

## WAYFINDING COMMUNITY OPEN HOUSE JANUARY 5, 2009

### WRITTEN SURVEY RESPONSES

#### Group A: Gateways

Gateway signs are proposed for major entrances to the city, as a welcoming element and an opportunity to establish the character of the wayfinding system. These would replace current beige signs. Both a brick and stone base are being considered, with a secondary metal base for tighter site conditions. Please record your comments on the proposed gateway designs below.

- *Brick base feels like our City but I agree that the stone base is better looking and less likely to blend in and disappear. Love the banners!*
- *Budget and time conscious. Time is of the essence.*
- *Prefer the stone base – conveys stability and being grounded. Agree that the brick bases would blend/fade in with the background of Old Town.*
- *Like stone vs. brick*
- *I prefer the stone bases*
- *Brick seems more consistent with old town but I'd prefer a more red and darker color*
- *Prefer brick to stone pedestal but metal pedestal is ok too. Banners ok outside Old Town.*
- *Brick and stone detract. Like the plain metal base.*
- *I don't like the brick or stone, prefer the metal – simple. I prefer banners*
- *Brick is more consistent with Alexandria colonial style.*

#### Group B: Parking and Vehicular

**Vehicular directional signs** guide motorists to districts and individual destinations throughout the city. Both visitor and community destinations are included. These would replace and expand upon current beige signs. Please record your comments on the proposed vehicular directional signs below.

- *Don't forget the mayor's economic sustainability team asked for "Alexandria" to be on the Metro station signs.*
- *In traffic the vehicular text is hard to read*
- *Still have trouble with the single arrow pointing at one destination and meaning several destinations. Needs further work*
- *Arrows pointing*
- *I like the shape of the frame – the angle provides a good base for the sign.*
- *They look good*
- *Use larger arrows for signs especially for several sites in a list in the same direction*
- *Reflective signs are a good idea but keep in mind sometimes it gets too bright to read*
- *Del ray district header type is hard to read.*
- *Generally Ok. Cut City of and est. 1749 from bottom, too much clutter*
- *District headers need work. Somewhat generic.*
- *Do not like the ship – only good for old town.*
- *Del ray is two words*

#### SHIP EMBLEM

- *Current ship logo just doesn't brand my concept of Alexandria.*
- *What historical period should ship represent? City ID and ship logo should be for gateways only. If used on other signs might be reduced to take up less space, maybe to the side.*
- *City skyline should represent profile of era of the ship.*
- *I like the ship logo.*
- *Circular logo is problematic due to ship*
- *Don't like gold ship logo at all. Skyline and swirls should go.*
- *Do not like the ship it only represents waterfront/old town*

- *Ship logo is that an Alexandria vessel? Use a ship with a connection (it looks like the Susan C – Jamestown) All rigging no sails?*
- *Dark logo background may be difficult at night*
- *Consider an outline of the GW Masonic temple in gray City skyline.*
- *US standard appears to be a reflective green signs for ease of finding and reading. These signs appear to be too dark making them difficult to see, especially at night. Recommend signs in this group to be reflective. All lettering should be white, can't read off color lettering on dark background.*
- *Carlyle is both a district and a historic house museum – visitors looking for one will have a long walk in the wrong direction*
- *The logo of the ship is quite subdued. That may be the way it is intended but it seems to me it should stand out more*
- *I have to agree with comments that the ship icon representing the whole City seems weak and too busy to be immediately readable and meaningful – especially in the semicircle version on the vehicular signs.*

**Parking trailblazer signs** are intended to direct to centralized parking, and to help organize parking into "subdistricts" of the King Street area. These would replace current green and white parking signs. Individual parking identification signs would make separate lots easier to locate and more consistent. Please record your comments on the proposed parking signs below.

- *These seem clear*
- *No ship. Colors seem very dark.*
- *Make sure parking facility also match new signage to connect.*
- *While the colors for the different areas are attractive, they may no be memorable, ie, easier to remember brighter colors.*
- *The background colors seem to me to be too dark on some of the signs, making them hard to read.*

### **Group C: Site Identification**

Site Identification signs are proposed in several scale configurations, grouped into three separate color palettes for three different site types: parks, community services, and historic sites. Please record your comments on the proposed site identification signs below.

- *No ship. Colors seem very dark*
- *These seem clear and attractive*
- *Will the green for parks and the blue for community services be distinguishable in the MIND when not seen side by side?*
- *Would appreciate if sign program matured to include sense of place, destination branding of neighborhoods like Arlington does. Understand financial constraints.*
- *Discussion on color palette important.*
- *Sign should not overwhelm the location, especially historic sites.*
- *Have city seal stand out more*
- *Services – include hospitals and emergency care facilities, firehouses because of EMS access and AED, police stations for safety emergencies*
- *I echo concerns re print on some signs not being visible to some individuals, especially those with low vision. Design is attractive but meaningless if people can't actually read the sign*
- *Sign placement – be careful not to impede views down to river. New sign for waterfront at foot of Cameron street blocks view down Cameron street to river. Historically views down streets and alleys were very important.*
- *Tough to see city seal on these signs*
- *Why does the city need a sign for the state DMV office?*
- *Athenaeum picture – can the sign be integrated with the streetlamp?*
- *No ships. Colors are very dark*
- *Pedestrian – ok; bike – independent poles for bike info seem extravagant. Are they directing bike on sidewalk or street lanes? Prefer combines with street signs, fewer post poles.*
- *District sign where used as a footer as in DEL RAY, should be bolder*

- *Use international signs to indicate historic site*
- *Good idea*
- *Very clear*

#### **Group D: Pedestrian, Bicycle and Interpretive**

Components of the pedestrian wayfinding system include:

- kiosks (located centrally and at transit-based entry points, as well as single panels at parking facilities) providing overview information
- mini-kiosks located along major pedestrian routes providing reinforcement and more site-specific information
- pointer signs located at confusing points of entry, to provide a clear "nudge" in the right direction

Please record your comments on the proposed **pedestrian signs** below.

- *Appreciate pedestrian and interpretive representations. Like concept that directional signs indicate time*
- *Importance of stores having signs. Expansion of areas as a given new business zone of 2 blocks south and 2 blocks north of king*
- *Please consider proper placement of bicycle information signage. Placing one on the trail where bicycle shops are accessible from the trail is critical. Wheelnuts is located one block from the mt. Vernon trail at the intersection of Montgomery and Fairfax streets. (the trail crosses Fairfax street). It would be ideal to include the text "1 block" or a variation on this sign.*
- *Love the brief description of the site as on the Stabler-Leadbetter sign. Will there be a way to easily change the opening hours such as shortened winter hours? How will you updated the mini kiosks as shops come and go?*
- *Maps need to be oriented to be directionally correct, eg, a kiosk with maps on four sides woul have 4 different maps each corresponding to the direction the pedestrian is facing.*
- *Combine kiosks with recycling bins in base. Prefer open base over solid – monolithic.*
- *ID: Queen street business district. Use "retail, restaurant" and leave specific store names for a-frames.*
- *Need a set of signs for the Waterfront parks. Existing signs are insufficient. Park/waterfront ped signs would be slightly differentiated from commercial district ped signs.*
- *Really like kiosks – especially maps.*
- *Do not like listing of businesses – not cost effective, businesses change, and cheaper signs \*(ads)*
- *Appreciate pedestrian and interpretive representations. Like concept that directional signs indicate time to walk, directional information. Would appreciate these types of signs in our parks, and on the trails.*
- *What happens when a businesses folds?*
- *Current kiosks and signage on the dock behind the torpedo factory is wonderful*
- *Should have audio visual presentations and touch screen for getting info and directions, podcasts*

**Bicycle signs** are intended to mark specific trails, and to direct to bicycle-related amenities in the area. Signs noting bicycle parking will also be part of the program. Future input from bicycle interest groups will further refine the function of these signs. Please record your comments on the proposed bicycle signs below.

- *Major concern is that signage on trails and streets be consistent since bike routes are off and on trails and streets bike route symbol should be consistent with US standard.*
- *Combine bike and pedestrian signage – all trails accommodate both. Bike parking is unnecessary info on a sign. Better to invest in bike posts... NOT the current arty-not practical lollypop style. Bikers will find a place to lock-up.*
- *Would like to see pointers to neighborhoods, and city services such as rec centers, libraries, and nearby historic sites.*
- *Like the idea of green rather than orange/white logo. Ties into existing bike network signs across City which will not all change at once.*
- *Replace orange with green as on current signs*

- *Make bike symbol larger or more prominent*
- *Bike logo needs to be easier to see, clear, functional. Color needs to be bright, reflective, easy to be seen at night*

**Interpretive signs** provide multiple formats for consistently presenting historic information about the place in which they are located. The red portion of the design represents the space where photographs and text about the subject would be located. In addition, sites which occur on the Alexandria Heritage Trail would be denoted as such. Please record your comments on the proposed interpretive signs below.

- *White lettering*
- *I like the historic signs which reflect the building/ style. Not sure the new signs on old sites will be as nice. Maybe a small sign – not replace historic wooden currently reflecting personality of site.*
- *Like the idea of embedded in sidewalk.*
- *Long signs look better than wide ones*
- *Would these signs allow pictures or maps?*
- *Hours would be subject to change – seems to be a purpose different from interpretation*
- *Look good*
- *Need to be bright and eye catching so all ages find the information interesting. To develop appreciation of history we are competing with the play station generation.*
- *Don't present too much information. Key to handout pamphlets, city web slideshows and podcast about sites, downloadable to i-pods etc. cell phone accessible audio tours.*

#### **Retail A-frame signs**

For the holiday shopping season, groups of businesses were permitted to post shared a-frame signs along King Street directing to multiple stores on side streets. Please record your comments on these temporary signs below.

- *Great!*
- *Yes! These look great and reduce clutter of multiple a-frames. It allows for temporary event signage that is better than H wire so often used by real estate home open signs*
- *These would be an abomination on the city streets. Scrap this tacky expensive concept at once and tell shopkeepers to take out an ad in a tourist guide.*
- *Variability – swap-outs?*
- *Businesses in Alexandria are vital to the City's coffers and we owe it to them to stay viable and doing so collectively will keep it tasteful;*
- *Good idea = addresses the problems with the mini kiosks. Directs to businesses - seasonal approach.*
- *Signs should not take up pedestrian 2-way walkway or create the need to maneuver left and right by them*