Why does Alexandria need a wayfinding system?

- to improve clarity
- to improve continuity
- to eliminate visual clutter
Proposed Signage for Washington Street Corridor

Total Length of Corridor: 3.3 miles

**Type CG: Gateway**
Qty. 2 (1 vertical, 1 horizontal)

**Type DM: District Marker**
Qty. 2

**Type DR: Destination Directional**
Qty. 20 (2 small panels, 18 medium panels)

**Type DI: Destination Identity**
Up to Qty. 6 (pole or building mount, TBD)

**Type PK: Parking Directional**
Up to Qty. 5 (small or cross-arm, TBD)
Future Phases | Gateway Washington St. Option A

- Top View 10' 9"
- Painted cut metal emblem
- Embossed on left sub-face in granite sign face
- Lettering incised into granite

George Washington Memorial Parkway

City of Alexandria Wayfinding Design

CITY OF ALEXANDRIA WAYFINDING DESIGN

SASAKI
Future Phases | Gateway Washington St. Option B

- City emblem set into recess in granite sign face
- Lettering incised into granite

George Washington Memorial Parkway

Granite Type 1
Granite Type 2
Brick base

Top View

20' 3 1/2"
Future Phases | Gateway other options citywide
Future Phases | DM District marker

[Diagram showing a lamp post with a sign labeled "Welcome to Old Town Historic District" and another sign labeled "Welcome to Parker Gray Historic District". Dimensions are indicated.]
Future Phases | Size reduction study

Reduction in surface area of largest vehicular directional sign

<table>
<thead>
<tr>
<th></th>
<th>OLD LAYOUT</th>
<th>NEW LAYOUT</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>46.87 sq. ft</td>
<td>37.00 sq. ft</td>
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<tr>
<td></td>
<td>(20% smaller than A)</td>
<td>(40% smaller than A)</td>
</tr>
<tr>
<td>B</td>
<td>Same text height, but overall sign size reduced</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Text height is 3.5” instead of 4” standard used on most city streets</td>
<td></td>
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</tbody>
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Text height is 3.5” instead of 4” standard used on most city streets.
Future Phases | DR1 Destination Directional (medium)
Future Phases | DR2 Vehicular directional small
Phase 1 Old Town | Parking Trailblazers

Parking signage design for Phase 1 Old Town.
Existing Signs | Washington Street Corridor

- Waterfront Walk
- Thistle Directional
- Parking Directional
- Old Town Banner
- Mt. Vernon Directional
- Metro Trailblazer
- King street Blue Ped
- King St Blue Map

- Interpretive
- Directional (misc)
- Brown More Shops
- Bike Route
- Bike Directional
- Accessible Directional
- Double-Sided Parking ID - Private
- Double-Sided Parking Directional
- Double-Sided Interpretive
<table>
<thead>
<tr>
<th>Process</th>
<th>Wayfinding Program Process</th>
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<tbody>
<tr>
<td>April 7</td>
<td>Planning Commission public hearing - Phase 1 only</td>
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<tr>
<td>April 27</td>
<td>City Council CIP Hearing - Phase 1 only</td>
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<tr>
<td>May</td>
<td>SAG Meeting: review/refinement of program</td>
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<tr>
<td>Summer</td>
<td>SAG, BAR, City Working Group, and others review/refinement of program</td>
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<tr>
<td>Sept.</td>
<td>Final review of Citywide program</td>
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<tr>
<td>Sept.-Oct.</td>
<td>Final public review and hearings - Citywide program</td>
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<tr>
<td>Nov.</td>
<td>If Phase 1 funded, could be ready for installation</td>
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