

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 7, 2009
TO: CHAIR AND MEMBERS OF THE PLANNING COMMISSION
FROM: FAROLL HAMER, DIRECTOR, DEPARTMENT OF PLANNING & ZONING
SUBJECT: WAYFINDING UPDATE: (1)BAR APPROVAL PHASE 1-CONCEPT; (2)NEXT STEPS

BAR Approval: At its April 1 hearing, the BAR approved the general program and design of Phase 1 of the Wayfinding Program. While the BAR found the program and design to be appropriate, they delayed approval of the quantity and location of signs, pending further detail from Staff. The proposed quantity and location of signs as shown to date is an estimate developed by Sasaki that was used to determine the funding level that would be required for a strategic Phase 1 implementation of parking and pedestrian signs in Old Town. The consultants are now in the process of completing the mapping phase of the program in greater detail and Staff will share this information with the BAR as soon as it is complete. For consistency sake, Planning Commission may choose to take the same approach as BAR and approve the Phase 1 Concept in terms of design and program and delay approval of location and quantity until the consultant completes the mapping process.

In addition to the BAR's request for further detail regarding sign location and quantity, the BAR has asked to have specific review of any signs in Old Town proposed for illumination. Further, they have expressed some reservations with the proposed parking zone concept. Staff will review both issues with the BAR as requested and will work with the BAR over the summer to incorporate their input into the program and resolve their concerns.

Next Steps: Staff is working to complete the planning phase of the Wayfinding program in fall 2009 with adoption of the Citywide Wayfinding Program Design Guidelines Manual according to the following schedule:

April 27	City Council CIP Hearing – determination on funding for Phase 1
May-Sept.	Continued review/refinement of citywide program (including Phase 1 signs) by Stakeholder Advisory Group, City Working Group, BAR, National Park Service and the community; Mock-ups; Completion of Citywide Wayfinding Program Design Guidelines Manual
September	Final review and comment on Citywide Design Guidelines Manual
October	Public Hearing of Citywide Design Guidelines Manual

cc: The Honorable Mayor and Members of the City Council
Chair and Members of O&HD Board of Architectural Review
Members of the City Wayfinding Program Stakeholder Advisory Group