

# Eisenberg Company

*Full service commercial real estate*

Paul Workman  
Senior Planner  
20120 E. Mainstreet  
Parker, CO 80138-7335  
303.805.3327

Dear Paul,

We are in receipt of an email we received from Jason Rogers dated July 20<sup>th</sup>, 2017 with reference to our property located at the SWC of Parker Rd and Pine Ln.

As you may know, our company focuses primarily on sustainable neighborhood community oriented projects. We currently own three retail shopping centers in Colorado and own or control more than 70 acres in various stages of development throughout metro Denver. Additionally we have developed and own projects throughout the western United States for over 30 years. We pride ourselves on considering issues and concerns from residents and municipalities and integrating those concerns into our plans in order to create comprehensive development projects and we want to thank you in advance for your consideration of our pending submittal for development review at this location.

When we initially considered purchasing this 16 acre site, we understood the zoning as Planned Development (PD) and governed by the "Parker Auto Plaza 1<sup>st</sup> Amendment." The site lies within the Title 23 Overlay District. Permitted uses, restriction, and development standards are defined in the "Parker Auto Plaza 1st Amendment." Given the broad zoning for the site and our ability to develop the site, we decided to purchase the property and pursue the development within the guidelines of the existing zoning.

Initially, we thought the site showed well for a grocer based on a proprietary grocery study that we had commissioned in this market. Although the numbers showed very well on our study, and after much discussion with all grocers in the trade area, we have concluded that they are unwilling to consider the location given the grocer saturation that exists.

Given this market feedback, we continued our search for uses that would consider the site as a benefit to their business and the overall community. That said, and as evidenced by our proposed site plan, we currently have interest from users that are willing to consider the location based on their proximity and visibility to Parker Road as part of our "Phase I".

Phase II as we will call it, might consist of future retail, office or any other allowed use within current zoning.

Although we certainly appreciate the concept study that was done for our review prior to submittal, the users that we have identified are simply not willing to locate within our project given the Town's proposed layout within the study. In summation, we believe that our proposed layout not only conforms to our zoning but is also an aesthetically appealing project that the City of Parker can be proud of upon completion.

Sincerely,

  
Craig F Eisenberg