

By Senator Grimsley

26-00608B-18

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1                   A bill to be entitled  
2           An act relating to agritourism signage; creating s.  
3           604.71, F.S.; requiring the Department of  
4           Transportation to create and administer a program to  
5           install directional signs to assist visitors in  
6           locating certain agritourism facilities; specifying  
7           requirements for the placement of signs; specifying  
8           qualifications for the program; requiring the  
9           department to adopt rules and coordinate with the  
10          Department of Agriculture and Consumer Services in  
11          administering the program; providing an effective  
12          date.

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14 Be It Enacted by the Legislature of the State of Florida:

15  
16          Section 1. Section 604.71, Florida Statutes, is created to  
17          read:

18          604.71 Florida agritourism signage program.—The department  
19          shall create and administer a program to provide and install  
20          directional signs on major public highways at, or in reasonable  
21          proximity to, the nearest interchange or within 1 mile of roads  
22          leading to commercial agricultural facilities that promote  
23          tourism by providing tours and onsite sales or samples of  
24          Florida agricultural products to tourists.

25          (1) Directional signage must be placed at intervals in a  
26          manner that provides visitors with sufficient information to  
27          locate the agricultural facility.

28          (2) To qualify for participation in the program, an  
29          agricultural facility must:

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30       (a) Be open for business at least 4 days a week, 10 months  
31 of the year;

32       (b) Have a working growing or ranching area of at least 2  
33 acres that can be toured from the facility location specified in  
34 the signage;

35       (c) Offer tours of the growing or ranching area; and

36       (d) Apply to and be approved by the department under this  
37 section. Upon application by a facility, the department shall  
38 assess the facility as to its suitability for the program and  
39 the reasonable costs of creating and installing directional  
40 signs.

41       (3) The department shall adopt rules to administer this  
42 section, including, but not limited to, an application and  
43 approval process for applicants.

44       (4) The department shall coordinate with the Department of  
45 Agriculture and Consumer Services in administering this section.

46       Section 2. This act shall take effect July 1, 2018.