

Virginia Integrated Directional Signing Program
Summary of 830 Public Comments
Received May 5, 2005 - June 6, 2005

769 LETTERS

- 763 Letters supporting 24/7 gas priority signing
 - 2 Letters from wineries concerning fees and high-low volumes
 - 2 Letters from campgrounds concerning fees and implementation of TODS
 - 1 Letter from Spotts Fain Consulting supporting 24/7 Gas priority signing
 - 1 Letter from Virginia Petroleum Convenience and Grocery Association
(included was a comparison of other states' gas logo participants criteria)

61 EMAILS

- 50 Emails support 24/7 gas priority signing
- 4 Emails concern handicap accessibility
- 7 Emails do not support 24/7 gas priority signing – Detail below:

Va. Petroleum Convenience and Grocers Association – Mike O'Connor

- o Reduce Fees
- o Keep Sign Committee active
- o Provide annual accounting of costs associated with running program to CTB and Sign Committee
- o 24/7 guarantees one business model placement on signs wherever and whenever they decide to locate, eliminating competition
- o Grandfathering provision previously agreed to by Wawa has been eliminated.
- o No other privatized state or PA (Wawa home base) provides preference to 24-hour operations.
- o Businesses have the option to add 24 hours to their logo panel
- o Most businesses do not stay open 24 hours/ business is slow at night, safety issues, family run operations do not want to be open every minute of the day.
- o Many businesses will be forced to open 24/7 to compete for space.
- o Government should not be providing preference to one business model over another.

Handy Mart Stores – Ken Rice

- Feels the change is to benefit Sheetz and Wawa, which are too far away mileage wise, (2 miles or more) so using lobbyist to get their way.
- Most of the Handy Marts are open 24 hours, 18 locations
- Paid allot of money for the sites near interstate.
- Calls the 24/7 by Wawa a scam!
- At most interchanges, most gas is open 24 hours anyway.
- Refute power play by big chains and keep program as is.

BP Gas Station in Ashland – Greg Puryear

- Reduce fees /Gas margins continue to drop and gas prices continue to rise
- “VEHEMENTLY” oppose 24/7
- Robbery and theft increase late night/reduction in traffic
- Does not pay from business standpoint to stay open all night.
- No agency should be able to dictate Mr. Puryear’s hours of operation

Southside Virginia Gasoline Distributor – Jerry Moore

- Keep program affordable/keep program as is!
- Current participants have made program a success
- Request comes through hands of enterprising new company, which doesn’t respect past contributions of locations that gave their support.

Emmart Oil Company – Jim Emmart

- States the convenience chain pushing the 24/7 wants to eliminate competitors on the signs.
- 24 hours is allowed on the signs now.

Retail Alliance Merchants Association (2000 members and customers in Hampton Roads) Margaret Ballard

- Locally owned merchants would be harmed by the change.
- Due to employment and safety issues, merchants cannot stay open 24 hours/forcing them to change or remain off signs, hurting business in face of increasing out of state competition.
- No other state mandates 24 hours to be on a sign.
- Retail Alliance active in logo sign fee negotiations at ‘05GA.
- SB 813 directed VDOT to conduct review of 24 hour by Aug. 05, did not require new guidelines before that time.
- Views proposed changes out of realm of legislative intent, forcing a serious matter upon GA and Transportation Committee.

- Request CTB not vote in favor of change in sign fee guidelines that hasn't received appropriate legislative review and is anti competitive in nature.

Sadler Brothers Oil and Slip In Food Marts, Director of State Operations – Mark Burnette

- Any changes to the present sign program are unnecessary and would hurt small businesses.
- Has 24 locations and employs close to 300 people.

0 Public Comment Phone Calls