



**The Falls Church Village Preservation and Improvement Society**

March 15, 2021

Mayor Tarter and Members of City Council  
City Manager  
City of Falls Church  
300 Park Avenue  
Falls Church, VA 22046

**SUBJ: Recommendation for a Partial Award of Way Finding Sign Contract**

Dear Mayor Tarter, Members of City Council and City Manager;

The Board of Directors of the Village Preservation and Improvement Society requests that the City Council not authorize the full contract award resulting from the City solicitation for “Way Finding Signs” as advertised. We recommend awarding only the way finding directional signs and not the City entrance signs. We provided a comment letter on needed improvements last year (see attached). These concerns still apply and include:

1. the City entrance sign design has “The Little City” much larger and more dominant than “Falls Church”, and “City of” is relatively tiny and fails to advance the place-name identification for the City of Falls Church;
2. the City entrance sign design is not in keeping with any architectural design elements identifiable in the City, or of the general character of the City;
3. it appears that input provided to the City may not have been considered as the graphics put out for bid were the same as the first version circulated without modifications; and
4. unlike the City entrance signs, the directional way finding signs appear attractive and functional even if The Little City is more dominant and visible than The City of Falls Church (located at the bottom).

Thank you for considering these comments.

Sincerely,

Jeff Peterson, President  
On Behalf of the Board of Directors  
Village Preservation and Improvement Society

Attachments: Graphic from City solicitation and VPIS 2020 letter

Graphics of signs as included in bid materials for Way Finding Signs.





## 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 Varouxis, President  
On behalf of the Board of Directors  
VPIS.President@Gmail.com