






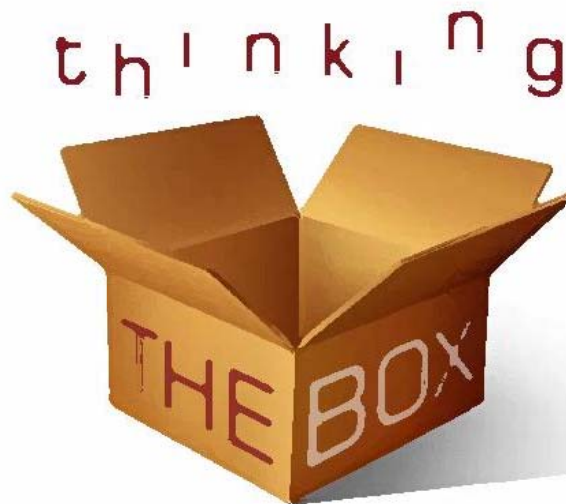


Comprehensive Plan Implementation Strategies and Priorities

Key

-  Parks and Recreation
-  Downtown and Historic Preservation
-  Public Works
-  Development Services
-  Fire & Police
-  Utilities
-  Economic Development
-  The Castle Rock Team (Multiple Departments)



Strategies to Promote a Distinct Town Identity

Implementation Strategies	Lead/Partners	Priority
Principle ID-1: A highly accessible and geographically well-distributed system of parks, recreation facilities, open space, and trails		
Continue to work with developers to dedicate land suitable for neighborhood and community parks or collect cash-in-lieu for park development, recreation resources, and/or trail connections, where appropriate.	Lead: Parks, Open Space and Trails Division Partners: Development Services, Finance	O
Continue to accept donations of property, trail easements, or rights of way where appropriate, particularly where “gaps” in the system exist.	Lead: Parks, Open Space and Trails Division Partners: Castle Rock Parks and Trails Foundation, Public Works	O
Plan the location of trails and drainage improvements to ensure alignments minimize negative impacts to sensitive areas, and provide opportunities to minimize dependence on vehicle use.	Lead: Parks, Open Space and Trails Division Partners: Douglas County Division of Open Space and Natural Resources	O
Monitor standards for open space dedications and update as needed.	Lead: Parks, Open Space and Trails Division Partners: Development Services	O
Encourage the acquisition of trail and floodplain easements or rights of way to provide for a linkage between the Town of Castle Rock and surrounding recreational resources.	Lead: Parks, Open Space and Trails Division Partners: Utilities Stormwater Division, Douglas County Division of Open Space and Natural Resources	O
Continue to work with community partners and volunteers on strategic projects to leverage available resources for parks, open space and trails.	Lead: Parks, Open Space and Trails Division Partners: Parks and Recreation Commission, Castle Rock Parks & Trails Foundation, POST Partners	O
Principle ID-2: A community that values its history, the arts, and small-town culture.		
Encourage historic landmark designation of significant public and private sites and buildings.	Lead: Historic Preservation Board Partners: Downtown Development Authority and Development Services	
Continue to support public and private investment/reinvestment in Downtown Castle Rock.	Lead: Economic Development Council Partners: Downtown Development Authority, Downtown Alliance, Development Services, Finance and Chamber of Commerce	
Continue to use the cultural resource survey program as an educational and development tool.	Lead: Development Services Partners: Historic Preservation Board and Downtown Development Authority	

Implementation Strategies	Lead/Partners	Priority
Explore the potential for a County property tax rebate program as an incentive for designation of historic landmarks.	Lead: Historic Preservation Board Partners: Douglas County Historic Preservation Board and Downtown Development Authority	
Consider establishing training programs for Historic Preservation Board members through History Colorado to increase awareness of review criteria, grant opportunities, tax incentives, etc. at the State level.	Lead: Historic Preservation Board Partners: Douglas County Historic Preservation Board, History Colorado and Downtown Development Authority	
Revive the “This Castle Rock Place Matters” website as a public education tool.	Lead: Historic Preservation Board Partners: Community Relations	
Continue to encourage developers to survey their archaeological resource, and encourage dedication and preservation, prior to development of property.	Lead: Historic Preservation Partners: Development Services	
Principle ID-3: A community recognized for and enhanced by its natural environment and scenic vistas.		
Assess and seek to minimize potentially negative impacts to environmentally sensitive areas as part of new capital projects.	Lead: Public Works Partners: Parks, Open Space and Trails Division, Douglas County Division of Open Space and Natural Resources	
Encourage the replacement of trees and other significant vegetation displaced by development, disease or other causes.	Lead: Parks, Open Space and Trails Division Partners: Colorado State Extension Service	
Preserve and protect natural floodplains by mitigating for development impacts and establishing reasonable buffers for public safety and environmental enhancement.	Lead: Utilities Stormwater Division Partners: Development Community	
Develop and administer adequate mitigation measures for noise, odor, air, water or light pollution and other nuisances.	Lead: Development Services Partners: Utilities, Public Works	
Monitor the impact of the Project Green initiative and make this information readily available on the Town’s website.	Lead: Castle Rock Community Green Team Partners: Community Relations	
Principle ID-5: A tradition of local community events and cultural and entertainment opportunities.		
Pursue grant funding to develop strategies to address parking needs, wayfinding signage, and pedestrian and bicycle connections to facilitate Downtown events.	Lead: Downtown Alliance, Development Services Partners: Public Works	
Continue to support a Community Events Coordinator position.	Lead: Community Relations Partners: Town Council, Downtown Alliance, Castle Rock Chamber of Commerce	

Strategies to Promote Responsible Growth & Development

Recommended Action	Lead/Partners	Level of Priority
Principle RGD-1: Orderly, cost-effective, equitable and fiscally responsible growth.		
Continue to work with Douglas County to ensure development at urban level densities remains within incorporated areas.	Lead: Development Services Partners: Town Council, Douglas County Board of County Commissioners	0
Establish costs for both capital and operating charges to provide services beyond the Planned Service Area boundaries.	Lead: Utilities, Public Works, Fire and Rescue, Police Partners: Public Utilities/Castle Rock Water, Finance, Development Services, Public Works Commission, Utilities Commission	2
Establish system development fees, or other tools as appropriate, that will adequately fund total development costs for improvements to and maintenance of the integrated water, wastewater, and urban drainage system.	Lead: Finance Partners: Utilities, Public Works, and all other applicable departments	1
Monitor the Town's current system of impact fees to ensure that exactions imposed on private property are adequate to mitigate the measurable impacts of development on the community.	Lead: Finance and Development Services Partners: All applicable departments; Town Council;	0
Principle RGD-2: Active participation in local and regional discussions surrounding growth and development.		
Work with DRCOG to evaluate possible updates to the boundary of the Town's currently designated Urban Center, as well as the potential designation of additional Urban Centers in Castle Rock.	Lead: Development Services, Downtown Development Authority Partners: DRCOG	1
Principle RGD-3: Annexation of areas with the potential to accommodate growth in a fiscally and environmentally sound manner.		
Conduct periodic fiscal impact analyses for future build-out scenarios, to ensure that development patterns can be serviced in a fiscally responsible manner.	Lead: Development Services, Finance Partners: All departments, developers	0
Principle RGD-4: A balanced mix of land uses to meet the short and long-term needs of the community.		
Monitor the efficacy of the Town's Attainable Housing Ordinance, in collaboration with the Douglas County Housing Partnership.	Lead: Development Services Partners: Town Council, Douglas County Housing Partnership	0
Consider workforce and senior housing projects as opportunities arise.	Lead: Development Services Partners: Town Council, Douglas County Housing Partnership	0
Seek opportunities to leverage CDBG funds in support of the Town's long-term objectives.	Lead: Development Services Partners: Town Council, Finance	0

Recommended Action	Lead/Partners	Level of Priority
Principle RGD-5: Cohesive neighborhoods and mixed-use centers that offer a variety of lifestyle options for Castle Rock residents.		
Develop one or more flexible mixed-use zone districts and design standards as an alternative to the planned development process.	Lead: Development Services Partners: Planning Commission, Design Review Board, Castle Rock Economic Development, Downtown Development Authority, Downtown Alliance.	2
Develop design guidelines and standards for commercial and industrial areas, addressing considerations such as architectural character, site layout, access, lighting, signage, parking, streetscapes and public areas of residential development.	Lead: Development Services Partners: Planning Commission, Design Review Board, Castle Rock Economic Development, Downtown Development Authority, Downtown Alliance.	1
Principle RGD-6: Infill development is compatible with and sensitive to the scale and character of the surrounding neighborhood.		
Identify existing areas for potential redevelopment and reuse programs.	Lead: Development Services, Castle Rock Urban Renewal Authority Partners: Castle Rock Economic Development and Downtown Development Authority	1
Explore the potential need for infill compatibility standards to guide the design and intensity of future infill development outside of the Downtown area.	Lead: Development Services Partners: Castle Rock Economic Development and Castle Rock Urban Renewal Authority	1
Principle RGD-7: An integrated multimodal transportation system that allows for the safe and efficient movement of people and goods.		
Develop a 5-year plan and a long-term plan for the design and construction of all transportation projects including development, capital and maintenance costs that seeks to minimize life-cycle costs.	Lead: Public Works Partners: Public Works Commission, Development Services, Finance, Town Council	1
Identify and implement multimodal infrastructure and services for high congestion areas.	Lead: Public Works Partners: Public Works Commission, Development Services	1
Develop key park-n-ride locations in cooperation with the regional development of transit facilities.	Lead: Public Works Partners: Public Works Commission Development Services, Colorado Department of Transportation	0
Establish criteria and responsibility for the identification and prioritization of all aspects of the Town's multimodal transportation system.	Lead: Public Works Partners: Public Works Commission, Development Services	2
Identify opportunities for coordination on regional transportation issues.	Lead: Public Works Partners: Public Works Commission	0

Recommended Action	Lead/Partners	Level of Priority
	Development Services, Colorado Department of Transportation, Douglas County and other local government partners	
Develop mapping to clearly define key roadways, parking locations, transit corridors, transit stops and park-n-rides, railroad crossings and corridors, and bicycle/pedestrian facilities, for both existing and proposed future conditions.	Lead: Public Works Partners: Development Services, Public Works Commission	0
Principle RGD-8: Reduced risk to life and property from natural and manmade hazards.		
Require permitted floodplain uses, including public facilities, which serve such uses, to be protected against floods through the uses of freeboard, buffers, flood proofing, and other protective measures at the time of initial construction or reconstruction.	Lead: Utilities Partners: Development Services	0
Develop design standards to reduce wildfire risk to residents and property.	Lead: Fire and Rescue Partners: Douglas County Division of Open Space and Natural Resources, Utilities	1
Participate in periodic updates to the Douglas County Hazard Mitigation Plan.	Lead: Fire and Rescue Partners: Police, Development Services, Public Works, Utilities, Emergency Management Agency	0
Require an environmental audit of lands being proposed for public dedication, including all open space, park, school, and rights-of-way, to ensure that they are free of environmental hazards and to ensure that the Town will not be liable for any future cleanup.	Lead: Development Services Partners: All applicable departments	0

Strategies to Support High Quality Community Services

Recommended Action	Lead/Partners	Level of Priority
Principle CS-1: Effective community safety programs.		
Monitor crime rates/target response times identified in individual department strategic plans using defined performance measures to assess future staffing and equipment needs.	Lead: Police, Fire and Rescue Partners: Town Council, Public Safety Commission	O
Recruit and retain the highest quality police, fire, and emergency services employees as well as training and developing them and recognizing their accomplishments.	Lead: Police, Fire and Rescue Partners: Town Council, Public Safety Commission	O
Utilize best practices in the delivery of fire and emergency services.	Lead: Fire and Rescue Partners: Town Council, Public Safety Commission	O
Utilize Data Driven Approaches to Crime and Traffic Safety (DDACTS) to reduce the incidence of crime, crashes, and traffic violations across the community.	Lead: Police Partners: Town Council, Public Safety Commission	O
Principle CS-2: Adequate community facilities and levels of service.		
Continually refine performance levels of service using established performance standards.	Lead: All Depts. Partners: Representative Boards and Commissions	?
Continue to develop mechanisms for reimbursement for oversized and jointly utilized infrastructure.	Lead: All Depts. Partners: Representative Boards and Commissions	?
Principle CS-3: A renewable water supply to serve the long-term needs of the community¹		
Continue to work towards completion of the Town's Legacy Water Projects to help Castle Rock achieve its renewable water supply target.	Lead: Utilities Partners: Utilities Commission	O
Evaluate potential cost and water savings associated with the water efficiency activities identified as part of the Water Efficiency Master Plan.	Lead: Utilities Partners: Utilities Commission, Town Council, Finance, Community Relations, Customers	O
Continue to market conservation education efforts to the community and offer incentives and rebates on a limited basis.	Lead: Utilities Partners: Utilities Commission	O
Continue to provide public education on nonpoint source pollution to reduce the risk of water quality impairment and high costs for water treatment.	Lead: Utilities Stormwater Division Partners: Colorado Stormwater Council	O

¹ Recommended actions based on the 2010 update to the Water Resources Strategic Master Plan.

Recommended Action	Lead/Partners	Level of Priority
Continue to monitor water rates and fees on annual basis and adjust as needed.	Lead: Utilities Partners: Utilities Commission, Town Council, Finance, Community Relations	0
Principle CS-4: An efficient water and waste water distribution and storage system.²		
Continue to develop/update tools and hydraulic models to update the Water and Waste Water Master Plans as growth conditions change.	Lead: Utilities Partners: Utilities Commission	2
Develop cost estimates for both capital improvement projects and operations and maintenance programs as a basis for input into the rates and fees analysis.	Lead: Utilities Partners: Water Conservation Division, Utilities Commission	0
Principle CS-5: Expanded access to health and human services.		
Continue to make available information needed to support the maintenance and expansion of existing health facilities or the attraction of new supporting services within the Town's boundaries.	Lead: Development Services Partners: All Departments, Town Council	0
Continue to collaborate with Douglas County and other applicable partners (i.e., seniors) as necessary to support the availability of a range of human services programs to meet the needs of the community.	Lead: Development Services Partners: All Departments, Town Council	0

² Recommended actions are based on the 2010 Stormwater Master Plan.

Strategies to Promote Healthy and Growing Economy

Recommended Action	Lead/Partners	Level of Priority
Principle EC-1: Diversification of the local economy through proactive primary job creation and economic development.		
Establish and implement an overall economic development strategy as a cooperative effort between the Town, Castle Rock Economic Development Council, Chamber, Downtown Alliance, and other organizations.	Lead: Castle Rock Economic Development Council Partners: Town Council Downtown Alliance, Chamber of Commerce	1
Prioritize investment in business infrastructure to support an overall economic development strategy.	Lead: Town Manager in partnership w/ Castle Rock Economic Development Council and Town Council Partners: Public Works, Utilities, Development Services, Downtown Alliance, Chamber of Commerce	0
Consider the overall economic development strategy when reviewing major development proposals.	Lead: Development Services, Planning Commission Partners: Town Council, Castle Rock Economic Development Council, Chamber of Commerce	0
Use other incentives and programs to promote economic development, including, but not limited to, expediting the development review process, utilizing public-private financing mechanisms, and/or applying for development or redevelopment grants.	Lead: Development Services and Castle Rock Economic Development Council Partners: Town Council, Chamber of Commerce, Downtown Alliance, Finance	0
Principle EC-2: An emphasis on business and industry development efforts along Interstate-25.		
Develop a Sub-Area Plan for the I-25 Corridor to guide future land use patterns, circulation and access, and public/private investment in the area.	Lead: Development Services Partners: Public Works, Utilities, Castle Rock Economic Development Council Downtown Alliance, Chamber of Commerce, Finance Representative boards and commissions	2
Promote awareness of available development incentives within the I-25 Interchange Districts.	Lead: Development Services and Castle Rock Economic Development Council Partners: Castle Rock Economic Development Council Downtown Alliance, Representative boards and commissions	0
Principle EC-3: Educational opportunities that meet the changing needs of Castle Rock's residents and business community.		
Work with educational institutions to encourage educational opportunities that maintain and improve the skills of the Town's labor-force.	Lead: Castle Rock Economic Development Council Partners: Arapahoe Community	0

Recommended Action	Lead/Partners	Level of Priority
	College, Douglas County School District, and other institutions as applicable; Town Council	
Broaden the scope and scale of the Young Entrepreneurs Academy	Lead: Chamber of Commerce Partners: Castle Rock Economic Development Council	2
Principle EC-4: A vibrant downtown that enriches Castle Rock’s sense of community.		
Continue to make targeted investments in Downtown Castle Rock to support the implementation of the Downtown Master Plan.	Lead: Town Council and Downtown Alliance Partners: Development Services, Public Works, Utilities, Castle Rock Economic Development Council, Castle Rock Economic Development Partnership, Downtown Development Authority, Chamber of Commerce, Finance	0

Recommended Action	Lead/Partners	Level of Priority
Promote awareness of available development incentives within the Downtown.	Lead: Downtown Alliance Partners: Development Services, Castle Rock Economic Development Council, Castle Rock Economic Development Partnership, Downtown Development Authority, Chamber of Commerce, Finance	0
Continue to use Tax Increment Finance (TIF) as a tool for Downtown improvements, as appropriate.	Lead: Town Council and Downtown Alliance Partners: Development Services, Public Works, Utilities, Castle Rock Economic Development Council, Castle Rock Economic Development Partnership, Downtown Development Authority, Chamber of Commerce	0
Pursue grant funding to develop strategies to address parking needs, wayfinding signage, and pedestrian and bicycle connections to facilitate Downtown events.	Lead: All departments Partners: Finance, Downtown Alliance, Castle Rock Economic Development Council, Castle Rock Economic Development Partnership, Downtown Development Authority, Chamber of Commerce	1
Principle EC-5: Strong partnerships and collaboration locally and within the region.		
Participate in efforts to create a Vision for Castle Rock’s tourism, recreational and cultural activities and events.	Lead: Chamber of Commerce, Special Events Coordinator Partners: Town Council, Castle Rock Economic Development Council, Community Relations Division	0
Participate in efforts to develop a unified, positive community marketing and re-branding image which will enhance Castle Rock’s business communities’ ability to create a strong and healthy local economy which also contributes to our local sales tax growth.	Lead: Chamber of Commerce and Community Relations Division Partners: Town Council, Castle Rock Economic Development Council, Chamber of Commerce	0
Seek and maintain strategic relationships/alliance.	Lead: Castle Rock Economic Development Council, Community Relations Division Partners: Castle Rock Economic Development Partnership, Town Council, Chamber of Commerce, Town Manager’s office	0
Influence decisions on legislative issues that affect business through the Douglas County Business Alliance, Government Issues Committee & Southern Colorado Business Partnership.	Lead: Castle Rock Economic Development Council Partners: Town Council, Chamber of Commerce, Town Manager’s office	0

Principle EC-6: A position of fiscal and economic health		
Provide high quality financial reporting as a basis for decision-making.	Lead: Finance Partners: All departments.	0
Advise Town management on business factors affecting the Town's fiscal environment	Lead: Finance Partners: All departments.	0
Develop effective financial policies to maintain internal controls and update as needed.	Lead: Finance Partners: All departments.	0
Update the Town's fiscal impact model periodically to ensure it accurately reflects current conditions.	Lead: Finance Partners: All departments.	0
Fund balance reserves to address catastrophic losses.	Lead: Finance Partners: All departments.	0