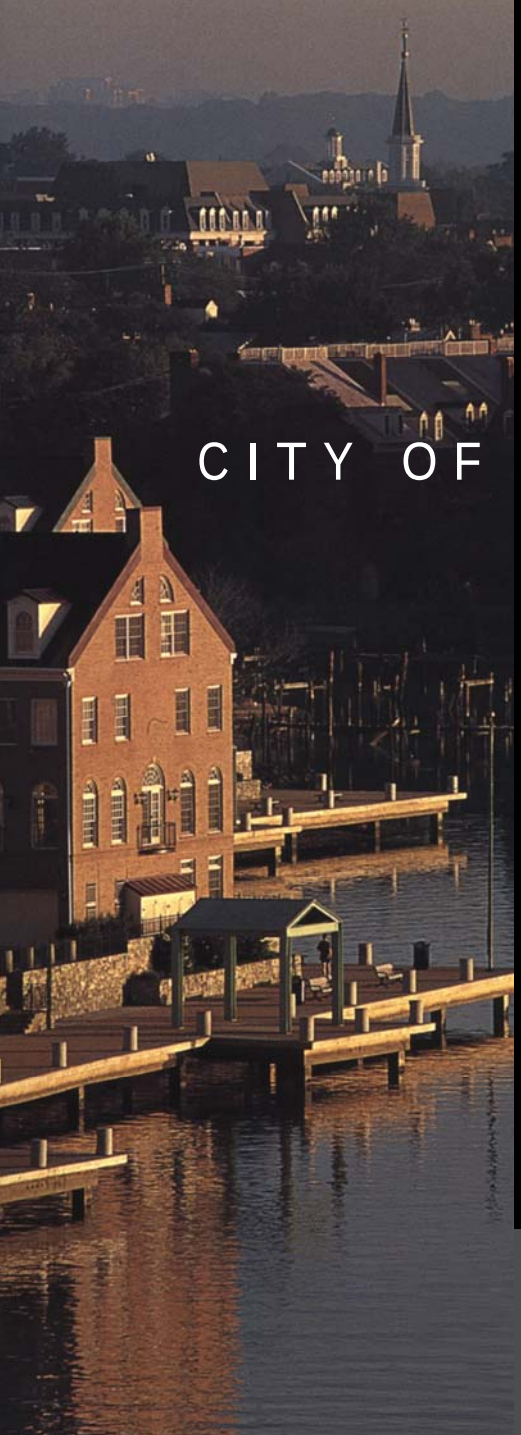


CITY OF

ALEXANDRIA

WAYFINDING PROGRAM

Design Presentation

Community Open House

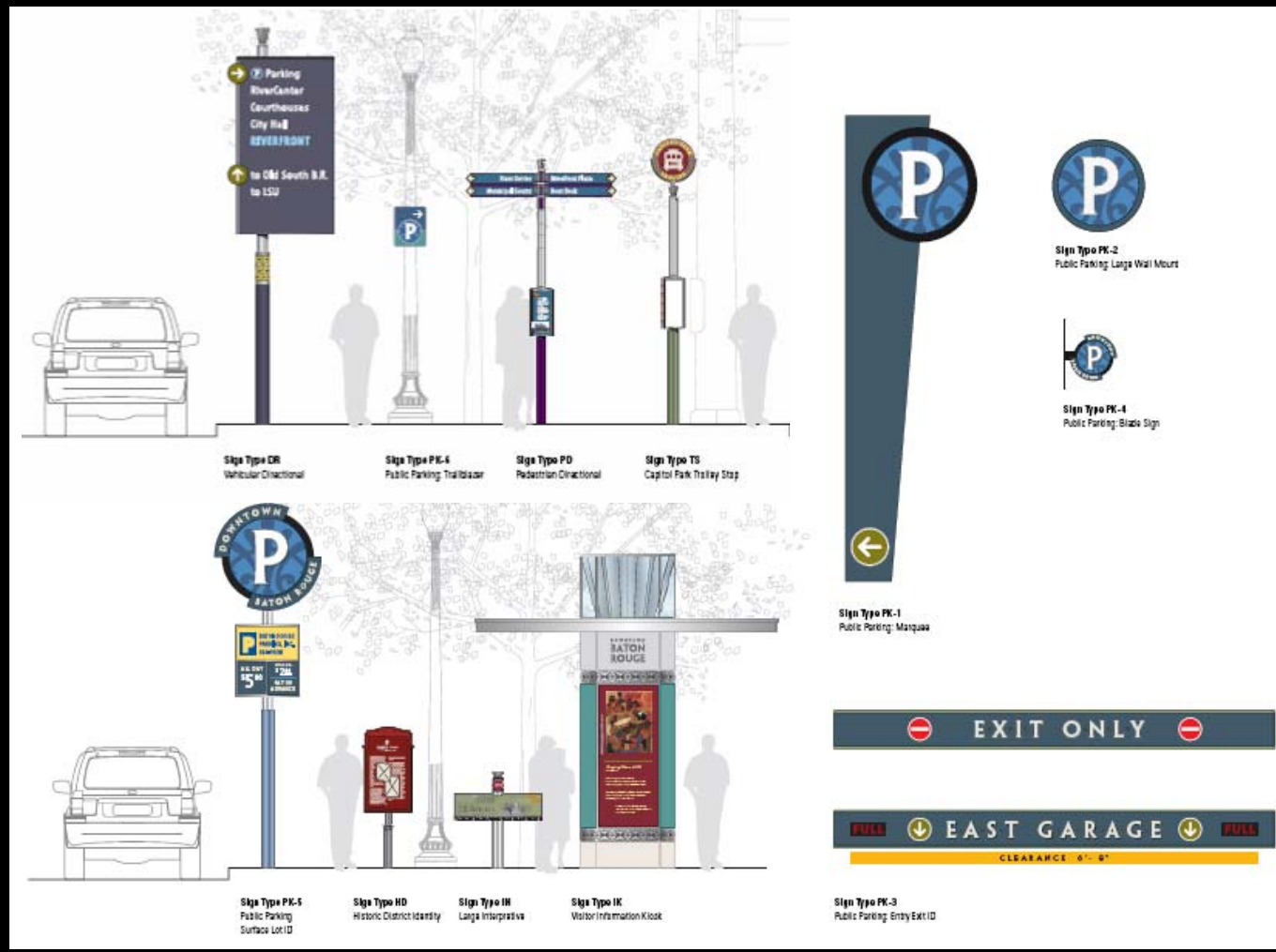
05 January 2009

SASAKI

What exactly is a "wayfinding system" ?

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

Example of various elements within a Wayfinding System



Baton Rouge Downtown Visitor Amenity Plan | Baton Rouge, LA

Why does Alexandria need a wayfinding system ?

Project Objectives

Objectives | Function

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

Direct to and identify parking in Old Town

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

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

Objectives | Character

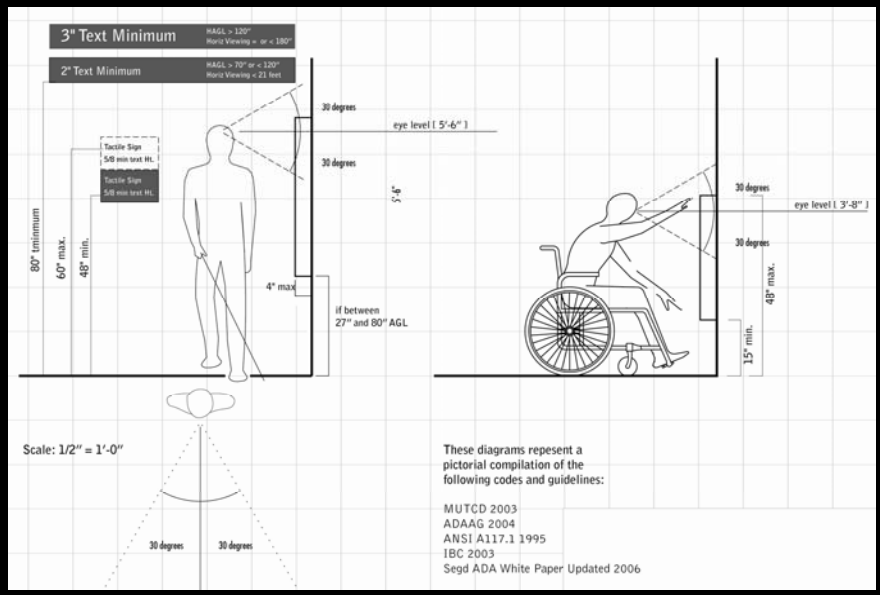
Establish an overall identity compatible with the city's historic character

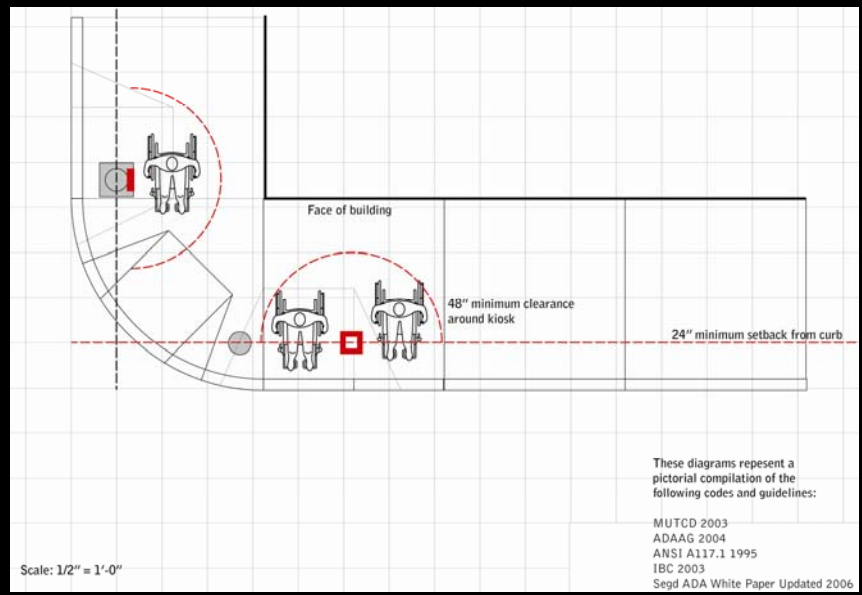
Highlight individual District identities as well

Reduce clutter, increase consistency

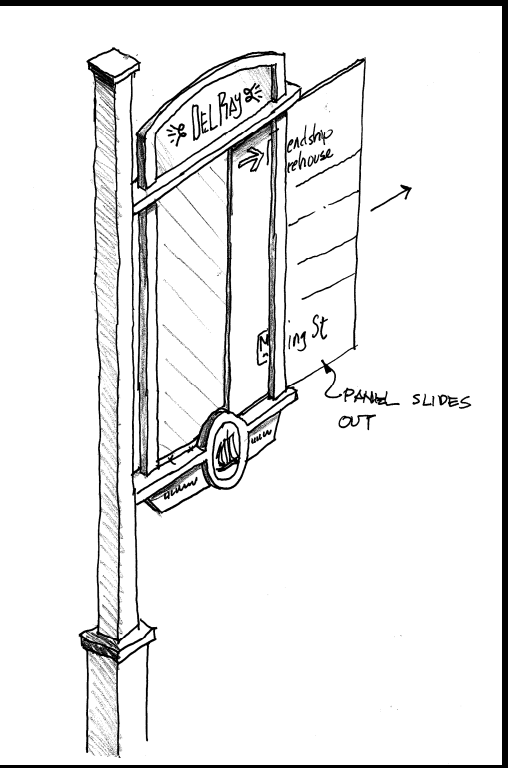
Comply with ADA

Utilize best practices for enhanced accessibility





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

1 Address Pedestrian information needs

An informed pedestrian is comfortable, confident, and ready to explore

There will be a HIERARCHY of wayfinding signs that guide visitors from the Interstate exits, through town, to parking, and from parking *through* the pedestrian experience

2 Streamline Vehicular wayfinding

Focus on the essentials: get visitors quickly to parking so they can start enjoying Alexandria on foot

Address visitor & community needs

Community destinations are many & 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**

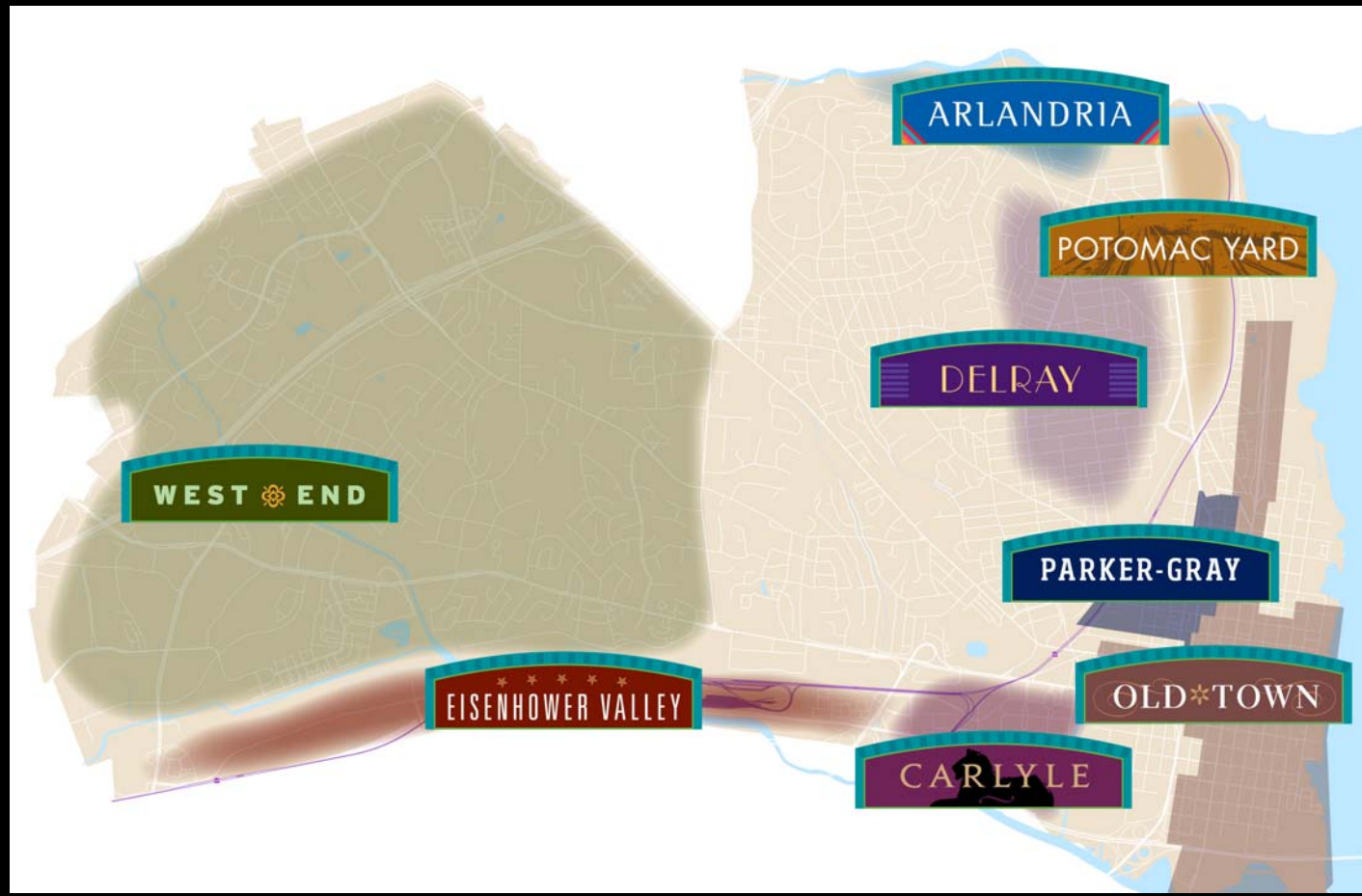
Met regularly with design team to provide additional input

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:



Input | ... on destinations:

TIER A — Destination of primary importance; direction throughout city via all access routes

TIER B — Major destination; advance strategic wayfinding provided

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

TIER D — Minor destination or exclusively civic destination; directional wayfinding not needed, but still may be identified on map or at site.

Input | ... on destinations:

TIER A

City Center
- Old Town Historic District

TIER B

TIER C

TIER D

Courthouses & Municipal Buildings
- Animal Shelter
- City Court
- City Hall
- Court House Square
- DMV
- Health Department
- Human Services
- Lee Center
- Office of Sheriff Detention Ctr
- Police Department
- Recycling Centers
- Senior Services
- U.S. Bankruptcy Court
- U.S. District Court

Colleges / Universities
- George Washington Grad School
- Northern Virginia CC
- Strayer University
- Virginia Tech Architecture Center
- Virginia Theological Seminary

Regional Commercial Centers
- Landmark Mall
- Potomac Yard

Hospitals
- Inova Alexandria Hospital

Transit Stations
- Amtrak/VRE
- Braddock Road Metro (DASH, Metro)
- Bradlee (DASH, Metro Bus)
- Eisenhower Ave Metro (DASH, Metro, REX)
- King & Washington (DASH, Metro Bus)
- King Street Metro (DASH, Metro, REX)
- Landmark Mall (DASH, Metro Bus, Fairfax Conn)
- Seminary Road & Kenmore Ave (DASH, Metro Bus)
- Southern Towers (DASH, Metro Bus)
- Van Dorn Street Metro (DASH, Metro, Fairfax Conn)
- Water Taxi

Parks, Pub.Squares & Rec Facilities
- Cameron Run Regional Park
- Charles Houston Park
- Chinquapin Park
- City Marina
- Dangerfield Island National Park
- Fort Ward
- Ivy Hills Cemetery
- Jones Point National Park
- King Street Garden Park
- Lee Center
- Market Square
- Waterfront
- All Other Parks

Theatre, Arts & Performing Arts
- The Athenaeum
- The Birchmere
- Del Ray Artisans
- Little Theatre
- Metro Stage
- Schlesinger Center
- Torpedo Factory Art Center

Input | ... on destinations:

TIER B

TIER C

TIER D

Museums / Historic Attractions
- African American Heritage Park
- Alexandria Archaeology Museum
- Alexandria Black History Museum
- Alexandria National Cemetery
- Alexandria Visitor Center
- Archives and Records Center
- The Athenaeum
- Carlyle House
- Christ Church
- Contrabands and Freedmen's Cemetery Memorial
- Fort Ward
- Freedom House
- Friendship Firehouse
- G.W. Masonic National Memorial
- Gadsby's Tavern Museum
- Jones Point Lighthouse
- Lee-Fendall House
- The Lyceum
- Old Presbyterian Meeting House
- Seaport Foundation
- Stabler-Leadbeater Apothecary
- Torpedo Factory
- U.S. Patent and Trademark Office Museum

Regional Destinations
- Mount Vernon Estate
- Reagan National Airport
- Washington DC

Major Trails & Trail Access Points
- Alexandria Heritage Trail
- Four Mile Run Trail
- Holmes Run Trail
- Mount Vernon Trail
- W & OD Trail

Libraries
- Barrett Library
- Beatley Library
- Burke Library
- Duncan Library

Schools
- Bishop Ireton
- Episcopal
- George Washington
- Hammond
- St. Stephens St. Agnes
- TC Williams High School
- All Other Schools

Public Arts Sites
- King/Fayette
- Canal Square

Input | ... on design:

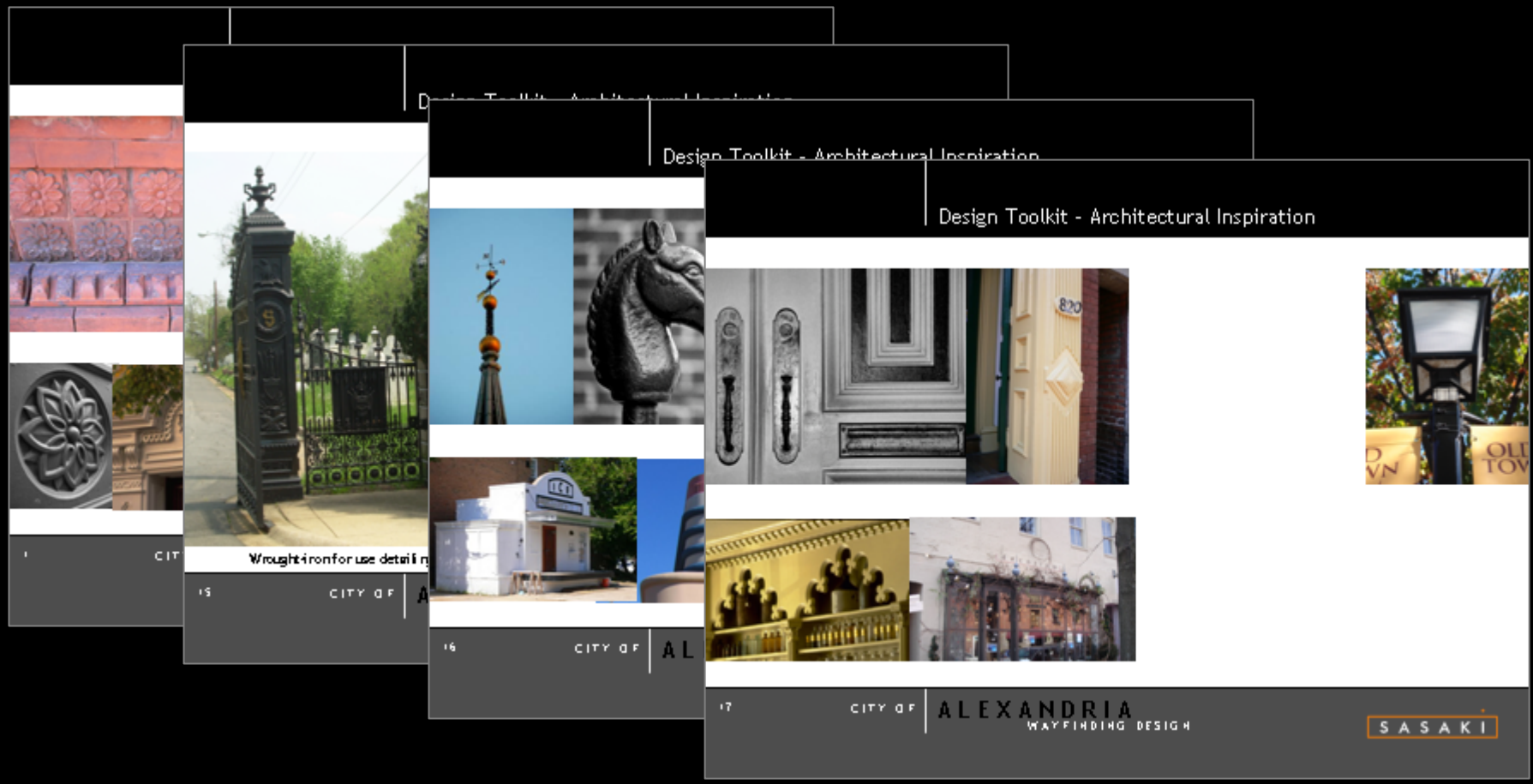
1. A versatile design palette which can be applied throughout the city
2. Interchangeable elements to relate to specific districts (color/pattern/icon/etc)
3. Clear & legible text and arrows
4. Sophisticated, flexible color palette, yet not too "muddy", with potential for selective pops of brighter color & contrast
5. Relief and patterning, using architectural inspiration which lends authenticity
6. An authentic, timeless look:

"Rich history with contemporary flair"

Design Character

Design Toolkit – Form / Color / Style

Design Toolkit – Architectural Inspiration



Design Toolkit - Historical Reference
Design Toolkit - Historical Reference
ALEXANDRIA COUNTY
MONTGOMERY
ALEXANDRIA
CITY OF ALEXANDRIA
WAYFINDING DESIGN
SASAKI

Design Toolkit – Color Inspiration

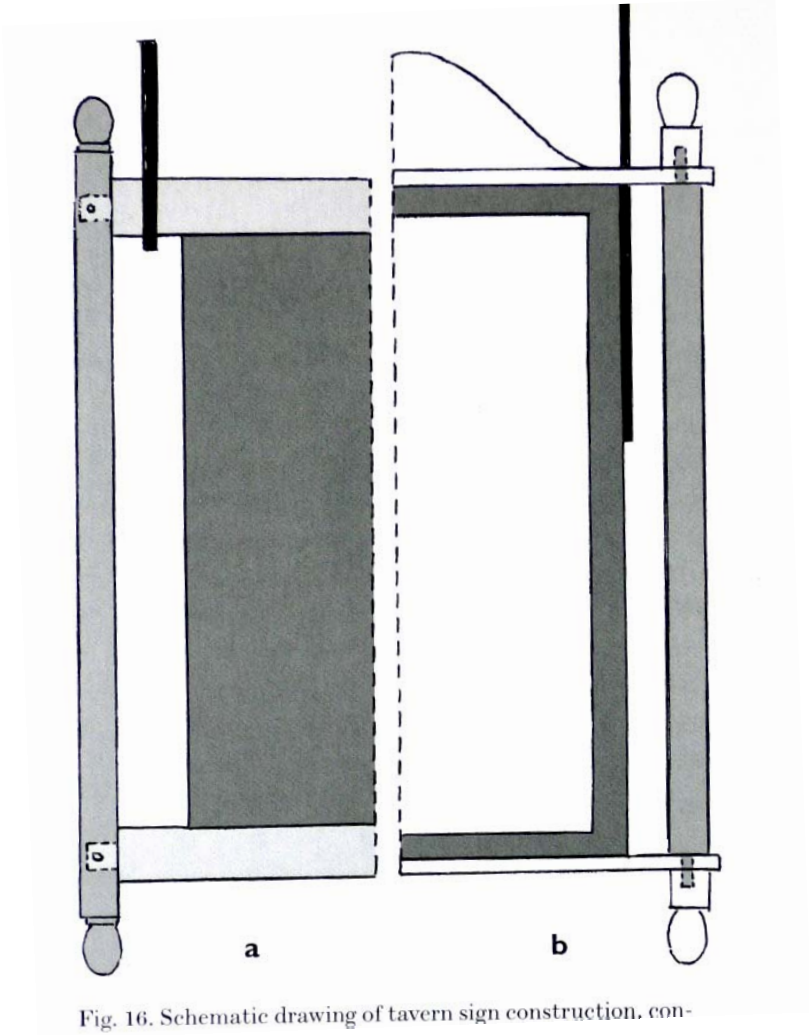


Fig. 16. Schematic drawing of tavern sign construction, con-

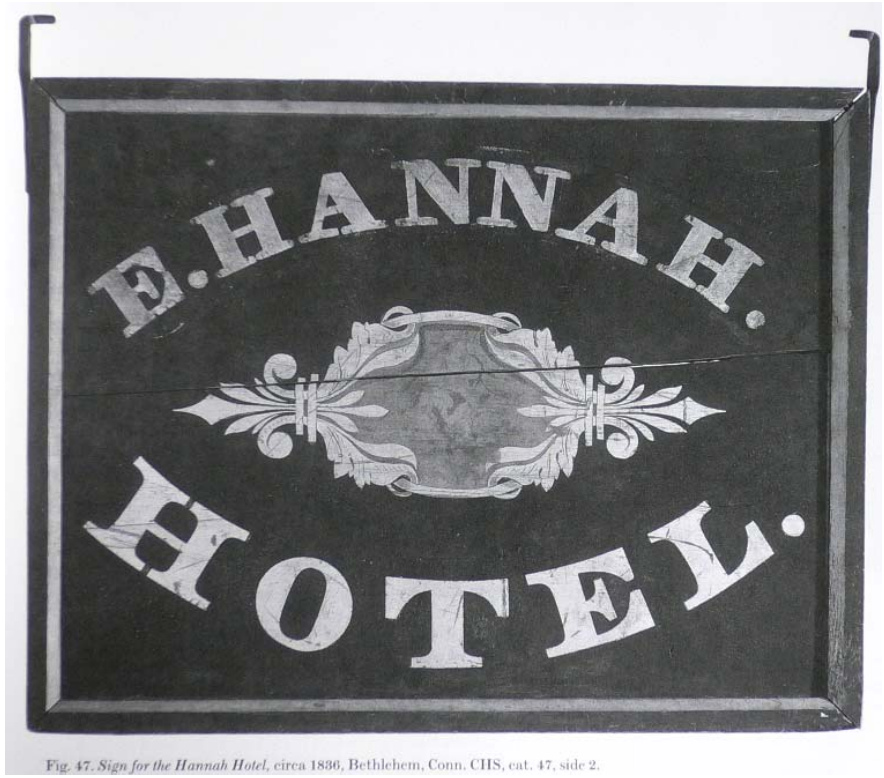
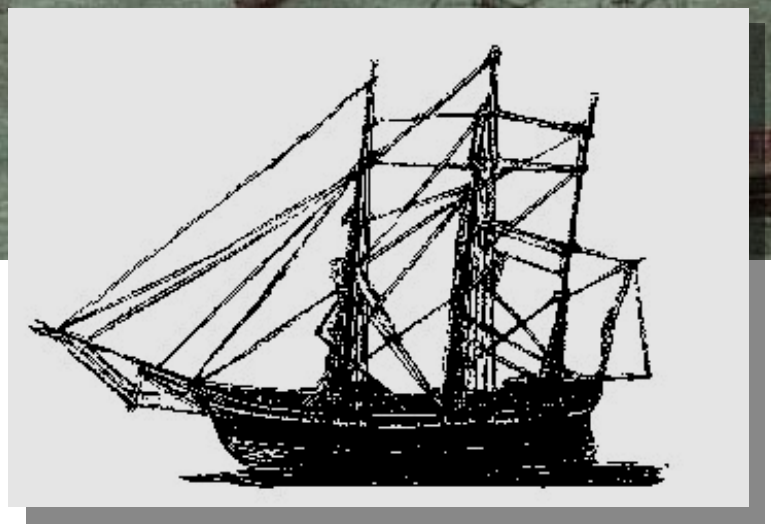


Fig. 47. *Sign for the Hannah Hotel*, circa 1836, Bethlehem, Conn. CHS, cat. 47, side 2.

Authenticity: The ship-in-port as a unique regional identifier



Left: Typical 18th century sailing vessel
Above: 1864 Bird's Eye view of Alexandria Waterfront

Design Solution

Seal design for gateways

Sign "footer" reinforces character

Proposed sign types fall into **six key categories:**

1. **Gateways (city & district)**
2. **Vehicular**
3. **Pedestrian**
4. **Bicycle**
5. **Destinations**
6. **Interpretive/Historic**

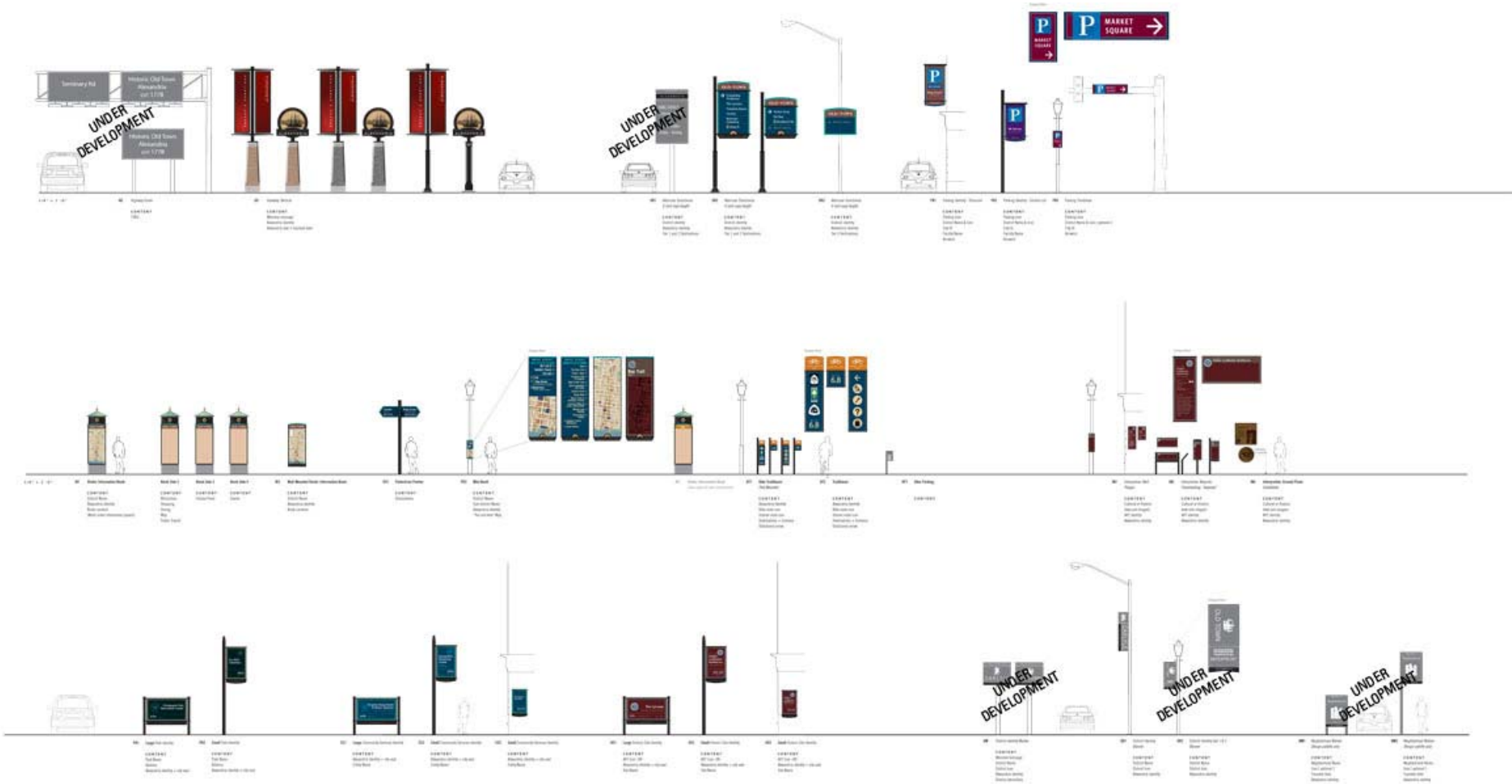
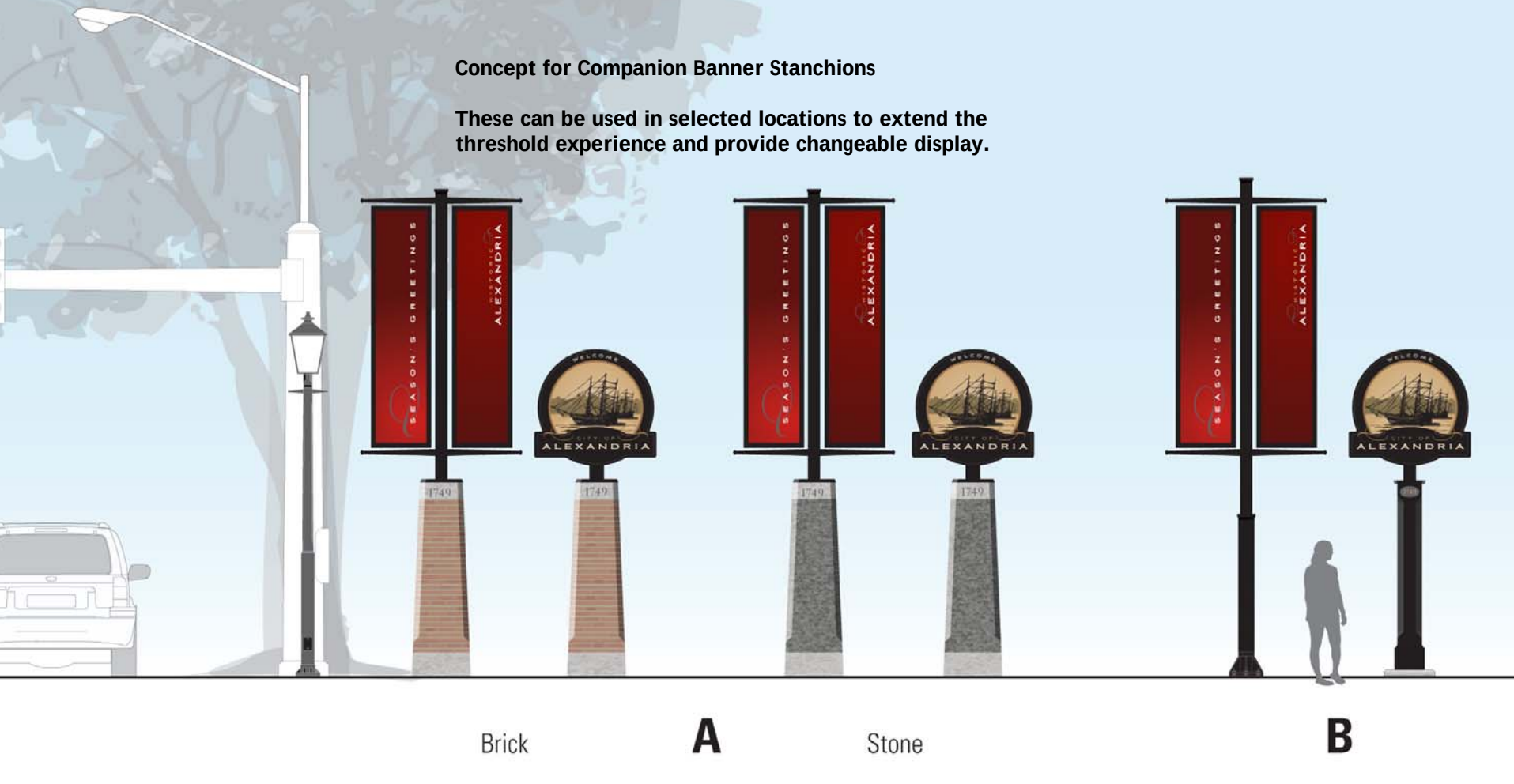

UNDER DEVELOPMENT
UNDER DEVELOPMENT
MARKET SQUARE
UNDER DEVELOPMENT
UNDER DEVELOPMENT
UNDER DEVELOPMENT

Photo Montage - Stone Base

Photo Montage - Metal Base / Banners

Concept for Companion Banner Stanchions

These can be used in selected locations to extend the threshold experience and provide changeable display.

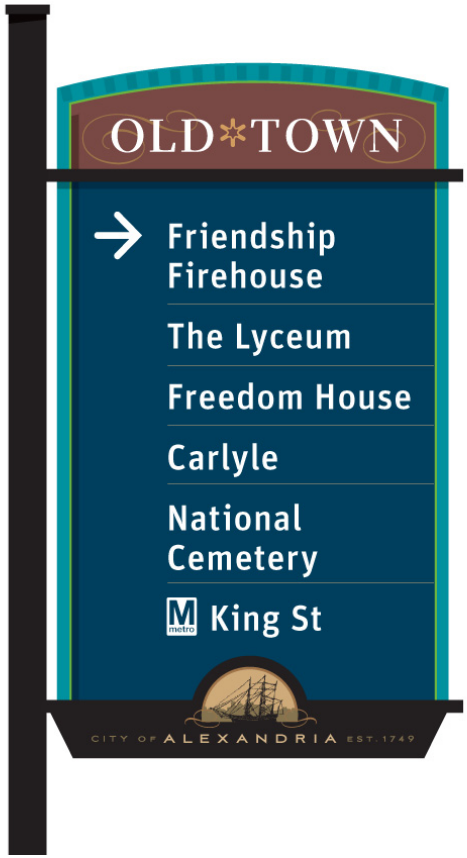


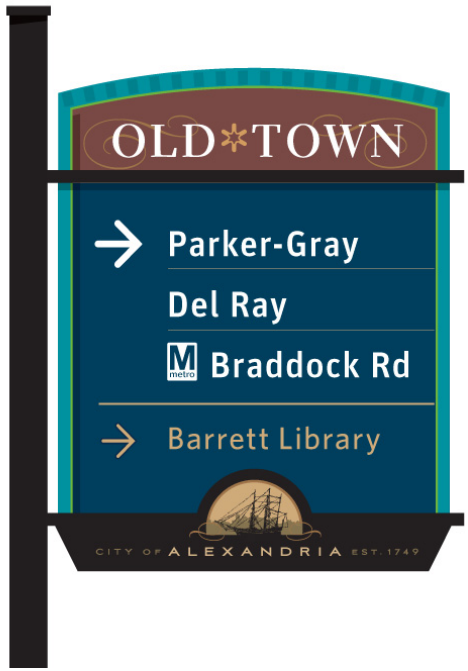
Brick **A** Stone **B**

REINEKERS LN
CARLYLE
African American Heritage Park
National Cemetery

OLD TOWN
Del Ray
Braddock Rd
Fort Ward
King Street

ENGLETON ST
CURB LANE
H.O.V-2
4-6 PM
OLD TOWN
Black History Museum
Del Ray
Braddock Rd


OLD TOWN
Friendship Firehouse
The Lyceum
Freedom House
Carlyle
National Cemetery
King St
CITY OF ALEXANDRIA EST. 1749


OLD TOWN
Parker-Gray
Del Ray
Braddock Rd
Barrett Library
CITY OF ALEXANDRIA EST. 1749

OLD TOWN
Barrett Library

Vehicular Directionals: District Headers

Designs to be reviewed with each district organization

Vehicular Directionals: District Headers

Designs to be reviewed with each district organization

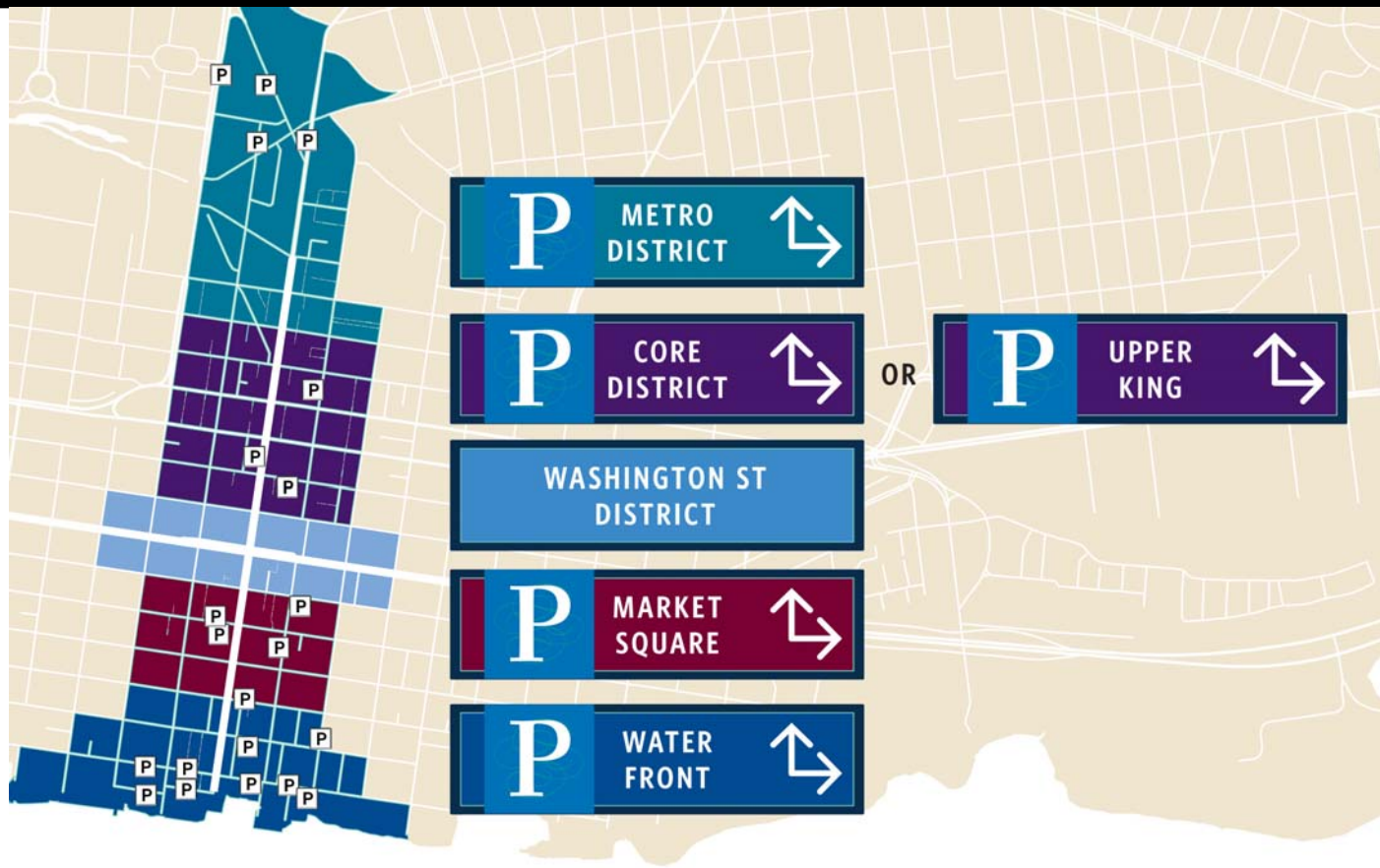
P
MARKET SQUARE
CAMERON ST
KFT-5356

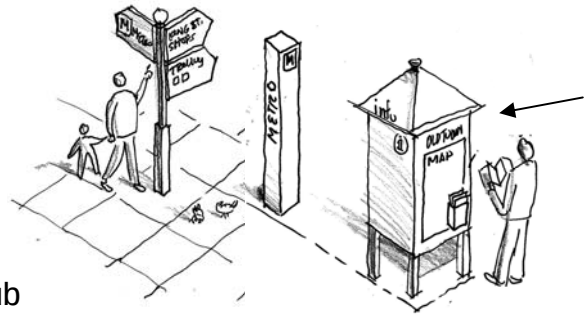
P
MARKET
SQUARE
Windsor
Of Old Town
SALON & DAY SPA
STOP

Public Parking: Identification

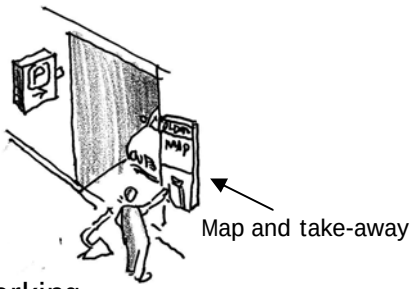
Enlarged Detail

King Street Zones - delineation and naming strategy

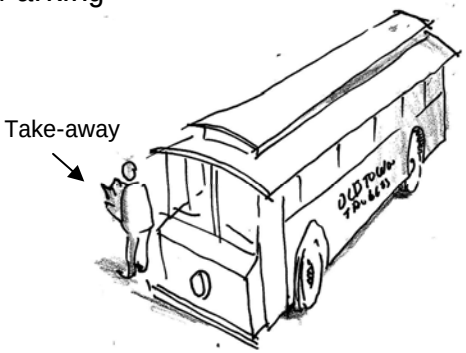




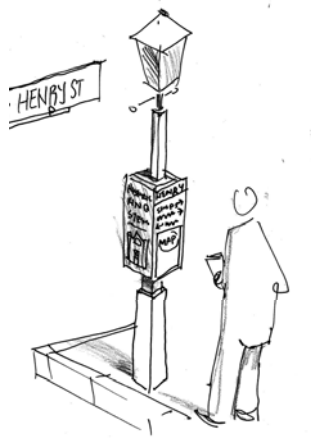
Transit Hub



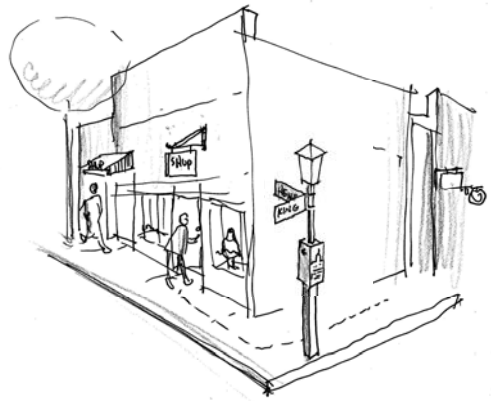
Public Parking



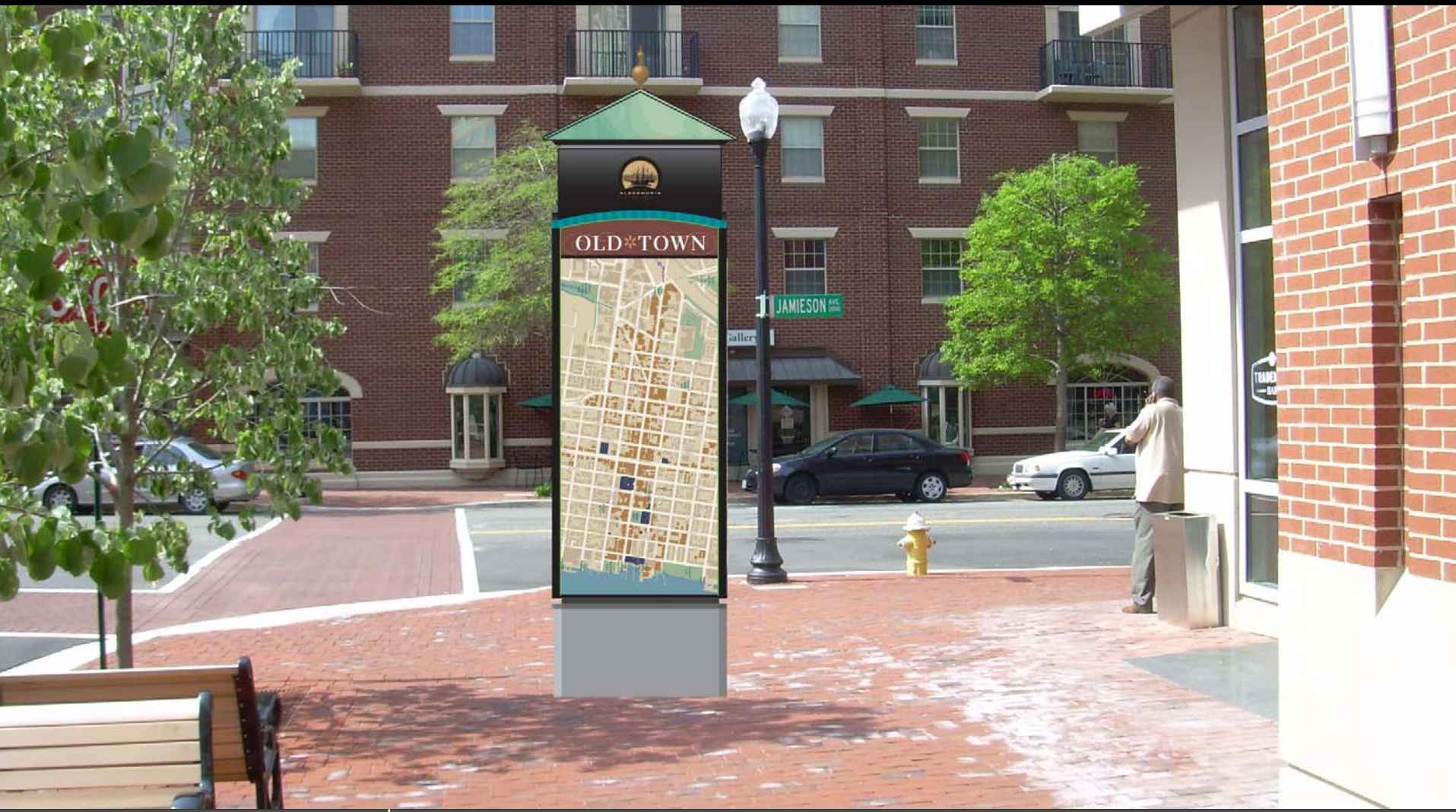
King St. Trolley



Street corner orientation



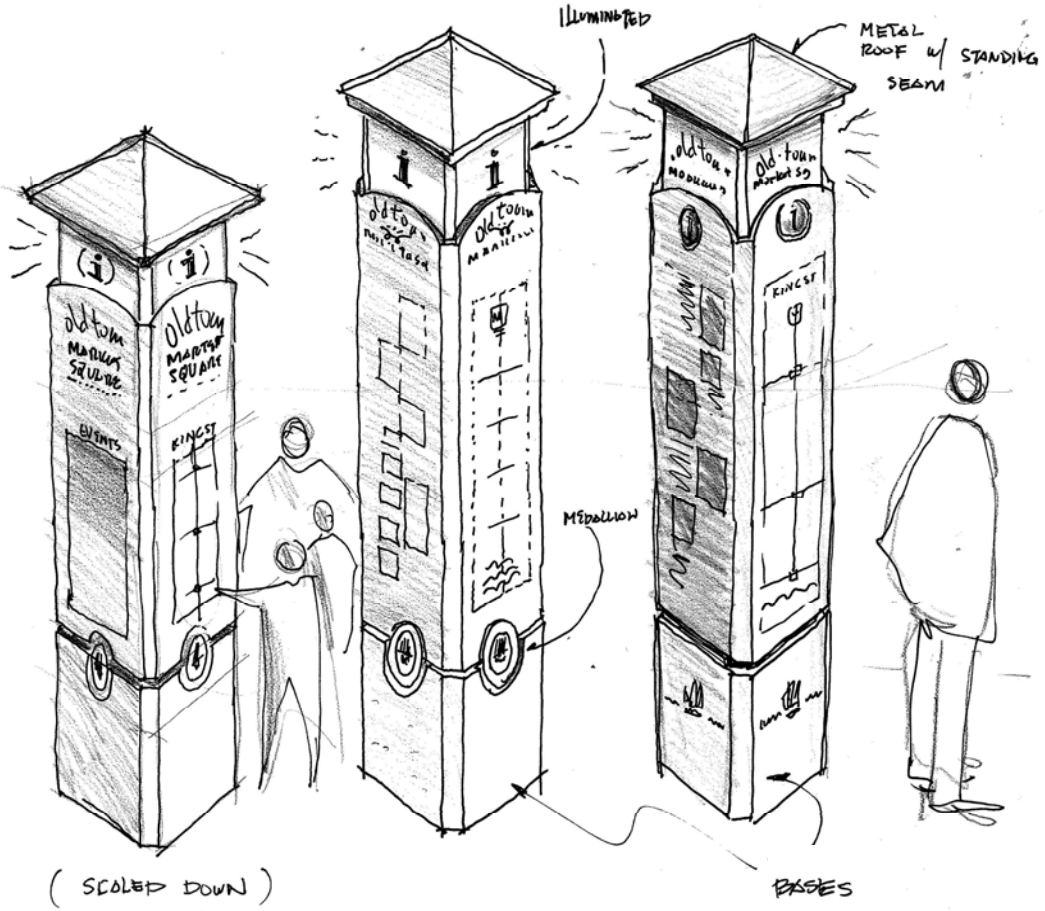
Finding <u>all</u> destinations


OLD TOWN
JAMIESON

i
OLD TOWN
OLD TOWN

Detail

Conceptual Sketches – 3D study



3. Pedestrian | "Mini Kiosk"

Sign is a three-sided unit, with interchangeable panels for varied content.

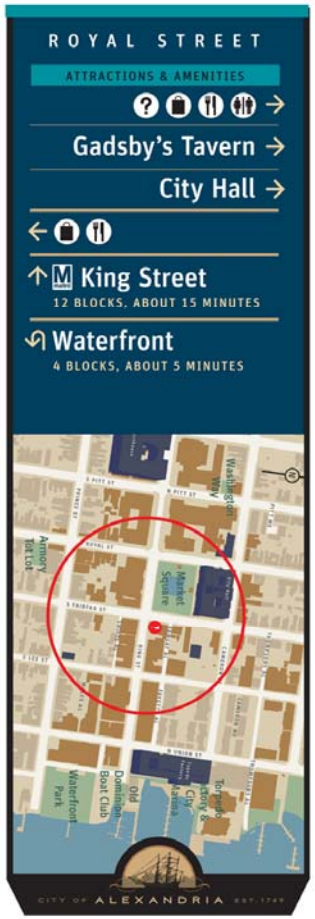
Draft panel options shown from left to right:

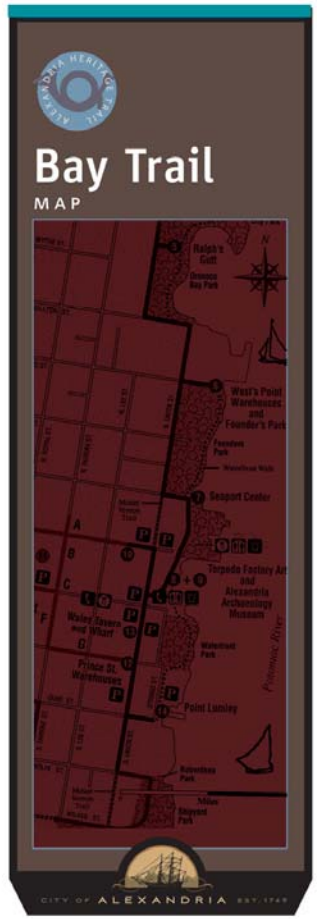
1. primary "you are here" walking-radius map

2. attractions/shopping listing

3. overall district map

4. historical panel





PRIMARY WAYFINDING PANEL

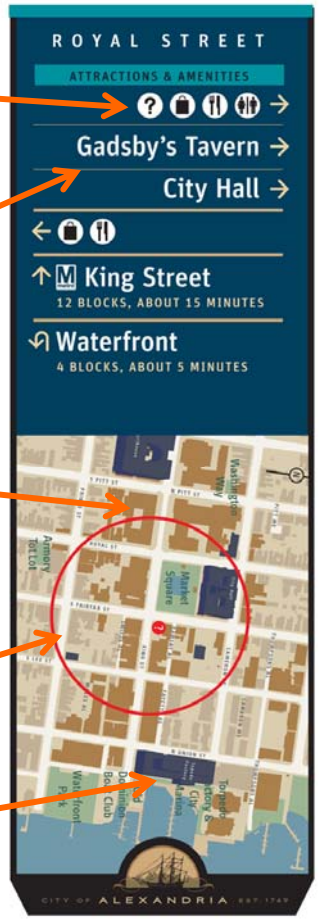
Information, Shops/Dining, etc indicated by icons

Attractions listed by name

Shops/Dining are indicated by an accent color

Walking-radius reinforces close proximity of destinations

Landmark buildings are drawn in 3D for ease of recognition



ADDITIONAL RETAIL PANEL (under consideration)

PRIMARY WAYFINDING PANEL

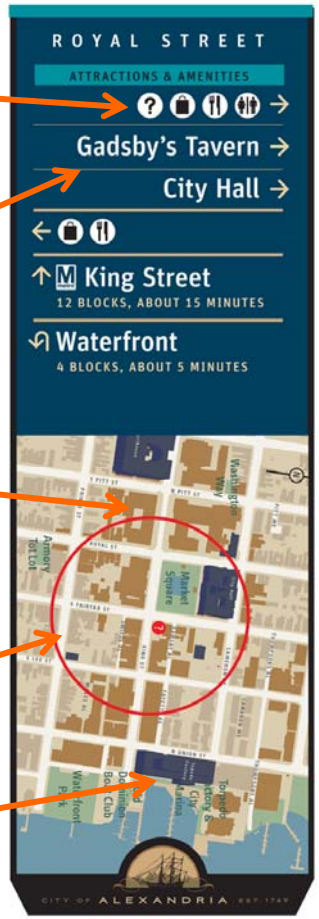
Information, Shops/Dining, etc indicated by icons

Attractions listed by name

Shops/Dining are indicated by an accent color

Walking-radius reinforces close proximity of destinations

Landmark buildings are drawn in 3D for ease of recognition



ADDITIONAL RETAIL PANEL (under consideration)

- Highlights individual business on side streets

- Acts as reinforcement to centralized map kiosk, portable paper visitor guides

- Addresses A-frame clutter

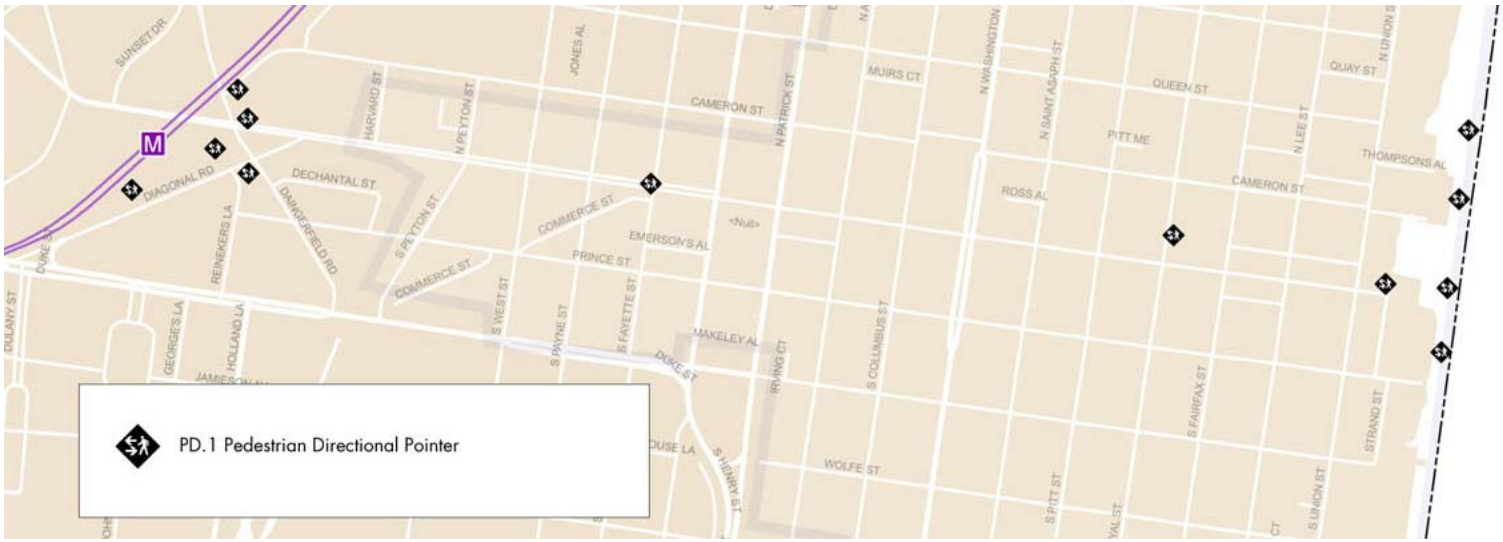
- Requires a mini-kiosk at two opposite corners of every intersection to be applied equitably

- Requires significant adminstration and updating

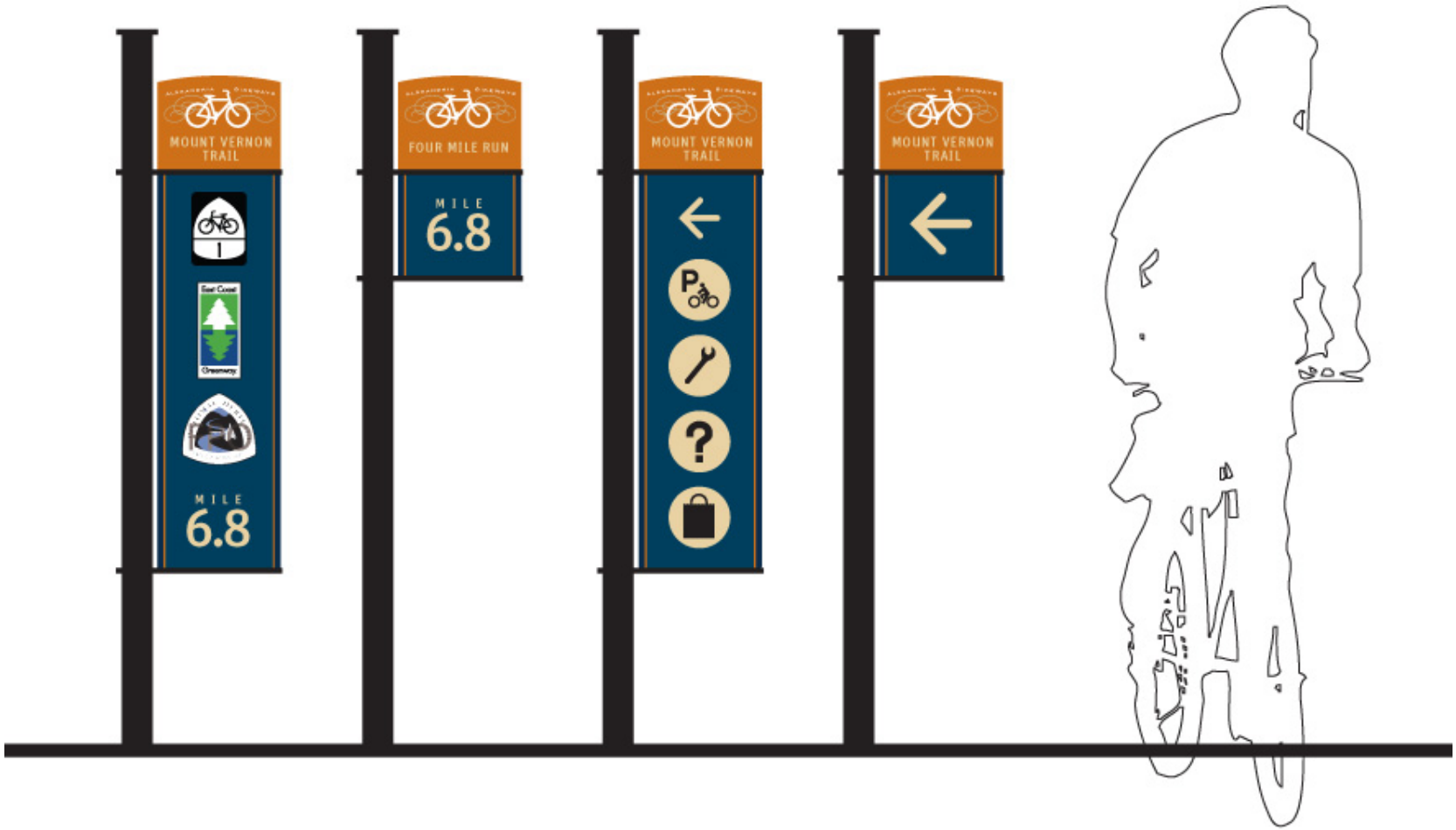
- Could be funded by businesses who pay to be featured on sign

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

Pedestrian "Pointer" Directionals

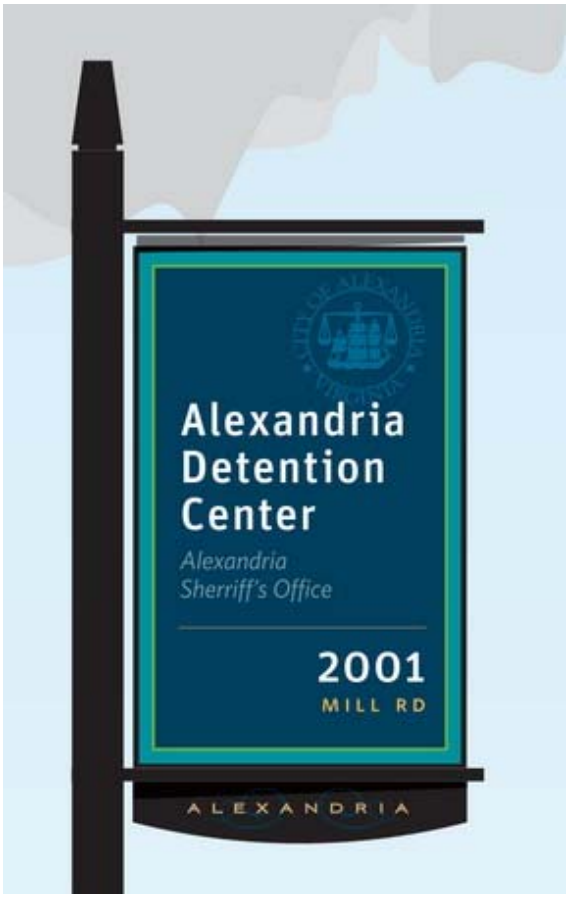


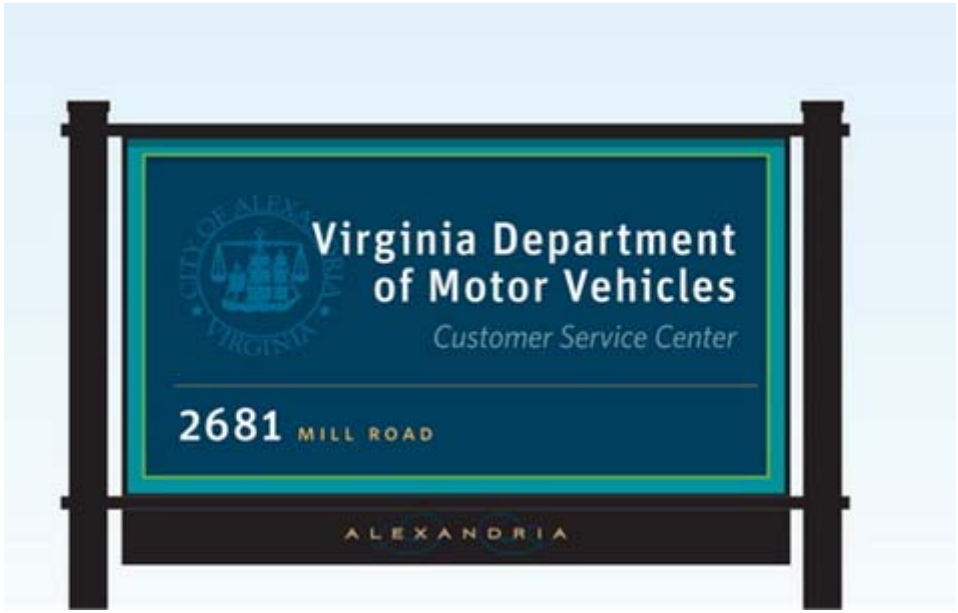
Bicycle Wayfinding

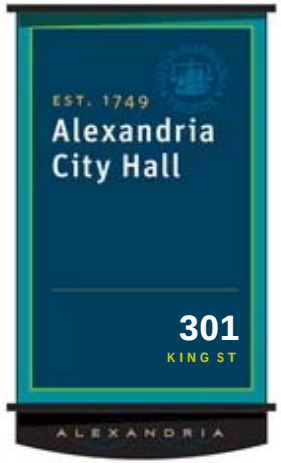


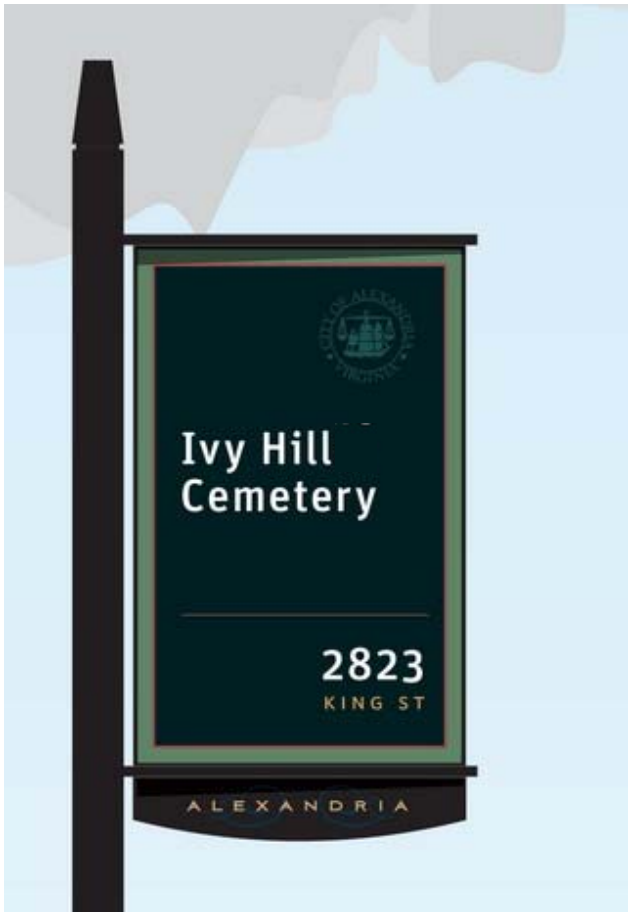
CITY OF ALEXANDRIA VIRGINIA
Founders Park
499 SOUTH UNION ST
ALEXANDRIA

ATHENAEUM
The Athenaeum
201

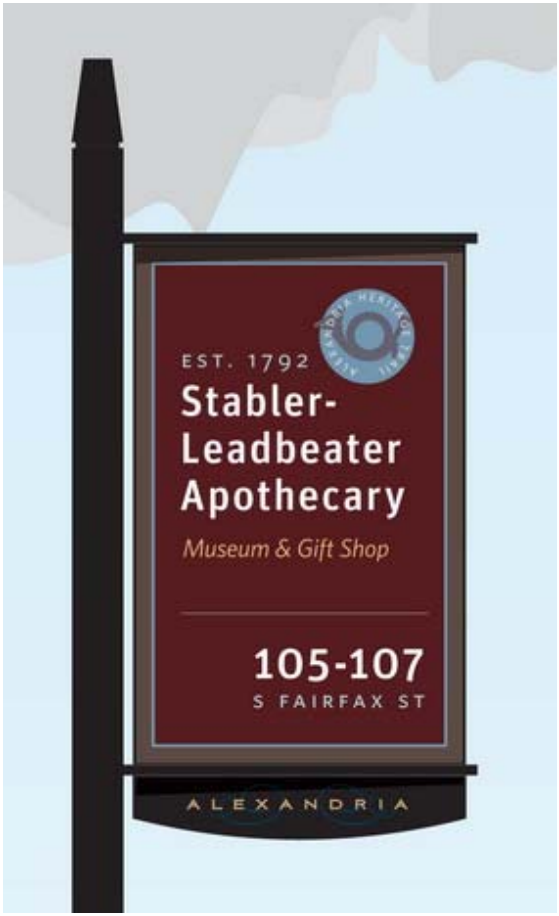

Alexandria
Detention
Center
Alexandria
Sherriff's Office
2001
MILL RD
ALEXANDRIA

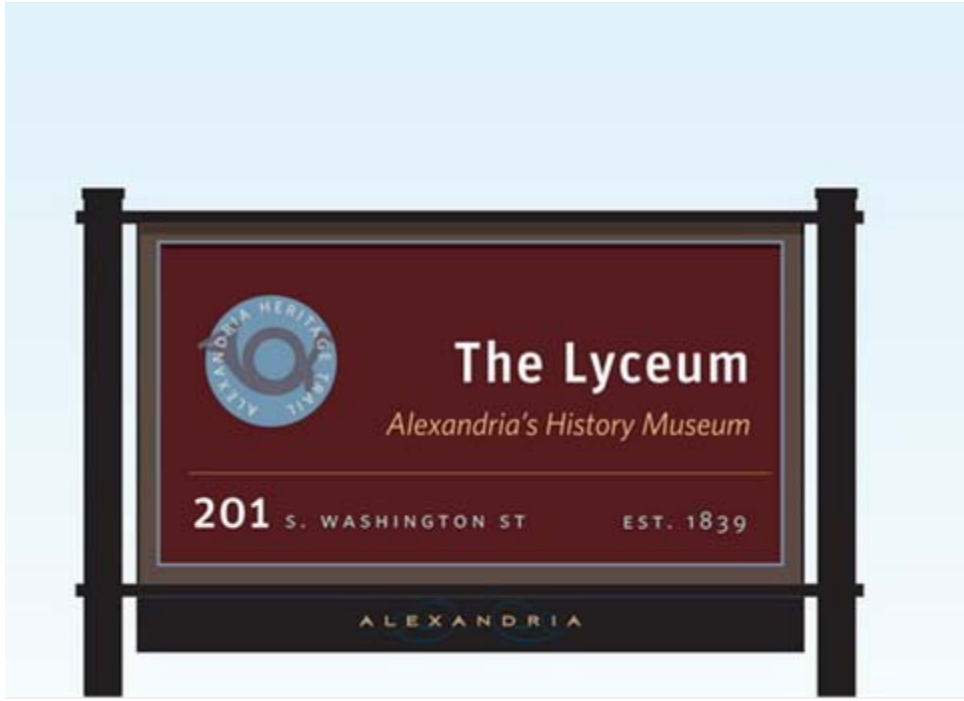

Virginia Department
of Motor Vehicles
Customer Service Center
2681 MILL ROAD
ALEXANDRIA


EST. 1749
Alexandria
City Hall
301
KING ST
ALEXANDRIA

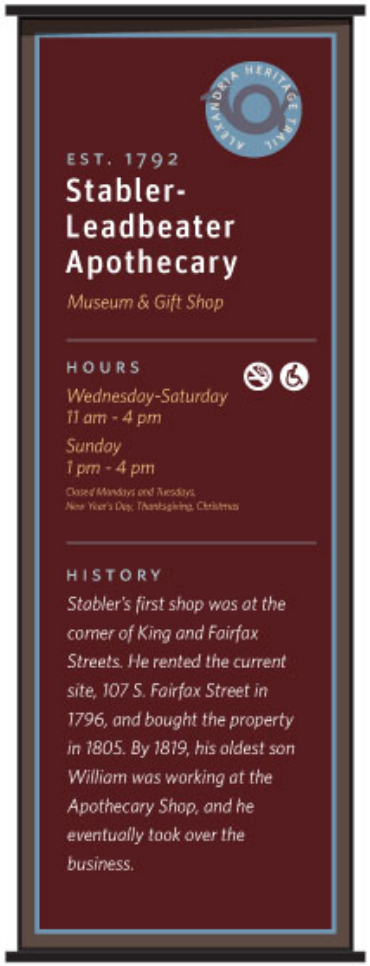

Ivy Hill
Cemetery
2823
KING ST
ALEXANDRIA

Chinquapin Park
Recreation Center
3210 KING ST
ALEXANDRIA


EST. 1792
Stabler-
Leadbeater
Apothecary
Museum & Gift Shop
105-107
S FAIRFAX ST
ALEXANDRIA


The Lyceum
Alexandria's History Museum
201 S. WASHINGTON ST
EST. 1839
ALEXANDRIA

EST. 1792
Stabler-
Leadbeater
Apothecary
Museum & Gift Shop
105-107
S FAIRFAX ST
ALEXANDRIA


ALEXANDRIA HERITAGE TRAIL
EST. 1792
Stabler-Leadbeater Apothecary
Museum & Gift Shop
HOURS
Wednesday-Saturday
11 am - 4 pm
Sunday
1 pm - 4 pm
Closed Mondays and Tuesdays,
New Year's Day, 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.

ALEXANDRIA HERITAGE TRAIL
EST. 1792
Stabler-Leadbeater Apothecary
Museum & Gift Shop
HOURS
Wednesday-Saturday
11 am - 4 pm
Sunday
1 pm - 4 pm
Closed Mondays and Tuesdays,
New Year's Day, Thanksgiving, Christmas

1773
CHRIST CHURCH

Detail:
Wayside Exhibit Panel Studies (horiztonal format)

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

Detail: Ground-Plane Plaque or Trail Medallion

Neighborhood Identification Signs

• City will develop a palette of approaches and a baseline standard for size, location, text height, materials.

• These will serve as sample starting points for neighborhood groups to design their own solution.

• Individual signs would then be reviewed by the City for approval.

Comparable examples from Arlington County

Next Steps

January 27
City Council Worksession

February
Mockup testing

March-June
Finalize design, document guideline manual

Late-Summer/Early Fall
Possible Bid & Phase 1 Installation