



Recommendations of Beautification Committee
To
South Bethany Town Council

October 27, 2011

With the repaving of Ocean Drive (OD), construction of the beach dune that now protects the street from storm damage, the Committee commenced a study on ways and means to improve the “look” of this most heavily utilized street. At the onset, it was believed that aesthetic upgrades would rule the agenda: however further investigation revealed that other important considerations would have to be dealt with, some well outside the scope of “beautification.”

This unforeseen turn of events required the Committee to contact transportation officials and review regulations which had to be met before anything else. We believe what is proposed herein will meet these multiple Federal and State requirements and all cost estimates are as accurate as possible.

This report and subsequent recommendations will include the following:

- Safety of existing signs on Ocean Drive
- Legality and liability of current signs
- Installation of new trash bins and barrels
- Current state of existing sign posts
- Upgrades to street signs and posts
- Introducing the concept of making OD a “Promenade”
- Future considerations for street lighting (no recommendations)

LIABILITY – FUNDING – ISSUES

Before discussing the Committee’s specific proposals, two underlying matters should be addressed.

First - Liability – Currently the large majority of signs on Ocean Drive do not meet Federal or State laws and regulations and therefore expose The Town to possible liability proceedings. Both Delaware and the Federal government have adopted the “Manual on Uniform Traffic Control Devices” (MUTCD). Without going into detail of this voluminous document, the section most affecting Ocean Drive is the height of signs. They are required to be seven (7) feet above street level (bottom of sign) for all signs, but there are exceptions which the committee has taken into consideration. Furthermore, the Americans With Disabilities Act contains additional requirements. We believe these requirements have been addressed and met. These important considerations have been discussed with Melvin who was most helpful in steering us in the proper direction and he has recommended that we consider these issues in our deliberations.

Second – Funding – The Committee is of the belief that with the exception of new trash bins and barrels for the walkways, the costs associated with the following recommendations would meet requirements and could be funded by MSA grants. While no labor cost, with the exception of the trash bins, are included in these recommendations, we understand the MSA grant could also be used to cover the cost of labor.

CREATING A “PROMENADE”

It would seem appropriate if signs are to be altered and brought into compliance, that this would be a perfect opportunity and cost effective time to upgrade the overall appearance of Ocean Drive. Make it a “Promenade.” There are two areas in Town that have a particular lasting impression on visitors and homeowners alike; the Route 1 median (where significant and enormously pleasing landscaping is underway) and the other is Ocean Drive. The following proposals, taken as a whole, would make this heavily utilized street a showplace that all can enjoy and take pride.

Coordination of street signs, posts and trash bins with the now existing “Beach Rules” white posts, would achieve this objective and eliminate much of the current eclectic look that now exists.

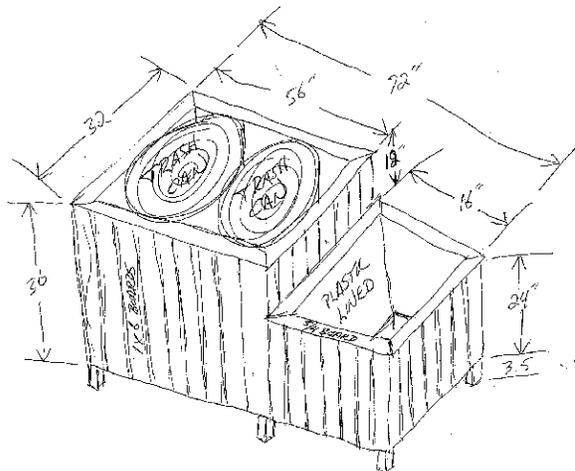
New Trash Bins, Planters and Barrels for Beach Walkways

Many of the existing walkways trash bins are in disrepair. Replacing the 17 bins (15 on Ocean Drive, 2 on Seaside) would be done in-house. New blue trash barrels would replace the existing red barrels.

Attached to the new bins would be a planter for flowering plants. Flowers selected would require a minimum amount of watering. The Town would purchase the flowers. The bins would be painted/stained in white. This addition will do much to brighten the walkways.

Cost: 17 bins @ \$400 per	\$ 6,800
34 barrels @ \$ 8	272
Total	\$7,072

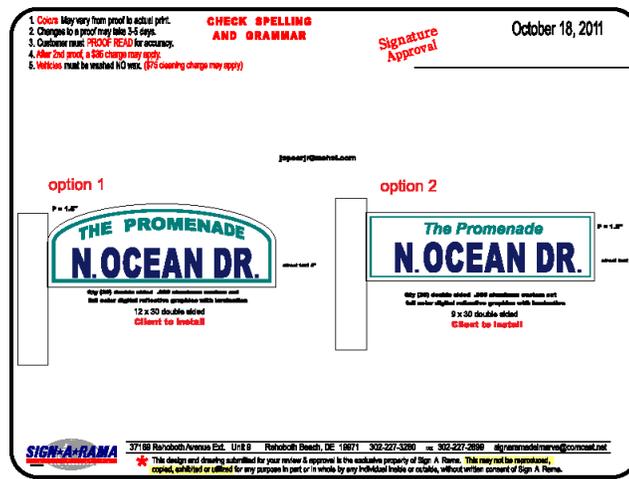
Sketch of new bins:



“Promenade” Street Signs

To further the “new look” it is recommended that existing street signs for Ocean Drive and the cross streets that intersect it be replaced with new color coordinated signs. They would have a background in white and the color of the lettering has yet to be determined, although some have suggested blue lettering to match barrel and “rules” lettering. The cross street signs e.g. N 5th St, Jamaica, etc. would be the standard size street sign used throughout the Town, but would match the colors of the Promenade signs.

As will be viewed below, the upper part of the OD signs would carry the wording “The PROMENADE” depicting a walking place for pleasure, which OD certainly has become.



Option 1 would seem to be the most pleasing and further emphasize that OD is indeed a promenade. However, both options are presented with varying costs. New brackets will be necessary as we have been informed that when a sign is replaced, the bracket often breaks in the process. The Town has and is currently doing business with the vendor.

Costs: Option 1	20 signs @ \$182.91	\$3,658.19	
	Option 2	20 signs @ \$120.46	2,409.29
	20 cross street signs @ \$78.52	1,570.50	
	40 sign braces @ \$20	800.00	
Option 1 total cost.....		\$6,028.69	
Option 2 total cost.....		\$4,779.79	

Wrapping/Sleeving 4X4 Posts with Vinyl Covering

The wrapping of wooden posts with vinyl sleeves has become common with many jurisdictions including Fenwick, Middlesex, and Bethany, to name a few. To further enhance the unique character and intrinsic value of OD, the Committee recommends the wrapping of wooden posts. This would render continuity and coordination with beach rules signs, street signs and trash bins.

Currently, there are 118 posts along OD with stop signs, permit info, No Parking Here to Corner, etc. Most of the 20 blocks have five (5) posts and some six (6) as illustrated in the Addendum

1. By combining many of these signs on a single post, twenty (20) can be eliminated by combining them with the “No Parking Here To Corner” post at the north end of each block. And this can be done and still meet all applicable MUTCD and Disability Act requirements! Additionally, there are three posts which can be removed from the east side of OD.

This leaves a total of 95 posts. While there may be some newer posts which can be wrapped, maintenance has recommended replacing all others with new pressure treated posts as they are twisted or are in various stages of rotting at ground level.

Cost	95 pt posts @ \$20 per	\$1,900
	95 vinyl wraps \$30 per	2,850
	95 decorative sign post caps @ \$5 per	475
	Total.....	\$5,225

Adopt A Walkway

In an effort to gain community involvement to spruce up the entire community, including one’s own premise, homeowners will be asked to “Adopt A Walkway.” Several have already expressed an interest and the program will be similar to the very successful endeavor “Adopt A Canal/Road End.” It will differ however, in that we would ask for a \$100 donation; funding will be used to keep the walkways and flowers in good shape. The donation can be made by one or more families to reach the designated amount. There is no cost to the Town for this program

An example of the adopt logo:



Lighting of Ocean Drive and Walkways

The Committee studied several options for lighting OD, however, at this time we are not making any recommendations. Lighting of the Promenade would be most welcome by those walking at night and further provide safe conditions for automobile drivers and walkers, alike.

A review of street lights available from Delmarva Power (DP) are either too bright for households near the poles, a common objection. DP also has available decorative lamp posts, but they would require burying underground wires to the poles and purchasing lamp posts, both of which are prohibitively expensive.

An economical alternative may be feasible utilizing LED/batteries combined with a solar panel. This summer, as an experiment, a solar light was installed on Ocean Drive. It was not bright enough nor did it cover a sufficient area to be effective. It was subsequently moved to a walkway and its bluish/white light was both pleasing and sufficient to light up the Rules information, as well as the walkway. This is a matter that should be addressed as a mid or long range undertaking. The technology is here and the costs should not be prohibitive.

CONCLUSION

Acting upon these recommendations will accomplish:

Enhancing the street which is the gateway to the beach

Bringing all existing sign posts into Federal and State compliance

Reducing the Town's liability due to possible lawsuits

Eliminating several sign posts thereby reducing clutter

Providing pleasing signs and posts

Creating the Quiet Resort's first "Promenade"

Nearly all of the above can be accomplished by utilizing grant dollars.

Summary of Costs:

Trash Bins & Barrels	\$7,072.00
Street Signs Option 1 *	6,028.69
Post wrapping/ caps	5,225.00

Total.....\$18,325.69

*** Option 2 for street signs would reduce the total amount by \$1, 248.90**

ADDENDUM TO OCEAN DRIVE BLUEPRINT

To: Town Council
FROM: Beautification Committee
DATE: October 27, 2011
RE: Ocean Drive Blueprint

The Committee has prepared two additions to the Ocean Drive Blueprint.

1) – To make additional recommendations regarding Sandpiper Village, and specifically to its only street, Sea Side Drive. While new trash bins and barrels are included in the original proposal, it is further recommended that the four(4) sign posts, located on the east side of the “loop” be wrapped in white vinyl.

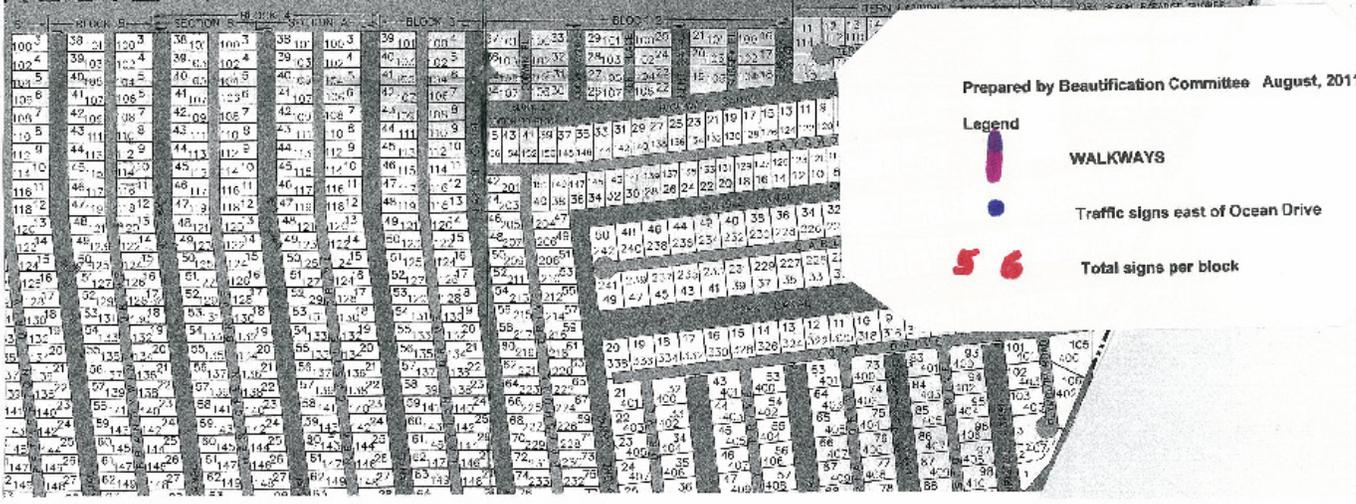
Currently there is only one street sign and it is located at the intersection of Sea Side Drive and Route 1. Sea Side Drive has only one entrance. The Committee recommends the installation of an additional post (if necessary) on the south east corner of the loop which would be the same as the Ocean Drive street sign, but would read “*The Promenade, Sea Side Dr.*”

Additional cost:

Wrapping of posts-\$35 X 4 =	\$140
Caps-\$5 X 4 =	\$ 20
Street Sign- \$182 X1 =	<u>\$182</u>
Total.....	\$342

2) – The Committee has recommended in its projected short-term budget proposal that all street signs throughout the Town be upgraded to white posts and signs. We view the proposed work on Ocean and Seaside Drive has phase 1 of a town-wide endeavor.

ATLANTIC OCEAN



Prepared by Beautification Committee August, 2011