

RECOVERY AND RESILIENCY PARTNERSHIP PROJECTS

CITY OF PARKER BUSINESS 98 DOWNTOWN CORRIDOR

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Issues
Developing a vibrant commercial area along Business 98 is a high priority to build Parker's local economy. Residences, businesses, a large sports complex, and civic institutions are located along Business 98, the primary corridor through Parker.

Key issues that limit commercial potential include **vacancy, high speed truck traffic, and a lack of sidewalk and bike lanes.**



The lack of streetscape elements such as sidewalks and designated vehicular access between commercial properties and Business 98 creates safety issues.



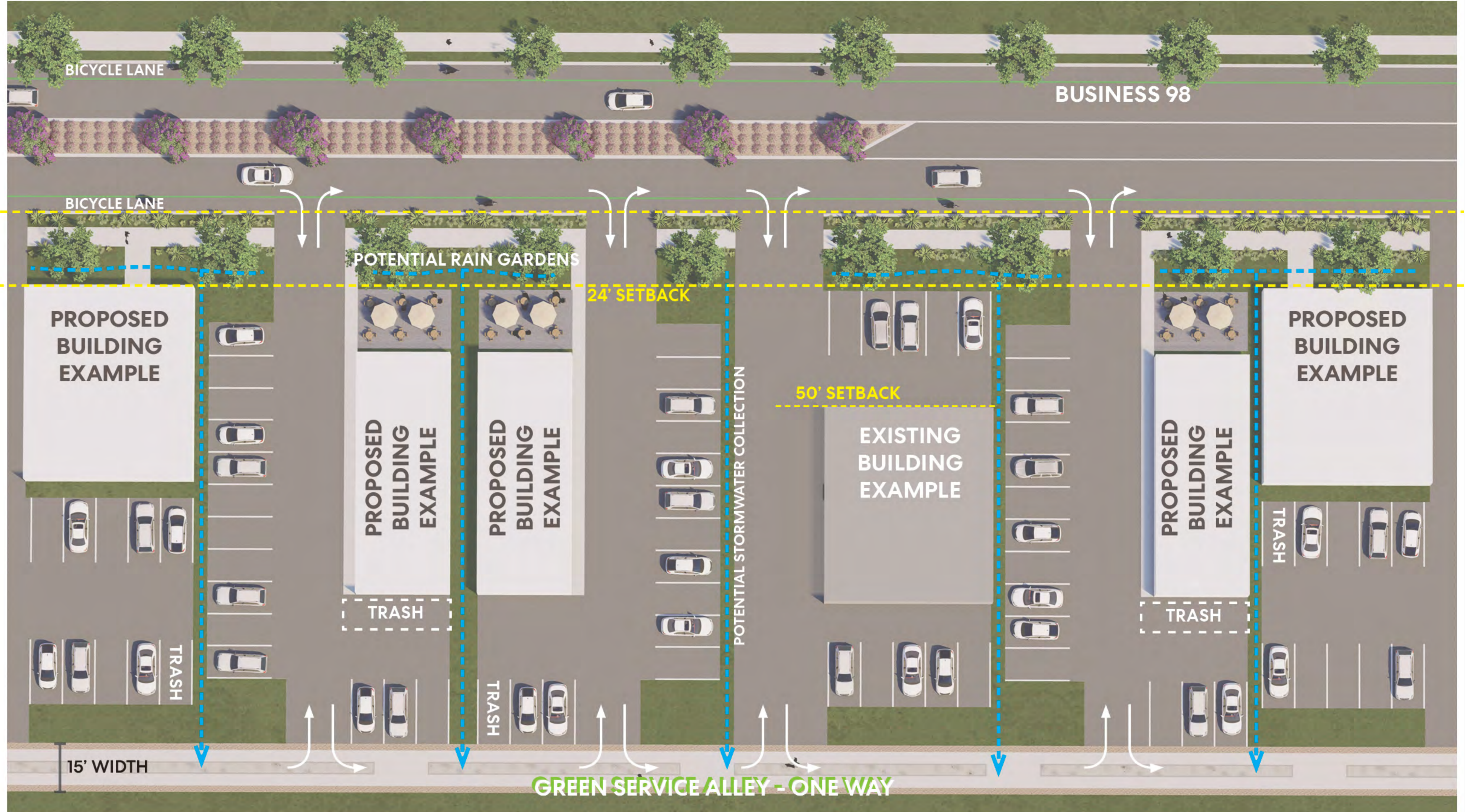
Sidewalks and bike lanes are needed to connect community assets such as the Parker Sports Complex, City Hall and the library.

Design Concept: A Local Business District
Designs that create a walkable experience can support a local business district to serve Parker residents, visitors traveling through, as well as Tyndall Air Force Base employees and their families who live and work nearby.

Safe, attractive pedestrian and bicycle paths with natural drainage features can support local businesses and improve access to community amenities.

The city stakeholders referenced downtown St. Andrews area as an example of a comfortable, lively, walkable local district. The design concepts propose building and streetscape options that support the engagement between businesses and visitors as noted in St. Andrews.

As commercial and community redevelopment occurs, the development of a green alley that provides service access as well as a place for the community to walk and play can be developed behind the commercial properties facing the highway. Green alleys use sustainable materials such as pervious pavements and plantings to create an inviting public space for people to walk, play, and interact.



The design focuses on the **streetscape and commercial building types** to organize the space between buildings and the street to create a walkable local business district with welcoming storefronts. Proposed road improvements include a turn lane that alternates as a planted median and a dedicated, clearly marked bicycle lane.



The **streetscape** includes sidewalk and plantings to improve safety, visibility and access to businesses.



Examples of **site designs** for commercial buildings on a typical parcel size identify potential options for setbacks, parking and building footprints that can help guide development of the corridor at a scale suitable for local businesses along Business 98.