

**761—120.6(306C) Message content.**

**120.6(1)** The message on a private directional sign shall identify the activity or site and contain directional information to assist motorists in locating the activity or site, including route numbers and exit numbers.

**120.6(2)** Unless otherwise specified by the department, the sign message shall include travel distance to the activity or site and information that sufficiently informs motorists of the hours, days, and months of operation of the activity or site. At the department's discretion, this information may be omitted if the department determines that the omission will not inconvenience motorists.

**120.6(3)** Unless otherwise specified by the department, the sign message for an area naturally suited for outdoor recreation shall advise the motorist of the types of recreational amenities available. At the department's discretion, this information may be given by either listing the activities or displaying the appropriate symbols, and may be omitted altogether if the department determines that the omission will not inconvenience motorists.

**120.6(4)** The sign message shall not contain additional words or phrases descriptive of the activity or site, pictorial or photographic representations of the activity or site or its environs, or advertisements of brand-name goods. However, the department may authorize the display of a nationally or regionally recognized trademark or logo.

**120.6(5)** The sign message shall contain current information.

**120.6(6)** The sign message shall not identify an activity or site that is illegal, either at the location of the activity or site or at the location of the sign.

**120.6(7)** The sign message is subject to approval by the department. A change in the message is also subject to this approval.