April 9, 2020

Mr. Rick Burgess

Wayfinding Sign Program Administrator

VDOT Central Office Traffic Engineering Division

1401 East Broad Street

Richmond, VA 23219

Dear Mr. Burgess:

It is my pleasure to submit a letter of interest to you in an effort to continue in our development of a Community Wayfinding Sign System. The Town of Strasburg is in the process of implement a marketing strategy which includes branding, as well as a system of branded wayfinding signage to **facilitate visitation and enhance the visitor experience**. Over the course of the past several years, the Town has retained a marketing consultant to develop the branding strategy including graphic design elements, administered a public survey from April 1st through May 15th, 2017 to identify audiences and their wayfinding needs and issues, and procured assistance from multiple professionals in the development of the Wayfinding Sign System, including the Northern Shenandoah Valley Regional Commission (NSVRC) and Frasier Associates.

The design of the wayfinding system presented in this report is informed by the results of the public survey, client and stakeholder input, standards and regulations governing street and highway signs, principles of good wayfinding design, identified best practices, and local context, including existing wayfinding systems extending to I-81 and the town’s gateway monument on Route 11.

The scope of this study includes identification of

* existing wayfinding signage
* regulations and best practices for the design of community wayfinding systems
* suitable criteria for the inclusion of destinations/attractions
* appropriate specifications for the design, manufacture and installation of the signs

and the development of a signage plan consisting of

* a list of attractions to be signed, and
* a map and list of proposed sign sites, and the contents of each sign.

The wayfinding system will be confined within the town limits; additional recommendations may be made regarding locations outside of the town and along I-81 approaching exits 296 and 298.

The wayfinding system includes vehicular signs and locations for business directory kiosks and will incorporate features to facilitate the location of parking, efficient vehicle circulation, and pedestrian orientation.

The design of the signs incorporates graphic themes established in the branding strategy developed by the Town’s marketing consultant. Below is a list of recommended destinations and their descriptions for Strasburg’s Wayfinding Sign System.

# Primary

1. **Historic Downtown** – The Town of Strasburg was founded in 1761 and has a lovely downtown with a main street (King Street), historic buildings and businesses, an historic walking trail and historic homes. The Historic Downtown is one of the main reasons people are attracted to our small community.
2. **Visitor Center** – Located on a notable historic Civil War site (Battle of Hupp’s Hill), the Town of Strasburg State-Certified Visitor’s Center offers a small museum, gifts, restrooms, a walking trail with views of the carst geography and a welcoming staff from 9 a.m. to 5 p.m., seven days a week. This destination also has a sign on I-81 through Virginia Logos.
3. **River Access & Park** – The Town of Strasburg has two very popular features at Town Park: a public boat landing and a short (.75 mile), accessible trail along the North Fork of the Shenandoah River. These two features are available for use by the public anytime during daylight hours and have access to parking and restrooms. Given Strasburg’s location in the Shenandoah Valley, our recreational amenities are incredibly popular to visitors and residents alike and are part of our community identity.

# Downtown Destinations

1. **Strasburg Museum** – The Strasburg Museum is located in the old steam pottery building (turned train depot) in Historic Downtown Strasburg. Through rotating and permanent exhibits in a beautiful building, visitors can learn the story of the community, as well as the surrounding area.
2. **Hotel Strasburg** – The Hotel Strasburg is an historic hotel and restaurant located in the heart of the Historic Downtown. Originally a private hospital, the 1902 building was converted to a hostelry in 1915. Drawing people from near and far, the hotel has extended business hours and accommodations for all.
3. **Emporium** – The Strasburg Emporium Antiques is 52,000 square feet of vintage jewelry, rare coins, historic militaria and unique functional furniture. It is open 7 days a week, 10 a.m. to 6 p.m. and because of its size and offerings has a regional draw.
4. **Strasburg Square** – This is the Town of Strasburg’s downtown event venue. It has a stage, market area, public restrooms, green space, LOVE sign, parking and is fully accessible. It is open to the public from 6 a.m. to 11 p.m., seven days a week.
5. **First Bank Park** – This park is a baseball/softball complex that hosts the Strasburg Express, a baseball team that plays in the regional Valley Baseball League. Funded in part by a grant from Major League Baseball, the league is NCAA-sanctioned and draws players and fans from Covington, Charlottesville, Harrisonburg, Purcellville and five additional communities.

Thank you for your assistance with Strasburg’s Wayfinding Sign System Plan. Please let us know if you have any questions or need any additional details regarding our sites.

Sincerely,

Michelle S. Bixler

Director of Community Development

Town of Strasburg