



Town of New Castle
450 W. Main Street
PO Box 90
New Castle, CO 81647

**Planning & Code Administration
Department**
Phone: (970) 984-2311
Fax: (970) 984-2716

Staff Report
Historical Preservation Commission
Consideration of a Historical Designation for the Texaco
Building Down Valley Brewing located at 589 W. Main St.

Report Date: 6/23/2025

Project Information

Property Owner/Applicant:	Family Matters LLC, Drifters/Down Valley Brewing, Brad and Haley Williams
Owner's Mailing Address	589 W. Main St.
Property Address:	589 W. Main St.
Current Use:	Coffee Shop and Brewery
Municipal Code Reference:	Chapter 15.44 (Articles 1-5)
Size of Lot:	10,000 Square Feet
Street Frontage:	W. Main St.
Existing Zoning:	Commercial, C-1
Surrounding Zoning:	C-1 & R-1

I The Application

Family Matters LLC requests approval of a historical landmark designation for the old Texaco Station. The purpose of landmark designations are to enhance the town's local historic resources by protecting and preserving the town's architectural, historic and cultural heritage as embodied at these sites. Landmark designations may also serve to provide added property value and/or potential tax credits for the property owner. Therefore, on May 19, 2025, the commission adopted an order to schedule a public hearing for June 23, 2025, pursuant to section 15.44.180 of the municipal code (MC) to consider the current request. The applicant, the public, staff, and the Commission have been invited to attend the hearing to express their opinions on the proposed designation. The Commission shall act officially on the application within twenty-five (25) working days after the close of the hearing.



II History and Design

New Castle's original Texaco building has been located at the corner of Kamm Ave. and W. Main Street since 1951. The building has changed ownership over the past 70 years and was renamed Building Specialists, and New Castle Garag before it was restored to the original Texaco design by Jim Shrull. The historical attributes are:

- North facing window garage doors.
- Cinder block walls with glass brick windows on the east side of the building.
- Original Texaco sign on the northwest sidewalk.
- Green striping and red stars, Texaco historical standard.
- Flat roof



The image to the left is from 1982 with the Building Specialist signage.

- The main part of the building has remained the same;
- The garage doors pictured here are open and blocked by the view of the gas pump.
- Jim Shrull purchased the building in 1992 and restored the standard Texaco stars and green stripes around the building.

The building's most recent occupancy had been a mechanics shop and U-Haul rental hub until its recent purchase from Family Matters LLC in 2024. Family Matters made an addition of the outside seating area outside on the north facing parking lot, a fence, astroturf, picnic tables and play equipment for patrons. The building has been transformed into a brewery and coffee shop and offers a spot for one to two food trucks to operate.



III Criteria for Identification

The original Texaco has been *identified* as a historic property in New Castle. According to MC 15.44.160 a property may be identified as a historic property if it possesses (or potentially possesses) any of the following qualities or characteristics:

- A. Has existed for at least fifty (50) years prior to the date of identification;
- B. Is associated with events that have made a significant contribution to the broad patterns of the town's history;
- C. Is associated with the lives of persons significant in the town's past;
- D. It embodies the distinctive characteristics of a type, period, or method of construction, is the work of a master builder, or possesses high artistic value;
- E. It has yielded, or may be likely to yield, information important in prehistory or history;
- F. It exemplifies the cultural, economic, social, or historic heritage of the town;
- G. Has relationship to other distinctive areas that are eligible for preservation according to a plan based on a historic, cultural, or architectural motif;
- H. Unique location or singular physical characteristic representing an established and familiar visual feature of a neighborhood, community, or the town.

IV Designation Criteria/ Approval Criteria

Pursuant to MC Section 15.44.050, a site, landmark or district may be designated for preservation if it meets one or more of the following criteria.

- A. **Historical Importance.** The site, landmark or district has character, interest or value as part of the development, heritage or cultural characteristics of the town, state or nation; is the site of a historic event with an effect upon society; is identified with a person or group of persons who had some influence on society; or exemplifies the cultural, political, economic, social or historic heritage of the community.
- B. **Architectural Importance.** The site, landmark or district portrays the environment of a group of people in an era of history characterized by a distinctive architectural scale; embodies those distinguishing characteristics of an architectural-type specimen; is the work of an architect or master builder whose individual work has influenced the development of the town or contains elements of architectural design, detail, materials or craftsmanship which represent a significant innovation.
- C. **Geographic Importance.** The site, landmark or district, because of being part of or related to a square, park or other distinctive area (i.e., river crossings), should be developed or preserved according to a plan based on a historic, cultural or architectural motif or due to its unique location or singular physical characteristics, represents an established and familiar visual feature of the neighborhood, community or town.
- D. **Inclusion in National Register of Historic Places.** Inclusion of any property within the town in the National Register of Historic Places as provided in the National Historic Preservation Act of 1966 shall be construed as local historic site designation, and subject to the same protections as any local historic site.

V Staff Comments

From the discussion above, there is strong evidence that the original Texaco building has been a vital aspect of New Castle's heritage. **Historically**, Texaco was a meeting spot for young people and offered jobs to many of the New Castle residents, including Town Council member, Grady Hazelton. The building has

been in several historical pictures from the parades during Burning Mountain Festival over the years. **Architecturally**, the structure's age and design reflect a 1950's look. The original owner, Jack Goodrich, helped define Main Street commerce during Texaco's early years. Owner Jim Shrull brought back the Texaco sign, green stripes and red stars as an icon of Texaco's past.

This general significance aside, the HPC must consider whether the request for designation conforms with the approval criteria. While some modifications have been made to allow for guest seating, the majority of the exterior features remain consistent with the past architecture.

VI Staff Recommendation:

The staff recommends the following conditions be considered by the Commission in their deliberations for approving the application.

1. Pursuant to Exhibit B of resolution HPC 2025-1, the landmark designation shall apply only to the building's exterior structure and architecture including, but not limited to, adjoining components such as signs, lights and paint. Any items added to the *property* unrelated to the building's exterior façade will not be subject to HPC's review.
2. Pursuant to 15.44.360, nothing shall be construed to prohibit the accomplishment of any work on any historic site, landmark or district which will neither change the exterior appearance (including color and materials) nor the exterior architectural features of improvements or structures, nor the character or appearance of the land itself and which is considered necessary as a part of normal maintenance and repair.
3. Staff recommends the applicants paint the plywood box enclosure on the west side of the building to match the white exterior color.
4. In the event commissioners or staff observe unapproved modifications of the building's exterior, the applicant or owner may be summoned before the HPC in a public meeting to show cause why the landmark designation should not be revoked, suspended, or additional conditions imposed. Such show-cause meeting shall be open to the public and the Applicant or owner may present testimony or offer other evidence on its behalf.
5. The applicant shall comply with all applicable building, residential, electrical and municipal code requirements including all sign code regulations.
6. All representations of the applicant in written and verbal presentations submitted to the Town or made at public meetings before the Historic Preservation Commission shall be considered part of the building permit application and binding on the applicant.

VI Exhibits:

- A) Letter of Interest from Applicant
- B) Application for Designation
- C) Affidavit for Consultant Fees
- D) Notice of Public Hearing
- E) Affidavit of Certified Mailings
- F) List of Properties within 100'
- G) Post Independent Article with History
- H) Original Building owned by Bob Kuersten

- G) Photo of New Castle Garage
- H) Photo from Parade
- I) Photo of CO2 Box
- J) Photo of Current Texaco Building

EXHIBIT A

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
Downvalleybrewing@gmail.com
C: 704-806-4799
Date: 2/28/2024

EXHIBIT B

Clerk's Office
 Michelle Huster, HPC Clerk
 (970) 984-2311
 Email: mhuster@newcastlecolorado.org

Town of New Castle
 PO Box 90
 450 W. Main Street
 New Castle, CO 81647

HISTORICAL DESIGNATION APPLICATION

Note: All land use applications must be filed with the Town Clerk. Please consult the Town Planner for codes specific to the Land Development Application. All application materials are subject to the Colorado Open Records Act (CORA), C.R.S. §24-72-201 to 207.

Applicant: FAMILY MATTERS, LLC	
Address: 589 W. MAIN ST. NEW CASTLE COLORADO 81647	Phone: 704-806-4799 E-mail: DOWN VALLEY BREWING@GMAIL.COM
Property Owner: FAMILY MATTERS LLC BRAD + HALEY WILLIAMS	
Address: 600 GINSENG RD, NEW CASTLE, CO 81647	Phone: 704-806-4799 E-mail: downvalleybrewing@gmail.com
Contact Person: HALEY WILLIAMS	
Address: " " "	Phone: 704-806-4799 E-mail: HALEY JACQUES@gmail.com
Property Location/Address: 589 W. MAIN STREET, NEW CASTLE, CO 81647	
Legal Description: Section 31 TOWNSHIP: 5 RANGE: 90 SUBDIVISION: ORIGINAL TOWNSHIP NEW CASTLE BLOCK: 9 LOT: 7 THRU LOT: 10 10000 SQ FT	Acres: 0
Existing Zone (e.g., Residential R-1, Commercial C-1): C-1	Existing Land Use: COMMERCIAL BUSINESS

TYPE(S) OF LAND USE(S) REQUESTED

- | | |
|--|---|
| <input type="checkbox"/> Pre-Annexation Agreement
<input type="checkbox"/> Annexation
<input type="checkbox"/> Subdivision (including Minor and Major Subdivisions, Lot Splits, Sketch Plans, Subdivision Preliminary Plans, Subdivision Final Plans, & Condominiumizations)
<input type="checkbox"/> Amended Plat
<input type="checkbox"/> Planned Unit Development (including PUD Sketch Plans, Preliminary PUD Development Plans, PUD Master Plans and Final PUD Development Plans)
<input type="checkbox"/> Master Plan Amendment | <input type="checkbox"/> Conditional Use Permit or Special Review Use Permit
<input checked="" type="checkbox"/> Historical Designation
<input type="checkbox"/> Site Specific Development Plan/Vested Rights
<input type="checkbox"/> Variance
<input type="checkbox"/> Zoning
<input type="checkbox"/> Zoning Amendment
<input type="checkbox"/> Re-zoning
<input type="checkbox"/> Watershed Permit
<input type="checkbox"/> |
|--|---|

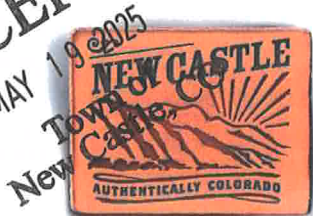
Haley Williams Applicant Signature	5/20/2025 Date
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RECEIVED

MAY 19 2025

Town of
New Castle, CO

RECEIVED
MAY 19 2025



AGREEMENT TO PAY CONSULTING AND ADMINISTRATIVE COSTS

Pursuant to municipal code section 16.08.070, for any land use application, the applicant shall pay all costs incurred by the town for the preparation of plats, plans, other required data and documents, recording fees, publication costs, legal and engineering review and advice, planning review and advice, inspections and all other out-of-pocket costs incurred by the town in connection with the Historical Designation application. In the case of withdrawal or denial of a land use application, the applicant shall be responsible for all costs actually incurred by the town in connection with such application regardless of the state of the review process at which the application is withdrawn or denied.

To secure payment of costs incurred by the town, the owner of the land proposed for Historic Designation (and the applicant, if different) shall be required to sign the following agreement:

By signing below, the applicant and property owner hereby agree to reimburse the Town the actual costs to the Town for engineering, planning, surveying, legal services, and all other costs incurred by the Town in connection with the review and approval of the Historical Preservation application. I also agree to reimburse the Town for the cost of making any correction or additions to the master copy of the official Town map and for any fees for recording any plats and accompanying documents with the County Clerk and Recorder of Garfield County. I agree that interest shall be imposed at the rate of 1.5% per month on all balances not paid within thirty (30) days of a statement. In the event the Town pursues collection of any amounts due and unpaid, the Town shall be entitled to collect attorney's fees and costs. In addition to all other remedies allowable by law, I agree that in the event any amounts remain due and unpaid for sixty (60) days the Town shall have the power and authority to certify such amounts, plus a ten percent penalty, to Garfield County to be imposed as a tax lien against the real property subject to the development application.

SO AGREED this 20 day of MAY, 2025

HALEY WILLIAMS
Applicant (Print Name)

Haley Williams
Signature of Applicant

704-806-4799
Telephone Number

600 GINSENG RD, NEW CASTLE, CO 81647
Mailing Address of Applicant

downvalleybrewing@gmail.com
Email

Email Address of Applicant

FAMILY MATTERS, LLC
Property Owner

Haley Williams
Signature of Property Owner

SELF
Relationship of Owner to Applicant

600 GINSENG RD, NEW CASTLE, CO 81647
Owner Mailing Address

Type of application: HISTORIC DESIGNATION

Property description: 589 W. MAIN STREET, NEW CASTLE, CO 81647
Revised 3/11/2025

EXHIBIT D

NOTICE OF PUBLIC HEARING Town of New Castle

Date: June 23, 2025

Time: 6:30 PM

Place of hearing: New Castle Town Hall, 450 West Main Street, New Castle, CO

Public body
conducting hearing: Historic Preservation Commission

Brief description
of application: Application for Historic Designation

Legal description: Section: 31 Township: 5 Range: 90 Subdivision: original
Townsite, Town of New Castle

Common address: 589 West Main Street, New Castle

Applicant: Family Matters LLC

Landowner: Family Matters LLC

The complete application is available at the Town Clerk's office at 450 West Main Street, P. O. Box 90, New Castle, CO 81647. All interested persons are invited to appear and state their views, protests or objections. If you cannot appear personally at such hearing, then you are urged to state your views by letter. Submit letters to Town Clerk Mindy Andis or email to mandis@newcastlecolorado.org.

EXHIBIT E

AFFIDAVIT AS TO NOTICE OF PUBLIC HEARING

I, Haley Williams, do hereby certify that pursuant to ordinances of the Town of New Castle, Colorado, I provided notice of a public hearing before the New Castle on a Application by doing the following:

1. At least thirty (30) days prior to such hearing, I sent a copy of the **attached** Notice of Public Hearing by certified mail to the owners of all property within two hundred fifty (250) feet of the subject property, all owners of mineral estates with respect to the subject property, and to the Town of New Castle.
2. At least fifteen (15) days prior to such hearing, I posted notice of the hearing on the property on a sign approved by the Town at least twenty-two (22) inches wide, twenty-six (26) inches high, with letters at least one (1) inch in height. The sign was posted so that it was visible from a public street.

Haley Williams
Signature

STATE OF COLORADO)
) ss.
COUNTY OF Garfield)

Subscribed and sworn to before me this 23 day of May,
2025, by Haley Williams.

Witness my hand and official seal.

Michelle Huster-Elmore
Notary Public
My commission expires: 3/12/2028



EXHIBIT F

R380017
LUNDIN, KURT A
PO BOX 24
NEW CASTLE CO 81647

R380043
DAVIS, MARGIE A
PO BOX 255
NEW CASTLE CO 81647

R380051
ALLEN, BENJAMIN R
542 W MAIN STREET
NEW CASTLE CO 81647

R380099
SHOCKLEY, AARON & SHOCKLEY, MEAC
261 BLACKHAWK DRIVE
NEW CASTLE CO 81647

R380104
CARTWRIGHT, ADAM H
620 W MAIN STREET
NEW CASTLE CO 81647

R380114
BREIDENBACH, SYLVIA PATRICIA
PO BOX 244
NEW CASTLE CO 81647-0244

R380136
BOLAND, WHITNEY M & SALO, ANDREW
111 N 6TH STREET
NEW CASTLE CO 81647

R380159
BRISTOL, KYLE
116 NORTH 16TH STREET
NEW CASTLE CO 81647

R380183
MALLOY, TODD F
PO BOX 404
NEW CASTLE CO 81647

R380215
WARD, CHARLSEY J
0281 PONDEROSA DRIVE
GLENWOOD SPRINGS CO 81601

R380218
SMYTHE, RYAN C & BRANDI
129 N 6TH STREET
NEW CASTLE CO 81647

R380278
WIGGER, KURT & ELSBETH
292 CASTLE RIDGE DRIVE
NEW CASTLE CO 81647

R380279
SAMUELSON, WARD A & KERN A
1260 COUNTY ROAD 325
RIFLE CO 81650

R380282
FAMILY MATTERS LLC
589 WEST MAIN STREET
NEW CASTLE CO 81647

R380283
WEBBER, JOHN R & HOWARD, DEL
PO BOX 589
NEW CASTLE CO 81647

R380289
CHAPIN, DIANE L & DUSTIN E
PO BOX 257
NEW CASTLE CO 81647

R380290
MAISON, JOSEPH H & NANCY
15452 HIGHWAY 82
CARBONDALE CO 81623

R380336
NEW CASTLE, TOWN OF
PO BOX 90
NEW CASTLE CO 81647

R380346
REED, RICKIE LEE & CATHERINE C
PO BOX 871
NEW CASTLE CO 81647

R380347
MILLER, MICHAEL C & DIAN R
PO BOX 112
NEW CASTLE CO 816470112

R380636
NEW CASTLE, TOWN OF
PO BOX 90
NEW CASTLE CO 81647-0166

R380825
RUIZ, IGNACIO
PO BOX 741
NEW CASTLE CO 81647

R380826
FOY, WILLIAM
138 N 7TH STREET
NEW CASTLE CO 81647

EXHIBIT G

PostINDEPENDENT

YOUR AD HERE »

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

News | Oct 6, 2021

Ray K. Erku

rerku@aspentimes.com



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.

×

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



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 H

Circa 1950

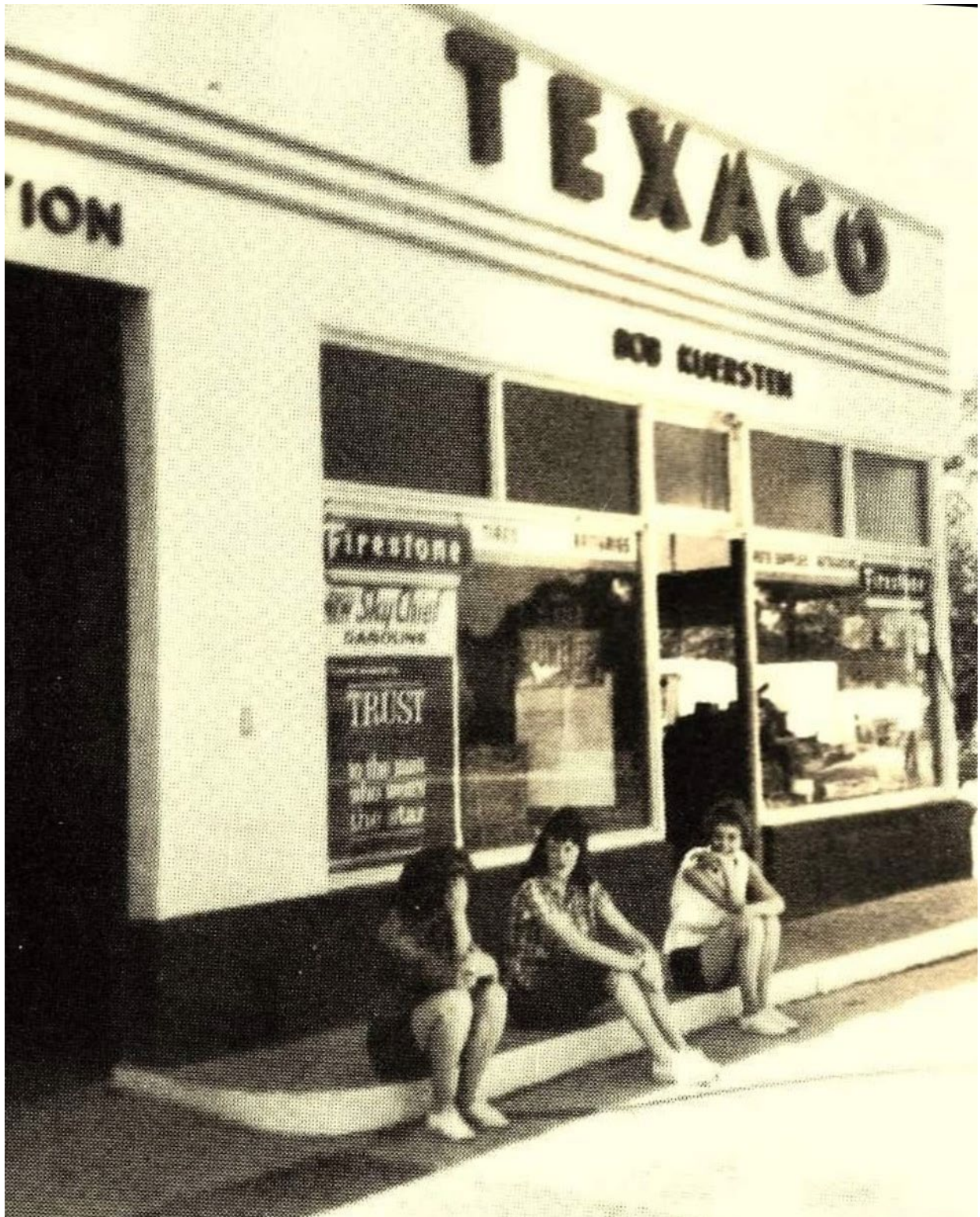


EXHIBIT I



EXHIBIT J



EXHIBIT K



EXHIBIT L

