

City of Lynchburg

Policy for Adding Attractions to the Downtown Wayfinding Signage System

Need for Standard: A uniform and standardized approach to placing attractions on the Downtown Wayfinding Signage System ensures equal treatment of all petitioners and also allows the City to manage the number of requests due to limited sign space. The Downtown Wayfinding Signage System is defined in this standard as the signs recommended as part of the Downtown Wayfinding Sign Study.

Reference Standards:

1. Integrated Directional Signing Program Participation Criteria, Virginia Department of Transportation (VDOT), 2005.

Adopted:

October 27, 2009.

Procedures:

An attraction will be eligible to participate in this program if it is open to the general public, if a substantial portion of its products or services are of significant interest to tourists, and if it meets the following criteria (additions to VDOT policy are in italics, deletions in strikethrough):

1. Shall have the name of the business (attraction) 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.
2. Shall be open a minimum of four (4) hours, five (5) days a week during at least six (6) months each year, except this requirement shall not apply to certain facilities such as arenas, auditoriums, civic centers, farmers markets, farm markets, and flea markets.
3. Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.
5. 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.
6. Attraction must be open for at least 12 months before their name will be considered to be added to the Downtown Wayfinding Signage System. In the interim (and if they meet these requirements), the City may install temporary brown on white attraction signs.
7. Attraction must be a non-profit as defined by the Internal Revenue Service or publicly owned.
8. Attraction must be located in the Downtown area (area bounded by Clay Street, Business 29 Expressway, the James River and Blackwater Creek) or 5th Street from the City Limits to the MLK Memorial Bridge.
9. Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.
10. Agree that in any case of dispute or other disagreement with the rules, regulations, policies, and procedures and criteria or applications of the program, the decision of the City Manager or designee shall be final and binding.

If the attraction meets the above criteria, it is eligible for signing, contingent upon available space on existing Wayfinding signs. It should be noted that the attraction name will be installed to the appropriate signage at the discretion of the City Transportation Engineer and will be based on its location in the downtown area and the ability to add the name to the sign (due to sign space limitations). If the attraction cannot be added to existing signage and new signage is needed, the attraction will be responsible for the additional costs.

The Appendix to this Policy should be used as a guide to determine which sites are acceptable and which are not. For definitions of uses, please see VDOT document mentioned in the Reference Standards section.

Appendix Acceptable and Excluded Sites

ACCEPTABLE 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
Camps
Civic Center
Coliseum
Concert Hall
Equestrian Center
Fairground
Natural Attraction
Pavilion
Park – National
Park – Municipal
Park – Privately Owned
Park – Regional
Park – Theme
Stadium
Water Oriented Business
Zoo

Schools

Colleges & Universities
(main campus or
satellite campus
facilities)

Retail Tourism

Antique Businesses
Farm Market
Farmers Market
Flea Markets
Nurseries/Greenhouses

Trails

VDGIF Birding &
Wildlife
Civil War
Others as approved by
the City

EXCLUDED SITES

Business/Commercial

Adult Entertainment
Funeral Homes
Industrial Parks or
Plants
Media Facilities
Movie Theaters
Office Parks
Radio Stations
Television Stations
Truck Terminals

Governmental

Local Jails
Local Police/Sheriff
Post Offices

Medical

Drug Rehabilitation
Facilities
Extended Care Facilities
Fraternal Homes
Hospitals
Humane Facilities
Infirmaries
Mental Facilities
Nursing Homes
Retirement Homes
Sanitariums
Treatment Centers
Veterans Facilities

Miscellaneous

Animal Shelters
Cemeteries/Columbaria
Mobile Home Parks
Subdivisions
Veterinary Facilities

Religious

Cathedrals
Chapels
Churches
Mosques
Shrines
Synagogues
Other Religious Sites

**REQUEST TO ADD ATTRACTION NAME ON DOWNTOWN
WAYFINDING SIGNAGE SYSTEM
APPLICATION FORM**

Applicant's General Information

Name: _____ Date: _____

Address: _____ State: _____

Zip Code: _____ Telephone: _____

What is your relationship to the attraction? _____

Name of attraction requesting their name to be added (include full name as it would appear on the signage):

Please briefly describe the attraction and how it is a tourist/visitor destination (attached extra sheets if necessary):

Does the attraction meet all of the criteria shown in the Procedures Section of this policy including Items 1-9 (proof may be required)?

Yes No

Is the attraction listed in one of the Excluded Sites listed in the Appendix?

Yes No

Office Use Only Below This Line

Reviewed By: _____ Date: _____

City Traffic Engineer
<input type="checkbox"/> Recommended <input type="checkbox"/> Not Recommended

Comments:

Approved By: _____ Date: _____

City Manager or Designee