



Advertising Signs In Kansas

Outdoor Advertising

State Regulations

Commercial Advertising

Sign Applications

Sign Licenses and Renewals

Options and Alternatives

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— ATTENTION —

This brochure is only a guideline for outdoor advertising and is not intended to be inclusive of all applicable laws. Sign applicants and owners are responsible for knowing the laws and ordinances that control signage. If there is a conflict between this brochure and any federal, state, or local laws or ordinances, the law or ordinances will prevail. Please call KDOT if you have any questions.

Statutory Authority



Why is the Kansas Department of Transportation involved with outdoor advertising?

As part of the Highway Beautification Act (also known as the Lady Bird Johnson Act), federal law requires all states to provide continuing, effective control of outdoor advertising (Title 23, U.S. Code, Section 131). Failure to comply may result in a 10 percent reduction in Kansas's Federal Highway funds.

What is Outdoor Advertising?

Outdoor Advertising is signs, displays, and devices in areas visible from and adjacent to the federal-aid primary system in existence on June 1, 1991 and any highway which is not on such system but which is on the national highway system. These signs are controlled in order to protect the public investment on such highways, and to promote the safety and recreation value of public travel, and to preserve natural beauty.

What type of signs does this apply to in Kansas?

Kansas licenses three types of signs, legal conforming, direction, and official. Each has its own specific rules that apply.

- ◇ Legal conforming signs are signs that are in commercial or industrial zoned areas. These signs require an application and fee, and an additional biennial licensing fee.



- ◇ Directional and official signs require a sign application and fee but are exempt from licensing fee. Owned by official agencies.



Sign Application

Why do I need a sign application (permit to build) and license?

As part of Kansas law K.S.A. 68-2231 et seq revised in 2006 you are required to submit an application and be approved before you can erect a sign adjacent to a controlled route in Kansas.

Who needs to obtain an application to build a sign?

Anyone who wants to build a sign adjacent to controlled routes in Kansas.

Where do I get an application form?

You can either call one of the numbers listed on Page 11 or by accessing the Internet at www.ksdot.org/bureaus/burRow/beaut/ just click on Sign Application.

How much does it cost?

The fee to submit an application is \$250.00 per sign. In addition, a sign license fee is required once your application and sign location have been approved by KDOT. This fee is \$20.00 for signs with total square feet up to 32. \$75.00 for signs with a total of 33 to 300 square feet and \$150.00 for signs over 301 square feet. This fee is good for a two year period.

What do I need to do to apply for an application to build a sign?

In additional to filling out your sign application you will need to:

- ◇ send in a sketch or photo of the proposed sign

- ◇ send in photo(s) of the staked location
- ◇ send in a sketch or map of the sign location
- ◇ send in zoning authority approval documentation
- ◇ send in the \$250 Application Fee
- ◇ send in the Certificate of Title for signs over 300 square feet

How long do I have to build a sign?

You have 180 days to build your sign following the approval of your application and the issuance of your sign license.

Why do I need to have a green sign tag attached to my sign structure?

This green sign tag is also your license tracking number. This number allows easy viewing knowledge that your sign complies with state regulations.

Kansas Department of Transportation
Sign Application
(Application to Build a Sign)

Sign Owner Information Classification of Sign Applying for: _____

Applicants Name (Sign Owner Name) _____
 Business Name (if different from above) Name of Contact _____
 Address _____
 City _____ State _____ Zip Code _____
 Telephone No. () _____ Fax () _____ Email Address _____

Location of Sign Site Is new sign location located within city limits: Yes _____ No _____ Nearest City _____
 Highway Number _____ Side of Highway (circle one) N, S, E, W Nearest Mile Marker Reference _____
 GPS, GPS Reference _____ County _____ Location must be staked with name of owner displayed.

Physical Description of Sign Type of Construction _____

Dimensions: Height of Facing _____ ft. Width of Facing _____ ft. Overall Height Above Road Grade _____ ft.
 Type of Sign (Check all that apply): Single face _____ Double faced _____ Side by Side _____ Stacked _____ V-Type _____
 Back-to-Back _____ Top-View _____
 Number of Faces _____ Will Sign Be Illuminated: Yes _____ No _____ IF Yes, will it be LED Display Yes _____ No _____

Legend: ***Attach a photo of the placement of sign and a sketch or photo of the proposed sign.

ZONING AND COMMERCIAL/INDUSTRIAL QUALIFICATIONS (Only needed for Commercial Advertising)

Zoned Area _____ Use-Zoned _____
 Is Area Zoned? Yes _____ No _____ Is location within 600 ft. of a qualifying business Yes _____ No _____

What is the zoning designation? _____ Name of Business _____
 (Must be same type of commercial, industrial or business designation)
 Zoning Authority _____ Phone Number _____

Do you have local approval of Sign Structure and Location Yes _____ No _____ Not Needed _____

Land Owner Information

Land Owners Name _____ Business Name (if different) _____
 Name of Contact _____ Address _____
 City _____ State _____ Zip Code _____
 Telephone No. () _____ Fax () _____ Email Address _____

Legal Location Description _____
 Do you have permission from the land owner (if different than sign owner) to place your sign on this land? Yes _____ No _____
 Have you read all of the statutes and regulations pertaining to Outdoor Advertising Control? Yes _____

Signature of Applicant _____ Date _____

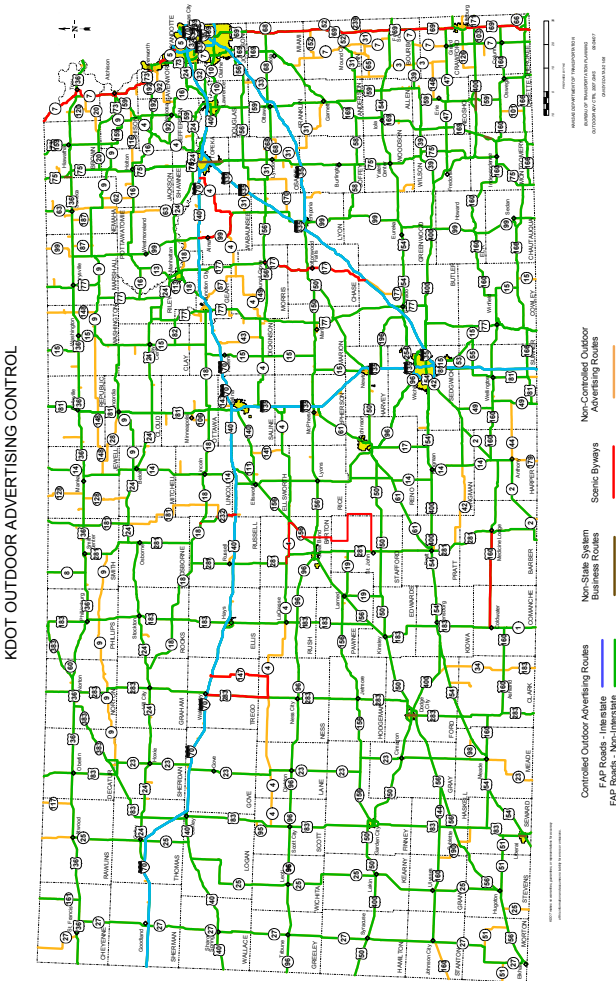
Failure to complete this Application or giving false and/or misleading information will revoke and disqualify this permit. If you need further assistance please call Toll Free 1 (877) 864-6817 or email us at KDOT@DOT.KS.gov Fax: 785-296-6109

Return: a) Application to Build Form Mailing Address:
 b) Sketch or Photo of Proposed Sign Kansas Department of Transportation,
 c) Photos of Staked location Bureau of Right of Way, Outdoor Advertising
 d) Sketch or Map of Sign Location 700 SW Harrison Street, 14th Floor
 e) Zoning Authority Approval Documentation Topeka, Kansas 66603-3745
 f) \$250 Application Fee

D.O.T. Form No. 1950-09 16

What roads require a sign to be licensed?

In Kansas this applies to all Interstate roads along with most State routes. For a map of controlled roads go to www.ksdot.org/bureaus/burRow/beaut/ and click on KDOT Outdoor Advertising Control map. All highways designated as part of the National Highway System (NHS) are subject to control. The NHS includes all interstate and many of the former primary highways. Most primary highways that are subject to control are not a part of the NHS.



Where can I put a sign?

You can put a sign on property zoned as commercial or industrial that is off the right-of-way. (See prohibited signs and areas)

Can I put a sign on my property?

Signs advertising the products and activities conducted on the property on which they are located are referred to as “on premise” signs and are not subject to this act. A KDOT license is not required but you may need local government approval.

Can I put a sign on someone else’s property?

You can put a sign for your business or someone else’s business along a state highway. This is called outdoor advertising. You must submit an application and be approved to build a sign.

- ◇ The sign must follow local ordinance and, if required, you must have a local permit.
- ◇ The sign site must be on zoned or unzoned commercial or industrial property.
- ◇ You must have the owner’s permission.
- ◇ There must be a visible, licensed business or industry that has been in operation for at least six months on the property (if the area is unzoned).



What are some of the restrictions that apply to outdoor advertising?

Outdoor advertising signs placed along state highways:

- ◇ Can be no larger than 900 total square feet. Directional signs cannot exceed 150 square feet.
- ◇ Can have a sign face no more than 30 feet high and no wider than 60 feet.
- ◇ Can not exceed 50 feet above the road grade. This includes border, trim and embellishment, but does not include base or apron, supports or other structural members.
- ◇ Must comply with spacing standards
- ◇ The sign cannot contain flashing, intermittent, or moving lights, including animated or scrolling advertising.

What are the restrictions that apply specifically to Electronic (LED) signs?

The signs must display a static image for a minimum of eight seconds, and have an interval change time of two seconds or less. Electronic signs must be at least 1,000 feet apart. Only sign structures that are classified Legal Conforming may be modified to LED/ACF with approval.



Where are outdoor advertising signs prohibited?

There are certain signs prohibited by law. The following is a partial listing of some of the areas signs are not allowed, such as:

- ◇ Along scenic byways
- ◇ In the right-of-way of any highway
- ◇ In any location that hinders the clear, unobstructed view of approaching or merging traffic, or obscures from view any traffic sign or other official sign.
- ◇ Within a stream or drainage canal.
- ◇ In any location that obscures the view of any connecting highway or intersection.

Are there signs that are exempt from this program?

Yes, some signs that are visible from controlled highways are exempt from this program. They include:

- ◇ Signs advertising the sale or lease of property on which they are located.
- ◇ Signs advertising the products and activities conducted on the property on which they are located. These signs are referred to as “on premise” signs.
- ◇ LOGO and TODS signs authorized under the Motorist Information Signs Act.

Sign Licenses and Renewals

How much do they cost?

Once the initial sign license fee is paid, a license fee will be due every 2 years. This fee is \$20.00 for signs with total square feet up to 32. \$75.00 for signs with a total of 33 to 300 square feet and \$150.00 for signs over 301 square feet. An invoice will be sent to each sign owner, of the structure, 60 days prior to the expiration date. A \$50 past due fee will be assessed 30 days after the expiration date for unpaid invoices. The \$50 late fee will be assessed each month for the first two months. Once an invoice is 60 days past due the license will be terminated and the sign will be subject to removal.

What if I lose a tag or my tag is stolen?

If you lose a tag or if your tag is stolen, a Sign License Replacement Plate Application form along with a \$25.00 fee shall be submitted. The license fee must be current prior to submitting a replacement plate application.



Can a sign be transferred to another owner?

Yes almost all signs can be transferred to another owner. A Sign Transfer Application form must be filled out and submitted to KDOT to process a sign owner transfer. There is no fee for transfers.

TODS (Tourist Oriented Directional) and LOGO (Business Activities) Signs

- ◇ TODS signs are available along the state highway system to provide directional information to tourist-oriented businesses, seasonal agricultural products, services, and attractions that cannot be seen from the highway. TODS signs are not allowed along interstate highways.



- ◇ LOGO signs are available to eligible businesses who's activities include gas, food, lodging, camping, and other attractions at eligible interchanges on the Interstate system.



If you are interested in a TODS or a LOGO sign please contact: www.kansas.interstatelogs.com

How do we apply for a Vegetation Permit?

If you would like to get more information regarding a vegetation permit, please contact our office or go to www.ksdot.org/bureaus/burRow/VegMan for more information.

Who do I contact?

Kansas Department of Transportation
Bureau of Right of Way, Outdoor Advertising
700 SW Harrison Street
Topeka KS 66603-3745
Toll Free: 1-877-461-6817
Email: KDOT#ROW.Signs@ks.gov
Fax: 785-296-6946
Hearing Impaired - 711
www.ksdot.org/bureaus/burRow/beaut/



www.ksdot.org

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KANSAS DEPARTMENT OF TRANSPORTATION
BUREAU OF RIGHT OF WAY
DWIGHT D. EISENHOWER STATE OFFICE BUILDING
700 S.W. HARRISON STREET, TOPEKA, KS 66603-3745
PUBLIC ACCESS AT NORTH ENTRANCE OF BUILDING
VOICE 785-296-3501 TTY 711
FAX 785-296-6946 <http://www.ksdot.org>
Toll Free Number 1-877-461-6817