

PROJECT NARRATIVE

Pre-Application Meeting Submission

Town of Castle Rock, Colorado

Date: March 03, 2026

1. Project Overview and Proposed Use

Castle Rock Ford respectfully proposes utilizing the vacant land parcel located immediately north of the existing Castle Rock Ford dealership building for **Customer Retail-Ready Vehicle Overflow Parking (CRR)**. This parking area will provide designated space for up to approximately **200 Retail-Ready vehicles** — units that are fully reconditioned, inspected, and prepared for immediate customer sale. **This lot will not be used for service vehicles, vehicles awaiting repair, or vehicles in any stage of the service process.** It is exclusively for customer-facing, sale-ready inventory. The project directly supports dealership operations and addresses the growing demand driven by the continued residential and commercial growth of the Town of Castle Rock.

The proposed use is a natural extension of the existing dealership operations and is consistent with the automotive retail character of the surrounding area. The project is designed to improve on-site vehicle organization, enhance customer experience, and reduce operational congestion on the primary dealership lot.

The lot will not be used for general public parking or employee parking. The exclusive purpose is organized staging **Retail-Ready vehicles**, providing a dedicated overflow area that keeps the primary dealership lot clear and customer-accessible.

2. Site Information

Location: Vacant land parcel immediately north of Castle Rock Ford,

Relationship to Existing Use: The parcel is directly adjacent to and will be operated in conjunction with the existing Castle Rock Ford dealership. Internal site connectivity between the primary lot and the overflow lot is proposed.

Estimated Lot Size: Lot size is estimated at 160yds x 175yds. Preliminary assessment indicates sufficient area to accommodate up to approximately 200 Retail-Ready vehicle parking stalls with appropriate drive aisles.

Number of Parking Spaces: Up to approximately 200 stalls for Retail-Ready vehicle inventory.

Building Square Footage: No new buildings are proposed as part of this application. The scope is limited to surface parking improvements.

3. Justification & Community Need

The Town of Castle Rock has experienced significant population and economic growth in recent years, resulting in increased demand for automotive retail services at Castle Rock Ford. The existing inventory management and customer-ready vehicle staging areas on the primary lot are operating at or near capacity. Without additional CRR overflow space, the dealership faces operational inefficiencies that negatively impact customer satisfaction and staff productivity.

The proposed overflow lot directly addresses this operational need by providing a dedicated, organized, and well-maintained vehicle staging area adjacent to the existing facility. The development of this currently vacant parcel is consistent with the Town's goals of supporting responsible commercial growth and the vitality of its business community.

4. Design Concepts

A site plan is provided as a companion document to this narrative. Key design elements include:

- Entrance from current Ford lot.
- No new building structures proposed at this time.

5. Applicant Statement

Castle Rock Ford is committed to being a responsible community partner and to developing this property in a manner that meets or exceeds the Town of Castle Rock's standards for commercial development. We look forward to working collaboratively with Town staff during the Pre-Application Meeting process to identify and address any requirements, concerns, or conditions necessary to move this project forward in alignment with the Town's vision for growth and development.

Submitted by Castle Rock Ford | Pre-Application Meeting Narrative | March 03, 2026

