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BILL



ANALYSIS

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House Bill 4770 (Substitute S-2 as reported by the Committee of the Whole)

Sponsor: Representative Sandra Hill

House Committee: Transportation

Senate Committee: Transportation and Tourism

## **CONTENT**

The bill would create a new Act to regulate tourist-oriented directional signs on rural roads by doing the following:

- Requiring the Department of Transportation (DOT) to implement a program for the placement of tourist-oriented directional signs and markers within the right-of-way of rural roads.
- Requiring the program to specify criteria for including on a sign the season and hours of an eligible attraction.
- Requiring an operator of a tourist-oriented activity who wanted to participate in the directional sign program to submit an application to the DOT.
- Requiring the size, location, design, and arrangement of each sign under the bill to conform with certain State regulations, and permitting the DOT to develop optional, standardized symbols for activities associated with eligible attractions.
- Allowing the DOT to impose a reasonable permit fee to cover the costs of implementing and administering the directional sign program.
- Requiring the Department to notify the public and the Legislature of a proposed fee or fee increase.

The bill would define "tourist-oriented directional sign" as a sign used to provide motorists with advanced notice of a tourist-oriented activity. "Tourist-oriented activity" would mean a lawful cultural, historical, recreational, educational, or commercial activity that was annually attended by 2,000 or more people and for which a major portion of the income or visitors was derived during the normal business season from motorists not residing in the immediate area of the activity. "Eligible attraction" would mean a tourist-oriented activity that was all of the following: within 10 miles of the rural road for which a tourist-oriented directional sign was sought, unless otherwise restricted or permitted by the DOT; not visible from the rural road; and in compliance with Federal standards, if the activity were advertised by rural road signs.

Legislative Analyst: L. Arasim

## **FISCAL IMPACT**

The revenues generated from the permit fee would depend on the demand for the signs. The fee would be set at a level to cover the Department's costs, making the program revenue neutral to the Department.

Date Completed: 5-28-96

Fiscal Analyst: B. Bowerman

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This analysis was prepared by nonpartisan Senate staff for use by the Senate in its deliberations and does not constitute an official statement of legislative intent.