religious sites, and areas of natural scenic beauty or which are naturally suited for outdoor recreation.

When relocating a permitted sign the relocation advisor can assume these signs already meet the visitor count criteria set forth in the guide.

In addition to the General Prohibitions, these signs must conform to a number of controls including location, size, number, spacing, message, lighting and other special requirements.

County, Municipal or School District Recognition Signs are signs that welcome approaching travelers to a county, community or school district display a similar public-spirited message.

These signs are limited to displaying a message that identifies the county, city or school district, its boundaries, public services and attractions of a scenic, historical, cultural, scientific, educational nature. Commercial advertising on a recognition sign is prohibited.

In addition to the General Prohibitions these signs must conform to a number of controls including location and message content.

Church and Service Club Signs display a message relating to the facilities' locations, services or meeting.

In addition to the General Prohibitions these signs must conform to a number of controls including size and message content.

Recognition, church and service club signs may be erected on a common structure providing each category of signing conforms to the criteria established by Advertising Management.

Special event signs and Tourist Oriented Directional Signs (TODS) will **not** involve relocation activities.

With the exception of special event signs, all off-premise signs require permits (outdoor advertising or directional signing). However, all signs must meet the general provisions cited above.

THE PROCESS

The owner of a legal sign that needs to be moved because of the project will be reimbursed the actual and reasonable expenses determined by the Iowa Department of Transportation. Eligible expenses are on Pages 72 - 77.

Please note that under Item 13, Page 75, the amount of a payment for direct loss of tangible personal property for an advertising sign is the **lesser** of:

- The depreciated reproduction cost of the sign, as determined by the Appraisal section or their designee, less the proceeds from its sale; or

- The estimated cost of moving the sign, with no allowance for storage.

The owner of an advertising sign is NOT eligible for reestablishment expenses because they are specifically excluded. See Page 86 for definition of a Small Business and Page 83 for the definition of Reestablishment Expenses.

There are several circumstances when an advertising sign should be appraised and acquired, rather than relocated.

- When there is an on-property advertising sign on a total acquisition, the sign will be appraised as part of the real property.

- When the advertising sign cannot legally be moved back onto remaining land because of zoning or spacing requirements.

- When the cost to move the structure is not physically possible or economically feasible.

In some instances, the sign and/or structure supporting the sign cannot physically or economically be moved. These structures should be appraised and purchased as real property. However, many times they are overlooked in the appraisal process and it is too late in the acquisition process to address them so the relocation advisor is called upon to resolve the issue.

Since it is often prohibitive to attempt to move a block sign or a sign with extensive brickwork, the relocation advisor should obtain contractors' estimates for new construction.

The Advertising Management Section of Traffic and Safety will provide an inventory of advertising signs on a given project. This inventory will provide which parcel the sign is located on, stationing and offset(left or right of centerline), sign description or message, name of the sign owner, permit number (if applicable) and the recommended action to be taken.

Also included in this submittal is the Advertising Device Inventory form and a copy of the approved Advertising Permit Application, if applicable.

While the relocation advisor is not expected to become an expert in signs, he or she should be familiar enough with the process to relocate the sign (essentially like other personal property moves) and direct more technical questions to the experts in Advertising Management.

On permitted signs, the relocation advisor should provide the sign owner with the appropriate permit application because the sign cannot be re-erected until AFTER the new application has been approved and on file with Advertising Management. Permit fees are reimbursable as a moving cost. No state fees are charged for recognition, church and service club signs.

In some instances, a recognition, church or service club sign would be conforming except for the lacking the actual permit. In these cases, the relocation advisor will provide two permit applications to the sign owner; one for the existing sign and one for the new proposed location. If adequate data is available, the application for the existing location can be pre-completed by the relocation advisor except for the owner's signature.

This application should be sent to Advertising Management for approvals. The advisor should write the ROW project number across the top of ALL applications in order to expedite processing.

Searching expenses are also an allowable related expense for off-premise signs even though the owner of the sign may just be relocating the sign back on remaining land. This is justified because of a change in site location which necessitates the negotiation of a new or amended lease for the new sign site. Reimbursement requirements are shown on Page 74, Item 12.