THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: February 24, 2026

Subject: Interlocal Agreement with Buncombe County Tourism Development Authority (TDA) for Wayfinding Signs.

Staff Resource(s): Ashley Haire, Transportation Department Director and Jessica Morriss, Assistant Director.

Action Requested: Adoption of a resolution authorizing the City Manager to execute a ten-year interlocal agreement between the City, the Buncombe County Tourism Development Authority (TDA) and the Town of Black Mountain, Town of Weaverville, Town of Woodfin, and Buncombe County for the Regional Wayfinding Program; and to execute a Memorandum of Understanding with the TDA to effectuate the process and requirements for placing new Wayfinding signs in the City's right-of-way.

Background:

- The Tourism Development Authority (TDA) is a public body created by the state legislature for the purpose of promoting tourism in the Buncombe County area, including to the City.
- In 2008, the TDA engaged with local public entities within Buncombe County to develop a comprehensive signage and wayfinding program.
- Wayfinding refers to a program of signs, kiosks, gateways, and design elements to help visitors and residents locate and travel to destinations.
- The City signed an interlocal agreement with the TDA and other local jurisdictions in April 2009 that described the ongoing management and maintenance of the wayfinding signage program, including the maintenance of the signs themselves, regulations regarding placement of new signs, and funding responsibilities.

Vendor Outreach Efforts:

- Not required for Interlocal Agreements.

Council Goal(s):

- Transportation and Accessibility

Committee(s):

- No committees were consulted.

Pro(s):

- The new agreement will: establish that the TDA is responsible for paying for, and conducting, sign maintenance and repair; clarify that TDA is responsible for paying for new signs and changes to signs (e.g. sign messages); and add a provision that allows each local public entity the option to create a separate MOU with TDA that specifically details the process and requirements for which TDA will seek approval for the placement of new signs in the right-of-way (or relocation of existing signs).

Con(s):

- None

Fiscal Impact:

- None.

Suggested Motion:

- Motion to adopt a resolution authorizing the City Manager to execute a ten-year Interlocal Agreement between the City, the TDA and the Town of Black Mountain, Town of Weaverville,

Town of Woodfin, and Buncombe County for the Regional Wayfinding Program; and to execute a Memorandum of Understanding with the TDA to effectuate the process and requirements for placing new or relocating existing Wayfinding signs in the City's right-of-way.

Attachment(s):

- Resolution

RESOLUTION 26 - ____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN INTERLOCAL AGREEMENT WITH BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY REGARDING THE MANAGEMENT OF THE REGIONAL WAYFINDING PROGRAM AND A MEMORANDUM OF UNDERSTANDING FOR THE PLACEMENT OF SIGNS IN THE CITY'S RIGHT-OF-WAY

WHEREAS, the City has the authority, pursuant to N.C.G.S. § 160A-461, to enter into agreements with any unit of local government in the state of reasonable duration, as determined by the participating units, and shall be ratified by resolution of the governing board; and,

WHEREAS, wayfinding refers to a program of directional, informational, and orientation signs, kiosks, gateways, and landmark design elements to improve the user experience of orientation and choose a path within the built environment as described herein and as funded by the Tourism Development Authority (TDA); and,

WHEREAS, TDA, in partnership with the City of Asheville, the Town of Black Mountain, the Town of Weaverville, and the Town of Woodfin (collectively the "Governing Entities") and Buncombe County implemented a Regional Wayfinding Program in 2008; and,

WHEREAS, in an ongoing partnership with the Governing Entities and the County, the TDA has agreed to continue to manage the Regional Wayfinding Program with such management to consist of: ongoing administration, maintenance including annual system review, signage replacement, addition, and updates as approved based upon the process as set forth in the Interlocal Agreement within the entirety of Buncombe County; and,

WHEREAS, the updated Interlocal Agreement establishes that the TDA is responsible for paying for, and conducting, sign maintenance and repair, and for paying for new signs and changes to signs (e.g. sign messages); and,

WHEREAS, the City intends to create a separate Memorandum of Understanding associated with the Regional Wayfinding Interlocal Agreement between the City and TDA that will specifically outline the process and requirements for which TDA must seek approval for the placement of new signs within the City's right-of-way, or relocate existing signs within the City's right-of-way.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT;

The City Manager is hereby authorized to execute a ten-year Interlocal Agreement between the City, the TDA and the Town of Black Mountain, Town of Weaverville, Town of Woodfin, and Buncombe County for the Regional Wayfinding Program; and to execute a Memorandum of Understanding with the TDA to effectuate the process and requirements for placing new or relocating existing Wayfinding signs in the City's right-of-way.

Read, approved and adopted this 24th day of February 2026.

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City Clerk Mayor

Approved as to form:

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City Attorney