

**761—120.8(306C) Application and approval procedures.**

**120.8(1)** An application for a private directional sign shall be submitted to: Advertising Management Section, Office of Traffic and Safety, Iowa Department of Transportation, 800 Lincoln Way, Ames, Iowa 50010.

**120.8(2)** The department shall verify compliance with minimum requirements and develop an agenda for the tourist signing committee's review of applications that meet minimum requirements. The department shall return to the applicant an application that does not meet minimum requirements.

**120.8(3)** The tourist signing committee will approve or deny applications. The composition of the committee is set out in 761—subrule 119.5(3).

**120.8(4)** If an application is approved and the applicant has obtained the department's approval of the sign location and message and has paid the appropriate fee, the department shall issue a directional signing permit. A directional signing permit is issued for a specific sign at a specific location for a qualifying activity or site and is not transferable.

**120.8(5)** If there are two or more applications for qualifying activities or sites and space limitations will not permit the installation of signs for all applications, applications shall be approved on a first-come, first-served basis.