

CITY OF **ALEXANDRIA**

Wayfinding Program

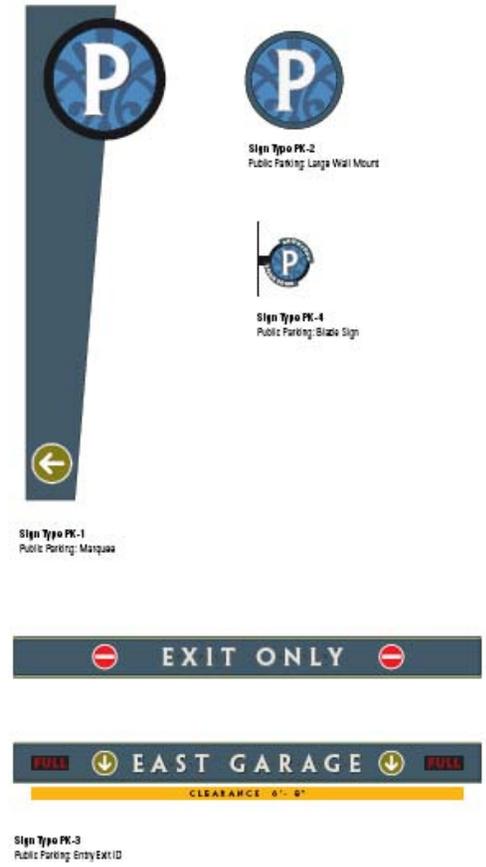
**Stakeholder Advisory Group Worksession**

27 February 2008

*What exactly is a "wayfinding system" ?*

*"A coordinated system of sign elements that serves to identify, direct and inform..."*

# The Project Inspiration



Baton Rouge Downtown Visitor Amenity Plan | Baton Rouge, LA

# The Project | Inspiration



Baton Rouge Downtown Visitor Amenity Plan | Baton Rouge, LA

# The Project | Inspiration



National Harbor | Prince Georges County, MD

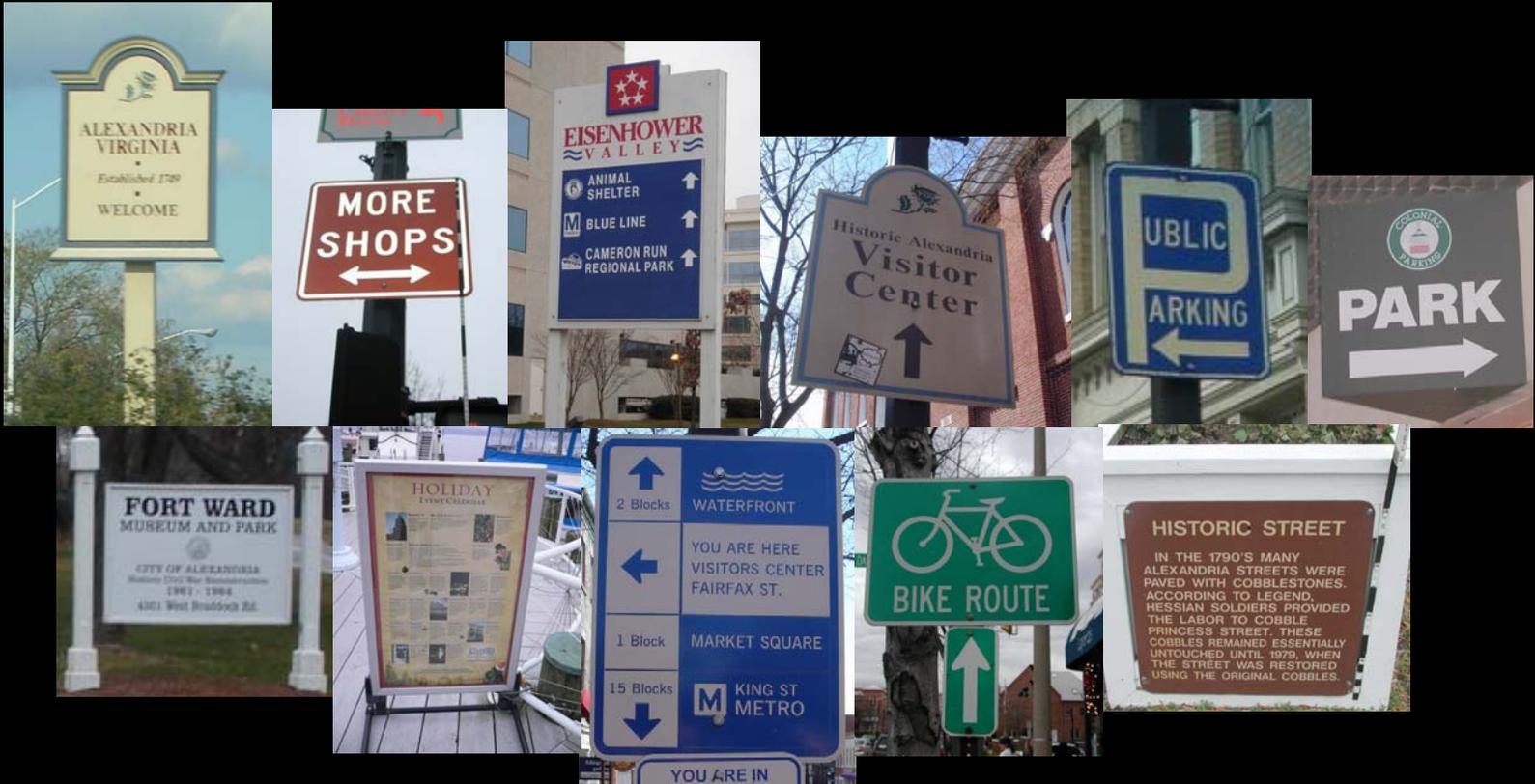
# The Project | Inspiration



National Harbor | Prince Georges County, MD

# The Project | Inspiration

Why do you need a "wayfinding system" ?



*Why are we here today?*

*Because a **comprehensive** wayfinding approach will arise from **collective input** by city stakeholders*

*And finally... **The time is now !** There are big things planned and happening for **all** of Alexandria*

# The Team | City of Alexandria



## City Working Group (CWG)

- Planning and Zoning (primary contact)
- Transportation and Engineering Services
- Recreation, Parks and Cultural Activities
- Office of Historic Alexandria
- General Services
- City Managers Office

## Stakeholder Advisory Group (SAG)

- Design and programming work-sessions
- Design presentations

## Community Outreach

- Informational presentations

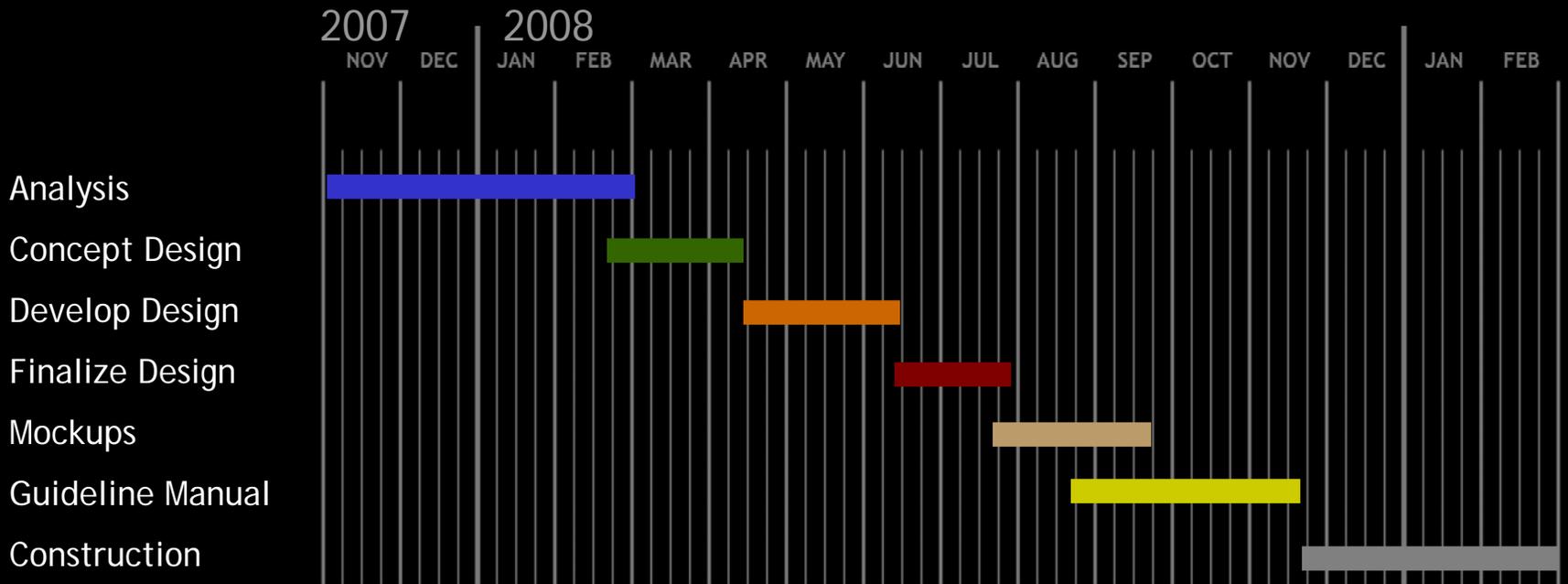
## The Team | Stakeholder Advisory Group (SAG)

*The stakeholders represent a broad cross-section of interests and communities, including but not limited to:*

- Business
- Residents
- Historic
- Arts
- ADA / accessibility
- Seniors
- WMATA and NPS representatives

*The most comprehensive wayfinding approach will arise from the **collective input** of city stakeholders*

# Approach | Project Phases and Schedule



**Question 1** *What places do people need to find?*

**Question 2** *What are the paths they need to take?*

**Question 3** *What qualities distinguish the City's districts?*

**Question 4** *What are your wayfinding & identity issues?*

## Question 1

*What places do which people need to find?*

**Question 1** *What places do people need to find?*

Audience

**Tourists**

Alexandria-focused Tourists  
Greater DC Tourists  
Heritage Tourists  
National Harbor - Water Taxi  
International Guests

**Visitors** *(for a specific purpose, non-sightseeing)*

Hotel Guests  
School Groups  
Business / Associations  
Courthouse/Government Visitors  
Event Attendees / Festival-goers

**Residents**

Alexandria Residents  
Office Workers  
Surrounding Community Residents utilizing local services

Analysis

**Question 1** *What places do people need to find?*

Tourist Destinations

- Visitor Center
- Museums / Historic Attractions
- Parking Facilities

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Visitors (non-sightseeing)

- Named Districts
- Courthouses and Municipal Buildings
- Theaters, Arts Centers and Performing Arts Centers
- College or Universities
- Metro Stations
- Areas of Commercial Concentration

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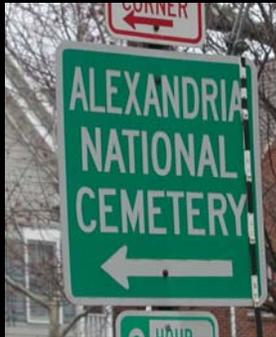
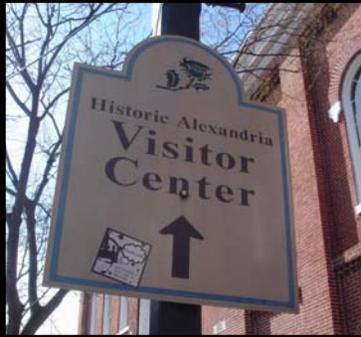
Residents

- Hospitals
- Libraries
- Major Trails and Trail Access Points
- Schools
- Parks, Public Squares and Recreational Facilities
- Regional Destinations outside of Alexandria

Analysis

Question 1 What places do people need to find?

Tourist Destinations



Visitors, Residents Destinations



What are the ramifications of mixing "Community" destinations with "Tourist" destinations



# Analysis

## Question 1 *What places do people need to find?*

### Districts

*(to be determined by SAG)*

### Visitor Centers

Ramsay House Visitor Center

### Courthouses and Municipal Buildings

Court House Square

Alexandria Circuit Court

Alexandria General District Court

Alexandria Juvenile and Domestic Relations District Court

Court Service Unit

U.S. District Court for the Eastern District of Virginia

U.S. Bankruptcy Court for the Eastern District of Virginia

City Hall (Market Square)

### College or University

GWU Graduate Education Center

Strayer University

Virginia Tech Alexandria Center

Architecture and Urban Studies

Virginia Theological Seminary

Northern Virginia Community College

### Metro Stations

Eisenhower Ave

King Street

Braddock Road

Van Dorn

### Areas of Commercial Concentration

Old Town/King St.

Carlyle

Del Ray/Mount Vernon Avenue

Arlandria

Braddock Rd Metro area

Landmark/Van Dorn area

### Malls/Neighborhood Centers

Landmark Mall

Potomac Yard (28 businesses -- 2004)

### Hospitals

Inova Alexandria Hospital

### Libraries

Charles E. Beatley, Jr. Central Library

Kate Waller Barrett Branch

Ellen Coolidge Burke Branch

James M. Duncan Branch Library

Local History/Special Collections

### Major Trails and Trail Access Points

Holmes Run Trail

Mount Vernon Trail

Woodrow Wilson Bridge - Ped Bike Trail to MD

Route 1 Ped Bike Trail to Washington Street and Hunting Creek/Beltway

Four Mile Run Trail

C&O RR Trail?

### Museums

African American Heritage Park

Alexandria Archaeology Museum

Alexandria Black History Museum

Archives and Records Center

Fort Ward

Friendship Firehouse

Gadsby's Tavern Museum

J.O. Adams Otolaryngology Museum

The Lyceum

Stabler-Leadbeater Apothecary Museum

US Patent and Trademark Office Museum

### Historic Attractions

Seaport Center

National Cemetery

The Athenaeum

Carlyle House

Christ Church

G.W. Masonic National Memorial

Lee-Fendall House

The Old Presbyterian Meeting House

The Ramsay House

George Washington's Town House on Cameron Street (no visitor services)

## All Destinations



# Analysis

## Question 1 *What places do people need to find?*

### Theaters, Arts Centers and Performing Arts Centers (10,000 visitors/year minimum)

- Alexandria Symphony Orchestra (Schlesinger Center)
- An American Musical Landscape (George Washington Masonic Memorial)
- The Birchmere
- The Carlyle Club
- Little Theatre of Alexandria
- MetroStage
- Natural Theatricals (George Washington Masonic Memorial)
- Sunspot Productions (Lyceum)
- The Art League, Inc.
- The Athenaeum
- Torpedo Factory Art Center

### Municipal Parking Facilities

(21 parking facilities in Old Town and Commercial Districts)

### Schools

### Parks, Public Squares and Recreational Facilities

- Alexandria African American Heritage Memorial Park
- All-City Sports Facility
- All Veterans Park
- Angel Park
- Armistead Boothe Park
- Armory Tot-Lot - Also called Royal Street Tot Lot
- Beach Park
- Ben Brenman Park
- Beverley Park

- Brookvalley Park
- Chambliss Park
- Charles W. Hill Park
- Charles Houston Rec. Center
- Chetworth Park
- Chinquapin Park
- Daingerfield Island
- Doctor Oswald Durant Memorial Center Park
- Dog Parks (list)
- Dora Kelley Park and Ford Nature Center
- Cora Kelley Rec Center
- Elbert Triangle Park
- Ewald Park
- Fort Ward Park
- Fort Williams Park
- Founders Park |
- Four Mile Run Park
- Gentry Park
- George Mason Park
- George Washington School Park and Braddock Field
- Goat Hill Park
- Hammond Upper and Lower Soccer Fields
- Hillside Park
- Holmes Run Scenic Easement
- Hooffs Run Park and Greenway
- Hume Springs Park
- Hunter/Miller Park
- Interior Park
- James Mulligan Park |
- Jefferson Houston Elementary School Park
- John Adams School Park
- Jones Point Park
- Joseph Hensley Park
- King Street Gardens Park
- Landover Park and Warwick Pool (Municipal pool)
- Le Bosquet at Sunnyside
- Luckett Field
- Lyles-Crouch School Park

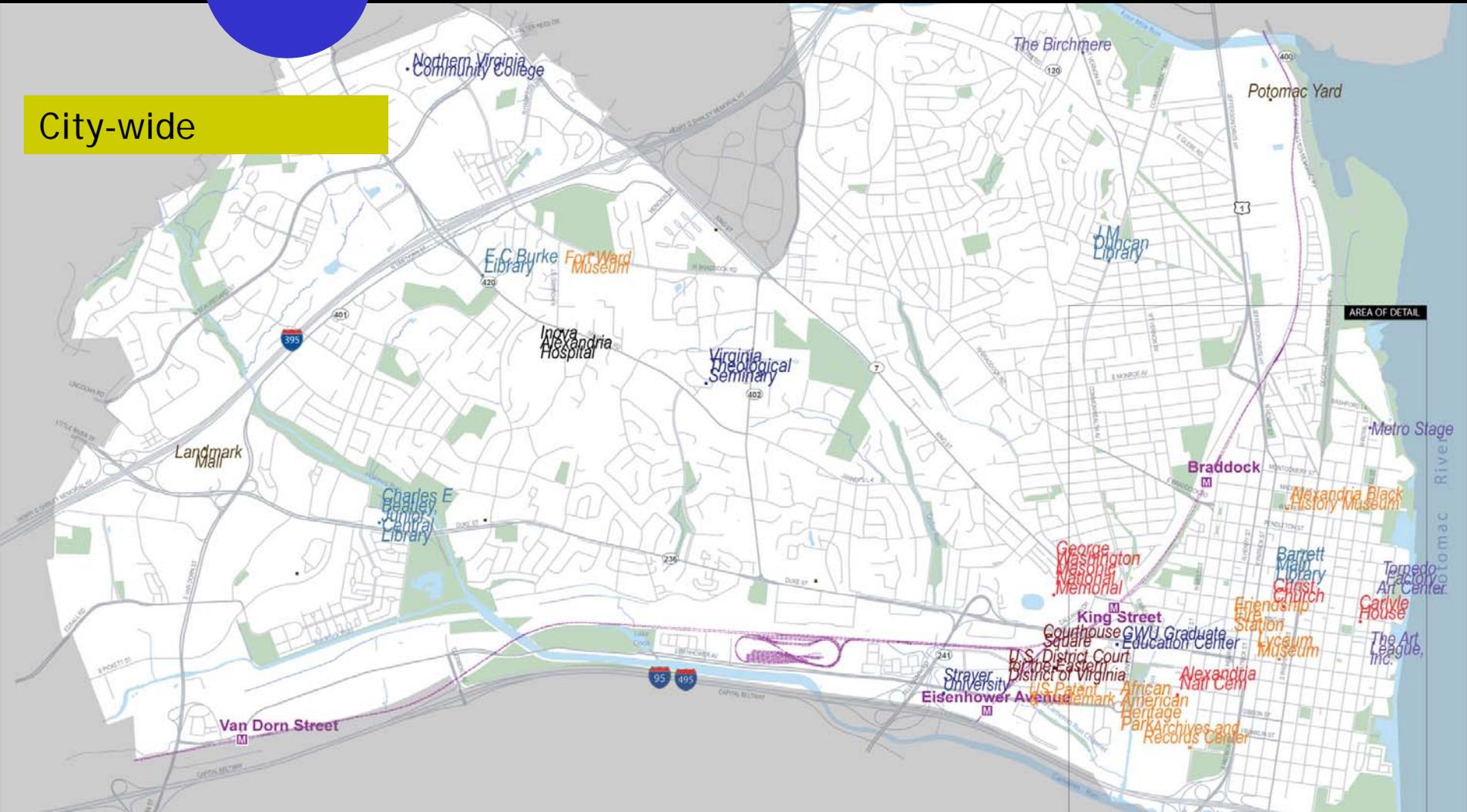
- Lynhaven Gateway Park
- Lynhaven Park
- Mason Avenue Mini Park
- Metro Linear Park
- Minnie Howard Field
- Montgomery Park
- Monticello Park (also called The Pit)
- Mount Vernon Rec. Center Park and Fields
- Olde Towne Pool (Municipal Pool)
- Nannie J. Lee Center Park and Rec Center
- Old Cameron Run Channel Park
- Oronoco Bay Park
- Pendleton Park
- Point Lumley
- Polk School Park
- Pomander Park
- Powhatan Park
- Ramsay Center Field Park
- Rivergate City Park
- Roberdeau Park
- Rynex Nature Area
- Shipyards Park
- Schuyler Hamilton Jones Skateboard Park
- Simpson Stadium Park (includes playground, baseball fields, and dog park)
- Stevenson Park
- Taney Avenue Park
- Tarleton Park
- Tide Lock Park
- Torpedo Plaza and Marina Park
- Washington Way Park
- Waterfront Park
- West's Point Park
- Windmill Hill Park (also called Lee Street Park or Potomac View)
- Winkler Preserve
- Witter Fields
- YMCA (on Monroe Ave.)

## All Destinations

Analysis

Question 1 What places do people need to find?

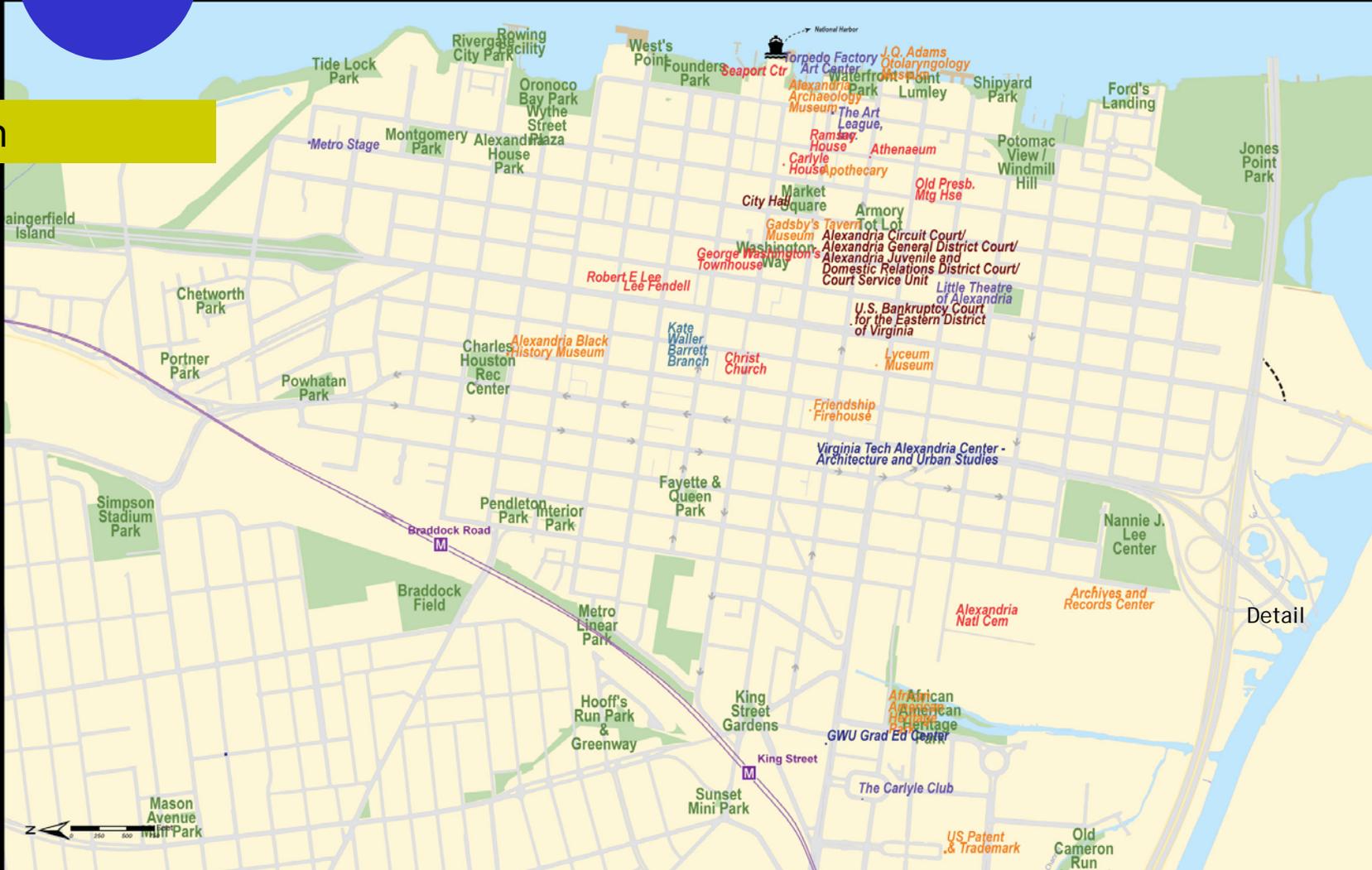
City-wide



Analysis

Question 1 What places do people need to find?

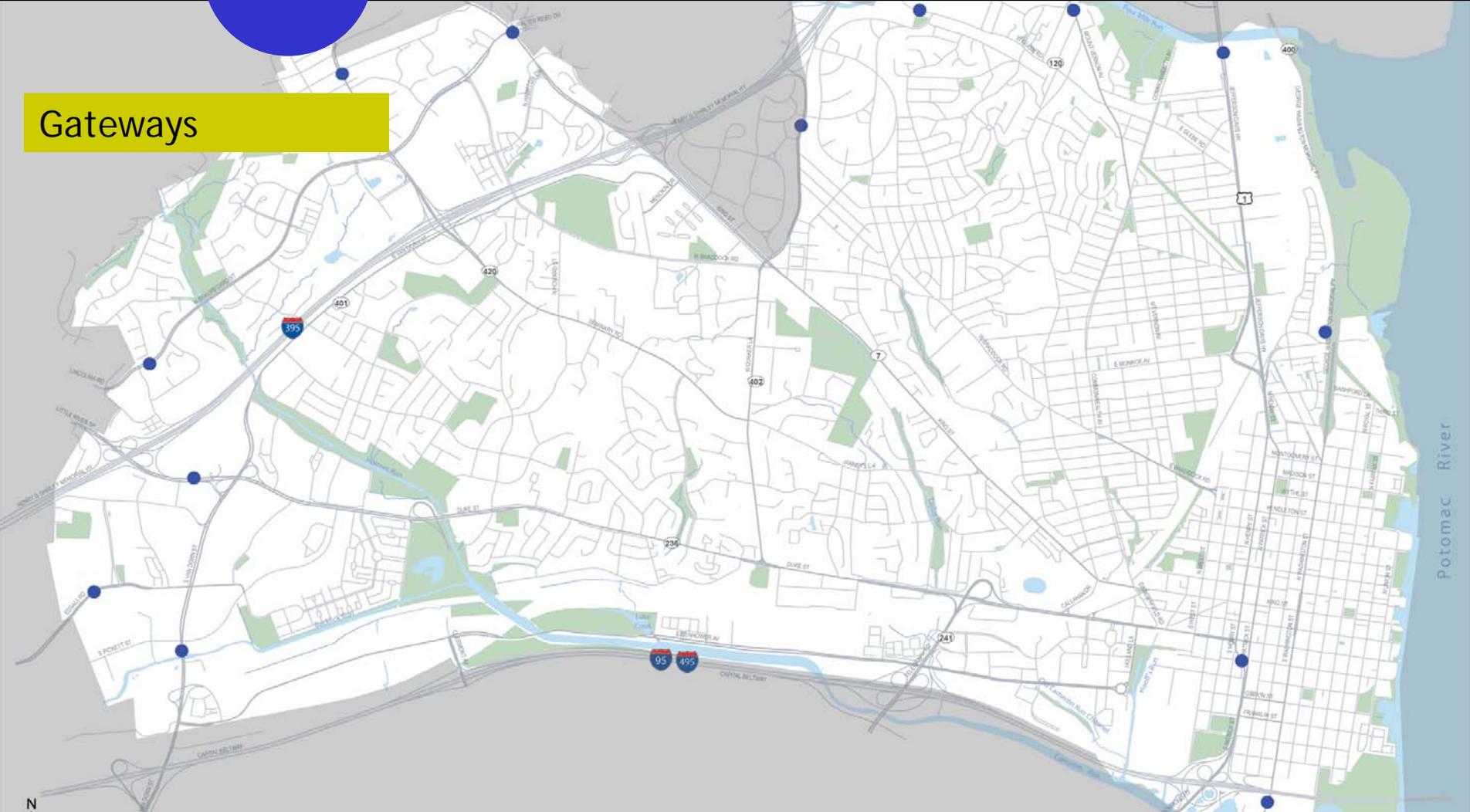
Old Town



## Question 2

How do different users get around town?

Gateways

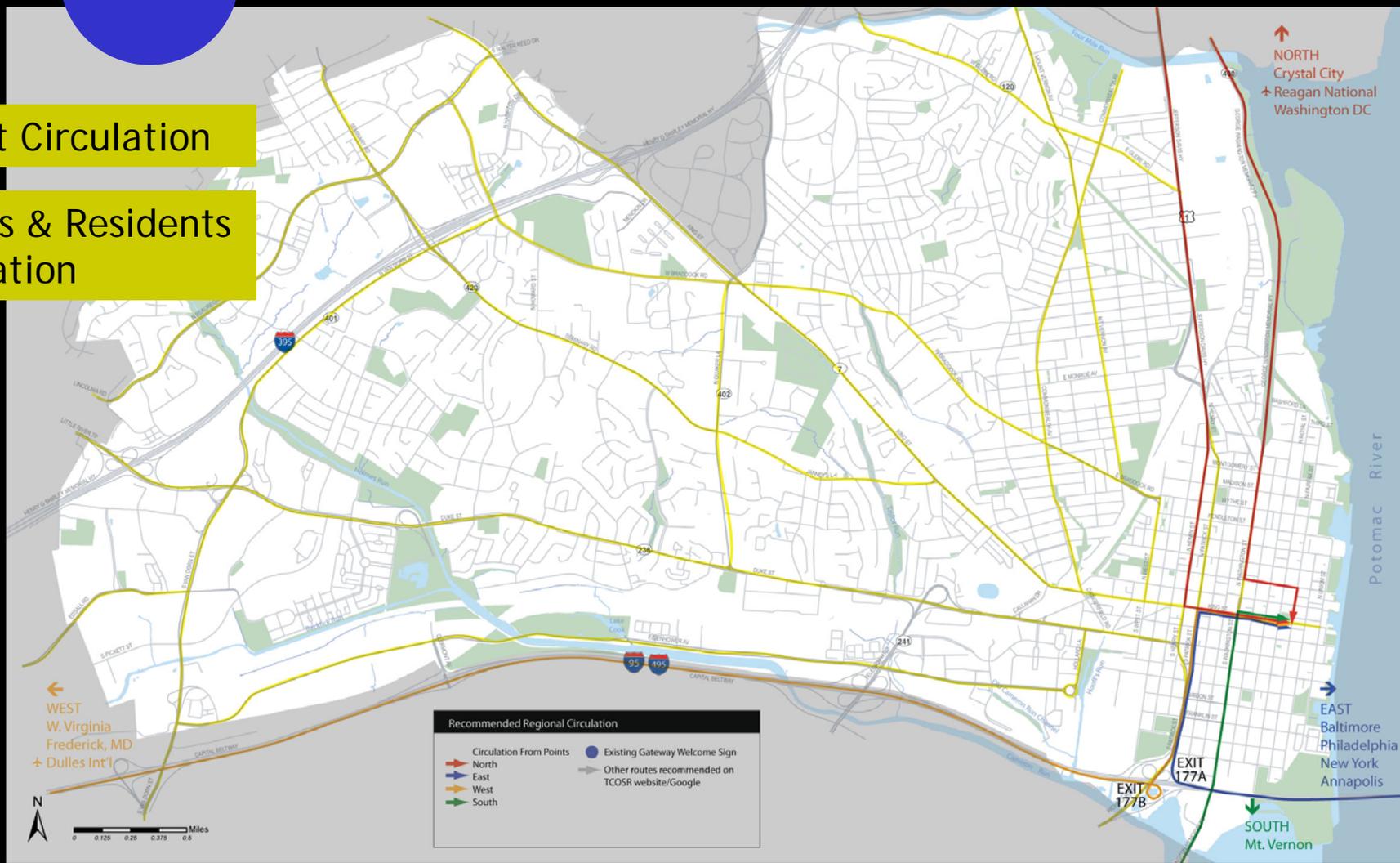


Analysis

Question 2 How do different users get around town?

Tourist Circulation

Visitors & Residents Circulation



# Analysis

## Question 2 How do different users get around town?

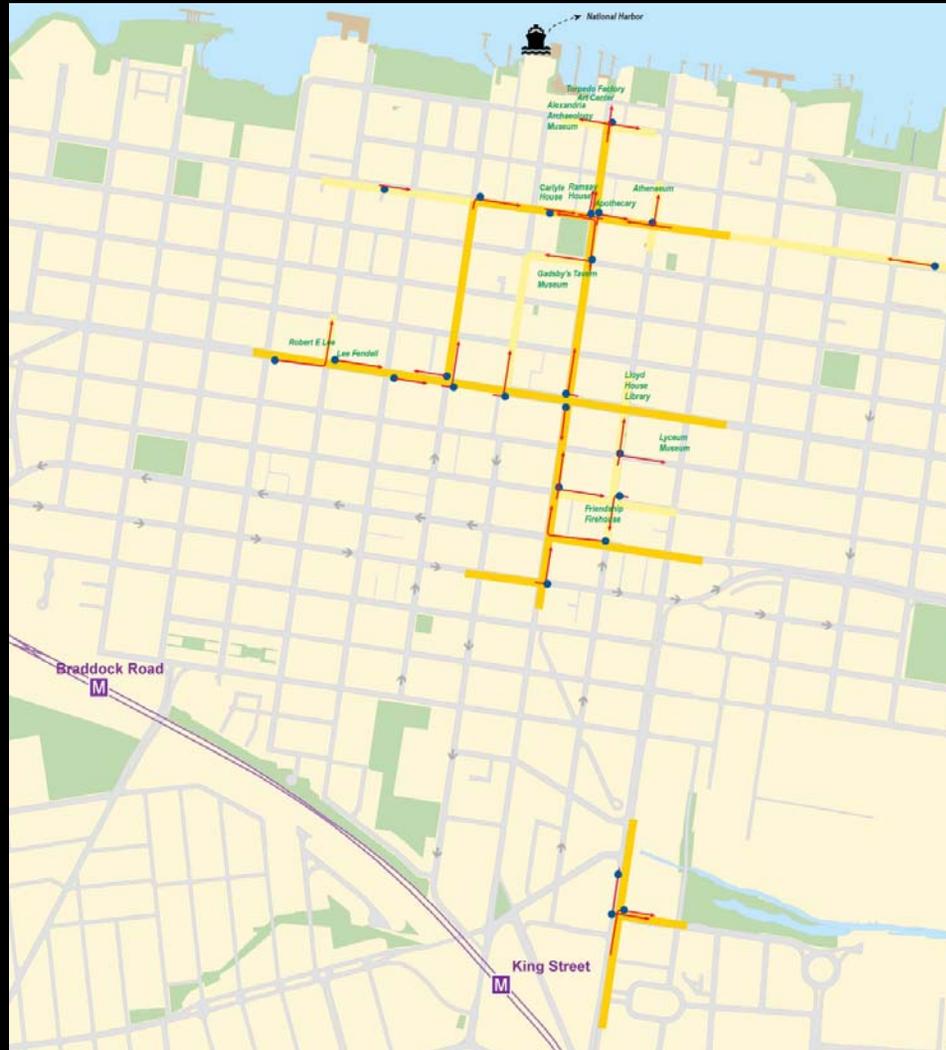
Observed:

*Signs are at the turn, vs.*

*in advance of turn*

*Inconsistent terminology*

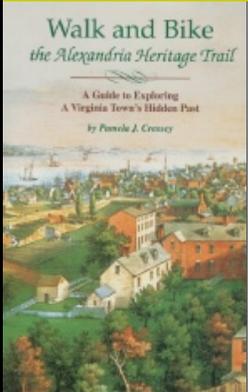
*(see below)*



Analysis

Question 2 How do different users get around town?

Alternate Modes



## Question 3

*What qualities distinguish the City's districts?*

**Question 3** *What qualities distinguish the City's districts?*

**"Neighborhoods"**

Arlandria  
Del Ray  
Carlyle  
Cameron Station  
Old Town  
North Ridge  
Northeast  
Rosemont  
Seminary Hill  
West End

*Park Fairfax*  
*Parker-Gray*  
*Lynnhaven*  
*Mt Jefferson*  
*Warwick Village*

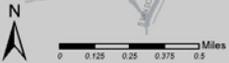
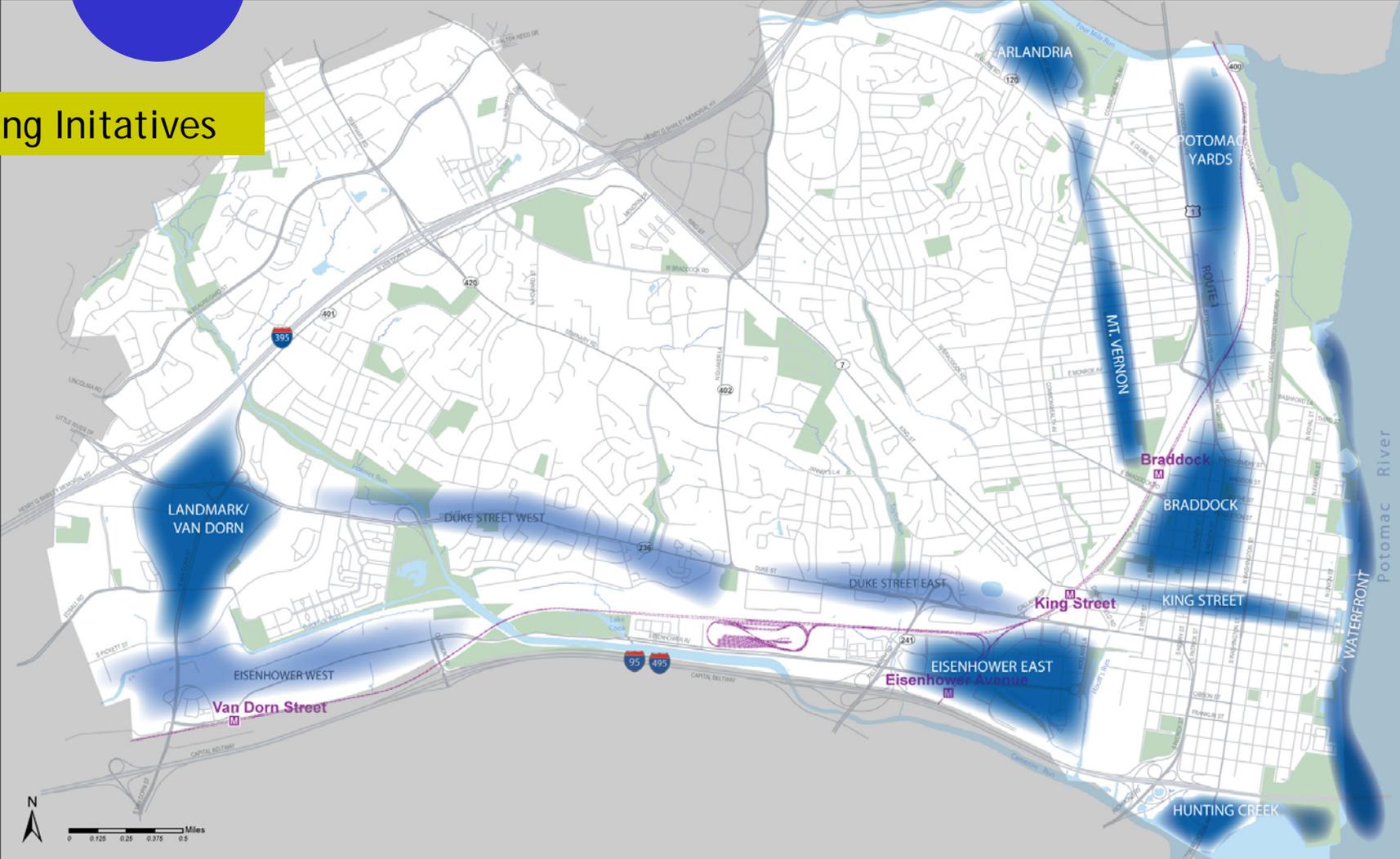
**"Commercial Centers"**

Old Town  
Carlyle /Eisenhower Valley East  
Eisenhower Valley West  
Braddock Metro  
Del Ray / Mt. Vernon Ave  
Landmark Mall  
Potomac Yard  
*Queen Street*

Analysis

Question 3 What qualities distinguish the City's districts?

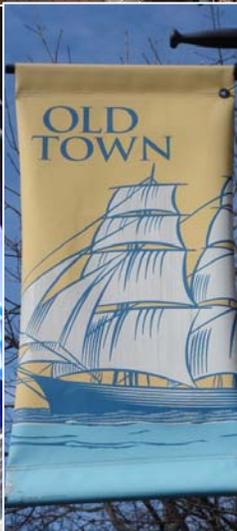
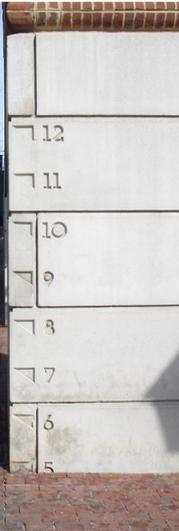
Planning Initiatives



Analysis

Question 3 What qualities distinguish the City's districts?

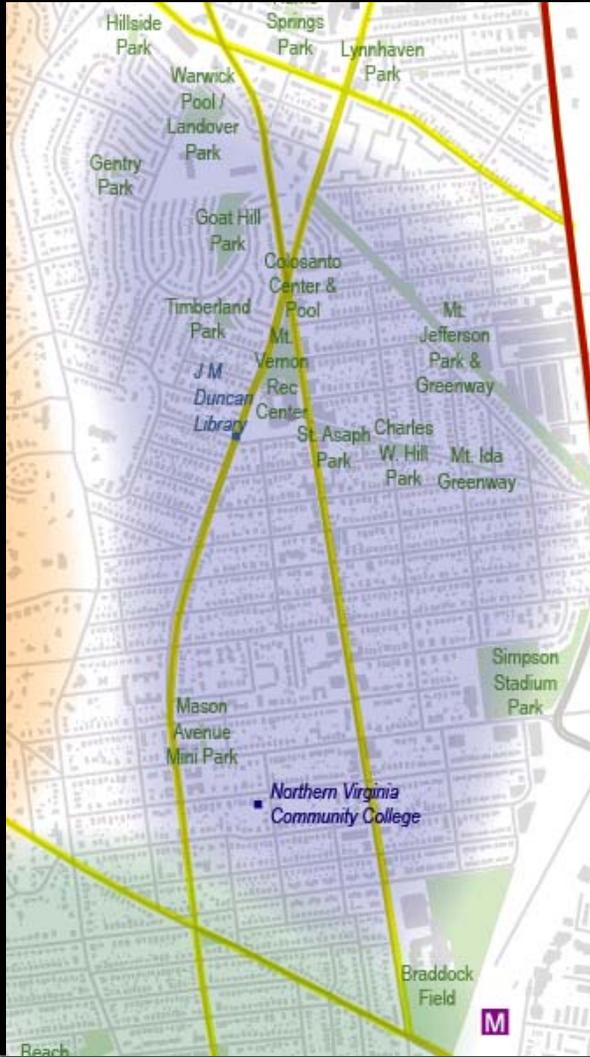
Old Town



Analysis

Question 3 What qualities distinguish the City's districts?

Del Ray



**Question 3** *What qualities distinguish the City's districts?*

Arlandria



**Question 3** *What qualities distinguish the City's districts?*

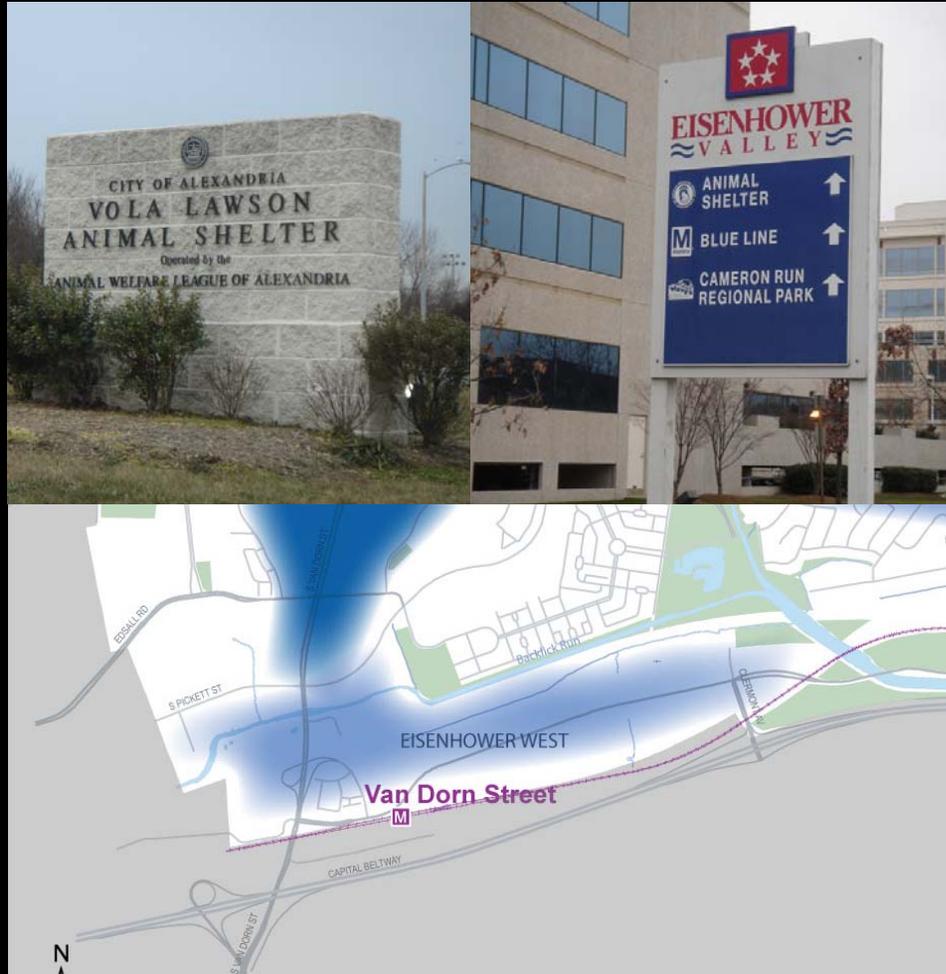
Arlandria



Analysis

Question 3 *What qualities distinguish the City's districts?*

Eisenhower Valley



Analysis

Question 3 What qualities distinguish the City's districts?

Carlyle



Observed:  
*Larger-scale,  
Urban context  
Multiple destinations  
Walk-able retail core*



## Question 4

*What are your individual wayfinding issues?*

**Question 4** *What are your individual wayfinding issues?*

Who (audience)

Where (from)

What (going to)

Events

Pre-trip information

Visitor Complaints