

LAKE ANNE

WAYFINDING DESIGN DEVELOPMENT

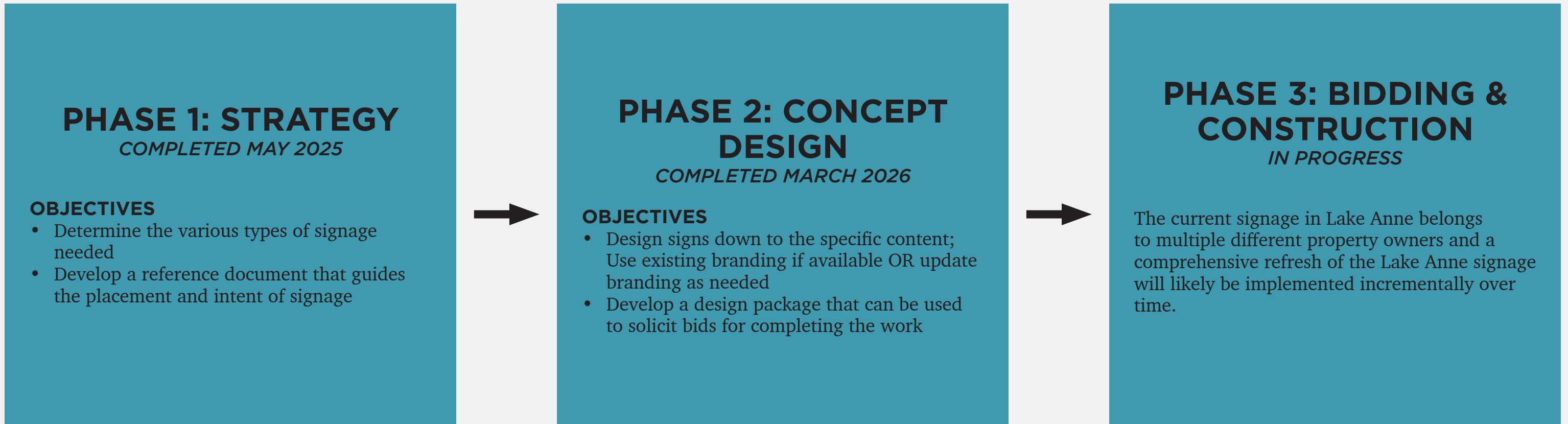
Progress Update - April 14, 2026



WAYFINDING PROCESS OVERVIEW

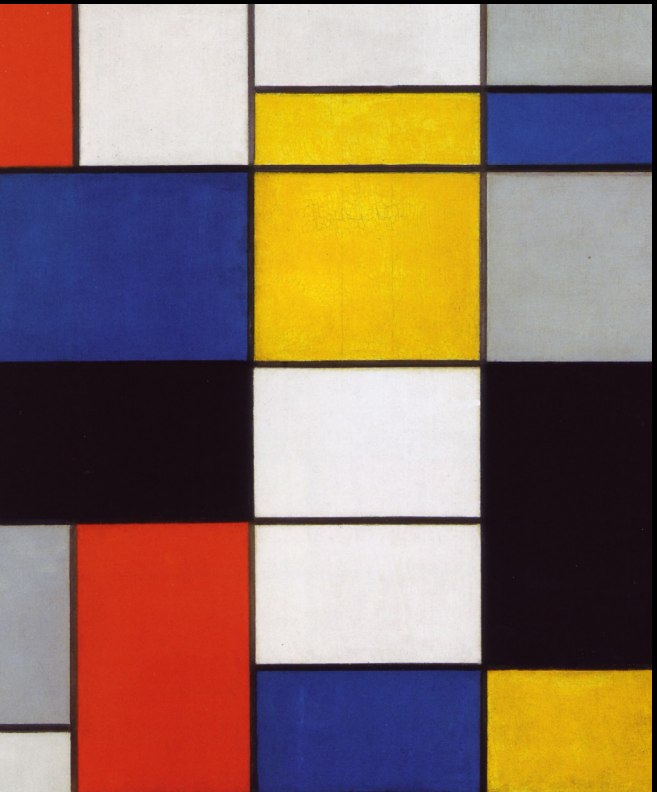
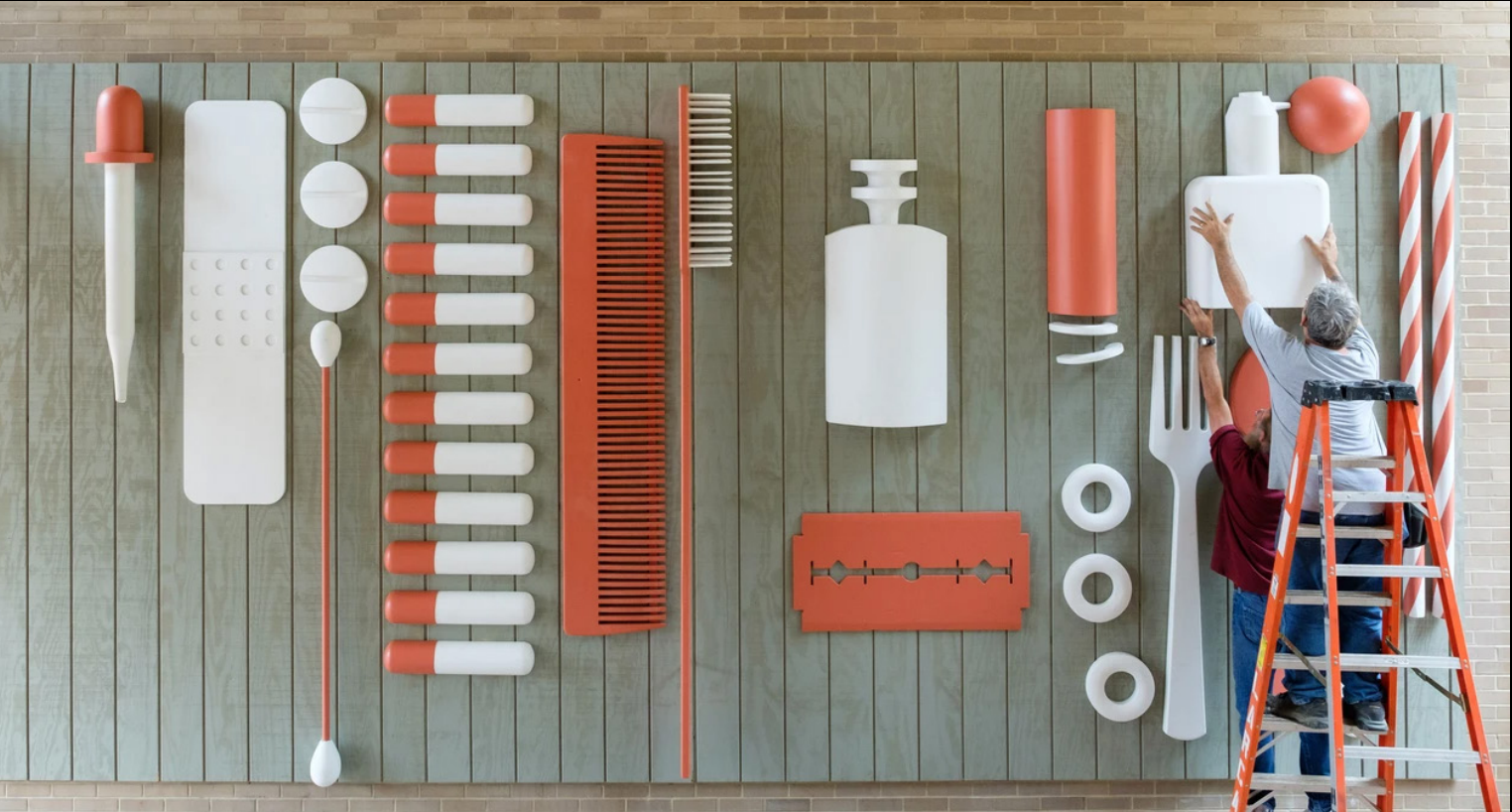
Following on the work of the Economic Visioning Study for Lake Anne, Fairfax County and Streetsense have been devising a strategy to improve the wayfinding signage in Lake Anne.

This Wayfinding Strategy builds on the priorities and community pillars developed through the Community Visioning process in 2023.



LOGO DESIGN & WAYFINDING STRATEGY

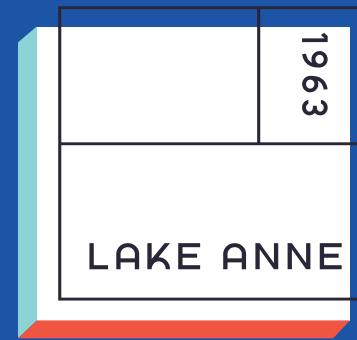
COLOR PALETTE INSPIRATION



LOGO & COLOR PALETTE

LAKE ANNE

| | |
|--------------------|------|
| RESTON VA | 1963 |
| DINE • SHOP • PLAY | |



STREETSENSE

WAYFINDING SIGNAGE PLAN

REVISED FEBRUARY 2026

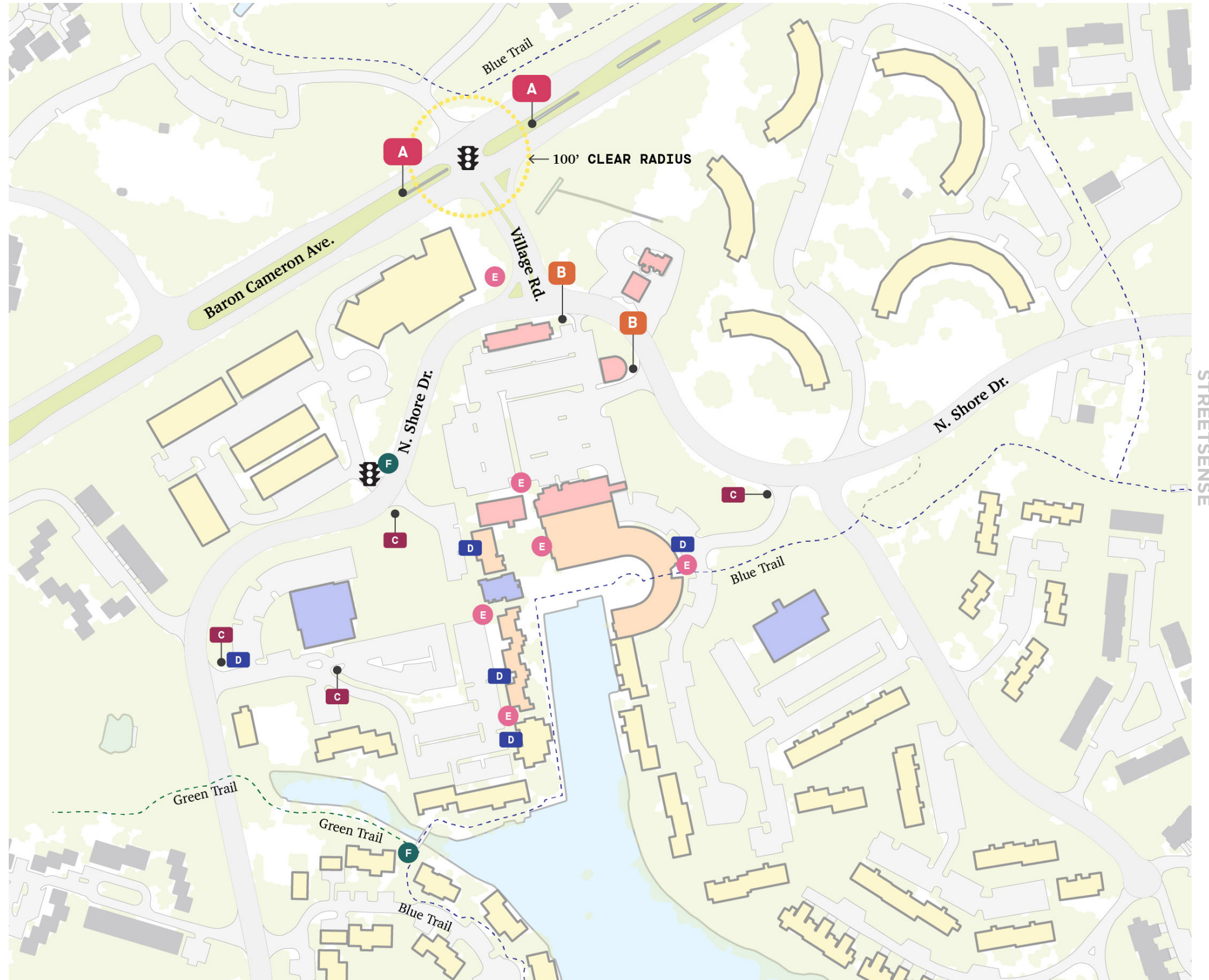


VEHICULAR

- A** Project Beacon
- B** Gateway / Directional
- C** Vehicular Directional
- D** Building Name

PEDESTRIAN

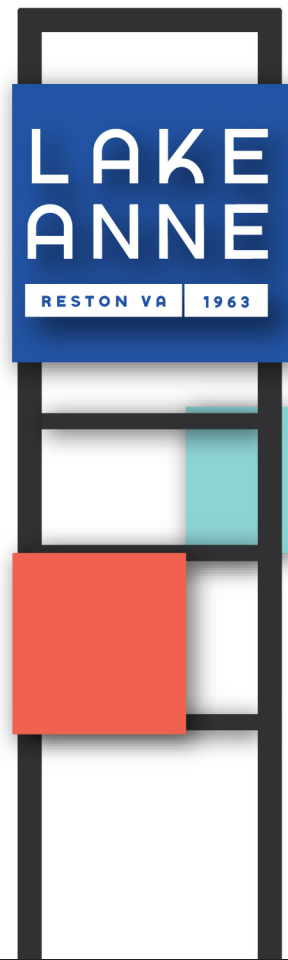
- E** Directory / Parking Beacon
- F** Trailblazing



CONCEPT DESIGN

SIGNAGE FAMILY

STREETSENSE



A

Project Beacon



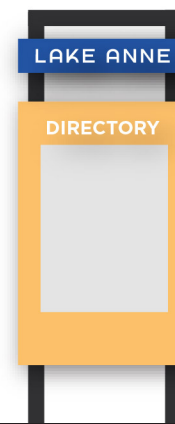
B

Gateway / Directional



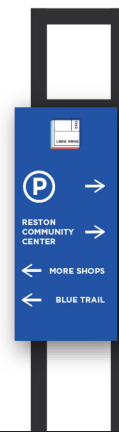
C

Vehicular Directional



E

Directory / Parking Beacon

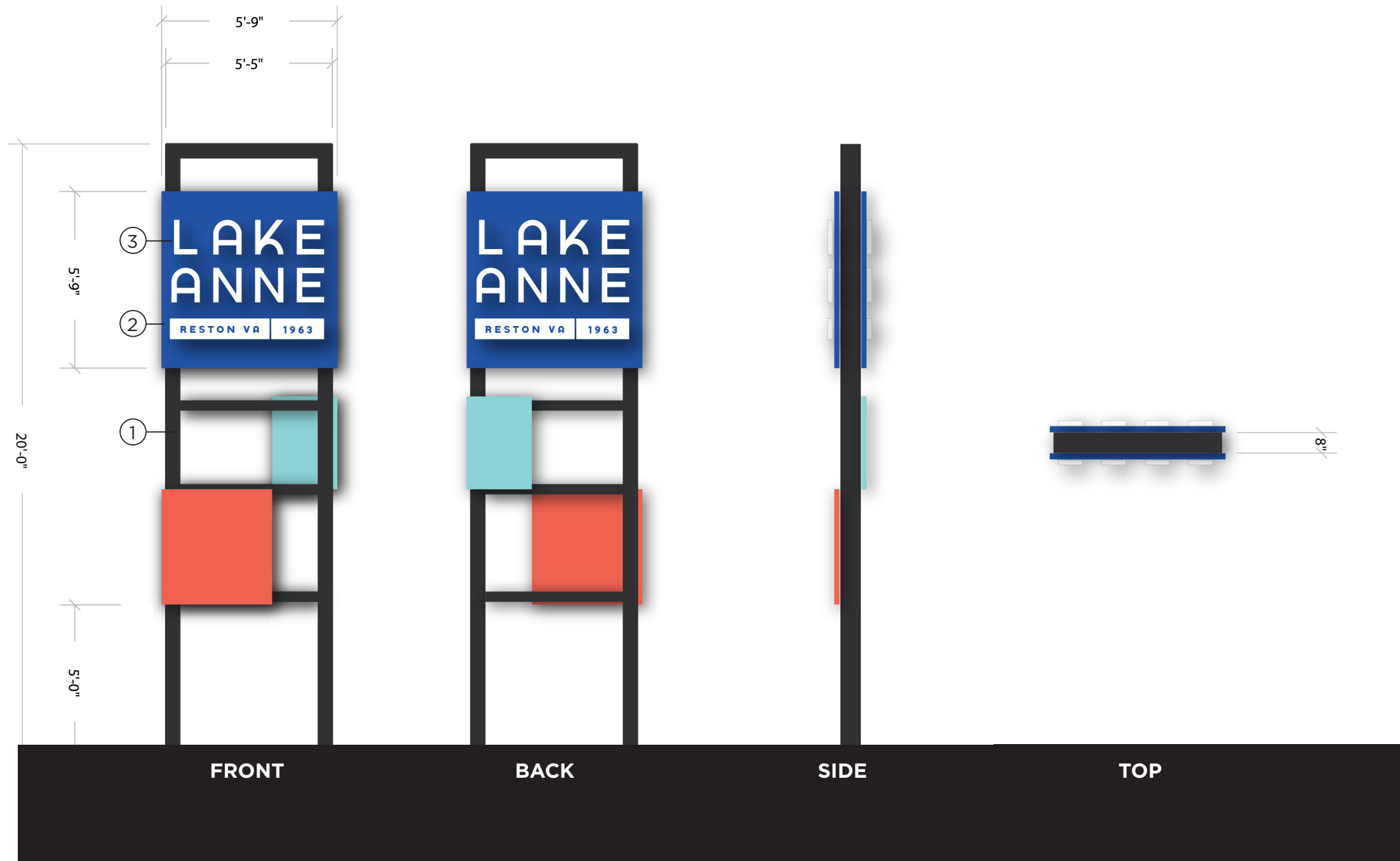


F

Trailblazing

SIGN TYPES

A - PROJECT BEACON



NOTES:

Non-illuminated. Push-through lettering on both sides. Final materials to be proposed by sign fabricator.

MESSAGE:

Lake Anne (Brand graphic)
RESTON VA 1963

INTENTION:

Calls attention to entry and establishes brand identity for environmental graphics and wayfinding throughout the Lake Anne Village Center

MATERIALS:

1. Powder-coated steel tubing
2. Powder-coated aluminum
3. Push through lettering

INSTALL:

Anchored into ground per VDOT signage standards. No electrical to sign.

STREETSENSE

THANK YOU

NEXT STEPS

1. Design Development Completion
2. Bid & Implementation
 - Project Beacon
 - Other Signs