

Virginia Integrated Directional Signing Program  
**Summary of 830 Public Comments**  
Received May 5, 2005 - June 6, 2005

769 LETTERS

- 763 Letters supporting 24/7 gas priority signing
  - 2 Letters from wineries concerning fees and high-low volumes
  - 2 Letters from campgrounds concerning fees and implementation of TODS
  - 1 Letter from Spotts Fain Consulting supporting 24/7 Gas priority signing
  - 1 Letter from Virginia Petroleum Convenience and Grocery Association  
(included was a comparison of other states' gas logo participants criteria)

61 EMAILS

- 50 Emails support 24/7 gas priority signing
- 4 Emails concern handicap accessibility
- 7 Emails do not support 24/7 gas priority signing – Detail below:

*Va. Petroleum Convenience and Grocers Association – Mike O'Connor*

- o Reduce Fees
- o Keep Sign Committee active
- o Provide annual accounting of costs associated with running program to CTB and Sign Committee
- o 24/7 guarantees one business model placement on signs wherever and whenever they decide to locate, eliminating competition
- o Grandfathering provision previously agreed to by Wawa has been eliminated.
- o No other privatized state or PA (Wawa home base) provides preference to 24-hour operations.
- o Businesses have the option to add 24 hours to their logo panel
- o Most businesses do not stay open 24 hours/ business is slow at night, safety issues, family run operations do not want to be open every minute of the day.
- o Many businesses will be forced to open 24/7 to compete for space.
- o Government should not be providing preference to one business model over another.

*Handy Mart Stores – Ken Rice*

- Feels the change is to benefit Sheetz and Wawa, which are too far away mileage wise, (2 miles or more) so using lobbyist to get their way.
- Most of the Handy Marts are open 24 hours, 18 locations
- Paid allot of money for the sites near interstate.
- Calls the 24/7 by Wawa a scam!
- At most interchanges, most gas is open 24 hours anyway.
- Refute power play by big chains and keep program as is.

*BP Gas Station in Ashland – Greg Puryear*

- Reduce fees /Gas margins continue to drop and gas prices continue to rise
- “VEHEMENTLY” oppose 24/7
- Robbery and theft increase late night/reduction in traffic
- Does not pay from business standpoint to stay open all night.
- No agency should be able to dictate Mr. Puryear’s hours of operation

*Southside Virginia Gasoline Distributor – Jerry Moore*

- Keep program affordable/keep program as is!
- Current participants have made program a success
- Request comes through hands of enterprising new company, which doesn’t respect past contributions of locations that gave their support.

*Emmart Oil Company – Jim Emmart*

- States the convenience chain pushing the 24/7 wants to eliminate competitors on the signs.
- 24 hours is allowed on the signs now.

*Retail Alliance Merchants Association (2000 members and customers in Hampton Roads) Margaret Ballard*

- Locally owned merchants would be harmed by the change.
- Due to employment and safety issues, merchants cannot stay open 24 hours/forcing them to change or remain off signs, hurting business in face of increasing out of state competition.
- No other state mandates 24 hours to be on a sign.
- Retail Alliance active in logo sign fee negotiations at ‘05GA.
- SB 813 directed VDOT to conduct review of 24 hour by Aug. 05, did not require new guidelines before that time.
- Views proposed changes out of realm of legislative intent, forcing a serious matter upon GA and Transportation Committee.

- Request CTB not vote in favor of change in sign fee guidelines that hasn't received appropriate legislative review and is anti competitive in nature.

*Sadler Brothers Oil and Slip In Food Marts, Director of State Operations – Mark Burnette*

- Any changes to the present sign program are unnecessary and would hurt small businesses.
- Has 24 locations and employs close to 300 people.

## 0 Public Comment Phone Calls