

TOWN OF ROCKY MOUNT
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ROCKY MOUNT, VIRGINIA 24151

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PLANNING COMMISSION
JANET STOCKTON, *Chair*
JOHN SPEIDEL, *Vice Chair*

BUD BLANCHARD JERRY W. GREER, SR.
INA CLEMENTS DERWIN HALL
JOHN TIGGLE

C. JAMES ERVIN, *Town Manager*
MATTHEW C. HANKINS, *Assistant Town Manager*
& *Community Development Director*

PLANNING COMMISSION AGENDA Tuesday, March 3, 2015 • 6 p.m.

Council Chambers, Rocky Mount Municipal Building
345 Donald Avenue, Rocky Mount, VA

Call to Order and Welcome

Janet Stockton, Chair

1. Roll Call of Members Present
2. Approval of Agenda
3. Appointment of Deputy Clerk/Secretary
4. Review and Consideration of Minutes
 - [February 5, 2015 - Regular Meeting Minutes](#)
5. Public Hearing - *None at this time*
6. Old Business
 - a. [Staff Report on classification of Central Business District - Bed & Breakfast, Tourist Home, Hotels and Special Use Permit.](#)
 - b. Comprehensive Plan from Hill Studio in Development
7. New Business
 - a. [Staff Report on Way Finding Signage Project](#)
8. Commissioner Concerns & Staff Updates
9. Adjournment

Thank you for attending tonight's Planning Commission meeting and/or public hearing. The Planning Commission appreciates and welcomes public participation in its meetings. If you have a cell phone, please silence it during the meeting. If you have need for a special accommodation during the meeting, please notify the deputy clerk. The Town has assistive listening devices available for those who are hard of hearing. If you wish to speak during a public hearing, please sign in on the appropriate sheet located at the front table. There will be one sheet for each public hearing.

**TOWN OF ROCKY MOUNT
PLANNING COMMISSION
REGULAR MEETING MINUTES
02/03/2015
6:00 p.m.**

The Planning Commission of the Town of Rocky Mount, Virginia met in the Council Chambers of the Rocky Mount Municipal Building, located at 345 Donald Avenue, Rocky Mount, Virginia, at 6:00 p.m. on Tuesday, February 3, 2014, for its regular monthly meeting with Madame Chair Janet Stockton presiding.

Commission Members Present: Bud Blanchard; Derwin Hall; Ina Clements; Jerry Greer; John Tiggel; Madame Chair Janet Stockton; Vice Chairman John Speidel

Commission Members Absent: none

Staff Members Present: Matthew C. Hankins, Assistant Town Manager; Joshua Gibson, Town Planner; Deanna Alexander, Administrative Assistant; and Stacey Sink, Town Clerk and Secretary.

Introduction of Community Development & Planning New Staff Members

- Joshua Gibson, Town Planner
- Deanna Alexander, Deputy Town Clerk and Community Development & Planning Administrative Assistant

APPROVAL OF AGENDA

Additions or Corrections: None

Motion: To approve the agenda as presented

Motion By: Commission Member Clements

Second: Vice Chairman Speidel

Action: Approved by a unanimous vote

REVIEW AND CONSIDERATION OF MINUTES

Let the record show that prior to the meeting, Planning Commission received the following draft minutes for review and consideration of approval: **January 6, 2015 - Regular Meeting Minutes**

Additions or Corrections: None

Motion: To approve the minutes as presented

Motion By: Commission Member Clements

Second: Commission Member Greer

Action: Approved by a unanimous vote

PUBLIC HEARING Let the record show there were no public hearings held at this time.

NEW BUSINESS

New Business Item No. 1: Review and discussion regarding Classification of Central Business District Tourist Home and Special Use Permit Zoning.

Staff Remarks: Memorandum from Matthew C. Hankins presented to Commission:

MEMORANDUM To: Rocky Mount Planning Commission Janet Stockton, Chair From: Matthew C. Hankins Community Development Director Date: January 30, 2015 Re: Request to add uses in Central Business District zoning Planning Commissioners: I have what I believe to be an important omission in the Town's Zoning Ordinance, and I request your direction on how to proceed with correcting it. Overnight lodging has historically been an important part of any Central Business District, including Rocky Mount's. The historic Rocky Mount Hotel and other smaller lodging establishments were once part of a thriving business culture in Rocky Mount. Then and now, hotels draw tourists, business people, cultural visitors and families to business districts, adding to the economy by increasing activity and interest in downtown businesses. Consider recent efforts by Roanoke, Lynchburg and other nearby cities to increase available lodging rooms in their downtowns; economic developers know that people drive economic activity, and adding people on a temporary basis adds money to your economy without driving significant service increases. Rocky Mount's zoning ordinance only contemplates one type of lodging facility as a by-right use in the Central Business District: bed and breakfast establishments. Hotels and motels are uses by right in General Business District zoning and uses by special exception in the very limited C1 and C2 Commercial Office districts. Your parking ordinance contemplates "hotels, motels and tourist homes", requiring one parking space per lodging room. Our current zoning policy pushes hotel developments to the east end of town in close proximity to the "big box" retailers, where overnight guests create less impact on the local economy. I had a boutique hotel developer last year looking at Rocky Mount who was uninterested in being located on a big box outparcel, and that made it significantly harder to find suitable locations, even for a boutique hotel with only 20- 25 rooms. From the economic development side, I believe the omission from the zoning ordinance hampers development opportunities in the Central Business District, more in Uptown than in Downtown. Consider larger parcels such as the Branch Building and now under renovation. If I successfully recruit a hotel developer to consider Rocky Mount, those large parcels would not be readily available for development or redevelopment. Good planning practice and sound economic development principles dictate that temporary lodging should be included as a use in the Central Business District. I ask that you authorize staff to draft and advertise a potential revision to the Town of Rocky Mount Zoning Ordinance, specifically an ordinance adopting one of the following two options:

Option 1. Add the following by-right uses to the Zoning Ordinance: 29-1-37. Hotels, motels and tourist homes. That language matches the parking section of the Zoning Ordinance when contemplating parking requirements for this type of facility. Use by right does not mean automatic approval for any hotel, motel or tourist home which would be proposed; those businesses would still require the completion of a site plan, would be required to meet the parking ordinance, and would have to be harmonious with the Comprehensive Plan.

Option 2. Add the following as by-right and special uses to the Zoning Ordinance: By Right: 29-1-37. Tourist homes. By Special Use: 29-2-8. Hotels and motels.

This language continues to require planning and council approval for larger developments while balancing that with the ability of home-type lodging operators to operate establishments within the other constraints of the Zoning Ordinance, particularly parking. Also, I would also ask that you consider recommending removal of the numeric limitations on guests at Bed & Breakfast establishments and tourist homes.

Discussion by Planning Commission:

Open discussion amongst commission members and Mr. Hankins regarding the definition of Tourist Home, Bed & Breakfast, and Hotel as currently defined by Town code. Examples given where the Claiborne House vs The Grove. Discussion continued on the importance of preservation of uptown, downtown, and Central Business District areas.

Administrative side would like to clean up language to have a better understanding of expectations from the commission as a governing body.

All in favor of additional lodging in Central Business District to attract visitors and support hometown business. Commission members like option 2 and would like Mr. Hankins and staff to do further research and prepare a staff report with zoning recommendations. Concerns with parking and good fit to downtown area.

Open discussion amongst commission members and Mr. Hankins regarding VRBO (Vacation Rentals By Owner). Whereas, home owners vacate their homes and rent to tenant during special events in the area with no regulations. Currently, home owner is required to submit Zoning application for approval as Tourist Home. In reality, it has never happened and unsure how the Town would police and enforce with current staffing. After research, finding a lot of communities that are struggling with how to regulate, enforce and police.

New Business Item No. 2: Review and discussion regarding non-conforming cellular tower located in Uptown.

Staff Remarks: Matthew Hankins came before the commission to discuss non-conforming tower located at 280 South Main Street, Rocky Mount, VA. Property Tax Identification Number 20700-56000. Based on Town Code, a tower structure not in use for 90 days needs to be removed and will be considered a non-conforming tower. Mr. Hankins is issuing an order with Town Attorney's approval for CenturyLink to remove as much of the structure as possible from the top of the building. This is the Commission's opportunity to tell the staff to proceed or not based on enforcement of the Town code.

Discussion by Planning Commission:

Open discussion amongst commission members and Mr. Hankins regarding non-conforming tower on CentryLink building located at 280 South Main Street. Mr. Hankins advised he will be sending a letter to notify property owner of the non-conformance and the order to remove the tower.

CenturyLink owns and operates the local exchange building within the Town of Rocky Mount. The building includes an integrated aerial antenna tower which, until early 2014, housed an inactive microwave antenna dish. CenturyLink removed the microwave antenna dish in May 2014. They are aware the order is coming and have already been given some notification from Mr. Hankins's office that the tower does not meet Town Code and should be removed.

Zoning Ordinance Section 40-4: Any antenna or tower that is not operated for a continuous period of 90 days shall be considered abandoned, and the owner of such antenna or tower shall remove same within 90 days of receipt of notice from the governing authority notifying the owner of such removal requirement. Removal includes the removal of the tower, all tower and fence footers, underground cables and support buildings. The buildings may remain with owner's approval. If there are two or more users of a single tower, then this provision shall not become effective until all users cease using the tower. If the tower is not removed per this section, the town may require the landowner to have it removed.

Commission consensus to continue with notification of the order to remove.

OLD BUSINESS***Old Business Item No. 1: Review and discussion regarding Comprehensive Plan update***

Staff Remarks: Evie Slone with Hill Studio came before the Commission to go over the Comprehensive Plan work since she last met with the Commission in December, 2014. Ms. Slone noted the following:

- Presented attached Slide Show Presentation for Review
- Discussion on general formatting and content
- Tag Line – She is looking for ideas from commission members
- Review of Page 3 Vision/Goals - send comments in a week to Deanna
- Key Planning Themes
- Plan Development
- Challenges of North Main Street & Route 40 Gateway Entrance
- Community Meeting
- History of Rocky Mount
- Rocky Mount Region – Roanoke, 25 Colleges, & Outdoor Recreation
- Demographics
- Sections to Come
- Zoning management tools
- Future land use map

- Implantation
- Better formant – user friendly, visual, keep it simple
- School Crossing – pattern cross walk with landscaping / thermoplastic
- Special challenge areas – Route 40 Entrance & North Main Street
 - North Main Street – growth & gateway, no wow factor
Suggestions: Reduce to Two Lanes with Bike Lane, Middle Landscaping
- Street improvement, crosswalks, way finding, link the trails, community safety, recreation, and work with private businesses for visual improvements.

Discussion by Planning Commission:

Open discussion amongst commission members, Ms. Slone and Mr. Hankins regarding the overview presentation of the Comprehensive Plan update.

Commission Member Greer expressed concerns about housing issues and ideas for the North Main Corridor. M. Greer would like to see more government participation in development, improvement, and revitalization of the North Main area. A commitment from the Town and the County will help industry growth.

Ms. Slone presented the next steps are working on the drafts and maps, hosting a community meeting, a work session with town council, and joint public hearing with planning commission and town council. Ms. Slone would like to have these items completed in the next 30 days, however, she does not feel that will be possible. Ms. Slone will attempt to complete as quickly as possible. If the Commission members have comments, suggestions, or questions please contact Community Development Staff or Ms. Slone directly.

Commission Member Hall opened a discussion about comparing our community to other communities of the same size regarding comprehensive plan ideas.

Mr. Hankins stated that working with a firm like Hill Studios will give the Commission a perspective of other communities of similarity. It may not necessarily be the input the members have provided, however, Ms. Slone will be glad to take into consideration the input of the members and of things seen in other locations such as in Marion, Abington, Farmville or wherever around the state or even in other states. Now is the time to offer suggestions in order for Ms. Slone to be able to incorporate best practices from other communities.

COMMISSIONER CONCERNS AND STAFF UPDATES

Hankins: Board of Zoning Appeals meets on Thursday night, February 5, 2015 an appeal from R. Fralin Development regarding an administrative ruling made by Mr. Hankins about the Oaks at Rakes Tavern. At the end of the cul-de-sac the developer is asking to add a temporary road to develop parcels behind the current home sites. This violates the green space ordinance approved in the original plan. Mr.

Hankins did not approve the request, considering it to be a significant change to the approved original master plan. Mr. Hankins advised R. Fralin Development by letter that the request for the temporary road needs to be presented to the Planning Commission and Town Council for approval.

Brief open discussion with Chairman Stockton and Mr. Hankins about asphalt temporary roads tend to become permanent. R. Fralin Development has thirty days to appeal the Board of Zoning Appeals decision through the Circuit Courts and the Town also has thirty days to appeal the decision with the courts.

Hankins: If any of the members of the Commission would like to be heard please attend the BZA meeting or the members can make a recommendation tonight as a group to the Board of Zoning Appeals.

Hankins: In addition, Fralin Homes has submitted plans for an additional subdivision for the next phase at the Oaks at Rakes Tavern. The subdivision request extends out Old Fort Road adding five houses to each side of the road. Josh Gibson, Town Planner, and Mr. Hankins are revisiting the original development approval and proffers.

Stockton: Any other updates?

Clements: Any new businesses coming?

Intercept Youth Services has opened in the Branch Management Building in uptown. There is nothing pending at this time. German company Edelman announced going into the development center downtown. Hopeful Edelman will bring more jobs for future.

Open discussion by Commission Member Greer and Mr. Hankins on Cox property. We have until 2017 to get a tenant on the Cox property in order to not pay back VDOT bonded money. About three hundred thirty four thousand dollars (334,000) we would need to repay without a tenant on the property by 2017.

Blanchard: No Comments

Greer: No Comments

Hall: No Comments

Speidel: No Comments

Stockton: No Comments

Tiggle: No Comments

Stockton: Any other concerns? Hearing no other comments entertained a motion to adjourn.

ADJOURNMENT

Motion to Adjourn By: Commission Member Greer

Second: Commission Member Clements

Action: Adjourned by a unanimous vote

Time of Adjournment: 7:44 pm

Janet Stockton, Chairman

ATTEST:

Deanna Alexander, Clerk/Secretary

DLA/

DRAFT

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DRAFT

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JOSH GIBSON
Town Planner

MEMORANDUM

To: Janet Stockton, Chair, and Planning Commissioners
From: Matthew C. Hankins, Assistant Town Manager and Zoning Administrator
Josh Gibson, Town Planner
Date: February 26, 2014

Re: Lodging in the Central Business District

Planning Commissioners:

At the February 3, 2015, meeting of the Town of Rocky Mount Planning Commission, Mr. Hankins presented information regarding the allowance of hotels in the Central Business District (CBD) zoning classification. He suggested the Commission consider permitting additional lodging categories in the CBD either by right or by special exception as a way to facilitate economic growth and contemplate future needs. During the discussion, staff and the Commission identified some inconsistency and overlap among the definitions for different types lodging. Staff was asked to (1) examine the lodging definitions in the Town Code and identify potential opportunities for improvement, and (2) research options for introducing non-dwelling based lodging in the CBD. The following staff report examines current lodging definitions, potential changes and possible options for addressing by right hotels in the district.

EXECUTIVE SUMMARY

- Some lodging types are defined and limited by the number of rooms, while others are defined and limited by the number of occupants, creating confusion and some inconsistency.
- Many of the lodging types defined in the Zoning Ordinance are not actually permitted in any zoning district, neither by right nor special exception.
- Allowing hotels by right in the Central Business District seemed to be a concern, so some options are presented below, including (a) the establishment of simple design guidelines for new businesses in the district and (b) establishing a new definition for lodging in the Central Business District ("Boutique Hotel")
- The zoning ordinance currently incorporates flexibility for allowing uses in the CBD not contemplated as by right or special exception: Article 29-1-32 in CBD regulations states that *"Any use not specifically listed will be reviewed on an individual basis and if approved, permitted by granting of a special exception by town council,"* which could include hotels and other types of lodging. This authorization is unique among commercial district regulations, and may suffice for providing future guidance. It should be noted, however, that this clause is situated in an odd location amongst a list of by right uses and may easily be overlooked by those interested in locating businesses in this District.

I. TOWN ZONING ORDINANCE LODGING DEFINITION NOTES (See Fig. 1 below)

- There is little functional difference between *Hotels* and *Motels* as they are currently defined, and each is only mentioned alongside the other throughout the Ordinance. Unless we wish to further differentiate, they could be combined into one lodging category.
- The *Bed and breakfast* definition could be expanded to include more rooms so as to not constrain existing and future businesses; Bedford and Roanoke County both allow up to five rooms, Town of Blacksburg allows up to 12 rooms. Other localities remove the room limit entirely and specify “in a residential structure” as the defining characteristic (ours addresses this by defining *bed and breakfasts* as home occupations).
- *Boarding house* and *tourist home* are very similar, the only current difference being that one must be a dwelling and the other need not be (although the intent of the code seems to imply that it should).
- *Tourist Court, Auto Court, Motel, Inn, Cabins, or Motor Lodge* definition can be simplified; currently a catch-all category.

FIGURE 1. Lodging as Currently Defined in the Zoning Ordinance

LODGING TYPE	ZONING ORDINANCE DEFINITION
HOTEL	A building designed or occupied as the more or less temporary abiding place for 14 or more individuals who are, for compensation, lodged, with or without meals, and in which provision is not generally made for cooking in individual rooms or suites.
<i>Defining code characteristics:</i>	<i>Single building and occupancy of 14 or more individuals paying for lodging</i> - OR - <i>Single building and capacity to house 14 or more individuals paying for lodging</i>
MOTEL	Any group of dwelling units, combined or separated, used for the purpose of housing more than 14 transient guests, each unit of which is provided with its own toilet, washroom and off-street parking facility.
<i>Defining code characteristics:</i>	<i>Similar to “Hotels” but can include grouped buildings and no capacity requirement</i>
BOARDING HOUSE*	A building where, for compensation, lodging or meals are provided for at least five and up to 14 persons.
<i>Defining code characteristics:</i>	<i>Similar to “Hotels” but occupancy is limited to 5-14 people. Based on similar localities and codes, the code likely originally intended for this use to be confined to a “dwelling” but it is defined in the Town’s code as any “building”</i>
BED AND BREAKFAST	A home occupation involving the rental of up to four rooms to overnight guests and offering breakfast meals only to said guests.
<i>Defining code characteristics:</i>	<i>Home occupation rather than commercial building use; the occupancy is not regulated but the number of rooms is (maximum of four)</i>
TOURIST HOME	A dwelling where only lodging is provided for compensation for up to 14 persons (in contradistinction to hotels and boarding houses) and open to transients.
<i>Defining code characteristics:</i>	<i>Similar to Boarding house but: (1) must occur in a dwelling (2) no minimum threshold, and (3) a specific mention of “transients”</i>
TOURIST COURT, AUTO COURT, MOTEL, INN, CABINS, OR MOTOR LODGE*	One or more buildings containing individual sleeping rooms, designed for or used temporarily by automobile tourists or transients, with garage or parking space conveniently located to each unit. Cooking facilities may be provided for each unit.
<i>Defining code characteristics:</i>	<i>No occupancy or room minimum/maximum; may be grouped or single building; cooking facilities per unit are typical</i>

**defined but not explicitly permitted in any zoning classification*

Possible Changes (see Figure2, below):

- *Hotel/Motel* combined
- *Boarding House* and *Tourist Home* combined/simplified
- *Tourist Court, Auto Court, Motel, Inn, Cabins or Motor Lodge* removed (not currently addressed in any zoning district)
- All lodging types re-defined by occupancy for consistency
- Room maximum removed from *Bed and Breakfast*

FIGURE 2. Possible Changes Lodging Definitions (**Green** = addition; **Red Strikethrough** = deletion)

LODGING TYPE	ZONING ORDINANCE DEFINITION
HOTEL/MOTEL	A building or group of buildings designed or occupied as the more or less temporary abiding place for 14 or more individuals who are, for compensation, lodged, with or without meals, and in which provision is not generally made for cooking in individual rooms or suites.
MOTEL	Any group of dwelling units, combined or separated, used for the purpose of housing more than 14 transient guests, each unit of which is provided with its own toilet, washroom and off-street parking facility.
BOARDING HOUSE	A building dwelling where, for compensation, lodging or meals are provided by the owner/operator for at least five and up to 13 persons as a more or less temporary abiding place open to transients. Included in this use are tourist homes (which do not provide board)
BED AND BREAKFAST	A home occupation involving the rental of up to four rooms to overnight guests and offering breakfast meals only to said guests.
TOURIST HOME	A dwelling where only lodging is provided for compensation for up to 14 persons (in contradistinction to hotels and boarding houses) and open to transients.
TOURIST COURT, AUTO COURT, MOTEL, INN, CABINS, OR MOTOR LODGE	One or more buildings containing individual sleeping rooms, designed for or used temporarily by automobile tourists or transients, with garage or parking space conveniently located to each unit. Cooking facilities may be provided for each unit.

**NOTE: These modifications would necessitate additional changes throughout the Zoning Ordinance where the labels of lodging types will need updating*

II. BOUTIQUE HOTELS: NEW DEFINITION

Understandably, commissioners and staff have shown reluctance to permitting standard-size hotels by right in the Central Business District as they may pose a risk to the character of the historic district. One approach to diversifying lodging options while alleviating concerns about disruptive uses is to incorporate a smaller-scale hotel definition with limits on size and scope. This is becoming more common with revitalization efforts in other localities, and often also permits mixed uses explicitly in the definition.

Sample language: *“Building designed or occupied as the more or less temporary abiding place in the Central Business District (CBD) zoning district featuring no less than 8 rooms and no more than 12 rooms with individuals who are, for compensation, lodged, with or without meals, and in which provision is not generally made for cooking in individual rooms or suites. In addition to the 8-12 rooms/suites, it may also permit a public restaurant, a boutique, a wine tasting room, a room to host small parties (possibly weddings receptions), etc. that would also be open to the public, indoor/outdoor events.”*

This definition differs from *Boarding House* because it need not be located in a dwelling, nor provide meals, and may include additional uses. It differs from *Hotels/Motels* because of size and scope.

III. POSSIBLE DESIGN GUIDELINES FOR CBD

Another possible approach to mitigating potentially disruptive uses in the CBD is by incorporating some design guidelines for the district, either as a whole, for certain uses, new uses, or some other specified group. The language below is just an example. Before incorporating even simple design standards into any district, further research and planning would be required.

EXAMPLE LANGUAGE: Downtown building design in the Central Business District

- (a) This section applies to (1) all new structures in this district and (2) additions of one thousand (1000) square feet or more to existing structures in the district, and (3) special exception applications in the district*
- (b) The use of contemporary interpretations of earlier design styles of surrounding structures in the Central Business District is encouraged; this might include characteristics such as scale, massing (size and general shape), roof shape, window size, shape and spacing, and exterior materials.*
- (c) Site plans shall include drawings, renderings, or perspectives of a professional quality which illustrate the scale, massing, roof shape, window size, shape and spacing, and exterior materials of the structure.*

IV. SUMMARY

1. The Town's definitions for *Bed and Breakfast* establishments are constraining on current and future businesses, and staff recommends amending the definition to either (a) increase the maximum number of rooms permitted in an establishment or (b) remove the maximum entirely; *Hotels* and *motels* definitions are similar and easily grouped together.
2. A new, smaller hotel category could help facilitate appropriate lodging downtown.
3. Design guidelines are intended to provide guidance for new or updated buildings or uses in the Central Business District, but the details would need additional staff work if the Commission is interested in exploring them.

79°53'30"W

79°53'0"W

37°0'0"N

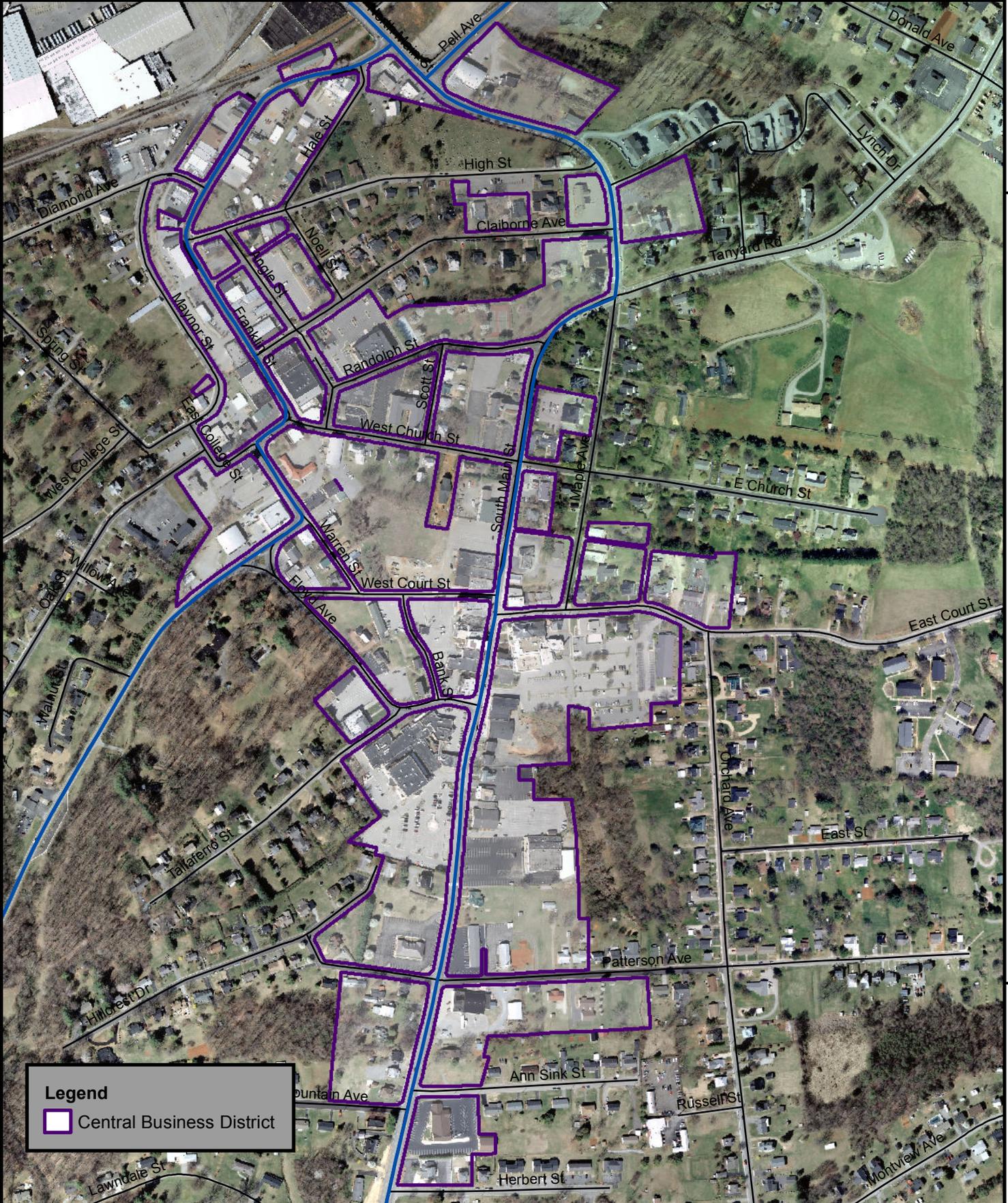
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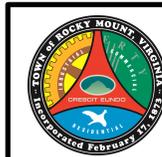
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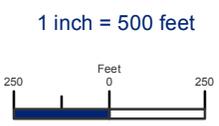
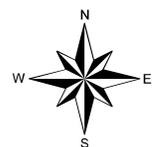
Legend

 Central Business District



CENTRAL BUSINESS DISTRICT

DATE CREATED: 2/24/15
TOWN OF ROCKY MOUNT, VA



Projection: Lambert Conformal Conic
GCS North America 1983
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Map created by jgibson
This map is for general reference and display purposes only.

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JOSH GIBSON
Town Planner

MEMORANDUM

To: Janet Stockton, Chair, and Planning Commissioners
From: Matthew C. Hankins, Assistant Town Manager and Zoning Administrator
Josh Gibson, Town Planner
Date: February 26, 2014
Re: New signage and wayfinding design update

Planning Commissioners:

Thanks to the Harvester, new businesses and other popular events in and around Town, Rocky Mount has experienced a new influx of out-of-town visitors during the past year. It is imperative we facilitate a pleasant experience for these visitors, and one way to accomplish that is through effective signage and wayfinding. The update which follows summarizes ongoing staff efforts to improve wayfinding and signage within the town.

SUPPLEMENTAL GUIDE SIGNS ON US 220

According to Virginia Logos, which administers the state's Integrated Directional Signing Program (IDSP) for the Virginia Department of Transportation (VDOT), the Harvester qualifies for the Supplemental Guide Sign program as a venue and destination owned by a local governmental organization. Though we initially investigated adding The Harvester to the blue "Logo Signs" along access-restricted highways like US 220, the large brown signs like the one depicted in Figure 1 offer enhanced visibility without additional surrounding clutter. Our application for approval is nearly complete, but we cannot submit a completed application until additional steps are taken (discussed below).



TOWN WAYFINDING UPDATE

The account representatives from Virginia Logos indicated that applicants would be facing a waiting period of several months after approval due to statewide construction delays. In the meantime, they suggested we begin work on a pre-installation requirement which they call a "trailblazer plan". The trailblazer plan is required to demonstrate that the applicant has installed sufficient signage to direct motorists from the brown Supplemental Guide signs along major thoroughfares (in this case U.S. 220) to the destination (in this case The Harvester).

For over six years, several staff members, groups and committees have worked intermittently on signage planning and installation around town. Some have come to fruition (Welcome Signs, Mary Elizabeth Park, parking signage), but the planned overall comprehensive wayfinding system has been delayed. The requirement for wayfinding as a part of the Supplemental Guide sign installations is a good opportunity to begin to finalize all of the effort expended over the years in planning for a consistent wayfinding system in town.

Though at the time of this Staff Report several items are still being finalized, we are nearing a point when we can begin putting out requests for bids on fabrication and installation of wayfinding signs. Based on the information from our past work on wayfinding, including public meetings and commentary, staff worked to develop a consistent theme for sign design as a basis for the system prior to assigning content to each sign.

WAYFINDING SIGN DESIGN

The design theme for the wayfinding system was based on several key factors, which aimed to:

- Enhance and compliment current and historic town features and design characteristics
- Maximize visibility and contrast
- Present the information in an attractive manner
- Present the information succinctly
- Minimize colors and thus costs
- Minimize expensive enhancements
- Allow flexibility of the system now and moving forward
- Allow for consistent branding across several locations and signage types

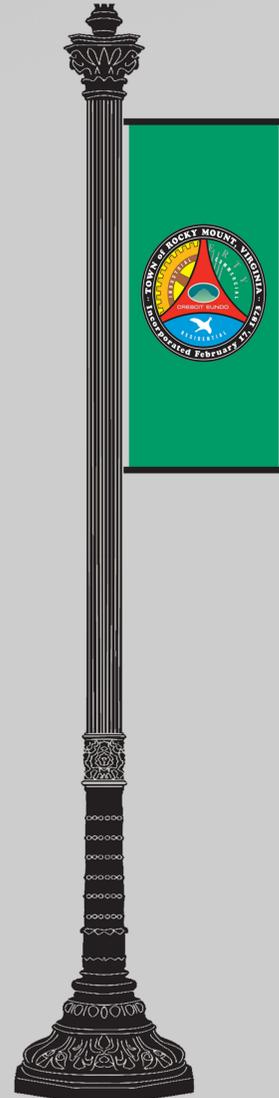




STANDARD WAYFINDING



STANDARD WAYFINDING (with Parking Directional)



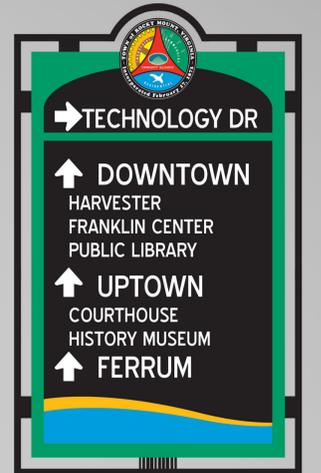
THEMATIC BANNER EXAMPLE



LARGE TWO-POLE CORRIDOR ENTRY SIGN



LARGE TWO-POLE CORRIDOR ENTRY SIGN (Possible Logo Version)



STANDARD WAYFINDING (with Road Signs)





DOWNTOWN

HARVESTER
FRANKLIN CENTER
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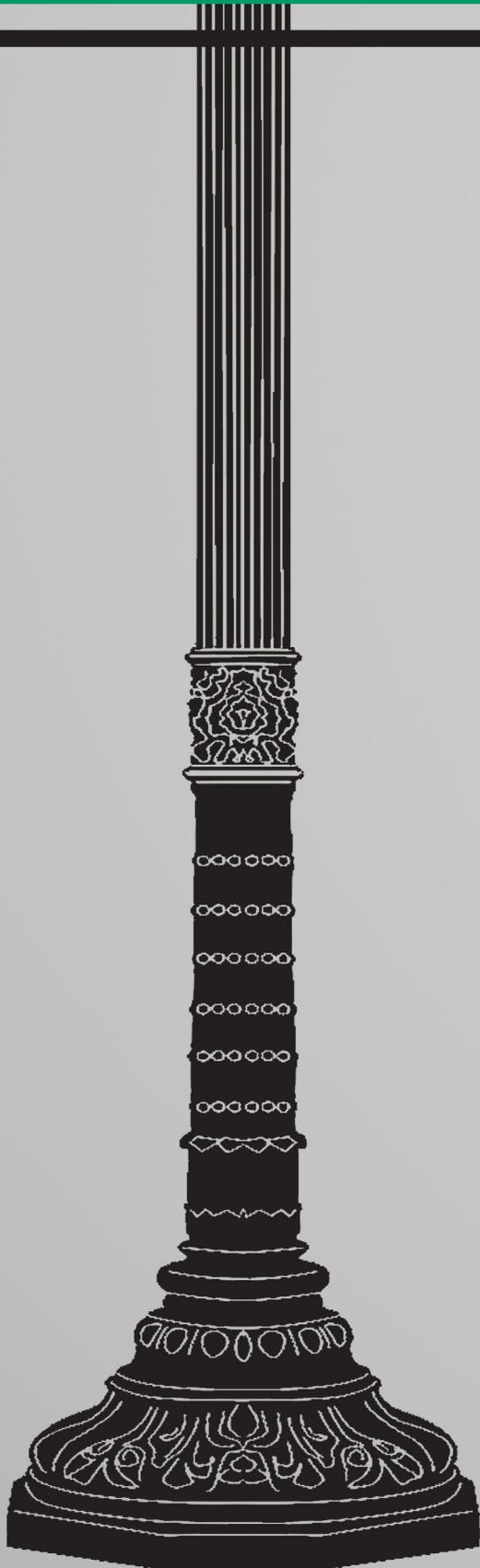
FERRUM

CROOKED ROAD



UPTOWN

COURTHOUSE
HISTORY MUSEUM
HOSPITAL





**INDUSTRIAL
PARK 2ND RIGHT**



**DOWNTOWN
NEXT LEFT**

**HARVESTER
FRANKLIN CENTER
PUBLIC LIBRARY**



**FERRUM
NEXT LEFT
TO CROOKED ROAD**