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SECRETARY OF STATE
ADMINISTRATIVE RULES

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

PROPOSED AMENDMENT

7 CSR 10-17.060 Traffic Generators. The Missouri Highways and Transportation Commission is amending sections (1) through (5), (7), (10) through (12), subsections (8)(B), (8)(F), (8)(I), (8)(K), (9)(B), (9)(D), (9)(E), (10)(C), renumbering (8)(K), (9)(G) through (9)(I), and deleting subsections (7)(A), (7)(B), (8)(J), (9)(F).

PURPOSE: This amendment makes editorial changes and adds additional language for clarity.

(1) A traffic generator is eligible to have signs up to the third connection[,]; however, signing cannot extend beyond the first interchange encountered regardless if the interchange is the first, second, or third connection.

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

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

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

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

(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 in this rule as well as *[meet the following criteria:*

*(A) Have]***having** 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) Be open for business at least four (4) hours per day, at least five (5) days per week with one (1) day being a Saturday or Sunday, 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 accommodate all visitors.]

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

(A) Be a traditional college/university campus;

(B) The *[qualifying]* school site and the courses taught at the school are accredited by an organization recognized by the U.S. Department of Education or by the Council for Higher

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Education. The department will determine the eligibility of each school;

(C) Offer a minimum of a two- (2-) year associates degree and/or a four- (4-) year bachelor's degree or a master's degree;

(D) Be the primary campus for the college/university;

(E) Face-to-face classroom settings between students and faculty will be the primary source of education. Web-based or telecommunication centers do not meet this requirement;

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

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

(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;

(I) Have a minimum of five hundred (500) registered students attending face-to-face classes on campus. The department 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; **and**

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

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

College Genertor mainline signs display the name of the school and the school logo, subsequent ramp and trailblazer signs only display the school name.

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

(A) 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 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) Offer a minimum of a two (2) year associate's degree and/or four (4) year bachelor's degree;

(D) Face-to-face classroom settings between students and faculty is the primary source of education. Web-based *[or]* **classes and** telecommunication centers *[does]* **do** not meet this requirement;

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

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

[(G)](F) Have a minimum of one hundred (100) registered students attending face-to-face classes on campus. The department 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;

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

[(I)](H) If only one (1) 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.

If third connection does not reach an interchange, the signing will begin at the intersection that represents the third connection. If the signing begins at an intersection and not at an interchange, the type of signing used to mark the path will consist of college emblem style trailblazer signs only.

(10) State and Federal Agency. State and federal agency traffic generator[s] *are required to meet the criteria in this rule for traffic generators, but do not have a* **sites are not required to meet** minimum annual attendance requirements **as these sites are publicly owned facilities, are generally open to the public with no access fees, and individual sites are many times part of larger regions, such as national forests or river systems. Unlike privately owned traffic generator sites, whose primary justification for participating in signing programs is to increase attendance and revenue, state and federal sites are non-profit and choose to participate in signing programs simply to aid the public in reaching these facilities.** State and federal agency traffic generators 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 include, but are not limited to, **federal** 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.

(11) State Correction Centers. Correction centers operated by the Missouri Department of Corrections are eligible for traffic generator signs at the first connection only. If the first connection is at an interchange, the first connection may include both the mainline and ramp sign. *[Before]* **Approval from the political subdivision(s) in which the correctional facility is located must be obtained before** signing will be considered*[, approval from the local government where the correctional facility is located must be obtained]*. Minimum attendance requirements do not apply.

(12) Welcome Center Affiliate. Welcome center affiliates, approved by the Division of Tourism, are eligible for traffic generator signs and are required to meet the criteria in this rule, *[but do not have a]* **except the** minimum annual attendance requirements. Signs will be allowed up to a maximum of six (6) miles from the affiliate in a rural area and two (2) miles in an urban area. Before *[the]* participation agreement *[can]* **may** be executed, the potential affiliate must first receive their certification letter from the Division of Tourism.

AUTHORITY: section 226.525, RSMo 2016 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 Oct. 6, 2017, effective May 30, 2018. Amended: Filed September 9, 2022.*

**Original authority: 226.525, RSMo 1972, amended 1999.*

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, 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.*