


*City of Alexandria, Virginia*

MEMORANDUM

DATE: NOVEMBER 20, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMAN, CITY MANAGER 

SUBJECT: ORDINANCE TO ESTABLISH A PILOT PROGRAM FOR TEMPORARY PORTABLE SIGNS FOR RETAIL BUSINESSES IN THE CENTRAL BUSINESS DISTRICT

**ISSUE:** Ordinance to establish a pilot program for temporary portable signs for retail businesses in the Central Business District.

**RECOMMENDATION:** That City Council adopt the attached ordinance as emergency legislation at its November 25, 2008, meeting.

**DISCUSSION:** It is proposed that a pilot program of expedited administrative approvals for coordinated temporary portable signs be established to improve the visibility of restaurants and retail-oriented businesses in Old Town (Central Business District). The proposal is designed to provide one tool that small businesses can immediately use to stimulate business in the current economic downturn and during the upcoming holiday shopping season, and enhance the economic vitality of the business district as a whole. The recommendation builds on a series of other economic development efforts over the last several years, including the King Street Retail Strategy plan, the outdoor dining program, and the King Street trolley, all designed to bolster the pedestrian activity, economic stability, historic ambiance and tourist attraction of this important district. This pilot program recognizes that:

- The temporary portable signs to be allowed under the proposal would otherwise not be allowed because, as a zoning matter, they are remote from the location they advertise; in addition, an encroachment ordinance would normally be required to allow their location on the public right-of-way;
- Many vital businesses that are a part of the Old Town experience are located one or two blocks from the King Street corridor, but are not visible to pedestrians and others along King Street. Given the current economic and retail downturn, steps should be taken to assist the interesting, unique and attractive restaurants and retail businesses located in these areas and allow them to participate in the tourism and economic activity of King Street;

- Today, although not permitted by City ordinance, there are many businesses that erect signs on corners directing shoppers to their stores on side streets, but they are designed and placed on the sidewalk without coordination or oversight. The proposed program will provide expedited review of the location and design of all such signs, while maintaining a safe pedestrian thoroughfare and accessibility.
- The ongoing citywide Wayfinding planning process has recognized the dilemma posed by the recent proliferation of remote temporary portable signs, but will not have a solution for businesses not located on King Street in time to assist those enterprises for the upcoming holiday season.

The pilot program is a coordinated effort among several departments and agencies, including Planning and Zoning, Transportation and Environmental Services, Code Administration, the Disabilities Resources Coordinator and the Alexandria Economic Development Partnership (AEDP). The program includes the following proposed components:

**Duration of the Program:** The pilot program is temporary. If approved by Council, it would begin upon adoption of the ordinance and will end on March 15, 2009.

**Eligibility:** Restaurants and retail oriented businesses located (see map – Attachment I) within the Central Business District (CBD) not on King Street would be eligible to participate in the program. This includes businesses within the CBD on the 100 and 200 blocks of streets intersecting King Street and on streets parallel to King Street. The map attached to the proposed ordinance identifies the overall zone within which the temporary portable sign program applies. Eligible businesses include restaurants, retail uses and retail oriented businesses, which include personal services uses, as those terms are defined by the zoning ordinance. Eligible business shall not include banks, savings and loans, credit unions, real estate, contractor or other offices.

**Coordination and Cooperation among Businesses:** Eligible businesses would coordinate their efforts for King Street visibility by creating a single sign that refers to each of them and is placed at the corner of King Street closest to their location. If some businesses within a block face choose not to participate, then the remaining businesses may apply for a permit for a temporary portable sign. The permit application will require an affidavit attesting to the fact that all eligible businesses on the blockface were offered the opportunity to participate. A map and/or list will be made available to assist eligible businesses in determining which other eligible businesses must be contacted.

Eligible businesses within the Central Business District located on the east-west streets of Cameron, Queen, Prince and Duke will coordinate with other eligible businesses in the 100 and 200 blocks of the north-south streets in order to participate and have their business name included in a temporary portable sign located on the corner of King closest to their business. Maps showing the sign location plan will be available from P&Z.

**Temporary Sign Permit:** All participating businesses will submit a coordinated application for a temporary portable sign that will be reviewed and approved by the Directors of P&Z and T&ES. The application will include a photo of the proposed King Street corner, the specific location and method of sign placement, and a mock up of the proposed sign size and design. The

application will also include an affidavit indicating that all eligible businesses were invited to participate. Temporary portable signs without a permit will not be allowed. City staff is committed to reviewing and responding to complete sign permit applications as quickly as possible in order to facilitate this process for businesses. In some cases, complete applications may take up to 2 business days to review in order to ensure safe and unobstructed pedestrian clearance.

**Sign Locations:** Typically, the businesses on a street intersecting or parallel to King Street will erect their coordinated sign on the corner of King Street closest to their business locations. Some situations with unique circumstances will require a separate review and determination by staff to find the most appropriate location. However, only one temporary portable sign will be permitted on any one King Street corner, and each eligible business may be featured on only one sign. In addition, acceptable sign locations will:

- Maintain at least a five foot minimum pedestrian path along the sidewalk;
- Be placed so as not to obstruct pedestrian movement and safety. People should be able to safely cross the street, and safely enter and alight from cars and buses without obstruction;
- Allow clear access to curb ramps;
- Not be within five feet of a curb or curb ramp next to an accessible-only parking space;
- Be stabilized or weighted to remain safely in place, preferably with a sandbag within the base of the frame; and
- Not damage the public right of way or any other property.

**Temporary Portable Sign Design:** Signs will be relatively consistent in size; they may be up to 42” tall and up to 30” wide. Sign colors and design are at the discretion of the business owners, but should look professional and be in keeping with the character of the Old and Historic Alexandria District. No illumination, neon letters or neon background are permitted. A drawing or sample of the proposed sign, including its size, text, materials, colors, and method of installation will be part of the temporary sign permit application. The cost of the signs would be borne by a business or the businesses listed on the sign.

**Potential Future Sign Changes:** Depending on the success of the proposed pilot program for temporary portable signage on King Street, and after discussion with businesses, the economic development community, and interagency staff, staff will consider whether a long term temporary portable sign program should be pursued and, if so, what amendments to the zoning ordinance and other city requirements should be made to accomplish that end. Any long term changes will require public hearing so that the full public may be involved in that discussion.

**Public Outreach:** Because of the rapid nature of the economic downturn, staff worked very quickly to have the parameters of the pilot program finalized so that businesses could take advantage of the signs in time for the post Thanksgiving holiday shopping weekend and the remaining holiday shopping season. Regrettably, this accelerated timeframe did not allow for the public outreach that staff would conduct under normal circumstances. If Council determines that the pilot program should be extended, a full public outreach process and public hearing would be conducted. Outreach to businesses was conducted by AEDP after Council’s

November 19 legislative meeting. Information about the proposed pilot program was posted on the P&Z website on Monday, November 24.

**ATTACHMENTS:**

Attachment I: CBD Map

Attachment II: Proposed Ordinance.

**STAFF:**

Faroll Hamer, Director, Planning and Zoning

Richard Josephson, Deputy Director, Planning and Zoning

Peter Leiberg, Principal Planner, Zoning Compliance, Planning and Zoning

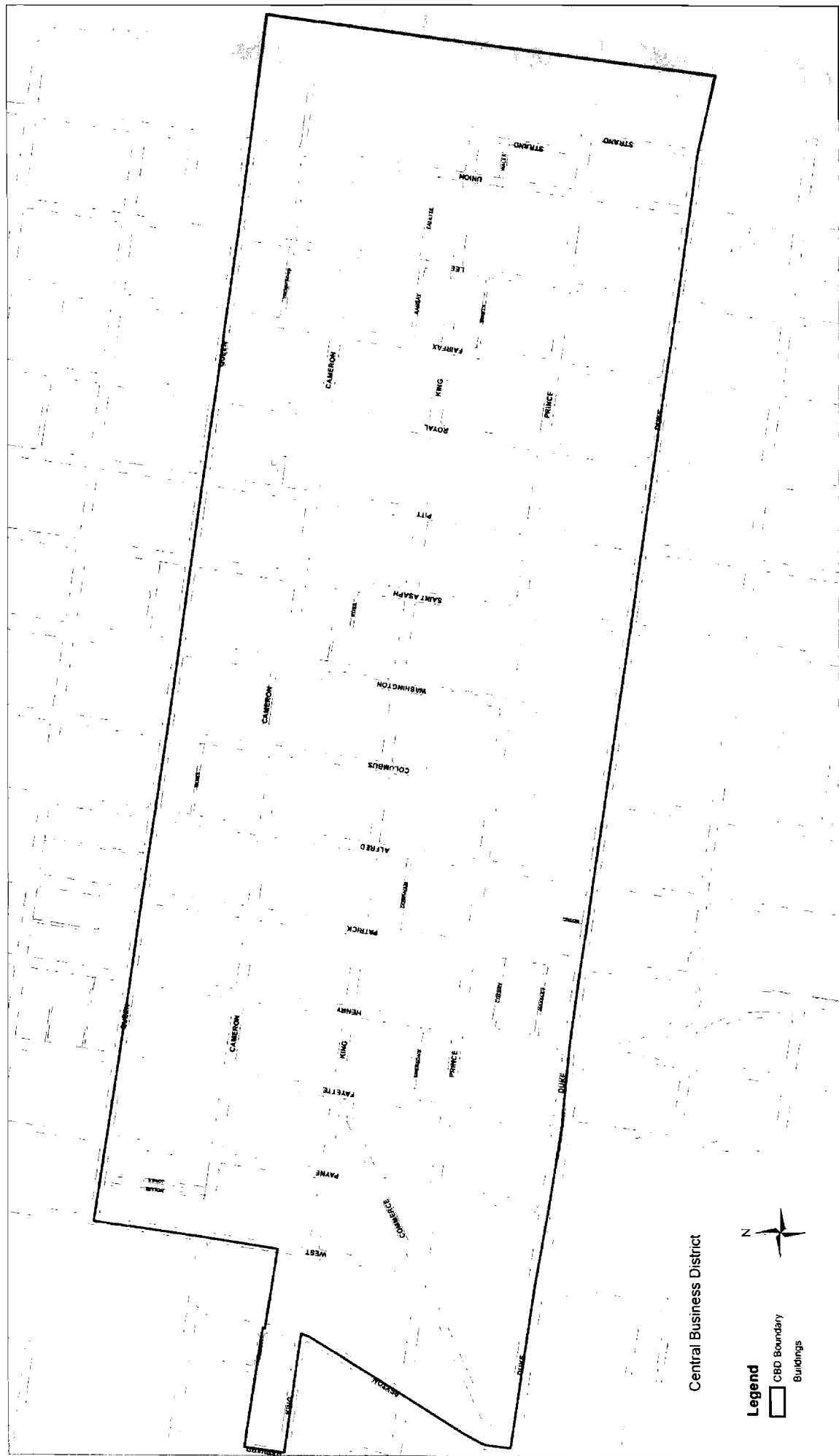
Carrie Beach, Urban Planner, Planning and Zoning

Richard Baier, Director, Transportation and Environmental Services

Sandra Marks, Principal Transportation Planner, Transportation and Environmental Services

John Catlett, Director, Office of Building and Fire Code Administration

Michael Hatfield, Disabilities Resources Coordinator, Office on Human Rights



Central Business District



**Legend**  
 [Thick black line] CBD Boundary  
 [Thin black outline] Buildings

Introduction and first reading:	11/25/2008
Public hearing:	N/A
Second reading and enactment:	11/25/2008

INFORMATION ON PROPOSED ORDINANCE

Title

AN EMERGENCY ORDINANCE to establish a pilot program to authorize portable signs in the public right-of-way for businesses in the Central Business District, with administrative approval.

Summary

The proposed ordinance authorizes portable signs in the public right-of-way for businesses in the Central Business District not located on King Street, during the upcoming holiday season. Administrative approval by the City is required. This ordinance is an emergency measure, intended to assist business affected by the current economic downturn. Such signs are prohibited under current law, and this ordinance will expire on March 15, 2009, unless extended or sooner repealed by the City Council.

Sponsor

Staff

Faroll Hamer, Director of Planning and Zoning  
Ignacio B. Pessoa, City Attorney

Authority

Alexandria City Charter §§ 2.04(e), 3.12, 9.12(E)

Estimated Costs of Implementation

Attachments in Addition to Proposed Ordinance and its Attachments (if any)

None

ORDINANCE NO. \_\_\_\_\_

AN EMERGENCY ORDINANCE to establish a pilot program to authorize portable signs in the public right-of-way for businesses in the Central Business District, with administrative approval.

WHEREAS, the City Council finds and determines that:

1. There is an economic downturn that is affecting all businesses in the City of Alexandria and in the Central Business District, and there is a particular hardship being experienced by restaurants, retail merchants, and small businesses;

2. Many such businesses within the Central Business District, on blockfaces close to but not on King Street, are small businesses which contribute to the unique character of Old Town, and are particularly vulnerable to the current economic downturn, and the loss of such businesses would cause irreparable harm to the character and economic viability of Old Town and the City;

3. Adoption of this emergency ordinance is necessary and desirable to aid such businesses by increasing their visibility to visitors and customers during the upcoming holiday season, upon which such business substantially rely for their annual revenue; to secure the appropriate balance between competing uses in and along the public right-of-way, and to preserve the health, safety and general welfare of the residents of the City, and

4. All requirements of law precedent to the adoption of this emergency ordinance have been complied with; now, therefore,

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That temporary portable signs shall be permitted to encroach into the public sidewalk right-of-way along King Street, within the Central Business District as defined in Section 8-300 of the Zoning Ordinance, until March 15, 2009; provided that such permission shall be subject to the provisions set forth below.

Section 2. That no such encroachment shall be permitted unless and until an application therefor, which shall include a plan reasonably depicting the location, size, text, appearance and method of installation of the proposed sign to be located on the public right of way, and such additional information as the Director of Planning and Zoning may reasonably require, has been approved by the Director of Planning and Zoning, after determining that the proposed encroachment will be reasonable, attractive and promote pedestrian and retail vitality in the Central Business District, and that there is adequate space remaining within the public right-of-way to facilitate safe circulation of pedestrian traffic. No material change to the approved plan shall be made without prior written approval by the Director.

1  
2 Section 3. That any such encroachment shall be subject to the following terms  
3 and conditions:  
4

- 5 (A) A maximum of four signs may be located on any one intersection of King Street  
6 and each intersecting street, one on each corner.  
7
- 8 (B) For each sign, eligible businesses include restaurants, retail uses and retail  
9 oriented businesses, which include restaurants and retail and personal services  
10 uses, as those terms are defined by the zoning ordinance, located on an adjacent  
11 blockface on a street within the Central Business District, which street intersects  
12 with or is parallel to King Street. Eligible business shall not include banks,  
13 savings and loans, credit unions, and contractor or other offices.  
14
- 15 (C) A maximum of one coordinated temporary portable sign is permitted for all  
16 eligible businesses on any eligible blockface.  
17
- 18 (D) Signs may not exceed 42 inches in height and a width of 30 inches. Illuminated  
19 signs are prohibited.  
20
- 21 (E) Pedestrian safety shall be preserved through the placement and securing of signs  
22 so as to permit safe and adequate pedestrian throughway along the sidewalk,  
23 crossing of streets, entry and alighting from cars and buses, and access to curb  
24 ramps.  
25
- 26 (F) All signs, including installation materials, placed in the right-of-way shall be  
27 temporary and shall be readily removable without any damage to the surface of  
28 the right-of-way.  
29
- 30 (G) Signs shall comply with all applicable city, state and federal  
31 laws and regulations.  
32
- 33 (H) Signs shall comply with such additional, reasonable terms and conditions as the  
34 Director of Planning and Zoning may include in the permit.  
35

36 Section 4. That this ordinance shall preempt any contrary provision of law,  
37 general or special.  
38

39 Section 5. That this ordinance shall become effective on the date and at the time  
40 of its final passage, and shall apply to all such applications which may be filed after such date;  
41 provided, however, that this emergency ordinance shall expire on March 15, 2009.  
42  
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44 WILLIAM D. EUILLE  
45 Mayor  
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4  
5 Introduction: 11/25/2008  
6 First Reading: 11/25/2008  
7 Publication: N/A  
8 Second Reading: 11/25/2008  
9 Final Passage: 11/25/2008

REVISED

25  
11-25-08

DATE: NOVEMBER 20, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMAN, CITY MANAGER

SUBJECT: ORDINANCE TO ESTABLISH A PILOT PROGRAM FOR TEMPORARY  
PORTABLE SIGNS FOR RETAIL BUSINESSES IN THE CENTRAL  
BUSINESS DISTRICT

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**ISSUE:** Ordinance to establish a pilot program for temporary portable signs for retail businesses in the Central Business District.

**RECOMMENDATION:** That City Council adopt the ordinance as emergency legislation at its November 25, 2008 meeting.

**DISCUSSION:** City staff is proposing a pilot program of expedited administrative approvals for coordinated temporary portable signs to improve the visibility of restaurants and retail-oriented businesses in the Central Business District. The proposal is designed to provide one tool that small businesses can immediately use to stimulate business in the current economic downturn and during the upcoming holiday shopping season, and enhance the economic vitality of the business district as a whole. The recommendation builds on a series of other economic development efforts over the last several years, including the King Street Retail Strategy plan, the outdoor dining program, and the King Street trolley, all designed to bolster the pedestrian activity, economic stability, historic ambiance and tourist attraction of this important district. This pilot program recognizes that:

- The temporary portable signs to be allowed under the proposal would otherwise not be allowed because, as a zoning matter, they are remote from the location they advertise; in addition, an encroachment ordinance would normally be required to allow their location on the public right of way;

- Many vital businesses that are a part of the Old Town experience are located one or two blocks from the King Street corridor, but are not visible to pedestrians and others along King Street. Given the current economic and retail downturn, steps should be taken to assist the interesting, unique and attractive restaurants and retail businesses located in these areas and allow them to participate in the tourism and economic activity of King Street;
- Today, there are many businesses that erect signs on corners directing shoppers to their stores on side streets, but they are designed and placed on the sidewalk without coordination or oversight. The proposed program will provide expedited review of the location and design of all such signs, while maintaining a safe pedestrian thoroughfare and accessibility.
- The ongoing citywide Wayfinding planning process has recognized the dilemma posed by the recent proliferation of remote temporary portable signs, but will not have a solution for businesses not located on King Street in time to assist those enterprises for the upcoming holiday season.

The pilot program is a coordinated effort among several departments and agencies, including Planning and Zoning, Transportation and Environmental Services, Code Administration, the Disabilities Resources Coordinator and the Alexandria Economic Development Partnership (AEDP). The program includes the following proposed components:

#### **Duration of the Program**

The pilot program is temporary. It will begin upon adoption of the ordinance and will end on March 15, 2009.

#### **Eligibility**

Restaurants and retail oriented businesses located within the Central Business District (CBD) not on King Street are eligible to participate in the program. This includes businesses within the CBD on the 100 and 200 blocks of streets intersecting King Street and on streets parallel to King Street. The map attached to the proposed ordinance identifies the overall zone within which the temporary portable sign program applies. Eligible businesses include restaurants, retail uses and retail oriented businesses, which include personal services uses, as those terms are defined by the zoning ordinance. Eligible business shall not include banks, savings and loans, credit unions, real estate, contractor or other offices.

#### **Coordination and Cooperation among Businesses**

Eligible businesses will coordinate their efforts for King Street visibility by creating a single sign that refers to each of them and is placed at the corner of King Street closest to their location. If some businesses within a block face choose not to participate, then the remaining businesses may apply for a permit for a temporary portable sign. The permit application will require an affidavit

attesting to the fact that all eligible businesses on the blockface were offered the opportunity to participate. A map and/or list will be made available to assist eligible businesses in determining which other eligible businesses must be contacted.

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### **Temporary Sign Permit**

All participating businesses will submit a coordinated application for a temporary portable sign that will be reviewed and approved by the Directors of P&Z and T&ES. The application will include a photo of the proposed King Street corner, the specific location and method of sign placement, and a mock up of the proposed sign size and design. The application will also include an affidavit indicating that all eligible businesses were invited to participate. Temporary portable signs without a permit will not be allowed. City staff is committed to reviewing and responding to complete sign permit applications as quickly as possible in order to facilitate this process for businesses. In some cases, complete applications may take up to 2 business days to review in order to ensure safe and unobstructed pedestrian clearance.

### **Sign Locations**

Typically, the businesses on a street intersecting or parallel to King Street will erect their coordinated sign on the corner of King Street closest to their business locations. Some situations with unique circumstances will require a separate review and determination by staff to find the most appropriate location. However, only one temporary portable sign will be permitted on any one King Street corner, and each eligible business may be featured on only one sign. In addition, acceptable sign locations will:

- Maintain at least a five foot minimum pedestrian path along the sidewalk;
- Be placed so as not to obstruct pedestrian movement and safety. People should be able to safely cross the street, and safely enter and alight from cars and buses without obstruction;
- Allow clear access to curb ramps;
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- Be stabilized or weighted to remain safely in place, preferably with a sandbag within the base of the frame; and
- Not damage the public right of way or any other property.

### **Temporary Portable Sign Design**

Signs will be relatively consistent in size; they may be up to 42” tall and up to 30” wide. Sign colors and design are at the discretion of the business owners, but should look professional and be in keeping with the character of the Old and Historic Alexandria District. No illumination, neon letters or neon background are permitted. A drawing or sample of the proposed sign, including its size, text, materials, colors, and method of installation will be part of the temporary sign permit application.

**Potential Future Sign Changes:** Signs that advertise businesses off King Street will ultimately be addressed through the Wayfinding process. Issues will include whether or not to have such signs; ensuring that if the decision is made to allow such signs that they are designed in such a way to reduce visual clutter and be compatible with the Old and Historic District; whether they should include general retail opportunities or name specific stores; whether they should be part of a kiosk or mounted on a pole; funding mechanisms and maintenance costs and responsibilities. There is a public advisory group that meets regularly to discuss the Wayfinding plan as well as periodic community meetings. There will be work sessions for the Planning Commission and City Council in January, and ample opportunities for public comment. The staff will incorporate the results of this process into our final recommendations.

### **Public Outreach**

Because of the rapid nature of the economic downturn, staff worked very quickly at Council’s direction to have the parameters of the pilot program finalized so that businesses could take advantage of the signs in time for the post Thanksgiving holiday shopping weekend and the remaining holiday shopping season. Regrettably, this accelerated timeframe did not allow for the public outreach that staff would conduct under normal circumstances. If Council determines that the pilot program should be extended, a full public outreach process and public hearing would be conducted. Outreach to businesses was conducted by AEDP after Council’s November 19 legislative meeting. Information about the proposed pilot program was posted on the P&Z website on Monday, November 24.

### **STAFF :**

Faroll Hamer, Director, Planning and Zoning

Richard Josephson, Deputy Director, Planning and Zoning

Peter Leiberg, Principal Planner, Zoning Compliance, Planning and Zoning

Carrie Beach, Urban Planner, Planning and Zoning

Richard Baier, Director, Transportation and Environmental Services

Sandra Marks, Principal Transportation Planner, Transportation and Environmental Services

John Catlett, Director, Office of Building and Fire Code Administration

Michael Hatfield, Disabilities Resources Coordinator, Office on Human Rights

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11-25-08

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ORDINANCE NO. 4566

AN EMERGENCY ORDINANCE to establish a pilot program to authorize portable signs in the public right-of-way for businesses in the Central Business District, with administrative approval.

WHEREAS, the City Council finds and determines that:

1. There is an economic downturn that is affecting all businesses in the City of Alexandria and in the Central Business District, and there is a particular hardship being experienced by restaurants, retail merchants, and small businesses;

2. Many such businesses within the Central Business District, on blockfaces close to but not on King Street, are small businesses which contribute to the unique character of Old Town, and are particularly vulnerable to the current economic downturn, and the loss of such businesses would cause irreparable harm to the character and economic viability of Old Town and the City;

3. Adoption of this emergency ordinance is necessary and desirable to aid such businesses by increasing their visibility to visitors and customers during the upcoming holiday season, upon which such business substantially rely for their annual revenue; to secure the appropriate balance between competing uses in and along the public right-of-way, and to preserve the health, safety and general welfare of the residents of the City, and

4. All requirements of law precedent to the adoption of this emergency ordinance have been complied with; now, therefore,

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That temporary portable signs shall be permitted to encroach into the public sidewalk right-of-way along King Street, within the Central Business District as defined in Section 8-300 of the Zoning Ordinance, until March 15, 2009; provided that such permission shall be subject to the provisions set forth below.

Section 2. That no such encroachment shall be permitted unless and until an application therefore, which shall include a plan reasonably depicting the location, size, text, appearance and method of installation of the proposed sign to be located on the public right-of-way, and such additional information as the Director of Planning and Zoning may reasonably require, has been approved by the Director of Planning and Zoning, after determining that the proposed encroachment will be reasonable, attractive and promote pedestrian and retail vitality in the Central Business District, and that there is adequate space remaining within the public right-of-way to facilitate safe circulation of pedestrian traffic. No material change to the approved plan shall be made without prior written approval by the Director.

Section 3. That any such encroachment shall be subject to the following terms and conditions:

- (A) A maximum of four signs may be located on any one intersection of King Street and each intersecting street, one on each corner.
- (B) For each sign, eligible businesses include restaurants, retail uses and retail oriented businesses, which include restaurants and retail and personal services uses, as those terms are defined by the zoning ordinance, located on an adjacent blockface on a street within the Central Business District, which street intersects with or is parallel to King Street. Eligible business shall not include banks, savings and loans, credit unions, and contractor or other offices.
- (C) A maximum of one coordinated temporary portable sign is permitted for all eligible businesses on any eligible blockface.
- (D) Signs may not exceed 42 inches in height and a width of 30 inches. Illuminated signs are prohibited.
- (E) Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian throughway along the sidewalk, crossing of streets, entry and alighting from cars and buses, and access to curb ramps.
- (F) All signs, including installation materials, placed in the right-of-way shall be temporary and shall be readily removable without any damage to the surface of the right-of-way.
- (G) Signs shall comply with all applicable city, state and federal laws and regulations.
- (H) Signs shall comply with such additional, reasonable terms and conditions as the Director of Planning and Zoning may include in the permit.

Section 4. That this ordinance shall preempt any contrary provision of law, general or special.

Section 5. That this ordinance shall become effective on the date and at the time of its final passage, and shall apply to all such applications which may be filed after such date; provided, however, that this emergency ordinance shall expire on March 15, 2009.

WILLIAM D. EUILLE  
Mayor

Final Passage: November 25, 2008





tara zimnick-calico  
<tzimnickcalico@comcast.net>

11/25/2008 10:12 AM

Please respond to  
tara zimnick-calico  
<tzimnickcalico@comcast.net>

To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,

cc

bcc

Subject COA Contact Us: Pilot Program for Temporary Signage

25  
11-25-08

**Time:** [Tue Nov 25, 2008 10:12:00] **IP Address:** [76.21.204.114]

**Issue Type:** Mayor, Vice-Mayor and Council Members  
**First Name:** tara  
**Last Name:** zimnick-calico  
**Street Address:** 612 so pitt st  
**City:** alexandria  
**State:** va  
**Zip:** 22314  
**Phone:** 703-548-0226  
**Email Address:** tzimnickcalico@comcast.net  
**Subject:** Pilot Program for Temporary Signage  
Just a note voicing my strong support - as a resident, as President of Old Town Business & Professionals Association, and as an employee of the Torpedo Factory Art Center – for the pilot program of temporary A-frame signage. This is an incredibly vital resource needed for businesses. I am impressed with the progress of the Wayfinding work, but believe that this is a perfect “pinch hit” for an immediate effect. Regards, Tara  
**Comments:**  
Zimnick-Calico



Cindy McCartney  
<divaboutique@comcast.net>

11/21/2008 03:49 PM

Please respond to  
Cindy McCartney  
<divaboutique@comcast.net>

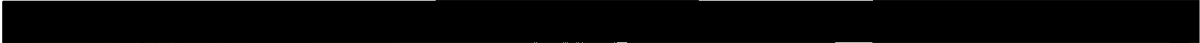
To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,

cc

bcc

Subject COA Contact Us: Emergency Temporary Portable sign ordinance

25  
11-25-08



Time: [Fri Nov 21, 2008 15:49:47] IP Address: [76.21.173.82]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Cindy  
**Last Name:** McCartney  
**Street Address:** Diva Designer Consignment and Other Delights  
116 South Pitt Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-683-1022  
**Email Address:** divaboutique@comcast.net

**Subject:** Emergency Temporary Portable sign ordinance  
Hello, Mayor Euille and Members of Council,

I wanted to write to  
indicate my--and I am sure all of the Retailers and Restaurants Off King  
Streets' (ROKS)--strong support of this ordinance...it will most certainly  
make a huge difference to all of our businesses during the holiday season  
(and hopefully it can be continued into 2009!).

This is precisely the  
type of support we have been looking for and one reason we started ROKS.

**Comments:** We thank you for being responsive to this need. This program will be a  
major win for both businesses and for the City...there are 72+ businesses  
on the side streets which are unique and add variety to the mix of shops  
and restaurants more visible along King. The extra signage pointing the  
way to the Off-King locations to visitors and even residents will be  
extremely impactful and will undoubtedly pay off in increased retail  
receipts.

Thank you again...I plan on being at the meeting Tuesday evening and have passed the great news about this initiative on to the members of ROKS. It's nice to see a City supportive of its independent retailers.

Cindy McCartney  
Owner, Diva Designer Consignment and Other

Delights  
President, ROKS (Retailers off King Street)

25  
11-25-08



Fay Carter  
<fay@christmasattic.com>

11/22/2008 08:24 AM

Please respond to  
Fay Carter  
<fay@christmasattic.com>

To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,

cc

bcc

Subject COA Contact Us: signage



Time: [Sat Nov 22, 2008 08:24:43] IP Address: [67.62.121.109]

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Fay

**Last Name:** Carter

**Street Address:** 125 S. Union St

**City:** Alexandria

**State:** Va

**Zip:** 22314

**Phone:** 703-548-2829

**Email Address:** fay@christmasattic.com

**Subject:** signage

I'm co-owner of the Christmas Attic on Union Street. I am very excited about the idea of signs directing customers to off King Street businesses.

Even though we have been in the same location for 35 years & continue to promote our store daily we still hear "We never knew you were here" I believe that signage pointing to stores off King Street would help all the stores in Old Town, especially those off the beaten track.

Visitors in our beautiful city are looking for direction. They are in

**Comments:** Alexandria to stroll, dine & shop. Lets make it easier for them to do all three. The trolley has been a very welcome addition to Old Town. Adding signs to the street corners will help those both walking and riding the trolley. They will be able to see that there are more shops and restaurants off the main street. They won't have to read a visitors guide, or ask someone, or search out a cute shop. The signs will direct them easily to all that Old Town has to offer. Lets help all the small businesses survive--the future of Old Town depends on it!!



**Jim Hartmann/Alex**  
11/22/2008 06:27 PM

To "Faroll Hamer" <faroll.hamer@alexandriava.gov>, "Jackie Henderson" <Jackie.Henderson@alexandriava.gov>  
cc "Mark Jinks" <Mark.Jinks@alexandriava.gov>  
bcc

Subject Fw: COA Contact Us: Emergency Temporary Portable sign ordinance

25  
11-25-08

----- Original Message -----

From: Cindy McCartney [divaboutique@comcast.net]  
Sent: 11/22/2008 02:29 PM EST  
To: Jim Hartmann  
Subject: COA Contact Us: Emergency Temporary Portable sign ordinance

**Time: [Sat Nov 22, 2008 14:29:40] IP Address: [76.21.173.82]**

**Issue Type:** James K. Hartmann  
**First Name:** Cindy  
**Last Name:** McCartney  
**Street Address:** Diva Designer Consignment and Other Delights  
116 South Pitt Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-683-1022  
**Email Address:** divaboutique@comcast.net

**Subject:** Emergency Temporary Portable sign ordinance  
Dear Mr. Hartmann,

I wanted to write to indicate my--and I am sure all  
of the Retailers and Restaurants Off King  
Streets' (ROKS)--strong support  
of this ordinance...it will most certainly  
make a huge difference to all  
of our businesses during the holiday season  
(and hopefully it can be  
continued into 2009 past the March date).

This is precisely the type

of support we have been looking for and one reason we started ROKS.  
We

thank you for being responsive to this need and for the expeditious manner

you are looking to implement it..  
This program will be a major win for

both businesses and for the City...there are 72+ businesses  
on the side

streets which are unique and add variety to the mix of shops  
and

**Comments:**

restaurants more visible along King. The extra signage pointing the  
way to

the Off-King locations to visitors and even residents will be  
extremely

impactful and will undoubtedly pay off in increased

retail  
receipts.

Thank you again...I plan on being at the meeting

Tuesday  
evening and have passed the great news about this initiative on to

the  
members of ROKS. It's nice to see a City supportive of its

independent  
retailers.

Cindy McCartney  
Owner, Diva Designer

Consignment and Other Delights  
President, ROKS (Retailers off King Street)

25  
11-25-08



**Charlotte Hall**  
<chall@potomacriverboatco.com>

11/24/2008 07:26 PM

Please respond to  
Charlotte Hall  
<chall@potomacriverboatco.com>

To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,  
cc  
bcc  
Subject COA Contact Us: Temporary Signage Ordinance



**Time: [Mon Nov 24, 2008 19:26:47] IP Address: [68.239.82.166]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Charlotte  
**Last Name:** Hall  
**Street Address:** 205 The Strand  
**City:** alexandria  
**State:** va  
**Zip:** 22314  
**Phone:** 703-684-0580  
**Email Address:** chall@potomacriverboatco.com

**Subject:** Temporary Signage Ordinance  
Mayor Euille and Members of Council:

Please accept this memo as a note  
of support for passage of the Pilot Program of the Temporary Signage  
Ordinance. It's a start for wayfinding, and we gratefully acknowledge and

**Comments:** accept what you are proposing at City Council on Tuesday, November 25.

Now, I must go find the Block Captain who will spearhead this great  
venture.

All the best,  
Charlotte

25  
11-25-08



**Frank Kozuch**  
<frank@whistlestophobbies.com>

11/24/2008 09:11 PM

Please respond to  
Frank Kozuch  
<frank@whistlestophobbies.com>

To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,  
cc  
bcc  
Subject COA Contact Us: Business Sign Pilot Program.

**Time: [Mon Nov 24, 2008 21:11:13] IP Address: [71.191.229.55]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Frank  
**Last Name:** Kozuch  
**Street Address:** 130 S. Royal Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-549-4912  
**Email Address:** frank@whistlestophobbies.com  
**Subject:** Business Sign Pilot Program  
Whistle Stop Hobbies, a locally owned retail store one block from City Hall, is strongly IN FAVOR of the passing of ORDINANCE #25 on tonight's docket. This Ordinance will allow our store and those on our block to reach potential customers on King Street as never before!! We agree that a tasteful sign should be created by all groups! The passing of this ordinance could be the difference, for many businesses, between staying in business and closing!!  
**Comments:**  
THANK YOU!!



25  
11-25-08



**James Steele**  
<info@photographybysteele.com>  
>

11/24/2008 09:27 PM

Please respond to  
James Steele  
<info@photographybysteele.com>

To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,  
cc  
bcc  
Subject COA Contact Us: Support for Temporary Signage Ordinance



**Time: [Mon Nov 24, 2008 21:27:17] IP Address: [96.255.111.247]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** James  
**Last Name:** Steele  
**Street Address:** Torpedo Factory Art Center  
105 N. Union St

**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-299-2400  
**Email Address:** info@photographybysteele.com

**Subject:** Support for Temporary Signage Ordinance  
On behalf of the Torpedo Factory Artists' Association I would like to  
acknowledge our support for the consideration and passage of the ORDINANCE  
TO ESTABLISH A PILOT PROGRAM FOR TEMPORARY PORTABLE SIGNS FOR  
RETAIL

**Comments:** BUSINESSES IN THE CENTRAL BUSINESS DISTRICT.

JIm Steele  
VP Community  
  
Relations  
Torpedo Factory Artists' Association

25  
11-25-08



**Debra Monahan**  
<debra@shoplamuse.net>

11/25/2008 02:03 PM

Please respond to  
Debra Monahan  
<debra@shoplamuse.net>

To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,

cc

bcc

Subject COA Contact Us: Temporary Portable Sign Pilot Program



**Time:** [Tue Nov 25, 2008 14:03:03] **IP Address:** [70.21.87.249]

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Debra

**Last Name:** Monahan  
Residence - 1005 Colonial Ave.

**Street Address:** Business - La Muse 108 N Patrick St.

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703 683 1696

**Email Address:** debra@shoplamuse.net

**Subject:** Temporary Portable Sign Pilot Program

Thank you so very much for considering this ordinance. I am both a resident and business owner in the City and virtually all of my money is spent here in Alexandria.

I can't tell you how many customers come into my store that live right in town and say "How long have you been open?" When I say two years they are astonished - "I don't know why I've never seen you before, you need to have a sign on the corner." They continue to mention how they usually just walk along King St. and don't really look down the side streets.

**Comments:** I do my best to brighten up the front of my store using lights and color but nothing could be as powerful as having a sign on the corner to pique someone's curiosity and encourage them to take those few steps off of King St.

My permit

application was submitted to Richard Bray this afternoon.

Happy

Thanksgiving

Debra Monahan  
Alexandria Resident, Business Owner,

Volunteer & Customer!

25  
11-25-08



"poul hertel"  
<poulh@erols.com>  
11/21/2008 03:04 PM

To "Justin Wilson" <Justin.Wilson@alexandriava.gov>, "Ludwig  
Gaines" <Councilmangaines@aol.com>, "Mayor Bill Euille"  
<alexvamayor@aol.com>, "Paul Smedberg"  
cc <jackie.henderson@alexandriava.gov>

bcc

Subject emergency signage

Dear Mayor and members of the City Council

Please find attached the unanimous comments from the Old Town Civic Board on  
the issue of emergency signage.

Sincerely



emergency signage.doc

**Old Town Civic Association, Inc.  
P.O. Box 1213  
Alexandria, Virginia 22313**

Dear Mayor and members of the City Council

Although we are sympathetic to the impact of economic fluctuations, OTCA is concerned about the lack of public vetting of this change, especially since the temporary often has a tendency to become permanent. The proposed change significantly alters signage in the Historic District, both contextually and process wise. For this reason, and in the spirit of willingness to help during the Christmas season, OTCA accepts the emergency nature of this request, but only if it contains a termination date without possibilities for extension. We request a primo January time frame.

We are, after all, an historic district that ought not to be subjected to the potential permanent changes without deliberate input from the relevant stakeholders. Furthermore, a way finding committee was specifically formed by the City Council to address these issues in a more holistic fashion, and if these changes are worthy of long-term consideration, they must come through that venue.

Sincerely

A handwritten signature in black ink, appearing to read 'Paul Hertel', written in a cursive style.

*Paul Hertel President OTCA Board of Directors*

25  
11-25-08



Cindy McCartney  
<divaboutique@comcast.net>

11/26/2008 03:06 PM

Please respond to  
Cindy McCartney  
<divaboutique@comcast.net>

To william.euille@alexandriava.gov, timothylovain@aol.com,  
councilmangaines@aol.com, council@krupicka.com,  
delpepper@aol.com, paulcsmedberg@aol.com,

cc

bcc

Subject COA Contact Us: Signage ordinance--than you!



Time: [Wed Nov 26, 2008 15:06:42] IP Address: [76.21.173.82]

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Cindy

**Last Name:** McCartney  
Diva Boutique

**Street Address:** 116 S. Pitt Street

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703-683-1022

**Email Address:** divaboutique@comcast.net

**Subject:** Signage ordinance--than you!

Dear Mayor Euille, Vice Mayor Pepper and Members of Council,

I just

wanted to say thank you so much for your enthusiastic support of

the  
signing ordinance at last night's meeting...it has given us a real

shot in the arm to know that  
you have approved such a valuable tool for

the Retailers Off King Street.

**Comments:** This and the Buy Alexandria campaign

should really help all of us maximize  
our business and the holiday season!

You can bet that I was at the Permit Office bright and early this  
morning for my sticker!!

Thank you again very much. Have a great

Thanksgiving.

Cindy McCartney