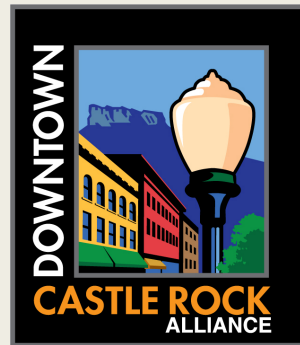


# CASTLE ROCK DOWNTOWN ALLIANCE

Downtown Development Authority  
Downtown Merchants Association



## Downtown Development Authority

- Greg Boman
  - Owner of *The Emporium*
- Stu Butler
  - Owner of *SmarterChaos.com*
- Mike Trede
  - Owner of *Innovative Business Solutions*
- John Manka
  - Owner of *1 Stop Tire & Auto*
- Dennis Dickey
  - Owner of *Union Bistro*
- Nick Hier
  - Owner of *Hier & Company*
- Jason Bower
  - Owner of *Castle Rock Music / Town Council Representative*

## Downtown Merchants Association

- Denise Fuller
  - Owner of *Castle Rock Florists*
- Hayley Monteferrante
  - Vice President *FirstBank*
- Cathy Church
  - Owner of *the Book Nook*
- Steve Spencer
  - Owner of *Spencer Real Estate*
- Lou Scileppi
  - Owner of *Scileppi's at the Old Stone Church & Sliceworks*
- Nick Lucey
  - Owner of *NickLucey.com*
- Kevin Bracken
  - Town Council Representative

# Active and Vibrant Downtowns

- Require Maintenance and Investment
- Need similar components
  - *People or Density*
    - Daytime Population (Office Space)
    - Evening and Weekend Population (Residential Space)
  - *Dining Options and Unique Retail*
  - *Parking*
- Public Private Partnership

# Strategic Direction

- Last 10 years a number of steps have been taken to facilitate a more active and vibrant Downtown:
  - *Tools, code, regulation, public boards, work session, etc.*
- Downtown Advisory Commission
- Ballot measure to create the DDA, tax themselves, create a TIF district
- Created the Plan of Development (DDA document)
- Created the Downtown Master Plan (Town document)
- Update the Downtown Overlay District to encourage a more vibrant downtown
- Update signage code to allow signage that fits a historic downtown

# Strategic Direction

## ■ DDA Plan of Development:

- *The sales tax collected in the downtown area has remained mostly flat for the past four years (2008). The downtown core area is fragile. The infrastructure is tired, and there is limited opportunity for expanded parking reserves. It is primed for more development and remains the historic heart of our community. p.5*
- *Potential for a civic plaza...which would be the center for ceremonial and political events. p.19*
- *Encourages the creation of an active use park nearby residential. p.22*
- *Mixed use development along Wilcox...including uses such a restaurant or coffee shop near town hall. p.22*
- *New residences a top priority of the downtown's overall economic development. p.32*
- *Establishing a Quiet Zone will improve the quality of life of residents and visitors by reducing train horn noise and...improving safety conditions for vehicles and pedestrians. p.36*

# Summary

- Downtown Alliance Perspective
  - *300 Public Parking Spaces*
  - *Train Horn Quiet Zone*
  - *Town Plaza*
  - *Public Dog Park*
  - *New Dining Options*
  - *Residential Space (Downtown Customers – Strong Downtown Economy)*