

761—119.4(321) Specific eligibility requirements for the type of activity or site. This rule describes the types of activities or sites that may qualify for tourist-oriented directional signing. Within each type, this rule also describes the specific requirements that an individual activity or site must meet to qualify for tourist-oriented directional signing. These requirements are in addition to those found in rule 119.3(321).

119.4(1) Motorist service.

a. A service of significant interest to motorists may qualify. The types of services which may qualify include, but are not limited to: gas, food, lodging, or passenger vehicle service or repair.

b. An activity or a site providing a motorist service must:

- (1) Be open a minimum of eight hours a day, six days a week.
- (2) Be open 12 months a year or during the normal seasonal period.
- (3) Be located within five miles of the primary highway.

119.4(2) Tourist attraction.

a. An attraction that is of significant interest to tourists as a historic, cultural, scientific, or religious site, or as a site of natural scenic beauty or naturally suited for outdoor recreation, may qualify.

b. In determining significant interest, the tourist signing committee shall consider information provided by the applicant and a site review of the attraction, and may seek advice from agencies or organizations who have specific information on the attraction.

c. A tourist attraction must:

- (1) Be open a minimum of 40 hours a week, five days a week.
- (2) Be open a minimum of three consecutive months each year.
- (3) Be located within five miles of the primary highway or within ten miles if open a minimum of eight hours a day, seven days a week.

119.4(3) Agricultural business activity.

a. An agricultural business activity of significant interest to the traveling public may qualify.

b. “Significant interest” means the agricultural business activity does one of the following:

- (1) Provides a regular and reasonable tour along with a brochure. The brochure must fully describe the tour if it is self-guided.
- (2) Offers products which are of interest to the general public and can be purchased from the site.
- (3) Provides a service which is of interest to the traveling public.

c. An agricultural business activity must:

- (1) Be open a minimum of 40 hours a week, five days a week.
- (2) Be open 12 months a year or during the normal seasonal period.
- (3) Be located within ten miles of the primary highway.

119.4(4) Other commercial activity.

a. A nonagricultural commercial activity, business, service or site of significant interest to the traveling public may qualify. A major portion of the products or services provided must be tourist- or motorist-oriented.

b. A nonagricultural commercial activity must:

- (1) Be open a minimum of 40 hours a week, five days a week.
- (2) Be open 12 months a year or during the normal seasonal period.
- (3) Be located within five miles of the primary highway.