

**761—119.4(321) Application and approval procedure.**

**119.4(1)** Applications for tourist-oriented directional signing may be submitted to: Advertising Management Section, Traffic and Safety Bureau, Iowa Department of Transportation, 800 Lincoln Way, Ames, Iowa 50010. Information regarding the program may be accessed at [www.iowadot.gov/iowaroadsigns](http://www.iowadot.gov/iowaroadsigns) or 515.239.1746.

**119.4(2)** The department may conduct measurements, take photographs, and collect information about destinations as necessary for evaluation purposes.

**119.4(3)** Applications that meet the requirements of this chapter will be approved.

**119.4(4)** Applications that do not meet the requirements of this chapter will be denied. The applicant will be informed of the reason for the denial.

[ARC 8786C, IAB 1/8/25, effective 2/12/25]