

Torpedo Factory Art Center Exterior Signage Project

Project Overview:

The Torpedo Factory Art Center, with assistance from the City of Alexandria Office of the Arts, is proposing to develop and install updated exterior signage that will improve the art center's appearance and brand awareness. The development of artistically appealing signage will properly identify the building as an art center and make it more approachable and inviting to visitors. More unified graphics will reduce visual clutter and strengthen the brand. Makeshift signs currently being used (fliers taped on doors and windows, sandwich boards, etc.) will be removed.

This proposal for updated exterior signage includes:

- **Exterior Banners: 12 (pages 3, 4, 5, 6, 7, 11)**
 Replacing (2) 3'x16', (2) 3'x19', & (1) 2'10"x17'3" with updated artwork; Replacing (6) 2'x21' with (6) 3'x15' banners
 Adding (1) 4'x 15' banner
Net Gain: 78 sq ft
Includes inspirational wording and images highlighting the artwork and artists found within the art center.
- **Entrance Signs: 8 (pages 3, 6, 9, 12, 15)**
 Replacing (1) 1'6"x2'6" with (1) 2'x2'; Replacing (1) 6"x7" with (1) 30"x30"; Replacing (1) 9'6"x9'6" with (1) 9'6"x7'
 Replacing various door/sandwich board signs with (4) 1'8"x2'8" & (1) 13"x19.5" public entrance signs
Net Gain: 2.35 sq ft
Public entrance signs designate each public entrance and provide art center information such as hours and admission. Non-public entrances are also designated and provide additional information to vendors.
- **Main Entrance Secured Signage Frames: 2 (page 8)**
 Adding (2) 2'6"x6' (approx), Removing 1 existing 2'6"x6' sign; Removing various door/sandwich board signs
Net Loss: 2.68 sq ft
Offers space for changeable posters, calendars, and general information.
- **Window Art & Logo Signs: 3 (pages 10 & 14)**
 Replacing (1) 9'4"x9'4" with (1) 7'x7', Replacing (1) 9'x3' with updated artwork, Replacing (1) 9'6"x9'6" with (1) 9'6" x 7'
Net Loss: 33.08 sq ft
Large-scale art mounted on the back of the building draws attention from air, land, and water. Visitors arriving by water taxi will immediately identify the building as the Torpedo Factory Art Center. Logo art on the side of the building identifies the art center to visitors approaching from Cameron St and points north.
- **Public Entrance Awnings: 5 (pages 12, 13,15)**
 Replacing (4) 10'x2'x2', Adding (1) 77"x25"x4"
Red welcome awnings over public entrances are inviting and can clearly be seen by approaching visitors.
- **Utility Door Painting (page 14)**
Painting the utility door on the back/waterfront entrance to match the surrounding wall makes it less noticeable, drawing more attention to the public entrance doors.
- **Waterfront-Marina/Shop-Food Signs (page 5)**
Update recommended. The space is not under the management of the Torpedo Factory Artists' Association.

Total Signage Net Gain: 44.59 sq ft

Exterior banners will be replaced annually to allow for new artwork to be shown and to account for wind and other environmental damages.

Project Need:

A primary concern raised by visitors, residents, and local business professionals is the current lack of adequate signage to identify the art center and attract area visitors. It was also a key concern cited in an independent study commissioned by the City of Alexandria (Management Analysis Inc., February 2010). The study recommended that the Torpedo Factory “must refresh its appearance, must have adequate signage and features that will enhance the visitor experience.” The study points out that signage is the most critical element of marketing for the Torpedo Factory because it has the greatest potential to attract visitors who are already in the vicinity of the Torpedo Factory. The study states:

- There is currently no permanent Torpedo Factory signage anywhere in the City
- Building signage is dilapidated and/or is placed above eye level
- Union Street building signage is obscured by tree tops much of the year
- Colors and typeface on signage appear dated
- Lack of graphic standards in the way the Torpedo Factory Art Center’s name and logo is displayed
- No art displayed outside the building to let visitors know what can be seen inside

This proposal attempts to correct most of these problems by implementing several recommendations in the study.

The need for new signage was the focal point of a City Council approved grant application to the Virginia Commission for the Arts (VCA) by the City’s Office of the Arts in 2010. VCA awarded a \$6,000 grant to the Office of the Arts in support of this initiative.

Project Effects:

Among all possible investments in marketing, new signage is the most urgent need and is likely to bring the greatest return in capturing more of the increasing traffic as a result of the water taxi and trolley. Not only will it draw attention to the Torpedo Factory, new and artistic graphics will reinforce the fact that Alexandria is an important arts destination.

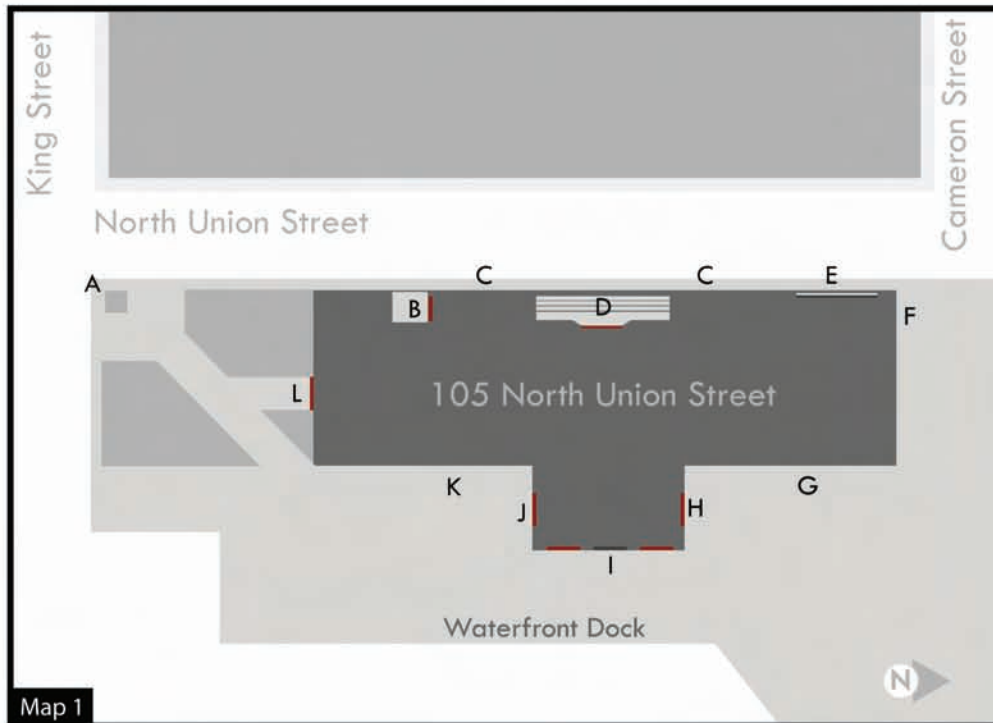
As future developments unfold, as envisioned in the City’s Draft Waterfront Small Area Plan, the Torpedo Factory must take advantage of its position as the main cultural anchor. Currently, the Torpedo Factory provides more than \$16.2 million in direct revenues and receives some 400,000 visitors annually. This economic impact could grow significantly with a few simple improvements to its exterior signage.

Project Partner Organizations:

Torpedo Factory Artists’ Association
 Torpedo Factory Art Center Board
 The Art League
 Alexandria Archaeology Museum
 City of Alexandria Office of the Arts

Proposal Overview

Banner, Sign, & Awning Map and List



Banner, Sign, & Awning List:

- A. Banner, (One) 4'W x 15'H Corner Mounted on Bracket, Double-Sided, Standard Banner Format
- B. Banner, (One) 2'10"W x 17'3"H Wall-mounted on Bracket, Single-Sided, Standard Banner Format
Sign, (One) 2'W x 2'H, Wall-mounted, Single-Side, Alternate Sign – "Entrance Ahead"
- C. Banner, (Two) 3'W x 16'H, Mounted on Bracket, Double-Sided, Standard Banner Format
C. Banner, (Two) 3'W x 19'H, Mounted on Bracket, Double-Sided, Standard Banner Format
- D. Main Entrance Secured Signage Frames (Two) (approx 2.5'W x 6'H) Wall-mounted, To include event posters, calendars, general information, etc
- E. Sign, (One) 30"W x 30"H, Wall-mounted, Single-Side, Alternate Sign - "Loading Dock"
- F. Sign, (One) 9'6"W x 7'H, Wall-mounted, Single-Side, Logo Sign
- G. Banner, (Two) 3'W x 15'H Mounted on Bracket, Double-Sided, Standard Banner Format
- H. Sign, (One) 1'8"W x 2'8"H, Wall-mounted, Single-Side, Standard Sign Format
Awning (One) 10'W x 2'H x 2'D, Standard Awning Format
- I-H. Banner, (One) 3'W x 15'H Corner Mounted on Bracket, Double-Sided, Standard Banner Format
Sign (One) 9'W x 3'H Wall-mounted, Single-Side, Logo Sign
Sign (One) 7'W x 7'H Mounted to window, Single-Side, Window Decal
- I. Sign, (Two) 1'8"W x 2'8"H, Wall-mounted, Single-Side, Standard Sign Format
Awning (Two) 10'W x 2'H x 2'D, Standard Awning Format
- I-J. Banner, (One) 3'W x 15'H Corner Mounted on Bracket, Double-Sided, Standard Banner Format
- J. Sign, (One) 1'8"W x 2'8"H, Wall-mounted, Single-Side, Standard Sign Format
Awning (One) 10'W x 2'H x 2'D, Standard Awning Format
- K. Banner, (Two) 3'W x 15'H Mounted on Bracket, Double-Sided, Standard Banner Format
- L. Sign, (One) 13"W x 19.5"H, Wall-mounted, Single-Side, Standard Sign Format
Shallow Awning (One) 77"W x 25"H x 4"D, Standard Awning Format

Standard Banner Design & Materials

Map locations: A • B • C • G • H-I • J-I • K

Material: Vinyl

Hardware: Attached with silver colored stanchions/brackets, to match existing hardware

Font: Helvetica Neue



Existing Hardware



Total Number of Banners: 12 • Total Number of Images: 22

Replacing 11 Existing Banners with 11 Updated Banners

Adding 1 New Double-Sided Banner

• Replacements:

Existing Banners: 6 Single-Sided, 2' wide x 21' high, 1 Single-Sided 2'10" wide x 17'3" high
4 Double-Sided, 3' wide x 16' to 19' high

Proposed Banners: 11 Double-Sided, 3' wide x 15' high (Back) & 3' wide x 16' to 19' high (Front)
1 Single Sided, 2'10" wide x 17'3" high

• New:

Proposed Banner: 1 Double-Sided, 4' wide x 15' high, Location A, Same image on both sides

Image Breakdown: 22 Images

--13 of Artwork

--7 of Artists at Work (will emphasize diversity)

--1 Dedicated to Alexandria Archaeology Museum

--1 Dedicated to The Art League

NOTE: Images included in this application are not the final images to be used on banners, however similar images will be used.

Map Location A

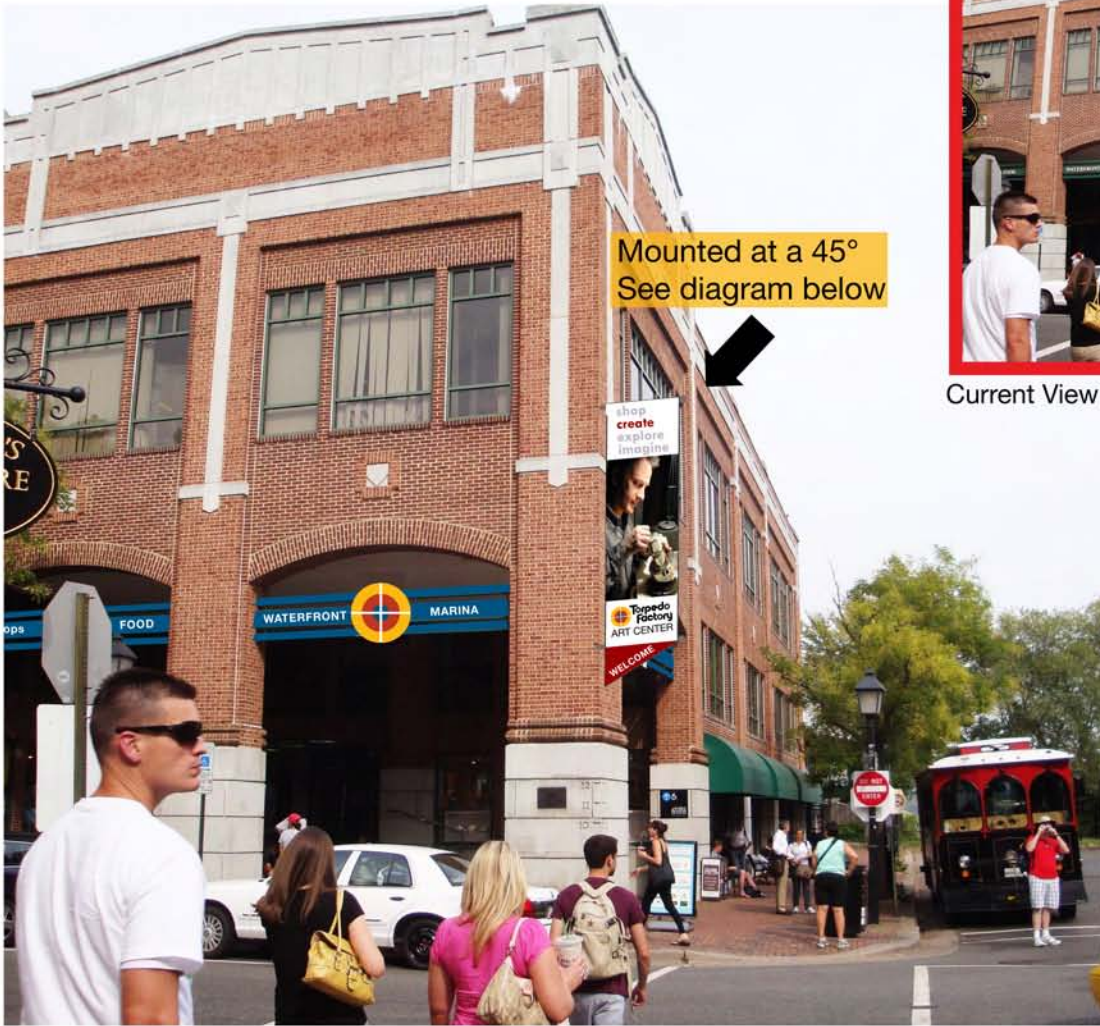
TFAC Main Building Identity Banner

Size shown is 4 wide' x 15 high', mounted at 45° angle to King Street

Two-Sided Banner showing Artist at Work, same image on both sides

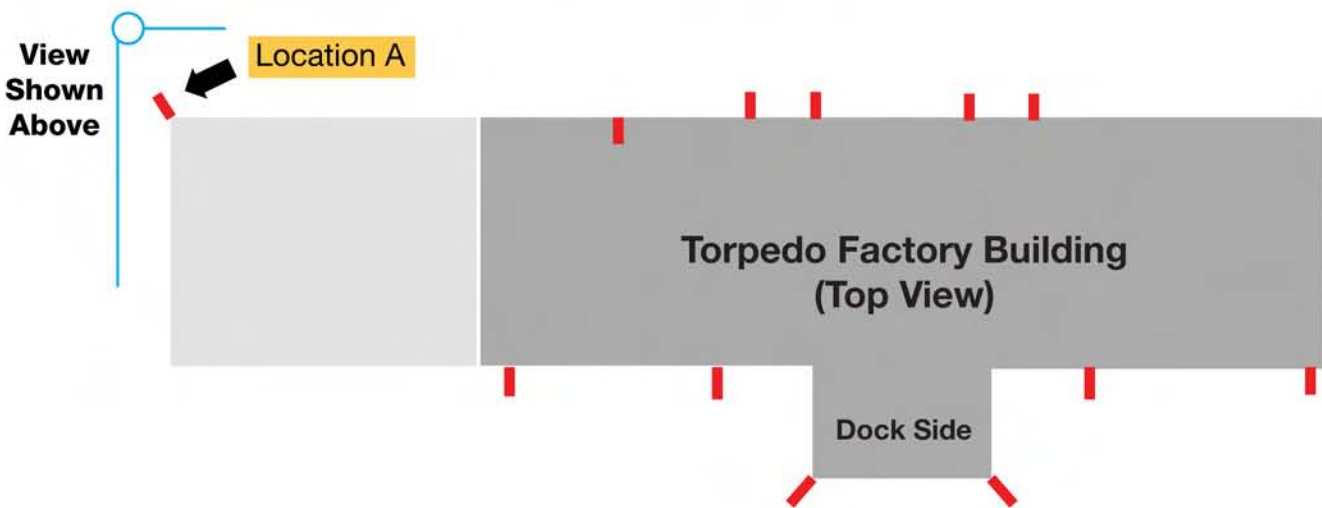
New banner proposed sq. ft: 60

Net Gain: 60 sq.ft.



Current View

NOTE: Update recommended to the "Waterfront-Marina, Shops-Food" signs. This space is not under the management of the TFAA.

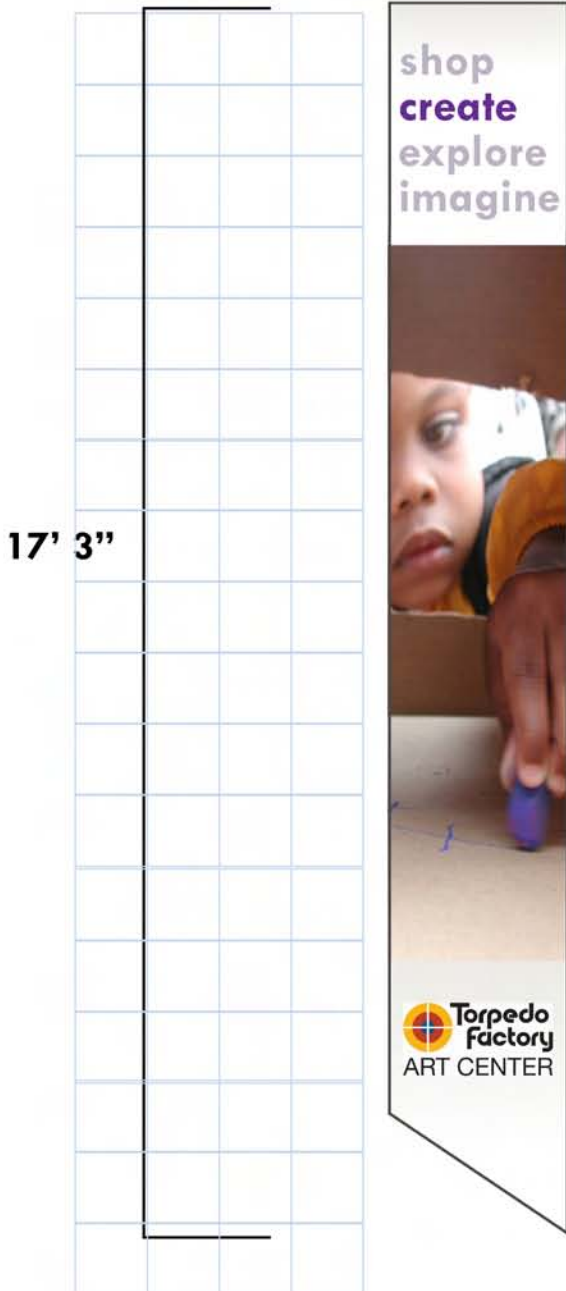


Map Location B

Size shown is 2'10" wide x 17'3" high
Single-Sided Banner dedicated to The Art League
Wall mounted, existing hardware to be used

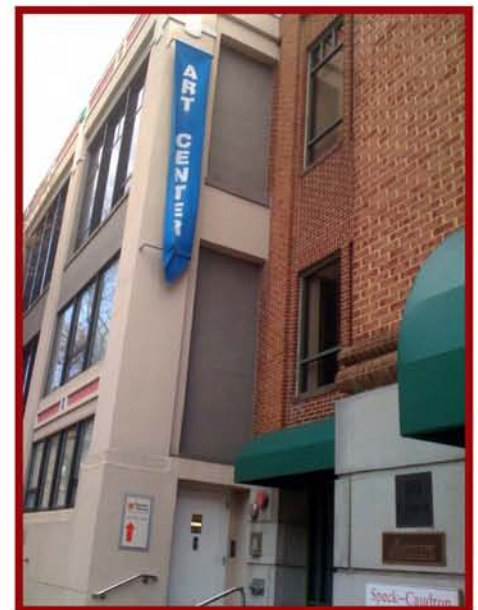
Current Banner sq. ft: 48.82
Proposed Banner sq. ft: 48.82
Net Gain: 0 Sq.ft.

Current Signage sq. ft: 3.75
Proposed Signage sq. ft: 4
Net Gain: 0.25 Sq.ft.



2 Ft

2 Ft



Existing signage to be replaced

Map Location C

Front Entrance / Union Street Banners

Existing hardware will be used

Sizes: 3' wide x 16' high (two end banners), 3' wide x 19' high (two center banners)

Current Banner sq. ft: 210

Proposed Banner sq. ft: 210

Net Gain: 0 sq. ft

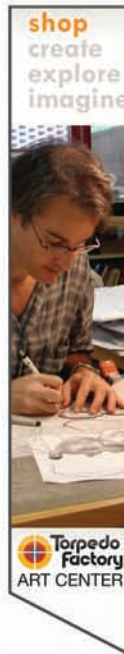
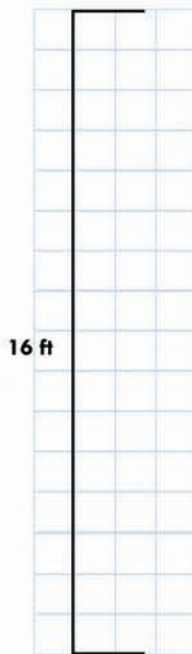


Existing banners to be replaced

Four original banners installed in 1983. Two center banners removed due to wind damage in 2009.



Pedestrian scale of banners to remain the same



Map Location D

Main Entrance Secured Signage Frames

2 Signage Frames to display quarterly calendars and upcoming events

Current Wall Signage sq. ft: 15

Proposed Wall Signage sq. ft: 30

Net Gain: 15 sq. ft.

Current Door Signs/Sandwich Boards sq. ft: 17.68

Proposed Door Signs/Sandwich Boards sq. ft: 0

Net Loss: 17.68 sq. ft.



Changeable posters featuring gallery exhibition, calendars of upcoming events, and general TFAC info.

6 ft (Approx)

2.5 ft (Approx)



Existing sign to be replaced, new matching signage to be added on right side. Removal of sandwich boards and redundant signage on doors

Map Location E

Loading Dock Sign

-Larger sign allows delivery drivers to see sign clearly

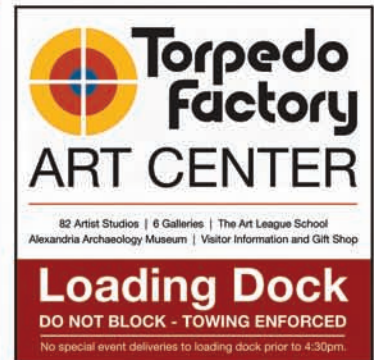
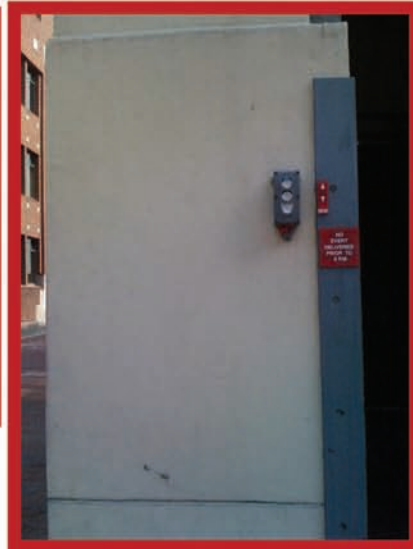
Current Signage sq. ft: 0.34

Proposed Signage sq. ft: 6.25

Net Gain: 5.91 sq. ft.



Shown with garage door closed



2.5 ft

2.5 ft

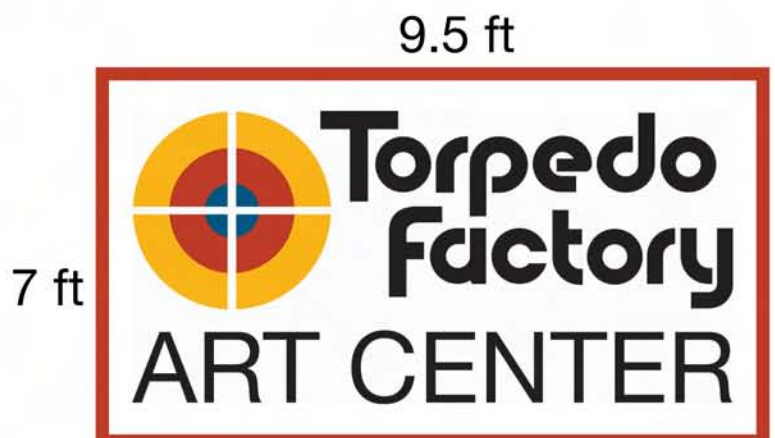
Map Location F

Cameron Street Wall Sign
Bottom of sign is 15' (approx) above sidewalk

Current Signage sq. ft: 70.88
Proposed Signage sq. ft: 67.69
Net Loss: 3.19 sq. ft.



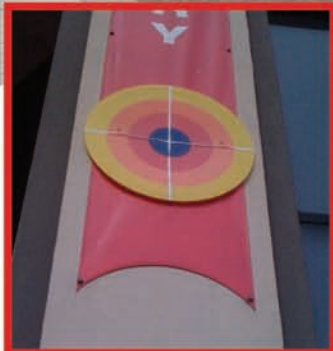
Existing sign to be replaced



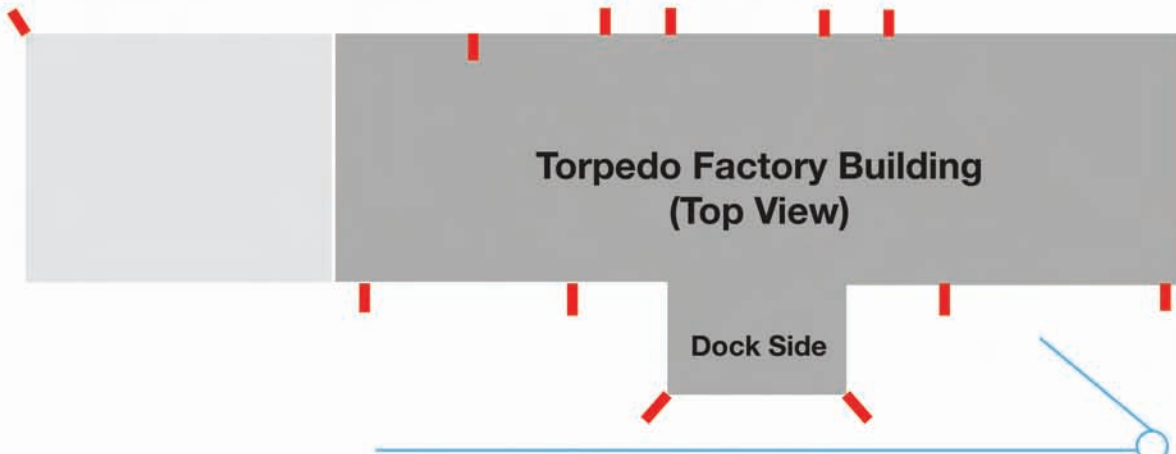
Map Location G, I, K

Back Entrance / Waterfront Banners

Current Banner sq. ft: 252
Proposed Banner sq. ft: 270
Net Gain: 18 sq. ft.



Existing banners to be replaced



Torpedo Factory Building
(Top View)

Dock Side

View
Shown
Above

Standard Sign Design and Materials

Map Location H, I, J, L

Public Entrance Signs

Material: Vinyl, adhered to 1/8" or 1/4" Aluminum

Hardware: Attached by flush mount concrete wall anchors, middle of sign at door handle height

Font: Helvetica Neue

Current Signage sq. ft: 22.82

Proposed Signage sq. ft: 19.01

Net Loss: 3.81 sq. ft.



Current view of back door entrance



Hanging signs with additional language

Open until 9pm on Thursdays

Open late tonight for a FREE special event. Please join us!

Today we close at 5pm for a private event rental

NOTE: Awning to be replaced, add word "Welcome"

Standard Awning Design & Materials

Map Location H, I, J, L

Welcome Entrance Awnings

Material: Marine grade awning fabric

Hardware: Attached to existing metal frames

Font: Helvetica Neue



Existing awning hardware to be used

Existing awnings to be replaced

Map Location I

Back Entrance / Waterfront Window Decal and Logo Sign

Window Decal: 7' wide x 7' high, vinyl

Logo Sign: 9' wide x 3' high, vinyl adhered to 1/4" aluminum

-Approx 30' above the ground

Current Window Decal sq. ft: 68.37

Proposed Window Decal sq. ft: 38.48

Net Loss: 29.89 sq. ft.

Current Logo Sign sq. ft: 27

Proposed Logo Sign sq. ft: 27

Net Gain: 0 sq. ft.



NOTE: Center utility door painted to match building facade



Existing signage to be replaced

Map Location L

Arcade Entrance Welcome Awning and Public Entrance Sign

Shallow Awning Size: 6' 5" wide x 2' 1" high x 4" deep, vinyl



13 in



Current view of arcade entrance



13 in

6.5 in

Current make-shift arcade entrance door signs to be replaced with standard sign format wall sign.