

# LAKE ANNE

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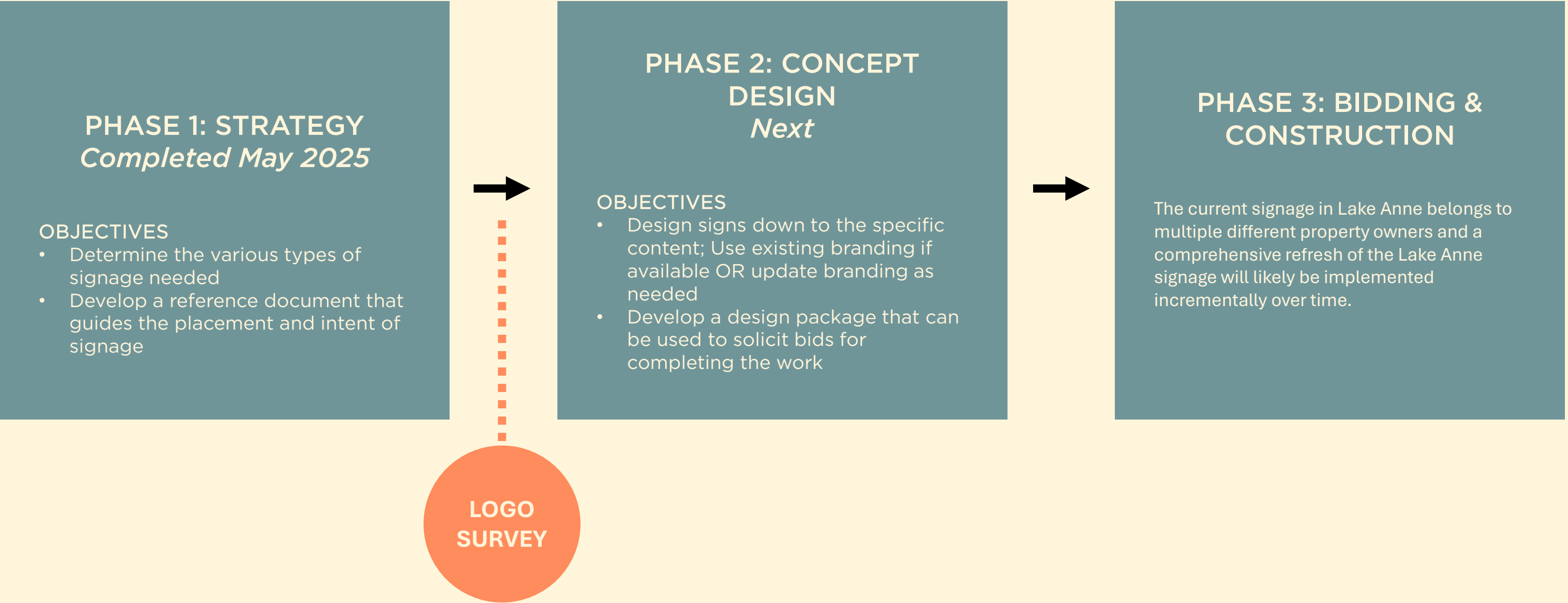
LOGO SURVEY RESULTS

JUNE 2025

# WAYFINDING PROCESS OVERVIEW

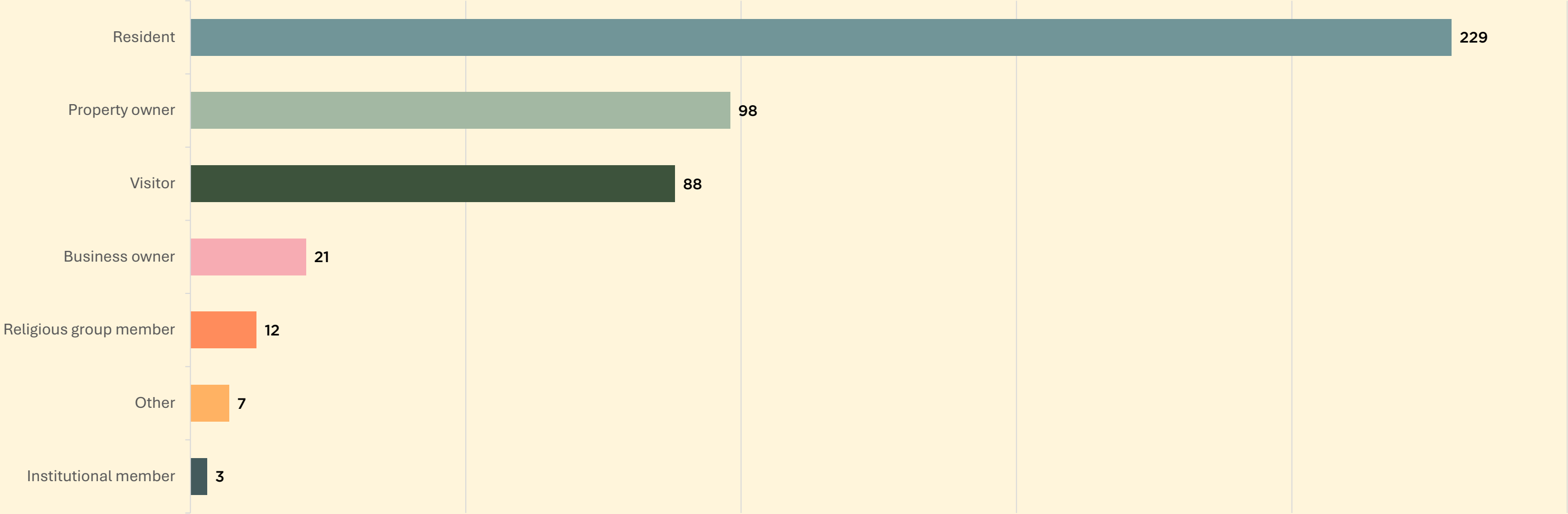
Following on the work of the Economic Visioning Study for Lake Anne, Fairfax County and Streetsense have been devising a strategy to improve the **wayfinding signage** in Lake Anne.

This Wayfinding Strategy builds on the **priorities** and **community pillars** developed through the Community Visioning process in 2023.



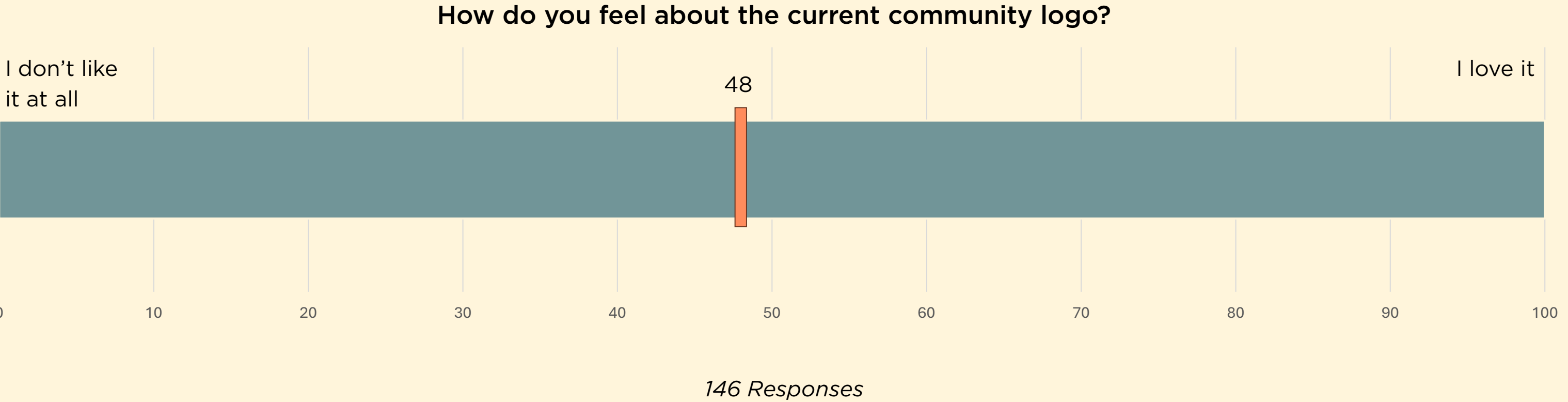
# LOGO SURVEY RESULTS

What is your connection to the Lake Anne community?

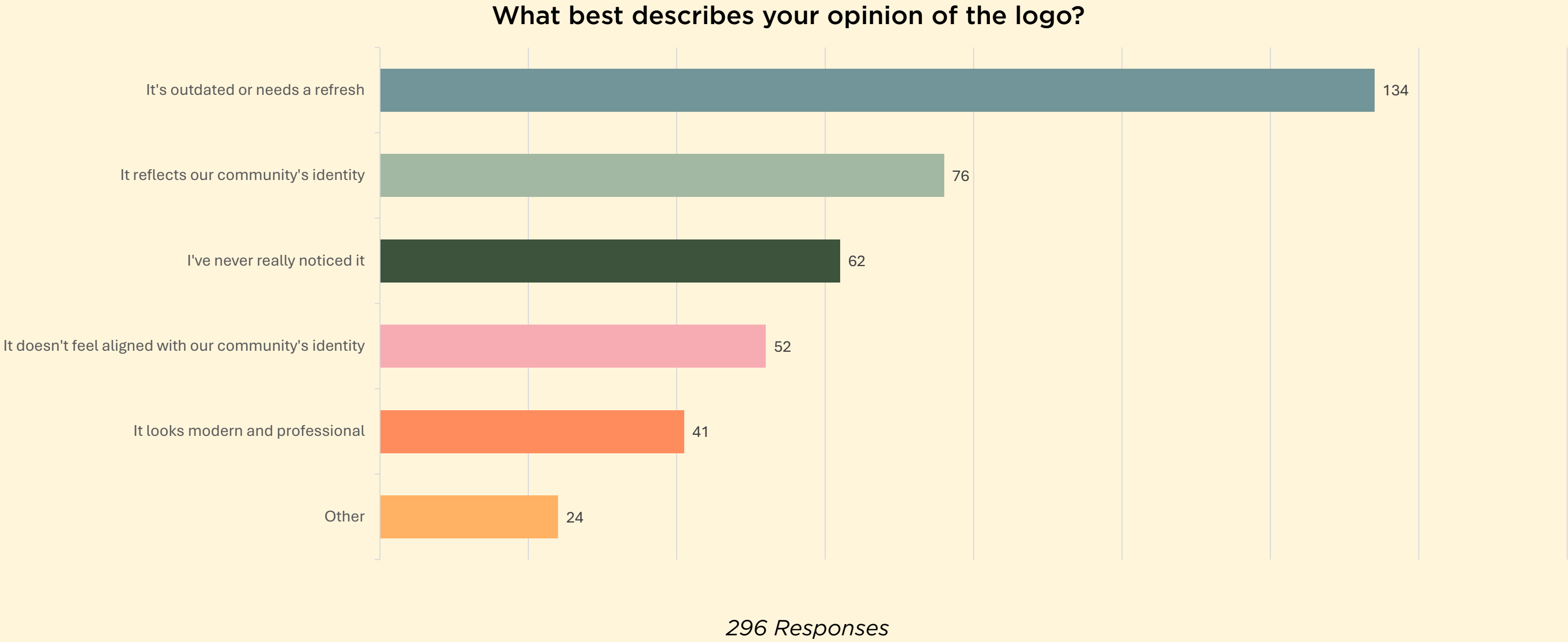


351 Responses

# LOGO SURVEY RESULTS

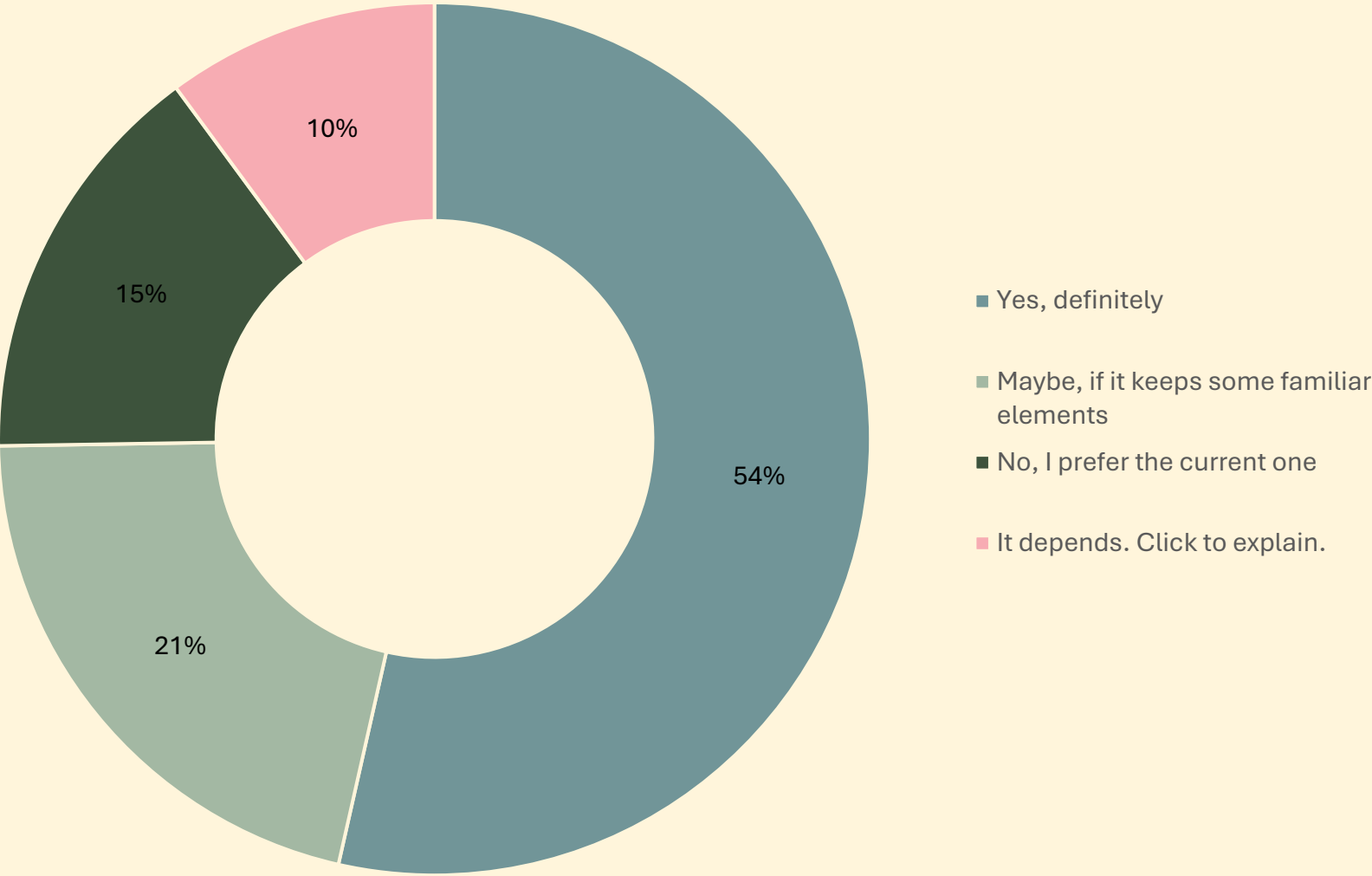


# LOGO SURVEY RESULTS



# LOGO SURVEY RESULTS

Would you support a redesign of the logo?



303 Responses

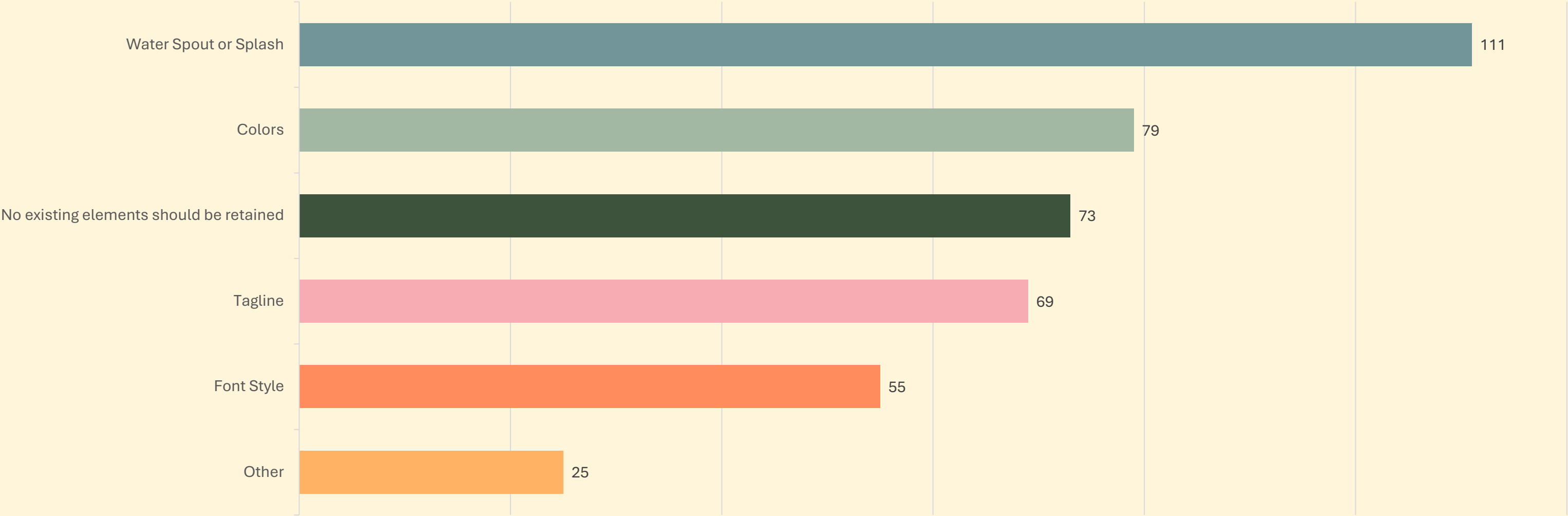
## COMMENT SUMMARY

# REFRESH, YES - BUT AT WHAT COST?

- Many respondents are excited about the idea of a new or updated logo that is modern and aligned with Lake Anne’s unique identity
- Most respondents qualified their comments with some concern for practicality and cost, especially in light of many other urgent priorities for the area
- In general, respondents expressed openness to change but only if it’s meaningful, affordable, and not at the expense of more urgent needs

# LOGO SURVEY RESULTS

If the logo is redesigned, what *existing* elements should be retained?



271 Responses



# KEY TAKEAWAYS

## 01. LAKE ANNE’S BRANDING NEEDS AN UPDATE

There is general agreement that Lake Anne’s branding and logo could use a refresh or update at the very least. The community varies on the degree of attachment to elements of the existing brand and logo.



## 02. FISCAL RESPONSIBILITY & PRIORITIES ARE A SHARED CONCERN

Respondents were in agreement that we should not lose sight of the larger goal, which is the overall improvement of Lake Anne as a regional destination and beloved neighborhood center.



## 03. A COHESIVE VISION IS REQUIRED

If a brand update is needed, it has to happen before the Wayfinding design is completed, so that individual owners can update their signage on their own timelines and be assured that it is part of a cohesive vision and achieves the desired end result.





## NEXT STEPS

While a logo refresh by itself won't resolve Lake Anne's broader challenges, a thoughtful and economical refresh can contribute to a larger strategy of visible, practical improvements, beginning with a concrete roadmap for better signage and wayfinding that property owners can easily implement.

## BRAND REFRESH

Streetsense will update the existing logo and branding

## PUBLIC FEEDBACK

Brand concepts will be provided to the public and workshopped into a final design

## WAYFINDING CONCEPT DESIGN

The Wayfinding Concept Design will integrate the brand refresh

