Planning Commission:
Phase 1 Sign Set Presentation

1 April 2009
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?
Objectives

- Serves as a comprehensive vehicular, pedestrian, and bicycle wayfinding system.
- Provides trailblazing to and from regional roadways, transit hubs, bike trails and attractions.
- Promotes walking, biking, mass transit.
- Incorporates regional trails and historic sites, including the Alexandria Heritage Trail.
- Directs to and identifies parking in Old Town.
- Develops a comprehensive strategy to improve wayfinding to visitor amenities such as shops, hotels, restaurants.
- Serves as a catalyst for economic and tourism development.
- Reduces visual clutter and increases consistency by replacing multiple sign efforts with one coordinated streamlined system.
Process

Where We Are Today

• A Stakeholder Advisory Group (SAG) was established in February 2008 to develop a program and design compatible with the City as a whole as well as its unique districts.

• A City Working Group (CWG) helped review and refine the program in partnership with the consultant team, building upon feedback from the SAG and the community.

• Over nine meetings, including three community meetings, and two virtual surveys, issues of messaging, content, program, color, scale, shape and overall character were refined and resolved.

• In March 2009, staff presented the Wayfinding program to the Federation of Civic Associations, the Board of Old Town Civic Association, and the Beautification Commission.

• Work sessions were held in January 2009 to update City Council, Planning Commission and both Boards of Architectural Review (BAR) on the progress to date.

• Additional work sessions were held with the Old and Historic District BAR on February 18 (joint with the Parker-Gray BAR) and March 18 to review and refine the signs proposed for a Phase 1 implementation of the program.

• At its meeting on April 1, Old and Historic District BAR approved the general design concept for each of the eight sign types in Phase 1 of the Wayfinding program.
Future Process

- City Council will determine whether to fund Phase 1 in the CIP on April 27.
- Design refinement of the entire system, including Phase 1, will continue over the summer and Planning Commission will have the opportunity to provide further input prior to completion of the *Citywide Wayfinding Program Design Guidelines Manual* in the fall.
- SAG will convene on two more occasions to further refine the program.
- Staff will continue to consult with BAR on design details and sign location.
- Sometime during the summer there will be on site mock-ups of the principal sign types.
- Staff anticipates that the design guidelines manual will go to the Planning Commission for public hearing in October 2009.
Staff is asking that Planning Commission consider conceptual approval of sign types recommended for *Phase 1* of the Wayfinding program.

Conceptual approval of Phase 1 signs means that the Planning Commission approves the:

- General *function* and *program* of each type of sign;
- General *location*, *distribution* and *quantity* of signs;
- General *message* and *content* of signs; and
- Overall general *design*.  

**Process**  

Conceptual Approval
Complete Sign Family Lineup (with Phase I Implementation)

Sign Overview

- Parking directionals
- Large kiosks
- Ped. Pointers & Mini Kiosks
1. Parking Lot Identity Sign for Structured Garages (Qty. 6)

- Purpose: to identify parking garages.
- Mounted to building façades with brackets.
- Illumination is recommended.
- New signs will replace existing signs one-for-one.
- Panel is approximately 6’6”H x 3’3”W.
- Proposed components: “P” message; name of garage; name of zone; “Old Town”.
- Proposed design concept: “P” design; color; shape; approximate size, font.
Vehicular | Public Parking: Identification

2. Parking Lot Identity Sign for Surface Lots (Qty. 5)
   - Purpose: to identify surface parking lots.
   - Mounted to freestanding poles.
   - Illumination is recommended.
   - New signs will replace existing signs one-for-one.
   - Panel is approximately 6’H x 3’3”W.
   - Proposed components: “P” message; name of garage; name of zone; “Old Town”.
   - Proposed design concept: “P” design; color; shape; approx. size, text font.
3. Parking Trailblazer Sign (vertical) (Qty. 50)

- Purpose: to lead visitors efficiently from main roads to parking lots.
- Mounted to existing light poles.
- New signs will replace existing signs one-for-one.
- Small vertical panel is approximately 32”H x 18”W (this is slightly smaller on average than the existing signs).
- Proposed components: “P” message, name of zone; arrow.
- Proposed design concept: “P” design; color; shape; approx. size, text font.
4. **Parking Trailblazer Sign (horizontal) (Qty. 20)**
   - Purpose: to lead visitors efficiently from main roads to parking lots.
   - Mounted to existing signal cross-arms.
   - New signs will replace existing signs one-for-one.
   - Larger horizontal panel is approximately 18"H x 5'6-1/2"W (this is larger on average than the existing parking signs on the signal cross arms).
   - Proposed components: “P” message, name of zone; arrow.
   - Proposed design concept: “P” design; color; shape; approximate size, font.
5. Pedestrian Directional Pointer for non-street grid areas (Qty. 5)

- Purpose: to direct pedestrians at confusing points of entry such as the Metro Station and Waterfront.
- Mounted to new posts approximately 12’ tall.
- These are new elements in the Wayfinding system.
- Size: arrow shaped pointer panels are approximately 22"H x 3"W; Post: 6”sq. x 12’H.
- Proposed components: destination; “x min walk to y”; symbols.
- Proposed design concept: shape; color; approximate size, font.
6. Freestanding Visitor Kiosk (Qty. 2)

- **Purpose:** to provide comprehensive information to pedestrians regarding attractions, orientation, events and Alexandria history in large plaza-type areas.

- Two kiosks will be installed in Phase 1 in Market Square and at the Metro Station.

- **Illumination is recommended.**

- Large four-sided rectangular box is approximately 11’H x 3’W and contains four pedestrian information display panels measuring approximately 6’6”H x 3’W.

- **Proposing a stone (or similar) base and a metal roof.**

- The kiosks are new elements in the Wayfinding system.

- **Proposed message components - orientation map; interpretive information; possible event information; gateway emblem (subject to design approval).**

- Proposed design concept - shape, approx. size, general appearance, text font.
7. **Wall Mounted Visitor Kiosk (Qty. 6)**

- **Purpose:** to provide initial orientation to visitors exiting parking garages on foot.
- **Mounted on exterior walls of garages.**
- **These are new elements in the Wayfinding system.**
- **The panel is approximately 6’6”H x 3’W.**
- **Proposed components - orientation map; “Old Town”**.
- **Proposed design concept - shape, approx. size, general appearance, text font.**
8. Pedestrian Mini Kiosk (Qty. 20)

- Purpose: to provide reinforcing orientation and visitor information to visitors along pedestrian corridors such as King Street.

- Mini-kiosks are small four-sided rectangular “boxes” that would be wrapped around existing light poles.

- The interchangeable panels are approximately 36"H x 12"W.

- The mini-kiosks are new elements in the Wayfinding system.

- Proposed components – orientation map; interpretive information; visitor attractions, symbols, “x blocks, about y mins”, arrows (the retail component is pending further review).

- Proposed design concept – shape, approx. size, general appearance, color, text font.
Pedestrian | "Mini Kiosk"

PD2 Pedestrian Directional: Mini-Kiosk

Side B

Side C: (Facing Sidewalk)
To address the expressed desire by businesses off King Street for more visibility, Staff has explored three options for the programming of the mini-kiosks:

- **Option A**: List each business; locate kiosks 2 per intersection
- **Option B**: List businesses by category such as “Antiques,” “Café’s” etc; locate kiosks 2 per intersection
- **Option C**: Do not list businesses on the kiosks, only historic attractions and use symbols to indicate visitor amenities such as shopping and dining. This option would be supplemented with a permanent A-frame program coordinated in design with the Wayfinding Program; kiosks located at periodic intervals on King Street. (A temporary A-frame program is currently in effect until November 1, 2009).
## Signs to be Replaced on King Street in Phase 1

### Existing

- **(A)** Pedestrian Orientation (blue/white)  20
- **(B)** "Shops/More Shops" (brown/white)  7
- **(C)** Parking Directional (white/green)  16

Total  43

### Proposed

- **(A) and (B)** replaced by Mini Kiosks  16
- **(C)** replaced by new parking directionals  16

Total  34  *(a reduction of 20%)*