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March 18, 2025

**Join Board Matter with Supervisors Walter Alcorn and
James N. Bierman, Jr.**

Wayfinding Signs Pilot Project for Tysons Urban Center

Members of the Board,

The adoption of the 2010 Tysons Plan marked the beginning of Tysons' transformation from a suburban commercial center with office parks and shopping centers into a vibrant, mixed-use urban center. The Plan envisions a 24-hour "downtown" where people live, work, and play. Since its adoption, developers have delivered nearly 13 million square feet of new commercial and residential space across 39 buildings. Alongside this growth, Tysons has gained 41 acres of new public park space and completed 41 transit, bicycle, and pedestrian mobility improvements, shaping it into a more walkable and sustainable urban center.

As Tysons continues to evolve, fostering a sense of place and community for residents, employees, and visitors is essential. Wayfinding signage will contribute to community building and advance the incredible investment of physical infrastructure that has occurred in Tysons. Wayfinding is an effective tool that helps guide people through physical space and contributes to a sense of well-being and security. Wayfinding is also an effective placemaking tool and contributes to place identity.

At my direction, the Tysons Community Alliance (TCA) is implementing a wayfinding pilot project to further these goals. The pilot includes eleven strategically

placed signs within park spaces owned by the Fairfax County Park Authority (FCPA) or adjacent major landowners. These signs will provide directional guidance to key streets, Metro stations, landmarks, trails, and other significant locations while also contributing to a cohesive brand identity for Tysons. Signage designs are detailed in Exhibit A.

The pilot project was presented to the Park Board as an Information Item on March 12, 2025. TCA is working closely with FCPA and the adjacent major landowner to finalize licensing agreements for sign installation and maintenance. This initiative reflects a strong collaboration between TCA, the public sector, and private stakeholders, and I am excited about the potential for future expansion.

As determined by Zoning Administration, these signs meet the requirements outlined in Zoning Ordinance Section 7100.3.b (6), which states, “Signs, erected by a public agency or appropriate organization in partnership with the Board, located within or in proximity to the Commercial Revitalization District boundaries or mixed use areas as identified in the Comprehensive Plan. Such signs are subject to approval by the Board and all applicable outdoor advertising provisions of the Code of Virginia.” With Board approval and subject to the applicable outdoor advertising provisions, these signs will not require additional county permits.

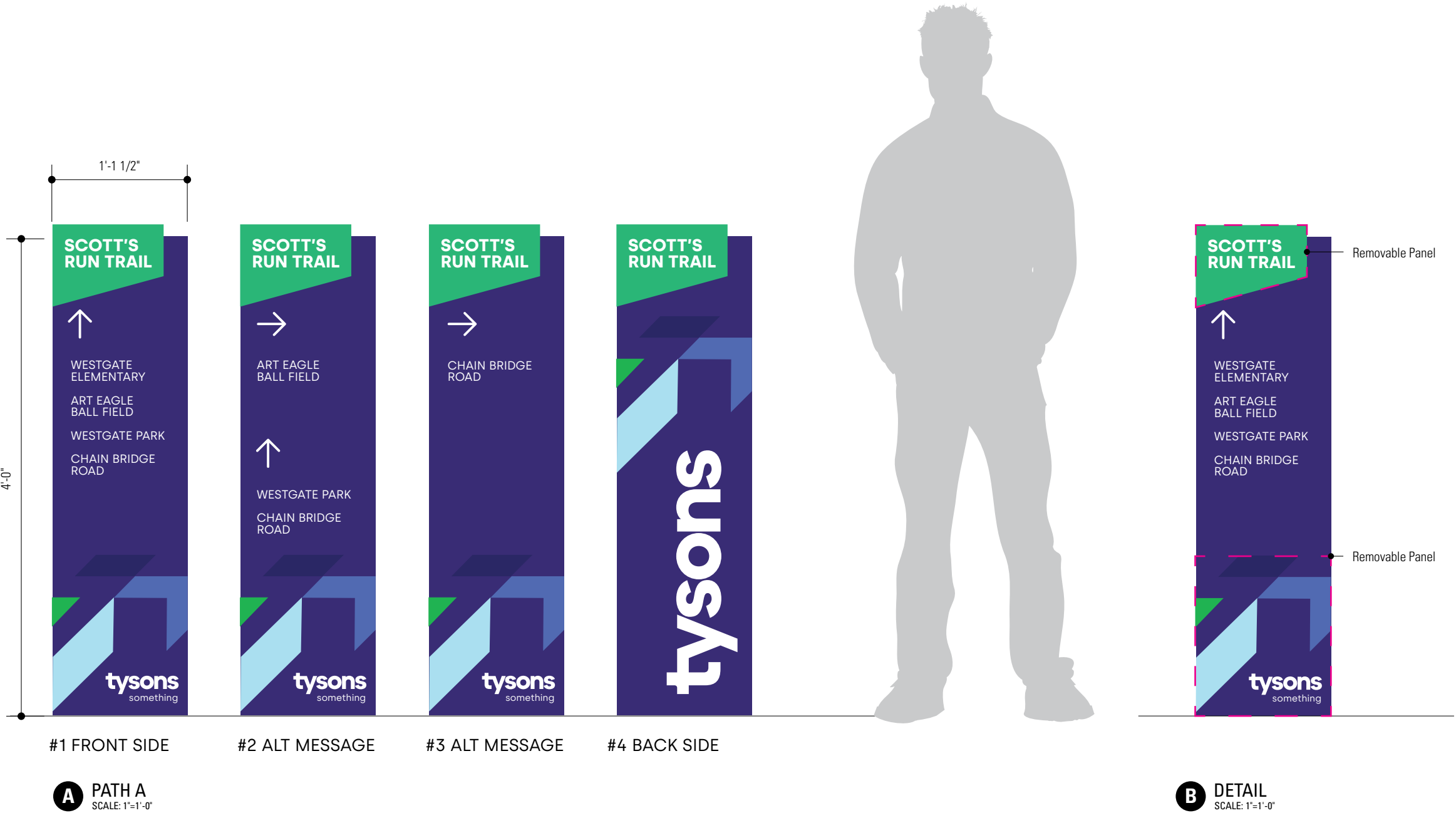
Therefore, under Zoning Ordinance Section 7100.3.b (6), I move that the Board approve the Tysons wayfinding pilot project signs, in substantial conformance with those shown in Exhibit A, and any future signs erected under the expansion of this project.

Exhibit A

Tyson's Community Alliance

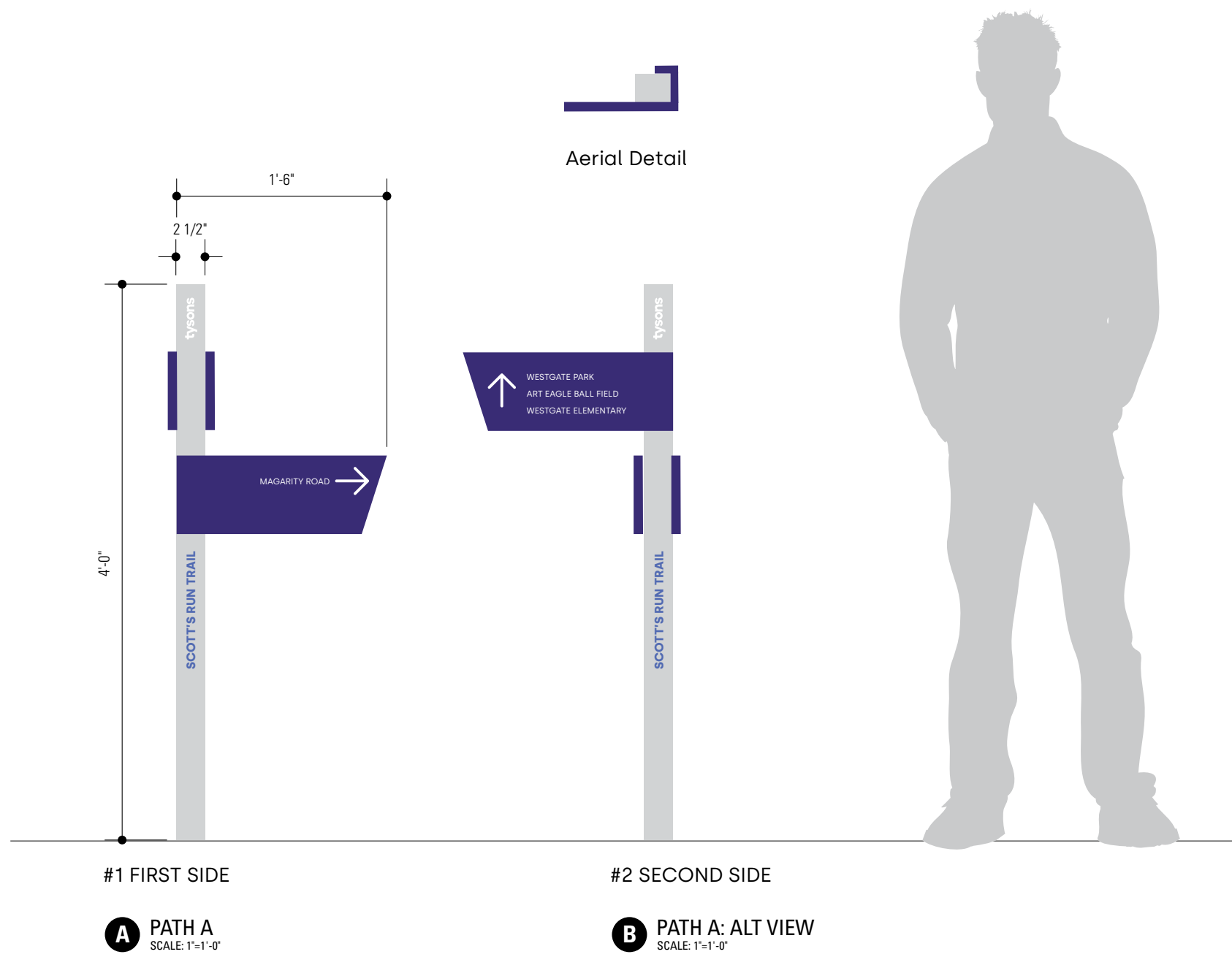
Wayfinding Concepts

Sign type: Totem



FABRICATION NOTES:
Aluminum signage, applied graphics

Small Directional



FABRICATION NOTES:
Aluminum signage, applied graphics
Metal wayfinding to wrap around pole like reference image

Sign Type: Mounted

