

COUNCIL ACTION FORM

SUBJECT: ENDORSING APPLICATION DESIGNATING THE JEFFERSON HIGHWAY HERITAGE BYWAY AS A STATE HERITAGE BYWAY

BACKGROUND:

At the City Council meeting on January 20, 2015, the Council referred a request from an organization coordinating the Jefferson Highway Centennial Project, an effort to celebrate the 100th anniversary of the Jefferson Highway in 2016. Project coordinators are seeking to have the route in Iowa designated as an official Iowa Heritage Byway. To obtain this designation, resolutions of support are required from all jurisdictions through which the Jefferson Highway travels. Jefferson Highway Centennial Project organizers indicate that their intent is to receive Iowa Heritage Byway status this spring, and to have signs installed over the summer.

The Jefferson Highway was the first major hard-surfaced north-south highway in the United States. Stretching from Winnipeg, Manitoba, Canada to New Orleans, Louisiana, it was known as the "Pine-to-Palm Highway." In Ames, the highway enters from the eastern corporate limits on East Lincoln Way, then turns south on Duff Avenue (U.S. Highway 69), following that road out of Ames to the south.

If designated a State Heritage Byway, signs would be produced and installed by the Iowa Department of Transportation (DOT) on the original route. Once installed, the DOT would replace any missing or damaged signs in its jurisdiction on state routes (e.g., U.S. Highway 69). **The DOT would provide sign materials to replace any missing or damaged signs under the City's jurisdiction (currently only East Lincoln Way), but the City would be required to provide the labor to install them. The City would also be responsible to provide replacement poles and hardware.**

The DOT requires that the City's resolution of support include a confirmation of the DOT's restrictions regarding off-premises advertising signs erected adjacent to the highway. These regulations are found in Iowa Administrative Code chapter 761-117.3. Because the DOT has no jurisdiction over East Lincoln Way, the DOT requires that the City's resolution also state that local city and county jurisdictions are encouraged to adopt similar restrictions. However, it is City staff's opinion that this "encouragement" does not appear to obligate the City to adopt those restrictions on East Lincoln Way if the City Council chooses not to.

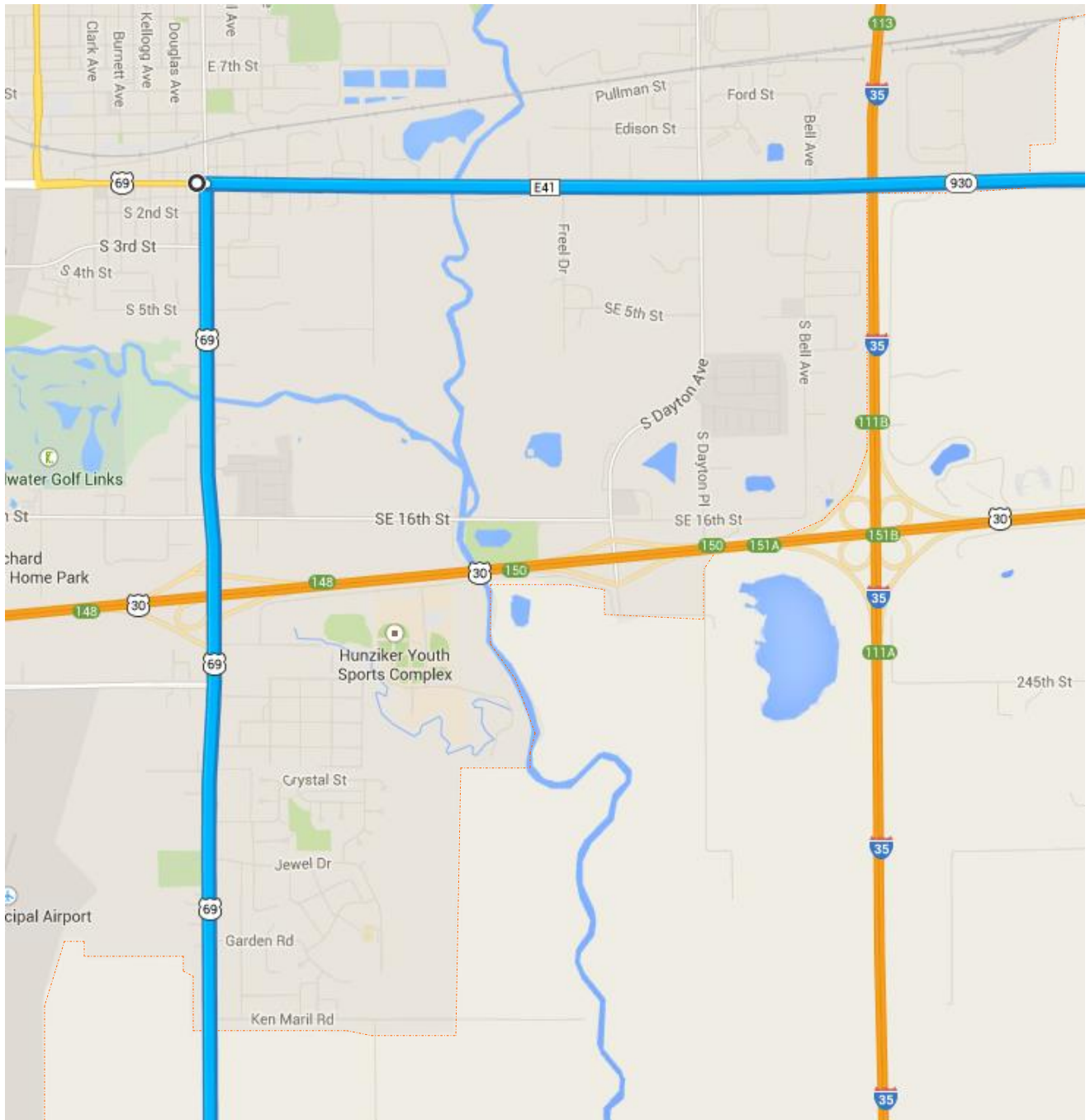
ALTERNATIVES:

1. Approve a resolution endorsing the application to designate the Jefferson Highway Heritage Byway as an Iowa Heritage Byway.
2. Do not endorse the designation of the Jefferson Highway Heritage Byway as an Iowa Heritage Byway.

MANAGER'S RECOMMENDED ACTION:

The Jefferson Highway was an important international transportation link for the community of Ames in the early 20th century. Its designation as a heritage byway will help inform local residents about its history and may draw visitors who are interested in traveling on the historic route. The designation as an Iowa Heritage Byway would not impose any financial obligation upon the City, other than City staff time to replace any broken or missing signs on the City portion of the route. This cost would be minimal.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving a resolution endorsing the application to designate the Jefferson Highway Heritage Byway as an Iowa Heritage Byway.



Jefferson Highway Route through Ames (in blue). Highway 69 is state jurisdiction, East Lincoln Way is City jurisdiction, and E41 (East Lincoln Way in Story County) is Story County jurisdiction.

RESOLUTION NO. _____

RESOLUTION ENDORSING AN APPLICATION TO THE IOWA DEPARTMENT OF
TRANSPORTATION FOR THE DESIGNATION OF THE JEFFERSON HIGHWAY AS A
STATE HERITAGE BYWAY

WHEREAS, the Iowa Byways program was established to identify, protect and enhance roadways in Iowa which exemplify the state's scenic and historic resources; and

WHEREAS, this effort is carried out through volunteer work and cooperation between interested citizens, organizations, local governments, and the Iowa Department of Transportation; and

WHEREAS, the Iowa Department of Transportation is empowered to accept and review applications requesting the designation of new Scenic, Heritage, and Scenic & Heritage Byways; and

WHEREAS, an application has been prepared to designate the Jefferson Highway as a state Heritage Byway; and

WHEREAS, upon designation as a state Heritage Byway, applicants are responsible for funding tourism and promotional plans and activities and no federal or state funding is inherent with designation as a state Heritage Byway; and

WHEREAS, upon designation, the Iowa Department of Transportation will lead an effort to place Iowa Byways signs specific to the Jefferson Highway along the byway route and will provide initial costs for development and installation of said signs, and will provide replacement signs; and

WHEREAS, the Iowa Department of Transportation will be responsible for the maintenance and replacement of signs installed along state route sections; and

WHEREAS, local city and county jurisdictions will be responsible to provide replacement hardware, poles, and labor to reinstall signs and once initially installed on sections of the highway that pass through their jurisdictions; and

WHEREAS, the Iowa Department of Transportation will enforce certain restrictions of off-premise signs along portions of the byway which follow interstate or primary highways in

accordance with Iowa Administrative Code Chapter 761 - 117.3(1) I. and will encourage the local city and county jurisdictions to likewise restrict such signage; and

WHEREAS, the City of Ames, Iowa, desires to endorse the designation of Jefferson Highway as an Iowa Byway.

NOW, THEREFORE, IT IS HEREBY RESOLVED by the City Council of the City of Ames, Iowa, that:

The City endorses this application requesting designation of the Jefferson Highway as a state Heritage Byway and accepts the responsibilities and expectations of such designation as described above.

The above Resolution passed and adopted by the City Council of the City of Ames, Iowa this XX day of February, 2015.

Ann Campbell, Mayor

Attested:

Diane Voss, City Clerk