CITY OF ALEXANDRIA VIRGINIA

WAYFINDING SYSTEM

DESIGN GUIDELINES MANUAL

APPROVED BY PLANNING COMMISSION

SEPTEMBER 7, 2010

S A S A K I

Acknowledgements

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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.
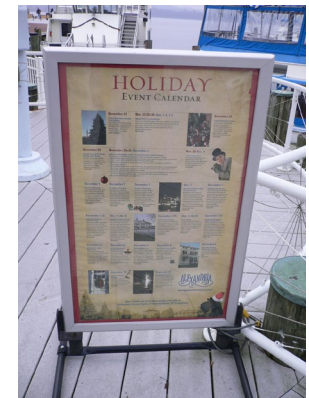
Wayfinding in Alexandria: the Future

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.

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."

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*

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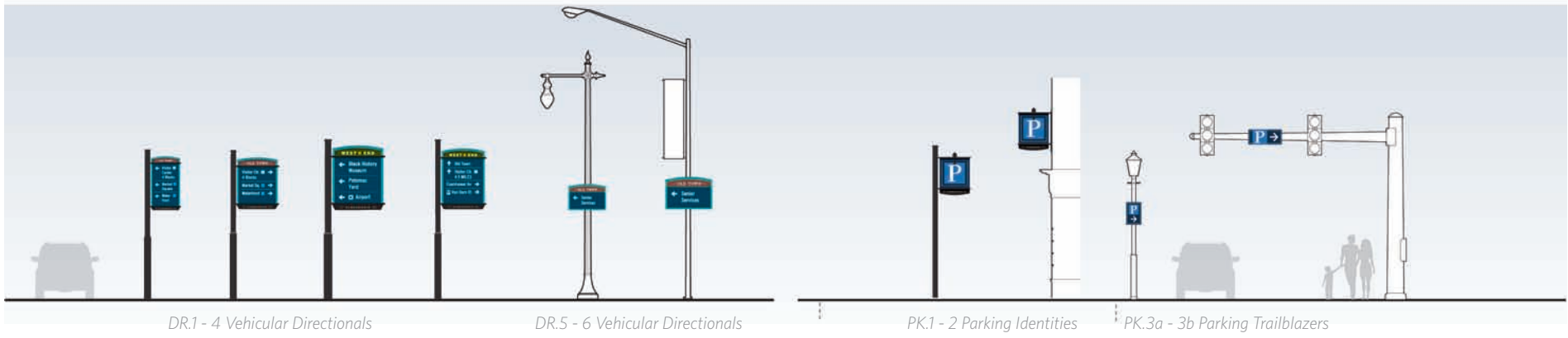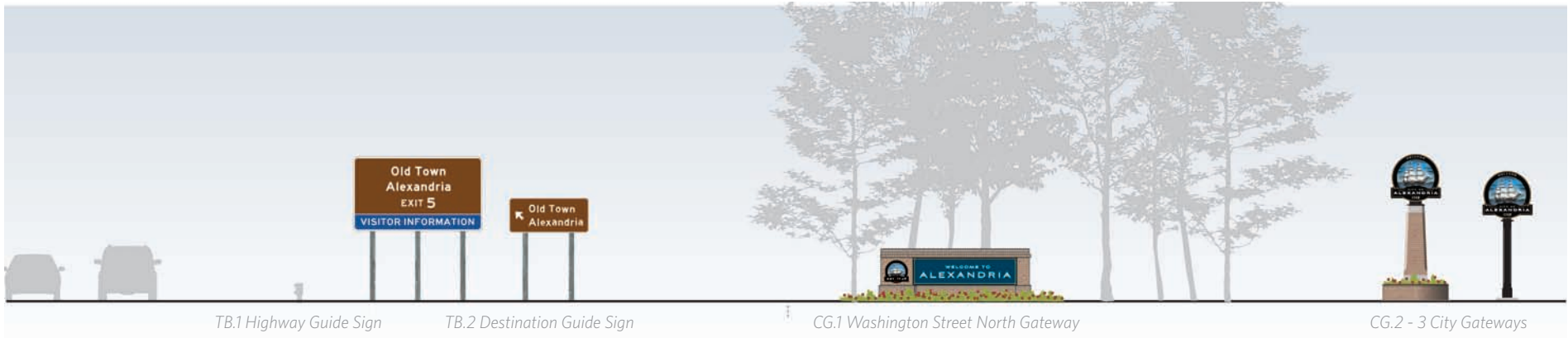
IK.1 - 3 Visitor Kiosks   PD.1 Pedestrian Directional   PD.2 -3 Pedestrian Directionals   BP.1 Shared-Use Path   IN Interpretive Signs and Panels
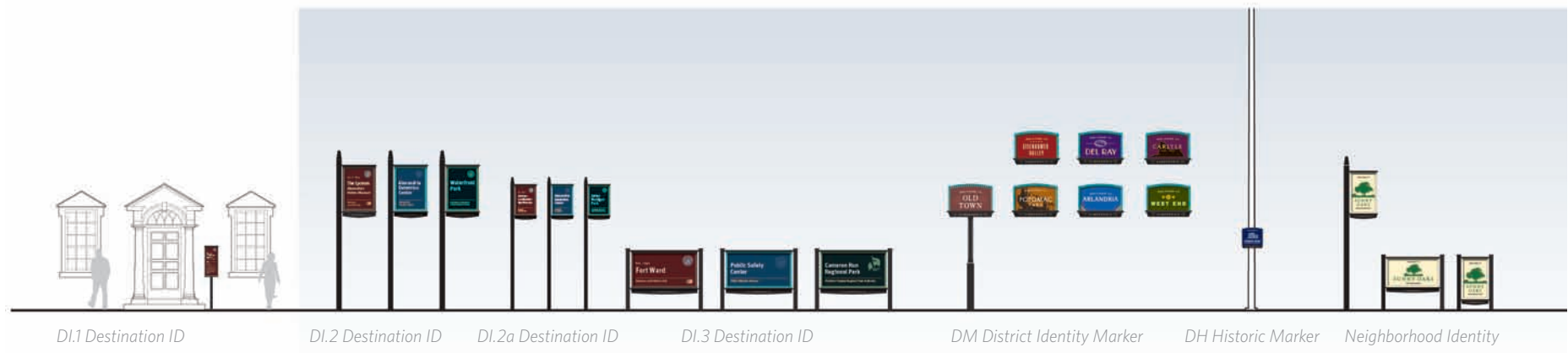
DI.1 Destination ID   DI.2 Destination ID   DI.2a Destination ID   DI.3 Destination ID   DM District Identity Marker   DH Historic Marker   Neighborhood Identity

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

Front View
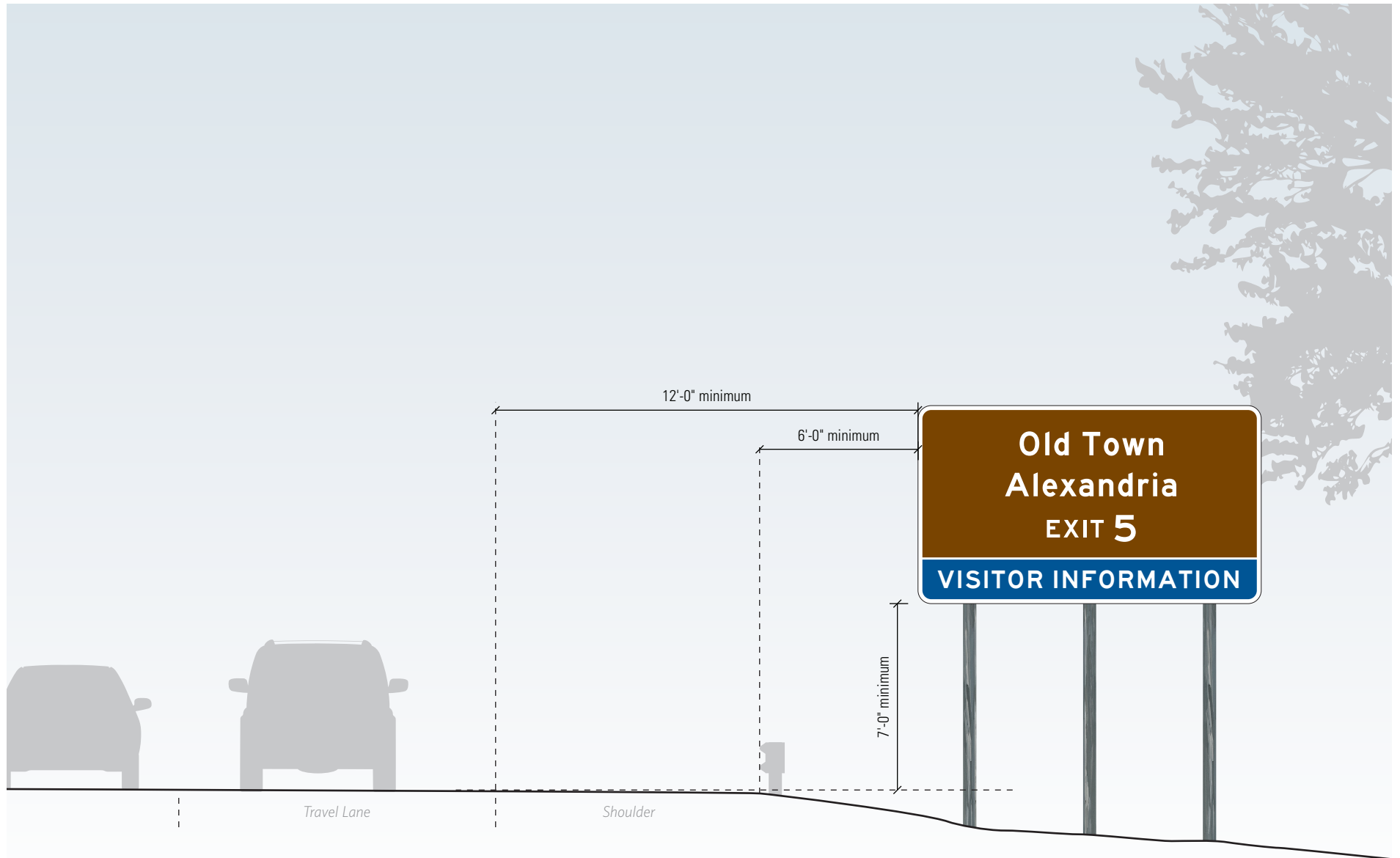
TB.1 Highway Supplemental Guide Sign

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.

TB.2 Destination Guide Sign

12'-0" minimum

6'-0" minimum

7'-0" minimum

Old Town Alexandria

Travel Lane

Shoulder
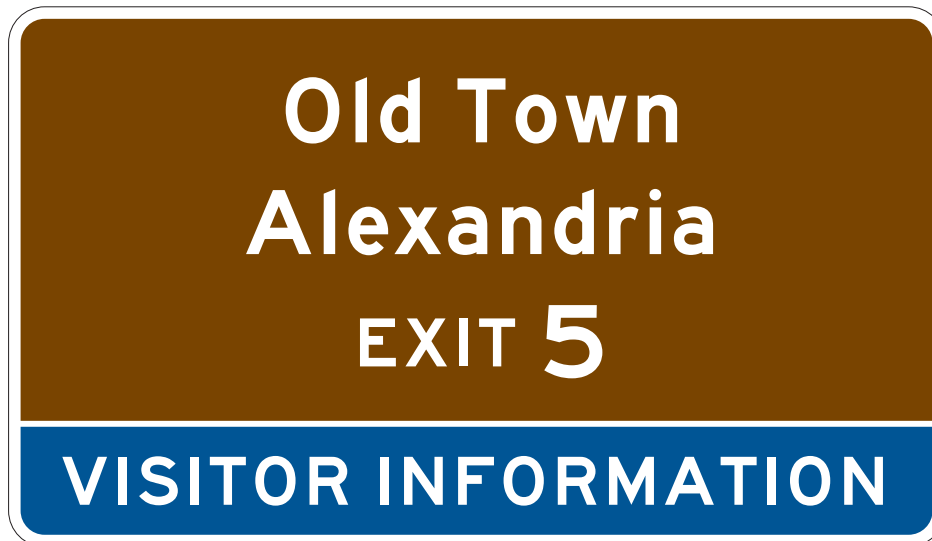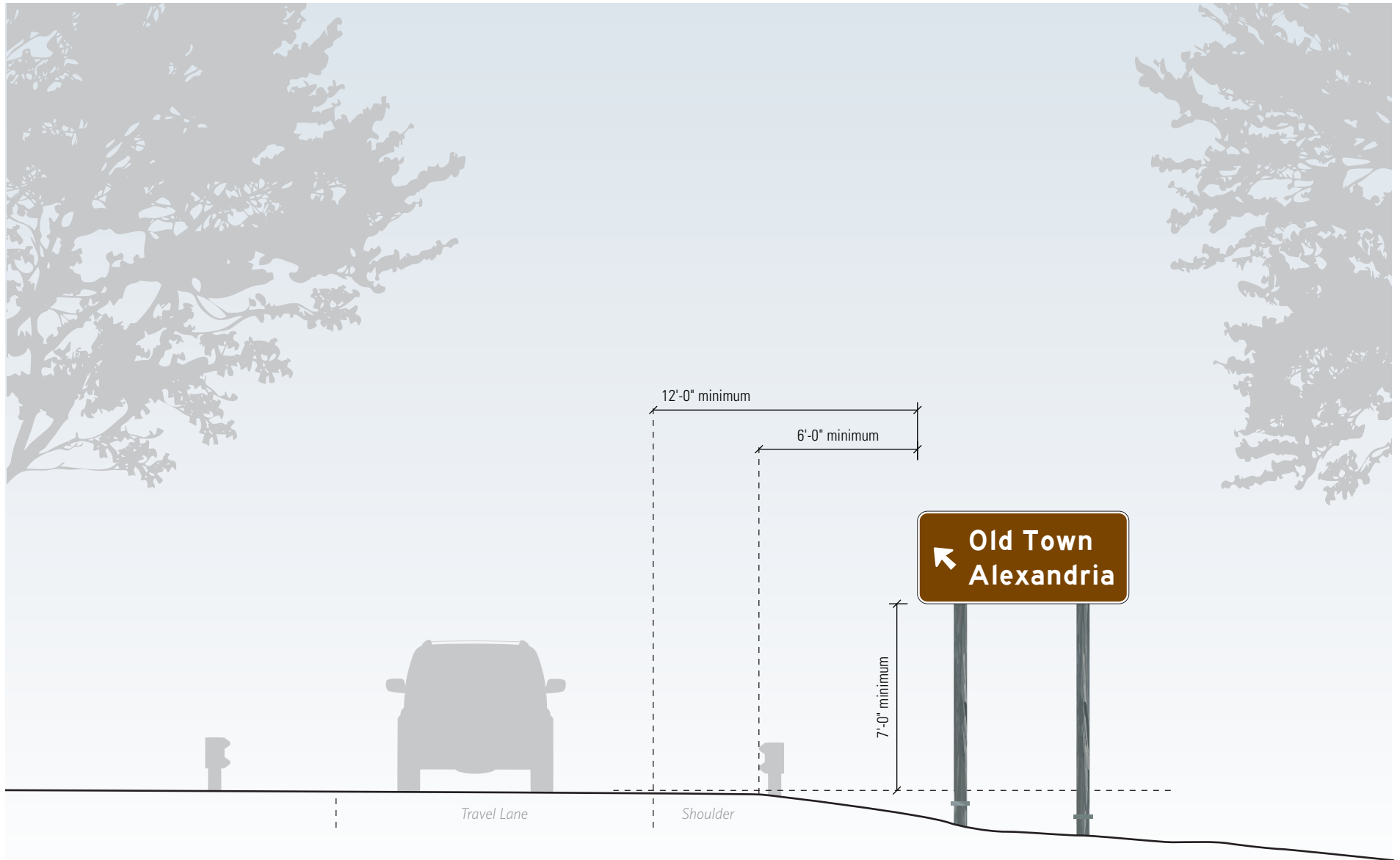
RATIONALE

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.

↖ **Old Town Alexandria**

Front View

CG.1 Washington Street North Gateway
HORIZONTAL BRICK MONUMENT

14'-0" to face of curb

WELCOME TO
ALEXANDRIA

EST. 1749

15'-0"

4'-9"

WELCOME TO
ALEXANDRIA

EST. 1749

Front View

3D Massing Study

CG.1 Washington Street North Gateway
HORIZONTAL BRICK MONUMENT

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.

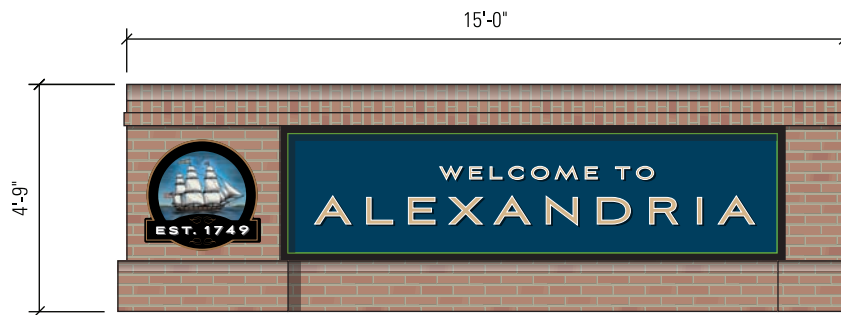## ILLUMINATION

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.
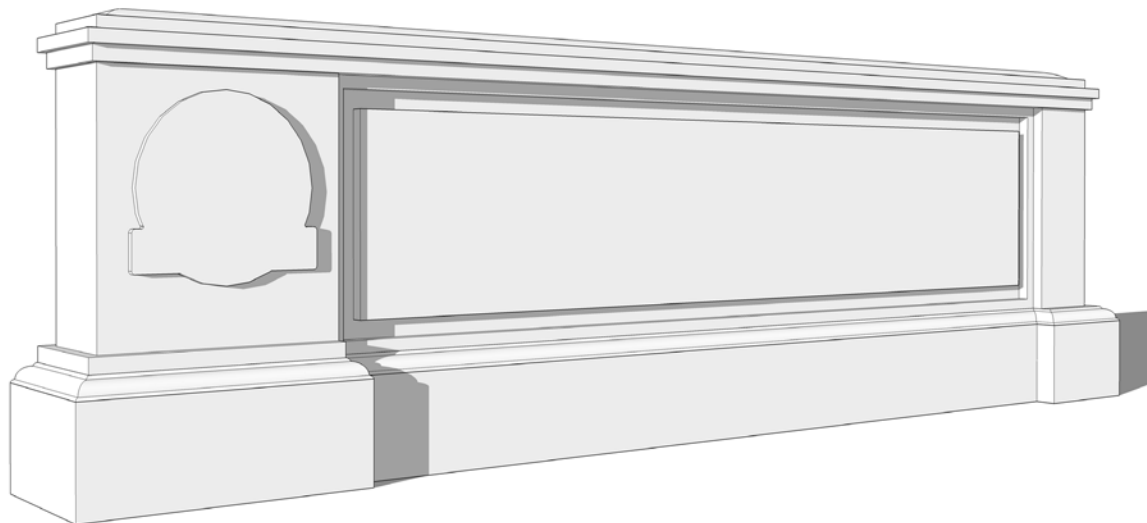
CG.2 City Gateway
BRICK PIER

18" min

18" min

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

Front View

3D Study
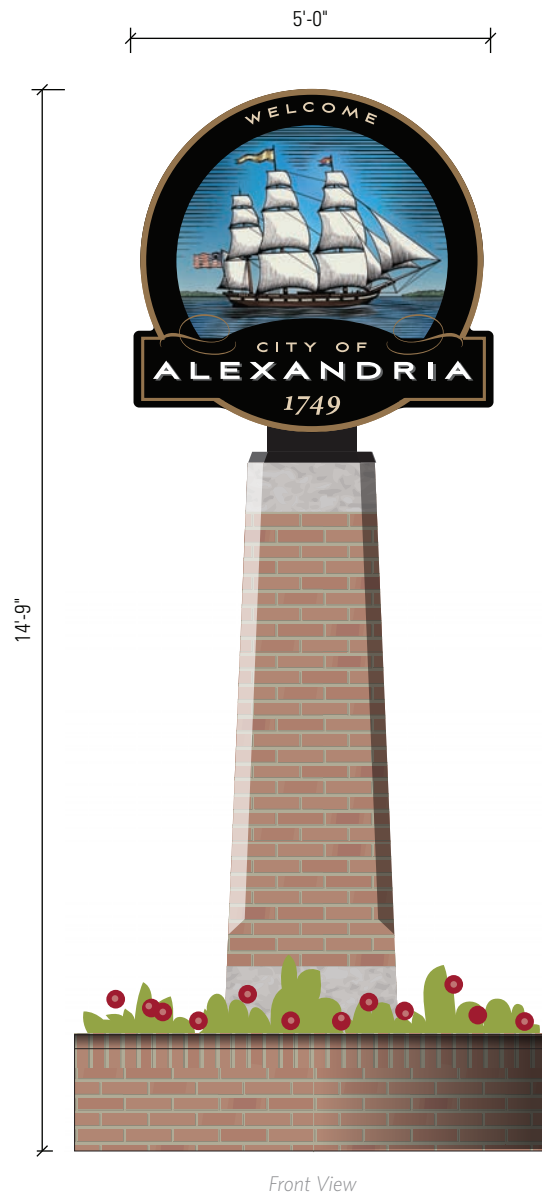
CG.3 City Gateway
METAL POST

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"

2'-11"

2'-8"

OLD TOWN

← Visitor ℹ
Center
4 Blocks

← Market 🅿
Square

← Water- 🅿
front

CITY OF ALEXANDRIA EST. 1749

7 1/4"

5'-4 3/4"

4'-3 1/2"

3 5/8"

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.

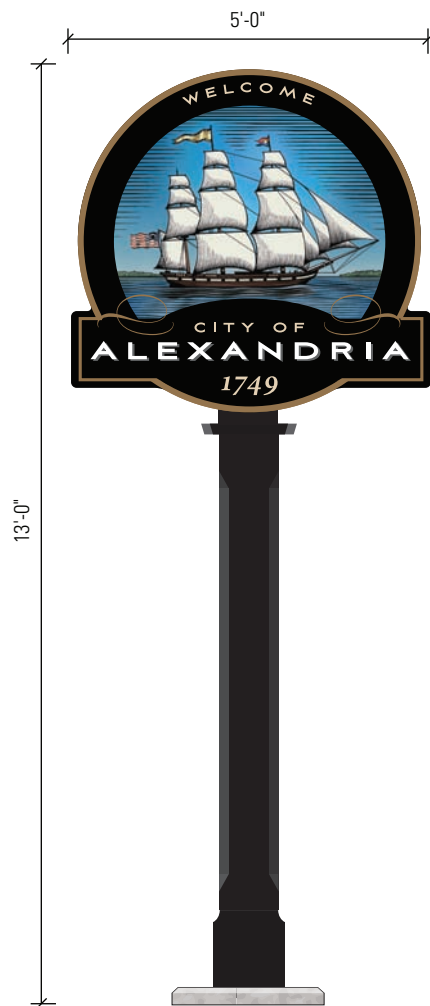## LOCATION

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.
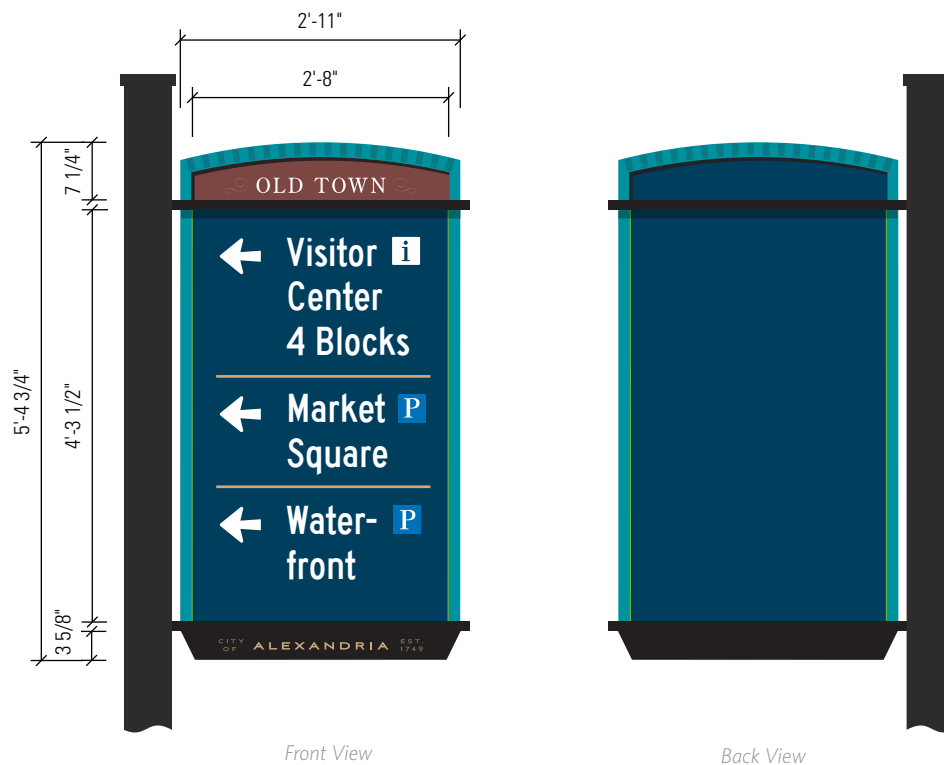
DR.2 Vehicular Directional

WASHINGTON STREET VERSION

15'-0"

OLD TOWN
Visitor Ctr.
4 Blocks
Market Sq.
Waterfront

Front View

Back View

DR.2 Vehicular Directional

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

DR.3 Vehicular Directional
ARTERIAL VERSION

16'-0"

WEST END

← Black History Museum

← Potomac Yard

← ✈ Airport

ALEXANDRIA

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
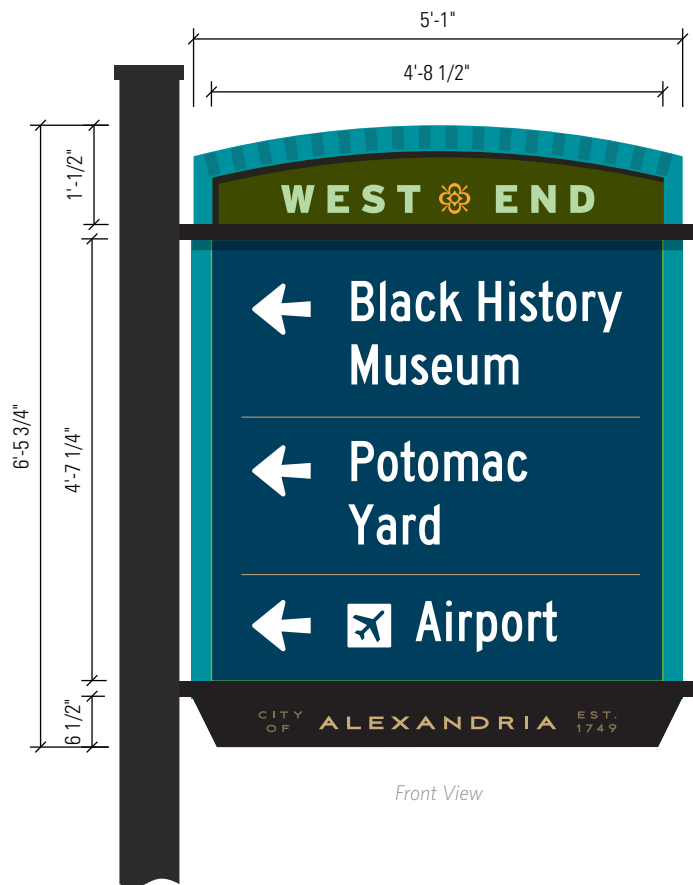
Same as DR.1

DR.4 Vehicular Directional
STANDARD 4″ VERSION

16'-0"

OBJECTIVES

Same as DR.1

RATIONALE

Same as DR.1

LOCATION

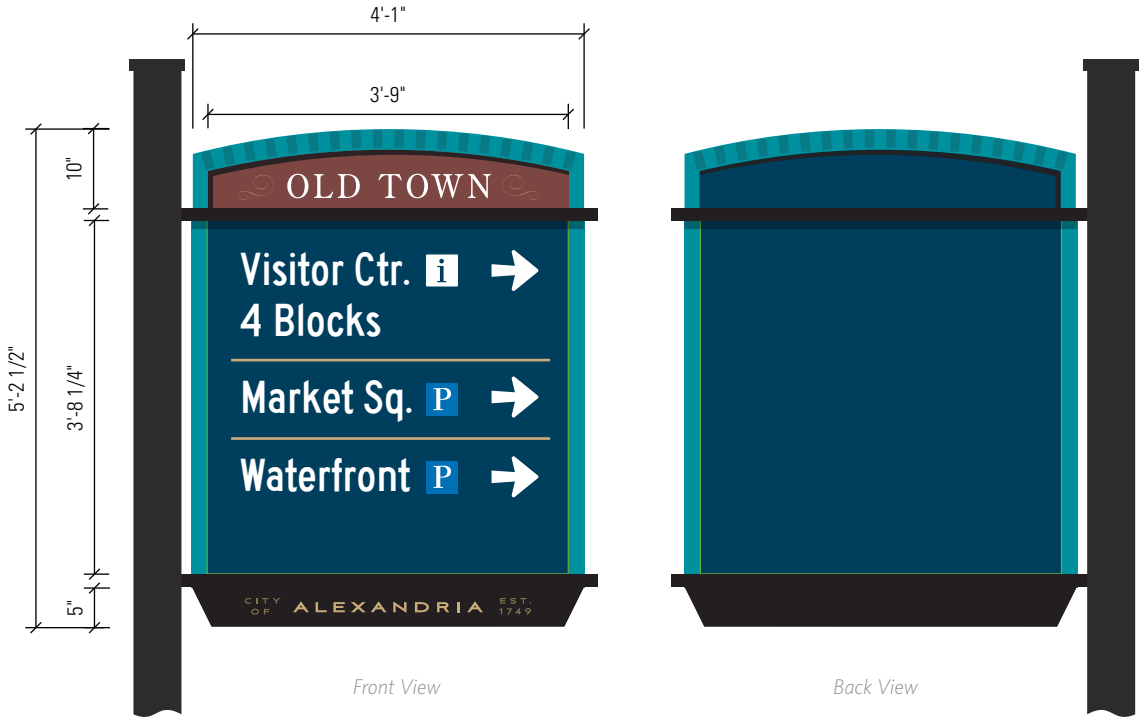Located at least 100' in advance of a "decision point" which requires a vehicular maneuver (turn).

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

4'-4"

4'-0"

10 1/2"

6'-1 1/2"

4'-6"

5 1/2"

WEST ❖ END

↑ Old Town

↑ Visitor Ctr. ℹ
4.5 MILES

Eisenhower Av →

Ⓜ metro Van Dorn St →

CITY OF ALEXANDRIA EST. 1749

Front View

Back View

DR.5, DR.6 Vehicular Directional

SINGLE (FOUR INCH AND FIVE INCH VERSIONS)

9'-0"

9'-0"

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

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.
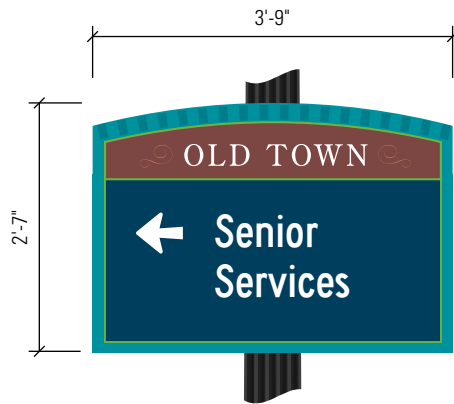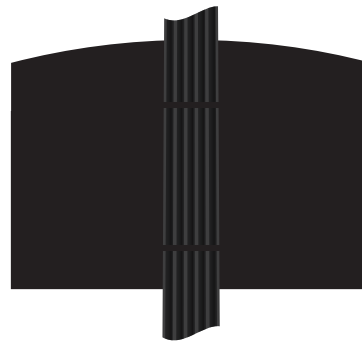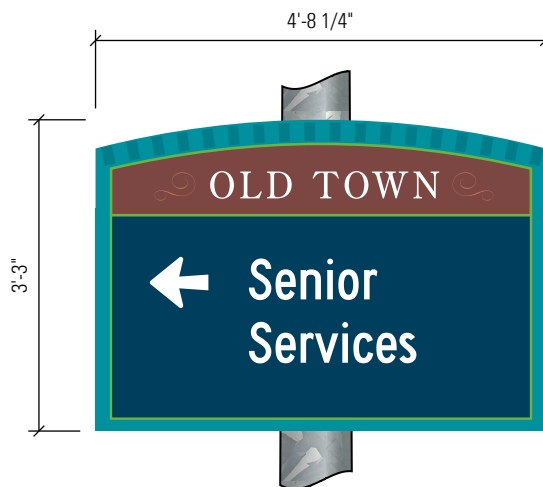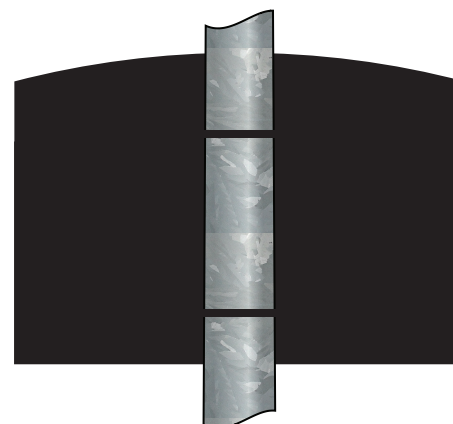
PK.1 Parking Identity

FREESTANDING

15'-4"

3'-3 3/4"

3'-0"

3'-10"

3'-0"

7"

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.

PK.2 Parking Identity
BUILDING MOUNTED

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

3'-3 3/4"

3'-0"

4'-5"

3'-10 1/8"

3'-0"

7"

CITY OF ALEXANDRIA EST. 1749

Front View (City operated version)

CITY OF ALEXANDRIA EST. 1749
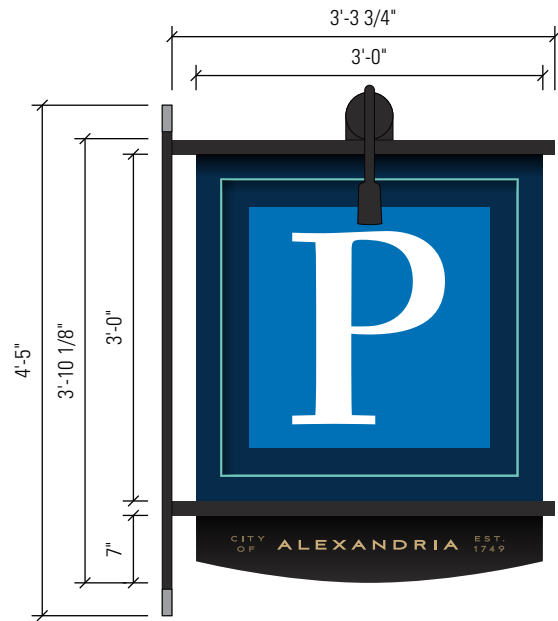
Back View (City operated version)

Central
Parking System

Front View (Private operated version)

Central
Parking System

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"

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.
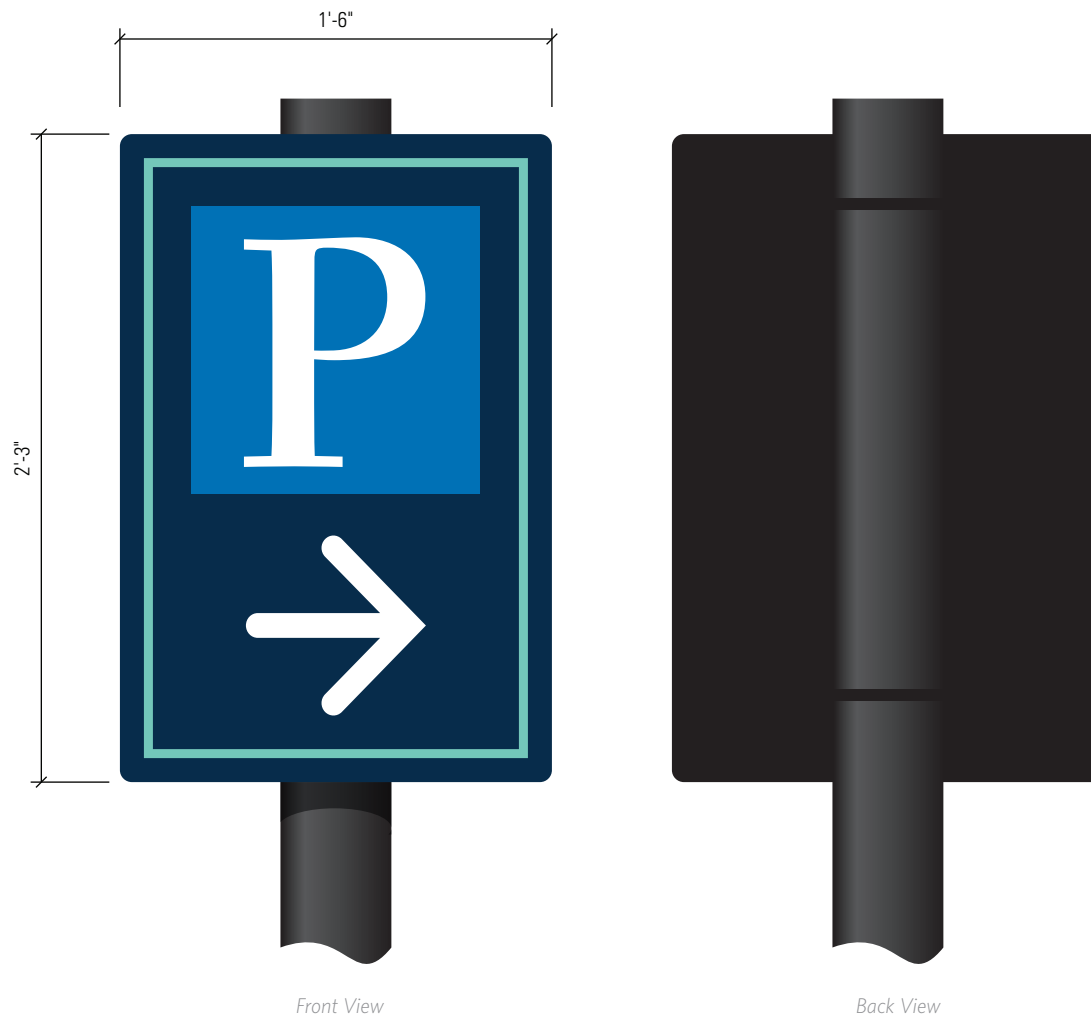
PK.3b Parking Trailblazer
MAST ARM

PK.3b Parking Trailblazer

3'-4"

1'-6"

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

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
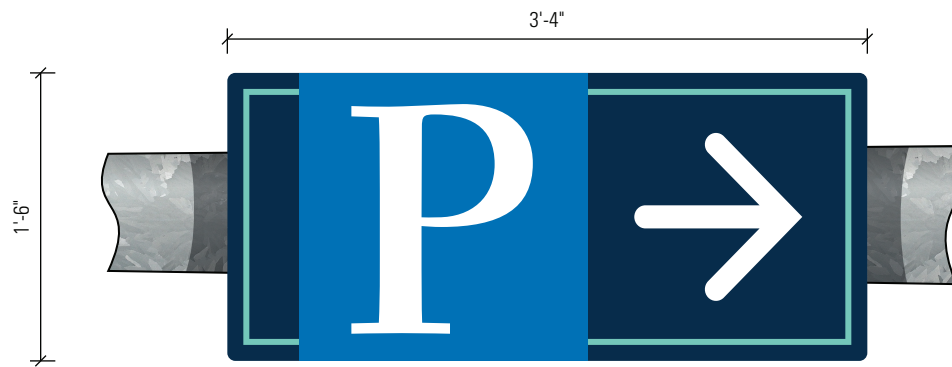
IK.1 Visitor Kiosk
FOUR SIDED

3'-10"

10'-1"

INFORMATION

2'-3"

8"

5'-0"

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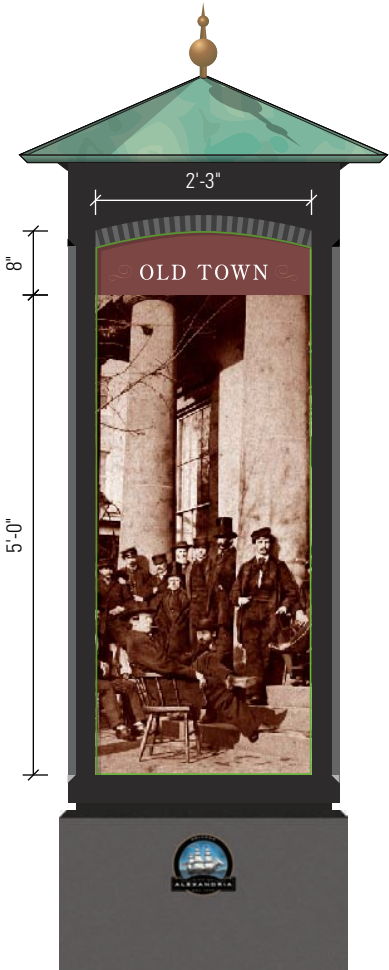
Typical View
(same on all sides except for content)
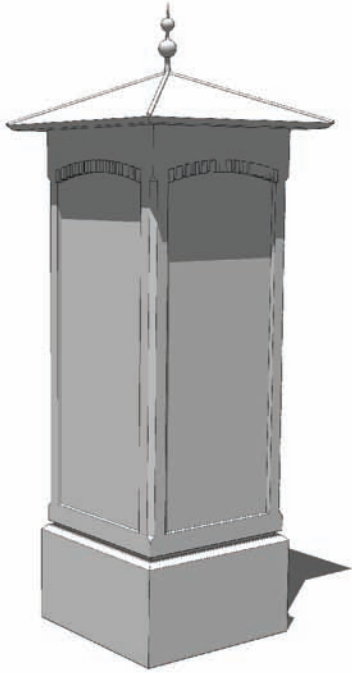
3D Study

Illumination: Downward

Illumination: Back lit

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.

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.

IK.3 Visitor Kiosk
WALL MOUNTED

3'-0"

6'-6"

1'-6"

INFORMATION

CITY OF ALEXANDRIA EST 1749
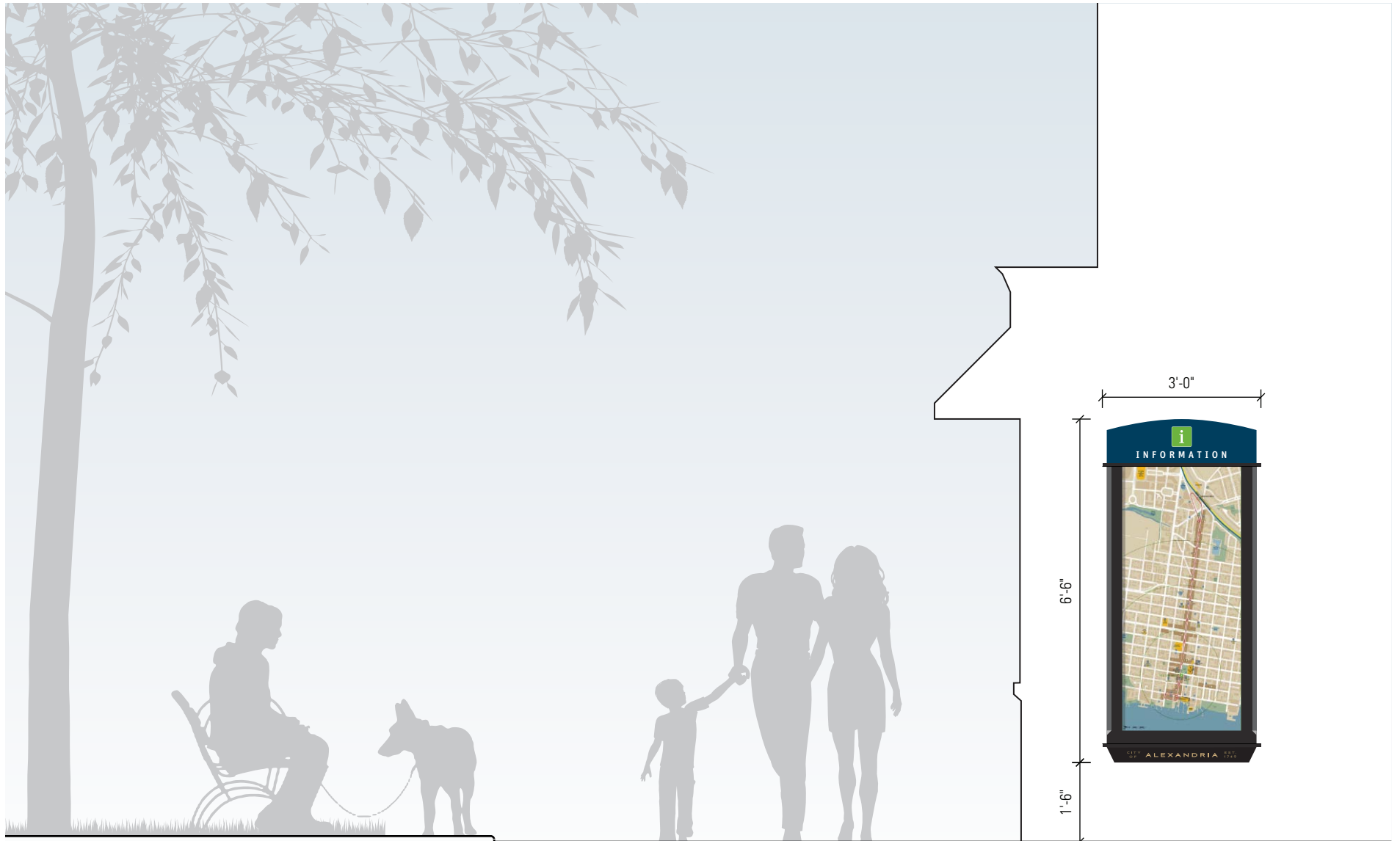
IK.3 Visitor Kiosk
WALL MOUNTED

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
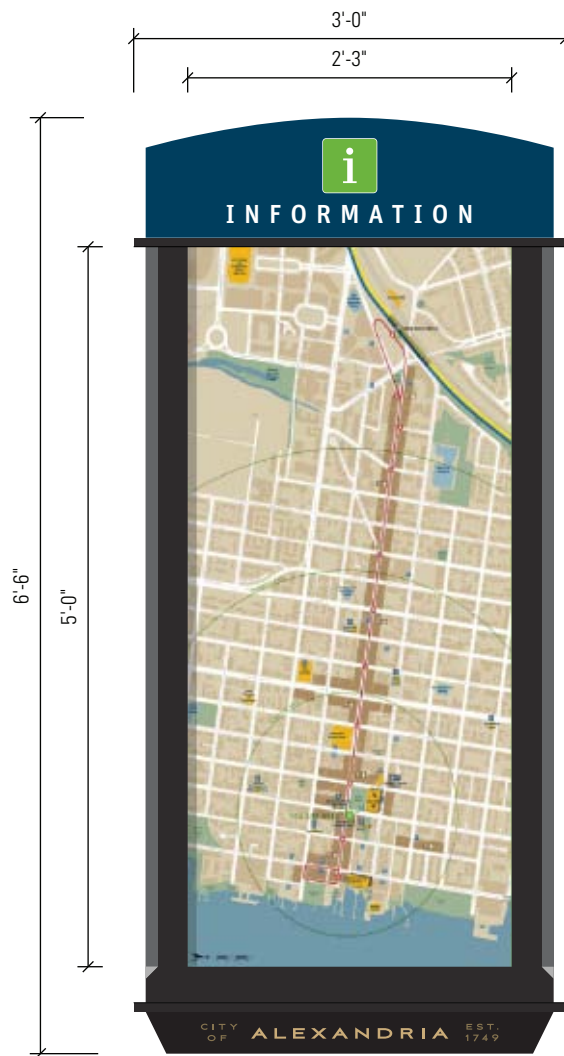
Front View

PD.1 Pedestrian Directional

POINTER

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

Old Town
20 min walk to Waterfront

3'-7"

12'-0"

8'-0" minimun

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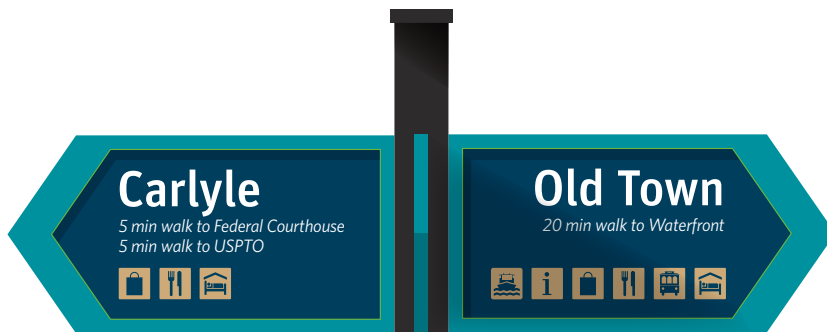
Typical View
(varies depending on direction blades point)
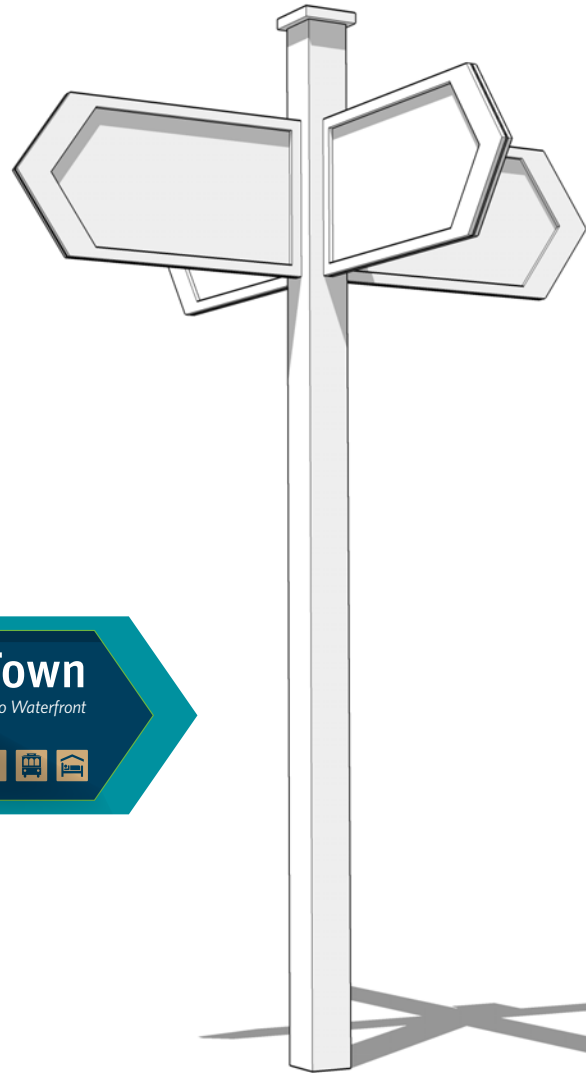
3D Study

PD.2 Pedestrian Directional
MINI KIOSK

1'-1"

3'-3 1/4"

4'-0"

South Washington Street →
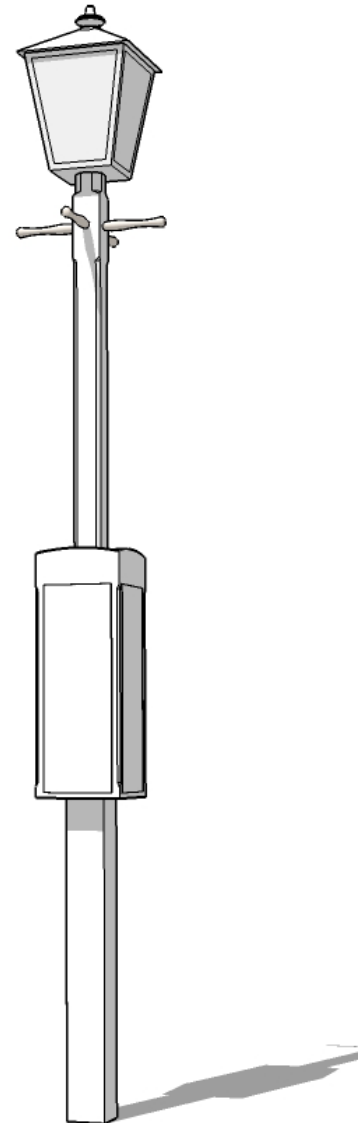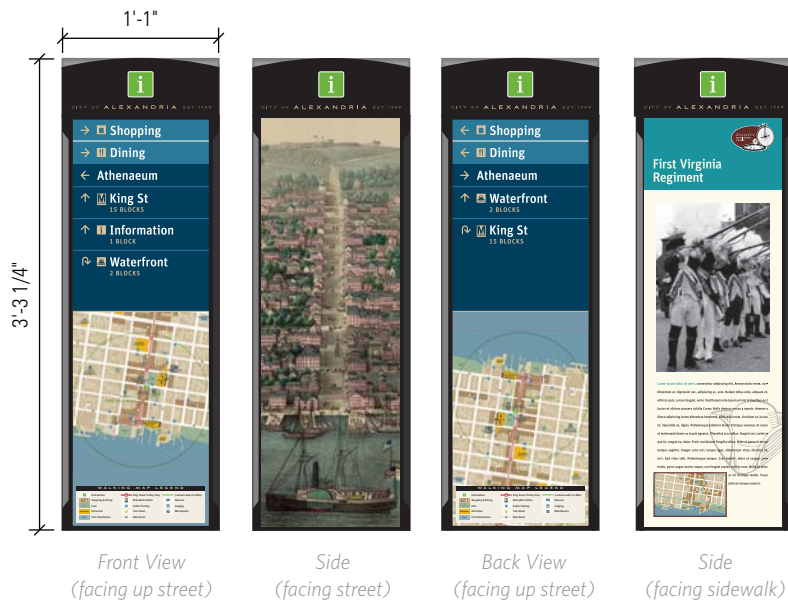
OBJECTIVES

- *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.
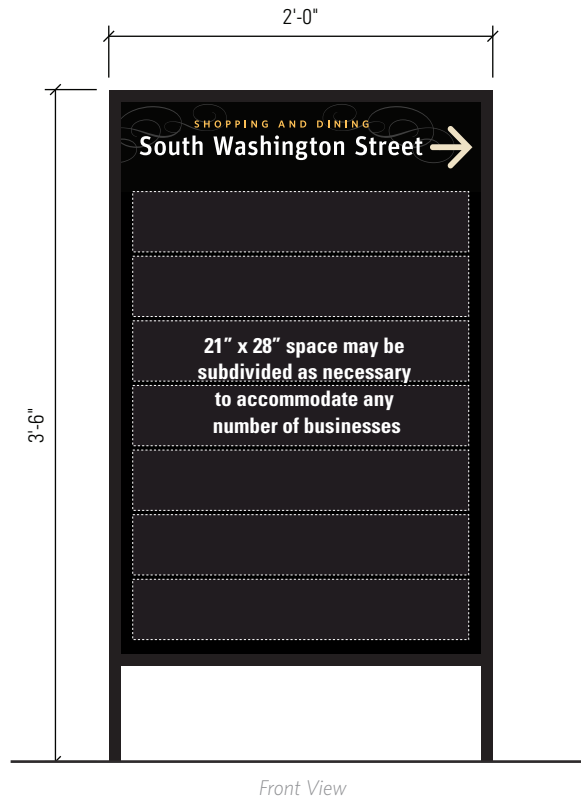
BP.1 Shared-Use Path Directional

1'-4"

6'-0"

1'-6" minimum

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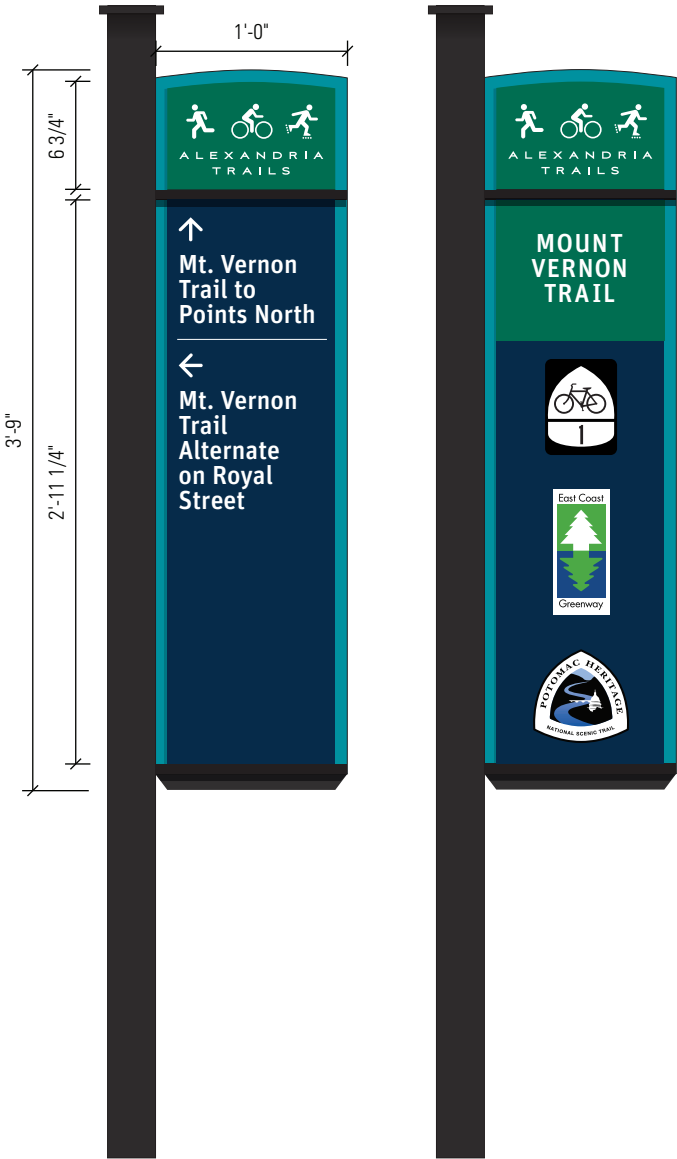
Front Views, showing alternate graphics layouts depending on content

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 flavor, 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 planning 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.

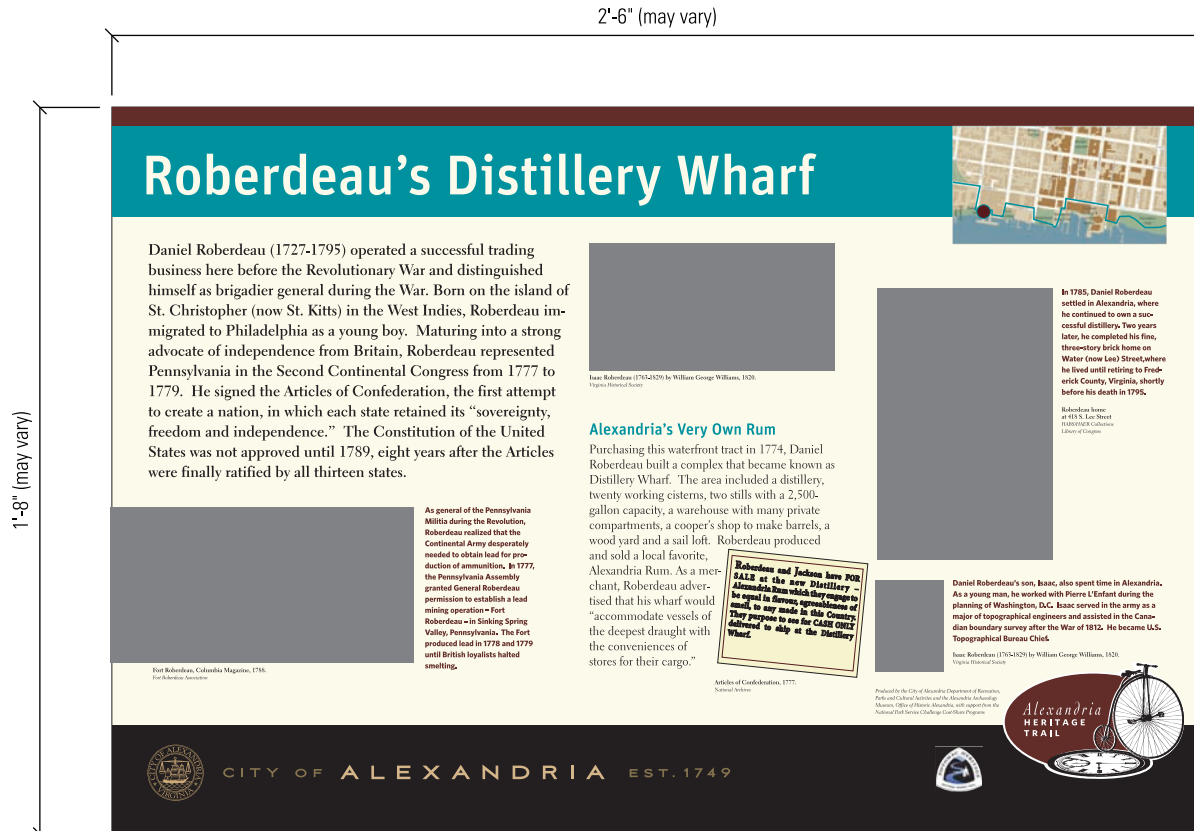Produced by the City of Alexandria Department of Recreation, Parks and Cultural Activities and the Alexandria Archaeology Museum, Office of Historic Alexandria, with support from the National Park Service Challenge Cost Share Programs.

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

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.
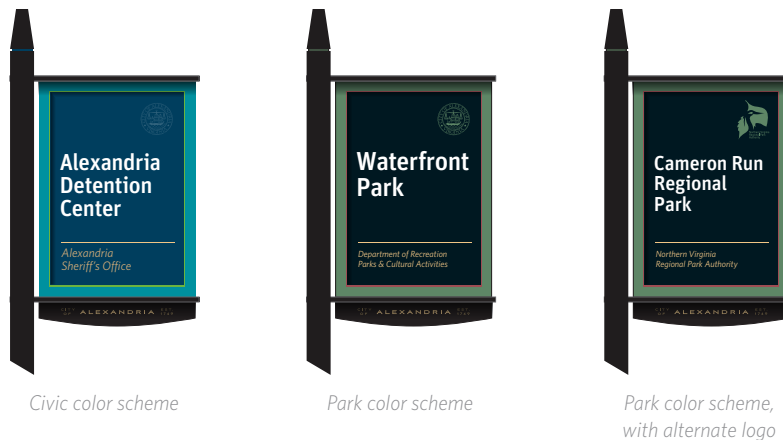
MATERIAL

Painted metal.

DI.2 Destination ID
SINGLE POST

The Lyceum
*Alexandria's
History Museum*

Museum
and Gift Shop

Front View,
historic color scheme

Back View,
historic color scheme

3'-3"

4'-6"

BUILT 1839

The Lyceum
Alexandria's
History Museum

Museum
and Gift Shop

CITY OF ALEXANDRIA EST 1749

Alexandria
Detention
Center

Alexandria
Sheriff's Office

Waterfront
Park

Department of Recreation
Parks & Cultural Activities

Cameron Run
Regional
Park

Northern Virginia
Regional Park Authority

Civic color scheme

Park color scheme

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.
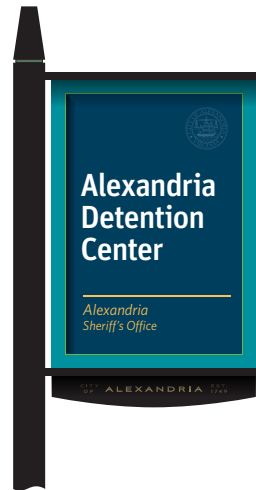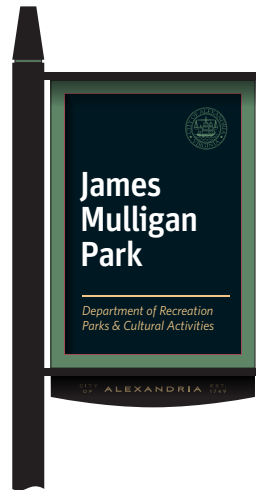
CONTENT

Same as DI.2

MATERIAL

Same as DI.2

Front View, historic color scheme

Back View, historic color scheme

Civic color scheme

Park color scheme

DI.3 Destination ID
DOUBLE POST

7'-8"

6'-1"

EST. 1792

Fort Ward
Museum and Historic Site

*Front and back view,
historical color scheme*

Civic color scheme

*Park color scheme,
(showing 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, 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.

DM District Identity Marker

DM District Identity Marker

4'-7 1/2"

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

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.
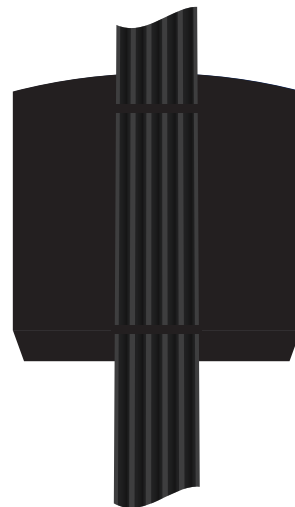
CONTENT

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.
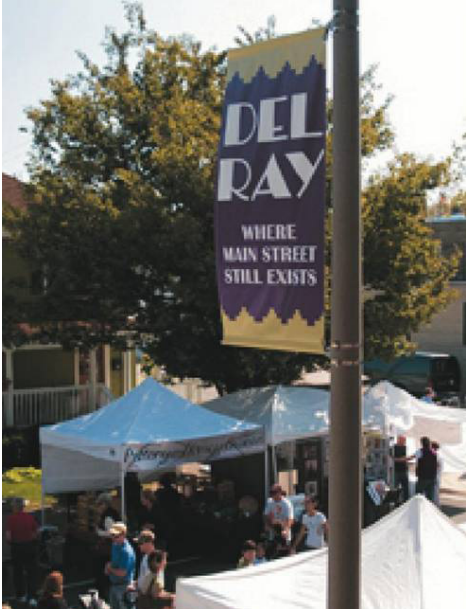
MATERIAL

Painted metal

2'-0"

2'-0"

WELCOME TO

PARKER-GRAY
HISTORIC DISTRICT

CITY OF ALEXANDRIA EST. 1749

Front View

Back View

Banner Standards
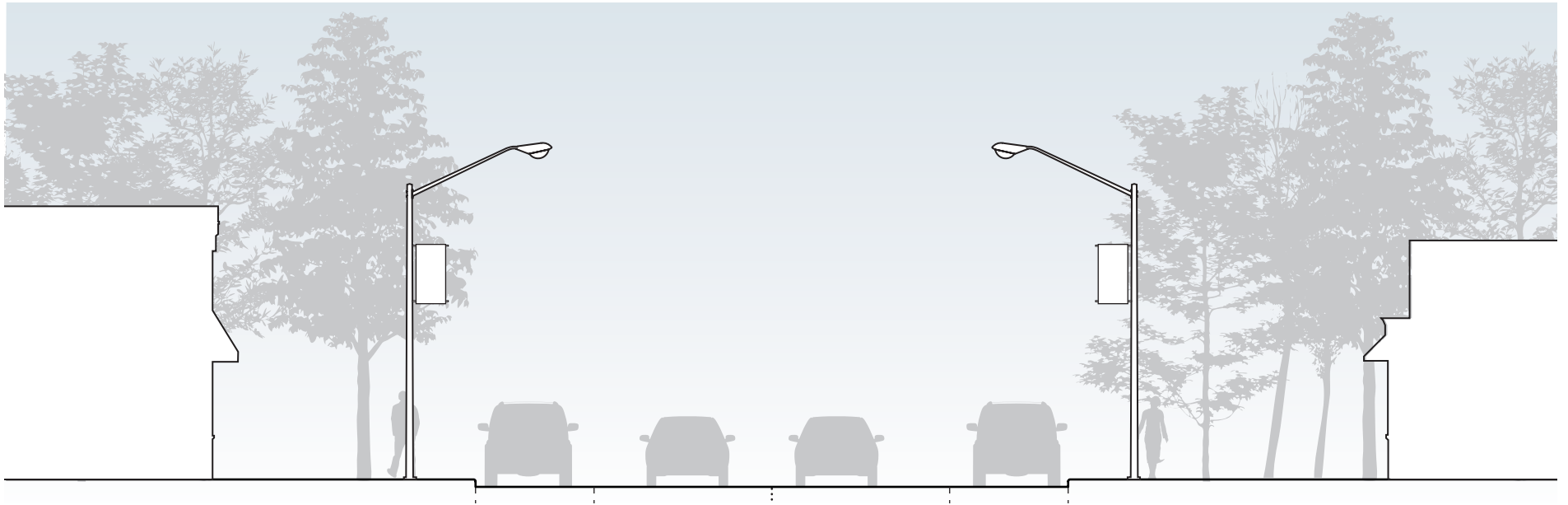
Left and far left:
Business District Corridor Condition

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

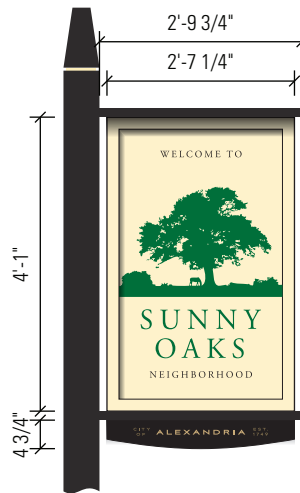6'-3"

5'-5"

Two-post version

3'-7 3/4"

5'-5"

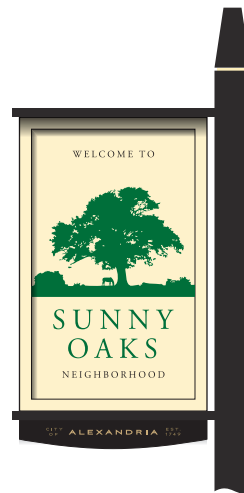*Narrow two-post version*

Neighborhood Identity

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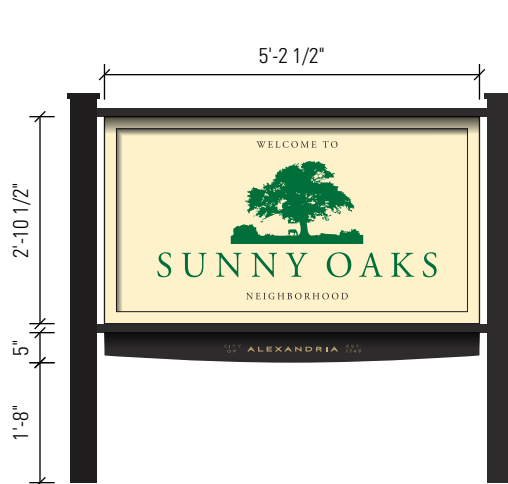
Individual sign designs will be reviewed by the City for approval.

2'-9 3/4"
2'-7 1/4"
4'-1"
4 3/4"

Front View

Back View

WELCOME TO

SUNNY OAKS

NEIGHBORHOOD

ALEXANDRIA

5'-2 1/2"
2'-10 1/2"
5"
1'-8"

WELCOME TO

SUNNY OAKS

NEIGHBORHOOD

ALEXANDRIA

2'-9 3/4"
2'-7 1/4"
5'-5"
4'-1"
4 3/4"

WELCOME TO

SUNNY OAKS

NEIGHBORHOOD

ALEXANDRIA

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.
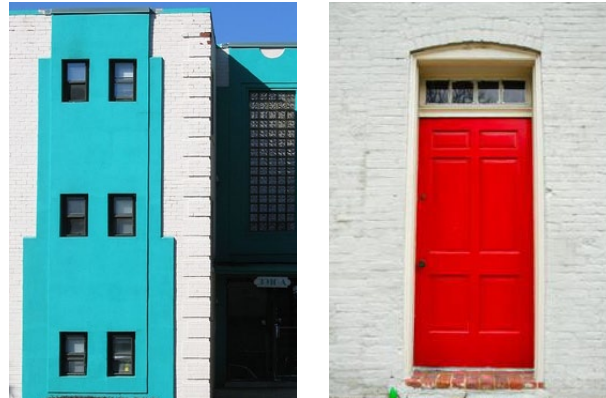
Themes & Vocabulary

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.
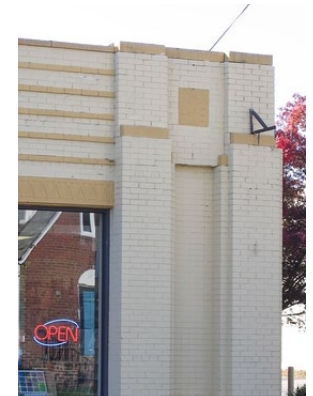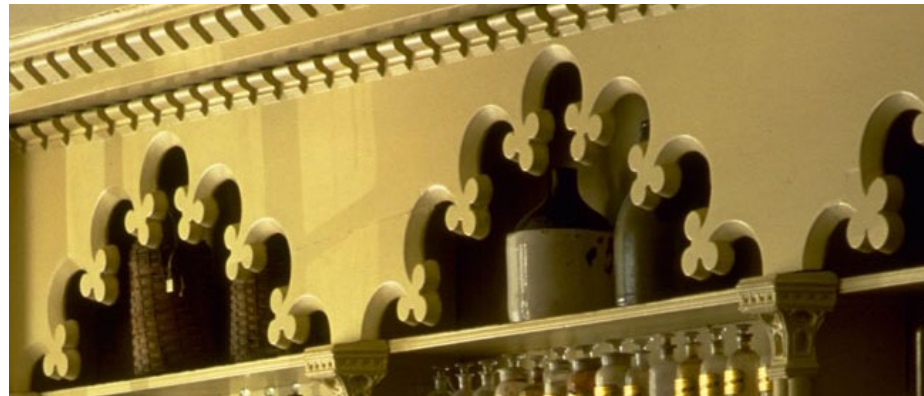
Themes & Vocabulary
ARCHITECTURAL INSPIRATION

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.
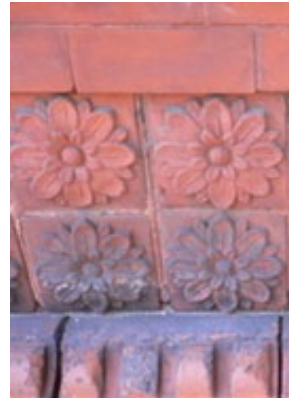
Themes & Vocabulary

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.
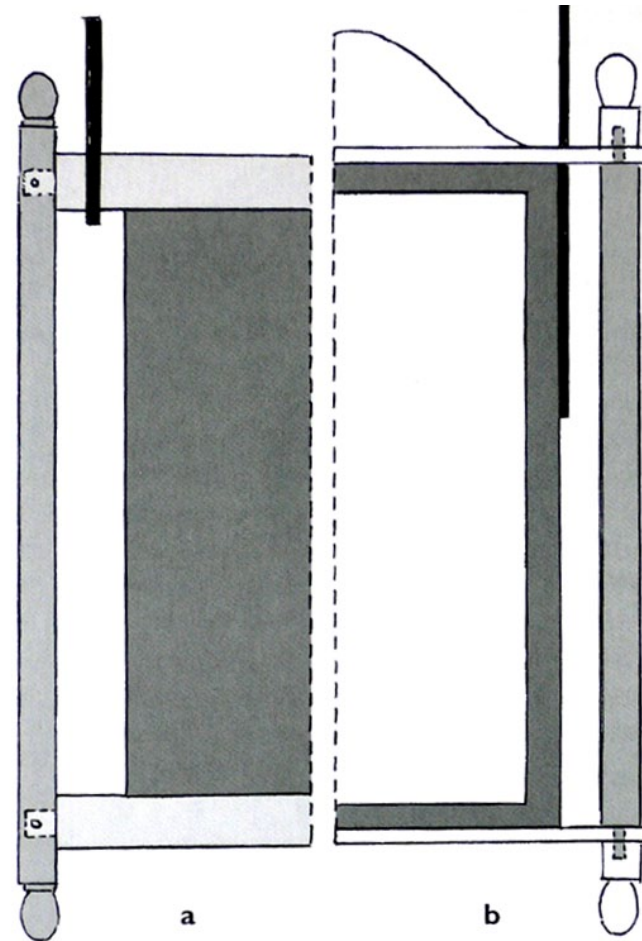
An illustration representing the traditional construction of signs typical of those found in Alexandria. in the nineteenth century.

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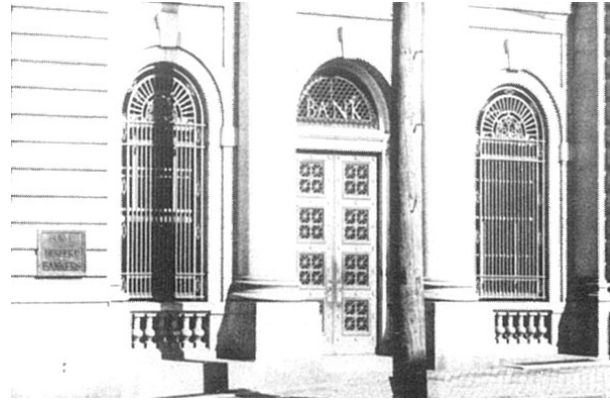

Image from the Office of Historic Alexandria, showing a typical nineteenth century Old Town storefront with numerous signs

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.
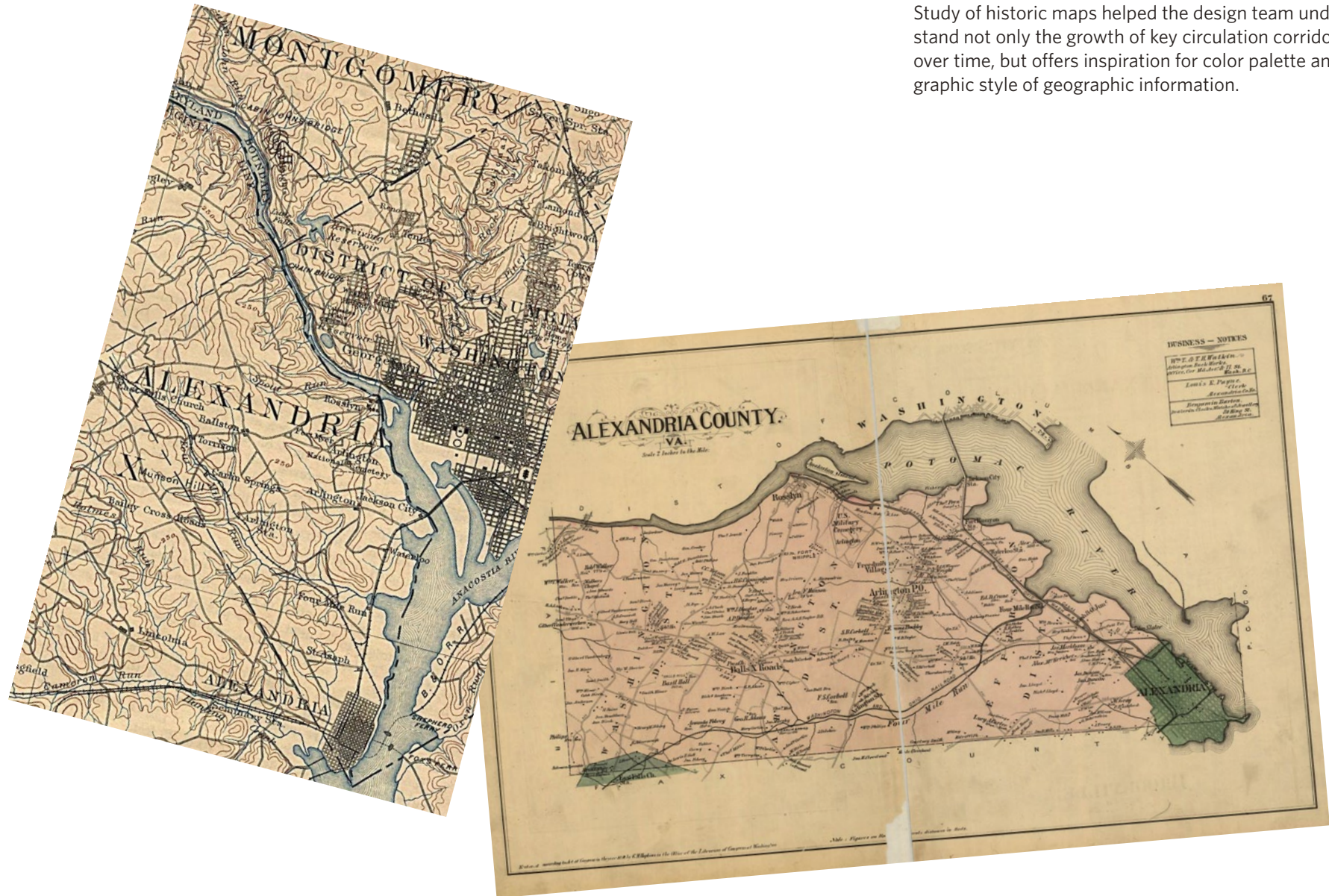
Maps from the Office of Historic Alexandria.

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

A small-group based work session with the Stakeholder 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.)
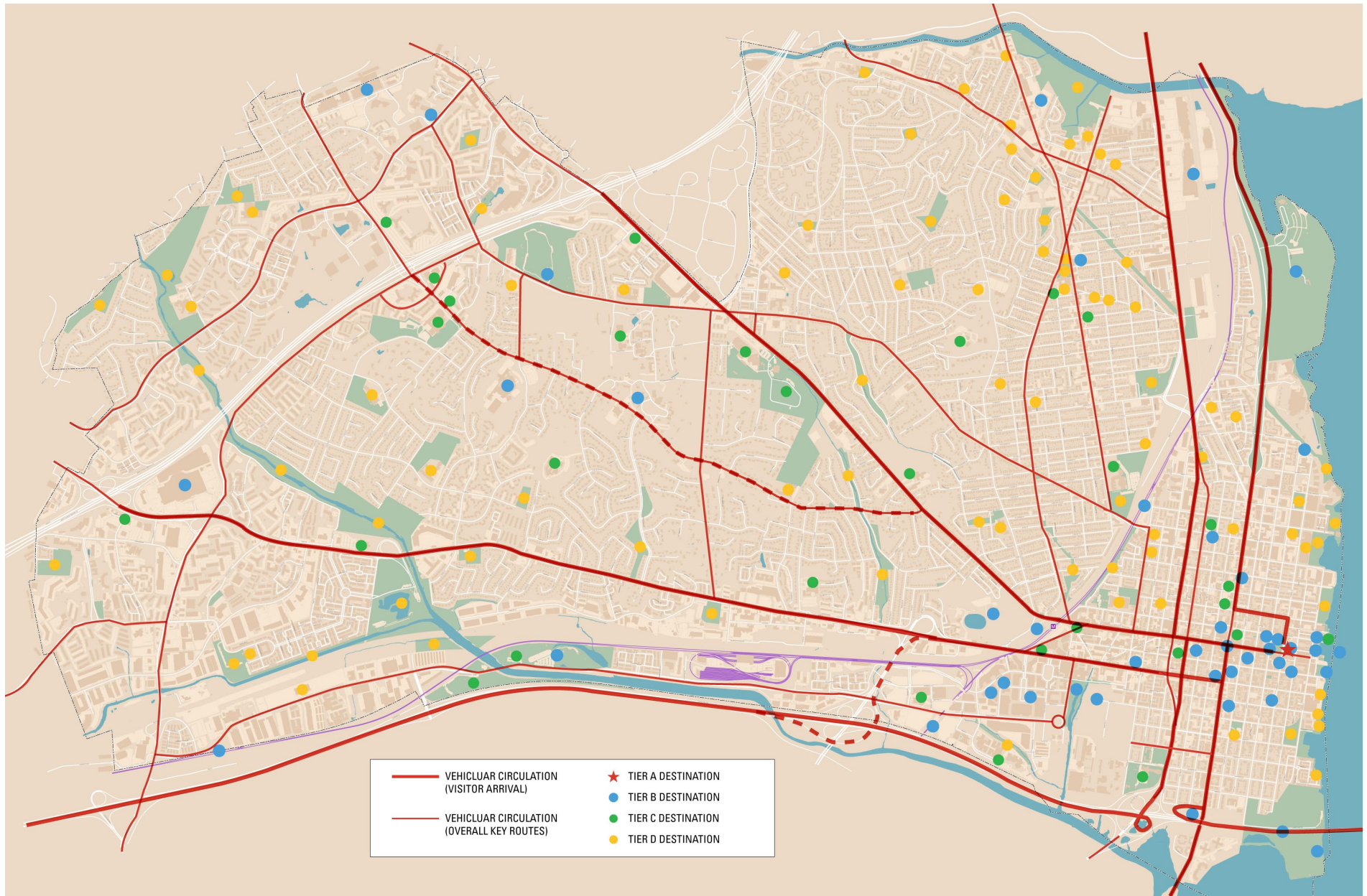

2] Next, major cross-**community circulation routes** are identified

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

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*
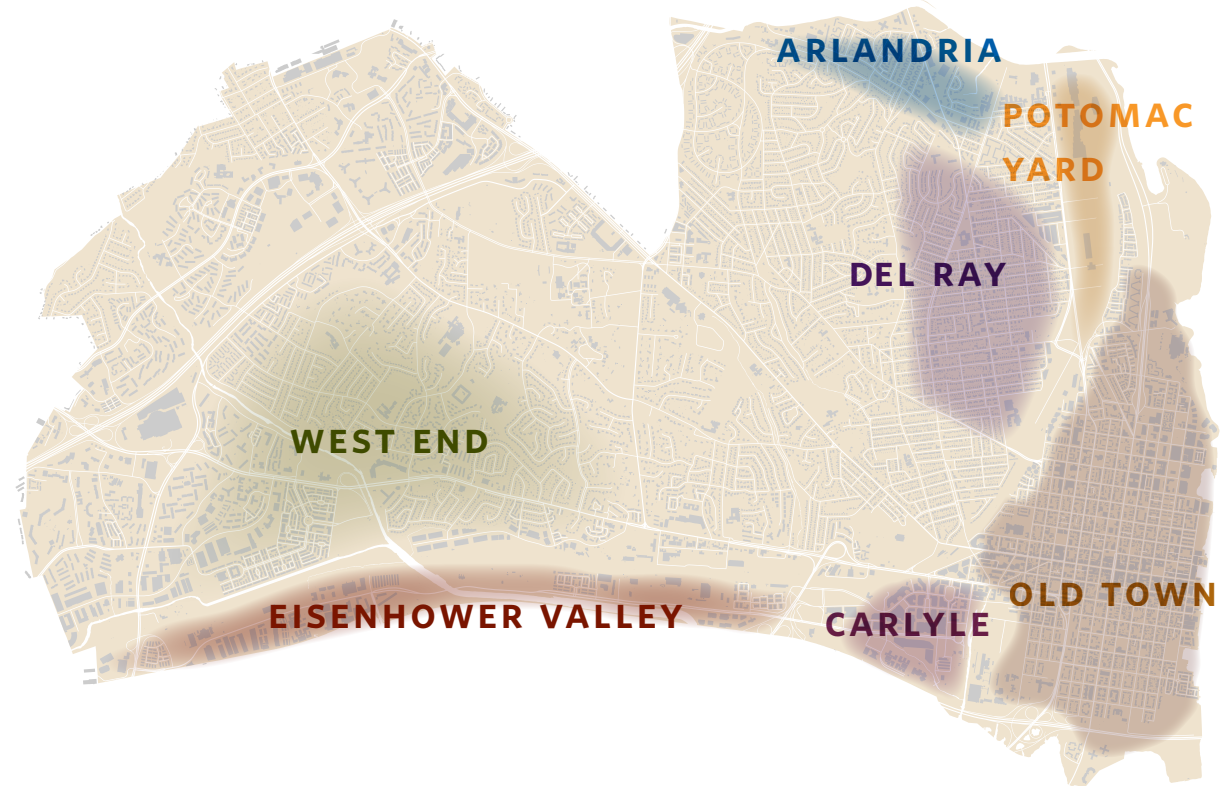
Districts identified by the Stakeholder Advisory Group, showing the general geographic area of each. In the future, as new districts that meet the criteria emerge, particularly in the West End, they can be integrated into the program with City review.
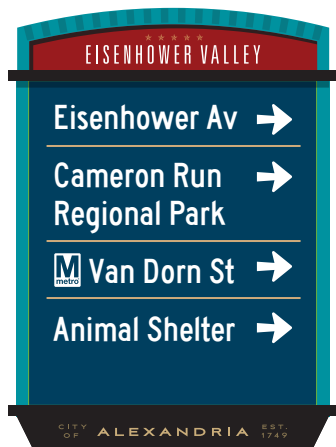
Vehicular directional sign showing the Eisenhower district header

District Identification sign for Old Town
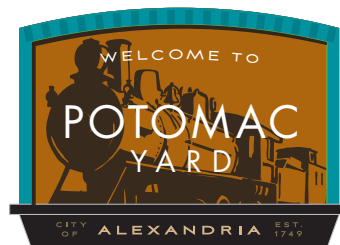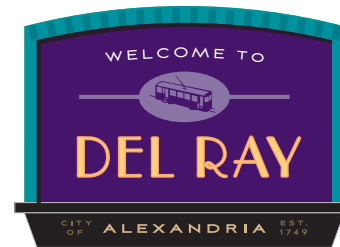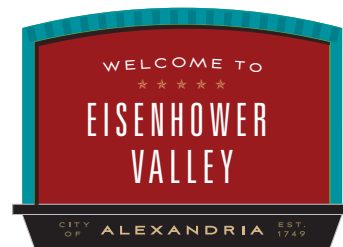
City Emblem

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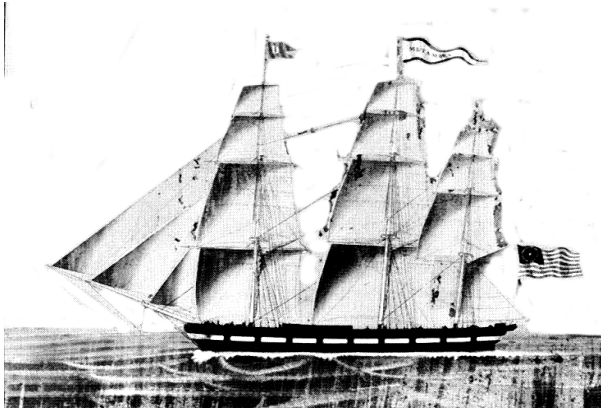
The wordmark displays the city name in prominent text along with the founding date, and introduces the design character that will proceed to unify the various elements of the sign program under a consistent City of Alexandria banner.

Back side

Front side

Design refinement progression

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*
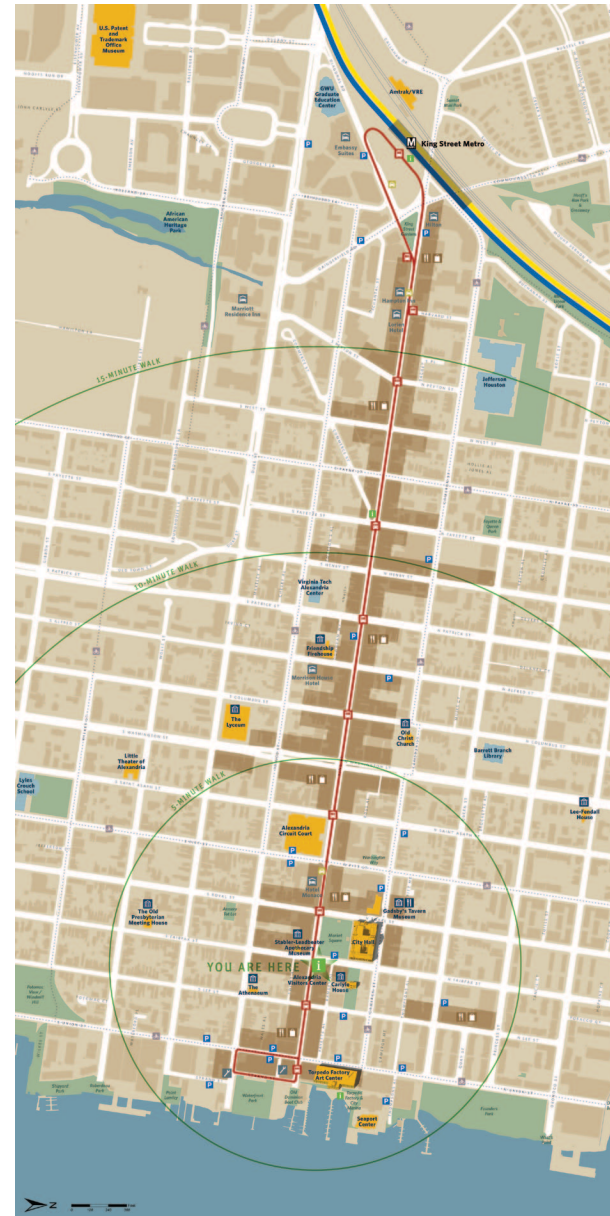
Facing page: map detail shown at actual size for a kiosk application

Armory
Tot Lot

Monaco

🏛️ 🍴
Gadsby's Tav
Museum

N ROYAL ST

🏛️
Stabler-Leadbeater
Apothecary
Museum

Market
Square

City Hall

🅿️

YOU ARE HERE

ℹ️

SWIFTS AL

Alexandria
Visitors Center

🏛️
Carlyle
House

🏛️
The
Athenaeum

RAMSAY AL

CAMERON ST
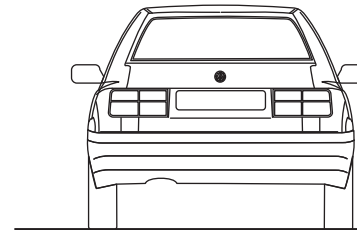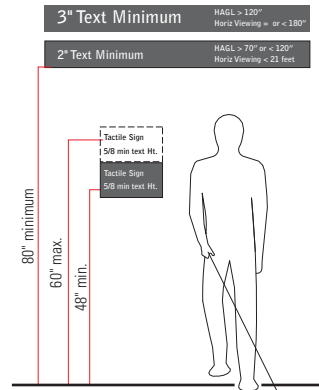
THOMPSONS AL

🅿️

🍴 🛍️

WALES AL

FAYETTE AL

🚲

RON ME

🅿️

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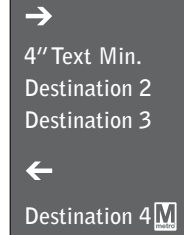
These diagrams represent a pictorial compilation of the following codes and guidelines, which have been incorporated into the design of all signs in the program:

- *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

18" min.

Destination 1
Destination 2
Destination 3
Destination 4

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

48" min. clear zone

Single Post
Sign

Double Post Sign

if between
27" and 80" AGL

12" max.

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
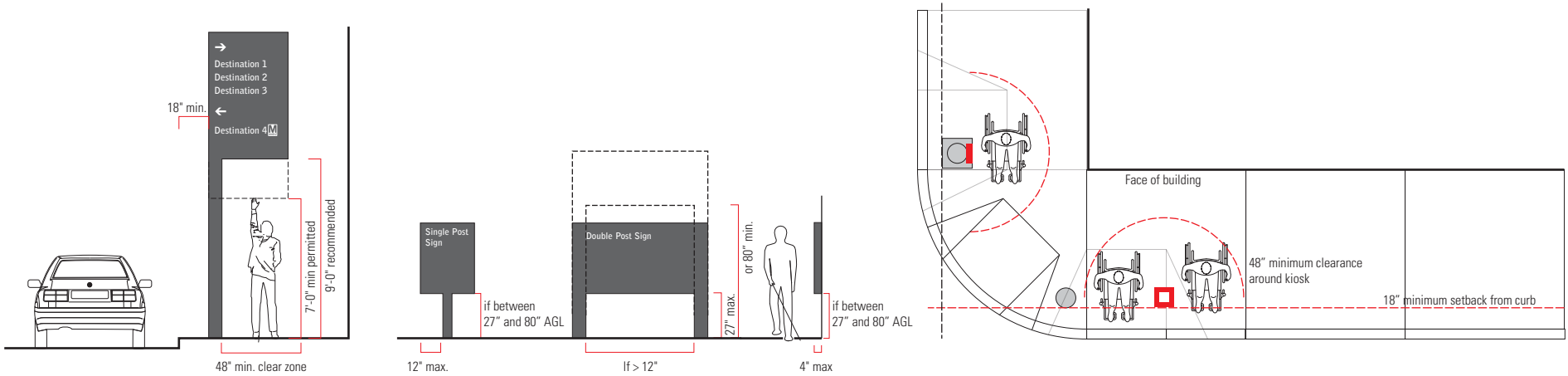
Setbacks and clearances to maintain accessible pathways. Left to right: signs over sidewalks; single post signs; double post signs; wallmounted signs; top view of signs mounted in sidewalks

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