

# SPECIAL COUNCIL WORKSHOP

## A G E N D A

TOWN OF CHINCOTEAGUE

August 19, 2010, 5:00 P.M. - Council Chambers - Town Hall

CALL TO ORDER BY MAYOR TARR

INVOCATION BY COUNCILMAN T. HOWARD

PLEDGE OF ALLEGIANCE

AGENDA ADDITIONS/DELETIONS AND ADOPTION:

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1. Discuss Options for Directional Signage
2. Review Draft Home Occupation Ordinance
  - a. Signs
  - b. Parking
3. Mayor & Council Announcements or Comments  
*(Note: Roberts Rules do not allow for discussion under comment period)*
4. Closed Meeting in Accordance with Section 2.2-3711(A) (3 & 7) of the Code of Virginia.
  - Consideration of the acquisition of real property

ADJOURN:



## STAFF REPORT

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To: Mayor Tarr and Members of the Town Council

From: Bill Neville

Date: August 16, 2010

Subject: Gateway / Directional Signage

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Opening the new Route 175 bridge with access directly onto Maddox Boulevard has renewed interest in providing directional signage at the gateway entry onto Chincoteague Island. Town businesses have suggested that directional signage would improve the ability for visitors to find their way around the Island, and would be valuable for sales and marketing of individual shops, restaurants, entertainments and services.

The Town Council considered this topic in April 2010 and installed two directional signs on the bridge street light poles prior to Memorial Day Weekend. Street name signs for Main Street and Maddox Boulevard have been prepared and are ready for installation. Further consideration of 1) a landscaped entrance sign at Main Street and 2) installation of off-premises directional signs is the subject of this Workshop.

### **Landscaped Entrance Sign**

Two locations have been identified for a potential 'gateway' sign that would welcome visitors to Chincoteague.

- Southwest corner of Main Street and Route 175 in the landscaped area currently owned and maintained by VDOT.
- East side of Route 175 at the beginning of the new bridge where the Black Narrows bridge is currently being removed. Final conditions at this location are unknown until construction is completed.

For the first location, several options have been identified for short term and cost effective installation. Larger permanent design solutions will require input from the Town Council, budget approval and public review.



Relocation of Existing Chamber of Commerce Sign currently on Bridge Street (permission required)

Cost: \$0 with use of Town Staff



Construction and installation of sign panel matching style of other Town signs within landscaped area of the new bridge landing.

Cost: \$4,500 including new landscape plantings



Design, construction and installation of unique artwork, signage and landscaping that represents the unique character of Chincoteague.

Cost: budget to be established

## **Off Premises Directional Signs**

The Town Council approved a new sign ordinance on June 19, 2008 (amended April 6, 2009) that was the result of over 4 years of work. This effort also included the consideration of directional/way-finding signs and a recommendation for potential locations and types which were not adopted as part of the Ordinance (see attachment). Issues of cost and defining a reasonable approach for which of the Town's over 600 businesses will be allowed signs resulted in no action.

Town Code Section 7.6.15 prohibits 'off-premise signs' that are defined as 'any sign which is not located on the premises that it identifies or advertises'.

Town Code Section 7.3.8 permits 'public signs' that are defined as 'signs erected by government agencies or utilities including traffic, utility, safety, directional, and identification signs for public facilities'.

The Comprehensive Plan includes implementation strategies for Economic Development that call for making the Island more 'user-friendly' by designing specific features to orient and educate visitors including brochures, historic plaques/markers, transportation symbols, and guidebooks.

In order for the Town Council to consider whether public signs may be used to support local businesses with directional information, it will be necessary to prepare a concept and approach that is supported by the whole community.

One possible approach is presented to re-start the consideration of this strategy:

- Define and code areas of Town by color or symbol (Main Street, Boulevard, East Side, Circle, Town Center, North Side, South Side).
- Prepare a single overall Tourism Map with color/symbol code and numbered destinations/businesses/services. Combine the promotion efforts of the Chamber of Commerce and Historic Main Street Merchants Association.
- Install directional signs to list selected businesses and color/symbol code to match with the Tourism Map. Expand existing neighborhood signage system.

This set of promotional tools would be cost effective and locally based in comparison with the employment of a way-finding consultant and replacement of the current Town signage system.



Town Neighborhood Areas

Tourism Map





Town Signage System



Example of Way-finding System

## Town of Chincoteague – Directional Sign Program

The purpose of the directional sign program is to assist pedestrians, bicylists, and vehicular traffic to find types of services within the town. The program is not to be used as advertisement for specific businesses.

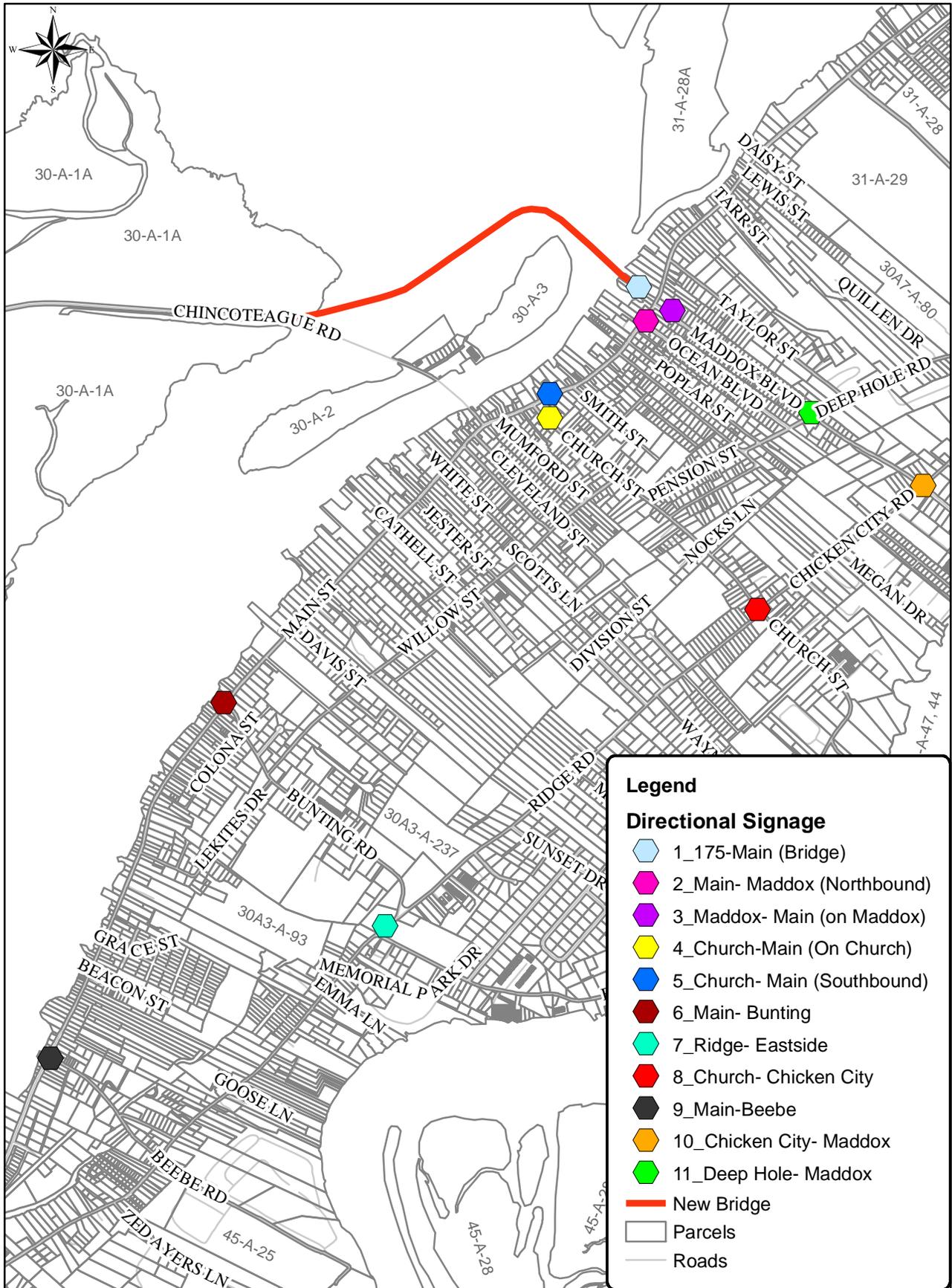
The following guidelines shall be used:

1. The Town will pay for the signs and plan where the signs are needed.
2. The Town will erect and maintain the signs.
3. The Town may erect the signs in the public right of way at intersections only in the commercial districts of the town.
4. A service may be included in the sign if it is within a mile from the intersection and if the street where the service is provided is the same as the intersection.
5. The Town reserves the right to limit the number of services identified on each sign. (Possibly 5 on each side of the pole would not overload the pole or overwhelm drivers ).

Examples of services within the town are:

- |  |                              |
|--|------------------------------|
| 1. Restaurants                           | 25. Hardware/Lumber Supplies |
| 2. Lodging                               | 26. Boat Cruises             |
| 3. Camping                               | 27. Florist                  |
| 4. Seafood/Produce Market                | 28. Auto Repair              |
| 5. Boat Rentals                          | 29. Car Wash                 |
| 6. Fishing Pier                          | 30. Bowling Alley            |
| 7. Marina                                | 31. Grocery Store            |
| 8. Charter Boats                         | 32. Public Parking           |
| 9. Gas Stations                          | 33.                          |
| 10. Post Office                          |                              |
| 11. Church                               |                              |
| 12. Book Store                           |                              |
| 13. Shopping District                    |                              |
| 14. Entertainment                        |                              |
| 15. Pony Rides                           |                              |
| 16. Wi Fi Internet Access                |                              |
| 17. Library                              |                              |
| 18. Public Telephone                     |                              |
| 19. Public Park                          |                              |
| 20. Bank                                 |                              |
| 21. Medical services                     |                              |
| 22. Public restrooms                     |                              |
| 23. Real Estate Sales and Rental Offices |                              |
| 24. Boat Sales and Repair                |                              |
| 25                                       |                              |

# Directional Signs- Possible Locations



0 0.125 0.25 0.5 0.75 1 Miles

DECORATIVE POST CAP

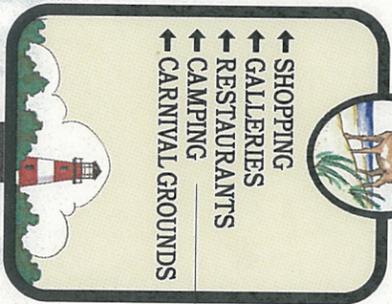
6"W x 36"T STREET SIGN W/ DECORATIVE BORDER

**MADDOX** BLVD

6"W x 6"T LOGO TRIM W/ GRAPHIC & DECORATIVE BORDER

8.5"W x 10.25"T OVAL W/ GRAPHIC

18"W x 24"T DIRECTIONAL SIGN W/ DECORATIVE BORDER



10'

4" PAINTED POLE

DECORATIVE BASE



3"=1'

**DIRECTIONAL & LOGO PANEL**

- IVORY BACKGROUND
- BLACK COPY & BORDER
- DIGITALLY PRINTED GRAPHICS

**STREET SIGN**

- GREEN BACKGROUND
- BLACK COPY & BORDER

\*PROPOSED IDEA FOR STREET SIGN SYSTEM

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SCALE 1"=1'	DESIGNER S. Matthews	
DATE 10/12/07	SKETCH # 07-4410	
		CLIENT APPROVAL



\*PROPOSED IDEA FOR PYLON SIGN

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