

**AT A REGULAR MEETING OF THE ROCKBRIDGE COUNTY TOURISM  
CORRIDOR REVIEW BOARD HELD IN THE COUNTY ADMINISTRATIVE OFFICE  
BUILDING, 150 SOUTH MAIN STREET, LEXINGTON, VIRGINIA, ON MARCH 4,  
2020 AT 4:00 P.M.**

**PRESENT: CHARLES BARGER, CHAIR; TIM WELSH, VICE-CHAIR  
LEE MCLAUGHLIN, JR., AND ROB MISH**  
**ABSENT: JASON HARRIS**  
**SECRETARY: CHRIS SLAYDON**  
**STAFF: BRANDY FLINT**  
**OTHERS: UMESH GANDHI AND RUSS ORRISON**

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Mr. Barger called the meeting to order at 4:05 p.m.

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The second agenda was citizen comments. There were none.

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The third agenda item was the review of the minutes. Mr. Slaydon advised that he will have the minutes from this meeting and the February meeting for discussion next month.

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The fourth agenda item was the preliminary plan review for Tru by Hilton proposed on N. Lee Highway behind the State Farm office.

Mr. Slaydon reviewed the plans as presented and noted that this is a preliminary review since the color samples, lighting plan, and other items were not available.

Mr. Barger disclosed that he is a property owner that has a hotel pending on his property on the other side of town. He indicated there is no conflict, but he wanted to disclose that information.

Mr. Russ Orrison showed the property location and reviewed the plan as they are today. He discussed the topography on the property, and the proposed colors but did not have the colors to show. Mr. Orrison noted that he is focused on the site plan, and the architectural information will be reviewed at the next meeting. He asked that any questions or suggestions be brought up so they can address it with the architect.

Mr. McLaughlin asked about the view from the north corner and the color panels with purples and blues.

Mr. Orrison indicated they would check into that and see if there is some flexibility.

Mr. Welsh stated that the building is okay, but the color scheme is concerning.

Mr. Mish agreed as well.

Mr. Barger agreed that the colors were an issue and asked that a different color scheme be considered.

Mr. Slaydon advised that having the color samples is the best way to see the color.

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The seventh agenda item was updates and administrative approvals.

The gas station plan is to modify the plans due to costs. He advised that he asked them to incorporate some of the TCO recommendations into the new plans.

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The eighth agenda item was TCO Board comments.

Mr. Barger asked how available are the design guidelines.

Mr. Slaydon advised that they are readily available online. He noted his plan to work to make changes to the guidelines.

Mr. Barger stated they are throwing things against the wall and uses branding as an excuse, and we should not take that as a no.

Mr. Slaydon asked that the Board start meeting with him before the meeting for discussions on the plans.

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With no further business to discuss, the meeting adjourned at 4:3 p.m.

Respectfully Submitted,

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Christopher T. Slaydon  
Assistant Director of Planning