

Title 7—DEPARTMENT OF TRANSPORTATION
Division 10—Missouri Highways and Transportation Commission
Chapter 17—Supplemental Guide Sign Program

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PROPOSED AMENDMENT

SECRETARY OF STATE
ADMINISTRATIVE RULES

7 CSR 10-17.060 [Requirements for] Traffic Generators. The Missouri Highways and Transportation Commission is amending the title, sections (2) through (10), subsections (7)(A), (7)(B), (8)(A) through (8)(D), (8)(G), (8)(H), (8)(K), (9)(A) through (9)(E), (9)(G), (9)(H), and (10)(C); adding a new subsection (9)(I); deleting subsections (7)(C), (8)(E), and (8)(F); and renumbering subsections (8)(G) through (8)(M).

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PURPOSE: This amendment proposes the elimination of unnecessary restrictive words, a 5 mile increase in the maximum signing distance permitted, changes to the college signing program to comply with recent legislation and editorial changes for clarity.

(2) Traffic generator signing *[shall]* **cannot** be installed at an interchange which connects to another freeway. No interchange to interchange signing is permitted.

(3) Traffic generator signs *[shall]* **cannot** be erected at an interchange where one (1) exit ramp splits into two (2) or more ramps before connecting to the crossroad.

(4) Traffic generator signs *[shall]* **cannot** not be erected in an area where there is less than three-quarter[-]ter[s] (3/4) of a mile between interchange gore points when measured in one (1) direction or as approved by the department.

(5) Signs may be provided on each freeway located within *[fifteen]* **twenty** (*[15]* **20**) miles of the traffic generator in a rural area or within five (5) miles in an urban area as measured along the path from the interchange/intersection to the traffic generator. The distance is measured along the path starting from the intersecting centerlines of the interchange/intersection and the crossroad and ends at the nearest edge of the traffic generator projected at a right angle to the roadway centerline.

(6) The qualified entity is responsible for working with the local jurisdiction to install any additional trailblazer signs that may be *[required]* **needed** off of the state system before the signs are installed on the state highway.

(7) Tourist Oriented Traffic Generator. To be considered eligible as a tourist oriented traffic generator a qualified entity must meet the definition of a tourist oriented attraction, *meaning the definition in this rule, and must also* **in this rule as well as** meet the following criteria:

(A) *[The qualified entity shall have]* **Have** a minimum annual attendance of two hundred thousand (200,000) in rural areas, two hundred and fifty thousand (250,000) in urban areas and three hundred thousand (300,000) in the St. Louis and Kansas City metropolitan areas; **and**

(B) *[Shall be]* **Be** open for business at least four (4) hours per day, at least five (5) days per week, **with** one (1) *[of which must be]* **day being** a Saturday or Sunday, *[and]* be fully operative and open to the traveling public for a minimum of three (3) months each year unless otherwise indicated in this rule, have public restroom facilities, **and** have sufficient on-premise parking to

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accommodate all visitors[; and].

[(C) The qualified entity shall meet the criteria for a tourist oriented attraction specified in this rule.]

(8) College Generator. To qualify for college generator signs a qualified school shall meet all the definitions of this rule *[and must also meet]* **as well as** the following criteria:

(A) *[The school shall be]* **Be** a traditional *[four- (4-) year college, theological school, or seminary]* **college/university campus;**

(B) The qualifying school site and the courses taught at the school *[shall be]* **are** accredited by an organization recognized by the U.S. Department of Education or by the Council for Higher Education. The department will determine the eligibility of each school;

(C) *[The qualifying school shall provide]* **Offer** a minimum of a **2 year associates degree and/or a four[-] (4[-]) year bachelor's degree or a master's degree;**

(D) *[The qualifying school shall be]* **Be** the primary campus *[of]* **for** the college/**university;**

[(E) Two- (2-) year colleges, community colleges, professional/ technical schools, or satellite campuses do not qualify for college generator signing;

[(F) The qualifying school shall provide on campus student housing;]

[(G)] **E** *[The qualifying school shall offer traditional, face]* **Face**-to-face classroom settings between students and faculty *[as a]* **will be the** primary source of education. Web-based or telecommunication centers do not meet this requirement;

[(H)] **F** College generator signs *[shall]* only provide guidance to the primary school campus. *[Signing to]* *[i]* **Individual** schools on or off campus (i.e. school of engineering, nursing, etc.), research parks, or research farms *[shall]* **do not [be provided]** **qualify for signs;**

[(I)] **G** Qualifying schools may choose to participate in college emblem signing in lieu of college generator signing;

[(J)] **H** If third connection does not reach an interchange, the signing will begin at the third connection and the signing will consist of college generator trailblazer signs only;

[(K)] **I** *[The qualifying school shall have]* **Have** a minimum of five hundred (500) registered students attending face-to-face classes on campus. The department *[shall]* **may** acquire the three[-] (3[-]) year average attendance from the Department of Higher Education or the school may provide a notarized letter attesting to their average face-to-face enrollment for the specific site being signed for;

[(L)] **J** The logo for the school *[shall]* **is** only be displayed on the mainline sign; and

[(M)] **K** No qualified school may participate in more than one (1) type of college *[traffic generator]* signing program off of a given state highway.

(9) College Emblem Signing. To qualify for college emblem signs a qualified school shall meet all the definitions of this rule *[and must also meet]* **as well as** the following criteria:

(A) *[The qualifying school shall be a minimum of a two- (2-) year college, community college, or satellite campus]* **Be a primary college/university site or a satellite college or university site;**

(B) The qualifying school site and the courses taught at the school *[shall be]* **are** accredited by an organization recognized by the U.S. Department of Education or by the Council for Higher Education. The department will determine the eligibility of each school;

(C) *[The qualifying school shall provide]* **Offer** a minimum of a two[-] (2[-]) year associate's degree **and/or four (4) year bachelor's degree;**

(D) *[The qualifying school shall offer traditional, face]* **Face**-to-face classroom settings between

students and faculty *[as a]* **is the** primary source of education. Web-based or telecommunication centers does not meet this requirement;

(E) College emblem signs *[shall]* only provide guidance to the primary school campus. *[Signing to i]* Individual schools on or off campus (i.e. school of engineering, nursing, etc.), research parks, or research farms *[shall]* **do not** *[be provided]* **qualify for signs**;

(F) If third connection does not reach an interchange, the signing will begin at the third connection. The type of signing used to mark the path will consist of college emblem style trailblazer sign only;

(G) *[The qualifying school shall have]* **Have** a minimum of one hundred (100) registered students attending face-to-face classes on campus. The department *[shall]* **may** acquire the three~~[-]~~ (3~~[-]~~) year average attendance from the U.S. Department of Higher Education or the school may provide a notarized letter attesting to their average face-to-face enrollment for the specific site being signed for; *[and]*

(H) No qualified school may participate in more than one (1) type of college *[traffic generator]* signing program off of a given state highway~~[.]~~; **and**

(I) If only one school is displayed on a college emblem sign, that school has the option to display their school name in text, with no logo, instead of being displayed on an emblem panel. The college emblem sign size will remain the same size in either case. If additional schools need to be displayed on the college emblem sign, the original school display will revert to the emblem format in order to accommodate the display of additional schools.

(10) State and Federal Agency. State and federal agency traffic generators are required to meet the criteria in this rule for traffic generators, but do not have a minimum annual attendance requirement. State and federal agency traffic generators *[shall be]* **are** limited to~~[-]~~:

(A) Missouri conservation areas operated by the Missouri Department of Conservation;

(B) Missouri state parks and state historic sites operated by the Missouri Department of Natural Resources; and

(C) Federal agency traffic generators *[shall be limited to recreational sites, including]* **include**, but **are not** limited to, **recreational sites**, historic sites, forests, river accesses, campgrounds and lakes, which are operated by U.S. Corp of Engineers, U.S. Forest Service, U.S. Fish and Wildlife, or National Park Service.

AUTHORITY: section 226.525, RSMo 2000 and 23 U.S.C. section 131. Material in this rule originally filed as 7 CSR 10-9, 7 CSR 10-17, and 7 CSR 10-22. Original rule filed Nov. 14, 2014, effective June 30, 2015. Amended: Filed October 6, 2017.*

**Original authority: 226.525, RSMo 1972.*

PUBLIC COST: This proposed amendment will not cost state agencies or political subdivisions more than five hundred dollars (\$500) in the aggregate.

PRIVATE COST: This proposed amendment will not cost private entities more than five hundred dollars (\$500) in the aggregate.

NOTICE TO SUBMIT COMMENTS: Anyone may file a statement in support of or in opposition to this proposed amendment with the Missouri Highways and Transportation Commission, Pamela J.

*Harlan, Secretary to the Commission, 105 W. Capitol Avenue, PO Box 270, Jefferson City, MO 65102 or Pamela.Harlan@modot.mo.gov. To be considered, comments must be received within thirty (30) days after publication of this notice in the **Missouri Register**. No public hearing is scheduled.*