

CITY OF **ALEXANDRIA**

WAYFINDING PROGRAM

Phase 1 Inventory and Analysis

Progress Presentation: **Stakeholder Advisory Group**

24 April 2008

Overview

Where we stand in our process...

Up to this stage, we have

Listened in meetings

Observed & **surveyed** in the field

Collected existing materials

then we

Thought about it

Now lets talk about **ideas** !



Address Pedestrian information needs

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

Overview | Summary of Key Findings

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



Streamline Vehicular wayfinding

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



Balance visitor & community needs

Community destinations are many & far reaching; vehicular signs should account for both groups in a unified design standard



Define focal districts past Old Town

Identifiable districts give visitors more to explore; plus they make wayfinding easier by creating "bite-size" sections of the city

Our analysis falls into **five key categories**:

1. Pedestrians

2. Cars

3. Bicycles

4. Distinctive Areas

5. Heritage

Within all of these categories, there is the need to balance **visitor** *and* **community** information

For individual issues within each category, we will:

1. Define the issue
2. Share our observations & make recommendations
3. Summarize information needs & show examples
4. Propose a solution for Alexandria

To illustrate the issues, we have used Old Town / King Street as a **prototype** scenario. The solutions are intended to be **applied City-wide**.

Overview | We need your feedback

- Do you agree with the issues we've identified?
- Do you like the solutions we are proposing?
- Do you see things we may have missed?

At our next meeting May 29, we will show design concepts built around the information frameworks proposed today

1. Pedestrians

Why start with Pedestrians?



Let's get people **out of the car and on foot** as soon as possible

We need to **pick up the pedestrian** from the parking lot or transit hub (bus, rail, taxi, water taxi)

Portions of Alexandria are truly walk-able, and best experienced on foot or by bicycle.

We should capitalize on these strengths, and extend them as much as possible to the entire city

1. Pedestrians

Issues that will drive the sign design



Arrival: King Street Metro

>> Arriving

From Parking, Metro, bus - what information do people need (& where) to get here, orient themselves, and form a plan?

>> Moving through the environment

What information do people need (& where) to keep headed in the right direction, to keep from getting lost, to experience all Alexandria has to offer, and to make their way back again?

1. Pedestrians

Arriving by public transit: arrival nodes

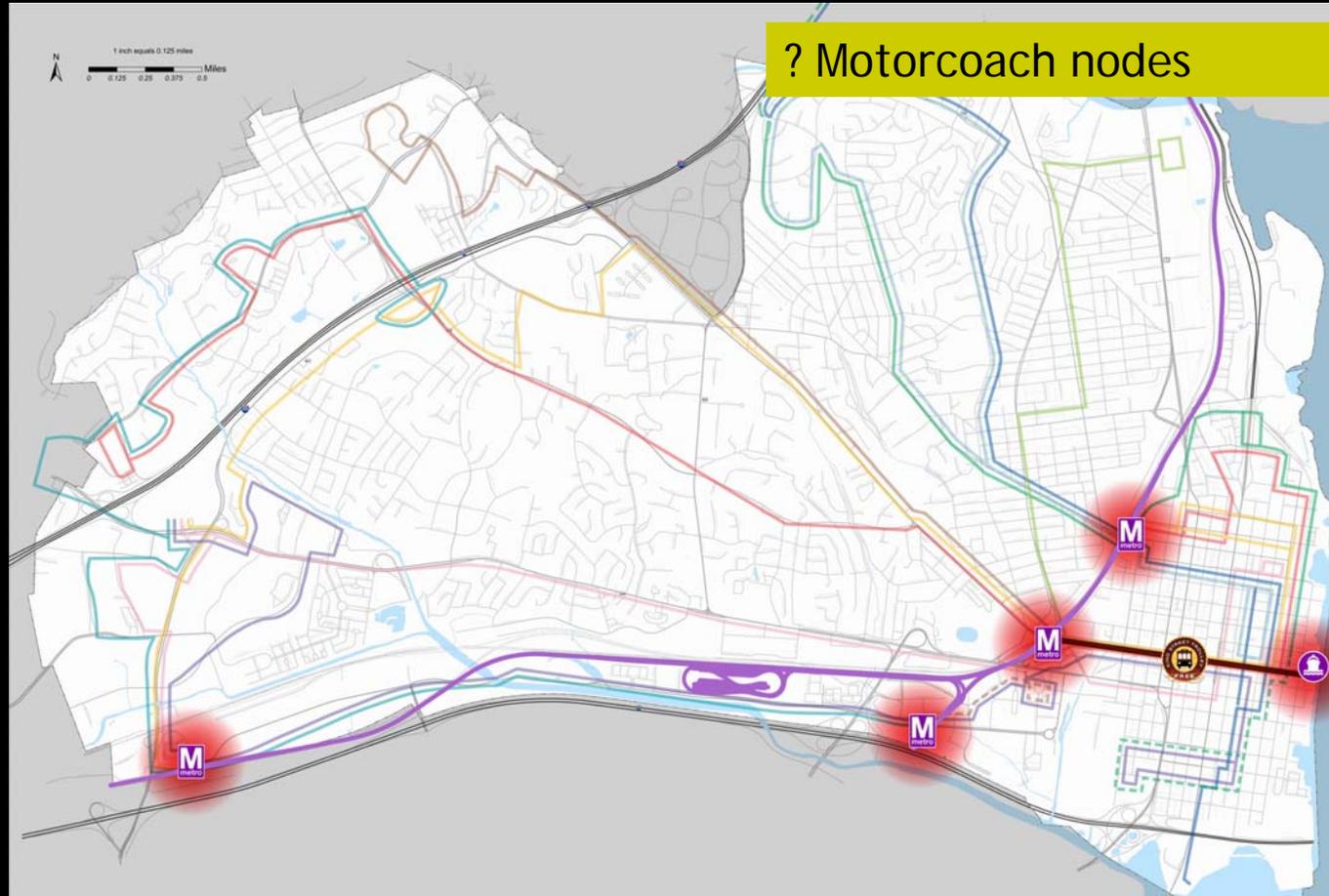
Defining the issue

Arrival "nodes"

- King Street Metro*
- Braddock Metro*
- Landmark Van Dorn Metro*
- Eisenhower Ave Metro*
- Public Bus*
- Motorcoach*
- Water Taxi*



Existing metro identity



Map: Public transit arrival nodes

1. Pedestrians

Arriving: getting oriented

Defining the issue



Water Taxi (before)



Water Taxi (after)



King Street Metro



Existing sign



Existing sign

Arriving: current conditions

Observations & Recommendations of the project team

OBSERVATIONS

Many people first arrive via public transit (Amtrak, VRE, Metro stations, Bus, Water Taxi) in addition to automobiles

The initial experience is confusion

Example: Getting off King Street Metro - where is King Street? Where is the waterfront?

RECOMMENDATIONS

Prioritize pedestrian wayfinding system & utilize transit facilities as "launch points"

Shopping and dining are critical visitor attractions and should be highlighted

Consider including shopping/dining in frequently updated directory

Evaluate **PRE-TRIP** information (ACVA website, Metro Opens Doors, others) for its effectiveness in communicating walk-ability and public transit options

1. Pedestrians

Arriving: the "launch point"

Summary of information needs, & examples of existing solutions

Information needs:

- Welcome message
- District identity
- City of Alexandria identity

Instant Orientation

Mental map
"You are Here"

What to see and do:

- Attractions
- History
- Shops and dining

- Should I walk ?
- Should I ride ?

- Where to walk?
- Where to ride? (bus, trolley, taxi)



Precedent Images

1. Pedestrians

Arriving: the "launch point"

Proposed content for Alexandria's solution

Information needs:

- Welcome message
- District identity
- City of Alexandria identity

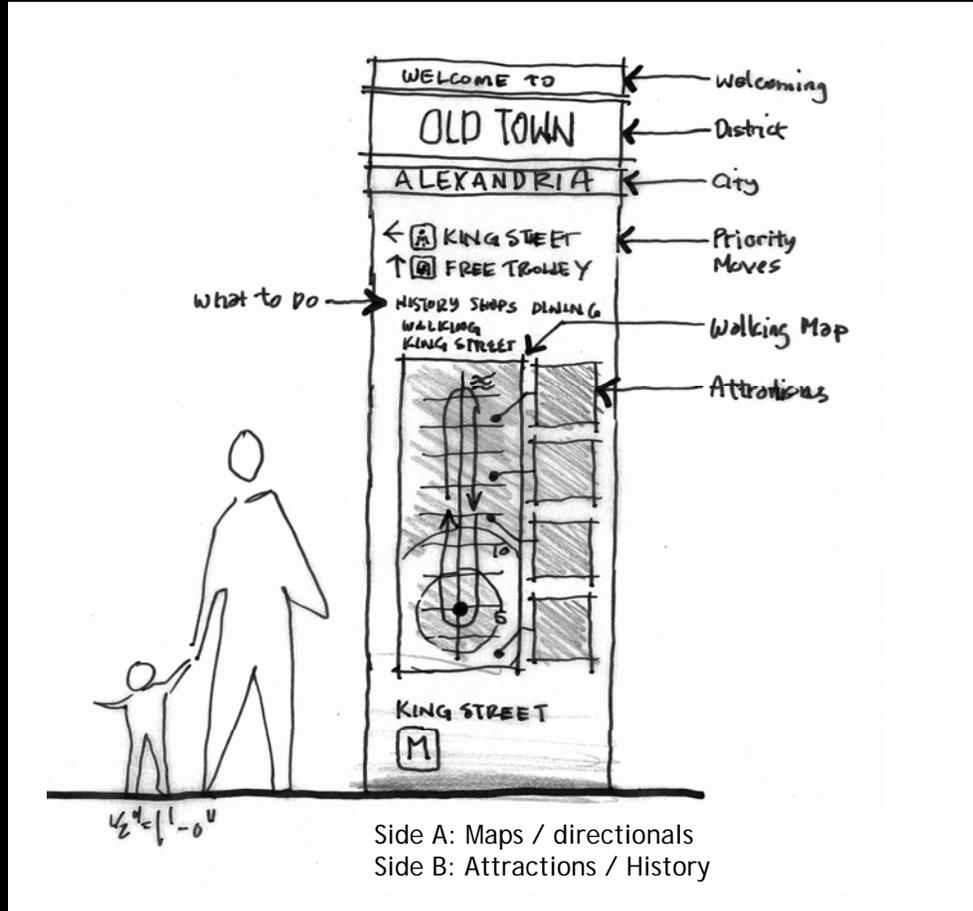
Instant Orientation

Mental map
"You are Here"

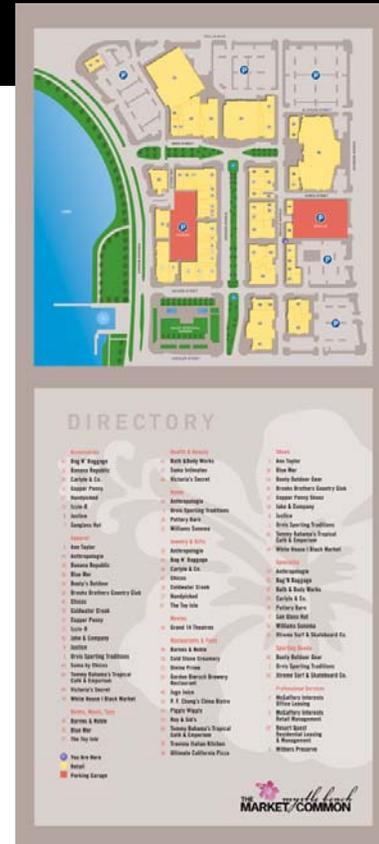
- What to see and do:
- Attractions
- History
- Shops and dining

- Should I walk ?
- Should I ride ?

- Where to walk?
- Where to ride? (bus, trolley, taxi)



Schematic concept sketch



Kiosk Map
Could have full RETAIL
RESTAURANT zones and
listings on changeable panel

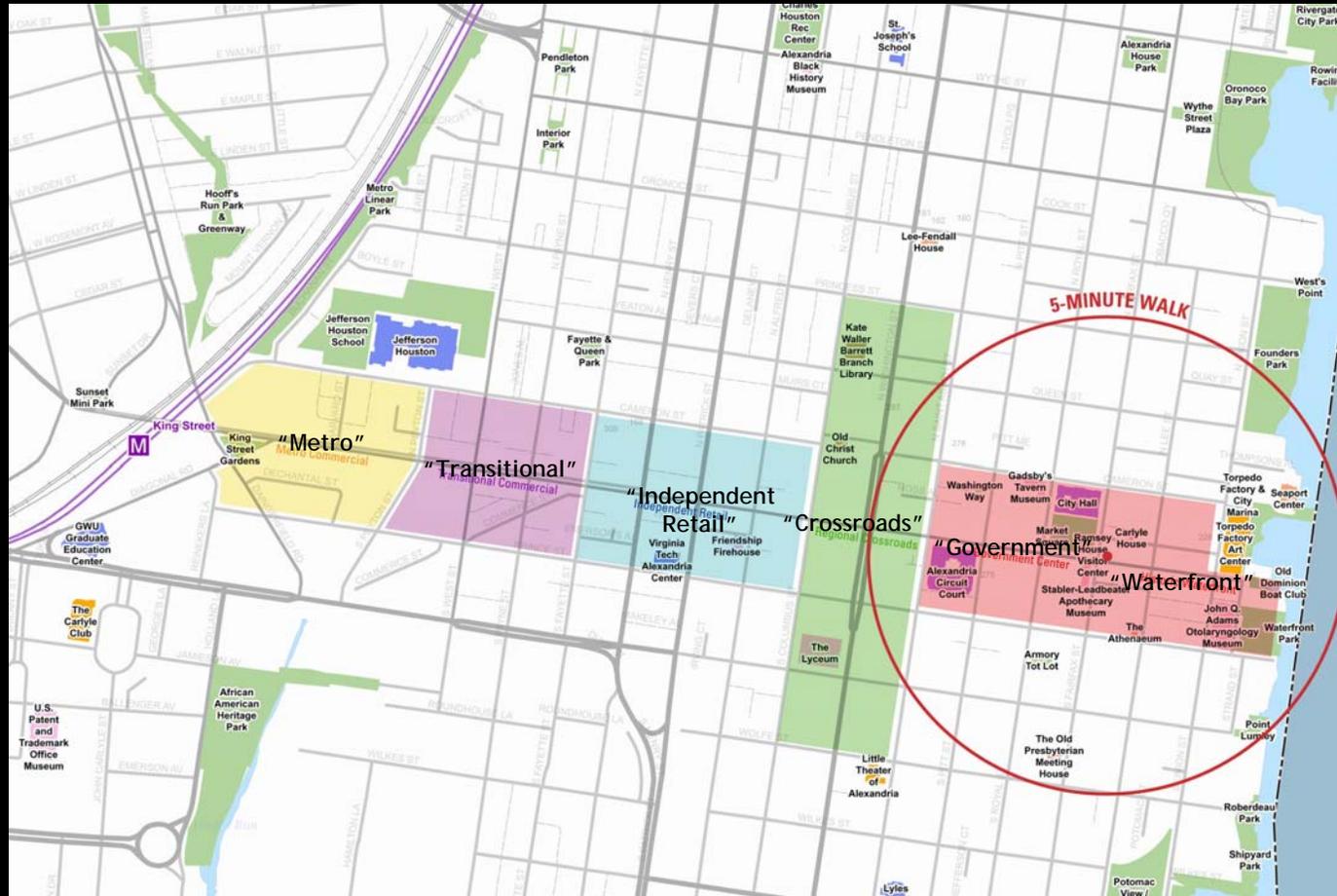
Precedent: Retail Directory

1. Pedestrians Moving through the environment

Defining the issue



King Street context image



Map: King Street pedestrian areas & attractions

1. Pedestrians

Making the walk manageable (King St. example)

Observations & Recommendations of the project team

OBSERVATIONS

King Street character and history changes as you move along it

King Street Retail Strategy identifies different sub-districts along King St.

King Street corridor from Metro to Waterfront *feels* too long to walk casually

RECOMMENDATIONS

Include history of each block section; incorporate interpretive info

Use King Street Retail Strategy sub-districts to break King St. down into smaller segments for wayfinding ease



Different characters along King St

1. Pedestrians

Walking around & staying oriented

Observations & Recommendations of the project team

OBSERVATIONS

Old Town in particular is extensively walkable and people are used to walking

Existing blue signs give only rudimentary sense of location & walking distances

Trolley is a vital link (waterfront & Metro) making the full extent of King Street even more accessible

RECOMMENDATIONS

Integrate distance & location information: show that King Street is walkable

Feature transit facilities prominently

Wayfind both to and from transit facilities

Promote King Street **FREE** trolley service as part of pedestrian wayfinding



Existing King Street pedestrian sign

1. Pedestrians | Moving through the environment

Summary of information needs, & examples of existing solutions

Information needs:

- Full King Street map
- "You are Here"
- Walking times / distances
- Metro / transit locations
- FREE Trolley info
- Attraction listings (Visitor Center, etc.)
- Restrooms (ADA + hrs)
- Restaurant / retail zones (including side streets)
- District identity
- City identity



Precedent images

1. Pedestrians

Retail OFF King Street

Observations & Recommendations of the project team

OBSERVATIONS

Shopping and dining are critical visitor attractions and should be highlighted

Retailers/attractions on side streets are less visible to casual pedestrian traffic

RECOMMENDATIONS

Provide directional information at key intersections and accentuate side street destinations in orientation information /maps

Include shopping and dining functions in pedestrian maps with color coding by category, rather than business name

Coordinate signs with overall retail strategy, including website and printed maps (including handout maps)



Existing King Street pedestrian signs

1. Pedestrians

Retail OFF King Street

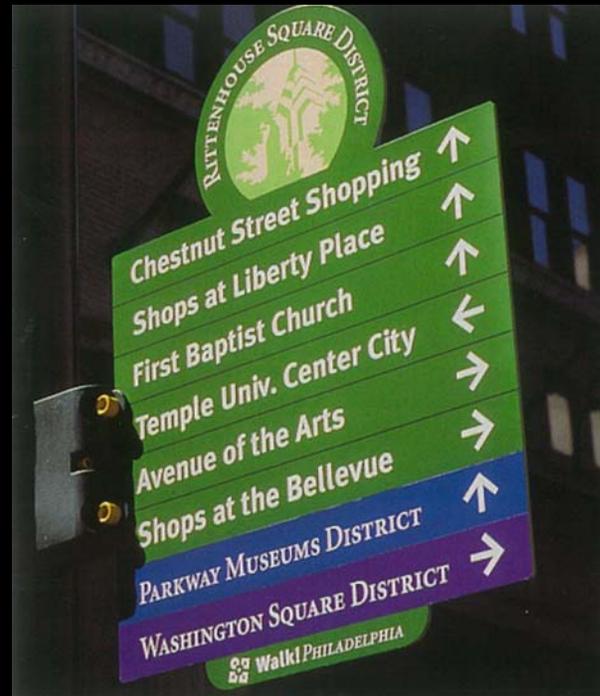
Observations & Recommendations of the project team

List retailers only at main transit node kiosks. Do not list on street directional, except with color coded by category "zone maps"

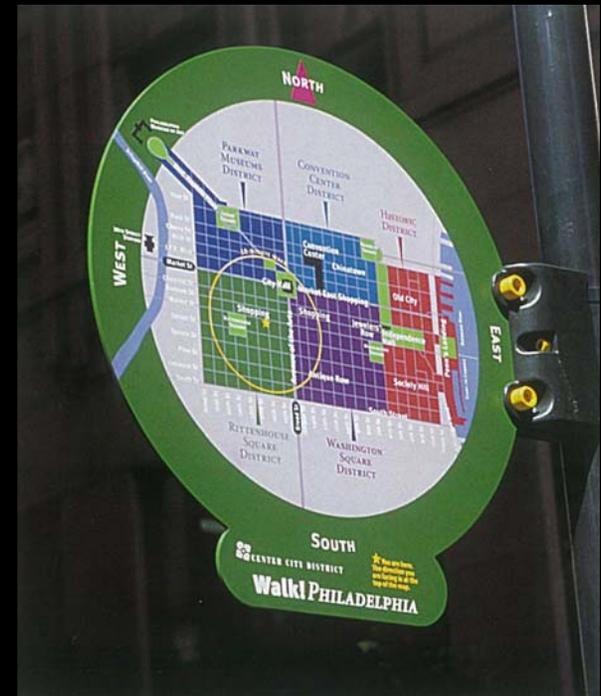
Fewer changes, potentially more compact sign on street



Precedent image



Precedent image



1. Pedestrians | Retail OFF King Street - mapping

Summary of information needs, & example of existing solution

Information needs:

Direction to side street destinations/retail

(By individual business, or by category)

Pedestrian amenities (restrooms, access)

Transit Options (bus/taxi/rail)

Retail Activity Zones (dining and shopping)



Precedent images: Map design

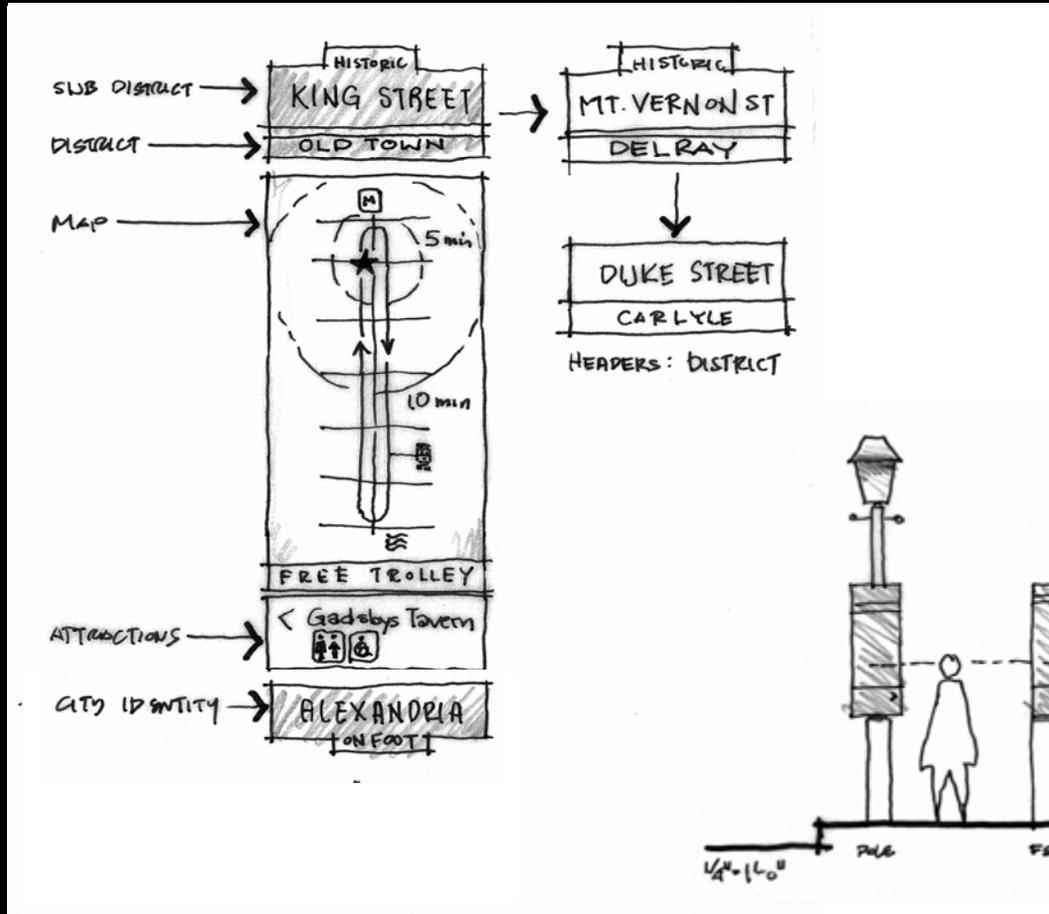
1. Pedestrians

Moving through the environment and off-street retail

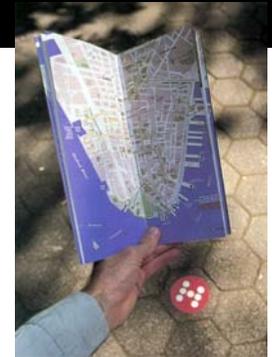
Proposed content for Alexandria's solution

Information needs:

- Street map
- "You are Here"
- Walking times / distances
- Metro / transit locations
- FREE Trolley info
- Attraction listings (Visitor Center, etc.)
- Restrooms (ADA + hrs)
- Restaurant / retail zones (including side streets)
- District identity
- City identity



Schematic concept sketch



Companion handout map and retail directory

2. Cars | Visitors get around town by car...

Let's make visiting with a car SIMPLE

Let's get visitors out of the car and on foot as soon as possible

Let's make clearly directing to centralized parking a top priority, and allow a strong pedestrian sign program to do its job from there

Next visit, maybe they WON'T NEED A CAR !

2. Cars | ... locals get around by car too

Let's make navigating with a car SIMPLE for locals, too !

Provide clear, consistent direction to community resources

-- without overwhelming the visitor

>> Visitors arriving by car

What information do visitors need (& where) to get here, orient themselves, and park?

>> Getting around town

What is the best way to balance information needed by visitors in cars vs. information needed by residents in cars?

>> Legibility

What qualities will ensure vehicular signs are functional?

>> Parking

What information will help drivers easily locate parking convenient to their destination?

2. Cars

Arriving by car: Highway exits, key routes & gateways

Defining the issue



King Street Exit, I-395

LEGEND

- Primary arrival route
- Secondary arrival route
- Existing gateway sign
- Interchange along route
- Other interchange



Map: Visitor arrival paths via car, with highway exits highlighted

2. Cars

Arriving by car: Highway exits & key routes

Observations of the project team

OBSERVATIONS

Exits off 395 have confusing/inconsistent nomenclature
- Alexandria, Old Town, King St have varied associations

Visitors assume Fort Ward is the tourist info center referenced on the highway

King Street in the West End is not what visitors expect to see when they are thinking of King Street in Old Town; leads to confusion

Routes from 395 to Old Town are long, no reinforcement signs

Visitor Center direction outside Old Town is inadequate



Existing sign



Existing sign

2. Cars

Arriving by car: Highway exits & key routes

Recommendations of the project team



Precedent image

RECOMMENDATIONS

Develop formal recommendation for exit sequencing & apply to VDOT

Plan messages comprehensively, update highway signs as necessary

Consider "Alexandria Next 4 Exits" messaging

Consider "Old Town Alexandria Visitor Center" instead of "Tourist Info Center"

Wayfinding should begin at the base of exit ramps (to Visitor Center) & be reinforced at regular intervals

Consider "King St/Old Town" or "King St Shopping" as trailblazing messages in addition to Visitor Center

2. Cars

Arriving by car: Gateways

Observations & Recommendations of the project team

OBSERVATIONS

Current gateways are **under-scaled** for vehicular environment; easily missed amidst traffic

RECOMMENDATIONS

New gateway design should be larger/more prominent

Consider integrated landscape scheme where space allows

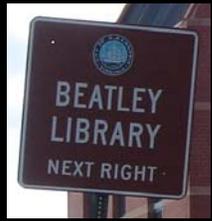
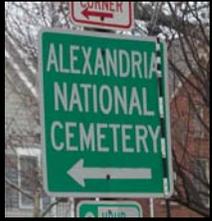


Existing conditions

2. Cars

Getting around town: balancing visitor & community needs

Defining the issue



Existing signs



Map: Vehicular circulation (detail)

2. Cars

Getting around town: balancing visitor & community needs

Observations & Recommendations of the project team



Directional for tourism audience

OBSERVATIONS

A "comprehensive information system" for the city is desired

Local residents have different needs than visitors (Gadsby's Tavern vs. Animal Shelter)

Unifying messages in a coordinated system would reduce sign clutter



Directional for local audience

RECOMMENDATIONS

Incorporate both visitor & community message needs in the same system

Develop a design solution that distinguishes between the two types for clarity, so that neither is compromised

Community messaging can be more subtle because the program will be familiar to residents

2. Cars

Getting around town: balancing visitor & community needs

Summary of information needs, & examples of existing solutions

Information needs:

Visitor Center

Attractions

Parking

Districts

City services

District identity

City identity



Precedent image



2. Cars Getting around town: balancing visitor & community needs

Proposed content for Alexandria's solution

Information needs:

Visitor Center

Attractions

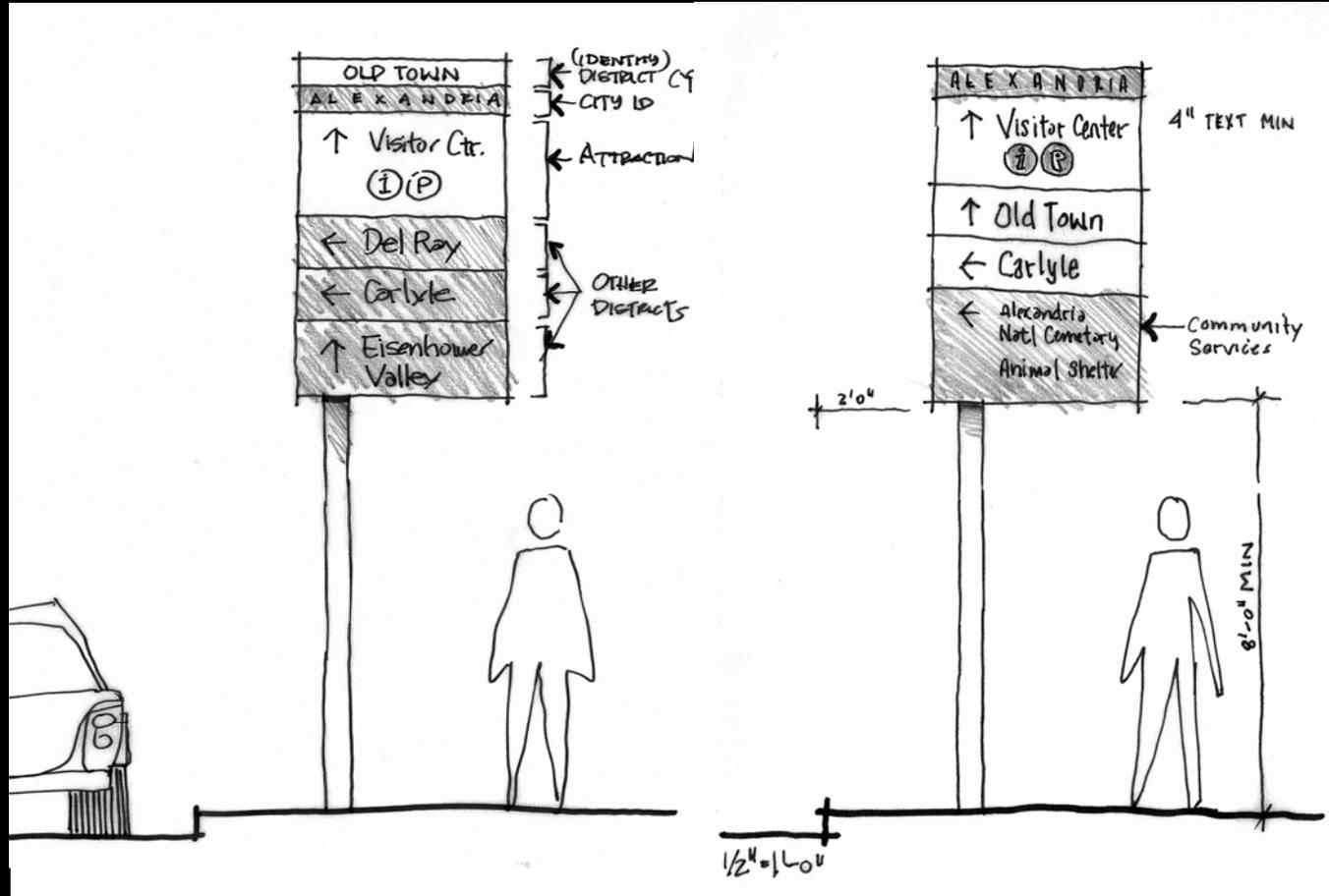
Parking

Districts

City services

District identity

City identity



Information Schematic (s)

2. Cars

Sign legibility issues

Observations & Recommendations of the project team

OBSERVATIONS

Current vehicular directionals do not function optimally:

- Difficult to see while driving: text height, color contrast, arrow shape
- Located at intersections rather than in advance: no time to safely execute a driving maneuver
- Mixed arrow styles with ambiguous meanings



Existing vehicular directional sign

RECOMMENDATIONS

Vehicular signs should be both visible & legible

Consider sight lines for design & location

Design with optimal contrast, text height

Develop standard minimum distance for sign in advance of turns; account for various posted traffic speeds



Existing vehicular directional sign

2. Cars Sign legibility issues

Summary of information needs, & examples of existing solutions

Information needs:

- Consistent placement
- Clear site lines
- Good contrast
- Legibly sized text
- Appropriate scale



Precedent Images



2. Cars

Getting around town: identifying civic destinations

Observations & Recommendations of the project team

OBSERVATIONS

Park facilities are desired destinations. Most parks are neighborhood-focused, but some have a regional draw

RECOMMENDATIONS

Incorporate park facilities into wayfinding messages based on a threshold of annual attendance or significance (e.g. Cameron Run, Jones Point)

Create a destination ID standard for city parks to replace current routed-wood signs



Existing signs

2. Cars

Getting around town: identifying civic destinations

Summary of information needs, & examples of existing solutions

Information needs:

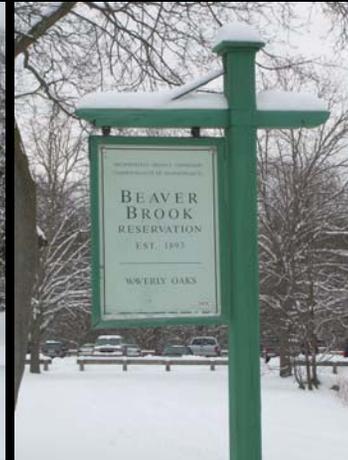
City identity

Possible district identity

Park name

Hours / restrictions

Map (encourage links to other parks)



Precedent images

2. Cars

Parking

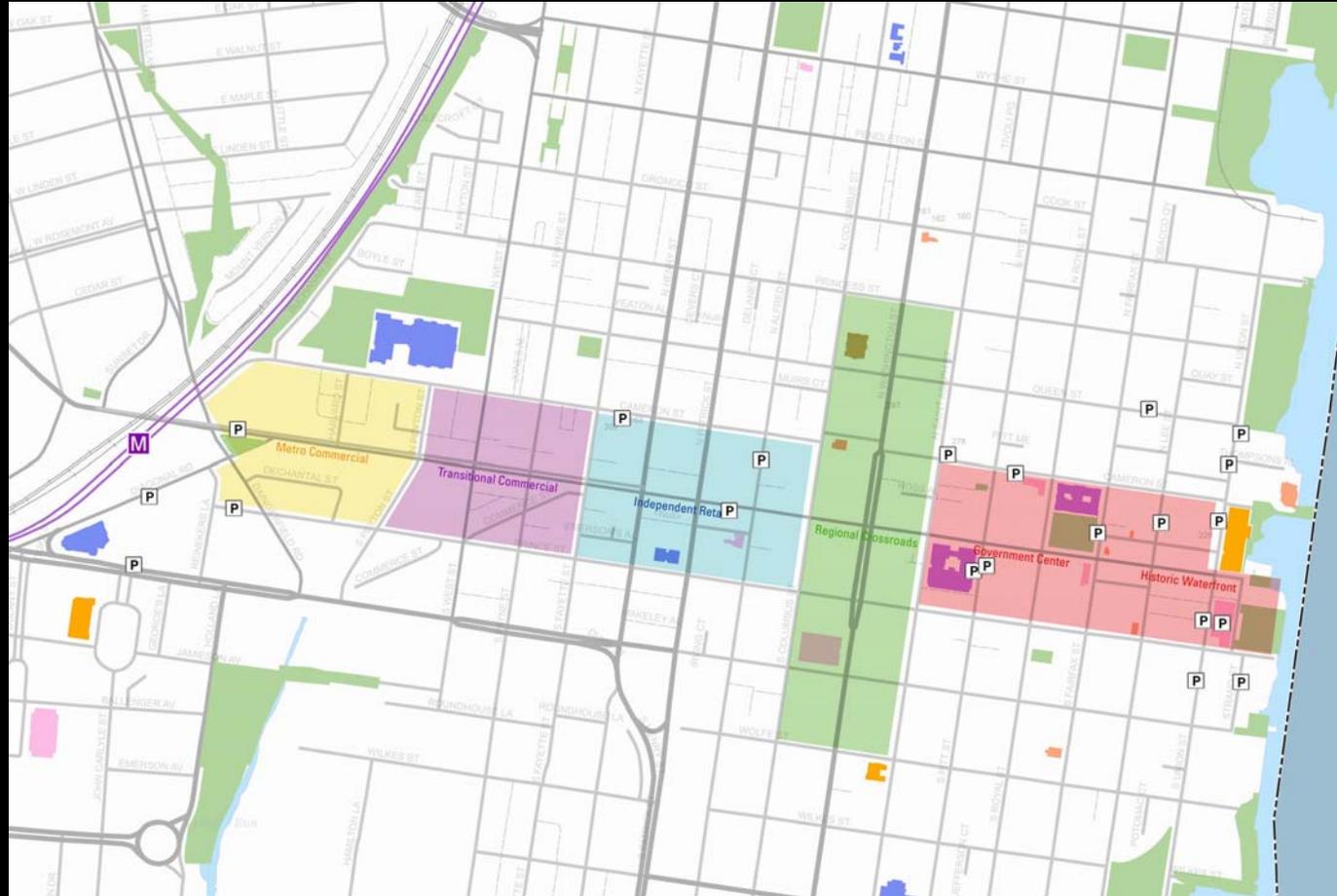
Defining the issue



Context image



Context image



Map: Public parking lots (King Street detail)

2. Cars

Parking

Observations & Recommendations of the project team

OBSERVATIONS

Directionals to parking are plentiful, but parking destinations are not always clearly marked

Visitors are reluctant to park in pay facilities because you have to pull in to find out what it costs

RECOMMENDATIONS

Adopt a standard parking graphic vocabulary for use in municipal facilities and adoption by private operators; apply to both parking trailblazing and identification

Incorporate standard sign for rate information into parking sign system

Modify sign code as necessary to allow/require posting visible from the street



Existing conditions

2. Cars | Parking

Summary of information needs, & examples of existing solutions

Information needs:

Consistent parking icon

Name of lot

Consider listing nearby attractions

District identity

City identity

Clear and consistent rates info



Precedent Images

2. Cars Parking

Proposed content for Alexandria's solution

Information needs:

Consistent parking icon

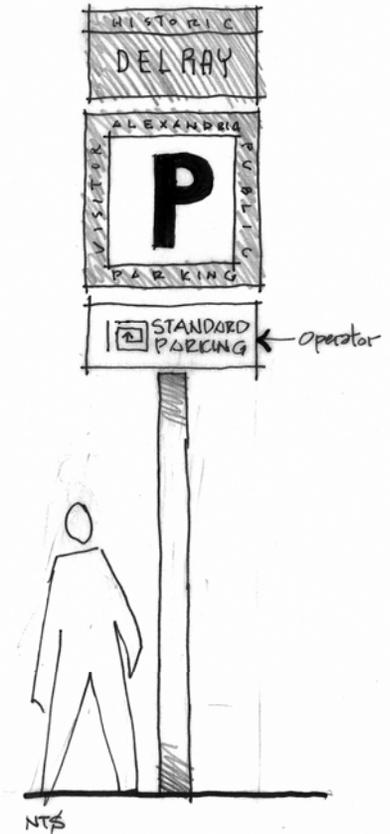
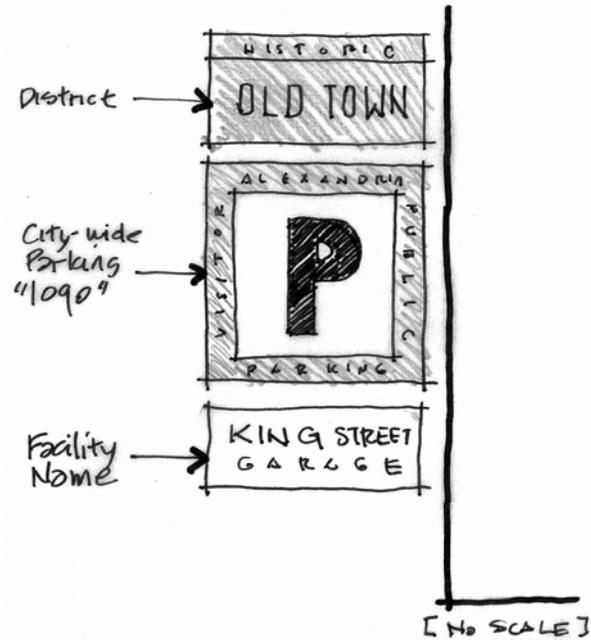
Name of lot

Consider listing nearby attractions

District identity

City identity

Clear and consistent rates info



Information Schematics

3. Bicycles

...are a great way to see the city

Alexandria is bike-friendly

Lots of people get around Alexandria by bike

Lots of people pass through Alexandria on bikes

Bikes are a great way to experience Alexandria !

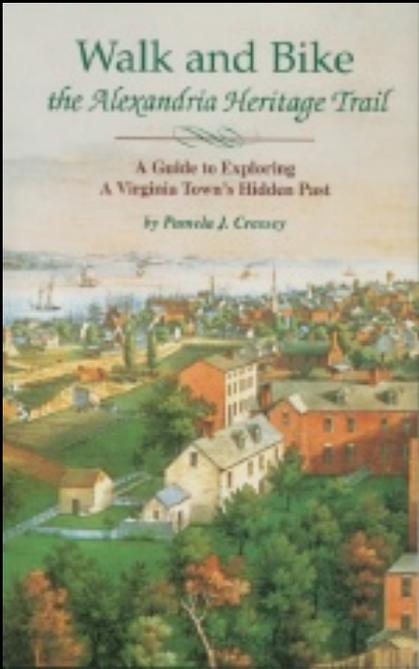
>> Getting around and through town...

What information do cyclists need (& where) to keep headed in the right direction, to orient themselves, and to experience all Alexandria has to offer? And, how can signs for cyclists promote biking even for those on foot/in cars?

3. Bicycles

Getting around and through town

Defining the issue



Biking in Alexandria is a community movement!

Map: Extensive bike trails throughout the city

3. Bicycles

Getting around and through town

Observations & Recommendations of the project team

OBSERVATIONS

Bike trail users are an important audience

Mount Vernon bike trail disappears as it passes through the city

Bike routes are currently designated by DOT-style identification and milepost directionals

RECOMMENDATIONS

Locate signs along key bike routes that promote bike services and Old Town attractions

Identify trail on city streets in conjunction with additional components

Consider an identity system for Alexandria bike routes

Numbering or otherwise identify distinct routes and coordinate with maps



Existing sign



Existing sign

3. Bicycles

Getting around and through town

Summary of information needs, & examples of existing solutions

Information needs:

Consistent graphics and symbols

Name of trail

Listing attractions

District identity

City identity



Existing markings

Precedent Images

4. Distinctive Areas

Alexandria is more than Old Town

Alexandria is a community with multiple town centers

Alexandria has authentic districts and neighborhoods

Alexandria is a sum of its parts

4. Distinctive Areas

Issues

How should we organize the city into smaller pieces to help people orient themselves and find their way?

>> Districts

>> Neighborhoods

>> Commercial Areas, Malls & Shopping Centers

How should we distinguish between them?

Which belong on maps, which belong on vehicular directional signs?

Where does one draw the line?

>> District specifics

What characteristics of different areas of the city will drive how the design solution works? What unique wayfinding challenges do they present?

>> Planning for Growth

What changes are in store for the city? What needs will they create that the wayfinding program should anticipate? Can wayfinding support their planning goals?

4. Distinctive Areas

Districts

Defining the issue

Identifying districts or "regions" within the city is a common practice to help in wayfinding

Wayfinding districts could reinforce the notion of Alexandria as a "city of neighborhoods" and "more than just Old Town"

Discussion with SAG:

Is this an appropriate strategy for Alexandria ?

Is it a "forced" solution?

If it seems like a strategy to pursue, what are the criteria?

- Commercial Areas?
- Selected Neighborhoods?
- Some other informal, yet commonly accepted designation?



Albuquerque vehicular directional, utilizing districts for easy wayfinding

4. Distinctive Areas

Neighborhoods

Observations & Recommendations of the project team

OBSERVATIONS

In some cases, the surroundings do not communicate a distinctive sense you are in a different district

Some neighborhoods are purely residential

Some neighborhoods could be considered destinations due to attractions and businesses, or historic status

Names are used interchangeably and lead to some confusion

(example: Mt Vernon Ave , Del Ray , Town of Potomac are really all parts of the same area)

RECOMMENDATIONS

Consider the National Historic Register status of the areas.

Residential neighborhoods may be identified by gateways but may not appear in the wayfinding program as destinations.

Residential neighborhoods will be offered an identity sign palette



Precedent images

4. Alexandria

Commercial Areas, Malls and Shopping Centers

Observations & Recommendations of the project team

OBSERVATIONS

Retail and dining are important tourism draws. Some commercial areas warrant inclusion on wayfinding signs, as do some malls/shopping centers. Clear criteria are needed.

RECOMMENDATIONS

"Areas of commercial concentration": commercial zones with a certain number of independent businesses united under an umbrella association. Suitable for inclusion in maps & vehicular wayfinding, plus gateway signs.

"Retail centers": planned retail developments (malls, shopping plazas). Those which are "regional draws" defined by a minimum # of square feet are suitable for inclusion in maps & vehicular wayfinding. Those meeting a lower minimum are suitable for maps only.



4. Alexandria

District: Old Town

Identification of unique contextual and cultural characteristics

From the Potomac River waterfront to the King Street Metro, restaurants, shops and historic attractions line King Street and the side streets radiating from it.

Events — including parades, house tours and a two-day art festival — make Old Town a lively neighborhood year-round.



4. Alexandria

District: Old Town

Observations & Recommendations of the project team

OBSERVATIONS

Old Town character is perceived as city-wide to the first-time visitor:
Old Town is sometimes perceived as the same as Alexandria

Interconnectivity is critical: King Street is more than just the waterfront;
Old Town is more than just King Street;
Alexandria is more than just Old Town

Off-King St attractions need visibility within Old Town

RECOMMENDATIONS

Messages should direct to Old Town Historic District shortly after city gateways

Emphasize additional districts & reinforce destination affiliation; utilize graphic tools to emphasize their relative size & proximity

Incorporate attraction orientation into pedestrian level signs



4. Alexandria

District: Del Ray

Identification of unique contextual and cultural characteristics

Founded in 1894 as a “streetcar suburb” to Washington, DC, Del Ray is a cozy neighborhood and national historic district that describes itself as “where Main Street still exists.” Much of the pride in the neighborhood revolves around the charming late 19th and 20th century architecture. Del Ray bustles with an eclectic mix of shops and restaurants that are clustered around Mount Vernon Avenue. Del Ray is also an enclave for the arts, celebrated each year on the first Saturday of October with Art on the Avenue, a multicultural festival.



4. Alexandria

District: Del Ray

Observations & Recommendations of the project team



Context image



Context image

OBSERVATIONS

Del Ray is an highly visible residential neighborhood, with Mount Vernon Avenue as its destination commercial corridor

Direction to Del Ray from Route 1 is important

Del Ray benefits from a strong arts community

RECOMMENDATIONS

Utilize Del Ray as a wayfinding district & incorporate as a vehicular message

Treat Mount Vernon as an area of commercial concentration, with a "gateway" that responds to the corridor condition

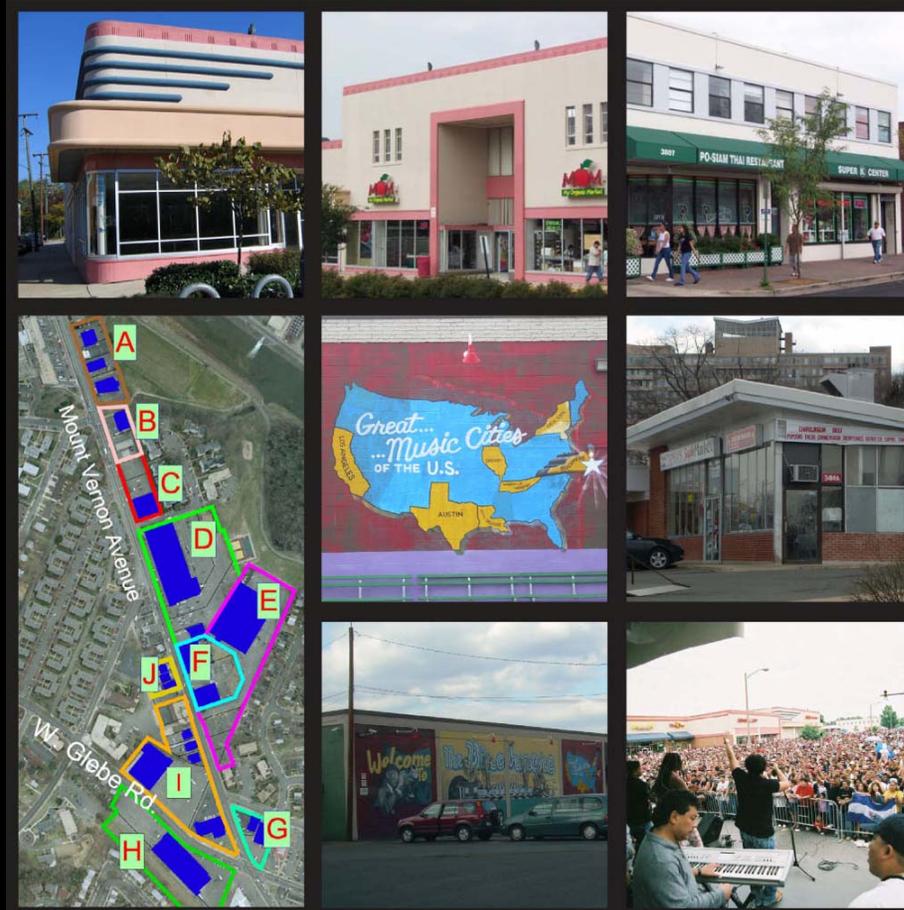
Use pedestrian sign program from Old Town to promote walking

4. Alexandria

District: Arlandria

Identification of unique contextual and cultural characteristics

North of Del Ray along Mount Vernon Avenue is Arlandria, a small neighborhood nestled between Arlington and Alexandria. It is also popularly known as Chirilagua, for the El Salvadoran village that was home to many of its residents. Small shops and restaurants with an international clientele line its streets.



4. Alexandria

District: Arlandria

Observations & Recommendations of the project team



Context image

OBSERVATIONS

Arlandria is easily navigable by car or on foot

The commercial corridor thriving, and is more condensed than in Del Ray

The Birchmere is a regional attraction

RECOMMENDATIONS

Utilize Arlandria as a wayfinding district & incorporate as a vehicular message

Area of commercial concentration "gateway" may be a corridor treatment or a central monument

Use pedestrian sign program from Old Town to promote walking

4. Alexandria

District: West End

Identification of unique contextual and cultural characteristics

Only eight miles from downtown Washington DC with easy access to I-395, this is the city's largest and fastest-growing neighborhood. Home to a large, diverse variety of restaurants and several fine hotels (and plenty of parking), points of interest include the Civil War-era Fort Ward, Ben Brenman Park and the Landmark Mall



4. Alexandria

District: West End

Observations & Recommendations of the project team

OBSERVATIONS

The West End covers a large area, and is comprised of many smaller neighborhoods

There is no pedestrian commercial center to speak of, but Landmark Center is a regional draw

RECOMMENDATIONS

Utilize West End as a wayfinding district & incorporate as a vehicular message

Watch for upcoming revitalization of the Landmark area & look to incorporate additional sign components

4. Alexandria

District: Carlyle

Identification of unique contextual and cultural characteristics

The 76.5-acre master-planned Carlyle development is home to 7 million square feet of office, hotel, residential, and retail space. Carlyle is within walking distance of the King Street Metro station and the Amtrak/Virginia Railway Express station, and is one of Northern Virginia's most convenient and accessible business locations.



4. Alexandria

District: Carlyle

Observations & Recommendations of the project team



Context image

OBSERVATIONS

Pedestrian route from Carlyle (e.g., hotel) to Old Town/King Street is unclear - important link

Pedestrian tunnel under Duke to Metro is underutilized, not open at all hours

Existing wayfinding signs exist, maintained by Carlyle Development Corp

RECOMMENDATIONS

Use pedestrian sign program from Old Town to promote walking; Emphasize close, walkable proximity of neighboring areas

Utilize pedestrian system components to reinforce access pathways between Metro and Carlyle

Program pedestrian signs to clarify major paths

Supplement or replace existing signs with city-wide standard that emphasizes wayfinding within Carlyle as well as relationship to surrounding areas

4. Alexandria

District: Carlyle

Observations & Recommendations of the project team



Context image

OBSERVATIONS

Visibility approaching from Duke Street is insufficient

Commercial activity is spread throughout the area, rather than concentrated on a single "strip"

Carlyle is a true mixed-use community, with many different functions

RECOMMENDATIONS

Consider use of enhanced gateway, vehicular directional messaging to enhance visibility

Area of commercial concentration "gateway" needs to respond to the street grid condition

Utilize Carlyle as a wayfinding district/intra-city region & incorporate as a vehicular message

4. Alexandria

District: Eisenhower Valley

Identification of unique contextual and cultural characteristics

Eisenhower Valley is a geographically distinct district, physically separated from others by rail lines. Anchored by Carlyle on its eastern end, it also includes Hoffman Town Center, which bustles with restaurants, an ice cream shop and a 22-screen movie theater. A short drive away is Cameron Run Regional Park, popular with families for its miniature golf, waterslide and wave pool.



4. Alexandria

District: Eisenhower Valley

Observations & Recommendations of the project team

OBSERVATIONS

Carlyle is within Eisenhower Valley - overlap needs to be addressed

Eisenhower Valley can be tough to find - relatively self-contained and geographically separated from other areas

RECOMMENDATIONS

Clarify community desires regarding Carlyle overlap

Utilize Eisenhower Valley as a wayfinding district & incorporate as a vehicular message

4. Alexandria

Planning for growth

Observations & Recommendations of the project team

OBSERVATIONS

Approved Small Area Plans in implementation that include wayfinding:
Arlandria, Braddock Metro, Eisenhower East, King Street Retail Strategy, Mt. Vernon Ave Business Area Plan

In Progress and Upcoming Small Area Plans:
Waterfront Plan, Landmark/Van Dorn

Other Planning Initiatives:
Washington Street Streetscape Guidelines, Four Mile Run

RECOMMENDATIONS

Old Town pedestrian wayfinding solution should be adaptable to other pedestrian areas to encourage walking

Identify opportunities to integrate wayfinding program components into new fixtures, street tree spacing, etc.

5. Heritage

Why is Alexandria unique?

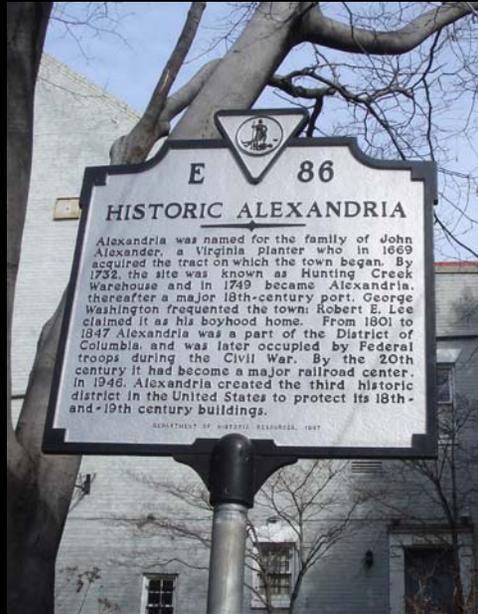
Alexandria is **authentic**

Alexandria goes **way** back

Alexandria has **many stories** to tell

Alexandria's history is **accessible**

Alexandria is an **urban museum**



Context image

5. Heritage

The urban museum

Observations & Recommendations of the project team

Alexandria Heritage Trail



OBSERVATIONS

There are many attractions in town, and multiple established biking & walking trails connecting them

Trails are not designated in the environment - there is no way to stumble on to them, and no consistent self-guided information on site

RECOMMENDATIONS

Coordinate attractions in a unified program that is visible to pedestrians/cyclists

Provide identification and interpretive information at each site

Existing trail map



5. Heritage

Walking trails: vertical plane

Summary of information needs, & examples of existing solutions

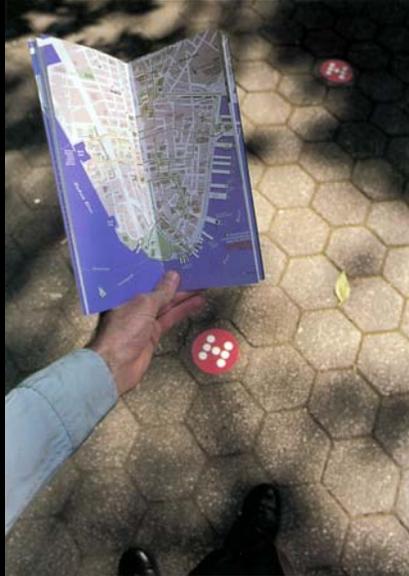
Information needs:

Trail "blaze"

Site number

Directional arrow

Companion printed piece



Precedent Images

5. Heritage

Walking trails: ground plane

Summary of information needs, & examples of existing solutions

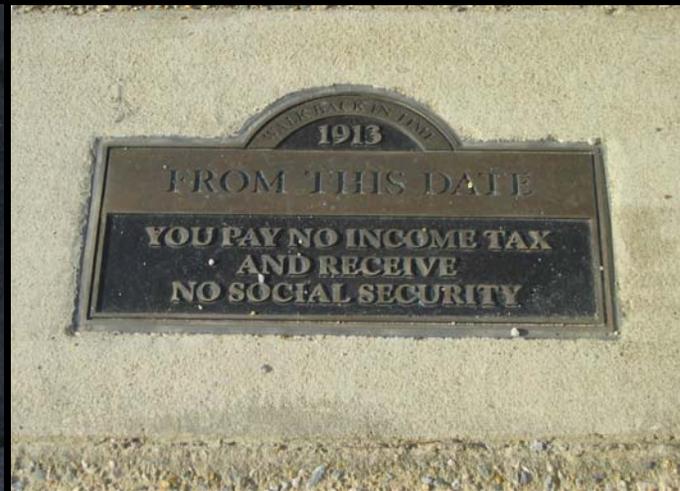
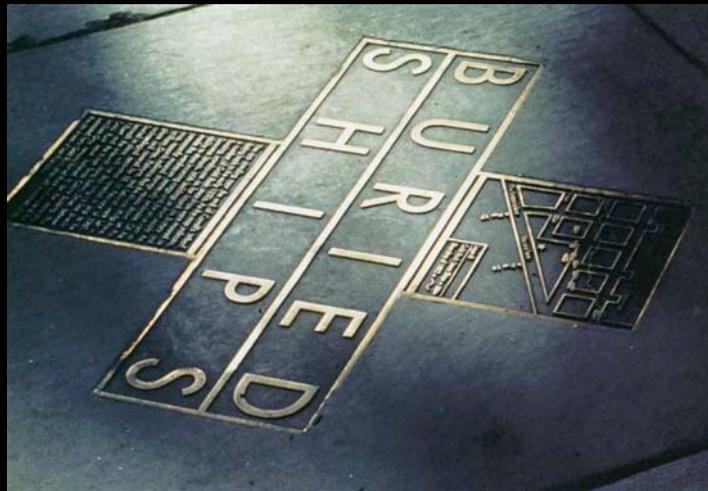
Information needs:

Trail "blaze"

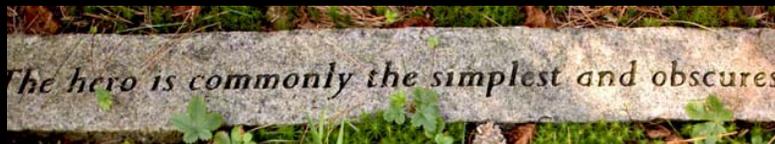
Site number

Directional arrow

Companion printed piece



Precedent Images



5. Heritage

Site Identity

Summary of information needs, & examples of existing solutions

Information needs:

Attraction name

Trail identity

District identity

City identity

Interpretive information

Local map

Hours of operation



Precedent Images

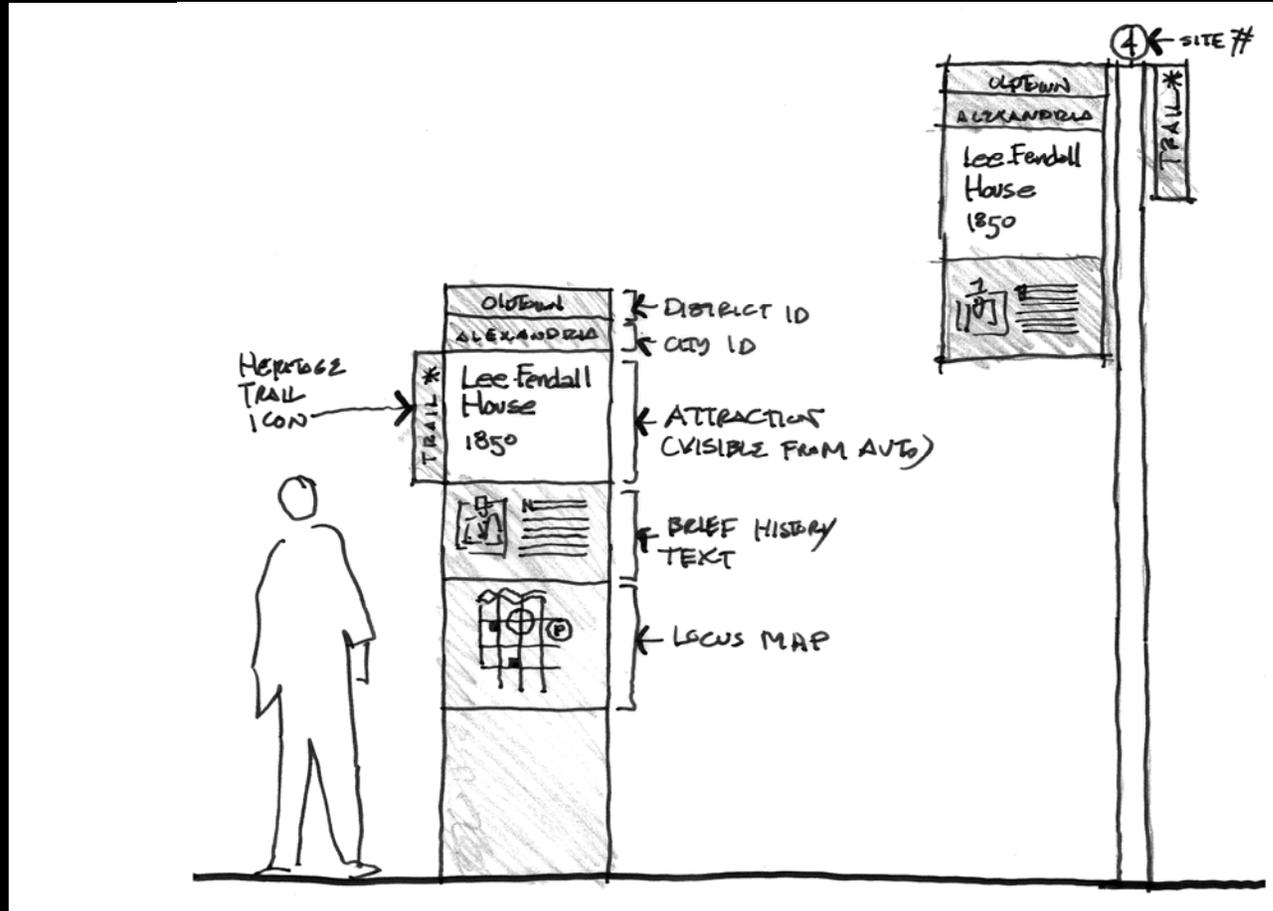
5. Heritage

Site Identity

Proposed content for Alexandria's solution

Information needs:

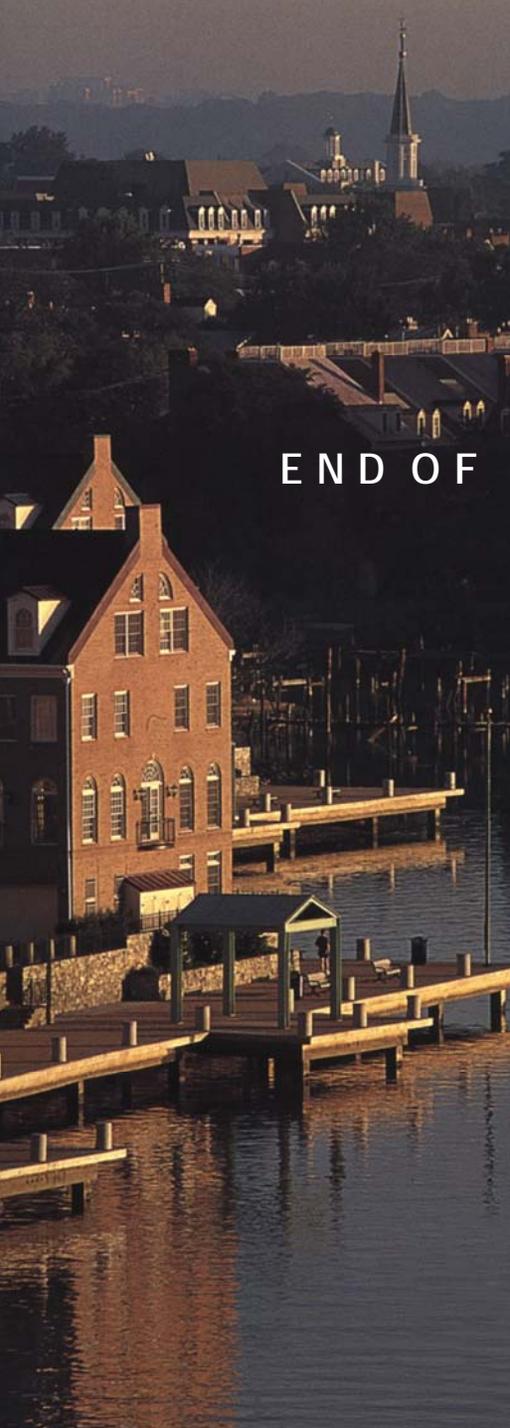
- Attraction name
- Trail identity
- District identity
- City identity
- Interpretive information
- Local map
- Hours of operation



Information Schematics

- Do you agree with the issues we've identified?
- Do you like the solutions we are proposing?
- Do you see things we may have missed?

At our next meeting May 29, we will show design concepts built around the information frameworks proposed today



END OF

Progress Presentation: Stakeholder Advisory Group

ALEXANDRIA
WAYFINDING DESIGN

SASAKI