

**Statewide Directional Signing Committee  
Meeting Minutes  
June 6, 2006**

Meeting Time: 9:30 a.m.  
Location: Virginia Tourism Corporation  
901 East Byrd Street, West Tower 19<sup>th</sup> Floor  
Richmond, Virginia 23219

**1. Introductions**

Phil Hopkins welcomed everyone to the meeting and opened the meeting. A sign in sheet was circulated.

**Committee Members Present**

|                  |   |
|------------------|---|
| Donna Johnson    | Virginia Agribusiness Council                       |
| Michael O'Connor | Va. Petroleum, Convenience, and Grocers Association |
| Bob McCarty      | Federal Highway Administration                      |

**VDOT Support Staff**

|              |                          |
|--------------|--------------------------|
| Phil Hopkins | VDOT Traffic Engineering |
| Rick Burgess | VDOT Traffic Engineering |

**Virginia Logos Inc. Staff**

|                               |                        |
|-------------------------------|------------------------|
| Floyd Williams                | Interstate Logos, Inc. |
| Jason Newcomb                 | Virginia Logos         |
| Sarah Dicks (Rep. Chip Dicks) | Virginia Logos         |

**Other attendees**

Michael Chrisley, Ruritan's Executive Director  
Jo Ann Wenger, Ruritan's National Director

**The following members did not attend:**

|                      |  |
|----------------------|--|
| Ray Khoury           | VDOT Traffic Engineering – Chair             |
| Ralph Earnhardt      | Virginia Tourism Corporation                 |
| Dale Bennett         | Virginia Truck Association                   |
| Danny Mitchell       | Virginia Hospitality and Travel Association  |
| Kim Pollard          | Virginia Municipal League                    |
| Roger Cole           | National Association of Truck Stop Operators |
| Martha Mitchell      | American Automobile Association              |
| Trice L. Craddock    | North Carolina DOT                           |
| John Shenal          | American Association of Retired Persons      |
| Leighton Powell      | Scenic Virginia                              |
| Larry Land           | Virginia Association of Counties             |
| Julia Ciarlo Hammond | Virginia Hospitality and Travel Association  |

**2. Previous Meeting Minutes**

The minutes of the December 6, 2005 meeting were accepted as written.

**3. IDSP**

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

Floyd Williams distributed a handout that provided a brief update on the four signing programs under the IDSP. Floyd reviewed the IDSP information on the handout. The information pertained to Specific Travel Service (LOGO) signing, Tourist-Oriented Directional Signage (TODS), Supplemental Guide Signs (SGS), and General Motorist Service Signs (GMSS).

**b. 2006 General Assembly IDSP Legislation: VDOT**

**i. SB 148 – Truck service study on I-81 (continued)**

Phil reviewed SB 148, if passed would require VDOT to provide by regulation that businesses that do not provide restroom facilities, food lodging, fuel, or destination recreational opportunities will be included as eligible for signage under the IDSP. Based upon the bill an agreement was made that VDOT would conduct a truck study. VDOT with the assistance of VL will conduct a study on I-81 concerning available truck services. A truck services survey was handed out. This bill was continued.

**ii. SB 222 – Logo attractions signs on I-264 in Portsmouth (continued)**

Phil reviewed SB 222. The bill if passed would require VDOT, to the maximum extent not inconsistent with federal law, to provide for signage under the IDSP directing motorists traveling on Interstate Route 264 to the Virginia Sports Hall of Fame and the Children’s Museum of Virginia. VL is working with the Hampton Roads District to find space for these signs. This bill was continued.

**iii. SB 213 – O. Winston Link Trail (passed)**

Phil stated that SB 213 established the O. Winston Link Trail, a heritage trail of sites photographed by O. Winston Link, to highlight and celebrate Virginia’s railroad heritage. (The trails are listed in the bill). Phil stated that signage for the trail was dropped. Only the trail was designated.

**iv. HB 440 – Pay back IDSP application fees if signs not constructed (tabled)**

Phil reviewed HB 440. This bill if passed would have required that whenever any county, city, town, or any agency or instrumentality thereof applies for signage as part of the IDSP administered by the Department of Transportation or its agents and the signage is denied by the Department or any of its agents, all moneys expended by the county, city, or town in connection with any such application must be refunded in full by the Department. This bill has been tabled.

**v. HB 1574 – Localities can opt out of IDSP (continued)**

Phil stated that HB 1574 if passed would allow localities, upon written request to the Commonwealth Transportation Commissioner, to opt out of the IDSP administered by the Department of Transportation. Phil stated that VDOT opposed localities not allowing signs to be located within VDOT right-of-way. This bill was continued.

**vi. HJR 122 – Study of rest areas vs. private facilities (left in Rules)**

Phil reviewed HJR 122; this bill if passed would require the Department of Transportation to report on the proximity of rest areas to 24-hour private facilities. No action has occurred concerning this bill, it is still in the Rules Committee.

**c. OASIS Signing: VDOT**

Phil stated that this is a FHWA program. Handouts on the program were distributed. This proposed program would designate certain privately owned facilities off the Interstate system, such as commercial truck stops, under public-private partnership agreements. This has been identified as a potential alternative to address road user needs in lieu of commercialization of Interstate rest areas and as a possible way to provide motorist services as well as help address shortages of truck parking. Such private facilities would be required to meet certain minimum standards and signing would be provided on the highway to lead road users to these facilities. Comments from other states concerning this program were attached with the OASIS information.

**d. IDSP – Criteria and Fee Modifications: VDOT**

**i. Museums – Supplemental**

Phil asked if museums should be allowed on the supplemental sign program. Donna Johnson asked if cost was the driving force? Mike O’Conner stated that the museum association should go through the process to see if they should be

included in the supplemental sign program. Donna Johnson asked how many supplemental signs for museums are currently on the interstate. Jason Newcomb stated that he was not sure at this time.

**ii. Libraries – Supplemental**

Phil stated that we would like to add Library signs to the program. Donna Johnson asked if this included presidential libraries and Phil replied no.

**iii. National Headquarters – Supplemental**

Michael Chrisley the Ruritan's Executive Director and Jo Ann Wenger, National Director re-introduced themselves. Phil asked what is the number of Headquarters?

Michael Chrisley answered one. Michael Chrisley, spoke about the Ruritan Clubs. They are requesting supplemental signage to notify the traveling public on I-81 off the exit in Dublin, Va. He stated that the Ruritan organization was the only national community non-profit organization that is headquartered in Virginia. He estimated that the organization nationwide contributions are around \$30 million dollars for gifts and volunteer hours of service nationwide and more than \$12 million in Virginia alone. In addition, the headquarters hosted numerous meetings and occasional visitors stop by with questions about the organization.

Donna Johnson asked how many visitors there were daily? Michael Chrisley replied they have around 200 visitors a year however they did not have visitors on a daily basis. Jo Ann Wenger stated they had received complaints from visitors that had gotten off the I-81 Exit of having trouble finding their location. Phil asked if they had a web site that provides direction with maps to the location. Michael Chrisley replied that they did have that type of information on their web site. Mike O'Conner asked if the county could provide some type of regulation to meet their needs. Donna Johnson suggested the Wayfinding Program. Michael Chrisley said that this type of program would not work, that they would prefer Supplemental signage.

**iv. Seafood Markets – TODS (Agribusiness)**

Phil asked if seafood is an Agribusiness? Donna Johnson answered that this type of market would need to be looked at closer. Jason Newcomb stated that signage would be provided at turns before the market. Donna Johnson said that they would be glad to work with VDOT to provide a clearer definition of Agribusiness.

**v. Off Track Betting Facilities – Logo Attractions**

Phil stated that the Attorney General’s Office has said that off track betting facilities can be considered as a racetrack. It will be shown in the criteria.

**v. Tourist Information Centers – Logo Attractions**

Phil informed the committee members that Tourist Information Centers would be placed in the Attractions Criteria under the category of Other.

**e. TODS – Isle of Wight Issue: VDOT**

Phil stated that Isle of White was not aware of the program. They do not like the TOD’s Program. Va. Logo is now contacting the localities about the placement of signs by letter. VDOT will not allow local government to prevent VDOT from placing signs on VDOT right of way. Larry Land was not at the meeting to discuss this issue. Phil stated that we are being very mindful of where these signs are placed.

**f. RV Friendly Symbol on Logos – VDOT Letter to FHWA: VDOT**

Phil gave out information about the RV Friendly Symbol on Logos. Floyd Williams went over the background of RV Friendly symbol. The program started in Oregon as an interim FHWA approved program. The main concern was where the RV symbol would be located on the logo panel. States are not currently required to show the RV symbol. The RV Association is pushing Legislators for this program. Florida has legislation that requires this symbol be used. The RV symbol is only on the main line sign, not on the ramp signs or on trailblazers.

**g. Richmond MUTCD Experiment – Update: VDOT**

Phil distributed a letter concerning the Richmond MUTCD Experiment that was presented to the FHWA. The experiment combined the concepts of specific service (logo) signing and standard supplemental guide signs on an unique sign assembly. The study concluded that there was no additional safety risk for this action and there was a benefit to having additional information on attractions available for motorists.

**h. Full Service Food MUTCD Experiment – Update: VDOT**

Phil provided a letter addressing the Full Service Food MUTCD Experiment. Phil provided a review of the experiment. The experiment with full service food Logo panels

allowed food panels to be on more than one motherboard when there were more than six participants on one sign. These additional food panels shared a structure with Camping, or were on separate structures if there were no Camping panels. The study concluded that there was no additional safety risk for this action and there was a benefit to having additional information on food availability for the motorists.

**i. Wayfinding – Historic Triangle MUTCD Experiment – Update: VDOT**

Phil gave out handouts that provided information about the Historic Triangle MUTCD Experiment. He went over the current research proposal that is being conducted through the Research Council. Ben Cottrell is currently conducting this experiment for VDOT. The “Historic Triangle” in Virginia is named for the historic areas comprising of Williamsburg, Jamestown, and Yorktown Virginia. This area is one of the premier tourist attractions in the nation. In March 2005, the Historic Triangle Wayfinding Sign System Study was prepared by a consultant for a planning group. A series of wayfinding signs are proposed to lead travelers from I-64 to historic sites in Williamsburg, Jamestown, and Yorktown. On I-64, there will be a Supplemental Guide sign in each direction at the boundary of the geographical area defined as the “Historic Triangle”. This gateway sign would introduce the traveler to the color-coding with graphics that is used in the wayfinding system. A gateway sign will be placed at the beginning of major corridors and trailblazer signs will be used to direct travelers to specific destinations. The study will be paid for by Williamsburg, Jamestown, Yorktown and VDOT. The study will be completed in three years.

**j. Logo Mileage MUTCD Experiment: VDOT**

Phil went over the study with the committee. The logo signs will have distances added under the logo panels that will indicate the distance to the business from the exit gore. The experiment will be conducted on I-64 somewhere between Newport News and Williamsburg. The experiment will be conducted through the Research Council. Ben Cottrell will be conducting this experiment for VDOT.

**k. Wayfinding (Statewide Policy/Procedures): VDOT**

An on-call consultant has developed the scope of work. Since the dollar cap of the contract has been reached, the on-call consultant contract will be re-advertised; the new consultant will complete the described scope of work that was originally outlined in the first contract.

**1. Hampton Signing Committee: VDOT**

Phil stated that the last four meetings have been cancelled. The status of the program is unknown at this time.

**4. Open Discussion**

Mike O’Conner asked what is the status of the 10 percent revenue versus the expenditures for the IDSP? Phil stated that VDOT would be preparing a report at the end of the fiscal year (June 30, 2006) and after all bills submitted and revenue received. This should be completed in August.

**5. Next Meeting Agenda Items**

The group made the decision that they would meet twice a year in November and May. Special meetings will be held as necessary.

**6. Next Meetings**

November 7, 2006

**7. Adjourn**

Phil adjourned the meeting.