

DR.2 Vehicular Directional

WASHINGTON STREET VERSION



DR.2 Vehicular Directional

WASHINGTON STREET VERSION (4" TEXT)

OBJECTIVES

Same as DR.1

RATIONALE

Same as DR.1

LOCATION

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

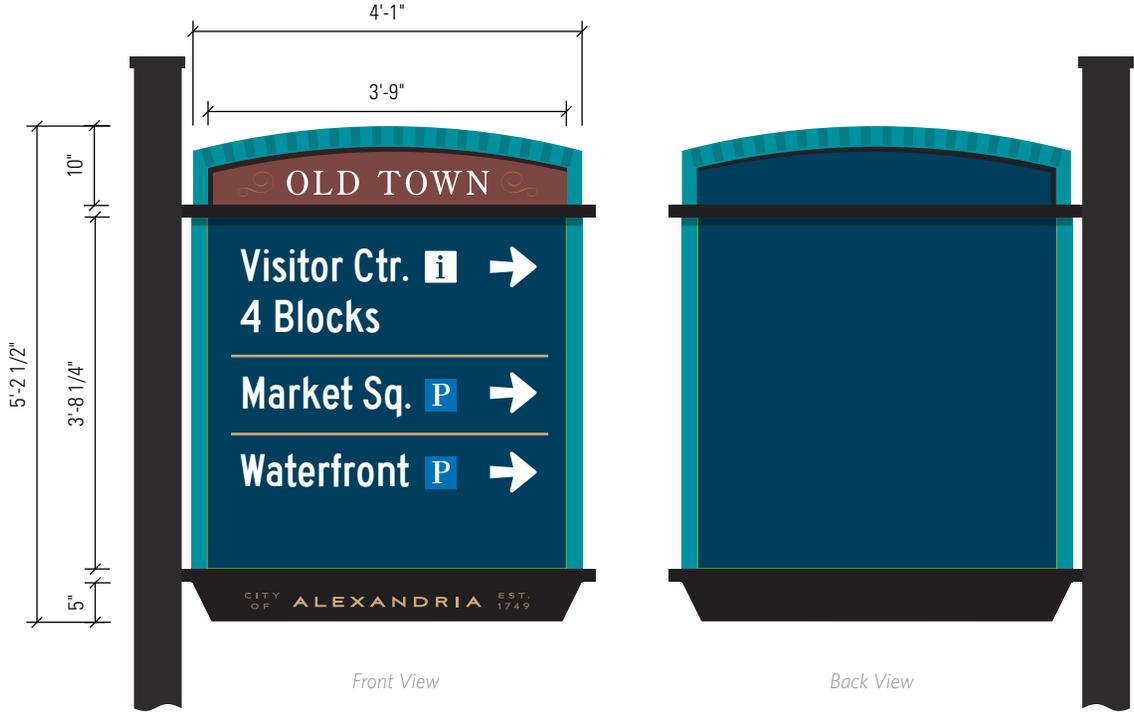
This sign is appropriate for Washington Street. Text is 4" cap height which is the minimum standard set by the MUTCD for community wayfinding signs on roadways where posted speed limits exceed 25 MPH. Signs are limited to three messages or five lines of text, and have been graphically optimized to maximize legibility while minimizing overall size based on messages specific to the Washington Street corridor. As a result of the graphic optimization (and size reduction) done specifically for Washington Street, this sign will not be large enough to accommodate the proposed message content for most 25MPH roadways. See the standard 4" version.

CONTENT

Same as DR.1

MATERIAL

Same as DR.1



DR.3 Vehicular Directional

ARTERIAL VERSION



DR.3 Vehicular Directional

ARTERIAL VERSION (5" TEXT)

OBJECTIVES

Same as DR.1

RATIONALE

Same as DR.1

LOCATION

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

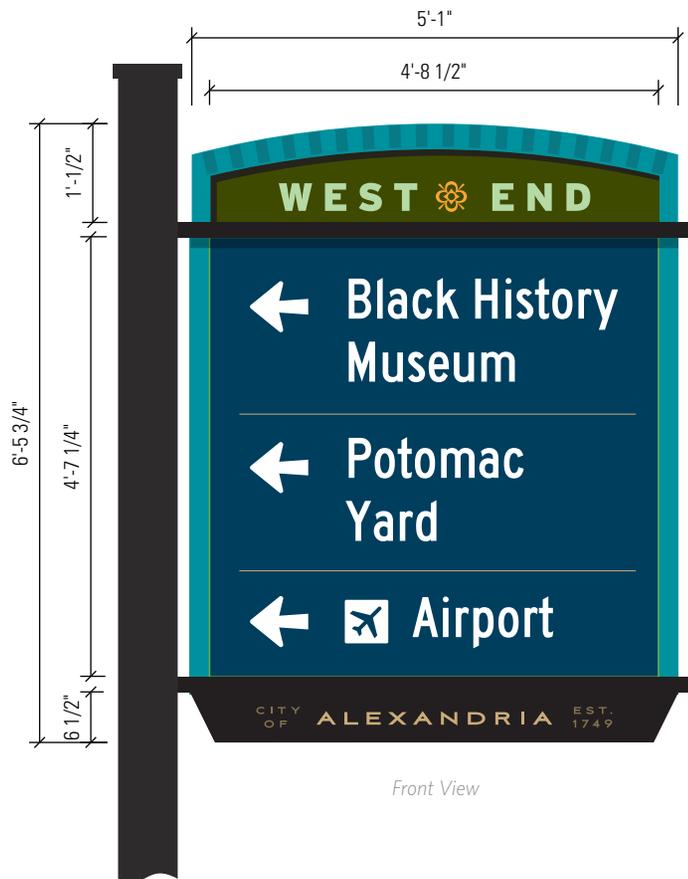
This sign is appropriate for arterial corridors west of Old Town. Signs are limited to three messages or five lines of text, and have been graphically optimized to maximize legibility while minimizing overall size. Text is 5" cap height which is below the minimum standard set by the MUTCD for community wayfinding signs on roadways above 25 MPH, but has been determined to be suitable for Alexandria arterials.

CONTENT

Same as DR.1

MATERIAL

Same as DR.1



DR.4 Vehicular Directional

STANDARD 4" VERSION



DR.4 Vehicular Directional STANDARD 4" VERSION

OBJECTIVES

Same as DR.1

RATIONALE

Same as DR.1

LOCATION

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

This sign is appropriate for non-arterial roadways west of Old Town. Signs are limited to four messages or six lines of text, and have been graphically optimized to maximize legibility while minimizing overall size. Text is 4" cap height which is the minimum standard set by the MUTCD for community wayfinding signs on roadways 25 MPH or less.

CONTENT

Same as DR.1

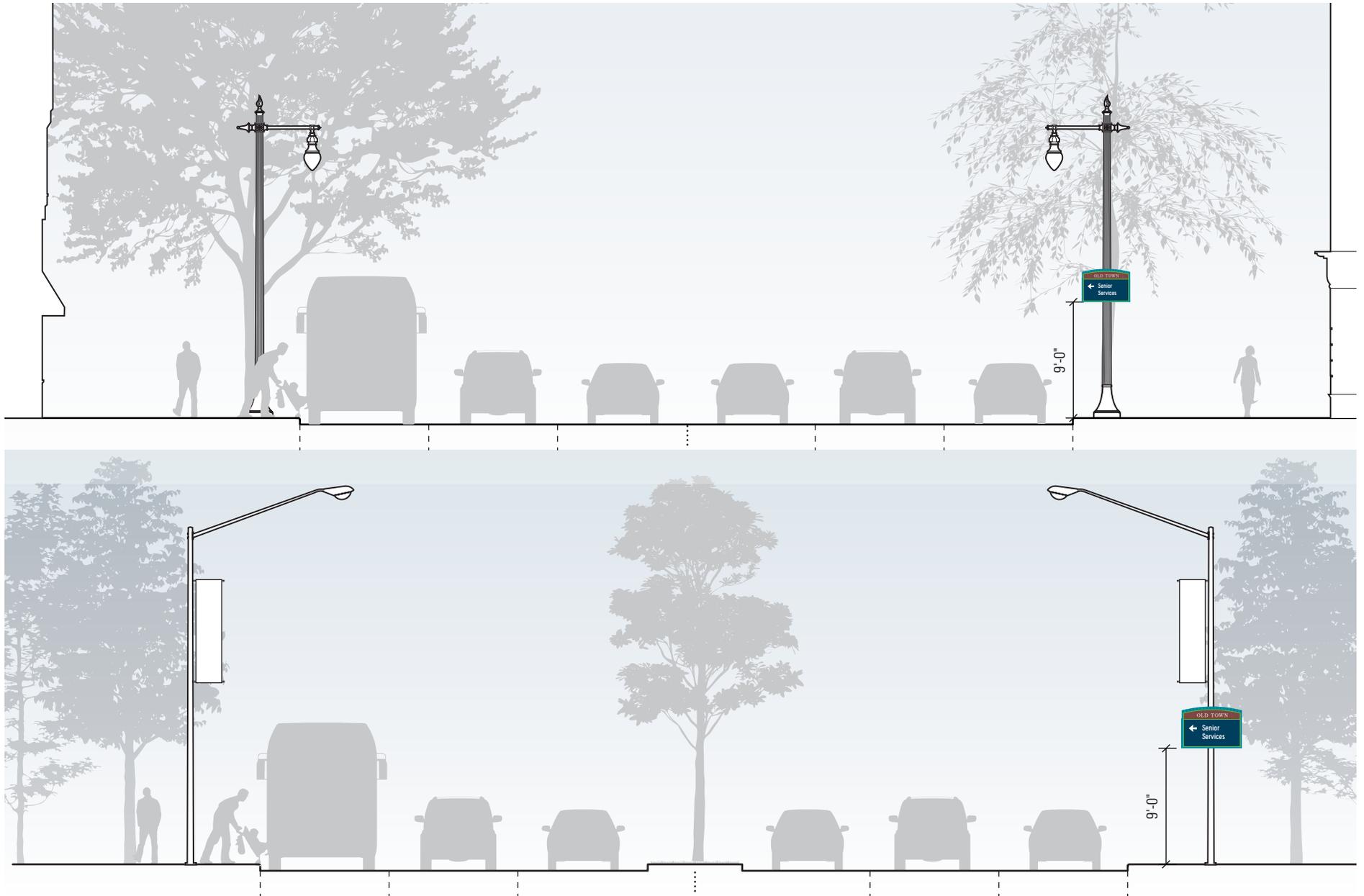
MATERIAL

Same as DR.1



DR.5, DR.6 Vehicular Directional

SINGLE (FOUR INCH AND FIVE INCH VERSIONS)



DR.5, DR.6 Vehicular Directional

SINGLE MESSAGE PANEL (4" AND 5" VERSIONS)

OBJECTIVES

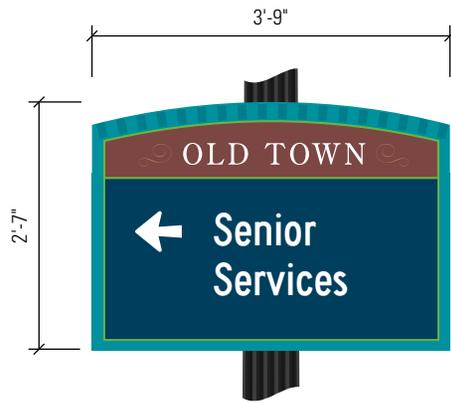
- Accommodate vehicular messages in a compact yet distinctive framework
- Reinforce district presence
- Enhance city-wide identity

RATIONALE

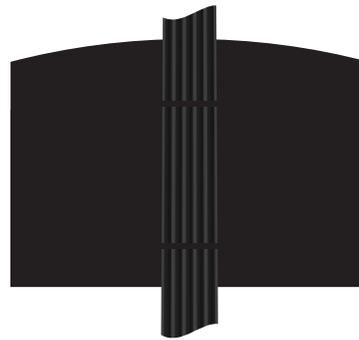
A smaller, lower-cost variant Vehicular Directional for single messages may mount to existing poles, and utilizes 4" text or 5" text. It may also be used multiple times in sequence to blaze a trail to a destination requiring several turns.

MATERIAL

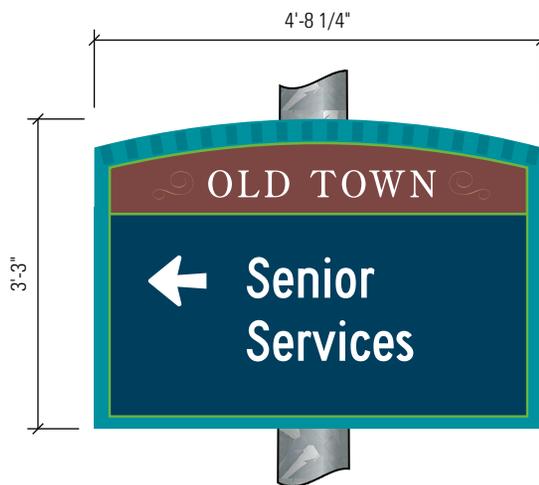
Painted metal with applied vinyl text.



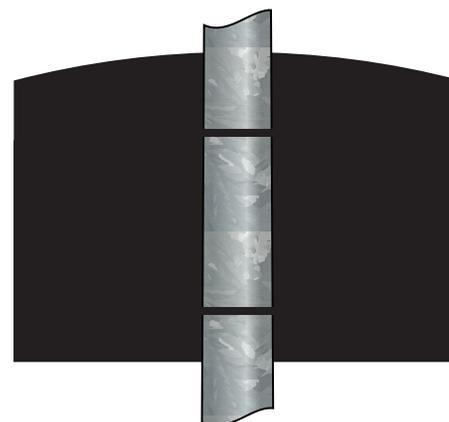
Front View



Back View



Front View



Back View

PK.1 Parking Identity

FREESTANDING



PK.1 Parking Identity

FREESTANDING

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

This sign identifies parking facilities with a consistent look, making them easier to locate and in turn getting cars off the road quicker. It eliminates the need for extra a-frame and directional signs which are presently used to overcome a lack of visibility.

LOCATION

Located at or near the entrance to surface parking lots, or garages where conditions make a building-mounted sign impractical.

CONTENT

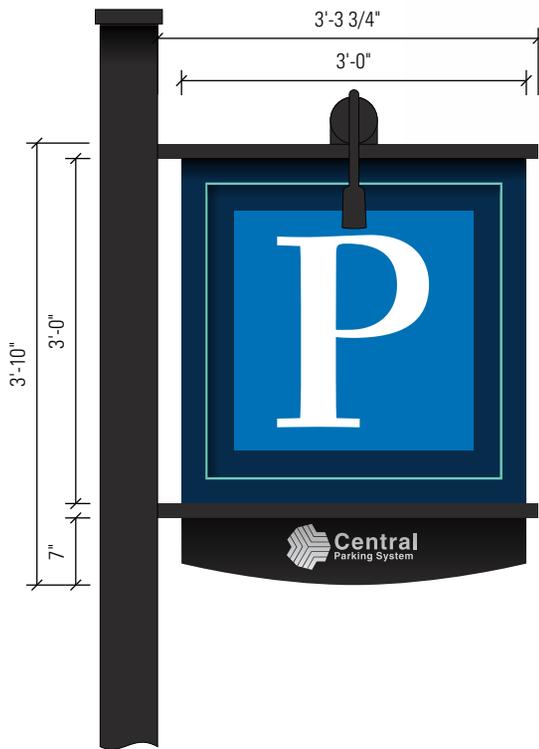
Simple, stylized “P” icon is widely recognized. City wordmark or private operator logo may be located in the black footer panel. Operator logo allowed only if sign is located on private property.

ILLUMINATION

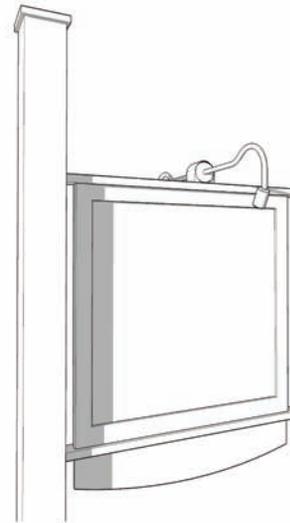
Integrated minimal gooseneck fixtures wash sign faces with light from above.

MATERIAL

Painted metal with applied vinyl text.



Front View



3D Study



Illumination Concept

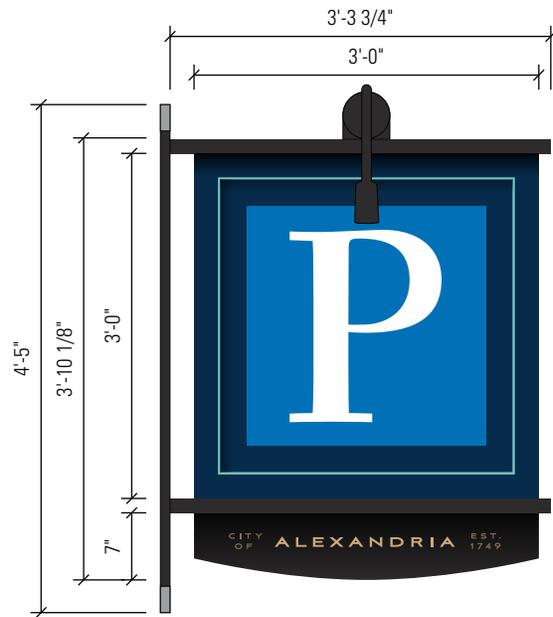
PK.2 Parking Identity

BUILDING MOUNTED



PK.2 Parking Identity

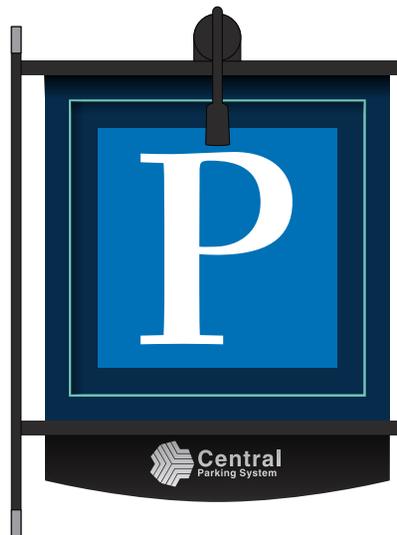
BUILDING MOUNTED



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

PK.3a Parking Trailblazer



PK.3a Parking Trailblazer

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.

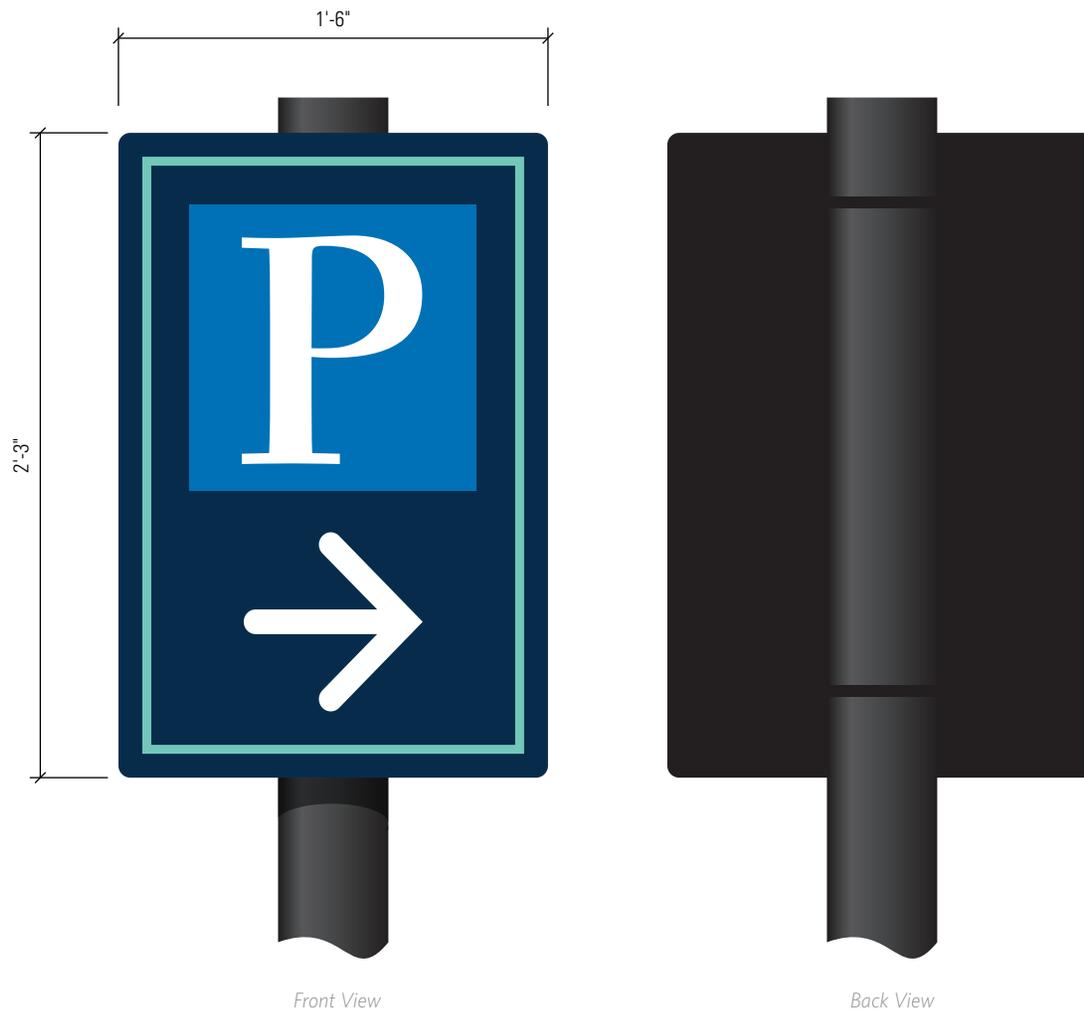
CONTENT

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

MATERIAL

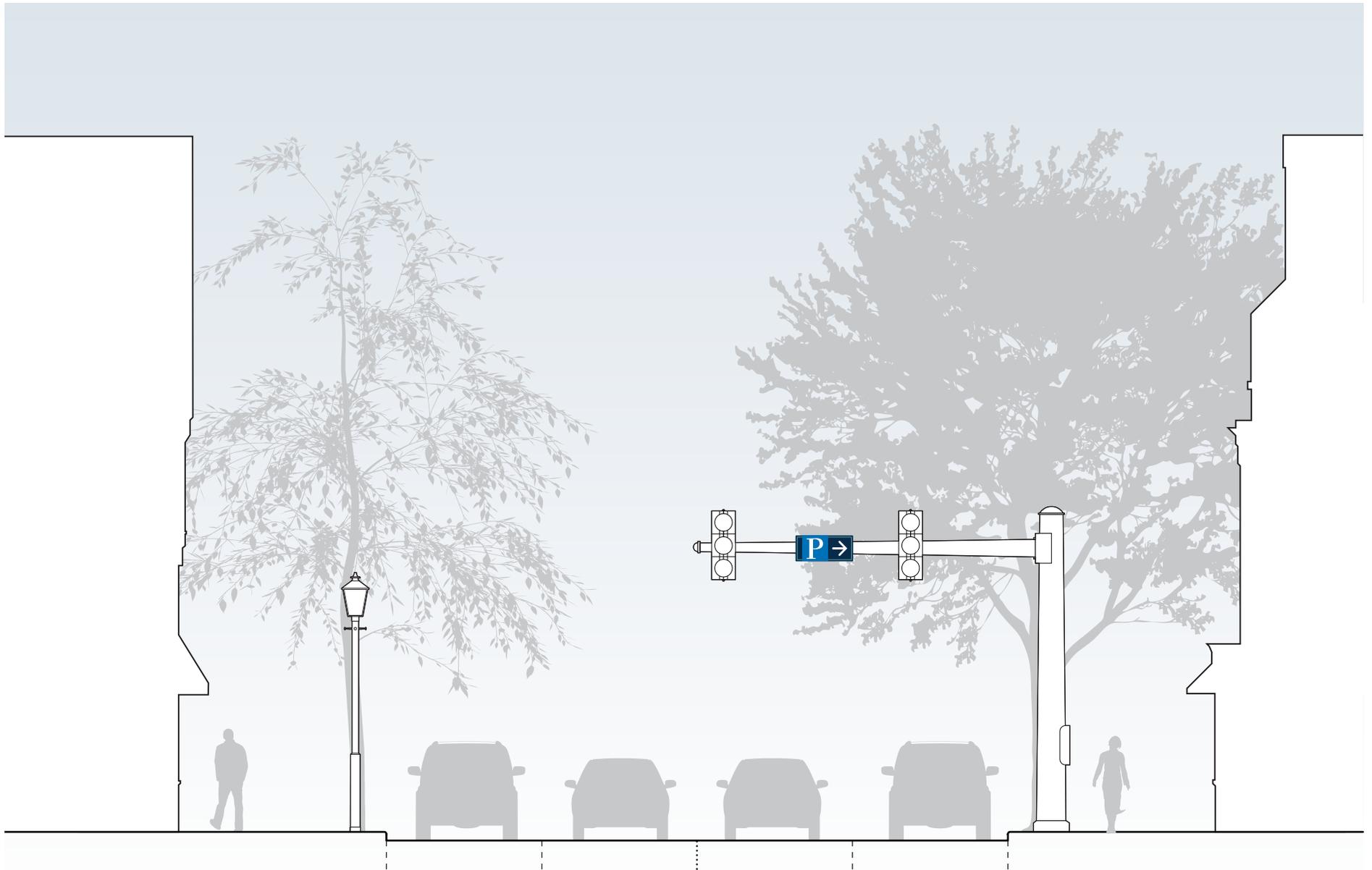
Painted metal with retroreflective face.

These are the only signs in the system that should be retroreflective.



PK.3b Parking Trailblazer

MAST ARM



PK.3b Parking Trailblazer

MAST ARM

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

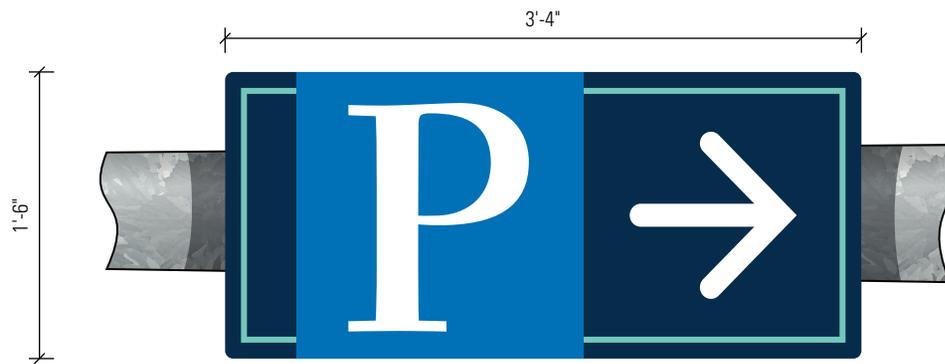
Same as PK.3a

CONTENT

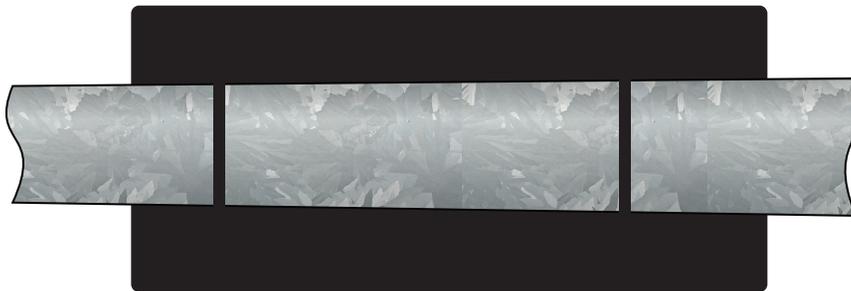
Same as PK.3a

MATERIAL

Same as PK.3a



Front View



Back View