



# Pointing to our Future

An Inventory of Falls Church Signage and Recommendations

Prepared by: Virginia Tech's Spring 2018 Land Use Planning Class

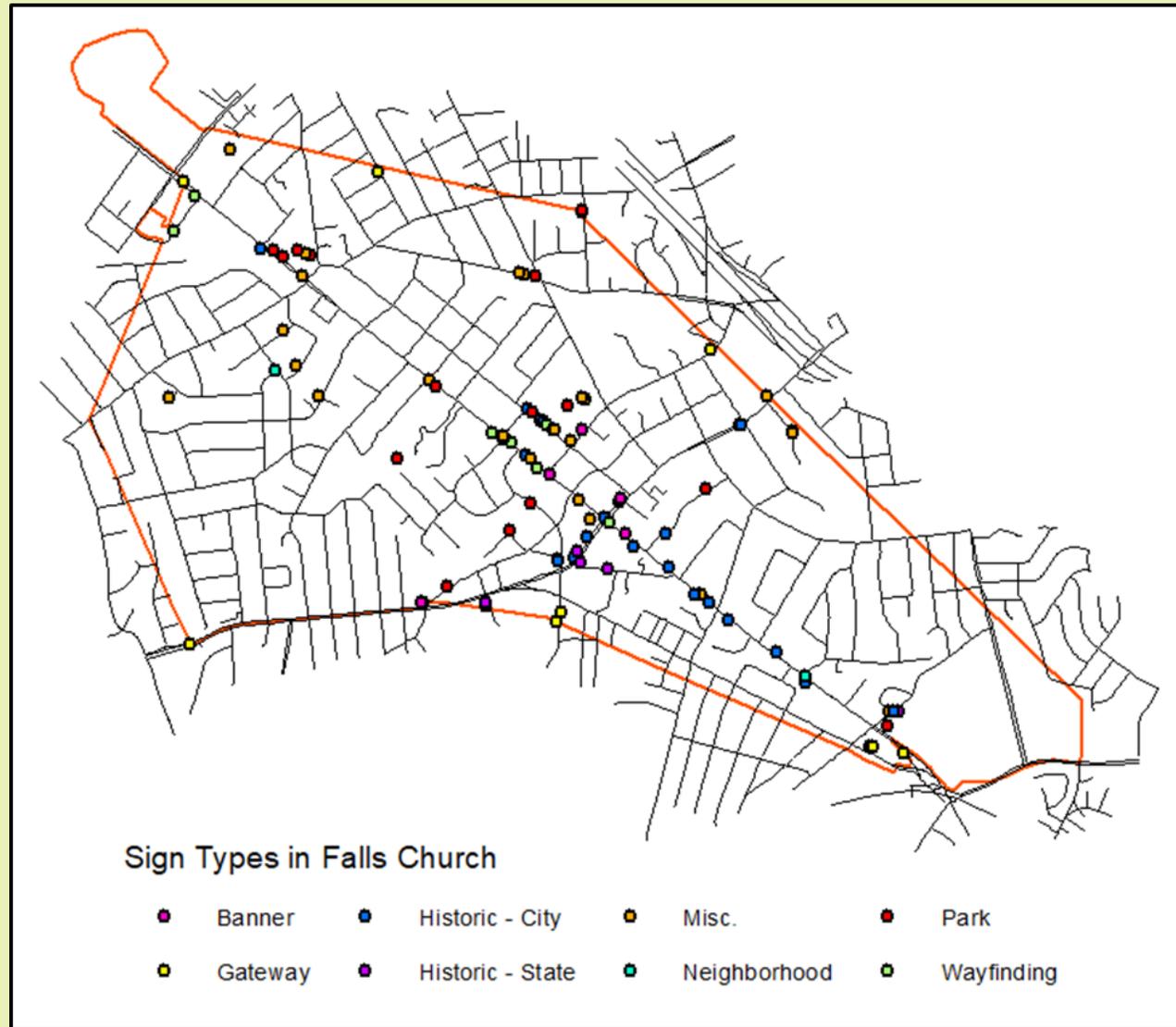
# Purpose and Methodology

- Purpose was to develop a sign inventory of all signs within the City of Falls Church (except traffic, business, and other miscellaneous signs)
- Inventory conducted in-person, capturing images and coordinates recorded by phone's built-in GPS units.

# Inventory: Sign Types

Type	Number
Banner	11
Gateway	9
Historic - City	26
Historic - State	8
Miscellaneous	25
Neighborhood	2
Park	20
Wayfinding	7
<b>Total</b>	<b>108</b>

# Inventory: Map



# Issues with Falls Church Signage

Overall lack of consistency



Gateway signs



# Issues with Falls Church Signage (Cont.)

- Lack of wayfinding for pedestrians in downtown area
- Only two neighborhood signs identified
- Lack of defined districts
- Small historic markers unreadable



# Case Studies

## City of Alexandria

- Alexandria Wayfinding Program launched in 2008 to create standards for design, implementation, and wayfinding.
- Published the Wayfinding Design Manual in 2010 after conversations with advisory groups and consultants.

## Arlington County

- The Neighborhood Conservation Program allows 57 civic associations to discuss and share ideas for improvement.
- Completion of a Neighborhood Conservation Plan allows civic organizations to plan and implement unique identification signage for their community.

# Examples from City of Alexandria



# Examples from Arlington County



# Case Studies

## **City of Portland, Maine**

- In 2008 officials began to construct a signage program after receiving complaints from visitors about lack of directional information.
- Planners chose to construct a single design for City gateways and unique designs for each districts' wayfinding signage.

## **Fort Collins, Colorado**

- In 2004 improved wayfinding signage was identified as a necessary improvement in the Downtown Strategic Plan.
- The new signage standard focused on navigating motorists to parking locations and assisting pedestrians in locating unique attractions.

# Examples from Portland, Maine



# Examples from Fort Collins, Colorado



# Recommendations

1. Publicize this Study, “Pointing to Our Future”
  - Raise awareness for the necessity of a formal signage plan.
2. Establish a Signage Task Force
  - Gather staff, Board and Commission members, and citizens to understand existing signage and the issues associated with it.
3. Develop Goals and Objectives
  - Identify the priorities for the signage plan whether wayfinding, gateway, or neighborhood.
4. Identify Signage Rationale
  - Decide on points of interest, neighborhood boundaries, and locations for signage.

# Recommendations

## 5. Hire a Design Consultant

- Interview outside consultants to create a sign plan, in concert with the Task Force.

## 6. Develop Signage Plan

- Working with consultants and feedback from the public, design clear signage standards for each signage type.

## 7. Secure Funding

- Identify potential state and federal programs to help implement signage plan.

## 8. Implement the Signage Program

- Create a timetable or phased installation plan for new signage.