

**E-470 Public Highway Authority
Amended and Restated Policies Pertaining to
Specific Information Signs**

Approved and Adopted December 14, 2017

I. GENERAL PROVISIONS.

A. Purpose: To establish policies and to provide for the establishment by staff of requirements and procedures for the erection and maintenance within the E-470 right-of-way of specific information signs which provide directional information to the traveling public by which they may locate hospitals and other emergency facilities, lodging, food, automotive fuel, services, and destination cultural and recreational facilities for the traveling public's convenience and safety.

B. Definitions: As used in these Policies Pertaining to Specific Information Signs and in connection with requirements and procedures established by staff pursuant hereto, the following terms shall have the meanings assigned:

1. Applicant: A public entity or private entity or individual requesting the erection of an SIS in accordance with these Policies.
2. Authority: The E-470 Public Highway Authority.
3. Blue Sign: A type of Specific Information Sign advising of a business or other facility serving the traveling public and meeting the criteria set out in Section III.B, such as hospitals and other emergency facilities, lodging, food, and automotive fuel and services, which Blue Sign is limited to the name, brand name, trademark, logo or symbol, or combination thereof, of that business or facility and location information therefor.
4. Brown Sign: A type of Specific Information Sign advising of a facility of recreational or cultural interest which is a generator of traffic on E-470 and is open to the public for play, amusement, education, or relaxation that meets the attendance and driving miles criteria set out in Section III.C. A Brown Sign shall inform only in regard to the following facilities: natural phenomenon, historical site, site of cultural significance, amusement park, arena, natural or scenic beauty area, golf course, museum, area naturally suited for outdoor recreation, or zoological or botanical park.
5. CDOT Guide: The 2012 Guide Signing Policies and Procedures, as they may be amended by CDOT the from time to time.
6. Centerline of E-470: A longitudinal line that would be equidistant from the inside edges of the median separating the mainline lanes of E-470.

7. E-470: The E-470 public highway.
8. Green Sign: A type of Specific Information Sign advising of major accesses to a city, town, county, or facility which is a generator of traffic on E-470 meeting the criteria set out in Section III.A.
9. MUTCD: The Manual of Uniform Traffic Control Devices for Streets and Highways, current edition, Chapter 2J Specific Service Signs, Chapter 2I General Service Signs, and Chapter 2M Recreational and Cultural Interest Area Signs; and the Colorado Supplement to the Federal Manual Uniform Traffic Control Devices 2009, as adopted by the Colorado Transportation Commission effective December 15, 2011 and updated February 26, 2016.
10. Policies: These Amended and Restated Policies Pertaining to Specific Information Signs.
11. Specific Information Sign (SIS): A sign—either Green Sign, Brown Sign, or Blue Sign—placed or allowed to be placed by the Authority in the E-470 right-of-way in advance of an interchange exit, individually or in a collection, intended for the benefit and enlightenment of the traveling public.
12. State Signing Standards: Standard drawings and specifications adopted by the Colorado Department of Transportation (CDOT) as published in the 2017 edition of Standard Specifications for Road and Bridge Construction, Section 713, Traffic Control Materials, as they may be amended by CDOT the from time to time, and the CDOT Guide.

C. Delegation of Authority and Responsibility: By adoption of these Policies regarding the erection and maintenance of SISs, the Board of Directors of the Authority hereby delegates to the Authority's Executive Director the authority and responsibility to administer these Policies relating to SISs, to promulgate requirements and procedures related thereto, and to take any and all actions deemed appropriate in furtherance of these Policies and the operation of E-470 related thereto and grants to the Authority's Executive Director the authority to grant variances in accordance with the purposes of these Policies. The Executive Director may, in turn, delegate authority and responsibility therefor to other Authority staff. This delegation shall include, without limitation, determination of safe, useful, and aesthetic locations, sizes, colors, and lettering of the SISs, consistent with the MUTCD and these Policies. In the instance of a conflict, the provisions of these Policies shall prevail over provisions of the MUTCD.

II. GENERAL INFORMATION

In recognition of that fact that in certain locations and at certain times Applicants may request the installation of more SISs than the Authority considers safe, effective, or aesthetic, the Authority has the exclusive power and authority to approve or deny the installation of SISs,

determine the permissible number of SISs, determine the appropriate size of structures holding the SIS, prioritize the installation of SISs, determine the appropriate location for SISs at all points on E-470, and remove SISs. The appearance, placement location, and necessity of an SIS are within the sole discretion of the Authority's Executive Director, the Executive Director's designee, or any agent or contractor to whom responsibility for approval has been delegated or contracted. The Authority, at the sole discretion of the Executive Director or his or her designee, may also approve the erection, placement, and content of any general service signs consistent with the State Signing Standards and MUTCD.

By approving any SIS in accordance with these Policies, the Authority grants the Applicant a revocable license to display its SIS within the E-470 right-of-way in accordance with the terms and conditions of these Policies. The Applicant shall have no right to, title in, or expectation of those SISs, and the Authority reserves the right to decline to approve, decline to replace, or to remove any and all SISs at any time and for any reason in its sole discretion. The Applicant is hereby placed on notice that the Authority provides no right or guarantee that any approved SIS will remain in place for any period of time following the Authority's approval and erection thereof. Nothing herein should be interpreted as permitting any Applicant to erect, place, or maintain any SIS itself, and the Authority or its contractor or designee shall be the only entity authorized to conduct such actions as outlined in Section VIII hereof.

Neither the Authority nor its agents or contractors shall be responsible for lost, stolen, defaced, deteriorated, damaged, or destroyed SISs regardless of cause, including without limitation maintenance work of any type performed by the Authority, its agents, or its contractors. The Authority shall also have no responsibility to re-erect or repair any damaged, destroyed, or removed SIS regardless of cause. No SIS shall be erected on E-470 without the approval of the Executive Director or his or her designee.

III. BUSINESSES, ENTITIES, AND FACILITIES QUALIFYING FOR SISs.

At the time of the adoption hereof, the standards for installation of SISs are as follows; provided, however, Authority staff may alter or amend these standards as part of the delegation described herein.

A. Green Signs:

1. Public Entities: Public entities may request to be the subject of Green Signs of the type described in the definition thereof.
 - a. *Destination and Distance Supplemental Signing for Municipalities*: A municipality within 5 driving miles of the Centerline of E-470 may request the installation of a Type II Supplemental Sign, as such signs are described in the CDOT Guide, in accordance with the procedures outlined in Section VI hereof. If approval for a Type II Supplemental Sign is granted as provided herein, these signs are typically 24"x24" in size (see examples) and will be placed on exit ramps.



(Type 2 Supplemental)



(Type 2 Supplemental)

2. Other Facilities: Facilities of the following types may also be the subject of Green Signs if they meet the following minimum criteria:

Type of Generator	Criteria	
Colleges and Universities (including private institutions)	Total enrollment (not including students taking online classes)	4,000
	Maximum driving miles from Centerline of E-470	3.0
Military Bases	Number of assigned personnel	5,000
	Maximum driving miles from Centerline of E-470	5.0

B. Blue Signs: Only Applicants operating businesses or facilities located within 1.0 driving mile of the Centerline of E-470 and of the following types outlined in this Section III.B may be the subject of Blue Signs. If it is determined that no businesses of the following types exist within 1.0 driving miles of the Centerline of E-470, then businesses within 3.0 driving miles of the Centerline of E-470 of the following types may be considered. At such time that businesses or facilities are subsequently established within 1.0 driving miles of the Centerline of E-470, the Authority may remove signs of those businesses and facilities more than 1.0 driving miles from the Centerline in accordance with these Policies.

1. Hospitals and Other Emergency Facilities: Businesses or facilities which maintain licenses or approvals for definitive medical care by the appropriate State authority; provide 24-hour service, seven days a week; have emergency department facilities with a physician (or emergency care nurse on duty within the emergency department with a physician on call) trained in emergency medical procedures on duty; and are equipped for radio voice communications with ambulances and other hospitals.
2. Lodging: Businesses or facilities which maintain all applicable governmental permits with at least 50 privately entranced units able to accommodate two or more people each and available for rent on a daily basis, seven days per week.

3. Food: Businesses or facilities which maintain all applicable governmental permits with seating for at least 20 people and which operate at least 12 hours per day between the hours of 7 a.m. and 11 p.m. and at least six days per week.
4. Automotive Fuel and Service: Businesses or facilities which maintain all applicable governmental permits and provide automotive vehicle services, including sale of fuel and which operate at least 16 hours per day, seven days per week.
5. Other: Businesses or facilities with existing SISs which do not meet the standards set forth in Section III.B.1-4. Consistent with these Policies, these businesses or facilities continue to have no right to, title in, or expectation of Blue Signs, and the Authority continues to reserve the right to remove or not replace those signs in accordance with these Policies.

C. Other Signing: Applicants operating facilities that are open to the public, which maintain all applicable governmental permits, and which meet the following criteria may be the subject of (1) Green Signs if the facility is of the type described in the definition thereof; (2) Blue Signs if the business or facility is of the type described in the definition thereof; or (3) Brown Signs if the facility is of the type described in the definition thereof:

Other Qualifying Destinations (Examples: Arenas, Auditoriums, and Convention Halls)	Annual Attendance Maximum driving miles from Centerline of E-470	200,000 5.0
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D. Community Wayfinding: Community wayfinding signs are not permitted.

IV. COMPOSITION OF SISs.

Authority staff shall regulate and direct the composition of SISs erected on E-470; provided, however, the Authority's requirements and procedures shall include the following:

- A. All materials shall conform to the State Signing Standards.
- B. SISs shall not contain markings which resemble any official traffic control device.

V. LOCATION OF SISs.

Authority staff shall regulate and direct the location of SISs on E-470; provided, however, the Authority's requirements and procedures shall include the following:

A. SISs shall be located in a manner consistent with the State Signing Standards and the MUTCD.

B. SISs, in the approach to interchanges, shall be in the following order:

1. Green Signs: order based on driving miles from E-470.

2. Blue Signs:

- a. Hospitals and other emergency facilities,
- b. Lodging,
- c. Food,
- d. Automotive fuel and services.

3. Brown Signs: order based on driving miles from E-470.

VI. APPLICATIONS FOR SISs. Authority staff shall regulate and direct the application and written request process and may grant approvals or issue denials in writing consistent with these Policies.

A. Green Signs and Brown Signs.

1. Applicants desiring erection of Green Signs or Brown Signs for their businesses or facilities may provide a written request to the Authority's Executive Director.

2. The requesting entity or business shall submit a written request for each desired Green Sign or Brown Sign.

3. A complete, to-scale rendering of the requested Green Sign or Brown Sign shall be submitted with the written request.

4. Payment in full of the costs of the Green Sign or Brown Sign itself (if provided by the Authority) and direct costs of installation shall be made upon invoicing by the Authority as set out in Section VIII.C below.

5. Approval or denial of a Green Sign or Brown Sign request will be provided by the Authority in writing.

B. Blue Signs. Colorado Logos administers the Authority's Blue Sign program pursuant to contract. Businesses or entities seeking installation of Blue Signs shall contact Colorado Logos and shall apply for Blue Sign installation in accordance with these Policies and any additional procedures and required by Colorado Logos, including payment of costs related thereto as directed by Colorado Logos.

VII. ORDER OF SIS PRIORITY.

Businesses excluding hospitals and other emergency facilities, in the case of Blue Signs, and facilities, in the case of Brown Signs or Green Signs, of fewer driving miles from the Centerline of E-470 shall have priority over businesses and facilities, as the case may be, of greater driving miles from the Centerline of E-470.

VIII. INSTALLATION, MAINTENANCE, AND REMOVAL OF SISs.

Authority staff shall utilize the following provisions for the installation, maintenance, and removal of SISs:

- A.** The Authority, its agent, or its contractor shall perform all installation, maintenance, and removal of SISs. No other person is authorized to enter upon Authority property or right-of-way to do so, and no other person shall place, maintain, remove, alter, or move an SIS.
- B.** The Authority, for any reason or no reason, may remove or cover an SIS at any time without notice to or consultation with the operator and owner of the business or facility affected.
- C.** The costs of installation and maintenance of an SIS shall be paid as follows:
 - 1. Entities requesting a Green Sign or Brown Sign shall pay for the direct costs of the SIS itself (if provided by the Authority) and direct installation costs upon invoice by the Authority, and the Authority shall be responsible for the costs of ongoing maintenance.
 - 2. Entities requesting a Blue Sign shall pay costs for installation and maintenance as directed by Colorado Logos.
- D.** The costs of removal of an SIS shall be paid as follows:
 - 1. Should the removal of a Green Sign or Brown Sign deemed necessary for any reason, the Authority shall bear the cost of removal.
 - 2. The costs of removal for Blue Signs shall be as directed by Colorado Logos.
- E.** There are ongoing fees related to maintenance and other work required to facilitate the display of Blue Signs, and information as to those fees is available from Colorado Logos, 1-303-462-2320 or 1-888-634-5646.