The purpose of tonight’s work session:

1. Citywide Wayfinding program review
   - What is Wayfinding? Why does Alexandria need it?
   - Objectives: function, character and design
   - Overall sign system

2. Review the sign types and general locations in the proposed Phase 1 sign program (BAR will review specific sign locations in implementation phase)
   - Issue: Pedestrian signage for businesses off main corridors

3. Review the sign types and locations in the historic districts at full build out
   - Issue: Size and general location of vehicular signs in historic districts (BAR will review specific sign locations in implementation phase)
   - Issue: gateway designs
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*?
<table>
<thead>
<tr>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Function</td>
</tr>
</tbody>
</table>

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

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

Direct to and identify parking in Old Town

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

Serve as a catalyst for economic development (recommended by the Economic Sustainability Task Force)

Reduce visual clutter and increase consistency by replacing multiple sign efforts with one coordinated streamlined system
Objectives

Character and Design

*Establish an overall identity compatible with the City's historic character while highlighting individual District identities as well...*

Design should:

- Be based on a versatile palette which can be applied throughout the City
- Have interchangeable elements to relate to specific districts (color/pattern/icon/etc.)
- Utilize clear & legible text and arrows
- Sophisticated, flexible color palette, not too "muddy", with potential for selective pops of brighter color & contrast
- Relief and patterning, using architectural inspiration which lends authenticity
- An authentic, timeless look...

"Rich history with contemporary flair"
Complete Sign Family Lineup (highlighting signs proposed for phase 1 implementation)
Sign types proposed for inclusion in a Phase 1 implementation with a focus on Old Town Pedestrian & Parking signs:

<table>
<thead>
<tr>
<th>Sign</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM.1</td>
<td>Commercial District: Gateway</td>
</tr>
<tr>
<td></td>
<td>District identity sign (e.g., Carlyle, Del Ray, Ariandria)</td>
</tr>
<tr>
<td></td>
<td>non-illuminated</td>
</tr>
<tr>
<td>PK.1</td>
<td>Parking Identity: Structure</td>
</tr>
<tr>
<td></td>
<td>Parking lot identity, mounted to building façade internally illuminated</td>
</tr>
<tr>
<td>PK.2</td>
<td>Parking Identity: Surface lot</td>
</tr>
<tr>
<td></td>
<td>Parking lot identity, freestanding for surface lot</td>
</tr>
<tr>
<td>PK.3b</td>
<td>Parking Trailblazer: small vertical</td>
</tr>
<tr>
<td></td>
<td>Panel attached to lightpoles</td>
</tr>
<tr>
<td>PK.3a</td>
<td>Parking Trailblazer: large horizontal</td>
</tr>
<tr>
<td></td>
<td>Panel attached to signal crossarms</td>
</tr>
<tr>
<td>PD.1</td>
<td>Pedestrian Directional: pointer</td>
</tr>
<tr>
<td>PD.2</td>
<td>Pedestrian Directional: mini kiosk</td>
</tr>
<tr>
<td></td>
<td>Pedestrian corridor orientation</td>
</tr>
<tr>
<td>IK.1</td>
<td>Visitor Kiosk (freestanding)</td>
</tr>
<tr>
<td></td>
<td>Pedestrian information display</td>
</tr>
<tr>
<td>IK.2</td>
<td>Visitor Kiosk (wall mounted)</td>
</tr>
<tr>
<td></td>
<td>Pedestrian information display</td>
</tr>
</tbody>
</table>

Design of this sign in under development and will be proposed as part of Phase 1 only if agreement can be reached prior to April 7.
Vehicular

Public Parking: Directionals
Vehicular Public Parking: Directionals
King Street Zones - delineation and naming strategy

Public Parking: Directionals

- Metro District
- Core District
- Washington St District
- Market Square
- Waterfront

OR

- Upper King
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
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

Illuminated

Metal Roof w/ Bonding Beam

Scale Down

Axes

CITY OF ALEXANDRIA WAYFINDING DESIGN

SASAKI
Pedestrian

"Mini Kiosk"
Mini Kiosk Concept
- 4-sided “box” affixed to existing poles with 3 usable/interchangeable panels
- provides pedestrians with a quick orientation of the immediate area

Primary Panel
“You are here” walking radius map, plus directionals to attractions/amenities (using symbols or generic terms). This panel would appear at least once on each kiosk

- Information/visitor amenities indicated by icons. Could also be listed generically (Boutiques, Restaurants, etc).
- Civic attractions listed by name
- Key destinations indicate walking distance in blocks/time
- Shops/Dining indicated by an accent color on the color coded map
- Walking-radius reinforces close proximity of destinations
- Landmark buildings are drawn in 3D for ease of recognition
Mini Kiosk: Panel Options

Additional Panel Options

- Large Map Panel: provides district- or city-wide orientation for reference.

- Interpretive Panel: provides heritage information and images specific to the location or the City as a whole.
Retail Panel
A fourth panel option - a retail panel - is also being considered. This panel would list specific businesses located on side streets by name.

Issues to consider:
- Provides enhanced visibility to individual business on side streets
- Reinforces information provided on large kiosk maps and paper visitor guides
- Addresses the need for A-frames and resulting clutter
- Less/more effective than current temporary A-frame program?
- In order to be applied equitably, requires a mini-kiosk at two opposite corners of every intersection - cost, clutter
- Requires significant administration...could be managed by a business improvement district
- Could be funded by businesses who pay to be featured on sign
- Requires regular updating as businesses come and go - annual review/replacement of panels?
- Legality of private businesses advertised in public right of way
- Need established rules for eligibility: minimum days/hours of operation, type of business, etc.
Pedestrian A-frame option

- **South Washington Street**
  - 35" x 28" identity zone

- 34 x 32 inches
  - Simple dyed print applied to substrate
  - 8.5x11 sign module
  - Qty 2 panels per A-frame
  - Recommended BLACK background
  - Panel thickness min. 1/8", max. 1/4"
After Phase 1

Additional sign types - later phases

Additional sign types that would be implemented in Old and Historic Alexandria and Parker-Gray Historic Districts in later phases:

• Vehicular Directional
• Destination ID - Historic Attraction, City Service, Park
• Bicycle
• City Gateway
1. Vehicular Directionals showing District Headers

Header designs to be reviewed with SAG & Community
1. Vehicular

Vehicular Directionals showing District Headers

Header designs to be reviewed with SAG & Community
Sasaki has reviewed the originally proposed size of the vehicular directional signs on King Street and made adjustments that will not reduce the visual clarity of the messages but will reduce the size of the overall sign on the street. The reduction in size works out to about 80% of the prior size with no decrease in actual message height.
Size reduction study

A

46.87 sq. ft
OLD LAYOUT

B

37.00 sq. ft
NEW LAYOUT
(20% smaller than A)

C

28.33 sq. ft
NEW LAYOUT
KING STREET ALTERNATE
(40% smaller than A)

Same text height, but overall sign size reduced

Text height is 3.5” instead of 4” standard used on most city streets

Reduction in surface area of largest vehicular directional sign
Vehicular Signs on King Street - Westbound (5)
Size and sign type would be chosen to best fit site context.
Destinations | Destination ID: Parks

Size and sign type would be chosen to best fit site context.
Destination ID: Historical Sites

Logo is a placeholder to be replaced by Alexandria Heritage trail logo.

Size and sign type would be chosen to best fit site context.
**Destinations**

**Destination ID: Historical Sites**

Stabler-Leadbeater Apothecary

Museum & Gift Shop

**HOURS**

Wednesday–Saturday: 11 am - 4 pm
Sunday: 1 pm - 4 pm

Closed Thanksgiving, Christmas

**HISTORY**

Stabler's first shop was at the corner of King and Fairfax Streets. He rented the current site, 107 S. Fairfax Street in 1795, and bought the property in 1805. By 1819, his oldest son William was working at the Apothecary Shop, and he eventually took over the business.
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
Bicycles | Bicycle Wayfinding

![Diagram of bicycle wayfinding signs]

**Bicycles**

**Bicycle Wayfinding**
Three options moving forward:

1. Refinement of the ship emblem as shown to improve legibility & enhance color
2. An iconographic image other than a ship in port
3. A signature emblem consisting of ornamented type with no image
Banners

Gateways & Corridors

- Large-scale banners enhance arterial corridors, contribute to placemaking & identity
- Allow for seasonal changeout
- Banners can mount to existing cobra head fixtures where applicable
- Banners can also extend a gateway expression
- Banner stanchions (left) build on gateway design
Banners | Commercial Areas

- Use banners to designate commercial areas beyond King Street - extend King Street experience
- Banner graphic can reinforce zones (Market Square, Waterfront, etc)
March
Stakeholder review (meeting date TBD)
BAR review (Potential dates: O&H March 18, P-G March 25)
Mockup review

April 1
BAR review (if needed)

April 7
Planning Commission review of Phase 1 designs

April 27
City Council decision on Phase 1 funding

April-June
Finalize design, begin sign guidelines manual

Early Fall
If funded, program will be ready for bid & phase 1 installation
Planning Commission review of full program

Installation phases
BAR will review specific locations of each sign to be installed