Process

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</table>
| 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|
Implementation - Phasing

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

- Parking directionals
- Large & wall mounted kiosks
- Ped. pointers & mini kiosks
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:

<table>
<thead>
<tr>
<th>Process</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PK.1</td>
<td>Parking Identity: Structure</td>
</tr>
<tr>
<td></td>
<td>Parking lot identity, mounted to building façade</td>
</tr>
<tr>
<td></td>
<td>Internally illuminated</td>
</tr>
<tr>
<td>PK.2</td>
<td>Parking Identity: Surface lot</td>
</tr>
<tr>
<td></td>
<td>Parking lot identity, freestanding for surface lot</td>
</tr>
<tr>
<td>PK.3b</td>
<td>Parking Trailblazer: small vertical</td>
</tr>
<tr>
<td></td>
<td>Panel attached to lightpoles</td>
</tr>
<tr>
<td>PK.3a</td>
<td>Parking Trailblazer: large horizontal</td>
</tr>
<tr>
<td></td>
<td>Panel attached to signal crossarms</td>
</tr>
<tr>
<td>PD.1</td>
<td>Pedestrian Direction: pointer</td>
</tr>
<tr>
<td>PD.2</td>
<td>Pedestrian Direction: mini kiosk</td>
</tr>
<tr>
<td></td>
<td>Pedestrian corridor orientation</td>
</tr>
<tr>
<td>IK.1</td>
<td>Visitor Kiosk (freestanding)</td>
</tr>
<tr>
<td></td>
<td>Pedestrian information display</td>
</tr>
<tr>
<td>IK.2</td>
<td>Visitor Kiosk (wall mounted)</td>
</tr>
<tr>
<td></td>
<td>Pedestrian information display</td>
</tr>
</tbody>
</table>

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.
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 "Pointer" Directionals

Carlyle
15 min walk

King Street
20 min walk to Waterfront

Old Town
2 min walk to King Street Station
20 min walk to King Street Metro

Waterfront

PD 1 Pedestrian Directional Pointer
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"
Mini-Kiosk

Content Studies

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 A

Royal Street (High content example)

Option A (businesses by name)
Option B

- Lists businesses by category

- Mini-kiosks are located at every intersection (opposite corners)
Mini-Kiosk Content Studies - OPTION B

Royal Street
( High content example)

Option B
(businesses by category)
Mini-Kiosk Content Studies - OPTION C

Royal Street
(High content example)

Option C
(business by icon only)
Current A-frame pilot program extended to November

Point of reference

The Shops on South Washington Street

24 x 32 inches
- Simple digital print applied to substrate
- 0.125" thick module
- City 22 panels per A-frame
- Recommended BLACK background
- Panel thickness min. 0.18", max. 0.24"
Option C

- Businesses are listed on separate A-frame sign

- Mini-Kiosks are located at wider intervals based on destinations
Option C -- Proposed location of Mini-kiosks showing concentration of visitor destinations
Implementation

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
Gateway Studies
Concept exploration since February 18 work session

Shown to BAR in March
Gateway Studies

Concept exploration since February 18 work session

[Image of three designs for wayfinding signs]
Gateway Studies

Concept exploration since February 18 work session
Bike Trail Signs

Option 1: Green header only

Option 1: Full green panel

Example: On-street MUTCD standard bike route signage

Trail ID with Shared Trails, Mileage
Trail ID with Attractions, Services
Trail ID with Directional
Trail ID with Shared Trails, Mileage
Trail ID with Attractions, Services
Trail ID with Directional

SCALE: 1" = 1'-0"
Bike Trail Signs

Detail

Mount Vernon Trail

- Gadsby's Tavern
- City Hall
- King Street
District Headers

- **OLD TOWN**
  - Lee Fendall House
  - Black History Museum
  - Daingerfield Island
  - Nat’l Airport
  - Washington DC

- **PARKER-GRAY**
  - Lee Fendall House
  - Black History Museum
  - Daingerfield Island
  - Nat’l Airport
  - Washington DC

- **POTOMAC YARD**
  - Lee Fendall House
  - Black History Museum
  - Daingerfield Island
  - Nat’l Airport
  - Washington DC

- **WEST END**
  - Lee Fendall House
  - Black History Museum
  - Daingerfield Island
  - Nat’l Airport
  - Washington DC
District Gateways
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

A

46.87 sq. ft
OLD LAYOUT

B

37.00 sq. ft
NEW LAYOUT
(20% smaller than A)

C

28.33 sq. ft
NEW LAYOUT
KING STREET ALTERNATE
(40% smaller than A)

Same text height, but overall sign size reduced

Text height is 3.5” instead of 4” standard used on most city streets
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

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