



**AGENDA
WORK SESSION
FREDERICK COUNTY BOARD OF SUPERVISORS
FREDERICK COUNTY ECONOMIC DEVELOPMENT AUTHORITY
TUESDAY, AUGUST 19, 2014
12:00 P.M.
BOARD ROOM, COUNTY ADMINISTRATION BUILDING
107 N. KENT STREET, WINCHESTER, VIRGINIA**

- I. CALL TO ORDER**
- II. SIGNAGE PLACEMENT ALONG MAJOR ROUTES ENTERING FREDERICK COUNTY (See Attached)**
- III. DISCUSSION OF PROPOSED MEMORANDUM OF UNDERSTANDING BETWEEN FREDERICK COUNTY BOARD OF SUPERVISORS AND FREDERICK COUNTY ECONOMIC DEVELOPMENT AUTHORITY**
- IV. PRESENTATION FROM EDA EXECUTIVE DIRECTOR RE:**
 - a. PROGRESS OF TRANSITION FROM EDC TO EDA**
 - b. DISCUSSION OF EDA STRATEGY TO EMPLOY CONSULTANT TO TARGET RETAIL AND COMMERCIAL CLIENTS**
 - c. EDA STRATEGY**
- V. ADJOURN**



John R. Riley, Jr.
County Administrator

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MEMORANDUM

TO:	Board of Supervisors
FROM:	John R. Riley, Jr., County Administrator
SUBJECT:	Signage Placement Along Major Routes Entering Frederick County
DATE:	August 15, 2014

The Frederick County Economic Development Authority is proposing to install signage along the major routes entering Frederick County, those being Routes 7, 11, 50, and 522, as a way of establishing Frederick County's identity and promoting the county as a business destination. This initiative was one of the phase I recommendations taken from the County's business friendly initiative. The signage would be placed the shoulders of the respective routes.

This proposal was sent to the Transportation Committee for review and recommendation. The Committee recommended the Board direct the EDA to proceed with signage on the primary routes noted above.

At the Authority's June 3, 2014 meeting, the members approved the following:

1. Placement of signs at the border of the county at Route 7, 50 (east/west), 11 (north/south), and 522 (north/south).
2. The attached sign design/message.
3. The use of urethane and brick masonry sign materials, depending on the signs location. You will find attached some sample signage showing metal signs, medium density overlay panel, and high density urethane foam.

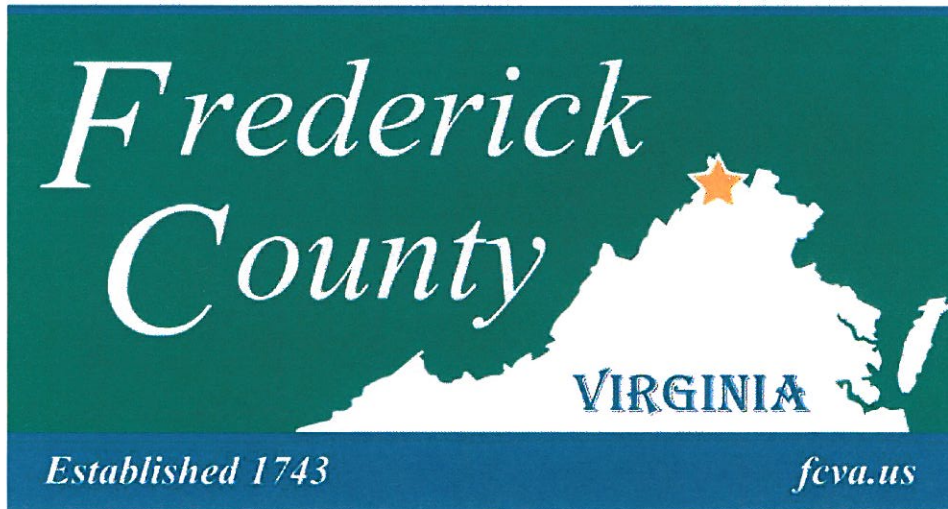
Staff is seeking Board action regarding the design, materials, and placement of signage.

If you have any questions, please do not hesitate to contact me.

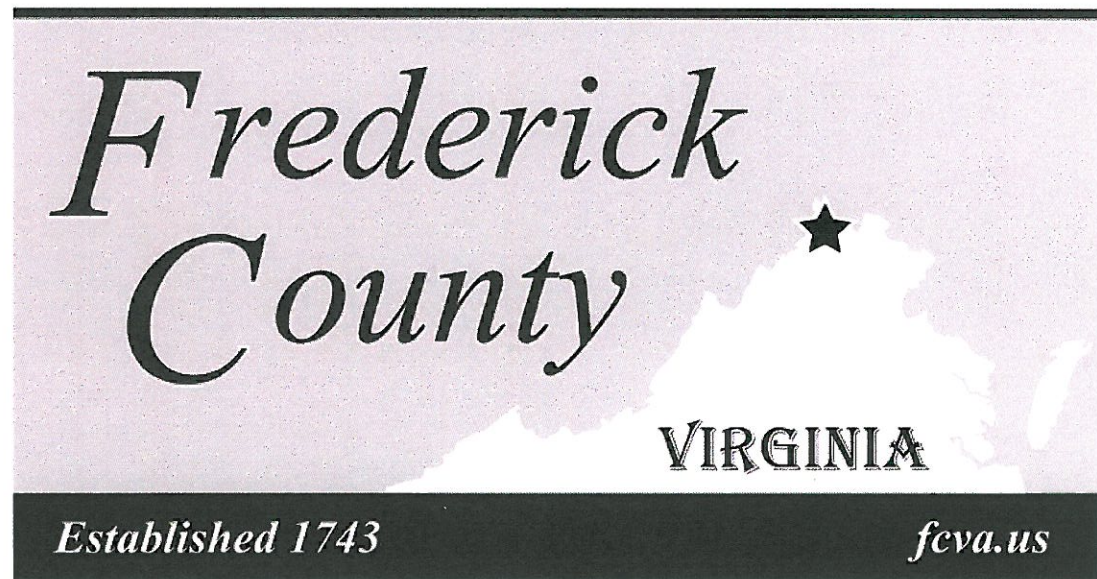
JRR/jet

Attachment

✦ WELCOME TO ✦



✦ WELCOME TO ✦



High Density Urethane Foam



\$4,050 per sign plus install?

Brick & Stone



\$1,700 per sign plus install