



**Signage Guide  
For  
America 250 NC  
Markers & Waysides**

### **About the America 250 NC Marker and Wayside Program.**

America 250 NC has created a program in which individuals, places, and events significant to the state's march towards freedom and independence for all can be marked through specially fabricated historical markers or waysides. These markers and waysides can be erected on private, municipal, county, or state properties with the landowner's permission. Signage can be purchased through grant funds awarded via the America 250 NC community grants program or through private purchase.

### **Which signage is more appropriate for your needs?**

Consider this signage as a museum exhibit. The waysides are like exhibit panels with more text about the person, place, or event and include images and maps as appropriate. The historical markers are like an artifact label with basic information about the marker topic. This handbook will share the process for submitting an application for waysides and historical markers.

**Historical markers** are smaller than waysides and contain less content. These informational tools are useful to designate places, events, or persons of historical significance but may not be located at the original site. Some markers may be memorial in nature. The content of markers is subject to review and approval by the Department of Natural and Cultural Resources. A marker should not duplicate content found on waysides or existing [State Historical Highway Markers](#).

**Waysides** are a larger format requiring the reader to stand before the wayside to review the material. The wayside should reflect the concept of "walking in the steps of history," meaning they are placed where events happened, people lived (or died), and where historic structures once stood. Waysides must be placed in close proximity to an historic location and must also be well away from traffic lanes for the safety of the public and the protection of the wayside. The text and content of waysides is subject to review and approval by the Department of Natural and Cultural Resources.

### **Goals and Priorities for America 250 North Carolina Markers and Waysides**

America 250 North Carolina has as its primary goal the establishment of a trail of waysides and markers tentatively called "Revolutionary Routes," which will highlight our state's revolutionary spaces and places. The history we will mark on the landscape will serve to educate students and lifelong learners and will provide yet another tool to grow our tourism industry across the region. Complementary online and print resources will be generated to highlight marked places and to promote the Revolutionary history of North Carolina.

### **Applying for a Wayside or Marker**

Applications must be complete, clear, and organized. All facts and statements must be documented with primary sources written at the time of the event and secondary sources that put the subject in context. These record sources include tax records, deeds, newspaper articles, and meeting minutes that substantiate the historical information in the application. The applicant

should provide scans or photocopies of primary and secondary sources, such as published scholarly articles or books, that help to put the subject into context. The copies must include citations: the title, author, date of publication or website address/URL. Copies of all documentation must be submitted with the application and will be kept with the application as part of the public record.

America 250 NC requires that markers and waysides bearing our logo and identified as part of the commemorative effort be created using our pre-approved vendors and format. Additionally, markers and waysides placed as a part of this project must provide information regarding the placement of the signage to the State Historic Preservation Office (HPO) for review. The HPO will review all projects to determine if archaeological or historical resources are adversely impacted. For more information on this review process, please visit the HPO website: <https://www.hpo.nc.gov/environmental-review>

Our staff is available to explain or assist with this review process. Do not submit projects to the HPO until directed by American 250 NC staff.

Applications for waysides and markers can be found on the [America 250 NC](#) website and at the links in this document. If you are a grantee, these forms will serve as a portal for you to submit all your draft materials.

America 250 NC Marker Application: <https://form.jotform.com/243034363558053> (see page 6 for instructions and more information)

America 250 NC Wayside Application: <https://form.jotform.com/243535476996171> (see page 7 for instructions and more information)

**Next Steps**

Once you have followed all of the steps to create your wayside or marker, you should then plan for how you will unveil the new signage. You will work with the vendors to determine delivery and installation of the wayside or marker.

**Planning a Dedication or Unveiling Ceremony**

Once you receive notification about the manufacturing timeline of your marker or wayside, you should expect to allow time for delivery. Once the order has been placed with the foundry or construction vendor, you will have a projected delivery date.

**Location**

A key early decision will be where to conduct the dedication ceremony or program. These should be held near the permanent site of the wayside or marker. Presentations can be made at a separate location, such as in an auditorium or community building, before or after the dedication.

**Speakers**

Such programs vary widely in format but typically open with an emcee (perhaps the applicant), a welcome from a local public official, recognition of elected officials and other guests, remarks about the marker or wayside program by a representative of America 250 North Carolina (participation dependent on travel budget), the keynote speaker, and the actual unveiling. Usually, local planners invite members of their legislative delegation. Should you wish to include invitations to speak to members of the executive branch of state government, such as the Governor, Lieutenant Governor, or Secretary of Natural and Cultural Resources, please direct such invitations to the Department via [america250nc@dnrc.nc.gov](mailto:america250nc@dnrc.nc.gov).

**Publicity**

America 250 North Carolina has a toolkit that provides information for use in print, online, and social media applications to share news of your upcoming dedication program. Additionally, please [add your event](#) to our statewide calendar resource. Three weeks in advance of the event, please email [america250nc@dnrc.nc.gov](mailto:america250nc@dnrc.nc.gov) with the time, place, and speakers on the program.

**Set-Up**

If many people are expected, you may need a public address system, a podium, and several chairs (particularly for older guests). Shaded locations are ideal; if shade is unavailable, you may wish to use a party tent as cover.

**The Reveal**

When the vendor erects the marker or wayside, they should leave it covered with cardboard or plastic unless you decide to have it visible as soon as it's installed. If you are doing an unveiling, you can cover the wayside or marker with a variety of materials. America 250 NC may have a cover in the future that you can borrow. The actual unveiling is the culmination of the program and planners should select one or more special attendees to remove the cover.

## **Frequently Asked Questions**

### **How do I apply for an America 250 NC marker or wayside?**

The first step is to contact America 250 NC staff to discuss the topic. This first step is for a variety of reasons: there might already be a proposed marker or wayside related to the subject, or it might not match the goals of America 250 NC. Please reach out to [america250nc@dncr.nc.gov](mailto:america250nc@dncr.nc.gov) with “waysides and markers” in the subject line.

### **How much does it cost to apply for or get a Highway Historical Marker?**

America 250 North Carolina has negotiated prices for historical markers and waysides with two vendors, depending on what format you would like to use. Each cost is \$3,000 plus installation where necessary.

### **What documentation or information is required?**

Once the application is in hand, collect primary and scholarly secondary sources that demonstrate the significance of the subject to be nominated. A committee comprised of content experts will review the content for historical accuracy. Please provide as much documentation as possible.

### **Can a marker be placed anywhere?**

Markers and waysides should be placed on private or municipal property. It is important that the applicant select a place associated with the subject and then look at the area in which the marker or wayside can be placed. We suggest a public space or space near a local roadway for placement while also considering that some will want to park and get out of their car to read/view the marker or wayside’s information. Regardless of location, we will need a written letter of approval from the property owner(s). You must submit location information for all proposed sites. Once directed by American 250 NC staff, projects must be submitted to the HPO for review to ensure no historic resources are adversely impacted by placement.

### **How and when are markers and waysides approved?**

Staff will collect proposals for markers and waysides on a monthly basis and review the proposal at the end of the month, providing feedback early the next month.

### **What happens next if the application is approved?**

Congratulations! You can work with America 250 North Carolina staff and the vendor(s) to discuss payment options (grant application or direct payment to the vendor). If historical resources are potentially impacted, environmental review with the State Historic Preservation Office will commence. America 250 NC staff will assist in this review process.

### **How long does it take for the marker or wayside to go up?**

Markers and waysides generally take 6-10 months to fabricate and deliver the marker or wayside. Dedication ceremonies are the responsibility of the applicant or local parties.

### America 250 North Carolina Marker Application

The markers will measure 26" x 36" with a blue face, red trim, and gold letters. The title line will be 2-inch text, and the body text will be 1 ½ inches tall. The title can run 2 lines with approximal 15 spaces per line. For the body text there can be a maximum of 9 lines of text that can have up to 28 spaces per line. For the spaces count every character and space between words, even punctuation, and the letters "m" and "w" count as 1 ½ spaces.

The marker will be attached to a seven-foot post, with three feet of the post sunk into the ground, making the base of the marker's content approximately 4 feet off the ground. To independently purchase or apply for funds to erect an America 250 North Carolina marker, the cost is \$3,000 per marker, payable to the manufacturer. Plan for production time to take around 6 months. Local markers cannot be placed in the DOT right-of-way. Local historical markers must be placed in the town/county right-of-way or on private property. The background content and information on the marker can be shared online via the America 250 North Carolina interactive map, timeline, and other printed materials.

Marker recipients are responsible for arranging marker installation with landowner and municipal officials (if necessary), and possible associated costs. We recommend getting in touch with the road maintenance department in your area. In some cases, a local Boy Scout troop may help with the installation. Markers cannot be installed within the state right-of-way.

### **Components**

Please visit the official online application form to complete an application packet.

1. Subject of proposed marker and (rough) proposed inscription
2. Type of site to be marked (such as home, birthplace, grave, event site)
3. Proposed location of marker, including map coordinates
4. Letter of support from the landowner
5. Is the site a part of a National Register property or district?  
Helpful Link: <https://www.hpo.nc.gov/survey-and-national-register/national-register-historic-places/nc-listings-national-register-historic-places>
6. Historical essay (use this space to help us understand the subject and the context)
7. At least one associated image (with permission to use online and in printed materials)
8. Bibliography (primary and secondary sources) for essay and images.

### America 250 North Carolina Wayside Application

Waysides will be 24" x 36" interpretive panels of UV-resistant acrylic panels, with powder-coated brown dual-leg pedestals constructed for installation in the earth. To independently purchase or apply for funds to erect an America 250 North Carolina wayside, the cost is \$3,000 per wayside, payable to the manufacturer. Plan for production time to take around 6 months. Waysides cannot be put up in the Department of Transportation right-of-way. Waysides must be located in the town/county right-of-way or on private property. The background content and information on the wayside can be shared online via the America 250 NC interactive map, timeline, and other printed materials. Total word count for the wayside should be approximately 275 words with sidebar, main text, captions, and citations.

Please visit the official online application form at the link above to complete an application packet.

1. Banner Title
2. Quote or Sub-title
3. Campaign: *Race to the Dan, Overmountain Victory Trail, Revolutionary North Carolina, Prelude to War, Guilford CH campaign, Rutherford Campaign, Tory War, Cornwallis Retreat, Maritime War*
4. Main Text
5. Sidebar
6. Secondary text/quote
7. Captions
8. Map sketch (if applicable)
9. Images (300 dpi or greater)
10. Image citations
11. Map coordinates
12. Landowner address and contact information plus letter of support
13. County
14. Site safe for parking and viewing?



## Key for various sections of the wayside:

