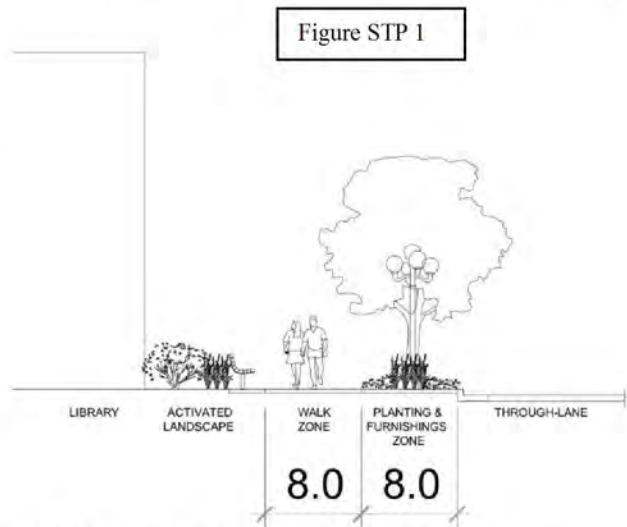
(1) Street trees shall be evenly spaced and no farther apart than thirty (30) feet.

(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.

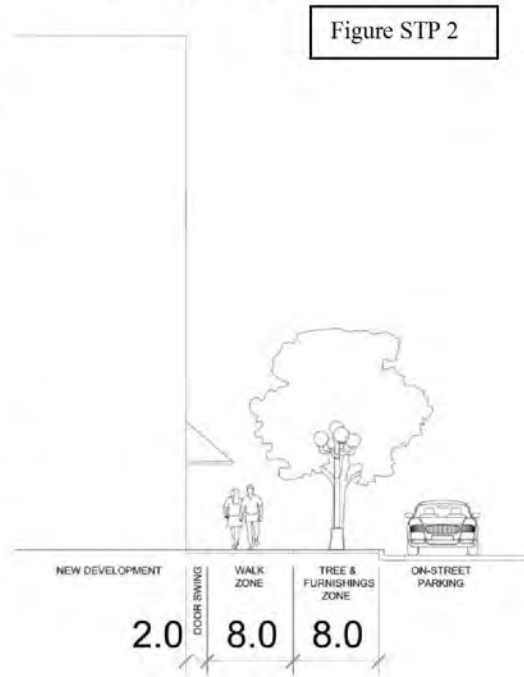
(3) Variations in plant materials and hardscape materials to create visual interest.

(4) Street trees shall be planted as close to the edge of the street as possible.



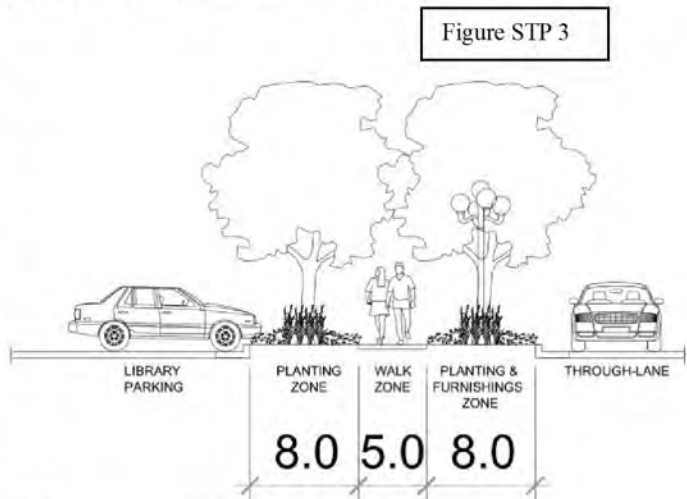
c. The street tree planting strip adjacent to Mainstreet west of Pace Center Drive shall include:

- (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 Town & Country:	10'

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 21st 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.

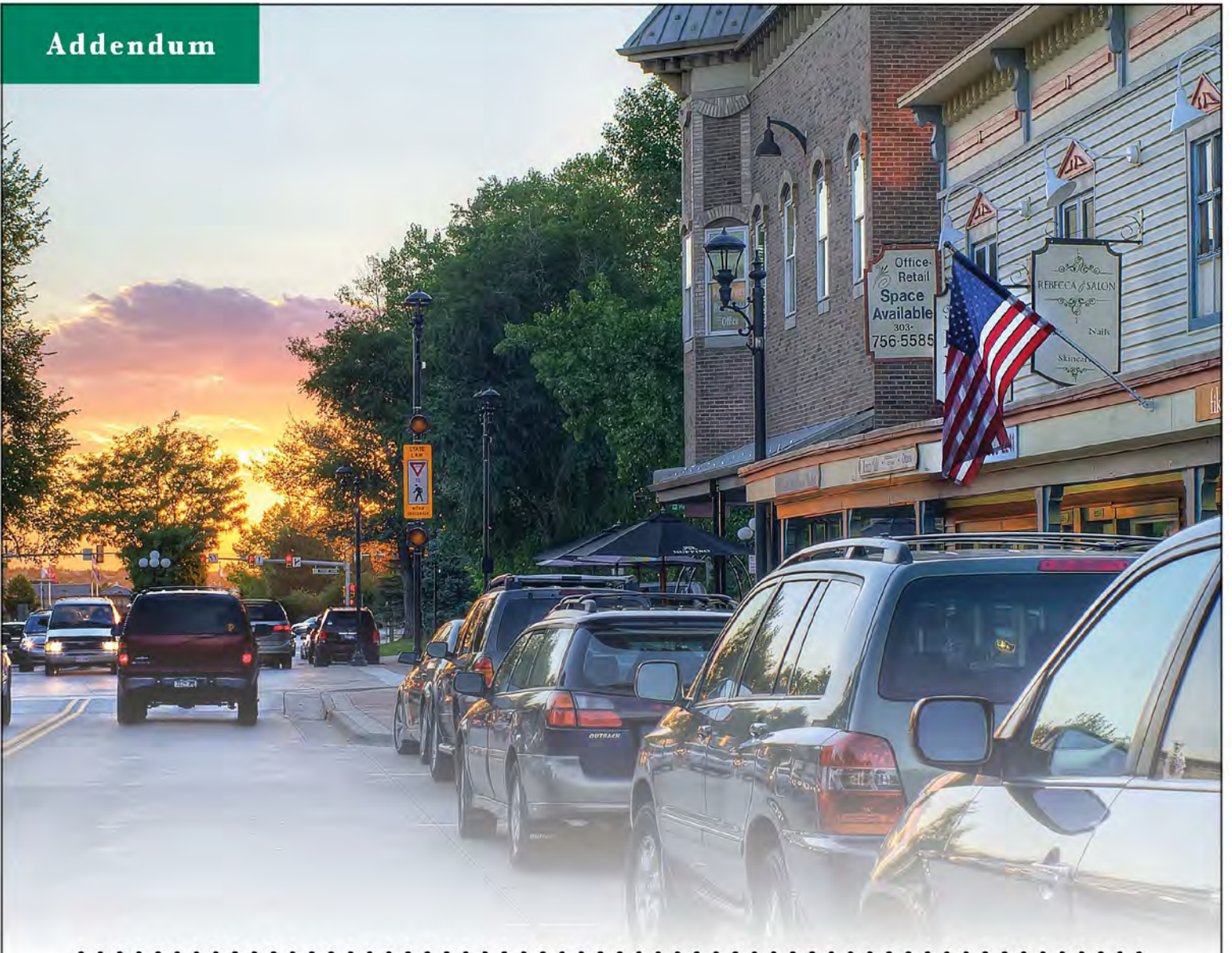
E. SITE SPECIFIC LANDSCAPING

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.



EastMain Development

Vision Plan – 2014

Town of Parker, Colorado

www.parkeronline.org/EastMain

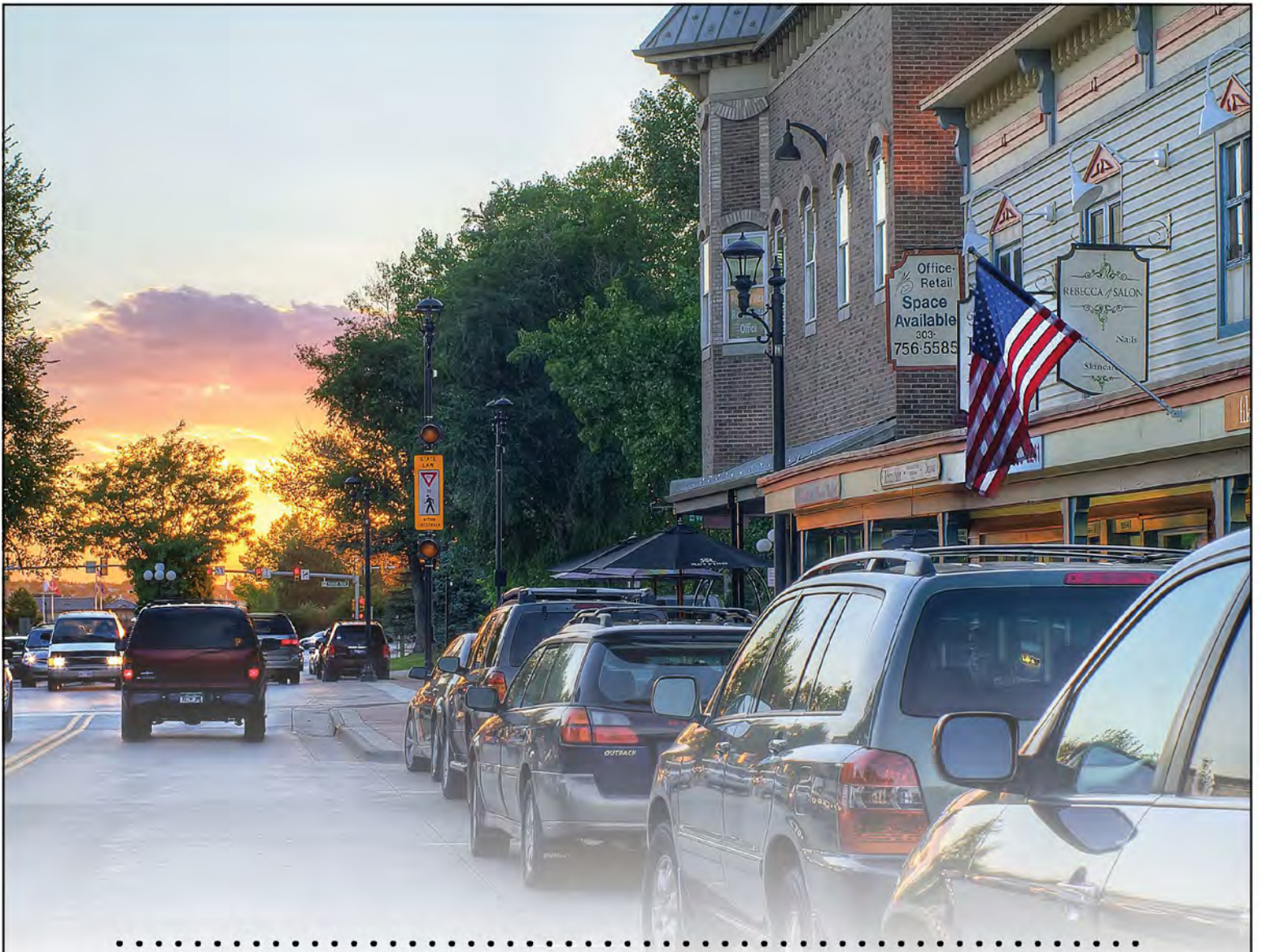


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About the Site

“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.)

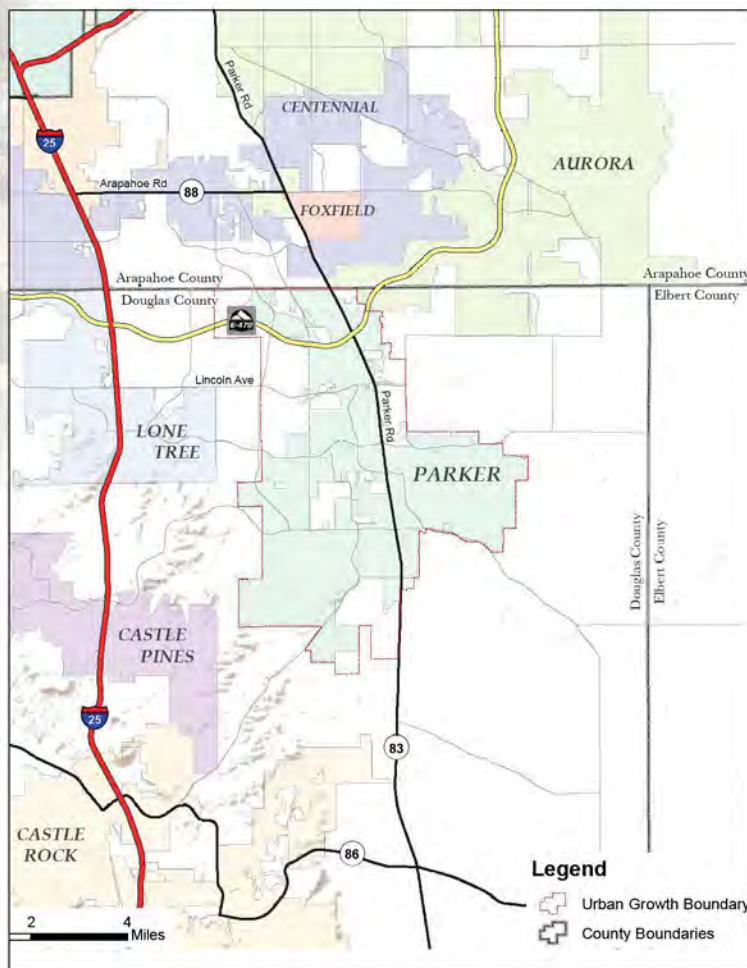
West

- 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

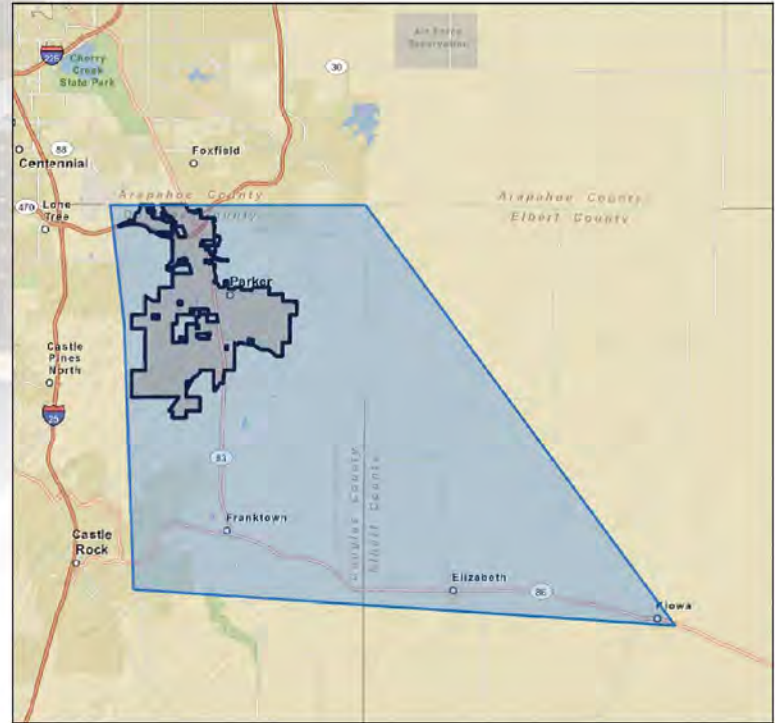


Market Analysis

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.



Development Concept

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

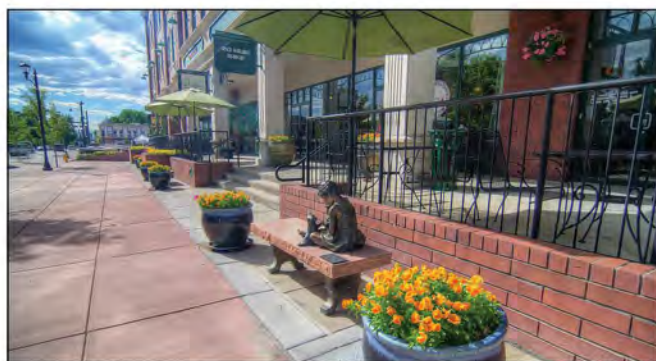
- Site detention is accommodated on the site south of Old Town Hall.
- Adjacent Roadways (Mainstreet and Pine Drive) are constructed
- Water, sewer, gas and electric are located on-site and nearby

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.





Conclusion

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.

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** Maps, images and plans provided by the 2014 NAIOP Rocky Mountain Real Estate Challenge.*

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.

LEGAL DESCRIPTION

CERTAIN PARCELS, MANIFEST # 8 AND MANIFEST # 1007 (RECORDED AT RECORDER AND REGISTERED IN THE RECORDS OF THE DOUGLAS COUNTY RECORDS CLERK AND RECORDS OFFICE, 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, STATE OF COLORADO, ARE DESCRIBED AS FOLLOWS:

CONTAINING AN AREA OF 3.375 ACRES (APPROX. 00.77), MORE OR LESS



VICINITY MAP
SCALE 1" = 2000'

GENERAL NOTES

- 1) THE BOUNDARIES SHOWN HEREON ARE BASED UPON THE RECORDS OF THE NORTHWEST QUARTER OF SECTION 23, TOWNSHIP 6 SOUTH, RANGE 66 WEST OF THE SIXTH PRINCIPAL MERIDIAN, COUNTY OF DOUGLAS, STATE OF COLORADO, BOUNDARY SURVEY OF 1977, DATE 08/08/1977, COURTESY COORDINATE SYSTEM, FEDERAL ZONE, HAD BY BUREAU OF LAND MANAGEMENT, U.S. DEPARTMENT OF THE INTERIOR.
- 2) ACCORDING TO THE FEDERAL EMERGENCY MANAGEMENT AGENCY, FLOOD INSURANCE RATE MAP FOR DOUGLAS COUNTY, COLORADO AND UNINCORPORATED AREAS, PAGE 04 OF 008, MAP NUMBER 580300000E, EFFECTIVE DATE SEPTEMBER 26, 2006, THIS PARCEL IS LOCATED WITHIN OTHER AREAS, ZONE 1, DEPICTED IN THE LEGEND OF SAID MAPS, WHICH ARE AT RISK OF FLOODING TO BE OUTSIDE THE SAFE ANNUAL FLOODPLAIN.
- 3) NOTICE: ATTEMPTING TO RECORD THIS PLAN MAY CAUSE ANY LEGAL ACTION BASED UPON ANY DEFECT IN THIS PLAN. NOTICE: PLEASE ADVISE YOUR FUTURE PROVIDER SUCH NOTICE, IN NO EVENT MAY ANY ACTION BE TAKEN AGAINST ANY DEFECT IN THIS PLAN BE FORWARDED MORE THAN 90 DAYS FROM THE DATE OF THE REGISTRATION NUMBER HEREON.
- 4) DISTANCES ON THIS PLAN ARE UNLESS OTHERWISE EXPRESSED IN U.S. SURVEY FEET AND DECIMALS THEREOF, & U.S. SURVEY FOOT IS DEFINED AS EXACTLY 1000/303.16 METERS.
- 5) BENCHMARK: TOP OF DOUGLAS COUNTY GIS CONTROL POINT CORNER ELEVATION = 5847.77 FEET SAID BE TOP OF DOUGLAS COUNTY GIS CONTROL POINT CORNER ELEVATION = 5848.01 FEET SAID BE TOP OF DOUGLAS COUNTY GIS CONTROL POINT CORNER ELEVATION = 5846.74 FEET SAID BE

PLANNING COMMISSION CERTIFICATE

THIS DEVELOPMENT PLAN HAS BEEN REVIEWED AND APPROVED BY THE PLANNING COMMISSION FOLLOWING A PUBLIC HEARING HELD ON _____

DATE: _____
BY: _____
PLANNING COMMISSION DIRECTOR

TOWN COUNCIL CERTIFICATE

THIS DEVELOPMENT PLAN HAS BEEN APPROVED BY THE TOWN COUNCIL OF THE TOWN OF PARKER ON THE _____ DAY OF _____, 2014 FOR THE PROJECT DESCRIBED AS EASTMAIN PLANNED DEVELOPMENT FOR ZONING INFORMATION. SAID PROJECT HAS BEEN COVERED WITH THE APPROVAL OF ORDINANCE NO. _____

DATE: _____
BY: _____
TOWN COUNCIL

CLERK AND RECORDER CERTIFICATE

THIS DEVELOPMENT PLAN WAS FILED IN MY OFFICE ON THIS _____ DAY OF _____, 2014, AT _____, COLORADO, AND WAS RECEIVED AT THE FOLLOWING NO. _____

BY: _____
DOUGLAS COUNTY CLERK AND RECORDER

COMMISSION CERTIFICATION

NAME: _____
OF THE TOWN OF PARKER

DATE: _____

BY: _____

DATE OF COLORADO: _____

RECORDED AND RETURNED TO ME THIS _____ DAY OF _____, 2014.

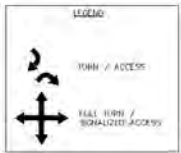
BY: _____

DATE: _____

	APPLICANT THE TOWN OF PARKER	DATE OF REVISION:	06/01/14
		SCALE:	AS SHOWN
2010 EAST MAIN STREET PARKER, COLORADO 80138 (303) 841-2322		SHEET 1 OF 3	

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)
RESIDENTIAL	1,000,000	22.96
COMMERCIAL	1,000,000	22.96
INDUSTRIAL	1,000,000	22.96
TOTAL	3,000,000	68.88

	APPLICANT THE TOWN OF PARKER	DATE OF REVISION	06/20/14
	2010 EAST MAIN STREET PARKER, COLORADO 80138 (303) 541-2322	SCALE 1"=100'	SHEET 3 OF 3