

Wayfinding Sign System

Falls Church, Virginia

Type: Wayfinding & Signage

Size: 2.2 Square Miles

Date: 2019-2020

Reference:

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Frazier Associates worked with the City of Falls Church and the local Economic Development Authority (EDA) to create a city-wide custom wayfinding sign system that reflects the unique sense of place and community character of this small but historic northern Virginia community. Goals of the system were to clearly mark the boundaries of the city and guide visitors to key destinations both from a vehicular and pedestrian perspective. Components of the system include gateway entrance signs, trailblazer signs, vehicular directional signs, parking directional/identification signs, and pedestrian information signs. The project was divided into phases for the ease of planning and budgeting. Phase one, creation of a Master Sign Plan, was completed at the end of 2019. The phase involved a survey of existing signs and travel routes along with community meetings and a questionnaire to review existing brand and project goals. Three schematic options, based on the city's existing brand, were developed and after review and revisions, the selected schematic design was finalized with preliminary cost estimates. Phase two is in progress with sign programming and construction intent documents and bidding, fabrication and installation to follow.



MONUMENTAL GATEWAY

POST & PANEL GATEWAY

TRAILBLAZER SIGN

PARKING IDENTIFICATION
POST AND PANEL SIGN

PARKING IDENTIFICATION
PYLON SIGN

Selected schematic design is shown above. Below photosimulations show how installed signs will look.

