

**From:** [Andrew Wasson](#)  
**To:** [Julie Kirkpatrick](#)  
**Subject:** The View at Castle Rock Feedback  
**Date:** Wednesday, March 3, 2021 3:13:35 PM  
**Attachments:** [PastedGraphic-1.tiff](#)

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Hi Julie -

Here's my comments on The View for the upcoming meetings:

To Whom It May Concern:

I writing to express my support for The View at Castle Rock project. I am a seven-year Castle Rock resident and our family has absolutely enjoyed the revitalization of downtown. When we first moved here we noticed many downtown properties were neglected, small businesses struggled, and downtown was charming but not enjoyable. New projects including Festival Park, River Walk, and soon Encore, have created a safe, attractive, and vibrant downtown that promotes community and small business. I understand a vocal minority of Castle Rock are concerned about rapid growth but each project needs to be evaluated based on the existing site, use, and value that it brings to downtown. Currently The View site, is a large self-storage building that is ill-fitted for downtown.

I also co-own Wild Blue Yonder Brewing Co. at the corner of 6th and Wilcox and this project will have a significant, positive impact on our business. The View project brings sorely needed housing to downtown, additional dining and retail options, and 100-public parking spots. The project will provide immediate growth to all small businesses on the North end of downtown. The resulting growth will allow us to increase staffing year round. The majority of our employees do reside in Castle Rock so having an option close to work is appealing to them. The View will also provide more sales and property taxes to continue maintaining and improving the services of Castle Rock that every resident enjoys.

We are excited for The View at Castle Rock and look forward to having them as neighbors.

Thanks for your consideration and cheers!

Sincerely,

Andrew

Andrew Wasson  
Owner/Managing Partner  
Wild Blue Yonder Brewing Co.  
Direct: 303-957-7689  
[www.wildblueyonderbrewing.com](http://www.wildblueyonderbrewing.com)



**From:** [Bernie Greenberg](#)  
**To:** [Julie Kirkpatrick](#)  
**Subject:** The View Project  
**Date:** Wednesday, March 3, 2021 4:04:55 PM

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Dear Mr. Kirkpatrick,

I write to provide feedback on the View project in Downtown Castle Rock. This project has important and significant impact on the downtown area and District 4 and in my opinion is critical to the future of Downtown Castle Rock.

First, please be aware that I own a residence with my wife Julie in District 6. I also own one of the largest law firms in Douglas County and we are located in Downtown Castle Rock on Wilcox Street just south of the B&B Cafe. Our firm has been a fixture downtown for approximately 50 years. During that time we have watched and evolved right along with the downtown area.

Additionally, our firm represents a significant number of downtown businesses including several of the restaurants. However, my remarks here are my own personal opinions and are not influenced by our firm's legal work.

Here is why I support The View project and believe it to be so important to the future of Downtown Castle Rock:

1. A vital downtown requires that people be able to live and walk downtown. As is known from both Riverwalk and Encore two dramatically different demographics live now downtown: Older people downsizing their residences who desire to live near their favored restaurants; and younger teck type folks who just want to live downtown in Castle Rock. The View will provide another option for these demographics and enhance the livability of Downtown Castle Rock.
2. Downtown Castle Rock office space is in extremely short supply. Not only is beneficial to have people living downtown, it is also important to have work options in Downtown Castle Rock. Projects such as Riverwalk, Encore and The View bring more office space and more work options to downtown.
3. A large percentage of Castle Rock's residence leave each day to commute

to their jobs. I believe it should be a goal for Castle Rock to grow primary employment and the economy of the town so we can recapture those jobs. What could be better than a Castle Rock resident working in Castle Rock? This is why my law firm is proud to employ mostly Castle Rock residents. Bringing The View to downtown will make this better and be a solid economic driver for not only downtown but for all of Castle Rock.

4. An enemy of Downtown Castle Rock has been previously blighted areas and properties. We have begun the revitalization of downtown recently with our award winning Festival Park, award winning The Move building, Riverwalk and Encore. All of these properties were blighted and in some cases sites of criminal activity. Now they are all family and pedestrian friendly areas where people gather in safety.

Thank you for allowing me to express my opinion and support for The View project and I respectfully request that my letter be included in the record of your proceedings this evening. While I cannot attend this evening, I am available to answer questions about my opinions should tht be desired.

Respectfully yours,

Bernie Greenberg

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Bernard H. Greenberg, Attorney at Law  
KOKISH, GOLDMANIS & GREENBERG, P.C.  
316 Wilcox Street  
Castle Rock, CO 80104  
Phone: [303-688-3535](tel:303-688-3535) Fax: [303-688-2498](tel:303-688-2498)  
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**From:** [Chris Haugen](#)  
**To:** [Julie Kirkpatrick](#); [TownCouncil Mailbox](#)  
**Subject:** The View - Public Feedback  
**Date:** Friday, March 5, 2021 3:03:04 PM  
**Attachments:** [image001.png](#)

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Hello,

I just wanted to express my support of the proposed View building on Jerry Street. As a Castle Rock-based business owner, the View will offer a number of things we are looking for, such as office options, relatively affordable housing for young employees, the potential for additional food and beverage options downtown and much needed additional parking. I have some ownership in a food hall in downtown Denver, and I will tell you, that a healthy mix of residential and office uses can only help the downtown business community in Castle Rock. Furthermore, the developer is looking to utilize a Kansas City based contractor for this project, so we have no vested interest in this project's construction. Replacing a worn, self-storage facility in the heart of downtown with a well-designed, mixed-use project will be a welcome upgrade to both the viability of downtown business and the curb appeal of Castle Rock from I-25. If I can be of any help in relaying the importance of key redevelopment projects like this in Castle Rock, please feel free to reach out.

Sincerely,

CHRIS HAUGEN  
PRESIDENT



INTEGRITY. LEADERSHIP. EQUITY.  
202 6TH STREET, SUITE 200, CASTLE ROCK, CO 80104  
OFFICE 303.688.6924 Ext. 4741  
FAX 303.688.6265  
MOBILE 303.591.5056  
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**From:** [Daniel Price](#)  
**To:** [Julie Kirkpatrick](#); [TownCouncil Mailbox](#)  
**Subject:** Feed back on Proposed "View at Castle Rock"  
**Date:** Wednesday, March 3, 2021 4:17:47 PM

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Julie and Co,

Just wanted to offer up some feedback on the proposed "View at Castle Rock"

I think this is a great project that will spur the redevelopment of the north end of downtown much like the riverwalk is doing to Central Wilcox and everything south of there. I honestly can't think of a better way to kick start the north end of town, which is an eyesore as you enter Downtown Castle Rock, than a project of this quality that will bring that many new residents directly into this area. As far as layout, concept, mixed-use percentages, etc, I think the proposed 5k of retail/restaurant, 14.5k of office, and 215 units is a great mix.

The additional parking is a huge perk but the main perk is continuing to turn downtown into a destination for local Castle Rock residents that live in the surrounding neighborhoods. No longer do they have to go to DTC, or downtown Denver, or Park Meadows even, now, we can all stay here and come enjoy downtown Castle Rock. I have 4 kids 8 and under and there is nothing my family enjoys more than coming to downtown Castle Rock for ice cream, picnics, bikes, festivals, etc. While we live in the Village, we are still under contract on a condo at the Encore just to have something downtown cause we love it so much.

I hope this helps. Downtown Castle Rock is getting better every month it seems and this project only solidifies that what is happening down here is working and what people want.

Thanks!

Warmest Regards,

[Daniel Price](#)  
Keystone Experts and Engineers, LLC  
Managing Principal  
630-730-4750  
[keystonee2.com](http://keystonee2.com)



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**From:** [Floyd Bacon](#)  
**To:** [Julie Kirkpatrick](#); [TownCouncil Mailbox](#)  
**Subject:** Proposed SDP for The View  
**Date:** Thursday, March 4, 2021 3:26:25 PM

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Just a note to reaffirm our commitment to continuous improvement in downtown Castle Rock. Having been involved in downtown businesses for more than 10 years and having owned a business and lived in Castle Rock since 1997, we can't stress enough the need to address the acute parking shortage in downtown. Any relief in that regard is exciting and appreciated. Further, as the density of people living downtown increases, the survivability of local small businesses in the core improves and fosters opportunity for additional growth and reinvestment.

Let's grow Castle Rock!

Floyd Bacon  
***Max Fire Apparatus, Inc.***  
303.814.8746  
303.887.6322 (c)

**From:** [Dillon Walls](#)  
**To:** [Julie Kirkpatrick](#); [TownCouncil Mailbox](#)  
**Subject:** The View -Feed Back  
**Date:** Tuesday, March 9, 2021 1:47:33 PM

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Julie & Friends,

Dillon Walls here with the Castle Cafe. I would like to voice my support in favor of The View project. The growth of Castle Rock is inevitable and smart developments like this one that take much needed parking concerns into consideration for businesses like mine are a win-win. Being a resident of Denver, I know all too well what parking problems can look like for a business such as a restaurant. Please let me know if I can be of assistance to the council in any way going forward.

Warm regards,

--

Dillon E. Walls  
P: 720-347-8894  
E: [dillon.walls@gmail.com](mailto:dillon.walls@gmail.com)

**From:** [Julie Kirkpatrick](#)  
**To:** ["johnshepherd@tglinvestments.com"](mailto:johnshepherd@tglinvestments.com); [ctreanor@ctsdesindev.com](mailto:ctreanor@ctsdesindev.com); [bfloodman@sunflowerkc.com](mailto:bfloodman@sunflowerkc.com)  
**Cc:** [Keith Johnston](#)  
**Subject:** RE: 205 Sixth St/610 Jerry ST Project  
**Date:** Tuesday, March 9, 2021 7:57:00 AM

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Good morning, Mr. Shepherd,

Thank you for your comments, and I apologize if you feel that your concerns have not been addressed. We have been internally discussing possible solutions with the Public Works Department, such as adding additional signage and a “pork chop” within the parking garage exit to force traffic to turn right out of the garage, which will be addressed in detail during the construction document submittal, when these finer details are evaluated. Remember, too, that the alley and Sixth Street intersection will be improved with The View project, most notably that the IREA pole that currently obstructs the alley entrance from Sixth Street will be gone as the IREA lines will be buried. Please be patient as these engineering details take time to evaluate, and you only met with Town staff on March 1. We will strive to address your concerns, but please keep in mind that the garage entrance likely will not change due to other engineering and safety constraints.

Thank you,  
Julie

**Julie Kirkpatrick, PLA, ASLA** | Long Range Project Manager  
Town of Castle Rock | Development Services | Town Hall  
100 N. Wilcox St. | Castle Rock, CO 80104 | 720.733.3516

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<https://www.surveymonkey.com/r/LR35C27>

**COVID-19 UPDATES:** Find the latest COVID-19 updates from the Town and its government partners, including available community resources and information on how to Work With Us Online, at [Crgov.com/COVID](https://crgov.com/COVID).

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**From:** johnshepherd@tglinvestments.com <johnshepherd@tglinvestments.com>  
**Sent:** Monday, March 8, 2021 6:08 PM  
**To:** ctreanor@ctsdesindev.com; Julie Kirkpatrick <JKirkpatrick@crgov.com>;  
bfloodman@sunflowerkc.com  
**Subject:** RE: 205 Sixth St/610 Jerry ST Project

Connor, Banks and Julie

We had hoped we would have heard some feedback and possible solutions on our concerns with the “The View” project. In our call with Cannon and Banks we felt they understood where our concerns were. On the call with Julie and the 2 other city personnel (I apologize for not noting their names) we felt our concerns were heard but we didn’t get the sense that much would be done. One of the gentlemen on the city call referenced the situation being similar to the alley between 221 and 215 Wilcox. I would agree there are some similarities and some differences, all of which seem to increase

my concerns for how the situation at Sixth, the alley and the parking entrance will impact the general area and specifically our property at 703 Wilcox.

Yes, two parking lots feed into the alley between 221 and 215 Wilcox, but both of those structures have entrances that are in excess of 30 feet wide and allow plenty of room to start your turn before exiting into the alley. The proposed exit at The View appears less wide than the 20' alley and will require cars pull well into the alley (and opposing lane) before starting to turn and clear the corner of the exit. The alleyway entrance at Jerry and 3<sup>rd</sup> is approx 23 feet wide at its tightest point with a generous width to enter the parking structure. Our alley is 20', at best, if The View goes to its property line. The 3<sup>rd</sup>/Wilcox alley enters street traffic at an intersection with all directions stopping. The alley connection at Wilcox is a right in and right out only. On my visit to that alley it is pretty apparent that to circumvent the tough exit onto Wilcox, cars are cutting over the small curb stops and going across the 221 Wilcox lot and then Jerry so they can go left on Wilcox. With the proposed 221 project, the issue at the alley and Wilcox will become more apparent. This is the exact effect the poor situation being created at 6<sup>th</sup> and the alley will create for our property at 703 Wilcox. We will become the way to avoid the whole situation. It will only increase as traffic returns and development moves north up Wilcox. I wish this public parking was being designed to cater to the future nearby development, not try as much to remedy the mistakes that were created in the downtown core. Another concern for the alley was when I questioned about the Trash situation. My fear is that it will be what I witnessed in the alley I was suggested to look at. Their 2 large dumpsters were sitting in that public alley way reducing it to 1 lane. I also see that the 211 Project calls for their grease-trap cleanout to be right on the property line and the alley. Agree this is a proper use of an alley but the large truck that will service that grease trap will have to sit right at the entrance of the alley at Wilcox, just in front of the parking exit.

Again, we know there isn't a perfect solution but as of 3/8 we have heard of no plans to do anything different than what we are seeing planned and proposed.

John Shepherd

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**From:** [johnshepherd@tglinvestments.com](mailto:johnshepherd@tglinvestments.com) <[johnshepherd@tglinvestments.com](mailto:johnshepherd@tglinvestments.com)>  
**Sent:** Tuesday, February 23, 2021 8:40 AM  
**To:** 'ctreanor@ctsdesindev.com' <[ctreanor@ctsdesindev.com](mailto:ctreanor@ctsdesindev.com)>; 'jkirkpatrick@crgov.com' <[jkirkpatrick@crgov.com](mailto:jkirkpatrick@crgov.com)>; 'bfloodman@sunflowerkc.com' <[bfloodman@sunflowerkc.com](mailto:bfloodman@sunflowerkc.com)>  
**Subject:** 205 Sixth St/610 Jerry ST Project

Connor, Banks and Julie

We are the owners of what is known as 703 Wilcox, east of the proposed project. It is just coming to our attention that between the 2<sup>nd</sup> and 3<sup>rd</sup> submittals, there was a major change to the 3<sup>rd</sup> floor of the project and its reliance on the public alleyway. We are reviewing the changes and already have a number of concerns. From reviewing the recording of the Nov 3 Meeting Number 3, Councilmember Johnson hinted at some of the issues with using the alley as a primary entrance. It seems she is

pretty familiar with the traffic in that area and we also spend a lot of time there. Along with her concerns, our primary concern is our private driveway, that gives access between Wilcox and the alley, becoming a common traffic pattern. We've been excited about this project since it was first announced and are on the side of development in this area. Our hope is that we could discuss our concerns with the proper parties. If the appropriate time to do so is during the next neighborhood meeting, we will do so then. It may be more effective to have an initial discussion outside of the meetings. Thank you.

John Shepherd

Cell 623.693.6761



**From:** [Jason](#)  
**To:** [Julie Kirkpatrick](#)  
**Subject:** The View Concerns  
**Date:** Thursday, March 4, 2021 5:58:52 PM

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Hello,

My name is Jason Warrick and my wife and I have lived in Castle Rock for the last 15 years. In the last couple of years we have seen a growth in Castle Rock that at times has seemed out of control. The downtown area is an area of concern. We and many others have been in favor of updates and growth, but the growth taking place looks to be nothing more than an attempt to be Cherry Creek. It is outrageous to see how outdated our roads are and can barely handle the excess traffic as it is, you want to add more?? Now we find out we will soon be graced by a 6 story 3 block monstrosity. Why, the reason is as we are finding out is that our leadership consists of primarily business owners that this growth will benefit them. Seems to be a conflict of interest in many peoples opinion. Festival park has been an incredible addition to the downtown area and many of us hoped that these kind of improvements would take place. A clean and controlled update of the downtown area that would beautify our town. Instead we are seeing the building of multiple high rises that barely fit the area, cause major congestion in traffic and don't seem to benefit the people of Castle Rock as much as it benefits the business owners of Castle Rock. I oppose this kind of rapid uncontrolled growth and ask that the improvement of our roads be considered first that can handle the excess traffic now and for future growth. I also would ask that improved trail systems from the neighborhoods of Memen and the surrounding areas be considered for better access to the downtown area for future growth.

Thank you,

Jason Warrick

Sent from my iPhone

**From:** [K.C. Neel](#)  
**To:** [Julie Kirkpatrick](#); [TownCouncil Mailbox](#)  
**Subject:** The View and Downtown  
**Date:** Friday, March 5, 2021 6:31:15 PM  
**Attachments:** [Appendix C.png](#)  
[Appendix A.png](#)  
[Appendix B.png](#)

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Dear Town Council members,

I would like to formally express my support and enthusiasm for The View project at 5<sup>th</sup>/Jerry St. This development meets all criteria established in the Downtown Plan of Development and will serve as a welcome addition to the downtown landscape. Developments like The View are vital in making sure our downtown meets the needs of all Castle Rock residents. More residents mean more people in the district during the day and the evening. This creates a vitality that benefits every Castle Rock resident. It also means outside dollars are more likely to be generated as visitors come to the district to shop, dine and be entertained.

My husband, Mark Neel, and I opened our business in downtown Castle Rock two decades ago. We could have gone anywhere but we chose Castle Rock and specifically downtown as the place we wanted to do business. To be sure, the charm of the district and the promise of new opportunities lured us in. But there were also challenges. Boarded up and empty storefronts dotted the landscape like dandelions. Many buildings and properties were in disrepair with some looking like they were ready to fall down at any moment.

At the time, the town's attention and resources were focused on our northern boundaries, and rightfully so. The two largest master-planned communities were on that side of town. Town planners and leaders were intent on making sure Castle Rock was a self-sustained community. But all this came at an expense to the downtown area. The district was suffering from benign neglect.

Luckily, the town manager at the time, Mark Stevens, and the Town Council recognized the peril our downtown was experiencing, and they got to work. A collection of stakeholders – business owners, property owners, residents, and representatives from the various taxing entities (the town, the county, the school district and the library district) – were tasked with assessing the situation and came up with a plan to save and revitalize the downtown district before it became too late.

The result of that three-year endeavor resulted in a roadmap to success that included, among other things, the introduction of residents living in the district. Numerous studies have shown that full-time residents are a key component in any prosperous and productive downtown district.



A statistical survey conducted for the town in 2007 found that over a quarter of the residents living in Castle Rock would seriously consider living downtown if the option existed. Younger people yearned for a more urban environment that didn't exist in our suburban, bedroom community.

At the same time, many older residents whose children were grown and had moved out were eager for the opportunity to live downtown. They had done the tricycle-in-the-cul de sac thing and were looking to downsize. Others were moving here to be closer to their kids, who had families of their own. These folks didn't want to leave Castle Rock. Their friends were here. Their kids were here. They went to church here. They did business here. They owned businesses here. Yet, three-story apartment complexes on the edge of town held little allure. The ability to live in downtown with its strong sense of community and walkability near services and businesses they already patronized was -- and is -- alluring.

All that is clearly apparent given the fact that The Riverwalk is fully leased; Encore is almost completely sold out and it's not even completely constructed yet; and The Mercantile has a waiting list for people wanting to live in that building. A project like The View positively adds to that mix.

It is also worth noting that all these developments have transformed dilapidated or ill-suited properties.

- The Mercantile filled in an empty dirt lot.
- The Riverwalk project replaced a decaying, two-story strip mall as well as a building that was home to a biker gang and heroin depot. (see Appendix A)
- The Encore development is replacing a ramshackle liquor store and two oil change buildings with high-end condos and 300 public parking spaces (not to mention funds to quiet the railroad horns). (see Appendix B)
- The View will replace storage units with existing structural issues and will add more public parking on the northern end of the downtown district. (see Appendix C)

All these projects include retail and restaurant space, which will benefit the town's sales tax coffers, as well as much-needed commercial office space for coveted primary employers.

As many of you might be aware, I wear a lot of different hats here in Castle Rock. In the spirit of full disclosure, Mark and I opened Castle Rock Bike & Ski in 2000 and have run our business in three different downtown spaces during that time. Mark was one of the founders of the Downtown Merchants Association and I currently serve as president of that group. I also was

part of the Downtown Advisory Commission and the Downtown Development Authority. We do not live within the confines of Castle Rock's official boundaries, but we have a Castle Rock address and 80104 zip code. We consider Castle Rock our home and while we have lived here for 20 years, my family's history in Castle Rock goes back almost a half century.

It's an understatement to say the town has changed dramatically during that time. Homesteaded ranches now are home to tens of thousands of residents living in Founders, The Meadows, Plum Creek and Crystal Valley. It's unrealistic to assume the downtown district isn't going to morph as well. I strongly believe providing folks with different housing options is crucial to the vitality of not only the downtown district, but the community as a whole. A strong, vibrant and thriving downtown benefits everyone. It's good for the businesses that operate here. It's good for the residents who want to have a great meal or shop for something unique. It's good for the folks who want to live in a friendly, walkable and beautiful environment. It's good for tourism. Everybody wins.

I certainly appreciate how hard your job is as a Town Council member. You are juggling full-time jobs, families and the immense time and energy it takes to make good decisions for your constituents as well as other residents and businesses in town. It requires looking at issues from every angle.

Along those lines, I would like you to know my door is always open if you ever want to talk to me about an issue or ask a question. If I don't know the answer, I will do my best to find it and I will always listen to your points of view. We're all in this together. If we all work together, we will continue to make Castle Rock the best place to live, work and play in Colorado (heck, anywhere really).

Thank you for your consideration and service.

Sincerely,

*KC Neel*



411 4th St.  
Castle Rock, CO 80104  
303-688-1722  
CastleRockBikeandSki.com



# Appendix A

## Before



## After





# Appendix B

## Before



## After





# Appendix C

## Before



## After





**From:** [Matt Frary | DMS](#)  
**To:** [TownCouncil Mailbox](#); [Julie Kirkpatrick](#)  
**Subject:** The View Project Feedback - Matt Frary  
**Date:** Friday, March 5, 2021 11:43:04 AM

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Dear Council and Julie Kirkpatrick,

Thank you for welcoming feedback from the community and downtown stakeholders on the proposed project The View. I'm in complete favor of The View, and any project that brings parking, employment, a place for residents to live downtown, a more vibrant downtown, and a positive economic structure that benefits the town. To me, this is all the recipe for success. We can't ask for more.....growth and movement is like a flywheel that promotes more prosperity. As a resident of Castle Rock for 16 years, a downtown business owner, a Primary Employer, and a citizen I would like to provide my point of view. It wouldn't be wise for us to stick a wrench in that flywheel.

The economic engine of Castle Rock has always been in the Core of downtown, and within our community. Recently that engine has been tested due to COVID as well as pressure on downtown with drive-to destinations outside of the Core to chain restaurants and to businesses with headquarters and large corporate structures "elsewhere." If we did not have The Riverwalk as a development downtown, or some of the other new developments, our businesses would not have survived the pandemic. We need people living downtown, spending dollars locally in downtown, and we need people working in buildings downtown. I own The Backyard, a local Tap Room and Music/Events Venue that is struggling during the pandemic, but managing to stay open with people that walk downtown and support us. Very few people drive just to come have a beer at The Backyard, but many walk in as they circulate downtown. To thrive downtown, we'll need many more people circulating downtown to attend our events, to hang out in our backyard and to buy more food and beer to support the paychecks of our workers.

I also own 2 buildings in downtown at 240 Wilcox, as well as 330-350 Third St. Our tenants also depend on a vibrant downtown just like The Backyard. For those people that want Castle Rock to "go back to the way it is," that's just not a realistic view point as we see more and more people discover how beautiful our community is to live, work, and play. For our buildings to be able to get occupancy, and for us to pay taxes and to cover our mortgages, we need to be able to attract amazing businesses that will also need more people circulating downtown. The flywheel in the economic engine downtown needs to continue to cycle and produce more and more.

Lastly, I've built SmarterChaos which recently sold to Digital Media Solutions, a public company on the NYSE. Over the last 10 years we had a difficult time attracting talent to come work for us in Castle Rock, which made it difficult to be a Primary Employer. The Primary Employers that are imperative to the lifeblood of a town, bringing in the dollars from outside the community to spend into the community, won't be able to survive if talent can't park, play, live, and work in downtown. Any project that produces more parking, more living space, more office space, and more retail....is a great project. Sounds like a win to me.

I implore Town Council and our local government to take into account the heavy weight of employers, small businesses, and those of us just struggling to keep our citizens employed and a high quality of life. It would help us greatly if you would get behind projects like this that

make it a little easier for us to provide those paychecks, healthcare, and substantive jobs for the citizens of Castle Rock.

Finally, it is not enough for us to hear only the louder voices of private citizens that just don't "like the look" of the buildings, or want to "go back to the way it was." It's easier to complain and provide negative feedback, than it is to step up and support or architect a plan. I always say, it's easy to edit, difficult to author. We need a realistic growth plan for this city that benefits all of the stakeholders to keep our economic engine running and our citizens thriving, even if they don't like that we have a little taller buildings in downtown. We are a benefactor of our success, not a victim.

Thank you, and if you have any questions you can always reach out to me on my cell phone at 623-523-2244.

Matt Frary  
[matt@playinthebackyard.com](mailto:matt@playinthebackyard.com)  
Co-Founder, The Backyard  
Co-Founder, SmarterChaos  
Co-Founder, Jones Brothers Holdings and Real Estate

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Cheers,

Matt

--

**Matt Frary**  
*Executive Vice President, Brand Strategy*

[mfrary@dmsgroup.com](mailto:mfrary@dmsgroup.com)  
M: 623-523-2244

O: 720-770-1206



**From:** [Mike Trede](#)  
**To:** [Julie Kirkpatrick](#)  
**Cc:** [TownCouncil Mailbox](#)  
**Subject:** Parking at The View  
**Date:** Monday, March 8, 2021 9:56:59 PM

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Julie & Town Council,

I wanted to reach out regarding the upcoming decision on parking at The View project. I am a business owner who rents half of the 4<sup>th</sup> floor in the Move building and used to own the property at 240 Wilcox. Having officed in downtown Castle Rock for over 13 years I am aware of the state of parking situation and how it has become an issue.

We currently do not have enough parking in the garages at the Move and around the outside of the building. We have over 35 employees and the ones who are not lucky enough to have a parking pass have to find parking 2-3 blocks away and move their vehicle every two hours to avoid a ticket.

If we want to continue to promote business in downtown and attract more to consider setting up headquarters in our town we have to continue to provide access to parking for employees. Having another 100 public parking spots on the north side of town will only help further development. Without the additional public parking we are only making the situation worse for our downtown businesses.

Please feel free to have anyone concerned reach out to discuss further if needed.

Thanks,

**Mike Trede | Innovative Business Solutions | Managing Partner | 303.819.8932 D | 303.962.4370 F**



**From:** [Paul Epstein](#)  
**To:** [TownCouncil Mailbox](#); [Julie Kirkpatrick](#); [Paul Epstein](#)  
**Subject:** The View at Castle Rock  
**Date:** Monday, March 8, 2021 6:28:43 PM

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To Whom it May Concern,

My name is Paul Epstein and I am the owner of Vista Vino Modern Grill in downtown Castle Rock. I wanted to take a moment to let the board know why I'm in favor of the View at Castle Rock.

Downtown Castle Rock is very dependent upon nearby residents to support evening hour businesses and quite frankly, there hasn't been enough. Even with the opening of the Riverwalk, we only saw slight increases and since Covid, it's been worse. Small businesses have taken a huge hit and are in need of a serious revival. It's hard to think that the status quo will accommodate that need without additional residences nearby. We have a solid reputation and I can state from my own experience that having the products is not enough. At some point, we need more people living nearby.

This project is the best thing for us and for downtown. It will bring many more people within walking distance to many options of shopping, dining, finance, medical etc., ALL downtown. I am proud to be a business owner in downtown Castle Rock, and love the feel. More people and more architecture can only enhance our appearance and all of our well-being.

Thank you in advance for considering this project. You have my blessings and support in anything we can do.

With gratitude

Chef Paul Epstein CEC MBA

**From:** [Tony DeSimone](#)  
**To:** [TownCouncil Mailbox](#)  
**Cc:** [Julie Kirkpatrick](#)  
**Subject:** Support of the View at Castle Rock  
**Date:** Saturday, March 6, 2021 4:42:29 PM

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Dear Castle Rock Town Council,

As a downtown Castle Rock business owner, I'm writing in support of the View at Castle Rock, the proposed redevelopment of 610 Jerry St. There are a lot of reasons to be supportive of a redevelopment project that brings high quality rental housing to Downtown Castle Rock. The project redevelops a worn-out storage facility, brings additional housing choices, constructs much needed public parking to the north end of Downtown, and redevelops the site within the current Downtown zoning code. Targeted redevelopment projects like this are exactly what our Downtown needs to continue thriving.

Upon completion of the Riverwalk project, we saw a tremendous positive impact to the Downtown economy. Riverwalk with the addition of Encore have allowed more than 600 new residents to live in our Downtown, created 879 new parking spaces, 80,000 sf of commercial space, allowing 20 new "mom & pop" retail businesses and 42 new office businesses to open & operate in downtown Castle Rock. The economic benefits to the community are tremendous, generating more than \$8,000,000 for our parks, police, fire, and schools and generating more than \$33,176,402 in property and sales tax over the next 25 years. All of these contributions will benefit every resident of Castle Rock, not just Downtown.

I expect the View at Castle Rock to have similar positive benefits to the north end of Downtown and Castle Rock as a whole. With the construction of high quality housing units, the project will allow people to walk to the local retail businesses just blocks away. The success we've experienced at Riverwalk with 100% occupancy, shows there is a need for more housing choices in Downtown Castle Rock. The market is a reflection of how much residents love the walkability, access to nearby office space, retail shopping, and local restaurant choices that projects like this will bring to Town. We've seen many Castle Rock residents who already live within our many great suburban neighborhoods, sell their homes, in favor of the walkability and lock & leave convenience of living in Downtown Castle Rock. The addition of these new Downtown residents has allowed many of our Downtown small businesses to thrive this past year while businesses in other locations have struggled. Most importantly, this project satisfies two of the Castle Rock - 2030 Master Plan's key goals:

1. Continue creating a vibrant Downtown, coordinated with the Downtown Alliance.
2. Focus on quality development and reach out and encourage great projects.

We look forward to another thoughtfully planned redevelopment in Downtown Castle Rock!

Thank you,  
Tony



**Anthony De Simone**  
**Principal, Confluence Companies**

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430 Indiana St, Suite 200, Golden, CO 80002  
[www.confluenceco.com](http://www.confluenceco.com)

**From:** [Dennis Blanchard](#)  
**To:** [Julie Kirkpatrick](#)  
**Subject:** DRB 10 Mar  
**Date:** Tuesday, March 9, 2021 2:34:05 PM  
**Attachments:** [View.pdf](#)

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Hi,

I'd like to speak at the DRB tomorrow night, 10 March, and present the attached.

Thank you. Let me know if there are any questions.

Sincerely,  
Dennis Blanchard  
721 4th St  
Craig and Gould  
402.350.0599



Concerns Regarding



The View



Dennis Blanchard  
721 4<sup>th</sup> St, Craig and Gould

# 2008 Downtown Castle Rock Master Plan

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The Plan encourages:

- **Small-scale mixed-use** -- one-of-a-kind shops, small businesses, new residences
- **Walkable family-friendly** place with an overall **relaxed pace**
- New development that is **comparable in size and scale** to existing structures
- Architectural styling tying to **historic downtown and Western past**

# 2030 Comprehensive Master Plan

- Distinct Town Identity
  - Small-town character
  - A vibrant downtown that values its history and heritage
  - Strong and compatible architectural character
  - Maintain natural environment and scenic vistas
- Responsible Growth
  - Development that accommodates the needs of existing and future residents
  - Development that enhances the Town's character
  - Ensure we remain a freestanding community
- Community Services
  - Ensure quality community services and infrastructure are provided
  - Maintain a high quality of life of Castle Rock residents
- Thriving Economy
  - Self-sufficient community where people can work, live and play
  - Primary employment opportunities

# Architecture - Castle Rock

Unique architecture that complements our surrounding historic buildings can and has been built recently



Courtyard Complex



CR Fire Station



# Architecture - The View





# Size

— The View - 6 stories; 375,000 sq ft



**75% Larger!!**

*(almost twice as big)*



Castle Rock Adventist Hospital  
4 stories; 212,000 sq ft

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- \_\_\_\_\_



# Parking and Polls

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- Parking

- 218 residential units, 317 bedrooms
- Only 300 spots available
- 100 spots owned by Town
  - Less for business parking
- Many will have multiple cars
  - Likely to bleed over into Town
    - Or onto nearby street
  - Town investment worthless
  - Greater enforcement necessary

- Polls

- Informal poll on-line
- 76% oppose 'high-rises being added'
  - 1092 respondents
- 2017 Town poll
- '#1 issue facing town in next 5 years?'
  - Sprawl / Growth

# Conclusion

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- **Inappropriate** development for Downtown Castle Rock
- **Not in accordance** with the Downtown Development Plan and 2030 Comprehensive Plan
- Should be reassessed with **input from public and further studies**
  - Traffic and Infrastructure
  - Water
  - Responsible Growth
  - Community Services
- Should **wait and observe impacts** of Riverwalk and Encore
  - ... Before proceeding with an even **larger** complex