

**Statewide Directional Signing Committee
Meeting Minutes
May 14, 2008**

Meeting Time: 9:30 a.m.
Location Virginia Tourism Corporation
901 East Byrd Street, West Tower 20th Floor
Richmond, Virginia 23219

1. Introductions:

Ray opened the meeting; members, staff and guests introduced themselves. A sign in sheet was distributed.

Committee Members Present

Ray Khoury	VDOT Traffic Engineering – Chair
Bobbie Walker	Virginia Tourism Corporation
Larry Land	Virginia Association of Counties

VDOT Support Staff

Rick Burgess	VDOT Traffic Engineering
Tony Payne	VDOT Traffic Engineering

Virginia Logos Staff

Floyd Williams	Interstate Logos, Inc.
Jason Newcomb	Virginia Logos
Barrie Bowers	Future Law, LLC

Other Attendees

Danny Jenkins	Federal Highway Administration
Wanda Walton	Virginia Tourism Corporation
Rodney Taylor	Amherst County
Joe Mullen	Amherst County

Committee Members Who Did Not Attend

Martha Mitchell	American Automobile Association
Josue Yambo	Federal Highway Administration
Roger Cole	National Association of Truck Stop Operators
Trice Craddock	North Carolina Department of Transportation
Donna Pugh Johnson	Virginia Agribusiness Council
Julia Ciarlo Hammond	Virginia Hospitality and Travel Association
Denise Thompson	Virginia Municipal League
Michael O'Connor	Virginia Petroleum Convenience and Grocers Assoc.
Dale Bennett	Virginia Trucking Association
Leighton Powell	Scenic Virginia

2. Previous Meeting Minutes: November 15, 2007

The minutes of the November 15, 2007 meeting were distributed and accepted as written.

3. IDSP

a. Status of Participation (Logo, TODS, Supplemental, GMSS): VL

Jason provided handouts of the Activity Report dated May 14, 2008, for the four signing programs under the IDSP. This report contains the number of signs under the Specific Service (Logo) Signs Program, the number of panels sold and structures built under the Tourist-Oriented Directional Signs (TODS) Program, and the number of messages and requests for the Supplemental Guide Signs (SGS) and General Motorist Service Signs (GMSS) Programs. Jason indicated that there was an increase in revenues for the Logo and TODS programs and asked the members to review the information and if anyone had any questions concerning this report. No questions were asked.

b. 2008 General Assembly IDSP Legislation: VDOT

- **HB1130 – RV Friendly Symbol on Specific Service Signs**

Rick provided handouts of the House Bill 1130 legislation that was introduced during the 2008 General Assembly session dealing with placing RV-friendly symbols on signs. Attached to the legislation was a letter from the FHWA, dated April 15, 2008, granting approval to VDOT to begin using RV-friendly symbols on signs. Rick indicated that VDOT will have to document the use of the RV-friendly symbols and return any affected signs to pre-application status should the FHWA issue a Final Rule against the use of RV-friendly symbols.

Jason indicated that as of this meeting, there have not yet been any requests for the use of RV-friendly symbols.

c. Roll – Over Policy – Update: VDOT / VL

Rick provided handouts of the Participation Agreement for the LOGO Signing Program and updated the group on the implementation of the new Roll-Over Policy. Rick reminded the group that up to twelve locations of a particular service may be signed, provided the roll-over conditions exist. Jason indicated that 31 contracts covering 47 mainlines have been established under the Roll-Over Policy; most of these contracts cover a second Food sign. Rick informed the group that the businesses who had participated in the Food Full Service experiment have been issued contracts.

d. Wayfinding – Fairfax County (Richmond Highway Route 1): VDOT

Rick provided two sets of handouts: one handout being the tentative layout designs for signs along the Route 1 Corridor, locally known as the Richmond Highway, in Fairfax County; the other handout being Ray Khoury’s letter of approval to Fairfax County.

Rick informed the group that this is a Primary Corridor, approximately seven miles, with a mix of commuter and tourist establishments; the corridor does not presently promote tourism, however.

Before and after crash data will be taken, surveys will be conducted, and a report will be prepared discussing the implementation of this Wayfinding effort. Fairfax County will bear the costs associated with fabrication and installation.

e. Amherst County, Increasing Logo Mileage Limits: VDOT, VACo, and VL

Handouts were distributed showing a map of the Madison Heights area, businesses along the Business 29 Corridor, and the nearest distances from those businesses to Route 29 Bypass.

Rodney Taylor presented Amherst County’s request for an exception to the policy requiring businesses to be within three miles of an interchange in order to qualify for the LOGO Sign Program. Since the opening of the Route 29 Bypass around Madison Heights, some food, gas, and lodging business have experienced 30% declines in revenue.

Presently, the businesses are located between 3.1 and 3.5 miles from the nearest access to Route 29. In an effort to preserve economic stability along the Route 29 Business Corridor, Amherst County is requesting an exception to the policy, asking for inclusion of these businesses into the LOGO Program.

Although the businesses are only hundreds of feet outside of the three-mile limit, Ray indicated that granting this exception could open the door to other counties making similar requests. Ray then asked others for input. Bobbie mentioned that bypass travelers need services just as arterial drivers do. Danny mentioned that an Environmental document prohibiting the location of the Route 29 Bypass from being closer to the businesses may help Amherst County with their case. All members agreed that taking this issue to the General Assembly is an undesirable option but may have to be explored if no other solution can be found.

Rick indicated that he will work with Amherst County to find a solution to this problem and will give an update during the next meeting.

4. Open Discussion:

Bobbie has gotten several questions regarding the minimum Hours of Operation requirements for wineries to be signed. Jason assured Bobbie that the answer to this question can be found in the ISDP Requirements document. The winery must operate – at a minimum – 6 hours per day, 5 days per week.

5. Next Meeting Agenda Items:

A complete Agenda will be sent to members shortly before the November 5, 2008 meeting.

6. Next Meetings:

November 5, 2008 and May 6, 2009

7. Any other questions/comments

8. Adjourn:

With no further questions, Ray adjourned the meeting.