



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Development Authority Flower Box Program Fact Sheet

The Castle Rock Downtown Alliance is a partnership between the Downtown Development Authority and Downtown Merchants Association. These organizations work together to strengthen the Downtown economy and support efforts to enhance vibrancy and beautification of Downtown.

Program Purpose

This program is designed to enhance the environment and public experience in Downtown Castle Rock with colorful cascading flowerboxes that adorn the entrances of Downtown businesses.

Program

The DDA has invested in flower boxes as a way to create a consistent and beautiful streetscape throughout downtown. Flower boxes are planted from seed in a greenhouse early each year so that boxes are healthy and mature prior to being placed. These boxes are rented to Downtown business and property owners at a discounted rate. This provides a convenient and inexpensive way for Downtown businesses to have a consistent look which creates a sense of community and enhances the downtown environment.

Sizes and Cost of Flower Boxes:

- Medium Flower Box – 1' x 4'; Cost: \$67
- Large Flower Box – 2' x 4': These boxes are only available for businesses with a streetside patio.

Intended Display Time:

- Late May to early September (*subject to weather*).

Maintenance:

- Owners are to provide reasonable care and security for the flowers and boxes. A free care and maintenance guide is available. If flowers die, boxes may be replanted by renter at own cost, or they can be replanted onsite by flower provider for \$80 for a medium box. Watering service for the flower boxes is available, please contact our office about the cost.

Eligibility

- Flower boxes may be rented by property owners and tenants within the DDA boundary. See map at [DDA map](#).

Application Process

- An email will be sent to DMA Members in January each year with a link to the order form.
 - Not a member? Apply for free at www.downtowncastlerock.com/dma.
- Applications are due by February 10th and payment by February 18th.

Program Contact

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