

## **NCDOT Clarifications to 19A NCAC 02E.0219 (9) “Attraction” Service**

All administrative code requirements are enforced in addition to these clarifications.

### **General:**

The “Attraction” facility must be on-site, within the boundary of the property. Providing a shuttle to an off-site attraction will not qualify an attraction. Attraction signing is not intended for communities with amenities. However, a qualifying Attraction may exist within a community.

### **Panel Design:**

The Logo panel must clearly indicate the attraction offered and be easily recognizable to the public. If, in the opinion of the Logo Signing Engineer or Signing Programs Engineer, the logo/design is vague or does not clearly depict the attraction, then additional wording must be added to the panel design for clarification. Additional wording is considered supplemental message and letter size must meet the standards specified in the Logo Manual.

### **Specific clarifications to items listed in the rules:**

**(9)(c)** The hours of operation must be posted on a permanent on-premise sign located conspicuously at or near the entrance to the facility.

**(9)(f)(iv)** To qualify in the category of “Leisure or Recreation Activity Areas”, all equipment, etc., necessary for the activity must be available on site (for rent or at no cost to the customer). For hiking and biking, trails must be signed and properly marked. To qualify as an attraction, a golf course must be open to the public and must offer tee times to the public within thirty (30) minutes of arrival without requiring prior appointment. On-premise sign(s) at the entrance (from the public road and from any subsequent drive) to any recreational facility, including a golf course, specifying “open to the public” or “public welcome” must be in place unless it is obvious to the Logo Coordinator or State Programs Engineer that it is a public attraction. A leisure or recreation activity area may be indoors (in a facility); however, the primary purpose of the facility must be to provide the leisure or recreation activity to the public.

**(9)(f)(v)** Tour times for “Manufacturing Facilities” must be posted on a permanent on-premise sign located conspicuously at or near the entrance to the facility.

Tours must be:

- 1) Directed by knowledgeable employee (tour guide) of the business;
- 2) Educational, informative, and entertaining in nature; and
- 3) Of sufficient length to clearly describe the materials, equipment, and processes used in the manufacturing facility (minimum 15 minutes).

**(9)(f)(vi)** To be considered an attraction, “Agricultural Facilities” (other than a regional farmer’s market) must have an actual working farm (or vineyard) on the same site as the facility to which motorists are directed. A guided tour must be provided of the farm or vineyard, as well as of any production processes used by the facility. Tour times (or “Tours Available Upon Request”) must be posted on a permanent on-premise sign located conspicuously at or near the entrance to the facility.

Tours must be:

- 1) Directed by knowledgeable employee (tour guide) of the business;
- 2) Educational, informative, and entertaining in nature;
- 3) Of sufficient length to clearly describe the materials, equipment, and processes used in the production of agricultural products by the facility (minimum 15 minutes); and
- 4) Conducted regularly [a minimum of two (2) regularly scheduled tours during each day the facility is open to the public] during open business hours; or in the absence of regular tour times, upon customer demand [within thirty (30) minutes of request].

If the agricultural facility is a regional farmer’s market, it must be frequently visited by customers from outside the area (at least 20 miles away) and be comprised of at least 25,000 SF of covered and/or enclosed area for selling a variety of agricultural products throughout the year.

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