

TRAFFIC AND SAFETY MANUAL

Overhead Banners



Signing within the right-of-way for primary highways is generally limited to the devices placed by the highway authority in order to regulate, warn, or guide traffic. Such devices are only approved if they are placed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD). Iowa Code sections 321.252, 321.255, and the State/City Maintenance Agreements require adherence to this manual. Iowa Code 318 prohibits the placement of advertising signs within the public right-of-way. While specific provisions pertaining to city-erected banners designed to stretch overhead and across the primary highway are not contained in regulations, the Department has exercised some flexibility in allowing their placement. The criteria for this placement is as follows:

1. Permission, and a "Work-on-ROW" permit must be obtained and approved by the Iowa DOT.
2. Banner should be erected no more than two weeks prior to the event.
3. Banner should be removed no later than 24 hours after the conclusion of the event.
4. No advertising is allowed. This includes businesses, private non-profit organizations, and event sponsors.
5. The bottom of the banner structure needs to have at least 20-ft. of vertical clearance from the pavement.
6. Support poles, if used, should not be placed within the designated "clear-zone" for safety purposes.
7. Light poles are not designed for support.
8. The design of the banner, and the placement of the banner should not interfere with the visibility or effectiveness of any traffic control device or sign.
9. Appropriate traffic control measures need to be in place during set-up and removal, as directed, instructed, or approved by the Iowa DOT.

The Districts will determine whether the requests can be approved.