

City Of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 8, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO # 74: OPTIONS FOR WAYFINDING SIGNAGE FUNDING

This memo is in response to Mayor Euille’s request for information regarding what could be done with money in the Wayfinding Program if City Council funded only a portion of the requested \$1.2 million.

Information was provided by the City’s consultant, Sasaki, on the type and number of signs that could be provided at different funding levels. Sign locations will be determined by staff and the Stakeholder Advisory Group. Wayfinding signs will include a variety of signs that will provide information to visitors and residents and help direct them to historic and cultural destinations, parking, retail shopping areas, bikeways and other attractions. The signs are a key element in providing a welcoming, informative, and attractive environment for visitors, residents, and businesses in the City.

Different funding levels will determine the number of signs that could be provided. Sasaki has provided four funding levels based on different signage scenarios:

	Full Build Out	Partial Build Out 1	Partial Build Out 2	Partial Build Out 3
Total # of Signs	207	102	98	80
Estimated Cost	\$1,969,800	\$ 1,214,325	\$ 899,325	\$ 647,325

The full build out estimate includes four city gateway signs, a significant number of vehicular, bicycle and pedestrian directional signs, parking signage, six visitor kiosks and ten historic markers at an estimated cost of \$1.9 million dollars. Three other partial build out options consist of half or fewer the number of signs than the full build out. With the exception of the first partial build out, neither build out 2 or 3 includes city gateway signage. Another key distinction between the full build out and the three partial build out options is that no signage for directional off King Street or side street attractions, historic markers, or bicycle signage is included in the partial build out options. In addition, the signs in build out 2 and 3 focus primarily on directional signage for vehicles and pedestrians. See attached spreadsheet for more information. As staff has indicated previously, the first priority for implementation of the program is to

provide signs in the King Street, Old Town, and Gateway locations. With limited funding, signs would be concentrated in the King Street Corridor.

The above figures are based on estimates from Sasaki using work from similar projects that they have completed. Once Sasaki has completed their design plan this summer, and once we have identified any field conditions that may affect the location and cost of the signs, we will have a more definitive estimate on the fabrication and installation costs for these signs.

Attachment:

Phase 1 Budgetary Cost Estimate dated March 31, 2008

FULL BUILD OUT						
Item	Sign Type	Description	Remarks	Est. Qty	Est \$ [Installed]	Subtotal
HG.1	Highway Guide Sign	Re-messaged or new Highway (I-395) exit guide signs	VDOT compliant	tdb	tdb	tdb
CG.1	City Gateway	"Welcome to" the City of Alexandria city limit entry signs	Illuminated, with landscape treatment	4	\$ 75,000.00	\$ 300,000.00
CG.2	Commercial Gateway	District identity sign (ex. Carlyle, Del Ray, Arlandria)	Illuminated, with landscape treatment	0	\$ 15,000.00	\$ -
DR.1	Destination Directional	Primary vehicular directional sign - attractions, Visitor Center	Freestanding, non-illuminated	40	\$ 8,500.00	\$ 340,000.00
AM.1	Attraction Marker	Attraction identity sign (ie., Friendship Firehouse)	Freestanding, non-illuminated	25	\$ 7,500.00	\$ 187,500.00
PK.1	Parking: Trailblazer	Parking directional, utilizes "P" symbol w/arrow	Panel sign, attached to light poles	30	\$ 750.00	\$ 22,500.00
PK.2	Parking: Facility Identity	Parking lot identity, mounted to building façade	Illuminated, dimensional "marquee"	12	\$ 12,000.00	\$ 144,000.00
PK.3	Parking: Surface Lot Identity	Parking lot identity, freestanding for surface lot	Illuminated, freestanding	20	\$ 7,000.00	\$ 140,000.00
VK.1	Visitor Info Kiosk	Pedestrian information display - maps, events, directionals	Illuminated	6	\$ 40,000.00	\$ 240,000.00
PD.1	Peds: Directional	Destination "pointer" sign, loc in pedestrian core areas	Single post with sign blades	10	\$ 7,000.00	\$ 70,000.00
PD.2	Peds: Mid-Block Orientation	Directional for off -King Street / side street attractions	Combo direction and directory	30	\$ 10,000.00	\$ 300,000.00
HM.1	Historic Marker	Text and images panel - historic sites	Post mounted info display	10	\$ 8,500.00	\$ 85,000.00
BT	Bicycle Trailblazer	Mount Vernon bike trail marker within Old Town	Panel sign, attached to light poles	20	\$ 350.00	\$ 7,000.00
			Sub Total			\$ 1,836,000.00
			Project Management			\$ 20,000.00
			Shop Drwgs			\$ 7,000.00
			Structural Engineering			\$ 15,000.00
			General Conditions	5%	(installation issues)	\$ 91,800.00
			Total			\$ 1,969,800.00
PARTIAL BUILD OUT 1						
Item	Sign Type	Description	Remarks	Est. Qty	Est \$ [Installed]	Subtotal
TB.1	Trailblazer Signs	Re-messaged or new Highway (I-395) exit guide signs	Non illuminated, DOT compliant	0	\$ 1,500.00	\$ -
CG.1	City Gateway	"Welcome to" the City of Alexandria city limit entry signs	Illuminated, with landscape treatment	4	\$ 75,000.00	\$ 300,000.00
CG.2	Commercial Gateway	District identity sign (ex. Carlyle, Del Ray, Arlandria)	Illuminated, with landscape treatment	0	\$ 15,000.00	\$ -
DR.1	Destination Directional	Primary vehicular directional sign - attractions, Visitor Center	Freestanding, non-illuminated	40	\$ 8,500.00	\$ 340,000.00
AM.1	Attraction Marker	Attraction identity sign (ie., Friendship Firehouse)	Freestanding, non-illuminated	0	\$ 7,500.00	\$ -
PK.1	Parking: Trailblazer	Parking directional, utilizes "P" symbol w/arrow	Panel sign, attached to light poles	30	\$ 750.00	\$ 22,500.00
PK.2	Parking: Facility Identity	Parking lot identity, mounted to building façade	Illuminated, dimensional "marquee"	12	\$ 12,000.00	\$ 144,000.00
PK.3	Parking: Surface Lot Identity	Parking lot identity, freestanding for surface lot	Illuminated, freestanding	0	\$ 7,000.00	\$ -
VK.1	Visitor Info Kiosk	Pedestrian information display - maps, events, directionals	Illuminated	6	\$ 40,000.00	\$ 240,000.00
PD.1	Peds: Directional	Destination "pointer" sign, loc in pedestrian core areas	Single post with sign blades	10	\$ 7,000.00	\$ 70,000.00
PD.2	Peds: Mid-Block Orientation	Directional for off -King Street / side street attractions	Combo direction and directory	0	\$ 10,000.00	\$ -
HM.1	Historic Marker	Text and images panel - historic sites	Post mounted info display	0	\$ 8,500.00	\$ -
BT	Bicycle Trailblazer	Mount Vernon bike trail marker within Old Town	Panel sign, attached to light poles	0	\$ 350.00	\$ -
			Sub Total			\$ 1,116,500.00
			Project Management			\$ 20,000.00
			Shop Drwgs			\$ 7,000.00
			Structural Engineering			\$ 15,000.00
			General Conditions	5%	(installation issues)	\$ 55,825.00
			Total			\$ 1,214,325.00

PARTIAL BUILD OUT 2						
Item	Sign Type	Description	Remarks	Est. Qty	Est \$ [Installed]	Subtotal
TB.1	Trailblazer Signs	Re-messaged or new Highway (I-395) exit guide signs	Non illuminated, DOT compliant	0	\$ 1,500.00	\$ -
CG.1	City Gateway	"Welcome to" the City of Alexandria city limit entry signs	Illuminated, with landscape treatment	0	\$ 75,000.00	\$ -
CG.2	Commercial Gateway	District identity sign (ex. Carlyle, Del Ray, Arlandria)	Illuminated, with landscape treatment	0	\$ 15,000.00	\$ -
DR.1	Destination Directional	Primary vehicular directional sign - attractions, Visitor Center	Freestanding, non-illuminated	40	\$ 8,500.00	\$ 340,000.00
AM.1	Attraction Marker	Attraction identity sign (ie., Friendship Firehouse)	Freestanding, non-illuminated	0	\$ 7,500.00	\$ -
PK.1	Parking: Trailblazer	Parking directional, utilizes "P" symbol w/arrow	Panel sign, attached to light poles	30	\$ 750.00	\$ 22,500.00
PK.2	Parking: Facility Identity	Parking lot identity, mounted to building façade	Illuminated, dimensional "marquee"	12	\$ 12,000.00	\$ 144,000.00
PK.3	Parking: Surface Lot Identity	Parking lot identity, freestanding for surface lot	Illuminated, freestanding	0	\$ 7,000.00	\$ -
VK.1	Visitor Info Kiosk	Pedestrian information display - maps, events, directionals	Illuminated	6	\$ 40,000.00	\$ 240,000.00
PD.1	Peds: Directional	Destination "pointer" sign, loc in pedestrian core areas	Single post with sign blades	10	\$ 7,000.00	\$ 70,000.00
PD.2	Peds: Mid-Block Orientation	Directional for off -King Street / side street attractions	Combo direction and directory	0	\$ 10,000.00	\$ -
HM.1	Historic Marker	Text and images panel - historic sites	Post mounted info display	0	\$ 8,500.00	\$ -
BT	Bicycle Trailblazer	Mount Vernon bike trail marker within Old Town	Panel sign, attached to light poles	0	\$ 350.00	\$ -
			Sub Total			\$ 816,500.00
			Project Management			\$ 20,000.00
			Shop Drwgs			\$ 7,000.00
			Structural Engineering			\$ 15,000.00
			General Conditions	5%	(installation issues)	\$ 40,825.00
			Total			\$ 899,325.00
PARTIAL BUILD OUT 3						
Item	Sign Type	Description	Remarks	Est. Qty	Est \$ [Installed]	Subtotal
TB.1	Trailblazer Signs	Re-messaged or new Highway (I-395) exit guide signs	Non illuminated, DOT compliant	0	\$ 1,500.00	\$ -
CG.1	City Gateway	"Welcome to" the City of Alexandria city limit entry signs	Illuminated, with landscape treatment	0	\$ 75,000.00	\$ -
CG.2	Commercial Gateway	District identity sign (ex. Carlyle, Del Ray, Arlandria)	Illuminated, with landscape treatment	0	\$ 15,000.00	\$ -
DR.1	Destination Directional	Primary vehicular directional sign - attractions, Visitor Center	Freestanding, non-illuminated	30	\$ 8,500.00	\$ 255,000.00
AM.1	Attraction Marker	Attraction identity sign (ie., Friendship Firehouse)	Freestanding, non-illuminated	0	\$ 7,500.00	\$ -
PK.1	Parking: Trailblazer	Parking directional, utilizes "P" symbol w/arrow	Panel sign, attached to light poles	30	\$ 750.00	\$ 22,500.00
PK.2	Parking: Facility Identity	Parking lot identity, mounted to building façade	Illuminated, dimensional "marquee"	12	\$ 12,000.00	\$ 144,000.00
PK.3	Parking: Surface Lot Identity	Parking lot identity, freestanding for surface lot	Illuminated, freestanding	0	\$ 7,000.00	\$ -
VK.1	Visitor Info Kiosk	Pedestrian information display - maps, events, directionals	Illuminated	3	\$ 40,000.00	\$ 120,000.00
PD.1	Peds: Directional	Destination "pointer" sign, loc in pedestrian core areas	Single post with sign blades	5	\$ 7,000.00	\$ 35,000.00
PD.2	Peds: Mid-Block Orientation	Directional for off -King Street / side street attractions	Combo direction and directory	0	\$ 10,000.00	\$ -
HM.1	Historic Marker	Text and images panel - historic sites	Post mounted info display	0	\$ 8,500.00	\$ -
BT	Bicycle Trailblazer	Mount Vernon bike trail marker within Old Town	Panel sign, attached to light poles	0	\$ 350.00	\$ -
			Sub Total			\$ 576,500.00
			Project Management			\$ 20,000.00
			Shop Drwgs			\$ 7,000.00
			Structural Engineering			\$ 15,000.00
			General Conditions	5%	(installation issues)	\$ 28,825.00
			Total			\$ 647,325.00