



**Wayfinding Stakeholder Advisory Group Meeting  
January 26, 2010 8:30 a.m.**

**DRAFT MEETING SUMMARY**

**SAG Members in attendance:**

Kate Barrett, National Parks Service  
Mark Benedict, Federation of Civic Associations (by phone)  
Stephanie Brown, Alexandria Convention and Visitors Association  
Tara Zimmick Calico, Torpedo Factory/Old Town Business Association  
Alex Douglas, Chamber of Commerce  
Bill Harris, Commission on Aging  
Stephanie Landrum, Alexandria Economic Development Partnership  
Pat Miller, Commission on the Arts  
Mary Anne Russell, Alexandria Hotel Association  
Amy Slack, Federation of Civic Associations

**Members of the public in attendance:**

Poul Hertel, Old Town Civic Association  
Mike Hobbs, Old Town Civic Association

**City Staff, Members of the Wayfinding City Working Group in attendance:**

Carrie Beach, P&Z  
Kathleen Beeton, P&Z  
Al Cox, P&Z  
Yon Lambert, TES  
Catherine Miliaras, P&Z  
Steve Milone, P&Z  
Barbara Ross, P&Z

**Sasaki and Associates**

Brian Pearce, Associate

**Meeting Content (available at [www.alexandriava.gov/wayfinding](http://www.alexandriava.gov/wayfinding))**

Agenda  
Presentation

Staff opened the meeting at 8:40am with introductions around the room. See list of attendees above.

**1. Update on the Wayfinding program process**

## Wayfinding SAG 1/26/10 DRAFT MEETING SUMMARY

Carrie Beach, Wayfinding Project Manager, outlined the schedule for completion of the Wayfinding Program design, provided on the agenda. Mockups will take place in March and Planning Commission hearing will take place in June 2010. SAG members will be updated by email as updates to the schedule take place.

### **2. Review of sign line-up for city wide Wayfinding system**

Brian Pearce, of the Wayfinding consulting team Sasaki & Associates, delivered a presentation detailing each sign type proposed in the comprehensive sign program. Comments and questions from SAG members are summarized below. Page numbers refer to the meeting presentation posted at [www.alexandriava.gov/wayfinding](http://www.alexandriava.gov/wayfinding).

#### **City Emblem (page 2)**

- Would prefer to see calmer water - port not stormy seas

#### **District Markers (page 3)**

- Old Town – the swirls are too generic, not evocative of OT; would prefer rowhouses, or some other stronger symbol/image

#### **Symbology (Page 4)**

- Waterfront – try using a smaller boat, maybe a paddlewheel boat, or the actual watertaxi
- Add a Taxi symbol

#### **Highway (page 9)**

- Add separate sign indicating direction to Visitor Center – blue sign?

#### **Washington Street Corridor Gateway (Page 11-14)**

- Most prefer the text “Welcome to Alexandria” (7) rather than “City of Alexandria” (1)
- NPS prefers the smaller sign, the text “Welcome to Alexandria,” and the location of the sign closer to the road than shown. Would like to see additional details regarding the planting scheme, berm, etc.
- The gateway looks a little too contemporary, needs more work on details other than just brick
- Emphasize the detail of the rolled brick on the capstone
- Like it as is because it represents not just old town but whole city
- Could the seal go on the right rather than the left?
- Better on left because closer to cars for legibility
- Consensus from all that the proposal is far better than current gateway
- Option 2, smaller size, should not appear further from road

#### **Gateways, continued (Page 15-19)**

- The cost of maintaining the landscaping in the planters should be included in the price, if the gateways will include landscaping. Maintenance is crucial. The consensus of the group is that plantings should be avoided in the median, both for

## Wayfinding SAG 1/26/10 DRAFT MEETING SUMMARY

cost and appearance reasons. If no guarantee of maintenance, then we should go with the metal post, or the masonry option without plant materials.

- Q: Does the emblem proposed replace the current city seal? A: No.
- Gateway proposed on Duke Street near Landmark appears too small – consider another location for it.
- No consensus on whether there should be a message on the back of the sign, and if so, what the message should read.

Important to emphasize the quantity of signs being removed compared to the number being put up.

### **Vehicular Directional Signs (page 23-30)**

- Show signs with same messages in order to better compare (page 23)
- ASHTO recommends no more than 3 lines of text per sign. This program should abide by that, both to reduce the # of messages and to reduce the size of the sign.
- Sasaki: Those guidelines are intended for highway travel. That said, we will continue to look at the quantity of messages and lines to keep them at a minimum and minimize the size of the sign within reason.
- Is the order of messages on the sign in the order they are encountered? Yes.
- Need to establish (and include in the presentation) the policy/rationale/criteria for what destinations get included on the sign; when is it appropriate to have a one message sign
- Correct text for Jones Point on signs is “Jones Point Park”
- Need opportunity to review all proposed sign text for consistency with proposed rationale, limited messages/lines and correct spelling, abbreviations, etc.
- Could the back of the sign include artwork of some kind? A: No, it is better visually if the signs are dark and fade out of view, instead of drawing attention and creating an additional visual distraction.
- If we use the small one message sign (Senior Services), it should include the City of Alexandria footer.

### **Parking Signs (page 31-39)**

- Pricing structure – garages should be asked to improve the visibility and clarity of this information so people can see it before they drive into the garage.
- Group objects to the inclusion of garage operator logo on parking identification signs in the right of way. Should establish strict guidelines now, so there will not be a slippery slope with other private businesses wanting to be on signs. Logos are less objectionable on private property (mounted to the garage building wall), but ideally, these signs would not include the logo either, to maintain a consistent look, keep the signs small, etc. Logo is appropriate on the pricing board. Logo on parking ID sign may be confusing to public wondering if it is a public garage. Consensus is not to have logo on either the building mounted or public right of way signs.

### **Kiosk (page 40-44)**

- Include the url for mobile devices

## Wayfinding SAG 1/26/10 DRAFT MEETING SUMMARY

- The map artwork is still under development.
- Slated for inclusion at this point: non-profit museums (by name), hotels (by name), trolley stops (icon), taxi stands (icon), other transit (icon), shopping/dining (by color coding on the map)
- Will the kiosks have the capability to be upgraded to touch screen later? Yes, but more efficient is to use links to urls, and people can use their own mobile device.

### Mini-kiosk (page 48-50)

- Add url

### A-frames (page 51)

- Should include business logos
- Should include a tag line of text to tell people what the store sells
- Header – “The Shops on South St. Asaph Street” should be bolder. Should it be “Shopping and Dining on South St. Asaph Street”?
- Like the idea of a consistent frame and overall look, but the opportunity for stores to insert own logo, name etc.”

### Trail Signs (page 52):

- Type size should be increased. Difficult to read

### Identity Signs (page 59)

- List needs to be reviewed, sorted to determine category.
- Need to develop system wide policies for which signs to be used. Not allow site specific choices.
- A-frame sign should not be an option (page 59)

### District Marker

- Emphasize City of Alexandria more on base of sign
- Old Town design seems a little weak compared to other districts

### Banners

- Good to have a policy recommendation in place
- Old Town banners constantly need maintenance. Would give up banners for new proposed signs that achieve a more consistent attractive image.
- Would banners for other districts incorporate the district marker “brand” established by Wayfinding? Yes, Ideally.

**Overall, the group felt that the system as proposed is looking very good.**

### Public Discussion:

Poul Hertel, Old Town Civic:

- Concerned about the size of signs
- Curlicues/font on the Old Town district marker should be reworked

## Wayfinding SAG 1/26/10 DRAFT MEETING SUMMARY

- Gateway Sign (wall) on Washington Street needs to blend in more, not detract from the environment. Needs to be reworked
- Garage operator logo detracts from the “P” public parking logo
- Like the kiosks
- Make the arrows smaller on the parking trailblazer signs
- Pedestrian pointers – too many icons, too small
- A-frames for shops and dining: Like these for their individual character
- Do not like the proposed idea for A-frame signs for museums.
- Most signs are out of whack with what is historic. Too many messages on signs.

Mike Hobbs, Old Town Civic:

- Keep in mind what can be removed – the clutter and inconsistency – and show this better in presentation. Overall, please remember that smaller is better, less is more, and less text is better.

The meeting was adjourned at 10:30 a.m.

### **Questions, need more information?**

Call Carrie Beach at 703-838-4666 X325

Or email [carrie.beach@alexandriava.gov](mailto:carrie.beach@alexandriava.gov)

Or visit the Wayfinding page at: [www.alexandriava.gov/wayfinding](http://www.alexandriava.gov/wayfinding)