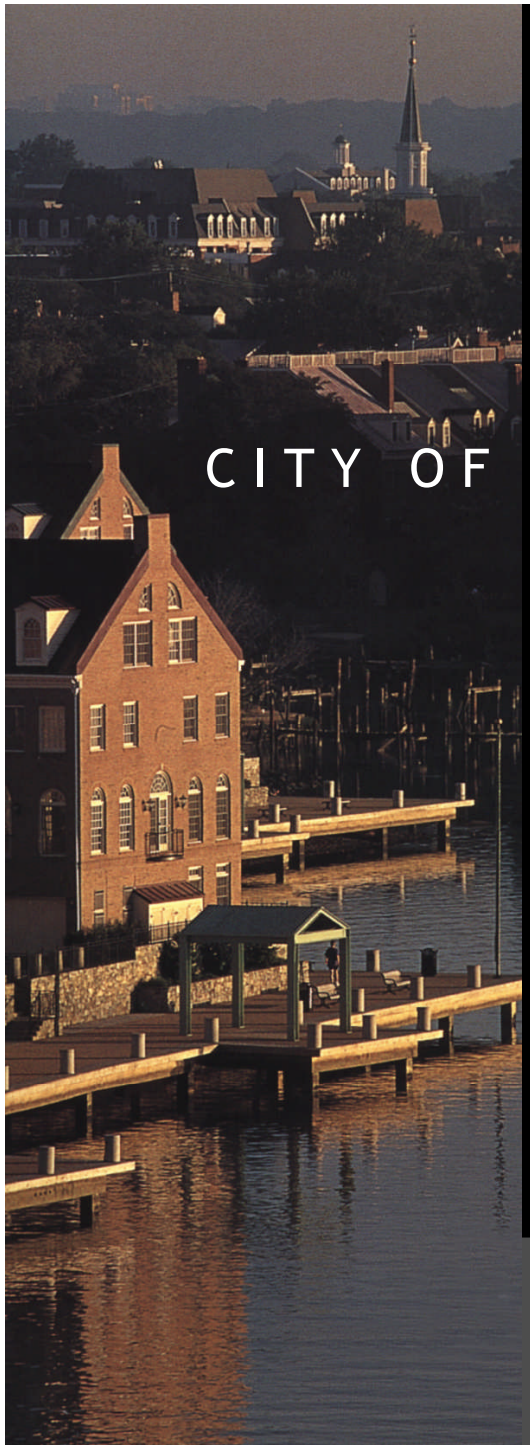


CITY OF ALEXANDRIA

WAYFINDING PROGRAM

Washington Street Corridor

National Park Service Review

07 April 2009

SASAKI

Why does Alexandria need a wayfinding system ?

- **to improve clarity**
- **to improve continuity**
- **to eliminate visual clutter**

Proposed Signage for Washington Street Corridor

Total Length of Corridor: 3.3 miles

Type CG: Gateway
Qty.2 (1 vertical, 1 horizontal)

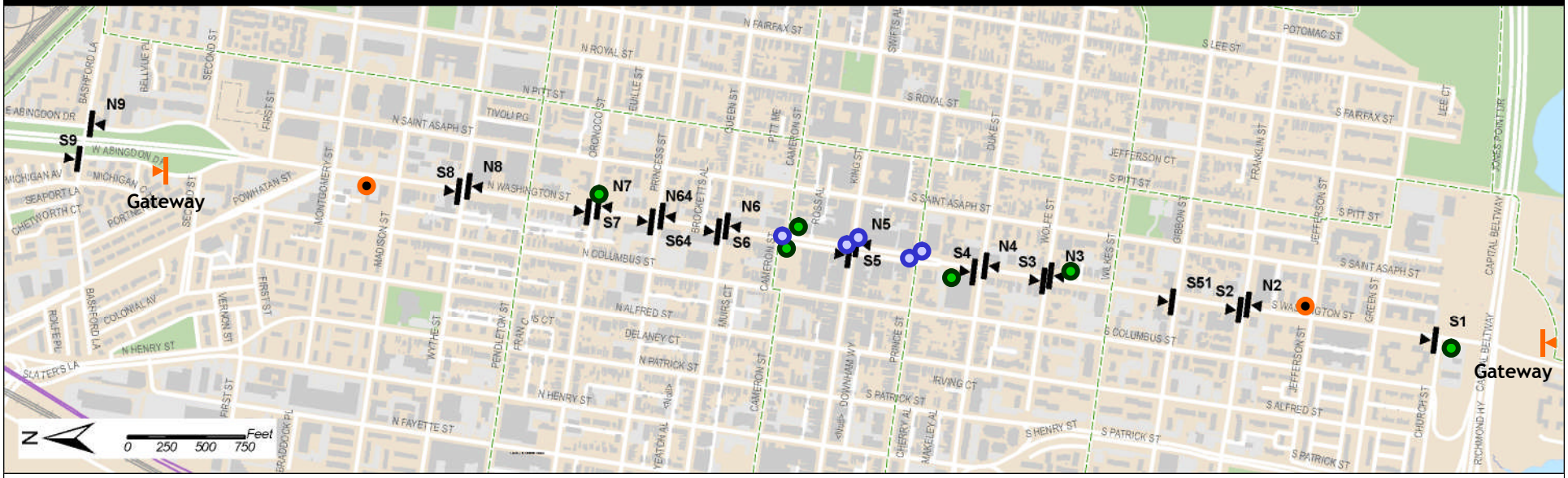
Type DM: District Marker
Qty.2

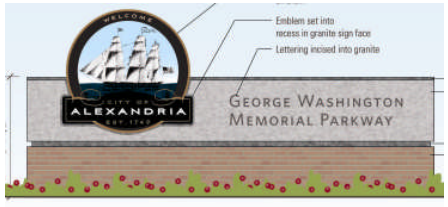
Type DR: Destination Directional
Qty.20 (2 small panels, 18 medium panels)

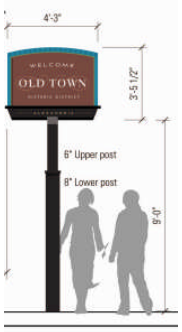
Type DI: Destination Identity
Up to Qty.6 (pole or building mount, TBD)

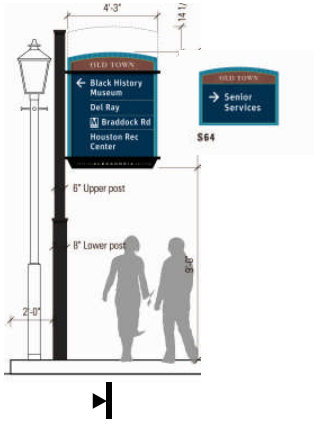
Type PK: Parking Directional
Up to Qty.5 (small or cross-arm, TBD)

Sign Plan | Washington Street Corridor

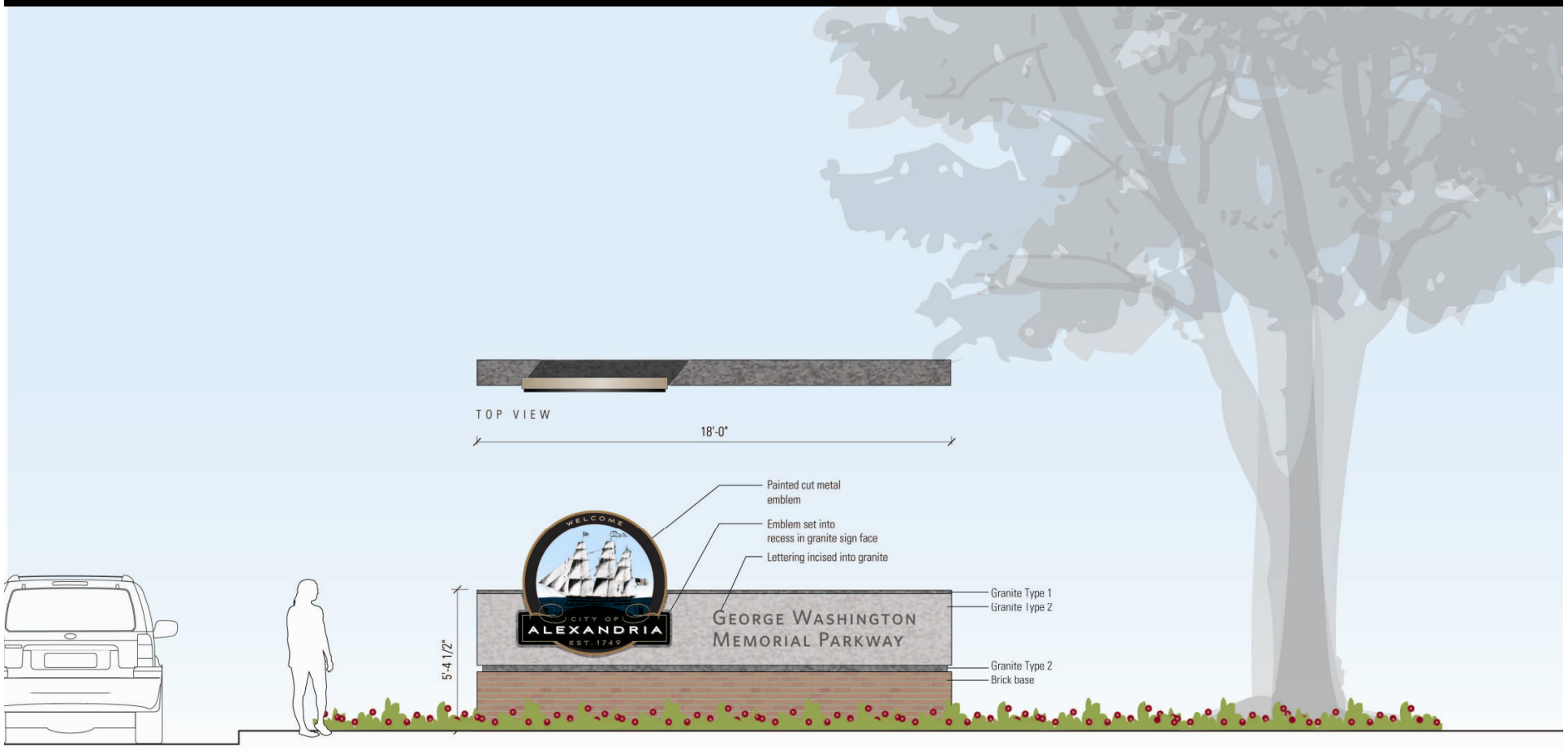




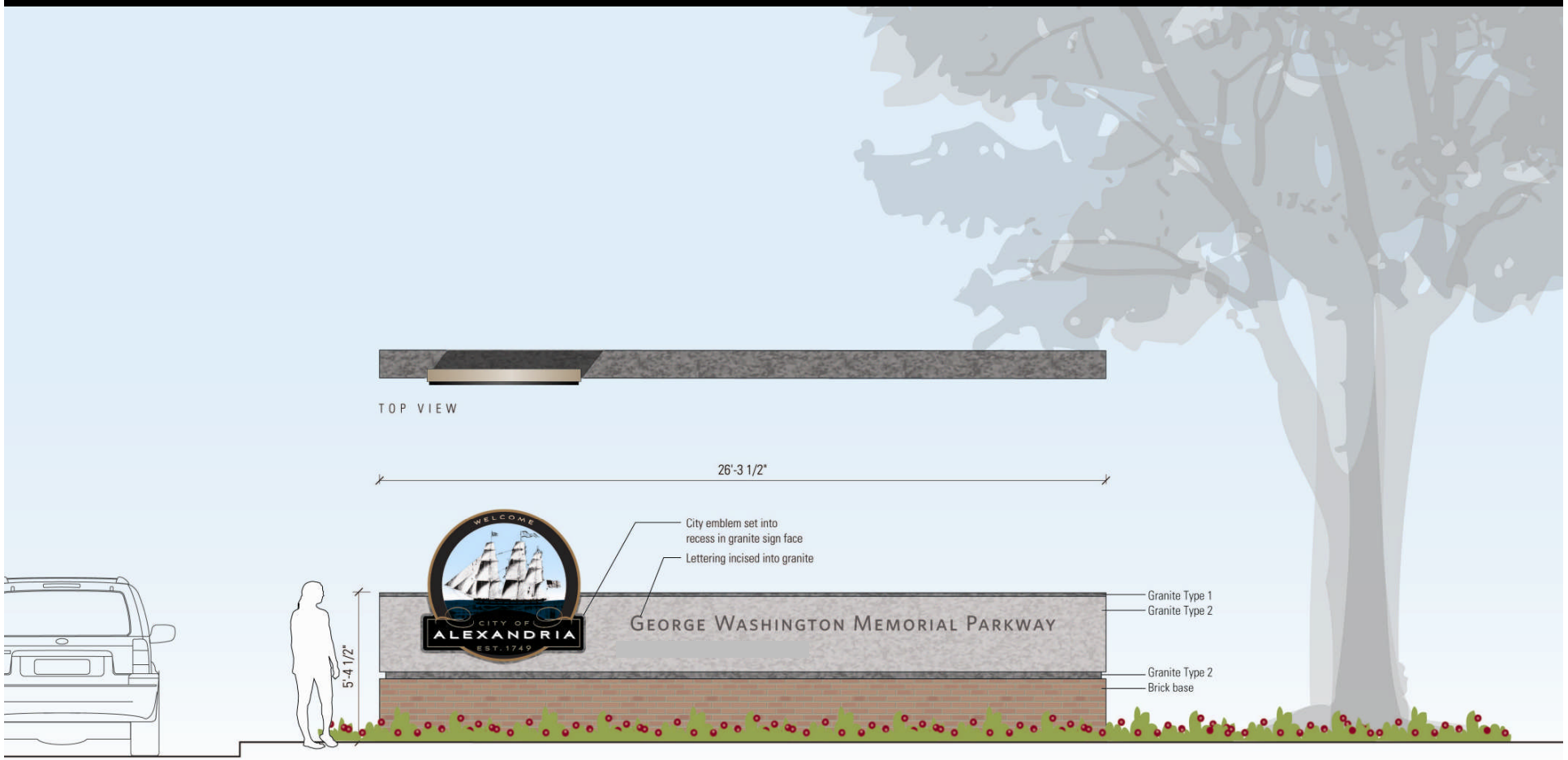




Gateway Washington St. Option A

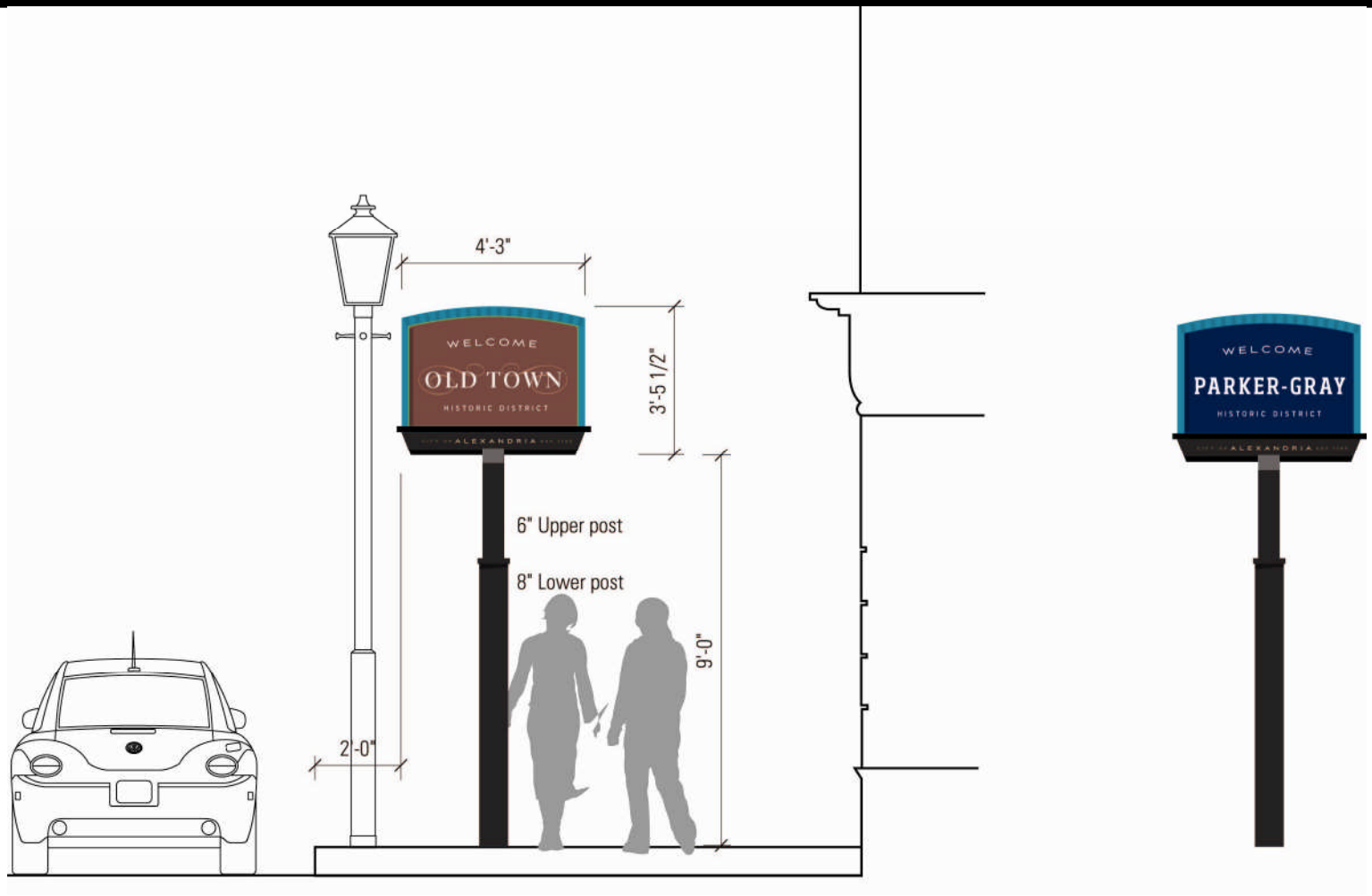


Gateway Washington St. Option B

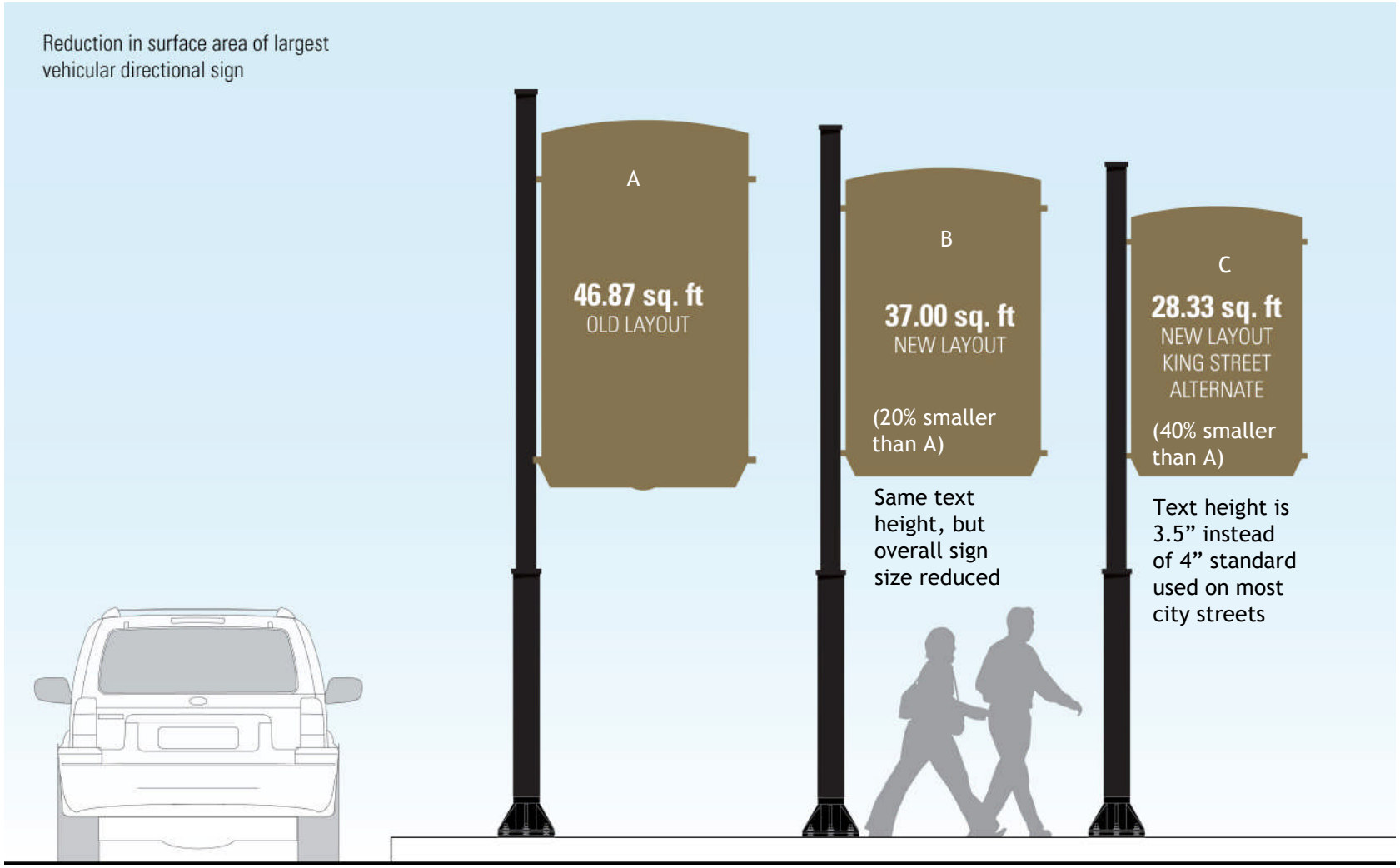


Gateway other options citywide

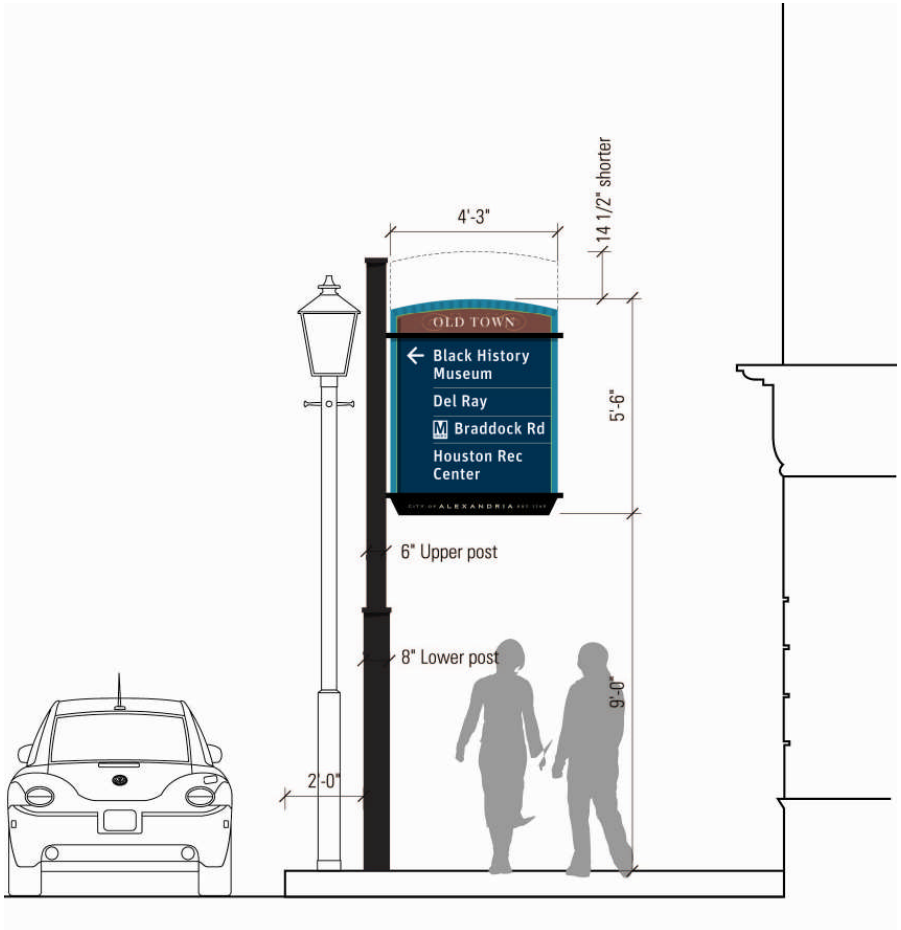
DM District marker



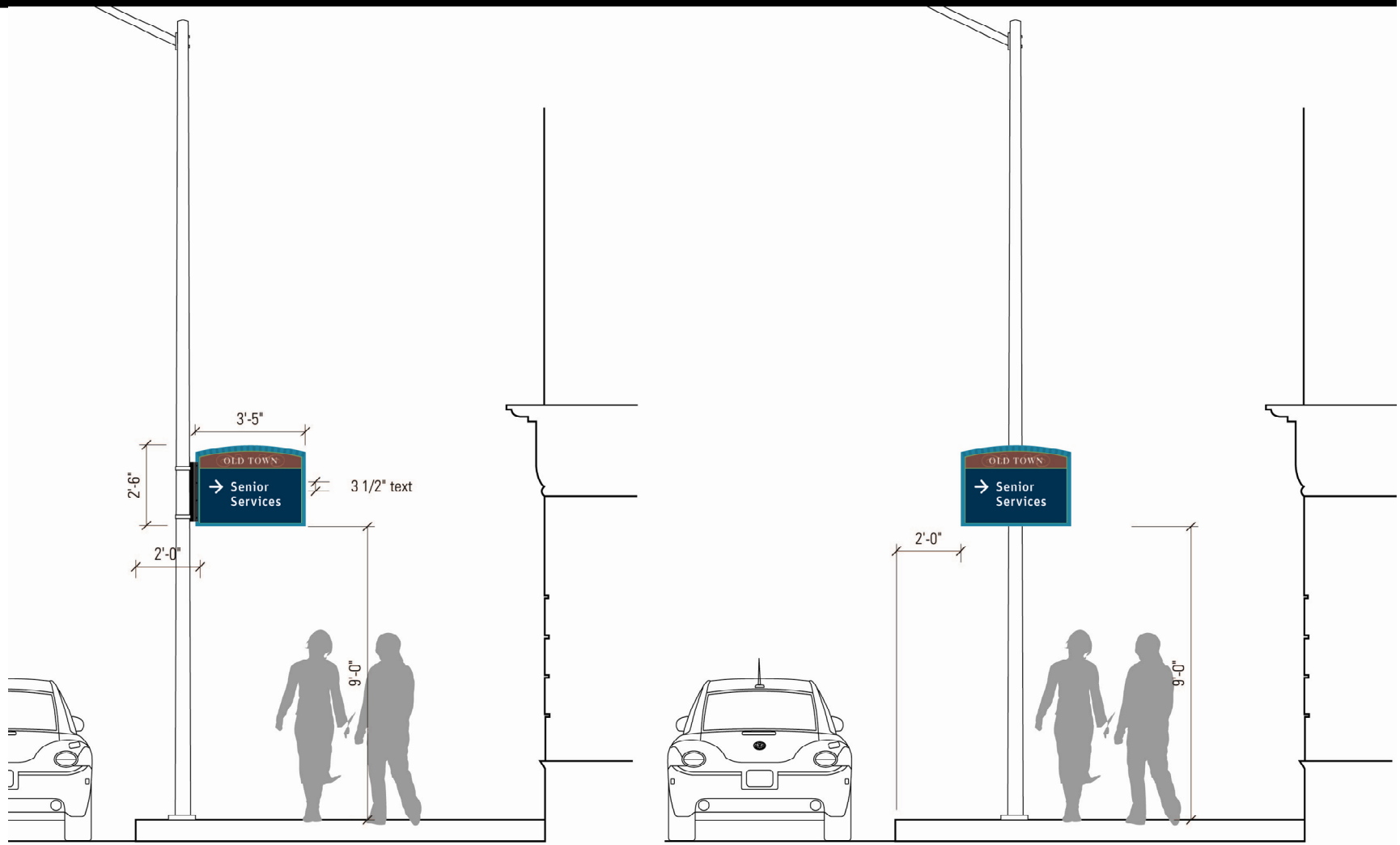
Size reduction study



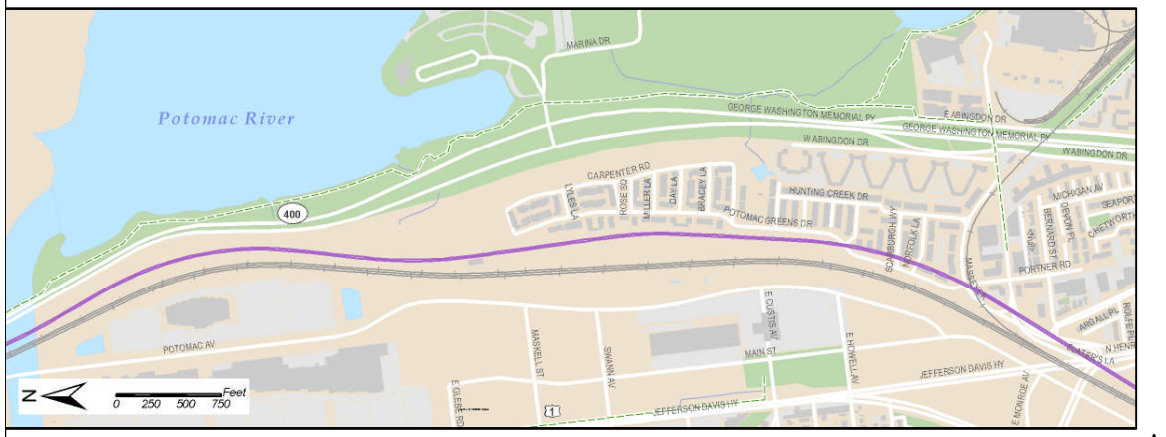
DR1 Destination Directional (medium)

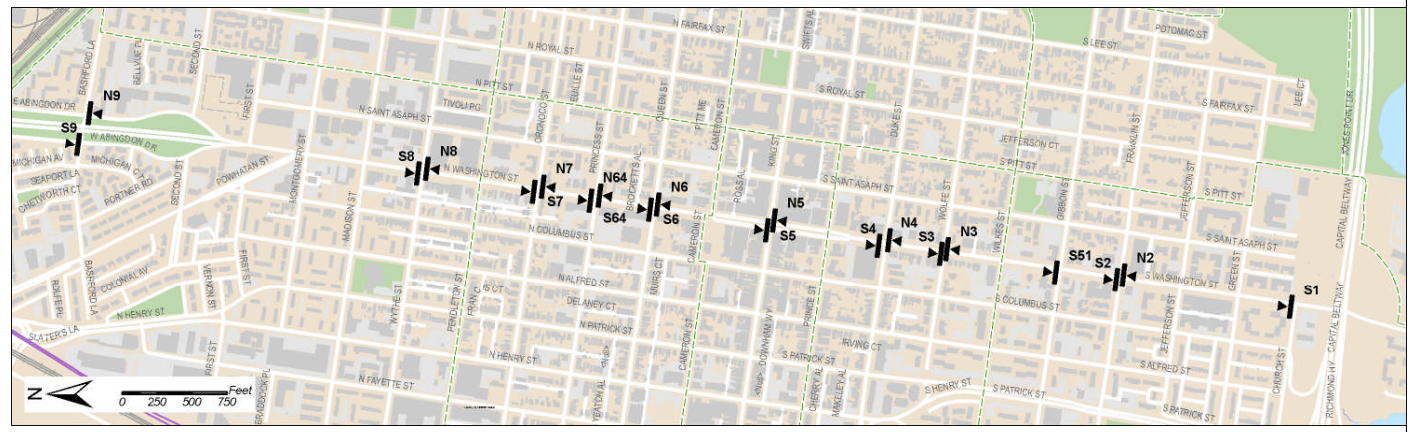


DR2 Vehicular directional small

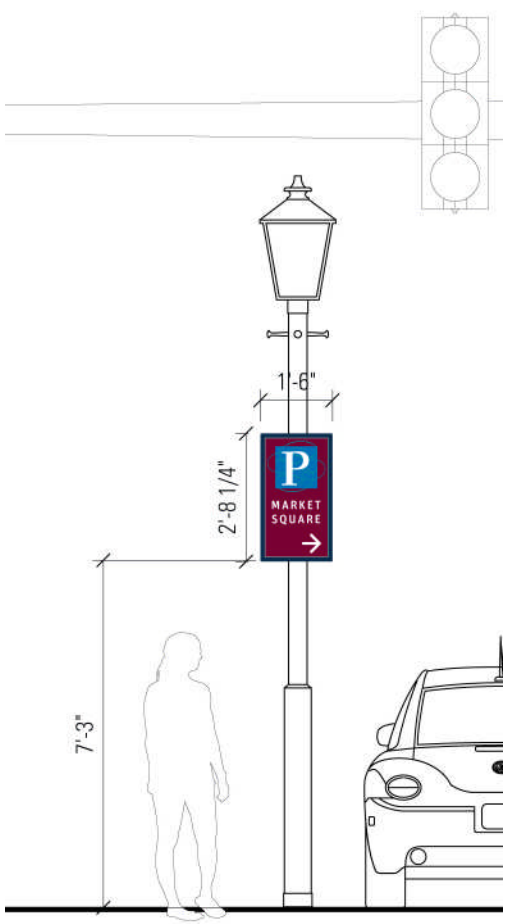


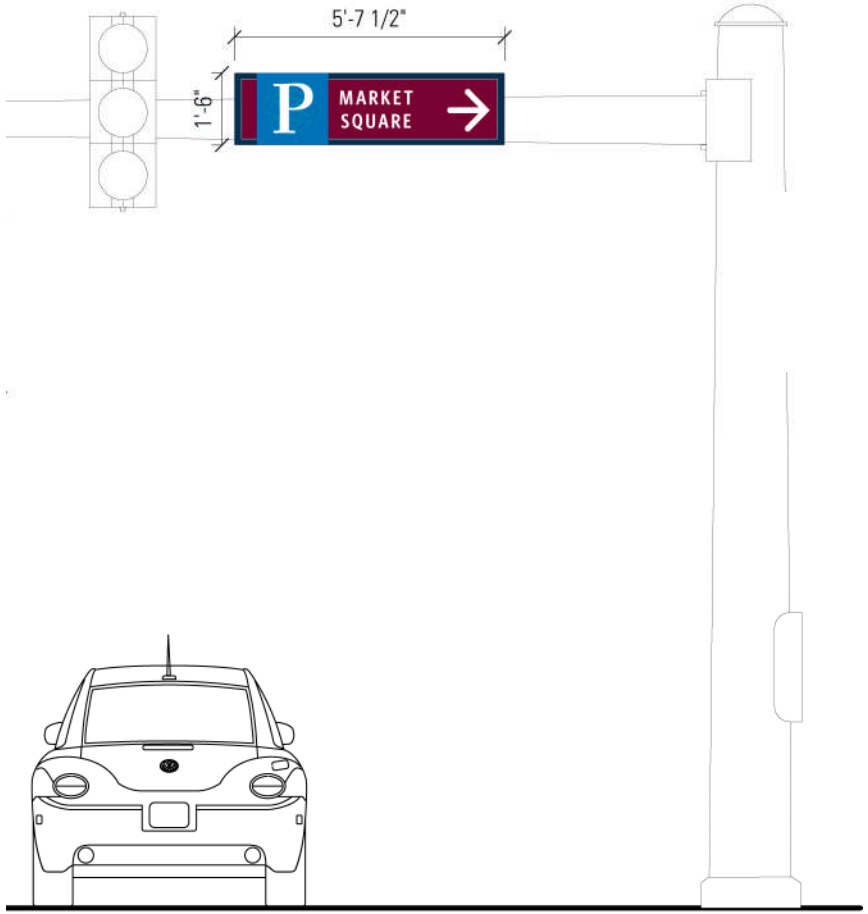
Key Map | Washington Street Corridor (vehicular directionals only)



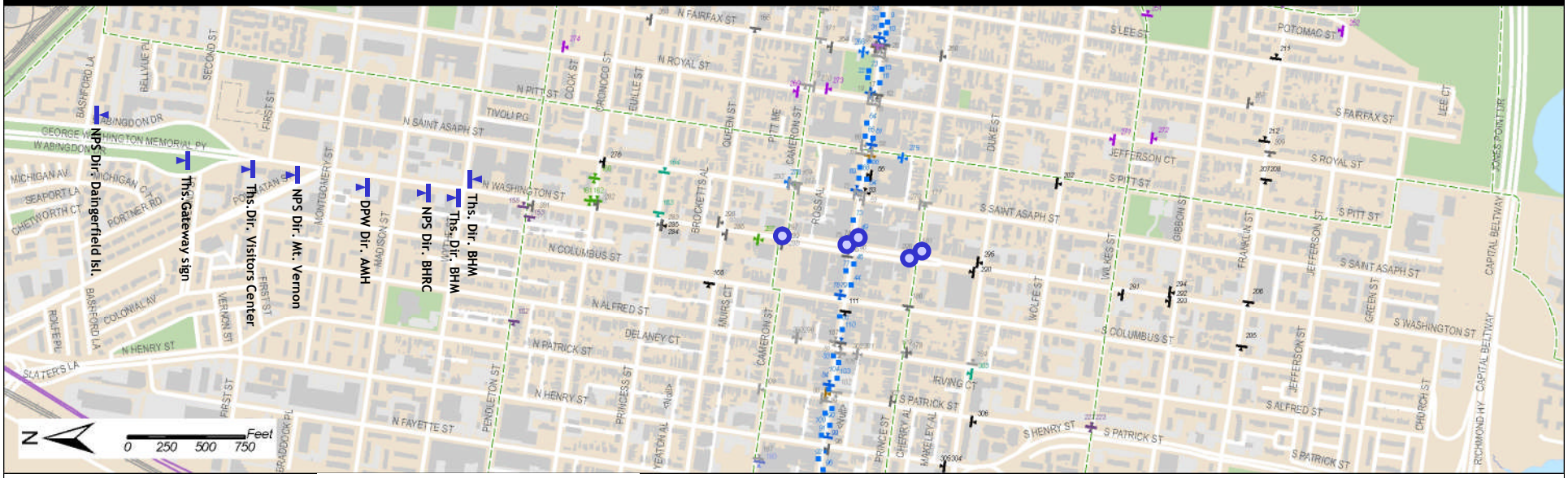


DI1 Destination ID


1'-6"
2'-8 1/4"
P
MARKET
SQUARE
7'-3"


5'-7 1/2"
1'-6"
P
MARKET
SQUARE

Existing Signs | Washington Street Corridor



- Waterfront Walk
- Thistle Directional
- Parking Directional
- Old Town Banner
- Mt. Vernon Directional
- Metro Trailblazer
- King street Blue Ped
- King St Blue Map
- Interpretive
- Directional (misc)
- Brown More Shops
- Bike Route
- Bike Directional
- Accessible Directional
- Double-Sided Parking ID - Private
- Double-Sided Parking Directional
- Double-Sided Interpretive

Wayfinding Program Process

April 7	Planning Commission public hearing – Phase 1 only
April 27	City Council CIP Hearing – Phase 1 only
May	SAG Meeting: review/refinement of program
Summer	SAG, BAR, City Working Group, and others review/refinement of program
Sept.	Final review of Citywide program
Sept.-Oct.	Final public review and hearings – Citywide program
Nov.	If Phase 1 funded, could be ready for installation