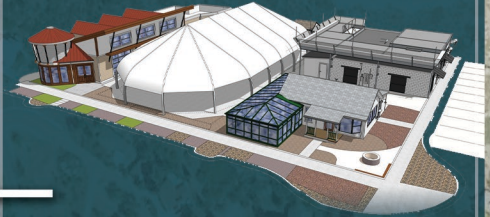


# 2021 DDA ANNUAL REPORT DOWNTOWN DEVELOPMENT



300 WILCOX ST  
**Douglas Masonic Lodge**  
DDA Façade Grant – Completed 2021



404 PERRY ST  
**Perry Street Social District**

3,308 SF new + 3,292 SF existing. This exciting new multi-building “entertainment district” is proposed to be an adaptive re-use project that includes a tap house to the north, re-invigorates the existing canopy as a beer garden in the warmer months and continues a community ice rink in the winter, and expands both buildings on the south to add craft beer with a full-sized kitchen and roof top bar, and adds an upscale deli/charcuterie/wine space.  
*Ancillary Development – Introduced 2021*



610 JERRY ST  
**The View at Castle Rock**

241,870 SF. 6 story mixed use building with 218 for-rent residential apartment units, 14,300 SF of office space and 5,000 SF of retail. Project proposed to have 429 parking spaces (100 public parking spaces).  
*DDA Project – Approved 2021*



221 WILCOX ST  
**221 Wilcox Street**

66,000 SF. 5 story mixed use building with 39 residential units, first floor retail/restaurant space.  
*DDA Project – Introduced 2021*



407 JERRY ST  
**Olinger Funeral Home**

8,200 SF. This new chapel replaces the old chapel, and will increase accessibility, increase energy efficiency, and better meet the needs of the community.  
*Ancillary Development:  
Introduced & Construction Began in 2021*



14 WILCOX ST  
**Encore**

151,000 SF. 7 story mixed use building with 124 for-sale residential condo units and 28,600 SF of retail/office space. Project includes a Town Hall Civic Plaza, 601 parking spaces (300 public parking spaces), public dog park, application for a train horn quiet zone.  
*DDA Project – Completed & 100% Sold 2021*

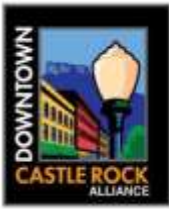


100 S WILCOX ST  
**Philip S Miler Library Expansion**

62,800 SF. This expansion replaces a 45,000 SF library built in an old Safeway Grocery Store. Vibrant spaces for youth, retreat spaces for work, event halls, conference rooms and huddle rooms, as well as the DC History and Archive Center, are planned.  
*Ancillary Development – Introduced 2021*







## Castle Rock Downtown Alliance

*A partnership between the Downtown Development Authority and Downtown Merchants Association*

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### **Downtown Development Authority Annual Report to Town Council 2021**

#### **Background**

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership unifies the Downtown organizations under one roof. The two organizations share one office and one staff helping to further the collective vision of a vibrant and prosperous Downtown.

The **Downtown Development Authority (DDA)** is a governmental entity that functions as an extension of the Town guided by a seven-member board that is appointed by Town Council. The DDA is charged with furthering development and place-making in Downtown Castle Rock using Tax Increment Financing (TIF) and is guided by a Plan of Development. The Plan of Development provides guidance from Town Council on the mission of the DDA and encourages the DDA to pursue “development projects”, which include projects to beautify Downtown, increase commerce in Downtown and development projects which bring physical construction of buildings to Downtown.

#### **Report**

The first half of 2021 began with much of Downtown Castle Rock still under some level of capacity restrictions and an environment of uncertainty for small business owners. With many of the office employers in Downtown having employees working remotely, foot traffic was down especially during the work week. In early spring, as vaccines were more readily available and with a need and desire to open up, restrictions were lifted and more people began to work in person. This led to more people gathering in Downtown both during the work week and in the evening and weekend hours.

In June, Downtown began to blossom, seeing more foot traffic than perhaps ever before and this was carried throughout the remainder of the year. While many businesses were still feeling the pain of a difficult last year, the increased foot traffic from June through the end of the year was a boon to business owners. Staff received positive comments and stories about there being people on every street corner in the core of Downtown on a Friday night, lines in front of the ice cream shop throughout the week, or a 20-minute wait to eat dinner on a Thursday, and how Downtown had come alive. Sundays had happy families lining the streets as they walked to and from breakfast or shopped at the Farmers Market. As the year came to a close, Downtown Castle Rock saw perhaps the busiest holiday season as a whole that has ever occurred. Whether it was families and friends walking along Wilcox, taking photos in front of the tree in Festival Park or strong demand for carriage rides even on a weeknight, the excitement in Downtown is unparalleled to any recent years. Downtown was full of life in a way not seen even pre-pandemic. Much of this life is due to the fact that Downtown has never had this many people working and living in Downtown. It is also possible that some of the residents that worked from home in Castle Rock during the last year, rediscovered Downtown while staying in the community, or discovered some of the new restaurants and shops that had recently opened.

In the second half of 2021, it became more and more apparent that businesses were getting back to “normal”, however a new challenge began to emerge which is the challenge of finding employees. Almost every retailer in Downtown expressed a desire to hire at least one more person but couldn’t, and

many of them had to change hours and even close down at times because of labor shortages. Despite labor challenges many business owners were reporting a successful end to the year.

The vibrancy of the built environment is proving to be a great benefit to the downtown economy, however as the year comes to end, the DDA has set its sights on a renewed focus for placemaking and beautification. Work that began in 2021 that included working with Design Workshop to formalize a Streetscape Materials Menu and the Town of Castle Rock Public Works department to imagine a cohesive downtown Alley Plan will be the focus of the new year, as well as additional discussions that are expected to look at public infrastructure.

This report documents many of the efforts, programs and projects that staff has worked on in 2021 in pursuit of creating and maintaining an active and vibrant Downtown.

### **Downtown Projects and Programs**

The following section of this report provides information on DDA projects and programs.

#### *Resource for Downtown Businesses and all Castle Rock Businesses related to COVID-19*

In January, information was shared with Downtown Businesses about the third round of the Paycheck Protection Program (PPP) from the US Small Business Administration. Downtown Alliance and EDC Staff continued to serve as a resource for the entire Castle Rock business community to help answer questions on business assistance for businesses impacted by COVID-19.

In early 2021, the Downtown Alliance held a spring Downtown Stakeholders meeting to provide information on Downtown Alliance programs and projects. In addition, Stephen Collier, with the U.S Small Business Administration, joined the meeting to provide information on the Restaurant Revitalization Fund before it was launched. Hopefully, this early information provided Castle Rock businesses an advantage.

We continue to monitor guidelines, requirements, and business assistance opportunities at the National, State, and local level, in order to serve as a resource.

#### *Rink at the Rock*

The DDA completed its ninth successful season of the Rink at the Rock in February with an attendance of 10,436 skaters during the three-month winter skating season. After facing numerous COVID-19 related challenges at the start of the 2020-2021 season, the season was a success. Overall attendance was lighter than any of the prior 5 years, however skating attendance was significantly limited by capacity restrictions. Key decisions that led to success included increasing the admission price \$2 for children and adults and launching an online ticketing system that allowed customers to buy tickets for a 2-hour time period. The ticketing system effectively kept a 35-person limit on the ice per 2-hour period and pushed overflow reservations to less busy times. The result was a more consistently busy ice-skating rink which helped maximize attendance within the capacity limit.

Having a local management company, Douglas County Maintenance & Repair (DCM&R) once again proved to be beneficial including having top management visit the Rink frequently and their ability to maintain the facility in addition to manage the retail operation.

The DDA started the Rink at the Rock in partnership with the Town of Castle Rock and the concept was born out of a desire to activate Downtown during the typically slower winter months. The DDA purchased rink equipment including rental skates and a Zamboni, negotiated a land lease for a location

to operate the Rink and purchased a Sprung Structure (white canopy) to protect the Rink and its visitors from the elements.

After nine successful seasons, the land lease expired in August of 2021. In anticipation of this expiration, the DDA evaluated a variety of options with a goal to continue this attraction in Downtown. During the 2020-2021 season, the landlord sold the property to a new owner who desired to redevelop the property and had an interest in operating a rink during the winter. Following direction from the DDA Board, the Rink at the Rock and its equipment, and the Sprung Structure were sold to the new owner of the land. The new project, being called the Perry Street Social District successfully launched and operated the Rink at the Rock during the 2021-2022 season opening a week early in November of 2021. The new project plans to add new dining and a beer garden in 2022. The Rink at the Rock was started by the DDA and Town, the concept was proven, and the private sector sought to purchase the concept with the goal to “level up” the site and the ice rink. This type of outcome is the ultimate goal for this type of DDA project.

#### *Downtown Engagement*

The Downtown Alliance often acts as the ‘voice of Downtown’. Staff spends time to meet one on one with Downtown businesses to provide information about what is going on in Downtown and collect feedback in order to represent the Downtown business perspective. Staff also shares information on Downtown programs, such as the Flowerbox Program, Façade Improvement Grant Program, and Patio Program, as well as information about DDA initiatives such as development projects, and DDA and DMA board seat openings.

In June, the Downtown Alliance wrote a letter of support to the Colorado Department of Transportation to support the Town’s application for grant funding to provide lighting upgrades in Downtown. To gather information for the application, DDA and Town staff met in Downtown in the late evening hours and walked Downtown to conduct a lighting assessment. The results of that assessment were used by the Public Works Department in their grant application.

In July, the Downtown Alliance wrote a letter of support to the US Colorado Department of Transportation to support the Town’s request for federal funding to be used to build the Crystal Valley Interchange. This critical infrastructure project is expected to improve the Castle Rock economy with new opportunities for primary employment, and in turn is expected to improve the economy in Downtown Castle Rock.

In August, the Downtown Alliance wrote of letter of support for the Douglas Lodge #153 (Masonic Lodge) to be included in their application for a Colorado State Historical Grant. The letter outlined the Masonic Lodge’s significant involvement in the downtown community, particularly the support of offering the Lodge as a volunteer headquarters for the Car Show and Oktoberfest events hosted by the Downtown Merchants Association.

#### *Façade Improvement Grant Program*

The DDA actively encourages private sector partners to utilize the Façade Improvement Grant Program. This program encourages Downtown property and businesses owners to renovate facades to improve the overall appearance of Downtown Castle Rock. While Town code does not require that facades in Downtown Castle Rock look a certain way, the DDA Façade Improvement Grant Program encourages attractive facades that fit with historic architecture and bring a quality look to Downtown.

In the first half of 2021, staff received two façade grant requests from downtown business and property owners.

- In January, staff received a request to pursue a façade grant for improvements at 15 N. Wilcox Street, however the applicant tabled their application so that they could evaluate options for improvement.
- In April, a façade grant request was introduced to the DDA Board for 300 Wilcox Street, known as the Castle Rock Masonic Lodge #153 AF&AM. The façade grant was reviewed and approved by the DDA in May. This building is one of few, but important examples of historic rhyolite architecture in Downtown Castle Rock. This important building, in an important location, was awarded a State Historic Grant for \$80,000 to aid in restoration of the building including fixing leaking windows. The State Grant requires a local match of 25% and the Castle Rock DDA Façade Improvement Grant Program can serve in part as local matching funds.

As 2021 came to end, several property owners inquired about the Façade Improvement Grant Program for 2022. This early interest indicates that business and property owners are considering investment in their properties in the coming year. This is a positive and encouraging sign.

Similar, to the Façade Improvement Grant Program, the DDA continues to offer a Micro Façade Grant Program, which provides a reimbursement award of up to \$1,000 for small businesses. The Micro Façade Grant program was designed to provide a streamlined process for smaller improvements sought by Downtown merchants. For example, the program may eliminate more complex application requirements such as elevations/renderings, depending on the scope of the desired work. There were no applicants to the Micro Façade Grant Program in 2021.

#### *Patio Program*

Before the DDA was created, the Town, in partnership with several interested business owners, brought in Walkable Communities Inc. to evaluate Downtown Castle Rock. This organization provided guidance to the group on building a thriving downtown which built on years of research and studies that Walkable Communities Inc. had done. One of the recommendations from this exercise was to invest in the infrastructure of wider sidewalks to encourage pedestrian activity with street-side patios. Using this research, the DDA designed a way to construct temporary street-side patios similar to those utilized by other neighboring communities. The program has had great success and positive feedback from businesses and the community.

In 2020, after the State Stay-at-Home order was lifted, the Safer-at-Home order allowed restaurants to reopen at 50% capacity for dine-in customers and required owners to maintain 6 feet between tables. With a decrease in indoor seating, outdoor dining options became crucial for the success of Downtown restaurants. DDA Patios received approval to be kept out year-round to assist businesses that were limited by capacity restrictions. Several patio renters were also approved to use the parking spaces next to their patio for outdoor seating with approval first from the neighboring property owners and then from the Town of Castle Rock. As indoor capacity restrictions were lifted in March of 2021, these extra parking spaces were returned to use for public parking.

In 2021, Alliance and Town staff assisted the following businesses in utilizing the DDA Patio Program to increase restaurant and retail space in front of their storefronts: the B&B Café, Castle Café, Z'Abbracci

Pizza, Pasta & Taphouse, Scileppi's at the Old Stone Church, Angie's Restaurant, Crowfoot Coffee and Castle Rock Bike and Ski.

In late 2021, DDA and Town Staff determined that the DDA Patios would be allowed to remain in place for year-round outdoor dining on a permanent basis. After allowing this to occur during the 2020-2021 winter due to COVID-19 assistance and having it work well and be utilize even mid-winter, the decision was made to allow this each year going forward. The agreements with the DDA and Town have been updated to reflect this decision and will automatically renew each year. This will save business owners agreement processing fees of \$100 per year and state liquor fees of up to \$600 per year since liquor licensed boundaries will not need to be modified twice a year. This move will also improve efficiency of staff time.

#### *Flowerbox Program*

The DDA Flowerbox Program aims to add to the sense of small-town charm and enhance the look and feel of the Downtown streetscape. Efforts such as this have been shown to have an impact on business success and economic activity. The DDA Flowerbox Program does not use any Town General Fund tax dollars. The DDA partners with Town staff on the day of delivery for their expertise and equipment to deliver flower boxes to the private sector. In addition, the DDA contracts with the Town to provide watering service and to repair, re-stain and repaint the flowerboxes.

In the 2021 summer, the DDA partnered with Tagawa Gardens to plant the Downtown flowerboxes. This change in provider was made after businesses indicated the desire for fuller boxes with a bigger variety of plants. Tagawa Gardens started the plants from seed in March of 2021 at their greenhouse so that the boxes would be in full bloom at delivery in May. The DDA also offered watering service for the flower boxes in cooperation with Town staff. A total of 36 businesses ordered boxes, with 20 small boxes, 82 medium and 33 large boxes rented. Watering service was provided to 10 businesses. Tagawa Gardens planted flower boxes for the 8 Downtown patio renters offsite, then coordinated with Town staff to transport them into place where they are used to provide beautification and protection around the patios.

In the fall of 2021, the DDA partnered with Tagawa Gardens once again for a fall re-planting that included beautiful fall foliage that was in place just before the Oktoberfest celebration on September 18<sup>th</sup>. Fall arrangements are made available for the flower boxes around the DDA Patios and in Festival Park. In total 9 businesses with patios participated with the fall planting.

New to the Flower Box Program in 2021, was the addition of a festive winter planting that included festive holiday greenery and decorative red, silver and gold holiday decorations. Many DDA Patio renters had communicated the desire to keep the flowerboxes around DDA Patios looking full and fresh throughout the winter months as they remained in place along with their patio through the continuation of expanded outdoor dining options due to the COVID-19 assistance. All 8 DDA Patio renters that are restaurants participated in the winter planting and as news spread about the festive planting, 3 additional businesses that do not rent DDA Patios, but that have their own patios also ordered winter plantings for their patio boxes through the winter months.

#### *Banners Program*

The Castle Rock DDA Light Pole Banner Program uses decorative banners to publicize special events and enhance the streetscape by adding color and vitality to Downtown. In the Spring of 2021, the DDA installed brightly colored spring/summer banners. Continuing with the desire to provide uplifting and unified marketing during the COVID-19 pandemic, "CommUNITY" banners were also hung on Downtown

Light Poles to complement the spring/summer banners. In November of 2021, the DDA installed winter banners to add additional color and vibrancy to the Downtown during the holiday season, complimenting the holiday lights during holiday shopping, dining, and merriment.

#### *B:Side Capital (formerly Colorado Lending Source) Micro-Loan Program*

The DDA continues to partner with B:Side Capital (formerly Colorado Lending Source) through the Main Street Loan Program, to provide entrepreneurs access to affordable financing to start or grow their business. The DDA acts as the initial contact and education point for applicants and will send eligible applications to B:Side Capital for further review from the loan committee. Loan amounts range from as low as \$5,000 and up to \$50,000. The DDA did not receive any applications for the micro-loan program in 2021.

#### *Parking*

The Parking Committee meets quarterly to discuss the management, maintenance and operations of Downtown parking including community policing, parking sign policies as well as use and allocation of parking spaces. The committee makes strategic decisions to create a positive experience for Downtown customers. Policies reviewed and enacted in 2021 include:

- *Wild Blue Yonder Brewery pursued a ROW Encroachment agreement to allow a mobile kitchen to be parked on 6<sup>th</sup> Street during kitchen expansion construction.*
- *Consideration of allowing parking on the west side of the Wilcox Street bridge is pending review of weight limit.*
- *Discussion of changing 2-hour spaces to 3-hour spaces per request from Downtown businesses (tabled discussion until fall).*
- *Consideration of a proposed loading zone on south side of Third Street adjacent to the alley (letter sent to neighboring businesses and ultimately approved).*
- *Review of 2-hour parking in the parking spots on the south side of Sixth Street east of Wilcox Street (request for 8-hour space denied)*
- *Discussed parking on Jerry Street near 695 Jerry Street and decided to keep the current 8-hour spaces on the north end of Jerry Street and 2-hour spaces closer to retail.*
- *New “Public Parking” signage was installed on the County Parking Garage.*
- *Established a policy for requesting and designating accessible parking in Downtown.*
- *Discussed parking at the Encore garage during Starlighting, including discussion of a system to indicate when the garage is full; and how pedestrians navigate the garage entrance.*
- *Discussed Town ADA Plan in Downtown.*

#### *Development Projects*

In partnership with the Town of Castle Rock and the Castle Rock EDC, several redevelopment agreements have been negotiated with the private sector development projects. The goal of these agreements is to require projects to go above and beyond the requirements of Town Code. For example, this may be a requirement to follow certain desired good planning practices, add additional parking, or move beyond a single use to require a mixed-use project with first floor retail. It is believed that these additional requirements will create a stronger economy for Downtown small businesses, as well as Castle Rock as a whole.

#### Riverwalk North and Riverwalk South – 113 Wilcox Street & 215 Wilcox Street

Construction of the Riverwalk South and North building was completed by the end of 2019. In 2020, Great Divide Brewery and Roadhouse, Tribe, Mod Mountain Boutique, Riverwalk Dental Arts, Glacier Ice

Cream and Gelato, Craft Coworking, Renew Salon and Suites, RocketFizz and Hollis + Miller Architects all opened their doors. At the beginning of 2021, 100% of the 229 apartments were leased.

As has been discussed previously, this project fits many aspects of the Plan of Development, including a more well-defined street grid that encourages walkability and parking off of the main street. It also adds much needed population density to support the small businesses in Downtown, and thus creating a vibrant Downtown atmosphere. The project location is specifically called out in the Plan of Development as a priority, providing residential space near the enhanced Festival Park project. The Plan of Development calls for the redevelopment of strip malls encouraging a more walkable window-shopping environment. All of these are reasons why this project is expected to be positive for Downtown.

Comments from Downtown businesses in 2021 included anecdote that they have never seen so much foot traffic in Downtown, ever, and a comment from one Downtown restaurant that had it not been for Riverwalk, the pandemic would have put them out of business.

Recognizing the amazing transformation of Downtown Castle Rock, which in large part is owed to the Riverwalk project, the project was among the 3 finalists statewide for an Impact Award with the Urban Land Institute of Colorado.

#### Encore – 8 Wilcox, 14 Wilcox, 20 Wilcox and the Town Hall Parking Lot

In May of 2018, the DDA and Town Council approved a non-binding MOU for the Festival Park Commons Project, now known as the Encore Project. In January of 2020, the Encore Project broke ground and made tremendous progress in the first 12 months. Despite the COVID-19 pandemic, 100% of the residential and commercial condo units were pre-sold even before the project was completed or prospective buyers could tour the space. In late 2021, first floor tenants began to be announced and some moved in. They include: Nixon & Co. Salon & Boutique, The Skin Company, Dos Santos, NavPoint Real Estate, Well States Healthcare, Coff33, Land Title, Fidelis Wealth Advisors, Paczosa and Associates, Block & Bottle, Slab Deli & Market.

Confluence Companies has shared data on the project noting that it was the penthouse and higher end residential units that sold first, even noting that two professional athletes have purchased residential condos. Confluence also shared that of Encore condo sales, 79% of the buyers were from Douglas County, 28% of those were from the Meadows, 16% from Castle Pines, the rest were from Terrain, Downtown, Larkspur and Elizabeth.

The public parking garage in Encore opened to the public in June of 2021 and the project was completed at the end of 2022 with only a handful of commercial and residential owners that still hadn't moved in.

#### The View at Castle Rock – 610 Jerry Street

The View project was introduced to the DDA Board and Town Council in 2020. The project held 4 neighborhood meetings and in April of 2021 the project was presented to Town Council who approved a redevelopment agreement for the project. The project will build 221 apartments, 14,250SF of office space and 5,000SF of restaurant space. The project will construct 399 public parking spaces in the building and the Town of Castle Rock will own 100 of the 399 spaces, which will be purchased by the DDA Special Fund with the payment of project fees for the developer. There will also be 33 street parking spaces constructed where there are currently 22 spaces. This project represents a significant, strategic investment in parking for current and future parking needs of the community.



As we have learned with the previous projects in Downtown, and as demonstrated by redevelopment projects across the nation over the last 30 years, vibrancy comes from people. People that work in Downtown during the day and live, dine, shop, and find entertainment in Downtown during the evening and weekend that make a downtown successful. This project has the ability to strengthen the Downtown economy in a major way and staff is optimistic for the progress of this project. This project was allowed by code without DDA involvement however with DDA involvement first floor retail, additional office space and 100 public parking spaces were required to be built in the project.

### 221 Wilcox Street

In 2015, Niebur Development purchased the property at 221 Wilcox St. and proposed a mixed-use project at the site. They evaluated potential projects ranging from 3-5 stories, and the need for parking associated with its likely tenants. A redevelopment agreement, that has since expired, for a 5-story project was approved by the DDA Board and Town Council which provided assistance for some of the fees, and a share back with some of the property and sales tax that would be generated by the project. Ultimately, Niebur Development was unable to make this project work, due to several challenges including the inability to provide parking at a reasonable cost. Niebur Development came back to the DDA Board and proposed an idea to add a floor to the then current building with a plan to utilize the boarded-up drive through for a quick serve / fast food tenant. This concept was not supported by the DDA Board.

In 2016, Confluence Companies purchased the 221 Wilcox Street site from Niebur Development to protect their investment at Riverwalk after hearing about the proposed two-story renovation of the existing building with use of a drive through. Confluence Companies introduced a project in February of 2018 to the DDA Board proposing a mixed-use project at the site. A hotel was also considered and evaluated for this location. As Confluence evaluated the potential of the site, opportunity with the Encore project down the street was identified and Confluence, in partnership with the Town and DDA, structured an agreement for the Encore project. Among many positive outcomes of this project, this allowed Town Staff to park at 221 Wilcox while Encore was built. Of note, when this partnership was created, the DDA, Town and developer discussed that the end goal for 221 Wilcox Street was not to remain as a parking lot.

Confluence Companies has indicated they are interested in producing a high-quality development at 221 Wilcox that seeks to activate this prominent corner. A concept for this project was introduced to the DDA Board in February 2021 and submitted preliminary documents to the Town for review. With the completion of the Encore parking garage, Confluence is ready to pursue this project. Staff conversations at the end of 2021 included discussion of the code requirement to park residential units onsite, and about architecture that is a "fit" for this property. The DDA hired Development Research Partners to analyze the potential need for assistance on this project earlier in 2021 and analysis has been received. Modifications and adjustments are expected in 2022, but Confluence has indicated interest remains on transforming this important corner.

### Perry Street Social District

The Perry Street Social District project is currently proposed at 414 Perry Street. This proposed project will not only accomplish the goal of keeping the Rink at the Rock in Downtown but will add much desired dining options and a beer garden to Downtown Castle Rock.

As mentioned earlier in this document, the DDA has had a goal for several years to keep the Rink at the Rock in Downtown Castle Rock beyond the expiration of the Rink at the Rock's land lease. Working closely with the new owner/developer at 414 Perry Street, an agreement was structured in 2021 to sell

the Sprung Structure (white canopy) and rink equipment owned by the DDA, at a significantly reduced price as long as a rink is operated in Downtown in each of the next 10 years.

As new buildings with higher density and public parking are proposed and built in Downtown Castle Rock, it is exciting to see smaller scale, adaptive reuse projects also being proposed. A strong synergy exists between the two types of projects. Often smaller scale, adaptive reuse projects contribute to the preservation of character and history with the reuse of buildings, but do not always have the capacity for onsite parking even though a new vibrant use is likely to increase parking demand. With a goal to have successful reuse projects, and have the visitor parking experience in Downtown be a positive one, Downtown Castle Rock will need to continue to identify strategic public private partnerships when larger development is proposed.

#### Olinger Funeral Home

After years of discussing a potential expansion and remodel, the Olinger Funeral Home at 4<sup>th</sup> and Jerry Street began construction of a new facility. Located adjacent to the Wilcox Square Douglas County property, this new facility brings a fresh look to an important property. A new chapel will replace the old chapel with improved accessibility, increased energy efficiency and a building that is designed to better meet the needs of the community.

There are communities where property owners invest in their properties, and there are communities where property owners don't see it as "worth it" to invest in their properties and those communities deteriorate as a whole. Community momentum can develop either way. Every property in Downtown Castle Rock, that invests in a fresh coat of paint, new awnings or in this case, a brand-new building, helps propel Downtown Castle Rock to be a place where there is pride of ownership and occupancy, and this project is a sign that we are moving in the right direction.

#### Philip S Miller Library Expansion

Over the last 10 years, the Douglas County Libraries have invested in most of libraries in their network including Highlands Ranch, Castle Pines, Lone Tree, Parker and Roxborough. One of the last libraries on this list, where they have discussed and planned for investment, is the Castle Rock Philip S Miller Library. After over 2 years of discussions about design, location, function, and other details, the Philip S Miller Library has submitted plans to the Town to build an expanded library. This expansion will replace the current 45,000SF library built in an old Safeway Grocery Store and create new vibrant spaces for youth, retreat spaces for work, event halls, conference rooms, huddle rooms and will house a new Douglas County History and Archive Center. This is exciting on many fronts. New downtown residents as well as long time Castle Rock residents will be excited to experience the new and improved library and amenities. The larger event halls and conference rooms are expected to be a draw bringing people Downtown, and the brand-new façade further demonstrates the momentum of investment into property in Downtown.

#### Summary

As Downtown Castle Rock moved into summer and indoor capacity restrictions were lifted, Downtown began to experience vibrancy on a level that perhaps it has never experienced before. Not only are there more people than ever, living and working in Downtown, this new density has attracted new retail and dining that Downtown Castle Rock hasn't been able to support in recent years.

- One anecdote to illustrate this point, is best explained by the community comments the Alliance has received for years asking why "we didn't have an ice cream shop in Downtown Castle Rock." When an entrepreneur would offer ice cream in Downtown, it wouldn't last and would quickly

go away. Another similar question regularly received from the community asked, “why Downtown businesses didn’t stay open later.” Downtown Castle Rock now has two different ice cream shops that stay open late, and a separate candy shop. This type of retail, which is often reliant on foot traffic, has never been successful in Downtown Castle Rock, and now 3 of them are welcoming customers.

- On a similar note, electric bike company, Pedego, also recently opened their doors in Downtown. In conversation with the owner, he commented that his other location is in a tourist destination in Clearwater, FL. While Castle Rock, may not have full tourist destination status, it was the vibrancy that is occurring, and expected in the future, that attracted him and his business to Downtown.

As Downtown Castle Rock moved into the holiday season, this level of energy remained. While most Downtown businesses were experiencing a labor shortage, and COVID-19 continued to be on peoples’ minds and in the news, foot traffic in Downtown remained strong. With people visiting Downtown for the lights, dining with family and friends, holiday shopping and carriage rides, Downtown was full of life.

It is exciting that we have added Great Divide Brewery and Roadhouse, Tribe, and the Castle Rock Collective (Wellspring Café) to our already expansive list of great patios in Downtown which includes: Z’Abbracci’s, Angie’s, Scileppi’s, Wild Blue Yonder, The Office, Siena, The Backyard, Union Bistro, VistaVino, Iron Mule, and Ecclesia. Adding to Downtown’s vibrancy are the ever-present lines out the door at Sugar Spoon and Glacier for ice cream. Only a few years ago, about one fourth of those options existed. It is anticipated that in the first quarter of 2022 multiple additional outdoor patios will open.

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