

Digital billboard in Denver asks passers-by for Franta tips

Police say billboard could help locate missing Boulder architect

By [Ryan Morgan](#) ([Contact](#))

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The advertisement that's appearing on a digital billboard in Denver owned by Lamar Outdoor Advertising.

BOULDER, Colo. — For about six hours every day, motorists who drive by a digital billboard at the intersection of Interstate 25 and Colorado Boulevard in south Denver will see a message asking for their help in locating Greg Franta, a Boulder architect who's been missing since Feb. 9.

Franta, 58, was last seen in the 6700 block of Federal Boulevard at about 1:30 a.m. on that date, according to video obtained by police from nearby business surveillance cameras. Franta had dinner with a family member Sunday night and did not show up at work Monday morning at Boulder's Rocky Mountain Institute, where he is a senior vice president. His family reported him missing on Feb. 10.

Lamar Outdoor Advertising, the company that owns the digital billboard, has put the advertisement for Franta in two slots reserved for public service announcements free of charge, spokesman Jeremiah Keelan said.

"Any time anything like this happens — with missing persons, natural disasters, Crime Stoppers, Amber Alerts — we try to get these up as a public service," he said.

Amber Alerts refers to the alert system designed for missing children.

Boulder police spokeswoman Sarah Huntley said police think advertising for tips could be helpful.

"It doesn't hurt to get the word out," she said. "I know the family has expressed to me that they've appreciated the company doing this."

Franta was last seen headed south on Federal Boulevard, back toward Denver. Police officials have said surveillance cameras captured his last location on the 6700 block of Federal Boulevard, but would not elaborate on what business provided the footage. That area is home to a radiator repair shop, a restaurant and a strip club.

Huntley said Boulder police have been leading the investigation into Franta's disappearance — despite the fact that he was last seen in unincorporated Adams County headed toward Denver — because he lives in Boulder. Franta's family, she said, benefits from only having to deal with one law enforcement agency.

"As of last week, we had a missing-persons detective working on this case almost exclusively," Huntley said. "However, we are looking to work with our partner agencies to follow-up on leads and tips."

Lindsay Franta, one of Franta's daughters, issued a brief statement via e-mail on behalf of her family Monday evening.

"We would just like to add that we love and miss him very much, and he means the world to us," she said.

Franta was last seen driving a white 2006 Honda Civic hybrid. The car had a ski rack on top and a yellow or orange sticker across the back that says, "hybrid electric." The vehicle has a Colorado license plate number of 997GKH.

Anyone with information about the case is asked to call 303-441-3333. Tips can also be submitted to Northern Colorado Crime Stoppers at 800-222-8477 or www.crimeshurt.com.

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