



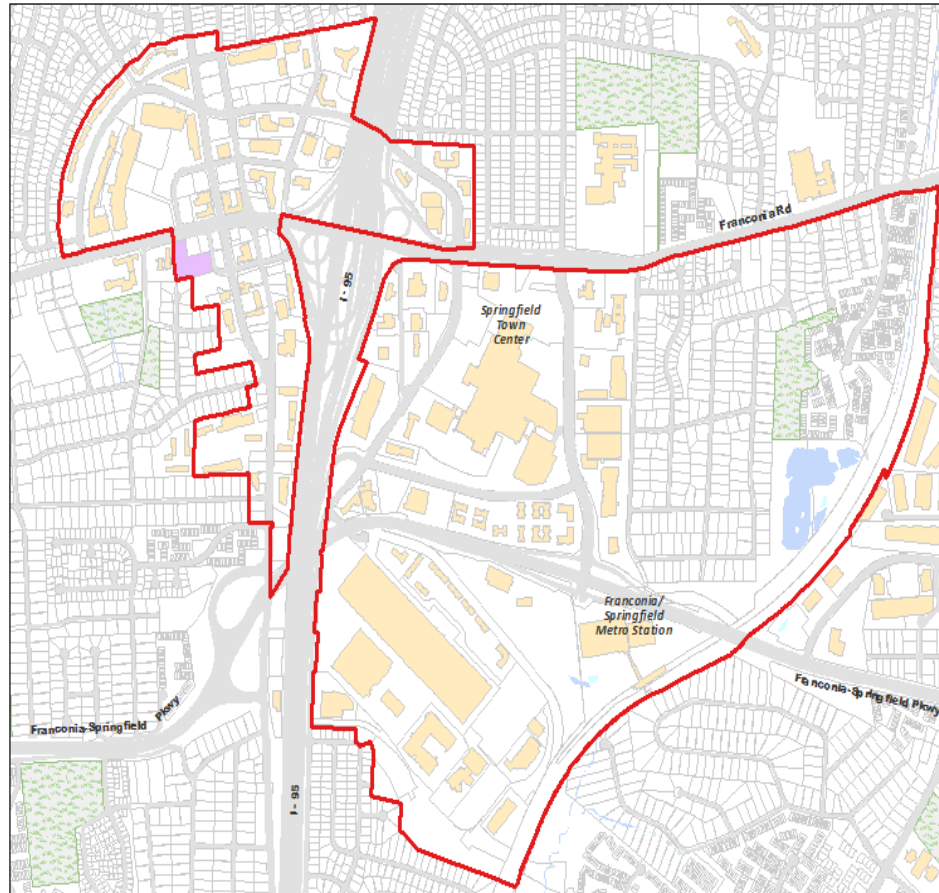
Springfield Gateways Initiative

EDSF Nomination

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Office of Community Revitalization

1/30/2018

Background



CHALLENGE – *Springfield lacks identity*

- ULI Panel (2006) - “undefined boundaries... lack of a clear identity”
- Connectivity Study (2008) - “establish a unified identity... through signage, gateway treatments, branding...”

OPPORTUNITY – *Leverage funding*

- Develop Springfield branding system
- Implement “Springfield Gateways” sign system
- Leverage matching funding available through commuter parking garage project

Proposal

Launch branding system for Springfield

1. Develop Design Standards for Signs, Banners, etc.
2. Install Gateway Sign at Commuter Parking Garage
3. Install Monument Signs at Commercial Area Entrances (3-4)

Leverage Funding Match Available

- Federal Highway Administration* \$100,000
- Economic Development Success Fund \$100,000



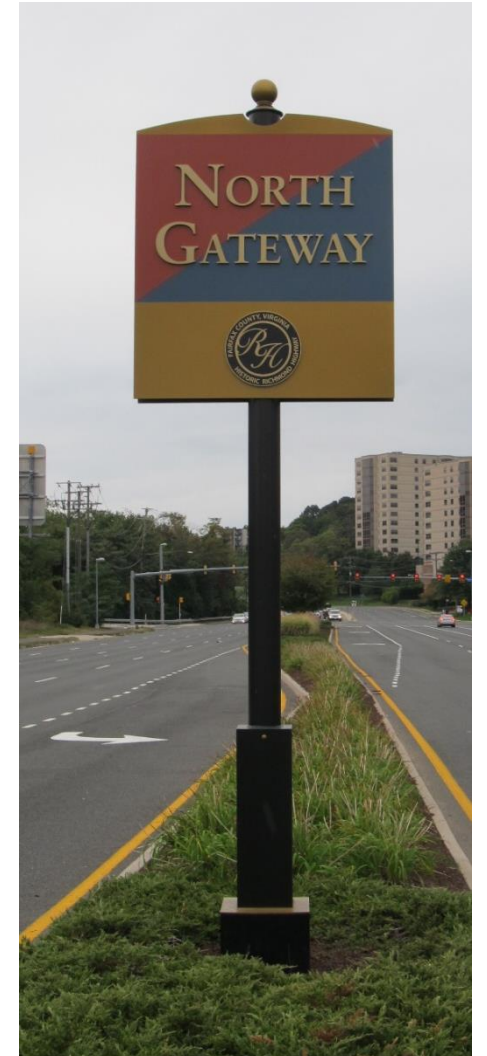
Proposed pedestrian bridge location of Springfield Gateway sign



District Branding Initiatives – area examples



Route 50 - Overpass gateway art installation



Springfield Branding Initiative



Top Attributes of Springfield (Public Opinion Survey - June, 2017)

Branding Process

- Develop unified logo to brand Springfield
- Engaged branding firm to develop logo and tagline

Public Input

- 1st Survey: “Best Assets of Springfield”
- 2nd Survey: rate, rank and get feedback on top concepts
- Focus Group: design/branding professionals
- Input through Springfield Chamber, Civic Association social media (190+ total responses)



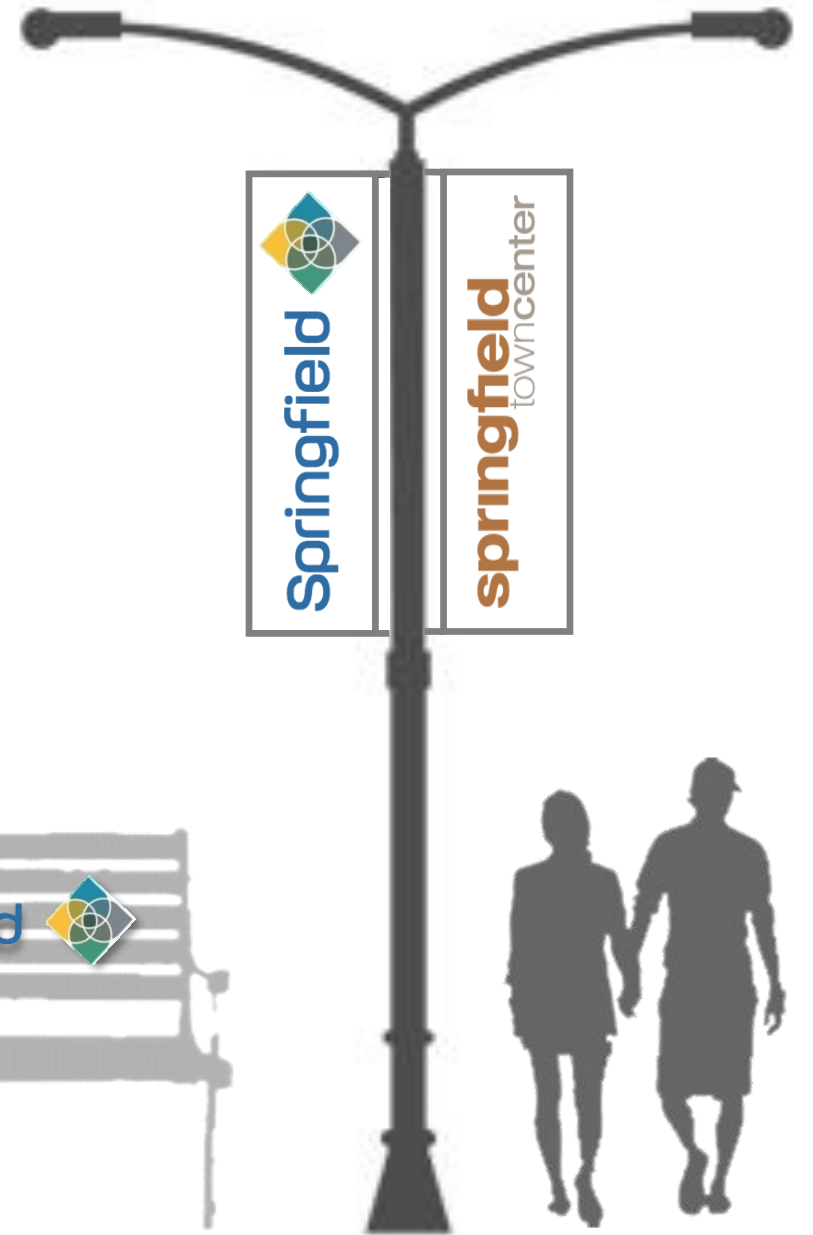
Springfield

VIBRANT ♦ INNOVATIVE ♦ CONNECTED

Selected Logo *(colors and fonts to be refined)*

- Modern font reflects architecture of area, colors complement garage scheme
- Diamond pattern based on community icon (Veterans Bridge)
- Tagline informed by public input on community assets

BRANDING SYSTEM ELEMENTS



EDSF Request

\$100,000 grant request (to be matched by \$100,000 in Federal Highway Administration funds)

1. **Design Standards** (signs, banners, pavers, benches, bus shelters, etc.)
2. **Gateway Signs** at commercial district entrances (locations TBD)
3. **Pedestrian Bridge art/gateway sign** (*matching funds*)



(Concept for Springfield Gateway/art installation)

Benefits to County



- **Address long-term image issues identified by ULI Panel and Connectivity Study to bring a cohesive identity to area**
- **Support investments by county and private sector in Springfield commercial area through development of a cohesive image**
- **Stabilize existing businesses and attract new investment in commercial area**
- **Leverage unique funding match and gateway placement opportunity with new Springfield Commuter Parking Facility**
- **Serve as a demonstration for civic branding that is replicable to other areas in Fairfax County**