AGENDA MEMORANDUM

To: Design Review Board

From: Julie Kirkpatrick, PLA, ASLA, Long Range Project Manager
Development Services

Title: Site Development Plan (SDP), Facade Approval

Subject Property: 302 N. Wilcox Street

Lot 8A, Town of Castle Rock 8th Amendment,
County of Douglas, State of Colorado

Proposed Façade Improvements
Project # SDP19-0033

Executive Summary

With Town Council's landmark removal ordinance for 302-304 N. Wilcox Street now in effect, the property owners have submitted a downtown façade Site Development Plan (SDP) application for exterior building renovations **(Attachment A)**. The owner has been completing interior renovations as approved on their building permits. Milestone Properties, LLC, plans to open the business under the new name of "Provision Bar."

Location Map: 302 N. Wilcox Street

Notification and Outreach Efforts

The proposed SDP was noticed in accordance with the Town of Castle Rock Municipal Code. Signs were posted on the property, and the applicant mailed letters to property owners within 300 feet of the site. Town staff published the hearing notice on the Town's website and the "Development Activity Map."

The applicant held a neighborhood meeting on December 11, 2018. The applicant received positive comments from the five members of the public in attendance on the proposal as presented.

History of Past Town Council & Historic Preservation Board Action

Town Council: August 1995
302-304 N. Wilcox Street designated as a locally historic landmark.

Historic Preservation Board: October 2016
Landmark Alteration Certificate (LAC) approved by the Historic Preservation Board for façade improvements. Work was not completed since that applicant decided to not purchase the property.

Historic Preservation Board: May 1, 2019
The Historic Preservation Board voted 5-1 to recommend to Town Council that the Landmarking status be removed.

Town Council: May 21, 2019
Town Council voted 6-1 to remove the landmark status on first reading.

Town Council: June 4, 2019
Town Council voted 5-1 to remove the landmark status on second reading. Ordinance went into effect after 30-day referendum.

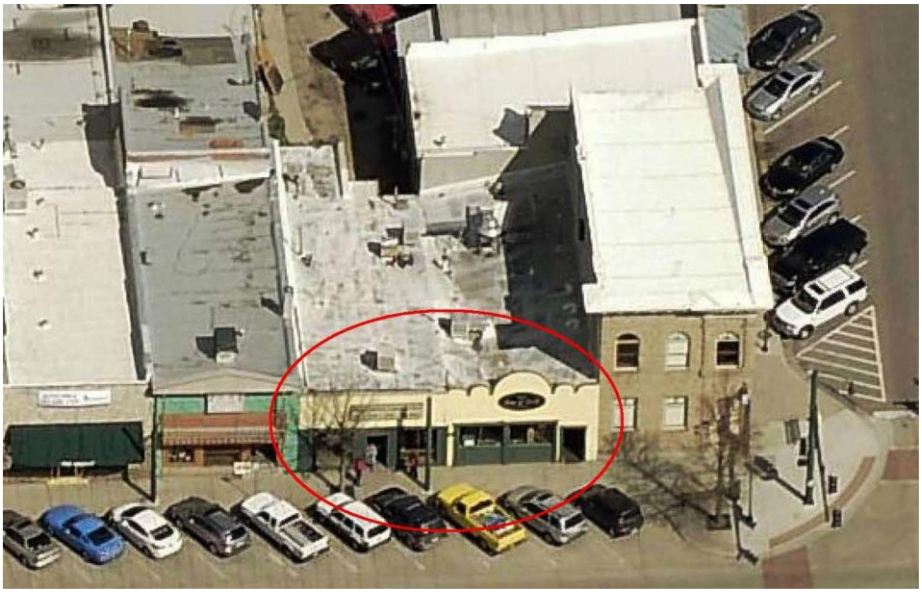
Discussion

Existing Conditions

Street View of Existing Wilcox Street Façade

The property was originally two buildings, the southerly 302 N. Wilcox Street built in 1939 and the northerly 304 N. Wilcox Street built later, in 1951. Both buildings were built of cinder block with a stucco finish, painted white with black trim. On the main façade facing N. Wilcox Street, the red-capped brick arched parapet on the southern portion of the building is original and dates back to 1939. In 1973, a car hit the southerly 302 N. Wilcox and created heavy damage, requiring the

replacement of a portion of the lower façade and windows below the parapet. The buildings were later combined into one business in 1997, but the two entrances from Wilcox Street remain. The property was later platted into one lot with the singular address of 302 N. Wilcox Street, as it is known today.



Pictometry View of Existing Wilcox Street Façade

Originally the Rockview Creamery, the southerly 302 N. Wilcox has included several businesses over the years such as an appliance store, meat market, laundry and dry cleaner, copy center, and bicycle shop. With 304 N. Wilcox built later, the northern portion of the building housed an appliance store, women's apparel and boutique store, florist, record store, and medical supply store. After becoming one building in 1997, the site included the businesses of Ride the Wind, Jester's, and, more recently, the Castle Rock Bar & Grill, which closed in early 2018.

Milestone Properties, LLC bought the property in March of 2018. The current owners plan to reopen the business after extensive renovations as "Provision Bar."

The property is part of the Downtown Core District of the Downtown Overlay District.

Proposed SDP, Façade Improvements

The application includes exterior changes to the façade **(Attachment A)**. The proposal includes demolition of the existing façade and substantially changing the architectural design. The greatest change is a new brick veneer with new storefront windows. Other new elements include new wood plank parapet with metal trim, wood trim and wood planks around the doors, fabric awnings, two types of sconce light fixtures, and future signage.

Proposed Light Fixtures

Proposed Façade Improvements

<u>Review and Approval Criteria</u>

The independent staff analysis following each criterion takes into account the representations made in the application and attachments submitted to date.

<u>Development and Design Standards</u>

The following Downtown Overlay District development and design standards apply to this application:

***Castle Rock Design* and *Downtown Master Plan*:**
All project design should be based on the Castle Rock Design and the Downtown Master Plan.

Staff Analysis – *Castle Rock Design* states, “New buildings should reflect the traditional character of the Downtown but can use new, innovative elements in ways to express the architecture of current times.” (p. 15). Specifically referencing building design, the guidelines further advise that “New developments should utilize complementary architectural features and materials.” (p. 20). The *Downtown Master Plan* encourages design features in the Downtown Core which “create a uniform pedestrian-friendly environment” by including “storefronts with inviting windows” within the building façade (p. 22). Staff finds that the proposal meets these criteria.

Crown Design:
A building's crown design shall be reviewed by and is subject to approval of the Board based on aesthetic design, conformity with the Downtown Master Plan, and the need to maintain appropriate view sheds. The crown of a building is defined as the area of the structure that is above the top floor, and may include angled roofs, decorative elements, towers and other similar construction.

Staff Analysis – The proposed crown design includes a new parapet with wood planks and metal trim. New lights would also accentuate the crown. Between the parapet and storefront awnings, the brick veneer creates a design reminiscent of the other buildings in the 300 block of N. Wilcox Street.

Window or Transparency Requirements:
The main front elevation shall provide at least thirty-five percent (35%) window or transparency at the pedestrian level. Side elevations that face a public roadway shall provide at least thirty percent (30%) window or transparency at the pedestrian level. The window or transparency is measured in a lineal fashion. (For example, a one-hundred-foot long building elevation shall have at least thirty-five percent (35%) transparency in length equal to 35 linear feet of total window or transparency area). The height of the glass or plexiglass must be a minimum height of five (5) feet.

Staff Analysis – The storefront windows and glass doors offer approximately 62% transparency, well above the minimum requirement of 35%.

Rooftop Equipment:
All rooftop equipment shall be screened from view on all sides visible to the general public, by building parapet walls or other building elements that appear as integral elements of the overall building.

Staff Analysis – Rooftop equipment will continue to be screened.

Summary of Findings
Staff recommends approval of this project based on:

- The project meets the intent of the DOD;
- The project helps further the goals and objectives set out for downtown Castle Rock through its Master Plan.

Motion Options
Option 1: Approval of SDP
I move to approve the façade improvements for 302 N. Wilcox Street as shown.

Option 2: Approval with Conditions
I move to approve the façade improvements for 302 N. Wilcox Street as shown with the following conditions: (list conditions)

Option 3: Denial
I move to deny the façade improvements for 302 N. Wilcox Street based on the following findings: (list portion of code criteria not met)

Option 4: Continue item to next hearing (need more information to make decision)
I move to continue this item to the next regular Design Review Board meeting on October 9, 2019.

Attachments
Attachment A: Site Development Plan – façade improvements