

TCA wayfinding signage 10-sign pilot project

*Project summary & selected
locations*

Background & Context

- A **concept wayfinding master plan** was started by the Tysons Partnership in 2022-2023 w/ Gensler
- The MOU that established the TCA on 7/1/2023 **called out wayfinding as a top priority:**
 - “The TCA will work with Fairfax County, FCPA, VDOT...to establish a Tysons-wide signage and wayfinding system.”
- **Supervisor Palchik** has asked the TCA to deliver wayfinding signage by June, and we have promised a 10-sign pilot project with up to two sign typologies with a target date of 6/1/2025
- TCA will be paying for the signage design, fabrication and installation
- TCA will sign license and long-term maintenance agreements
- Learnings from this pilot will be used to expand the signage typologies and roll out additional wayfinding in the 25-26 fiscal year & beyond.
- This **collaborative project crosses both public and private sectors** to make needed placemaking enhancements – it is precisely the type of project TCA was created to facilitate and maintain



Project Summary

Design:

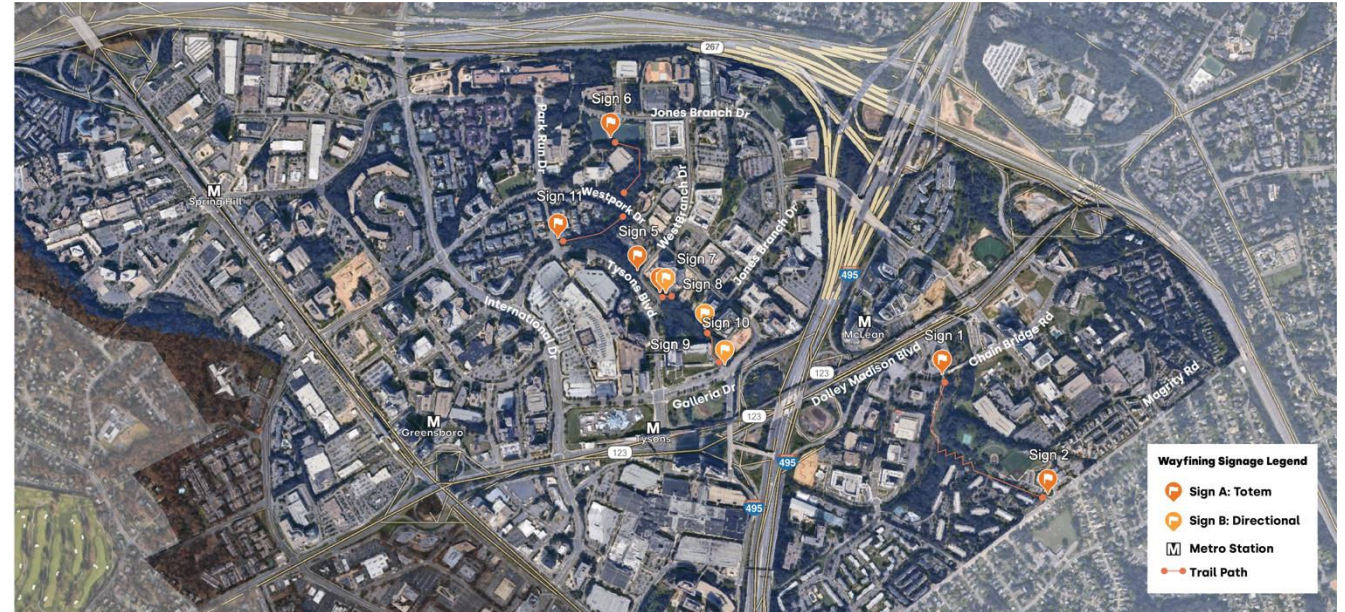
- Hired local wayfinding designer SpaethHill who has worked on signs in Fairfax County before
- 2 sign typologies were selected from the 2023 Tysons Wayfinding Manual to proceed to more advanced design, fabrication drawings and installation at 10 pilot locations
- Each sign typology will need to be responsive to multiple placements depending on context
- Design will be complete in March, fabrication in April, installation in late May



Locations Map

9 locations

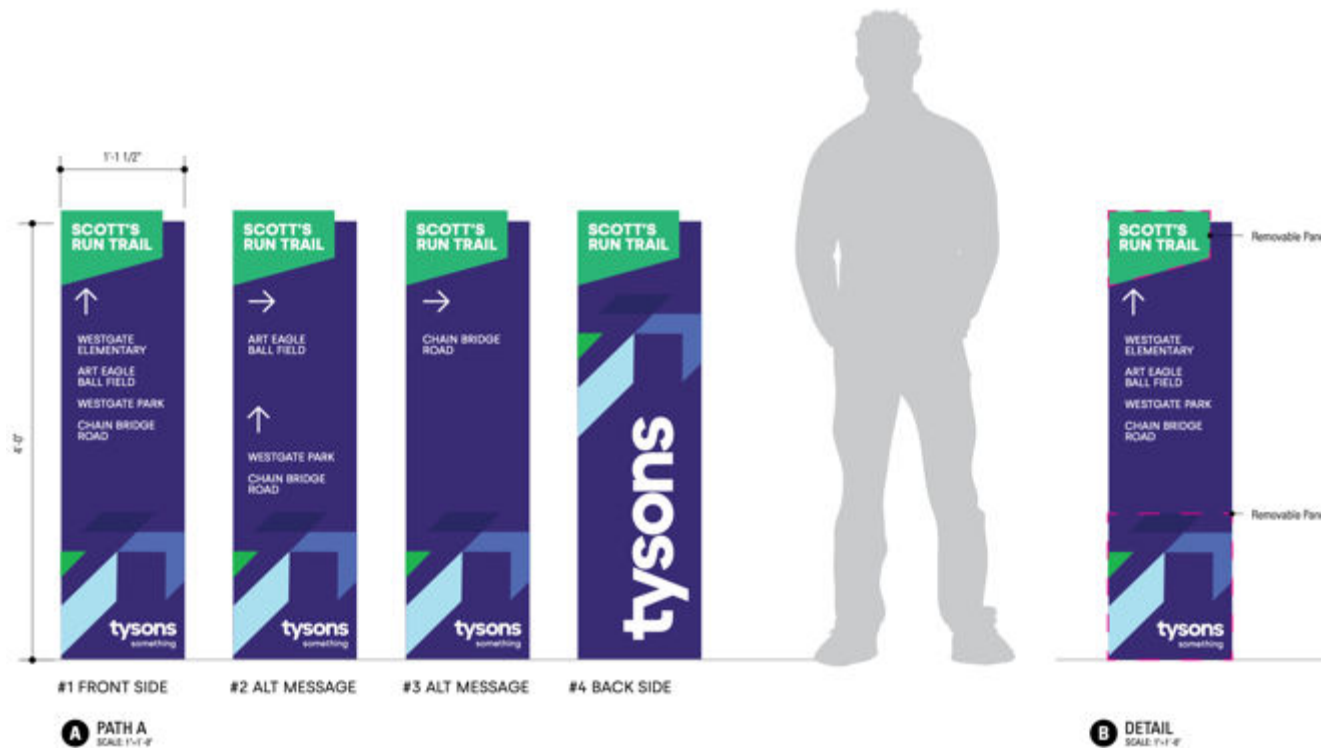
- 4: Park Authority
 - 2 in Scott's Run Stream Valley/Westgate Park
 - 1 in Park at Tysons II
 - 1 in Ken Lawrence
- 5: Tysons II property
 - All within the trail that connects Westbranch near Ukiyo Park to the Westpark Dr / Galleria Dr intersection, in wooded area behind several Tysons II properties



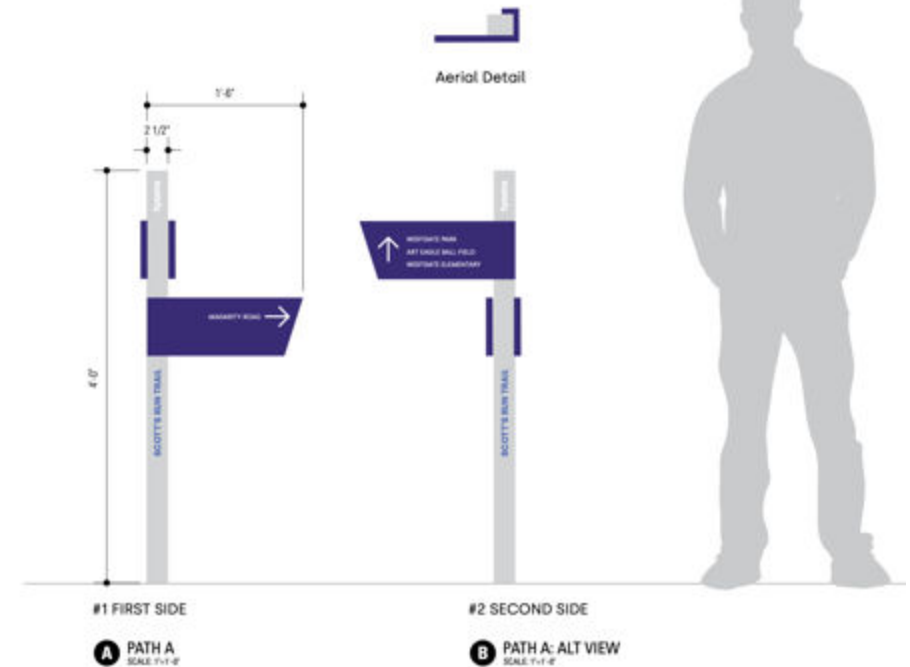
Signage Design

Scale relationship to an adult

“Totem” Type A

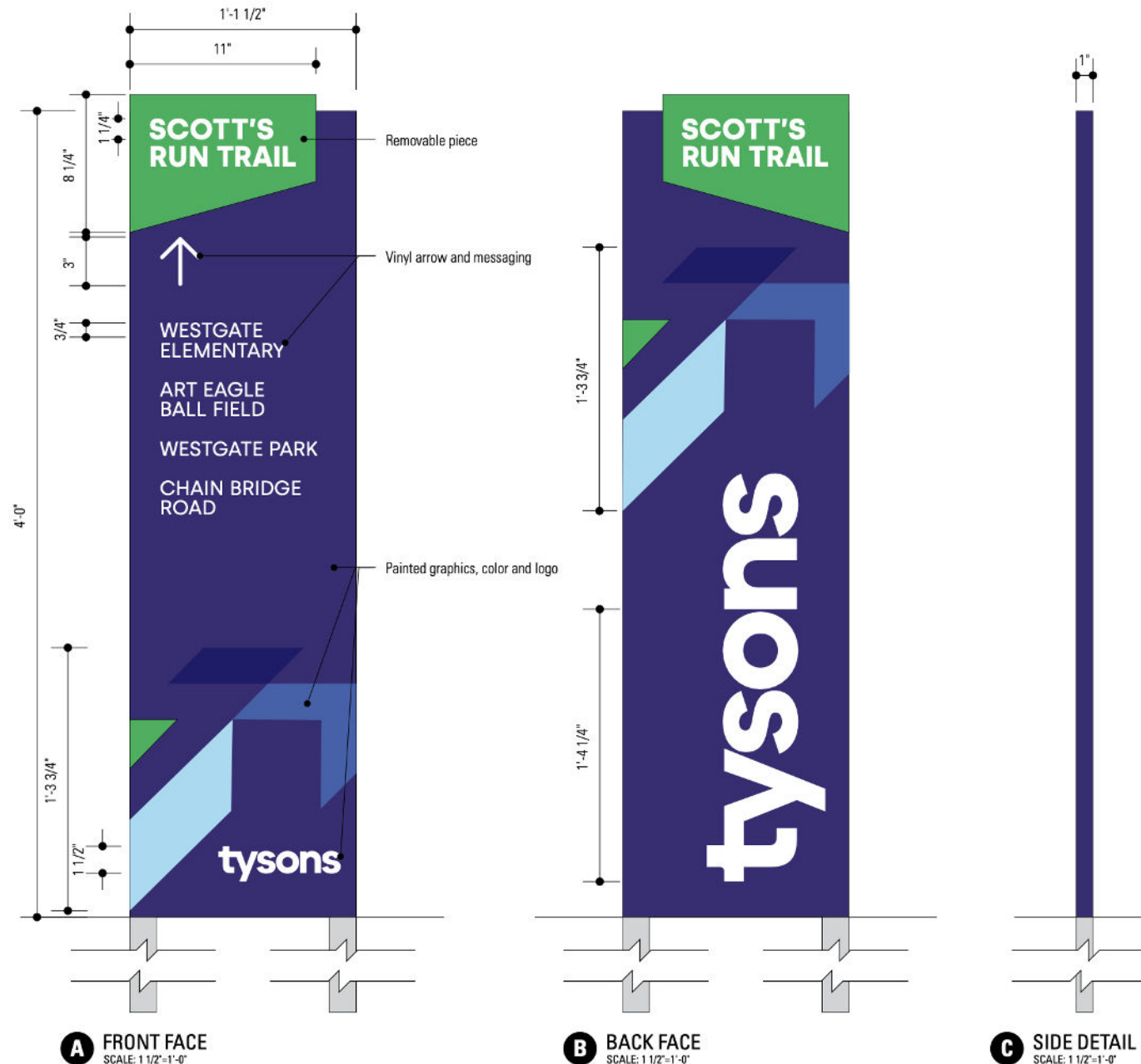


“Directional” Type B



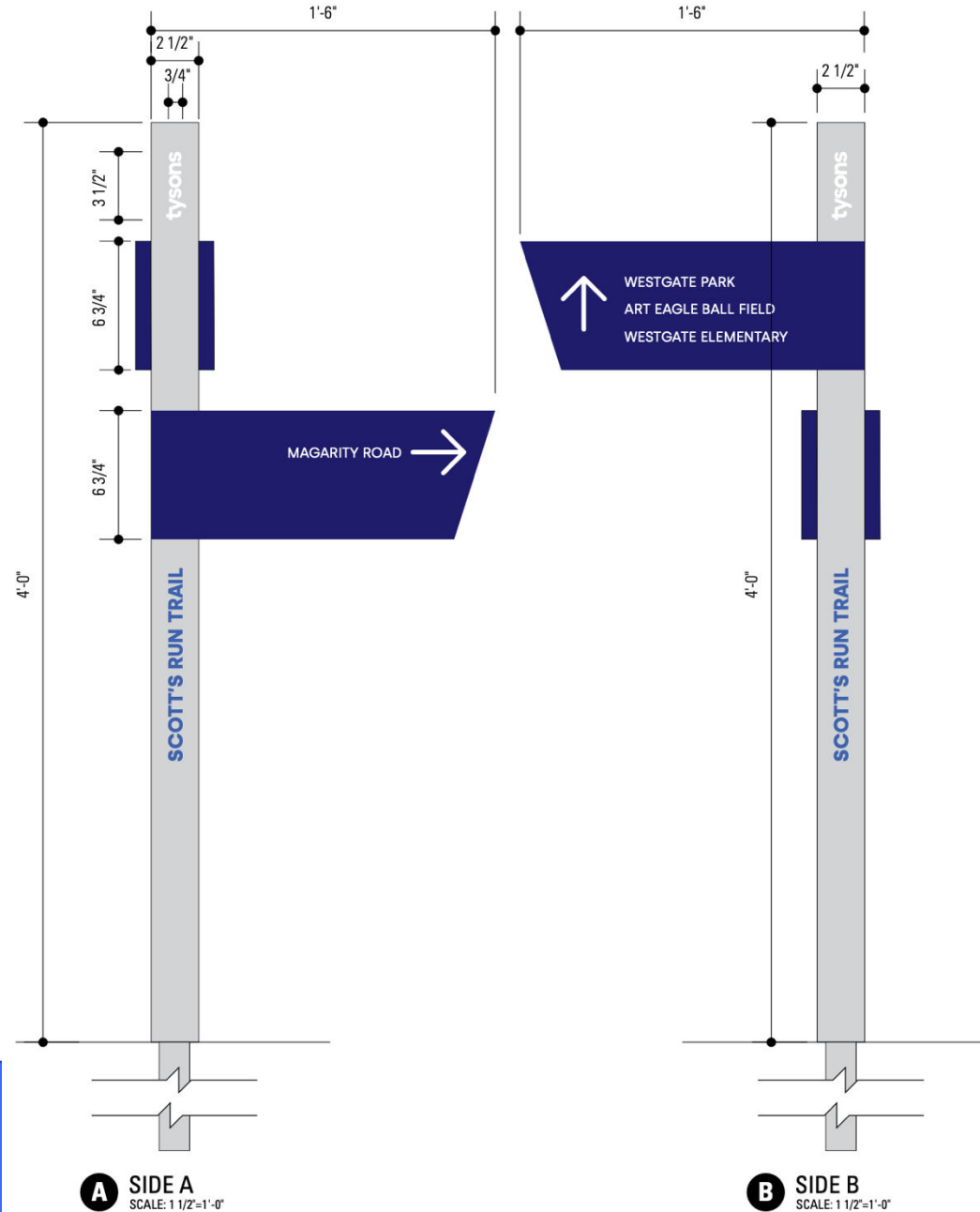
Design – Type A

“Totem” Type A



Design – Type B

“Directional” Type B



C REFERENCE IMAGE
SCALE: NOT TO SCALE



D PLAN VIEW
SCALE: NOT TO SCALE