

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 761—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, except for vehicle services or repair facilities, which shall be open a minimum of eight hours a day, five days a week.
- (2) Be open 12 months a year or during the normal seasonal period.

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.

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 traveling 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.

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.