



U.S. Department
of Transportation
**Federal Highway
Administration**

APR 26 2017

1200 New Jersey Ave., SE
Washington, D.C. 20590

In Reply Refer To:
HOP

Mr. Don Hyde
3651 Valley Meadows Drive
Bensalem, PA 19020

Dear Mr. Hyde:

Thank you for your email of April 7 to Secretary Chao suggesting the placement of advertising signs on the back sides of overhead traffic signs that span highway lanes to raise funds to support highway infrastructure improvements. Your communication was forwarded to the Federal Highway Administration's Office of Operations for reply. This office is responsible for administering the *Manual on Uniform Traffic Control Devices for Streets and Highways* (MUTCD), which includes all highway traffic signing.

There are practical safety and technical considerations associated with this concept, much of which is the underlying premise for regulations that prohibit such advertising within the highway. Limitations of the motorist's ability to process additional information at highway speeds would generally preclude adding more messages to existing sign locations. Placement on the reverse side of signs over opposing lanes of traffic would unduly contribute to the distraction potential to motorists. Finally, in general, the interspersions of commercial advertisements with official traffic control messages could contribute to the degradation of the effectiveness of that device when critical transportation information is displayed thereon.

For these reasons, Federal statutes and regulations generally prohibit advertising on signs or by other means on highway rights-of-way. Signs on the highways are limited to those that will promote the safe and efficient utilization of the highways. In addition, all real property within the right-of-way boundaries must be "devoted exclusively to public highway purposes." Lastly, the MUTCD is the national standard for all traffic control devices installed on roads open to public travel. The MUTCD states, **"Traffic control devices or their supports shall not bear any advertising message or any other message that is not related to traffic control."**

We appreciate your interest in highway funding and hope that you find this explanation helpful in understanding the criteria governing highway signs.

Sincerely,

Martin C. Knopp
Associate Administrator for Operations

Spriggs, Brian (OST)

From: Gertel, Angelica (OST) on behalf of DOTExecSec (OST)
Sent: Friday, April 07, 2017 3:23 PM
To: Spriggs, Brian (OST)
Subject: FW: IDEA to make money for infrastructure\$

From: Dons Email [<mailto:dhph1@verizon.net>]
Sent: Friday, April 07, 2017 2:51 PM
To: SecretaryScheduler (OST)
Subject: IDEA to make money for infrastructure\$

Good afternoon.
Dear Secretary Elaine Chao,

My name is Don Hyde I live in Bensalem, PA just north of Philly.

While driving south on Rt 95 I noticed large billboards facing me on both sides of the highway. On 95 itself I saw the back of a large highway sign that spanned the 3 lanes and thought to myself that would be a good place for advertising. The DOT could lease the space on the back of existing signs. Im thinking LED signs that last 30 years and could be programed on a desktop to eliminate the need for people to change the advertising on the highway.

The DOT could lease the space by the square foot with rates higher near the cities. The lessee would be responsible for setup, maintenance, and assume all legal responsibility.

I think this could generate a lot of money and require only minimal office staff to oversee contracts and collect the money.

Sincerely,

Don Hyde
3651 Valley Meadows Drive
Bensalen, Pa 19020
267-566-4582