

**306B.2 Advertising prohibited — exceptions.**

No advertising device shall be erected or maintained within six hundred sixty feet of the edge of the right-of-way of the interstate system except the following:

1. Directional or other official signs or notices that are erected by public officers or agencies and required or authorized by law.

2. Advertising devices in compliance with national policy and rules promulgated by the department which indicate the sale or lease of the property upon which such devices are located or which advertise activities being conducted on the property where the devices are located providing said rules promulgated by the said department shall not be more restrictive than required to conform to the national standards as set forth in Tit. 23, United States Code.

3. Advertising devices in compliance with national policy and rules promulgated by the department which are designed to give information in the specific interest of the traveling public.

4. Advertising devices that are located in areas zoned and used for commercial or industrial purposes under authority of law, regulation, or ordinance of this state or a political subdivision of this state. For purposes of [this subsection](#), “*areas zoned and used for commercial or industrial purposes*” means an area zoned for commercial or industrial purposes in accordance with [chapter 414](#), in the case of city zoning, or in accordance with [chapter 335](#), in the case of county zoning, in which one or more commercial or industrial activities, as defined under the city or county zoning ordinance, are located.

[C66, 71, 73, 75, 77, 79, 81, §306B.2]

[97 Acts, ch 104, §1](#); [2002 Acts, ch 1070, §1, 2](#)

Referred to in [§306B.3](#), [306C.10](#), [306C.13](#)