

U.S. HIGHWAY 30 LIGHT TOWER DISPLAY POLICY

Background:

The light towers along U.S. Highway 30 near Dayton Avenue can be programmed to display various solid and transitioning colors. The displays are coordinated by the Public Works Traffic Division. Any special light displays requested by outside organizations will be evaluated according to this policy. Nothing in this policy prohibits the City from utilizing the light towers at other times for its own purposes.

Organizations Eligible to Request a Special Light Display:

For-profit organizations may not place requests for special light displays. Special light displays may be requested by:

1. The Ames City Council
2. Other governmental agencies
3. Organizations that have an established partnership with the City of Ames, which promote the economic welfare, tourism, or industry of the City.

Requesting a Special Light Display:

Requests for a special light display may be placed up to one year in advance of the proposed display start date. Requests for displays must be placed at least two weeks in advance of the proposed display start date if the display requires new light programming, and at least one week in advance if it is a previously used display. Displays will be scheduled on a first-come, first-served basis. Each display may be up to seven nights in length.

Requests should include the name and contact information of the organization placing the request, proposed dates of the display, a statement outlining what the display is intended to recognize, and requested colors and patterns. City staff may modify displays to ensure compatibility with the display technology, viewability, and motorist safety from U.S. Highway 30.

Requests may be placed directly with the Public Works Traffic Division. Applicants should place their requests well in advance to ensure enough time to receive approval for the display and program it if necessary.

Acceptable Light Display Uses:

Light displays may be used to:

- Acknowledge commemorative observances recognized by local, state, or federal proclamation (e.g., Earth Day, Public Works Week, Breast Cancer Awareness Month, etc.)

- Celebrate local achievements (completion of a non-profit fundraising campaign or construction project)
- Support local sports (Ames High School, Iowa State University athletics events)
- Honor or memorialize individuals who have had a profound impact on the Ames community

Light displays may not be used to:

- Promote commercial products, services, or interests; or promote political candidates, campaigns, or parties.
- Recognize personal milestones, such as birthdays, anniversaries, congratulations, or retirements.
- Promote messages inconsistent with local, state, or federal law (such as non-discrimination laws).
- Promote messages that are pertinent only to selected individuals rather than the community at large.
- Promote private events not open to the public.

If a request is denied by City staff, the applicant may appeal to the City Council. The City Council's decision regarding the request is final.