

**306D.4 Scenic highway advertising.**

1. The department of transportation shall have the authority to adopt rules to control the erection of new advertising devices on a highway designated as a scenic highway or scenic byway in order to comply with federal requirements concerning the implementation of a scenic byways program.

2. Notwithstanding [subsection 1](#), if an advertising device was lawfully erected along an interstate highway within the corporate limits of a city prior to designation of the highway as a scenic byway and, after such designation occurs, the advertising device is displaced due to the reconstruction, improvement, or relocation of the highway, the advertising device may be relocated to a location determined by the department to be substantially the same location, subject to approval by the federal highway administration, and shall not be considered an erection of a new advertising device, if all of the following apply:

a. The location conforms to the requirements of [chapters 306B](#) and [306C](#).

b. The materials, number and type of supports, lighting, face size, and height of the advertising device remain the same.

[95 Acts, ch 135, §4](#); [2013 Acts, ch 140, §22](#)

Referred to in [§306C.11](#)