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## Community input sought for new Richmond Highway signs

### FOR IMMEDIATE RELEASE

Alexandria, Virginia, August 28, 2007—The Southeast Fairfax Development Corporation (SFDC) is seeking community input to create new signs along the Richmond Highway corridor to help motorists and walkers and to bolster community identity. A public meeting will be held from 6-8 p.m. Wednesday, September 19, 2007 at the South County Government Center, 8350 Richmond Highway, Alexandria.

The SFDC, with the assistance of the Fairfax County Redevelopment and Housing Authority, received a \$99,000 Economic Development Initiatives grant from the U.S. Department of Housing and Urban Development to help fund and begin an implementation of a “wayfinding” study to improve signage along Richmond Highway.

After issuing a request for proposals in January 2007 and evaluating the responses, the SFDC selected RMJM Hillier, a nationally recognized architectural firm with an outstanding wayfinding design background, as the project consultant. RMJM Hillier began its work in May 2007.

"We look forward to sharing the initial design concepts with the community. Selecting a design concept is the first step toward implementing a coordinated sign plan for Richmond Highway," said SFDC President Rick Neel.

"Our consultant has done an outstanding job identifying the key attributes of Richmond Highway and creating design options that reflect this dynamic area."

After selection of a design the SFDC will work with RMJM Hillier and Virginia Department of Transportation on sign locations and terminology.

The Southeast Fairfax Development Corporation ([www.SFDC.org](http://www.SFDC.org)), promotes the economic revitalization of Richmond Highway in Alexandria, Virginia. The SFDC assists new, expanding or relocating businesses by identifying buildings and sites that best suit their needs and working with them to navigate the county development process, including permit expediting. The SFDC also markets Richmond Highway as a commercial center, promotes active economic restructuring and develops urban design plans.

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