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SFDC Wayfinding Initiative Awarded \$5,000 Grant

Initiative selected as a “top ranked” proposal

(August 14, 2008) Fairfax County, Virginia – The Southeast Fairfax Development Corporation announced today that it has received a \$5,000 grant for its wayfinding signage initiative. Funds, to be awarded by Fairfax County, will be used for fabrication and implementation of signs designed to guide travelers to destinations along Richmond Highway.

Fairfax County Neighborhood Services facilitated the grant as part of the Neighborhood Enhancement Partnership Program. Criteria included identifiable need, sustainable design, neighborhood partnership and involvement, and a workable budget including partner contributions. Out of 48 applicants, only 25 were chosen to receive funding. An award letter from Fairfax County called the wayfinding initiative “one of the top-ranked proposals.”

The SFDC Wayfinding Initiative is a joint effort of RMJM Hillier of Philadelphia, VDOT, Fairfax County and community stakeholders to create a series of wayfinding signs that will guide travelers through six commercial nodes along the highway and to nearby historic, natural and cultural amenities. Using historic images and design elements, the signs also will create a consistent image among the shopping centers and office buildings that make up the 7.5-mile corridor.

The Southeast Fairfax Development Corporation promotes the economic revitalization of Richmond Highway in Fairfax County, Virginia, by assisting businesses in identifying and procuring property to suit their needs. The SFDC also markets Richmond Highway as a commercial center, promotes active economic restructuring and develops urban design plans. Visit www.SFDC.org to learn more.

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