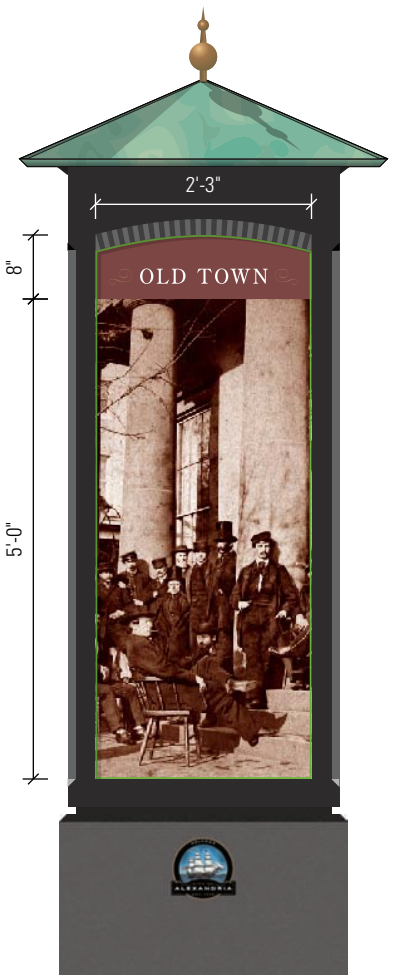
IK.1 Visitor Kiosk

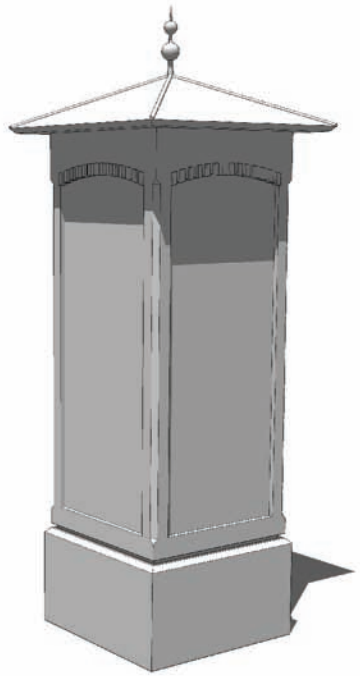
FOUR SIDED

IK.1 Visitor Kiosk

FOUR SIDED

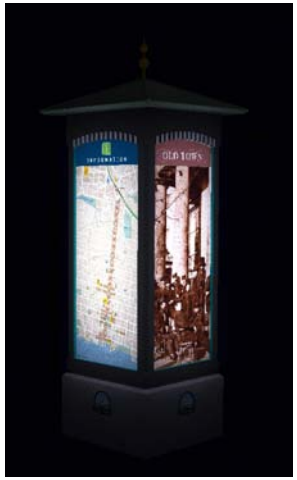


Typical View
(same on all sides except for content)



3D Study

Illumination: Downward



Illumination: Back lit

OBJECTIVES

- *Provide orientation, events and interpretive content at key pedestrian nodes, transit centers, and bike trail entry points*
- *Content panels to be modular, adaptable to wall mounting, and easily updated/changed out by city staff*
- *Reinforce District Identity, which appears on "headers"*
- *Create uniform, recognizable structure, city-wide, reinforcing City of Alexandria identity*

RATIONALE

Large scale kiosk provides for four individual panels of information in an elegant, civic structure. Panels are easily and inexpensively updated.

LOCATION

Located at key plaza spaces where the kiosk may be approached from all sides.

CONTENT

Sides A & C: Visitor maps (see page 32)

Sides B & D: Historic interpretive panel, seasonal events, or public art.

ILLUMINATION

Option 1: Lights concealed in the roof structure wash sign faces, as well as the ground, in a pool of welcoming light (recommended at Market Square).

Option 2: Translucent plastic sign faces are internally illuminated, for maximum glow at night (recommended at Metro Stations).

MATERIAL

Painted metal structure with stone base. Digitally printed graphics.

IK.2 Visitor Kiosk

TWO SIDED

IK.2 Visitor Kiosk

TWO SIDED

Front View

Back View
(may be blank if installed in front of a wall)

RATIONALE

Smaller kiosk structure allows for two back-to-back panels of information. Panel artwork matches the size of the IK.1 panels in order to minimize artwork development expenses.

LOCATION

Located at secondary spaces where a major kiosk is deemed unnecessary or will not fit. May also be used as a single sided, freestanding alternative to IK.3. Typically located along bike trails, at transit centers, or at parking garages.

CONTENT

Side A: Map (see page 32)

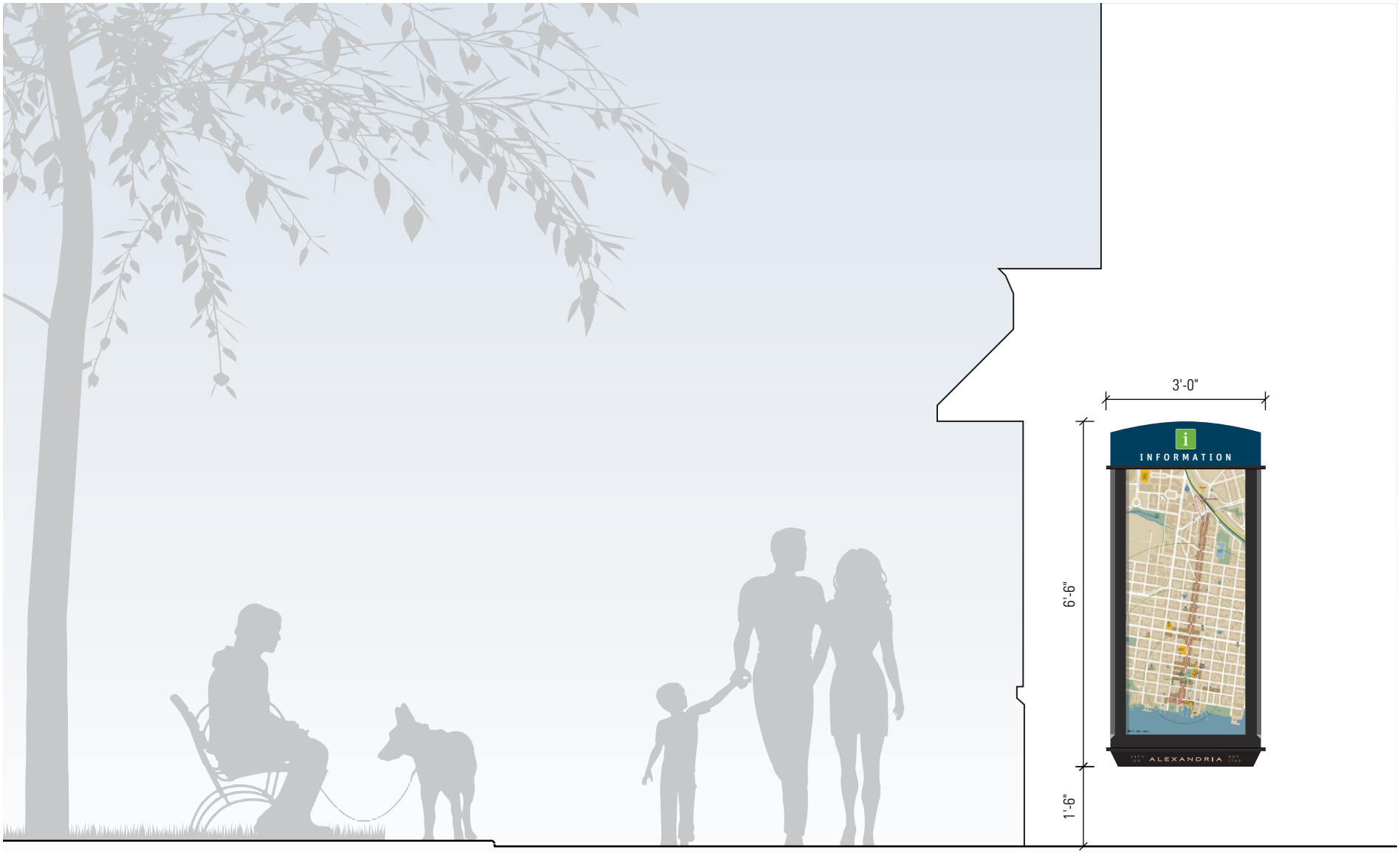
Side B (when used): Historic interpretive panel, seasonal events, or public art.

MATERIAL

Painted metal with digitally printed graphics.

IK.3 Visitor Kiosk

WALL MOUNTED



IK.3 Visitor Kiosk

WALL MOUNTED

Front View

RATIONALE

An alternate kiosk structure, sized to match IK.2 but mounting directly to an existing wall. Panels are fully interchangeable with IK.2.

LOCATION

Typically located at parking garages.

CONTENT

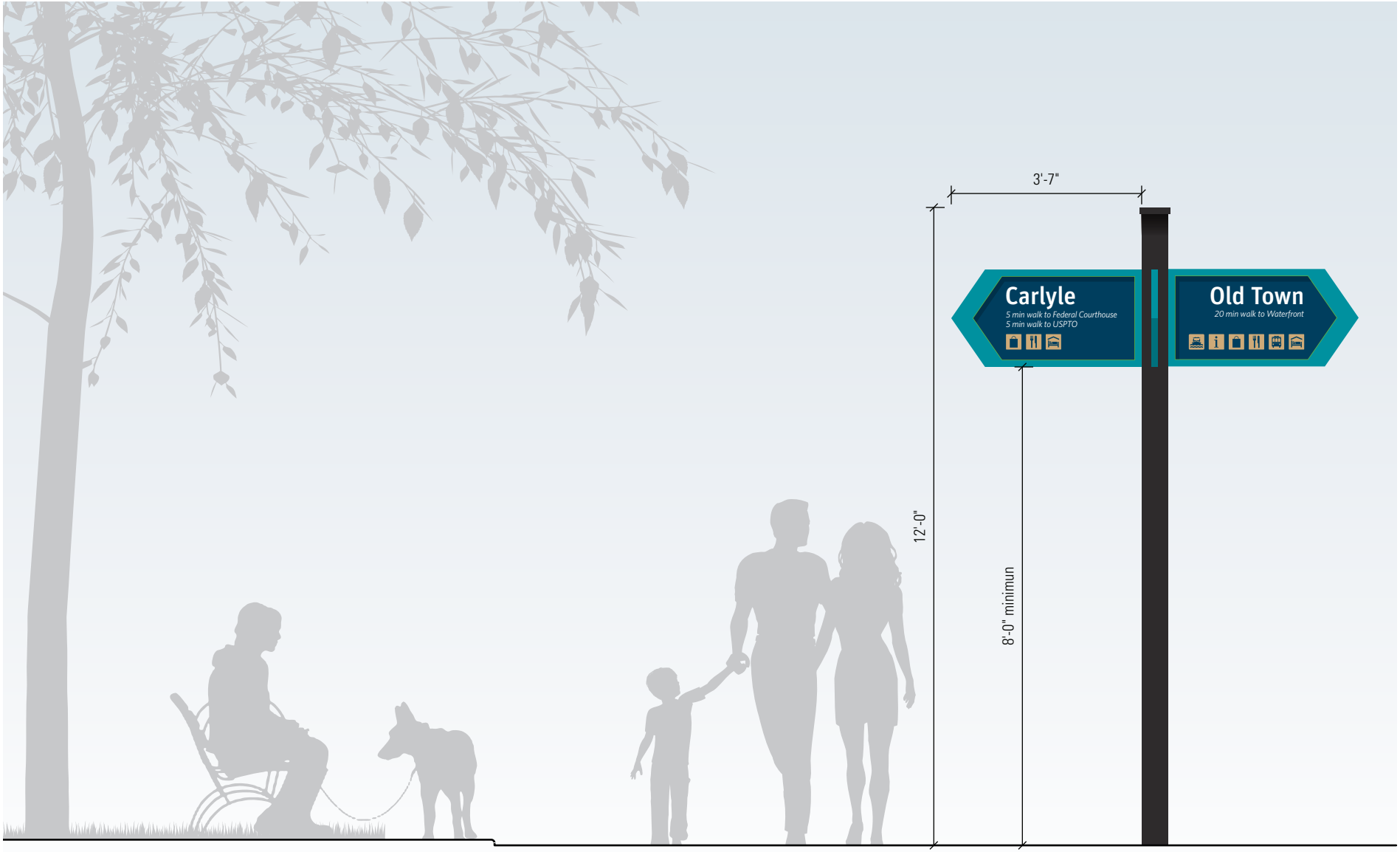
Map (see page 32)

MATERIALS

Same as IK.2

PD.1 Pedestrian Directional

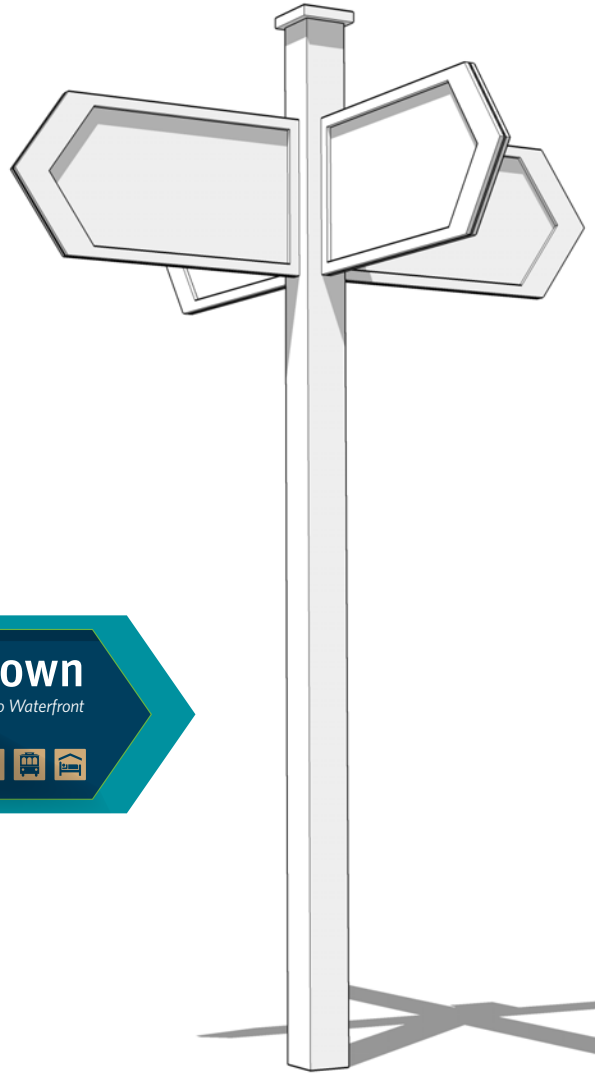
POINTER



PD.1 Pedestrian Directional

POINTER

Typical View
(varies depending on direction blades point)



3D Study

OBJECTIVES

- *Quickly orient and direct users when they arrive at confusing areas (off the city grid)*
- *Provide international icons that broadly highlight area amenities*

RATIONALE

Double sided pointer sign provides a quick, "heads-up," cant-miss orientation to visitors as they arrive on site.

LOCATION

Located at plaza spaces where pedestrians may begin their exploration on foot (transit stops, water taxi, motorcoach drop-offs, etc.)

CONTENT

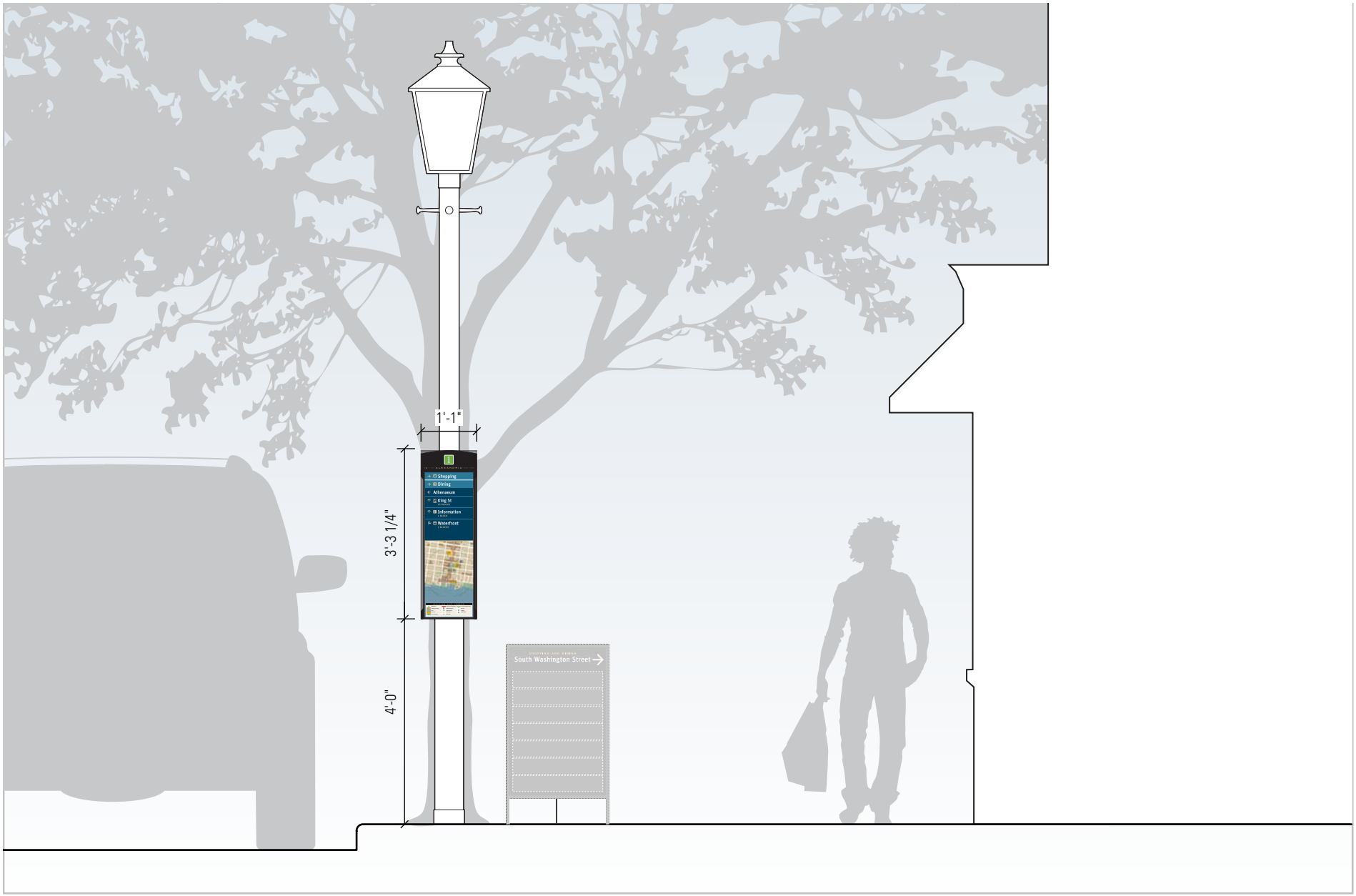
Primary directional destination, with supplemental walking time information and amenity icons.

MATERIAL

Painted metal with applied vinyl graphics.

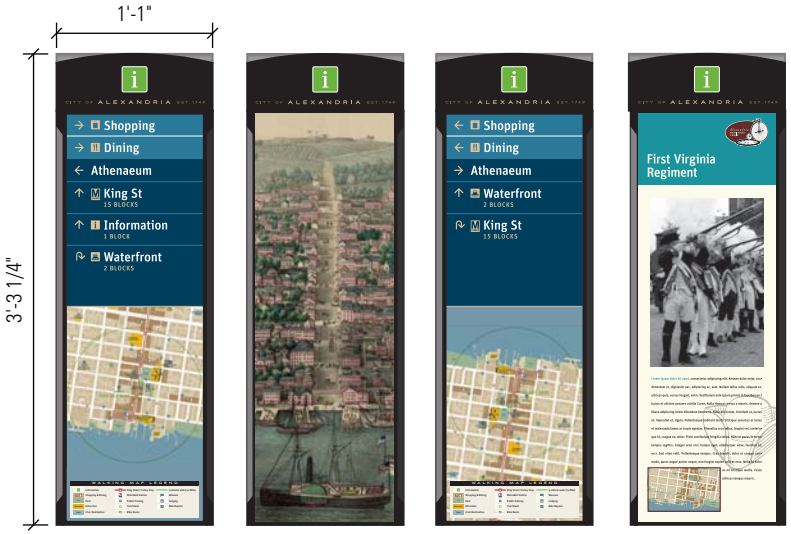
PD.2 Pedestrian Directional

MINI KIOSK

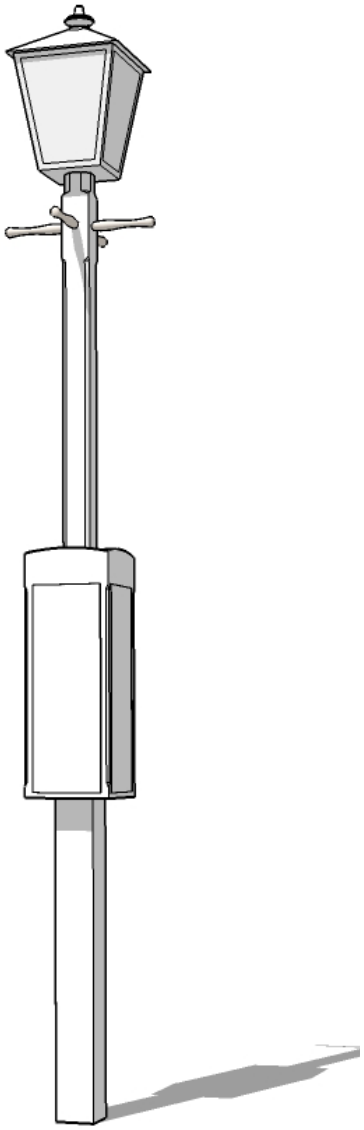


PD.2 Pedestrian Directional

MINI KIOSK



Front View (facing up street) *Side (facing street)* *Back View (facing up street)* *Side (facing sidewalk)*



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 designated intersections along King Street, on opposite diagonal corners, to emphasize side street destinations/services. Several will also be located along Cameron and at waterfront parks.

CONTENT

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

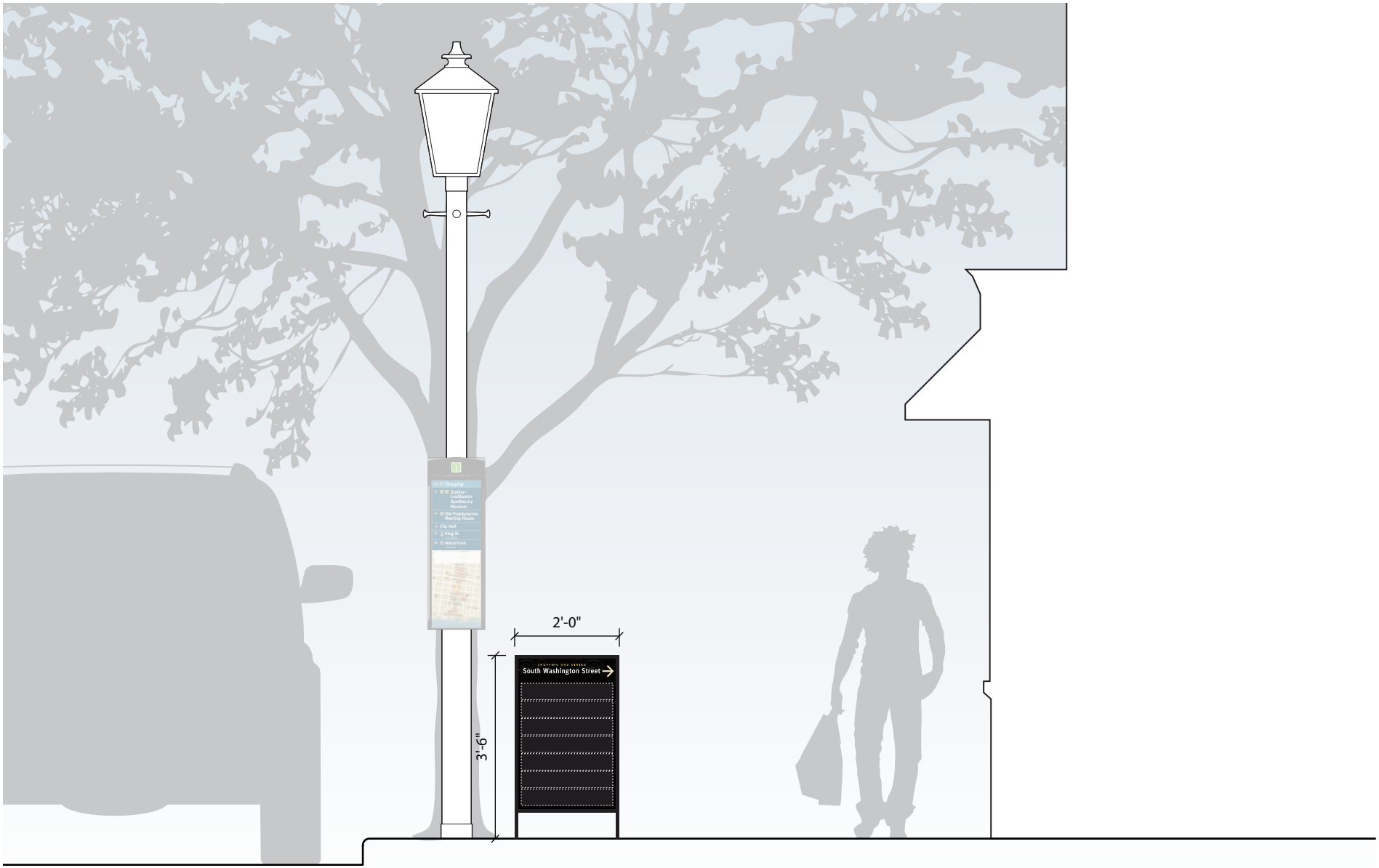
Side facing away from street: Historic interpretive panel, seasonal events, or public art.

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

Trolley stop logo may be added to sign face at appropriate locations.

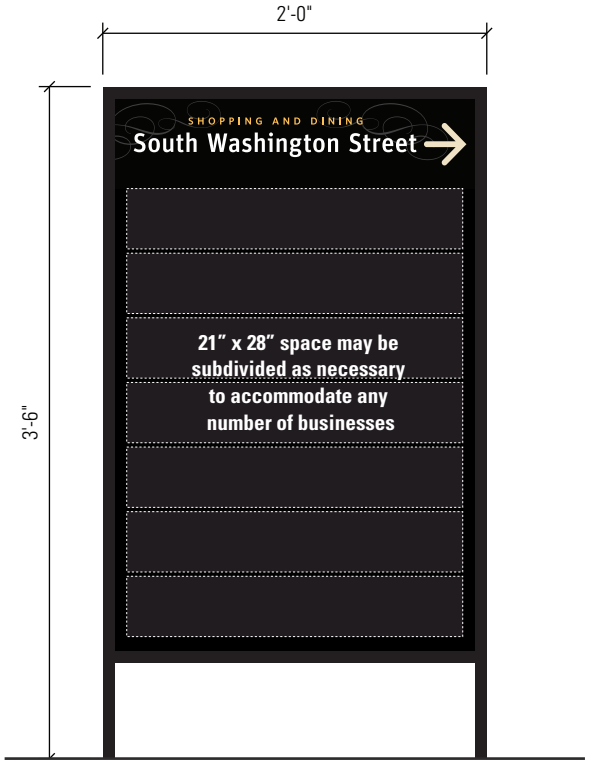
PD.3 Pedestrian Directional

A-FRAME



PD.3 Pedestrian Directional

A-FRAME



Front View

RATIONALE

A-frame signs coordinate with the design character of the wayfinding program, and allow increased visibility for shopping and dining on side streets. Eligible businesses may partner together to apply for a group A-frame sign permit. Business owners are responsible for coordinating with other eligible businesses, fabricating and paying for the signs, and complying with city ordinance and guidelines administered by the Department of Planning and Zoning.

LOCATIONS

Placed at street corners to direct to businesses on that street in approved location complying with ADA and pedestrian access.

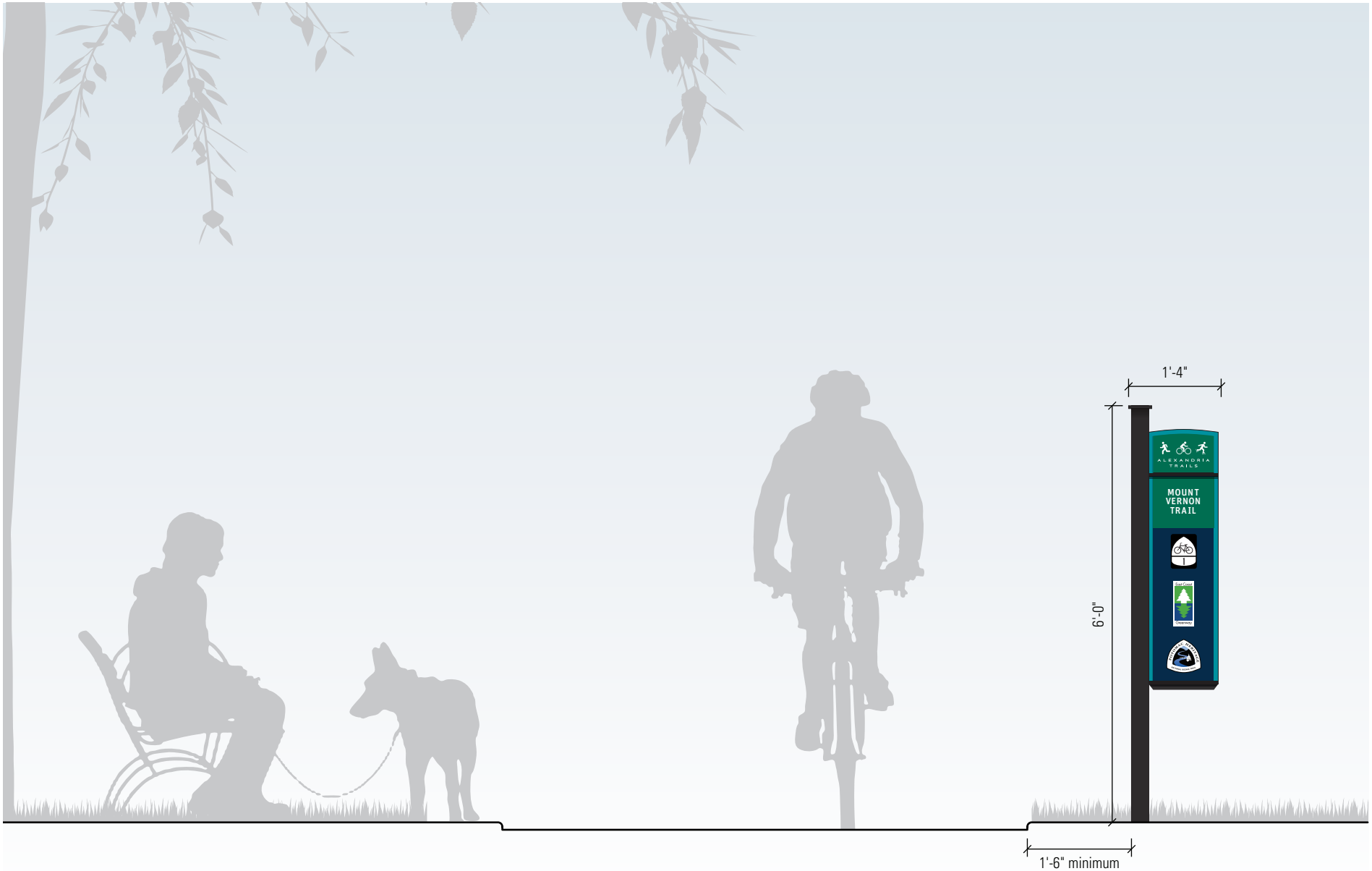
CONTENT AND DESIGN

Typeface, flourishes and arrows are standard to the wayfinding system and must be matched. "Shopping and Dining" message may change depending on which services are available on a given street. The live area in the center of the sign may be subdivided into strips to accommodate however many businesses will appear.

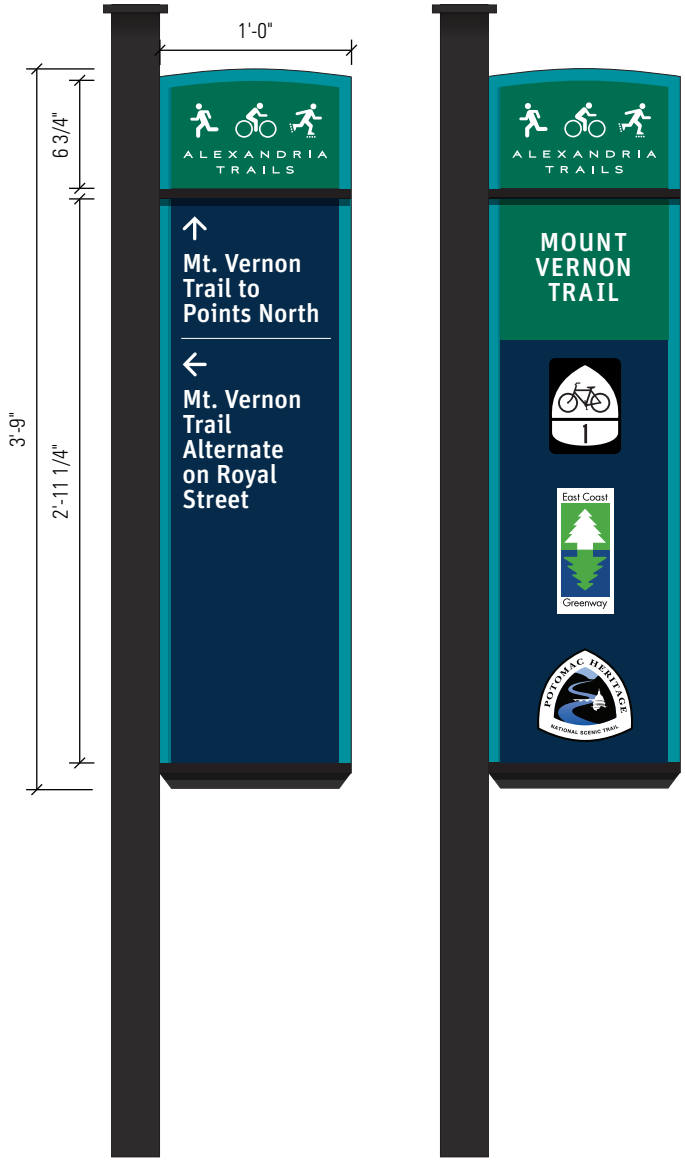
MATERIAL

Solid painted black metal frame. Painted black metal sign panels of minimum thickness and stability per program requirements sufficient to keep the sign face rigid in the frame and to prevent tipping.

BP.1 Shared-Use Path Directional



BP.1 Shared-Use Path Directional



Front Views, showing alternate graphics layouts depending on content

OBJECTIVES

- *Clearly identify key bike trails as they enter Alexandria*
- *Consolidate national trail symbols into cohesive graphic expression*
- *Encourage exploration of Alexandria retail/dining by path users*
- *Point out bike-related amenities and services*
- *Coordinate trail signage and "brand" the paths, thereby presenting Alexandria as bike-friendly and encouraging visitation*

RATIONALE

Double sided directional sign is scaled for visibility by cyclists and other trail users. The header panel unifies trails into a single citywide system.

LOCATIONS

Located along off-street multi-use trails throughout the city, at trailheads, key trail intersections, and transitions to on-street trails.

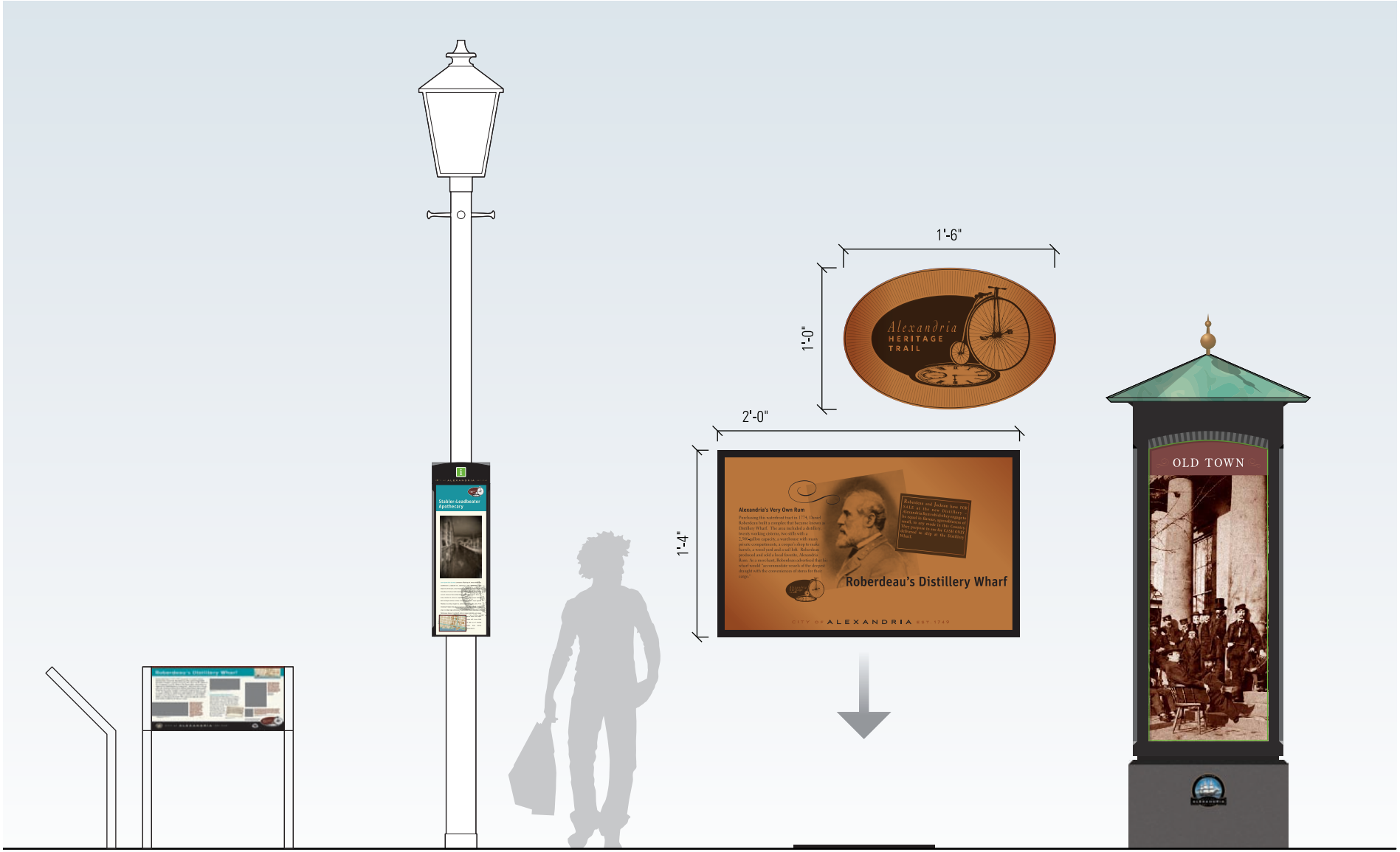
CONTENT

Multiple type grids allow for flexibility in information content. Typical content may:

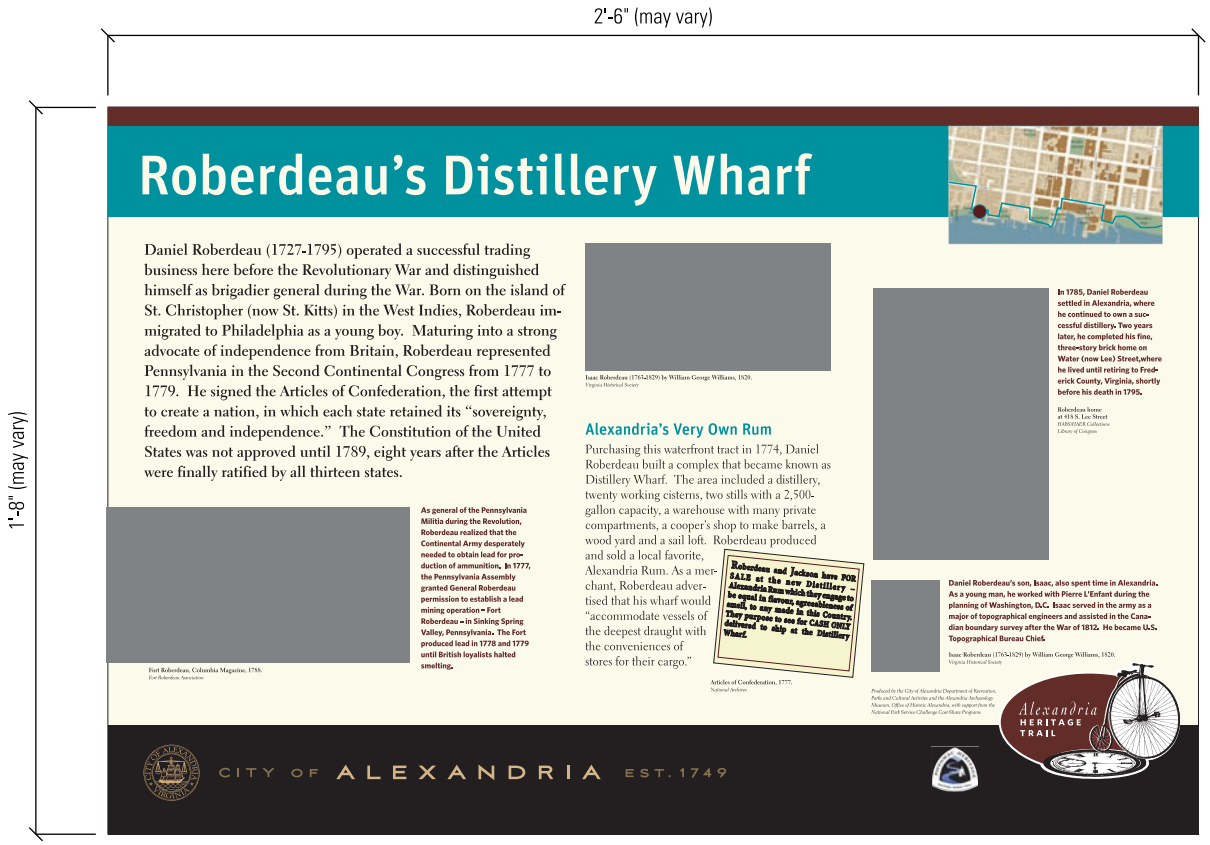
- *Provide direction at confusing turns or breaks in the trail*
- *Direct to amenities, attracting through-travelers to local services*
- *Identify named trails, particularly those with multiple designations*

MATERIAL

Painted metal, applied vinyl and digitally printed graphics.



Standard size NPS-styled wayside tablets *Panels for display in PD.2 Mini Kiosk signs* *Panels embedded in ground plane/sidewalks (sizes may vary)* *Panels for display in IK Visitor Kiosks*



Design palette for standard size NPS-styled wayside tablet (detail)

OBJECTIVES

- *Provide a Citywide standard system for the presentation of detailed and engaging historical and cultural information*
- *Relate the design palette to the overall City Wayfinding sign system, presenting an attractive, professional, and coordinated city image*
- *Create a range of sign types that allow the sensitive placement and appropriate display of information in a wide range of contexts*

RATIONALE

The design palette for Interpretive signs represents a freshening of standards already in place to allow for phase-in over time. Templates have been developed for multiple applications including:

- *standard-sized National Park Service-style tablets*
- *panels for display in PD.2 Mini Kiosk signs (see p 51)*
- *panels for display in IK Visitor Kiosks (see p 43-47)*
- *embedded in the ground plane/sidewalks (sizes may vary)*

LOCATIONS

Multiple configurations allow for use at a wide variety of sites as will be determined by the Office of Historic Alexandria.

CONTENT

Specific content will be developed by the Office of Historic Alexandria. The Alexandria Heritage Trail logo may appear to designate individual sites which are part of a larger network for which guide materials are available.

MATERIAL

Panels: digitally printed graphics (DHPL, fiberglass or porcelain enamel).
Ground plane sign: cast or etched metal.