



## ALEXANDRIA CITY WAYFINDING PLAN COMMENTS

As previously outlined in our Legislative Agenda for 2010, the Chamber supports the implementation of an integrated signage system that will enable persons to navigate City streets and easily locate parking, shopping, dining and other destinations of interest. The system should provide a consistent image for the entire City while allowing flexibility for individual neighborhood branding; reduce the number of signs currently in place; and, promote walking, bicycling, and the use of mass transit.

We believe the proposed Wayfinding plan meets the above criteria needed for a successful system.

With regards to the mock signs that have been installed throughout the City, comments that we have received from Chamber members have been overall, very positive with regards to usability and design.

We therefore encourage the City to focus its attention on implementation of the Wayfinding plan versus re-engaging in a discussion about design elements. The development of the wayfinding design and program has been based on an open, participative process with broad based representation and public review. Highly skilled consultants were hired and much time and expense has been invested in that process- moving forward to implementation is the best way to more quickly realize a return on this investment.

Finally, we ask the City to consider defining requirements to allow businesses to purchase signs as outlined under the plan which may promote more rapid implementation of signage throughout the City. For example, the localized business associations (Del Ray, West End, Old Town, etc.) could be encouraged to work with business members and the City to develop creative methods, such as public-private partnerships, to finance the approved signage system for their areas.