



## 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”)

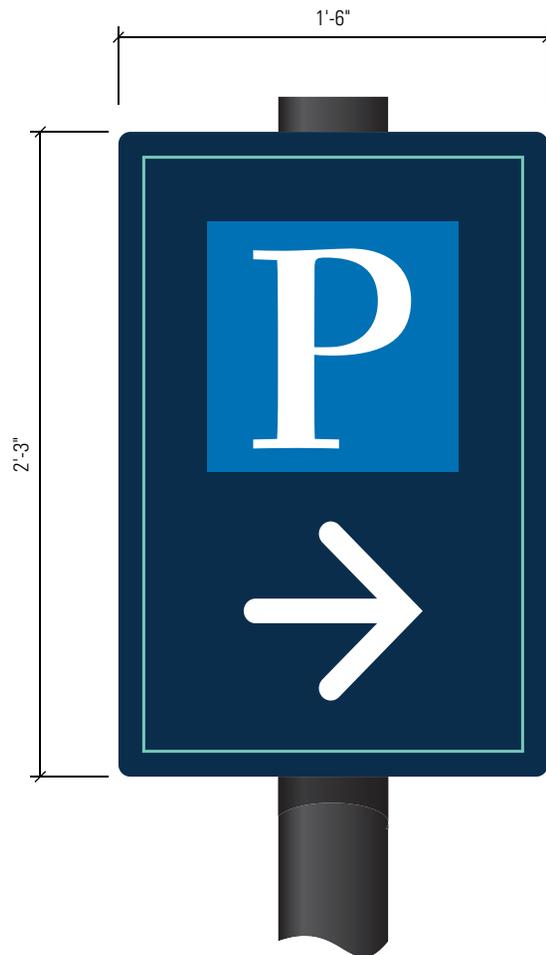
Where practical, PK.3b should be used instead for maximum visibility.

### CONTENT

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

### MATERIAL

Painted metal with applied vinyl graphics.



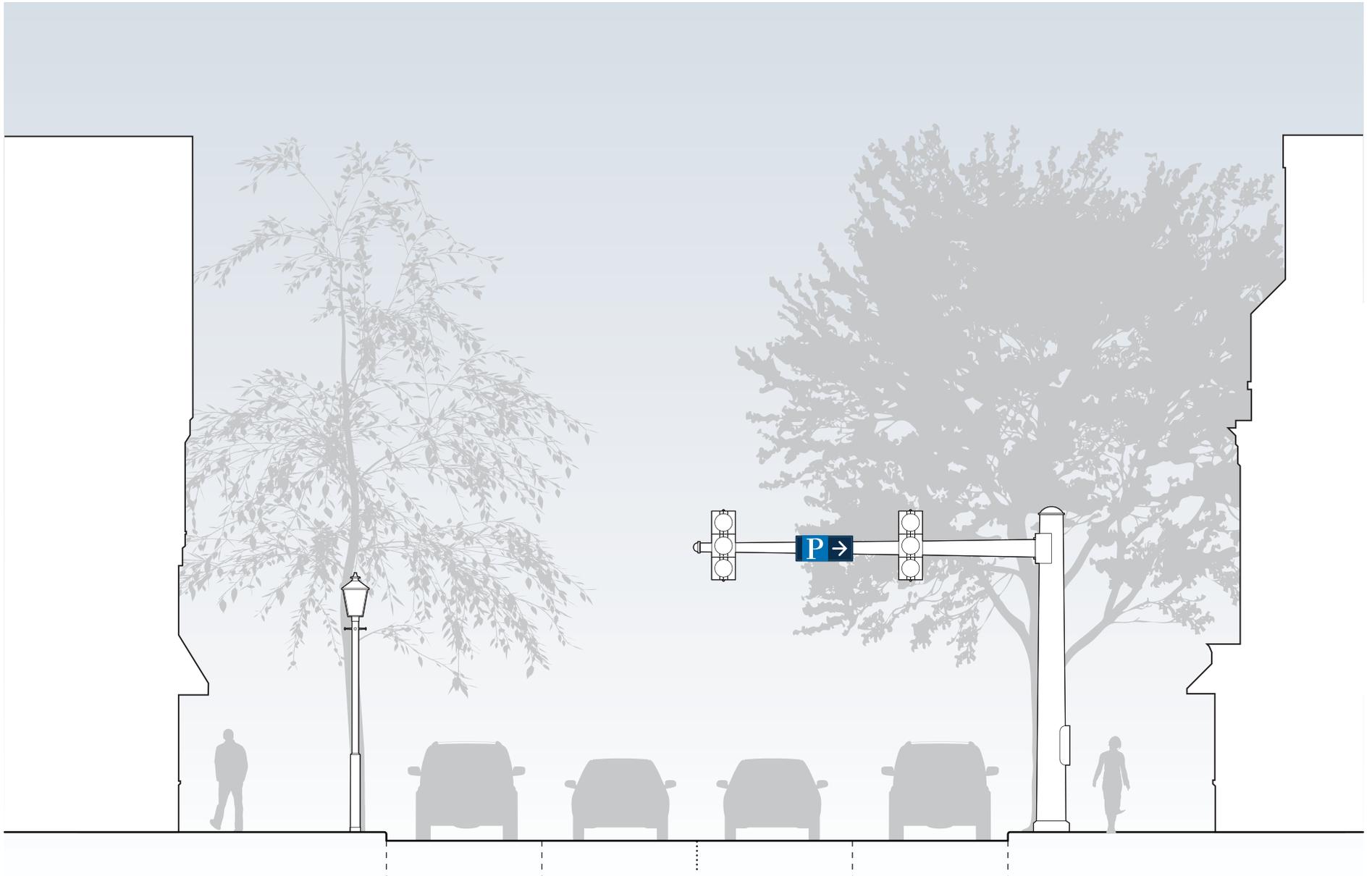
Front View

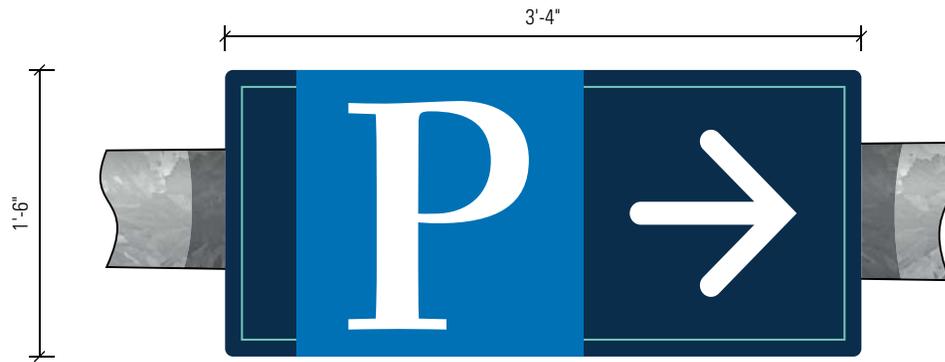


Back View

# 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

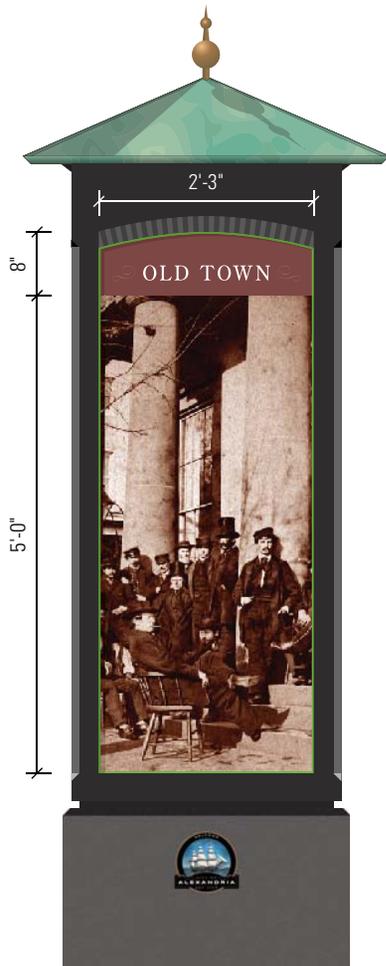
**MATERIAL**

Same as PK.3a

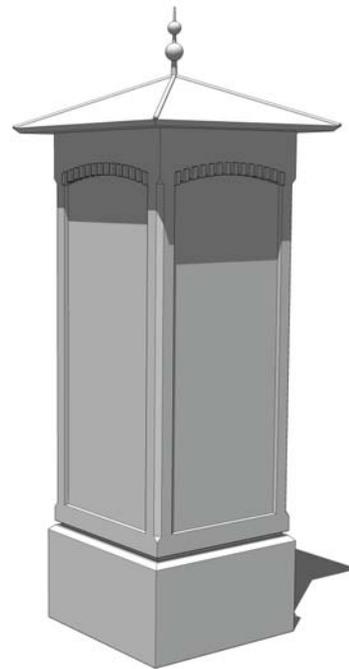
# IK.1 Visitor Kiosk

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).

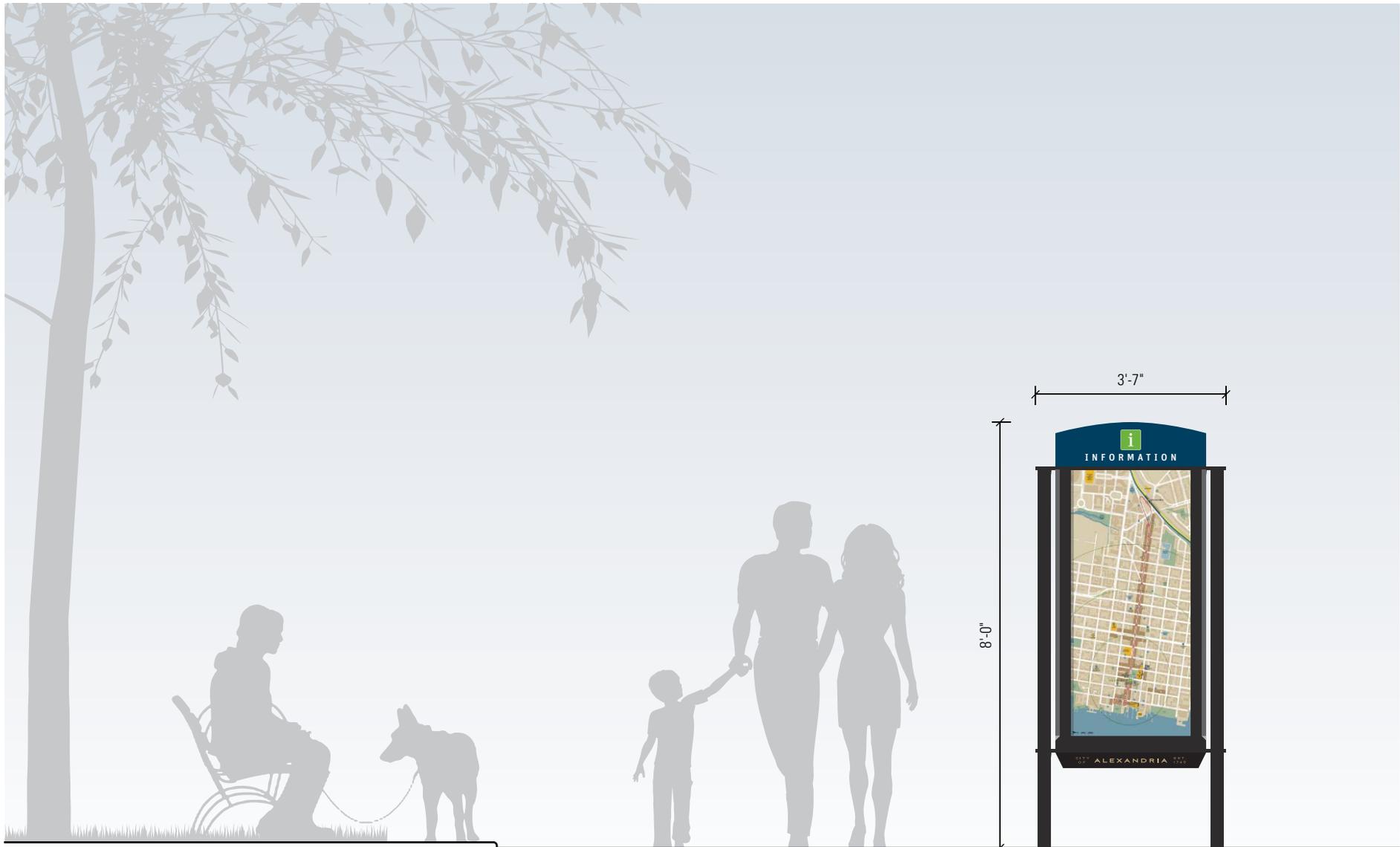
Option 2: Sign faces are internally illuminated, for maximum glow at night (recommended at Metro Stations).

**MATERIAL**

Painted metal structure with stone base. Digitally printed graphics.

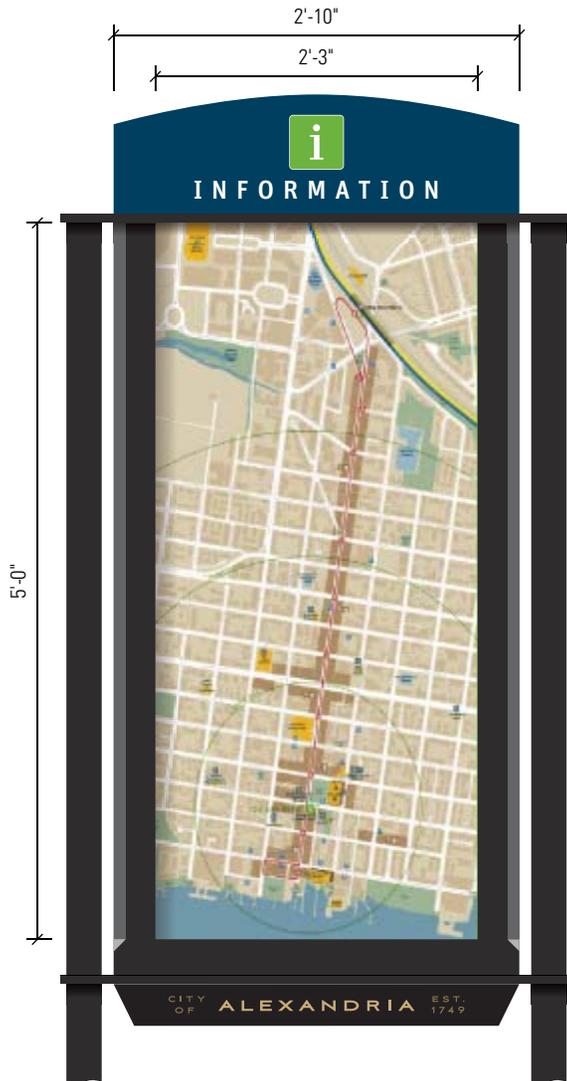
# IK.2 Visitor Kiosk

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)

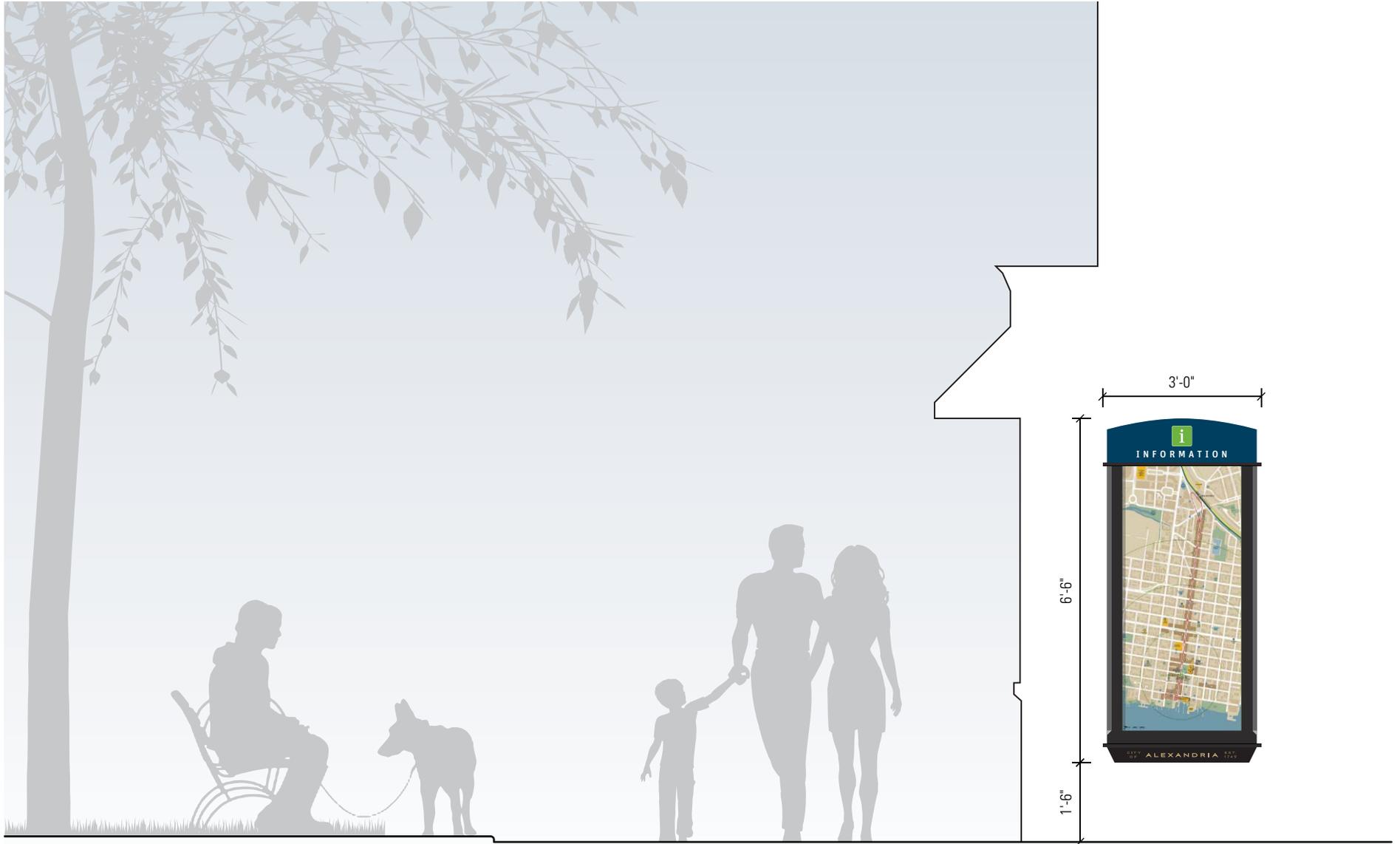
Side B (when used): Historic interpretive panel, seasonal events, or public art.

### MATERIAL

Painted metal with digitally printed graphics.

### IK.3 Visitor Kiosk

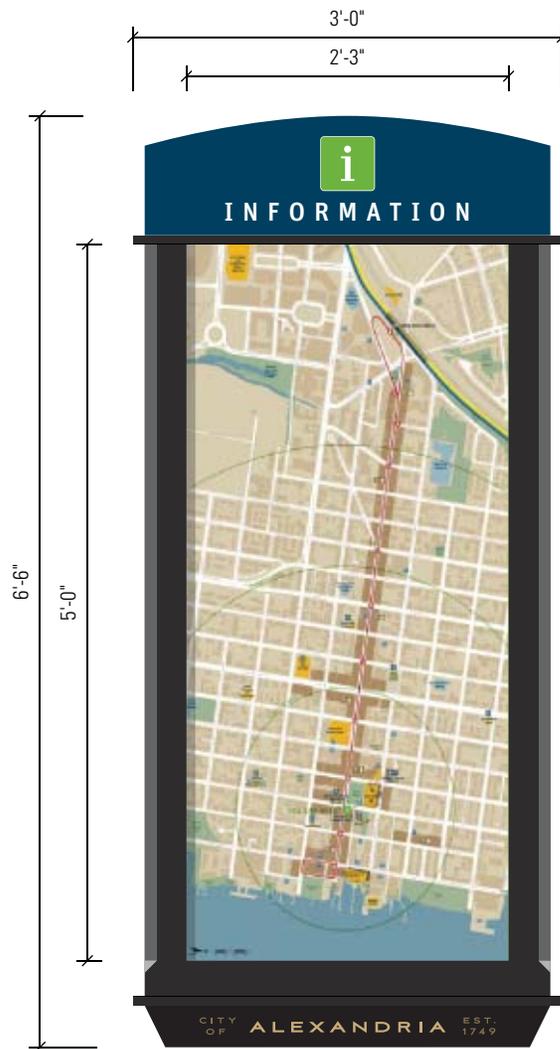
WALL MOUNTED



DRAFT MAY 14, 2010

## 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.

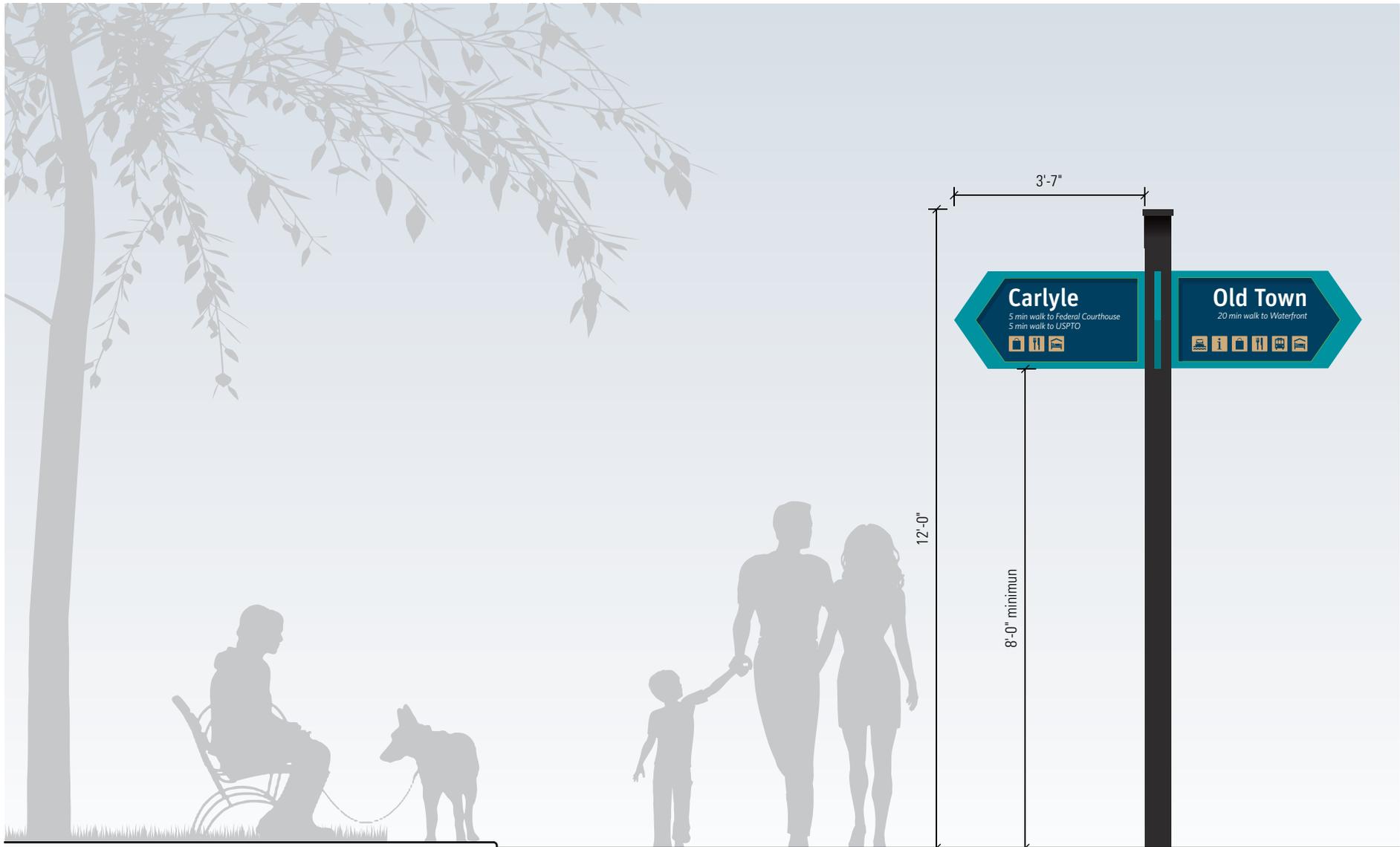
### CONTENT

Map (see page 32)

### MATERIALS

Same as IK.2

# PD.1 Pedestrian Directional POINTER



## PD.1 Pedestrian Directional POINTER

### 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

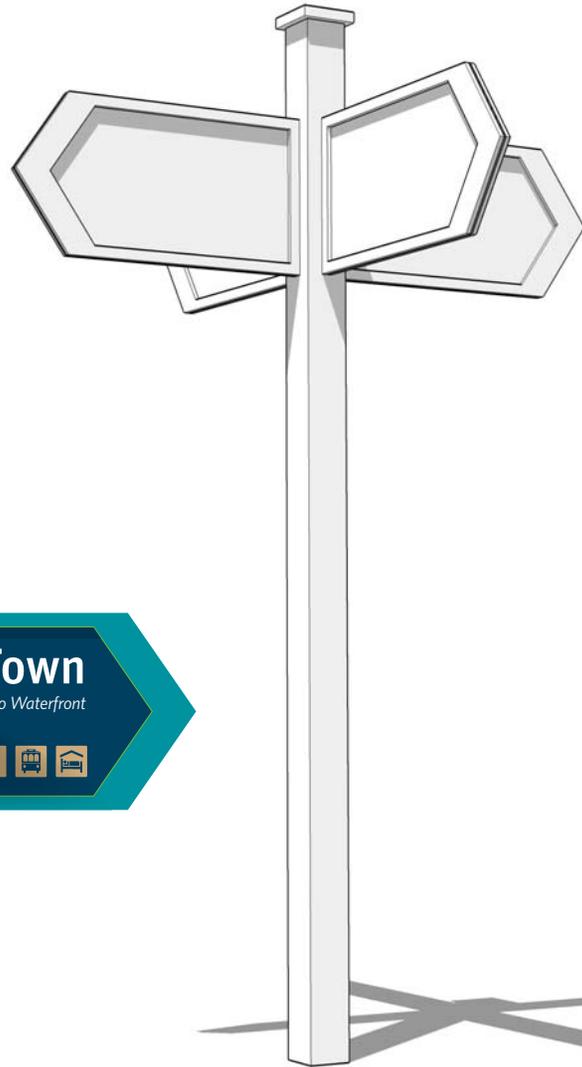
Primary directional destination, with supplemental walking time information and amenity icons.

### MATERIAL

Painted metal with applied vinyl graphics.

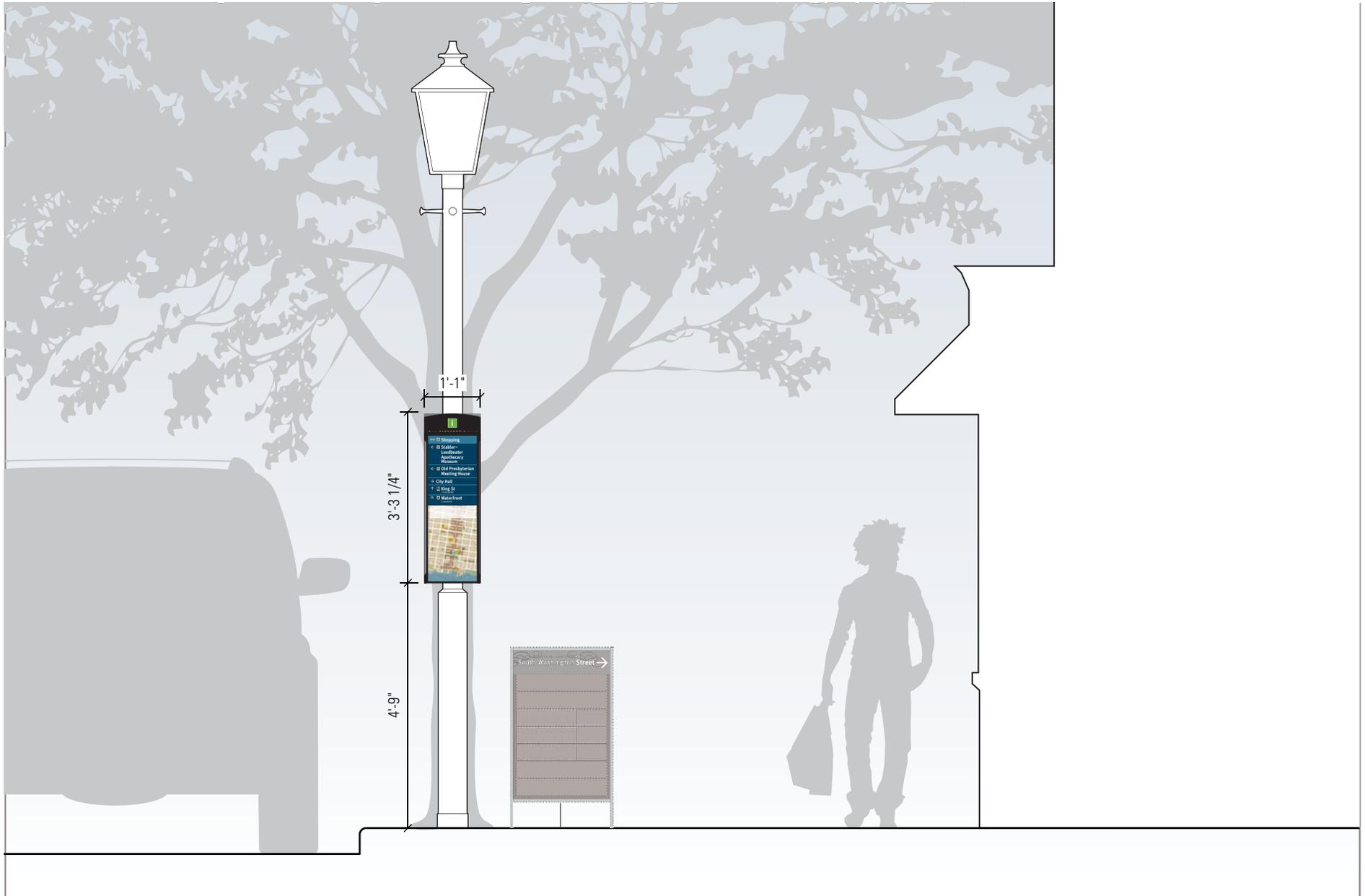


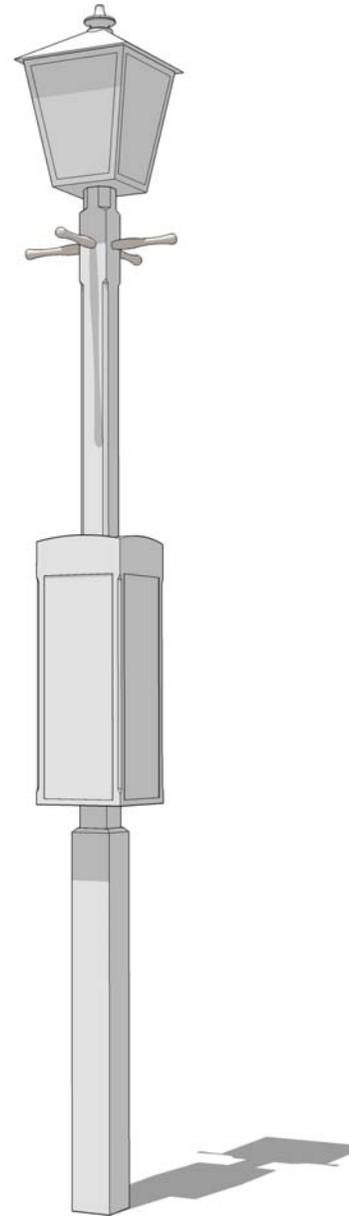
Typical View  
(varies depending on direction blades point)



3D Study

# PD.2 Pedestrian Directional MINI KIOSK





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 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)

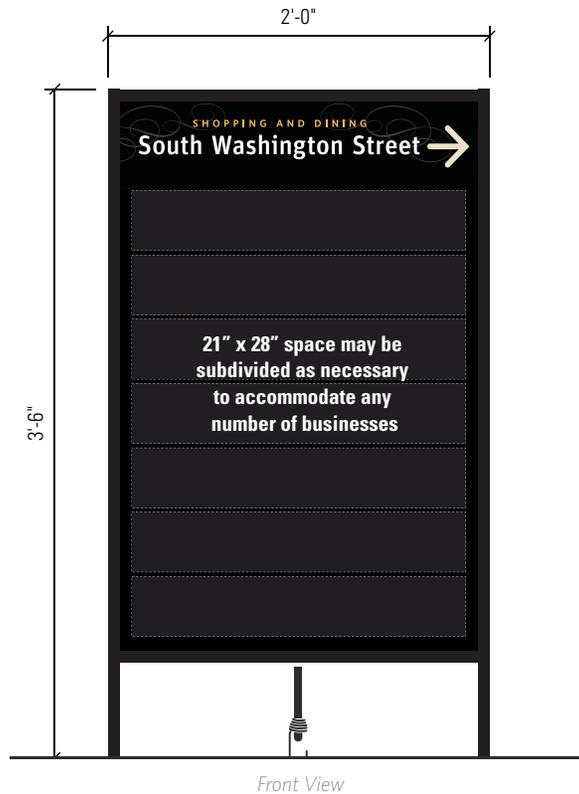
**MATERIAL**

Painted metal. Digitally printed graphics.

# PD.3 Pedestrian Directional

COMPANION A-FRAME





#### 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 located off of King Street may partner together to apply for a group A-frame sign permit. Business owners are responsible for fabricating and paying for the signs, and complying with city ordinance.

#### LOCATIONS

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

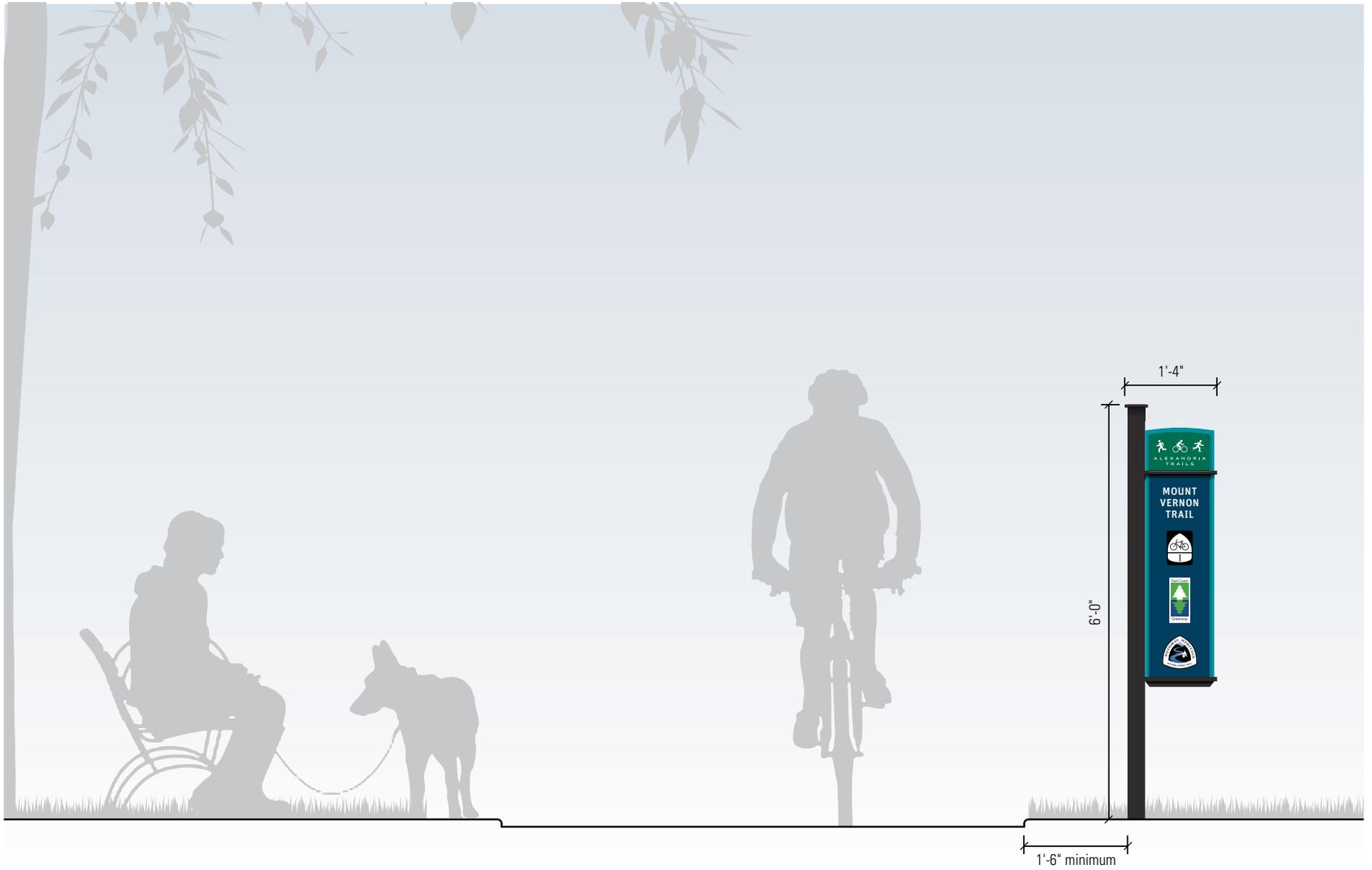
#### CONTENT

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 metal frame. Metal sign panels of minimum thickness and stability anchors per program requirements sufficient to keep the sign face rigid in the frame and to prevent tipping.

# BP.1 Shared-Use Path Directional





Front Views, showing alternate graphics layouts depending on content

## BP.1 Shared-Use Path Directional

### 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 city-wide system.

### LOCATIONS

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

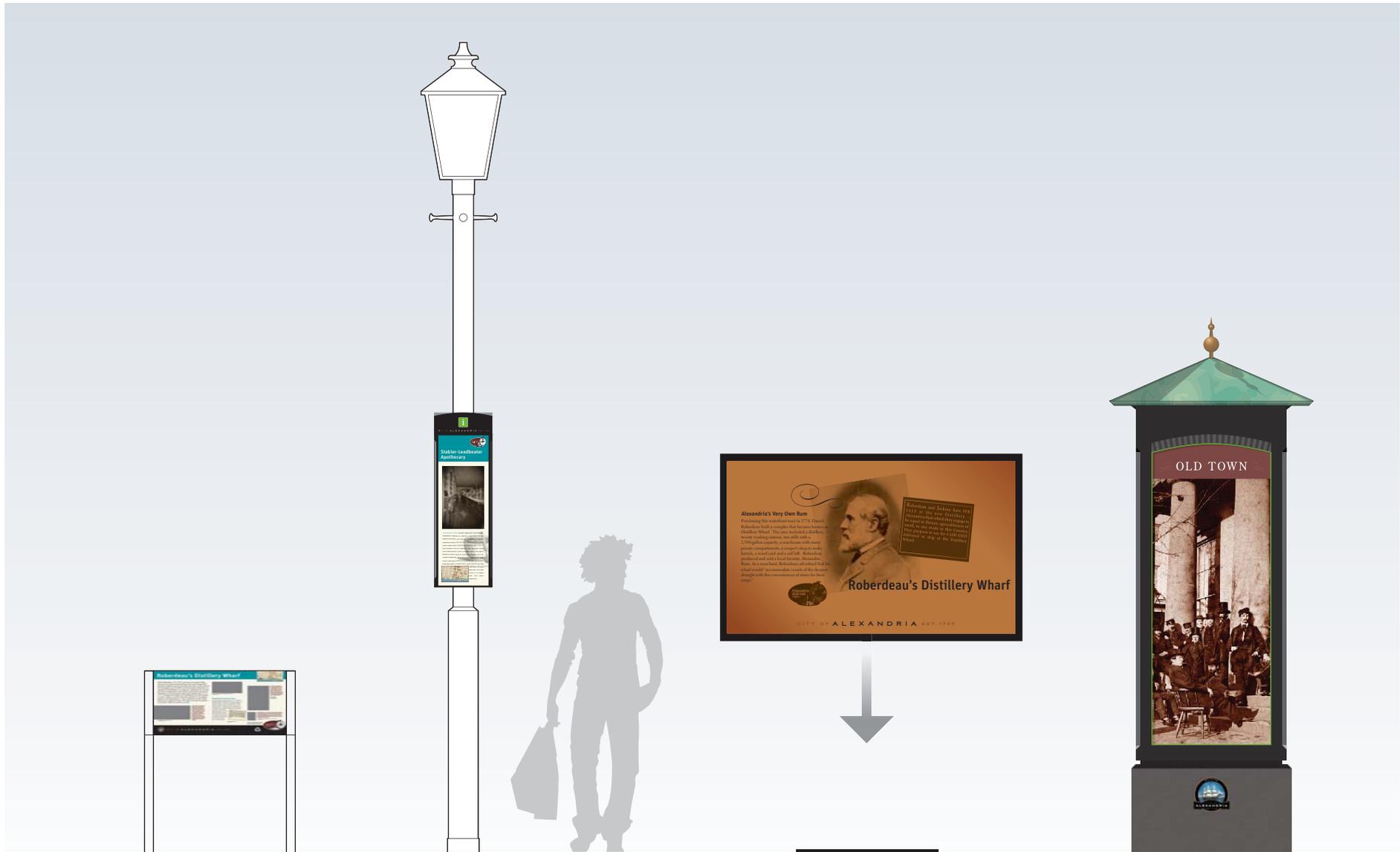
### CONTENT

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.



**OBJECTIVES**

- Provide a City-wide 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 MK Mini Kiosk signs (see p 73)
- panels for display in IK Visitor Kiosks (see p 65)
- embedded in the ground plane/sidewalks

**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.

# Roberdeau's Distillery Wharf



Daniel Roberdeau (1727-1795) operated a successful trading business here before the Revolutionary War and distinguished himself as brigadier general during the War. Born on the island of St. Christopher (now St. Kitts) in the West Indies, Roberdeau immigrated to Philadelphia as a young boy. Maturing into a strong advocate of independence from Britain, Roberdeau represented Pennsylvania in the Second Continental Congress from 1777 to 1779. He signed the Articles of Confederation, the first attempt to create a nation, in which each state retained its "sovereignty, freedom and independence." The Constitution of the United States was not approved until 1789, eight years after the Articles were finally ratified by all thirteen states.



Dan. Roberdeau (1727-1795) by William George Williams, 1828. Virginia Historical Society.

### Alexandria's Very Own Rum

Purchasing this waterfront tract in 1774, Daniel Roberdeau built a complex that became known as Distillery Wharf. The area included a distillery, twenty working cisterns, two stills with a 2,500-gallon capacity, a warehouse with many private compartments, a cooper's shop to make barrels, a wood yard and a sail loft. Roberdeau produced and sold a local favorite, Alexandria Rum. As a merchant, Roberdeau advertised that his wharf would "accommodate vessels of the deepest draught with the conveniences of stores for their cargo."

*Roberdeau and Jackson have FOR SALE at the new Distillery - he equal in favour, agreeableness of smell, to any made in this Country, delivered to ship at the Distillery Wharf.*

As general of the Pennsylvania Militia during the Revolution, Roberdeau realized that the Continental Army desperately needed to obtain lead for production of ammunition. In 1777, the Pennsylvania Assembly granted General Roberdeau permission to establish a lead mining operation - Fort Roberdeau - in Sinking Spring Valley, Pennsylvania. The Fort produced lead in 1778 and 1779 until British loyalists halted smelting.

Fort Roberdeau, Columbia Magazine, 1786. Fort Roberdeau Association.

Articles of Confederation, 1777. National Archives.

Daniel Roberdeau's son, Isaac, also spent time in Alexandria. As a young man, he worked with Pierre L'Enfant during the planning of Washington, D.C. Isaac served in the army as a major of topographical engineers and assisted in the Canadian boundary survey after the War of 1812. He became U.S. Topographical Bureau Chief.

Isaac Roberdeau (1764-1828) by William George Williams, 1828. Virginia Historical Society.

Roberdeau home at 181 E. Lee Street. HISTORICAL COLLECTION. Library of Congress.

Produced by the City of Alexandria Department of Recreation, Parks and Cultural Services and the Alexandria Landmarking Network. 100% of Netted Proceeds will support the U.S. National Park Service Challenge Grant Program.





CITY OF ALEXANDRIA EST. 1749