761—117.2(306B,306C) General provisions.

117.2(1) *Scope.* This chapter pertains to all advertising devices that are visible from the main traveled way of any primary highway, except for the following:

a. Advertising devices within incorporated areas that are beyond 660 feet from the nearest edge of the right-of-way.

b. Official traffic control devices, logo signing and tourist-oriented directional signing.

c. Advertising devices erected within the right-of-way of any primary highway; such devices are subject to Iowa Code chapter 318.

117.2(2) *Rebuttable presumption.* The department may regulate signs as advertising devices except when sufficient documentation from persons reasonably identified as potential payors or receivers of remuneration is available to the department showing or certifying that remuneration does not exist.

117.2(3) *Contact information.* Inquiries, requests for forms, and applications regarding this chapter may be directed to the Advertising Management Section, Traffic and Safety Bureau, Department of Transportation, 800 Lincoln Way, Ames, Iowa 50010. Similar information is also available at www.iowadot.gov/iowaroadsigns/sign-programs-and-applications/advertising-signs.

117.2(4) *Advertising devices permitted under the private directional sign program between May 26, 1983, and July 1, 2021.* Any advertising device permitted as a private directional sign by the department between May 26, 1983, and July 1, 2021, may continue to exist, even if nonconforming to this chapter, under the following conditions:

a. The permit is renewed each year by payment of a $15 fee on or before July 1.

b. The permit remains issued to the owner of the permit on record with the department on July 1, 2021.

c. The advertising device is not modified or destroyed.

d. The advertising device is properly maintained with legible copy.

e. The design and display of the advertising device meet federal standards contained in 23 CFR Section 750.154 as amended to October 1, 2024.

[**ARC 8784C**, IAB 1/8/25, effective 2/12/25]