

CITY OF **ALEXANDRIA**

WAYFINDING PROGRAM

BAR Work Session

18 March 2009

O&HD BAR Review Schedule

**March-April 2009:
Focus on Phase 1 Signs (Concept)
Old Town pedestrian and parking signs**

March 18 Work session
 Final review of Phase 1 Signs (Concept)

April 1 Phase I Signs (Concept) on docket

Approval of the Phase 1 signs in concept means that the BAR approves the:

- General function/program of each sign
- General location, distribution and quantity
- General message and content
- Overall general design

O&HD BAR Review Schedule

May-October 2009:
Focus on citywide sign program (to include signs that will occur in Old Town after Phase 1)

May-August	BAR review/refine citywide designs (sign subcommittee?) by providing input for development of the Citywide Wayfinding Program Design Guidelines Manual
September	Work session: <ul style="list-style-type: none">• Final review/discussion of Phase 1 sign locations (if funded)• Final review/discussion of Citywide Wayfinding Program Design Guidelines Manual (including Phase 1)
October	Citywide Wayfinding Program Design Guidelines Manual on docket

Decisions/input needed from BAR regarding Phase 1 Signs (Concept)

Pedestrian mini-kiosk:

1. Postpone decision to fall 2009 pending outcome of summer trial of the A-frame program?
2. Of the options (to be described), which is current preference?

Parking signs

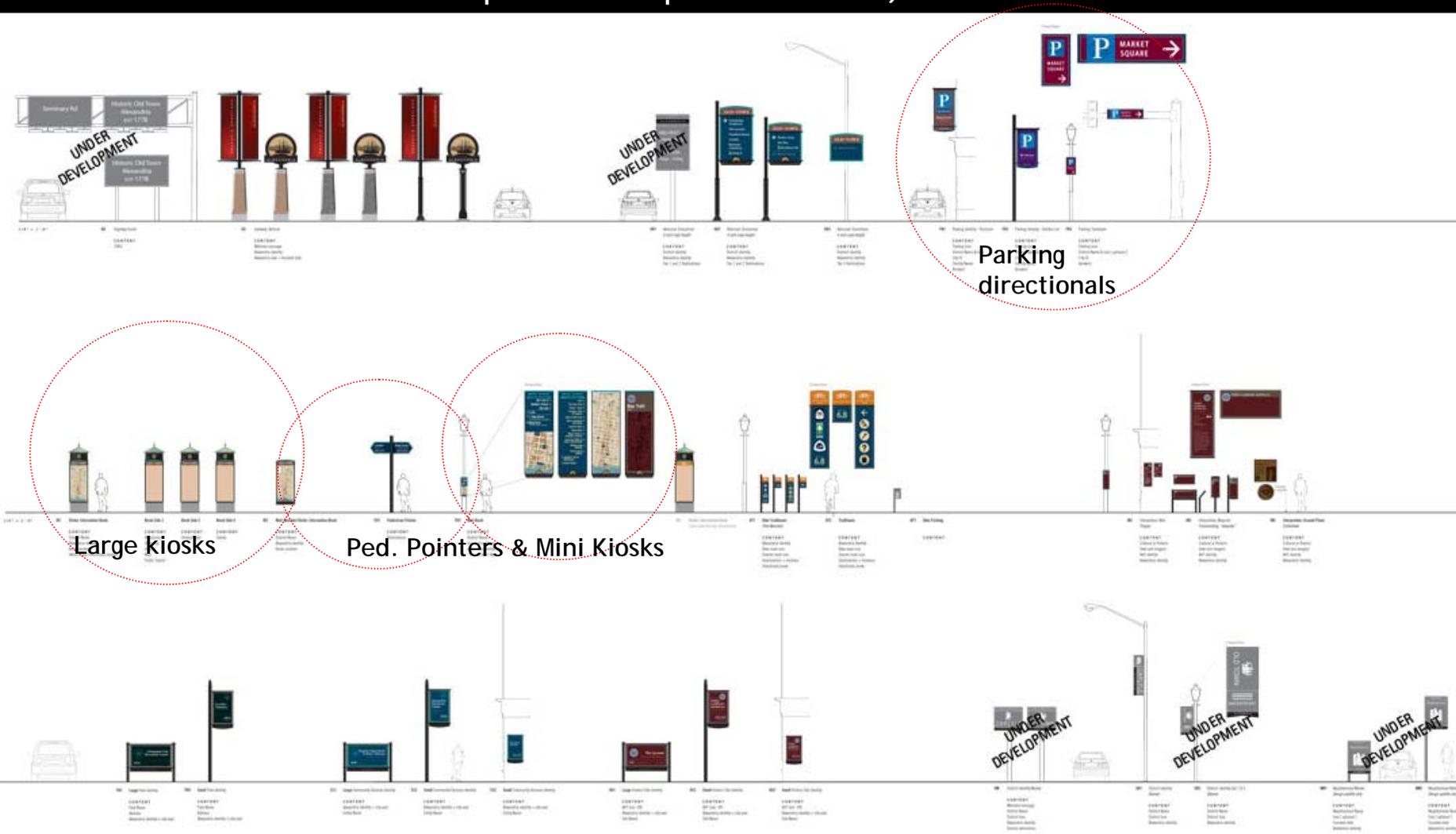
1. Parking zones -- yes or no -- or yes, but develop alternate zone names.
2. Illumination - Sasaki has recommended that Parking Lot/Garage ID signs be illuminated. What is BAR's preference?
3. Input regarding sign size
4. Input regarding sign colors

Large Kiosks

1. Sasaki recommends that these be illuminated. BAR's preference?

Sign Overview

Complete Sign Family Lineup (highlighting signs proposed for phase 1 implementation)



Sign types proposed for inclusion in a Phase 1 implementation with a focus on Old Town Pedestrian & Parking signs:

Sign	Type	
PK.1	Parking Identity: Structure Parking lot identity, mounted to building façade internally illuminated	6
PK.2	Parking Identity: Surface lot Parking lot identity, freestanding for surface lot	5
PK.3b	Parking Trailblazer: small vertical Panel attached to lightpoles	50
PK.3a	Parking Trailblazer: large horizontal Panel attached to signal crossarms	20
PD.1	Pedestrian Directional: pointer	5
PD.2	Pedestrian Directional: mini kiosk Pedestrian corridor orientation	20
IK.1	Visitor Kiosk (freestanding) Pedestrian information display	2
IK.2	Visitor Kiosk (wall mounted) Pedestrian information display	6

Vehicular | Public Parking: Directionals



Colors - under development:
Sasaki recommends that each Old Town parking zone be assigned a color for easy identification. Parking directional signs would reflect each zone's corresponding color.



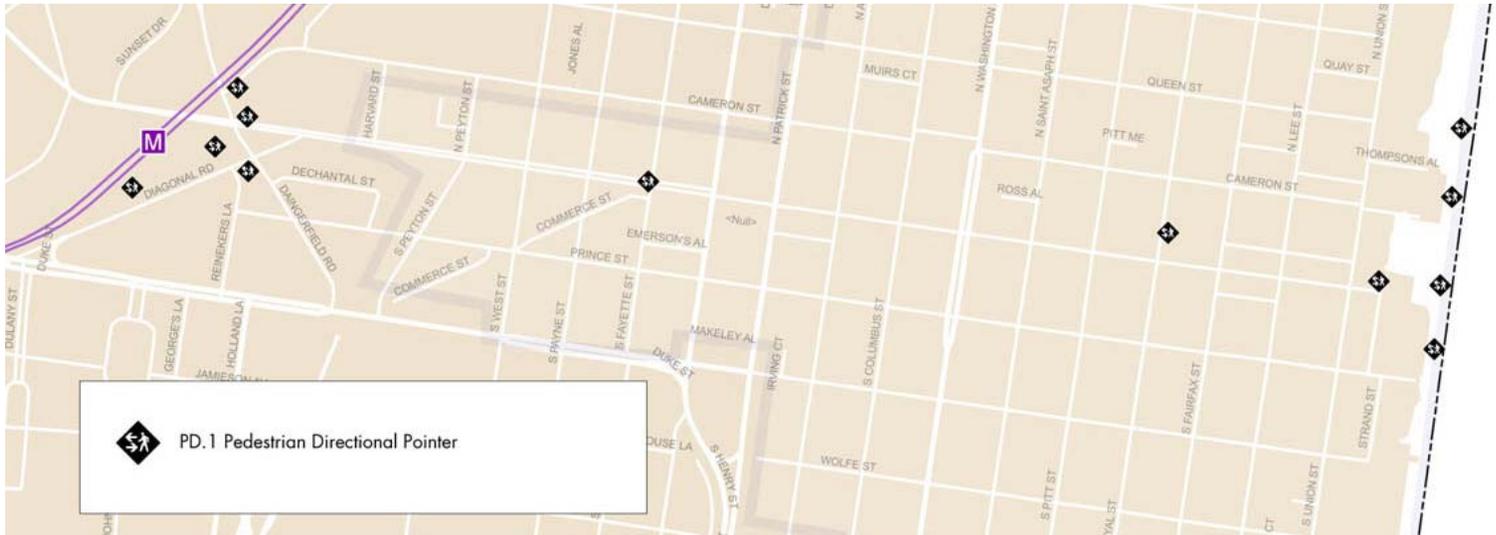
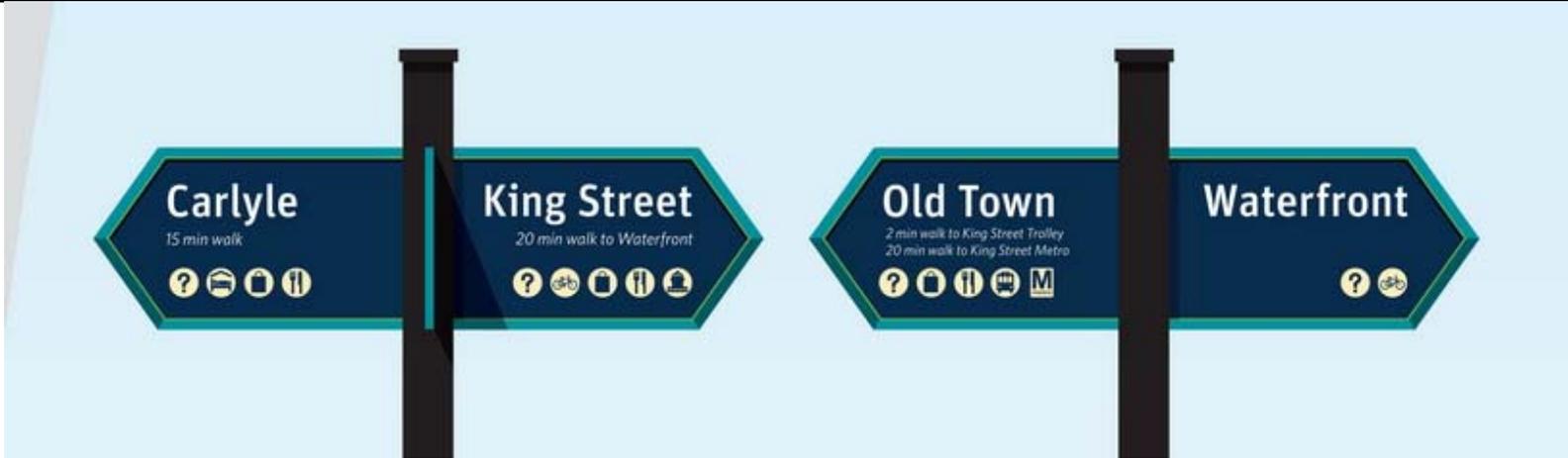
Vehicular | Public Parking: Identification



Colors - under development:
Sasaki recommends that parking lot identification signs would all feature the same color used for the Old Town district header (still under review). The parking zone would then be featured in a colored bar corresponding to the zone's assigned color for easy identification.



Pedestrian | Pedestrian "Pointer" Directionals



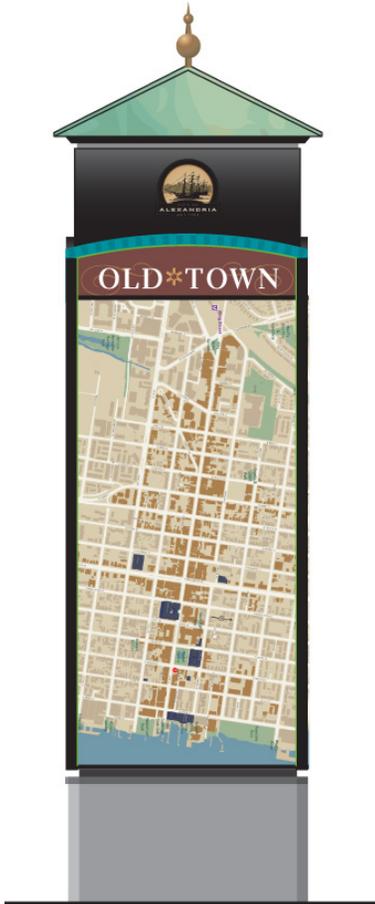
Pedestrian Pedestrian "Pointer" Directionals

Located at confusing points of entry (King St. Metro, Water Taxi dock, etc) where it is helpful to "lead by the nose"

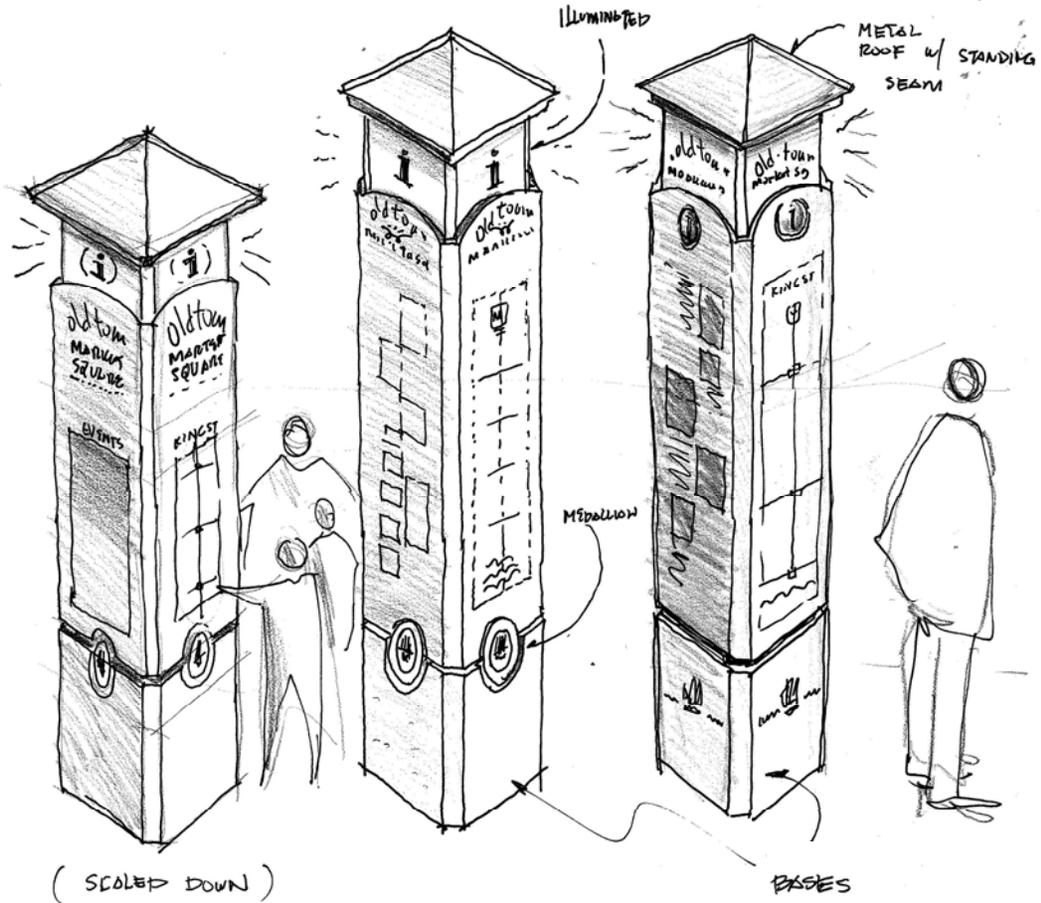


Pedestrian Visitor Information Kiosk

Detail



Conceptual Sketches - 3D study



Pedestrian | Wall Mounted Kiosk



Pedestrian "Mini Kiosk"



Programming Options

- OPTION A** List businesses by name
Located 2 per intersection
- OPTION B** List business categories
Located 2 per intersection
- OPTION C** Generic amenities listed (not businesses)
Businesses listed on A-frames
Mini-kiosks located every few blocks,
related to location of historic attractions

The following series of slides will illustrate how each option would look based on low, moderate and high sign message content at three locations: Peyton, Fairfax and Royal Streets.

Mini-Kiosk Content Studies - OPTION A

Option A

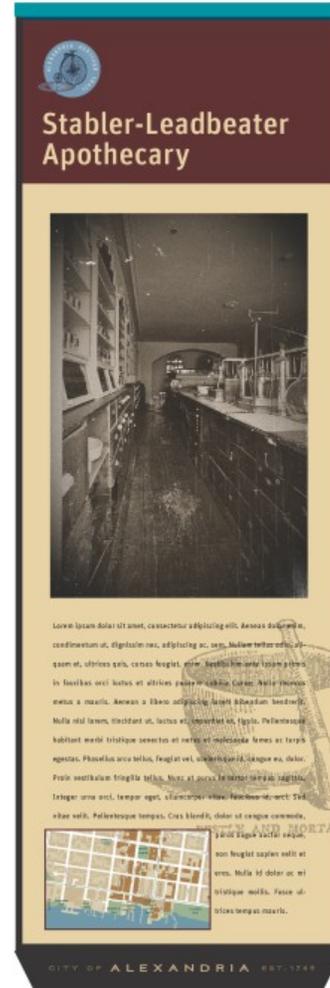
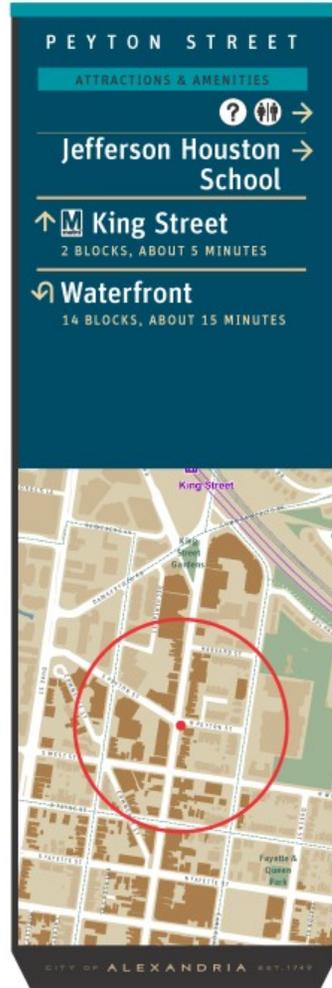
- Lists businesses by name
- Mini-kiosks are located at every intersection (opposite corners)



Mini-Kiosk Content Studies - OPTION A

Peyton Street
(Low content
example)

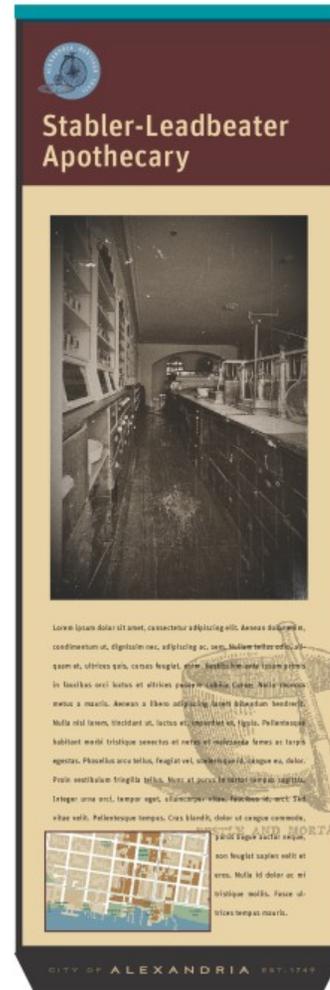
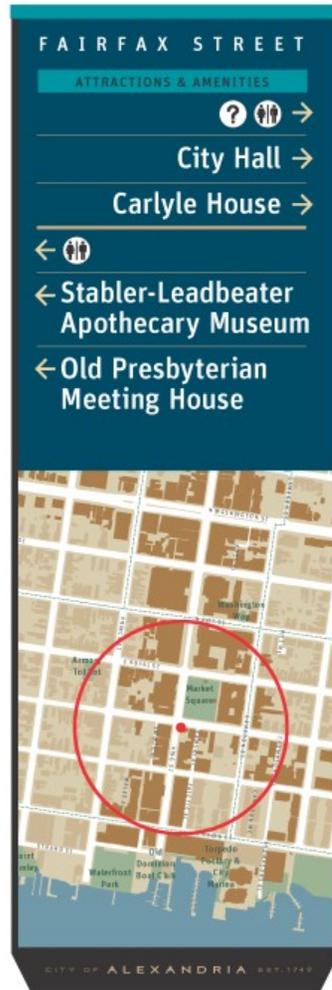
Option A
(businesses by
name)



Mini-Kiosk Content Studies - OPTION A

Fairfax Street
(Moderate
content example)

Option A
(businesses by
name)



Mini-Kiosk Content Studies - OPTION B

Option B

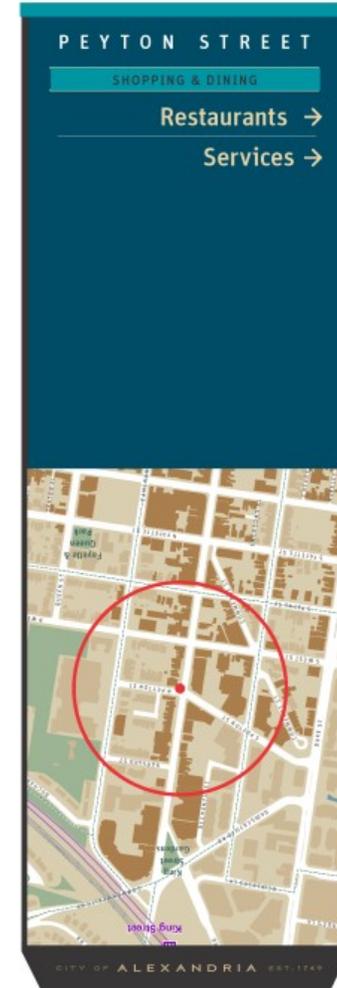
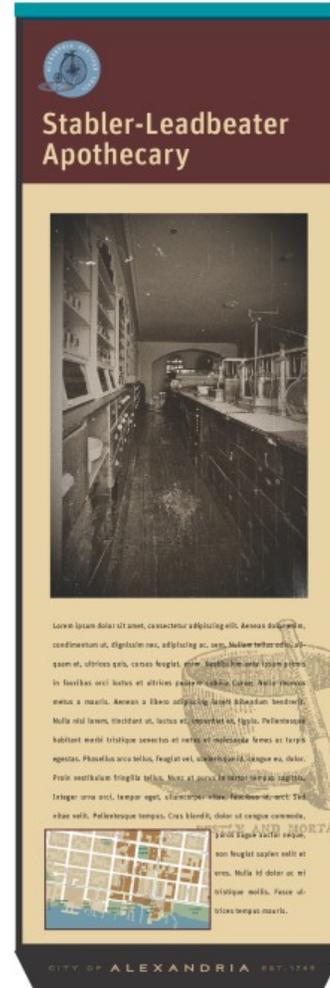
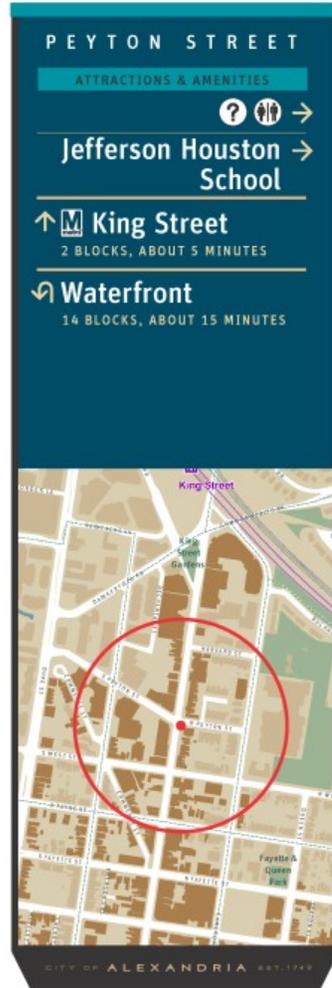
- Lists businesses by category
- Mini-kiosks are located at every intersection (opposite corners)



Mini-Kiosk Content Studies - OPTION B

Peyton Street
(Low content
example)

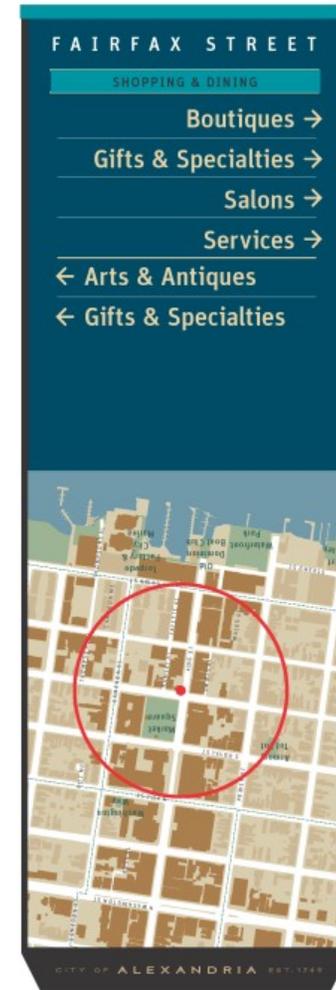
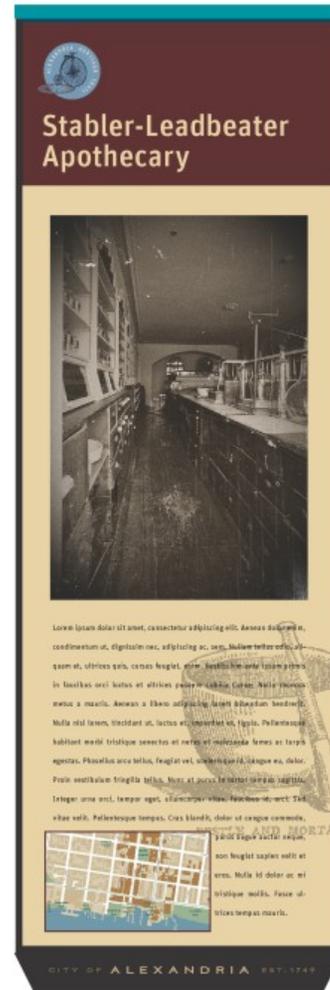
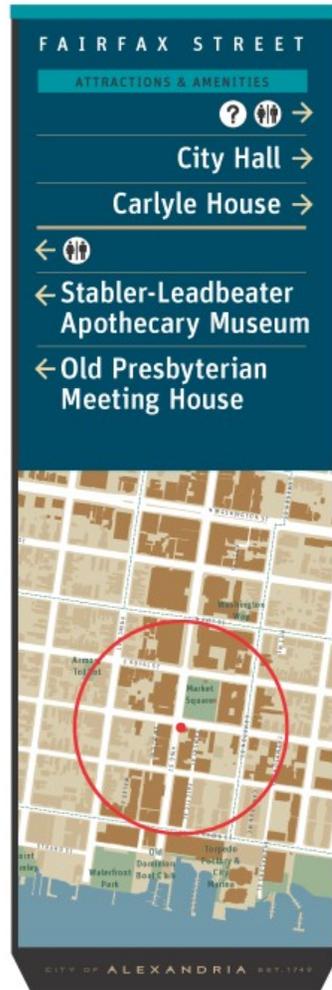
Option B
(businesses by
category)



Mini-Kiosk Content Studies - OPTION B

Fairfax Street
(Moderate
content example)

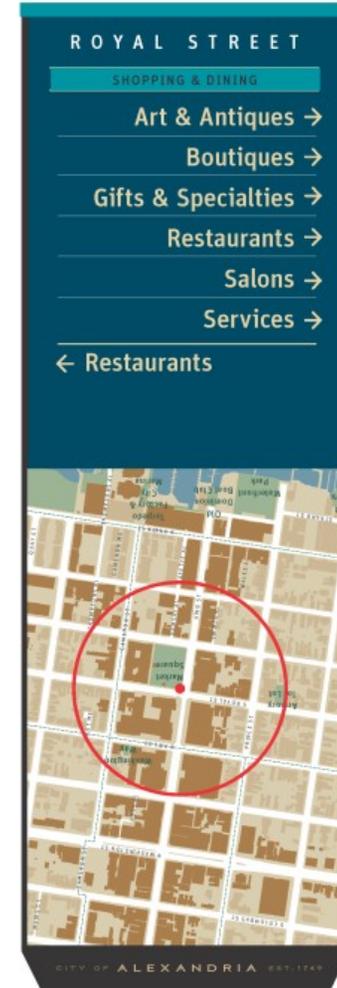
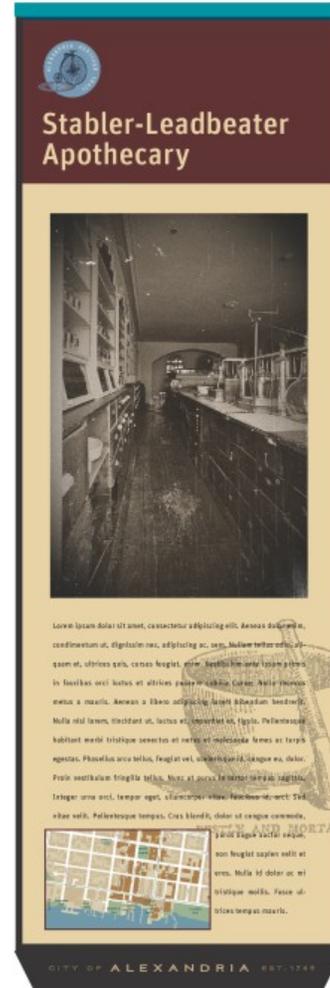
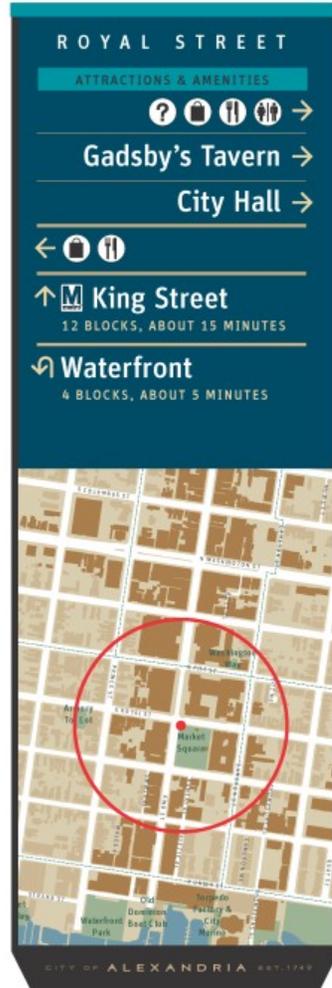
Option B
(businesses by
category)



Mini-Kiosk Content Studies - OPTION B

Royal Street
(High content
example)

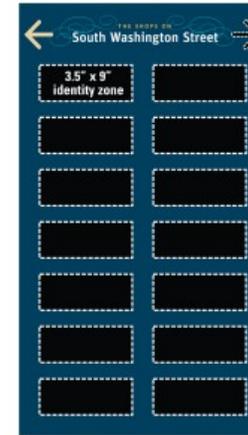
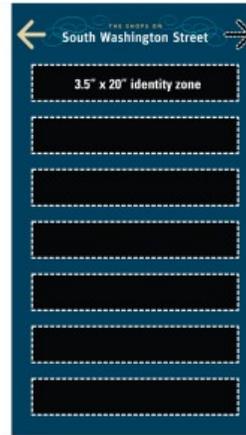
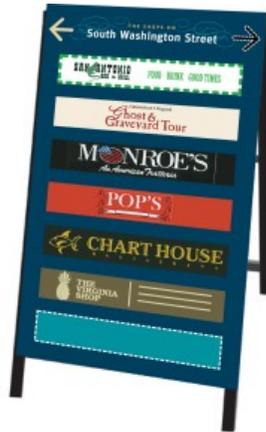
Option B
(businesses by
category)



Mini-Kiosk Content Studies - OPTION C

Option C

- Businesses are listed on separate A-frame sign
- Mini-Kiosks are located at wider intervals based on destinations

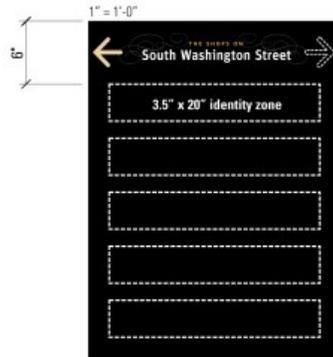


Point of reference

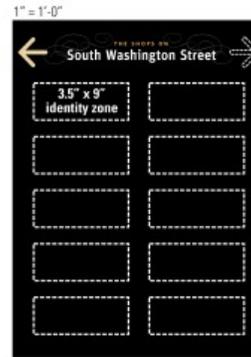
Current A-frame pilot program extended to November



Shown:
NeoPlex Hardwood A-Frame
Model# ns-2400fo
24 x 32 inserts
or equal



24 x 32 insert
Single digital print applied to substrate
(5) listings module
Qty (2) panels per A-frame
Recommend BLACK background
Panel thickness min. 1/8", max. 1/4"



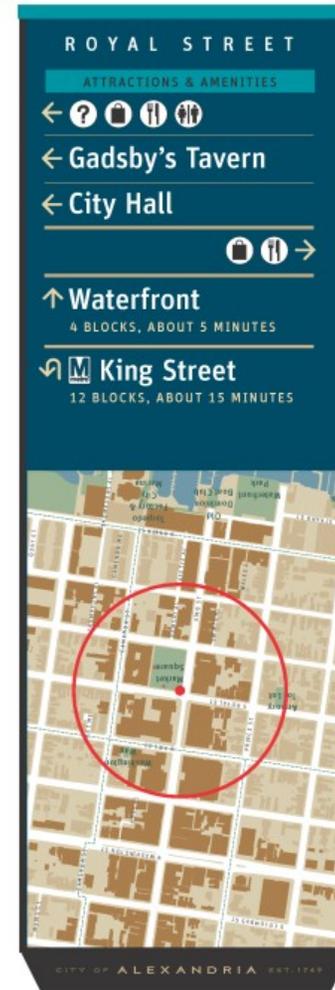
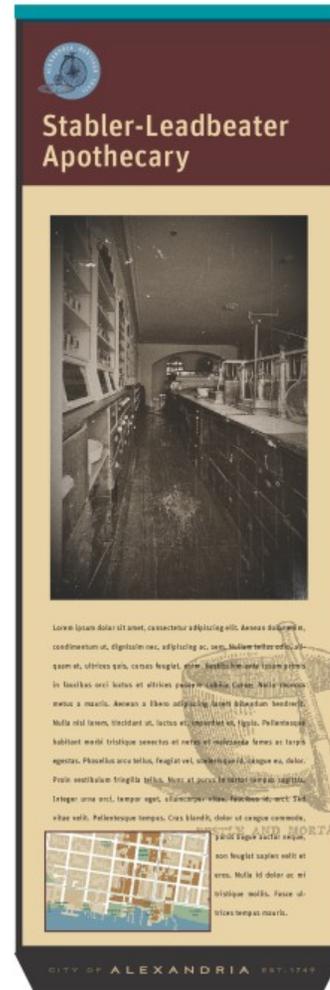
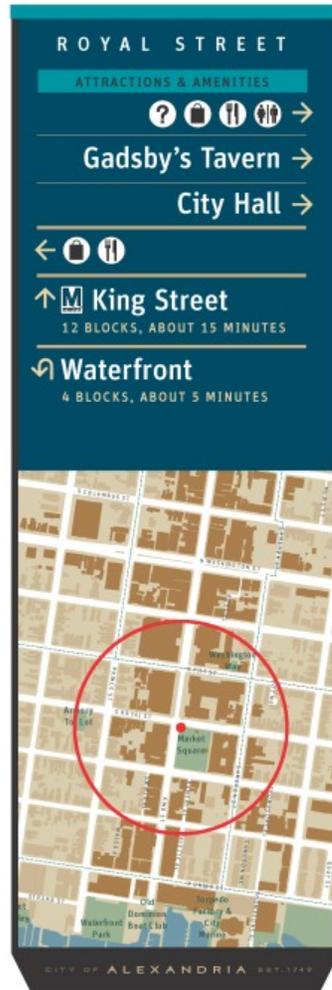
24 x 32 insert
Single digital print applied to substrate
(10) listings module
Qty (2) panels per A-frame
Recommend BLACK background
Panel thickness min. 1/8", max. 1/4"



Mini-Kiosk Content Studies - OPTION C

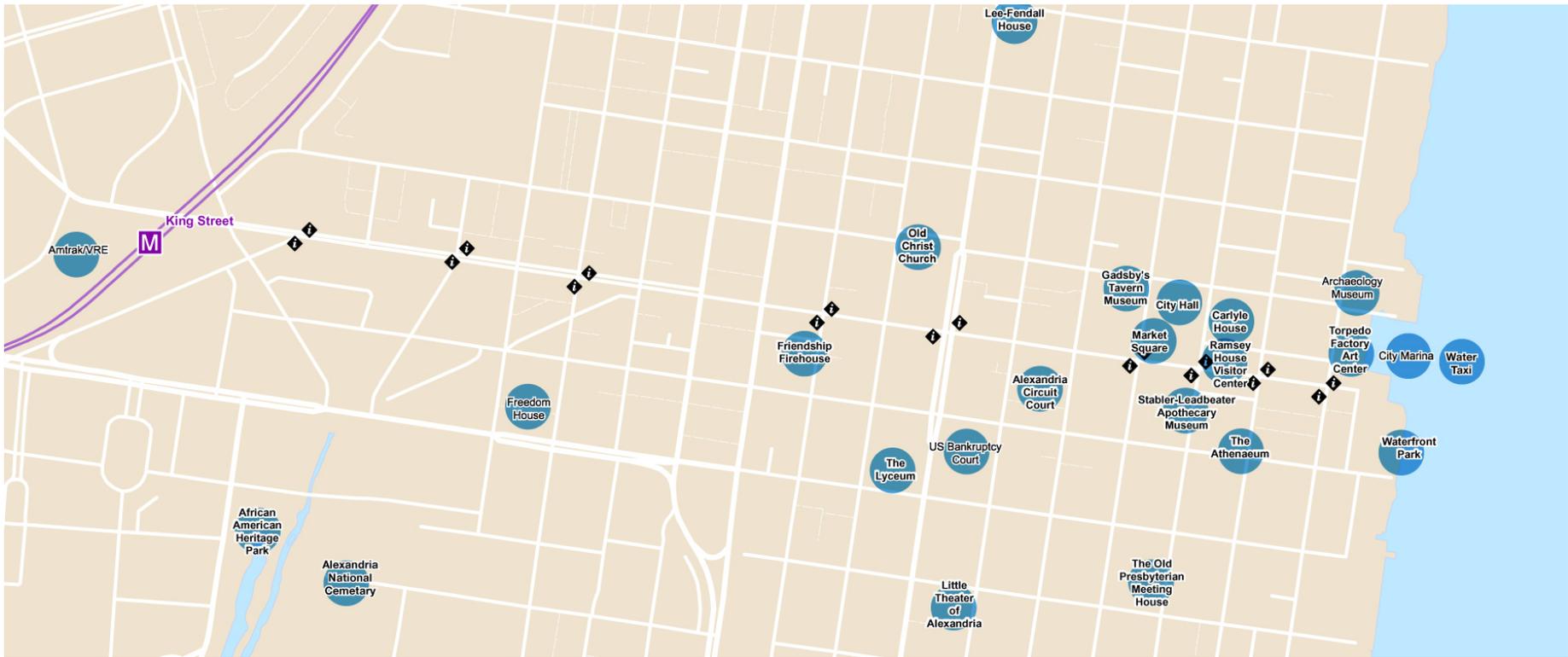
Royal Street
(High content
example)

Option C
(business by icon
only)



Mini-Kiosk Content Studies - OPTION C

Option C -- Proposed location of Mini-kiosks showing concentration of visitor destinations



Implementation

Clutter Removal



To be removed/replaced:

- thistle directionals
- blue "x blocks to waterfront" pedestrian signs
- Shops, more shops
- parking directionals
- King Street banners currently affixed to Gadsby lamp poles

The Wayfinding program would replace these signs as follows:

- parking signs: replaced 1-for-1 (when the consultant team completes analysis, they may determine that some signs are unnecessary or missing)
- blue "x blocks" signs and "more shops" signs: replaced by the mini kiosks
- thistle signs: replaced by vehicular directionals to be *located in advance of the turn instead of at the corner or past the turn and consolidated with other directional information*

Regulatory signs:

- the Wayfinding program does not have purview over regulatory signs, but staff will take the opportunity to coordinate with T&ES and the consultant to review whether some efficiencies can be achieved with regards to existing regulatory signage.

Signs that will be implemented citywide in later phases as funding becomes available

- Vehicular Directionals
- Destination ID Signs (Civic, Park, Historic Attraction)
- Heritage-Interpretive
- Bicycle trails
- City Gateways and District Gateways
- Neighborhood signs

City Gateways

- not included in Phase 1
- still being refined by the consultant based on input received from the BAR and City Working group
- Staff would like input from the BAR on the most recent refinements to the design shown on the final pages of this packet

Gateways | City Gateway - Previous concept study



Previously proposed seal design for gateways



Photo Montage - Stone Base



Photo Montage - Metal Base

Gateways:

Ship Emblem
Study

Shown at
February 18 work
session







