

date	17 October 2008		
project name	Alexandria Wayfinding	project #	64546.00
meeting date	24 September 2008	time	8:30 am
location	Sister Cities Conference Center		
recorded by			
distribution			
purpose	SAG meeting #4		

## SUMMARY

As the first stakeholder meeting since the May worksession, this meeting represented the first opportunity for the design team to share progress in three specific areas:

- Three alternative design schemes, including color palettes, inspiration "mood boards", concept drawings of several key sign types, and renderings of signs in photographic context.
- A multi-component solution to enhance visibility of Old Town retail located off of King Street, including two alternative concepts for a key pedestrian sign
- Overall project accessibility strategies

SAG members were given the opportunity to rate these alternatives and offer more elaborate feedback through an internet survey administered following the meeting.

## DESIGN SCHEMES

A complete overview of design schemes may be found in the original presentation, available for download from the city's website.

In general, designs were met with a neutral-to-positive response, with most pronounced reservations in the areas of:

- Color (general desire for brighter, more vibrant color, although not garish)
- City-specificity (many viewed the designs as being solutions that could be found anywhere, not reflecting Alexandria's character strongly enough)
- Overall "pizzazz" (while designs should be simple and refined, they also shouldn't be boring)

Sentiment was not unanimous in these areas; some members took note of the paramount importance of sign function, including emphasis on color contrast. Others felt that certain design elements (use of the ship emblem, traditional sign support, etc.) began to create an Alexandria-appropriate character. Several participants warned of signs being too exuberant and therefore contributing to streetscape clutter.

Additional comments varied broadly:

**Iconography**

Possible Alexandria Icons - consider pineapple (means welcome) or Thistle  
Ship / rigging good, image

**Color**

colors too dark, don't like black  
black is good, it feels historic & neutral  
Orange is weird  
beige is "icky"  
More bright colors, please  
Is there an issue with some colors fading?  
Yellow might be OK if its a historic yellow  
can we change the color of the ship?  
Can a colored Finial add some pop?

**Layout**

Like directional arrows on Ped Directional signs (like the Manchester example)  
Like the 'outline' concept to draw attention to sign face  
Correct order for Metro: "M" then Station Name  
Park service asked to have NPS arrowhead (one color) on Jones Point message  
Like idea of raised lettering  
Like medallion on top

**Costs**

are these sign expensive?  
very concerned about cost here

**Overall concerns**

Feels a little flat overall  
concern about scale of signs  
City must address clutter  
Which way should trolley sign be oriented?  
Messaging: Important to provide guidance to PARKING, MOTORCOACHES, HOTELS

RETAIL VISIBILITY STRATEGY

A full explanation of the retail visibility strategy may be found in the original presentation, available for download from the city's website.

The team showed two versions of a pedestrian information sign designed to provide in-depth and geographically focused information at periodic intervals along King Street and other popular walking routes. One version featured a map along with direction to amenities and featured destinations on one side, with direction to individual stores & restaurants by name on the reverse. The other version featured the same front map panel with a historic interpretive sign on the reverse.

Generally speaking, most participants felt that the frequent management and maintenance undertaking, along with potential for inequity created by listing individual

stores outweighed any benefit. Some participants disagreed, feeling that the management concern was worth taking on in order to drive more foot traffic up side streets to specific destinations.

Additional comments:

***Maps for distribution***

ACVA spoke to the benefit of a retail listing in brochure  
A take away map of shops and restaurants exists; distribution at the right time is the key  
map needs to be accurate and durable

***Pedestrian Information Sign Content***

Like the simple message " < MORE SHOPS > "  
Individual listings could generate tax revenue through increased sales  
theres not THAT many stores down the side streets  
show just the map – sufficient  
map needs street names !  
like the text and visual combination  
like the international symbols

***Pedestrian Information Sign Location***

not at every corner  
locate at Trolley stops  
how about every (3) blocks ?  
this is a historic + shopping district

*The information above will stand as recorded unless Sasaki receives written comments within five days of the distribution date from a recipient requesting an amendment.*