



**Commonwealth of Virginia**

**RODNEY L. LUSK**

**Fairfax County, Franconia District Supervisor**  
**6121 Franconia Road, Alexandria, Virginia 22310**



**Phone: 703-971-6262**  
**Email: [Franconia@fairfaxcounty.gov](mailto:Franconia@fairfaxcounty.gov)**  
**Website: [fairfaxcounty.gov/Franconia](http://fairfaxcounty.gov/Franconia)**

## **BOARD MATTER**

**July 25, 2023**

### **SPRINGFIELD BRANDING PROJECT**

About five years ago the Board approved a contribution from the Economic Development Support Fund, now known as the Economic Opportunity Reserve Fund (EOR), for the “Springfield Branding Project” to aid Springfield revitalization goals. The project was conceived to strengthen the identity and image of central Springfield, to include the Springfield Commercial Revitalization District as well as the Springfield Transit Station Area. Since then, Community Revitalization Section (DPD) staff with the assistance of staff from DPWES, have led the project through design conception, manufacturing specifications, permitting, fabrication and this fall, installation of four gateway signs in the central Springfield area. In addition, staff coordinated with FCDOT and DPWES on development of the design of a gateway sign to be placed on the pedestrian bridge of the Springfield Commuter Parking Garage, now under construction. To complement the flagship welcome sign from the west at the new Commuter Parking Garage, staff developed an innovative gateway on the south and east of the commercial areas, comprised of a unique lighting installation at the Frontier Drive underpass. This lighting feature will improve the connection with the Franconia-Springfield Metrorail station while also improving pedestrian safety and comfort. This installation is beyond the budget of the initial gateway project, so additional funds are being sought to complete the gateway system for Springfield.

Therefore, I ask, without objection, that DMB include \$150,000 to complete the Springfield Branding Projects as a consideration item for the FY 2023 Carryover Adjustment.