

Frequently Asked Questions

What are the criteria for eligibility?

Eligibility requirements are shown on inside of this brochure.

What is the cost?

Costs are shown on the inside of this brochure.

Where are the signs placed?

The signs are placed at the closest rural intersection to the business that includes a road with a functional classification of either major collector or arterial. The signs are typically placed a minimum of 200 ft in advance of the intersection, depending on requirements for other regulatory signs.

Can seasonal businesses participate in the program?

Yes. The signs can be erected and then covered during those times that the business is not in operation.

How do I apply?

Contact Colorado Logos at 1-888-634-5646. A representative will assist you in completing the paperwork, and explain the approval process and next steps, including design of business logos for the sign if desired.

What size are the signs?

A plaque is 48" wide by 18" high. Up to four plaques can be accommodated on one assembly. A "trailblazer" sign is used only when additional turns on local roads or minor collectors are necessary.

What goes on the sign?

Either wording or a symbol can be placed on a plaque. A symbol can include either a specific business logo, or a more generic food/gas/lodging symbol.

What if I don't meet all the eligibility criteria but still want a sign?

Requests for eligibility waivers can be made to County Staff. If denied, then an appeal can be made to the Board of County Commissioners.

Does a business have to be "Tourist Oriented" to qualify?

There is no stipulation regarding type of business that may apply. Eligibility is based on meeting criteria shown on the inside of this brochure.

Additional information, program specifics, and applications for directional signs are available by contacting:

Colorado Logos, Inc.
7177 W. 6th Avenue, Suite H
Lakewood, CO 80214
1-888-634-5646

OR

Larimer County
Engineering Department
970-498-5731
www.larimer.org/engineering



Directional Signs in Rural Larimer County



Purpose

This program accommodates business identification and directional information signs for businesses in rural Larimer County that provide services to tourists, travelers, and visitors not residing in the immediate area.

The signs' purpose is to provide guidance for motorists from the closest rural intersection that includes a road with a functional classification of either major collector or arterial to the business.

Eligibility Criteria

Each of the following minimum criteria must be met in order for a destination to be eligible for the program:

- The destination must be located outside all recognized growth management areas as well as the Estes Valley Planning Area
- The destination must be open to the general public.
- The business must derive the major portion of its income from patrons not residing in the immediate area (generally described as 25 miles). In the case of non-profits or other public institutions the major portion of visitors need to reside outside the 25 mile radius.
- The destination must be located within 10 miles of a County major collector or arterial roadway.
- The business must be open to the general public at least 20 hours per week.



Trail Blazer Sign

Sign Specifics

The signs are 48" x 18" blue rectangles. The sign can include wording only, generic symbols, or custom made logos (additional cost) in addition to a directional arrow and distance.

A maximum of two sign assemblies, each accommodating up to four (4) business plaques, is allowed per direction per intersection. If more than eight panels are needed at an approach to an intersection, a yearly rotation process is used.

A smaller trailblazer sign (36' x 18') is used only when additional turns on minor collectors or local roads are necessary.

Process and Procedures

Larimer County has contracted with Colorado Logos, Inc. to administer the Directional Signing program for Larimer County.

Contact Colorado Logos at 1-888-634-5646 for information about the program. A representative can assist businesses in



completing the application, and upon approval, completion of the contract, and if desired design of the business logo.

Directional Sign

Sign Costs

There is no application or administration fee. Annual rates are \$250.- for a sign (and up to one trailblazer), \$120.- annual fee for additional trailblazers (if required), \$100 for seasonal removal and re-installation. One time additional costs apply if custom logos are requested.

Sign Location and Maintenance

- Signs will only be installed on County maintained mainline roadways. (Signs on State Highways need to be requested and processed through the Colorado Department of Transportation TODS (Tourist Oriented Directional Signs) program.
- The signs are located a minimum of 200' in advance of the nearest eligible intersection to the business (County major collector or arterial).
- Regulatory signs take precedence in the public road right of way. The specific location of the directional sign is at the discretion of Colorado Logos and Larimer County.
- All maintenance of the directional signs will be performed by Colorado Logos, Inc. or its subcontractors.

Sign Removal

Sign removal occurs if:

- The business no longer meets the eligibility requirements,
- The annual renewal notice is not submitted, or
- If the intersection is subject to the annual rotation policy.

Businesses will receive notice prior to removal of sign(s).