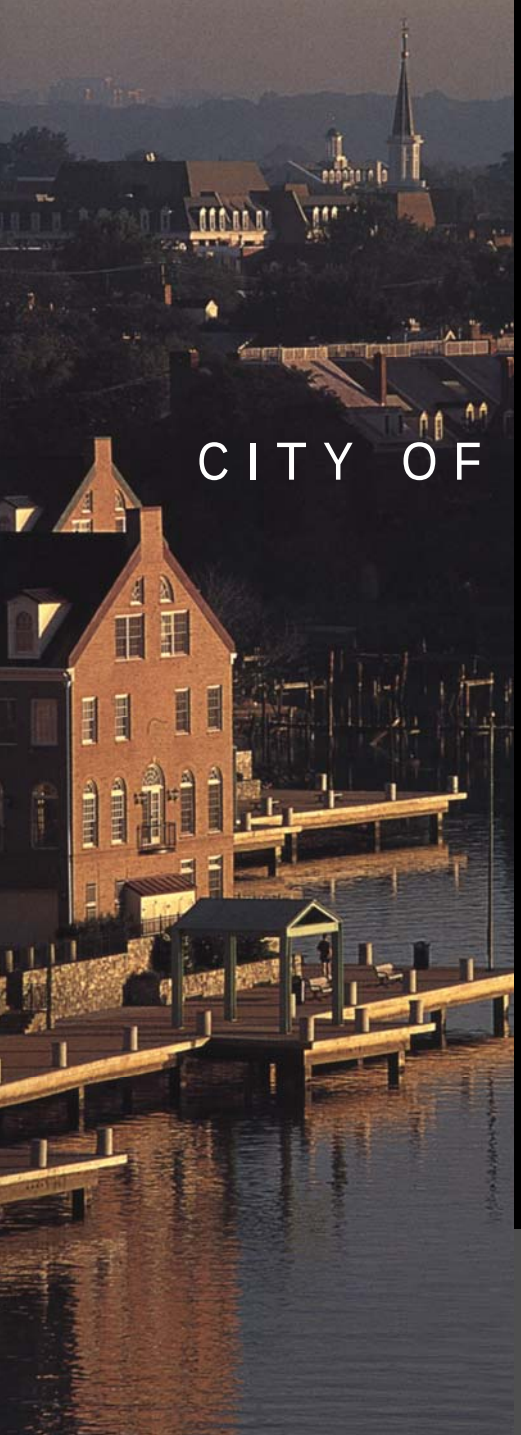


CITY OF

ALEXANDRIA

WAYFINDING PROGRAM

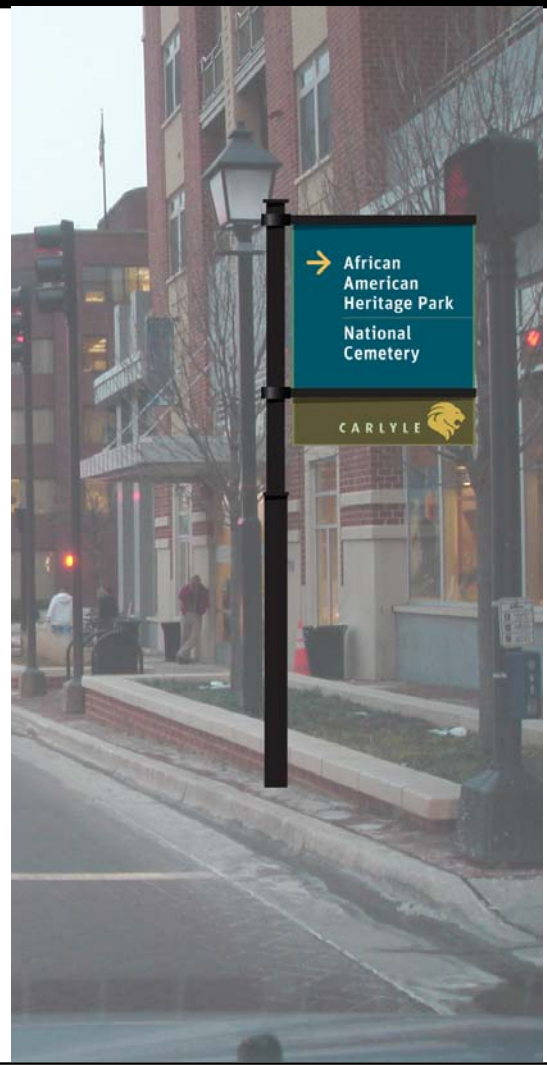
Design Refinement

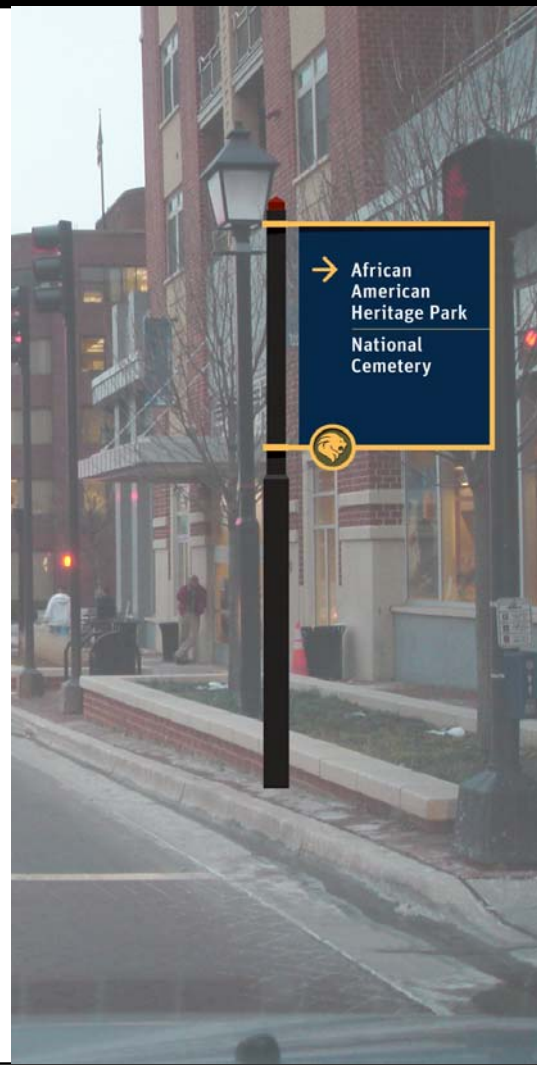
Stakeholder Advisory Group Presentation

06 November 2008

SASAKI

Where we were...





Objectives of refinement

- **More colorful (but still legible)**
- **More unique to Alexandria**
- **More pizzazz (but still simple)**

Full Sign Family to Date

Authenticity: Colonial sign precedents

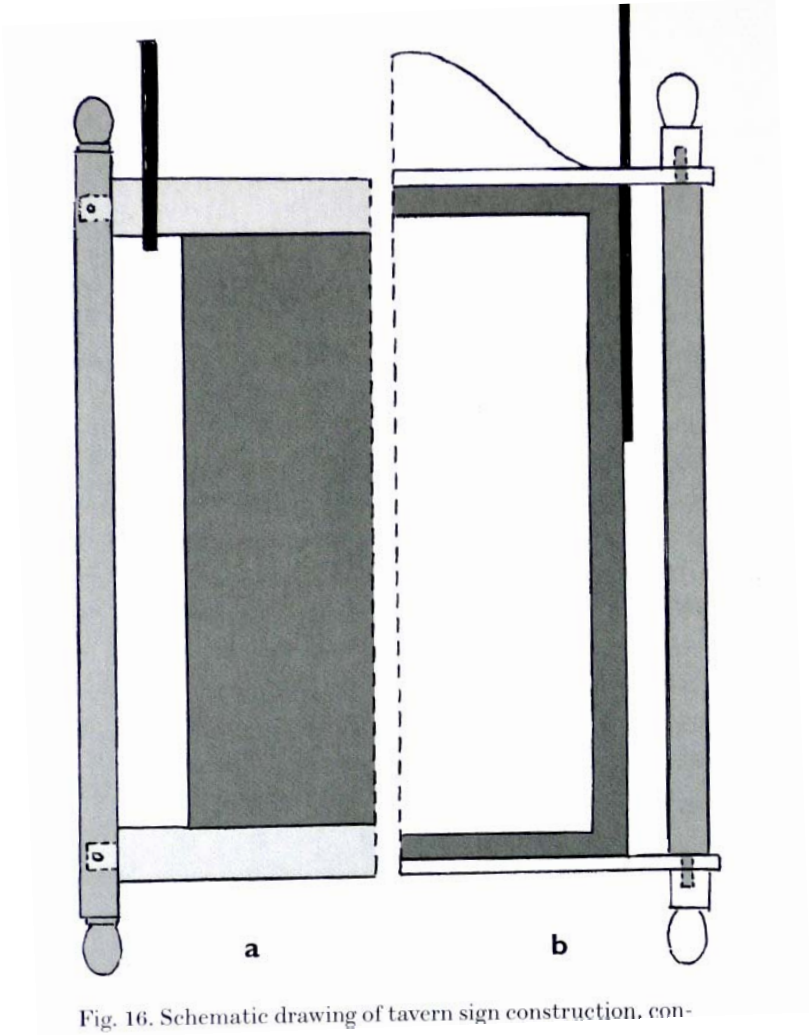


Fig. 16. Schematic drawing of tavern sign construction, con-

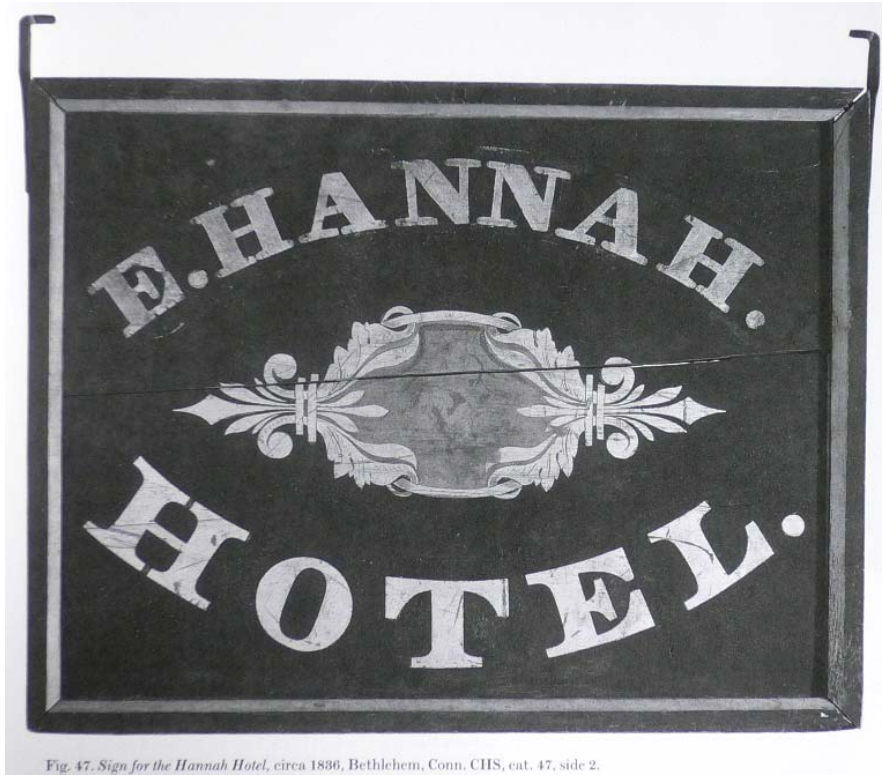
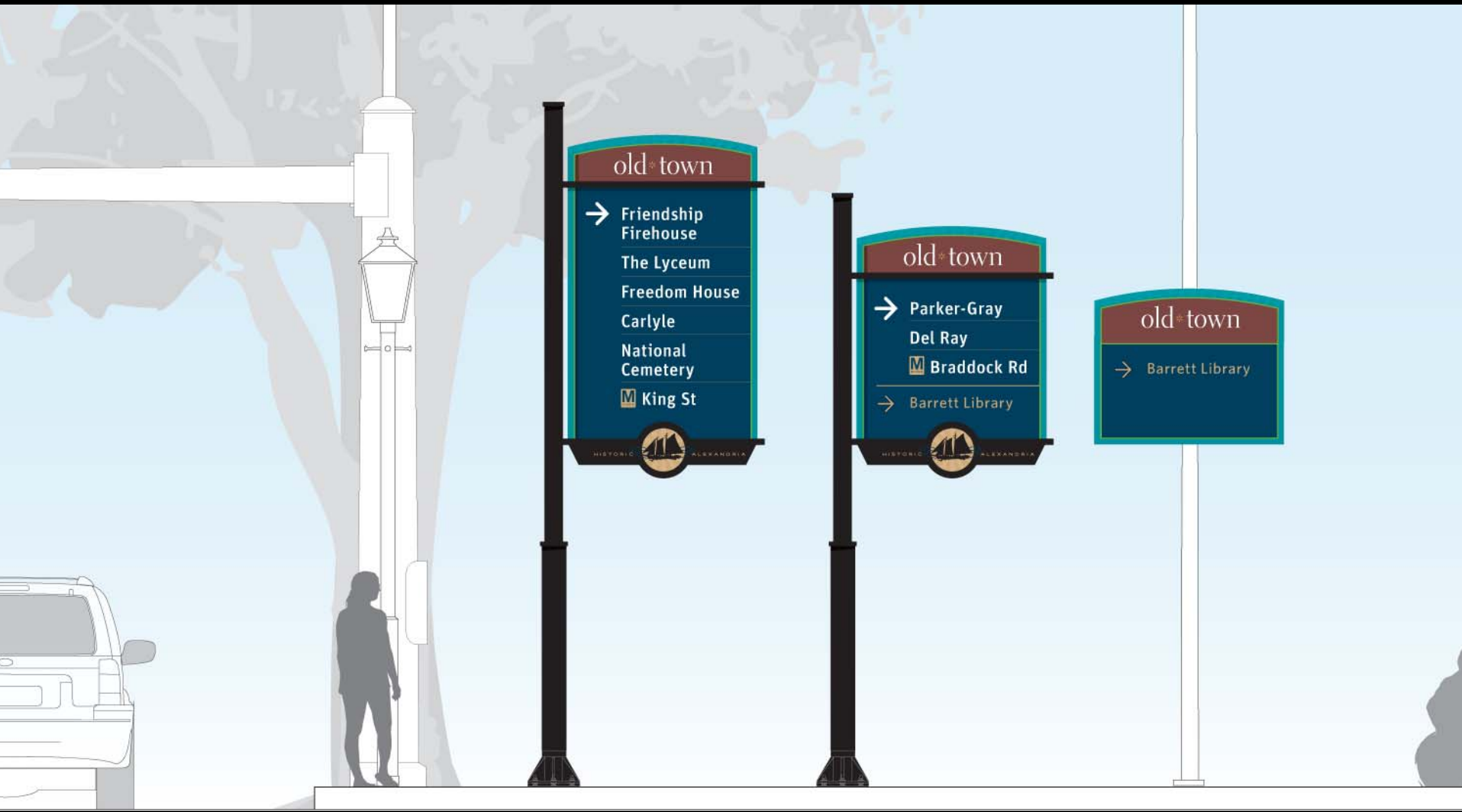


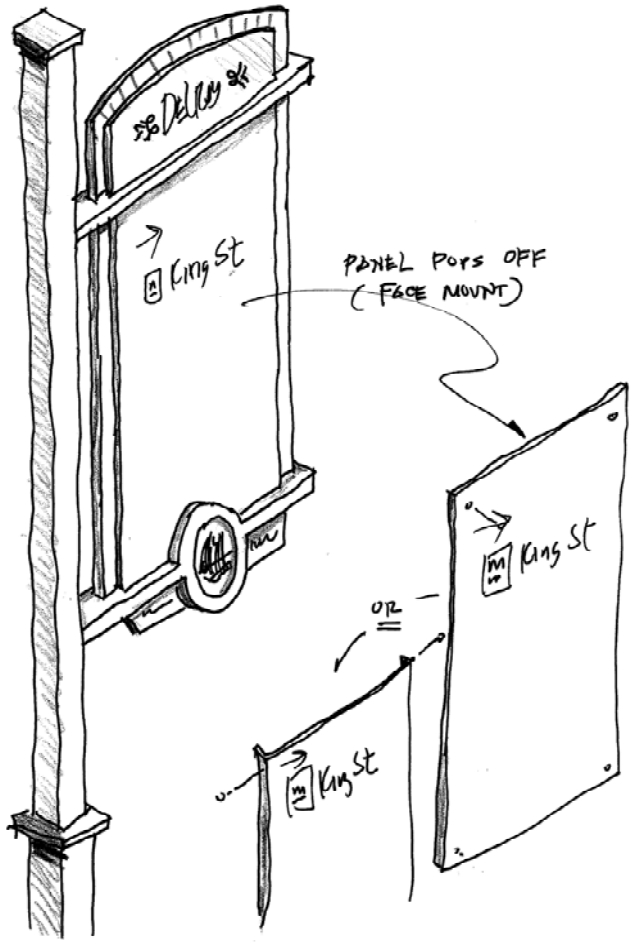
Fig. 47. *Sign for the Hannah Hotel*, circa 1836, Bethlehem, Conn. CHS, cat. 47, side 2.

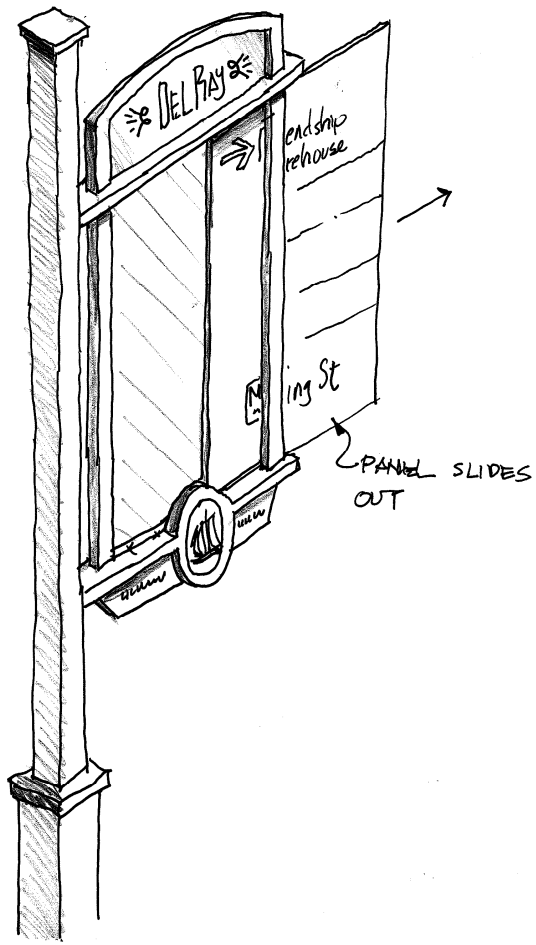
Vehicular Directionals

Vehicular Directionals



Vehicular Directionals



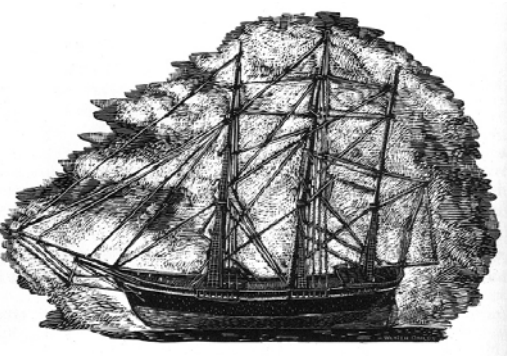


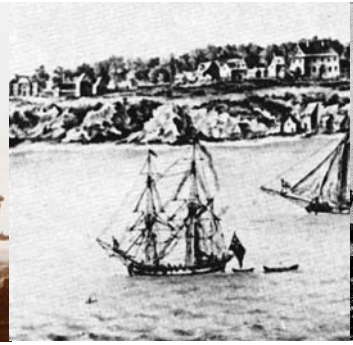
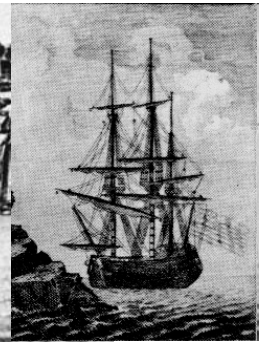
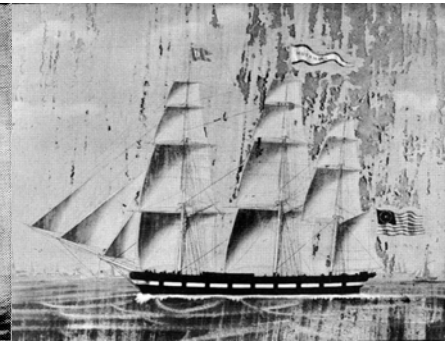
Vehicular Directionals

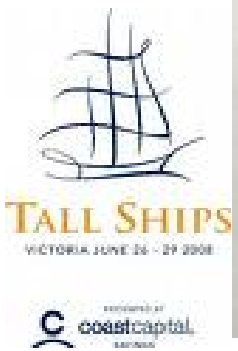
Vehicular Directionals: District ID panels

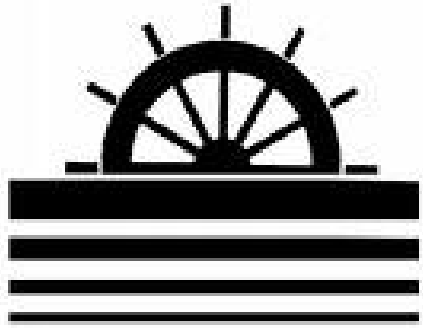
Vehicular Directionals: Alexandria Emblem Bracket

Alexandria Emblem: Initial icon styles and sources







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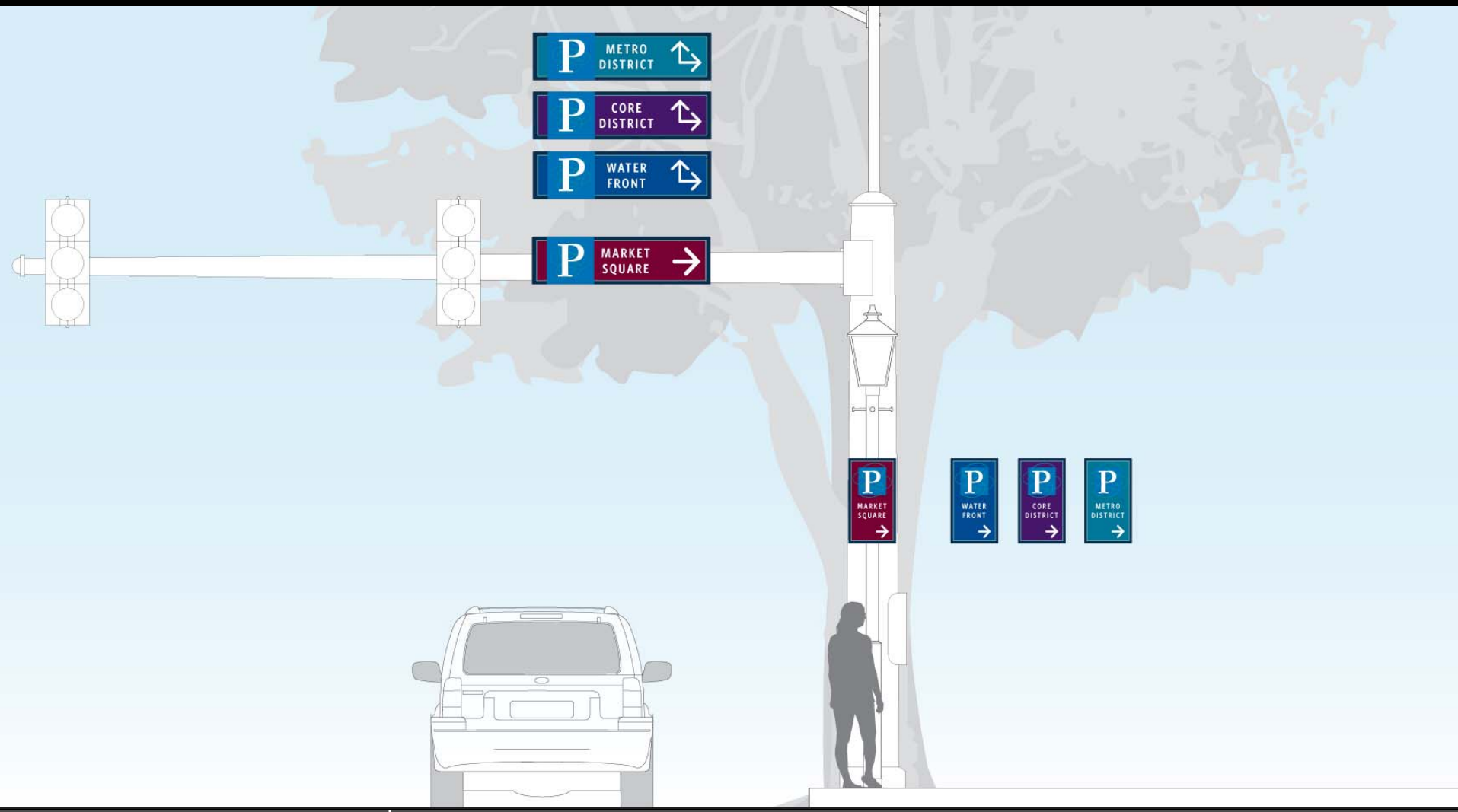
Vehicular Directionals

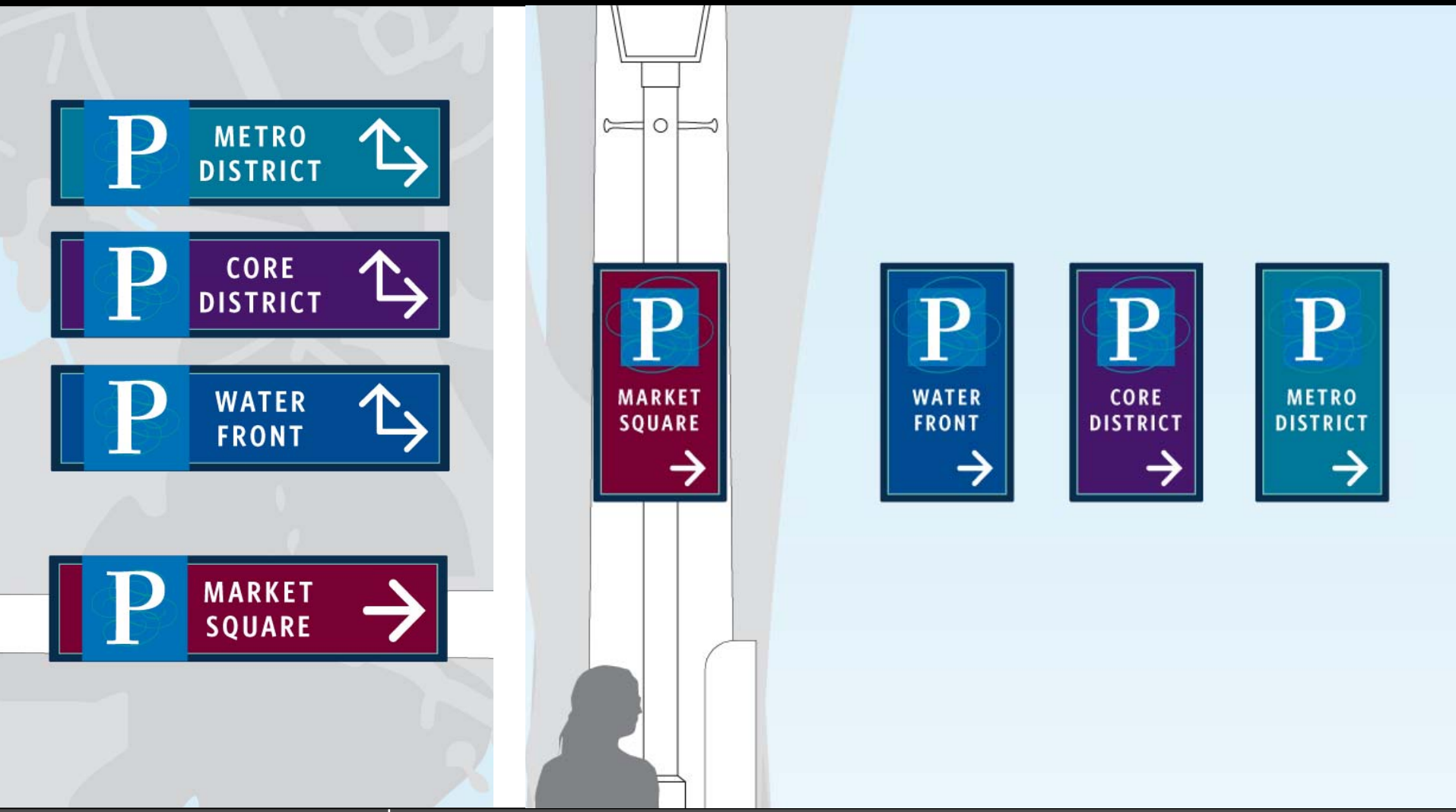
Vehicular Directionals

Vehicular Directionals

Parking Directionals



Parking Directionals



Parking Directionals

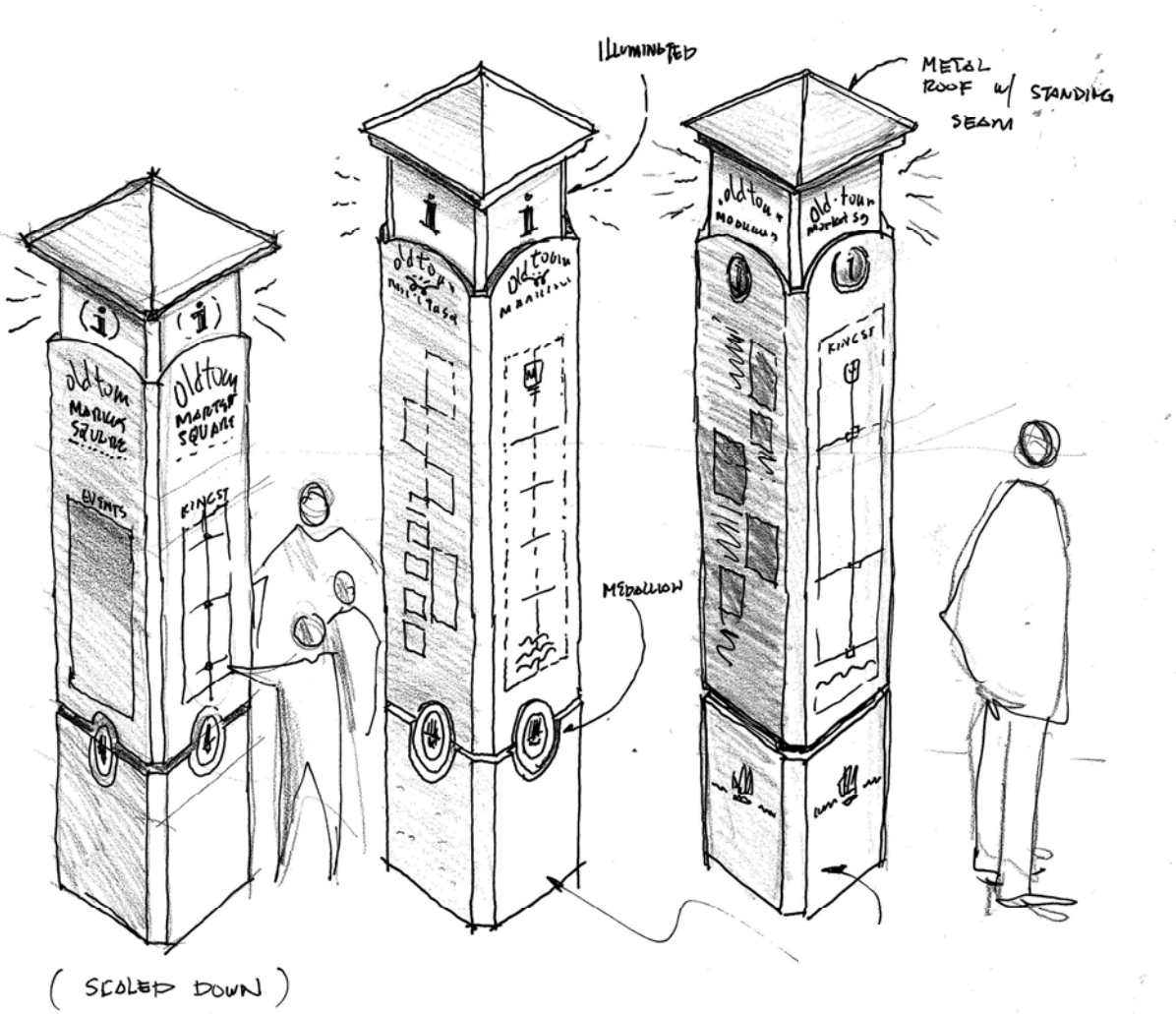
Parking Directionals

Parking Identification

Parking Identification

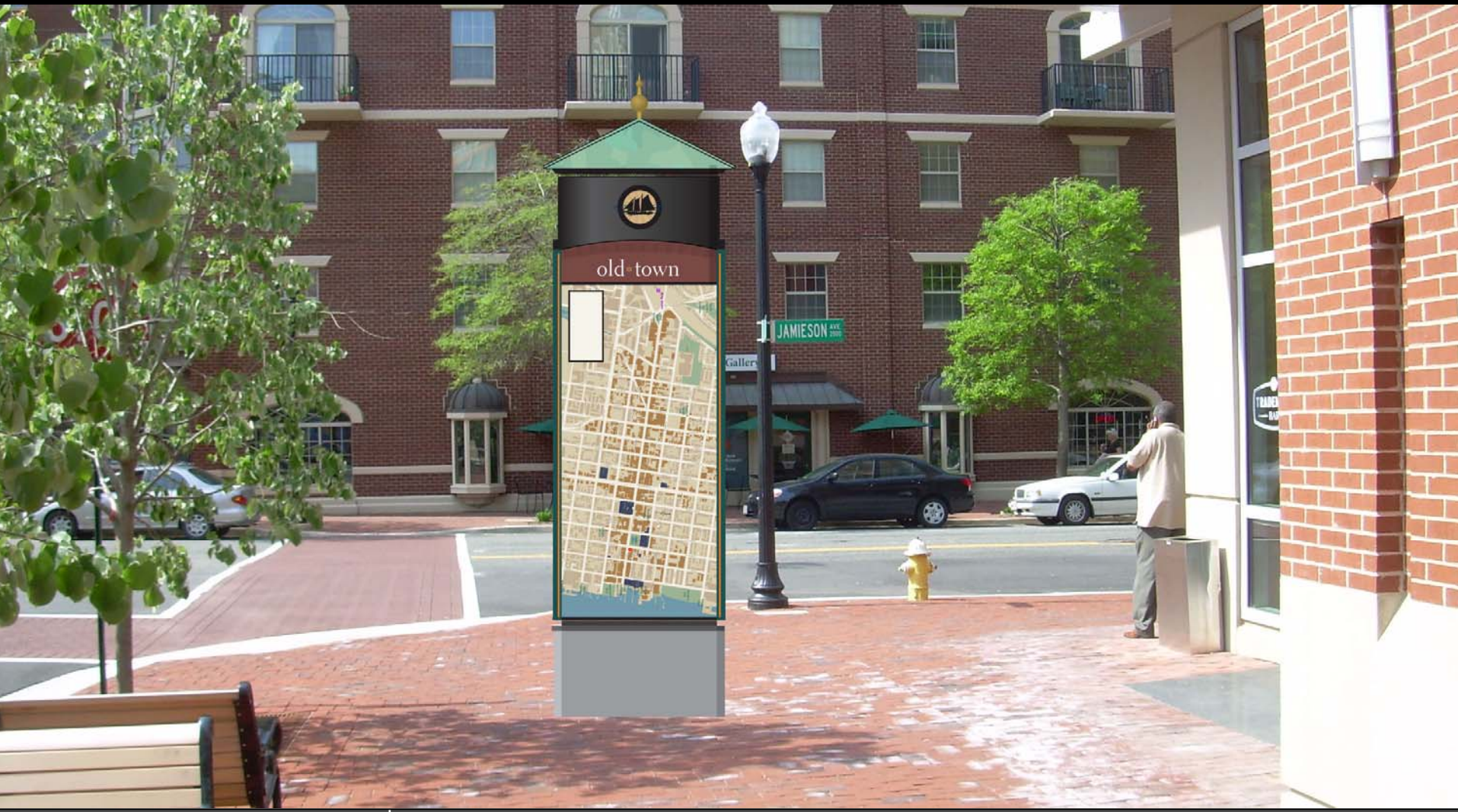
Parking Identification

Large Kiosk


ILLUMINATED
METAL ROOF W/ STANDING SEAM
MEDALLION
(SCALED DOWN)

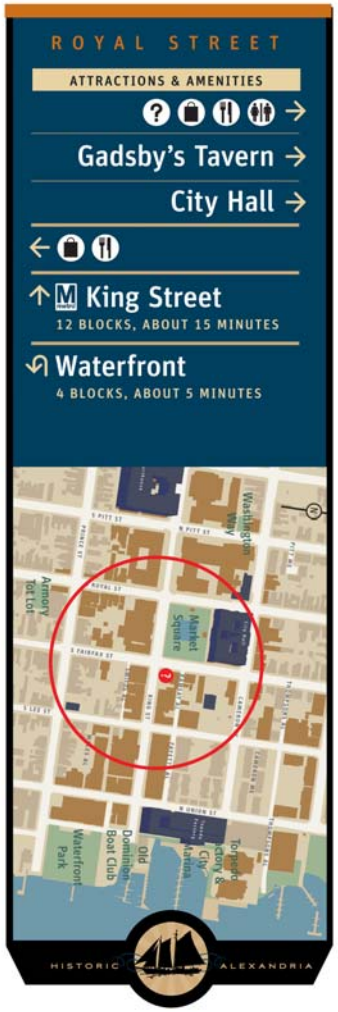
old town

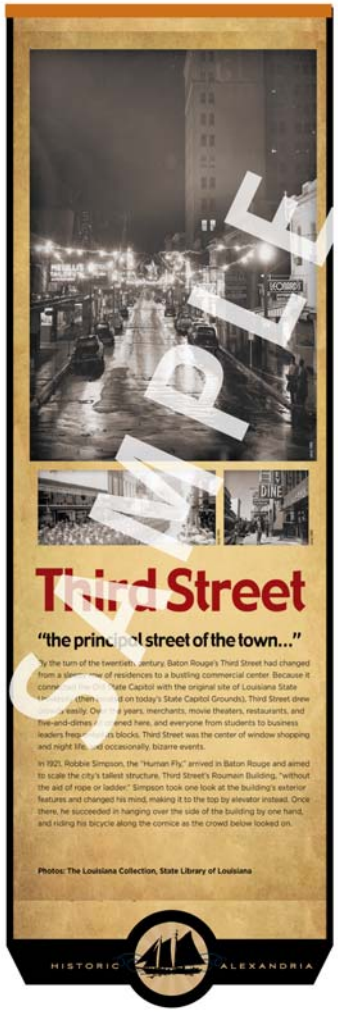
Large Kiosk



Large Kiosk

Mini Kiosk


ROYAL STREET
ATTRACTIONS & AMENITIES
Gadsby's Tavern
City Hall
King Street
12 BLOCKS, ABOUT 15 MINUTES
Waterfront
4 BLOCKS, ABOUT 5 MINUTES
Washington Way
Armory Tot Lot
Market Square
Waterfront Park
Old Dominion Boat Club
City Marina
HISTORIC ALEXANDRIA

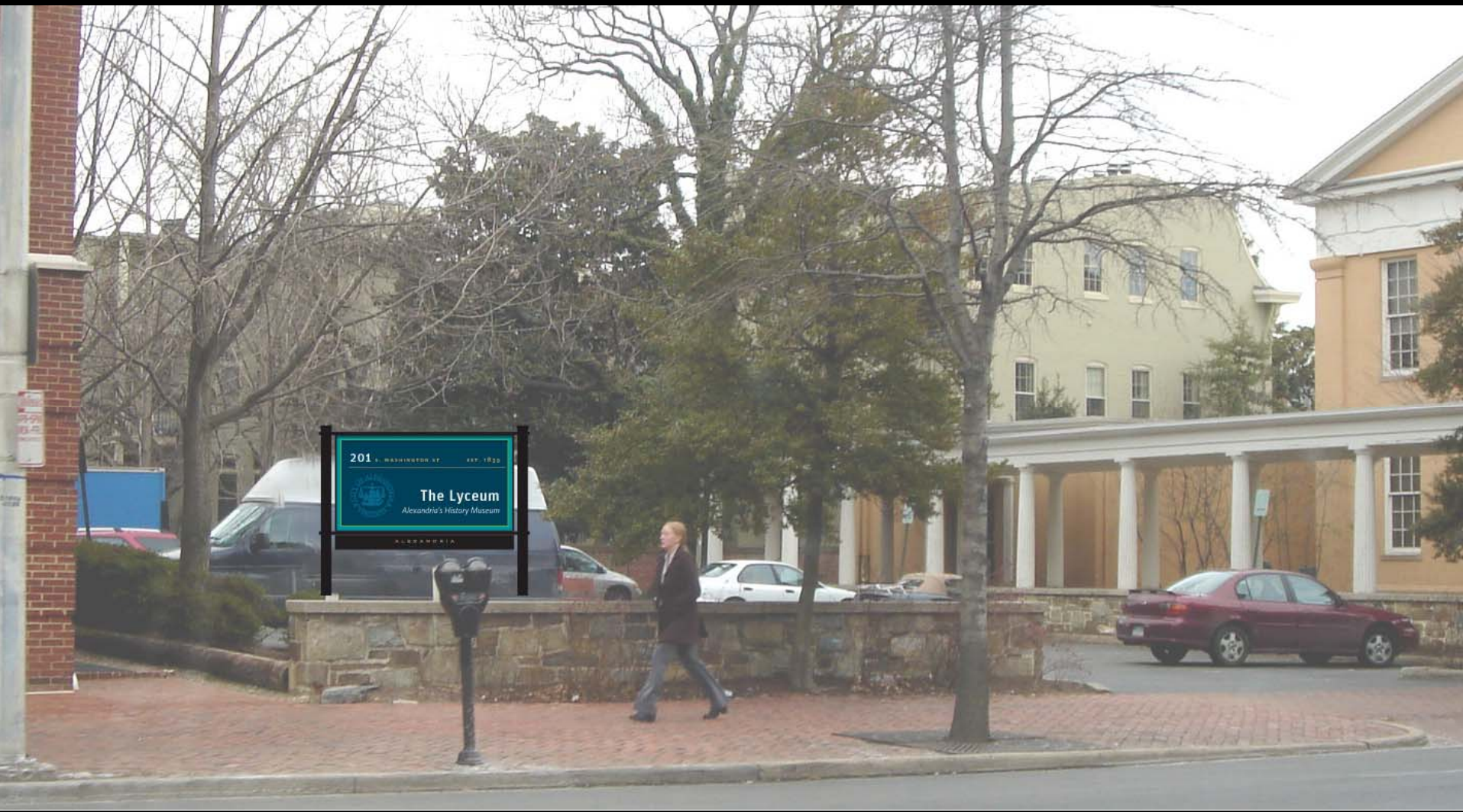

SAMPLE
Third Street
"the principal street of the town..."
Photos: The Louisiana Collection, State Library of Louisiana
HISTORIC ALEXANDRIA

S ALFRED ST

Attraction and Park Identification

Attraction and Park Identification

Attraction and Park Identification



Attraction and Park Identification

Attraction and Park Identification

- **Forms**
  - **Fresh take on historic signs from Colonial period**
  - **Honesty of structure – simple, straightforward**
  - **Black metal for poles and structure**
- **Graphics**
  - **Clear / legible / modern informational design**
  - **Expressive Alexandria and District type design**
  - **Bright and expressive color scheme**
- **Alexandria Spirit**
  - **Expressive of historic roots in Colonial Waterfront (unique)**

authentic – functional – distinctive - economical

- **Early December**
  - **Community / SAG Open House**
- **January**
  - **Planning Commission, BAR's joint work session**
  - **City Council work session**
- **February**
  - **Full size mockups of key sign types for SAG review**