



July 20, 2021

Re: 2 CCR 601-3 Rules Governing Outdoor Advertising in Colorado

To Colorado Department of Transportation at dot_rules@state.co.us

Please accept this memo on behalf of Scenic Colorado regarding Rules Governing Outdoor Advertising in Colorado 2 CCR 601-3. We appreciate the opportunity to join a conference call on the proposed emergency rule and to submit these comments.

By way of introduction, Scenic Colorado is a not-for-profit 501(c)3 organization dedicated to the preservation and enhancement of Colorado's scenic environment and view-scapes. Specifically, our members support the elimination of all outdoor advertising that inhibits the view of the natural environment including billboards and other structures used for such advertising. Our members have been instrumental in opposing the construction of new billboards, especially electronic billboards throughout the state.

In general, Scenic Colorado finds the proposed emergency rule acceptable. Scenic Colorado recognizes that the distinction between on-premise and off-premise signs, especially as it relates to billboards, requires careful consideration. The proposed changes adopting a new definition of advertising device which involves compensation appears to accomplish the need for clarification.

In particular, Scenic Colorado supports the following revisions currently contained in the proposed rule:

- 6.03.1.C: No new advertising device shall be erected adjacent to a Scenic Byway
- 12.00.C.2.a.: No CEVMS may be placed within 1,000 feet of another CEVMS on the same side of the highway and facing the same direction of travel.

Subject to these considerations, Scenic Colorado supports the proposed rule.

Very truly yours

[Redacted]
[Redacted]
President of Scenic Colorado
On Behalf of the Board of Directors

MAILING AND CONTACT INFORMATION
Scenic Colorado

[Redacted]

www.scenic-colorado.org



STATE OF COLORADO

Rules - CDOT, DOT_ <dot_rules@state.co.us>

Outdoor Advertising Stakeholder Workshop comment

1 message

Thu, Jul 22, 2021 at 9:47 AM

To: "dot_rules@state.co.us" <dot_rules@state.co.us>

Cc: [Redacted]

Hello –

We have been in the tourism business for 70 years locally. We are concerned about the deletion of existing 6.03.5 Tourist Related Nonconforming Advertising Devices – Exemption.

Our signage and our large beetle sculpture (all on our own property) are iconic and internationally known, and on display at DIA – see attachment. We don't want our items jeopardized by this loss of exemption.

Please explain how we are protected under the new legislation and emergency rules.

Sincerely,

[Redacted]

Golden Eagle Campground, Inc.

May Museum of Natural History

John May Museum Center



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