CITY OF # ALEXANDRIA

WAYFINDING PROGRAM

Design Presentation

City Council Worksession

27 January 2009

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The purpose of tonight's work session:

1. Present the current design approved by the SAG and CWG, with a brief background on wayfinding objectives and the design process

2. Summarize input received at the January 5th community open house and January 6th Planning Commission/BAR worksession

3. Highlight issues for discussion and input

   - Gateway design

   - Signage for businesses off King Street

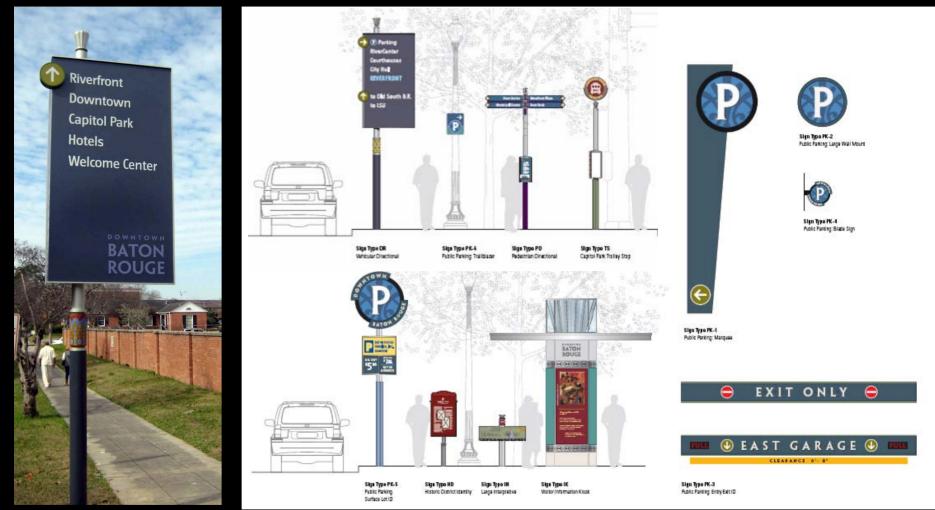   - Solution within the wayfinding program

     - Temporary A-frame program

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What exactly is a
"wayfinding system" ?

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

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Baton Rouge Downtown Visitor Amenity Plan | Baton Rouge, LA

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Why does Alexandria need a wayfinding system ?

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Project Objectives

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Objectives | Function

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

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

Promote walking, biking, mass transit

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

Direct to and identify parking in Old Town

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

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

Highlight individual District identities as well
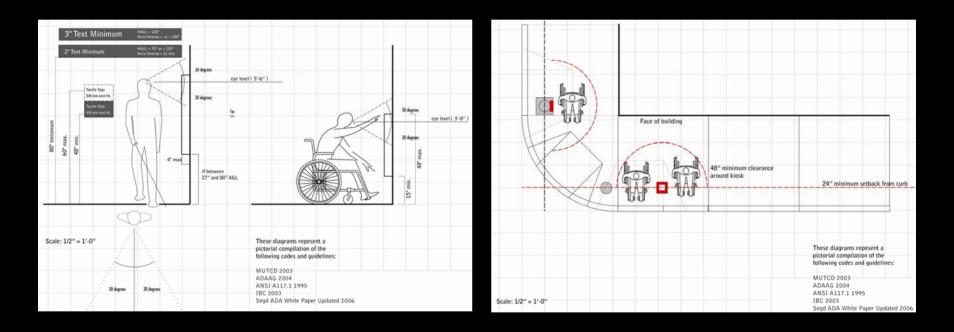
Reduce clutter, increase consistency

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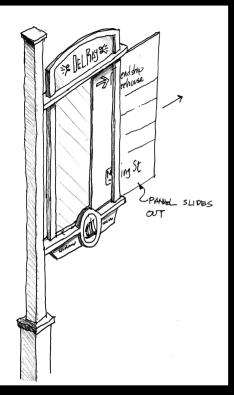WAYFINDING DESIGN

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Comply with ADA

Utilize best practices for enhanced accessibility

Emphasize universal design – access for all

Objectives | Cost effective design and implementation

Changeable information on modular panels for easy updating

Straightforward, industry standard fabrication techniques

Shared components across multiple sign types

Standard, readily available materials & parts

Savvy phasing for maximum economic impact, production run pricing

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Design Team Analysis

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

2 Streamline Vehicular wayfinding
Get visitors quickly to parking so they can start enjoying Alexandria on foot

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

4 Define/direct to districts past Old Town
Identifiable districts give visitors more to explore; plus they make wayfinding easier by creating "bite-size" sections of the city

Stakeholder Input

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City Working Group

Composed of representatives from

Planning & Zoning

Transportation and Environmental Services

Recreation, Parks and Cultural Activities

Office of Historic Alexandria

General Services

City Manager's Office

Met regularly with design team to provide additional input

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Stakeholder Advisory Group / Community

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

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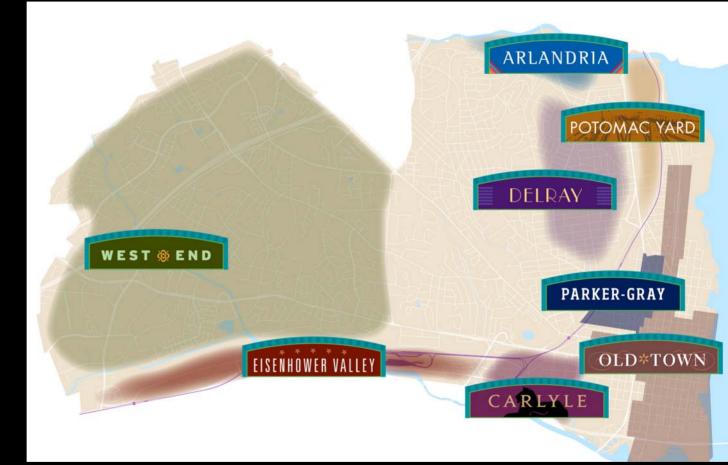November –SAG Meeting
December –SAG online survey
January –Community Open House

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Determined by SAG and community

Based on size, commercial concentration, visitor destination

Anticipates emerging districts

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Input | ... on destinations:

TIER A —— Destination of primary importance;
direction throughout city via all access routes
Qty: 1 (Old Town Visitor Information)

TIER B —— Major destination; advance strategic wayfinding provided
Qty: about 70

TIER C —— Minor destination, or exclusively civic destination;
wayfinding provided if "hard to find" (e.g. on a side street)
Qty: about 40

TIER D —— Minor destination or exclusively civic destination;
directional wayfinding not needed, but still may be
identified on map or at site.
Qty: about 90

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Input | ... on design:

1   A versatile design palette which can be applied throughout the city

2   Interchangeable elements to relate to specific districts (color/pattern/icon/etc)

3   Clear & legible text and arrows

4   Sophisticated, flexible color palette, yet not too "muddy", with potential for selective pops of brighter color & contrast

5   Relief and patterning, using architectural inspiration which lends authenticity

6   An authentic, timeless look:

"Rich history with contemporary flair"
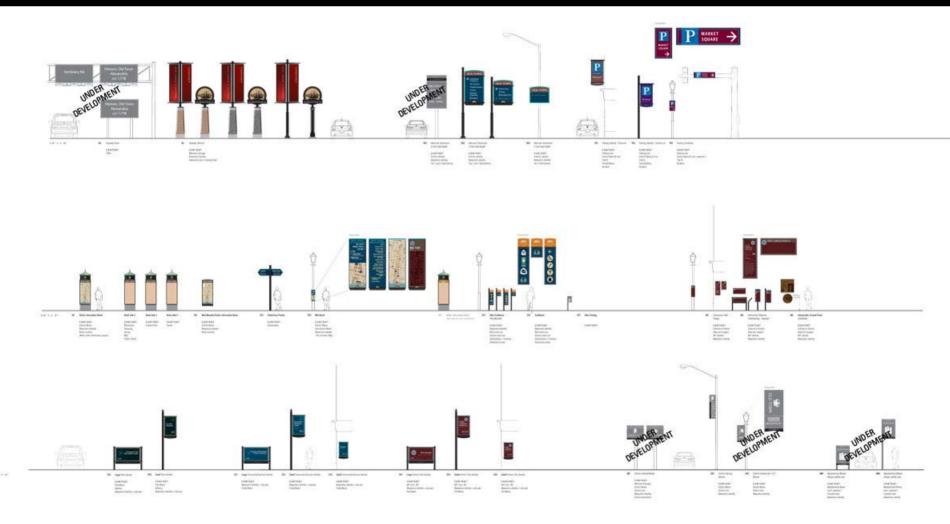
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Design Solution

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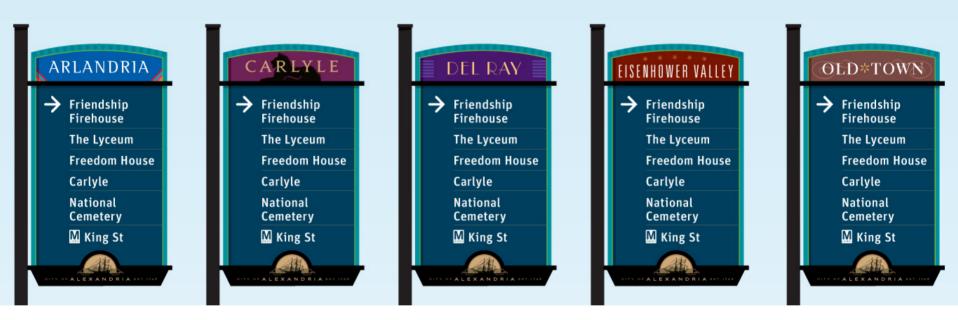
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**Header designs to be reviewed with
SAG & Community**

Plain header for use in areas
outside of named districts

**Header designs to be reviewed with
SAG & Community**

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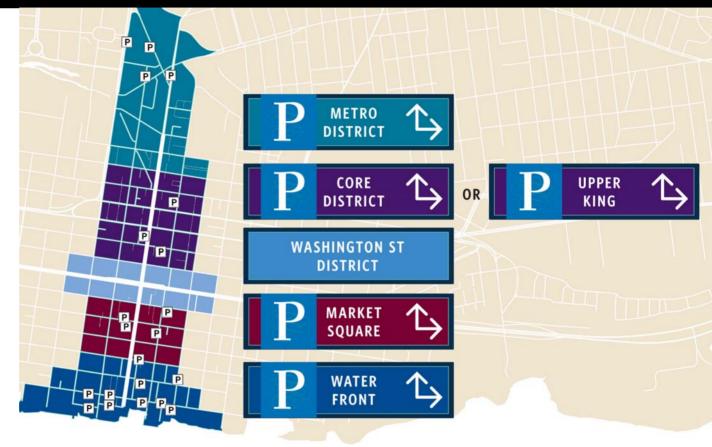
**King Street Zones -
delineation and naming
strategy**
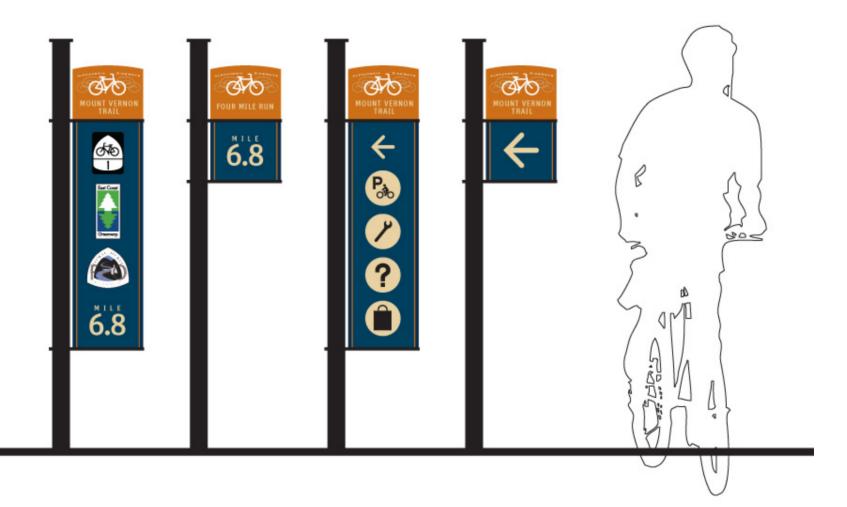
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Detail:
Wayside Exhibit Panel Studies
(horiztonal format)

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

Detail: Ground-Plane Plaque or
Trail Medallion

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

Comparable examples from Arlington County

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Photo Montage - Stone Base

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Photo Montage - Metal Base / Banners

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Proposed seal design for
gateways

Three options moving forward:

1. Refinement of the ship emblem as shown to improve legibility & enhance color

2. An iconographic image other than a ship in port

3. A signature emblem consisting of ornamented type with no image

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- Large-scale banners enhance arterial corridors, contribute to placemaking & identity

- Allow for seasonal changeout

- Banners can mount to existing cobra head fixtures where applicable

- Banners can also extend a gateway expression

- Banner stanchions (left) build on gateway design
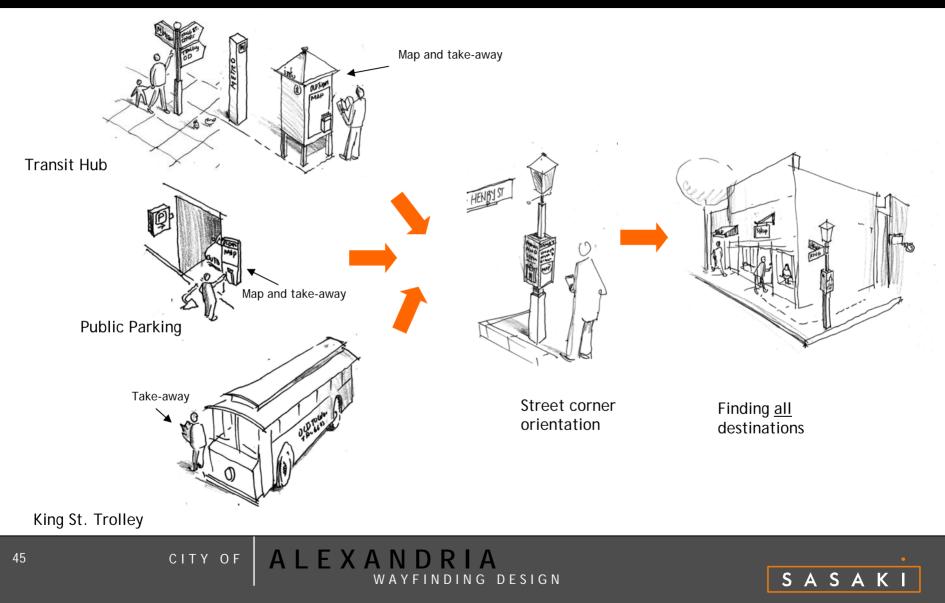
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- Use banners to designate commercial areas beyond King Street – extend King Street experience

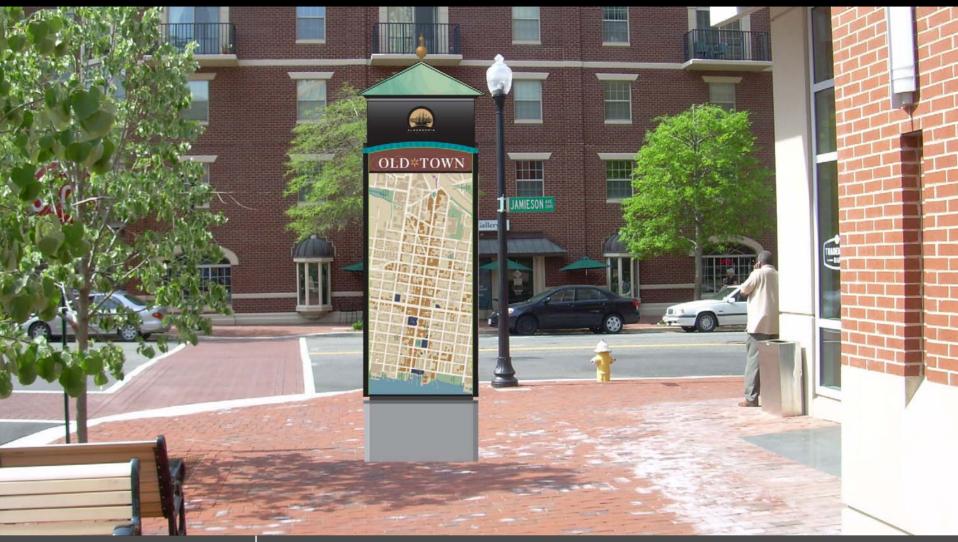- Banner graphic can reinforce zones (Market Square, Waterfront, etc)
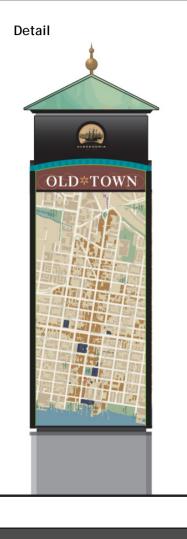
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Map and take-away

Transit Hub

Map and take-away

Public Parking

Take-away

King St. Trolley

Street corner
orientation

Finding all
destinations

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Detail
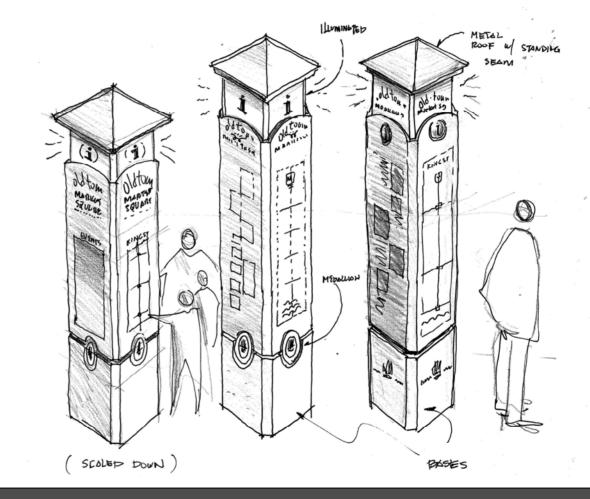
Conceptual Sketches – 3D study

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

PD.1 Pedestrian Directional Pointer

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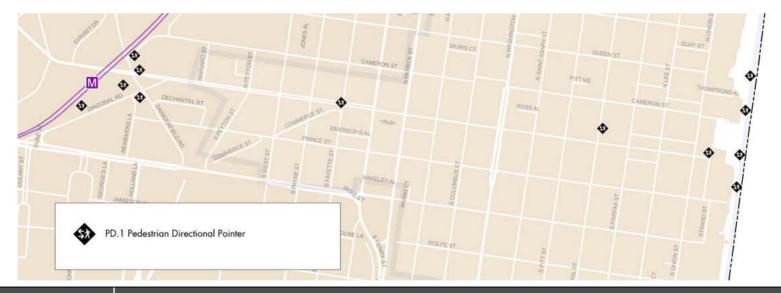
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Mini Kiosk Concept
• 4-sided "box" affixed to existing poles with 3 usable/interchangeable panels
• provides pedestrians with a quick orientation of the immediate area

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

Primary Panel

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

Civic attractions listed by name

Key destinations indicate walking distance in blocks/time

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

Walking-radius reinforces close proximity of destinations

Landmark buildings are drawn in 3D for ease of recognition

Additional Panel Options

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

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

Large Map Panel   **Interpretive Panel**

Retail Panel

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

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

ROYAL STREET

SHOPPING & DINING

Treat →
The Shoe Hive →
Grape + Bean →
Fontaine Caffe →
& Creperie
Bella of Old Town →
Quinn Essentials →
Hair Salon
Fashion Stitch →
Royal Nails →
Wayne Fisher's →
Antiques at Home
Lawrence Miller & →
Assoc. Silversmiths
Whistle Stop →
Hobbies
Prince Royal →
Gallery
← Gadsby's Tavern
Restaurant
← Royal Market

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Retail Panel

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Next Steps

February
Refinement and stakeholder followup

March
Mockup review

April 27
City Council decision on funding

March-June
Finalize design, document guideline manual

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

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