

## City-wide Wayfinding Program Arlandria District Marker

The City's comprehensive wayfinding signage system will direct visitors and residents to destinations citywide, including parking; project a consistent image for the entire city; reduce visual clutter; and promote walking, bicycling, and use of mass transit. A Wayfinding Stakeholder Advisory Group (SAG) was established by the City Manager in 2008 to provide input to the City and consultant team and to serve as a liaison to the community regarding the project as it develops. To review the proposed wayfinding sign program, please visit <http://alexandriava.gov/Wayfinding>.

One of the strategies of the program is using districts to highlight unique areas of the City that have a distinctive commercial or tourist destination concentration. The districts that were chosen are: Arlandria, Carlyle, Del Ray, Eisenhower Valley, Old Town, Parker-Gray, Potomac Yard and West End. Determining the districts and their boundaries was in some cases a bit difficult, but it was the result of an extensive process on the part of the SAG and city work group (CWG) and ultimately resulted in what we think embraces the appropriate distinct areas of the City. (As an aside, the Alexandria Convention and Visitors Association (ACVA) is now using these same districts in their new marketing materials at [www.visitalexva.com](http://www.visitalexva.com)).

Districts will be "wayfinded" to on the vehicular directional signs, and district names will also be featured as "headers" (see attached sample designs) on the vehicular wayfinding signs to help brand that particular area and show people what district they are in as they drive through. Some parts of the City are not captured by one of the eight districts, and in those areas, there will not be a district sign header. The district strategy is not meant to capture neighborhoods, which will have the opportunity to erect neighborhood signs. Districts will also be featured on district "markers" which can either serve as gateways into districts or can be placed in central locations within districts to signify the district centers.

Sasaki and Associates, the Wayfinding consultants, have proposed a district marker for Arlandria that plays on the bold colors of the unique murals found in Arlandria and the multicultural diversity and energy of the district.

We would like to get your feedback on the proposed Arlandria design. Please provide feedback by Wednesday, February 24, 2010 to Carrie Beach, wayfinding project manager, by email at [carrie.beach@alexandriava.gov](mailto:carrie.beach@alexandriava.gov) or phone 703-746- 3853.

### Attachments:

1. District Marker Sign Face Details
2. Directional Header Details ( 2 pages)