



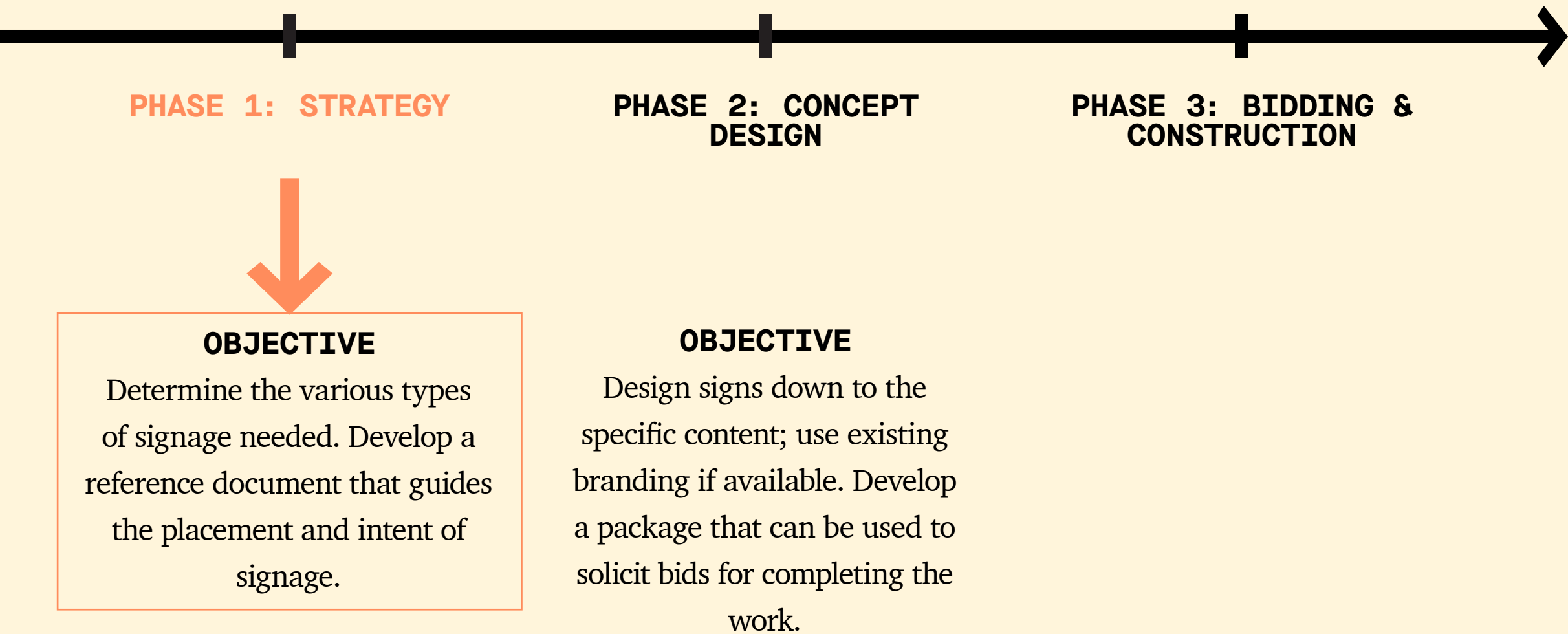
LAKE ANNE

WAYFINDING STRATEGY

Community Presentation
May 20, 2025

STREETSENSE

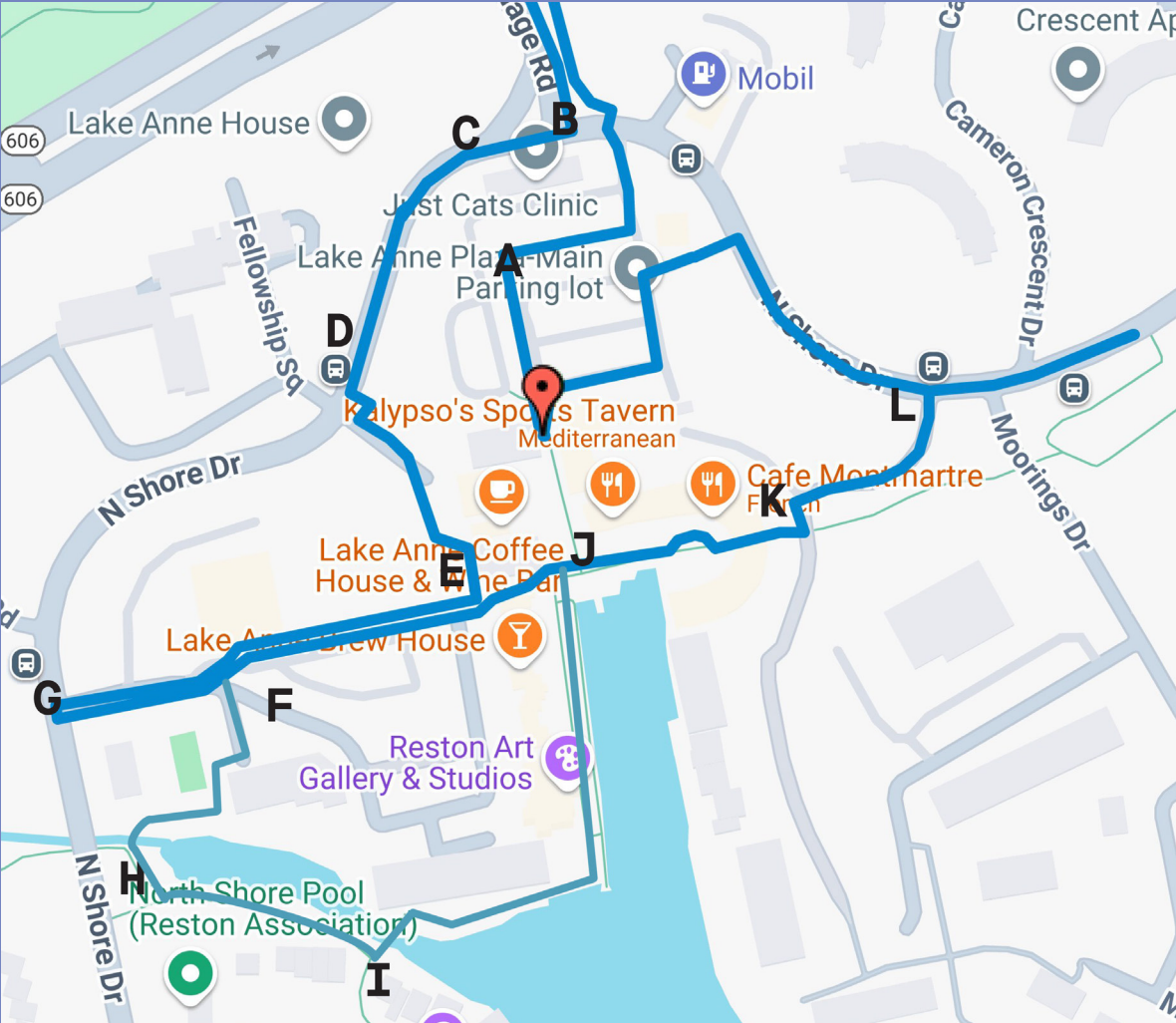
WAYFINDING PROCESS OVERVIEW



WAYFINDING WALK

On January 27, 2025, Lake Anne community members along with Streetsense and County staff walked through the commercial revitalization area to review existing wayfinding and discuss challenges and opportunities.

Specifically, the group noted locations of existing signs, places where new signage may be needed, and areas where improved clarity is critical. The letters on the map represent key locations and decision points as identified by participants during the walk.



KEY TAKEAWAYS

Key Opportunities

- Improved project identification on Baron Cameron (refresh signs, improve visibility)
- Improved entry signage on North Shore, including directory information
- Clarify navigation to public parking lot from all directions
- Improved pedestrian navigation through parking lot and across North Shore Dr., including closure of existing slip ramp
- Improved pedestrian wayfinding from Blue Trail / clusters to Plaza
- Improved pedestrian directory signage

Other Notes

- Existing Lake Anne branding and style guide can be used to guide refreshed signage
- Think about banners on North Shore to signal Village Center
- Use color coding and consistent design language for a cohesive and clear system throughout the CRA
- Longer term, think about beautification (trees, textured road surface, etc) for North Shore traffic calming

STRATEGY OVERVIEW

An overarching strategy is critical for the wayfinding within and around the Lake Anne Village Center. The strategy in this document draws upon insights from audits and research of best-practices in successful mixed-use districts.

At the core of this wayfinding strategy are the users: residents, businesses, and visitors from the surrounding community. By thoughtfully integrating the information into the built environment, we will effectively strengthen the district’s placemaking and generate repeat visits.

Based on five key wayfinding principles, this strategy ensures that all information is presented with one clear voice. The design of information should be user-friendly, accessible, and coordinated to effectively guide users throughout the site.

KEY WAYFINDING PRINCIPLES

1 Brand Consistency

Unified tone, messaging, and nomenclature are the foundation for effective communication.

2 Simplicity

Clear and concise information is read and processed more quickly, recognizing that an over-abundance of information can be as confusing as too little.

3 Progressive Disclosure

All things cannot be signed from all locations. The right information should be presented in the right place.

4 Predictability

Presentation of information should be intuitive and expected for all users.

5 “Stepping Stones”

Repetition of colors, numbers, and icons at regular rhythms assist people’s memory and provide connections for the user.






1.0

Wayfinding Assessment + Strategy



LAND USE + DISTRICTING

- Land uses are mixed and located in close proximity, creating synergies and a close-knit feel
- Village Center is centrally located and accessed, but difficult to see when approaching from outside the area
- Retail in the Village Center is not visible from major roads or parking lot, making access confusing
- There is no clear direction for visitors who find themselves in residential parking areas by mistake

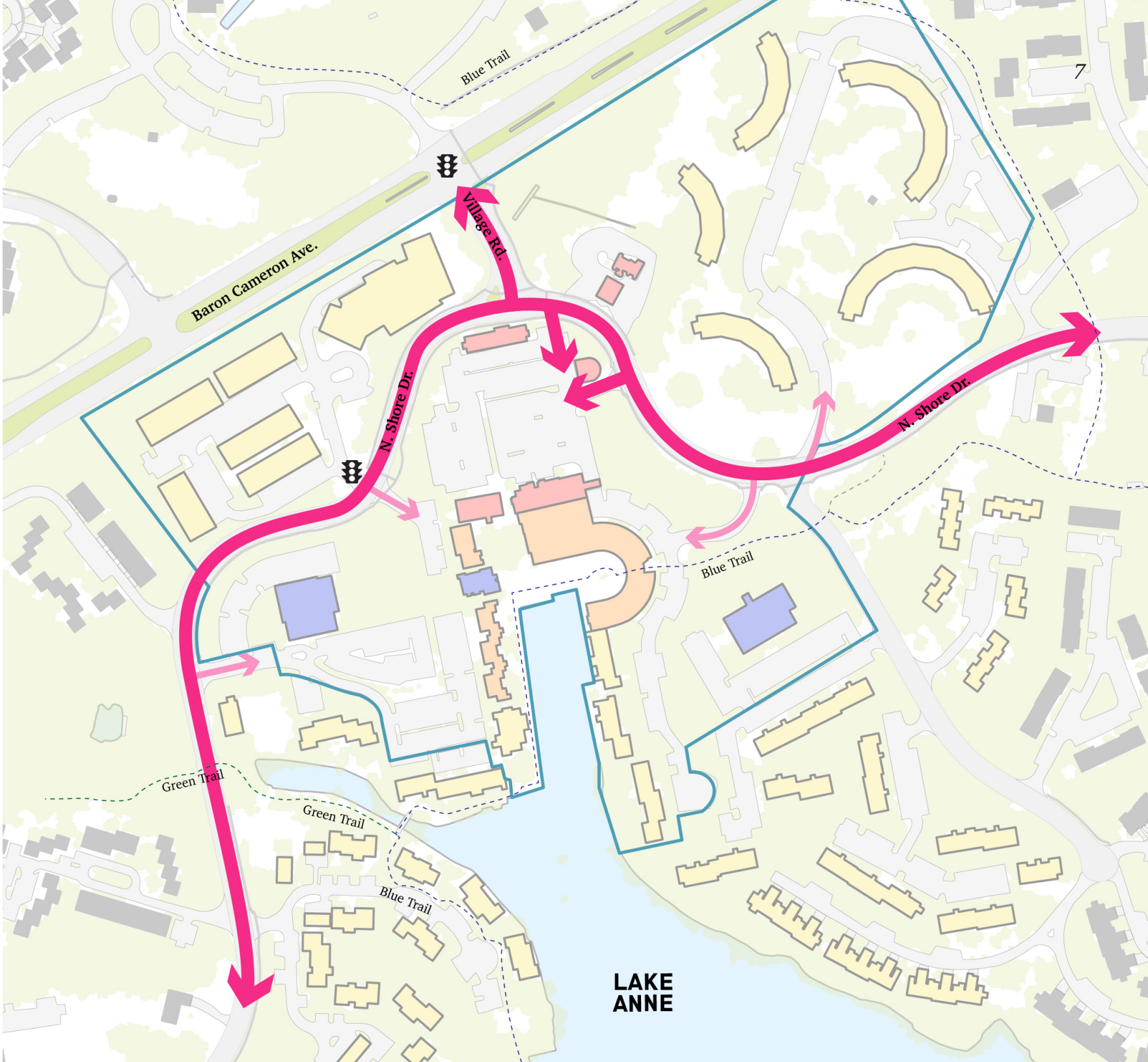
-  Residential
-  Townhomes
-  Mixed-Use
-  Retail
-  Office



STREET HIERARCHY

- Multiple access points are present, with a lack of hierarchy between them and little clear sense of arrival
- Secondary vehicular paths are not directly connected to the Village Center
- Wayfinding should prioritize certain access points based on visitor journey

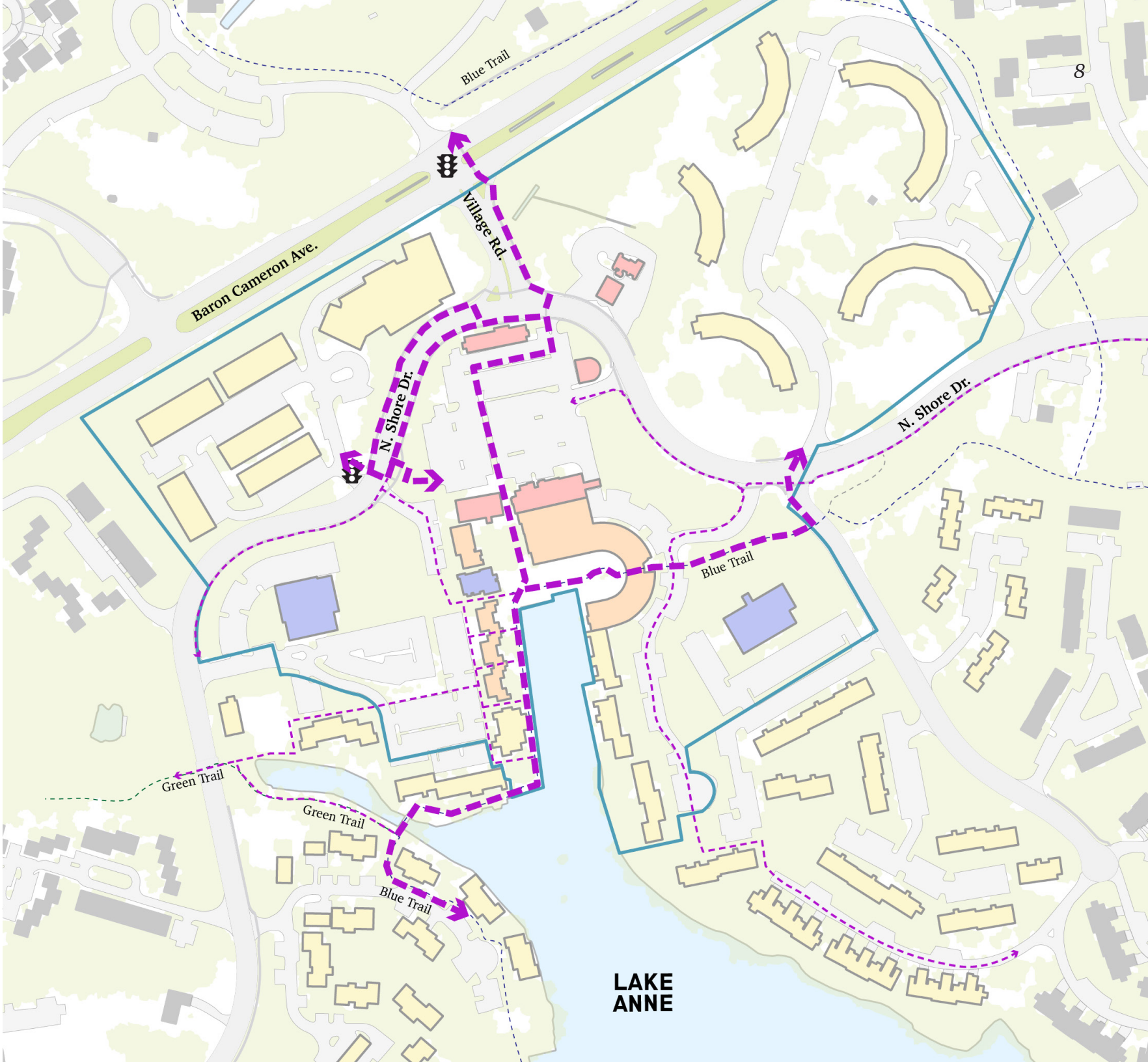
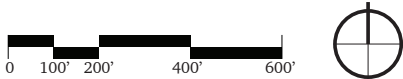
- ➡ Primary Vehicular Path
- ➡ Secondary Vehicular Path



PEDESTRIAN HIERARCHY

- Land uses are mixed and located in close proximity, creating synergies and a close-knit feel, enhancing the pedestrian connectivity of the area
- Extensive trail networks connect residential neighborhoods and Village Center
- Pedestrian travel for visitors likely to be confined to Village Center and amenities, including loop trail around Lake Anne
- Wayfinding will enhance a sense of arrival and cohesion to draw visitors into to the Village Center

- ➡ Primary Pedestrian Path
- ➡ Secondary Pedestrian Path



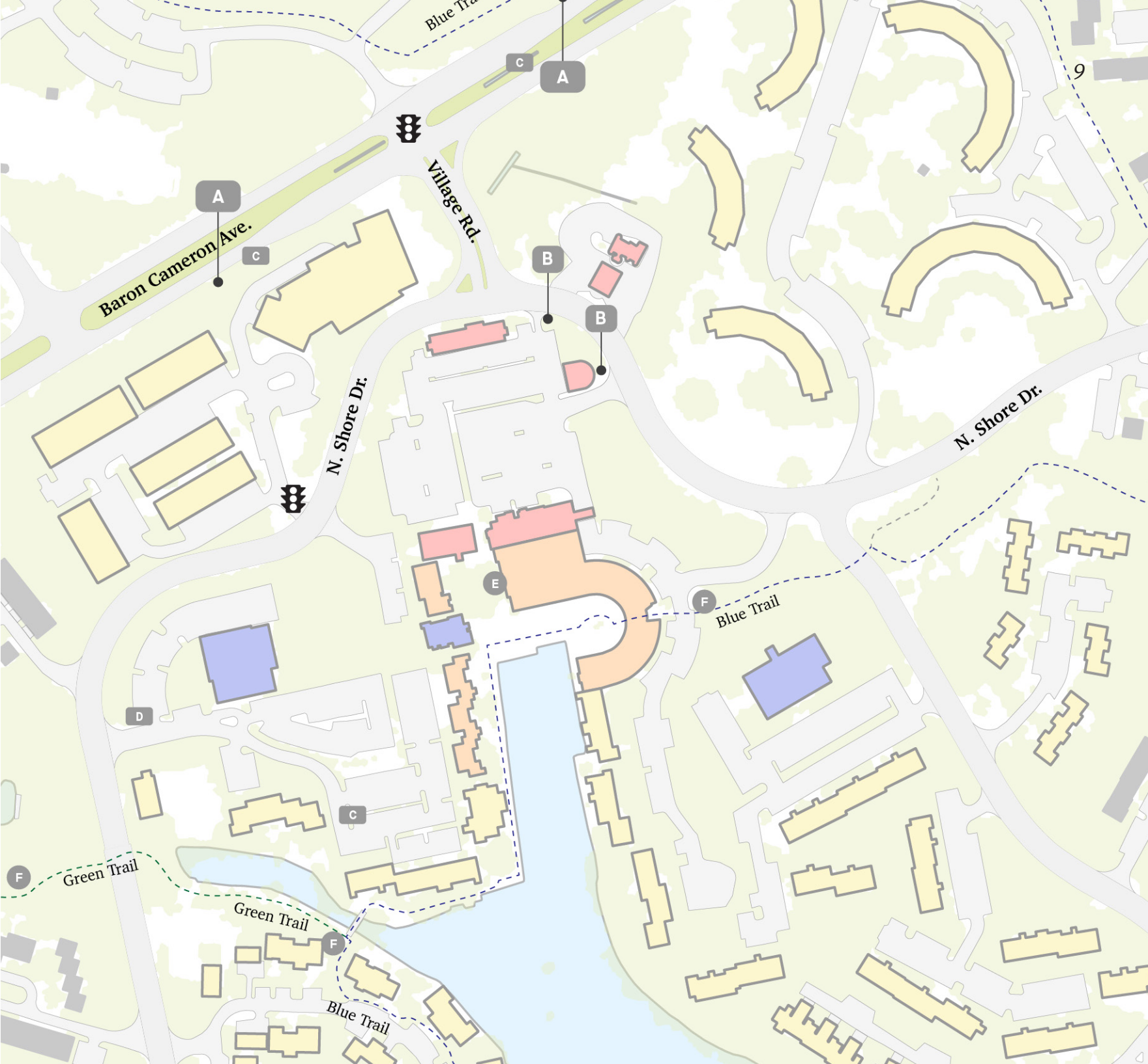
EXISTING WAYFINDING SIGNAGE PLAN

VEHICULAR

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

PEDESTRIAN

- E Directory / Parking Beacon
- F Trailblazing



VEHICULAR SIGNAGE: EXISTING CONDITIONS



A

Project Beacon

- Locations lack visibility due to encroaching foliage
- Wayfinding aspect not intuitive
- Existing signs in need of maintenance
- Contextual in concept and materiality



B

Gateway / Monument

- Calls attention to entry and leads visitors into site
- Uses recognizable District branding
- Potentially a repetitive element



C

Directional

- Multiple competing signs and sign types
- Does not redirect to public parking

PEDESTRIAN SIGNAGE: EXISTING CONDITIONS



Directory / Parking Beacon

- Business directory is not visible from parking lot



Trailblazing

- Existing trailblazing is Reston Association trail signage only

2.0

Wayfinding Strategy



VISITOR JOURNEY

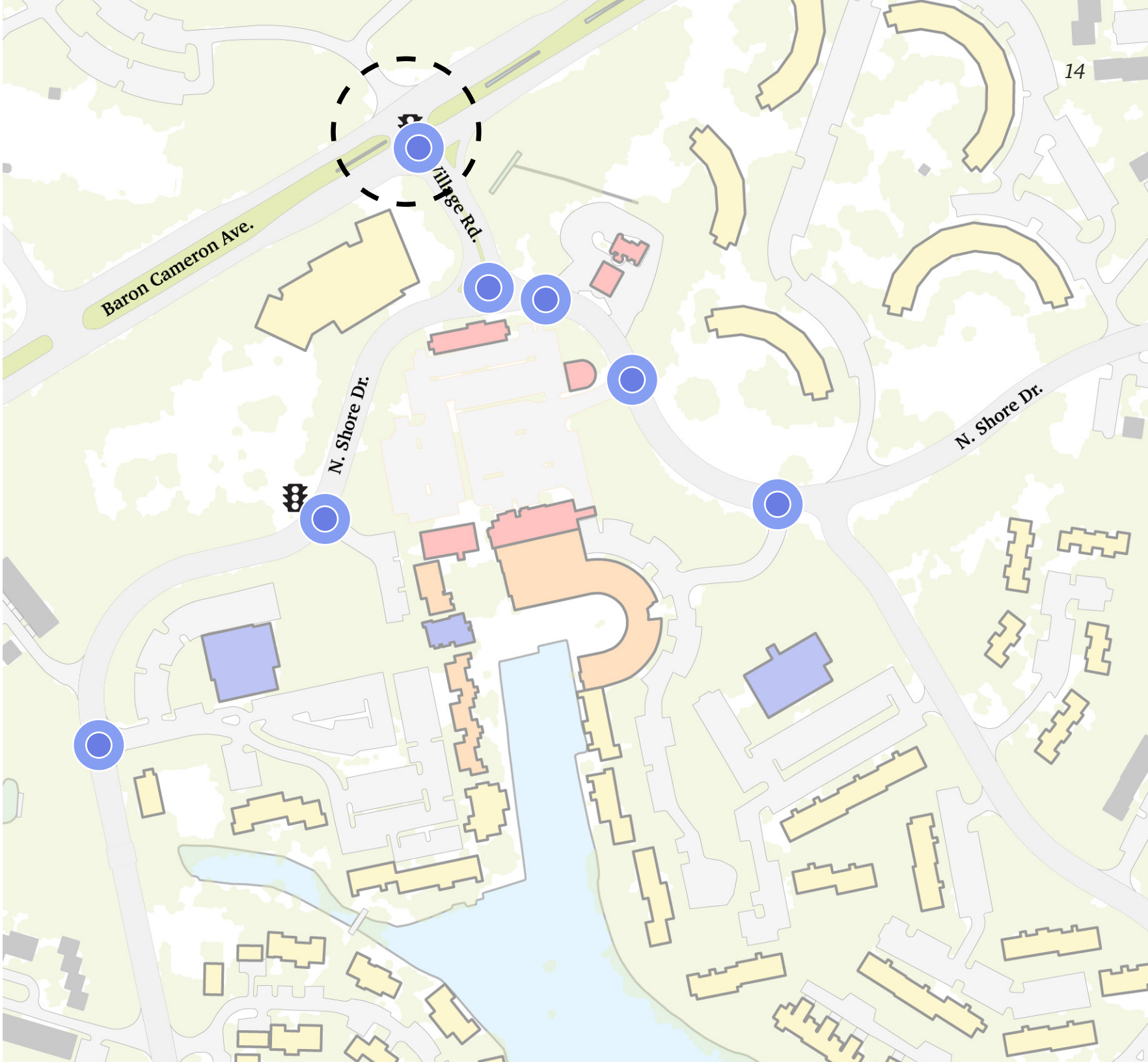
	①	②	③	④	⑤
JOURNEY	Arrival	Commercial Vehicular Wayfinding	Residential Vehicular Wayfinding	Pedestrian Wayfinding	Exit
STRATEGY	Prioritize entry points into the site by distinguishing between residential and commercial uses	Clearly distinguish retail decision points from residential ones and bring visitors to Village Center parking	Provide clear path for residents and their visitors, as well as redirecting commercial center traffic	Bring visitors and residents to public uses and encourage walking to the Village Center	Prioritize exit sequence by directing visitors to major arterials
AUDIENCE	Vehicular	Vehicular	Vehicular	Pedestrian	Vehicular
MESSAGE & DESIGN	<ul style="list-style-type: none">Announce project from Baron Cameron and North Shore Dr. approachesFeature iconic and sculptural gestures at project gateways	<ul style="list-style-type: none">Strategic control of journey to Village Center parking	<ul style="list-style-type: none">Strategic control of visitor's journey along project arterials to private vs. public uses	<ul style="list-style-type: none">Minimize decisions at street level; create a clear and concise path to the Village CenterAllow visitors and residents to orient themselvesBranded and iconic beacons and directories provide visual interest and storytelling	<ul style="list-style-type: none">Control residential and commercial exit strategy to signalized intersections

VEHICULAR DECISION POINTS

Concentrate wayfinding and messaging
at major decision points to manage
visitor journey

 Vehicular Decision Point

 First Impression




VISITOR ARRIVAL


Prioritize entry points into the site by distinguishing visitor destinations


AUDIENCE: Vehicular, visitor to Village Center


MESSAGE & DESIGN:


- Announce project from Baron Cameron and North Shore Dr. approaches
- Feature iconic and sculptural gestures at project gateways


 Entry Point

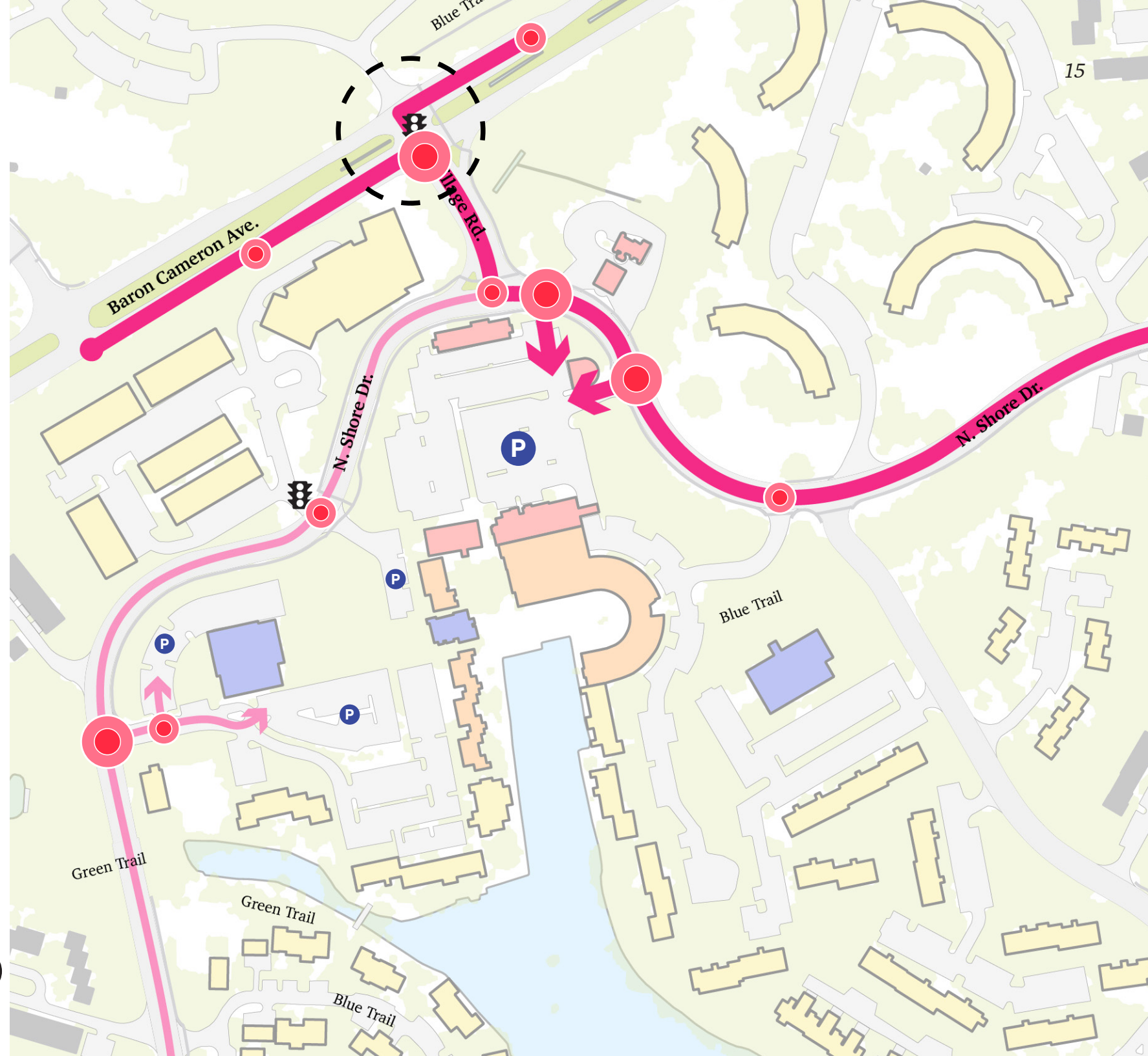
 Decision Point

 Primary Vehicular Path

 Secondary Vehicular Path

 First Impression

 Parking Garage/Lot




RESIDENTIAL ARRIVAL


Prioritize entry points into the site by distinguishing residential uses


AUDIENCE: Vehicular, visitor to residences


MESSAGE & DESIGN


- Announce project from Baron Cameron and North Shore Dr. approaches
- Feature iconic and sculptural gestures at project gateways


 Entry Point

 Decision Point

 Primary Vehicular Path

 Secondary Vehicular Path

 First Impression

 Parking Garage/Lot









COMMERCIAL VEHICULAR LOADING

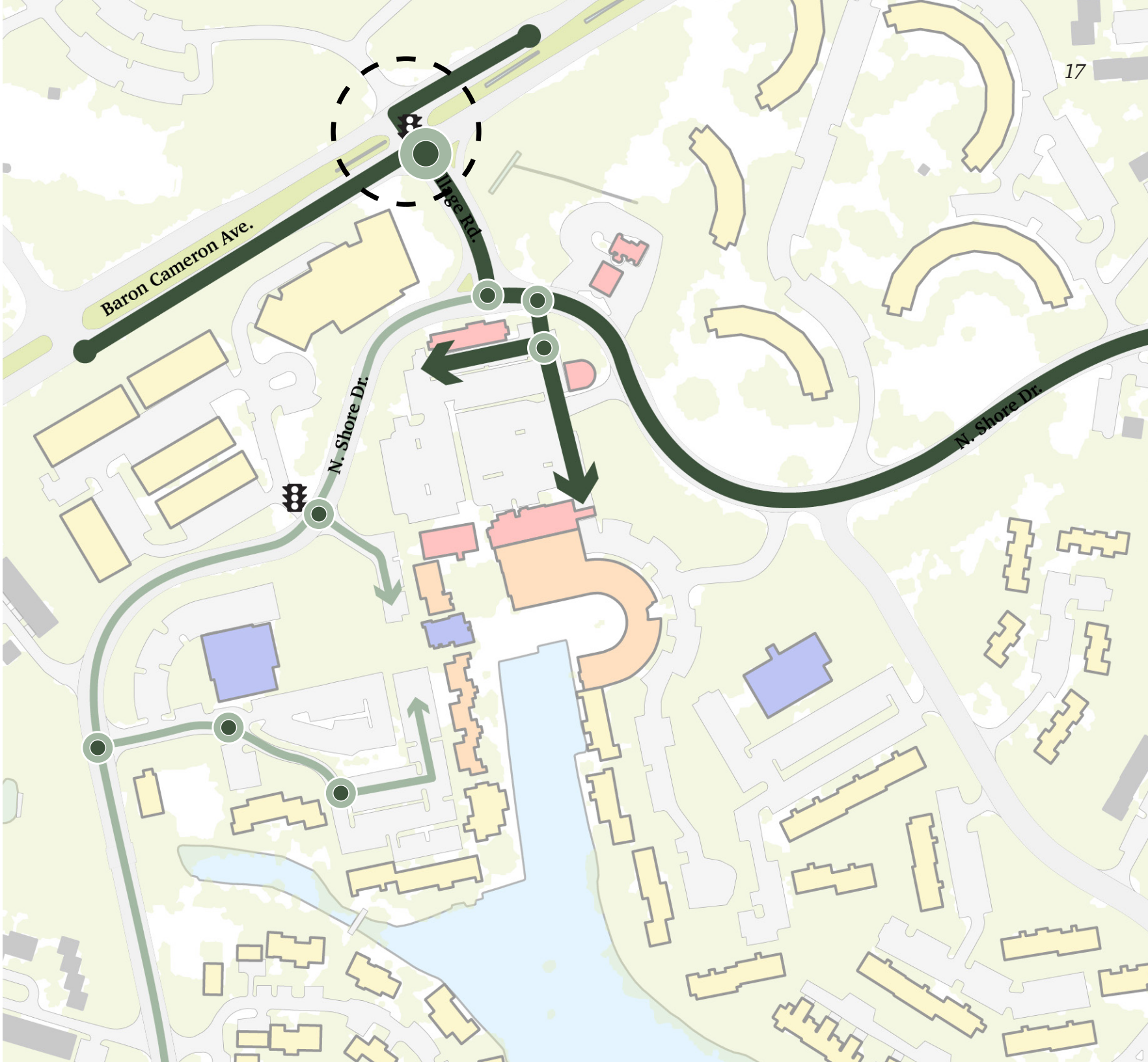
Clearly distinguish retail and office decision points and bring visitors to Village Center

AUDIENCE: Vehicular

MESSAGE & DESIGN:

- Strategic control of journey through Village Center

-  Entry Point
-  Decision Point
-  Primary Vehicular Path
-  Secondary Vehicular Path
-  First Impression
-  Parking Garage/Lot



PEDESTRIAN WAYFINDING

Bring visitors and residents to public uses and encourage walking to the Village Center. Provide and safely direct pedestrian movements within the Village Center

AUDIENCE: Pedestrian

MESSAGE & DESIGN:

- Allow visitors and residents to orient themselves
- Create a clear and concise path from parking to the Village Center and other retail
- Branded and iconic beacons and directories

Village Center Retail Frontages

Pedestrian Decision Point

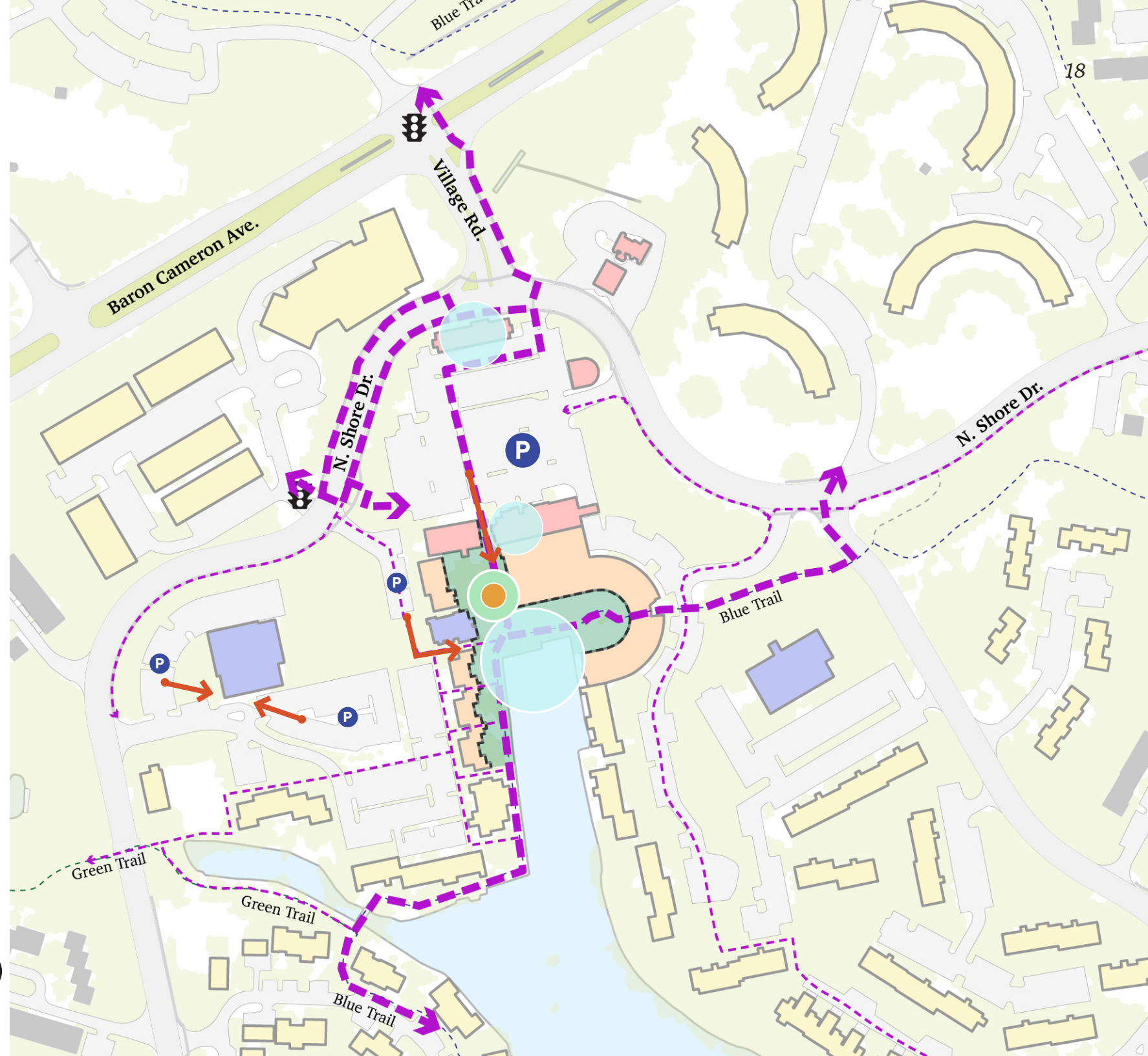
Path from Parking Lot

Pedestrian Connection

Commercial Destination

Parking Lot

0 100' 200' 400' 600'






COMMERCIAL EXIT

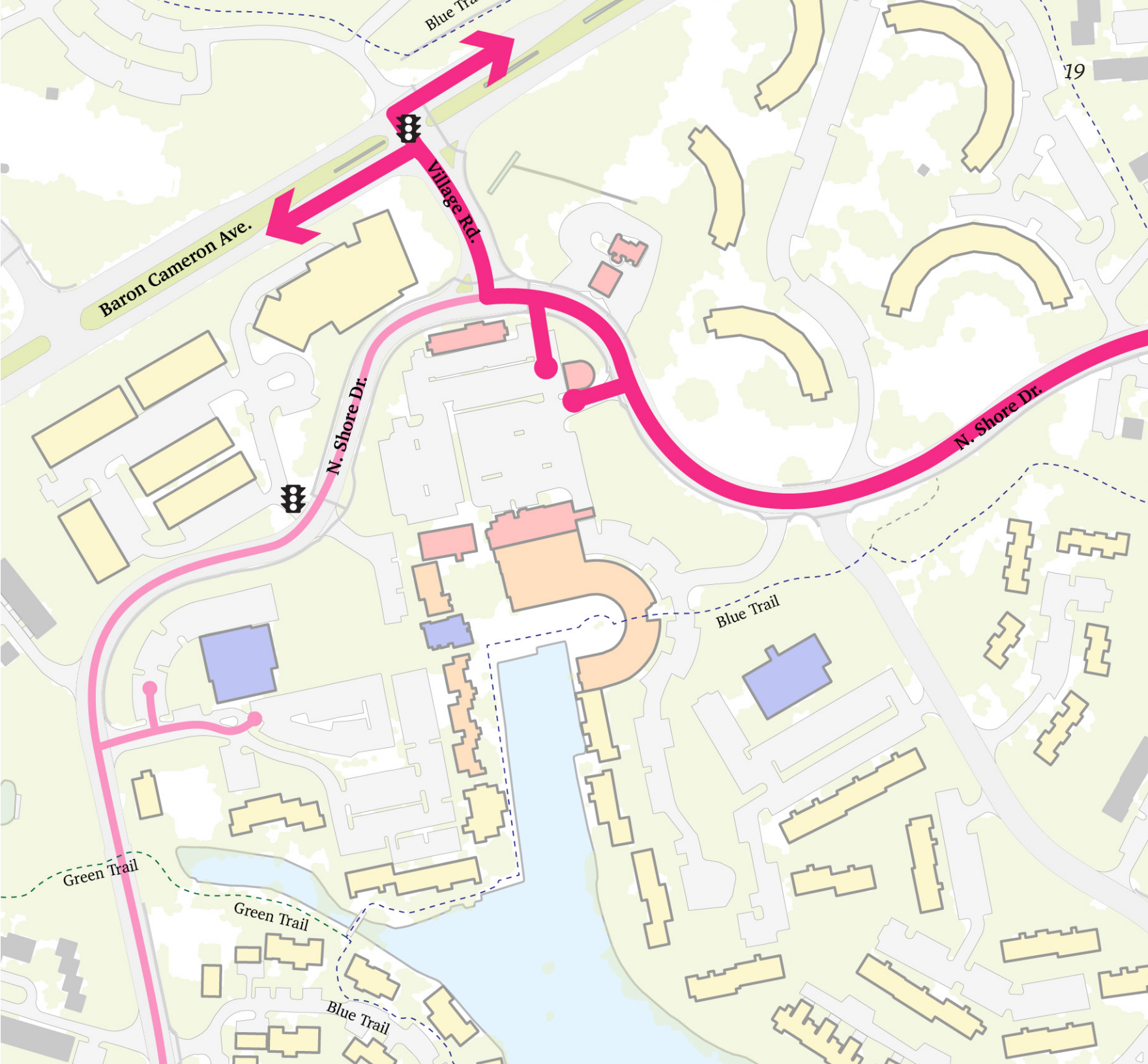
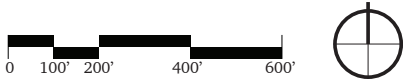
Prioritize exit sequence by
distinguishing commercial uses

AUDIENCE: Vehicular

MESSAGE & DESIGN:

- Control commercial exit strategy to signalized intersections

-  Primary Vehicular Path
-  Secondary Vehicular Path
-  Parking Garage/Lot



WAYFINDING SIGNAGE PLAN

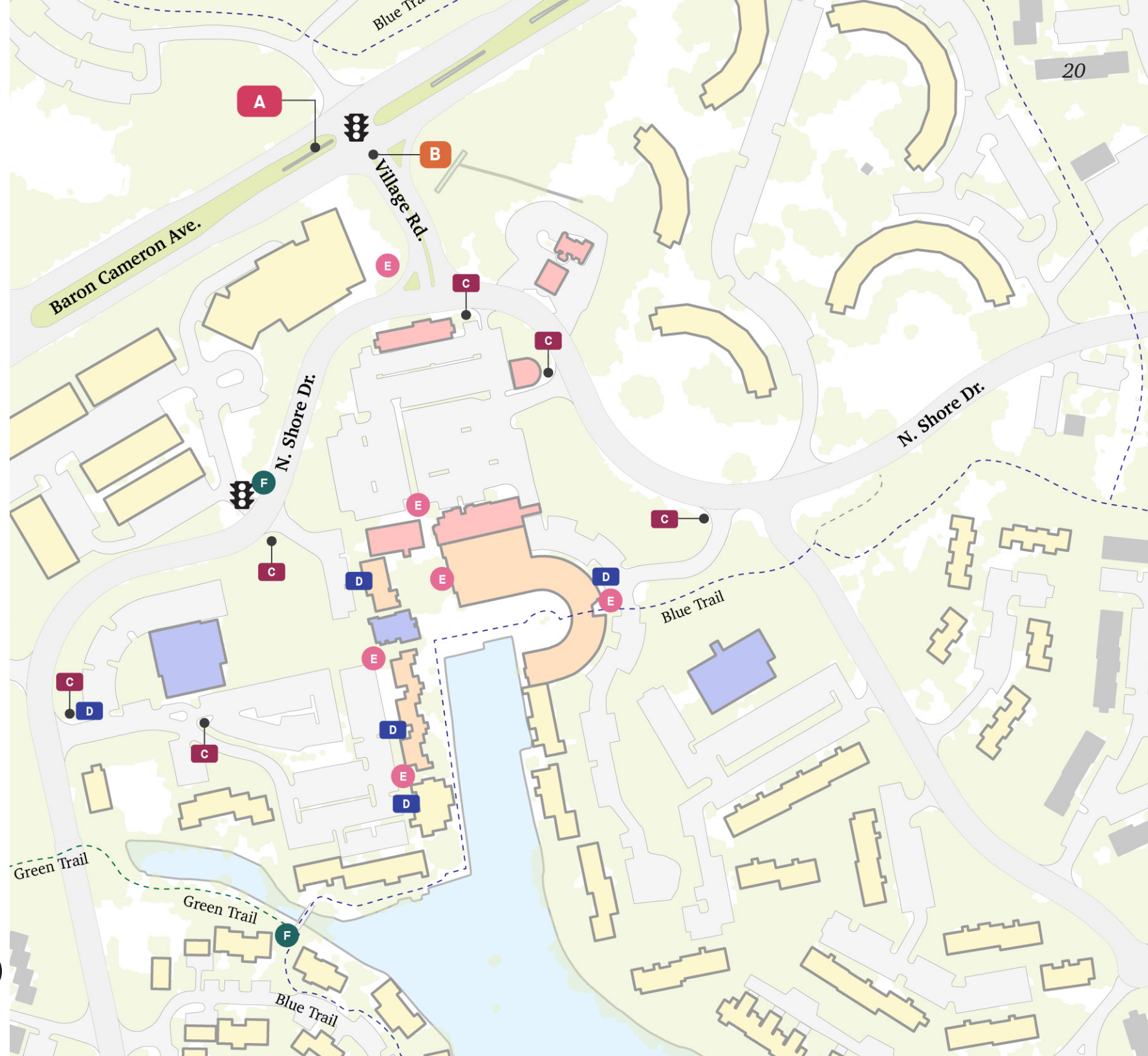


VEHICULAR

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

PEDESTRIAN

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

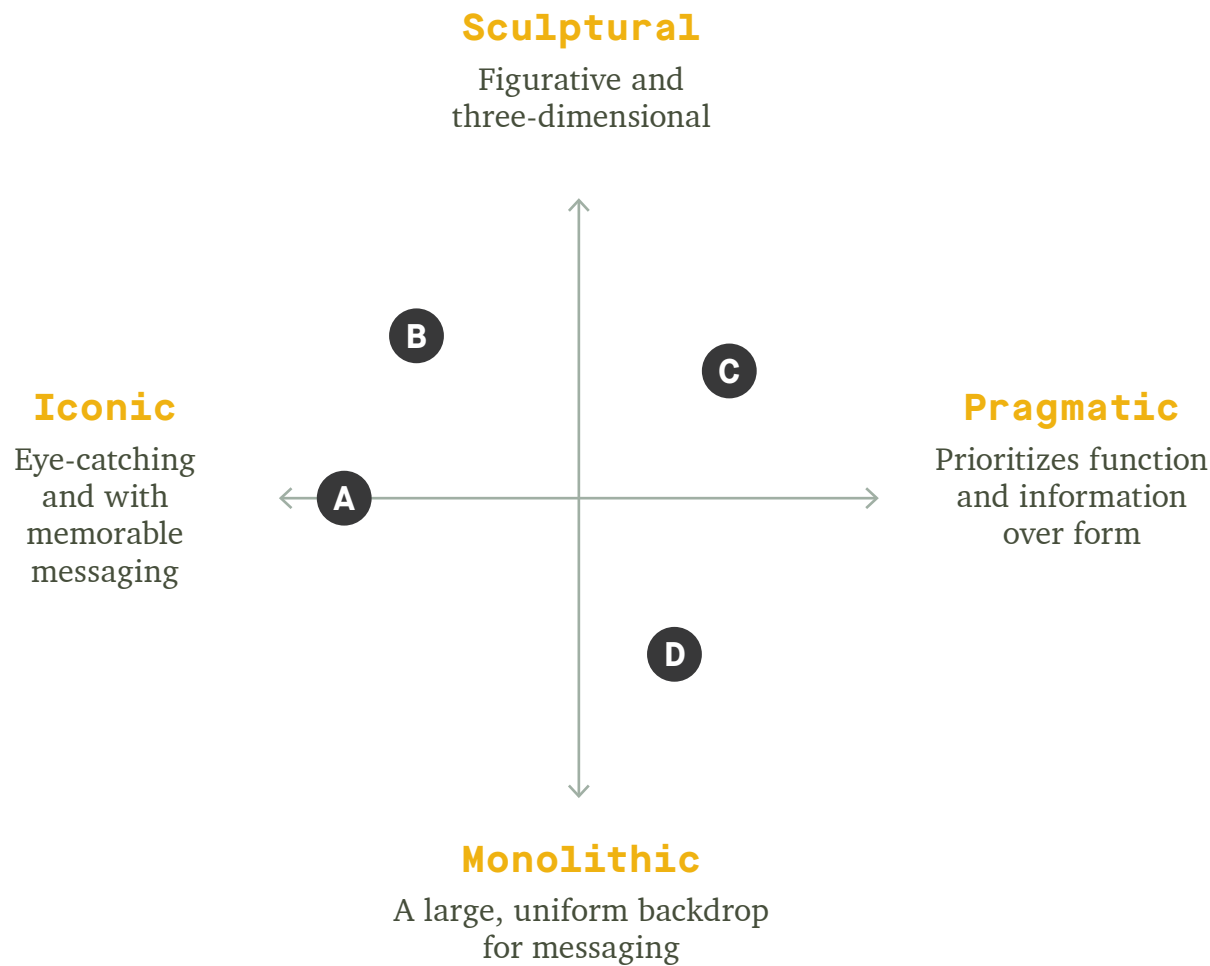


3.0

Sign Types



VEHICULAR SIGNAGE



Project Beacon

- Large-scale, highly visible
- Contextual in concept and materiality



Gateway / Monument

- Calls attention to entry and leads visitors into site
- Potentially a repetitive element



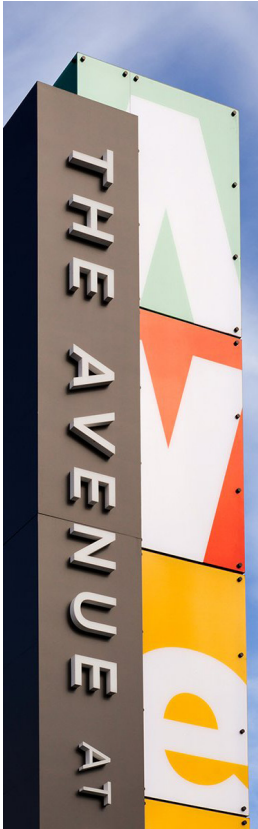
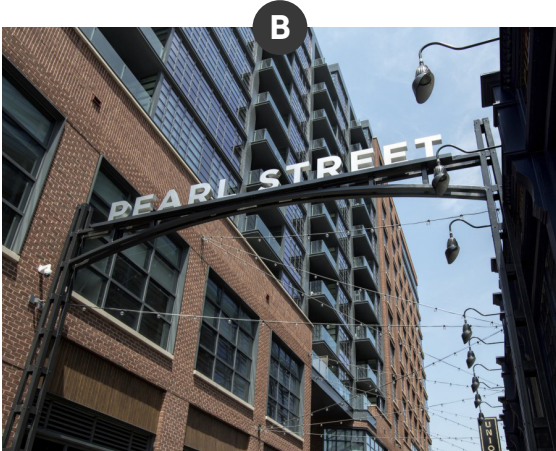
Directional

- Simple and attention-grabbing
- Strategically leads to public parking and anchor destinations



Building Name

- Potential for integration with architecture as a complement to traditional freestanding signs



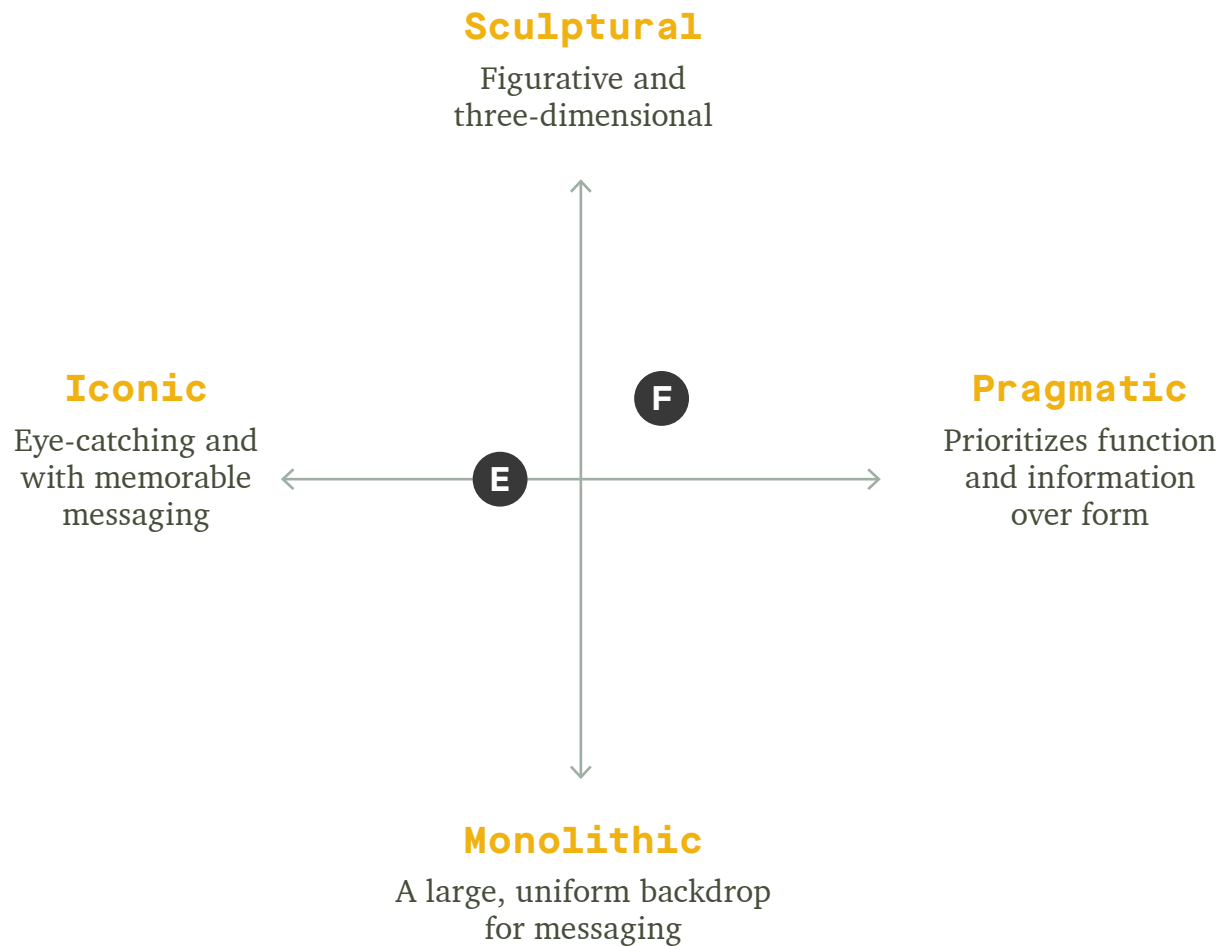
Project Beacon

Gateway / Monument

Directional

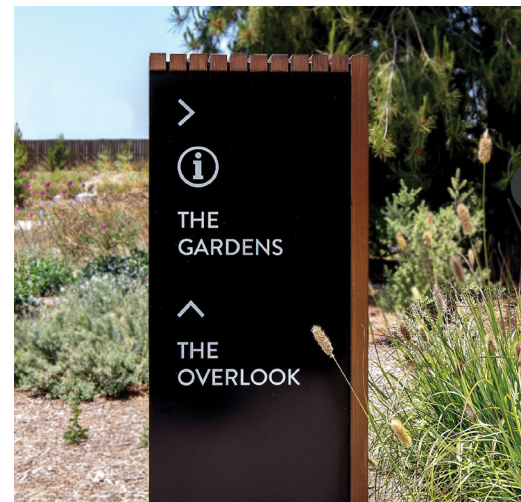
Building Name

PEDESTRIAN SIGNAGE



Directory / Parking Beacon

- Unique, highly visible landmarks
- Potential for integration with garage lobby beacon and/or other architectural or placemaking features



Trailblazing

- Pedestrian directionals as “stepping stones” across site
- Can be subtle and discoverable



Directory / Parking Beacon



Trailblazing

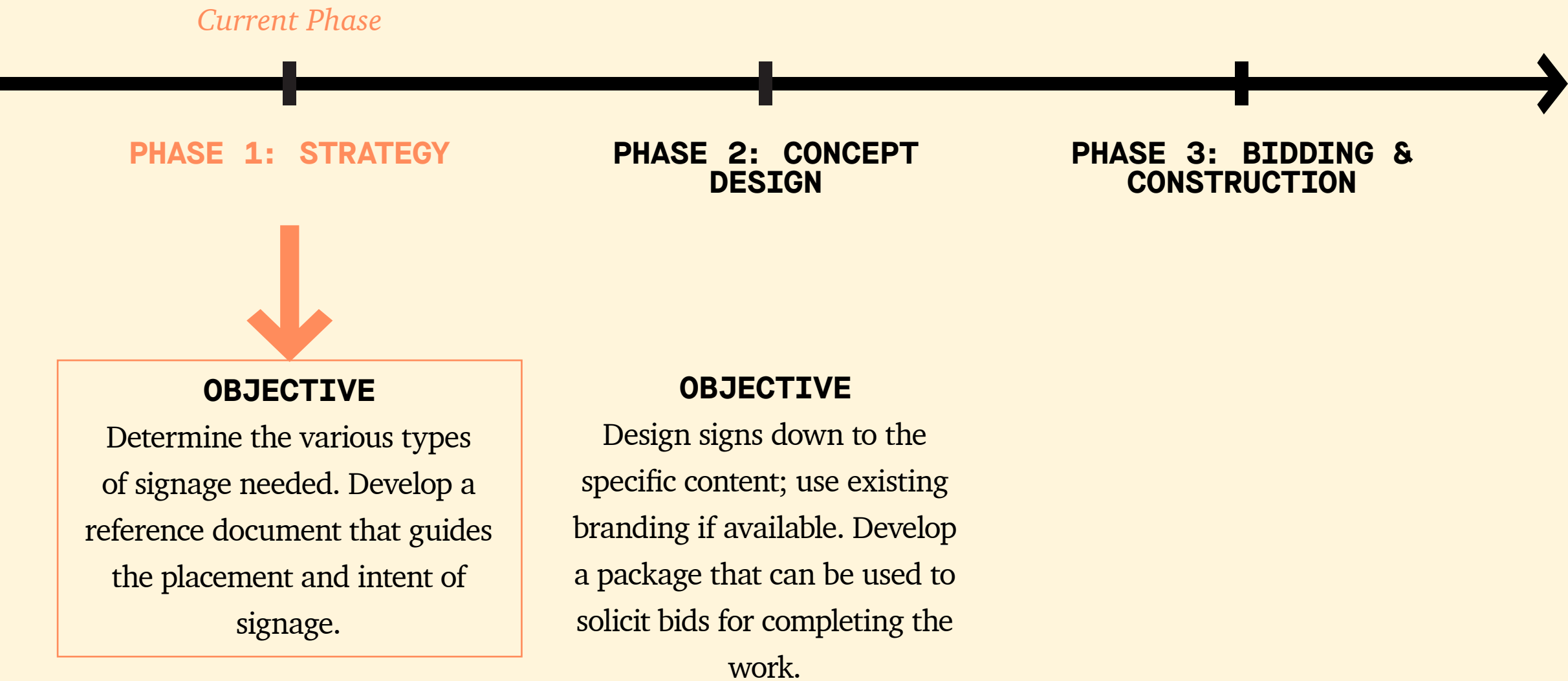
4.0



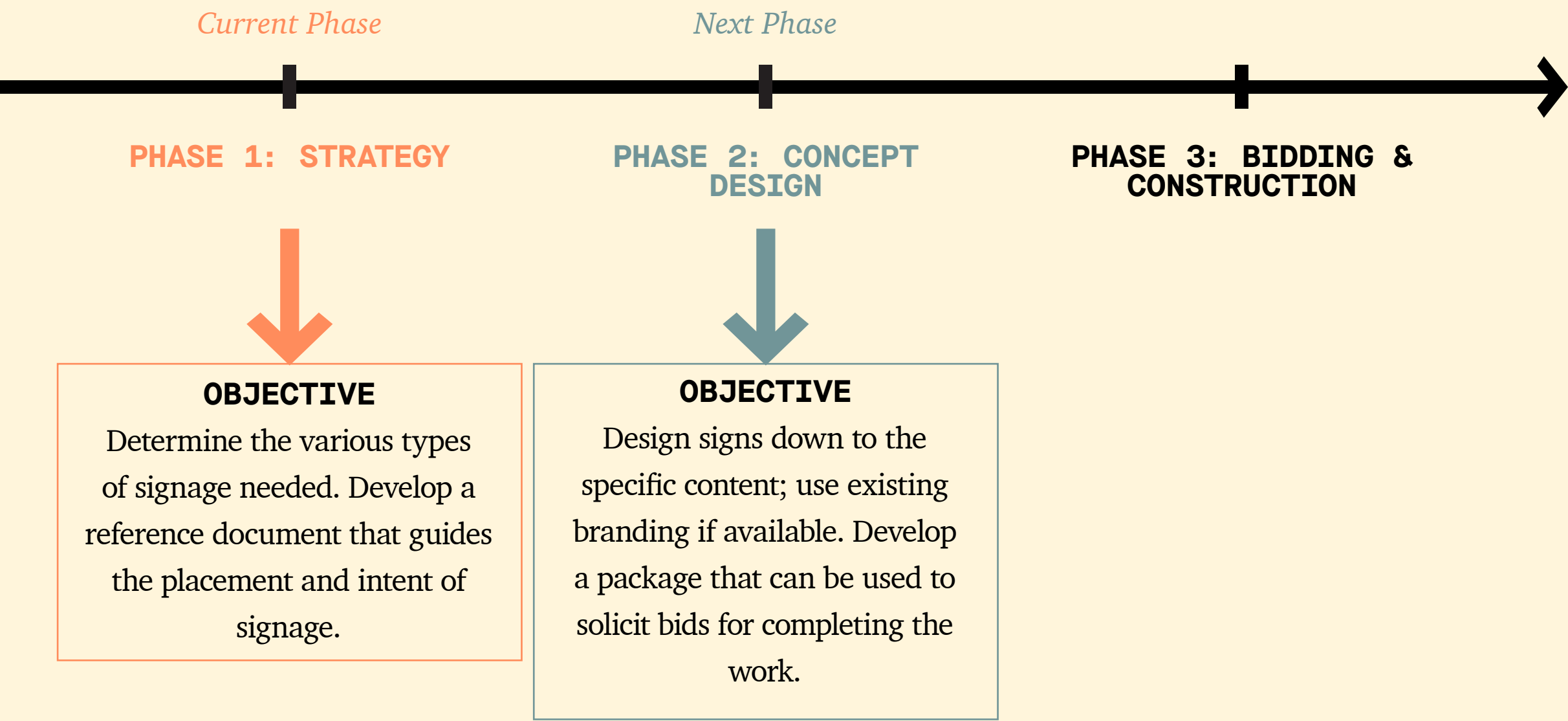
Next steps



WAYFINDING PROCESS OVERVIEW



WAYFINDING PROCESS OVERVIEW



REVIEW OF POSITIONING & VISION STRATEGY

June 2023

Developed by Streetsense with
community participation



POSITIONING

What makes our offering special?

FOR

multicultural, multi-generational NoVa residents

WE ARE

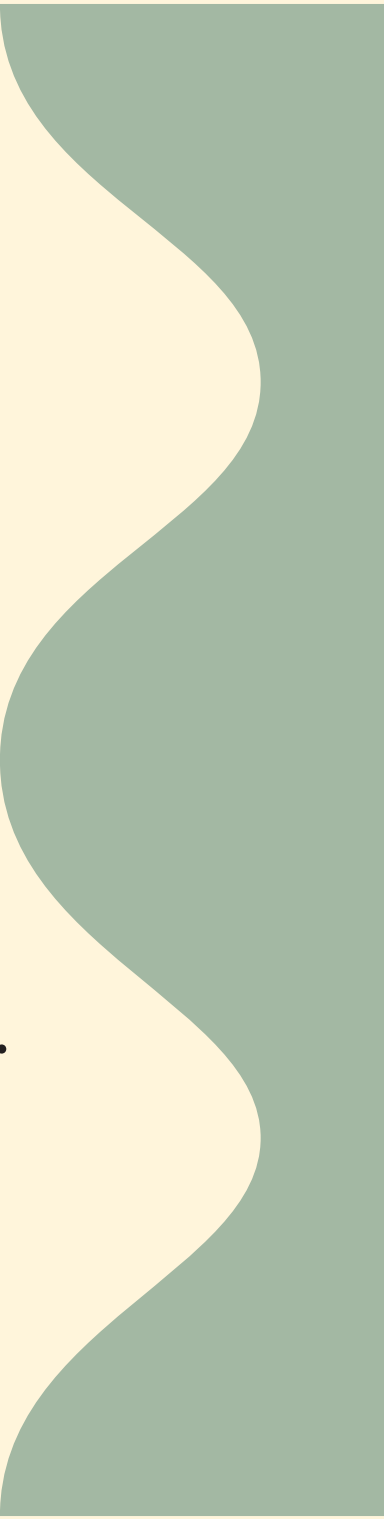
a truly original mixed-use Village Center

THAT

champions the progressive principles of Reston’s beginning

BY

creating modern opportunities for connections, community, and rejuvenation.



PILLARS

What essential qualities define our experience?



LAKESIDE PRIDE

While the water is our calling card, our pride of place goes further. People that live here love the culture, the character, the closeness of the community — and while they don't agree on everything, their love and of Lake Anne and belief in its specialness is palpable.



MIDCENTURY MASTERPIECE

A true icon in midcentury modern design, people the world over study Lake Anne. However, design doesn't stop at the architecture. Creativity and art are imbued into the very fabric of the neighborhood — from the Van Gogh bridge to The Pyramid and beyond.



OUTSIDE THE MAINSTREAM

Lake Anne is an iconic mixed-use place that marches to its very own beat. Offering a true kaleidoscope of experiences — from the fan-favorite farmer's market to the collection of local restaurants and retail to its range of residences — there's truly nothing else like it.

PERSONALITY

What attributes convey our character?



NATURALLY LOW “QUAY”

When you experience Lake Anne’s natural setting and waterside vibe, you can’t help but feel transported from the hectic busyness of daily DC-area life.



WARM

Lake Anne is a close-knit place where people genuinely know one another — welcoming diverse people and perspectives with open arms.



QUIRKY

Lake Anne is confidently different than any place around, with a curiosity of character and unique sense of self that’s rare and cherished.

POSITIONING PLATFORM

Where are we headed with our strategic and creative vision?

Destination: Village

**IT POSITIONS LAKE ANNE AS
A LOCAL DESTINATION
WITH REGIONAL DRAW**

**AND ENVISIONS ITS FUTURE CHARACTER AS
NOSTALGIC, VIBRANT, &
REVITALIZED**



EXISTING BRANDING

Lake Anne's current style guide articulates the brand vision and outlines logo usage, fonts, and colors

PREFERRED



ACCEPTABLE



SURVEY



Before moving on to Phase 2:

Does Lake Anne's branding need a refresh or redesign?

SURVEY CLOSES JUNE 11.

TAKE THE SURVEY!



<https://publicinput.com/ffx-lake-anne-logo-survey>

STREETSENSE

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THANK YOU.