CITY OF ALEXANDRIA

WAYFINDING PROGRAM

Design Presentation
City Council Worksession

27 January 2009
The purpose of tonight’s work session:

1. Present the current design approved by the SAG and CWG, with a brief background on wayfinding objectives and the design process

2. Summarize input received at the January 5th community open house and January 6th Planning Commission/BAR worksession

3. Highlight issues for discussion and input
   - Gateway design
   - Signage for businesses off King Street
     - Solution within the wayfinding program
     - Temporary A-frame program
What exactly is a "wayfinding system"?

A coordinated system of sign elements that serves to identify, direct and inform visitors and residents.
The Project

Example of various elements within a Wayfinding System

Riverfront
Downtown
Capitol Park
Hotels
Welcome Center

Baton Rouge Downtown Visitor Amenity Plan | Baton Rouge, LA
Why does Alexandria need a wayfinding system?
Project Objectives
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serve as a <em>comprehensive</em> vehicular, pedestrian, and bicycle wayfinding system</td>
<td></td>
</tr>
<tr>
<td>Provide trailblazing to and from regional roadways, transit hubs, bike trails and attractions</td>
<td></td>
</tr>
<tr>
<td>Promote walking, biking, mass transit</td>
<td></td>
</tr>
<tr>
<td>Incorporate regional trails and historic sites, including the Alexandria Heritage Trail</td>
<td></td>
</tr>
<tr>
<td>Direct to and identify parking in Old Town</td>
<td></td>
</tr>
<tr>
<td>Develop a comprehensive strategy to improve wayfinding to visitor amenities such as shops, hotels, restaurants</td>
<td></td>
</tr>
</tbody>
</table>
Objectives: Character

Establish an overall identity compatible with the city’s historic character
Highlight individual District identities as well
Reduce clutter, increase consistency
Objectives

Accessibility

Comply with ADA

Utilize best practices for enhanced accessibility

Emphasize universal design - access for all
Objectives

- Cost effective design and implementation
- Changeable information on modular panels for easy updating
- Straightforward, industry standard fabrication techniques
- Shared components across multiple sign types
- Standard, readily available materials & parts
- Savvy phasing for maximum economic impact, production run pricing
Design Team Analysis
Summary of Key Findings

1. **Address Pedestrian information needs**
   An informed pedestrian is comfortable, confident, and ready to explore

2. **Streamline Vehicular wayfinding**
   Get visitors quickly to parking so they can start enjoying Alexandria on foot

3. **Address visitor & community needs**
   Community destinations are many and far reaching; vehicular signs should account for both groups in a unified design standard

4. **Define/direct to districts past Old Town**
   Identifiable districts give visitors more to explore; plus they make wayfinding easier by creating "bite-size" sections of the city
Stakeholder Input
City Working Group

Composed of representatives from

- Planning & Zoning
- Transportation and Environmental Services
- Recreation, Parks and Cultural Activities
- Office of Historic Alexandria
- General Services
- City Manager’s Office

Met regularly with design team to provide additional input
Stakeholder Advisory Group / Community

SAG composed of representatives from civic organizations, business associations, Alexandria Ped/Bike, National Park Service, ACVA, AEDP, Chamber of Commerce, WMATA, DASH and City commissions (Arts, ACPD, Aging and HARC)

February - SAG Meeting
April - SAG Meeting
May - Community/SAG Meeting
June - SAG/Community Collaborative Workshop
September - SAG Meeting
October - SAG and CWG online survey
November - SAG Meeting
December - SAG online survey
January - Community Open House
Input ... on districts:

Determined by SAG and community

Based on size, commercial concentration, visitor destination

Anticipates emerging districts
... on destinations:

**TIER A**  Destination of primary importance; direction throughout city via all access routes
Qty: 1  (Old Town Visitor Information)

**TIER B**  Major destination; advance strategic wayfinding provided
Qty: about 70

**TIER C**  Minor destination, or exclusively civic destination; wayfinding provided if "hard to find" (e.g. on a side street)
Qty: about 40

**TIER D**  Minor destination or exclusively civic destination; directional wayfinding not needed, but still may be identified on map or at site.
Qty: about 90
Input ... on design:

1. A versatile design palette which can be applied throughout the city

2. Interchangeable elements to relate to specific districts (color/pattern/icon/etc)

3. Clear & legible text and arrows

4. Sophisticated, flexible color palette, yet not too "muddy", with potential for selective pops of brighter color & contrast

5. Relief and patterning, using architectural inspiration which lends authenticity

6. An authentic, timeless look:

"Rich history with contemporary flair"
Design Solution
Sign Overview  Complete Sign Family Lineup
1. Vehicular Directionals
1. Vehicular Directionals
1. Vehicular Directionals
1. Vehicular  
Vehicular Directionals: District Headers

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

Vehicular Directionals: District Headers

- **Header designs to be reviewed with SAG & Community**

Plain header for use in areas outside of named districts
1. Vehicular

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

1. Vehicular

Public Parking: Directionals

- Metro District
- Core District
- Washington St District
- Market Square
- Waterfront
- Upper King
2. Bicycles

Bicycle Wayfinding
2. Bicycles | Bicycle Wayfinding

- Mount Vernon Trail
- Four Mile Run
- Mile 6.8
- Mile 6.8
- Shop
- Repair
- Park
- Arrow left
- Arrow left
3. Destinations

Destination ID: Community Services

Founders Park

499 South Union St
3. Destinations

Destination ID: Community Services
3. Destinations | Destination ID: Community Services

- Alexandria Detention Center
- Alexandria Sheriff's Office
- Virginia Department of Motor Vehicles
- Alexandria City Hall
3. Destinations  Destination ID: Parks

Ivy Hill Cemetery
2823 King St

Chinquapin Park Recreation Center
3210 King St
3. Destinations

Destination ID: Historical Sites

- Stabler-Leadbeater Apothecary
  - Est. 1792
  - Museum & Gift Shop
  - 105-107 S Fairfax St

- The Lyceum
  - Alexandria’s History Museum
  - 201 S. Washington St
  - Est. 1839
3. Destinations

Destination ID: Historical Sites

---

Stabler-Leadbeater Apothecary
Museum & Gift Shop

HOURS
Wednesday–Saturday
11 am - 4 pm
Sunday
1 pm - 4 pm
Closed Monday and November 23, 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 1796, 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.

---

Stabler-Leadbeater Apothecary
Museum & Gift Shop

HOURS
Wednesday–Saturday
11 am - 4 pm
Sunday
1 pm - 4 pm
Closed Monday and November 23, Thanksgiving, Christmas

---
4. 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
5. Neighborhoods

Neighborhood Identification Signs

- Sasaki will develop a basic framework and standards for size, location, text height, and materials to be consistent with the citywide wayfinding program, while still allowing individual neighborhoods to incorporate unique character within guidelines.
- Individual signs reviewed by the City for approval.
- Issues
  - neighborhood boundaries
  - administration

Comparable examples from Arlington County
6. Gateways

City Gateway

Photo Montage - Stone Base
6. Gateways | City Gateway
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
7. 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
7. 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)
8. Pedestrian  Pedestrian Wayfinding Components

Transit Hub
Public Parking
King St. Trolley

Map and take-away
Map and take-away
Take-away

Finding all destinations
Street corner orientation

Pedestrian Wayfinding Components

- Transit Hub
- Public Parking
- King St. Trolley

Map and take-away
Finding all destinations
Street corner orientation
8. Pedestrian

Visitor Information Kiosk
8. Pedestrian

Visitor Information Kiosk

Detail

Conceptual Sketches - 3D study
Located at confusing points of entry (King St. Metro, Water Taxi dock, etc) where it is helpful to "lead by the nose"
8. Pedestrian

Pedestrian "Pointer" Directionals

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

PD.1 Pedestrian Directional Pointer
8. 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
8. 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
Mini Kiosk: Retail Panel Option

8. Pedestrian

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.
Next Steps

February
Refinement and stakeholder followup

March
Mockup review

April 27
City Council decision on funding

March–June
Finalize design, document guideline manual

Late Summer/Early Fall
If funded, program will be ready for bid & phase 1 installation