

How to Submit a Request for Signage/Changes to Sign Program

The Wayfinding Committee review procedures follow the guidelines set forth in the Wayfinding Procedures Manual and Wayfinding Criteria For Inclusion.

Duties of the Committee:

The Committee holds quarterly meetings as needed to consider maintenance concerns, replacement issues pertaining to damaged Signs and/or the installation of new Signs or new Sign requests.

Committee Membership:

The Committee consists of a total of three (3) members as follows: (a) one member appointed by the Buncombe County Tourism Development Authority (BCTDA) from the staff of the Asheville Convention & Visitors Bureau (CVB); (b) one member appointed by the City Manager from the staff of the City of Asheville; and (c) one at-large member appointed by the BCTDA. There are two ex-officio members appointed by the BCTDA. Currently the committee is made up of the following members:

- Vacant, BCTDA Board
- Cate Marvill, Tourism Product Development/Community Relations Manager, CVB
- Dan Baechtold, City Planner for the City of Asheville.
- John Ellis, Tourism Product Development Fund Committee Chair
- Marla Tambellini, Deputy Executive Director, CVB (ex-officio)

Request for New Signs or Changes to the Existing System:

Requests for signs and/or changes need to follow the procedure outlined below and in the attached form.

1. Fill out the attached form to request the additional sign(s) or change to the existing program. In the narrative section explain the purpose and need for the change to an existing sign or need for new or additional sign(s). Include the requested location(s) of the new sign(s) and the proposed sign message (listing on the sign). Address financial arrangements for the new sign(s) indicating as to whether the applicant will pay for the new signage or whether you are requesting that the Wayfinding Committee or municipality in which the sign is located pay for fabrication and installation of the sign (attach additional pages and supplemental information as needed). If you are requesting that a sign be changed, please explain your request in detail including sign locations and reason for the request.
2. If you are requesting signs for a new attraction or destination, provide out-of-market visitor numbers to the attraction as requested on the form.
3. Mail the letter to:
Asheville Area Wayfinding Committee
c/o Asheville Convention & Visitors Bureau
PO Box 1010
Asheville, NC 28801

Committee Review

The committee review process is guided by the Asheville Area Wayfinding Program *Criteria for Inclusion* document that was developed at the inception of the program.

Final approval for new signs will be in the form of a signed agreement between the Wayfinding Committee, the requesting applicant, and the municipality in which the sign(s) will be located. The agreement will outline the financial arrangement, the design, location, and message for the signs, and the procedure for installation of the signs. **All sign installations are subject to North Carolina Department of Transportation approval and encroachment agreement.**

The Wayfinding Committee will review requests on a quarterly basis.

--Note: Additions or changes must go through an approval process based on the Criteria for Inclusion. If an addition or change is approved, installation is dependent upon available wayfinding funds. Funds may be applied for from the Tourism Product Development Fund (TPDF) and must follow the TPDF application process.