

**Campbell County Roadside Garden Plan**  
**VDOT Comprehensive Roadside Management Program**

2012

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## Background:

Over recent years, Campbell County has received requests from the community to implement beautification gardens along highway corridors within the locality. Thus, a Board priority/initiative was created to research and develop an internal mechanism through which public and private entities could donate funds for installation of natural gardens (with appropriate recognition signage) within VDOT- maintained properties.

In 2006, Virginia Senate Bill 260 approved the Virginia Department of Transportation's (VDOT) **Comprehensive Roadside Management Program (CRMP)**.

This allows localities to partner with private businesses, individuals or civic organizations to develop sponsored, landscaped gardens within approved VDOT right-of ways. This state-wide program has been integrated into Campbell County's proposed beautification garden initiative and implementation plan.



*Never lose an opportunity of seeing anything that is beautiful.*

*~Ralph Waldo Emerson*

*For their assistance, cooperation and overall support, we kindly thank:*

*Bill Lewis-VDOT District Roadside Manager  
Bryan Waymack-VDOT Statewide Roadside Manager; Maintenance Division  
Rindy Lionberger-(BUD Commission-Town of Rocky Mount)  
Campbell County Economic Development  
Campbell County Management Services*



### **SCOPE OF PROJECT IMPLEMENTATION:**

This self-supporting project is designed to be developed and managed, long-term, by:

1. The future adoption of a resolution by the Campbell County Board of Supervisors in support of the project, applied in conjunction with mandatory public hearings regarding proposed sites.
2. Seeking and maintaining collaborative partnerships with local businesses, civic groups, and individuals committed to enhancing roadways in Campbell County.
3. Securing professionally rendered conceptual designs for proposed gardens; completing and submitting the **Comprehensive Roadside Management Program** Land Use Permit Application for all recommended garden locations.
4. Adhering to the established VDOT Comprehensive Roadside Management regulations (24 VAC 30-121) (Chapter 121).
5. Properly obtaining garden sponsorships/donations; allocating funds through appropriate County budget lines.
6. Creating/submitting a long-term maintenance plan for each designated garden.

### **TIMELINE:**

January 2012 – Final research compiled; edits made to the County's Roadside Garden Sponsorship Plan.

February 2012 – Staff identify potential garden sites in various areas of the locality.

March 2012 – Staff meet with VDOT stakeholders and residency representatives to review the proposed plan and determine feasibility of potential sites.

July 2012 – Plan is submitted to the Board of Supervisors for review/approval.

August 2012 – If approved, sponsorship materials are developed and distributed to potential garden sponsors and the general public.

## **VDOT GENERAL REGULATIONS FOR GARDEN SITES:**

*(AS INDICATED IN VDOT REGULATIONS 24 VAC 30-121-40)*

Campbell County will operate within the parameters listed in VDOT's CRMP regulations; thus, to implement garden sites locally, VDOT regulations indicate:



- Acknowledgment signs displaying the name and/or logo of participating entities may be authorized for erection at the project site/sites in accordance with 24 VAC 30-121-40 D standards.
- No acknowledgement signs installed pursuant to this program may remain in place for more than ten (10) years.
- A sponsoring entity must provide a minimum cash or in-kind contribution to Campbell County for the landscaping activity; such contribution will cover site sponsorship for five years and may be renewed once for an additional five years.
- The cost of the acknowledgement sign is the sole responsibility of the sponsoring business/group; sign costs do not apply toward the minimum contribution requirements set by VDOT.
- All sponsored garden activities must be permitted and have applications submitted by the local government which has jurisdiction over the site(s). These applications/permits must comply with the General Rules and Regulations of the Commonwealth Transportation Board and the Land Use Permit Manual.
- A locality may apply for a single permit for an individual site or submit a jurisdiction-wide permit. **NOTE:** Jurisdiction-wide permits must be applied for and approved on an annual basis, effective from the date of first issuance.
- Applications must contain the name, telephone number and complete mailing address of the local government and its designated agent, who assumes full administrative and operational authority over all proposed garden activities.

- 
- All work should comply with VDOT specifications, standards, policies, and guidance as well as all federal, state, and local government policies, laws regulations and ordinances.
  - Any permitted activity must ensure a net improvement to the existing right-of-way conditions and impose no net operational or financial burden to VDOT.
  - The permittee (Campbell County) must be responsible for all contracted maintenance of the permitted areas in perpetuity. In the event the permittee fails to adequately maintain the landscaping improvements, VDOT may, at its discretion, revoke the permit. Prior to such revocation, the department may, at its discretion and at the permittee's expense, return the area to its original condition: ***NOTE: Any costs to Campbell County associated with maintenance or site reversion will be directly assessed from sponsoring agencies.***
  - Landscaping master plans, project concept plans, sketches, drawings, estimates, specifications, and descriptive text of all activities and any required federal, state, or local permits shall be available for review by the VDOT at all times.



### **LOCALITY REQUIREMENTS:**

A maintenance agreement must be submitted which specifies all current and long-term maintenance activities, associated costs and related funding commitments pertaining to installed garden sites.

Also, VDOT regulations specify that:

- A written notice of scheduled public hearings, pertaining to proposed garden sites, must be rendered to VDOT at least 14 days prior to the meeting date. Conceptual drawings must be rendered and made available to VDOT and the public for review and comment.
- A formal resolution from the Campbell County Board of Supervisors approving the program must be adopted subsequently with the public hearing(s).
- All landscaping and sign/garden installation work should be performed by qualified local government personnel or qualified individuals contracted/or acting as agents of Campbell County.

### **SITE CONDITIONS:**

The garden sites must:

- not be scheduled for any future construction, as defined within VDOT's current six (6) year improvement plan;
- contain sufficient right-of-way to reasonably permit planting and landscaping operations without conflicting with safety, geometric and maintenance considerations;
- not contain overhead or underground utilities, driveways, pavement, sidewalks, or highway system fixtures, including traffic signage or signals that will conflict with the planting or landscaping operations proposed under the project;
- not obstruct or interfere with existing drainage conditions along the site.

## **DESIGN CONDITIONS:**

The project site must **not** incorporate any of the following design elements:



- lighting
- flag poles or pennant poles
- fountains or water features
- landscaping that depicts/represents a logo or name
- advertising in any form
- statuary, sculpture, or other art objects
- pruning or cutting within highway rights-of-way of vegetation with trunk base diameter greater than four inches, unless approved by the District Roadside Manager.
- improvement intended to provide greater visibility to any existing or future business, advertisement or advertising structure.
- improvements that obscure or interfere with the view of existing, lawfully erected advertising structures from the main-traveled way.

**SIGN REQUIREMENT/SPECIFICATIONS:**

**(DETERMINED BY VDOT)**

Acknowledgement signs must meet the following specifications:

(NOTE: Equivalents must be determined and approved by the VDOT Asset Management Division)

- A maximum of two acknowledgement signs are permitted per panel.
- Panels must be 6 feet wide by 20 inches tall; 3 inches corner radii; 1.5 inch – 2 inches thick.
- Sign material must be of high density sign foam or equivalent.
- Acceptable background colors are:
  - Dark Blue (Pantone Matching System #288 or equivalent)
  - Dark Burgundy (Pantone Matching System #188 or equivalent)
  - Dark Green (Pantone Matching System #349 or equivalent)
  - Off-White (Pantone Matching System Cool Gray 1 or equivalent)
- Sign borders must be inset one (1) inch from the outside edge to a  $\frac{3}{4}$  inch wide border, formed by sandblasting or routing to a depth of  $\frac{1}{4}$  inch to  $\frac{1}{2}$  inch.
- Border color must be off-white (Pantone Matching System Cool Gray 1 or equivalent) if background is dark blue, dark burgundy, or dark green (as indicated above).
- A single sponsoring entity may be represented per panel; the representation must be placed within, but no closer than  $\frac{1}{2}$  inch inside the border and formed by sandblasting or routing to a depth of  $\frac{1}{4}$  inch to  $\frac{1}{2}$  inch.
- The words “Landscaping by” must be included in the upper left hand area of the border and must be a minimum of three inches tall. The border must be broken and the color of the “Landscaping by” text must be the same as the border.
- Upon installation, the bottom of the sign at its closest point to the ground must not be greater than 30 inches; the distance between panels shall not exceed four

inches. Post height must not exceed five inches above the top of the highest panel, with the top one inch trimmed at a 45 degree angle.

- Post stain must be solid gray (Pantone Matching System #423 or equivalent).
- In the event the acknowledgment sign is damaged, the permittee is responsible for repairing/replacing the sign. *NOTE: Campbell County reserves the right to assess the respective sponsor of the site for any sign repair or replacement costs.*

### **VDOT SIGN PLACEMENT CONDITIONS:**

Acknowledgment signs may be installed within the right-of-way at the following locations:

- At non-controlled access primary and secondary highways with speed limits of 45 mph or less; there must be no greater than one acknowledgment sign structure per direction per  $\frac{1}{4}$  mile of primary traveled way.
- At non-controlled access primary and secondary highways with speed limits greater than 45 mph; there must be no greater than one acknowledgment sign structure per direction per  $\frac{1}{2}$  mile of primary traveled way.
- At controlled access primary and secondary highways with speed limits of 45 mph or less; there must be no greater than one acknowledgment sign structure per direction per  $\frac{1}{4}$  mile of primary traveled way (see exception below).
- At controlled access primary and secondary highways with speed limits greater than 45 mph or less; there must be no greater than one acknowledgment sign structure per direction per  $\frac{1}{2}$  mile of primary traveled way (see exception below)

**Exception:** At interchanges on controlled access interstates and primary and secondary highways; there shall be no greater than one acknowledgment sign structure per turning roadway.

# ACKNOWLEDGEMENT SIGNS USED TO RECOGNIZE THOSE WHO SPONSOR ROADSIDE LANDSCAPES

## Typical Appearance of installed Acknowledgement Signs



## Color Combinations Allowed

Green: Pantone #349 Off White: Pantone Cool grey #1		
Burgundy: Pantone #188 Off White: Pantone Cool Grey #1		
Blue: Pantone #288 Off White: Pantone Cool Grey #1		

The Asset Management Division may approve colors equivalent to Pantones shown for signs and post. Any one of these color combinations may be used as the background and border.

### Acknowledgement signs and structures shall conform to the following specifications:

- Sign Assembly: A maximum of two acknowledgement panels\* shall be mounted per sign structure.
- Panel dimensions: Six (6) feet wide by 20 inches tall; 3 inches corner radii; 1.5 inch – 2 inches thick.
- Sign Material: High-density sign foam or equivalent
- Background color: Dark blue, dark burgundy, dark green, or off-white (Cool Grey) as specified above.
- Sign Border: Must be ¾ inches wide and inset 1 inch from outside edge, formed by sandblasting or routing a depth of ¼ inch to ½ inch. The words “Landscaping by” must be included in the upper left-hand area of the border. The line and words that form the border must be of off white if dark background and green, blue or burgundy if background is off-white (all colors as specified above). The words “Landscaping by” must be a minimum of 3 inches tall; the line portion of the border must be broken such that the words stand out.
- Acknowledgement content: A single sponsoring entity may be represented per panel. The representation shall be positioned a minimum of ½ inch inside the border and formed by sandblasting or routing to a depth of ¼ inch to ½ inch.
- Installation: The lowest panel must be no more than 30 inches above the ground line at the site. The space between panels must not exceed 4 inches. Each installation must be outside the “Errant Vehicle Clear Zone”.
- Post: A minimum of two posts shall be installed at all locations. Post tops shall not extend more than 5 inches above highest panel with the top 1 inch trimmed at a 45 degree angle. Post stain color must be solid gray (Pantone #423 or equivalent)



\* In accordance with 24 VAC 30-121, only one acknowledgement panel will be permitted in certain situations.



### **SITE SELECTION:**

The Campbell County Department of Economic Development will collaborate with Communications and Public Information staff to select at least three (3) potential garden sites in Campbell County and work cooperatively with local businesses/groups to ascertain interest in site sponsorships.

Upon selecting the sites, the regional VDOT representative will be contacted to verify these locations are acceptable and in compliance with established VDOT regulations. Photos as well as GIS coordinates will be obtained to verify locations of the proposed gardens.

If sites are deemed acceptable, Campbell County will:

- add implementation of the ***Comprehensive Roadside Management Plan*** to the appropriate departmental priorities and initiatives and seek potential sponsors;
- bring a resolution, supporting the project, before the Board of Supervisors for consideration; set public hearing dates to gain citizens' feedback on conceptual drawings of proposed sites;
- file an application with VDOT to permit all approved locations for development. **NOTE: permitting of multiple gardens in one locality must occur once a year (prior to or on the date of the initial submission).**

*The following potential sites are being reviewed by VDOT personnel and County staff for feasibility:*



**Route 29N Median 1  
Altavista, VA**

**Route 29N Median 2  
Altavista, VA**





**Route 29S Median 1  
Altavista, VA**

**Route 29S Median 2  
Altavista, VA**





**Route 29S Median 3  
Altavista, VA**



**Route 29S Median  
Lynchburg Airport Entrance  
Lynchburg, VA**



**Route 29S Median  
Lynchburg Airport Entrance  
Lynchburg, VA**



**Route 29S Median  
Lynchburg Airport Entrance  
Lynchburg, VA**



**Route 29S, 460E Cloverleaf  
Lynchburg Airport Entrance  
Lynchburg, VA**



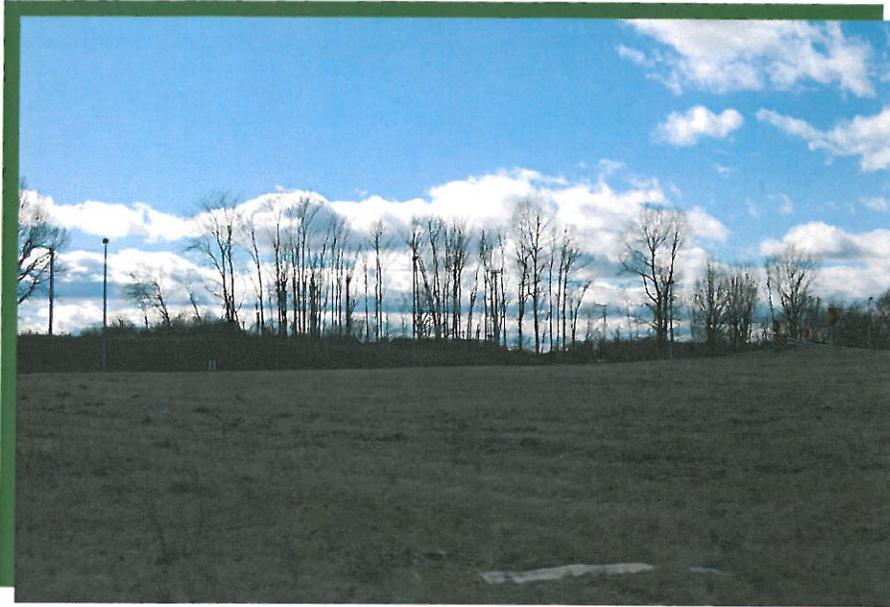
**Route 29S, 460E Cloverleaf  
Lynchburg Airport Entrance  
Lynchburg, VA**



**Route 29S, 460E Cloverleaf  
Entrance  
Lynchburg, VA**

**Route 29S, 460E Cloverleaf  
Entrance  
Lynchburg, VA**





**Route 29S, 460E Cloverleaf  
Exit  
Lynchburg, VA**



**Route 29S, 460E Cloverleaf  
Exit  
Lynchburg, VA**



**501S Brookneal Highway  
Near Foster Fuel Lane  
Brookneal, VA**

**501S Brookneal Highway  
Near Foster Fuel Lane  
Brookneal, VA**





### **SPONSORSHIP PROCESS:**

Public relations materials/packets explaining the program will be created and made available to interested sponsors on-line and/or via the Department of Economic Development and the Office of Communications and Public Information. These materials should include:

- an application for sponsorship and sample sponsorship contract;
- a breakdown of sponsorship fees and description of what these fees cover as well as deadlines for submitting funds;
- an explanation of sponsor responsibilities and liabilities;
- a template maintenance contract which indicates how the site will be maintained long-term;
- sample documentation depicting signage;
- signage and installation specifications.

Staff will conduct presentations conveying program benefits to local civic groups and other organizations, upon request.

Upon submittal of a garden sponsorship application and submission of the needed signed contracts, the sponsoring agency will be required to submit 20% of the indicated fee to obtain a master plan/conceptual drawing of the site. Once the conceptual drawing for the garden is complete and approved by VDOT, the remaining 80% of sponsorship funds (60% for materials and 20% for maintenance) must be rendered to Campbell County by established deadlines (to be determined for each garden site).

**MINIMUM FINANCIAL COMMITMENTS –**

**SPONSORSHIP PER SITE/PER SPONSOR/PER FIVE YEAR**



**COMMITMENT:**

**Non-controlled access primary/secondary highways                      \$7,500.00**

Initial 20% for site design = \$1,500.00

60% for site development and materials = \$4,500.00

20% for maintenance = \$1,500.00

*(\$300.00 per year for basic maintenance over 5 years)*

**Controlled access primary/secondary highways                      \$8,500.00**

Initial 20% for site design = \$1,700.00

60% for site development and materials = \$5,100.00

20% for maintenance = \$1,700.00

*(\$340.00 per year for basic maintenance over 5 years)*

**Interchanges (controlled access primary/secondary hwy) \$10,000.00**

Initial 20% for site design= \$2,000.00

60% for site development and materials= \$6,000.00

20% for maintenance=\$2,000.00

*(\$400.00 per year for basic maintenance over 5 years)*

**Interstate exchanges = \$20,000.00**

Initial 20% for site design=\$4,000.00

60% for site development and materials=\$12,000.00

20% for maintenance=\$4,000.00

*(\$800.00 per year for basic maintenance over 5 years)*

### **BUDGET IMPACT:**

As this is a self-supporting cooperative program (with no budgetary impact to the locality or citizens), Campbell County will establish the appropriate revenue and expenditure lines into which sponsorship funding may be deposited and disbursed for design work, development, and maintenance. Communications and Public Information Office staff will work with Management Services to procure needed services associated with the program. Generated funds will be committed to the Campbell County budget in appropriate increments during the yearly budget process, based on sponsorship pledges; supplemental appropriations may be needed to offset donations/sponsorships which occur outside the regularly scheduled budget process.

Each sponsor has the right to increase the amount of the donation in order to expand the size/quality of the garden site, contingent upon remaining within VDOT requirements. Cost/procurement and installation of signage is the sole responsibility of the sponsoring agency; signage costs are not included in VDOT's minimal contribution calculations. If costs of conceptual designs, site development, maintenance, or site reversion exceed the minimum donation amount established by VDOT, the sponsoring agency will be assessed the difference; Campbell County will incur no cost, outside of internal administrative staff support for the project.

### **PROJECT BENEFITS:**

Campbell County businesses, citizens, and the overall locality benefit from implementing the VDOT Comprehensive Roadside Management Program in that:

- upgrades along roadways increase the visual enjoyment of local and visiting travelers;
- additional advertising opportunities for local businesses are provided along frequently used corridors;
- enhancements serve to attract future economic development and tourism partners;
- the program poses no additional cost to the locality other than staff time.



## **STAFFING IMPACT:**

### ***Campbell County Public Information Officer will:***

- conduct initial research, create an implementation plan; oversee program development;
- ensure the program's adherence to local and state regulations;
- coordinate with Economic Development to provide application information to sponsors; budget self-supporting funding through Economic Development's allocated revenue and expenditure lines;
- collaborate with Management Services staff to procure conceptual designs, garden installation, and maintenance services.

### ***Campbell County Public Information Specialist will:***

- serve as the program's liaison to VDOT representatives, sponsoring entities and the public;
- assist with the development of program literature for distribution to interested businesses/agencies;
- file and maintain VDOT permits/applications, sponsorship materials, and other documentation as needed;
- maintain copies and renewal schedules for all associated VDOT permits;
- maintain copies of contracts for site design, maintenance, and sponsorship funding;
- apply for VDOT ***Comprehensive Roadside Management Program*** permits on behalf of Campbell County and renew permits for consecutive years, as needed;
- provide essential documentation and support as needed.

***Management Services - Purchasing Agent and Budget Analyst will:***

- assist Communications and Public Information staff in submitting requests for bid, according to procurement procedures, for garden design work, garden installation, and garden maintenance;
- maintain documentation/receipts tracking donations and expenditures over the course of the project.

***Economic Development – Tourism Manager/Director of Economic Development will:***

- establish and maintain appropriate self-supporting revenue and expenditure line items associated with the program;
- assist in selecting at least three (3) or more locations in Campbell County that meet VDOT regulations for garden installation while improving the roadway aesthetics for tourism and business recognition purposes;
- provide photos and coordinates of each proposed site inclusion in the permitting process;
- create and maintain a list of companies/groups who are interested in sponsoring garden sites; serve as the initial liaisons between the sponsoring entities and Campbell County;
- coordinate with internal staff, on behalf of sponsoring agencies, to ensure respective agencies' questions are addressed.

**BOARD RESPONSIBILITY:**

The Campbell County Board of Supervisors will be asked to:

- schedule public hearings to gain input from citizens regarding proposed beautification garden sites;
- pass a resolution confirming to VDOT the County's support and approval of the ***Comprehensive Roadside Management Plan*** within the locality;

- approve funding in a rolling, self-supporting budget line to receive and expend donated funds to program maintenance;
- approve a finalized maintenance plan;
- approve the program and staff commitments in the County's annual planning process.

### **LEGALITY:**

Campbell County will be legally responsible for:

- holding public hearings on the proposed garden sites;
- adhering to VDOT regulations.

### **APPENDICES:**

- a. Sample maintenance contract
- b. Sample resolution
- c. Sample sponsorship contract
- d. VDOT Application Form
- e. Final VDOT regulations

### **SOURCES AND TEMPLATES:**

VDOT Regulations 24 VAC 30-121 (Chapter 121);

Rocky Mount (BUD Program) – (Contract and Brochure Templates)

City of Farmville (Draft Resolution)

Prince William County (Sample Sponsorship Contract)

*(Sample maintenance agreement – based on existing agreement created by the Town of Rocky Mount/BUD Commission)*

***Campbell County Comprehensive Roadside Management Maintenance Agreement: Sponsored Landscaped Gardens within VDOT Right-of Ways***

***General Maintenance Agreement***

***General:*** This maintenance agreement shall be in compliance with:

Virginia Department of Transportation (VDOT) Land Use Permit Regulations- 24 VAC 30-151, 2010; VDOT Comprehensive Roadside Management Requirements-24VAC 30-121-10-40; VDOT Road and Bridge Specifications – 24 VAC 30-151-760; Code of Campbell County; Code of Virginia-33.1-223.2:9; VDOT Vegetation Control Regulations and State Right-of Ways, VDOT Tree and Bush and Trimming Policy; Department of Agriculture and Consumer Services in Rules and Regulations for Enforcement of the Virginia Pesticide Law - 2VAC20-20 and 24 VAC30-151-760; and all local, state, and federal laws, ordinances, and policies.

***Maintenance Work:*** This agreement indicates the minimum work requirements essential for the care and maintenance of sponsored landscaped gardens in VDOT right-of-ways within permitted areas of Campbell County. Per this agreement Campbell County shall contract work (internally or externally) within procurement procedures, and fund such work (with sponsorship donations) to furnish all:

- labor
- materials
- equipment
- tools
- services
- installations
- repairs

and render completed (turn-key) and safe landscaped gardens, including all appurtenances. All maintenance work shall be rendered by in-kind services, governmental and/or volunteer labor, and contractual agreements. All work shall comply with all Campbell County regulations/codes/policies, as well as state and federal laws, ordinances and rules. General liability and workers' compensation shall be maintained by service agency as required by the State of Virginia and federal government throughout the duration of this contract.

All natural/plant materials must be maintained in accordance with ANSI A-300 pruning standards, ANSI Z1133.1-200 Safety Standards, and American Standards for Nursery Stock as required to promote plant health and to keep gardens aesthetically pleasing.

**Maintenance work shall include, but not limited to:**

1. Weeding, raking, and trash removal on a regular basis.
2. Application of approved herbicides to remove and/or minimize growth of weeds (used only in compliance with manufactures' labeling and existing ordinances).
3. Application of approved pesticides as needed to minimize insect damage to plant materials; it is recommended that pesticides be environmentally friendly. All pesticides must be used in compliance with manufactures' instructions and within all existing ordinances.
4. Application of mulch to a depth of four inches upon installation. New mulch shall be added annually and routinely renewed as needed to ensure a well-maintained appearance.
5. Approved fertilizer shall be applied at the time of garden installation and as needed throughout the garden's existence.
6. Watering shall occur at the time of implementation and as needed throughout plant establishment and growth periods, in times of drought, and as needed to keep the garden healthy.
7. Dead or damaged plant materials shall be removed and replaced as soon as possible; replacement plants/trees shall be re-planted as suitable for the respective species growing/planting season.
8. Replacement plant material due to destruction (natural or man-made) shall be furnished by the sponsoring agency to the maintenance provider; re-planting costs shall be absorbed fully by the sponsoring agency and negotiated with and paid to the maintenance provider independently.

**Contracts shall be:**

1. Contracted through Campbell County Management Services, in conjunction with existing federal procurement policies, to secure a qualified vendor/group to provide landscaping services as necessary.
2. Authorized for a two year period and renewable on a yearly basis, contingent upon agreement by Campbell County, the sponsoring agency, and the maintenance provider.
3. Terminated immediately if services are not rendered in compliance with set standards, established time frames and/or delivered within the quality expectations of Campbell County and the sponsoring agency.

**Additional Work:**

Campbell County, in cooperation with VDOT, reserves the right to:

1. Award other contracts for garden maintenance, as needed and as covered through sponsorship donations, to conduct additional improvement services and necessary tasks required for the overall maintenance and well-being of the garden.
2. Campbell County, sponsoring agency representatives, and approved contractors will have use of the right-of-way for work, essential storage, and access, but shall limit use to actions/items essential to completing work.
3. Garden landscape plans shall be submitted to Campbell County Administration, VDOT Manager for Campbell County, Community and Economic Development Department, and the sponsoring agency for review and approval prior to construction.

**Garden Implementation:**

1. All work is to be performed by trained personnel, on schedule, and in a professional manner, ensuring quality service under the supervision of the contracted agencies' representatives.
2. All natural/plant materials must be maintained in accordance with:
  - a. ANSI A-300 pruning standards
  - b. ANSI Z1133.1-200
  - c. American Standards for Nursery Stock

Designated Campbell County staff, VDOT staff, and sponsoring agency representatives may inspect the work site at any time.

Signed \_\_\_\_\_ Date: \_\_\_\_\_

Campbell County Project Designee – Sherry F. Harding

Signed \_\_\_\_\_ Date: \_\_\_\_\_

Campbell County Administrator – R. David Laurrell

Signed \_\_\_\_\_ Date: \_\_\_\_\_

VDOT Residency Administrator - VDOT Roadside Manager -

Signed \_\_\_\_\_ Date: \_\_\_\_\_

Signed \_\_\_\_\_ Date: \_\_\_\_\_

Maintenance Contractor

Signed \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

# COUNTY OF CAMPBELL



## SUPERVISORS

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## BOARD OF SUPERVISORS

POST OFFICE BOX 100, RUSTBURG, VIRGINIA 24588

**Sample Resolution:** (based on City of Farmville's Resolution)

**WHEREAS**, local companies have expressed an interest in sponsoring beautification gardens within Virginia Department of Transportation (VDOT) right-of-ways in Campbell County; and

**WHEREAS**, the Virginia Department of Transportation has implemented a **Comprehensive Roadside Management Program** as a venue through which localities may partner with businesses, civic groups, and individuals, through sponsorships, to undertake such projects in support of community beautification and tourism; and

**WHEREAS**, the Comprehensive Roadside Management Program is a self-supporting project, through which no costs will be incurred by Campbell County to implement or maintain sponsored gardens; and

**WHEREAS**, \_\_\_\_\_ sites in Campbell County have been identified and approved by VDOT as suitable locations for beautification garden projects;

**WHEREAS**, the Campbell County Board of Supervisors supports projects of this nature to continue community enhancement as well as promote partnerships that strengthen tourism and economic development; and

**WHEREAS**, it is required to conduct a public hearing prior to making application for participation in the Comprehensive Roadside Management Program; and

**NOW, THEREFORE, BE IT RESOLVED** that the Campbell County Board of Supervisors supports the implementation of a Comprehensive Roadside Management Program in Campbell County and does hereby approve the scheduling and advertising of a public hearing for \_\_\_\_\_ to consider citizen input on the development of sponsored beautification projects in Virginia Department of Transportation right-of-ways within the locality.

(Sample Sponsorship Contract - based on Prince William County's contract template)

**Campbell County Comprehensive Roadside Management Program:  
VDOT Right-of-Way Beautification Garden Sponsorship Contract  
(Source: Town of Rocky Mount Sponsorship Contract)**

THIS AGREEMENT, made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, by and between the \_\_\_\_\_ (company Board of Directors) \_\_\_\_\_, hereinafter called "sponsoring agency" (which includes any and all its successors and assigns) and the Campbell County Board of Supervisors, hereinafter called the "County".

**WITNESSTH THAT**

**WHEREAS**, the sponsoring agency maintains business operations within Campbell County and seeks to sponsor \_\_\_ landscaping projects within VDOT right-of-ways within the locality; and

**WHEREAS**, the sponsoring agency seeks to contribute to the local community by providing funds to design, install, and maintain beautification gardens to enhance appearances, promote local tourism and safety; and

**WHEREAS**, the sponsoring agency has agreed to participate in the Virginia Comprehensive Roadside Management Program (24 VAC 30-121-10 through 24 VAC 30-121-40) for the roadside and/or median area(s) designated as:

1. Longitude \_\_\_\_\_ Area \_\_\_\_\_ Highway # \_\_\_\_\_  
Latitude \_\_\_\_\_
2. Longitude \_\_\_\_\_ Area \_\_\_\_\_ Highway # \_\_\_\_\_  
Latitude \_\_\_\_\_
3. Longitude \_\_\_\_\_ Area \_\_\_\_\_ Highway # \_\_\_\_\_  
Latitude \_\_\_\_\_

NOW, THEREFORE, in consideration of the foregoing premises, the mutual covenants contained herein, and the following terms and conditions, the parties hereto agree, as follows:

1. Campbell County shall apply for the appropriate permits through established VDOT processes for designated areas to be landscaped. Descriptions and photos of selected sites are attached as Appendices \_\_\_\_\_ to \_\_\_\_\_.
2. The selected right-of-way locations will be implemented using approved contracted and services, in accordance with the VDOT Land Use Permit Manual (24 VAC 30-151)
3. The sponsoring agency shall procure the constructions and installation of acknowledgement signage, according to VDOT standards.
4. Sponsorship funding in the amount of \_\_\_\_\_ shall be rendered to Campbell County for \_\_\_\_\_ to \_\_\_\_\_ sites; according to established deadlines. These funds shall be expended as needed to cover garden design, installation, and maintenance in compliance with VDOT standards.
5. Upon receipts of sponsorship funds, Campbell County shall procure:
  - a. Conceptual Drawings
  - b. Landscaping Materials
  - c. Installation Services
  - d. Needed maintenance of garden sites
6. Replacement signage or the replacement of natural elements shall be provided by the site sponsor, if the sign or garden is damaged/destroyed.
7. This agreement is valid and renewable for a five year term, at the discretion of the locality and VDOT. If the sponsoring agency wishes to terminate participation in the program, prior to completing the five year cycle, the site sponsor will arrange for said sign to be removed within 30 days and assume responsibility for returning the site to its natural state.

Witness the following signatures and seals:

Sponsoring Agency: \_\_\_\_\_

By: \_\_\_\_\_

STATE OF VIRGINIA:

COUNTY OF CAMPBELL, to-wit:

I, \_\_\_\_\_, a Notary Public in and for the County and State aforementioned, whose commission expires on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, do hereby certify

that \_\_\_\_\_, whose name is signed to the foregoing agreement bearing the date of \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_, has acknowledged the same before me in my said County and State.

GIVEN UNDER MY HAND this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_

Notary Public

SAMPLE



Land Use Permit Application No. \_\_\_\_\_  
Commonwealth of Virginia  
Department of Transportation

RETURN TO VDOT RESIDENCY OR PERMIT OFFICE ADDRESS

APPLICATION is hereby made for permit as shown on the accompanying plan or sketch and as described below. Said activity(s) will be done under and in accordance with the rules and regulations of the Commonwealth Transportation Board of Virginia, in so far as said rules are applicable thereto and any agreement between the parties herein before referred to. Where applicable agreements may be attached and made a part of the permit assembly including any cost responsibilities covering work under permit. Applicant agrees to maintain work in a manner as approved upon its completion. Applicant also hereby agrees and is bound and held responsible to the owner for any and all damages to any other installations already in place as a result of work covered by resulting permit. Applicants to whom permits are issued shall at all times underrun and save harmless the Commonwealth Transportation Board members of the Board, the Commonwealth and all Commonwealth employees, agents, and offices, from responsibility, damage, or liability arising from the exercise of the privileges granted in such permit to the extent allowed by law. In consideration of the issuance of a permit the applicant agrees to waive for itself, successors in interest or assigns any entitlements it may otherwise have or have hereafter under the Uniform Relocation and Assistant Act of 1972 as amended in event the Department or its successor, chooses to exercise its acknowledged right to demand or cause the removal of any or all fixtures, personality of whatever kind or description that may hereafter be located, should this application be approved.

**TYPE OR PRINT CLEARLY**

Social Security or Tax ID number _____ Owner Name _____ Address _____ City _____ State _____ Zip Code _____	Contact Name _____ E-mail Address _____ Phone Number (____) _____-_____ Emergency Number (____) _____-_____ Fax Number (____) _____-_____ _____ _____ _____
Social Security or Tax ID number _____ Agent Name _____ Address _____ City _____ State _____ Zip Code _____	Contact Name _____ E-mail Address _____ Phone Number (____) _____-_____ Emergency Number (____) _____-_____ Fax Number (____) _____-_____ _____ _____ _____
Permit Term Requested _____ Fees Enclosed \$ _____ Check Number _____ Coupon Number(s) _____ Money Order _____ Other _____ The estimated cost of work to be performed on VDOT Right of Way \$ _____	
Surety Information: Surety Company Name _____ Amount of Surety \$ _____ Obligation Amount \$ _____	
The Surety Posted by Owner ( ) or Agent ( )	
Check # _____ Bond # _____ ILC # _____ <input type="checkbox"/> Corporate Surety <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Waived	
Applicant has provided proof of the following requirements in accordance as defined in Code of Virginia section 2.2-1151.1.	
(1) The utility company has registered as an operator with the appropriate notification center. (2) Attached is a notarized affidavit, that the utility owner has notified the commercial and residential developer, owner of commercial or multifamily real estate, or local government entities with a property interest in any parcel of land located adjacent to the property over which the land use is being requested, that application for the permit has been made.	

**Request Permission:** To perform the following activity(s) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ as per attached plans.

**Location:** Tax Map Number \_\_\_\_\_ Applicant Job No. \_\_\_\_\_  
 Geographically in County / Town / City of \_\_\_\_\_ On Highway Route and /or Name \_\_\_\_\_  
 Between Route \_\_\_\_\_ St. Name \_\_\_\_\_ Latitude \_\_\_\_\_ Longitude \_\_\_\_\_  
 And Route \_\_\_\_\_ St. Name \_\_\_\_\_ Latitude \_\_\_\_\_ Longitude \_\_\_\_\_

IF APPLICABLE, I AGREE TO PAY THE FULL SALARY AND EXPENSES OF A STATE ASSIGNED INSPECTOR IN CONJUNCTION WITH THIS PROJECT, COVERED BY ACCOUNT RECEIVABLE NUMBER.

Signature of applicant \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_  
 Signature of agent \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

All applicable items on this form must be completed before your request can be considered. Recheck information furnished to avoid delay. Prepayment Required - make Remittance payable to Virginia Department of Transportation.

**VDOT USE ONLY**

Receipt is hereby acknowledged of CHECK _____ COUPON _____ M O. _____ In The Amount of \$ _____ Permit Fee \$ _____ Cash Surety \$ _____ VDOT Reference Number _____ Signed _____ VDOT. Original Copy To Permit Office Copy To District Office Copy To Applicant
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# FINAL REGULATIONS

For information concerning Final Regulations, see Information Page.

## Symbol Key

Roman type indicates existing text of regulations. *Italic type* indicates new text. Language which has been stricken indicates text to be deleted. [Bracketed language] indicates a change from the proposed text of the regulation.

## TITLE 24. TRANSPORTATION AND MOTOR VEHICLES

### COMMONWEALTH TRANSPORTATION BOARD

Title of Regulation: **24 VAC 30-121. Comprehensive Roadside Management Program (adding 24 VAC 30-121-10 through 24 VAC 30-121-40).**

Statutory Authority: §§ 33.1-12 and 33.1-223.2:9 of the Code of Virginia.

Effective Date: February 22, 2006.

Agency Contact: Brian Waymack, State Roadside Manager, Department of Transportation, Asset Management Division, Monroe Tower, 1401 East Broad Street, attn: Brookfield, Richmond, VA 23219, telephone (804) 662-7512, FAX (804) 662-9405, or e-mail brian.waymack@vdot.virginia.gov.

#### Summary:

*The regulation sets forth the requirements applicable to all individuals or community groups that wish to work through local governments to landscape portions of highway rights-of-way. This regulation includes procedures for approval and criteria used to evaluate each proposal, and is intended to serve as a reference resource for parties involved in the planning, design, development, and maintenance of corridors and gateways into localities.*

*Revisions to the proposed version primarily deal with clarifying allowable activities under the program, establishing more detailed specifications for signage, ensuring that the program will not conflict with existing outdoor advertising regulation participants, and allowing more flexibility in the location of signs along primary and secondary highways.*

#### CHAPTER 121. COMPREHENSIVE ROADSIDE MANAGEMENT PROGRAM.

#### **24 VAC 30-121-10. Purpose.**

*The Comprehensive Roadside Management Program (program) is administered by the Virginia Department of Transportation (department), and enables private businesses, civic organizations, communities, individuals and local governments an opportunity to improve the appearance and safety of the state maintained right-of-way or real property, herein referred to as right-of-way, by participating in the project development, establishment, and maintenance of landscaping activities within the state-maintained right-of-way. This chapter sets forth policies and procedures governing the program.*

#### **24 VAC 30-121-20. Participation.**

*A. Eligible entities. A local government, private business, community, individual, or civic organization may fully fund the development, establishment, [~~and~~ or] maintenance [, or any combination of these,] of landscaping a segment of the right-of-way upon application [to,] and approval [of by,] a designated department representative. Such entities are eligible to participate as:*

- 1. A single local government;*
- 2. A local government partnership between one or more contiguous local governments; or*
- 3. A private business, civic organization, community or individual through sponsorship by a local government or local government partnership. Such entities are eligible to participate as a donor through the local government by providing to the local government cash or noncash contributions.*

*B. Acknowledgement signs. Signs acknowledging the name or logo, or both, of participating entities may be authorized for erection at the project site in accordance with 24 VAC 30-121-40 D 2. However, no acknowledgment signs installed pursuant to this program shall remain in place for more than 10 years.*

*C. In addition to the specifications in 24 VAC 30-121-40 D 2, in order to be recognized on an acknowledgement sign, an entity must provide a minimum cash or in-kind contribution to the permittee for the landscaping activity as specified below. Such contribution shall [~~guarantee the~~ allow an] acknowledgement sign for five years [, unless the need arises for removal or relocation of the sign]. Cost of the acknowledgement sign shall not count toward the minimum contribution requirement.*

- 1. Noncontrolled access primary and secondary highways: \$7,500 contribution.*
- 2. Controlled access primary and secondary highways: \$8,500 contribution.*
- 3. Interchanges on controlled access primary and secondary highways: \$10,000 contribution.*
- 4. Interstate interchanges: \$20,000 contribution.*

#### **24 VAC 30-121-30. Application requirements.**

*A. All program activities must be applied for by the local governments within the jurisdiction in which the activity is proposed to occur in accordance with the General Rules and Regulations of the Commonwealth Transportation Board (24 VAC 30-20-20 and 24 VAC 30-20-80) and the Land Use Permit Manual (24 VAC 30-150). The Land Use Permit Manual and the general rules may be obtained from the [~~Local Assistance~~ Asset Management] Division, Virginia Department of Transportation, 1401 East Broad*

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# Final Regulations

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Street, Richmond, Virginia 23219, or by accessing the Virginia Administrative Code website at <http://leg1.state.va.us/000/reg/TOC24030.HTM>.

1. *Single activity or segment permit.* A local government may apply for a permit for each individual proposed activity or for all proposed activities on a specific route.
2. *Jurisdiction-wide permit.* A local government may apply for a jurisdiction-wide permit to cover all proposed activities occurring within that local government's jurisdictional boundaries on the right-of-way. Such jurisdiction-wide permits must be renewed on an annual basis from the date of permit issuance.

B. The application shall be in the form prescribed by [ ~~24 VAC 30-150~~ the Land Use Permit Manual ] and shall at a minimum include:

1. The name, telephone number, and complete mailing address of the local government and the authorized local government representative who shall be officially designated by the local government as having full administrative and operational authority over all proposed activities;
2. A maintenance agreement that outlines obligated specific maintenance activities and responsibilities, projected maintenance costs, and related funding commitments necessary to ensure areas are maintained and performing as originally permitted; and
3. A formal resolution [ of endorsement ] from the local governing body, adopted subsequent to a public hearing during which the proposed landscaping activities are made available for review. The local governing body shall provide written notification to the department of its intention to hold such a hearing no later than 14 days prior to such hearing. Such notification shall be made to the Asset Management Division Administrator, Virginia Department of Transportation, 1401 East Broad Street, Richmond, Virginia 23219.

## **24 VAC 30-121-40. Conditions.**

A. In order to participate in the program, each project must comply with the Land Use Permit Manual [ ~~24 VAC 30-150~~ ] and the general, site, and design considerations specified in this section.

B. General considerations. The following general considerations apply to any permitted activity:

1. *Qualifications.* All work shall be performed by qualified local government personnel or qualified individuals acting as an agent of the permitted local government.
2. *Compliance.* Such work shall comply with all departmental specifications, standards, policies, and guidance and all applicable federal, state, and local government policies, laws, regulations, and ordinances.
3. *Improvement.* Any permitted activity must ensure a net improvement to existing right-of-way conditions and impose no net operational or financial burden to the department as determined by the department.

4. The permittee shall be responsible for the maintenance of the permitted areas in perpetuity. In the event the permittee fails to adequately maintain the improvements, the department may, at its discretion, revoke the permit. Prior to such revocation, the department may, at its discretion and at the permittee's expense, return the permitted area to its original condition.

5. The master plan, project concept plan, sketches, drawings, estimates, specifications, and descriptive text of all activities and any required federal, state, or local permits shall be available for review by the department at all times.

C. Site considerations. For sites to be approved by the department, the following site conditions must be met. The site must:

1. Not be scheduled for future construction as defined within the department's current six-year improvement plan, which would conflict with the activities proposed on the project;
2. Contain sufficient right-of-way to reasonably permit planting and landscaping operations without conflicting with safety, geometric, and maintenance considerations;
3. Not contain overhead or underground utilities, driveways, pavement, sidewalks, or highway system fixtures including traffic signage or signalization that will conflict with the planting or landscaping operations proposed under the project; and
4. Not obstruct or interfere with existing drainage conditions along the site.

D. Design considerations. For sites to be approved by the department, the following design considerations must be met.

1. The project design shall not include the following design elements:
  - a. Lighting;
  - b. Flagpoles or pennant poles;
  - c. Fountains or water features;
  - d. Landscaping that depicts or represents any logo, name, or constitutes an advertisement in any form; [ or ]
  - e. Statuary, sculpture, or other art objects [ ; ]
  - [ f. Pruning or cutting within highway rights-of-way of vegetation with trunk base diameter greater than four inches, unless approved by the District Roadside Manager; ]
  - g. Any improvements intended to provide greater visibility to any existing or future business, advertisement or advertising structure; or
  - h. Any improvements that obscure or interfere with the view of existing lawfully erected advertising structures from the main traveled way. ]

# Final Regulations

2. Acknowledgement signs and structures installed pursuant to this program must meet the following design specifications:

a. Panels per sign structure: a maximum of two acknowledgement panels per sign structure.

b. Panel dimensions: 6 feet wide by 20 inches tall; 3 inches corner radii; 1.5 inch – 2 inches thick.

c. Sign material: high density sign foam or equivalent.

d. Background color options: dark blue [(Pantone Matching System #288 or equivalent as determined by the Asset Management Division)], dark burgundy [(Pantone Matching System #188 or equivalent as determined by the Asset Management Division)], dark green [(Pantone Matching System #349 or equivalent as determined by the Asset Management Division)], or off-white [(Pantone Matching System Cool Gray 1 or equivalent as determined by the Asset Management Division)].

e. Sign border: must be inset 1 inch from outside edge to a 3/4-inch wide border formed by sandblasting or routing a depth of 1/4-inch to 1/2-inch; color must be [white off-white (Pantone Matching System Cool Gray 1 or equivalent as determined by the Asset Management Division)] if dark background or dark [blue (Pantone Matching System #288 or equivalent as determined by the Asset Management Division), dark burgundy (Pantone Matching System #188 or equivalent as determined by the Asset Management Division), or dark green (Pantone Matching System #349 or equivalent as determined by the Asset Management Division)] if [white off-white] background.

f. Acknowledgement content: a single sponsoring entity may be represented per panel; the representation may be placed within but no closer than 1/2 [-] inch inside the border and formed by sandblasting or routing a depth of 1/4 inch to 1/2 inch.

[g. The words "Landscaping by" must be included in the upper left hand area of the border and must be a minimum of three inches tall. The border must be broken and the color of the "Landscaping by" must be the same as the border.

h. Installation: the bottom of the sign at its closet point to the ground shall not be greater than 30 inches above the ground. The distance between panels shall not exceed four inches. Post height shall not exceed five inches above the top of the highest panel, with the top one inch trimmed at a 45-degree angle. Post stain color must be a solid gray (Pantone Matching System # 423 or equivalent as determined by the Asset Management Division). ]

3. In the event an acknowledgement sign structure or panel is damaged, the permittee shall be responsible for repairing or replacing the sign.

4. Acknowledgement sign structures installed pursuant to this program may be placed within the right-of-way at the following locations:

a. Noncontrolled access primary and secondary highways [with speed limits of 45 mph or less]: no greater than one acknowledgement sign structure per direction per [1/2 1/4] mile of main traveled way.

[b. Noncontrolled access primary and secondary highways with speed limits greater than 45 mph: one acknowledgement sign structure per direction per 1/2 mile of main traveled way.

c. Controlled access primary and secondary highways with speed limits of 45 mph or less: no greater than one acknowledgement sign structure per direction per 1/4 mile of main traveled way except as specified in subdivision 4 e of this subsection. ]

[~~b. d.~~ d.] Controlled access primary and secondary highways [with speed limits greater than 45 mph]: no greater than one acknowledgement sign structure per direction per 1/2 mile of main traveled way except as specified in subdivision 4 [e e] of this subsection.

[~~e. e.~~ e.] Interchanges on controlled access interstates, primary and secondary highways: no greater than one acknowledgement sign structure per turning roadway [with no more than one panel per acknowledgement sign structure].

NOTICE: The form used in administering 24 VAC 30-121, Comprehensive Roadside Management Program, is listed and printed below.

## FORMS

Land Use Permit Manual Application Form (Revised 10/2003).