

CITY OF **ALEXANDRIA**

WAYFINDING PROGRAM

BAR Work Session

18 February 2009

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*

The Project Purpose

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



Objectives

Function

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

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"

Sign types proposed for inclusion in a Phase 1 implementation with a focus on Old Town Pedestrian & Parking signs:

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

Design of this sign is 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

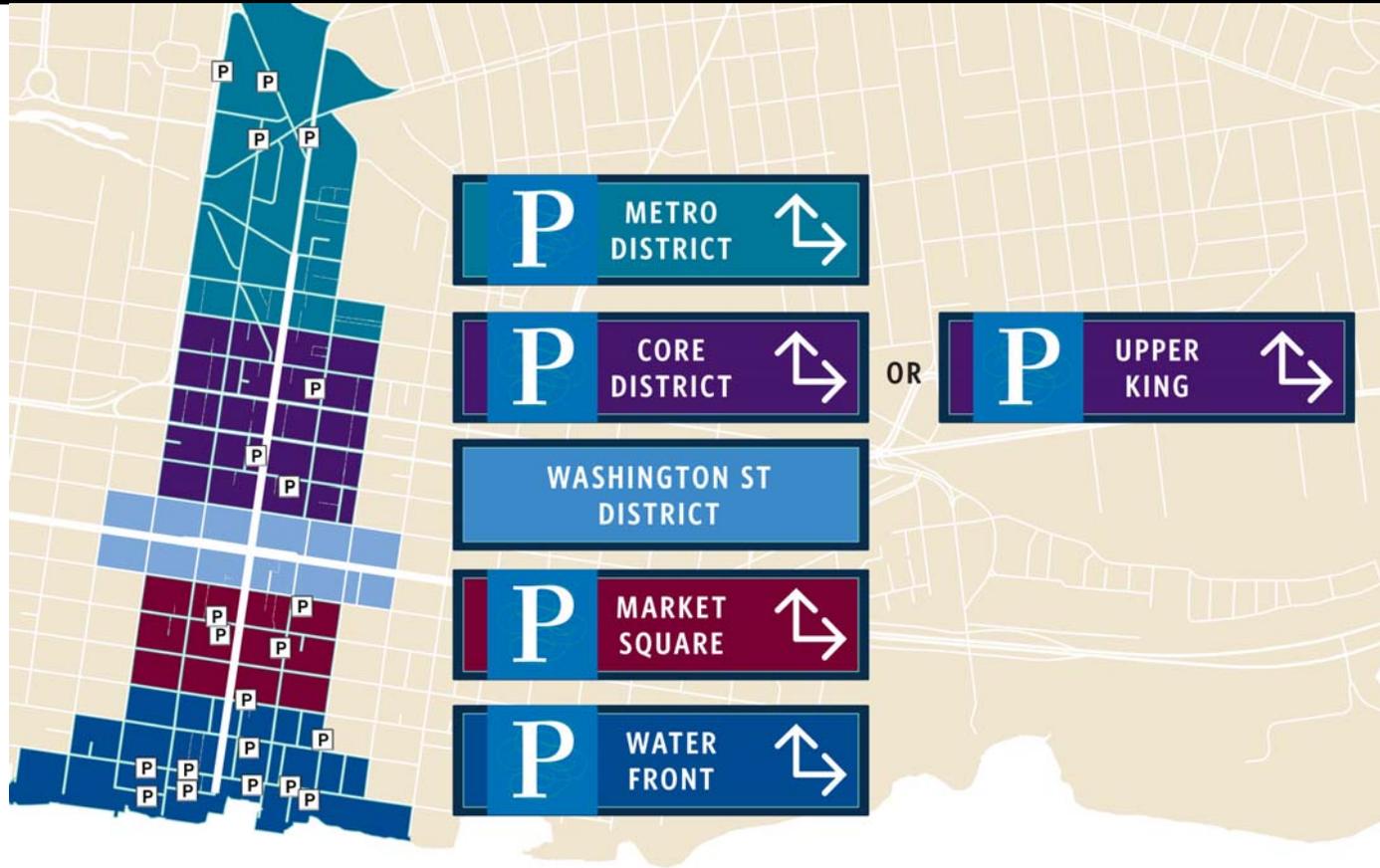


Vehicular | Public Parking: Identification

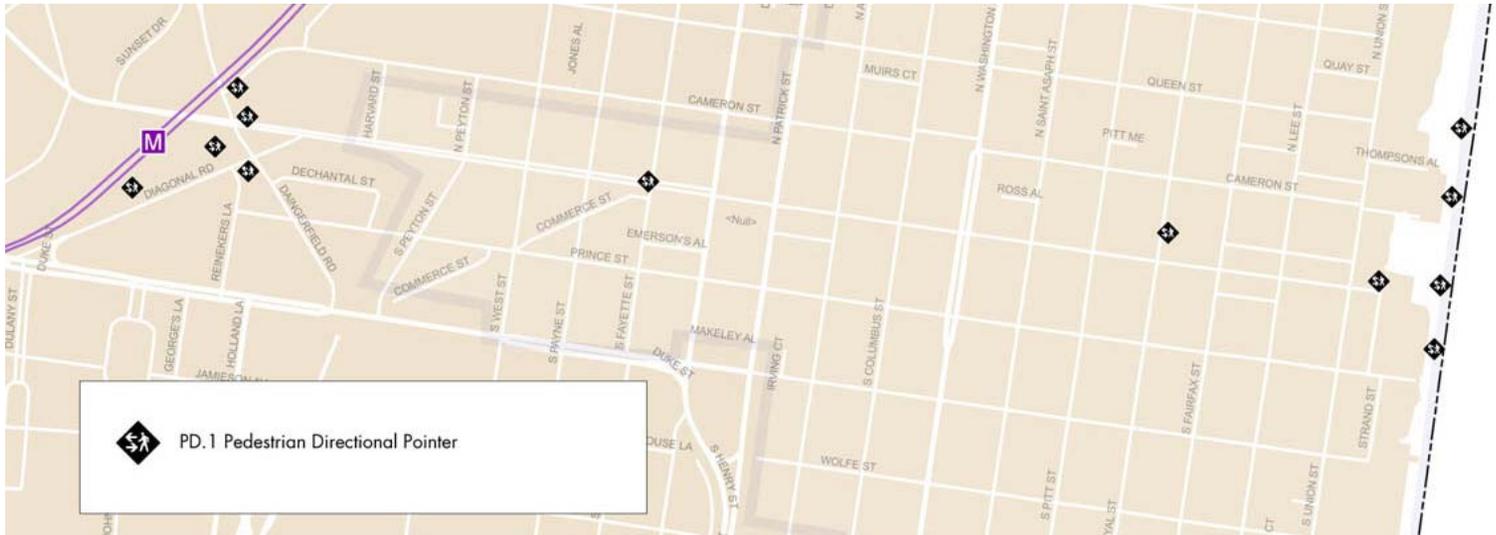
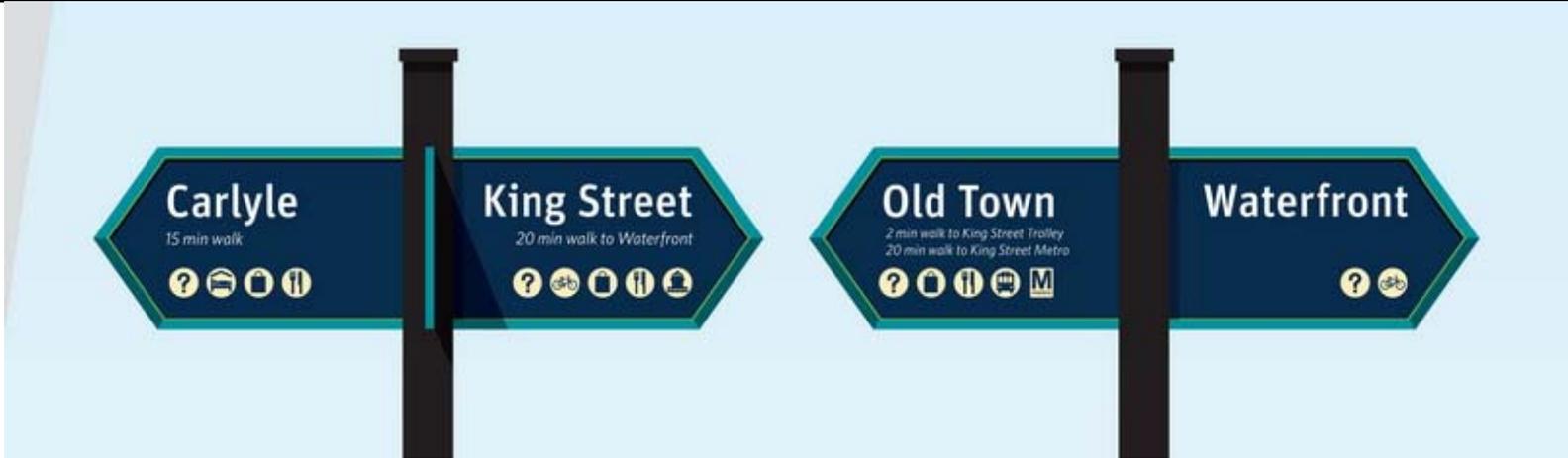


Vehicular Public Parking: Directionals

King Street Zones -
delineation and naming
strategy



Pedestrian | Pedestrian "Pointer" Directionals



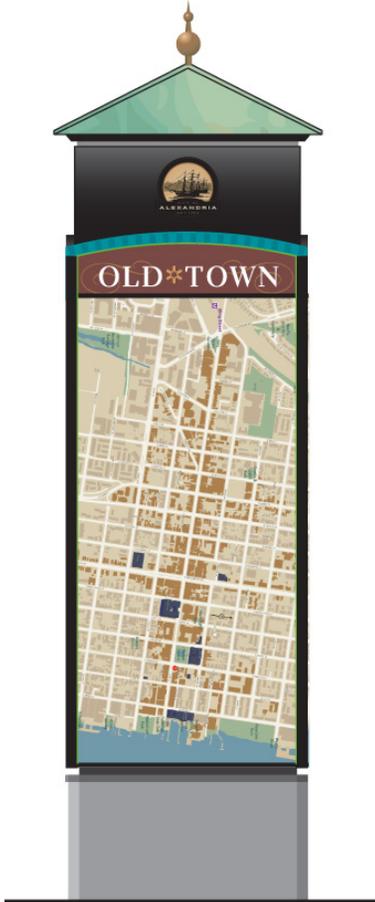
Pedestrian Pedestrian "Pointer" Directionals

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

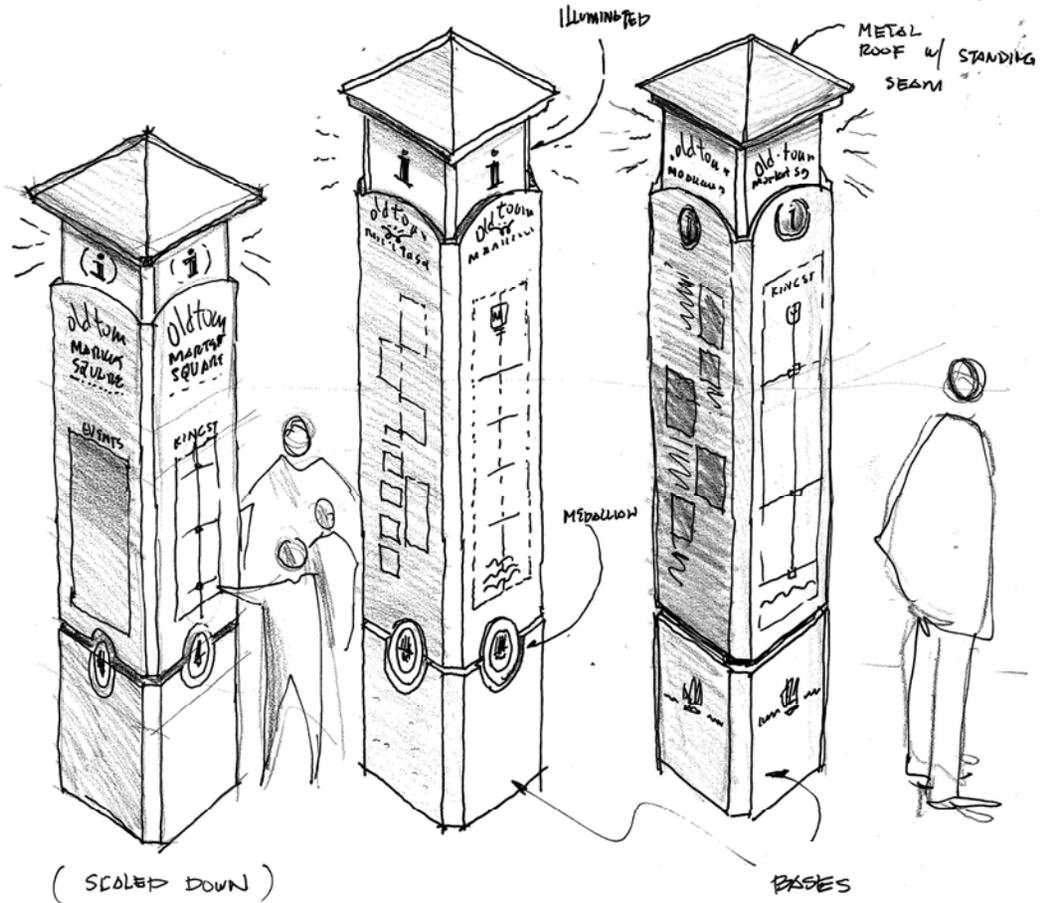


Pedestrian Visitor Information Kiosk

Detail



Conceptual Sketches - 3D study



Pedestrian "Mini Kiosk"



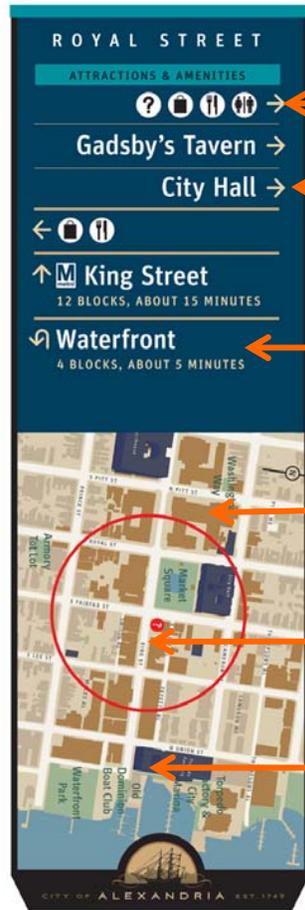
Pedestrian Mini Kiosk Concept - Primary Panel

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



Primary Panel

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

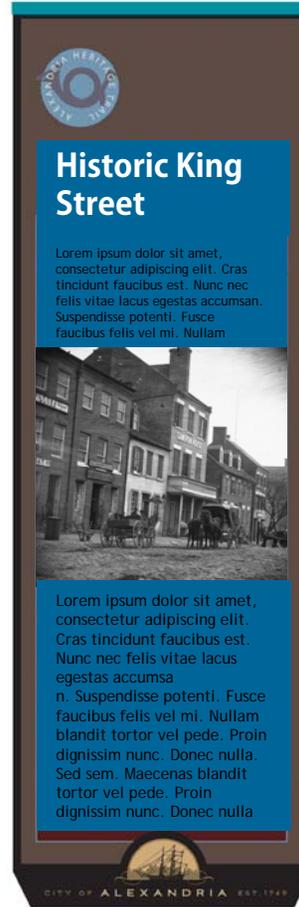
Pedestrian Mini Kiosk: Panel Options

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.



Large Map Panel



Interpretive Panel

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.

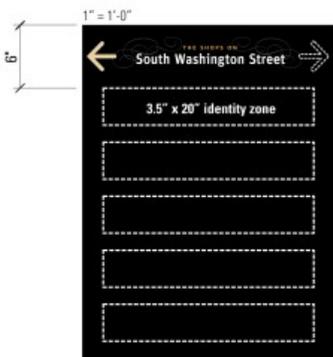


Retail Panel

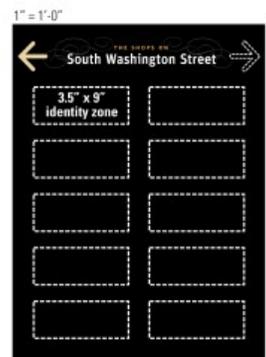
Pedestrian A-frame option



Shown:
NeoPlex Hardwood A-Frame
Model# ns-2400fo
24 x 32 inserts
or equal



24 x 32 insert
Single digital print applied to substrate
(5) listings module
Qty (2) panels per A-frame
Recommend BLACK background
Panel thickness min. 1/8", max. 1/4"



24 x 32 insert
Single digital print applied to substrate
(10) listings module
Qty (2) panels per A-frame
Recommend 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 | 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

Vehicular Size reduction study

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.

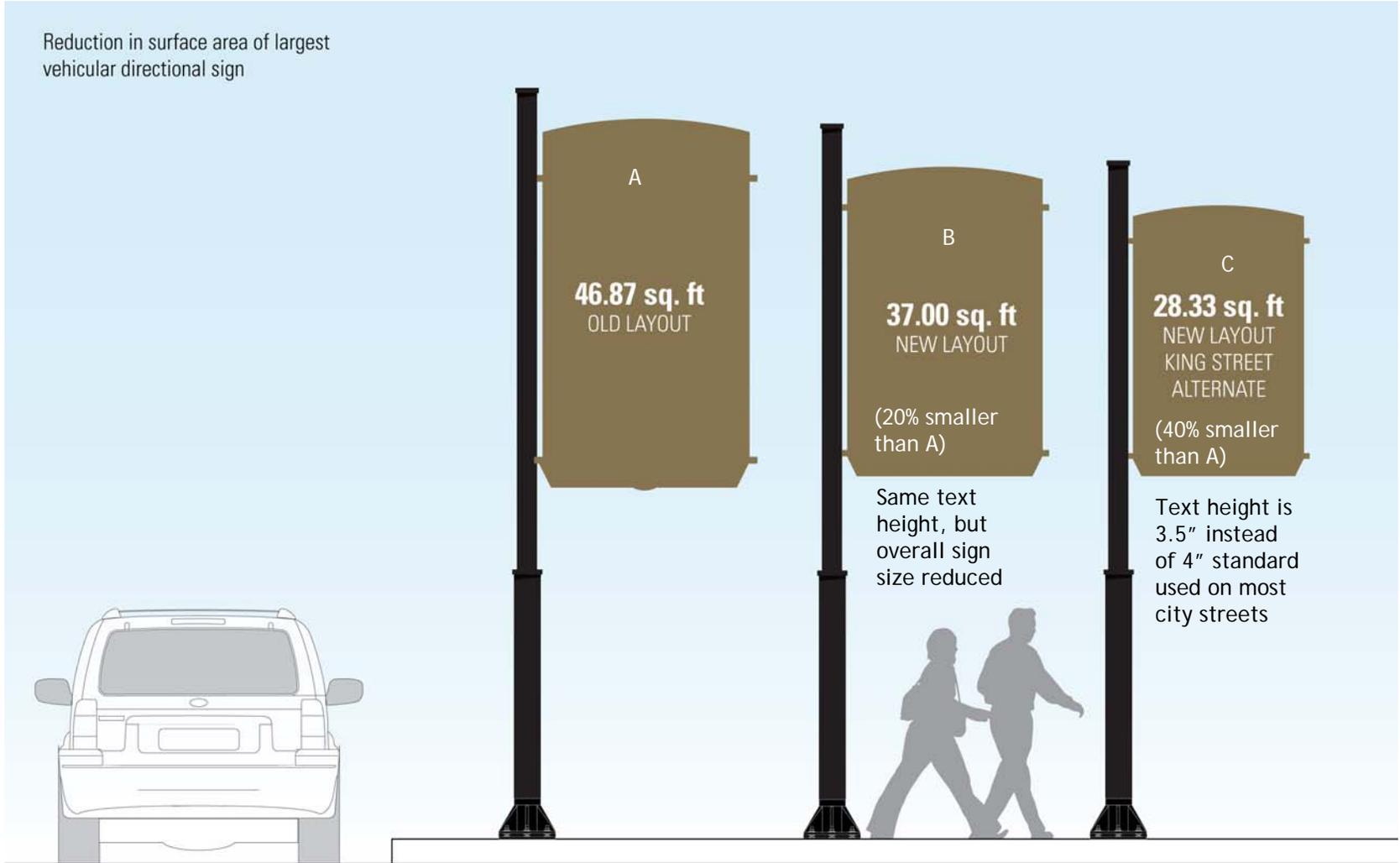
AFTER: 80% of the prior size,
no reduction in text height

BEFORE SIZE REVIEW and
REDUCTION



Vehicular Size reduction study

Reduction in surface area of largest vehicular directional sign



Vehicular | Vehicular Signs on King Street - Eastbound (4)



KING & WEST
EASTBOUND

KING & PATRICK (US-1)
EASTBOUND

KING & ALFRED
EASTBOUND

KING & WASHINGTON
EASTBOUND

Vehicular | Vehicular Signs on King Street - Westbound (5)



KING & WASHINGTON
WESTBOUND

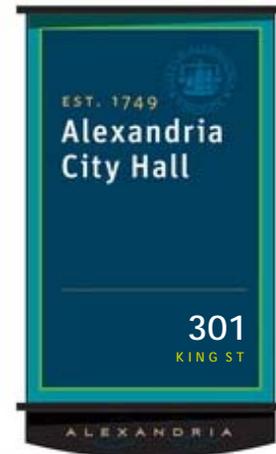
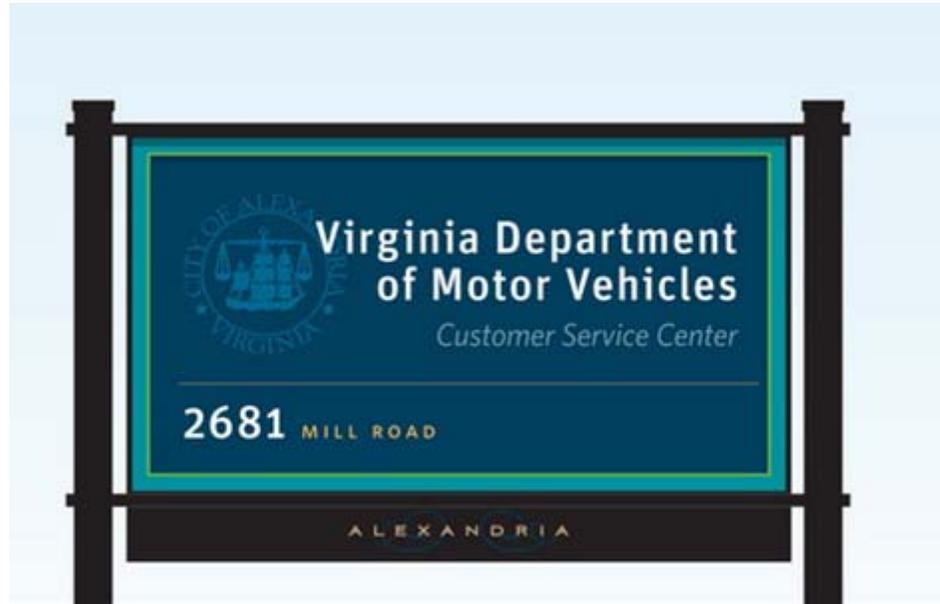
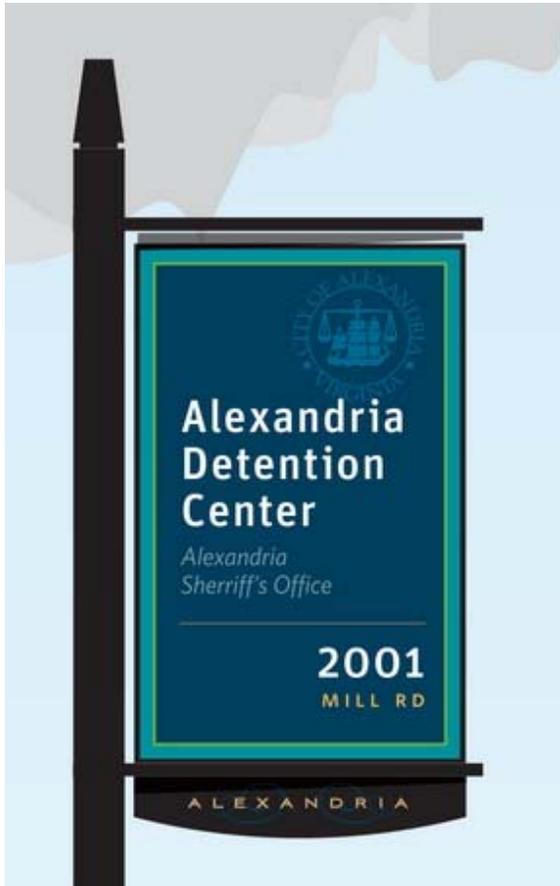
KING & ALFRED
WESTBOUND

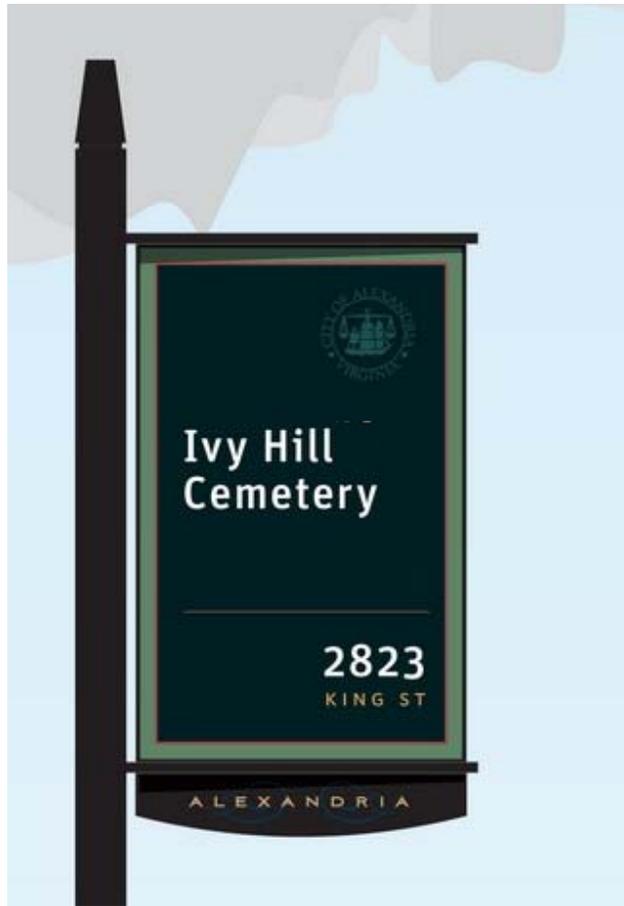
KING & PATRICK (US-1)
WESTBOUND

KING & WEST
WESTBOUND

KING @ DAINGERFIELD
WESTBOUND

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



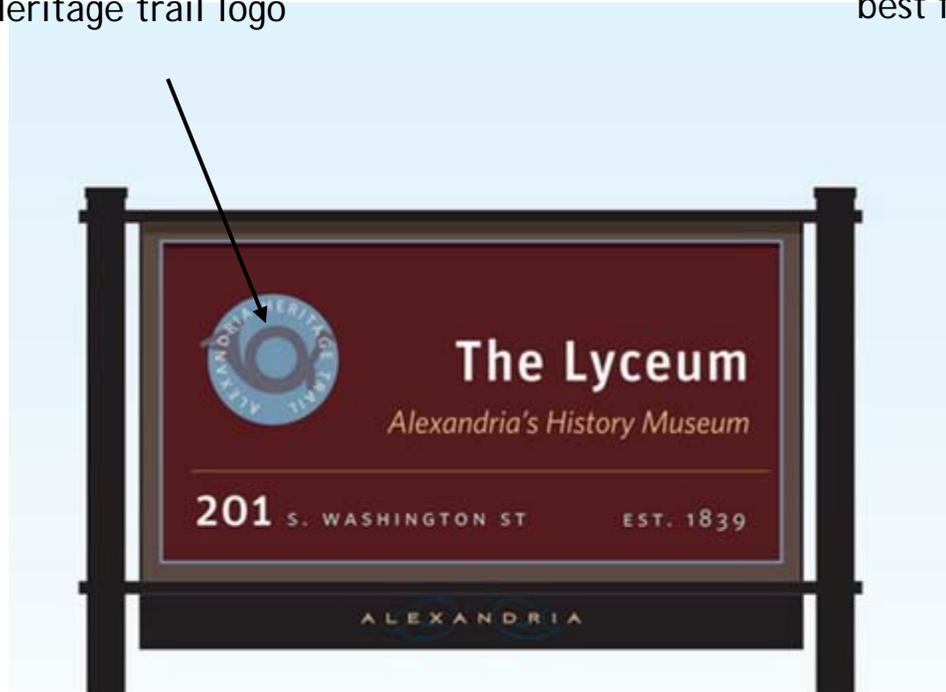
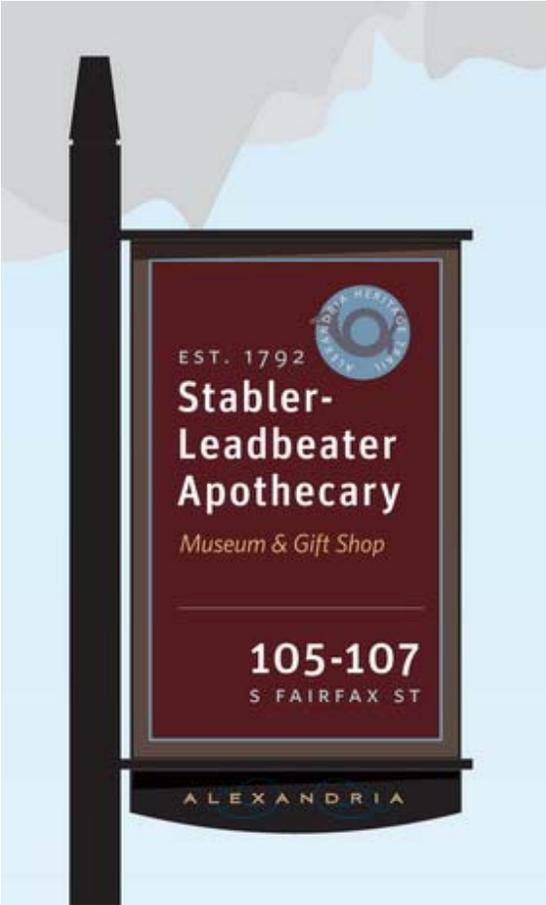


Size and sign type would be chosen to best fit site context



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

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





Interpretive | Alexandria Heritage Trail / Interpretive Program



Detail:
Wayside Exhibit Panel Studies
(horizontal format)

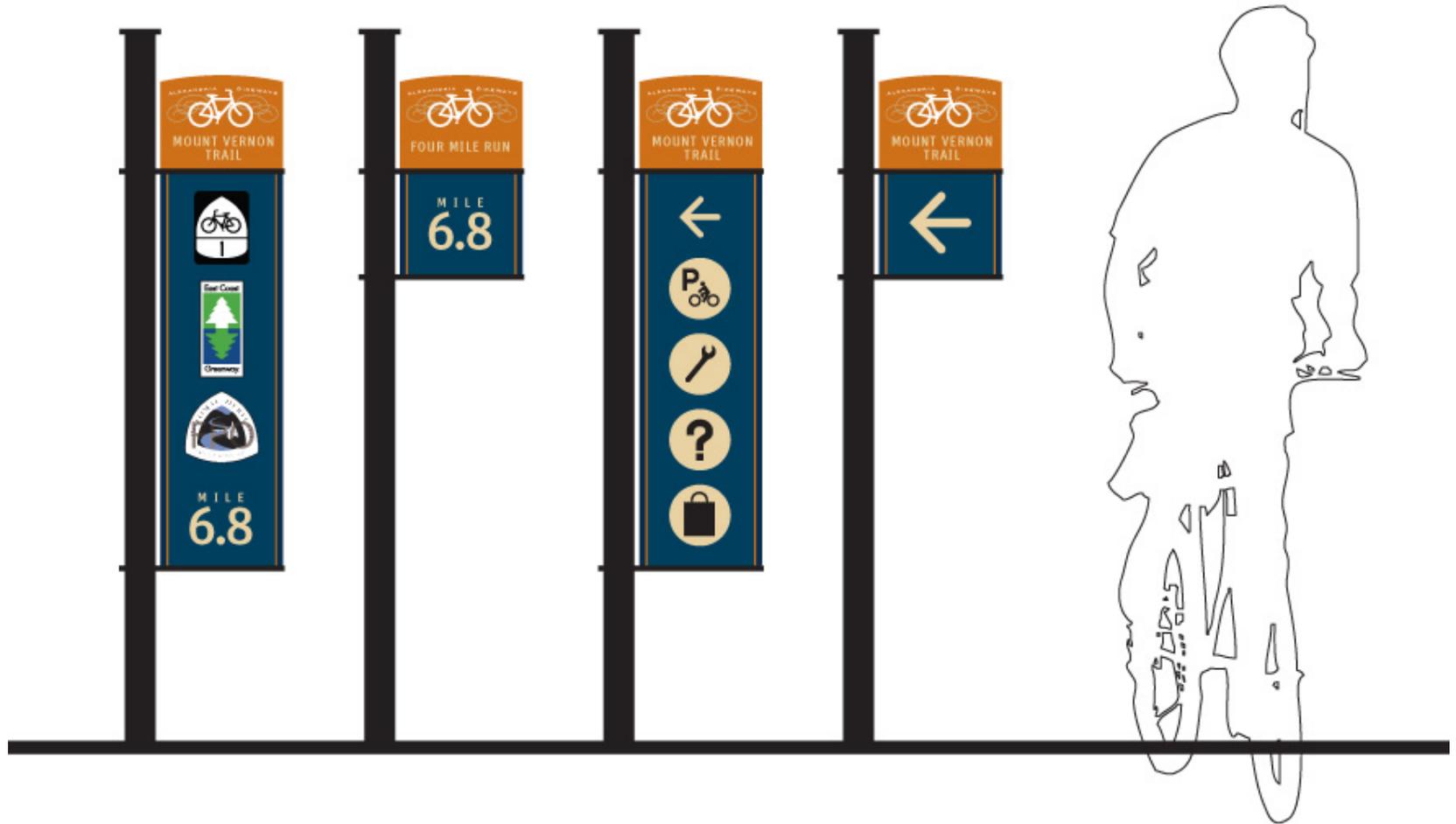
Detail:
Post-Mounted Exhibit Panel Studies
(vertical format)



Detail: Ground-Plane Plaque or
Trail Medallion



Bicycles | Bicycle Wayfinding



Gateways | City Gateway



Photo Montage - Stone Base

Gateways | City Gateway



Photo Montage - Metal Base / Banners





Previously proposed seal design
for gateways

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



- 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



- Use banners to designate commercial areas beyond King Street - extend King Street experience
- Banner graphic can reinforce zones (Market Square, Waterfront, etc)

Process

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

END