

# ❖ **Wilcox Square** ❖

**Catalytic Design Competition for Downtown Castle Rock**





To begin the project, our team researched and found images of some other Downtown's that have the property values and retail traffic that we think Castle Rock could have.

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# Jackson Hole



## Aspen



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Golden



Santa Fe



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Reviewing the images confirmed for us that  
The Square needs a new Brand!

We want to give it a great name, a strong position  
in the local market, and an image that can be  
built on over time!

We want to make the Square the place that  
everyone wants to be!

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We want to start with a strong logo that begins to say a little about downtown Castle Rock!



We propose to use the Wilcox Square Logo throughout the Square in a variety of different locations to identify the Square.



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# Bring People Downtown!



We propose that the urban street environment in and around Wilcox Square be enhanced to increase the “Dwell” time in downtown Castle Rock by incorporating the following design elements.

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# Architectural Styles

We would propose to apply architectural guidelines that promote creative and well coordinated eclectic architecture in Wilcox Square

- Quarry Architectural Style
- Mercantile Architectural Style
- Railroad Architectural Style
- Queen Ann Architectural Style
- Wild West Architectural Style

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Destination

Authentic

Eclectic

Western

“Put the funk back in downtown!”

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# Local Historic References / Influences

- Quarry
- Mercantile
- Railroad
- Queen Ann
- Wild West



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# Design Approach

- Eclectic / All influences
- Consistent – Similar thread of detail
- Different / Muted rustic palette
- Textural – Influence driven materials



# 320 North Wilcox Street



- Renovations complete
- Minor Modifications
- Paint / Awning

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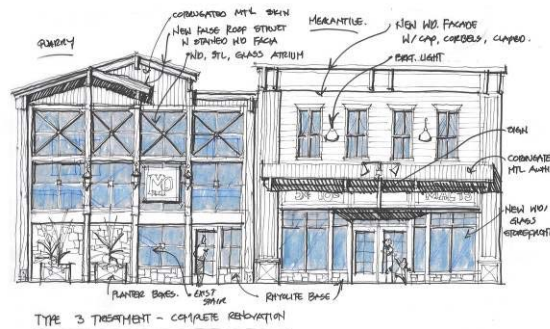
# 316 North Wilcox Street



- Renovations complete

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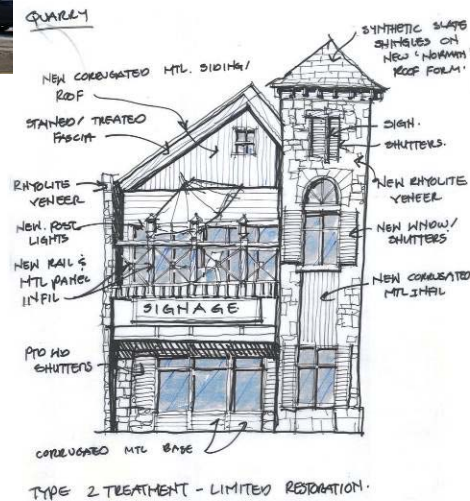
# 201-314 North Wilcox Street



- Quarry / Mercantile
- Steel cross brace
- Stairwell enclosure
- Stained wood
- Lanterns
- Increased glazing
- Dentil moldings
- Trellis




# 310 North Wilcox Street


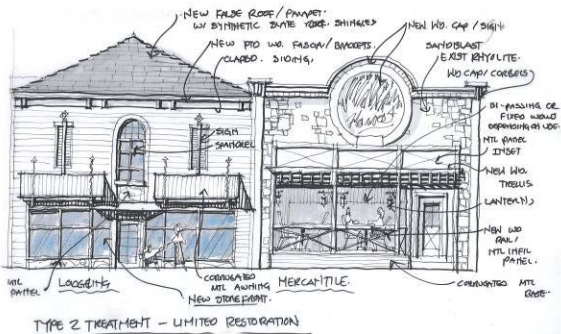


- 'Tana Dolce'
- 'Quarry' Cosmetic Approach
- Rhyolite veneer
- 'Norman' style roof cap
- New rail panel
- Corrugated metal

# 308 – 306 North Wilcox Street



- Mercantile
- Sloped parapet / roof
- Rhyolite veneer
- Refurbish existing rhyolite
- Increase glazing
- Wood trellis



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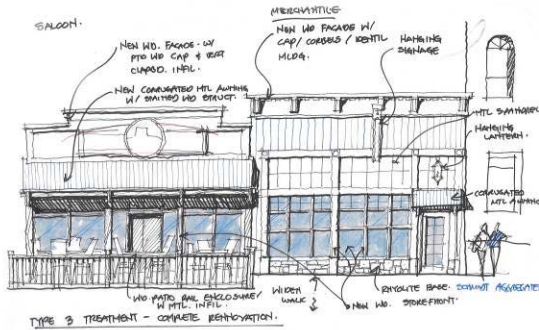


- Mercantile
- Sloped parapet / roof
- Rhyolite veneer
- Refurbish existing rhyolite
- Increase glazing
- Wood trellis

# 304 North Wilcox Street

- Mercantile
- Increase glazing
- Painted clap board
- Historic parapet
- Corrugated metal awning

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# Masonic Temple

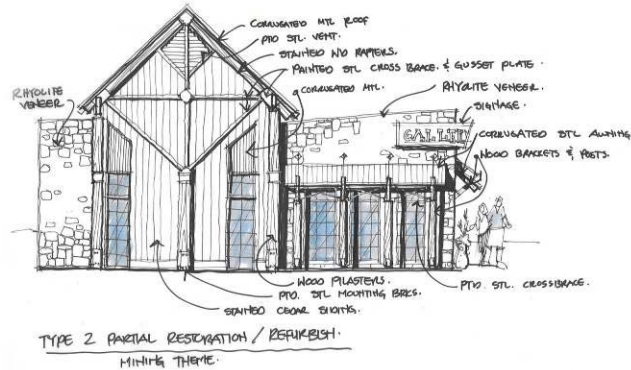
'First National Bank 1906'



- Historic registry renovation

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# 240 North Wilcox Street



- Quarry Theme
- Added roof gable awning
- Cross bracing
- Corrugated metal
- Weathered wood
- Rhyolite veneer



Our team proposes new signage guidelines that encourage creative signage for Wilcox Square.

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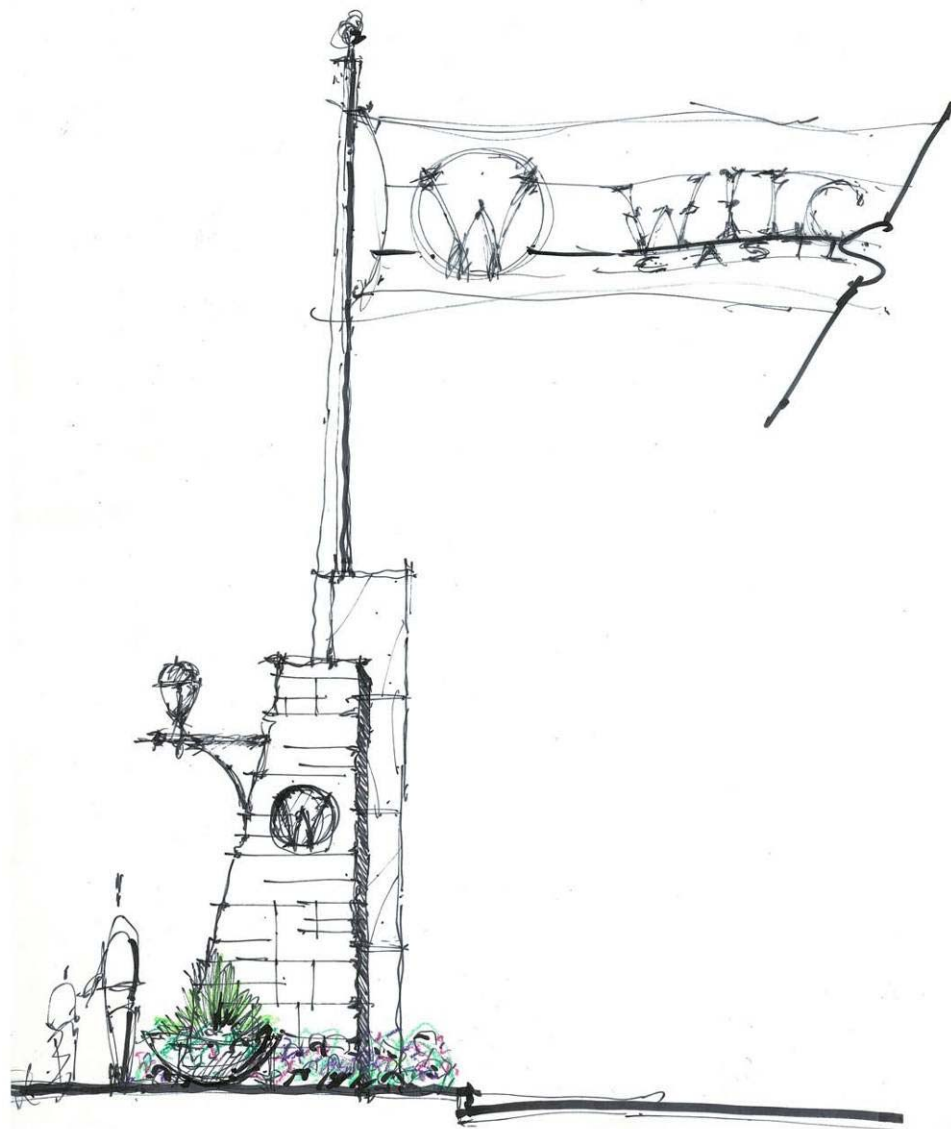


# The Wilcox Square Plan



- Increases total parking availability.
- Re-energized the new spaces around the Wilcox Building.
- Call for enhanced paving in the four main streets to clearly define Wilcox Square.

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Our team proposes a special creative pedestrian lighting and Wilcox Street banner design. This design can be used to announce special events or seasonal changes for Wilcox Square

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We would propose to include Rhyolite Stone sculptures in fun locations throughout the Square. This idea would give Wilcox Square something that is unique to Castle Rock and another element that separates Castle Rock from it's competitors.

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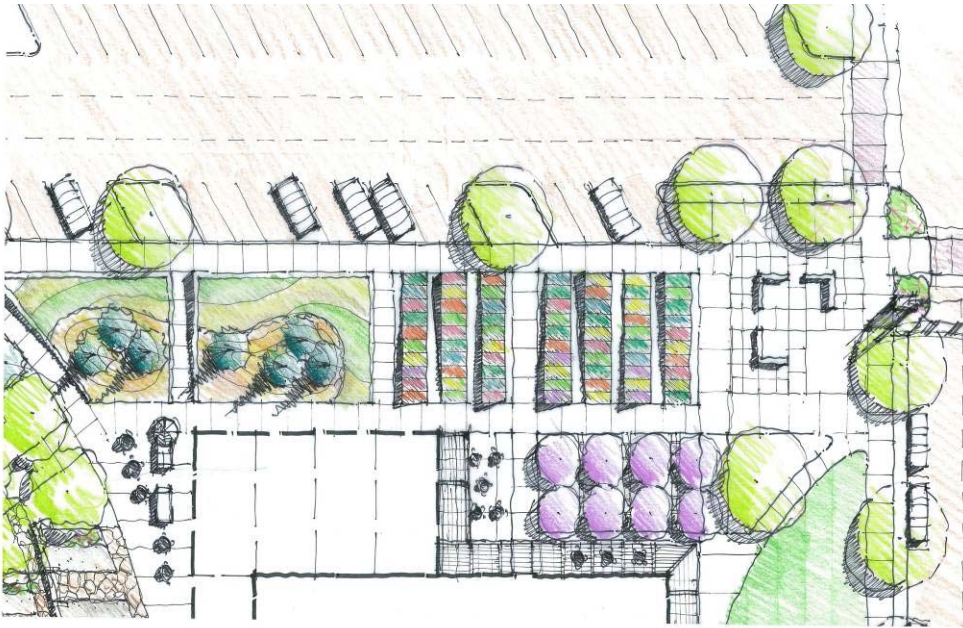


Our team proposes to develop a special western plant palette for Wilcox Square.

The Wilcox Square landscape themes will have a distinctive aesthetic and will embrace the low water usage that Castle Rock has adopted.

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# Gardens



- 77 Lot Garden
  - The structure of this garden is inspired by the six original streets and the 77 lots that comprised Castle Rock at it's founding. The six streets are represented by pathways through the raised perennial garden beds that depict the 77 original lots that were designated in 1874. The Wilcox Street path is paved with concrete and aligned with the north entry to the Wilcox building.
- History
- Veterans Garden
- Amphitheater

Building and supporting the new Wilcox Square Brand will require a sustained effort from all stakeholders and an entrepreneurial attitude from all involved.

Our Team is proposing a carefully planned Wilcox Square Marketing campaign.

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# North East View of Wilcox & 3rd



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# North East View of Wilcox & 3rd



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# Birdseye View of Wilcox Street



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# Birdseye View of Wilcox Street



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# Thank You!

We have enjoyed the creative aspect of this assignment and the pro-active approach of the Castle Rock Economic Development Council, Town and County. We look forward to our continued involvement with the Wilcox Square property owners, the Town officials, and Douglas County to make this vision a reality.

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