



AGENDA MEMORANDUM

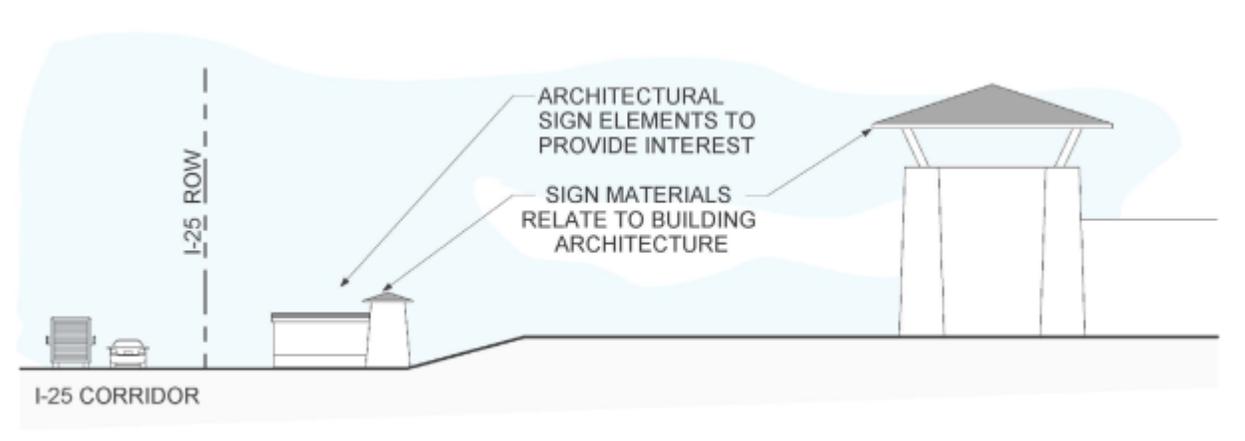
To: Town Council
From: Martin Hudson, Long Range Project Manager
Title: Discussion / Direction: I-25 Sign Plan

Executive Summary

Challenges related to signage along the I-25 corridor have generated various discussions over the last several years in the Town of Castle Rock. Under the guidance of the Town Council, Planning Commission, Town Community Team and Town Staff, a consultant team led by Michael Baker, Jr., Inc., was commissioned to engage the community (businesses and residents) on these issues. The community was asked to give its feedback on sign elements such as materials, location, height, massing, density, and LED components. This was accomplished through the use of an online survey and the attendance of various community meetings.

Community participation identified several key themes:

- Easy to read (from vehicles traveling high speeds);
- Lower profile signs to not block distinct mountain views;
- Complementary architecture;
- Use of natural materials; and
- Consolidated or reduced signage for an uncluttered appearance.



The draft I-25 Sign Plan provides visual renderings of what the community found desirable in regards to the various sign elements. The document provides a set of community preferred guidelines that developers may use for future sign applications.

The I-25 Sign Plan is intended as a guide and is not proposed to be codified. If desired, the Town does have the option of incorporating the guidelines into the code at a future date.

The Planning Commission found that the I-25 Sign Plan effectively reflected the input of the citizens, business owners and development communities, is sensitive to Castle Rock's character, its topography and will help guide future signage in the I-25 corridor.

The Planning Commission recommended approval of the I-25 Sign Plan to Town Council on July 10, 2014, by a vote of 5-0 (**Attachment C**).

History

Over the last several years the Town of Castle Rock has dealt with different opinions and issues related to signage along the I-25 corridor. In an effort to develop a better understanding of the economics and aesthetics of the corridor (**Attachment A**), the Town engaged the community (businesses and residents) on these issues. For the study, the corridor is defined as areas visible to those traveling on I-25 at high speeds. Because of Castle Rock's topography, visible areas range from immediately adjacent to the highway, to those set back as much as a quarter-mile away (primarily at the interchanges).

After an RFP process, the Town selected Michael Baker, Jr., Inc., to be the lead consultant on the project. A Town team was created, comprised of Town Planning Commission members, various other Town Board members and key community stakeholders, to guide the process. A joint Planning Commission/Town Council meeting was held on March 13, 2014, to gain insight and consensus on what issues the I-25 Sign Plan would address and approve the public outreach plan.

A visual survey was created that depicted signs from the Denver metro region and elsewhere in the country. The objective of the survey was to get the respondents opinion on various elements of signage. These elements included such things as materials, location, height, massing, density, and presence of LED components. Respondents were given the choice to grade each sign image on a scale of 1 to 5 (1 being most liked) and provide comments. The survey was placed on the Town's website and ran from April 1 to May 15. Supplementing the online results, Town staff and consultants presented the survey to several town organizations including the Chamber of Commerce, EDC and a public open house on April 16. A press release, social media postings, fliers and articles in Town Talk and Outlook magazine were used to notify Town residents and stakeholders of the online survey, open house and community meetings. The results of the survey are included as (**Attachment B**).

Public Participation

- Online Survey April 1 – May 15
- Townhall Open House April 16
- Chamber of Commerce April 24
- Castle Rock Economic Development Council May 8
- Castle Rock Senior Center May 13

This report was placed on the Town's website in late May/early June for community feedback. The Town Team was then presented the report for comment at a meeting on June 5th.

Budget Impact

There is no financial impact to the Town at this time.

Recommendation

Planning Commission recommended approval of the I-25 Sign Plan to Town Council (5-0).

Attachments

Attachment A: Corridor Map

Attachment B: I-25 Sign Plan and Appendix

Attachment C: Planning Commission Minutes (July 10, 2014)

I-25 Sign Plan | Overview



I-25 SIGN PLAN

This sign plan serves as a reference for developers and businesses as they develop new private signage along I-25 in Castle Rock.

This plan is a graphical reference illustrating signage compatible with the overall Town vision and acceptable to the community. The I-25 Sign Plan provides guidance and is not regulatory. The Castle Rock Municipal Code provides sign code regulations.



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EXECUTIVE SUMMARY



The I-25 Sign Plan is a graphical reference illustrating signage compatible with the overall Town vision and acceptable to the community. Over 250 residents and business owners provided their preferences on private business signage that would be appropriate while traveling along I-25.

Common sign preferences included easy to read (from vehicles traveling high speeds); lower profile signs to not block distinct mountain views; complementary architecture; use of natural materials; and consolidated or reduced signage for an uncluttered appearance.

A consistent look for signage along I-25 will best communicate the distinct character of Castle Rock to non-residents, encouraging them to stop and support local businesses. The basic design principles for I-25 signage developed through a community input process are summarized below.



Minimize obstruction of views. Keep sign elements in proportion of views, buildings, and other sign elements.

SCALE



Consolidate and minimize signs. Avoid sign clutter with joint identification signs and do not duplicate signs (on building and stand-alone).

DENSITY



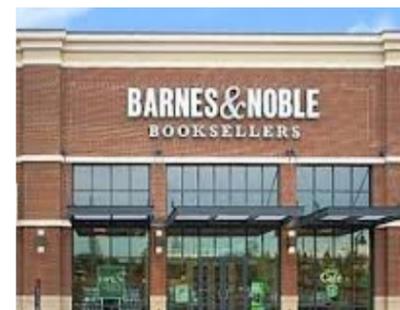
Limit driver distraction with neutral, non-flashing lighting. Static signs are generally preferred over digital signs.

LIGHTING



Consider materials, colors, and detailing that complements the native Colorado environment.

MATERIALS



Signs should convey a clear, simple message for easy visibility while traveling high speeds along I-25.

LEGIBILITY

02

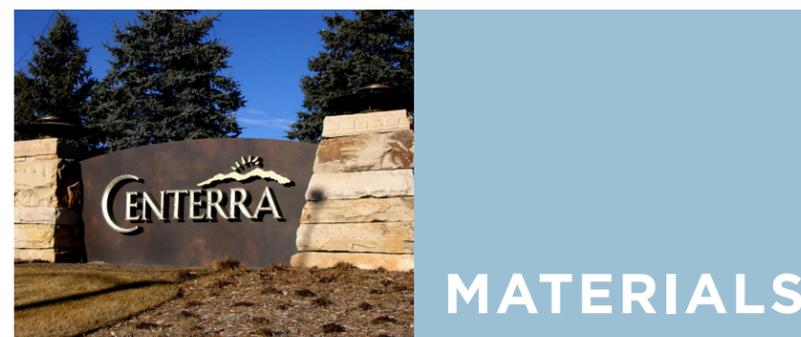
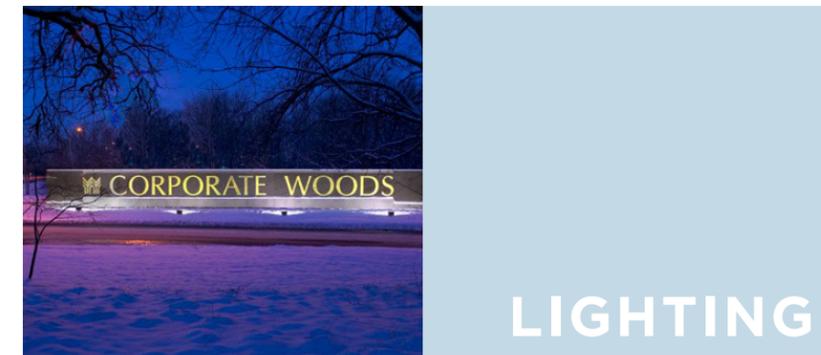
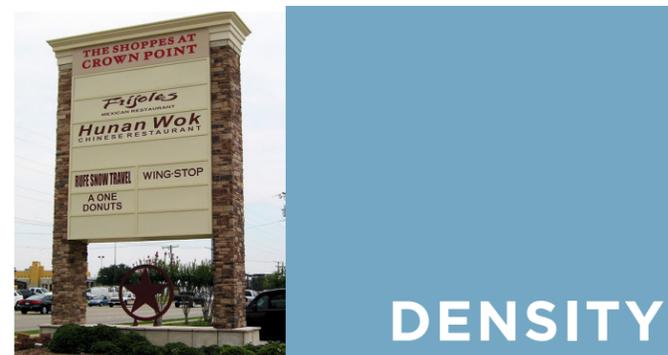
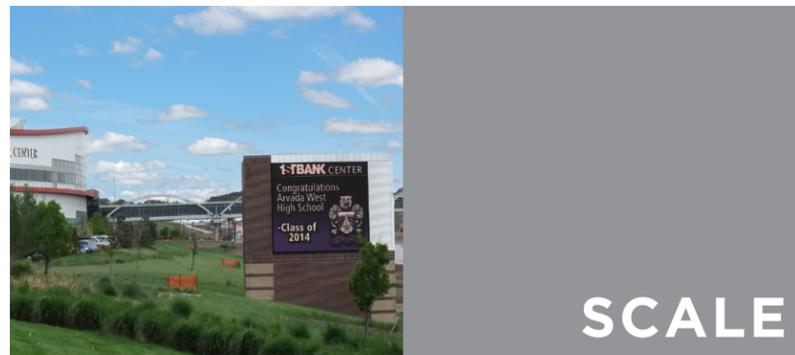
COMMUNITY DESIGN PRINCIPLES



Castle Rock's community-based sign design principles along I-25:

- compact scale, mass, and frequency
- simple, yet sophisticated designs
- natural, earthy materials and colors
- fonts and contrast that promote legibility
- sensitivity to context and environment
- inform interstate drivers without distracting

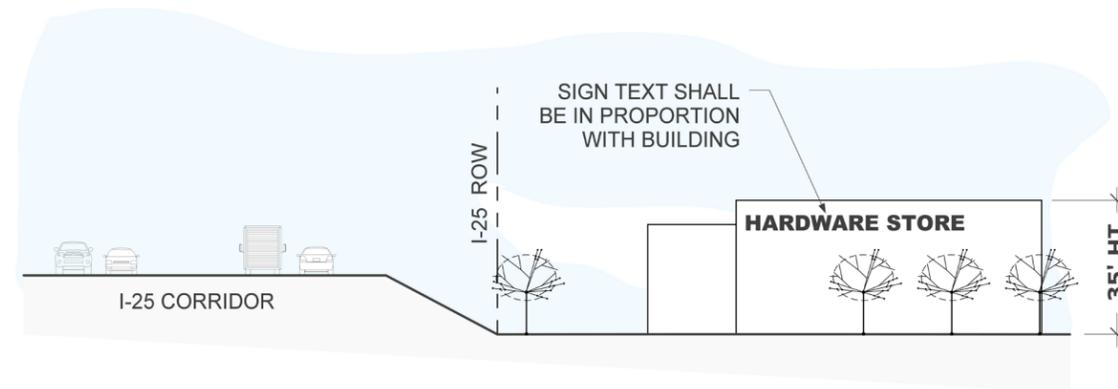
Community members generally accept a balanced design that promotes business identification along I-25 without causing driver distractions.



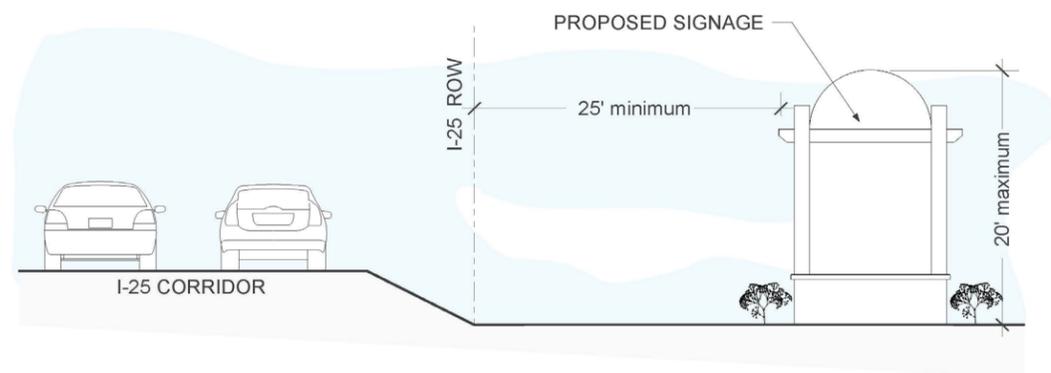
SCALE



Signs should be proportional to building, landscaping, and views.



Signs should be proportional to other sign elements



Minimize obstruction of viewshed by balancing sign legibility and size with business identification

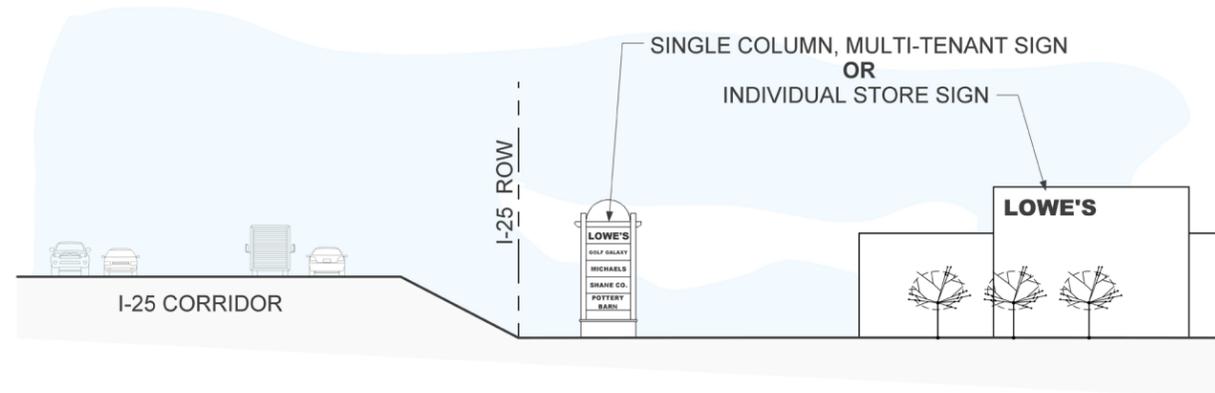
Signs should be proportional to:

- surrounding views
- business size, mass, and height
- other sign elements (base, side supports, sign panels)

DENSITY



Sign on building instead of multiple signs



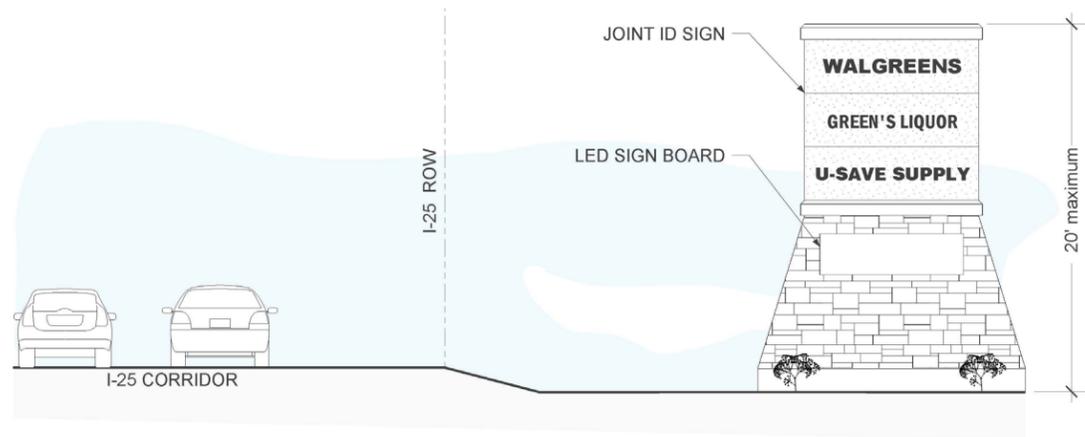
Joint identification signs recommended over individual signs

Consolidate and minimize signage - avoid sign clutter

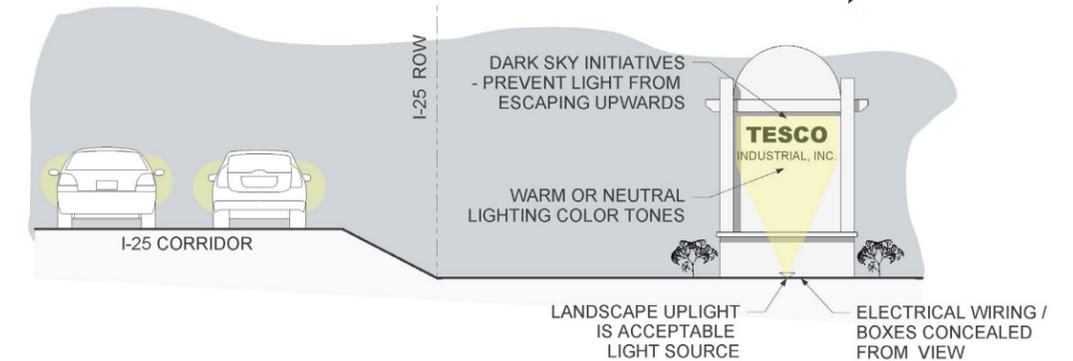
Placement is important regarding:

- grouping multiple businesses into a single joint-identification sign
- placing signs on buildings consistent with architecture instead of free-standing signs
- increasing separation between signs

LIGHTING



Architectural base of natural stone provides a complementary frame for LED signs



Neutral toned up-lighting



Low-height LED

Consider driver distraction relative to sign illumination to ensure safety

Illumination is important based on the following considerations:

- limit spillover of light into the night sky and adjacent properties
- maintain automatic dimmers or solar sensors to control nighttime brightness
- use warm or neutral lighting color tones, instead of mercury vapor and high-pressure sodium lights
- consider using non-flashing light sources
- consider using backlit (halo) lighting for lettering or logos
- evenly distribute lighting surface with equal light intensity across sign

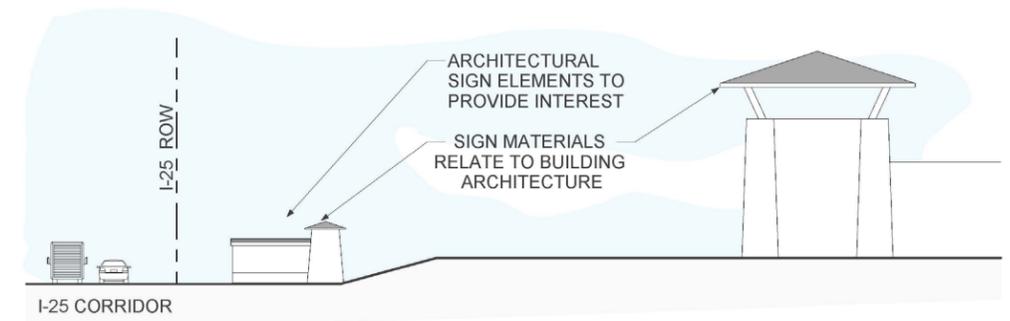
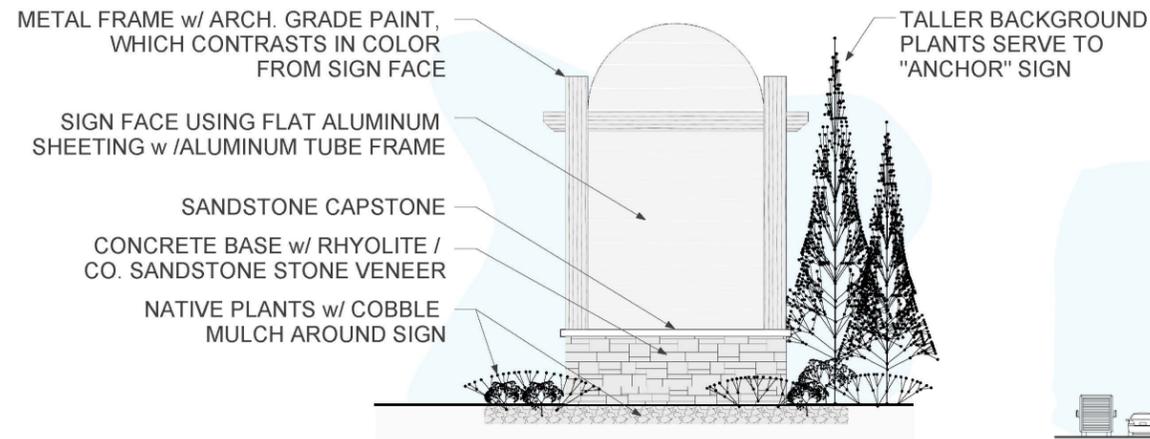
A portion of the community prefers other types of signage over LED signs. To offset concerns related to distraction, safety, and context, consider incorporating:

- low-height and solid architectural base comprised of authentic, natural materials
- reduce content timing, frequency, and scrolling
- reduce illumination levels
- avoid overload of information (e.g. lots text and flashing rapid LED displays)

MATERIALS



Natural design materials include natural stone veneer, rock, cobble, river rock, brick, wood, and siding



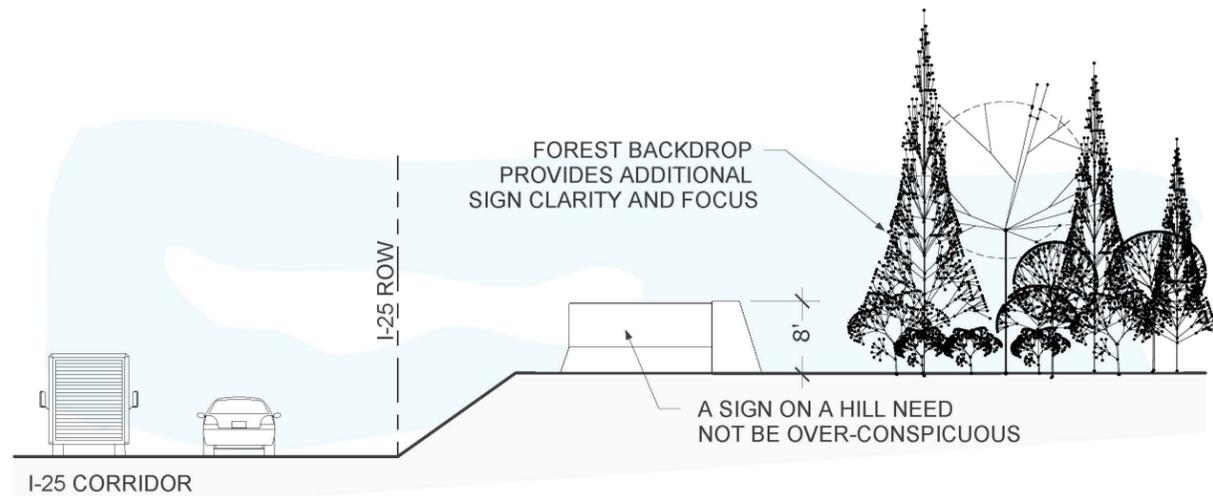
Consider materials, colors, and detailing that complement the native Colorado environment:

- natural design materials unify the Town of Castle Rock and blend with its distinct viewshed
- select durable, high-quality and easy-to-maintain sign materials
- structural elements may include concrete, wrought iron, steel, and aluminum
- non-corrosive materials are preferred, such as aluminum or stainless steel fasteners for sign hardware
- simple and classic architectural elements such as columns, cornices, trellising, and buttressing
- 3-dimensional lettering provides a creative and unique business identification
- limit the number of sign colors (3-5 colors)
- complementary color ranges are preferred
- if double-sided, the sign's rear face should be suitably furnished and maintained
- strengthen relationship between the sign and building architecture



Natural materials and classic architectural elements

LEGIBILITY



Legibility while traveling high speeds on I-25 is critical - signs should convey a clear, simple message, reducing the time required to make decisions, including:

- simple, well-proportioned and uncrowded letter styles
- avoid fonts with serifs and limit font types (1-2 typefaces)
- horizontal text
- provide sign color contrast, preferably a positive contrast (light text on a dark background)
- mix case-letters (upper, lower) when possible
- symbols and logos in the place of words
- muted colors in the same hue family may be preferred in place of brighter standard corporate colors
- orient signs perpendicular to the roadway
- single vertical listing and spacing of joint identification signs



Corporate branding can provide clear message and legibility



Contrast and muted colors

03

PREFERRED SIGN DESIGNS



With over 250 responses to the sign preference survey, some sign images were generally supported by the community.

Top-ranking signs and the words participants used to describe them are noted.



"subtle, classy"
"simple natural materials"



"natural stone materials"
"artistic elements to complement building architecture"



"blends in scale of building"
"tasteful logo branding"



"clear and seen easily from car"
"low sign"



"professional and sophisticated"
"modern but appealing"



"easy-to-read at driver's level"
"unobstructed views"



"good wayfinding"
"positive contrast with simple buildings"

04

SURROUNDINGS



The project area is focused on private, highway-oriented signs legible to travelers at high speeds. Based on topography, this legible distance ranges from 180 to 1,600 feet from I-25.



The community was asked if they feel that different “zones” or “character areas” exist when thinking about signs for future development along the corridor. This question served as a general discussion of signage overall in the corridor.

Castle Rock residents embrace and value the distinct small-town character and differing views along the corridor

Reoccurring comments included:

- use uniform-approach signage as this best communicates to non-residents and encourages them to stop and support local businesses
- limit or reduce the visual impact of future commercial signage in non-developed areas
- do not block mountain views
- reflect the character of development and buildings

05

COMMUNITY PROCESS

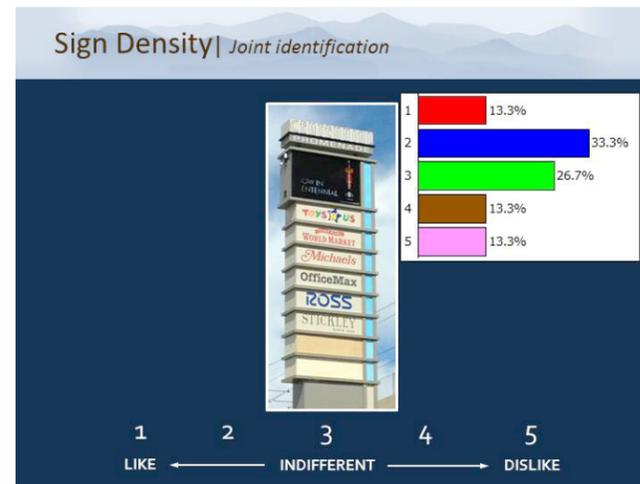


A community-based design process was used to develop guidance for private signage along the I-25 corridor in Castle Rock. Residents, businesses, and other stakeholders were engaged in a dialogue used to develop a range of sign aesthetics that are compatible with the overall Town vision and acceptable to the community.

To educate the community on existing signs and sign-related issues along the corridor, a narrated video fly-over and information presentation were provided online and at group meetings.

Community feedback was obtained using visual preference polling online and at seven group meetings between April and mid-May 2014. Over 250 participants completed the preference polling, with 158 online and 92 at the meetings.

Please refer to the Community Based Design Outreach Appendix for specific results.



I-25 Sign Plan Community Based Design Outreach Appendix



I-25 Sign Plan Community Based Design Outreach Process

A community based design process was used to develop guidance for private signage along the I-25 corridor in the Town of Castle Rock. Residents, businesses, and other stakeholders were engaged in a dialogue used to develop a range of sign aesthetics that are compatible with the overall Town vision and acceptable to the community. To educate the community on existing signs and sign related issues along the corridor, a narrated video fly-over and information presentation were provided online and at group meetings. Community feedback was obtained using visual preference polling online and at six group meetings occurring between April through mid-May 2014. Over 250 participants completed the preference polling with 158 on-line and 92 at one of the six meetings.

Notification and Feedback Opportunities

Notification of the study and outreach opportunities included:

- CRgov.com/i25signs with online preference polling with narrated flyover April – mid-May (see **Exhibit A**)
- News release early April
- Standing publications:
 - Your Town Talk – as part of April’s *Good to Know*
 - Outlook Magazine – one-page article in spring/summer 2014 edition
- Social media:
 - Open house reminder proximate to April 16
 - Final survey reminder proximate to April 30
 - Post in late-May when images are available online
 - Reminders when plan is at Planning Commission (goal June 26) and Town Council (goal July 15)
- Town Hall LED sign
- Flyers placed throughout town (see **Exhibit A**)
- Meetings, open houses and presentations with preference polling sessions (see **Table 1**)



Table 1: Stakeholder Meetings

Stakeholder Group	Location	Date	Approximate Attendees
Town Team (Kick-off Meeting, no polling conducted)	Town Hall	12/5/2013	6
Town Council/Planning Commission Joint Meeting	Town Hall	3/13/2014	11
Residents	Open House at Town Hall	April 16, 2014	7
Businesses and Residents	Castle Rock Chamber of Commerce	April 24, 2014	15
Town Team	Town Hall	April 24, 2014	8
Businesses and Residents	Castle Rock Economic Development Council (EDC), Union Bistro	May 8, 2014	27
Residents	Castle Rock Senior Center, 2301 N. Woodlands Boulevard	May 13, 2014	28

Online polling occurred during the entire month of April through mid-May to capture feedback from stakeholders who did not attend a meeting.

Preference Polling Results

Prior to preference polling of private sign images, stakeholders had the opportunity to review two educational components related to signage along the I-25 corridor. The website included a 3-minute fly-through video starting at the southern end of Castle Rock near Crystal Valley Parkway and extending to the North Meadows interchange, which currently is under construction. This aerial fly through included a voice over narrative highlighting existing and proposed interchange areas, public and private signage, the viewshed extent, and sign plan study area. In addition to being available on-line, this video was also shared at stakeholder meetings when time permitted.

The six stakeholder meetings, where polling of private signage occurred, also included a PowerPoint (**Exhibit B**) presentation summarizing the purpose of the project, project area, outreach process, and overview of regulations and issues related to signage along the I-25 corridor in Castle Rock. Preference polling was also completed through an on-line survey monkey. Depending on duration of the meeting, participants were polled on 11 to 22 images. Participants rated each image on a scale of 1 to 5, with 1 being preferred as an example of signage that would be appropriate along I-25 in Castle Rock and 5 being not preferred (disliked). Participants were also asked to provide descriptive words to explain their likes and dislikes. Results of each of polling session are provided in **Exhibit C** and summarized in **Table 2**. In general, participants preferred signs that are:

- easy to read (with a focus on visibility from vehicles traveling high speeds)
- lower profile
- uncluttered in terms of content
- consist with architecture and view
- made of natural materials

Table 2: Summary of Preference Polling Results, Average Score

Image	TC/PC Joint Meeting	Open House	Chamber	Town Team	EDC	Sr. Center	On-line
	3/13/2014	4/16/2014	4/24/2014	4/24/2014	5/8/2014	5/13/2014	May-mid-April
1 	3.09	3.00	2.87	2.0	3.52	2.61	3.52
2 	3.18	4.25	3.73	5.0	3.30	3.25	3.73
3 	2.73	2.00	2.87	3.0	2.07	2.21	2.50
4 	2.45	3.25	3.07	2.0	2.48	2.60	2.22
5 	3.18	3.50	3.64	3.0	3.44	2.63	3.68
6 	3.18	4.00	2.80	2.0	3.19	3.61	4.22
7 	2.45	2.60	2.20	1.0	1.89	2.54	2.24
8 		4.20	3.13	3.0	2.67	2.96	3.40
9 	1.45	2.40	1.71	1.0	1.81	1.85	1.46
10 		4.00		2.0	2.67	3.29	3.33
11 		2.50		2.0	2.74	2.48	3.06
12 	2.45	1.75		2.0	2.96	2.85	2.18
13 		4.00		3.0	3.04	3.00	3.08
14 		2.80		3.0	3.52	2.73	3.77
15 		4.80		3.0	3.44	3.27	4.34
16 		2.00		2.0	2.48	2.19	2.15

Image	TC/PC Joint Meeting	Open House	Chamber	Town Team	EDC	Sr. Center	On-line
	3/13/2014	4/16/2014	4/24/2014	4/24/2014	5/8/2014	5/13/2014	May-mid-April
17 		4.80		4.0	2.26	2.41	3.05
18 		3.40		2.0	2.52	3.04	3.25
19 		4.50	2.8	1.0	3.15	3.26	3.49
20 		5.00		5.0	3.44	3.32	3.21
21 		3.00	4.43	5.0	3.96	3.09	4.26
22 		2.00		3.0	2.92	2.73	2.74
Question on Zones		1.00	2.4	1.0	2.50	2.83	2.54
24 	3.45						
25 	4.36						
26 	3.64						
27 	4.36						
# of responses	11	6	15	1	27	28	158

Note: images and descriptive response provided in **Exhibit C**

In addition to the discussion of individual sign aesthetics, conversations were focused on three other sign-related elements: sign density, different sign “zones” along the corridor, and LED signs.

Sign Density: This portion of the preference polling related to signage for a single property that includes multiple businesses. Images included in the polling fell under one of two categories:

- multiple stand-alone signs occur on one property to represent each individual business
- a consolidated, structure includes multiple business signs in just one location

Results from preference polling indicate that participants clearly prefer reduced sign density for properties that include multiple businesses. In other words, participants generally showed preference for not having multiple, standalone signs on one property. Overall, joint identification signs received a more positive reaction.

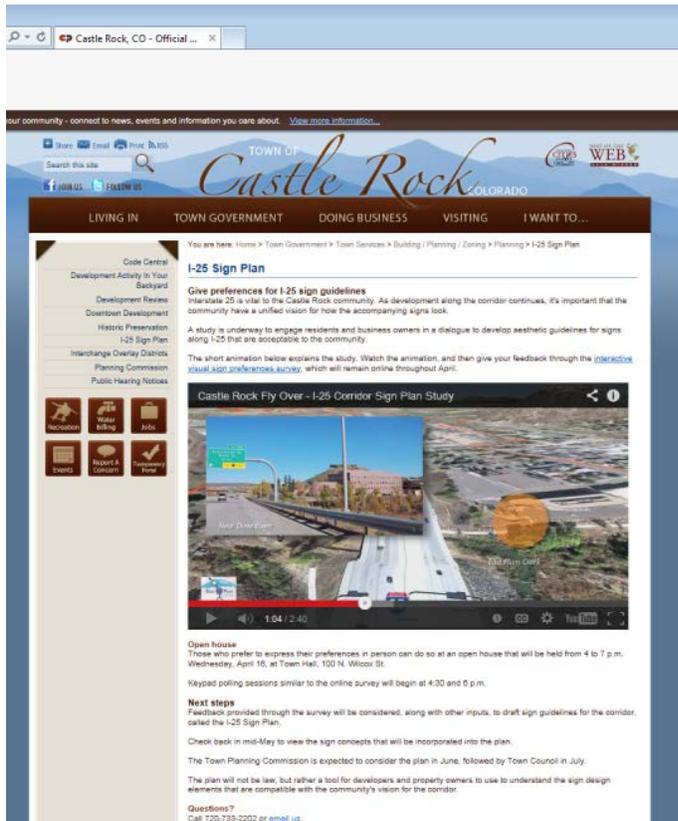
Different sign “zones” along the corridor: Results from preference polling generally showed agreement that different “zones” exist along the corridor for different sign types. Average results generally ranged from 1-3, noting that participants agree that there are different zones. However, upon further discussion with the stakeholders and review of comments provided on-line, this question served as a general commentary on signage overall in the corridor. It was clear that Castle Rock residents embrace and value the distinct small-town character and differing views along the corridor. Reoccurring comments suggested that Castle Rock should appear as a single community, with a uniform approach to signage since this best communicates to non-residents and encourages them to stop and support local businesses. Stakeholders also noted they would prefer to preserve non-developed areas as a way to limit or reduce the visual impact of future commercial signage. Signage should not block mountain views and should reflect the character of development and buildings.

LED signs: A portion of the community does not support LED signs. Concerns are related to distraction, safety, and context. More specifically, some preference polling participants noted that changing images may distract driver attention from the road, which can cause safety concerns when traveling at high speeds along I-25. In addition, some participants also noted that LED signs can strain eyes with bright, high intensity, flashing colors, especially at night. Others in the community did not find LEDs objectionable.

Other Design Elements and Issues Identified during Outreach Process

- Signage should reflect culture of Castle Rock
- Use materials indigenous to area
- Small town scale
- Subdued lighting
- Appreciate signage instructive to wayfinding
- Flashy can be dangerous/distracting
- Legible font size is important
- Clean, uncluttered
- Architecture, signage incorporated into landscape is classy
- Context is important
- Appreciate signage that does not obstruct views

Exhibit A: Sample Outreach Materials



What should future business signs along I-25 in Castle Rock look like?

Provide your preferences at CRgov.com/i25

Community feedback will be used to develop private sign aesthetic guidelines through the I-25 Sign Plan. The goal is to engage residents and businesses in a dialogue to develop a range of sign aesthetics that are compatible with the overall Town Vision and acceptable to the community.

A survey is available:

- Online** CRgov.com/i25signs during April
- Open House** Wednesday, April 16
Town Hall, 100 N. Wilcox St.
4-7 p.m. with *polling at 4:30 and 6 p.m.*

Questions?

Contact Long Range Project Manager Martin Hudson,
720-733-2202 or mhudson@CRgov.com



Exhibit B: Sign Presentation

I-25 Sign Plan

Project Overview



Background | *Why is the I-25 Sign Plan being initiated?*

Signs are a passionate issue in the community.



Background | Stakeholders

The I-25 Sign Plan is an opportunity to engage stakeholders in dialogue to develop a range of aesthetic guidelines for signs that are acceptable to the community as a whole.

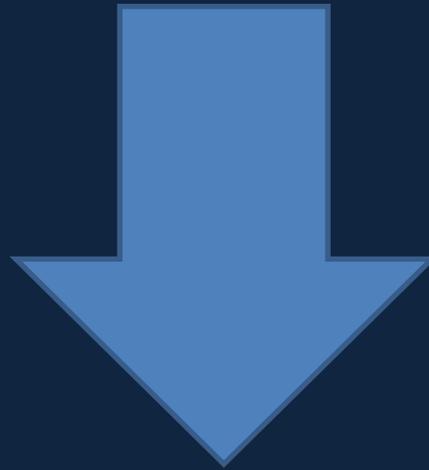


I-25 Sign Plan Appendix

I-25 Corridor Sign Stakeholders

- Community
 - Residents
 - Existing businesses
 - Developers
- Town Council
- Planning Commission
- Town staff
- CDOT
- Traveling public

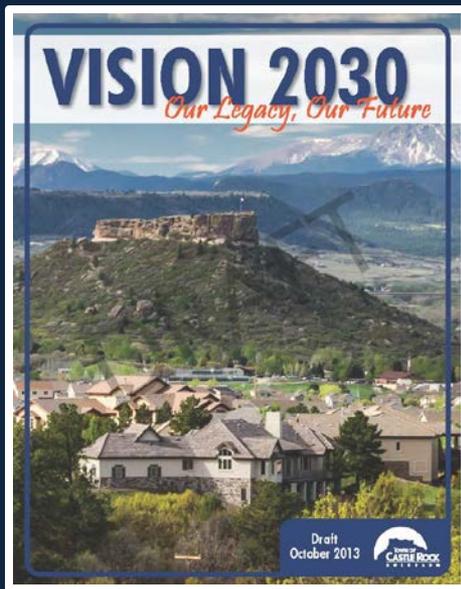
Public-Driven Design Process



I-25 Sign Plan

Background | *Planning processes*

The Sign Plan will complement and build upon ongoing Town planning processes.



Background | *Permitted Private Signs*

Town of Castle Rock, Title 19: Sign Code Regulations

Permitted signs in business areas:

- Freestanding signs (pole, pedestal, monument, etc.)
- Wall signs
- Window signs
- Real estate signs
- Construction signs
- Time-temperature-date signs
- Awning and canopy signs
- Identification signs
- Flags and flag poles
- Joint identification signs
- Projecting signs
- Suspended signs
- Parapet/mansard signs
- Neighborhood/village directional and marketing signs
- Sandwich board signs

See code for specifics on size, height, setbacks and other details.

<http://www.crgov.com/index.aspx?nid=659>

Wall Signs



Monument

Mansard



Freestanding Signs



Pedestal



Pole

Background | *Examples of other permitted sign types*

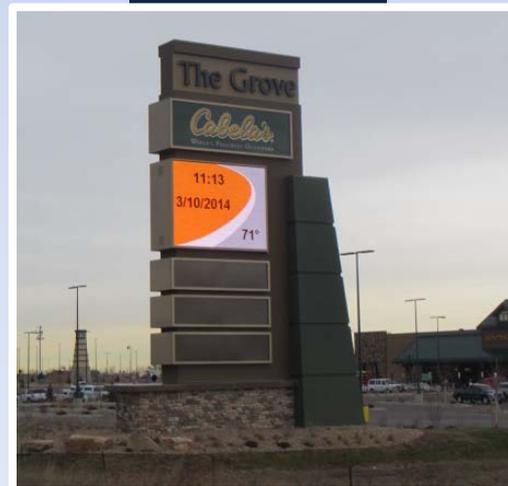
Joint Identification Signs



Electronic Message Signs



I-25 Sign Plan Appendix

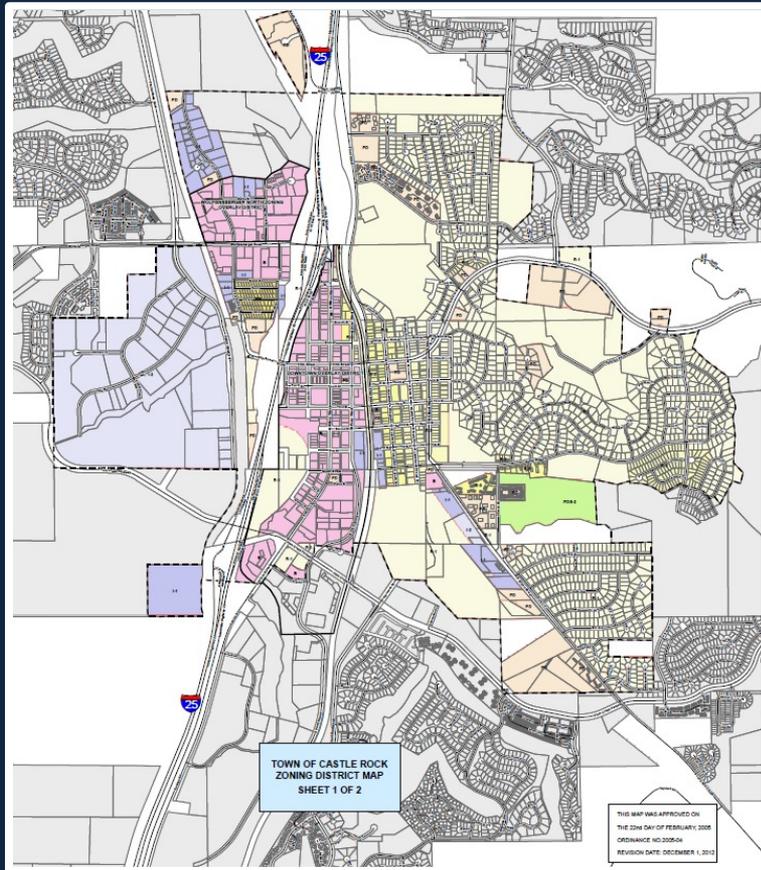


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Background | *Other sign regulations*

Downtown Overlay District Sign Code

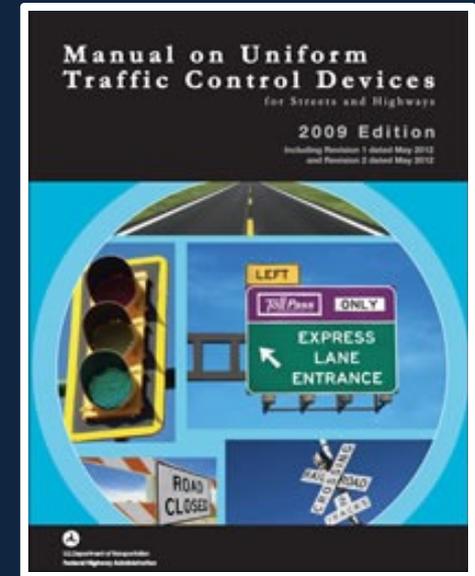
Specific sign regulations for Downtown Castle Rock



Planned Developments (PDs)

Some PDs include specific sign guidelines in addition to Castle Rock Sign Code regulations. There are approximately 50 individual PDs in Castle Rock.

Background | *Public signs in I-25 right of way*



Public signs are standardized based on Manual on Uniform Traffic Control Devices

The Federal Highway Administration regulates public signs in interstate rights of way. The Colorado Department of Transportation assures conformity.

Background | *I-25 Sign Plan project area*

The project area is focused on private, highway-oriented signs legible to travelers at high speeds.

Based on topography, this legible distance ranges from 180 to 1,600 feet.

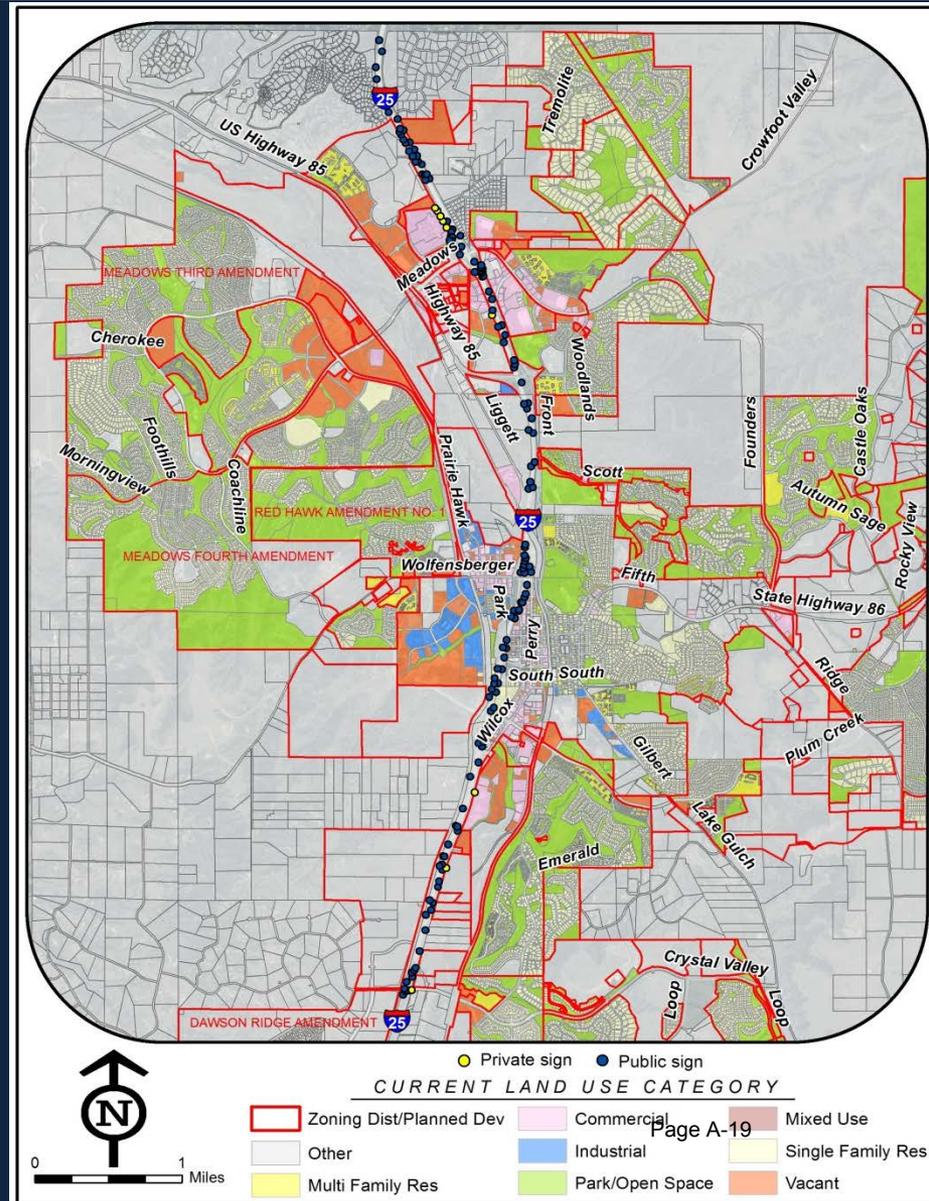
For a tour of the I-25 Sign project area, view a video at CRgov.com/i25signs



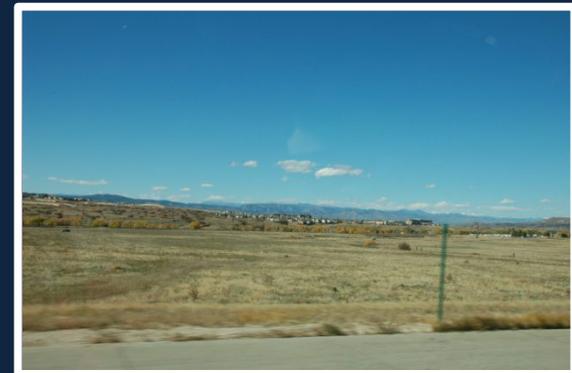
I-25 Sign Plan | Project Area

Development is anticipated to continue along I-25 between the future Crystal Valley Parkway and North Meadows Extension interchanges.

The I-25 Sign Plan can be used as a tool for developers and property owners.



I-25 Sign Plan | *Schedule*



I-25 Sign Plan | *What do you think about signs in the I-25 corridor?*

Goal: Engage residents and businesses in a dialogue to develop a range of sign aesthetics that are compatible with the overall Town Vision and acceptable to the community.

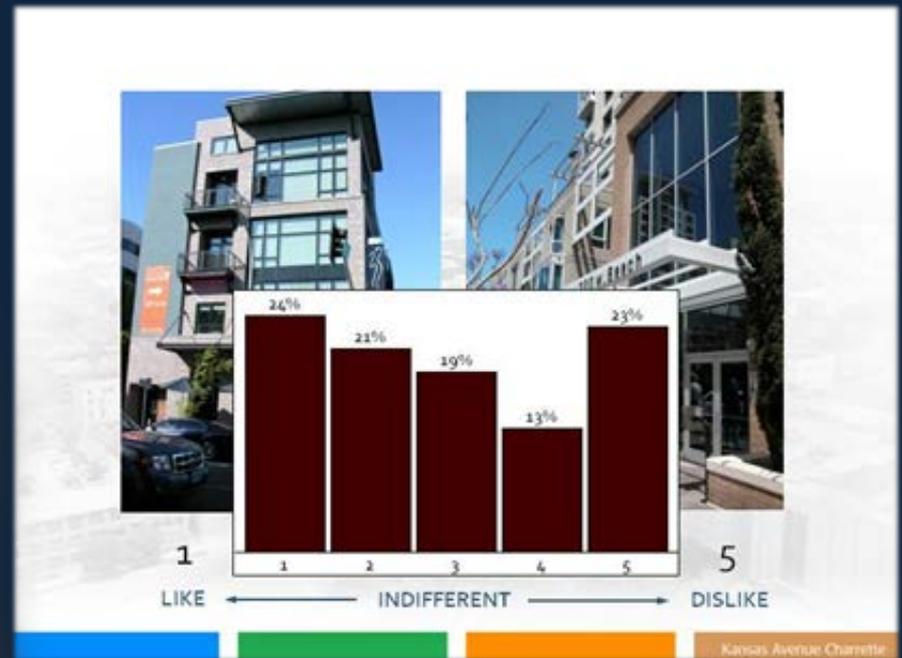
Participate in sign preference polling online or in person

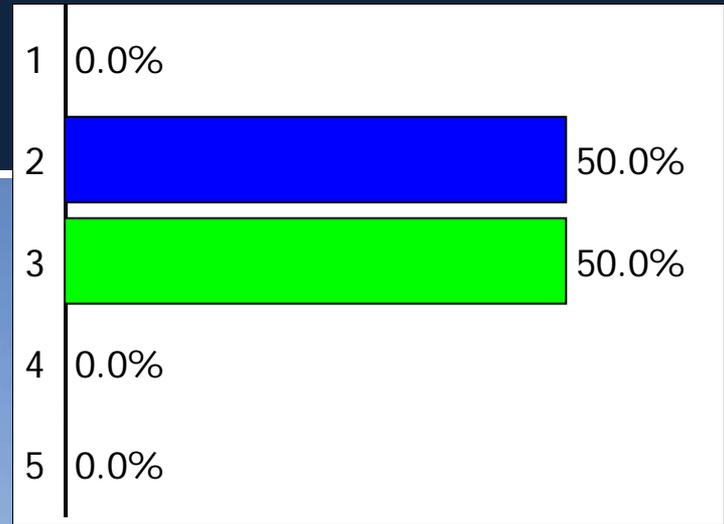
- Online: CRgov.com/i25signs
- Public meeting: 4-7 p.m.
April 16, Castle Rock
Town Hall

The plan will incorporate a multitude of opinions from preference polling, focus groups and more

Sign Preferences | Survey

Please use the handheld polling device to log your feedback on this scale:





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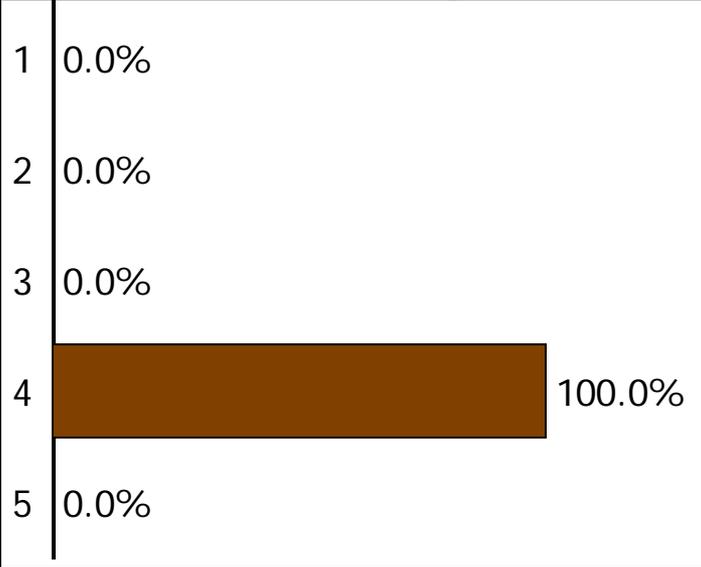
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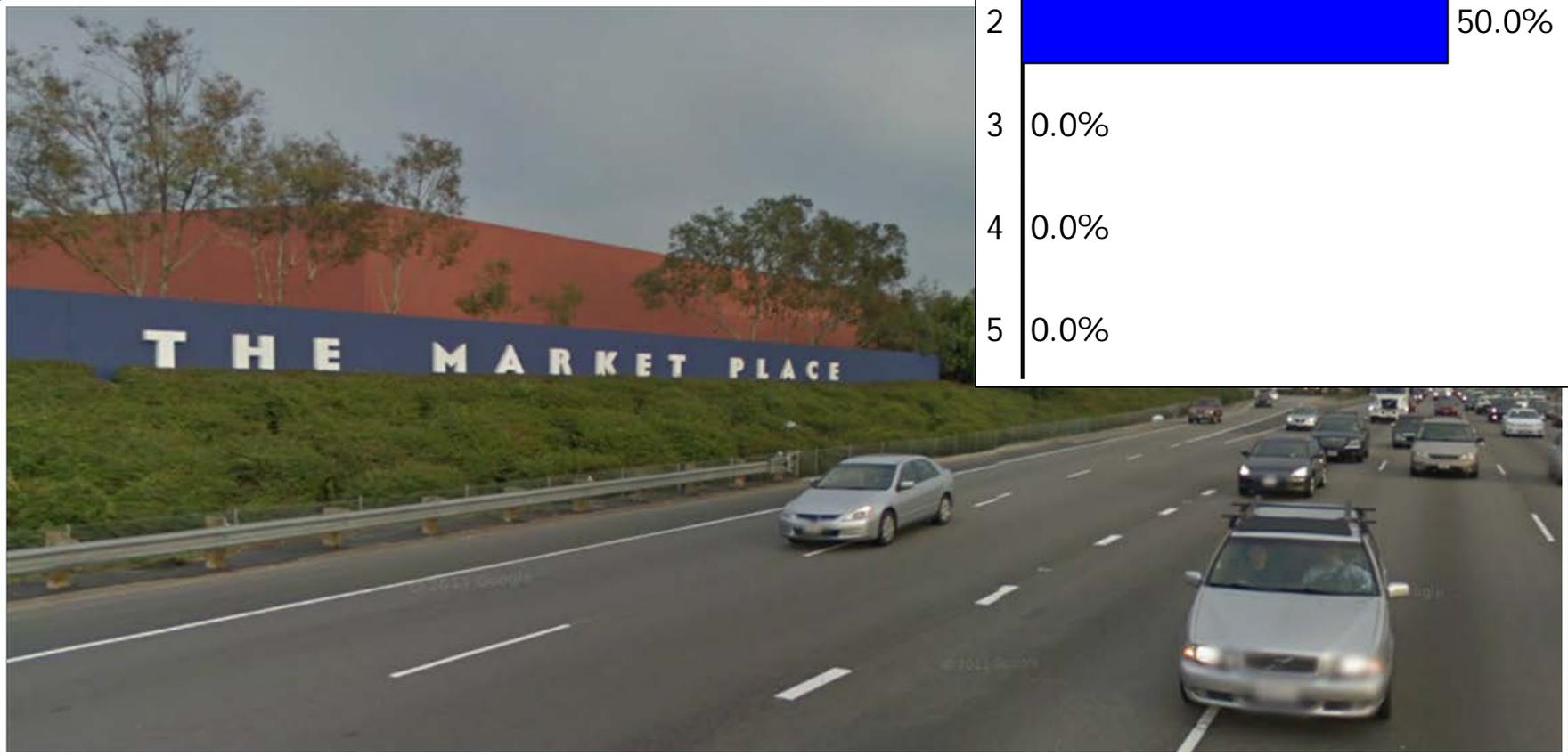
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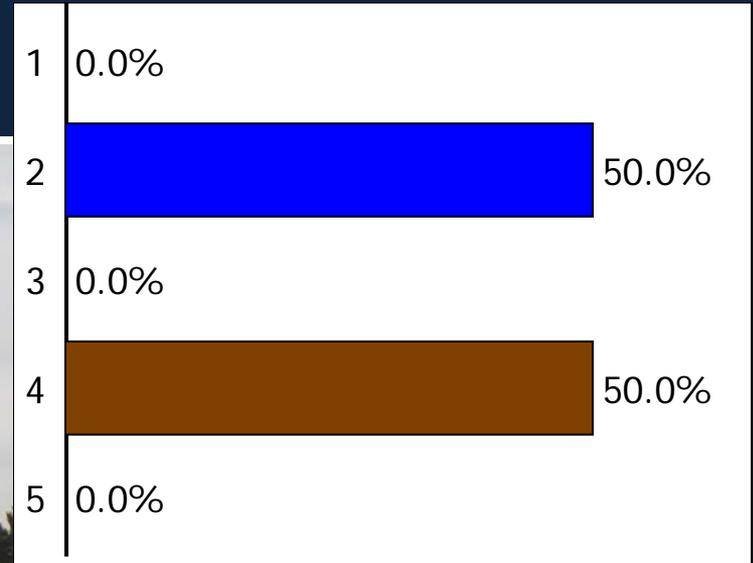
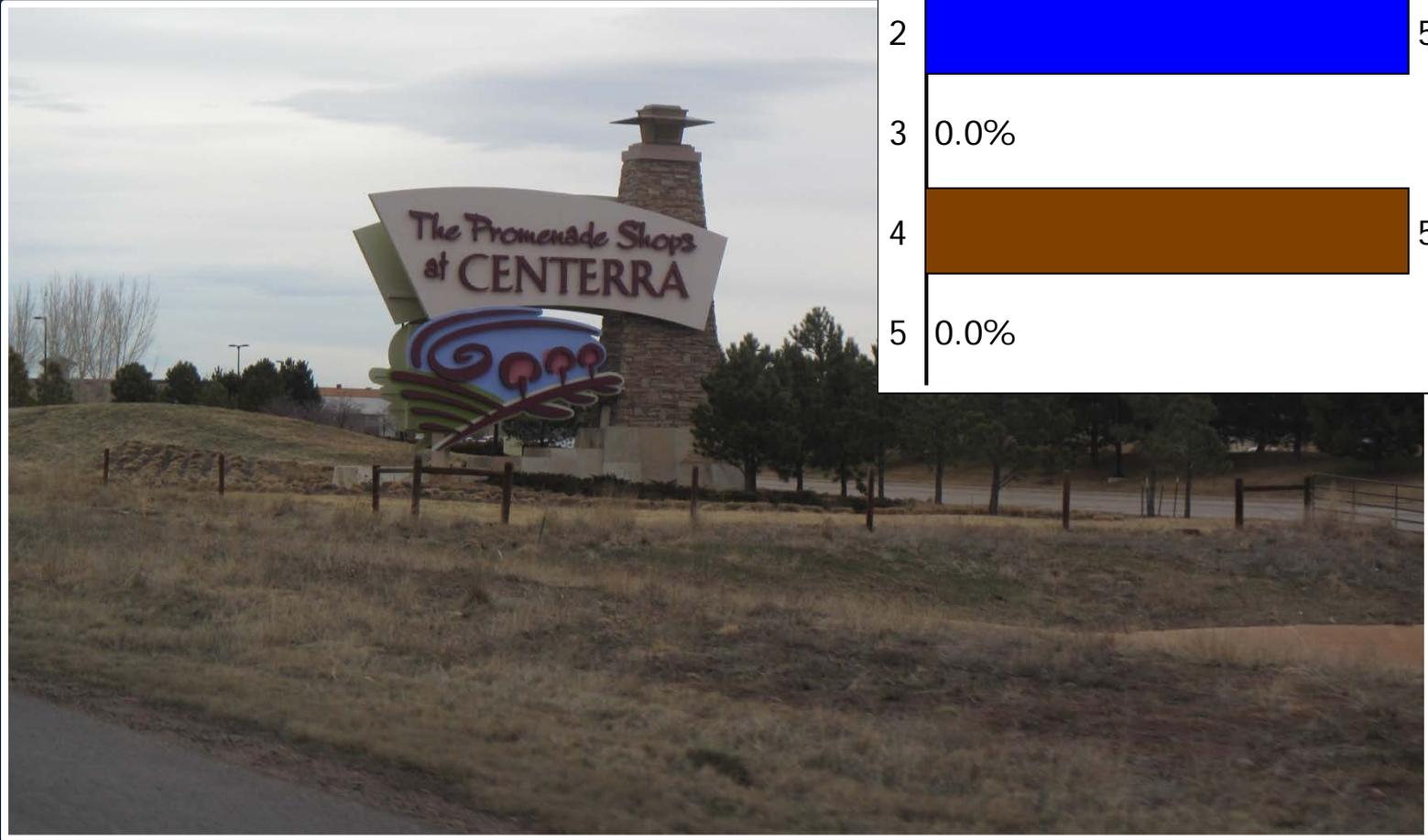
LIKE



INDIFFERENT



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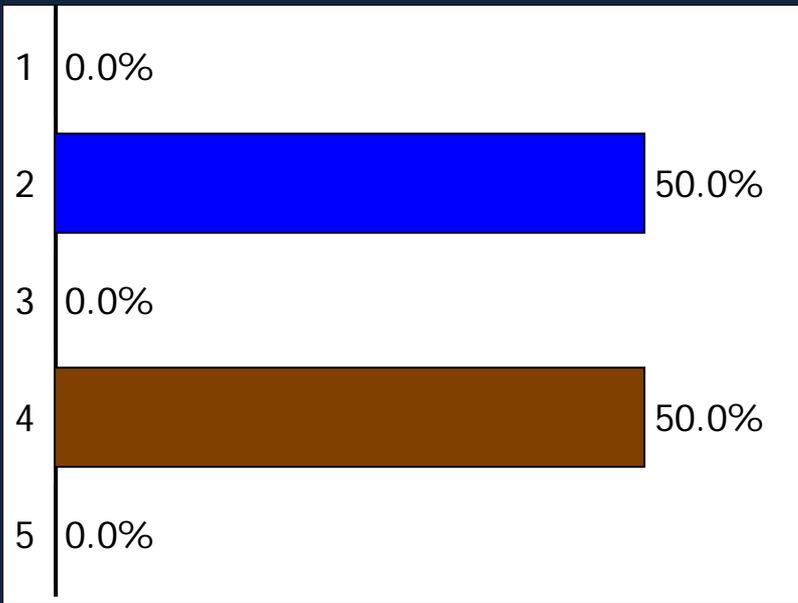
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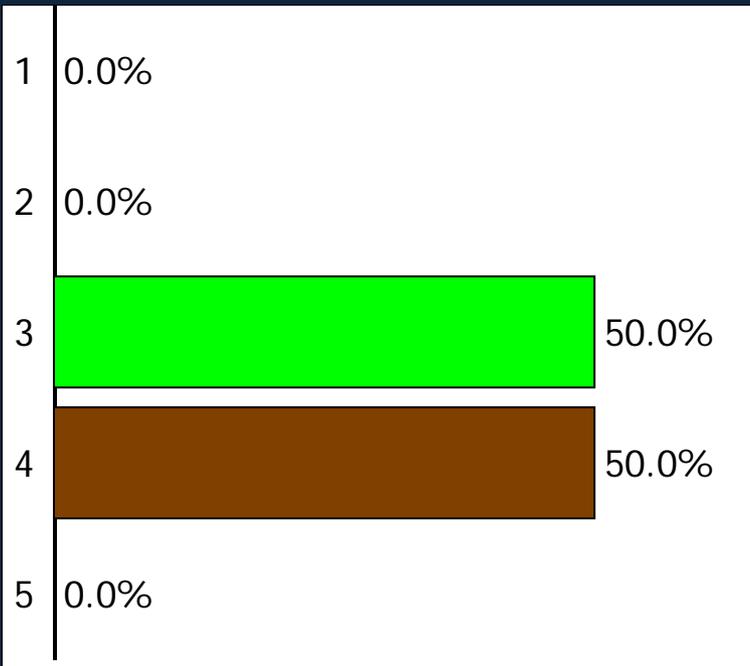
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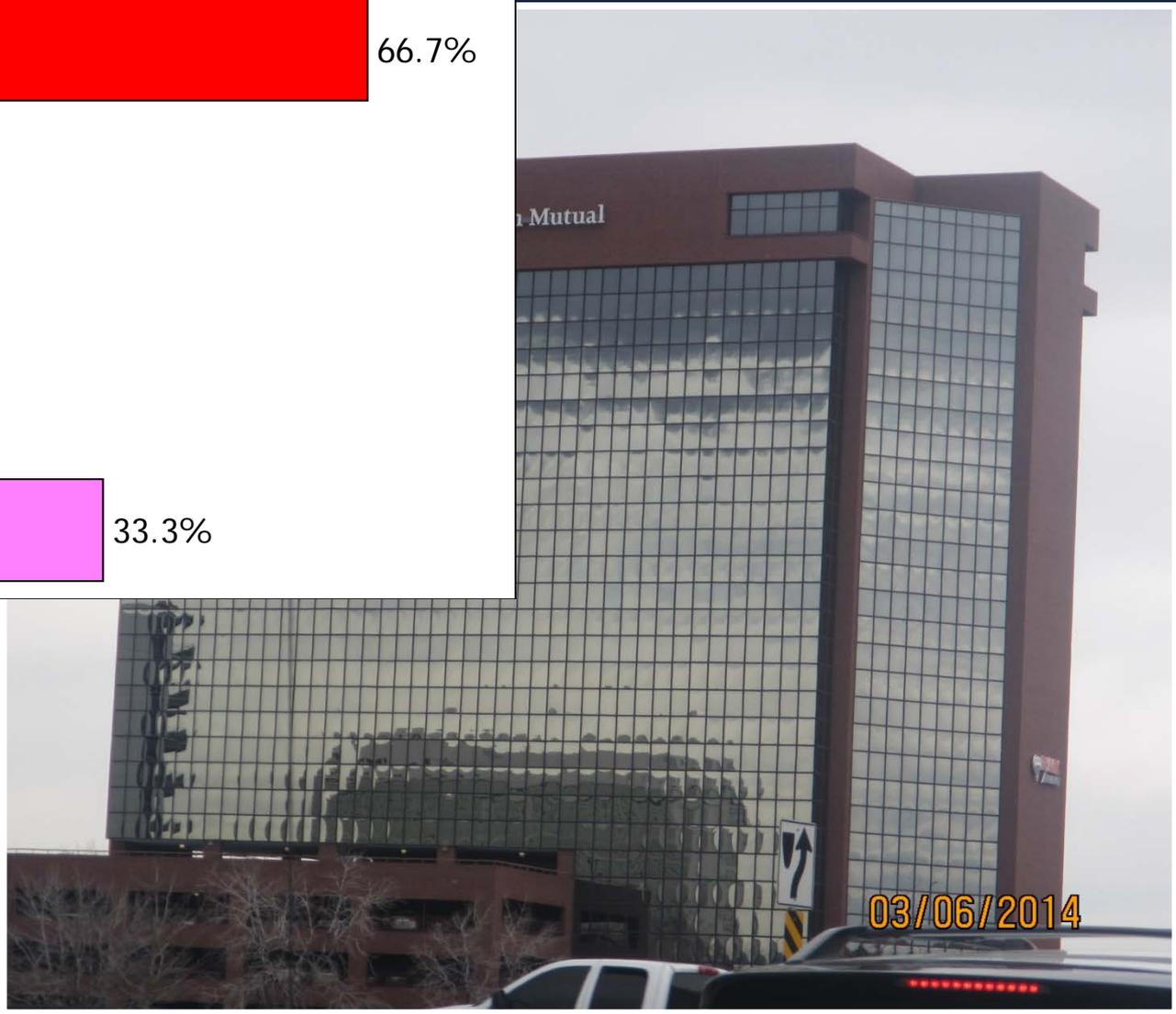
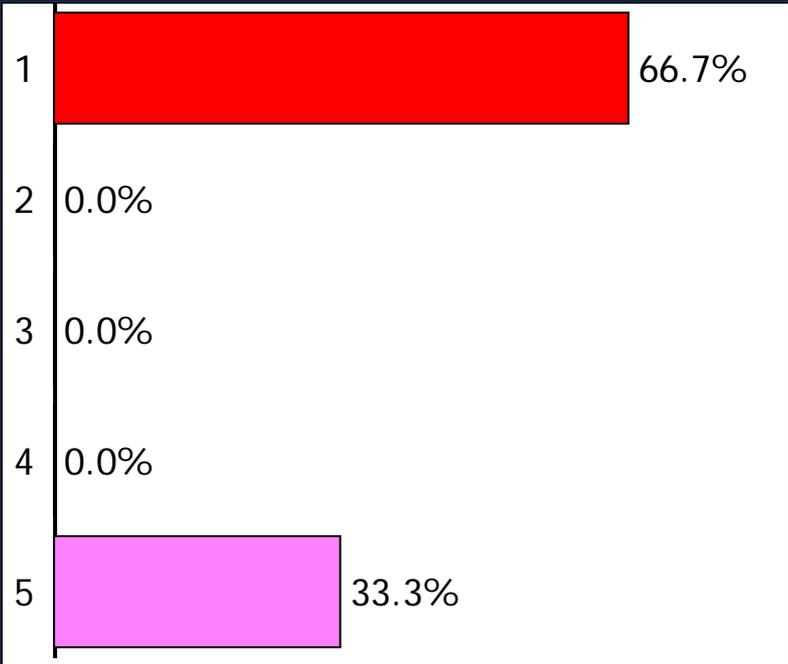
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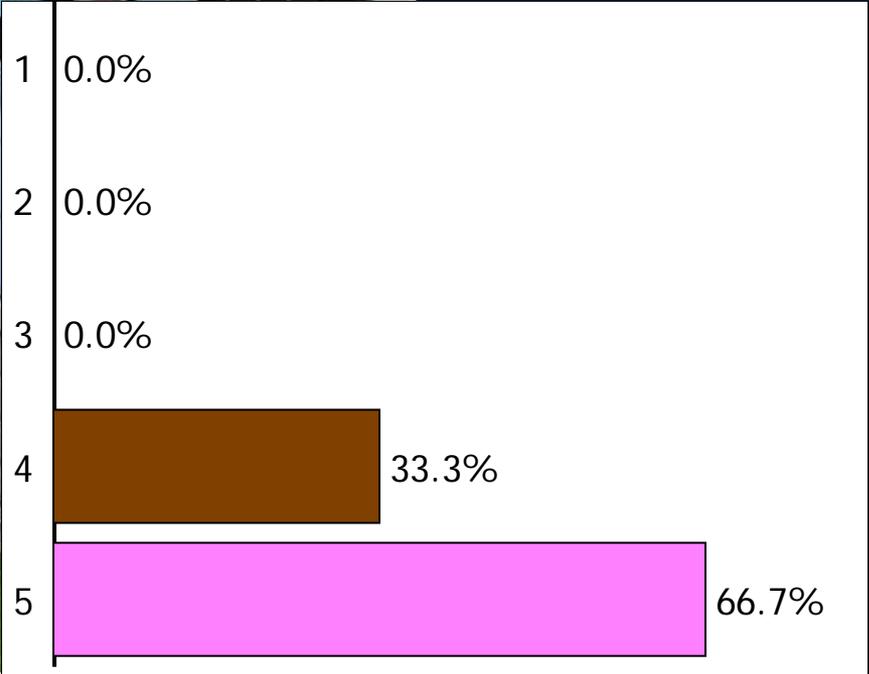
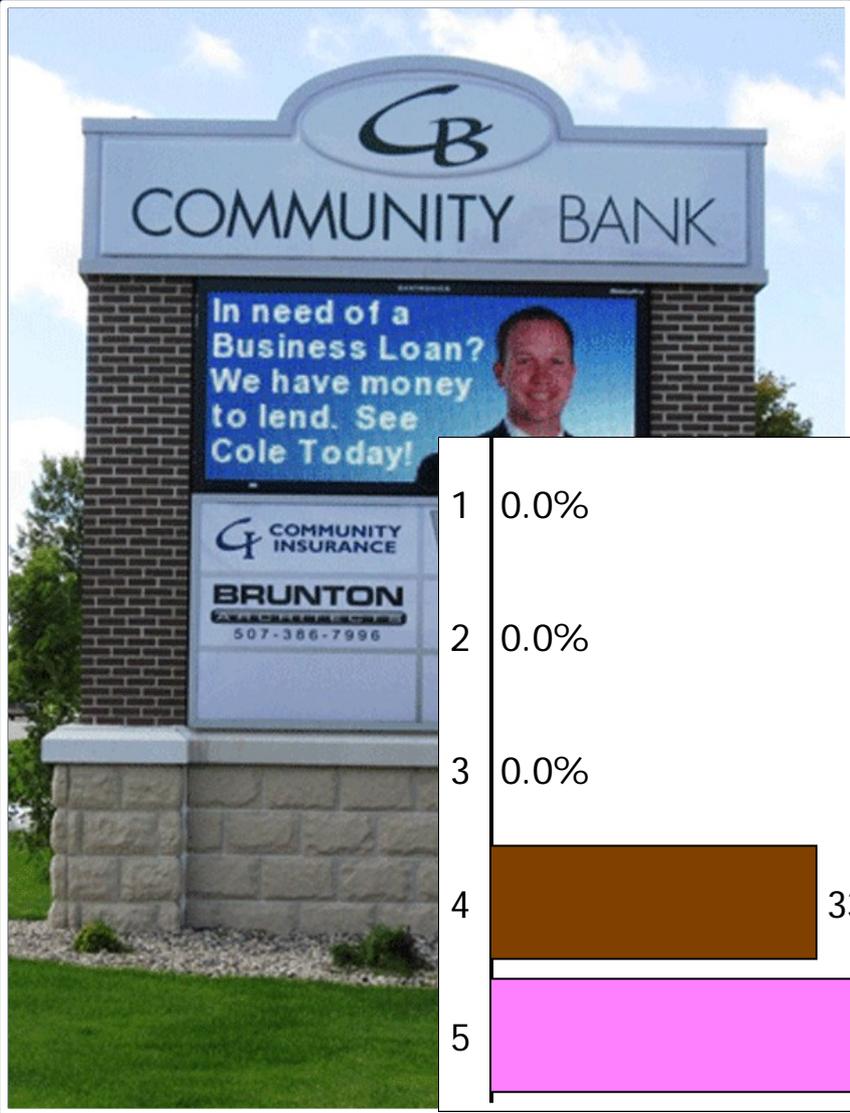
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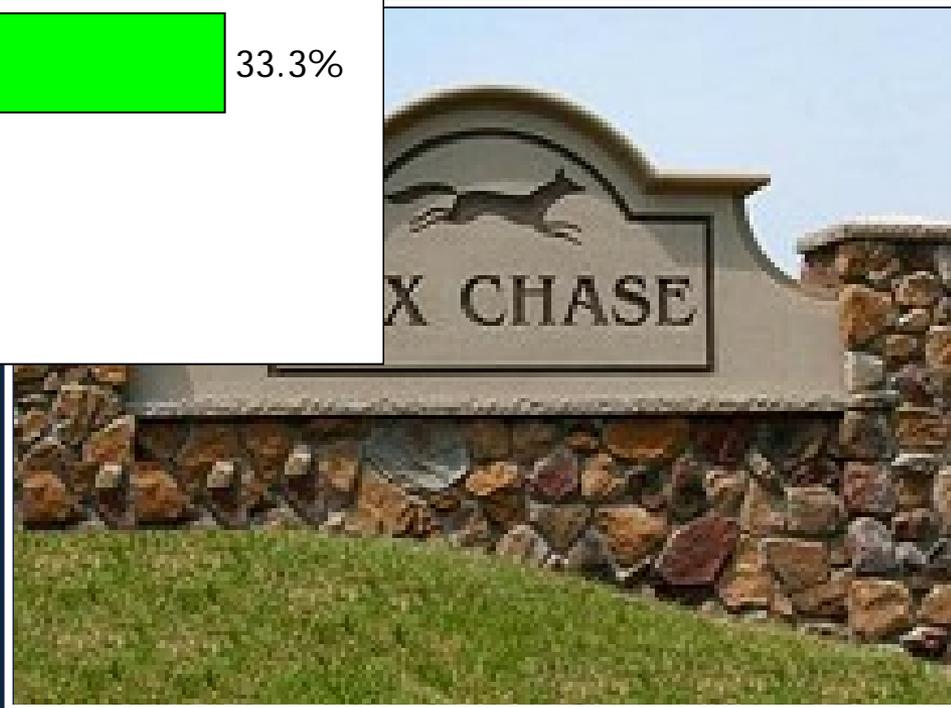
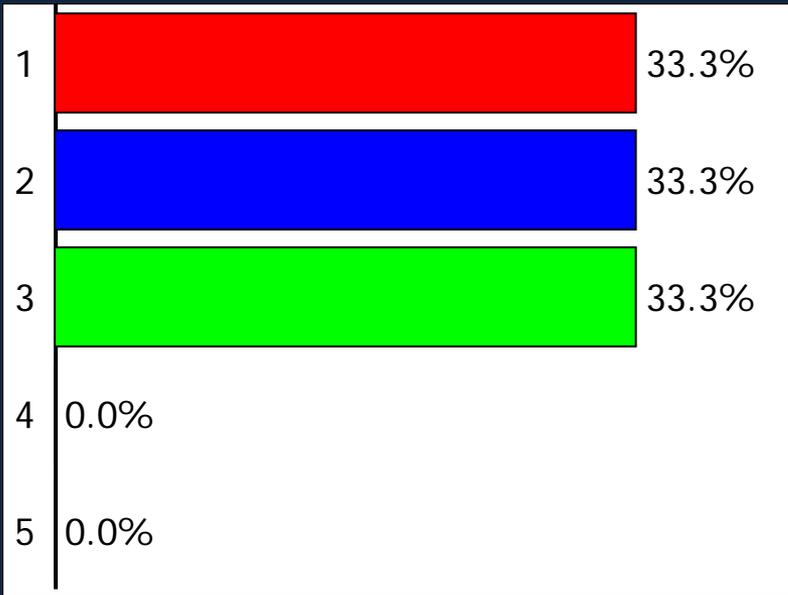
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LIKE ←

INDIFFERENT

→ DISLIKE



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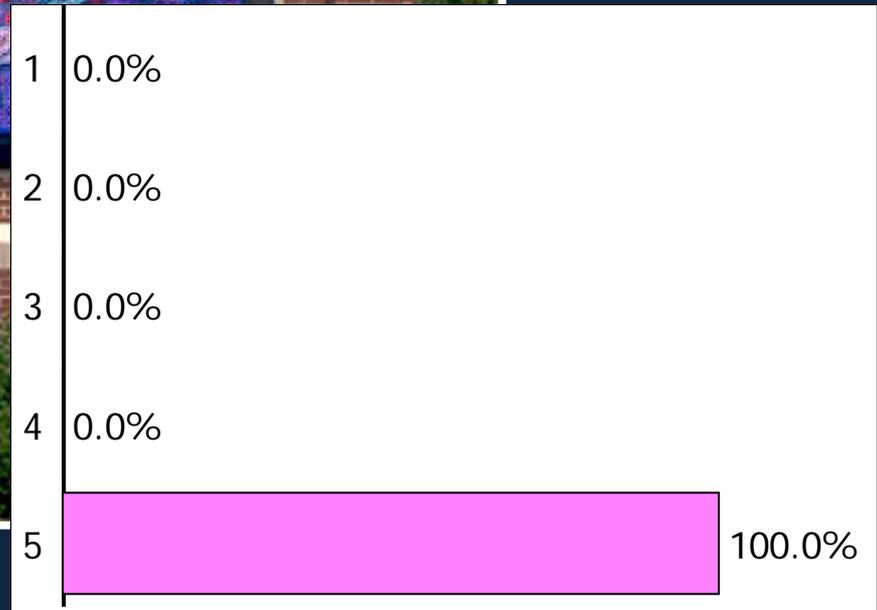
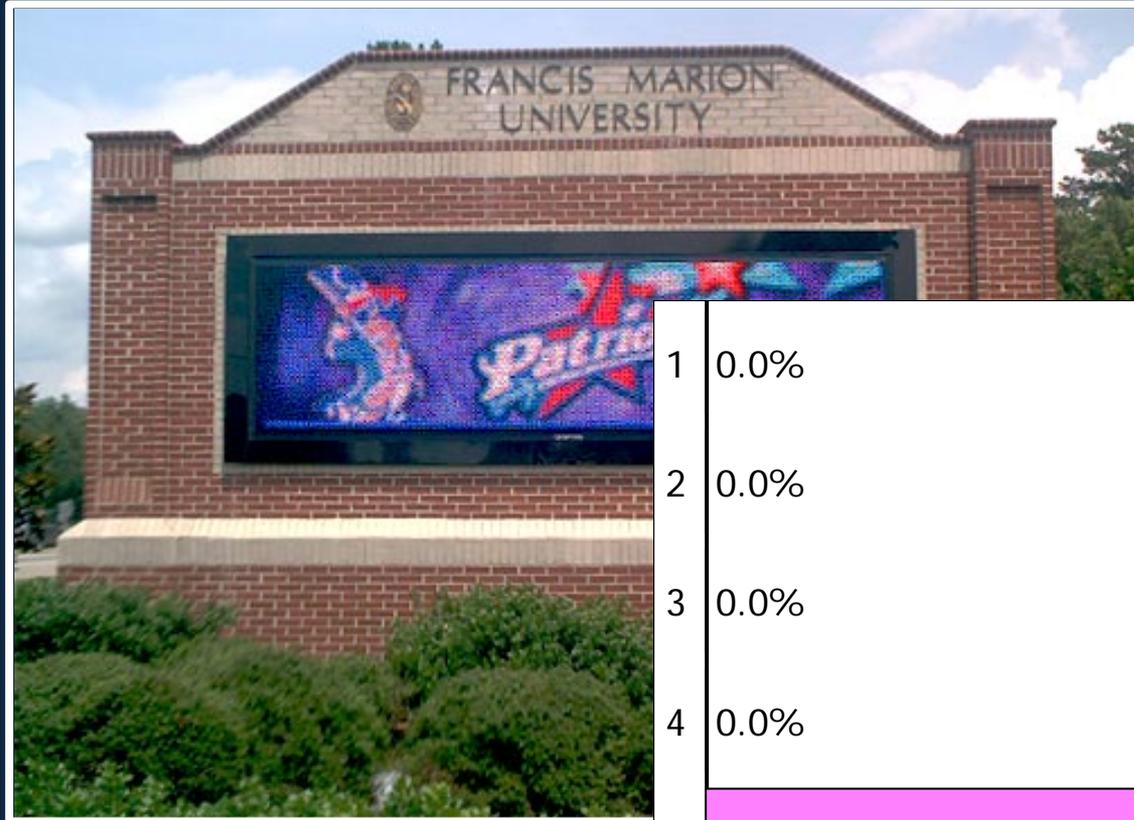
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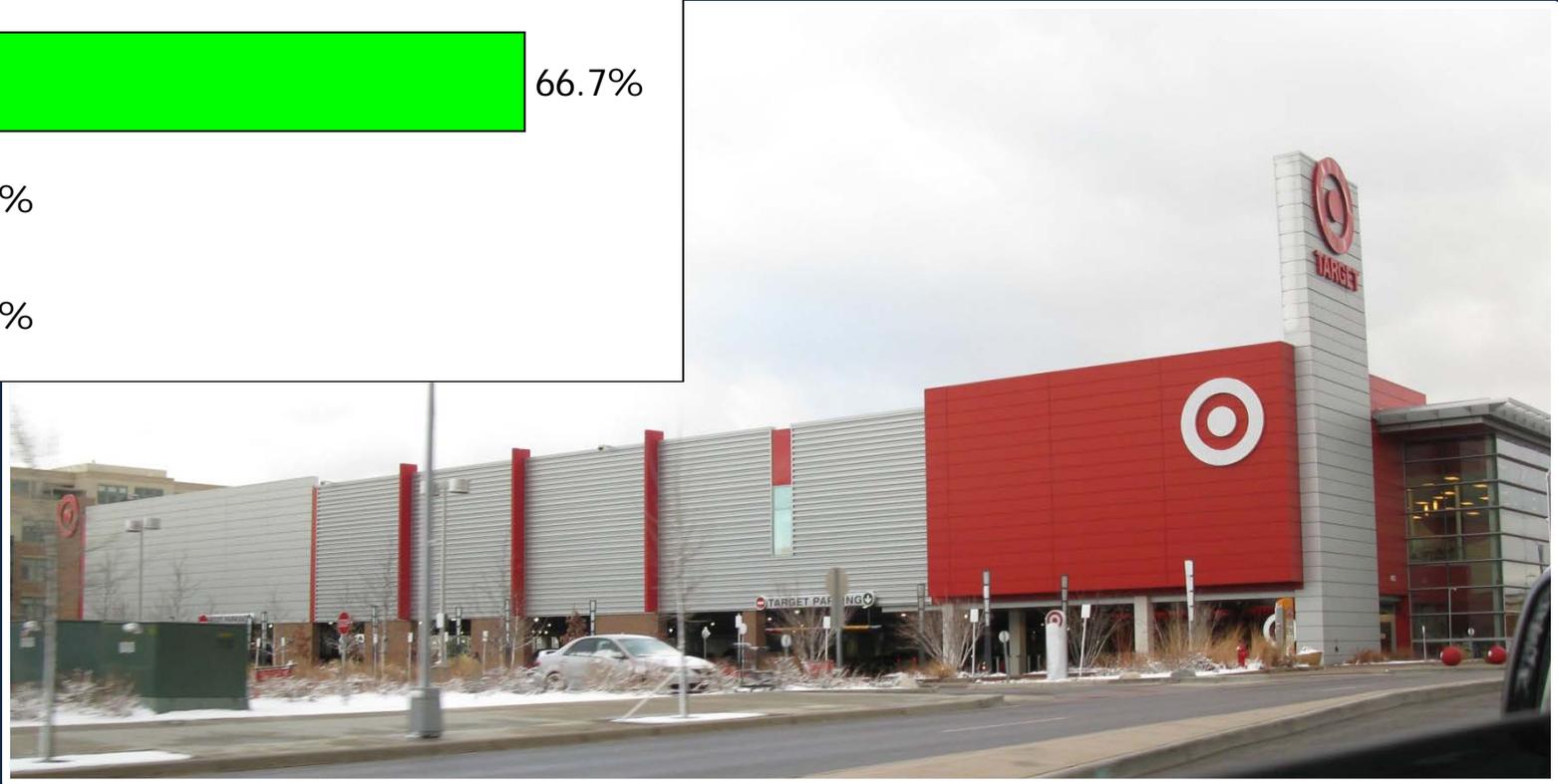
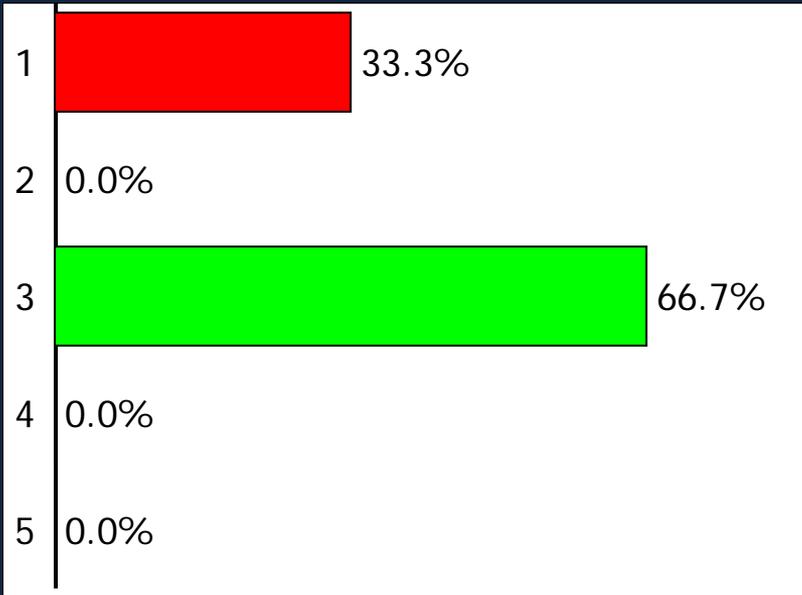
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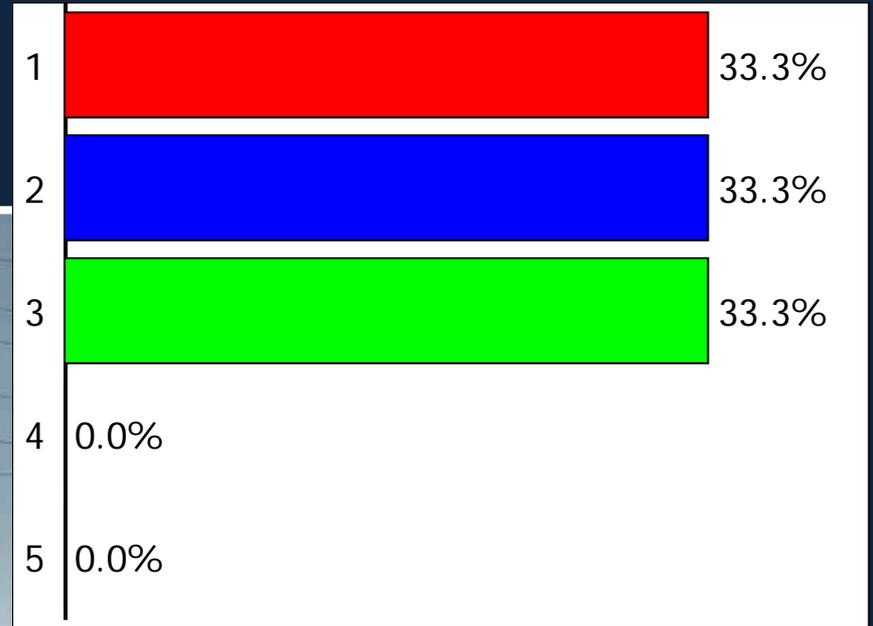
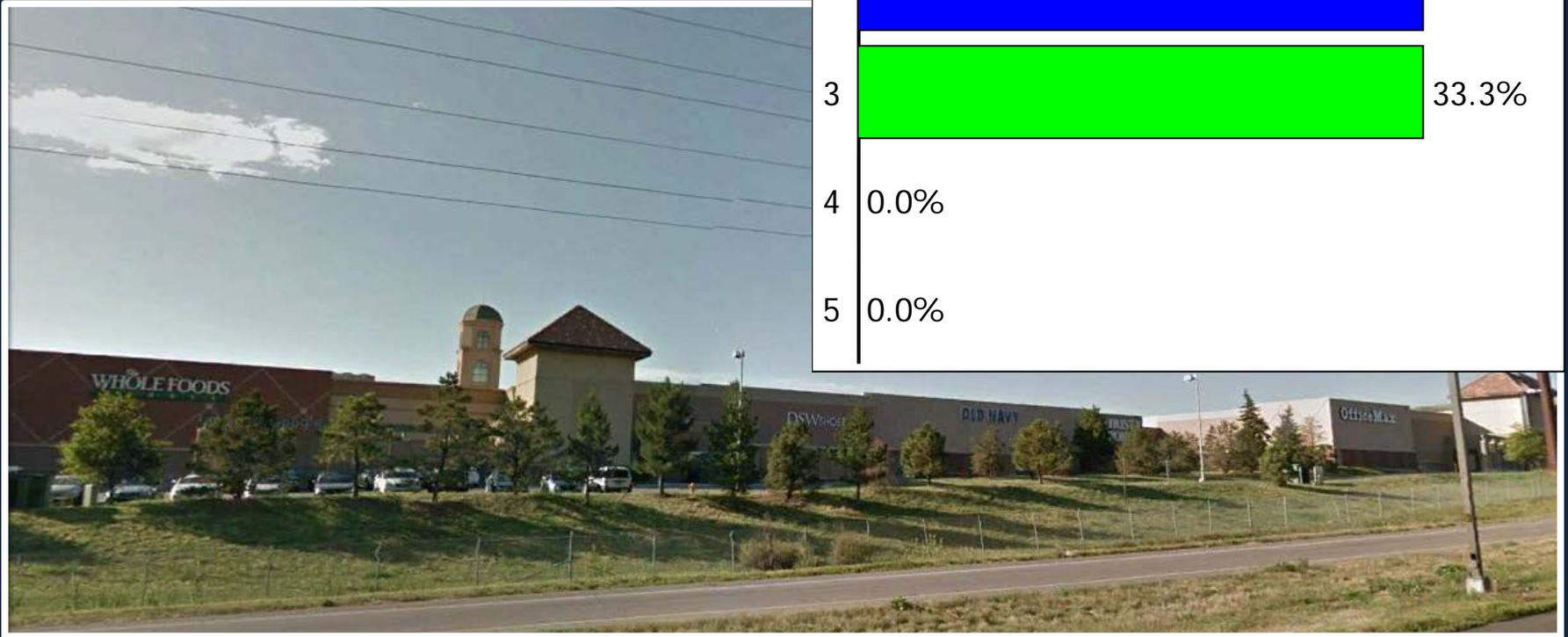
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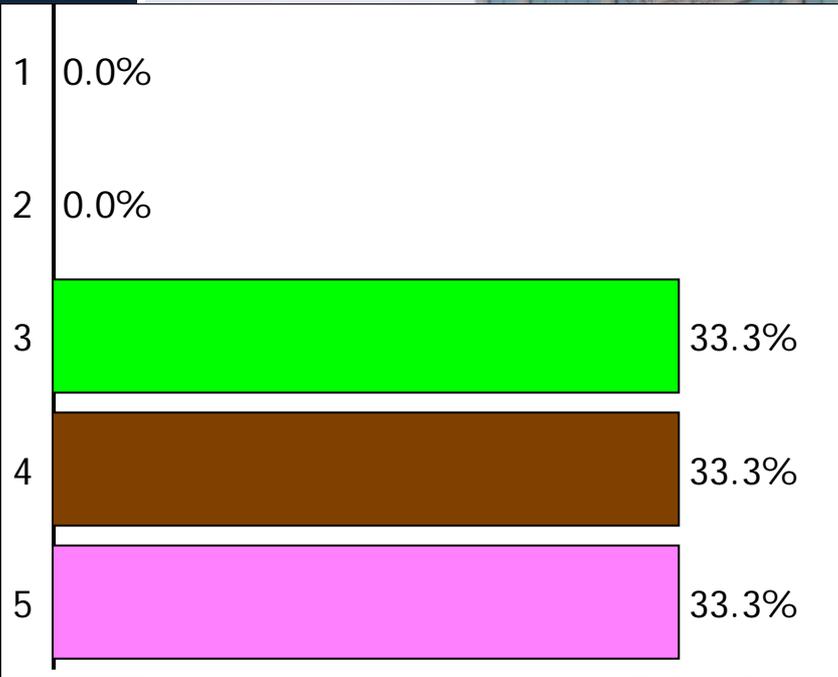
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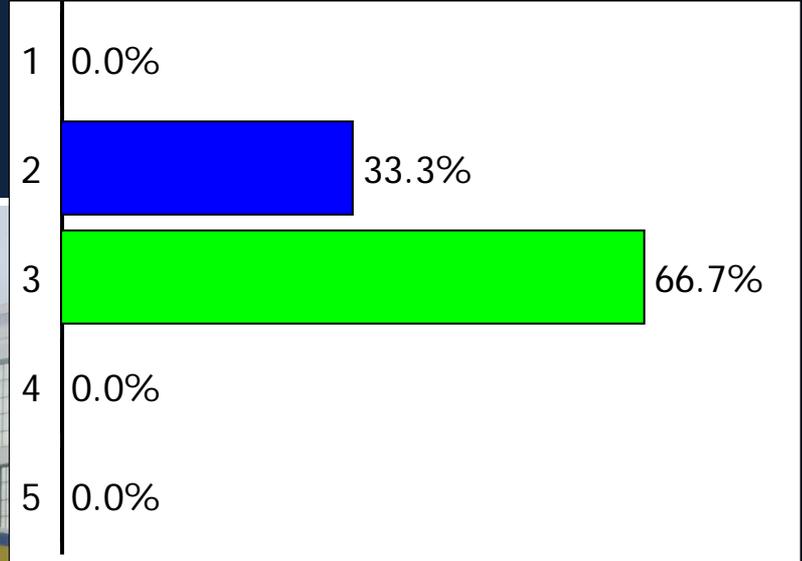
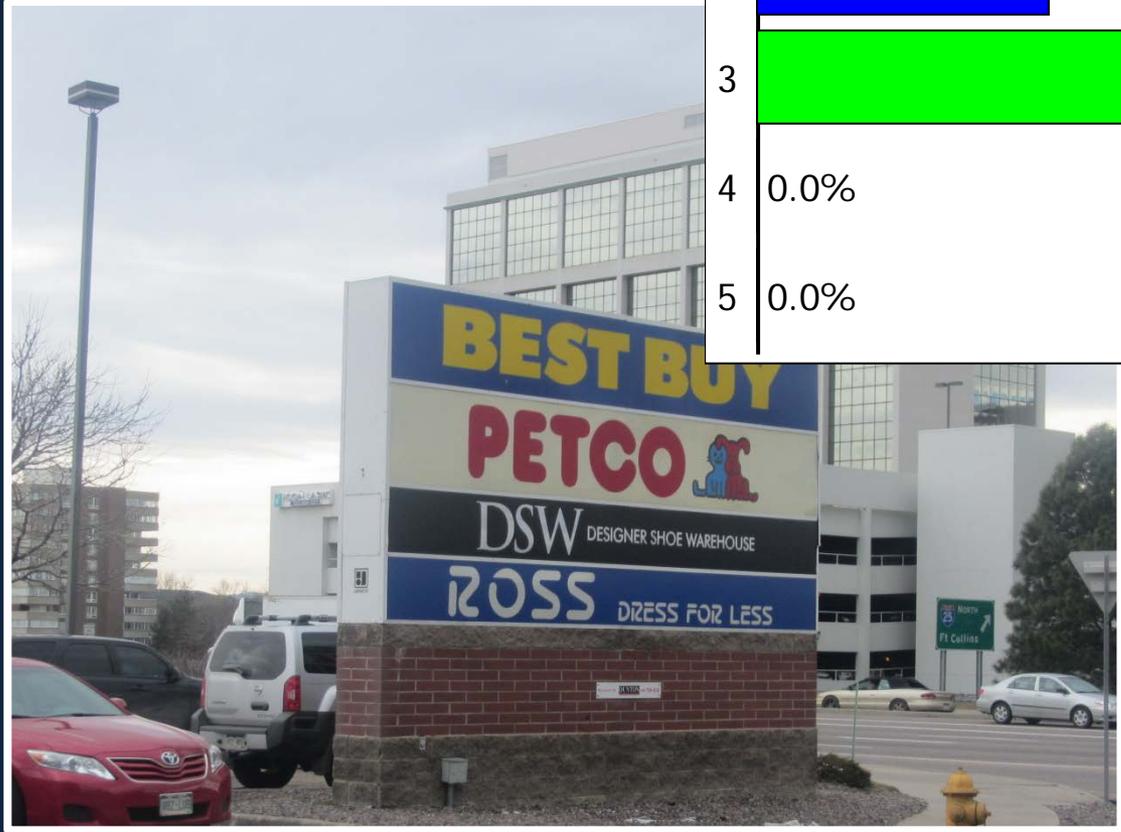
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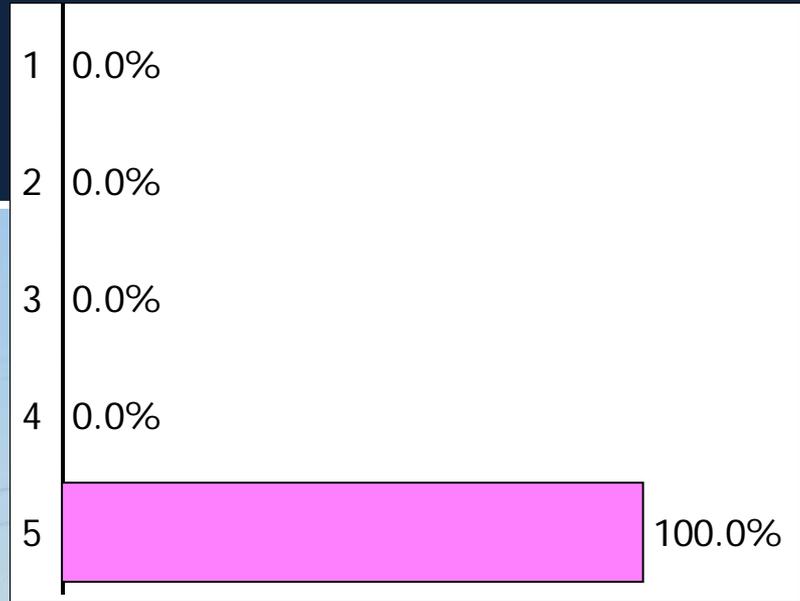
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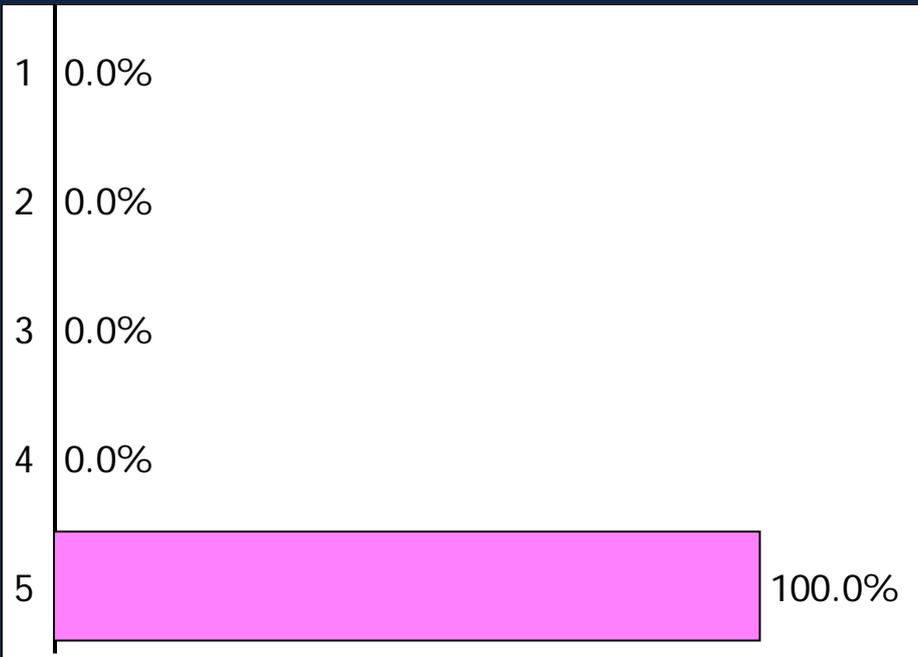
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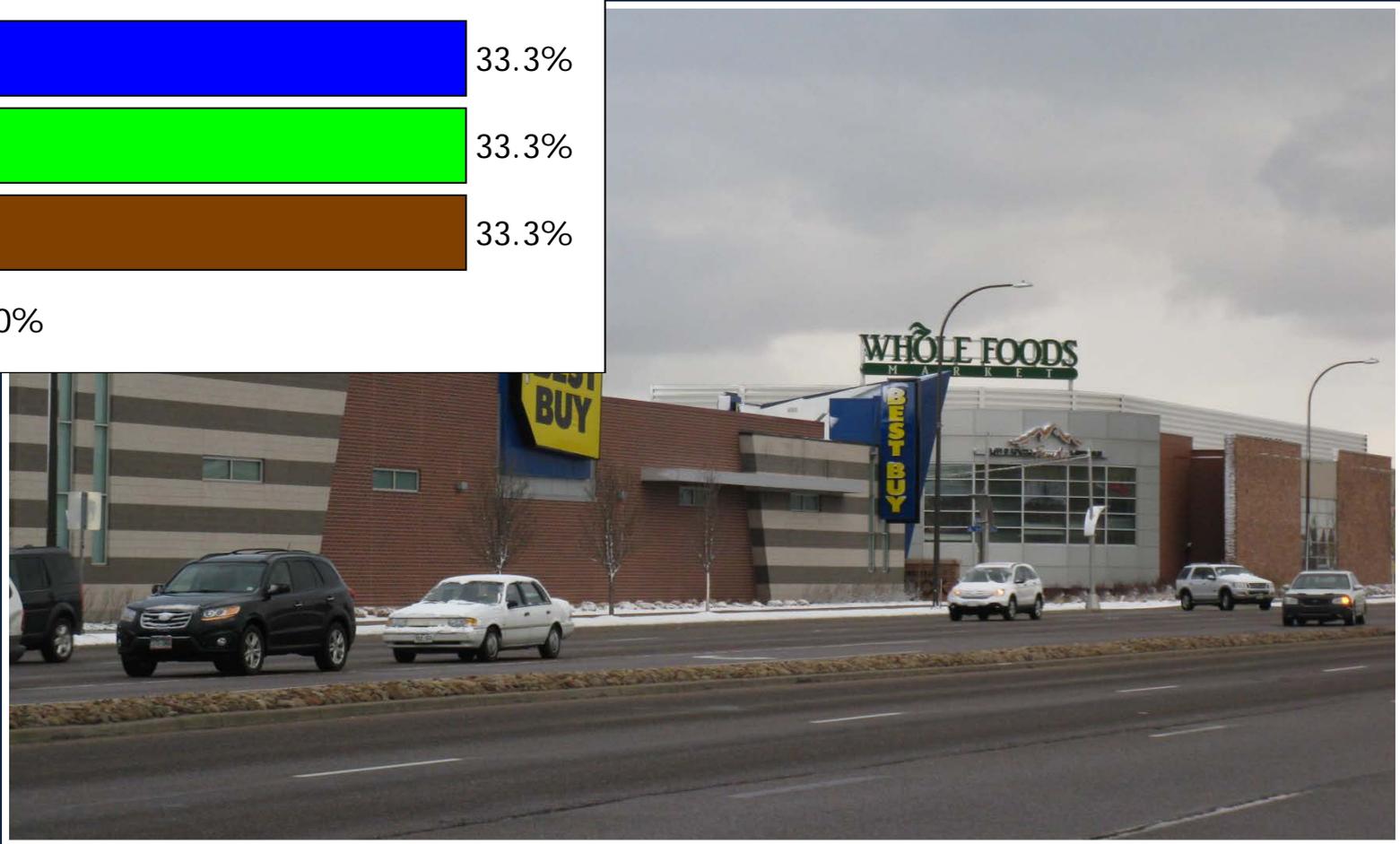
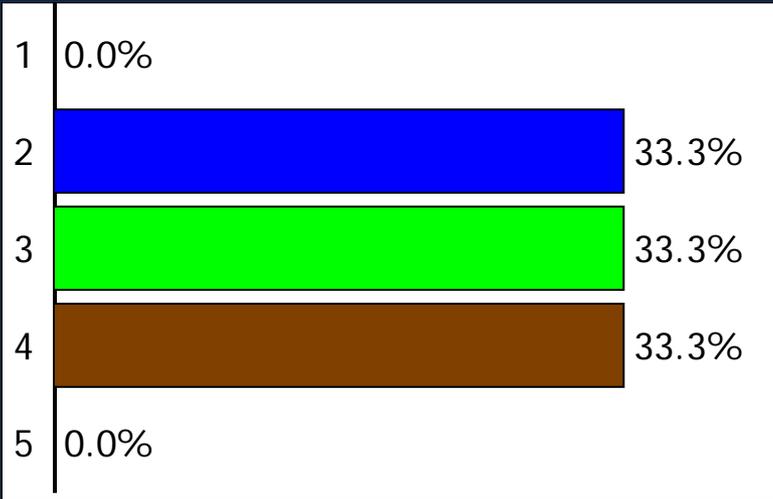
1 2 3 4 5

LIKE ← INDIFFERENT → DISLIKE



1 2 3 4 5

LIKE ← INDIFFERENT → DISLIKE



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Would you prefer a developer post multiple individual signs or one “package” for joint identification of businesses?

Please rate the following four slides to represent your views about sign density.

Sign Density | *Joint identification*



1

2

3

4

5



Sign Density | *Joint identification*



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Sign Density | *Individual identification*



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Sign Density | *Individual identification*



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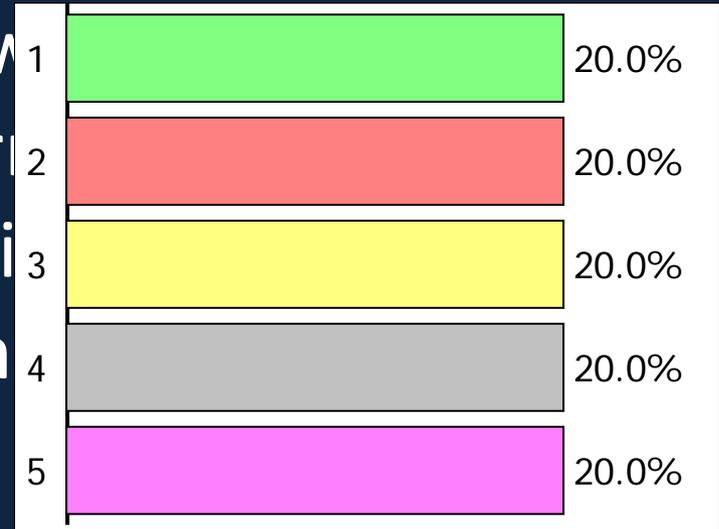
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You can see diverse views of
land uses along the corridor
and you may envision additional
development in the future.



How strongly do you feel different
“zones” exist along the corridor when
thinking about signs?

1

2

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I-25 Sign Plan | *Thank you!*

We appreciate your time.

These responses will help us develop a range of sign aesthetics that are compatible with the overall Town vision and acceptable to the community.

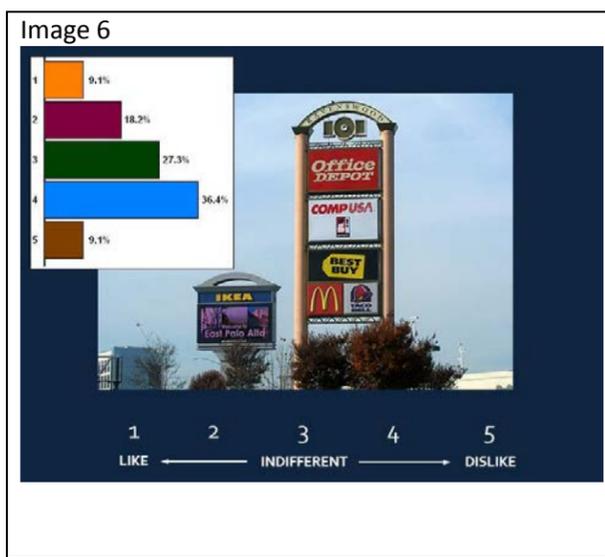
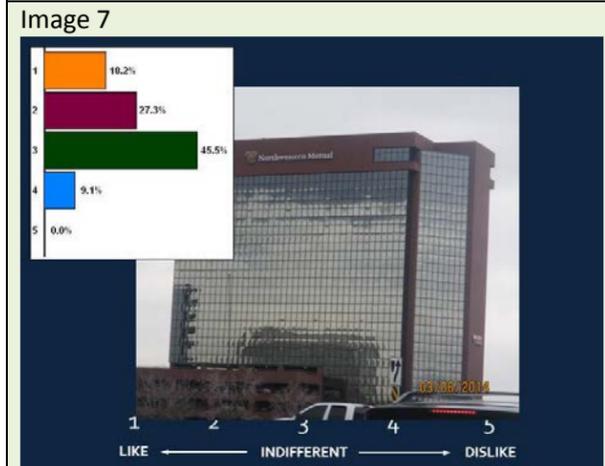
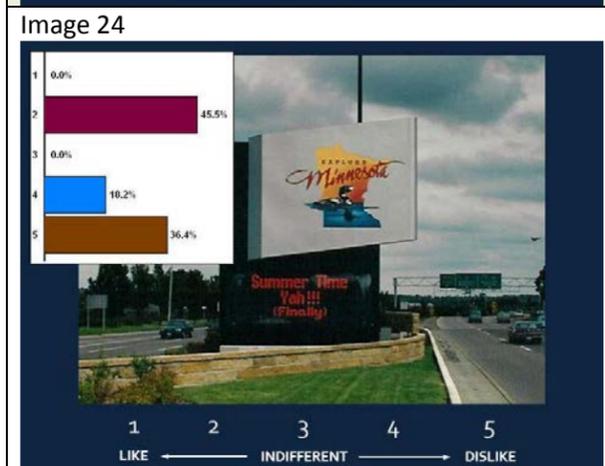
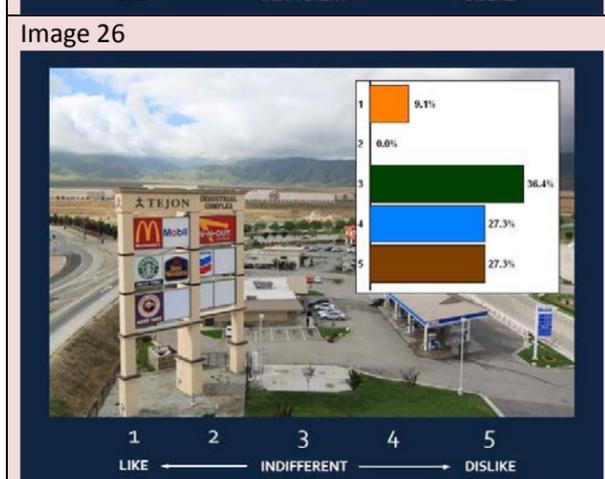


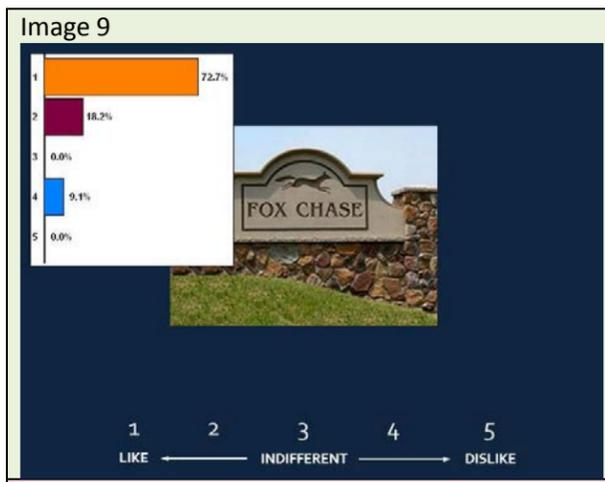
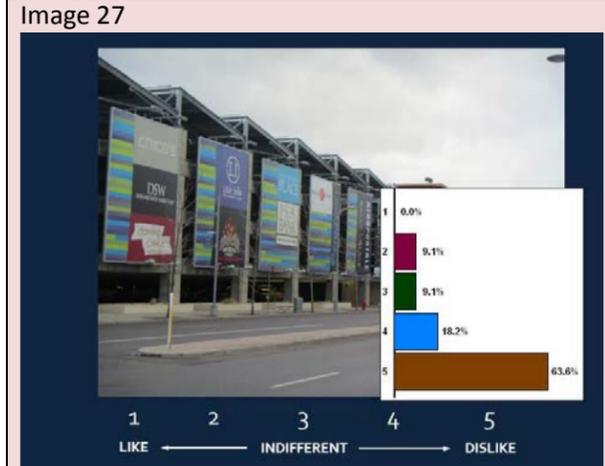
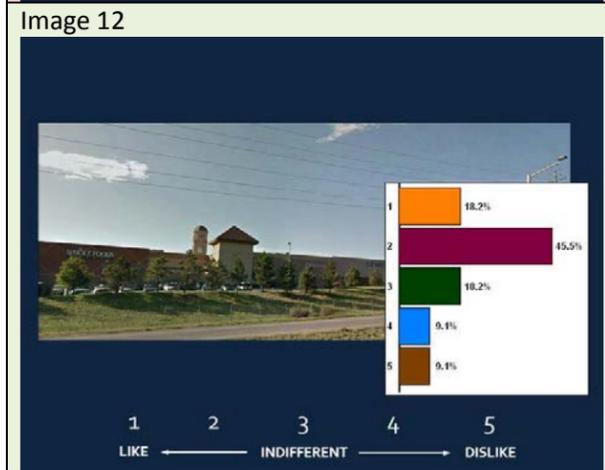
Thanks for your input!



Exhibit C: Preference Polling Results by Meeting

Slide	Like					Dislike					AVG	Positive	Negative
	1	2	3	4	5	1	2	3	4	5			
<p>Image 1</p> <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	1	1	5	4	0						3.09	Indifferent – not good or bad. Size of letters legible / visible.	Size – Big. Bland – nothing stands out. Simple font – needs to stand out
<p>Image 2</p> <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	1	2	3	4	1						3.09	Frame, materials, color – like brick and trim. Country-themed colors, architectural detail. Lighting on sides	Too busy. Too many colors/fonts
<p>Image 3</p> <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	1	2	7	1	0						2.73	Suitable for big box retailer / large, revenue generator. Classy. Low - does not obstruct view. Light on dark background makes pop at day and night. Mirrors architecture, linearity, mirrors setting. Likes scale, single color, horizontal words stretched out for traveling by, easier to see from highway.	Too much wall. Too much sign for one entity – scale of development
<p>Image 4</p> <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	1	7	1	1	1						2.45	Likes stone, swoosh and font. Base as stone – likeable. Architecture, natural materials, compliments buildings. Not standard – unique characteristics. Stone, shape/swoosh, columns personalized for that development.	Does not fit context – too modern. Art on bottom – looks funny. Doesn't compliment sign / contrast. Inconsistent font. Futuristic.
<p>Image 5</p> <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	0	1	7	3	0						3.18	Serves business function – economics. Pedestal preference b/t two options.	Standard franchise branding – can't avoid (?) – how to fit local cond. Multiple signs – bring low

<p>Image 6</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	1	2	3	4	1	3.18	<p>Each entity is easy to discern, individual stands out so you can focus. More professional. Reasonable attempt beyond standard. Likes LED + frame, arch frame is attractive, arch. Groups bunched into one sign, not spaced out. Consolidate to one area – not as gaudy, a bit more classy.</p>	<p>Still busy – but less busy. Boring – generic, gaudy, too industrial/metal. Series of signs (proximity)</p>
<p>Image 7</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	2	3	5	1	0	2.45	<p>Smaller scale, does not clutter environment, clean look – not busy. Simple and clean. Likes signs on buildings – use existing real estate as long as signs compliment building scale.</p>	<p>Stay in scale of building</p>
<p>Image 24</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	0	5	0	2	4	3.45	<p>Stone base – landscaping. Sign is low - in center of travel lanes / median. Gets attention – inform – what's going on. Describes events – community sign. Positioning in median – likes concept.</p>	<p>Ugly – waste of space / white – why not smaller top. Hideous – size – why so big? Colors jarring – not classy. Too much bulk. Amusement park – message childish.</p>
<p>Image 25</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	1	0	1	1	8	4.26	<p>You see corporation advertising business</p>	<p>Too tall, big. Some too small. Busy / unbalanced / sign different sizes - \$ / gaudy</p>
<p>Image 26</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	1	0	4	3	3	3.64	<p>Consistent color to compliment building. Honest sign – you know what you're stopping for.</p>	<p>Scale. After thought – tacked on second. Choppy, huge, unused signs, too many colors – color clutter, needs set back – too close.</p>

<p>Image 9</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	8	2	0	1	0	1.45	<p>Low scale, stone, monument, natural style stone. Texture, stucco, off-set letters – stamped into/depth. Contrasts nicely with linearity of pedestal</p>	<p>Prefer stacked stone</p>
<p>Image 27</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	0	1	1	2	7	4.36	<p>none</p>	<p>Too urban. Not permanent (banner-like) distracting. Too much color. Half sign not a sign.</p>
<p>Image 12</p>  <p>1 2 3 4 5 LIKE ← INDIFFERENT → DISLIKE</p>	2	5	2	1	1	2.45	<p>Low key, doesn't stand out, blends in. Within scale</p>	<p>none</p>

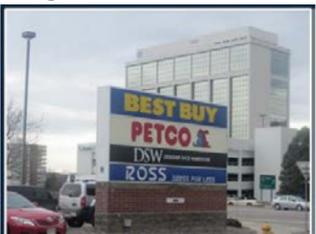
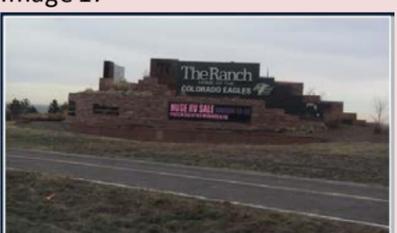
Town Council/Planning Commission Joint Meeting 3/13/2014

Total Surveys: 11

Max Average Score:

Min Average Score

Slide	Like					Dislike	AVG	Positive	Negative
	1	2	3	4	5				
Image 1 	0	1	2	1	0		3.00		
Image 2 	0	0	0	1	1		4.25		Too much info, distracting branding, lacking theme, too busy
Image 3 	1	2	1	0	0		2.00	Does not overwhelm, neat, easy to decipher, low and readable, blends okay	Tacky
Image 4 	0	1	1	1	0		3.25	simple, neutral	gaudy, too artsy, too busy
Image 5 	0	1	1	0	1		3.50	businesses need branding, do their job	cumulative clutter, too many
Image 6 	0	0	0	2	1		4.00	consolidation, easy to identify, visible from afar	too many colors, not uniform, busy, no time to consider bottom signs
Image 7 	3	0	0	0	2		2.60	neat, on building, legible, uncluttered, clean, doesn't bother	plain, lit at night
Image 8 	0	0	1	1	1		4.20		conglomeration, LED, busy

Slide	Like					Dislike	AVG	Positive	Negative
	1	2	3	4	5				
Image 9 	2	1	0	0	2	2.40	Has taste, stucco, stone, mountain feel, what you'd expect, identifiable, simple		
Image 10 	0	1	1	1	1	4.00	would be okay frame without LED	LED, digital	
Image 11 	1	0	1	0	0	2.50	Identifiable, hooked to building, not bright, no flashing, normal	too commercial	
Image 12 	2	1	0	0	0	1.75	on building, static, not bright, recognizable, does its job, boring, set back	want uniform lettering	
Image 13 	0	0	0	2	0	4.00	not tall, gets to impulse for movie goers, doesn't flash	all different sign types on same frame, why change movies – distracting, add on/after thought, ugly, not classy, tiny, hard to read	
Image 14 	0	2	1	1	1	2.80	height/scale, not bright, benign, fairly uniform, traditional, easy to read, not in your face	looks old, boring	
Image 15 	0	0	0	1	2	4.80		bright, no LED for advertising, for information only, digital detracts from main sign	
Image 16 	2	1	1	0	1	2.00	simple, a little color, not intrusive, neutral	lacks contrast, old style, just put on bricks	
Image 17 	0	0	0	1	2	4.80	natural materials	bright, LED, does not go well with slate, too busy	
Image 18 	0	1	1	0	2	3.40	Not flashing, not bright, natural branding, wayfinding	limit # signs for same business, why above roof line, big, too many colors	

Slide	Like					Dislike	AVG	Positive	Negative
	1	2	3	4	5				
Image 19  Joint Identification Sign Example	0	0	0	1	1	4.50		mix and match, not uniform, tower to Heaven, busy	
Image 20  Joint Identification Sign Example	0	0	0	0	2	5.00		don't like pedestal, hodge podge, hard to read	
Image 21  Multiple Individual Sign Example	1	0	0	0	1	3.00		jungle of signs, limit # of signs per business	
Image 22  Multiple Individual Sign Example	1	0	1	0	0	2.00	uniformity, simple, no lights	Can't read	
How strongly do you feel different "zones" exist along the corridor when thinking about signs?	1	0	0	0	0	1.00	older area vs strip mall area, different residential vs commercial treatments deserved; campus concept with uniform signs		

Open House

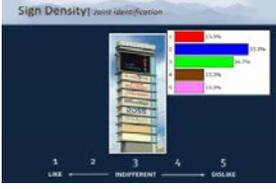
4/16/2014

Total Surveys: 6 Total in three rounds

Max Average Score: 5.0

Min Average Score: 1.0

Slide	Like					Dislike	Average	Positive	Negative
	1	2	3	4	5				
<p>Image 1</p>	1	6	2	4	0	2.87	Clean, simple, stands out	Big, ugly, looks cheap, boring	
<p>Image 2</p>	0	2	1	7	2	3.73	Brick frame	Busy, cluttered, cheap, too many type styles, colors, distracting, not helping purpose, not legible at high speeds	
<p>Image 3</p>	0	5	5	1	1	2.87	Low profile, clean, green – needs the landscaping	Non-descript, not sure what else is there	
<p>Image 4</p>	0	6	3	2	2	3.07	Creativity, more architectural design descriptive – pleasing to eyes, like frame	Distracting because of artsy component, busy, takes away from brand, not descriptive for specific shops	
<p>Image 5</p>	0	0	5	4	2	3.64	Very informational (consistent branding)	Hodge podge, not attractive, uniform, cheap, effective but not aesthetically pleasing	
<p>Image 6</p>	0	6	4	4	0	2.80	East – informational, cleaner layout w/branding, more about tenants	Higher density – close to next business, super busy, scale/mass especially related to landscape	
<p>Image 7</p>	3	7	3	1	0	2.20	Tasteful, clean, clear but not crazy, visible at night	Scale of letters is small for building size	

<p>Image 8</p> 	2	3	3	2	2	3.13	Helps with wayfinding, like joint LED and static	Brick and stone – too many materials, signs below LED – difficult to read, (this sign seems to be entry feature for complex) would like static w/o logos, maybe just clean text
<p>Image 9</p> 	8	3	2	1	0	1.71	Materials, like monochromatic , stylistic – good curves, more elegant	Residential, gated feel, too ornate for retail
<p>Image 19</p> 	2	5	3	2	2	2.80	Density, clean and easy to read, neutral colors, empty spots don't look empty, vertical stacking – easy to read	Trouble concentrating from highway, illegible LED takes away from clean density
<p>Image 21</p> 	0	0	2	3	6	4.43	Contract of car wash	Clutter, would prefer stacking
<p>How strongly do you feel different “zones” exist along the corridor when thinking about signs?</p>	6	4	1	1	2	2.40	Outlet vs. downtown allows for diversity that matches community (but coordinated) - this would reflect an insider's perspective conforms to the landscape but flexible for future	Zones would need to be coordinated - no matter who visits Castle Rock could have a single identify to those who do not live in our community (outsider perspective) need ability to be flexible

CR Chamber of Commerce

4/24/2014

Total Surveys

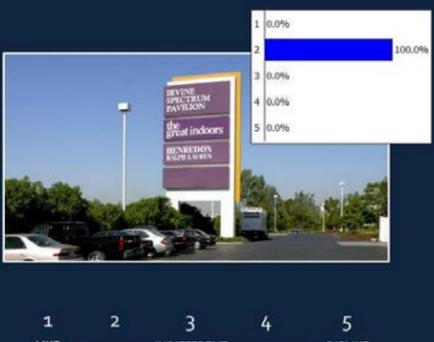
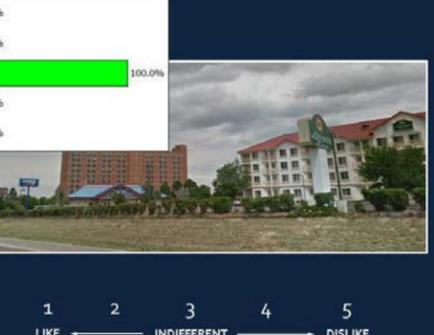
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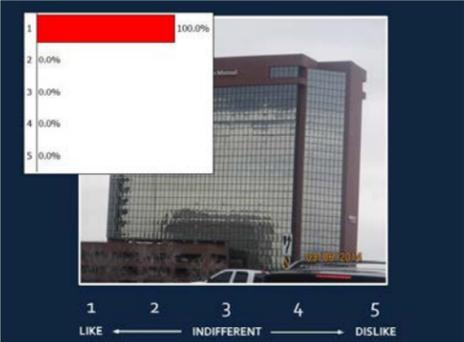
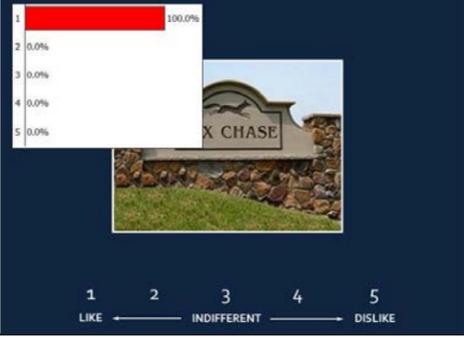
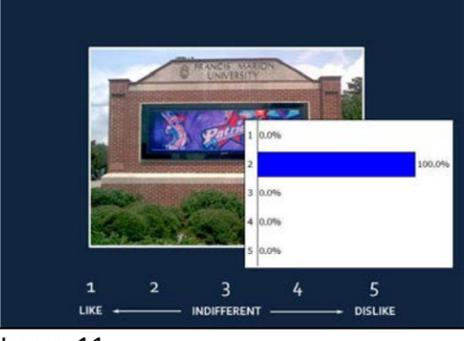
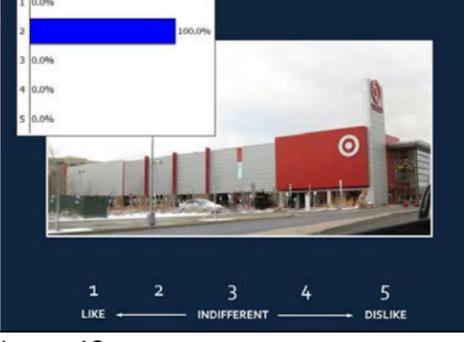
Max Average Score

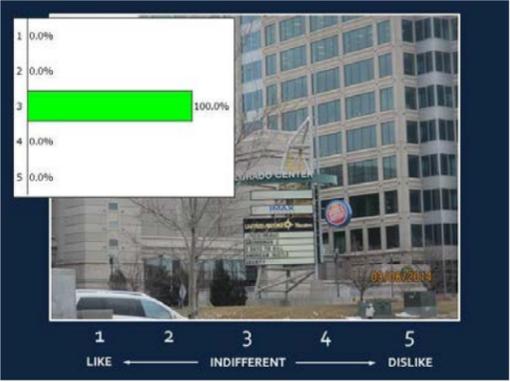
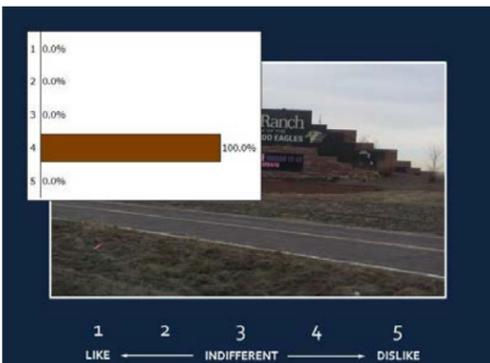
4.4

Min Average Score

1.7

Slide	Result	Positive	Negative
<p>Image 1</p> 	2	Big, but simple, not too busy	
<p>Image 2</p> 	5	framing/structure okay	Too busy
<p>Image 3</p> 	3	Big wall	
<p>Image 4</p> 	2	Good materials, like artistic elements	
<p>Image 5</p> 	3	Necessary evil – typical highway retail oriented	
<p>Image 6</p> 	2	clean breaks between loops, like arch on top, architecture compliment	

Slide	Result	Positive	Negative
<p>Image 7</p> 	1	Professional – elegant – sophisticated, visible but not screaming	
<p>Image 8</p> 	3		Frame okay; too much in middle
<p>Image 9</p> 	1	Simple tasteful, like material	
<p>Image 10</p> 	2	More tastefully done	
<p>Image 11</p> 	2	Aesthetics and scale fit	
<p>Image 12</p> 	2	Fine with logo type branding – tastefully done	

Slide	Result	Positive	Negative
<p>Image 13</p> 	3	<p>like the spatial separation on a joint sign light mass to stand out from background mass complimentary sign</p>	A lot going on
<p>Image 14</p>	3	<p>Low to ground good base with permanence</p>	
<p>Image 15</p> 	3	Neutral	
<p>Image 16</p> 	2	Easy to read, easy on eyes, non-offensive	
<p>Image 17</p> 	4		<p>Contrast of natural materials – 3 things (stone, LED, Eagle) doesn't mix as well</p>
<p>Image 18</p>	2	<p>Big buildings need big signs okay because background simple and signs pop with good contrast</p>	

Slide	Result	Positive	Negative
<p>Image 19</p>	1	Good break/separation; size of retail development needs to be commensurate with signage	
<p>Image 20</p>	5		Not good separation, like some natural, poor panel organization
<p>Image 21</p>	5		“Could do better” not attractive
<p>Image 22</p>	3	Panels stand out from building	
<p>I-25 Sign Plan Your Opinion</p> <p>You can see diverse view land uses along the corridor and may envision additional development in the area.</p> <p>How strongly do you feel different “zones” exist along the corridor when thinking about signs?</p>	1	Yes definitely different zones – historic district different than modern/new development like North Meadows – signage should reflect the character of the buildings	

Town Team Meeting
Total Surveys
Max Average Score
Min Average Score

4/24/2014
1
5
1

Slide	Like					Average	Postive	Negative
	1	2	3	4	5			
Image 1 			4	9	10	4	3.52 Purple consistent Well organized, clean	Too bland Text only Plain - cheap Plain Tacky Boring Plain Blah Bland Bad color
Image 2 	1	6	9	6	5	3.30 Informational Structured Shows lots of stuff	Busy Too busy Way too busy Cluttered Busy, too much on sign Busy Busy Busy Too much clutter Busy	
Image 3 	7	13	5	2		2.07 Integrated look Simple Subtle Subtle, organic Unobtrusive Nice Big impact - low level Not as cluttered/clean Clean - easy to read OK	Not Castle Rock Confusing not effective	
Image 4 	6	13	1	3	4	2.48 Has character Simple Classy Natural materials Nice More appealing Great, looks old Shape is Western Nice design Looks expensive	Not attractive Bad Ugly Hard to read	
Image 5 	2	5	7	5	8	3.44 Helpful Informative, directive Common Informative ok	Not noticeable Which one Really bad Old Rural Don't actually see a sign Truck stop Hard to read Blah	
Image 6 	1	7	11	2	6	3.19 Informational Easy to read ok Ikea - good, other - bad Progressive Easy to understand what's available ok Easy to see what's there	Too large and busy Too commercial Too much...Looks like strip mall Intrusive Cluttered Cluttered Busy Tacky Too tall	

<p>Image 7</p> 	10	13	2	1	1	1.89	<p>Subtle, useful Effective, subtle Simple Good ID for directions Good If you see it, you can find it Clean, simple Subtle but noticeable Subtle</p>	Hard to read
<p>Image 8</p> 	4	11	4	6	2	2.67	<p>Informative Nice Easy to read Permanent living Great size, don't like electronic Shows innovation Like electronic idea Useful - like the dual concept Modern Electronic - nice</p>	<p>Electronic signs are distracting Don't do too many LEDs Don't like electronic signs as much Busy?!? Distracting Too large and confusing</p>
<p>Image 9</p> 	12	9	5	1		1.81	<p>Classy KISS principle works Classic look More appealing Understated Subtle, classy Not sure Concise Nice Simple, elegant</p>	<p>Blah Boring Clean but boring</p>
<p>Image 10</p> 	5	10	4	5	3	2.67	<p>Noticeable Informative Classy Cool Modern but appealing Love the brick/electronic Simple Better than boring Clean</p>	<p>Don't do too many LEDs Don't like electronic signs as much Distracting No electronic Not necessary No electronics</p>
<p>Image 11</p> 	2	8	13	3	1	2.74	<p>Simple Strong brand Easy to notice Strong brand ID Clean Modern Modern</p>	<p>Blah Too urban Pummel Too modern for Castle Rock Poke me?!</p>
<p>Image 12</p> 	2	6	12	5	2	2.96	<p>Informative, integrated Low key Clean look Nice highway corridor Subtle, useful Logos to identify Simple</p>	<p>Not noticeable Nothing Not great Hard to see Hard to see Not strong</p>

<p>Image 13</p> 	2	6	9	9	1	3.04	<p>Appropriate Shows growth - 21st century See it. Come. ok OK, better for slower speeds</p>	<p>Not noticeable Busy Too edgy Too cluttered Too small of font for freeway Too retro Hard to see Too busy Hard to read</p>
<p>Image 14</p> 		5	7	11	4	3.52	<p>Informative Informative Clean, nice, ok Easy to locate Informative OK, better for slower speeds</p>	<p>Not enough character Cheap Not organic enough Plain Boring strip mall Too much Ugly Tacky Too much color and crowded Busy</p>
<p>Image 15</p> 		4	11	8	4	3.44	<p>Electronic OK Easy to see Pole mount better Sign on building OK; no electronic</p>	<p>Confusing Too bland, no style Too hard to read a little busy Ugly (electronic) Cluttered Too busy Busy Tacky, too much Too large, too busy</p>
<p>Image 16</p> 	5	8	10	4		2.48	<p>Simple ok Easy to spot Understated Like gateway type Pleasant</p>	<p>Blah Outdated Blah weak, poor design & material Dated</p>
<p>Image 17</p> 	6	13	5	1	2	2.26	<p>Attractive Good material use Good sign, eliminate electronic Iconic Looks like Castle Rock! Impressive Like landscape Could be busy but like Stronger design than above</p>	<p>Too busy Cluttered No electronic</p>
<p>Image 18</p> 	3	10	11	3		2.52	<p>Appropriate Directive ok Not bad Better Easy to see Easy to see from the road Better at slower speeds Individual - on building sign - good Easy to read</p>	<p>Not useful</p>

<p>Image 19</p> 	2	8	5	8	4	3.15	<p>OK Shows growth Easy to see Both Image 19 and 20 good, no real preference Much better use of individual corp. word on same sign</p>	<p>Too large Too busy Busy Busy Busy Don't like joint signs Busy Busy More than 5 businesses on monument - sign too difficult to read</p>
<p>Image 20</p> 		5	10	7	5	3.44	<p>Side aesthetics are nice Don't like different size logos, but like the design ok Good # of logos/businesses Both image 19 and 20 good, no real preference</p>	<p>Ugly Too busy Busy - don't like the side-by-side Looks dated Too busy Too busy</p>
<p>Image 21</p> 	1	1	5	11	9	3.96	<p>Direct ID is better Great. Looks fun & old</p>	<p>Outdated look Sprall Strip mall Tacky/old Ugly Not realistic Prefer clustering together Less effective & clutter Too cluttered Cheap looking</p>
<p>Image 22</p> 	3	6	9	6	2	2.92	<p>Simple Good consistency Easy, simple.</p>	<p>Not noticeable, Not useful Can't recognize brand/logo not as useful Hard to see Hard to see Less effective & clutter</p>
<p>How strongly do you feel different "zones" exist along the corridor when thinking about signs?</p>	5	10	3	4	2	2.50	<p>Yes Uniform Have people stop & put money into our till.</p>	<p>I would like all to look uniform - much cleaner look Yes, more development Like the idea of zones...need non-commercial zones. Let's not turn into Flatiron! Differences can create confusion when driving by fast Prefer uniform through Castle Rock Uniform approach</p>

Economic Development Council

5/8/2014

Total Surveys

27

Max Average Score

4.0

Min Average Score

1.8

<p>Image 6</p> 	2	1	8	5	7	3.61	<p>ok Very clear Colorful, more informative</p>	<p>Busy Tall, busy, bright Too crowded together, needs space apart Ugly</p>
<p>Image 7</p> 	8	4	6	3	3	2.54	<p>ok part of building</p>	<p>Too small Need closer sign to highway Can't read Too small a sign for such a huge bldg. Not helpful but not obtrusive Too hard to read, small print</p>
<p>Image 8</p> 	3	11	2	4	6	2.96	<p>Great Very clear but small signs not visible at speeding rates Maybe helpful Informative</p>	<p>Don't like faces Too busy Bright Crowded Too busy Too much</p>
<p>Image 9</p> 	13	8	2	2	1	1.85	<p>Beautiful Has character OK, subtle Easy to read Good Very clear but Fox Chase doesn't tell what it is Attractive Informative</p>	
<p>Image 10</p> 	4	2	1	5	5	3.29	<p>Informative, style is nice ok</p>	<p>Do not like the digital signs, too much! Bright Hard to see when you speed by?? Too bright!</p>
<p>Image 11</p> 	10	4	4	3	4	2.48	<p>Definitely know where it is located Easy to read Extremely clear, but on red sign put a white TARGET Always noticed!</p>	<p>Big Too much</p>

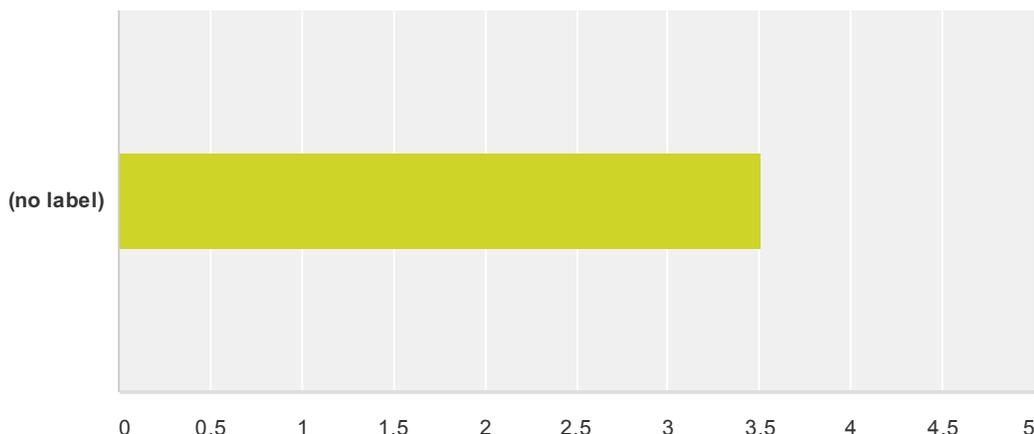
<p>Image 12</p> 	10	2	3	6	6	2.85	<p>ok Lower is better ok Helps to find bldg.</p>	<p>Can't identify buildings Can't see it</p>
<p>Image 13</p> 	3	6	2	6	3	3.00	<p>Is low enough, blends with building height ok Good to ready from highway I want to know what's playing without getting out of my car</p>	<p>Very small Too small</p>
<p>Image 14</p> 	7	7	2	6	4	2.73	<p>Informative, easy to read ok Easy to read No doubt - easily read from car Noticeable!</p>	<p>Yuck Big & busy Too close to street Too much</p>
<p>Image 15</p> 	1	4	14	1	6	3.27	<p>ok</p>	<p>Obstructive Tall, bright Gaudy Too much to read as passing by 2 - Building sign, 5 - Pole sign (bad design)</p>
<p>Image 16</p> 	13	4	4	4	2	2.19	<p>Great Low is good! OK, low, blends in Easy to read Clear & seen easily from car Simple but attractive</p>	<p>Too low Too big</p>
<p>Image 17</p> 	9	6	5	6	1	2.41	<p>ok Low is good! OK, blends in except for bright lower red Easy to read</p>	<p>A little whiter to read it? THE RANCH?</p>

<p>Image 18</p> 	4	4	10	5	4	3.04	<p>Easy to spot Fair Lower is better Easy to read East to read</p>	<p>Busy, bright</p>
<p>Image 19</p> 	2	6	7	7	5	3.26	<p>Fairly clear if searching for a certain store</p>	<p>Too much info Too much Too tall, obstructs view Too tall, busy, bright Too busy! Can't read @ 50 mpg. Good off major highway Need a better design</p>
<p>Image 20</p> 	1	5	7	9	3	3.32	<p>Top ones OK</p>	<p>Poor arch Needs improvement, tacky Cheap looking</p>
<p>Image 21</p> 	5	2	5	8	3	3.09	<p>ok Obvious business Excellent to be seen easily</p>	<p>Tall, busy Too big</p>
<p>Image 22</p> 	5	6	9	3	3	2.73	<p>ok, low Clean, easy to read</p>	<p>Too much "Lowes" is visible, rest can't be read easily.</p>
<p>How strongly do you feel different "zones" exist along the corridor when thinking about signs?</p>	4	4	10	4	2	2.83	<p>More blank space is better Ones that can be read & understood "at a glance" are good. Keep it simple Signs best when not too high, don't block mountain views. Differences not as boring.</p>	<p>Yes, different zones exist along the I-25 corridor. Lower signs don't ruin the view! Obstruct the view. Don't agree</p>

Sr. Center	5/13/2014
Total Surveys	28
Max Average Score	3.6
Min Average Score	0.0

Q1 What is your impression of the sign in Image 1?

Answered: 156 Skipped: 0



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	7.05% 11	20.51% 32	17.31% 27	25.00% 39	30.13% 47	156	3.51

#	Can you provide any details about why you like or dislike the image?	Date
1	Feels overwhelming and needs a base,	5/9/2014 3:59 PM
2	Visible,simple, good color contrast	5/1/2014 8:50 AM
3	This sign is a bit too large. Otherwise attractive	4/30/2014 3:45 PM
4	too large	4/30/2014 9:14 AM
5	I like the sign, not the size. Too overbearing.	4/30/2014 6:41 AM
6	The size and style's not bad, concerned of color choices. Would hate to see something like the IKEA sign.	4/29/2014 6:17 PM
7	Color is faded and inconsistent.	4/29/2014 4:10 PM
8	color	4/29/2014 1:38 PM
9	Does not look like it would be too bright at night, color scheme would blend in well in Colorado. Additionally, the sign is simple enough that it would be readable at highway speeds	4/27/2014 3:50 PM
10	I don't like the purple color - way too much space for such an obvious color. I do like the font on "the great indoors" sign though.	4/26/2014 8:50 PM
11	This sign is OK as long as it is not digital/ LED.	4/26/2014 3:04 PM
12	Just looks old	4/25/2014 5:31 PM
13	Plain, seems outdated	4/25/2014 2:36 PM
14	Like somewhat because it's not flat. However, it is an unimaginative shape.	4/25/2014 1:41 PM
15	Wasy to read, but plain	4/25/2014 10:10 AM
16	Very tacky coloration	4/25/2014 9:24 AM
17	Boring. Too large for little information.	4/24/2014 8:21 PM

Castle Rock I-25 Sign Plan

18	White too large, like the uniformity that the sign has. Companies look their trade dress, but the sign isn't cluttered with multiple logos.	7/27/2014 2:00 PM
19	This is a boring sign design and too contemporary for Castle Rock. I do like that it's easy to read.	4/21/2014 4:47 PM
20	Too tall/big which can block scenery, colors and design don't match our area	4/20/2014 7:56 PM
21	OK for a med to large shopping center. NOT ok for a single business or small group of businesses. Don't like the color but the uniformity of it is good	4/20/2014 6:08 PM
22	Looks like an outdated strip mall sign - too big and with colors that will fade and look aged over time	4/19/2014 8:28 AM
23	It's clean lines and not too obnoxious. Easy to read.	4/17/2014 9:32 PM
24	Too Bold	4/17/2014 1:14 PM
25	It dwarfs everything around it	4/15/2014 8:00 AM
26	This sign is sterile. Looks like a better fit for big box retailers, not the quaint castle rock that we are.	4/14/2014 2:34 PM
27	Too tall, too large and modern. But clean and simple, and not neon, which is good.	4/14/2014 7:33 AM
28	Plain big ugly.	4/13/2014 6:07 PM
29	Too big and stands too high	4/12/2014 3:48 PM
30	Like the simplicity and consistent font type and color, but very large.	4/12/2014 3:48 PM
31	too square, modern/contemporary looking. colors are poor and lettering is poor visibility.	4/11/2014 8:49 PM
32	Outdated looking, not aesthetically pleasing	4/11/2014 6:16 PM
33	Too TALL and LARGE!!!	4/11/2014 2:11 PM
34	clean simple lines; not obnoxious	4/11/2014 12:39 PM
35	Not bad - for Castle Rock it could aesthetically use rock facing over the white sign legs.	4/11/2014 12:17 PM
36	simple, clean, easy to read, but it all blends perhaps a little more distinction between names of businesses	4/11/2014 9:42 AM
37	Purple and yellow...ugly	4/11/2014 8:25 AM
38	I don't like the purple background	4/10/2014 6:42 PM
39	Way too big although the sign is neatly done.	4/10/2014 6:23 PM
40	Entrusive	4/10/2014 2:57 PM
41	Do not like the color scheme and the lettering is somewhat indistinct.	4/10/2014 11:51 AM
42	Too modern/blocky, colors are ugly, difficult to distinguish different brands	4/10/2014 11:13 AM
43	clean lines-	4/10/2014 9:25 AM
44	The signage has clean lines, and attractive coloring.	4/10/2014 7:49 AM
45	Clean and consistent. Not a lot of competing logos, colors, and font styles	4/9/2014 4:21 PM
46	like the uniforming but difficult to read everything.	4/9/2014 11:14 AM
47	This sign is very legible and has some architectural details; however, the bold colors on the sign frame wouldn't fit with Castle Rock's landscape.	4/9/2014 9:04 AM
48	Too tall and could be considered visual or sign pollution.	4/9/2014 8:08 AM
49	No natural colors at all	4/9/2014 7:50 AM
50	I don't like the colors or the shapes. Font is OK I guess.	4/8/2014 9:29 PM
51	Not aesthetically pleasing	4/8/2014 8:46 PM
52	Like that the store names are the same font and color	4/7/2014 7:14 PM
53	Reasonable sign but it appears to be very tall and would not fit well from that perspective	4/7/2014 5:41 PM
54	Height is a concern.	4/7/2014 4:40 PM

Castle Rock I-25 Sign Plan

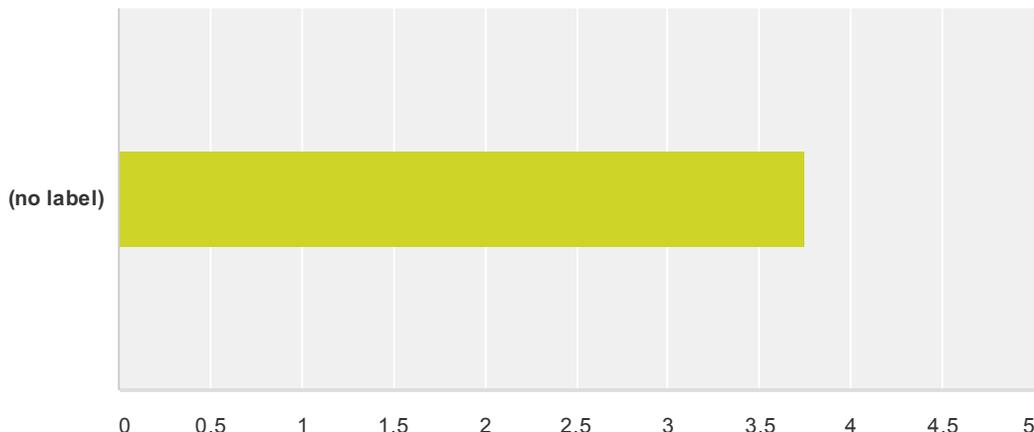
ID	Comment	Date/Time
56	simple, not distracting	4/7/2014 4:11 PM
57	Overly large. The sign is bigger than the street lights.	4/7/2014 2:26 PM
58	The sign is too large and too high.	4/7/2014 1:37 PM
59	It is neat,organized, & not cluttered, the landscape is helpful.	4/7/2014 1:02 PM
60	This sign appears to be a bit to large but is not terribly offensive	4/7/2014 11:46 AM
61	I moved away from Laguna Hills for this very reason. Commercialism in my face all the time and everywhere. I do no want Castle Rock to look like So Cal!	4/6/2014 10:39 PM
62	bland in color scheme and not appealing visually	4/6/2014 10:20 PM
63	I like the uniformity of colors and text but overall it's too moden for CR.	4/6/2014 9:58 PM
64	Very dull sign. Colors are bad.	4/6/2014 9:33 PM
65	Looks very 80s	4/6/2014 9:12 PM
66	clean and simple	4/6/2014 8:22 PM
67	Tacky.	4/6/2014 6:46 PM
68	It is easy to read.	4/6/2014 5:44 PM
69	I think the sign design is ok, but think it is too tall for this community. I don't think the color fits in with our landscapes.	4/6/2014 5:19 PM
70	Reasonable size, draws attention to business but not an eye sore	4/6/2014 5:10 PM
71	Don't like the colors, would prefer a more natural (earth tone) color	4/6/2014 4:52 PM
72	The style is good but the colors are too modern and bold for Castle Rock. Castle Rock is supposed to have "a small town feel".	4/6/2014 4:41 PM
73	Doesn't reflect colorado, maybe California	4/6/2014 4:10 PM
74	Too many signs of this size clutter the landscape. I know people need to be able to see what businesses are in the area but they can use other means easily. The aesthetics of this sign are good, however.	4/6/2014 7:20 AM
75	Overtime, signs like this fade and look rundown.	4/5/2014 6:30 PM
76	Not flashy. No photographic images.	4/5/2014 5:10 PM
77	Simple, but lacks the 'mountain feel' of signs like that at the Outlets.	4/5/2014 3:26 PM
78	It's easy to read and identify businesses located there.	4/4/2014 7:15 PM
79	Simple, color and lettering continuity is less distracting to environment, and less for the onlooker to have to process when searching for a business. The company name pops out more to me here than it does in Image 2 signage.	4/4/2014 5:35 PM
80	TOO BIG AND TOO UGLY	4/4/2014 1:51 PM
81	I prefer the same color signs... The multiple color signs with multiple color backgrounds can stay in Highlands Ranch near Park Meadows and Ikea.	4/4/2014 11:21 AM
82	It looks too modern or contemporary, and I don't like the colors. Castle Rock should stick with natural colors that blend in with the terrain.	4/3/2014 7:39 PM
83	Potentially blocks views of Castle Rock area features.	4/3/2014 6:18 PM
84	I like this better than all the logos of the stores/business on it... it is uniform and less invasive, although it's size is intrusive.	4/3/2014 5:55 PM
85	Massive - out of scale with environment. Materials have no relation to environment.	4/3/2014 2:05 PM
86	boxy looking - blocks view	4/3/2014 10:30 AM
87	Color and height	4/3/2014 9:45 AM
88	Colors are awful	4/3/2014 8:32 AM
89	I-25 Sign Plan Appendix Behind the wall, not at all what I envision when I think of Castle Rock	4/3/2014 8:32 AM

Castle Rock I-25 Sign Plan

ID	Comment	Date/Time
89	Being too tall, not at all what I envision when I think of Castle Rock	4/2/2014 8:28 AM
90	Too big and strong colors	4/3/2014 8:09 AM
91	Dated look - would block views since it is so tall and wide. Does not match surroundings. It is from southern California, which is what we left behind to escape the over crowding of strip malls and retail centers like this.	4/2/2014 11:14 PM
92	Dislike that the sign is solid, its size, and colors. I feel it will become outdated quickly.	4/2/2014 10:41 PM
93	Chunky and too "California Modern" to look appropriate in our area. This style is not classic and will look dated soon.	4/2/2014 10:05 PM
94	The colors are terrible. The font looks very dated when it is all on the same color.	4/2/2014 9:36 PM
95	Height and overall size	4/2/2014 9:34 PM
96	Color and design	4/2/2014 9:20 PM
97	Bad design. No problem with size.	4/2/2014 9:17 PM
98	It's not pleasing to the eyes and a bit too big.	4/2/2014 9:13 PM
99	I-25 shouldn't be an advertising corridor.	4/2/2014 9:06 PM
100	I like this sign because it is clean and modern. It uses neutral colors that coordinate, versus different colors from corporate logos. The fonts work well together, while still expressing corporate identity. I think signs like this, using the color palette of the Rockies, would look nice along I-25 in Castle Rock.	4/2/2014 8:44 PM
101	Too large - does not fit into the current small town feel of Castle Rock	4/2/2014 8:33 PM
102	Too large and you start destroying our towns amazing views. Too modern and you take away from the historic value of castle rock	4/2/2014 8:19 PM
103	Too obtrusive	4/2/2014 6:03 PM
104	Intrusive color, low contrast between lettering and background. Hard to read at highway speeds.	4/2/2014 5:50 PM
105	Too large and too high	4/2/2014 5:46 PM
106	Sign is much to large	4/2/2014 5:33 PM
107	Too tall, dislike color scheme	4/2/2014 5:27 PM
108	Seems unnecessarily large, is very bland and lacks character	4/2/2014 5:13 PM
109	Dislike size. Like subtle colors	4/2/2014 5:10 PM
110	Better than lighted signs that don't get the brightness adjusted (outlets seems like it's always on full brightness)	4/2/2014 5:05 PM
111	Too boring	4/2/2014 5:04 PM
112	too big, stand out too much in the surrounding	4/2/2014 4:58 PM
113	like unifomity not too busy looking but boring	4/2/2014 4:54 PM
114	Boring	4/2/2014 6:25 AM
115	Too large and obtrusive.	4/1/2014 5:15 PM

Q2 What is your impression of the sign in Image 2?

Answered: 155 Skipped: 1



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	5.16% 8	14.84% 23	15.48% 24	29.03% 45	35.48% 55	155	3.75

#	Can you provide any details about why you like or dislike the image?	Date
1	Like the mix of materials on the sign structure-	5/9/2014 3:59 PM
2	attractive, but too large. Please no LED signs for Castle Rock	4/30/2014 3:45 PM
3	too large	4/30/2014 9:14 AM
4	Too big, way too busy!	4/30/2014 6:41 AM
5	I like this, maybe a bit more Colorado, more stone, more rustic.	4/29/2014 6:17 PM
6	Style of the sign is nice. Like the stonework.	4/29/2014 4:10 PM
7	Massing	4/29/2014 1:38 PM
8	This sign is too "busy" - hard to read a highway speeds	4/27/2014 3:50 PM
9	The brick posts are classy but all the different signs are a little overwhelming and confusing.	4/26/2014 8:50 PM
10	Do not want digital/LED signs in Castle Rock.	4/26/2014 3:04 PM
11	Like the brick, especially if that brick matches the buildings that are attached.	4/25/2014 2:36 PM
12	Not flat, more texture = good	4/25/2014 1:41 PM
13	Decent aesthetics, fairly easy to read	4/25/2014 10:10 AM
14	Nice, contemporary,	4/25/2014 9:24 AM
15	Good for large strip malls, but not very attractive.	4/24/2014 8:21 PM
16	Too much clutter with various sizes and colors.	4/24/2014 2:59 PM
17	Good design	4/21/2014 4:47 PM
18	Too tall, can block scenery but textures and design is nice	4/20/2014 7:56 PM
19	too busy and distracting. Don't like it	4/20/2014 6:08 PM
20	Don't like that there will be and even show in this picture empty spots	4/19/2014 8:28 AM

Castle Rock I-25 Sign Plan

21	It looks too busy to me. Harder to read.	4/17/2014 8:02 PM
22	Too much clutter impossible to read at 65mph	4/17/2014 1:14 PM
23	Too busy	4/15/2014 8:00 AM
24	I think the brick is a good fit for Castle Rock. The sign would be better if the company names could all be one color to look more cohesive.	4/14/2014 2:34 PM
25	Way too tall and larger, too busy/cluttered, distracting. Does not fit with small town image.	4/14/2014 7:33 AM
26	Too big and stands too high	4/12/2014 3:48 PM
27	Too big and busy	4/12/2014 3:48 PM
28	The brick and design look is better but there are too many businesses listed on the sign. Shouldn't be more than 3 or 4	4/11/2014 8:49 PM
29	Not ugly, but cluttered and hard to read from the road	4/11/2014 6:16 PM
30	Too Tall and Large!!	4/11/2014 2:11 PM
31	Businesses need their signage to survive, thrive, and create tax revenue, so this works - but I would prefer to see a portion static and a portion that is an LED screen which would minimize blank spaces for empty tenant locations, and yet allow rotating exposure and messages that can be adapted to changing business trends and needs.	4/11/2014 12:17 PM
32	way too busy, not attractive, where does the eye look first - too much to grab quickly while driving , hare to read the individual store names.	4/11/2014 9:42 AM
33	Like outline of sign but look is cluttered...too many individual sign colors.	4/11/2014 8:25 AM
34	The sign, although large is done in a design that probably goes with the building(s) associated with it. I wish the business names were on a simple background like the top without all the different colors	4/10/2014 6:42 PM
35	Too busy; too big; not neatly done like sign #1	4/10/2014 6:23 PM
36	Gaudy, and too busy. Signs like this can be distracting to drivers as they try to read everything on it, or determine of the store/info they are looking for is at that location.	4/10/2014 11:51 AM
37	easier to distinguish stores, better style	4/10/2014 11:13 AM
38	too many stores	4/10/2014 9:25 AM
39	This sign is too busy, and cluttered.	4/10/2014 7:49 AM
40	Very busy and cluttered. An eyesore	4/9/2014 4:21 PM
41	too busy and difficult to read fast however easier to identify because of personal identifying logo	4/9/2014 11:14 AM
42	While the sign frame is nice, the sign contains too many smaller signs. The number of signs makes each individual sign less legible.	4/9/2014 9:04 AM
43	The Stone used goes together well with our towns name "Castle Rock"	4/9/2014 8:08 AM
44	Like the brick and color scheme	4/9/2014 7:50 AM
45	I like the colors and the shape. It looks very "busy," but I like how each business can use its own proprietary design. But maybe it's too "urban" for Castle Rock?	4/8/2014 9:29 PM
46	Brick makes it a little bit better than 1	4/8/2014 8:46 PM
47	Too busy looking. Too many different colors and fonts. Like a flea market	4/7/2014 7:14 PM
48	This appears to be a reasonable sign although it is difficult to tell how tall it is and how it is lit at night. Those would be the 2 areas of concern although it appears to not be too intrusive in this picture	4/7/2014 5:41 PM
49	Again, height is a concern. Plus, it is very busy & cluttered looking.	4/7/2014 4:40 PM
50	Loud and annoying colors. Cluttered.	4/7/2014 4:32 PM
51	too distracting	4/7/2014 4:11 PM

Castle Rock I-25 Sign Plan

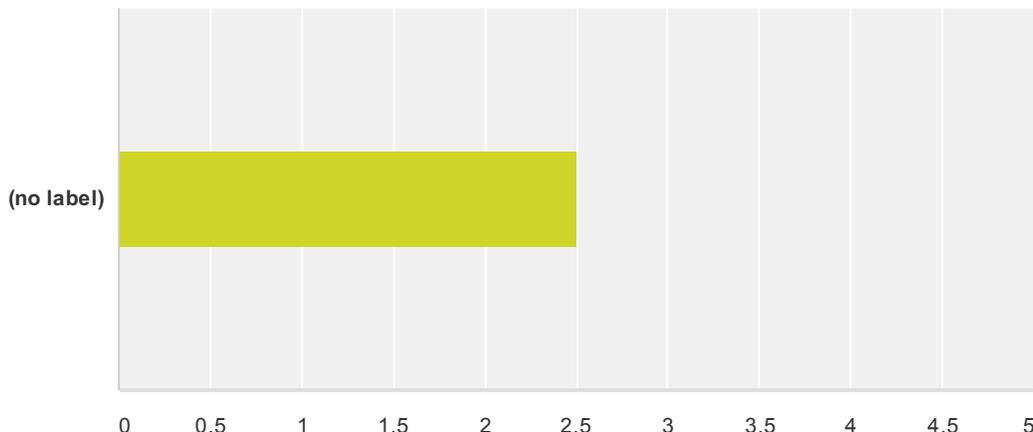
52	Too much to read while driving, especially while driving on the highway. It looks like the sign you would see in Park Meadows mall area.	7/7/2014 2:20 PM
53	The sign is too large and too high. It's also potentially unsafe as drivers attempt to read the myriad listings on the sign while navigating the road.	4/7/2014 1:37 PM
54	Large, big, imposing, no landscape, cluttered.	4/7/2014 1:02 PM
55	Reasonable sign and doesn't appear to large or offensive	4/7/2014 11:46 AM
56	Too busy and too big	4/6/2014 10:39 PM
57	can easily identify/read the store names and recognize familiar logos	4/6/2014 10:20 PM
58	Yuck! Too many colors and materials	4/6/2014 9:58 PM
59	Seems really tall and cluttered.	4/6/2014 8:22 PM
60	Tacky and garish. Huge eyesore.	4/6/2014 6:46 PM
61	Too busy.	4/6/2014 5:44 PM
62	This looks like it belongs in a mega mall shopping area. I do like the colors, though.	4/6/2014 5:19 PM
63	Reasonable size, draws attention to business but not an eye sore	4/6/2014 5:10 PM
64	Too many different colors and lettering styles	4/6/2014 4:52 PM
65	Too busy.	4/6/2014 4:41 PM
66	This sign is cluttered, too large, looks bad to me.	4/6/2014 7:20 AM
67	Too cluttered- too difficult to read	4/5/2014 6:30 PM
68	Busy...too much going on with each distinct logo.	4/5/2014 5:10 PM
69	It's a mess! And it makes it difficult to identify at a glance just which businesses are located there.	4/4/2014 7:15 PM
70	Too busy with varied lettering styles and colors, and information about business offerings. It does give a quick association to a company logo, which could be helpful for those searching for that business, but perhaps blank space between each individual company sign. Also, feels too tall.	4/4/2014 5:35 PM
71	too big and too busy	4/4/2014 1:51 PM
72	Too much visual clutter. Distracting and clashing colors and fonts. Not cohesive.	4/4/2014 10:05 AM
73	The appearance of the sign itself is better than the first one, but it is far too big.	4/3/2014 7:39 PM
74	Potentially blocks views of Castle Rock area features.	4/3/2014 6:18 PM
75	It obstructs vision and is too big... you can't read all that safely, while driving by at normal speeds.	4/3/2014 5:55 PM
76	More advertisement than instructive. Materials are a little more inviting. Too large in scale and too commercial.	4/3/2014 2:05 PM
77	too busy looking - too many fonts styles/sizes - causes driver to search for the business they want to drive to and thus causes distracted driving	4/3/2014 10:30 AM
78	Doesn't blend and too busy	4/3/2014 9:45 AM
79	I like that the sign is framed with natural elements.	4/3/2014 8:41 AM
80	Too busy, hard to read exactly what is in the center. Very tall	4/3/2014 8:23 AM
81	Large and "busy"	4/3/2014 8:09 AM
82	Gaudy colors, jarring logos, tall signage that would block views	4/2/2014 11:14 PM
83	I like the brick, and the underneath visibility, but again too large.	4/2/2014 10:41 PM
84	Far too large and distracts from seeing the landscape and screams of chain store hell.	4/2/2014 10:05 PM
85	Too many stores listed on one sign. It's too busy. I like neutral, classic colors of the main sign.	4/2/2014 9:36 PM
86	Height and mismatch of colors busy and distracting to drivers	4/2/2014 9:34 PM
87	Bad design.	4/2/2014 9:17 PM

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ID	Comment	Date/Time
89	Big, ugly, busy, cluttered	4/2/2014 9:06 PM
90	I don't like this as much because there are too many colors and different fonts. I like the structure (bricks and stucco), but the "guts" inside (the 7 different signs) are too much.	4/2/2014 8:44 PM
91	Too crowded and looks like generic signs found across America	4/2/2014 8:33 PM
92	Still too large but more pleasing than the first	4/2/2014 8:19 PM
93	Too tall	4/2/2014 6:03 PM
94	Too busy and cluttered to be readable at highway speeds.	4/2/2014 5:50 PM
95	too high & too cluttered	4/2/2014 5:46 PM
96	Much, Much to large	4/2/2014 5:33 PM
97	Too tall, too busy	4/2/2014 5:27 PM
98	Seems unnecessarily large but has better character	4/2/2014 5:13 PM
99	very busy	4/2/2014 5:13 PM
100	Too large and not integrated signage	4/2/2014 5:10 PM
101	seems old	4/2/2014 5:05 PM
102	too much and too big	4/2/2014 5:04 PM
103	too big	4/2/2014 4:58 PM
104	too much going on on this sign.	4/2/2014 4:54 PM
105	Good comprehensive development signing. Good for individual logos.	4/2/2014 6:25 AM
106	Large, with no consistency of design.	4/1/2014 5:15 PM

Q3 What is your impression of the signs in Image 3?

Answered: 156 Skipped: 0



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	25.64%	30.13%	21.79%	12.82%	9.62%	156	2.51
	40	47	34	20	15		

#	Can you provide any details about why you like or dislike the image?	Date
1	Easy to read message.	5/9/2014 3:59 PM
2	Simple, good contrast	5/1/2014 8:50 AM
3	ugly	4/30/2014 9:14 AM
4	Too much of a distraction. May be ok in big city, it would takeaway from CR's little town feel.	4/30/2014 6:41 AM
5	Might not be too bad as long as more are not stacked on top of each other and color is considered.	4/29/2014 6:17 PM
6	Easy to read and low so it doesn't block views.	4/29/2014 4:10 PM
7	No character	4/29/2014 1:38 PM
8	The sigh is easily read at highway speeds, does not look like it would be too bright a night, and is discreet enough that it wouldn't mar the beautiful views we get from I25 going through Castle Rock	4/27/2014 3:50 PM
9	Low profile but visible and modern. Thumbs up!	4/26/2014 8:50 PM
10	Too much sign for size of building, and for the size of Castle Rock.	4/26/2014 3:04 PM
11	Somewhat boring, but not too bad. Now, what about all the small ones further back? Those are too busy.	4/25/2014 1:41 PM
12	Not much info - what businesses are in the center? Too plain.	4/25/2014 10:10 AM
13	Blech! and ultra Blech	4/25/2014 9:24 AM
14	Seems to offer some privacy, however, doesn't tell you what's in the marketplace.	4/24/2014 8:21 PM
15	Lower rise from the ground, understated colors, and largely unobstructed views.	4/24/2014 2:59 PM
16	I like how it's discrete yet still very easy to read.	4/20/2014 7:56 PM
17	Low key. Not splashy, busy or obnoxious	4/20/2014 6:08 PM
18	clean and simple	4/17/2014 9:32 PM
19	Simple	4/17/2014 1:14 PM

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20	The sign is good eye level, but is not unidirectional	4/13/2014 8:00 AM
21	Awful. Distracts from our landscape. Castle Rock is more about the small town feel and beautiful back drop of the mountains. This reminds me of a sign in Tempe, AZ and it's so tacky.	4/14/2014 2:34 PM
22	Really like that it is low to the ground and not neon/electric. Clean and simple, which is good. Would prefer natural colors/materials.	4/14/2014 7:33 AM
23	Doesn't stickup too high or stand out on the horizon	4/12/2014 3:48 PM
24	Low scale and low key	4/12/2014 3:48 PM
25	Low height of the sign blends in well with the landscape is simple and easy to read.	4/11/2014 8:49 PM
26	can't see any businesses	4/11/2014 12:39 PM
27	Probably too big for a sign that is a simple place marker sign - a waste of money for this business I'd say.	4/11/2014 12:17 PM
28	easy to read, attractive, simple bold lettering - only thing is consumer doesn't know what is in the market place.	4/11/2014 9:42 AM
29	Ok but again, color background not for Castle Rock and a little large	4/11/2014 8:25 AM
30	It's low and looks like part of the background	4/10/2014 6:42 PM
31	It's not in-my-face so it's "ok". I can see it while driving but I'm not going to slam on my brakes to see it.	4/10/2014 6:23 PM
32	too in your face	4/10/2014 2:57 PM
33	Blends in well and lettering is distinct.	4/10/2014 11:51 AM
34	sign is integrated into the landscape, but no indication of what stores are nearby	4/10/2014 11:13 AM
35	readable, clean, well landscaped	4/10/2014 9:25 AM
36	Not enticing enough to spark an interest in what is available at this location.	4/10/2014 7:49 AM
37	Clean and simple	4/9/2014 4:21 PM
38	clean and simple	4/9/2014 11:14 AM
39	It's not a pole sign.	4/9/2014 9:04 AM
40	I like the low profile of the sign, no skyline pollution.	4/9/2014 8:08 AM
41	no indication of attempt to work with nature	4/9/2014 7:50 AM
42	I like that it seems unobtrusive in the community but provides good visibility from the freeway.	4/8/2014 9:29 PM
43	More subtle, I like it better	4/8/2014 8:46 PM
44	Large but not blocking the sky. Clean looking	4/7/2014 7:14 PM
45	Although it is very large this sign isn't horrible - it's just too large	4/7/2014 5:41 PM
46	I like that it blends with the terrain.	4/7/2014 4:40 PM
47	fresh - clean - sharp.	4/7/2014 4:32 PM
48	simple	4/7/2014 4:11 PM
49	I like the low profile. I also can tell that stores are there if I want to turn off the exit and shop.	4/7/2014 2:26 PM
50	Better! It's a fast read and low profile.	4/7/2014 1:37 PM
51	This can be read at high speeds, not cluttered, again the landscape softens the look.	4/7/2014 1:02 PM
52	This isn't too offensive although it is very large. Reasonable size sign dimensions should be part of the guidance and ordinance.	4/7/2014 11:46 AM
53	Please do not light up signs with changing colors. The Market Place is 'old'. Wouldn't you want something more up-to-date and fresh?	4/6/2014 10:39 PM
54	signs like this one assume viewer has prior knowledge of what it refers to, due to other methods of consumer marketing/ads/etc.	4/6/2014 10:20 PM

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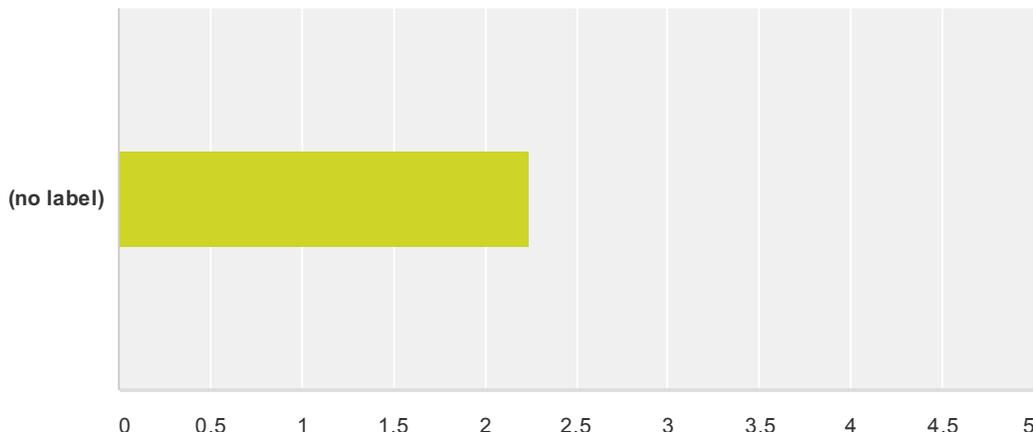
55	Too big and modern	4/6/2014 8:00 PM
56	Simple and easy to read	4/6/2014 8:22 PM
57	Easy to read, not distracting.	4/6/2014 5:44 PM
58	I like this design, but not the color.	4/6/2014 5:19 PM
59	Reasonable size, draws attention to business but not an eye sore	4/6/2014 5:10 PM
60	Understated, not too bright, not too tall	4/6/2014 4:52 PM
61	Too long and low for passing drivers to view safely.	4/6/2014 4:41 PM
62	At least this sign is not stuck up in the air. It's uncluttered looking but probably is limited in its use because it is only for one place and no details of the businesses in "The Market Place."	4/6/2014 7:20 AM
63	Somewhat blends into roadside. Not flashy.	4/5/2014 5:10 PM
64	Landscaping is incorporated into the signage	4/5/2014 3:26 PM
65	This sign does a good job of identifying what is there while fitting in well with the environment.	4/4/2014 7:15 PM
66	Simple, uncluttered, with message quickly communicated without traveler's eyes being focused on signage for too long.	4/4/2014 5:35 PM
67	Just not appealing to me.	4/4/2014 11:21 AM
68	It's okay, but I don't like the font – too big, too white, and too contemporary.	4/3/2014 7:39 PM
69	Much more pleasing to the eye, and you can see it clearly... not cluttered and nice and simple.	4/3/2014 5:55 PM
70	Scale appropriate and in context to highway. Adjacent landscape and hard surface materials more inviting. Just enough information to consume at 70 mph. Should have selected a different font.	4/3/2014 2:05 PM
71	clean - easy to read - not distracting	4/3/2014 10:30 AM
72	The lower height is better with attempt at natural looking backdrop	4/3/2014 9:45 AM
73	I like that the sign is lower profile than the wall.	4/3/2014 8:41 AM
74	Signs this big are a distraction to drivers	4/3/2014 8:32 AM
75	I like the fact that it is low and landscaped...not obtrusive	4/3/2014 8:23 AM
76	Ok	4/3/2014 8:09 AM
77	No one wants Castle Rock turning into southern California.	4/2/2014 11:14 PM
78	I like the manicured bushes and the sign is clean and horizontal, rather than vertical.	4/2/2014 10:41 PM
79	Blah, but does not detract as much from the view as others here.	4/2/2014 10:05 PM
80	Looks a bit trashy.	4/2/2014 9:36 PM
81	Focus along a good drivers view point	4/2/2014 9:34 PM
82	Looks good.	4/2/2014 9:17 PM
83	As big as a building - disgraceful	4/2/2014 9:06 PM
84	This is a nice example of signage for a mall or major shopping area. The signage is simple and clean. No jarring logos or corporate identity.	4/2/2014 8:44 PM
85	Cleaner than the other options and readable	4/2/2014 8:33 PM
86	Like the low profile	4/2/2014 6:03 PM
87	clean and simple, not distracting	4/2/2014 5:46 PM
88	Better in terms of height but too long/stretched out	4/2/2014 5:27 PM
89	Is this on a sound wall or fence? Nice way to camouflage such a structure	4/2/2014 5:13 PM
90	very subtle	4/2/2014 5:13 PM
91	Like size	4/2/2014 5:10 PM

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92	nice and simple	7/2/2014 3:00 PM
93	simple but a little long	4/2/2014 5:04 PM
94	simple and elegant	4/2/2014 4:54 PM
95	Size it a bit overpowering	4/2/2014 6:25 AM
96	Blends well with the surroundings.	4/1/2014 5:15 PM

Q4 What is your impression of the sign in Image 4?

Answered: 156 Skipped: 0



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	35.26% 55	32.05% 50	15.38% 24	8.33% 13	8.97% 14	156	2.24

#	Can you provide any details about why you like or dislike the image?	Date
1	East to read message	5/9/2014 3:59 PM
2	Recognizable	5/1/2014 8:50 AM
3	attractive and tasteful, size a bit big	4/30/2014 3:45 PM
4	Great! Not to big or overbearing and works well with CR's natural landscape.	4/30/2014 6:41 AM
5	I do like this other than the art underneath it.	4/29/2014 6:17 PM
6	I like the style.	4/29/2014 4:10 PM
7	Color scheme isn't too garish, would not be too bright at night. Easily readable at highway speeds	4/27/2014 3:50 PM
8	I like the brick post and the top part of the sign. Don't care for the cartoonish picture on bottom.	4/26/2014 8:50 PM
9	As long as there is no digital/LED	4/26/2014 3:04 PM
10	eye catching	4/25/2014 5:31 PM
11	Expressive, not boring.	4/25/2014 1:41 PM
12	Assthetically pleasing, unique, fun. No business names, but this is somewhat of a destination center.	4/25/2014 10:10 AM
13	This sign works because I know the area and it fits in with the shops. Copying it detail for detail would be counter productive. concept with appropriate artist rendering could work	4/25/2014 9:24 AM
14	I'd choose 2 on this sign if it didn't have the bizarre image at the bottom. I like the brick tower and the sign off of that, but I don't like the color part of the image. I like that the rest of it fits into the landscape, but the color portion detracts from the sign.	4/24/2014 8:21 PM
15	Stone work provides a more friendly, less commercialized approach.	4/24/2014 2:59 PM
16	Great brick/rock design matches surrounding area. Also not too tall.	4/20/2014 7:56 PM
17	Take the multi-colored section at bottom left away and it's a nice tasteful sign	4/20/2014 6:08 PM

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18	more neutral colors and I would have picked a more positive rating	4/10/2014 8:28 AM
19	Simple	4/17/2014 1:14 PM
20	Size and shape are good color is questionable	4/15/2014 8:00 AM
21	Love the stone and character of this sign.	4/14/2014 2:34 PM
22	Has a nostalgic, old-fashioned look and appears to use natural materials, in part. Not too tall, not overly commercial, not electric. Fits with small town character.	4/14/2014 7:33 AM
23	Not too big, doesn't stand too high, but a little too flashy	4/12/2014 3:48 PM
24	Like size and text but not artwork, too busy	4/12/2014 3:48 PM
25	Stone look is nice and fits in with the area / environment	4/11/2014 8:49 PM
26	As Long as it does not get too lit up. I like how it blends in to scenery.	4/11/2014 2:11 PM
27	I like this sign in terms of design and that is fine for larger destination locations - but I don't think this kind of expense should be an expectation or required for the average business that can't afford it.	4/11/2014 12:17 PM
28	easy to read while driving, the colorful swirls, trees, plains add some character and personality	4/11/2014 9:42 AM
29	Classy, kill the purple	4/11/2014 8:25 AM
30	I know this sign. It fits well with the shopping center	4/10/2014 6:42 PM
31	Artistically done; seems to go with the landscape, color and style-wise.	4/10/2014 6:23 PM
32	Natural materials	4/10/2014 2:57 PM
33	Ugly and somewhat childish looking.	4/10/2014 11:51 AM
34	don't like the logo	4/10/2014 11:13 AM
35	Attractive, with an artistic design, giving the commercial area a distinctive landmark.	4/10/2014 7:49 AM
36	Simple	4/9/2014 4:21 PM
37	UNATTRACTIVE	4/9/2014 11:14 AM
38	Although the colorful logo is distracting, the rest of the sign fits with Castle Rock's setting: it's not a pole sign; it uses earth tone materials; it features faux stone; and it has an interesting lighting/accent on top of the pillar.	4/9/2014 9:04 AM
39	Here again the Stone goes well with the town of Castle Rock.	4/9/2014 8:08 AM
40	Nice colors and stonework	4/9/2014 7:50 AM
41	Not too tall and nice looking	4/8/2014 8:46 PM
42	Love the stone and design. looks upscale	4/7/2014 7:14 PM
43	Not really bad other than being large and too tall I believe	4/7/2014 5:41 PM
44	I like the use of natural materials.	4/7/2014 4:40 PM
45	hard to read fonts.	4/7/2014 4:32 PM
46	clean, single purpose, blends with landscape	4/7/2014 4:11 PM
47	Like that it's not too big but still states that there is a shopping center.	4/7/2014 2:26 PM
48	Better! It's decorative, lower profile, and easy to read	4/7/2014 1:37 PM
49	Thought into the style & artistic display shows well, colors blend well with topography, & some trees to soften image.	4/7/2014 1:02 PM
50	Design and attempt to somewhat "blend" is reasonable but this is just too large.	4/7/2014 11:46 AM
51	Great! No need to list every shop.	4/6/2014 10:39 PM
52	design is crisp and clean, easily read and viewer would have to have prior knowledge of what "shops" are located there	4/6/2014 10:20 PM

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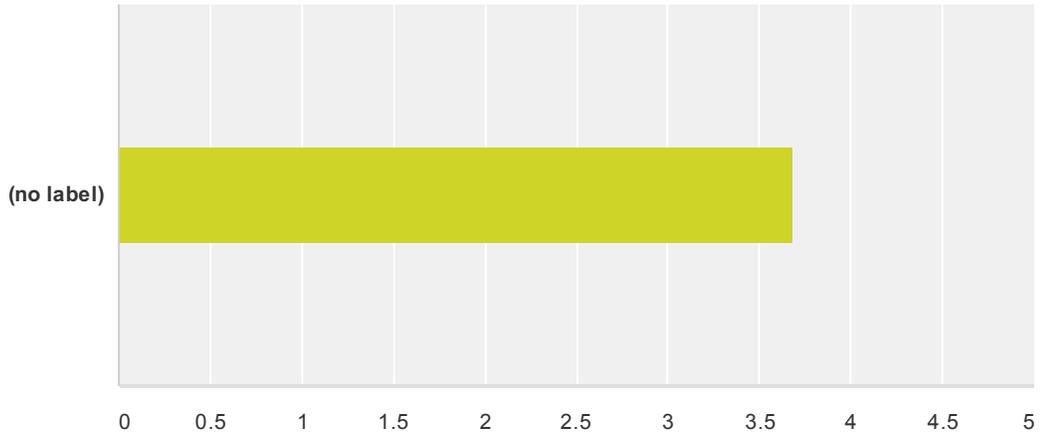
53	I like the concept of this but the scale is way off.	4/6/2014 8:58 PM
54	I like it because it makes an effort to incorporate some stone/colors that are appropriate to the surroundings, but it's not my favorite of the bunch.	4/6/2014 6:46 PM
55	It's easy to read, not distracting, and ugly.	4/6/2014 5:44 PM
56	The banner and right side are fine, but the blue/red is garrish.	4/6/2014 5:19 PM
57	Too large, somewhat of beginning to be an eye sore	4/6/2014 5:10 PM
58	Just ugly	4/6/2014 4:52 PM
59	Good sign for residence location such as the entrance sign for the Meadows.	4/6/2014 4:41 PM
60	Graphic part of sign is too much. Sign's shape is not simple enough.	4/5/2014 5:10 PM
61	Would fit in with Castle Rocks Topography	4/5/2014 3:26 PM
62	It's gaudy.	4/4/2014 7:15 PM
63	The rocked portion adds sophistication. The signage is interesting without being overpowering, it appears to be advertising an interesting point of attraction. Would prefer to not see the "blue" which seems to be an awkward contrast to the setting.	4/4/2014 5:35 PM
64	too big	4/4/2014 1:51 PM
65	Clean/Artistic - Not an eye-sore.	4/4/2014 11:21 AM
66	I like this, especially the stone, but the design is a little "busy".	4/3/2014 7:39 PM
67	Potentially blocks views of Castle Rock area features.	4/3/2014 6:18 PM
68	Nice and decorative, and simple...bot cluttered and the rocks lend it more class, more of a high-end retail look that would draw me in.	4/3/2014 5:55 PM
69	Massing and materials are good. Appropriate amount of information for highway viewing - not a blaring advertisement. Still a little too large. Can't tell what the night lighting is like.	4/3/2014 2:05 PM
70	stylish - easy to read and understand quickly	4/3/2014 10:30 AM
71	Dislike color and design	4/3/2014 9:45 AM
72	I like the natural elements, the interesting shapes and the artistic elements.	4/3/2014 8:41 AM
73	This one isn't bad if it wasn't lite up too brightly.	4/3/2014 8:23 AM
74	Smaller, tasteful	4/3/2014 8:09 AM
75	Natural materials blend with the landscape. Colors are not gaudy.	4/2/2014 11:14 PM
76	I like the brick post, the font is unprofessional.	4/2/2014 10:41 PM
77	Gaudy and the style will not age well.	4/2/2014 10:05 PM
78	I like the Rock work, but the sign itself needs to be a more classy design to match the rock	4/2/2014 9:36 PM
79	Character with the surrounding area	4/2/2014 9:34 PM
80	Nice design	4/2/2014 9:20 PM
81	Shouldn't be visible from the roadway in a community desiring to be considered upscale.	4/2/2014 9:06 PM
82	I like the clean, modern feel. Nice colors. Great use of rock/stone.	4/2/2014 8:44 PM
83	Better than the first two optiosn but gaudy	4/2/2014 8:33 PM
84	Better but too modern for our town	4/2/2014 8:19 PM
85	Too large	4/2/2014 6:03 PM
86	To Large	4/2/2014 5:33 PM
87	Height is good, colors ok but don't like whimsical design	4/2/2014 5:27 PM
88	I like the proportions and character	4/2/2014 5:13 PM
89	large but attractive	4/2/2014 5:13 PM

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ID	Comments	Date/Time
91	I might like this depending on the design that is used.	4/2/2014 5:05 PM
92	this one is concise and doesn't advertise every single business	4/2/2014 5:04 PM
93	too big, stand out too much in the surrounding	4/2/2014 4:58 PM

Q5 What is your impression of the signs in Image 5?

Answered: 156 Skipped: 0



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	3.85% 6	8.33% 13	35.26% 55	21.15% 33	31.41% 49	156	3.68

#	Can you provide any details about why you like or dislike the image?	Date
1	Needs more architectural style	5/9/2014 3:59 PM
2	Typical big city big business.	4/30/2014 6:41 AM
3	Useful but not attractive.	4/29/2014 6:17 PM
4	Feels like a truck stop.	4/29/2014 4:10 PM
5	Standard branding for major chains. Easily readable, view is already impaired enough that they don't really add much to the clutter in the scenery	4/27/2014 3:50 PM
6	Screams cheap interstate town! But they eventually just become part of the topography after you see them enough.	4/26/2014 8:50 PM
7	As long as no digital/LED	4/26/2014 3:04 PM
8	They don't look especially nice but they are identifiable to the consumer	4/25/2014 2:36 PM
9	Exceedingly boring and old school. Lots of these lined up and down the highway would be ugly and detracting. Would lose interest in reading them very quickly.	4/25/2014 1:41 PM
10	Highway signs, too plain. Designed strictly for visibility, not aesthetics.	4/25/2014 10:10 AM
11	Boring, boring boring...just right for the airport	4/25/2014 9:24 AM
12	They do show what is right off of the roadway, which can be good for travelers.	4/24/2014 8:21 PM
13	No creativity or thought to aesthetics.	4/24/2014 2:59 PM
14	These signs are necessary, although not very exciting.	4/21/2014 4:47 PM
15	Cheap, outdated, unattractive.	4/20/2014 7:56 PM
16	these are ok for stand alone businesses.	4/20/2014 6:08 PM
17	These get outdated and can look worn down and would have an expensive cost to a smaller business to replace	4/19/2014 8:28 AM

Castle Rock I-25 Sign Plan

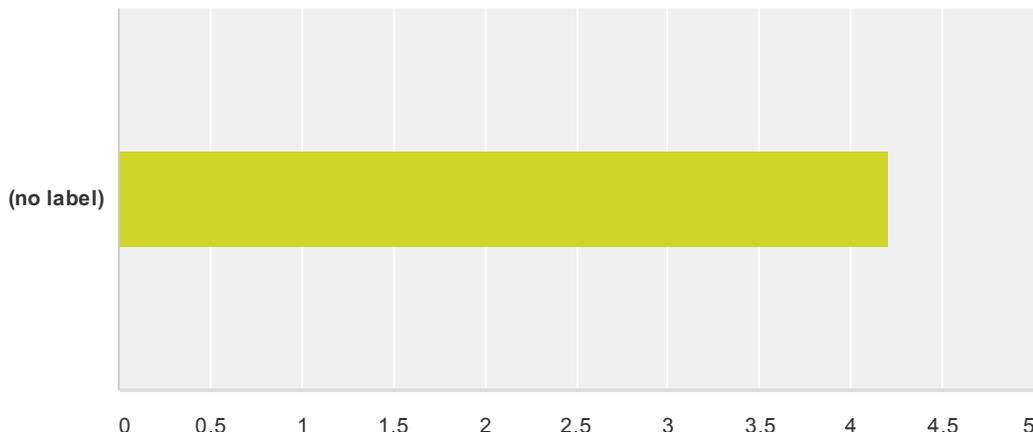
18	These are very common and helpful to travelers looking for these sort of locations. They just don't need to be huge or obnoxious.	4/17/2014 9:32 PM
19	Too much clutter	4/17/2014 1:14 PM
20	I understand why they're necessary from retailers, but they clog up our landscape/skyline.	4/14/2014 2:34 PM
21	Too tall, looks like the exact same signs in every other town across America. Nothing unique to Castle Rock or the historic, small town character of our city. Too bright at night.	4/14/2014 7:33 AM
22	Too intrusive on the horizon	4/12/2014 3:48 PM
23	Dont like pole signs	4/12/2014 3:48 PM
24	pole signs are ugly	4/11/2014 8:49 PM
25	LOOKS CHEAP and they are TOO TALL!!	4/11/2014 2:11 PM
26	Not a big fan of exposed pole signs - would rather see a rock, stucco, or other pleasing facing covering the pole aesthetically for new signs. It is very easy though to forget that the average business cannot afford to put \$40k into a sign and still survive - yet they need the sign. The SBA says signs attract business only 2nd to word of mouth advertising - so they are a necessity.	4/11/2014 12:17 PM
27	I view this as typical commercial signage that is everywhere. You know what is there with a quick glance. Good if you are driving along an interstate and need to locate an establishment. It's not bad just what you are use to seeing.	4/11/2014 9:42 AM
28	tacky	4/11/2014 8:25 AM
29	They're what you would expect to see from a highway	4/10/2014 6:42 PM
30	If I'm a traveler, I need to know what restaurants and motels are off the highway and these two are familiar logos. I don't like or dislike them but feel they are necessary.	4/10/2014 6:23 PM
31	individual businesses have the right to display their signage and logos on their property	4/10/2014 9:25 AM
32	Nothing special or distinctive, but it does show what individual business are located at this site.	4/10/2014 7:49 AM
33	Ugly and like billboards	4/9/2014 4:21 PM
34	COMPETING FOR ATTENTION	4/9/2014 11:14 AM
35	Typical suburban pole signs.	4/9/2014 9:04 AM
36	I think that the signs could be placed in a different area and still be visible.	4/9/2014 8:08 AM
37	Does nothing for the community and would not respect the character of Castle Rock	4/9/2014 7:50 AM
38	I don't like the idea of single signs spaced along the entire corridor	4/8/2014 8:46 PM
39	These aren't too bad although having them so spread out is rather ugly - it would be nicer if they were grouped together in some way. And within typical height restrictions.	4/7/2014 5:41 PM
40	I believe the building signage is adequate here.	4/7/2014 4:40 PM
41	typical 'sign as you grow' methods. No consistency.	4/7/2014 4:32 PM
42	too commercial	4/7/2014 4:11 PM
43	I see these all the time. They are not too big but still state the businesses name and location off the highway	4/7/2014 2:26 PM
44	They are basic and easy to read. They are neither decorative nor unpleasant.	4/7/2014 1:37 PM
45	Nothing different from what is seen all over America, at least the signs are not taller than the buildings.	4/7/2014 1:02 PM
46	Reasonable signage although consolidating into one area would seem more appropriate.	4/7/2014 11:46 AM
47	Can see it just fine.	4/6/2014 10:39 PM
48	I can identify the brand/logos easily	4/6/2014 10:20 PM
49	this could be Anywhere USA	4/6/2014 9:58 PM
50	Scattered and inconsistent.	4/6/2014 6:46 PM

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ID	Comments	Date/Time
52	I think they are fine when close to building, like the La Quinta sign, but not far away like the IHOP.	4/6/2014 5:19 PM
53	Rather beginning to be an eye sore	4/6/2014 5:10 PM
54	Not too big, not too close to highway	4/6/2014 4:52 PM
55	The signs fit the aize of the buildings and are the proper shape and colors of the business for easy recognition.	4/6/2014 4:41 PM
56	Ugly, can't see	4/6/2014 4:10 PM
57	Inobtrusive. However, motorists may linger on them longer to be able to read them. Are they a hazard?	4/6/2014 7:20 AM
58	If you multiply a sign so distinct and large for each business that wants one and it will get very cluttered, very quickly.	4/5/2014 5:10 PM
59	This type of elevated signage looks like billboards and is not pleasant to look at.	4/5/2014 3:26 PM
60	They are widely recognized, whether well designed or poorly designed.	4/4/2014 7:15 PM
61	While there is "business logo identity" happening, it begins to look cluttered and like a row of "planted" signs.	4/4/2014 5:35 PM
62	signage like this cheapens the look of the whole area	4/4/2014 1:51 PM
63	We already have large signs by restaurants (thinking of Wolfensberger with Burger King, Wendys, McDonalds, Santiagos, Etc.)	4/4/2014 11:21 AM
64	These look too commercial.	4/3/2014 7:39 PM
65	This is not a great pic of the way it looks... They get their point across, but don't add anything to the retail area.	4/3/2014 5:55 PM
66	No context to neighborhood or adjacent architecture. Simple advertisement signage. Only gets a 4 instead of a 5 because it is instructive for those on the highway and communicates a brand without too much information.	4/3/2014 2:05 PM
67	identifies the business without a lot of clutter	4/3/2014 10:30 AM
68	Lower	4/3/2014 9:45 AM
69	Looks too much like a major highway out East, not what I would like to see our little community look like	4/3/2014 8:23 AM
70	Just enough	4/3/2014 8:09 AM
71	Dated look with free standing post signs.	4/2/2014 11:14 PM
72	Outdated, and blends in with the buildings. I drive by this every day and I think how tacky and old it looks.	4/2/2014 10:41 PM
73	Less bad than the others here but still a big change for what Castle Rock has allowed in the past.	4/2/2014 10:05 PM
74	Too small, need more LCD like outlet sign	4/2/2014 9:20 PM
75	Slippery slope to a huge IKEA sign	4/2/2014 9:06 PM
76	Freestanding signs featuring corporate logos are tacky, in my opinion. I would rather see corporate logos limited to signage on the face of buildings.	4/2/2014 8:44 PM
77	Yuk, just yuk!	4/2/2014 6:03 PM
78	informative but not attractive	4/2/2014 5:46 PM
79	Height ok, generic signage	4/2/2014 5:27 PM
80	Conventional and used to	4/2/2014 5:10 PM
81	pretty much what you see in most places	4/2/2014 5:05 PM
82	far ebough apart....easy to see	4/2/2014 4:54 PM
83	On-premise signing. No issues.	4/2/2014 6:25 AM

Q6 What is your impression of the signs in Image 6?

Answered: 153 Skipped: 3



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	1.31% 2	9.15% 14	8.50% 13	29.41% 45	51.63% 79	153	4.21

#	Can you provide any details about why you like or dislike the image?	Date
1	If the Ikea sign is a video screen, I object to the distraction.	5/1/2014 8:50 AM
2	tacky	4/30/2014 3:45 PM
3	too large and gaudy	4/30/2014 9:14 AM
4	Too big and too busy. Looks like the signs are competing which makes both look cheap and distracting each other.	4/30/2014 6:41 AM
5	Would rather see one big sign with multiple adds than a lot of little ones.	4/29/2014 6:17 PM
6	Too high. Looks like it would block views.	4/29/2014 4:10 PM
7	garish colors, the IKEA sign would put off too much light at night, harming driver's night vision (like the Outlets sign already does!). Also, too distracting and difficult to read at highway speeds	4/27/2014 3:50 PM
8	No digital/LED in Castle Rock	4/26/2014 3:04 PM
9	Not bad, but quantity in a small area would influence my perception.	4/25/2014 1:41 PM
10	Too big and bold. Great for the businesses, not so much for the neighbors and town.	4/25/2014 10:10 AM
11	Living close to video billboards means suckfest 101. Plus way to distracting when flashing along I-25 at outlets.... Fixed video muted at dusk might work	4/25/2014 9:24 AM
12	Provide good information, and appear to be LED type signage, which is more modern, and easy to read for travelers.	4/24/2014 8:21 PM
13	It's a cluttered, tall, monstrosity.	4/24/2014 2:59 PM
14	Too contemporary, the one on the right looks like it's probably too tall, both are ugly.	4/21/2014 4:47 PM
15	Way too tall. Electric screens are a negative too.	4/20/2014 7:56 PM
16	Too big, busy and obnoxious. Too much. Signs too close together. Would prefer less variety of colors and just 1 sign - see image 1 for preference	4/20/2014 6:08 PM
17	Big city signs. Castle Rock is not a big city and I would like it to stay that way.	4/17/2014 9:32 PM

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18	Not as bad as the others but still an eye sore.	7/11/2014 1:17 PM
19	This looks like a cheap shopping center.	4/14/2014 2:34 PM
20	Way too tall, distracting, commercial, unattractive. Does not at all fit with the small town character desired for Castle Rock. Looks like more suburban sprawl.	4/14/2014 7:33 AM
21	Too big, too tall, interferes with the horizon	4/12/2014 3:48 PM
22	Too big and busy	4/12/2014 3:48 PM
23	too tall. Pole signs are ugly	4/11/2014 8:49 PM
24	Distracting and blocks any kind of good view of the landscape	4/11/2014 6:16 PM
25	TOO TALL and it appears they will light up brightly. Do NOT like anything about them.	4/11/2014 2:11 PM
26	I don't like the large LED signs	4/11/2014 12:39 PM
27	Not bad - they get the job of being place marker done. The LED screen is less busy and allows IKEA to both have their placemaker and effective ads that entice customers to stop too.	4/11/2014 12:17 PM
28	Lots to look at while driving, but better than Image 2. It is not as overwhelming as Image 2 and it does give the consumer quick info on the stores in the location.	4/11/2014 9:42 AM
29	too larger. ugly. distracting, too commercial	4/11/2014 8:25 AM
30	All the companies are in competition for space and they seem to be shouting out "Come to MY store"; "No, come to MY store". Too loud; too noisy; too gaudy. A mall should have a small "directory" that you need to drive into the mall to actual see what stores are there.	4/10/2014 6:23 PM
31	too large!	4/10/2014 11:13 AM
32	too much	4/10/2014 9:25 AM
33	Too obtrusive.	4/10/2014 7:49 AM
34	Too large	4/10/2014 7:49 AM
35	Very busy and cluttered. An eyesore	4/9/2014 4:21 PM
36	BUSY UNATTRACTION	4/9/2014 11:14 AM
37	On the positive side, there aren't too many signs to affect legibility. They are really tall, though.	4/9/2014 9:04 AM
38	Visually unappealing.	4/9/2014 8:08 AM
39	Could live with it but feel stone and brick would be very important to our heritage	4/9/2014 7:50 AM
40	I moved to Colorado to get out of California.	4/8/2014 9:29 PM
41	Too tall	4/8/2014 8:46 PM
42	Looks like flea market. No to the tv signs	4/7/2014 7:14 PM
43	The one sign is too tall and ugly from that standpoint, the other appears to be an LED. No LED signs should be permitted	4/7/2014 5:41 PM
44	Too high. Too busy.	4/7/2014 4:40 PM
45	Hate large verticles like this.	4/7/2014 4:32 PM
46	distracting and cluttered for a small town	4/7/2014 4:11 PM
47	Looks like California. If you travel down their highways you see these electronic signs EVERYWHERE!! Castle Rock is not L.A.!	4/7/2014 2:26 PM
48	Nearly the same issues as Image #2. The 101 sign is too large and high. While it's not as "busy" as image #2, it is still potentially unsafe as drivers attempt to read the myriad listings on the sign while navigating the road. The IKEA sign is lower profile, and easy to read, although the East Palo Alto image/lettering is distracting/confusing. Keep it simple!	4/7/2014 1:37 PM
49	Cluttered, low budget look. Would go well in a town that has a loud train blasting through at all hours.	4/7/2014 1:02 PM

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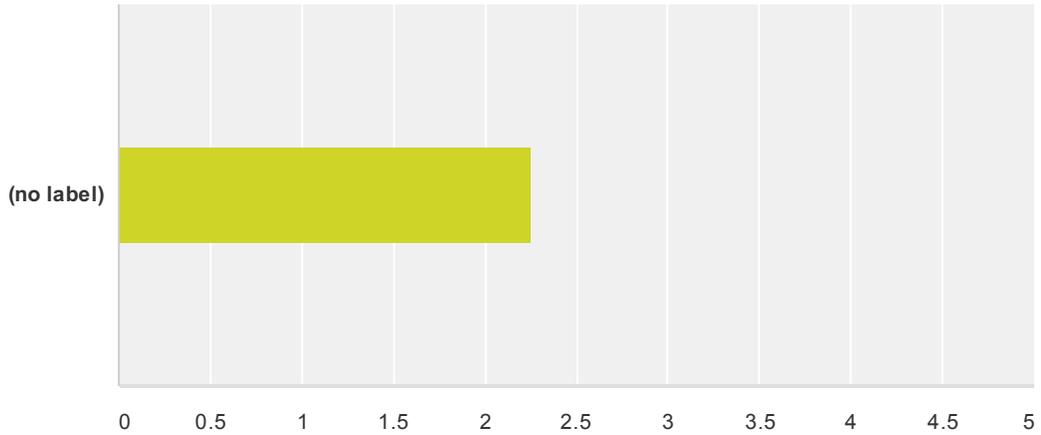
50	reasonable signage although it appears to be very large - and I am assuming this is NOT LED. If this is an LED sign it is very offensive	7/7/2014 11:40 AM
51	Old and outdated	4/6/2014 10:39 PM
52	easily understood, but unbalanced in appearance	4/6/2014 10:20 PM
53	Too many LEDs could be a problem. The other sign is ok but still not crazy about it.	4/6/2014 9:58 PM
54	So big and distracting.	4/6/2014 8:22 PM
55	Tacky and garish. Awful eyesore.	4/6/2014 6:46 PM
56	Busy, distracting, ugly.	4/6/2014 5:44 PM
57	Once again, this looks like it belongs at a mega mall. I think it would be better if it were half as tall and twice as wide.	4/6/2014 5:19 PM
58	Too large, distracting from area	4/6/2014 5:10 PM
59	Too tall, too many colors, "busy"	4/6/2014 4:52 PM
60	The signs themselves are good representation of the businesses. I am not a fan of the LED signs. Too flashy for Castle Rock	4/6/2014 4:41 PM
61	Ugly.	4/6/2014 7:20 AM
62	Too big. Too many colors. Too many distinct logos.	4/5/2014 5:10 PM
63	Way too tall, Would take away from views.	4/5/2014 3:26 PM
64	Again, they are widely recognized, if somewhat gaudy.	4/4/2014 7:15 PM
65	Similar thought to Image 2...see notes above. I would say it is less distracting, however, only because there is NOT a brief description about what the company sells in the signage....less to read. But the IKEA sign does get too busy with pictures and extra words that are not helpful for me as I drive past.	4/4/2014 5:35 PM
66	too big and please, please, please no more electronic signs. they are hideous	4/4/2014 1:51 PM
67	We are NOT California. We're smaller town. Don't need huge signs.	4/4/2014 11:21 AM
68	I don't like these at all - too big, too commercial, too contemporary, too many colors.	4/3/2014 7:39 PM
69	Potentially blocks views of Castle Rock area features.	4/3/2014 6:18 PM
70	TMI... too big and too many things to read... It just yells "Strip Mall" to me.	4/3/2014 5:55 PM
71	In your face advertising, way too high. Some appealing aspects to the structure of sign (columns, arches...).	4/3/2014 2:05 PM
72	too busy - too many font sizes/styles - looks jumbled - hard to read while driving	4/3/2014 10:30 AM
73	Awful.....color, size, business,	4/3/2014 9:45 AM
74	I like the ravenwood sign better than the ikea sign, I think because of the framing with natural tones.	4/3/2014 8:41 AM
75	Way to big.	4/3/2014 8:32 AM
76	Too high, too bright...Again, looks like a major city, not for our slumber community	4/3/2014 8:23 AM
77	A bit much, eyesore	4/3/2014 8:09 AM
78	Gaudy - tall signs would obstruct views.	4/2/2014 11:14 PM
79	Too tall and large.	4/2/2014 10:41 PM
80	Far too large and perhaps even worse than #2.	4/2/2014 10:05 PM
81	Too much, too bright, too close together	4/2/2014 9:36 PM
82	One for height and together lack of continuity	4/2/2014 9:34 PM
83	Too tall.	4/2/2014 9:13 PM
84	LED signs should be banned outright, the other is much too big	4/2/2014 9:06 PM

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85	I used to drive by these signs twice daily for 8 years and they never bothered me. However, they were along a busy stretch of 101 in Palo Alto, CA. They fit in fine there, as the area was a 50 mile stretch of urban sprawl. Not sure it would fit in with the hometown feel of Castle Rock.	4/2/2014 8:44 PM
86	Again, where am I? Castle Rock? Chicago? San Francisco? Generic and ugly.	4/2/2014 8:33 PM
87	IKEA one is better than the other one	4/2/2014 6:03 PM
88	I am strongly opposed to any LED signage along the I-25 corridor	4/2/2014 5:46 PM
89	Too large	4/2/2014 5:33 PM
90	Too tall, too busy	4/2/2014 5:27 PM
91	This looks like they are competing for biggest sign	4/2/2014 5:13 PM
92	like the IKEA sign better than the other.	4/2/2014 5:13 PM
93	Dislike size and bright colors	4/2/2014 5:10 PM
94	no electronic signs please! the standard signs are OK but think there are better options out there.	4/2/2014 5:05 PM
95	too big	4/2/2014 5:04 PM
96	too big	4/2/2014 4:58 PM
97	too tall and too busy	4/2/2014 4:54 PM
98	Too large and varied in design.	4/1/2014 5:15 PM

Q7 What is your impression of the sign in Image 7?

Answered: 156 Skipped: 0



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	25.64%	37.18%	28.21%	4.49%	4.49%	156	2.25
	40	58	44	7	7		

#	Can you provide any details about why you like or dislike the image?	Date
1	Visibility, unobtrusive	5/1/2014 8:50 AM
2	in scale and in style with building	4/30/2014 3:45 PM
3	OK for corporate type companies.	4/30/2014 6:41 AM
4	Understated yet effective.	4/29/2014 6:17 PM
5	No problem with this kind of sign on a business.	4/29/2014 4:10 PM
6	Not too bright, blends in well with surroundings, doesn't clutter up the landscape.	4/27/2014 3:50 PM
7	Perfect, not in your face but visible.	4/26/2014 8:50 PM
8	Like as long as sign is proportional to size of building as this one is.	4/26/2014 3:04 PM
9	Standard and OK for tall buildings. Too many signs on the building would be cluttered.	4/25/2014 1:41 PM
10	Subtle, plain	4/25/2014 10:10 AM
11	Nice for a building, especially if you own the building	4/25/2014 9:24 AM
12	For the justice center specifically, I think a sign like this would be beneficial. I've been in places where people are looking for the justice center, and even though it is a large building, if you're coming from the north, you may not realize where it is.	4/24/2014 8:21 PM
13	Typical building marker	4/24/2014 2:59 PM
14	It is attached to the building, identifies the building and is not billboard like clutter that interferes with the natural beauty.	4/24/2014 7:56 AM
15	I like signs on buildings as opposed to free standing when possible.	4/21/2014 4:47 PM
16	Tasteful and not too splashy	4/20/2014 6:08 PM
17	simple	4/17/2014 9:32 PM

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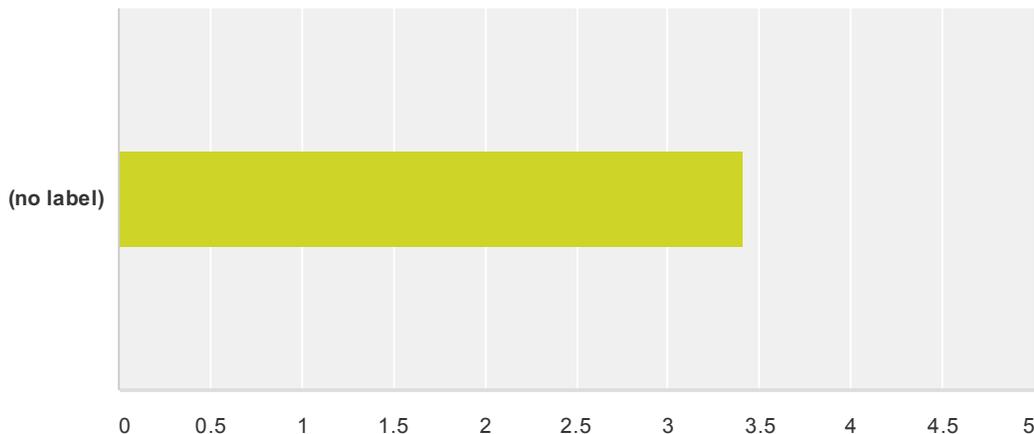
18	I love the idea of having tenant signage on buildings. Especially in downtown Castle Rock, where the tenants could really use more signage.	7/17/2014 2:37 PM
19	I do not like the style of the building (it does not fit with small town character) but at least the sign is fairly unobtrusive.	4/14/2014 7:33 AM
20	Not flashy, not intrusive	4/12/2014 3:48 PM
21	Like on building signs	4/12/2014 3:48 PM
22	subtle enough, not too big, so it looks ok	4/11/2014 8:49 PM
23	Goes well with the building and isn't overly distracting	4/11/2014 6:16 PM
24	Big place marker. Size if fine - but doesn't do anything to market anything except location and a brand name.	4/11/2014 12:17 PM
25	Clear signage	4/11/2014 9:42 AM
26	I like the flat sign on the building.	4/10/2014 6:42 PM
27	The sign - size, color and font - seem to go with the building so it's "ok" in my opinion.	4/10/2014 6:23 PM
28	Might be a bit small and therefore difficult to discern, though that is in part due to the nature of that building's construction.	4/10/2014 11:51 AM
29	subtle and classy	4/10/2014 11:13 AM
30	business logo on their building	4/10/2014 9:25 AM
31	Subtle, yet effective.	4/10/2014 7:49 AM
32	The sign helps people identify the building but is unobtrusive.	4/9/2014 4:21 PM
33	CLEAN	4/9/2014 11:14 AM
34	If anything, the letters could be larger to increase legibility.	4/9/2014 9:04 AM
35	Still lets the public know what is housed in the structure without seeming like they are waving a flag.	4/9/2014 8:08 AM
36	This is reasonable and can't complain about it, don't love it but acceptable.	4/9/2014 7:50 AM
37	Signs on buildings don't bother me. The building is already there, you may as well use it as a sign too	4/8/2014 8:46 PM
38	This is very reasonable signage for the size of this building	4/7/2014 5:41 PM
39	Acceptable building signage.	4/7/2014 4:40 PM
40	too large for small town -- would stick out	4/7/2014 4:11 PM
41	Again, not too big.	4/7/2014 2:26 PM
42	I don't see any signs except for the small road sign. However, the building is identified at the top of the structure using large contrasting letter. It's fine.	4/7/2014 1:37 PM
43	Nothing too large or obtrusive, goes well with the building.	4/7/2014 1:02 PM
44	Very reasonable signage wise and somewhat blends into the building size and shape	4/7/2014 11:46 AM
45	single identity of building is seen from a distance	4/6/2014 10:20 PM
46	Subtle I like.	4/6/2014 9:58 PM
47	Identifies buildings, but it's not a distracting advertisement	4/6/2014 8:22 PM
48	Boring and not in keeping with the look and feel of CR.	4/6/2014 6:46 PM
49	I think this is tasteful. I like the color combination. It is easily read without screaming at you.	4/6/2014 5:19 PM
50	Reasonable when on the actual building	4/6/2014 5:10 PM
51	Unobtrusive	4/6/2014 4:52 PM
52	Classy business sign for corporation.	4/6/2014 4:41 PM

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53	Just seems appropriate even though a bit small for some motorists to read easily.	4/3/2014 7:29 AM
54	Like simple design. Could do without logo preceding words.	4/5/2014 5:10 PM
55	This signage isn't offensive in any way. It does not block views since it is incorporated into the building.	4/5/2014 3:26 PM
56	It is easy to read, simple, and sophisticated.	4/4/2014 7:15 PM
57	Tasteful. Does not interrupt the landscape with an additional sign, since it is attached to the building. Like the visual "alignment" of the company name with the windows to the right and left.....keeps it nice "architecturally".	4/4/2014 5:35 PM
58	the sign is okay for the building, but if you build a structure that large in Castle Rock, i'm moving!	4/4/2014 1:51 PM
59	If there is clean lettering on a building, that looks fine. It isn't an added sign that stands out away from the building. An example is the Justice Center in Castle Rock. You can see from the highway what it is. It's clean.	4/4/2014 11:21 AM
60	Nice modest size, but still noticeable without being obnoxious.	4/3/2014 7:39 PM
61	Simple and gets the point across.	4/3/2014 5:55 PM
62	It's ok - not obnoxious - in scale.	4/3/2014 2:05 PM
63	identifies the building without clutter	4/3/2014 10:30 AM
64	On a building, farther away. As long as the letters are comparable with the building and not overpowering...	4/3/2014 8:23 AM
65	Professional	4/3/2014 8:09 AM
66	Wall signs are easy to read without blocking more of the view than the building is already.	4/2/2014 11:14 PM
67	The signage is fine, the building...not so much.	4/2/2014 10:41 PM
68	Keeping building height in check so as not to completely block the landscape and mountain views, this I might go along with.	4/2/2014 10:05 PM
69	It's not a free-standing sign	4/2/2014 9:06 PM
70	I prefer signage on the top of a large building to freestanding signs next to the structure.	4/2/2014 8:44 PM
71	Unobtrusive	4/2/2014 6:03 PM
72	Ok with sign directly on building	4/2/2014 5:27 PM
73	Very unobtrusive	4/2/2014 5:13 PM
74	subtle	4/2/2014 5:13 PM
75	Subtle	4/2/2014 5:10 PM
76	Don't mind simple designs like this	4/2/2014 5:05 PM
77	I like that it's on the building but I hope we NEVER have buildings that tall in Castle Rock! Since I hope to never see a tall building in Castle Rock, this type of sign would probably not work so well	4/2/2014 5:04 PM
78	Building identifier. I like that it serves its function and isn't too bold.	4/2/2014 6:25 AM

Q8 What is your impression of the sign in Image 8?

Answered: 154 Skipped: 2



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	5.84% 9	19.48% 30	26.62% 41	24.03% 37	24.03% 37	154	3.41

#	Can you provide any details about why you like or dislike the image?	Date
1	size is good, but no LED for Castle Rock	4/30/2014 3:45 PM
2	I like the smaller signs	4/30/2014 9:14 AM
3	Too big and busy. Have one or the other, but not both the listing of businesses and the hollywood sign.	4/30/2014 6:41 AM
4	For those areas in town, too small for interstate.	4/29/2014 6:17 PM
5	Seems fine.	4/29/2014 4:10 PM
6	Too difficult to read at highway speeds, too bright at night	4/27/2014 3:50 PM
7	Everything but the electronic part is good. Electronic signage is distracting.	4/26/2014 8:50 PM
8	Size of sign is good, but don't want digital/LED in Castle Rock.	4/26/2014 3:04 PM
9	Not bad for a small center.	4/25/2014 1:41 PM
10	I like the design, don't like the video display	4/25/2014 10:10 AM
11	Yuck	4/25/2014 9:24 AM
12	Fits in with the landscape, and is clean looking, manicured. Provides good information in a modern setting. I am assuming the top portion of the sign is LED and would rotate images.	4/24/2014 8:21 PM
13	Video signs are for Las Vegas. While I understand the Outlets bring in tax revenue and other benefits, I don't like the large sign.	4/24/2014 2:59 PM
14	Crap. This is a vanity piece. Who buys loans from a bank based on someone's face on an advertisement? This is pure vanity. Not advertising. Crap.	4/24/2014 7:56 AM
15	Don't like electric screen, but everything else is OK.	4/20/2014 7:56 PM
16	If it was half as big and only the LED portion, or the non-LED portion, it would be fine	4/20/2014 6:08 PM
17	LED? too bright	4/17/2014 9:32 PM

Castle Rock I-25 Sign Plan

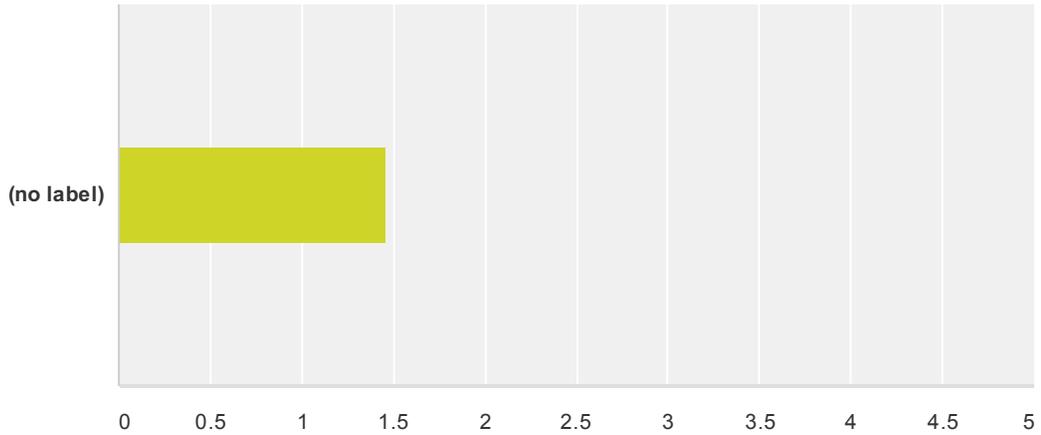
ID	Comment	Time/Date
19	Don't like electronic signs - at all.	4/15/2014 7:39 PM
20	sign itself is good. Graphic style is tacky	4/15/2014 8:00 AM
21	I like the fact that the sign is fairly low and in part uses natural materials, but I strongly dislike the electric aspect and the change in images. It does not fit with small town character.	4/14/2014 7:33 AM
22	Still a little too big	4/12/2014 3:48 PM
23	Like monument signs	4/12/2014 3:48 PM
24	Stone and brick look is nice, but combination of large top sign along with video board and then 6 spots below makes the sign too "busy"	4/11/2014 8:49 PM
25	Do not care for brightly lit up changing message boards.	4/11/2014 2:11 PM
26	Like it - very presentable and effective. Nice looking sign. As a consumer I actually get a message about what this business does and has to offer.	4/11/2014 12:17 PM
27	Hard to read, digital upper part does not allow you to really notice the businesses listed below. Digital overtakes everything	4/11/2014 9:42 AM
28	OK but kil the LED's!	4/11/2014 8:25 AM
29	It looks like an electronic sign with the picture rotating	4/10/2014 6:42 PM
30	This is info that should be on the bank's webpage or Yellow Pages listing. I'm not going to stop to go to this bank based on it's sign that in-my-face. I would have investigated which bank I needed prior to driving. This is like a street vendor hawking his wares.	4/10/2014 6:23 PM
31	Too distracting. At high speed travel, could distract the driver.	4/10/2014 7:49 AM
32	Too bright	4/10/2014 7:49 AM
33	The signs for the businesses don't do much to help you identify what businesses are there besides the bank and video advertising signs like this are a major traffic risk.	4/9/2014 4:21 PM
34	OBNOXIOUS	4/9/2014 11:14 AM
35	The top element could have been better integrated into the sign. There are too many little signs below the LED panel. Despite the nice brick and base, it's too busy.	4/9/2014 9:04 AM
36	I like the stone theme.	4/9/2014 8:08 AM
37	It's okay - reasonable.	4/9/2014 7:50 AM
38	Reasonable size but LED signage should NOT be permitted - they are just plain ugly and offensive	4/7/2014 5:41 PM
39	I do not prefer electronic signage. Especially at night.	4/7/2014 4:40 PM
40	don't like those LED signs.	4/7/2014 4:32 PM
41	not bad – still distracting – image is too large	4/7/2014 4:11 PM
42	I like the smaller scale, but I don't like the digital sign.	4/7/2014 2:26 PM
43	It's lower profile and more attractive than other signs. However, once again, it's too "busy" and difficult to read. It potentially creates an unsafe situation for drivers. If this sign was considered, the number of business should be limited to 3: Community Bank at the top and two others on the sign below.	4/7/2014 1:37 PM
44	Not a fan of the large LED TV screen look in a town setting. Distracting to drivers. No budget landscaping.	4/7/2014 1:02 PM
45	LED signs should be banned. These signs are offensive and do not blend into the natural landscape.	4/7/2014 11:46 AM
46	Stone looks nice but strongly dislike electronic signs. CR is not Vegas and does not need to waste energy on signs. Maybe we should go the opposite direction and claim ourselves as the "green signage city"	4/6/2014 10:39 PM
47	its ok if you are driving by on the street within 20 feet	4/6/2014 10:20 PM
48	A nice combination of materials and LEDs	4/6/2014 9:58 PM
49	I do not like the digital sign I strongly oppose	4/6/2014 9:33 PM

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ID	Comment	Date/Time
49	Video sign, but the digital sign is strongly opposed.	4/6/2014 8:00 PM
50	Video is distracting to drivers.	4/6/2014 8:22 PM
51	See comments on #10. Also, the "stone" base looks too obviously fake.	4/6/2014 6:46 PM
52	Busy - distracting.	4/6/2014 5:44 PM
53	Assuming the top part is electronic, I think it is tacky. The rest of it is fine.	4/6/2014 5:19 PM
54	Reasonable size but LED is definitely an eye sore	4/6/2014 5:10 PM
55	Structure is OK but don't like the LED	4/6/2014 4:52 PM
56	I like the structure of the sign housing but not the LED sign.	4/6/2014 4:41 PM
57	Too large. TV screen is gaudy & an eyesore.	4/5/2014 5:10 PM
58	Secondary signage is difficult to identify at first glance.	4/4/2014 7:15 PM
59	Too much information for me to take in while driving by...truly distracting, and frankly irritating that I am being hit with yet "another commercial". Other signs below are too small to read unless I am walking by,	4/4/2014 5:35 PM
60	Still not a fan of multiple colors on the sign.	4/4/2014 11:21 AM
61	I don't like the light-up part and there is too much white.	4/3/2014 7:39 PM
62	You can't read these video signs while driving by. We are Castle Rock, not Vegas. Hopefully, we want to project a higher end image of ourselves than this.	4/3/2014 5:55 PM
63	NO!! This is bold and obnoxious advertising. Assuming this is an led sign, it can be very distracting while driving. The only thing that keeps it from being a 5 is the scale seems reasonable and the materials are appealing.	4/3/2014 2:05 PM
64	I HATE electronic signs and am so disappointed that there is one located at the outlet mall. PLEASE do not approve any other electronic signs. It will make the city look like Las Vegas!	4/3/2014 10:30 AM
65	I should like it because it's framed with natural elements, but I don't like this one as much as some of the others. I'm not sure why.	4/3/2014 8:41 AM
66	DO NOT like anything that has lights ...not what this community is about...	4/3/2014 8:23 AM
67	A little busy, don't care for picture	4/3/2014 8:09 AM
68	Dated look	4/2/2014 11:14 PM
69	Clean, professional, classic	4/2/2014 10:41 PM
70	Ugh, tv ads along the road, just like the outlet mall.	4/2/2014 10:05 PM
71	I like it, but don't think it needs the bright sign on top. Again it makes. It look trashy.	4/2/2014 9:36 PM
72	Needs to bigger	4/2/2014 9:20 PM
73	Drivers shouldn't be distracted by TV/LED signs	4/2/2014 9:06 PM
74	I do not like the use of LED signs in Castle Rock. There are too many already.	4/2/2014 8:44 PM
75	ABSOLUTELY NO MORE DIGITAL SIGNS! Castle Rock is NOT Las Vegas!	4/2/2014 8:33 PM
76	Depending on the size of this sign (since no size scale is provided) this is attractive & informative Providing it is not along the I-25 corridor.	4/2/2014 5:46 PM
77	To LARGE	4/2/2014 5:33 PM
78	Like height & brick, do not like screen.	4/2/2014 5:27 PM
79	Good proportions and character	4/2/2014 5:13 PM
80	Dislike non-integrated presentations	4/2/2014 5:10 PM
81	no electronic signs please. not a fan of them	4/2/2014 5:05 PM
82	too busy - too much going on	4/2/2014 4:54 PM
83	Small VMS signing works well if regulated	4/2/2014 6:25 AM

Q9 What is your impression of the sign in Image 9?

Answered: 155 Skipped: 1



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	64.52%	27.10%	6.45%	1.29%	0.65%	155	1.46
	100	42	10	2	1		

#	Can you provide any details about why you like or dislike the image?	Date
1	Use of materials.	5/9/2014 3:59 PM
2	Visibility and attractive design.	5/1/2014 8:50 AM
3	awesome sign...and fits in with Colorado	4/30/2014 3:45 PM
4	looks very nice	4/30/2014 9:14 AM
5	Very appropriate for CR's town feel, look and landscape.	4/30/2014 6:41 AM
6	Really like!!!!!!! Could work in a larger version along interstate.	4/29/2014 6:17 PM
7	Seems fine	4/29/2014 4:10 PM
8	Subtle, easy to read. Blends in well with scenery.	4/27/2014 3:50 PM
9	Classy.	4/26/2014 8:50 PM
10	Love this style of sign. Very classy, would make people would think highly of Castle Rock	4/26/2014 3:04 PM
11	clean	4/25/2014 5:31 PM
12	Great for neighborhoods entry.	4/25/2014 1:41 PM
13	Asthetically pleasing, nice design	4/25/2014 10:10 AM
14	Nice, simple, clean, almost elegant.	4/25/2014 9:24 AM
15	Good for subdivisions or general areas. Attractive and not too overbearing.	4/24/2014 8:21 PM
16	Classic and understated.	4/24/2014 2:59 PM
17	More in keeping with the natural aesthetics. Keeps an exclusive look. If you want a strip mall feel to Castle Rock, by all means use one of the other crap images like in 8. Not the town I want to live in.	4/24/2014 7:56 AM
18	I like the look of natural and neutral materials, such as stucco and stone. They are a good fit for Castle Rock.	4/21/2014 4:47 PM
19	Beautiful rock design, discrete but easy to read. Appealing.	4/20/2014 7:56 PM

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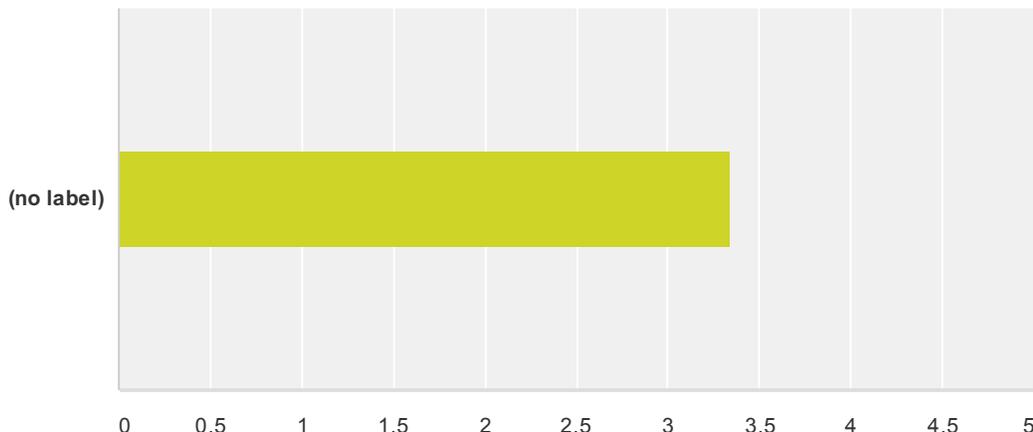
20	very tasteful	4/20/2014 8:00 PM
21	nice looking	4/17/2014 9:32 PM
22	Seems like it may be small	4/17/2014 1:14 PM
23	Tasteful and blends into the landscape	4/15/2014 8:00 AM
24	I like this sign because it is low to the ground (human scale) and uses natural materials. It is not overpowering and would fit with a small town image.	4/14/2014 7:33 AM
25	Quiet, low and not intrusive	4/12/2014 3:48 PM
26	Like monument signs and stonework	4/12/2014 3:48 PM
27	Looks good, fits environment	4/11/2014 8:49 PM
28	Low and not obnoxious. Well designed.	4/11/2014 2:11 PM
29	Basic place marker for a community. Looks classy. I like the mix of stucco and rock.	4/11/2014 12:17 PM
30	Stylish, uses material from natural environment, simple, easy to read	4/11/2014 9:42 AM
31	Classy and in character to our area	4/11/2014 8:25 AM
32	Classy; like the sign, color, fox-logo. It's an informative sign; it's not yelling at me.	4/10/2014 6:23 PM
33	Blends in well with the natural surroundings.	4/10/2014 11:51 AM
34	again-nice and clean, well landscaped	4/10/2014 9:25 AM
35	Tasteful.	4/10/2014 7:49 AM
36	Simple and elegant. Provides identifying information and nothing else.	4/9/2014 4:21 PM
37	CLEAN, PRETTY	4/9/2014 11:14 AM
38	Good use of materials and color.	4/9/2014 9:04 AM
39	I really like this one, again the stone looks great.	4/9/2014 8:08 AM
40	Nice	4/9/2014 7:50 AM
41	I like the permanence of stone and the absence of metal.	4/8/2014 9:29 PM
42	Love this!!	4/7/2014 7:14 PM
43	This is the best sign out of any of the pictures - reasonable size and made to blend into the landscape with the use of stone and neutral colors	4/7/2014 5:41 PM
44	Good use of natural materials.	4/7/2014 4:40 PM
45	clean and sharp.	4/7/2014 4:32 PM
46	single purpose, blends in with community	4/7/2014 4:11 PM
47	I think it's great for a subdivision sign.	4/7/2014 2:26 PM
48	Nice. This is a simple, attractive, and easy-to-read sign. It also fits with the image of Castle Rock.	4/7/2014 1:37 PM
49	Simple, to the point, pleasant color tones, and materials, enduring product, with higher budget.	4/7/2014 1:02 PM
50	Nice sign that blends into the landscape with use of stones	4/7/2014 11:46 AM
51	Classy. Just don't put a gate with it!	4/6/2014 10:39 PM
52	simple	4/6/2014 10:20 PM
53	Seems too residential	4/6/2014 9:58 PM
54	Attractive, tasteful, and in keeping with the CR surroundings.	4/6/2014 6:46 PM
55	Attractive, simple, easy to read, not distracting.	4/6/2014 5:44 PM
56	I think this design would fit very well in our community. It would be very appropriate within our varied and natural landscapes.	4/6/2014 5:19 PM

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57	reasonable size, draws attention to business but not an eye sore - blends into the surroundings with the rock facade	4/6/2014 9:10 PM
58	Very tasteful	4/6/2014 4:52 PM
59	Good earth tone colors and shapes for community feel.	4/6/2014 4:41 PM
60	Appropriate.	4/6/2014 7:20 AM
61	Simple, yet still somewhat distinct.	4/5/2014 5:10 PM
62	It conveys not only the identity of the location, but a certain atmosphere as well.	4/4/2014 7:15 PM
63	classy, and simple captures my interest as a result. Like the use of natural materials (stone). Compliments the setting.	4/4/2014 5:35 PM
64	getting closer	4/4/2014 1:51 PM
65	Clean. Classy. Like the look with the rocks. More natural.	4/4/2014 11:21 AM
66	I like the natural look of this sign very much.	4/3/2014 7:39 PM
67	Nice... it looks like the area put some thought and image into their sign, and the rock wall makes it look like a nice area to shop or live.	4/3/2014 5:55 PM
68	Good scale, natural materials, conveys the right amount of information.	4/3/2014 2:05 PM
69	clean - stylish - not cluttered	4/3/2014 10:30 AM
70	Simple yet classic	4/3/2014 8:23 AM
71	Natural materials, low profile	4/2/2014 11:14 PM
72	Like the natural look of the stones.	4/2/2014 10:41 PM
73	Hello suburbia, but compared to some others here, not as horrible.	4/2/2014 10:05 PM
74	Perfect!	4/2/2014 9:36 PM
75	Boring	4/2/2014 9:20 PM
76	It's announcing a location, not a commercial enterprise - very much like a street sign that provides directional reference	4/2/2014 9:06 PM
77	Nice, clean, great use of stone and stucco.	4/2/2014 8:44 PM
78	Finally! A classy sign!	4/2/2014 8:33 PM
79	Has some character	4/2/2014 6:03 PM
80	Clean, easy to read.	4/2/2014 5:50 PM
81	Classier looking than other examples	4/2/2014 5:27 PM
82	Clean design and subtle coloration	4/2/2014 5:10 PM
83	nice and simple	4/2/2014 5:05 PM
84	Very simple and small	4/2/2014 5:04 PM
85	simple and elegant	4/2/2014 4:54 PM
86	Clean and simple. Nice development identification	4/2/2014 6:25 AM

Q10 What is your impression of the sign in Image 10?

Answered: 155 Skipped: 1



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	9.68% 15	23.87% 37	18.06% 28	20.00% 31	28.39% 44	155	3.34

#	Can you provide any details about why you like or dislike the image?	Date
1	Distracting video screen	5/1/2014 8:50 AM
2	no LED	4/30/2014 3:45 PM
3	for a school it is nice	4/30/2014 9:14 AM
4	Too big and hollywood like. Looks out of place for CR and takes away from our dark sky's guidelines.	4/30/2014 6:41 AM
5	Nicer than flat steel and post.	4/29/2014 6:17 PM
6	Garish, too bright at night. Too difficult to read at highway speeds and might distract drivers during sign changes	4/27/2014 3:50 PM
7	Brick is good. Electronic screen is not good.	4/26/2014 8:50 PM
8	Size if good, but no digital/LED for Castle Rock	4/26/2014 3:04 PM
9	Not bad. Informative due to LED sign. Just don't let it flash or change too quickly.	4/25/2014 1:41 PM
10	Like the overall design, dislike the video portion	4/25/2014 10:10 AM
11	Go team rah rah, party at the frat house later.	4/25/2014 9:24 AM
12	Based on previous comments, I should like this one, but it just doesn't do anything for me.	4/24/2014 8:21 PM
13	Video signs are for Las Vegas	4/24/2014 2:59 PM
14	We are not in Vegas. This is not the town for electronic and digital signs. Looks cheap and cheesy - like Vegas.	4/24/2014 7:56 AM
15	Dislike electric signs.	4/20/2014 7:56 PM
16	too much LED. Don't like it	4/20/2014 6:08 PM
17	I don't think the LED goes with the nice brick frame	4/17/2014 9:32 PM
18	We already have one really big digital sign..	4/17/2014 1:14 PM
19	No electronics!	4/15/2014 7:39 PM

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20	Sign structure is good. LED signs are obnoxious	4/13/2014 8:00 AM
21	Electronic message boards are tacky for retail outlets.	4/14/2014 2:34 PM
22	I like the size fo this sign and the construction, but I strongly dislike teh electric image that changes. Does not fit with small town feel. These signs are a distraction while driving.	4/14/2014 7:33 AM
23	Led signage icky!	4/13/2014 6:07 PM
24	This looks to be an electronic sign and can't stand them	4/12/2014 3:48 PM
25	Like monument signs that aren't too big	4/12/2014 3:48 PM
26	like the brick	4/11/2014 8:49 PM
27	I just don't care for any bright changing message boards.	4/11/2014 2:11 PM
28	I'm not a big fan of brick but in some cases it works with surroundings and adjacent buildings. I like the screen. They have the location name and yet can tell me more about happenings I might want to attend.	4/11/2014 12:17 PM
29	The bright digital signs are sometimes hard to read with sun glare. Drivers tend to keep looking at the sign to figure out what it is saying rather than watching the road. I hate these bright signs at night because they shine into your eyes like a car's high beams and you have to look away to avoid a sense of blindness. (There are some digital signs on I-25 near downtown that are terrible - they are actually blinding)	4/11/2014 9:42 AM
30	OK but Kill the LED's	4/11/2014 8:25 AM
31	Francis Marion University - yes; Patriots - no. If instead of the Patriot image, there was a photo of a nice campus vista, that would have been "ok".	4/10/2014 6:23 PM
32	I don't like electronic LED signs	4/10/2014 9:25 AM
33	Could be too busy, which could detract from a positive town image.	4/10/2014 7:49 AM
34	No electronic signs	4/10/2014 7:49 AM
35	Video signs like this are a major traffic risk and are visual pollution	4/9/2014 4:21 PM
36	FLASHY, OBNOXIOUS	4/9/2014 11:14 AM
37	This is a good use of materials to frame an LED. The main logo fits with the sign's materials, unlike image 8.	4/9/2014 9:04 AM
38	I like the shape but not the brick.	4/9/2014 8:08 AM
39	Nice since LED are probably very important to businesses, this is a good way to present.	4/9/2014 7:50 AM
40	Without electronics.	4/8/2014 1:34 PM
41	Love the brick no to the tv picture.	4/7/2014 7:14 PM
42	LED signs should be banned entirely - ugly and offensive!	4/7/2014 5:41 PM
43	no to LED signs.	4/7/2014 4:32 PM
44	too large for a small town.	4/7/2014 4:11 PM
45	Not too bad for a digital sign. It reminds me of a larger version of the Douglas County Fairgrounds sign. I like I like that it's not too big, and very simple with only one sign to read and not ten different advertisements on one sign.	4/7/2014 2:26 PM
46	The overall design and profile, including the use of brick, is attractive. The lettering at the top does not appear contrast well with the brick and may not be visible in low-light conditions. NO digital signs should be permitted anywhere in the town, if the "Patriots' image is indeed a digital sign.	4/7/2014 1:37 PM
47	Again with the LED TV screen look, busy distracting for drivers, flashing, obnoxious. It is about beauty, not how big a screen display can be, visit aspen, vail, breck, etc, bringing in many more millions in revenue with style & beautiful materials & landscapes, creating a lovely atmosphere to enjoy & spend time & money.	4/7/2014 1:02 PM
48	LED signs should be banned as NOT blending at all into the natural landscape and being offensive - regardless of size or placement!	4/7/2014 11:46 AM

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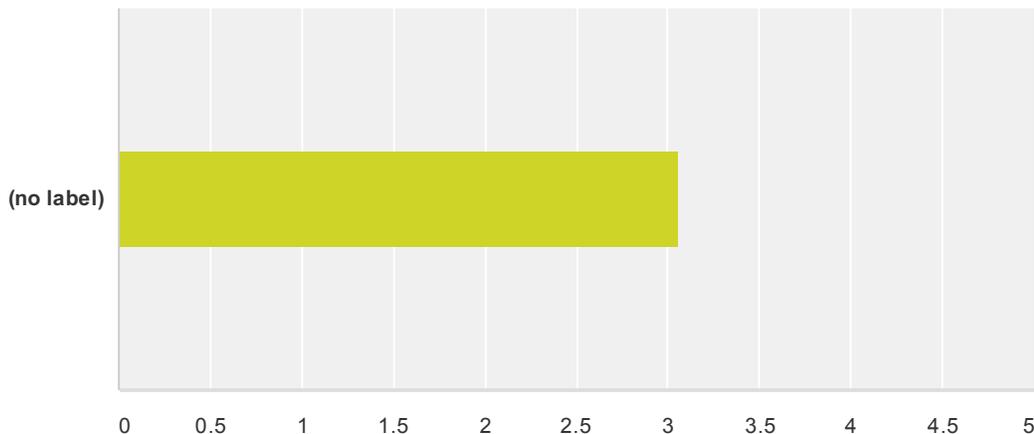
70	NO ELECTRONIC SIGNAGE	7/6/2014 10:33 PM
50	not a fan of electronic signs....too much distraction trying to read the next screen while driving, and may miss other screens that have the info you want	4/6/2014 10:20 PM
51	Nice border and materials that surrounds LED	4/6/2014 9:58 PM
52	I strongly oppose digital signs.	4/6/2014 9:33 PM
53	Video is distracting to drivers.	4/6/2014 8:22 PM
54	I think the brick looks nicer than the Target sign, for example, but I am not fond of video boards for advertising because they are often garish and distracting to drivers.	4/6/2014 6:46 PM
55	Distracting.	4/6/2014 5:44 PM
56	Don't think any electronic signage fits in this community. I think it would be an eyesore and allowing these signs will greatly detract from the rural look and feel of Castle Rock!	4/6/2014 5:19 PM
57	Yuck, a real eye sore - distracting, ugly, and obnoxious	4/6/2014 5:10 PM
58	Don't like the LED	4/6/2014 4:52 PM
59	No LED signs	4/6/2014 4:41 PM
60	If this electronic sign changes it could distract motorists more than necessary.	4/6/2014 7:20 AM
61	NO video screens.	4/5/2014 5:10 PM
62	Would be better if it had natural rock	4/5/2014 3:26 PM
63	It's tolerable.	4/4/2014 7:15 PM
64	For a university I suppose it invokes excitement and interest to the community and students. To use this type of signage for a business with the moving graphics is too much.	4/4/2014 5:35 PM
65	no electronic signs.	4/4/2014 1:51 PM
66	Not a big fan of the color video boards.	4/4/2014 11:21 AM
67	While I'm not enthused about the light-up part, this is an attractive sign overall.	4/3/2014 7:39 PM
68	Again, those bright LED video signs are distracting and cheap-looking.	4/3/2014 5:55 PM
69	Scale and materials are ok, but the led signage earns it a dislike / 4.	4/3/2014 2:05 PM
70	HATE HATE HATE electronic signs - they glare in driver's eyes at night and they distract drivers during the day.	4/3/2014 10:30 AM
71	Color	4/3/2014 9:45 AM
72	Castle Rock is not the town to have LED light signs!!! Castle Rock is a small bedroom community, not something that requires or needs LED signs	4/3/2014 8:23 AM
73	Electric signs would ruin the CR look and feel	4/2/2014 11:14 PM
74	I like the brick and the bushes, not a fan of digital signs.	4/2/2014 10:41 PM
75	See #8 response and multiply it by how many times bigger this screen is.	4/2/2014 10:05 PM
76	I don't like the bright light up board. It takes away from any "class" in a sign!	4/2/2014 9:36 PM
77	Too bright if similar to outlet video sign	4/2/2014 9:34 PM
78	Better but needs to be bigger	4/2/2014 9:20 PM
79	Allow LED signs and Castle Rock will be as tacky as a trailer park	4/2/2014 9:06 PM
80	I am not in favor of the use of LED signs in Castle Rock, even if they meet with our current sign code.	4/2/2014 8:44 PM
81	ABSOLUTELY NO MORE DIGITAL SIGNS! Castle Rock is NOT Las Vegas!	4/2/2014 8:33 PM
82	Too formal	4/2/2014 6:03 PM
83	University name overshadowed by electronic section. Hard to understand what the sign is about unless you are familiar.	4/2/2014 5:50 PM

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ID	Comment	Date/Time
85	To large	4/2/2014 5:33 PM
86	Like brick, don't like screen	4/2/2014 5:27 PM
87	Dislike animation	4/2/2014 5:10 PM
88	I hate these electronic signs. look cheap and once they start getting issues (burned out bulbs, brightness) you rarely see the business' fix it.	4/2/2014 5:05 PM
89	style doean;t work together - nice traditional brick w new electronics doesn;t look good	4/2/2014 4:54 PM
90	VMS signs are becoming more common as prices decrease. I think they work great if regulated properly.	4/2/2014 6:25 AM

Q11 What is your impression of the sign in Image 11?

Answered: 156 Skipped: 0



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	13.46% 21	24.36% 38	28.85% 45	9.62% 15	23.72% 37	156	3.06

#	Can you provide any details about why you like or dislike the image?	Date
1	Easily recognized	5/1/2014 8:50 AM
2	Target looks like this every where...part of their buildings	4/30/2014 3:45 PM
3	It is integrated into the store and does not come out and scare you.	4/30/2014 6:41 AM
4	Still thinking on this one. Maybe.....	4/29/2014 6:17 PM
5	No problem with this kind of sign on a business.	4/29/2014 4:10 PM
6	Subtle, easy to read. Doesn't clutter up the view	4/27/2014 3:50 PM
7	Not bad for a big box.	4/25/2014 1:41 PM
8	it fits corporate image, but wouldnt work everywhere	4/25/2014 9:24 AM
9	It's Target. Clearly, but who cares?	4/24/2014 8:21 PM
10	It matches the design of the store, but does the store design match the buildings in its area. There should be a theme of design elements.	4/24/2014 2:59 PM
11	Again, vanity. People have no problems finding the Target or similar stores. This is about vanity.	4/24/2014 7:56 AM
12	One or the other would look better. The red part or the taller part	4/20/2014 6:08 PM
13	Simple, but could be overused	4/17/2014 1:14 PM
14	Too modern and commercial, too tall. Looks like suburban commercial development across America, not consistent with small town character. Wrong materials.	4/14/2014 7:33 AM
15	Ewww!	4/13/2014 6:07 PM
16	Rather intrusive	4/12/2014 3:48 PM
17	Too tall	4/12/2014 3:48 PM
18	too modern / contemporary	4/11/2014 8:49 PM

Castle Rock I-25 Sign Plan

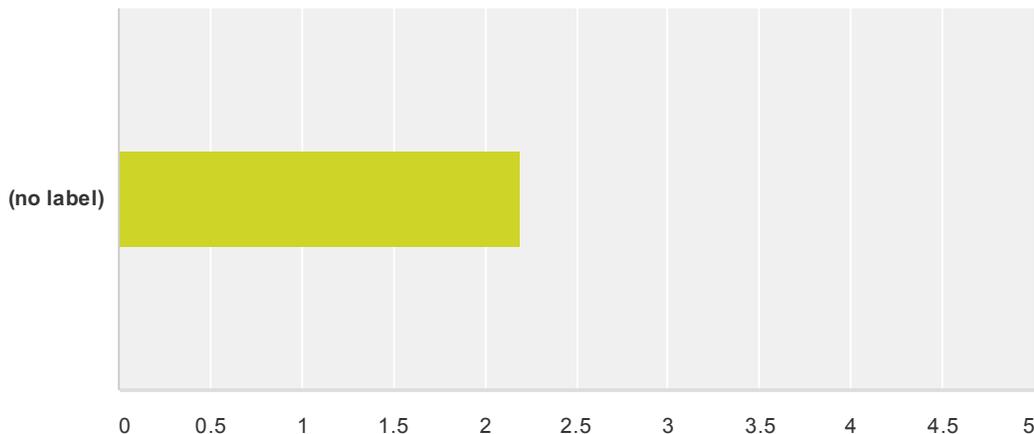
19	Everyone knows where a Target or Wal-Mart are at there is no reason to put that tall of sign in Castle Rock.	7/1/2014 2:11 PM
20	Nothing about this bothers me. Maybe in Castle rock could use a little more natural finish but it get's their band and location across - not anything more.	4/11/2014 12:17 PM
21	target logo everyone knows	4/11/2014 9:42 AM
22	Garish	4/11/2014 8:25 AM
23	The Target sign on the side of the store is "ok". But the extended version is not necessary. In today's world of GPS, PDA's, I-pads, etc. is there anybody who DOESN'T know where there is a Target (or a King Soopers or a Best Buy)? You don't need to shout it from the rooftops.	4/10/2014 6:23 PM
24	overdone, obtrusive	4/10/2014 9:25 AM
25	Butt ugly	4/10/2014 7:49 AM
26	A relatively small amount of signage for such a large building. It's kept simple and consistent.	4/9/2014 4:21 PM
27	BASIC, CLEAN, TOO BRIGHT, EXPECTED	4/9/2014 11:14 AM
28	This might not be appropriate for Castle Rock but it's a good use of building materials to help with branding.	4/9/2014 9:04 AM
29	Close to the structure looks well and still gets the message across.	4/9/2014 8:08 AM
30	Terrible but would be acceptable if a must for business	4/9/2014 7:50 AM
31	It just doesn't seem attractive.	4/8/2014 9:29 PM
32	Reasonable if held within height restrictions	4/7/2014 5:41 PM
33	Reminds me of Ikea in Centennial where the entire building functions as a sign.	4/7/2014 4:40 PM
34	looks like a warehouse - not a store.	4/7/2014 4:32 PM
35	too commercial	4/7/2014 4:11 PM
36	Not too big and you can see it's a target. However it appears to be higher than the street lamp.	4/7/2014 2:26 PM
37	Although the Target sign/logo is rather tall, it blends with the building and is not objectionable. Free-standing tall signs, such as those in previous images, are extremely unattractive, potentially unsafe, etc, as previously noted.	4/7/2014 1:37 PM
38	Low budget look building, this did not cost very much. red paint some white paint, a couple of circles. In America we know this is a target. Boring.	4/7/2014 1:02 PM
39	Reasonable although the height of the separate sign should be limited to blend into the landscape	4/7/2014 11:46 AM
40	household word !	4/6/2014 10:20 PM
41	Clean and simple	4/6/2014 9:58 PM
42	Garish. Ugly look for the Castle Rock area -- CR businesses along I-25 should have signage that is in keeping with the attractive surroundings rather than detracting from it.	4/6/2014 6:46 PM
43	Simple, easy to read.	4/6/2014 5:44 PM
44	Maybe a little less of the red, otherwise, I think it is fine because it is attached to the building.	4/6/2014 5:19 PM
45	Reasonable although size is somewhat too tall, draws attention to business but not an eye sore	4/6/2014 5:10 PM
46	Good simple sign. Not too flashy.	4/6/2014 4:41 PM
47	Appropriate, easy to read.	4/6/2014 7:20 AM
48	Sign is gigantic and too colorful.	4/5/2014 5:10 PM
49	Signage is incorporated into the building.	4/5/2014 3:26 PM
50	It is simple and to-the-point.	4/4/2014 7:15 PM
51	Simple. Like it attached to the structure, along with the simple elevated portion of signage. Not interruptive to the scenery. The single "bold" color does get your attention, without being overpowering.	4/4/2014 5:35 PM

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52	The sign sticking above the store... not making it too much.	4/2/2014 11:21 AM
53	No, too big, modern/contemporary, obnoxious.	4/3/2014 7:39 PM
54	Ugly, bland, not inviting	4/3/2014 5:55 PM
55	Ugh! Slap you in the face. I won't even start to comment on the architecture of the building, but the building becomes the sign. That huge red mass at the entrance makes one feel like they are about to be squashed into a bloody spot on the floor.	4/3/2014 2:05 PM
56	identified the business	4/3/2014 10:30 AM
57	Too modern not in "tune" with Castle Rock	4/3/2014 8:23 AM
58	Stark and will become outdated.	4/2/2014 10:41 PM
59	Boy, isn't that pretty compared to the landscape? Not.	4/2/2014 10:05 PM
60	On the store itself, & the store's own logo.	4/2/2014 9:36 PM
61	Store names directly on buildings are ok as long as they are not animated in any way	4/2/2014 9:06 PM
62	I approve of the use of signs that are affixed to a building, versus stand alone signs.	4/2/2014 8:44 PM
63	Not a fan of big box stores that dominate the landscape	4/2/2014 8:33 PM
64	Yuk	4/2/2014 6:03 PM
65	So long as a high maximum is maintained (this may be too high.)	4/2/2014 5:46 PM
66	Signs should be on or adjacent to building	4/2/2014 5:33 PM
67	Just o.k	4/2/2014 5:27 PM
68	Corporate logos are here to stay	4/2/2014 5:10 PM
69	to industrial for CR	4/2/2014 5:05 PM
70	A logo like this is easily recognizable.	4/2/2014 6:25 AM

Q12 What is your impression of the signs in Image 12?

Answered: 155 Skipped: 1



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	30.32% 47	33.55% 52	25.81% 40	7.10% 11	3.23% 5	155	2.19

#	Can you provide any details about why you like or dislike the image?	Date
1	Hard to see	5/9/2014 3:59 PM
2	no sign.. looks nice	4/30/2014 9:14 AM
3	OK for a strip mall.	4/30/2014 6:41 AM
4	Placed on the sides of the building seems better than something large right next to the road.	4/29/2014 6:17 PM
5	No problem with this kind of sign on a business.	4/29/2014 4:10 PM
6	Easy to read, doesn't clutter up the view. Not too bright at night. too bad we can't see that Whole Foods sign here in Castle Rock!	4/27/2014 3:50 PM
7	I prefer earth tone signs	4/26/2014 8:50 PM
8	As long as signage is proportional to size of building such as this one.	4/26/2014 3:04 PM
9	I hate when a center backs to a road with lots of back doors and individual signs.	4/25/2014 1:41 PM
10	Well, is it the back of the building with highway views. otherwise Boring	4/25/2014 9:24 AM
11	Not visible from the roadway at high speeds.	4/24/2014 8:21 PM
12	Too much variety in signs. Developers should require common themes/colors.	4/24/2014 2:59 PM
13	It is in keeping with the surroundings. Identifies the business in a manner that is not in your face.	4/24/2014 7:56 AM
14	It's okay. Single buildings with the name look ok	4/20/2014 6:08 PM
15	I cannot really see the signage here, which I like. I am sure there IS signage, but it is unobtrusive and apparently attached to the buildings, which is preferable to a large, free standing sign on a pole or tower.	4/14/2014 7:33 AM
16	Minimally intrusive	4/12/2014 3:48 PM
17	Like on building signs	4/12/2014 3:48 PM
18	simple and subtle.	4/11/2014 8:49 PM

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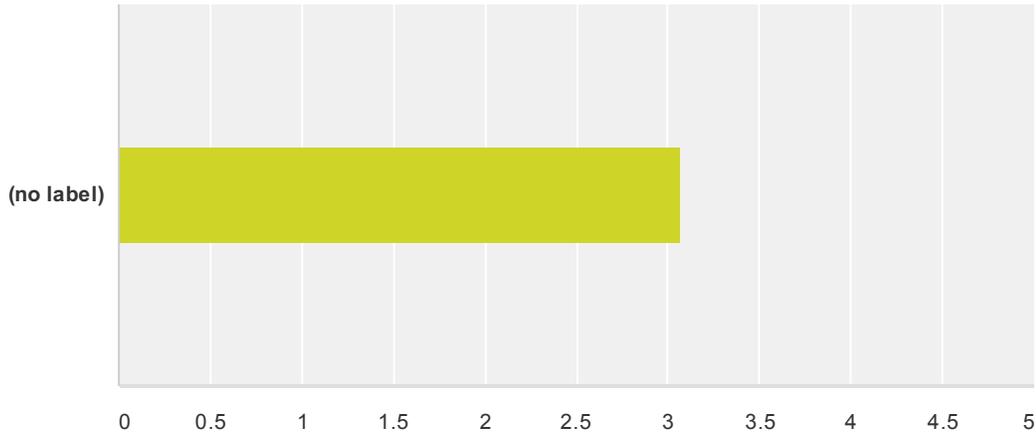
ID	Comment	Date/Time
20	They are discreetly done and not obnoxious. They need a LED pole or monument sign out front. Too hard to see what business are at this location and I don't want to strain driving by. Otherwise this shopping center may be half empty with continuously rotating tenants - to no one's benefit.	4/11/2014 12:17 PM
21	seems typical	4/11/2014 9:42 AM
22	Low key	4/11/2014 8:25 AM
23	Subtle but visible	4/10/2014 6:42 PM
24	Neat; classy; not ostentatious - gets the job done because you see it in passing.	4/10/2014 6:23 PM
25	Does nothing to enhance the commercial development's image, or what businesses are there.	4/10/2014 7:49 AM
26	CLEAN	4/9/2014 11:14 AM
27	Typical wall signs - each uses the corporate logo to help with visibility.	4/9/2014 9:04 AM
28	No sign pollution.	4/9/2014 8:08 AM
29	Blends in, very nice and responsible.	4/9/2014 7:50 AM
30	I like that the signs are low-key, but what happens when the trees grow, as trees do? The signs won't be visible, and it would be a shame for the trees to be uprooted.	4/8/2014 9:29 PM
31	Very reasonable and tasteful signage!	4/7/2014 5:41 PM
32	too commercial	4/7/2014 4:11 PM
33	Perfect.	4/7/2014 2:26 PM
34	This image is difficult to see. The building is very dark. I can't see any signs other than lettering on buildings. The identification on the buildings seems reasonable from what I can see.	4/7/2014 1:37 PM
35	Some low attractive signage near the road, keeping the landscaping, may help the businesses revenue.	4/7/2014 1:02 PM
36	These limited signs on the buildings is reasonable and not offensive. Provided the signage is NOT too tall above the actual buildings	4/7/2014 11:46 AM
37	Good up until the trees grow taller/wider	4/6/2014 10:39 PM
38	can't see easily from road while driving	4/6/2014 10:20 PM
39	I like that the signs are on the buildings and there is no need for freestanding signs.	4/6/2014 9:58 PM
40	Not a fan of the giant wording on the sides of buildings. Looks inconsistent and is difficult to read from the interstate.	4/6/2014 6:46 PM
41	Hard to read.	4/6/2014 5:44 PM
42	Nice, not screaming at you. I wouldn't have a problem finding the Whole Foods.	4/6/2014 5:19 PM
43	Reasonable size, draws attention to business but not an eye sore	4/6/2014 5:10 PM
44	Not too close to highway	4/6/2014 4:52 PM
45	Good sign. Not too flashy.	4/6/2014 4:41 PM
46	Hard to read and thus a distraction to motorists who are trying to read them.	4/6/2014 7:20 AM
47	Doesn't cause a congestion of signs.	4/5/2014 5:10 PM
48	Signage is incorporated into the building. Overall, it makes the back of the building look better.	4/5/2014 3:26 PM
49	I can't read them.	4/4/2014 7:15 PM
50	similar notation as to image 11.	4/4/2014 5:35 PM
51	Again, signs on the buildings looks ok to me.	4/4/2014 11:21 AM
52	Good size, blend in well.	4/3/2014 7:39 PM
53	Nice, subtle and you can still see what is in the market place... Trees make things look like a much more inviting area to shop, especially for shade in summer and color in fall.	4/3/2014 5:55 PM

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54	Ok - serves the purpose of identifying stores without cluttering you in the face (see target comment above).	4/2/2014 2:00 PM
55	identifies the business without a cluttered sign listing all the businesses	4/3/2014 10:30 AM
56	Natural color and landscape	4/3/2014 9:45 AM
57	Signs on the building, as long as they are compatible with building size, seems ok as long as they aren't lite up too bright	4/3/2014 8:23 AM
58	Wall signs do not block any more of the views.	4/2/2014 11:14 PM
59	Signs on the building itself is nice, explains what it is and doesn't take up additional green space.	4/2/2014 10:41 PM
60	Like #7, if building size and height is kept in check, it seems better than the others here.	4/2/2014 10:05 PM
61	On the building itself...looks good	4/2/2014 9:36 PM
62	Con not tell anything	4/2/2014 9:34 PM
63	What sign?	4/2/2014 9:20 PM
64	It's a bit too far from camera position.	4/2/2014 9:13 PM
65	Store names directly on buildings are ok as long as they are not animated in any way	4/2/2014 9:06 PM
66	I approve of the use of signs that are affixed to a building, versus stand alone signs.	4/2/2014 8:44 PM
67	Better - more low key	4/2/2014 8:33 PM
68	Unobtrusive	4/2/2014 6:03 PM
69	Ok with lower signs directly on buildings.	4/2/2014 5:27 PM
70	Unoffensive	4/2/2014 5:10 PM
71	normal you can see the store name but nothing obnoxious.	4/2/2014 5:05 PM
72	Can be harder to read at highway speeds. But works well to show what shops are in this location.	4/2/2014 6:25 AM

Q13 What is your impression of the sign in Image 13?

Answered: 156 Skipped: 0



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	5.77% 9	26.28% 41	33.97% 53	23.08% 36	10.90% 17	156	3.07

#	Can you provide any details about why you like or dislike the image?	Date
1	Well placed	5/1/2014 8:50 AM
2	ok for there...will not look good in Castle Rock. This is not a neighbor sign	4/30/2014 3:45 PM
3	I like it for it's big city location, not CR.	4/30/2014 6:41 AM
4	Not so much. Looks kinda cheap.	4/29/2014 6:17 PM
5	Seems fine.	4/29/2014 4:10 PM
6	Too modern looking - but low profile is good.	4/26/2014 8:50 PM
7	But no digital/LED in Castle Rock	4/26/2014 3:04 PM
8	Really a 2.5. Decent sign for the center, but old school movie sign is tired.	4/25/2014 1:41 PM
9	Ugly, but fits theme of area.	4/25/2014 9:24 AM
10	Boring.	4/24/2014 8:21 PM
11	Too modern for my taste	4/24/2014 2:59 PM
12	Same as in 12. Identifies the building, provides the information and moves on. Not wild about the Dave & Busters handing off the side. The Colorado Center is good.	4/24/2014 7:56 AM
13	These signs are fine for their setting and the backdrop, which is a large building. They have a retro look, which is preferable to some other typical commercial design. They are not too tall, though smaller would be better.	4/14/2014 7:33 AM
14	OK when back by a large building but wouldn't want it as a stand alone along the highway	4/12/2014 3:48 PM
15	Like signs cause not too large	4/12/2014 3:48 PM
16	too busy, modern and pole signs are ugly	4/11/2014 8:49 PM
17	Its a unique design - but they BADLY need a LED screen instead of manually change movie title sign. This is outdated and somewhat ugly in that way.	4/11/2014 12:17 PM

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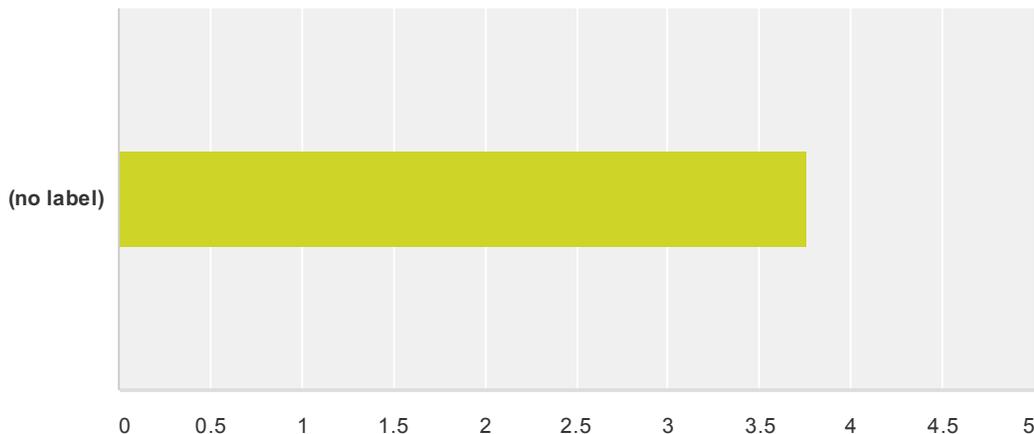
18	Can't read the sign if passing by in a car. Ugly	4/11/2014 8:42 AM
19	not in-character to our area	4/11/2014 8:25 AM
20	OK in the middle of downtown	4/10/2014 6:42 PM
21	Well it's not sky-high and it does give necessary info so it's "ok".	4/10/2014 6:23 PM
22	Not attractive. Leaves me cold.	4/10/2014 7:49 AM
23	Appropriate	4/10/2014 7:49 AM
24	Informative and creative without being obnoxious	4/9/2014 4:21 PM
25	OK, FLASHY HARD TO READ	4/9/2014 11:14 AM
26	A good sign for its setting but may not be appropriate in Castle Rock, where we have more earth tones and brick/stone commercial buildings.	4/9/2014 9:04 AM
27	Like the incorporation of art into the structure. Aesthetically pleasing.	4/9/2014 8:08 AM
28	okay	4/9/2014 7:50 AM
29	I like how it seems to float and sort of blend in rather than obscure what's behind it.	4/8/2014 9:29 PM
30	Blends nicely with building and informative	4/7/2014 7:14 PM
31	Reasonable although it may be too tall considering the building in the background makes this appear 4 stories tall	4/7/2014 5:41 PM
32	too distracting too much text for highway visibility	4/7/2014 4:11 PM
33	Okay, if your reading it from an intersection and not from a highway.	4/7/2014 2:26 PM
34	The sign is fine for an urban setting, but not for Castle Rock. Our town has a distinctly different "historic" image.	4/7/2014 1:37 PM
35	It is in front of large buildings, it is to the point & informative, does not seem out of place in the setting. And some attention to design is included.	4/7/2014 1:02 PM
36	Reasonable sign although actually not too practical for the business in this case - it blends into the buildings too much	4/7/2014 11:46 AM
37	I like that the sign is a bit scultural	4/6/2014 9:58 PM
38	Really ugly. Too modern-looking for CR.	4/6/2014 6:46 PM
39	Hard to read.	4/6/2014 5:44 PM
40	May be appropriate for this Colorado Blvd. location, but would need to be downsized for Castle Rock. Maybe nix the red and blue circle popping out from the right side.	4/6/2014 5:19 PM
41	Reasonable size, draws attention to business but not an eye sore	4/6/2014 5:10 PM
42	Good. Not too flashy but adds character for the building and business.	4/6/2014 4:41 PM
43	Too many logos, colors, designs & positions.	4/5/2014 5:10 PM
44	Doesn't fit the 'mountain' feel of Castle Rock. Too urban.	4/5/2014 3:26 PM
45	Too much to read while you're driving by in traffic.	4/4/2014 7:15 PM
46	too big, but it fits the building	4/4/2014 1:51 PM
47	Not sure on this one. I don't think this would work well on I-25.	4/4/2014 11:21 AM
48	I don't love the design of the sign, but I like the respectable size of it. Not bad.	4/3/2014 7:39 PM
49	Bland, boring, but not invasive, either.	4/3/2014 5:55 PM
50	Ok - reasonable scale to surroundings, conveys necessary info clearly - not an advertising campaign.	4/3/2014 2:05 PM
51	too much info to read. Show the Colorado Center and the United Artist. Distracting for the driver to try to read all the movie titles while driving. I think the driver should enter the business to read the movies that are showing.	4/3/2014 10:30 AM

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52	Being, more of a sign for bigger city, not Castle Rock	4/2/2014 8:28 AM
53	Ugly and hard to read.	4/2/2014 11:14 PM
54	Modern is not my personal favorite.	4/2/2014 10:41 PM
55	Less obtrusive than most.	4/2/2014 10:05 PM
56	Terribly dated. I can't tell what is there without some sort of sign background.	4/2/2014 9:36 PM
57	Lack style	4/2/2014 9:34 PM
58	Hard to read	4/2/2014 9:20 PM
59	Too "in your face"	4/2/2014 9:06 PM
60	The metal structure is interesting, but I don't think it is "timeless." It will dated in a decade.	4/2/2014 8:44 PM
61	Too big and gaudy	4/2/2014 8:33 PM
62	Hard to see details of sign. Unreadable unless tree is bare.	4/2/2014 5:50 PM
63	I prefer the clean lines of many of the other examples.	4/2/2014 5:46 PM
64	Doesn't stand out much, generic	4/2/2014 5:27 PM
65	Hodge-podge design	4/2/2014 5:10 PM
66	This signing is fine, but shows how landscaping can affect signing. At some point, the tree will block signing either wholly or partially depending on angle.	4/2/2014 6:25 AM

Q14 What is your impression of the sign in Image 14?

Answered: 153 Skipped: 3



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	1.96% 3	11.11% 17	26.80% 41	29.41% 45	30.72% 47	153	3.76

#	Can you provide any details about why you like or dislike the image?	Date
1	Would be better framed in masonry as opposed to the exposed light box.	5/9/2014 3:59 PM
2	not attractive	4/30/2014 3:45 PM
3	in commercial area it is ok	4/30/2014 9:14 AM
4	This is awful.	4/30/2014 6:41 AM
5	It's ok, like some of the others better.	4/29/2014 6:17 PM
6	Busy, too garish.	4/27/2014 3:50 PM
7	Although logos are helpful in finding something it looks cheap when they're all together.	4/26/2014 8:50 PM
8	Size is OK, as long as no digital/LED.	4/26/2014 3:04 PM
9	Big, flat internally lit signs are boring. Especially when not kept up to date and good looking. See Milestone in Castle Rock for a similar, bad example.	4/25/2014 1:41 PM
10	Sooo, boring	4/25/2014 9:24 AM
11	Old fashioned. Outdated.	4/24/2014 8:21 PM
12	Zero creativity	4/24/2014 2:59 PM
13	If you want a strip mall feel to Castle Rock, this is your sign. Thought we were trying to build a "town-like" image. This is perfect for Centennial. Not Castle Rock	4/24/2014 7:56 AM
14	I like that it's not too big and easy to read, but design is not consistent. The brick that you see on the bottom should frame the rest of the sign for consistent aesthetic.	4/20/2014 7:56 PM
15	Size is okay, but more consistency is needed in lettering and colors.	4/20/2014 6:08 PM
16	nothing great but businesses are easily recognized by the sign.	4/17/2014 9:32 PM
17	This sign is much better than the tall, free standing sign examples above and is cleaner than some of the others. I like that it is not too tall. Would much prefer natural colors and materials.	4/14/2014 7:33 AM

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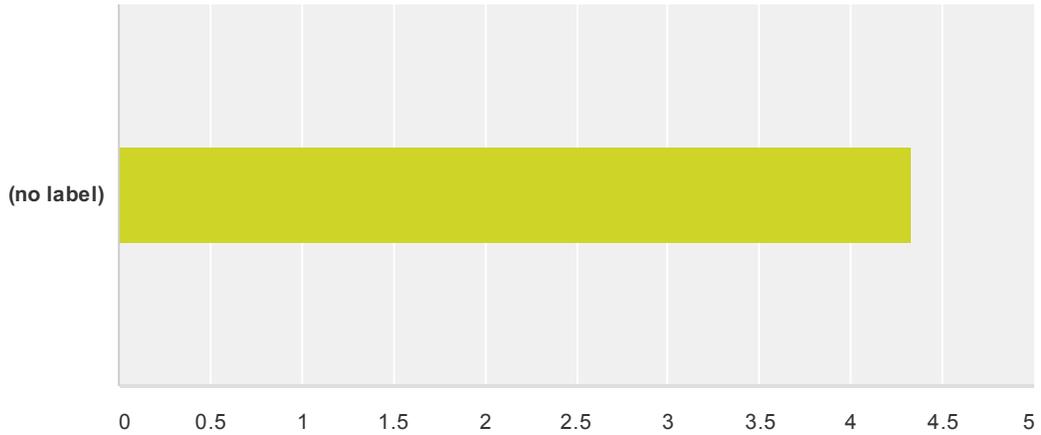
ID	Comments	Date/Time
19	Nice size but too many colors and font types	4/12/2014 3:48 PM
20	Brick looks ok, but its just a podium of brick - needs to be full sign. Business signs would look better in wood.	4/11/2014 8:49 PM
21	Basic location marker - not bad - not great - but necessary as an affordable sign for most new businesses. If the regulations get too tough in a number of areas, businesses get bitter about getting picked apart.	4/11/2014 12:17 PM
22	ugly, busy with color and style	4/11/2014 9:42 AM
23	CHEAP looking.	4/11/2014 8:25 AM
24	As I said before, I would like to see a smaller directory leading into a mall. I already know which store(s) I'm going to; otherwise, why would I be there?	4/10/2014 6:23 PM
25	Color selection/balance seems a little off. Also, brick tends to look shabby and does not wear well.	4/10/2014 11:51 AM
26	Stark, with no warmth or appeal. Needs to be more eye-catching.	4/10/2014 7:49 AM
27	Cluttered and busy with competing colors, fonts, and logos.	4/9/2014 4:21 PM
28	It could use more framing around it - if the brick were carried up the sides and around the top I could move it into the "like" category.	4/9/2014 9:04 AM
29	I like the low profile, but use stone instead of brick.	4/9/2014 8:08 AM
30	Need more aesthetics	4/9/2014 7:50 AM
31	It's just a bunch of signs stacked on top of one another.	4/8/2014 9:29 PM
32	Too many different colors	4/7/2014 7:14 PM
33	Very reasonable signage both aesthetically and in terms of providing usable information for customers to locate businesses	4/7/2014 5:41 PM
34	too distracting	4/7/2014 4:11 PM
35	Can read this easily and it's not too big, for three or four retailers. However, if you add more than those it would be hard to read.	4/7/2014 2:26 PM
36	Yet another ugly "busy" sign with too much on it. Our signs should be designed more like the images in #4 and #9. These signs are low profile, pretty, and make use of more natural-looking materials.	4/7/2014 1:37 PM
37	Busy, loud block letters, in your face, no attention to design, or any landscape to soften the blow.	4/7/2014 1:02 PM
38	Reasonable signage and size. I assume this would be lit at night also which to me is not offensive	4/7/2014 11:46 AM
39	Clean and simple but boring - anywhere USA	4/6/2014 9:58 PM
40	Ugly and garish. Eyesore.	4/6/2014 6:46 PM
41	Easy to read.	4/6/2014 5:44 PM
42	Just don't like it, too industrial looking.	4/6/2014 5:19 PM
43	Reasonable size, draws attention to business but not an eye sore	4/6/2014 5:10 PM
44	Good sign for compact businesses that cannot be directly seen for the road.	4/6/2014 4:41 PM
45	Cheap	4/6/2014 4:10 PM
46	Easy to read but too many of these type signs clutter the roadway and make it overall ugly.	4/6/2014 7:20 AM
47	Too many colors, distinct logos.	4/5/2014 5:10 PM
48	Needs a border.	4/5/2014 3:26 PM
49	It does the job, but has no character.	4/4/2014 7:15 PM
50	A bit busy, but certainly not as busy as signage in image 2. Would look nicer with perhaps some stone and nice lighting, and single sign colors.	4/4/2014 5:35 PM
51	Too big, too much color.	4/3/2014 7:39 PM

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52	I don't like all the logos... find it distracting. Fine the signage better, with a more uniform look of what is in the shopping center.	4/2/2014 9:55 PM
53	Just ugly.	4/3/2014 2:05 PM
54	cheap looking - commercial -	4/3/2014 10:30 AM
55	These signs are more for very busy cities. Castle Rock is more of a bedroom community and want to stay that way...that is why most of us moved here	4/3/2014 8:23 AM
56	Signage is clear without blocking views.	4/2/2014 11:14 PM
57	Too tall and bulky.	4/2/2014 10:41 PM
58	Too big, blocks views.	4/2/2014 10:05 PM
59	Not my favorite design wise, but the signs are legible & orderly	4/2/2014 9:36 PM
60	Lack continuity	4/2/2014 9:34 PM
61	Very old style. Doesn't give an impression of a place doing well.	4/2/2014 9:13 PM
62	No coherence, cluttered, tacky	4/2/2014 9:06 PM
63	I don't like this because there are too many logos and colors.	4/2/2014 8:44 PM
64	Not a fan but not horrendous	4/2/2014 8:33 PM
65	Yuk	4/2/2014 6:03 PM
66	To Large	4/2/2014 5:33 PM
67	Height is ok, just this type of sign always looks too busy.	4/2/2014 5:27 PM
68	Bland	4/2/2014 5:13 PM
69	Unattractive and cluttered	4/2/2014 5:10 PM
70	looks old	4/2/2014 5:05 PM
71	Easy to read. Simple.	4/2/2014 6:25 AM

Q15 What is your impression of the sign in Image 15?

Answered: 153 Skipped: 3



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	1.31% 2	5.23% 8	10.46% 16	25.49% 39	57.52% 88	153	4.33

#	Can you provide any details about why you like or dislike the image?	Date
1	not a neighborhood sign...unpleasing ! no LED for Castle Rock	4/30/2014 3:45 PM
2	sign on building is ok	4/30/2014 9:14 AM
3	Probably ok for a city like Aurora, not CR.	4/30/2014 6:41 AM
4	Catches your eye but can't imagine a whole row of them. yuck	4/29/2014 6:17 PM
5	Truck stop.	4/29/2014 4:10 PM
6	too bright at night, would be distracting to drivers	4/27/2014 3:50 PM
7	The electronic sign is awful but the sign on the building is good - nice colors and up to date.	4/26/2014 8:50 PM
8	No digital in Castle Rock.	4/26/2014 3:04 PM
9	very visible	4/25/2014 5:31 PM
10	OK in industrial or big box area. At least it has color.	4/25/2014 1:41 PM
11	The building signage is fine, the pole sign is awful	4/25/2014 10:10 AM
12	So ugly just a ugly black box with lights.	4/25/2014 9:24 AM
13	Overbearing.	4/24/2014 8:21 PM
14	Image on the building is fine. Sign out front is very Vegas like.	4/24/2014 7:56 AM
15	UGLY!!	4/21/2014 4:47 PM
16	The sign on the building would be acceptable.	4/20/2014 6:08 PM
17	I do not like obnoxious LEDs	4/17/2014 9:32 PM
18	Electronics	4/15/2014 7:39 PM
19	Too tall, distracting, very unattractive, not at all in keeping with small town character.	4/14/2014 7:33 AM
20	Absolutely too flashy	4/12/2014 3:48 PM

Castle Rock I-25 Sign Plan

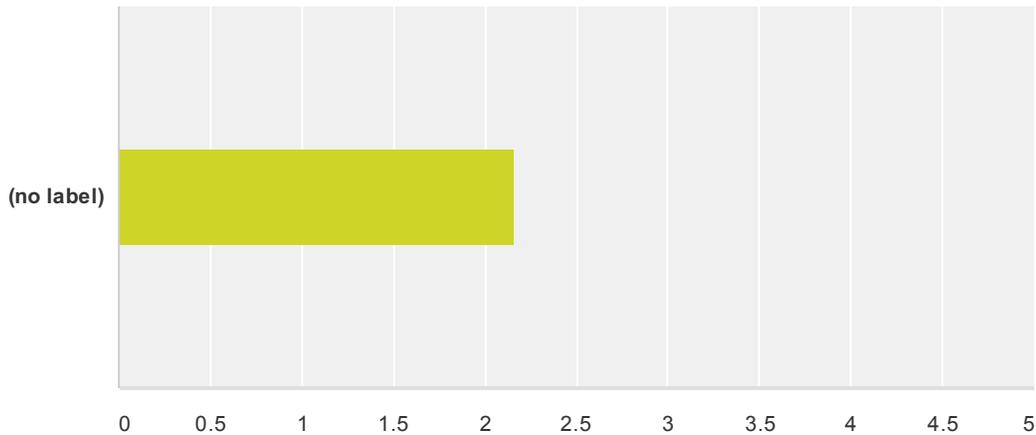
21	Don't like bright colored pole signs	7/12/2014 8:40 PM
22	pole signs are ugly	4/11/2014 8:49 PM
23	That looks cheap and cheesy! Also too tall again.	4/11/2014 2:11 PM
24	For the most part - I like it - but, it needed some aspect around the poles that make it look so stark. You can't do much to soften a sign that large - but the poles could have been covered.	4/11/2014 12:17 PM
25	Ugly and too bright boring	4/11/2014 8:25 AM
26	Too big; too showy - the info should be on their website. After all, are you going to write down their contact info as you are driving?	4/10/2014 6:23 PM
27	I like it's colorfulness, but is too plain with the two poles that elevate it.	4/10/2014 7:49 AM
28	No electronic signs	4/10/2014 7:49 AM
29	These style of signs like this can be distracting and definitely don't look classy.	4/9/2014 4:21 PM
30	It's just a box on some poles. If it were lower, had framing, and used more natural materials, it might be an okay use of LED.	4/9/2014 9:04 AM
31	Sign pollution.	4/9/2014 8:08 AM
32	The standalone sign is both too stark and too bright. The sign on the building is OK.	4/8/2014 9:29 PM
33	If this is not an LED sign it should still be very limited due to the lighting and it's ugliness as well as height	4/7/2014 5:41 PM
34	I believe building signage is adequate.	4/7/2014 4:40 PM
35	too redundant	4/7/2014 4:11 PM
36	Again, We are not in L.A.	4/7/2014 2:26 PM
37	Hideous! Tall, "neon," and obnoxious.	4/7/2014 1:37 PM
38	Neon bright, varied letter size does help, logo adds some design, the building appears to be industrial, sign would be fine in a industrial area.	4/7/2014 1:02 PM
39	LED signs should be prohibited completely - this appears to be lit rather than LED signage though and is too tall. If lower to the ground it would be reasonable although somewhat offensive.	4/7/2014 11:46 AM
40	NO ELECTRONIC SIGNS!!! ACK!!	4/6/2014 10:39 PM
41	Too industrial	4/6/2014 9:58 PM
42	I strongly oppose digital signs.	4/6/2014 9:33 PM
43	Video is distracting to drivers.	4/6/2014 8:22 PM
44	Lighted signs like this are ugly and scream "truck stop" to me (even though I realize this is not a sign for a truck stop). Tacky and garish.	4/6/2014 6:46 PM
45	Distracting. Hard to read.	4/6/2014 5:44 PM
46	Looks electronic to me. Would rather see signs attached to building.	4/6/2014 5:19 PM
47	obnoxious LED, ugly, and doesn't blend into the surrounding area at all. Offensive to neighbors..	4/6/2014 5:10 PM
48	Like the sign on the building but not the standalone sign.	4/6/2014 4:41 PM
49	A bit too much....	4/6/2014 7:20 AM
50	NO signs that light up....this isn't Vegas.	4/5/2014 5:10 PM
51	Feels too much like a billboard	4/5/2014 3:26 PM
52	Too many colors	4/4/2014 7:15 PM
53	The signage on the pole is tacky and too industrial looking. the signage attached to the building is nice.	4/4/2014 5:35 PM
54	Dislike the standalone video screen sign. The sign on the building is good.	4/4/2014 11:21 AM

Castle Rock I-25 Sign Plan

55	This is a very ugly sign with the black and the bright colors. The black would have to fade quickly in the CO sun, too.	4/3/2014 7:00 PM
56	Potentially blocks views of Castle Rock area features.	4/3/2014 6:18 PM
57	Really? I'm going to go register online and/or remember that web address while I'm driving?	4/3/2014 5:55 PM
58	Ugly design, in your face advertisement, etc, etc,...	4/3/2014 2:05 PM
59	dislike electronic signs	4/3/2014 10:30 AM
60	NO LIT SIGNS!! NO tall ones...not in "tune" with Castle Rock	4/3/2014 8:23 AM
61	For Castle Rock, too many electronic signs would ruin the aesthetic.	4/2/2014 11:14 PM
62	No. Just no.	4/2/2014 10:41 PM
63	Huge roadside signs were never allowed in CR, don't start now. Let's actually stay different from everywhere else.	4/2/2014 10:05 PM
64	Too bright, too much!	4/2/2014 9:36 PM
65	On the building is fine save the lighting with the sign by the road	4/2/2014 9:34 PM
66	Lights look good	4/2/2014 9:20 PM
67	Like the sign on the wall but not the free standing one.	4/2/2014 9:13 PM
68	Lighted signs destroy the Dark Skies concept	4/2/2014 9:06 PM
69	No more tall LED panel signs in or around Castle Rock!	4/2/2014 8:44 PM
70	ABSOLUTELY NO MORE DIGITAL SIGNS! Castle Rock is NOT Las Vegas!	4/2/2014 8:33 PM
71	Obtrusive	4/2/2014 6:03 PM
72	Redundant signage.	4/2/2014 5:50 PM
73	Once again, a LED along a high speed interstate (I-70.) Distracting, tacky and undesirable!!	4/2/2014 5:46 PM
74	Building sign good other very poor. Do NOT need both	4/2/2014 5:33 PM
75	Sign on building ok, other sign too tall	4/2/2014 5:27 PM
76	Too large and and garish color contrast	4/2/2014 5:10 PM
77	No electronic signs like this. Seen too many issues as mentioned before	4/2/2014 5:05 PM

Q16 What is your impression of the sign in Image 16?

Answered: 155 Skipped: 1



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	25.81% 40	42.58% 66	23.23% 36	6.45% 10	1.94% 3	155	2.16

#	Can you provide any details about why you like or dislike the image?	Date
1	great letters, but not great design!	4/30/2014 3:45 PM
2	OK for Wheat Ridge. Too modern for CR's historical charm.	4/30/2014 6:41 AM
3	Not too bad.	4/29/2014 6:17 PM
4	Seems fine.	4/29/2014 4:10 PM
5	Nice colors, blends in with scenery. Looks good	4/27/2014 3:50 PM
6	The font is nice but the white square box is unimpressive	4/26/2014 8:50 PM
7	Gives a classy impression of the city.	4/26/2014 3:04 PM
8	Good for city entry. Nice logo, but nothing overwhelmingly good or bad.	4/25/2014 1:41 PM
9	simplem elegant, rock background makes it not distracting.	4/25/2014 9:24 AM
10	I like the brick background, but not the sign itself. It would have been better if they would have put the lettering on the wall itself rather than having a separate structure.	4/24/2014 8:21 PM
11	understated	4/24/2014 2:59 PM
12	Not in keeping with the surroundings.	4/24/2014 7:56 AM
13	Fine	4/20/2014 6:08 PM
14	I really like this sign because it is small, human-scale, and simple. While it is obviously a sign for the City of Wheat Ridge, it has a "community" rather than a "commercial" feel, which is what I think Castle Rock should strive for. This is my favorite sign.	4/14/2014 7:33 AM
15	Acceptable	4/12/2014 3:48 PM
16	Like low scale	4/12/2014 3:48 PM
17	simple look	4/11/2014 8:49 PM

Castle Rock I-25 Sign Plan

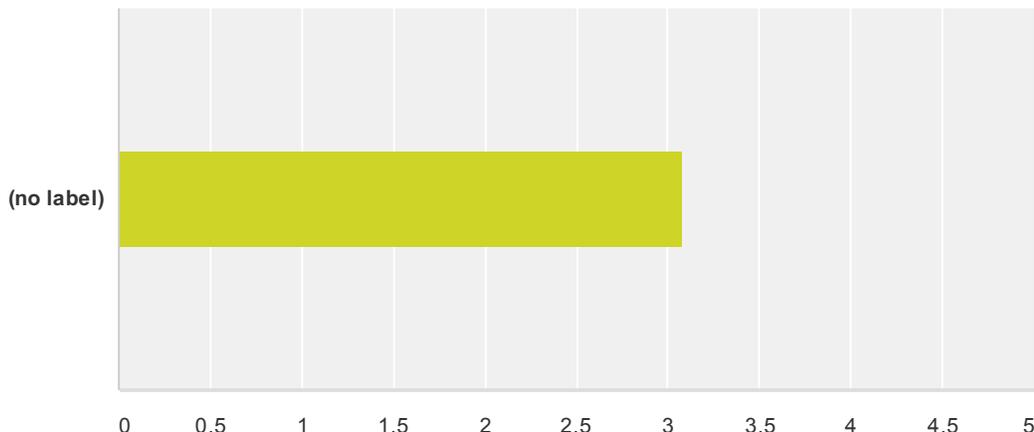
18	The inclusion of signs for towns and cities - nice look. Also the Castle Rock LED screen except that the resolution is too low - very hard to read many times. Incorporate a LED screen but with 16mm to 10mm pixel spacing at a minimum - to make images and text look higher quality.	7/1/2014 12:17 PM
19	Looks cheap	4/11/2014 8:25 AM
20	Nice; classy; fits the image of "wheat Ridge" or what I think they are trying to achieve.	4/10/2014 6:23 PM
21	I think this would be better if it had been incorporated into the stone wall as opposed to a stand alone sign.	4/10/2014 11:51 AM
22	Nothing special	4/10/2014 7:49 AM
23	Simple and elegant	4/9/2014 4:21 PM
24	I like the concept, but they could have incorporated the sign into the retaining wall.	4/9/2014 8:08 AM
25	If this light-colored sign gets dirty, it will look nasty. Is that some sort of mesh? Imagine having to clean it.	4/8/2014 9:29 PM
26	Love stone and sign	4/7/2014 7:14 PM
27	Very nice aesthetically pleasing sign, neutral colors are pleasing to see and the sign is still very readable and allows customers to identify what the location is!	4/7/2014 5:41 PM
28	okay – too much signage around	4/7/2014 4:11 PM
29	Pretty for a city sign but would be hard to read if it had more than four words.	4/7/2014 2:26 PM
30	Similar to images 4 and 9, this is low profile, easily read, and pretty.	4/7/2014 1:37 PM
31	Attention to color & design, Nice letters & sizing. looks durable, & nice stone background, Higher budget & style = better results. Would not expect this sign at the main entrance to wheatridge.	4/7/2014 1:02 PM
32	Good example of a sign that blends into the natural landscape and still is easy to see and read. This to me would be very effective for the business!	4/7/2014 11:46 AM
33	Not the most offensive signage in this group, but I would be concerned about its maintenance/appearance over time. This signage looks as if it could become very dated very quickly.	4/6/2014 6:46 PM
34	Fine	4/6/2014 5:19 PM
35	Reasonable size, draws attention to business but not an eye sore due to natural background	4/6/2014 5:10 PM
36	Nice style and colors.	4/6/2014 4:41 PM
37	Simple, yet still somewhat distinct.	4/5/2014 5:10 PM
38	Simple and cost effective.	4/5/2014 3:26 PM
39	Blah.	4/4/2014 7:15 PM
40	While it is not huge, and interrupting landscape, the materials used appear cheap, and as though the sign will need regular maintenance (paint etc.) to continue to look decent.	4/4/2014 5:35 PM
41	The words and graphic are okay, but I don't care for the white wire background. It reminds me of the Castle Rock sign at the Founders Pkwy exit, which I also don't like.	4/3/2014 7:39 PM
42	This is okay, not distracting... rock would have been nicer than a brick wall, though.	4/3/2014 5:55 PM
43	Not too bad, but should have incorporated sign with wall behind instead of an appendage placed in front.	4/3/2014 2:05 PM
44	very similar to the Castle Rock sign . I like it. It identifies the location without being in your face.	4/3/2014 10:30 AM
45	Nice, colorful enough, would be nice if it was landscaped a bit more. Not lit up brightly	4/3/2014 8:23 AM
46	Low profile, easy to read	4/2/2014 11:14 PM
47	See above.	4/2/2014 10:41 PM
48	Keep it small and less in the way of views.	4/2/2014 10:05 PM
49	Tasteful and see through	4/2/2014 9:34 PM

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ID	Comment	Date/Time
51	Location signs are necessary for navigation	4/2/2014 9:06 PM
52	I like the clean lines, simplicity and modernity of this sign.	4/2/2014 8:44 PM
53	Good - not too gaudy, has a nice back-drop	4/2/2014 8:33 PM
54	Clean, easy to read.	4/2/2014 5:50 PM
55	Too large	4/2/2014 5:33 PM
56	Subtle but nice	4/2/2014 5:27 PM
57	Like simplicity and clarity	4/2/2014 5:10 PM
58	I like this for the city signs at the exits	4/2/2014 5:05 PM
59	Great entryway sign.	4/2/2014 6:25 AM

Q17 What is your impression of the sign in Image 17?

Answered: 155 Skipped: 1



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	12.26% 19	29.03% 45	16.13% 25	23.87% 37	18.71% 29	155	3.08

#	Can you provide any details about why you like or dislike the image?	Date
1	good idea, but here it looks cluttered!	4/30/2014 3:45 PM
2	Too grand and massive. Both signage (old and new styles) are not in concert with each other.	4/30/2014 6:41 AM
3	Too bulky, some names are hard to see or read.	4/29/2014 6:17 PM
4	Seems fine.	4/29/2014 4:10 PM
5	If it were just the Ranch sign I'd like it. That garish pink "Huge RV sale" spoils the look	4/27/2014 3:50 PM
6	The green "The Ranch" part is great - good colors nice font, etc. The banner is ugly.	4/26/2014 8:50 PM
7	The "Ranch" part of sign is fine, but NO DIGITAL/LED in Castle Rock.	4/26/2014 3:04 PM
8	It has presence and is informative with the LED panel.	4/25/2014 1:41 PM
9	Nice sign, except for the RV sale sign.	4/25/2014 9:24 AM
10	This works. Large enough to know where you are, but not unattractive. Not sure if the "Huge RV Sale" is built in or a banner??? If built in LED that will have appropriate messaging its good. If a banner, tacky.	4/24/2014 8:21 PM
11	Video signs are for Las Vegas	4/24/2014 2:59 PM
12	It attempts to be consistent with the surroundings, but why not push that to the building. With Google Maps it is not as though anyone has problems finding a business.	4/24/2014 7:56 AM
13	LED is distracting and obnoxious. Remove that ,it's not bad.	4/20/2014 6:08 PM
14	I like the use of neutrals and natural elements and a plus if that is an electronic sign	4/19/2014 8:28 AM
15	Electronics	4/15/2014 7:39 PM
16	Too much going on here.	4/14/2014 2:34 PM
17	I like that this sign is not too tall and appears to use natural materials. However, it is electrified and has a pretentious look, in my opinion.	4/14/2014 7:33 AM

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18	The Ranch part is OK but the HUGE RV sign is too heavy	4/12/2014 8:40 PM
19	Kinda busy	4/12/2014 3:48 PM
20	too busy, too much going on	4/11/2014 8:49 PM
21	Gets' the job done - looks fine.	4/11/2014 12:17 PM
22	Digital part doesn't seem overwhelming. It is small in comparison to the rest of the advertisement	4/11/2014 9:42 AM
23	Like stone..lettering a little large...again, NO LED's! They are simply too bright and looks like the Las Vegas strip	4/11/2014 8:25 AM
24	Not sure which sign I'm commenting on: "The Ranch" sign is "ok" - don't have a problem with it. But I dislike "Huge RV Sale" - do NOT like advertising like that.	4/10/2014 6:23 PM
25	A monument sign that is eye-catching, and would be seen along our I-25 corridor.	4/10/2014 7:49 AM
26	Other than the banner this signage is simple and to the point.	4/9/2014 4:21 PM
27	Use of natural materials, the main sign is really visible, the LED panel is appropriately scaled with the wall.	4/9/2014 9:04 AM
28	A great use of the existing knoll and wall.	4/9/2014 8:08 AM
29	Looks thoughtless.	4/8/2014 9:29 PM
30	Nice but the RV sales makes it look trashy	4/7/2014 7:14 PM
31	Too large and LED both - very offensive and just down right ugly. A shame since there are also neutral colors used along with the rock facade	4/7/2014 5:41 PM
32	Electronic clashes with natural materials.	4/7/2014 4:40 PM
33	RV signage is tacky	4/7/2014 4:11 PM
34	Not too bad. I like the low profile.	4/7/2014 2:26 PM
35	This sign is easily read and blends with the surrounding design elements. The operative point here is the environment. This sign could be inappropriate if used in a different context. It needs to blend well with the overall design of the application.	4/7/2014 1:37 PM
36	Confusing, the ranch seems like a place to live, the advertising makes it look like it may be a strip mall. And again has any body heard of drought tolerant beautiful flowering trees & shrubs, & evergreens.	4/7/2014 1:02 PM
37	Although this somewhat blends into the landscape it is an eye sore. LED signage should NOT be allowed whatsoever!	4/7/2014 11:46 AM
38	I like incorporation of local materials	4/6/2014 9:58 PM
39	Too big/garish.	4/6/2014 6:46 PM
40	Again the electronic signs, tacky. The rest of it looks fine.	4/6/2014 5:19 PM
41	Too large, LED eye sore - obnoxious and offensive to neighbors	4/6/2014 5:10 PM
42	Like the static sign of the school but not a fan of the programmable light up sign that say "HUGE RV SALE..."	4/6/2014 4:41 PM
43	The sign is huge.	4/5/2014 5:10 PM
44	Nice as a landscape anchor. Helps the informational screen blend.	4/5/2014 3:26 PM
45	It is easy to read. I like the stone work.	4/4/2014 7:15 PM
46	Permanent signage structure is tasteful, especially if there is "uplighting" at night to illuminate it. The RV banner tacked onto structure is tacky looking. I think this large of a "structure" requires some softening with foliage, landscaping that looks nice year round.	4/4/2014 5:35 PM
47	I like the sign that you see coming in to Castle Rock from the north. The sign by Founders Parkway already announces one's entrance into the town.	4/4/2014 11:21 AM
48	The stone is nice, but the rest is terrible – from the lettering (font) to the light-up part.	4/3/2014 7:39 PM
49	Like the rock wall, but the Huge RV sale really does it in... looks pretty classless.	4/3/2014 5:55 PM

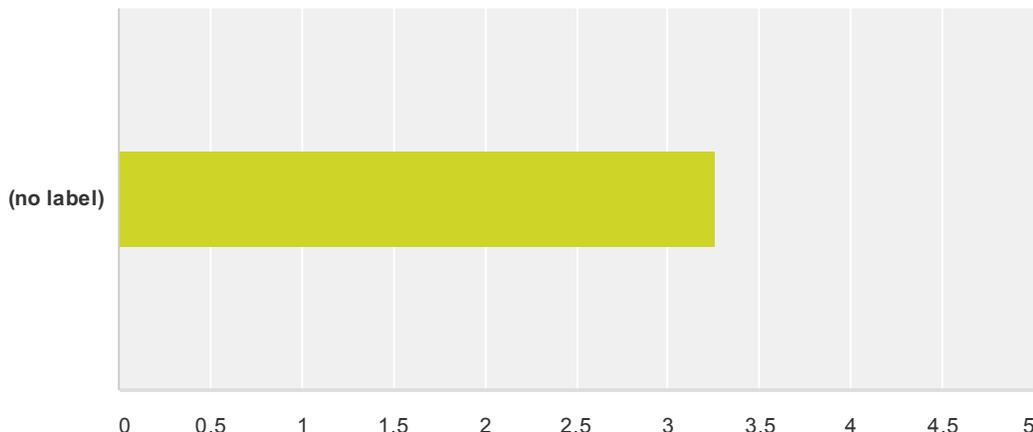
50	I-25 Sign Plan Appendix The sign looks like the sign company came in after the landscape architect was done and defiled	4/3/2014 5:05 PM
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Castle Rock I-25 Sign Plan

50	Orig. Looks like the sign company came in after the landscape architect was done and denied his/her design. Might as well invite some bangers to tag the structure for free.	4/2/2014 2:00 PM
51	very "in your face". don't like electronic signs	4/3/2014 10:30 AM
52	Ok except for RV sign should not be on the subdivision sign.....tacky	4/3/2014 9:45 AM
53	I like the natural elements.	4/3/2014 8:41 AM
54	I do NOT care for LED signs	4/3/2014 8:23 AM
55	Natural materials, low profile	4/2/2014 11:14 PM
56	Getting a little better.	4/2/2014 10:41 PM
57	Way too big and gaudy. It's like the official welcoming sign to Chaintopia. Why advertise original when you can show off your chain stores?	4/2/2014 10:05 PM
58	I like the sign except for the lighted sign on it. Trashy!	4/2/2014 9:36 PM
59	Tacky colors	4/2/2014 9:34 PM
60	Entire sign needs to be LCD	4/2/2014 9:20 PM
61	LED/animated signs should be banned outright - trailer park tacky	4/2/2014 9:06 PM
62	It's kind of big, sprawling and has an LED panel. It's not an efficient use of space.	4/2/2014 8:44 PM
63	ABSOLUTELY NO MORE DIGITAL SIGNS! Castle Rock is NOT Las Vegas!	4/2/2014 8:33 PM
64	Needs a lower profile	4/2/2014 6:03 PM
65	Once again a tacky LED sign disguised by beautiful stone work	4/2/2014 5:46 PM
66	To Large	4/2/2014 5:33 PM
67	Dislike multiple messages and overstated colors	4/2/2014 5:10 PM
68	to cluttered and the electronic message board looks cheap.	4/2/2014 5:05 PM
69	Seems overbuilt for how big the signs actually are.	4/2/2014 6:25 AM

Q18 What is your impression of the signs in Image 18?

Answered: 155 Skipped: 1



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	5.16% 8	21.94% 34	30.97% 48	25.81% 40	16.13% 25	155	3.26

#	Can you provide any details about why you like or dislike the image?	Date
1	if signs were smaller you would still know it was Best Buy and Whole Foods	4/30/2014 3:45 PM
2	Ok for bigger cities.	4/30/2014 6:41 AM
3	No problem with this kind of sign on a business.	4/29/2014 4:10 PM
4	Blends in pretty well with scenery. Sometimes the Best Buy signs can be pretty bright at night though	4/27/2014 3:50 PM
5	Standard for big box. Not eye catching but not terrible.	4/25/2014 1:41 PM
6	Nice, works,	4/25/2014 9:24 AM
7	Functional. Not attractive. Best Buy sign on the building is too big.	4/24/2014 8:21 PM
8	Too large	4/24/2014 2:59 PM
9	crap. see comments in 17	4/24/2014 7:56 AM
10	Too contemporary for Castle Rock.	4/21/2014 4:47 PM
11	Prefer the names of the businesses to be more consistent and smaller. See image 12.	4/20/2014 6:08 PM
12	I like that this signate is attached to the buildings and is not too tall. The Whole Foods sign has a bit of a retro look, which I like.	4/14/2014 7:33 AM
13	OK along the building but too flashy if free standing along the highway	4/12/2014 3:48 PM
14	Too big	4/12/2014 3:48 PM
15	too modern / contemporary	4/11/2014 8:49 PM
16	Those aren't too bad.	4/11/2014 2:11 PM
17	Nice variety of dimensional signage - easier to read from mulitple directions. Big enough to read.	4/11/2014 12:17 PM
18	typical	4/11/2014 9:42 AM
19	Too large, too basic, cheap,	4/11/2014 8:25 AM

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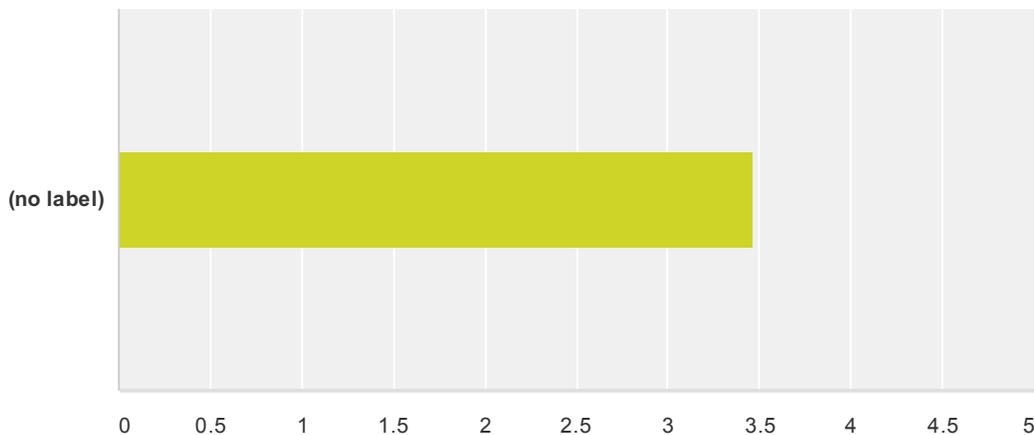
20	Do I need to see these signs from 10 miles away? If so, then they're necessary. But if they are for the cars driving by, NO. They could be smaller and not so "loud".	4/10/2014 8:25 PM
21	Kind like the IKEA signage, north of Castle Rock	4/10/2014 7:49 AM
22	Basic identifying signs in proportion to the size of the business and their marketing in all medium.	4/9/2014 4:21 PM
23	Keeping the signs close to the structures keeps the sign pollution down.	4/9/2014 8:08 AM
24	Best buy only needs the smaller sign	4/7/2014 7:14 PM
25	Reasonable although the Whole Foods sign appears to be too tall	4/7/2014 5:41 PM
26	too commercial - belongs only in a plaza area.	4/7/2014 4:11 PM
27	Easy to read but not too tall.	4/7/2014 2:26 PM
28	These are building signs similar to the sign on the Target building. However, these are more obnoxious. The Best Buy sign is particularly large and unattractive.	4/7/2014 1:37 PM
29	The building looks nice, best buy signs are just big & yellow, they are not concerned with style, Whole Foods had to put that sign in the sky? Placement of these signs seems random, and best buy did not need two signs close together.	4/7/2014 1:02 PM
30	Reasonable although the Whole Foods sign is tall for the area	4/7/2014 11:46 AM
31	Too big.	4/6/2014 8:22 PM
32	UGLY, inconsistent, and tacky.	4/6/2014 6:46 PM
33	The Whole foods sign is fine. I don't like the bright colors of the Best Buy signs. It is such a commercial/industrial look	4/6/2014 5:19 PM
34	Too large and too far up in the air, offensive and doesn't blend into surroundings	4/6/2014 5:10 PM
35	Good size for the building.	4/6/2014 4:41 PM
36	Businesses need to advertize.	4/6/2014 7:20 AM
37	It'll get crowded with each business wanting a sign as distinct, colorful and large.	4/5/2014 5:10 PM
38	Too urban for Castle Rock	4/5/2014 3:26 PM
39	Widely recognizable.	4/4/2014 7:15 PM
40	Like this better than the "free standing" poles with signage on it. It is less interruptive when attached to the building, yet still successfully communicates the business's presence.	4/4/2014 5:35 PM
41	Multiple signs for the same store... overkill.	4/4/2014 11:21 AM
42	This is bad – too big, colorful and modern.	4/3/2014 7:39 PM
43	Boring... see this everywhere. People think if signs are giant, people will go there. I think we all just get used to seeing the same old logos and drive right by.	4/3/2014 5:55 PM
44	Not quite as bad as Target, but still in your face advertisement If you can see well enough to drive, you don't need to be knocked up side the head with a 100 foot bright yellow and blue sign (twice) to know where to walk into Best Buy.	4/3/2014 2:05 PM
45	I like the whole foods sign better than the best buy signs because it seems to blend with the area better.	4/3/2014 8:41 AM
46	Too busy for Castle Rock...more for larger metro areas, not a small community like us	4/3/2014 8:23 AM
47	Low profile yet clear from highway.	4/2/2014 11:14 PM
48	Too big	4/2/2014 10:41 PM
49	Buildings are far too large for a town. But is CR a town anymore ore a city of chain stores?	4/2/2014 10:05 PM
50	On the building itself. Fine.	4/2/2014 9:36 PM
51	Building advertising lack continuity	4/2/2014 9:34 PM
52	garish	4/2/2014 9:06 PM
53	I like the signage when it is affixed to the building, vs. freestanding.	4/2/2014 8:44 PM
54	I-25 Sign Plan Appendix Too big, not very generic looking	4/2/2014 8:34 PM

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54	Too big box and generic wording	4/2/2014 5:00 PM
55	Too obtrusive	4/2/2014 6:03 PM
56	Best buy doesn't need 2 signs	4/2/2014 5:27 PM
57	Corporate logos are informational (some) and informativ	4/2/2014 5:10 PM
58	Normal signage that you see everywhere.	4/2/2014 5:05 PM

Q19 Considering the question posed atop this page, please rate Image 19 to represent your views about sign density.

Answered: 151 Skipped: 5



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	8.61% 13	24.50% 37	13.25% 20	18.54% 28	35.10% 53	151	3.47

#	Can you provide any details about why you like or dislike the image?	Date
1	Easier to read	5/9/2014 4:01 PM
2	too tall and NO LED for Castle Rock	4/30/2014 3:47 PM
3	if I have to have a sign I would rather it be one and not multiple signs for each store	4/30/2014 9:15 AM
4	Too many for a smaller town. Even too busy for a big town.	4/30/2014 6:43 AM
5	Not sure why, maybe if more rustic.	4/29/2014 6:23 PM
6	No style	4/29/2014 4:12 PM
7	Less signs are good, this one isn't too garish.	4/27/2014 3:52 PM
8	This works. But I think having all the same colors vs individual logos would be better.	4/26/2014 8:54 PM
9	Prefer the "one package" sign, but this is too tall. And NO DIGITAL/LED in Castle Rock.	4/26/2014 3:05 PM
10	Much better than 8 separate signs...	4/25/2014 1:43 PM
11	Ugly	4/25/2014 9:26 AM
12	I would prefer a single multi-use sign like this rather than 8 or more individual signs.	4/24/2014 8:25 PM
13	Rather have one sign but don't like variety of logos	4/24/2014 3:01 PM
14	Gives the strip mall feel to the town. Loses Castle Rock's town like feeling.	4/24/2014 7:58 AM
15	Too tall. DO NOT like the LED. Otherwise OK	4/20/2014 6:12 PM
16	I do prefer "package" signs because they reduce the number of signs, but this one is way too tall and I do not like the electric message part at the tops.	4/14/2014 7:39 AM
17	Too much color, too high	4/12/2014 3:49 PM
18	Too tall	4/12/2014 3:49 PM

Castle Rock I-25 Sign Plan

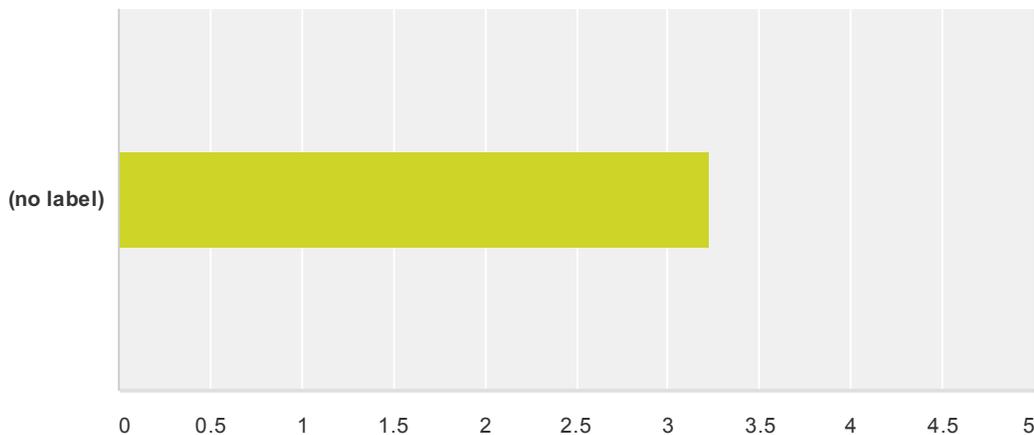
19	too sign with multiple businesses are ugly	4/11/2014 8:32 PM
20	Too Tall and Bright.	4/11/2014 2:13 PM
21	The individual markers whether on one sign monument or as multiple signs are a necessity. Every business needs their exposure especially smaller businesses who need their own affordable sign. In an area where business are compact together, it's nicer to have them in this configuration together if possible. The LED screen - yes to creating more adaptable messages as business changes constantly. I would personally like to see a strip mall where all the businesses have an ad screen with a simple business name marker over top - with parameters on how often they change and brightness.	4/11/2014 12:28 PM
22	too many	4/11/2014 8:26 AM
23	Looks too busy	4/10/2014 6:44 PM
24	Do we need to see this sign from another state? Make your directories small and neat, to be seen only when driving into the mall area.	4/10/2014 6:27 PM
25	This provides a good representation of what is available, for passers-by	4/10/2014 7:52 AM
26	This one borders on having too many smaller signs - it would be better if they removed the two empty panels and made the others larger.	4/9/2014 9:08 AM
27	Too much, too tall, Sign pollution.	4/9/2014 8:11 AM
28	Too tall	4/7/2014 7:15 PM
29	That is just plain ugly and of little value to potential customers because it is not very readable	4/7/2014 5:44 PM
30	Too tall. Too many tenants listed.	4/7/2014 4:43 PM
31	Too Big. I never read this sign. I don't look up while I'm driving.	4/7/2014 2:30 PM
32	As noted earlier, this is entirely too high and complicated. It's also ugly without any redeeming decorative value.	4/7/2014 1:44 PM
33	Too tall, style is not bad. This is a small town, it will never be large, it needs to look charming, beautiful, and inviting. people will visit again & again if it is a friendly, safe & beautiful place, not just another retail looking place to get some grub & gas.	4/7/2014 1:21 PM
34	Yuck, appears too tall and almost unreadable. If limited height wise could be reasonable although not too effective for the businesses involved	4/7/2014 11:49 AM
35	TOO BIG! NO ELECTRONIC SIGNS!!!	4/6/2014 10:41 PM
36	This is simple to read, not too busy	4/6/2014 10:00 PM
37	Too dense. Very hard to read, if we are assuming trying to read from the interstate.	4/6/2014 6:48 PM
38	It's all in one place, easy to read, not distracting.	4/6/2014 5:46 PM
39	Too tall. Put same size signs side by side instead.	4/6/2014 5:25 PM
40	Too much packed together - very difficult to determine what stores are on the sign unless you recognize the logo	4/6/2014 5:12 PM
41	The one "package" sign is a great idea for businesses that cannot be seen directly fro the road. Otherwise i prefer signs directly on the building they are representing. This is one of the better "package" signs I have seen.	4/6/2014 4:47 PM
42	Reduces the overall number of signs. I prefer the one package concept.	4/6/2014 7:22 AM
43	Difficult to read quickly	4/5/2014 6:30 PM
44	too many distinct colors, shapes, sizes.	4/5/2014 5:13 PM
45	All the business have the same size.	4/5/2014 3:29 PM
46	A package of signs is neater. Even though this package has individual brand name signs, they are all the same size.	4/4/2014 7:19 PM
47	Better than most dense signs...as there is a visual continuity that works with the vertical single color appearing all the way down the list., as well as keeping all signs the same size.	4/4/2014 5:43 PM

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ID	Comment	Date/Time
49	I would pick this type over the other types. Though, I prefer where all the signs have the same background color and the writing is all the same color as well.	4/4/2014 11:23 AM
50	Too tall and industrial looking. But it does make the store names more noticeable.	4/3/2014 7:45 PM
51	Potentially blocks views of Castle Rock area features.	4/3/2014 6:19 PM
52	TMI... can't read it while driving by, especially at highway speeds. I think it defeats its whole purpose.	4/3/2014 5:58 PM
53	Sign package approach is much better than multiple signs, but this one looks like it uses bright LED lighting and that's bad.	4/3/2014 2:11 PM
54	easy to read - don't like the electronic sign at the top - uncluttered	4/3/2014 10:34 AM
55	Too much	4/3/2014 9:47 AM
56	Too big/Tall	4/3/2014 8:33 AM
57	Too busy, and DO NOT think Castle Rock is a community that wants/needs lit signs, (LED or large lit signs)	4/3/2014 8:26 AM
58	Any tall sign like this would ruin the views we love about Castle Rock.	4/2/2014 11:16 PM
59	Very tall. I think all of these questions depend on the spacing and location of buildings. If the buildings are like they are at Park Meadows (this picture) there is not space for individual signs, so this option works. In Castle Rock however, business layout is different so I don't think this is an appropriate option.	4/2/2014 10:43 PM
60	No words to describe its hideousness.	4/2/2014 10:08 PM
61	If they are listed in an orderly way, I guess it is OK.	4/2/2014 9:39 PM
62	Large and take away town character	4/2/2014 9:36 PM
63	Too tall.	4/2/2014 9:14 PM
64	It's huge to the point of being offensive	4/2/2014 9:08 PM
65	I would like this more without the LED panel on top. What I LOVE about it is that the different stores can use their logos and colors, but all have a beige background. It is less "dizzying" than if they each had their own colored background.	4/2/2014 8:49 PM
66	This is too much for Castle Rock and does not fit with our image	4/2/2014 8:36 PM
67	Easy to read.	4/2/2014 6:14 PM
68	Too many	4/2/2014 6:04 PM
69	Once again, distracting LED, otherwise the sign is just too high, yet clean and easily read.	4/2/2014 5:48 PM
70	Way too tall, looks gaudy	4/2/2014 5:30 PM
71	Too much to absorb in just a second while driving by if you are looking for somewhere specific	4/2/2014 5:15 PM
72	lots of names, but easy to read	4/2/2014 5:14 PM
73	ugly - too tall too busy	4/2/2014 5:08 PM
74	too much	4/2/2014 5:05 PM
75	Comprehensive development signing like this is better than individual signing. Sign clutter should be avoided.	4/2/2014 6:28 AM

Q20 Considering the question posed atop this page, please rate Image 20 to represent your views about sign density.

Answered: 154 Skipped: 2



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	7.14% 11	25.32% 39	23.38% 36	25.32% 39	18.83% 29	154	3.23

#	Can you provide any details about why you like or dislike the image?	Date
1	Easy to identify users	5/9/2014 4:01 PM
2	This one is plain ugly.	4/30/2014 6:43 AM
3	Might not work along interstate, but in town it might.	4/29/2014 6:23 PM
4	Like the architecture.	4/29/2014 4:12 PM
5	Better than a bunch of individual signs but don't love all the individual logos, looks messy.	4/26/2014 8:54 PM
6	Like as long as there is no digital/LED included.	4/26/2014 3:05 PM
7	Much better than 8 separate signs...	4/25/2014 1:43 PM
8	This is for the City Center? Yikes!	4/25/2014 9:26 AM
9	This one is more attractive than image 19.	4/24/2014 8:25 PM
10	I don't like the size variety or the generic look of the plastic signs	4/24/2014 3:01 PM
11	tuming the town into a strip mall. unless you are in the dark ages, advertising has turned to on-line modes – search marketing, social media. outdoor advertising is ancient. why encourage it.	4/24/2014 7:58 AM
12	too busy. Don't like the side by side look	4/20/2014 6:12 PM
13	the post itself looks nice, but then the actual business signs made it look junkie.	4/17/2014 9:35 PM
14	I like this package sign better because it is not so tall.	4/14/2014 7:39 AM
15	Too much color and too high	4/12/2014 3:49 PM
16	Not too big	4/12/2014 3:49 PM
17	ugly	4/11/2014 8:52 PM
18	Not too bad but again it could get very bright.	4/11/2014 2:13 PM

Castle Rock I-25 Sign Plan

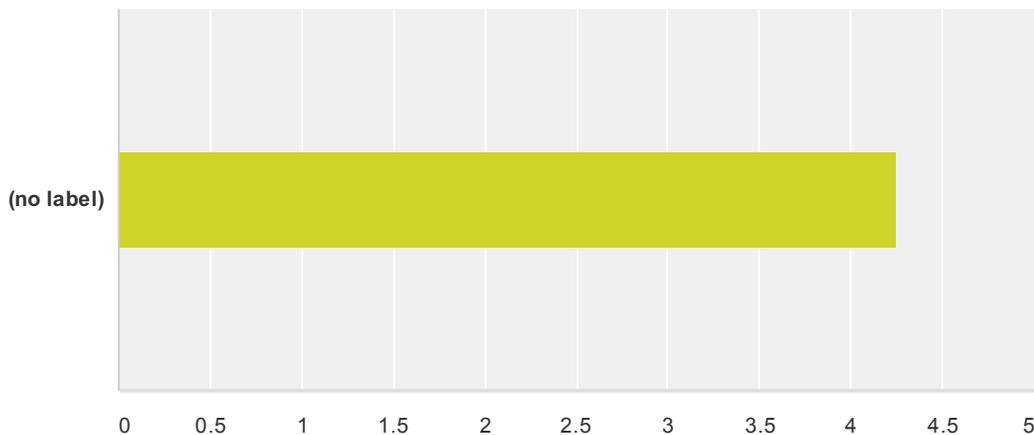
19	Again - I'd rather see a message center incorporated to make it look crasser - but this wins. Looks good overall.	7/1/2014 12:20 PM
20	OK	4/11/2014 8:26 AM
21	The sign itself is interesting architecturally	4/10/2014 6:44 PM
22	Too much fighting for attention; too busy.	4/10/2014 6:27 PM
23	don't like more than one company on a line	4/10/2014 2:59 PM
24	Distinctive design, but doesn't do much for me	4/10/2014 7:52 AM
25	Really cluttered	4/9/2014 4:22 PM
26	The left hand side of the sign box looks unfinished compared to image 19. The three main logos are legible but the leasing information panel makes it look too busy.	4/9/2014 9:08 AM
27	Keeping it contained.	4/9/2014 8:11 AM
28	Nice height. And style	4/7/2014 7:15 PM
29	This appears to be a reasonable although it is difficult to tell how large and tall it is.	4/7/2014 5:44 PM
30	Better height.	4/7/2014 4:43 PM
31	Too small. Are you serious?	4/7/2014 2:30 PM
32	This sign is not as objectionable as #19; however, it is too "busy." Limit the number of stores to 3 or 4 and use more attractive "organic" or "historic" design elements.	4/7/2014 1:44 PM
33	Not too large, good points for style, good color, to the point, fits several signs in smaller area with recognizable logos. Nice blend of materials in sign. Low points for scruffy landscaping.	4/7/2014 1:21 PM
34	Reasonable sign that blends somewhat into the environment - as long as it is NOT too tall	4/7/2014 11:49 AM
35	A bit busy and distracting to drivers trying to read each sign.	4/6/2014 10:41 PM
36	Too many shapes	4/6/2014 10:00 PM
37	Tolerable.	4/6/2014 6:48 PM
38	Busy.	4/6/2014 5:46 PM
39	This is fine.	4/6/2014 5:25 PM
40	Difficult to read although it catches your eye	4/6/2014 5:12 PM
41	Not liking the side by side signs in a 'package" sign. Seems old and crowded.	4/6/2014 4:47 PM
42	Ugly, cluttered and difficult to read at high speed.	4/6/2014 7:22 AM
43	Even more difficult to read	4/5/2014 6:30 PM
44	too many distinct colors, shapes, sizes.	4/5/2014 5:13 PM
45	Don't like how there is not separation between the business, and how it has their logo instead of their name.	4/5/2014 3:29 PM
46	Even though it is a package, the signs are not uniform.	4/4/2014 7:19 PM
47	I appreciate the "creative" attempt with the curved vertical lines, but my eye goes to that portion of the sign first, rather than the businesses listed, which are busy in & of themselves due to varying sizes, and shapes, and colors of each business sign. Too hard to read due to all that is going on.	4/4/2014 5:43 PM
48	I don't like the metal-looking things, but overall it is aesthetically pleasing and the store names are easy enough to read. The sign isn't too tall, which is good. I don't like the "Firestone" font at all. It looks outdated.	4/3/2014 7:45 PM
49	Better, but same thing.	4/3/2014 5:58 PM
50	Same comment as above but without the led lighting. Scale and materials seems better in this one too.	4/3/2014 2:11 PM
51	uncluttered	4/3/2014 10:34 AM
52	Still too much	4/3/2014 9:47 AM
53	I-25 Sign Plan Appendix	4/3/2014 8:26 AM

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ID	Comment	Date/Time
54	See above. Also, too wide.	4/2/2014 10:43 PM
55	Ugly and trendy now, will be ugly and passé soon enough.	4/2/2014 10:08 PM
56	A bit better with less advertisements.	4/2/2014 9:39 PM
57	Cluttered, tacky, no standard	4/2/2014 9:08 PM
58	Too many colors. I like 319 better.	4/2/2014 8:49 PM
59	better than image 19 but still a little large	4/2/2014 8:36 PM
60	Cluttered looking.	4/2/2014 6:14 PM
61	Still too many	4/2/2014 6:04 PM
62	Height is better, company logos at least are smaller.	4/2/2014 5:30 PM
63	too busy	4/2/2014 5:14 PM
64	Confusing	4/2/2014 5:11 PM
65	a little too much	4/2/2014 5:05 PM

Q21 Considering the question posed atop this page, please rate Image 21 to represent your views about sign density.

Answered: 154 Skipped: 2



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	0.65% 1	5.84% 9	16.23% 25	22.73% 35	54.55% 84	154	4.25

#	Can you provide any details about why you like or dislike the image?	Date
1	Looks like a small town sign.	4/30/2014 6:43 AM
2	Messy.	4/29/2014 6:23 PM
3	Ugly	4/29/2014 4:12 PM
4	Too many signs	4/27/2014 3:52 PM
5	Yuck. Too much going. Looks cheap.	4/26/2014 8:54 PM
6	Cluttered, no common theme, boring design. Yes, I know they are separate businesses.	4/25/2014 1:43 PM
7	fits in with the building.	4/25/2014 9:26 AM
8	Too many signs for businesses that are very close together. I like the "group" signs better.	4/24/2014 8:25 PM
9	Too plain	4/24/2014 3:01 PM
10	crap. put it on the building.	4/24/2014 7:58 AM
11	too many signs	4/20/2014 6:12 PM
12	I dislike the feel that there is a sea of signs, one after the other, especially at this height. If these signs were 1/4 of their height and wood framed, they would be okay.	4/14/2014 7:39 AM
13	Very flashy	4/12/2014 3:49 PM
14	Don't like bright pole signs	4/12/2014 3:49 PM
15	pole signs are ugly	4/11/2014 8:52 PM
16	It looks cheap and too tall!!!!	4/11/2014 2:13 PM
17	It's fine - sometimes the height is good to find a place from a distance. I don't mind the color if it's their trade dress - but I think they should have wrapped the pole to make it more pleasing.	4/11/2014 12:28 PM
18	Ugly looks like done on tight budget	4/11/2014 8:26 AM

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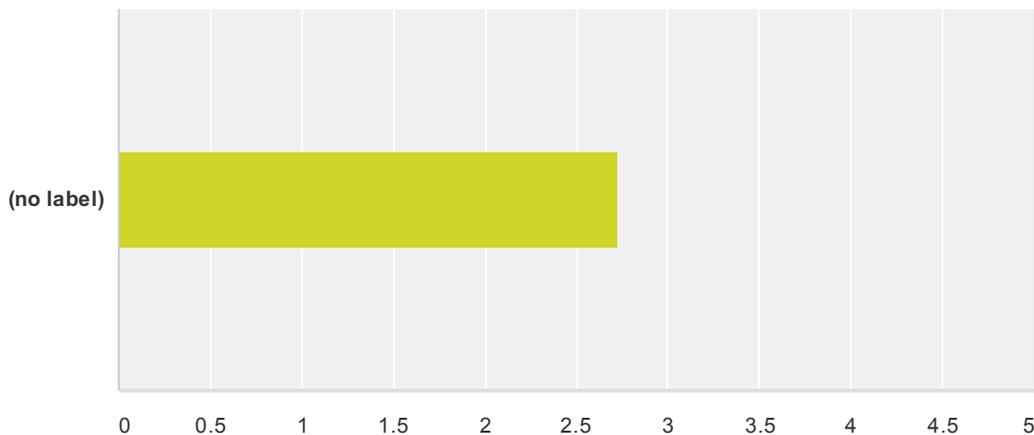
ID	Comments	Date/Time
20	There needs to be a height restriction on signs. Why can't this be a small sign in front of the car wash?	4/10/2014 6:27 PM
21	Looks cheap, gaudy.	4/10/2014 7:52 AM
22	Too many individual signs.	4/9/2014 9:08 AM
23	Could have incorporated the sign into the structure and still got the message across.	4/9/2014 8:11 AM
24	Too tall	4/7/2014 7:15 PM
25	Tall and gaudy - hopefully limits will not allow this although to some extent it is reasonable	4/7/2014 5:44 PM
26	You are really struggling with ideas. Give me a break.	4/7/2014 2:30 PM
27	Again, an individual sign would be fine if the design elements are appropriate for Castle Rock, i.e., organic or historical design. This is awful - too commercial with no sense of design. For example, a shopping area could include several individual, low-profile signs that use a pretty design befitting the culture of our town.	4/7/2014 1:44 PM
28	Tacky large block letters, Don't have to worry about people missing that big red pole. More cluttered signs in background.	4/7/2014 1:21 PM
29	Too tall, other than that this would be a reasonable sign	4/7/2014 11:49 AM
30	Just put your name on your store front! Create an app instead!	4/6/2014 10:41 PM
31	They are ugly.	4/6/2014 5:46 PM
32	Too tall, too garish, and terrible on top of a pole. Lower it and attach it to the building.	4/6/2014 5:25 PM
33	Yuck, doesn't blend into surroundings, too tall and colors are too bright	4/6/2014 5:12 PM
34	Too many free standing signs. Looks old, crowded and ugly.	4/6/2014 4:47 PM
35	Too many of these make the roadway a mess to look at.	4/6/2014 7:22 AM
36	Looks cheap	4/5/2014 6:30 PM
37	single, simple sign to capture all businesses will reduce clutter.	4/5/2014 5:13 PM
38	Scattered signs, no unity.	4/5/2014 3:29 PM
39	These do the job but add nothing aesthetically to the area.	4/4/2014 7:19 PM
40	Really dislike "pole" signage. YUCK!!	4/4/2014 5:43 PM
41	This is horrible. Very tacky with all the signs in different places and the colors.	4/3/2014 7:45 PM
42	Potentially blocks views of Castle Rock area features.	4/3/2014 6:19 PM
43	This is better than the same old logos that are easy to ignore while driving by.	4/3/2014 5:58 PM
44	Puke...	4/3/2014 2:11 PM
45	no uniformity - cluttered -	4/3/2014 10:34 AM
46	Too high	4/3/2014 9:47 AM
47	Boring, do not like the tall post	4/3/2014 8:26 AM
48	Dated, less control over look of signs, ugly colors	4/2/2014 11:16 PM
49	Outdated.	4/2/2014 10:43 PM
50	Make this bigger and you'll feel like you're in Houston, one of the least visually attractive cities I've ever seen.	4/2/2014 10:08 PM
51	Too many separate signs...trashy	4/2/2014 9:39 PM
52	The Town wouldn't allow residents in a single family home to install something so ugly and garish - similar standards should apply to commercial	4/2/2014 9:08 PM
53	NO! Too many different signs in one complex/business area. Consolidate the signs like in 19.	4/2/2014 8:49 PM

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54	Using this image, I can see the benefit of multiple signs on one board.	4/2/2014 5:00 PM
55	Easy to differentiate.	4/2/2014 6:14 PM
56	Yuk	4/2/2014 6:04 PM
57	Tacky Put on building	4/2/2014 5:34 PM
58	Dislike multiple individual signs unless they are directly on existing building/business.	4/2/2014 5:30 PM
59	looks "messy"	4/2/2014 5:14 PM
60	Too big and too much info	4/2/2014 5:11 PM
61	too many signs in small area	4/2/2014 5:08 PM
62	reminds me of small towns with no money	4/2/2014 5:06 PM
63	too many	4/2/2014 5:05 PM

Q22 Considering the question posed atop this page, please rate Image 22 to represent your views about sign density.

Answered: 149 Skipped: 7



	1 = Like	2	3 = Indifferent	4	5 = Dislike	Total	Average Rating
(no label)	18.12% 27	32.89% 49	22.82% 34	10.74% 16	15.44% 23	149	2.72

#	Can you provide any details about why you like or dislike the image?	Date
1	Visibility	5/1/2014 8:51 AM
2	matches scale of building and color is attractive	4/30/2014 3:47 PM
3	sign on store is fine	4/30/2014 9:15 AM
4	Too much signage. I am driving and should not be reading.	4/30/2014 6:43 AM
5	Not sure, maybe...	4/29/2014 6:23 PM
6	Seems fine.	4/29/2014 4:12 PM
7	Blends in, doesn't really add too much clutter to the view	4/27/2014 3:52 PM
8	Uniformity is nice, but that's a lot of signs	4/26/2014 8:54 PM
9	Too many parts to the signage. This would not present a favorable image of Castle Rock.	4/26/2014 3:05 PM
10	Eye appealing. Could be too cluttered depending on what the text says.	4/25/2014 1:43 PM
11	Who has time to pay attention to all the orange crap.	4/25/2014 9:26 AM
12	I've seen versions of this type of sign. If done well, I think they're fine (meaning, they're visible, but yet not obtrusive to the surrounding area), It would prevent the signs from going to too great of a height.	4/24/2014 8:25 PM
13	is this some kind of marathon where you have orange mile markers every so often? please.	4/24/2014 7:58 AM
14	The "Lowe's" is OK. Don't like the stand alone orange signs	4/20/2014 6:12 PM
15	Its drawing attention to the back of the store where its not as "presentable". Too many red signs, it is distracting when driving and too cluttered	4/19/2014 8:30 AM
16	The Lowe's lettering on the side of the building is fine, but I do not like the orange signs. There are too many!	4/14/2014 7:39 AM
17	Low to the ground, not intrusive on the horizon	4/12/2014 3:49 PM
18	I-25 Sign Plan Appendix like consistent size color and font	4/12/2014 3:40 PM

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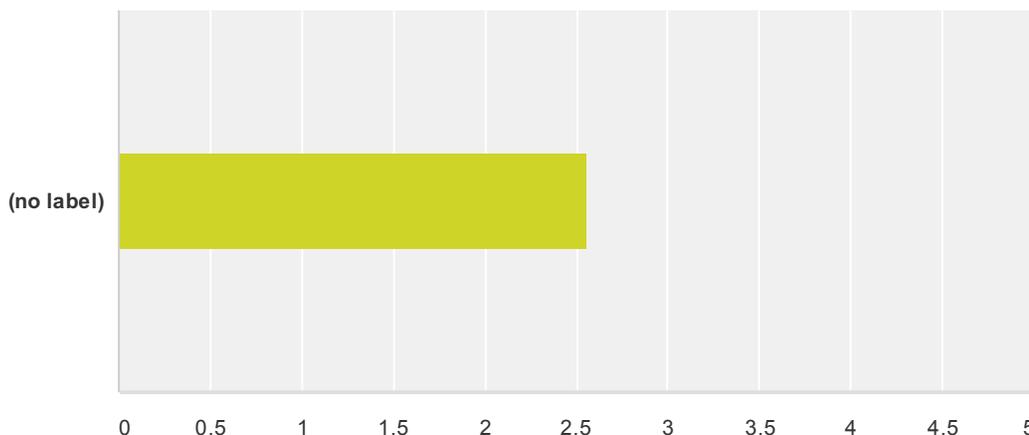
ID	Line Comment Size Color and Font	Date/Time
19	if signs were in stone and attractive it might be ok, but red metallic signs here are dominating the visual identity of the space and are ugly	4/11/2014 8:52 PM
20	It's fine - but again in my opinion a waste of a lot of expense when they could have put up one message center to accomplish virtually the same thing as having a ton of monuments that never change.	4/11/2014 12:28 PM
21	Don't like posts look	4/11/2014 8:26 AM
22	Not sure what the orange blocks are for but I am commenting on the "Lowe's" sign which I like.	4/10/2014 6:27 PM
23	More subtle, and less obtrusive	4/10/2014 7:52 AM
24	Too many individual signs. Unlike image 21, at least the individual signs have a common theme.	4/9/2014 9:08 AM
25	How many signs do you actually need?	4/9/2014 8:11 AM
26	Very reasonable aesthetically although of questionable value to the business. Doesn't provide much value in identifying the location and what the business is at a glance	4/7/2014 5:44 PM
27	The pillars are obnoxious.	4/7/2014 4:43 PM
28	Not bad except for the orange towers. They look distracting.	4/7/2014 2:30 PM
29	The lettering on the store is low profile and blends with the building. The multiple orange signs are unacceptable – too much signage and very distracting to drivers.	4/7/2014 1:44 PM
30	Believe this is back side of lowes, next to I25 up north, The back side of castle rock lowes looks much better, thanks to town council pushing & financial help. Although C.Rock lowes backside landscape is neglected. Considering location this signage is not obtrusive. Although this picture, they should lose all the red banners, they look repetitive & loud.	4/7/2014 1:21 PM
31	Like the limited height and is not too offensive, questionable as effective for the business owner though	4/7/2014 11:49 AM
32	Too many	4/6/2014 10:00 PM
33	too many signs for one business	4/6/2014 8:23 PM
34	Don't like the use of big words on the sides of buildings as signage -- inconsistent and difficult to read from the interstate,	4/6/2014 6:48 PM
35	Simple. Easy to read. Rather attractive.	4/6/2014 5:46 PM
36	Would like to see fewer of the upright signs, otherwise, ok.	4/6/2014 5:25 PM
37	Reasonable size, draws attention to business but not an eye sore	4/6/2014 5:12 PM
38	Not sure I know what I should be looking at? Should I be looking at the individual orange vertical signs or the Lowe's sign?	4/6/2014 4:47 PM
39	Clean and neat even though a single sign.	4/6/2014 7:22 AM
40	plain and simple	4/5/2014 6:30 PM
41	Multiple signs....don't like it.	4/5/2014 5:13 PM
42	Even though signs are scattered, I like that the color is the same for all the signs, it provides unity amid business with different logos, colors, fonts, etc.	4/5/2014 3:29 PM
43	Too many signs to read.	4/4/2014 7:19 PM
44	Unable to discern from this photo what the orange vertical signage is offering as far as info. So, must ask if it is then effective. At least it is simplified, which I appreciate. Also like the simple letters attached to building with NO "background" color behind letters.	4/4/2014 5:43 PM
45	Too many signs next to the building.	4/4/2014 11:23 AM
46	The Lowe's sign is okay, but the rest of it is tacky.	4/3/2014 7:45 PM
47	This would catch my eye more because it's on its own... not hidden by several other retailers' signs.	4/3/2014 5:58 PM
48	Can't really tell what all the red vertical elements are, but they are not appealing.	4/3/2014 2:11 PM

Castle Rock I-25 Sign Plan

ID	Comment	Date/Time
50	Lower and more low key....the best yet	4/3/2014 9:47 AM
51	smaller, landscaped...more in tune with CR	4/3/2014 8:26 AM
52	Uniform look, does not block views as much	4/2/2014 11:16 PM
53	"Lowe's" is fine. Not a fan of the orange.	4/2/2014 10:43 PM
54	Ugly, but at least not huge. This style is already becoming passé.	4/2/2014 10:08 PM
55	Non-free standing signs (names on buildings) are least offensive alternative	4/2/2014 9:08 PM
56	I like the uniformity of these signs, and the fact that all corporate logos are in white, reversed out on the red signs.	4/2/2014 8:49 PM
57	For a big box, it's understated - I like that better	4/2/2014 8:36 PM
58	Only readable sign is on the building.	4/2/2014 6:14 PM
59	Too many all spread out, yuk	4/2/2014 6:04 PM
60	What are all those red signs? Too busy/ugly	4/2/2014 5:30 PM
61	Allows time to process each business as you are driving	4/2/2014 5:15 PM
62	Understood and understated--good	4/2/2014 5:11 PM
63	I give it a 2 but will depend on what is written on those small red signs	4/2/2014 5:06 PM
64	too many	4/2/2014 5:05 PM
65	Multiple signs and hard to read at highway speeds. Unnecessary with the Comp. Development sign by Lowes.	4/2/2014 6:28 AM

Q23 You can see diverse views and existing land uses along the corridor, and you may envision additional land development in the future. How strongly do you feel different “zones” exist along the corridor when thinking about signs?

Answered: 151 Skipped: 5



	1 = Agree	2	3 = Indifferent	4	5 = Disagree	Total	Average Rating
(no label)	27.15% 41	29.14% 44	19.87% 30	8.61% 13	15.23% 23	151	2.56

#	Can you provide any details about why you agree or disagree?	Date
1	The areas along the corridor have different vibes- what might look good in the downtown corridor might not work as well near the Meadows/outlets.	5/9/2014 4:02 PM
2	Do not want a cluttered landscape, and obstructed views of our gorgeous mountains.	5/1/2014 8:53 AM
3	Castle Rock has an inviting small town feel. We moved here because we were attracted to this caring community. We also LIKED that we had a sign ordinance in place to keep this an attractive place...please look out for the citizens of Castle Rock! Thank you!	4/30/2014 3:50 PM
4	With big business and big box comes more revenue which is good. Big signs that are made for big cities do not have to come with them. The stores are generally smaller, and so should their signs. The signs should be a balance of our small town feel, landscape and dark sky's. If it does not, it ruins the reason we moved away from the big city to a small town. The lighted signs are fine on a limited basis and if they are size appropriate and not everywhere. This is not Las Vegas, so let's keep it that way!	4/30/2014 6:47 AM
5	It's better to have some organization. I drive down Parker Rd and it's confusing. There's no style, no interest, just shops just plopped here and there.	4/29/2014 6:27 PM
6	I prefer a consistent look through Castle Rock.	4/29/2014 4:13 PM
7	Near the outlet mall we expect more signs, but as we're driving along front street it's better to have more of a residential feeling.	4/27/2014 3:52 PM
8	What? We don't understand this question.	4/26/2014 8:55 PM

Castle Rock I-25 Sign Plan

	Castle Rock, and even with future growth, will be a small enough town that it should be considered one zone for signage purposes. I believe someone driving the corridor will have one impression of Castle Rock. If the signage is consistent in style, class, reasonably sized and not digital/LED, it will leave a favorable impression of our town and its desirable location. Let us not screw it up.	7/20/2014 8:07 PM
10	I think LED signs are the wave of the future, but I don't think we should have them lining I-25 or any other street. That would look too much like Las Vegas. A few are OK, but I think the Castle Rock Imports sign near I-25 & Meadows Parkway is silly for such a small business. Bubbles sign is detracting due to the colors they use. One LED for Medved complex vs. many small ones would be preferable to me, IF we must have one down there. I think LED at Outlet Mall is too big. I would prefer to see integrated area signage for Promenade rather than a bunch of single business signs with no common design theme.	4/25/2014 1:48 PM
11	Not sure what to think on this one.	4/25/2014 9:26 AM
12	It's a fact that Castle Rock is growing. We depend on tourism and sales tax. If we can make it easier for people to find what they're looking for, and encourage them to stay and play in Castle Rock, it is better for the town.	4/24/2014 8:26 PM
13	I grew up in a small town, Ojai, CA, that only allowed monument signs without any backlighting. All signs were lit with flood lights. Signs looked similar, but you never felt overwhelmed by the giant freeway pole signs or video signs. Keep it simple and keep the small town feel.	4/24/2014 3:03 PM
14	There are entire states like Virginia, North Carolina, Maryland and others that do not permit any signage along the roads. businesses still thrive. this is ridiculous. end up looking like a truck stop. put this garbage to bed.	4/24/2014 7:59 AM
15	It would be nice to see the signs have some consistency and be done tastefully, keeping Castle Rock's Town values in mind.	4/21/2014 4:49 PM
16	All signage should be tasteful and consistent to preserve our small town feel	4/20/2014 6:14 PM
17	There is different terrain so different sign zoning should exist	4/19/2014 8:31 AM
18	There is absolutely no signage telling people about Downtown Castle Rock. The only signage available is for the outlets and big box retailers. More signage should be added directing people to get off on Wolfensberger and into Downtown.	4/14/2014 2:36 PM
19	There are definitely different zones of development along the I-25 corridor. I do not object to different zones; however, I hope as more commercial development occurs, that there is not a proliferation of tall, distracting, unattractive and brightly lit signs along I-25 and elsewhere in town. I strongly prefer signage that is one building story in height or less; that has an historic, retro or artsy look; that is made of natural materials (wood, stone); and that has a style and character in keeping with a small town feel. Castle Rock has a rural western history. I would love to see signage with the look of a small western or mountain town and not to see our town overtaken with signage that screams suburban sprawl and big-box development.	4/14/2014 7:52 AM
20	Along the highway from Sky Ridge to Castle Rock, you can tell where the businesses are and I don't want to see it - I don't mind the green signs talking about the businesses, but I don't want logos, electronic signs or big, flashy signs	4/12/2014 3:51 PM
21	Just don't want a whole series of tall, garish and brightly colored signs that obscure the horizon and our mesas and The Rock	4/12/2014 3:50 PM
22	The only thing that is really needed are DOT highway signs that notify drivers what exit businesses are at. Add more DOT signs and eliminate need for pole signs. DOT signs already exist although there aren't enough spaces. They are simple and effective and consistent.	4/11/2014 8:55 PM
23	I do not want to see anymore obnoxious message changing boards like the Outlet Mall. That does not fit the landscape and needs of Castle Rock.	4/11/2014 2:14 PM

Castle Rock I-25 Sign Plan

47	Yes - there are some different zones. Generally, I think the town has done a good job in evolving their view of newer technology and allowing signs so that businesses can survive - while at the same time keeping it reasonable in terms of height and size. I don't mind the outlet sign at all unless it's blasting bright at night - it actually is interesting and attractively done. It brings a fresh look to town that seems enticing along with the enticement of our natural surroundings. It's a good mix. I think the key is having nice full color signs that look like tv screens if they are larger. The smaller ones that are text only are fine with simpler colors. I think they change a good interval that isn't obnoxious but still get enough messages out. I like signs that attract people into town to stop and visit and keep our businesses alive. I like when the signs can promote our community events. I even think the "at this exit" signs should be color electronic - and more enticing than blue and white with simple logos. More businesses would pay to be on them - which would increase revenue and still give more smaller companies the exposure they need. I would like Castle Rock to be the first town in Colorado to implement that kind of effective business-supportive technology. Thanks.	7/1/2014 12:00 PM
25	Castle Rock has mostly businesses along the interstate and some apartment/housing. Most housing is not going to want to be on the corridor because of traffic noise so I think it is best to have businesses closer to the interstate. Too much signage is overwhelming and drivers will then tend to ignore most. There needs to be a balance and not overwhelm. I don't want the scenery completely blocked with an ugly sign	4/11/2014 9:46 AM
26	If signs interfere with the beautiful views I don't think they should be allowed. I also like to see some open space instead of one long strip mall	4/10/2014 6:45 PM
27	I feel there should be different zones because I want the landscape to be unspoiled as I'm driving along. Once I hit actual city limits, i.e. the industrial zones, then it's ok to have small, classy signs.	4/10/2014 6:29 PM
28	I think it's fair to say however signs should seek as much as possible to blend or "match" with the zones they are in. I realize this may seem counter-intuitive since one purpose of a sign is to stand out in some way, but I've seen signs that were just garish and did not fit well with the immediate surroundings.	4/10/2014 11:56 AM
29	Some have fewer and seem more industrial, others seem more commercial.	4/10/2014 11:15 AM
30	CDOT's concept of category signs as you approach major interchanges are useful. Large signs with 10-15 businesses are useless and distracting-actually unsafe at highway speeds which is what we're talking about. I hate electronic signs, especially the glaring LED type such as at the Outlet Mall. Very distracting at night, especially during bad weather. Signs should be simple and area around them should be landscaped to blend into the surroundings.	4/10/2014 9:32 AM
31	We have the "quaint" downtown zone that we should differentiate from the Outlets, and the planned Promenade project, as well as the auto zone, where MedVed is located. We also currently have the zone where Wal-Mart and Home Depot and the myriad restaurants are located, which is another commercial zone of the town.	4/10/2014 7:57 AM
32	Do I feel different zones? I feel the question is poorly worded.	4/10/2014 7:54 AM
33	I think it is important to develop standards that balance the image that the community wishes to maintain with the needs of businesses, motorists, and shoppers. Above all, zones by highways should focus on providing basic information with the least amount of distraction to the motorist. You can't shop if you end up crashing your car. And keep in mind that people have smart phones and can figure out what an area provides and how to get there. The blue signs that show what gas stations, groceries, etc at each exit are not needed in an area like Castle Rock.	4/9/2014 4:29 PM
34	The northern part of Town is more commercially oriented than the area south of Plum Creek Parkway.	4/9/2014 9:09 AM
35	There are a variety of different signs along the corridor, heights, styles and there is no uniformity.	4/9/2014 8:13 AM
36	May be more dense retail and the signage may be needed to attract the right business.	4/9/2014 7:51 AM
37	The topography changes a lot, as well as the age and character of the neighborhoods. Also think about what would seem more welcoming on the north end of Town to people coming from Denver and points north versus what people coming from Colorado Springs and points south might find appealing.	4/8/2014 9:37 PM
38	While there are different land use zones a common sign policy and common sign materials would show town unity ,style and even beautify some areas.	4/7/2014 7:20 PM
39	Creating different zones for business and residential areas should definitely be undertaken. Residential areas should be protected from business signage.	4/7/2014 5:46 PM

Castle Rock I-25 Sign Plan

40	I'm not totally understanding the question.	4/7/2014 4:33 PM
41	we are one town. Not different 'zones' of a dissected town.	4/7/2014 4:33 PM
42	Varied use of land, near or far from exit/entrance access to highway and location of business, intrusiveness of overall sign plus business within the community.	4/7/2014 4:13 PM
43	I'm sure there will be more subdivisions and shops along the corridor, however don't turn our small town feel into Centennial or Lone Tree!	4/7/2014 2:32 PM
44	Although I appreciate that some "zones" may be more commercial than others, I strongly advise the Town to develop consistent design guidelines regardless of the size and density of commercial areas. We need a "brand" that fits with the rural beauty and historic setting of the Town. All signage should subscribe to this brand to the best extent possible. The only departure I can envision is the type of building signage presented earlier for Lowe's and Target; however, that signage should be discreet and blend well with the building design.	4/7/2014 1:50 PM
45	Topography alone will create different zones, and type of development will result in different land uses. Look at the attractive 144th ave bridge over I25, in Westminster, and the landscaping along I25 in front of the Orchard Town Center north of the bridge west side of I25. this is how beautiful looks in a enduring Colorado landscape next to commercial development. Take the time to pay attention to the details, put emphasis on design, and beautiful drought tolerant enduring landscapes, and attractive materials, like stone & stucco. I heard the tech business leader say in the council meeting, they wanted not only space, but attractive space.	4/7/2014 1:44 PM
46	Breaking the area into commercial and residential areas. Areas that are residential or close to residential areas should have additional restrictions to not be offensive to home owners. LED signage should NOT be permitted in either zone.	4/7/2014 11:53 AM
47	I would hate to see a littering of signs along I25. I think the signs need to be incorporated with architecture and landforms and placed in retail/commerce nodes.	4/6/2014 10:02 PM
48	I don't understand the question. What is meant by "zones".	4/6/2014 6:48 PM
49	A driver's field of vision changes with terrain, level of roadside development, and volume of traffic entering and leaving highway.	4/6/2014 5:48 PM
50	I have seen what I-25 and Founders has become and hope you don't let it happen again in other parts of Castle Rock	4/6/2014 5:28 PM
51	Business areas vs residential and natural areas should be treated differently. In addition, business areas should NOT be offensive to existing residential and natural areas. Residential and natural areas should NOT be subject to seeing very tall or gaudy LED signage. LED signs should be minimized and only available in small sizes that are not distracting to people or areas. Personally I find the outlets sign distracting at night when driving on the freeway - it is too large and the colors on the sign are often too bright.	4/6/2014 5:16 PM
52	Very strongly that I see different sign varieties and size throughout the corridor. Almost as if the more money paid by the corporation the more leeway they are given for the advertising. Take IKEA on I25 and County Line Rd for example. They were allowed to push the boundaries and get exceptions.	4/6/2014 4:54 PM
53	It's a mix and if signage is not controlled it will be an "UGLY" mix.	4/6/2014 7:23 AM
54	1 style all the way.	4/5/2014 5:14 PM
55	There are different zones, but I think they should be more unified. The old tall logo signs down by Wilcox make it feel like a different part of town.	4/5/2014 3:30 PM
56	I never thought of the areas along I-25 as being different zones, but now that it has been pointed out in the video, I agree.	4/4/2014 7:21 PM
57	Unsure I understand the question.	4/4/2014 5:45 PM
58	If you allows toomany signs or too big of signs the developers will increase he numbers/size. Their corporate structure and mantra is that they would rather ask forgiveness than permission and Castle Rock has been way, way, way too lax with them. Our charm is diminishing far tooquickly.	4/4/2014 1:55 PM
59	I'd rather see the signage on I-25 through Castle Rock have a similar look. Can't really change the signs that are already up at various businesses along the corridor, but going forward we can be more uniform.	4/4/2014 11:25 AM

Castle Rock I-25 Sign Plan

60	more signs make sense in the more heavily congested/developed parts of town. I wouldn't want as many signs in the more residential and less congested areas.	7/3/2014 7:37 PM
61	I'm hoping it can all look nice and not shabby... I think about the city of Aurora and how it developed... it's still a low-end area after 30 years. I hope Castle Rock takes the time to make things look nicer and stay nicer so we can have a community that is set apart from others, not just a suburban area you might see anywhere in America.	4/3/2014 5:59 PM
62	If by "zones" you mean for example areas of commercial, residential, industrial, landscape / scenic, then yes these zones to exist, but no matter the zone, there is never an excuse to construct poorly designed signage that may be a safety hazard to drivers, not in context with community or surroundings, detract from scenic areas, convey a commercial feel to a residential zone, or any other list of design sins.	4/3/2014 2:18 PM
63	commercial activity should be grouped	4/3/2014 10:35 AM
64	Approach should be consistent	4/3/2014 9:48 AM
65	I feel more strongly about zones if "ugly" signs will be allowed - will only want those allowed in certain zones. Would also want to avoid blocking the best views of the rock and the mountains.	4/3/2014 8:46 AM
66	Whether these zones exist or not, the whole town should be thought of as Castle Rock and be treated as such. We have this stretch on the highway, all of the signage should stay as consistent as possible...too many signs, with varying degrees of style and such would make CR look more like a big city, which we are not	4/3/2014 8:30 AM
67	one zone for all of castle rock	4/3/2014 2:31 AM
68	I like how the zones break up different parts of town, for example Wilcox "zone" has a much different feel from the "Meadow" zone and I prefer it that way.	4/2/2014 10:44 PM
69	This was a depressing survey. Say goodbye to one more thing that was somewhat different and unique about Castle Rock.	4/2/2014 10:10 PM
70	The town space should be considered the same. There is far too much commercial develop and traffics issues around founders/meadows parkway.	4/2/2014 9:38 PM
71	Signs are signs	4/2/2014 9:21 PM
72	Would like to see good planning. Don't care if it's mixed use, or separate, as long as it is effective and appropriate.	4/2/2014 9:18 PM
73	It would be nice to have all new signs a bit consistent and not in your face.	4/2/2014 9:16 PM
74	Different zones for aesthetics shouldn't exist, if we are trying to promote the feeling of a planned community.	4/2/2014 9:09 PM
75	I don't really understand this question or know what you are asking.	4/2/2014 8:50 PM
76	To maintain the current "feel" of Castle Rock, I believe all signs of any size must be restricted to immediately adjacent to the highway. Once having exited, small signs can then direct to the individual locations. For example: If the Outlet Mall were on the west side of Lowes, the only place for their large electronic sign would be adjacent to the highway, not on their actual location. No towering sign should be allowed further from I25 than the east side of Front street is currently.	4/2/2014 6:21 PM
77	Castle Rock is one community and should be treated as such. There is only one City Council for the one city of Castle Rock	4/2/2014 5:49 PM
78	Signage should be as uniform as possible throughout a town	4/2/2014 5:31 PM
79	never gave that one ounce of thought before	4/2/2014 5:14 PM
80	Necessary for competitive advertising but needs standards	4/2/2014 5:13 PM
81	south end has less businesses so not as congested for signs.	4/2/2014 5:10 PM



**Planning Commission Regular Meeting
July 10, 2014
Minutes**

Chair Fronczak called the meeting to order at 6:02 p.m.

Roll Call:

Commission Members Present: Commissioners Michael Fronczak (Chair), Mark Luongo (Vice Chair), Max Brooks, William Randolph, and David Kay (arrived at 6:12 p.m.)

Commission Members Absent: Commissioners Donald Eby and William Placke

Town Council Members Present: None

Staff Members Present: Heather Lamboy, Assistant Director, Development Services
Jason Reynolds, Planning Manager
Marty Hudson, Long Range Project Manager
Matthew Benak, Water Resources Manager
Tim Friday, Assistant Utilities Director
Melinda Pastore, Sr. Office Assistant
Andrea Trujillo, Recording Secretary

Certification of Meeting:

Staff confirmed that notice of this meeting and the agenda had been posted and witnessed in accordance with the requirements of the Open Meetings Law.

Approval of Minutes – June 26, 2014 Regular Meeting: (6:04 p.m.) Commissioner Brooks moved to approve the minutes as written. The motion was seconded by Commissioner Fronczak.

Passed: 4-0-0

Public Hearing Item: Citadel Station Castle Meadows URA Plan:

Motion: (6:05 p.m.) Commissioner Fronczak moved to continue the Citadel Station Castle Meadows URA Plan presentation to the August 14, 2014, 6:00 p.m., meeting of the Planning Commission. Commissioner Luongo seconded the motion.

Passed: 4-0-0

Public Hearing Item: I-25 Sign Plan Adoption: (6:06 p.m.)

Mr. Marty Hudson, Long Range Project Manager, presented. The staff report and PowerPoint presentation were entered into the public record. Mr. Hudson provided an overview of the I-25 sign plan. There was an outreach process, which included input from the business community, residents and Town staff. The plan is intended to reflect the community feedback received during the process. The proposed plan is a guiding document for private signs along I-25. The plan includes sections on sign scale, density, lighting, materials, and legibility from the Interstate. Staff recommended that Planning Commission recommend approval of the sign plan to Town Council.

Applicant Presentation: (6:09 p.m.) Ms. Jody Snyder and Ms. Patty Myers, from Baker, Inc., the consultants on the project, presented to the board two goals after meeting with Town Council and Planning Commission in March:

1. Engage a variety of stake holders in the process.
2. Develop a range of aesthetic guidelines that are acceptable to the community.

The guidelines for the proposed plan for private signs along I-25 are:

- Sign scale in proportionate to buildings and other signs
- Density sign clutter at a minimum; use of cluster signs recommended
- Lighting at a minimum including LED signs; less distraction for traffic
- Natural materials used on signs
- Architecture of signs similar to business
- Simplicity and legibility from Interstate 25

The Commission asked how the business community was represented during the process. Staff responded that feedback was sought through the Castle Rock Economic Development Council (EDC), which included forty members of the business community. Staff reached out to the Chamber of Commerce and also had some of the development community involved in the process. The Commission commended the outreach efforts and commented that the principles seemed to reflect the community input. The Commission asked how the guide would be enforced if it's not codified. Staff responded that the guidelines could be provided to developers, along with encouragement for them to follow the guidelines; however, they might face opposition from the public if they move a project forward that ignores them. Staff noted as a follow-up to the plan, the decision makers could also direct staff to look at incorporating the guidelines into the sign code. The guidelines could also be incorporated into a set of PD zoning regulations. The Commission asked if the lighting in the plan was consistent with the goals of the Town's lighting code. Staff responded that the Town's code does allow sign lighting by ground mounted lights as long as they have shielding to prevent light spillover and glare. The Commission asked if the plan could include follow up to codify or add view sheds. Staff explained that it could be part of a motion or it could be part of the Commission's work plan that gets approved by Town Council.

Public Comment: (None)

Motion: (6:58 p.m.) Commissioner Brooks moved to recommend approval of the I-25 Sign Plan to Town Council. Chair Fronczak seconded the motion.

Passed: 5-0-0

Commissioner Items:

- A. Quorum for Regular Meeting – July 24, 2014: Commissioner Randolph will be absent.
- B. Quorum for Regular Meeting – August 14, 2014: All Commissioners present plan to attend.
- C. Committee Reports: None

Director's Report: (7:00 p.m.) Mr. Jason Reynolds informed the Commission that the Use by Special Review for Crib Tales Photography was approved by Town Council. Ms. Heather Lamboy provided an update on the Douglas County comprehensive plan amendment process for Canyons South.

Adjourn to Study Session: (7:06 p.m.) Planning Commission adjourned to a study session on the Town's long-term water plan, presented by Mr. Matthew Benak, Water Resources Manager, Utilities Department.

Minutes approved by the Planning Commission on July 24, 2014 by a vote of 4 in favor, 0 opposed, with 2 abstention(s).



Planning Commission

Planning Commission Minutes
July 10, 2014