



MEDIA RELEASE

For Immediate Release

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CITY OF GRAND JUNCTION UPDATES ENTRY SIGNS

GRAND JUNCTION, Colo. Nov. 21, 2023 – The City of Grand Junction is in the process of installing three new entry way signs at I-70 east of Horizon Drive, 30 Road and U.S. Hwy 50, and at I-70 west of the 22 Road interchange, updating those constructed in the 1980s.

The new signs were designed to capture the spirit of the community, from local art to inspiring landscapes. They will be lit at night and the railroad tracks will glow with blue, symbolizing the confluence of the Colorado River and Gunnison River.

"The design of the entry signs is a product of the community's input during the 18-month branding process with Visit Grand Junction. Residents asked that the brand continue to honor the past, recognize the importance of art, represent the confluence of our rivers, and allow Grand Junction to be presented in a modern way that speaks to our open landscapes and the unique spirit of our community," stated City Manager Greg Caton. "The final design leveraged the unique elements of the area's geography as well as the rich cultural history of our railroad."

The installation includes replacing the existing sign on I-70 east of Horizon Drive and adding a new sign at 30 Road and U.S. Hwy 50 within the Colorado Department of Transportation (CDOT) right-of-way. A third sign will be added on I-70 west of the 22 Road interchange by exit 26 on privately-held property. The sign at U.S. Hwy 50 west of 28 1/2 Road has also been removed. Installation is complete at U.S. Hwy 50 at 30 Road including lighting and power and work has begun on the I-70 sign east of Horizon Drive.

The city scientifically tested the design and shared those insights and design with City Council who approved the entryway sign in August of 2022. Bud Signs is constructing the signs as part of a \$426,000 contract. The completion of signs at all three locations is scheduled to be complete by mid-December.

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