



Urban Design Framework

The recommended Option C is the basis of the urban design framework for future development of the Capitol Square complex. It incorporates all the key design principles, as well as providing an optimum solution to the existing vehicular congestion on 14th Street, as discussed in the preceding section.

The urban design framework has three main organizing features:

- Capitol Square Plaza—a central open space in the northeast quadrant of the complex.
- Capitol Square Parkway—a new street connecting Broad and Bank streets.
- A “ring of buildings” as the unifying development concept for new construction.

The urban design framework completes the now incomplete-looking Capitol Square complex by recreating a “ring of buildings” around the Capitol, as well as incorporating all the physical changes that have taken place over the history of the complex. Increased parking requirements, security, and closing Governor Street for vehicular traffic all provide new opportunities and challenges. The framework also incorporates new building projects under construction or in design within the Capitol Square complex.

Topography is another key factor governing the framework. The new Capitol Square Plaza and the buildings around it take advantage of the existing topography to help merge the two distinct areas of the Capitol Square complex—Capitol Square and the northeast quadrant—into a single pedestrian friendly campus.

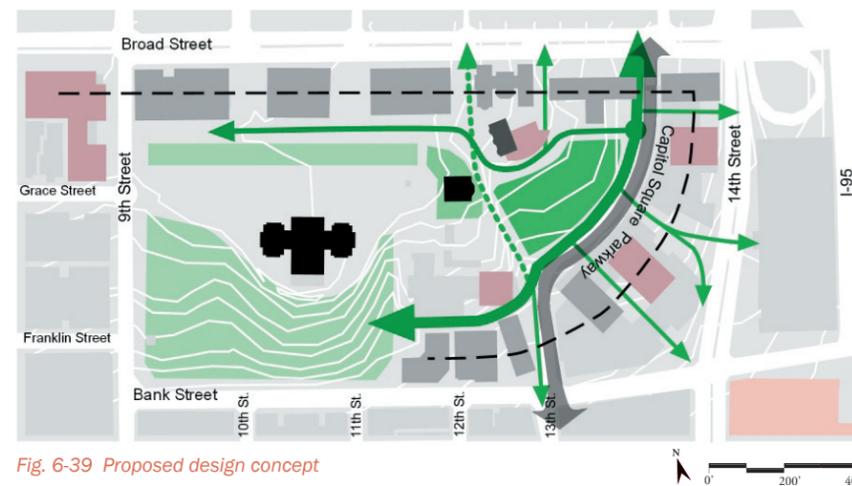


Fig. 6-39 Proposed design concept

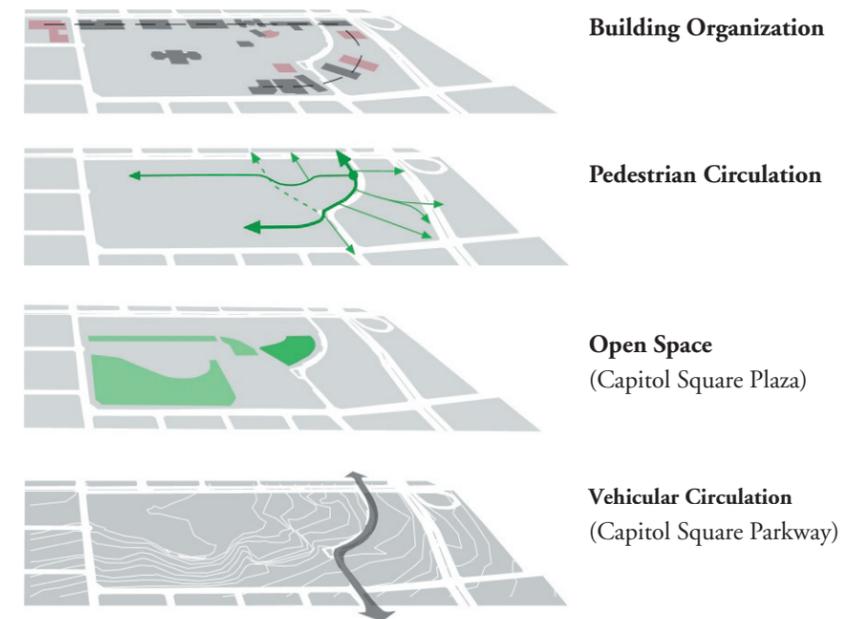


Fig. 6-40 Key design elements

The historic viewsheds between the Capitol building and the Church Hill area are maintained. The location and height of new buildings, including the small building addition on the existing Monroe Building deck, preserve these views.



Building Organization and Built Form

The urban design framework provides a clear organization for new development. Existing buildings, particularly in the northeast quadrant, show a lack of uniformity in orientation, height, and style. The design of any new building, therefore, must make maximum effort to improve this chaotic context—a task made more challenging by the presence of historic buildings. Every new building must conform to the larger urban design framework.

Building Capacity

Total new building area: As described in detail in Chapter 5, the selected space program option provides for new construction of 1.02 million NASF. Half of this new building area is provided by the new Broad Street building (460, 000 NASF) and the new Finance building addition (40,000 NASF) currently under design. The remaining 520,000 NASF of space is provided by the buildings along the proposed Capitol Square Parkway and by the small Monroe link addition next to the existing link structure.

Building footprints and height: Three new buildings face the proposed Capitol Square Parkway. They are the Capitol Square Plaza building I (next to the VDOT Annex), Capitol Square Plaza building II (corner of 14th and Franklin streets), and the Madison Building expansion.

The Capitol Square Plaza buildings I and II have a 5-story tower on top of a 2-story base. The buildings also have an underground parking garage accessed from the 14th Street side that utilizes the existing topography to locate it partially underground.

All three new buildings are connected by a 2-story base that can accommodate building entrance lobbies and mixed-commercial use. The proposed Madison Building addition is a 2-story structure. The existing Madison Building garage is modified, while maintaining its structural integrity, and attached to the new Capitol Square Plaza building II garage.

The two 5-story buildings provide a footprint of approximately 20,000 NASF per floor. The 2-story building base provides for a larger flexible floor space that can be divided efficiently to accommodate any changes in the respective agency space needs.

Space program relationship: The new buildings, along with the recommended renovations discussed in Chapter 4, meet the future space need projected for the next 10 years (2013). The proposed building footprints and additions—particularly the Madison Building addition and the new Capitol Square Plaza building I located behind the VDOT Annex—accommodate future space need for the Department of Health (Madison Building) and VDOT.

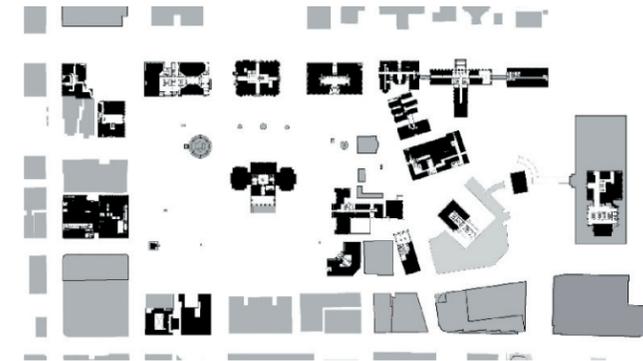


Fig. 6-41 Existing figure - ground

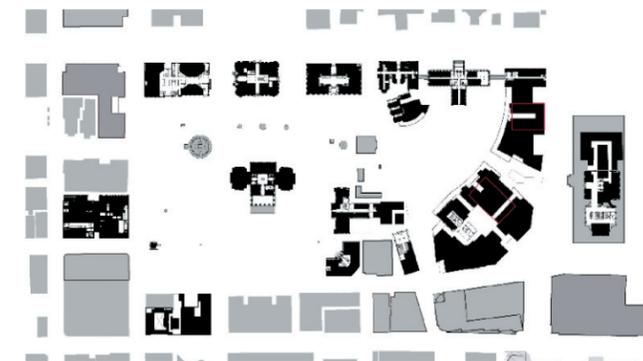
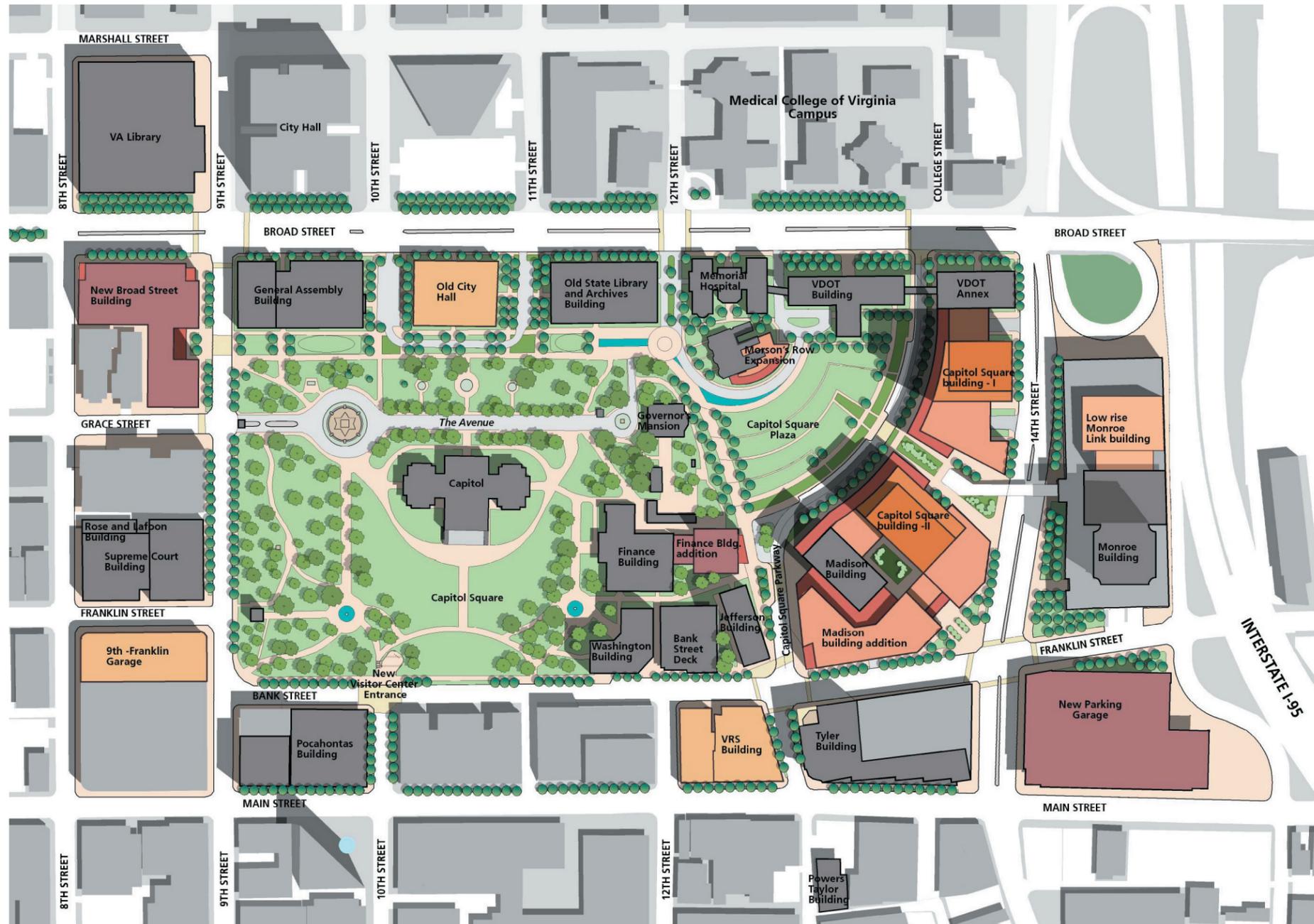


Fig. 6-42 Proposed figure - ground



LEGEND

- CAPITOL SQUARE COMPLEX BUILDINGS
- EXISTING OPPORTUNITY BUILDINGS
- CURRENT BUILDING PROJECTS (Under design or construction stage)
- PROPOSED MASTER PLAN PROJECTS

N
0' 200' 400'

Fig. 6-43 Proposed Capitol Square urban design framework



Building Program

Mixed use: The Capitol Square complex is predominantly office use; at present, there are no restaurants, shops, or other amenities for government employees and visitors. The master plan recommends providing mixed-use facilities on the ground floor of the new buildings. The 2-story base would provide a space for such uses along with agency offices. Mixed uses might include respective agency visitor information/service centers, cafeterias and/or restaurants, tourism or tourist-related facilities, tourist information and bookstore, Capitol Square post office, etc.

The urban design framework, shown in Figure 6-43, provides a vision for the Capitol Square complex for the next 10 years (2013). As illustrated in Figure 6-44, the framework incorporates new buildings as well as existing building demolitions or relocations, such as the Zinke and Aluminum buildings discussed in Chapter 4. It is also evident that over the 10-year period of the master plan, opportunities to use existing adjacent Capitol Square complex buildings that are not presently owned by the State may become available. If buildings such as Old City Hall and the VRS, Franklin, and Ninth Street Office buildings become available, they could reduce the need to build new space. Such opportunities and their reuse potential should be fully explored. The Space Program Option Report provides a detailed building-by-building breakdown for various agencies, identifying their areas and future space projections at the end of the 10-year master plan period.

In addition to accommodating various agencies and their space growth in new buildings along the proposed Capitol Square Parkway, the master plan recommends adaptive reuse of the Morson's Row buildings—the three historic row houses near Memorial Hospital (VDOT). Two of these three identical row houses are currently vacant. Their small floor area (approximately 12,000 NASF) makes the Morson's Row

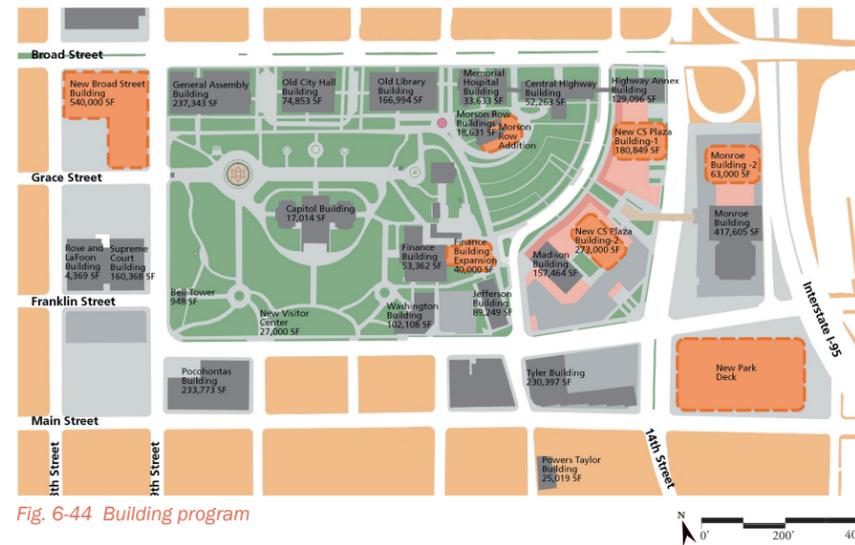


Fig. 6-44 Building program

Legend
 New Capitol Square buildings
 Existing Capitol Square buildings
 New Mixed-use Promenade
 Proposed Auxiliary building

buildings unsuitable for office use. However, they offer a usable area large enough for daycare, and would provide a suitable space for the daycare center currently housed in the VDOT's Memorial Hospital building basement. The existing play area located between Memorial Hospital and Morson's Row could be relocated or extended behind the Morson's Row buildings.

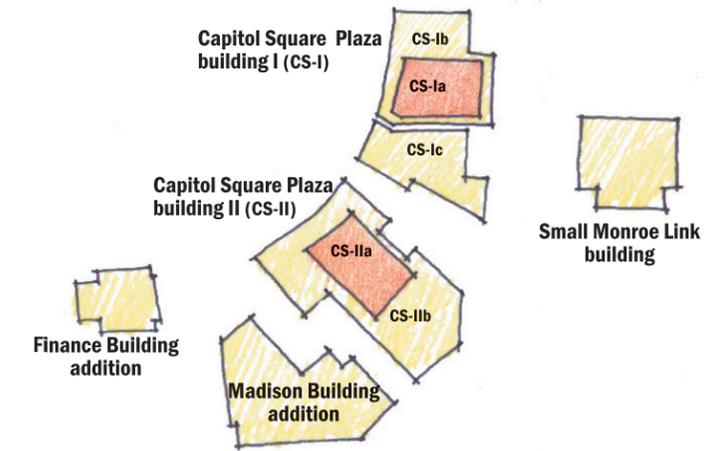


Fig. 6-45 New building areas

| | |
|---|---------------------|
| Capitol Square Plaza building I (CS-I) | 180,849 NASF |
| 5-Story CS-Ia | 93,625 NASF |
| 2-Story base | |
| CS- Ib | 52,450 NASF |
| CS-Ic | 34,774 NASF |
| Capitol Square Plaza building II (CS-II) | 218,500 NASF |
| 5-Story CS-IIa | 107,500 NASF |
| 2-Story base CS-IIb | 111,000 NASF |
| Madison Building addition (2-Story) | 55,060 NASF |
| Finance Building addition (4-Story) | 40,000 NASF |
| Small Monroe Link building (3-Story) | 63,000 NASF |
| Total New Building Area | 557,409 NASF |

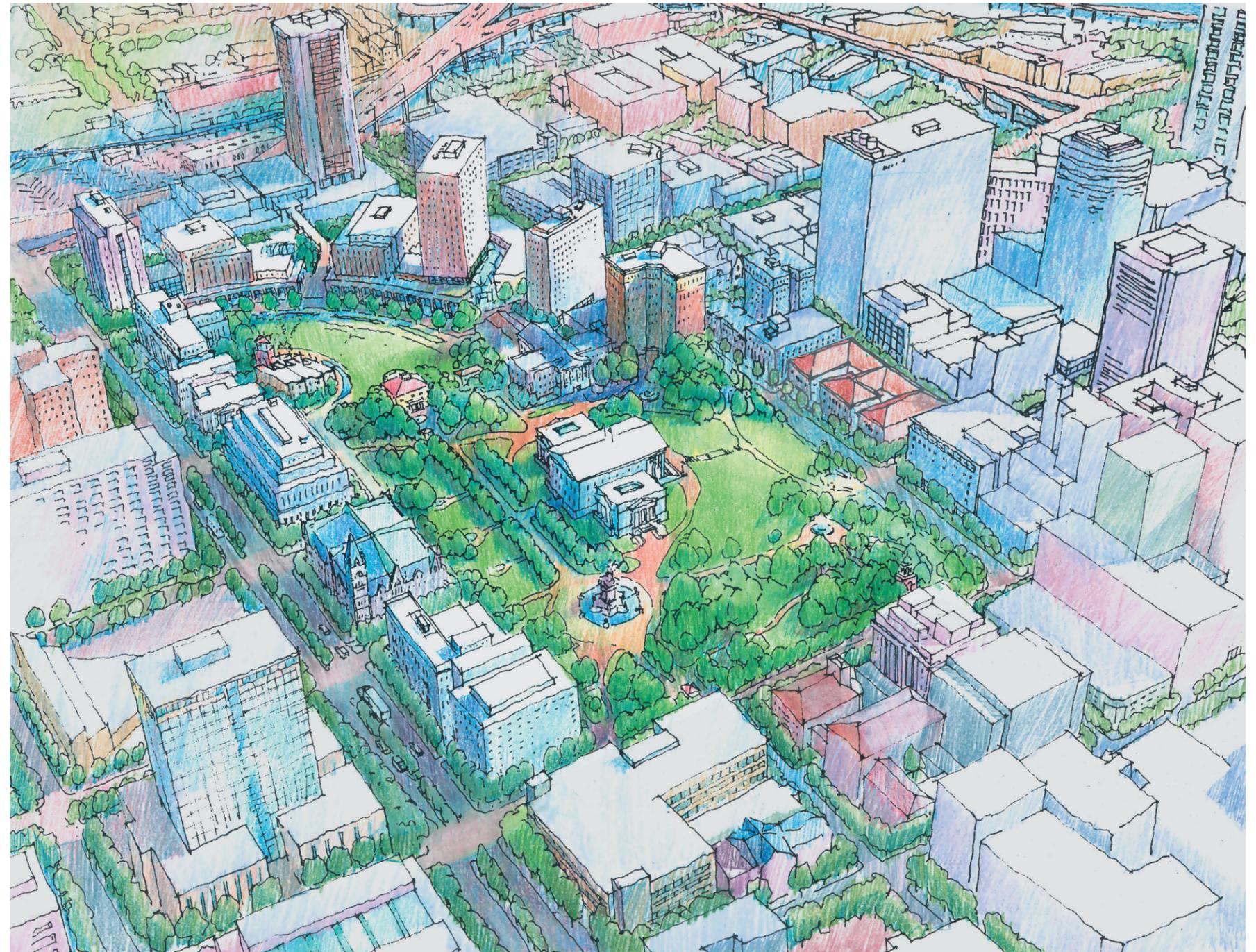


Fig. 6-46 Perspective sketch of the proposed Capitol Square complex in 2013

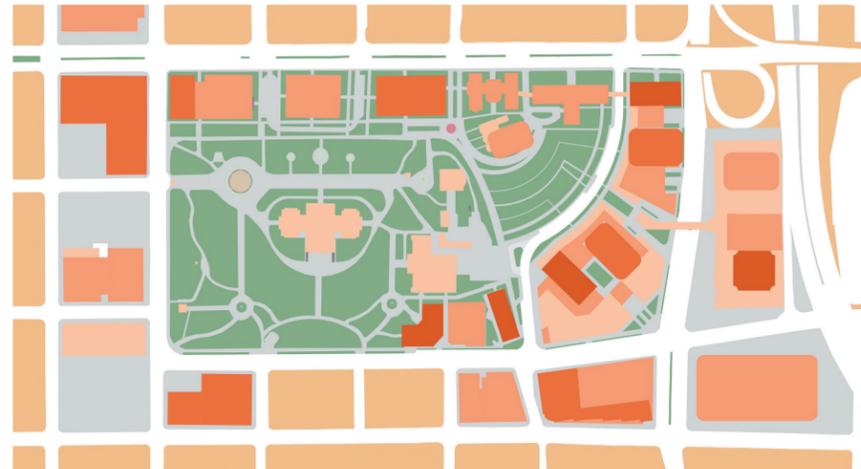


Fig. 6-47 Proposed building heights

Legend

- 1 - 3 Story Building
- 4 - 6 Story Building
- 7 - 10 Story Building
- More than 11 Story Buildings



Fig. 6-48 View of the proposed new buildings

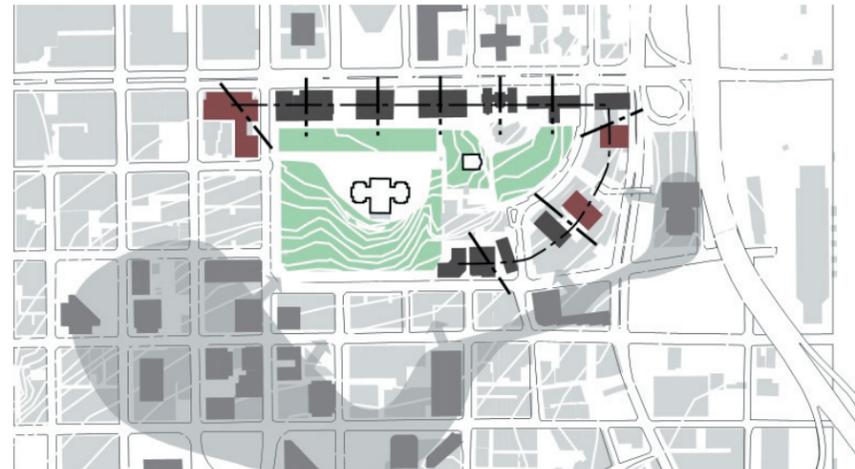


Fig. 6-49 High-rise building context around Capitol Square

Legend

- High-rise Buildings around Capitol
- High-rise Buildings in the Capitol Square complex
- Proposed new buildings
- Open Space



Fig. 6-50 Existing high-rise buildings around the Capitol Square complex

Building Height

Capitol Square is the only large open space in the center of downtown Richmond. Surrounded by the city's high-rise office buildings to the southwest, the new Capitol Square Plaza extends the Capitol Square open space, providing a setting for new buildings in the northeast quadrant of the site.

A 2-story base is proposed for all new buildings along the new Capitol Square Parkway, creating a uniform building edge as well as a promenade along the parkway. The two Capitol Square Plaza buildings also have 5-story office buildings on top of their 2-story base. These buildings, however, are still significantly lower than the existing Madison and Monroe towers.

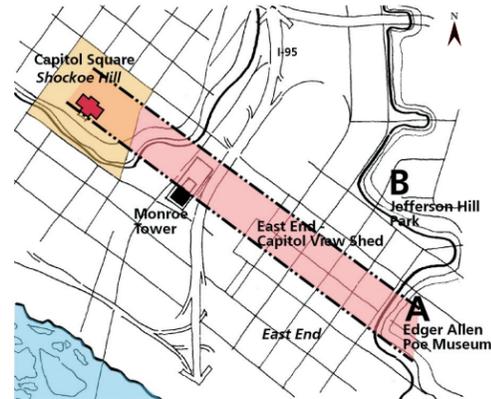


Fig. 6-51 View corridor context (downtown Richmond)

View Corridors

Key viewsheds in the Capitol Square complex need to be emphasized by making the object visible in order to anchor the view.

Capitol building

The historic vistas of the Capitol building to and from the Church Hill area are preserved by limiting the new Capitol Square Plaza buildings to 7 stories and keeping the Monroe Tower link addition at the same height as the existing link building. The new visitor center entrance from Bank Street also would provide views of the Capitol building.

Governor Street – Capitol Square Plaza

Governor Street provides north-south access for pedestrians; tourists from the Shockoe Slip and Riverwalk area would likely be taking this path. Governor Street can provide interesting views of the new Capitol Square Plaza when traveling northbound toward Broad Street.

Broad Street – Governor’s Mansion

The Capitol Square area is not visible from Broad Street, a busy Richmond downtown east-west arterial street. The new pedestrian intersection of Governor and Broad streets provides an opportunity to view the Governor’s Mansion from Broad Street.

Grace Street – Washington Monument

Grace Street is on axis with Capitol Square’s Monument Avenue, providing vistas of the Washington Monument, which serves as its terminus. The current one-way vehicular direction of Grace Street traveling away from Capitol Square prevents visitors to the area from taking advantage of this view. The master plan recommends a change in vehicular direction for Grace Street to either two-way or one-way approaching Capitol Square in the direction of the Washington Monument.

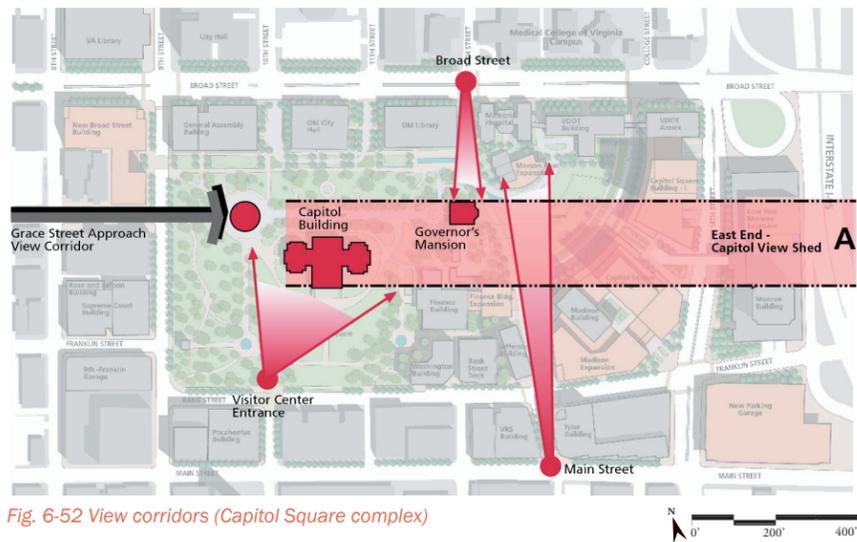


Fig. 6-52 View corridors (Capitol Square complex)



Fig. 6-53 Existing Capitol view from Church Hill (from point A, figure 6-51)



Fig. 6-54 Proposed Capitol view from Church Hill

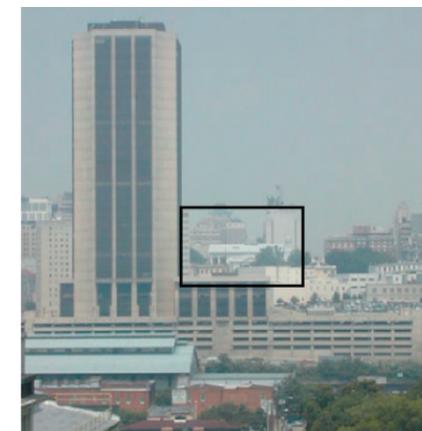


Fig. 6-55 Existing view of the Capitol from Church Hill

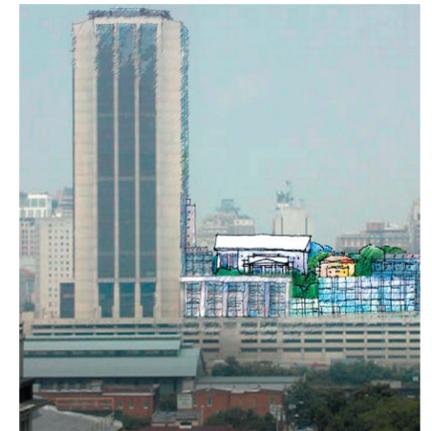


Fig. 6-56 Capitol view from Church Hill with the proposed new buildings



VIRGINIA STATE CAPITOL MASTER PLAN

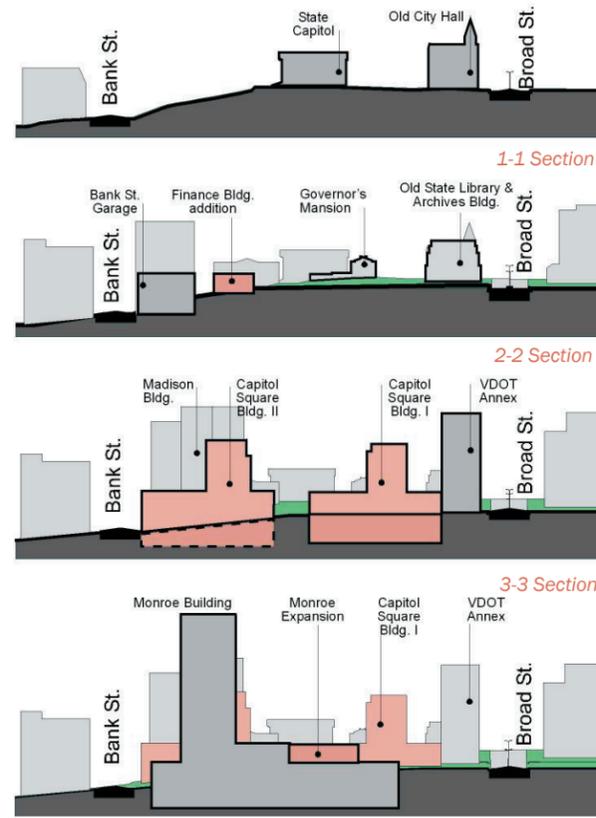


Fig. 6-57 Site Sections (North-South)

Legend
 Existing Building (grey) Proposed New Construction (orange) Open Space (green)

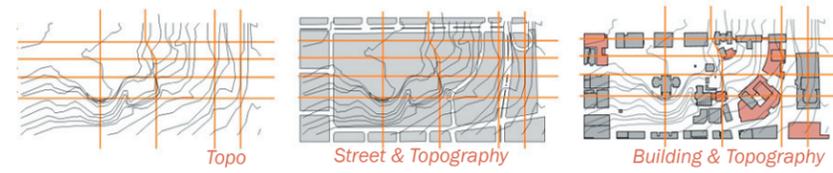


Fig. 6-59 Site section elements

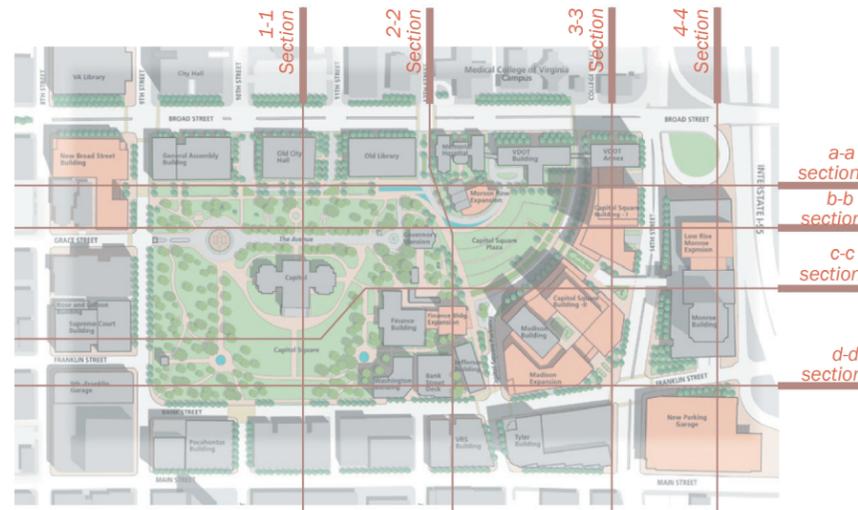
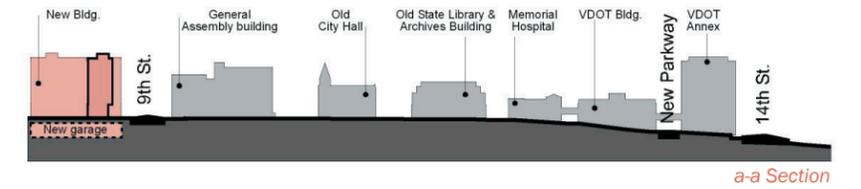
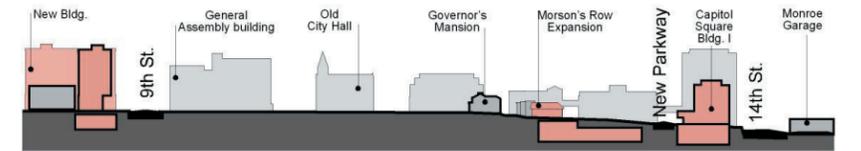


Fig. 6-60 Section locations

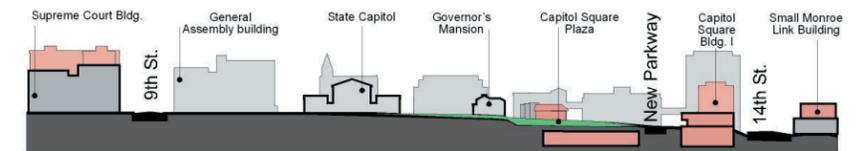
Legend
 Existing Building (grey) Proposed New Building (orange) Open Space (green)



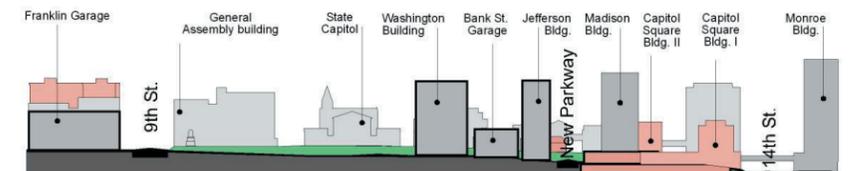
a-a Section



b-b Section



c-c Section



d-d Section

Fig. 6-61 Site Sections (East-West)

Legend
 Existing Building (grey) Proposed New Construction (orange) Open Space (green)



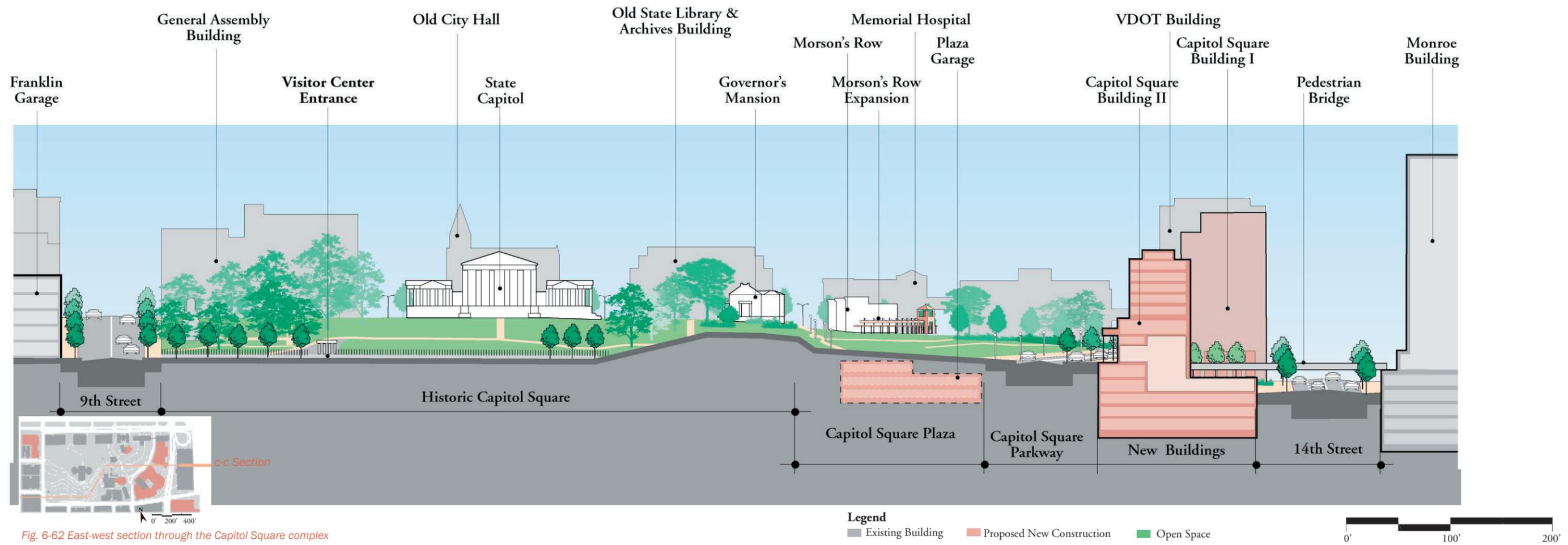


Fig. 6-62 East-west section through the Capitol Square complex



VIRGINIA STATE CAPITOL MASTER PLAN

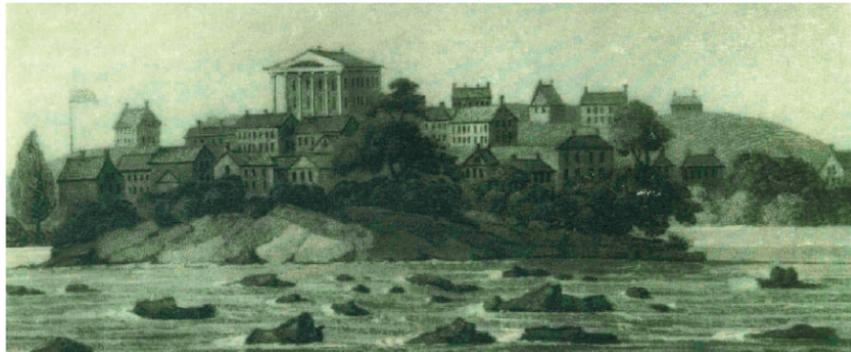


Fig. 6-63 Sketch of the Capitol atop Shockoe Hill, by Benjamin Henry Latrobe (1816)

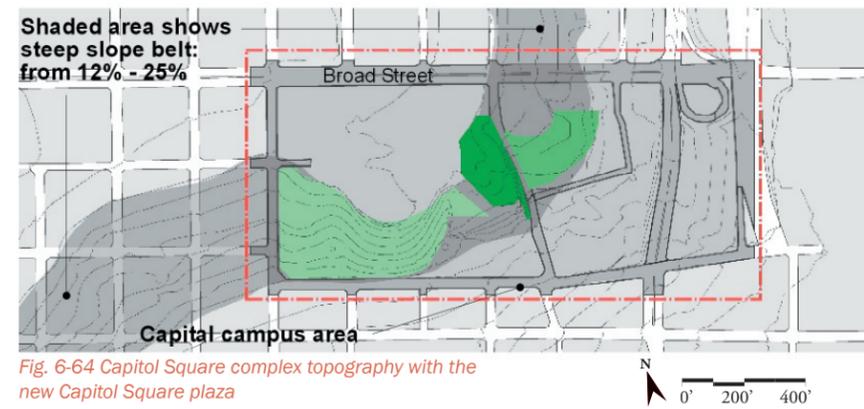


Fig. 6-64 Capitol Square complex topography with the new Capitol Square plaza

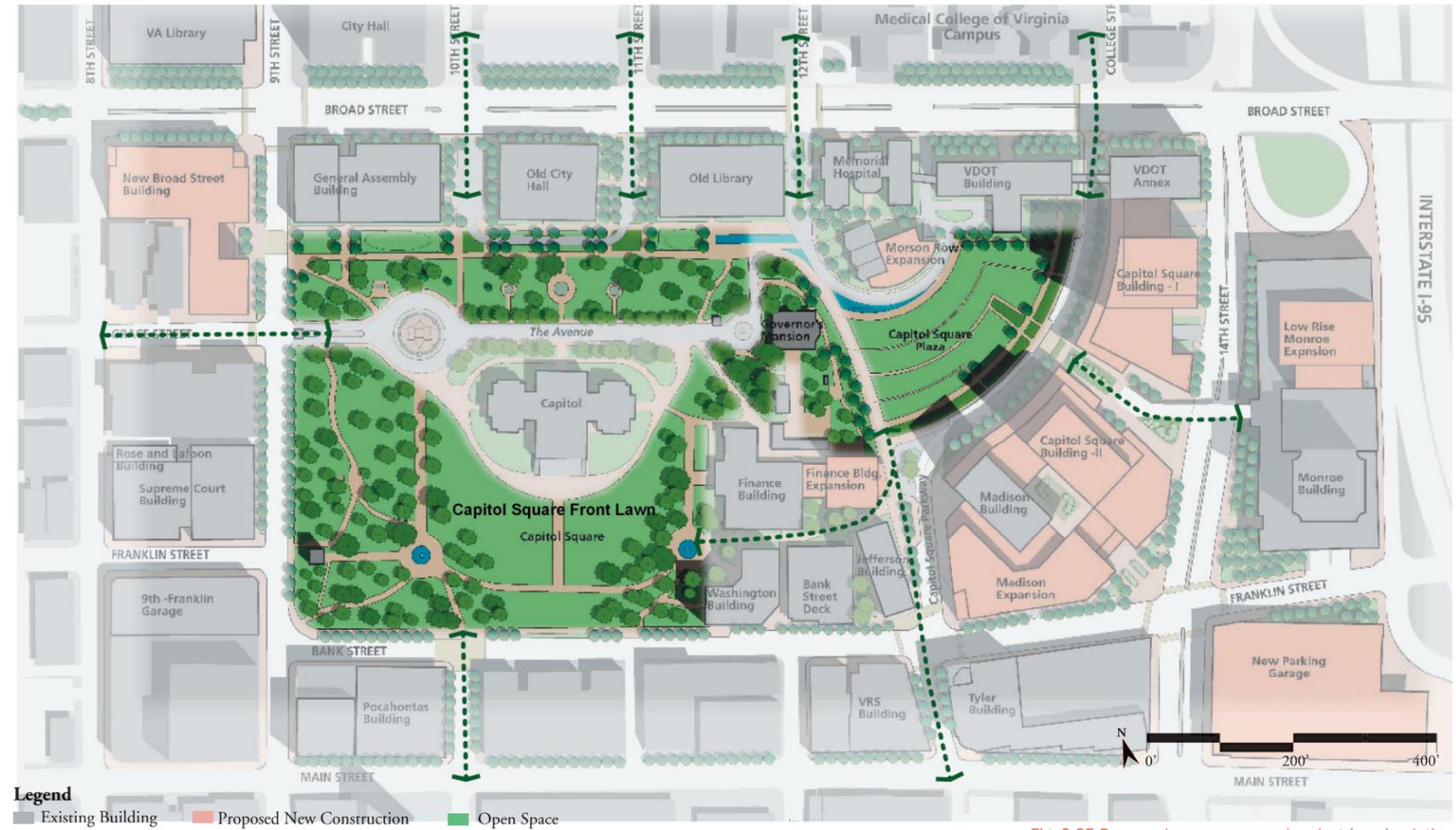


Fig. 6-65 Proposed open space and pedestrian circulation



Open Space

The addition of Capitol Square Plaza provides the complex with a continuous expanse of open space across the site. The Governor’s Mansion and its adjacent landscape provide a link between the existing Capitol Square and the proposed plaza.

Capitol Square Plaza is envisioned as a sloping open space fronted by various existing and new buildings. It would act as a link, providing pedestrian connections and orientation to the Capitol Square office buildings for visitors and employees alike. Capitol Square Plaza also incorporates Governor Street as a pedestrian artery linking the Shockoe Slip area on the south with Virginia Commonwealth University on the north.

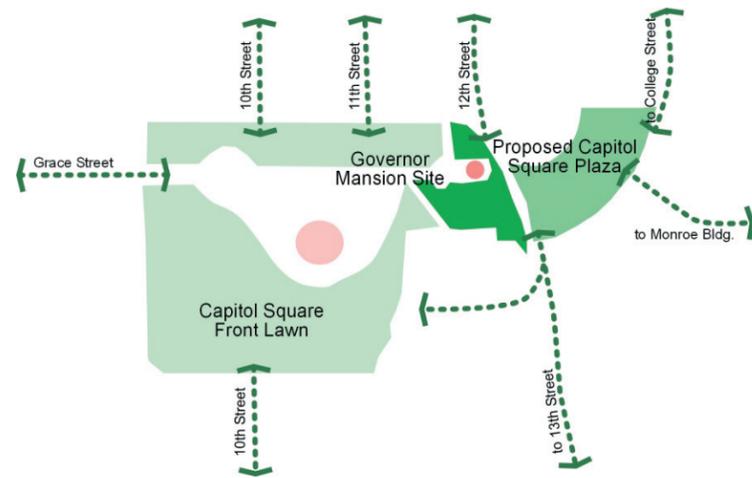


Fig. 6-66 Proposed open space and pedestrian circulation concept

Capitol Square Plaza is flanked by three smaller open spaces that serve as entrances to the Capitol Square complex. As such, these spaces require distinctive design recognition, including uniform street furniture and lighting, street paving, signage, and landscaping. Other access points, such as the Parkway and Broad Street intersection, require similar treatment.

These smaller open spaces offer naming opportunities to celebrate the history of the Capitol Square complex and its distinguished past and present employees. The names given to these open spaces in the master plan report—the Monroe Building Entrance Plaza, Bank Street Entrance, Broad Street Entrance—are for descriptive purposes only.

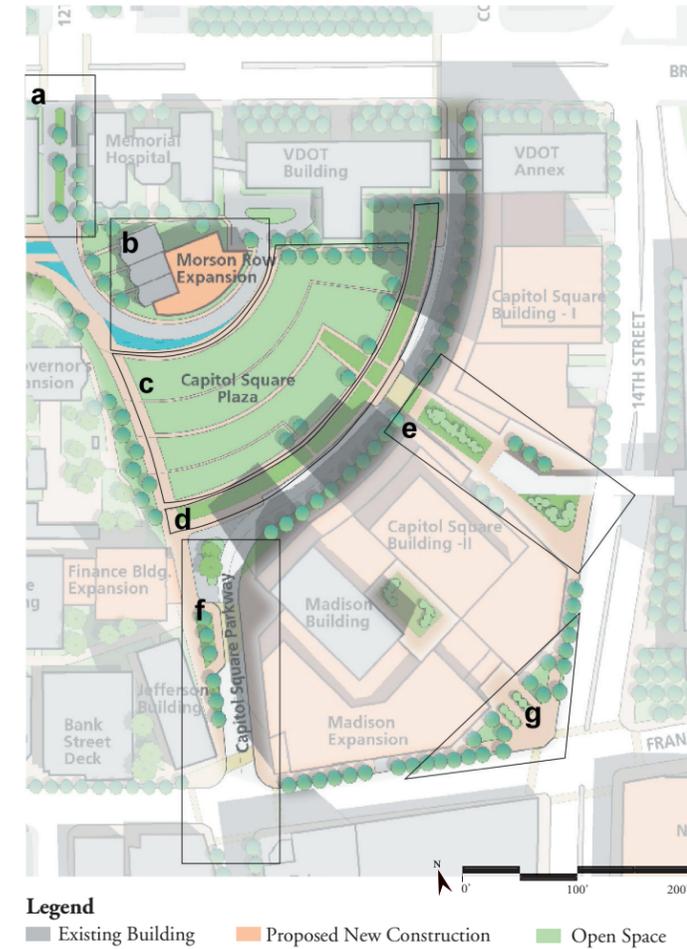


Fig. 6-67 Capitol Square plaza and other open spaces



Capitol Square Plaza

The proposed Capitol Square Plaza provides a much-needed open space in the north-east quadrant of the Capitol Square complex. Currently, this area contains the Zincke, Aluminum, and Ferguson buildings as well as three surface parking lots. The plaza provides a green outdoor room for employee lunches and interaction, as well as a “work-place-with-a-view” for employees in the surrounding office buildings. Capitol Square Plaza serves as an activity space that can be used for a variety of functions, such as:

- State-sponsored events during the day or evenings.
- Evening concerts (using the slope for seating) with space for temporary structures.
- A WI-FI hotspot space for business executives and employees to connect laptops wirelessly.

The plaza’s gradually sloping ground plane, which follows the existing topography (southbound), can be used as an outdoor seating area. The plaza also provides a foreground to the new and existing buildings, and a viewing ground for the historic Governor’s Mansion and Morson’s Row townhouses.

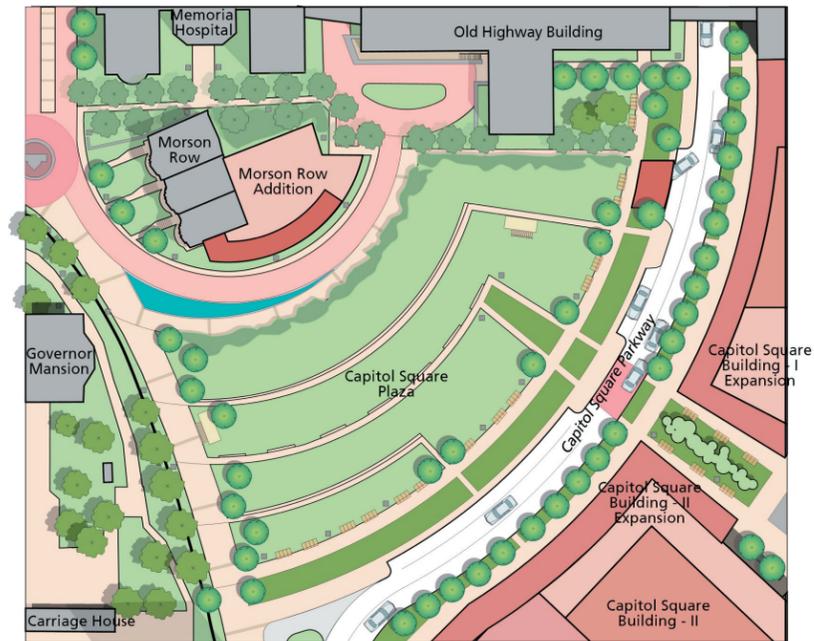


Fig.6-68 Capitol Square plaza site plan

Legend

- Existing Building
- Proposed New Construction
- Open Space



Fig.6-69 Perspective sketch of the Capitol Square plaza



Fig.6-70 Capitol Square plaza and parkway

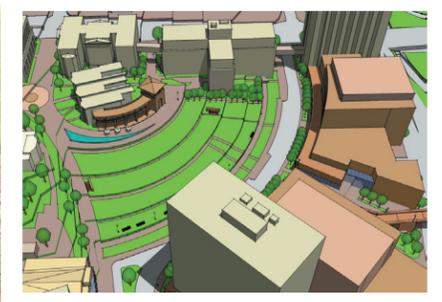


Fig.6-71 Aerial view of Capitol Square plaza



Fig.6-72 Pavement marker



Fig.6-73 Broad Street entrance

Broad Street Entrance

The Broad Street entrance is the old north entrance to Governor Street. It joins with the existing Capitol Square pedestrian artery (parallel to Broad Street between 9th Street and the old Governor Street) near the Morson's Row buildings.

Located between Memorial Hospital and the Old State Library and Archives Building, this open space provides an identifiable pedestrian entrance and greater visibility on the Broad Street side of the Capitol Square complex.



Fig.6-74 Schematic section of the Broad Street entrance



Bank Street Entrance

The new Capitol Square Parkway meets Bank Street at this location, providing an opportunity to redesign this entrance to Capitol Square Plaza (old south entrance to Governor Street). The proposed Madison Building and Finance Building additions make this an important junction for the Capitol Square complex. Broad sidewalks, distinctive paving patterns, and street furniture would help transition pedestrians into Capitol Square Plaza and its surrounding buildings.

Flanked by the Madison and Jefferson buildings, the Bank Street entrance provides pedestrian access to Capitol Square Plaza from Main Street and the Shockoe Slip area. The new Finance Building and an existing pedestrian path between Finance and Jefferson Buildings would make this entrance a busy pedestrian node and entry point.



Fig.6-75 Bank Street gateway to the Capitol Square plaza (intersection of Bank Street and proposed Capitol Square Parkway)



Fig.6-76 Proposed Finance Building addition (Source: DGS)



Fig.6-77 Aerial view of Bank Street entrance

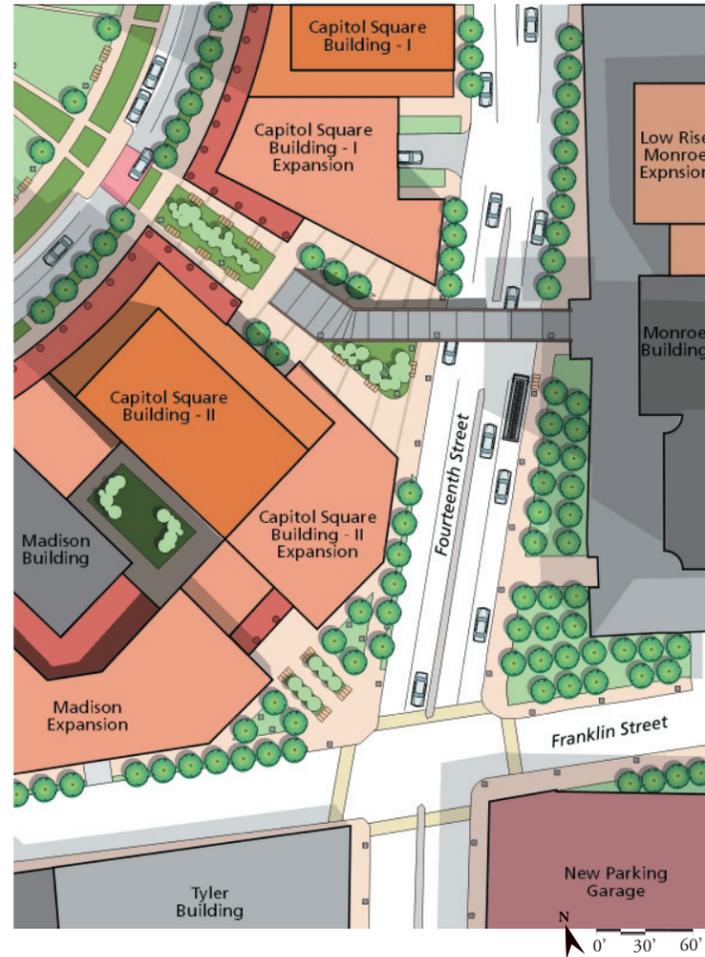


Fig.6-78 Site plan showing Monroe Building entrance to Capitol Square Plaza

Monroe Building Entrance Plaza

The Monroe Building entrance plaza provides a sloping transition from 14th Street to Capitol Square Plaza. The entrance plaza creates a break in the proposed Capitol Square Plaza building promenade to provide for a pedestrian bridge link to the existing Monroe Building.

The entrance plaza serves as the forecourt and entry to the pedestrian bridge that currently provides access across 14th Street to the Monroe Building. The bridge would require minor modification to connect to Capitol Square Plaza. The entrance plaza also provides visibility to Capitol Square Plaza from 14th Street and modifies the existing grade to make a more gradual transition from 14th Street to Capitol Square Plaza.



Fig.7-79 Perspective of the Monroe Building entrance to Capitol Square Plaza from the pedestrian bridge

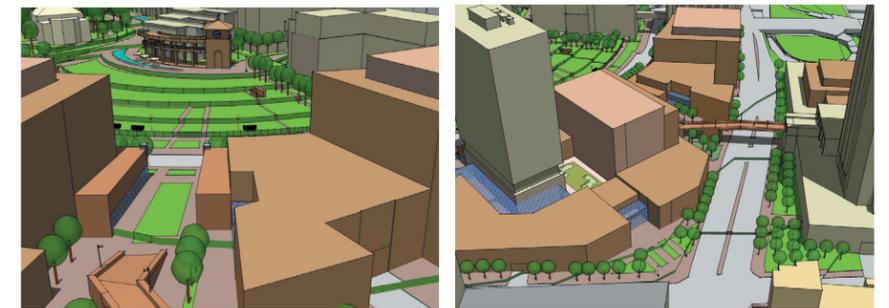


Fig.7-80 Views of the Monroe Building entrance to Capitol Square Plaza



Building Edge Conditions

A promenade is recommended for the new Capitol Square Plaza buildings along the Capitol Square Parkway as part of their 2-story base. Existing buildings like Madison and the VDOT Annex also are enveloped by this low-rise promenade making them part of a larger building edge facing the Capitol Square Plaza. Building entrance lobbies and mixed-commercial uses would open onto the promenade making it a busy pedestrian activity zone.

Capitol Square Plaza showcases new and old buildings facing the open space. The historic buildings, such as the Governor’s Mansion, VDOT buildings, and Morson’s Row townhouses, provide an enclosure and edge. New buildings accentuate this enclosure with their 2-story base and a promenade.

In the absence of other architectural design guidelines governing development of the Capitol Square complex, new buildings should take cues from the context and existing pedestrian circulation in the area and provide unifying architectural elements, such as height, building entrances and openings, ground-floor mixed use, and garage entrances that do not conflict with pedestrian circulation.



Fig.6-81 Capitol Square Plaza provides a forecourt to the new buildings



Fig.6-82 New buildings facing Capitol Square Plaza

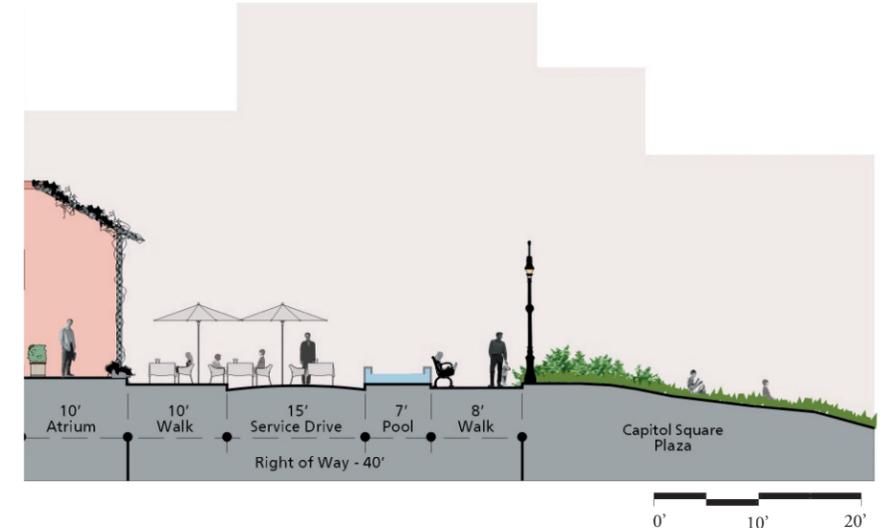


Fig.6-83 Conceptual section showing an outdoor cafe facing Capitol Square Plaza



Fig.6-84 Edge condition: promenade along Capitol Square Parkway

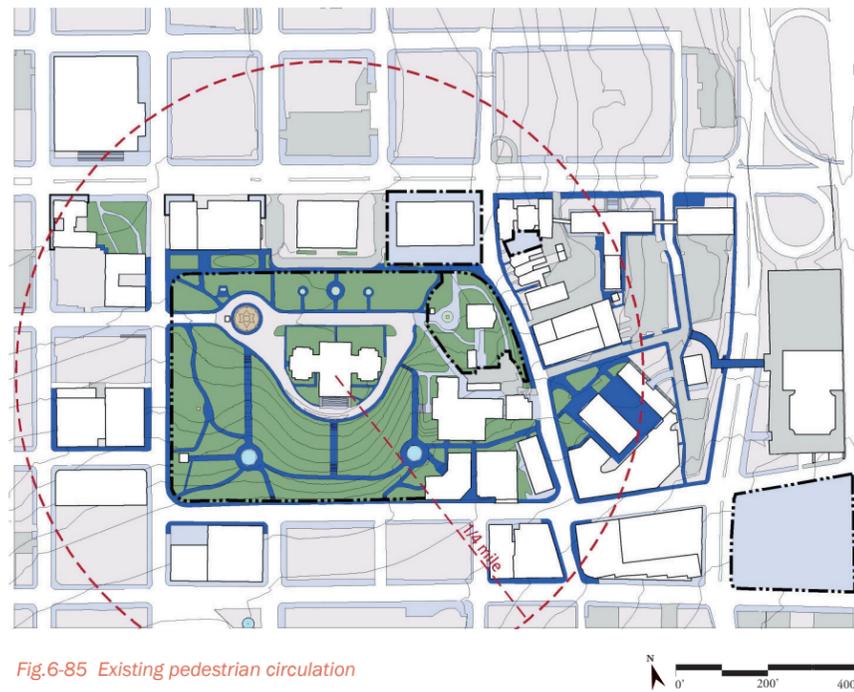


Fig.6-85 Existing pedestrian circulation

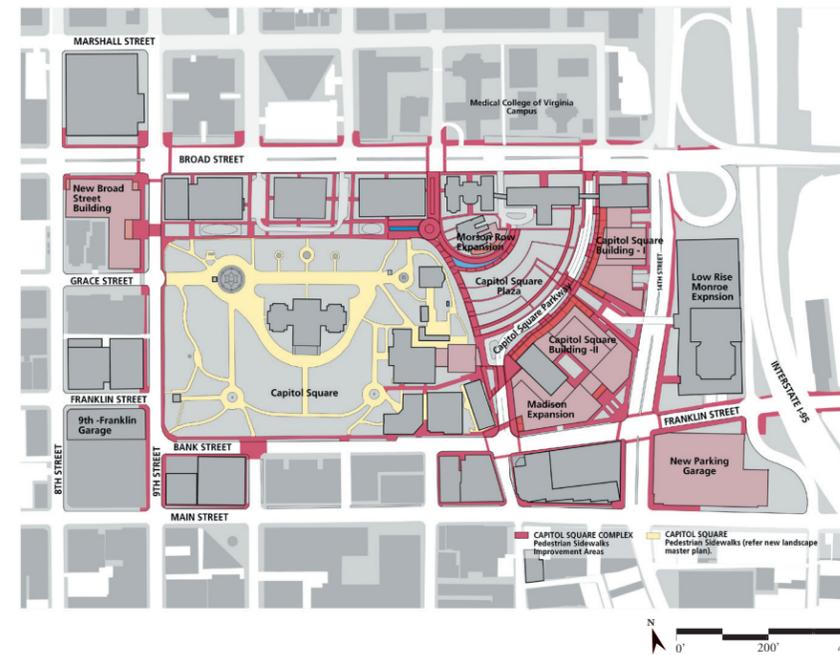


Fig.6-86 Proposed pedestrian circulation plan

Circulation

Pedestrian Circulation

Capitol Square's topography makes it a challenging place to walk. The master plan proposes a variety of open spaces as well as other pedestrian amenities to make the complex more pedestrian friendly and walkable. The parkway promenade, the Governor Street pedestrian artery, and open space entrances establish primary pedestrian spines in addition to the existing pedestrian arteries connecting 9th Street and old Governor Street (parallel to Broad Street) and between the Finance and Jefferson buildings. Capitol Square Plaza also provides a pedestrian crossroads, intersected by a network of walkways used by employees, visitors, and tourists visiting various Capitol Square buildings.

Landscape and street furniture would make the area more pedestrian friendly in addition to identifying the Capitol Square boundaries, which at present are indistinguishable from the rest of downtown Richmond. This may involve negotiations and discussion with the City of Richmond regarding control of the sidewalks.

The proposed visitor center location on Bank Street and proposals by the DGS indicate the widening of sidewalks along Bank Street, thus restoring the original Bank Street sidewalks removed when the street was widened.



Governor Street Pedestrian Artery

The existing Governor Street connects Broad Street on the north with Bank Street on the south, rising approximately 45 feet from south to north. Due to security concerns, the street has been closed to vehicular traffic since it passes close by the Governor's Mansion. The master plan transforms the street into a pedestrian artery, thereby uniting the east and west sections of the Capitol Square complex.

The new pedestrian artery is also an important viewshed, providing glimpses of the Capitol Square Plaza in the northbound direction from Main Street (see adjoining serial views in Figure 6-88). The demolition of the Zincke building and relocation of the Aluminum Building (see building recommendations, Chapter 4) would create significant open space, helping to integrate Governor Street as a pedestrian path and part of Capitol Square Plaza.

The new Governor Street pedestrian artery would have a gradual slope and ramps at the same level as the adjoining Capitol Square Plaza slope. The current asphalt paving of the street would have to be replaced with a paving material common to the rest of the new Capitol Square Plaza sidewalks.

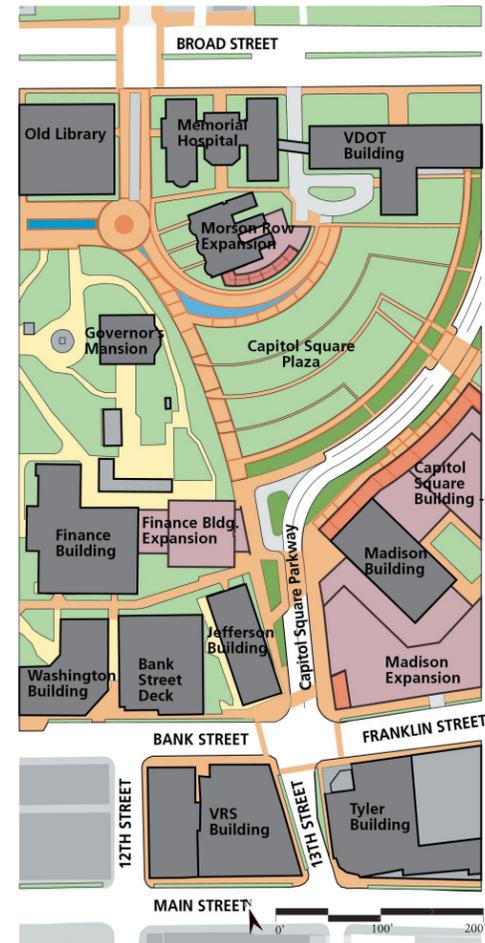


Fig.6-87 Governor's Street integration with the Capitol Square Plaza



Fig.6-88 Sequential photos of existing Governor Street (walking north from Main Street)

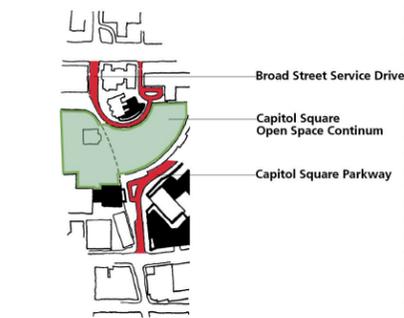


Fig.6-89 Vehicular circulation

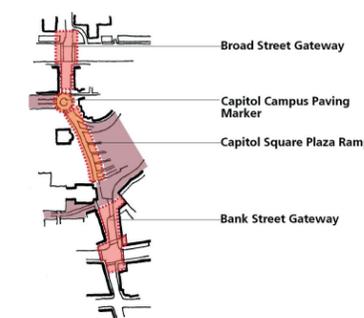


Fig.6-90 Open spaces

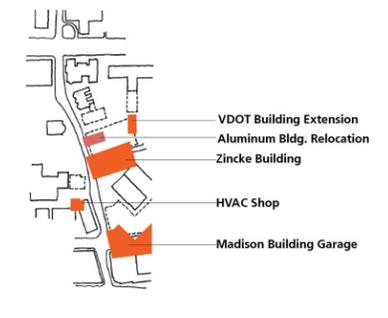


Fig.6-91 Building additions and demolitions

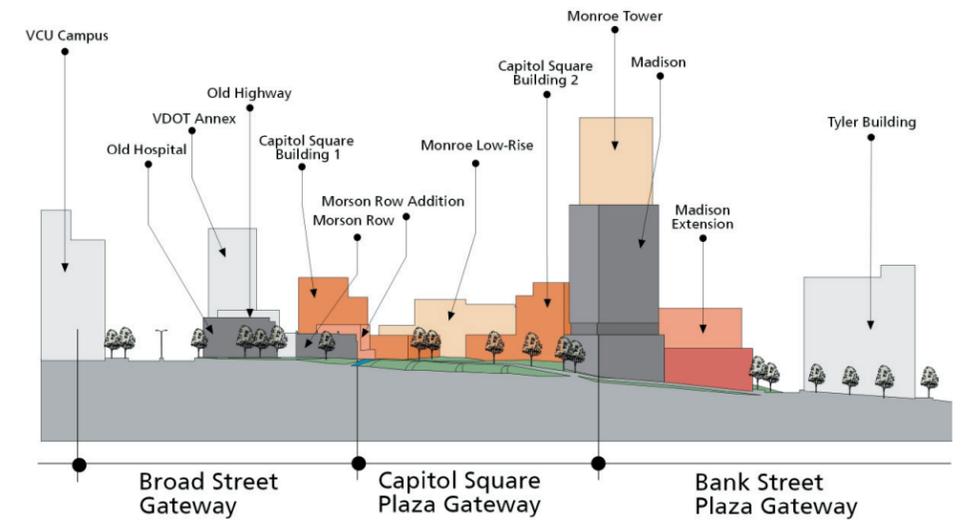


Fig.6-92 Section of the proposed Governor's Street through Capitol Square Plaza



Vehicular Circulation

Traffic patterns around Capitol Square need reconsideration due to the proposed visitor center construction. The master plan recommends a change in vehicular direction for Grace Street to either two-way or one-way approaching Capitol Square in the direction of the Washington Monument. Similarly, Bank Street should also be made a two-way street. However, these recommendations obviously need to be part of a larger discussion with the City of Richmond. Their implementation would make Capitol Square more visible and accessible.

Capitol Square Parkway

The master plan recommends the addition of Capitol Square Parkway, a new street linking Broad Street on the north to Bank Street on the south. This curvilinear street follows the existing topography and provides an alternative vehicular route to Governor Street, which will be closed to traffic. The consultant team evaluated design options without an internal street and concluded that such a street is needed to relieve congestion at the 14th and Broad Street intersection.

The parkway would be a 2-lane local street bounded by a 2-story promenade on one side and Capitol Square Plaza on the other, with on-street parking on the plaza side. The parkway also provides for a drop-off zone for the new Finance Building addition. The new Capitol Square Plaza buildings and the existing Madison Building and VDOT Annex—all unified at their base by a 2-story promenade—face the parkway.

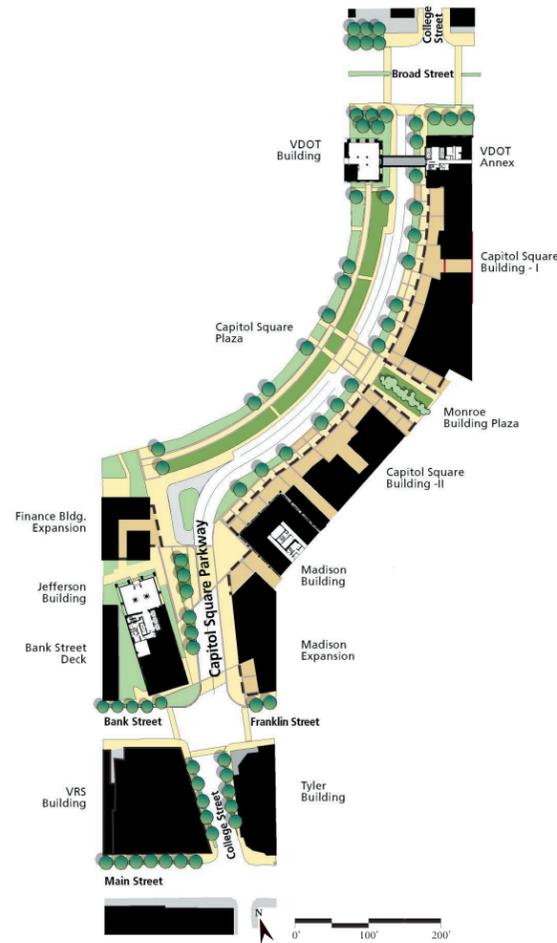


Fig.6-93 Proposed Capitol Square Parkway



Fig.6-94 Capitol Square Parkway : building edge and landscape

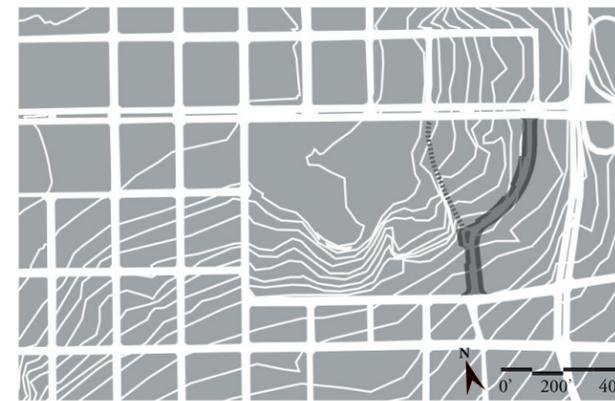


Fig.6-95 Proposed Capitol Square Parkway with existing street grid and topography



Fig.6-96 Schematic section through the proposed parkway



Fig.6-97 View of the proposed Capitol Square Parkway



Parking

The master plan proposes three underground parking garages in the northeast quadrant, as well as above-ground parking garages with varied ground-floor uses, located around the Capitol Square complex within walking distance of each quadrant. Garage sites are discussed in Chapter 5: Planning Elements.

Two of the three proposed underground parking garages take advantage of the site topography and level differences between 14th Street and the adjacent land by hiding the garages from the Capitol Square Parkway side. The third parking garage is located below the proposed Capitol Square Plaza and accessed via the parkway. This three-and-a-half-level structure could provide approximately 665 parking spaces. Since an underground garage is more expensive to construct, however, all the surrounding parking garage options should be carefully evaluated.

The combined parking capacity of the three underground garages provides a total of approximately 2,009 spaces. These three garages together with the 500-space garage below the new Broad Street building plus the existing Capitol Square parking supply offer parking for approximately 70 percent of existing and proposed state employees.

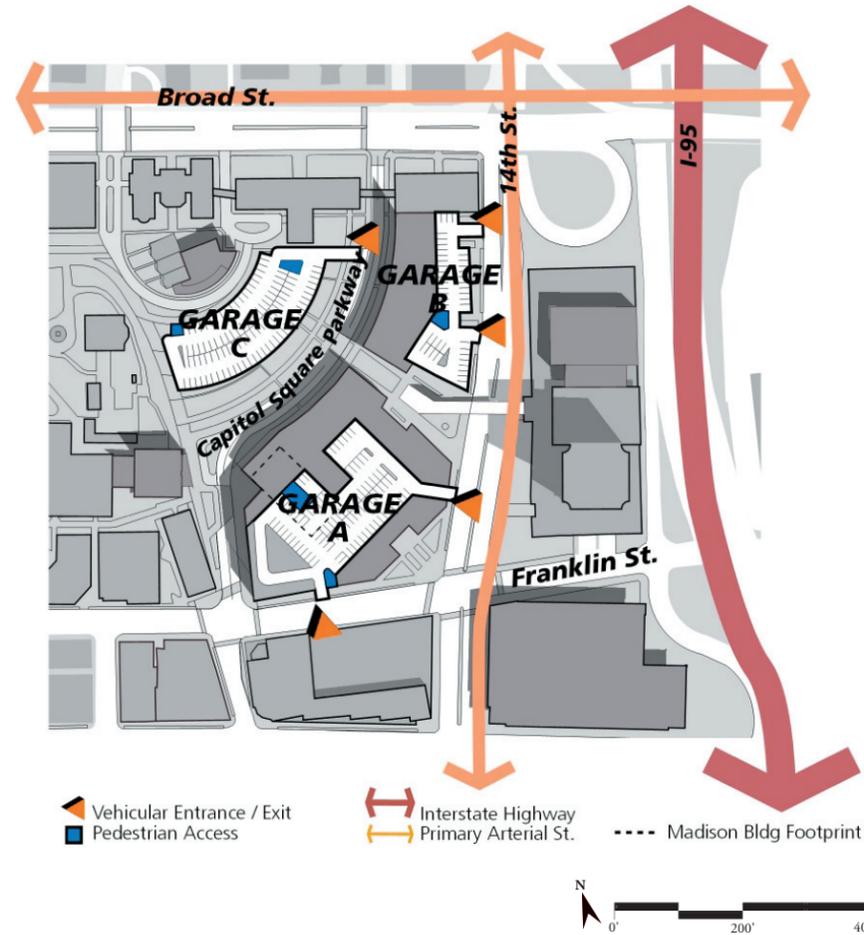


Fig.6-98 Proposed parking garages and vehicular entrances

| CAPACITY STUDY FOR PROPOSED GARAGE A, B, C and FUTURE GARAGE AREA | | | | | | | |
|---|-----------------|----------|--------------|----------|----------|----------|------|
| | Section Diagram | +1 Level | Street Level | -1 Level | -2 Level | -3 Level | Sum |
| GARAGE A CAPACITY (Section a-a) | | 0 | 75 | 226 | 226 | 226 | 753 |
| GARAGE B CAPACITY (Section b-b) | | 0 | 45 | 118 | 118 | 118 | 399 |
| GARAGE C CAPACITY (Section c-c) | | 44 | 90 | 177 | 177 | 177 | 665 |
| FUTURE GARAGE AREA (Section d-d) | | 0 | 48 | 48 | 48 | 48 | 192 |
| SUM | | | | | | | 2009 |

Fig.6-99 Proposed parking garage capacity

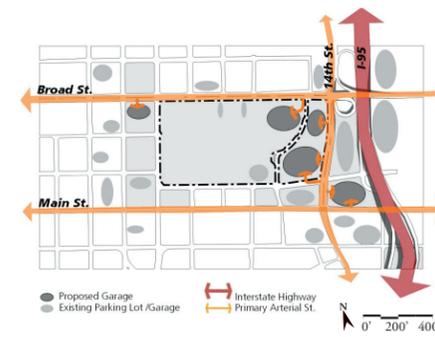


Fig.6-100 Proposed and existing parking garage locations

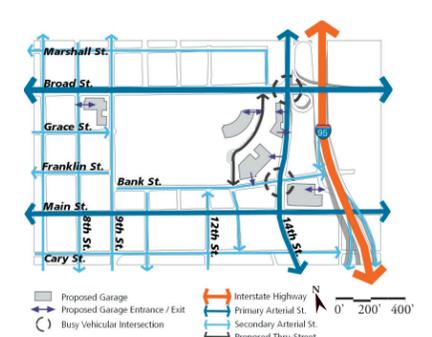


Fig.6-101 Proposed vehicular circulation



The Tourism Potential Report recommended the use of the Bank Street garage for visitor parking (221 parking spaces) for safe and convenient parking due to its location in relation to the proposed new visitor center entrance to the Capitol along Bank Street. Additional parking, if needed, could also be provided at the VRS parking deck. Subtracting these parking spaces from the employee parking supply should be considered, as the parking deficits presented in this report may be slightly understated.



Fig.6-102 Perspective view of the Capitol Square complex

Wayfinding

A series of prioritized recommendations covering signage, interpretation, web, and print materials was included in the Comprehensive Environmental Communications Plan prepared by the master plan sub-consultant Cloud Gehshan Associates. The signage plan provides an opportunity to make the Capitol Square complex more accessible and inviting to visitors. The following is a brief description of the wayfinding and interpretive signage plan, which is included in its entirety in the Appendix. The sign drawings—signtypes, vehicular sample journey, pedestrian sample journey—presented here are for diagrammatic purposes only. The signtypes shown are only a sample of what is contained within the full report. Please refer to the Appendix for the full, more comprehensive analysis and for the full range of signtypes

Wayfinding Signage

People are natural pathfinders; if they are provided with simple, clear, and consistent information to assist them in their journey, they will have a welcoming and enlightening experience.

The signage plan provides for multiple levels of interpretation, visitor information, site and destination identification, and pedestrian and vehicular direction. These recommendations should form the basis of the development of a comprehensive set of design guidelines. A signage system will play an important role in raising public awareness of Capitol Square, and as such, should provide consistent graphic language that establishes visual continuity. In general, a strong but understated look is recommended, balancing clarity and effectiveness with brand identity.



Interpretive Signage

Enhancing Tourism Potential with Interpretive Signage

Interpretive signage provides an opportunity to highlight history and people, places and events of interest, and makes Capitol Square a place of education as well as a cultural attraction for a multitude of user groups. Useful and accurate information about attractions such as hours of operation, public access, etc. can be made available.

Interpretive Approach

The approach for the interpretive signage in the Capitol Square complex should be established during the programming phase of sign design. The approach should take into account demographics and the age and education level of the audience when considering possible stories that can be told to the public. The interpretive signs can include one or more themes such as history, government, architecture, or commerce and can interweave tales of people, places, and events.

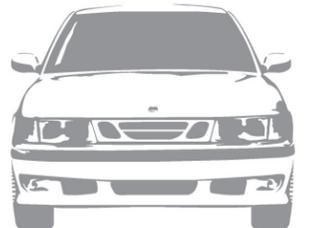
| ITEM/DESCRIPTION | LOCATION CRITERIA | MESSAGE CONTENT |
|---|---|---|
| <p><i>Vehicular - high priority</i> Off-site directional Signs direct visitors from interstates and neighboring areas to the entrances of the estate.</p> | <ul style="list-style-type: none"> - Vehicular visibility - Night visibility - Maximum vehicular exposure - Off-site - Located in advance of decision points | <ul style="list-style-type: none"> - Capitol Square - Major building or attraction - Directional arrow |
|  |  |  |
|  | | |

Fig.6-103 Wayfinding sign illustration



Boosting Tourism Potential with Interpretive Signage

Interpretive signage can aid educational institutions and schools by providing a fuller experience for the user—something they can pass on to friends and family.

ITEM/DESCRIPTION

Pedestrian Signage
Interpretive Signage, Large
These signs with approximately 110 words and four images, will support self-guided tours as well as guided tours.



Fig.6-104 Interpretive signage illustration

LOCATION CRITERIA

- Pedestrian visibility
- Located where a guide would stop to identify a particular place or building or site feature.

MESSAGE CONTENT

- Main body copy: 80 words, primary message, information regarding a building or place being interpreted
- Secondary copy: 30 words

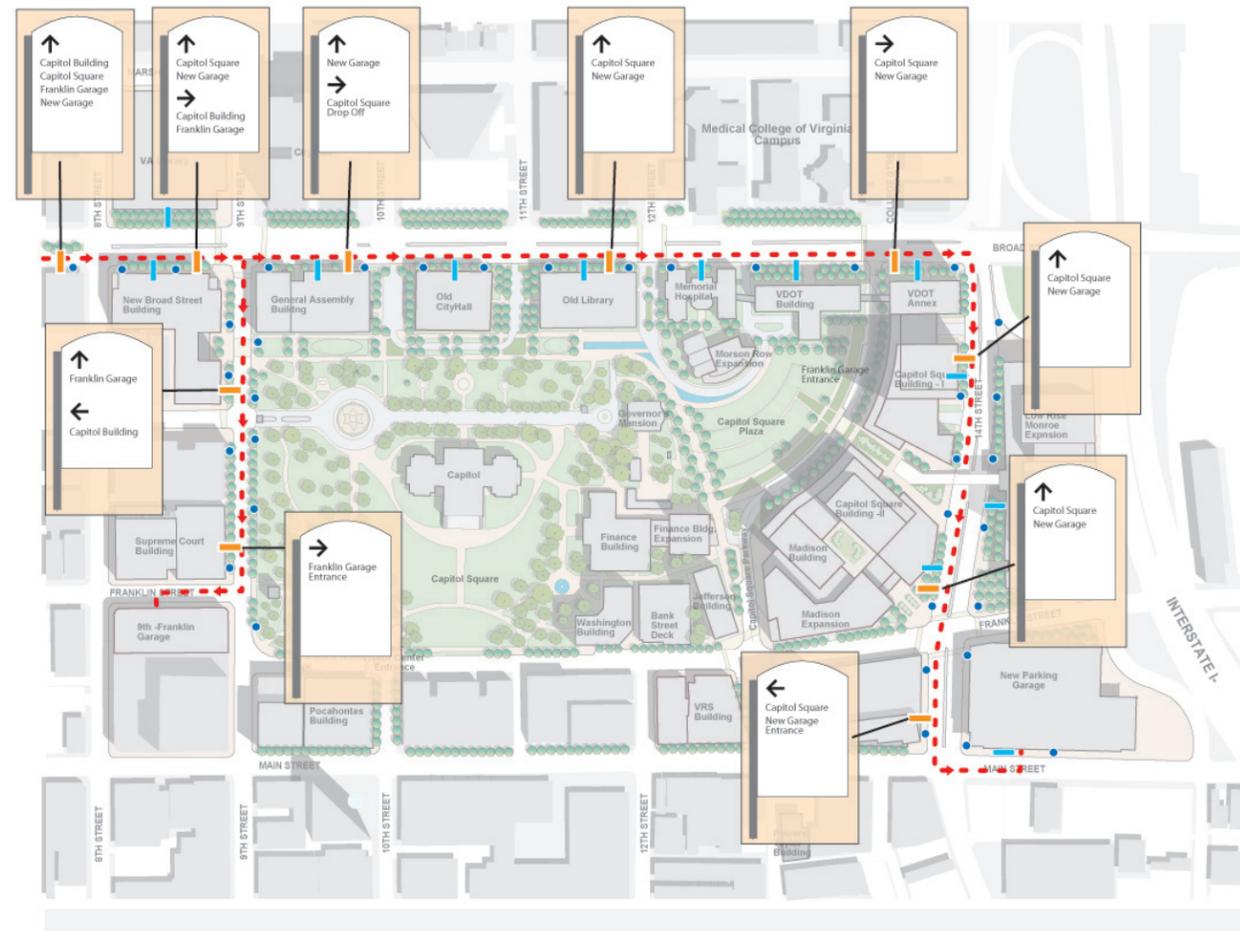
option 1
expands on primary message or introduces a special feature

option 2
first person interpretation; voice of occupant, quote or description of thing being interpreted

- Captions: 15 words, explain or date large images
- Images: one or two large historic images or alternate views of interpreted subject; one or two smaller images used as backdrop or inserts



VIRGINIA STATE CAPITOL MASTER PLAN



- Vehicular path of travel
- Vehicular directional
- Building identification
- Banner

Fig.6-105 Vehicular sample journeys