



**Steven W. Troxler**  
Commissioner

North Carolina Department of Agriculture  
and Consumer Services  
*Agritourism*

**Annie Baggett**  
Agritourism Marketing  
Specialist

**Agricultural Tourism Signs Application**

Date: \_\_\_\_\_

Name of  
Business \_\_\_\_\_  
Contact  
Person \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
Internet Site \_\_\_\_\_

Requested Location of Sign(s)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1. Location of agricultural marketing facility  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. What are the months, days, and hours you are open for sales to the public?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What percent of your total annual sales comes from North Carolina-grown agricultural products? \_\_\_\_\_%

4. List the agricultural products sold to the public at this facility \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. List non-agricultural products sold at this facility \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Do you provide tours for the public at this facility? \_\_\_\_ Yes \_\_\_\_ No

**Note: To qualify for this program, the agricultural facility is required to conduct tours of the growing area, as well as any production area located on the farm or vineyard.**

The word **“TOURS”** is required on all DOT signs that include the name of the business.

*If your answer is No, you are not eligible for the Agricultural Tourism Signs program.*

If yes, describe the type of tours, who directs the tours, and when the tours are provided.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Do you provide samples of your products? \_\_\_\_ Yes \_\_\_\_ No

List the types of samples: \_\_\_\_\_  
\_\_\_\_\_

8. Do you have a permanent sign near the roadway entrance to the premises with the name of your business and the days and hours of operation? \_\_\_\_ Yes \_\_\_\_ No

9. Do you have a permanent sign near the front door of your facility that states the times of scheduled tours, **or** that tours are available upon request (within thirty [30] minutes of request)? Per program requirements, this sign shall be posted in a conspicuous location that is visible to customers. \_\_\_\_ Yes \_\_\_\_ No

10. Is this market operated in a permanent structure? \_\_\_\_ Yes \_\_\_\_ No

11. Do you have restrooms available to the public? \_\_\_\_ Yes \_\_\_\_ No

12. Do you have an on-site telephone available for emergency public use? \_\_\_\_ Yes \_\_\_\_ No

13. Do you have drinking water available for public consumption? \_\_\_\_ Yes \_\_\_\_ No

14. List any local or state business licenses you are required to have to operate this business.

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15. What is the distance from this agricultural facility to the closest major highway interchange? \_\_\_\_\_ miles

16. Do you want the logo (see cover) associated with your business included on the sign?  
\_\_\_ Yes \_\_\_ No (See criteria in Standard Practice for maximum size per sign type.)

17. Attach a NCDOT county map or other official map (see Standard Practice, p. 4, #2) clearly depicting the requested sign locations(s) and the location of the facility. The DOT map can be obtained on-line at [www.ncdot.org/planning/statewide/gis/GIS\\_mapping.html](http://www.ncdot.org/planning/statewide/gis/GIS_mapping.html) or by contacting your local NCDOT District Engineer’s office (see Attachment 1). The Department of Transportation will determine the acceptability of requested sites.

**Note: If the facility is requesting signing from a freeway interchange, the maximum distance signs may be placed from a business shall be fifteen (15) driving miles. All non-freeway signs shall be placed at intersections. See criteria for sign locations (Standard Practice, page 1, bullets # 3 and #4).**

**AGRITOURISM SIGN LOCATION/DOT STANDARDS**

**51 SECTION 2. G.S. 106-22.5(a) reads as rewritten: General Assembly Of North Carolina Session 2013 H1025 [Edition 2] Page 3**

**1 "(a) The Department of Agriculture and Consumer Services shall work with the  
2 Department of Transportation to provide directional signs on major highways at or in  
3 reasonable proximity to the nearest interchange leading to an agricultural  
4 facility that promotes tourism by providing tours and on-site sales or samples of North Carolina  
5 agricultural products to area tourists. The Department shall follow the sign location and  
6 placement rules of the Department of Transportation's Tourist-Oriented Directional Signs and  
7 Logo Signs programs."**

List these intersections including direction of requested sign [example: SR 1020 (May St.) northbound at SR 2015 (Plymouth Rd)]

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**18. Enclose photographs of your agricultural marketing facility with this application.** Photographs shall include pictures of any structures used, tour groups, fields or greenhouses in agricultural production, entrances to the facility, driveways and parking, on-premise signing requirements, and product displays.

I certify that this agricultural business is open for business and meets all applicable program requirements as stated in the Standard Practice for Agricultural Tourism Signage, complies

with all Federal, State and local laws, rules and ordinances, including all applicable license and permit requirements, and that I have given true, accurate and complete information on this form to the best of my knowledge.

Signature of Applicant \_\_\_\_\_  
Date \_\_\_\_\_

Return this form to: Annie Baggett  
Agritourism Office  
North Carolina Department of Agriculture & Consumer Services  
1020 Mail Service Center  
Raleigh NC 27699-1020  
919-707-3120  
[annie.baggett@ncagr.gov](mailto:annie.baggett@ncagr.gov)

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