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MEDIA RELEASE

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Richmond Highway Sign Initiative Moves Forward

SFDC “wayfinding program” will guide visitors and build identity for Richmond Highway

Fairfax County, Virginia (April 29, 2008) – A Southeast Fairfax Development Corporation (SFDC) initiative to create distinctive new signs for Richmond Highway is moving forward as part of a pilot project of the Virginia Department of Transportation (VDOT). Acceptance into the pilot project allows SFDC to fabricate and install signs prior to and independent of a statewide VDOT signage program, minimizing potential delays. Approval also allows SFDC to apply for sign placement in the VDOT right-of-way, saving thousands of dollars in private right-of-way purchases.

SFDC is working with RMJM Hillier of Philadelphia, VDOT, Fairfax County and community stakeholders to create the 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.

SFDC developed the nearly \$1 million initiative utilizing a November 2006 federal Economic Development Initiative (EDI) Grant of \$99,000 in conjunction with \$360,000 in Fairfax County bond funds. After retaining RMJM Hillier, SFDC held a series of public meetings to discuss proposed sign designs, and is currently working to obtain another \$400,000 to build the signs and place them along Richmond Highway in 2009. Visit www.sfdc.org to see the sign images and learn more about the wayfinding initiative.

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“The SFDC Wayfinding Program will reduce sign clutter and give Richmond Highway a cohesive feel that reflects its historic nature,” said SFDC President Richard Neel. “We are pleased to be chosen by VDOT as a pilot project and look forward to continuing our work with them to complete this task.”

The SFDC promotes the economic revitalization of Richmond Highway (U.S. Route 1) in the Alexandria area of Fairfax County, Virginia, by assisting businesses in identifying and procuring property to suit their needs. It also markets Richmond Highway as a commercial center, promotes active economic restructuring and develops urban design plans. Visit www.sfdc.org for more information.

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