

LAKE ANNE

WAYFINDING CONCEPT DESIGN

Project Update, February 2026

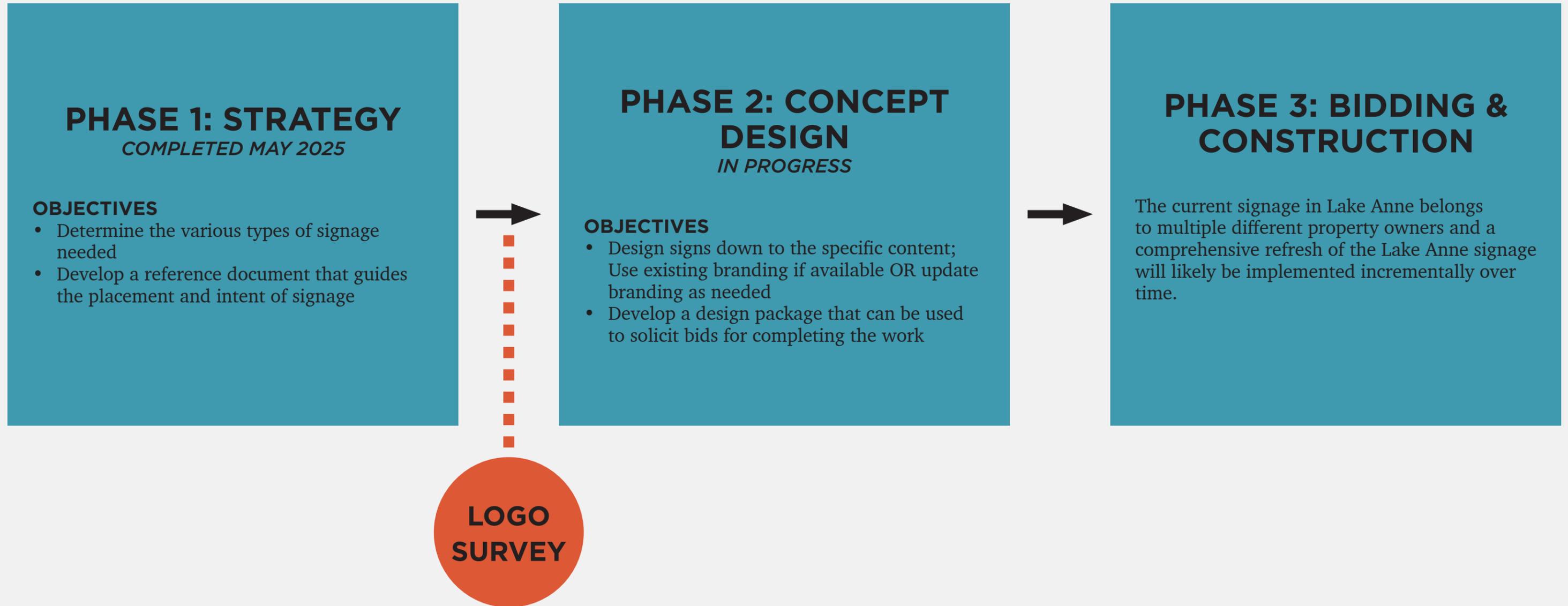
S—



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.



WAYFINDING PLAN & SIGN PLACEMENT

WAYFINDING SIGNAGE PLAN

REVISED FEBRUARY 2026

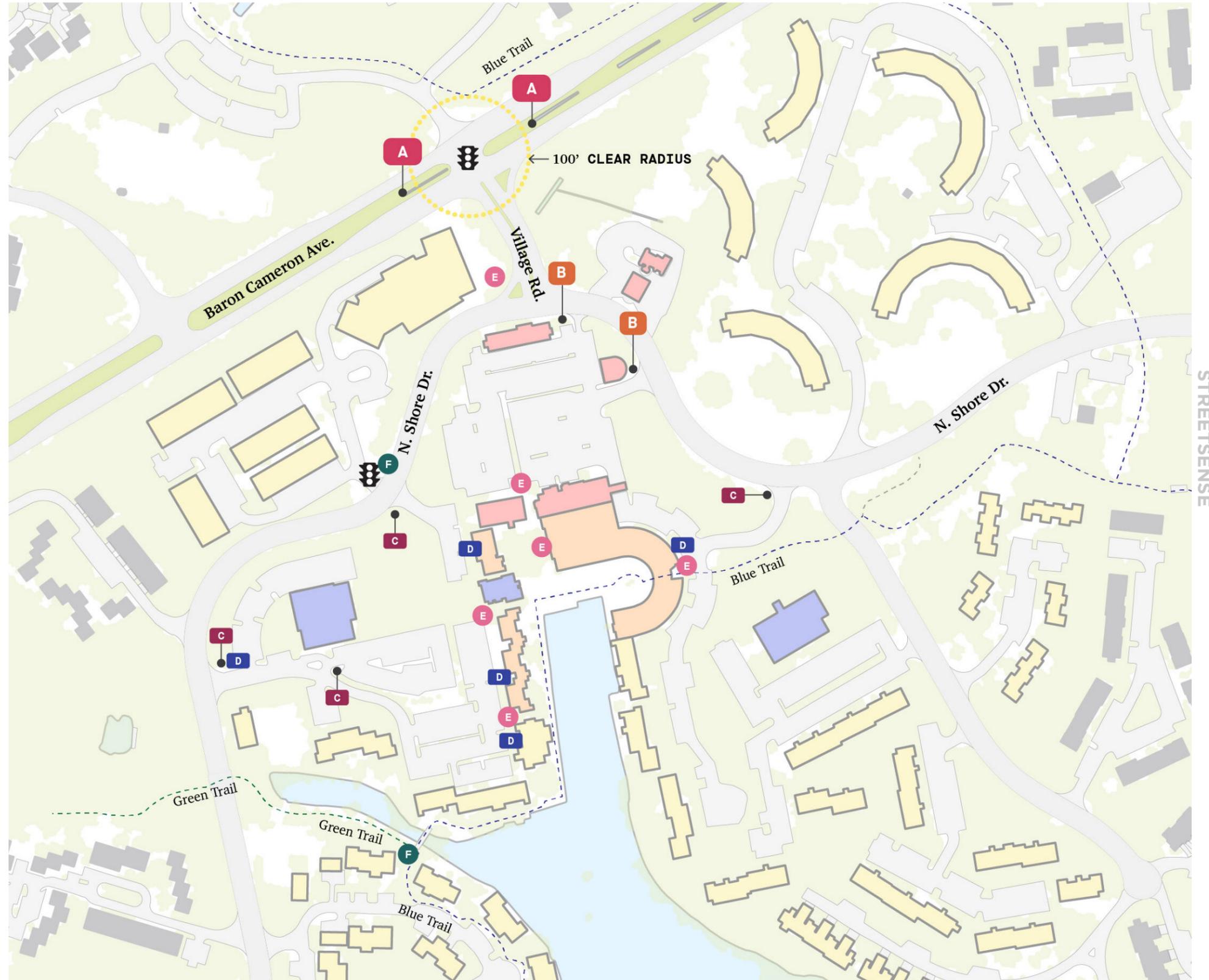


VEHICULAR

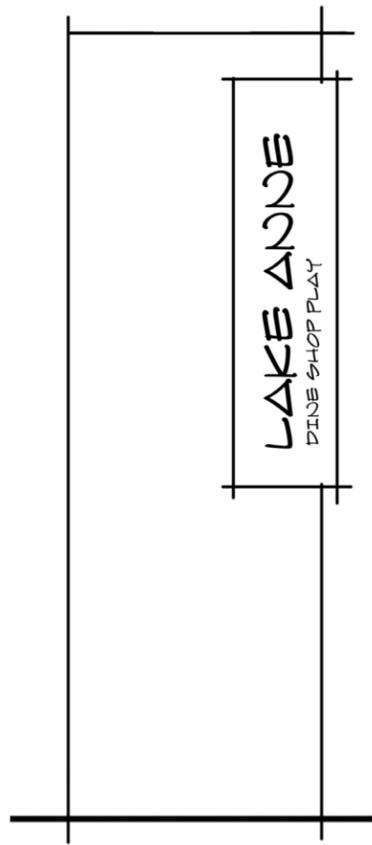
- A** Project Beacon
- B** Gateway / Directional
- C** Vehicular Directional
- D** Building Name

PEDESTRIAN

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

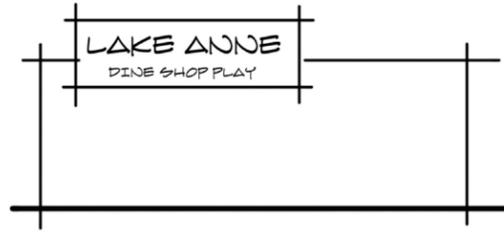


EXAMPLE SIGNAGE FAMILY & MESSAGING



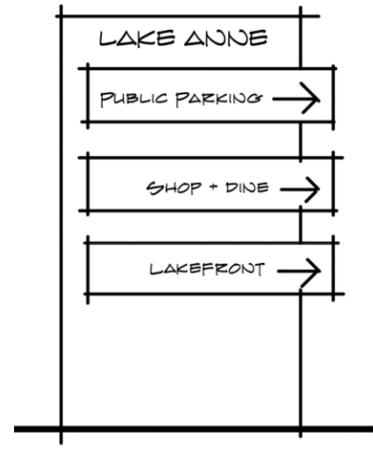
A

Project Beacon



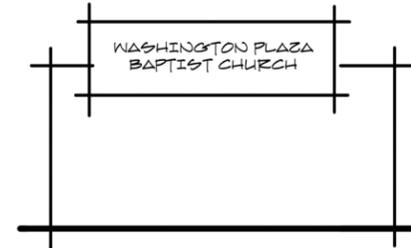
B

Gateway / Directional



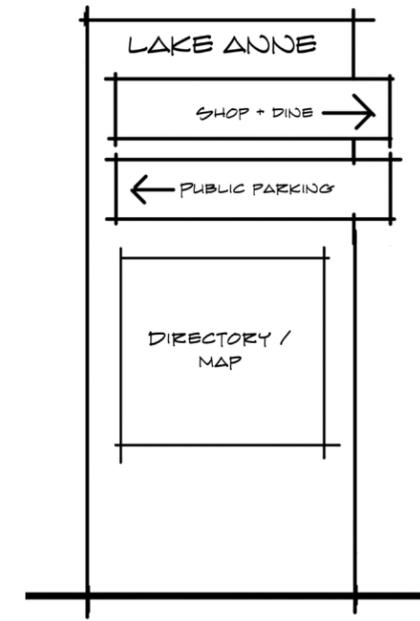
C

Vehicular Directional



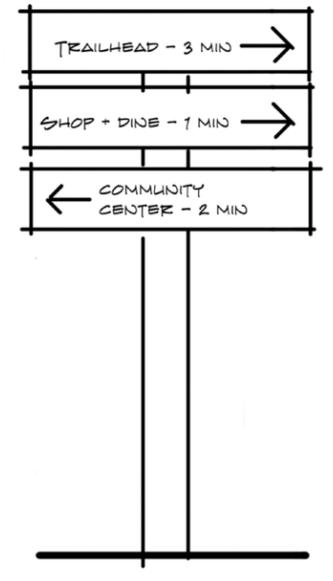
D

Building Name



E

Directory / Parking Beacon



F

Trailblazing

STREETSENSE

CONCEPT DESIGN

SURVEY SUMMARY



Lake Anne

OPTION 1

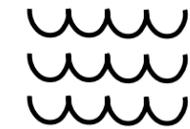


OPTION 2



**LAKE
ANNE**

OPTION 3



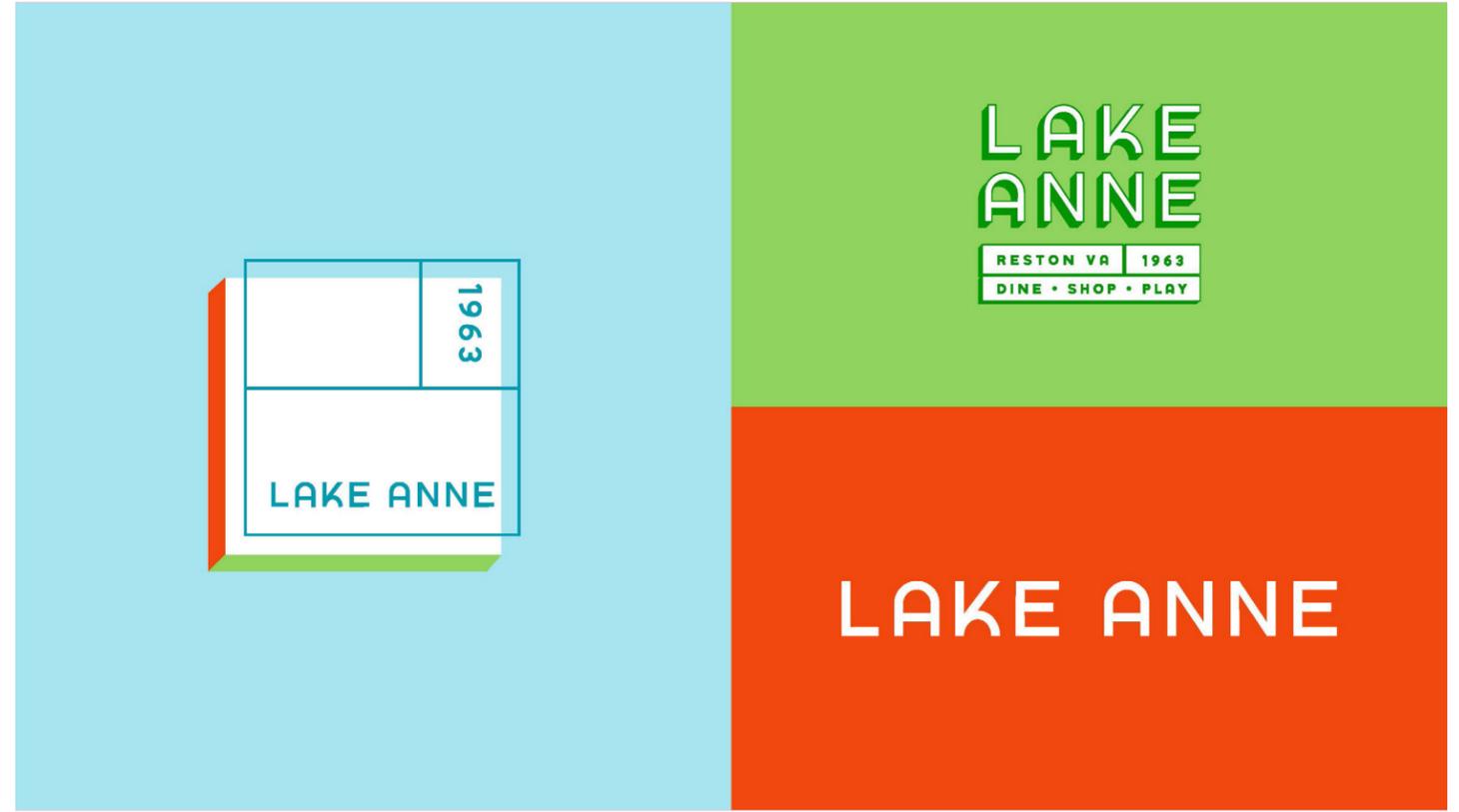
Lake anne

OPTION 4

PROJECT BRAND



This logo draws from the site's brutalist elements, like the modular signage along its walkways. It reflects the neighborhood's strength, history, and character — a grounded, enduring presence with design touches that echo its storied past. The design honors a place built to last, both in form and in community spirit.



CONCEPT A

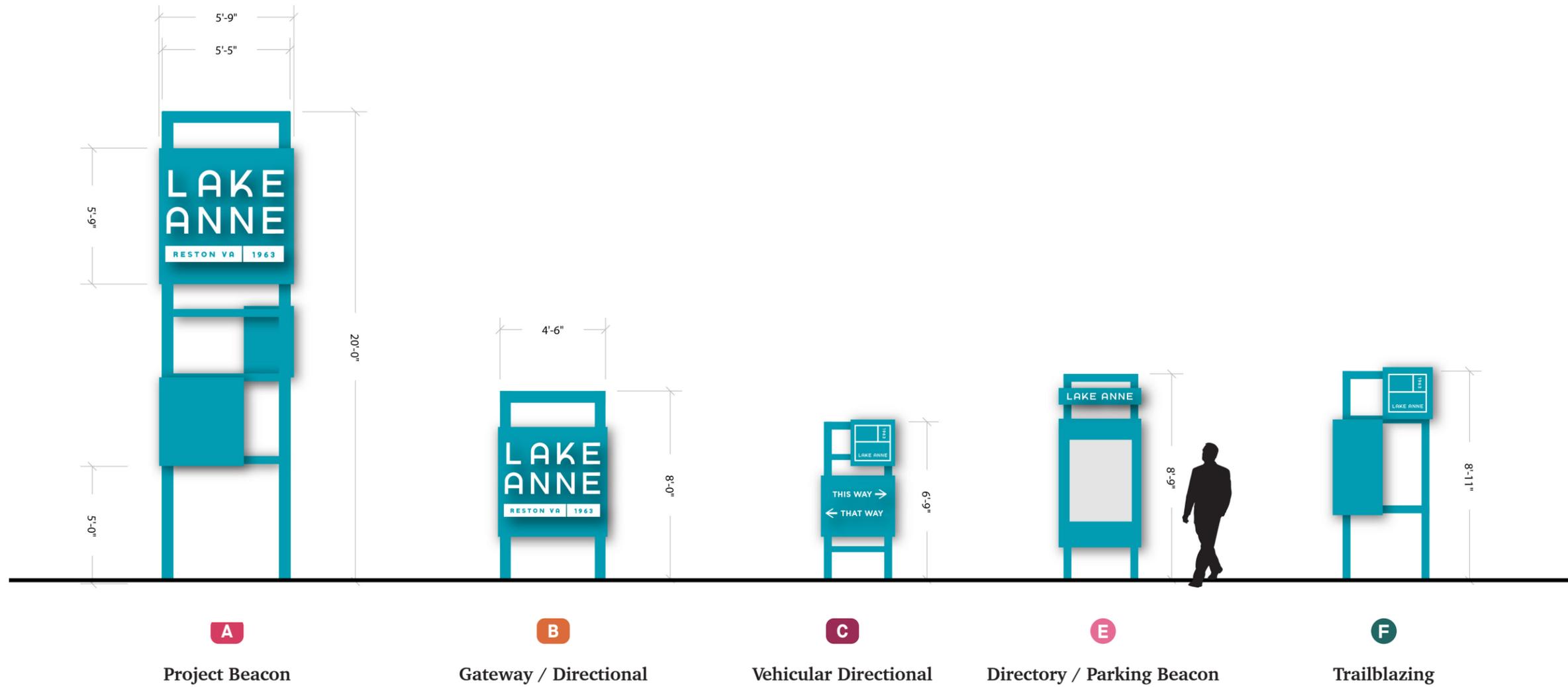
INSPIRATION



CLEAN LINES, MODERN, TECTONIC

STREETSENSE

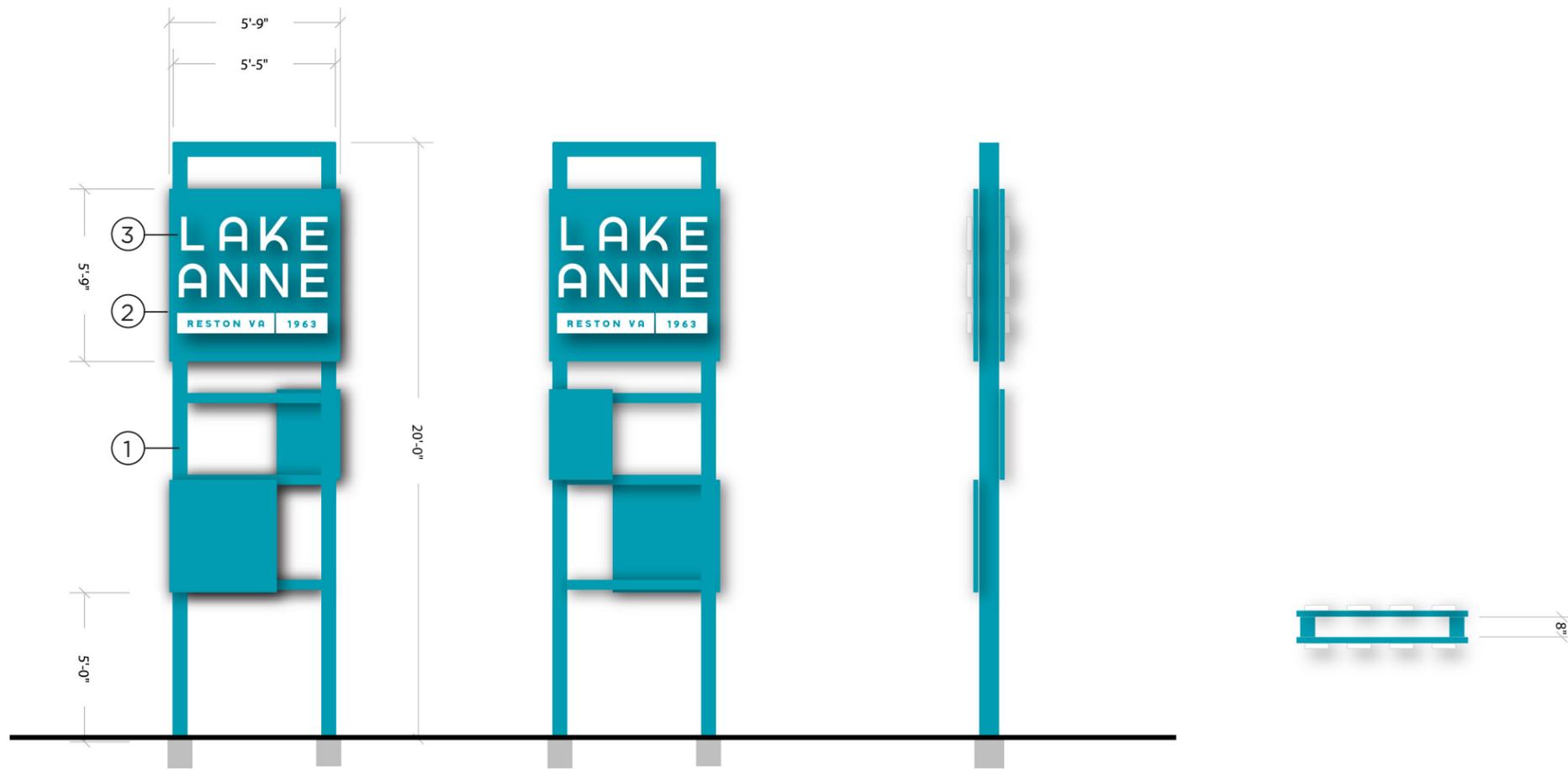
SIGNAGE FAMILY



STREETSENSE

CONCEPT A

PROJECT BEACON



FRONT

BACK

SIDE

TOP

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 leads visitors into site.

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

PROJECT BRAND



Lake Anne

RESTON · VA

Channeling the 'splash' element in the neighborhood's existing logo, this option reimagines the previous playful-yet-historic mark with a modern lens. It nods to 1960s mod design, while the curved L form echoes the site's distinctive architectural lines. The result is a fresh yet familiar symbol that bridges past and present.



RESTON · VA



Lake Anne



STREETSENSE



CONCEPT B

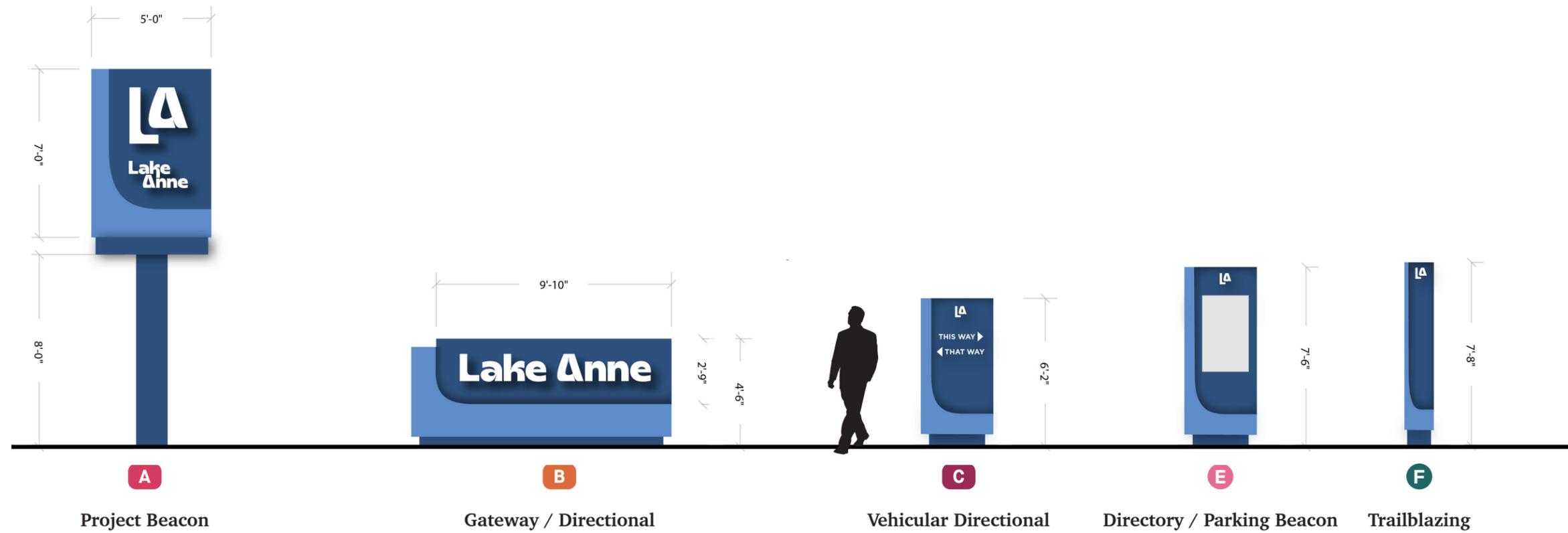
INSPIRATION



PLAYFUL MIDCENTURY FORMS & PATTERNS

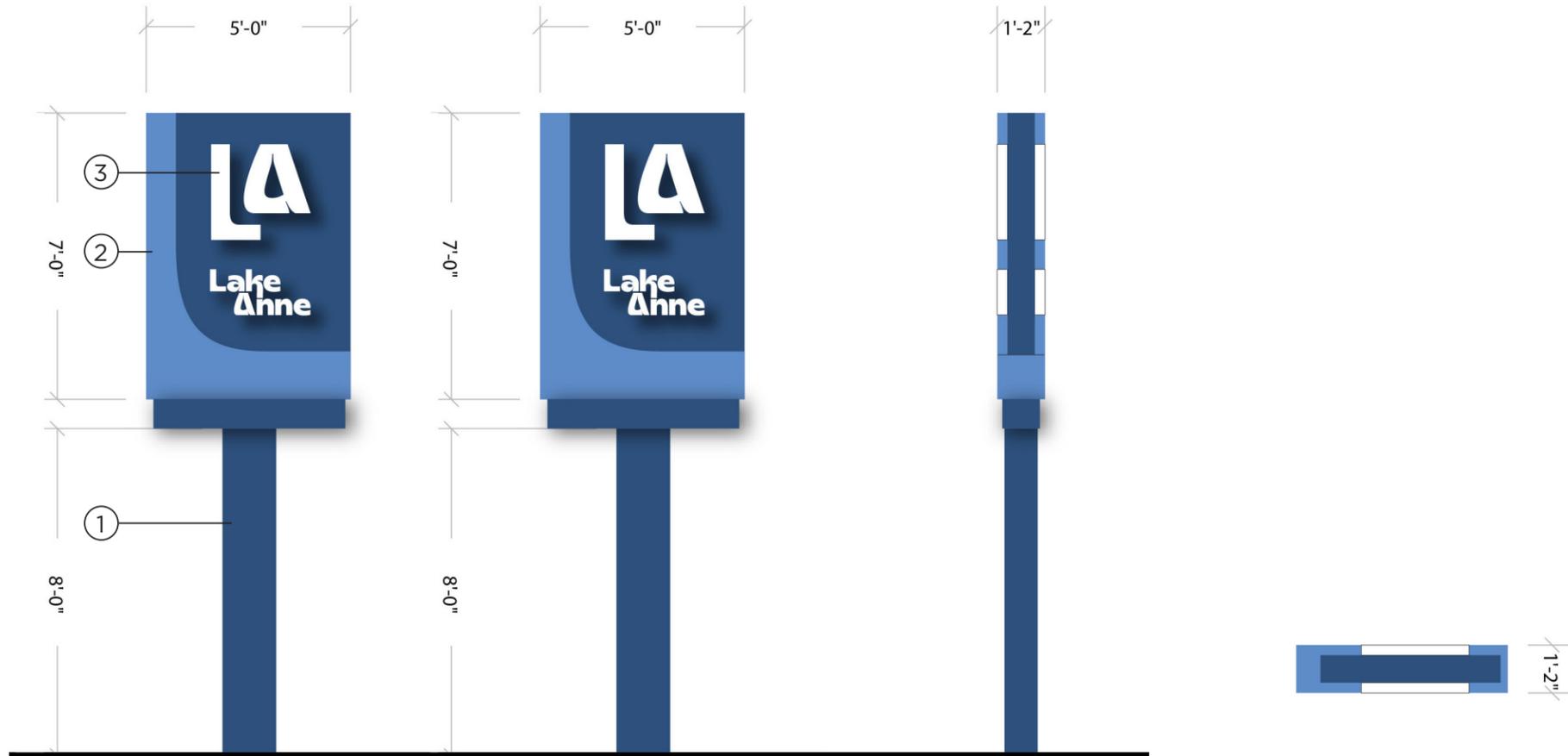
STREETSENSE

SIGNAGE FAMILY



STREETSENSE

PROJECT BEACON



FRONT

BACK

SIDE

TOP

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MESSAGE:

Lake Anne (Brand graphic)

INTENTION:

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SUMMARY

SIGNAGE FAMILIES



THANK YOU