

761—120.10(306C) Erection and maintenance.

120.10(1) A private directional sign shall not be erected until a directional signing permit has been issued for it.

120.10(2) A private directional sign shall be securely affixed to a substantial structure.

120.10(3) A private directional sign shall be maintained in a neat, clean, and attractive condition and shall be in good repair.

120.10(4) The permit holder is responsible for procurement, erection, and maintenance of the sign, including associated costs.

120.10(5) The department shall revoke a directional signing permit for any of the reasons listed below. If the permit is revoked, the permit holder shall remove the sign without compensation.

a. The activity or site no longer qualifies for private directional signing.

b. The annual renewal fee has not been paid.

c. The sign violates a provision of this chapter.

d. Information or facts in the application are intentionally falsified or misrepresented.

120.10(6) Permit plate.

a. The department shall issue a metal permit plate for a permitted sign. The permit plate displays the permit number for the sign.

b. The permit holder shall securely attach the plate to the sign face at the bottom corner nearest the main traveled way or to the support structure immediately below the bottom corner. However, if these locations do not provide an unobstructed view of the permit number from the main traveled way, the permit plate shall be attached to another prominent area of the sign so that the view of the permit number is unobstructed.

c. The permit holder is responsible for replacing a permit plate that is missing or illegible. To obtain a replacement, the permit holder shall apply to the department and pay a \$10 fee.

d. If the department notifies the permit holder that a permit plate is not properly displayed, the permit holder shall within 90 days of notification either correct the situation or secure and display a replacement permit plate. Failure to properly display a permit plate after the 90-day period has expired shall result in revocation of the directional signing permit for the sign.

120.10(7) Access. Access to the private property upon which a private directional sign is located shall be gained from highway right-of-way only at access points designated or allowed by the department in accordance with 761—Chapter 112. An initial violation of this requirement by or on behalf of the permit holder shall result in the department's sending a written warning by certified mail to the permit holder. A second violation of this requirement shall result in revocation of the directional signing permit. If a directional signing permit is revoked for an access violation, the permit holder is ineligible to apply for a permit for at least 12 months after revocation for any location within 500 feet of the revoked permit's sign location.

120.10(8) Destruction of vegetation. Without the written authorization of the department, vegetation growing on the highway right-of-way shall not be cut, trimmed, removed, or in any manner altered or damaged to improve the visibility of a private directional sign. Violation of this prohibition by or on behalf of the permit holder shall result in revocation of the directional signing permit. If a directional signing permit is revoked because of destruction of vegetation, the permit holder is ineligible to apply for a permit for 12 months after revocation for any location within 500 feet of the revoked permit's sign location.