



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: October 5, 2026

Subject: Sign Ordinance Amendment – Town Sponsorship Signs

### **Background**

Virgin Town contracts with Michael Linares to operate the BMX track. When the lease agreement was approved it contemplated allowing Mike to place sponsorship signs at the facility. The agreement notes that signage is subject to regulations per town code (see attached exhibit). Attached is proposed language to amend the Sign Ordinance to allow for sponsorship signs at Town parks and facilities.

Note that broader language to allow sponsorship signs at all Town-owned facilities beyond just the BMX track is being proposed to provide for such signs for Town sanctioned special events.

### **Recommendation**

Staff recommends that Town Council review the sign amendment language and refer this matter to the Planning Commission for a recommendation.

Exhibit "B"  
BMX Track Lease  
Sponsorship Signage

4'x8' vinyl banners

Placed along interior track fence and top of berms/turns

Mounted with zip ties

\*Signage subject to regulations per Town Code

## **Sign Ordinance Amendment - Sponsorship Signs located at Town Parks and Facilities**

Signs representing individual, business, or non-profit sponsors of Town events and venues shall be allowed to be located at Town parks and facilities. Signs shall, generally, be 4'x8' in size and made of vinyl or other Town approved material. Signs may be fixed to fences or other town approved structures. Signs must be maintained in good repair. The Town reserves the right to remove any signs deemed in disrepair.