

# **City of Box Elder**

## **SUPPLEMENTAL SIGN POLICY FOR TRAILBLAZING SIGNING**

### **Permit Objective:**

Tourist-Oriented Directional Signs and Trailblazer Signs are official traffic control devices located on the right-of-way of non-freeway or interstate roadways. T.O.D.S. are intended to provide the motorist with specific information about businesses, activities or sites of significant interest to the traveling public. The Manual on Uniform Traffic Devices, MUTCD Section 2J-1 Specific Service Signs, refers to T.O.D.S. as motorist service signs and they are not considered advertising signs. Advertising signs are not permitted within city road right-of-way. This policy shall apply to all Municipal Streets, Roads and Rights-of-Ways located in the City of Box Elder.

### **General Requirements:**

All applications for City Trailblazer Signs shall be made through a submittal and request for review to the City of Box Elder, as per Resolution 15-16.

All Trailblazer sign placements on Box Elder Arterial and collector Roads shall be attachments to "Discover Box Elder" signs installed by the City of Box Elder, and by permit only and approved by the Box Elder Planning Commission. Trailblazer signs will be permitted by the City, only for businesses within the City of Box Elder, and as part of and Box Elder installation master plan for the Trailblazer program.

### **Special Requirements:**

All Trailblazer signs must qualify as one of the three (3) specific categories as defined below:

- 1) Must be a business in the City of Box Elder, and provide services to the residents, tourist, travelers and visitors of Box Elder.
- 2) Motorist Services: An activity or site providing motorist services such as gas, food, lodging or passenger vehicle service or repair.
- 3) Tourist Attraction: An activity or site of significant interest to tourists such as historic, cultural, scientific, or religious, or a site of natural scenic beauty, or naturally suited for outdoor recreation.

### **Application Process:**

Authorized representatives of qualifying businesses, activities, sites, and areas shall submit a Trailblazer or tourist-oriented direction signing application to the Box Elder Planning Commission for review and determination either approval or denial of application.

If the Planning Commission has given approval of a qualifying application, the authorized representative may request a permit to have a business log to be placed on a Trailblazer Master sign in the City right-of-way.

### **Fees, Installation, and Maintenance:**

Costs for the Trailblazer signs will be paid to the City of Box as part of the approved plan. Installation of directional signs on Trailblazer master signs will be provided by City of Box Elder Public Works Department. Application, installation and annual rental fees are as follows:

**Application Fee: \$50.00 (NOTE: Application Fee of \$50.00 Must Accompany For Each Specific and Each Supplemental Sign Request.)**

**Installation Fee: \$150.00 (One time for each logo sign installation)**

**Annual Fee: \$150.00 (Annual rental fee to have a logo sign attached to a City Master Trailblazer Sign)**

The applicant will provide an 18" X 30" logo sign at their expense, to be placed on the City Trailblazer master sign as per the application. Each logo sign shall be constructed as per MUTCD Manual and approved by the Public Works Director.

When replacement of logo signs is necessary due to fading and/or damage, as determined by the Box Elder Planning Commission, the applicant will need to provide a new logo sign for installation, and there will be no additional charge to the applicant for installation.

**CITY OF BOX ELDER**  
**PERMIT APPLICATION FOR BUSINESS LOGO SIGNS ON SPECIFIC PANELS**

Name of Business: \_\_\_\_\_ Bus. Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**TRAILBLAZER SIGN LOCATION DATA:**

1. Road name/#: \_\_\_\_\_  
2. Nearest Intersection Road Name(s)/#: \_\_\_\_\_  
3. Travel Distance and direction from the Master Sign location to your business or nearest intersection:  
  
Miles to Business: \_\_\_\_\_ (to the nearest tenth of mile)

**BUSINESS SERVICE DETAILS:**

4. Business Type: \_\_\_\_\_  
\_\_\_\_\_  
5. Business Licenses Held: \_\_\_\_\_  
\_\_\_\_\_  
6. Business Hours From \_\_\_\_\_ AM to \_\_\_\_\_ PM.  
7. Number of Days a week in operation: \_\_\_\_\_  
8. If not open twelve (12) months of the year List the Months of Operation:  
From \_\_\_\_\_ To \_\_\_\_\_  
Month Day Month Day  
9. Fee in Amount Due: \$ \_\_\_\_\_

**APPLICANT CERTIFICATION:**

I certify that the above and foregoing statements to the best of my knowledge are true and correct and I will inform the Planning Department of any changes to the above indicated information that may affect the availability of the service provided in accordance with State Law, Rules and Regulations. I further certify that I will not discriminate or deny services or public accommodations based upon race, religion, color or national origin, which is prohibited by law.

\_\_\_\_\_  
Applicants Name (Printed) Applicants Signature Date

Application Approved: \_\_\_\_\_ Denied: \_\_\_\_\_ Annual Rental Fee: \_\_\_\_\_

Date of Approval: \_\_\_\_\_ Approved by: \_\_\_\_\_

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## INSTRUCTIONS

**NAME OF BUSINESS:** Self Explanatory

**ADDRESS:** Self Explanatory

### TRAILBLAZER SIGN LOCATION DATA:

1. Road No. or Name: The Master Sign location as related to route number or name of highway, street, roadway on which you want to place a business logo sign.
2. Nearest Intersecting Street Numbers/Names: The route number or Name of Highway, Street, Public Way that intersects the Highway, Street or Public Way on which you want to place a business sign.

Direction: Direction the business is located from the intersection or interchange.

3. Travel Distance: The distance and direction from the Master Sign location or the intersection to your place of business along the normal used route or travel measured to the nearest one tenth of a mile. Businesses beyond five (5) miles from the interstate or outside the City limits are not eligible for a business log sign.

### BUSINESS SERVICE DETAILS:

4. BUSINESS TYPE: Please identify the type of business and example of services provided.
5. Examples of Licenses: Sales Tax, Health Department and any other state or local applicable license or permits held by the business.
6. HOURS OF OPERATION: List daily hours of operations

Gas Service must have twenty-four (24) hour card access or be open a minimum of sixteen (16) continuous hours a day. Food Service must be a continuous operation and provide two (2) meals a day.

7. Business must be open five (5) days a week for four (4) consecutive months as a minimum requirement for approval of this application.
8. MONTHS OF OPERATION: If not a year round business, please list months of operation.
9. A \$50.00 (non-refundable) application fee is required for each business logo sign request.

**NOTE:** If application is approved, the applicant will have sixty (60) days in which to remit the \$150.00 installation fee, and the annual rental fee amount of \$150.00 for each specific information logo sign and each supplemental sign. The applicant will be billed on a yearly basis by the City Finance Office, on or before January 30 of each year after the rental is established. The applicant will have sixty (60) days from the approval date to deliver your business (Logo) signs complying with the standards set forth to the Box Elder Public Works Department, for installation on the City's Master Trailblazer sign location specified.

The completed application and the required fee payment are to be submitted to the following offices:

Application:

Box Elder Planning & Zoning Office  
420 Villa Drive  
Box Elder, SD 57719

Fees:

Box Elder Finance Officer  
420 Villa Drive  
Box Elder, SD 57719

**Example of a Box Elder "TRAILBLAZER SIGN"**

