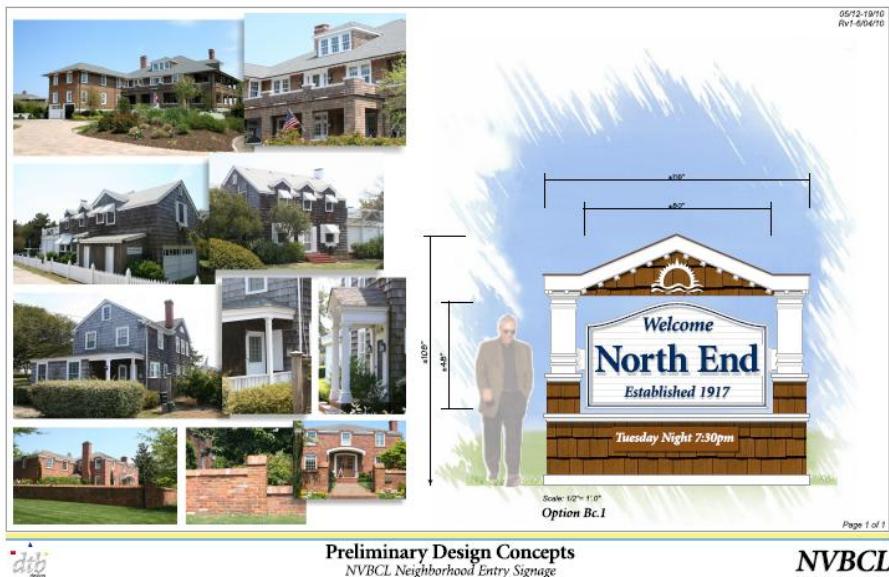


NEIGHBORHOOD WELCOME SIGNS



At the request of several long time residents of the North End, the NVBCL embarked on an inclusive planning process to design an entrance sign for our neighborhood. This comes after we have seen several tastefully designed signs announcing the Bayfront Communities and the Old Beach Neighborhood. Residents of these neighborhoods have spoken with us of the results of the delineation of their neighborhoods and how the signs established a residential district and actually assisted in traffic calming. With this in mind the NVBCL Executive Committee commissioned Mr. David Blair, an established Environmental Graphic Designer with over 25 years experience as a lead designer for Architectural Graphics Inc. an internationally acclaimed Graphics and Signage design/build company located in Virginia Beach. David's recent work in Virginia Beach is displayed at the Hilton, Ocean Beach Club, Sentara, Bank of America, VB Homes office, and First Presbyterian Church at 36th Street.

The design process began in March with a NVBCL Sign Committee that included Board members Kimberly Goold, Susan Pender, Brian Murden, Dave Jester, Martin Waranch, Theresa Briggs, Dorothy Spitalney and Billy Almond. The sign committee met with the designer to discuss the criteria for the sign design. Major emphasis was placed on "what was unique to the North End and not found elsewhere". We asked the designer to study the cottage architecture at the North End, research North End history, and look at the ecology and environment for inspiration. With this in mind the designer researched several historic beach cottages in our neighborhood, met with Fielding Tyler at the Old Coast Guard Station to review old newspapers and photos, and photographed north end beach landscapes. The goal for the design is to synthesize historic architecture, building materials, and our unique natural environment. The NVBCL sign committee reviewed options and weighed the merits of design, materials, and site locations. After lengthy deliberations, the Sign Option Bc.2 was agreed to with modifications. The sign committee approved the blend of historic architectural elements using the pediment forms with supporting columns, architectural detailing found on most cottages homes, the use of shingles and fascia, and the imagery of the sunrise over the ocean ripples captured the essence of the uniqueness of the North End. The NVBCL Sign Committee's approved sign design was finalized and presented to the NVBCL Board on June 8th and brought to the July 20th General Membership meeting where it received unanimous support to continue the project process.

On a parallel track was the issue of sign location. It was agreed that we would pursue two locations with the City of Virginia Beach. Our southern entry sign would be located in the center median approximately at 43rd Street and the Northern entry sign would be located in the center median where Shore Drive begins to turn into Atlantic Avenue at 83rd Street. Subsequent meetings with VB Traffic Engineering resulted in general concurrence with these locations. The process now requires a detailed topographic survey for use in the application for the two encroachments for the two locations. Once the signs are approved to be placed at these locations, the Sign Committee will be able to develop an opinion of probable construction costs to bring to the civic league for approval to move forward with the fabrication and construction.