A L E X A N D R I A

CITY OF

WAYFINDING PROGRAM

Schematic Design Concepts, Retail Strategy, Accessibility

Stakeholder Advisory Group Presentation

24 September 2008
A Reminder...

Why does Alexandria need a wayfinding system?
When last we met…
When last we met...

Your input on **districts:**

- Arlandria
- Carlyle
- Del Ray
- Eisenhower Valley
- Landmark
- Old Town
- Parker-Gray
- Potomac Yard
- West End
When last we met...

Your 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.
When last we met...

**TIER A**
City Center
Old Town Historic District

**TIER B**
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

**TIER C**

**TIER D**

**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)
- Brandywine (DASH, Metro Bus)
- Eisenhower Ave (DASH, Metro, REX)
- King & Washington (DASH, Metro Bus)
- King Street (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 Athenæum
- The Birchmere
- Del Ray Artisans
- Little Theatre
- Metro Stage
- Schlesinger Center
- Torpedo Factory Art Center
When last we met...

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
When last we met...

Your input on design:

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

"Rich history with contemporary flair"
Our "Design Toolkit"
Design Toolkit - Form / Color / Style

- Informational without being Generic
- Posts help define the identity of the program
- Select opportunities for retro-replacement

Engaging silhouettes, Colorful wayfinding murals, Distinctive shapes and palette, 3D mode 2D

City of Alexandria Wayfinding Design - SASAKI
Design Toolkit - Architectural Inspiration
Design Toolkit - Historical Reference
Design Toolkit - Color Inspiration

Design Toolkit - Historic Color Inspiration

Design Toolkit - Bright Color Inspiration
What will the signs look like?
Scheme 1  "Color Core"

Classic / Formal / Architectural
Scheme 1

"Color Core"

Welcome to Old Town

Stabler-Leadbeater Apothecary
Museum & Gift Shop

Friendship Firehouse
The Lyceum
Freedom House
Carlyle
National Cemetery

City Hall
Gadsby’s Tavern
Black History Museum

Parker-Gray
Del Ray
Braddock Rd

King Street
Barrett Library
Scheme 1  "Color Core"

- Welcome to Carlyle
- The Lyceum: Alexandria's History Museum
- Stabler-Leadbeater Apothecary Museum & Gift Shop
- Friendship Firehouse
- The Lyceum
- Freedom House
- Carlyle National Cemetery
- City Hall
- Gooby's Tavern
- Black History Museum
- King Street
- Parker-Gray
- Del Ray
- Braddock Rd
- Barrett Library
Scheme 1
"Color Core"

Classic / Formal / Architectural
Scheme 1 | Context - Directionals

Scheme 1

Context - Directionals
Scheme 1 | Context - Facility IDs
Scheme 2
"Expressive Brackets"

Civic / Practical / Historic with a twist
Scheme 2  "Expressive Brackets"
Scheme 2 | "Expressive Brackets"
Scheme 2  "Expressive Brackets"

Civic / Practical / Historic with a twist

Stabler-Leadbeater Apothecary
105-107 S Fairfax St

City Hall
Gadsby’s Tavern
Black History Museum

Friendship Firehouse
The Lyceum
Freedom House
Carlyle
National Cemetery
King Street

ALEXANDRIA
CITY OF
WAYFINDING DESIGN
SASAKI
Scheme 2 | Context - Facility IDs
Scheme 3 "Fresh and Graphic"

Modern / Bright / Elegant
Scheme 3  "Fresh and Graphic"
Scheme 3  "Fresh and Graphic"
Scheme 3  "Fresh and Graphic"

Modern / Bright / Elegant
Scheme 3 | Context - Directionals
Scheme 3 | Context - Facility IDs
Side-by-Side Comparison: Carlyle Directional
Side-by-Side Comparison: Old Town Directional
2 How can the wayfinding system improve visibility of retail/restaurants located off main corridors?
Goals
Enhance visibility of retailers off corridors of commercial concentration

Considerations
Acknowledge that this will be part of a new, comprehensive way-finding system (which does not exist today)

Refrain from adding more visual and physical clutter to an already crowded streetscape

Avoid creating a maintenance and updating burden on the City (limited financial and staff resources)
Retail Strategy: Analysis of the issues

Precedents: Sign structures
Retail Strategy: Analysis of the issues

Precedents: Mapping

Retail & dining accentuated through color
Retail Strategy: Analysis of the issues

Location strategy

Every street corner on opposite corners
Catch pedestrians from both directions
Expand over to Cameron and other parallel side streets
Retail Strategy: Analysis of the issues

Many solutions would be physically intrusive
Retail Strategy: Analysis of the issues

A more discreet size better fits the environment
Retail Strategy: Multiple Components

Transit Hub

Public Parking

Take-away

King St. Trolley

Map and take-away
Retail Strategy: Multiple Components

- Transit Hub
- Public Parking
- King St. Trolley

Map and take-away

Comprehensive Old Town printed take-away (includes all retailers)
Retail Strategy: Multiple Components

Transit Hub

Public Parking

King St. Trolley

Map and take-away

Comprehensive Old Town printed take-away (includes all retailers)

Street corner orientation
No individual store listings
Retail Strategy: Multiple Components

Transit Hub

Public Parking

King St. Trolley

Map and take-away

Comprehensive Old Town printed take-away (includes all retailers)

Street corner orientation
No individual store listings

Finding all retailers
Component 3: Streetcorner Pedestrian Directionals

RETAIL STRATEGY
- Icons represent shopping and dining
- Map highlights shopping and dining parcels
Component 3: Streetcorner Pedestrian Directionals
Component 3: Streetcorner Pedestrian Directionals

**ALTERNATE STRATEGY:**
[List individual merchants by name]

**Things to consider:**

- Requires frequent updates of 40+ sign locations
- Who funds the program?
- Who administers the program?......
- How to prioritize listings when space doesn’t allow for all?
- Not equitable for all retailers
- Requires a change to the zoning ordinance which currently prohibits "remote business signs"
- Replaces a panel that would be used for heritage purposes
Component 3: Streetcorner Pedestrian Directionals

ROYAL STREET

ATTRACTIONS & AMENITIES

Gadsby’s Tavern →
City Hall →

King Street →
12 BLOCKS, ABOUT 15 MINUTES

Waterfront →
4 BLOCKS, ABOUT 5 MINUTES

ROYAL STREET

SHOPPING & DINING

Treat →
The Shoe Hive →
Grape + Bean →
Fontaine Caffe →
& Creperie
Bella of Old Town →
Quinn Essentials →
Hair Salon
Fashion Stitch →
Royal Nails →
Wayne Fisher’s →
Antiques at Home
Lawrence Miller & Assoc. Silversmiths
Whistle Stop →
Hobbies
Prince Royal →
Gallery

Gadsby’s Tavern
Royal Market

OLD TOWN
How will the wayfinding system strive for universal accessibility?
Accessibility: baselines for exterior signage

These diagrams represent a pictorial compilation of the following codes and guidelines:

- MUTCD 2003
- ADAAG 2004
- ANSI A117.1 1995
- IBC 2003
- Segd ADA White Paper Updated 2006
Accessibility: baselines for exterior signage

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Scale: 1/2" = 1'-0"
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4 Next Steps
Project Phases

The Process

1. Analysis
2. Concept Design
3. Develop Design
4. Finalize Design
5. Mockups
7. Construct

Design Phases:
- Develop Design
- Finalize Design
- Mockups
- Manual
- Construct
Next Steps

1. Selection of a preferred scheme (online survey)
2. Development of layouts for the complete sign system
3. Concepts for district iconography
4. Development of map artwork
Schematic Design Concepts, Retail Strategy, Accessibility

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