The Falls Church Village Preservation and Improvement Society

The City of Falls Church
City Council and City Manager
Planning Commission and Planning Staff
Economic Development Authority
300 Park Avenue
Falls Church, VA 22046

May 4, 2020

SUBJECT: EDA Wayfinding and City Entrance Signs

Dear Mayor Tarter, Members of Council, City Manager, Planning Commission and Planning Staff;

The Village Preservation and Improvement Society has long stood for the preservation and the celebration of the character of our City. The Economic Development Authority has proposed new signs for the major and minor entrances to the City, as well as new wayfinding and parking signs.

1. We feel the current City entrance signs and landscaping features supported for decades by VPIS, provide an appropriate and consistent context for the City informed by local history and The Falls Church. We agree fully that the word "Welcome" should be added to those signs.

2. For the images presented by Frazier Associates to the EDA, we are strongly opposed to the slogan "The Little City" being the dominant words on the signs, and the City name being subordinated to 20% of that lettering size. We think that significantly detracts from the stated goal of better name-place recognition – and readability of the City name. The brick mount, if used, should be a very dark brick so as to not create a conflict of eras (traditional art nouveau (1895-1915) sign and 1970s era pink brick).

3. The City entrance for South Washington Street should remain near Graham Road – not relocated to Maple and Route 29.

4. We support the concept and general design of the wayfinding signs (and parking signs). We support the smaller parking sign, that can be used more places without substantially adding to sign overload.

5. We are generally concerned with visual clutter. The two different colors on each sign– and two names on each sign – adds to that visual clutter and confusion.

Thank you,

Lisa G Varouxis

Lisa Varouxis, President
On behalf of the Board of Directors
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