CITY OF ALEXANDRIA

WAYFINDING PROGRAM

BAR Work Session

18 March 2009
Process

O&HD BAR Review Schedule

March-April 2009:
Focus on Phase 1 Signs (Concept)
Old Town pedestrian and parking signs

March 18
Work session
Final review of Phase 1 Signs (Concept)

April 1
Phase I Signs (Concept) on docket

Approval of the Phase 1 signs in concept means that the BAR approves the:
• General function/program of each sign
• General location, distribution and quantity
• General message and content
• Overall general design
### Process

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Activity</th>
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<tbody>
<tr>
<td>May-August</td>
<td>BAR review/refine citywide designs (sign subcommittee?) by providing input for development of the Citywide Wayfinding Program Design Guidelines Manual</td>
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<td>September</td>
<td>Work session:</td>
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<tr>
<td></td>
<td>• Final review/discussion of Phase 1 sign locations (if funded)</td>
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<tr>
<td></td>
<td>• Final review/discussion of Citywide Wayfinding Program Design Guidelines Manual (including Phase 1)</td>
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<td>October</td>
<td>Citywide Wayfinding Program Design Guidelines Manual on docket</td>
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**May-October 2009:**
Focus on citywide sign program (to include signs that will occur in Old Town after Phase 1)
Decisions/input needed from BAR regarding Phase 1 Signs (Concept)

Pedestrian mini-kiosk:
1. Postpone decision to fall 2009 pending outcome of summer trial of the A-frame program?
2. Of the options (to be described), which is current preference?

Parking signs
1. Parking zones -- yes or no -- or yes, but develop alternate zone names.
2. Illumination - Sasaki has recommended that Parking Lot/Garage ID signs be illuminated. What is BAR’s preference?
3. Input regarding sign size
4. Input regarding sign colors

Large Kiosks
1. Sasaki recommends that these be illuminated. BAR’s preference?
Complete Sign Family Lineup (highlighting signs proposed for phase 1 implementation)

- Parking directionals
- Large kiosks
- Ped. Pointers & Mini Kiosks
Sign types proposed for inclusion in a Phase 1 implementation with a focus on Old Town Pedestrian & Parking signs:

<table>
<thead>
<tr>
<th>Sign Type</th>
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<tbody>
<tr>
<td>PK.1 Parking Identity: Structure</td>
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<tr>
<td>PK.2 Parking Identity: Surface lot</td>
</tr>
<tr>
<td>PK.3b Parking Trailblazer: small vertical</td>
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<tr>
<td>PK.3a Parking Trailblazer: large horizontal</td>
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<tr>
<td>PD.1 Pedestrian Directional: pointer</td>
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<tr>
<td>PD.2 Pedestrian Directional: mini kiosk</td>
</tr>
<tr>
<td>IK.1 Visitor Kiosk (freestanding)</td>
</tr>
<tr>
<td>IK.2 Visitor Kiosk (wall mounted)</td>
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</tbody>
</table>
Colors - under development:
Sasaki recommends that each Old Town parking zone be assigned a color for easy identification. Parking directional signs would reflect each zone’s corresponding color.
Colors - under development:
Sasaki recommends that parking lot identification signs would all feature the same color used for the Old Town district header (still under review). The parking zone would then be featured in a colored bar corresponding to the zone’s assigned color for easy identification.
Pedestrian "Pointer" Directionals

- Carlyle: 15 min walk
- King Street: 20 min walk to Waterfront
- Old Town: 2 min walk to King Street, 20 min walk to King Street Metro
- Waterfront

PD.1 Pedestrian Directional Pointer
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"
Pedestrian | Visitor Information Kiosk

Detail

Conceptual Sketches - 3D study

Visitor Information Kiosk

Detail

Conceptual Sketches - 3D study

Visitor Information Kiosk

Detail

Conceptual Sketches - 3D study

Visitor Information Kiosk

Detail

Conceptual Sketches - 3D study

Visitor Information Kiosk
Pedestrian Wall Mounted Kiosk
Pedestrian

"Mini Kiosk"
Mini-Kiosk

Content Studies

Programming Options

OPTION A
List businesses by name
Located 2 per intersection

OPTION B
List business categories
Located 2 per intersection

OPTION C
Generic amenities listed (not businesses)
Businesses listed on A-frames
Mini-kiosks located every few blocks, related to location of historic attractions

The following series of slides will illustrate how each option would look based on low, moderate and high sign message content at three locations: Peyton, Fairfax and Royal Streets.
Option A

- Lists businesses by name
- Mini-kiosks are located at every intersection (opposite corners)
Mini-Kiosk Content Studies - OPTION A

Peyton Street
( Low content example)

Option A
(businesses by name)
Mini-Kiosk Content Studies - OPTION A

Fairfax Street
(Moderate content example)

Option A
(businesses by name)
Mini-Kiosk Content Studies - OPTION A

Royal Street
( High content example)

Option A
(businesses by name)
Mini-Kiosk Content Studies - OPTION B

Option B

- Lists businesses by category

- Mini-kiosks are located at every intersection (opposite corners)
Mini-Kiosk Content Studies - OPTION B

Peyton Street (Low content example)

Option B (businesses by category)
Mini-Kiosk Content Studies - OPTION B

Fairfax Street
(Moderate content example)

Option B
(businesses by category)
Mini-Kiosk Content Studies - OPTION B

Royal Street
( High content example)

Option B
(businesses by category)
Option C

- Businesses are listed on separate A-frame sign

- Mini-Kiosks are located at wider intervals based on destinations
Current A-frame pilot program extended to November

Point of reference
Mini-Kiosk Content Studies - OPTION C

Peyton Street
(Low content example)

Option C
(business by icon only)
Mini-Kiosk Content Studies - OPTION C

Fairfax Street (Moderate content example)

Option C (business by icon only)
Mini-Kiosk Content Studies - OPTION C

Royal Street
( High content example)

Option C
(business by icon only)
Mini-Kiosk Content Studies - OPTION C

Option C -- Proposed location of Mini-kiosks showing concentration of visitor destinations
Implementation

Clutter Removal

To be removed/replaced:
- thistle directionals
- blue "x blocks to waterfront" pedestrian signs
- Shops, more shops
- parking directionals
- King Street banners currently affixed to Gadsby lamp poles

The Wayfinding program would replace these signs as follows:
- parking signs: replaced 1-for-1 (when the consultant team completes analysis, they may determine that some signs are unnecessary or missing)
- blue “x blocks” signs and “more shops” signs: replaced by the mini kiosks
- thistle signs: replaced by vehicular directionals to be located in advance of the turn instead of at the corner or past the turn and consolidated with other directional information

Regulatory signs:
- the Wayfinding program does not have purview over regulatory signs, but staff will take the opportunity to coordinate with T&ES and the consultant to review whether some efficiencies can be achieved with regards to existing regulatory signage.
Implementation

Signs that will be implemented citywide in later phases as funding becomes available

- Vehicular Directionals
- Destination ID Signs (Civic, Park, Historic Attraction)
- Heritage-Interpretive
- Bicycle trails
- City Gateways and District Gateways
- Neighborhood signs
Later Phases

City Gateways

- not included in Phase 1
- still being refined by the consultant based on input received from the BAR and City Working group
- Staff would like input from the BAR on the most recent refinements to the design shown on the final pages of this packet
Previously proposed seal design for gateways

Photo Montage - Stone Base

Photo Montage - Metal Base
Gateways:
Ship Emblem Study

Shown at February 18 work session
Concept exploration since February 18 work session

Gateway Studies
Gateway Studies  
Concept exploration since February 18 work session
Gateway Studies

Concept exploration since February 18 work session