

Haley Williams
Colorado Drifters & Down Valley Brewing
589 W. Main Street
New Castle, CO 81647

Town Hall
New Castle Historic Preservation Commission
450 W. Main Street
New Castle, CO 81647

Subject: Request for Historic Designation of 589 W Main Street

Dear Members of the New Castle Historic Preservation Commission,

I am writing to formally request that the property at 589 W Main Street be considered for historic designation. This building, originally constructed as a Texaco service station in the 1950s, has served as a significant landmark in our community, evolving over the decades from a gas station to a mechanic shop under various ownerships, and most recently into our brewery and coffee shop.

Given its deep-rooted history and its role in New Castle's commercial and cultural evolution, I believe this building holds historical and architectural significance. The building's white paint and green trim plus a pre-1936 Texaco globe installed by the original owner, Jack Goodrich, once defined Main Street and US-6 commerce. Additionally, its transformation over the years showcases the adaptability and enduring value of historic commercial spaces in our town. We want to honor the legacy of the original builder, Jack Goodrich, while also paying tribute to the longest owner, Jim Shrull, by preserving the integrity of the building. Our goal is to make him proud and reassure him that he entrusted it to the right people.

Since acquiring the property in 2024, we have worked diligently to restore and enhance the building while maintaining its historic character. Our efforts have included painting the exterior, bringing in a restoration company to clean and preserve the interior, improving the plumbing, finishing the floors, and revitalizing the yard with landscaping to create a welcoming community gathering space. These improvements have not only preserved the integrity of the building but have also helped turn it into a vibrant, functional gathering space that the entire town can enjoy.

Looking ahead, we intend to continue investing in the preservation and safety of the building. Planned improvements include repairing the roof, adding gutters, enhancing outdoor lighting for security, and replacing the garage doors to better protect the building's interior. These efforts will further safeguard this historic structure while ensuring it remains a valuable and well-maintained part of the community.

A historic designation would help ensure that this landmark continues to be preserved and appreciated for generations to come. Additionally, I would appreciate any guidance the commission may have regarding grants or funding opportunities available for historic

preservation and restoration projects. If there are local, state, or federal programs that could support our efforts, I would be grateful for any information or resources you could share.

I would love the opportunity to discuss this request further and provide any additional information needed. Please let me know the next steps in the designation process, and I look forward to working with the commission to preserve this important piece of New Castle's history.

Thank you for your time and consideration.

Sincerely,
Haley Williams
Colorado Drifters & Down Valley Brewing
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C: 704-806-4799
Date: 2/28/2024

Cruise back in time through New Castle man's antique Texaco collection

News | Oct 6, 2021

Ray K. Erku

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Jim Shrull helps a customer inside the New Castle Garage.

Ray K. Erku / Citizen Telegram

Iconic machines of nostalgia sit inside a New Castle automotive garage cluttered by loose tools and parts: a 1957 Dodge pickup truck and a 1953 Chevrolet sedan delivery truck.

This is Jim Shrull's sanctuary, where past meets present. When Shrull's not renting out U-hauls to folks moving cross country, he's tinkering with hot rods and any other vehicle customers pull up to his longtime New Castle Garage of 34 years.

But what arguably reigns supreme in this downtown New Castle auto shop aren't the old-school sets of wheels resting in the bays. It's the reception area, where a seemingly priceless collection of bonafide Texaco memorabilia greets every customer who walks through the glass door.

If they happen to look up as Shrull hands them the key to their tuned-up ride, they may see a pre-1936 Texaco globe that once stood atop a vintage gas pump.

"That's the first thing that I bought," Shrull said of his collection. He stood near an antique, imitation wood National cash register and his wife, Samantha, as the sun set on a recent Thursday evening. "I bought it at an auction in Silt, and I got hooked on it."

That fateful day some 30 years ago spiraled into a habit — if you were to place a dollar sign on it — worth more than a newly restored hot rod.

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The renovation cost \$80,000. The sold signs defrayed between \$50,000 and \$60,000 of the final bill.



Jim Shrull looks at a Texaco sign inside the New Castle Garage.
Ray K. Erku / Post Independent

Like stepping into a time machine, a metallic Texaco sign peppered with brown rust spots acts as the garage's unofficial centerpiece. Above, a gallery of smaller Texaco signs line the top of the back wall. Even outside, a towering Texaco sign Shrull purchased at an auction in Rifle pierces the picturesque view of New Castle's quintessentially western main drag.

Shrull said the sign, originally posted at a Rifle bulk plant owned by the Goodrich family, often lures in cross-country motorists itching to peek inside.

"You can never replace it," Shrull said. "Some of the cars I've sold you can't replace; that garage full of signs I've got, irreplaceable. It would cost you hundreds of thousands of dollars to find them."

WHEN THE OIL CHANGES

Possessing a distinct love for traveling across state lines to bid for collectibles, the 62-year-old Shrull sure hasn't uprooted his life much.

"He was born and raised in New Castle, and he moved, what, five blocks?" Samantha quipped.

Shrull, wearing a well-broken-in Colorado Rockies jacket, confirmed.

"I moved from that end of town to this end," he said, pointing.

Perhaps that's why Shrull's Texaco collection catches his fancy so much.





An antique National cash register sits inside the New Castle Garage.

Ray K. Erku / Post Independent

Shrull remembered New Castle when it resembled more of a small town. Now, "there's literally a rush hour" every day, and "you can't hardly walk across the street," he said.

"They say this was the fastest growing town per capita at one time," Shrull said. "This was about 15, 20 years ago, but, man, it just exploded.

"You know what it looks like behind that mountain — it's all houses," he said of the newer Castle Valley and Lakota Ranch neighborhoods.

But, as New Castle's small town charm continues to absorb more inhabitants, one thing remains constant: Shrull's vintage Texaco collection.

In addition to the old days, seeing his signs every day reminds Shrull of his kids, now fully grown with nine kids of their own. Combine Samantha's two grandkids, that's 11 total between these two hot rod lovebirds.

"They helped me go get all of this stuff," Shrull said of his grown kids. "Even though they were girls, I raised 'em like boys."



Jim and Samantha Shrull stand behind the counter inside New Castle Garage.

Ray K. Erku / Post Independent

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For Samantha, who married Shrull in 2008, the collection symbolizes something like the satisfaction of a long search.

“It is really rewarding,” she said. “Especially when you’re really looking for something.”

Sitting among Shrull’s vintage Texaco memorabilia, a collection originally spawned from The Texas Co. of 1902, is a late-1920s model General Electric refrigerator with one door and an antique gas pump made with a transparent cylinder.

Though they’re prize pieces, Shrull is always game for more.

“I am always looking for something new,” he said. “I was thinking about putting a ski-lift chair for a swing in the front of my house.”



The exterior of the New Castle Garage.

Ray K. Erku / Citizen Telegram

That project may come, it may not for Shrull’s house, which sits across the street from his auto garage. While his collection of yesteryear is there every day to remind him of what once was, Shrull is usually too busy keeping up with times.

“The U-haul stuff has picked up,” he said. “There’s so many people moving these days that sometimes I don’t have time to work on anything else.”

Reporter Ray K. Erku can be reached at 612-423-5273 or rerku@citizentelegram.com.

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Exhibit I
Existing Property Photos

589 W Main Street - Photos taken Fall 2023:

