



2016 DDA ANNUAL REPORT

Downtown Development



The Move Building 202 6th St.
50,000 SF. 3 story, tech-oriented office space.
DDA Project



Riverwalk 113 & 215 Wilcox St.
210,000 SF. 2 building, 5-6 story mixed use project with retail, restaurant, office, and residential space.
DDA Project



The Mirage Center
85 Rio Grande Dr.
18,000 SF. 3 Story dental/office center
Ancillary Development



The Mercantile Commons 230 3rd St.
28,800 SF. 4 story mixed use project with retail, restaurant, office, and residential space.
DDA Project



The Corner 221 Wilcox St.
54,000 SF. 4 story mixed use project with retail, restaurant, office, and residential space.
DDA Project



Festival Park Expansion & Enhancement
This investment expands the park and enhances it with attractions creating an inviting urban park.
DDA Project

1

Granelli's Pizza
21 Wilcox St.
DDA Facade Grant- Completed

2

Union Bistro
3 Wilcox St.
DDA Facade Grant- Completed

3

Blue Spruce Animal Hospital
101 Briscoe St.
DDA Facade Grant- Completed

4

Office Building
312 Wilcox St.
DDA Facade Grant- Completed

5

Fort CPA Group
407 Wilcox St.
DDA Facade Grant- Introduced

6

Office Building
309 Jerry St.
DDA Facade Grant- Introduced



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Alliance Downtown Development Authority Annual Report to Town Council 2016

Background

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership expands the audience and involvement of the two organizations and unifies the Downtown organizations under one roof. The two organizations share one office and one director 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 7 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 and community 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

In 2016, the DDA saw the fruits of much of the planning and strategic initiatives that began in 2015 with the approval of multiple development projects. The DDA also continued its existing programs aimed at the revitalization and beautification of Downtown Castle Rock. The DDA continues to focus on the Plan of Development and vision for positive development in the Downtown Core, in conjunction with the enhancement of Festival Park. Information on approved and proposed development projects, as well as annual program updates are included below.

Downtown Projects and Programs

Development Projects

In the last year, the DDA had unprecedented success in attracting investment to Downtown Castle Rock following the goals of the Plan of Development. This includes several significant building projects, which could not be done without the support of the Town of Castle Rock and the Castle Rock EDC. These investments will contribute to the vibrancy in Downtown and a stronger economy for Downtown small businesses:

- **The Move – 202 6th Street**
This tech-oriented office building will retain and add additional well-paying jobs in the community and it will increase the daytime population in Downtown which is the lifeblood for Downtown small businesses. This building was completed and received the Certificate of Occupancy in 2016.
- **Mercantile Commons – 230 3rd Street**
The Mercantile Commons building is a mixed use building that will provide space for restaurant, retail, office and the first new residential space in Downtown in many years. This building will impact Downtown in many positive ways including the addition of a restaurant on Wilcox Square completing the “square” and it will add residential options in the Downtown core which

are an important aspect of any thriving Downtown. This building is near completion and is anticipated to receive its Certificate of Occupancy in the first part of 2017.

- The Corner – 221 Wilcox Street

This mixed-use project at the corner of 3rd and Wilcox will also greatly contribute to vibrancy in Downtown adding retail, restaurant, residential and office space on an important corner while replacing a building that is beyond its designed use. This project ended the year on a positive note, after going through a change in ownership that is anticipated to make a great project even better.

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

This project was introduced to the DDA in the spring of 2016 and was encouraged by the DDA Board since it fits many aspects of the Plan of Development. Among many benefits this project will improve

- the urban edge along Wilcox Street and encourage walkability, while locating parking behind the building,
- add much needed population density to support a vibrant Downtown atmosphere, providing a mix of one and two bedroom apartments,
- support the goal for investment in a concentrated area in order to create redevelopment momentum with Mercantile Commons, 221 Wilcox and Festival Park, and,
- eliminate a large 2 story strip mall in a top priority location.

These benefits are consistent with the goals of the Plan of Development.

This project received approval from the DDA and Town Council for a performance based TIF agreement in the fall of 2016. The agreement provides that the private sector pays for the private sector using dollars generated from the project to support challenges associated with the project.

- Festival Park – 2nd Street between Wilcox and Perry Streets

The community has discussed investment in Festival Park since before the DDA was created. Once the DDA was created, Festival Park continued to be discussed with the Town as a part of the Downtown Design Competition in 2010. In 2014 and 2015, a public input was collected, in addition to advice from the Town Council and Downtown Alliance. In 2016, DDA and Town efforts focused on design, planning, permitting and pricing in preparation to bid the project towards the end of the year. The final bid was completed at the end of the 2016 and construction will begin in the first quarter of 2017. The Plan of Development calls for the creation of an “active” park which, as envisioned, activates the surrounding area. This activation of the surrounding area has occurred before the park has even broken ground, with private sector investment in the Mercantile Commons Building, the project at 221 Wilcox, and the Riverwalk Project.

Downtown has seen building ownership change hands and/or significant investment made or proposed at 309 Jerry St. (interior), 115 3rd St. (proposed new sushi restaurant), 312 Wilcox St. (façade), 21 Wilcox St. (façade and patio), 3 Wilcox St. (façade and patio), 407 Wilcox St. (façade) (some of these also noted below in façade improvement grant section).

Downtown Programs

Rink at the Rock

The DDA wrapped up its fourth successful season of the Rink at the Rock with roughly 12,000 attendees at the Rink during the 87-day winter skating season of 2015-16. On November 19, 2016, the Rink began its fifth season. This program continues to generate excitement and activity in Downtown during the typically slower winter months. The 2016-17 season is the 3rd straight season with Rink Management Services Corporation as the managing partner, and 3rd straight season with Zelem Construction leading the setup and teardown of the Rink. This consistency (staffing, setup and tear down, etc.) has been important for an operation which is prone to fluctuations in expenses and sales due to weather and other external factors. The cost of this operation is worth the activity and vibrancy that it brings to Downtown, the main goal of this revitalization project, and it is encouraging that the economics of the operation are trending upward.

Downtown Stakeholders Meetings

The DDA, in partnership with the DMA (the Alliance) hosted quarterly Downtown Stakeholders Meetings at the Philip S. Miller Library for the first part of 2016. The public was invited to share feedback and ideas in an effort to foster a sense of community among Downtown businesses. The DDA used these meetings and the Alliance Board meetings as an opportunity to provide information to the public on its Downtown programs, such as accepting orders for the flowerbox program, light pole banners, façade grant program, patio program, and to provide updates on DDA initiatives such as Festival Park or other development projects. In the second half of 2016 and continuing into 2017, the Alliance Staff will shift focus from large stakeholder meetings and move to more 1 on 1 meetings with Downtown business owners. This approach, while more time consuming, expands the reach and provides more quality connections to Downtown stakeholders. The goal of these meetings is to learn from business owners and educate business owners about downtown events, development projects, and assistance programs.

Banners Program

Continuing the Banner Program that was started in 2014, the DDA offered the purchase of a banner to Downtown businesses with their logo for placement outside of their building. This encourages the private sector to help support the cost of these banners and have an opportunity for additional marketing. In addition, the DDA also helped produce banners for DMA, Chamber and Town events.

Here is a list of the banners approved in 2016:

- B&B Café
- Maddie's Biergarten
- DMA Events: Inside Out Movie, Car Show and Street Party, Car Show, Splash in the Park, Slide the City, Boots and Brews, Goosebumps Movie, Spectre Movie, Oktoberfest, Concert and Street Party -- Chamber Events: Starlighting -- Town Events: Celebration Concert Series, Downtown After 5, Rocky Mountain Sports Festival.

Façade Improvement Program

The DDA Board has been actively pursuing beautification projects in historic Downtown Castle Rock. In 2016, a handful of façade improvements were proposed and completed. The DDA approved or paid out a façade grant, matching private sector investment up to \$6,000 at these locations:

- 312 Wilcox St. (Office Building – Paid in 2016)
- 21 Wilcox St. (Granelli's Pizza – Paid in 2016)
- 3 Wilcox St. (Union Bistro – Paid in 2016)
- 101 Briscoe St. (Blue Spruce Animal Hospital – Paid in 2016)

- 407 Wilcox St. (Fort CPA Group – Introduced in 2016)
- 309 Jerry St. (Office Building – Introduced in 2016)

Most municipalities that actively encourage redevelopment and revitalization provide incentives to the private sector to improve the façade of their buildings. While it is not required that facades in Downtown Castle Rock look a certain way, the DDA can encourage an attractive look true to historic architecture with the use of incentives. The DDA has had success with several façade improvements and actively encourages more private sector partners to utilize this program.

Flowerbox Program

In 2016, the DDA partnered with the Town and Brown's Greenhouse again to place flower boxes throughout Downtown, building on the sense of small town charm and enhancing the look and feel of the Downtown environment. These efforts have had positive 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 flowerboxes to the private sector. The DDA also contracted with the Town to repair, re-stain and repaint DDA flowerboxes for a fresh look in 2016.

Brown's Greenhouse and the DDA entered into an agreement to plant the flower boxes for the patios in Downtown on site. This allows the DDA to deliver patios to Downtown almost 2 months earlier at the request of the Downtown businesses.

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 was 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 in order to encourage pedestrian activity and allow shop owners to have street-side patios on the sidewalks. 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. Anecdotal data from one patio owner shared that patio business accounts for a third of his overall business. It was also noted that independent of usage, a patio and an umbrella act as a "giant billboard" that says "eat here" and this marketing benefit was worth the cost of the patio alone.

In 2016, the DDA delivered patios to Angie's Restaurant, B&B Café, Castle Rock Bar and Grill, Castle Rock Bike and Ski, Crowfoot Valley Coffee, Holy Smokes at the Emporium, Lost Coffee, and Tricocci's.

The DDA street side patios provide the infrastructure in Downtown for a summer pedestrian environment that encourages people to be outside in Downtown and engage with their neighbors and the Downtown community.

Summary

In 2015, a number of strategic initiatives were started in partnership with the Town of Castle Rock in order to set the DDA and Town Council up for future success in the ability to add and create vibrancy in Downtown. In 2016, this strategic planning paid off with the ability for the DDA and Town Council to facilitate projects using private sector dollars generated in Downtown, including the ground breaking and construction of The Move and The Mercantile Commons, as well as DDA approval of the project at

221 Wilcox, and the Riverwalk North and South mixed use residential project. With the partnership and leadership of the Parks and Recreation Department, the advancement of the Festival Park Project will contribute to a more vibrant and active Downtown. The DDA has also maintained its existing programs aimed at the revitalization and beautification of Downtown Castle Rock.

Contact:

Kevin Tilson

Director, Downtown Alliance

kevin@downtowncastlerock.com

303-688-7488