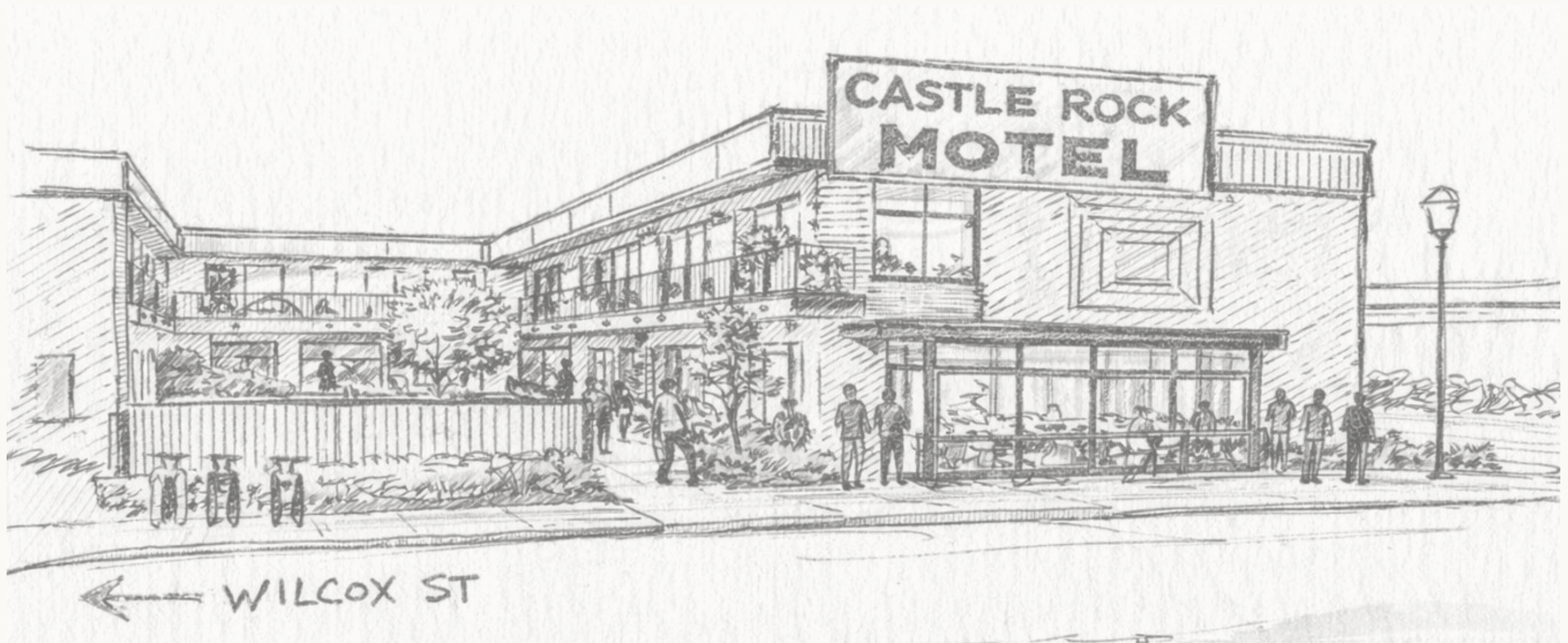


CASTLE ROCK MOTEL

Project Concept Brief



Project Narrative

Project Summary

Adaptive reuse and expansion of an existing mid-century motor lodge into a boutique hotel and community hub in downtown Castle Rock. The project transforms an underutilized site into an inward-focused destination centered around shared space, hospitality, and local engagement.

Site + Existing Conditions

L-shaped, two-story motor lodge
~25 existing rooms
Large central parking lot dominates site
Limited street presence
Located at edge of downtown

Metrics: *(estimated)*
Existing: 8,000 SF
Proposed: 13,000 SF

Program

Guest Rooms
Existing: ~25; Proposed: ~30–35

Proposed Strategy

- Remove/reduce surface parking to create central courtyard
- Reorient project inward to prioritize experience
- Add new mass to define cohesive perimeter
- Explore vertical/horizontal expansion
- Introduce layered indoor/outdoor program

Amenities

Day: Café / coffee bar
Eve: Bar / lounge
Community: Flexible event space
Heart: Central courtyard

Design Approach

"Prioritize social space as the core organizing element"

- Preserve and reinterpret mid-century motor lodge DNA
- Focus on materiality, scale, and indoor/outdoor flow

Outcome

A distinct, community-driven hotel that functions as both a place to stay and a place to gather—setting a new tone for hospitality in Castle Rock.



Massing Concept

- EXISTING TO REMAIN
- NEW CONSTRUCTION

SITE CONTEXT

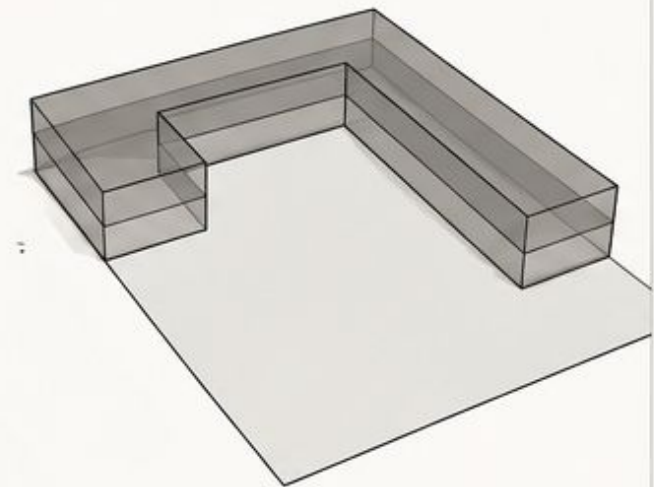


AERIAL VIEW FROM NORTHEAST



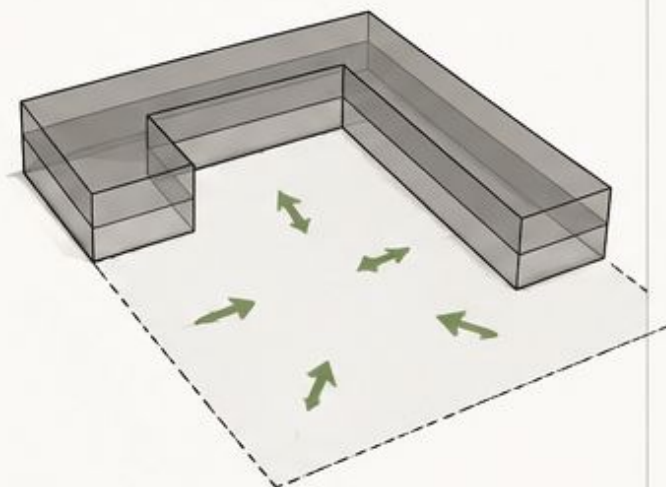
AERIAL VIEW FROM NORTHWEST

1 EXISTING CONDITION 1960s/70s MOTOR LODGE



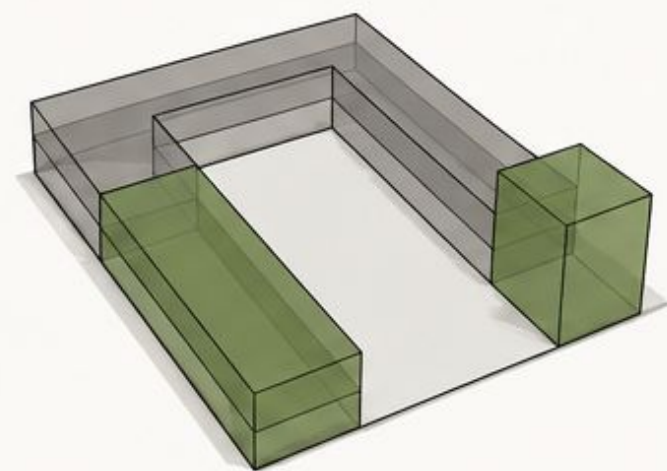
Two-story motor lodge in an L-shaped configuration surrounds a large surface parking lot. Limited activation and no central gathering space.

2 REMOVE + OPEN CREATE A CENTRAL COURTYARD



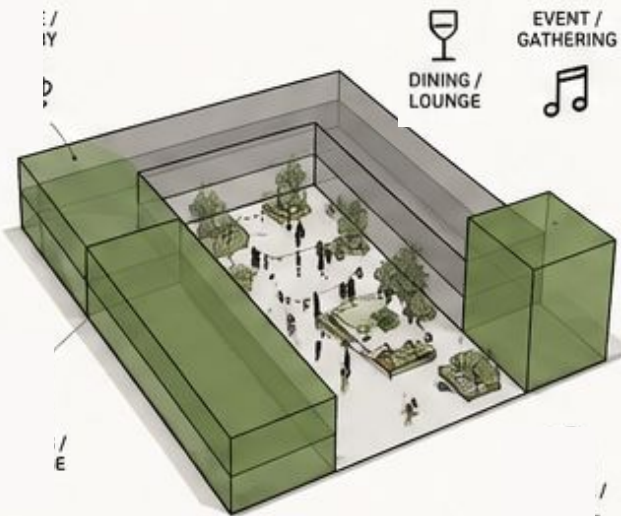
Remove surface parking to create a central courtyard as the organizing element of the site—an inward-facing space for guests and the community.

3 ADDITIONS + ANCHORS DEFINE EDGES + ENTRY



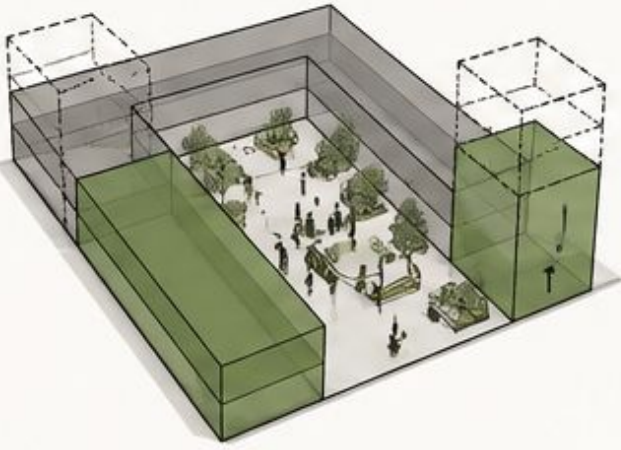
New construction extends the building to define the courtyard edges and create clear entry points. Opportunities for vertical elements at key corners.

4 PROGRAM + ACTIVATION CREATE A COMMUNITY HUB



Ground floor spaces activate the courtyard with food + beverage, lounge, retail, and event uses. Upper floors provide hotel rooms with courtyard views.

5 VERTICAL OPPORTUNITY ADDITIONAL DENSITY



Potential for additional stories at key corners and along select edges to increase room count and strengthen the project's presence.

6 A DESTINATION + LANDMARK ICONIC + INVITING



A reimagined boutique hotel and neighborhood hub—celebrating the site's mid-century roots while creating a vibrant new destination in Castle Rock.



Look & Feel



Thank You

