

Narrative for the Landmark Removal of 302 & 304 Wilcox



We recently purchased the property located at 302 and 304 Wilcox Street, Castle Rock. This location was formerly known as the “Dirty Bar” and had a look and reputation that matched the name. Our intent is to completely restore and renovate the quality of property both in function and fashion. After investigating the requirements for a historically landmarked property, we have developed some questions as to the landmarked status currently held and hope to clearly articulate those questions here.

We hope to enhance this historic block of Wilcox St with a look with brick, consistent parapet, recessed doors on both entrances and add historic windows...this look is consistent with many of the other original buildings on the block.

Our goal with this application to de-landmark is to remove the need to have the historic preservation board and town counsel allow variances that are outside of the guidelines while restoring this building to a state that honors the 300 Wilcox block.

A primary requirement to have a location established as landmarked in Castle Rock, CO is stated in the library municipal code of the Town of Castle Rock in Article VI- Historic Preservation Chapter 15.64 15.64.080 C. 1.F: "Constructed at least 50 years prior to designation."

15.64.080 - Landmark designation.



- A. Authorization. Pursuant to the procedures in this Chapter, the Town Council may by ordinance designate as a Landmark an individual structure or an integrated group of structures and features on a single lot or site having special historical or architectural value. Landmarks designated pursuant to this Section shall be subject to the controls and standards set forth in this Chapter and eligible for such incentive programs pursuant to [Section 15.64.050](#).
- B. Nomination for Landmark Designation. A nomination for Landmark designation may be made by any property owner desiring to obtain a Landmark designation for his or her property by filing a nomination application with the Department.
- C. Criteria for Landmark designation. Structures and sites that meet two or more of the following criteria for Significance and convey one or more of the following aspects of Historic Integrity may be nominated for Landmark designation:
 - 1. Significance.
 - a. People. Associated with a person or persons significantly contributing to local, state or national history.
 - b. Events. Associated with a significant local, county, state or national event (or events).
 - c. Architecture.
 - i. Embodies the distinctive characteristics of an architectural style valuable for the study of a type, period or method of construction;
 - ii. Represents the work of a master architect or builder whose work has influenced development in the Town, County, State or Nation;
 - iii. Uses indigenous materials; the use of locally quarried rhyolite being of special importance to the Town; or
 - iv. Is an example of architectural or structural innovation.
 - d. Heritage. Possesses character, interest or value as part of the development heritage or cultural characteristics of the Town, with railroads, quarries and early development of the Town being of special importance to the Town.
 - e. Archaeology. Possesses archaeological Significance or provides information important to prehistory.
 - f. Age. Constructed at least 50 years prior to designation.

304 Wilcox was constructed in 1951 yet landmarked in 1995. Based on the information we have been provided, it appears this location was only 44 years old at the time of landmarking, thus, not eligible for landmarking and improperly landmarked by Castle Rock.

Landmark Ordinance Designating 302 and 304 Wilcox Street as local historic Landmarks Section 1. Amendment. Ordinance 94-02 states that 304 Wilcox St structure exceeds 50 years in age when in fact it was only 44 years in age.

SECTION 1. Amendment. Ordinance 94-02 is amended by adding sections (l) and (m) to read as follows:

- (l) Historic name: Commercial Building at 302 Wilcox Street
address: 302 Wilcox Street
legal description: Lot 8, Block 19, Castle Rock Subdivision
present use: commercial
historic significance: Contributes to an historic district. Structure exceeds 50 years in age.
key architectural features: Single story wall bearing commercial structure with the storefront at the front property line.
- (m) Historic name: Commercial Building at 304 Wilcox Street
address: 304 Wilcox Street
legal description: Lot 9, Block 19, Castle Rock Subdivision
present use: Commercial
historic significance: Contributes to an historic district. Structure exceeds 50 years in age.
key architectural features: Single-story wall bearing commercial structure with the storefront at the front property line.

Point #42 on the Colorado Resource Survey

42. Statement of significance:

Criteria C - Architecture

The building is a good example of Early Twentieth Century Commercial. The 1939 building at 302 Wilcox has many of the character defining features of this style with a sloped roof, little ornamentation, recessed entrance, decorative brickwork along the decorative parapet. The 1951 portion (304 Wilcox) mimics 302 Wilcox, but the parapet is straight across, but is still capped with decorative bricks. Additionally, the entrance is not recessed.

The quote says that 304 mimics 302 but the only thing that mimics each other wall and trim colors which aren't original to the building. As seen in the picture below the windows, decorative bricks, entrances, molding around the windows, parapets and even the height of the buildings are all different.



Under #43 on the Colorado Cultural Resource Survey it states “Unfortunately, when the building was hit by a car in the 1970’s the storefront windows were reconfigured, **losing the historic appearance at street level.**”

The proposed windows will restore the historic appearance at street level as well as create a consistent window design across entire building.

29. Construction History:

302 Wilcox

June 1939 Cinder block and stucco building was constructed. The building was white with black trim and a large neon sign.

May 1946 Locker plant was installed (Douglas County News, 8 March 1951, page 1)

January 1952 The rear of the building was modified to accommodate two entrances (Douglas County News, 10 January 1952, page 5).

April 1963 The interior of the building is remodeled (Douglas County News, 4 April 1963, page 1).

May 1973 Building is hit by a car. The façade wall was heavily damaged and was bowing outward. The center support column between the windows was demolished (DCN, 3 May 1973, page 6).

1997 The building was rehabilitated and 302 and 304 became one business – Ride the Wind (1997 – 1998 Colorado Business Directory).

304 Wilcox

1951 Cinder block building is constructed.

1952 The rear of the building was modified to accommodate two separate entrances. One into 302 Wilcox and one into 304 Wilcox. (DCN, 10 January 1952, page 5).

1997 The building was rehabilitated and 302 and 304 became one business – Ride the Wind (1997 – 1998 Colorado Business Directory).

In addition to point #43, it states that “The building is not eligible for the State or National Register because of the removal of the windows and the lack of documentation as to what the building looked like originally...”

#29 Colorado Cultural Resource Survey

While the application of stucco was used in the early 20th century, only at 302 did they use stucco originally. At the establishment of 304, it was only cinder block that was used in the original construction. When the building was hit by the car in 1973 it not only damaged the windows but also “The façade wall was heavily damaged and was bowing outward.” Not until 1997 is it documented that the building was rehabilitated, making the façade and support column between the windows less than the required 50 years old. Also making the statement highlighted below not 100% accurate because it was more than the windows that were still intact from the original 1939 building.

Resource Number: 5DA3462
Temporary Resource Number: 833

Architectural Inventory Form

Design: The historic Early Twentieth Century Commerical character defining features are partially intact. The character defining recessed entrance, decorative parapet and stucco finish remains. Unfortunately, when the building was hit by a car in the 1970s, the storefront windows were reconfigured, losing the historic appearance at street level.

Materials: The original materials are mostly intact except where the storefront windows were replaced in the 1970s.

Workmanship: The physical evidence of the original artisan's labor remains, since most of the historic materials are intact.

Section 15.64.100.B.2 asks “Will the effect of removing the Landmark status be positive or negative on adjacent properties or the downtown district?” We interviewed a diverse group of adjacent properties and businesses in the downtown district and showed them the goal façade if the landmark status was removed and asked all of them of them the same three questions:

1. Do you believe that if we improved our building to our goal façade, it would increase your foot traffic to your business?
2. Do you believe that if we improved our building to our goal façade, it would financially increase your business?
3. Do you have any worries for this new business coming to the downtown area?

Below is the directly quoted feedback from the questions from our neighbors and Castle Rock businesses:

Chris Weems- Rocky Mountain Excavating

1. Yes
2. Yes
3. No

Matt Frary- SmarterChaos

“We absolutely support as other business owners, and it will help us attract more millennial and high-tech workers from Denver to come live and work in downtown Castle Rock. That is more important than any foot traffic or anything else, is to create an environment that attracts top talent in downtown for Primary Employers. We may not be directly affected by more foot traffic, but the more social businesses in downtown that are higher end will attract more employees, which is difficult to do in Castle Rock.”

John Johnson- Z’Abbracci

1. Yes
2. Somewhat
3. None

Lee Alexander- Masonic Lodge

“I like the brick façade much better than the old stucco (and the humps). It would certainly upgrade the appearance. I look forward to seeing your business start up, and think the planned clientele exist now and will continue to come to Castle Rock in the future. I think some of our Masons would certainly stop by (I will!). As the lodge is not a business, per se, I don’t see much impact to our traffic, but we were thrilled to no longer have the clientele of “The Dirty” using our corner for their biological needs! Your customer base is likely beyond that 😊.”

Chris Gill- B&B Café

1. Yes
2. Yes
3. Not at all. This will be a welcome improvement to our neighborhood of businesses. It looks like a wonderful layout.

Lou Scileppi- Scileppi's at The Old Stone Church

1. Yes, I do believe a fresh new look with historic finished brick would improve foot traffic and help make downtown Castle Rock more vibrant and attractive.
2. Yes, the more attractive and vibrant downtown Castle Rock gets, the more attractive it becomes for residents and visitors to enjoy all that Castle Rock has to offer therefore increasing sales for local businesses.
3. None at all and I believe it would be a successful and welcoming addition to downtown Castle Rock.

In conclusion, it is our opinion that 304 Wilcox was clearly improperly landmarked via date constraint by the town of Castle Rock, and 302 Wilcox was landmarked with new windows, support beams, front façade and finishing...even with documentation from the Colorado Cultural Resource Survey stating that the building had lost all "historic appearance at street level", also being unfit for landmarking. We believe that it is in the best interest of Castle Rock to remove the landmarking from this property given the documentation provided, and the unanimously positive feedback (we included every response we received) from fellow downtown business owners.