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.
Why does Alexandria need a **wayfinding system**?
Objectives | Function
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• 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.
Complete Sign Family Lineup (with Phase I Implementation)

- Parking directionals
- Large kiosks
- Ped. Pointers & Mini Kiosks
Phase 1 Old Town
Detail: King Street Only

PK.1/2 Parking ID: Lots and Structures

PK.3a Parking Trailblazer
Horizontal - mounted on signal crossarm

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
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.
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.
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.
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.
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.
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.
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.
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)