Memo

To: All Solutions 29 Project Delivery Advisory Panel members
From: Henry Weinschenk
Date: November 3, 2016

Reference: Proposed Additional Signage

At the request of Albemarle Square Shopping Center, I am proposing the addition of four panels to existing sign structures to safely direct traffic to the center, which are illustrated at the end of this memo.

As a consequence of the GSI project Albemarle Square has lost the traffic light at their entrance on US29. This creates a lot of confusion for their patrons, especially those that are southbound, that in the past would have made a simple and safe, left turn at the traffic light.

With the new traffic pattern, the southbound patrons must know that they need to use the local lanes and then turn left on Rio Road, see sign A.

From a safety point of view, once on Rio Rd. they should continue straight to the Rio Rd. entrance of the shopping center and not try to attempt making a U-turn into a stretch of the road that has a certain amount of weaving traffic. See sign B. It shows a straight arrow, rather than a curved one, similar to the arrow for Downtown.

The northbound traffic must be alerted to the fact that they must use the local lanes to enter the shopping center safely, even although the center is visible from the trough lanes after leaving the GSI. See signs C and D.

Please note that the panels have white lettering on bronze background. This color is regularly used to indicate attractions, such as is the case with the Michie Tavern sign on the recently reconstructed US29 – US 250 ramp. Michie Tavern is a commercial enterprise that was built on its current site in 1928. It recreates history, but it is not historical per se. It is an attraction as many others in the state.

Shopping centers are also attractions, since they combine, at one location, a number of retail business. In the case of Albemarle Square, it contains 20 active businesses, soon to be joined by a Texas Road House restaurant, and has the potential — when fully leased — to reach over 30 businesses. An ACAC fitness center and a Fresh Market supermarket anchor the shopping center. There is no reason why Albemarle Square may not qualify as an attraction with its corresponding signage. Especially considering that there are safety issues involved as well.

The Charlottesville Regional Chamber of Commerce and its North Charlottesville Business Council have expressed support for this request.
Proposed sign addition on US 29 Southbound near Wal-Mart

SIGN A
Proposed sign addition on US 29 Southbound near Goodwill Store

SIGN B
Proposed sign addition on US 29 Northbound near Westwood Road

SIGN C
Proposed sign addition on US 29 Northbound near Fashion Square

SIGN D