

PD.3 Pedestrian Directional

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 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

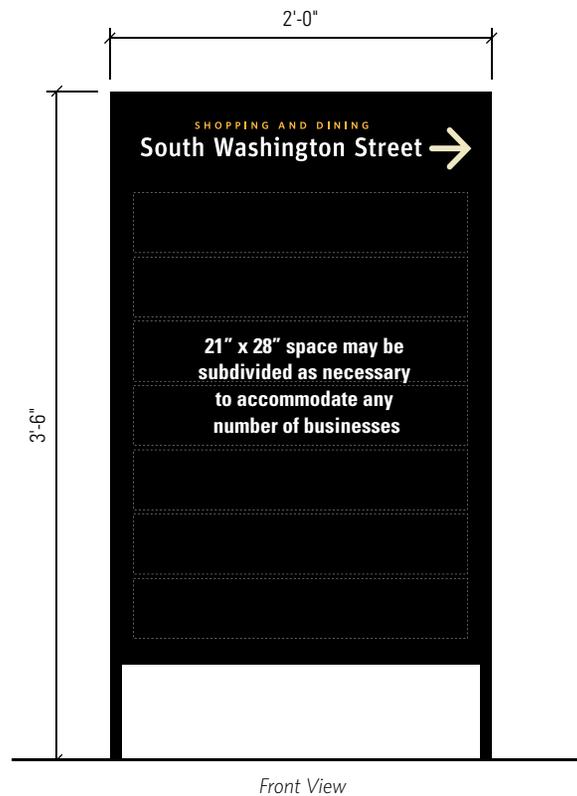
Placed at street corners to direct to businesses on that street in approved location complying with ADA and pedestrian access.

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.



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*

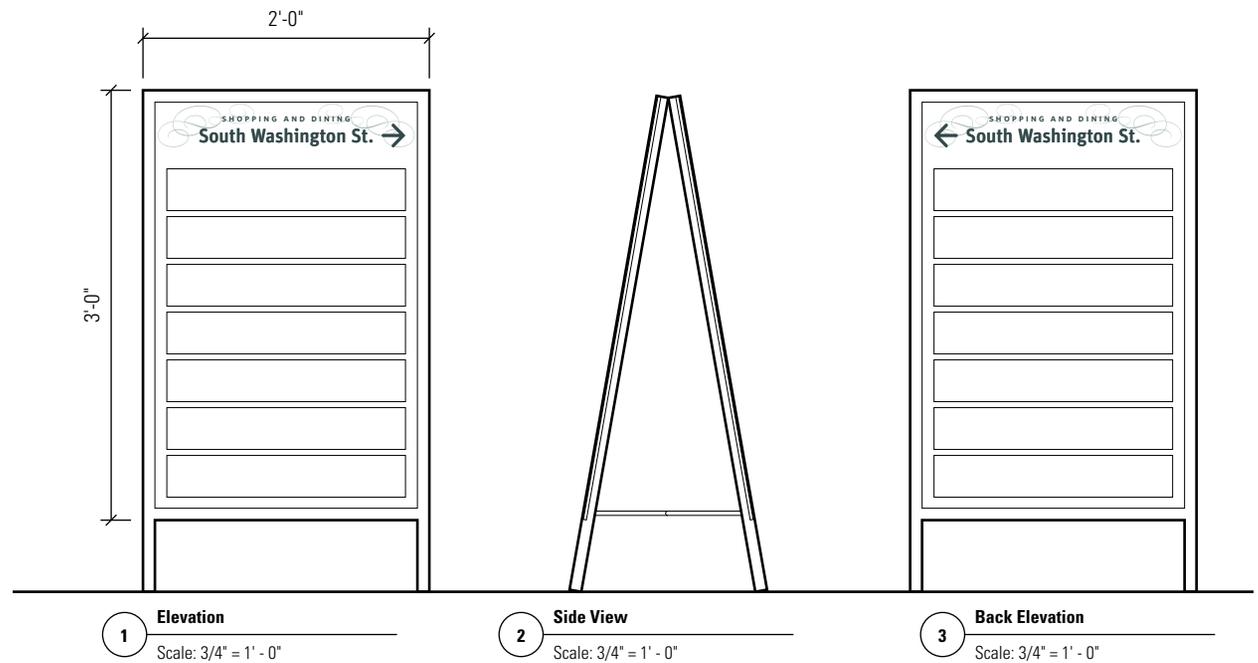
PD.3 Pedestrian Directional

A-frame

FABRICATION DETAILS

A-Frame: 24" x 42" Steel A-frame painted P2.

Panel: minimum 1/16" thick aluminum or steel panel measuring 24" x 36"; painted PT2 with digitally printed graphics for the individual business names/logos.



PD.3 Pedestrian Directional A-frame - panel grid

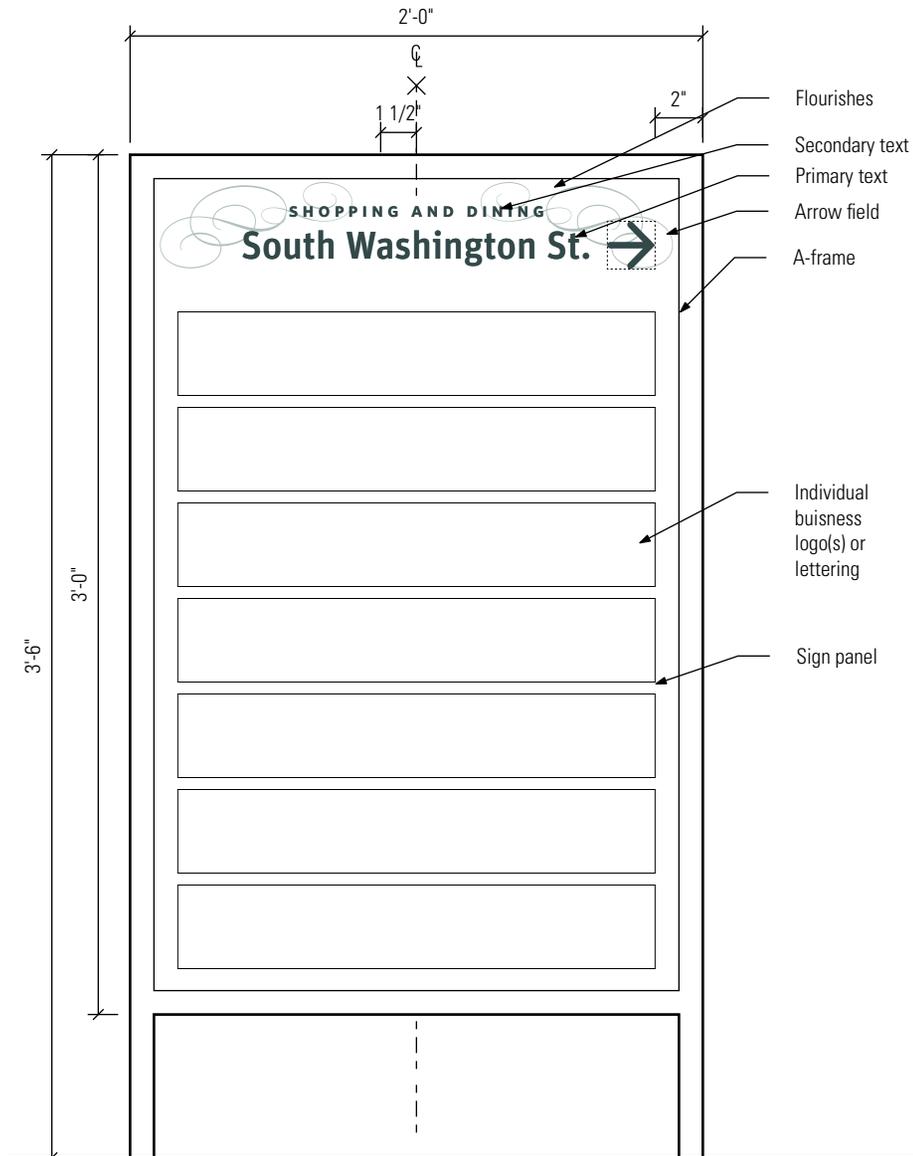
GRAPHIC DETAILS

Primary Text: D1, 1 1/8" cap height TF2.

Secondary Text: D9, 7/16" cap height TF4E based on lower case "E" tracked +205 em in Adobe Illustrator.

Flourishes: Digitally printed Pantone Cool Gray 10

Arrow Field: D1, 2" x 2" square.



4 **Graphic Grid**

Scale: 1 1/2" = 1' - 0"