



2 Existing Conditions

This page left blank.

Land Use

Land use consists of permissible activities and uses that occur within a piece of land. It plays an integral role in determining the overall functioning of a neighbourhood and the type of development that can occur on any given parcel. Various land uses come with associated building forms, densities, surface and edge treatments and parking provisions. Changes to the current land uses in turn transforms the overall character of the built environment and associated activities occurring within a given area.

West End

Existing Uses

On its northern face, the West End is dominated by low-rise, single-story retail and office uses. Multi-family apartments are just outside the study area but abut both the north and west perimeters. Most structures have significant setbacks from the street and tend to be oriented internally toward a centralized off-street parking lot rather than toward the adjacent roadway. Typical tenants include banks, professional offices, and franchise casual dining. One block north of Mainstreet but still within the study area is a movie theater.

The southern portion of the West End is occupied by multi-family residential (under construction), senior assisted living and community shopping center that includes a grocery store. Other smaller uses include a self-storage center (oriented north/south with only a small portion of the facility abutting Mainstreet), a small fenced utility area with two natural gas pressure regulation stations also adjacent to Mainstreet, and potential small pad lots on the outside edges of the shopping center.

The northeastern portion of the West End also includes two small parks on either side of the 'T' intersection of Stage Run and Mainstreet. The western park includes the historic Twenty Mile House which was moved to the site in the 1860's from its original location about a mile south. Also located on

this site are interpretive signage and ornamental plantings. The east park, known as Living Wheel Park, features a ring of seven flags arrayed within a circular planting and sidewalk area, however, does not have visible parking. Neither park appears to be used and are suitable only for passive activities such as reading or quiet contemplation which can be disturbed by passing vehicular noise.

This area's sole civic use is a local branch of the Douglas County Libraries. However, the library is currently constructing a new facility in Old Town at the east end of Mainstreet and will vacate its current facility when the new one is completed.

The Sulphur Gulch Trail is a major recreational amenity and runs east-west through the southern portion of the study area. The trail features underpasses at all major intersecting north-south roadways, and has an open space buffer on both sides of the paved path. Additional trail access to the West End is under construction at Dransfeldt Road.

Vacant/Undeveloped Parcels

North of Mainstreet near the movie theater one significantly sized parcel within the 'U' between Mainstreet and Stage Run remains undeveloped with no public or approved plans at this time. A small parcel adjacent to Mainstreet is also vacant with a willing-to-sell owner but the site has significant issues related to an underground gas easement and related above-ground controls.

A large parcel between the Sulphur Gulch corridor and the existing Target to the south remains vacant. Immediately east across Dransfeldt, the parcel south of the senior housing is under construction with the final Phase III of the senior facility campus.

Critical/Catalytic Parcels

The two parcels occupying the northwest and southwest corners of the Mainstreet/Parker Rd intersection are critical for creating a gateway into West End district of the downtown area, both from a wayfinding and an image point of view. Both citizens

and Town staff have indicated a desire for different land uses and urban structure on these parcels that can portray an attractive image, invite visitors into the West End and furthers the vision and goals of this plan.

The community shopping center has also been identified as a parcel that does not conform with a more pedestrian-friendly vision of the Mainstreet corridor. The lack of an active street edge and the resulting 'missing teeth' in this Mainstreet frontage are chief among concerns for this parcel.

Policy Guidance

The West End, as defined by this study, is within the Town's Greater Downtown Zone District. This district is divided into five sub-districts, each with their own 'Standards and Guidelines for Development' providing specific guidance for land uses and



parameters for urban form, architecture and site design. The West End area includes the following three zoning sub-districts; Twenty Mile Center, Town Center and a small section within the Market Center.

These sub-districts permit a variety of residential, office, retail, dining, and civic uses. However, in all three, single-family and duplex residential are not permitted and multi-family requires a special review process. Some vehicular-oriented uses, such as auto repair and tire sales, are permitted in these sub-districts with special review. Similarly, drive-through facilities are also permitted within these areas however, in the Town Center and Market Center sub-districts, properties adjacent to Mainstreet require a special review process. Parking structures are allowed in all three sub-districts.

Public and Stakeholder Input

Most stakeholders had very little to say about the West End area, whether positive or negative; rather, people seemed not to associate this part of town with the downtown experience. As one commenter noted, "Downtown stops at Parker Road." A handful of people did note that it would be nice if this west area felt more like Old Town, had smaller shops and felt more walkable.

Summary

Overall, West End's current land uses are not conducive to a walkable downtown precinct. Its lack of street oriented uses and active edges, with under utilized parcels and inactive park spaces diminishes its role within the wider area.

Old Town Existing Uses

Old Town has a different mix of uses than the West End, with smaller-scale retail and office/commercial uses mixed with a variety of civic, cultural and institutional uses. O'Brien Park, the Town's flagship park and home to a long list of festivals and community events, is also within this portion of the study area;

the park occupies the northeast quadrant of the Parker Rd/Mainstreet intersection. First floor active uses such as retail and dining are not contiguous, are scattered throughout the Old Town area and therefore contribute to the lack of active pedestrian-oriented ground floor uses. Office uses occupy storefront spaces within the Chamber of Commerce building (southwest corner of Mainstreet and Pikes Peak Drive).

Other uses within the Old Town plan area include an older strip retail center (oriented 'sideways' to Mainstreet with minimal street frontage), the Parker Senior Center located near the northern plan area boundary (offering lunch and daytime programming), a child day care, an assisted living facility and the RTD Park-n-Ride and bus facility. A significant portion of the study area is occupied by townhomes with a small portion of this multi-family development fronting Mainstreet itself. Cultural and civic uses include the newly renovated Mainstreet Center flexible community gathering and event space and the Parker Arts Culture & Events (PACE) Center. Town Hall occupies a large site at the eastern end of the Mainstreet Corridor. As noted previously, the Parker branch of the Douglas County Library will be moving to a new facility across from Town Hall within the short term.

Also, as noted previously, the Sulphur Gulch Trail runs through the entirety of the study area, passing through both the West End and Old Town districts.

Vacant/Undeveloped and Underutilized Parcels

Old Town has a number of undeveloped parcels of varying sizes. The parcel between O'Brien Park and the Parker Senior Center was purchased by the Town with Town and Douglas County open space funds and is slated for an eventual expansion of the park. Land between Sulphur Gulch Trail and Pikes Peak Avenue has been approved for higher density residential which currently is under construction as a multi-family housing project. The vacant parcel adjacent to Mainstreet at the southwest corner of Mainstreet and Pine Drive (west of the PACE Center)

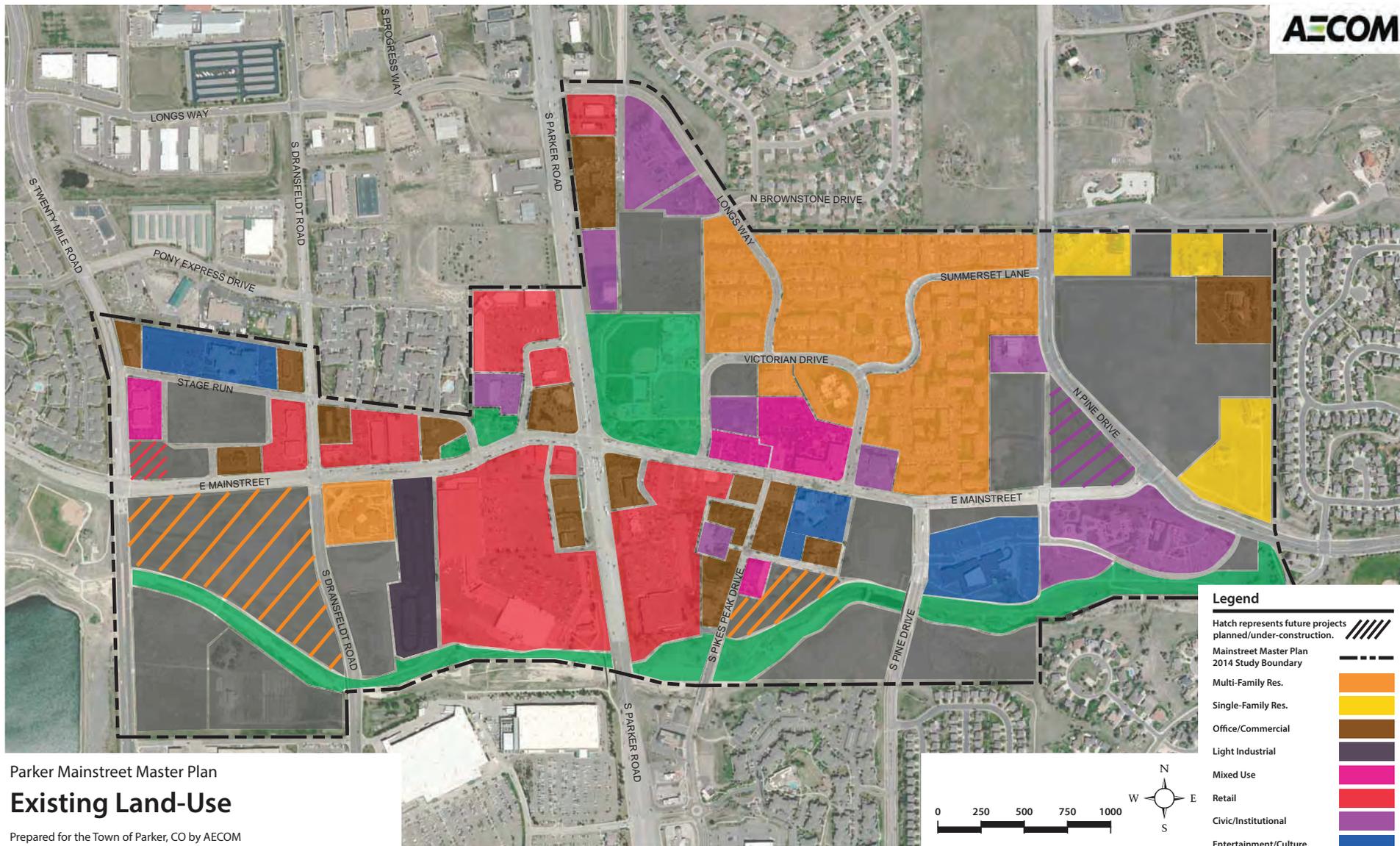
has no approved plans at this time. The large parcel north of the Mainstreet/PACE Center Drive intersection will be bisected by the PACE Center Dr extension to Pine Drive; the eastern half of the parcel will house the new Parker Library and the new Town park/plaza, while the western half will be privately developed. The Town would like to see vertical mixed-use development on the western portion of this property. The portion of land between the PACE Center parking lot and Mainstreet (referred to as Lot 2) has been discussed as a potentially developable parcel, but would need to preserve some views to the PACE's iconic architecture.

The area's largest undeveloped parcel at the eastern end of Mainstreet fronts Pine Drive and is commonly referred to as the Pine Curve property. The Town conducted a public Master Planning process in 2009 that resulted in the Pine Curve Master Plan which included three conceptual development scenarios for this parcel. The scenarios included medium box retail and pedestrian-oriented mixed-use alternatives. Also, in 2009 the Town released an Request for Proposals (RFP) seeking development partners for the site. The Town received two responses from developers both of which included a big box (125,000 s.f.) anchor - no plan has been formally approved at the time of this plan.

Critical/Catalytic Parcels

Although the Town has successfully created a downtown experience and destination, the area's land use remains patch-worked with an extremely limited inventory of active ground floor uses. In order to strengthen and expand the Old Town character and its economic vitality, all parcels abutting Mainstreet should be considered critical development/redevelopment parcels. Of particular interest are vacant parcels which create a gap in the street frontage, or uses which do not contribute to the desired retail/dining/arts/culture character of the district.

Old Town expands south from Mainstreet down Pikes Peak Drive and for this reason, the parcels abutting this intersection are of particular importance. The



Parker Mainstreet Master Plan
Existing Land-Use

Prepared for the Town of Parker, CO by AECOM

Figure 8 Existing Land Use

Existing land uses within the study area are widely varied, including residential, retail, commercial and civic uses.



'gateway' parcel at the southeast corner of the Parker Road and Mainstreet intersection, currently occupied by a bank, is also important for the same reason.

Policy Guidance

As noted previously, the Town's Greater Downtown Zoning District's five sub-districts each provide development and design standards and guidelines for land use and urban form within the Downtown Core character area. Old Town, as defined in this study, is within the Town Center district, Pikes Peak Center district and Historic Center district.



The Town Center sub-district accommodates a broad mix of retail and service uses on both the immediate east and immediate west sides of Parker Road. The Historic Center and Pikes Peak Center sub-districts permit a variety of residential, office, dining and civic uses. Single-family and duplex residential are not permitted in the Historic Center and require a special review process in Pikes Peak. Multi-family is permitted within the Historic Center, but requires special review in Pikes Peak Center. Vehicular-oriented uses, such as auto repair and car washes are not allowed in either district. Parking structures are not permitted within the Pikes Peak district and require special review in the Historic Center district. Common goals of all three zoning sub-districts are:

- Create a built environment that is in scale and character with pedestrian oriented activities
- Encourage alternative transportation choices
- Provide opportunities for new retail development and sales tax generation.



Old Town includes a variety of uses ranging from the beloved O'Brien park to strip retail, mixed-use office and even residential.

Public and Stakeholder Input

In general, residents and visitors alike seem to love Old Town, and would like more of it; specifically, input highlighted interest in more shopping and dining opportunities. The idea of outdoor patios and marketplaces were particularly popular and most people were very quick to emphasize that they wanted local, boutique, non-chain stores and restaurants. One individual wryly noted that downtown and the immediate area has more than enough banks.

Several teens provided input that they would like somewhere to gather downtown where they wouldn't be harassed for loitering; they were also interested in a second smaller skate park in the downtown area, noting that while the existing park near the near the Fieldhouse (a recreation center) is good, it's too far away.

There is also interest from stakeholders in an expanded art program: art displayed and for sale within Old Town, as well as a place for artists to work, exhibit and perform.

Summary

While this area's land use includes smaller scale, diverse retail uses that are more conducive to a vibrant, walkable vibrant downtown experience, there remains significant gaps in the retail frontage. Vacant lots and fragmented retail frontage detract from the overall experience and require changes in the land use to enhance the overall experience.

Events

Outdoor Venues and Events

Parker has a wide variety of community events and festivals held at both indoor and outdoor venues throughout the year. Within the downtown area, O'Brien Park is the most used space for outdoor festivals and events, including Oktoberfest, Movies in the Park, Art in the Park and Parker Days to name just a few. Other events such as Trick or Treat on Mainstreet, the holiday carriage parade and the Farmers' Market occupy Mainstreet and parts of Pikes Peak Drive requiring temporary street closures. Adjacent roadways typically remain open during these events. Events such as the monthly Chamber of Commerce Wine Walk occupy the sidewalks and create notable additional pedestrian traffic in the downtown area.

The Town's largest annual event by far is Parker Days, held over three consecutive days in June and drawing over 145,000 attendees in 2014. In addition to O'Brien Park, this festival uses the vacant parcel in the northwest corner of Victorian Drive (for carnival rides), as well as other smaller sites along Main Street. Festival organizers note that they did evaluate the vacant parcel at the southwest corner of Mainstreet and South Pine Drive as an alternate or expansion site for the carnival, but the site's topography and grade below street level made it difficult for public event use.

The PACE Center has its own small outdoor amphitheater however, it is underutilized due to its size and poor location hidden behind the building. PACE has also expressed interest in using its parking lot for outdoor events but is still exploring life-safety requirements related to closure of Pikes Peak Avenue (road in front of PACE Center entrance). A new grass area with a band shell area as well as a paved public plaza are planned by the Town adjacent to the new Douglas County Library site currently under design at the northeast corner of Mainstreet and Pace Center Dr and planned for construction in 2015.

Indoor Venues and Events

The Town owns two indoor cultural and event venues, the Mainstreet Center and the PACE Center. For indoor events, the Mainstreet Center, currently undergoing a name change to The Schoolhouse, is in high demand for its smaller and more affordable spaces. The PACE Center hosts its own programming and serves as home base for a number of independent community performances, such as dance recitals and youth theater as well as attracting regional and national acts. The new Parker library will have additional meeting space for events. Some indoor events branded or associated with the Town such as the Taste of Parker and Business Expo, take place at the Wildlife Experience, located approximately 5 miles northwest of the downtown area just outside the Town limits. This may change now that the University of Colorado owns the Wildlife Experience.

Policy Guidance

The *Parker 2035 Master Plan* provides general direction towards supporting and expanding cultural and scientific programming as well as community events, noting the economic development opportunities associated with promoting the Town as a premier arts and culture destination. Also, *The Old Town Creative District Plan (2013)*, a community-endorsed plan, identifies the creation of outdoor spaces to exhibit and perform art as a primary goal, paired with the need to create outdoor gathering spaces.

Public and Stakeholder Input

The community strongly supports event and festival programming and would like to see the cultural calendar expanded to include activities and events during all four seasons. A number of patrons noted that the PACE amphitheater, while nice, is too small and oddly located. Supporting this comment, a number of individuals would like to see additional public spaces, whether pocket parks or plazas. Local dance and theater schools and programs also noted that they could hold more classes and events if space were more readily available - youth theater in particular is limited by competing for rehearsal space and times in the Mainstreet Center. Professional event planners involved in organizing some of the downtown events felt the local demographics could support indoor 'market' events – such as antique shows or special-interest swap meets – if an appropriately sized facility were available.



Urban Form

Urban form refers to the overall physical, three dimensional layout and design of an urban environment. It is constituted through street widths, building heights, massing and set backs and the relationship between individual buildings. Buildings frame the open spaces between them, defining the public realm. Therefore, the urban form shapes the overall quality and character of the urban environment, particularly as experienced through the public realm.



West End

Height, Form and Massing

The majority of buildings in this segment of the Mainstreet corridor are one-story structures built in a simple strip-type format. Buildings tend to cluster in groups on two or three sides of an internal parking lot and do not face Mainstreet. The new two-story senior living facility somewhat departs from this model with the front door oriented on a diagonal to the adjacent intersection and place parking adjacent to the streets between the main structure and the sidewalk. The final phase of this continuum care complex is currently under construction with a maximum allowed four-story building.

Building height and massing should emphasize important corners and designate points of entry (gateways) in this corridor. Also under construction on the south side of Mainstreet west of Dransfeldt is a new three story single use apartment complex with 306 units. The complex will have nine apartment buildings and a clubhouse parallel to Mainstreet.

Architecture and Materials

The buildings in this area do utilize a significant amount of masonry, brick and faux-stone veneer. These treatments provide some link to materials used in Old Town. Architectural form, however, is generic and undistinguished and as such does not portray a particular architectural style.

Streetscape, Furnishings and Amenities

With the exception of the sidewalks on the south side of Mainstreet in front of the apartment complex that is under construction and the existing assisted living facility, the sidewalks along this segment of Mainstreet are attached. Widths vary but are generally no less than five feet. Most parcels display a fairly suburban aesthetic, with a manicured lawn and interspersed deciduous and coniferous trees separating the sidewalk from the building face or parking lot.

This portion of the corridor also features planted center medians. The medians include a small number of Parker's trademark 5-globe pedestrian lights along with a combination of trees, perennials and ornamental grasses. The five-globe lights are also included on the medians; the absence of trees in these medians does make the lights more obvious.

Intersections have street lights, typically placed at a height of approximately 30-feet. There are neither pedestrian lights nor other associated design elements, such as banners, hanging baskets, at-grade baskets or similar. The area does not have benches, trash cans or other street furnishings promoting walkability.

Signage and Wayfinding

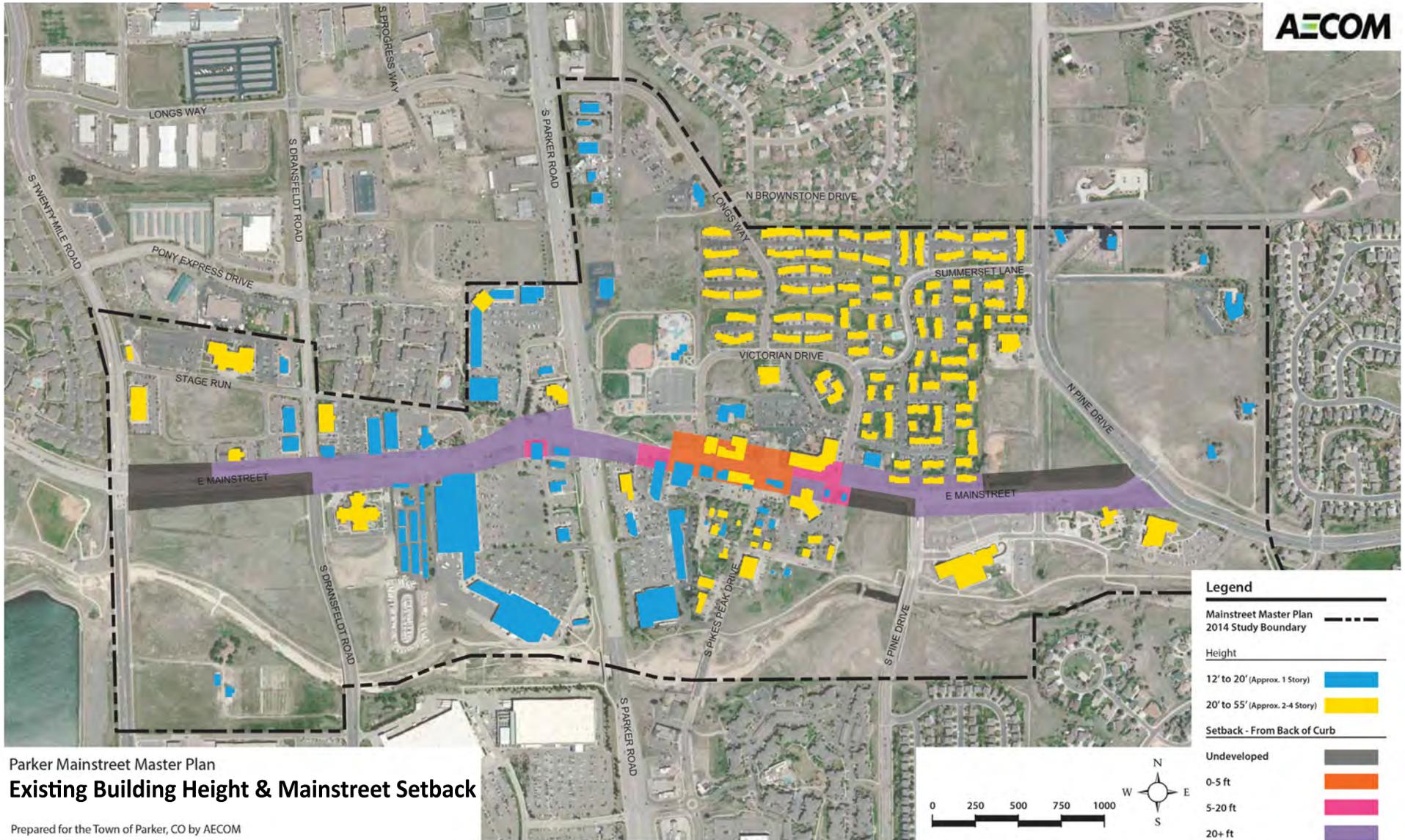
All signage in the area is private and located behind the public right-of-way; multi-tenant signs for shopping areas are examples of this type of signage. There is no directional/wayfinding signage to help orient and guide residents and visitors to destinations, landmarks, services or trails in this corridor.

Policy Guidance

Referring again to the urban form parameters set forth in the Town's Greater Downtown District: Standards and Guidelines for Development within the Twenty Mile Center, this portion of the Mainstreet corridor is intended to act as the gateway into Parker's Central Commercial character area. Mainstreet building setbacks within the Twenty Mile Center district are determined at site plan review and within the Town Center design district, the Mainstreet setback is zero feet. Both districts impose a 60' or four-story height limit and require ground floor materials to be predominantly storefront windows or masonry.

Public and Stakeholder Input

Few people had comments regarding the West End area, although some respondents did note that they would like to see the West End look and feel more like Old Town—it is too spread out, too auto-oriented, and they'd like to see it have the same pedestrian feel and 'look' of Old Town. They would also like more continuity between the two 'sides' of Mainstreet, east and west of Parker Road.



Parker Mainstreet Master Plan
Existing Building Height & Mainstreet Setback

Prepared for the Town of Parker, CO by AECOM

Figure 9 Existing Building Height & Mainstreet Setback (as of August 2014)

The study area includes a large number of one-story buildings. The majority of the study area has significant setbacks from the roadway, a condition not aligned with the pedestrian-oriented goals of the downtown area.

Old Town

Height, Form and Massing

Within Old Town, buildings display a different, generally smaller scale than that found west of Parker Road. Most buildings along this segment are two or three story with pitched roofs or articulated parapets, creating a higher level of pedestrian interest. The buildings are assembled in shorter groupings and almost without exception face the street. Buildings approach the back of sidewalk, with parking provided on-street and/or behind the buildings. All of these elements of urban form help create pedestrian friendly streets which are often the most active and memorable places in our community. People are naturally attracted to these visually and physically 'comfortable' and interesting places!

Old Town does include an older strip retail center, but the center is oriented 'sideways' to Mainstreet with minimal street frontage. The strip center also includes a bank and a drive-through restaurant, somewhat mitigating the visual impact of the center's large central parking lot from Mainstreet and Parker Road.

Architecture and Materials

The central portion of Old Town strives to create a historically-referenced western storefront architecture. This style is expressed in the newer Vines and the Parker Station multi-tenant buildings; smaller stand-alone structures such as the office spaces along Pikes Peak Drive and Pikes Peak Avenue provide



examples of more residential Victorian-style buildings with porches set back from the street. Materials tend toward brick, masonry and clapboard siding.

Some parts of the eastern portion of Old Town give indication of an emerging contemporary aesthetic. The tone of this area is set by the PACE center which utilizes intersecting planes and more modern materials, such as blonde and black brick and Corten steel (rusted metal). The new Parker library will have a contemporary design, form and massing as well. The area's other predominant building, Town Hall, uses a similar modern form of western architecture and materials. The existing 1980's townhomes fronting Mainstreet in this section, however, reflect a residential Victorian-style aesthetics.

Streetscape, Furnishings and Amenities

The Town undertook a recent streetscape revitalization effort through Old Town; these enhancements include wide colored concrete sidewalks and crosswalks, wrap-around curb ramps with integrated iron detectable warning domes and grated street trees in select locations. The Town's distinctive 5-globe lamps are located in the roadway's planted medians and mounted on stone pedestals occupying the four corners of the Mainstreet/Pikes Peak intersection. Black Victorian-style pedestrian lights line the street along Mainstreet from Parker Road to Victorian Drive east and in front of the PACE Center. Pedestrian lighting is not located in front of vacant parcels, Old Town Hall and the townhomes along Mainstreet and are also not located along streets other than Mainstreet in Old Town. Parker Station's widened sidewalk and outdoor dining areas illustrate well planned urban design, form and the pedestrian-oriented amenities desired by many stakeholders.

Signage and Wayfinding

Old Town has introduced a few wayfinding monuments at select intersections. These signs point visitors to major attractions, such as PACE Center, Town Hall, Mainstreet Center, O'Brien Park and the Sulphur Gulch



Trail. These monuments also include 'district' markers and are constructed of brick with a stone veneer base.

Policy Guidance

Referencing standards contained in the Town's Greater Downtown District zoning policy, the Historic Center design district promotes historically-referenced storefront architecture oriented toward Mainstreet and requires a 0-foot build-to line with wide sidewalks that include pedestrian amenities. Heights are limited to 60-feet or four stories and architectural materials must be siding or masonry.

The Pikes Peak Center design district encourages a Victorian architectural style, and requires buildings to orient toward Pikes Peak Drive or Pikes Peak Avenue. Heights are limited to 45-feet and setback is directed to create a street edge consistent with adjacent and existing development with an attached sidewalk and amenity/landscaped area.

Public and Stakeholder Input

Public comment indicated an overall appreciation for the style and scale of Old Town. People also requested more trees and more places to sit and additional lighting on Pikes Peak Drive to draw visitors off Mainstreet and down Pikes Peak Drive. Few people had any comments regarding signage, although bike signage (directional and to alert motorists) as well as better signs to parking were mentioned.

Circulation

Vehicular Hierarchy

Roadways are generally classified according to their function, access and volume; the study area includes—from highest (heaviest traffic) to lowest (least traffic) — highways, arterials, collectors, local roads and Old Town streets (see Figure 10). Along with describing the roadway hierarchy, the following discussion also describes the Level of Service (LOS) for roadway segments in the Plan study area. LOS is a way to measure and analyze the quality of traffic flow and uses the letters A through F with A being the best and F being the worst.

At the ‘top’ of the hierarchy, the study area is bisected by State Highway 83, more commonly referred to as Parker Road. Parker Road currently functions at a Level of Service (LOS) D north of Mainstreet and LOS E south of Mainstreet. These two capacity descriptors are characterized in the 2014 Transportation Master Plan (TMP) as ‘speeds begin to decline with increased density’ (LOS D) and ‘roadway at capacity’ (LOS E). With no mitigating measures or enhancements, Parker Road is expected to operate at LOS F—over capacity and with significant delays—by 2035.

Next down in the hierarchy are arterials, including Twenty Mile Road, Mainstreet (between Dransfeldt Road and Twenty Mile Road) and Pine Drive. The section of Mainstreet between Twenty Mile Road and Dransfeldt, currently classified as an arterial, is recommended to be changed to an Old Town Street, which addresses an acknowledgment in the TMP that the final classification of this section of road would be determined as a part of this Mainstreet Master Plan process. According to 2012 volumes, Twenty Mile Road is operating at or near free flow (LOS C) north

of Mainstreet and at decreased speed (LOS D) south of Mainstreet. Pine Drive is operating at decreased speed (LOS D) along the entire study area portions. Collectors include Dransfeldt Road., Longs Way and Pine Drive south of Mainstreet. Only Dransfeldt is evaluated in the Parker TMP and is at LOS C. A small portion immediately south of Mainstreet is anticipated to change to LOS D with no upgrades.

Mainstreet, an Old Town Street from Dransfeldt Road to Pine Drive, is operating at decreased speed (LOS D) along the entire study area portion. The Old Town portion of Mainstreet is projected to change to LOS E by 2035. All other roadways within the study area are classified as Old Town streets and local streets that are expected to carry only local, low-speed, low-volume traffic.

Traffic Control

West of Parker Road, all named roadway intersections are signalized, with the exception of Crossroads Drive. East of Parker Road, named roadway intersections are also signalized, with the exception of both Victorian Drive intersections; both of these intersections have stop conditions for Victorian Drive.

Mainstreet Bypass

Twenty Mile Road to Hilltop Road, Pine Drive north of Mainstreet to Lincoln Avenue, and Longs Way and Pine Drive south of Mainstreet to Hilltop Road offer alternate routes to bypass the Mainstreet corridor, depending on the traveler’s origin or destination. The Twenty Mile Road/Parker Road and Mainstreet/Pine Drive intersections are signalized, while the Longs/Parker Road is currently controlled by a 2-way stop on Longs Way. A signal is proposed to be installed in the future.

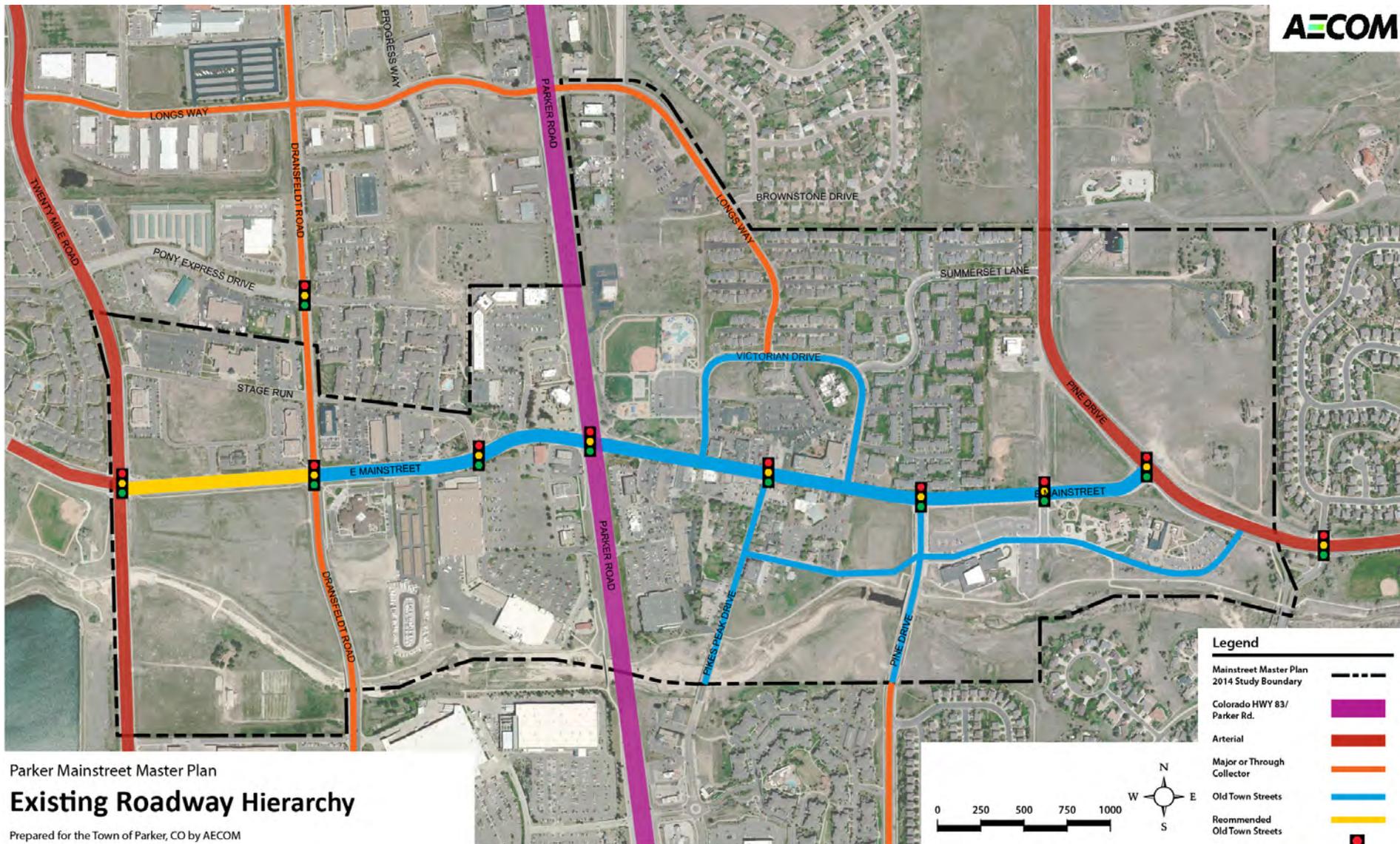
Policy Guidance

A number of adopted Town documents promote the creation of new vehicular roadways that would create a grid-like network throughout the downtown area and beyond, with a particular emphasis on east-west alternatives to Mainstreet. Specific roadway connections were identified in the *Greater Downtown District Circulation Network Visionary Plan (2003)*, the *Parker 2035 Master Plan (2012)* and the *TMP (2014)*. Future connectivity within the study area includes an east-west connection south of Mainstreet and roughly through the big box retail and strip malls east of Parker Road. These policies also emphasize the need to work with the Colorado Department of Transportation (CDOT) to mitigate the negative impacts and leverage the benefits of SH 83 (Parker Road) on the local community.

The Town’s most recent policy document, the *TMP (2014)* provides detailed guidance on roadway design, as well as current data regarding traffic volumes and design.

Public and Stakeholder Input

An overwhelming number of stakeholder comments—on any topic—referenced Mainstreet congestion. Many respondents indicated that they avoided the downtown area due to the difficulty of getting through the area. A few noted that the ‘Mainstreet Bypass’ seemed to work well enough, but the idea or use of alternate routes did not appear to be widespread. Many also voiced concern about cars traveling too fast in the downtown area especially as pedestrians cross Mainstreet mid block and not at crosswalks.



Parker Mainstreet Master Plan
Existing Roadway Hierarchy

Prepared for the Town of Parker, CO by AECOM

Figure 10 Existing Roadway Hierarchy

A lack of east-west through routes means that Mainstreet must serve both local, downtown destined traffic as well as regional pass-through traffic.

Pedestrian

Virtually all the public roadways within the study area have sidewalks, with only a few gaps in the system. Of the segments missing sidewalks, the east side of Parker Road is the most notable and lacks sidewalk throughout the entire length of the study area. An approximately 800-foot segment of Pikes Peak Ave. in front of Town Hall is also sidewalk deficient on both sides; the Sulphur Gulch Trail does provide a certain degree of connectivity in this area, but does not provide sidewalk between the Pine Drive/Mainstreet intersection and Town Hall.

Sidewalks vary in width and cross-section with attached walks directly abutting the curb being prevalent throughout the study area. Detached sidewalks with planted or rock-filled amenity zones do occur in some of the residential areas. Street trees in grates do occur intermittently throughout Old Town, in front of the PACE Center, and generally from the Victorian Drive eastern intersection to the Victorian Drive western intersection.

Most sidewalks have what appear to be fairly recently-upgraded curb ramps. West of Parker Road, most ramps are non-directional (oriented diagonally into the intersection, rather than in-line and parallel to the direction of travel) and colored to contrast with adjacent pavement; these ramps do not have detectable warning panels at street edge. Crosswalks are typically painted 'zebra' stripes, and do not include auto stop lines in front of them - a later recommendation to increase pedestrian comfort.

East of Parker Road on Mainstreet, ramps are wrap-style (still non-directional, but wrapping around the entire curve instead of a single central point) and colored to contrast. These ramps feature iron detectable warning strips at street edge. Crosswalks are colored, scored concrete. Both Victorian Drive and Mainstreet intersections are raised. Blocks with on-street parking also feature pedestrian bump-outs at intersections, to shorten crossing distance.

All signalized intersections along Mainstreet are equipped with pedestrian-call buttons to request a 'walk' phase. Pedestrian crossing signals do not default to a walk phase unless requested by the user.

The area's most challenging pedestrian condition is the intersection of Parker Road and Mainstreet, followed by the east and west intersections of Mainstreet and Victorian Drive. Pedestrians crossing Parker Road at Mainstreet must cross 8 lanes of traffic and approximately 135' of arterial roadway, a daunting proposition. The northeast corner of this intersection also uses a 'pork chop' or 'free right' turn configuration, which allows turning vehicles to continue without stopping even though 'yield' signage does exist at this location. Two grade-separated alternatives to this crossing are available but unsigned; the Kieffer's Crossing underpass is located approximately 375' north of the intersection and the Sulphur Gulch Trail underpass is approximately a quarter-mile south of the intersection. However, there is no sidewalk connection on the east side of Parker Road from Mainstreet to the Sulphur Gulch Trail.

Policy Guidance

The Transportation Master Plan (2014) provides a variety of goals and strategies regarding pedestrian and bicycle circulation and highlights the need to consider Complete Streets principles in all future infrastructure upgrades, supported by transportation policies in the Parker 2035 Master Plan. The TMP articulates that sidewalk design should use context sensitive solutions in order to be responsive to adjoining land uses and recommends the introduction of mid-block pedestrian crossings where appropriate. The Plan specifically recommends detached shared-use bike/pedestrian paths along Parker Road, as well as on-street bike facilities on all collector and arterial roadways. The Plan does recognize the special context and constraints of Mainstreet and recommends 'unique bike treatments' to balance character and mobility in this area. Also, Chapter 10 of the Parker 2035 Master Plan supports a 'pedestrian transit' bridge across Parker Road just north of the O'Brien Park baseball field.

Public and Stakeholder Input

Public input identified a handful of pedestrian 'hotspots' which were perceived to be unsafe: crossing Parker Road and the west intersection of Victorian Drive/Mainstreet. When asked, most people were unaware of the Kieffer's Crossing and Sulphur Gulch Trail underpasses as an alternative to crossing Parker Road at grade. There was some concern regarding ADA access, particularly with Old Town sandwich boards which could make it difficult to navigate the area in a wheelchair. There is also interest in improvements to Pilgrims Place, the alley directly behind the Chamber of Commerce building on the south side of Mainstreet, and the potential to create a unique, multi-use public space and street environment.



Old Town (top) offers comfortable pedestrian crossings; Parker Road (middle) is a difficult 8-lane divider between Old Town and the West End; the West End (bottom) is a challenging pedestrian environment due to roadway scale and lack of enclosure from adjacent buildings.

Bicycle Facilities

Pine Drive south of Mainstreet features the only on-street bike lane within the study area. The approximately half-mile striped lane is continuous from Rodeo Circle to Mainstreet and offers north-south connectivity between the Sulphur Gulch Trail and Mainstreet. The Sulphur Gulch Trail is an off-street, multi-use facility paralleling Mainstreet that travels through an open space corridor and is offset a tenth to a quarter-mile from Mainstreet. The Sulphur Gulch Trail also connects users with other off-street trail links including the Cherry Creek Regional Trail.

Bike Parking

Bicycle racks are located sporadically with no centralized public bicycle corral in the study area. Racks are located at public facilities including the O'Brien Park intersection of Mainstreet and Victorian Way, at H2O'Brien Pool, Mainstreet Center, Town Hall and at the PACE Center. Also, bike racks can be found at other commercial destinations.

The map on the following page shows existing bicycle facilities and missing sidewalk links within the Plan area.

Policy Guidance

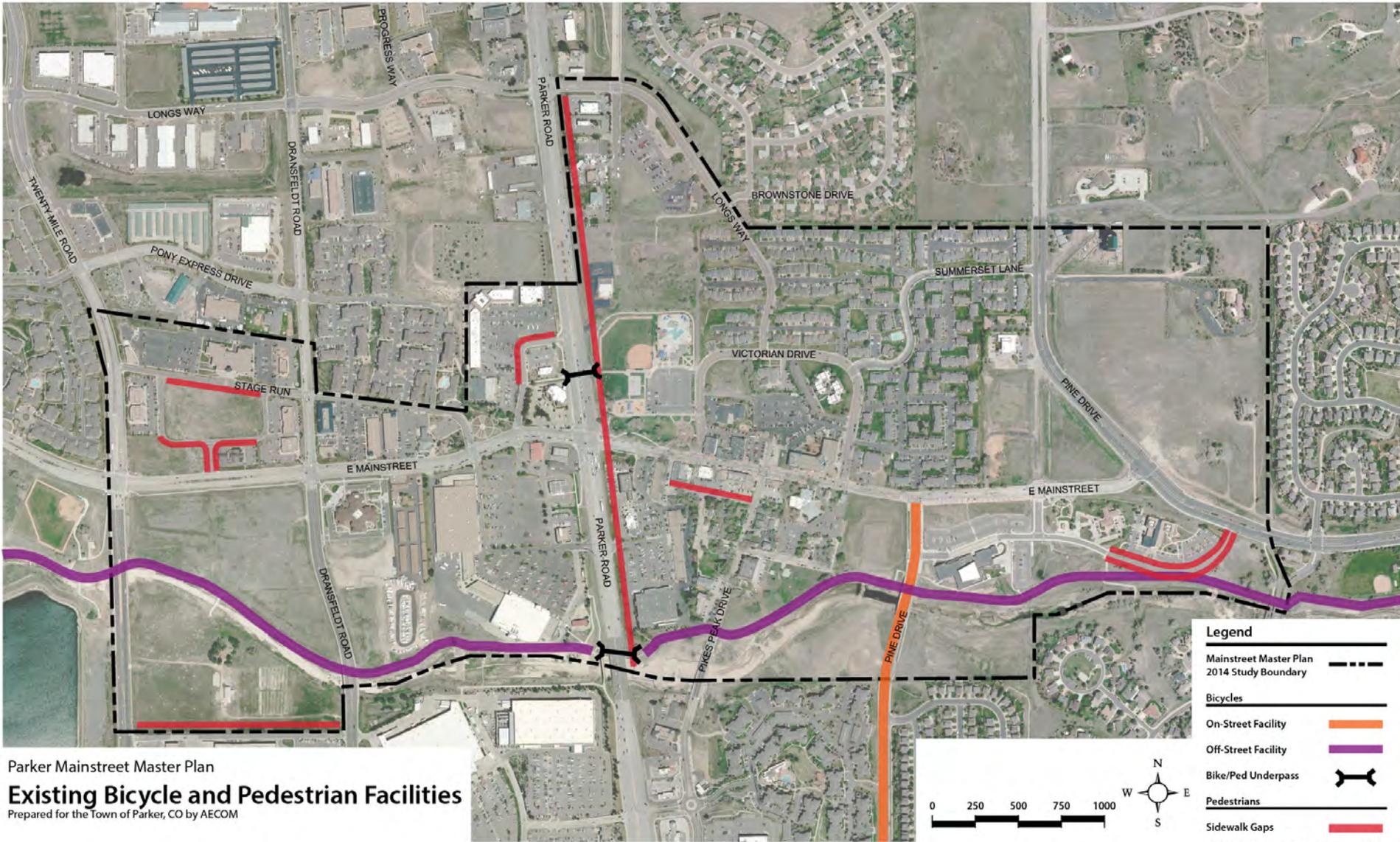
As noted in the preceding 'Pedestrian' section, the Transportation Master Plan specifically recommends inclusion of on-street bike lanes on all collector and arterial roadways with acknowledgment that Mainstreet will require special contextual treatment for bicycles. The Plan recommends detached shared-use bike/pedestrian paths along Parker Road.

The Bike Lane Plan (2005) establishes the Town's desires for community-wide bike facilities and includes proposed sections for the inclusion of on-street bike lanes; these sections and recommendations were updated by more current best practices described in the 2014 Transportation Master Plan.

Public and Stakeholder Input

Many stakeholders expressed an interest in biking to downtown but cited a lack of bicycle facilities and resulting safety concerns as the main reason they did not do so. When asked what type of facilities they would like to see, there was a definite preference for off-road facilities. Safety and family-friendliness were the most common reasons cited for this preference. Many people felt that parallel facilities rather than bike facilities on already congested Mainstreet were acceptable. There was also interest in centralized bike parking, so that people could arrive by bike, park and then walk the Mainstreet corridor.





Parker Mainstreet Master Plan
Existing Bicycle and Pedestrian Facilities
 Prepared for the Town of Parker, CO by AECOM

Figure 11 Existing Bicycle & Pedestrian Facilities

The Sulphur Gulch trail parallels Mainstreet and provides connectivity to regional trails.

Transit

Bus

The study area is currently served by three Regional Transportation District (RTD) bus routes:

- **Route 410**, a 'feeder' route connecting the downtown area with the Lincoln Station light rail stop
- **Route P**, an express route providing service along E-470 and I-25 terminating at Civic Center Station in downtown Denver
- **Route 153** with service along Chambers Road through Aurora to Montbello

The 410 and the P originate at the Pinery Park-n-Ride and serves the Stonegate Park-n-Ride and the Parker Park-n-Ride located on Longs Way, just east of Parker Road and immediately north of the Parker Senior Center. The 153 originates at the Parker Park-n-Ride. Route 410 provides service at approximately 30-minute intervals during morning and evening peak hours, weekdays only. Route P is also limited to weekday rush-hour service, with approximately 20 minute intervals. Route 153 provides hourly service during AM and PM peak periods with an approximately 1 hour and 20 minute ride time to the Montbello Park-n-Ride; There is no bus service in Parker on the weekends.

The P currently accesses the Parker Park-n-Ride via Mainstreet and Longs Way; a signal may be installed in the future at Longs Way and would provide opportunity for this route to avoid Mainstreet. The Parker Park-n-Ride offers 173 spaces, 2 bike racks and 6 bike lockers; there is no fee for parking.

The Town continually works with RTD to improve bus transit service for its citizens. At the time of this writing, RTD is considering enhanced service in Parker, that if approved by RTD's Board, would go into effect in 2016.

Light Rail

Light Rail (LRT) routes E and F serve the Lincoln Station, located in Lone Tree, from approximately 4:30 am to 2 am, at 6-9 minute intervals during peak hours and 10-15 minute interval off-peak. Both lines serve the I-25 corridor and downtown Denver, with termini at Union Station and the Central Business District; total travel time to either downtown terminus is approximately 40 minutes. When the I-225 LRT extension comes online (scheduled for 2016) patrons will be able to transfer trains and travel northeast along the I-225 corridor to Aurora and connect with the East Line commuter rail (also scheduled to open in 2016) to Denver International Airport. Travel times for this segment are not available at this time. Patrons will also be able to connect to the East Line at Union Station in downtown Denver. Lincoln Station offers 1734 parking spaces and charges a \$2 daily parking fee for non RTD residents.

Parker Park-n-Ride

The Parker Park-n-Ride has 173 parking spaces and serves all bus routes within Parker. The Park-n-Ride is integral to Parker's transit infrastructure and provides a centralized multimodal hub for the Parker area. This site has the potential to redevelop as a transit oriented development (TOD), further intensifying uses in the downtown area.

Call n Ride

The study area is also served by RTD's Call-n-Ride. This shuttle bus service must be booked in advance (a minimum of 2 hours and up to 2 weeks prior) and is subject to the same fares as regular bus service. The curb-to-curb service is open to all users regardless of ability and is frequently used by patrons with mobility limitations who cannot transport themselves to a regular stop or station.

Future BRT

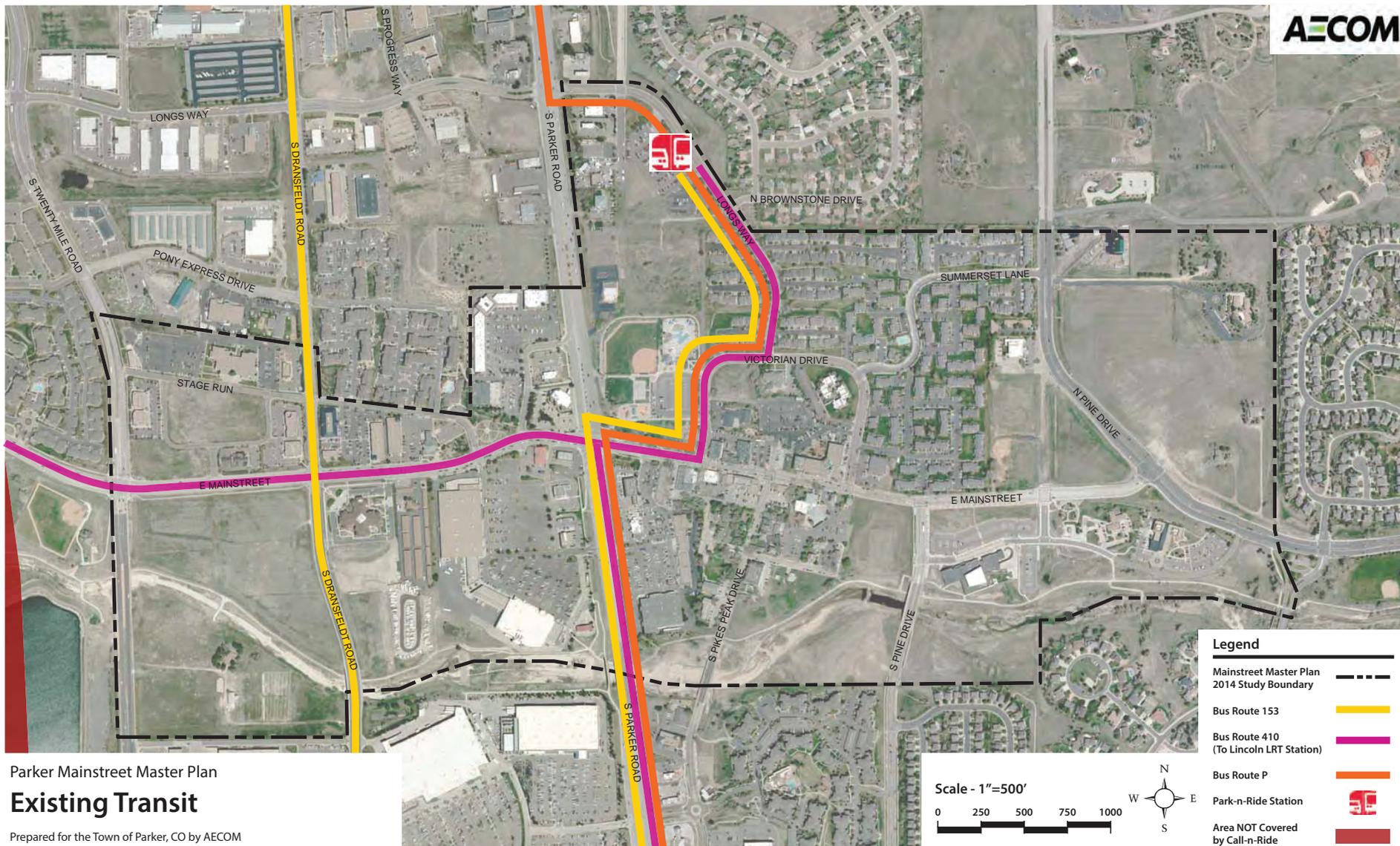
In cooperation with RTD, the Town also studied the feasibility of an LRT extension or bus rapid transit (BRT) to connect Parker with the proposed extension of the Southeast LRT to the new RidgeGate Parkway Interchange at I-25. Completed in 2005, the study recommended BRT running in a dedicated lane on Mainstreet beginning at Parker Rd and heading west as the preferred alternative. No timeframe or funding for implementation was identified.

Policy Guidance

The Transportation Master Plan (2014) recommends that the Town work with RTD to expand service hours and frequency of both regular bus service and Call-n-Ride services. This document also recommends route modifications to provide service to the 9-Mile LRT station. The Parker 2035 Master Plan echoes the desire for expanded transit service and a continued interest in the future BRT line.

Public and Stakeholder Input

Stakeholders exhibited a strong desire for transportation alternatives. Most-cited issues with current bus service were a lack of mid-day/evening and weekend hours. People were also dissatisfied with current commuter service, which provides valuable connection to light rail but does not provide connectivity within Parker itself. A number of people inquired as to whether a local trolley/shuttle type service—similar to Denver's 16th Street Mall Shuttle—could be possible for Parker's core Mainstreet area.



Parker Mainstreet Master Plan

Existing Transit

Prepared for the Town of Parker, CO by AECOM

Figure 12 Existing Transit

The study area is served by three RTD bus routes, as well as Call-n-Ride service; bus service is commuter-focused and does not offer weekend service.

Parking

Daily Parking

On-Street Parking

The Mainstreet corridor offers on-street parking throughout most of Old Town; the approximately 94 spaces are free and have no time limits. Local merchants have observed that this lack of restrictions has led to a lack of turnover with employees and second-floor business workers occupying spaces for the bulk of business hours versus customer parking. On-street parking is also available on major intersecting roadways in Old Town including Victorian (50 spaces), Pikes Peak Drive and Avenue (100 spaces) and Pine Drive south of Mainstreet (20 spaces). On-street parking is not permitted on Mainstreet or Pikes Peak Drive during snow events.

On-street parking is not provided in the West End or its intersecting roadways west of Parker Road. The Old Town area has large supply over 1050 public parking spaces that are free of charge and have no time limits.

Off-Street Parking

There are approximately 763 public spaces scattered throughout Old Town, in lots ranging from 18 to 182 spaces in size. The largest parking reservoirs are at O'Brien Park (169 spaces), the Main Street Center (119 spaces), the PACE Center (257 spaces) and Town Hall (135 spaces). Smaller lots exist off Pilgrim's way adjacent to St. Matthew's Church and near old Town Hall. Not included in this count are the 173 spaces at the RTD Park-n-Ride which are often treated as public parking during events.

There are also two large private, off-street parking areas in Old Town. The approximately 265-space lot behind the Parker Station is building is privately owned and operated as paid parking. The second large private parking area is located internal to the strip mall behind Baskin Robbins and has approximately 230 spaces. Smaller amounts of private parking, also often treated as 'public' but technically reserved for tenants of the adjacent offices and businesses, are located behind and to the east of the Sagecare building and behind the Chamber of Commerce on the north side of Pilgrims Place.

All parking in the West End is private parking.

Event Parking

Parker has a wide variety of community events and festivals held at both indoor and outdoor venues throughout the year. While indoor events tend to be associated with some sort of facility-related parking, it is the larger outdoor events that challenge the Town's roadway and parking capacity.

The largest event by far is Parker Days which is held over three consecutive days in June drawing over 145,000 attendees in 2014. The Town does not and cannot hope to have the capacity to park this many people in public facilities. This type of event has a significant impact and is highly dependent on private parking lots.

Smaller events also challenge the Town's parking supply. During all of these events residents and visitors compete for the Town's limited parking supply adding to the vehicular congestion as they circle for spaces.

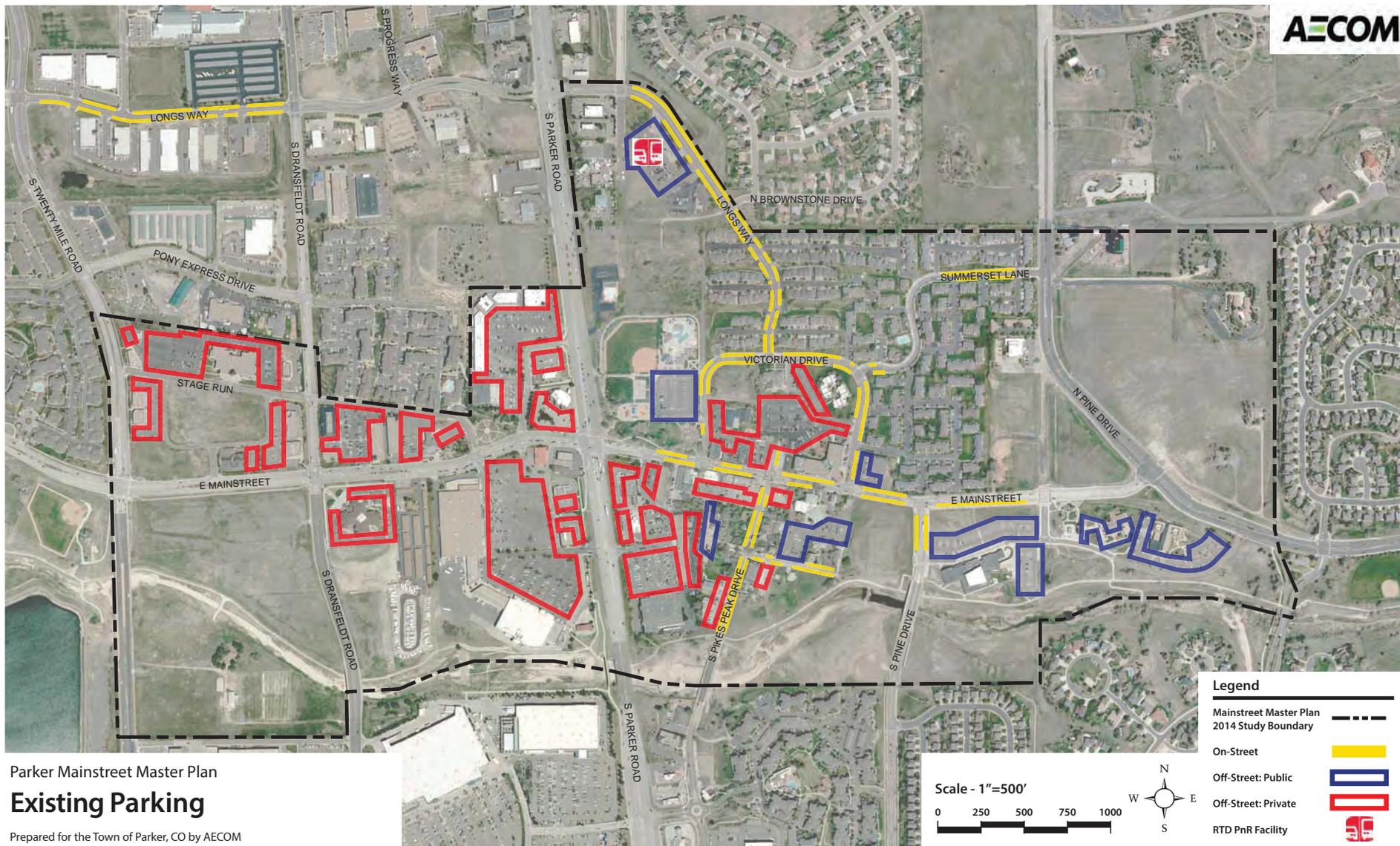
Policy Guidance

The *Transportation Master Plan (2014)* recommends a full professional parking study for Old Town to evaluate current and future needs; the plan also notes a need to maximize on-street and public parking in Old Town. This document also recommends review and updating of the *Land Development Ordinance's* parking standards and notes that areas within the Pikes Peak Center and Historic Center Districts are currently exempt from minimum off-street parking requirements in the Land Development Ordinance. Shared parking is permitted under existing policy.

Public and Stakeholder Input

Parking placed as one of the top concerns of residents and visitors alike. While most people were open to parking being a 'block or two' back from Mainstreet, there was concern that families with young children and seniors not have to walk too far. Overall, the prime complaint was that there simply wasn't enough parking during events. There were also suggestions of better signage indicating the location of parking. Some respondents wondered if a public parking garage would be possible and one individual suggested that the area north of O'Brien park be used as overflow parking.





Parker Mainstreet Master Plan

Existing Parking

Prepared for the Town of Parker, CO by AECOM

Figure 13 Existing Parking

The study area offers approximately 260 on-street and 763 off-street public parking spaces. There is also a significant amount of private, off-street parking associated with specific businesses and properties.

General Parker Market Overview and Industry Trends

The Town of Parker is located in northern Douglas County approximately 20 miles southeast of downtown Denver. Parker is 21.2 square miles with a current population of approximately 49,000 within the incorporated Town boundaries and a service/trade area population of 126,000. The Town is located five miles east of I-25 and is bisected by State Highway 83 (Parker Road). Businesses and citizens enjoy Parker's natural beauty and view of the Rocky Mountains, as well as exceptional amenities such as an extensive trail system and open space, excellent recreational amenities, superior schools, diverse retail, an efficient transportation system, generous housing and availability of commercial real estate stock. The Mainstreet Master Plan study area – also referred to as the 'downtown' area – is centrally located within the Town and includes both sides of Parker Road from Twenty Mile Road on the west to Pine Drive by Town Hall on the east.

The Parker market is full of excellent opportunities for investors, developers, businesses and educators. The Town boasts a highly educated and talented workforce and a very desirable high quality of life. The median household income is \$104,877 and the median age is 34 years. On the ground, Parker is a well-planned, progressive community that balances a hometown feel with the conveniences and amenities of a larger city. Economic development is a priority for the Town and there are various initiatives and incentives to support business recruitment and retention including urban renewal. The Study Area

(Plan Area) is located within the Parker Central Area Reinvestment Plan area which provides businesses, developers and property owners with access to urban renewal tools to support redevelopment. The Town also desires to increase the daytime economy and primary employment, both within the Study Area and throughout Town and should continue to seek additional programs and incentives to further this goal.

Study Area Existing Conditions

The Study Area consists of approximately 380 acres, 0.6 square miles, located along Mainstreet on the east and west sides of Parker Road. Currently, the Study Area is occupied by a mix of retail, restaurant, office, residential and public uses. The area has generally seen low business turnover and low commercial vacancy rates reflecting the popularity of the corridor and a stable business environment. However, this stable business environment has not translated into new construction of commercial and office spaces and business growth which is needed to ensure the critical mass necessary to be more economically sustainable.

Physical and locational attributes are an important determinant in gauging a site's market readiness. Several prime infill sites and redevelopment opportunities in the downtown area offer the critical characteristics of location, access, visibility, trade area demographics, psychographics and a competitive edge as market ready sites. Psychographics is the grouping of people according to their attitudes and preferences that is typically used for market research. Table 1 provides an evaluation of key site attributes, both in their current and expected future condition, for the Study Area. Additional data and maps can be found in Appendix B: Market Analysis that summarizes the existing conditions that will affect new development/redevelopment.

Site Analysis Indicator	Current	Future
Access	Excellent	Excellent
Visibility	Excellent	Excellent
Transportation Network	Good	Good
Surrounding Land Uses	Fair	Good
Scenic and Topographic Attributes	Good	Good
Community Perception	Good	Good

Table 1 Mainstreet Study Area Site Analysis
Source: Ricker/Cunningham

Land and Improvement Values

The Study Area is roughly 380 acres, 0.6 square miles and 734 parcels.

- According to Douglas County Assessor data, 537, or 74% of the parcels (17% of the land area) are residential, 68, or 9% of the parcels (30% of the land area) are commercial, and 19 or 2% of the parcels (7% of the land area) are vacant or agricultural in use. The remaining parcels are exempt or utilities.
- Total residential land values exceed \$8.3 million, while total commercial land values exceed \$32.6 million.
- Total residential improved values exceed \$53.4 million, while total commercial improved values exceed \$74.8 million.
- Average land value - \$133,300 per acre, which amounts to \$3.06 per square foot
- Average improved value - approximately \$90 per square foot.

Ownership

In any revitalization area, strong presence of local property ownership and consolidated larger ownerships are desirable. Local ownership allows for more attention to investment rather than being managed as a large portfolio. Consolidated larger ownership simplifies the redevelopment process.

- Local ownership (Parker residents) comprises 82% of Study Area parcels, 72% of land area, and 54% of assessed value.
- Only 5% of properties are owned by out-of-state interests, representing 10% of the Area's total land area.
- The Town is the largest property owner in the Study Area with 25% of the land area, not including right of way.
- The next four largest property owners in the Study Area own approximately 60 acres or 16% of the Study Area, not including right of way.

Site utilization, which measures economic utilization of property, is perhaps the most effective measure of an area's "ripeness" for redevelopment. When the value of improvements relative to land value is disproportionate, this is an indication that sites can support new investment and/or redevelopment. A utilization ratio of improvement to land value of less than 1.0 is an indicator of underutilization and potential economic stagnation. The Study Area shows a relatively high level of vacant or underutilized property which indicates the area could support new investment and redevelopment activities. The existing developed properties also show a wide range of utilization meaning that not all of the parcels in the Study Area would support new investment or redevelopment and therefore the Town will need to focus efforts on the parcels with the greatest opportunity.

In addition to the conditions described above, urban form or 'placemaking' elements such as plazas, trails and public spaces have a profound impact on the marketability of the Study Area. Old Town has some of these placemaking elements, while West End does not. Not surprisingly, this difference is reflected in the level of economic activity or commercial intensity in these areas.

Commercial and Office

Within the Mainstreet Master Plan area, there is approximately 747,000 square feet of variable commercial and office space which equates to approximately 15% of the commercial and office space in the Town located on 3% of the overall land area. The Study Area includes 363, or 19% of the 1885 licensed businesses in Town. The Study Area has consistently generated 5.5 – 6% of the Town's sales tax revenue over the last 5 years. Overall the sales tax generation is low compared to the percentage of commercial and office space that is within the Study Area.

At the time of adoption of this Plan, there are no new commercial or office projects under construction or in the development review process within the Study Area. Outside of the Study Area there are retail and quick service restaurant projects in different stages of development. At the time of this Plan, there are no office projects under construction or in the development review process outside of the Study Area. There are several available infill and redevelopment opportunities within the Study Area to fulfill the market demands and fulfill the goals of this Plan.

Residential

Housing prospects for almost all residential property types have shown strong improvement in the last two years. The current trend in residential real estate is driven by the relationship of supply to demand. Low supply and high buyer demand has resulted in rising home values in the last two years and increased new home construction in the Town. The population group known as Gen Yers also referred to as Millennials (born 1981-2000), are considered to be the least

likely among all age cohorts to buy their own homes and make up a large percentage of renters. Trends among Baby Boomers (born 1946 to 1964) include selling their larger homes and seeking to either rent or buy smaller units within walking distance of downtown areas or other commercial concentrations, or relocate into developments for active seniors.

After the recent great recession, Parker saw a decrease in the vacancy rate and an increase in average rents in the housing rental market. According to the Denver Metro Apartment Vacancy and Rent Survey put out by the Apartment Association of Metro Denver, for the 3rd quarter of 2014, apartments reported a vacancy rate of only 3.8% for northern Douglas County, including Parker, and an average rent of \$1390.81. Overall the vacancy rate in northern Douglas County is about the same as the metro area average of 3.9% and rents are approximately 18% higher than the metro area average of \$1145.49. The higher rents and the attraction of revitalized downtown areas continue to keep apartment development as an emerging trend in 2015. The strong apartment market is transforming downtowns throughout the country and metro Denver, including Parker's downtown. Adding more housing, retail, dining, entertainment and offices in the downtown core spurs investment, development and raises the quality of life for the community.

The improving apartment market is reflected in a significant increase in apartment construction in the Study Area and the Town. At the time of this Plan, two new apartment projects are currently under construction within the Mainstreet Master Plan area – Watermark with 306 units and Parker Flats with 146 units – and another 270 units are currently in the development review process. The Morningstar Senior Living expansion, also under construction in the downtown, includes an additional 126 senior assisted/independent living housing units to the area. On the north side of Town, near the E-470 corridor, there are another 285 apartment units are currently under construction and a 400 unit complex is currently in the development review process. Parker

currently has 2,451 existing multi-family units in five different apartment developments. Condominium construction in Parker has been stalled for the past several years, along with the rest of the state, due to a state construction defects law. However, as an ownership option, they are a critical component to any downtown housing stock, including Parker.

Summary

Mid- to long-term trends which will continue to impact demand for non-residential real estate both in the Study area and regionally include:

- Pressure from the Gen Xers (born 1965 to 1981) and Millennials for smaller energy efficient work spaces (forecasted to drop from 180 square feet per employee today to 100 square feet per employee in the foreseeable future);
- Flexible work schedules which allow employees to divide their time between home and work;
- Space sharing;
- On-line retail purchases that result in less need for in-store inventories (and therefore smaller commercial spaces); and
- Larger warehouse and distribution centers to serve the on-line retail industry.

Mid- to long-term trends which will continue to impact demand for residential real estate both in the Study Area and regionally include:

- A continuing increase in the Denver metro area population due to both in migration because of the strong economy and continued household formation (traditional, non-traditional);
- Greater emphasis on quality over quantity in home

space, lot sizes and neighborhood amenities;

- Demand for affordable housing and live/work spaces and;
- The desire for greater “connectedness” including access to gathering places, both public and commercial.

Overall, the combination of the market and the number of underutilized parcels in the Study Area creates a significant opportunity for residential and commercial development within the Study Area. The retail, restaurants and personal services market is less strong, but still growing. The downtown format lends itself to local and distinct retailers and restaurants that reinforce and benefit from the unique walkable character of downtown. Though there is a low vacancy rate in the area, office uses are more challenging in the Study Area and the current market demand in Parker and the Study Area for office is not growing as quickly. In order to maintain a daytime economy and ensure a sustainable economy in the Study Area, it is important that locations for office uses be preserved. Further economic analysis should be completed to inform programs, incentive and investments that will further the desired outcomes of this Plan.