

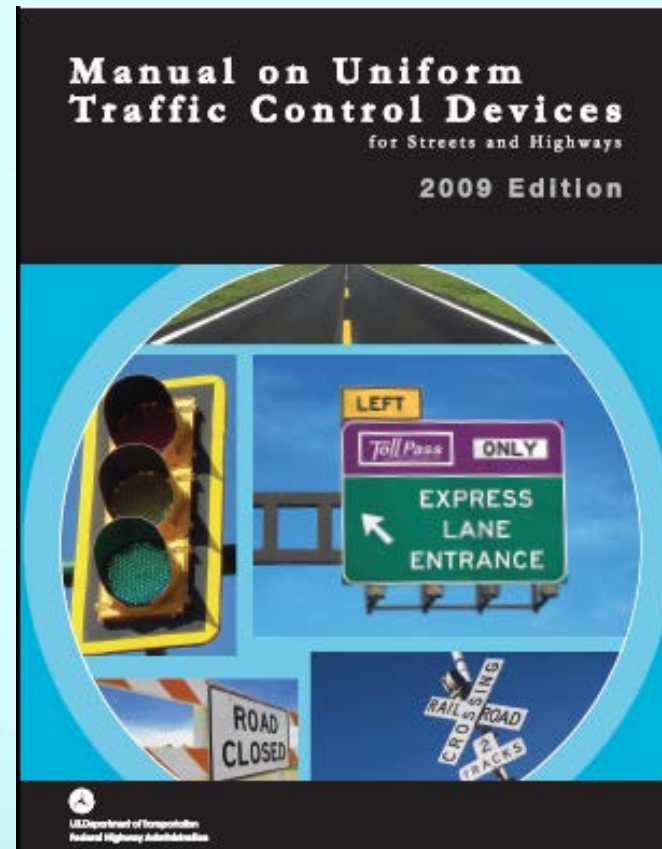
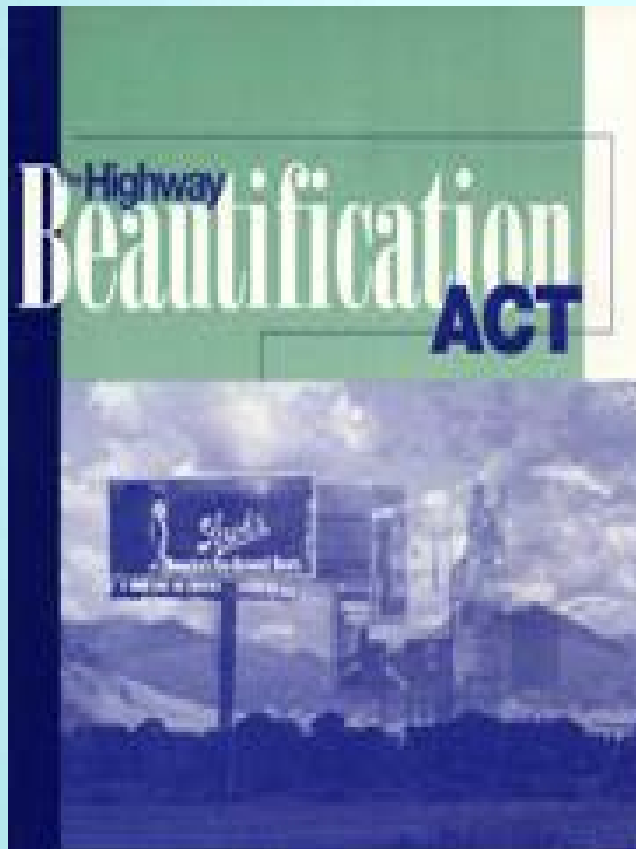
ADVERTISING SIGN REGULATIONS

Why do we regulate signs?



1964

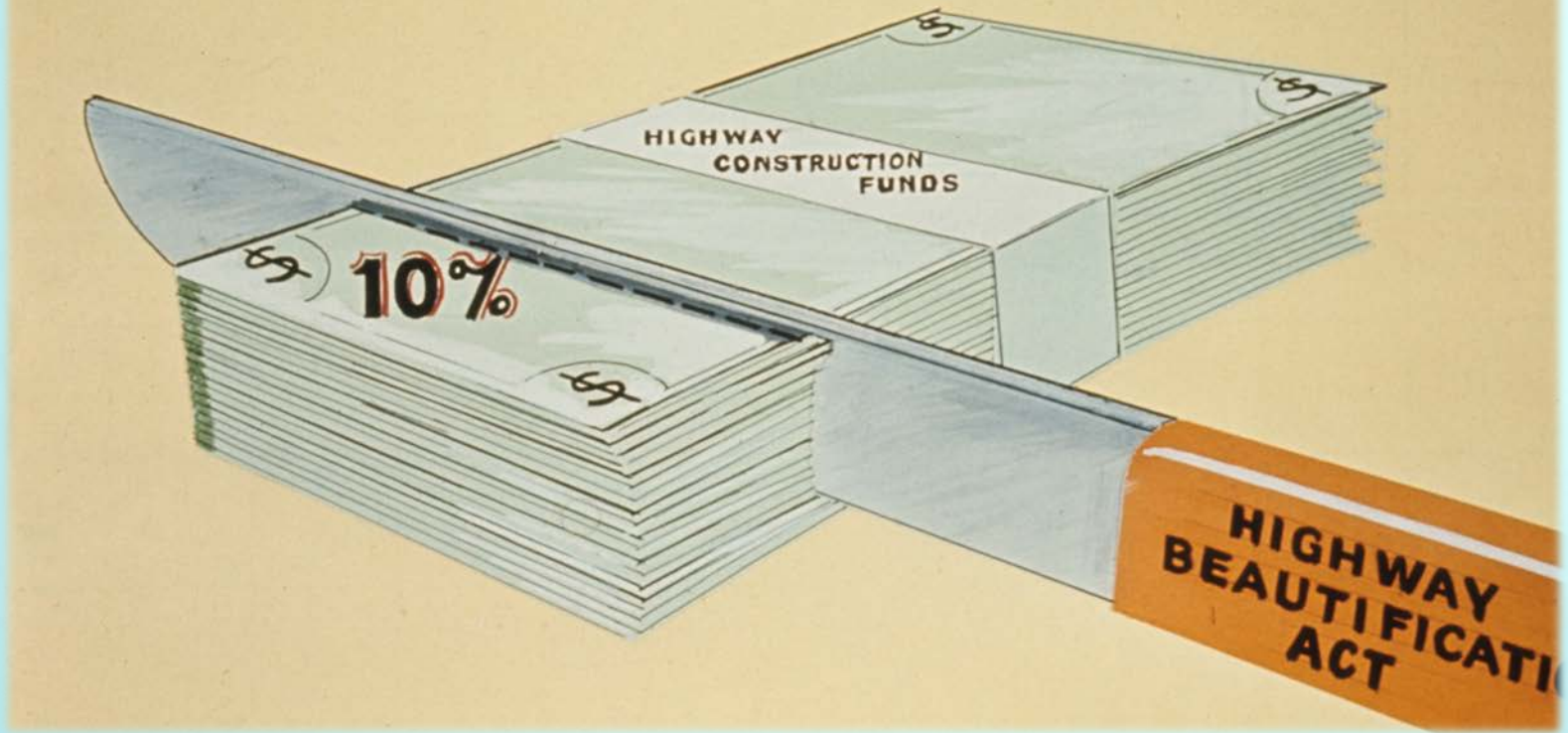
**Reduce sign clutter. Protect views.
Reduce distraction and confusion.**



Federal Regulations

NON-COMPLYING STATES

SUBJECT TO PENALTY



Annual Federal Aid Highway Funds can be reduced for States that do not comply



Iowa was cited for noncompliance in 1971



Iowa legislature passes billboard control law: 1972

- *Avoided the ten percent penalty*
- *Controlled off-premise signs*
- *Controlled junkyards*



On-Premise vs. Off-Premise



On-premise signs advertise goods, services, or activities taking place on the same property as the sign. NO PERMIT REQUIRED.



Off-Premise signs advertise activities, goods or services available on a different property. PERMIT IS REQUIRED.

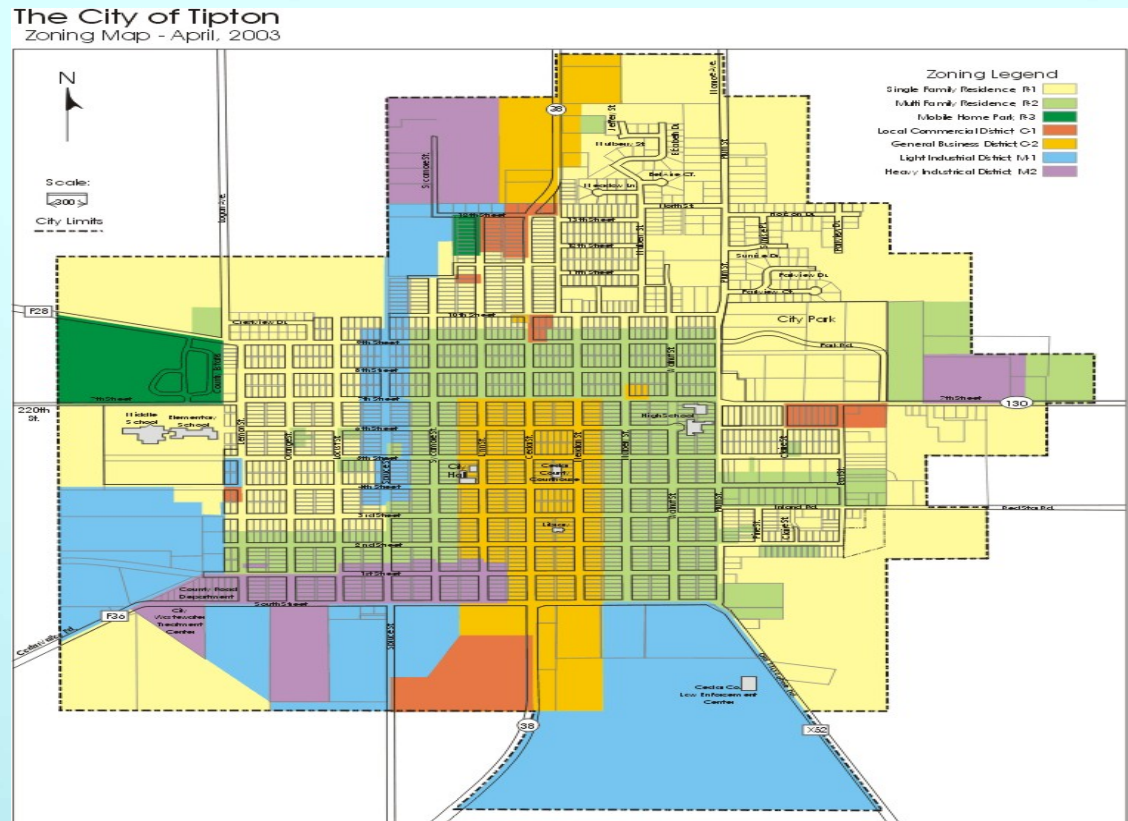
Basic Permit Requirements

Permits cannot be issued for any locations on public right-of-way



Basic Permit Requirements

Permits can only be issued in areas zoned commercial or industrial



Basic Permit Requirements



Spacing:

- 100' in city non-freeway
- 300' in rural non-freeway
- 250' in city freeway
- 500' in rural freeway

Basic Permit Requirements



Permits cannot be issued along scenic byways.

Basic Permit Requirements



Size limit = 1200 sq. ft. single face; 750 sq. ft. for stacked, side-by-side or back-to-back units.

Basic Permit Requirements



Permit plates are issued by the DOT and must be displayed on the sign

**Are these “signs” that can
be regulated?**

**TRAILER
For Sale**
712-540-4400

**EXIT
NOW**

BOB'S BIKE SHOP

LE MARS, IOWA 712-546-5983



EXIT 120 - then South on 75









4 7'98

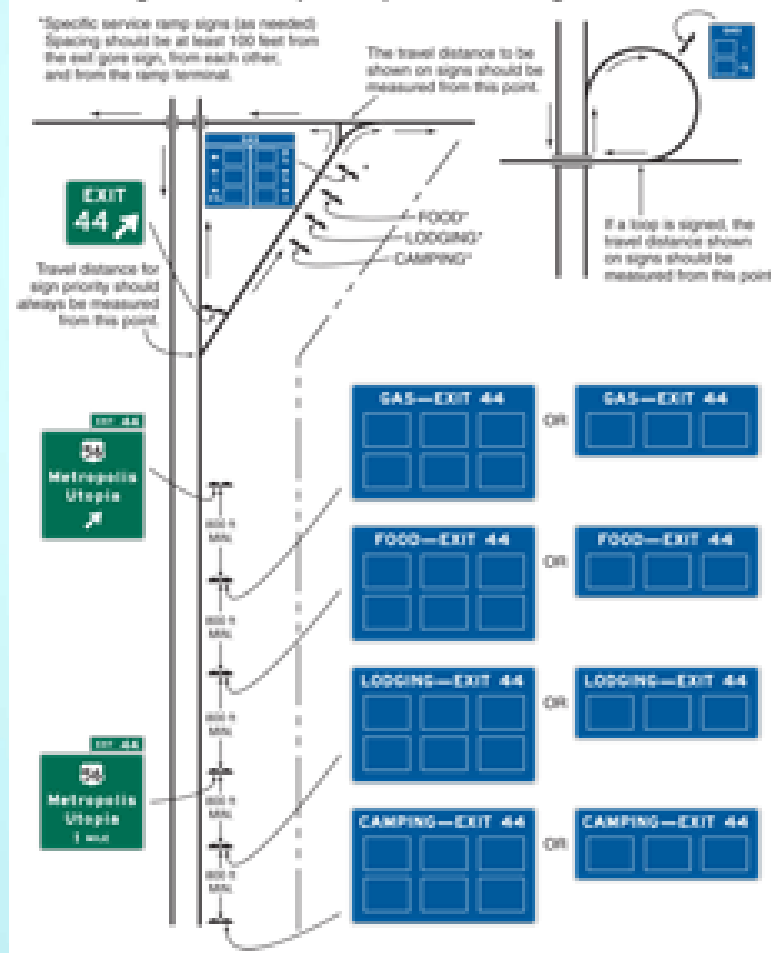
1983



Logo Signing



Figure 2J-2. Examples of Specific Service Sign Locations



**For Interchanges Only -
Typically Four Logo Signs Used**

Fees: \$230/sign/year

Business pays to produce signs

Signs are BIG! 5' x 3'



Categories



Limitations:

DOT must have adequate space to place the signs.

Signs can only hold six logos.

Total number of service signs cannot exceed 4.

Qualifying requirements exist for businesses.



POLITICAL CAMPAIGN SIGNS

Political Campaign Signs

- Allowed any time of year
- No size limit
- No permit needed
- Must be on private property
- Permission by property owner
- Stay 300' back of voting sites

Official City Signs

Official County Signs



Authorized by the City of Readlyn as "official".
-No advertising permitted
-Must not be on the ROW



Authorized as "official" by Jones County.

-No advertising permitted

-Must not be on ROW.

Church Signs

8 sq. ft.
Stay off ROW



Tourist-Oriented Directional Signs (TODS)



Restrictions:

- **At-grade intersections only**
- **Rural areas (pop. 5000 max) only**

Categories:

- **Motorist Services (Gas Station, Restaurant, Motel)**
- **Tourist Attractions (Grotto, Museum, Freedom Rock)**
- **Ag Activity (Winery, Pumpkin Patch, Hog Farm w/tours)**
- **Commercial (antique shop, local crafts, gift shop)**

Committee – Ten Members

- **D.O.T. – Advertising Manager**
- **D.O.T. – State Traffic Engineer**
- **Iowa Economic Development Authority**
- **D.N.R.**
- **Dept. of Agriculture**
- **State Historical Society**
- **Outdoor Advertising Association**
- **One private business member from each Iowa tourism region**

Fee:

\$700/set of two "mainlines"

Trailblazers (if needed) - \$26/sign



Private Directional





JUN 14 2005

Size Limit: 150 sq. ft.

Fee: \$100 app. \$15/year

Location: Cannot be near exit ramps or parks

Approval: Committee



Categories

- Natural phenomena (Spook Cave)
- Historic (U.P. Railroad Museum)
- Cultural (Danish Windmill)
- Scientific (Life Engineering Foundation)
- Educational (Iowa Arboretum)
- Religious (West Bend Grotto)
- Outdoor Rec (Lost Island Waterpark)

Wayfinding Signs



Great Falls
Historic District



Overlook Park
Visitor Center



Rogers Locomotive

City Hall



SOUTH HILL

Community
Center



B - Destination Guide Signs for Color-Coded Community Wayfinding System

Renwick Districts

-  Collegetown
-  South Hill
-  Lakefront



South Hill

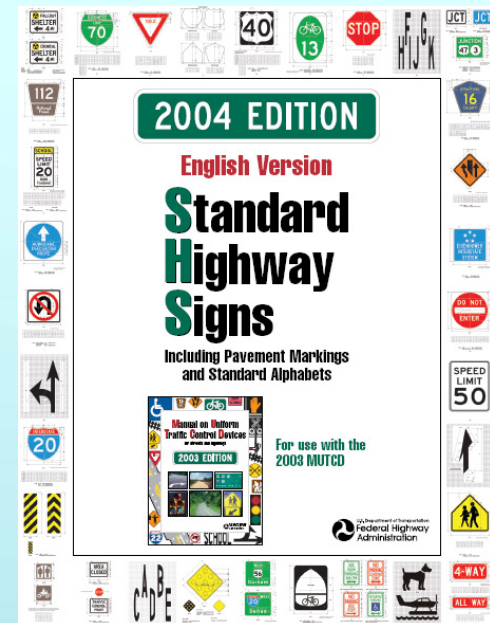
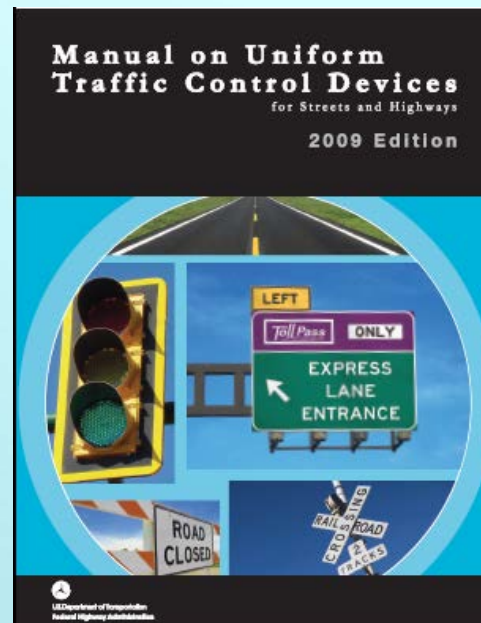


Lakefront



Signs on the State Highways are handled by DOT and must comply with MUTCD and SHS

Signs on the local system *should* conform to MUTCD and SHS – Contact DOT for advice



Purpose:
Guide visitors through a
consistent color-coded
system of signs that give
directional information to
key civic, cultural, visitor,
and recreational
destinations within the
community

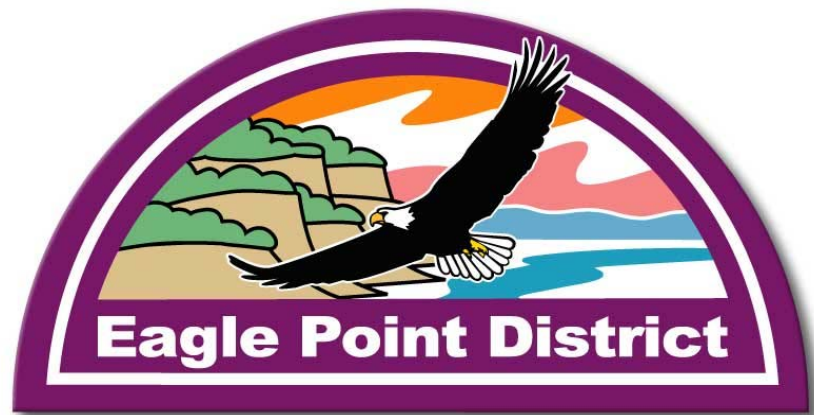


Enhancement Cap Guide Sign



Clinton
Alignment
Black & Maffey Inc.
We've been here
for 14 years
and we care
you don't have to.

BEAUFORT CHANNEL PARKWAY
CLINTON RAILROAD
ADM. CL. CORN SWEETENERS
CLINTON WASTE TREATMENT PLANT
ALLIANT ENERGY
NATIONAL PRODUCTS INC.
SETHNES PRODUCTS CO.



The "Cap" portion:

- Should not be larger than the guide sign
- May use color-coding & pictograph
- Must be retroreflective
- Should be consistent with overall signing plan
- Should be identified at entrance points

The Guide Sign portion:

- Must be rectangular
- Must be retroreflective
- Must not contain advertising
- Does not have to be white on green but avoid red, orange, yellow and purple.
- Limit # Destinations to 3



Sign Replacement Program for Towns

- Replace existing worn-out MUTCD-type signs
- Up to \$5000 per town
- Posts & hardware available
- First-come, first-serve basis
- Does not apply to NEW signs
- No stockpiling for future use





Only certain types eligible

See website:

<http://www.iowadot.gov/traffic/signreplacementprogram.htm>



Contact List

- Billboards: Brent Christian 515-239-1673
- Logo Signs: Vicki Elscott 515-239-1700
- TODS: Bethany Waltersdorf 515-239-1755
- Private Directional: Bethany 515-239-1755
- City Welcome Signs: Brooks Glasnapp 515-239-1255
- Community Wayfinding: Dave Matulac 515-239-1545
- Sign Replacement Program: Dave 515-239-1545
- Church Signs: Steve Burlingame 515-239-1479
- Other official DOT signs: Roxanne Seward 712-274-5840