



Meeting Date: June 24, 2026

AGENDA MEMORANDUM

To: Design Review Board
From: Brad Boland, AICP, Planning Manager
Title: Castle Rock Bike & Ski Mural (25 S. Wilcox St)

Executive Summary

Public art is an important component of a vibrant and unique downtown. Murals, in particular, can enhance the pedestrian experience by transforming blank walls into colorful and engaging scenes that contribute to the visual character of the district.

Within the Downtown Overlay District, murals that include messaging related to a business require approval from the Design Review Board at a public prior to their installation. The proposed mural sign reviewed in this staff report is located at 25 S. Wilcox Street and is associated with Castle Rock Bike & Ski.

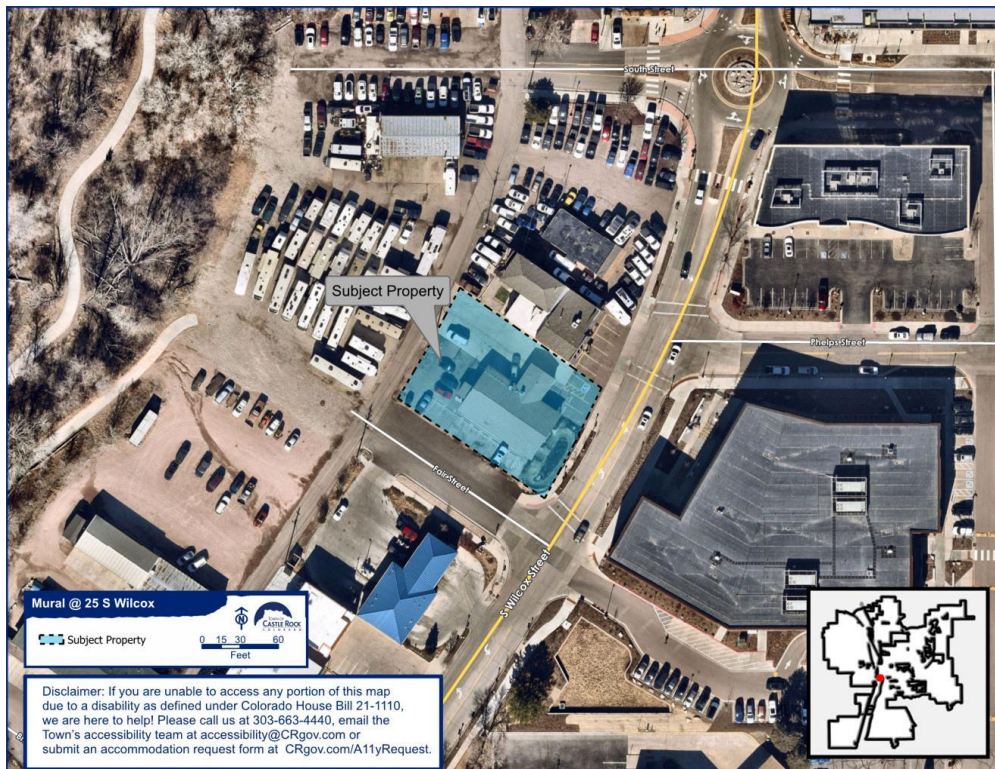


Figure 1: Vicinity Map

Discussion

Existing Conditions

Located at the northwest corner of S. Wilcox St. and Fair St., 25 S. Wilcox St. is occupied by Castle Rock Bike & Ski, a retail and service business offering bicycles, ski and snowboard equipment, rentals, repairs, and related outdoor recreation products. The property is located within the downtown commercial core, with pedestrian access to nearby restaurants, shops, offices, civic destinations, and public parking. The building was constructed in 1971 and contains approximately 2,900 square feet of commercial space on a 0.32-acre parcel.

The building is a one-story commercial structure with stucco-clad exterior walls, stone veneer accents, and a low-pitched gabled roof. The front elevation includes a projecting covered entry/porch canopy, supported by square posts, that creates a sheltered walkway beneath the main gable. The side elevation presents a long, largely uninterrupted wall plane that is proposed to receive the mural treatment.



Figure 2: Existing Building

Proposed Mural

The proposed mural sign is associated with Castle Rock Bike & Ski and would be located on the south wall of the building at 25 S. Wilcox Street. The mural is proposed to measure approximately 7 feet in height by 48 feet in width and would cover the majority of the south wall. Due to the textured exterior surface of the building, the applicant proposes to install treated wood panels on the wall, which would be primed and painted to create a suitable surface for the mural.

The mural design incorporates bold colors, layered patterns, mountain imagery, and outdoor recreation themes, including references to biking, skiing, snow, and Colorado's natural landscape. The composition is intended to create a visually engaging public art feature that contributes to the character of Downtown Castle Rock while also reflecting the identity of Castle Rock Bike & Ski.

The mural was designed by local artist Christine Rose Curry. Ms. Curry has completed several public murals in Castle Rock and the surrounding area, including a previous mural for Castle Rock Bike & Ski at its former location at 411 4th Street. Town Council, through the Public Art Commission, recently awarded a grant in support of the proposed mural, recognizing the project's contribution to public art within the Downtown District.



Figure 3: Proposed Mural

Notification and Outreach Efforts

The proposed Site Development Plan was noticed in accordance with the Town of Castle Rock Municipal Code. Signs were posted on the property, and letters were mailed to property owners within 500 feet of the site. Town staff published the hearing notice on the Town's website. The application could also be found online on the Town's Development Activity Map.

Review and Approval Criteria

Signs in the Downtown Overlay District, CRMC Chapter 19.04.053I

The following Downtown Overlay District sign criteria apply to this application:

Signs shall be compatible with the character of the surrounding district and adjacent architecture when considered in terms of scale, color, materials, lighting levels and adjoining uses.

Staff Analysis – The proposed mural sign is compatible with the character of the Downtown Overlay District and the adjacent architecture when considered in terms of scale, color, materials, lighting levels and adjoining uses. The mural would be located on the south wall of the building at 25 S. Wilcox Street and would transform a largely blank wall into a colorful public art feature. The proposed mural is approximately 7 feet high by 48 feet wide and would cover the majority of the south wall. The design incorporates bright colors, mountain imagery, outdoor recreation themes, and playful graphic elements that are consistent with the active, pedestrian-oriented character of downtown Castle Rock.

Signs shall be expressive of the business or activity for which they are displayed.

Staff Analysis – The proposed mural sign is expressive of the business for which it is displayed. Castle Rock Bike & Ski is an outdoor recreation-oriented business, and the mural includes imagery related to biking, skiing, mountains, snow, and Colorado outdoor culture. The mural also incorporates whimsical and locally inspired design elements that reinforce the identity of the business while contributing to the broader downtown environment as public art.

Signs shall be oriented or illuminated so as not to adversely affect the surrounding area or existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination and large signs or structures, which visually dominate an area.

Staff Analysis – The proposed mural sign is oriented on the south wall of the building and is not proposed to include illumination. As a result, the mural is not expected to create glare, excessive lighting, or other illumination-related impacts on the surrounding area or nearby residential uses or structures. Although the mural is large in scale, it is located on a broad wall surface and is designed as a horizontal composition that is integrated with the building façade rather than as a freestanding or projecting structure. Staff does not find that the mural would visually dominate the area in a manner that would adversely affect the surrounding district.

Signs may be creative in the use of two- and three-dimensional forms, iconographic representations, lighting and graphic design, including the use of color, pattern, typography and materials.

Staff Analysis – The proposed mural sign demonstrates creativity through its use of color, pattern, iconographic imagery, and graphic composition. The mural includes two-dimensional painted imagery with layered patterns, mountain forms,

recreational imagery, and playful visual references. The design by local artist Christine Rose Curry uses bold colors and dynamic movement to create an engaging visual experience for residents, visitors, employees, and pedestrians in the Downtown District.

Signs shall be constructed utilizing high quality, durable materials that meet the physical demands of an urban setting.

Staff Analysis - The proposed mural sign would be constructed using treated wood panels installed on the building, which would then be primed and painted. The applicant has indicated that the panel system is proposed due to the textured exterior surface of the building, allowing the mural to be applied to a more appropriate and durable surface. Based on the proposed materials and installation method, the mural is expected to meet the physical demands of an urban setting, provided that the mural is maintained in good condition over time.

Summary of Findings

Staff recommends approval of this project based on:

- The project meets the intent of signs in the DOD;
- The project helps further the goals and objectives set out for downtown Castle Rock through its Master Plan.

Motion Options

Option 1: Approval of Mural

"I move to approve the mural for Castle Rock Bike & Ski as shown."

Option 2: Approval of Mural with Conditions

"I move to approve the mural for Castle Rock Bike & Ski with the following conditions: (list conditions)"

Option 3: Continue item to next hearing (need more information to make decision)

"I move to continue this item to the next regular Design Review Board meeting on July 8, 2026."

Attachments

Attachment A: Mural Proposal