Catalytic Design Competition for Downtown Castle Rock

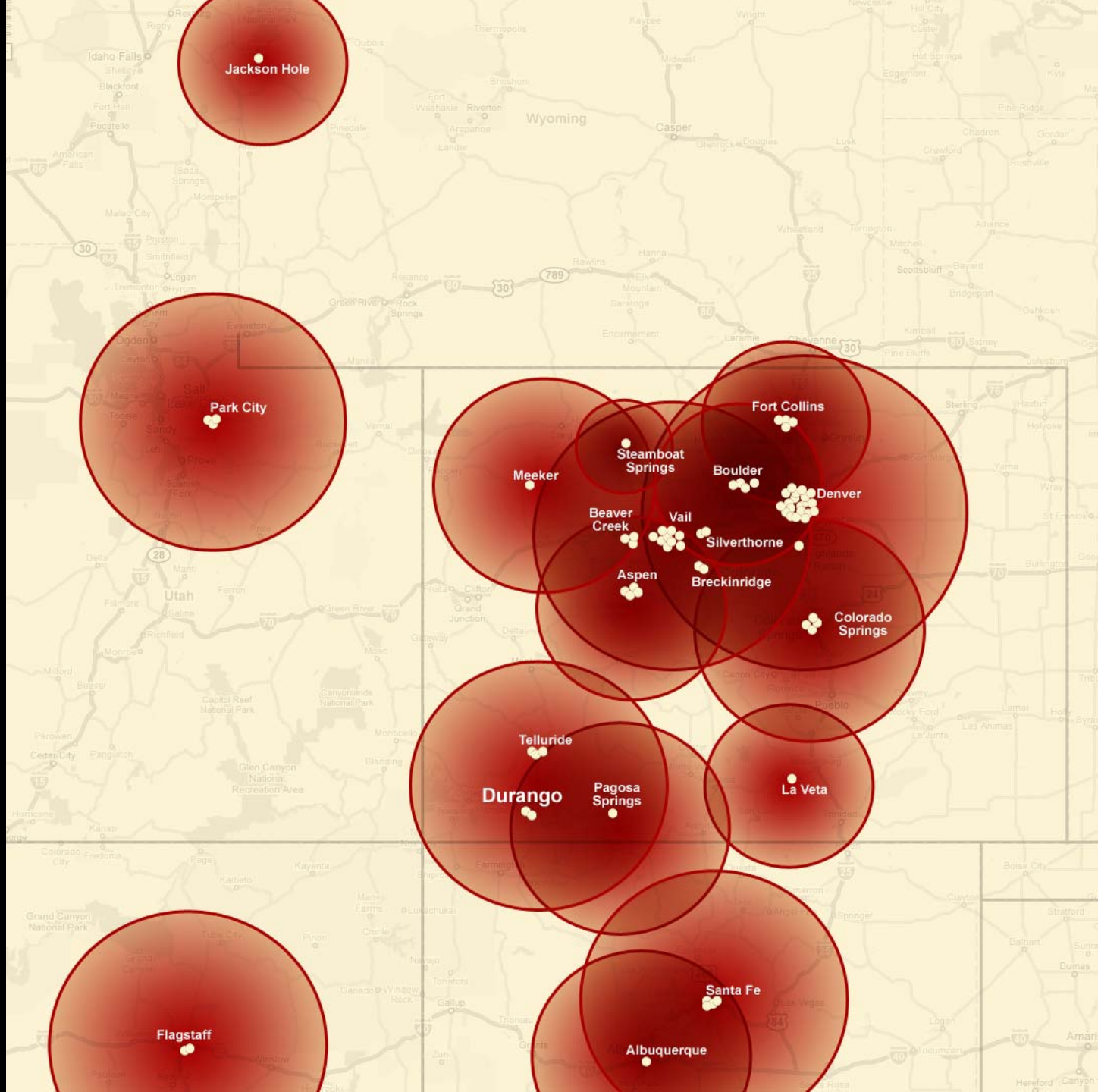
Castle Rock, Colorado
Latitude 39.22•

April 21, 2011

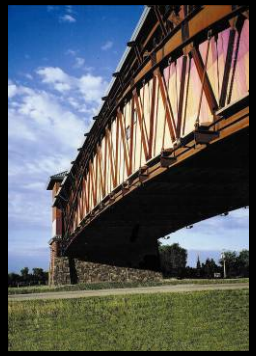
4240 Architecture Inc. is a research based, award-winning national design firm doing site-specific work on a global scale.

Who We Are

Where We Work



What We Do



How We Work

- RESEARCH
  - Context (history, culture, architecture, folklore)
  - Ingredients for a Successful Small Town Square (Universal & Specific)

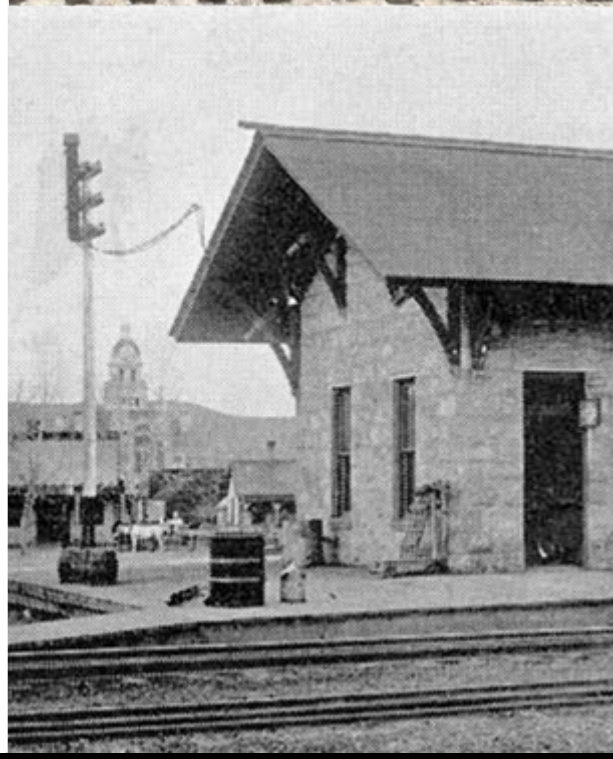
- TESTING (at Various Scales)
  - Town
  - Block
  - Street
  - Façade
  - Detail

- PROPOSAL
  - Overall Vision & Character
  - Wilcox Square
  - Block by Block Frontages
  - Individual Storefronts
  - Fine Grain - Signage & Streetscape

- What if?

Rhyolite

Ranches



Railroads

RESEARCH:
Local History as Source of Inspiration

Field of View: 6mm

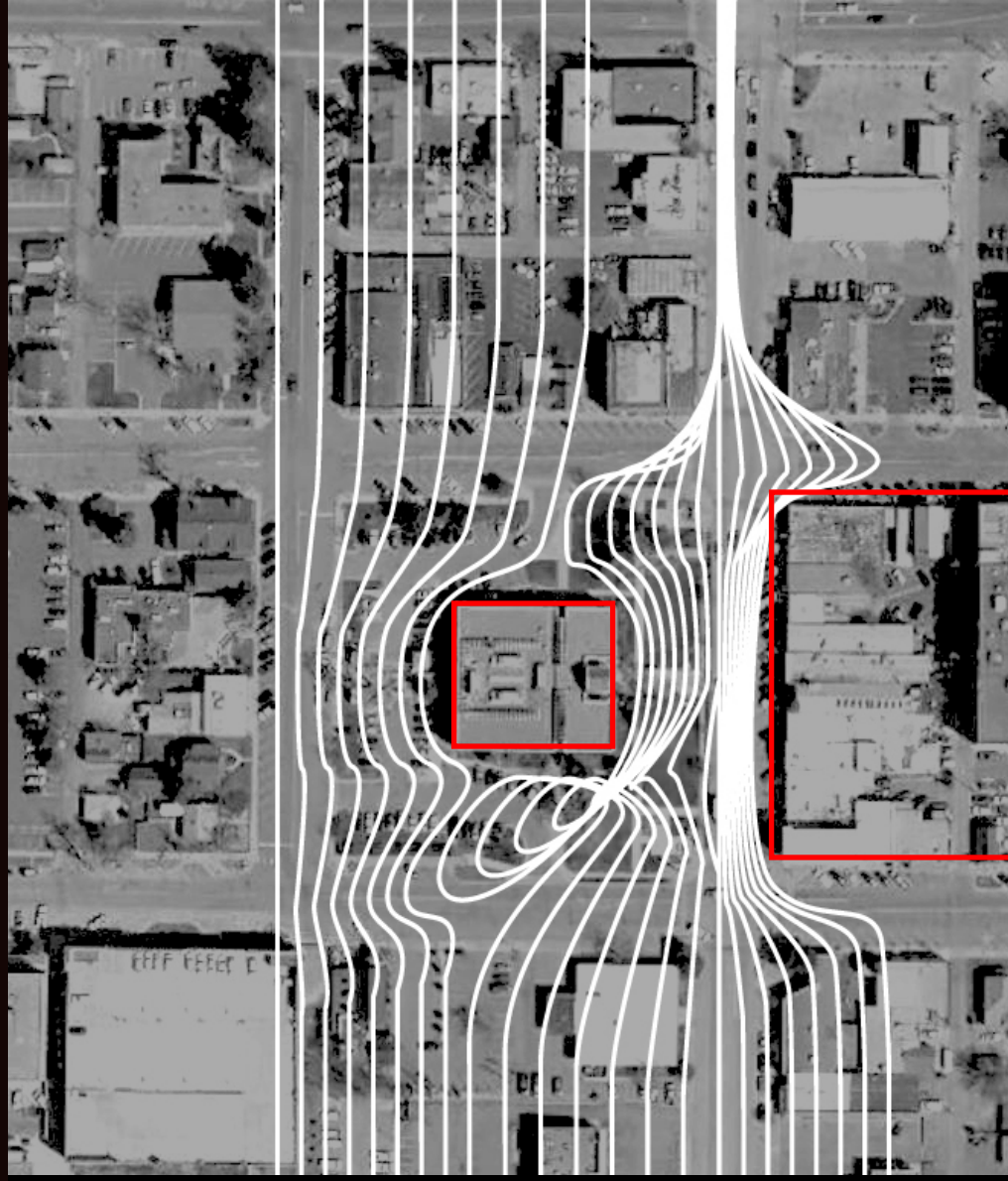
Field of View: 1mi

RESEARCH:

Patterns from Nature - Patterns from Man

Rhyolite

Acid lavas such as rhyolite are erupted at a lower temperature than basalt, which means that they are much more "sticky". They flow very slowly, and quite commonly develop a "flow banding" in the matrix that you can see here wrapping around the large feldspar crystals.



RESEARCH:

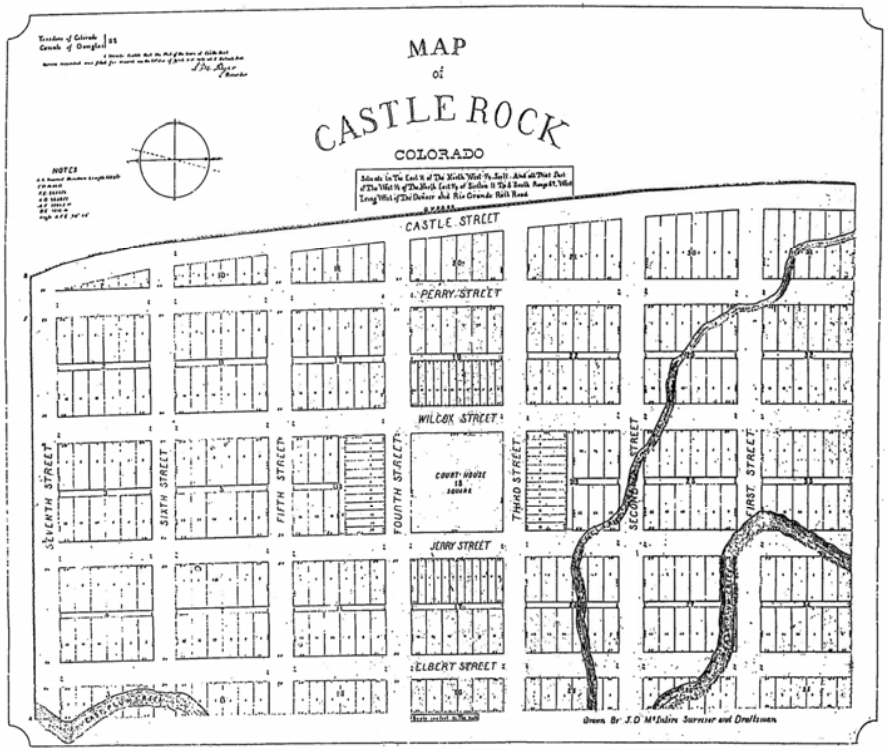
Patterns of Movement - Places to Relax

rate of speed: 3 mph

rate of speed: 75 mph

RESEARCH:

The Energy and Pace of the Place



Original 1874 Town of Castle Rock Plat Map. Courtesy Castle Rock Planning Department

circa: 1874

circa: 2011

RESEARCH:

Historic Downtown vs. Today's Downtown – "The Heart of Castle Rock"

A

B

C

"Local "Retail Draw

Pedestrian Links + Pathways

Interactive Landscapes

"UNIVERSAL" INGREDIENTS FOR A SUCCESFUL SMALL TOWN SQUARE

RESEARCH:

Activate the Square

Well Scaled Social Spaces

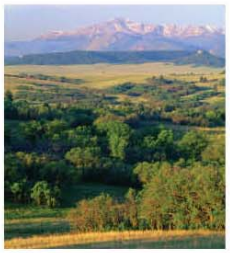
Unified Signage +Wayfinding

Art in Public Places

"UNIVERSAL" INGREDIENTS FOR A SUCCESFUL SMALL TOWN SQUARE

RESEARCH:

Activate the Square



Regional Draws

Active Lifestyle

"SPECIFIC" INGREDIENTS FOR A SUCCESFUL SMALL TOWN SQUARE

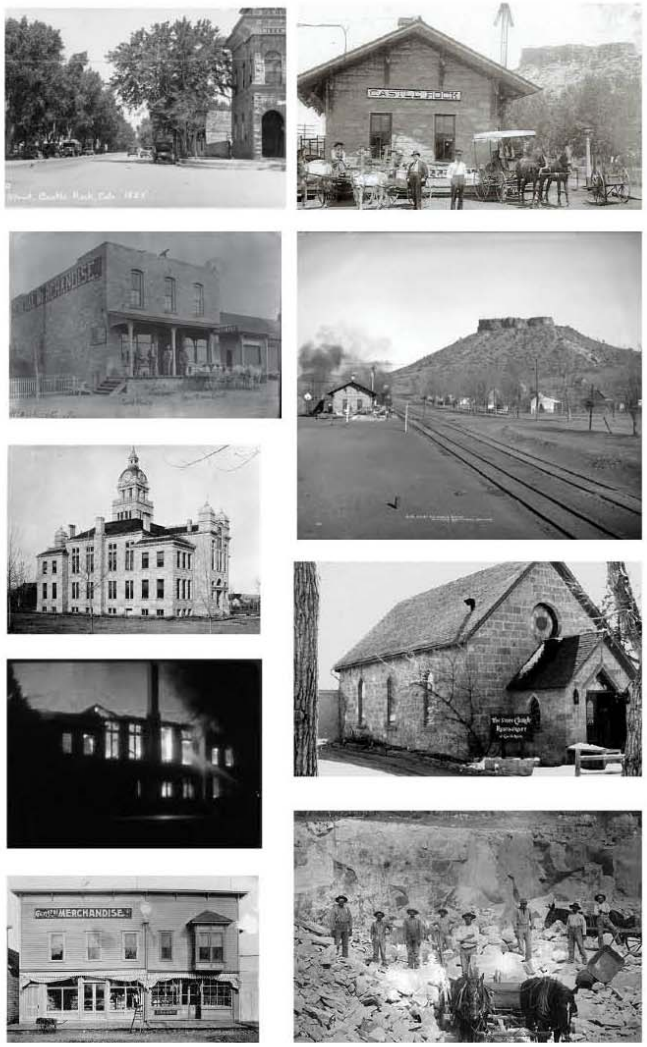
RESEARCH:

Activate the Square

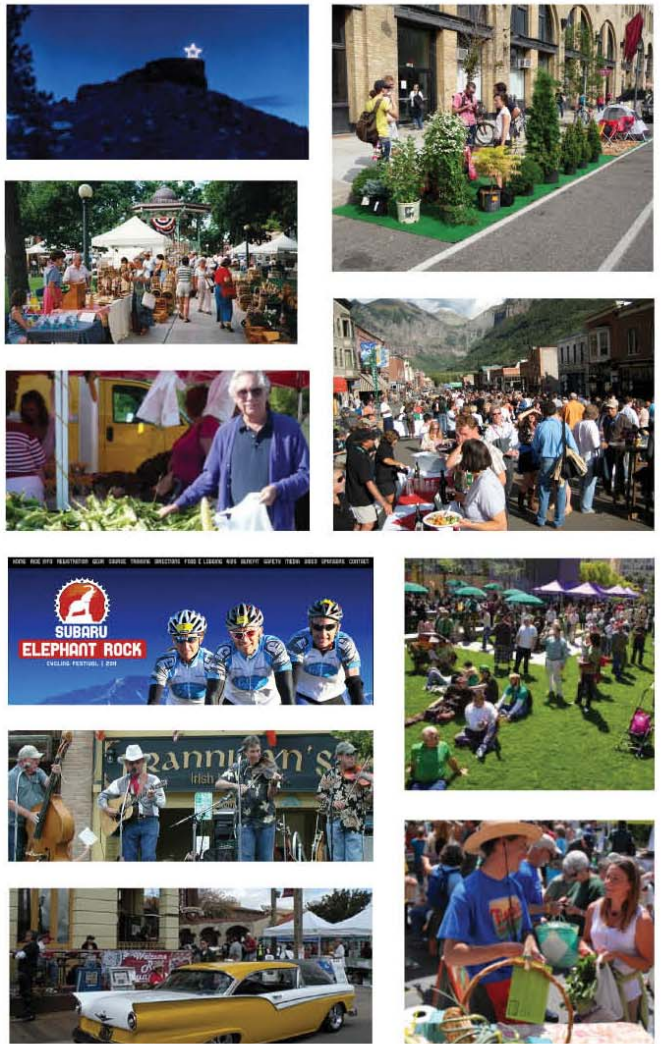
"Preserve Castle Rock's historic buildings and small-town atmosphere"

"Design new commercial, office and industrial developments in such a way as to appropriately fit within the context of the existing "town-like" scale and architectural character"

Vision 2020



Unique Historical Connections



Place Specific Events & Programs

"SPECIFIC" INGREDIENTS FOR A SUCCESFUL SMALL TOWN SQUARE

RESEARCH:
Activate the Square

CASTLE ROCK DOWNTOWN SQUARE

MATRIX OF EXISTING ASSETS/OPPORTUNITIES

	KEY INGREDIENTS	HAVE	LACK	IN-PROGRESS	PRIORITY
1	EXPANDED RETAIL DRAW	●●○○○	●●●○○	●●○○○	○○○○○
2	WALKABILITY/ PATHWAYS	●●●●○	●○○○○	●●○○○	○○○○○
3	SCULPTED LANDSCAPING + GREENING +TEXTURING OF STREETSCAPES	●●●○○	●●○○○	●●●●○	○○○○○
4	DEFINED CIVIC ZONES	●●○○○	●●●○○	●●●○○	○○○○○
5	SIGNAGE + WAYFINDING + SHARPENED IDENTITY	●●○○○	●●●○○	●○○○○	○○○○○
6	ART IN PUBLIC PLACES	●●○○○	●●●○○	--	○○○○○
7	DYNAMIC MIXED USE- DIVERSITY	●●○○○	●●●○○	--	○○○○○
8	PROGRESSIVE SUSTAINABLE DESIGN	●○○○○	●●●●○	--	○○○○○
9	INTELLECTUAL/CULTURAL ATTRACTIONS AND EVENTS	●●○○○	●●●○○	●●○○○	○○○○○
10	HISTORIC OVERLAYS-INFORMATION	●●●●○	●○○○○	●●●○○	○○○○○

"UNIVERSAL" INGREDIENTS FOR A SUCCESFUL SMALL TOWN SQUARE

existing square benefits from numerous historical landmarks = shape spaces around these fixed points

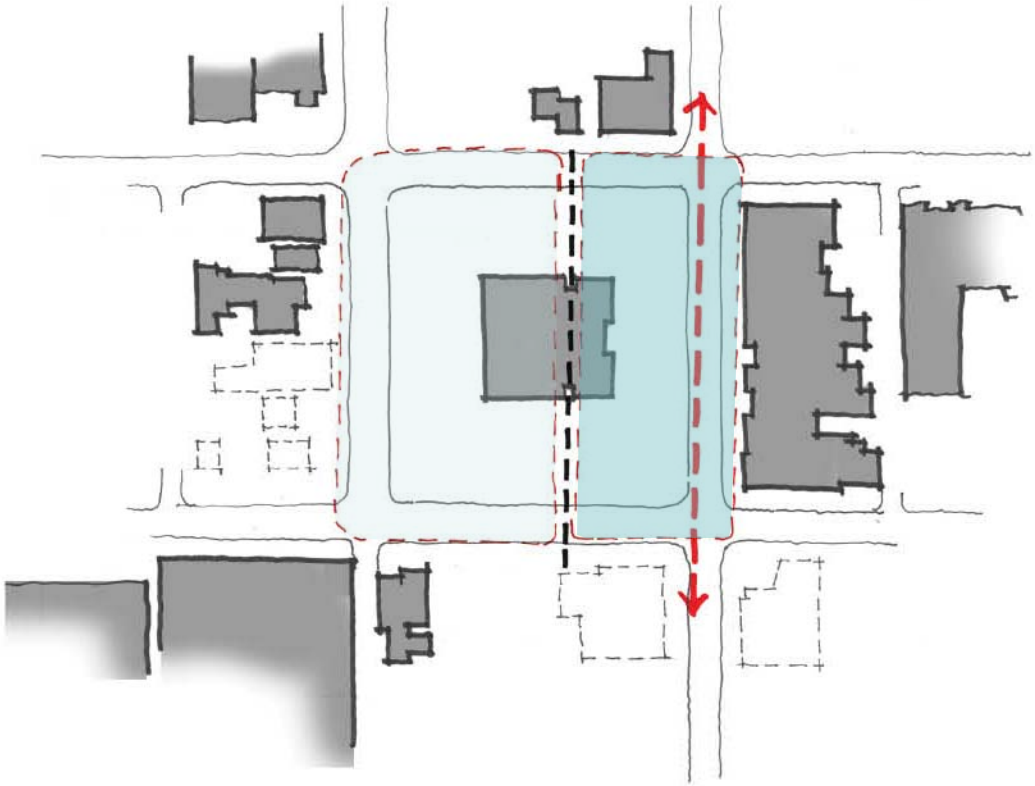
* 3 On-site National Register of Historic Places

DEFINE EXISTING “FIXED POINTS”

TESTING:

Fine Tune the Public Realm – (Rigid vs. Relaxed)

existing patterns create two separate spaces – front & back sub-plazas

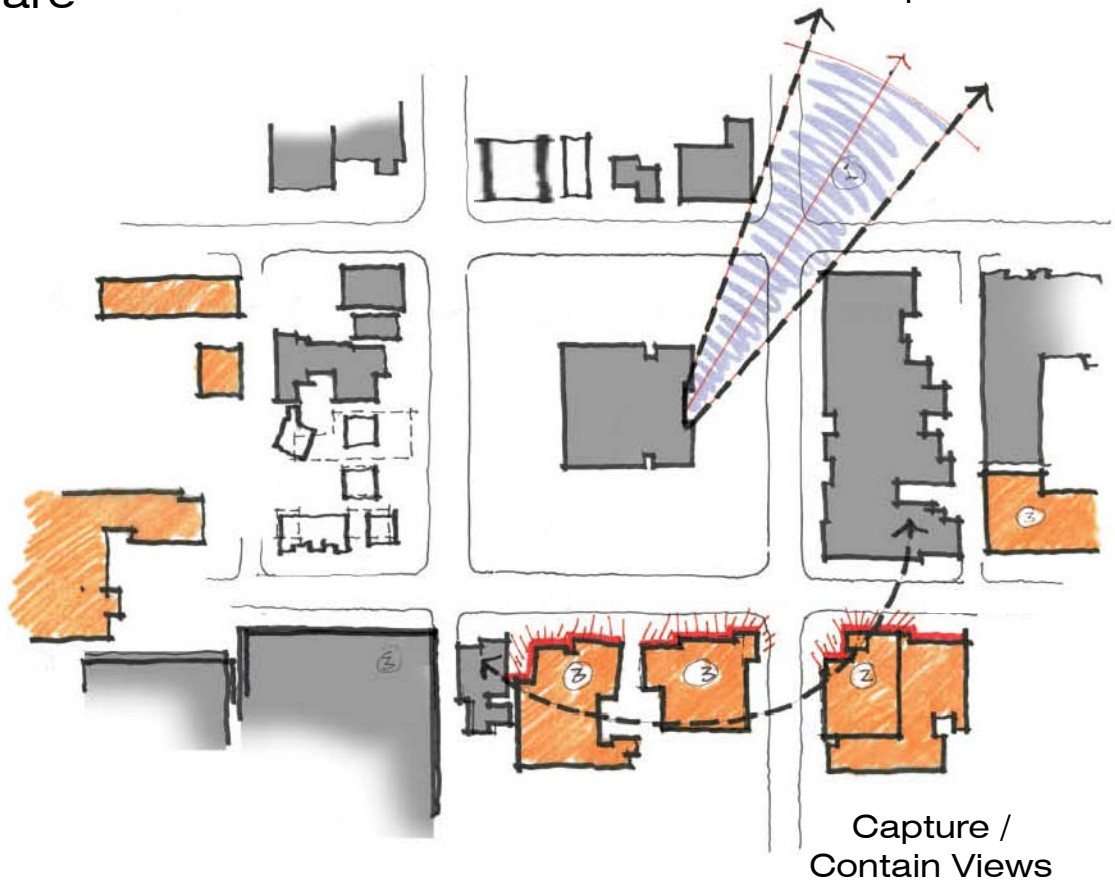


INTERWEAVE THE TWO SIDES OF WILCOX SQUARE

TESTING:

Fine Tune the Public Realm – (Rigid vs. Relaxed)

further define the boundaries:
capture & maintain energy within
Wilcox Square

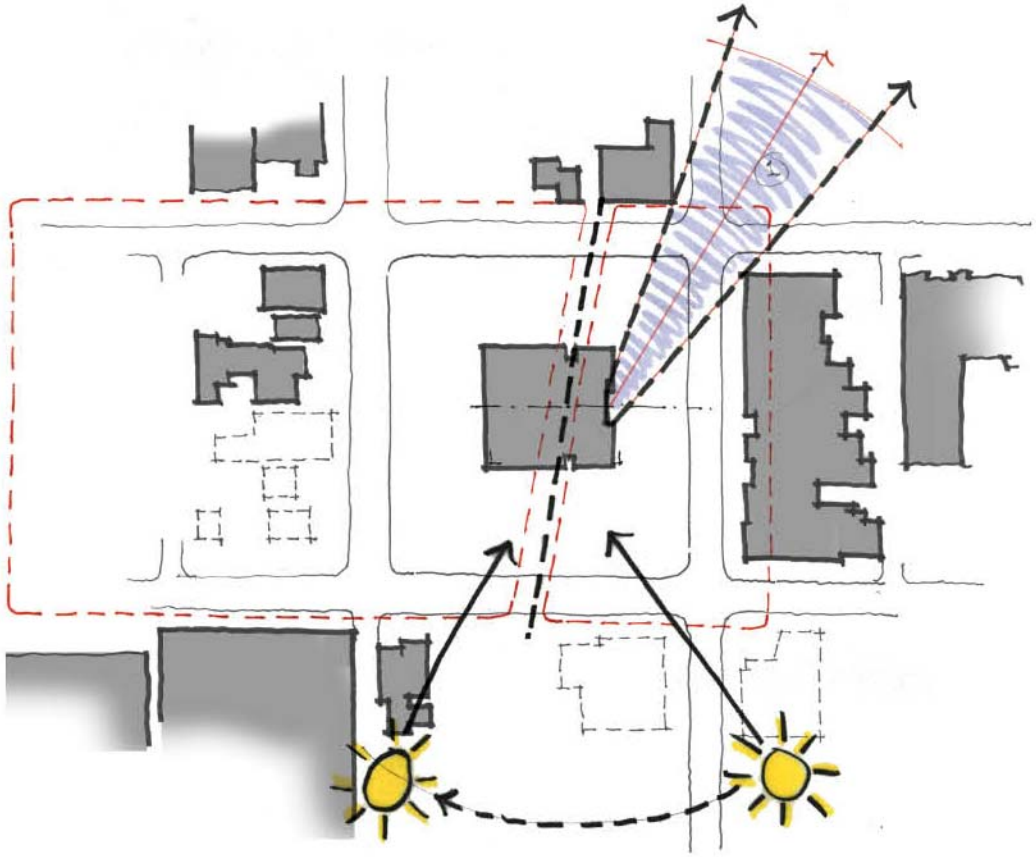


OPEN VIEWS – CAPTURE ENERGY

TESTING:

Fine Tune the Public Realm – (Rigid vs. Relaxed)

shape spaces by sun, views
& movement patterns

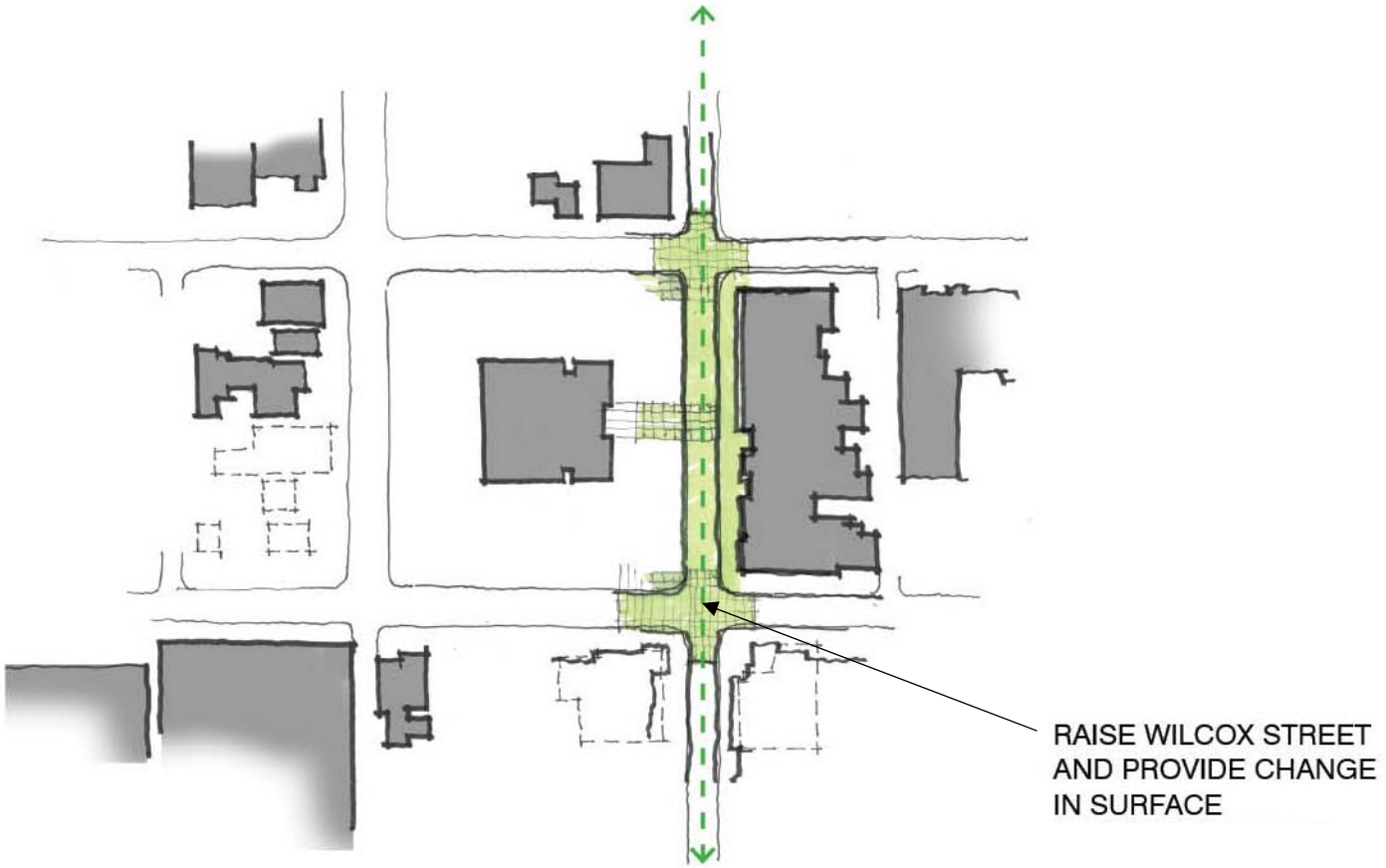


INTRODUCE ASYMETRY

TESTING:

Fine Tune the Public Realm – (Rigid vs. Relaxed)

slow traffic & create pedestrian prioritized environments

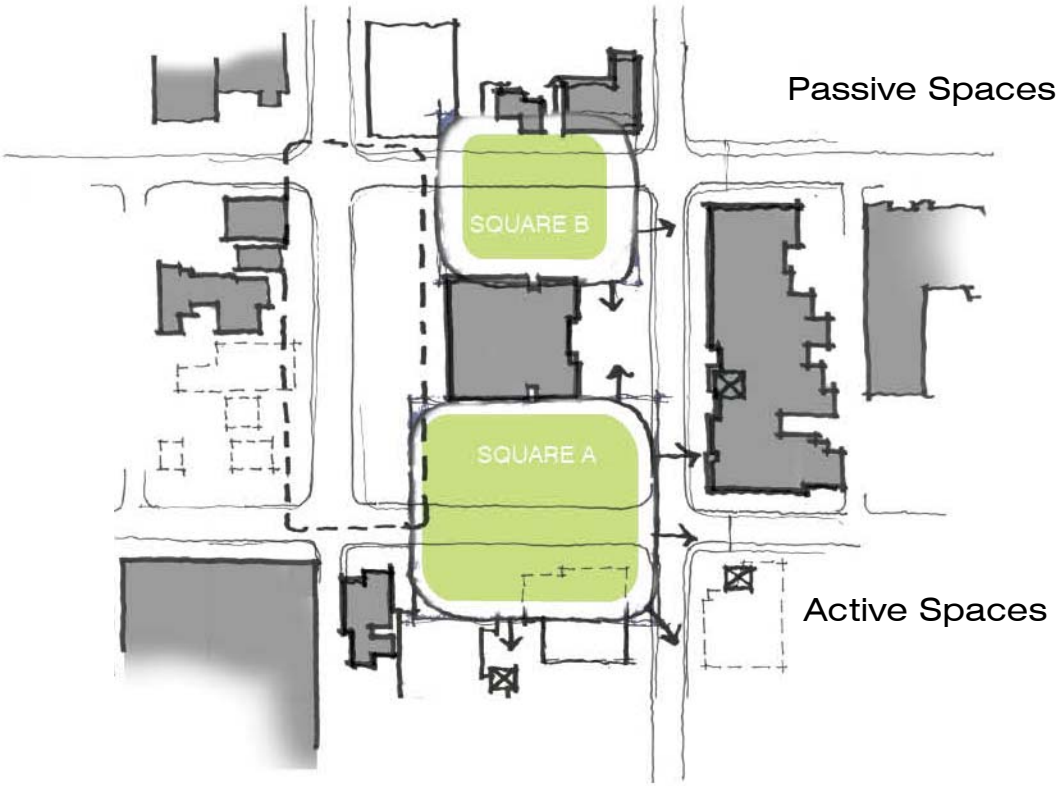


EXTEND THE PEDESTRIAN LIFE ACROSS THE STREETS

TESTING:

Fine Tune the Public Realm – (Rigid vs. Relaxed)

activate streets and sidewalks
as unique program spaces

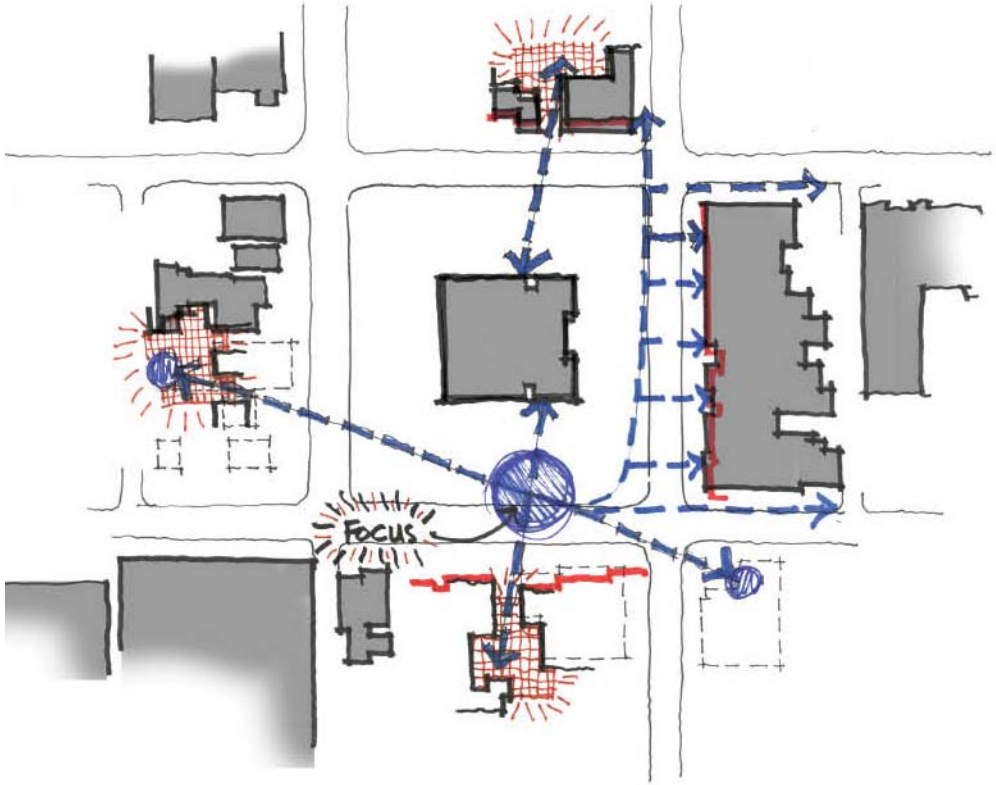


EXTEND THE PEDESTRIAN LIFE ACROSS THE STREETS

TESTING:

Fine Tune the Public Realm – (Rigid vs. Relaxed)

strengthen existing pedestrian
connections to neighboring blocks



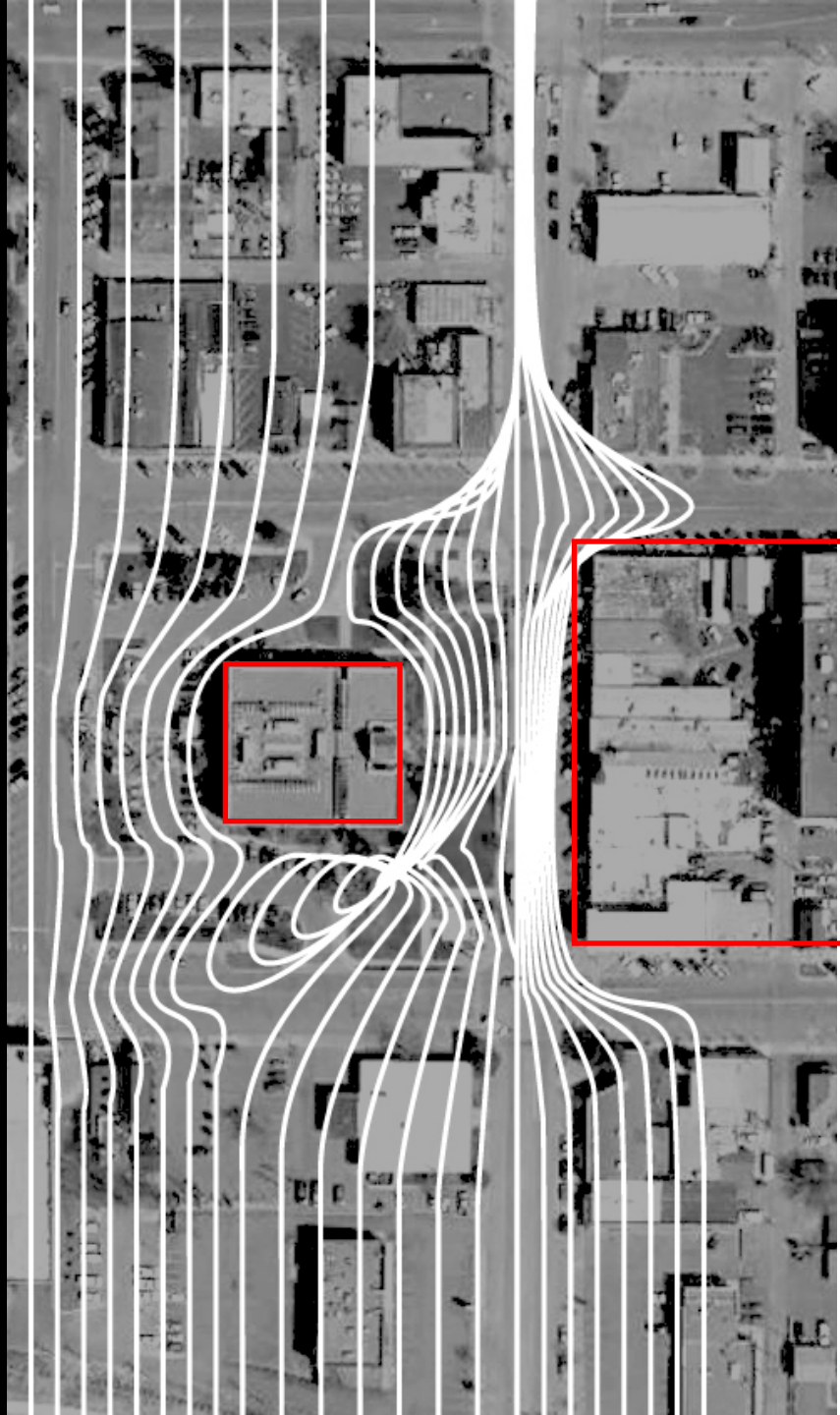
REINFORCE MID-BLOCK CONNECTIONS & ACTIVATE THE ALLEYS

TESTING:

Fine Tune the Public Realm – (Rigid vs. Relaxed)

Concept Goals

- SLOW DOWN THE PACE = LINGER LONGER
- STRENGTHEN PEDESTRIAN CONNECTIONS THROUGHOUT DOWNTOWN DISTRICT
- BUILD UPON CASTLE ROCK'S DISTINCT LOCAL "SMALL TOWN" FEEL & ESTABLISH A UNIQUE SENSE OF PLACE
- DEVELOP A "SCALABLE PLAN" THAT IS EASILY IMPLEMENTABLE NOW
- CREATE A " REDEVELOPMENT PATTERN LANGUAGE" FOR INDIVIDUAL PROPERTY OWNERS
- CATER TO A DIVERSE USER / DEMOGRAPHIC
- PROPOSE SUSTAINABLE SOLUTIONS



LEGEND

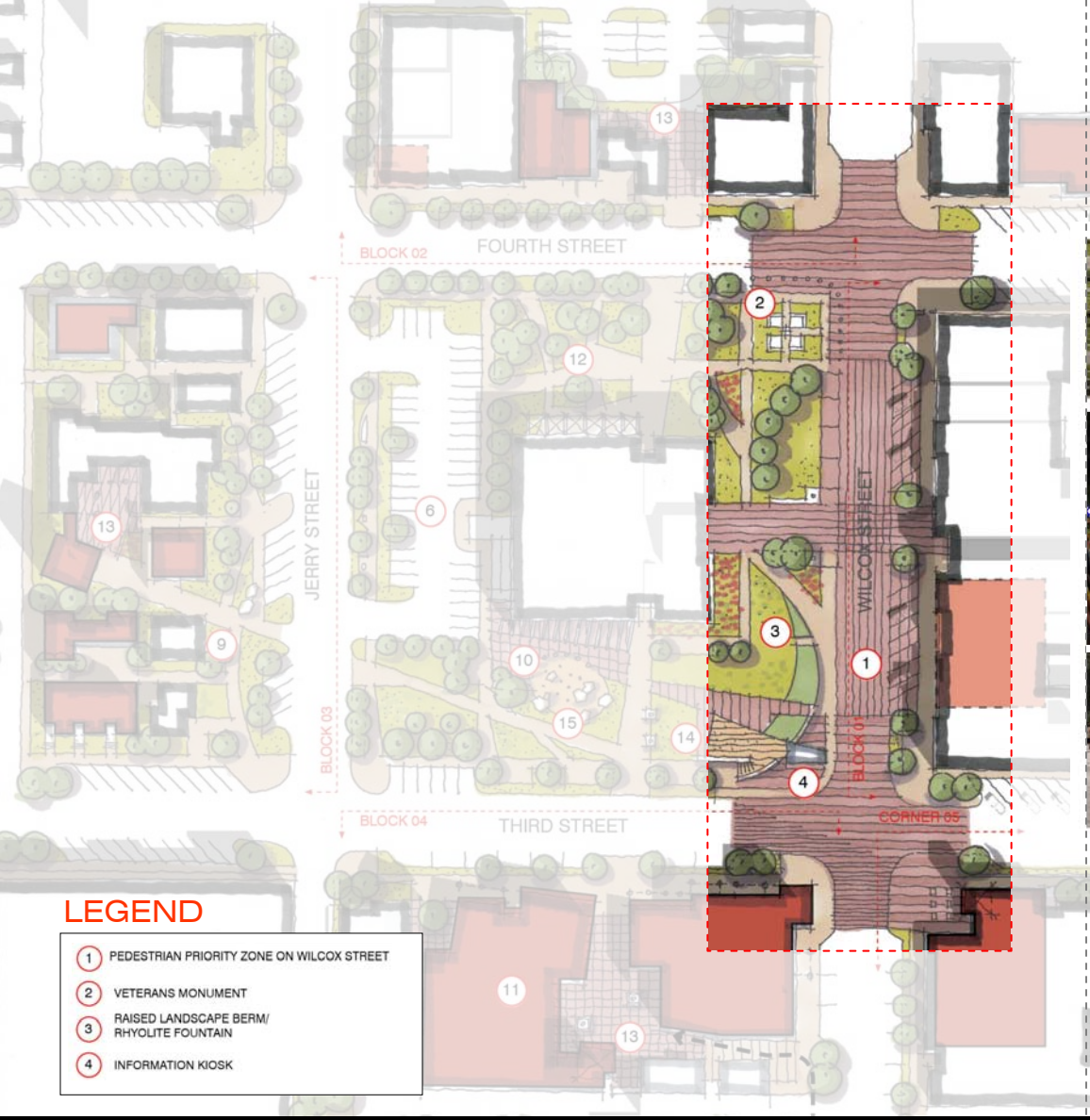
1. PEDESTRIAN PRIORITY ZONE ON WILCOX STREET
2. VETERANS MONUMENT
3. RAISED LANDSCAPE BERM/ RHYOLITE FOUNTAIN
4. INFORMATION KIOSK
5. FUTURE INFILL (BY OTHERS)
6. CONSOLIDATED PARKING
7. EXISTING PARKING GARAGE
8. FUTURE CIVIC BUILDING
9. DOWNTOWN VILLAGE
10. POP JET FOUNTAIN
11. CULTURAL CENTER
12. CALM + REFLECTIVE - SQUARE
13. PROGRAMED ALLEYWAY - ACTIVITY POCKETS
14. ACTIVE - PROGRAMED YARD
15. ACTIVE - CHILDREN'S AND FAMILY SQUARE

Downtown Square Revitalization Plan

POSSIBLE INFILL OPPORTUNITIES

POSSIBLE 2ND LEVEL INFILL OPPORTUNITIES

LINK TO EXISTING BIKE PATH



"Place a premium on the pedestrian experience, as opposed to vehicular circulation"

DTCRMP 2008

LEGEND

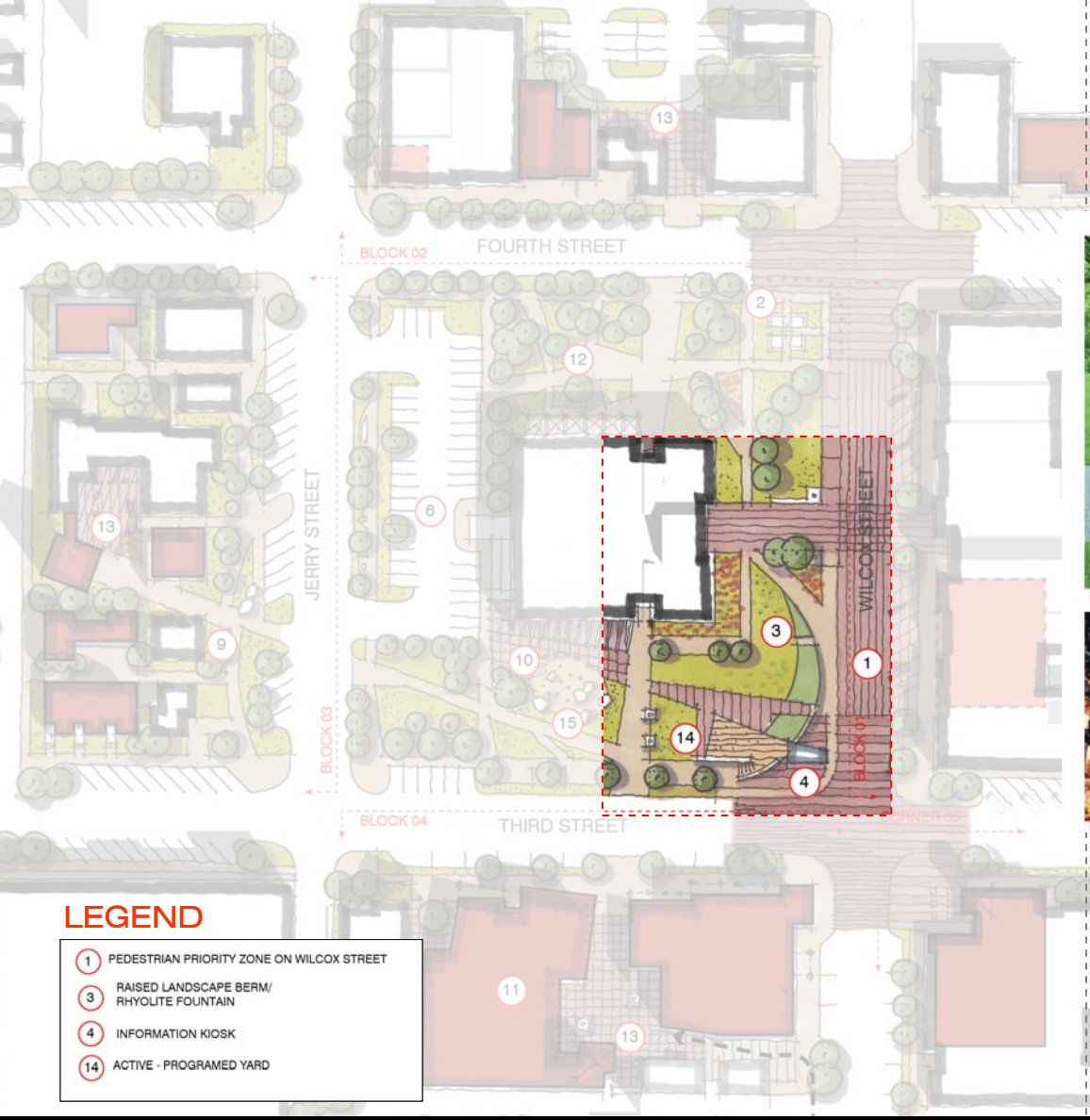
1. PEDESTRIAN PRIORITY ZONE ON WILCOX STREET
2. VETERANS MONUMENT
3. RAISED LANDSCAPE BERM/ RHYOLITE FOUNTAIN
4. INFORMATION KIOSK

DEVELOP PEDESTRIAN PRIORITY ZONE ALONG WILCOX STREET

LEGEND

- 2 VETERANS MONUMENT
- 6 CONSOLIDATED PARKING
- 12 CALM + REFLECTIVE - SQUARE

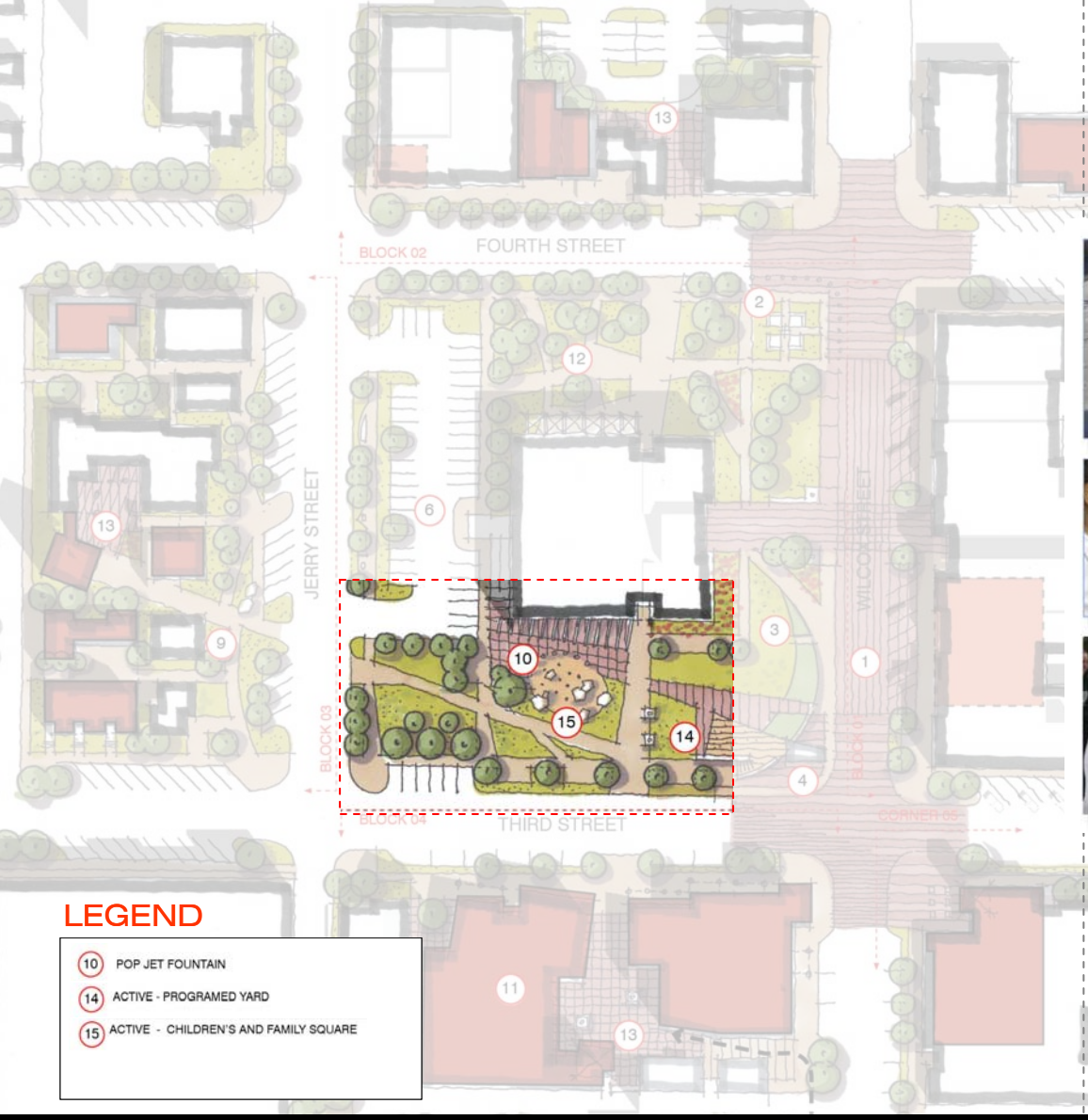
DEVELOP CALMING / PASSIVE SPACES ALONG NORTH SIDE OF SQUARE



LEGEND

1. PEDESTRIAN PRIORITY ZONE ON WILCOX STREET
3. RAISED LANDSCAPE BERM/ RHYOLITE FOUNTAIN
4. INFORMATION KIOSK
14. ACTIVE - PROGRAMED YARD

DEVELOP THE ARRIVAL WITH FLEXIBLE AND PROGRAMMABLE SPACES



LEGEND

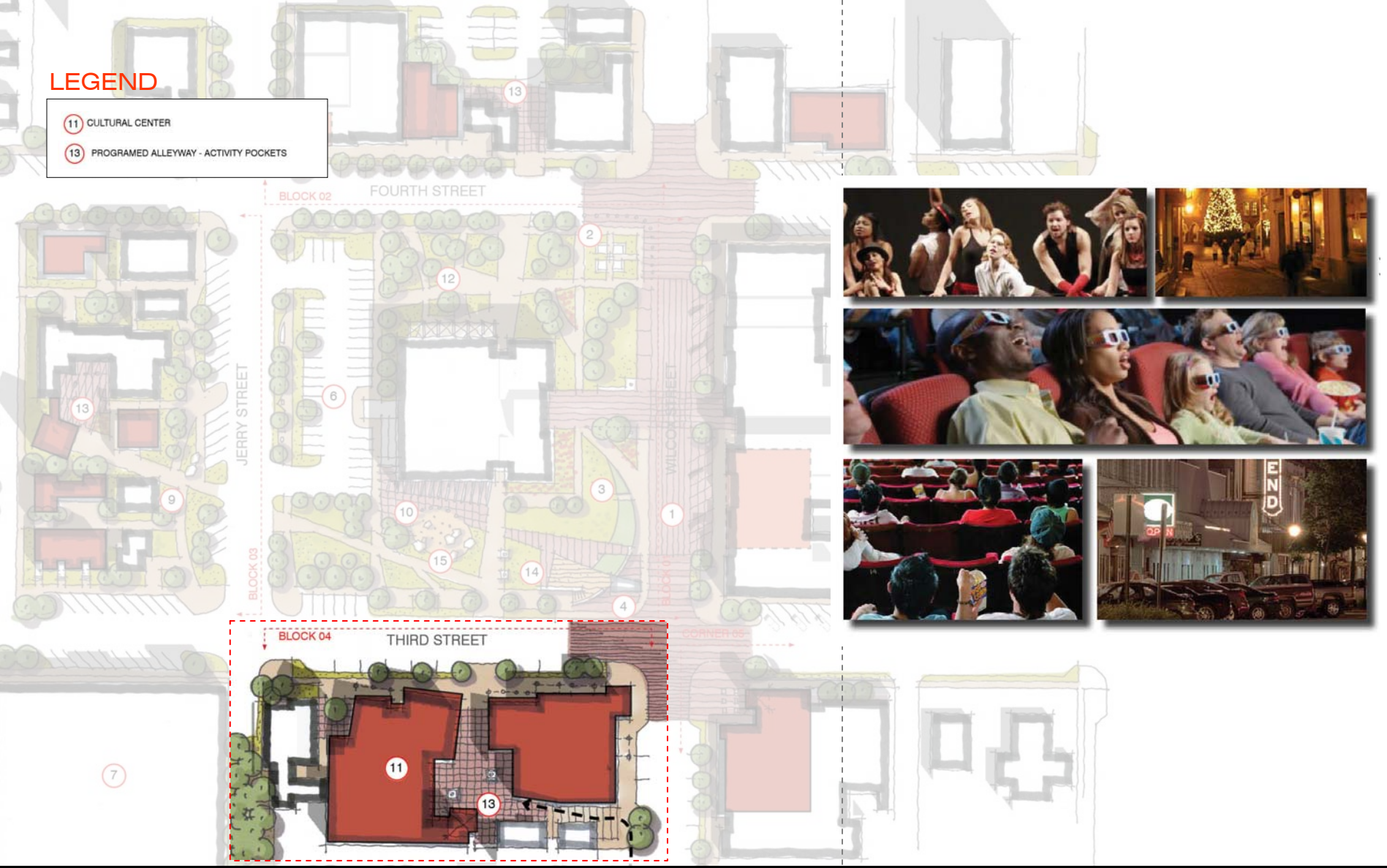
- 10 POP JET FOUNTAIN
- 14 ACTIVE - PROGRAMED YARD
- 15 ACTIVE - CHILDREN'S AND FAMILY SQUARE

DEVELOP ACTIVE / FAMILY SPACES ALONG SOUTH SIDE OF SQUARE

LEGEND

11 CULTURAL CENTER

13 PROGRAMED ALLEYWAY - ACTIVITY POCKETS



ACTIVATE SQUARE WITH CULTURAL ARTS CENTER OR FAMILY ORIENTED ANCHOR TENANT

"A series of small parking lots with pedestrian connections between them and to the sidewalk is more compatible with the scale of the Downtown"

Castle Rock Design Guidelines

LEGEND

- 9 DOWNTOWN VILLAGE
- 11 CULTURAL CENTER
- 13 PROGRAMED ALLEYWAY - ACTIVITY POCKETS

EXTEND THE LIFE: PROGRAMMED ALLEYWAYS – ACTIVITY POCKETS

FRIENDS OF THE URBAN FOREST

"Street trees should be provided in front of buildings except where entrances, special architectural features or storefronts require more exposure to the street."

Castle Rock Design Guidelines

ACTIVATE THE EDGES: INTRODUCE STREET TREES AND INHABITABLE SIDEWALKS

“Large building facades should be divided into modules that reflect the average historic building’s width of 25-feet. ”

“Corner locations on a block are highly visible and should be designed with visually prominent elements. The scale and massing of corner buildings are very important and taller feature elements are encouraged”

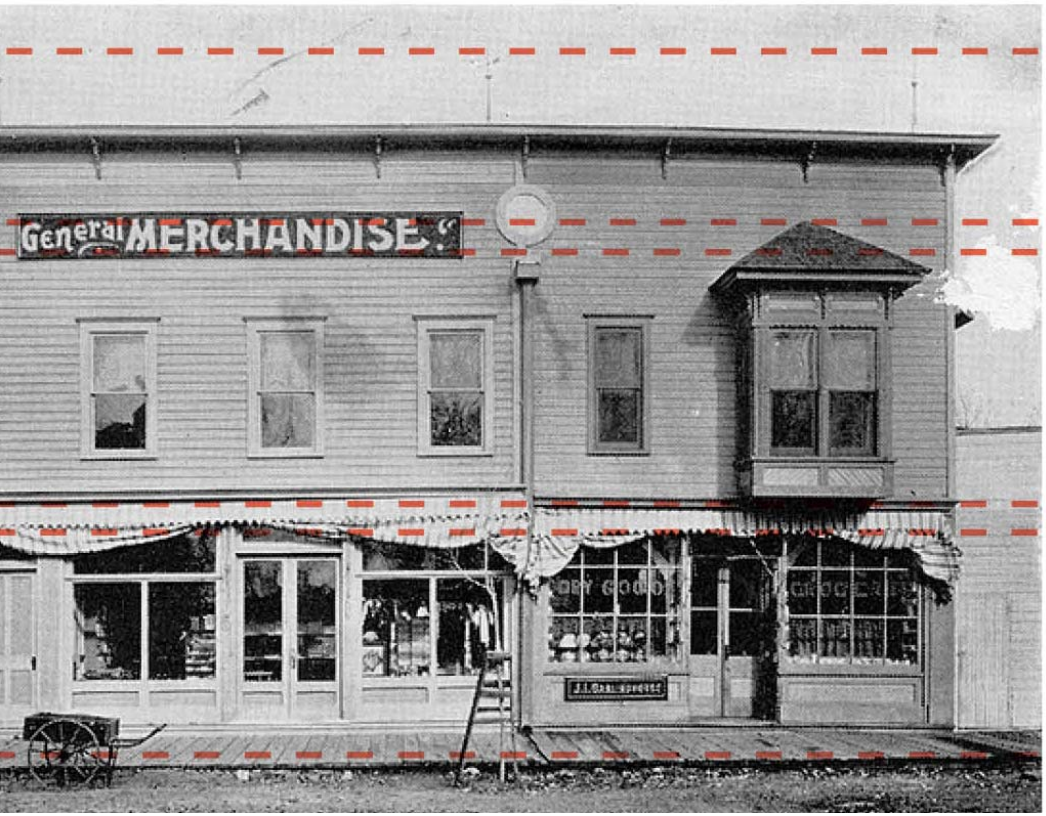
CASTLE ROCK DESIGN GUIDELINES

allowable massing at block level

BLOCK MASSING: DOWNTOWN OVERLAY DISTRICT

"Promote mixed-use development with ground floor retail and office or residential uses on the upper stories."

Castle Rock Design Guidelines



Development Standards: (17.51.060)

Maximum Lot Coverage:

A. One hundred 100% of lot area;
B. Min. side yard: zero (0) feet;
C. Min. front yard: zero (0) feet;
D. Min. rear yard: zero (0) feet;
E. Max. building setback: A min. of 25% of a building's linear footage facing a public roadway must have a setback of 0 to 20 feet with a direct pedestrian connection.

Maximum Building Heights:
(within the DOD regulated as follows:)

Building Height in the Downtown Core District is limited to 4 stories, with a maximum height of 60 feet.

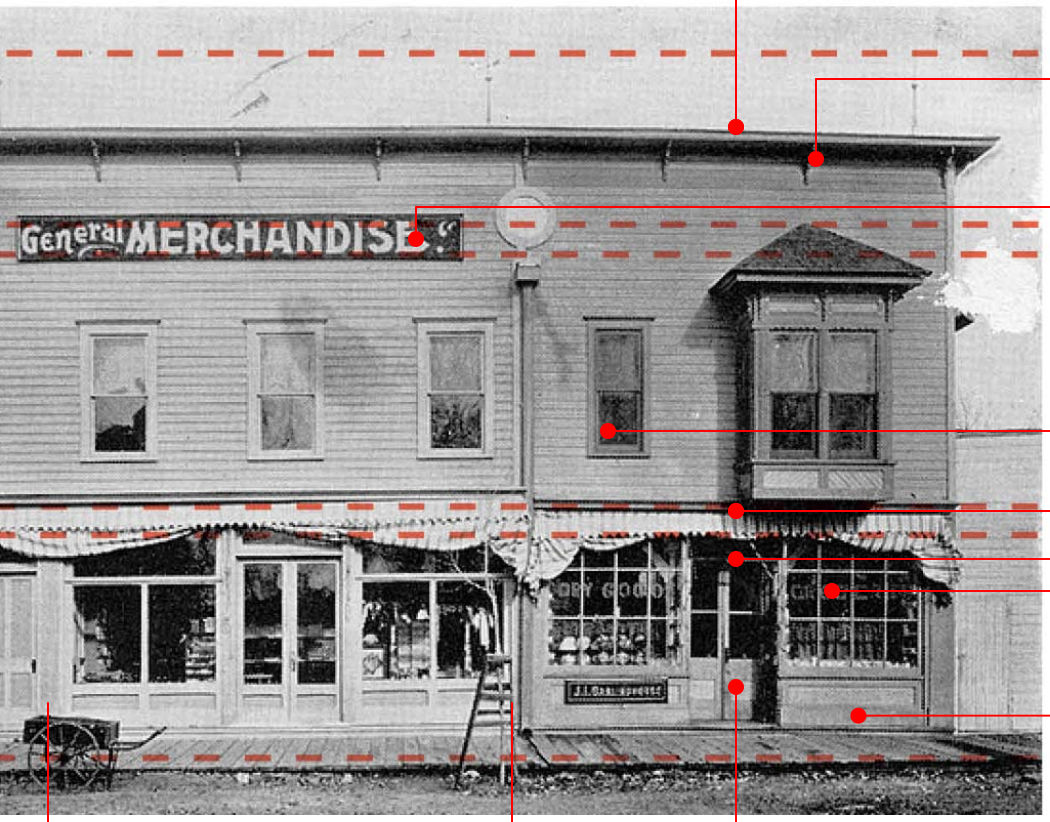
A Building's Crown cannot exceed the 60 foot building height limitation.

Windows or Transparency:
The main front elevation shall provide at least Thirty-five percent (35%) window or transparency at the pedestrian level.

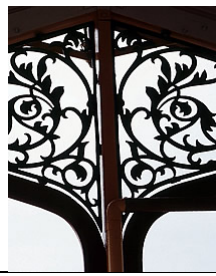
BUILDING MASSING: DOWNTOWN OVERLAY DISTRICT

"It is important that new construction be compatible with the existing historic buildings and complement the identity of the community."

Castle Rock Style



BUILDING CHARACTER: HISTORIC DOWNTOWN CORE

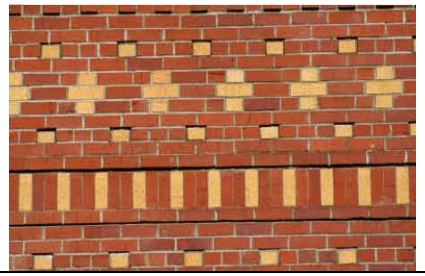


STONE + MASONRY + WOOD + GLASS + METAL

MATERIAL PALETTE: HISTORIC DOWNTOWN CORE

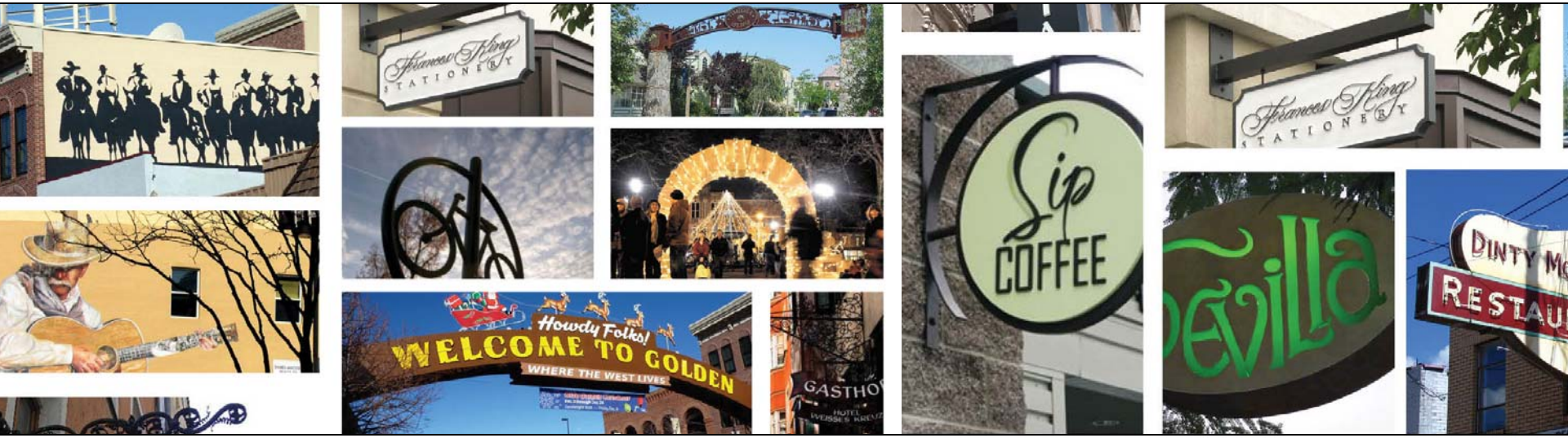
"Encourage architecturally detailed facades on infill buildings"

DTCRMP 2008



STONE + MASONRY + WOOD + GLASS + METAL

FINE GRAIN & DETAILS: HISTORIC DOWNTOWN CORE



FINE GRAIN & DETAILS: SIGNAGE & WAYFINDING

“It is in Castle Rock’s social and economic interest to preserve, promote and build the town’s distinct visual and historic character and its architectural traditions, yet provide for growth with a desirable mix of architectural styles, forms and materials.” CASTLE ROCK DESIGN GUIDELINES

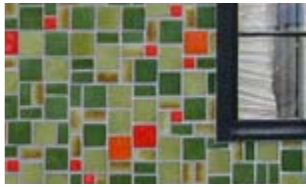
BLOCK 01: WILCOX STREET

BLOCK 01: WILCOX STREET

BLOCK 01: WILCOX STREET

"...how to maintain the traditional small-town character of Castle Rock but also accommodate development in a way that is sensitive to the area's traditional scale and character, yet not hamper creativity and innovation."

CASTLE ROCK DESIGN GUIDELINES



BLOCK 01: WILCOX STREET (POSSIBLE FAÇADE REVITALIZATION)

“Another goal is the creation of pedestrian-friendly streets with design elements such as display windows, awnings, canopies, seating, and extending interior uses, such as dining, into the sidewalk area.”

CASTLE ROCK DESIGN GUIDELINES

BLOCK 02: FOURTH STREET

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“These guidelines do not promote or require adherence to a particular architectural style, but rather to the general qualities that give Castle Rock its appeal.”

CASTLE ROCK DESIGN GUIDELINES

BLOCK 03: JERRY STREET

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BLOCK 04: THIRD STREET

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"The third story of a building should be set back from the façade of the first two stories in order to reduce the apparent scale of the building. "

CASTLE ROCK DESIGN GUIDELINES

BLOCK 04: THIRD STREET

BLOCK 04: THIRD / WILCOX STREET INTERSECTION

"The goal is to develop new buildings that respect the past but also allow for individual buildings and businesses to present a unique image."

CASTLE ROCK DESIGN GUIDELINES

BLOCK 03: THIRD STREET / WILCOX BUILDING

What If?

4240
Thank you