

# Memorandum

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Be energy efficient!*

To: DISTRICT DIRECTORS  
DEPUTY DIRECTORS  
DIVISION CHIEFS

Date: January 13, 2005

From:   
MARK LEJA  
Chief  
Division of Design

Subject: Gateway Monument Demonstration Program

Attached to this memorandum is guidance which creates a four-year demonstration program for the construction of Gateway Monuments within the operational highway right-of-way.

The purpose of this guidance is:

- To define the roles and responsibilities of the Department and the local public agency for the administration, design, installation, maintenance and removal of Gateway Monuments.
- To define the procedures for submittal, review and processing of Gateway Monument proposals.
- To provide design guidelines for Gateway Monuments.

The benefits of this demonstration program are:

- It supports the Department's Context Sensitive Solutions Directive by providing a way for the Department to partner with local public agencies to meet the expectation of both the immediate community and the public at large.
- It minimizes Department expenditures for maintenance of Gateway Monuments by requiring that the local public agency (city or county) retain responsibility for the maintenance, and if necessary, removal of the Gateway Monument.
- It requires the local public agency to document support of the community by issuing a resolution recommending approval of the proposed Gateway Monument and requesting installation within State right-of-way.

If the Gateway Monument Demonstration Program is determined to be successful, revisions will be made to the PDPM, Chapter 29-Landscape Architecture, to implement Gateway Monuments as a policy.

If you have any questions regarding the Gateway Monument Demonstration Program, please contact Keith Robinson, Principal, Landscape Architecture Program at (916) 654-6200.

Attachment

c: Keith Robinson

# Guidelines for Gateway Monument Demonstration Program

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## General

To further the Department's efforts to implement Director's Policy 22, Context Sensitive Solutions, and address the needs of a city, county, or township, hereinafter referred to as a "Local Entity," the Department has initiated a voluntary pilot program, hereinafter referred to as "demonstration program," to consider Gateway Monument proposals submitted by Local Entities, proposed to be constructed within the operational highway right-of-way.

Integration of the transportation system to reflect community values may be achieved through enhancements that include Gateway Monuments. This demonstration program provides a method for the Department to permit enhancement of existing or new transportation facilities by local entities.

Participation in this demonstration program shall be at the sole discretion of each District Director.

The District has the authority to require additional conditions above and beyond the established guidelines of this demonstration program.

The duration of this demonstration program will be for a period of four years, from January 1, 2005 to December 31, 2008. The Department may discontinue this demonstration program at any time prior to the termination date.

The Department will accept preliminary Gateway Monument proposals only during the first two years of the demonstration program, until December 31, 2006. **Proposals for the placement of Gateway Monuments will not be accepted after December 31, 2006.**

Each participating District shall submit a biannual status/summary report to the Headquarters, Landscape Architecture Program (LAP), to document the status of all District Gateway Monuments. The LAP shall compile and present an annual statewide summary/status report to Headquarters, Division of Design, beginning January 1, 2006.

A Gateway Monument is defined as any **freestanding** structure or sign, non-integral or non-required highway feature that will communicate the name of a city, county or township. A Gateway Monument may include the officially adopted seal or slogan of the Local Entity.

Gateway Monuments differ from Community Identification in that Community Identification is defined as images or text that conveys information about a region, community or Local Entity that may be integrated, painted or placed as an aesthetic treatment upon engineered highway facilities. Refer to the *Project Development Procedures Manual*, Chapter 29 – Landscape Architecture, Section 8 – "Community Identification" for specific information on Community Identification.

Gateway Monuments differ from Transportation Art in that Gateway Monuments may include text and must be a freestanding structure or sign, not integral to a required highway facility. Refer to the *Project Development Procedures Manual*, Chapter 29 – Landscape Architecture, Section 6 - "Transportation Art" for specific information on Transportation Art.

Refer to the *Encroachment Permits Manual* Section 501.3F ([http://www.dot.ca.gov/hq/traffops/developserv/permits/pdf/manual/Chapter\\_5.pdf](http://www.dot.ca.gov/hq/traffops/developserv/permits/pdf/manual/Chapter_5.pdf)) for additional information on Gateway Monuments.

## Guidelines

Local Entities often desire new and existing transportation facilities to provide identification and a favorable image of the communities in which they are located. The Department encourages and promotes enrichment of the cultural and visual environment for transportation system users and local communities by facilitating and coordinating the integration of Gateway Monuments within the operational highway right-of-way, through the encroachment permit process.

Gateway Monuments are to be solely funded and maintained by a Local Entity. The Department will collaborate with the responsible Local Entity supporting the proposed Gateway Monument.

Only one Gateway Monument installation will be allowed per State Highway or Interstate approach (one in each direction) into a Local Entity contiguous to the highway. The Department retains sole discretion for determining the location, appropriate size, content, colors, and other elements of the Gateway Monument. The Department shall have responsibility for approval of all Gateway Monuments on the State highway system, and in addition, the FHWA must approve Gateway Monuments on the Interstate system.

The Local Entity shall first consider feasible alternatives in lieu of placement of a Gateway Monument within the operational highway right-of-way. The alternatives shall include but are not limited to the following:

1. Locate the proposed Gateway Monument outside of the operational highway right-of-way.
2. Community Identification on existing or proposed-engineered highway features.
3. Aesthetic treatment for an existing or proposed transportation facility.
4. Utilization of existing or natural topographic features in the placement of the Gateway Monument.

Gateway Monuments and Community Identification are discretionary features within the transportation corridor. To avoid motorist distraction and visual clutter, a maximum of only one Gateway Monument or Community Identifier visible from the traveled highway will be allowed per State Highway or Interstate approach (one in each direction) into a Local Entity. Existing Gateway Monument features located on private or public property and within 660 feet of the State right-of-way will be considered to be the allowed feature and no additional Gateway Monument will be approved. Gateway Monuments shall be located well beyond the clear recovery zone or otherwise placed such that there will be minimal likelihood of being struck by an errant vehicle.

Other improvements may be considered in conjunction with the Gateway Monument proposal. Any improvements over and above what the Department would otherwise fund, install, construct, maintain, etc., will be the responsibility of the Local Entity. The Department will collaborate with the Local Entity for appropriateness of the Gateway Monument proposal in context with existing, proposed, and future improvements.

## Review/Approval Process

Gateway Monument submittals shall be reviewed for approval or denial with primary considerations to safety (location), appropriateness, aesthetics, access for maintenance purposes, and the message being communicated. Aesthetics in this context is for a proposed **freestanding** Gateway Monument, and shall not be confused with aesthetic treatments incorporated into engineered highway features (sound walls, retaining walls or other highway features).

The District Gateway Monument Coordinator shall be the single point of contact to qualify and process all submittals. The Local Entity shall submit a preliminary Gateway Monument proposal to the District Gateway Monument Coordinator. The District Gateway Monument Coordinator will evaluate the preliminary proposal to determine if the scope of work is appropriate for the corridor. Prior to circulation of the preliminary proposal, the District Gateway Monument Coordinator may advise the Local Entity of any obvious constraints or concerns, or may solicit additional documentation, exhibits, or request amendment of the proposed scope of work. Upon receipt of a qualified preliminary proposal the District Gateway Monument Coordinator will initiate a tracking document and circulate the proposal for review and comment to the Landscape Architecture Program District Coordinator and District Transportation Art Coordinator, Design, Traffic Operations, Environmental, Maintenance, Right of Way and other appropriate functional units within the District.

The Landscape Architecture Program District Coordinator will forward the preliminary proposal to the Headquarters Design Coordinator, and if work is proposed on an Interstate highway facility, to the Headquarters, Division of Design, Office of Encroachment Exceptions, for additional processing and FHWA review. The Headquarters Design Coordinator shall evaluate and concur with the proposed location of the Gateway Monument prior to any further consideration by the Department. The Landscape Architecture Program District Coordinator shall evaluate and concur with the content of the proposed Gateway Monument and will coordinate the review and comments from Headquarters.

The District Gateway Monument Coordinator will advise the Local Entity to incorporate comments and to re-submit the proposal.

The District Gateway Monument Coordinator shall be the single point of contact to process final Gateway Monument proposals from the Local Entity. The District Gateway Monument Coordinator will evaluate the final proposal to verify that previous comments have been incorporated into the submittal. The District Gateway Monument Coordinator will forward qualified final submittals to the District Director for approval. This approval by the District Director cannot be sub-delegated.

If approved by the District Director, the District Gateway Monument Coordinator will advise the Local Entity to present a final submittal to the District Permit Engineer. Final submittal for a Gateway Monument will be processed as an encroachment permit. The District Permit Engineer

shall notify the District Gateway Monument Coordinator and the HQ Landscape Architecture Program when the permit has been approved and when construction of the Gateway Monument is completed.

Gateway Monument proposals incorporated with transportation projects will be identified in the Cooperative Agreement and shall be subject to the review process detailed above and constructed under a separate permit. Gateway Monuments included as part of a capital improvement project, regardless of funding source, will be reviewed and approved through the Department's project development process and as directed within these guidelines.

## **Administrative Responsibilities**

### **Headquarters**

The Chief, Division of Design is responsible for the following:

- Managing the Gateway Monument program.
- Retaining the discretionary authority to condition or revoke the demonstration program.
- Resolving conflicts regarding the interpretation of these guidelines.

The Principal, Landscape Architecture Program (Division of Design), is responsible for the following:

- Maintaining and disseminating guidelines and procedures for Gateway Monuments.
- Formulating and managing a statewide inventory of Gateway Monument proposals.
- Monitoring District performance and providing quality assurance of program guidelines.

The Headquarters Landscape Architecture Program District Coordinator, is responsible for the following:

- Evaluating qualified preliminary Gateway Monument proposals and providing a determination regarding the content and presenting their finding to the District Gateway Monument Coordinator.
- Routing qualified preliminary Gateway Monument proposals to the Headquarters Design Coordinator and Headquarters Office of Encroachment Exception.
- Forwarding Headquarters Design Coordinator and Headquarters Office of Encroachment Exception determinations to the District Gateway Monument Coordinator.

The Headquarters Design Coordinator (Division of Design), is responsible for the following:

- Evaluating qualified preliminary Gateway Monument proposals within the operational highway right-of-way and providing a determination regarding the site-specific location and presenting their finding to the District Gateway Monument Coordinator.

The Chief, Office of Encroachment Exceptions (Division of Design) is responsible for the following:

- Evaluating the demonstration program and the impacts Gateway Monuments have to the highway system.

- Processing FHWA review of proposals located on an Interstate highway facility.

The Chief, Office of Signs, Markings, Encroachment Permits (Division of Traffic Operations) is responsible for the following:

- Development of encroachment permit and special provisions forms for this program.
- Maintaining and clarifying encroachment permit policy and encroachment permit procedural requirements.

### **Districts**

The District Director of each participating district is responsible for the following:

- Administering the Gateway Monument demonstration program in accordance with these guidelines.
- Notifying the Principal, Landscape Architecture Program (Division of Design), of additional conditions by the District, added to the established guidelines of this demonstration program.
- Designating a District Gateway Monument Coordinator.
- Approving Gateway Monument proposals.
- Preparing biannual status and annual summary reports and submitting to the Principal, Landscape Architecture Program (Division of Design).

The District Gateway Monument Coordinator, is responsible for the following:

- Acting as the single focal point to qualify, process, and evaluate Gateway Monument submittals by Local Entities.

The District Permits Engineer, is responsible for the following:

- Ensuring a maintenance agreement is completed prior to issuance of the encroachment permit.
- Issuing the encroachment permit to the Local Entity.
- Inspecting the Gateway Monument construction.
- Notifying the District Gateway Monument Coordinator and HQ Landscape Architecture Program of Gateway Monument permit approval and construction completion.

## **Financial Responsibilities**

All costs for proposed Gateway Monument design, construction, access for maintenance, maintenance, and if required, removal of the Gateway Monument shall be the responsibility of the Local Entity and stipulated in detail within the Preliminary and Final Gateway Monument submittals.

When the work is proposed by a Local Entity as part of a roadway project, the Department will allocate resources for the administrative costs associated with review and determination of appropriateness of proposed Gateway Monuments as part of the transportation corridor with existing and proposed engineered highway features. Necessary resources for design, implementation, construction or maintenance of Gateway Monuments will be the responsibility of

the Local Entity. A Cooperative Agreement between the Department and the Local Entity will document any such negotiated agreements.

The Encroachment Permit shall stipulate that the Local Entity shall hold harmless, indemnify and defend the State against any action associated with a Gateway Monument. The Department will assume the administrative costs associated with reviewing Gateway Monument proposals, and developing, issuing and monitoring the Encroachment Permit for approved Gateway Monument projects. All other costs, including labor, materials, supplies, and traffic control (if required) for design, engineering, testing, construction, installation, maintenance and removal of the Gateway Monument shall be the responsibility of the Local Entity.

The Department may require the Local Entity provide bonds or other means to ensure maintenance, rehabilitation, and removal of the Gateway Monument.

## **Maintenance**

A Maintenance Agreement (as outlined in Appendix B of the Encroachment Permits Manual) for the care and upkeep of said Gateway Monument shall be established between the Local Entity and the Department. Maintenance access shall be as stipulated by the Department in the agreement and should be provided from outside the highway right-of-way, wherever possible.

Gateway Monuments shall be kept clean, free of graffiti, and in good repair. The Local Entity shall be required to provide for regularly scheduled maintenance, as described in the maintenance agreement, for its projected lifespan, including graffiti removal and restoration work to maintain the integrity of the approved Gateway Monument. Graffiti removal shall conform to current Department policies and guidelines, which require prompt removal of offensive messages and timely removal of all other graffiti. Maintenance practices shall protect air and water quality as required by law.

The Department may perform maintenance activities in the area of the Gateway Monument, such as litter pickup and other maintenance that is normally associated with the transportation facility or right-of-way. The Department will not provide maintenance of the Gateway Monument itself. Any other maintenance activities anticipated by the Local Entity that are over and above what the Department would normally provide will be documented by Encroachment Permit or Cooperative Agreement as a requirement of the Local Entity.

## **Removal**

The Local Entity shall remove Gateway Monuments, which in the opinion of the Department create safety or operational concern due to deterioration or inadequate maintenance. The Department will notify the Local Entity when it has determined that the Gateway Monument requires special attention. In the event the Local Entity fails to maintain, repair, rehabilitate or remove the Gateway Monument in a timely manner, the Department may remove the Gateway Monument after sixty (60) days following notification to the Local Entity, and bill the Local Entity for all costs of removal and restoration of the area.

The Department reserves the right to remove the Gateway Monument due to construction, rehabilitation or other necessary activities affecting the transportation facilities without any

obligation, compensation to, or approval of the Local Entity. The Department should strive to notify the Local Entity of its intent to remove the Gateway Monument to allow for timely removal and salvage by the Local Entity (if possible).

The Department reserves the right to remove or alter any Gateway Monument that presents an immediate safety hazard to the public without delay or advanced notification to the Local Entity.

## **Guidelines for the Design and Placement of Gateway Monuments**

Proposed Gateway Monuments shall:

1. Be freestanding.
2. Incorporate a community name, logo, graphic, seal, or slogan that has been associated historically with the community.
3. Include, if required by the Department, approved protective graffiti coatings.
4. Be developed to require low or no maintenance to minimize exposure of workers and others to potential risks.
5. Be appropriate to its proposed setting and community context.
6. Be in proper size and scale with its surroundings. The maximum size shall fit within 10 cubic meters (353 cubic feet). The width shall not exceed 6 meters (20 feet) and the height shall not exceed 6 meters (20 feet) above existing grade.
7. Be composed of materials that are durable for the projected life span of the project.
8. Be located well beyond the clear recovery zone, placed such that there will be minimal likelihood of being struck by an errant vehicle, or in a protected location, and have the site-specific concurrence of the Headquarters Design Coordinator.
9. Be located where maintenance can be safely performed, as specified in the Encroachment Permit, and in conformance with Department procedures.
10. Conform to provisions of the Outdoor Advertising Act.
11. Be subject to the review and approval of the Department in consideration of design, size, and scale for appropriate integration on urban or rural highway features.

Proposed Gateway Monuments shall not:

1. Be allowed within the median areas of controlled access highway right-of-way.
2. Contain religious, political, special interest, private, or commercial messages of any sort including but not limited to symbols, logos, business names, trade names, jingles, or slogans.
3. Contain any displays of any sort, advertising, decorative banners, flags, or flag poles.
4. Display telephone numbers, street addresses, or Internet addresses.
5. Interfere with airspace above the roadway.
6. Create a distraction to the motoring public, e.g., the proposed Gateway Monument shall be large enough to interpret at highway speed, but not be so large that it demands attention from the motorist.
7. Include reflective or glaring surface finishes.
8. Include illumination that impairs or distracts the vision of transportation system users. Other lighting may be permitted.
9. Display blinking or intermittent lights, including changeable message signs.
10. Include moving elements (kinetic art) or simulate movement.
11. Include images of flags.



12. Neither interfere with official traffic control devices nor interfere with the operational right-of-way above the roadway.
13. Be placed within State right-of-way upon trees, or painted or drawn upon rocks or other natural features.
14. Make use of or simulate colors or combinations of colors usually reserved for official traffic control devices described in the FHWA Manual on Uniform Traffic Control Devices (MUTCD).
15. Restrict sight distance.
16. Require the removal of trees or other vegetation for visibility, or harm trees during construction. Pruning of tree branches or roots, and removal of shrubs should be avoided, and will be allowed only with written approval of the District Landscape Architect.
17. Negatively impact existing highway features including existing signs, irrigation systems, necessary drainage patterns and facilities.
18. Protrude or span over travel lanes or roadbed.

## **Submittal of Gateway Monument Proposals**

The proposed site for integration of any preliminary or final Gateway Monument shall be reviewed and approved by the Department for safety and environmental considerations prior to approval of an Encroachment Permit or Cooperative Agreement. Safety determinations affecting highway operation, maintenance or tort liability shall be documented in a Permit Engineering Evaluation Report (PEER), when not prepared in conjunction with a proposed or ongoing State and Federal Project through a Project Initiation Document (PID). All final proposals shall be in compliance with State environmental laws and regulations.

## **Submittal Requirements of Preliminary Gateway Monument Proposals**

The Local Entity shall provide the Department professionally prepared plans depicting the following information:

1. Site-specific proposal (Index Sheet, with vicinity map).
2. Dimensions and offsets (R/W lines, Edge Of Pavement, Center Line, Clear Recovery Zone).
3. Location for placement of the proposed Gateway Monument (topography).
4. Preliminary sketches, elevation of proposed Gateway Monument.
5. Discussion of proposed materials, colors, text, etc.
6. Proposed message to be communicated.

## **Submittal Requirements for Final Gateway Monument Proposals**

A final Gateway Monument proposal must be supported by the Local Entity that has jurisdiction in the area where the Gateway Monument will be incorporated with the transportation facility. The Local Entity shall issue an adopted resolution or other official document recommending approval of the proposed design of the Gateway Monument and requesting installation within the operational highway right-of-way.

The Local Entity shall provide the Department an adopted resolution or other official documentation that describes the Local Entity's:

1. Jurisdiction over the area of the project site.
2. Approval of the Gateway Monument content.
3. Funding responsibility.
4. Commitment to ensure maintenance of the Gateway Monument, including timely graffiti removal/repair, and removal (or restoration) of the Gateway Monument as needed.
5. Proposed schedule for commencing and completing project installation, if by separate permit.

A licensed Landscape Architect, Architect or Professional Engineer shall professionally prepare final submittals for a Gateway Monument Proposal. Exhibits, plans and details shall comply with the Encroachment Permit Manual, Section 501.3F and Table 5.1(a) and shall include, but are not limited to:

1. A full description of the proposed Gateway Monument, including location, construction and installation techniques, details necessary to convey construction methods, and proposed materials, including, but not limited to, paint and protective coatings.
2. Specifications for proposed materials, including Material Data Sheets.
3. A scaled drawing and/or model (the Department may furnish necessary site data).
4. Construction schedule.
5. Cost estimate.
6. Traffic control plans and provisions if required.
7. Maintenance plan and schedule.
8. Environmental documentation.
9. Location for placement of the proposed Gateway Monument.
10. Elevations and details clearly illustrating and dimensioning the proposal (the Gateway Monument must be aesthetically pleasing on all visible sides).
11. Proposed access for maintenance purposes.
12. Proposed maintenance plan schedule.
13. Proposed color scheme.
14. Proposed lighting.
15. Proposed message to be communicated.
16. Alternatives considered properly documented and included.

The Local Entity shall adhere to and maintain compliance of Departmental rules, regulations and any additional requirements the Department may apply to the project.

After review and approval by the Department, the Gateway Monument proposal and approval documents will be submitted by the Local Entity to the District Permit Engineer for processing.

If, at any time during the process, the Department recommends any changes or withholds concurrence on a project that has not yet received final approval, the proposal may be returned to the Local Entity for revision. Once the Department approves a Gateway Monument proposal, no changes shall be made to the Gateway Monument without prior written approval of the District Director.

The approval of a Gateway Monument proposal shall be made with due consideration to safety (location, potential for motorist distraction, accessibility for maintenance, etc.), aesthetics, community support, and maintainability.

Proposals for the placement of Gateway Monuments must comply with this demonstration program.