CITY OF ALEXANDRIA

Wayfinding Program

Stakeholder Advisory Group Worksession
27 February 2008
The Project

Inspiration

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
Why do you need a "wayfinding system"?
The Project  |  Inspiration

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

- Analysis
- Concept Design
- Develop Design
- Finalize Design
- Mockups
- Guideline Manual
- Construction

2007
- Analysis

2008
- Concept Design
- Develop Design
- Finalize Design
- Mockups
- Guideline Manual
- Construction

Timeline:
- November
- December
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December
Agenda

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?
Analysis

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

**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

Tourist Destinations

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

- Visitor Center
- Museums / Historic Attractions
- Parking Facilities
Analysis

Tourist Destinations

Visitors (non-sightseeing)

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

- Visitor Center
- Museums / Historic Attractions
- Parking Facilities
- Named Districts
- Courthouses and Municipal Buildings
- Theaters, Arts Centers and Performing Arts Centers
- College or Universities
- Metro Stations
- Areas of Commercial Concentration
Question 1 What places do people need to find?

- Visitor Center
- Museums / Historic Attractions
- Parking Facilities
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- Theaters, Arts Centers and Performing Arts Centers
- College or Universities
- Metro Stations
- Areas of Commercial Concentration

Visitors (non-sightseeing)

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

Residents
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
Question 1 What places do people need to find?

Analysis

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. Beatty, Jr. Central Library
Kate Waller Barrett Branch
EllenCoolidgeBurkeBranch
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 Trial to Washington Street and Hunting Creek/Beltway
Four Mile Run Trail
C&O RR Trail?

Museums
African American Heritage Park
Alexandria Archaeology Museum
Virginia Black History Museum
Archives and Records Center
Fort Ward
Friendship Firehouse
Gadsby’s Tavern Museum
J. Q. 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)
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
- Armory Park
- Armistead Boothe Park
- Armory Tot-Lot - Also called Royal Street Tot Lot
- Beach Park
- Ben Brenman Park
- Beverley Park
- Brookvalley Park
- Chambiss Park
- Charles W. Hill Park
- Charles Houston Rec. Center
- Chethworth Park
- Chinquapin Park
- Daingerfield Island
- Doctor Oswald Durant Memorial Center Park
- Dog Parks (list)
- Dora Kelley Park and Ford Nature Center
- E K 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 Bocquet 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
- Shipyard 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.)
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?
Question 2 How do different users get around town?
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**

- Holmes Run Trail
- City Bike trails (throughout)
- Four Mile Run Trail
- C&O Trail
- Mount Vernon Trail
- Woodrow Wilson Bridge Ped / Bike Trail

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**Walk and Bike the Alexandria Heritage Trail**

A Guide to Exploring Virginia’s First Rail Trail by Pamela Bravin}

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**CITY OF ALEXANDRIA WAYFINDING DESIGN**

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

Old Town
Question 3  What qualities distinguish the City's districts?
Question 3 What qualities distinguish the City’s districts?

Arlandria
Analysis

Question 3 What qualities distinguish the City’s districts?

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

Eisenhower Valley
Question 3 What qualities distinguish the City's districts?

Observed:
Larger-scale, Urban context Multiple destinations Walk-able retail core
**Question 4**

What are your individual wayfinding issues?
Analysis

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

- Who (audience)
- Where (from)
- What (going to)
- Events
- Pre-trip information
- Visitor Complaints