

**Narrative Insert to Town of Parker
Community Development Department
Land Use and Development Application**

Address or General Location: 12450 South Parker Road, Parker, Colorado and adjacent vacant land; MOST LOT 1 BLOCK 1 JACKALOPE 1 (approximately 5.139 acres), MOST TRACT A JACKALOPE 1 (approximately 3.902 acres).

Proposed Amendment: Applicant requests a rezoning of the property from Planned Development (Jackalope Subdivision) to modified Commercial including all uses permitted by right for C-Commercial Zoning as set forth in the Town of Parker Municipal Code Section 13.04.120 as well as the following uses: (i) motor vehicles and motorized equipment: sales, leasing, rental servicing and repair as an accessory activity; (ii) outdoor commercial display; and (iii) nurseries (plant), wholesale and retail, which provide outdoor display,.

Basis of Need for Amendment: Such change is critical to the sale of the property and activation of the property located at 12450 South S. Parker Road, Parker, Colorado, near the intersection of Hess Road and South Parker Road. The building on the site is currently occupied by Parker Country Market, with additional land occupied by Tuff Shed for the retail sale of sheds. The remainder of the property is vacant. The current Planned Development permits retail sales only in the current building, which is a configuration and size that is not conducive to future commercial use. The applicant is under contract to purchase the property to be operated as a Big Tool Box hardware store and Highlands garden center. The proposed rezoning would permit the property to be utilized for the retail operation of a hardware store, a greenhouse, nursery and garden center (including outdoor display and retail and wholesale sales), tool rental, repair and service shop, and storage of bulk landscaping and home improvement products such as rock, sand, and mulch and a lawn and sprinkler center, in addition to truck rentals (UHaul or similar) and the display and sale of sheds and/or small structures (such as Tuff Shed). With the expansion of Parker to the south, this area is currently underserved from a hardware and nursery perspective and the demographic profile of the surrounding area is ideally suited for the operation of a Big Tool Box hardware store and Highlands garden center.

Applicant Overview: The Big Tool Box is an independently owned and operated hardware store and garden center offering tool and small motor rental, repairs and services. This will be the second Big Tool Box location owned and operated by our family. We opened our first location in 1978 in Centennial, Colorado. The Big Tool Box prides itself on being a local hardware store that is integral part of the community. We are small business owners who are local and loyal...just like it ought to be. While others have become large and impersonal, at the Big Tool Box, we've remained small and very personal. The Big Tool Box & Highlands Garden Center have been serving the South Denver Metro area for over forty years. With five different divisions: Ace Hardware, Garden Center & Nursery, Rental Shop, Repair Shop, Lawn & Sprinkler Center, we truly have 'All the Expertise Under One Roof'. The Garden Center offers pond supplies, house plants, statuary, a full nursery stock, seasonal décor & great gifts. Stop in today to see what customer service is all about. You will leave with all of the tools you need to make your job at home or work a success. When the job's worth doing right, come to the Big Tool Box!

The Big Tool Box is part of the family of Ace Hardware stores. Founded in 1924 by a small group of Chicago hardware store owners, Ace changed the retail landscape by allowing individual stores to purchase merchandise in bulk to save money and buy at the lowest possible price. This partnership enabled even the smaller stores to compete effectively at retail despite larger stores in their market. And to this very day, Ace Hardware Corporation is still owned solely and exclusively by the local Ace retail entrepreneurs. Through the Ace Foundation and other outlets, Ace believes in giving back to the communities in which they serve. Since 1991, Ace has been a proud partner of Children's Miracle Network (CMN) Hospitals and the American Red Cross during disaster relief efforts. Through Ace

retailers and customers, vendor partners, and Corporate team members, we have raised over \$100 million for CMN Hospitals and have supported the American Red Cross through both monetary and product donations when a disaster strikes.

Project Overview: Ace stores come in all sizes and shapes based on the needs of each individual neighborhood. The Big Tool Box offers a wide variety of paint, lawn and garden, tools, local niche services and virtually anything you'll ever need to fix, repair and maintain your home, property or business. And of course, we are most certainly the place with the helpful hardware folks! The Big Tool Box – Parker will take all the best aspects of our first location and, with all the knowledge we've gained over the years, improve upon it. At 15,000 square feet, the hardware store will provide a vast selection of tools, paint, lawn sprinkler parts, plumbing supplies, electrical supplies, lawn & garden inventory, outdoor living items and much more. The 5800 square foot indoor garden center will have a 4100 square foot attached greenhouse and a 29,000 square foot outdoor retail display area. The garden center and nursery will stock a diverse array of annuals, perennials, shrubs, trees, ornamentals, vegetables, gardening supplies, fountains, statues, gifts, décor, outdoor furniture, pond supplies and more. The repair shop and rental center will be housed in a 3600 square foot building separate from the hardware store and garden center. In the shop our expert mechanics will service everything from Stihl Chainsaws and trimmers to riding mowers, skid loaders and small homeowner tractors. Our rental center will rent hand tools, power equipment, grills, party supplies, Uhaul trucks and trailers in addition to filling and refilling propane.

Ace is consistently rated by customers as more convenient with more knowledgeable and helpful store associates than the major competitors (see table below). We believe this differentiates us from the “big box” hardware stores that are impersonal and don't achieve our level of service.

			
ARE CONVENIENTLY LOCATED:	79%	62%	53%
HAVE HELPFUL STORE ASSOCIATES:	78%	59%	61%
HAVE KNOWLEDGABLE STORE ASSOCIATES:	77%	60%	62%
EASY TO FIND PRODUCTS I'M LOOKING FOR:	72%	65%	64%
HAVE QUICK CHECKOUTS	63%	51%	49%
STANDS FOR VALUES THAT ARE SIMILAR TO MINE:	54%	43%	41%

The proposed development of the property will be designed to meet the goals and objectives of the Parker Road corridor zone standards as outlined in the town of Parker commercial design standards updated January 17, 2017, sections iii and ix; subject to a separate re-plat and site plan application review and approval by town staff. In general, the development will include building and landscape architecture and design that contributes to a cohesive, unified and visually interesting streetscape; will conform to class-a retail standards supporting an image of high quality and value; will provide for

efficient pedestrian, vehicular and bicycle connectivity both within the site and into the surrounding community; and will thoughtfully integrate with and relate to existing adjacent commercial and residential uses, particularly with respect to the scale and design of the building elevations, screening and landscaping. There is even a proposed food truck pad that will be serviced with power and water to provide an additional amenity to the community, customers and staff alike. The general layout of the project was put together with the impact to the neighboring properties in mind – placing the garden center to the south to utilize the trees, shrubs and landscape materials as a buffer to the residential area, with the retail and rental areas to the north adjacent to neighboring commercial properties.