

IOWA BYWAYS SIGNAGE POLICY



800 Lincoln Way
Ames, Iowa

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INTRODUCTION

This Iowa Department of Transportation policy manual has been prepared, adopted and revised to meet the growing interest and needs of travelers for consistent visual image and effective wayshowing tools that identify Iowa's designated byways. The previous Iowa Byways graphic identity served a useful life and has been phased out of public presentation and use at all levels.



Previous Iowa Byways Signage circa 2009

This manual presents the updated, approved and official graphic imagery and design, application standards, and shared organizational responsibilities for new Iowa Byways graphic identity. This manual supports safe, educational, and enjoyable experiences for visitors to Iowa's most treasured roads.

Additional Iowa Byways Program Signage Resources

The Iowa Byways Program provides additional guidelines for sign replacement and other program information here: <https://iowadot.gov/iowasbyways/iowa-byways-signage>

- [Iowa Byways Signage Policy Summary](#) (See page 43.)
- [Iowa Byways Signage Frequently Asked Questions](#) (See page 45.)

For other resources, contact the Iowa Byways Program Manager.

- Local jurisdiction signing agreements
- Individual Iowa Byways brand guidelines
- Sign inventory
- Sign replacement process and order forms

Policy Basis 1

This policy manual is supported by Chapter 306 D of the Iowa Code and Chapter 132, Iowa Scenic Byway Program of the Iowa Administrative Rules. In turn, this Iowa Byways Signage policy is consistent and integrated with the **Traffic and Safety Manual** (<https://www.iowadot.gov/traffic/library/Traffic-and-Safety-Manual>)

and the **Design Manual** (<https://www.iowadot.gov/design/design-manual>) of the Iowa Department of Transportation. Furthermore, this manual reflects the guidance provided by the **Manual on Uniform Traffic Control Devices** (MUTCD) (http://mutcd.fhwa.dot.gov/kno_2009.htm).

Adherence to the standards (assuring that all provisions are fulfilled and any deviations are approved only to meet a unique need or situation) set forth in this manual will be essential to achieving success from the public investment of human and financial resources in Iowa's Byways.

This manual is intended to meet the needs of those who are directly responsible for implementing, installing and sustaining the graphic identity of the collection of Iowa Byways as well as the unique graphic identities approved for each individual byway.

These audiences include:

- Officials and personnel of the Iowa Department of Transportation including District office.
- County and municipal-level officials and personnel who are responsible for signage on public roads, streets and arterials that are designated as Iowa Byways.
- Metropolitan Planning Organizations (MPOs); Regional Planning Affiliations (RPAs); and Resource Conservation and Development organizations (RC&Ds) that play an important role in planning, managing and sustaining Iowa Byways.
- Individual byway organizations and committees.
- The Iowa Division of Tourism within the Iowa Department of Economic Development.
- Regional tourism organizations.
- Managers of sites and attractions which present scenic, heritage, cultural, historic and other types of intrinsic resources of a byway.

This manual provides:

- The design of the approved graphic identities for the Iowa Byways collection as well as the individual byways. These graphic designs have been officially approved for use in street, road, and highway signs; public exhibit panels for visitor orientation and interpretation; printed brochures; web sites and other appropriate uses.
- Guidelines for color, font, size, backgrounds, and relative placement of graphics.
- Guidelines of the location of the byway signage in the public right-of-way.
- Specifications and guidelines for material options and alternatives.

The terms "scenic byway," "byway," "heritage byway, " and "Iowa Byway," as used in this manual and its references, are intended to have the same meaning.

GRAPHIC IDENTITY FOR IOWA BYWAYS

Basic Principles

By recognizing the informational needs associated with travel, one must assume that consistent graphic identities would assist in creating positive memories. The Iowa Department of Transportation recognizes that effective graphic identity needs to be associated with Iowa Byways for several reasons:

- The experiences that Iowa Byways provide Iowans and state visitors are important sources of education, enjoyment, community pride, and economic activity. The graphic imagery associated with Iowa Byways should support these desirable outcomes.
- A quality graphic identity can suggest (or symbolize a brand of) the essence of what a byway and a collection of byways represent. In promoting Iowa Byways as travel destinations, an effective graphic identity plays an important role for prospective byway visitors in making decisions about where and how to spend their time.
- A consistent and reliable graphic identity is an essential tool that byway travelers rely on to successfully and safely self-navigate byway routes which are, for most byway travelers, coursed through unfamiliar landscapes, towns, and cities. To be an effective guidance tool, byway graphic identities must be guided by the same principle requirements that guide all traffic control devices (MUTCD):
 - Fulfill a need

- Command attention
- Convey a clear, simple meaning
- Command respect from road users
- Give adequate time for proper response

These principles must underlie the design, placement, and maintenance of all byway signage and the graphic identities they support.

The Iowa Byways Program will express several fundamental characteristics in the signage associated with Iowa Byways.

1. While each Iowa Byway possesses unique characteristics, Iowa Byways represent a collection of assets and the expression of the collection's "wholeness" is valuable and greater than any one byway. The overarching characteristic of the "collection" is expressed graphically and with the words "Iowa Byways". See Figures 1, 2, 3 and 4.
2. Iowa Byways are distinguished as being either "Scenic" aesthetic beauty (visual resources that make up the primary intrinsic qualities) of the entire viewshed or singular elements in the viewable landscape as witnessed from the designated road or "Heritage" (historic or cultural resources that make up the primary intrinsic qualities of the byway). The expression of these distinctions is critical in establishing authenticity to a visitor's experience of driving a particular byway. This characteristic is expressed with words "Scenic" or "Heritage" associated with the name of individual byways.
3. Most importantly, each Iowa Byway has its own distinction and uniqueness which needs to be graphically identified. The Iowa Great River Road and the Lincoln Highway have graphic identities that symbolize their intrinsic qualities that extend beyond the borders of Iowa. A unique graphic image and the name of the byway will be expressed in byway signage. The graphic identities for each individual Iowa Byway are shown in Figures 4 and 18 through 28.
4. If an Iowa Byway attains the rare designation of "National Scenic Byway" or "All American Road," it is granted the right by the Federal Highway Administration to exhibit the America's Byways® graphic as an indication of this important recognition (see Figure 8). The application of the America's Byways graphic, as an auxiliary sign (MUTCD D6-4a) in Iowa Byway signage,

will be reserved as a special identifier at intersections with primary highways and at other important entrances and exits to those Iowa Byways that are nationally designated.

BYWAY GUIDE SIGNS FOR ROUTE MARKING

This section describes the standards and uniformity for Byway Guide signs that shall be located within the right-of-way of all primary roads, secondary roads, and city streets that are designated Iowa Byways. Byway Guide signs are essential to:

1. informing motorists of the designation of routes as Iowa Byways;
2. guiding byway travelers along the multiple routes that comprise a designated byway;
3. informing byway users of entrances and exits on a byway; and
4. directing byway travelers to specific attractions related to a byway route.

Iowa Byways guide signing is primarily for the purposes of providing a safe traveling environment as well as orienting and directing road users who are not familiar with the byway route or the area surrounding the byway. Iowa Byways guide signs are solely for the purpose of route marking and are not an advertising medium.

Byway Guide signs shall, where appropriate, supplement and be added to route sign assemblies on primary roads, secondary roads, and city streets, as specified in the ***Traffic and Safety Manual*** (<https://www.iowadot.gov/traffic/library/Traffic-and-Safety-Manual>) and applicable county and city road and street sign policies for designated Iowa Byways.

Byway Guide signs shall not interfere with the placement and location of regulatory and warning signs. Byway Guide signs shall be retroreflective to show similar shape, color, and message by both day and night.

Byway Guide signs shall exhibit: 1) the Iowa Byways graphic identity, 2) the individual byway graphic identity, and 3) the designated byway name. See Figures 1 and 4. See Figure 5 for Byway Guide Sign dimensions.

Byway Guide Sign Installation Guidelines

The guidelines contained in this policy, as well as the figures contained herein, and applicable portions of sections 2A-7, 2A-8, 2A-9 and 2A-10 of the ***Traffic and Safety Manual*** (<https://www.iowadot.gov/traffic/library/Traffic-and-Safety-Manuals>), are intended to give field personnel the information needed to install and maintain Byway Guide signs on the primary road system, secondary roads, local roads, and city streets that are designated as Iowa Byways. The applicable sections of the ***Traffic and Safety Manual*** include post mounting supports, longitudinal location

of signs along a roadway, lateral placement of signs, sign mounting height, and details on hardware as well as assembly and sign maintenance.

These guidelines have been developed to supplement the MUTCD and supersede all previous procedures, instructions, and memorandums relative to byway sign installation and maintenance.

The contents of this policy reflect the latest information available concerning Byway Guide sign installation and maintenance. It is the governing jurisdiction's responsibility to reconcile any discrepancies with other publications concerning the topics covered and referenced herein with the approval of the Iowa Byways Program Coordinator. The Iowa Byways Program Coordinator will provide assistance at the request of the District Office and local jurisdictions.

Byway Guide Sign Mounting Requirements

The guidelines and requirements of the *Traffic and Safety Manual, Chapter 2—Signing, 2A – General, Mounting Requirements (2A-7)* (<http://www.iowadot.gov/traffic/manuals/pdf/02a-07.pdf>), and its subsequent updates, shall apply to the mounting of individual Byway Guide signs as well as Byway Guide Sign Assemblies associated with Route Sign Assemblies.

Byway Guide Sign Placement

Byway Guide signs should be located on the right side of the roadway where they are easily recognized and understood by road users. Byway Guide signs should be installed on posts and with mountings to supplement and be part of route marker and directional guide signs referred to herein as Route Guide Sign Assemblies. In cases where there are already two numbered route markers in a Route Guide Sign Assembly, certain Byway Guide Sign Assemblies should be installed on a separate post from the Route Guide Sign Assembly. The State Traffic Engineer will provide assistance for individual cases at the request of the District Office for primary routes.

Longitudinal Placement

The location of Byway Guide signs and assemblies should be placed adjacent to Route Guide Sign Assemblies. If engineering judgment indicates that a Byway Guide sign assembly cannot be located adjacent to Route Guide Sign Assemblies, alternative placement shall be considered.

For alternate placement, the roadway cross section should be considered first. Select a location where the sign can be offset the desired distance without encountering a severe fill section requiring long posts or a cut section where the

sign cannot be offset at the proper mounting height. If available, a relatively level section is preferred. Locations behind existing guardrails or barriers should be considered to take advantage of protected areas.

Check to see if there are physical features that may obstruct visibility of the sign. Examples are trees, mailboxes, vertical or horizontal curves, utility or luminaire poles, bridge piers and abutments and other essential signs. Locations must be adjusted to points where these features are not obstructions. In some cases, it may be necessary to clear obstructions. Care should be taken to see that the shape or outline of a sign is not obscured when mounting signs back-to-back.

Normally, the minimum longitudinal spacing of signs is 300 feet on two-lane and four-lane undivided roadways and 800 feet on four-lane divided roadways. At intersections and in urban areas where room is limited, it may be necessary to reduce spacing. In sections with reduced speed limits, spacing of five times the posted speed limit is desirable, but conditions may limit spacing to as little as three times the posted speed limit. Uniform spacing enhances the effectiveness of a series of signs. Spacing is important to allow signs to be viewed without obstructing one another and to allow the motorist time to read and understand the message conveyed before encountering another sign.

Lateral Placement

Signs on all newly constructed highways are to be offset from the traveled way if practical. This concept is to be extended to all signs that are replaced or are otherwise in need of attention by maintenance personnel.

The shape of the cross section, available right of way, maximum length of posts available and condition of the soil to resist wind load, control the permissible offset. Good signing practice requires that signs be at least 6 feet from the edge of the shoulder and at least 12 feet from the edge of the traveled way. Taking into consideration all of the above factors, offsets prescribed below should be used for all signs in rural areas except those in special categories covered later in this section.

Type of Offset	Distance from Edge of the Traveled Way to Near Post
Minimum	18 feet
Desirable	24 feet

Offsets should be measured from the edge of the pavement in all cases, regardless of the shoulder width. The offset distances are to the post for a single support

assembly or the near post for a multiple support assembly. Although the near edge of the sign projects closer to the roadway, offset distances will provide more than the minimum distances prescribed in the MUTCD.

Depending on shoulder width, these offsets will result in approximately 12 feet of clearance from the edge of the shoulder to the near edge of the sign. A distance of approximately 14 feet is provided from the shoulder edge to the signpost to provide a recovery area for errant vehicles, to allow for mowing and snow plowing, and to keep the signs cleaner.

The desirable 24-foot offset (from the pavement) should be used in most normal cases. Where site conditions do not permit this offset, the 18-foot minimum may be used. It is recognized that there may be unusual circumstances where these distances cannot be attained. For special cases, the near edge of the sign should be installed not less than 6 feet from the edge of the shoulder.

In urban areas, signs may be installed on existing utility and light poles when space for installing posts is otherwise not available. Permission and documentation of the approval to use this facility should be obtained from the owner before installing signs. A minimum offset of 2 feet from the face of the curb to the near edge of the sign should be maintained if practical.

Mounting Height

On two-lane routes in rural areas, the MUTCD specifies that signs be mounted at a height of at least 5 feet measured from the bottom of the sign to the near edge of the pavement. In urban areas or locations where parking or pedestrian movements are likely to occur or where there are other obstructions to view, the clearance from the bottom of the sign to the curb or ground at the base of the sign shall be at least 7 feet. When a secondary sign is mounted below another sign, the mounting heights prescribed above may be reduced to 4 feet in rural areas and 6 feet in urban areas. For the purpose of this section, a Byway Guide Sign Assembly is treated as a single sign. The mounting heights presented above are considered minimums.

It is recognized that signs cannot be installed precisely at the above stated heights, therefore a mounting tolerance of 6 inches is allowed. The above mounting heights are considered minimums. As an example, the permissible range in mounting height for a rural area would be from 5 feet, 0 inches to 5 feet, 6 inches.

Byway Guide Sign Assemblies Supplement Route Guide Sign Assemblies

Iowa Byways shall be marked with Byway Guide Sign Assemblies within the right-of-way of all primary roads, secondary roads and city streets that are designated Iowa Byways. An Iowa Byway Guide Sign Assembly is the Iowa Byway Guide sign combined with, when needed, an auxiliary sign that further identifies the byway's route and indicates the direction to follow. The placement of Byway Guide Assemblies shall be adjacent to and to the right of Route Guide Sign Assemblies. Route Guide Sign Assemblies are prescribed in *Traffic and Safety Manual, Chapter 2—Signing, 2A – General, Sign Placement (2A-8)*.

Iowa Byway Guide Signs and appropriate auxiliary signs shall be placed adjacent to Route Guide Signs so as to supplement these standard guide sign functions:

- Directional Assemblies consisting of the appropriate Iowa Byway Guide Sign and related auxiliary sign(s);
- Junction Assemblies consisting of the appropriate Iowa Byway Guide Sign and related auxiliary sign(s) only at intersections where directional assembly is not installed; and
- Confirming or Reassurance Assemblies consisting of the appropriate Iowa Byway Guide Sign.

Iowa Byway Guide Sign Assemblies shall be grouped with Route Guide Sign Assemblies. If engineering judgment indicates that groups of assemblies that include overlapping routes or multiple turns might be confusing, alternative placements shall be considered provided that clear directions are given to road users following the byway route.

See Figure 6 for illustrations of typical Route Guide Sign and Byway Guide Sign Assemblies.

Directional Assembly for Byways

For routes that are designated Iowa Scenic and/or Heritage Byways, a Directional Assembly consists of 1) a Route Guide Sign Assembly and 2) a Byway Guide Sign Assembly and its attendant directional arrow auxiliary sign. A Directional Assembly for a byway marks the turn movements that are required to follow the byway route. See Figures 6A and 9 through 17.

The Byway Guide Sign Assembly shall consist of 1) the Iowa Byways graphic identity; 2) the individual byway graphic identity; and 3) the individual byway or byway loop name. The Byway Guide Sign Assembly shall be positioned to the right of the Route Sign Assembly. In extremely rare locations where horizontal space is

limited, the Byway Guide Sign Assembly may be mounted below the Route Sign Assembly based on appropriate engineering judgment. See Figure 6A.1.

For Iowa Byways that are also designated as “National Scenic Byway” or “All-American Road” by the Federal Highway Administration, the National Scenic Byways Sign (D6-4a) may be attached below the Byway Guide Sign as part of a Directional Assembly. Placement of the National Scenic Byways Sign shall be limited to Directional Assembly signs installed in advance of an intersection where a numbered route is intersected or joined by a route that is designated a National Scenic Byway or an All American Road by the Federal Highway Administration. See Figure 8 for typical mounting arrangement.

Junction Assembly for Byways

A Byway Guide Sign Assembly shall be installed with a route guide Junction Assembly only if a Directional Assembly is not installed at an intersection for routes that are designated Iowa Scenic and/or Heritage Byways. A Junction Assembly consists of 1) a Junction Auxiliary sign; 2) a U.S., State, and/or County route sign; and 3) a Byway Guide Sign Assembly that includes the Byway Guide sign and its attendant Junction Auxiliary sign. The route sign shall carry the number of the intersected or joined route. See Figure 6B.

The Byway Guide Sign Assembly shall consist of 1) the Iowa Byways graphic identity; 2) the individual byway graphic identity; and 3) the individual byway or byway loop name. The Byway Guide Sign Assembly shall be positioned to the right of the route sign assembly. In extremely rare locations where horizontal space is limited, the Byway Guide Sign Assembly may be mounted below the route sign assembly based on appropriate engineering judgment. See Figure 6B.1.

The Junction Assembly shall be installed on a secondary road in advance of an intersection where the secondary road is intersected or joined by a primary road and an Iowa Byway. See Figures 12 through 17.

For Iowa Byways that are also designated as “National Scenic Byway” or “All-American Road” by the Federal Highway Administration, the National Scenic Byways Sign (D6-4a) may be attached below the Byway Guide Sign as part of a Junction Assembly if a Directional Assembly is not present at an intersection. Placement of the National Scenic Byways Sign shall be limited to Directional or Junction Assembly signs installed in advance of an intersection where a numbered route is intersected or joined by a route that is designated a National Scenic Byway or an All American Road by the Federal Highway Administration. See Figure 8.

Confirming or Reassurance Assemblies for Byways

Confirming or Reassurance Assemblies for Byways consist of 1) a Route Guide Sign Assembly and 2) a Byway Guide Sign Assembly. See Figure 6C.

The Byway Guide Sign Assembly shall consist of 1) the Iowa Byways graphic identity; 2) the individual byway graphic identity; and 3) the individual byway or byway loop name. The Byway Guide Sign Assembly shall be positioned to the right of the route sign assembly. In extremely rare locations where horizontal space is limited, the Byway Guide Sign Assembly may be mounted below the route sign assembly based on appropriate engineering judgment. See Figure 6C.1

The Confirming Assembly shall be erected just beyond primary-to-primary, primary-to-secondary, secondary-to-primary, and secondary-to-secondary intersections of numbered routes to inform motorists of the route they have turned onto. See Figures 6C and 9 through 17.

Reassurance Assemblies should be spaced at such intervals as necessary to keep drivers informed of their route. For the benefit of traffic entering from paved secondary routes, Reassurance Assemblies for the primary route and byway shall be placed for both directions of traffic. They should also be placed at unpaved intersections on alternating sides of the primary highway. However, in areas with closely spaced intersections it is not necessary to have Reassurance Assemblies at each of them as long as the minimum spacing is approximately two miles. In urban areas Reassurance Assemblies should be erected just beyond major intersections and at intervals of about six city blocks.

Loop and Bridge Indicators

Some Iowa Byways have officially designated secondary routes known as “Loops” and specific signs for “Bridges” spurs that are off the main spine of the byways. For byway routes that are designated as Loops or Bridge spurs, a Loop/Bridge Indicator graphic shall be included in the Byway Guide sign as indicated in Figure 7. Application of the Loop/Bridge Indicator is appropriate for Directional Assemblies, Junction Assemblies, Confirming Assemblies, and Reassurance Assemblies.

The Loop/Bridge Indicator graphic is a diagonal band containing the word “LOOP” or the word “BRIDGE” placed in the upper left corner of the byway graphic identity as indicated in Figure 7. Typeface for the loop name shall be Gills Sans set in all caps and printed white on the black background.

If an Iowa Byway Loop/Bridge segment has a name approved by the Iowa Byways Program Coordinator, the loop name may be printed on the Byway Guide sign in lieu of the designated byway name.

FIGURES FOR IOWA BYWAY GUIDE SIGNS

Refer to the following figures and appropriate figures of the *Traffic and Safety Manual* for proper and official fabrication and installation of Iowa Byway Guide Sign Assemblies. These figures are not all to scale.

Auxiliary Sign Dimensions

September 2015

Many of the MUTCD auxiliary sign size standards have changed since the assembly figures were developed. This chart provides the updated standard dimensions. The size of these auxiliary signs may affect the appearance of the configurations in new and replacement installations.

M4-14	 24"x12"	M6-4	 21"x15"	M6-6R	 21"x15"	M5-1	 21"x15"
M4-6	 24"x12"	M6-1S	 21"x15"	M6-6L	 21"x15"	M5-1B	 21"x15"
M6-1R	 21"x15"	M6-2R	 21"x15"	M5-2	 21"x15"	M6-7	 21"x15"
M6-1L	 21"x15"	M6-2L	 21"x15"	M5-2B	 21"x15"	D6-4a	 24"x12"

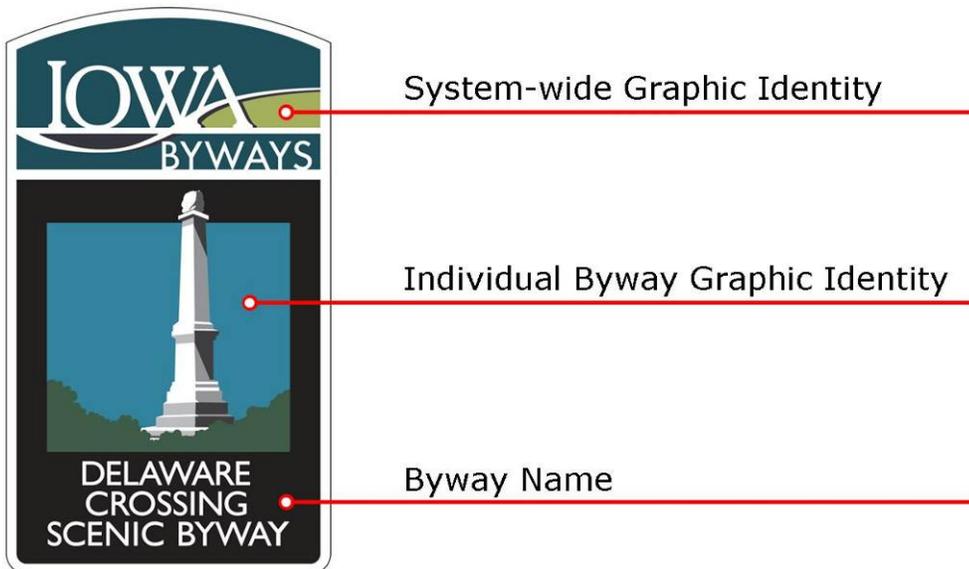
Metal Poles

Beginning with the 2016 construction season, the Iowa DOT will require Perforated Square Steel Tube (PSST) posts for new sign installations.

Figure 1: Iowa Byways—System-wide Graphic Identity



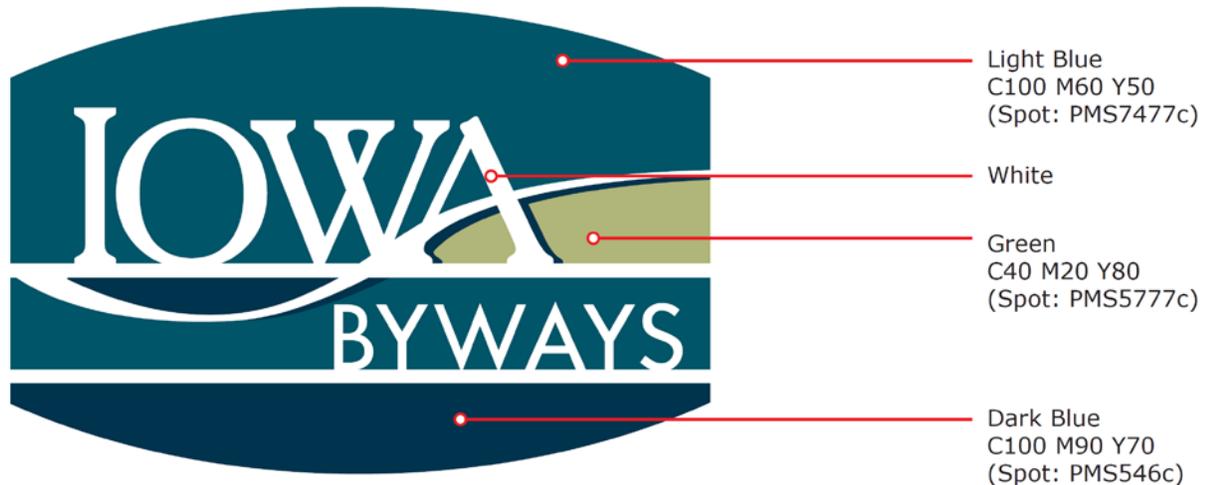
System-wide Graphic Identity



System wide Graphic identify in combination with individual byway graphic identity

The Iowa Byways system-wide graphic identity is a single image that represents the comprehensive family of Iowa Byways. It can be a stand-alone graphic for identifying and promoting the Iowa Byways program. It combines with individual byway graphic identities on highway guide signage. The system-wide identity graphic is an intentionally simple graphic style that is a recognizable and memorable graphic theme without competing with or dominating the individual byway graphic identity when displayed on wayshowing signage. The colors and curves in the graphic identity are an abstraction of the undulating Iowa landscape. These colors serve as the primary color palette for the Iowa Byways brand.

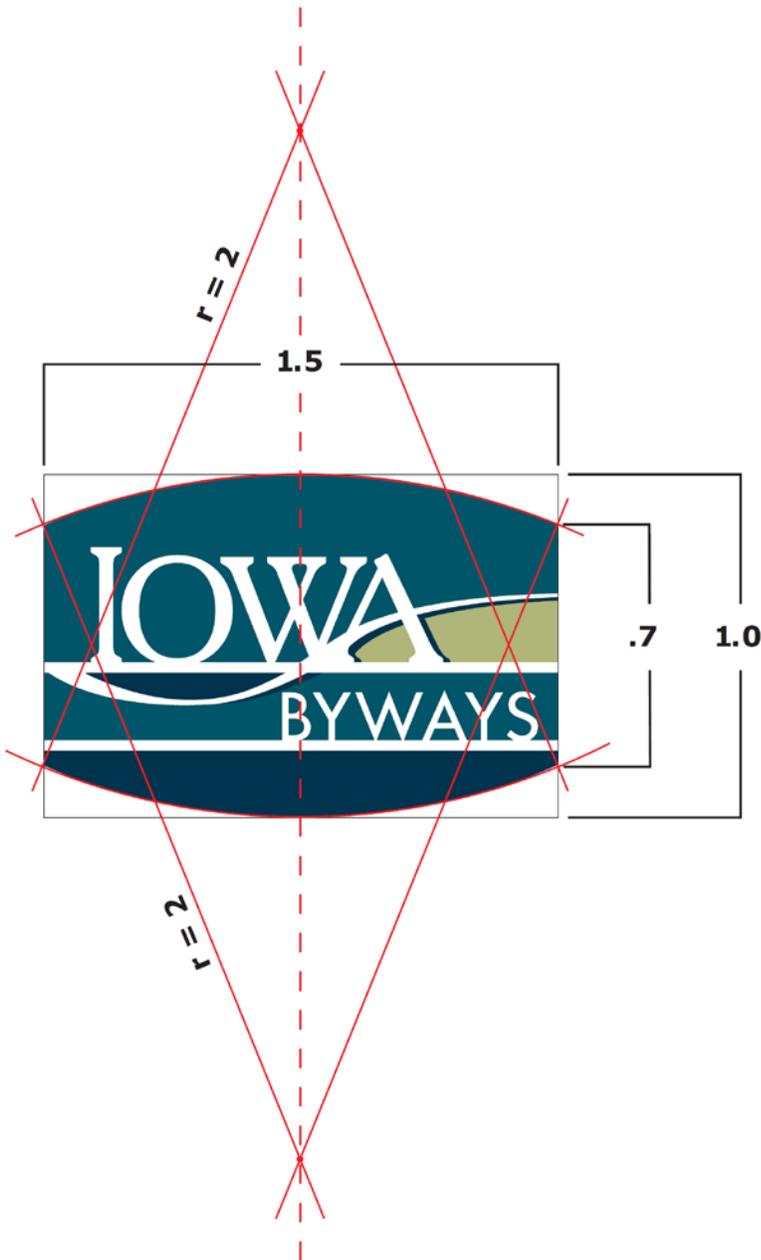
Figure 2: Iowa Byways—System-wide Graphic Identity Color



The typeface for “IOWA” is a derivation of Cheltenham BT set in all caps. The original typeface is manipulated to blend with abstract graphic representations of hills and valleys. Typeface for “BYWAYS” is Gill sans set in all caps.

Colors for the brand identity are Light Blue (C100 M60 Y50) or PMS equivalent, Dark Blue (C100 M90 Y70) or PMS equivalent, and green (C40 M20 Y80) or PMS equivalent.

Figure 3: Iowa Byways—System-wide Graphic Identity Proportions



The proportion of the system-wide identity graphic is created in a ratio of 1.0 (height) to 1.5 (width). Any enlargement or reduction of the graphic identity must maintain the ratio. At a ratio of 1.0 to 1.5, the radii of the arcs comprising the top and bottom of the mark = 2.0.

Figure 4: Individual Byway Graphic Identities

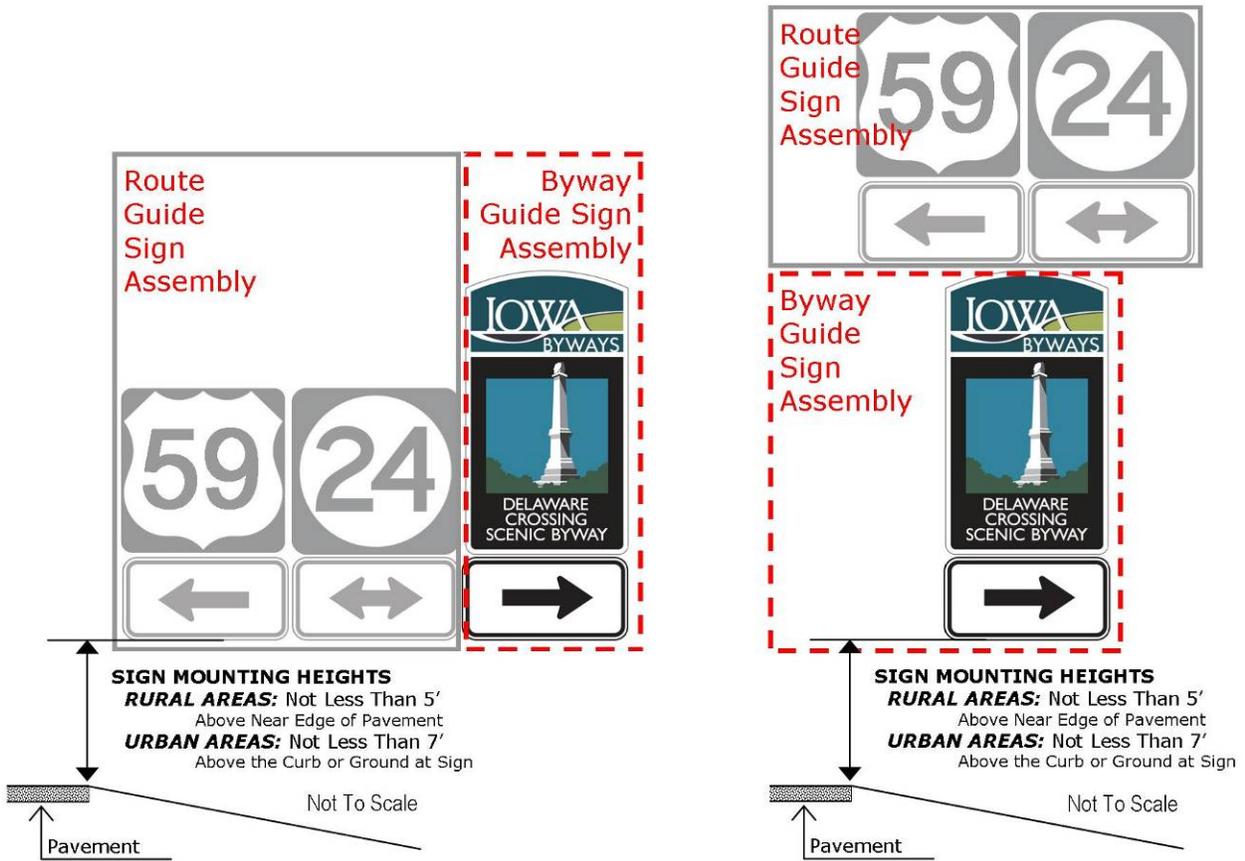


The graphic identities for the individual byways in the Iowa Byways program were developed in an intentionally simple graphic style so as to be a recognizable and memorable graphic theme, descriptive of the character and experience of the byway, and as a safe and effective wayshowing tool when displayed on highway guide signs.

Figure 5: Iowa Byway Guide Sign Dimensions



Figure 6: Typical Byway Guide Sign Assemblies Illustrating Placement with Adjoining Route Guide Sign Assemblies

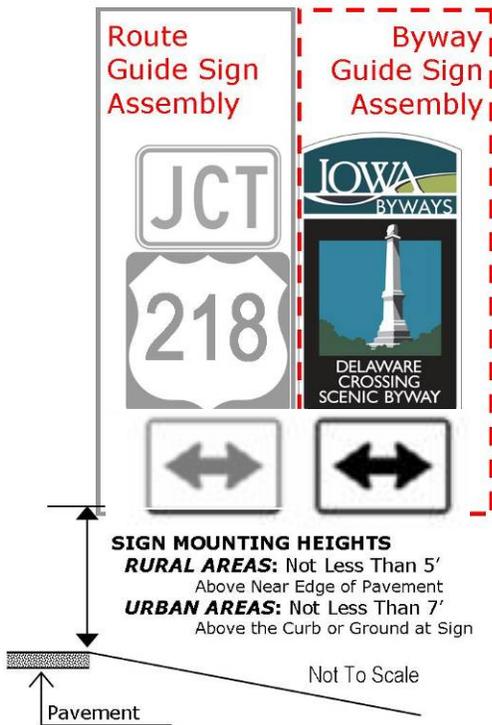


6A Directional Assembly-Horizontal

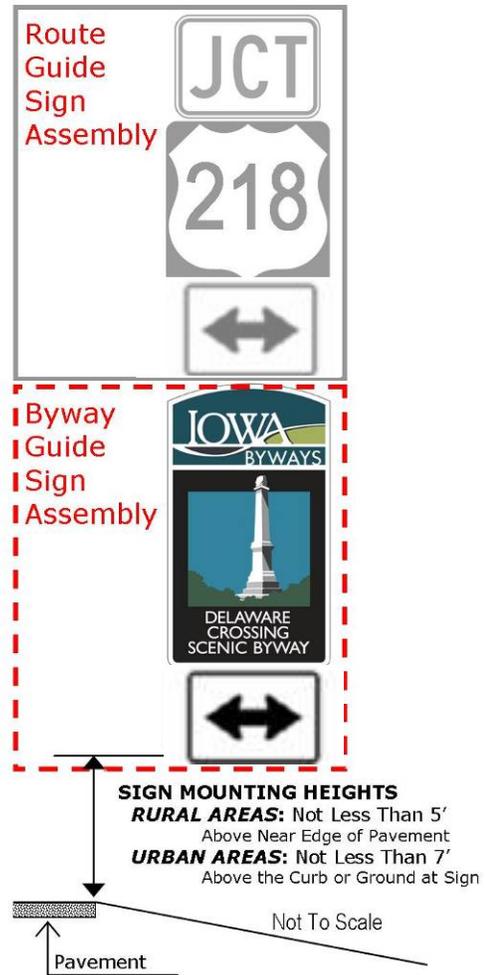
6A.1 Directional Assembly-Vertical
 Install only in extremely rare cases where horizontal space is limited. Engineer approval required.

Route numbers and auxiliary signs shown are illustrated for example only. Type and number of route and auxiliary signs are determined on a location-by-location basis.

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.



6B Junction Assembly-Horizontal*



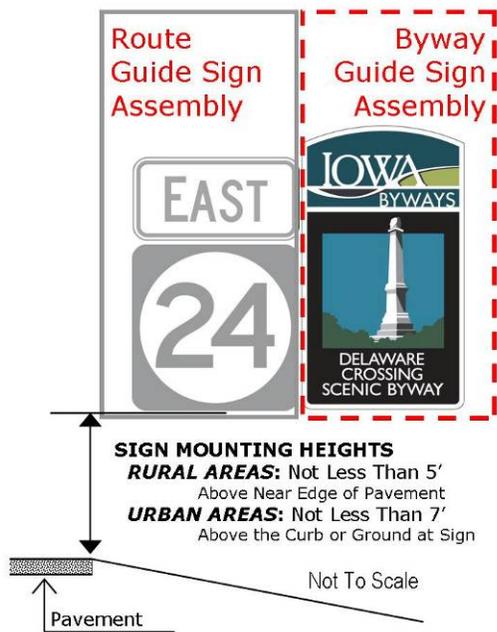
6B.1 Junction Assembly-Vertical*

Install only in extremely rare cases where horizontal space is limited. Engineer approval required.

* Installed only when a Directional Assembly is not used at an intersection.

Route numbers and auxiliary signs shown are illustrated for example only. Type and number of route and auxiliary signs are determined on a location-by-location basis.

Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.



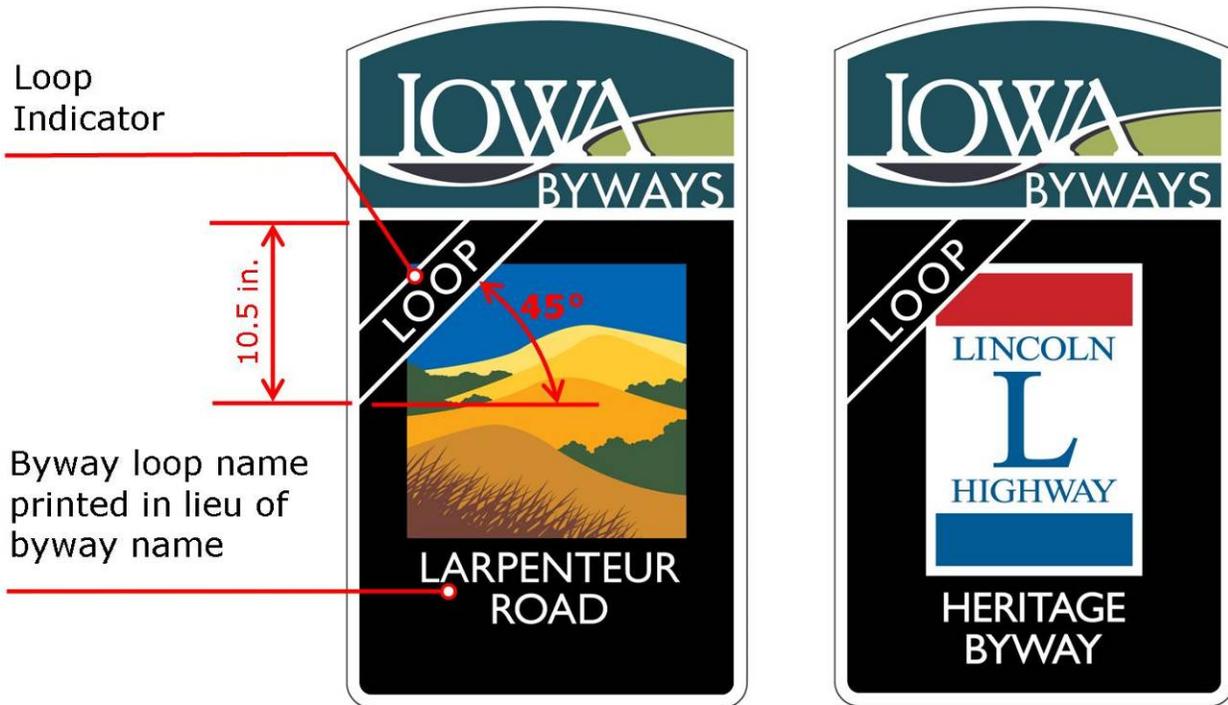
6C Confirming or Reassurance Assembly-Horizontal



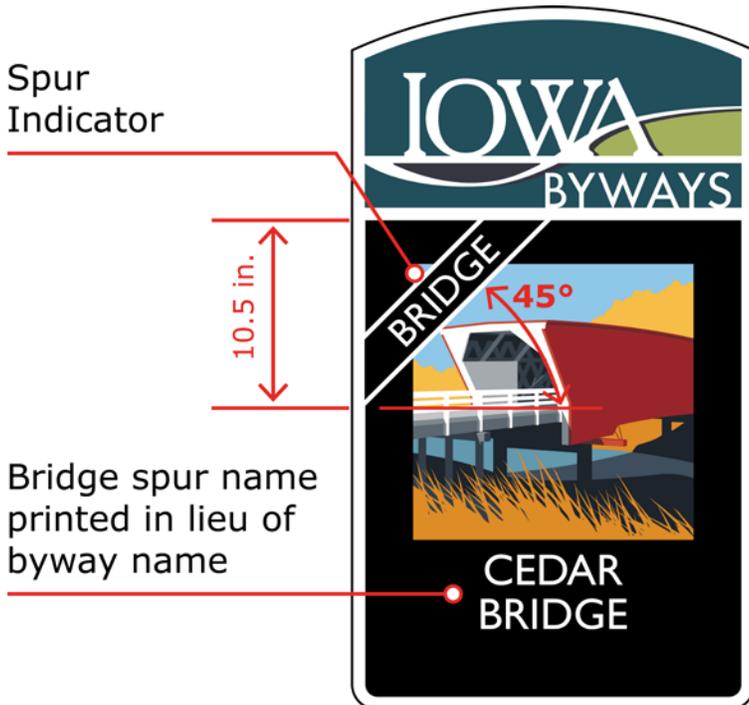
6C.1 Confirming or Reassurance Assembly-Vertical
 Install only in extremely rare cases where horizontal space is limited. Engineer approval required.

Route numbers and auxiliary signs shown are illustrated for example only. Type and number of route and auxiliary signs are determined on a location-by-location basis.

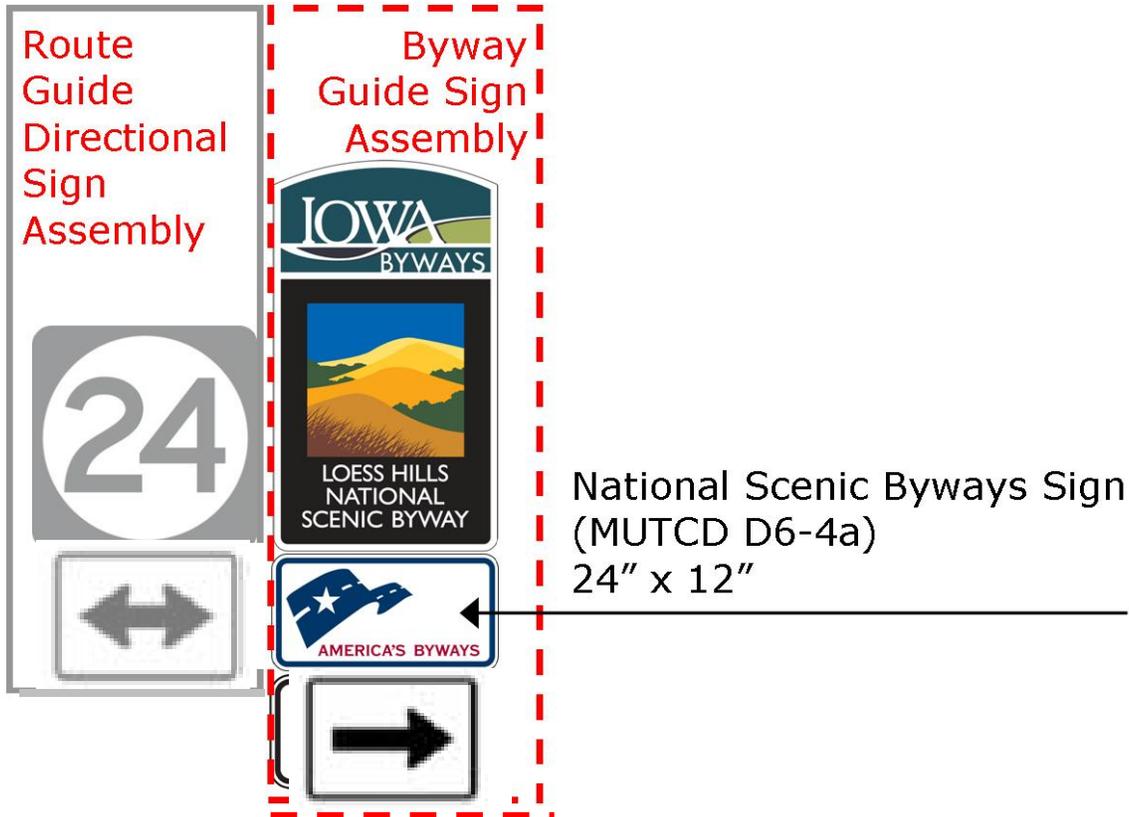
Figure 7: Iowa Byway Guide Sign with Loop Indicator



Bridge Spur Indicator



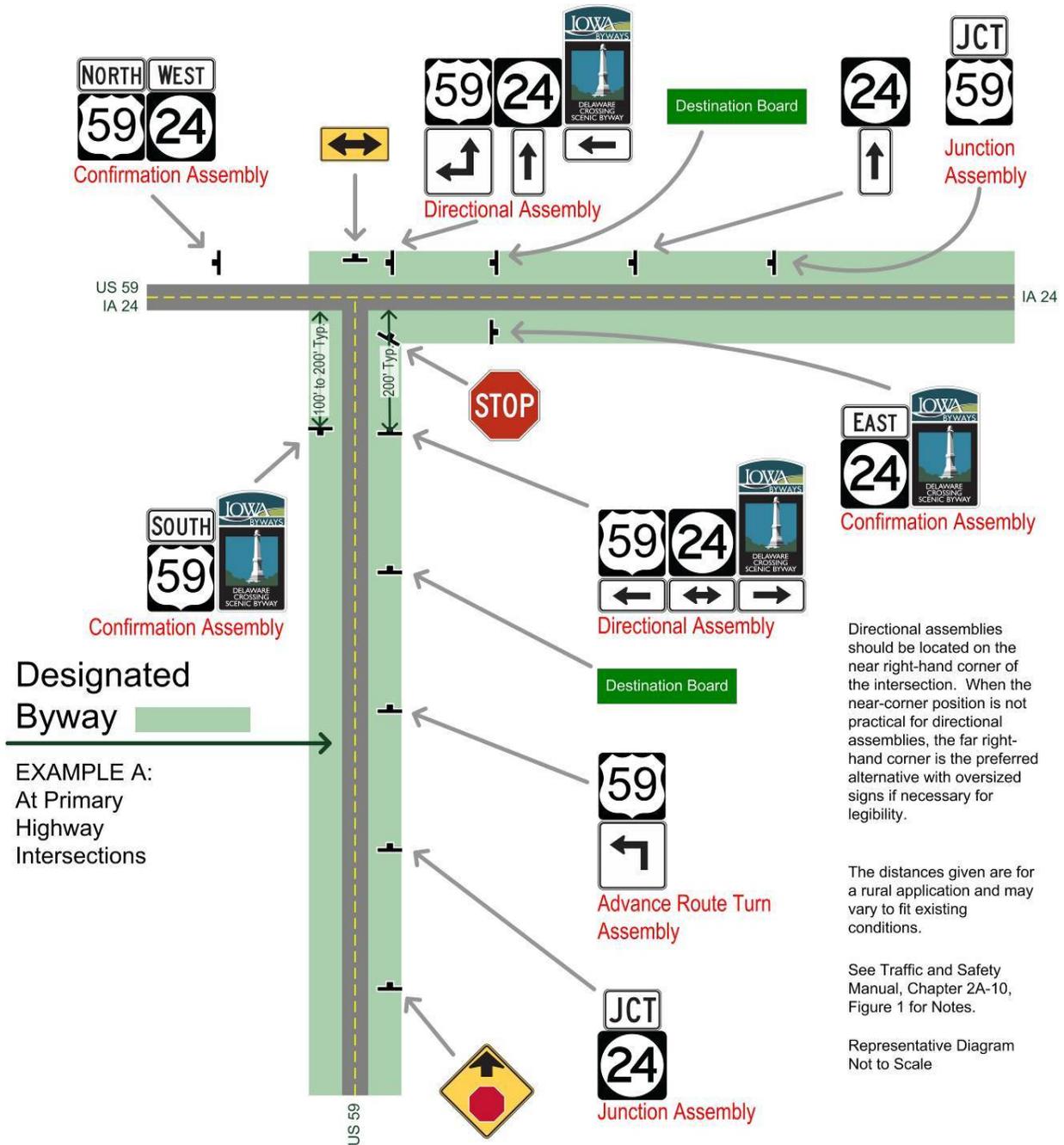
Iowa Byway Guide Sign Use of the National Scenic Byways Sign



Use of the National Scenic Byways Sign shall be limited to Directional Assembly signs installed in advance of an intersection where a numbered route is intersected or joined by a route that is designated a National Scenic Byway or an All American Road by the Federal Highway Administration. If an intersection of a numbered route with a National Scenic Byway or an All American Road does not have a Directional Assembly, a Junction Assembly may be used for placing the Iowa Byway Guide sign, the National Scenic Byways Sign (MUTCD D6-4a), and the appropriate auxiliary sign.

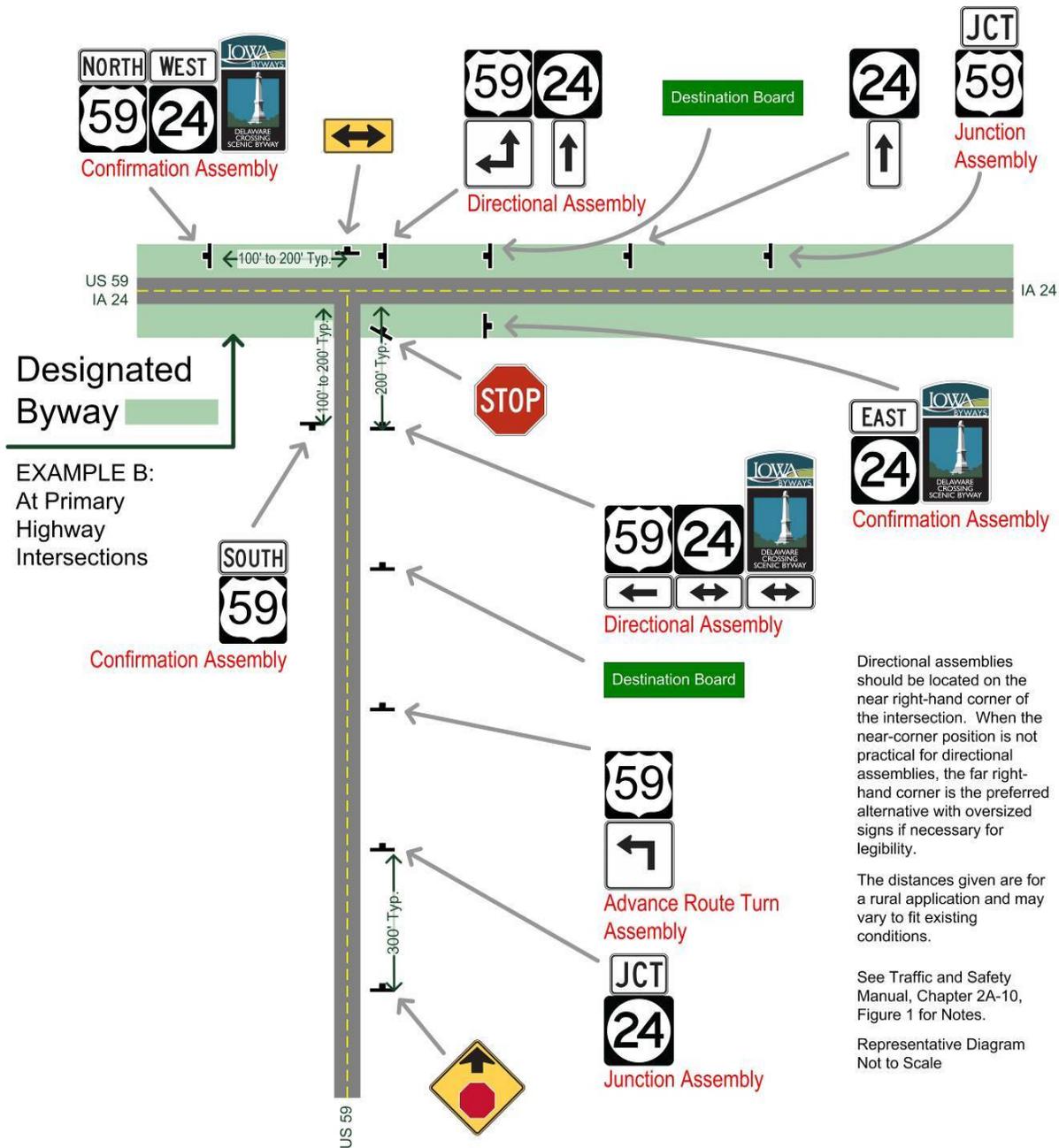
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 8: Typical Byway Guide Signs at Primary Highway Intersections—Example A



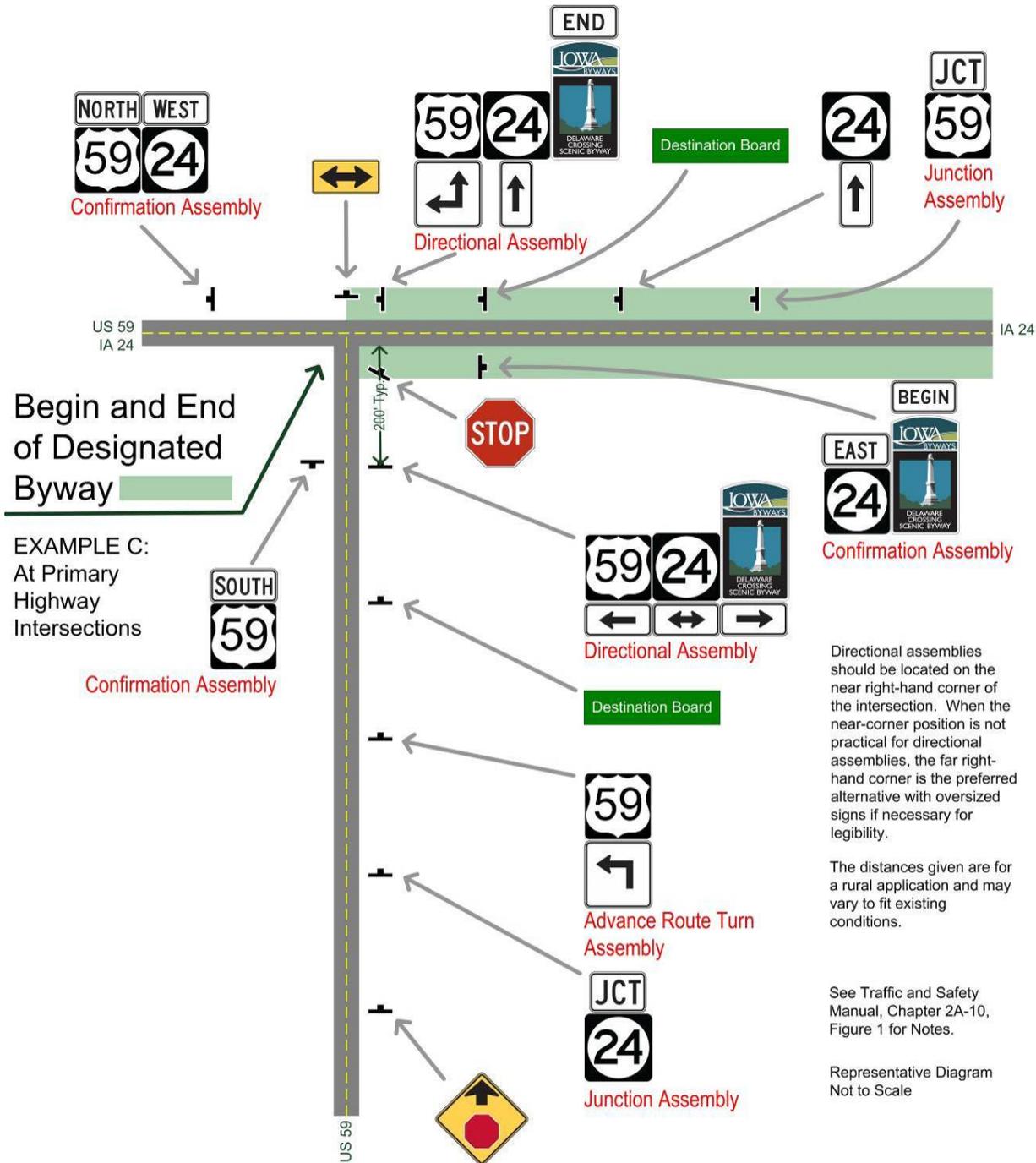
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 9: Typical Byway Guide Signs at Primary Highway Intersections—Example B



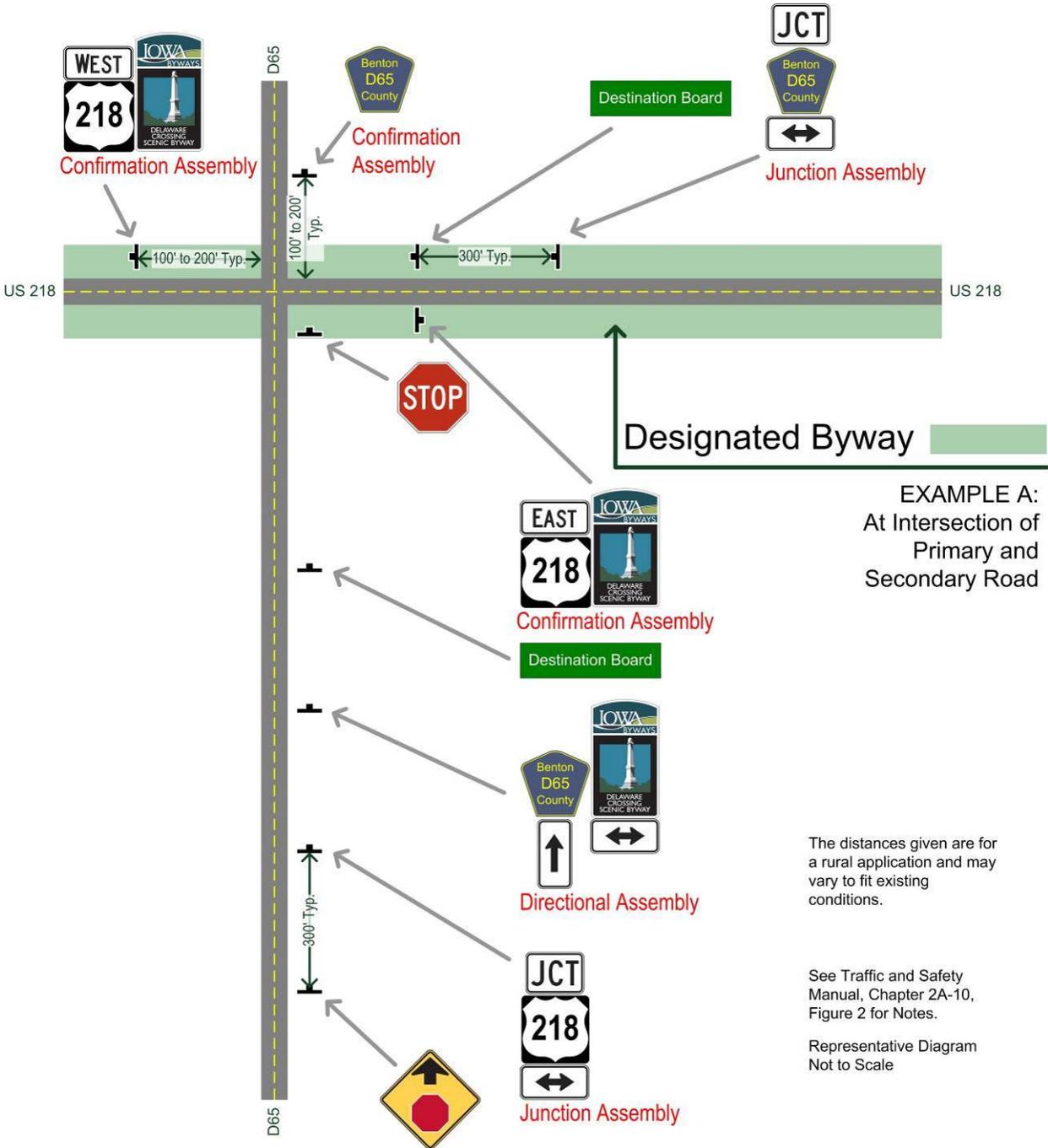
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 10: Typical Byway Guide Signs at Primary Highway Intersections—Example C



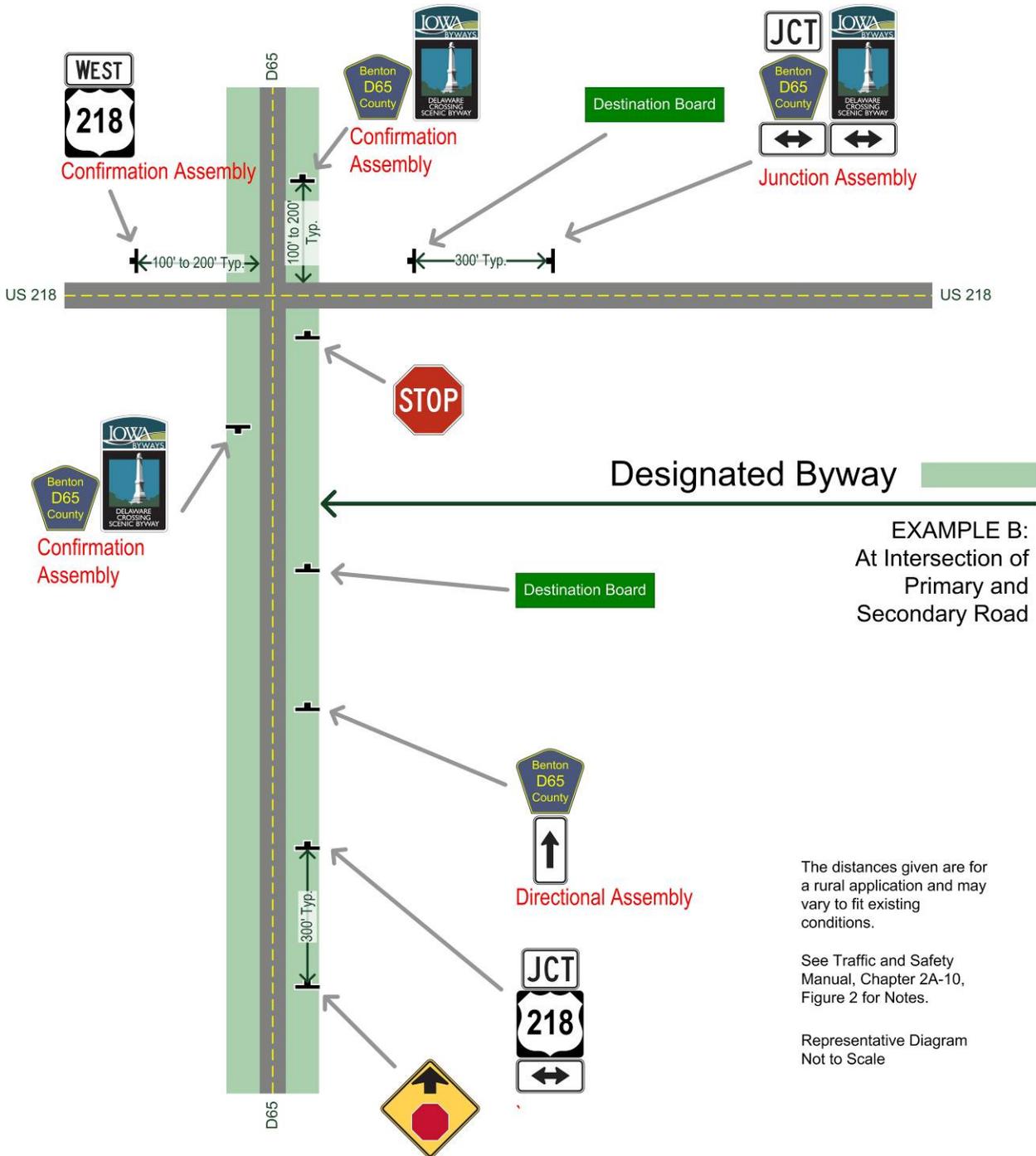
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 11: Typical Byway Guide Signs at Intersection of Primary and Secondary Road—Example A



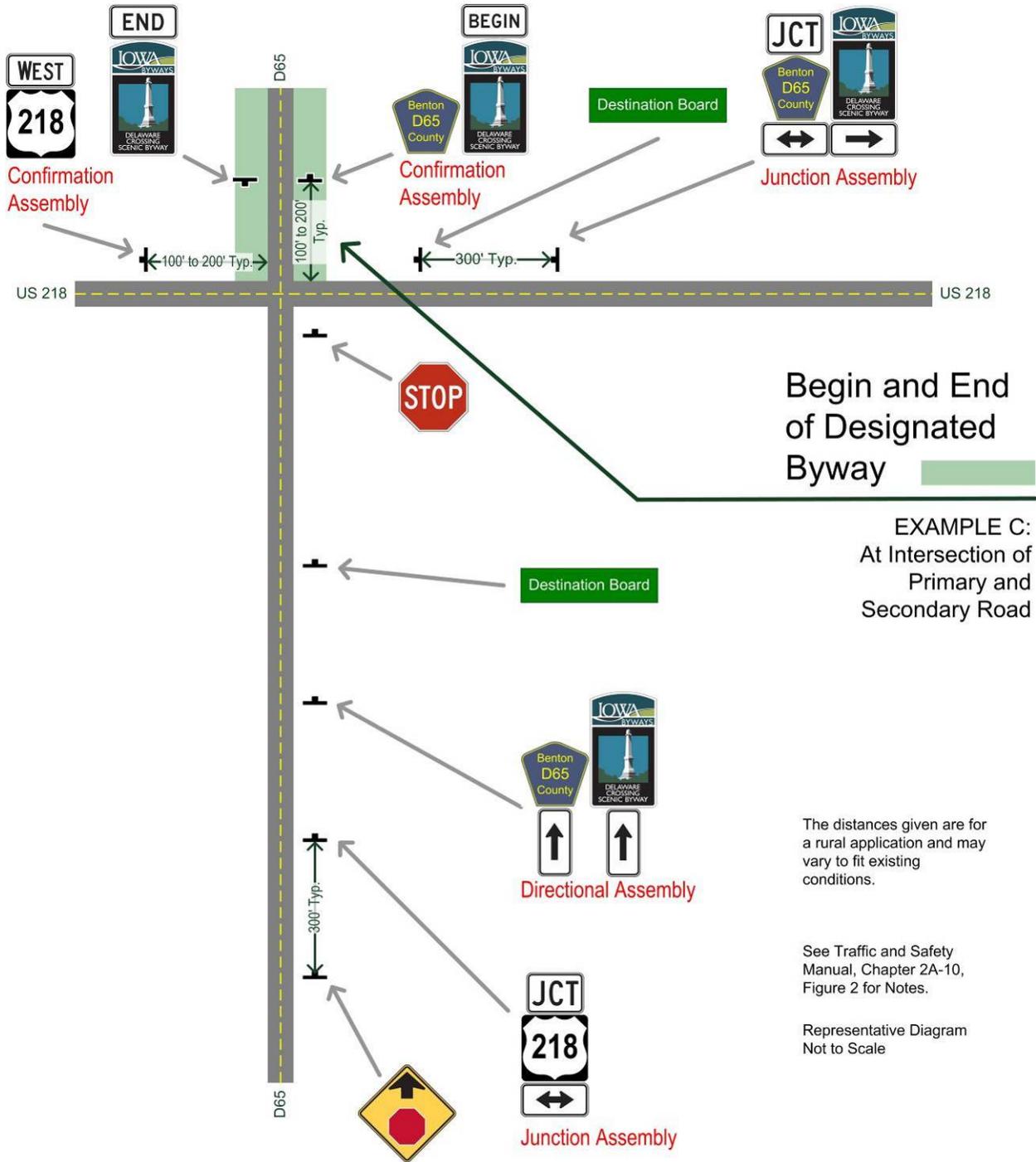
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 12: Typical Byway Guide Signs at Intersection of Primary and Secondary Road—Example B



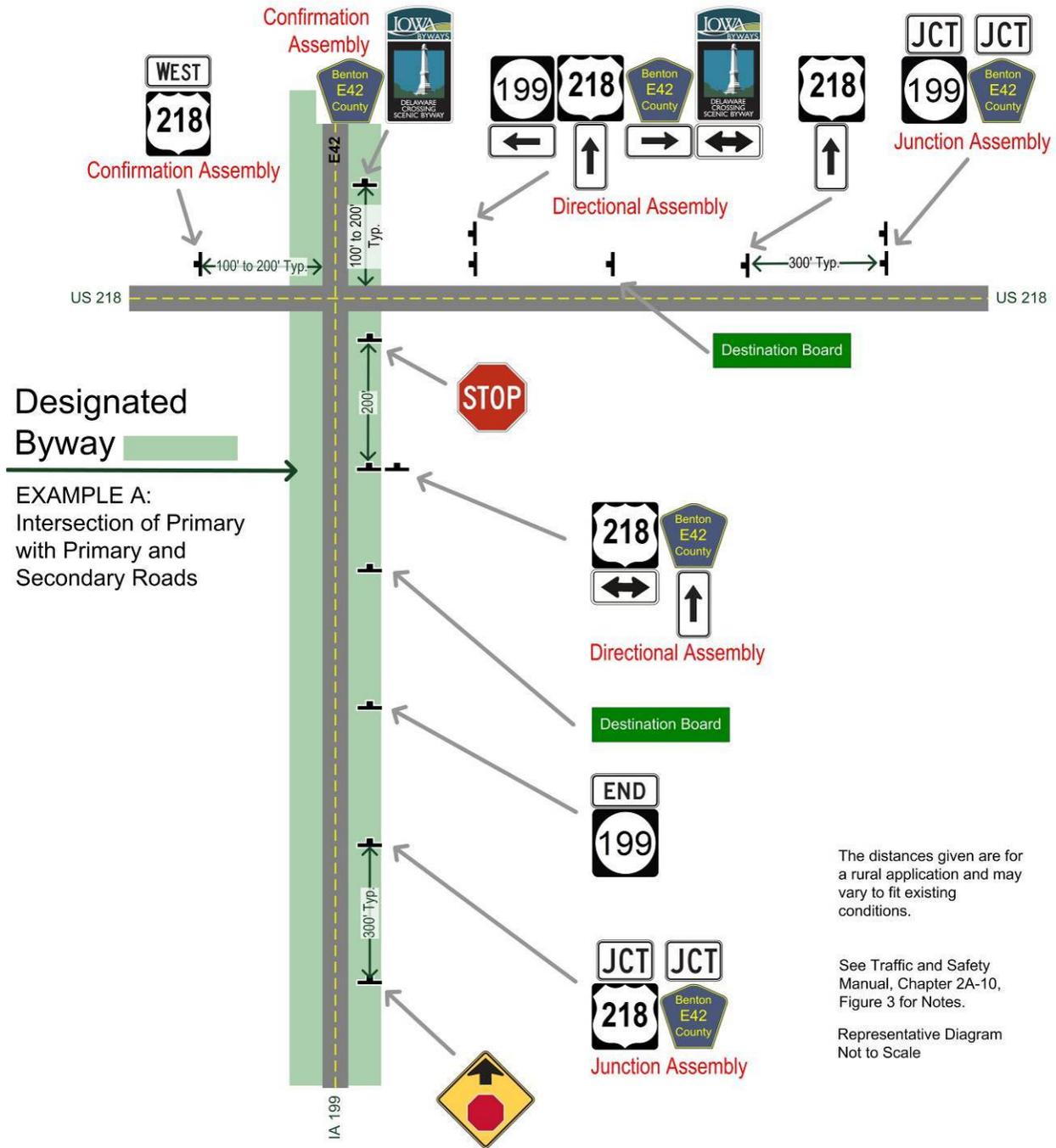
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 13: Typical Byway Guide Signs at Intersection of Primary and Secondary Road—Example C



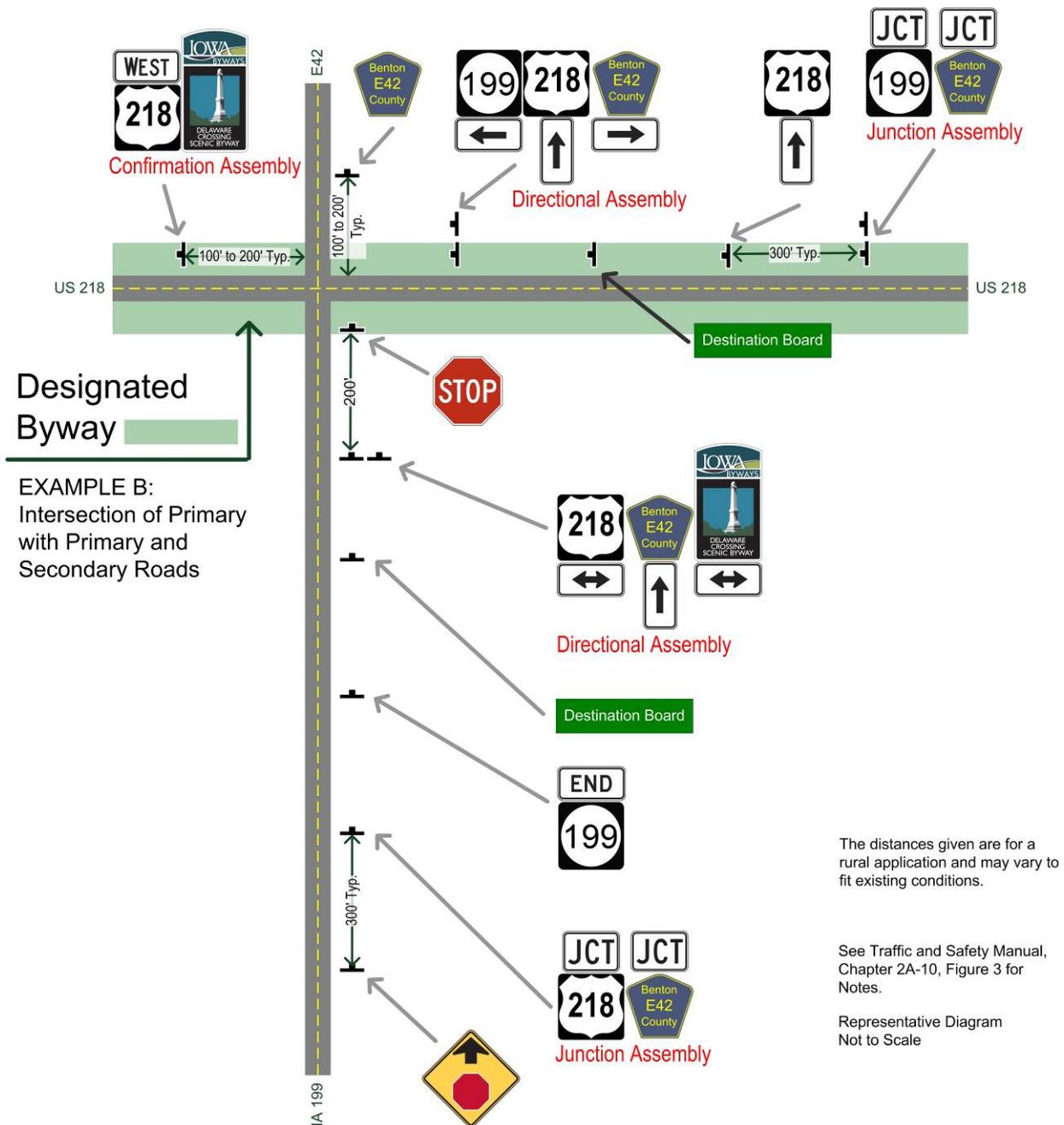
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 14: Typical Byway Guide Signs at Intersection of Primary with Primary and Secondary Road— Example A



Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 15: Typical Byway Guide Signs at Intersection of Primary with Primary and Secondary Road— Example B



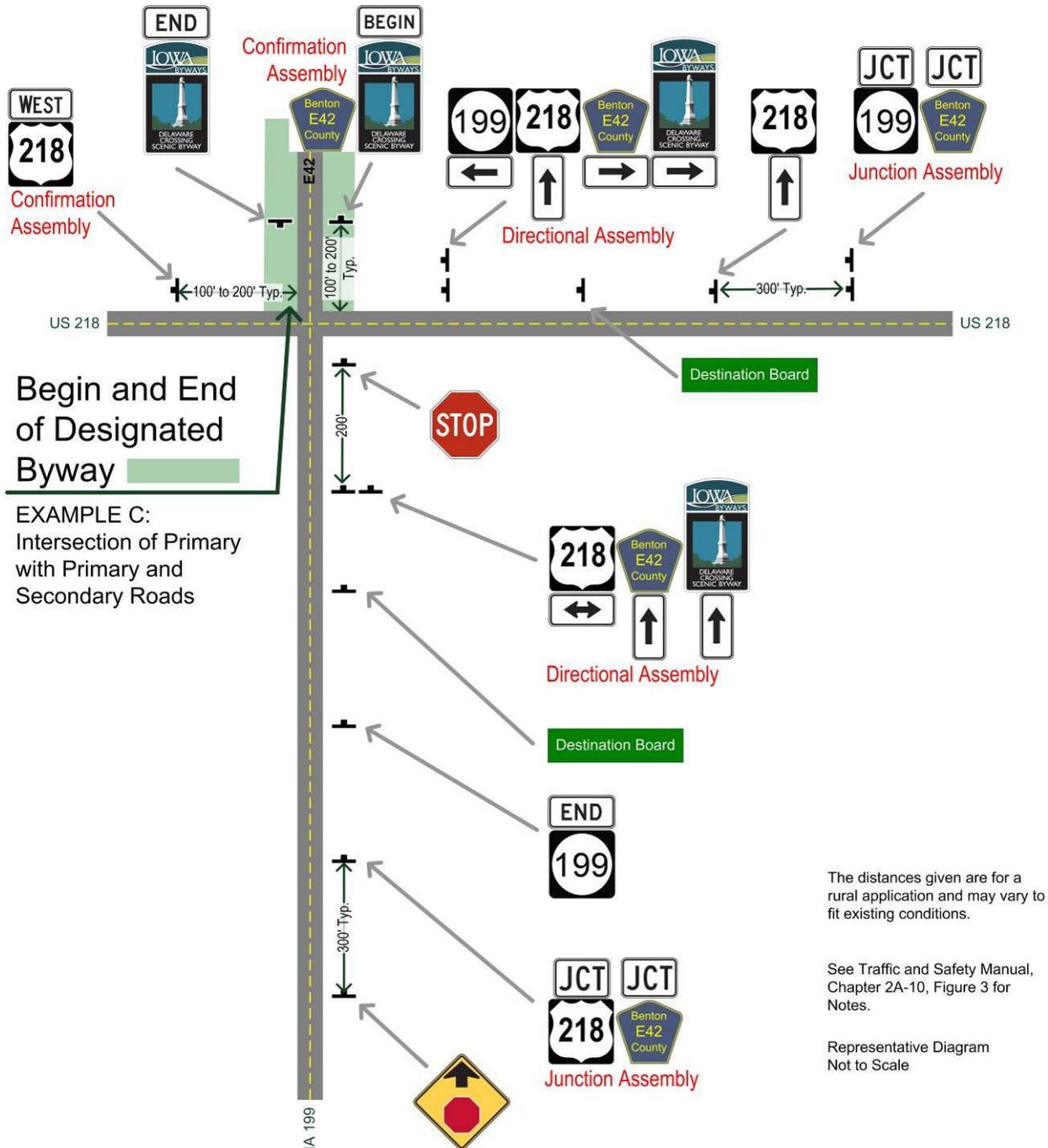
The distances given are for a rural application and may vary to fit existing conditions.

See Traffic and Safety Manual, Chapter 2A-10, Figure 3 for Notes.

Representative Diagram Not to Scale

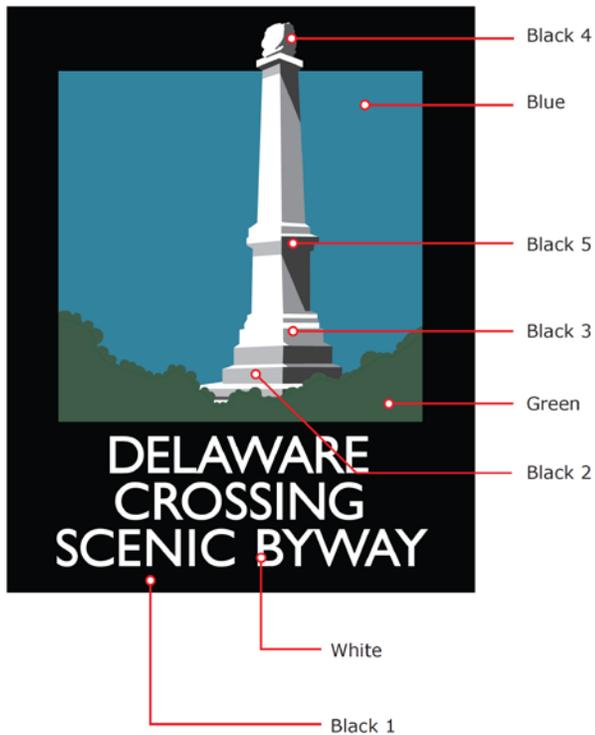
Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 16: Typical Byway Guide Signs at Intersection of Primary with Primary and Secondary Road— Example C



Note: Many of the auxiliary sign size standards have changed since the above assembly figures were developed. See page 13 for current standards as of September 2015.

Figure 17: Delaware Crossing Scenic Byway Graphic Identity Specifications



The typeface for “DELAWARE CROSSING SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Delaware Crossing graphic identity:

Blue: C80 M40 Y30

Green: C90 M70 Y90

Black 1: 100%

Black 2: 30%

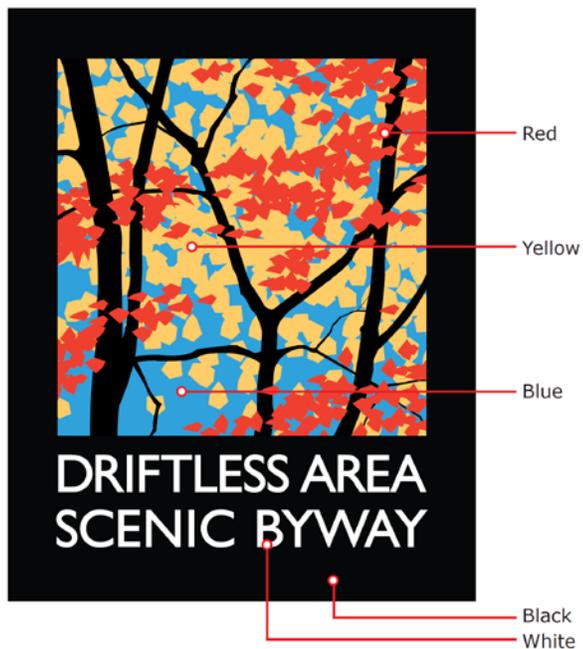
Black 3: 50%

Black 4: 80%

Black 5: 90%

White

Figure 18: Driftless Area Scenic Byway Graphic Identity Specifications



The typeface for "DRIFTLESS AREA SCENIC BYWAY" is Gill Sans set in all caps.
Colors for the Driftless Area graphic identity:

Red: M90 Y90

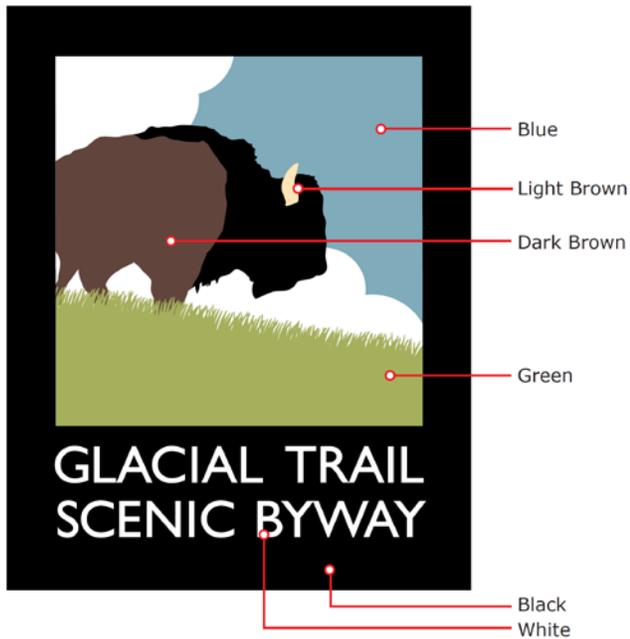
Yellow: M20 Y70

Blue: C70 M20

Black

White

Figure 19: Glacial Trail Scenic Byway Graphic Identity Specifications



The typeface for "GLACIAL TRAIL SCENIC BYWAY" is Gill Sans set in all caps.

Colors for the Glacial Trail graphic identity:

Blue: C50 M20 Y20

Green: C40 M20 Y80

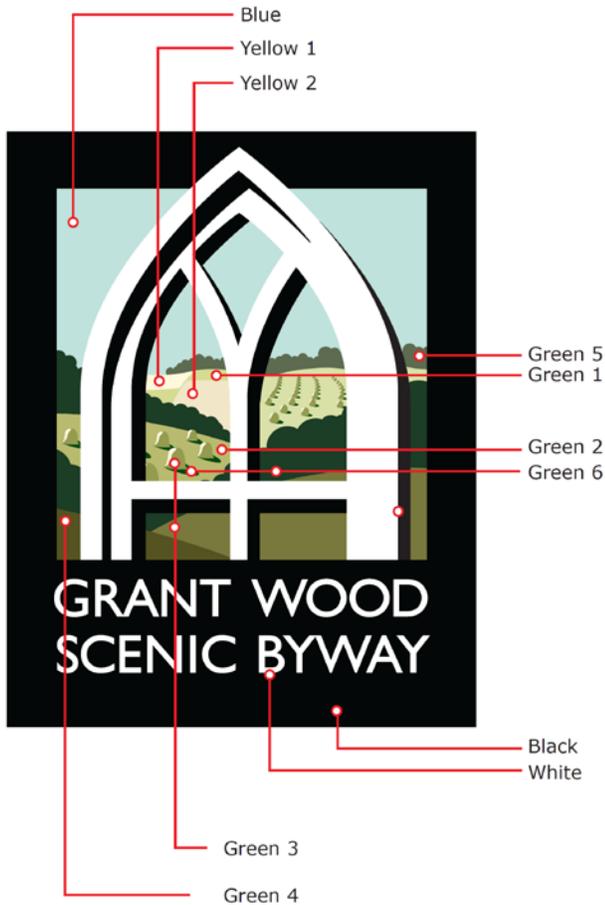
Light Brown: M10 Y30

Dark Brown: C80 M90 Y100

Black

White

Figure 20: Grant Wood Scenic Byway Graphic Identity Specifications



The typeface for "GRANT WOOD SCENIC BYWAY" is Gill Sans set in all caps. Colors for the Grant Wood graphic identity:

Blue: C30 Y20

Yellow 1: Y10

Yellow 2: Y20

Green 1: C20 Y50

Green 2: C30 M20 Y70

Green 3: C60 M50 Y100

Green 4: C80 M70 Y100

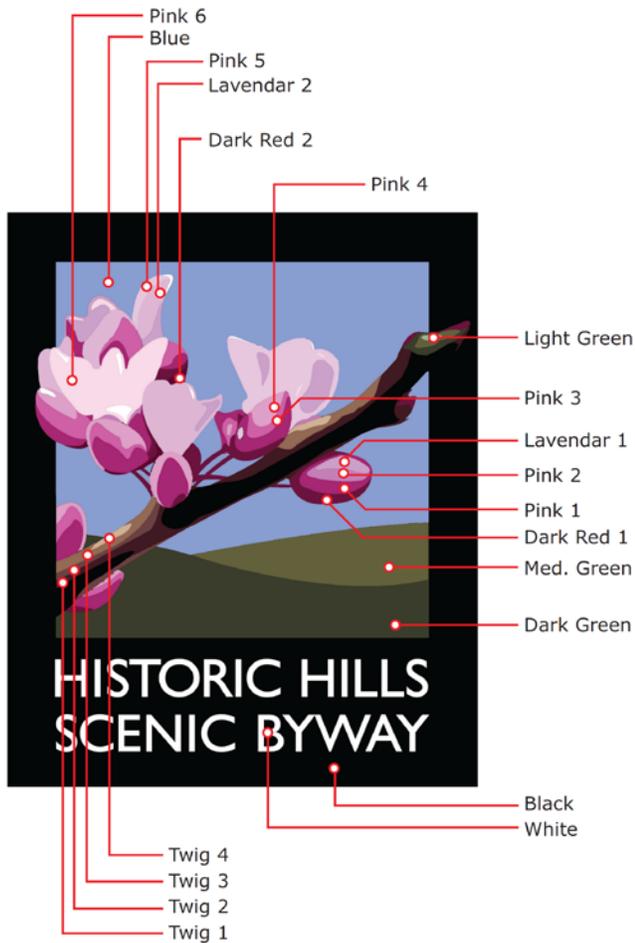
Green 5: C70 M50 Y80

Green 6: C100 M80 Y100

Black

White

Figure 21: Historic Hills Scenic Byway Graphic Identity Specifications



The typeface for "HISTORIC HILLS SCENIC BYWAY" is Gill Sans set in all caps.

Colors for the Historic Hills graphic identity:

Blue: C60 M40

Light Green: C10 Y20

Medium Green: C70 M60 Y90

Dark Green: C100 M90 Y100

Twig 1: C90 M100 Y100

Twig 2: C70 M90 Y80

Twig 3: C20 M40 Y60

Twig 4: M10 Y20

Pink 1: C40 M100 Y30

Pink 2: C20 M60

Pink 3: C20 M80

Pink 4: M40

Pink 5: M20

Pink 6: M20

Lavender 1: C20 M40

Lavender 2: C10 M30D

Red 1: C60 M100 Y90D

Red 2: C70 M100 Y90

Black

White

**Figure 22: Iowa Great River Road National Scenic Byway
Graphic Identity Specifications**



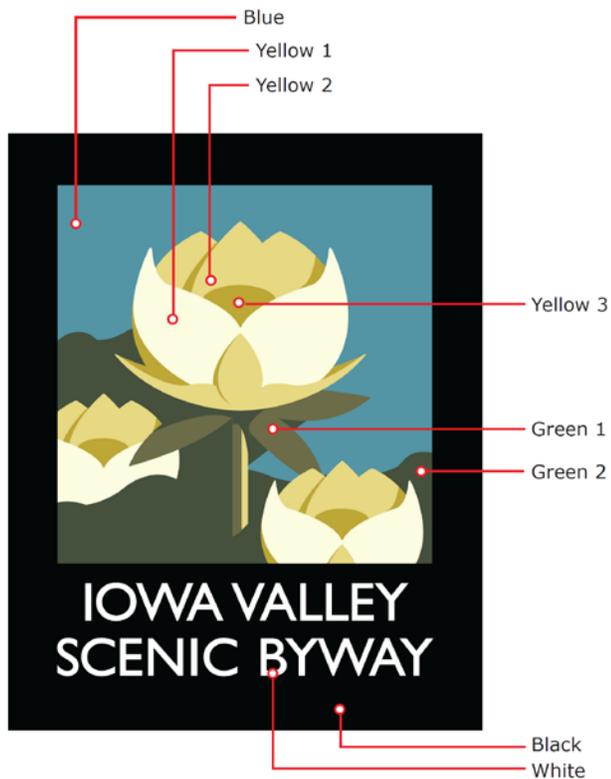
The typeface for "GREAT RIVER ROAD IOWA" is historical, unknown. The typeface for "NATIONAL SCENIC BYWAY" is Gill Sans set in all caps. Colors for the Iowa Great River Road National Scenic Byway graphic identity:

Green 1: C100 M80 Y100

Black

White

Figure 23: Iowa Valley Scenic Byway Graphic Identity Specifications



The typeface for "IOWA VALLEY SCENIC BYWAY" is Gill Sans set in all caps. Colors for the Iowa Valley graphic identity:

Blue: C70 M30 Y30

Yellow 1: Y10

Yellow 2: C10 M10 Y60

Yellow 3: C30 M30 Y100

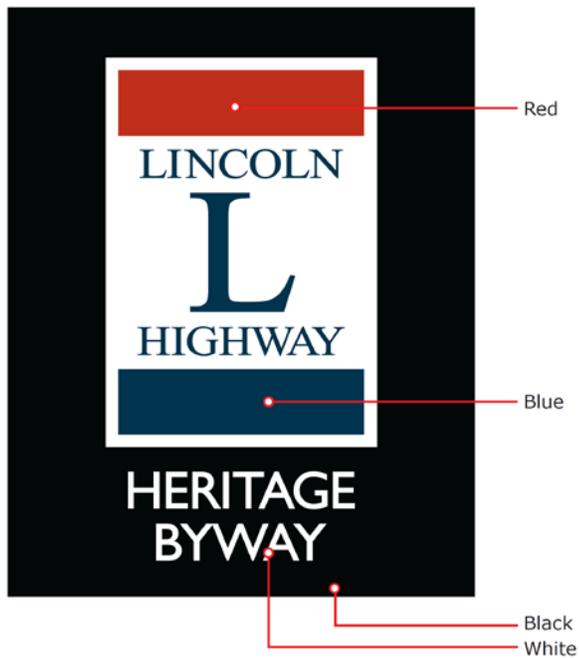
Green 1: C60 M40 Y80

Green 2: C90 M70 Y90

Black

White

Figure 24: Lincoln Highway Heritage Byway Graphic Identity Specifications

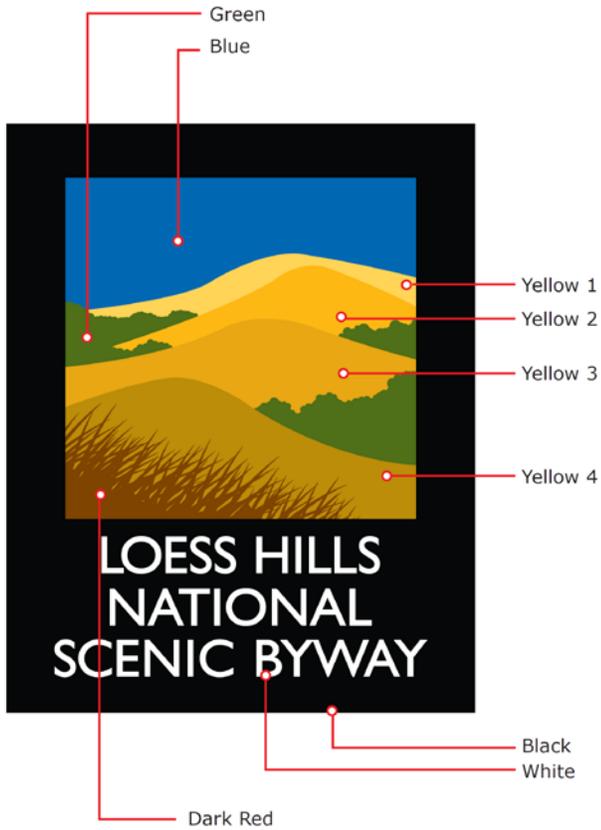


The typeface for "LINCOLN HIGHWAY HERITAGE BYWAY" is Gill Sans set in all caps.
Colors for the Lincoln Highway graphic identity:

- Red: M100 Y100 C20
- Blue: C100 M70 Y20
- Black
- White

NOTE: These typeface and color specifications apply when used for LOOP identification and guide signs.

Figure 25: Loess Hills National Scenic Byway Graphic Identity Specifications



The typeface for “LOESS HILLS NATIONAL SCENIC BYWAY” is Gill Sans set in all caps. Colors for the Loess Hills graphic identity:

Blue: C100 M60

Green: C90 M70 Y100

Yellow 1: M10 Y70

Yellow 2: M20 Y90

Yellow 3: M40 Y100

Yellow 4: C20 M50 Y100

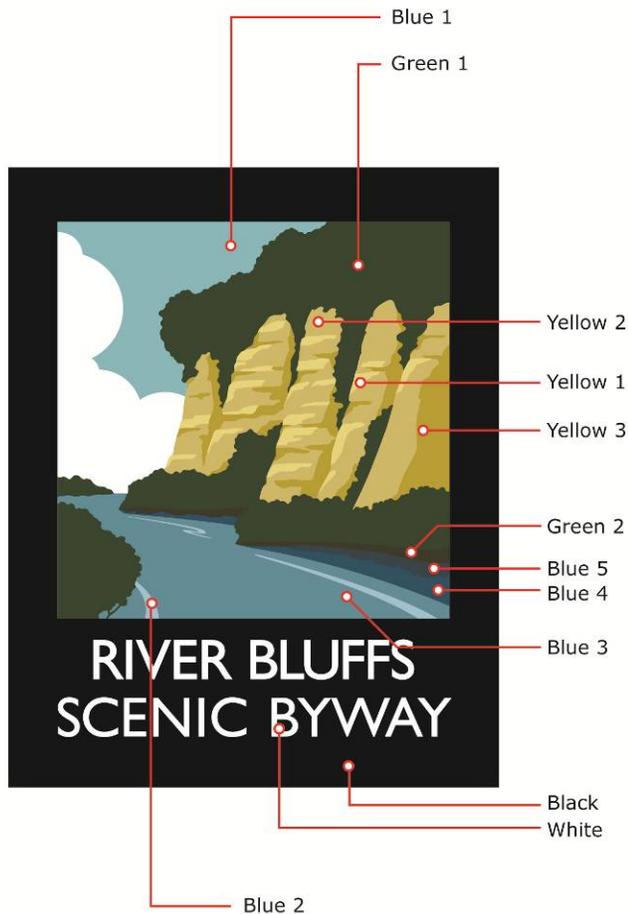
Dark Red: C70 M90 Y100

Black

White

NOTE: These typeface and color specifications apply when used for LOOP identification and guide signs.

Figure 26: River Bluff Scenic Byway Graphic Identity Specifications



The typeface for “RIVER BLUFFS SCENIC BYWAY” is Gill Sans set in all caps. Colors for the River Bluffs graphic identity:

Blue 1: C50 M10 Y20

Blue 2: C40 M10 Y10

Blue 3: C70 M30 Y30

Blue 4: C100 M70 Y50

Blue 5: C100 M80 Y70

Green 1: C100 M80 Y100

Green 2: C100 M90 Y100

Yellow 1: C10 M10 Y60

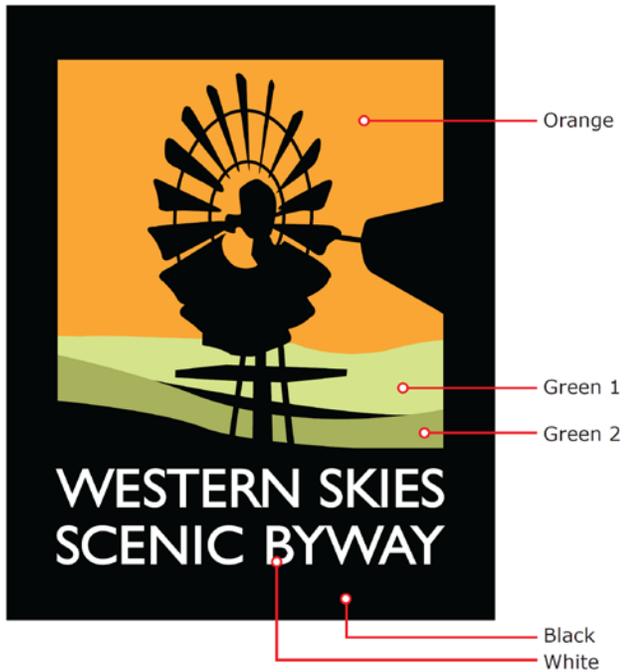
Yellow 2: C20 M20 Y70

Yellow 3: C30 M30 Y100

Black

White

Figure 27: Western Skies Scenic Byway Graphic Identity Specifications



The typeface for "WESTERN SKIES SCENIC BYWAY" is Gill Sans set in all caps.

Colors for the Western Skies graphic identity:

Orange: M40 Y90

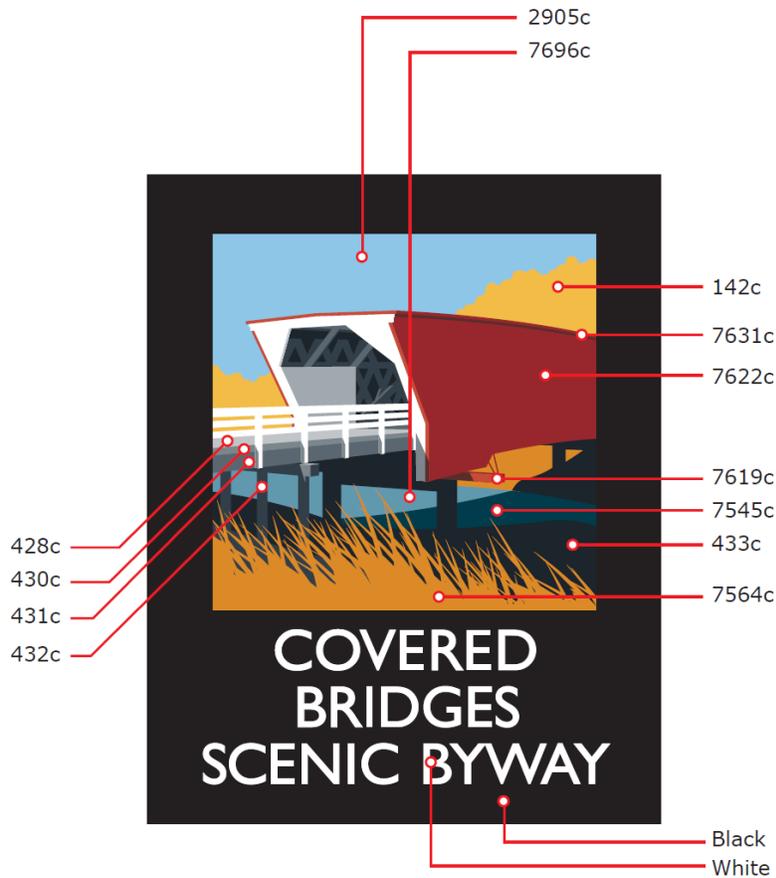
Green 1: C20 Y60

Green 2: C40 M20 Y80

Black

White

Figure 28: Covered Bridges Scenic Byway Graphic Identity Specifications

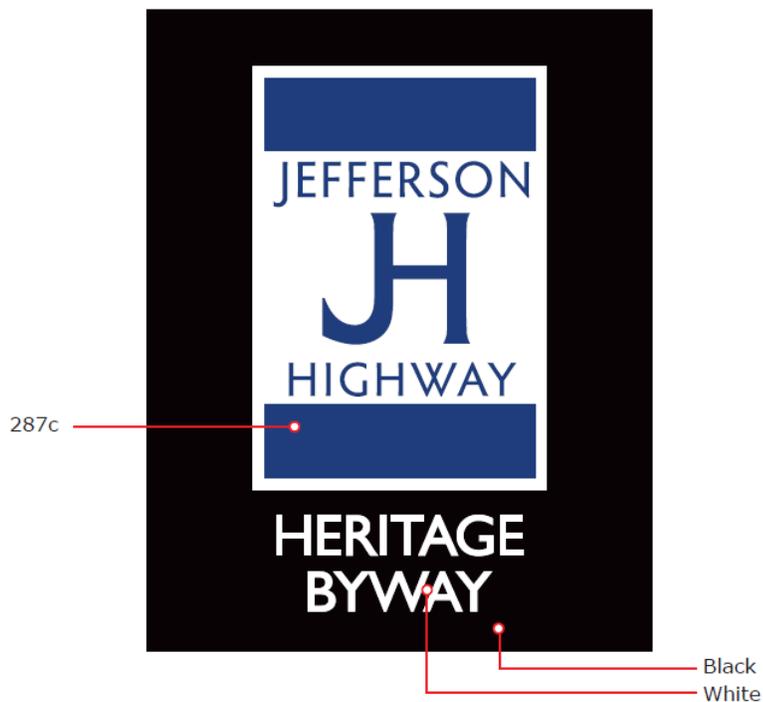


The typeface for “COVERED BRIDGES SCENIC BYWAY” is Gill Sans set in all caps.
 NOTE: These typeface and color specifications apply when used for BRIDGE identification and guide signs.

Colors for the Western Skies graphic identity:

- | | |
|------------------|--------------------|
| Blue: 2905c | Dark Gray 431c |
| Blue 7696c | Darkest Gray 432c |
| Gold 142c | Dark Orange 7619c |
| Dark Red 7631c | Dark Blue 7545 |
| Red 7622c | Midnight Blue 433c |
| Light Gray 428c | Black |
| Medium Gray 430c | White |

Figure 29: Jefferson Highway Heritage Byway Graphic Identity Specifications



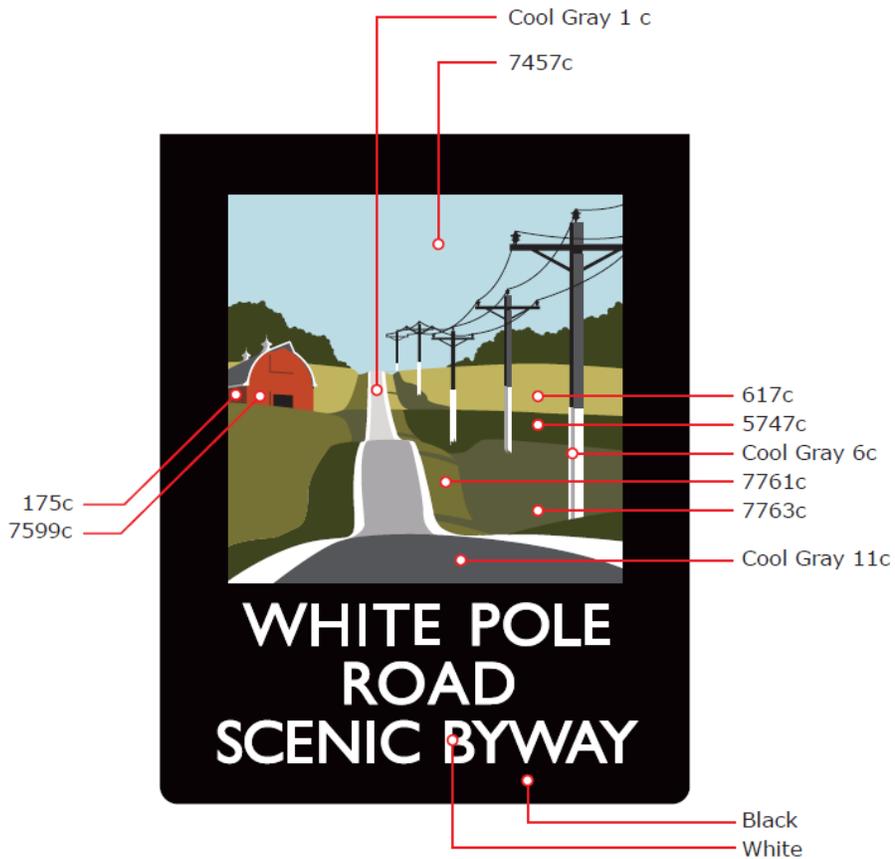
The typeface for “JEFFERSON HIGHWAY HERITAGE BYWAY” is Gill Sans set in all caps.

NOTE: These typeface and color specifications apply when used for LOOP identification and guide signs.

Colors for the Jefferson Highway graphic identity:

Blue: 287c
Black
White

Figure 30: White Pole Road Scenic Byway Graphic Identity Specifications



The typeface for “WHITE POLE ROAD SCENIC BYWAY” is Gill Sans set in all caps.

Colors for the White Pole Road graphic identity:

Cool Gray 1c

Sky Blue 7457c

Barn Red Shadow 175c

Barn Red 7599c

Bright Green 617c

Dark Green 5747c

Cool Gray 6c

Ditch Green 7761c

Medium Green 7663c

Black

White

IOWA SCENIC BYWAYS SIGNAGE QUICK REFERENCE MATERIALS

Iowa Scenic Byways Signage Policy Summary

The following are excerpts and details from the Iowa Byways Signage Policy which is available on the Iowa DOT website at:

<http://www.iowadot.gov/iowasbyways/signage.html>

Generally

The guidelines contained in the policy, are intended to give field personnel the information needed to install and maintain Byway Guide signs on the primary road system, secondary roads, local roads, and city streets that are designated as Iowa Byways.

The applicable sections of the Traffic and Safety Manual include post mounting supports, longitudinal location of signs along a roadway, lateral placement of signs, sign mounting height, and details on hardware as well as assembly and sign maintenance. The guidelines have been developed to supplement the Manual of Uniform Traffic Control Devices (MUTCD).

Selected Installation Guidelines

Byway Guide Signs should be:

- Located on the right side of the roadway.
- Installed on posts and with mountings to supplement and be part of route marker and directional guide signs (Route Guide Sign Assemblies)
- Installed on a separate post from the Route Guide Sign Assembly in cases where there are already two numbered route markers

Longitudinal Placement:

- Shall be adjacent to route guide sign assemblies.
- If engineering judgment indicates that a Byway Guide sign assembly cannot be located adjacent to Route Guide Sign Assemblies, alternative placement shall be considered.
- The State Traffic Engineer will provide assistance for individual cases at the request of the District Office for primary routes.

Lateral Placement:

- Good signing practice requires that signs be at least 6 feet from the edge of the shoulder and at least 12 feet from the edge of the traveled way.
- Standard offsets are:
- Minimum - 18 feet distance from edge of the traveled way to near post
- Desirable - 24 feet distance from edge of the traveled way to near post
- It is recognized that there may be unusual circumstances where these distances cannot be attained and more guidance is provided in the manual.

Mounting Height

- 7' urban
- 5' rural

Confirmation and Reassurance Signs

- Confirming Assembly shall be erected just beyond primary and secondary intersections and intersections of numbered routes to inform motorists when they turn onto a byway route.
- Reassurance Assemblies as necessary
 - Rural minimum of two miles
 - Urban minimum of about 6 blocks

Post Type

Beginning September 2015, standard new or replacement post installation is Perforated Square Steel Tube (PSST)

Typical Inspection Checklist for Byway Sign Installation Contractors

- ✓ GPS location is obtained.
- ✓ Photos have been taken of both front and back of sign assembly.
- ✓ Sign height has been measured and confirmed to be within acceptable range.
- ✓ Sign height and placement is confirmed.
- ✓ Threads for bolt tying bracket are crimped for prevention of removal.
- ✓ Signs are installed in the correct order. (Most important sign closest to the road.)
- ✓ Sign is stable when test shaken.
- ✓ Punch sticker has been placed on the back of each byway sign and auxiliary sign
- ✓ Verify directional assembly (auxiliary) is pointing visitors the correct way

Iowa Byways Signage Frequently Asked Questions

1. What does the Iowa Byways signage policy include?

- The policy explains the concept of wayfinding for travelers and sets out specifications, placement and hierarchy standards based on the federal Manual of Uniform Traffic Control Devices (MUTCD).

2. What is the policy basis for Iowa Byways signs?

- The policy manual is supported by Chapter 306D of the Iowa Code and Chapter 132, Iowa Scenic Byway Program, of the Iowa Administrative Rules.
- In turn, this policy is consistent and integrated with the Iowa DOT Traffic and Safety Manual

3. What classification are the byway signs?

- The Iowa Byways signs and the auxiliary signs that accompany them are considered to be "Traffic Control Devices" or "TCD's".
- Iowa Byways signs are not advertising signs.

4. What additional installation and use restrictions apply to byway signs?

- Non-TCD or extraneous signs cannot be placed on their poles. (e.g.: DARE, community award signs, service organizations, neighborhood watch etc.)
- When TCD byway signs are replaced, the old signs are retained by the Iowa DOT and are not available for other uses. Iowa Code Chapter 321.259 prohibits display of TCD's for other purposes.

5. What size are the Iowa Byways Signs?

- Byway logo signs are 24" X 42"
- Auxiliary sign sizes vary from 24" X 12" to 21" x 15".
- Several auxiliary arrow sign MUTCD specifications changed as of 2015 so new installations may vary from old installations. (e.g.:New arrow signs are smaller.)

6. Who owns the Iowa Byways Signs?

- The Iowa DOT owns the Iowa Byways signs.
- Current byway signs were acquired and installed with federal funds, and as such the Iowa DOT has additional restrictions on the disposal of these signs.

7. Who is responsible for the Iowa Byways signs?

- The Iowa Byways Program within the Iowa DOT is responsible for managing the byway signs under this program, with the assistance of state and local stakeholders.
- Local jurisdictions assume certain responsibilities as described in Iowa Byways jurisdiction agreements.

8. Who maintains the signs?

- The Iowa DOT or the jurisdiction responsible for the specific road segment is responsible for ensuring that lost or damaged signs are replaced.
- The Iowa DOT will provide new or replacement byway and auxiliary signs for state and local jurisdictions to install along their segments as needed.
- Replacement poles and miscellaneous hardware for maintenance will be the responsibility of the local jurisdiction.

9. Is there a byway signs inventory?

- The Iowa DOT maintains a sign inventory on all state and federal routes.
- The Iowa Byways Program maintains an inventory of the Iowa Byways signs for each byway.
- Each byway has a managing board responsible for sustaining their byway. They may also perform an annual inventory to review the byway signing conditions.

10. What if signs are vandalized or stolen?

- Intentionally damaging signage or unauthorized removal is considered a federal offense and is punishable by federal law. Iowa DOT sign placement stickers include a warning that “Any person convicted of defacing, destroying, or removing this sign may be fined up to \$1,500 and/or imprisoned up to 1 year and/or both. “
- The jurisdiction shall do everything possible to apprehend and prosecute offenders who damage or remove signage from its installed locations.
- Replacement signs will be provided by the Iowa DOT to be installed by the jurisdiction.

11. What is the procedure for receiving replacement signs?

- Contact the Iowa Byways Program Manager by telephone at 515-239-1629 or via email to emily.whaley@iowadot.us.
- Replacement panels will be shipped from the DOT in Ames to the DOT garage nearest the requesting jurisdictions for pick up.

12. Where can I access more Iowa Byways signing information online?

- An informational website has been developed and may be found at the following location: <https://iowadot.gov/iowasbyways/iowa-Byways-signage>
- Periodic updates, meeting details and other information for any signing projects underway will be posted here.

13. How can I get the Iowa Byways logo art work?

- Iowa Byways signs are registered and protected by trademark law.
- Contact the Iowa Byways Program Manager for usage permission.

14. Where can I learn more about Iowa Byways?

- Iowa Byways Program <https://www.iowadot.gov/iowasbyways/iowas-byways-home>
- Iowa Byways traveler information www.iowabyways.org

REFERENCES

Appropriate and applicable portions of the following documents are incorporated in this manual by reference:

Manual on Uniform Traffic Control Devices (MUTCD), Federal Highway Administration, latest edition as referenced and currently used by the Iowa Department of Transportation

http://mutcd.fhwa.dot.gov/pdfs/2009/pdf_index.htm

Standard Highway Signs and Markings (SHSM) Book, Federal Highway Administration, latest edition as referenced and currently used by the Iowa Department of Transportation

http://mutcd.fhwa.dot.gov/ser-shs_millennium.htm

Chapter 132, Iowa Scenic Byway Program, Iowa Administration Code, latest edition

<https://www.legis.iowa.gov/law/administrativeRules/rules?agency=761&chapter=132&pubDate=07-12-2023>

Traffic and Safety Manual, Office of Traffic and Safety, Iowa Department of Transportation, latest edition

<https://www.iowadot.gov/traffic/library/Traffic-and-Safety-Manual>

Design Manual, Office of Design, Iowa Department of Transportation, latest edition

<https://www.iowadot.gov/design/design-manual>

Federal Register / Vol. 60, No. 96 / Thursday, May 18, 1995, Interim Policy for the National Scenic Byway Program, Federal Highway Administration

<https://govinfo.gov/content/pkg/FR-1995-05-18/html/95-12211.htm>

Iowa Byways Program, local jurisdiction signing agreements, guidelines for sign replacement, more program information

<https://www.iowadot.gov/iowasbyways/iowas-byways-home>

Individual Iowa Byways Brand Guidelines – The Iowa Byways logos are trademarked. “Word and Design Marks and Specifications for Proper Use” documents and latest editions as submitted and accepted for Trademark copyright protection and discussed in Iowa Department of Transportation Procedures and Policy Manual Section: Trademarks No. 000.08 are available on the Iowa Byways Program web pages at <https://www.iowadot.gov/iowasbyways/Iowa-Byways-Brand>

Iowa Great River Road Brand, The green and white “pilot’s wheel” in the Great River Road graphic is further protected by guidelines dictated by the Mississippi River Parkway Commission. Logo Use Policy at

https://mrpcmembers.com/mississippi/wp-content/uploads/2022/10/MRPC-Logo-Use_Policy-2022.pdf

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