

DISCUSSION

SIGN PLAZAS

TOWN COUNCIL MEETING
JULY 1, 2025



SIGN PLAZA DISCUSSION

CASTLE ROCK MUNICIPAL CODE SECTION 19.04.076

The Town Code provides for a sign plaza program that allows for off-site signage within the community to advertise for certain non-profit organizations and businesses. The Code provides as follows:

19.04.076 - Sign plaza.

To further the purposes of this Code, the Town intends upon owning and maintaining certain signs and sign locations upon which private advertisements may be maintained. These may be in the form of sign plazas whereon businesses may acquire regulated advertising, public gazebos upon which churches, clubs and other civic organizations, as well as local businesses, can advertise or any such other type of sign plaza as may be deemed appropriate by the Town. Regulations for the use, rental, maintenance and other circumstances concerning each sign plaza shall be adopted by the Town Council and administered by the Town Manager when such sign plazas come into existence.

(Ord. 2007-24 §7, 2007; Ord. 87-05 §1(part), 1987; Ord. 86-13 §1(part), 1986)

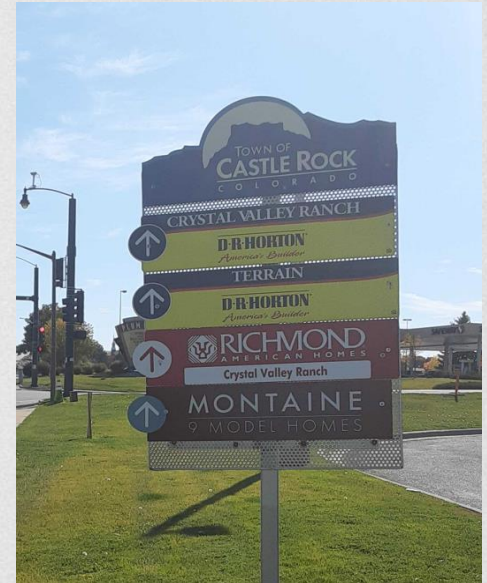
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Two examples of Sign Plaza programs

Meadows HomeBuilder Signage



Previous Town Sign Plazas



SIGN PLAZA DISCUSSION

- Town-wide sign plaza contract expired 2023
- Town Code provision prohibiting any signage in the public right-of-way, such as real estate signs. Weekend enforcement began May 2023.
 - Removed 2,500+ signs in 2023; 4,000+ signs in 2024; 1,200+ through May 2025
- Interest in having signage plazas within the community to assist the public in locating new residential subdivisions and existing/ new build residences currently for sale.
- Recent court cases interpreting First Amendment rights make it challenging to regulate the content of signs placed in public right-of-way.
- Town cannot prohibit signage for one type of business and allow other businesses to advertise in the Town right-of-way.
- An alternative to signage plazas in the Town right-of-way is for similar signage plazas to be permitted on the developer property as part of approved or amended development plans, similar to monument signage at entrances to subdivisions.

DISCUSSION/ QUESTIONS?

