



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Development Authority Mid-Year Report to Town Council 2026

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” as defined in statute which include everything from beautification projects, to efforts to increase commerce to actual physical development projects which impact the experience in Downtown Castle Rock in a positive way.

Report

Downtown Castle Rock had a strong first half of 2026, with solid activity in both the first and second quarters. However, demographic and economic data points to several concerning headwinds. Inflation continues to drive up prices, and many Downtown business owners report being squeezed between rising operating costs and consumers who have less discretionary income.

The State Demography Office is also reporting a slowdown in population growth in Colorado - expecting an annual growth rate by decade of less than 1% growth (2020s). Historically, Colorado has benefited from a growth economy in which new residents helped support strong retail activity and overall economic momentum. Castle Rock has experienced a similar growth economy due, in part, to the large amount of land zoned for new housing since the late 1980s and 1990s. For many years, new residents moving into the community have supported the local economy by purchasing goods and services locally; however, that growth slowed significantly in 2025 – reporting annual residential housing permits of just 261 nearly matching a low dating back to 2009, and 2026 housing permit data is on track for similar numbers.

These shifts are changing local commerce patterns. From a statewide competitive perspective, we believe it is more important than ever to focus on Downtown Castle Rock. People often judge the health of a community by the condition and experience of its downtown. When Downtown provides a strong, welcoming experience, visitors are more likely to return. If consumers are dining out less often, then when they do choose to dine out, we want Downtown Castle Rock to be their preferred destination over other nearby communities.

Many of the efforts described later in this report were done to improve the Downtown experience. These DDA efforts include little things like power washing patios or maintaining fresh and healthy flower boxes, to larger things like partnering with the private sector on business façade investments, seeking opportunities to add parking, and identifying larger more catalytic downtown improvements. Each of

these efforts may be modest on their own, but together they contribute to a larger strategy to vitalize Downtown Castle Rock as the County Seat of Douglas County.

Downtown Projects and Programs

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

Façade Improvement Program

Background: The Façade Improvement Program is designed to enhance the environment and public experience in Downtown Castle Rock by supporting investment in the façades of Downtown buildings and properties. The DDA actively encourages private sector partners to utilize this program when considering renovations of their properties. While the Town Code does not require that façades in Downtown Castle Rock have a specific appearance, the DDA Façade Improvement Program encourages attractive façades that complement historic architecture, improve curb appeal, and enhance the overall appearance of Downtown.

This program was established in 2010 and has been adjusted over the years based on what the DDA Board hoped to encourage at the time and on the type of projects being presented. In each adjustment, the DDA board weighed new language being added to the program's guidelines with the overall intent and purpose of the program.

In 2026, the DDA board has not reviewed a façade grant application, however, there have been several inquiries, and it is anticipated that at least one will be presented to the board before the end of the year. Currently, one grant remains outstanding as the project works toward completion of the proposed updates.

- **Rio at the Rock (Reyn Rock Senior Apartments):** In October of 2024, the DDA received a façade grant application for the property located at 403 Perry Street (known as the Reyn Rock Senior Apartments) which is owned by the Douglas County Housing Partnership. The building provides 33 units for low-income seniors that are 62 and older or disabled seniors 55 and over. The updates to the façade include a fresh coat of paint on the exterior of the building using acrylic latex paint for stucco and urethane enamel paint for all metal surfaces. The updated color complements the neighboring buildings. Proposed plans also include a beautiful new awning to frame the front entrance off Perry Street and a pergola on the back patio. The updates also include two GFCI electrical outlets and replacing the light on the flagpole. The DDA Board approved this grant at the November 2024 board meeting.

By November 2025 the painting of the exterior was completed, and the GFCI outlets were installed which allowed for additional holiday lights to be strung on 4th Street. The project is currently working to complete the remainder of the proposed updates which include the awning and pergola on the Perry Street side of the building.

The improvements made at Rio at the Rock join an entire block of investments made on the west side of Perry St. between 4th and 5th Street where perhaps soon every building will have invested in their façade including Goldie Links (2023 - 423 Perry), Bearded Man (2023 – 421 Perry), Rio at the Rock fka Reyn Rock (2025/6 – 421 Perry) and The City Hotel which is currently a proposed project at 415 Perry expected to start construction in late 2026. This type of investment momentum is the very reason the DDA offers a Façade Improvement Program!

Micro Façade Grant Program

Background: The DDA also offers a Micro Façade Grant Program that provides a reimbursement award of up to \$1,000 for small businesses. The Micro Grant Program was designed to provide a streamlined process for smaller improvements. For example, the program may eliminate more complex application requirements such as elevations/renderings, Design Review Board approval, etc., depending on the scope of the desired work.

No Micro Façade Grant Applications were received in 2026.

Downtown Enhancement Grant Program

Background: The Downtown Enhancement Grant Program, which was launched in 2022, is designed to enhance the environment and public experience in Downtown Castle Rock by encouraging and supporting investment in small scale development projects including façade improvements, expansions, additions, alleyway investments, and adaptive reuse projects. Often smaller scale developments contribute to the preservation of character and history with the reuse and/or expansion of buildings, and this program is designed to encourage these types of investments.

To date, one project has been funded under the Enhancement Grant Program. An update on that project is included below:

- **Scileppi's at the Old Stone Church:** In December of 2022, an Enhancement Grant Application was received for a project proposed at Scileppi's at the Old Stone Church located at 210 Third Street. This grant supported a 4,000 SF addition to the east side of the existing restaurant that includes a new kitchen and pizzeria as well as a 2,500 SF basement. The expansion includes an additional outdoor patio for dining which is a highlight of the property. New masonry, ornamental metal, and wood details on the façade now complement the historic stone church. The DDA Board unanimously supported the project and approved a grant of up to \$50,000 to be paid upon completion of the project. Construction on the project broke ground in late 2023 and was completed in April of 2025. During the May 2025 Board Meeting, the board reviewed the documents that were submitted upon the completion of the project, and approved the funding of the first Enhancement Grant in DDA history. This expansion of the restaurant and outdoor patio created space for an additional 60 seats.

With the immediate success of this expansion, ownership broke ground on a second phase of expansion on the west side of the property in 2025. This phase will accommodate additional seating and space for events and private group dining. While not part of the Enhancement Grant for the improvements in phase 1, it is exciting to the DDA grant prompt additional private sector investment. Construction is expected to be completed in Q3 of 2026.

Flowerbox Program

Background: 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. This program does not use any Town General Fund tax dollars and is paid for through DDA funds, private businesses, and property owners. The DDA coordinates the pickup and delivery of all flower boxes with Town Staff.

In 2026, the DDA partnered with Tagawa Gardens for the summer planting of red, white and blue petunias in celebration of America's 250th and Colorado's 150th Anniversaries. The boxes were also adorned with miniature American and Colorado flags. A total of 179 boxes were placed around 45 businesses including 9 Downtown patios. A watering service is also offered to businesses participating in this program. In 2026, a total of 27 businesses opted into the service which provides watering 6 days per week. The flower boxes have received an outpouring of complements this season and continue to grow in popularity from the business community.

Parking

Background: 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 and facilitate a healthy business climate.

Policies, discussions, and changes enacted year to date in 2026 include:

- Parking Study completed by Fehr and Peers and presented to Town Council and DDA Board.
 - Next steps include pursuing new Wayfinding Signage to identify where parking is available.
- Coordination with the View to install Public Parking Signage.
- Third Street Striping Changes to add ~5 spaces on the South Side b/w Jerry and Elbert. (From 7 to 12 spaces)
- Fourth Street Striping Changes to add ~6 spaces on the North Side and South Side of 4th Street. (From 22 to 28 spaces)

An effort was undertaken by the DDA and Town Staff to quantify parking additions in Downtown Castle Rock, and a summary of those efforts is included below. Many of the locations listed below represent the "low-hanging fruit" locations where spaces have been added for minimal cost. These "low-hanging fruit" locations are places that should be pursued before a larger more costly investment is made.

Improvements made in 2026 added 11 new spaces, in 2025 added 116 new spaces and in 2024 added 377 spaces. The improvements in the last 3 years are underlined in the list below:

- Improvements to Parking Over Time = **+991 spaces**
 - **3rd Street – South side b/w Jerry and Elbert: +5 spaces**
 - Plan to remove bumpout and restripe in 2026.
 - These spaces were added for a total cost of roughly \$25,000.
 - **4th Street – North and South side b/w Jerry and Elbert: +6 spaces**
 - Restriping from angled to straight-in spaces in 2026.
 - **Encore Redevelopment & Parking Garage: +308 spaces, +11 spaces on street**
 - Purchased 308 spaces for ~\$10,000,000 – Added 11 parallel spaces on street in 2021.
 - **Douglas County School District: +55 spaces**
 - Leased half of the DCSD lot for public in 2023 with signage installed in 2024.
 - **7th Street – North of Douglas County School District: +5 spaces**
 - Restriped several spaces in 2024.
 - **The Move Redevelopment: +25 spaces**

- Leased spaces with the redevelopment for public use.
- Increased to 72 spaces in 2024 for evening and weekend. Previously there were 47 spaces.
- **Festival Park: +17 spaces**
 - Vacated Turn Lane – Parallel Moved to Angled on Wilcox and Perry St. (2018).
- **Wilcox Street (across from Encore): +1 space**
 - Moved Fire Hydrant (2021).
- **The View Redevelopment: +100 spaces in garage, +11 spaces on street**
 - Purchased 100 spaces for \$3,000,000, moved parallel spaces to angled to create an additional 11 spaces on street. Completed in 2025.
- **Douglas County Parking Garage (3rd & Jerry St.): +187 spaces**
 - Evenings and Weekends added in 2024.
 - Existing 79 spaces purchased by Town ('07) for ~\$1,400,000.
- **Douglas County Off Street Surface lot (3rd & Elbert): +90 spaces**
 - Evenings and Weekends added in 2024.
- **3rd and Elbert: +14 spaces**
 - A bump out was removed on the north side of 3rd Street and 5 spaces were added in 2025.
 - Curb improvements and reconstructed sidewalk added 9 spaces in 2025.
- **4th and Elbert: +1 space**
 - A small bumpout was removed, new asphalt poured. 1 space in 2025.
- **Philip and Jerry Miller Library: +85 spaces**
 - New parking lot includes 218 spaces – Previously was 133 spaces.
 - Added in 2023.
- **Douglas County Wilcox Building: +65 spaces**
 - Evenings and Weekends added in 2024.
- **7th and Perry Street (Iron Mule Parking Lot): +5 spaces**
 - Restriped and poured asphalt to add 5 spaces in 2024.
 - These spaces were added for a total cost of \$21,500 (less than \$4,300/space).

Patio Program

Background: 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 conducted by Walkable Communities Inc. 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, often in parking spaces, similar to those utilized by other neighboring communities.

This now long-standing program has continued to have great success in Downtown Castle Rock. The program allows restaurants to utilize sidewalk and street space for additional dining options increasing the pedestrian activity and vibrancy. Following the COVID-19 pandemic, modifications were made to the program to allow for the temporary outdoor patios to remain in place year-round, and encroachment agreements as well as liquor licensing now automatically renew.

This program has evolved over the years and requires a collective effort from many DDA partner organizations to achieve the goal of increasing pedestrian activity around dining establishments. Restaurant owners have shared that even if patio space is not full, a brightly-colored umbrella is a great marketing tool that indicates a place to dine. In many cases, a summer visitor to Castle Rock may spend the majority of their time in Castle Rock on a Downtown patio, and their impression of the health of Downtown Castle Rock will, in part, be based on this experience. Investment in a patio space is a small part of being a world-class community and contributes to the experience of visitors and the strength of the local economy.

In an effort to gauge the influence and popularity of outdoor dining in Downtown, staff began tracking the addition of private outdoor dining options in Downtown and the increase has been outstanding. A list of the patios that the DDA has supported is included below.

Angie's (major DDA upgrade in '23)	Homegrown Tap & Dough (Riverwalk Luxe RDA '24 opened in '25)
B&B Café (major DDA upgrade in '22)	Iron Mule (ACME Water Tower redevelopment '15)
B's Craft Deli (Encore RDA '21)	Lost Coffee (DDA Patio '15 – DDA Façade Grant '17)
Bearded Man (DDA Façade Grant '22)	Provision (DDA Patio '22)
Bien Y Tu (fka Next Door Bar - Façade Grant '24)	Scileppi's (DDA Patio '20, Enh. Grant & patio upgrade in '25)
Block and Bottle (Encore RDA '21)	Snarf's Sandwich Shop (adaptive reuse '23)
Castle Café (major DDA upgrade in '22)	The Office (Mercantile Commons RDA '16)
Castle Rock Collective (new coffee shop patio '21)	Union Bistro (DDA Façade Grant '16)
Castle Rock Nutrition (DDA Patio '24)	Vista Vino
Courtyard Social (new restaurant '23)	Wide Awake Eatery (Riverwalk RDA '19)
Crowfoot Valley Coffee (DDA Patio '10, Faç. Grant '24)	Wild Blue Yonder (adaptive reuse '18)
Dos Santos (Encore RDA '21)	Z'Abbracci's (major DDA upgrade in '22)
Ecclesia (DDA Façade Grant '18)	*RDA = Redevelopment Agreement
Glacier Ice Cream (Riverwalk RDA '19)	
Great Divide Brewery & Roadhouse (Riverwalk RDA '19)	

In the first half of 2026, some general maintenance was done to keep Downtown patios looking sharp including fixing broken pavers on several patios, realigning a patio for safety to prevent traffic incidents, and power washing to clear debris before the summer Car Show and event visitors.

Roughly 12 years ago, only about a fifth of these patios existed and many of the restaurants and the actual restaurant space did not exist.

Public Investment Infrastructure

Castle Rock benefits from having a DDA in many ways. While having a set of staff and the financial tools to accomplish the many projects listed above, having a DDA and Statutorily authorized Special Fund that is funded from new revenue generated from Downtown, can provide relief to the Town General Fund on Downtown public investments. This frees up Town funds to be deployed to other priorities in Castle Rock. In recent years, the DDA has approved the use of funds from the DDA's Statutorily authorized Downtown Special Fund to support the following list of projects, and the projects most recently completed are underlined:

- Roundabout at Wilcox and South Street:
In April of 2021, the DDA board voted to pay up to \$750,000 from the Downtown Special Fund for the roundabout at South and Wilcox Street.

- **Parking Spaces added at 7th and Perry Street (Iron Mule Parking Lot):**
The DDA paid \$21,500 to remove overgrown, unsightly vegetation and install asphalt to add 5 parking spaces in the dirt area adjacent to the existing parking lot at 7th and Perry Street.
- **DDA Support of Police, Fire, and Parks Staff at Downtown Events:**
In December of 2021, the DDA Board voted to use up to \$50,000 to support Police, Fire, and Parks services at events in Downtown Castle Rock annually.
- **Streetscape Palette Plan:**
In April of 2021, the DDA board voted to pay up to \$15,000 from the Downtown Special Fund for a Streetscape Palette for Downtown Castle Rock to guide future decisions about streetscape materials.
- **Town ROW Streetscape Improvements (2025):**
In June of 2025, the DDA paid \$40,000 from Operating and \$40,000 from the Downtown Special Fund to install high-quality streetscape on the 300 block of Wilcox Street in front of the Douglas County Wilcox Building. This investment was a top recommendation from the 2021 Streetscape Palette Plan. This work was also completed in time for celebration of America's 250th and Colorado's 150th Anniversaries (Sesqui centennial). Uniquely, the County Lawn adjacent to this ROW was planted in celebration of the Bicentennial in 1976.
- **Maintenance at the Encore Parking Garage:**
In December of 2021, the DDA Board voted to approve using up to \$150,000 for Encore Garage Maintenance from the Downtown Special Fund annually.
- **Quiet Zone:**
In April of 2022, the DDA Board voted to pay up to \$900,000 out the Downtown Special Fund to implement a Train Horn Quiet Zone at the 3 crossings in Downtown Castle Rock. Construction of the 4-quadrant gate system began at the beginning of 2024 and was completed by the end of 2024.
- **Bump Outs at 4th and Jerry Street:**
In May of 2023, the DDA Board voted to contribute up to \$56,000 (\$29,000 for patio / \$27,000 for upgraded hardscape treatment) for bump out traffic improvements proposed by Public Works at 4th and Jerry Street. This work replaced the DDA patio in front of Angie's Café with a permanent concrete patio, and all bump outs installed at the intersection were upgraded to follow the signature brick/paver inlay treatment recommended in the Downtown Streetscape Palette.
- **Douglas County School District Parking Partnership:**
In May of 2023, the DDA Board voted to support a partnership between the Town of Castle Rock and Douglas County School District (DCSD) to allow the Town to lease 55 public parking spaces from DCSD for public parking, and to support potential valet parking with the proposed City Hotel project. The Downtown Special Fund is planned to pay for the lease to DCSD at a price of \$50 per month per space for an annual payment of \$33,000 and additional costs for maintenance, and the City Hotel is expected to pay their portion of the use of parking spaces for valet.

- Electrical Infrastructure on 4th Street (2025):
Fourth Street has historically lacked holiday lights due to lack of electrical infrastructure. The DDA has received feedback from the community and Town Council expressing this concern. The DDA paid (out of operating fund) to have electrical infrastructure added on 4th Street near the alley and also partnered with Douglas County Housing Partnership to have electrical infrastructure added at the entrance of the Rio at the Rock (fka Reyn Rock) Building.

Downtown Engagement

Background: The Downtown Alliance often acts as the ‘voice of Downtown’. Staff spends time meeting one-on-one with Downtown businesses, property owners, and residents to provide information about what is going on in Downtown and collect feedback. These efforts assist Town Staff in handling inquiries and feedback related to Downtown and help to disseminate important information to the community. These meetings are often used for things like snow and ice mitigation, Town Right of Way concerns, parking improvements, public and private sector construction awareness, etc., and other discussions that help the Town be effective and help businesses in the maintenance of an overall positive business climate.

Staff also shares information on Downtown programs, such as the Flowerbox Program, Façade Improvement Grant Program, Downtown Enhancement Program, Patio Program, as well as information about DDA initiatives such as development projects, parking, and Town initiatives. In addition to one-on-one meetings with the community, staff often visits interested groups and organizations such as the Rotary, Chamber, or HOAs to present information and collect feedback about Downtown.

In April, Downtown Alliance Staff held a public meeting at the Philip and Jerry Miller Library to provide updates on Downtown programs and projects. Town Public Works Staff presented information on Phase 1 of the 5th Street Widening improvements that are under construction on a road that many use to enter Downtown. Public Works staff presented images and a map and updates that the project was on track for completion by the end of the year. Community feedback from these meetings has been positive expressing appreciation for the ability to have questions answered directly by those leading the projects.

Also in April, Downtown Alliance Staff was invited to the Engel & Volker - Downtown Castle Rock Office to present to approximately 15 commercial and residential brokers interested in the Castle Rock market and ongoing developments.

In June, Downtown Alliance Staff presented to the Castle Rock Rotary providing updates on downtown projects, programs, events and overall strategies. Staff answered questions and connected Rotary Members with appropriate community leaders.

Downtown Banners

Background: The Castle Rock DDA Light Pole Banner Program was one of the first programs implemented in 2008 when the DDA began. The purpose of the decorative banners is to enhance the streetscape by adding color and vitality to Downtown. These banners also publicize special events held in Downtown.

In early 2026 approximately 180 red, white and blue banners were hung throughout downtown to commemorate America’s 250th and Colorado’s 150th Anniversaries. Additional hardware was added to hang banners on several new poles in downtown and on many where hardware had broken. This investment was in part supported by grant from the Town of Castle Rock launched to support community efforts in this historic celebration of America and Colorado. The community response to

these celebratory banners has been overwhelmingly positive. Downtown Alliance staff have received many phone calls, e-mails and social media comments describing the joy these banners brought to those who visited downtown. In fact, many have reached out asking if they could receive a banner once they come down.

Trolley Rides

Back by popular demand, the DDA is once again providing free trolley rides in Downtown Castle Rock. This summer, residents and guests of Downtown will enjoy free rides every Wednesday in June, July, and August from 6-8 pm. These rides coincide with the DMA's Jazz in the Park events which also take place every Wednesday in Festival Park.

- At the time of this write-up, 383 riders have enjoyed a free ride throughout downtown which is above the average for this time last year (through July 22)!

Development Projects

In partnership with the Town of Castle Rock and the Castle Rock EDC, several development projects have been negotiated with the private sector with the goal to encourage mixed-use projects that follow good planning policies, contribute to vibrancy, and create a stronger economy for Downtown small businesses as well as Castle Rock as a whole.

The View at Castle Rock – 610 Jerry Street

The View project, introduced to the DDA Board and Town Council in 2020, received approval for a redevelopment agreement in April 2021 after four neighborhood meetings. This significant development includes 221 apartments, 14,250 square feet of office space, and 5,000 square feet of restaurant space. It includes 399 internal parking spaces, an additional 100 public spaces funded by the DDA Special Fund, and an increase from 22 to 33 street parking spaces to address current and future community parking needs. The DDA's involvement was crucial in securing first-floor retail, additional office space, and the extra public parking, demonstrating a strategic investment in downtown vibrancy by attracting more residents and employees, and providing additional needed parking. The project faced labor and contractor challenges along with unique site challenges throughout 2025, and received a Certificate of Occupancy in the later half of the year.

Mid-year 2026, the View has reported that it has signed leases for close to half of the residential units. The office space is 100% leased to Thrive co-working space and the View has reported commitments from two dining establishments for the first-floor retail space. Those dining establishments are expected to be announced later this year. In addition the public parking garage is open to the public and in July of 2026 public parking signage was hung on the building.

City Hotel

The City Hotel property at 415 Perry Street, Castle Rock's oldest building built in 1872 in New Memphis and later moved to Castle Rock in 1877, is proposed for significant investment and preservation. In 2022, the private owner-initiated plans to restore the historic structure and add a new boutique hotel, offering a food and beverage concept in the old building and a rooftop bar on the new, four-story hotel, which will include retail space and approximately 33 rooms.

The DDA Board was presented with the concept in December 2022, directing staff to address off-site parking challenges. By July 2023, a partnership with Douglas County School District was secured for valet off-site parking. The project's proposed redevelopment agreement was supported by the DDA Board in August 2023.

After submitting a Site Development Plan to the Town in April of 2024, the project gained DDA Board approval for the Redevelopment Agreement in December 2024, with final Town Council approval in January 2025. In August of 2025, the requirement to submit a building permit to the Town was extended until May of 2026 as allowed by the Redevelopment Agreement. Some internal work was initiated in the historic structure in 2025, while the developer worked to finalize their traditional and SBA financing amid a challenging environment with increased labor and construction costs as well as higher rates.

In May of 2026, the project submitted their structural building permit to the Town meeting their contractual deadline, and in July of 2026 the project was working with the Douglas County Historic Preservation Board.

Douglas County School District

Over the past several years, the Douglas County School District (DCSD) has partnered with local leadership—including the Town of Castle Rock, the Castle Rock EDC, and the Downtown Development Authority—to evaluate the long-term viability of its aging administrative building downtown. Most recently, working alongside Owen Ames Kimball (OAK) Construction, this coalition spent months pursuing options and structural remedies to modernize the Wilcox Street facility.

Unfortunately, despite exhaustively exploring every structural and financial scenario, a viable solution to preserve the Downtown offices could not be reached, leading DCSD to announce the planned relocation of its administrative headquarters. Because the costs of updating and maintaining the facility proved prohibitive, partners have now turned their focus toward collaborative, second-life concepts for the landmark site.

Summary

The Castle Rock DDA continues to work diligently to maintain a vibrant and healthy Downtown district while pursuing opportunities for new investment. Current programs and improvement efforts at the mid-point in 2026 are showing success with strong ridership on the trolley program, additional parking spaces being added, new downtown beautification with special investment into banners, flowers and light pole flags to commemorate America's 250th and Colorado's 150th Anniversaries, as well as new investment from the private sector into the facades of buildings. While the DDA remains optimistic on the Downtown economy, there are definite anecdotal reports of caution related to consumer spending. As DDA efforts progress, successful outcomes will be highlighted in the annual report. Thank you for your continued partnership with the Castle Rock DDA.

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