# ALEXANDRIA

## WAYFINDING PROGRAM

Full Size Sign Mockups Phase For Public Evaluation

May 14-23, 2010

Locations, Details, Request for feedback

For more information contact Carrie Beach 703-746-3095 or email carrie.beach@alexandriava.gov

SASAKI

The purpose of a citywide wayfinding program is to provide a comprehensive system of vehicular and pedestrian wayfinding for destinations throughout the City; project a consistent image for the entire city; reduce visual clutter; and promote walking, bicycling, and use of mass transit.

Development of the wayfinding design and program has been based on an open, participative process with broad based representation and public review. A Wayfinding Stakeholder Advisory Group established by the City Manager provided input to the City Working Group and consultant team and served as a liaison to the community regarding the project as it develops.

For more information about the Wayfinding program objectives and process, please visit www.alexandriava.gov

**MOCKUPS EVALUATION SCHEDULE**

**May 14**
Public review begins

**May 24**
Signs removed

- Temporary mockup signs have been installed using temporary materials for the purpose of confirming the concept related to design, color choice, scale, font, and overall style. Full size mockups are very effective tools to confirm appropriateness of appearance, clarity and overall context. Other factors to be evaluated are locations, mounting issues, ground plane conditions, and legibility of messages. Mockup message content is intended to be generally accurate, but is still subject to final review and editing. It should also be remembered that these signs will be part of a comprehensive system, not standalone. Further, the signs are not intended for navigation but for concept testing.

- Feedback and observations from the mockup review are encouraged and refinements will be made to the design concepts prior to finalizing the guidelines. Instructions for submitting comments are included on the last page of this package.

**City Gateways on Washington Street**

1. Sign Type CG1: At northern city gateway for visitors heading south on Washington Street into Old Town (Monument brick wall style in open space on right side of road)
2. Sign Type CG2: At southern city gateway for visitors heading north on Washington Street into Old Town (City emblem on brick pier in median)

**Vehicular Directional Signs**

3. Sign Type DR1**:** On Washington Street, approaching Duke Street, heading north, on the right hand side of the street.
4. Sign Type DR2**:** On King Street, approaching Washington Street, heading east, on the right hand side of the street.

**Parking Garage Identity sign – building mounted**

5. Sign Type PK2**:** On the Colonial Parking Garage at 128 North Union Street.

**Parking Trailblazer signs**

6. Sign Type: PK3a: Gadsby Pole mounted at Union and King.
7. Sign Type: PK3b: Mast arm mounted at Fairfax and King.

**Pedestrian Mini-kiosk mounted to Gadsby Pole**

8. Sign Type: PD2: North-west corner of King and Lee.
9. Sign Type: PD2: South-east corner of King and Lee.

# Mockups Evaluation Phase

## Sign Types and Locations

**CG1: City Gateway North Washington Street**

**DR2 King Street heading east before Washington St.**

**DR1 Washington Street heading north before Duke**

**CG2: City Gateway South Washington Street**

**PK2 Parking Garage ID 228 N Union**

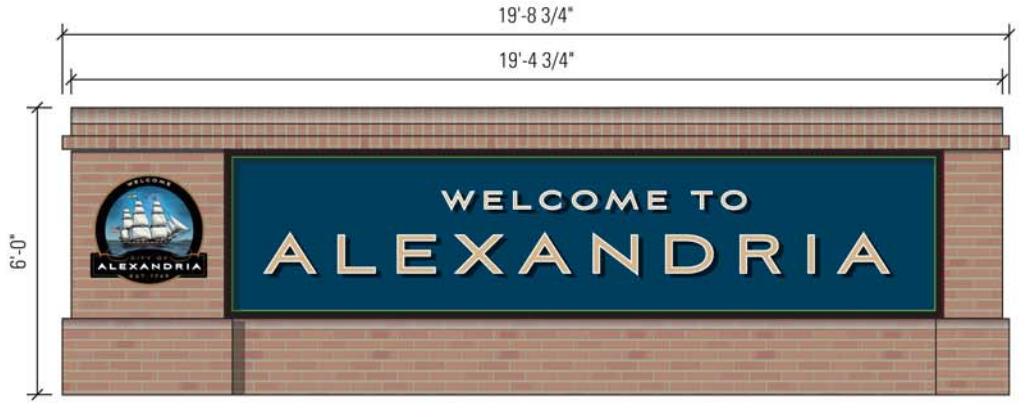
**PK3a Parking Trailblazer King and Union**

**PD2 Pedestrian Mini-kiosks (qty 2) King and Lee**

**PK3b Parking Trailblazer King and Fairfax**

# CG.1 Washington Street North Gateway

HORIZONTAL BRICK MONUMENT




*Front View*

*3D Massing Study*

## OBJECTIVES

- *Create a memorable, welcoming threshold to the city*
- *Present an enduring emblem of the city, attractive to visitors and residents - warm, inviting, unique*

## RATIONALE

A monumental brick gateway capitalizes on sites with an expansive open area to create a gateway expression in scale with the landscape. The brick detailing is evocative of historic brick structures in the city and is based in part on the brick wall surrounding the Christ Church House. As the first element of the wayfinding system passed when entering the city, the City Gateway uses color and graphic style to set the stage for the family of signs which follow it.

Final design is subject to NPS approval.

## LOCATION

A single installation at the site of the current N. Washington Street welcome sign is planned.

## CONTENT

The warm, inviting message of "WELCOME TO ALEXANDRIA" was selected by the SAG.

## ILLUMINATION

Soft, elegant uplighting will highlight the city emblem, brickwork and dimensional letters.

## PLANTING

Planting plan to be designed by Parks and Recreation with approval by NPS.

## MATERIAL

Brick monument. City emblem and text panel: painted metal with dimensional letters.

# CG.2 City Gateway

BRICK PIER

*Front View*

*Top View*

*3D Study*

## OBJECTIVES

- *Create a memorable, welcoming threshold to the city*
- *Present an enduring emblem of the city, attractive to visitors and residents - warm, inviting, unique*

## RATIONALE

The CG.2 brick pier gateway maintains the monumental brick vocabulary of its larger sibling in a more compact form that emphasizes the Alexandria emblem.

## LOCATION

This sign will replace existing "thistle" welcome signs throughout the city. One new location is planned on S. Washington Street. Physical location per ASHTO guidelines for horizontal clearance.

## ILLUMINATION

A single internal light behind the Alexandria wordmark also spills up to wash the emblem. A ground-mounted fixture may also be incorporated into the planter base to wash the brick pier with light.

## PLANTING

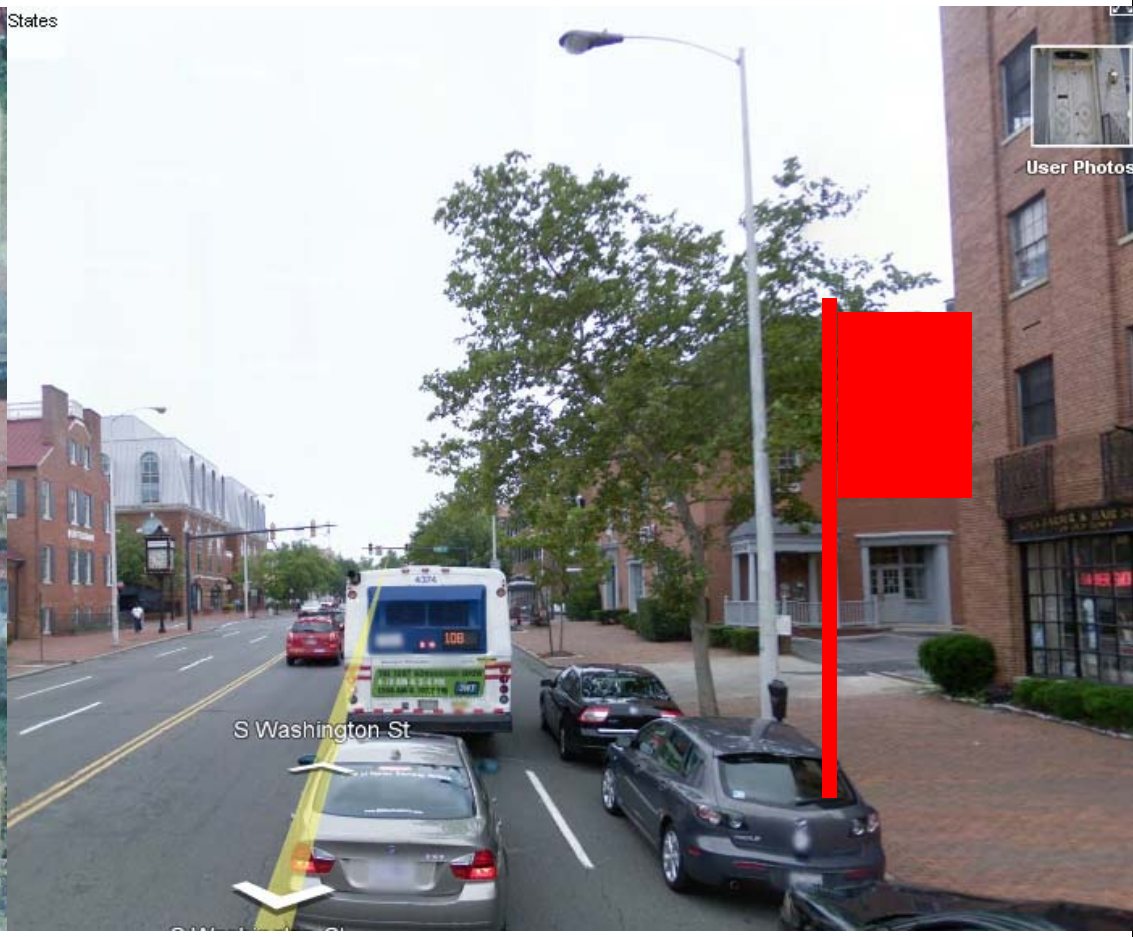
A brick planter base ties the design to the ground while addressing concern of vehicular safety, and may be planted or lined with cobblestone pavers.

Planting plan to be designed by Parks and Recreation.

## MATERIAL

Brick pier. Sign face: painted metal with dimensional letters and digital print graphic.

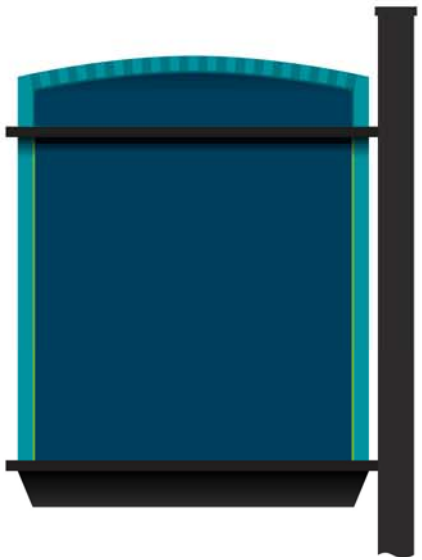
DUKE ST
S WASHINGTON ST


States
User Photos
S Washington St

# DR.1 Vehicular Directional

PRIMARY (4" TEXT)

Front View



Back View

## OBJECTIVES

- *Accommodate vehicular messages in a compact yet distinctive framework*
- *Reinforce district presence and enhance city-wide identity*

## RATIONALE

Vehicular directionals guide motorists to individual destinations of interest. The district header panel reinforces to the viewer the extent of the city's districts and the transitions between them. Text is 4" cap height which is the minimum standard set by the MUTCD for community wayfinding signs. Signs are limited to four messages or six lines of text, and have been graphically optimized to maximize legibility while minimizing overall size.

## LOCATION

Located at least 100' in advance of a "decision point" which requires a vehicular maneuver (turn).

## CONTENT

Individual destinations should appear in the order of arrival, starting with the direction which requires the most complex maneuver (typically a left turn). "Visitor Center," "Airport" and Metro stations appear with a corresponding icon for clarity. "Visitor Center" may also include a secondary line of distance information, since this message may appear throughout the city.

The header panel indicates the district in which the sign is located, and an alternate version with a blank header may be used for signs outside of any district (see pages ____ for more information on districts). The footer panel contains the Alexandria wordmark.

The back of the sign is blank because it would need to be viewed from the opposite side of the street, which is not practical at this scale.

## MATERIAL

Painted metal with applied vinyl text.

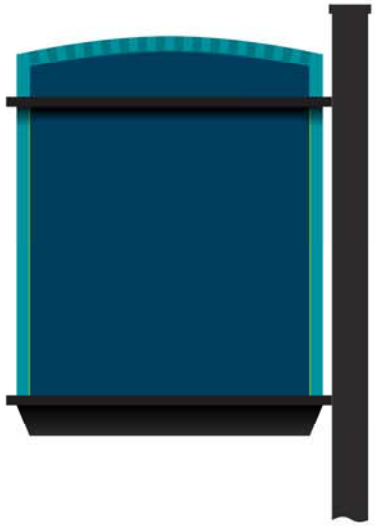
DR: 3.5" Eastbound King Street at Washington

**FINAL SIGN TO BE LOCATED IN PLACE OF GADSBY LIGHT**

# DR.2 Vehicular Directional

SECONDARY (3.5" TEXT)

*Front View*



*Back View*

## OBJECTIVES

- *Accommodate vehicular messages in a compact yet distinctive framework*
- *Reinforce district presence*
- *Enhance city-wide identity*

## RATIONALE

A reduced-size version of the Vehicular Directional utilizes 3.5" text in order to achieve an even smaller panel size. This text is below the minimum MUTCD guidelines and represents a loss of 15 feet of viewing distance.

## LOCATION

May be used only along King Street and secondary residential streets in Old Town where slow road speed and scale of the road section warrants a minimally intrusive sign. 3.5" text is insufficient for roads with traffic speeds greater than 20-25 MPH.

## CONTENT

Same as DR.1

## MATERIAL

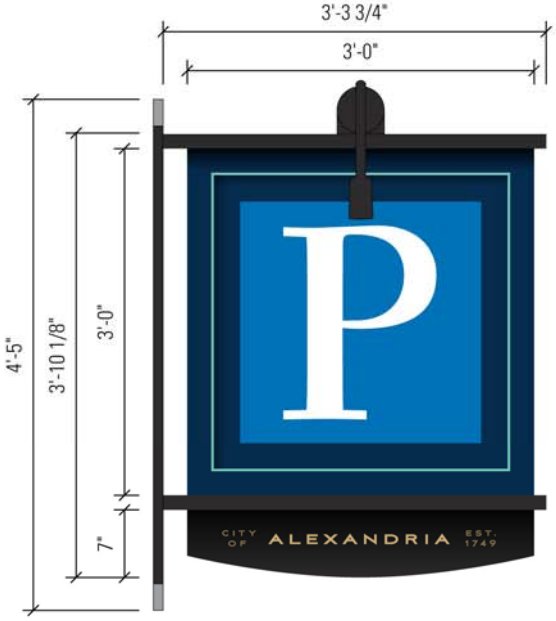
Same as DR.1

FAYETTE AL
N UNION ST
KING ST

PARK

# PK.2 Parking Identity

BUILDING MOUNTED




*Front View (City operated version)*

*Back View (City operated version)*

*Front View (Private operated version)*

*Back View (Private operated version)*

## OBJECTIVES

- *Clearly direct to and identify visitor parking facilities*
- *"Brand" visitor parking for Alexandria and its Districts*
- *Infuse these signs with the flavor of Alexandria to enhance identity and welcoming image*

## RATIONALE

Variant version of Parking Identity sign mounts directly to parking structure.

## LOCATION

Located at or near the entrance of a parking garage. Mounting position on the building will vary in response to architectural details but must be 9 feet above grade at a minimum.

## CONTENT

Same as PK.1

## ILLUMINATION

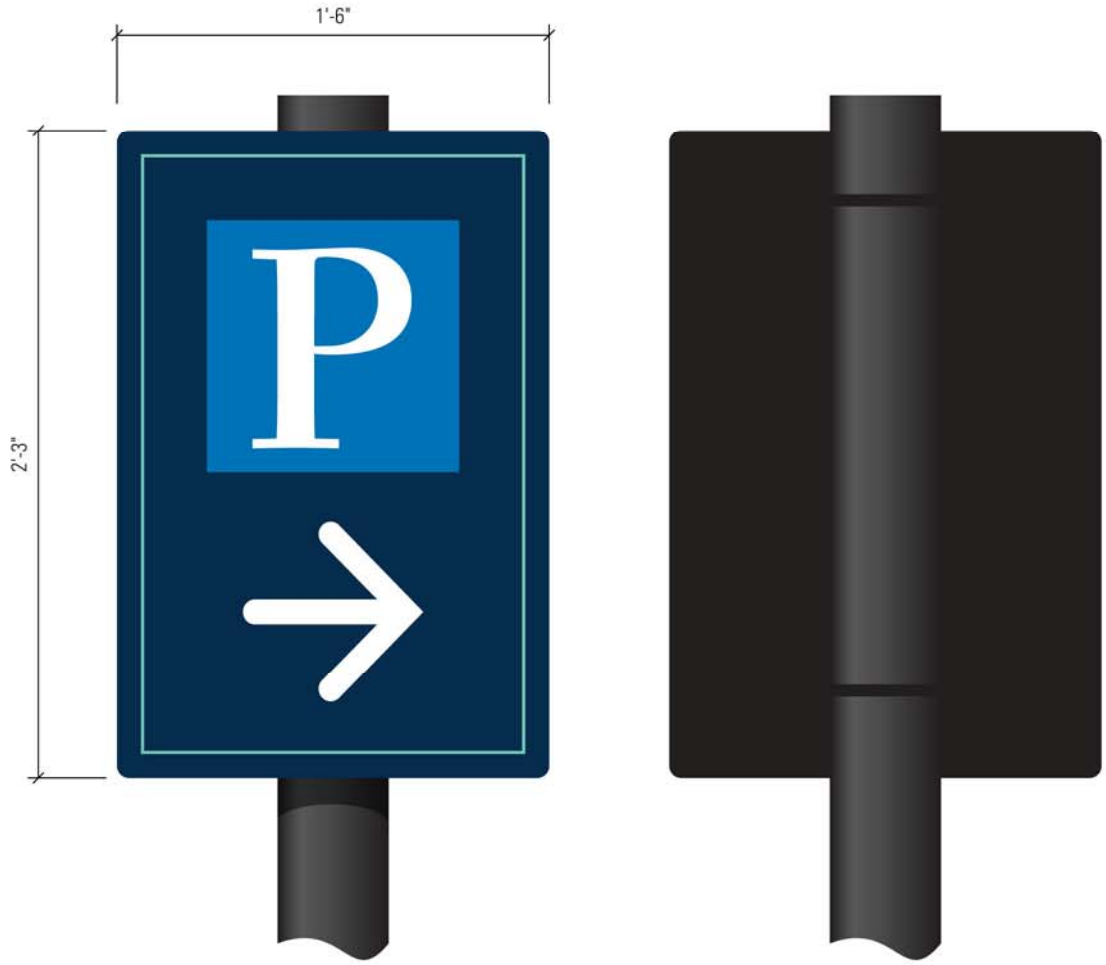
Same as PK.1

## MATERIAL

Same as PK.1

# PK3 / PK4 | Location Map and Context

# PK.3a Parking Trailblazer




*Front View*



*Back View*

## OBJECTIVES

- *Clearly direct to and identify visitor parking facilities*
- *"Brand" visitor parking for Alexandria and its Districts*
- *Infuse these signs with the flavor of Alexandria to enhance identity and welcoming image*

## RATIONALE

Directs vehicles to nearby parking facilities. Simple painted aluminum sign is mounted with straps to existing pole. Design coordinates with parking identity signs to aid in wayfinding. Vertical configuration is optimized for mounting to an existing post.

## LOCATION

Located at key intersections ("decision points") leading to parking facilities. Sign locations are based upon:

- *Key routes of arrival identified in the circulation study*
- *Directions from destinations which do not offer on-site parking (to aid drivers who perform a "front door cruise-by")*

Where practical, PK.3b should be used instead for maximum visibility.

## CONTENT

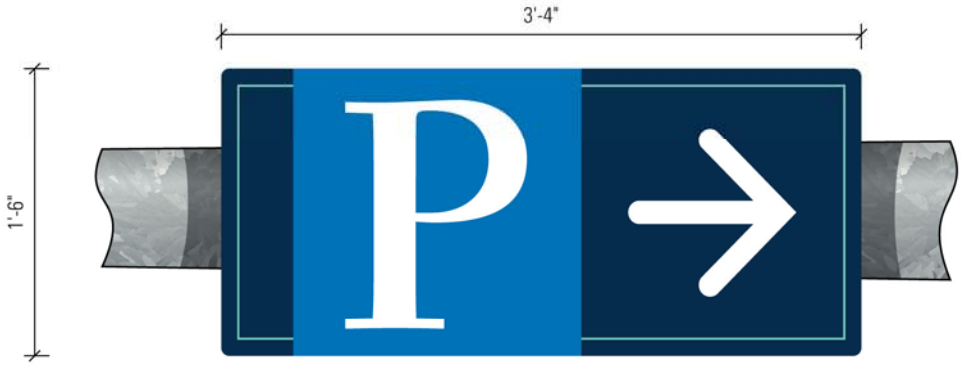
Simple stylized "P" icon is widely recognized and coordinates with parking identity signs.

## MATERIAL

Painted metal with applied vinyl graphics.

# PK.3b Parking Trailblazer

MAST ARM




*Front View*

*Back View*

## OBJECTIVES

- *Clearly direct to and identify visitor parking facilities*
- *"Brand" visitor parking for Alexandria and its Districts*
- *Infuse these signs with the flavor of Alexandria to enhance identity and welcoming image*

## RATIONALE

A companion to PK.3a, in a horizontal configuration optimized for mounting to a traffic signal crossarm.

## LOCATIONS

Same as PK.3a

## CONTENT

Same as PK.3a

## MATERIAL

Same as PK.3a

# Location Map and context

# PD.2 Pedestrian Directional

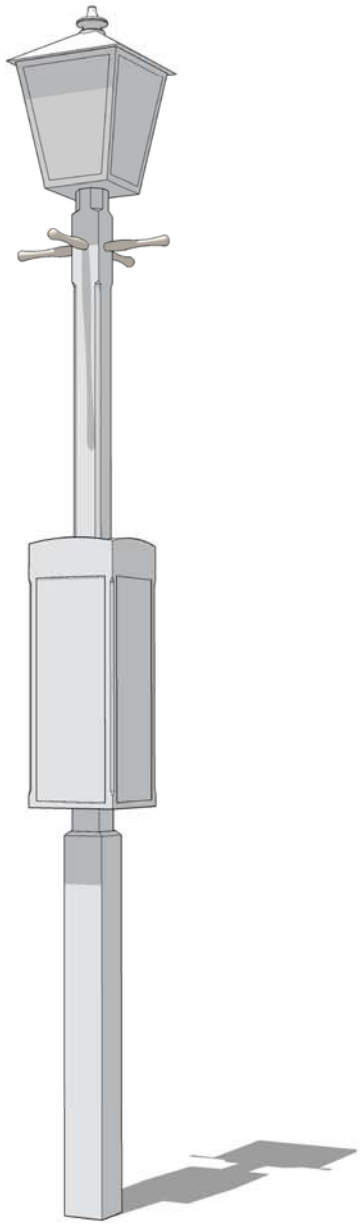
MINI KIOSK

*Front View (facing up street)*

*Back View (facing up street)*

*Side (facing sidewalk)*

*Side (facing street)*



*3D Study*

## OBJECTIVES

- *Encourage a pedestrian/walking environment by providing optimally-placed and reassuring orientation along key walking corridors*
- *Extend the wayfinding system from parking areas, transit nodes, trolley stops and bike paths*
- *Provide detailed maps that highlight visitor amenities, attractions, public transit, and retail zones*
- *Include areas for historical/cultural information*
- *In Old Town, expand the pedestrian corridor beyond King Street onto cross streets and parallel streets; highlight retail/restaurant areas both on and off King Street*

## RATIONALE

Four-sided information cabinet mounts to existing poles (Gadsby lights in Old Town), providing convenient wayfinding reinforcement periodically in areas of pedestrian concentration.

## LOCATION

Located at key pedestrian "decision points" and periodically along pedestrian corridors. In Old Town, mini kiosks will be located at each intersection along King Street, on opposite diagonal corners, to emphasize side street destinations/services. Several will also be and along with waterfront.

## CONTENT

Sides facing up & down the sidewalk: Maps and directional information

Side facing away from street: Historic interpretive panel, seasonal events, or public art.

Side facing street: Abstract image (so as not to encourage standing in the street to view)

## MATERIAL

Painted metal. Digitally printed graphics.

## Wayfinding Signage System: Mockup Evaluation Phase Feedback Request

**Please provide your feedback regarding the mockup signs in writing.**

- **By email:**
  carrie.beach@alexandriava.gov

- **By mail:**
  Wayfinding Program
  Department of Planning & Zoning
  301 King Street
  Alexandria, VA 22314

- **Or provide your comments on the Wayfinding web page at**
  www.alexandriava.gov/wayfinding