

Coordinated Sign System

Visitors to the town of **Leesburg, Virginia** (28,000), will soon be guided to the city's major destinations by a series of specially designed signs. The signs were developed to help tourists find the city's historic amenities and to help county residents locate county government facilities.

Leadership/staffing

The new signage received the approval of the economic development commission and the town council. An architectural firm was selected to support the effort. Through a series of public meetings, the town solicited public opinion on the destinations targeted by the signs. A task force that included residents and business representatives approved of the destinations on the signs and the design of the signs.

Budget/funding

Leesburg has budgeted sufficient funds for all four phases of the plan through its general fund. The first phase is expected to cost \$50,000.

Program description

From the Loudoun Convention and Visitors Association, the town learned that the top three destinations are the visitors' center, Leesburg's historic downtown, and the Loudoun County government offices and court. Signage is being implemented in four phases:

Phase 1: "Trailblazing" signs will point the way to the three major destinations from all of the roads into town. Proximity signs will guide visitors to specific locations once they are in the general area of their destination.

Phase 2: Signs will mark the boundaries of the historic district.

Phase 3: Special-events signage will be developed, and signs will mark points where major streets cross the Washington & Old Dominion Trail, used for both hiking and biking.

Phase 4: Monumental entrance signs will be posted at town limits.

Results

After the designs were completed and the signs fabricated, there were contractual delays with the trailblazing and proximity signs, but now that the signs are in their permanent positions, both residents and business owners are uniformly pleased with the results. Leesburg is now evaluating whether to create a series of additional signs pointing out a renovated historic home that will be reopened at the end of 2005.

Contact

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