

3 Land Use Recommendations

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Land Use Overview

Land use is the critical foundation that serves as the building blocks of any district. Encouraging a mix of land uses in the Mainstreet Master Plan study area plays a significant role in achieving a balance and variety of residential, commercial, recreational and entertainment opportunities - critical components of any vibrant community. This downtown type mix also fosters an interrelated and interconnected area that is easily walkable, convenient and attractive creating a strong sense of place. Cities and towns are multi-faceted, living creatures and many additional layers of urban design, architectural style, events and programming will contribute to the ultimate character and sense of place, but land use is where it all begins. For this reason, land use decisions require careful planning and thoughtful consideration with an eye to long-term, even 50-year impact. Uses that do not contribute to the Town's vision will detract from it, and those decisions can endure even beyond the lifespan of a single building.

The plan area is challenged by three primary land-use related issues:

- **Appropriate Use:** An absence of active pedestrian-oriented commercial, ground-floor uses--potentially described as 'the wrong use in the right place';
- **Gaps:** A large number of physical gaps between existing buildings which disrupts the pedestrian experience — 'no use in any place'; and
- **Intensity:** A lack of development intensity - 'not enough people and jobs'

Appropriate Use

In the case of Mainstreet, appropriate use is as much a question of the floor on which a business is located as it is the actual nature of the business. In order to determine what constitutes 'the right use in the right place', it is important to understand the Town's downtown vision, as articulated in the Parker 2035 Master Plan, of a pedestrian-focused, walkable downtown. Restaurants, boutique retail and art galleries are typical examples of active pedestrian-oriented commercial first floor uses where people come and go, window-shop and observe and participate.

Borderline uses that may or may not be appropriate on the first floor include studio-type spaces (such as artist, dance or yoga studios), banking, and certain personal services. In these cases, the key determinants are the amount of frontage occupied and whether passersby can observe interior activities, hence the importance of avoiding a lengthy 'dead zone' of uninteresting, non-participatory street frontages. These uses should be pedestrian-oriented walk-up spaces that are incorporated in a larger mixed-use structure, rather than a stand-alone building. Studio spaces may have a small exterior-facing boutique within their reception or check-in area, while the active studios (visible or screened) occupy the rear of the space.

Uses that should not occupy street-level space along Mainstreet include office, professional services and residential. These uses are part of an active pedestrian downtown, but should occupy upper floors. Stairwell entries onto the main street are acceptable and can provide an opportunity for small interest displays, such as an 'available properties' board in the case of a real estate office. Although residential is a critical part of a vibrant downtown, it should also be directed to upper floors or

should face roadways that are residential in character. Ground-level residential on active pedestrian streets poses significant privacy issues for residents, who will typically keep curtains or shades drawn around the clock, creating another 'dead zone' of street frontage.

Filling In Gaps

Equally important as attracting active ground-floor uses is building an unbroken length of those uses. Mainstreet within both Old Town and the West End should offer a consistent line of buildings that leads the pedestrian along the street from business to restaurant to gallery. Street-adjacent surface parking and undeveloped properties disrupt the rhythm of the street and instead lead the pedestrian to wonder if there are additional shops and attractions further down the street or around the corner or if he or she has reached the end of 'downtown'.

Increasing Intensity

The third piece of creating an active downtown and a natural corollary of the preceding two steps is creating critical mass. Promoting multi-story development and vertical mixed use within that development is critical for creating a sustainable downtown that includes jobs and residents. This two-pronged target—employment and residential—will increase downtown vibrancy from a numbers and an hours point of view: more people enjoying the downtown during and after business hours and on the weekend.

Future Land Use

The following map 'Land Use: Corridor Vision' shows the vision for future, use within the plan area. More comprehensive detail regarding permitted, special review and prohibited uses within each of the map's categories can be found in the Town's Greater Downtown District Zoning, but the following broad definitions are used in this Plan.

Land Use Categories

• Ground Floor Overlay - Active Uses

This overlay represents one of the Master Plan's core principals, which is to reserve ground-floor, Mainstreet-abutting spaces for active uses. For the purposes of this plan, 'active uses' are narrowly defined as retail and dining establishments and certain personal services with a high level of pedestrian traffic and interest. Examples include restaurants, gift shops, coffee shops, specialty boutiques and the like. Professional and low-pedestrian-generating uses such as medical or law offices, realtor services or corporate headquarters are not included in this active ground-floor. Parking is usually provided on the parcel and may be surface or structured. These types of small-scale uses may include dedicated parking on their parcel, but often have reduced parking requirements and may rely heavily on public parking, whether on-street or in public lots and structures.

• Multi-Family

This category covers a broad variety of dwelling units with shared architectural elements. Although duplexes or townhomes can be considered multi-family, this plan recommends denser products such as apartment, condominiums, stacked flats, assisted and senior living facilities, lofts and similar products. This type of development typically requires some amount of aggregate, communal open space, and parking may be surface or structured. Hotels, motels and other lodging facilities are not included in this category.

• Mixed-Use - No Residential

This category covers a wide range of uses, including but not limited to retail, office, commercial, civic, educational, institutional and entertainment uses. In keeping with the *Parker 2015 Master Plan* central tenet of creating a pedestrian-friendly downtown, however, these uses should be scaled to the urban context. Retail uses are acceptable, but large-format 'big box' stores are not. Due to the context-specific conditions of the areas designated in this category, residential uses are specifically excluded from these areas for visual and noise reasons. Parking may be surface or structured within the parcel, or off-parcel in a public structure. For parcels that are assembled into a larger, multi-building development, on-site structured parking is preferred and a shared public/private parking facility is an option.

• Mixed-Use

This is a broad category that allows many of the same uses found in other categories. Retail, office, commercial, civic, educational, institutional, entertainment and even residential are all acceptable in this category. In the broadest discussion of mixed use, uses may be mixed horizontally (occupying different spaces on the same floor) or vertically (such as retail below and office above). Within the Plan Area, residential uses (multi family/high density) are restricted to upper floors along Mainstreet, but may be on any floor on non-Mainstreet properties. Parking may be contained on the parcel or within a public or shared facility.

• Civic/Institutional

These types of uses represent some sort of public service or interest, and are often exempt from property taxes. Examples of this type of use include churches, libraries, government offices, hospitals and cemeteries. Parking may be on-parcel or provided off parcel in a public facility.

• Entertainment/Culture

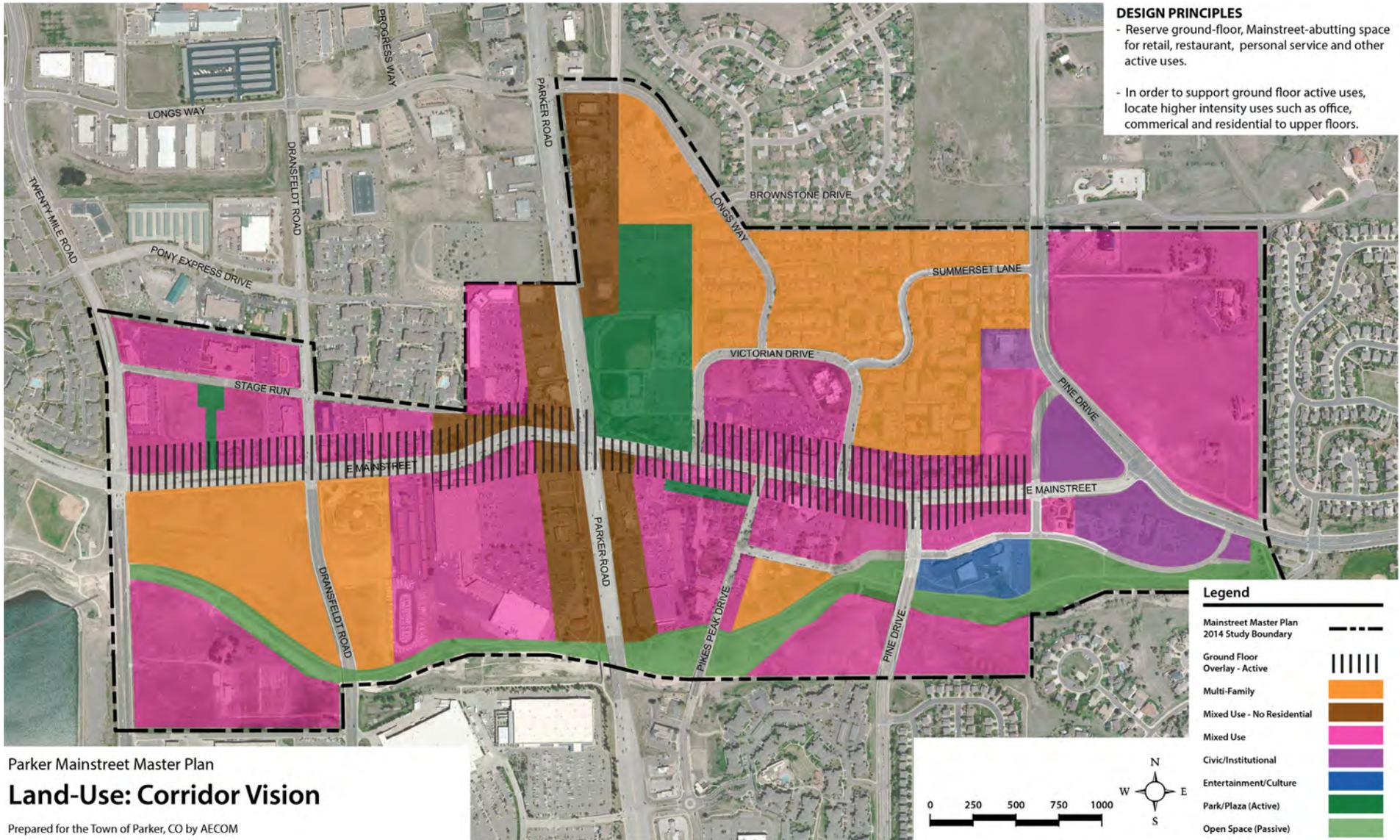
This category of uses includes public and private facilities dedicated to arts and entertainment. Examples include theaters (live or movies), museums and bowling alleys. Parking may be on-parcel or provided off parcel in a public facility.

• Park/Plaza (Active)

Areas within this category may be a grassed 'softscape' space such as a park or soccer fields, or may be a 'hardscape' area such as a public plaza. Parks and plazas may be publicly or privately owned, but should be open to the public regardless of ownership. These uses may or may not provide parking; on-site parking is more common with spaces with formal, active programming such as athletic fields or facilities.

• Open Space (Passive)

This type of space describes areas that are typically more naturalized in appearance, are often conservation areas, and have few formally programmed activities. Open space may include trails, pathways, interpretive signage or even playgrounds, but will not include intensive uses such as athletic fields or concert/gathering spaces.



Parker Mainstreet Master Plan
Land-Use: Corridor Vision

Prepared for the Town of Parker, CO by AECOM
Figure 14 Land-Use: Corridor Vision

Future development and tenancing should focus on active, ground-floor uses that promote an interesting, pedestrian-focused downtown. Office and residential uses should be directed to upper floors (on Mainstreet) and side streets.



'Active uses' such as boutique shops, bakeries, cafes and restaurants invite window shopping and lingering, and add motion and vitality to the downtown streetscape.

Active Uses

To achieve a vibrant and walkable downtown destination, future development and tenancing should promote retail, restaurant, certain personal services and other active ground floor uses in the 'strip' facing both sides of Mainstreet, with a particular emphasis on creative-industry uses such as art galleries, music stores and unique shops. The 'strip' is essentially the one-parcel-or-one-building-deep area directly abutting Mainstreet. Within this area office, professional, residential and non-active uses should be directed to upper floors. The rear of parcels or parcels not directly abutting Mainstreet can be more flexible and may be occupied by any uses allowed by zoning.

A very specific type of active use that is gaining in popularity across the nation is the indoor farmers' markets and multi-tenant artisan markets. Examples include the West Side Market in Cleveland, the Ferry Building Marketplace in San Francisco and locally, Willow - An Artisan Market located in the heart of historic downtown Littleton since 2004 and The Source in Denver. Tenancing models vary, with some markets having permanent tenants, temporary kiosk-type tenants, or a combination of both. Market studies

of these types of enterprises suggest that Parker does not yet have the population density or demographic that forms the target market, but may become a viable opportunity as downtown development intensity increases and demographics shift.

Recommendation 3.1: *Promote active ground-floor uses of Mainstreet-abutting building to only retail, restaurants and other active uses.*

Recommendation 3.2: *Encourage creative-industry uses such as cafes, art galleries, music stores and unique shops.*

Recommendation 3.3: *(aspirational): Promote an opportunity for an artisan/'makers' market in Old Town.*

Recommendation 3.4: *Seek opportunities for pulling active ground floor uses 'around the corner' at Mainstreet intersections, especially at Pikes Peak Drive.*

Residential

A central goal of the Master Plan is to increase residential density within the downtown area: more people means more activity, more customers for shops and restaurants and ultimately, more shops and restaurants and a more vital, attractive, economically viable and inviting downtown for residents and visitors alike. Residential uses are encouraged as upper-level uses throughout the plan area, and can be expanded to include the ground level in any location not abutting Mainstreet.

The existing Town and Country townhomes do front Mainstreet within the Old Town portion of the Plan Area, across from the PACE Center. These uses may stay for an indefinite amount of time, but should be transitioned to denser, vertically mixed buildings with active ground floor use in the long term. In the short term, certain urban design enhancements can be used to create a more

integrated, urban edge; these options are illustrated in the Urban Form chapter of this document.

Recommendation 3.5: *Promote increased residential uses throughout the plan area, with a focus on higher-density multi-family products.*

Recommendation 3.6: *Limit development of ground-floor residential to side and secondary streets.*

Recommendation 3.7: *Redevelop existing Town and Country Townhomes adjacent to Mainstreet to higher-density, vertically mixed use development in the long-term.*

Transit-Oriented Development (TOD)

Transit oriented development, or TOD, is a type of community development that includes a mix of higher density housing, office, retail and other amenities that are integrated into a walkable neighborhood and located near transit. Today transit service in Parker is limited. This is partially due to the lack of intensity of land uses in Town, including the Plan area. The Parker Park-n-Ride on the north end of the Old Town area functions as the Town's local transit hub. The Park-n-Ride and the surrounding areas should be redeveloped to increase the residential density and the intensity of other land uses to provide future residents and visitors convenient, affordable and easy access to transit.

Recommendation 3.8: *Encourage redevelopment of the Parker Park-n-Ride with increased density and intensity of land uses to create a transit oriented development.*

Office and Educational/ Institutional

A solid daytime economy is critical to the support of any downtown, but this 9-5 user population is largely absent from the plan area. A medium-density office node is a typical example of this type of use, and a junior college or vocational school with an integrated, urban-style campus could also be a strong generator for Downtown Parker. Downtown's biggest barrier to increasing downtown use is the small size of existing office and commercial spaces; particularly abutting Mainstreet, these spaces tend to be quite limited in size, even if adjacent suites are combined, and do not provide the square footage necessary for offices with more than 10-20 staff members or institutions needing to serve a larger population. However, currently several redevelopment opportunities exist at prime infill parcels in the downtown area for additional/larger office space to fill this need and the need/demand for additional ground-floor retail space.

The Crossroads Shopping Center, at the northwest corner of Mainstreet and Parker Road and currently a single story retail center, offers a unique opportunity for redevelopment for a mix of uses including larger floor plate office or educational buildings. The location offers high visibility adjacent to Parker Road, and can include active ground floor uses along both its Mainstreet and Parker Road frontages.

In keeping with the Town's *Creative District Plan*, business recruitment should place a particular emphasis on and evaluate potential incentives to attract creative industry tenants such as architects, designers and small-scale publishing. These tenants expand the base of downtown businesses, and offer an additional layer of interest and creativity to local programming and events. The Greater Downtown District Zoning and the Land Development Ordinance should be evaluated and amended as needed to accommodate the more diversified and pedestrian-focused mix of uses described in this plan.

Recommendation 3.9: Continue to promote office as an upper-floor use throughout the Plan area; direct development of ground-floor office uses to side and secondary streets.

Recommendation 3.10: Diversify the inventory of office space to include larger floor-plates and more flexible configurations.

Recommendation 3.11: Actively pursue higher-density office employment areas and educational/institutional uses that support a daytime economy.

Recommendation 3.12: Encourage creative industry tenants such as architects, artists, designers, publishing, software and marketing to locate to the Plan area.

Recommendation 3.13: Update existing planning and development policies in order to attract viable office/commercial business and sustainable retail activities.

Recommendation 3.14: Develop regulatory and other incentive tools that encourage development and redevelopment consistent with recommendations in this Plan as well as the Parker Transportation Master Plan and the Parker 2035 - Master Plan.



Image: parker-station.com/leasing.php



Image: parkercolorado.net

Parks & Public Spaces

EastMain / New Library & Town Civic

Centre Park and Plaza

Parker loves festivals and most of these events are held - at least in part - in O'Brien Park. Stakeholder and public feedback indicate an appetite for more varied events, and event organizers indicate that existing events could expand if additional appropriate space were available. The Town should contemplate a more urban-style park or plaza design but retain the current historic and memorializing park themes.

The Town is planning a significant new park and plaza that will come on-line in tandem with the opening of the new Parker Library. This new space will be directly west of the library building itself, abutting the PACE Center Drive extension between Mainstreet and Pine Drive, and will be an active, four seasons park including a softscape lawn area with band shell, a hard surface plaza, splash pad water feature, ice skating, and other amenities. In order to fully capitalize on the opportunity presented by the Town's significant investment in this park, and ease the time and energy involved in set-up and management of future events, the Town should carefully consider the intended programming, configuration, and amenities of this park and plaza.

The park and plaza spaces should include readily available power, audio-visual hookup, and most importantly a flexible configuration. Consideration should be given to acoustics as they relate to the band shell at the northern end of the park.

Recommendation 3.15: Design the Civic Centre new park and plaza as a special event-ready venue.

PACE Center Plaza

The Town should also consider the design and special event potential of a small public plaza space on the PACE Center property. This plaza should be integrated into the future development to be located on PACE lot 2 between the PACE Center and Mainstreet. This smaller space should be designed to accommodate PACE-related programming and should also include a flexible layout and full audio-visual hookup. This space can be a plaza or a small planted park, but in either case should not appear to be 'empty' when not in use for an event. Depending upon adjacent development, this space could double as flexible outdoor art display or dining space for a neighboring retail or restaurant use.

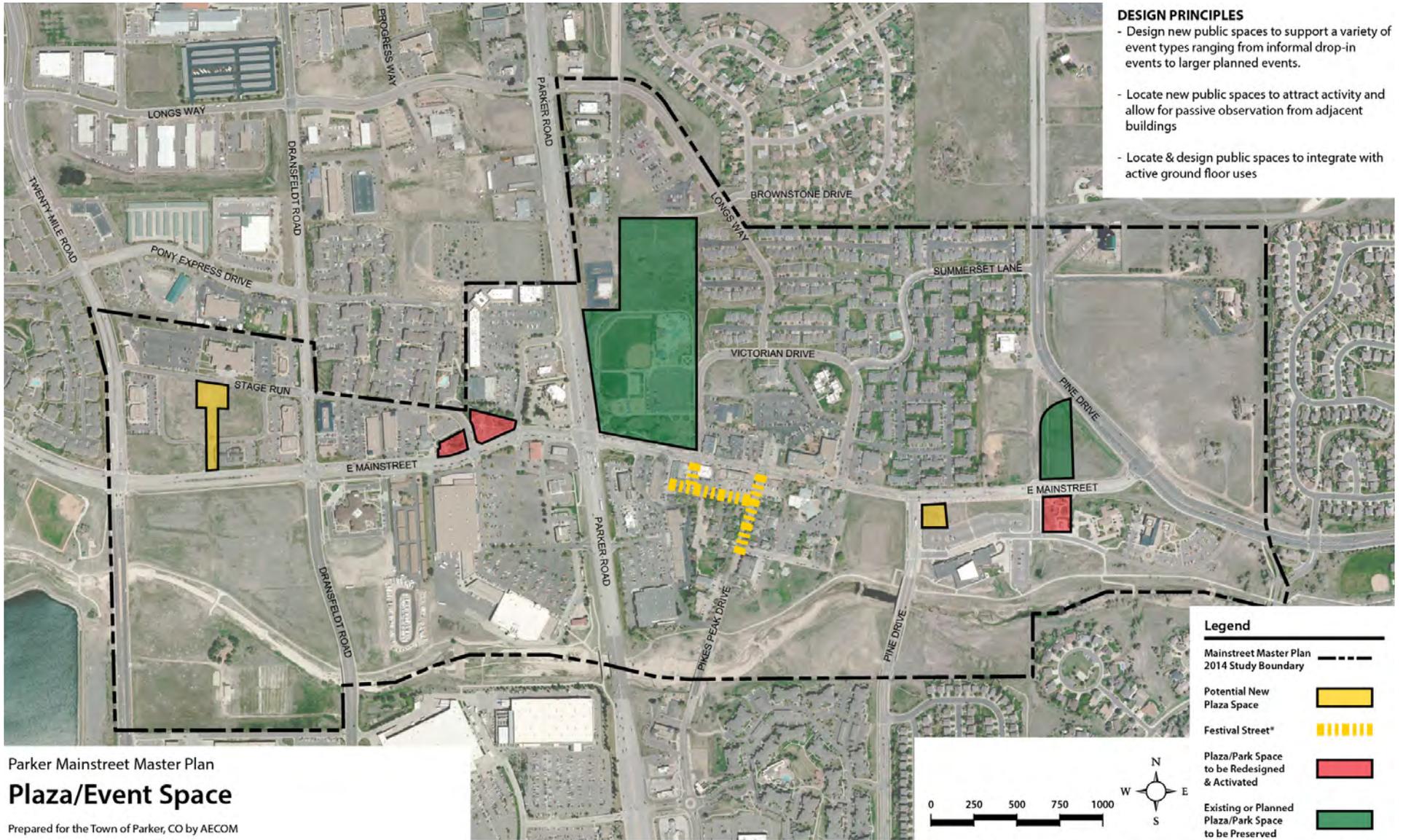
Recommendation 3.16: Integrate a plaza space into future development of PACE Lot 2 and display art, as an intimate outdoor programming venue.

20 Mile Historic Park and Living Wheel Park Redesign

These two highly underutilized parks, comprising almost two acres and 430 feet of prime Mainstreet frontage, create a significant 'dead zone' in what should be one of the West End's most vibrant areas. Although the shallow depth and noise from Mainstreet would make 20 Mile Historic Park a difficult programming venue, Living Wheel Park does offer a larger size and greater depth. These characteristics could be used for small-scale event programming if a more open and flexible design were introduced. Both parks should focus on creating a more active, engaging space as well as an interesting street frontage that continues the energy of Mainstreet and encourages visitors to continue along the corridor. A new park design should create a sufficiently interesting interior (and shade) that could also be used for casual dining, reading or other passive activities such as a veterans memorial or monument. This space can be a plaza or small urban style park and should include outdoor public art; this space should not appear to be 'empty' when not in use for an event.

Recommendation 3.17: Redesign the existing 20 Mile and Living Wheel Parks to promote activity within the parks and create a pedestrian-friendly street edge.





Parker Mainstreet Master Plan
Plaza/Event Space

Prepared for the Town of Parker, CO by AECOM

Figure 15 Plaza/Event Space

Parker loves festivals, and therefore, future investments in parks and public spaces should focus on enhancing and expanding the corridor's public event spaces.

Stage Run Plaza

Proposed land use also recommends a plaza or combination plaza/park on the west side of Parker Road, in the 'U' parcel abutting Stage Run. The park may be publicly or privately funded, or a combination of both, but is likely to be constructed in tandem with development (or redevelopment) of adjacent parcels. Regardless of funding and timing, this important new space should be carefully designed as both a central 'node' and a north-south pedestrian connection between Mainstreet and the existing movie theater. The plaza should be designed to cater to a diverse set of active and passive activities as well as designed as an aesthetically pleasing community amenity that serves a variety of users including building tenants, visitors and the public.

The new park/plaza should be configured to allow double-faced development to the east, west and south, with direct frontage on Stage Run. This space will create a more formalized public open space to draw residents of nearby neighborhoods to the Mainstreet Corridor. The space should be designed with particular attention to a permeable edge, in order to promote outdoor dining and other pedestrian-friendly uses at its perimeter. Similar to the new park and plaza adjacent to the library, the space should be flexible and configured to allow events and festivals on this side of the plan area. Further design guidance on configuration of this space is included in the Urban Form section of this document.



Recommendation 3.18: *Construct a new public open space abutting Stage Run, in tandem with development.*

Bar CCC Park

Bar CCC Park occupies a prime location at the downtown's western gateway and adjacent to the Cherry Creek open space corridor. Currently dominated by a baseball diamond, the park should be considered for redesign in the future when currently-planned expansion of the Town's athletic fields can remove the need for this park's field. Redesigned as an active or passive park, Bar CCC could provide much-needed open space for the intensified residential development currently under construction in the West End. Lower than adjacent roadways, the park's current grading would require evaluation prior to moving forward with redesign.

Similar to the challenges Old Town experiences with special events, the West End will also need to identify parking strategies for events in the new Stage Run Plaza. Shared or temporary parking agreements with private owners, particularly the existing movie theater, are one tool that can be explored. A larger, more readily available reservoir of parking can be found immediately south of the Bar CCC Park; this gravel parking area is used for open space and baseball parking, and can park up to 180 cars (3 rows, 2 aisles) with its current



configuration. If widened to 120 feet or valet-parked, the area could potentially accommodate an additional 60 cars (240 cars total). Depending upon where they parked within the lot, visitors could expect a five to ten minute walk from their car to the Stage Run plaza. This parking location aligns with recommendations elsewhere in this document of focusing public parking reservoirs at the edges of the plan area - this strategy reduces the number of cars within the Old Town and West End cores, and promotes a pedestrian-focused environment.

In 2009, the Town completed a design for parking lot improvements at Bar CCC. Due to the economy and funding constraints at the time, Town Council prudently deferred the project to an undetermined future time.

Recommendation 3.19: *Improve the gravel parking area south of Bar CCC Park, on the west side of 20 Mile Road to act as a public parking reservoir for the West End.*

Recommendation 3.20: *Evaluate the potential for the future conversion of Bar CCC Park into an active or passive, but unprogrammed, park.*

O'Brien Park Expansion

The Town currently owns 5 acres of vacant land north of O'Brien Park. This land was purchased in 2005 with Town and Douglas County open space funds for the purposes of expanding the existing park. The site's location and views provide a number of opportunities to expand the current amenities at O'Brien Park and create new and unique park experiences that will continue to draw residents and visitors alike to downtown.

Recommendation 3.21: *Complete an O'Brien Park expansion master plan to establish a comprehensive vision and design for improvements to the park and expansion area.*

Additional Uses Evaluated and Discarded

A number of additional potential uses and projects emerged from staff and stakeholder discussions. These opportunities were evaluated for economic and market feasibility but deemed untenable for a variety of reasons. These projects are noted here for future reference should context change and the uses be reconsidered.

Entertainment Node

The concept of an entertainment node at the west end of the study area gained some interest from stakeholders. This idea builds on the energy of the existing 10-screen movie theater and looks to add additional all-ages activities such as bowling, arcade, indoor golf, laser tag and similar amusements. Market analysis identified three significant issues with this concept.

First, this type of development is demand-driven and privately built; it is not the type of use that would be funded or run by the Town. As such, it is strictly market-driven and not controlled by the Town except through favorable zoning or incentives. Second, the described uses require a large amount of square footage, typically configured in one-story structures with few windows, and do not lend themselves to

multiple-stop visits; patrons typically select a single activity as opposed to taking in a movie, then some bowling followed by a round of golf. Form and massing combined with use characteristics make this type of entertainment node fall short of the level of pedestrian-friendliness that is desired for the plan area.

Third, entertainment as a land use is in transition and the potential for new 'fun centers' is extremely limited. Similarly, with construction of new movie theaters stagnant, and format moving towards fewer screens when it does take place, relying upon the existing AMC movie theater as a long-term anchor to a new entertainment district is a very unstable prospect.

Indoor Event Space

The popularity of Parker's outdoor festivals and events suggested potential opportunity for an indoor event space that could expand the Town's calendar to include year-round events. Conversations with event organizers indicated that the closest place capable of hosting events such as holiday gift fairs or antique shows is the Wildlife Experience, approximately 5.5 miles northwest on Lincoln Avenue. The most significant issue with this proposal, however, is the 'down time' of such a facility; when not in use, it's just a big empty building with dead street frontage. As such, it is not an appropriate use within the plan area.



Market analysis showed national trends moving away from entertainment nodes, while indoor event facilities were deemed inappropriate because of their internal focus and poor street interaction.

Opportunities to Realign Development with Land Use Vision

Considering the Land Use Vision described in the preceding pages, the following map identifies existing uses that are inconsistent with the Town's vision and goals for the plan area. Undeveloped parcels and street-abutting surface parking lots are not included in this assessment, but should also be considered as redevelopment opportunities for the reasons described previously.

In order to respect private property rights but promote future redevelopment consistent with the Mainstreet Master Plan vision as well as the Parker 2035 Master Plan, the Town should continue to grandfather existing uses and structures but prohibit redevelopment of the same nature. The Town should evaluate whether changes to existing standards and guidelines, a new overlay district, or some other policy tool are most appropriate. In addition, the Town should continue to evaluate opportunities for appropriate land holding as parcels become available for purchase and should identify a variety of public incentives that could be used to support vision-aligned redevelopment.

Recommendation 3.22: *Modify existing policy to guide redevelopment of parcels that are inconsistent with the land use vision.*

Recommendation 3.23: *Seek opportunities and utilize incentives to support property development and redevelopment that is consistent with the Plan's vision.'*

West End

Site 1, Bank with Drive-Thru (one floor)

This parcel's use and orientation is incompatible with both a pedestrian-oriented environment and the master plan's vision for active retail, restaurant and personal services on Mainstreet-abutting parcels. If the building is re-used, the drive-thru should be removed and primary and secondary entrances should be oriented to Mainstreet and the unnamed Stage Run loop road. If the site is redeveloped, a new building should have smaller setbacks from Mainstreet and the drive to the west of the site. Architecture and site planning should emphasize the entrance into the development, create active uses on the first floor and create a primary entrance from Mainstreet.

Site 2, Dental Office (one-floor)

Ground-level professional services, or the approximate 75 foot setback, do not align with a pedestrian-oriented environment. If the building is re-used, the primary and secondary entrances should be oriented to Stage Run and Dransfeldt Road. If the site is redeveloped, a new building should have smaller setbacks from Stage Run and Dransfeldt Road. Architecture and site planning should emphasize the entrance into the development and create active uses on the first floor.

Site 3, Bank with Drive-Thru (one floor)

As noted with Site 1, both stand-alone banking and drive-thru facilities are incompatible with a pedestrian environment. This parcel is also impacted by roadway re-alignments suggested elsewhere in this document.

Site 4, Twenty Mile Historic Park

This park is deed-restricted and as such, would be difficult to convert to a developable parcel. As discussed more fully in this Chapter's 'public spaces' section, however, the park should be redesigned to better support open space needs for the residents in the West end, with a particular focus on creating an active street edge.

Site 6, Mini Storage (one floor)

This storage facility is by its nature an auto-oriented use generating no foot traffic and housed in a windowless, industrial building materials with a residential style cedar fence requiring a 'dogleg' in the public sidewalk. Both the use and physical improvements of this site are unwelcoming to pedestrians. The site's narrow width, significant depth, single access and utility constraints along the Mainstreet frontage pose significant redevelopment challenges, suggesting that a flexible 'mixed-use' vision is required in order to ensure that the site converts to a more pedestrian-friendly use of any type. Regardless of use, however, any new structure should be designed with a primary façade on Mainstreet; retail use in this Mainstreet-facing portion of the site would be ideal.



Parker Mainstreet Master Plan

Opportunities to Realign Development with Master Plan Vision

Prepared for the Town of Parker, CO by AECOM

Figure 16 Opportunities to Realign Development with Master Plan Vision

The parcels identified in the map above do not align with the Town’s pedestrian-focused vision for the downtown area.

Mainstreet/Parker Road Intersection (Northwest, Southwest and Southeast corners)

Site 5, Living Wheel Park, Old Library site, Bank with Drive-Thru and Single-Story Strip Retail (Northwest Corner)

This segment of Mainstreet has a three block, 840-foot segment of inactive street frontage created by two underutilized parks (Living Wheel and 20 Mile Historic Parks), two roadway intersections and a large surface parking lot belonging to the bank on the Mainstreet/Parker Road corner. The plan recommends that all of these parcels, together with the old library site and the low-density Crossroads Shopping Center, be aggregated into a single development site anchored by a redesigned Living Wheel Park that is configured to integrate with new, adjacent mixed-use development. This aggregation offers the opportunity for the creation of a significant employment node or educational/institutional use, in order to increase daytime population and increased development intensity and activity in the Plan Area. Urban design principles for this redevelopment are illustrated in the Urban Form chapter of this document.

Site 7, Big-Box Retail (Southwest Corner)

Form and massing represent the most significant issues on this site, with a fenced storage yard and a vast surface parking area immediately abutting Mainstreet and Parker Road. Future redevelopment should exhibit a zero setback with primary entrances facing Mainstreet. Vertical architecture should replace surface parking, although a maximum of two drive access points into the site would be acceptable. All parking should be located on the interior, behind (south of) new development.

Redevelopment on the southwest corner of Mainstreet and Parker Road must provide scale, street enclosure to the public realm, and a sense of pedestrian safety in order to promote a unified Mainstreet on both sides of Parker Road. As previously noted, traffic volumes and resulting noise make this a challenging site for any land use and future development should focus on building form and massing more than use. A new building should have minimal setback from both roads, with parking under or behind (south of) the building. Primary entrances should face Mainstreet; if the building is parked behind the structure, a north and south entrance would be appropriate, as long as the north entrance is still 'primary'. In this case, the building may have two equal or 'primary' entrances.

Finally, redevelopment on the southern portion of this site should pay special attention to the adjacent Sulphur Gulch open space corridor with a focus on creating a strong relationship and pedestrian/bicycle connection between Sulphur Gulch and Mainstreet. Ground floor uses on this site are recommended as office, commercial and active uses.

Site 10, Bank with Drive-Thru (two floors), Fast Food Restaurant and Retail (Southeast Corner)

All notes regarding Sites 1 and 3 apply to this site. This site does pose additional difficulties due to permanent utility boxes in the amenity zone at this prominent and highly visible corner; particular attention should be paid to streetscape in this area in order to minimize the visual impact of these boxes. Redevelopment should locate a new building directly behind the Mainstreet sidewalk, with all parking under or behind (south of) the structure.

Old Town

Site 8, Child Care and School (one floor)

Both the use and the massing of this building are inconsistent with the desired pedestrian orientation of Old Town. Stakeholder input has highlighted difficulties created by the school's traffic pattern of concentrated morning drop-off and afternoon pickup. In addition, surface parking between the structure and the sidewalk contribute nothing to pedestrian interest. This void will become a larger liability as other recommendations in this document regarding enhanced pedestrian circulation through Kieffer's Crossing are put into place. Redevelopment should focus on a zero- to minimal-setback, with active, pedestrian-focused ground floor uses. This location should continue the pedestrian experience and include residential or office uses on the upper floors.

Site 9, 19801 E. Mainstreet – Former Water & Sanitation building (one floor)

This site's building has a pedestrian-unfriendly setback with surface parking between sidewalk and building. Redevelopment should focus on a two- to three-story structure in keeping with existing Old Town heights and a zero- to minimal-setback. New development should include active, pedestrian-focused ground floor uses and residential or office uses on the upper floors. The Town recently issued a Request for Qualification (RFQ) for redevelopment of this parcel.

Site 11, Hess Exchange building (two floors)

The building itself aligns well with the form, massing and materials desired in Old Town, even including a special corner feature that addresses the important Mainstreet/Pike Peak Drive intersection. Existing professional and office uses feature near-permanently closed window shades underlining the need for pedestrian-friendly retail and dining at street level. Existing office uses should be relocated to the second floor or to off-Mainstreet locations to make way for desired active ground floor uses.

The exception to the preceding evaluation is the rear drive-thru structure which is inconsistent with the vision for both Mainstreet and Pikes Peak Drive. Upgrading the drive-thru to create an occupiable space would require HVAC and safety improvements likely to make it just as expensive as building a new structure, with potentially questionable aesthetics. For this reason, the drive-thru should be removed and replaced with a new building extension or stand-alone building that brings Mainstreet retail around the corner and onto Pikes Peak Drive.

Site 12, Auto Repair (one floor)

While building location is acceptable, the auto-oriented use of this parcel is inconsistent with a pedestrian downtown. Future redevelopment may consider remodel of the existing structure with larger windows and potential vertical expansion. Use should transition to restaurant, retail or creative businesses. Like Site 11, it is desirable that Mainstreet retail and restaurant uses 'wrap' the corner onto Pikes Peak Drive and extend as far as Pilgrim's Place. Future redevelopment of this parcel should focus on a two- to three-story structure in keeping with existing Old Town heights and a zero- to minimal-setback.

Site 13, Old Town Hall (two floors)

Site layout and use do not contribute to a pedestrian downtown or the creative/civic orientation of the Mainstreet/PACE Center node. Site redevelopment should take care to create primary, high-quality facades on both Mainstreet and PACE Center Drive, provide consistent and unbroken sidewalk connections and crossings to and from (new) Town Hall and should seek a use or uses that complement adjacent civic or creative facilities.

Site 14, Parker Park-n-Ride

The existing Park-n-Ride is a central transit location within the Town. The site itself developed as a free standing parking lot should be redeveloped into a transit oriented development (TOD) including structured parking, multifamily residential and potentially first floor commercial. This TOD has the opportunity to include nearby properties that could be redeveloped with a higher intensity of uses.

Priority Parcels

West End

Unlike Old Town, there are no existing well-defined activity nodes west of Parker Road. There are, however, two areas that offer opportunity to begin transitioning and enhancing this segment of the corridor and downtown as a whole.

Old Library/Crossroads/Living Wheel

As discussed earlier in this chapter, increasing daytime population is a top priority to support an economic revitalization of the corridor. If aggregated into a larger unified development, this group of parcels offers opportunity for larger-scale office or higher-education uses not possible elsewhere within the Plan Area. Development assistance and incentives should be explored for this area.

Recommendation 3.24: Promote redevelopment of the NW corner of the Mainstreet/Parker Road intersection.

Stage Run

This parcel is a priority within the West End area but should not detract from the higher-priority areas within Old Town or the more comprehensive priority of creating an office node. As described in the overarching priority comments, this area should be guided toward more pedestrian-friendly development in the short-term with an eye to creating patterns for long-term redevelopment.

Recommendation 3.25: Actively promote development of the Stage Run Center parcel, south of the existing movie theater.

Old Town

Existing and Developing Strengths

The Town's first priority should be to coalesce energy at Old Town's '100-percent corner' of Mainstreet and Pikes Peak Drive. This intersection is the very center of existing retail and restaurant development and is a critical decision-making and wayfinding location. The three most critical parcels for creating an unbroken 'heart' of Old Town are:

- The surface parking lot on the northeast corner
- The undeveloped 'grassy knoll' parcel on the northeast corner and;
- The existing auto repair parcel on the southeast corner

Recommendation 3.26: Capitalize on existing strength of the Mainstreet/Pikes Peak Drive intersection.

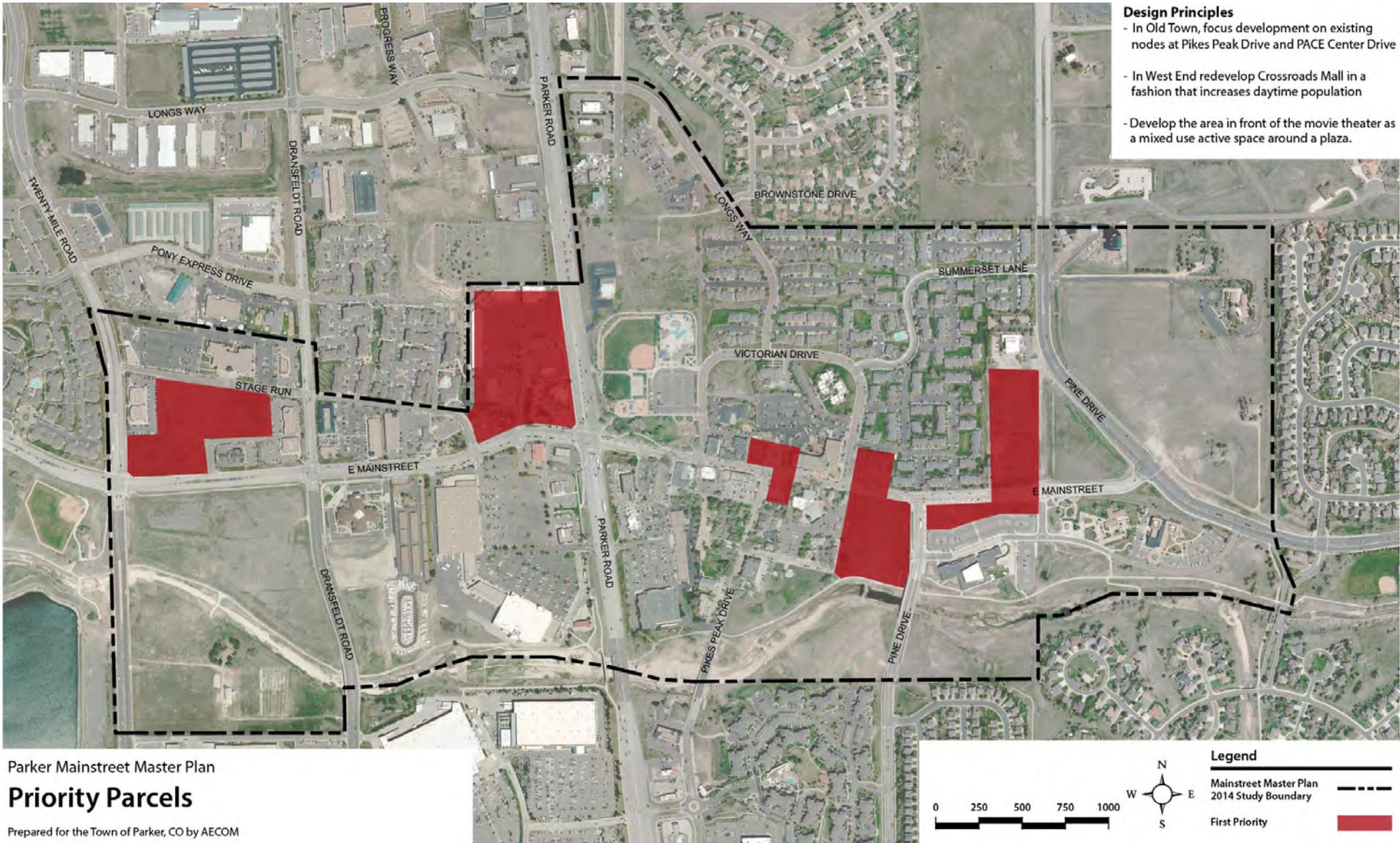
Moving east, the construction of the new Douglas County library and adjacent outdoor park/plaza offer an opportunity to solidify this part of Old Town as a true activity node. Filling in the northwest and southwest corners of the Mainstreet/PACE Center Drive intersection will be critical to connecting the energy of these two public facilities and in reducing the perceived distance between them.

Recommendation 3.27: Capitalize on current redevelopment at the Mainstreet/PACE Center Drive intersection.

Connecting Corridor

The Town's second priority should be the parcels connecting these two areas of existing and emerging strength, between Victorian Drive (east) and Pine Drive; development in this area will be important in connecting the two nodes into a continuous corridor. It is possible that properties between these two nodes may develop or redevelop before the nodes themselves are fully 'done'. In these cases, the Town should pay special attention to uses, architecture and pedestrian character that ties Old Town together.

Recommendation 3.28: Promote unity and cohesion along the entire length of Mainstreet, regardless of development phasing.



Putting it Together

Working toward Our Goals

The chart below shows a complete list of the land use recommendations contained in this chapter, and shows how each recommendations ties with the goals established for the project.

PA: Plan Area WE: West End OT: Old Town

			Plan Area Goals										
			P-1	P-2	P-3	P-4	P-5	P-6	P-7	P-8	P-9	P-10	P-11
Plan Order	Plan Area	RECOMMENDATION	Attract Desirable Uses	Solicit Public Support	Foster partnerships.	Build on Existing Assets	Create cohesive + distinctive character	Year-Round, 24/7 Activity	Create gateways	Emphasize quality design.	Promote multi-modality	Enhance pedestrian safety	Enhance ped/bike connexns
Urban Form Recommendations													
Future Use													
3.1	PA	Promote active ground-floor uses of Mainstreet-abutting building to only retail, restaurants and other active uses.	X		X	X	X	X					
3.2	PA	Encourage creative-industry uses such as cafes, art galleries, music stores and unique shops	X		X	X	X	X					
3.3	OT	(Aspirational): Promote an opportunity for an artisan/'makers' market in Old Town	X	X			X	X					
3.4	PA	Seek opportunities for pulling active ground floor uses 'around the corner' at Mainstreet intersections.	X				X			X			
3.5	PA	Promote increased residential uses throughout the plan area, with a focus on higher-density multi-family products.	X					X					
3.6	PA	Limit development of ground-floor residential to side and secondary streets.	X										
3.7	OT	Redevelop existing Town and Country Townhomes adjacent to Mainstreet to higher-density, vertically mixed use development in the long-term.	X				X	X		X			
3.8	OT	Encourage redevelopment of the Parker Park-n-Ride with increased density and intensity of land uses to create a transit oriented development.	X		X	X					X		
3.9	PA	Continue to promote office as an upper-floor use throughout the Plan area; direct development of ground-floor office uses to side and secondary streets.	X										
3.10	PA	Diversify the inventory of office space to include larger floor-plates and more flexible configurations.	X		X			X					
3.11	PA	Actively pursue higher density office employment areas and educational/institutional uses that support a daytime economy.	X		X			X					
3.12	PA	Encourage creative industry tenants such as architects, artists, designers, publishing, software and marketing to locate to Plan area.	X	X	X		X	X					
3.13	PA	Update existing planning and development policies in order to attract viable office/commercial business and activities.	X	X									

Table 1 Land Use Recommendations

West End Goals							Old Town Goals							
W-1	W-2	W-3	W-4	W-5	W-6	W-7	O-1	O-2	O-3	O-4	O-5	O-6	O-7	O-8
Establish West End character	Foster partnership	Create Pedestrian Amenities	Provide new open space	Preserve BRT potential	Improve land use mix	Promote active ground floor uses	Improve land use mix	Promote active ground floor uses	Preserve historic character	Foster partnership	Promote multi-modality and events	Build on existing assets	Provide parallel E-W routes	Manage parking
X					X	X	X	X				X		
X					X	X	X	X				X		
							X	X						
X							X							
							X							
					X	X	X	X						
							X	X						
										X				
					X	X	X	X						
	X				X		X			X				
	X				X		X			X				
X	X				X		X			X		X		
	X				X									

Table 1 Land Use Recommendations

Plan Order	Plan Area	RECOMMENDATION	Plan Area Goals											
			P-1	P-2	P-3	P-4	P-5	P-6	P-7	P-8	P-9	P-10	P-11	
			Attract Desirable Uses	Solicit Public Support	Foster partnerships.	Build on Existing Assets	Create cohesive + distinctive character	Year-Round, 24/7 Activity	Create gateways	Emphasize quality design.	Promote multi-modality	Enhance pedestrian safety	Enhance ped/bike connexns	
3.14	PA	Develop regulatory and other incentive tools that encourage development and redevelopment consistent with recommendations in this Plan as well as the Parker Transportation Master Plan and the Parker 2035 - Master Plan	X			X	X	X	X	X	X	X	X	X
3.15	OT	Design the Civic Centre new park and plaza as a special event-ready venue.					X	X		X				
3.16	PA	Integrate a plaza space into future development and display art as an intimate outdoor programming venue.					X	X		X				
3.17	WE	Redesign the existing 20 Mile and Living Wheel Parks to promote activity within the parks and create a pedestrian-friendly street edge.				X	X	X		X				
3.18	WE	Construct a new public open space abutting Stage Run, in tandem with development.					X	X		X				
3.19	WE	Improve the gravel parking area south of Bar CCC Park, on the west side of 20 Mile Road to act as a public parking reservoir for the West End.				X								
3.20	WE	Evaluate the potential for the future conversion of Bar CCC Park into an active or passive, but unprogrammed, park.				X	X	X	X					
3.21	OT	Complete an O'Brien Park expansion master plan to establish a comprehensive vision and design for improvements to the park and expansion area.				X		X		X				
Opportunities to Realign with Land Use Vision														
3.22	PA	Modify existing policy to guide redevelopment of parcels that are inconsistent with the land use vision.	X	X	X					X				
3.23	PA	Seek opportunities and utilize incentives to support property development and redevelopment that is consistent with the Plan's vision.	X		X									
Priority Parcels														
3.24	WE	Promote redevelopment of the NW corner of the Mainstreet/Parker Road intersection.	X		X		X		X	X				
3.25	WE	Actively promote development of the Stage Run Center parcel, south of the existing movie theater.										X	X	
3.26	OT	Capitalize on existing strength of the Mainstreet/Pikes Peak Drive intersection.	X		X	X	X			X				

Table 1 Land Use Recommendations

West End Goals							Old Town Goals							
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Establish West End character	Foster partnership	Create Pedestrian Amenities	Provide new open space	Preserve BRT potential	Improve land use mix	Promote active ground floor uses	Improve land use mix	Promote active ground floor uses	Preserve historic character	Foster partnership	Promote multi-modality and events	Build on existing assets	Provide parallel E-W routes	Manage parking
X		X	X	X	X	X	X	X	X		X	X	X	X
											X			
											X			
X		X	X											
X		X	X											
X			X											
												X		
X	X				X	X								
X		X	X		X									
							X	X		X	X	X		

Table 1 Land Use Recommendations

Plan Order	Plan Area	RECOMMENDATION	Plan Area Goals										
			P-1	P-2	P-3	P-4	P-5	P-6	P-7	P-8	P-9	P-10	P-11
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3.27	OT	Capitalize on current redevelopment at the Mainstreet/PACE Center Drive intersection.	X		X	X	X			X			
3.28	PA	Promote unity and cohesion along the entire length of Mainstreet, regardless of development phasing.				X	X			X			

Table 1 Land Use Recommendations

West End Goals							Old Town Goals							
W-1	W-2	W-3	W-4	W-5	W-6	W-7	O-1	O-2	O-3	O-4	O-5	O-6	O-7	O-8
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							X	X				X		
									X			X		

Table 1 Land Use Recommendations

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