
Appendix D Off-Premise Directional Sign Program “Corridor Area.” Guidelines for Sign Approval Adopted 5-22-97. (last revision 5-23-97)

Requirements for Corridor Signs:

- [1] NCDOT Off-Premise Sign Permit with fees (obtained by the Planning and Inspections Department).
- [2] Any building or freestanding sign on the applicant’s property cannot be located less than 300 feet from Highway 105, US 321 or US 421.
- [3] Applicants cannot have an existing off-premise billboard within the town limits or ETJ.
- [4] Eligibility of applicants:
 - a. must be non-residential use only; no home occupations or homes offices.
 - b. must be active for a minimum of 30 consecutive weeks out of calendar year; no seasonal business.
 - c. all other on-premise signs of business must be in compliance with current ordinance.
 - d. use must be in compliance with zoning ordinance requirements.

Availability:

Sign panels will be on a “first come, first serve” basis. There may be a waiting list for each sign structure.

Sign Structure:

- [1] One 3’ x 5’ metal sign board with names of businesses and directional arrow.
- [2] Business names and arrow affixed with vinyl lettering.
- [3] Supported by two wooden or metal posts.
- [4] Six (6) business spots available per sign.

- [5] One sided signs only.

The Town of Boone Public Services/Traffic Operations Division will be responsible for the construction, placement and maintenance of signs.

Location of Off-Premise Sign:

- [1] Only where a change of direction is necessary to arrive at the business location.
- [2] Must be located within 300 feet of intersection.
- [3] Sign will be located no further than one mile from business.
- [4] Must be approved by NCDOT.
- [5] Must be approved by Zoning Officer.

Fees, Insurance, and Application:

All applicants for the off-premise directional sign program and fees will be processed in the Planning and Inspections Department.

As part of the application process, the town will attempt to obtain easements on private property by donation only. No compensation will be offered or negotiated for any easement.

- [1] Initial fee of \$500.00 to cover permits, sign construction, placement, and labor is required of each applicant per sign.
- [2] The town will bill each applicant annually to cover insurance (if sign is damaged or destroyed) and /or DOT permit renewal costs. The billing amount will equal the deductible for the sign (\$250), if necessary due to sign damage, and the DOT permit renewal fee (\$30) divided by the number of applicants on the sign.

Reinstatement:

If applicant does not pay renewal fee, next applicant on waiting list is awarded panel with payment of initial fees. If no waiting list, business may be reinstated with full payment of initial fee.