

**761—120.7(306C) Eligibility for private directional signs.** The activity or site shall meet the following eligibility requirements for private directional signing:

**120.7(1)** The types of activities or sites eligible for private directional signing are limited to those found in the definition of private directional signs in rule 120.1(306C).

**120.7(2)** Eligibility is limited to activities or sites that are nationally or regionally known and are of outstanding interest to the traveling public.

**120.7(3)** The activity or site must be open to the general public and not by appointment, reservation or membership only and must comply with all applicable laws concerning public accommodations without regard to race, religion, color, age, sex or national origin.

**120.7(4)** To be eligible for a private directional sign visible from an interstate highway, the activity or site shall meet the location requirement of subrule 120.5(6). It shall also have an annual visitor count of 15,000 or more.

**120.7(5)** To be eligible for a private directional sign visible from a freeway primary or primary highway, the activity or site shall meet the location requirement of subrule 120.5(7). It shall also have an annual visitor count of 10,000 or more. However:

*a.* The annual visitor count need only be 5,000 or more if the activity or site is on the National Register of Historic Places.

*b.* The annual visitor count need only be 2,500 or more if at least 25 percent of its visitors reside in another state or in a county other than the county in which the activity or site is located.