

All attendees should freely share their minutes and other supporting documents to whomever they believe may have an interest.

Downtown Development Committee of Parker

(THE DDC)

Committee of the Parker Chamber of Commerce

Minutes of Organizational Meeting No. 11

March 6, 2007

2:00 p.m.

The following individuals were present at the meeting of the Downtown Development Committee (DDC):

Jim Anest, The Bridgeport Corporation (Victorian Peaks), Peter Wells and Larry Graves (Twenty Mile/Sage Bldg.), Steven Strain (War Horse Restaurant), Chris Dunn, Gary Lasater, Tom Radigan and Catherine Henry (Victorian Commons), David and Justin Van Landschoot (Parker Station Professional Office bldg.), Fred Starr, Elise Penington, Sara Walter, Bill Meyer and JD McCrumb all of the Town of Parker, Kirby Ross and Steve Parry (East Gateway Development), David Commers (Mountain Man Nut Co.), Norman McQueen, Lew Palmer, Sam Demander, Steve Rosen of Jocks & Jills, Lee Riggs of Vines Wine Bar, Jeanne Brueckner of Mainstreet Flowers, Doil Storie of Farmers Insurance, Rick Bellefeuille of YESCO, Mark Dougherty, Firstier Bank and Chamber of Commerce.

All should now know that the meeting time is 2:00 p.m.

The following discussions then ensued:

- I. David A. Van Landschoot informed those attending of the following and sought approval:
 1. Review of Feb 6, 2007 Meeting Minutes and approved with no objections.
 2. Other hand outs were as follows: Copy of the PEDC Development/Update Report, copy of the favorable Chronicle News Article, 07 Meeting Calendar (SEE Revised Calendar AGAIN), Schedule of dates/times for Town Council study sessions and staff presentations, Three Books of Historical Information related to Parker were distributed, copies of petitions of support for the new "motions" of the DDC were reviewed and which came from Chamber of Commerce members. .
 3. David suggested that the property owners look to a bevel/stain/cut custom glass theme for buildings in Old Town Parker as a way of having a common distinguishing "mark" for the public to see. Parker Station has started to include such unique custom "artistic" glass within their common areas of the office building and will be expanding the ideal to the exterior later this summer.
- II. Report by Gary Lasater and Fred Starr:
 1. The Town is still waiting for the most recent updated construction drawings for 07 Mainstreet Improvements and will contact us when they are ready for review.
 2. Fred thought a "work schedule" would be ready soon and that too would be presented to us for discussion. Clearly, all the businesses would like to know at what end of the street and which side of the street will be worked on first, last and how long, so as to conduct business around the construction schedule. The initial suggestion by the committee is to work on the South side of the street first and to start at the East end going West.
 3. No requests are being made of the property owners/businesses of E. Mainstreet at this time.
 4. No news on the Pikes Peak Drive construction going North into Mr. Dave Connors property and all traffic exits being consolidated.
 5. No news on the Trestle project, though it is anticipated to cost a few hundred thousands dollars.
 6. The Hood House being moved from Old Town Parker district to Preservation Park was discussed.
 7. No news on BID or other public financing concepts at this time.
 8. The Twenty Mile Barn is in storage and needs to be addressed as to it's "re installation".
 9. Gary and Fred went over the proposed schedule for Council Study Sessions and for Staff presentations. It was decided that the March 12 meeting would be moved to MARCH 26, 2007 for the Council Study Session on the "Branding" and "Sign Program" DDC motions.
 10. Fred Starr indicated that there needs to be discussion on a "plan" for the land, presuming the Library and the PAC are approved, for future retail development. This should be addressed in a year from now.

III. Report of Sub Committees:

1. Jim reported nothing new with the sign program. The current sign program funds raised to date is \$127,500. . Since the sign program will be presented to the Town Council on March 26th, 2007, we only have another month to raise another \$22,500. towards our goal of \$150,000.
2. Jim and David agreed, upon acceptance by DDC members, to contribute the first \$5,000. towards any sign designs that the Town might wish to have done, presuming the Town Council of Parker agrees to the proposed DDC motions. In this way, funds are approved moving forward from the DDC members and not from the Town of Parker, so as to provide more accurate cost “budgeting” of the proposed sign design program and to obtain consensus on over all sign designs for Old Town Parker district.
3. Chris Dunn indicated nothing new on the Sulphur Gulch – Pioneer History Trail. David and Justin presented the following, which all agreed to:
 - a. Barco Product Trash Container with covered top for use on E. Mainstreet and on the proposed Pioneer History Trail section of the Sulphur Gulch.
 - b. Victorian Fence Design...as a guide for future fence construction.
 - c. Belson Outdoor Products Bench with back and without back Victorian design for locations within the proposed Pioneer History Trail of the Sulphur Gulch area. Benches without “backs” are preferred. Since the “Sulphur Gulch” route is very “open” it would seem to be better to not have “backs” which will stand out as far as the eye can see. Further, given the hope of future signage and sculpture art along this route, it would be better not to have the benches overwhelm the proposed Pioneer History Trail. The benches are to be black in color and to have recycled material for the slats.
 - d. The proposed Plainwell bench and trash design is acceptable for all other Old Town Parker district areas, especially for the O7 E. Mainstreet Improvements. The color requested is to be black iron and recycled slat material.
 - e. In the event any of the current public benches, trash containers or other items can be relocated and reused somewhere else in the Town of Parker, the DDC would request that such items be replaced with the above items described.
 - f. The “sample” bench and trash receptacle along Pikes Peak Drive and by the bridge over by the “Casey” store is requested to be replaced with the above described recommendations, so as to be consistent with the entire Sulphur Gulch route within the proposed Old Town Parker district. This is also the site of the proposed “archway” sign that will identify an “entry” to the proposed “Victorian Park” district.
4. It was determined to move forward on a Public Art Program meeting, open to the public, for March 27, 2007. THAT HAS BEEN CANCELLED. A new approach will be discussed on April 3, 07
5. No other committee reports due to such a full agenda!

III. Discussion with Town Staff, Elise, Sara and Bill Meyer on 07 Town Events. A schedule of just the Town sponsored events was passed out, along with all of the past “written” information on the 06 Christmas Carriage Parade. After much discussion, the following are the important points:

1. Regular committee meetings related to all public events that affect the proposed Old Town Parker district will occur in the future and with representation from the DDC. Justin V. volunteered to be the representative of the DDC and Lee Riggs will represent the business owners.
2. In the future, public event listings by Staff to the DDC will be for ALL public and private events that are planned/scheduled for the Old Town Parker district.
3. An e mail list of the property owners and of the retail businesses in Old Town Parker district will be compiled for on going notification of all pertinent facts related to events in the Downtown area.
4. A better plan will be worked out to allow employees of retail tenants and other tenant professionals, so that they do have access to the parking/offices/businesses within the Old Town Parker district that may be “restricted” during certain public events.
5. The new Special Events Coordinator will be Julianna Wassell.
6. All agreed that it takes all of us working together to make sure that problems are kept at a minimum for events occurring in the Old Town Parker district. The DDC land owners and businesses owners pledge to work with the Town and to provide services, if requested, to assist in the success of public events.
7. A “check list” or permit process with rules etc. will be provided to the DDC to review and comment, so as to assist in the best organization of public events that affect the Old Town Parker district.

- IV. Initial discussion on “kiosks” in Old Town Parker was delayed. All are encourage to go out and obtain ideals to present back to the committee. The question is how to be able to notify the public what is “happening” in Old Town Parker/All of Parker, yet maintain a clean and easily maintained location, while best fitting into the Old Town Parker historical style?
- V. Library Update: Stevan said that all was on track for us to participate in a get out the vote campaign beginning at Labor Day.
- VI. Old Town Parker Merchants Association. They have been invited to join us. Lee will let us know if this will happen.
- VII. Development Update:
 - 1. East Gateway Development: Steve Parry indicated that they were moving forward on final plan approval, which they felt would be completed by June 1.
 - 2. Victorian Peaks: Jim Anest indicated that construction start would occur by July.
 - 3. Victorian Commons: Tom Radigan indicated he will know about a July construction start soon.
 - 4. Victorian Office Bldg. Jerry Dandurand has started his 4th Victorian Office Building.

There was much discussion on how all of the proposed new developments could assist each other, and with all of us, in getting better marketing. Several of the property owners and business present indicated that they would cooperate with having either interior or exterior mounted cabinets to be maintained by the Developers and to provide marketing information about the new developments in the Old Town Parker district. The following was agreed:

- 1. To request that the PEDC allow and encourage “links” by the developers, at no cost to the PEDC, on their web site, so as to allow for more marketing of the Old Town Parker district real estate developments. The same will be asked of the Parker Chamber of Commerce.
- 2. To request of the PEDC to fund, by matching the same amount, \$5,000. towards a \$10,000. projected budget for the installation and construction of such marketing cabinets/kiosks. The PEDC would receive joint advertising of their co sponsorship. Further, each developer would be required to not only pay their share of the \$5,000., but also to agree, upon the completion of their proposed development, to install the same type of cabinet for future use by the DDC/PEDC and other new real estate developments within the Old Town Parker district.

V. Other Development of the “Old Town Parker” concepts from the participants? NONE GIVEN.

IX . Old Business: None

X . New Agenda Items For April 3, 2007 Meeting.

- 1. Update/Plans/Construction Phasing of the 07 Mainstreet Improvements.
- 2. Review of signage program, motions as to Council Reaction.
- 3. New Development Updates.
- 4. Package the Public Art “walking tour” Program concept and work with the Parker Cultural Commission for implementation?
- 5. BID Public Financing Concept.
- 6. Agree on Goals/Follow through of 07 DDC items. Suggested list of
 - a. Pursue of “Branding” of Old Town Parker district and Victorian Park.
 - b. Monitoring/Assist with 07 E. Mainstreet Improvements.
 - c. Pursue Old Town Parker district Sign Program.
 - d. Monitor/Assist with Public and Private Old Town Parker district events.
 - e. Monitor Sulphur Gulch improvements within the OTP district.
 - f. Promote positive vote for bonding funds for the Douglas County Library.
 - g. Promote/Cooperate/Fund Old Town Parker district historical monument size bronze sculpture public art.
 - h. Promote/Assist proposed new real estate development in Old Town Parker.

XI. Meeting Adjourned:

Meeting time was one and half (2.0) hours.

Respectfully, David A. Van Landschoot, Justin Van Landschoot, Jim Anest and Steven Strain

Generally Agreed Individual Property Issues/Concerns/Points

- I. Parker Station Professional Office building has excess parking. Due to the first level Victorian Drive “space” not being retail (all office space rented as of this date), there appears to be an excess of about 40 parking spaces in the North Parking lot area.
- II. Parking for Vines/Sage/Twenty Mile Center can not be moved from where it currently exists.
- III. The “Vacant land” between Parker Station and Twenty Mile Center needs to be developed into a viable business asset for the entire Downtown area.
- IV. Twenty Mile Center owners believe that their parking along Mainstreet is imperative to their continued success of that property. Thus, their parking lot area is not open for discussion as to the development of a new building with substituted parking in some other, and farther, location.
- V. Chris Dunn has indicated the importance of a high density development on the corner/Mainstreet South side of his property located on the South West side of Pine Drive and E. Mainstreet.

Development Concepts/Ideals Worth Noting

- I. Downtown Parker is a distinct, relatively small, designated area. Therefore, very special attention needs to be given to such an area. When in doubt, the ambiance of the Downtown is to be enhanced and not minimized due to cost, as long as cost may be more than usual, but less than extraordinary.
- II. An Old Town Parker district Hotel location, which may be considered for the property located at Pine Drive and E. Mainstreet, ought to be encouraged. In any case, a hotel location in the Old Town Parker district is a priority as to interest by all parties.
- III. The center of Old Town Parker, represented by Parker Station Professional Office, Parker Water and Sanitation District building and the land located on the South West corner of Pine Drive and E. Mainstreet ought to be developed in the most “dense” manner appropriate. This would allow for the center “population” to flow to all ends of Old Town Parker Mainstreet.
- IV. The Eastern Gateway to Downtown is very important and must be “special”. The southern entry near the round-a-about at the new Best Buy area should introduce visitors to Old Town Parker and reference the Victorian Park area as well as the northern entrance. The current west entrance should be uniform with the other signs as well.
- V. Downtown Mainstreet ought to have, when practical, a continuous walkway and building frontage. Parking ought to be in the rear of buildings or “out of the way”.
- VI. Pocket Parks ought to be located in the Old Town Parker district. What about the vacant lot behind the Compass Bank location along Pikes Peak Drive?
- VII. Event Planning for the Old Town Parker district needs to occur and to be appropriate in size and type to encourage business for the Old Town Parker Business community.
- VIII. Parker Station Office Building could be extended on the West side and along Mainstreet to create at least an additional 12,000. sq. ft. of office/retail space.
- IX. Parker Station Professional Office Building could be extended on the North side, along Victorian Drive, by three levels and in an approximate amount of 12,000 total sq. ft., similar to the “end” section of Parker Station building along E. Mainstreet.
- X. The ownership of the “vacant land”, David Connors, has indicated that the “traffic access” point into his land could be closed up.
- XI. The owner of the “vacant land” has also indicated that they wish to develop their property.

Misc. Items To Be Noted:

- I. It has been mentioned several times that the public “lit” signs on Parker Road and Lincoln Avenue, when indicating Mainstreet closed (for any reason), do not provide the proper information. Generally, people believe that Mainstreet is closed the same day/time they see the sign and do not understand (since they drive by before probably reading the sign thoroughly) that it is for a limited time and date into the future. Better notification signage needs to be considered. Though the problem has been identified, the solution is not as apparent.
- II. Public Parking Signage needs to be better and more distinct as to location and use.