

**Statewide Directional Signing Committee**  
**Meeting Minutes**  
**May 4, 2011**

Meeting Time: 9:30 am

Location: Virginia Tourism Corporation  
901 East Byrd Street, West Tower, Floor 19  
Richmond, VA 23219

**1. Introduction**

Ray Khoury opened the meeting and all attendees introduced themselves as a sign-in sheet was distributed.

**Committee Members Present**

Ray Khoury	(Chairman) VDOT-Traffic Engineering Division
Martha Kapitanov	Federal Highway Administration (FHWA)
Donna Pugh Johnson	Virginia Agribusiness Council

**VDOT Support Staff**

Rick Burgess	VDOT-Traffic Engineering Division
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**Virginia Logos Staff**

Bill Jones	Regional Manager
Jason Newcomb	General Manager
Patrick Bodsford	Account Executive

**Other Attendees**

Matt Conrad	Office of the Secretary of Agriculture
Stephen Versen	Virginia Department of Agriculture and Consumer Services
Robins Buck	Virginia Department of Agriculture and Consumer Services
Patrick Cushing	Virginia Wine Council
Ann Heidig	Virginia Wineries Association
Marie Henderson	Virginia Tourism Corporation

**Committee Members not in Attendance**

Martha Mitchell	American Automobile Association
Roger Cole	National Association of Truck Stop Operators
Larry Land	Virginia Association of Counties
Julia C. Hammond	Virginia Hospitality and Travel Association
Michael O'Conner	Virginia Petroleum, Convenience, & Grocers Association
Bobbie Walker	Virginia Tourism Corporation
Dale Bennett	Virginia trucking Association
Leighton Powell	Scenic Virginia

## 2. Previous Meeting Minutes: November 3, 2010

Copies of the minutes were distributed and accepted.

## 3. Integrated Directional Signing Program (IDSP)

- a) SDSAC Update: A handout was distributed by Jason Newcomb. This report included information about activity over the past year. Mr. Newcomb briefly reviewed the report that included the status of each program and a chart of completed maintenance.
- b) 2010 General Assembly IDSP Legislation: Rick Burgess distributed a copy of SB 881 relating to fees charged for participation in the IDSP program. The bill proposed to amend the fee structure to be based on the number of ramps present rather than the number of sign boards.

Jason Newcomb commented that, while there was a miscommunication, the customer ultimately declined an offer made by Virginia Logos. The legislation went on to be killed in committee.

Rick Burgess explained why there is an existing 3<sup>rd</sup> mainline at this exit and how the applicable fees are structured. Mr. Burgess also stated that a letter was drafted and sent to the Senator sponsoring the bill, but there was a delay in the delivery of the letter. Unfortunately, this delay escalated the issue.

- c) Fauquier County Resolution: Rick Burgess distributed a copy of a resolution by Fauquier County to opt out of the Tourist Oriented Directional Sign Program (TODS). Ray Khoury clarified that while the county would like to opt out, it is uncertain whether or not the county can legally do so. Mr. Khoury added that Virginia Logos offered to stop actively marketing the TODS program in Fauquier County, but county officials were not satisfied.

A committee member asked if business owners in the county have been asked for their opinions. Jason Newcomb pointed out that there are currently 35 TODS structures in the county, and Virginia Logos agreed to allow Fauquier County to notify the business owners.

Ray Khoury stated that the Attorney General has ruled that the county must go through a lengthy process beginning with the Commonwealth Transportation Board. Ray Khoury and Rick Burgess stressed that the TODS program was designed to meet the needs of smaller businesses in rural areas. Additionally, these signs are recognizable throughout many states and VDOT feels that the TODS program offers adequate signing in rural areas.

When asked if the county has a program designed to replace the TODS program, Rick Burgess confirmed that the county had asked for assistance from VDOT in developing an alternative plan. Mr. Burgess stressed that the county does have the option to take over the care of their own roads and this would allow them to be exempt from the program.

Rick Burgess then stated that Virginia Logos is contractually obligated to continue to move forward with the TODS program until the matter is resolved.

- d) New Trail Signage Policy: Rick Burgess stated that VDOT is developing policies for Trail Signage. The “Road to Revolution” signs have now been installed, but there is a need for a clear set of policies and guidelines.

When asked if this is similar to the Wayfinding Program, Mr. Burgess clarified that it is not. The Wayfinding program was developed experimentally to coincide with the Jamestown Anniversary and was approved by the Federal Highway Administration, which incorporated a Wayfinding policy into the MUTCD in 2009.

Mr. Burgess added that experimental programs will be conducted in Loudoun County and Stafford County. Fairfax County also has a 7 mile corridor being used as a pilot program. To date, Fauquier County has not contacted VDOT about a Wayfinding program. These programs will offer VDOT the opportunity to evaluate the effectiveness, as well as any pitfalls and benefits of a Wayfinding program.

Mr. Burgess went on to say that VDOT hopes to have policies in place within a year and a half. The signage needed for a Wayfinding program is a sizeable investment for the counties. All costs and maintenance would be the county’s responsibility.

When asked what resources were needed to develop the policy guidelines, Rick Burgess stressed that manpower is the primary resource that is currently needed, and these needs are being reviewed by a consultant. VDOT will collect survey and crash data to measure the effectiveness of the four experimental pilot programs. Additionally, sign proliferation is a concern and VDOT wants to be sure that the signs are meaningful and not distracting.

#### **4. Open Discussion**

- a) Adoption of the 2009 MUTCD: Ray Khoury addressed the question as to the possibility to negotiate terms of the MUTCD. While there is no room for negotiations, there are currently some revisions being considered. Mr. Khoury stressed that while a state is not required to adopt the MUTCD, failure to do so would mean that the state would not receive Federal Highway Funds. The Federal Highway Administration does allow for the states to strengthen the regulations in the MUTCD.
- b) IDSP Fees: When asked if there is any room for adjustments to the fees required by the IDSP program, Rick Burgess stated that there appears to be no need to raise fees at this time. Mr. Burgess stressed that VDOT must operate within a 10% margin without raising fees. Additionally, all funds received from the IDSP program go to the costs involved with administering the program.
- c) Wineries: A question was raised pertaining to the previous meeting’s minutes regarding signage for wineries in Virginia. Rick Burgess stated that VDOT feels, at this point, that the TODS program offers a sufficient signage program for wineries. Many wineries have made it clear that they prefer the older signs that were offered in the Supplemental Guide Sign program to those offered by the TODS program. Additionally, many newer wineries feel that the older wineries that still have the SGS signs have a competitive advantage.

Jason Newcomb added that the older SGS signs were originally planned to be removed. It was later negotiated to grandfather those signs in to the current program.

A request was made to address the operational hours necessary to participate at the next meeting.

**5. Next Meeting**

The next meeting has been scheduled for November 16, 2011 and May 16, 2012.