

memorandum

S A S A K I

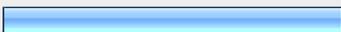
date 13 October 2008
to Carrie Beach
from Jonathan Bryant
project name Alexandria Wayfinding
project # 64546.00
subject SAG survey - September 2008

Following are results of the survey following the September 24, 2008 SAG meeting.

City of Alexandria Schematic Design Review 24 Sep 2008

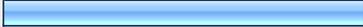
1. Did you attend the Stakeholders' Advisory Committee Meeting on 24 Sep 2008 at 8:30 am?				
			Response Percent	Response Count
Yes			75.0%	12
No			6.3%	1
Partial Attendance			6.3%	1
If partial attendance, which parts did you see?			12.5%	2
			answered question	16
			skipped question	0

Comment Text	Response Date
1. A,B,C but not the last after 10:30 had to open my store.	Tue, 9/30/08 1:09 PM
2. Color scheme, sign design proposals	Fri, 9/26/08 12:24 PM

2. What is your gut-reaction to Scheme 1?			
		Response Percent	Response Count
I Hate It		0.0%	0
I Don't Like It		0.0%	0
I Don't Feel Strongly About It		42.9%	6
I Like It		50.0%	7
I Love It		7.1%	1
answered question			14
skipped question			2

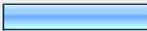
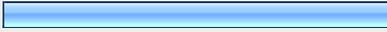
3. Rate Scheme 1 in terms of the following characteristics:							
	Poor	Not Good	Neutral	Good	Excellent	Rating Average	Response Count
Color	0.0% (0)	46.7% (7)	26.7% (4)	20.0% (3)	6.7% (1)	2.87	15
Form	0.0% (0)	0.0% (0)	50.0% (7)	35.7% (5)	14.3% (2)	3.64	14
Readability	0.0% (0)	13.3% (2)	26.7% (4)	40.0% (6)	20.0% (3)	3.67	15
Historical appropriateness	0.0% (0)	7.1% (1)	35.7% (5)	50.0% (7)	7.1% (1)	3.57	14
Architectural appropriateness	0.0% (0)	13.3% (2)	26.7% (4)	46.7% (7)	13.3% (2)	3.60	15
Cultural appropriateness	0.0% (0)	6.7% (1)	53.3% (8)	33.3% (5)	6.7% (1)	3.40	15
Authenticity (a true representation of Alexandria)	0.0% (0)	6.7% (1)	73.3% (11)	20.0% (3)	0.0% (0)	3.13	15
"Contemporary flair"	0.0% (0)	14.3% (2)	71.4% (10)	14.3% (2)	0.0% (0)	3.00	14
Contextual fit in Old Town	0.0% (0)	0.0% (0)	46.7% (7)	40.0% (6)	13.3% (2)	3.67	15
Contextual fit in the entire city	0.0% (0)	6.7% (1)	60.0% (9)	20.0% (3)	13.3% (2)	3.40	15
Comments							11
answered question							15
skipped question							1

Comment Text	Response Date
1. get rid of the yellow and tans look at the colors of the Lyceum (prince and washington sts.) and the Athenaeum (prince and lee sts.)	Wed, 10/1/08 11:08 AM
2. I agree with the comment at the meeting that the diagonal "support" bar feature on one sign adds nice character. I find this color scheme appropriate to keep the focus on the historic buildings, rather than draw too much attention to the signs. However, they do still need to be obvious in the landscape.	Tue, 9/30/08 5:53 PM
3. very middle of the road designs and conservative color and reserved sculptured look if any at all. Very un inspiring and plain especially if all other signs remain on the street.	Tue, 9/30/08 1:10 PM
4. I love the sample shown, but I don't like the other colors that are not shown in the sample. Would rather see dark reds than the browns.	Tue, 9/30/08 11:45 AM
5. I prefer #2 & #3 better.	Mon, 9/29/08 12:23 PM
6. I think that this is the most appropriate design of the three that were presented. I voted neutral for the color scheme because the dark colors work better than the blue that is show on the "Old Town" sign. However, the darker blues are very nice. I do like the orange-yellow outline - very attractive. Some of the signs are much too large for the site, ie Stabler-Leadbeater, and I hope the illustrations do not represent any final decisions.	Mon, 9/29/08 8:18 AM
7. These are the type of signs that I believe a visitor to Alexandria would expect to see. When I came to Alexandria for the first time as a visitor from the west coast I wanted to expore the history of this area.	Mon, 9/29/08 4:00 AM
8. I like the fact that the signs are informational and nonobtrusive. The small print at top and bottom is too weak (needs improvement). Unless the City plans to eliminate much of the proliferation of existing signate and overhead traffic lights, we need to be careful that any additional signate blends as much as possible into the background.	Fri, 9/26/08 1:40 PM
9. I like the nice clean lines of the signs, but the colors (may I be blunt) suck.	Fri, 9/26/08 1:29 PM
10. This signing style is fairly vanilla, not particularly eye-catching or distinguished...the one thing I do like is the dentil molding stripes at the tops of the signs. Those stripes give the signs some character. The identifying colors for each neighborhood are a very good idea and should be a major part of all signage for the area it is in.	Fri, 9/26/08 12:48 PM
11. Love design/black clolor of the post- the color could be brighter.	Fri, 9/26/08 12:32 PM

4. What is your gut-reaction to Scheme 2?			
		Response Percent	Response Count
I Hate It		0.0%	0
I Don't Like It		6.7%	1
I Don't Feel Strongly About It		33.3%	5
I Like It		53.3%	8
I Love It		6.7%	1
<i>answered question</i>			15
<i>skipped question</i>			1

5. Rate Scheme 2 in terms of the following characteristics:							
	Poor	Not Good	Neutral	Good	Excellent	Rating Average	Response Count
Color	0.0% (0)	33.3% (5)	46.7% (7)	20.0% (3)	0.0% (0)	2.87	15
Form	0.0% (0)	0.0% (0)	33.3% (5)	66.7% (10)	0.0% (0)	3.67	15
Readability	0.0% (0)	14.3% (2)	14.3% (2)	64.3% (9)	7.1% (1)	3.64	14
Historical appropriateness	0.0% (0)	0.0% (0)	53.3% (8)	40.0% (6)	6.7% (1)	3.53	15
Architectural appropriateness	0.0% (0)	6.7% (1)	53.3% (8)	33.3% (5)	6.7% (1)	3.40	15
Cultural appropriateness	0.0% (0)	0.0% (0)	60.0% (9)	33.3% (5)	6.7% (1)	3.47	15
Authenticity (a true representation of Alexandria)	0.0% (0)	6.7% (1)	73.3% (11)	13.3% (2)	6.7% (1)	3.20	15
"Contemporary flair"	0.0% (0)	6.7% (1)	40.0% (6)	53.3% (8)	0.0% (0)	3.47	15
Contextual fit in Old Town	0.0% (0)	20.0% (3)	46.7% (7)	33.3% (5)	0.0% (0)	3.13	15
Contextual fit in the entire city	0.0% (0)	6.7% (1)	60.0% (9)	33.3% (5)	0.0% (0)	3.27	15
Comments							9
<i>answered question</i>							15
<i>skipped question</i>							1

Comment Text	Response Date
1. I like the moveability of the symbol Get rid of the yellow and tan - mustard and mud don't cut it	Wed, 10/1/08 11:14 AM
2. Color is not consistent between "Family" and "Close Ups." Attachment of sign to post is a nice feature.	Tue, 9/30/08 5:59 PM
3. Again it is difficult to place an evaluation on sign design that remain unmade and trying to fit a broad spectrum of requirements. I imagine the design company is having fits and remain not engaged to install style that cost real money. I think the short cuts they are taking are because they don't want to appear to be spending money to get them such as raised letters and graphics that Alexandrian's have chosen in the first pavec as representing Old Town flavor.	Tue, 9/30/08 1:10 PM
4. I like the prominence of the icon in these examples but prefer the protruding color in the first set.	Tue, 9/30/08 11:47 AM
5. I like this the best, but the colors in #3 best.	Mon, 9/29/08 12:23 PM
6. As was discussed in our meeting, I think that the icons, particularly the ship, are nicely done. The angled design of the signs is rather interesting, but does not fit well with Alexandria. These signs look more angular than the first option and I think of Alexanrdria as being somewhat "softer." Also, there is not enough contrast in the colors to make for good readability.	Mon, 9/29/08 8:18 AM
7. The form of these signs is interesting, but some of the panels with the bold colors seem too contemporary for Old Town as to the finials.	Mon, 9/29/08 4:05 AM
8. I like the use of the ship a lot. Color should be ochre not yellow. Vicitorian colors are appropriate, and yellow is too chancy if too greenish or too light.	Fri, 9/26/08 1:42 PM
9. It is not that I mind the color scheme...but it seems as if the least eye-catching of the colors in the palette are being used. Look at the hanging sign in the upper right which says "hopedale"...how that berry color is inviting and attractive while still able to fit in a historic area.	Fri, 9/26/08 12:48 PM

6. What is your gut-reaction to Scheme 3?			
		Response Percent	Response Count
I Hate It		0.0%	0
I Don't Like It		21.4%	3
I Don't Feel Strongly About It		7.1%	1
I Like It		57.1%	8
I Love It		14.3%	2
	answered question		14
	skipped question		2

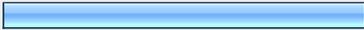
7. Rate Scheme 3 in terms of the following characteristics:								
	Poor	Not Good	Neutral	Good	Excellent	Rating Average	Response Count	
Color	0.0% (0)	20.0% (3)	20.0% (3)	46.7% (7)	13.3% (2)	3.53	15	
Form	6.7% (1)	0.0% (0)	46.7% (7)	26.7% (4)	20.0% (3)	3.53	15	
Readability	0.0% (0)	6.7% (1)	20.0% (3)	53.3% (8)	20.0% (3)	3.87	15	
Historical appropriateness	0.0% (0)	13.3% (2)	40.0% (6)	40.0% (6)	6.7% (1)	3.40	15	
Architectural appropriateness	0.0% (0)	13.3% (2)	33.3% (5)	40.0% (6)	13.3% (2)	3.53	15	
Cultural appropriateness	0.0% (0)	13.3% (2)	46.7% (7)	40.0% (6)	0.0% (0)	3.27	15	
Authenticity (a true representation of Alexandria)	0.0% (0)	6.7% (1)	53.3% (8)	40.0% (6)	0.0% (0)	3.33	15	
"Contemporary flair"	0.0% (0)	0.0% (0)	40.0% (6)	53.3% (8)	6.7% (1)	3.67	15	
Contextual fit in Old Town	0.0% (0)	13.3% (2)	40.0% (6)	46.7% (7)	0.0% (0)	3.33	15	
Contextual fit in the entire city	0.0% (0)	0.0% (0)	46.7% (7)	46.7% (7)	6.7% (1)	3.60	15	
	Comments							10
	answered question							15
	skipped question							1

Comment Text	Response Date
1. final and moveable symbol are nice outline of signage could be nice, but not the mustard	Wed, 10/1/08 11:15 AM
2. Originally I liked this one the best of the three. The accent color used as a border is quite nice. However, at the meeting when all three were placed side-by-side, I found #1 to be much easier on the eye - easier to focus on the text. In these (with yellow border), my eyes get "stuck" going around the border. I do like that the content is simple and the neighborhood is used as an accent, rather than adding more to read. However, as mentioned in the meeting, having the neighborhood named can be an asset for visitors.	Tue, 9/30/08 6:06 PM
3. IF I COULD BE ASSURED THAT THE OLD SIGNS BE REMOVED AND THESE NEW ONES WILL BE REPLACEMENT then I would be more inspired and feel engaged but at this point now i feel that we are being placiated and compromised to try and remain engaged. I do not feel like the first indicators of the procedure are being followed and our choices are now nuances not policy making or profound. They are what is left to do and we lost the first round of neat signs and thinking.	Tue, 9/30/08 1:10 PM
4. My least favorite color scheme. The biggest drawback to me is the lack of opportunity for neighborhood identification. The color border stands out too much and distracts from the content.	Tue, 9/30/08 11:49 AM
5. I like the colors in #3 best but prefer #2 otherwise.	Mon, 9/29/08 12:24 PM
6. This scheme looks like the "hodge-podge" that we are trying to replace. Again, the ship icon is nice but it looks like an afterthought, not part of the design. The readability is good on the dark blue and deep red signs, but the yellow edge is distracting and definitely adds a contemporary flair that doesn't work well in old town.	Mon, 9/29/08 8:18 AM
7. I prefer the blue and white. The ship is good, but should be on top not the bottom.	Fri, 9/26/08 1:44 PM
8. This is my favorite, can't say if it's because we finally have a little color (although even these colors have too much "gray" in them) or if it is the style of the signs. If I could, I'd select one of each architectural sign form from each of the three categories. I'm not a designer so that may not work, that's why you have this job. I do think that the Old Town's "logo" of the ship should be in the same spot on every sign. The logo jumps around too much. Top of the mast is good to draw attention that this sign has the information you need. Hope this is helpful.	Fri, 9/26/08 1:34 PM
9. I like the colors in this and the last scheme the best, but again, the ones being used are fairly dull. I don't like the striking contrast of the colors and the yellow borders either. I would much rather see a complimenting color as the border of the sign. For instance, a turquoise sign with a darker turquoise border...or a royal purple sign with a lighter purple border.	Fri, 9/26/08 12:48 PM
10. I love the splash/pop of color, districts identified by emblem- very attractive	Fri, 9/26/08 12:37 PM

8. Rate the Design Schemes:

	Favorite	Runner-Up	Least Favorite	Response Count
Scheme 1	35.7% (5)	14.3% (2)	50.0% (7)	14
Scheme 2	7.7% (1)	61.5% (8)	30.8% (4)	13
Scheme 3	57.1% (8)	28.6% (4)	14.3% (2)	14
	<i>answered question</i>			14
	<i>skipped question</i>			2

9. Which of the two solutions for the small pedestrian directional do you prefer?

		Response Percent	Response Count
Option A (general wayfinding only)		53.3%	8
Option B (wayfinding to individual stores)		46.7%	7
		answered question	15
		skipped question	1

Comment Text	Response Date
1. the option b would have continual changes and would not be cost-effective, but labor intensive	Wed, 10/1/08 11:21 AM
2. The map needs a key to colored locations.	Tue, 9/30/08 6:09 PM
3. be aware of complications	Tue, 9/30/08 1:12 PM
4. The list of stores doesn't add to the bulk of the fixture and it is more motivational -- gets people to walk the extra block because they know what they'll find. But, I don't know how you can list the stores and not the restaurants. I think the City should allow the retailers to collaborate to make consolidated sandwich boards.	Tue, 9/30/08 11:52 AM
5. Option B would require constant costly updates	Tue, 9/30/08 11:48 AM
6. I really like the map idea as it doesn't change over the short term and gives the visitor a good orientation for the metro, waterfront as well as for retail opportunities.	Mon, 9/29/08 8:18 AM
7. The individual stores listing will be very hard and expensive to maintain as there are changes.	Mon, 9/29/08 4:13 AM
8. Wayfinding to individual businesses is complicated, expensive and time-intensive. Small businesses change too frequently. General wayfinding as shown in A is my preferred option.	Fri, 9/26/08 2:08 PM
9. Some of the locations on and off King Street change ownership far too often for us to invest in individual store or restaurant names. I would suggest different colors on the general map to distinguish between retail and restaurants so tourist don't travel down Queen Street at night for nothing.	Fri, 9/26/08 1:54 PM
10. I did discuss this with Rich Baier, since my concern as President of Retailers Off King Street is awareness that stores ARE down side streets. I think the individual businesses should be listed on the sign as in B...I would have no problem in paying a fee (not outlandish, of course...) to have my store name up on the sign.	Fri, 9/26/08 12:51 PM
11. International symbols guiding travel to specific business district- Then have specific demand centers such as in Carlyle: PTO, GWUniversity, Carlyle residences, Court house, WEstin, Residence Inn, Carlyle club etc..should be able to charge a fee to commercial enterprises: may be \$500 one time fee-	Fri, 9/26/08 12:43 PM

Comment Text	Response Date
1. I did not answer the indicate your preference because there are elements of each that I like. I think a combination of the favored elements should be looked at as a scheme 4. The favored elemetns together could be pleasing or they could be awful - don't know. I am really not opposed to any of this except the mustard and tan. An ochre (Lyceum) and melon (Athenaeum) could accomplish what is trying to be achieved.	Wed, 10/1/08 11:23 AM
2. Towards the end of the meeting, one stakeholder expressed the idea that none of the schemes quite hit the "Alexandria" feel. As I relative newcomer to the city, I don't trust that I would recognize "Alexandria," however, one thing I note is that most signs in Old Town for buildings and historic markers are made of carved wood. I understand that the budget won't allow for a whole set of carved wood signs, but I wonder if this is the feel of Alexandria that is missing from the Aluminum versions.	Tue, 9/30/08 6:14 PM
3. I think that the orriginal choices we made were more sculptured and in relief and you avoided considering those options completely by considering them too expensive. Even disregarding them completely and not using them occasionally which would be a very unusual and very inspirational solution.	Tue, 9/30/08 1:16 PM
4. Great job. I'm very excited to see this happen and have every confidence it will be just right.	Tue, 9/30/08 11:53 AM
5. I attended by phone and tried to follow along with the Power Point from a remote location - at times hard to know what slide was being discussed.	Tue, 9/30/08 11:49 AM
6. Obviously the design is important, but if you can't read the signs, the design is irrelevant. In looking at other signs, I think that the dark contrast is most readable and most in keeping with the architectural, historic and cultural heritage of Alexandria. However, in old town the brick sidewalks and many brick buildings make for a dark city, and I would want to be sure that the signs don't fade into the environment. I definitely like the design of scheme one the best with the addition of the ship icon within the signs for interest and connection.	Mon, 9/29/08 8:19 AM
7. Page 37 shows what can happen when retailers can design their own sign. The two examples to the right simplifies the signs but still provides some information. I would also be easier to keep the signs smaller.	Mon, 9/29/08 4:23 AM
8. I think it's important to have a good idea of what the City plans to do for the future regarding existing proliferation of our streetscapes. The choice of wayfinding signs would be easier if we knew what plans the City has for the overall streetscape look. Currently, we have traffic signs, traffic lights, parking meters, trash cans, far too many newspaper stands, benches, overhand traffic lights in some areas. Business signs are pretty well controlled by the BAR, but they exist and become part of the streetscape and have to be considered when adding more signage. I vote for goodlooking, simple, easy to read signs. If we introduce too much architectural and/or artsy appeal, it only adds to the already noisy environment.	Fri, 9/26/08 2:14 PM
9. All comments are above. Let there be clear, clean color in our lives.	Fri, 9/26/08 1:54 PM
10. I wish that one of the schemes jumped out at me...maybe the colors in each are just too much of a contrast with each other. I'd rather see a more coordinated scheme, i.e. one overall colorway for old town, one for West end, one for Carlisle, etc. instead of just a contrasting border on the sign. As said before, my biggest concern is the side street business signing. This is so important to the businesses in the 100 blocks, north and south. It's a service to visitors and a great business aid. And it beats everyone putting out the (illegal, I know) a-frames! I believe we'd see a tangible increase in 100 block business with the signs.	Fri, 9/26/08 1:04 PM
11. Include on page: 46 include international symbol for Hotels on various signs. Running/bike path sign-	Fri, 9/26/08 12:53 PM

12. Rank your three preferred meeting times:

	First Choice	Second Choice	Third Choice	Response Count
Thu 11/6, 8:30 AM	63.6% (7)	27.3% (3)	9.1% (1)	11
Fri 11/7, 8:30 AM	16.7% (1)	33.3% (2)	50.0% (3)	6
Thu 11/13, 8:30 AM	33.3% (3)	44.4% (4)	22.2% (2)	9
Thu 11/13, 7 PM	50.0% (2)	50.0% (2)	0.0% (0)	4
Fri 11/14, 8:30 AM	20.0% (1)	20.0% (1)	60.0% (3)	5
Mon 11/17, 7 PM	16.7% (1)	33.3% (2)	50.0% (3)	6
Enter any additional comments regarding scheduling here:				5
<i>answered question</i>				15
<i>skipped question</i>				1