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Several cars are parked in a row along the base of the building, including a blue sedan, a silver car, a red car, a white car, a black car, a silver SUV, a dark car, and a red car.

A person in a light-colored coat is walking on the grass in the foreground, accompanied by a child.



APPENDIX

The physical context of Alexandria's varied neighborhoods is a direct expression of the City's history, living traditions, and spirit. The character of Alexandria is vibrant, welcoming, unique and authentic; it is an exciting blend of old and new where quiet charm meets energetic bustle. Above all, it is valued by its citizens—any addition to this environment must be carefully considered.

Before any designs were produced, several key attributes were examined to create a foundation of authenticity:

- **Design Criteria** were developed, with the assistance of the Stakeholder Advisory Group
- **Themes and Vocabulary** were identified, using the physical environment and historic reference for Alexandria as inspiration
- A **Wayfinding Strategy** was developed, establishing key functional objectives for the solution, and formalizing an approach to circulation, destinations, and the district concept
- Artwork for a versatile **City Emblem** and a design strategy for **Maps** emerged over the course of the project.

Design Criteria

The designers worked with the Stakeholder Advisory Group in a team-based work session to identify key design qualities that would characterize a wayfinding system uniquely suited to Alexandria. These qualities became the guiding criteria, constantly referred back to as the design process evolved:

- 1] *A versatile design palette which can be applied throughout the city*
- 2] *Interchangeable elements to relate to specific districts (color/pattern/icon/etc)*
- 3] *Clear & legible text and arrows*
- 4] *Sophisticated, flexible color palette, yet not too “muddy”, with potential for selective pops of brighter color & contrast*
- 5] *Relief and patterning, using architectural inspiration which lends authenticity*
- 6] *An authentic, timeless look:
“Rich history with contemporary flair”*

Design Components

The lists at right summarize design elements which have been applied to the full range of sign types in the final program in response to the design criteria. The origin and development of these concepts is reviewed in greater detail in the following pages.

FORMS

- *Fresh take on historic signs from Colonial period*
- *Honesty of structure – simple, straightforward*
- *Black metal for poles and structure*

GRAPHICS

- *Clear / legible / modern informational design*
- *Expressive Alexandria and District type design*
- *Bright and expressive color scheme*

ALEXANDRIA SPIRIT

- *Expressive of historic roots in Colonial Waterfront (unique within the region) yet fresh and current*

Themes & Vocabulary

COLOR INSPIRATION

The team looked to historical reference for color inspiration, seeking hues that would project an authenticity of place by complementing their surroundings. The colors in this historic illustration form a strong neutral base that is both warm and sophisticated.

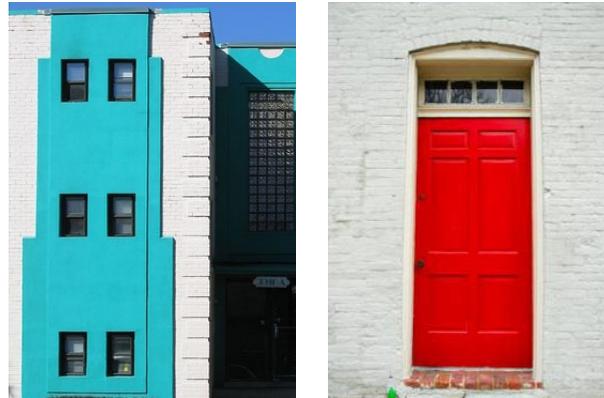


Themes & Vocabulary

COLOR INSPIRATION

Alexandria's many neighborhoods display a dynamic combination of muted architectural palettes and pops of vibrant color. The wayfinding system incorporates both of these concepts into its palette to balance the desire for subtlety with the goal of projecting a cheerful, welcoming image.

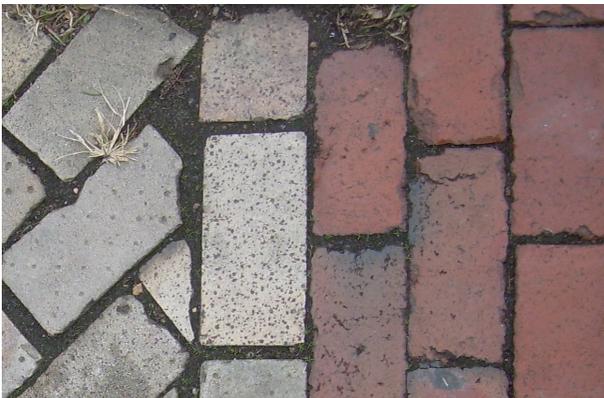
Examples of vibrant pops of color from the streets of Alexandria



Themes & Vocabulary

COLOR CONTEXT

Similarly, it is important to recognize that the colors which inspired the project palette also serve as the background setting for the signs themselves.



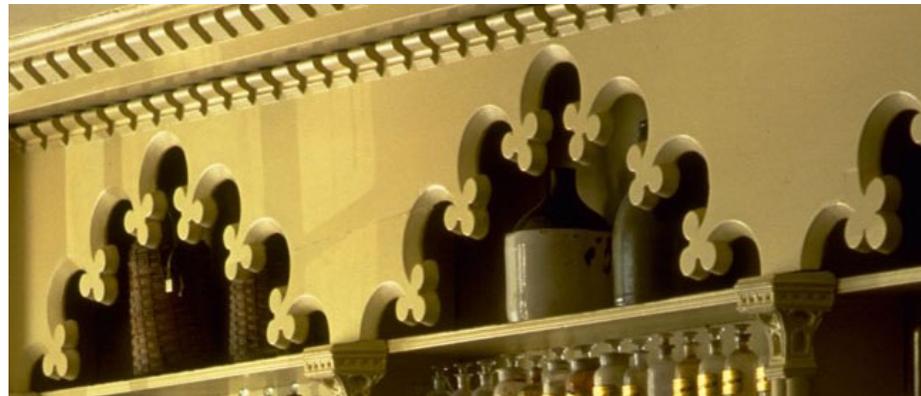
Themes & Vocabulary

ARCHITECTURAL INSPIRATION

The rich and diverse architectural heritage of Alexandria provides ample source material from which to draw inspiration. By looking within the city for design elements to inform the program design, the solution becomes woven into the fabric of the city landscape, rather than inserted into it arbitrarily.



Architectural details in Alexandria which formed a foundation for the design solution.



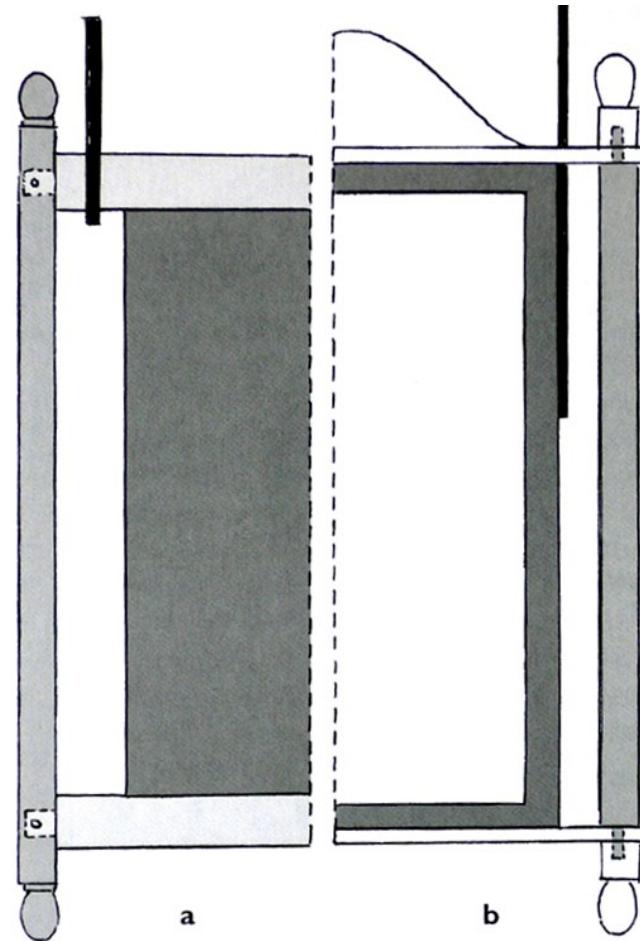
Themes & Vocabulary
ARCHITECTURAL INSPIRATION



Themes & Vocabulary

SIGN HISTORY

Many signs in the wayfinding system draw inspiration from vintage signs which would have been prevalent in Alexandria when it was an active shipping port in the 18th century. Alluding to historic construction detailing while using contemporary graphics and materials is one way in which the program achieves a fresh look while supporting the notion of authenticity.



An illustration representing the traditional construction of signs typical of those found in Alexandria, in the nineteenth century.



Sample of a historic hotel sign, note the accent of color on the interior edge of the outer frame

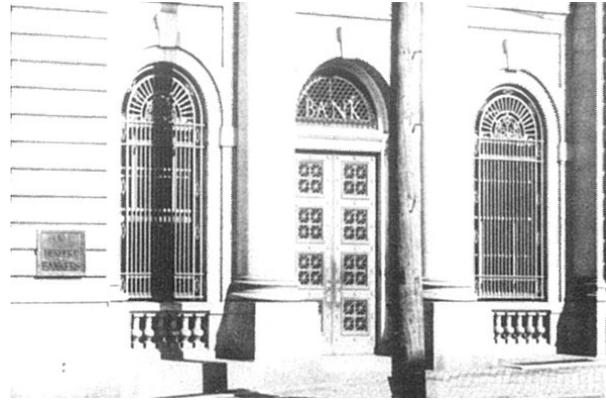


Image from the Office of Historic Alexandria, showing a typical nineteenth century Old Town storefront with numerous signs

Themes & Vocabulary

HISTORIC IMAGERY

Images from Alexandria's past helped the design team understand the place it once was, contributing to a sense of authenticity in the solution which feels like it has grown from roots in the history of this place.



Photographs and artifacts from the Office of Historic Alexandria.



Themes & Vocabulary

HISTORIC MAPS

Study of historic maps helped the design team understand not only the growth of key circulation corridors over time, but offers inspiration for color palette and graphic style of geographic information.



Maps from the Office of Historic Alexandria.

Wayfinding Strategy

ANALYSIS & CRITERIA

The design team completed a thorough study of the existing wayfinding experience in Alexandria, including a street by street inventory of existing signs in the Old Town core. This assessment brought to light some key areas for potential improvement of the wayfinding experience in order to accomplish the City's goals.

Four core priorities were identified for the system solution to address the unique wayfinding challenges presented by Alexandria.



- 1] *Address pedestrian information needs*
An informed pedestrian is comfortable, confident, and ready to explore



- 2] *Streamline vehicular wayfinding*
Focus on the essentials: get visitors quickly to parking so they can start enjoying Alexandria on foot



- 3] *Address visitor & community needs*
Community destinations are many & far reaching; vehicular signs should account for both groups in a unified design standard



- 4] *Define/direct to districts past Old Town*
Identifiable districts give visitors more to explore; plus they make wayfinding easier by creating “bite-size” sections of the city

Wayfinding Strategy

DESTINATION HIERARCHY

A small-group based work session with the Stakeholder Advisory Group resulted in a comprehensive list of destinations in major categories which were deemed appropriate to include in the wayfinding program. This list was further refined into separate tiers of priority, with distinctions among them as noted at right.

Prioritizing destinations is particularly important for vehicular wayfinding signs, where space is at a premium on each sign, and signs are located based on an overall circulation strategy so that routes are efficient and total number of signs is kept in check. (See page 90-91 for more on the system circulation strategy.) Through the course of the circulation study & programming of sign messages, not all destinations originally identified by the SAG actually appear on vehicular directional signs in the proposed program. However, they may still appear on pedestrian signs and maps.

TIER A—Destination of primary importance; provide direction throughout city via all access routes on vehicular signs. Prominently featured on pedestrian wayfinding signs and maps.

TIER B—Major destination; consider for advance strategic wayfinding on vehicular signs within overall circulation strategy. Direction provided on nearby pedestrian signs. Appears prominently on map.

TIER C—Minor destination, or exclusively civic destination; vehicular wayfinding provided if “hard to find” (e.g. on a side street). Direction provided on nearby pedestrian signs, space permitting. Appears on map.

TIER D—Minor destination or exclusively civic destination; vehicular directional wayfinding not needed. Pedestrian wayfinding is optional. Still may be identified on map or at site.

* indicates destinations scheduled to be included on vehicular directionals

CITY CENTER

Tier A - Old Town*

COURTHOUSES & MUNICIPAL BUILDINGS

Tier B - City Court

City Hall

Court House Square

U.S. Bankruptcy Court

U.S. District Court

Tier C - Animal Shelter*

DMV*

Health Department

Human Services

Lee Center*

Office of Sheriff Detention Ctr

Public Safety Center*

Recycling Centers*

Senior Services*

COLLEGES/UNIVERSITIES

Tier B - Northern Virginia CC*

Virginia Theological Seminary*

Tier C - George Washington Grad School

Strayer University

Virginia Tech Architecture Center

REGIONAL COMMERCIAL CENTERS

Tier B - Landmark Mall*

Potomac Yard*

HOSPITALS

Tier B - Inova Alexandria Hospital*

TRANSIT STATIONS

Tier B – Amtrak/VRE*

Braddock Road Metro (DASH, Metro)*
 Eisenhower Ave Metro (DASH, Metro, REX)*
 King & Washington (DASH, Metro Bus)
 King Street Metro (DASH, Metro, REX)*
 Landmark Mall (DASH, Metro Bus, Fairfax Conn)*
 Van Dorn Street Metro (DASH, Metro, Fairfax Conn)*
 Water Taxi

Tier C – Bradlee (DASH, Metro Bus)

Seminary Road & Kenmore Ave (DASH, Metro Bus)
 Southern Towers (DASH, Metro Bus)

PARKS, PUBLIC SQUARES & REC. FACILITIES

Tier B – Cameron Run Regional Park*

City Marina
 Fort Ward*
 Jones Point Park*
 Market Square*
 Waterfront*

Tier C – Charles Houston Recreation Ctr*

Chinquapin Park
 Daingerfield Island National Park
 Ivy Hill Cemetery
 King Street Garden Park
 Lee Center*

Tier D – All Other Parks

THEATRE, ARTS & PERFORMING ARTS

Tier B – The Athenaeum

The Birchmere*
 Del Ray Artisans*
 Little Theatre*
 Metro Stage*
 Schlesinger Center*
 Torpedo Factory Art Center

MUSEUMS / HISTORIC ATTRACTIONS

Tier A – Alexandria Visitor Center*

Tier B – African American Heritage Park*

Alexandria Archaeology Museum
 Alexandria Black History Museum*
 Alexandria National Cemetery*
 The Athenaeum

Carlyle House

Christ Church

Contrabands and Freedmen’s Cemetery Memorial*

Fort Ward *

Freedom House*

Friendship Firehouse*

G.W. Masonic National Memorial*

Gadsby’s Tavern Museum

Jones Point Lighthouse

Lee-Fendall House

The Lyceum*

Old Presbyterian Meeting House*

Stabler-Leadbeater Apothecary

Torpedo Factory

U.S. Patent and Trademark Office*

Tier C – Seaport Foundation

Tier D – Archives and Records Center

National Register Historic Districts

Alexandria Historic District

Parkfairfax Historic District

Rosemont Historic District

Town of Potomac

Uptown/Parker-Gray Historic District

REGIONAL DESTINATIONS

Tier B – Mount Vernon Estate*

Airport*

MAJOR TRAILS & TRAIL ACCESS POINTS

Tier B – Four Mile Run Trail

Holmes Run Trail

Mount Vernon Trail

W & OD Trail

Tier C – Alexandria Heritage Trail

LIBRARIES

Tier C – Barrett Library

Beatley Library

Burke Library*

Duncan Library*

SCHOOLS

Tier B – TC Williams High School

Tier C – Bishop Ireton*

Episcopal

George Washington

Hammond

St. Stephens St. Agnes*

Tier D – All Other Schools

PUBLIC ARTS SITES

Tier C – King/Fayette

Canal Square

DISTRICTS

Tier A – Old Town*

Tier B – Arlandria*

Carlyle*

Del Ray*

Eisenhower Valley*

Potomac Yard*

West End*

Wayfinding Strategy

CIRCULATION

A circulation plan emerged from a study of major routes between destinations as well as key approaches for visitors via car converging on the Alexandria Visitor Center at King and Fairfax. After reviewing with the Stakeholder Advisory Group as well as T&ES, this plan has become the backbone of the vehicular wayfinding program and vehicular directional signs focus on directing to destinations via these primary routes.

Specific strategies built upon the plan include:

- Provide periodic reinforcement of Tier A destinations (Old Town/Visitor Center) along routes of vehicular arrival. Keep any other “straight ahead” messages to a minimum.
- Focus vehicular wayfinding to other destinations at key decision points created through the overlap of community circulation routes.
- Selectively add additional signs leading directly to destinations off of the main circulation routes, looking for opportunities to group destinations on to fewer signs by consolidating routes.
- In Old Town east of Washington Street, destinations are dense and rarely offer on-site parking. Rather than directing to these destinations individually, emphasize public parking in the area, then strategically provide kiosks at each parking facility to ease the transition to on-foot exploration.



1] First, key **routes of visitor arrival** are identified (originating from all directions outside the city, arriving at Tier A destinations: Old Town/Visitor Center.)

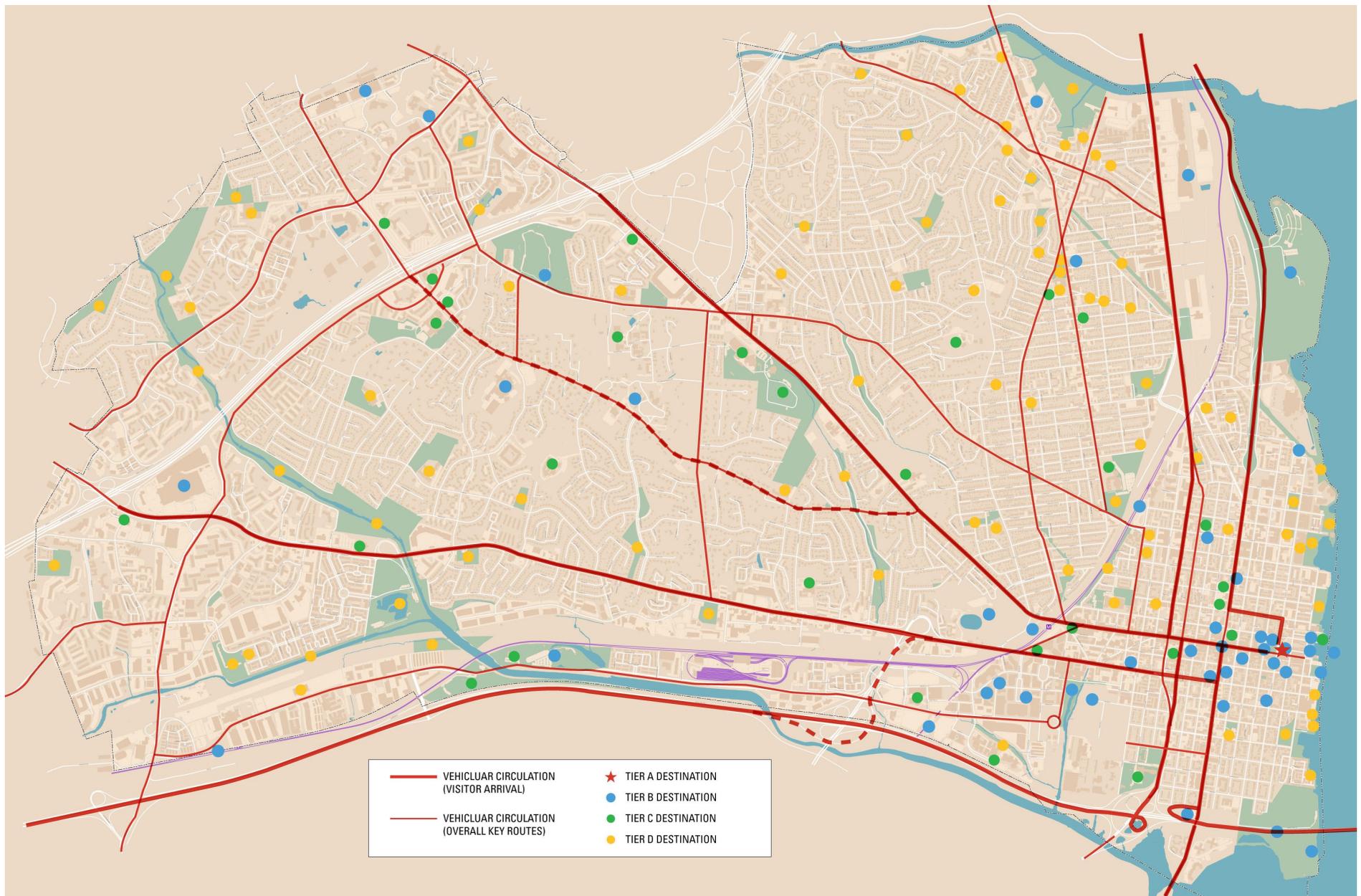


3] Intersections of these routes are key **decision points** where signs will help drivers know when to turn.



2] Next, major cross-**community circulation routes** are identified

4] When tiered **destinations** are added (see map on facing page), one can identify where additional signs will be needed to reach destinations off of the main circulation routes, and where routes may be consolidated for efficiency.



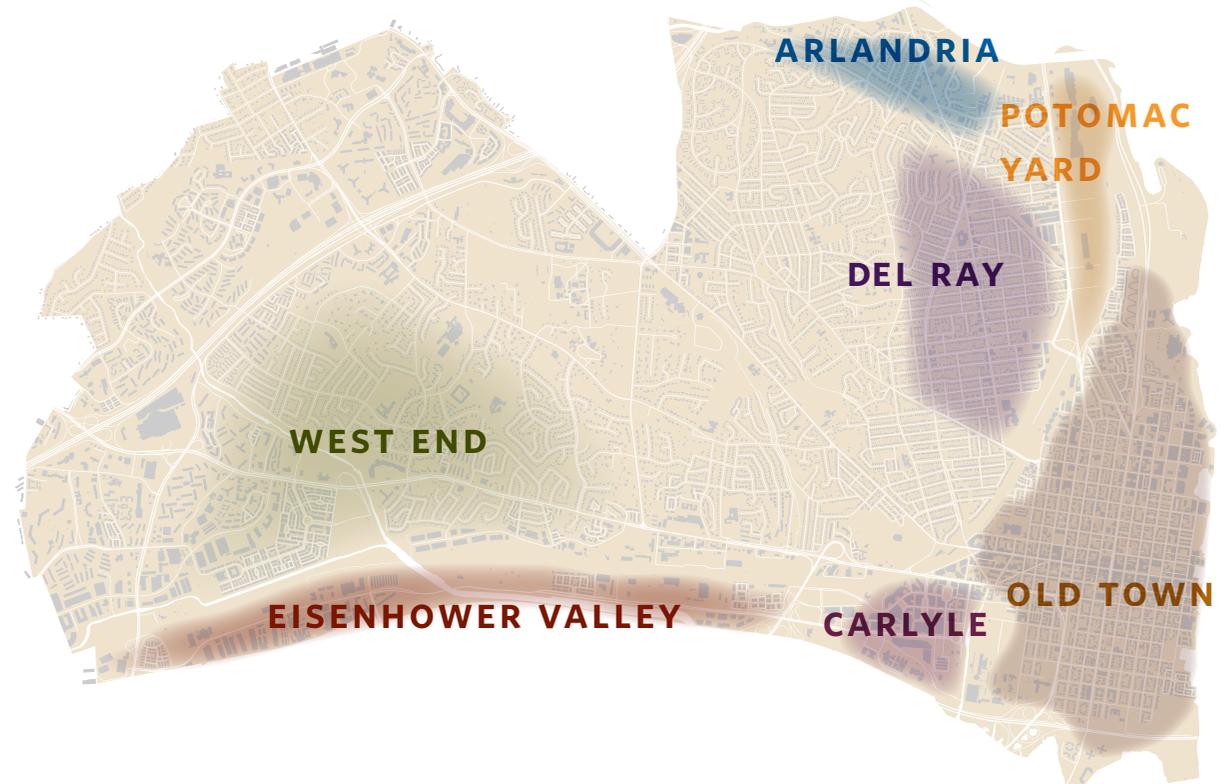
Wayfinding Strategy

DISTRICTS

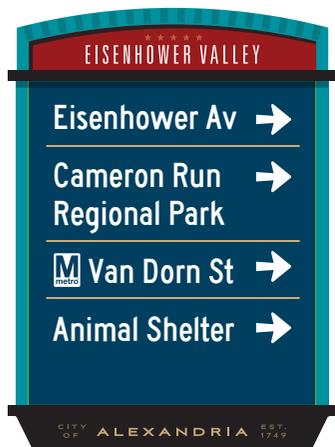
One of the objectives of the Wayfinding program was to identify and highlight the unique districts in the City. The Stakeholder Advisory Group developed criteria to determine which districts would be identified, with consensus that they should be those districts that are geographically distinct with a core area of commercial and visitor destinations. The group named the districts shown at right. Parker-Gray was originally suggested as well. While it does have the distinction of being a National Historic Register District, it does not yet have a concentrated commercial or visitor core, and therefore separate markers will highlight Parker-Gray's status as an Historic District. In the future, as new districts that meet the criteria emerge, particularly in the West End, they can be integrated into the program with City review.

The design team adopted a strategy of reinforcing district identity through two means. First, district identification signs will be located either in the heart or at the edges of a district. These serve as a distinctive welcome to visitors, while also acknowledging that districts do not always have clear boundaries. Second, a "header panel" has been developed for each district, which will appear on top of vehicular directional signs within each district, as well as on kiosks. Examples of these district-related sign elements are shown on the following page, the design of which set out to:

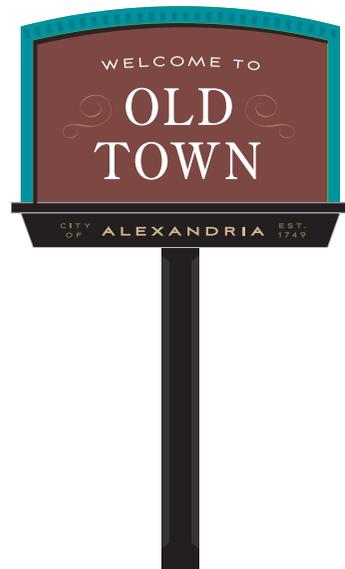
- Accurately represent each district's flavor and history
- Express brightness and vitality in the color palette
- Maintain a simplicity in overall design and information hierarchy
- Not compete with directional information that often appears below headers



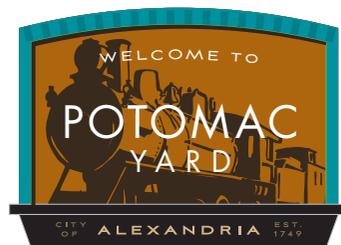
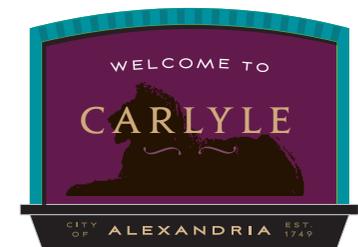
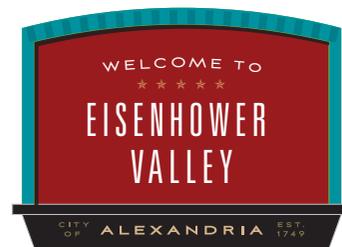
Districts identified by the Stakeholder Advisory Group, showing the general geographic area of each. In the future, as new districts that meet the criteria emerge, particularly in the West End, they can be integrated into the program with City review.



Vehicular directional sign showing the Eisenhower district header



District Identification sign for Old Town



City Emblem

To identify the city with a warm, welcoming and memorable image at gateways and kiosks, a new full-color emblem was developed.

The ship featured is evocative of the ship on the city's official seal, but is more illustrative in character and represents a historically accurate vessel such as those which actually sailed from Alexandria down the Potomac.

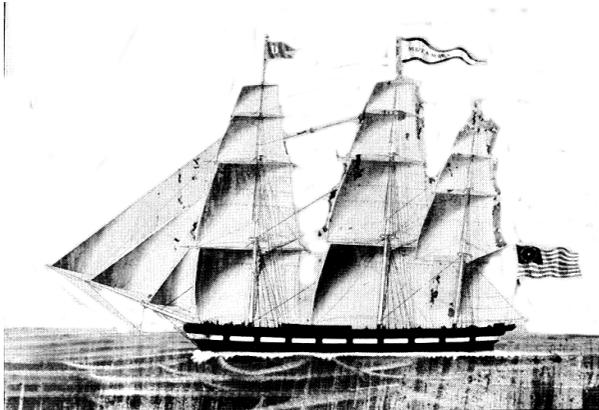
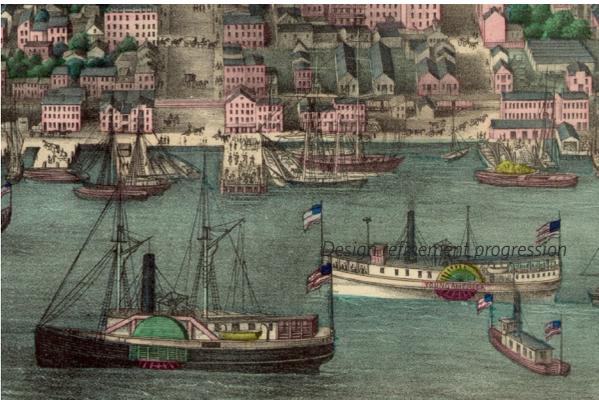
The wordmark displays the city name in prominent text along with the founding date, and introduces the design character that will proceed to unify the various elements of the sign program under a consistent City of Alexandria banner.



Back side



Front side



Above: Evolution of the emblem artwork design.

At left, reference material. Top: City of Alexandria Official Seal. Middle: 1864 Bird's Eye view of Alexandria Waterfront inspiration for waterfront activity and ships. Bottom: Typical 18th century sailing vessel.



YOU ARE HERE



**Gadsby's Tavern
Museum**

Armory
Tot Lot



**Stabler-Leadbeater
Apothecary
Museum**

Market
Square

City Hall



**The
Athenaeum**

**Alexandria
Visitors Center**



**Carlyle
House**



WALTON ST

ST

WALE S AL

FAYETTE AL

RAMSAY AL

N ROYAL ST

CAMERON ST

THOMPSONS AL

ERON ME

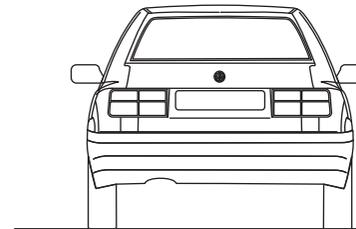
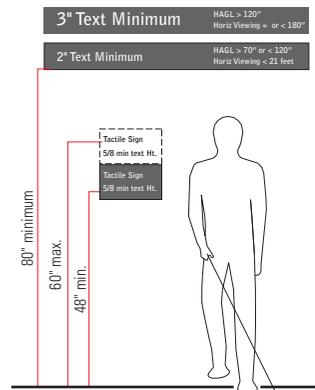


Universal Design Principles

From the outset of the design process, universal design and accessibility were implicit objectives of the wayfinding program. In addition to complying with all required elements of accessibility, the program seeks to exceed them with an eye to maximizing accessibility through design of both sign structure and content.

These diagrams represent a pictorial compilation of the following codes and guidelines, which have been incorporated into the design of all signs in the program:

- MUTCD (*Manual on Uniform Traffic Control Devices*) 2009
- ADAAG (*ADA Accessibility Guidelines*) D2004
- ANSI (*American National Standards Institute*) A117.1 1995
- IBC (*International Building Code*) 2003
- SEG D (*Society for Environmental Graphic Design*) ADA White Paper Updated 2006



4" minimum text

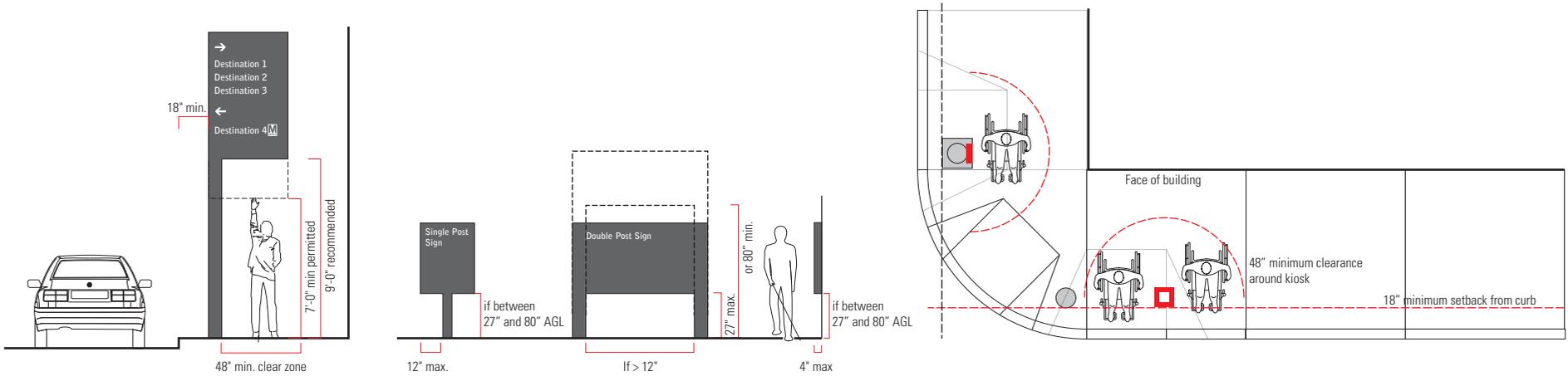
Sans serif
Tracked visually
High contrast
Maximum 4 messages

→
4" Text Min.
Destination 2
Destination 3
←
Destination 4

X 1" = 30'
Legibility

Distance (Feet)	7.5	15	22.5	30	37.5	45	60	75	90	105	120	150	180
Cap Letter Height (Inches)	.25	.5	.75	1	1.25	1.5	2	2.5	3	3.5	4	5	6

Text height & legibility for pedestrian & vehicular signs



Setbacks and clearances to maintain accessible pathways. Left to right: signs over sidewalks; single post signs; double post signs; wallmounted signs; top view of signs mounted in sidewalks

Optimal mounting heights for comfortable viewing of various types of information. Left to right: side-to-side viewing; mounting for signs intended to be touched; strategy for mini kiosks and kiosks.

