Issue:	Planning Commission Hearing:	September 7, 2010
Wayfinding Design Guidelines Manual	City Council Hearing:	N/A

Description:
Approval of the proposed Wayfinding System Design Guidelines Manual

I.   SUMMARY

The Wayfinding Design Guidelines Manual is a comprehensive document detailing the City's proposed wayfinding program, a coordinated system of signs that directs and informs visitors and residents in a consistent and easily navigable environment. The Manual formalizes a family of signs that will enhance the city environment by establishing standards for design, programming, implementation and upkeep of all wayfinding signs in the City.

The proposed wayfinding program was initiated in 2008 in response to a key recommendation in the City's 2003 Visitor Center Study and subsequent King Street retail study to develop a new sign system. Both studies, as well as similar wayfinding investments made by other cities, attest to the economic, aesthetic, environmental and safety benefits of a well designed and well maintained wayfinding system.

Community outreach, citizen involvement, and the participation of key stakeholders were extensive from the outset of the process in order to achieve a program that is both appropriate for the City and has the support of the community.   The Stakeholder Advisory Group, the City and the design firm established a strong partnership that enabled a successful give and take of expertise and information over the course of multiple phases of design development and review, including a mockups evaluation phase and public review of this draft manual.

The program's information content has been carefully planned and vetted by studying circulation, taking stock of the City's offerings, and walking in the shoes of its audience – while balancing site constraints and the resulting limits on sign size and quantity. The program's design is a response to the character of Alexandria, drawing inspiration from its many distinct neighborhoods and districts, and reflecting its rich history with an authentic timeless look.   The program components are designed to enable flexible application to a variety of installation conditions in order to be responsive to issues of maintenance, management and cost-effectiveness.

The wayfinding program will be implemented over multiple phases and years with an estimated capital cost of $2.3 million, with phasing to complement key economic development and planning priorities, including the Old Town Parking Study, King Street Retail Analysis, and the future Waterfront Plan. Phase 1 has been funded in the FY2011 CIP in the amount of $100,000 for implementation of parking signage in Old Town.

II.   BACKGROUND

The 2003 Visitor Center Study recommended that Alexandria create a comprehensive signage and wayfinding system. The study found that while the City has much to offer its visitors, it does not do a good job of conveying that with informational and directional signage. If visitors are to learn what Alexandria has to offer, lengthen their visits, as well as visit again, improvements are needed to make finding the visitor center, historic sites,

transit, amenities and parking easier. The subsequent King Street Analysis and Old Town Area Parking Study also recommended improved signage for visitors and parking, particularly to encourage use of underutilized garages and off-street lots.

As a result, the City initiated the wayfinding program in 2008 with the selection of the renowned design firm Sasaki and Associates and development of the following objectives:

- Develop a vehicular and pedestrian wayfinding system for destinations throughout the City with a focus on the Old Town core;
- Develop a wayfinding system that will create an overall identity for the City, that is compatible with its historic character, and that will also help to differentiate existing and emerging districts;
- Provide signage that will direct visitors to parking lots and garages;
- Provide trailblazer signage for interstate, state roads, and primary bicycle trails, as well as major destinations just outside City boundaries (Ronald Reagan Washington National Airport, Mount Vernon);
- Reduce visual clutter and increase consistency of City signage;
- Promote walking, bicycling, and use of mass transit;
- Support the developing regional interpretive trail system and reinforce historical and regional trail themes by incorporating regional trails and historic sites into City interpretive signage;
- Integrate Alexandria Heritage Trail interpretive signage (designed previously and partially installed); and
- Address ADA guidelines and considerations in the design of the program.

III.   PUBLIC PROCESS

The first in a series of nine Stakeholder Advisory Group (SAG) meetings commenced in February 2008. The SAG was appointed by the City Manager and comprised a broad mix of civic, business, historic, and institutional interests citywide, including BikeWalk Alexandria, Alexandria Convention and Visitors Association, Alexandria Economic Development Partnership, Chamber of Commerce, Dash, National Park Service, Washington Metropolitan Area Transit Authority (WMATA), and the following City Commissions: Arts, Persons with Disabilities, Aging, and Historic Alexandria Resources.

Over nine meetings and two virtual surveys, the SAG first established design and content criteria and then provided input throughout the revision process, resolving issues of messaging, program, color, scale, shape and overall character. The collaboration and

guidance of the stakeholders was invaluable to the process. The SAG gave their final approval of the program on June 30, 2010. All of the SAG meetings were publicly advertised on the City's wayfinding web page and through eNews, and each meeting allotted time for public participation. In addition, a community collaborative workshop and two public open

January 2009 Community Open House

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houses were held to further engage the public in the process. Parallel city initiatives, such as the development of the Old Town Area Parking Study, also incorporated or considered input in regards to wayfinding during work sessions with the Planning Commission and/or City Council. At each step of the way, materials were posted to the web for public review, and in May 2010, the public was invited to post comments on the web regarding the temporary sign mockups and the draft design guidelines manual.

In tandem, a City Working Group met on a regular basis to work with the designers to follow up on feedback received from the SAG and community meetings. This group was comprised of representatives from Planning & Zoning (PZ), Transportation & Environmental Services (TES), Recreation, Parks & Cultural Activities, Office of Historic Alexandria, General Services and City Manager's Office. This group also addressed more technical issues such as maintenance and management, sign location and code requirements.

Work sessions were held in early 2009 to update City Council, Planning Commission and both Boards of Architectural Review (BAR) on the progress of the design. At that time City Council requested that the BAR review and comment on the proposed Wayfinding program prior to approval by Planning Commission and prior to a funding decision from City Council. City Staff held second and third work sessions with the Old and Historic District BAR on February 18 (jointly with the Parker-Gray BAR) and March 18 in order to review and refine the signs, followed in April by BAR and Planning Commission hearings where both provided conceptual approval of the program. Following the May 2010 installation of sign mock ups, a fourth work session was held jointly with the two BARs on May 19, 2010. At that meeting, BAR endorsed the program, commending the responsiveness of staff and designers to BAR suggestions for revisions.

Staff also worked closely with the National Park Service to solicit their comments on the signs proposed for Washington Street, holding two joint staff meetings and engaging in ongoing collaboration and review. A National Park Service representative also served on the SAG. The Park Service conducted a final review and provided their approval of the program in August 2010.

Finally, City staff also updated and solicited input from the Federation of Civic Associations and the Beautification Commission, in addition to posting regular updates on the progress of the program on the city website and through eNews announcements of meetings. Staff gave three separate presentations to the Old Town Civic Association Board in order to get their input on the concept plan and design guidelines. Comments from the public and all of the above City Departments and organizations have informed the Wayfinding Design Guidelines Manual.


IV.   DESIGN DEVELOPMENT AND REVIEW

The first phase of developing the wayfinding program was Sasaki's analysis of existing conditions, destinations and routes. This included a comprehensive inventory of existing

signs, which proved particularly useful in Old Town, where a proliferation of signs under past multiple sign efforts has created an overall sense of visual clutter.

Sasaki then initiated multiple rounds of programming and design development in partnership with the SAG and the City. Programming of the sign content and sign types required establishing a citywide destination hierarchy by creating a comprehensive list of destinations in major categories which were deemed appropriate for inclusion in the program. The list was further refined into separate tiers of priority, which determined when the destination would appear on signs or maps. Prioritizing destinations was particularly important for vehicular wayfinding signs where space is at a premium on each sign, and signs are located based on an overall circulation strategy so that routes are efficient and the total number of signs is kept in check. This became particularly difficult in Old Town on King Street, where the size of the signs (and thus the number of messages on the signs) had to be further reduced to fit appropriately in the small scale streetscape.

Inventory and analysis of existing conditions, paired with the comprehensive list of destinations, allowed Sasaki to develop a comprehensive family of signs targeted to a variety of users with different functional needs, including cars, pedestrians, trail-users and transit users. The sign family includes highway guide signs, city gateways, vehicular directional signs, parking trailblazers, parking lot identification signs, pedestrian kiosks (large and small), map and interpretive panels, pedestrian pointer signs, district marker signs, destination identification signs for cars or for pedestrians, and destination entrance signs. The signs work together as a system, allowing seamless transition along an easily recognizable path from highway through gateway along key routes to parking garage to sidewalk.
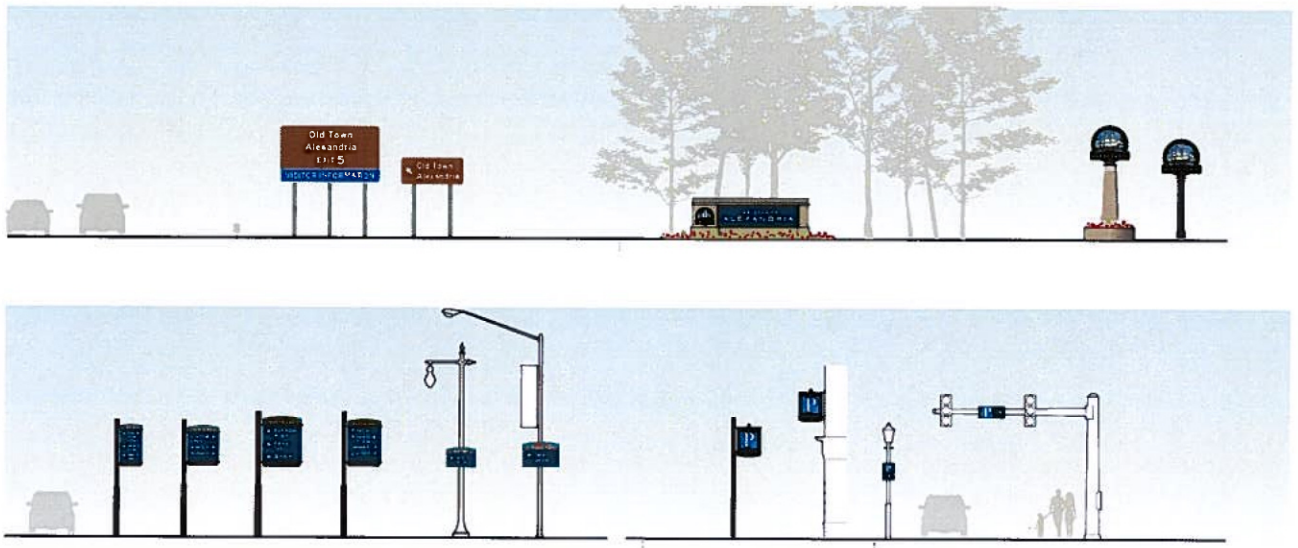
A sample of the proposed signs illustrating the progression of signs from highway to parking garage

The design that was ultimately developed for the signs is the product of iterative revisions to an original palette Sasaki presented. The SAG took the lead in narrowing down the

design to capture a look and feel that was appropriate in both Old Town and throughout the City, and that had a sense of uniqueness and authenticity, while still being highly functional.

Cost Efficient Design
One of the goals of the system was to achieve both a unique image and a sound, cost-efficient strategy. PZ staff and Sasaki worked closely with TES to ensure that the design is cost-effective both in terms of original fabrication and ongoing maintenance and replacement. The design uses standard not custom or proprietary components and factors in the cost of pre-finished replacement panels to facilitate TES' maintenance of the system subsequent to original installation. Modularity of the system and shared components across the system allow for further cost efficiency and ease of maintenance. The system uses mechanical fasteners rather than welding or gluing, and industry-standard, readily-available, materials, graphics and finishes, including the most durable (with a life-span of 15-20 years), vandal- and graffiti-resistant materials and coatings available. Other suggestions from TES that were incorporated into the design were to allow space for TES tracking and inventory markings on the signs and to use flat black poles allowing for in-field touchup by TES.

BAR Review and Approval
It should be noted that while both BARs have reviewed and commented on the entire proposed program throughout the process, and Staff has incorporated the Board's comments, only the Parking Identity signs used for commercial garages and lots required formal approval from the BAR prior to installation. The majority of the signs outlined in the proposed Wayfinding program, such as vehicular directional signs, gateway signs, pedestrian kiosks and interpretive signs do not require BAR approval because they are considered non commercial signs that further governmental responsibilities, per section 9-103 of the Zoning Ordinance. However, Parking Identity signs for commercial garages or lots require approval because they are not governmental signs and contain the operator's logo. In June 2010, the Old and Historic District BAR approved the parking identity signs as proposed. Overall, BAR members endorsed the wayfinding program and commended the evolution and improvement of the design in response to their concerns and recommendations over the course of the process.

Mockups and Public Review of the Draft Design Guidelines Manual
As described above, the proposed program was vetted by a variety of stakeholders at key points throughout the process. Two final public reviews of the program began in May 2010. From May 14 through May 31, 2010, the City carried out a mockups evaluation phase of a selection of the signs proposed. Nine temporary signs, including two gateways, two vehicular directional signs, two pedestrian kiosks and four parking signs were

May 2010 mockup evaluation of a pedestrian mini-kiosk at Lee and King Streets

installed in Old Town using temporary materials. The purpose of full size mockups was to test, confirm appropriateness of, and gather community feedback on the approved concept related to design, color choice, scale, font, and overall style. Other factors that were evaluated were location, mounting issues, ground plane conditions, and legibility of the text. Interested citizens were asked to submit written comments on the web, by email or by mail. In addition, from May 14 through July 1, the public was invited to review and comment on the draft Design Guidelines Manual.

A formal review and comment session on both the mockups and the manual was conducted by both Boards of Architectural Review and the SAG in May and June respectively. Both the BAR and SAG provided comments for minor improvements and gave their ultimate endorsement of the program at that time. Feedback and observations from the mockup review and the draft manual were gathered, evaluated, and directly informed the final refinements to the Design Guidelines Manual.

A summary discussion of the key issues that were raised and resolved over the course of the process in response to feedback from the BAR, National Park Service, Stakeholder Advisory Group, members of the public, Planning Commission and City Council can be found in the Appendix.

V.   BENEFITS TO THE CITY

While it is difficult to quantify the benefits of a wayfinding system, there are a many ways in which it serves the City on a number of fronts. From an economic development perspective, a good wayfinding system helps visitors and residents find shops, hotels, restaurants, and historic sites, and provides a more comfortable and informative visitor experience, encouraging return visits and/or longer stays. In addition, an improved parking signage system will address current parking and traffic issues by directing cars quickly into garages and getting people out and oriented to enjoy City shops and restaurants. From an environmental perspective, this reduces air pollution from the number of cars circling looking for parking spaces. Improving directional information for non-vehicle users to and from Metro stations, within neighborhoods, and on multi-use trails will encourage walking, biking, and mass transit use. Finally, from an aesthetic perspective, wayfinding simply enhances the City's beauty by replacing multiple mismatched sign efforts with one well-designed coordinated system that complements the City's historic character – and by reducing visual clutter, better allows the historic fabric of the City to shine through.

VI.   IMPLEMENTATION

A.   Phasing

In order to distribute the $2.3 million estimated capital cost of this comprehensive signage system, the program should be implemented in phases through the City's Capital Improvement Program. Phasing should take place to complement key economic development priorities. Phase 1 of the program will focus on parking signs in Old Town to dovetail with recommendations outlined in the Old Town Parking Study and encourage the use of underutilized garages. New parking trailblazer signs will lead drivers from major arteries through Old Town to parking lots marked by new parking identity signs. The new trailblazer and identification signs have a consistent recognizable design that will help visitors easily and quickly find off street parking. Details regarding Phase 1 sign quantities and cost estimate are provided in the Appendix.

Parking garage identification sign (left) and trailblazer sign (right) evaluated as part of the May 2010 mockups phase

The remainder of the system should be implemented in strategic phasing as funding is available. It is important that subsequent phases are large enough to preserve the cost efficiencies of high volume production, and that the phases are targeted to include those elements that are essential for the effective functioning of the system along key routes and in specific districts. Recommended Phase 2 signs are those that will supplement the Old Town parking signs with pedestrian oriented signs that help visitors explore Old Town on foot, with a view to the associated economic development benefits for the City and its businesses. The system elements for Phase 2 would include pedestrian mini kiosks on King Street, large visitor kiosks, pedestrian pointer signs and interpretive panels. Phases 3-7 will feature the remainder of the system, including City Gateways, vehicular directional signs, destination identification signs, multi-use trail signs and interpretive signs for trails.

A proposed phasing plan is provided in the Appendix. The proposed wayfinding system funding plan is subject to funding and prioritization consideration in the City's annual Capital Improvement Program (CIP) planning and budgeting processes.

B. Using the Design Guidelines Manual

The Manual includes three sections as follows:

Part 1: Introduction – provides key introductory information about the program: What is wayfinding and why is it needed, how was the community involved in development of the program, and how will the system be implemented and maintained?

Part 2: Sign Family – provides the design of each sign along with guidelines for its application and implementation.   This section should be consulted for information regarding the appropriate use for a given sign, standards for sign messages, and location and orientation in the environment. Consistent application of these guidelines over time will ensure a coherent, uncluttered and easily navigable sign system.

Part 3: Appendix - provides detailed information on the development of the design and overall strategy for the system. This includes design criteria, precedent images, routing maps, destination hierarchy, and development of the artwork for the city emblem and kiosk maps. In addition, this section details how the system complies with universal design principles, including ADA and MUTCD.

A separate Technical Manual will supplement the Design Guidelines Manual.   This manual will be used by staff in implementing the program.   It includes a section on Details and Specifications with dimensions and details for each sign type for use as project bid documents, and a Sign Location section indicating recommended messaging and location for signs citywide.

C. Implementation and Maintenance

Phased implementation of the sign system is the responsibility of TES, in consultation with PZ. Prior to fabrication, PZ and TES Staff will field check and establish specific locations for each sign, based on the Location Manual as referenced above. At this time staff will also jointly decide which existing signs may be removed if they are being replaced or are no longer needed.   Sign location and removal decisions will be documented. After contractor installation of the signs, TES staff will field check that new signs are installed properly and that old signs have been removed. TES staff will draft a report detailing the signs that were installed and removed after implementation of each phase.

As Alexandria evolves over time, new districts may emerge as a result of planning efforts, new destinations may be established, existing destinations may grow in prominence, or circulation may change for vehicles or pedestrians.   The wayfinding program is designed to be easily expanded with existing signs cost-effectively updated. Changes to or expansion of the program is the responsibility of PZ, in consultation with TES. All proposals or requests for installation of wayfinding signs should be addressed to PZ which will consult with TES prior to City approval or denial.

Ongoing maintenance and repair of the signs is the responsibility of TES. The initial contractor fabrication of signs will include a number of prefinished sign components including sign panels and posts. TES will draw from this stockpile as needed when maintenance issues arise. Updates, replacement, or new sign orders on a small scale will be implemented by TES from stock-on-hand. New requests which qualify and have been approved by PZ will be released directly to the sign shop for implementation. Larger sign orders may be issued as contract documents for bidding by commercial sign fabricators. This process requires preparation of a full bid package, which will reference the Design Guidelines Manual and the Technical Manual and set explicit requirements for shop drawings, sample submittal, and performance specifications.

Some signs in the program, particularly gateway and identity signs, will be enhanced by planting surrounding the final installed sign. Design, installation and maintenance of these planting beds is the responsibility of the Department of Parks, Recreation and Cultural Activities (PRCA) in coordination with PZ and TES as appropriate. Planting plans for the gateways on Washington Street will require the review and approval of the National Park Service.

VII. STAFF RECOMMENDATION

Staff recommends that Planning Commission approve the City of Alexandria Wayfinding Design Guidelines Manual.

STAFF:
Faroll Hamer, Director, Department of Planning and Zoning
Rich Baier, Director, Department of Transportation & Environmental Services
Karl Moritz, Deputy Director, Department of Planning and Zoning
Carrie Beach, Urban Planner, Department of Planning and Zoning
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Pam Cressey, City Archaeologist, Office of Historic Alexandria
Yon Lambert, Deputy Director, Department of Transportation & Environmental Services
J. Lance Mallamo, Director, Office of Historic Alexandria

Appendix A: Design Development and Resolution of Concerns
Appendix B: Phase 1 Signs and Budget
Appendix C: Proposed Phasing and Cost Estimate

Attachment 1: Public comment
Attachment 2: City of Alexandria Wayfinding Design Guidelines Manual

APPENDIX A

DESIGN DEVELOPMENT AND RESOLUTION OF CONCERNS

Below is a summary of the key issues that were raised over the course of the process by the BARs, National Park Service, Stakeholder Advisory Group, members of the public, Planning Commission and City Council, and how they were ultimately resolved

City Emblem
One of the first tasks of the SAG was to assist Sasaki in developing a city emblem to identify the city with a warm, welcoming, and memorable image at gateways and kiosks. Most agreed that this emblem should not be the existing city seal, but rather something brighter, more colorful, more welcoming and emblematic of the entire City, not exclusively the government. Most also agreed that the symbol on the emblem should be a ship. The ship featured is evocative of the ship on the city's official seal, but is more illustrative in character and represents a historically accurate vessel similar to those which actually sailed from Alexandria down the Potomac. The wordmark displays the city name in prominent text along with the founding date and introduces the design character that will proceed to unify the various elements of the sign program under a consistent City of Alexandria banner. In response to comments from the mockups, the designers improved the visibility of the 1749 founding date text by creating a larger standalone italic. They also removed the redundant use of Alexandria on the emblem when used in the North Washington Street gateway, which already has "Welcome to Alexandria" in large text.

Gateway Design
Early in the process, the group formed consensus that the city gateway on North Washington Street should be more monumental in nature than the current sign and than the other gateways. After many design iterations, Sasaki designed a long low brick wall with detailing similar to historic brick walls found in Old Town to display the message "Welcome to Alexandria" and the city emblem with founding date. There were some people who favored a stone wall over a brick wall, but ultimately more preferred the brick as it is more consistent with the City's architectural history, while stone is the typical material used by the Park Service. The Park Service in particular preferred the use of brick for Alexandria's gateway. The color of the brick will be selected to be historically appropriate to and consistent with historic brick found in Old Town.

The size of the wall also received significant attention. It was important that the scale be large enough to suit the large open site in the grove and to establish a strong and legible welcome to Alexandria. On the other hand, the sign shouldn't overpower the site nor exceed the size recommended by the NPS. In order to test the proposed size of 19'8" x 6', the City installed a temporary mockup. Most comments were positive in response to the size, finding it highly legible, indicating that the sign was well proportioned for the amount of open space at this specific site. Some of the comments, including those of the Park Service, indicated a strong preference for a smaller size. The consultant determined that reducing the size to 15' x 4'9" as preferred by the Park Service is still legible and still achieves the warm visual welcome to the City. NPS approved this reduction in size

in August 2010, but asked that the sign not be located on a small berm. The reduction in size was also approved by the SAG.

Prior to implementation, a detailed planting scheme will be developed and provided for NPS review to be consistent with historical ornamental planting concepts on the parkway.

The design proposed for all other city gateway signs (14 total citywide) was tested at the south end of Washington Street. In response to comments from the SAG, BAR and Park Service, Sasaki was able to resolve a design issue related to how the city emblem appeared top-heavy on the brick base. In addition, the text within the welcome was lightened to be more legible. Both the SAG and the Park Service approved this modification.

Clutter

One of the concerns expressed at the outset of the process by the BAR was that a new Wayfinding program would add to the existing sign clutter in Old Town. An inventory of existing signs in Old Town was conducted early in the process to document the scope of the issue. The majority of the new signs will replace and remove existing wayfinding signs, and create an overall more consistent look and feel. As an example, existing and proposed signs for King Street are shown below, indicating 9 fewer new wayfinding signs on King Street under the proposed program.

Signs on King Street to be replaced with new wayfinding program signs

| KING STREET	EXISTING					PROPOSED			
	(A) Pedestrian Orientation (blue/white)	(B) "Shops, More Shops" (brown--white)	(C) Parking Directional (white/green)	(D) Visitor Information (Thistle Signs)	Total	(A) and (B) replaced by Mini Kiosks	(C) replaced by new parking directionals	(D) replaced by vehicular directional signs	Total
TOTAL	20	7	16	10	53	20	16	8	44

Prior to fabrication, TES and PZ staff will field check and establish specific locations for each sign, and determine which non-regulatory signs may be removed. Sign location and removal decisions will be documented. After contractor installation, TES will field check that new signs are installed properly and that old non-regulatory signs have been removed. After implementation of each phase TES staff will draft a report detailing the signs that were installed and removed.

While regulatory (traffic and parking regulation) signs are not in the purview of the Wayfinding program, it should be noted that TES staff from the Traffic Division regularly inspect, remove and/or replace outdated regulatory signs. The City also maintains an internal notification program (My City) that allows employees to report missing or damaged street signs while the "Contact Us" page of the City website provides a central point of reference for residential concerns.

Vehicular Directionals

A successful wayfinding sign design must strike the balance between form and function – compatibility with the historic fabric/narrow streets and legibility/functionality. While Alexandria is fortunate to have such a large quantity of historic attractions, they simply cannot all be included on the vehicular directional signs because the signs would have to be enormous to fit them all. As a result, the design team and SAG made decisions early on to limit the number of destinations that would be included on vehicular directional signs, and instead focus on parking directional signs to quickly get cars into parking lots where visitors would then find detailed maps and directions for visiting the many destinations in Old Town. Because of the narrow sidewalks and rich visual environment, it was determined that there would be no vehicular signs on King Street east of Washington Street, and that the vehicular signs west of Washington street should be limited in quantity and size. This was also a major concern of the BAR – that the new vehicular directionals not obscure and visually detract from what makes Old Town a special place.

In response to the BAR's input over the course of the design process and the mockup phase, the design team repeatedly evaluated the layout with the goal of optimizing legible information while minimizing overall size for compatibility with Alexandria streetscapes. Signs that were originally proposed to be 5'2" x 9'4" went through 3 size reductions to arrive at the 4'3" x 5'6" size that was mocked up on King Street. In response to the mockups, the BAR asked to see the signs further reduced by about 30%, with the width in particular reduced so as not to overwhelm the sidewalk and obscure the street wall. The BAR noted that vehicle speed on King Street is very slow because of traffic, and most thought a smaller sign would be appropriate. By reducing the number of messages and optimizing the text on the panel and the header, the final proposed size of 2'11 x 5'4" complies with the BAR's recommendation and can be viewed in a street section on page 24 of the Design Guidelines Manual.
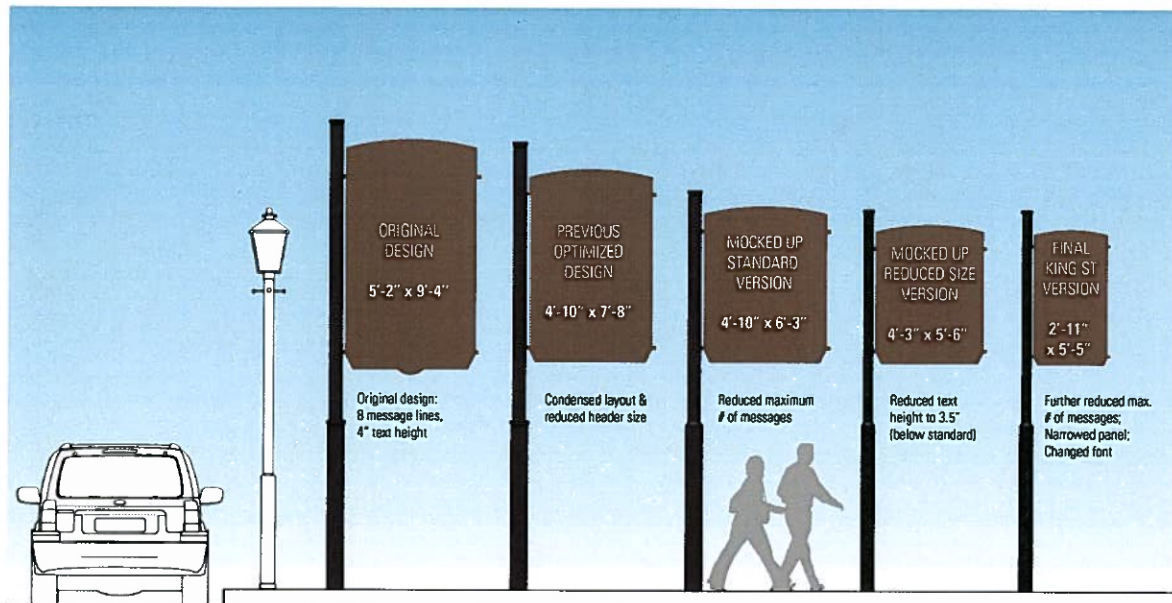
Graphic illustration of the reduction in size of the King Street vehicular directional signs from the beginning of the process to the end in response to comments

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The signs proposed for Washington Street underwent a similar if less extreme reduction in size from 5'2" x 9'4" to the 4'10" x 6'3" size that was mocked up on King Street. Most BAR members approved of the mockup size, but the Park Service preferred to see it further reduced. The designers further reduced the size of the sign to 4'1" x 5'2" and have restricted the number of messages to three messages or five lines of text. NPS has also asked that the Park Service arrowhead be added to signs that feature NPS property, such as Jones Point Park. Finally, per NPS request, staff will also carefully review existing signage when the new signs are implemented to remove unnecessary signs and reduce visual clutter on the historic corridor.

After the mock-ups, it was also revealed that new MUTCD requirements for community wayfinding signs had been released in December 2009, long after the overall concept design was complete. In order to comply with the revised MUTCD requirements, the format, font, arrows, and message limits were again refined. In addition, per the MUTCD requirement, proposed sign locations will be reviewed carefully in relation to existing traffic signs to ensure that they not obstruct or compete with higher priority signs.

For cost-efficiency and maintenance purposes, the original objective of the program was to utilize a minimal number of size options of vehicular directional signs. Initially, the designers provided just one sign size. However, in order to better balance pedestrian scale with vehicular signage needs, and in response to BAR recommendations, the Manual now includes four different sizes of vehicular directional sign appropriate to various site conditions in the city and in proportion to street and sidewalk widths. The technical manual will provide guidance to ensure that the proper size (smallest functional) sign is used in each condition.

Retail Signage
Another issue that needed to be addressed early on was how or if the wayfinding program could improve the visibility of retailers on side streets off of King Street. One favored solution was a system of signs at each street corner listing the shops and restaurants located down the side street. While this level of visibility would be good for the businesses, the administration and maintenance on the part of the City to update shops and restaurants as businesses came and went would be onerous. The designers also attempted to include shop names on the pedestrian mini kiosks that will provide maps and information about nearby attractions and amenities. Here again, businesses turnover would require significant city management, and in many cases the number of shops wouldn't fit on the sign—or text would have to be so small as to be ineffective – and other signs wouldn't have any businesses at all. A third option proposed was to allow the side street businesses to manage "group A-frames." To test this option, on November 25, 2008 the Alexandria City Council voted to adopt an ordinance to establish a pilot program "to allow temporary portable signs alerting King Street pedestrians to restaurant and retail-oriented businesses in the Central Business District (Old Town) but not located on King Street." The program establishes parameters for acceptable "A-frame" signs and the requirements for businesses to coordinate among other businesses on the block to create an acceptable sign, and otherwise comply with the ordinance. The ordinance has now been extended through June 30, 2011.

Participating businesses off King Street report that the signs have had measurable positive impacts on sales during an extremely difficult retail period. Over the duration of the program, the City has received few complaints from residents and pedestrians. Most comments are related to poor maintenance of the signs and a lack of uniformity of design. After significant discussion on the part of the SAG and CWG, the Wayfinding program recommends that the A-frame program be permanently extended but with more rigorous requirements and enforcement on issues of design, fabrication and maintenance. The Design Guidelines Manual establishes a required design compatible with the rest of the wayfinding program.

Pedestrian Mini-Kiosk

The function and design of the pedestrian mini-kiosks have received virtually unanimous support. The mockups evaluation helped determine that the kiosks should actually be mounted lower on the Gadsby light poles and that the color contrast on the map artwork should be heightened for improved visibility. Per the SAG and BAR recommendations, these will be installed at every other intersection, with the exception of some blocks that feature a high concentration of historic attractions, in which case they will be installed at each block.

Parking Signs

In response to BAR recommendations, the parking signs have been considerably simplified during the design process. The size of the signs was reduced by eliminating district and parking lot information and maximizing the remaining P (Parking) text. Additional colors signifying districts was also removed from the design resulting in a simpler, cleaner and more recognizable sign in a strong royal blue with a bright white P. Mockups evaluation resulted in unanimous approval of the final design.

Since the parking identity signs may include a commercial operators logo and will be either building mounted or on a post in the right of way, approval from the BAR was required for these signs. The Old and Historic District BAR approved these signs as proposed in June 2010. Further, all Parking Identity signs which display the operator's logo must be located on private property.

Destination Identity Signs

BAR comments on the temporary mockups of the historic destination ID signs resulted in a further reduction in size while maximizing the text on the panel of the sign. The designer also refined these signs so that there are two size options that are appropriately suited to either a pedestrian environment or a more auto-oriented environment. It was also determined that hours of operation should not be on the sign as they are subject to change frequently throughout the year.

APPENDIX B – PHASE 1

Based on three vendors' estimates received in 2009, Staff developed a preliminary estimated budget for implementing Phase 1, as shown below. Based on the median of the 2009 cost estimates, and the $100,000 allocated in the FY11 CIP, Phase 1 will include the fabrication, assembly and installation (by contractor) of approximately 45-60 proposed parking identification and trailblazer signs and stock replacement parts. After the Design Guidelines Manual has been approved, TES, in consultation with PZ, will develop a scope of work and issue an RFP for fabrication and installation of Phase 1 signs. Competitive and current pricing will determine how many signs will be implemented within the proposed budget. This budget does not include subsequent maintenance costs, although it should be noted that these signs will replace many signs already being maintained by TES, and have an expected lifetime of 15-20 years, barring graffiti or other similar damage.

Phase I Budget and Proposed Sign Types

	PROPOSED QTY
PK.1 Parking Identity: Structure Parking lot identity sign, mounted to building façade externally illuminated	Up to 14
PK.2 Parking Identity: Surface lot Parking lot identity sign, mounted to freestanding pole for surface lot, externally illuminated	Up to 6
PK.3b Parking Directional pole mounted Trailblazer panel attached to existing lightpoles	Up to 20
PK.3a Parking Directional mast arm mounted Trailblazer panel attached to signal crossarms	Up to 20
Fabrication, assembly, installation, project management, shop drawings, structural engineering and replacement parts	Included
TOTAL PHASE I BUDGET	**$100,000**

APPENDIX C - PROPOSED PHASING AND COST ESTIMATE

In order to distribute the cost of the wayfinding program over multiple years, a phased approach is recommended for implementation. Proposed phasing is shown below, with a cost estimate by phase and breakdown of specific signs on the following page. The cost estimate is based on three vendors' estimates from 2009, and is shown here for the purposes of giving an approximation of the costs involved. The City will issue an RFP to competitively bid each phase, at which time more detailed cost information by sign type will be available.

Proposed phasing:

Phase 1   Parking signs in Old Town (A)

Phase 2   Old Town visitor kiosks (large, wall mounted, 2-sided and pedestrian mini)
Old Town pedestrian pointers

Phase 3   Highway signs
Washington Street Gateway
Vehicular signs for primary routes
Metro station visitor kiosks
Freestanding interpretive panels

Phase 4   Remaining city gateways (14)
Parking signs (non- Old Town)
Vehicular signs for secondary routes (1st round of implementation)
Shared Use Trail signs
Destination Identification signs (City attractions-single post)

Phase 5   Destination Identification signs (City attractions/parks/civic-double post)
Vehicular signs for secondary routes (2nd round of implementation)

Phase 6   Destination Identification signs (City parks/civic-single post)
Pedestrian mini kiosks and pointers (Waterfront and non-Old Town)
Interpretive ground plane medallions for AHT

Phase 7   Interpretive panels and 2 sided kiosks (Waterfront)
District Markers

Proposed Sign Quantities and Cost Estimates by Phase

Sign Type	CIP Year	Qty	Subtotal by Phase
Phase 1			
Parking Identity: Freestanding	2011	tbd	
Parking Identity: Bldg mount	2011	tbd	
Parking Dir. mast arm	2011	tbd	

Parking Dir. pole mount	2011	tbd

$100,000

Phase 2

Pedestrian Dir. pointer	2012	6
Pedestrian Dir. mini kiosk	2012	24
Visitor Kiosk (4-sided)	2012	4
Visitor Kiosk (2-sided)	2012	6
Visitor Kiosk (wall mountt)	2012	12

Approx. $295,000

Phase 3

City Gateway (N Washington St.)	2013	1
HighwayTrailblazer	2013	10
Vehicular Directional	2013	50
Vehicular Dir. single msg	2013	10
Interpretive: freestanding	2013	12
Visitor Kiosk (4-sided)	2013	3

Approx. $425,000

Phase 4

City Gateway (BRICK pier)	2014	13
City Gateway (METAL pier)	2014	1
Parking Identity: Freestanding	2014	4
Parking Identity: Bldg mount	2014	6
Parking Dir. mast arm	2014	13
Parking Dir. pole mount	2014	17
Bike Path: Freestanding, 1 pole	2014	30
Dest. ID: Attraction, SINGLE post	2014	14
Vehicular Directional	2014	40
Vehicular Dir. single msg	2014	15

Approx. $515,000

Phase 5

Dest. ID: Attract., DBL post	2015	2
Dest. ID: City Services, DBL post	2015	28
Dest. ID: Park, DBL post	2015	48
Vehicular Directional	2015	20
Vehicular Directional: single msg	2015	10

Approx. $361,000

Phase 6

Dest. ID: City Services, sing post	2016	28
Dest. ID: Park, sing post	2016	28
Pedestrian Dir: mini kiosk	2016	36
Pedestrian Directional: pointer	2017	6
Interpretive: Ground plane	2016	25

Approx. $432,000

Phase 7

Interpretive: WALL mounted	2017	6
Visitor Kiosk (2-sided)	2017	8
District Marker	2017	20

		Approx. $241,000
	Sub Total	**Approx. $2,369,000**
Contingency(struct. eng., gen cond., drawings)		**Approx. 110,000**
	Total	**Approx. $2,479,000**

Cost estimate includes fabrication, installation, and a stock quantity of blank prefinished parts for replacement and maintenance.

City of Alexandria
Wayfinding Sign Program

Consolidated public comments received in response to

May 2010 mock-ups evaluation
and
May 14, 2010 Draft Design Guidelines Manual

June 30, 2010

Comments received from members of the Stakeholder Advisory Group and the public on Wayfinding Program Mockups and Overall Design
May-June 2010

North Gateway

- I'd like to add a suggestion that we include the names and logos/symbols of our four Sister Cities on the monument signs welcoming people to Alexandria. We really don't have any acknowledgement for these international ties and I understand that they do this in their cities for us.
- Location is good. Would be nicer if it said, "Welcome to the City of Alexandria". Size using the current wording should be smaller in length than shown.
- I disagree with the suggestion to include the names and logos/symbols of our four Sister Cities on the monument signs welcoming people to Alexandria.
- On both CG 1 and CG2 with their brick foundation construction and to use that to be able to create a memorial area or engrave bricks like the King Street Garden Park Foundation does to sell bricks to finance their expenses and so can the City sell either some of the bricks or a plaque engraved to suit the Sponsor of that Gateway. Or, as I mentioned to use them as memorials as well as the beautiful Gateways they will be.
- "City of" and "Est. 1749" is very difficult to read on most signs. Why bother? A larger "Alexandria" label would be clearer and more functional than including redundant text on every sign that's too light to read. The established date should be on the gateway signs, however, and should be large enough there to be legible--not sure it is with the present design of either gateway sign.
- The white-on-blue City of Alexandria sign looks like a billboard--specifically, like a sign board you'd see behind home plate of a major league ball game. I can't tell whether it's just the mock-up or whether it would actually look that way. I suggest that the full build out of this type of sign include raised letters in front of the blue field to give it a little more depth or definition. Might also consider applying a larger seal. The oversized seal on the South Gateway sign is stunning--can something like that be done with this one similar to that one? Ensure "established" date is legible.
- As an Alexandria resident living on West Abingdon Drive, adjacent to the George Washington Parkway near Bashford Lane, I'd like to note that the new mockup wayfinding sign near my home is quite large, and needs to be more in scale with the current sign. It also seems that it's too big given the low speed limit in that area. The sign is so large it appears less like a sympathetic/coordinated element within the park-like median, and more like a colorful billboard and a point of demarcation (Perhaps only the homes and buildings that appear after the sign are part of Alexandria, and everything else isn't part of the city?).

- The North entrance should be smaller scale. Although the color scheme is pleasant, it just too overwhelming.
- The "Gateway signs " N+S are lacking finesse..........I have some strong ideas on those......simple, elegant, classic, and " befitting ". Those signs should convey the depth of history....and the depth of wealth, (past & present), of the City. Afterall, Alexandria was one of the most important trading ports in Colonial America, hometown of President Washington, and the Lees, and many other central figures in our early national history.

South Gateway

- An ideal entry sign for this and similar portals to the city. Really like the oversized city seal. Ensure "established" date is legible.
- I drove past this twice without realizing this was the gateway marker. I disagree with BAR that having a raised planter bed would improve this sign, it's the upper portion of the sign combined with placement in the median that fails to attract attention away from glimpses of the Potomac. Compared to the northern gateway sign, this sign fails to announce the city limit.
- On the South, the scale works, but hard to make out the ship until very close. On the backside, granted this is mock up cardboard, but it does emphasize that it very much diminishes the parkway view when leaving Alexandria. Therefore, the backside warrants some effort, because it cannot be left as just a big piece of whatever, that is too disrespectful of the Parkway.

Vehicular Directional on King

- While I have not had a chance to visit all the mock-up signs in Old Town, I was surprised at the size of the "vehicular wayfinding" sign on King Street between Washington and Columbus. I think at that scale, the signage is a visual distraction from its surroundings. Signs at a scale that could help guide both pedestrians and vehicles, similar to the blue signs found all over Washington DC, seem more appropriate to an in-town setting.
- This sign seemed large and out of place on King Street. Was difficult to read from a car due to its placement behind trees. King Street signs need to respect the scale of the neighborhood. Signs should be placed closer to intersections or other locations where they can more easily be read without being blocked by tree branches.
- The only problem I saw was that trees obstructed the view of the sign headed east on King just before Washington. That shouldn't happen too often.
- Unlike other comments, I have no problem with the size of this sign since it must compete with shop signs, trees and regulatory signs. I have no doubt that visitors will appreciate the size of this sign more than residents ever will.
- Signs along King Street are too high and too large

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Vehicular Directional on Washington

- The second sign at the web site directs traffic to Carlyle West on Duke Street from traffic going North on Washington Street. This is confusing. There is also a very popular Historic Property in Alexandria which is the Carlyle House. I think this will only confuse those who are seeking the carlyle House.
- This sign had the right scale and legibility for drivers on Washington Street. Would be a welcome addition to the streetscape--an attractive and clear way to direct motorists through the city.
- Again, a sign I drove past and missed.

Pedestrian Mini Kiosk

- I think that the curved U-turn-looking arrow on the pedestrian kiosks is confusing in trying to direct people to the Waterfront and Metro. I think it should be a down arrow instead.
- Really liked these. Thought it had the right mix of interpretive and directional information. Glad that these were not overly cluttered with specific (and quickly dated) information about local businesses. Would be handy for visitors to have these all along King Street. Liked the dual placement kitty-corner from each other at two of the four corners of King and Lee. Couple of issues with the maps: should be "Christ Church," not "Old Christ Church"; the Chart House Restaurant is incorrectly labeled as the Seaport Center; and the Alexandria Courthouse was incorrectly labeled the "Alexandria Circuit Court"--the building houses the Circuit and General District court as well as the Juvenile and Domestic Relations District Court. I see potential for something similar to this (maybe two- instead of four-sided) to be implemented along the waterfront, which is in need of updated directional and interpretive signage.
- Because the 'information icon' is placed at the top of this sign, I found it too subtle. The 'information icon' should be bolder on pedestrian signs. I'm 5'5" tall so I needed to either craned my head back for or stand back away from all the pedestrians signs.
- Visitors liked the sign; they said it was clean & uncluttered. They also liked not having to refer to a paper map. (They also liked the A-frame signs.)

Parking Signs (Trailblazers and Garage ID)

- A nice improvement over the existing hodgepodge of parking signs. Attractive, simple, straight forward. Seems we should try to limit the placement of these signs on lampposts, however. They are much more appropriate on traffic signal mast arms.
- Perfect sign, right down to the contrasting shades of blue. I could easily see it from King Street.

- I like the mast arm mounted sign better anyway.
- Perfect - location/size/legibility/mounting right down to the contrasting shades of blue.
- The garage signage (system of signs), is really coming along well.

General Comments

- I fully support everything I am seeing at this time for the signage.
- think the " idea " of a standardized system across the city has merit, especially to at least unify the major signage for our primary "corridors",..... ie Eisenhower valley...Old Town......Del Ray......Seminary Hill.....Landmark / Van Dorn.
- Overall, the broad program It is getting simpler, and less busy and cluttered, which is good
- Some sign types are too numerous.
- Some types of signs may be unnecessary, or at least warrant heavy editing....(content and/or number of signs).
- Some sign types are way too large, we have emphasized smaller pedestrian, (walking) oriented signage , where appropriate,
  and larger, car oriented signage where appropriate....it is important to make that distinction.....to evaluate locations
  as to what are the purposes...and what should be the resultant size, frequency, and location(s).
- Looks good to me. I don't have any concerns. I like the pages focusing on the accessibility requirements and elements and the citation of sources.
- After briefly reviewing the draft manual, I find I agree with many of its conclusions, especially that signage around the city would benefit from a unified "brand", both for aesthetic reasons and to help people navigate. I also think that the styles created by the design team are clear, legible, and suit the city's image.
- Overall, I was pleased at how good they looked.
- I found all the signs legible and appropriate size/scale
- Color: palates are neighborhood dependent but this shade blue is fitting for OT and need not 'match' the blue street ID signs.
- Location: Mast arm and corner placements are better in that they don't conflict with trees.
- I'm pleasantly surprised about how well the scale fits into King Street. They look a little monolithic in the pictures, but blend in nicely on the street. In fact, my staff encountered them and thought the blended in.
- The coordinated design makes the old signs look even worse!
- Thanks for sharing – this all looks great – Looks to me like you and the SAG have everything well under control and nearing the finish line!
- Has anyone at the City thought to contact disability (physical, blind, deaf, etc.) service agencies to get their feedback on the accessibility aspects of the new signage?

- They (& the people they serve) are the experts on what does (& does not work) in terms of accessibility – they should be consulted.
- Have you consulted with the Alexandria Commission on Persons with Disabilities to get their input specifically on accessibility features? Thanks for your consideration of this input – now is the time!
- The key, in my opinion, is finding an appropriate way to get people who have special needs to actually test the accessibility features of the new signs to see if those needs will be met and, if not, why not and what can we do to make them more accessible.
- If Old Town is to survive we must get motorist out of their cars sooner rather than later. So having directional signs for the historic features within Old Town geared towards motorists is a contradiction. The signs on the main approach streets should be geared towards directing motorists to the nearest garages and the directional signs for sightseeing geared to pedestrian..

Other
- Let's explore ideas for how to integrate some online options into the signs. One example is to have some kind of URL that is location-specific, and another is to have a barcode that can be scanned with an iPhone to get local information. You may have already thought about some kind of URL, so we wanted to see about coordinating
- Looks great - My only suggestion would be to include a web address on each sign for more information. Over time, this could be used to indicate maps to parking lots with availability, more details on historic sites or walking directions from a smartphone. Each sign could have its own address or it could be general. Good luck with this initiative.
- The sandwich boards have been very successful for small business in Old Town. By allowing for the names or type of business we are much more apt to reap the rewards of all the effort of wayfinding. I believe that actual logos of business is really important, an annual fee for the marketing opportunity would be in the best interest of the city and the business. A fee would allow for annual upkeep and at 25.00 per month might make the program viable. But the business would really benefit from its logo and or name being posted. Thank you for all your efforts.
- The "gateway" signs into Old Town should also indicate, in a more dramatic fashion, speed limits and the fact that motorists are entering a pedestrian dominant area and not another sprawling suburb and must adjust their driving style accordingly. Tricky message i know but somehow we have to master this - maybe with a series of 'gateway' signs?

Joint BAR Wayfinding Work Session Summary
May 19, 2010
6:00 pm to 7:30 pm
City Council Work Room

Parker-Gray BAR Members in Attendance
>   Robert Duffy
>   Christina Kelley
>   Phil Moffat
>   Doug Meick
>   Deborah Rankin

Old and Historic BAR Members in Attendance
>   Tom Hulfish, Chairman
>   Oscar Fitzgerald
>   Arthur Keleher
>   Wayne Neale
>   John von Senden
>   Peter Smeallie
>   James Spencer

City Staff
>   Faroll Hamer, Director P&Z
>   Barbara Ross, Deputy Director P&Z
>   Carrie Beach, P&Z
>   Catherine Miliaras, P&Z
>   Al Cox, P&Z
>   Yon Lambert, T&ES
>   Joanna Frizzell, City Attorney's Office

AGENDA
1.   Introduction and Purpose of Work Session (Carrie Beach)
2.   Review of BAR concerns previously identified and overview of Wayfinding system and Design Guidelines Manual (Carrie Beach)
3.   Discussion re: BAR's authority to review signs (Joanna Frizzell)
4.   Feedback from BAR Members on Design Guidelines Manual and Mock-ups

MOCK-UP REVIEW
North-End Washington Street City Gateway (monument style sign)
*   Very nice-looking, well proportioned and perfect for the amount of open space at this specific site.
*   "Alexandria" on both the monument-style sign and the emblem is redundant. Eliminate the "Alexandria" text on the emblem in this instance.

- Difficult to see the date on the emblem.
- Discussion about why the sign does not say "City of" and "Est. 1749" with the recommendation that it say both "Welcome to Alexandria" and "Est. 1749".

South-End Washington Street City Gateway
- Mock-up appears a bit flat. Will have a more three dimensional appearance once it is constructed.
- Could be improved by adding more definition, such as plantings or a more horizontal element, such as a broader brick base/plinth to anchor the sign and soften the "lollipop" look. Another suggestion was to surround the circular City emblem within a frame.
- Staff confirmed that City Gateway signs similar to this one would be located in the same locations as the existing thistle gateway signs throughout the City.
- Staff confirmed that illumination would be a soft external up-wash from the base.

DR.2 Vehicular Directional – King Street
- All BAR members thought the sign was too big and noted that people drive very slowly on King Street because of the traffic. It was suggested that the sign height and width be reduced by approximately 30% on 66' wide streets and suggested reducing the number of messages, and/or using 2 ½ inch tall letters.
- Shouldn't use the posted road speed as the standard for determining the appropriate font size – but the actual road speed. On King Street, this is more like 5 mph.
- In order to better balance pedestrian scale with vehicular signage needs, the Design Guidelines should recommend sign sizes in proportion to the street and sidewalk widths.
- "Old Town" at the top of the sign does not have enough contrast with the background and fades away.
- Difficult to read "City of Alexandria" at bottom of sign as well as noting that is superfluous on signs in this location.
- Consider treatment of the back of these signs. A lighter color might make the sign recede in lieu of the existing dark, overbearing color.

DR.1 Vehicular Directional – Washington Street
- Most Board members believed that the DR1 is perfect, proportional and works well with the scale of the multi-lane wide roadway. One member felt it was still too large and the DR2 might be more appropriate on the Parkway.

Pedestrian Mini-Kiosk
- Terrific, great and outstanding.
- Staff discussed reducing the number based on the need for information at an intersection.
- The colors on the map are too subtle and blend together too much. Needs more contrast.

Historic Destination ID Signs (large – eg: Lyceum and Lee-Fendall)
- These signs are trying to provide information at both a vehicular and pedestrian may, therefore, not be successful at either.
- Most members agreed that interpretive information about the site should not be put on these signs but instead provided via a cell phone tour or inside the building.
- Increase size of letters to emphasize the destination and remove extraneous information (no smoking and accessibility symbols, description of site, address, etc…). Most agreed that it is useful to have a site's hours posted.
- One person mentioned that the need for the accessibility symbol should be confirmed with the Alexandria Commission on Persons with Disabilities.
- Like the three color schemes for civic, historic, parks.
- Existing Lyceum sign is much easier to read (Staff confirmed that the existing sign does not comply with the Washington St. sign guidelines because it is a freestanding sign).

Historic Destination ID Signs (small – eg: Apothecary and Friendship Firehouse)
- The Board members suggested that the existing museum signs be removed and that the Wayfinding signs be used throughout to provide immediate identification as a public facility.

Parking Trailblazers
- Blue on trailblazer sign should coordinate/match blue on the City standard street sign.
- Size and information provided is appropriate.

Parking Garage ID Signs
- The Boards understood that a Certificate of Appropriateness would be required for commercial text on parking garage signs and that staff would return with this application in June, 2010.
- The Board members wanted to remove all extraneous signs, such as A-frame signs. However they acknowledged that reasonable accommodation could be made for additional signs such as "garage full" and evening parking rates where these provided significant convenience for the public – but they should comply with uniform specifications for design, color, etc.
- Keep parking sign colors consistent on all garages throughout the City.

A-Frames
- One member commented that the existing A-frames are "pretty trashy" and is not convinced that the proposed uniform design and stricter fabrication guidelines will result in better signs. He asked who will monitor the condition of the signs over time and who will remove the names of stores when they leave. He also noted that King Street is not wide enough in places to accommodate the A-frames because there are too many pedestrians. While he understands the benefit to the side street businesses, he believes that the negatives outweigh the positives.

General Comments

- Where multiple sizes of a sign type are approved, some form of Design Guideline overview is needed to insure that the proper size (smallest functional) sign is used at each site.
- One member noted that there is a reluctance by staff to enforce the existing sign ordinance regulations because of the economy, leading to a proliferation of illegal commercial signs. There should be improved follow-up on sign complaints and sign violations (neon "open" signs for example), so that signs do not overwhelm the historic ambience.
- The proposed sign fonts are very readable and legible.
- The circulation map is difficult to read in the Design Guidelines Manual.
- The thermometer style map on the current blue and white pedestrian orientation signs on King Street is very easy to read to determine one's location in on King. Consider using that simplified graphic style map in the new program.
- The entire West End should not be grouped together. Need to distinguish different areas of the City at a finer scale.
- The text on the district headers can be difficult to read in some places.
- Torpedo Factory needs to have more directional signage than currently exists.
- Consider signs with changeable text and have a well-thought out plan to add and remove places/allow for temporary events (such as the Waterfront Festival).
- Overall, the BAR members commended the Wayfinding program and how it has evolved, noting they are very pleased with what they have seen so far.

United States Department of the Interior

NATIONAL PARK SERVICE
George Washington Memorial Parkway
c/o Turkey Run Park
McLean, Virginia 22101

IN REPLY REFER TO:

S82 (GMWP)   June 29, 2010

Ms. Carrie Beach
Neighborhood Planning
Planning and Zoning Dept.
301 King Street
Alexandria, VA 22314

RE: City of Alexandria Proposed Wayfinding Program

Dear Ms. Beach:

Thank you for providing us with the opportunity to view the mock-ups of the proposed wayfinding signs. It was helpful for our evaluation to see the proposed signs in the locations where you are proposing to install them. We have reviewed the signs and have the following comments:

CG.1 Washington Street North Gateway

The style of the sign, particularly as it is shown in the Design Guidelines Manual, is appropriate and the amount of depth and relief will provide visual interest to the sign that was not evident in the mock-up. A deep red brick, rather than a salmon colored brick, would be more historically appropriate for Old Town Alexandria. The plantings shown in the Design Guidelines Manual look like low growing annual color which is not consistent with historical planting concepts; a sign set on turf would be more appropriate. The size of the sign, however, is still too large. In our previous comments, we stated that the sign should be no larger than 6' x 11', which is the largest entry sign on the George Washington Memorial Parkway. This sign is 6' x 20' and it is proposed to be set on a berm which will further increase the perceived size of the sign. Its size should also take into account that NPS may propose installing an entry sign opposite to this one as was agreed by NPS and the city in 1996.

CG.2 City Gateway

This sign has an awkward, top heavy look and seems to be too tall. The tapered brick "pylon" with chamfered edges does not look strong enough to support the 5' diameter metal sign. A visually more substantial vertical-sided brick pier (32" to 48" square) with a base and projecting brick band at top would be more appropriate. Eliminating the metal post and setting the circular sign on top of pier or pylon would make it appear more balanced. Consider mounting the sign either: a) directly onto a low brick pier similar to Gateway North wall; or b) on (or offset from) a cast iron fluted Washington Standard Light Pole, below a single or double globe; or c) a larger Gadsby Light post) set on a brick pedestal/base.

DR.1 Vehicular Directional

The proposed layout of the signs with city and district identifiers has created fairly large signs. Because of their size it was evident that the signs will be partially obscured by trees and will block views to the second story of historic buildings. The format, font, and arrows are not consistent with MUTCD standards and will require an engineering study to obtain the approval of the Federal Highway Administration. What was most evident by the mock-ups was that the existing sign clutter that occurs at a lower and more visible height competes for the attention of drivers. The MUTCD standards state that "community guide signs shall not be installed where adequate spacing cannot be provided between community wayfinding guide signs and other higher priority signs." In order to meet this requirement an evaluation of what regulatory and warning signs are necessary and unnecessary signs be removed.

Other Signs

The parking lot directional signs and the pedestrian mini-kiosk signs are appropriate in size and location. The mini-kiosk in particular is attractive and informative.

There were no mock-ups of the destination identity signs that are proposed for Washington Street. We would like more information regarding the proposed locations and the size of the signs.

Quantity of Signs

The Design Guidelines Manual does not provide a comprehensive list of all the signs to be installed along Washington Street. We would like to review how many signs of all types are proposed and how many signs will be removed.

We appreciate your efforts to work with us on this project. If you have any questions, please contact Kate Barrett 703-419-6426.

Sincerely,

Dottie P. Marshall
Superintendent

**ALEXANDRIA
CHAMBER
OF COMMERCE**

ALEXANDRIA CITY WAYFINDING PLAN
COMMENTS

As previously outlined in our Legislative Agenda for 2010, the Chamber supports the implementation of an integrated signage system that will enable persons to navigate City streets and easily locate parking, shopping, dining and other destinations of interest. The system should provide a consistent image for the entire City while allowing flexibility for individual neighborhood branding; reduce the number of signs currently in place; and, promote walking, bicycling, and the use of mass transit.

We believe the proposed Wayfinding plan meets the above criteria needed for a successful system.

With regards to the mock signs that have been installed throughout the City, comments that we have received from Chamber members have been overall, very positive with regards to usability and design.

We therefore encourage the City to focus its attention on implementation of the Wayfinding plan versus re-engaging in a discussion about design elements. The development of the wayfinding design and program has been based on an open, participative process with broad based representation and public review. Highly skilled consultants were hired and much time and expense has been invested in that process- moving forward to implementation is the best way to more quickly realize a return on this investment.

Finally, we ask the City to consider defining requirements to allow businesses to purchase signs as outlined under the plan which may promote more rapid implementation of signage throughout the City. For example, the localized business associations (Del Ray, West End, Old Town, etc.) could be encouraged to work with business members and the City to develop creative methods, such as public-private partnerships, to finance the approved signage system for their areas.

Virginia
Alexandria
SHOP, DINE & CELEBRATE
VISITALEXANDRIAVA.COM

Alexandria Convention & Visitors Association
421 King Street, Suite 300
Alexandria, Virginia 22314
t: 703.746.3300 | f: 703.746.3314

Alexandria Visitors Center at Ramsay House
221 King Street
Alexandria, Virginia 22314
t: 703.746.3301 | toll free: 800.388.9119

May 17, 2010

To whom it may concern:

The Alexandria Convention & Visitors Association (ACVA) supports the proposed Citywide Wayfinding Program as an economic development tool. The program will assist residents and visitors in becoming aware of civic and commercial assets while providing multi-modal access to easily navigate the City.

Existing directional signs are the culmination of decades of unrelated initiatives that have resulted in an unsightly collection of unusable signs. We encourage you to think of the new signs as eliminating sign clutter while providing one uniform system to guide users.

Each year Alexandria attracts more than 3.3 million visitors who spend a total of $645 million and generate $22 million in City tax revenue. Visitors rely on printed visitors guides and maps to learn about the history and activities available in the city. More than a million pieces of collateral are distributed annually, demonstrating a high demand for visitor information.

We agree with prioritizing parking directional signs to assist visitors in finding garages that will, in turn, encourage longer visits and more spending. Each percentage point of increased visitor spending results in $220,000 in city tax revenue. And, increases are achievable as demonstrated by the 11 percent increase in visitor-generated spending measured from 2007 to 2008.

The extensive process of community input has resulted in a scale and design that is appropriate and effective. We look forward to seeing this important initiative come to fruition.

Sincerely,

Charlotte Hall

Charlotte Hall
Chair, ACVA Board of Governors

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APPENDIX 1
Old Town Civic Board Meeting June 2, 2010
Verbal Comments as heard and summarized by Carrie Beach, City Staff

Northern Gateway
- Scale is slightly too large
- Make sure sign is in right location with regard to the "ceremonial circle"
- Would like something that looks more historic, emphasizes Alexandria historic character
- This looks too modern and bland, office park, suburban
- Add established 1749 to text of the large message panel (Welcome to Alexandria Established 1749)
- The text (see date comment above) on the emblem is not legible -- and partly redundant
- Background of the words should better convey sense of history
- Should be gold leaf letters on black metal wrought iron – classy and simple – 1-2' low wall
- Need to concentrate more on exceptional landscape design/flowers around sign

Southern Gateway
- Established date needs to be bigger and more legible
- Like this better than the northern gateway
- Don't like the brick
- Location is good, doesn't interfere with view of parkway as heading south

Vehicular Directional on King Street
- Too big
- Out of scale with pedestrians and buildings
- Can't see it from the car because of trees – so doesn't serve cars
- Worrisome from a safety standpoint
- Too much info – need to limit to 3 messages
- Don't need Old Town on top, don't need Alexandria below

Vehicular Directional on Washington Street
- Counter productive to be trailblazing to destinations – should only trailblaze to parking
- Critical that location of the signs doesn't interfere with the buildings and the memorial character
- In both cases, (on King and Wash), the signs are too big and too busy
- Signs look too modern, not historic
- These signs are not necessary
- Disagree with most of above -- (two people)

Pedestrian Kiosks
- Excellent

Parking Signs
- Excellent

Destination ID Signs
- Don't like these signs at all
- Signs too big, font too small
- Visually detract from historic fabric
- Out of scale
- Unclear if they are for pedestrians or vehicles
- Would like to see something more like plaques – evocative of historic character
- Or maybe a small post with armature and consistent look/feel for all sites – similar to Charleston. Pedestrian focused.

35

Ms. Carrie Beach
Neighborhood Planning
Planning and Zoning Department
301 King Street
Alexandria, VA 22314

RE: City of Alexandria Proposed Wayfinding Program

Dear Ms. Beach,

We have reviewed the proposed changes to the Wayfinding Program and appreciate the revisions that you have made. Except for the items noted below, we agree with the changes you have made.

Washington Street North Gateway

The latest drawings show a gateway sign that is 15'-0" X 4'-9". This version is much closer in size to what we have on the parkway and will not overwhelm the space if an NPS sign is placed opposite it. However, it appears that the sign is placed on a berm and we don't support changing the grade in this area.

City Gateway

The modification to the metal support has significantly improved the top-heavy look of the sign. While we would prefer the look of a more traditional base that is not tapered or chamfered and that uses a modular brick, we will support the design as you proposed.

National Park Service Arrowhead

We would like to ask that on the signs referencing Jones Point Park and the Mount Vernon Trail signs along Washington Street you incorporate the National Park Service arrowhead. This could be accomplished by adding the arrowhead in the same way you have added the Metro symbol to the signs. There appears to be adequate space on the sign for this addition and we can provide digital files to your sign designers.

Potential Additional Review

There was a proposal back in 1996 to place a gateway sign at the north end of Washington Street. That plan was sent to the State Historic Preservation Office for review and comment. We will contact their office and determine if this proposal requires their review. If it does, we will coordinate with you on that submission.

Thanks for your patience and willingness to work together on these issues. If you need to discuss this further or require clarification, please let us know.

CITY OF ALEXANDRIA
VIRGINIA
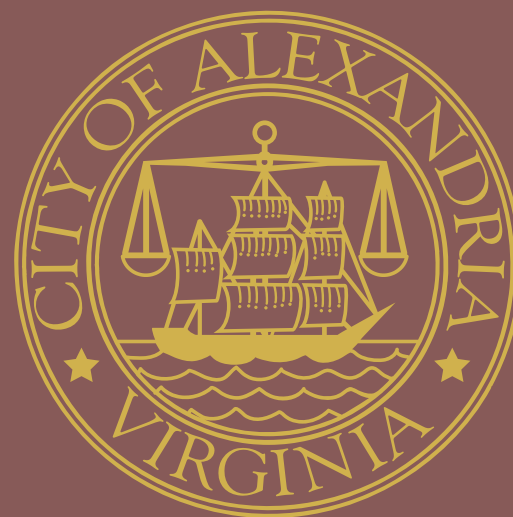
WAYFINDING SYSTEM

DESIGN GUIDELINES
MANUAL

SEPTEMBER 2010

SASAKI

Acknowledgements

CONTENTS

HISTORIC ALEXA

EARLY
BUILDINGS
SURVEY

INTRODUCTION

The Alexandria wayfinding program is borne of the acknowledgement that well-designed signs and information have a positive impact on the city—through increased comfort and awareness on the part of the user, and increased visibility for attractions and local businesses. Likewise, disorganized and uncoordinated signs serve to detract from their environment, leading to sign clutter and potential confusion for visitors and residents.

One of the key recommendations that emerged from the city's 2003 Visitor Center Study was to substantially improve or create a signage and wayfinding system. The study found that informational and directional signage is a critical city weakness, and that if visitors are to learn what Alexandria has to offer, lengthen their visits, as well as visit again, improvements are needed to make finding the visitors center, historic sites, transit, amenities and parking easier. The city itself is what should be highlighted—and the best way to do that is with a clear wayfinding system.

The program summarized in this document formalizes a family of signs that will enhance the city environment and improve wayfinding for visitors and citizens alike. The information content within the program has been carefully planned by taking a broad view of the city—studying circulation, taking stock of its offerings, and walking in the shoes of its audience. The program design is a response to the character of the city, drawing inspiration from its many distinct neighborhoods and districts. Components of the program are designed to enable flexible application to a variety of installation conditions, and are responsive to the capabilities of the Department of Transportation and Environmental Services for maintenance and updating over time.

What is Wayfinding?

Wayfinding is an experience: that of an individual attempting to make their way through an unfamiliar environment. When the information needed to access that environment is provided in a thoughtful, structured fashion, the unfamiliar quickly becomes comfortable, friendly, welcoming. A successful wayfinding system manages this experience, using signage as a communication tool to not only facilitate access, but also to reflect the civic culture and complement the environment of its setting.

Wayfinding in Alexandria: Today

Many signs exist in the city today that may help with wayfinding, but they are not a comprehensive system. Rather there are many layers of sign efforts that have evolved over time, with multiple designs and varying degrees of effectiveness. Together, they contribute to an overall impression of visual clutter and potential confusion. In addition, there are critical layers of a comprehensive system that are missing.

Wayfinding in Alexandria: the Future

The new Wayfinding System for Alexandria is designed to project a consistent image for the entire city—upon implementation, it will be a complete navigational system within the city's boundaries. The benefits of such a system are many and include:

AESTHETIC

- *Reduces visual clutter; allows historic fabric of the city to shine through*

- *Replaces multiple mismatched sign efforts with one comprehensive coordinated streamlined system that fits well with the city's historic character and distinctive neighborhoods.*

ENVIRONMENT AND SAFETY

- *Directs cars to garages, eliminates circling to look for parking or destination*

- *Promotes walking, biking, mass transit*

- *Reduces driver confusion*

ECONOMIC DEVELOPMENT

- *Establishes a comprehensive multi-layer strategy to improve pedestrian/vehicular wayfinding to amenities such as shops, hotels, restaurants*

- *Addresses parking/traffic issues by directing cars quickly into garages and getting people out/oriented to enjoy city shops and restaurants*

- *Incorporates regional/city trails and historic sites, including the Alexandria Heritage Trail*

- *Dovetails with Alexandria Convention and Visitors Association's (ACVA) efforts to provide pre-trip visitor information*

- *Key component of King Street Retail Strategy (parking, pedestrians, and small business economic development - coordinated A-frame program) and related to economic development citywide*

- *Provides a more comfortable and informative visitor experience, another reason to return*

Project History

Design Process

The Alexandria wayfinding system was developed in collaborative fashion, with input from the city, a wide spectrum of stakeholders, and the overall community along with the consultant.

CITY WORKING GROUP

The City Working Group (CWG) included representatives from stakeholder city departments. The CWG was responsible for the project's preliminary mission statement and preliminary destination criteria. This group met regularly throughout the design process to coordinate on city related considerations and issues. Departments represented include the City Managers Office, General Services, Office of Historic Alexandria, Planning and Zoning, Transportation and Environmental Services, and Recreation Parks and Cultural Amenities.

STAKEHOLDER ADVISORY GROUP

The Stakeholder Advisory Group (SAG), appointed by the City Manager, was made up of stakeholders representing the following interests: civic, business, tourism, economic development, seniors, pedestrian/bike, government, transit, arts, persons with disabilities, and historic. A list of the members of the SAG and their affiliations is provided in the acknowledgements section.

The SAG was responsible for establishing preliminary design criteria and providing ongoing guidance on all facets of the overall program including hierarchy of destinations to be signed, size, quantity, and types of signs, named districts and district header designs and the City emblem design. Their time and commitment to the process spanned nine SAG meetings over the course of two years. Guidance from the stakeholders was invaluable to the process and their final approval of the program on June 30, 2010 is testament to their collaboration and ultimate support for a Citywide Wayfinding program.

COMMUNITY OUTREACH

Community meetings have been held at critical junctures during both the initial study phase and later design phases to gather community and citizen input while building consensus for the program. Community feedback has been factored back in to the design process and influenced a number of refinements to improve the system along the way.

- *Outreach and opportunities for involvement have included: updates to the Federation of Civic Associations, Beautification Commission, Alexandria Convention and Visitors Association, Civic Associations, Alexandria Economic Development Partnership, online surveys, ongoing web and enews information, Stakeholder Advisory Group meetings, open houses and work shops*

OFFICIAL REVIEW

Multiple worksessions were held with both Boards of Architectural Review (BAR), the Planning Commission and City Council to provide periodic updates and elicit feedback on design development and srategy. The BAR endorsed the program as revised in May 2010, and approved building mounted parking signs in June 2010.

Staff also worked closely with the National Park Service (NPS) to solicit their comments on the signs proposed for Washington Street, holding two joint staff meetings and engaging in ongoing collaboration and review. An NPS representative also served on the SAG. In August 2010, NPS conducted a final review and provided their approval of the program.

Presenting signs at a public open house, January 2009.

The wayfinding system design team was charged with addressing a number of complex wayfinding issues in the city, and resolving them through a coordinated solution. Included among these objectives were to:

- *Develop a vehicular and pedestrian wayfinding system for destinations in the City of Alexandria with a focus on Old Town, but to include destinations in all areas of the city.*

- *Develop a wayfinding system that will create an overall identity for the city, that is compatible with its historic character, and that will also help to differentiate existing and emerging districts*

- *Provide signage that will direct visitors to and identify parking lots and garages in Old Town*

- *Provide trailblazer signage for interstate, state roads, and primary bicycle trails, as well as major destinations just outside city boundaries (Ronald Reagan Washington National Airport, Mount Vernon)*

- *Reduce visual clutter and increase consistency of city signage*

- *Promote walking, bicycling, and use of mass transit (Metrorail, Metrobus, Dash)*

- *Support the developing regional interpretive trail system and reinforce historical and regional trail themes by incorporating regional trails and historic sites into city interpretive signage*

- *Integrate Alexandria Heritage Trail interpretive signage (designed previously and partially installed)*

- *Address ADA guidelines and considerations in the design of the program*

Beyond wayfinding issues, the key design objective was to advance the City Council's 2015 vision for Alexandria:

"Alexandria is a vibrant, diverse, historic and beautiful city with unique neighborhoods and multiple urban villages where we take pride in our great community."

Implementation

Program Administration

The Alexandria wayfinding program establishes standards for design, programming, implementation and upkeep of all wayfinding signs in the city, as well as guidelines for the appropriate use of streetscape banners, and guidelines for the design of neighborhood identification signs. These standards must be adhered to in order to promote a consistent and easily navigable environment for members of the community and guests alike.

IMPLEMENTATION TEAM

Phased implementation of the wayfinding sign system is the responsibility of the Department of Transportation and Environmental Services (TES) consulting with the Department of Planning and Zoning (PZ).

GENERAL PROCEDURE

Prior to fabrication, TES and PZ staff will field check and establish specific locations for each sign. At this time staff will also jointly decide which non-regulatory signs may be removed. Sign location and removal decisions will be documented. After contractor installation, TES will field check that new signs are installed properly and that old non-regulatory signs have been removed. After implementation of each phase TES staff will circulate a report detailing the signs that were installed and removed.

MAINTENANCE

Ongoing maintenance and repair of the wayfinding sign system is the responsibility of TES.

NEW SIGNS / NEW DESTINATIONS

As Alexandria evolves over time, new districts may emerge as a result of planning efforts, new destinations may be established, existing destinations may grow in prominence, or circulation may change for vehicles or pedestrians. The wayfinding program is designed to be easily expanded with existing signs cost-effectively updated. Changes to or expansion of the program is the responsibility of PZ, consulting with TES. All proposals or requests for installation of new wayfinding signs should be addressed to PZ which will consult with TES prior to approval or denial.

COORDINATION: ELECTRICAL/LIGHTING

Signs that call for lighting must have power provided at the installation site. Coordination of electrical service and hookup is the responsibility of TES, except in the case of parking identity signs where power shall be provided at the installation site by the facility owner.

COORDINATION: PLANTING

Many signs in the program, particularly gateway and identity signs, will be enhanced by planting surrounding the final installed sign. Design, installation and maintenance of these planting beds is the responsibility of the Department of Parks, Recreation and Cultural Activities (PRCA) in coordination with PZ and TES as appropriate.

Using the Manual

When special conditions arise which are not addressed in this manual, consult with the implementation team.

MANUAL COMPONENTS

The Sign Family section of the manual explains the design of each sign in the program, along with guidelines for its application and implementation. As such it should be consulted for information regarding the appropriate use for a given sign, standards for sign messages, and location and orientation in the environment. Consistent application of these guidelines over time will ensure a coherent, uncluttered and easily navigable sign system. The appendix provides extensive detail on development of the design and strategy of the program.

A separate Technical Manual will supplement the Design Guidelines Manual, to include a Details and Specifications section with dimensions and details for each sign type for use as project bid documents. As phased implementation of signs occurs, planners should request construction of prototypes in order to confirm design details and standardize fabrication methods. Design refinements as a result of prototype review should be incorporated into future revisions of this document. The Technical Manual will also include a sign location section indicating recommended messaging and location for signs citywide. Amendments to the technical manual should be documented and are the responsibility of the joint TES and PZ implementation team.

PHASING

Implementation is planned for multiple phases spread out over a number of years to accommodate budget constraints, economic development priorities, and to take advantage of "low hanging fruit." Phase 1 will focus on parking signs in Old Town. Detailed phasing recommendations will be found in the Planning Commission Staff Report regarding this Manual. Initial fabrication and installation of the system (in phases) will be competitively bid and completed by an outside contractor. Maintenance and updating will be the responsibility of TES.

BUDGET

A primary design goal of the system is to marry its unique image to a sound, cost-efficient maintenance strategy. While the City will need to enhance its sign shop capabilities in response to taking on this new facet of visitor and community service, the sign system was designed so as not to be an undue burden on City resources or staff. To this end, the design team worked in close coordination with TES to jointly create an enduring and readily maintained system of signs.

DESIGN FOR COST EFFICIENT MAINTENANCE

System-wide, the following maintenance-related strategies have been pursued:

- *With TES, identify items to be stockpiled as precut and pre-finished components. Most sign elements, including changeable elements, can be stocked or produced within TES in-house capability allowing for fast response*
- *With TES, identify components not stockpiled, and items to be serviced and replaced by third-party vendors*
- *Use modular and shared components*
- *Avoid use of proprietary sign systems*
- *Keep the stockpiled components inexpensive and simple as practicable*
- *Reduce the number of different components*
- *Use mechanical fasteners vs. welding or gluing*
- *Use industry-standard, readily-available, materials, graphics and finishes*
- *Use the most durable, vandal- and graffiti-resistant materials and coatings*
- *Build in flexibility for alternative techniques and new technology*
- *Conform to all applicable regulatory agencies and accessibility guidelines*
- *Allow for TES tracking and inventory markings*
- *Use flat black poles allowing for in-field touchup by TES*

SIGN POSTS

The system does not call for "Catalog item" poles, as they can be subject to product discontinuation and proprietary pricing. Instead the system calls for a limited set of custom sign poles made from readily available materials utilizing industry standard fabrication techniques and industry-standard fasteners. This will allow competitive bidding and the use of multiple and/or local vendors. Poles are finished in such a manner that TES can patch and repaint in the field or in-house as needed. A stockpile of poles should be prefabricated and stored at a TES facility for fast response.

SIGN PANELS

Custom sign panels have been designed to be made from readily available materials, using industry standard mill thicknesses, sheet size dimensions and finishes, fabrication techniques and fasteners. As with posts, the city should pre-fabricate a stockpile of precut, pre-finished and pre-painted blank sign panels that will most likely require change out and repair. TES will be provided with templates for computer cut graphics, to be cut on TES equipment, for application of vinyl graphics to replacement panels. The overall sign structure is designed such that the message panel itself is easily removed & replaced.

REPLACEMENT PROCEDURE

Updates, replacement, or new sign orders on a small scale will be implemented by TES from stock-on-hand. Requests which qualify will be released directly to the sign shop for implementation. Larger sign orders may be issued as contract documents for bidding by commercial sign fabricators. This process requires preparation of a full bid package, which will reference this and the technical manual and set explicit requirements for shop drawings, sample submittal, and performance specifications.
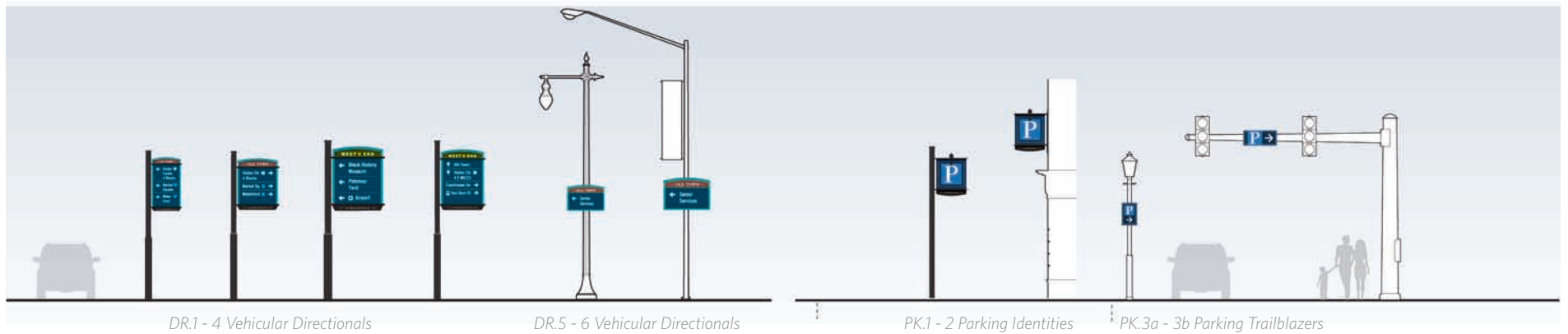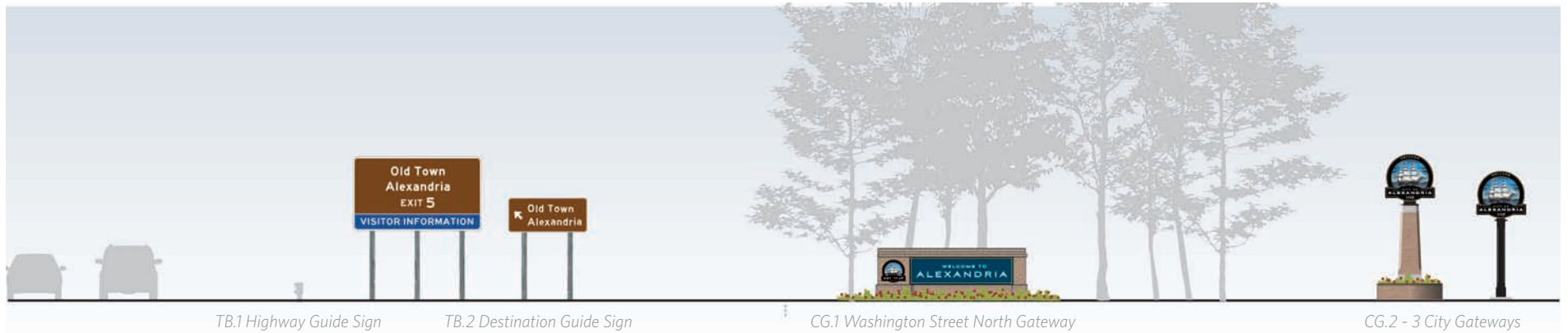
SIGN FAMILY

The components of the sign system were designed individually for optimal functionality while complementing each other in form and finish to create a unified sign family.

- *Highway Signs: Standard DOT guide signs*

- *City Gateways: Signs and structures distinguishing city edges or entry portals.*

- *Vehicular Directionals: Signs serving to direct vehicular traffic to key destinations within and beyond the city.*

- *Parking Signs: Identification and directional signs for parking which help make facilities easier to locate*

- *Pedestrian Kiosks & Directionals: Signs and maps intended to orient and direct individuals on foot throughout the city*

- *Shared Use Path Signs: Directional signs geared specifically for paths used by bicycles and for other recreation*

- *Interpretive Signs: Signs which communicate historic or culturally relevant information about a site*

- *Destination Identity: Signs identifying a destination, including multiple configurations for different settings.*

- *District Identity: Signs identifying the edge, or reinforcing the core of a district*

- *Banner Standards: Guidelines for use of banners to enliven and unify streetscapes*

- *Neighborhood and Historic District Identity: Guidelines for signs to identify the edge, or reinforce the core of a neighborhood or historic district.*

Note: Technical drawings which provide details of fabrication, material, assembly, etc. are located in the Technical Manual

Overview

TB.1 Highway Guide Sign　　　*TB.2 Destination Guide Sign*　　　*CG.1 Washington Street North Gateway*　　　*CG.2 - 3 City Gateways*

DR.1 - 4 Vehicular Directionals　　　*DR.5 - 6 Vehicular Directionals*　　　*PK.1 - 2 Parking Identities*　　　*PK.3a - 3b Parking Trailblazers*

IK.1 - 3 Visitor Kiosks   PD.1 Pedestrian Directional   PD.2 -3 Pedestrian Directionals   BP.1 Shared-Use Path   IN Interpretive Signs and Panels
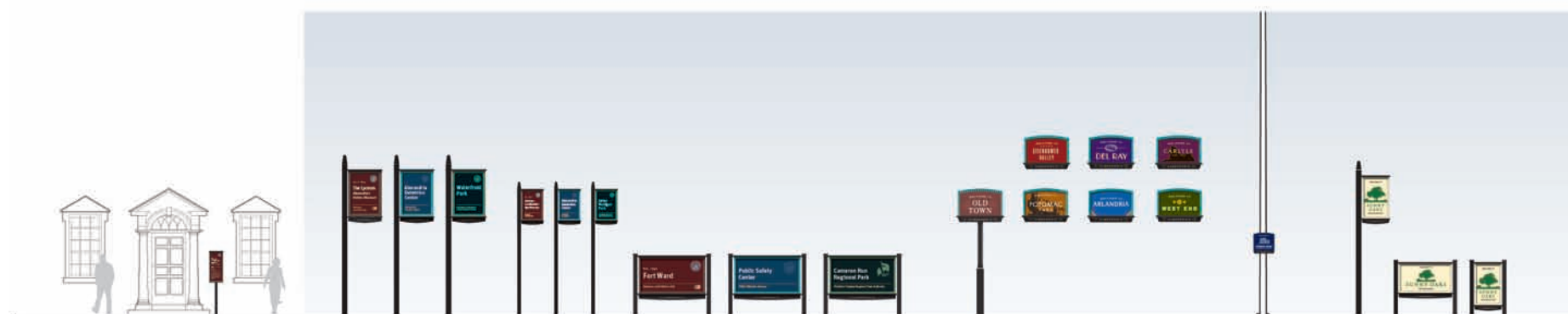
DI.1 Destination ID   DI.2 Destination ID   DI.2a Destination ID   DI.3 Destination ID   DM District Identity Marker   DH Historic Marker   Neighborhood Identity

TB.1 Highway Supplemental Guide Sign

12'-0" minimum

6'-0" minimum

Old Town
Alexandria
EXIT 5

VISITOR INFORMATION

7'-0" minimum

Travel Lane

Shoulder

TB.1 Highway Supplemental Guide Sign

OBJECTIVES

- *Provide directional information in advance of key highway exits*

- *Use consistent wording that will coordinate with messages on vehicular directionals within the city.*

RATIONALE

Virginia Department of Transportation standards allow *Supplemental Guide Signs* for cultural interest area destinations within 15 miles of an interstate highway. Design of these signs complies with the federal MUTCD standards.
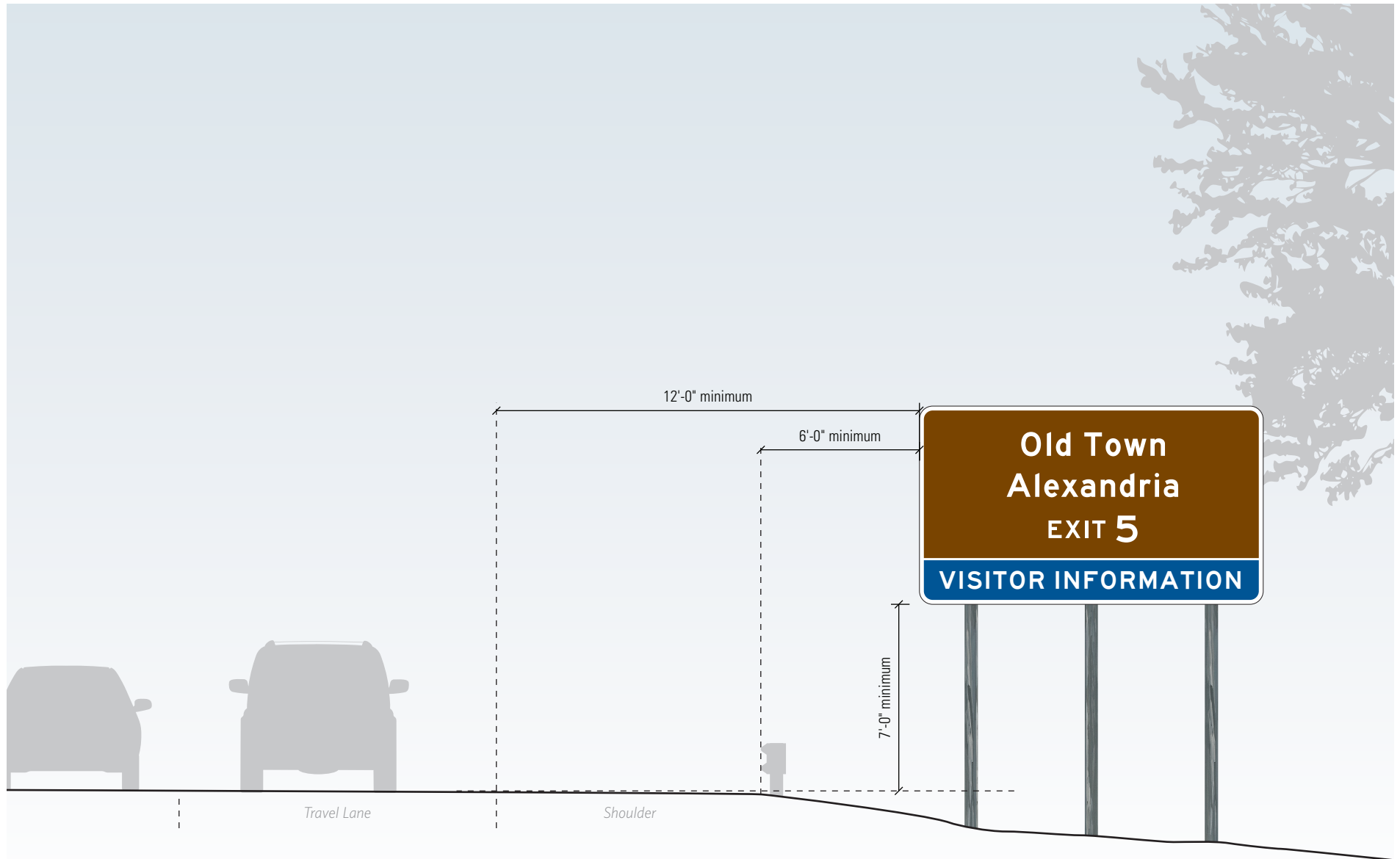
LOCATION

Signs meeting these standards are proposed in advance of the following interstate exits, which are key for visitors arriving by motor vehicle:

- *Northbound I-395, Exit 5 (King St.)*

- *Southbound I-395, Exit 5 (King St.)*

- *Eastbound I-95, Exit 177A (US-1, Patrick St.)*

- *Westbound I-95, Exit 177C (Church St.)*
  Mount Vernon may appear on the same sign

Exact physical locations are to be determined by VDOT.

CONTENT

A consistent message of "Old Town Alexandria" with exit number and a secondary message of "VISITOR INFORMATION" in a standard blue field is preferred. Size is to be based on VDOT/MUTCD standards.

Old Town Alexandria
EXIT 5
VISITOR INFORMATION
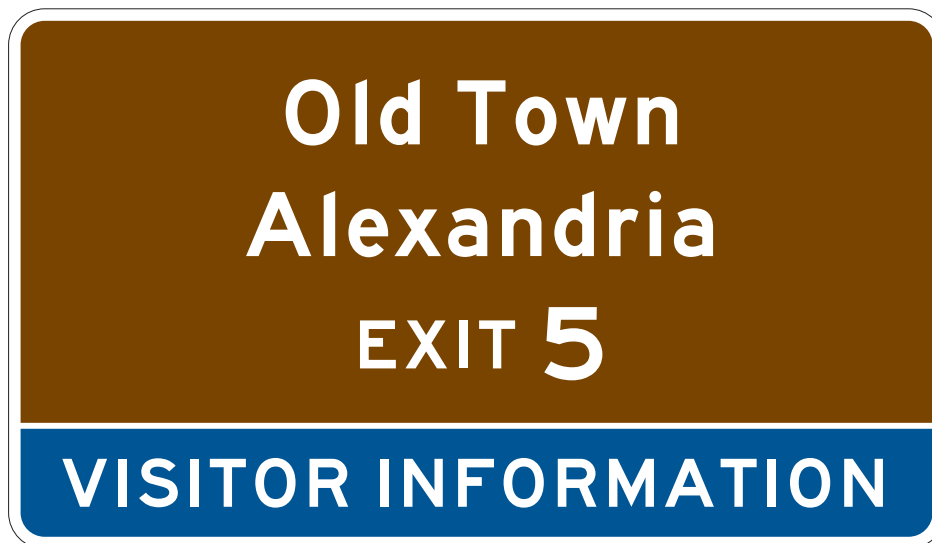
Front View

TB.2 Destination Guide Sign

12'-0" minimum

6'-0" minimum

7'-0" minimum

Old Town
Alexandria

Travel Lane

Shoulder

RATIONALE

The MUTCD specifies follow-up *Destination Guide Signs* along exit ramps where necessary to indicate a turn. Design of these signs complies with the federal MUTCD standards.

LOCATION

Signs meeting these standards are proposed in advance of ramp splits at the following exits:

· *Northbound I-395, Exit 5 (King St.)*

· *Southbound I-395, Exit 5 (King St.)*

· *Westbound I-95, Exit 177C (Church St.)*
  Mount Vernon may appear on the same sign

Exact physical locations are to be determined by VDOT.

CONTENT

A consistent message of "Old Town Alexandria" with accompanying directional arrow is preferred.

Front View

CG.1 Washington Street North Gateway
HORIZONTAL BRICK MONUMENT

14'-0" to face of curb

WELCOME TO
ALEXANDRIA
EST. 1749

CG.1 Washington Street North Gateway
HORIZONTAL BRICK MONUMENT

15'-0"

4'-9"

WELCOME TO
ALEXANDRIA

EST. 1749

Front View

3D Massing Study

OBJECTIVES

- *Create a memorable, welcoming threshold to the city*
- *Present an enduring emblem of the city, attractive to visitors and residents - warm, inviting, unique*

RATIONALE

A monumental brick gateway capitalizes on sites with an expansive open area to create a gateway expression in scale with the landscape. The brick detailing is evocative of historic brick structures in the city and is based in part on the brick wall surrounding the Christ Church. As the first element of the wayfinding system passed when entering the city, the gateway uses color and graphic style to set the stage for the family of signs which follow it.

LOCATION

A single installation at the site of the current N. Washington Street welcome sign is planned.

CONTENT

The warm, inviting message of "WELCOME TO ALEXANDRIA" was selected by the SAG.

ILLUMINATION

Soft, elegant uplighting will highlight the city emblem, brickwork and dimensional letters.
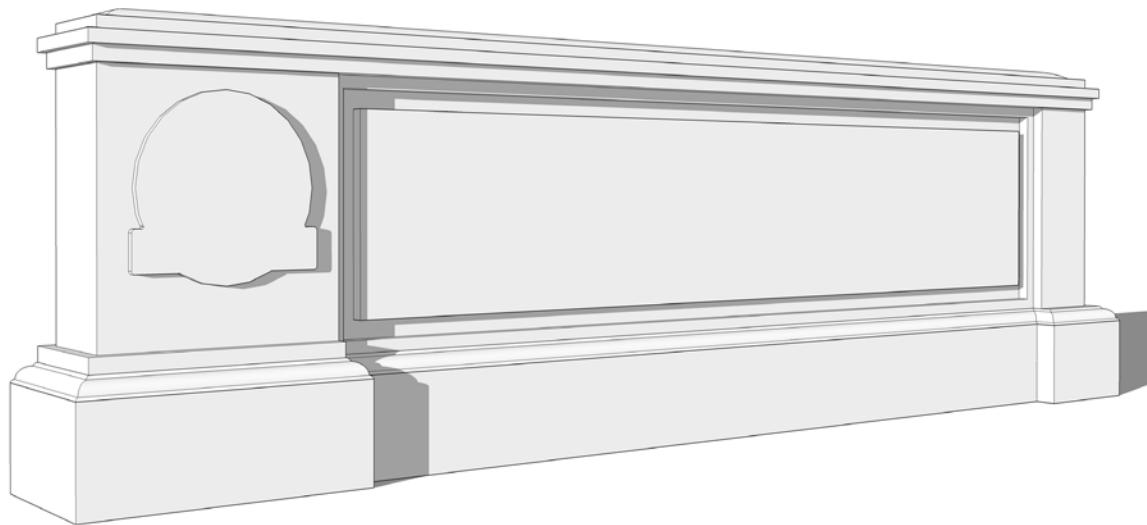
PLANTING

Planting materials and design to be consistent with historic parkway character. Coordinated by Dept PRCA and approved by NPS.

MATERIAL

Brick monument. City emblem and text panel: painted metal with dimensional letters.

CG.2 City Gateway
BRICK PIER

18" min   18" min

CG.2 City Gateway

5'-0"

14'-9"

Front View

Top View

3D Study

OBJECTIVES

- *Create a memorable, welcoming threshold to the city*
- *Present an enduring emblem of the city, attractive to visitors and residents - warm, inviting, unique*

RATIONALE

The CG.2 brick pier gateway maintains the monumental brick vocabulary of its larger sibling in a more compact form that emphasizes the Alexandria emblem.

LOCATION

This sign will replace existing "thistle" welcome signs throughout the city. One new location is planned on S. Washington Street. Physical location per ASHTO (American Association of State Highway and Transportation Officials) guidelines for horizontal clearance.

ILLUMINATION

A single internal light behind the Alexandria wordmark also spills up to wash the emblem. A ground-mounted fixture may also be incorporated into the planter base to wash the brick pier with light.
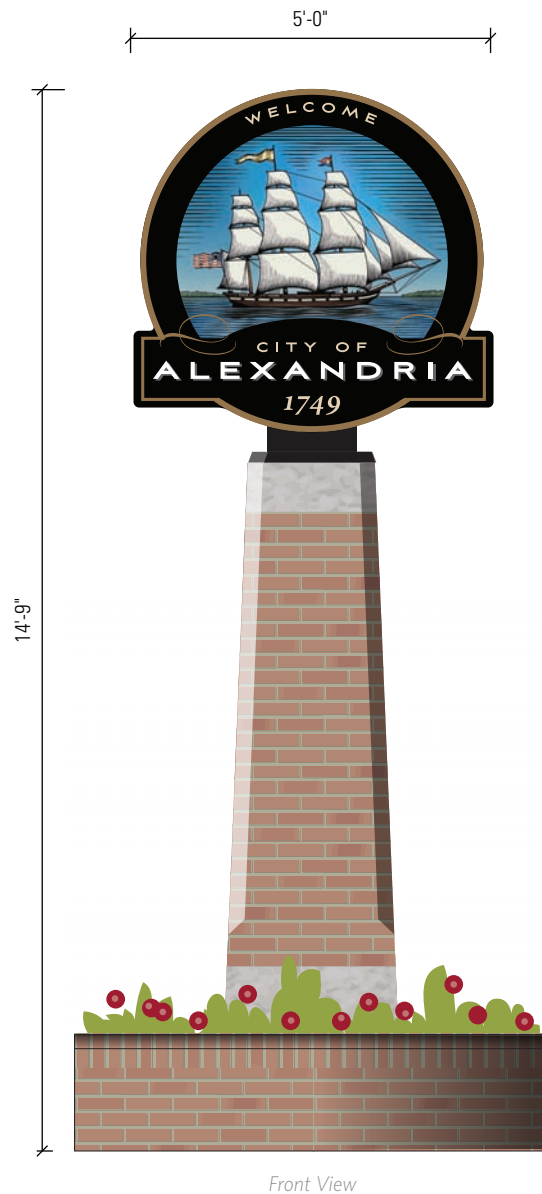
PLANTING

A brick planter base ties the design to the ground while addressing concern of vehicular safety, and may be planted or lined with cobblestone pavers.

Planting plan to be designed by Parks and Recreation.

MATERIAL

Brick pier. Sign face: painted metal with dimensional letters and digital print graphic.

7'-0" min if no curb

5'-0"

13'-0"

WELCOME

CITY OF
ALEXANDRIA
1749

Front View

WELCOME

CITY OF
ALEXANDRIA
1749

3D Study

OBJECTIVES

- *Create a memorable, welcoming threshold to the city*
- *Present an enduring emblem of the city, attractive to visitors and residents - warm, inviting, unique*

RATIONALE

The CG.3 is similar in configuration to the CG2 brick pier gateway, but substitutes a metal post with a breakaway footing for tighter installation conditions.

LOCATION

This sign will replace existing "thistle" welcome signs throughout the city. Physical location per ASHTO guidelines for horizontal clearance.

ILLUMINATION

A single internal light behind the Alexandria wordmark also spills up to wash the emblem.

MATERIAL

Painted metal with dimensional letters and digital print graphics.
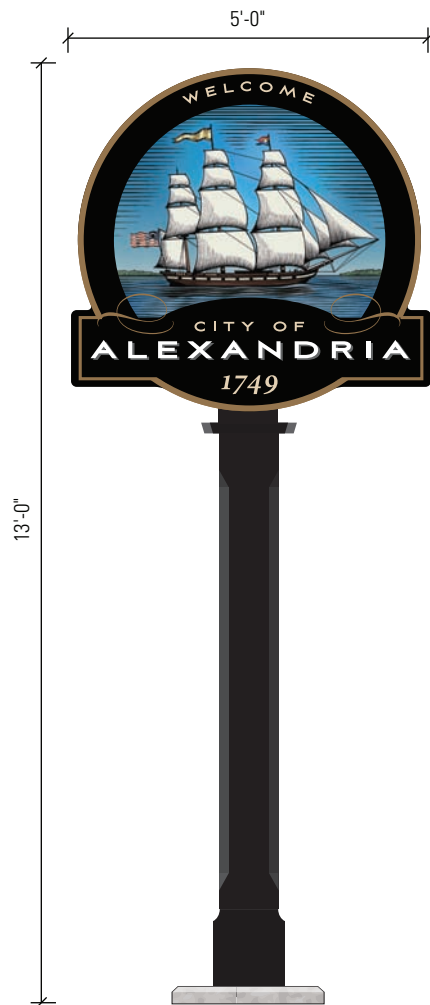
DR.1 Vehicular Directional

KING STREET VERSION

15'-0"

Sign detail:
OLD TOWN
← Visitor Center 4 Blocks
← Market Square
← Waterfront

2'-11"

2'-8"

7 1/4"

5'-4 3/4"

4'-3 1/2"

3 5/8"

OLD TOWN

← Visitor **i**
Center
4 Blocks

← Market **P**
Square

← Water- **P**
front

CITY OF **ALEXANDRIA** EST. 1749

Front View

Back View

OBJECTIVES

- *Accommodate vehicular messages in a compact yet distinctive framework*

- *Reinforce district presence and enhance city-wide identity*

RATIONALE

Vehicular directionals guide motorists to individual destinations of interest. The district header panel reinforces the extent of the city's districts.

LOCATION

Located at least 100' in advance of a "decision point" which requires a vehicular maneuver (turn).

This sign is appropriate along King Street and secondary residential streets in Old Town where slow road speeds and scale of the road section warrant a minimally intrusive sign and smaller text size. This reduced-size version utilizes 3.5" text, which is below the minimum MUTCD guidelines.

CONTENT

Individual destinations should appear in the order of arrival, starting with the direction which requires the most complex maneuver (typically a left turn). "Visitor Center," "Airport" and Metro stations appear with a corresponding icon for clarity. "Visitor Center" may also include a secondary line of distance information, since this message may appear throughout the city. The header panel indicates the district in which the sign is located. An alternate version with a blank header may be used for signs outside of any district (see pages 92-93 for more information on districts). The footer panel contains the Alexandria wordmark. The back of the sign is blank because it would need to be viewed from the opposite side of the street, which is not practical at this scale.

MATERIAL

Painted metal with applied vinyl text.
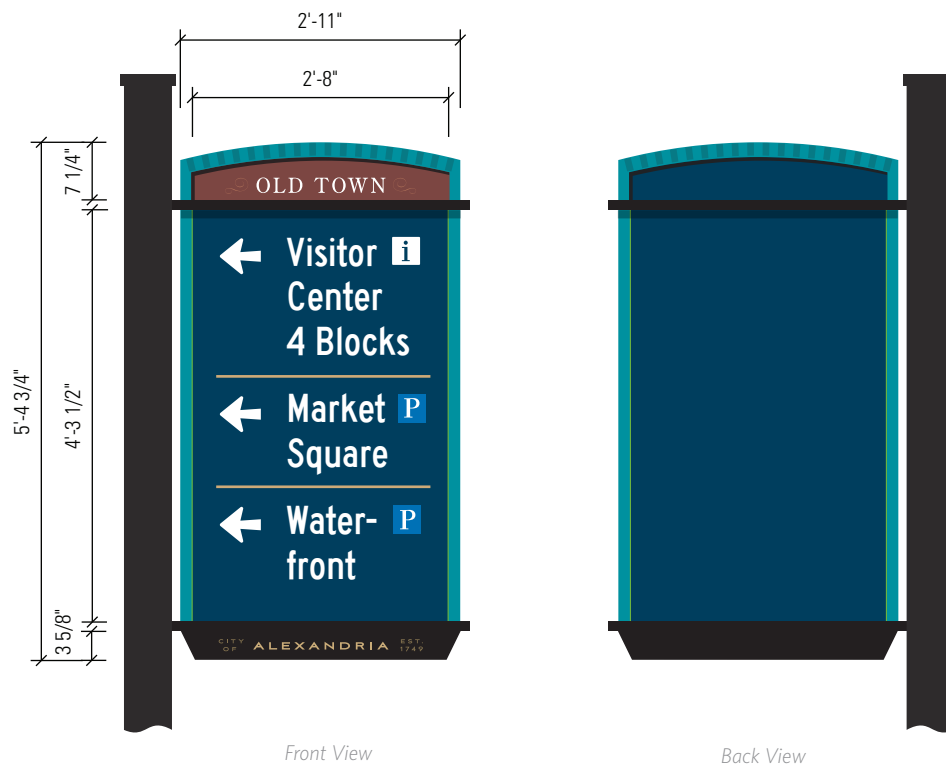
DR.2 Vehicular Directional
WASHINGTON STREET VERSION

15'-0"

OLD TOWN

Visitor Ctr.
4 Blocks
Market Sq.
Waterfront

OBJECTIVES

Same as DR.1

RATIONALE

Same as DR.1

LOCATION

Located at least 100' in advance of a "decision point" which requires a vehicular maneuver (turn).

This sign is appropriate for Washington Street. Text is 4" cap height which is the minimum standard set by the MUTCD for community wayfinding signs on roadways where posted speed limits exceed 25 MPH. Signs are limited to three messages or five lines of text, and have been graphically optimized to maximize legibility while minimizing overall size based on messages specific to the Washington Street corridor. As a result of the graphic optimization (and size reduction) done specifically for Washington Street, this sign will not be large enough to accommodate the proposed message content for most 25MPH roadways. See the standard 4"version.

CONTENT

Same as DR.1

MATERIAL

Same as DR.1

4'-1"

3'-9"

10"

5'-2 1/2"

3'-8 1/4"

5"

OLD TOWN

Visitor Ctr. **i** ➡
4 Blocks

Market Sq. **P** ➡

Waterfront **P** ➡

CITY OF **ALEXANDRIA** EST. 1749

Front View

Back View

DR.3 Vehicular Directional
ARTERIAL VERSION

WEST END
← Black History Museum
← Potomac Yard
← ✈ Airport

16'-0"

Front View

OBJECTIVES

Same as DR.1

RATIONALE

Same as DR.1

LOCATION

Located at least 100' in advance of a "decision point" which requires a vehicular maneuver (turn).
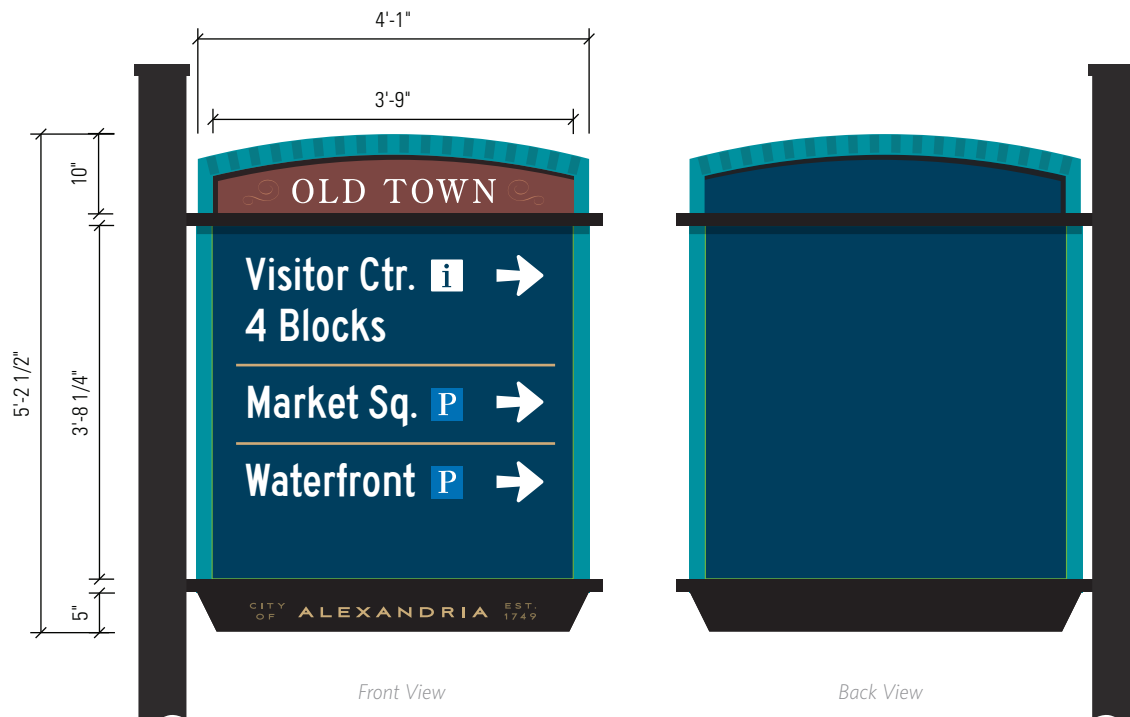
This sign is appropriate for arterial corridors west of Old Town. Signs are limited to three messages or five lines of text, and have been graphically optimized to maximize legibility while minimizing overall size. Text is 5″ cap height which is below the minimum standard set by the MUTCD for community wayfinding signs on roadways above 25 MPH, but has been determined to be suitable for Alexandria arterials.

CONTENT

Same as DR.1

MATERIAL

Same as DR.1

DR.4 Vehicular Directional

STANDARD 4″ VERSION

16'-0"

WEST END
↑ Old Town
↑ Visitor Ctr.
4.5 MILES
Eisenhower Av →
Van Dorn St →

4'-4"

4'-0"

10 1/2"

6'-1 1/2"

4'-6"

5 1/2"

WEST ✳ END

↑ Old Town

↑ Visitor Ctr. ℹ️
4.5 MILES

Eisenhower Av →

Ⓜ Van Dorn St →
metro

CITY OF **ALEXANDRIA** EST. 1749

Front View

Back View

OBJECTIVES

Same as DR.1

RATIONALE

Same as DR.1

LOCATION

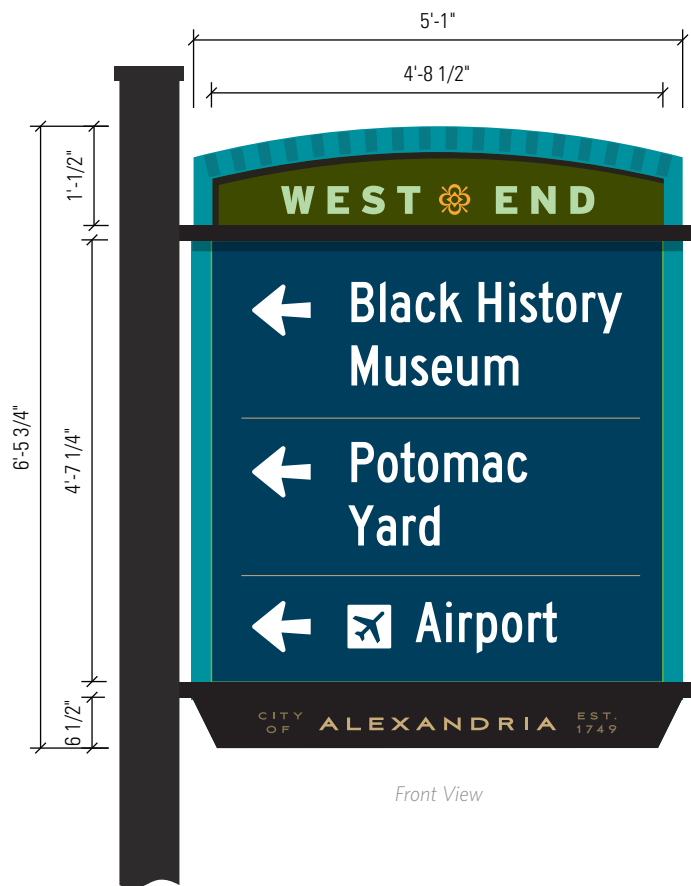Located at least 100' in advance of a "decision point" which requires a vehicular maneuver (turn).

This sign is appropriate for non-arterial roadways west of Old Town.   Signs are limited to four messages or six lines of text, and have been graphically optimized to maximize legibility while minimizing overall size. Text is 4" cap height which is the minimum standard set by the MUTCD for community wayfinding signs on roadways 25 MPH or less.

CONTENT

Same as DR.1

MATERIAL

Same as DR.1

DR.5, DR.6 Vehicular Directional
SINGLE (FOUR INCH AND FIVE INCH VERSIONS)

9'-0"

9'-0"

OBJECTIVES

- *Accommodate vehicular messages in a compact yet distinctive framework*
- *Reinforce district presence*
- *Enhance city-wide identity*

RATIONALE

A smaller, lower-cost variant Vehicular Directional for single messages may mount to existing poles, and utilizes 4″ text or 5″ text. It may also be used multiple times in sequence to blaze a trail to a destination requiring several turns.

MATERIAL

Painted metal with applied vinyl text.
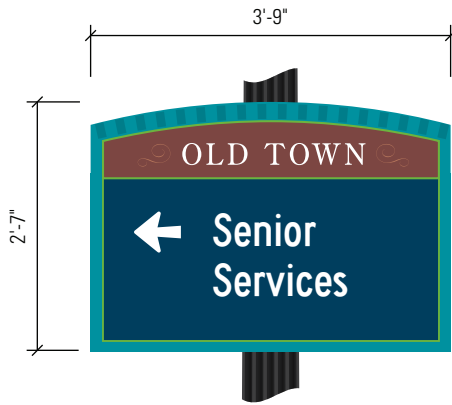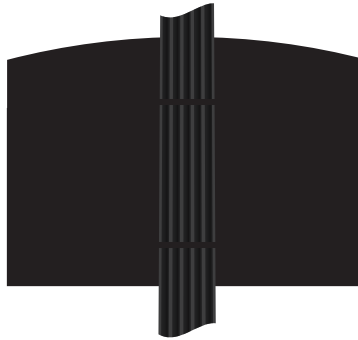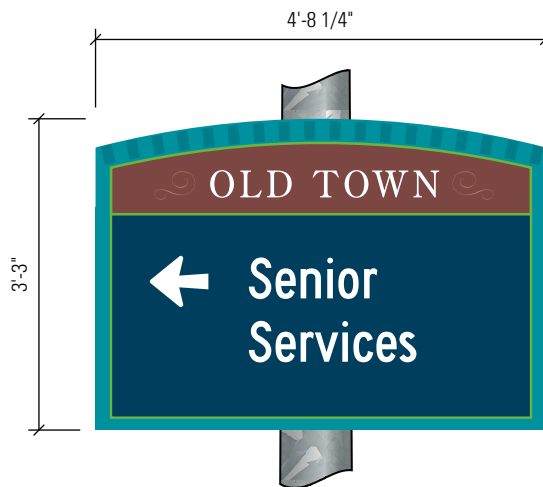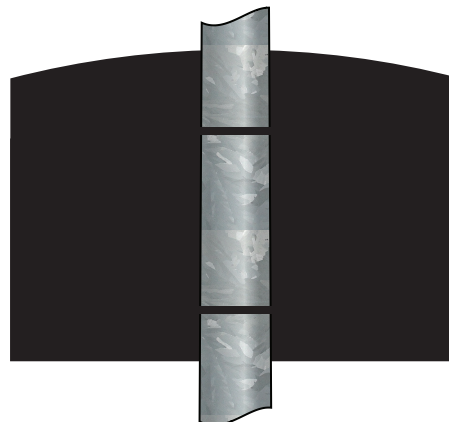
3'-9"

2'-7"

OLD TOWN
Senior Services

Front View

Back View

4'-8 1/4"

3'-3"

OLD TOWN
Senior Services

Front View

Back View

15'-4"

3'-3 3/4"

3'-0"

3'-10"

3'-0"

7"

P

Central
Parking System

Front View

3D Study

Illumination Concept

OBJECTIVES

- *Clearly direct to and identify visitor parking facilities*
- *"Brand" visitor parking for Alexandria and its Districts*
- *Infuse these signs with the flavor of Alexandria to enhance identity and welcoming image*

RATIONALE

This sign identifies parking facilities with a consistent look, making them easier to locate and in turn getting cars off the road quicker. It eliminates the need for extra a-frame and directional signs which are presently used to overcome a lack of visibility.

LOCATION

Located at or near the entrance to surface parking lots, or garages where conditions make a building-mounted sign impractical.

CONTENT

Simple, stylized "P" icon is widely recognized. City wordmark or private operator logo may be located in the black footer panel. Operator logo allowed only if sign is located on private property.

ILLUMINATION

Integrated minimal gooseneck fixtures wash sign faces with light from above.

MATERIAL

Painted metal with applied vinyl text.

Varies Based on Architecture
Minimum 8'-0" per City code

Front View (City operated version)

Back View (City operated version)

Front View (Private operated version)

Back View (Private operated version)

OBJECTIVES

- *Clearly direct to and identify visitor parking facilities*
- *"Brand" visitor parking for Alexandria and its Districts*
- *Infuse these signs with the flavor of Alexandria to enhance identity and welcoming image*

RATIONALE

Variant version of Parking Identity sign mounts directly to parking structure.

LOCATION

Located at or near the entrance of a parking garage. Mounting position on the building will vary in response to architectural details but must be 9 feet above grade at a minimum.

CONTENT

Same as PK.1

ILLUMINATION

Same as PK.1

MATERIAL

Same as PK.1

PK.3a Parking Trailblazer

7'-0" minimum
8'-0" preferred

1'-6"

2'-3"

P

Front View

Back View

OBJECTIVES

- *Clearly direct to and identify visitor parking facilities*
- *"Brand" visitor parking for Alexandria and its Districts*
- *Infuse these signs with the flavor of Alexandria to enhance identity and welcoming image*

RATIONALE

Directs vehicles to nearby parking facilities. Simple painted aluminum sign is mounted with straps to existing pole. Design coordinates with parking identity signs to aid in wayfinding. Vertical configuration is optimized for mounting to an existing post.

LOCATION

Located at key intersections ("decision points") leading to parking facilities. Sign locations are based upon:

- *Key routes of arrival identified in the circulation study*
- *Directions from destinations which do not offer on-site parking (to aid drivers who perform a "front door cruise-by")*

Where practical, PK.3b should be used instead for maximum visibility.

CONTENT

Simple stylized "P" icon is widely recognized and coordinates with parking identity signs.

MATERIAL

Painted metal with retroreflective face.

These are the only signs in the system that should be retroreflective.

PK.3b Parking Trailblazer
MAST ARM

3'-4"

1'-6"

Front View

Back View
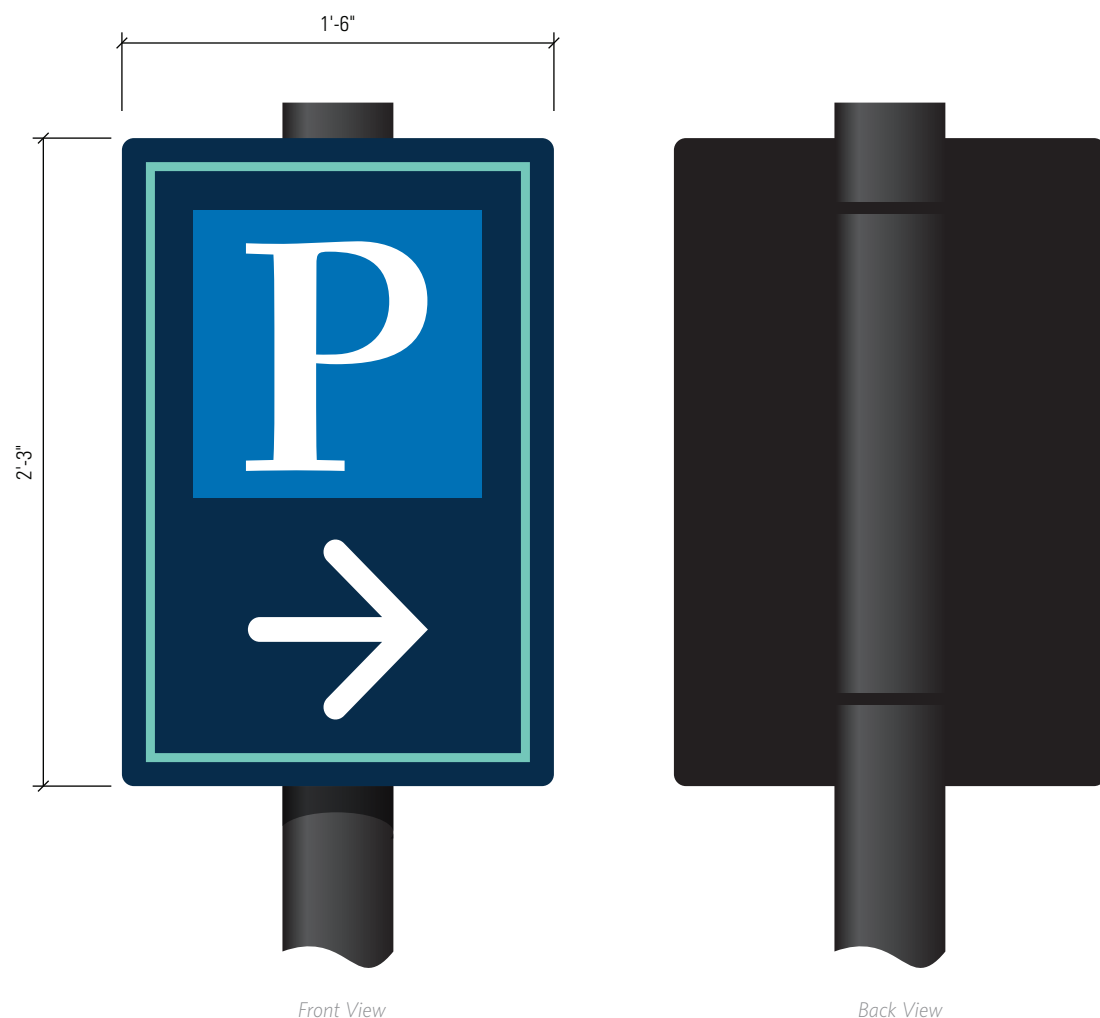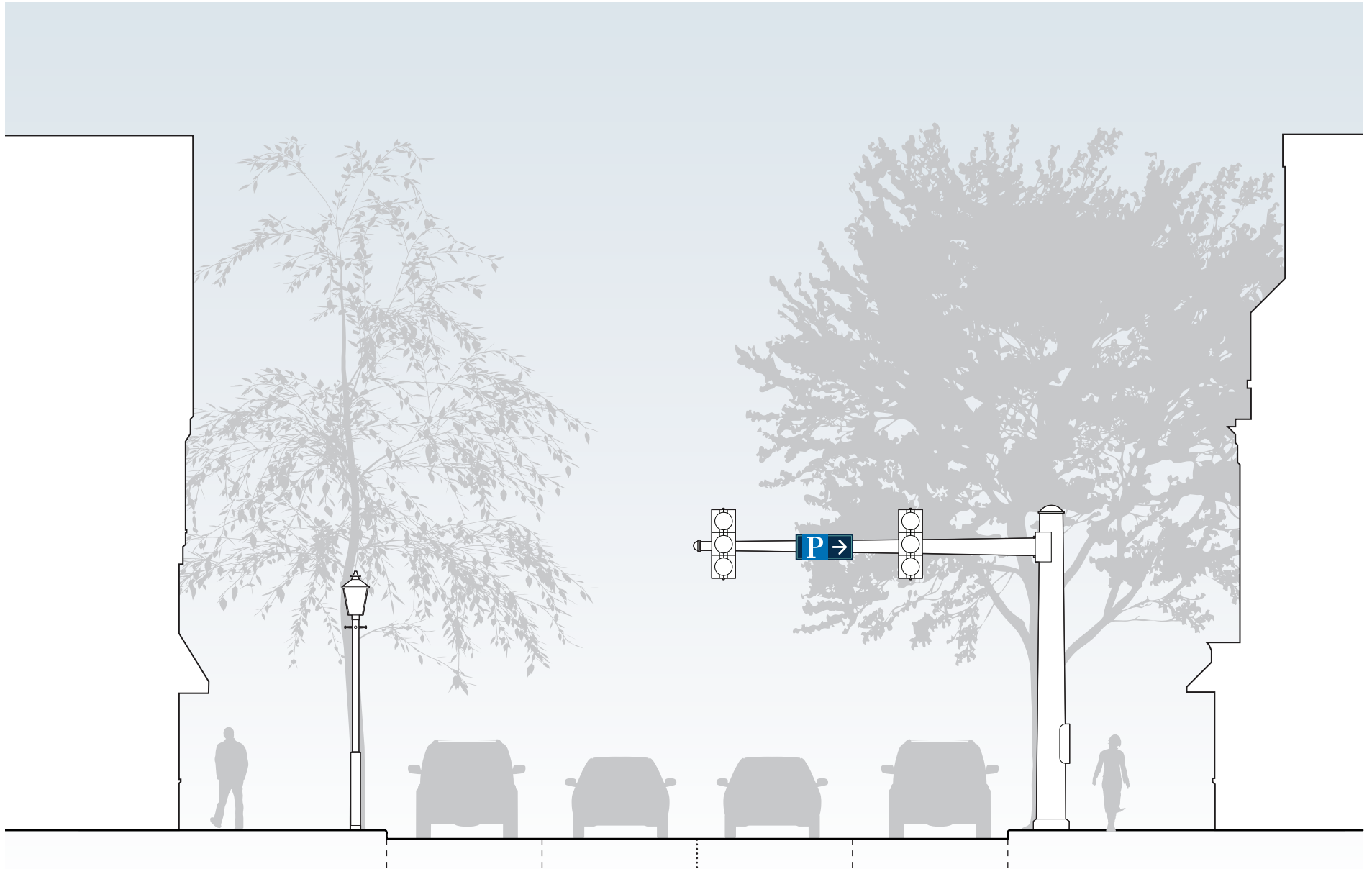
PK.3b Parking Trailblazer
MAST ARM

OBJECTIVES

- *Clearly direct to and identify visitor parking facilities*
- *"Brand" visitor parking for Alexandria and its Districts*
- *Infuse these signs with the flavor of Alexandria to enhance identity and welcoming image*

RATIONALE

A companion to PK.3a, in a horizontal configuration optimized for mounting to a traffic signal crossarm.

LOCATIONS

Same as PK.3a

CONTENT

Same as PK.3a

MATERIAL

Same as PK.3a
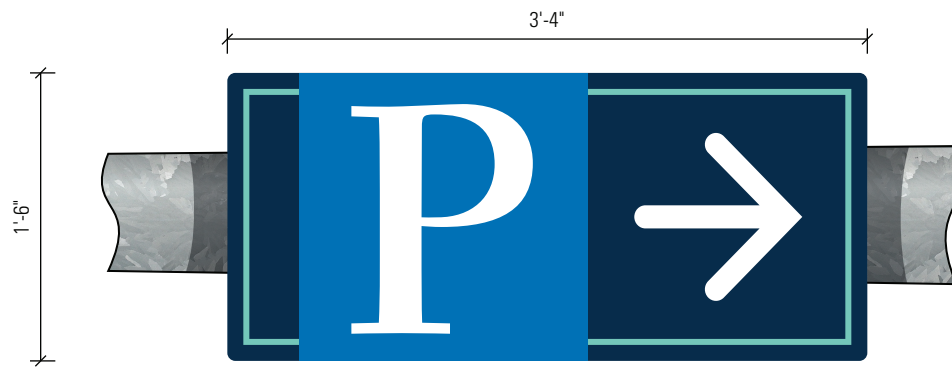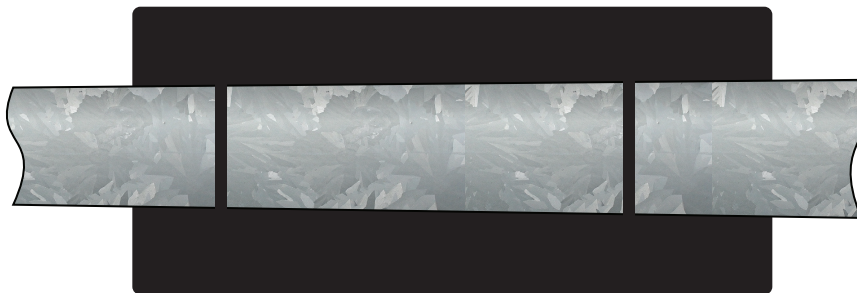
IK.1 Visitor Kiosk
FOUR SIDED

3'-10"

10'-1"

INFORMATION

OBJECTIVES

- *Provide orientation, events and interpretive content at key pedestrian nodes, transit centers, and bike trail entry points*
- *Content panels to be modular, adaptable to wall mounting, and easily updated/changed out by city staff*
- *Reinforce District Identity, which appears on "headers"*
- *Create uniform, recognizable structure, city-wide, reinforcing City of Alexandria identity*

RATIONALE

Large scale kiosk provides for four individual panels of information in an elegant, civic structure. Panels are easily and inexpensively updated.

LOCATION

Located at key plaza spaces where the kiosk may be approached from all sides.

CONTENT

Sides A & C: Visitor maps (see page 32)

Sides B & D: Historic interpretive panel, seasonal events, or public art.

ILLUMINATION

Option 1: Lights concealed in the roof structure wash sign faces, as well as the ground, in a pool of welcoming light (recommended at Market Square).

Option 2: Translucent plastic sign faces are internally illuminated, for maximum glow at night (recommended at Metro Stations).

MATERIAL

Painted metal structure with stone base. Digitally printed graphics.

2'-3"

8"

5'-0"

OLD TOWN

*Typical View
(same on all sides except for content)*
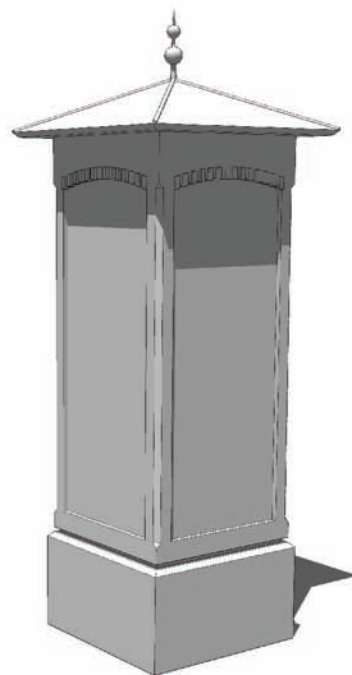
3D Study

Illumination: Downward

Illumination: Back lit

IK.2 Visitor Kiosk
TWO SIDED

3'-7"

8'-0"

INFORMATION

ALEXANDRIA

2'-10"

2'-3"

5'-0"

i

INFORMATION

CITY OF **ALEXANDRIA** EST. 1749

Front View

OLD TOWN

CITY OF **ALEXANDRIA** EST. 1749

Back View
(may be blank if installed in front of a wall)

RATIONALE

Smaller kiosk structure allows for two back-to-back panels of information. Panel artwork matches the size of the IK.1 panels in order to minimize artwork development expenses.

LOCATION

Located at secondary spaces where a major kiosk is deemed unnecessary or will not fit. May also be used as a single sided, freestanding alternative to IK.3. Typically located along bike trails, at transit centers, or at parking garages.

CONTENT

Side A: Map (see page 32)

Side B (when used): Historic interpretive panel, seasonal events, or public art.

MATERIAL

Painted metal with digitally printed graphics.

3'-0"

6'-6"

1'-6"

INFORMATION

CITY OF ALEXANDRIA
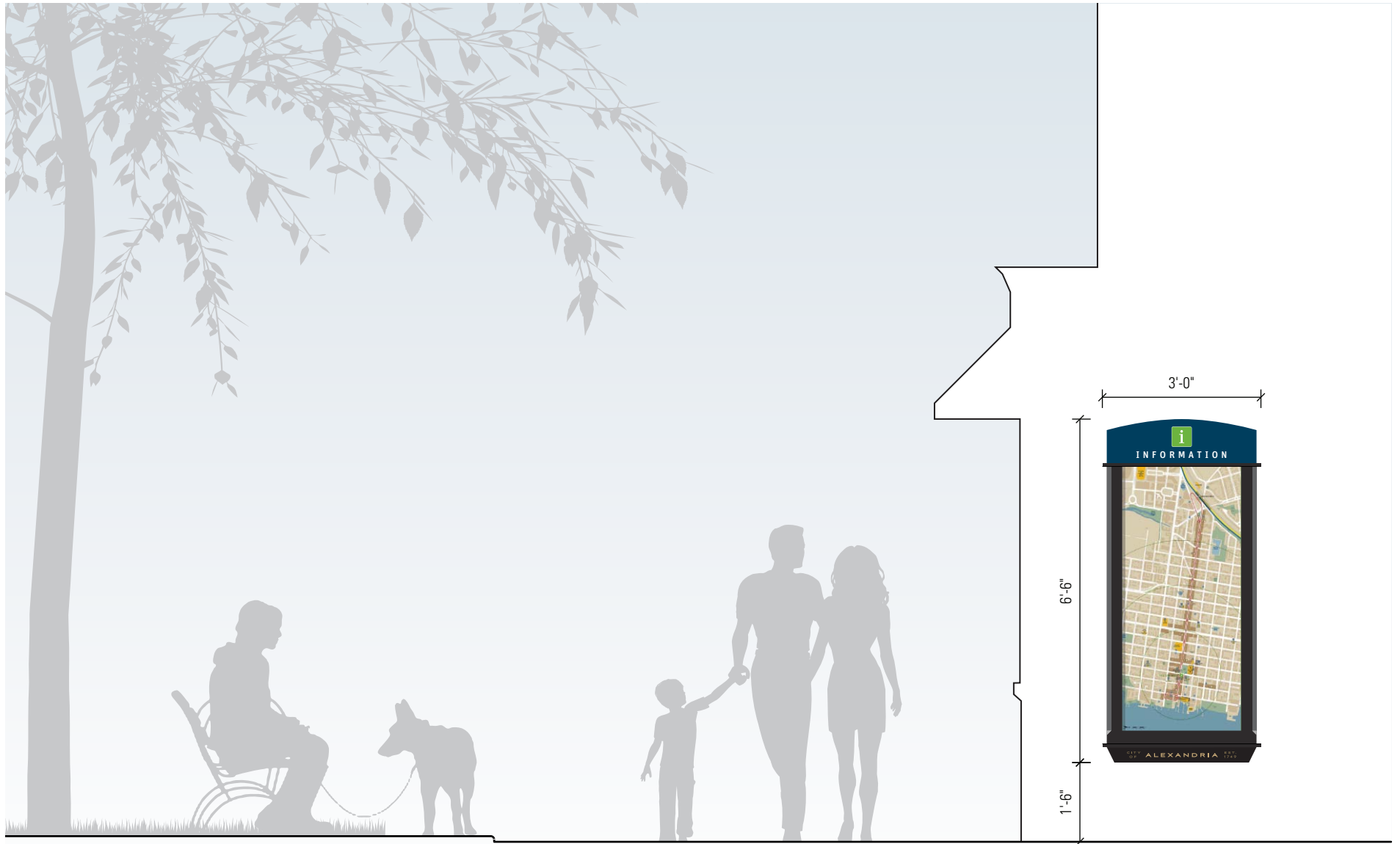
IK.3 Visitor Kiosk
WALL MOUNTED

RATIONALE

An alternate kiosk structure, sized to match IK.2 but mounting directly to an existing wall. Panels are fully interchangeable with IK.2.

LOCATION

Typically located at parking garages.

CONTENT

Map (see page 32)

MATERIALS

Same as IK.2

3'-0"

2'-3"

6'-6"

5'-0"

i

INFORMATION

CITY OF **ALEXANDRIA** EST. 1749
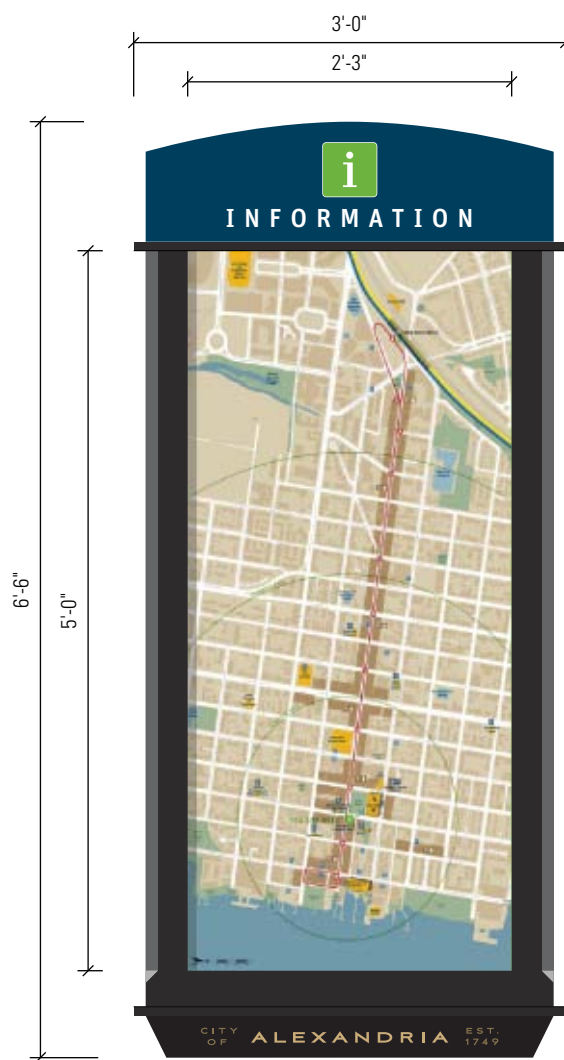
Front View

PD.1 Pedestrian Directional
POINTER

3'-7"

12'-0"

8'-0" minimun

Carlyle
5 min walk to Federal Courthouse
5 min walk to USPTO

Old Town
20 min walk to Waterfront
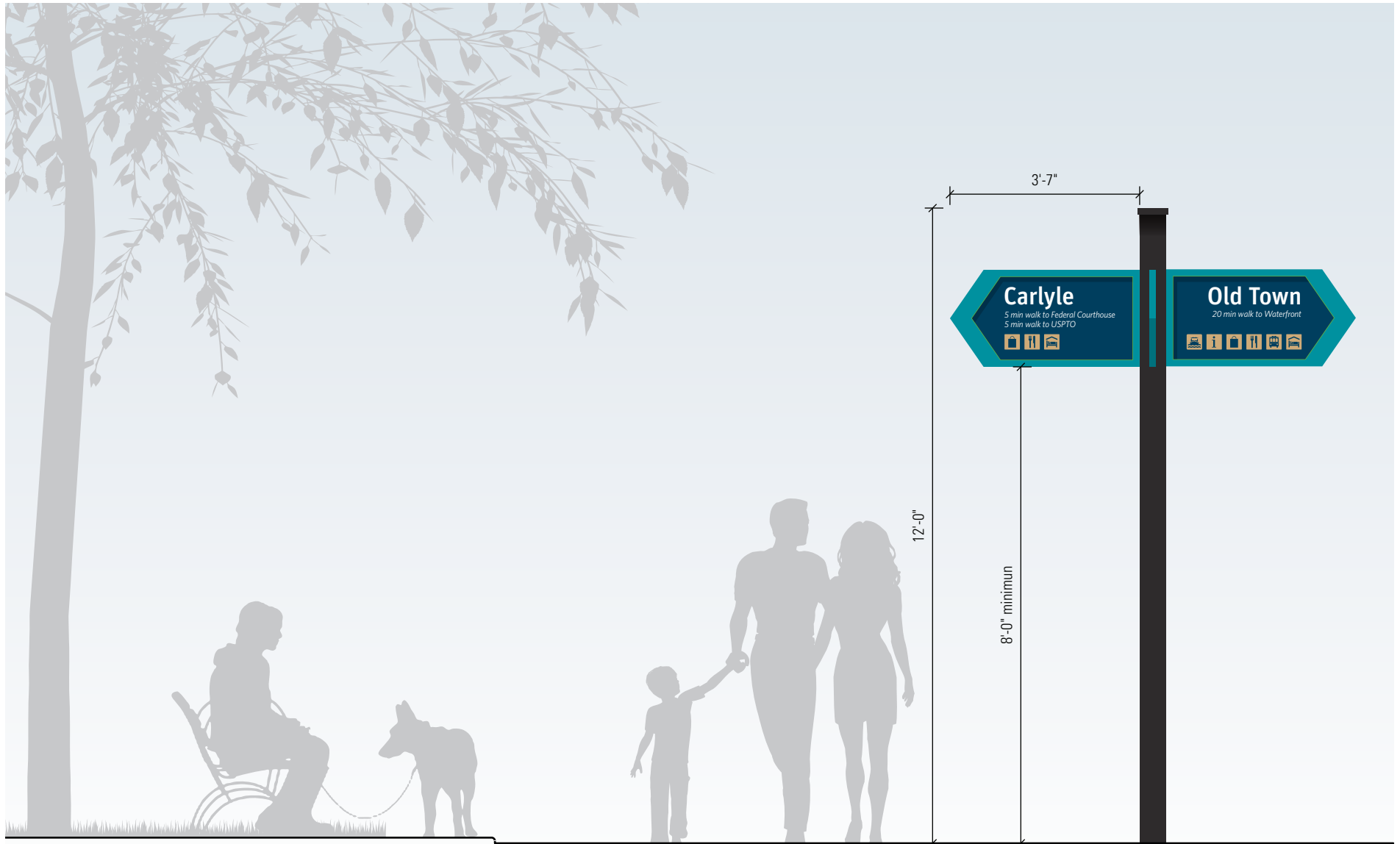
OBJECTIVES

- *Quickly orient and direct users when they arrive at confusing areas (off the city grid)*
- *Provide international icons that broadly highlight area amenities*

RATIONALE

Double sided pointer sign provides a quick, "heads-up," cant-miss orientation to visitors as they arrive on site.

LOCATION

Located at plaza spaces where pedestrians may begin their exploration on foot (transit stops, water taxi, motorcoach drop-offs, etc.)

CONTENT

Primary directional destination, with supplemental walking time information and amenity icons.

MATERIAL

Painted metal with applied vinyl graphics.

Carlyle
5 min walk to Federal Courthouse
5 min walk to USPTO

Old Town
20 min walk to Waterfront

Typical View
(varies depending on direction blades point)
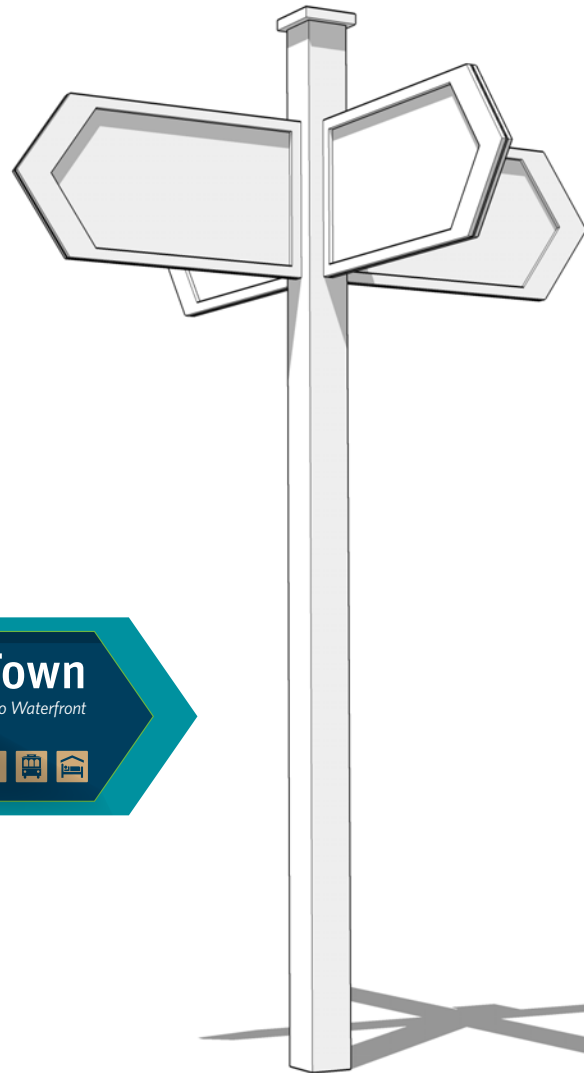
3D Study

1'-1"

3'-3 1/4"

4'-0"

South Washington Street →
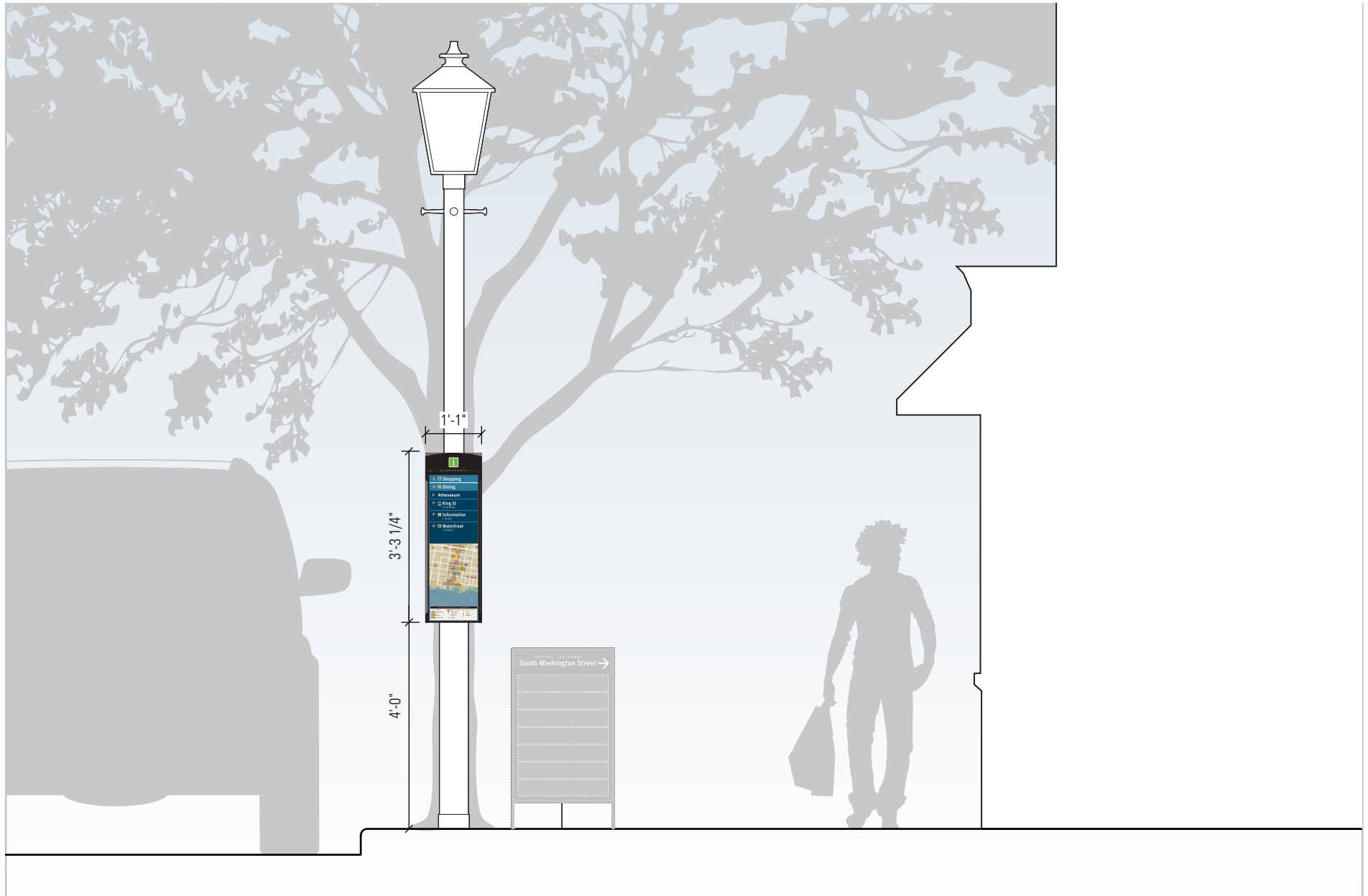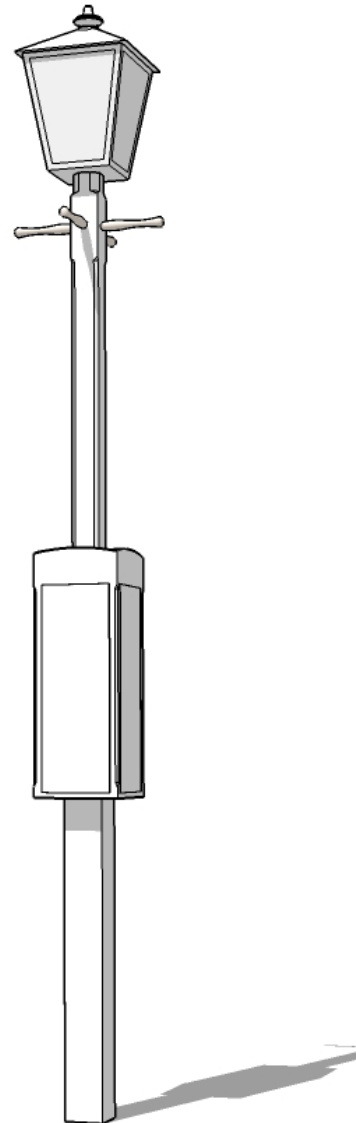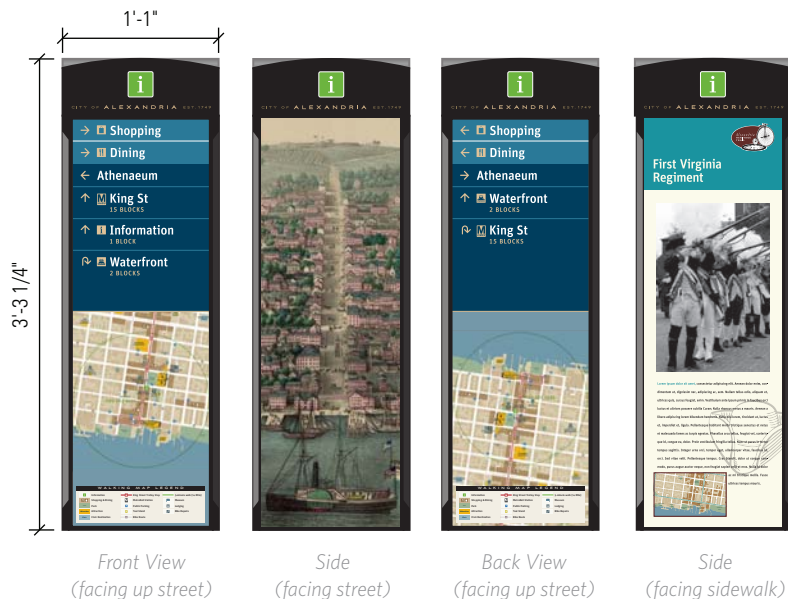
OBJECTIVES

- *Encourage a pedestrian/walking environment by providing optimally-placed and reassuring orientation along key walking corridors*

- *Extend the wayfinding system from parking areas, transit nodes, trolley stops and bike paths*

- *Provide detailed maps that highlight visitor amenities, attractions, public transit, and retail zones*

- *Include areas for historical/cultural information*

- *In Old Town, expand the pedestrian corridor beyond King Street onto cross streets and parallel streets; highlight retail/restaurant areas both on and off King Street*

RATIONALE

Four-sided information cabinet mounts to existing poles (Gadsby lights in Old Town), providing convenient wayfinding reinforcement periodically in areas of pedestrian concentration.

LOCATION

Located at key pedestrian "decision points" and periodically along pedestrian corridors. In Old Town, mini kiosks will be located at designated intersections along King Street, on opposite diagonal corners, to emphasize side street destinations/services. Several will also be located along Cameron and at waterfront parks.

CONTENT

Sides facing up & down the sidewalk: Maps and directional information

Side facing away from street: Historic interpretive panel, seasonal events, or public art.

Side facing street: Abstract image (so as not to encourage standing in the street to view)

Trolley stop logo may be added to sign face at appropriate locations.

1'-1"

3'-3 1/4"

*Front View
(facing up street)*

*Side
(facing street)*

*Back View
(facing up street)*

*Side
(facing sidewalk)*

3D Study

PD.3 Pedestrian Directional

A-FRAME

2'-0"

3'-6"

SHOPPING AND DINING
South Washington Street →

21" x 28" space may be subdivided as necessary to accommodate any number of businesses

Front View

RATIONALE

A-frame signs coordinate with the design character of the wayfinding program, and allow increased visibility for shopping and dining on side streets. Eligible businesses may partner together to apply for a group A-frame sign permit. Business owners are responsible for coordinating with other eligible businesses, fabricating and paying for the signs, and complying with city ordinance and guidelines administered by the Department of Planning and Zoning.

LOCATIONS

Placed at street corners to direct to businesses on that street in approved location complying with ADA and pedestrian access.

CONTENT AND DESIGN

Typeface, flourishes and arrows are standard to the wayfinding system and must be matched. "Shopping and Dining" message may change depending on which services are available on a given street. The live area in the center of the sign may be subdivided into strips to accommodate however many businesses will appear.

MATERIAL

Solid painted black metal frame. Painted black metal sign panels of minimum thickness and stability per program requirements sufficient to keep the sign face rigid in the frame and to prevent tipping.
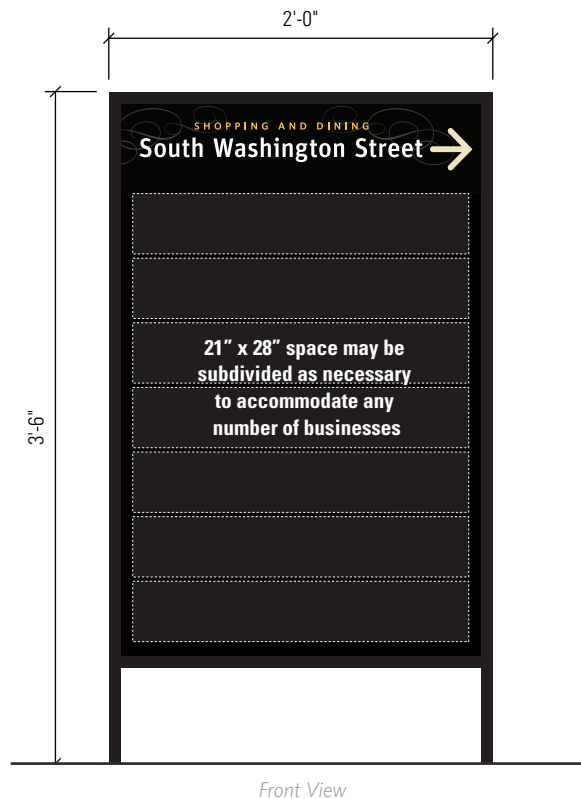
BP.1 Shared-Use Path Directional

1'-4"

6'-0"

1'-6" minimum

MOUNT
VERNON
TRAIL
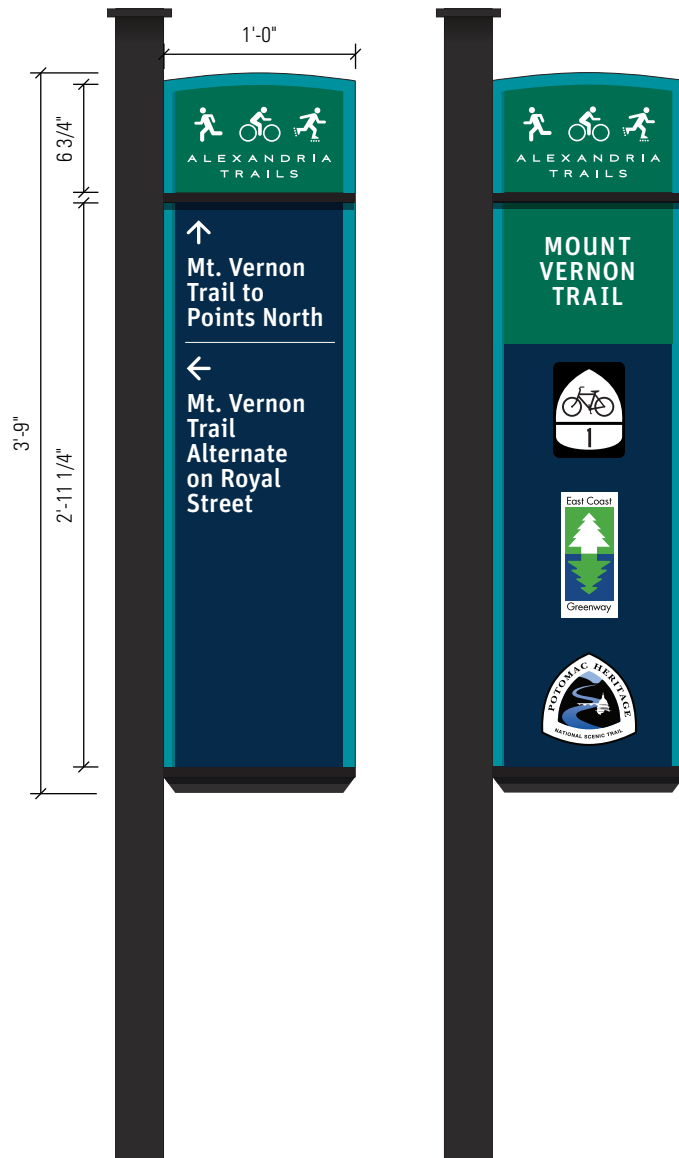
Front Views, showing alternate graphics layouts depending on content

OBJECTIVES

- *Clearly identify key bike trails as they enter Alexandria*
- *Consolidate national trail symbols into cohesive graphic expression*
- *Encourage exploration of Alexandria retail/dining by path users*
- *Point out bike-related amenities and services*
- *Coordinate trail signage and "brand" the paths, thereby presenting Alexandria as bike-friendly and encouraging visitation*

RATIONALE

Double sided directional sign is scaled for visibility by cyclists and other trail users. The header panel unifies trails into a single citywide system.

LOCATIONS

Located along off-street multi-use trails throughout the city, at trailheads, key trail intersections, and transitions to on-street trails.

CONTENT

Multiple type grids allow for flexibility in information content. Typical content may:

- *Provide direction at confusing turns or breaks in the trail*
- *Direct to amenities, attracting through-travelers to local services*
- *Identify named trails, particularly those with multiple designations*

MATERIAL

Painted metal, applied vinyl and digitally printed graphics.

IN Interpretive

1'-6"

1'-0"

2'-0"

1'-4"

Alexandria's Very Own Rum

Roberdeau's Distillery Wharf

CITY OF **ALEXANDRIA** EST. 1749

OLD TOWN

Standard size NPS-styled wayside tablets   *Panels for display in PD.2 Mini Kiosk signs*   *Panels embedded in ground plane/sidewalks (sizes may vary)*   *Panels for display in IK Visitor Kiosks*

2'-6" (may vary)

1'-8" (may vary)

Roberdeau's Distillery Wharf

Daniel Roberdeau (1727-1795) operated a successful trading business here before the Revolutionary War and distinguished himself as brigadier general during the War. Born on the island of St. Christopher (now St. Kitts) in the West Indies, Roberdeau immigrated to Philadelphia as a young boy. Maturing into a strong advocate of independence from Britain, Roberdeau represented Pennsylvania in the Second Continental Congress from 1777 to 1779. He signed the Articles of Confederation, the first attempt to create a nation, in which each state retained its "sovereignty, freedom and independence." The Constitution of the United States was not approved until 1789, eight years after the Articles were finally ratified by all thirteen states.

As general of the Pennsylvania Militia during the Revolution, Roberdeau realized that the Continental Army desperately needed to obtain lead for production of ammunition. In 1777, the Pennsylvania Assembly granted General Roberdeau permission to establish a lead mining operation – Fort Roberdeau – in Sinking Spring Valley, Pennsylvania. The Fort produced lead in 1778 and 1779 until British loyalists halted smelting.

Fort Roberdeau, Columbia Magazine, 1788.
Fort Roberdeau Association

Isaac Roberdeau (1763-1829) by William George Williams, 1820.
Virginia Historical Society

Alexandria's Very Own Rum

Purchasing this waterfront tract in 1774, Daniel Roberdeau built a complex that became known as Distillery Wharf. The area included a distillery, twenty working cisterns, two stills with a 2,500-gallon capacity, a warehouse with many private compartments, a cooper's shop to make barrels, a wood yard and a sail loft. Roberdeau produced and sold a local favorite, Alexandria Rum. As a merchant, Roberdeau advertised that his wharf would "accommodate vessels of the deepest draught with the conveniences of stores for their cargo."

Roberdeau and Jackson have FOR SALE at the new Distillery – Alexandria Rum which they engage to be equal in flavour, agreeableness of smell, to any made in this Country. They purpose to see for CASH ONLY delivered to ship at the Distillery Wharf.

Articles of Confederation, 1777.
National Archives

In 1785, Daniel Roberdeau settled in Alexandria, where he continued to own a successful distillery. Two years later, he completed his fine, three-story brick home on Water (now Lee) Street,where he lived until retiring to Frederick County, Virginia, shortly before his death in 1795.

Roberdeau home
at 415 S. Lee Street
HABS/HAER Collection
Library of Congress

Daniel Roberdeau's son, Isaac, also spent time in Alexandria. As a young man, he worked with Pierre L'Enfant during the planni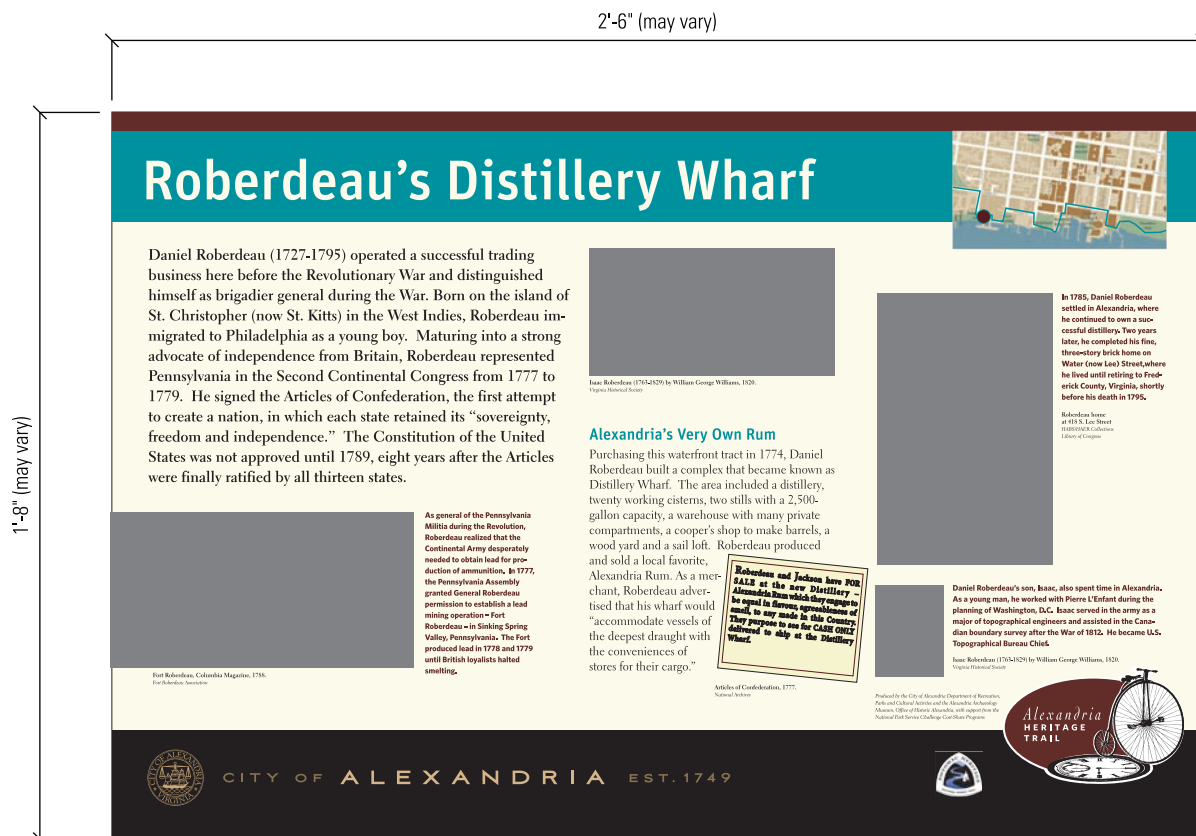ng of Washington, D.C. Isaac served in the army as a major of topographical engineers and assisted in the Canadian boundary survey after the War of 1812. He became U.S. Topographical Bureau Chief.

Isaac Roberdeau (1763-1829) by William George Williams, 1820.
Virginia Historical Society

Produced by the City of Alexandria Department of Recreation, Parks and Cultural Activities and the Alexandria Archaeology Museum, Office of Historic Alexandria, with support from the National Park Service Challenge Cost-Share Program.

Alexandria
HERITAGE
TRAIL

CITY OF **ALEXANDRIA** EST. 1749

Design palette for standard size NPS-styled wayside tablet (detail)

OBJECTIVES

- *Provide a Citywide standard system for the presentation of detailed and engaging historical and cultural information*

- *Relate the design palette to the overall City Wayfinding sign system, presenting an attractive, professional, and coordinated city image*

- *Create a range of sign types that allow the sensitive placement and appropriate display of information in a wide range of contexts*

RATIONALE

The design palette for Interpretive signs represents a freshening of standards already in place to allow for phase-in over time. Templates have been developed for multiple applications including:

- *standard-sized National Park Service-style tablets*
- *panels for display in PD.2 Mini Kiosk signs (see p 51)*
- *panels for display in IK Visitor Kiosks (see p 43-47)*
- *embedded in the ground plane/sidewalks (sizes may vary)*

LOCATIONS

Multiple configurations allow for use at a wide variety of sites as will be determined by the Office of Historic Alexandria.

CONTENT

Specific content will be developed by the Office of Historic Alexandria. The Alexandria Heritage Trail logo may appear to designate individual sites which are part of a larger network for which guide materials are available.

MATERIAL

Panels: digitally printed graphics (DHPL, fiberglass or porcelain enamel).
Ground plane sign: cast or etched metal.

DI.1 Destination ID
ENTRANCE SIGN

Sign detail:

EST. 1792

Stabler-Leadbeater Apothecary

Museum & Gift Shop

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 1810, his oldest son William was working there, and he eventually took over the business.

6'-4"

3'-3"

1'-5"
1'-4"

EST. 1792

Stabler-Leadbeater Apothecary

Museum & Gift Shop

HISTORY

Stabler's first shop was at the corner of King and Fairfax Streets. He rented the current site, 107 S. Farifax Street in 1796, and bought the property in 1805. By 1819, his oldest son William was working there, and he eventually took over the business.

3'-1"
3'-0"

Front View

1'-5"
1'-4"

EST. 1792

Stabler-Leadbeater Apothecary

Museum & Gift Shop

2'-1"
2'-0"

*Front View
(alternate size)*

OBJECTIVES

- *Create coordinated system of identification for three categories of destinations: city-related community services, parks, and historic sites*
- *Present an elegant professional appearance that is related to the overall City Wayfinding system, and is contextually appropriate*
- *Use a distinctive color scheme that will be associated with each of the three categories of destination; within a series of size/content sign options to be selected based on site conditions.*

RATIONALE

Single-sided identification sign unites destinations of interest with a consistent look to aid in wayfinding and make key information available in a consistent format.

LOCATION

Placed near the entrance to a facility.

CONTENT

Destination name with optional supplemental text and founding date. A longer version also allows for inclusion of simple interpretive information which may be of interest to visitors when a given destination is closed.

MATERIAL

Painted metal.

DI.2 Destination ID
SINGLE POST

3'-3"

4'-6"

BUILT 1839

The Lyceum
*Alexandria's
History Museum*

*Museum
and Gift Shop*

*Front View,
historic color scheme*

BUILT 1839

The Lyceum
*Alexandria's
History Museum*

*Museum
and Gift Shop*

*Back View,
historic color scheme*

**Alexandria
Detention
Center**

*Alexandria
Sheriff's Office*

Civic color scheme

**Waterfront
Park**

*Department of Recreation
Parks & Cultural Activities*

Park color scheme

**Cameron Run
Regional
Park**

*Northern Virginia
Regional Park Authority*

*Park color scheme,
with alternate logo*

OBJECTIVES

- *Create coordinated system of identification for three categories of destinations: city-related community services, parks, and historic sites*

- *Present an elegant professional appearance that is related to the overall City Wayfinding system, and is contextually appropriate*

- *Utilize a kit of parts for cost-efficiency and ease of maintenance*

- *Use a distinctive color scheme that will be associated with each of the three categories of destination; within a series of size/content sign options to be selected based on site conditions.*

RATIONALE

Double-sided, "shingle-style" identification sign unites destinations of interest with a consistent look to aid in wayfinding and to make key information available in a consistent format.

LOCATION

Designed to be visible to vehicles in a pedestrian setting, the vertical configuration lends itself to sites where space is at a premium.

CONTENT

Destination name with optional supplemental text and founding date, as well as street address. Three color palettes are available to distinguish the three categories of destinations (blue=civic, green=parks, red=historic). The city seal is used as a watermark by default, but may be replaced by another agency logo for sites not operated by the city. The Alexandria Historic Trail logo may appear as part of the address divider line for sites which are designated on the trail.

MATERIAL

Painted metal with applied vinyl graphics.

DI.2a Destination ID
SINGLE POST, SMALL

RATIONALE

A smaller version of the double-sided, "shingle-style" identification sign is scaled for use in the pedestrian-focused environment of Old Town.

LOCATION

Designed to be visible primarily to pedestrians from a distance, the vertical configuration lends itself to sites where space is at a premium.
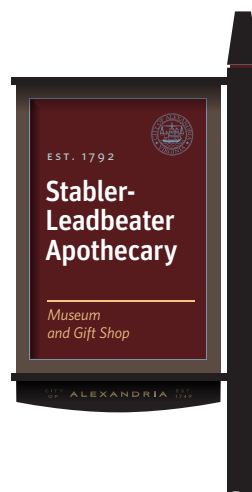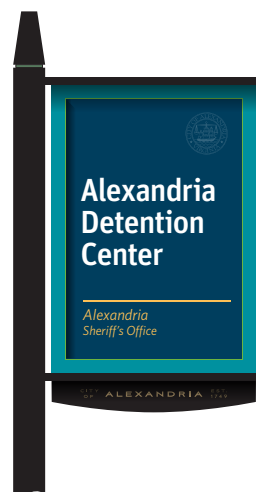
CONTENT

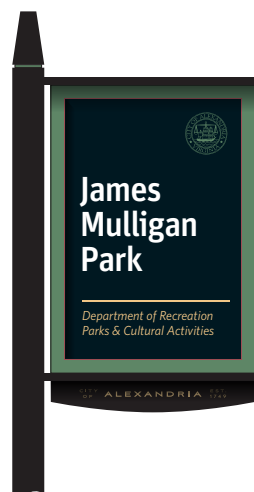Same as DI.2

MATERIAL

Same as DI.2

2'-3"

2'-1 1/2"

3'-0"

EST. 1792

Stabler-Leadbeater Apothecary

Museum and Gift Shop

ALEXANDRIA

Front View, historic color scheme

EST. 1792

Stabler-Leadbeater Apothecary

Museum and Gift Shop

ALEXANDRIA

Back View, historic color scheme

Alexandria Detention Center

Alexandria Sheriff's Office

ALEXANDRIA

Civic color scheme

James Mulligan Park

Department of Recreation Parks & Cultural Activities

ALEXANDRIA

Park color scheme

DI.3 Destination ID
DOUBLE POST

7'-8"

6'-1"

Fort Ward
Museum and Historic Site

OBJECTIVES

- *Create coordinated system of identification for three categories of destinations: city-related community services, parks, and historic sites*

- *Present an elegant professional appearance that is related to the overall City Wayfinding system, and is contextually appropriate*

- *Utilize a kit of parts for cost-efficiency and ease of maintenance*

- *Use a distinctive color scheme that will be associated with each of the three categories of destination; within a series of size/content sign options to be selected based on site conditions.*

RATIONALE

Double-sided, identification sign unites destinations of interest with a consistent look to aid in wayfinding and to make key information available in a consistent format.

LOCATION

Designed for a vehicular-scale setting, the lower, horizontal configuration lends itself to sites with open lawns or planting beds where a sign can be incorporated into a larger landscape.

CONTENT

Same as DI.2 Single Post version.

MATERIAL

Same as DI.2 Single Post version.

7'-8"

6'-6"

3'-7"

EST. 1792

Fort Ward

Museum and Historic Site

CITY OF ALEXANDRIA

*Front and back view,
historical color scheme*

**Public Safety
Center**

3600 Wheeler Avenue

ALEXANDRIA

Civic color scheme

**Cameron Run
Regional Park**

Northern Virginia Regional Park Authority

ALEXANDRIA

*Park color scheme,
(showing alternate logo)*

DM District Identity Marker

4'-7 1/2"

WELCOME TO
OLD TOWN
CITY OF **ALEXANDRIA** EST. 1749

12'-5 1/2"

Front View

Back View

OBJECTIVES

- *Identify individual districts of the city with a custom-designed identity sign to welcome guests.*

- *Increase the visibility of individual districts within the city to aid in wayfinding for visitors through an enhanced sense of arrival.*

RATIONALE

Single-sided district identification sign combines standard design elements from the citywide wayfinding system with a unique expression of district identity. Coordinates with district headers on vehicular directional signs. Districts are also encouraged to seek additional opportunities to express their identity through public art installations, landscape expressions, etc. (See pages 28-29 for more information on districts)

LOCATION

One to three District Identity Markers are envisioned for each district, located either within the district's commercial core, or at the edges along major vehicular access routes. Markers may be located in a median or to one side of the roadway.

CONTENT

A custom design per district celebrates the unique character of each. The city wordmark appears on the footer to unite all districts within the city and relate back to other signs in the system.

MATERIAL

Painted metal
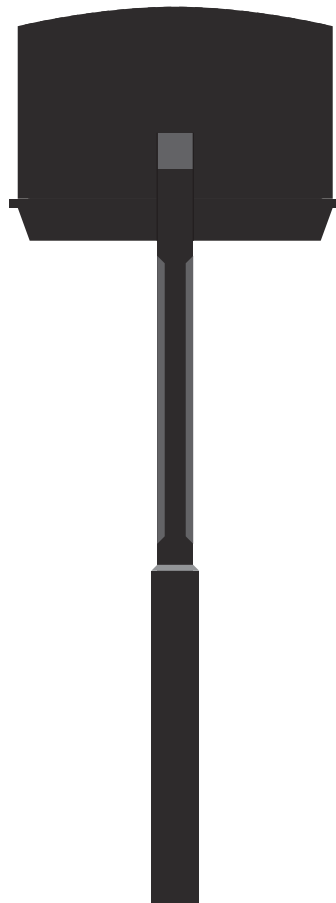
DH National Historic Register District Marker

DH National Historic Register District Marker

OBJECTIVES

- *Distinguish formalized historic districts with a marker at the district boundary*

RATIONALE

Single-sided historic district identification sign combines a simple shape derived from citywide wayfinding system with a unique expression of district identity.

LOCATION

Mounted to existing posts at the formal boundaries of the district along major routes.

CONTENT

A custom design per historic district celebrates the unique character of each. The city wordmark appears on the footer to relate back to other signs in the system.

MATERIAL

Painted metal

2'-0"

2'-0"

WELCOME TO

PARKER-GRAY
HISTORIC DISTRICT

CITY
OF ALEXANDRIA EST.
1749

Front View
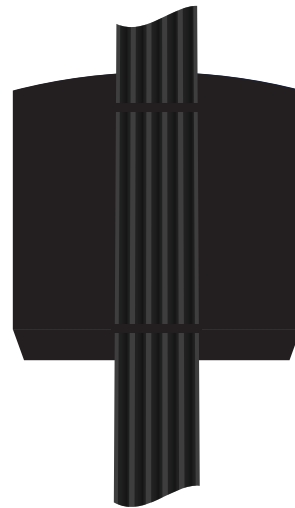
Back View

Banner Standards
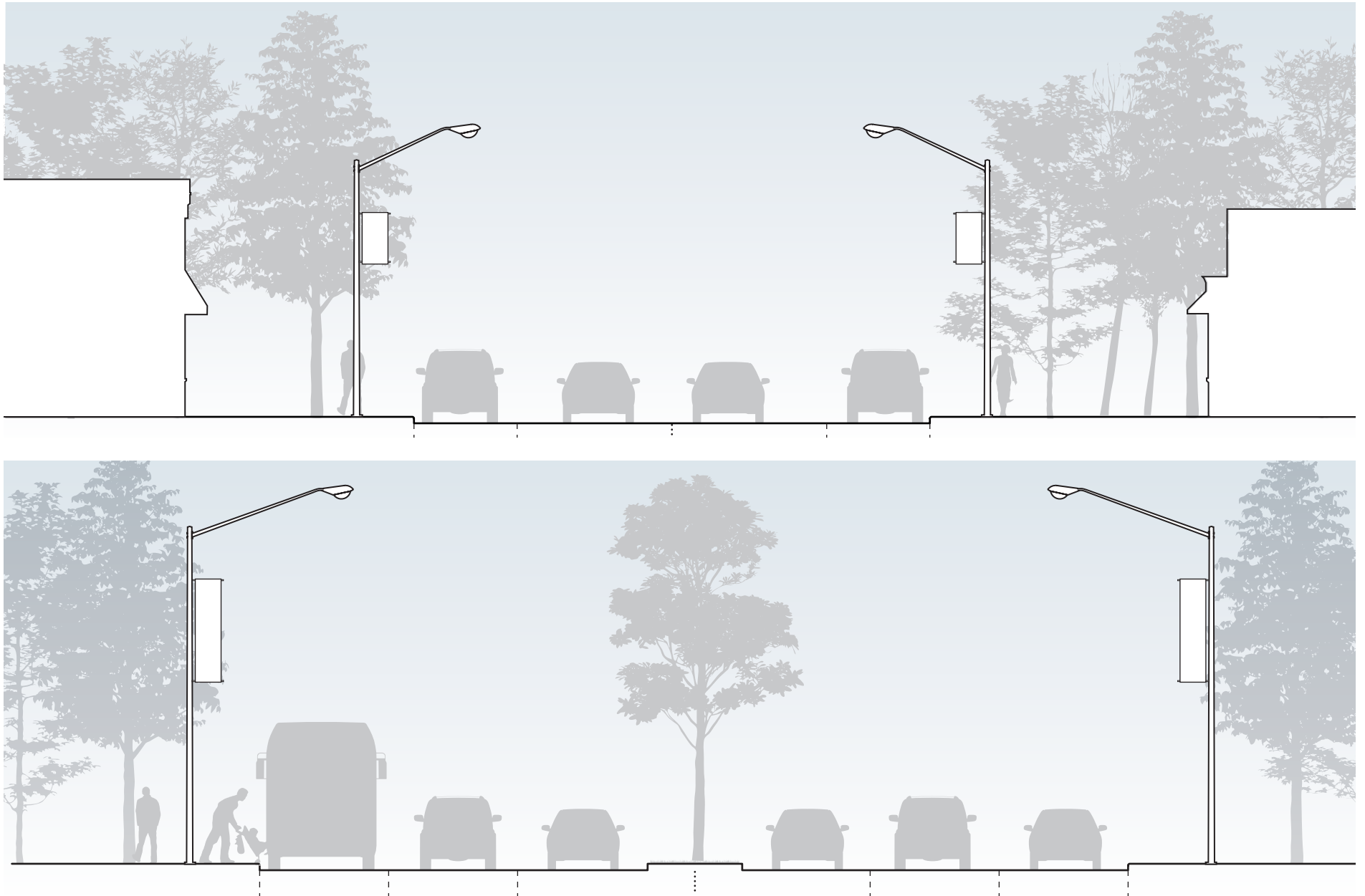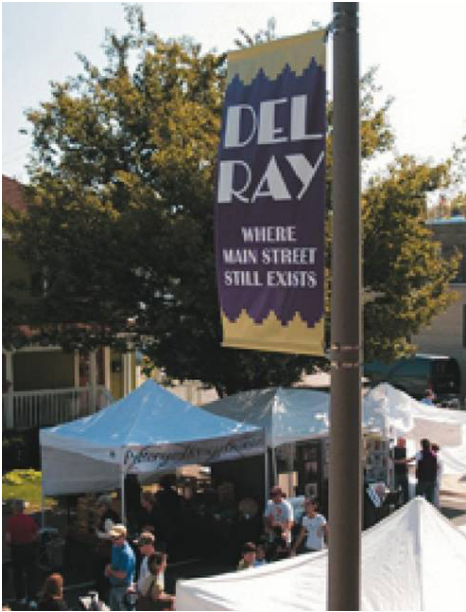
Left and far left:
Business District Corridor Condition

Left and far left:
Outer Corridor Condition

MATURE BUSINESS DISTRICT CORRIDORS

For a well-established district, such as King Street, banners may actually distract from the vibrant context—serving to compete with the streetscape rather than enhance it.

"Old Town" banners along King Street should be removed to reduce the number of competing visual elements in the streetscape, and allow the strong context of place come to the fore. As an alternative, light pole flower baskets may be used to add color and seasonal flair, without detracting from urban character or creating competition with merchant signage.

EMERGING BUSINESS DISTRICT CORRIDORS

Use of banners along emerging Business District corridors (e.g. Mount Vernon Ave) can aid in the establishment of place - adding color, visual unification & celebration.

OUTER CORRIDORS

Large seasonal banners along major corridors (particularly those with high visitor count) are recommended to add color & visual consistency.

Extra tall banners will have greater impact & appear proportional to the poles on which they are mounted.

This is also an opportunity to insert Alexandria identity in to otherwise less distinctive streetscapes.

# Neighborhood Identity

2'-9 3/4"

15'-1"

One-post version

6'-3"

5'-5"

Two-post version

3'-7 3/4"

5'-5"

*Narrow two-post version*

Front View　　　*Back View*

RATIONALE

A basic framework and standards for size, location, text height, and materials encourage individual neighborhoods to incorporate unique character into their own identity sign while remaining consistent with the citywide wayfinding program. Sign standards are stylistically consistent with Destination Identity signs but at a reduced scale appropriate to residential settings.

Individual sign designs will be reviewed by the City for approval.
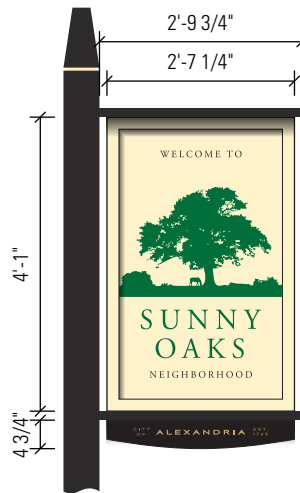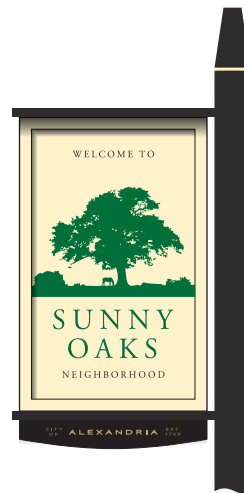
APPENDIX

The physical context of Alexandria's varied neighborhoods is a direct expression of the City's history, living traditions, and spirit. The character of Alexandria is vibrant, welcoming, unique and authentic; it is an exciting blend of old and new where quiet charm meets energetic bustle. Above all, it is valued by its citizens—any addition to this environment must be carefully considered.

Before any designs were produced, several key attributes were examined to create a foundation of authenticity:

- *Design Criteria were developed, with the assistance of the Stakeholder Advisory Group*
- *Themes and Vocabulary were identified, using the physical environment and historic reference for Alexandria as inspiration*
- *A Wayfinding Strategy was developed, establishing key functional objectives for the solution, and formalizing an approach to circulation, destinations, and the district concept*
- *Artwork for a versatile City Emblem and a design strategy for Maps emerged over the course of the project.*

Design Criteria

The designers worked with the Stakeholder Advisory Group in a team-based work session to identify key design qualities that would characterize a wayfinding system uniquely suited to Alexandria. These qualities became the guiding criteria, constantly referred back to as the design process evolved:

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 Components

The lists at right summarize design elements which have been applied to the full range of sign types in the final program in response to the design criteria. The origin and development of these concepts is reviewed in greater detail in the following pages.

FORMS
- *Fresh take on historic signs from Colonial period*
- *Honesty of structure – simple, straightforward*
- *Black metal for poles and structure*

GRAPHICS
- *Clear / legible / modern informational design*
- *Expressive Alexandria and District type design*
- *Bright and expressive color scheme*

ALEXANDRIA SPIRIT
- *Expressive of historic roots in Colonial Waterfront (unique within the region) yet fresh and current*

The team looked to historical reference for color inspiration, seeking hues that would project an authenticity of place by complementing their surroundings. The colors in this historic illustration form a strong neutral base that is both warm and sophisticated.

Themes & Vocabulary

COLOR INSPIRATION

Alexandria's many neighborhoods display a dynamic combination of muted architectural palettes and pops of vibrant color. The wayfinding system incorporates both of these concepts into its palette to balance the desire for subtlety with the goal of projecting a cheerful, welcoming image.

Examples of vibrant pops of color from the streets of Alexandria

Similarly, it is important to recognize that the colors which inspired the project palette also serve as the background setting for the signs themselves.
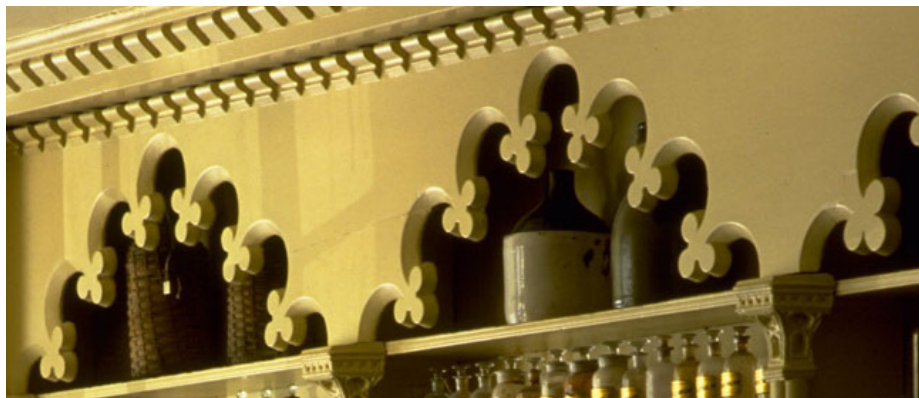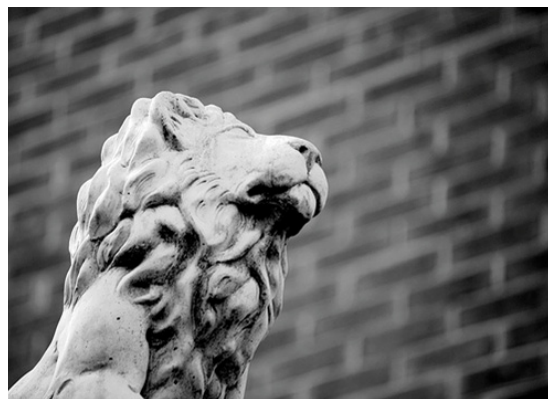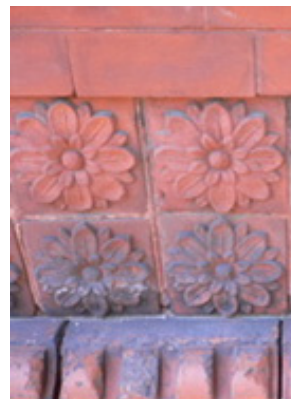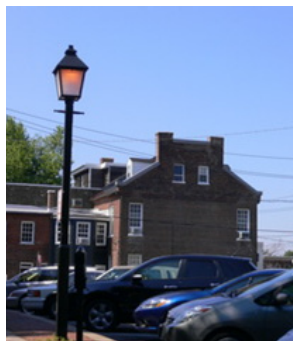
Themes & Vocabulary

The rich and diverse architectural heritage of Alexandria provides ample source material from which to draw inspiration. By looking within the city for design elements to inform the program design, the solution becomes woven into the fabric of the city landscape, rather than inserted into it arbitrarily.

Architectural details in Alexandria which formed a foundation for the design solution.

Themes & Vocabulary

Many signs in the wayfinding system draw inspiration from vintage signs which would have been prevalent in Alexandria when it was an active shipping port in the 18th century. Alluding to historic construction detailing while using contemporary graphics and materials is one way in which the program achieves a fresh look while supporting the notion of authenticity.
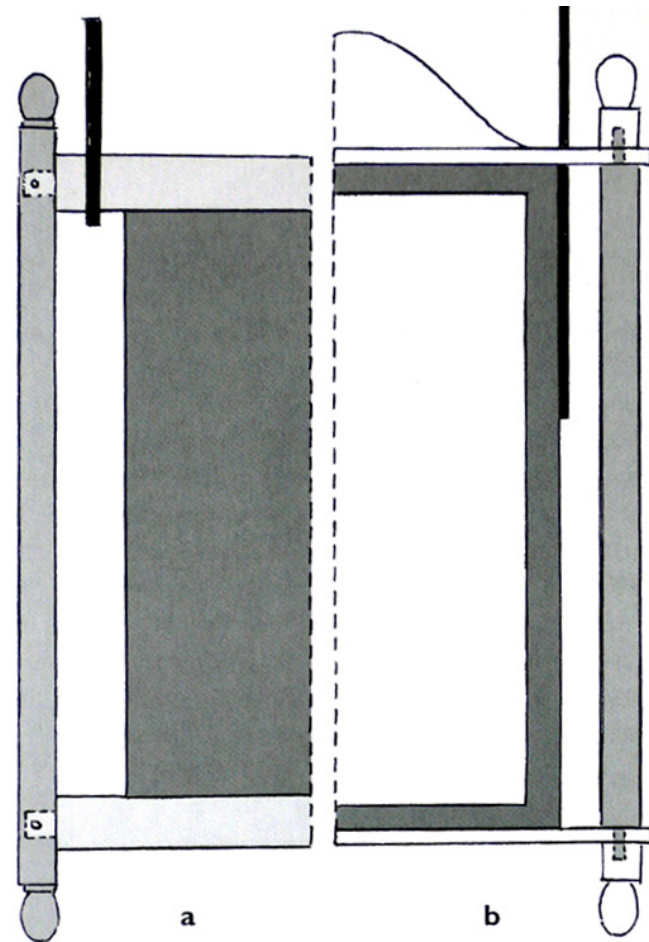
An illustration representing the traditional construction of signs typical of those found in Alexandria. in the nineteenth century.

*Sample of a historic hotel sign, note the accent of color on the interior edge of the outer frame*

Image from the Office of Historic Alexandria, showing a typical nineteenth century Old Town storefront with numerous signs

Themes & Vocabulary

Images from Alexandria's past helped the design team understand the place it once was, contributing to a sense of authenticity in the solution which feels like it has grown from roots in the history of this place.
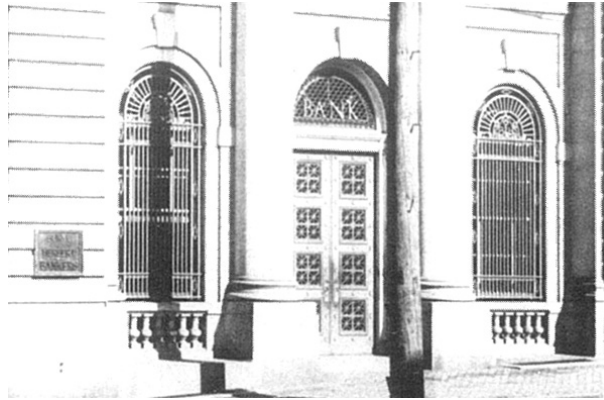
Photographs and artifacts from the Office of Historic Alexandria.

Study of historic maps helped the design team understand not only the growth of key circulation corridors over time, but offers inspiration for color palette and graphic style of geographic information.
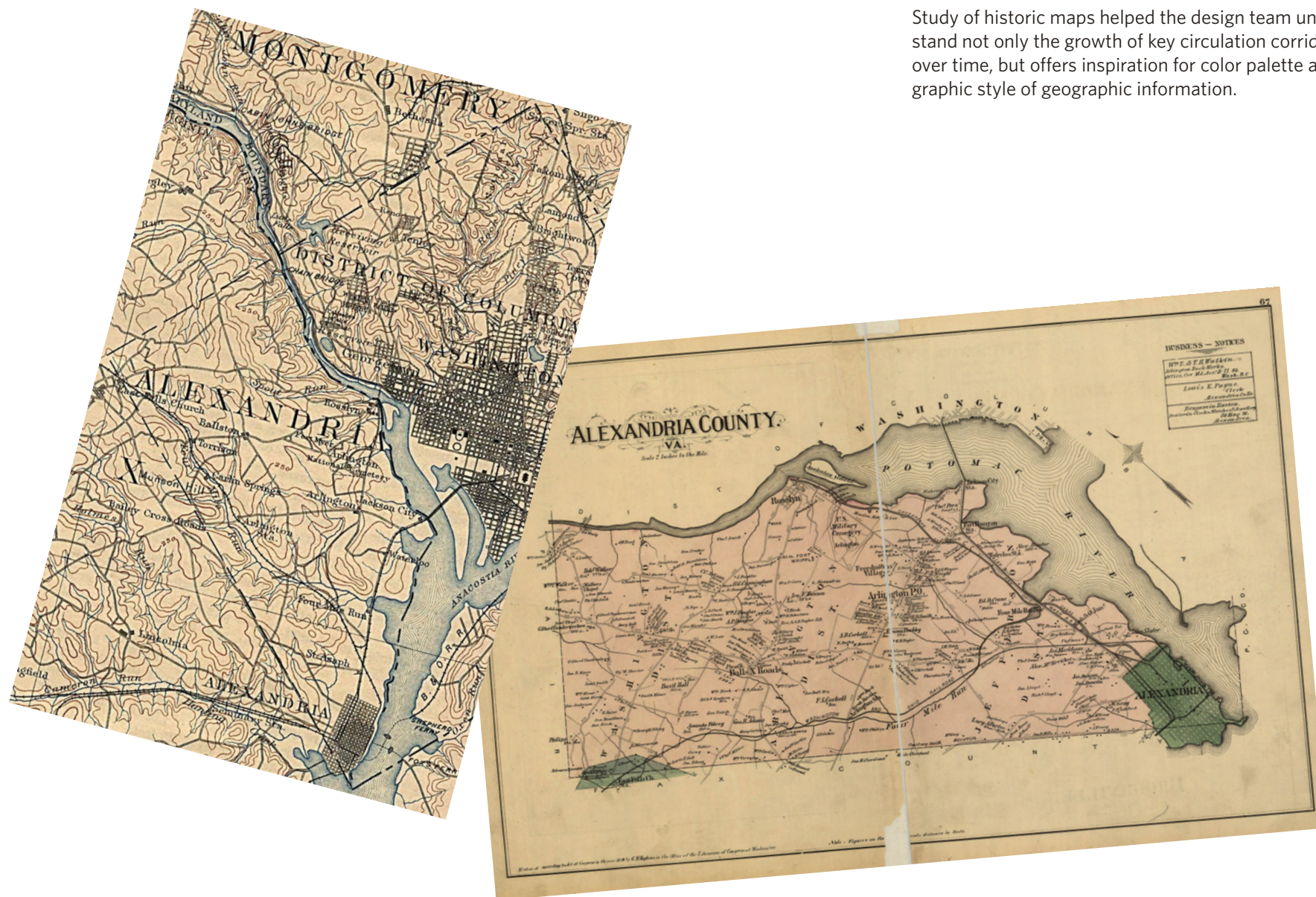
Maps from the Office of Historic Alexandria.

Wayfinding Strategy
ANALYSIS & CRITERIA

The design team completed a thorough study of the
existing wayfinding experience in Alexandria, including
a street by street inventory of existing signs in the Old
Town core.   This assessment brought to light some
key areas for potential improvement of the wayfinding
experience in order to accomplish the City's goals.

Four core priorities were identified for the system
solution to address the unique wayfinding challenges
presented by Alexandria.

1] *Address pedestrian information needs*
An informed pedestrian is comfortable, confident,
and ready to explore

2] *Streamline vehicular wayfinding*
Focus on the essentials: 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

Wayfinding Strategy
DESTINATION HIERARCHY

A small-group based work session with the Stake-holder Advisory Group resulted in a comprehensive list of destinations in major categories which were deemed appropriate to include in the wayfinding program. This list was further refined into separate tiers of priority, with distinctions among them as noted at right.

Prioritizing destinations is particularly important for vehicular wayfinding signs, where space is at a premium on each sign, and signs are located based on an overall circulation strategy so that routes are efficient and total number of signs is kept in check. (See page 90-91 for more on the system circulation strategy.) Through the course of the circulation study & programming of sign messages, not all destinations originally identified by the SAG actually appear on vehicular directional signs in the proposed program. However, they may still appear on pedestrian signs and maps.

TIER A—Destination of primary importance; provide direction throughout city via all access routes on vehicular signs. Prominently featured on pedestrian wayfinding signs and maps.

TIER B—Major destination; consider for advance strategic wayfinding on vehicular signs within overall circulation strategy. Direction provided on nearby pedestrian signs. Appears prominently on map.

TIER C—Minor destination, or exclusively civic destination; vehicular wayfinding provided if "hard to find" (e.g. on a side street). Direction provided on nearby pedestrian signs, space permitting. Appears on map.

TIER D—Minor destination or exclusively civic destination; vehicular directional wayfinding not needed. Pedestrian wayfinding is optional. Still may be identified on map or at site.

* indicates destinations scheduled to be included on vehicular directionals

CITY CENTER
Tier A – Old Town*

COURTHOUSES & MUNICIPAL BUILDINGS
Tier B – City Court
        City Hall
        Court House Square
        U.S. Bankruptcy Court
        U.S. District Court
Tier C – Animal Shelter*
        DMV*
        Health Department
        Human Services
        Lee Center*
        Office of Sheriff Detention Ctr
        Public Safety Center*
        Recycling Centers*
        Senior Services*

COLLEGES/UNIVERSITIES
Tier B – Northern Virginia CC*
        Virginia Theological Seminary*
Tier C – George Washington Grad School
        Strayer University
        Virginia Tech Architecture Center

REGIONAL COMMERCIAL CENTERS
Tier B – Landmark Mall*
        Potomac Yard*

HOSPITALS
Tier B – Inova Alexandria Hospital*

TRANSIT STATIONS

Tier B – Amtrak/VRE*

Braddock Road Metro (DASH, Metro)*

Eisenhower Ave Metro (DASH, Metro, REX)*

King & Washington (DASH, Metro Bus)

King Street Metro (DASH, Metro, REX)*

Landmark Mall (DASH, Metro Bus, Fairfax Conn)*

Van Dorn Street Metro (DASH, Metro, Fairfax Conn)*

Water Taxi

Tier C – Bradlee (DASH, Metro Bus)

Seminary Road & Kenmore Ave (DASH, Metro Bus)

Southern Towers (DASH, Metro Bus)

PARKS, PUBLIC SQUARES & REC. FACILITIES

Tier B – Cameron Run Regional Park*

City Marina

Fort Ward*

Jones Point Park*

Market Square*

Waterfront*

Tier C – Charles Houston Recreation Ctr*

Chinquapin Park

Daingerfield Island National Park

Ivy Hill Cemetery

King Street Garden Park

Lee Center*

Tier D – All Other Parks

THEATRE, ARTS & PERFORMING ARTS

Tier B – The Athenaeum

The Birchmere*

Del Ray Artisans*

Little Theatre*

Metro Stage*

Schlesinger Center*

Torpedo Factory Art Center

MUSEUMS / HISTORIC ATTRACTIONS

Tier A – Alexandria Visitor Center*

Tier B – African American Heritage Park*

Alexandria Archaeology Museum

Alexandria Black History Museum*

Alexandria National Cemetery*

The Athenaeum

Carlyle House

Christ Church

Contrabands and Freedmen's Cemetery Memorial*

Fort Ward *

Freedom House*

Friendship Firehouse*

G.W. Masonic National Memorial*

Gadsby's Tavern Museum

Jones Point Lighthouse

Lee-Fendall House

The Lyceum*

Old Presbyterian Meeting House*

Stabler-Leadbeater Apothecary

Torpedo Factory

U.S. Patent and Trademark Office*

Tier C – Seaport Foundation

Tier D – Archives and Records Center

National Register Historic Districts

Alexandria Historic District

Parkfairfax Historic District

Rosemont Historic District

Town of Potomac

Uptown/Parker-Gray Historic District

REGIONAL DESTINATIONS

Tier B – Mount Vernon Estate*

Airport*

MAJOR TRAILS & TRAIL ACCESS POINTS

Tier B – Four Mile Run Trail

Holmes Run Trail

Mount Vernon Trail

W & OD Trail

Tier C – Alexandria Heritage Trail

LIBRARIES

Tier C – Barrett Library

Beatley Library

Burke Library*

Duncan Library*

SCHOOLS

Tier B – TC Williams High School

Tier C – Bishop Ireton*

Episcopal

George Washington

Hammond

St. Stephens St. Agnes*

Tier D – All Other Schools

PUBLIC ARTS SITES

Tier C – King/Fayette

Canal Square

DISTRICTS

Tier A – Old Town*

Tier B – Arlandria*

Carlyle*

Del Ray*

Eisenhower Valley*

Potomac Yard*

West End*

Wayfinding Strategy

A circulation plan emerged from a study of major routes between destinations as well as key approaches for visitors via car converging on the Alexandria Visitor Center at King and Fairfax. After reviewing with the Stakeholder Advisory Group as well as T&ES, this plan has become the backbone of the vehicular wayfinding program and vehicular directional signs focus on directing to destinations via these primary routes.

Specific strategies built upon the plan include:

- *Provide periodic reinforcement of Tier A destinations (Old Town/Visitor Center) along routes of vehicular arrival. Keep any other "straight ahead" messages to a minimum.*

- *Focus vehicular wayfinding to other destinations at key decision points created through the overlap of community circulation routes.*

- *Selectively add additional signs leading directly to destinations off of the main circulation routes, looking for opportunities to group destinations on to fewer signs by consolidating routes.*

- *In Old Town east of Washington Street, destinations are dense and rarely offer on-site parking. Rather than directing to these destinations individually, emphasize public parking in the area, then strategically provide kiosks at each parking facility to ease the transition to on-foot exploration.*

1] First, key **routes of visitor arrival** are identified (originating from all directions outside the city, arriving at Tier A destinations: Old Town/Visitor Center.)
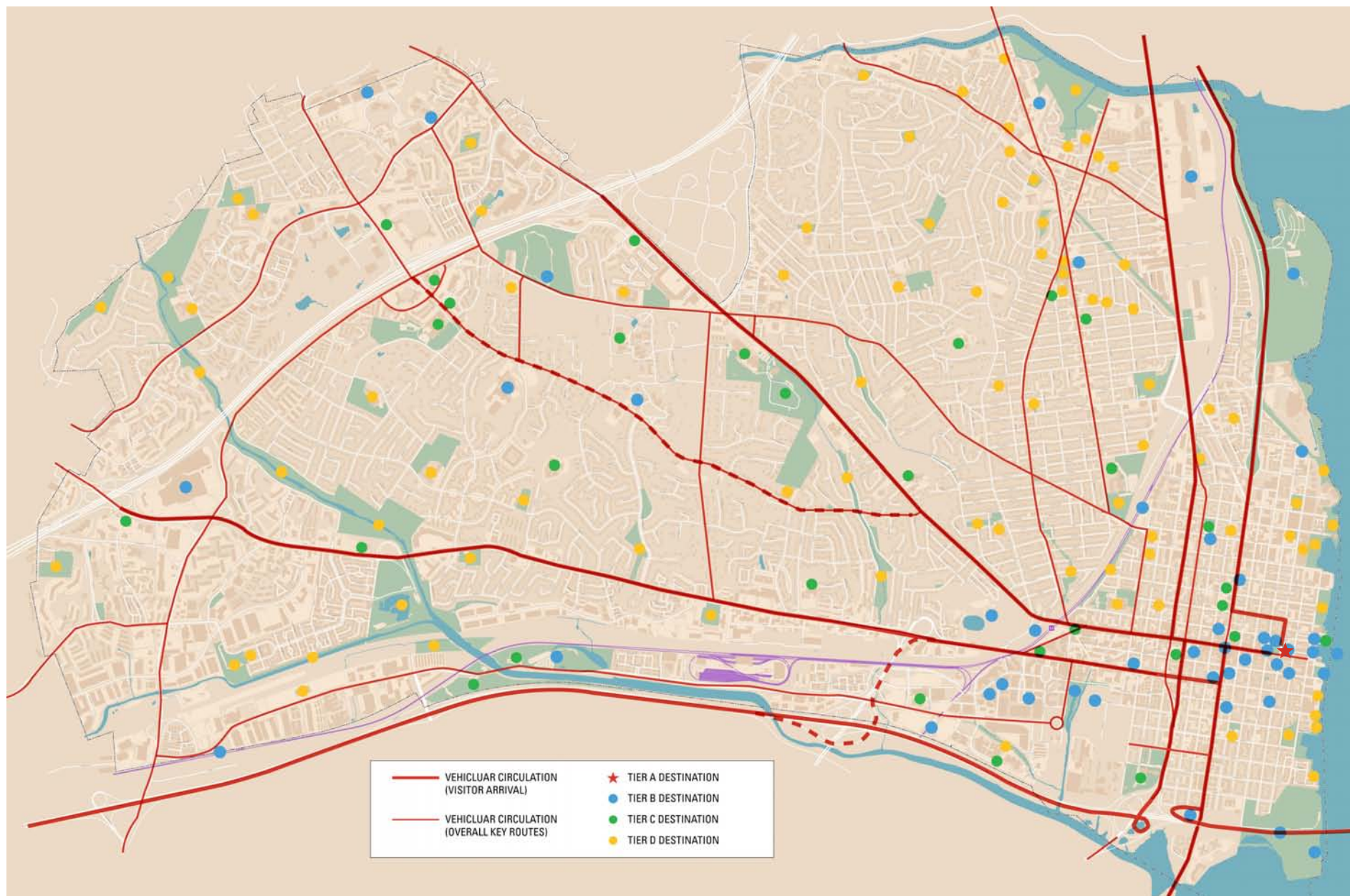

2] Next, major cross-**community circulation routes** are identified

3] Intersections of these routes are key **decision points** where signs will help drivers know when to turn.

4] When tiered **destinations** are added (see map on facing page), one can identify where additional signs will be needed to reach destinations off of the main circulation routes, and where routes may be consolidated for efficiency.

VEHICLUAR CIRCULATION
(VISITOR ARRIVAL)

VEHICLUAR CIRCULATION
(OVERALL KEY ROUTES)

★ TIER A DESTINATION
● TIER B DESTINATION
● TIER C DESTINATION
● TIER D DESTINATION

Wayfinding Strategy
DISTRICTS

One of the objectives of the Wayfinding program was to identify and highlight the unique districts in the City. The Stakeholder Advisory Group developed criteria to determine which districts would be identified, with consensus that they should be those districts that are geographically distinct with a core area of commercial and visitor destinations. The group named the districts shown at right. Parker-Gray was originally suggested as well. While it does have the distinction of being a National Historic Register District, it does not yet have a concentrated commercial or visitor core, and therefore separate markers will highlight Parker-Gray's status as an Historic District. In the future, as new districts that meet the criteria emerge, particularly in the West End, they can be integrated into the program with City review.

The design team adopted a strategy of reinforcing district identity through two means. First, district identification signs will be located either in the heart or at the edges of a district. These serve as a distinctive welcome to visitors, while also acknowledging that districts do not always have clear boundaries. Second, a "header panel" has been developed for each district, which will appear on top of vehicular directional signs within each district, as well as on kiosks. Examples of these district-related sign elements are shown on the following page, the design of which set out to:
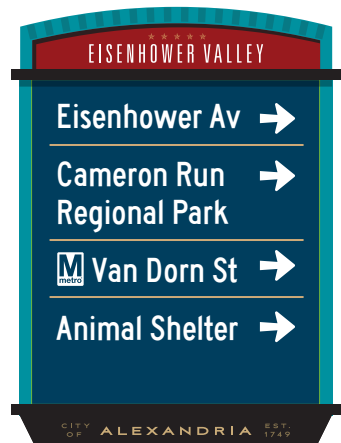
· *Accurately represent each district's flavor and history*
· *Express brightness and vitality in the color palette*
· *Maintain a simplicity in overall design and information hierarchy*
· *Not compete with directional information that often appears below headers*
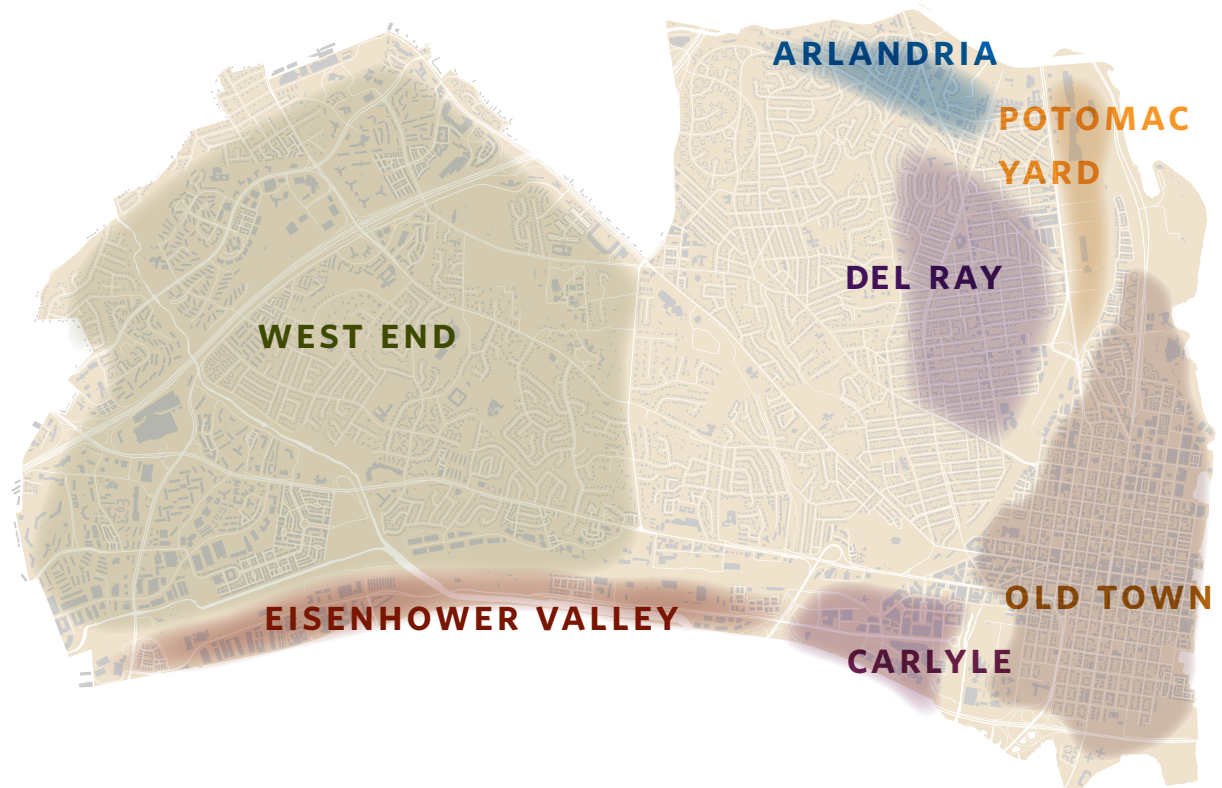
Districts identified by the Stakeholder Advisory Group, showing the general geographic area of each

EISENHOWER VALLEY

Eisenhower Av →

Cameron Run
Regional Park →

Ⓜ metro Van Dorn St →

Animal Shelter →

CITY OF ALEXANDRIA EST. 1749

Vehicular directional sign showing the Eisenhower district header

OLD TOWN

DEL RAY

CARLYLE

POTOMAC YARD

ARLANDRIA

WEST END

WELCOME TO
OLD TOWN
CITY OF ALEXANDRIA EST. 1749

District Identification sign for Old Town
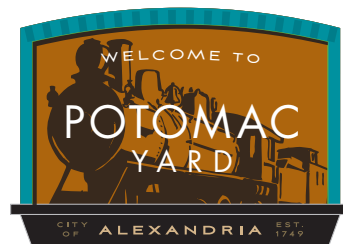
WELCOME TO
EISENHOWER VALLEY
CITY OF ALEXANDRIA EST. 1749

WELCOME TO
DEL RAY
CITY OF ALEXANDRIA EST. 1749

WELCOME TO
CARLYLE
CITY OF ALEXANDRIA EST. 1749

WELCOME TO
POTOMAC YARD
CITY OF ALEXANDRIA EST. 1749

WELCOME TO
ARLANDRIA
CITY OF ALEXANDRIA EST. 1749

WELCOME TO
WEST END
CITY OF ALEXANDRIA EST. 1749

City Emblem

To identify the city with a warm, welcoming and memorable image at gateways and kiosks, a new full-color emblem was developed.

The ship featured is evocative of the ship on the city's official seal, but is more illustrative in character and represents a historically accurate vessel such as those which actually sailed from Alexandria down the Potomac.

The wordmark displays the city name in prominent text along with the founding date, and introduces the design character that will proceed to unify the various elements of the sign program under a consistent City of Alexandria banner.
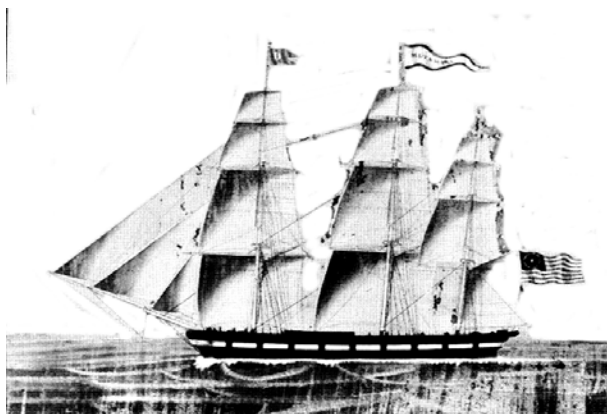
Back side

Front side

Above: Evolution of the emblem artwork design.

At left, reference material. Top: City of Alexandria Official Seal. Middle: 1864 Bird's Eye view of Alexandria Waterfront inspiration for waterfront activity and ships. Bottom: Typical 18th century sailing vessel.

Maps

The pedestrian wayfinding map for Old Town draws from a historic color palette and features a variety of design elements designed to make information accessible to a wide variety of users:

- *Destinations accentuated in a bright color, with 3D renderings of distinctive buildings to aid in orientation*
- *Shopping and dining indicated by a shaded color zone with icons, reinforcing the extent of these opportunities on and off of King Street*
- *Linear paths represent trolley route and bike trails*
- *Icons represent Museums, Parking, Taxi Stands, Water Taxi, Restrooms, Information, Hotels*
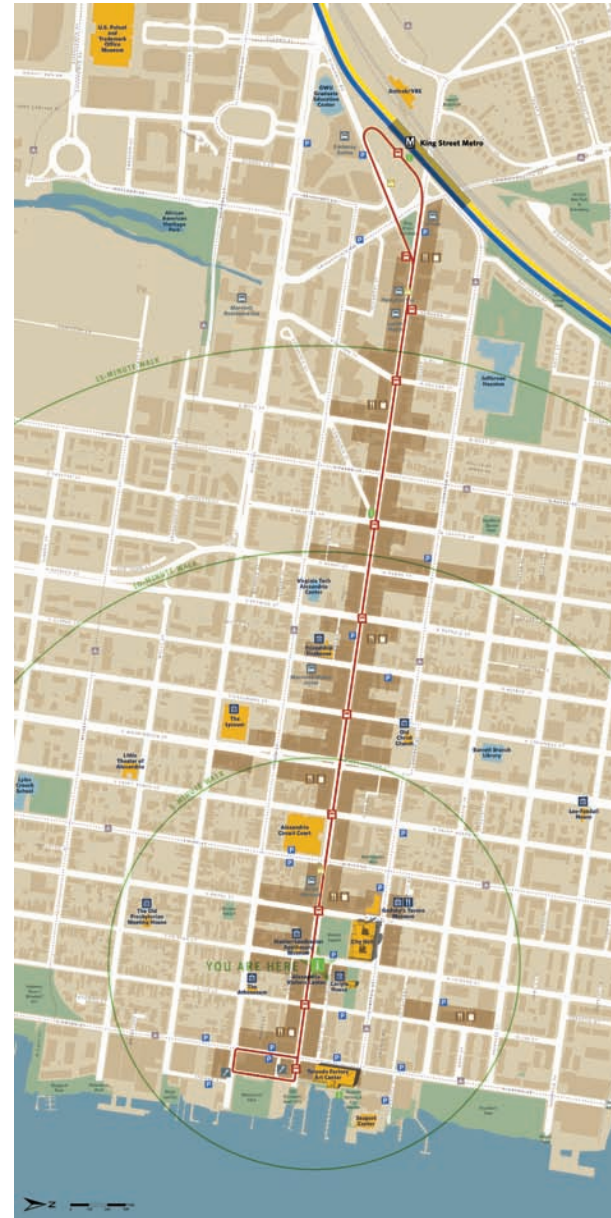
Facing page: map detail shown at actual size for a kiosk application

Armory
Tot Lot

Monaco

Gadsby's Tav
Museum

N ROYAL ST

Market
Square

City Hall

Stabler-Leadbeater
Apothecary
Museum

YOU ARE HERE

P

i

SWITS AL

Alexandria
Visitors Center

RAMSAY AL

Carlyle
House

The
Athenaeum

CAMERON ST

WALES AL

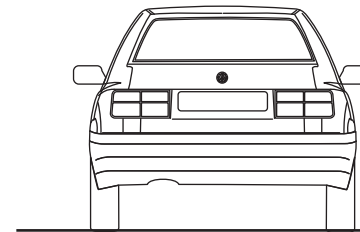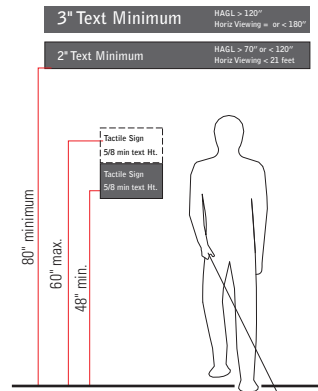FAYETTE AL

P

THOMPSONS AL

CAMERON ME

P

Universal Design Principles

From the outset of the design process, universal design and accessibility were implicit objectives of the wayfinding program. In addition to complying with all required elements of accessibility, the program seeks to exceed them with an eye to maximizing accessibility through design of both sign structure and content.

These diagrams represent a pictorial compilation of the following codes and guidelines, which have been incorporated into the design of all signs in the program:

- *MUTCD (Manual on Uniform Traffic Control Devices) 2009*
- *ADAAG (ADA Accessiblity Guidelines) D2004*
- *ANSI (American National Standards Institute) A117.1 1995*
- *IBC (International Building Code) 2003*
- *SEGD (Society for Environmental Graphic Design) ADA White Paper Updated 2006*

4″ minimum text

Sans serif
Tracked visually
High contrast
Maximum 4
messages

→
4″ Text Min.
Destination 2
Destination 3

←
Destination 4 M

3" Text Minimum — HAGL > 120″ / Horiz Viewing = or < 180″

2" Text Minimum — HAGL > 70″ or < 120″ / Horiz Viewing < 21 feet

Tactile Sign 5/8 min text Ht.
Tactile Sign 5/8 min text Ht.

80' minimum
60" max.
48" min.

X 1" = 30'
Legibility

Distance (Feet)	7.5	15	22.5	30	37.5	45	60	75	90	105	120	150	180
Cap Letter Height (Inches)	.25	.5	.75	1	1.25	1.5	2	2.5	3	3.5	4	5	6

Text height & legibility for pedestrian & vehicular signs
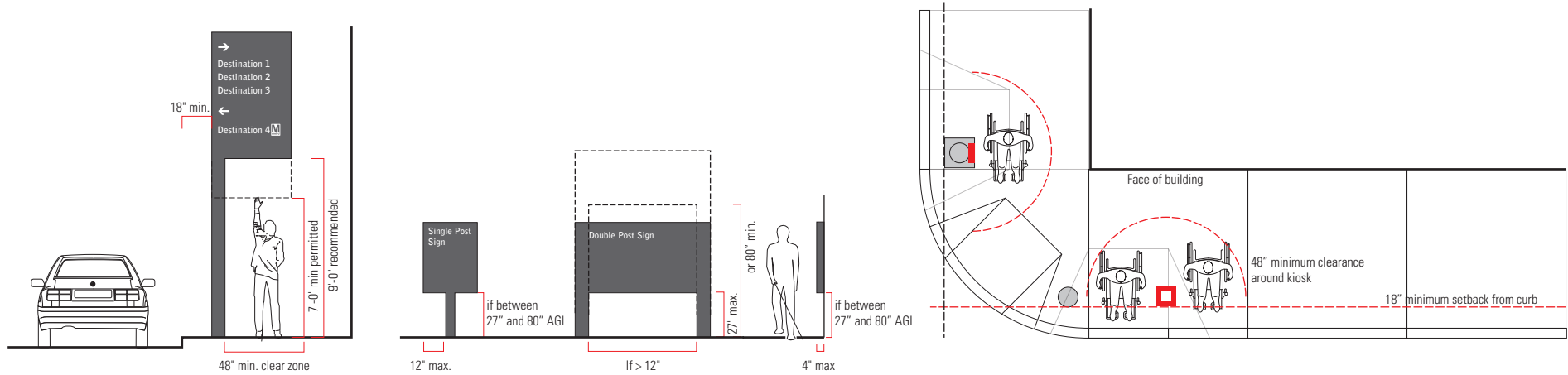
Setbacks and clearances to maintain accessible pathways. Left to right: signs over sidewalks; single post signs; double post signs; wallmounted signs; top view of signs mounted in sidewalks

18" min.

7'-0" min permitted
9'-0" recommended

48" min. clear zone

Single Post Sign

12" max.

Double Post Sign

if between 27" and 80" AGL

If > 12"

27" max.

or 80" min.

if between 27" and 80" AGL

4" max

Face of building

48" minimum clearance around kiosk

18" minimum setback from curb

Optimal mounting heights for comfortable viewing of various types of information. Left to right: side-to-side viewing; mounting for signs intended to be touched; strategy for mini kiosks and kiosks.

30 degrees   30 degrees

48" max.

15" min.

Directional information (view from distance)

Map (view closer)

60 degree comfort range of head motion

60 degree comfort range of head motion