Additional Districts

- Seminary
- Parkway
- Going Through Nol Register Crossing
- Rasmor - Historic District
- Parke - Gray - Not Part of Old Town
- Old Saugus Road

West End - West End
- Beacon Hill
- North End

- Quincy and West End
- North End
- Beacon Hill

- Parke - Gray - Not Part of Old Town
- Old Saugus Road
- Rasmor - Historic District
- Parkway
- Going Through Nol Register Crossing
Overall the ins to west End -
- don't go to UHS End - people refer to specific landmarks as
  west End that they are going to
  - W est Alexandria used by resident to describe where she lives

3) Use Old Town & Parker Gray boundaries to define district boundary - use existing H.D. boundaries
   - emerging area - now fields, rec., area of Duke St. (see map)
     - see dashed line (brown) on map
   Prepped
   King St. Metro plans - do not include signs pointing to King St.
   - directs you to Joe Theismann's

Signage to direct people to Metro
   Alexandria - Birchmure, restaurants/dining, FMR Park
   Hispanics

Del Ray - The Avenue, Fire Station, Simpson Fields, GWU dorm, CCA
  Kelly, Del Ray Artisans, Art community
  - mainstreet - funky, arts; long street w/ no depth
    - no chain stores - Mount Parn; small stores-owned by & for
      streetcar demographic

FY - railroad, ship mall, big box - Target, movie theater

Cary St. - PTO, fed. courthouse, Whole Foods, run off

Eisenhower - Carnival Run, Requien Park, Eis Metro, movie theater, annual shell
  water park, Van Dorn, W Lark - Eisenhower greenway
  shrine of Eisenhower
Group 1

Parks Gray - Prowen/Black History Museum/Resource Center
Charles Houston Rec. Center
Post office
Brandtke Crossroads-hub

**Topic 2**
- See sheets

**Topic 3**

- Scheme A: decrease sign by district
- Schemes B & C: look like headstones
- choose historic/distinct
- something that goes well w/ brick

- Scheme B: would have wider range of applications across the city; more versatile; clarity is important; more vibrant colors; conspicuous
- Scheme D: doesn’t see anything that applies to city; maybe instead

- Scheme A: reads well
- Icon is legible
- dark
- Shape of letters is not distinct; hard to read w/ faded

- Scheme D: like the font; doesn’t look like OT.

- Scheme C: doesn’t like colors; too much gold
- least favorite

Pep surgery
likes green in D—not so dark
play with greens
not a lot of gold
how does brown fit—browns dark

B—not as O.I.-focused
give recognition to city as a city
different shape

B+C
architectural-decorative detail

brighten color in B—white; cut back gold
tones

consider putting distinct note at bottom of sign—put twine

Group #1
TIER A  Destination of primary importance; direction throughout city via all access routes.

Old Town Alexandria

TIER B  Major Destination; advance strategic wayfinding provided.

Named Districts
Alexandria
Carlyle
Del Ray
Eisenhower Valley
Landmark
Old Town
Potomac Yard
West End (needs definition or subdistricts?)

Courthouses & Municipal Buildings
Court House Square
City Court
U.S. District Court
U.S. Bankruptcy Court
City Hall

Colleges / Universities
Virginia Theological Seminary
Northern Virginia Community College

Regional Commercial Centers
Landmark Mall
Potomac Yard

Hospitals
Inova Alexandria Hospital

Transit Stations
Eisenhower Ave
(DASH, Metro, REX)
King Street
(DASH, Metro, REX)
Braddock Road Metro
(DASH, Metro)
Van Dorn Street Metro
(DASH, Metro, Fairfax Conv)
King & Washington
(DASH, Metro Bus)
Landmark Mall
(DASH, Metro Bus, Fairfax Conv)

Parks, Public Squares & Rec Facilities
Jones Point Park
Cameron Run Regional Park
Market Square

Theatre, Arts Centers & Performing Arts Centers
Schlesinger Center
The Birchmere
The Athenaeum
Torpedo Factory Art Center

Regional Destinations
Mount Vernon
Reagan National Airport

Museums / Historic Attractions
African American Heritage Park
Alexandria Archaeology Museum
Alexandria Black History Museum
Fort Ward
Friendship Firehouse
Gadsby’s Tavern Museum
The Lyceum
Stabler-Leadbeater Apothecary
U.S. Patent and Trademark Office Museum
National Cemetery
The Athenaeum
Carlyle House
Christ Church
G.W. Masonic National Memorial
Lee-Fendall House
The Old Presbyterian Meeting House
The Ramsay House
Freedom House
Conventants and Freedmen’s Cemetery Memorial
Torpedo Factory
Jones Point Lighthouse

Major Trails & Trail Access Points
Holmes Run Trail
Mount Vernon Trail
Four Mile Run Trail
### Tier C
Mid-level destination, or exclusively civic destination, especially those “hard to find”

<table>
<thead>
<tr>
<th>Municipal Buildings</th>
<th>Libraries</th>
<th>Museums / Historic Attractions</th>
<th>Transit Stations</th>
<th>Shopping Centers / Areas of Commercial Concentration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Shelter</td>
<td>Beasley Library</td>
<td>Archives and Records Center</td>
<td>Southern Towers</td>
<td></td>
</tr>
<tr>
<td>Health Department</td>
<td>Barrett Library</td>
<td>J.Q. Adams Otalaryngology Museum</td>
<td>(DASH, Metro Bus)</td>
<td></td>
</tr>
<tr>
<td>Police Department</td>
<td>Burke Library</td>
<td></td>
<td>Seminary Road &amp; Kenmore Avenue</td>
<td></td>
</tr>
<tr>
<td>Senior Services</td>
<td>DUNHAM Library</td>
<td></td>
<td>(DASH, Metro Bus)</td>
<td></td>
</tr>
<tr>
<td>Office of Sheriff Detention Center</td>
<td></td>
<td></td>
<td>Braddock</td>
<td></td>
</tr>
<tr>
<td>Ivy Hills Cemetery</td>
<td></td>
<td></td>
<td>(DASH, Metro Bus)</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Major Trails &amp; Trail Access Points</th>
<th>Theaters, Art Centers, and Performing Arts Centers</th>
<th>Other Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria Heritage Trail</td>
<td>Little Theatre of Alexandria</td>
<td>Seaport</td>
</tr>
<tr>
<td></td>
<td>Metro Stage</td>
<td></td>
</tr>
</tbody>
</table>

### Tier D
Minor or easy-to-find civic destination; directional wayfinding not needed but still may be identified on a map or at site.

<table>
<thead>
<tr>
<th>All Other Parks</th>
<th>All Other Schools</th>
<th>All Alexandria Heritage Trail Sites</th>
<th>All Other Shopping Centers</th>
</tr>
</thead>
<tbody>
<tr>
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</table>
Scheme A: Group 1
historical / ornamental / charming / timeless

Scheme B: Group 1
detail-oriented / architectural / subtle / decorative
DISTRICTS - OTHERS....

☐ Hunting Creek?

☑ Parker-Gray - museum, hist district
   BRADDOCK METRO

☐ About Del Ray - Arlandria
   (Mt. Vernon)

☐ Neighborhood
    A CUA separates DR & Arlandria
    but Commonality weak

☐ Sub district but HISTORY is impt.
   walking tour
   Commonwealth Ave

☐ Cameron Station - has parking, shops,
   not strictly residential
   businesses not strictly serving cs.

☐ Van Dorn?

West End - west of Quaker
   west of Memorial
Marketing Strategy - good to not
   parse out the West End

Duke? Foxchase?
BOUNDARIES / CENTERS

OT - marked on map - Masonic Mem = gateway to WE/OT (both dr.

PR - marked on map

Potomac Yard

DR - Where Main St still exists - Purple, trolley, caboose, electric railway
Old Town - townhouses, bricks, cobblestones, SMP
Carlyle: lions - Atrium
Braddock/Patrick Gray - Atrium
West End: Landmark, Ben Brennan

Avlandria - Chirilagua - Museum

Parker-Gray

Old Town

Eisenhower Valley - Art Deco - AMC Hoffman
Chair destinations - hierarchy

diff areas could have diff forms - add town
Text white - hard to read

arrows difficult to see
Color palette should mimic the results of branding study

Alex = compelling
Rich history = contemporary

Dark, hard to read
doesn't carry over to other neighborhoods
Not enough variety
too monochromatic

Could you put color change in to
make more leg -
Design is charming

Muddy
Like bas relief in the images - inspiration for design

Nice touch - authenticity - pulled from arch (colors)

Likes ability to have background color IDing
Use... all history + contemporary
Wishes it had way more forward

Like the bold, pop, unusual color palette
More diversity + contrast
Like C but not the images

Overused.
don't like boring shape
Blue Signs - DC - works -- but it has been done.

do we want one kind of sign for whole city

can have a unified system but change out parts

- [Com] color palette; top part

- typefaces: A+B - more historic = Serif; C+D - sans serif

[Could combine]

important that fonts/arrow are accessible

in hi-contrast

- don't want whole city the same -> nice to hi-light
diff districts/characters

- most to consider how signs are posted
- photos as background - need
- digital - PDA - flexible - up to date.
Summary of Design

regardless of scheme = arrows = text contrast > LEGIBLE

- use colors to distinguish TYPE of destination
- strong pref for flexibility + punch of scheme C
- like texture/authenticity of A+B images

more colorful, vibrant, contemp flair + hist.
TIER C  Mid-level destination, or exclusively civic destination; especially those “hard to find”

- Municipal Buildings
- Animal Shelter
- Health Department
- Police Department
- Senior Services
- Office of Sheriff Detention Center
- Byrd Park Cemetery
- DMV
- Human Services
- Lee Center
- Libraries
  - Beatley Library
  - Barrett Library
  - Burke Library
  - Duncan Library
- Major Trails & Trail Access Points
  - Alexandria Heritage Trail
- College / University
  - Virginia Tech Architecture Center
  - Strayer

- Recycling
- Parks
- Transit Stations
  - Southern Towers (DASH, Metro Bus)
  - Seminary Road & Kennmore Avenue (DASH, Metro Bus)
  - Bradlee (DASH, Metro Bus)
- Museums / Historic Attractions
  - Archives and Records Center
- Shopping Centers / Areas of Commercial Concentration
- Theaters, Art Centers, and Performing Arts Centers
  - Little Theatre of Alexandria
  - Metro Stage
- Other Attractions
  - Sport Center

TIER D  Minor or easy-to-find civic destination; directional wayfinding not needed but still may be identified on a map or at site.

- All Other Parks
- All Other Schools
- All Alexandria Heritage Trail Sites
- All Other Shopping Centers

- Rec Centers
  - Chiriguapo
  - Lee Center
  - Charles Houston
Table 3

Topic 1

- West End lacks critical mass
- Quaker Lane/Jenney's are "main" streets
- West End is "west" of Quaker Lane - a big balloon
- Landmark + West End have unclear boundaries
→ Rosemont is a neighborhood, not a district.

Landmark

Mall

Fort Ward

Hospital

Large concentration of immigrants
EISENHOWER

WATER PARK

THEATRES/HORRIMAN CENTER

CARLYLE

PTO

COURTHOUSE (FEDERAL)

CARLYLE CLUB

SMALL RESIDENTIAL
POTOMAC YARD
BIG-BOY/RETAIL
RAILROAD
FIRE STATION

OLD TOWN
WATERFRONT HISTORY
TORPEDO FACTORY
CITY HALL/MARKET SQUARE
CARLYLE HOUSE/LYCEUM

RETAIL RESTAURANTS
RAMSEY HOUSE
ARLINGTON

BIRCHMERE

DIVERSE ETHNICALLY

MOUNT VERNON AVE / COMMERCIAL

FOUR MILE RUN

DEL RAY

MOUNT VERNON AVE / COMMERCIAL

TOWN OF POTOMAC HISTORIC DISTRICT

ECLECTIC

WALKABLE (MAIN STREET)

TROLLEY
GENERAL

- Color palette for all city signs but ability to use lively colors in neighborhoods
SCHEME A:
COLOR → TOO DARK,
STYLE → SIMPLE WROUGHT-IRON
**Topic 3**

Scheme B: Low key, subdued +
Not garish, hard to read, mundane

Design → Vaguely historic
Like friezes

> No serif font
SCHEME C →

- Color coding works for some, but not all

- Too bright + garish for city overall

- This is "accent" and would fit in Del Ray

- Could work as a background color in Del Ray
SCHEME D →
- CLEAN, EASY TO READ
  BUT GENERIC
- MERGE ELEMENTS OF
  "D" WITH "B"
- "D" WOULD AGE WELL — IT IS
  TIMELESS
- PANEL APPROACH WITH
  INDIVIDUAL STORES ON SIGN
  FOR PEDESTRIAN SIGNS
**TIER C**

Mid-level destination, or exclusively civic destination especially those "hard to find"

- **Municipal Buildings**
  - Animal Shelter
  - Health Department
  - Police Department
  - Senior Services
  - Office of Sheriff Detention Center
- **Ivy Hills Cemetery**
- **DMV**
- **Libraries**
  - Beatley Library
  - Barnett Library
  - Burke Library
  - Duncan Library
- **Major Trails & Trail Access Points**
  - Alexandria Heritage Trail
- **College / University**
  - GWU Graduate School

**TIER D**

Minor or easy to find civic destination, directional wayfinding not needed but still may be identified on a map or at site.

- **Museums / Historic Attractions**
  - Archives and Records Center
  - J.G. Adams Optical Society Museum
- **Transit Stations**
  - Southern Towers (DASH, Metro Bus)
  - Seminary Road & Kenmore Avenue (DASH, Metro Bus)
  - Brookline (DASH, Metro Bus)
- **Theaters, Art Centers, and Performing Arts Centers**
  - Little Theatre of Alexandria
  - Metro Stage
- **Other Attractions**
  - Seaport Center

**Smaller Scale**

- **Shopping Centers / Areas of Commercial Concentration**
  - [List]
- **Public/Bowl/Salons/Rec Facilities**
  - [List]
- **Schools**
  - [List]
### Tier A
Destination of primary importance; direction throughout city via all access routes.

**Old Town Alexandria**

### Tier B
Major Destination; advance strategic wayfinding provided.

#### Named Districts
- Alexandria
- Carlyle
- Del Ray
- Eisenhower Valley
- Landmark
- Old Town
- Potomac Yard
- West End (needs definition or subdistricts?)

#### Courthouses & Municipal Buildings
- Court House Square
- City Court
- U.S. District Court
- U.S. Bankruptcy Court
- City Hall

#### Colleges, Universities, Schools
- Virginia Theological Seminary
- Northern Virginia Community College
  - J. C. Williams

#### Regional Commercial Centers
- Landmark Mall
- Potomac Yard

#### Hospitals
- Inova Alexandria Hospital

#### Transit Stations
- Eisenhower Ave
  - (DASH, Metro, REI)
- King Street
  - (DASH, Metro, REI)
- Braddock Road Metro
  - (DASH, Metro)
- Van Dorn Street Metro
  - (DASH, Metro, Fairfax Comm)
- King & Washington
  - (DASH, Metro Bus)
- Landmark Mall
  - (DASH, Metro Bus, Fairfax Comm)

#### Parks, Public Squares & Rec Facilities
- Jones Point Park
  - **WATERFRONT**
- Cameron Run Regional Park

#### Theatre, Arts Centers & Performing Arts Centers
- Schlesinger Center
- The Birchmere
- The Athenaeum
- Torpedo Factory Art Center

#### Regional Destinations
- Mount Vernon
  - ESTATE
- Reagan National Airport

#### Museums / Historic Attractions
- African American Heritage Park
- Alexandria Archaeology Museum
- Alexandria Black History Museum
- Fort Ward
- Friendship Firehouse
- Gaither's Tavern Museum
- The Lyceum
- Stable-Reading Apothecary
- U.S. Patent and Trademark Office Museum
- National Cemetery
- The Athenaeum
- Carlyle House
- Christ Church
- G.W. Masonic National Memorial
- Lee-Fendall House
- The Old Presbyterian Meeting House
- The Ramsay House
- Freedom House
- Contraband and Freedmen's Cemetery Memorial
- Torpedo Factory
- Jones Point Lighthouse
- St. Paul's Episcopal Church

#### Major Trails & Trail Access Points
- Holmes Run Trail
- Mount Vernon Trail
- Four Mile Run Trail

- WOOD TRAIL
Scheme A:
historical / ornamental / charming / timeless

Scheme B:
detail-oriented / architectural / subtle / decorative