A L E X A N D R I A

C I T Y O F

A L E X A N D R I A

W A Y F I N D I N G P R O G R A M

Design Refinement

Stakeholder Advisory Group Presentation

06 November 2008
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

- Friendship Firehouse
- The Lyceum
- Freedom House
- Carlyle
- National Cemetery
- King St

3210 King St
Chinquapin Park Recreation Center

SASAKI
Authenticity: Colonial sign precedents
Vehicular Directionals

- Friendship Firehouse
- The Lyceum
- Freedom House
- Carlyle
- National Cemetery
- King St

- Parker-Gray
- Del Ray
- Braddock Rd
- Barrett Library

- Barrett Library
Vehicular Directionals
Vehicular Directionals

- Old Town
  - Friendship Firehouse
  - The Lyceum
  - Freedom House
  - Carlyle
  - National Cemetery
  - King St

- Del Ray
  - Friendship Firehouse
  - The Lyceum
  - Freedom House
  - Carlyle
  - National Cemetery
  - King St

- Potomac Yard
  - Friendship Firehouse
  - The Lyceum
  - Freedom House
  - Carlyle
  - National Cemetery
  - King St

- Park-
  - Gray
  - Del Ray
  - Braddock Rd
  - Barrett Library
Vehicular Directionals: District ID panels

- ARLANDRIA
- old*town
- CARLYLE
- PARKER-GRAY
- DEL RAY
- POTOMAC YARD
- EISENHOWER VALLEY
- west end
Vehicular Directionals: Alexandria Emblem Bracket
Alexandria Emblem: Initial icon styles and sources
Vehicular Directionals

African American Heritage Park
National Cemetery

Carlyle

Reinke's Ln.
Vehicular Directionals
Parking Directionals
Parking Directionals

- Metro District
- Core District
- Waterfront
- Market Square

- Waterfront
- Core District
- Metro District
Parking Directionals
Parking Directionals
Parking Identification
Parking Identification

- Mt Vernon Avenue Lot
- Mt Vernon Avenue Lot
- Waterfront Garage
- King Street Garage
- Courthouse Square Garage
- Carlyle
Large Kiosk
Mini Kiosk
Attraction and Park Identification
Attraction and Park Identification
Attraction and Park Identification

Chinquapin Park & Recreation Center
3210 King St
Attraction and Park Identification

Chinquapin Park & Recreation Center

3210 King St

Chinquapin Park Recreation Center
Department of Parks, Recreation and Cultural Activities

Established 1985
Summary of Design Components

- **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**
Next Steps

• 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