

Posted: \_\_\_\_\_  
Remove: 4/17/19



**Town of New Castle**  
450 W. Main Street  
PO Box 90  
New Castle, CO 81647

**Administration Department**  
**Phone:** (970) 984-2311  
**Fax:** (970) 984-2716  
[www.newcastlecolorado.org](http://www.newcastlecolorado.org)

**New Castle Town Council Work Session**  
**Tuesday, April 16, 2019, 6:15 p.m.**

1. Revenue Discussion

**Agenda**

**New Castle Town Council Meeting**  
**Tuesday, April 16, 2019, 7:00 p.m.**

Starting times on the agenda are approximate and intended as a guide for Council.  
The starting times are subject to change by Council, as is the order of items on the agenda.

**Call to Order**  
**Pledge of Allegiance**  
**Roll Call**  
**Meeting Notice**  
**Conflicts of Interest**  
**Agenda Changes**

**Citizen Comments on Items not on the Agenda**

-Comments are limited to three minutes-

**Consultant Reports**

Consultant Attorney  
Consultant Engineer

**Items for Consideration**

**A. Introduction: Garfield County Library District Executive Director Brett Lear (7:05 p.m.)**

Recess the Town Council Meeting, Convene as the Local Liquor Licensing Authority.

**B. Consider an Application for a Special Events Liquor License from the Town of New Castle for the Ritter Plaza Music in the Park Event (7:25 p.m.)**

**C. Consider an Application for a Special Events Liquor License from the Town of New Castle for the Cinco de Mayo Event (7:35 p.m.)**

Adjourn the Local Liquor Licensing Authority, Reconvene the Town Council Meeting

**D. Consider Request for Shared Water/Sewer Taps in Whitehorse Village (7:45 p.m.)**

**E. Discussion: Golf Carts on Town Streets (8:00 p.m.)**

**F. Discussion: Downtown Plan (8:20 p.m.)**

**G. Consent Agenda (8:40 p.m.)**

Items on the consent agenda are routine and non-controversial and will be approved by one motion. There will be no separate discussion of these items unless a council member or citizen requests it, in which case the item will be removed from the consent agenda.

March 19, 2019 minutes

Hongs Garden Hotel & Restaurant Liquor License Renewal

**Staff Reports (8:45 p.m.)**

Town Administrator

Town Clerk

Town Planner

Public Works Director

**Commission Reports (9:00 p.m.)**

Planning & Zoning Commission

Historic Preservation Commission

Climate Action Advisory Committee

Senior Program

RFTA

AGNC

GCE

EAB

**Council Comments (9:10 p.m.)**

**Adjourn (9:30 p.m.)**



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**Memorandum**

**To:** Mayor & Council  
**From:** David Reynolds  
**Re:** Council Agenda Item – Visit from Brett Lear  
**Date:** 4-12-19

**Purpose:**

Staff has invited the new Director of the Garfield County Library District, Brett Lear, to visit with Council and share what is happening within our local Library as well as the Library District. Brett looks forward to meeting Council Members and sharing his vision, while also answering any questions that Council may have.

# Memo

**To:** Local Liquor Authority

**From:** Melody Harrison, Town Clerk

**Date:** 4/12/2019

**Re:** Town of New Castle Special Event Liquor Permit for the Ritter Plaza Music in the Park Event

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**Request:** The Downtown Alliance through its representative, Susane Ruggles, requests that the Liquor Authority consider sponsoring a special events liquor permit, providing liquor licensing for three days that they would be able to serve alcohol in Ritter Plaza at their Music in the Park Event. The music events will take place on six separate Fridays throughout the year, however, the Downtown Alliance is only requesting that the Town sponsor three of the days. Either the Community Market or Roaring Fork Mountain Bike Association will sponsor the other three days. The dates the town will host are August 23, September 20 and December 20, 2019.

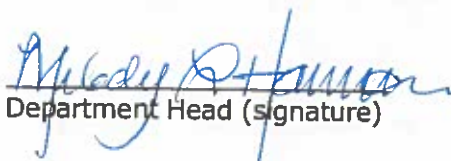
Staff has received a serving schedule from the Downtown Alliance. The servers listed are currently certified or will be ServSafe or TIPS certified at the time of the music events noted above. The Alliance also provided an example of a 2018 circumstance where they refused service to a guest, who subsequently left without incident.

**Recommendation:** If Council's consensus is to approve the special event liquor permit for the Town of New Castle, the Clerk's Office advises the liquor authority that granting the request would use three days of the Town's fifteen days allowed annually. The Clerk's Office also notes that if the Authority granted all known upcoming requests for special event liquor licenses, the Town would be left with six days of the fifteen allowed annually. The Town Special Events Staff at this time does not have any other events planned for 2019 that would necessitate a liquor license.

The Clerk's Office recommends that although alcohol will be served from 5:30 p.m. to 9:00 p.m. on August 23 and September 20, 2019, that alcohol be allowed on premises from 5:00 p.m. to 9:00 p.m. to allow for set-up and tear-down; and that 'last call' be at 8:30 p.m. to allow time for guests to consume their drinks, and for the December 20, 2019 event, alcohol be allowed on premises from 4:30 p.m. to 8:30 p.m. to allow for set-up and tear-down, and that 'last call' be at 8:00 p.m. to allow time for guests to consume their drinks. The Clerk's Office further recommends that a 100% ID check be required.

**Policy Implications:** The policy implication of Council's approval of this special event license is that the town shall have the authority to serve, sell or distribute malt, vinous and spirituous liquors for on-premises consumption at the August 23, 2019 event, September 20, 2019 event, and the December 20, 2019 event.

**Budget Implications:** Adopting staff's recommendation would increase sales tax revenues. Even though the applicant is a non-profit organization, it is required to collect and remit sales tax on alcohol sales.

  
Department Head (signature)

**Background:** The Town of New Castle Special Event Coordinator filed the application on March 29, 2019, 146 days prior to the event date, within the application guidelines as required by the State Liquor Code. The public hearing has been properly noticed. The application is properly completed.

# Application for a Special Events Permit

Departmental Use Only

In order to qualify for a Special Events Permit, You Must Be Nonprofit and One of the Following (See back for details.)

- |                                    |  |  |
|------------------------------------|--|--|
| <input type="checkbox"/> Social    | <input type="checkbox"/> Athletic                              | <input type="checkbox"/> Philanthropic Institution           |
| <input type="checkbox"/> Fraternal | <input type="checkbox"/> Chartered Branch, Lodge Or Chapter    | <input type="checkbox"/> Political Candidate                 |
| <input type="checkbox"/> Patriotic | <input type="checkbox"/> Of A National Organization Or Society | <input type="checkbox"/> Municipality Owning Arts Facilities |
| <input type="checkbox"/> Political | <input type="checkbox"/> Religious Institution                 | <input checked="" type="checkbox"/> <i>Government</i>        |

**LIAB Type of Special Event Applicant is Applying for:**

2110  Malt, Vinous And Spirituous Liquor \$25.00 Per Day

2170  Fermented Malt Beverage \$10.00 Per Day

**DO NOT WRITE IN THIS SPACE**

Liquor Permit Number

1. Name of Applicant Organization or Political Candidate: TOWN OF NEW CASTLE State Sales Tax Number (Required): 00402950-0000

2. Mailing Address of Organization or Political Candidate (include street, city/town and ZIP)  
P.O. Box 90  
New Castle CO 81647

3. Address of Place to Have Special Event (include street, city/town and ZIP)  
Ritter Plaza  
400 Block of W. Main Street  
New Castle CO 81647

Name	Date of Birth	Home Address (Street, City, State, ZIP)	Phone Number
4. Pres /Sec'y of Org or Political Candidate <u>Debbie Nichols</u>	<u>7.29.55</u>	<u>1169 CR 250</u> <u>Suit CO 81652</u>	<u>720</u> <u>427 3678</u>
5. Event Manager <u>Sue Ruggles</u>	<u>3.24.44</u>	<u>513 Honeysuckle Dr</u> <u>New Castle CO 81647</u>	<u>425</u> <u>246 3330</u>

6. Has Applicant Organization or Political Candidate been Issued a Special Event Permit this Calendar Year?  
 NO  YES HOW MANY DAYS? \_\_\_\_\_

7. Is premises now licensed under state liquor or beer code?  
 NO  YES TO WHOM? \_\_\_\_\_

8. Does the Applicant Have Possession or Written Permission for the Use of The Premises to be Licensed?  Yes  No

List Below the Exact Date(s) for Which Application is Being Made for Permit

Date	Date	Date	Date	Date
<u>Aug. 23 2019</u>	<u>Sept. 20 2019</u>	<u>Dec. 20 2019</u>	<u>/</u>	<u>/</u>
Hours From <u>5:30 p.m.</u> To <u>9:00 p.m.</u>	Hours From <u>5:30 p.m.</u> To <u>9:00 p.m.</u>	Hours From <u>5:00 p.m.</u> To <u>8:30 p.m.</u>	Hours From <u>/</u> To <u>/</u>	Hours From <u>/</u> To <u>/</u>

**Oath of Applicant**

I declare under penalty of perjury in the second degree that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct, and complete to the best of my knowledge.

Signature: Debbie Nichols Title: Admin Asst / Spec Event Date: 3/29/19

**Report and Approval of Local Licensing Authority (City or County)**

The foregoing application has been examined and the premises, business conducted and character of the applicant is satisfactory, and we do report that such permit, if granted, will comply with the provisions of Title 44, Article 5, C.R.S., as amended.

**THEREFORE, THIS APPLICATION IS APPROVED.**

Local Licensing Authority (City or County)  City  County Telephone Number of City/County Clerk \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**DO NOT WRITE IN THIS SPACE - FOR DEPARTMENT OF REVENUE USE ONLY**

**Liability Information**

License Account Number	Liability Date	State	Total
		-750 (999)	\$ .

## Application Information and Checklist

The following supporting documents must be attached to this application for a permit to be issued:

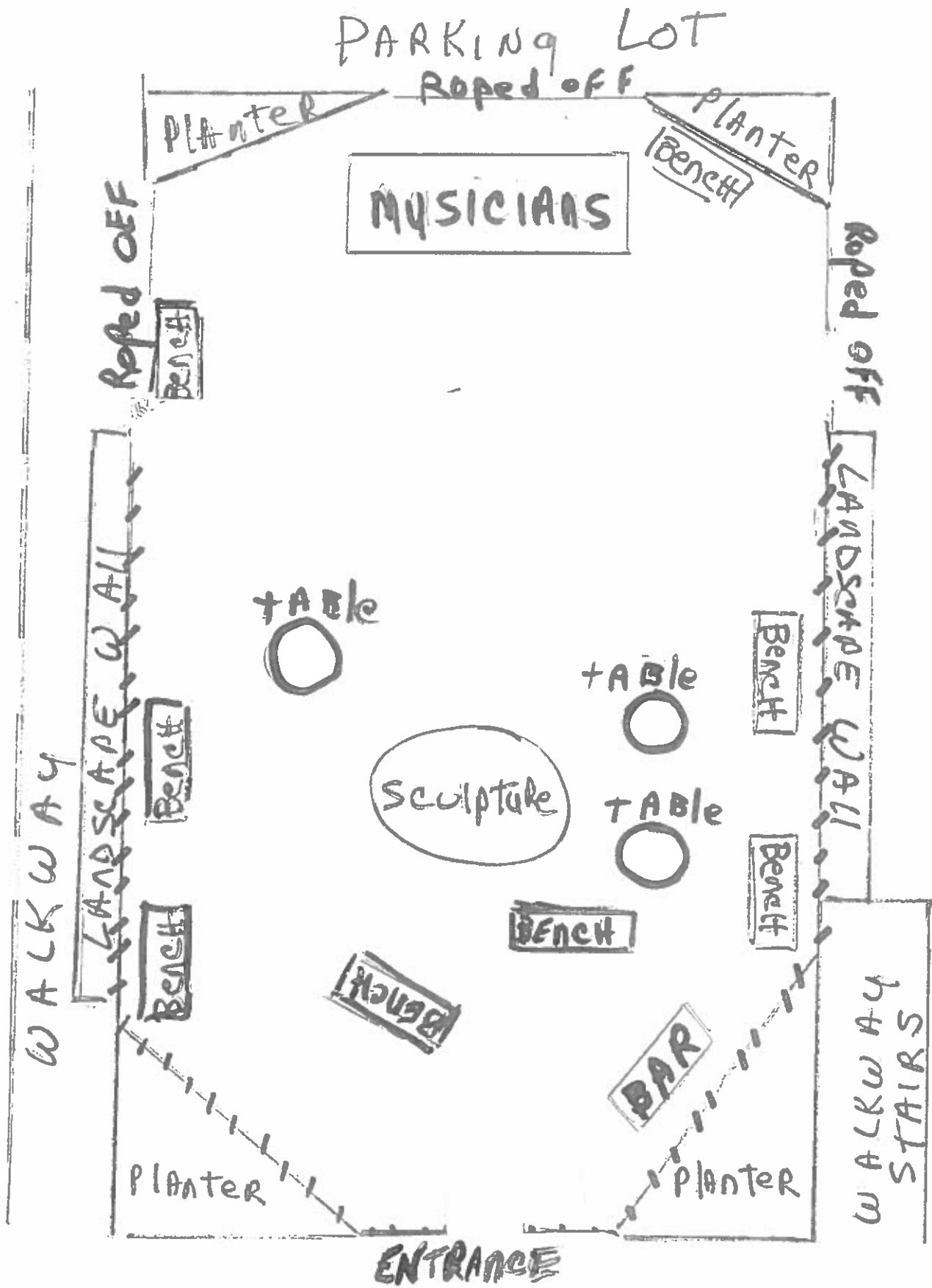
- Appropriate fee.
- Diagram of the area to be licensed (not larger than 8 1/2" X 11" reflecting bars, walls, partitions, ingress, egress and dimensions.  
**Note:** If the event is to be held outside, please submit evidence of intended control, i.e., fencing, ropes, barriers, etc.
- Copy of deed, lease, or written permission of owner for use of the premises.
- Certificate of good corporate standing (NONPROFIT) issued by Secretary of State within last two years; or
- If not incorporated, a NONPROFIT charter; or
- If a political Candidate, attach copies of reports and statements that were filed with the Secretary of State.

- Application must first be submitted to the local licensing authority (city or county) at least thirty (30) days prior to the event.
- The premises to be licensed must be posted at least ten (10) days before a hearing can be held. (44-5-106 C.R.S.)
- An approved application must be received by the liquor enforcement division at least ten (10) days prior to the event.
- Check payable to the Colorado Department Of Revenue

(44-5-102 C.R.S.)

A Special Event Permit issued under this article may be issued to an organization, whether or not presently licensed under Articles 4 and 3 of this title, which has been incorporated under the laws of this state for the purpose of a social, fraternal, patriotic, political or athletic nature, and not for pecuniary gain or which is a regularly chartered branch, lodge or chapter of a national organization or society organized for such purposes and being non profit in nature, or which is a regularly established religious or philanthropic institution, and to any political candidate who has filed the necessary reports and statements with the Secretary of State pursuant to Article 45 of Title 1, C.R.S. A Special Event permit may be issued to any municipality owning arts facilities at which productions or performances of an artistic or cultural nature are presented for use at such facilities.

If an event is cancelled, the application fees and the day(s) are forfeited.



MAIN STREET

RITTER PLAZA

SPECIAL EVENTS



**Town of New Castle Administration Department**  
 450 W. Main Street **Phone:** (970) 984-2311  
 PO Box 90 **Fax:** (970) 984-2716  
 New Castle, CO 81647 [www.newcastlecolorado.org](http://www.newcastlecolorado.org)

### Town of New Castle Special Event Application

Application must be submitted to the Town Clerk's Office at least 75 days before the event. *Please feel free to attach pages as necessary*

Type of event: MUSIC VENUE

Name of event: RITTER PLAZA MUSIC SERIES

Name of applicant/contact person: KATHERIN RUGGLES

Address: 513 HONOLULU DRIVE

E-mail address: SKOOKOLEEL@YATTAN.COM

Telephone #: (H) \_\_\_\_\_ (W) \_\_\_\_\_ (Cell) 970 366 1889

Name of organization/sponsor: NOREEN NOLAN\*

Telephone Number: (H) 970 984 3420 (W) 970 984 3771 (C) \_\_\_\_\_

Address: 171 MAIN ST. NEWCASTLE

E-mail address: NOREEN.A.NOLAN@GMAIL.COM

Purpose of event: MUSIC VENUE \* \*

\* Dates and hours of actual event: 6/23 5-6:30pm / 7/19 6:30-8 / 8/23 6:30-8 / 9/20 6:30-8 / 12/20 6-7:30

Dates and hours of setup and cleanup operations: 4:30pm Setup  
8:30pm Cleanup

Specific location of event (site plan/map must be included): RITTER PLAZA

Will leashed dogs be allowed to attend the event with their owners?  No  Yes

\* NCTRAILS under separate app will  
 Request music 5/9 5:30-8:30pm AT RITTER



How do you plan to publicize the event?  Radio  Newspaper  Signs  
 Banners  Flyers  Bulk Mail

Please attach a copy of your press release, news article, flyer or bulk mailing. Signs and banners require approval from the Town Planner. Please call 984-2311 for information regarding temporary signs and banners.

Projected number of persons attending the event (include basis for projection): \_\_\_\_\_

40-50 BASED ON PREVIOUS YEARS

List any streets which are requested to be closed to traffic, including specific dates and times of closure and reopening. Submit a certified Traffic Control Plan and methods for handling Traffic: \_\_\_\_\_

N/A

Describe parking areas and available transportation modes to and from the event. Submit Traffic Control Plan that addresses parking, ingress and egress points, and how constructed. \_\_\_\_\_

N/A

Is a parade planned in connection with the event?  No  Yes. If yes, complete a Parade Permit Application. State details, time, anticipated crowd, and attach a map of the route.

Do you plan to have a bon fire at your event?  No  Yes. Please note that a Fire Ban may be in place within the Town or County. A permit must also be obtained from the Fire Department (984-3157.) Describe location of bon fire and safety measures that will be taken to ensure containment of the fire \_\_\_\_\_

Will any temporary structures be built?  No  Yes. If yes, describe in detail, and include location. Stakes or excavation must be indicated on the site plan and will require a utility locate - the applicant is responsible for this.

Will any signs or pennants be hung?  No  Yes If yes, describe in detail, and include locations.

Will there be any entertainment or amplified music?  No  Yes If yes, describe type of performance, type of music, times, place (please note there are noise curfews inside city limits) \_\_\_\_\_

Will a dance area be provided?  No  Yes If yes, describe in detail and include location of dance area on site plan \_\_\_\_\_

Will there be the sale of any items?  No  Yes If yes, each vendor is required to obtain a special events business license from the Town Clerk's office. Please provide a list of vendors names and addresses with this application.

Describe the type of items to be sold: Note that Town Staff retains the ability to deny a vendor the opportunity to sell items that are not appropriate to the event or to the health, safety and welfare of the citizens. N/A

Are any street peddlers or vendors planned?  No  Yes If yes, each vendor is required to obtain a special events business license from the Town Clerk's office.

Are food sales planned?  No  Yes. If yes, each vendor is required to obtain a special events business license from the Town Clerk's office. Applicant should also contact the State of Colorado Health Department for regulations governing food sales and servers.

Will your event need the use of the Burning Mountains Park Gazebo?  No  Yes If yes, you must complete a separate park facilities rental application and pay the associated fees.

Will additional utility services be used, such as power and water beyond that which is available at the site?  No  Yes. Describe specific utilities and location (any additional utilities must be provided by the applicant) \_\_\_\_\_

How do you plan to remove refuse and garbage? Describe in detail. to be removed by volunteers

Will existing bathroom facilities be adequate?  No  Yes. Describe plans to augment available sanitary facilities. Porto-potty locations should be shown on your site plan. \_\_\_\_\_

How do you plan to provide for security, first aid and emergency planning? Describe in detail. Location of first aid stations or ambulances and security should be indicated on your site plan. Please include copies of contracts or agreements for services from any company you will be using. Site plan Attached

Do you plan to sell any beer or wine for public consumption? \_\_\_ No  Yes. If yes, a State Liquor License Application must be included, as well as a list of the vendors that will serve alcohol. List the locations and times of sale, and type of alcohol to be served.

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What are your proposed controls for sale of alcoholic beverages where minors may be present? I.D.'s will be checked

Insurance: If event is to be held on Town of New Castle property, a certificate of insurance must be provided with the following information: \$1,000,000.00 combined single coverage indemnifying the Town of New Castle with a 30-day cancellation period. Insurance documents must list the Town of New Castle as additionally insured as follows: Additionally insured, Town of New Castle, its officers, officials, and employees.

Applicant's Signature:  Date: 3/11/19

*\*By signing this application, the Event Organizer agrees to not publicize event until approved by the Town of New Castle, turn in Parade Permit request no less than 10 days prior to event and to return space occupied by event to its previous, clean and orderly condition.*



# RITTER

# PLAZA

**MUSIC SERIES**

NEW CASTLE, CO



**FREE MUSIC!**

WINE AND BEER WILL BE  
AVAILABLE FOR PURCHASE

Sunday, June 23, 5:00-6:30pm

**Rodrigo Arreguin**

Friday, July 19, 6:30-8:00pm

**Porch Pickers**

Friday, August 9, 5:00-8:00pm

**MountainUs, Beyond  
Bridges and SoulFeel**

Friday, August 23, 6:30-8:00pm

**Frank Martin**

Friday, September 20, 6:30-8:00pm

**Amy Mathesius**

Friday, December 20, 6:00-7:30pm

**Visit from Santa!**

# Memo

**To:** Local Liquor Authority

**From:** Melody Harrison, Town Clerk

**Date:** 4/16/2019

**Re:** Town of New Castle Special Event Liquor Permit for Cinco de Mayo

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**Request:** The Special Event Staff of the Town of New Castle requests a special events liquor license for Cinco de Mayo located on 5<sup>th</sup> Street, between 500 W Main and 502 W Main, on Saturday, May 4, 2019. Special Events Coordinator Debbie Nichols who is SerSafe certified, will be working the event along with Volunteer Raul Morales. Brew master Todd Malloy from the Glenwood Brew Pub will likely work the event as well.

Staff is confident that the serving arrangements are appropriate.

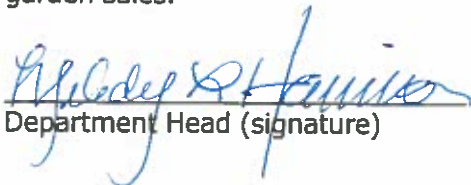
**Recommendation:** If Council's consensus is to approve the attached application for a special event liquor permit for the Town of New Castle, the Clerk's Office staff recommends that Council consider the following conditions:

That although the application requests a permit time until 6:00 p.m. on May 4, 2019, staff recommends alcohol be served until 5:30 p.m., and alcohol be allowed on premises until 6:00 p.m.

That a 100% ID check be conducted, wristbands or hand stamps be provided for those guests that meet the eligible drinking age of 21.

**Policy Implications:** The policy implication of Council's approval of this special event license is that the town shall have the authority to serve, sell or distribute malt, vinous and spirituous liquors for on-premises consumption at the 2019 Cinco de Mayo

**Budget Implications:** Adopting staff's recommendation would increase sales tax revenues. Even though the applicant is a non-profit organization, it is required to collect and remit sales tax on beer garden sales.

  
Department Head (signature)

**Background:** The Town of New Castle Special Event Coordinator filed the application on April 11, 2018, 24 days prior to the event date, within the application guidelines as required by the State Liquor Code. The public hearing has been properly noticed. The application is properly completed.

# Application for a Special Events Permit

Departmental Use Only

In order to qualify for a Special Events Permit, You Must Be Nonprofit and One of the Following (See back for details.)

- |                                    |  |  |
|------------------------------------|--|--|
| <input type="checkbox"/> Social    | <input type="checkbox"/> Athletic                              | <input type="checkbox"/> Philanthropic Institution           |
| <input type="checkbox"/> Fraternal | <input type="checkbox"/> Chartered Branch, Lodge Or Chapter    | <input type="checkbox"/> Political Candidate                 |
| <input type="checkbox"/> Patriotic | <input type="checkbox"/> Of A National Organization Or Society | <input type="checkbox"/> Municipality Owning Arts Facilities |
| <input type="checkbox"/> Political | <input type="checkbox"/> Religious Institution                 | <input checked="" type="checkbox"/> Local Government         |

**LIAB** Type of Special Event Applicant is Applying for:

2110  Malt, Vinous And Spirituous Liquor \$25.00 Per Day

2170  Fermented Malt Beverage \$10.00 Per Day

**DO NOT WRITE IN THIS SPACE**

Liquor Permit Number

1. Name of Applicant Organization or Political Candidate: Town of New Castle, Colorado State Sales Tax Number (Required): 00402950-0000

2. Mailing Address of Organization or Political Candidate (include street, city/town and ZIP)  
P.O. Box 90  
450 W. Main Street  
New Castle Colorado 81647

3. Address of Place to Have Special Event (include street, city/town and ZIP)  
On N. 5th Street, between  
Main Street and the alley

Name	Date of Birth	Home Address (Street, City, State, ZIP)	Phone Number
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4. Pres./Sec'y of Org. or Political Candidate		Home Address (Street, City, State, ZIP)	
5. Event Manager <u>Debbie Nichols Special Event Coord.</u>		<u>1169 CR 250</u> <u>Silt Colorado</u>	

6. Has Applicant Organization or Political Candidate been Issued a Special Event Permit this Calendar Year?  
 NO  YES HOW MANY DAYS? 1

7. Is premises now licensed under state liquor or beer code?  
 NO  YES TO WHOM?

8. Does the Applicant Have Possession or Written Permission for the Use of The Premises to be Licensed?  Yes  No

List Below the Exact Date(s) for Which Application is Being Made for Permit

Date	Date	Date	Date	Date
Hours From To	Hours From To	Hours From To	Hours From To	Hours From To
<u>5-4-19</u> From <u>2:00 p.m.</u> To <u>6:00 p.m.</u>				

**Oath of Applicant**

I declare under penalty of perjury in the second degree that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct, and complete to the best of my knowledge.

Signature: <u>Debbie Nichols</u>	Title: <u>Admin Asst / Spec. Event</u>	Date: <u>3/29/19</u>
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**Report and Approval of Local Licensing Authority (City or County)**

The foregoing application has been examined and the premises, business conducted and character of the applicant is satisfactory, and we do report that such permit, if granted, will comply with the provisions of Title 44, Article 5, C.R.S., as amended.

**THEREFORE, THIS APPLICATION IS APPROVED.**

Local Licensing Authority (City or County)	<input type="checkbox"/> City <input type="checkbox"/> County	Telephone Number of City/County Clerk
Signature	Title	Date

**DO NOT WRITE IN THIS SPACE - FOR DEPARTMENT OF REVENUE USE ONLY**

**Liability Information**

License Account Number	Liability Date	State	Total
		-750 (999)	\$

## Application Information and Checklist

The following supporting documents must be attached to this application for a permit to be issued:

- Appropriate fee.
- Diagram of the area to be licensed (not larger than 8 1/2" X 11" reflecting bars, walls, partitions, ingress, egress and dimensions.  
**Note:** If the event is to be held outside, please submit evidence of intended control, i.e., fencing, ropes, barriers, etc.
- Copy of deed, lease, or written permission of owner for use of the premises.
- Certificate of good corporate standing (NONPROFIT) issued by Secretary of State within last two years; or
- If not incorporated, a NONPROFIT charter; or
- If a political Candidate, attach copies of reports and statements that were filed with the Secretary of State.

- Application must first be submitted to the local licensing authority (city or county) at least thirty (30) days prior to the event.
- The premises to be licensed must be posted at least ten (10) days before a hearing can be held. (44-5-106 C.R.S.)
- An approved application must be received by the liquor enforcement division at least ten (10) days prior to the event.
- Check payable to the Colorado Department Of Revenue

(44-5-102 C.R.S.)

A Special Event Permit issued under this article may be issued to an organization, whether or not presently licensed under Articles 4 and 3 of this title, which has been incorporated under the laws of this state for the purpose of a social, fraternal, patriotic, political or athletic nature, and not for pecuniary gain or which is a regularly chartered branch, lodge or chapter of a national organization or society organized for such purposes and being non profit in nature, or which is a regularly established religious or philanthropic institution, and to any political candidate who has filed the necessary reports and statements with the Secretary of State pursuant to Article 45 of Title 1, C.R.S. A Special Event permit may be issued to any municipality owning arts facilities at which productions or performances of an artistic or cultural nature are presented for use at such facilities.

If an event is cancelled, the application fees and the day(s) are forfeited.

ALLEY

DEE  
HOUSE  
ELK CREEK  
MINING CO.



500 W Main St

TOWN  
HALL

— MAIN STREET —





**Town of New Castle Administration Department**  
 450 W. Main Street **Phone:** (970) 984-2311  
 PO Box 90 **Fax:** (970) 984-2716  
 New Castle, CO 81647 [www.newcastlecolorado.org](http://www.newcastlecolorado.org)

### Town of New Castle Special Event Application

Application must be submitted to the Town Clerk's Office at least 75 days before the event. *Please feel free to attach pages as necessary*

Type of event: celebration / Block Party

Name of event: Cinco de Mayo

Name of applicant/contact person: Lauren Roper

Address: 500 W Main St., New Castle

E-mail address: roperdds@gmail.com

Telephone #:(H) \_\_\_\_\_ (W) 984-8252 (Cell) \_\_\_\_\_

Name of organization/sponsor: Dentist, Nichols / Town of New Castle + Dentist New Castle

Telephone Number: (H) \_\_\_\_\_ (W) 984-2311 + 984-8252 (C) \_\_\_\_\_

Address: Po Box 90

E-mail address: chuck@newcastlecolorado.org

Purpose of event: \_\_\_\_\_

Dates and hours of actual event: May 4, 2014 / 12pm to 6pm

Dates and hours of setup and cleanup operations: Set up 12 - 2pm

Clean up 6 - 7<sup>30</sup> pm all on May 4

Specific location of event (site plan/map must be included): 5<sup>th</sup> & Main St.

Closing off 5<sup>th</sup> street at Main, North to the alley

Will leashed dogs be allowed to attend the event with their owners?  No  Yes

How do you plan to publicize the event?  Radio  Newspaper  Signs  
 Banners  Flyers  Bulk Mail  FACEBOOK

Please attach a copy of your press release, news article, flyer or bulk mailing. Signs and banners require approval from the Town Planner. Please call 984-2311 for information regarding temporary signs and banners.

Projected number of persons attending the event (include basis for projection): 50+

List any streets which are requested to be closed to traffic, including specific dates and times of closure and reopening. Submit a certified Traffic Control Plan and methods for handling Traffic: 5th street to be closed from Main St heading north to the alley on May 4, 12 noon to 7:30 pm. The alley will remain open to allow residents access

Describe parking areas and available transportation modes to and from the event. Submit Traffic Control Plan that addresses parking, ingress and egress points, and how constructed. parking will be in downtown area

Is a parade planned in connection with the event?  No  Yes. If yes, complete a Parade Permit Application. State details, time, anticipated crowd, and attach a map of the route.

Do you plan to have a bon fire at your event?  No  Yes. Please note that a Fire Ban may be in place within the Town or County. A permit must also be obtained from the Fire Department (984-3157.) Describe location of bon fire and safety measures that will be taken to ensure containment of the fire \_\_\_\_\_

Will any temporary structures be built?  No  Yes. If yes, describe in detail, and include location. Stakes or excavation must be indicated on the site plan and will require a utility locate - the applicant is responsible for this.

Will any signs or pennants be hung?  No  Yes If yes, describe in detail, and include locations.

Will there be any entertainment or amplified music?  No  Yes If yes, describe type of performance, type of music, times, place (please note there are noise curfews inside city limits) Band playing from 3-6 pm

Will a dance area be provided?  No  Yes If yes, describe in detail and include location of dance area on site plan \_\_\_\_\_

Will there be the sale of any items? \_\_\_\_\_ No  Yes If yes, each vendor is required to obtain a special events business license from the Town Clerk's office. Please provide a list of vendors names and addresses with this application.

Describe the type of items to be sold: Note that Town Staff retains the ability to deny a vendor the opportunity to sell items that are not appropriate to the event or to the health, safety and welfare of the citizens. Food

Are any street peddlers or vendors planned?  No \_\_\_\_\_ Yes If yes, each vendor is required to obtain a special events business license from the Town Clerk's office.

Are food sales planned? \_\_\_\_\_ No  Yes. If yes, each vendor is required to obtain a special events business license from the Town Clerk's office. Applicant should also contact the State of Colorado Health Department for regulations governing food sales and servers.

Will your event need the use of the Burning Mountains Park Gazebo?  No \_\_\_\_\_ Yes If yes, you must complete a separate park facilities rental application and pay the associated fees.

Will additional utility services be used, such as power and water beyond that which is available at the site?  No \_\_\_\_\_ Yes. Describe specific utilities and location (any additional utilities must be provided by the applicant) \_\_\_\_\_

How do you plan to remove refuse and garbage? Describe in detail. Will be  
collecting trash and putting into dumpster located @ Elk Creek

Will existing bathroom facilities be adequate?  No  Yes. Describe plans to augment available sanitary facilities. Porto-potty locations should be shown on your site plan. 1 porta potty and 1 hand wash station

How do you plan to provide for security, first aid and emergency planning? Describe in detail. Location of first aid stations or ambulances and security should be indicated on your site plan. Please include copies of contracts or agreements for services from any company you will be using. \_\_\_\_\_

Do you plan to sell any beer or wine for public consumption? \_\_\_ No  x  Yes. If yes, a State Liquor License Application must be included, as well as a list of the vendors that will serve alcohol. List the locations and times of sale, and type of alcohol to be served.

Beer, wine & margaritas (bottled) - Glenwood Park Pub will  
be donating a keg of beer. The wine & margaritas will be purchased  
from local liquor stores

What are your proposed controls for sale of alcoholic beverages where minors may be present? We will be checking IDs @ the entrance gate and  
marking everyone over the age of 21 and have a TIPS train personnel  
on site.

Insurance: If event is to be held on Town of New Castle property, a certificate of insurance must be provided with the following information: \$1,000,000.00 combined single coverage indemnifying the Town of New Castle with a 30-day cancellation period. Insurance documents must list the Town of New Castle as additionally insured as follows: Additionally insured, Town of New Castle, its officers, officials, and employees.

Applicant's Signature:  Date: 3-27-19

*\*By signing this application, the Event Organizer agrees to not publicize event until approved by the Town of New Castle, turn in Parade Permit request no less than 10 days prior to event and to return space occupied by event to its previous, clean and orderly condition.*

## Special Event Application Checklist

This checklist should be used to assist applicants with filing all required documents:

- Site Plan/Map (required) which includes location of first aid/ambulance, security, sanitation facilities, trash receptacles, temporary structures, dance floors, fire pits, vendor booths/locations, handicap accesses, location of additional utilities, seating if provided, an emergency evacuation plan, and intended liquor licensed areas. Minimum 8 1/2" x 11" sheet of paper shall be used for each separate site.
- Publicity Plan or copy of Event Flyer and Schedule of daily events
- Certificate of Insurance
- Certified Traffic Control Plan *pending*
- N/A* Parade Permit Application (Must be approved by Police Chief no less than 10 days prior to event)
- Liquor License Applications (Must be submitted to the Town Clerk a minimum of 45 days prior to your event)
- If you are having food vendors at your event, they must have a Temporary Food Vendor license from Garfield County Public Health Department and filed your Event-coordinator plan review with Garfield County Public Health Department.

↑ N

T = TRASH



CINCO DE MAYO 2019  
MAY 4, 2-6pm

# CINCO DE MAYO

## BLOCK PARTY

MAY 4TH, 2019  
5th & Main Street  
2 pm to 6 pm



Beer ~ Food ~ Music ~ Games  
All net proceeds benefit the River Center



**Town of New Castle Administration Department**

450 W. Main Street **Phone:** (970) 984-2311

PO Box 90 **Fax:** (970) 984-2716

New Castle, CO 81647 [www.newcastlecolorado.org](http://www.newcastlecolorado.org)

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**Memorandum**

**To:** Mayor & Council  
**From:** David Reynolds  
**Re:** Council Agenda Item – Whitehorse Villas Utilities  
**Date:** 4-12-19

**Purpose:**

Developers Ron Atkinson and John Elmore are planning an expansion to the Whitehorse Village subdivision which is part of the larger Lakota PUD. This new area, to be called Whitehorse Villas, shall be single family homes, as opposed to the *Six Pack Patio Style* homes which make up the bulk of the existing Whitehorse Village.

In 2011 this *Phase Two* of Whitehorse Village came before Planning and Zoning for the purpose of gaining approval to modify the plans from the Six Pack layout to individual single-family homes. Planning & Zoning approved the change request in 2011 with a condition that the underground utilities, which were already installed based on the Six Pack design, be modified to the satisfaction of our Public Works Department and our Town Engineer to work properly with the new single-family layout.

Staff has been working with the Developer and believes that we have reached a solution which may work for both the Town and the Developer. Because of the proposed modifications, and based on Code Section 13.20.100 (B), Town Council is required to review and approve this request.

Staff will present drawings and a letter of request from the Developer showing the utility modifications requested. Staff will explain how the modifications differ from the *Town's Design Standards*, and will be available to discuss any questions regarding the pros and cons related to consideration of this request.



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## Memorandum

To: John Elmore, Ron Atkinson, Aaron Atkinson  
Whitehorse Village Inc.  
From: Chris Manera, P.E.  
Date: 4/12/2019  
Subject: Whitehorse Village – Future Utility Plan  
Job #: 1127

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This memo summarizes a permit request from the Town of New Castle to serve multiple buildings with shared water and sewer taps pursuant to Section 13.20.100 (B) of the Town Code. Whitehorse Village Inc, is pursuing construction of the first Block (B1-5) within “*Whitehorse Village at Lakota Canyon Ranch, Phase 2*”. Colorado River Engineering is preparing Site Plan drawings for Block B1-5 in support of Building Permit applications. The site plan design uses shared water and sewer services to supply single family lots. The utility plan for this first Block will also serve as a template for the future Blocks. For purposes of this permit request, the attached simplified schematic summarizes existing and proposed water and sewer utilities. A summary of background of the project and details of the shared utility services are summarized herewith.

### *Background – Existing Conditions*

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Phase 2 at Whitehorse Village has been platted and public improvements have been completed that provide roadways, water service stubs, and sewer service stubs. The project consists of numerous high-density home clusters or “Blocks” having six single family homes. Public improvements to these Blocks include a 6-inch sewer stub and three water service stubs consisting of two, 1-inch water service and a single 2-inch water service. These improvements exist and daylight into each Block beyond the existing roadway extents. When each Block was to be constructed, the sewer stub would be extended and six 4-inch service stubs provided service to each home. The two 1-inch water lines would extend to individual homes while the 2-inch line was to be split to four homes. Following the home construction, the final plat would be prepared for each Block. The attached utility plan from a Phase 1 Block shows the typical water and sewer utility layout for the 6-unit Blocks.

A plat amendment in 2011 developed the ability to reduce the density which allows 4-homes in each Block. The development plan in 2011 contemplated constructing the homes following the past Block approach using the utility stubs as-constructed. The stubs have sufficient capacity as they were originally constructed to serve six homes. Past experience at Lakota Canyon Ranch has shown that the avoidance of road cuts is the best management practice for protecting roadway improvements. The proposed utility plan avoids any new road cuts for this purpose. The lot layout of the 4-homes is similar

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to a single-family lot layout but the Blocks will still function as a high-density project with items such as maintenance and repair of utilities and drainage to be covered by the project's owners association.

### *Proposed Utility Plan*

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Incorporating past design efforts combined with comments received from Town staff, the utility plan concept is shown on the attached schematic and briefly summarized herewith.

Sewer – The 6-inch sewer main will be extended to a new manhole. This manhole will then have four service stubs that will be extended to each home. In the event of any future service issues to any lot, the manhole will allow visual inspection to determine if the 6-inch main or the individual service lines are the cause of the service disruption. The manhole also allows direct access for maintenance cleaning to the 6-inch main line and each home 4-inch service stub. The 4-inch service stubs will include a cleanout at each home. The 4-inch service stubs will cross lots and all future maintenance and repairs are to be the responsibility of the association. The Town has identified the 6-inch sewer would be best maintained as a Town sewer line and will need an easement for access in the event repairs are required. Repair of any surface disturbances would not be the responsibility of the Town but would fall with the association.

Water – The two, 1-inch water stubs will each be used to serve the outer two lots. The current curb stops will be replaced at a location on the lot being served. The 2-inch stub will be split within a water vault and provide a service stub to each of the interior lots. Each lot will have a curb stop within the utility easement as well as be separately metered.

The final engineering Site Plan for each Block will include necessary terms for proper construction of utilities to be in conformance with the Town's Public Works Manual. The drawings will also include requirements such a tracer wire on all water and sewer utilities and surveying of as-built locations.

### Blocks

The permit request is to cover the Following Blocks of Whitehorse Village

B1-1, B1-2, B1-3, B1-4, B1-5

A-1, A-2, A-3, A-4, A-7

UTILITY EXHIBIT SCHEMATIC

- LEGEND -

PROPOSED SEWER MANHOLE (S)

SEWER CLEAN-OUT (C)

4" SEWER SERVICE (Green line)

WATER VAULT (2-WAY SPLIT) (W)

CURBSTOP VALVE (Blue dot)

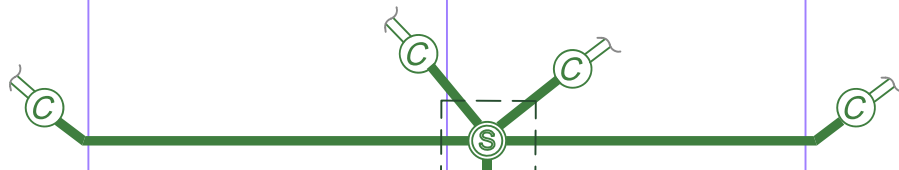
1" WATER SERVICE (Blue line)

Lot 4

Lot 3

Lot 2

Lot 1



Utility Easement

Sidewalk

Whitehorse Drive

Sidewalk

Wtr

1" Wtr

6" Swr

2" Wtr

1" Wtr

Wtr

Wtr

Wtr

Wtr

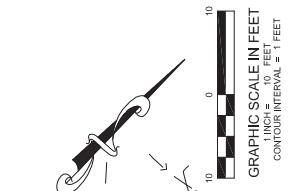
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**Town of New Castle Administration Department**

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**Memorandum**

**To:** Mayor & Council

**From:** David Reynolds

**Re:** Council Agenda Item – Golf Cart Ordinance Review

**Date:** 4-12-19

**Purpose:**

During the Council meeting on April 2<sup>nd</sup> staff was directed to create a Golf Cart Ordinance which would address the use of Golf Carts and Off Highway Vehicles on Town Streets. This Ordinance is to be reviewed by Council for content and accuracy prior to a proposed Public Open House which will be designed to gather comments and answer questions. Upon satisfactory review by the Public, this ordinance can be modified if needed prior to final review and consideration by Council.

**TOWN OF NEW CASTLE, COLORADO**  
**ORDINANCE NO. TC 2019-\_\_**

AN ORDINANCE OF THE NEW CASTLE TOWN COUNCIL PERMITTING THE USE OF  
LOW-SPEED ELECTRIC VEHICLES AND OFF-HIGHWAY VEHICLES ON TOWN  
STREETS AND AMENDING THE TOWN MUNICIPAL CODE TO ACCOMPLISH THE  
SAME

WHEREAS, the use of all-terrain and off-highway vehicles (“OHVs”), low-speed electric vehicles, and golf carts, has increased both within and outside the Town of New Castle (“Town”); and

WHEREAS, pursuant to C.R.S. § 42-4-111(1)(aa) and (bb), the Town may authorize and regulate the use of low-speed electric vehicles and golf carts on streets and highways within its jurisdiction; and

WHEREAS, pursuant to C.R.S. §§ 33-14.5-108(1) and 110(1), the Town may designate and establish OHV routes, excluding state highways, on which OHVs may be operated and regulate the operation of the same; and

WHEREAS, allowing the use of OHVs, low-speed electric vehicles, and golf carts on Town streets will encourage and increase economic activity within the Town; and

WHEREAS, subjecting the use of OHVs and low-speed electric vehicles to the Town’s traffic laws is necessary to promote the safe and orderly operation of the same; and

WHEREAS, the Council desires to allow the use of low-speed electric vehicles and OHVs within the Town and to designate and establish a designated OHV route.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF NEW CASTLE, COLORADO:

1. Recitals. The foregoing recitals are incorporated herein as findings and determinations of the Town Council.
2. Approval of Use. Subject to the terms, conditions, and limitations set forth in this Ordinance, including Section 4, the Town Council hereby authorizes the use of OHVs, low-speed electric vehicles, and golf carts on public streets within the Town limits.
3. Route. By this Ordinance, the Town Council hereby designates an OHV, low-speed electric vehicle, and golf cart route within the Town. Said route shall include any road, street, alley, avenue, thoroughfare, public way, or other public right-of-way within the Town, excluding only Main Street, Highway 6&24, and Highway 335. Further, use of C Avenue by such vehicles shall be limited to that portion of the road that is paved and maintained by the Town. An OHV, low-speed electric vehicle, or golf cart may be operated to directly cross

roadways excluded from the route established in this Ordinance at an at-grade crossing in order to continue traveling along a roadway within the route.

4. Amendment. Chapter 10.12 of the Town Municipal Code is hereby amended by adding the following subsection to that chapter:

**10.12.030 Low-Speed Vehicles, Golf Carts, and Off-Highway Vehicles**

A. **Definitions.**

1. “Golf Cart” means an electrically powered vehicle that is capable of traveling not more than twenty (20) miles per hour and that is equipped with, at a minimum, the following equipment:
  - i. Front headlamps;
  - ii. Front and rear turn signal lamps;
  - iii. Rear tail-lamps and stop lamps;
  - iv. A rearview mirror or mirrors;
  - v. A parking brake;
  - vi. A front windshield;
  - vii. Seat belts for each occupant;
  - viii. Two (2) rear reflectors as either part of the taillamps or separately; and
  - ix. A slow moving vehicle sign, as provided for by state law, shall be attached on the rear of the golf cart, and shall be visible in daylight and at night from all distances between six hundred feet (600') and one hundred feet (100') from the rear when directly in upper beam of headlamps.
2. “Low-Speed Electric Vehicle” or “LSV” shall mean a self-propelled, electrically powered motor vehicle that has at least three wheels in contact with the ground, is capable of traveling at speeds not to exceed thirty-five (35) miles per hour, and meets the equipment standards set forth in Title 42, Article 4, Part 2 of the Colorado Revised Statutes, as amended from time to time.
3. “Off-Highway Vehicle” or “OHV” shall have the meaning given in C.R.S. § 33-14.5-101, as the same may be amended from time to time.
4. As used in this Section 10.12.030, “Permitted Route” means and shall include any road, street, alley, avenue, thoroughfare, public way, or other public right-of-way within the Town, excluding only Main Street, Highway 6 & 24, Highway 335, and the unpaved and unmaintained portion of C Avenue.

B. **OHV, LSV, and Golf Cart Use Permitted:** any person 16 years of age or older is permitted to operate an OHV, LSV, or Golf Cart on, within, and throughout the Permitted Route, provided that:

1. With respect to OHVs and LSVs, the operator has in his or her possession a valid motor vehicle driver's license or operator's license;
2. The OHV has been registered and numbered in accordance with Article 14.5 of Title 33 of the Colorado Revised Statutes;
3. With respect to Golf Carts, any unlicensed driver shall not carry a passenger who is under twenty-one years of age;
4. The number of persons allowed to travel in an OHV, LSV, or Golf Cart shall be limited to the number of seats in the OHV, LSV, or Golf Cart, in accordance with the design thereof, but in no event shall there be more than four (4) persons.
5. The occupants of OHV, LSV, or Golf Cart shall wear a safety belt system if the manufacturer installed a safety belt system in the OHV, LSV, or Golf Cart;
6. The operator of an OHV, LSV, or Golf Cart shall use of a child restraint system in accordance with state law if the OHV, LSV, or Golf Cart was designed by the manufacturer to be used with a child restraint system;
7. All occupants of the OHV shall use eye protection that conforms with § 42-4-232(1) unless the OHV has a windshield;
8. All occupants of an OHV under the age of 18 shall use of a helmet; and
9. The operator of the OHV, LSV, or Golf Cart has, in full force and effect, an insurance policy covering the OHV, LSV, or Golf Cart that complies with the terms of Title 10, Article 4, Part 6, of the Colorado Revised Statutes.

It shall be unlawful for any person to operate an OHV, LSV, or Golf Cart vehicle on a road, street, alley, avenue, thoroughfare, public way, or other public right-of-way that is not included within the Permitted Route.

**C. Crossings.** An OHV, LSV, or Golf Cart may be operated to directly cross roadways excluded from the Permitted Route but only at an at-grade crossing in order to continue traveling along a roadway within the Permitted Route.

**D. Traffic Regulations.** The Town's traffic regulations set forth in Chapter 10.04, including the Model Code, shall apply to the operation of OHVs, LSVs, and Golf Carts within the Town. It expressly acknowledged that it is unlawful for any person to operate an OHV, LSV, or Golf Cart under the influence of alcohol or one or more drugs, or a combination of both, and that such conduct is subject to C.R.S. § 42-4-1301.

5. Remainder of Code Unaffected. All sections, chapters, and titles of the Code not addressed in this Ordinance shall remain unchanged and in full force and effect.



6. Severability. Each section of this Ordinance is an independent section and a holding of any section or part thereof to be unconstitutional, void or ineffective for any cause shall not be deemed to affect the validity or constitutionality of any other section or part thereof.

INTRODUCED on \_\_\_\_\_, at which time copies were available to the Council and to those persons in attendance at the meeting, read by title, passed on first reading, and ordered published in full and posted in at least two public places within the Town as required by the Charter.

INTRODUCED a second time at a regular meeting of the Council of the Town of New Castle, Colorado, on \_\_\_\_\_, read by title and number, passed with amendment as set forth herein, approved, and ordered published as required by the Charter.

TOWN COUNCIL OF THE TOWN OF  
NEW CASTLE, COLORADO

By: \_\_\_\_\_  
Art Riddile, Mayor

ATTEST:

\_\_\_\_\_  
Melody Harrison, Town Clerk



**Town of New Castle Administration Department**

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**Memorandum**

**To:** Mayor & Council  
**From:** David Reynolds  
**Re:** Council Agenda Item – Downtown Plan Review  
**Date:** 4-12-19

**Purpose:**

The purpose of this agenda item is to continue the review process for the ***Downtown Plan***.

Review of the Downtown Plan was briefly started during the April 2<sup>nd</sup> Council Meeting. Council members were asked to take a copy of the Downtown Plan and be prepared to review the Plan at the upcoming April 16<sup>th</sup> meeting.

Please be sure to take a few minutes to review the Downtown Plan and be prepared to offer suggestions if needed.

# **Town of New Castle Downtown Plan**



Adopted by the Planning and Zoning Commission

2019

## **TOWN OF NEW CASTLE, COLORADO**

The following people have served during the preparation of the Downtown Plan:

### **Town Council**

Art Riddile, Mayor  
Grady Hazleton, Mayor Pro Tem  
Bruce Leland  
Scott Owens  
Crystal Mariscal  
Graham Riddile  
Brandy Copeland  
Greg Russi  
Mary Metzger

### **Planning and Zoning Commission**

Chuck Apostolik – Chair  
Alison Bourquin  
Susan Ruggles  
Beth Sass  
Warren Lucio  
Oli Johannsson  
Grady Hazelton  
Scott Owens  
Bruce Leland  
Brandy Copeland

### **Downtown Alliance**

Susan Ruggles  
Charles Englebert  
Bronwyn Ritner  
Kathy Roper  
Bruce Leland  
Tim Cain

### **Community Branding and Marketing Committee**

Jerry Touslee  
Mandy Gauldin  
Susan Ruggles  
Lauren Roper  
Bronwyn Ritner

### **Town Administrator**

Tom Baker  
David Reynolds

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Consultant: Doug Dodson

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## Introduction: The Process

The New Castle Town Council and the Planning and Zoning Commission held a joint meeting on January 23, 2017. They agreed that, in general, the future vision for the community contained in the 2009 Comprehensive Plan was still accurate. Rather than spend time revising that Plan, they decided to focus on writing this plan improve and strengthen Downtown New Castle.

This New Castle Downtown Plan was developed over a period of two years. Planner Doug Dodson worked with the Planning and Zoning Commission, the Town Council and various community volunteer organizations to develop a 117-page draft. The process included a SWOT analysis as a basis for defining necessary improvements. The SWOT analysis is contained in Appendix 1.

The completed draft contained several sections offering choices among various options the Town could chose to follow. The Planning and Zoning Commission and the Town Council considered these options and selected the most appropriate among them. This final version of the Plan incorporates those choices and removes the alternatives. There were additional items the Commission eliminated as extraneous and others they added to in course of revision.

## Executive Summary

### **A. KEY PLANNING OBJECTIVES**

The New Castle Downtown Comprehensive Plan is a blueprint for reinvigorating Downtown into a vital, active, mixed-use and pedestrian-friendly environment. Often, such improvement plans take place over a 20 or even 30-year time frame. In this case, many of the key elements are already in place. A shorter timeframe should be possible.

This Downtown Plan has several goals. First and foremost, it intends to chart specific short and long-term physical improvements for Downtown New Castle. It will delve into connections with other parts of the community when essential to the success of Downtown. Finally, this Plan intends to build on everything that is good about Downtown and make recommendations for eliminating or minimizing weaknesses.

This Plan will offer a conceptual framework for Downtown. It intends to illustrate the kind of solutions the community should strive for, summarizes development and redevelopment opportunities, and proposes projects to jumpstart investment. These concepts are not set in stone and actual projects will

depend on specific development/investor goals. However this plan will set up the key guiding principles for development and change Downtown.

## **B. A VISION FOR DOWNTOWN NEW CASTLE**

Through a sustained and interactive public process in 2008 and 2009, the community identified a vision and a set of desired outcomes for the future of Downtown New Castle:

***Building upon an historical main street environment, where the town's past, present and future become intertwined, redevelopment opportunities will be maximized in ways that are compatible with the historic character while expressive of a vibrant future and Downtown will have a successful and quaint complementary mix of retail, civic, entertainment, cultural, office and residential uses, showcasing its pedestrian-friendly streetscapes and public art, and where there are spaces for the community to gather and connect with one another.***

To achieve this broad vision, Downtown New Castle must attain the following characteristics, or desired outcomes:

1. It will be easy to find Downtown New Castle, because of attractive, effective wayfaring signs and improved connections between neighborhoods.
2. Downtown New Castle will be a source of pride and strong community spirit for all residents and businesses of the community.
3. Downtown will be the center of life in the community – a place where residents gather, foster meaningful connections, shop, work, find entertainment and play in a vibrant setting that is consistent with the scale and traditions of the community.
4. Downtown will be a traditional commercial center of the community, with an appropriate mix of commercial and economic activities on a scale suitable for New Castle. It will have a balance of specialty retail, dining, entertainment, professional services, galleries and studios.
5. Downtown will host community events, celebrations, festivals and recreational and artistic opportunities for residents and visitors of all ages to enjoy.
6. Downtown New Castle will be known for its connection to its history, ambiance, vitality, quality and unique size and character.
7. Downtown will have a strong sense of identity for both residents and visitors and its gathering places will foster meaningful connections.
8. Downtown and the surrounding Old Town neighborhood will allow increased population density when appropriate and offer a broad range of places to live. (Because of changing retail trends, increasing the population in and near Downtown

will be necessary to help energize local business and promote the desired environment, as well as provide housing types not generally found elsewhere in the community.)

9. Downtown will preserve its rich architectural heritage, which has contributed to New Castle's existing character. Historic structures should be preserved and restored when possible and new building styles will respect and demonstrate compatibility with the historic character of Downtown. Downtown design guidelines will accommodate new complimentary design.
10. Downtown must be accessible to all residents and visitors, whether walking, biking, driving or using alternative transportation. There will be sufficient parking to accommodate short and long-term growth if there is a balanced approach for access.
11. Mt. Medaris, which has often been viewed as a detriment and an obstacle to connecting residents to Downtown, will be recognized as a valuable asset.
12. Downtown will be people-oriented with attractive, comfortable, and functional amenities or public uses on the sidewalk or within the right-of-way.
13. Residents of New Castle and the surrounding area and regional visitors will be kept informed continually about activities, events and businesses Downtown.
14. Mutually beneficial partnerships and strong relations between the Downtown merchants, property owners, potential real estate developers, the Town of New Castle, Chamber of Commerce and other institutions and community-serving organizations will help make Downtown successful.
15. Development in other commercial and mixed use areas of town will occur in harmony with the vision and goals of Downtown.

## **C. STRATEGY FOR ACTION**

The Downtown Plan, along with the 2009 Comprehensive Plan, is adopted by the Planning and Zoning Commission and is to be used by the Commission in evaluating development applications. It is the responsibility of the Commission and the Town Planner to assure that the Plan is followed as much as possible.

On the other hand, there are several development proposals contained herein that require proactive implementation. The Town Council and the Town staff must work together to choose projects they wish to undertake and to assign responsibility for action. This proactive implementation will, of course, happen gradually as opportunities and funds become available. An overly ambitious timetable for implementation was a part of the draft of this plan. It has been preserved in Appendix Three..



## A Vision for New Castle

### A. THE COMPREHENSIVE PLAN

The 2009 Town of New Castle Comprehensive Plan (to which the Downtown Plan is a supplement) states that “the real measure of success of the New Castle Comprehensive Plan will be regular use and application of the principles, goals and policies that it espouses.” The stage is set in New Castle to grow and prosper as the local economy improves. The resulting changes, however, must not harm, but rather support and improve its small-town character and values. The State of Colorado, Department of Local Affairs (DOLA), projects there will be another 20,000 people living in Garfield County over the next 15 years. It is reasonable to expect that a significant amount of that growth could occur in or near New Castle. If this happens, future growth and development must adhere to the desires of the community.

Prior to the adoption of the Comprehensive Plan in 2009, the national and local economies were strong. As a result, New Castle started to experience significant change. The intent of the Comprehensive Plan was to show a path for community growth that, while accommodating new housing, businesses, services, jobs, parks/open spaces, non-motorized access systems, transportation, environmental protection and community infrastructure, will not adversely impact the small-town character and community values that residents want to preserve. As the community planning process neared its conclusion, the National economy experienced a slow-down, which over time became significant. Growth and development in the Roaring Fork and Colorado River Valleys were affected. This economic downturn fundamentally stopped new development activity in New Castle. More recently, while the upper valley resort economy has experienced improvement, the effect of the up-turn is only now being felt in New Castle’s economy.

The New Castle Planning and Zoning Commission, after conducting a review of the Community Plan in 2017, determined that the Comprehensive Community Plan continues to offer a suitable vision for the community’s future. Generally, the New Castle community of 2050 portrayed in the Plan remains the kind of community citizens and local government officials desire.

### B. THE COMMUNITY VISION

Distilling all the goals of the 2007 Comprehensive Plan and later public input, it is possible to define what New Castle is and, most importantly, what it wants – the Vision for New Castle. That Vision is of a place:

1. that is respectful of its past but embraces an exciting future;
2. where there is an affordable, wholesome, healthy and vibrant lifestyle;
3. where gathering spaces, events and activities, for all ages, connect the community and support this vibrant lifestyle;

4. where a range of housing options exists for people and families of all ages that want to be part of the New Castle experience;
5. where it is safe to raise a family and where great schools and **churches** in support these families;
6. where outstanding recreation, education, cultural and nature experiences and healthy lifestyle opportunities exist for people of all ages;
7. where an entrepreneurial spirit (new business, jobs and economic investment) is not only welcome but sought after and opportunities for growing a business abound; and
8. where people can pursue and achieve their own vision of an abundant life, whatever it may be.
9. where diversity is embraced and all ethnicities fully participate in the economic and cultural life of the town.

The Community vision states a stable economy is needed. It will be important to strive for economic vitality locally, with support from local businesses and opportunities for local employment for many of the residents. This will be a challenge. According to DOLA (in 2017), less than 10% of the local labor force actually works in New Castle, meaning that 90% more travel to work elsewhere, confirming that there are not enough jobs in town for residents. DOLA also projects that job growth in Garfield County will not keep pace with population growth over the next 15 years. While the population will increase by about 20,000 people, DOLA forecasts about 12,000 new jobs during the same time. The discrepancy suggests that a significant amount of the growth will be in the older age ranges. New Castle is well-suited to attract its share of this growth. However, the Town needs to set in motion strategies and actions for attracting businesses that can offer primary (living wage) jobs for current and future residents. It must offer a range of amenities that enhance the quality of life for all ages. The Town must also generate more community retail/service space, thereby increasing needed sales tax revenues to pay for those community improvements, services and amenities. The Town must be proactive to be successful.

## THE ROLE OF DOWNTOWN

### A. ITS PURPOSE

A downtown typically serves some key functions in a community. It is often the center for commercial, arts, social, cultural and entertainment activities. A healthy downtown typically provides the social life in the community for people of all ages. As the central gathering place, the functions, commercial enterprises, events and other activities found in a downtown should bring residents of the community

together, allowing personal connections and participation in the community fabric to occur. When there is a thriving downtown it is usually considered a good recruitment tool for growth and economic development.

A successful downtown stimulates the local economy and everyone in the community usually benefits from a healthy downtown. In addition, a downtown is often considered a barometer of the community's overall quality of life. Shopping, entertainment, arts, culture and recreational choices, diverse housing types and ranges of affordability and pedestrian-friendly neighborhoods are crucial to a community's success. Therefore, while a downtown is often considered the heart and soul of the community, there are many things that need to go right to build a highly desirable and successful community.

The traditional role of a downtown is, however, threatened by the rise of internet shopping. The Town must factor the effects of this trend into its Downtown improvement strategy. It must also understand the type of retailers that can survive and thrive Downtown given this trend.

This Plan will focus on actions that New Castle can take to improve its Downtown, accounting for where it is today, how it can take advantage of new opportunities and how recent trends may affect its future. In addition to working on Downtown, corresponding actions are needed elsewhere in the community to help Downtown.

## **B. WHERE SHOULD DOWNTOWN BE LOCATED**

Where is the best place for a downtown? Most of the time, there is a place that has historically served this function. In general terms, the downtown was often centrally located and near the transportation modes at the time of its establishment. Over-time, growth patterns, new interstate highways, suburban shopping centers and other factors have affected the economic health of downtowns.

New Castle has an interesting dilemma. The site of its downtown developed over 100 years ago, at a time it was served by passenger rail and U.S. Highway 6 and 24. However, circumstances changed. Rail passenger transport service to the community stopped. The role of U.S. Highway 6 and 24 diminished, replaced by Interstate 70 that bypassed the community. A new community access interchange from I-70 was built about one mile east of Downtown. More recently, the community's residential growth moved away from Downtown into the Castle Valley and Lakota. The Town's land use regulations promoted commercial growth immediately north of the interchange in a typical suburban/auto-oriented format.

There does not seem to have been a concerted and sustained effort, as the community grew over the last 20 years, to connect the community and its Downtown. The best attempt occurred when the Town recently retained the library downtown. However, there are no directions to Downtown in the I-70 interchange area, which is now the main pathway for coming to and leaving the community.

## **C. ANSWERING THE QUESTION**

It is possible to imagine the establishment of alternatives to the historic downtown on Main Street, primarily in Castle Valley Ranch or at the US 6 and 20/Castle Valley Boulevard intersection. Arguments for these alternatives are contained in an appendix to this Downtown Plan.

The Planning and Zoning Commission and the Town Council unanimously decided that the only realistic site for the Town's downtown is the historic location on Main Street. It must be noted, however, that current zoning and development agreements include some commercial development north of Mt Mederis. Furthermore the 2009 Comprehensive Plan anticipates that annexation to the east will provide opportunity for new office space, shops, parks and public services along US 6 and 24 east of the town borders. The Comprehensive Plan notes, however, that before new development occurs in annexed land, proactive measures should be taken to further develop Main Street.

The decision to maintain downtown along Main Street was based on the following analysis:

- Main Street is the historic downtown.
- There has been significant new public and private investment there. The town hall, library (2013), post office and community center are all public investments made in recent years.
- Unlike other possible locations for downtown, infrastructure and many of the buildings and support spaces are in place to support not only existing but also future development.
- Given the limited amount of private and public funds available to support and enhance development elsewhere, it makes sense to enhance the existing town center.

There are, of course, challenges facing Main Street, challenges which have so far slowed fuller development. These challenges must be faced and overcome:

- it is constrained by the Old Town residential development to the north and the railroad tracks to the south
- Mt. Medaris is considered an obstacle between the residential neighborhoods and Downtown.
- Downtown is a mile from the I-70 intersection and may be hard for visitors to find.
- Residences in the business district occupy potential commercial space.
- It will take imagination, commitment and a concerted effort, more than the effort and attention given to it in the past.

Finally, the 2009 Comprehensive Plan states:

- In 2050, historic downtown New Castle retains its traditional architectural character and supports a variety of small businesses that employ residents and attract many visitors to town. Downtown remains the community focal point for events, parades and local government services including town hall, the post office, the library and the community center.
- New Castle desires to enhance its community sales tax revenues to pay for community service. Downtown New Castle is an important and historic community focal point and must be supported as a key part of the community's economic base.
- The historic downtown gives New Castle a sense of "place," recognized by the community as an important asset.

- The Town will continue to protect and enhance the historic downtown and keep it as a community focal point.

## IMPROVEMENT AND ACTION PLAN

Great downtowns do not come about by accident. Rather, they are created, nurtured and improved by the investments and intentional actions of many. The New Castle Planning and Zoning Commission, Town Council and Downtown Alliance drew on the SWOT analysis and the 2009 Comprehensive Plan to develop this Plan for Downtown. It includes both elements which will need substantial effort and funding to bring to fruition and others which are less expensive.

Of course the Plan should be a living document, updated and revised as time and circumstances make necessary. This Plan is about the big picture.

### A. GOALS FOR DOWNTOWN

1. Downtown will be the center of public life in the community – a place where residents gather, visit and foster meaningful connections, shop, work and play in a vibrant, inviting, and fun setting that is consistent with the scale and traditions of the community. It is attractive to visitors and residents as well because it is the center of community life.
2. Downtown will be “people-oriented” with attractive, comfortable, and functional amenities and public uses and it will showcase its pedestrian-friendly streetscapes with public art and nature that reflects the local character, values and the environment.
3. Preserve the rich architectural character of historically important buildings, reflective of its history spanning over one-hundred years, while the desire for an exciting future will be expressed as well. Historic structures should be preserved and restored when possible. New styles that are expressive of the community today and its future will be allowed, provided those designs respect and complement the historic character of Downtown.
4. Downtown will have a quaint and yet successful mix of commercial and economic activities: a) on a suitable scale and capable of both retaining existing customers and attracting new customers to improve economic activity locally, b) that promote an exciting ambiance and vitality and c) that show the community’s branding position. To help advance the brand, those recreational qualities and opportunities that exist and that need to be expanded for the community’s future should be infused into Downtown. To achieve these objectives,

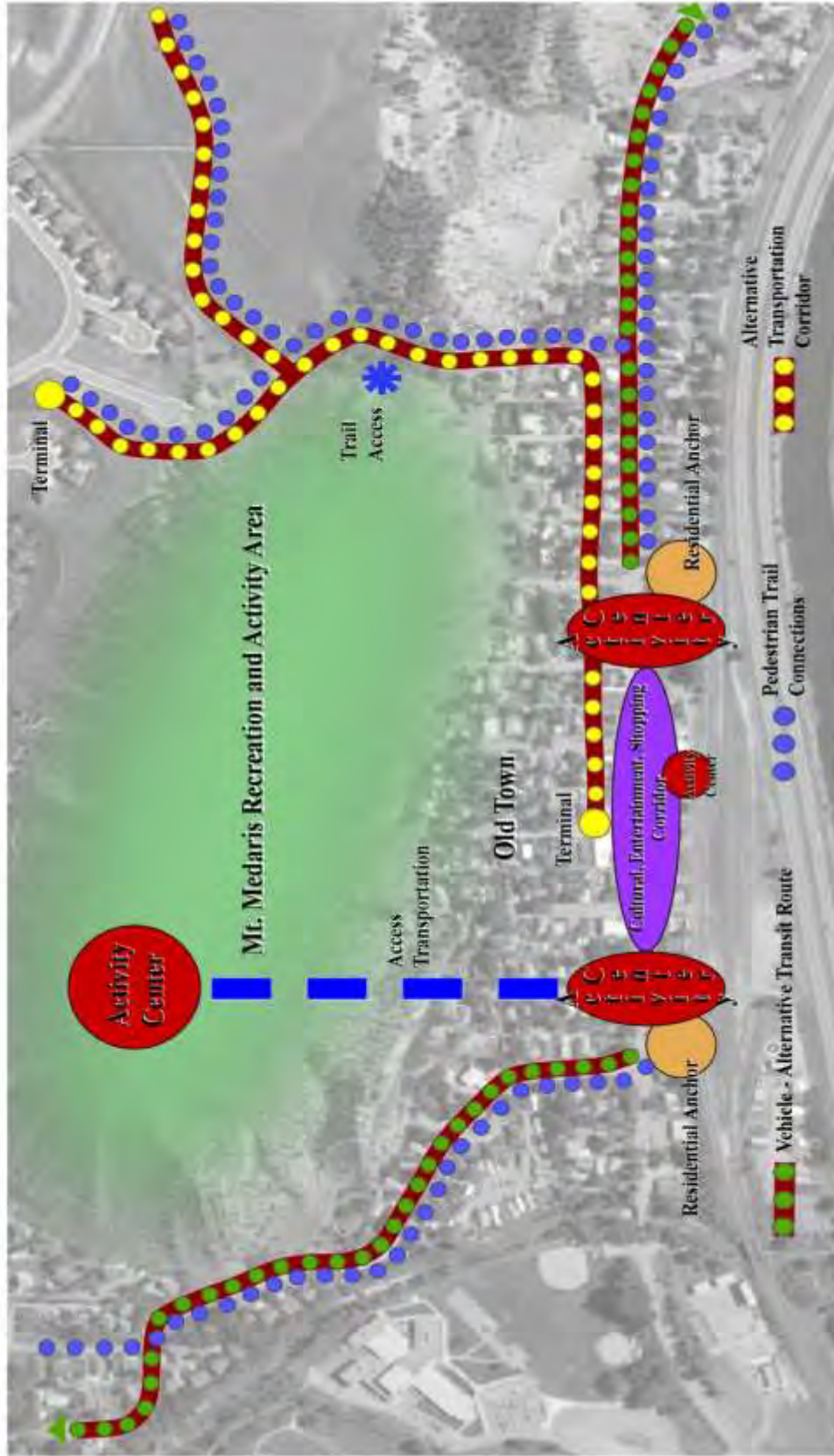
Downtown should be the focal point for specialty retail, professional services, governmental services and facilities. It should also be a “trailhead” of sorts, where the community comes to play and for enjoyment. Mt. Medaris, which has often been viewed as a detriment and an obstacle to connecting residents to Downtown, must be turned into a community asset, one that helps boost economic activity Downtown and promotes the important elements of the community’s brand.

5. Downtown shall be the entertainment, social and cultural focal point of the community. It should be a “hub” for community gatherings and engagement. To meet these objectives, make Downtown the focal point for full-service restaurant and bars, breweries and distilleries, and galleries and studios and host community events, celebrations, festivals and the arts. There should be recreational activity spaces for residents and visitors of all ages to enjoy. Downtown New Castle will be known for its connection to the community’s history, engaging citizens and visitors in celebrating the colorful history and cultural heritage of New Castle and the surrounding area.
6. Downtown and the surrounding Old Town neighborhood should allow increased residential density, when appropriate, to increase the range of housing options available in the community and help energize business and promote the desired environment Downtown.
7. Downtown should be accessible to all residents and visitors, encouraged by adequate parking, improved day and night-time connectivity with residential neighborhoods so more people can walk, bike and use alternative modes of transportation to get there. It will be easy to find and navigate to Downtown because of attractive, effective signage
8. Downtown will be recognized and valued for its connection to the Town’s rich history.
9. Downtown should benefit from New Castle’s strong community spirit and volunteerism for programming and carrying out such activities and events. Residents of New Castle and the surrounding area and regional visitors will be kept informed continually about activities, events and businesses Downtown through effective marketing and communication.

## **B. FUTURE FRAMEWORK PLAN**

The Future Framework Plan is a conceptual depiction of the vision for Downtown New Castle. It sets out the primary organizing features of Downtown and the general development and physical design approach to guide the changes over the next two decades. The Framework Plan is intended to be a high-level planning tool to coordinate, guide and inform decisions about public investment, the preparation and consideration of future, more detailed public and private development and redevelopment proposals – in other words, change and improvement.

### Downtown New Castle Future Framework Plan



The major features of the Framework Plan include:

- Cultural and Shopping Corridor
- Activity Centers
- Residential Anchors
- Old Town Residential
- Mt. Medaris Recreation and Activity Area
- Community Connectivity - Alternative Transportation Corridor and Terminals
- Community Connectivity - Transit Route

The distance between activity centers on the east and west ends of Downtown, as illustrated in the plan, is about 1,200 feet. The average person will walk about one-quarter to one-half of a mile in this environment. Therefore, there illustrated concepts should be realistic and enjoyable for most people.

### **1. Cultural and Shopping Corridor**

Downtown New Castle is a community activity center today. As pointed out in the SWOT assessment, however, it lacks the critical mass necessary to both attract residents Downtown routinely and, when they are there, persuade them to walk from one end of Downtown to the other. First and foremost, the goal for the cultural and shopping corridor, (see Framework Plan map on page 15), must be to attract those businesses, in sufficient numbers, that will promote the flow from one end to the other. This core area also should be a celebratory place and the site of key institutions of the community, including town hall, the community center and library. Museums should be located here, not elsewhere in the community. Community parades and celebrations are and should continue to be held here. As in a shopping mall, where in-line stores are the connective tissue between major anchor stores, Downtown New Castle's culture and shopping corridor must fill a similar role. Finally, it is here that the community should promote activities and experiences that nurture a sustainable cultural community.

Consistent with the goals for Downtown, then, the desired ground floor uses in this corridor should be those listed below. Residential uses above the ground floor also should be promoted. The ideal target is fifty percent of the ground floor space for commerce and up to fifty percent for civic and office uses. This does not mean that only these uses are permitted, but that targeting and attracting these uses are the priority.

- a. Dining and restaurant;
- b. Sidewalk cafes;
- c. Specialty retail;
- d. Coffee shop;
- e. Ice cream/yogurt;
- f. Deli and Bakery;
- g. Professional offices;
- h. Commercial Services;
- i. Galleries, studio space, outdoor performing arts;



- j. Bodegas
- k. Civic facilities and museums; and
- l. Community events

One sign of a community's health is often its cultural life. Public art and community history presentations, connecting the community today with its history, can help residents associate with and become more involved in their community. It has been proven nationwide that public art is a cost-effective way of promoting economic revitalization of downtowns. According to the Urban Land Institute, "good art is good business," and it should be good for Downtown New Castle. Here, there is a public art program. However, it is in its infancy. The community also has started a Museum on the Street program for telling some of the community's history. It is within this cultural and shopping corridor that the community must develop a quality public art and cultural heritage presentation, done in a manner that is attractive, interesting and that pulls people along the street, from one activity center to the other. Essentially, the idea is to leave a trail of breadcrumbs guiding residents and guests throughout Downtown.

## 2. Activity Centers

Steps must be taken to promote and create strong activity centers at each end of Downtown Main Street, at about 2<sup>nd</sup> Street and 6<sup>th</sup> Street (see Framework Plan map on page 46). These activity centers must complement and reinforce each other; they are not intended to be matching bookends. One activity center should be a [mixed-use](#) area where commercial and other land uses that attract people for shopping, working, entertainment, recreation and socializing is concentrated. The other, while allowing similar uses, should be focused on an energized outdoor entertainment venue. Within these activity centers, single story buildings may, in certain instances, be proper, particularly if those buildings are designed to be expanded over time. For the most part, however, buildings and development that allow for ground floor commercial and entertainment opportunities with above-ground floor residential uses, including ownership and either long and/or short-term stay opportunities are desired. They should contain uses/places where people go to meet friends and family. They should be of interest and attractive to people of all ages.

Why are these activity centers important? As pointed out in the SWOT Assessment, attractions capable of pulling people from one end of Downtown to the other do not exist. Without such attractions, many people will not walk from one end to the other. It is more likely that they will drive Downtown, go to their intended destination (e.g., a restaurant, the library or other single use), and then get back in the car and leave. In the future, by their very nature, these activity centers must help create a critical mass that attracts and retains people downtown. They must also provide enough energy and interest that they can cause people to "want" to walk from one end to the other. So, what might these activity centers be in the future?

- a. East End of Main Activity Center

Burning Mountain Park functions, to some extent, as an activity center on the east end of Downtown. There are a number of events held each year in the park. Unfortunately, the east end of Downtown is lacking the kind of activity and interest needed to be a

significant attraction. The park itself is not designed effectively for large events. Moreover, the park is primarily for day-time activities. There is a gazebo, but its site hinders good use of the park and it is not the kind of improvement that promotes real activity. The Miner Memorial is a nice feature and crucial to preserving the community's history. Unfortunately, it too is in a place that makes the park function poorly. There is a basketball court and horseshoe pit that, while nice features, may not be in the best location. To the south are the railroad tracks and I-70, both of which generate significant noise, affecting the ambiance of the park. Next to the park on one side is Jasper Ward Avenue. On the opposite side is the old school building, which impacts the use of the park in other ways. Other nearby land uses are a taxidermy, hair salon, post office, real estate and martial arts studio. There are very few land uses nearby that will attract significant numbers of people to this end of Downtown.

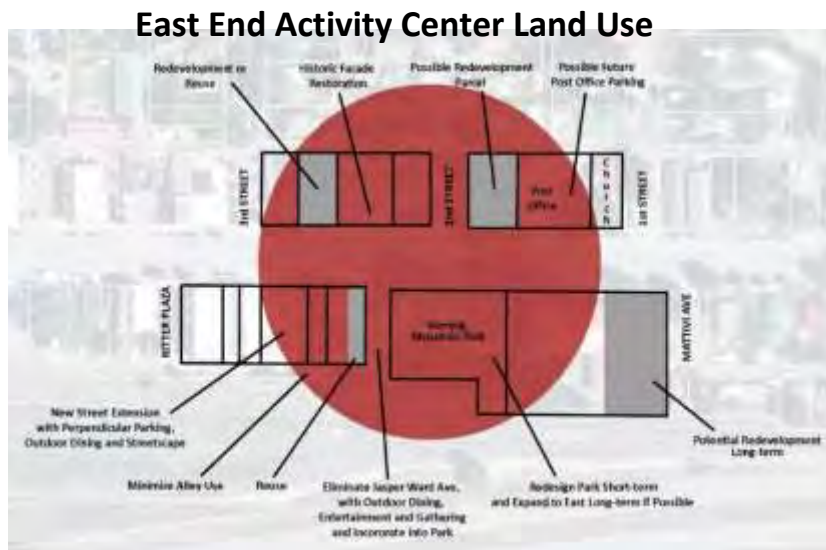
It is recommended that the Town pursue the redesign of Burning Mountain Park and promote the reuse and/or redevelopment of certain properties near the park. Short-term and long-term improvement concepts are needed. Short-term, the Town should look for ways to improve the use of the existing park. Long-term, the goal should be to expand the park. It must be the the community's "festival parks." While the redesign of the park is an important step, this alone may not be enough to activate the east end of Downtown. It is important to keep in mind that the goal is to promote a cluster of activity that will be attractive and interesting to people of all ages during daytime and evening hours, during the week or on weekend and throughout the year. The Town of New Castle must take a proactive role to create this new east end activity center. The following improvements might be considered:

- i. The Town should pursue a GOCO or DOLA planning grant to prepare a short and long-term reuse and expansion plan for Burning Mountain Park. The plan should consider relocating the Miner Memorial and removing the existing gazebo. The plan might consider a park theme that is consistent with the Downtown and community brand. Connecting with the brand, it might be possible to design part of the park, whether short or long-term, in a way that blends an extensive story of history with interactive and visual arts, possibly including new technology, as an attraction. The Miner Memorial could be relocated to become a feature in this presentation. Similarly, the history of the old school should be included. The plan should consider other features that will draw people of all ages into the park.
- ii. Short-term, consider a performance/concert stage and venue that are suitable for a variety of performing arts.
- iii. Provide a modern children's adventure playground.
- iv. Public Restrooms.
- v. Consider incorporating appropriate night-time lighting, fire pit and similar features to activate the park during the evening hours.

- vi. The plan should show those activities/or seasonal improvements that can attract people downtown during the winter (e.g., a portable youth hockey rink for winter installation), allowing for multiple use opportunities and activities year-round.
- vii. The redesign plan should incorporate a sound barrier (solid fence) into a landscaped berm on the south side of the park to diminish the noise produced from the railroad and I-70.



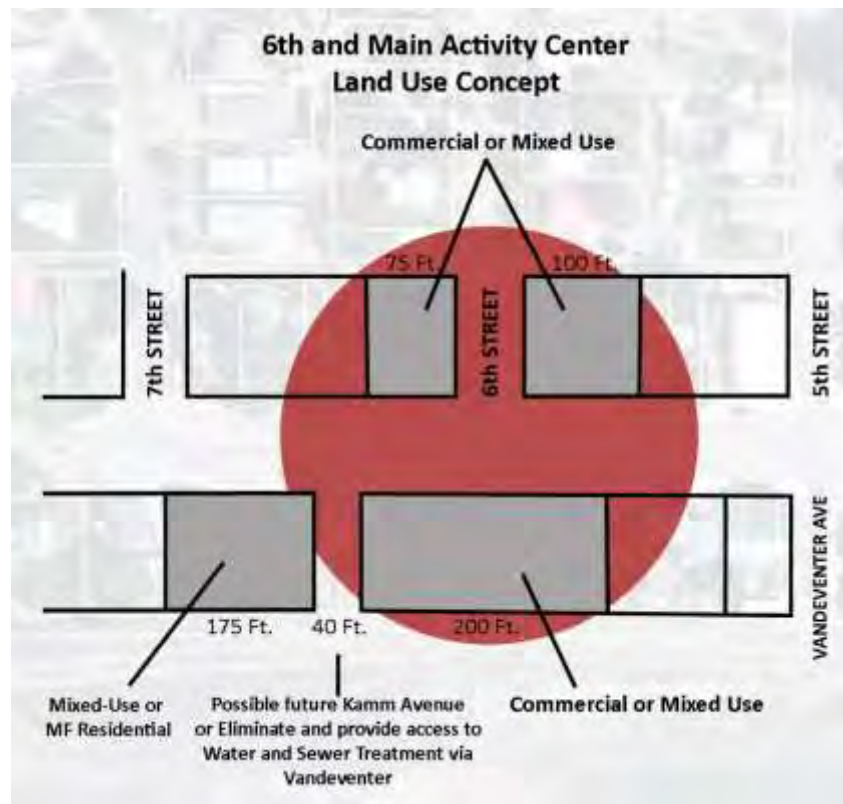
- viii. Consider redesigning the surface and width of Jasper Ward Avenue so that the road can be used, on an as-needed basis, for park events and activities.
- xi. Determine whether the parking on the west side of the post office building could be consolidated with parking on the east side of the building, thereby opening up a key development parcel at the Main Street – 2<sup>nd</sup> Street intersection, immediately across from the park.



b. West End of Main

Today, there is very little reason to walk beyond the 5<sup>th</sup> Street intersection. Beyond this point, there is little to no commercial, entertainment, or cultural value. The old Livery Stable building is a testimony of the community’s past, but it is used only for storage. It is unlikely that a developer will attempt mixed-use development west of the Texaco property now, as those properties are now too detached from Downtown. Standalone residential project is possible beyond 6<sup>th</sup> Street today, but commercial or mixed-use might be problematic without a specific strategy for addressing the future of the Texaco property. This may be the one property that the Town should consider acquiring to promote the type of redevelopment activity described in this Plan.

There are significant opportunities to bolster economic activity and interest in the west end of Downtown long-term. At 6<sup>th</sup> Street and Main, there is the equivalent of about 16 standard-size properties on the south side of the street, from the Texaco property to the west edge of the Kamm/Machine shop properties, which are currently underutilized or vacant. This amounts to roughly 415 feet of Main Street frontage; just over 40,000 gross square feet of developable/re-developable property. On the north side of the street, underutilized and vacant properties create 175 feet of frontage, or about 17,500 gross square feet of additional development potential.



It is recommended that the Town of New Castle work with private property owners and potential developers toward the creation of the 6<sup>th</sup> Street Activity Center. The sketches

below intend to show the concepts that should be pursued in this area. Mixed-use buildings that are at least two stories are desired. The goal should be to promote ground floor commercial and above-ground floor residential uses in this area. The residential density will likely be needed for two reasons. First, it will help add life to Downtown, particularly after 5 PM and on weekends. Second, the residential use will likely be needed to make the commercial space financially feasible until a strong commercial market develops and commercial space is rented at a better rate. While one-story buildings might be acceptable in some instances, the Town should promote buildings of at least two-stories here.

In terms of general design concepts, buildings should frame this important intersection with indoor and outdoor gathering spaces. Public art and entertainment should be present. The intersection should be animated with lights, banners, and window transparency and nature should be infused into the activity center.



*Development primarily two-stories preferred framing the intersection*

Consistent with the goals for Downtown, the most desirable uses in this activity center are those listed below. This does not mean that only these uses should be permitted, but that targeting and attracting the desired uses should be a priority for the Town.

- i. Dining, restaurant and bar, with or without outdoor dining/beer garden;
- ii. Sidewalk cafes;
- iii. Brewery, Distillery and tasting room;
- iv. Niche/specialty retail;
- v. Bicycle shop;
- vi. Coffee shop;
- vii. Ice cream/yogurt;
- viii. Deli and Bakery;
- ix. Galleries, performing arts (indoor and outdoor);
- x. Entertainment clubs, including music, teen, comedy and similar activities;
- xi. Theater;
- xii. Community events;
- xiii. Child play area and discovery center;
- xiv. Short-Term rental accommodations;
- xv. Above ground-floor residential;

xvi. Professional offices;



*Public gathering, entertainment and commercial activity*

### 3. Residential Anchors

A healthy downtown must attract people to live, work and play. Housing plays a key role in this formula for success. Nationally, market-rate residential development has been a powerful force in bringing new life and economic support to downtowns. Attracting more people to live in and near Downtown will improve the base of support for those businesses, retailers and other shops located there. Furthermore, more people living Downtown will help to generate activity and life during the evening hours.

Today, Downtown New Castle includes a limited amount of housing. To the extent that the Town can promote and incentivize market-rate housing Downtown and in the Old Town neighborhood, the better off will be the community's heart and soul.



*Long-term option for standalone market-rate multiple family housing west of the Relocated Kamm Avenue*

While it is recommended that the Town actively promote the idea of a west end activity center, composed of at least two-story mixed-use buildings, a standalone housing development at the westerly edge of this activity center is also acceptable (see Framework Plan map on page 46). For example, Kamm Avenue could be relocated to the west, allowing a larger commercial/mixed-use development assemblage on the south side of the 6<sup>th</sup> Street intersection. Depending on the precise relocation of Kamm, another parcel created immediately west of the new Kamm Avenue alignment (in the C-1 zone district) makes an ideal place for a standalone market-rate, multi-family housing project. The Town should be prepared to promote this idea. Furthermore, the Town of New Castle should check the permitted and conditional uses of the C-1 zone district to make sure that these development options are possible, with a simplified process for a developer, should the right opportunity arise.

Similarly, the Town should promote a similar concept for the East End Activity Center. As noted above, there are two long-term options for developing market-rate housing on the east end, those being the rehabilitation of the existing school housing building or the redevelopment of that property to expand Burning Mountain Park and promote a standalone market-rate multi-family housing on the far east end of the property. The latter is the recommended approach is believed to produce the best long-term outcome for Downtown.

#### 4. Old Town

More than half of the respondents to the Comprehensive Plan survey reported that affordable housing is needed in New Castle. In general, it seems that respondents supported private sector affordable housing, as opposed to the Town developing such projects.

The Comprehensive Plan establishes various densities for the potential annexation areas to the east of Town.

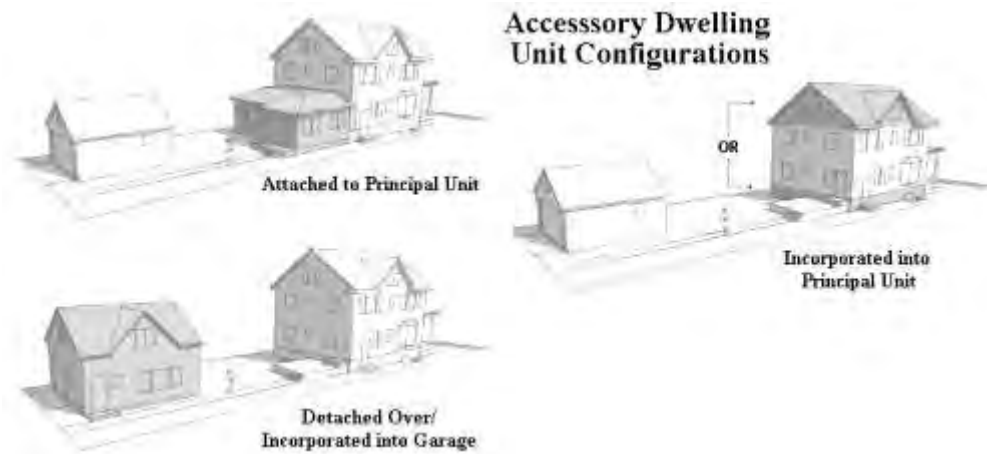
Planned Urban Center	15 to 25 units per net acre
Mixed Use – Residential Focus	Up to 10 units per net acre
Low Density Residential	4 units per net acre

By comparison, there are now about 125 dwelling units in that part of the Old Town that is north of Main Street and between Elk Creek and North “B” Avenue. This is about 4.7 units per net acre. While the Comprehensive Plan did not give specific recommendations about areas like Old Town, this neighborhood’s density falls into the lower density ranges identified in the Comprehensive Plan.

Old Town is now one of the more affordable neighborhoods in the community. However, it is relatively low density and Downtown needs more residential support. Increasing density in the Old Town neighborhood, within reason and where appropriate, might be a proper step for several reasons. The Town Code allows Accessory Dwelling Units (ADUs) as a conditional use in Downtown. These can allow residents to care and support for aging family members or provide rental space creating extra income. ADUs also serve renters with

affordable housing. Finally, additional housing units will add vibrancy Downtown, as there will be more people living nearby that will likely visit those businesses regularly.

An accessory dwelling unit is a separate living space within a house or on the same property as an existing house. Tiny houses, a recent housing trend, would be considered an ADU if they are placed on a permanent foundation on a lot containing a principal dwelling.



It is recommended that the Town of New Castle sponsor information to the Old Town residents about this existing opportunity. The information should illustrate how such housing could be accommodated within the neighborhood, how provisions could be developed to make sure that it does not infringe upon the existing quality of life in the neighborhood and the effect it could have on efforts to improve Downtown.

The Town should also review the process for approving ADUs, in order to assure that the conditional use application and review process are not overly burdensome.

## 5. Mt. Medaris Recreation and Activity Center

Activating Mt. Medaris as a community asset and to help improve economic activity Downtown should be an important long-term goal of the community. Efforts have already started by constructing hiking and biking trails on the mountain. This is a great first step. However, this feature holds much more potential. If developed properly, it could: a) become a major part of New Castle's branding and marketing effort and b) it could add significant energy Downtown.

The views from the top of Mt. Medaris are spectacular. Seeing New Castle from the top gives one a positive feeling about the community. Unfortunately, it is likely that many of the community's residents have not experienced this part of their community. That should change in the future. Mt. Medaris should be turned into an asset for the entire community and visitors to enjoy.





*Outstanding Views from atop Mt. Medaris*

The Town must Step that should be taken in order to activate Mt. Meraris:

- 1) Improve signage by place wayfaring signs pointing to the trailhead and improve the trailhead sign at the end of C Avenue.
- 2) Improve the C Avenue trail, which is the point of access to the trailhead from Downtown
- 3) Enter an agreement with the owners of Castle Valley property north of the mountain to identify the permanent trail connection from the trailhead to Castle Valley Boulevard.
- 4) Encourage New Castle Recreation, New Castle Trails and other organization to sponsor races, hikes, wellness programs and other activities on Mt. Meraris
- 5) Create and place interpretive signs, comparable to the signs in Grand River Park, identifying and explaining the historic sites which are visible from the mountain trail.
- 6) Consider mountain bike rentals downtown.
- 7) Identify Mt. Medaris as an attraction in Town's promotional material.

## **6. Community Connectivity – Vehicle Transit Route**

The Town should consider improving community connectivity with a town shuttle loop. The operation of a local shuttle bus system could link Castle Valley Ranch, Lakota Canyon Ranch and Downtown. As the community grows, the shuttle system could link those neighborhoods with Downtown. The logical route would be a circulator, Main Street, the Highway 6 and 24 - Castle Valley Boulevard intersection, along Castle Valley Boulevard to Midland Avenue and return to Main Street (see map on page 25).

The Town of New Castle is not in the transit business and it may not want to venture into that service in the future. Moreover, it is not predictable now when such a service might become feasible. Therefore, the first step might be for the Town Council, through a community survey, to seek input from residents about this service and, with the Roaring Fork Transportation Authority (RFTA) prepare an operating cost assessment. While there may be other questions to ask, some basic information would be helpful:

- a. Would residents use an in-town transit circulator if provided this service, and what age groups might use this system;
- b. What pick up and destinations must be covered for residents to use a circulator/shuttle system;

- d. How much would people be willing to pay to use this system and at what point would the cost of the service deter people from using the system;
- e. How much would it cost to offer a basic service (operations, maintenance and capital) to meet resident needs; and
- f. Should the Town decide to provide such a service on an ongoing basis what revenue options would be available to provide the service (general fund requirements, potential advertising revenue, grants, etc.)



*Possible In-Town Shuttle Circulator Route and Stops*

## **7. Community Connectivity - Alternative Transportation Corridor and Terminals**

An alternative transportation corridor could improve non-vehicular access to Downtown. Moreover, it might be an affordable solution for connecting Downtown and both Castle Valley and Lakota neighborhoods. The corridor could follow the “C” Avenue trail from Castle Valley to the alley north of Main Street and west to 4<sup>th</sup> Street, where the Downtown terminal would be located (see Framework Plan map on page 46). The existing pedestrian trail between Castle Valley Ranch and Downtown can be expanded and/or striped to designate a corridor for specific electric powered modes of transportation. Currently, the use of three modes of motorized transportation may be appropriate in this corridor (not necessarily on other trails), including electric bicycles, Segways, golf carts and similar electric-powered vehicles.



*Improving Accessibility for All Ages*



*Increased Bike Parking & Bike Rental Station*

First, electric bicycles and Segways should be encouraged here. They can make it easy for all ages to navigate the steeper section of this corridor. However, their value is even greater. For example, these modes increase mobility for senior citizens. Old Town residents, who now have to drive to any other part of the community, can walk to the south rental station and, from there, have access to the entire community. Signage along Main Street Downtown can tell visitors and others about the availability of e-bikes nearby and travel sites and routes around the community. This will make Downtown an attraction.



A second mode to consider is golf carts. Lakota Canyon Ranch is a golf-oriented neighborhood. They are designed to travel hills, which would be ideal in this corridor. The golf course operator, which already manages many carts, could expand its business by becoming a rental agent for residents. Thus, the infrastructure for making this mode of transportation available to residents may be in place.



*Alternative Transportation Corridor*



*Golf Cart Parking – N. 4<sup>th</sup> Street Downtown*

A related option that might be considered in the future is a higher capacity electric vehicle operating within this alternative transit corridor, particularly if the local shuttle concept is not viable. There are higher capacity golf carts and similar electric vehicles that might meet the community's need in the future. These vehicles could run efficiently between the neighborhoods and Downtown terminals described in this section. They are a relatively low cost to buy, maintain and run.



*Higher Capacity Vehicles for the Alternative Transit Corridor*

Town Council should set up a plan and budget for improving the corridor. Improvements should include:

- a. Basic trail improvements
  - i. Pave the trail between “C” Avenue and Hot Short Park and, at the same time, reduce the steepness of the trail to the extent practical.
  - ii. Determine the cost of adding lights along the trail and including this improvement in a 5-year capital improvement plan and budget.



*Pathway lighting added to encourage evening and night use and for safety*

b. Longer-term alternative transit

- i. Make reasonable surface improvement to the north side alley between “C” Avenue and 4<sup>th</sup> Street to complete the alternative transportation corridor.
- ii. Identify any issues related to the use of golf carts, Segways and electric bikes on public streets and/or on alternative transit corridors.
- iii. Install recharging stations and parking for golf carts and Segways and rental stations for electric bikes.
- iv. Secure funding to go ahead with project implementation.

If there is a balanced approach, there should be a proper amount of parking Downtown, at reasonable costs to the community. Establishing this corridor may be an affordable option.

## C. PLACEMAKING AND GATHERING

***WHAT ATTRACTS PEOPLE MOST, IT WOULD APPEAR,  
IS OTHER PEOPLE***

William H. Whyte

A simple definition of placemaking is the process of creating a quality place where people want to live, work, connect with each other, play and learn. People and businesses want to be in these places. They are active, unique locations, interesting and visually animated; they are full of interest and vitality.

The core principle is important - offering a variety of things to do in one spot and making a place more than the sum of its parts. (For example, a park is good. A park with a fountain, playground, and food vendor is better. If there is a library across the street that is even better, even more so if they feature storytelling hours for kids and exhibits on local history. If there is a sidewalk café nearby, a bike path and an ice cream stand, then it is what most people would consider very desirable.) This is the community’s goal Downtown.

To create a quality gathering place Downtown, it is recommended that New Castle continues to promote the idea of “Third Place,” joining planning, design, redevelopment and improvements to produce *a sense of* culture, warmth and belonging, where everyone feels welcome. Downtown New Castle must deliver on a promise to become the 3rd place in the life of residents, of all ages, and visitors.

The key elements of “quality places” are:

- Mixed-use;
- Appropriate scale and mass;
- Welcoming, safe, comfortable and walkable throughout;
- Physically designed to encourage interaction, where people can connect with one another;
- Available for events, activities and multiple things to do;

- Pedestrian and bicycle friendly; and
- Interesting character and charm (expressed through public art, heritage, architecture or similar features).

It is necessary that New Castle remember that it cannot do everything right away or, for that matter, everything right the first time. The best places usually evolve by experimenting with short-term improvements, tested and refined over time. If one thing does not work, try something else. When you have a success, build on it.

## **1. Mixed-Use**

Mixed-use development is stressed above in this Plan and it must not be overlooked. Over time, it will be important for New Castle to create a quality mixed-use environment Downtown. This Plan has provided a number of recommendations related to the long-term development and creation of activity centers Downtown. While each activity center should have a unique character, they need to add significant energy by combining a variety of uses in close proximity. Equally important, more residential development Downtown is needed. While residential development will likely be critical to the success of future development projects there, residential development as part of mixed-use projects puts people on Main Street both during the day and in the night-time hours. Downtown requires this kind of energy and vibrancy.

In the meantime, until there is a practical market for new development, the Town should aggressively pursue the near-term activation strategies recommended below in this Plan. While these interim uses might become part of a longer-term development strategy, they may not as standalone uses generate the energy and vibrancy that will come from proper mixed-use development.

## **2. Scale and Massing - Relate Buildings to the Street**

General urban design theory suggests that a comfort “public realm,” the public space between buildings, is often defined by the relationship between building height compared to the width of the opening between those buildings. There is comfort when the ratio between the height of buildings to the width of the street and sidewalk opening is neither too high nor too low. Very low ratios begin to feel like an urban wasteland, while one that is too high begins to feel claustrophobic. As a general rule, the tighter the ratio, the stronger the sense of place and, often, the higher the real estate value. Spatial enclosure is particularly important for shopping streets. A disciplined street tree planting in the transition between parking and the sidewalk is an alternative in the absence of spatial definition by building facades.

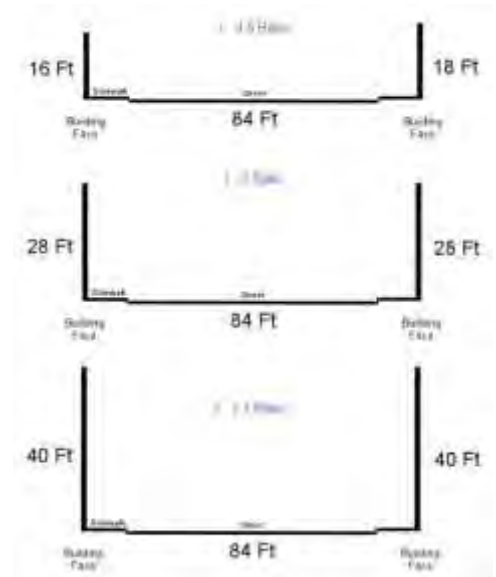
While there are a number of other factors that affect the pedestrian environment, this ratio can help New Castle better understand zoning height regulations and development and redevelopment potential that will make a quality pedestrian environment Downtown.

The ratio of one (1) foot of height to three (3) feet of width is the effective minimum relationship if a sense of enclosure is to result. A ratio of 1:1.5 is often considered the most for pedestrian comfort.

	Main Street	
Ratio	Right-of-way Width	Resulting Building Height
1:3	84'	28'
1:2.1	84'	40'
1:1.5	84'	56'

Based on this information, several design ideas should be considered for Downtown. First, there are a number of buildings Downtown that are substantially lower than 28-feet, including several mobile homes and out-of-character one-story commercial buildings. This, along with other reasons, suggests that these properties might be candidates for redevelopment. Removing these structures and replacing them with more appropriately scaled buildings will enhance the pedestrian environment Downtown.

Second, the current height limit in the C-1 zone district is 40-feet. The following illustration suggests that 40-feet is the most that should be considered Downtown. Given that buildings will likely vary in height, given the existing right-of-way a 40-foot building face will add to the pedestrian environment.



### 3. Encouraging Interaction - Gathering Spaces

As noted in the SWOT assessment, the lack of strong gathering places is a concern Downtown. Some restaurants and taverns offer a foundation, but there must be a reason for people to come Downtown consistently. When they get there, there must be an exuberant environment – a place where they can meet, mingle, interact and connect.

Downtown could benefit from more functional open spaces, plazas and courtyards that can be used and enjoyed day and night by residents, visitors, and workers. However, it is not simply about providing space. These spaces must seem to the observer to be inviting and comfortable.

The Town can begin today, with low-cost solutions and trial runs to see decide what will work. At first, consider flexible amenities like providing comfortable seating with book or game kiosks or vendor carts, tables with colorful umbrellas as a low-cost temporary means to quickly inject a new layer of activity.

Liberty Park is a good first step. It will be an activated space that can draw people off the sidewalk. It includes a stage and other features that will be attractive to people of various ages. The action of the Downtown Alliance is making this space valuable - a wonderful formal and informal gathering space. There will be educational and artistic expressions there

The Downtown Alliance is also working diligently to activate Ritter Plaza as a gathering place. The inclusion of public art and concerts in the plaza are steps in the right direction. The Town should investigate other possibilities, such as reorienting outdoor dining into the edge of the plaza, internet access and recharging points and so on. There needs to be low-cost, festive lighting in the plaza to make sure that it is both a “day and night-time” activity space. Consideration might be given, in the near-term, to include festive banner signs that announce the upcoming events in the park. Too many residents do not know about activities Downtown and special steps are needed to improve this situation.

Long-term, “active” gathering spaces, courtyards and plazas are a priority in new development or in redevelopment projects. The potential redevelopment areas in Downtown are generally illustrated in Land Use and Development Plan (see page 88).

#### 4. Interesting Character, Charm and Comfort

##### a. Streetscape

The Town of New Castle has made a number of improvements to the streetscape Downtown. The sidewalks, particularly in the Cultural and Shopping Corridor, is the space in which people move, socialize, and do business. When this area is improved, more exciting and interesting, it will show to citizens, potential business operators, investors and developers and others that the Town is committed to positive change. The Town should continue to undertake improvements to this area. Street trees would have been ideal. However, it may be quite expensive to make this improvement now. The aim now is to animate the space to give the walking corridor life and vitality. The Town can provide public informational signs (e.g., the locations of businesses, parks, trailhead and so on) and banners that reflect Downtown and the community brand. Additionally, the Downtown Alliance might be the appropriate group to help Downtown merchants and property owners see a long-term vision and encourage those merchants and property owners to further animate the walking corridor Downtown. Such improvements will contribute to the quality of life and experience for all who live, work, and visit Downtown.

In particular, the key areas of the sidewalk are the frontage zone and the nature zone. In the **frontage zone**, elements such as sidewalk cafes, street furniture, flower pots and similar private additions to the streetscape should continue to be encouraged. It is important to keep in mind that unobstructed access to retail display windows is needed.

In the **nature zone**, the Town should consider different ways to enliven the space. Simple improvements might be attempted initially. This could be in the form of



temporary/removable planters. Over time, permanent installations might be appropriate. A landscape that is consistent with the native environment is most appropriate.

As New Castle begins tackling the critical mass problem, making investments in public art and its community history presentation and more permanent streetscape improvements is a show of commitment that will foster the desired private investment. The Town already has invested in landscaped bump-outs, themed street lights at intersections, colored pedestrian cross-walks and banners. As funding permits, this corridor should have a special pedestrian-oriented streetscape environment. It should feature special wayfinding signage, public art distributed throughout the corridor to signify a unique identity and offer an interesting, a well-lighted corridor the entire length.



b. Parking Lots along Main Street

Parking lot design is important, particularly Downtown. When little or no attention is given to parking lots along pedestrian corridors, they can detract from the kind of vibrancy desired. Two parking lots along Main Street offer very little interest to the Cultural and Shopping Corridor. There is no landscaping or aesthetic lighting in these parking lots. Nor is it clear to those not familiar with Downtown if these are public or private parking lots.

The Town recently took over management of the parking lot next to 2 Coronas restaurant. If this arrangement continues, the parking lot should be improved aesthetically. Aesthetic improvement also is needed in the parking lot next to the community center. Public parking lots should be designated for such purposes.

The Town of New Castle should set up a nominal annual budget for the Downtown Alliance. With suitable funding, that committee could work with private property owners and businesses to leverage a number of aesthetic improvements Downtown.

c. Railroad Noise

It was explained in the SWOT assessment that the noise from the railroad, specifically its engine horn, can have a negative effect on Downtown. Under the Federal Railroad Administration's train horn rule, locomotive engineers must begin to sound the horn 15 to 20 seconds in advance of all public grade crossings. Train horns must sound in a standardized pattern of 2 long, 1 short and 1 long blast. The pattern must be repeated or prolonged until the lead locomotive or car occupies the grade crossing. The volume level of the train horn is between 96 and 110 decibels, which is significant when people are enjoying dinner or sleeping. There are over 20 trains per day passing Downtown, although this number can vary. The Town should consider its effect on the community's desire to advance the improvement of Downtown and decide if a simple, cost-effective solution is available.

The Kamm Avenue railroad crossing is uncontrolled. Problems of this nature are not issues for the railroad, but for the affected department of transportation (DOT) or community. DOTs usually consider factors such as the volume of train and vehicular traffic, accident history, visibility and others to decide the proper solutions for crossings. In this case, however, the Kamm Avenue crossing experiences very little vehicle traffic over the course of a day. It is the point of access to the Town wastewater facilities. While a full, signalized and controlled intersection would be cost-prohibitive, the Town should investigate vacating the public access and constructing a simple access control gate. It could be a remote-controlled access, which could be available to Town employees and police. This might allow the Town to apply for a "quiet zone" under the Federal Railroad Administration's train horn rule. The rule provides an opportunity for communities like New Castle to mitigate the effects of train horn noise by establishing new quiet zones. In a quiet zone, railroads can stop the routine sounding their horns when approaching public grade crossings, other than in emergency situations. The Town needs to investigate a quiet zone designation and ascertain the cost of meeting the necessary mitigation requirements.

d. Arts, Culture and Heritage

As noted in the Framework Plan, public art and the community's cultural heritage should be put on display prominently Downtown. The community should continue to build on the work done to date, advancing a program that truly reflects its character and identity. It is recommended that, with the support of the Town, the Downtown Alliance

work with the Community Branding and Marketing Committee to advance this objective.

These groups should propose a public art acquisition budget to the Town Council annually. The funds could be spent each year, or pooled for several years, to acquire substantial art pieces, with a variety of mediums. In time, the Town should acquire art for its signature installations/locations special to the community, such as a redesigned Burning Mountain Park, Ritter Plaza, and the east and west end activity centers recommended in this Plan. These two committees should work together to find and recommend these locations to the Town Council.

The concept of an “art walk,” with temporary and permanent installations, should be pursued throughout the cultural corridor. Over time, it should be expanded along the alternative transportation corridor described in the Framework Plan, into public parks, Main Street plazas and courtyards and at the community entryway. A guided brochure and website tours should be created to inform and guide residents and visitors. To support the program, an annual call-to-artist loan program should be developed. For this purpose, the committees need to recommend a budget for annual artist stipends (a nominal amount paid to artist to secure the loan of desired art pieces) to the Town Council. While the Town Council may not be able to immediately fund such a program at a high level, efforts should be made to move forward soon.

The Downtown Alliance and the Branding and Marketing Committee should seek help from artists living in New Castle and the surrounding area (Roaring Fork and Colorado River Valleys) to advance this effort. By doing so, a public art champion may come forward, someone who will aid the committees and help build momentum. There should be competitions and collaborative projects offered to these artists. The Town needs to engage the local arts community in planning arts-related events in Downtown. As this effort moves forward, these committees and the Town should make a concerted effort to recruit galleries to Downtown locations.

The Town should review the existing sign code to assure that it sufficiently distinguishes between signs and graphic art (murals, interactive displays for public gathering, public information banners etc.). The Downtown Improvement Plan recommends a number of graphic devices that help enhance and improve Downtown. The Code should make such allowances.

Similarly, efforts should be made to advance the “Museum on the Street” program. Its intent is to create a heritage discovery trail for the benefit of a community's residents and visitors. When possible, this program should be expanded. First, the Downtown Alliance, the Museum and Town should develop program elements that are both static and fresh. While the underlying history of the community may be presented in a way that does not change over time, there are stories, events, traditions and photographs that should be added or changed periodically to keep the presentation fresh and interesting for both residents and visitors. Second, the Museum and Town should work with History Colorado to find some of the best community history and cultural presentations in the state or the nation. The “best of the best” can help find the best approach for Main Street and understand how elements of those programs can be

carried out here in a reasonable and affordable manner. Finally, if the Museum continues to have limited hours of operations, as it does today, the Downtown Improvement Committee and Town should investigate options for developing technology (e.g., audio/video presentations or kiosks) at key locations to expand its reach. The Town should determine if grants might be possible from History Colorado, DOLA or other sources to make these improvements.

## 5. Events and Activities

Activating Downtown with a variety of events and activities is crucial to its success. Events are a critical element to a vibrant and exciting downtown and add an important part to the overall sense of place in New Castle. It is recommended that New Castle use a focused and proactive approach for its events Downtown. There must be a predictable series of events and activities. The following steps should serve to guide Downtown event and activity planning:

- a. The Town and the Downtown Alliance should, as soon as possible, ask the community about their ideas for Downtown activities and events. The best events and activities are those in which the community takes ownership and in which residents have pride.
- b. Involve the community by periodically asking what talents and creativity they can lend to the “place”. It is important to involve community resident for a variety of reasons. First, it broadens the number of people who will organize events. Otherwise, this effort will continually fall back onto the same people, who over time will lose interest. Second, it broadens the pool of ideas, from which the best ideas can be used. Third, people are the best way to attract other people. Getting local participation in both event planning and in performance (school-age children, churches and organizations, etc.) will create word of mouth advertising and secure and grow event participation. To the extent possible, efforts should be made to gain the participation of merchants, restaurants and others, but secure their involvement and when they are least busy. It is often difficult to get businesses to focus on participating in such events when they are in their busiest period or at the last minute. To this end, a series of well planned, predictable activities that are specifically designed to bring the talents of the community Downtown and, in doing so, attract the family, friends and those that want to experience the community at its best, should be pursued.



- c. The Town must pursue quality over quantity and set up a core of top-notch activities that both reach broad demographics of the community and that meet community objectives and interests. Quality is what excites people and consistency is what makes them confident to return.



Whatever events and activities are developed for Downtown, they should be published well in advance. As noted in the SWOT assessment, it seems many residents are not aware of what is available or happening Downtown. Some may not feel the need to go Downtown because the activity is not focused on them or their family. Focusing some of the events on children, for example, will attract parents, family members and friends. Once people begin to engage in quality events and activities Downtown, the probability of their return increases. To help residents understand Downtown it is recommended that the Town:

- 1) Increase information about Downtown events along Castle Valley Boulevard, immediately north of Highway 6 and 24.
2. Improve social media and website communication. When appropriate, use print for sharing with your local groups (e.g., churches, service groups and others.), but clarify and improve the Downtown presence on the Internet. Consider developing a mobile app for marketing Downtown, including information, a business directory and a schedule of events and activities. The Downtown Alliance and the Branding and Marketing Committee should work together to develop the marketing approaches and technology applications that will be best for New Castle.
- 3 Pursue, as soon as possible, the community information and event signs included in the wayfinding plan for New Castle (see page 96 for more information).

## 6. Design and Image

- a. Building Character

Preserving the historic character of any downtown can be an important part of its revitalization. In Downtown New Castle, there are a number of buildings that have a 1890s to 1930s character. Some are relatively well preserved. However, some older properties have been substantially altered to the point of compromising any historical

value or interest. As illustrated in the Land Use and Redevelopment Plan map (see page 86) there are also several infill and redevelopment opportunities Downtown. Over time, as the market for commercial and mixed-use development improves, there will likely be pressure to improve or redevelop existing and build new buildings. How will these buildings fit Downtown?

One approach might be to respect the historic design character of existing buildings, preserving, maintaining and restoring them when possible, but allow creativity in new development that adds interest and vibrancy and allows the character of Downtown to continue to evolve over time. Historic replication would not be discouraged. In this instance, however, the aim is not to “require” a style that makes a new building look old, but to infuse some design cues from the past into modern expressions – respecting the past and embracing the future. Such cues might include the use of wood, historical brick, a false front, recessed entries or other characteristics noted above on a building that otherwise has a more contemporary appearance. Some elements of building design have started down this path. The library design is a prime example. This policy approach is recommended for Downtown New Castle.

If there is agreement on this policy, the Town should consider the following actions:

- i. There should be a joint meeting of the Town Council, Planning and Zoning Commission and Historic Preservation Commission to secure an understanding and agreement on the desired design direction for Downtown.
- ii. With respect to new development and older structures that have been subject to substantial alteration over time to the point there is little historical significance, the Town should amend Section 17.36.120 of the Municipal Code, to clarify the intent of this policy. Currently the Code stipulates that the “exterior visible appearance of any building or structure, including new buildings or structures, or the alteration or repair of existing buildings or structures, shall be of such a design and employment of materials so as to appear similar to existing district historic buildings or structures constructed before 1930, or to maintain the historic character and appearance of the existing building or structure.” The code also stipulates that “windows shall be of appearance and design similar to nearby historic buildings and structures.” (These requirements, for example, likely do not permit the library design, which is clearly a modern design expression.) Moreover, the current design guidelines may not allow the introduction of materials outside of the limits of those that exist Downtown. For example, is metal siding (galvanized or weathered) or architectural siding panels allowed? They are not found in historical facades Downtown. If the community agrees with this design and image policy for Downtown, then this section of the Code should be amended.



*Use of historical material with some modern design expression*



*Blending historic design with modern design elements*



*Historic buildings with modern material and window expressions*



*Existing modern design expressions Downtown*

- iii. The Town, with the aid of History Colorado and the Historic Preservation Commission, should start a grant and technical assistance program to help existing property owners with potentially significant historical structures understand the need and value of restoration and reasonable options for their property. The Town, in conjunction with the Historic Preservation Commission, should establish a proactive program for communicating and working with the owners of these older properties to advance restoration Downtown.
  - iv. The Town should establish a budget line item for historic restoration assistance and, over five years, establish an assistance program for Downtown properties. The purpose of this program should not be to undertake renovations for property owners, but to aid and help where appropriate as an incentive to advance facade improvements and restoration to qualifying structures.
- b. I-70 Corridor Image

The community image, as perceived from the I-70 corridor, has been a community concern for some time. The Downtown Alliance, as part of this planning process, studied this visual quality issue. After doing so, the Committee presented a three-pronged approach for addressing this problem.

First, the Committee recommended that the Town allocate funds in the budget to begin a basic clean-up program. Second, the Committee recommended that the Town take a more active role in code enforcement. It should start with proactive communication with residents along the interstate corridor east of Downtown to initiate property clean up. Where cooperative strategies are not possible, reasonable but more active code enforcement is appropriate. Finally, the Downtown Alliance recommended a long-term plan for correcting visual problems that require a more capital-intensive solution. The Committee recommended that the Town set up and maintain a 5-year plan and capital budget for the purposes of:

- i. Constructing a screening fence or a combination of fence and landscape along the back side of Downtown buildings, between the alley and railroad property. Landscaping, of course, would need to be watered until it is established. It is likely that a screen will need to be about 8-foot in height to be effective. (Ideally, a 6-foot fence could be placed on 3-foot piers. This would effectively create an 8-foot screening fence, as viewed from I-70, but allow snow to be pushed under the fence, making alley maintenance possible.) The screen should extend from about Jasper Ward Avenue to the community center building.
- ii. Screen the visual clutter on the back of old School House and eliminate the private off-site advertising signs. The initial screening might be temporary in nature until there is a better understanding about the long-term use or redevelopment of the old School Building. Redevelopment may not need such screening.





*Current Conditions*



*Improved View and Opportunity for Community Brand Statement*

- iii. There are several areas along the I-70 corridor east of the old schoolhouse that will require significant investment to correct the visual problems. Typically, they include steep hillside scars. Due to both the steepness of the hillsides and quality of soil, it will be difficult to get vegetation to cover the scars. In all likelihood, weeds would have taken over by now if any kind of vegetation would grow there. To correct these visual scars will require a higher level of investment by the Town. The Town should initiate discussions with property owners to, where possible and within reason, gain participation or approval to reduce the slope, amend the soil and establish an appropriate revegetation program. It will probably be necessary to reduce the slope to about 2:1 to allow vegetation to get a foothold there.



Current Conditions



Possible Future Hillside Repair

iv. Work with property owners farther east, toward the interchange, to establish a uniform, maintained screening fence.

v. Establish a forestry and screening plan for the Town's wastewater facility.

**Area to be Screened**



**Uniform Screening Fence**



c. Downtown Identity

The SWOT assessment identified issues with Downtown identity and a branding and marketing message. To address this matter, the Town might consider creating an iconic identifier for Downtown and the community in general. The images below suggest constructing a feature that is consistent with the Town’s history to create this image. It is simply one idea of many that could be used to carry out this objective.

There are two possible locations for such an icon. One is in the West End as part of the redevelopment plan for that area. A second option might be south end of what is now Jasper Ward Avenue, particularly if that street is vacated and that area is incorporated in Burning Mountain Park. It will be important to obtain community opinion and buy-in as the town designs this feature.

Should the Town move forward with this kind of improvement someday, it is recommended that the Community Branding and Marketing Committee be involved in its design. Whatever feature is created, it should be consistent with and advance the community brand. It should be pointed out that this is not crucial to the success of Downtown, but might be something the Town considers in the future, after there is growth in Town revenues.



*Iconic Landmark for Downtown Visible for Interstate 70*

## **E. DOWNTOWN PARKING**

In assessing the need for Downtown parking, it is clear that going forward there must be a balance struck between providing the necessary parking to support improvements described in this Plan and maintaining the quaint character of Downtown. There is limited space for parking. Therefore, there are two options that the Town can consider. First, the Town Council could implement a capital-intensive solution such as acquiring property and constructing more parking or building more parking on property it already owns. (With respect to the latter option, this Plan has already pointed out that the property currently owned by the Town should be used to attract, as an incentive or otherwise, new economic and residential development Downtown.)

A second option might be to limit the amount of parking based on the infrastructure that is already in place. This means that alternative transportation and access to Downtown must be provided in the future. This Plan recommends the latter option as the “best fit” for Downtown and the community. The matter of accessibility and providing alternatives to using the automobile for trips to Downtown has been presented. So, how can the Town provide adequate parking given the limited space available? As noted in the SWOT Assessment there are only 68 public parking spaces on Main Street between 2<sup>nd</sup> and 6<sup>th</sup> Streets. (There is, of course, additional parking on side streets, the Community Center and the rented parking lot.)

**DOWNTOWN NEW CASTLE LAND USE AND REDEVELOPMENT PLAN**



## 1. Short-Term

The Town, in cooperation with CDOT, has established a lane diet plan for Main Street. The lane diet, consistent with CDOT policy, does not reduce the amount of pavement nor does it alter or increase the amount of parking Downtown. It cuts the number of travel lanes from four to three, with one lane in each direction and a center turn lane. Most importantly, it allows bicycle lanes to be added through Downtown. This is important because the bike lanes improve accessibility and, in doing so, they can help to relieve the pressure for adding parking. When Downtown achieves the level of success contemplated in this Plan, however, it is likely that more parking will be required.

## 2. Long-Term Parking Solutions

The Town has possible long-term parking solutions available.

1. Long-term it is recommended that the Town pursue an agreement with CDOT that allows the Town to rearrange parking spaces and bicycle lanes on Main Street as generally depicted in the long-term parking plan illustrated below.

The simple striping of diagonal spaces on the north (sunny) side of the street can add a significant number of parking spaces. Diagonal parking on only the north side of the street would result in about 109 parking space along Main Street, a 60 percent increase in the number of parking spaces. This will be the simplest way to add a significant number of parking spaces without altering the existing character of Downtown. These spaces will be in the most convenient and visible place, which is good for residents, visitors and Downtown businesses. This solution would, however, require elimination of the bicycle lane. The Town would need to survey residents about bicycle lane importance, and also do an extended traffic count to determine actual usage. Furthermore, the Town would need to take possession of Main Street from CDOT, since current CDOT policy does not allow diagonal parking on a state-owned highway. Taking possession would require a long-term financial commitment from the Town.

2. The Town could pursue reconfiguration/expansion of side streets to allow diagonal parking. Diagonal parking has been constructed on some streets, adding several parking spaces. This

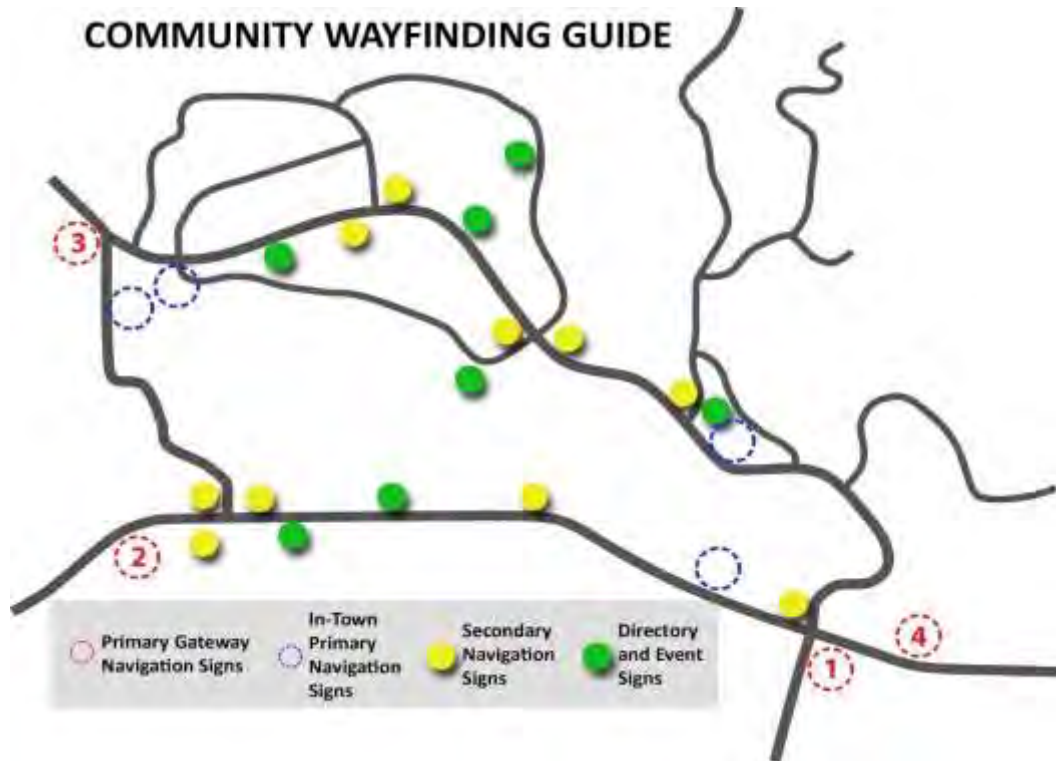
How much parking should there be Downtown? The long-term parking plan described here should be the extent of parking Downtown. Attempts to add parking beyond this will have a negative impact on the character of Downtown. Should the success of Downtown generate more activity in the future, creating on-going parking problems, the Town Council must expand alternative transportation options identified in this Plan to address that problem. The in-town shuttle circulator or higher capacity alternative transit vehicles operating in the "C" Avenue transportation corridor are the likely options to consider.

## **ENTRYWAY, WAYFARING AND INFORMATION**

As noted in the SWOT Assessment, navigating within New Castle is not easy, particularly for those that do not know their way around the community. For example, there are no direction signs at the Highway 6 and 24 - Castle Valley Boulevard intersection to steer people Downtown. For those people who are not familiar with the community, how does one know that it has outstanding parks and trails and where they are located? It also was pointed out in the SWOT assessment that too many residents of the community do not know enough about the community's events and activities, particularly those occurring Downtown. The purpose of this Entryway, Wayfinding and Information Plan is to help the community take a step toward overcoming these and other related issues. The purpose of this wayfinding system is to:

- Welcome people to New Castle;
- Provide a coordinated hierarchy of public signage to tell people about important sites/destinations within the community and how to navigate to those places efficiently. (It is not necessary for each sign provides all of the information about the community. One sign should provide enough information to get the motorist to the next sign, where additional details are provided. It is important, however, that the system of signs is of similar design. They also should have a quality appearance.)
- Keep the message very simple along roadways and show only what is needed; do not make the person in the car think about the message.
- Announce the arrival at key destinations or landmarks, including Downtown.
- When and where appropriate, inform residents and visitors about events and activities that occur in New Castle throughout the year, including Downtown.
- It is important, nonetheless, that wayfaring signs do not contain more information than can be easily read by motorists.

The design for the wayfinding system provided below is something that the Town can implement soon. It should be viewed as Phase 1. It is intended to be a low-cost, initial effort to resolve the direction/navigation problems and begin to address some of the community information concerns. Even though it is low-cost, it is still important that these Phase 1 signs are consistent with the community character and image. The precedent for the initial plan is the community's mining and western heritage, with the use of heavy timbers, metal fasteners and corrugated metal. It is recommended that, over time, the Town advances a design that is consistent with a new community brand. Once the brand advances sufficiently and funding is available, it is recommended that the Branding and Marketing Committee work with local artists to develop a gateway statement that is emblematic of the community's past, present and future. Once the Branding and Marketing Committee has established a brand direction, the Phase 2 effort should be carried out possibly with help from local artists, in the form of a call-to-artists, or with the aid of a marketing consultant.



### 1. Primary Gateways – Welcoming and Navigation

In the system hierarchy, the Gateway and Primary Navigation Signs are key. These signs should not only announce that one has arrived at New Castle, but they must be designed in a simple way that quickly conveys a message about primary destinations within the community and how the motorist can navigate to those locations. With respect to Downtown, the gateway signs must make it a more legible, identifiable and an easily accessible destination.

These signs should be at each of the four community gateways. They should be placed either along the edge of the road, preferably in a landscaped area or safe zone approved by CDOT and before the intersection where decisions must be made about the direction of travel. CDOT approval of the specific wording on the wayfinding signs at the intersection with Castle Valley Boulevard and at the west entrance to the community (Highway 6 and 24) will be required. To comply with CDOT requirements, the actual design may be somewhat different from that shown. However, the Town should strive for a design and quality that is representative of the community. The Town should initiate the CDOT approval process and gain its approval as soon as possible and move forward soon with the gateway signs, particularly one at the Highway 6 and 24 – Castle Valley Boulevard intersection. As noted above, the Town should use these signs to direct people to the in-town navigation signs, where the Town, having more flexibility, can allow signs that offer more detail about the community.



## Typical Gateway Sign



## 2. In-Town Navigation

Next, within the wayfinding sign hierarchy, is the in-town navigation sign. While the gateway signs should introduce the motorist to the community and give basic directional information, the in-town navigation signs should be located in a manner that both reinforces directions offered at the gateway and provide more information before key decision points. Most of the in-town signs fall within the Town's jurisdiction, allowing it more flexibility in the type of information disseminated.

## Typical In-Town Navigation Sign



### 3. Secondary Navigation Signs



Secondary navigation signs should be located in areas of slower traffic and for bicyclists and pedestrians. These signs, providing the most detailed information, tell how far a certain destination is and in what direction one should travel to get there. These signs should be placed at the entry to Downtown and at key intersections where they are highly visible

### 4. Community Information and Event Signs

Community information and event signs are not always part of a community wayfinding plan.

However, in the case of New Castle, it is strongly recommended. The signs should contain a town map with a “you are here” icon to orient the reader. While this may not be important to the resident, it is crucial to help educate the visitor about the community. These signs also should provide information about Downtown and community businesses and community lifestyle, activities and events. This intends to serve two purposes. First, it can educate the visitor about New Castle and what the community has to offer. Second and possibly more important, it is a way to inform the community’s own residents about their community. The SWOT assessment noted there is a lack of knowledge and understanding about Downtown and community events. Signage can help advertise events and gathering opportunities.

These signs should be located throughout the community, in places where there are people, where people pass regularly and where people congregate. As shown in the guide above, they should be provided in parks, along trails and at trailheads, near schools, Downtown and other similar locations. These signs should also be a priority and it is recommended that the Town move forward with these signs as soon as funding is available.



## 5. Downtown Arrival

From the perspective of Downtown, the final sign in the wayfinding hierarchy is the arrival sign. This type of sign signals the arrival at a special place in the community. Two signs are contemplated, one at the east arrival near Burning Mountain Park and one at the west end arrival. The west end arrival sign will likely near the new activity center and its specific location should be incorporated into that planning and design effort. Along with a sign, arrival indicators expressed through the design of landscape, streetscape schemes or public art might be appropriate. The goal should be to send a signal to residents and visitors that they are approaching/entering a special place with a unique identity - one in which the community takes pride.



The community will need to decide how Downtown will be identified in the overall community brand. Will it simply be Downtown, will it be Historical Downtown, will it be Old Town, or will it be some other name that announces it is “the place” for specialty shopping, gathering and play. It is recommended that, at the appropriate time, the Branding and Marketing Committee, along with consulting expertise, make this determination and recommend a branding and signing approach for Town Council consideration.

This is not a critical action now. It is a step that the Town should take in the future as the Branding Plan evolves and the identity is

determined. Once that occurs, this arrival feature should be incorporated into a 5-year capital improvement/community investment plan.

## **G. NEAR-TERM ACTIVATION STRATEGIES**

It will likely take some time for Downtown to achieve the goals in the Framework Plan. The Town should not wait for something to happen. Rather, it should be proactive and it should begin to work toward the desired goals now. Given funding and other limitations to this effort, the Town should pursue those steps that are low risk and low-cost and that capitalize on the creative energy of the community to move toward success. There are steps that the Town might consider now, or within a few years, to promote more activity Downtown.

### **1. Lighter, Quicker, Cheaper Placemaking**

This Plan has set forth an extensive array of placemaking strategies. New Castle should pursue such improvements, events and activities over-time. However, actions for improving the sense of place should begin immediately. This lighter, quicker, cheaper strategy should be the approach for Downtown over the next two to three years.

- a. Re-start the public art loan or purchase program. The Town Council should appropriate a reasonable amount to go toward artist stipends to secure public art on loan to the community for the purposes of energizing Downtown. Alternatively, the Town could purchase public art.
- b. Promote the People's Stage as a way to immediately increase local entertainment Downtown. Create a scheduled and advertise the entertainment in advance. At the same time, allow unscheduled entertainment at this venue.
- c. Advertise and hold a once-a-month community cruiser bicycle ride, possibly originating near Hot Shot Park, to Downtown, a park activity and return via 7<sup>th</sup> Street. Recruit the members of the community trails committee and other to spread the word and take part in the events.
- d. Continue to develop and promote regularly scheduled activities and events Downtown. These could include events like, First Friday, homemade ice cream socials, a community date night, a children's choir, and similar events that are low-cost and attractive to a variety of ages. Work with Downtown businesses during winter or early spring month (slower period for business) to gain participation and sponsorships for the various activities and events. The Town might consider partnering with local churches or similar organizations and get their help marketing the events and activities to their membership.
- f. The Town should gain CDOT approval and build a gateway sign at the Highway 6 and 24 – Castle Valley Boulevard as soon as possible.

- g. Move forward with low-cost ways to inform community residents about community events, particularly those Downtown, including festive banners at Ritter Plaza and near the Highway 6 and 24 – Castle Valley Boulevard. As soon as funding permits, begin construction of the community information and events signs.
- h. Provide aesthetic lighting in Downtown parks, plazas and courtyard to encourage public gathering not only during the daytime hours but also in the evening and nighttime.
- i. As soon as possible, ask the community about their ideas for Downtown activities and events and discover and engage the talents and creativity they can lend to add new energy Downtown. In addition to soliciting ideas, however, volunteer organizers must be identified.

## **2. Professional Office Incubator Program**

The Town should work with property owners to develop an innovative shared office environment to attract business startups and entrepreneurs Downtown. This type of activity might be an ideal reuse of an existing building or in a new development where it is important to grow tenants for such projects. (For example, this approach might be a short or long-term solution to the reuse of the old School Building, depending on the goal for that building and Burning Mountain Park.) Entrepreneurs typically want to be around other entrepreneurs. Co-working spaces can become an incubator for new energy Downtown. It can also become an important element of the community's developing brand (the entrepreneurial spirit) and something that will attract new residents to the community. This type of use work well with the developing activity centers, comprised of restaurants, entertainment, and new housing options, along with the easy access to the community's many recreational opportunities.

## **H. LAND USE POLICY**

The SWOT Assessment points out that a clear role for Downtown is lacking. If Downtown is to thrive and the vision described above is realized, its purpose must be clear. Its purpose is different from other community and neighborhood commercial centers. While the Comprehensive Plan provides some policy direction for Downtown, this Plan intends to refine those policies and set forth detailed recommendations for advancing the Downtown Vision. To this end, the following land uses policy should be considered by the Town of New Castle.

The Municipal Code should be amended to show a clear intent and direction for Downtown, better describe the purpose and intent of all other commercial zone districts and distinguish the purpose of Downtown from those other commercial and industrially zoned areas. The aim behind this step is to make sure that Downtown is promoted and preserved as the heart and soul of New Castle. The following statements of purpose and intent for each commercial zone are recommended:

- a. The purpose and intent of the **C-1 (Downtown) commercial zone district** is to keep the original historic commercial center of the community, ensuring that Downtown is both unique and offers an exceptional experience within the community and the region. It offers a lively environment with a character based on a mix of specialty retail, cultural, entertainment, professional offices and services, restaurants and entertainment uses. It is a source of community identity and pride. The desired uses and intensity and scale of use are smaller-scale and promote a pedestrian-oriented marketplace and community gatherings and functions that reflect New Castle's chosen identity and brand. A mix of commercial and residential uses that promotes a strong and sustainable local and visitor economy and cultural and social vitality both within this zone district and the community as a whole is desirable. Development is intended to be oriented toward sidewalks to promote a pedestrian-oriented environment.
- b. The purpose and intent of the **C2 commercial zone district** is to offer a transition between residential and more intense commercial uses in such a manner that safeguards pedestrian environments, optimizes the aesthetic appearance to the public and provides for those retail and service commercial uses that rely on pass-through and highway resident and visitor/tourists traffic; typically, they are automobile-oriented. These uses are those that have a mutually beneficial relationship to one another and can be concentrated in a group or cluster to reduce traffic congestion.
- c. The purpose and intent of the **C-R (Burning Mountain PUD) commercial zone district** is to provide for those retail and service commercial uses that rely on pass-through and highway resident and visitor/tourists traffic. It allows for those uses that are convenience and automobile-oriented and typically larger in scale than those uses located Downtown. The uses allowed in this zone district are those that have a mutually beneficial relationship to one another and can be concentrated in a group or cluster to minimize traffic congestion.
- d. The purpose and intent of the **HB (Highway Business) commercial zone district** is to provide an area for limited to moderately scale highway and tourist commercial services for the traveling public and non-pedestrian oriented retail in specially designated highway-service centers, where access, traffic-turning movements and off-street parking is provided in a safe, convenient, and attractive way, the impact to traffic flows will be reduced, pedestrian movement will be safeguarded, and optimize the aesthetic appearance to passing motorists and where size, spacing, layout, and design of such uses shall make sure the view from the highway and the mountain environment of the community is not impaired.
- e. The purpose of the **CG (General) commercial zone district** is to allow for a community employment center, allowing a concentration of commercial and business uses that generate "primary" employment opportunities for area residents, thereby promoting a strong and stable local economy and vitality. Appropriate uses and intensity of use in this zone should allow and incentivize opportunities for residents to live and work in the same neighborhood. Appropriate uses in this zone district are those that are of a medium and larger scale than found Downtown.

- f. The purpose of the **CT (Transitional) commercial zone district** is to allow low-intensity office, retail and service uses that are characterized by low vehicular traffic generation, that are accessible by pedestrians from surrounding residential and commercial areas, that are sympathetic and compatible, in both design and impact, to adjacent and nearby residential uses and that protect, preserve and enhance residential areas while allowing commercial uses. In addition to allowing a limited number of commercial uses, the size and hours of operation of certain uses may be restricted to ensure compatibility.
- g. In addition, the Mixed Use zoning districts should be reviewed, in consultation with the landowners who hold vested rights in these districts. The ideal goal is to assure the other zoning districts do not detract from Downtown.

## **I. REGULATORY CHANGES**

Several regulatory challenges to Downtown success have been identified. Each of these must be addressed and when possible the Town of New Castle should remove any unnecessary hindrances to desirable development that may exist under current regulations.

### **1. Residential Parking Mitigation Downtown**

- a. Amend the Municipal Code:
  - 1. In the absence of on-site parking, the developer may provide equivalent parking elsewhere
  - ii. The developer may give cash-in-lieu to the Town, which shall be used by the Town to expand the number of parking spaces along Main Street or the alleys immediately north or south of Main Street between “A” Avenue and 7<sup>th</sup> Street.

### **2. Short-term Accommodations**

- a. Amend the Municipal Code to include short-term visitor accommodations in second or third story locations (stays of two weeks or less) as permitted use in the C1 zone district or as a conditional use on the ground floor in this zone district.

### **3. Permitted and Conditional Uses**

Amend the Municipal Code to eliminate the provision stipulating that “any use” not specifically identified as a permitted or non-permitted use shall be a “conditional use.”

## **J. FUNDING, ORGANIZATION AND PARTNERSHIPS**

The Plan includes an ambitious list of projects and investments that exceed current funding levels. The successful implementation of the Plan will need a commitment of organizational and financial resources.

It will also require creative (out-of-the-box) thinking and partnerships to carry out some of the bold objectives leading to success.

## 1. Funding

### a. Town General Fund

For some time, it is likely that the Town of New Castle will need to appropriate nominal amounts each year in its General Fund to support the placemaking, branding, marketing and organization related to the implementation of this Plan. Initially, the Town Council should allocate the funding necessary to carry out the low-cost steps identified in the Plan, starting in 2018 if possible. As General Fund revenues grow or if dedicated revenue streams can be created, the Town should set up a 5-year investment plan for Downtown and annual budget for following through on that plan.

### b. Downtown Membership Association

An association of Downtown merchants and property owners might be assembled. Such an organization, usually a non-profit corporation, might be organized to promote Downtown businesses and activities. Small towns like New Castle almost always benefit from an organized effort towards downtown improvement. Too often, communities suffer from disorganized efforts, which spread limited human and capital resources thin. Pooling these resources, in a unified direction, should occur in New Castle. A downtown organization, whether freestanding or attached to an existing organization such as the Chamber of Commerce, is extremely helpful in this regard. An organized group has the power of collective action, can be an effective lobby, and can help raise the profile and visibility of the downtown area. The Downtown Alliance appears to be filling this role now. For success, however, all businesses and property owners should be committed to the effort. They must be educated and made aware. To show their commitment, a nominal annual fee might be paid by each merchant to support the activities of the association and/or the Downtown Alliance and the related work of the Community Branding and Marketing Committee.

### c. Business Improvement District (BID)

Colorado Revised Statute Section 31-25-1201 allows the creation of a business improvement district for the purposes of improving conditions for businesses and economic activity. While it will likely not be the first step, the Town should eventually investigate the possibility of creating a Downtown Business Improvement District (BID). A BID is a public organization that can be formed to offer a variety of services and improvements Downtown, including maintenance, special events, aesthetic lighting and landscape, marketing and promotions, economic development and business retention, expansion and attraction, and capital improvements. The benefit of a BID is that it can be a mechanism to generate a consistent revenue stream dedicated to improving Downtown. When properly approved and structured, a BID can levy a tax or an assessment on properties within a designated area. Assessments to area property owners are calculated based on benefits, determined by a variety of factors such as square feet of building, square feet of land, or front footage. A number of BIDs in



smaller communities have used a more straightforward funding approach levying a property tax of up to 5 mills, instead of using an assessment method.

d. Tax Increment Financing (TIF)

A downtown development authority (DDA) or an urban renewal authority (URA), once created and properly structured, has the potential to use tax increment financing to redirect incremental increases in property and/or sales tax revenues, resulting directly from improvements or new or redevelopment activity within a designated area, to be used for public improvements. Under TIF, the tax base of a district (e.g., Downtown) is frozen at the level being produced in the initial (base) year. Any increase in taxes over this base amount can be used for redevelopment or improvement purposes. This annual tax increment can be leveraged and used as a payment stream for bonds or other sources of financing for eligible improvements.

It is likely that tax increment revenues Downtown would grow slowly. They may not be adequate to fund capital improvements for some time, depending on the level of infill development and redevelopment activity. Further, the Town already uses sales tax revenues to pay for capital improvements. While this approach might not generate substantial new revenues, the benefit is that the incremental increase in revenue generated Downtown will be spent Downtown, with the goal of making improvements that continue to expand the tax base (an economic development strategy).

e. Grants

Clearly, it will be necessary for the Town to pursue grants when possible to carry out this Plan. Grants will be necessary for economic development, capital improvements, park planning, design and improvement, transportation improvements and other matters to move this Plan forward. The Town should develop a specific list of actions to be carried out over the next 5-year to move this Plan forward. At the same time, it should find all of those grants that should be targeted every year. The Town Council should then appropriate matching funds annually in the General Fund to make sure the required local match will be available to leverage maximum grant dollars.

## 2. Public - Private Partnerships

Attracting new development can be a challenge. In an effort to do this, the Town must be prepared to organize public-private partnerships (PPP) for the benefit of the community. The Town does not have enough funds on its own to carry out the vision in this Plan. Therefore, it must **strategically target** partners and leverage their funds for mutual benefit.

The PPP intends to a “creative alliance” formed between the Town and private property owners/developers to achieve a common purpose. From the public perspective, a PPP can help the Town accomplish objectives that it cannot do on its own. Development projects build a better downtown by including community amenities such as plazas, fountains, improved streetscapes, attractive retail facades and ultimately increase in sales tax revenues that sustain services for the entire community. From the private sector perspective, a PPP can incentivize and help private property owners/developers produce the kind and quality

development that can meet the community's needs and help mitigate risks associated with project approvals, funding, and political barriers. PPPs can enable projects that would not otherwise be built or accelerate private investment timelines. In the future, the Town may engage other partners in this process. (For example, a BID or a Downtown Association, could one day be players in a successful PPP. A partnership does not mean there is only one private sector partner. To achieve success Downtown, it may require the participation of existing private property owners and one or more interested private real estate developers.) With all parties working together, these PPPs can help to minimize each party's risk and, by doing so, produce mutually beneficial improvements Downtown. This approach must be explored, particularly for catalyst developments.

It is likely that the Town will one-day need a part or full-time position, as lead, to promote and organize PPPs, engaging property owners and potential developers. Outreach and marketing to this stakeholder group by the Town will be necessary to build interest. The Town should not wait for someone to come knocking on its door. It must be proactive. This position will likely be needed to help build momentum towards a signature development, particularly in the West End Activity Center.

### **3. Capacity Building - Volunteerism and Ownership**

Capacity is a different type of partnership that refers to the ability of people in the community to effect change over an extended period. Successful downtowns are a reflection of the capacity of people and organizations that take action to improve the situation. The Downtown Alliance is a perfect example of volunteers striving to make things better. Going forward, Downtown needs a champion, well-positioned with proper resources, to coordinate events, actions, branding and marketing and fundraising. Equally important, the champion and volunteers must get the community to take notice and ownership of their Downtown.

It is recommended that the Town appoint or hire a staff person to aid this effort. This should be done soon. The person in this position must be capable of proactive leadership and must be action-oriented. This person must understand and be committed to advancing the vision and big ideas for Downtown. Relying solely on volunteers to do this will be difficult at best. Even with the best of intentions, volunteers do not completely focus on the many intertwined goals of this Plan - they are usually task-oriented. The staff person must help them focus, achieve and keep momentum.

### **4. Branding, Marketing and Public Awareness**

As noted in many places in this Plan, the Town must begin to create an effective branding identity for the community and its Downtown. If the Town desires to move forward with this idea, a branding leadership team is needed. To this end, the Town recently created a Community Branding and Marking Committee. The purpose of this committee is as follows:

- a. Develop and decide on the New Castle brand position.

- b. Develop a marketing/communications action plan using a “bang for the buck” targeting strategy and using the right technology to: a) promote better communication with and dissemination of information to residents to secure a higher level of local engagement in the community and Downtown and b) attract outside interest (i.e., visitors, people interested in New Castle as a place to live and those that might like to start or move their business) in both the community and its Downtown.
- c. Assign responsibilities and track successes and report to the community.
- d. Develop and recommend both annual funding needs and a 3 to 5-year communications strategy to the Town Council and carry out the approved strategy.

As noted above, the Branding and Marketing Committee is a volunteer group. It, too, should have the ongoing support of a staff person, which might be a Town employee or a hired consultant. It will need professional branding and marketing expertise periodically. The staff person and/or the consulting expertise must help the Marketing and Branding Team champion this cause. Marketing to the target groups and consistently pushing the New Castle brand will take more than a voluntary effort, though the backing of champion volunteers will be crucial.

Once established, the Town should consider an application to the Colorado Tourism Office marketing matching grant program. This grant program provides funding to not-for-profit organizations in the State of Colorado for the purpose of promoting the state or a region as a tourism destination.

## **5. Downtown / Community Improvement Coordinator**

The Town should consider a single point of contact for property owners and developers for any issue pertaining to business start-up, retention and expansion, real estate development and redevelopment, developer interaction and partnership structures, and other similar matters. This coordinator position, which could be incorporated into a current staff position or a new hire, should have a clear understating of the Downtown and community improvement plans and needs and help link all the pieces of the puzzle together, making it as easy as possible for a developer and property or business owner. It also should be the responsibility of the Coordinator to improve communication to strengthen and enhance the work taking place by existing groups and people and, when possible, recruit new participants into the effort.

## **6. Downtown / Community Coordination Meetings**

There are many dedicated groups working now to improve the community and Downtown. In some cases, these partners work together and, at other times, one group is unaware of what others are doing. It is recommended that **annually**, or on some approved schedule, there be a joint meeting(s) with all the players. This should be the opportunity for each

group or interested party to report on their efforts, coordinate with others performing related work, and become educated on the variety of activities occurring in the community and Downtown (everyone on the same page to the extent possible). Another focus of this effort should be to make sure action is taken, not simply groups holding meetings, to keep the enthusiasm and make sure the process moves forward with full community support.

## IMPLEMENTATION

The Downtown Plan, as a supplement to the 2009 Comprehensive Plan, is a guide for the Planning and Zoning Commission for use when considering development applications. In addition, it is a guide for proactive action by the Town and its associated agencies. The Town Council, Downtown Alliance, Chamber of Commerce, Town staff and any future civic organizations should use the Plan to initiate improvements. If the Plan is to have value, agencies and individuals must take responsibility for improvements within their purview. They should review the plan at least annually in order to chart their accomplishments and schedule next steps. The easier and less expensive recommendations can be implemented immediately. Long-term improvements should be prioritized and undertaken when funds (or grants) become available.

The early draft of this Downtown plan includes a very optimistic implementation schedule. That schedule has been moved to Appendix Three for reference. The implementation Schedule is valuable in the way it breaks down projects into manageable steps. It should be used as projects are undertaken.

## APPENDICES

The three items in this appendix were removed from the original draft of the Downtown Plan. There are contained here for reference.

### **Appendix One**

#### **LOCATION OF DOWNTOWN**

There are likely three general locations for Downtown New Castle. In general, those are: 1) Castle Valley Ranch, two options, among the existing and continuing-to-develop residential neighborhood, 2) a place

somewhere near U. S. Highway 6 and 24 and Castle Valley Boulevard or 3) its historical site. There are pros and cons with each of these locations. It is unlikely that New Castle, even with growth over the next 20-years, will support sizable commercial development in more than one of these areas as its downtown. Therefore, it will be necessary for the community to decide now where its downtown will be long-term, support that decision, and move forward aggressively with improving it in a way that will best support the Community Vision.



The three areas that might support the heart of the community are:

### **1. Middle of Castle Valley**

There are two general possibilities within Castle Valley. Option A is in the heart of the Castle Valley neighborhood. It is zoned for mixed-use development. The other option is closer to the Clubhouse Drive-Castle Valley Boulevard intersection, where the Castle Valley and Lakota neighborhoods meet. Putting aside the matters of zoning and possible entitlements, Option B has the advantage of less traffic and other impacts on the surrounding residential neighborhoods.

A town center concept in this vicinity might be something along the line of the Willet's Town Center near Basalt, mixed-use commercial development surrounded by residential land use. It would probably differ from the Willet's development in that it does not occupy a central place between Glenwood Springs and Aspen/Snowmass, a geographic area with a substantial population base. The Castle Valley draw would be more local and, as a result, the scale of development would likely be smaller.



*Willit's Town Center Development*

The Willit's commercial development benefits from high traffic volumes that flow through the mid-valley. There are now about 23,000 average vehicle trips passing Willits per day. The traffic volume will grow to more than 30,000 average vehicle trips per day over the next 20-years according to the Colorado Department of Transportation (CDOT). Even if all the traffic coming and going from Midland Avenue and Buford Road in New Castle passes through Castle Valley, rather than using the 7<sup>th</sup> and Main Street path, a commercial place in Castle Valley will never be supported by the level of traffic experienced at Willits.

The Willit's Town Center development took over 20-years to create its current form. City Market left Downtown Basalt as a competitive hedge against the Willit's development. Development started only after there was a significant developer concession to write-down a long-term lease to attract the first anchor store, that being Whole Foods. It became the linchpin stimulating the following commercial development. The high traffic flows between two of Colorado's significant tourist areas, Glenwood Springs and Aspen, are necessary to support the extensive hotel, restaurant and other development occurring now. It also is important to note that as this commercial development advanced, it did have an adverse effect on Downtown Basalt. Moreover, Willits created an identity that is separate from Downtown Basalt.



*Riverwalk Development – Edwards*

All things considered, it is unlikely that either Castle Valley Ranch site will support the level of commercial development now seen in the Willits development or the Riverwalk in Edwards, another project driven by hotel and grocery uses. Significant grocery, hotel and retail development would be difficult to do in Castle Valley. The amount of commercial square footage expected might be similar to that in the existing Downtown site, including several restaurants, niche retail, possibly neighborhood day care and community-serving office and service business opportunities. It might be supported by park and gathering space. A better example of the possible level of development might be the South Main Street mixed-use neighborhood in Buena Vista. However, the South Main Street project is

more of a neighborhood center and seems to work with the nearby downtown. Moreover, access to the South Main project requires, for all practical purposes, travel through Downtown Buena Vista.

A downtown scale of development at either place in Castle Valley would certainly be walkable and could offer a social and gathering center for those neighborhoods. It would likely be less walkable and accessible by Old Town residents and the long-term growth pattern expected east of town. Option A would likely pull commercial traffic into the existing Castle Valley residential neighborhood. It is likely that Option B would have less traffic impact, as commercial traffic would not get all the way into either the Castle Valley or Lakota residential neighborhoods. While the level of traffic experienced would be nowhere near the levels experienced at Willits or Edwards, there would be a long-term traffic impact, including infrastructure and building construction and future commercial trips.



*South Main Mixed-Use Development – Buena Vista*

Given that commercial development does not exist in this area and the existing residential base is relatively small, a downtown-style development will not be viable for some time. The infrastructure is required, all the related structures must be built and businesses attracted or relocated from other parts of New Castle. In all likelihood, this would cannibalize over-time some of the viable uses now located elsewhere in New Castle, including Downtown. If there is support for this type of development, the Town will likely need to reconsider its commitment, financial and otherwise, for current downtown improvement efforts.

It appears that Castle Valley and Lakota residents are not ready to accept downtown levels of traffic in the middle of their neighborhood. Many people report that they like the quiet and calm of the neighborhood that they bought. If this is a desirable place for a downtown-style development, Option B is the better location. There will be less traffic impact at this site. It is accessible as a social gathering place for the existing and growing Castle Valley and Lakota Canyon neighborhoods. A gather space can be existing here without the full impacts of a downtown scaled development. A smaller neighborhood activity center that serve only the surrounding residential uses can grow with the neighborhood, possibly focused on the school, neighborhood-serving day-care and small neighborhood-based walkable employment opportunities. Even the new sports park can help meet this neighborhood need without commercial development.

## **2. East Side – Highway 6 and 24 and Castle Valley Boulevard**

Another possibility for a future downtown-type of development might be a site near the Highway 6 and 24 – Castle Valley Boulevard intersection. There is already sizable

commercial development in that area, albeit in a suburban land use pattern, that might support this notion. More than likely, given the existing land use pattern, the social and gathering area (a future Downtown) can be placed east of the exiting shopping center.



*Highway 6 and 24 Downtown Concept*

While the above depiction represents only a rough concept, and there are many ways for this type of development to occur, it is clear that it has a number of benefits. A traditional downtown and neighborhood design, with a variety of lot and housing sizes and range of affordability, as recommended in the Comprehensive Community Plan, would be possible. It is likely that higher density and mixed-use could be easily integrated into this type of development, more so than in existing neighborhoods of Castle Valley and Lakota. Senior housing could be located within walking distance of downtown, park, entertainment and the grocery store and pharmacy. The main grocery (an anchor tenant) exists. There is a hotel nearby and more hotel and retail development is possible because of higher traffic volumes at the intersection and proximity to I-70. With proper design, the existing suburban-style shopping center can be integrated into a traditional neighborhood design, improving the pedestrian connections between the new neighborhood and both City Market and the New Castle Plaza.



A town square gathering space can be coordinated with the New Hope *Square Concept*

*Town*

Performance Center, to create a unique venue in the community. Pedestrian access to this new place from Castle Valley and Lakota Canyon Ranch is possible with proper design and planning.

Unlike a similar concept in Castle Valley, there are very few existing residential structures that would be affected by such a development - the planning, design and construction of commercial and residential uses could be fully coordinated. There is ample traffic and road infrastructure in this area to support a downtown-like commercial center. Moreover, to the extent that this concept generates more traffic, it will have very little impact on the existing



Castle Valley and Lakota Ranch neighborhoods. The existing peace and solitude of those neighborhoods would be preserved. In all likelihood, visiting to the community will find this place easily, something that may be more difficult for a place in Castle Valley or the current site. In general, this location can serve most of the key functions that a downtown must fulfill in the community – a place that provides the social life, connectivity and entertainment of the community for all ages.

While this site may make more sense than a site in Castle Valley, there are important issues to consider here. First, to create a true downtown setting, serving the type of role described above, the town hall, library, community center and post office would ideally be moved to this location. The community already has extensive investment in these facilities at their current location.

Second, there remain a substantial amount of unbuilt residential units in the Lakota and Castle Valley neighborhoods. It may not make sense for the Town to approve more residential units at this time in support of a new commercial center. Therefore, a project like this may take many years to bring to fruition. Will a developer take on the financial risk to pursue this long-range project?

Third, this level of commercial development would likely have a similar effect that the Willit's Town Center had in Downtown Basalt. Viable commercial uses, including some from Downtown, would move to the new center to say viable. Stimulating property redevelopment or improvements in the existing downtown area would likely become problematic. Certainly, a well-thought-out plan and investment strategy would be required to transition the current downtown into more of a residential neighborhood or a themed center heavily focused on its history. Even then, continued commercial success in the historical site might be difficult.

While there are other issues to consider, there is one significant issue, above all others, which the community should consider about this area. The "Big Idea," which has its foundation in the Comprehensive Community Plan, clearly points out that New Castle must pursue to make a **balanced and stable economy**. That means the community requires a place where business can locate and create jobs paying a living wage; where entrepreneurs can thrive. (The current median household income in New Castle is about \$67,000, meaning that tertiary types of retail with part-time or minimum wage jobs are not what New Castle will need in the future.) While some economic development might be incorporated into mixed-use residential neighborhoods, it is likely New Castle will need a practical spot to accommodate a business-park type of development.

This area is the logical place for new primary business development and primary job generators for the community. This is generally consistent with the Future Land Use Plan, adopted in 2009 with the Comprehensive Community Plan, which identifies this area as mixed-use with a commercial focus. The type of development best suited for this area might compare somewhat to that Mid-Valley Design Center or Airport Business Center near Aspen. This part of New Castle has very good proximity to the major transportation routes and facilities. It is also easily accessible for workers from the east and west, as well as centrally located for existing and future residents of New Castle.



*Mid-Valley Design Center Live-Work*



*Mid-Valley Design Center Commercial/Office*

### 3. Historic Location

As mentioned before, the historic site of Downtown New Castle developed 100-years ago under a different set of circumstances than exist today. There is significant history and heritage stories associated with this part of the community. Now, in 2017, there is already a significant amount of public and private investment there. The town hall, library (2013), post office and community center are all public investments made in recent years. The history museum is downtown. Given the size of Downtown, the amount of recent private investment should not be overlooked, including a new dental office and building renovation, Hogback Pizza and the improvement to its building, EAT restaurant, 2 Coronas, and Lazy Bear.

Unlike other locations, infrastructure and many of the buildings and support spaces are in place to support not only existing but also future development. Given that the pool of private and public funds available to support and enhance the heart of the community is not infinite, focusing on the existing center is the most feasible approach financially. Effort to start improving Downtown New Castle can start immediately, not some unknown time in the future.

For a variety of reasons pointed out in this assessment, the historic location of Downtown New Castle is suited to carry the banner of the “heart and soul’ of the community. It does not contain the limitations associated with sites in Castle Valley Ranch. While the place on the east side of town is well-suited for this purpose, it also must serve as the future primary employment center of the community. Further, while it may be possible to attempt to develop another area in the community to serve the downtown’s role, it is unlikely that those areas can connect the community’s past, present and future, which the historical site can accomplish.

While Downtown New Castle is now the heart of the community, it does suffer from a lack of action over the years. If the historical site is going to serve the community well in the future it will take investment and vision. While it is constrained by the Old Town residential development to the north and the railroad tracks to the south, creative planning can help it improve as a center for niche commercial, particularly when they support and build the community brand, and arts and cultural heritage activities. The current Downtown site is incumbered by what has been considered for some time an obstacle between the residential neighborhoods and Downtown, that being Mt. Medaris. This landform has for too-long been considered a detriment. Downtown and Mt. Medaris must be reimaged.

Downtown must deliver the social life, connections and entertainment of the community for all ages. It must be quaint, different from Willits or Downtown Glenwood, possibly more on the line of Downtown Carbondale or Basalt. Being different, **as long as it is quality**, it will be an attraction for both local residents and visitors to the area. Mt. Medaris, however, must be converted into a community and Downtown asset, one that helps activate Downtown New Castle. It now has a network of trails that encourage daily use. The creation of an accessible activity center on the top of the mountain will transform this feature into a real asset to Downtown and the community.

This preliminary assessment of the three possible locations for a commercial, social and cultural center of the community suggests that the historic site of Downtown, along West Main Street, is in the community's **best interest**, now and for the future. This assessment supports the community policy adopted in the 2009 Comprehensive Community Plan. At that time, 73% of the respondents in a community survey said that "development of the downtown core" needs a great amount of attention. About 69% prioritized the "retention of the historic downtown location" as the community and commercial core.

The adopted Comprehensive Community Plan on the current location of Downtown states:

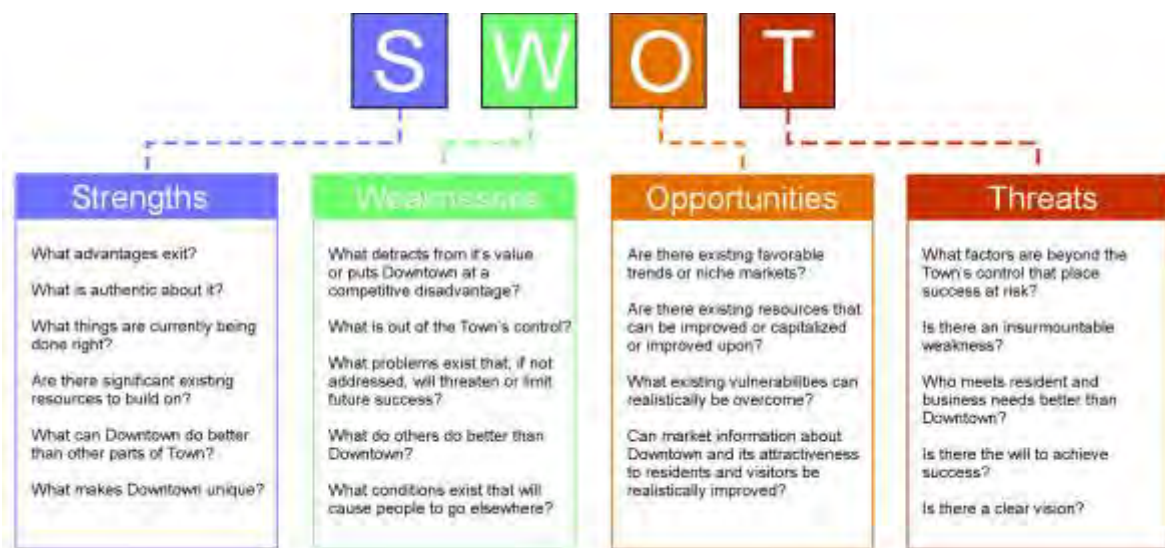
- In 2050, historic downtown New Castle retains its traditional architectural character and supports a variety of small businesses that employ residents and attract many visitors to town. Downtown remains the community focal point for events, parades and local government services including town hall, the post office, the library and the community center.
- New Castle desires to enhance its community sales tax revenues to pay for community service. Downtown New Castle is an important and historic community focal point and must be supported as a key part of the community's economic base.
- The historic downtown gives New Castle a sense of "place," recognized by the community as an important asset.
- The Town will continue to protect and enhance the historic downtown and keep it as a community focal point.

Having said this, it does not mean that the current location of the downtown is perfect for this purpose. While there is a foundation to build on, there are obstacles to overcome. It will take **imagination, commitment and a concerted effort**, more than the effort and attention given to it in the past. To move the community forward to an exciting future, this Plan continues to support the current (historic) site of Downtown for this important role. While there are areas in the community that serve as locations for residential development and for job creation and new business, the historic site of **Downtown should stand alone as the "heart" of the community**. This needs to be community policy. If this does not happen, or if this policy is not fully supported, there will be disruption and real costs to the community caused by future decisions to relocate Downtown functions and businesses to another site within the community. Spending more public and private dollars to create a new heart in the future will be a waste of money that New Castle cannot afford.

The New Castle Planning and Zoning Commission and Town Council both recognize and support strengthening Downtown in its historic location and ensuring that future development in the community does not detract from this goal. Moreover, they recognize that the goals of this Plan will take time and, even then, they will be realized only if there are well-planned actions and sustained leadership.

## Appendix Two

The Strength, Weakness, Opportunity and Threat (SWOT) Assessment intends identify and evaluate those internal and external factors, both favorable and unfavorable, that affect Downtown New Castle’s ability, in its current/historical place, to fulfill its role in the “Big Idea,” something necessary for the entire community. This analysis must be used to: a) identify Downtown’s [competitive advantages](#), building on strengths and taking advantage of new opportunities, b) pinpoint barriers or limitations that adversely affect or limit success, and c) explore possible solutions to problems. An important goal must be to establish tactics for converting weaknesses or threats, to the extent possible, into strengths and opportunities. This SWOT analysis is not a strategic plan. Rather, from it will come a series of strategies and recommendations that will form the action plan for improving Downtown New Castle.



Members of the Planning and Zoning Commission offered input on the current strengths and weaknesses of Downtown, noted opportunities that the Town can pursue to advance Downtown and identified some threats that could cause Downtown New Castle to fall short of its desired potential.

### A. STRENGTHS

#### 1. Incredible History and Heritage

There are some fine architectural examples of the late 1800s and early 1900s building architecture. Several of these buildings continue to have historical significance, while others have been substantially altered over time. Immediately north of Downtown is the historic Old Town neighborhood that reflects a mining-era residential development, also with a number of homes characteristic of the community's early railroad and mining history. This sense of history is unique to this part of the community and cannot be realized elsewhere in New Castle.

Heritage tourism attraction, built around this history, can have a positive economic effect on the community and help to build its branding and marketing story. Heritage tourism is, as defined by the [National Trust for Historic Preservation](#), "traveling to experience the places, artifacts and activities that genuinely represent the stories of the past, including stories about people, culture, history and natural resources." New Castle can excel in this area. There are few



communities in the area that make a strong presentation of their story. New Castle has started this effort, with display boards along Main Street (Museum on the Street). The New Castle Historical Museum is Downtown, just a few steps from Main Street. (Unfortunately, there is very little information to direct people to the museum.) When presented properly, the town's history can be a strong attraction and one of the fundamental building-block of a growth and development strategy. Any growth or changes in the community that erodes this key element of the community is not be appropriate.

## 2. Small Intimate Town Character

New Castle is home to about 4,700 people and retains the charm of a small town. There is a sense of comfort. People know and help each other. Downtown also symbolizes this small-town friendly attitude. When a person walks into a store it is not long before business owner knows their name. This is a major selling point, both about the community and Downtown. It must be a focus in the revitalization strategy. This attitude can be presented to each visitor and customer whenever contact is made in the Downtown area. That will make an impression.

## 3. Walkability

Downtown is a walkable experience — one that will ultimately sell Downtown to locals and visitors alike. Stores and existing and future amenities are concentrated in a relatively confined area. People tend to walk up to one-half mile for shopping and similar

experiences. Downtown fits well within this range. Excellent systems of sidewalks and features exist to accommodate people of all ages and abilities. The Main Street streetscape has been substantially upgraded, involving significant community investment that sets the stage for further improvement and interest in Downtown. Downtown also is accessible from the immediately adjacent Old Town neighborhood. However, it is important to understand that the ability to walk from place to place is not enough for success. The pedestrian environment must be animated and lively, filled with shops, restaurants, and engaging activities that capture people's attention and interest.

#### **4. Established Businesses**

There are already a number of good businesses Downtown, particularly restaurants and bars and service commercial. In 2018 these include:

a. Restaurants and bars (6)

As of December 2018 there are six Restaurants and Bars in Downtown

b. Service Commercial

- Dentist
- Hair Salons
- Accounting Office
- Taxidermy Shop
- Real Estate Sales
- Martial Arts Studio
- Architectural Office
- Auto Repair

c. Retail

- Thrift Shop
- Liquor Store
- Floral Shop
- Dress Shop
- General Market
- Furniture Restoration and sale
- Beauty Supplies

Additionally, there other business already located elsewhere in New Castle that could be a strong contributor if recruited to a Downtown location.

#### **5. Public Facilities**

The town hall, library, community center and post office are Downtown. Each facility is relatively new, with the library being substantially upgraded in 2013. Each of these facilities has enough capacity to serve the community for many years. Each facility serves as a draw Downtown.

#### **6. Events and Activities**

There are many special events hosted Downtown throughout the year, with a particular concentration of these events occurring during the summer months. While events occur in various locations in the community, most occur Downtown. The fact that there are so many interesting events adds vitality to Downtown. It is important that this continues in the future. However, do these events attract a significant part of the local population? Can they be made attractive to, and known by, a broader population base in a way that contributes to the economic success of Downtown?

The New Hope Church has the potential to bring new art and cultural events to the community. As the performance center grows in use, it too can have a positive impact on Downtown. However, this will take work and coordination. The Town should work with New Hope to make sure that the facility is used to its full potential that is acceptable to New Hope. This will need organization, scheduling and marketing. To benefit Downtown, the Town must work with Downtown businesses, gain their cooperation, and leverage activity at the performance center and elsewhere in the community into spinoff activity, events and added business Downtown.

## **7. Outdoor Hangout Atmosphere**

There is already quality sidewalk infrastructure to stroll Downtown. Numerous buildings already line the sidewalks on both sides of Main Street. While there are concerns about the level and type of occupancy of property and buildings at this time, there is a good foundation in place for a vibrant outdoor atmosphere. Furthermore, Burning Mountain Park, Ritter Plaza and, in the future, Liberty Park offers significant public gathering spaces on which to build. Many of the ingredients are in place for a future vibrant Downtown.

## **B. WEAKNESS**

### **1. Incongruous Land Use**

Today, there are eight single-family residential dwellings, including three mobile homes, and three vacant lots in key locations where commercial activity is needed. This is problematic. Ground floor residential dwellings take away from the commercial, gathering and entertainment experience. Too many of these uses diminish people's experience. They will not return if their perception or experience is poor.

In spite of significant recent improvements, there are still some downtown properties that need clean-up or screening.

### **2. Inconsistent Architecture**

Historic building materials and designs typically included wood, brick and native stone, with larger repetitive display windows on the ground floor of buildings. As originally constructed, two-story structures often contained above-ground guest decks, supported by posts, that covered the sidewalk below. A number of buildings contained shed roofs on posts, also

creating a sidewalk cover. False facades were common on pitched roof structures, allowing for dramatic commercial effect. Older two-story buildings usually contained a strong cornice feature.



**Typical Architectural Design of the Early 1900s**



**False Front - Historical Wood and Brick and Stone Design - Victorian Era**

Today, there are new architectural styles that do not match the historical character. While slavish conformity with 1890's architectural style is not desired, new construction and remodeling should fit seamlessly with existing buildings.

### **3. Inconsistent Zoning Practices**

Section 17.36.030 of the Town zoning regulations state:

The Town's goals within the C-1 district is to retain historical characteristics of the downtown business area by preserving existing structures constructed prior to the year 1930. Remodeling and construction are encouraged to reflect the goals of the zone district; to enhance the town's attraction to residents, tourists, and visitors; to serve as a support and stimulus to business and industry; to reflect a pedestrian orientation; and to enhance property values.

These goals have not been consistently applied and, indeed, are not clear enough. The C-1 zoning codes need to be reviewed and updated;

Most commonly, zoning regulations allow only those uses defined as "permitted" in the zone district. Conditional or special review uses are typically "specified" uses that can advance the purpose of the zone district (in this case the C-1 downtown zone district)



under certain circumstances. In general, they are allowed only after a proper review and conditions of approval established to make sure that they will, in fact, advance the objectives of the zone district. A permit is needed from the governing authority specifying conditions that the use must adhere to make sure it is in the best interest of the zoned area. There is no reason to list non-permitted uses in a code.

The permitted and conditional use lists and conditional use criteria have not been evaluated since the Comprehensive Plan was adopted. It seems that the current zoning regulations are not consistent with the desired direction of the community and this Plan and they must be brought into alignment as soon as possible.

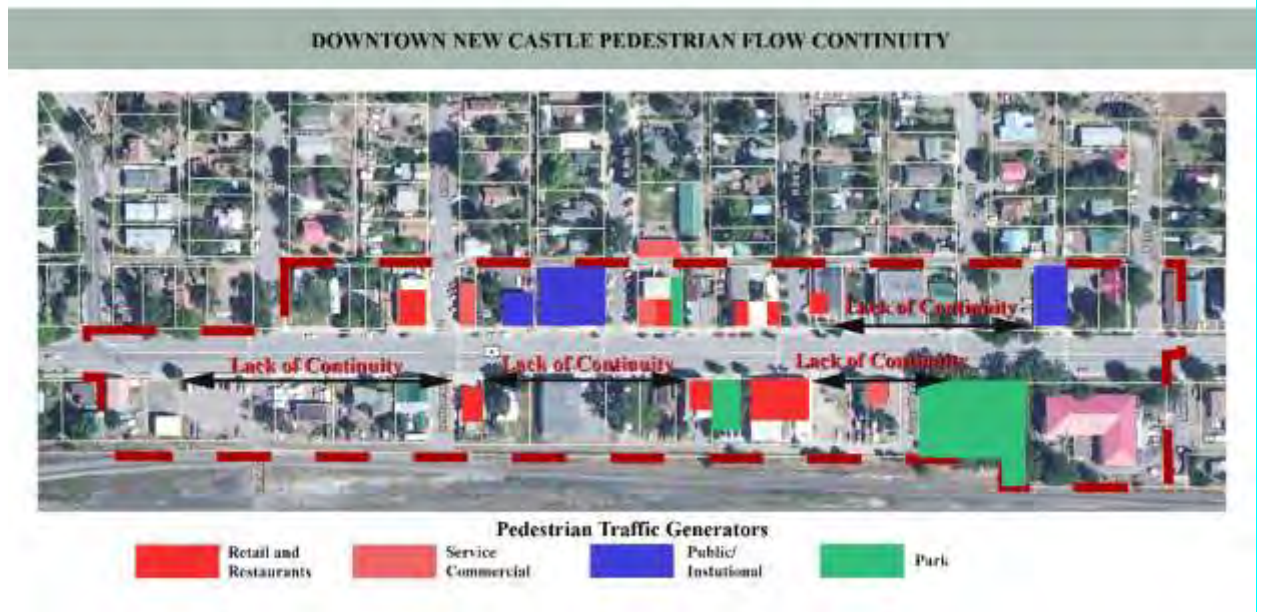
#### **4. Lack of Critical Mass, Underutilization and Need for Rehabilitation**

Currently there are periodic events and activities Downtown, primarily in Burning Mountain Park. The larger crowds are about 200 people. Occasionally, several businesses offer weekend entertainment. It appears that many residents do not know about Downtown events and activities. With respect to building space, some of the existing store space is simply underutilized, lacking uses that are open before 8:00 AM or after 5:00 PM when residents return from working elsewhere, or on the weekend. All things considered, there is not enough life/activity Downtown.

There is an interesting quandary that needs to be solved Downtown. First, while there is an existing mix of commercial businesses, that mix, particularly with respect to the retail sector, is not strong enough to attract significant numbers of people/shoppers routinely and generate return shopper interest. On the other hand, without sufficient numbers of people, there is not enough customer base to support interesting and niche retail uses.

Due to the number of factors, including vacant lots, lots used for inappropriate uses (e.g., single family dwellings), underutilized commercial space, and inappropriate building design that adds little or no interest for the pedestrian, there is a problem with pedestrian flow along Main Street. If, functionally, Downtown is compared to a shopping center, complete with anchor stores and inline retail creating a link between anchors, Downtown is lacking strong anchors on either end of Main Street. It also is missing some of the connective tissue (inline stores) that promote the flow of pedestrians over the entire course of Main Street. Without strong connections from one end of Main Street to the other and without a strong attraction at each end, many pedestrians will not walk the length of Main Street Downtown. People reach a gap in the experience and return in the direction from which they came. Such gaps also produce poor perceptions.

Most of the commercial land use Downtown is in the form of a service commercial uses and restaurants and bars. Niche retail is lacking. The absence of such retail is one of the reasons pedestrian flow is lacking. There is not enough shopping to cause pedestrian to investigate Main Street from one end to the other. This is a problem must be addressed in a redevelopment and improvement strategy.



## 5. Visibility/Curb Appeal/Image From I-70 is an Eyesore

This issue is raised by many in the community. The view of the New Castle from the I-70 corridor often amounts to people's first and sometimes only impression of the community. There are extensive areas of unkempt and sluffing hillsides, deteriorating fences, property owner/tenant junk and debris, vehicles and dumpsters visible from the I-70 corridor, and Town-owned buildings painted colors that clash with the surrounding environment. One property includes large private advertising signs on the side of a building that, if done properly, could be a community amenity. Now, it is comparable to billboard advertising for private business.

Unfortunately, this problem affects more than just Downtown. Failure to solve it will negatively affect Downtown and the community. Much of this problem occurs on private property. The solution will need public involvement and capital for improvements, resident cooperation and regulatory enforcement (which is sometimes unpopular).



*Hillside cuts and scars*



*Public buildings colors contrasting to vegetation and little visual screening*

## **6. Lack of Retail Draw Downtown**

Many of New Castle’s residents now leave the community each day for work. Leaving or returning, many residents make convenient shopping stops at businesses or the bank in the New Castle Plaza. For various reasons, too few residents of Castle Valley Ranch and Lakota Canyon Ranch visit Downtown regularly. As noted above, a critical mass necessary to support retail shopping and entertainment destination does not exist Downtown. There are not enough suitable evening or weekend events. Events for the sake of events is not the goal. Events that promote and build the community brand and significant events that are known and attractive to many residents should be the goal. For a variety of reasons, then, the demand for new shopping and other amenities Downtown is probably not supportable until the Town begins to deal effectively with this problem.

It seems that today, the New Castle Plaza serves as the de facto downtown of the community. However, by the very nature of the shopping plaza, it cannot fill the “heart” function that a successful community needs.

## **7. Lack of Downtown Identity and Direction at U.S. Highway 6 And 24 and Castle Valley Boulevard**

Downtown is not on the direct path of many residents coming and going in the community. The main traffic intersection is about one-mile from Downtown. At this intersection, which is the primary entrance to the community, there is no indication that there is in fact a downtown. Until recently, there was a small sign on the north side of the intersection, although it was not effective or visible. Residents and visitors alike were not aware of the directional sign. Furthermore, the view of it was often blocked by garage sale and other similar signs. There is no Downtown directional signage at the intersection now.



*Ineffective Entryway Sign for visibility and no connection to town brand*

## 9. Lack of Branding and Marketing Presence

There is a lack of knowledge and understanding about Downtown. Too often, it seems that residents are not fully aware of what is available or happening Downtown. When visitors arrive, they are not given good information about Downtown or the community as a whole. There is very little public information – what to do in New Castle – at U.S. Highway 6 and 24 and Castle Valley Boulevard, the community’s primary access intersection. Furthermore, it appears that too few people residing in nearby communities are aware of Downtown New Castle. The few that do visit Downtown are usually “surprised” at how good the restaurants are and that it is a nice place.

The Town of New Castle hired Hill Aevium Marketing to complete a branding and marketing plan for the community in 2016. What is a community branding and marketing plan? A community brand is something that distinguishes or differentiates New Castle and its downtown from other nearby, regional and state-wide communities. Why should somebody want to visit Downtown New Castle; why should they want to return? If New Castle wants to attract new business investment, real estate developers, and new and returning customers Downtown, it must get potential “customers” to know about it, be moved by it and then want to experience it. It must take steps to advance that brand through public relations and marketing. As Downtown improves, a marketing effort will tell its potential customers (residents and visitors) and advance its position in the eyes of those customers. Once Downtown does this, customers will not only come Downtown, they will return.

Follow through and more funding is needed to advance this effort. Moreover, there must be local people (champions) that are committed to the idea, are enthusiastic and will carry it forward. The Town of New Castle, with a limited staff size now, cannot be expected to do it all and citizen volunteers and paid staff to this cause will likely be required in the future. To this end, the town recently appointed a citizen Branding and Marketing Committee, which will need support and resources to carry out this important task.

## 9. Lack of a Strong Gathering Place

It was noted above that there is some hangout atmosphere Downtown in restaurants and taverns. Burning Mountain Park is a place for events and activities, as is the community center. In 2017, there will be about 20 events in this park or nearby in Downtown, with the larger events typically attended by about 200 people.

As a society, we are moving into an age of “third places.” The first place is the home, the second place is work, and the third is place is where we go to hang out and connect with other people. (For example, Starbucks has built its entire operation on being a “third place.”) New Castle must offer this same sense of connection and gathering Downtown and it must be attractive to all age groups. It needs to create dependable and recognizable activities and events, known to many, and attractive to a broad segment of the community.

## **10. Railroad**

Some people have listened for years to the train horn at all hours of the day. Many become accustomed to the sound the train makes as it passes through the uncontrolled public road crossing at Kamm Avenue. The fact that it is an uncontrolled, public road crossing may be the only reason for the disturbance of the horn. There are very few vehicle or pedestrian trips through this intersection, as it provides access to the Town’s Wastewater Treatment Facility. While it is not known for sure, an assessment is needed to determine what impact this disruption has on potential residential development Downtown. If it proves to be a concern, the Town needs to find a cost-efficient way to control this intersection to end the need for the train horn, particularly during the nighttime hours when there is no need to cross the railroad at this intersection, other than in emergencies with the wastewater system.

## **11. Disconnection from The Community**

Downtown core is disconnected from the rest of the community. As noted before, Downtown is off the main travel way in the community, that being 1-70 to Castle Valley Boulevard. Downtown is not easily accessible, particularly by pedestrians, from the community’s largest residential neighborhoods. Mt. Medaris is clearly a barrier now. There is one trail from Castle Valley Boulevard, connecting Hot Shot Park and South Wildhorse Drive with C Avenue immediately east of Downtown. While this helps, the trail has steep sections. For some, the trail grade is not a problem. However, it is problematic for many, particularly those in the younger or older age ranges. Keep in mind that growth in Garfield County over the next 15-years will include many of those moving into retirement ages. Moreover, the trail is only useful during daylight hours.

As Downtown improves, connectivity with the community will become increasingly important. The Town must find a way to connect its neighborhoods with Downtown. Options that will get people to Downtown without overloading the available parking must be carried out.

## **12. Lack of formal organization or meaningful capital improvement plan/financial mechanisms**

The Town’s annual operating revenue is enough to meet the basic operating needs of the community. Unfortunately, it is not enough to allow the Town the luxury of pursuing a larger community investment strategy, including all the action steps that will be necessary to improve Downtown. The community needs economic development to increase the revenue so the Town Council can carry out a community investment strategy.

For example, shopping centers of the 1960s, 70s, 80s, and 90s and now successful Downtowns (e.g., the Denver Partnership) offer many benefits to retailers, including planned marketing, maintenance, recruitment of businesses and managed redevelopment and improvement strategies. For the most part, these are absent or limited Downtown New Castle. The Town has constructed streetscape improvements and does basic maintenance of streets, sidewalks and alleys. Citizen volunteers (Downtown Alliance) are trying to make improvements. However, it is difficult for volunteers, without proper financial resources and full-time staff help, to make significant and sustained improvements like those needed Downtown. For success, there partnerships must be created. Community involvement is needed. Proper resources (human and financial) must be aimed at the improvement and sustained success of Downtown.

#### 14. Parking is Problematic

The number of publicly owned parking spaces on Main Street between the Post Office and 6<sup>th</sup> Street is 86 spaces. This is not a large number of spaces for a successful downtown. Today, there are only a few instances when this number of parking spaces is insufficient. It is more than enough most of the time for the current uses Downtown. In the future, as use improves Downtown, the amount of parking may be inadequate.

The following analysis of parking available in 2018 is limited to Main Street. Note that there is additional parking available on side streets.

##### Current Number of Spaces – 2nd Street to 6th/Kamm

North Side	29 Spaces
South Side	26 Spaces
Community Center Lot	<u>13 Spaces</u>
TOTAL	68 Spaces

Downtown needs both a short and long-term parking improvement plan. The short-term plan must address the need to stimulate commercial and residential development and the conflicting parking regulations in the Town’s Code. Eventually, the number of parking spaces must expand as the amount of commercial and residential tenant floor area increases.

It is difficult to increase the number of parking space along Main Street today. The State of Colorado owns the right-of-way and CDOT controls the maintenance and use of the street, including parking. CDOT’s policy is to keep parallel parking. Before CDOT will alter this policy to allow an increase in the number of parking spaces, the Town must accept the

maintenance and improvement responsibility for the street, including the financial obligation.

The Town is not in the position to accept this responsibility. Increases in the Town's revenue through economic development and tax base expansion or other means is needed before this can happen. With more revenue, the Town might be in a position someday to accept this responsibility. The Town will likely want to arrange for CDOT to repair the bridge at the west end of Main Street and complete the installation of a roundabout at the U.S. Highway 6 and 24 – Castle Valley Boulevard before taking this step. (The roundabout is not schedule for construction 2019 or 2020 as part of a larger Exit 105 interchange improvement plan.) Once the Town begins to experience sustained revenue increases, it will be able to take on Main Street maintenance, allowing it to carry out a long-term parking plan that increases the number of public parking spaces Downtown.

## **C. OPPORTUNITIES**

### **1. Cultural Heritage**

Successful revitalization themes should be a reflection of the unique character of the local market and it must be engaging and it must be presented in the best possible light. This is one of the potential strengths of New Castle and it can be developed and symbolized Downtown. New Castle must take advantage of its cultural heritage. The Town can engage History Colorado and other organizations to identify the best examples of heritage tourism presentations and learn how it can be done in New Castle.

### **2. Appropriate Commercial and Support Mix Downtown**

The specialty or niche retail store trend argues for greater attention to downtown area design issues such as building appearance and pedestrian environments.

Specialty retail stores often act as strong anchors, particularly in smaller communities, and especially when they target specific audiences. In enhanced downtowns, no longer are department stores or other large retail businesses essential. Instead, non-traditional anchors are effectively drawing new patrons. These include uses such as movie theaters, the arts and music, art galleries, brew pubs, coffee houses, museums, community theaters, community and recreation centers, community colleges, farmers' markets, and specialty businesses. What Downtown New Castle can offer that a traditional shopping mall cannot is the "environment and experience."

### **3. Mixed-Use and Lifestyle Potential**

Downtown living can offer unique amenities and lifestyle choices. One of the values of this lifestyle option is it expands the market that is within walking distance of Downtown businesses.

Several national and local trends point to increasing opportunities for Downtown housing. The number of households potentially interested in downtown residences is growing as more young professionals are waiting to start families and older age groups are looking to downsize their housing.— Given the convenience of so many activities and amenities, the lifestyle option may become more significant as the costs associated with transportation increase.

There are opportunities for second and third story residential use in new construction and redevelopment Downtown. There may be significant redevelopment potential and opportunities for other housing types such as accessory dwellings. Additionally, creating opportunities to transition to a higher density redevelopment into the immediate edge of the Old Town neighborhood might be considered.

Identifying vacant and underutilized properties and actively promoting their redevelopment might encourage developers to tackle more complex projects. The public sector's role is to promote an environment in which in-fill housing and redevelopment can flourish. The Town can create such an environment through political support, initiating regulatory changes, promoting partnerships when right and providing economic incentives and leadership. Improvement Downtown must rely on the funds and ability of the private sector to develop, own and maintain mixed-use housing. Creative solutions and cooperative efforts by developers, lenders, and Town officials will be necessary to offset the extra constraints of developing downtown housing, but the right efforts can result in a vibrant downtown area.

#### **4. Reserve of Local Artists, Writers, and Business Owners/Executives to Draw Expertise**

The community has local artists, writers, business resources and executives that might have time and capacity to help develop the amenities and programs that together will create the environment and experience necessary for success Downtown. The value of local expertise cannot be overstated. Art in public places, music and concert series downtown, galleries and storytelling events, fairs and markets must be developed to the extent possible and within reason. Local business executives can be consulted about the needs of the business community and specific actions that could be taken to attract businesses Downtown. A number of the community's residents own or run business in nearby communities. Tapping into this group of people to find businesses that might be interested in relocating to New Castle is one of the first steps in an economic development plan - the "low hanging fruit." The expertise of all these people must be pulled together through task force work aimed at developing specific solutions and programs. Engaging these locals also creates interest and commitment to success and builds social capital.

#### **5. Stronger Social and Entertainment Center**



It is possible to attract more residents Downtown by improving gathering spaces. Once they are there, it is likely that those people will come to understand and support businesses there. It also might be possible to increase or improve local events that attract people from outside the community. Events based around a well-crafted and marketed community brand are needed (e.g., Mountain Bike Festival and festivals based around a recreation theme and a recreation-oriented brand). Burning Mountain Park is a sizable space. However, there are features of the park and its surroundings that limit its usability. It might be possible to expand the park and redesign it to increase the use and benefits to Downtown.

## **6. Opportunity for Pop-Up/Incubator Entrepreneurs, Entertainers and Businesses**

New Castle can build on its strength and overcome some of the weakness of Downtown by recruiting and nurturing start-up businesses, including business ventures in a formative phase that are not ready for more expensive rents in other nearby communities. Some of these might be users of office space. Others might be seedling retailers who could eventually grow into larger spaces. Others might be successful businesses now operating in Glenwood Springs or in the Roaring Fork Valley that would like a small presence elsewhere, provided it is low cost and easy to maintain. The Town might offer incentives to attract these businesses, or even offer inexpensive space to operate. The Town also might consider the idea of pop-up venues for entertainment if they advance the overall goal of bring life and vitality Downtown.

Today, some pop-up stores run without paid personnel. They are regularly stocked and customers enter with the swipe of a credit card and make purchase from the stocked items. There are opportunities to work with solid businesses throughout the area that would like to have a pop-up outlet, staffed or unstaffed, in New Castle. There are opportunities to add on-line shopping into an exciting entertainment and cultural activity center or to take advantage of cooperative retail arrangements that bring together small retails throughout the area under one roof Downtown.

Some existing structures in downtown can be adapted to offer smaller merchant spaces within a building. In other cases, the Town can allow and promote pop-up space outside of existing buildings in a cost-effective manner. This approach can help until a commercial market matures Downtown, thereby prompting permanent redevelopment solutions. The idea would be to help small businesses get a foothold and grow Downtown. As they mature, they become future tenants for new redevelopment projects, which want established tenants.

Of course the use of pop-up structures has the potential of being inconsistent with the historic nature of Main Street. A change in Zoning to allow pop-ups must be approached with care.

## **7. Long-Term Parking**

Normally, limited parking is problematic because it is costly to expand the number of parking spaces in a downtown area. However, this is not the case in New Castle. The Town is not able to change this parking arrangement until such time as it agrees to take over management responsibilities for the roadway. If and when the Town decides to do this, it would be simple and low-cost for the Town to alter the current parking arrangement. By switching the parallel parking on only one side of the street to a diagonal parking arrangement the Town can increase the number of public parking spaces on Main Street between the Post Office and 6<sup>th</sup> Street from 68 to 109. This is a 60% increase in the number of parking spaces long-term at very little cost.

Changes are also possible on several side streets Downtown. For example:

Kamm	40' R-O-W allows 2 parallel parking lanes and two 9' travel lanes; one 5-foot sidewalk
	40' R-O-W allows 1 diagonal and one parallel parking lane and two 8' drive lanes; narrow but workable; no sidewalk.
Vandeventer	50' R-O-W allows 1 diagonal and one parallel parking lane and two 10-foot driving lanes' one 5-foot sidewalk.

## 8. Mt. Medaris

For some time, Mt. Medaris has been an obstacle and a barrier to the success of the community. This will have to change. As the community desires responsible growth and improvement, it must decide what it can do with this prominent feature. Either it can continue to be a detriment and a barrier to the community or the community will have to look at this feature in a whole new light, where it becomes a community asset. The Town Council, at its 2017 retreat, stated that "Mt. Medaris must be activated as a gathering place for the benefit of Downtown and the community."

## 9. Town Trail System -

Continue efforts to improve the Town's network of Trails as well as the associated Trail events.

## 10. Provide allowances for small infill homes in the R-1 Zoning District.

## 11. Carefully planned signage can help people find downtown and other New Castle assets.

# D. THREATS

## 1. Unwilling to Accept Change

Attempts to hold on to the "old" quiet small-town image also will be problematic. The community is going to change and it is going to grow. Progress is hindered when there is an

unwillingness to accept the realities of growth or the kind of change that will be necessary to achieve a successful Downtown and community. It is not a question of growth versus no growth. As pointed out above, growth and development and a corresponding increase in the community tax base is needed. However, success is achieved when it is guided/directed and consistent with the community's vision and desires.

## 2. Failure to Support the Role of Downtown

The purpose of Downtown must be well-defined. It must differ and stay a special place within the community, while also recognizing that other mixed-use areas do exist throughout Town.

## 3. Lack of Appropriate Economic Development Community-Wide

The lack of economic development that leads to sustained increases in public revenues to support a comprehensive community investment strategy, including implementing the needed actions to improve/strengthen Downtown, will be problematic. Investment and improvements are not only necessary Downtown, by there must be a community development strategy that promotes appropriate types and amounts of commercial and industrial development elsewhere in New Castle so the Town Council can, someday, advance a comprehensive community investment and improvement strategy for the benefit of the community.

## Appendix Three

# IMPLEMENTATION

This implementation schedule aims to give the Town a starting point for moving forward. It should first be viewed as an **organizational tool**. It aims to sequence the various implementation tasks in a common-sense, prompt and cost-effective ways to improve Downtown. It also assigns responsibilities for completing those tasks. In reality, it will likely take more time than outlined here to complete the many tasks identified to carry out the Plan due to resource limitations and other factors, sometimes beyond the control of the Town. The Town may find that opportunities and priorities change over time, necessitating changes in task implementation schedule. The periodic status and progress review set out in this implementation schedule is intended to allow for and accommodate just this sort of flexibility. Therefore, the Town should not be tied to adhering to this timeline. However, it should be committed to continuous forward movement. Second, then, this implementation schedule should be used routinely by all parties, including the Town Council, as a **tool to monitor and evaluate progress, make sure follow through on assigned responsibilities happens and that the objectives of the Plan are accomplished and momentum does not diminish**.

TASK	Action YR	Responsible
<b>Plan Review and Update</b>		
1. Adopt Downtown Improvement and Action Plan	<del>2018</del>	TP / PC / TC
2. Biennial review and status report on Plan	<del>2020</del> 2021	TP / PC / TC
3. 2nd Biennial review and status report on Plan	<del>2022</del> 2022	TP / PC / TC
4. Comprehensive review of the Downtown Improvement Plan	<del>2024</del> 2025	TP / PC / TC
<b>Organization</b>		
1. Determine the feasibility and interest in a Membership Association	2019	DIC / TA / TC
2. Create a non-profit association if interest	2019	DIC / TA / TC
3. Determine the feasibility and interest in a Business Improvement District	2019-2020	DIC / TA / TC
4. Create a BID if interest	2020-2021	DIC / TA / TC
5. Appoint or hire an improvement coordinator (IC)	2018-2019	TA / TC
6. Communication with Downtown property owners and business	2018 - 2023	TP / DIC
<b>Land Use Policy</b>		
1. Amend Zoning Regulations to incorporate new land use policy	2018	TP / PC / TC
<b>Zoning Regulations Amendments</b>		
1. Amend Zone District purpose and intent	2018	TP / PC / TC
2. Conduct an audit of permitted and conditional uses to endure consistency with new district purpose and intent	2019	TP / PC / TC
3. Downtown height limit	2018	TP / PC / TC
4. Downtown residential parking requirements and mitigation	2018	TP / PC / TC
5. Downtown short-term accommodations	2018	TP / PC / TC
6. Downtown Permitted and conditional uses	2018	TP / PC / TC
7. Eliminate prohibited use lists	2018	TP / PC / TC
8. Amend non-conforming use damage and discontinuance provisions	2018	TP / PC / TC
9. Clarify and improve conditional use approval criteria	2018	TP / PC / TC
10. Distinguish between signs and public art, murals, interpretative displays and public information banners	2018	TP / PC / TC
11. C- 1 architectural design and building appearance	2018	TP / PC / TC
12. Ground floor residential dwellings	2018	TP / PC / TC
13. Old Town accessory dwelling unit	2019	TP / PC / TC
<b>Regulatory Enforcement and Clean up</b>		

1. Storage of materials within a building or obscured by a fence of at least 6-feet in height	2018	TP / TC
2. Storage areas shall be restricted to the rear twenty-five (25) feet of a lot	2018	TP / TC
3. Debris removal and stored vehicles	2018	TP / TC
4. Non-conforming off-premises signs	2018	TP / TC
5. Dilapidated fences	2018	TP / TC

### I-70 Corridor Visual Improvement

1. Town budget for community and I-70 corridor clean up	2018-2022	IC / DIC / TA / TC
2. Clean up day	2018	IC / DIC / TA / TC
3. Budget for screening fence	2019	IC / DIC / TA / TC
4. Construct fence along south alley	2019	PW
5. Meet with owners for access and improvement approval	2018	IC / DIC / TA / TC
6. Construct iconic identifier for Downtown	2024	IC / DIC / TA / TC
7. Develop capital improvement plan for visual improvement	2018	IC / PW / TC
8. Construct slope, revegetation, forestry and fencing improvements in corridor	2019 - 2023	PW / TC
9. Screen / fence impound area at the wastewater treatment facility	2019-2023	PW
10. Paint Town wastewater treatment buildings	2024-2025	PW

### Burning Mountain Park Design

1. Remove the gazebo and construct temporary performance stage	2018	PW
2. Town budget for matching planning grant funds	2019	IC / TA / TC
3. Make Planning Grant Application to GOCO	2019	IC
4. Contract for short and long-term park improvement plan	2019	IC / TC / DIC
5. Approve master plan and improvement schedule	2019	PC / TC / DIC
6. Long-term lease of acquisition of 2 Coronas parking lot		TA / TC
7. Incorporate Jasper Ward Avenue into park	2020	PW / TC
8. Town budget for matching construction grant	2019	IC / TA / TC
9. Make Construction Grant Application to GOCO	2019	IC
10. Initiate Phase 1 improvements	2020-2021	PW / TC
11. Initiate Long-Term Improvements	TBD	PW / TC

### Wayfinding Sign Plan Implementation

1. Gain concept approval of sign plan by CDOT	2018	TP
2. Construct and install Phase 1 gateway directional sign at main entry	2018	PW
3. Budget other gateway and in-town navigation signs	2019	IC / TA / TC

4. Construct and install Phase 1 other gateway and in-town navigation signs	2019	PW
5. Budget Secondary Navigation Signs	2020	IC / TA / TC
6. Construct and install Phase 1 secondary navigation signs	2020	PW
7. Budget community directory and event signs	2021	IC / TA / TC
8. Construct and install Phase 1 community directory and event signs	2021	PW
9. Design branded Downtown arrival signs	TBD	BMC / Consultant
10. Budget branded Downtown arrival signs	TBD	IC / TA / TC
11. Construct Downtown arrival signs	TBD	PW
12. Final Phase 2 branded wayfinding system design and approval	TBD	TP / BMC / CDOT
13. Budget Phase 2 wayfinding signing system	TBD	BMC / TA / TC
14. Construct Phase 2 wayfinding signing system	TBD	PW

### Branding and Marketing

1. Develop a community/Downtown branding strategy concept	2018-2019	BMC
2. Approve a community and Downtown branding and marketing concept	2018-2019	BMC / TC
3. Budget	2018	TA / BMC / TC
4. Hire consultant expertise	2018-2019	BMC / TA / TC
5. Refine and initiate strategy	2018 - 2022	BMC / Consultant
6. Identify potential grants and other funding sources	2019-2024	BMC / Consultant
7. Develop with local artist and consultant a gateway/roundabout brand identity statement plan	2019	BMC / PW / CDOT
8. Budget gateway brand improvement	2020	TA / BMC / TC
9. Construct gateway brand improvement	2020	PW / CDOT
10. Install Downtown event communication banner at Castle Valley Boulevard	2018-2024	DIC / BMC / PW

### Placemaking

1. Conduct community survey for input	2019	IC / TA / TC
2. Budget public art signature piece acquisitions	2019 - 2024	DIC / TA / TC
3. Identify signature installation locations	2018	DIC
4. Acquisition of signature installation pieces	2019-2024	DIC / TC
5. Budget artist stipends	2018-2024	DIC / TA / TC
6. Call-to-artist public art loan program	2018-2024	DIC
7. Budget for aesthetic improvement	2018-2024	TA / DIC / TC
8. Install festive lighting and banners in Ritter Plaza and street trees	2018-2019	PW
9. Develop a schedule of events for Downtown	2018-2024	DIC / BMC
10. Budget annual events and activities	2018-2024	TA / DIC / TC
11. Remove planter from Mattivi Plaza	2019	PW

12. Work with property owners to determine if fencing along Main Street sidewalk can be removed	2019	TP / PW
13. Identify best Community Cultural History Programs in State	2019	Hist. CO
14. Budget or fund raiser for Cultural History presentation expansion on Main Street	2019-2024	DIC/ TA /TC
15. Expand Museum on the Street Program - apply the best examples	2019-2024	DIC
16. Technology assessment to expand Museum on the Street program	2019	IC / DIC
17. Grant application for Cultural History presentation expansion	2020	IC
18. Landscape community center parking lot frontage	2019	PW
19. Landscape 2 Coronas parking lot frontage	2019	PW
20. Determine the feasibility of Downtown rail quite zone	2018	TP / PW
21. Quite zone application if feasible	2018 - 2019	TP / PW
22. Abandon Kamm Avenue "public" crossing if feasible	2019	TA / TC
23. Construct crossing control device if feasible	2019	PW

### Historical Preservation and Restoration

1. Meeting to develop C-1 zone design guidelines	2018	TP / PC/ HPC
2. Town line item budget for historic restoration planning and assistance	2019-2024	HPC / TA / TC
3. Carry out property owner information program	2018-2019	TP / Hist. CO/ HPC
4. Initiation discussions with Martial Arts Building property owner	2018-2019	HPC
5. Offer grant and technical assistance to property owners for restoration	2019-2024	HPC

### Downtown Housing

1. Prepare ADU educational material and session with Old Town owners	2018-2019	TP / PC
2. Hold information and discussion session with Old Town owners	2019	TP / PC
3. Accessory Dwelling Unit zoning amendment	2019	TP / PC / TC

### Near-Term Activity

1. Appoint a committee to evaluate the feasibility of a kitchen incubator program	2018	TC
2. Pursue grant for kitchen incubator if feasible	2019	IC / TA / TC
3. Construct community kitchen if feasible	2019	PW / contract
4. Improve Kamm restroom for internal / external access	2019	PW / contract
4. Determine feasibility of pop-up retail, restaurant and similar activity generating uses for Kamm Property	2018	IC / TA
5. If feasible, develop a pop-up site plan for the Kamm property	2018	IC / PW / consultant

6. Acquire pop-up containers and design to standards	2019	IC / TA / TC
7. If feasible, construct pop-up retail, restaurants, and entertainment on Kamm property	2019	PW / contract

### East End Activity Center

1. Complete and approve master plan and improvement schedule for Burning Mt. Park	2019	PC / TC / DIC
2. Initiate discussion with key property owners and determine interest	2019-2020	IC / DIC / TA/ TC
3. Initiate negotiations/partnership agreement on School House	TBD	IC / DIC / TA/ TC
4. Determine is parking on the west side of the post office building could be a redevelopment site	2019-2020	IC / DIC
5. Jasper Ward Avenue - incorporate into park	2020	PW / TC
6. Conduct a development opportunity study to determine feasibility of various longer-term development scenarios for redevelopment sites Downtown	2019-2020	IC / DIC / TA/ TC

### West End Activity Center

1. Initiate discussion with key property owners and determine interest	2018-2019	IC / DIC / TA/ TC
2. Determine the feasibility of land banking the Texaco and Kamm Property and relocating Kamm Avenue	2019	IC / DIC / TA/ TC
3. Conduct a development opportunity study to determine feasibility of various longer-term development scenarios for redevelopment sites Downtown	2019-2020	IC / DIC / TA/ TC
4. Develop a property acquisition fund	2019 - 2024	TA / TC

### Mt. Medaris Activity Center

1. Determine feasibility of the Mt. Medaris Activity Center and Recreation Plan	2019	TA / TC /Contract
2. Approve the Mt. Medaris Activity Center and Recreation Plan if feasible	2019	PC / TC
3. Conduct a lift alignment and cost study if feasible	2020	PW / Lift Comp
4. Construct lift if feasible	2021-2022	Lift Comp
5. Develop mountain top programming and improvement leasing options	2021-2022	Rec / TA / TC
6. Budget mountain top capital improvements	2022-2027	TA / TC
7. Construct mountain top improvements	2022-2027	PW

### Transportation Improvements

1. Complete Main Street lane diet plan	2018	PW / CDOT
2. Construction entryway roundabout	2019-2020	PW / CDOT
3. Develop a "C" Avenue transportation corridor improvement plan	2019	IC / PW



4. Identify any requirements for allowing electric bikes and carts in corridor	2018-2019	IC / PW
5. Pave "C" Avenue transportation trail	2019	PW
6. Install lighting along "C" Avenue trail	2019-2022	PW
7. Improve north side alley between Avenue C and 4th Street as part of the Alt. Transportation Corridor	2019-2022	PW
8. Install recharging and rental stations at terminals	2019-2022	PW / Contract
9. Conduct community survey for input	2019	TA/ TC
10. Conduct feasibility assessment for an in-town transit circulator	2019-2020	TA / TC / RFTA
11. Jasper Ward Avenue - incorporate into park	2020	PW / TC
12. Improve alley drive by 2 Coronas	2020	PW
13. Identify potential alleyway parking improvement	2019	IC / PW
14. Budget for alley parking acquisition and improvements if feasible	2020-2023	PW / TA / TC
15. Agreements with CDOT on west end bridge and Main Street improvements	TBD	PW / TA / TC
16. Determine feasibility of accepting Main Street maintenance responsibility	TBD	PW / TA / TC
17. Make long-term parking and bike lane improvements on Main Street	TBD	PW / TA / TC

TA	Town Manager
TC	Town Council
PC	Planning and Zoning Commission
PW	Public Works
TP	Town Planner
IC	Improvement Coordinator
DIC	Downtown Improvement Committee
BMC	Branding and Marketing Committee
Hist CO	History Colorado
CDOT	Colorado Department of Transportation

1  
2  
3 **New Castle Town Council Meeting**  
4 **Tuesday, March 19, 2019, 7:00 p.m.**  
5

6 **Call to Order**

7 Mayor A Riddile called the meeting to order at 7:03 p.m.

8  
9 **Pledge of Allegiance**

10  
11 **Roll Call**

12 Present	Councilor Mariscal
	Councilor Hazelton
	Mayor A Riddile
	Councilor Copeland
	Councilor Leland
17 Absent	Councilor Owens
	Councilor G Riddile

19  
20 Also present at the meeting were Town Administrator Dave Reynolds, Town Clerk Melody  
21 Harrison, Town Treasurer Loni Burk, Town Planner Paul Smith and Town Attorney David  
22 McConaughy.

23  
24 **MOTION: Mayor A Riddile made a motion to excuse Councilor Owens' absence.**  
25 **Councilor Copeland seconded the motion and it passed unanimously.**

26  
27 **MOTION: Mayor A Riddile made a motion to approve Councilor G Riddile's**  
28 **absence. Councilor Hazelton seconded the motion and it passed unanimously.**

29  
30 **Meeting Notice**

31 Town Clerk Melody Harrison verified that her office gave notice of the meeting in  
32 accordance with Resolution TC 2019-1.

33  
34 **Conflicts of Interest**

35 There were no conflicts of interest.

36  
37 **Agenda Changes**

38 There were no agenda changes.

39  
40 **Citizen Comments on Items not on the Agenda**

41 There were no citizen comments.

42  
43 **Consultant Reports**

44 Consultant Attorney – present for agenda items.

45 Consultant Engineer – not present.

1 **Items for Consideration**

2  
3 **Chamber of Commerce**

4 Chamber of Commerce Board Member Mari Riddile greeted the council and introduced  
5 board members Debbie Nichols and Siobahn Milholm. Ms. Riddile told the council of their  
6 successes which included a business-after-hours event where the Chamber solicited two  
7 new members; sponsorship of the Cinco De Mayo event, the Winter Trails Conference, the  
8 Summer Trails Conference, the Dirty Hog Dash, a New Castle Recreation Sports Team and  
9 as always, Burning Mountain Festival. Ms. Riddile said that the Chamber of Commerce was  
10 very happy to be able to give back to the community and intended to do more in the  
11 future. She said that the Chamber would soon begin a family-friendly Bingo Night at the  
12 Community Center that will help the Chamber in their community endeavor. Ms. Riddile  
13 said that Bingo would likely begin in May. Ms. Riddile and Ms. Nichols said that the  
14 Chamber will put together goodie bags for the participants of the Taxidermy conference  
15 that will come to New Castle in 2019, and they had donated the bags for the Dirty Hog  
16 Dash. Ms. Riddile and Ms. Nichols said they were still doing welcome totes for new  
17 residents.

18 The council agreed that the Chamber was doing a great job and they liked the idea of  
19 Bingo night. They also thanked the Chamber for the great work.

20  
21 Town Attorney David McConaughy told the council that he represented Mountain Waste  
22 and Recycling (MWR) as a client, but in matters related to the town, he represented the  
23 Town of New Castle. He noted that he had a waiver of liability from Mike Hinkley of  
24 Mountain Waste. He asked for a motion waiving any conflict.

25 **MOTION: Councilor Leland made a motion to waive any conflict of interest for**  
26 **Attorney McConaughy regarding any association with Mountain Waste and**  
27 **Recycling. Councilor Mariscal seconded the motion and it passed unanimously.**

28  
29  
30 **Resolution TC 2019-7 – A Resolution of the Town Council of the Town of New**  
31 **Castle, Colorado, Imposing Parking Regulations on Town-Owned Property.**

32 Town Administrator Dave Reynolds explained to the council that staff wanted to create  
33 some regulations for parking on the town-owned lot at the corner of Kamm Avenue and  
34 Main Street. He said that staff had hesitated in the past to define any use on the lot, but  
35 because of how it was being misused, staff felt it was time create some regulations. The  
36 resolution set a temporary use of the Kamm lot for public parking, and provided rules on  
37 the lot.

38 **MOTION: Mayor A Riddile made a motion to approve Resolution TC 2019-7, A**  
39 **Resolution of the Town Council of the Town of New Castle, Colorado, Imposing**  
40 **Parking Regulations on Town-Owned Property. Councilor Mariscal seconded the**  
41 **motion.**

42 Discussion: Councilor Leland said that he felt that there may be some need in the future  
43 for the town to designate the Kamm property as parking to help alleviate the parking  
44 problems in the downtown.

45 **The motion passed unanimously.**

1 **Mountain Waste & Recycling – Annual Diversion Report – Mike Hinkley**

2 Mike Hinkley, District Manager of Mountain Waste and Recycling greeted the council. Mr.  
3 Hinkley reviewed the 2018 diversion report with the council. He and the council also  
4 extensively discussed the recycling crisis taking place since there was no longer a market  
5 for recyclables. They also discussed some recycling options for the town that could be  
6 considered in the future.

7 The council voiced an interest learning more about the recycling issues, and Mr. Hinkley  
8 was glad to have the partnership with them.

9 The council thanked Mr. Hinkley.  
10  
11

12 **Consider Authorizing Town Staff to Approve and Execute an Escrow Agreement**  
13 **for Lakota Ridge Senior Apartments**

14 Attorney McConaughy told the council that one of the conditions of the temporary  
15 certificate of occupancy (TCO) was some security to ensure that punch-list items were  
16 completed without it being necessary for staff to revoke the TCO. He said that he had  
17 been working with CRHDC and their lawyer, and they had agreed that Land Title would be  
18 the escrow agent, and they were very close to finalizing the escrow agreement. Attorney  
19 McConaughy asked them to consider authorizing Administrator Reynolds to sign that  
20 escrow agreement once it was complete, and that would avoid the items from having to  
21 come back to council.

22 **MOTION: Mayor A Riddile made a motion to authorize staff to approve and**  
23 **execute an escrow agreement for the Lakota Ridge Senior Apartments. Councilor**  
24 **Copeland seconded the motion and it passed unanimously.**  
25  
26

27 **Councilor Leland made a motion at 7:47 p.m. to go into Executive Session (1) for**  
28 **a conference with the Town Attorney for the purpose of receiving legal advice on**  
29 **specific legal questions under C.R.S. Section 24-6-402(4)(b) regarding Warrior**  
30 **Acquisitions. Councilor Hazelton seconded the motion and it passed**  
31 **unanimously.**  
32

33 Executive session concluded.  
34

35 At the end of the executive session, Mayor A Riddile made the following statement:  
36

37 "The time is now 7:59 p.m. and the executive session has been concluded. The  
38 participants in the executive session were: Councilors Mariscal and Hazelton; Mayor A  
39 Riddile; Councilors Leland and Copeland, Town Administrator Dave Reynolds Town Clerk  
40 Melody Harrison, Town Treasurer Loni Burk, Town Planner Paul Smith and Town Attorney  
41 David McConaughy. For the record, if any person who participated in the executive  
42 session believes that any substantial discussion of any matters not included in the motion  
43 to go into the executive session occurred during the executive session, or that any  
44 improper action occurred during the executive session in violation of the Open Meetings  
45 Law, I would ask that you state your concerns for the record."  
46

47 No concerns were stated.  
48  
49

1  
2 **Councilor Leland made a motion at 8:01 p.m. to go into Executive Session (1) to**  
3 **discuss the purchase, acquisition, lease, transfer, or sale of real, personal or**  
4 **other property interest under C.R.S. Section 24-6-402(4)(a); and (2) for the**  
5 **purpose of determining positions relative to matters that may be subject to**  
6 **negotiations, developing strategy for negotiations, and/or instructing**  
7 **negotiators under C.R.S. Section 24-6-402(4)(e) and concerning town-owned**  
8 **property. Mayor A Riddile seconded the motion and it passed unanimously.**

9  
10 Executive session concluded.

11  
12 At the end of the executive session, Mayor A Riddile made the following statement:

13  
14 "The time is now 8:08 p.m. and the executive session has been concluded. The participants  
15 in the executive session were: Councilors Mariscal and Hazelton; Mayor A Riddile; Councilors  
16 Leland and Copeland, Town Administrator Dave Reynolds, Town Clerk Melody Harrison,  
17 Town Treasurer Loni Burk , Town Planner Paul Smith and Town Attorney David McConaughy.  
18 For the record, if any person who participated in the executive session believes that any  
19 substantial discussion of any matters not included in the motion to go into the executive  
20 session occurred during the executive session, or that any improper action occurred during  
21 the executive session in violation of the Open Meetings Law, I would ask that you state your  
22 concerns for the record."

23  
24 No concerns were stated.

25  
26  
27  
28 **Consider Approving a Listing Agreement for Town-Owned Property**

29 **MOTION: Councilor Leland made a motion to approve a listing agreement with**  
30 **Haddie Lopez of the Property Shop for property located at 200 S E Avenue, #115,**  
31 **New Castle., at a listing price of \$139,500.00 and a commission rate of 4.5%,**  
32 **and to authorize staff to sign pertinent documents as necessary for the listing.**  
33 **Mayor A Riddile seconded the motion and it passed unanimously.**

34  
35  
36 **Discussion: Golf Carts on Town Streets**

37 Administrator Reynolds said that the idea of golf carts on town streets was something that  
38 came out of the 2018 council retreat. He said there were many communities that had  
39 approved golf carts and certain other off-highway vehicles (OHVs) on their streets. He  
40 said that recently Garfield County had approved OHVs on county roads, and it may be that  
41 county residents who own OHVs would like to drive in town to go to a restaurant.

42 Administrator Reynolds said that staff had been exploring the possibilities, which included  
43 a C Avenue access to the downtown.

44 Administrator Reynolds, Attorney McConaughy and Council discussed the idea in depth  
45 and agreed that staff should move forward in their research.

1 **Consent Agenda**

2 February 5, 2019 council minutes

3 Resolution TC 2019-5 – Approving the 2019 Mosquito IGA with Garfield County

4 Resolution TC 2019-6 – Approving the 2019 Senior Programs MOU

5 **MOTION: Mayor A Riddile made a motion to approve the consent agenda.**

6 **Councilor Hazelton seconded the motion and it passed unanimously.**

7  
8  
9 **Staff Reports**

10 Town Administrator – Administrator Reynolds told the council that regarding the building  
11 at 151 W Main Street that issue would be in court on May 8, 2019. He said that senior  
12 housing was doing well, they were close in obtaining their TCO, and they had 24 approved  
13 applicants. There was an expectation that the building could be fully occupied by the end  
14 of May. Administrator Reynolds told the council that Public Works employee Greg Jacob  
15 was leaving, and there were others in the department working towards their certification.  
16 He also said that Recreation employee Colton Odykirk doing well and was back home.  
17 Staff looking into car charging stations.

18 Town Clerk – Clerk Harrison said she had been out of the office and did not have much to  
19 report. She said she had been invited to attend the AGNC Board meeting the following  
20 day, probably because she was a grant applicant. She also said that she had been notified  
21 that the DropBox application on the council tablets needed to be updated and asked the  
22 council members to leave them for her.

23 Town Planner – Planner Smith told the council that he had been working on refining the  
24 process for contractors to meet the town’s energy efficiencies on new construction. He  
25 said he was also working on chapter 16 of the municipal code because the land use  
26 processes were not very clear. Last, Planner Smith said that he had been working with the  
27 owner of an empanada shop to help her get her restaurant opened.

28 Public Works Director – not present.

29 Town Treasurer – Treasurer Loni Burk said that recently that Flex Spending and Aflac had  
30 recently had their open enrollment. Unfortunately, those enrollments did not coincide with  
31 the health insurance open enrollment, so she had adjusted the dates to align with one  
32 another. Treasurer Burk said she had been in touch with Caselle, and they were willing to  
33 provide her some training free. Last, Treasurer Burk said she was preparing for the annual  
34 audit.

35  
36 **Commission Reports**

37 Planning & Zoning Commission – Councilor Hazelton said that P&Z had held a workshop  
38 for review of the downtown plan.

39 Historic Preservation Commission – nothing to report.

40 Climate Action Advisory Committee – nothing to report.

41 Senior Program – nothing to report.

42 RFTA – Mayor A Riddile said that at the meeting they talked about doing some fare  
43 adjustments. He also said there was a disagreement going on with the drivers union.

44 AGNC – nothing to report

45 GCE – Councilor Leland said that the mayor had attended the meeting and spoke about  
46 autonomous vehicles. He said they also worked on the charging station program.

47 Councilor Leland said that GCE will be instituting a partner projects program, and they will  
48 meet with each of the municipalities in the county to identify particular energy projects for  
49 2019.

1 EAB – nothing to report

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3 **Council Comments**

4 Councilor Mariscal said that the CML conference looked interesting to her and she said she  
5 would check her schedule and determine if she could attend.

6 Councilor Leland said that the council might consider what to do with the lot the town  
7 owned at 6<sup>th</sup> Street and Main, since they had considering town properties.

8 Councilor Copeland told the council there was a very good article regarding affordable  
9 housing in the February CML magazine.

10 Mayor A Riddile thanked Public Works for working on the potholes in town.

11 Mayor A Riddile read thank you note from Tom Baker.

12 Mayor A Riddile mentioned that he had attended a conference a few weeks ago regarding  
13 vaping. He said that in Colorado, vaping by persons 18 years old and under was twice the  
14 national average, and that in the three-county area of Garfield, Pitkin and Mesa counties,  
15 vaping was triple the national average.

16 Mayor A Riddile said that marijuana use by persons 18 years and under was about the  
17 same in the tri-county area as the rest of the state. The council briefly discussed the  
18 issues with vaping.

19 Administrator Reynolds said that he had been approached by Silt and Rifle regarding a  
20 grant opportunity for common use of the river. He said it was very early in the process  
21 and he would keep the council updated on progress.

22 Administrator Reynolds said that he had gotten information that the issues with recycling  
23 that Mike Hinkley had spoken about were evident across the country, and the trend was  
24 that many large cities that were eliminating recycling services.

25 Councilor Mariscal said that when the Post Independent ran the article regarding the new  
26 park in Apple Tree there were several unusual comments. One was a comment that a  
27 handicap-accessible playground was needed. Councilor Leland said that the new  
28 playground would be. The other comment was that there would finally be a decent place  
29 for homeless people to sleep.

30 Councilor Leland said there were now 1000 followers on the Visit New Castle Facebook  
31 page

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34 **MOTION: Mayor A Riddile made a motion to adjourn. Councilor Hazelton**  
35 **seconded the motion and it passed unanimously.**

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37 The meeting adjourned at 9:10 p.m.

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40 Respectfully submitted,

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Mayor Art Riddile

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Town Clerk Melody Harrison, CMC

DRAFT



**RETAIL LIQUOR OR 3.2 BEER  
 LICENSE RENEWAL APPLICATION**

Fees Due	
Renewal Fee	500.00
Storage Permit \$100 x _____	_____
Optional Premise \$100 x _____	_____
Related Resort \$75 x _____	_____
Amount Due/Paid	

HONG'S GARDEN CHINESE RESTAURANT  
 635 S FEDERAL BLVD  
 DENVER CO 80219-2933

Make check payable to: Colorado Department of Revenue. The State may convert your check to a one-time electronic banking transaction. Your bank account may be debited as early as the same day received by the State. If converted, your check will not be returned. If your check is rejected due to insufficient or uncollected funds, the Department may collect the payment amount directly from your banking account electronically.

**PLEASE VERIFY & UPDATE ALL INFORMATION BELOW**

**RETURN TO CITY OR COUNTY LICENSING AUTHORITY BY DUE DATE**

Licensee Name <b>HONG NHI A</b>		DBA <b>HONG'S GARDEN CHINESE RESTAURANT</b>		
Liquor License # <b>26-40418-0000</b>	License Type <b>Hotel &amp; Restaurant (city)</b>	Sales Tax License # <b>26404180000</b>	Expiration Date <b>04/17/2019</b>	Due Date <b>03/03/2019</b>
Operating Manager <b>NHI A HONG</b>	Date of Birth <b>8/25/1978</b>	Home Address <b>428 Hitching post ln New Castle Co. 81647</b>		
Manager Phone Number <b>(626) 435-5675</b>	Email Address <b>919985502@BQ.com</b>			
Street Address <b>820 CASTLE VALLEY BLVD STE 106 NEW CASTLE CO 81647-9480</b>				Phone Number <b>9709843298</b>
Mailing Address <b>635 S FEDERAL BLVD DENVER CO 80219-2933</b>				

- Do you have legal possession of the premises at the street address above?  YES  NO  
 Is the premises owned or rented?  Owned  Rented\* \*If rented, expiration date of lease 2025
- Since the date of filing of the last application, has there been any change in financial interest (new notes, loans, owners, etc.) or organizational structure (addition or deletion of officers, directors, managing members or general partners)? If yes, explain in detail and attach a listing of all liquor businesses in which these new lenders, owners (other than licensed financial institutions), officers, directors, managing members, or general partners are materially interested.  YES  NO  
**NOTE TO CORPORATION, LIMITED LIABILITY COMPANY AND PARTNERSHIP APPLICANTS:** If you have added or deleted any officers, directors, managing members, general partners or persons with 10% or more interest in your business, you must complete and return immediately to your Local Licensing Authority, Form DR 8177: Corporation, Limited Liability Company or Partnership Report of Changes, along with all supporting documentation and fees.
- Since the date of filing of the last application, has the applicant or any of its agents, owners, managers, partners or lenders (other than licensed financial institutions) been convicted of a crime? If yes, attach a detailed explanation.  YES  NO
- Since the date of filing of the last application, has the applicant or any of its agents, owners, managers, partners or lenders (other than licensed financial institutions) been denied an alcohol beverage license, had an alcohol beverage license suspended or revoked, or had interest in any entity that had an alcohol beverage license denied, suspended or revoked? If yes, attach a detailed explanation.  YES  NO
- Does the applicant or any of its agents, owners, managers, partners or lenders (other than licensed financial institutions) have a direct or indirect interest in any other Colorado liquor license, including loans to or from any licensee or interest in a loan to any licensee? If yes, attach a detailed explanation.  YES  NO

**AFFIRMATION & CONSENT**  
 I declare under penalty of perjury in the second degree that this application and all attachments are true, correct and complete to the best of my knowledge.

Type or Print Name of Applicant/Authorized Agent of Business <b>NHI HONG</b>	Title <b>owner</b>
Signature <i>[Signature]</i>	Date <b>3/5/19</b>

**REPORT & APPROVAL OF CITY OR COUNTY LICENSING AUTHORITY**  
 The foregoing application has been examined and the premises, business conducted and character of the applicant are satisfactory, and we do hereby report that such license, if granted, will comply with the provisions of Title 12, Articles 46 and 47, C.R.S. THEREFORE THIS APPLICATION IS APPROVED.

Local Licensing Authority For	Date
Signature	Title
	Attest