



1 Introduction, Vision + Goals

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Introduction

Purpose of the Master Plan

Mainstreet is the heart and soul of the Parker community, reflecting its character, culture and heritage. As such, the Town desires to reaffirm the Mainstreet corridor's role as the economic, cultural and social center of the community. This Master Plan recognizes the issues and opportunities to growing and strengthening the Plan area on both sides of Parker Road and provides recommendations for revitalization of the downtown area by continuing to create a healthy downtown core and sustainable place of opportunity.

The Mainstreet Master Plan is intended to provide long-term, 20-year guidance for all land use, urban form, circulation and parking decisions within the Mainstreet corridor and the immediately surrounding areas of influence. The plan addresses both physical and policy issues, as well as implementation strategies, and is informed by a current market analysis of downtown Parker and the larger trade area.

This document seeks to complement, refine and advance the recommendations contained in existing Town plans and documents. In some cases, this Master Plan provides more detailed direction as to how broad, Town-wide policies and recommendations should be applied within the specific context of the Mainstreet corridor. In other cases, this document provides direction on addressing significant community changes that have taken place since existing policies were adopted.

Some maps throughout this document include recommended urban design principles that may include both form and function, and should serve as a community guide for future sustainable development in the Plan Area.

Relationship to Prior Documents

The Mainstreet Master Plan area is currently part of the Downtown Core, East Downtown Gateway and the Central Commercial Character Areas of the Town's 2035 Master Plan. The Downtown Core and East Downtown Gateway areas encourage, and are currently made up of, mixed-use development that includes higher density residential, office, government, arts and cultural venues, restaurants, retail, personal services, as well as, parks and other gathering places for community events. The Master Plan further describes future development and redevelopment in both areas as compact, walkable and embracing the urban downtown experience through land use, urban form and a multi-modal transportation network. Also stated in the Town's Master Plan, is that the importance of a healthy, vibrant economy to Parker's high quality lifestyle cannot be over emphasized. This includes the critical downtown core - the Mainstreet Master Plan study area - which is the focus of this Plan. The Central Commercial Character Area contemplates a similar mix of uses

and encourages mixed use developments, but allows for a development style that is more suburban style, automobile focused and horizontal in the mix of uses.

Documents most relevant to this planning effort include the following:

- Downtown Strategic Action Plan (2002) and Report Card (2013)
- Greater Downtown District Circulation Network Visionary Plan (2003)
- Parker Bike Lane Plan (2005)
- Parker Central Area Reinvestment Plan (2009)
- Greater Downtown District: Standards and Guidelines for Development (multiple documents, 2002-2004, revised 2010)
- Open Space, Trails and Greenway Master Plan (2010)
- Parker 2035: Changes and Choices (2012)
- Old Town Creative District Plan (2013)
- Town of Parker Transportation Master Plan (2014)



Figure 6 Relevant Plans and Policies

The Town of Parker supports a strong commitment to progressive planning that contributes to the community's high quality of life. The graphic above shows a selection of the Town's recent plans and implemented projects from those plans.

Study Area

The Mainstreet Master Plan focuses on an approximately 1.15-mile segment of Mainstreet from Twenty Mile Road on the west to Pine Drive (Mainstreet) on the east. The area is bisected by Parker Road, a state-level facility owned and maintained by the Colorado Department of Transportation (CDOT) which divides the study area into two almost-equal pieces.

The western portion of the study area has been dubbed 'the West End' in this plan and extends from Twenty Mile Road to Parker Road. This area, originally planned as a vertically mixed-use neighborhood, has in recent years developed into a more horizontal, auto-centric and stand-alone mix of higher density multi-family residential, senior housing and big-box and strip retail uses.

The better known portion of the Plan area is referred to in this Plan as Old Town. This area includes the historic crossroads from which Parker has grown, and has deep meaning and value to the community.

The northern and southern boundaries of the study area were set by the Town to generally include areas of development opportunity that could impact Old Town development, character and feel. The overall study area and its two sub-areas are shown on map on the following page. Towards the end of this planning process, the Town completed an analysis to determine how the community referred to the Plan area. This analysis was conducted as a part of another project. The results of the analysis guided Town Council direction to refer to the entire Plan area as Downtown.

Public + Stakeholder Involvement

Event Outreach

In order to reach out to the community 'where they already are', the project team set up and staffed

project information tables at a series of public events in the summer and fall of 2014. The team attended two Sunday farmers' markets, two Friday-night Wine Walk and a Movies-in-the-Park event at O'Brien Park. Community members were very talkative at these events, and were encouraged to spend as much or as little time as they wished chatting with Town staff and consultants. Input from these events was vital in establishing the Plan vision and goals; materials and comments can be found in Appendix A.

Small-Group Interviews

Town staff and the design team worked together to identify stakeholder focus groups that would be representative of specific interests within the Plan Area. The team conducted a series of eight small-group meetings, including property owners, event operators, downtown businesses, the Chamber of Commerce, residential boards, and the library and Parker Senior Center. As with other outreach materials, notes from this series of discussions are included in Appendix A.

In May 2015, meetings with major property owners and interested businesses were also conducted to review the draft key recommendations.

Technical Advisory Committee

The Technical Advisory Committee (TAC) provided an important forum for cross-discipline input on the Master Plan, and included Town staff from Public Works, Parks and Recreation, Cultural Department, Community Development, Economic Development and Communications. CDOT also participated in these meetings. The TAC met at four critical milestones over the course of the project, to review and refine draft recommendations.

Public Meeting

The planning process included one open house in spring 2015 to review draft key recommendations with the public. The meeting was held at the PACE Center, and attracted approximately 20 community members and stakeholders. Input from this event was incorporated

in the final plan. Materials and summary comments from this meeting can be found in Appendix A.

Town Council and Planning Commission

The project team provided in-person briefings to joint meetings of the Town Council and Planning. These briefings included a presentation as well as question-and-answer period.

Lots of Questions

Stakeholders had lots of questions and suggestions during the initial goal-setting portion of the project. Distilled into essential issues, this plan will provide directions on many of these issues:

Outdoor Dining

How can we redesign existing sidewalks to accommodate more outdoor dining?

More Shops

How can we retrofit existing buildings to promote first floor retail, display windows and unique local shops?

Pedestrian Focus

How do we better balance and promote transportation alternatives (bikes, pedestrians, transit and cars)?

Parking Management

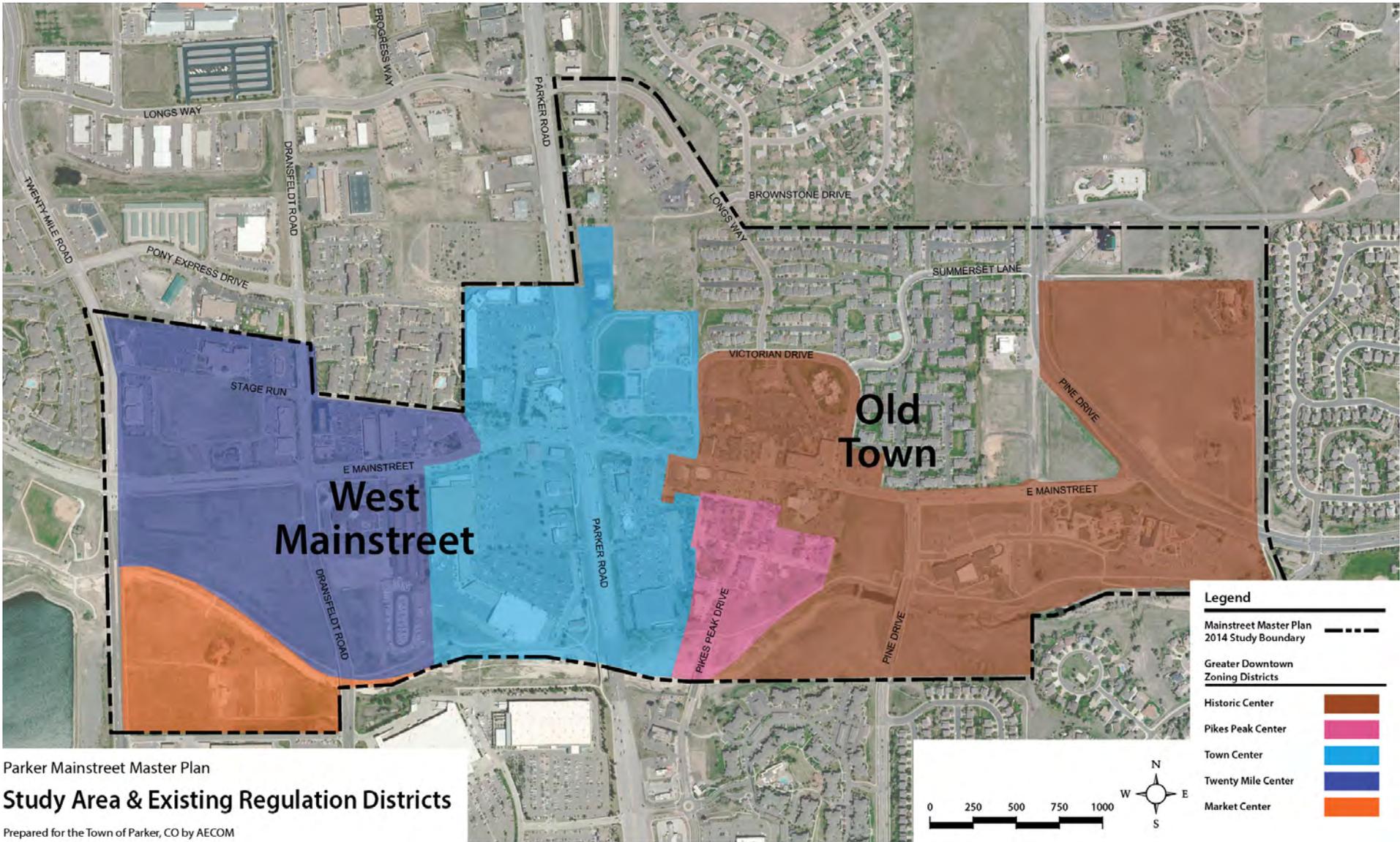
If we do drive, how do we reduce 'the hunt' for parking?

More Activities

What kind of events and venues would promote a 'full day' of activities?

Extended Downtown

How do we get visitors to 'turn the corner' down side streets?



The dashed line above shows the boundary of the Mainstreet Master Plan; colored areas illustrate the existing Greater Downtown Zoning and Design Districts that overlap with the study area.

Vision and Goals

Plan Area

Vision

The Mainstreet Plan area is the heart of Parker and the foundation of our community identity. Citizens value and describe this corridor as the cultural, economic and social center of our Town.

Centrally located, the corridor is comprised of two unique and distinct areas - West End and Old Town - that will be integrated into a cohesive and successful destination where the community comes together to live, work, shop and play.

Building on the past, Parker's future land uses, connectivity and the design of the corridor will be carefully planned to create a series of great places and spaces that provide a greater variety of activities and experiences including easy, safe and comfortable movement whether walking, biking, driving or taking transit.

Goals

Goal P-1

Attract desirable land uses and businesses that activate and further the vision of Mainstreet as the cultural, economic and social hub of our Town and transition the misplaced land uses to more compatible areas to create a vibrant, mixed use, walkable arts and entertainment center infused with community gathering spaces, specialty retail and dining options, diverse creative businesses and life-cycle housing choices.

Goal P-2

Solicit public support and participation for changing the way we think about the economic sustainability and vibrancy of the corridor.

Goal P-3

Foster partnerships with those that have a vital interest in the corridor and work together to achieve common goals of revitalization and development/redevelopment of the corridor.

Goal P-4

Identify and capitalize on existing assets such as unique character, density, buildings and human scale that give people a sense of belonging and use these as the foundations for revitalization and sustainability.

Goal P-5

Create a cohesive yet distinctive character for the West End and Old Town Parker through the development of district design features and physical improvements that creates a sense of arrival and place.

Goal P-6

Expand the role of the Mainstreet corridor into a year round all-day destination through development/redevelopment, active land uses, employment, events and activities creating a solid daytime economy.

Goal P-7

Create a 'front door' gateway to the Mainstreet Corridor at the Mainstreet and Parker Road intersection.

Goal P-8

Emphasize quality building and community

design through enhanced development standards and design guidelines.

Goal P-9

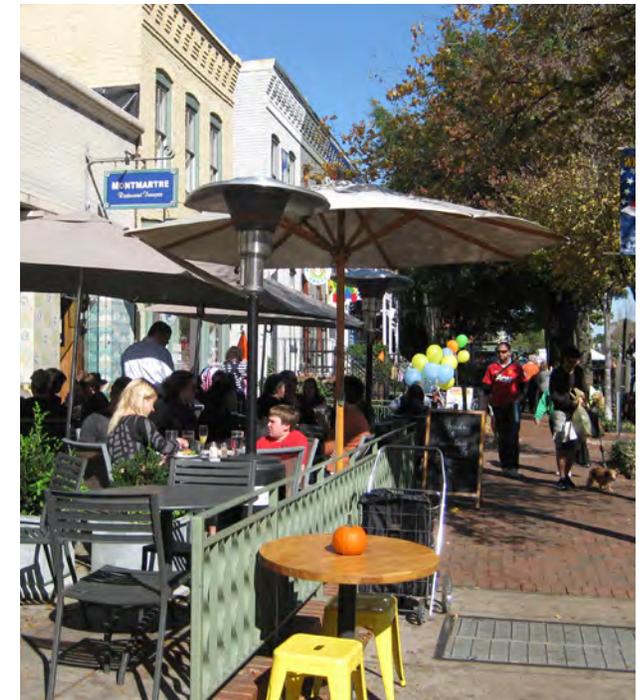
Improve roadways throughout the Mainstreet corridor by enhancing bicycle and pedestrian safety, mobility and comfortability to create a multimodal environment as recommended in the Parker Transportation Master Plan.

Goal P-10

Upgrade pedestrian crossings of all streets within the Plan area with special consideration of pedestrian crossings of Parker Road and crossings of Mainstreet.

Goal P-11

Create bicycle and pedestrian connectivity between Mainstreet and the Sulphur Gulch Trail.



West End

Vision

The West End will be a distinguishable and desirable downtown neighborhood, a shift from the Old Town district character, and will be embraced for its walkability, pedestrian scale, amenities and hometown feel through a more residential character and a carefully sized and detailed streetscape. West End's success will encompass a distinct image and feel that capitalizes on residential density and will be supported by larger retail and office space, dining, entertainment and shopping opportunities. The district's mix of uses along with its density of housing will create a competitive and convenient area adding to its vitality and daytime activity. Feature gateways, future redevelopment, parks, open space and signature gathering places at the West End will contribute to a sense of place, promote an exciting synergy and lifestyle while growing the population of residents, workers and visitors to the neighborhood.

Goals

Goal W-1

Develop the West End as the gateway into a unique downtown neighborhood through urban form and design to create a distinct and recognizable community character.

Goal W-2

Foster partnerships with stakeholders that have a vital interest in the district and work together to achieve common goals of revitalization and development/redevelopment of the district.

Goal W-3

Create a pedestrian-friendly streetscape with enhanced sidewalk, crosswalk and roadway improvements, landscaping, lighting, furnishings and public art.

Goal W-4

Create a series of different parks, plazas and gathering spaces that are available for events and public use.

Goal W-5

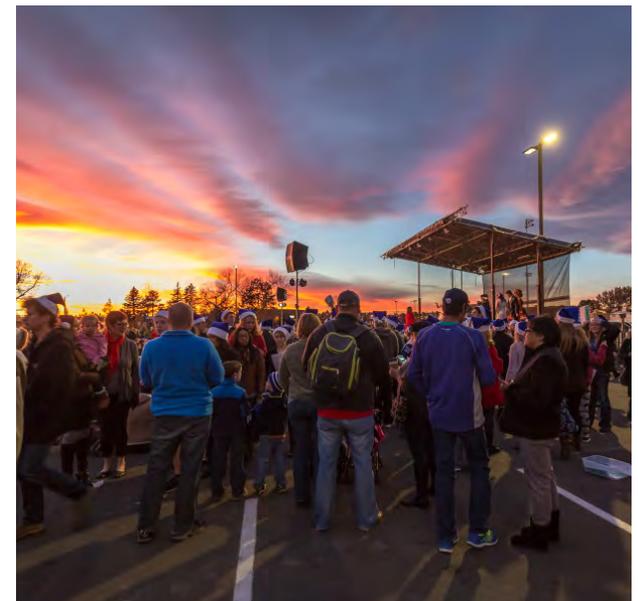
Preserve potential for future transit improvements including Bus Rapid Transit (BRT) and a community shuttle along Mainstreet.

Goal W-6

Strengthen the mix of land uses to activate Mainstreet, support the existing housing density, increase employment and increase patronage of surrounding businesses in the area.

Goal W-7

Support the West End with active first-floor and high intensity land uses to enhance the visitor's experience and strengthen the economic base of this central neighborhood.



Old Town

Vision

Old Town is the quaint, historic and walkable downtown core that captures the authentic spirit of our community. Rich with opportunities in art, entertainment, dining, business and learning, Old Town 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.

Goals

Goal O-1

Embrace economic restructuring in Old Town by expanding and diversifying the mix of commercial uses and business types in order to create an improved commerce district and a multi-use destination.

Goal O-2

Support Old Town with active first-floor and high intensity land uses to enhance the visitor's experience and strengthen the economic base of the district.

Goal O-3

Preserve the district's unique historic character but complement it with distinct urban design treatments - visual elements - to create a more inviting environment for shoppers, visitors and workers.

Goal O-4

Foster collaboration and partnerships with stakeholders in the district and work together to achieve common goals of revitalization or development/redevelopment.

Goal O-5

Redefine Old Town streets as public spaces for cars, pedestrians, bicycles and events.

Goal O-6

Identify and capitalize on existing assets such as unique

buildings, pedestrian scale and the historic character of the district that give people a sense of place and use these as the foundations for revitalization.

Goal O-7

Create an interconnected roadway network that provides parallel routes in Old Town.

Goal O-8

Manage and locate potential new parking to service existing and future new uses enhancing the visitors experience.

