

CITY OF **ALEXANDRIA**

WAYFINDING PROGRAM

Phase 1 Sign Set Presentation

1 April 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 Purpose

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

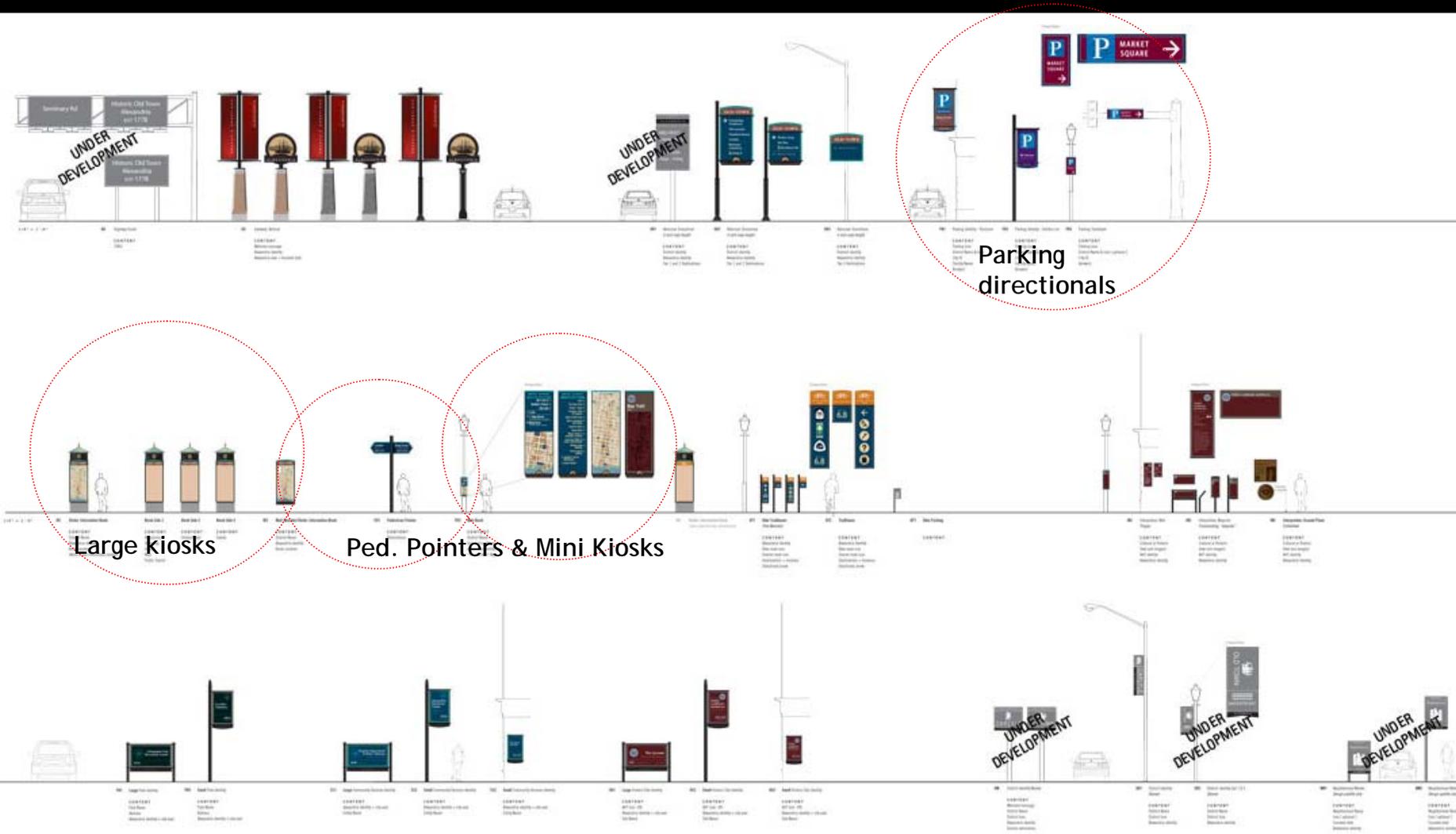


## Objectives | Function

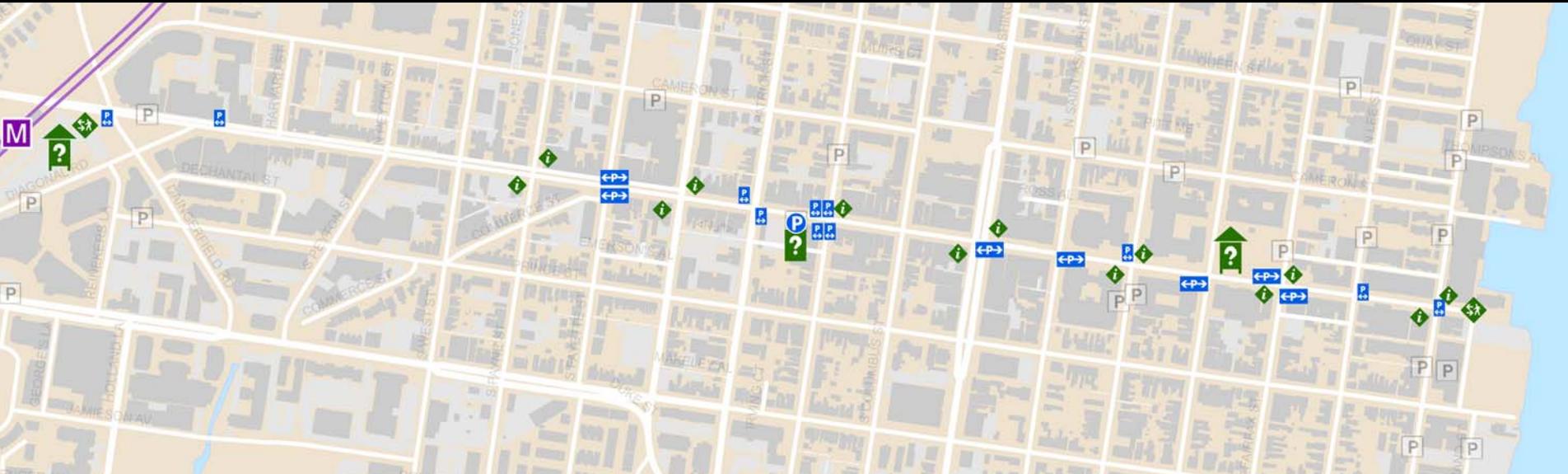
- Serves as a *comprehensive* vehicular, pedestrian, and bicycle wayfinding system.
- Provides *trailblazing* to and from regional roadways, transit hubs, bike trails and attractions.
- Promotes *walking, biking, mass transit*.
- Incorporates *regional trails and historic sites*, including the Alexandria Heritage Trail.
- Directs to and identifies *parking* in Old Town.
- Develops a comprehensive strategy to improve wayfinding to *visitor amenities* such as shops, hotels, restaurants.
- Serves as a catalyst for *economic and tourism development*.
- *Reduces visual clutter* and *increases consistency* by replacing multiple sign efforts with one coordinated streamlined system.

# Sign Overview

# Complete Sign Family Lineup (with Phase I Implementation)



# Map | Phase 1 Sign Locations - King Street Corridor



## Phase 1 Old Town Detail: King Street Only

 PK.1/2 Parking ID: Lots and Structures

 PK.3a Parking Trailblazer  
*Horizontal - mounted on signal cross-arm*

 PK.3b Parking Trailblazer: Small  
*Vertical - mounted on existing posts*

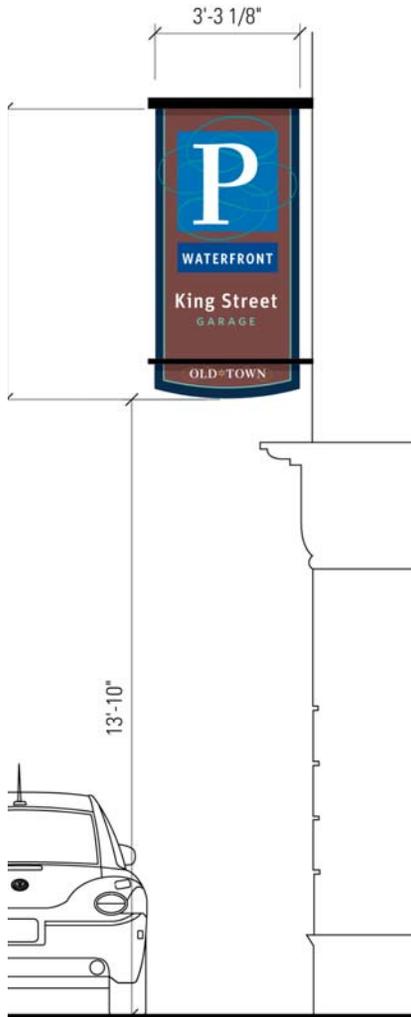
 PD.1 Pedestrian Directional Pointer

 PD.2 Pedestrian Directional Mini-Kiosk

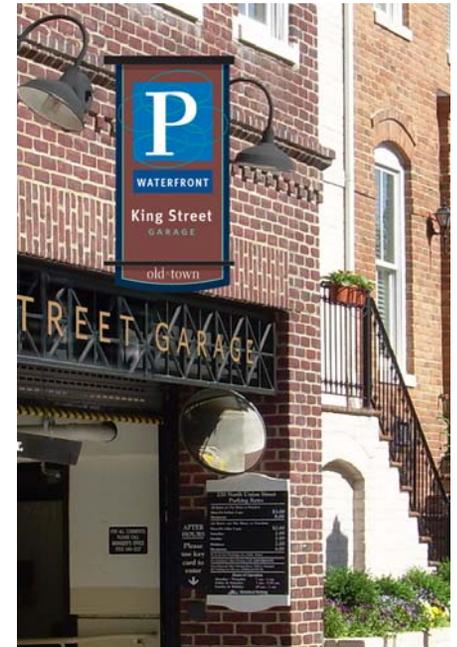
 IK.1 Visitor Kiosk Freestanding

 IK.2 Visitor Kiosk Wall-mounted

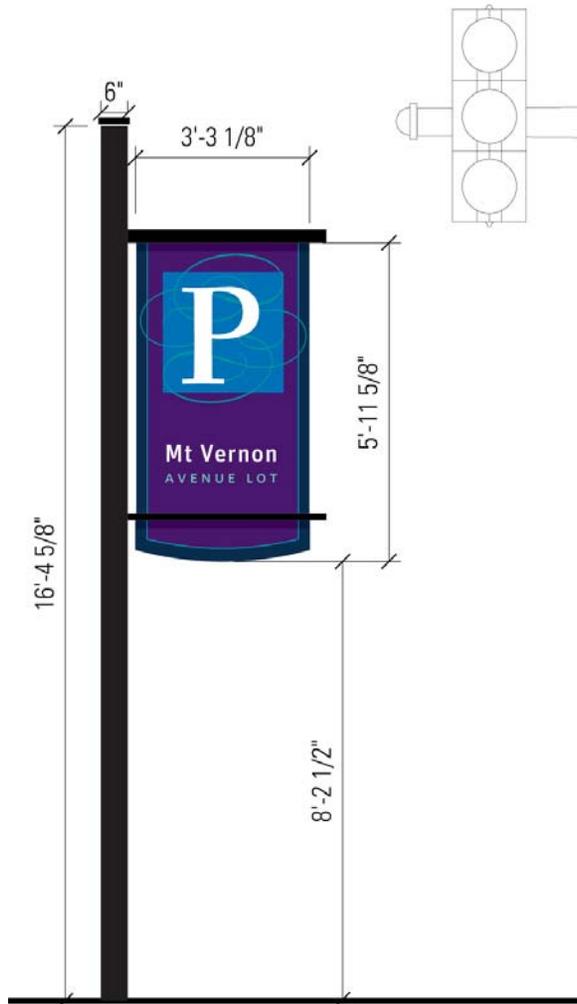
# Vehicular Public Parking: Identification



1. Parking Lot Identity Sign for Structured Garages (Qty. 6)
  - Purpose: to identify parking garages.
  - Mounted to building façades with brackets.
  - Illumination is recommended.
  - New signs will replace existing signs one-for-one.
  - Panel is approximately 6'6"H x 3'3"W.
  - Proposed components: "P" message; name of garage; name of zone; "Old Town".
  - Proposed design concept: "P" design; color; shape; approximate size, font.



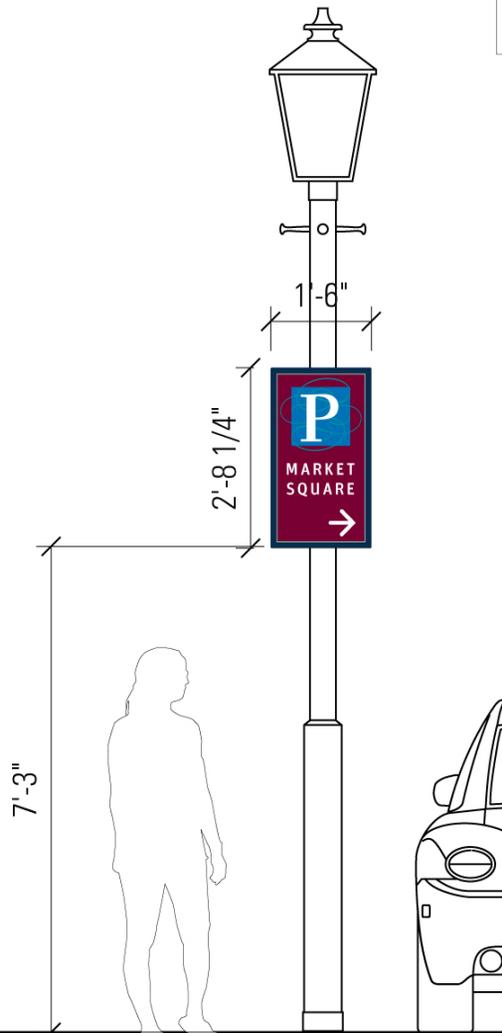
# Vehicular Public Parking: Identification



## 2. Parking Lot Identity Sign for Surface Lots (Qty. 5)

- Purpose: to identify surface parking lots.
- Mounted to freestanding poles.
- Illumination is recommended.
- New signs will replace existing signs one-for-one.
- Panel is approximately 6'H x 3'3"W.
- Proposed components: "P" message; name of garage; name of zone; "Old Town".
- Proposed design concept: "P" design; color; shape; approx. size, text font.

# Vehicular Public Parking: Trailblazers

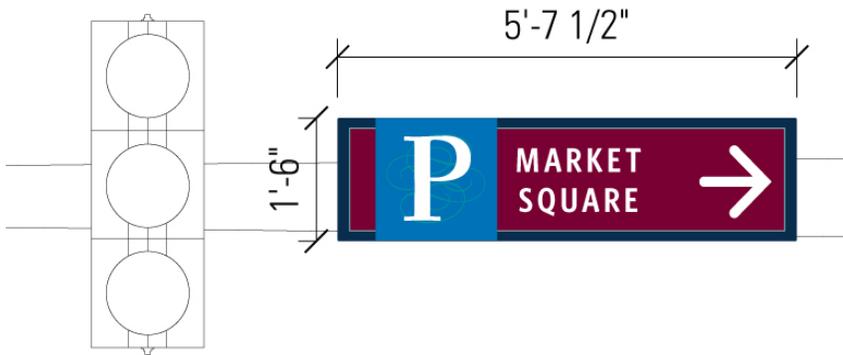


### 3. Parking Trailblazer Sign (vertical) (Qty. 50)

- Purpose: to lead visitors efficiently from main roads to parking lots.
- Mounted to existing light poles.
- New signs will replace existing signs one-for-one.
- Small vertical panel is approximately 32"H x 18"W (this is slightly smaller on average than the existing signs).
- Proposed components: "P" message, name of zone; arrow.
- Proposed design concept: "P" design; color; shape; approx. size, text font.

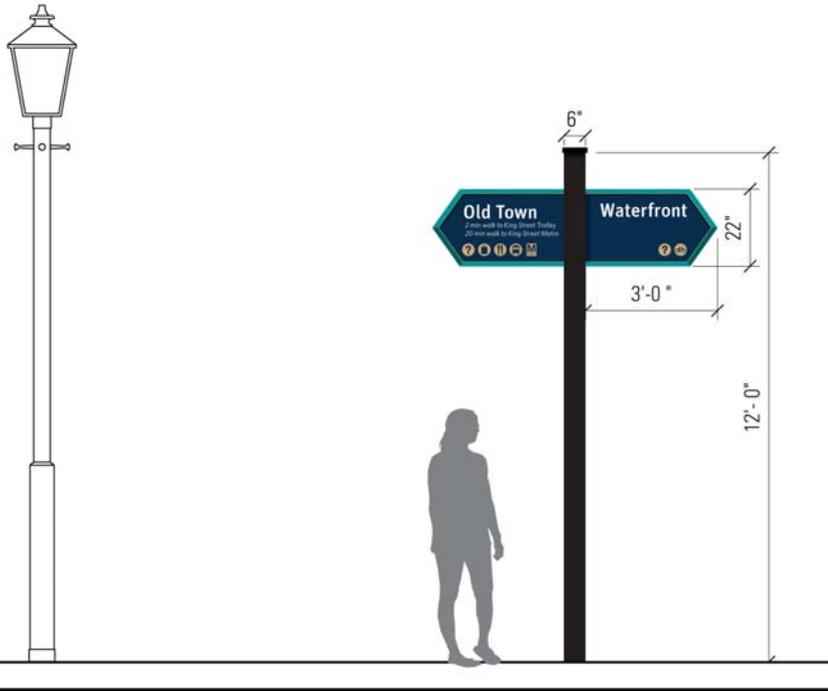


## Vehicular | Public Parking: Trailblazers



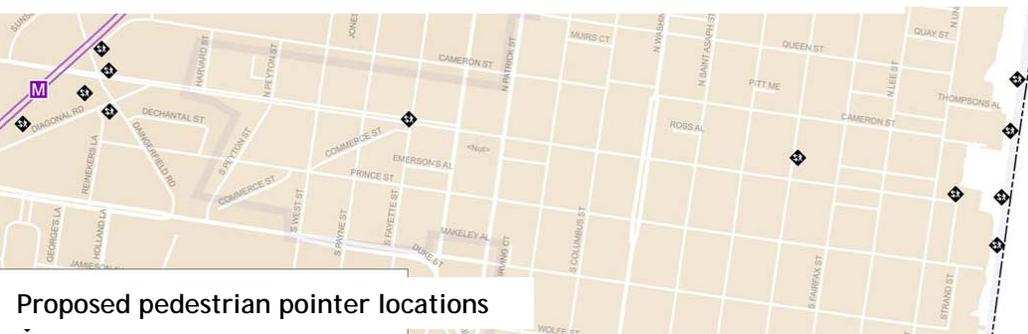
4. Parking Trailblazer Sign (horizontal) (Qty. 20)
  - Purpose: to lead visitors efficiently from main roads to parking lots.
  - Mounted to existing signal cross-arms.
  - New signs will replace existing signs one-for-one.
  - Larger horizontal panel is approximately 18"H x 5'6-1/2"W (this is larger on average than the existing parking signs on the signal cross arms).
  - Proposed components: "P" message, name of zone; arrow.
  - Proposed design concept: "P" design; color; shape; approximate size, font.

# Pedestrian Pedestrian Directional "Pointer"



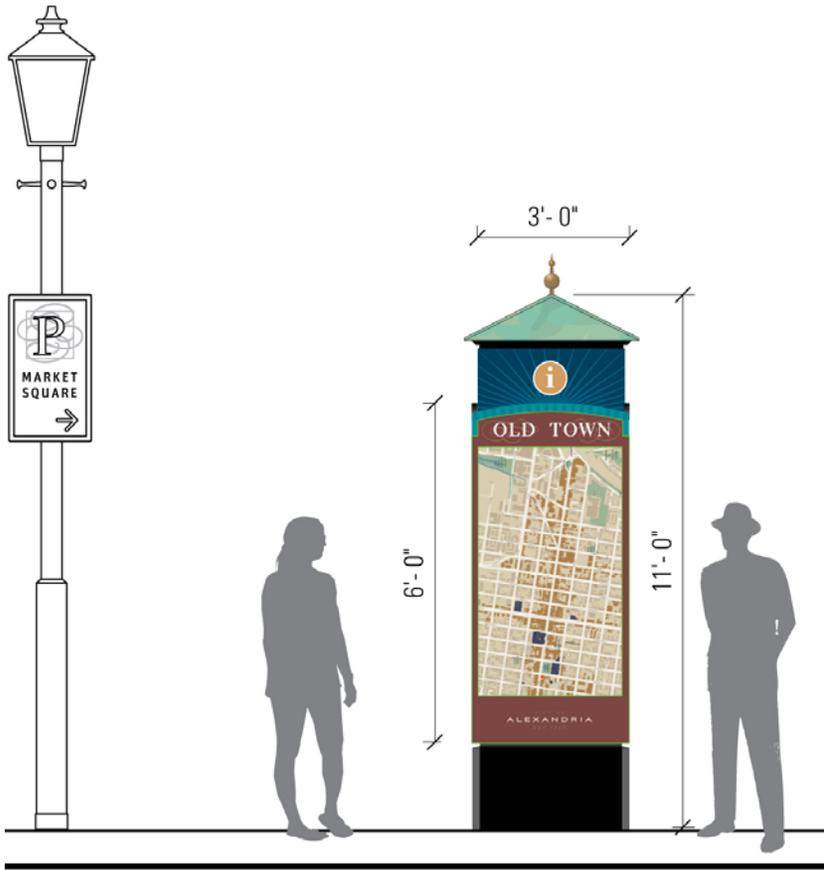
## 5. Pedestrian Directional Pointer for non-street grid areas (Qty. 5)

- Purpose: to direct pedestrians at confusing points of entry such as the Metro Station and Waterfront.
- Mounted to new posts approximately 12' tall.
- These are new elements in the Wayfinding system.
- Size: arrow shaped pointer panels are approximately 22"H x 3"W; Post: 6"sq. x 12'H.
- Proposed components: destination; "x min walk to y"; symbols.
- Proposed design concept: shape; color; approximate size, font.



Proposed pedestrian pointer locations

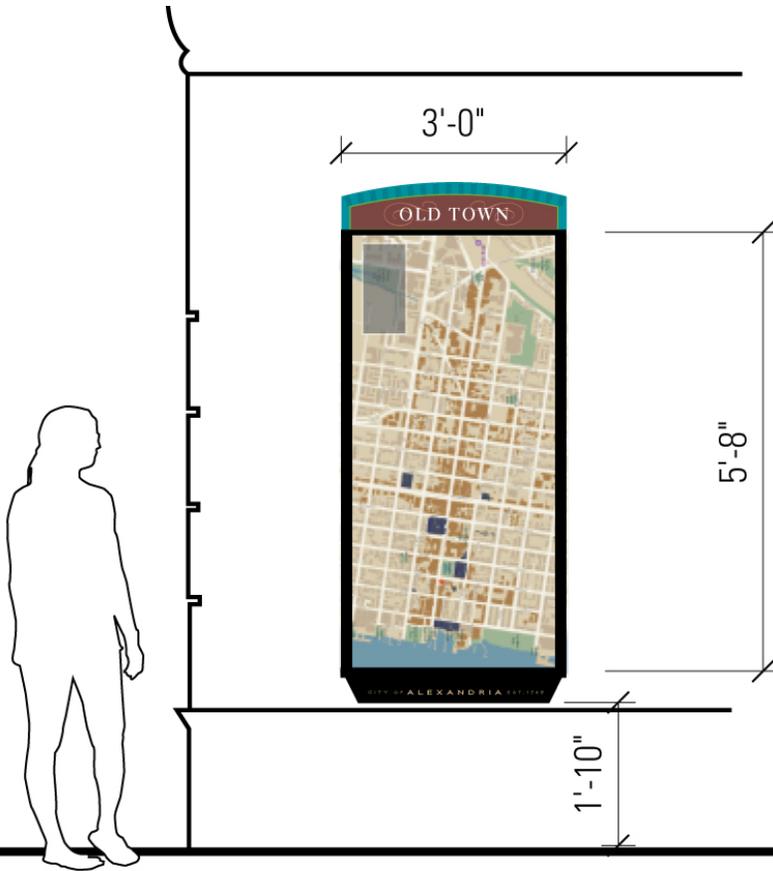
# Pedestrian Freestanding Visitor Information Kiosk



## 6. Freestanding Visitor Kiosk (Qty. 2)

- Purpose: to provide comprehensive information to pedestrians regarding attractions, orientation, events and Alexandria history in large plaza-type areas.
- Two kiosks will be installed in Phase 1 in Market Square and at the Metro Station.
- Illumination is recommended.
- Large four-sided rectangular box is approximately 11'H x 3'W and contains four pedestrian information display panels measuring approximately 6'6"H x 3'W.
- Proposing a stone (or similar) base and a metal roof.
- The kiosks are new elements in the Wayfinding system.
- Proposed message components - orientation map; interpretive information; possible event information; gateway emblem (subject to design approval).
- Proposed design concept - shape, approx. size, general appearance, text font.

# Pedestrian Wall Mounted Kiosk



## 7. Wall Mounted Visitor Kiosk (Qty. 6)

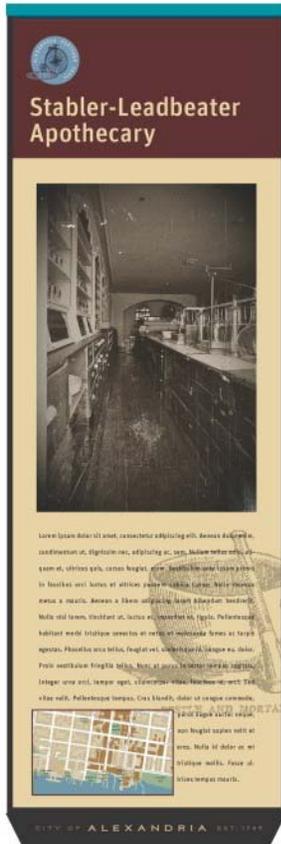
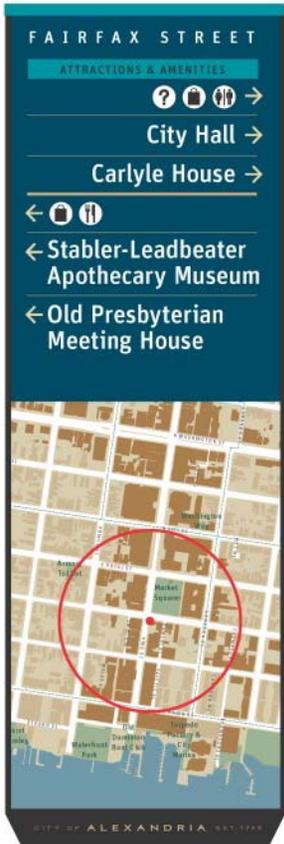
- Purpose: to provide initial orientation to visitors exiting parking garages on foot.
- Mounted on exterior walls of garages.
- These are new elements in the Wayfinding system.
- The panel is approximately 6'6"H x 3'W.
- Proposed components - orientation map; "Old Town".
- Proposed design concept - shape, approx. size, general appearance, text font.



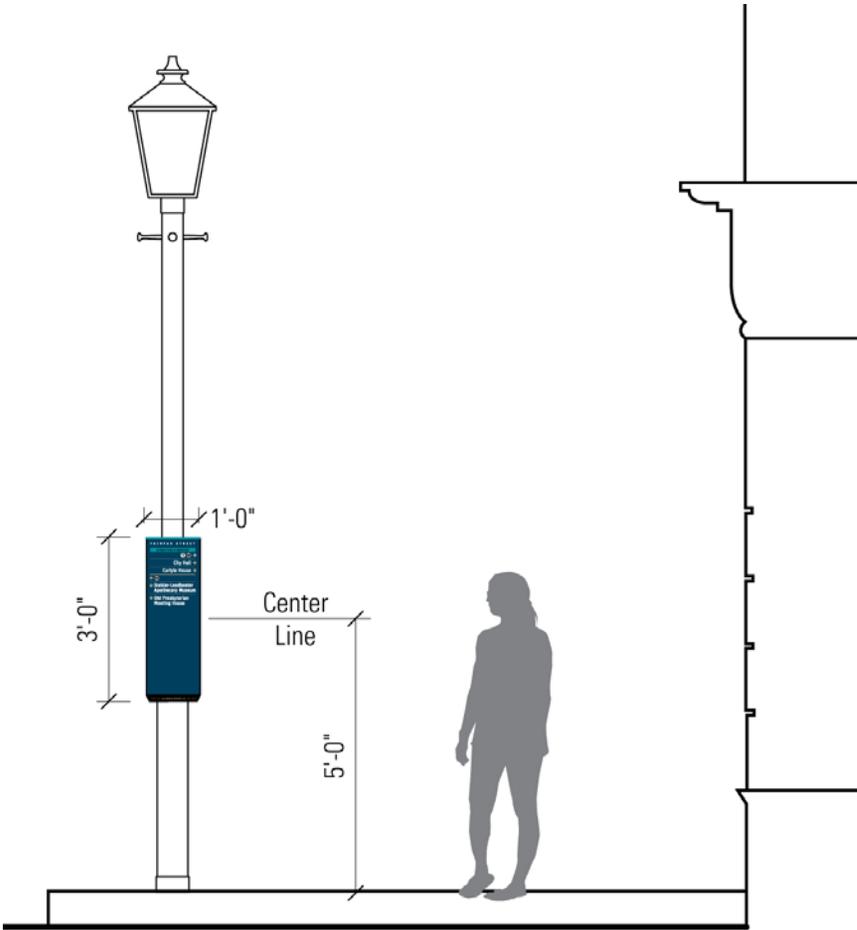
# Pedestrian "Mini Kiosk"

## 8. Pedestrian Mini Kiosk (Qty. 20)

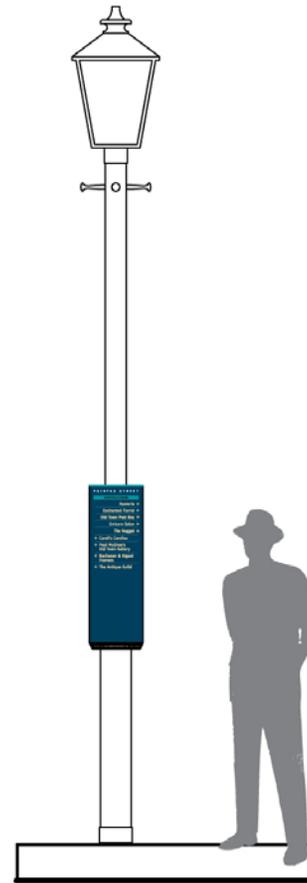
- Purpose: to provide reinforcing orientation and visitor information to visitors along pedestrian corridors such as King Street.
- Mini-kiosks are small four-sided rectangular "boxes" that would be wrapped around existing light poles.
- The interchangeable panels are approximately 36"H x 12"W.
- The mini-kiosks are new elements in the Wayfinding system.
- Proposed components - orientation map; interpretive information; visitor attractions, symbols, "x blocks, about y mins", arrows (the retail component is pending further review).
- Proposed design concept - shape, approx. size, general appearance, color, text font.



# Pedestrian "Mini Kiosk"



**PD2 Pedestrian Directional: Mini-Kiosk**



Side B



Side C: (Facing Sidewalk)