

**BERRYVILLE TOWN COUNCIL
COMMUNITY IMPROVEMENTS COMMITTEE
MEETING AGENDA**

**Berryville-Clarke County Government Center
101 Chalmers Court, Second Floor
Conference Room A/B**

**Called Meeting
Wednesday, August 12, 2015
10:00a.m.**

1. **Call to Order** – Allen Kitselman, Chairman
2. **Discussion** – Tourist Oriented Directional Signs and Wayfinding Signage
3. **Discussion** – Wayfinding Signage
4. **Discussion** – Placement of Appalachian Trail Community signage
5. **Other**
6. **Adjourn**

**BERRYVILLE TOWN COUNCIL
COMMUNITY IMPROVEMENTS COMMITTEE
TOD Signage
August 12, 2015**

Tourist Oriented Directional Signage

Discussions have previously occurred concerning Tourist Oriented Directional signage (TODS) on the Route 7 Bypass. Staff is recommending that a panel reading "Historic District" be installed which would imply commercial activity in the downtown area and encourage tourism.

Included for discussion are the following items from Virginia Logos:

- TODS Participation Requirements
- Frequently Asked Questions
- Fee Structure
- Completed Application

After direction from Council, staff will submit the application and fee in order to get two panels installed on the Route 7 Bypass.

Recommendation

Forward a recommendation to Council to apply for TOD signage identifying the Historic District in downtown Berryville.

Virginia Logos

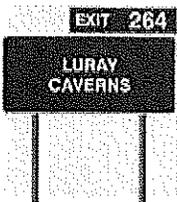
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[TODS Program](#) [TODS Participation Requirements](#)



TODS Participation Requirements

There are specific criteria each type of facility must meet to be eligible for the program. Businesses or activities can participate if a substantial portion of its products or services are of significant interest to tourists, if it derives its major portion of income or visitors during the normal business season from road users not residing in the area of the facility defined as within fifteen (15) miles, if the facility falls within one of the acceptable TODS sites and if it meets the other criteria outlined below. Gas, Food and Lodging businesses wishing to participate must also satisfy the specific criteria for its facility category outlined in the table below. The following criteria will help you to determine if your business is eligible:

Tourist Oriented Directional Business Criteria for TODS Sites

- TODS assemblies may only be installed within public right of way maintained by the Virginia Department of Transportation and will be excluded from any cities and towns of 5,000 or more population, and Arlington County and Henrico County entirely.
- Shall be open to the general public and shall be categorized as a cultural site, recreational site, retail tourism, trail, or service (gas, food, and lodging).
- Shall derive a major portion of income or visitors from motorists not residing in the area of the facility (determined within 15 miles) during the normal business season.

General Eligibility Requirements - Category I

- Shall be located within fifteen (15) miles of the intersection of a non-limited access state primary system highway where the initial TODS panel is to be located at the nearest primary intersection along the selected route.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall be open a minimum of six (6) hours, five (5) days a week during at least a twelve (12) consecutive week period each year, except this requirement shall not apply to certain facilities such as arenas, auditoriums, civic centers, farmers markets, farm markets, wineries and flea markets.
- Shall be in continuous operation at least six (6) hours a day, five (5) days a week during its normal season or the normal operating season for the type of business.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.
- CAMPING businesses shall meet Specific Travel Service (LOGO) Program criteria to be eligible.
- Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.
- Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.

Tourist Oriented Directional Business Criteria for Gas, Food, Lodging

- In addition to the facilities listed as acceptable TODS sites, Gas, Food and Lodg

establishments may participate in the TODS Program as a TODS - Category II site provided they meet all of the TODS - Category I criteria with the exceptions to the criteria noted below.

Category II Facilities

- Shall be located within three (3) miles of the intersection of a non-limited access street primary or secondary system highway where the initial TODS panel is to be located.
- Shall meet the Specific Travel Services (LOGO) Signing Program - Category II criteria for their respective type of facility.(see table below).
- Agree to be bumped in accordance with the Bumping Policy for a Category II facility.

	GAS	FOOD	LODGING
Maximum distance from intersection of facility	3 miles	3 miles	3 miles
Minimum period of operation	12 hours per day 7 days per week;	6 hours per day 6 days per week;	Continuous 24 hour operation, 7 days per week;
Required service to be provided & other requirements	Provide fuel, oil, tire repair service or information on available tire repair service in area. Provide compressed air for tire inflation and free water for battery and radiator. Provide free drinking water and cups. Provide free restroom facilities with appropriate lock, sink for washing, flush toilet, tissue and sanitary towels or drying devices.	Display valid permit from the State Board of Health in accordance with Section 35.1-18 of the Code of Virginia. Shall have a menu available. Shall have and keep in place easily accessible indoor seating at tables or counters to comfortably seat a minimum of 20 adult people.	Possess valid permit to operate by the State Board of Health in accordance with Section 35.1-18 of the Code of Virginia Provide a minimum of 4 lodging rooms with off street parking for each room.

ACCEPTABLE TODS CATEGORY I SITES

Cultural
 Art/Craft Center
 Gallery
 Museum
 Historic Building
 Historic Cemetery
 Historic Site
 Historic District

Recreational
 Amphitheater
 Amusement Park
 Aquarium
 Arboretum
 Arena
 Auditorium
 Boat Landings/Marinas
 Botanical Garden

Recreational (cont.)
 Civic Center
 Coliseum
 Concert Hall
 Equestrian Center
 Fairground
 Golf Course
 Natural Attraction
 Natural Resource Agencies (1)
 Pavilion
 Race Track
 Park - National
 Park - Municipal
 Park - Privately Owned
 Park - Regional
 Park - Theme
 Ski Resort
 Stadium

Retail Tourism
 Agribusiness
 Antique Businesses
 Auction Houses
 Bed and Breakfast
 Brewery
 Distillery
 Farm Market
 Farmers Market
 Flea Markets
 Nurseries/Greenhouses
 Regional Retail Facilities
 Restaurants (1)
 Winery

Trails
 VDGIF Birding & Wildlife
 Civil War

Campgrounds	Water Oriented Business	Virginia Wine
Camps	Zoo	Others as approved by VDOT
<u>Schools</u>	Other	
<u>Colleges & Universities</u>	Conference Centers	
(main campus or satellite campus facilities)	Power Plants	
	Research Facilities	

(1) Shall not be a franchise or part of a national chain

EXCLUDED TODS SITES

The following are excluded from participation in the Virginia Tourist-Oriented Directional Signing program. The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.

<u>Business/Commercial</u>	<u>Medical</u>	Cemeteries/Columbaria
Adult Entertainment Facilities	Drug Rehabilitation Facilities	Mobile Home Parks
Funeral Homes	Extended Care Facilities	Subdivisions
Industrial Parks or Plants	Fraternal Homes	Veterinary Facilities
Media Facilities	Hospitals	
Movie Theaters	Humane Facilities	<u>Religious</u>
Office Parks	Infirmaries	Cathedrals
Radio Stations	Mental Facilities	Chapels
Television Stations	Nursing Homes	Churches
Truck Terminals	Retirement Homes	Mosques
	Sanitariums	Shrines
<u>Governmental</u>	Treatment Centers	Synagogues
Local Jails	Veterans Facilities	Temples
Local Police/Sheriff Offices		Other Religious Sites
Post Offices	<u>Miscellaneous</u>	
	Animal Shelters	

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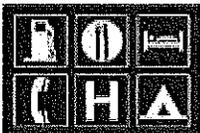
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[TODS Program](#) [TODS Program FAQ](#)


TODS Program FAQ

1. Q. What is a Tourist Oriented activity?

A. Tourist Oriented activity is defined as any cultural, recreational, retail tourism, trails and services which meet the participation criteria as outlined in the [TODS Participation Requirements](#) section.

2. Q. Where are the TODS structures placed?

A. These signs are placed on non-controlled access state primary system highways.

3. Q. Can Gas, Food, and Lodging establishments participate in the TODS Program?

A. Yes, as a TODS Category II site, provided they meet all of the criteria outlined in the [TODS Participation Requirements](#) section.

4. Q. What distance criteria must a business meet?

A. A tourist oriented activity is eligible for signing at intersections within 15 miles of a non-controlled access state primary system highway. (3 miles for Gas, Food, and Lodging)

5. Q. What size are the signs?

A. A business panel is 72" wide by 18" high. A maximum of 3 TODS assemblies, each accommodating 4 business panels, is allowed per direction per intersection. A generic symbol is allowed on the business panel. A trailblazer sign, 24" wide by 18", is used only when additional turns on local roads are necessary.

6. Q. How much will it cost to participate in the TODS program?

A. \$100 application fee - one time per panel
 \$450 annually per business panel per direction
 \$100 annually for trailblazer (if required)
 NOTE: The above fees include the fabrication of the TODS panel

7. Q. Can seasonal businesses participate in the TODS program?

A. Yes. The months of operation can be included on the panel or the panel must be covered during those times that the facility is not in operation. A \$50.00 installation or removal fee per TODS panel, per occurrence would apply.

8. Q. Once I am in the program, can my panel(s) be removed?

A. Yes. Certain conditions can result in the removal of your panel(s): if your location no longer offers the required services and/or does not meet the eligibility criteria. All facilities will receive appropriate notice prior to removal of the sign(s).

9. Q. How will the signs be maintained?

A. All maintenance of the TODS structures and panels will be performed by Virginia Logos or its subcontractors.

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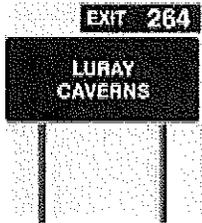
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[TODS Program](#) [TODS Fee Structure](#)



TODS Fee Structure

- \$100 Application Fee per panel (Refundable if an acceptable site for installation can not be identified)
- \$450 Annual fee per TODS panel
- \$100 Annual fee per TODS trailblazer

Seasonal business identification

\$50 per TODS panel, per occurrence for covering or uncovering panel or installation or removal of "Closed" plaque

TODS PANEL REQUEST

Please fill in the spaces exactly the way you want your TODS panel (s) to read. Please remember to leave a space between each word. Only the name of the business, a generic symbol (takes up 5 spaces per line), and opening and closing months of operation (if applicable) are allowed on the TODS panel.

Ex: Afton Mountain Antique Store (w/o symbol)

A	F	T	O	N	M	O	U	N	T	A	I	N	→
A	N	T	I	Q	U	E	S	T	O	R	E		2.4

Ex: Rockland Winery (with symbol)

	R	O	C	K	L	A	N	D	→
	W	I	N	E	R	Y			3.6

#1 Intersection: 7 BYPASS 7 BUS Advanced? Y N Direction: NB SB WB EB

				H	I	S	T	O	R	I	C	→
				D	I	S	T	R	I	C	T	1.5

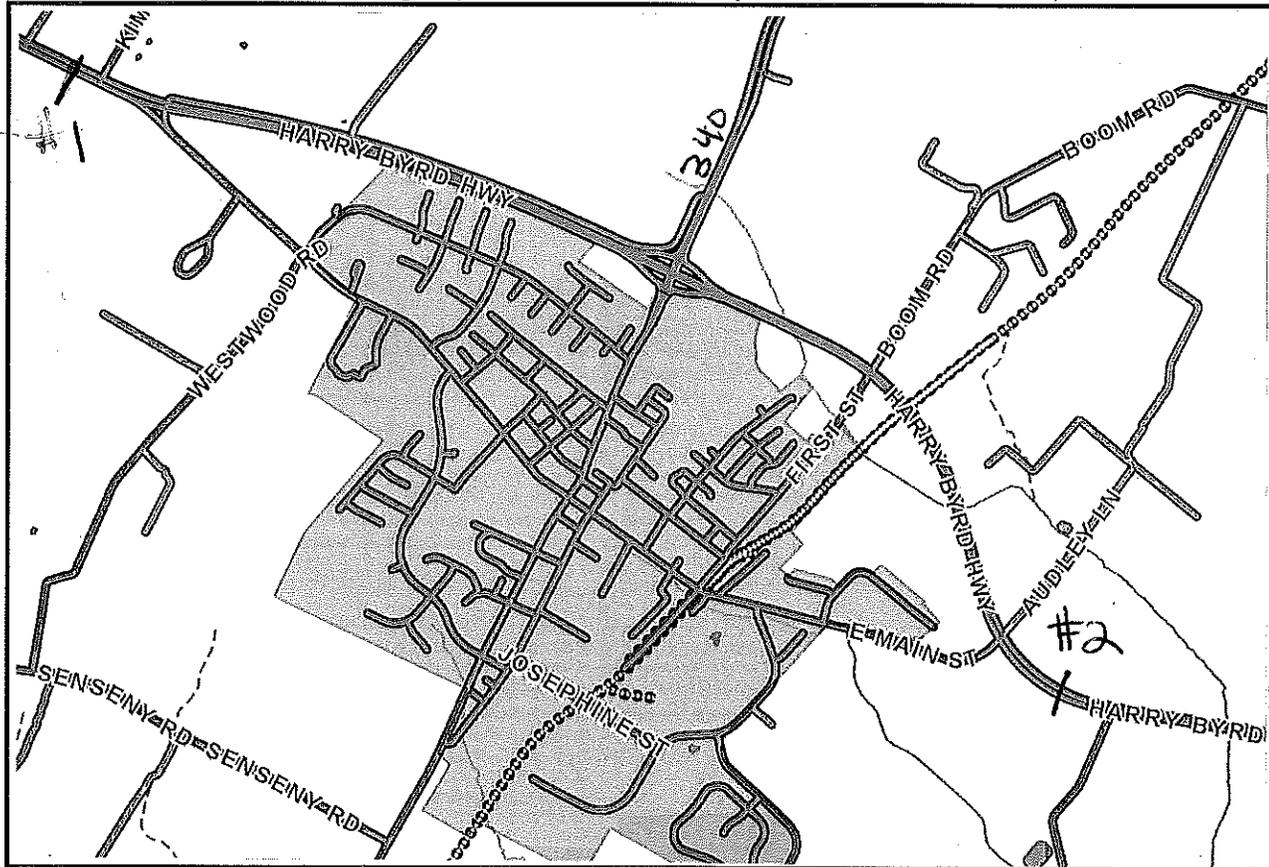
#2 Intersection: 7 BPASS 7 BUS Advanced? Y N Direction: NB SB WB EB

←					H	I	S	T	O	R	I	C
1.0					D	I	S	T	R	I	C	T

6" lettering will be used on all TODS Panels. A Maximum of 15 spaces per line, 2 lines per panel is allowed.

Would you like the generic symbol (listed in the MUTCD) for your type of business on your TODS panel? Y N
 Use of a generic symbol will limit the spacing of available wording from 15 to 10 spaces per line. (in example above)

Please draw a map from the main highway to the business or activity (Give distances and directions)



Customer Acceptance: _____
 Business located in County of: _____

Date: _____

**BERRYVILLE TOWN COUNCIL
COMMUNITY IMPROVEMENTS COMMITTEE
Wayfinding Signage
August 12, 2015**

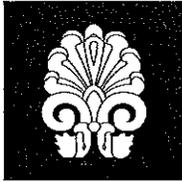
Wayfinding Signage

Frazier Associates designed several wayfinding signage packages for the Town of Berryville through the Berryville Main Street program. The first step in the process is to determine which design package should be used and the process by which the design will be selected.

Once the final design has been chosen, the VDOT Small Community Project review could begin. The first stage is the preparation of a preliminary concept plan that would be submitted to VDOT and include goals of the wayfinding program, approximate locations for each level of signage (e.g., gateway, secondary gateway, trailblazer, and parking), and identifying attractions and respective routes. The second stage, the final concept plan, would include placement, orientation and language on each level of signage as well as a cost estimate, budget, implementation schedule and maintenance plan. Stage three includes exact signage locations, a formal design for each sign, completed MOU for maintenance of wayfinding signs in the VDOT right-of-way, and engineering review by VDOT. The specific information for getting the signage in place is included in Frazier's Guidance for VDOT Review Process document that follows this report. Also included is a suggested scope of work and cost estimates to implement the program. Please note that the date of these documents is May 2014 and the process and cost estimates will need to be updated.

Recommendation

Discuss at the meeting and make a recommendation to Council for action.



FRAZIER
ASSOCIATES

Guidance for VDOT Review Process

Required Steps in VDOT Review Process for Small Community Projects:

Program Initiation

The jurisdiction, or Sponsor, for the wayfinding sign program designates a team, the Applicant, to champion the program. The Applicant expresses interest in implementing or modifying the wayfinding sign program by submitting a letter of interest to the VDOT Central Office. VDOT responds to this solicitation by directing the Applicant with a link to where this manual can be found on the VDOT website.

1. STAGE 1

Preliminary Concept Plan – The Applicant prepares the preliminary concept plan for the first submittal to VDOT. The concept plan should include the following elements:

- ⑧ Goals of the wayfinding sign program
- ⑧ Approximate location of all "gateway entrances" to the locality which will have wayfinding signs
- ⑧ Location of any sub-regions and/or wayfinding corridors that will be signed
- ⑧ Location of each wayfinding destination
- ⑧ A brief description of each wayfinding destination of cultural, recreational or historical significance to be included on wayfinding signs, and additional justification as needed on its cultural, recreational or historical significance
- ⑧ Locations of gateway, sub-region gateway, and destination directional signs
- ⑧ A map showing the routes from the signs to the attractions
- ⑧ Simple, color-appropriate and lettering styled near artist's quality sketches of the wayfinding sign which are envisioned.

2. STAGE 2

Final Concept Plan – Based on discussion, comments and answers to question from the Stage 1 review meeting, the Applicant refines the concept plan and prepares the final wayfinding concept plan for the second submittal to VDOT. The final concept plan should show all elements from the preliminary concept plan and the following additional features:

- ⑧ Specific placement, orientation, and legend of each wayfinding sign in relation to other traffic control devices
- ⑧ Traffic control devices in the vicinity of the proposed wayfinding sign location

- ⑧ Traffic control devices to be removed
- ⑧ Sign legend for each wayfinding sign
- ⑧ Preliminary design of the various types of wayfinding signs
- ⑧ List of stakeholders
- ⑧ List of potential concerns from stakeholders after Applicant has coordinated with them
- ⑧ Cost estimate, budget, and funding sources
- ⑧ Estimated implementation schedule
- ⑧ Maintenance plan

3. STAGE 3

Wayfinding Sign Design Plan – The Applicant develops design plans for their wayfinding sign program consistent with the Stage 2 Final Concept Plan. The wayfinding sign design plans shall be a design plan that is similar to sign and marking plans done for VDOT improvement projects. The plans will subsequently be provided to contractors and used to install sign foundations, support structures, and signs within the VDOT right-of-way. Consequently, the plan shall be prepared and reviewed by a professional engineer licensed by the Commonwealth of Virginia to ensure that sign locations are adequate for the physical and human environment, and conform to all aspects of the guidance in the wayfinding sign program manual and other applicable regulations and requirements. The wayfinding sign design plans should include the following:

- ⑧ Exact location and orientation of each sign, which should consider the following sign distance, spacing between the wayfinding sign and other traffic control devices, physical roadside features, and location of nearby utilities, among other factors
- ⑧ Formal design for each individual sign
- ⑧ Foundation details, sign structure details, sign layouts, lighting details (if applicable), sign post and support details for each sign.
- ⑧ Temporary traffic control plan, if required by VDOT, to show types and locations of traffic control devices during construction/implementation of the wayfinding signs
- ⑧ Construction sequence and corresponding temporary traffic control plans for each phase, if applicable. The Applicant may consider implementing the complete program or rolling out the program by area or sign tier. Phased implementation may be preferred to evaluate the program or if funding is insufficient for a complete roll-out. In the case of phased implementation, the Applicant prioritizes the phases and decides on a course of action.
- ⑧ Completed memorandum of understanding for maintenance of wayfinding signs in VDOT right-of-way.
- ⑧ Bonding agreement for contractors (if applicable)

- ⑧ Plan package signed and sealed by a Professional Engineer licensed in the Commonwealth of Virginia



FRAZIER ASSOCIATES

ARCHITECTURE

HISTORIC
PRESERVATION

COMMUNITY
DESIGN

COMMUNITY
GRAPHICS

WAYFINDING SIGN SYSTEM - TOWN OF BERRYVILLE

Suggested Scope of Work and Estimated Cost

MAY 30, 2014

BACKGROUND

In the fall of 2011, Frazier Associates through the Virginia Main Street Program, provided wayfinding design assistance to the Town of Berryville. A report that included an assessment of wayfinding needs as well as four design options for a system was delivered to the Town. A group of citizens was surveyed to determine which of the design options at that stage of the design process fit the character of the Town. Those survey results are a part of the report as well.

We suggest the following steps to move forward with the development of the wayfinding system. Because VDOT maintains the right of way through the Town, the process will need to include the VDOT guidelines and approval process. Frazier Associates has worked with VDOT on a number of regional systems and is currently working on a system for the Town of Gordonsville. The draft VDOT guidelines for wayfinding include many approval steps and we have worked with VDOT to streamline the process for smaller communities. It should be noted here that this streamlined process is not policy and that VDOT and the Commonwealth Transportation Board has not yet formally adopted the wayfinding guidelines. What follows is our best estimate of the process and products that will be required to implement custom wayfinding in Berryville.

TASK A: "LISTEN, LOOK AND LEARN" - INFORMATION GATHERING

1. A Wayfinding Task Group is established to ensure that the right community players are at the table. The role of the Task Group is to guide the project from start to finish. Frazier Associates can assist with formulating Task Group as needed.

The role of the Task Group is to:

- Provide inspiration;
 - Represent a comprehensive cross-section of the community – (representatives of the Main Street Program, key destinations, etc);
 - Provide technical input – (Potential members may be representatives from VDOT (required), local planning department and public works); and
 - Facilitate successful implementation – (Potential members may be a representative of City Council, Planning Commission, public works, etc.);
 - Consultants – Frazier Associates (FA) provides graphic design, structural and site engineering, and architectural services and guidance to meet all VDOT Wayfinding Guideline requirements for implementation.
2. Existing data, studies, brand information and information on future projects is collected and reviewed.



WAYFINDING SIGN SYSTEM - TOWN OF BERRYVILLE

Suggested Scope of Work and Estimated Cost

MAY 30, 2014

3. Any additional information is gathered on VDOT wayfinding guidelines and how they will impact the Berryville sign system.

4. Site Visit #1:

Kick-off meeting with Wayfinding Task Group and Tours

- A. Meet with the Task Group and refresh the goals of the project and review the design process and schedule. Review the 2011 wayfinding study and the proposed designs and discuss how to move forward. (For instance, is there a design that the Task Group is ready to move forward with or is there a desire to refine a couple of the schemes and go back out into the public to garner input and direction? Some communities use Survey Monkey or a public presentation (or both) to get additional input from the community.) At the Task Group Kick-off meeting, the list of preferred destinations along with criteria for including destinations on vehicular wayfinding signs will be reviewed and a process for finalizing destinations will be determined. FA and VDOT representative will review new state wayfinding guidelines with Task group and explain the VDOT review process requirements.
- B. FA conducts a detailed reconnaissance of the Town to determine key routes and potential locations for new signs.
- C. FA will inventory and photograph existing signs and identify their locations as part of VDOT requirements.

5. A preliminary base map is created showing routes and key destinations.

Cost: \$4085.00 plus expenses

TASK B: "CREATIVE OPTIONS" – SCHEMATIC DESIGN & PROGRAMMING

1. Based on the input from Task A, 1-2 schematic options are further developed for the wayfinding sign system. The sign components to be considered include gateway signs, trailblazer directional signs and parking directional signs.

2. Site Visit #2:

- A. A presentation of the refined design options is made to the Wayfinding Task Group. The Task group ranks options via written survey with the key criteria being that the option either reflects or does not reflect the character of the Town. A facilitated discussion about the options follows, and at the end the group reaches a consensus on design direction. Based on the direction established in Task A.4.A above, the preferred design can be presented at a public meeting or online to the greater community.
- B. The destinations are finalized with the Task Group.

WAYFINDING SIGN SYSTEM - TOWN OF BERRYVILLE

Suggested Scope of Work and Estimated Cost

MAY 30, 2014

3. Based on the results of Site Visit #2, the preferred schematic design option is developed and applied to the various sign components in the system.
4. The sign schedule is developed including the location and content of each sign in the system. This is referred to as the sign program. For VDOT purposes, a brief description of each destination's cultural, recreational or historical significance will need to be prepared as a part of the program.
5. A preliminary implementation cost estimate is developed.
6. The final schematic design, sign program and cost estimate is delivered to the Task Group for review and approval. If needed, a conference call with the Task Group can be conducted through GoToMeeting.

Cost: \$11,075 plus expenses

TASK C: VDOT REVIEW

1. A budget, funding sources and a maintenance plan for the wayfinding system is developed as per VDOT requirements.
2. VDOT REVIEW #1 - Submit Wayfinding Design Plans to VDOT for review. VDOT will review and provide comments to the Applicant within 45 days of submittal.
3. Make revisions per VDOT review

Cost: \$1885 plus expenses

TASK D: CONSTRUCTION INTENT DOCUMENTS

1. Based on input from Tasks A-C, the design for the system is finalized.
2. Construction Intent Documents are created for each individual sign.
3. The VDOT approved signs are then engineered for structure details, sign layouts, lighting details (if applicable), signpost support details, site engineering including foundation plans as required by VDOT Wayfinding Guidelines.
4. A Maintenance Plan of the wayfinding system is finalized as required by VDOT Wayfinding Guidelines.
5. Site Visit #3 to review documents.
6. Wayfinding Plan package signed and sealed by a Professional Engineer licensed in the Commonwealth of Virginia is then delivered to VDOT for review and approval.

WAYFINDING SIGN SYSTEM - TOWN OF BERRYVILLE

Suggested Scope of Work and Estimated Cost

MAY 30, 2014

7. VDOT REVIEW #2: Wayfinding sign design plans submitted to VDOT for review (process within 45 days of submittal).
8. Once approved, VDOT issues a permit for installation of the wayfinding signs on VDOT right-of-way.

Cost: \$9750 plus expenses and engineering estimated to be \$18,500 (This assumes an estimate of 12 post and panel gateway or trailblazer signs in the VDOT right-of-way. This also assumes any monumental gateway signs will be installed outside the VDOT right-of-way and will not require VDOT site engineering.

TASK E: BIDDING AND NEGOTIATION

1. Site visit #4 – Prebid meeting
2. Respond to Requests for Information (RFI's)
3. Review of bids and recommend award

Cost: \$2050 plus expenses

Task F – Fabrication and Installation Task (schedule dependent upon contractor)

1. Review of shop drawings
2. Site Visit #5 – Visit during fabrication and start of installation
3. Site Visit #6 - Final project inspection, create punch list document of required corrections

Cost: \$3075 plus expenses

VDOT REVIEW #3 – Community to submit final documentation, as-built plans and maintenance plan to VDOT. In addition VDOT requires a performance assessment of the installed signs (at 6 months and 1 year intervals).

FA assumes that Town staff will manage Review #3.

Total Estimated Cost:

\$ 31,920 Frazier Associates

\$18,500 Structural and Site Engineering (Estimate)

\$1500 FA Expenses

\$51,920 Estimated Total Design Cost *Note: Cost of VDOT reviews is unknown and not included in this estimate.*

**BERRYVILLE TOWN COUNCIL
COMMUNITY IMPROVEMENTS COMMITTEE
Appalachian Trail Community Signage Placement
August 12, 2015**

At the July 20, 2015 Appalachian Trail Certified Community designation ceremony, the Town and County were presented with two signs identifying us as a certified community. The signs, 2' high by 1.6" wide, are relatively small and would not be suitable for the Route 7 Bypass. After discussion at the County and Town level, staff is recommending one sign be installed on the eastern entrance of Berryville and the second be installed at Bear's Den. Staff has contacted AT representatives to see if this would be possible. Once a response is obtained, County staff will contact Bear's Den managers to discuss the placement.

Recommendation

Discuss at the meeting and make a recommendation to Council.