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E-470 responds to drivers' demands for food, fuel



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The E-470 Public Highway Authority, known for offering commuters a smooth ride on the 47-mile toll road that arcs east of metro Denver, wants to offer drivers access to a gas station and convenience store without having to leave the toll road.

The authority on Tuesday said it's issued a "request for qualifications" for a developer-operator who would finance, build and operate a gas station and convenience store at Toll Plaza B, just south of Jewell Avenue in Aurora. The 15-acre toll plaza, which includes a 5,600-square-foot building, is available for a long-term lease, the authority said.

A retail analysis by **IMST Corp.**, done for the authority, forecast that first-year retail sales at Toll Plaza B could reach 1.7 million gallons of fuel, nearly \$1.2 million in sales from the convenience store and \$809,592 in fast-food sales.

About 29,500 drivers passed by Toll Plaza B during a 24-hour count, according to IMST's report.

All five of E-470's toll plazas have been closed since July 2009, when the toll road switched to all-electronic tolling measures — eliminating the cash option for drivers.

E-470 customers say they want to have gas stations and convenience stores accessible to them without having to exit the toll road, said [Stan Koniz](#), the toll road's director of finance.

"We wondered how can we monetize our assets on the road and also how can we serve our customers on the road, so they don't have to get off the road and find a place to refuel," [John McCuskey](#), executive director of the authority, [told the Denver Business Journal](#) in December, when the authority was looking at the possibility of developing the old plazas.

Koniz said Tuesday that developers have approached the authority in the last few years, asking

if E-470 would consider development at the old plazas.

The authority wants new retail location to offer "nationally branded products and services," Koniz said.

Toll Plaza B was chosen to be E-470's first development after analysis of retail and fuel sales as well as development options indicated that location was the "optimal site" for the first retail plaza, according to the authority.

Plaza B is between E-470's exits to East Quincy Avenue and East Jewell Avenue, on the south side of Interstate 70.

Koniz said the authority will meet with interested developers on June 10, and could issue a formal request for proposals by Labor Day.

> [Click here for more information from E-470's website.](#)

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