

CITY OF **ALEXANDRIA**

WAYFINDING PROGRAM

Design Presentation

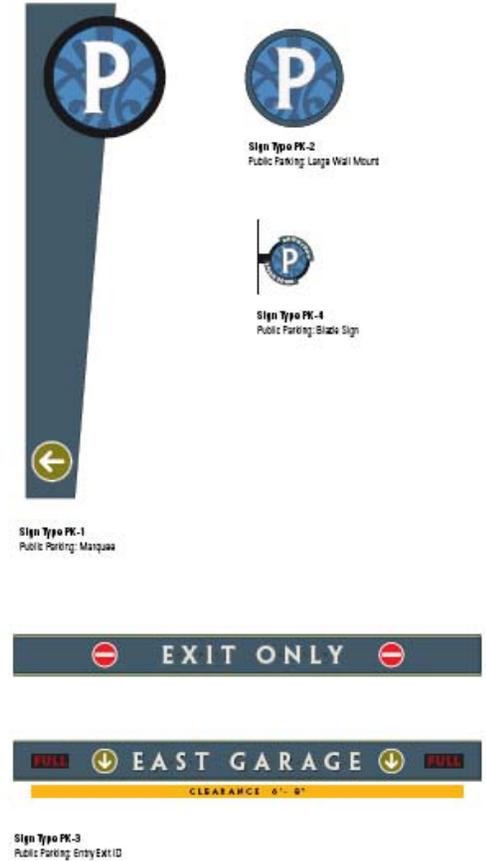
Alexandria Planning Commission
Boards of Architectural Review

06 January 2009

*What exactly is a
"wayfinding system" ?*

*A coordinated system of
sign elements that serves to
identify, direct and inform
visitors and residents*

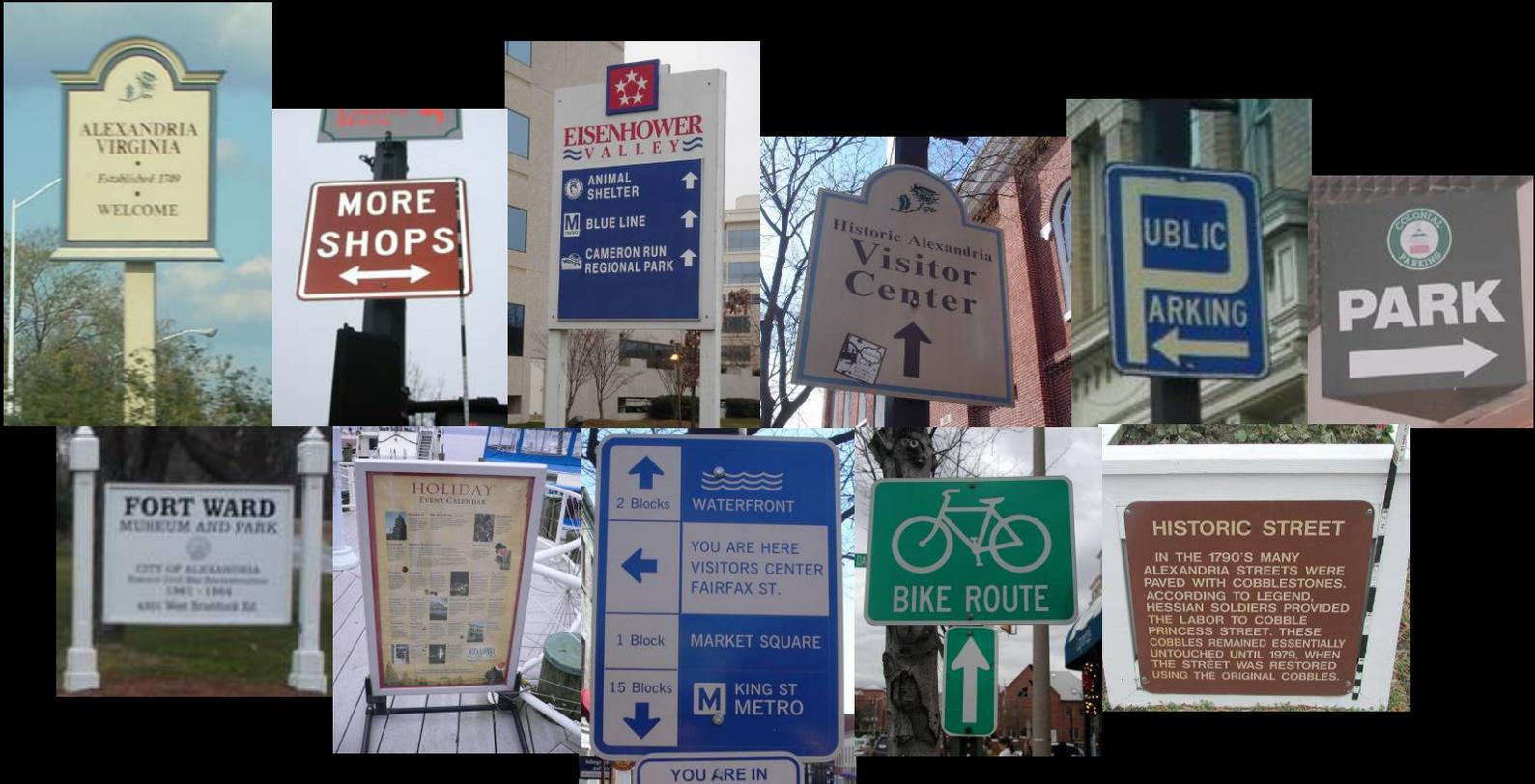
The Project | Example of various elements within a Wayfinding System



Baton Rouge Downtown Visitor Amenity Plan | Baton Rouge, LA

The Project Purpose

*Why does Alexandria need a **wayfinding system** ?*



Project Objectives

Objectives

Function

Serve as a *comprehensive* vehicular, pedestrian, and bicycle wayfinding system

Direct to and identify parking in Old Town

Provide trailblazing to and from regional roadways, transit hubs, bike trails and attractions

Promote walking, biking, mass transit

Incorporate regional trails and historic sites, including the Alexandria Heritage Trail

Develop a comprehensive strategy to improve wayfinding to visitor amenities such as shops, hotels, restaurants

Objectives

Character

Establish an overall identity compatible with the city's historic character

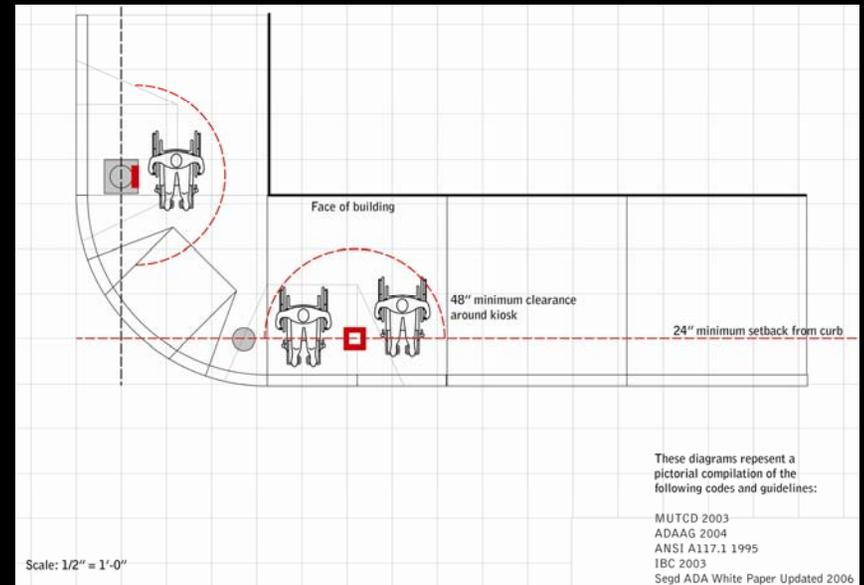
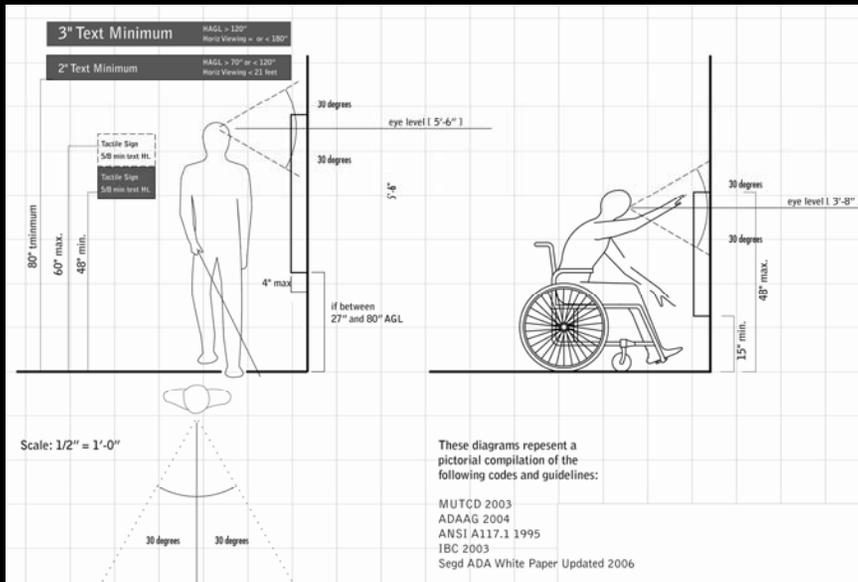
Highlight individual District identities as well

Reduce clutter, increase consistency

Objectives | Accessibility

Comply with ADA

Utilize best practices for enhanced accessibility



Objectives

Cost effective design and implementation

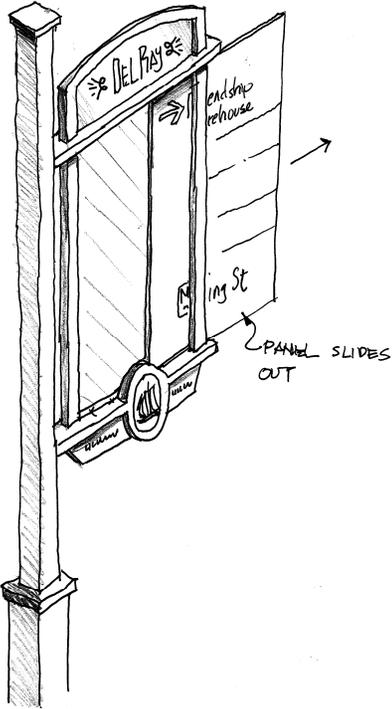
Changeable information on modular panels for easy updating

Straightforward, industry standard fabrication techniques

Shared components across multiple sign types

Standard, readily available materials & parts

Savvy phasing for maximum economic impact, production run pricing



Design Team Analysis



Address Pedestrian information needs

An informed pedestrian is comfortable, confident, and ready to explore

Analysis | Summary of Key Findings

There will be a HIERARCHY of wayfinding signs that guide visitors from the Interstate exits, through town, to parking, and from parking *through* the pedestrian experience



Streamline Vehicular wayfinding

Focus on the essentials: get visitors quickly to parking so they can start enjoying Alexandria on foot



Address visitor & community needs

Community destinations are many & far reaching; vehicular signs should account for both groups in a unified design standard



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

Stakeholder Input

City Working Group

Composed of representatives from

Planning & Zoning

Transportation and Environmental Services

Recreation, Parks and Cultural Activities

Office of Historic Alexandria

General Services

City Manager's Office

Met regularly with design team to provide additional input

Stakeholder Advisory Group / Community

SAG composed of representatives from civic organizations, business associations, Alexandria Ped/Bike, National Park Service, ACVA, AEDP, Chamber of Commerce, WMATA, DASH and City commissions (Arts, ACPD, Aging and HARC)

February -SAG Meeting

April -SAG Meeting

May -Community/SAG Meeting

June -SAG/Community Collaborative Workshop

September -SAG Meeting

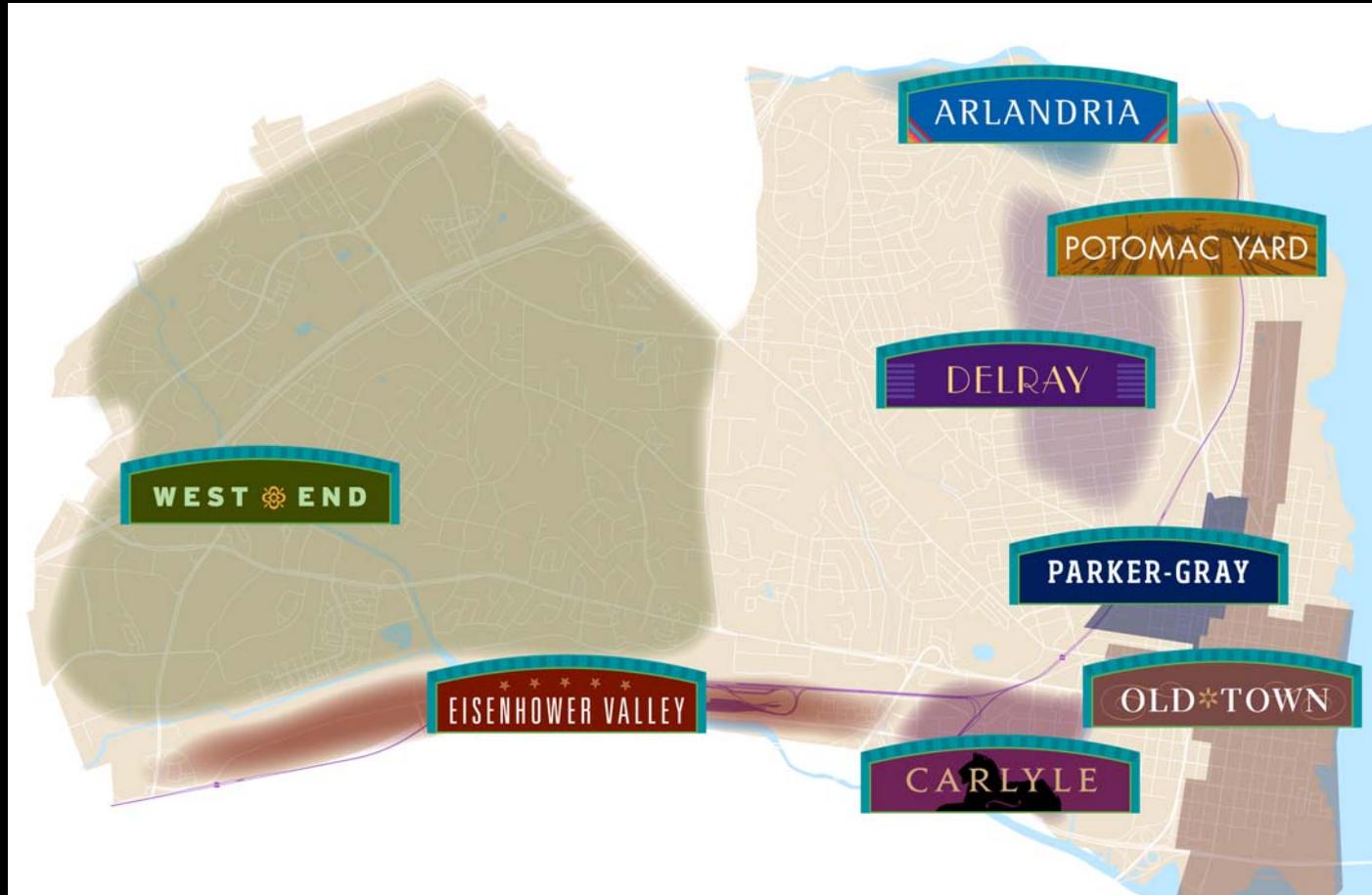
October -SAG and CWG online survey

November -SAG Meeting

December -SAG online survey

January -Community Open House

Input ... on **districts**:



Input | ... on destinations:

TIER A

— Destination of primary importance;
direction throughout city via all access routes

TIER B

— Major destination; advance strategic wayfinding provided

TIER C

— Minor destination, or exclusively civic destination;
wayfinding provided if "hard to find" (e.g. on a side street)

TIER D

— Minor destination or exclusively civic destination;
directional wayfinding not needed, but still may be
identified on map or at site.

Input ... on destinations:

TIER A

City Center
Old Town Historic District

TIER B

Courthouses & Municipal Buildings

TIER C

TIER D

Animal Shelter
City Court
City Hall
Court House Square
DMV
Health Department
Human Services
Lee Center
Office of Sheriff Detention Ctr
Police Department
Recycling Centers
Senior Services
U.S. Bankruptcy Court
U.S. District Court

Colleges / Universities

George Washington Grad School
Northern Virginia CC
Strayer University
Virginia Tech Architecture Center
Virginia Theological Seminary

Regional Commercial Centers

Landmark Mall
Potomac Yard

Hospitals

Inova Alexandria Hospital

Transit Stations

Amtrak/VRE
Braddock Road Metro
(DASH, Metro)

Bradlee
(DASH, Metro Bus)

Eisenhower Ave Metro
(DASH, Metro, REX)

King & Washington
(DASH, Metro Bus)

King Street Metro
(DASH, Metro, REX)

Landmark Mall
(DASH, Metro Bus, Fairfax Conn)

Seminary Road & Kenmore Ave
(DASH, Metro Bus)

Southern Towers
(DASH, Metro Bus)

Van Dorn Street Metro
(DASH, Metro, Fairfax Conn)

Water Taxi

Parks, Pub.Squares & Rec Facilities

Cameron Run Regional Park
Charles Houston Park
Chinquapin Park
City Marina
Dangerfield Island National Park
Fort Ward
Ivy Hills Cemetery
Jones Point National Park
King Street Garden Park
Lee Center
Market Square
Waterfront
All Other Parks

Theatre, Arts & Performing Arts

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

Input ... on destinations:

- TIER B
- TIER C
- TIER D

Museums / Historic Attractions

African American Heritage Park
Alexandria Archaeology Museum
Alexandria Black History Museum
Alexandria National Cemetery
Alexandria Visitor Center
Archives and Records Center
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
Seaport Foundation
Stabler-Leadbeater Apothecary
Torpedo Factory
U.S. Patent and Trademark Office Museum

Regional Destinations

Mount Vernon Estate
Reagan National Airport
Washington DC

Major Trails & Trail Access Points

Alexandria Heritage Trail
Four Mile Run Trail
Holmes Run Trail
Mount Vernon Trail
W & OD Trail

Libraries

Barrett Library
Beatley Library
Burke Library
Duncan Library

Schools

Bishop Ireton
Episcopal
George Washington
Hammond
St. Stephens St. Agnes
TC Williams High School
All Other Schools

Public Arts Sites

King/Fayette
Canal Square

Input | ... on design:

- 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 Character

Design Character | Design Toolkit - Form / Color / Style



Informational without being Generic



Posts help define the identity of the program



Engaging silhouette



Colorful wrap-around murals



Distinctive shapes and palette



3D made 2D



Simple custom ornamentation adds



Select opportunities for retro-inspired

9 CITY OF

10 CITY OF ALEXANDRIA

11 CITY

12 CITY OF ALEXANDRIA
WAYFINDING DESIGN

SASAKI

Design Character | Design Toolkit - Historical Reference

Design Toolkit - Historical Reference

Design Toolkit - Historical Reference

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13 CITY OF ALEXANDRIA WAYFINDING DESIGN

14 CITY OF ALEXANDRIA WAYFINDING DESIGN SASAKI

Design Character | Design Toolkit - Color Inspiration

Design Toolkit - Historic Color Inspiration



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WAYFINDING DESIGN

Design Toolkit - Bright Color Inspiration



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WAYFINDING DESIGN

SASAKI

Design Character | Authenticity: Colonial sign precedents

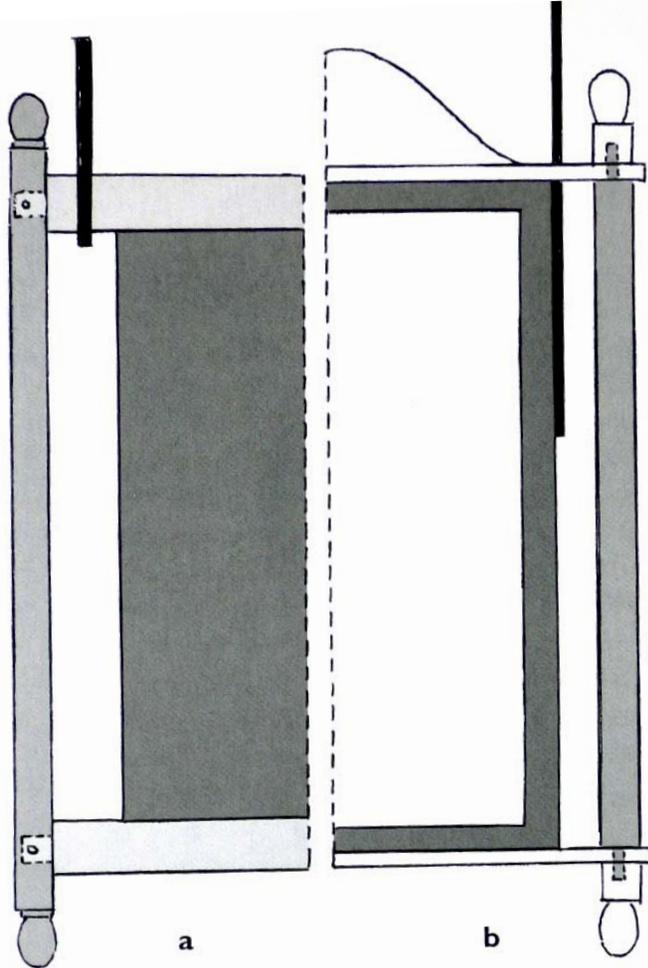


Fig. 16. Schematic drawing of tavern sign construction. con-

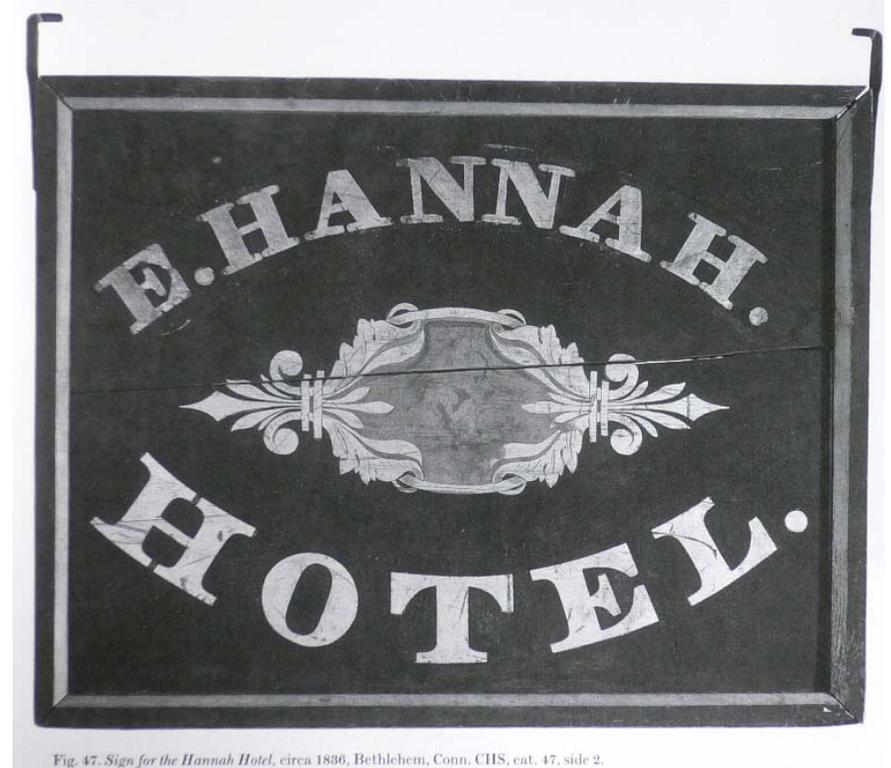
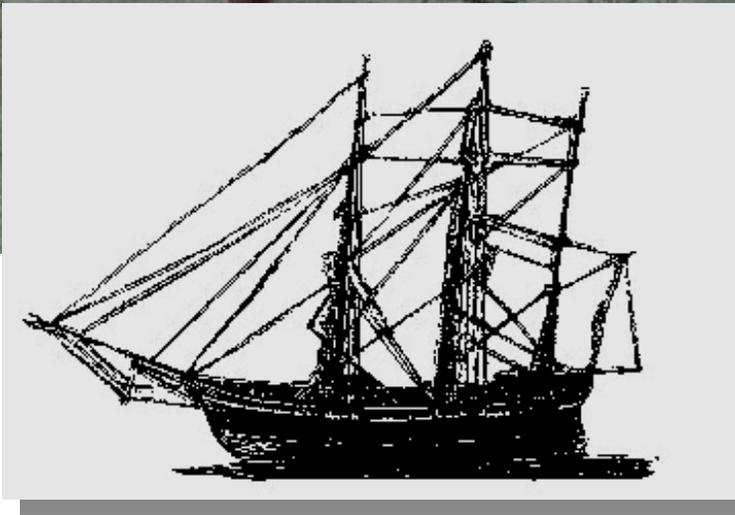


Fig. 47. Sign for the Hannah Hotel, circa 1836, Bethlehem, Conn. CHS, cat. 47, side 2.

Design Character Authenticity: The ship-in-port as a unique regional identifier

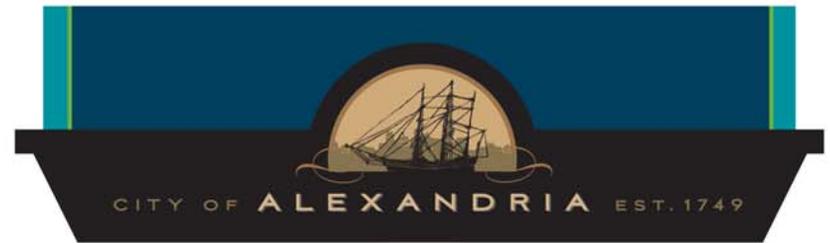


Left: Typical 18th century sailing vessel
Above: 1864 Bird's Eye view of Alexandria Waterfront

Design Solution



Seal design for gateways



Sign "footer" reinforces character

Proposed sign types fall into **six key categories**:

1. Gateways (city & district)
2. Vehicular
3. Pedestrian
4. Bicycle
5. Destinations
6. Interpretive/Historic

1. Gateways | City Gateway



Photo Montage - Stone Base

1. Gateways | City Gateway

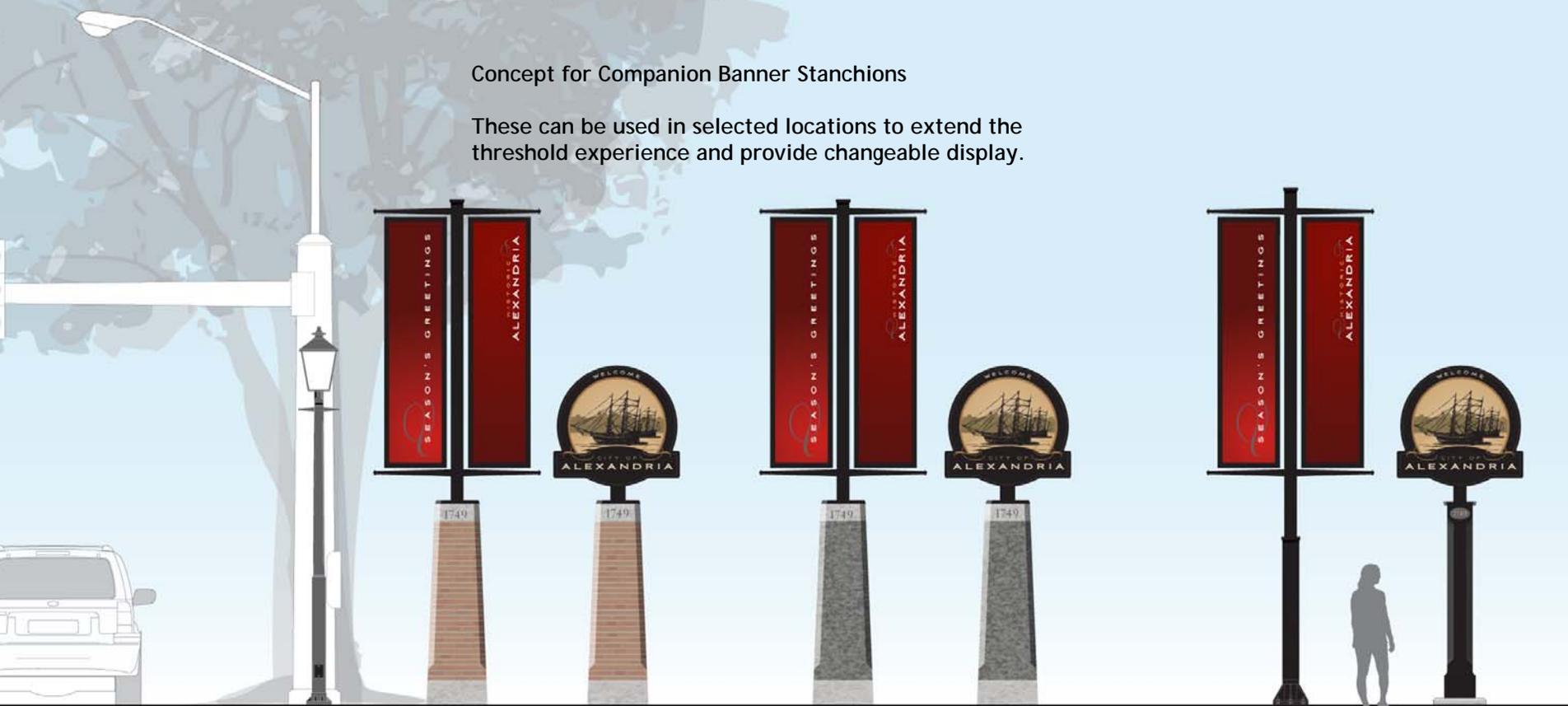


Photo Montage - Metal Base / Banners

1. Gateways | City Gateway

Concept for Companion Banner Stanchions

These can be used in selected locations to extend the threshold experience and provide changeable display.



Brick

A

Stone

B

2. Vehicular | Vehicular Directionals



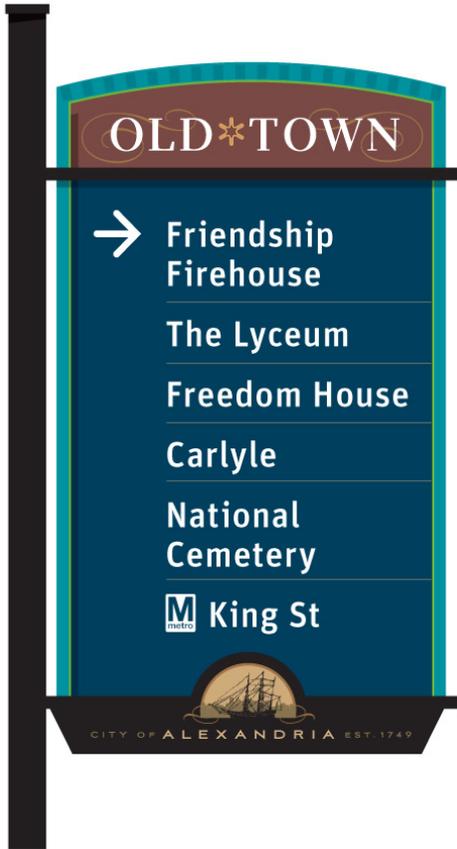
2. Vehicular | Vehicular Directionals



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2. Vehicular | Vehicular Directionals



2. Vehicular | Vehicular Directionals: District Headers



Designs to be reviewed with each district organization

2. Vehicular | Vehicular Directionals: District Headers



Designs to be reviewed with each district organization

2. Vehicular | Public Parking: Directionals



2. Vehicular | Public Parking: Directionals



2. Vehicular | Public Parking: Identification



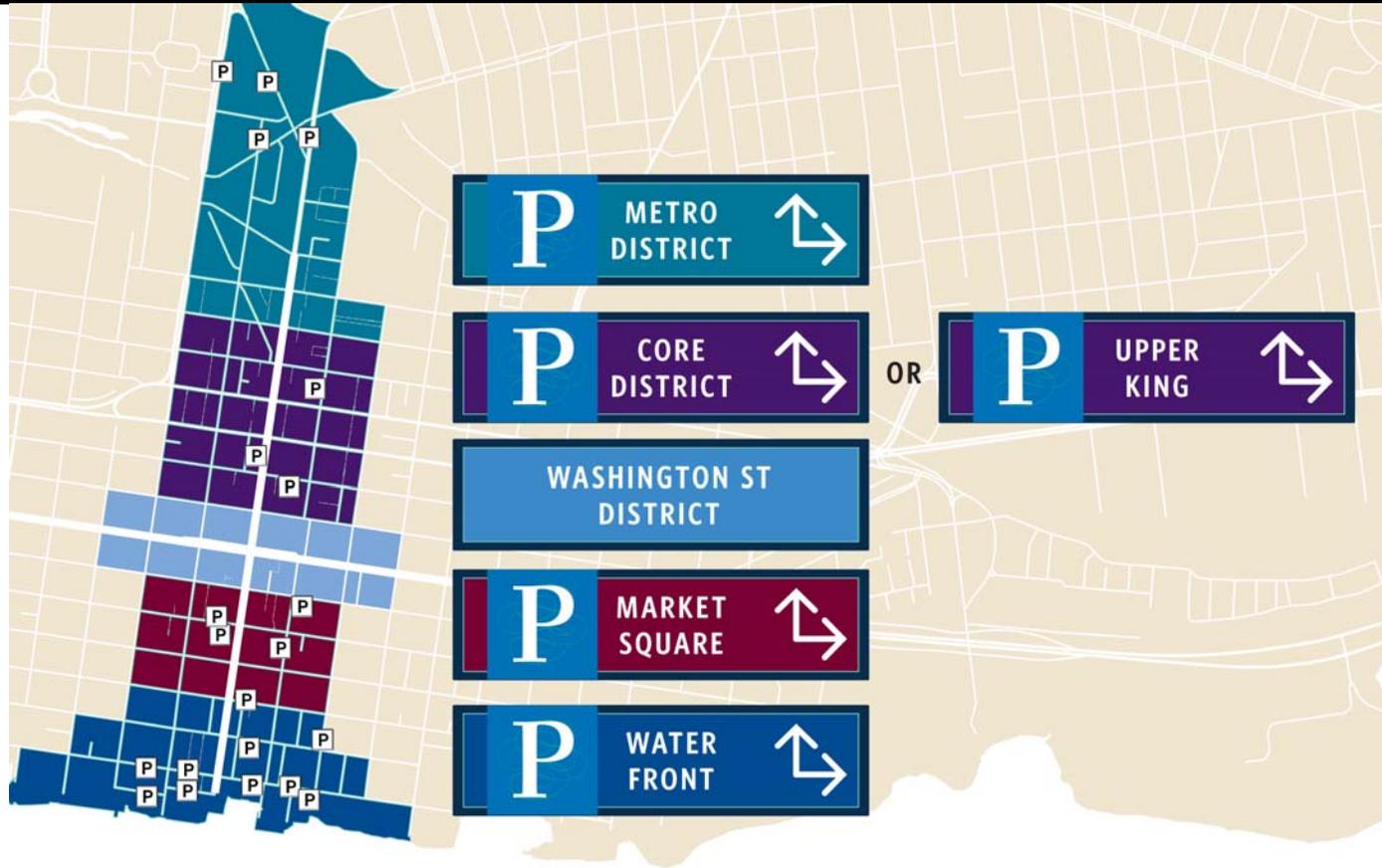
2. Vehicular | Public Parking: Directionals

Enlarged Detail

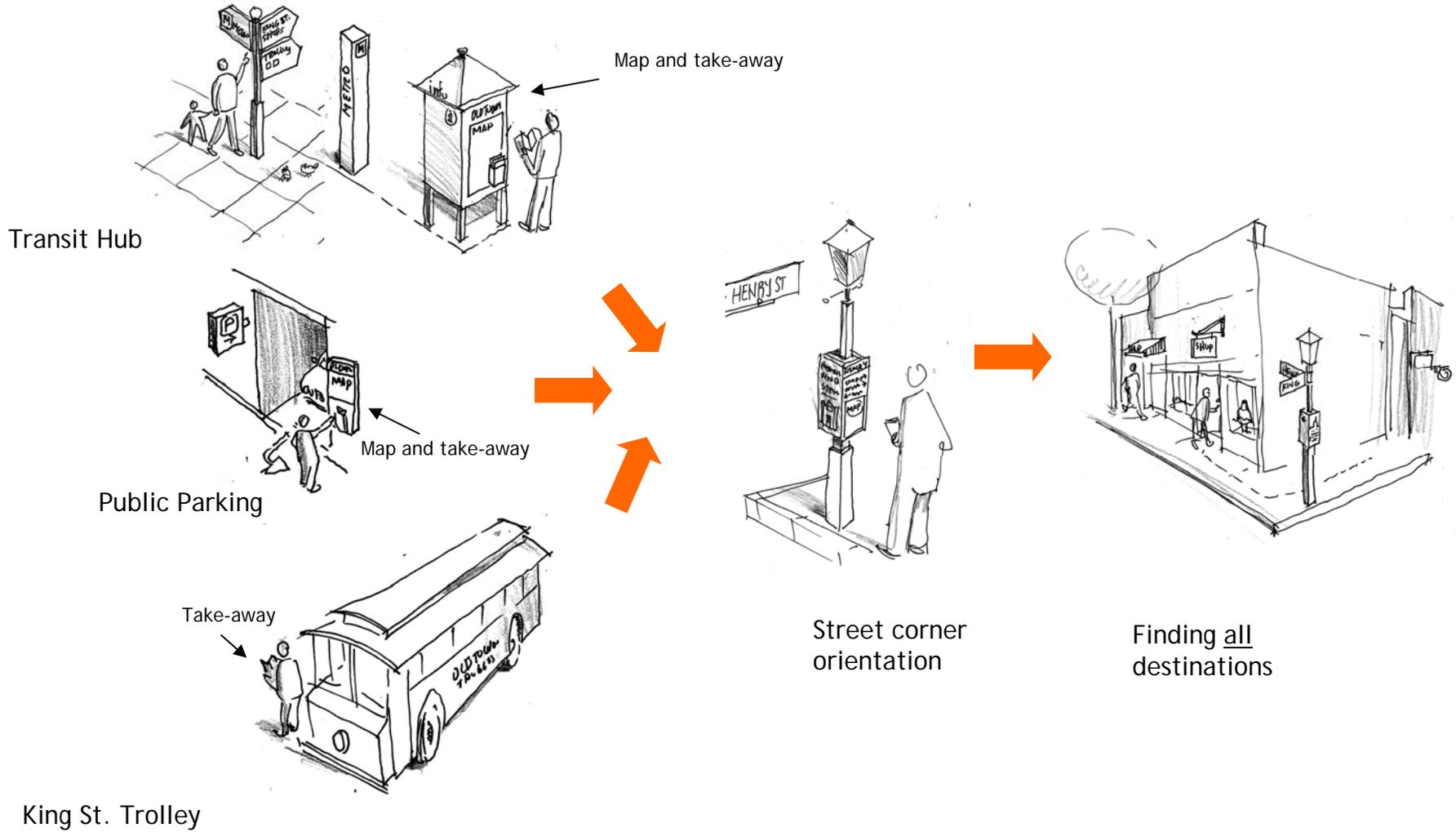


2. Vehicular Public Parking: Directionals

King Street Zones -
delineation and naming
strategy



3. Pedestrian | Pedestrian Wayfinding Components



3. Pedestrian Visitor Information Kiosk

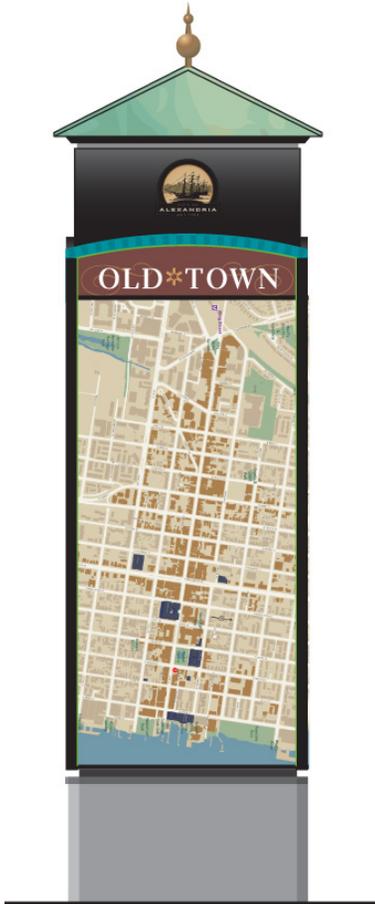


3. Pedestrian | Visitor Information Kiosk

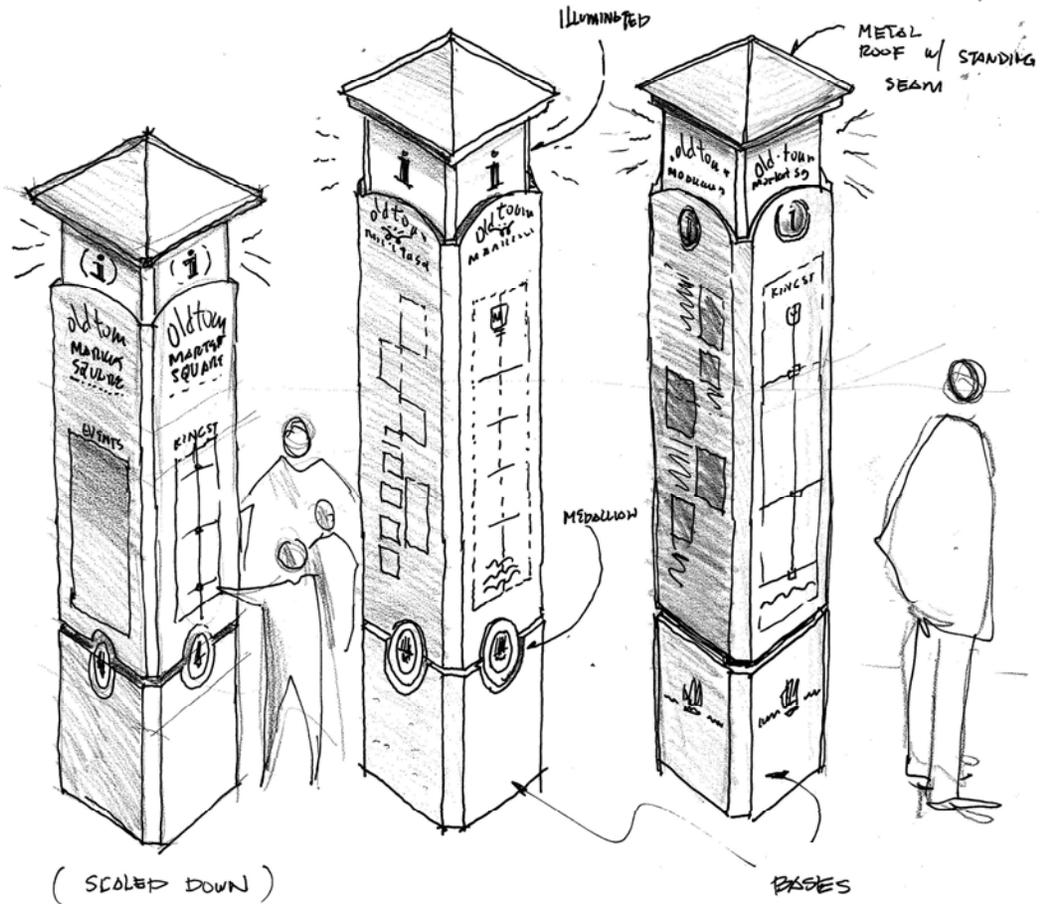


3. Pedestrian Visitor Information Kiosk

Detail



Conceptual Sketches - 3D study



3. Pedestrian "Mini Kiosk"

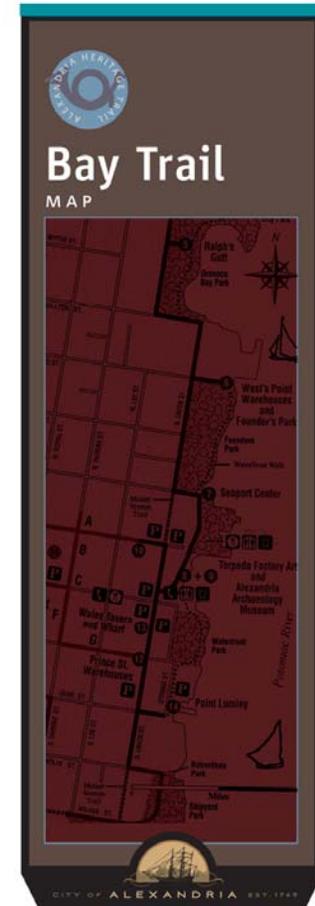
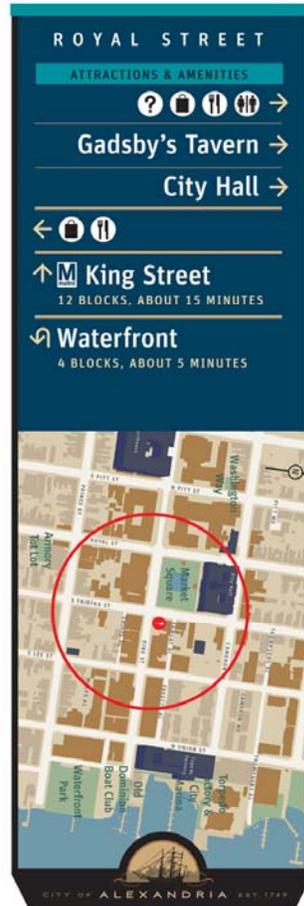


3. Pedestrian "Mini Kiosk"

Sign is a three-sided unit, with interchangeable panels for varied content.

Draft panel options shown from left to right:

1. primary "you are here" walking-radius map
2. attractions/shopping listing
3. overall district map
4. historical panel



3. Pedestrian "Mini Kiosk" retail component

PRIMARY WAYFINDING PANEL

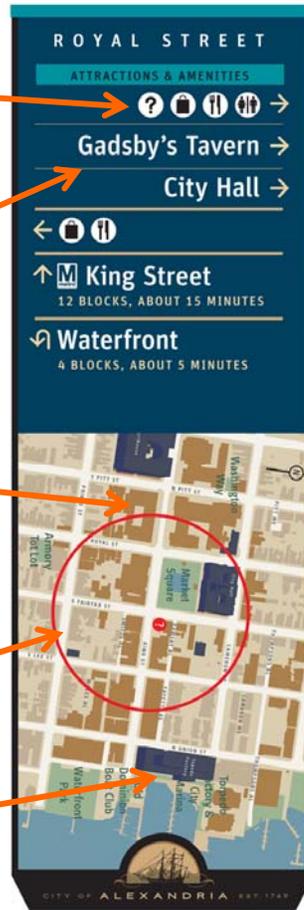
Information, Shops/Dining, etc indicated by icons

Attractions listed by name

Shops/Dining are indicated by an accent color

Walking-radius reinforces close proximity of destinations

Landmark buildings are drawn in 3D for ease of recognition

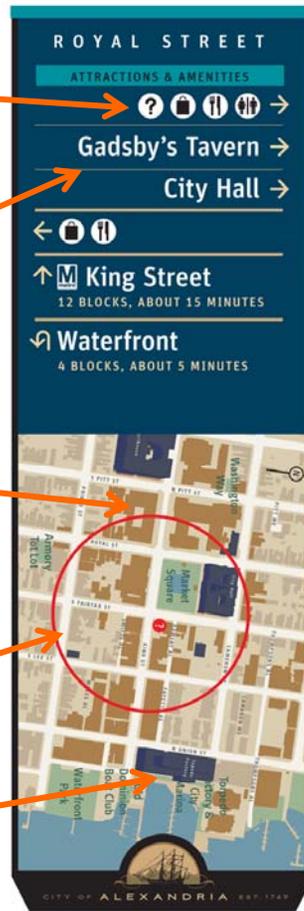


ADDITIONAL RETAIL PANEL (under consideration)



3. Pedestrian "Mini Kiosk" retail component

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ADDITIONAL RETAIL PANEL (under consideration)



- Highlights individual business on side streets

- Acts as reinforcement to centralized map kiosk, portable paper visitor guides

- Addresses A-frame clutter

- Requires a mini-kiosk at two opposite corners of every intersection to be applied equitably

- Requires significant administration and updating

- Could be funded by businesses who pay to be featured on sign

3. Pedestrian Pedestrian "Pointer" Directionals

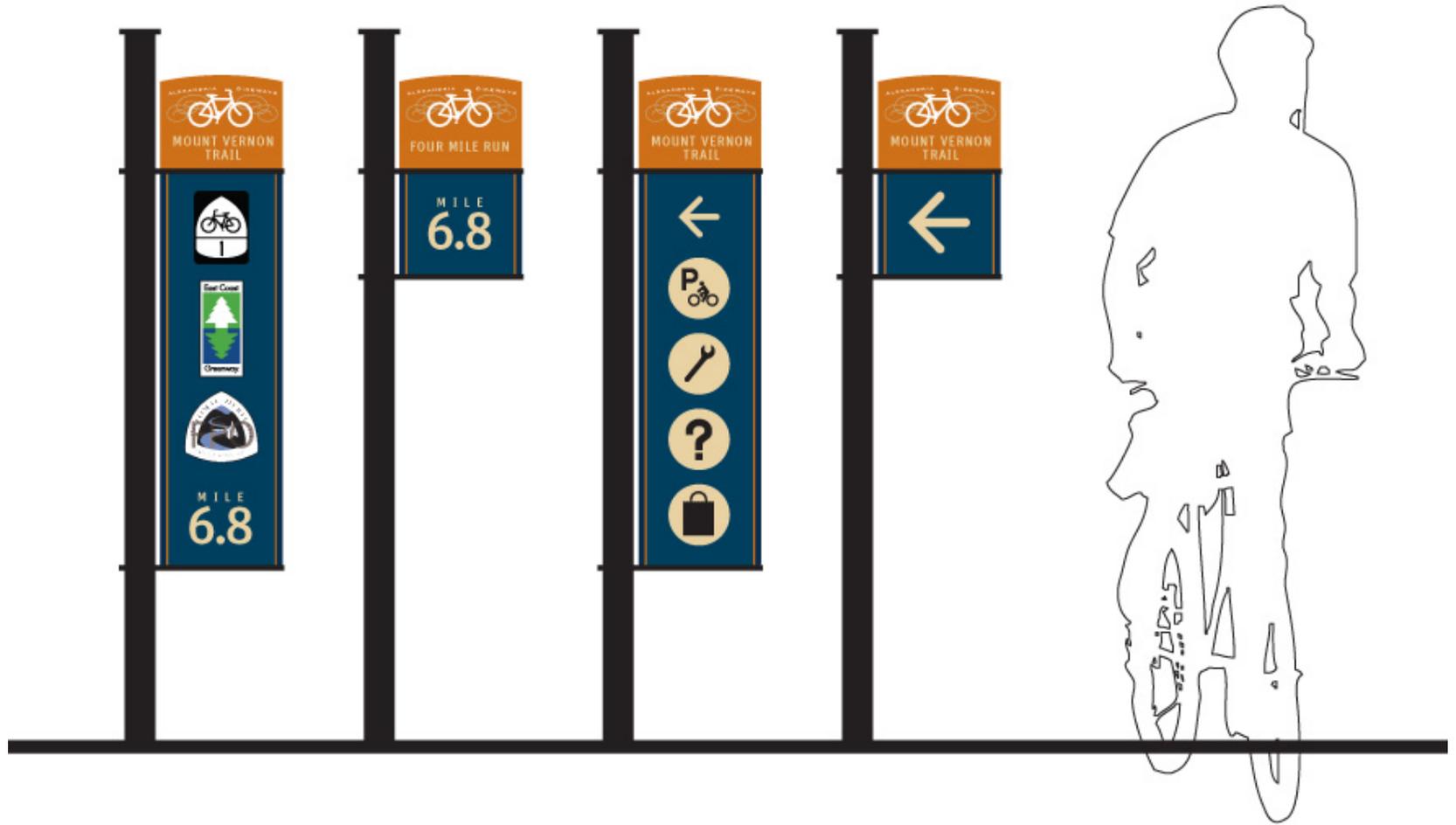
Located at confusing points of entry (King St. Metro, Water Taxi dock, etc) where it is helpful to "lead by the nose"



4. Bicycles | Bicycle Wayfinding



4. Bicycles | Bicycle Wayfinding



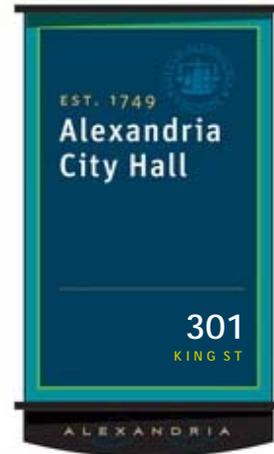
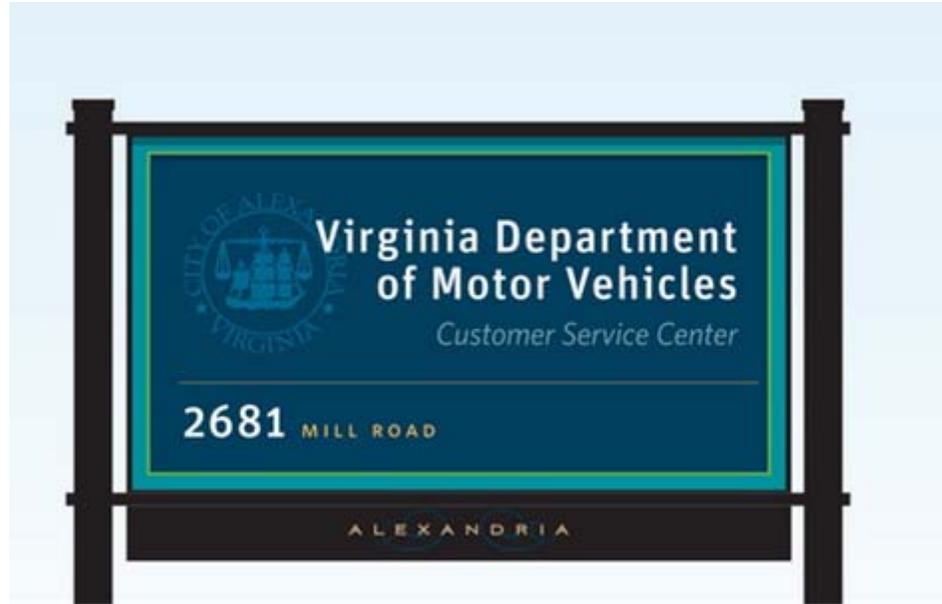
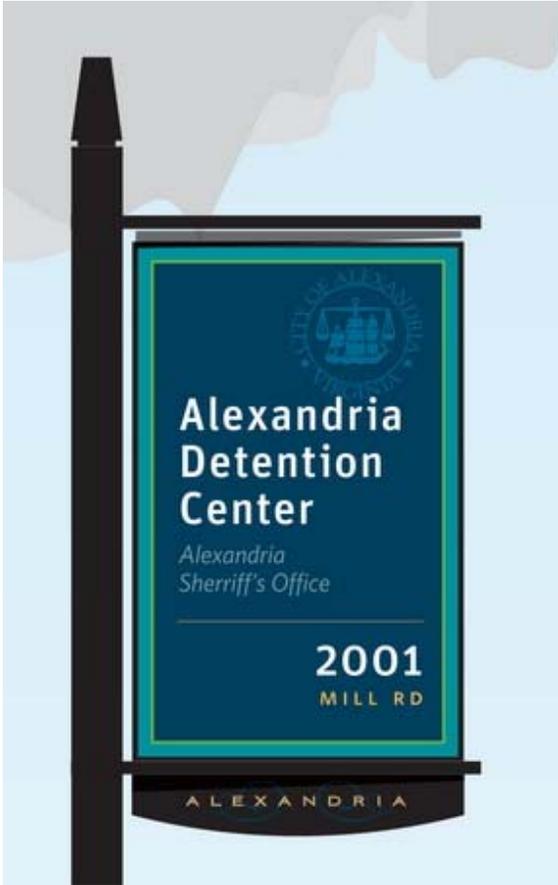
5. Destinations | Destination ID: Community Services



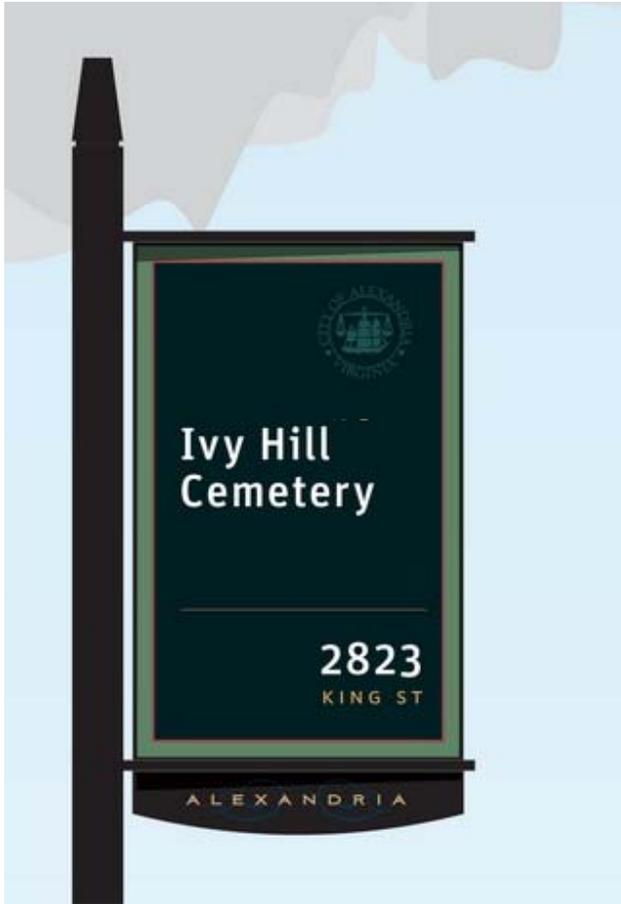
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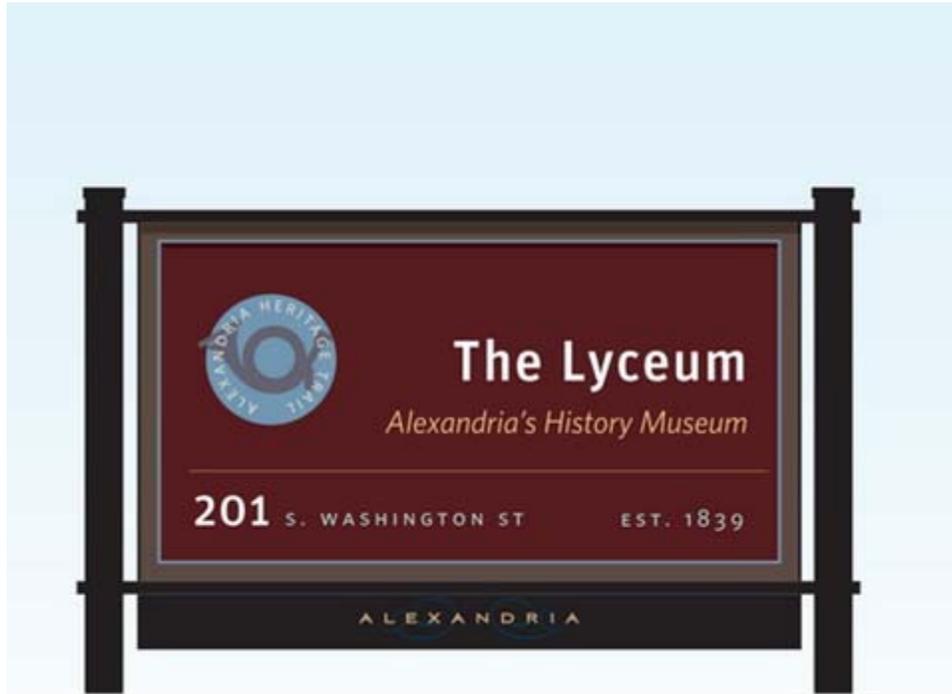
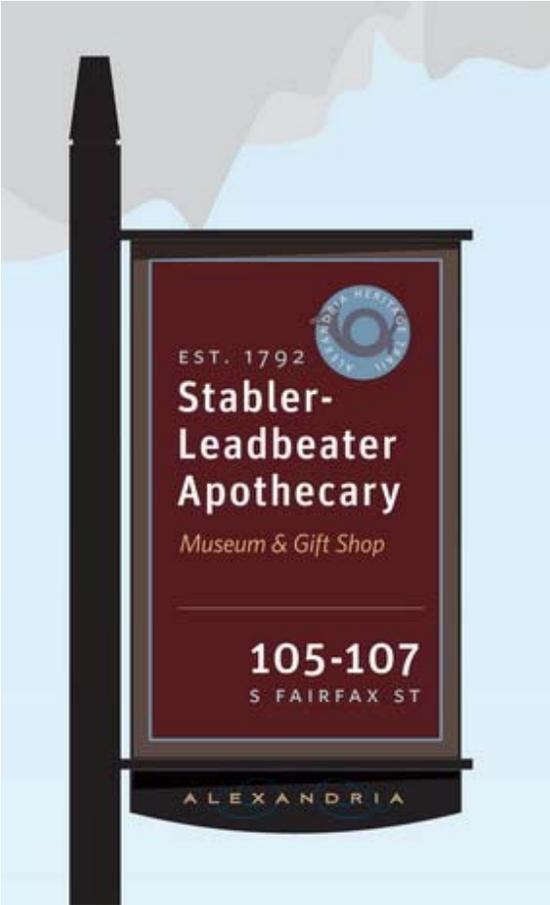
5. Destinations | Destination ID: Community Services



5. Destinations | Destination ID: Parks



5. Destinations | Destination ID: Historical Sites



5. Destinations | Destination ID: Historical Sites



6. Interpretive | Alexandria Heritage Trail / Interpretive Program



6. Interpretive | Alexandria Heritage Trail / Interpretive Program



Detail:
Wayside Exhibit Panel Studies
(horizontal format)

Detail:
Post-Mounted Exhibit Panel Studies
(vertical format)



Detail: Ground-Plane Plaque or
Trail Medallion



Neighborhood Identification Signs

- City will develop a palette of approaches and a baseline standard for size, location, text height, materials.
- These will serve as sample starting points for neighborhood groups to design their own solution.
- Individual signs would then be reviewed by the City for approval.



Comparable examples from Arlington County

Next Steps

January 27
City Council Worksession

February
Mockup testing

March-June
Finalize design, document guideline manual

Late-Summer/Early Fall
Possible Bid & Phase 1 Installation