



## *Eastern Band of Cherokee Indians Project Management & Planning Office*

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July 1, 2024

RE: Official Notice  
Sign ordinance, Display of Flags & Merchandise

To Whom It May Concern:

In October of 2012, Tribal Ordinance #310 was passed unanimously in an effort to maintain sign consistency and keep Cherokee as beautiful and inviting as possible. This ordinance was passed with full support of the Planning Board. All businesses have the responsibility of complying with the Sign Ordinance in order to hold a business license. Beginning on July 1st, all businesses are required to be in compliance with the Cherokee Code's Sign Ordinance Section 136, Article II & III.

It seems that in the past there has been some confusion involving the following sections, so to clarify these issues under review, please be aware of the following:

\*Section 136-16, Signs Exempt from this article, (l) – The display of only one of each, of the flag of the United States, North Carolina, or Tribe, no larger than 3 feet by 5 feet. Numerous flags per business are not allowed, and any variations that stray from the originals of the above mentioned flags, are out of compliance.

\*Section 136-17, Prohibited signs, (h) – No vertical flags.  
Vertical flags are out of compliance.

\*Section 136-31 of the sign ordinance states that “Merchants and businesses within the Business District of the Qualla Boundary shall display merchandise for sale on the outside of their business (including doors) premises ONLY if:

- 1) It is an authentic handmade Native American made product, art or craft; or
- 2) It is an art, craft or product indigenous to the Appalachian region; or
- 3) It is an art, craft or product made by an artisan or craftsman on the premises where the art, craft, or product is displayed; and
- 4) The merchant, artisan or craftsman has been issued a business license;
- 5) The display area is kept in a clean neat and safe condition and appearance for pedestrians and the motoring public; and
- 6) Is respectful of traditional Cherokee culture.

Items can be on the doors, only if the doors are closed. Merchandise is not allowed outside unless it is 1), 2), or 3).

Warnings will not be given as of July 4th, fines will automatically be issued. Fines are \$100 per infraction. This includes weekends, and patrolling will be monitoring.

All questions about the contents of the ordinance can be addressed to Kim Deas, Planning Coordinator, by email at [kimdeas@ebci-nsn.gov](mailto:kimdeas@ebci-nsn.gov). You may also read the ordinance @ [https://library.municode.com/tribes\\_and\\_tribal\\_nations/eastern\\_band\\_of\\_cherokee\\_indians/codes/code\\_of\\_ordinances?nodeId=THCHCO\\_CH136SIBI\\_ARTIISI](https://library.municode.com/tribes_and_tribal_nations/eastern_band_of_cherokee_indians/codes/code_of_ordinances?nodeId=THCHCO_CH136SIBI_ARTIISI).

Thank you for your cooperation in keeping Cherokee beautiful.

Sincerely,

Kim F. Deas  
Planning Coordinator