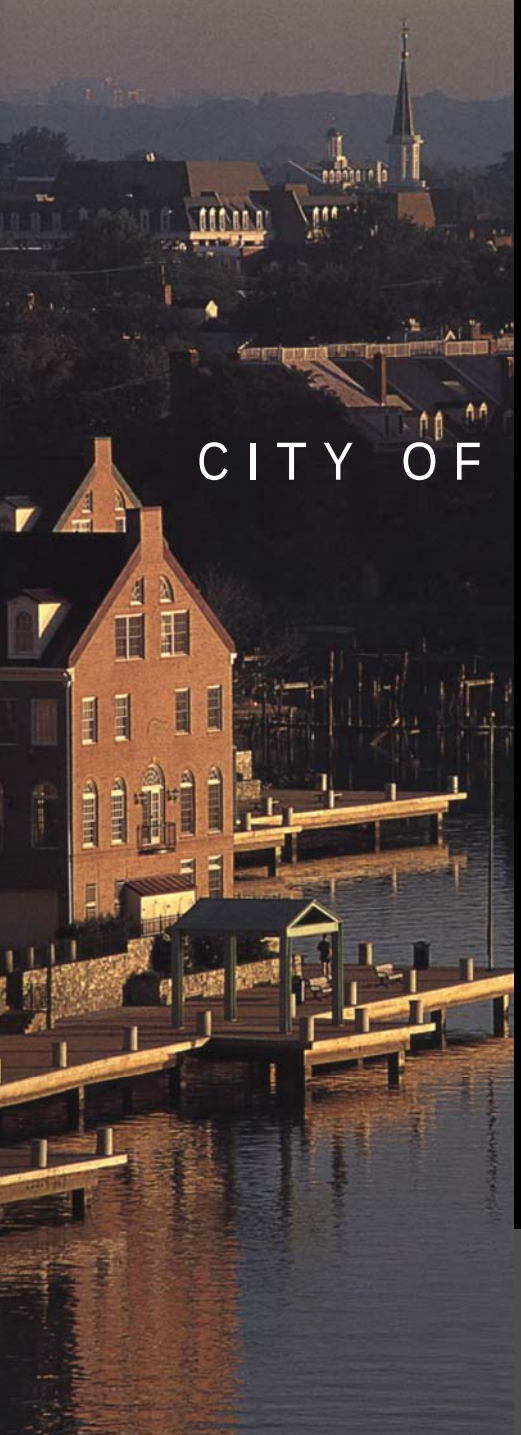


CITY OF

ALEXANDRIA

WAYFINDING PROGRAM

Design Presentation

City Council Worksession

27 January 2009

SASAKI

Work session agenda

The purpose of tonight's work session:

1. **Present the current design approved by the SAG and CWG, with a brief background on wayfinding objectives and the design process**
2. **Summarize input received at the January 5th community open house and January 6th Planning Commission/BAR worksession**
3. **Highlight issues for discussion and input**
    - **Gateway design**
    - **Signage for businesses off King Street**
        - **Solution within the wayfinding program**
        - **Temporary A-frame program**

What exactly is a "wayfinding system" ?

A coordinated system of sign elements that serves to identify, direct and inform visitors and residents

Example of various elements within a Wayfinding System

Baton Rouge Downtown Visitor Amenity Plan | Baton Rouge, LA

Why does Alexandria need a wayfinding system ?

Project Objectives

Objectives | Function

Serve as a *comprehensive* vehicular, pedestrian, and bicycle wayfinding system

Provide trailblazing to and from regional roadways, transit hubs, bike trails and attractions

Promote walking, biking, mass transit

Incorporate regional trails and historic sites, including the Alexandria Heritage Trail

Direct to and identify parking in Old Town

Develop a comprehensive strategy to improve wayfinding to visitor amenities such as shops, hotels, restaurants

Establish an overall identity compatible with the city's historic character

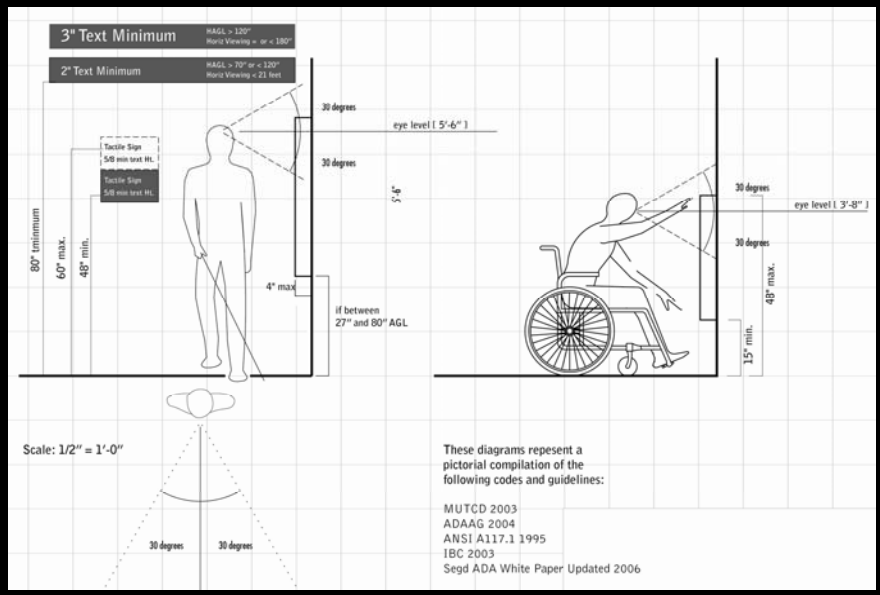
Highlight individual District identities as well

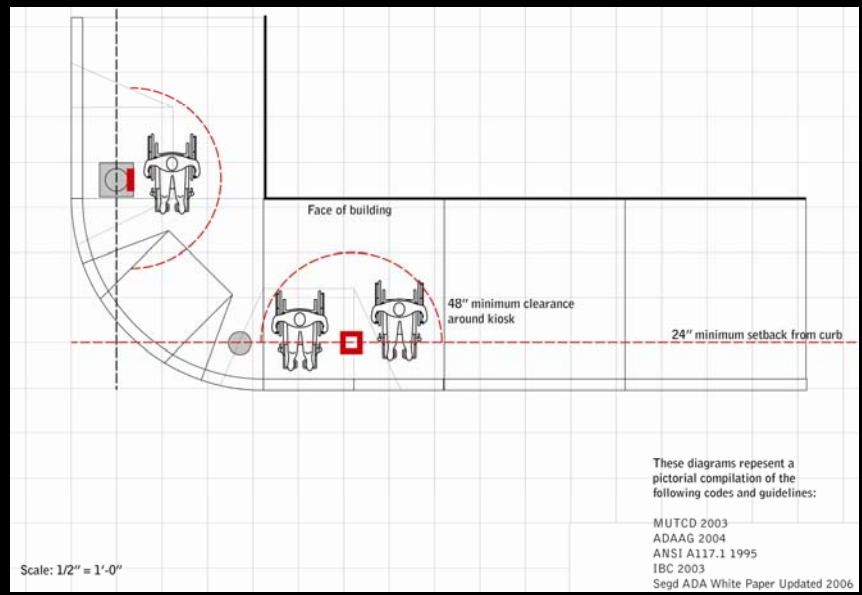
Reduce clutter, increase consistency

Comply with ADA

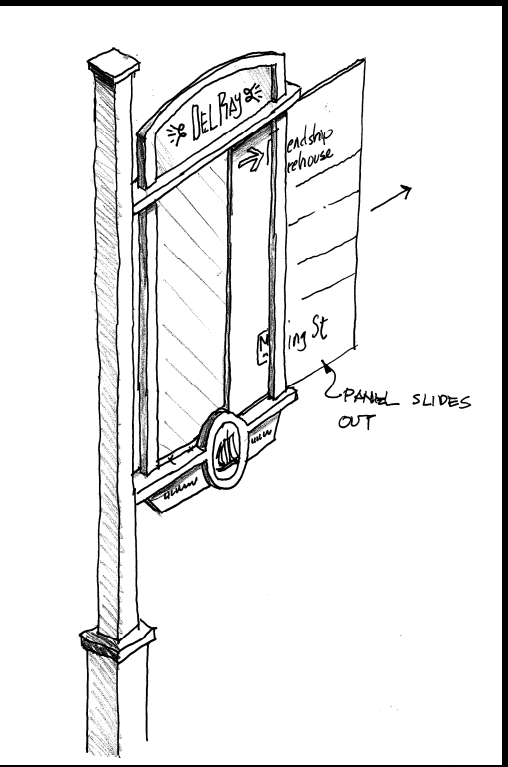
Utilize best practices for enhanced accessibility

Emphasize universal design – access for all





Cost effective design and implementation



Changeable information on modular panels for easy updating

Straightforward, industry standard fabrication techniques

Shared components across multiple sign types

Standard, readily available materials & parts

Savvy phasing for maximum economic impact, production run pricing

Design Team Analysis

1 Address Pedestrian information needs

An informed pedestrian is comfortable, confident, and ready to explore

2 Streamline Vehicular wayfinding

Get visitors quickly to parking so they can start enjoying Alexandria on foot

3 Address visitor & community needs

Community destinations are many & far reaching; vehicular signs should account for both groups in a unified design standard

4 Define/direct to districts past Old Town

Identifiable districts give visitors more to explore; plus they make wayfinding easier by creating "bite-size" sections of the city

Stakeholder Input

City Working Group

Composed of representatives from

- **Planning & Zoning**
- **Transportation and Environmental Services**
- **Recreation, Parks and Cultural Activities**
- **Office of Historic Alexandria**
- **General Services**
- **City Manager's Office**

Met regularly with design team to provide additional input

Stakeholder Advisory Group / Community

SAG composed of representatives from civic organizations, business associations, Alexandria Ped/Bike, National Park Service, ACVA, AEDP, Chamber of Commerce, WMATA, DASH and City commissions (Arts, ACPD, Aging and HARC)

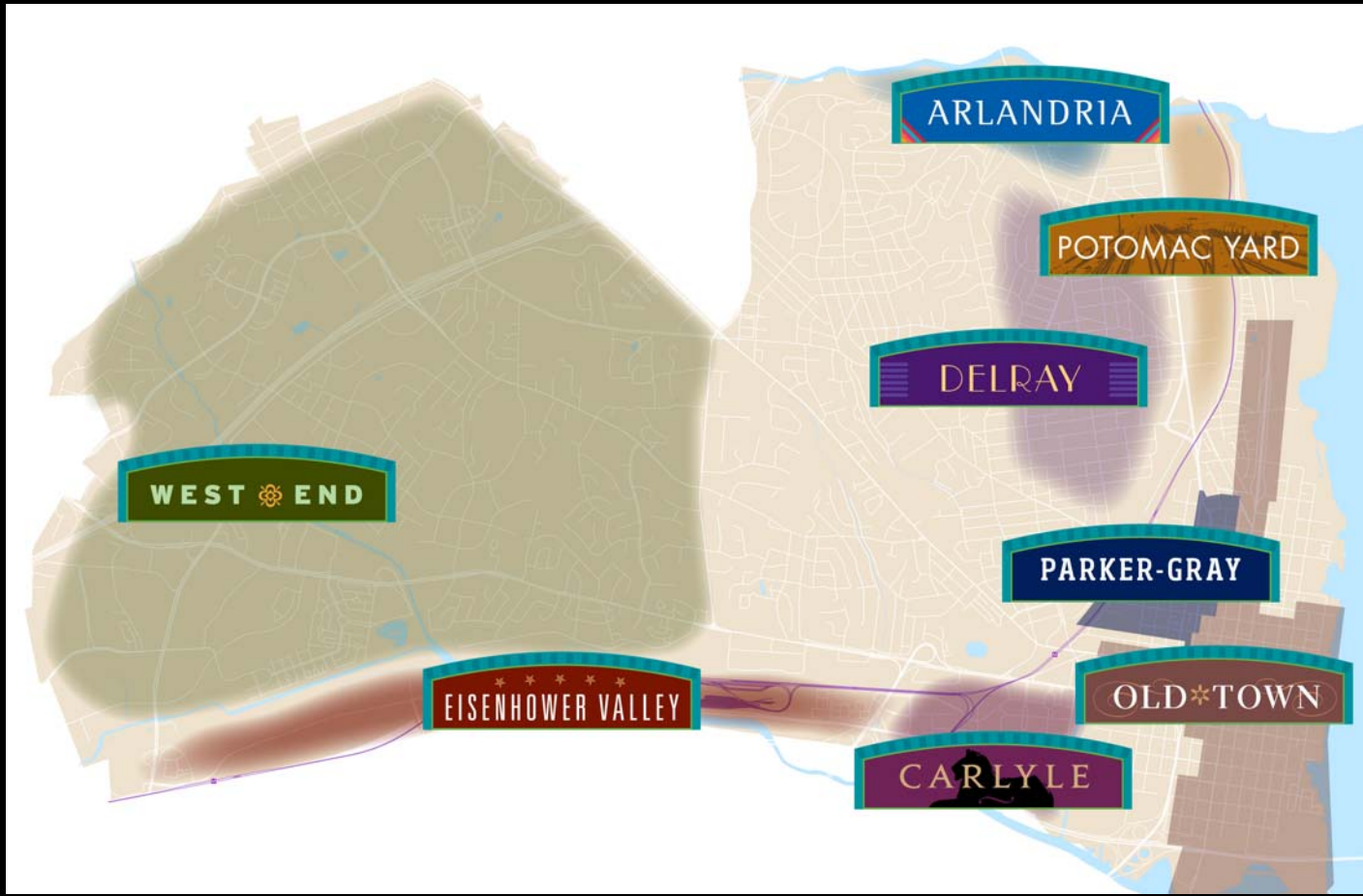
February -SAG Meeting
April -SAG Meeting
May -Community/SAG Meeting
June -SAG/Community Collaborative Workshop
September -SAG Meeting
October -SAG and CWG online survey
November -SAG Meeting
December -SAG online survey
January -Community Open House

Input | ... on districts:

Determined by SAG and community

Based on size, commercial concentration, visitor destination

Anticipates emerging districts



Input | ... on destinations:

TIER A — Destination of primary importance; direction throughout city via all access routes

Qty: 1 (Old Town Visitor Information)

TIER B — Major destination; advance strategic wayfinding provided

Qty: about 70

TIER C — Minor destination, or exclusively civic destination; wayfinding provided if "hard to find" (e.g. on a side street)

Qty: about 40

TIER D — Minor destination or exclusively civic destination; directional wayfinding not needed, but still may be identified on map or at site.

Qty: about 90

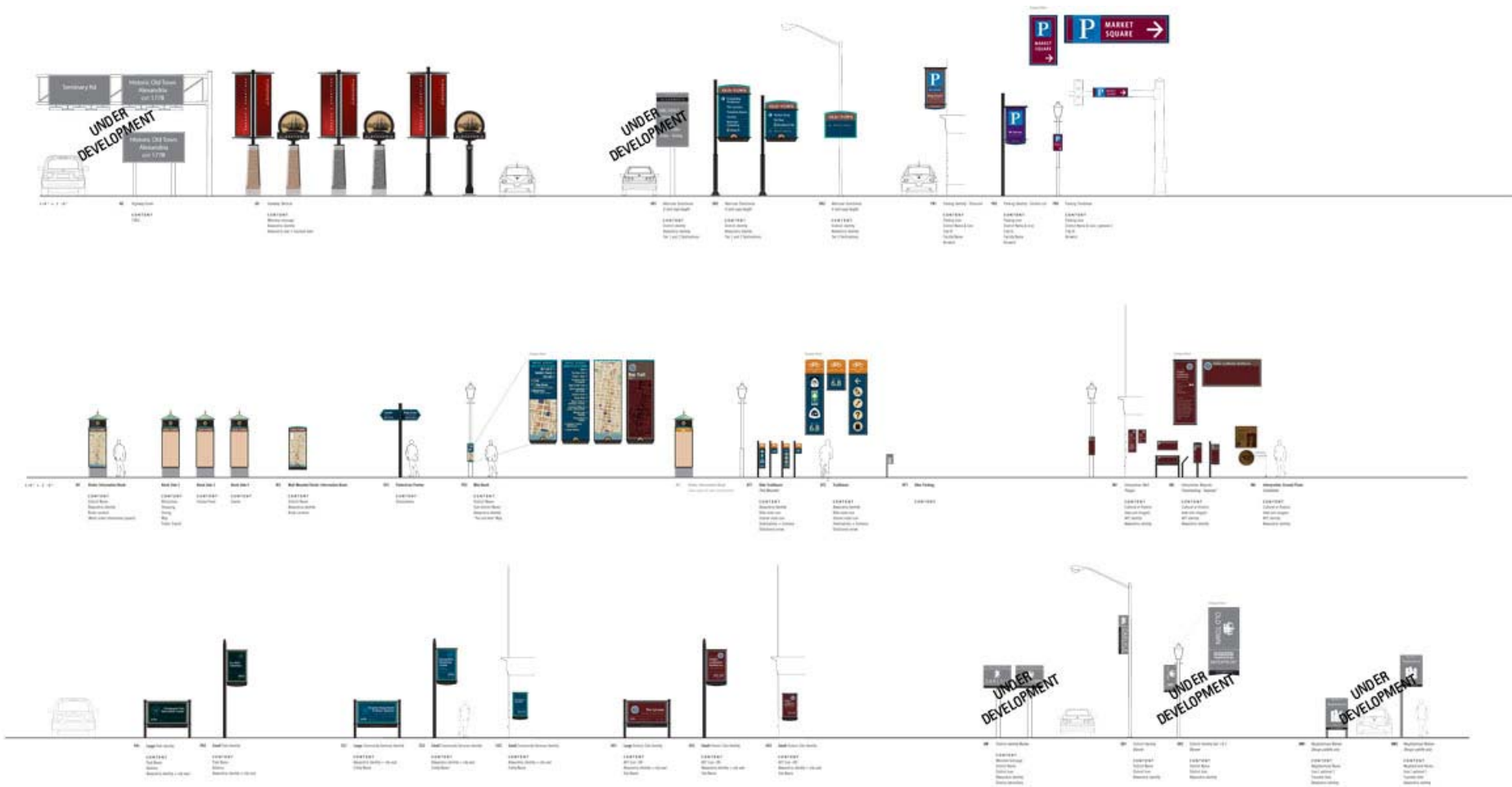
Input ... on design:

1. A versatile design palette which can be applied throughout the city
2. Interchangeable elements to relate to specific districts (color/pattern/icon/etc)
3. Clear & legible text and arrows
4. Sophisticated, flexible color palette, yet not too "muddy", with potential for selective pops of brighter color & contrast
5. Relief and patterning, using architectural inspiration which lends authenticity
6. An authentic, timeless look:

"Rich history with contemporary flair"

Design Solution

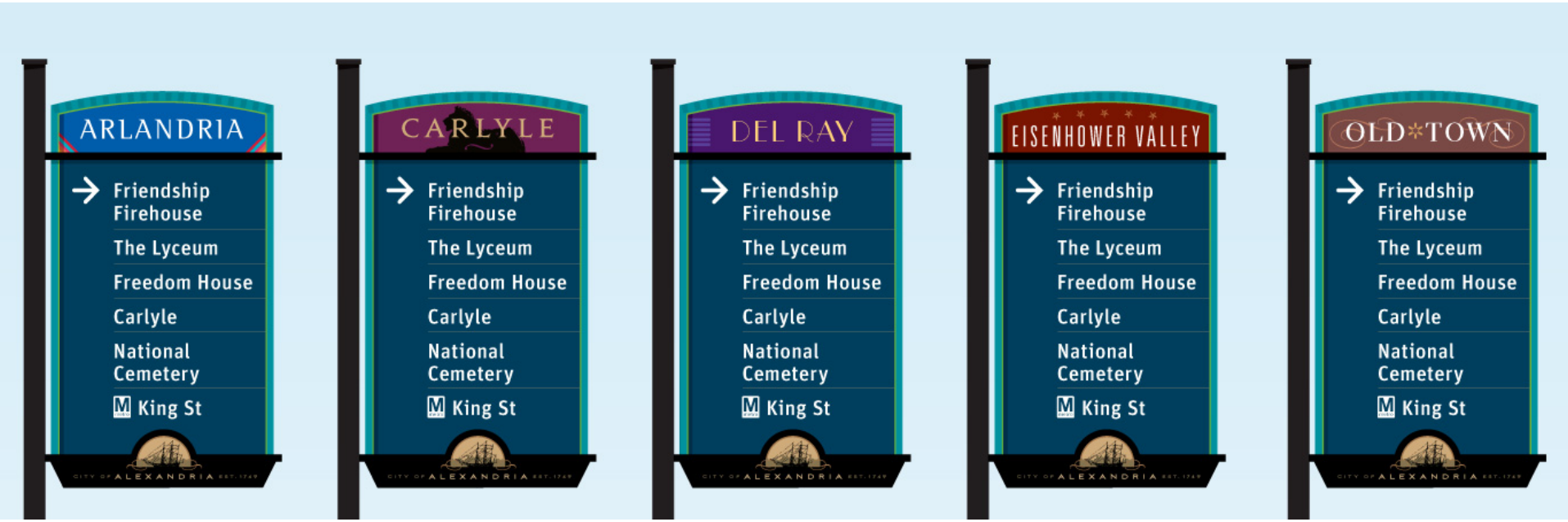
Complete Sign Family Lineup



REINEKERS LN
CARLYLE
African American Heritage Park
National Cemetery

CURB LANE
H.O.V-2
4-6 PM
OLD TOWN
Black History Museum
Del Ray
Braddock Rd

Vehicular Directionals: District Headers



Header designs to be reviewed with SAG & Community

Vehicular Directionals: District Headers

Plain header for use in areas outside of named districts

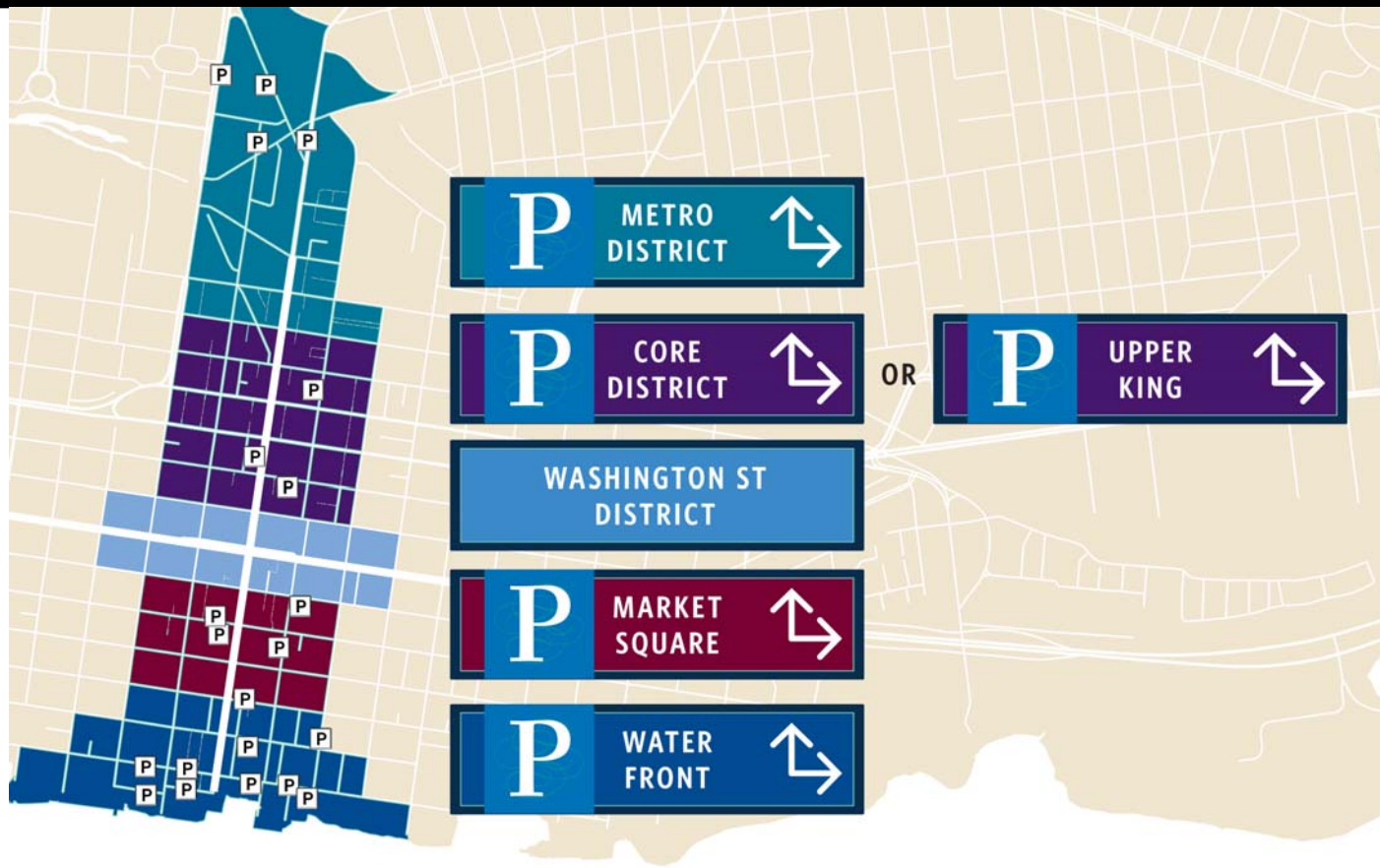
Header designs to be reviewed with SAG & Community

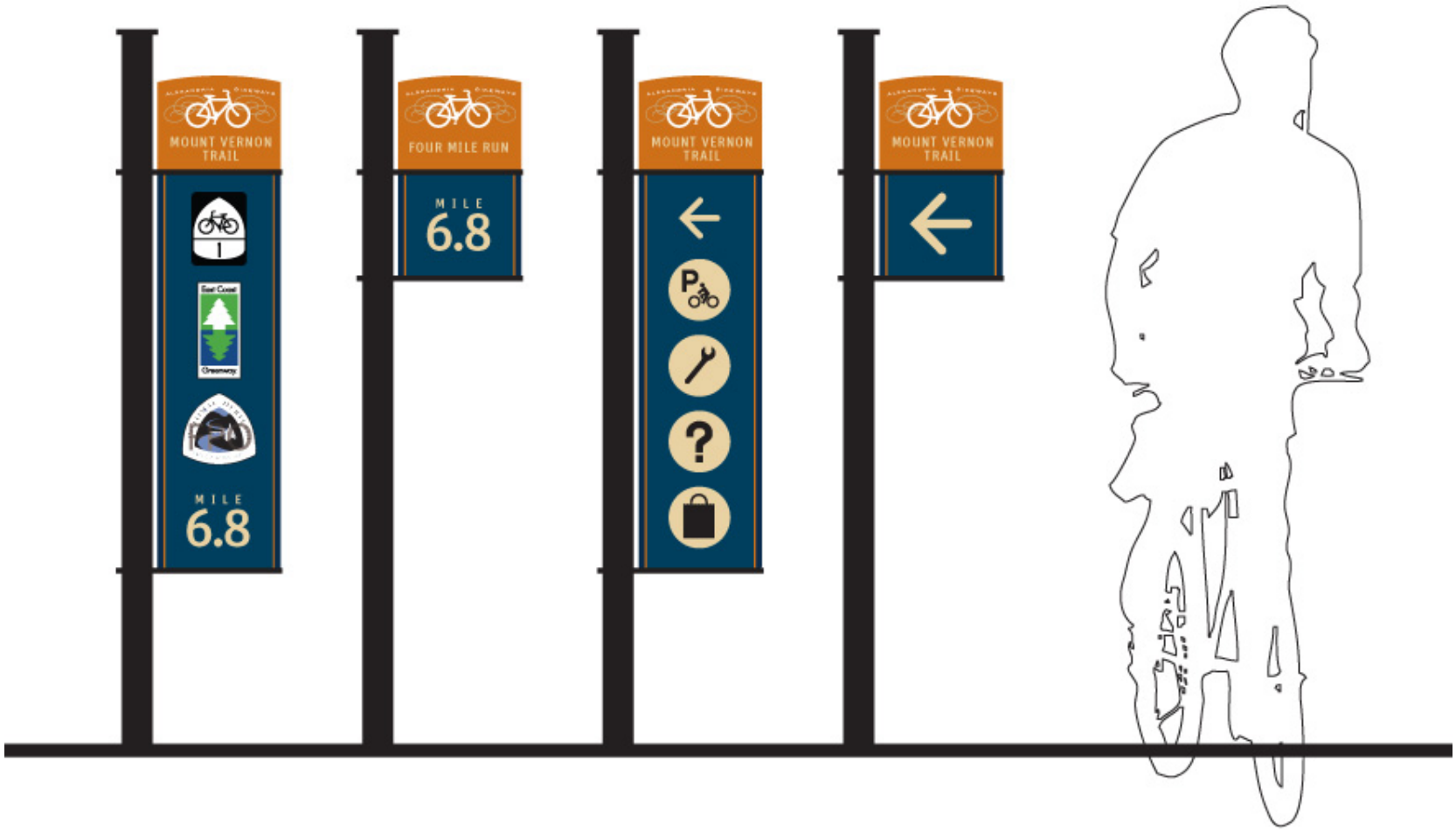
P
MARKET SQUARE
CAMERON ST
KFT-5356

E & SON
OCK STORE
STOCK
mfort shoe.
P
MARKET
SQUARE
Windsor
Of Old Town
SALON & DAY SPA
STOP

P
WATERFRONT
King Street
GARAGE
old·town
KING STREET GARAGE
Low Clearance 6'6" Max.

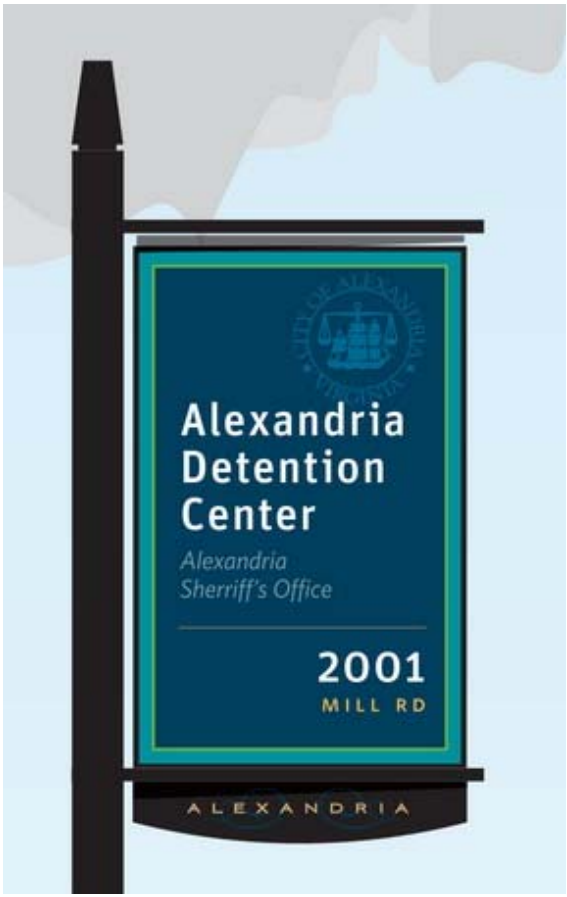
King Street Zones - delineation and naming strategy

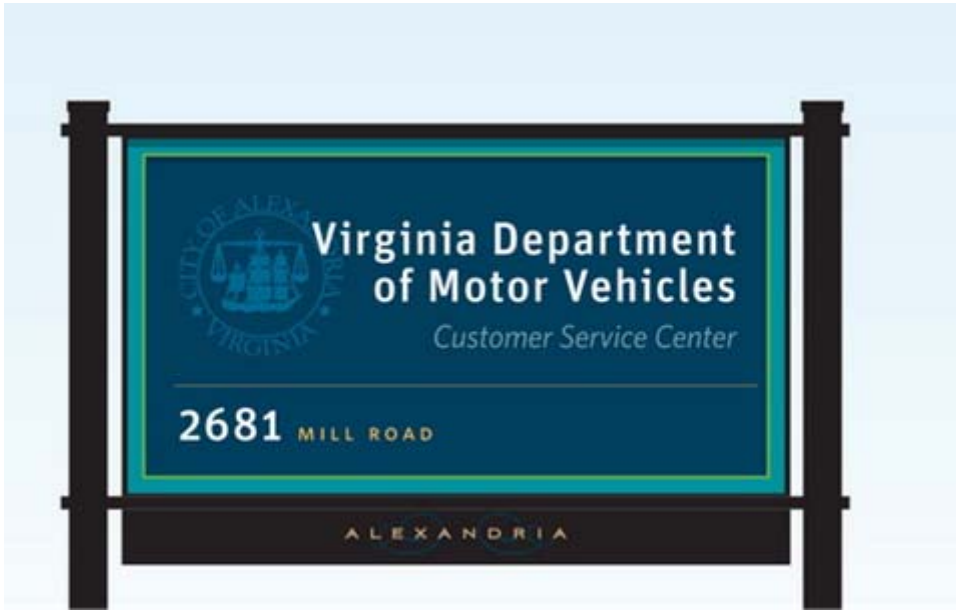


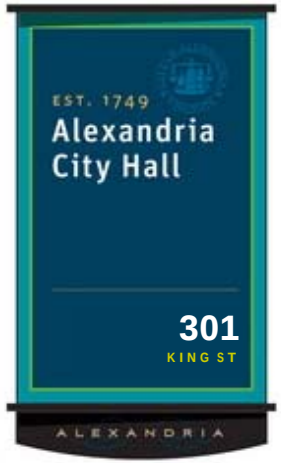

MOUNT VERNON TRAIL
MILE
6.8
FOUR MILE RUN
MILE
6.8
MOUNT VERNON TRAIL
MOUNT VERNON TRAIL

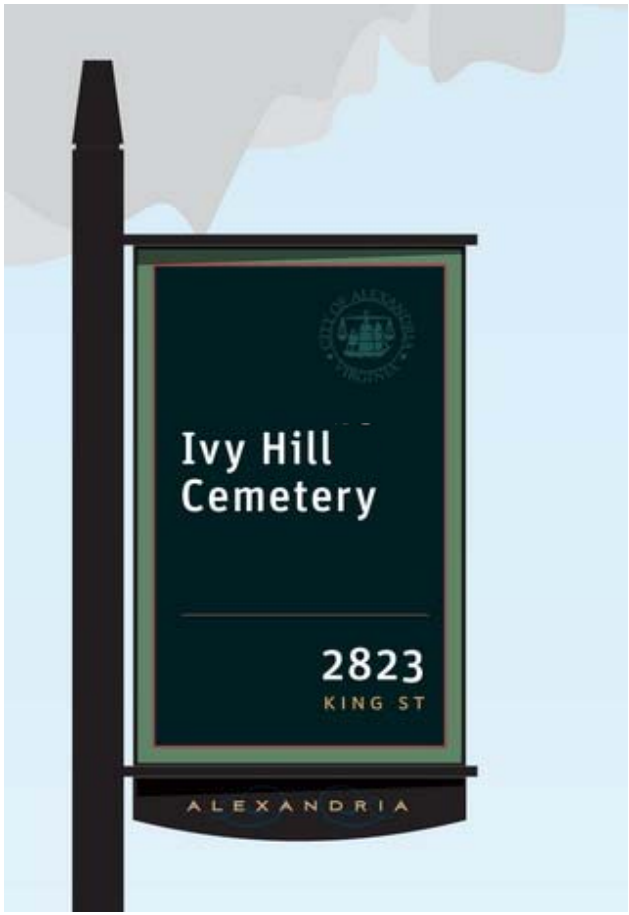
CITY OF ALEXANDRIA VIRGINIA
Founders Park
499 SOUTH UNION ST
ALEXANDRIA

ATHENAEUM
The Athenaeum
201

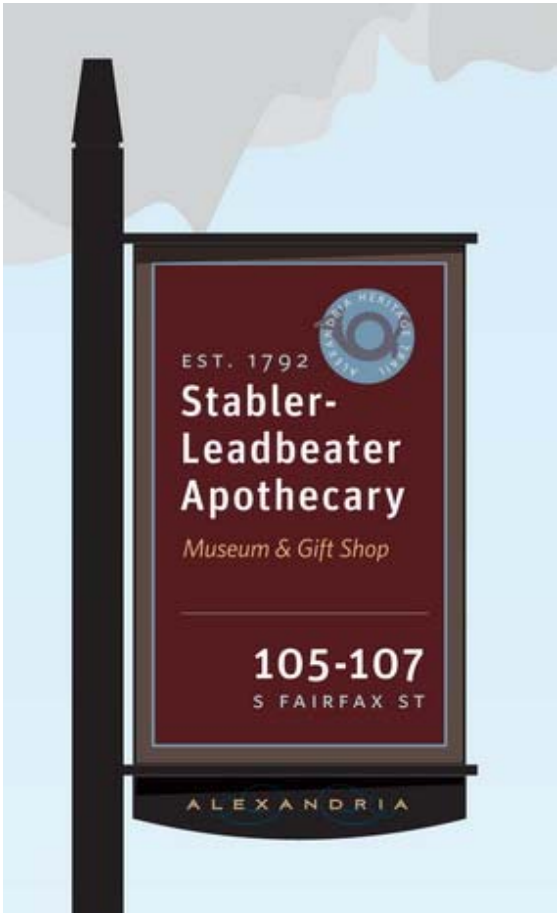

Alexandria
Detention
Center
Alexandria
Sherriff's Office
2001
MILL RD
ALEXANDRIA

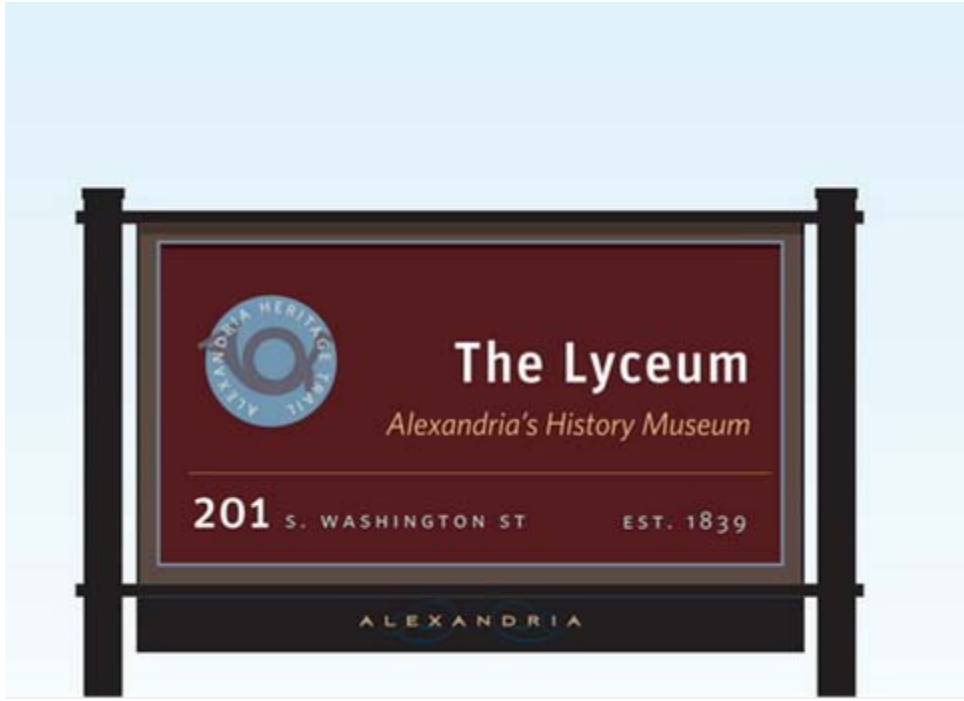

Virginia Department
of Motor Vehicles
Customer Service Center
2681 MILL ROAD
ALEXANDRIA


EST. 1749
Alexandria
City Hall
301
KING ST
ALEXANDRIA

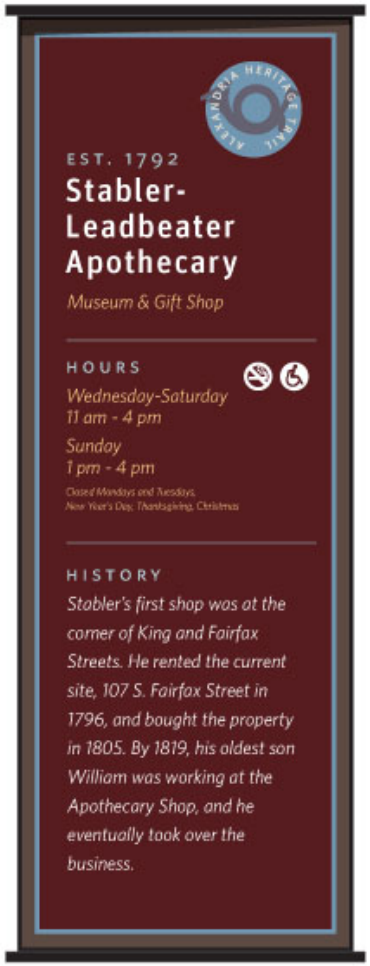

Ivy Hill
Cemetery
2823
KING ST
ALEXANDRIA

Chinquapin Park
Recreation Center
3210 KING ST
ALEXANDRIA


EST. 1792
Stabler-
Leadbeater
Apothecary
Museum & Gift Shop
105-107
S FAIRFAX ST
ALEXANDRIA


The Lyceum
Alexandria's History Museum
201 S. WASHINGTON ST
EST. 1839
ALEXANDRIA

EST. 1792
Stabler-
Leadbeater
Apothecary
Museum & Gift Shop
105-107
S FAIRFAX ST
ALEXANDRIA


ALEXANDRIA HERITAGE TRAIL
EST. 1792
Stabler-Leadbeater Apothecary
Museum & Gift Shop
HOURS
Wednesday-Saturday
11 am - 4 pm
Sunday
1 pm - 4 pm
Closed Mondays and Tuesdays,
New Year's Day, Thanksgiving, Christmas
HISTORY
Stabler's first shop was at the corner of King and Fairfax Streets. He rented the current site, 107 S. Fairfax Street in 1796, and bought the property in 1805. By 1819, his oldest son William was working at the Apothecary Shop, and he eventually took over the business.

ALEXANDRIA HERITAGE TRAIL
EST. 1792
Stabler-Leadbeater Apothecary
Museum & Gift Shop
HOURS
Wednesday-Saturday
11 am - 4 pm
Sunday
1 pm - 4 pm
Closed Mondays and Tuesdays,
New Year's Day, Thanksgiving, Christmas

Detail:
Wayside Exhibit Panel Studies (horiztonal format)

Detail:
Post-Mounted Exhibit Panel Studies (vertical format)

Detail: Ground-Plane Plaque or Trail Medallion

Neighborhood Identification Signs

- **Sasaki will develop a basic framework and standards for size, location, text height, and materials to be consistent with the citywide wayfinding program, while still allowing individual neighborhoods to incorporate unique character within guidelines**
- **Individual signs reviewed by the City for approval**
- **Issues**
  - **neighborhood boundaries**
  - **administration**

Comparable examples from Arlington County

Photo Montage - Stone Base

Photo Montage - Metal Base / Banners

Proposed seal design for gateways

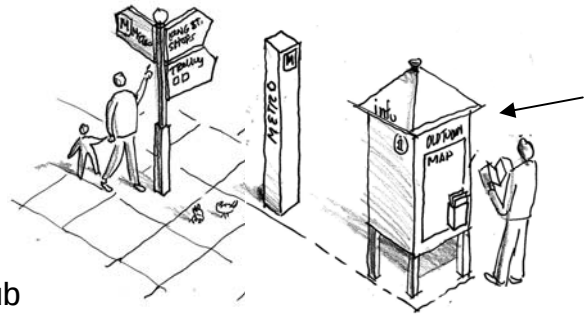
Three options moving forward:

1. **Refinement of the ship emblem as shown to improve legibility & enhance color**
2. **An iconographic image other than a ship in port**
3. **A signature emblem consisting of ornamented type with no image**

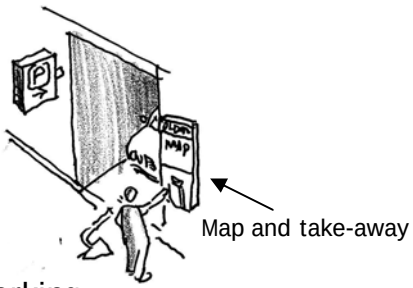
- **Large-scale banners enhance arterial corridors, contribute to placemaking & identity**
- **Allow for seasonal changeout**
- **Banners can mount to existing cobra head fixtures where applicable**

- **Banners can also extend a gateway expression**
- **Banner stanchions (left) build on gateway design**

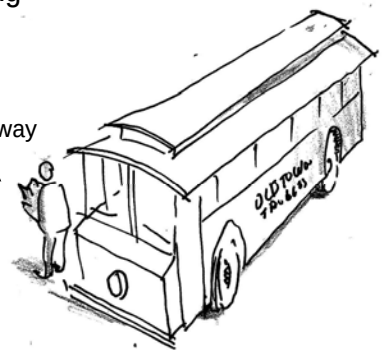
- **Use banners to designate commercial areas beyond King Street – extend King Street experience**
- **Banner graphic can reinforce zones (Market Square, Waterfront, etc)**



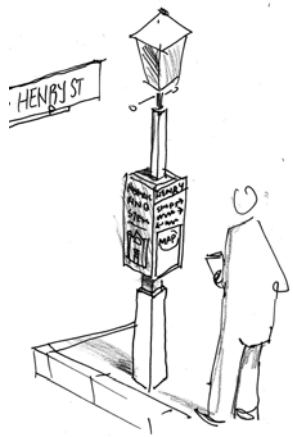
Transit Hub



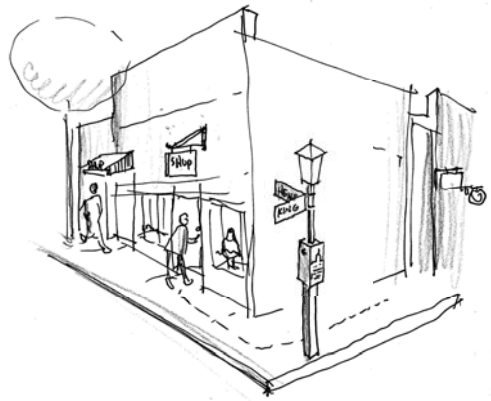
Public Parking



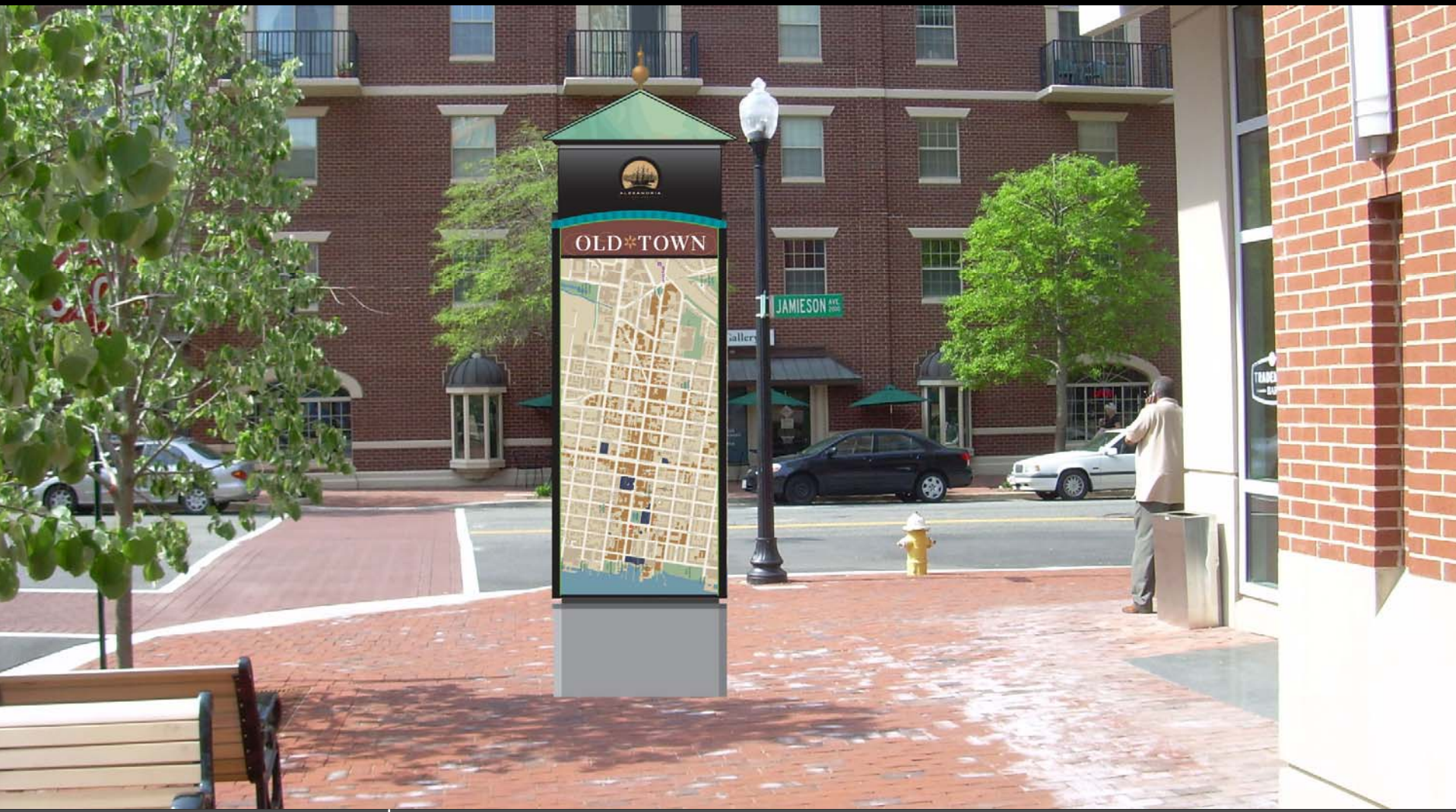
King St. Trolley



Street corner orientation

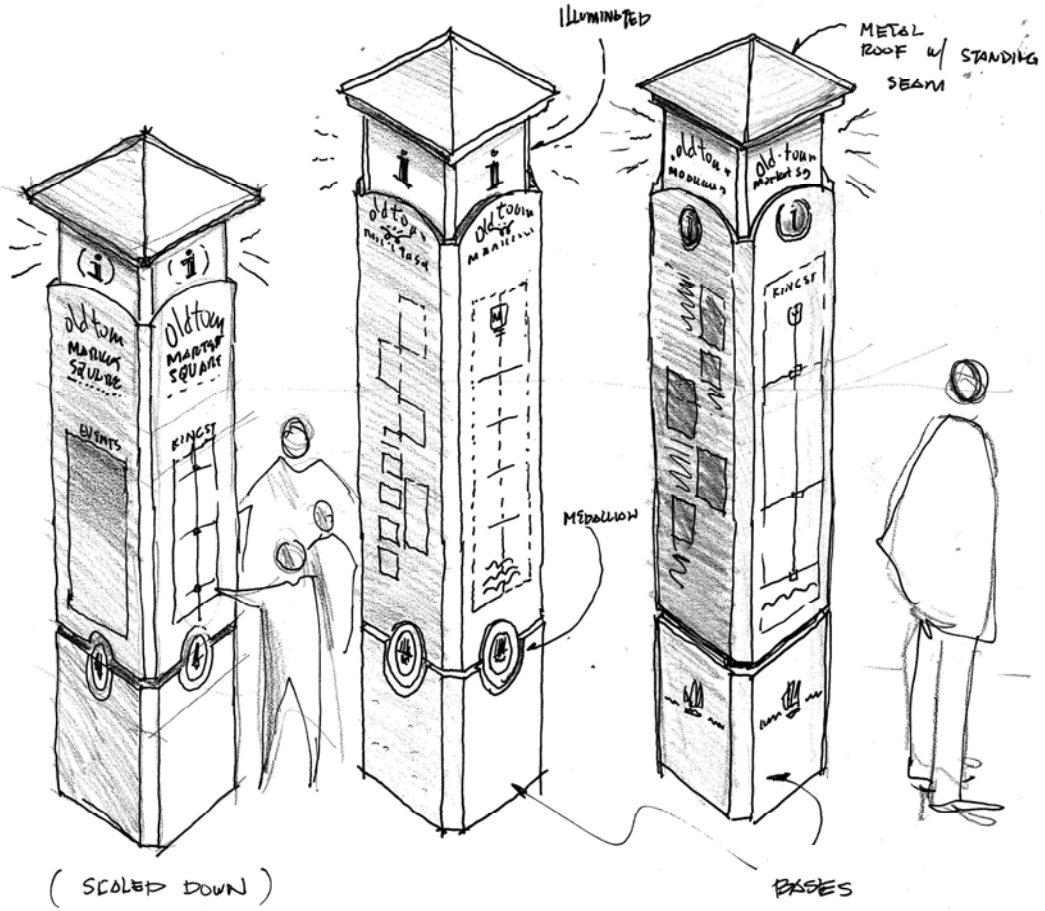


Finding <u>all</u> destinations


OLD TOWN
JAMIESON

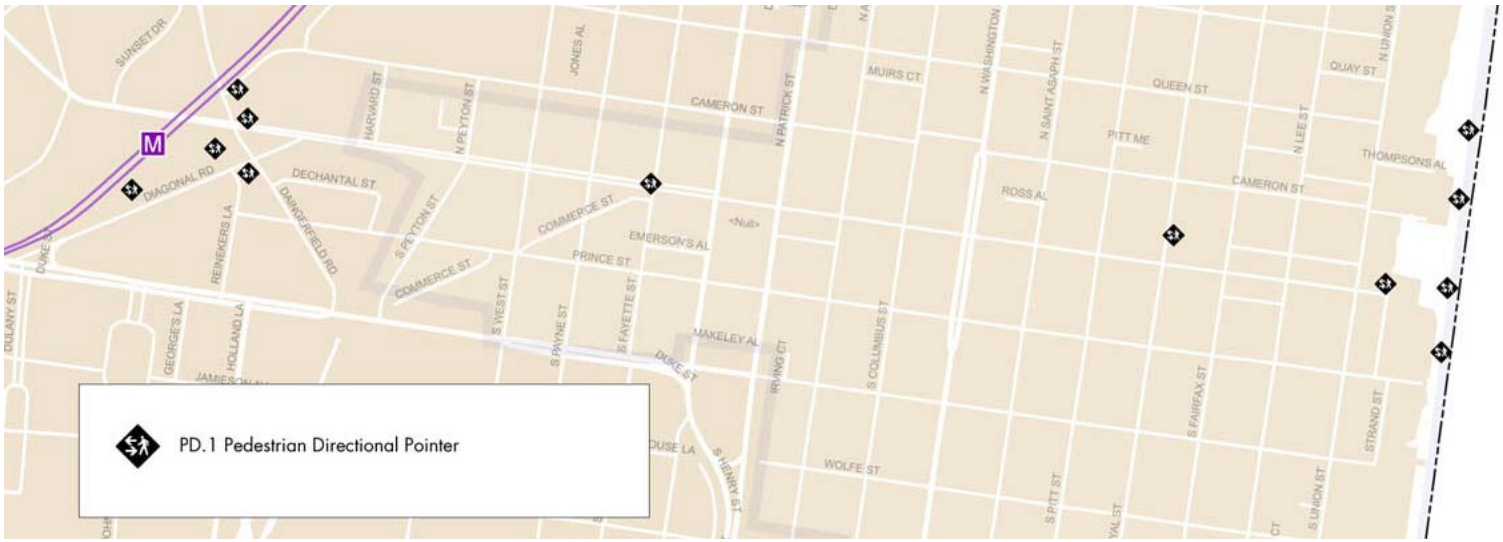
Detail

Conceptual Sketches - 3D study



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

Carlyle
15 min walk
King Street
20 min walk to Waterfront
Old Town
2 min walk to King Street Trolley
20 min walk to King Street Metro
Waterfront


PD.1 Pedestrian Directional Pointer
CAMERON ST
DECHANTAL ST
COMMERCE ST
PRINCE ST
DUKE ST
WOLFE ST
QUEEN ST
QUAY ST
PITT ME
ROSS AL
THOMPSONS AL
MAKELEY AL
EMERSON'S AL
DIAGONAL RD
S PEYTON ST
S WEST ST
S PAYNE ST
S FAYETTE ST
S COLUMBUS ST
S FAIRFAX ST
STRAND ST
S HENRY ST
S PITT ST
S UNION ST
N PATRICK ST
N PEYTON ST
HARVARD ST
REINEKERS LA
DANGERFIELD RD
GEORGES LA
HOLLAND LA
IRVING CT
MUIRS CT
N WASHINGTON
N SAINT ASAPH ST
N LEE ST
N UNION ST
JONES AL
SUNSET DR
DULANY ST

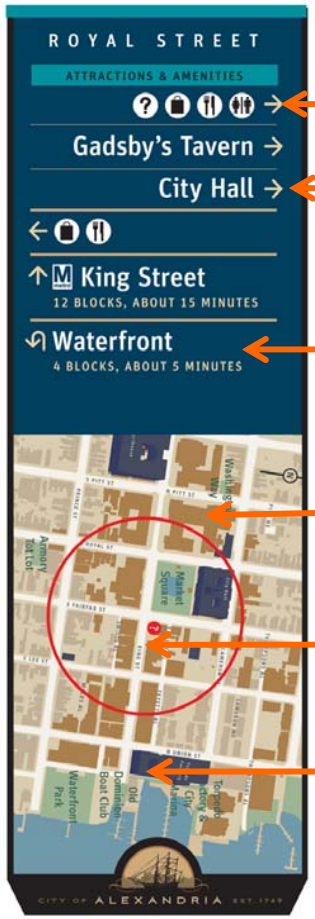
8. Pedestrian | "Mini Kiosk"

Mini Kiosk Concept

- 4-sided "box" affixed to existing poles with 3 usable/interchangeable panels
- provides pedestrians with a quick orientation of the immediate area

Primary Panel

"You are here" walking radius map, plus directionals to attractions/amenities (using symbols or generic terms). This panel would appear at least once on each kiosk



Primary Panel

Information/visitor amenities indicated by icons. Could also be listed generically (Boutiques, Restaurants, etc).

Civic attractions listed by name

Key destinations indicate walking distance in blocks/time

Shops/Dining indicated by an accent color on the color coded map

Walking-radius reinforces close proximity of destinations

Landmark buildings are drawn in 3D for ease of recognition

Additional Panel Options

•Large Map Panel: provides district- or city-wide orientation for reference.

•Interpretive Panel: provides heritage information and images specific to the location or the City as a whole.

Large Map Panel

Interpretive Panel

Retail Panel

A fourth panel option – a retail panel – is also being considered. This panel would list specific businesses located on side streets by name.

Issues to consider:

- Provides enhanced visibility to individual business on side streets
- Reinforces information provided on large kiosk maps and paper visitor guides
- Addresses the need for A-frames and resulting clutter
- Less/more effective than current temporary A-frame program?
- In order to be applied equitably, requires a mini-kiosk at two opposite corners of every intersection – cost, clutter
- Requires significant administration…could be managed by a business improvement district
- Could be funded by businesses who pay to be featured on sign
- Requires regular updating as businesses come and go – annual review/replacement of panels?
- Legality of private businesses advertised in public right of way
- Need established rules for eligibility: minimum days/hours of operation, type of business, etc.

Retail Panel

Next Steps

February
Refinement and stakeholder followup

March
Mockup review

April 27
City Council decision on funding

March-June
Finalize design, document guideline manual

Late Summer/Early Fall
If funded, program will be ready for bid & phase 1 installation