

NORTH CAROLINA GENERAL ASSEMBLY

LEGISLATIVE FISCAL NOTE

BILL NUMBER: Senate Bill 1544 (Senate Finance Committee Substitute)

SHORT TITLE: Tourist Directional Sign Program

SPONSOR(S): Senators Garrou; Albertson and Wellons

FISCAL IMPACT

Yes () No (X) No Estimate Available ()

FY 2000-01 FY 2001-02 FY 2002-03 FY 2003-04 FY 2004-05

REVENUES

EXPENDITURES

POSITIONS:

**PRINCIPAL DEPARTMENT(S) &
PROGRAM(S) AFFECTED:** Department of Transportation

EFFECTIVE DATE: July 1, 2000

BILL SUMMARY: TOURIST DIRECTIONAL SIGN PROGRAM. Creates new Art. 11B in GS Ch. 136 (GS 136-140.15 through 136-140.19) requiring DOT to implement a tourist oriented directional sign (TODS) program. Defines a TODS as a guide sign displaying business identification and directional information for tourist-oriented businesses, services, and activities. Specifies eligibility criteria for businesses to be included on signs and requires DOT to issue rules dealing with, among other things, fees for cost of signs; size, color, and letter height of signs; and number of panels per sign. Effective July 1, 2000.

ASSUMPTIONS AND METHODOLOGY: This program is fee-supported and therefore does not have an impact on the Highway Fund.

DOT estimates that the cost for a business to participate in the TODS program could be approximately \$800, broken out as follows:

One-time Administrative Cost (Application Review, Site Review, Contract Preparation)	\$150
Sign Design	100
Sign Fabrication (2 mainline signs @\$100, 1 trailblazer sign at \$50)	250
Signs, sign supports, installation	<u>300</u>
TOTAL (Additional signs would add to the cost)	\$800

In addition, there would be an annual maintenance cost of approximately \$50 per business.

There is no estimate available on how many businesses would choose to participate in the program. DOT understands that Pennsylvania has about 4000 signs installed in a similar program, Michigan has about 1000, and Oregon has about 400. However, as North Carolina has the second largest state highway system, the potential could be quite large.

TECHNICAL CONSIDERATIONS:

FISCAL RESEARCH DIVISION 733-4910

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DATE: June 26, 2000



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