





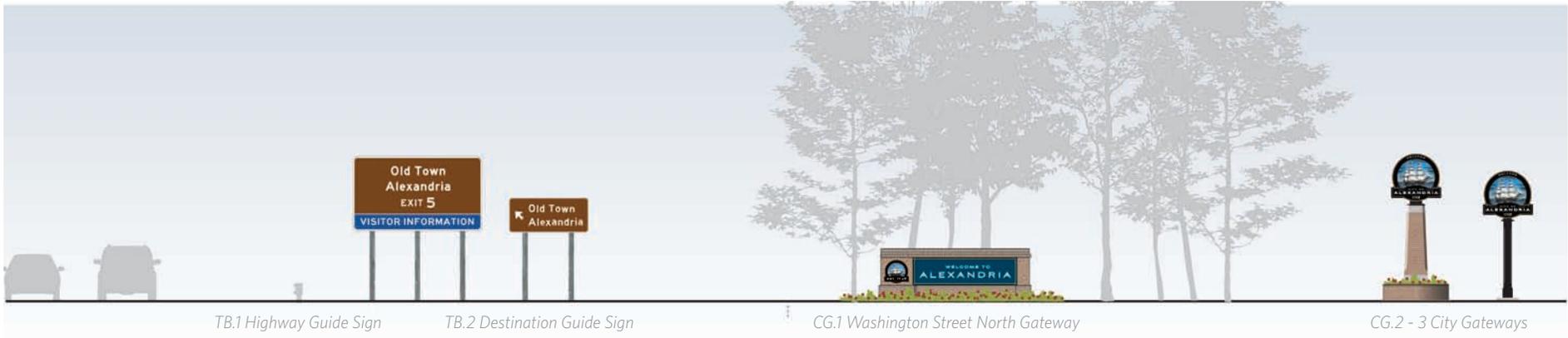
# SIGN FAMILY

The components of the sign system were designed individually for optimal functionality while complementing each other in form and finish to create a unified sign family.

- **Highway Signs:** Standard DOT guide signs
- **City Gateways:** Signs and structures distinguishing city edges or entry portals.
- **Vehicular Directionals:** Signs serving to direct vehicular traffic to key destinations within and beyond the city.
- **Parking Signs:** Identification and directional signs for parking which help make facilities easier to locate
- **Pedestrian Kiosks & Directionals:** Signs and maps intended to orient and direct individuals on foot throughout the city
- **Shared Use Path Signs:** Directional signs geared specifically for paths used by bicycles and for other recreation
- **Interpretive Signs:** Signs which communicate historic or culturally relevant information about a site
- **Destination Identity:** Signs identifying a destination, including multiple configurations for different settings.
- **District Identity:** Signs identifying the edge, or reinforcing the core of a district
- **Banner Standards:** Guidelines for use of banners to enliven and unify streetscapes
- **Neighborhood and Historic District Identity:** Guidelines for signs to identify the edge, or reinforce the core of a neighborhood or historic district.

*Note: Technical drawings which provide details of fabrication, material, assembly, etc. are located in the Technical Manual*

# Overview

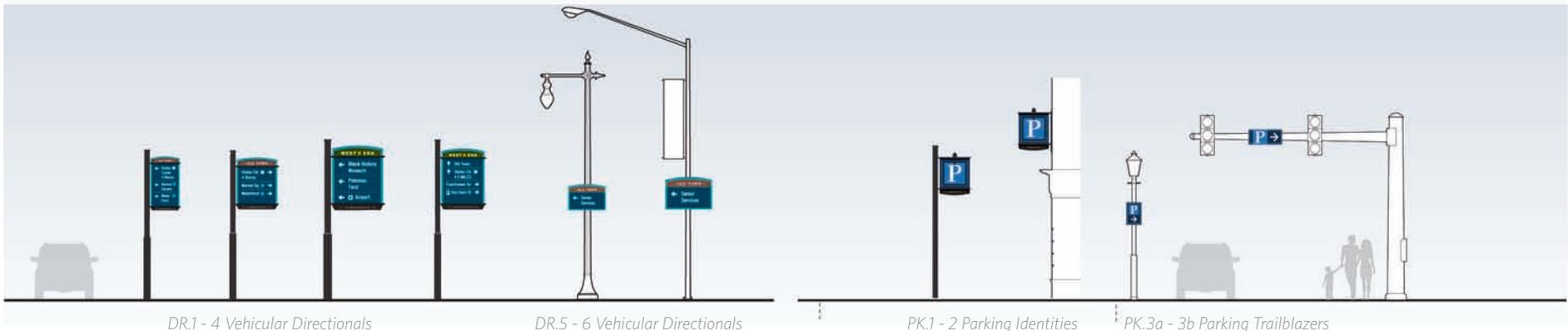


TB.1 Highway Guide Sign

TB.2 Destination Guide Sign

CG.1 Washington Street North Gateway

CG.2 - 3 City Gateways



DR.1 - 4 Vehicular Directionals

DR.5 - 6 Vehicular Directionals

PK.1 - 2 Parking Identities

PK.3a - 3b Parking Trailblazers



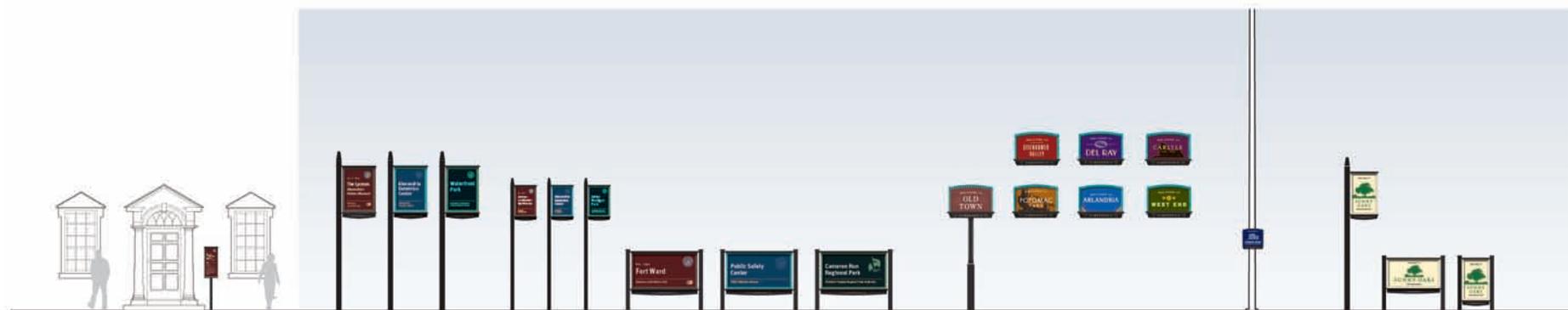
IK.1 - 3 Visitor Kiosks

PD.1 Pedestrian Directional

PD.2 -3 Pedestrian Directionals

BP.1 Shared-Use Path

IN Interpretive Signs and Panels



DI.1 Destination ID

DI.2 Destination ID

DI.2a Destination ID

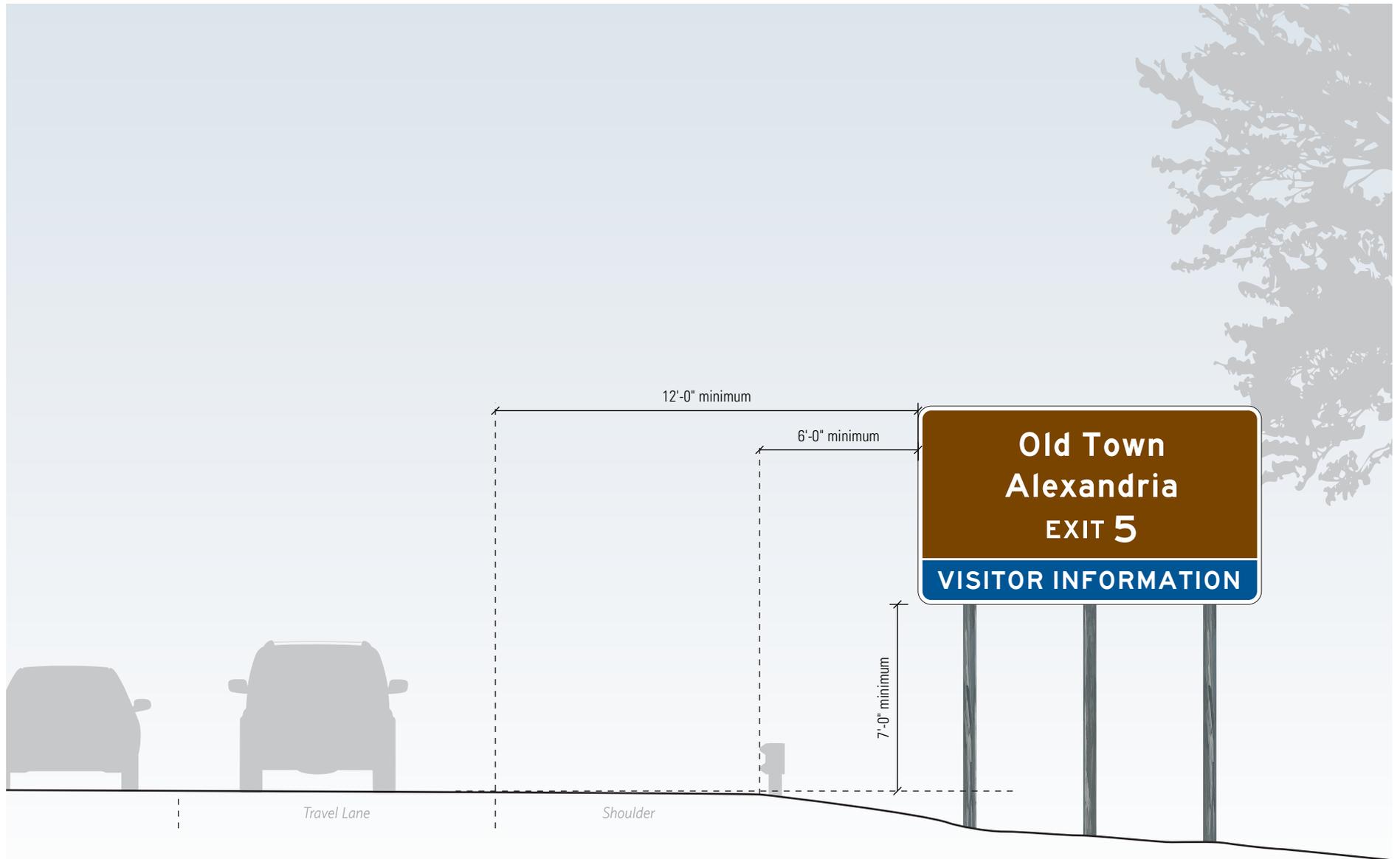
DI.3 Destination ID

DM District Identity Marker

DH Historic Marker

Neighborhood Identity

## TB.1 Highway Supplemental Guide Sign



## TB.1 Highway Supplemental Guide Sign

### OBJECTIVES

- Provide directional information in advance of key highway exits
- Use consistent wording that will coordinate with messages on vehicular directionals within the city.

### RATIONALE

Virginia Department of Transportation standards allow *Supplemental Guide Signs* for cultural interest area destinations within 15 miles of an interstate highway. Design of these signs complies with the federal MUTCD standards.

### LOCATION

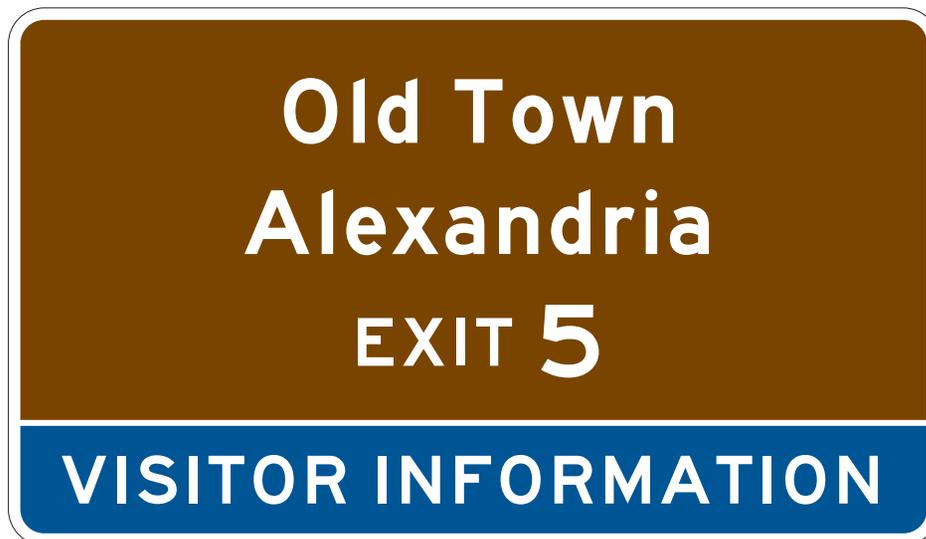
Signs meeting these standards are proposed in advance of the following interstate exits, which are key for visitors arriving by motor vehicle:

- Northbound I-395, Exit 5 (King St.)
- Southbound I-395, Exit 5 (King St.)
- Eastbound I-95, Exit 177A (US-1, Patrick St.)
- Westbound I-95, Exit 177C (Church St.)  
*Mount Vernon may appear on the same sign*

Exact physical locations are to be determined by VDOT.

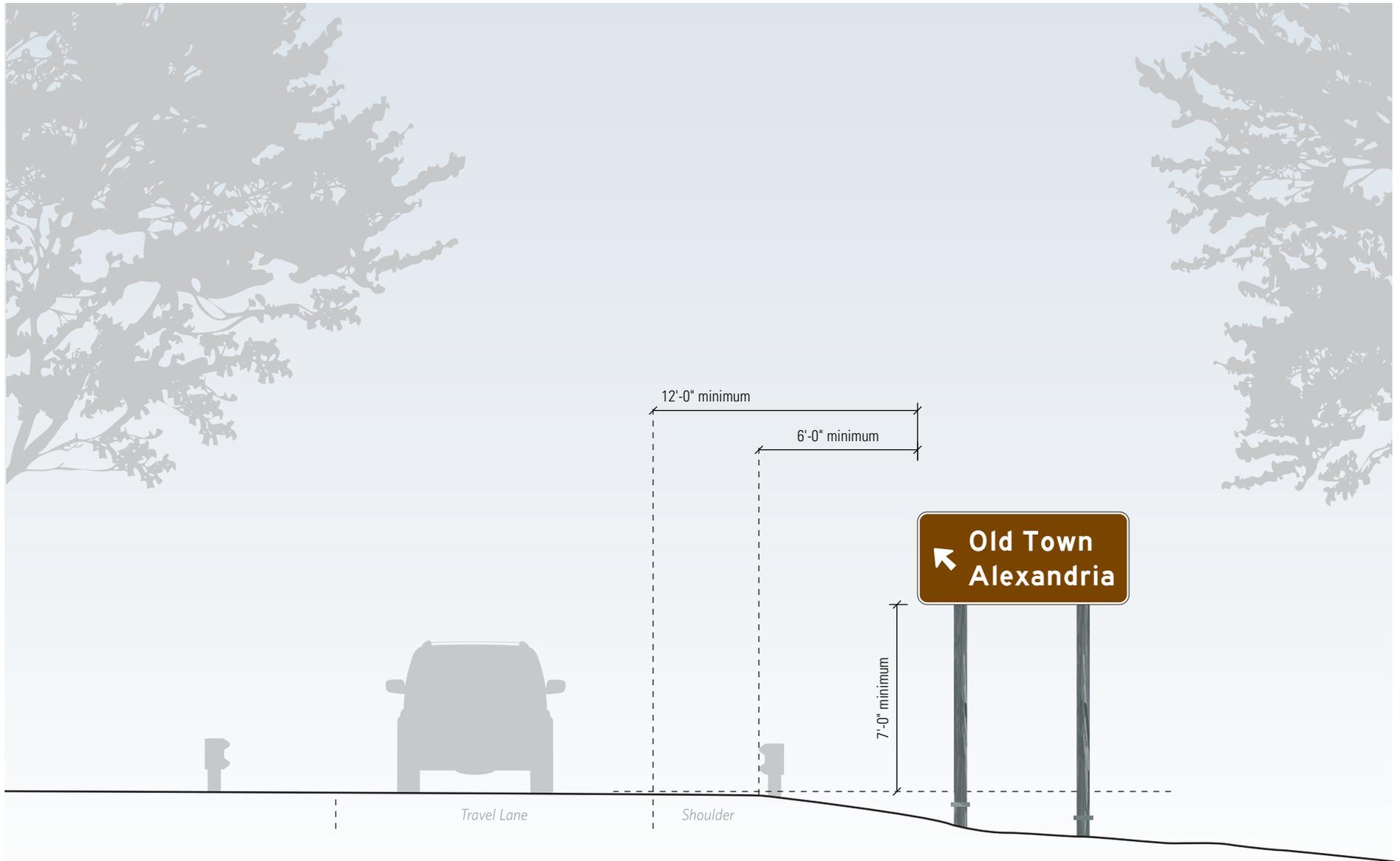
### CONTENT

A consistent message of “Old Town Alexandria” with exit number and a secondary message of “VISITOR INFORMATION” in a standard blue field is preferred. Size is to be based on VDOT/MUTCD standards.



Front View

## TB.2 Destination Guide Sign



## TB.2 Destination Guide Sign

### RATIONALE

The MUTCD specifies follow-up *Destination Guide Signs* along exit ramps where necessary to indicate a turn. Design of these signs complies with the federal MUTCD standards.

### LOCATION

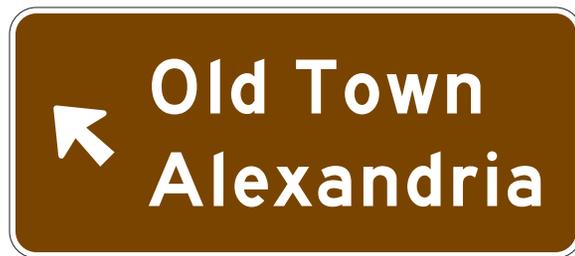
Signs meeting these standards are proposed in advance of ramp splits at the following exits:

- *Northbound I-395, Exit 5 (King St.)*
- *Southbound I-395, Exit 5 (King St.)*
- *Westbound I-95, Exit 177C (Church St.)*  
*Mount Vernon may appear on the same sign*

Exact physical locations are to be determined by VDOT.

### CONTENT

A consistent message of "Old Town Alexandria" with accompanying directional arrow is preferred.



Front View

# CG.1 Washington Street North Gateway

HORIZONTAL BRICK MONUMENT



## CG.1 Washington Street North Gateway

HORIZONTAL BRICK MONUMENT

### 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. As the first element of the wayfinding system passed when entering the city, the gateway uses color and graphic style to set the stage for the family of signs which follow it.

### 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

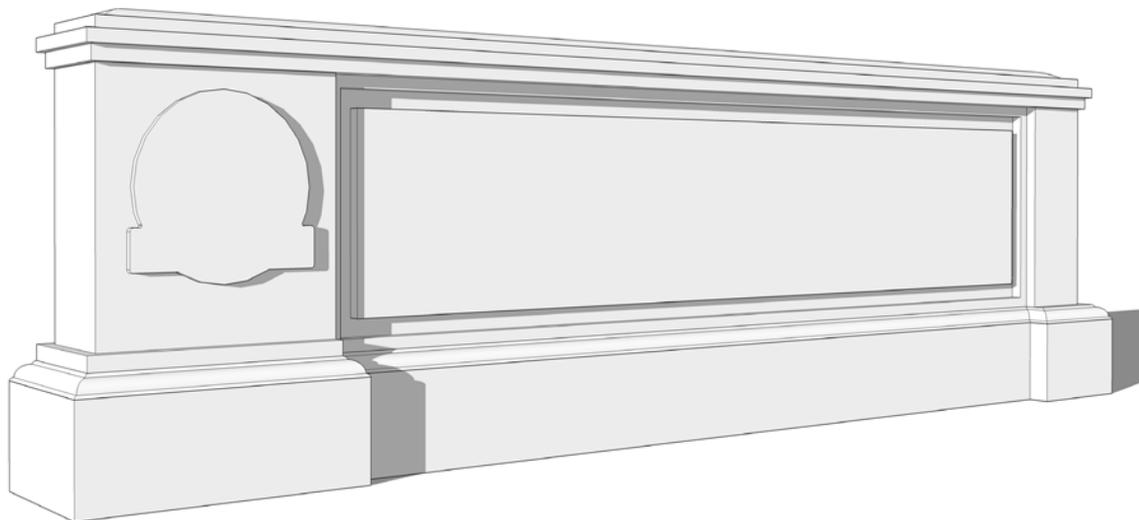
Planting materials and design to be consistent with historic parkway character. Coordinated by Dept PRCA and approved by NPS.

### MATERIAL

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



Front View



3D Massing Study

# CG.2 City Gateway

BRICK PIER



## CG.2 City Gateway

BRICK PIER

### 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 (American Association of State Highway and Transportation Officials) 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.

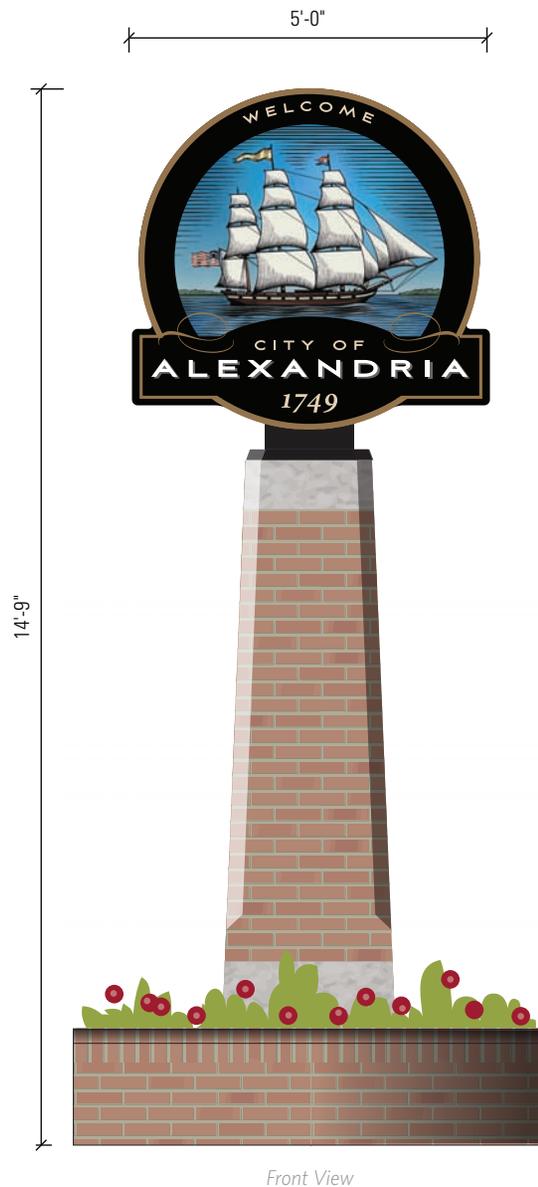
### PLANTING

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.



# CG.3 City Gateway

METAL POST



## CG.3 City Gateway

METAL POST

### 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.3 is similar in configuration to the CG2 brick pier gateway, but substitutes a metal post with a breakaway footing for tighter installation conditions.

### LOCATION

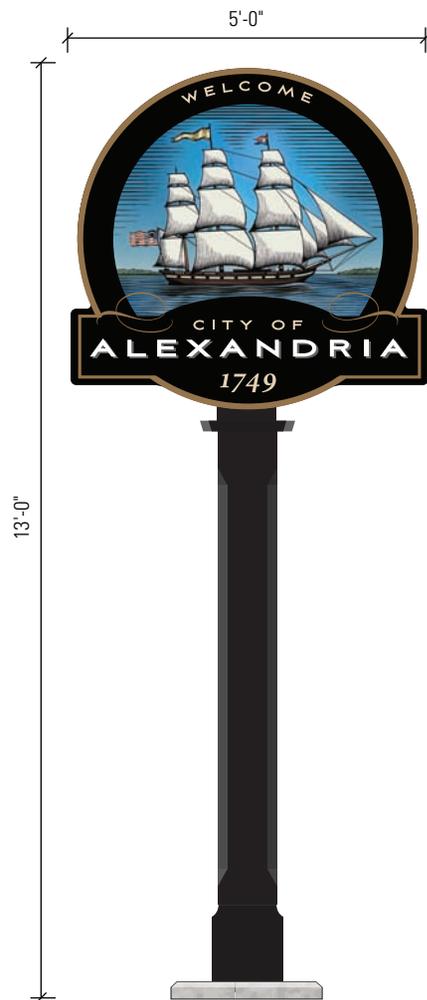
This sign will replace existing “thistle” welcome signs throughout the city. Physical location per ASHTO guidelines for horizontal clearance.

### ILLUMINATION

A single internal light behind the Alexandria wordmark also spills up to wash the emblem.

### MATERIAL

Painted metal with dimensional letters and digital print graphics.



Front View



3D Study

# DR.1 Vehicular Directional

KING STREET VERSION



## DR.1 Vehicular Directional

KING STREET VERSION (3.5" TEXT)

### 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 the extent of the city's districts.

### LOCATION

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

This sign is appropriate along King Street and secondary residential streets in Old Town where slow road speeds and scale of the road section warrant a minimally intrusive sign and smaller text size. This reduced-size version utilizes 3.5" text, which is below the minimum MUTCD guidelines.

### 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. An alternate version with a blank header may be used for signs outside of any district (see pages 92-93 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.

