

CITY OF **ALEXANDRIA**

WAYFINDING PROGRAM

Stakeholder Advisory Group Meeting

25 March 2009

Stakeholder Advisory Group Schedule

TODAY'S MEETING (March 25, 2009)

- Update on Process
- Final Review Phase 1 Signs
- Review of new designs

April 1 BAR public hearing - Phase 1 only

April 7 Planning Commission public hearing - Phase 1 only

April 27 City Council CIP Hearing - Phase 1 only

May SAG Meeting: review/refinement of program

Summer SAG Virtual review/refinement of program

Sept. SAG Final review of Citywide program

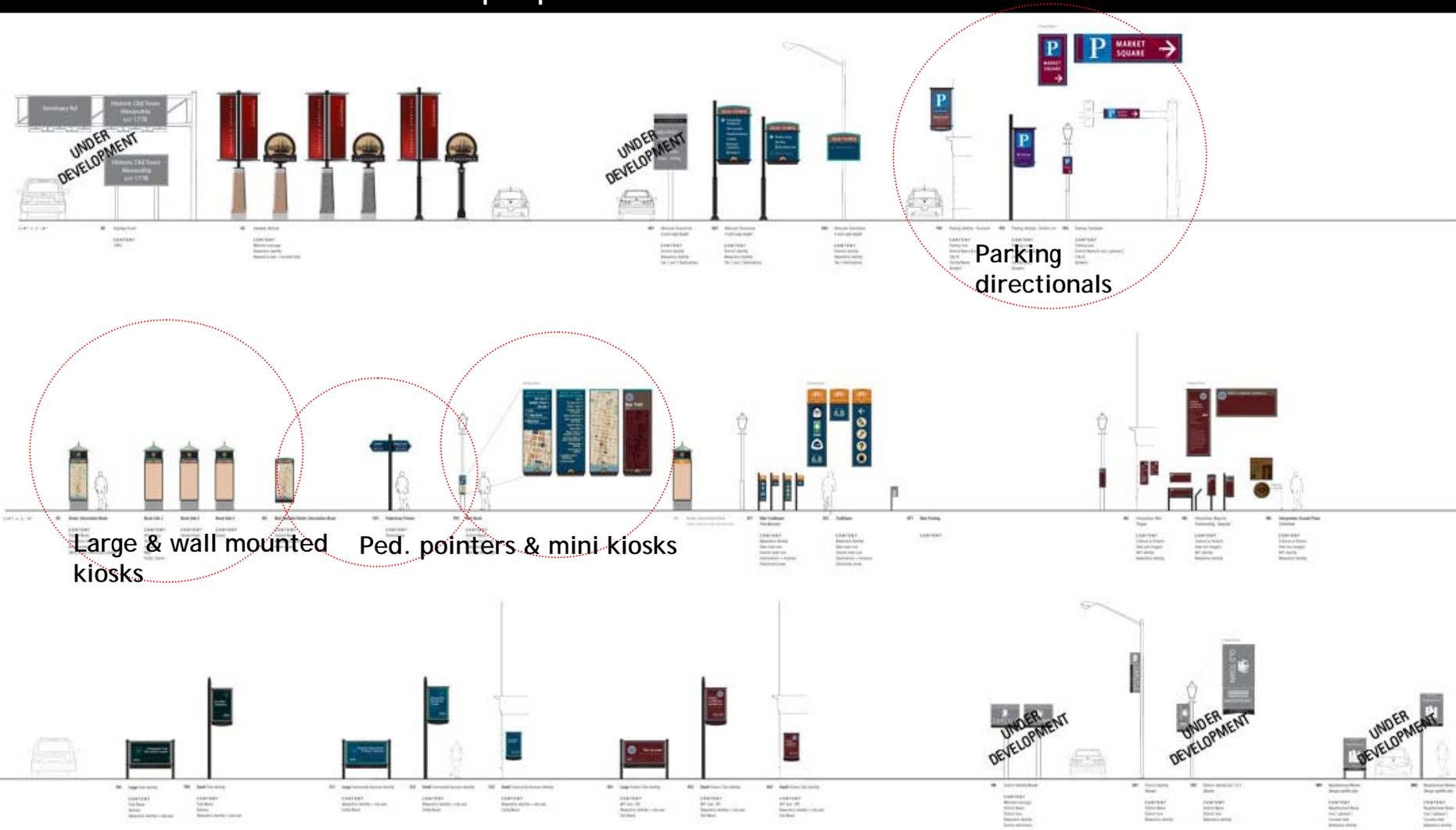
Sept-Oct Final public review and hearings - Citywide program

Nov. If Phase 1 funded, could be ready for installation

- **Phased implementation** to accommodate budget constraints and economic development objectives
- **Phase 1** (proposed in the CIP) to focus on parking and pedestrian signs in Old Town (approx. \$250k), signs that most directly impact economic development
- Remainder of the sign system citywide will be implemented in strategic phasing as funding is available.

Sign Overview

Review of complete sign family lineup (highlighting signs proposed for Phase 1)



The Project Purpose

*Why does Alexandria need a **wayfinding system** ?*



- Clarity
- Continuity
- Elimination of clutter

Sign types proposed for inclusion in a Phase 1 implementation with a focus on Old Town Pedestrian & Parking signs:

PK.1	Parking Identity: Structure Parking lot identity, mounted to building façade internally illuminated	6
PK.2	Parking Identity: Surface lot Parking lot identity, freestanding for surface lot	5
PK.3b	Parking Trailblazer: small vertical Panel attached to lightpoles	50
PK.3a	Parking Trailblazer: large horizontal Panel attached to signal crossarms	20
PD.1	Pedestrian Directional: pointer	5
PD.2	Pedestrian Directional: mini kiosk Pedestrian corridor orientation	20
IK.1	Visitor Kiosk (freestanding) Pedestrian information display	2
IK.2	Visitor Kiosk (wall mounted) Pedestrian information display	6

Replaced one for one.

Replaced one for one.

Replaced one for one.

Replaced one for one.

New sign type.

These replace the function of the blue/white orientation signs and the Shops/More Shops signs.

New sign type.

New sign type. Mounted on garage exterior wall.

Vehicular | Public Parking: Directionals



Colors: under development. Sasaki recommends that each Old Town parking zone be assigned a color for easy identification. Parking directional signs would reflect each zone's corresponding color.



Vehicular | Public Parking: Identification



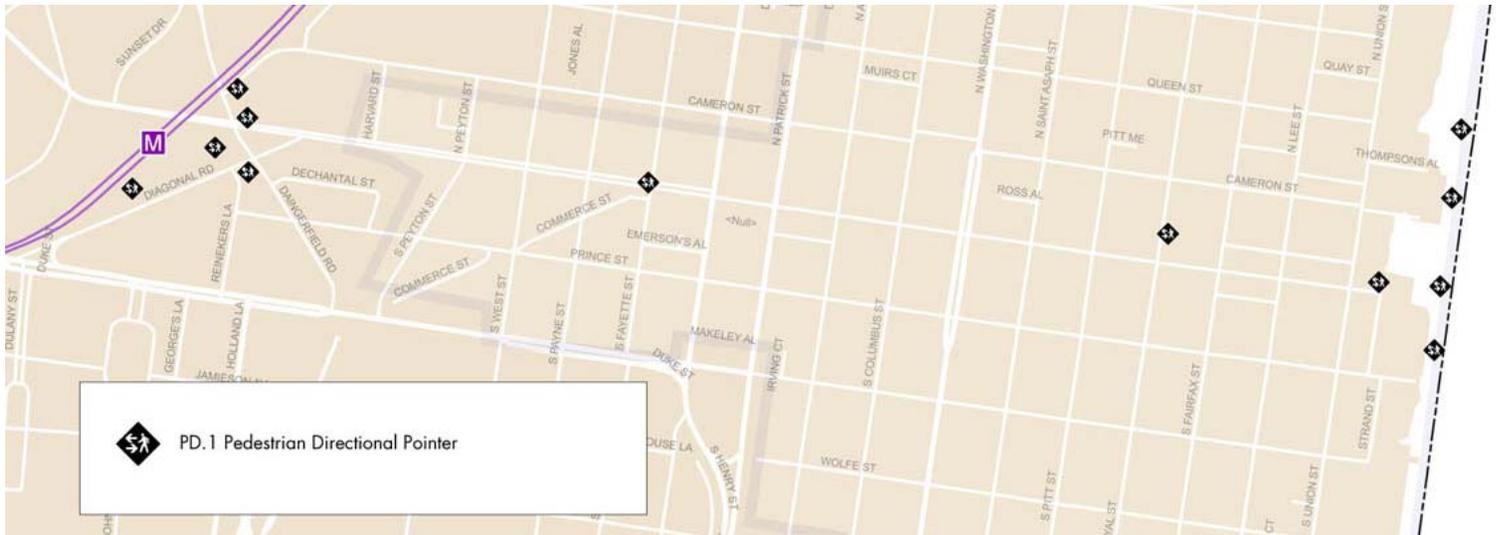
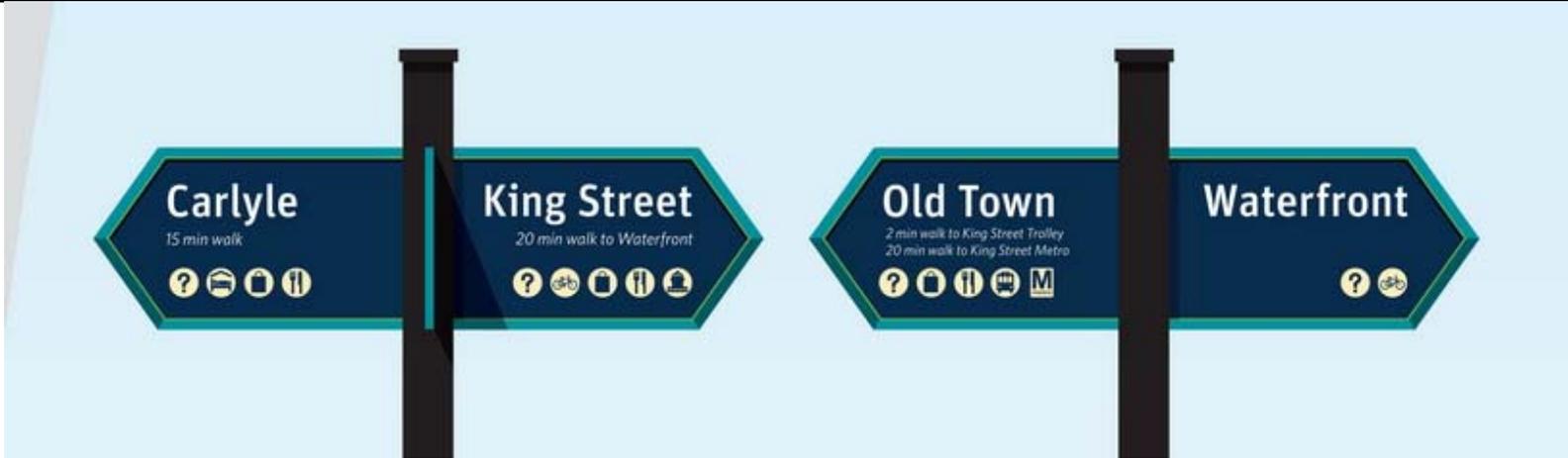
Colors: under development. Sasaki recommends that parking lot identification signs feature the same color used for the Old Town district header (still under review). The parking zone would then be featured in a colored bar corresponding to the zone's assigned color for easy identification.

Size: under review to determine if these can be reduced.

Illumination: Sasaki recommends lighting of some kind, either internal or external.



Pedestrian | Pedestrian "Pointer" Directionals



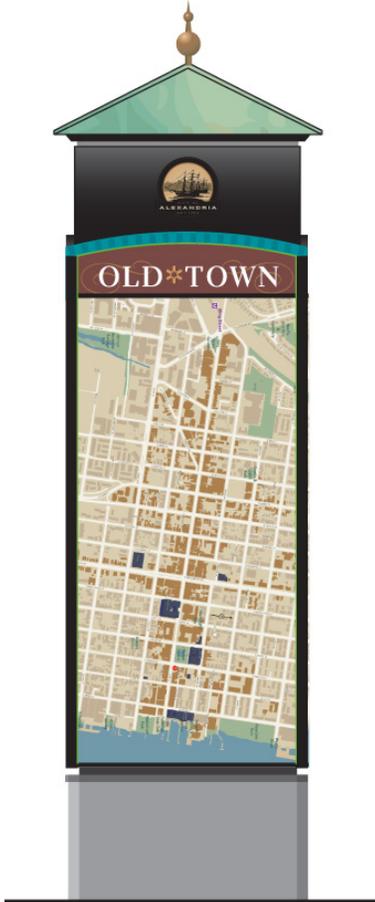
Pedestrian | Pedestrian "Pointer" Directionals

Located at confusing points of entry (King St. Metro, Water Taxi dock, etc) where it is helpful to "lead by the nose"

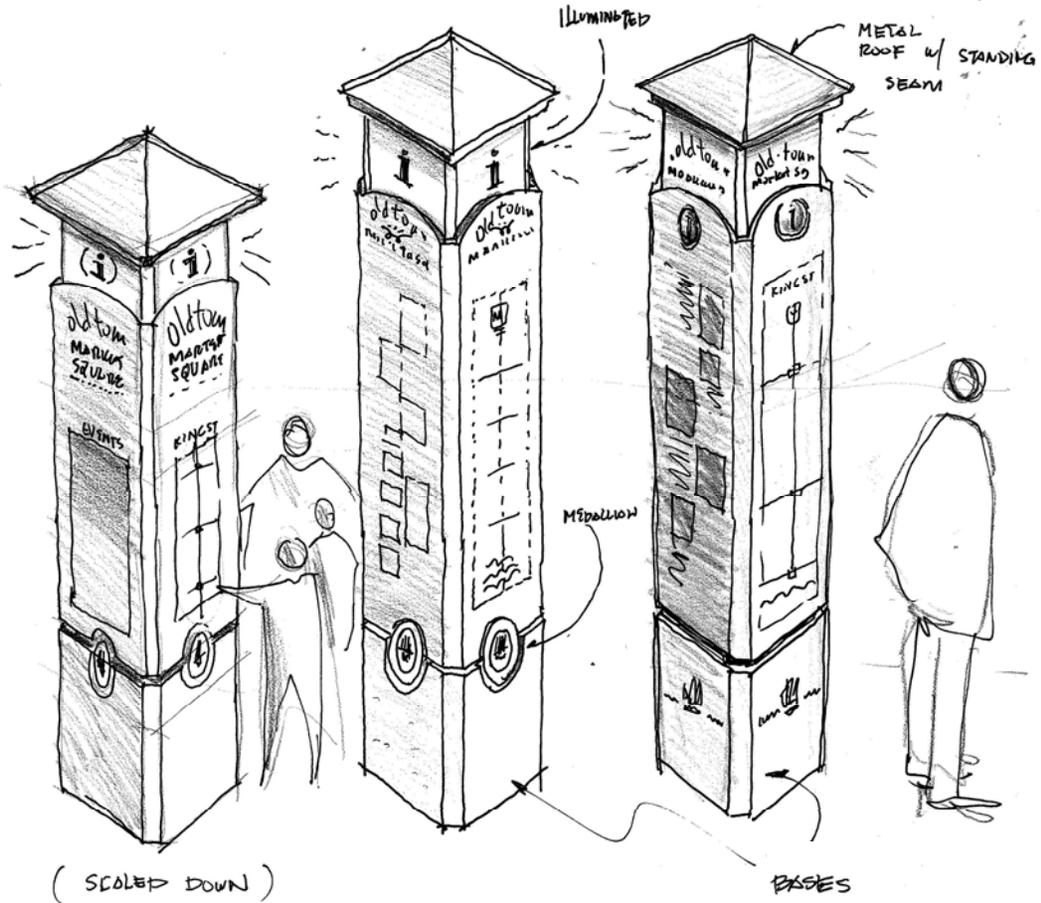


Pedestrian Visitor Information Kiosk

Detail



Conceptual Sketches - 3D study



Pedestrian | Wall Mounted Kiosk



Pedestrian "Mini Kiosk"



Programming Options

OPTION A

List businesses by name
Located 2 per intersection

OPTION B

List business categories
Located 2 per intersection

OPTION C

Generic amenities listed (not businesses)
Businesses listed on A-frames
Mini-kiosks located every few blocks,
related to location of historic attractions

The following series of slides will illustrate how each option would look based using Royal Streets as an example.

Mini-Kiosk Content Studies - OPTION A

Option A

- Lists businesses by name
- Mini-kiosks are located at every intersection (opposite corners)



Mini-Kiosk Content Studies - OPTION B

Option B

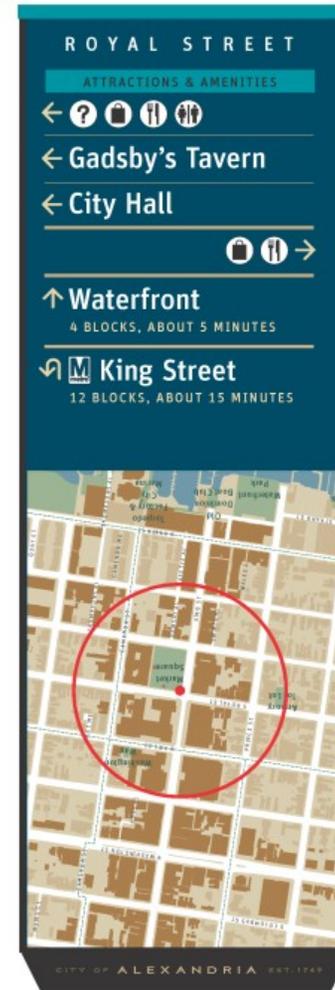
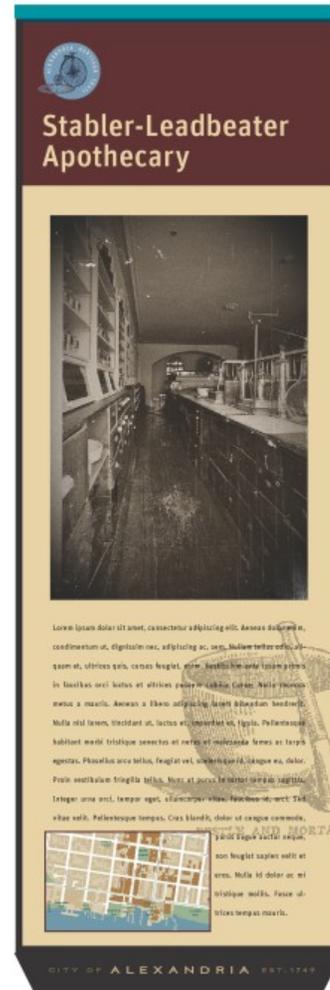
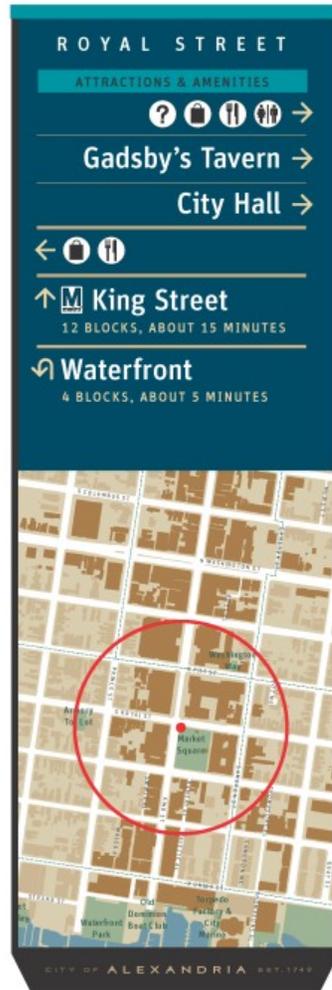
- Lists businesses by category
- Mini-kiosks are located at every intersection (opposite corners)



Mini-Kiosk Content Studies - OPTION C

Royal Street
(High content
example)

Option C
(business by icon
only)



Point of reference

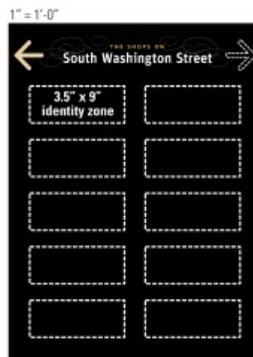
Current A-frame pilot program extended to November



Shown:
NeoPlex Hardwood A-Frame
Model# ns-2400to
24 x 32 inserts
or equal



24 x 32 insert
Single digital print applied to substrate
(5) listings module
Qty (2) panels per A-frame
Recommend BLACK background
Panel thickness min. 1/8", max. 1/4"



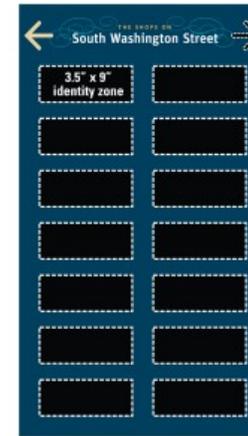
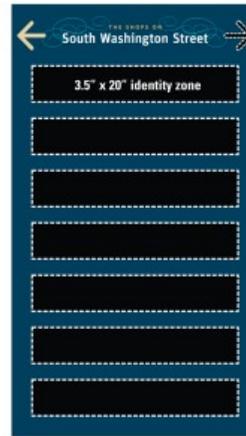
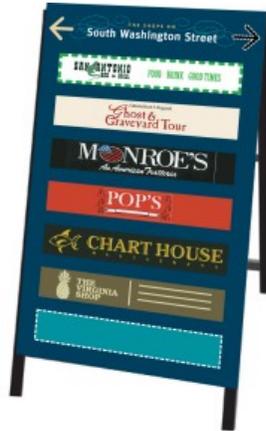
24 x 32 insert
Single digital print applied to substrate
(10) listings module
Qty (2) panels per A-frame
Recommend BLACK background
Panel thickness min. 1/8", max. 1/4"



Mini-Kiosk Content Studies - OPTION C - A-frame supplement

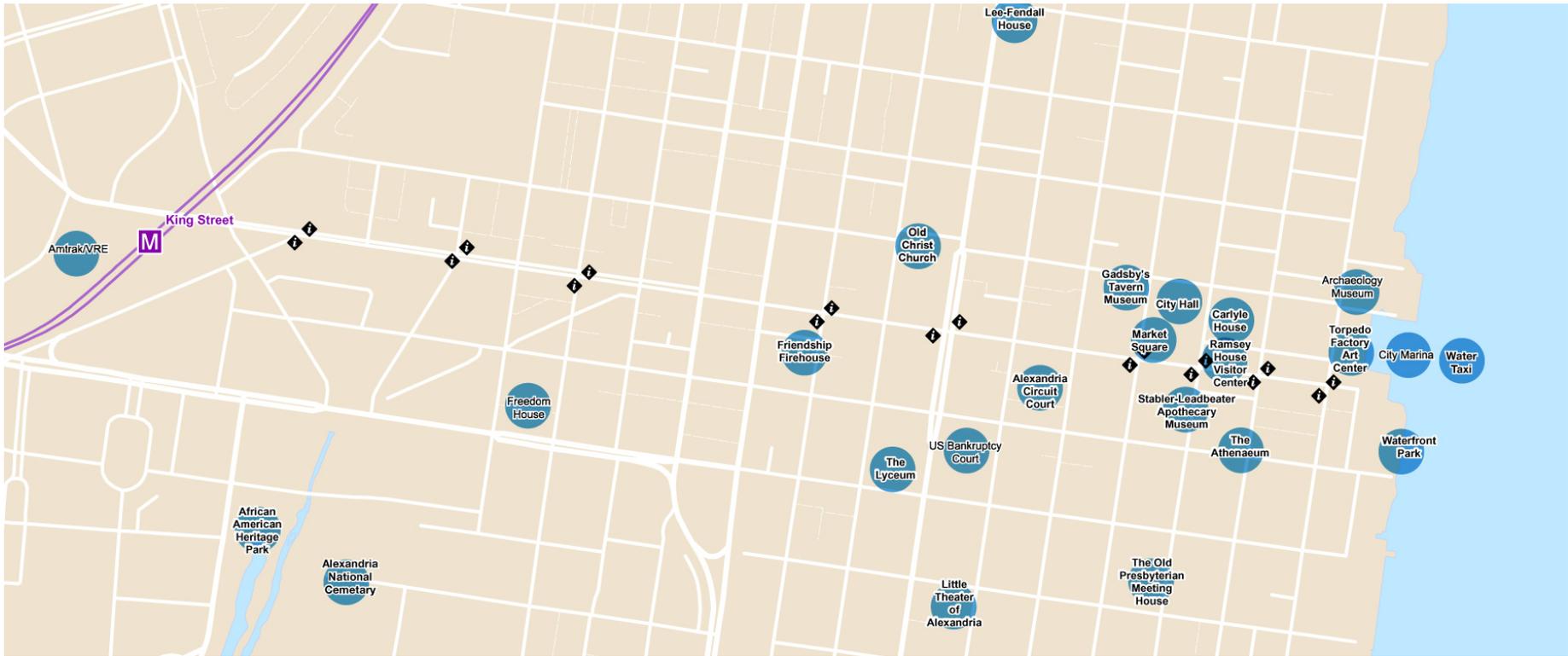
Option C

- Businesses are listed on separate A-frame sign
- Mini-Kiosks are located at wider intervals based on destinations



Mini-Kiosk Content Studies - OPTION C

Option C -- Proposed location of Mini-kiosks showing concentration of visitor destinations



Signs that will be implemented citywide in later phases as funding becomes available

- Vehicular Directionals
- Destination ID Signs (Civic, Park, Historic Attraction)
- Heritage-Interpretive
- Bicycle trails
- City Gateways and District Gateways
- Neighborhood signs

Gateways | City Gateway - Previous concept study



Previously proposed seal design for gateways



Photo Montage - Stone Base



Photo Montage - Metal Base

Gateways:

Ship Emblem
Study

Shown to BAR in
February



Shown to BAR in
March





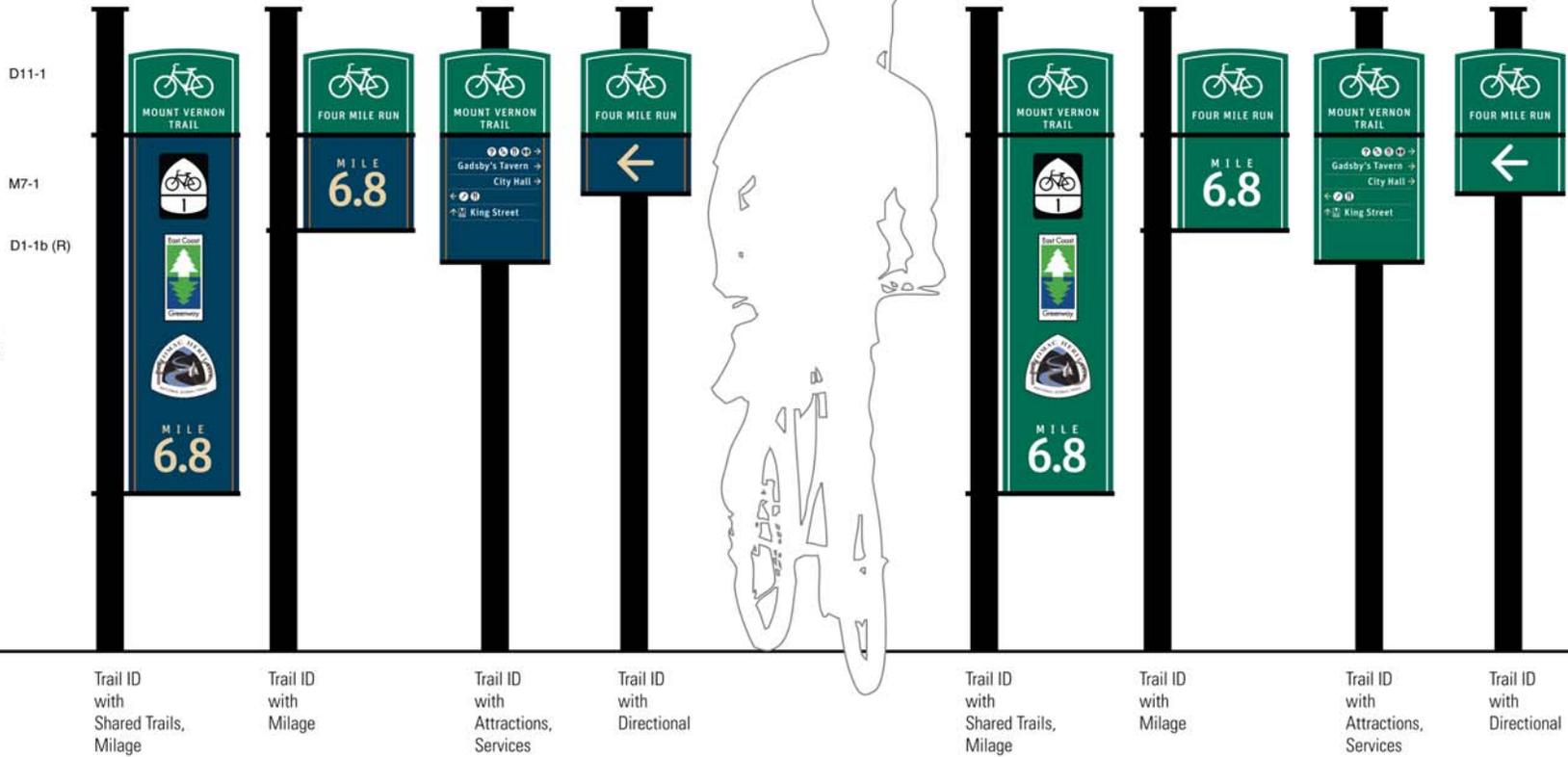


Option 1: Green header only

Option 1: Full green panel



Example: On-street MUTCD standard bike route signage



SCALE: 1" = 1'-0"

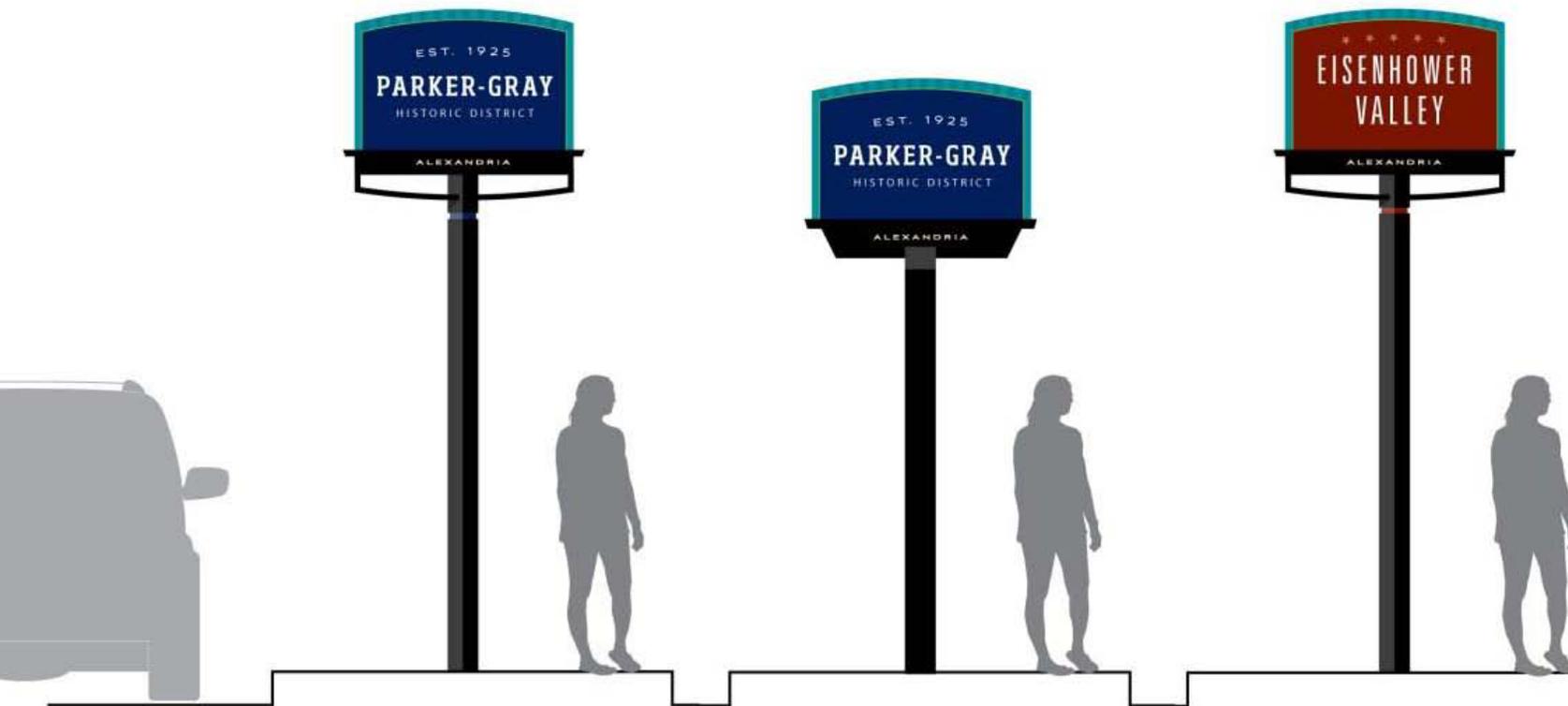


District Headers



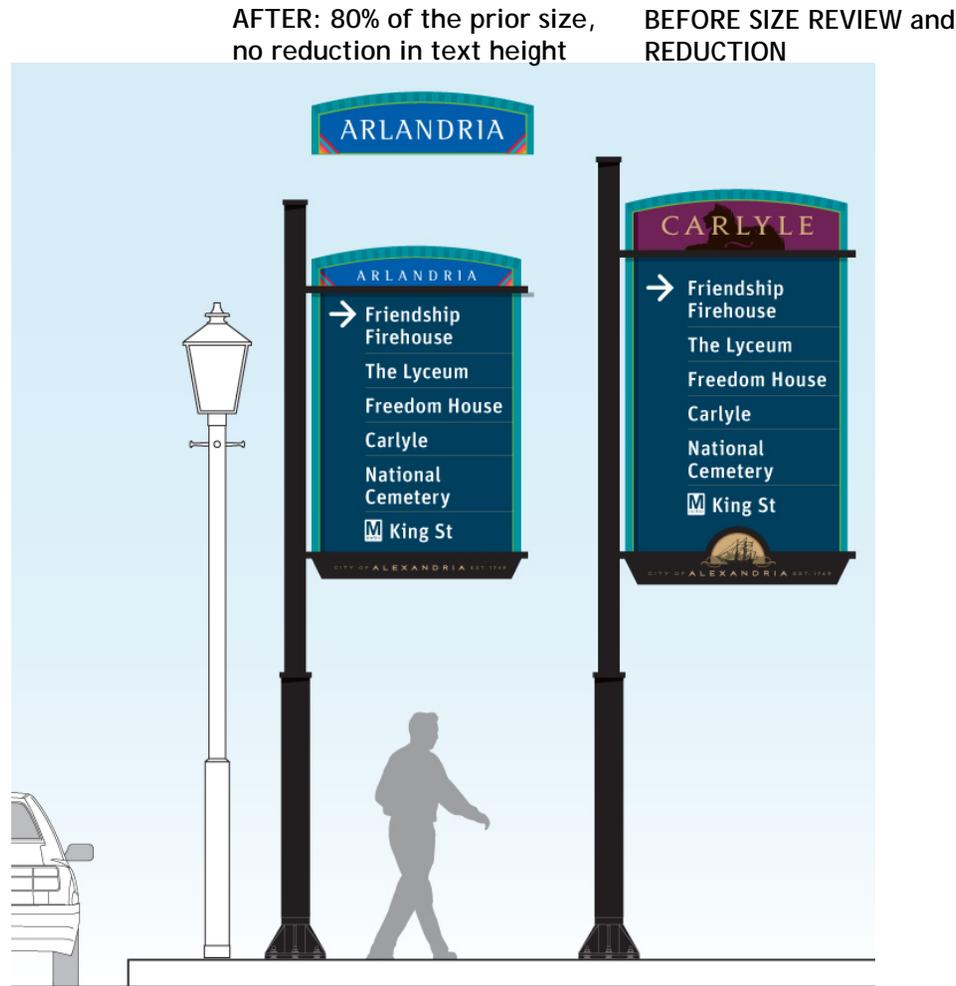
District Headers





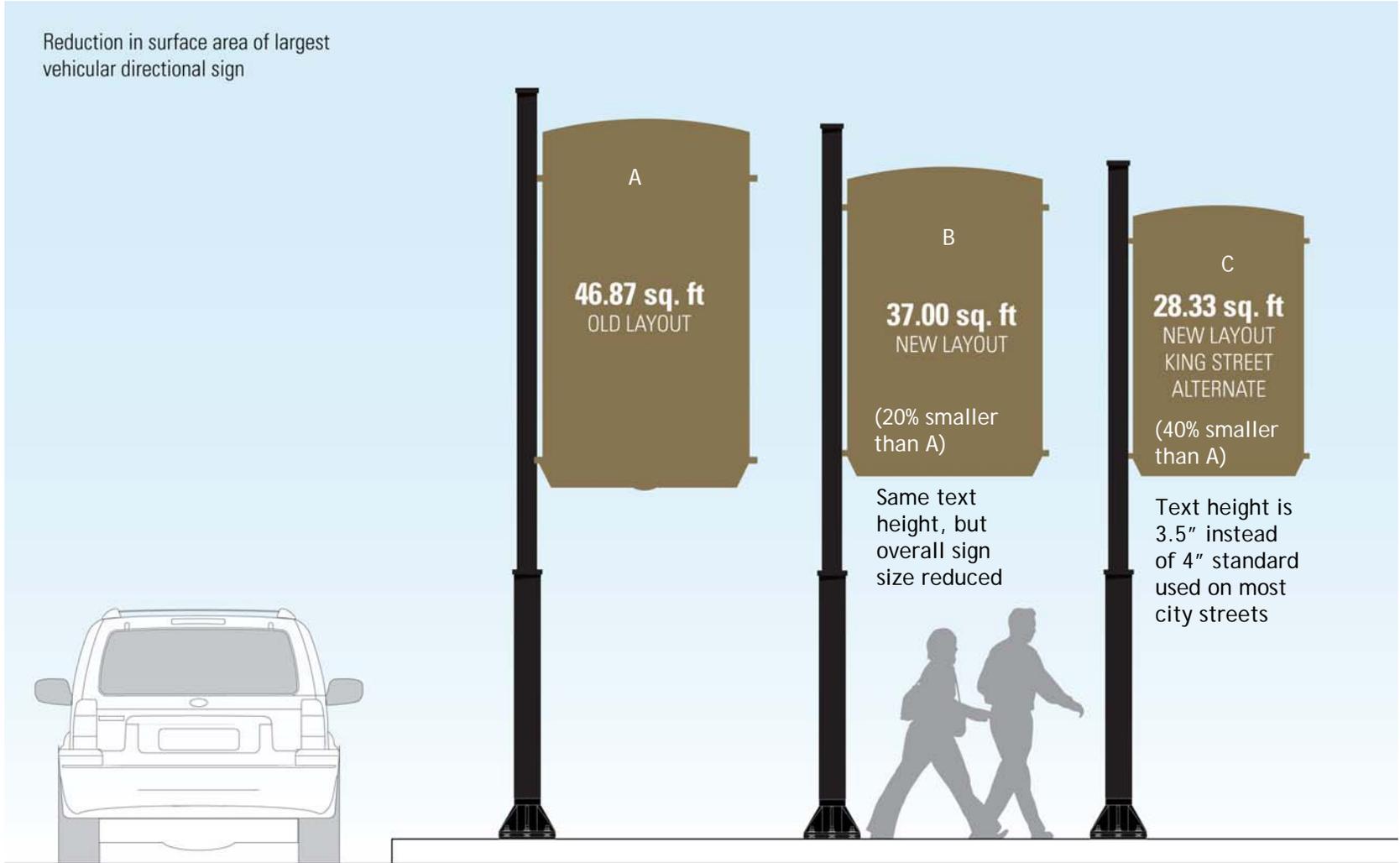
Vehicular | Size reduction study

Sasaki has reviewed the originally proposed size of the vehicular directional signs on King Street and made adjustments that will not reduce the visual clarity of the messages but will reduce the size of the overall sign on the street. The reduction in size works out to about 80% of the prior size with no decrease in actual message height.



Vehicular Size reduction study

Reduction in surface area of largest vehicular directional sign



5. Neighborhoods | Neighborhood Identification Signs

- Sasaki will develop a basic framework and standards for size, location, text height, and materials to be consistent with the citywide wayfinding program, while still allowing individual neighborhoods to incorporate unique character within guidelines
- Individual signs reviewed by the City for approval
- Issues
 - neighborhood boundaries
 - administration



Comparable examples from Arlington County

- NPS has and will continue to have the opportunity to review proposed designs -- specifically those proposed for and visible from Washington Street
- Currently, NPS objects to:
 - Gateway designs as currently proposed. NPS prefers more traditional Park Service stone (or brick) wall with City name
 - Scale of vehicular signs on Washington St.
 - Overall quantity of signs will detract from historic buildings.

Next Steps Re-cap

- April 1 BAR public hearing - Phase 1 only
- April 7 Planning Commission public hearing - Phase 1 only
- April 27 City Council CIP Hearing - Phase 1 only
- Late May SAG Meeting: review/refinement of program
- Summer SAG Virtual review/refinement of program
- Early Sept. SAG Final review of Citywide program
- Sept-Oct Final public review and hearings (Citywide program)
- Nov. If Phase 1 funded, could be ready for installation