

**761—120.5(306C) Spacing and location requirements.**

**120.5(1)** A private directional sign shall be located off the highway right-of-way.

**120.5(2)** A private directional sign for a privately owned activity or site shall not be located in a publicly owned rest area, parkland or scenic area.

**120.5(3)** The following spacing requirements apply to private directional signs:

*a.* A private directional sign shall not be located within the adjacent area on either side of the highway within 2,000 feet of an interchange or a publicly owned rest area, parkland or scenic area.

*b.* Private directional signs facing the same direction of travel shall be spaced at least one mile apart.

*c.* A private directional sign shall not be erected within one mile of a tourist-oriented directional sign for the same activity or site if both signs would be on the same route and face the same direction.

*d.* Distance (spacing) is measured along a line parallel to the highway centerline from a point perpendicular to the starting point (e.g., another sign or the boundary of a rest area, parkland, scenic area or interchange) to a point perpendicular to the proposed sign location.

*e.* The boundary of an interchange is the end or beginning of whichever acceleration or deceleration ramp that extends the farthest from the interchange. In an area where two interchanges are in such close proximity that the acceleration or deceleration lanes or ramps merge or overlap or where there are continuous acceleration or deceleration lanes between interchanges, the area will be treated as one continuous interchange.

*f.* A private directional sign shall not be located within the daylight area.

*g.* Except as otherwise specified, on-premises signs, permitted billboards, and official signs and notices are not taken into consideration when determining compliance with spacing requirements.

**120.5(4)** In unincorporated areas, private directional signs shall not be located beyond the adjacent area.

**120.5(5)** No more than three private directional signs pertaining to the same activity or site and facing the same direction of travel may be erected along a single route approaching the activity or site.

**120.5(6)** A private directional sign visible from an interstate highway shall be within 75 air miles of the activity or site it identifies.

**120.5(7)** A private directional sign visible from a freeway primary or primary highway shall be within 50 air miles of the activity or site it identifies.

**120.5(8)** The location of a private directional sign shall be subject to approval by the department of transportation.