



Meeting Date: April 7, 2026

## **AGENDA MEMORANDUM**

**To:** Honorable Mayor and Members of Town Council

**From:** Tara Vargish, Development Services Director  
Tammy King, Zoning Manager

**Through:** David L. Corliss, Town Manager

**Title:** Homebuilder/Developer Directional Sign Plaza Program

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### **Executive Summary**

Staff is proposing a one-year pilot Sign Plaza Program to allow coordinated directional signage for homebuilders and developers within the Town's right-of-way. The program, developed in collaboration with the Home Builders Association (HBA) and City Wide Signs LLC, is intended to improve wayfinding for new residential development while reducing non-compliant signage.

The program would allow up to 15 sign plaza locations, with standardized design, strict participation requirements, and enforcement provisions. City Wide Signs will construct, install, operate, and maintain the signage at no cost to the Town, while paying applicable sign permit fees.

Staff recommends approval of the attached agreement and resolution to implement the pilot program, with a commitment to return to Council prior to expiration with an evaluation and recommendation on whether to continue the program.

### **Background**

Section 19.04.076 of the Castle Rock Municipal Code authorizes the Town to allow directional signage structures within the public right-of-way for homebuilders, developers, residential communities, and public facilities. The proposed program is designed to operate within this existing authority while improving aesthetics and reducing the proliferation of temporary or non-compliant signage.

At a prior Town Council meeting, representatives from the Home Builders Association (HBA) expressed the need for coordinated directional signage to assist potential homebuyers in locating new residential developments within the Town. Council directed staff to work with the HBA and a selected vendor to develop a program and return for Council consideration.

The HBA has since partnered with City Wide Signs to develop a comprehensive Sign Plaza Program. The proposed program is intended to improve new home construction wayfinding

while reducing the proliferation of temporary and non-compliant signage within the Town's right-of-way.

City Wide has proposed an initial system of sign plaza locations and a design that is clean and generally in conformance with past Town wayfinding design efforts.

### Program Overview

The proposed Sign Plaza Program would function as a one-year pilot program, commencing upon installation of the first sign plaza. Prior to the end of the pilot period, staff will evaluate program performance and return to Town Council with a recommendation to either extend, modify, or discontinue the program.

### Key Program Elements

The key program elements are summarized as follows:

#### 1. Number and Location of Sign Plazas

- Up to 15 sign plaza locations within Town.
- Locations will be approved by staff, with flexibility to relocate if site conditions or development patterns change.

#### 2. Design and Configuration

- Maximum height generally not to exceed eight feet.
- Up to six directional sign panels per sign plaza side.
- Standardized design to ensure consistency and compatibility with Town aesthetics.

#### 3. Allowed Content

- Directional signage for homebuilders, developers, residential communities, and public facilities.
- Town/public facilities may be included on signage at no cost to the Town.

#### 4. Participation Requirements and Compliance

- Only builders and developers actively working within Town limits may participate.
- Prohibition on advertising locations outside Town limits.
- Enforcement provisions include escalating penalties for violations, including suspension or removal of sign panels.



- Program is intended to reduce non-compliant “bandit” signage in the right-of-way.

## 5. Operations and Maintenance

- City Wide is responsible for construction, installation, operation, maintenance, and repair of all sign plazas and panels at no cost to the Town.
- Maintenance standards and response timelines are defined in the agreement.

## 6. Agreement and Administration

- Individual sign permits required for each location.
- Staff approval required for sign panel placement and changes to ensure compliance and good standing.
- Contractor must meet insurance and operational requirements outlined in the agreement.

## 7. Term and Termination

- The agreement term is one year from installation of the first sign plaza.
- The agreement may be terminated by either party with notice, and the Town retains options regarding removal or retention of installed infrastructure.

### **Discussion**

The proposed program represents a coordinated approach to addressing recent concerns related to directional signage for new residential development. By consolidating signage into designated, well-designed sign plazas, the program aims to enhance community aesthetics, improve safety, and provide clear wayfinding.

The pilot structure allows the Town to evaluate whether the program operates harmoniously within the community before making any long-term commitment. Key considerations during the pilot period will include visual impacts, compliance by participating builders, effectiveness of enforcement provisions, and overall public feedback.

### **Budget Impact**

The program is designed to be cost-neutral to the Town. City Wide will be responsible for all construction, installation, operation, and maintenance costs and will pay applicable Town sign permit fees for each sign plaza location. The Town will not incur costs or receive revenue from sign panel leasing.

### **Staff Recommendation**

Staff recommends approval of the resolution authorizing the Directional Sign Plaza Agreement between the Town of Castle Rock and City Wide Signs, LLC for a one-year pilot program, as allowed under Municipal Code Section 19.04.076.

**Proposed Motion**

"I move to approve the Resolution as introduced by title."

Attachments

Attachment A: Resolution

Attachment B: Directional Sign Plaza Agreement