



Community Development Committee

MEETING AGENDA

Berryville-Clarke County Government Center

101 Chalmers Court, Second Floor

Main Meeting Room

Regular Session

October 25, 2021

9:00 AM

Item

Page

1. **Call to Order**
2. **Approval of Agenda**
3. **Unfinished Business**
 - Website Project Update
 - Blight Update
4. **New Business**
 - FY2023 Budget Goals
5. **Other**
6. **Closed Session**
7. **Adjourn**

Community Development Agenda Item Report Summary

October 26, 2021

Item Title

Web Site Update

Prepared By

Christy Dunkle

Background/History/General Information

Town staff has been working with Civic Plus to update the web site. Staff has met several times to discuss tasks including

- Updating the current site (removing old documents, names, titles, etc.)
- Supplying logos and fonts from the branding effort
- Providing photographs for their design team to plug in
- Conversion of existing documents and permits to fillable forms

Findings/Current Activity

Staff continues to update the current information on the web site.

Schedule/Deadlines

The schedule for the web site design update is as follows:

- **Timeline Approval – due October 22, 2021** *Staff submitted the approval form earlier this week.* Please submit the [Timeline Approval Form](#) by end of day to move forward with the scheduled, available resources.
- **Design Configuration Preview Meeting – Monday, November 1, 2021**
Reiterate project audience and goals • Unveil design setup • Demonstrate functionality and preview finished design • Review next steps and assign action items
- **Design Revisions/Approval – approval due November 19, 2021** *This date was moved up because they originally had the approval due the day after Thanksgiving.*
Your team can submit revisions for the design within scope following the Design Configuration Preview Meeting. Once updates have been made, if any, please submit the [design concept approval](#) by end of day on date listed.
- **Training – November 30 and December 7, 2021**
Please reference the coordination, agenda and calendar invites sent directly by your trainer.
- **Redesign Launch – December 15, 2021**
Your new design will go live at this time, followed by a quality control check of each published page to review for proper design application. A report will be provided of any content items that your team may wish to address for Best Practices and ADA compliance.

Other Considerations

N/A

Recommendation

Discuss any questions the Committee members have.

Community Development Agenda Item Report Summary

October 26, 2021

Item Title

Budget Goals FY 23 – Wayfinding Signs

Prepared By

Christy Dunkle

Background/History/General Information

Council has discussed wayfinding signs in the past and has set aside funds for this project. The current reserve is \$25,000.

Findings/Current Activity

In 2011, and again in 2018, Frazier Associates created a scope of work and cost estimate for the creation and installation of wayfinding signs. During that timeframe, VDOT created regulations specific to wayfinding signs.

Frazier Associates works with Virginia Main Street and provides design services to designated communities. It is unclear as to what cost benefits they would be able to provide due to Berryville Main Street's change in designation.

Because the estimates are almost five-years old and future COVID restrictions remain unknown, the scope provided will need to be updated.

Schedule/Deadlines

Frazier's cost estimate for managing the first two phases in **2018 dollars** was \$ 31,225.00 and would include the following tasks:

Phase 1

- Establishing a task group made up of members of the community, staff, and elected officials
- Information gathering
- Several site visits
- Production of schematic designs
- Initial VDOT meeting and review
- Sign system programing including budget creation, general location of the signage, and submission of design plans to VDOT for review

Phase 2

- Creation of construction intent documents for each sign type in the system based on input from the first phase
- Structural drawings and a maintenance plan are created
- VDOT review and miscellaneous meetings

Other Considerations

N/A

Recommendation

Discuss at the meeting.