

CITY OF **ALEXANDRIA**

WAYFINDING PROGRAM

Planning Commission:
Phase 1 Sign Set Presentation

1 April 2009

*What exactly is a
"wayfinding system" ?*

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

The Project Purpose

*Why does Alexandria need a **wayfinding system** ?*



Objectives | Function

- Serves as a *comprehensive* vehicular, pedestrian, and bicycle wayfinding system.
- Provides *trailblazing* to and from regional roadways, transit hubs, bike trails and attractions.
- Promotes *walking, biking, mass transit*.
- Incorporates *regional trails and historic sites*, including the Alexandria Heritage Trail.
- Directs to and identifies *parking* in Old Town.
- Develops a comprehensive strategy to improve wayfinding to *visitor amenities* such as shops, hotels, restaurants.
- Serves as a catalyst for *economic and tourism development*.
- *Reduces visual clutter* and *increases consistency* by replacing multiple sign efforts with one coordinated streamlined system.

Process | Where We Are Today

- A *Stakeholder Advisory Group* (SAG) was established in February 2008 to develop a program and design compatible with the City as a whole as well as its unique districts.
- A *City Working Group* (CWG) helped review and refine the program in partnership with the consultant team, building upon feedback from the SAG and the community.
- Over *nine meetings*, including *three community meetings*, and two virtual surveys, issues of messaging, content, program, color, scale, shape and overall character were refined and resolved.
- In March 2009, staff presented the Wayfinding program to the *Federation of Civic Associations*, the Board of *Old Town Civic Association*, and the *Beautification Commission*.
- Work sessions were held in January 2009 to update *City Council, Planning Commission* and both *Boards of Architectural Review* (BAR) on the progress to date.
- Additional work sessions were held with the *Old and Historic District BAR* on February 18 (joint with the Parker-Gray BAR) and March 18 to review and refine the signs proposed for a Phase 1 implementation of the program.
- At its meeting on April 1, Old and Historic District BAR *approved* the general design concept for each of the eight sign types in Phase 1 of the Wayfinding program.

- City Council will determine whether to fund Phase 1 in the CIP on April 27.
- Design refinement of the entire system, including Phase 1, will continue over the summer and Planning Commission will have the opportunity to provide further input prior to completion of the *Citywide Wayfinding Program Design Guidelines Manual* in the fall.
- SAG will convene on two more occasions to further refine the program.
- Staff will continue to consult with BAR on design details and sign location.
- Sometime during the summer there will be on site mock-ups of the principal sign types.
- Staff anticipates that the design guidelines manual will go to the Planning Commission for public hearing in October 2009.

Process | Conceptual Approval

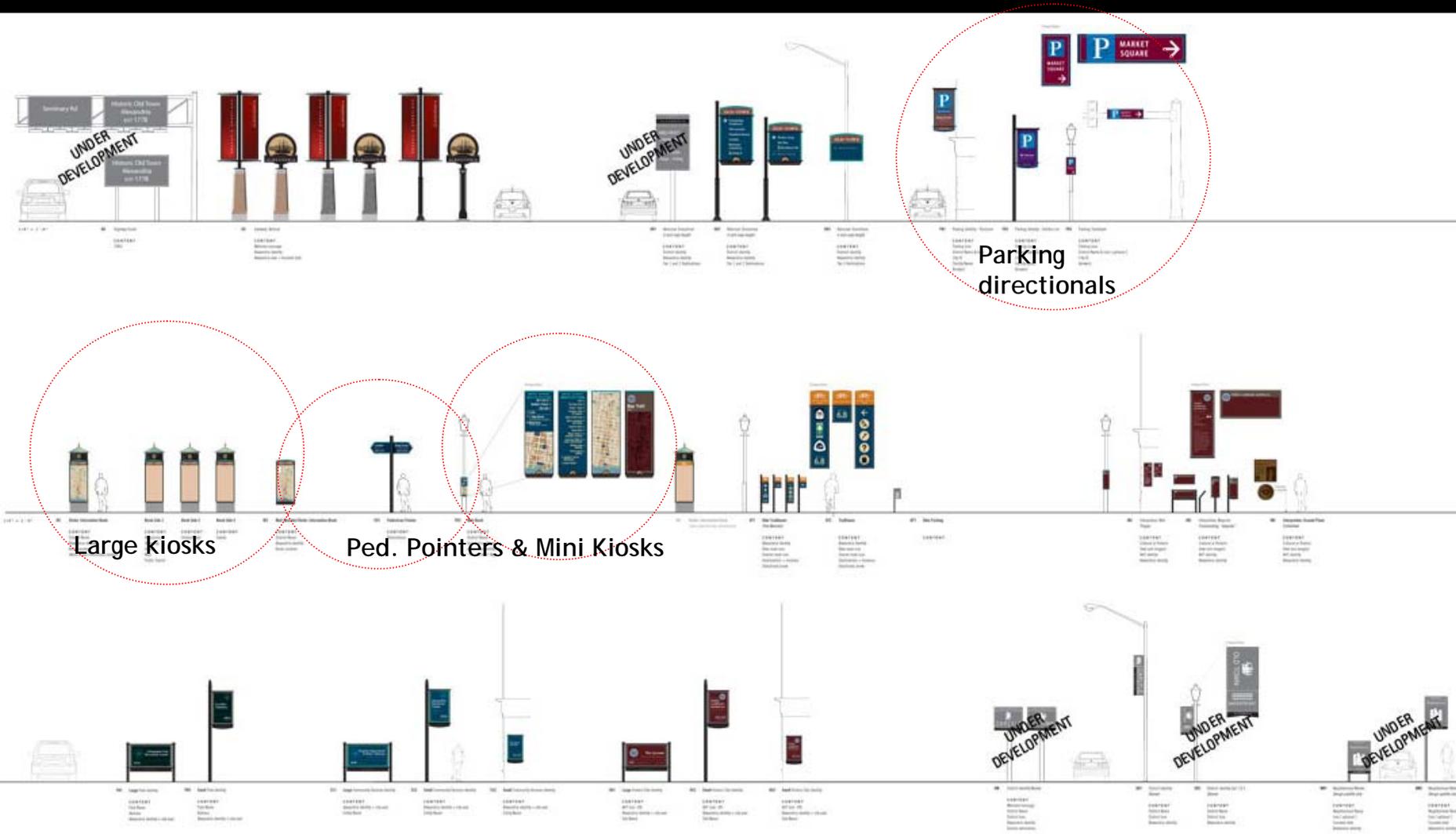
Staff is asking that Planning Commission consider conceptual approval of sign types recommended for *Phase 1* of the Wayfinding program.

Conceptual approval of Phase 1 signs means that the Planning Commission approves the:

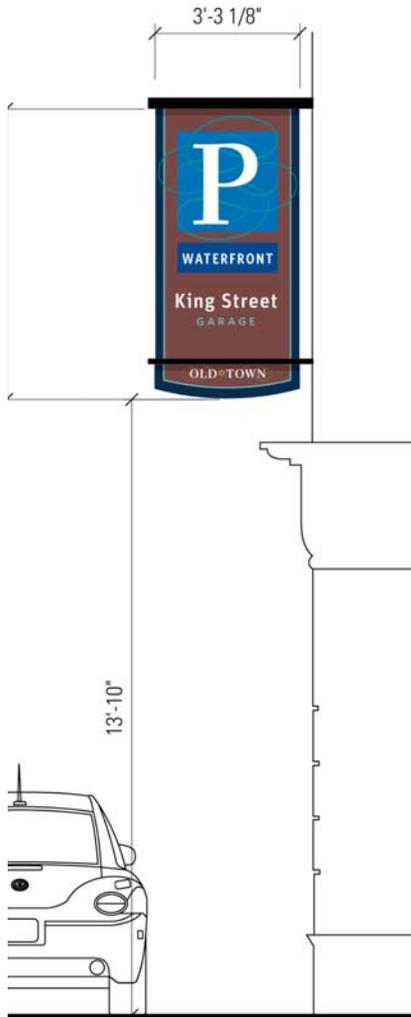
- General *function* and *program* of each type of sign;
- General *location, distribution* and *quantity* of signs;
- General *message* and *content* of signs; and
- Overall general *design*.

Sign Overview

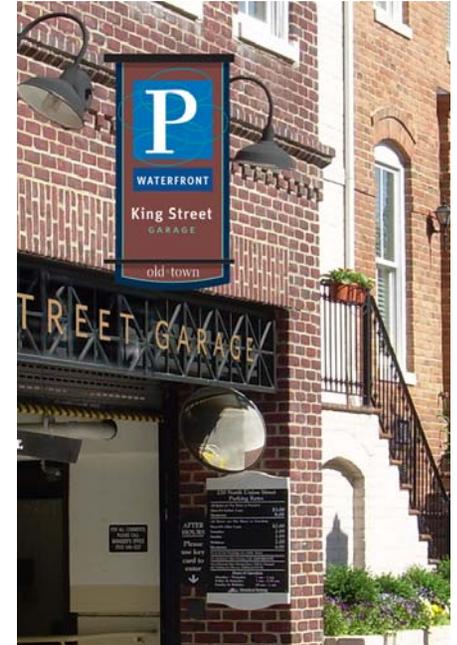
Complete Sign Family Lineup (with Phase I Implementation)



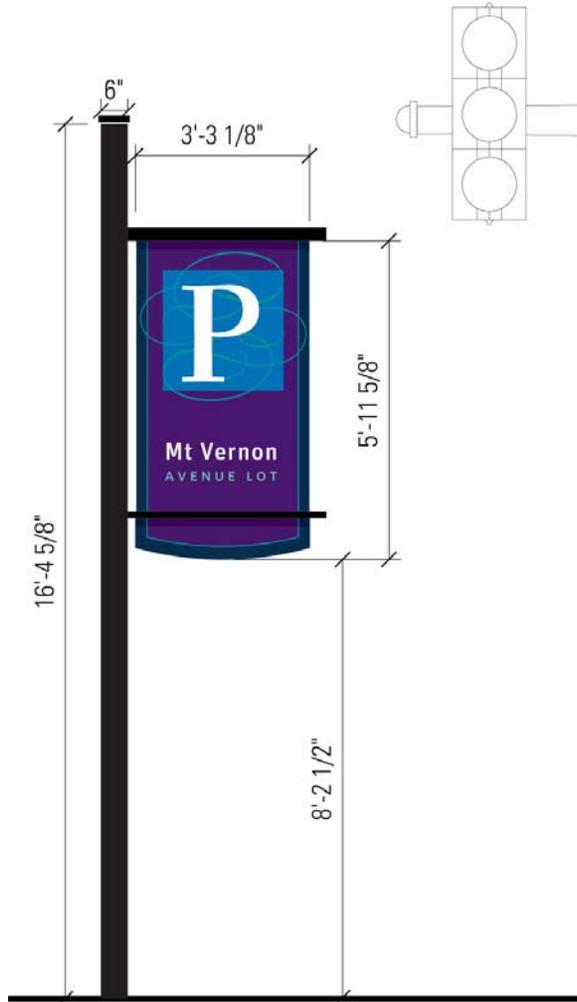
Vehicular Public Parking: Identification



1. Parking Lot Identity Sign for Structured Garages (Qty. 6)
 - Purpose: to identify parking garages.
 - Mounted to building façades with brackets.
 - Illumination is recommended.
 - New signs will replace existing signs one-for-one.
 - Panel is approximately 6'6"H x 3'3"W.
 - Proposed components: "P" message; name of garage; name of zone; "Old Town".
 - Proposed design concept: "P" design; color; shape; approximate size, font.



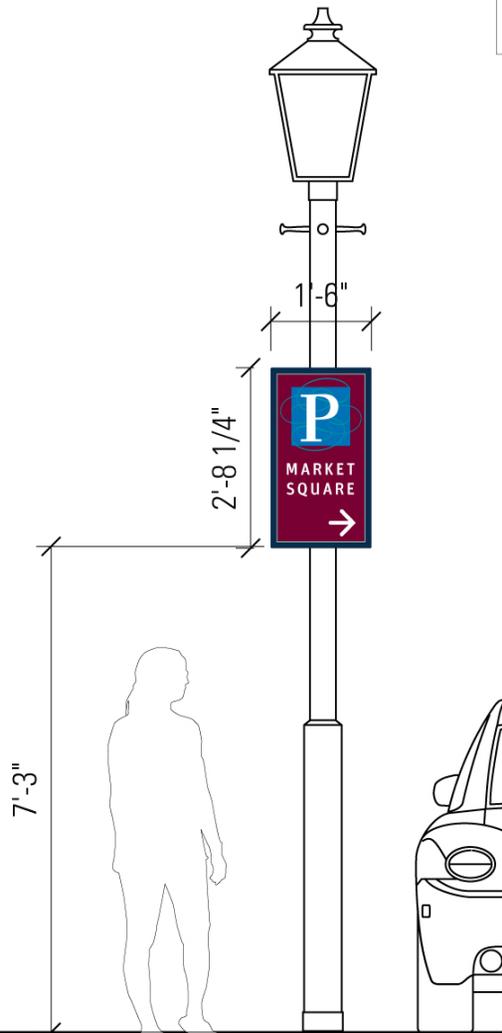
Vehicular Public Parking: Identification



2. Parking Lot Identity Sign for Surface Lots (Qty. 5)

- Purpose: to identify surface parking lots.
- Mounted to freestanding poles.
- Illumination is recommended.
- New signs will replace existing signs one-for-one.
- Panel is approximately 6'H x 3'3"W.
- Proposed components: "P" message; name of garage; name of zone; "Old Town".
- Proposed design concept: "P" design; color; shape; approx. size, text font.

Vehicular Public Parking: Trailblazers

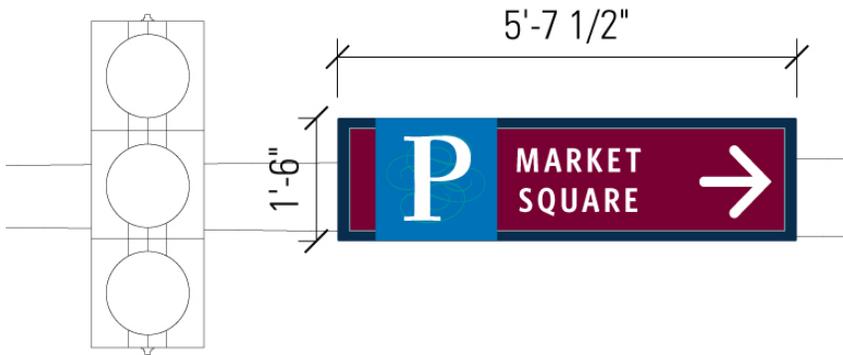


3. Parking Trailblazer Sign (vertical) (Qty. 50)

- Purpose: to lead visitors efficiently from main roads to parking lots.
- Mounted to existing light poles.
- New signs will replace existing signs one-for-one.
- Small vertical panel is approximately 32"H x 18"W (this is slightly smaller on average than the existing signs).
- Proposed components: "P" message, name of zone; arrow.
- Proposed design concept: "P" design; color; shape; approx. size, text font.

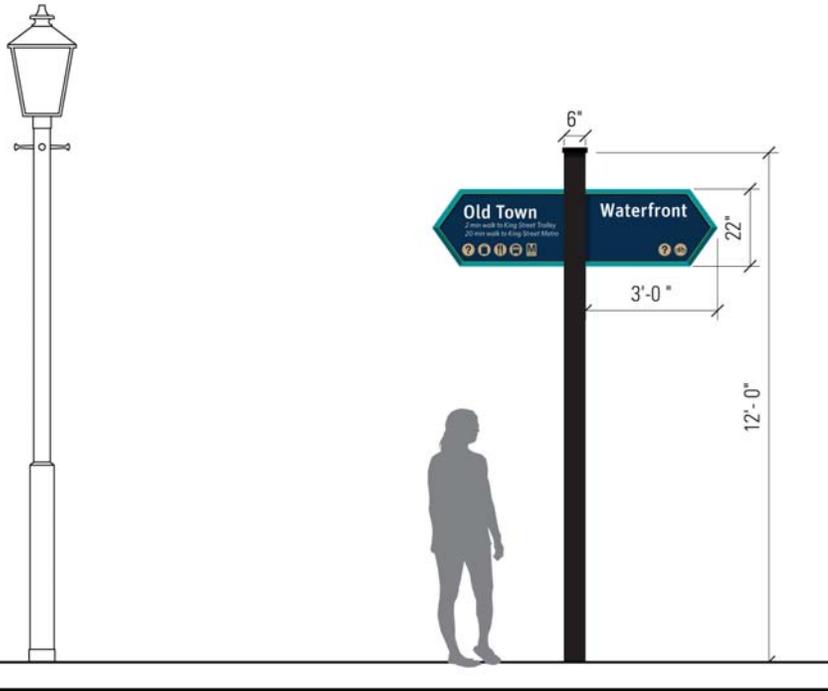


Vehicular | Public Parking: Trailblazers



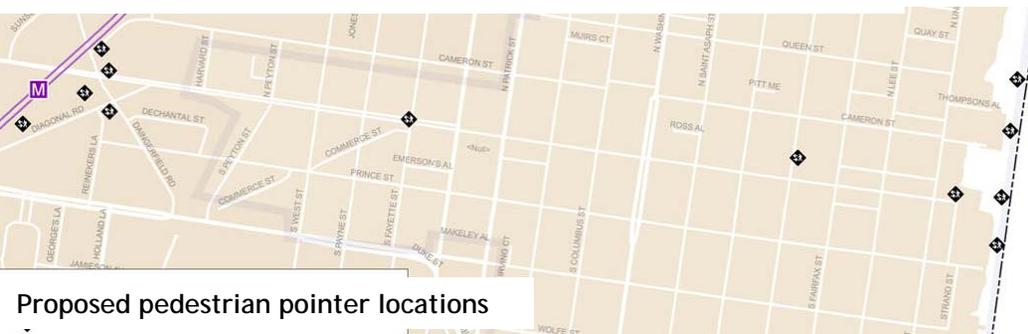
4. Parking Trailblazer Sign (horizontal) (Qty. 20)
 - Purpose: to lead visitors efficiently from main roads to parking lots.
 - Mounted to existing signal cross-arms.
 - New signs will replace existing signs one-for-one.
 - Larger horizontal panel is approximately 18"H x 5'6-1/2"W (this is larger on average than the existing parking signs on the signal cross arms).
 - Proposed components: "P" message, name of zone; arrow.
 - Proposed design concept: "P" design; color; shape; approximate size, font.

Pedestrian Pedestrian Directional "Pointer"



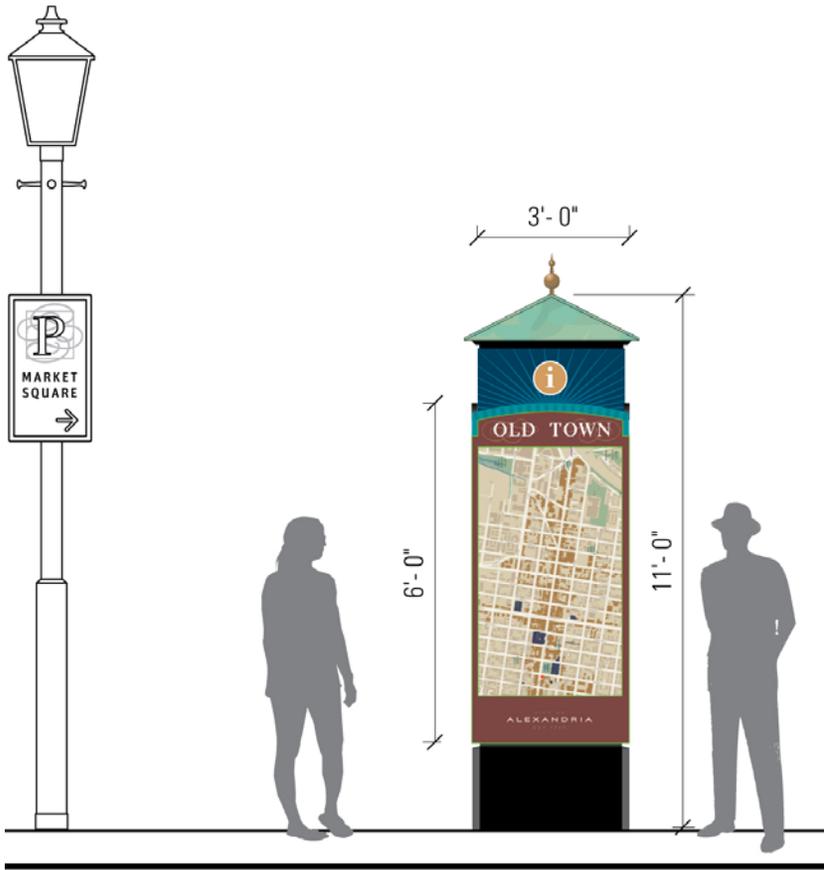
5. Pedestrian Directional Pointer for non-street grid areas (Qty. 5)

- Purpose: to direct pedestrians at confusing points of entry such as the Metro Station and Waterfront.
- Mounted to new posts approximately 12' tall.
- These are new elements in the Wayfinding system.
- Size: arrow shaped pointer panels are approximately 22"H x 3'W; Post: 6"sq. x 12'H.
- Proposed components: destination; "x min walk to y"; symbols.
- Proposed design concept: shape; color; approximate size, font.



Proposed pedestrian pointer locations

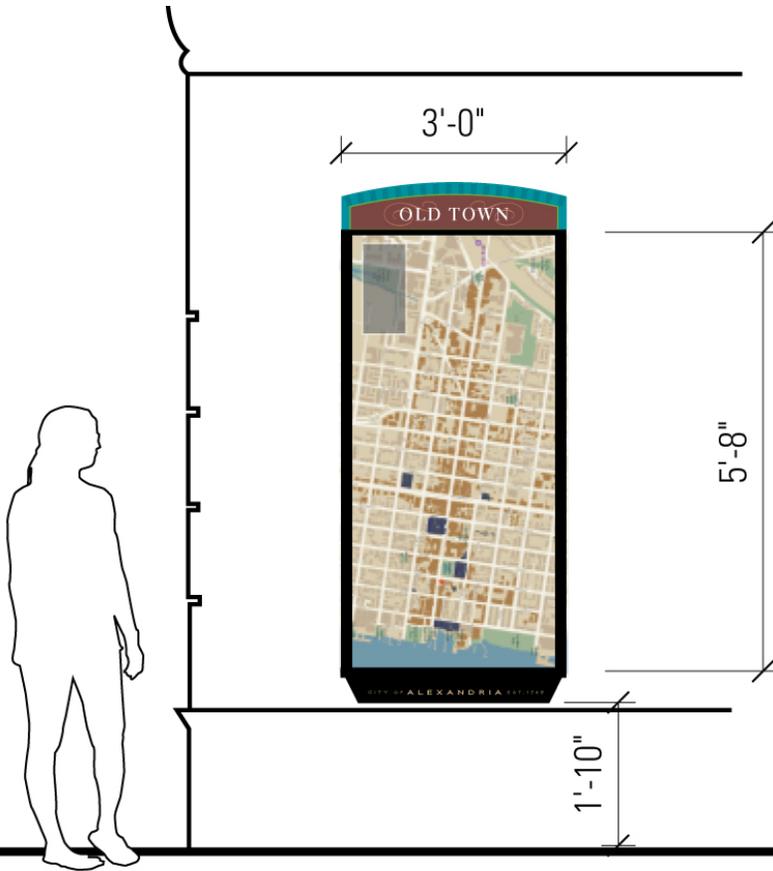
Pedestrian Freestanding Visitor Information Kiosk



6. Freestanding Visitor Kiosk (Qty. 2)

- Purpose: to provide comprehensive information to pedestrians regarding attractions, orientation, events and Alexandria history in large plaza-type areas.
- Two kiosks will be installed in Phase 1 in Market Square and at the Metro Station.
- Illumination is recommended.
- Large four-sided rectangular box is approximately 11'H x 3'W and contains four pedestrian information display panels measuring approximately 6'6"H x 3'W.
- Proposing a stone (or similar) base and a metal roof.
- The kiosks are new elements in the Wayfinding system.
- Proposed message components - orientation map; interpretive information; possible event information; gateway emblem (subject to design approval).
- Proposed design concept - shape, approx. size, general appearance, text font.

Pedestrian Wall Mounted Kiosk



7. Wall Mounted Visitor Kiosk (Qty. 6)

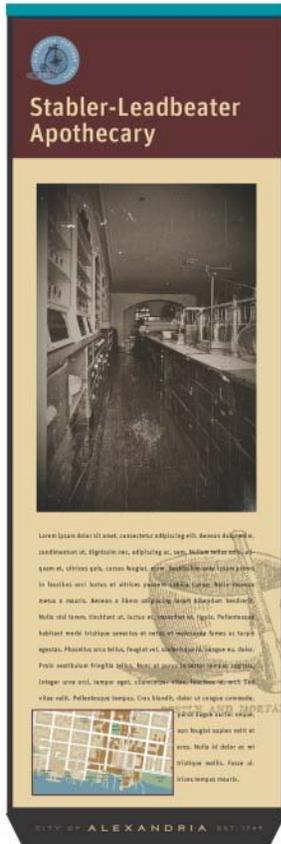
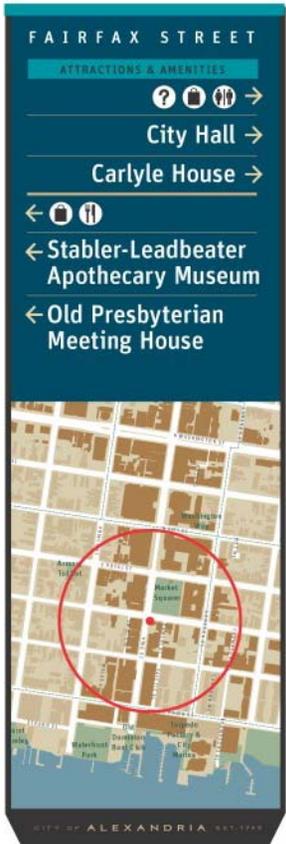
- Purpose: to provide initial orientation to visitors exiting parking garages on foot.
- Mounted on exterior walls of garages.
- These are new elements in the Wayfinding system.
- The panel is approximately 6'6"H x 3'W.
- Proposed components - orientation map; "Old Town".
- Proposed design concept - shape, approx. size, general appearance, text font.



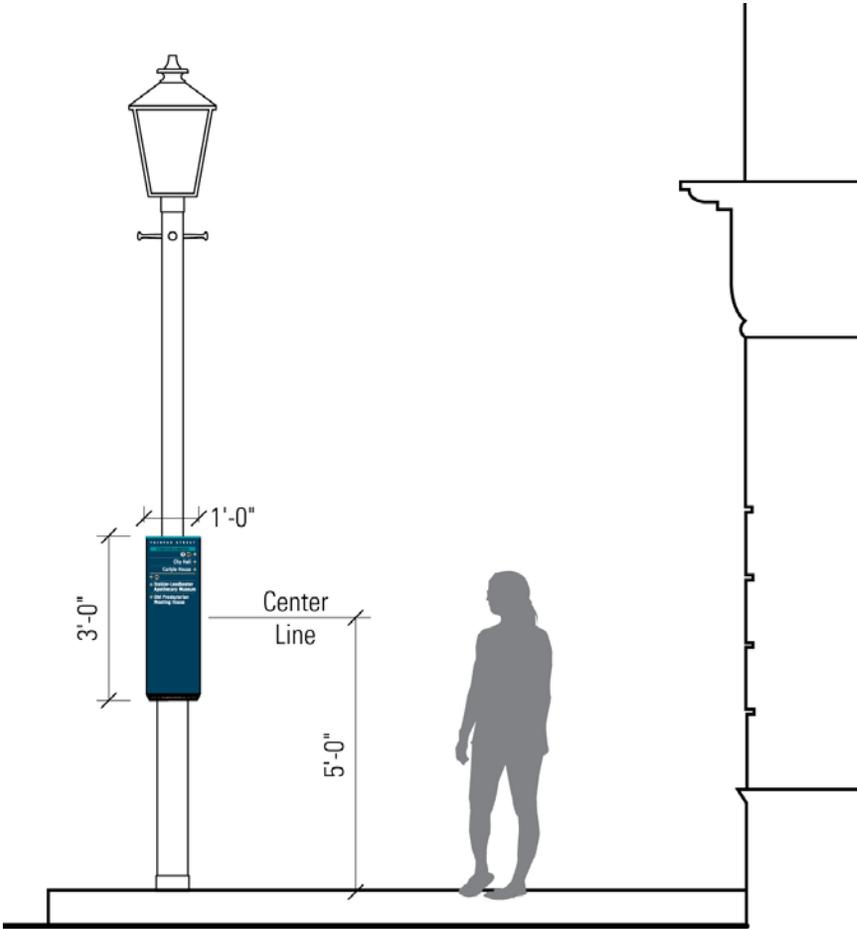
Pedestrian "Mini Kiosk"

8. Pedestrian Mini Kiosk (Qty. 20)

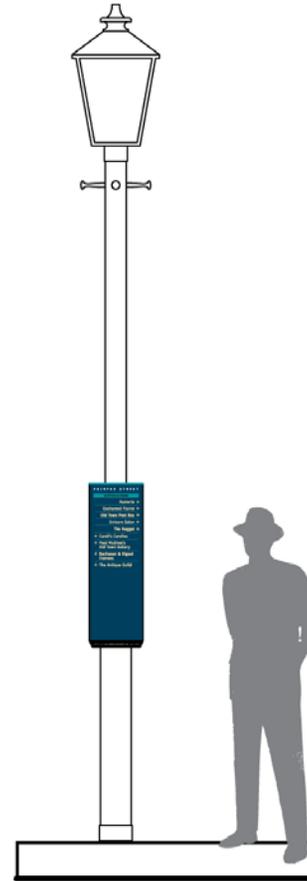
- Purpose: to provide reinforcing orientation and visitor information to visitors along pedestrian corridors such as King Street.
- Mini-kiosks are small four-sided rectangular "boxes" that would be wrapped around existing light poles.
- The interchangeable panels are approximately 36"H x 12"W.
- The mini-kiosks are new elements in the Wayfinding system.
- Proposed components - orientation map; interpretive information; visitor attractions, symbols, "x blocks, about y mins", arrows (the retail component is pending further review).
- Proposed design concept - shape, approx. size, general appearance, color, text font.



Pedestrian "Mini Kiosk"



PD2 Pedestrian Directional: Mini-Kiosk



Side B



Side C: (Facing Sidewalk)

Process | “Mini Kiosk” - Retail Program Options

To address the expressed desire by businesses off King Street for more visibility, Staff has explored three options for the programming of the mini-kiosks:

- **Option A:** List each business; locate kiosks 2 per intersection
- **Option B:** List businesses by category such as “Antiques,” “Café’s” etc; locate kiosks 2 per intersection
- **Option C:** Do not list businesses on the kiosks, only historic attractions and use symbols to indicate visitor amenities such as shopping and dining. This option would be supplemented with a permanent A-frame program coordinated in design with the Wayfinding Program; kiosks located at periodic intervals on King Street. (A temporary A-frame program is currently in effect until November 1, 2009).

Clutter Issue | Signs to be Replaced on King Street in Phase 1

EXISTING

(A) Pedestrian Orientation (blue/white)	20
(B) "Shops/More Shops" (brown/white)	7
(C) Parking Directional (white/green)	16
Total	

PROPOSED

(A) and (B) replaced by Mini Kiosks	16
(C) replaced by new parking directionals	16
Total	34 <i>(a reduction of 20%)</i>