

BLENHEIM BOULEVARD **PLACEMAKING & VISION STRATEGY**

●■ **Blenheim Boulevard**

MARCH 2023
FAIRFAX CITY, VIRGINIA

ACKNOWLEDGMENTS

The Blenheim Boulevard Placemaking and Vision Strategy was commissioned by the City of Fairfax in the Spring of 2022. We thank the project committee members and Fairfax City residents for their time, guidance and support informing this strategy.

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Fairfax City began the Old Lee Highway Multimodal Improvements Project with RDA and Toole Design in November 2021. City staff developed an engineered plan that includes the recommended components from the conceptual planning process. Fairfax City commissioned CivicBrand in 2022 for a placemaking strategy for the corridor.

CivicBrand

CivicBrand specializes in research, engagement, branding, placemaking, design, and marketing for cities. We're a team of strategists, creatives, place-makers and story-tellers with a passion for helping communities tell their story. We work directly with Cities, Counties, Downtowns, Economic Development, and DMOs including Convention & Visitors Bureaus (CVBs), Chambers of Commerce and Business Associations to develop and implement strategies that help communities become the best versions of themselves.



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ONE:

BLENHEIM BOULEVARD INTRODUCTION

●■ **Blenheim Boulevard**

PROJECT OVERVIEW

Formerly known as Old Lee Highway, the newly named Blenheim Boulevard is a special place within Fairfax City, Virginia. This robust corridor has a variety of land uses along the corridor including three schools, the city's public library, the community center, the police department, a large and beloved city park, churches, the Historic Blenheim, and multiple residential neighborhoods with commercial offerings anchoring both ends of the street at Fairfax Circle and Old Town Fairfax.

The newly designed corridor is multimodal in nature, which means there are a variety of ways people use it to get around, including driving, CUE Bus, walking, cycling, and even riding scooters. However, there is a tremendous opportunity to improve the look, feel, safety, and function of the entire corridor, and transform it into a best-in-class multimodal street in the City of Fairfax, and in the region.

Prior to this master plan, in 2015, the City of Fairfax completed a conceptual plan for Old Lee Highway. Conceptual planning took six months and included extensive public involvement. The result was a recommended concept for the corridor that includes separated bicycle lanes, upgraded pedestrian and transit amenities, and improved lighting, landscaping, and buffering. The Old Lee Highway Placemaking Initiative worked with the engineering team, the City of Fairfax, and the community at large to discover how people want to experience the newly designed corridor. This includes greenspaces along the street, pedestrian mobility amenities, and ultimately, the brand of the corridor and how it will improve the lives of residents and attract visitors.

WHAT IS PLACEMAKING?

What is Placemaking and why does Blenheim Boulevard need a strategy? Placemaking is a coordinated effort to plan, design, and optimize public space for everyone. Blenheim Boulevard is an important street in the heart of Fairfax City. Residents and visitors alike use this key roadway to access churches, community centers, parks, schools, and other amenities. The Placemaking Strategy will provide a framework for public space enhancements on the redesigned corridor such as signage, landscaping, public art, interactive activities, and other elements that create a sense of place on the street. This plan will also coincide with the renaming of the roadway and ultimately create an identity for Blenheim Boulevard that is built as a destination for residents and visitors.



TWO:

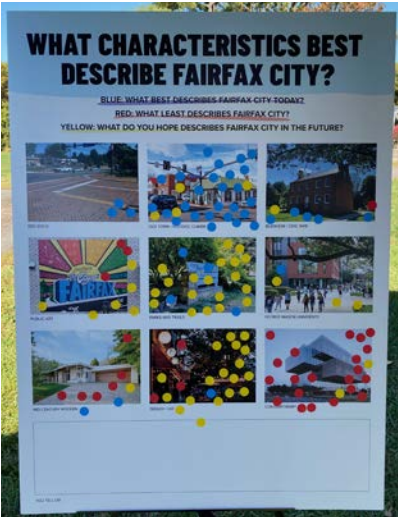
BLENHEIM BOULEVARD VISION PRINCIPLES

●■ Blenheim Boulevard

ENGAGEMENT PROCESS

CivicBrand kicked off their first visit to the corridor with a discussion with the steering committee on what makes Fairfax City and Blenheim Boulevard unique. Symbols, colors, programs and community assets were discussed to better understand the city's place brand and the role the

corridor plays within Fairfax City. A survey was published for residents of Fairfax City to provide information on how they envision space around the corridor to look and feel and two in-person open house events were held to invite the community to provide their feedback.



CORRIDOR VISION

After engaging city leadership and local residents, our team created a vision statement for the corridor accompanied by five vision principles that inspired the branding and placemaking strategy for the corridor.

BLenheim BOULEVARD VISION STATEMENT:

Blenheim Boulevard improves the quality of life for Fairfax City residents by creating accessible mobility and recreational experiences and transforming public space. Whether shopping in Old Town, or dining at your favorite restaurant in Fairfax Circle, Old Lee Highway is connecting the history of Fairfax City while forging a path to the future.

●■ Blenheim Boulevard

BLenheim BOULEVARD IS GREEN.

Blenheim Boulevard embellishes the natural beauty of Fairfax City. By highlighting the city's lush landscape, design elements should include trees, native plants, and environmentally sustainable features.



TREES

Preserve Blenheim Boulevard's tree canopy where possible and intentionally plant trees to provide shade as a barrier between vehicular traffic for pedestrians and cyclists using the street. Trees should be the street's top design feature.



LANDSCAPING

Improve landscape resilience to climate change by reclaiming parts of unused greenspace with beneficial plants, practicing water conservation and best management, and increasing habitat for birds and wildlife and hosting education and engagement on environmental practices.

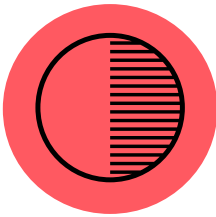


ENVIRONMENT

Blenheim Boulevard will be on the forefront of environmentalism, employing sustainable operations practices such as conserving water resources for greater resilience to climate change and making significant contributions to an equitable and healthier natural environment such as increasing tree cover that improves regional air quality and provides bird habitat.

BLENHEIM BOULEVARD IS COMFORTABLE.

Whether using Blenheim Boulevard for a run, walk or bicycle ride, the street accommodates recreational users with shade and places to rest, offering a comfortable experience for all users.



SHADE

Consistent shading should be considered on both sides of the corridor and in public space to protect people from weather elements and to keep the temperature down for those walking or biking. Trees should be the first choice when allowed.



LIGHTING

Blenheim Boulevard is used by multiple different audiences and to accommodate these diverse groups, adequate lighting is crucial for making all users feel safe when walking or biking the corridor. Lighting should add a unique identity while remaining environmentally conscious.



SEATING

Seating is essential to placemaking because it invites passersby to visit, linger in, and enjoy public spaces in ways that activate our public and civic lives. A variety of types of seating should be along the corridor and in public spaces nearby.

BLenheim BOULEVARD CONNECTS FAIRFAX CITY.

Blenheim Boulevard showcases aspects of Fairfax City's place character today, while also creating a path for what Fairfax City is going to be in the future.



HISTORIC

Design and program Blenheim Boulevard to highlight its' unique natural, historical, cultural and economic identity. Tell the story of the city's foundational, historic identity and culture in design materials. Use the city's history as a strength for being an economic development driver.



PARKS

Support active programming that brings people out to parks and greenspace on Blenheim Boulevard for art, events, programs, recreation and community. This programming should be diverse and adapted to represent the community culture and encourage creation of social connections.



CURRENT

Be intentional in designing public space to accommodate ages from 8-80 in the area who have a desire to be able to live, work and play in Fairfax City without having to go into Washington DC or surrounding communities.

BLenheim BOULEVARD IS MULTIMODAL.

Whether using Blenheim Boulevard for a run, walk or bicycle ride, the street accommodates recreational users with shade and places to rest, offering a comfortable experience for all users.



CYCLING

Fairfax City provides multiple trails for recreational users, but Blenheim Boulevard paves the way for how bicycle infrastructure can be utilized to accommodate cyclists on a daily basis by not only confident riders, but all potential cyclists of all ages.



WALKING

Pedestrian safety is a top priority on Blenheim Boulevard. Design elements will incorporate benches, tables, and shaded rest areas – whether naturally through trees or artificially through commercial shade structures. Drinking fountains, restrooms, trash receptacles are also vital amenities for walkers.

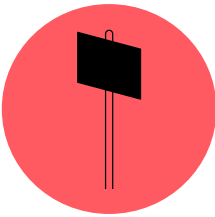


TRANSIT

Blenheim Boulevard makes choosing to ride the CUE easier. Comfortable bus stops and last mile accommodations, allow taking transit a more realistic option for residents in the neighborhoods along the corridor.

BLENHEIM BOULEVARD IS THE BEGINNING OF YOUR FAIRFAX CITY EXPERIENCE.

The start of your adventure, the central rest stop, the pathway to shops and parks, or the way to get to and from home and school, Blenheim Boulevard transforms the way residents in Fairfax City move around.



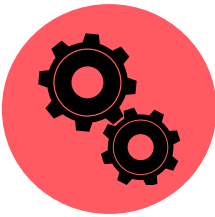
SIGNAGE

Signage will be key in giving Blenheim Boulevard its own identity. Blenheim Boulevard is naturally a heavily used corridor that attracts multiple types of users. Signage increases safety, visitor experience, and creates a comfortable experience for all.



WAYFINDING

The destinations along Blenheim Boulevard should serve as the start to your Fairfax City experience. Wayfinding signs and maps will make it easier to find and explore nearby business districts, parks, trails and public spaces to expand the public's experiences on the corridor. Effective wayfinding should improve efficiency, accessibility and safety.



TRAIL AMENITIES

Amenities that accommodate users in nearby trails such as bicycle racks, dog-friendly drinking fountains and waste stations with bag dispensers and a trash receptacle, will be important amenities to include as they will attract pedestrians and will encourage them to help keep the trails and corridor clean for other users.

THREE:

BLENHEIM BOULEVARD
BRANDING PRINCIPLES

●■ Blenheim Boulevard

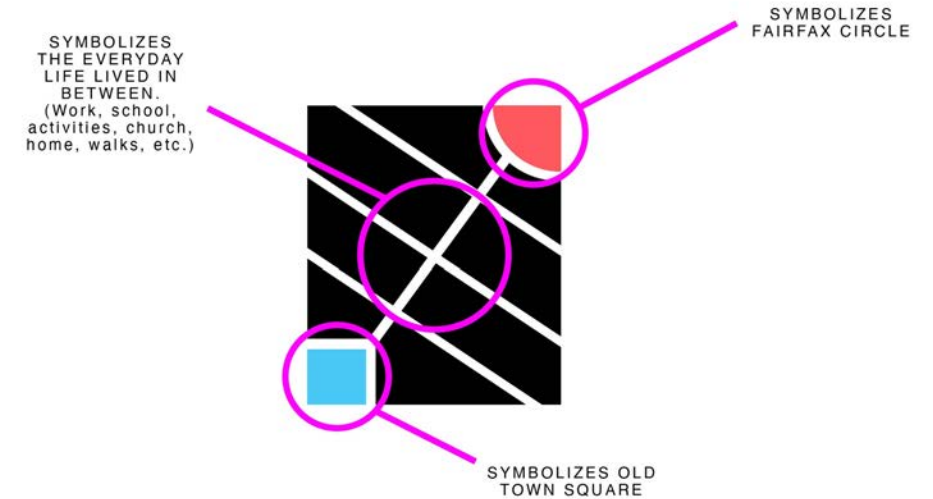
BRAND STORY

The identity of a place is driven by how people experience its offerings. When dissecting a place brand, the brand principles are often found in how people use that place in everyday living. Places vary in uses and purpose. Does the place serve as a home for residents and businesses or is it just a place to get through? Are there areas to spread out and enjoy being outside? Does the identity come from an energy or attitude you feel while you are there? It is easy to feel a great place's identity. They are recognizable and give their residents and visitors a sense of ownership and meaning. In Fairfax City, there is a lack of identity that sets the city apart from its neighbors. But Blenheim Boulevard is changing that. The corridor will serve as the start to your Fairfax City experience.

Blenheim Boulevard is a 1-mile stretch of roadway that serves pedestrians, cyclists, drivers, strollers, skaters, strollers amongst several other mobility uses. The corridor is essential to connecting people to places in Fairfax City. From Fairfax Circle to Old Town Square, the boulevard connects residents and visitors to quaint neighborhoods, ambitious schools, religious gathering places, historic museums and a vibrant park. At the center of the boulevard you'll find the streets namesake - Blenheim Historic Center. On both ends of the corridor are two of Fairfax City's most important places: Old Town and Fairfax Circle. Old Town preserves the city's history while offering the main source of identity for the city. Fairfax Circle symbolizes the city's economic growth in recent years.

The Blenheim Boulevard brand highlights what the corridor does best, connecting people to places. The corridor will be a destination in itself for people in the region to use on an everyday basis to get around Fairfax City. People will be able to choose various mobility types thanks to the corridor's street design, and will connect with friends and neighbors in the public space being activated alongside it.

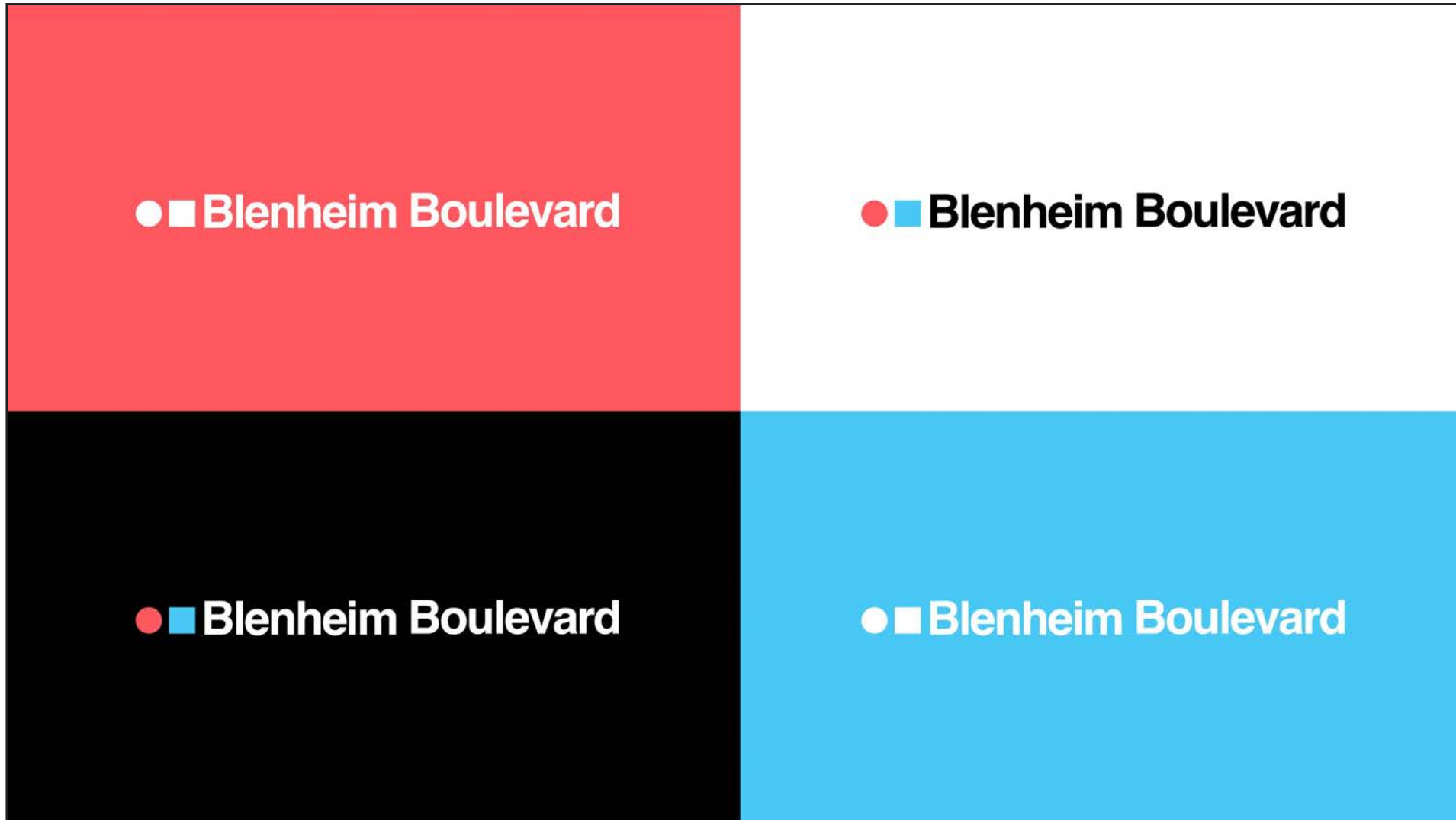
In its simplest form - Blenheim Boulevard serves Fairfax City as any great street should - a safe, efficient and beautiful connector for locals and visitors to get from point A to point B through a variety types of multimodal uses. In its correct use, Blenheim Boulevard serves as a background to daily lifestyle. It's the pathway you let your kids take to walk to school. It's the trailhead to the miles of endless bike paths. It's the street you turn off to get to your home. It's your morning jog and your afternoon stroll. It's your fast lane to work and your leisurely lane to a Sunday afternoon at the park. Simply put - Blenheim Boulevard is your connection to everyday living.



PRIMARY BRAND MARK



SECONDARY BRAND MARK



BRAND ARCHITECTURE

Blenheim Boulevard’s identity should be a sub-brand of the Fairfax City brand. The Fairfax City logo can be used in full color or one color when being used with the Blenheim Boulevard logo and brand. Further, other destinations in Fairfax City should consider using the same signage and identity system to build a consistent and cohesive look throughout the city.

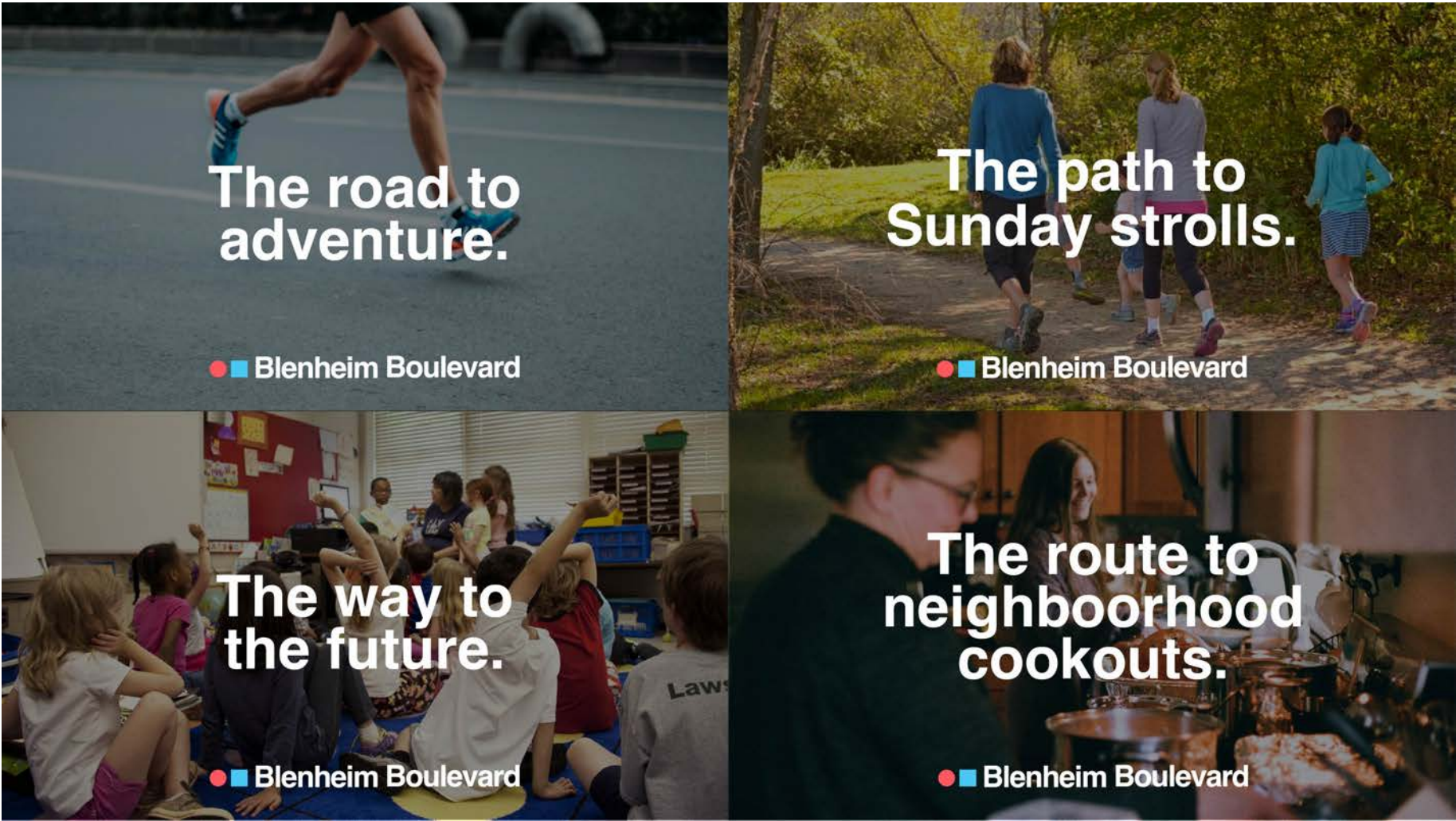


**Blenheim
Boulevard**



BRAND MESSAGING

Using Blenheim Boulevard is about the journey, not the destination. Messaging used digitally and physically around the city should include a statement that describes the corridor at the beginning of the sentence like displayed in the example below. This messaging will reinforce the goals and purpose of the corridor and its position within Fairfax City.



BRAND MESSAGING

Connecting Old Town Square
to Fairfax Circle through Neighborhoods.



Sidewalks
Bike Rides
Parks
Bus Rides
Trails
Schools
Family Walks

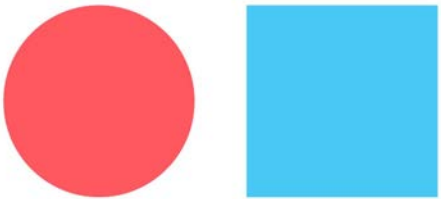
BRAND MATERIALS & IMPLEMENTATION

The following colors, shapes and materials should be used when implementing the brand into the built environment as well as on any print or digital assets. The colors and shapes are complimentary to existing branding in Fairfax City. Materials and textures highlight styles that are already used on the corridor and work well with other city materials.

COLORS



SHAPES



MATERIALS & TEXTURES



FOUR:

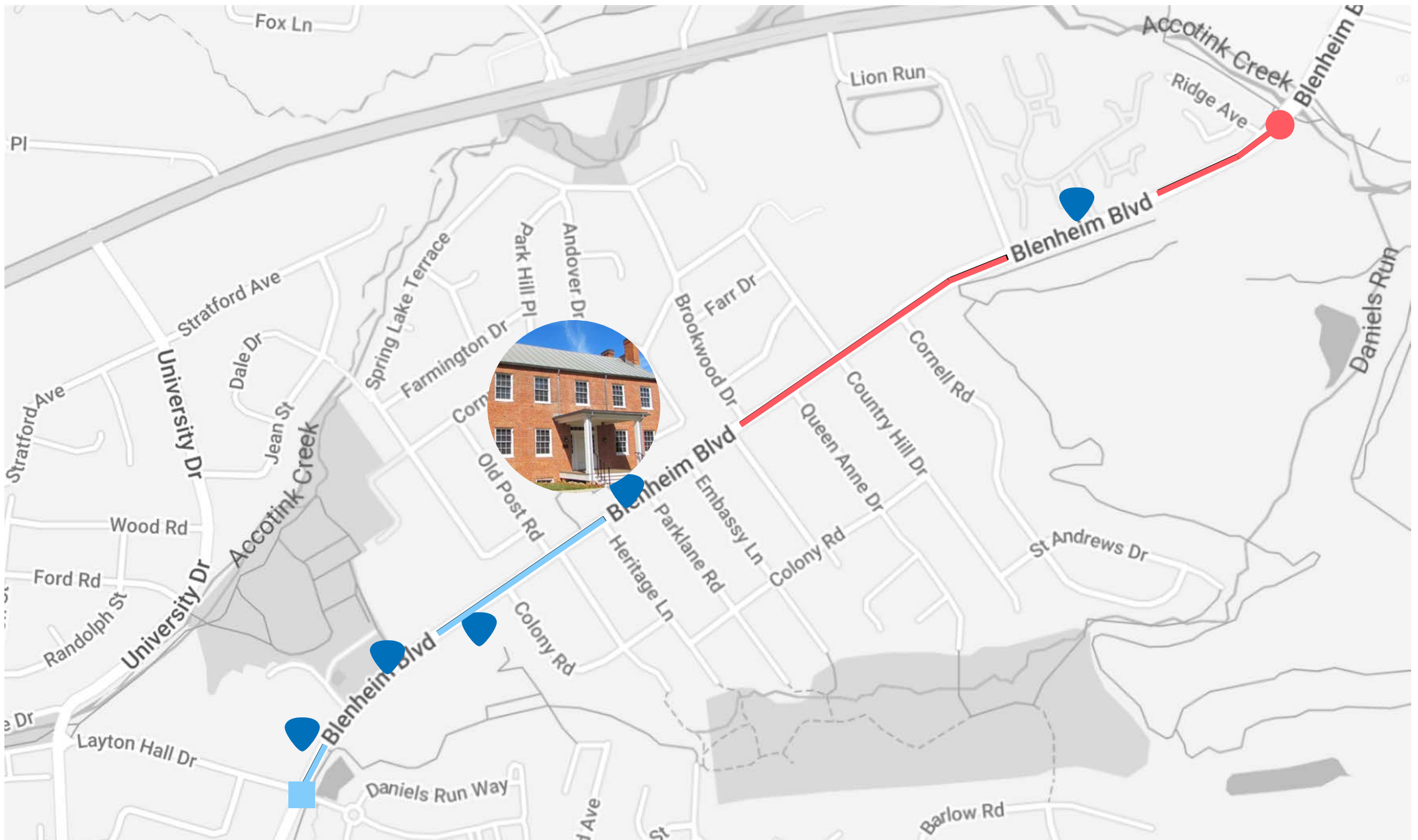
BLENHEIM BOULEVARD
PLACEMAKING PRINCIPLES

●■ Blenheim Boulevard



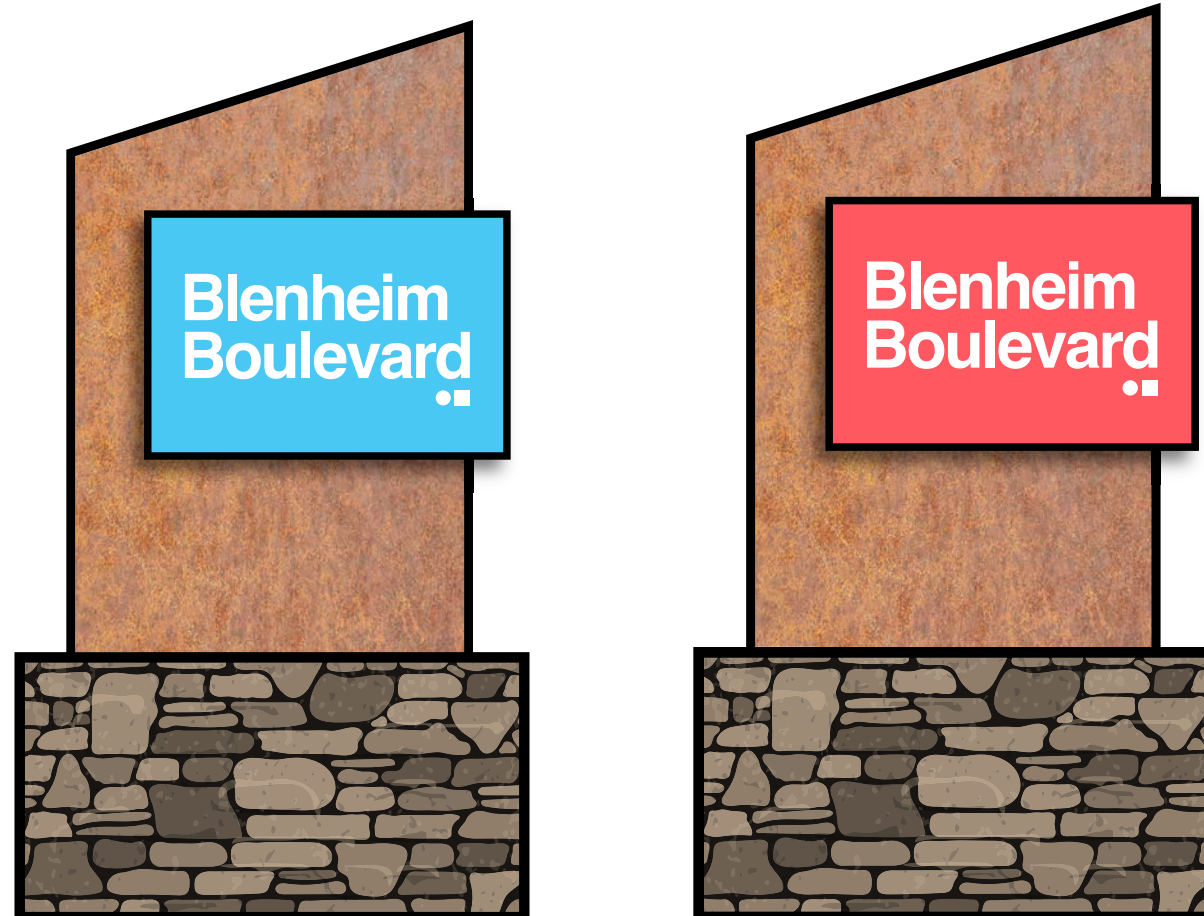
SIGNAGE & SIDEWALK AMENITIES

Creating a thoughtful look and feel of a corridor is all about the details. These details exist through signage and pedestrian amenities. These elements should be unique to the corridor's place identity while also still fit in with the overall Fairfax City brand. The goal of these signs and amenities are to create a sense of place along the corridor and to uplift the overall look and feel of the city as a whole.



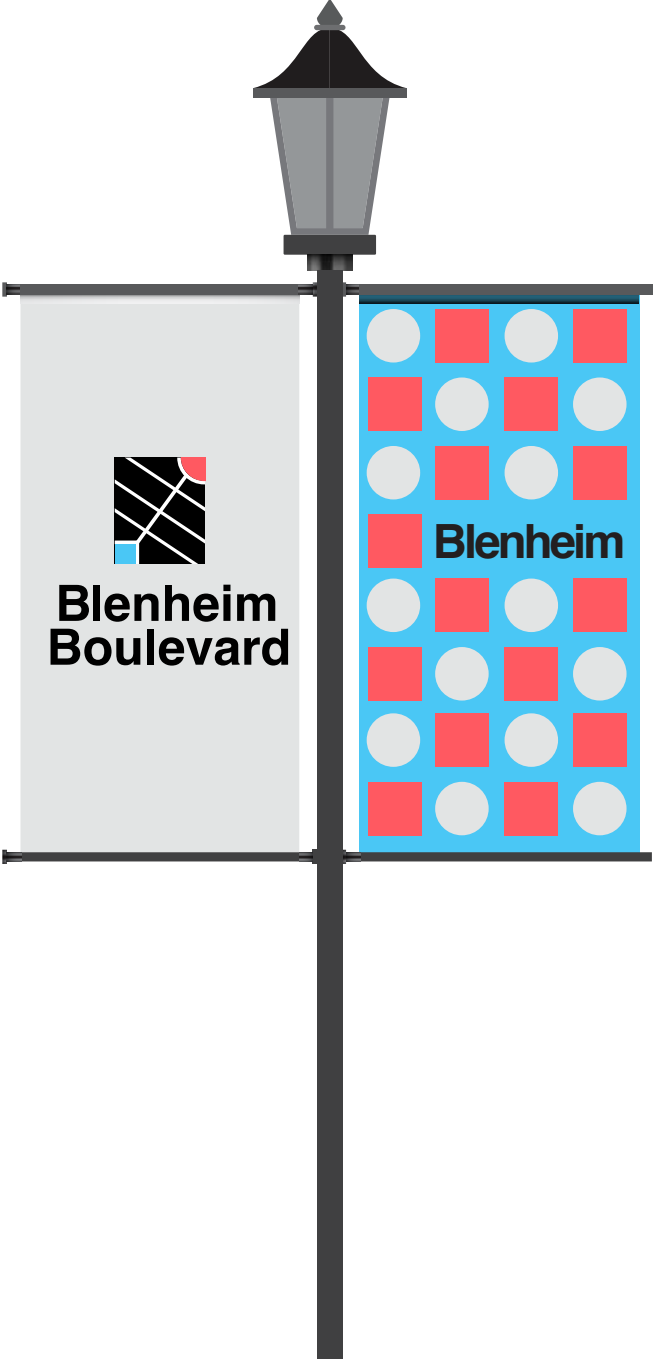
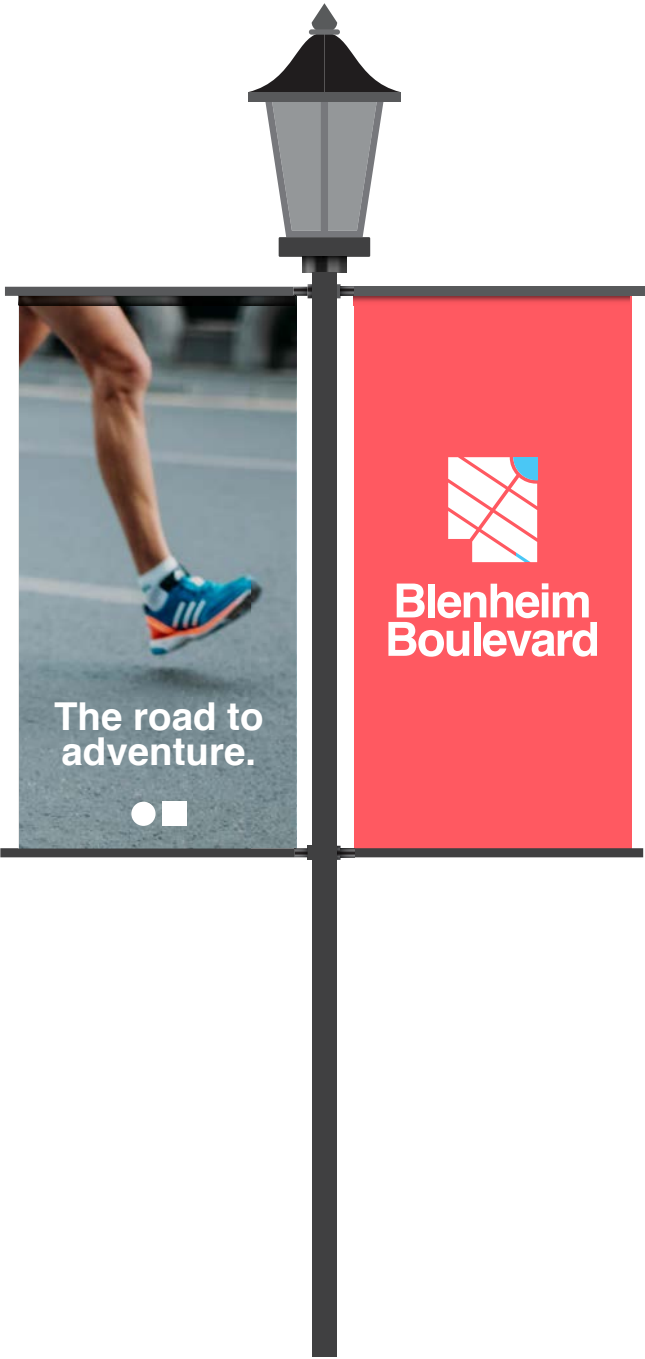
GATEWAYS

A strong brand identity at the entrances of Blenheim Boulevard create a sense of arrival for drivers, pedestrians and cyclists. The signs will be located at Layton Hall Drive and Ridge Avenue. The blue sign at Layton Hall Drive and red sign at Ridge Avenue give nod to the street's wayfinding system and their placement in regard to Blenheim History Center.



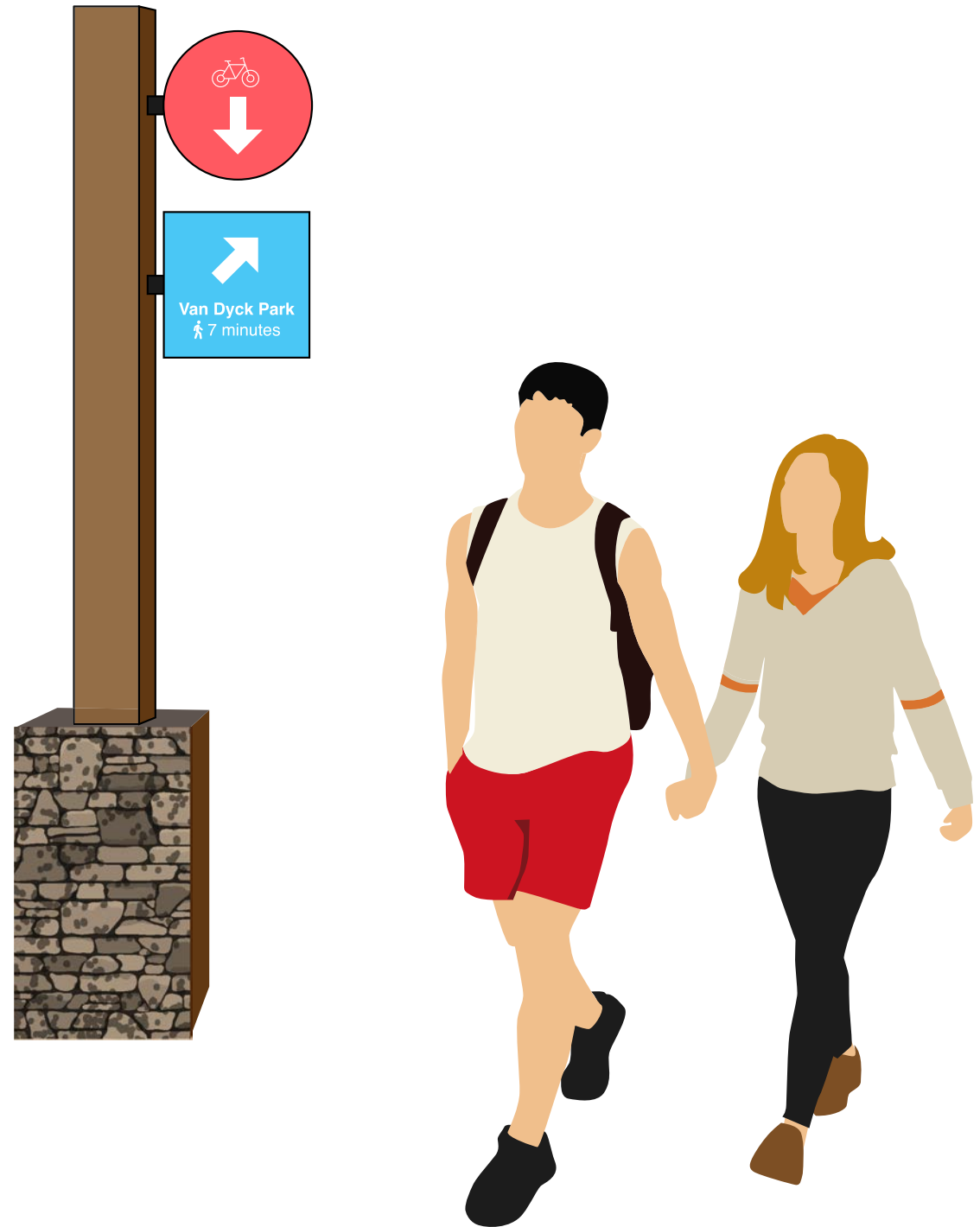
LIGHTING

Staying consistent with Fairfax City's Old Town, Blenheim Boulevard will be lined with gas lanterns. Banners will be attached on each side of the lights to reinforce the street's brand.



WAYFINDING

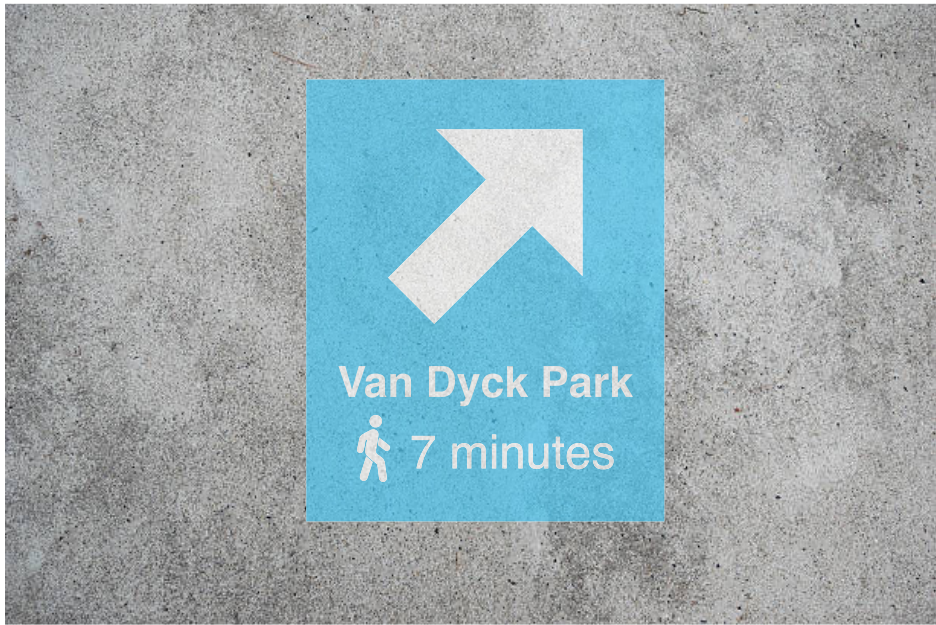
Pedestrian-scaled wayfinding signage should be implemented to encourage more exploring and to also inform pedestrians how close they are to Fairfax City destinations by bike and foot. Signage will be varied by standing signage and sidewalk vinyl. Further, destination indicator signage should be implemented that is consistent with the overall Blenheim Boulevard brand.





LIGHT IT UP!

Using back-lit signage for wayfinding increases safety for pedestrians walking or biking Blenheim Boulevard in the evening.



DESTINATION SIGNAGE

Pedestrian-leveled signage should be installed at each destination and hot spot along the corridor to denote that the user has reached a significant place. This sign is appropriate at Sherwood Community Center (Community Garden), Van Dyck Park, Daniels Run Elementary (The Dragon's Lair), Blenheim Historic Center, and Fairfax High School (The Lion's Den).

PEDESTRIAN AMENITIES

A key part of making Blenheim Boulevard feel like a place, is installing amenities on the street that use materials that are consistent with the street's branding. In this case, using benches and trash cans that utilize wood and steel fit with the overall look of the street. Amenities add more comfortability to pedestrians using the street.



UTILITY SHADE



BENCHES



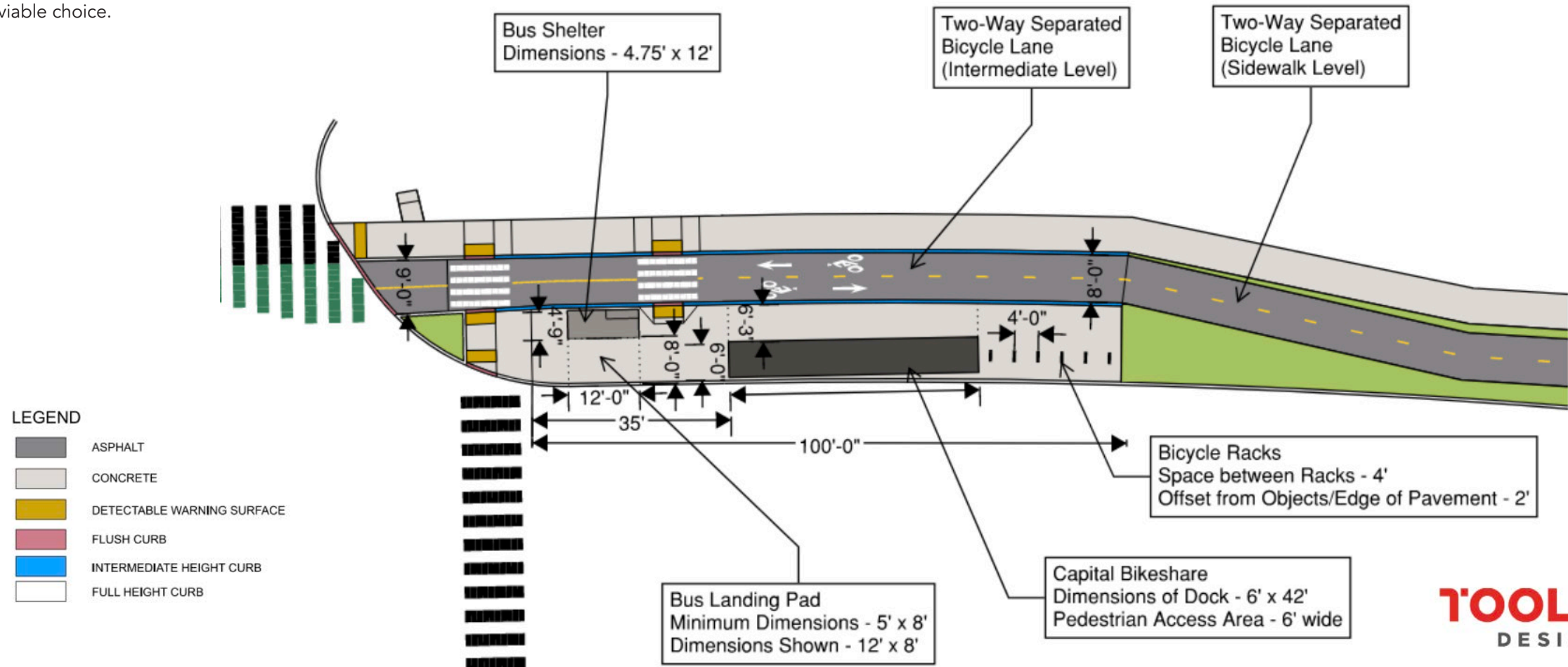
TRASH CANS



PLANTERS

TRANSIT & MOBILITY

As a major connector in Fairfax City, efficient and safe mobility options are an integral part of the Boulevard. Mobility hubs at Layton Hall and Fairfax High School will make riding the bus or using bike share an easier and more viable choice.





CUE STOPS

Utilize current Fairfax City bus stops and add Blenheim Boulevard placemaking elements accordingly.



BIKE RACKS

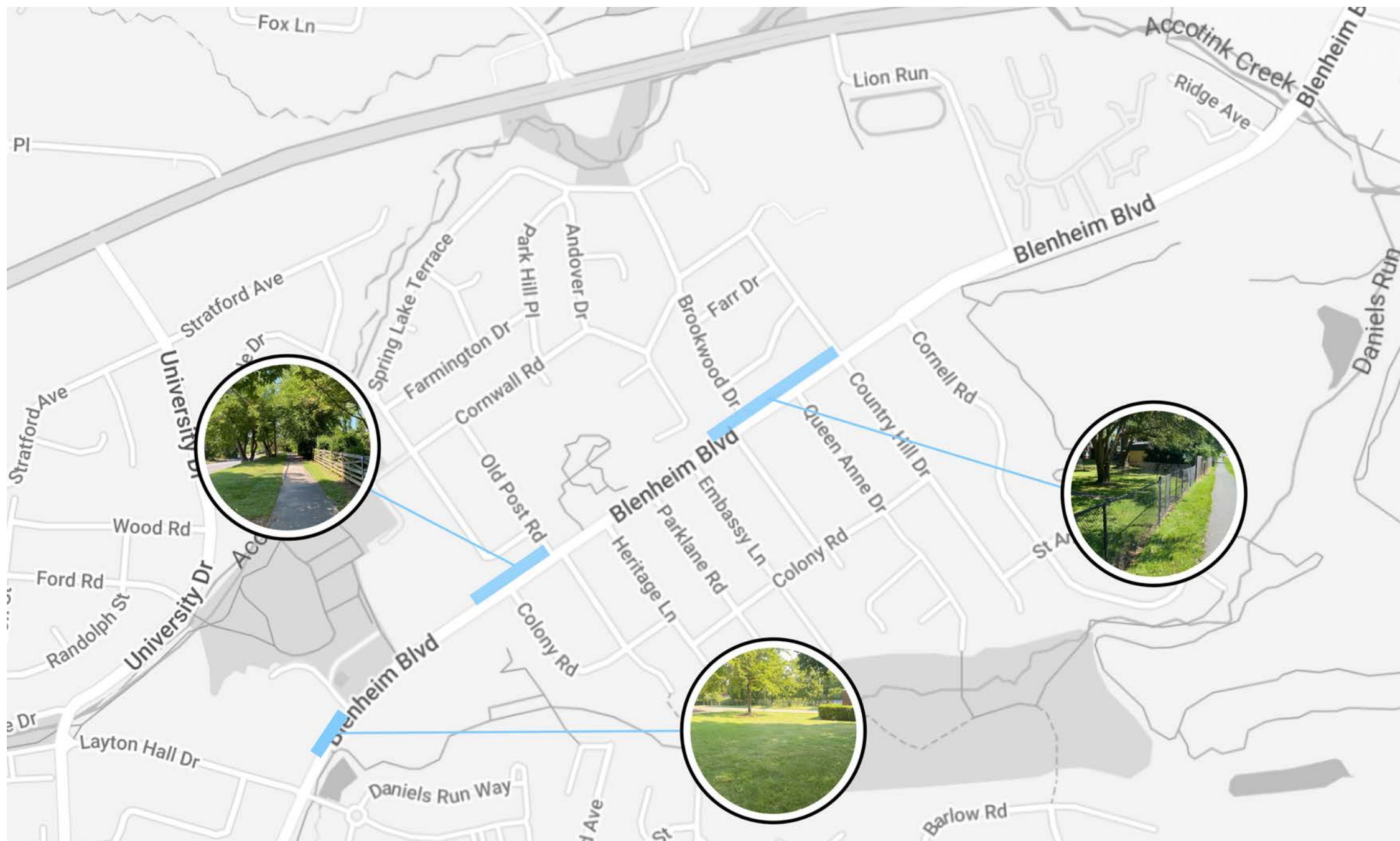


BIKE REPAIR



PUBLIC ART OPPORTUNITIES

As seen in other areas of Fairfax City, public art is an important piece of creating a sense of place. Public art on Blenheim Boulevard can compliment the active and soft spaces along the corridor and reinforce the boulevard's identity.



PUBLIC ART

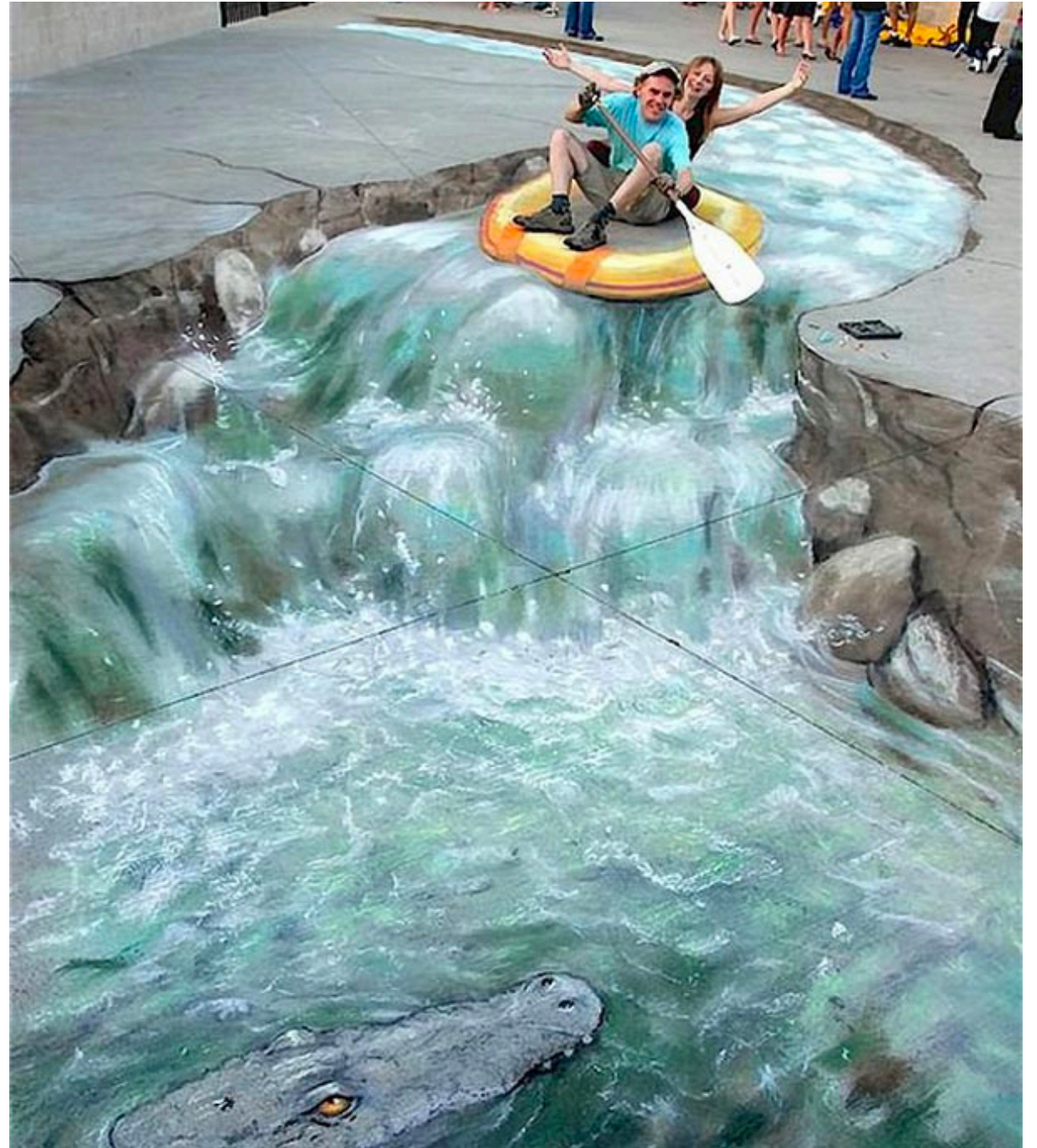
3D PUBLIC ART

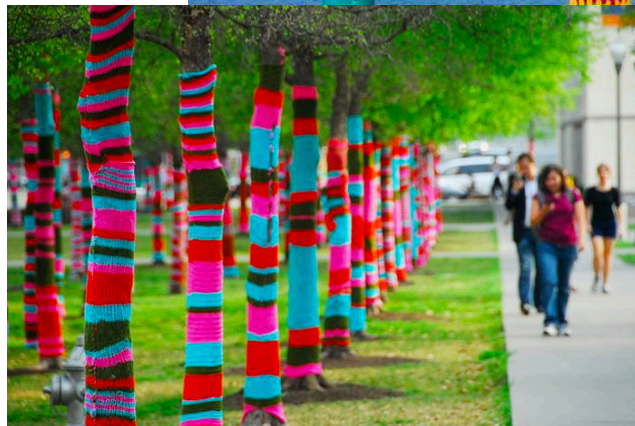
As most art will be highly visible by resident's homes, using appropriately sized 3D form art will be a way to incorporate unique public art along the corridor. Respecting the natural beauty of the corridor, artists should maintain the place brand materials (wood, steel, greenery) when creating public art elements.



SIDEWALK CHALK FESTIVAL

The City of Fairfax or a local arts group should consider hosting a public sidewalk chalk arts competition annually on the Boulevard. Sidewalk chalk competitions provide a window into the creative process wherein festival goers can engage with nationally-recognized or emerging visual artists as they carefully manipulate bold, colorful pigments to produce huge, temporary drawings down the sidewalks of Blenheim Boulevard. The event can be a great opportunity to fundraise for more art and placemaking interventions along the street.





YARN BOMB

Blenheim Boulevard's brand materials are sleek and natural, but there is still room to bring in color and whimsy. Areas where this makes most sense are in front of Daniels Run Elementary School and Fairfax High School. The act of 'yarn-bombing' is to apply often highly colorful, knitted or crocheted garments to physical objects. This offers a temporary transformation of street amenities.



CONSTRUCTION MURALS

Although there aren't many areas for permanent murals on Blenheim Boulevard, utilizing the construction period can be a good way to display public art on temporary fencing. This will build excitement for what is to come and offer a new experience for people using the street.





Soft Spaces

Spaces that are well maintained with landscaping and seating will not only soften the look and feel of Blenheim Boulevard, but will also reinforce the beauty of the rest of Fairfax City into the corridor. Keeping the natural materials of wood and native plantings maintain the vision principle that Blenheim Boulevard is green. Soft spaces will create an opportunity for peace and rest away from movement of the street.





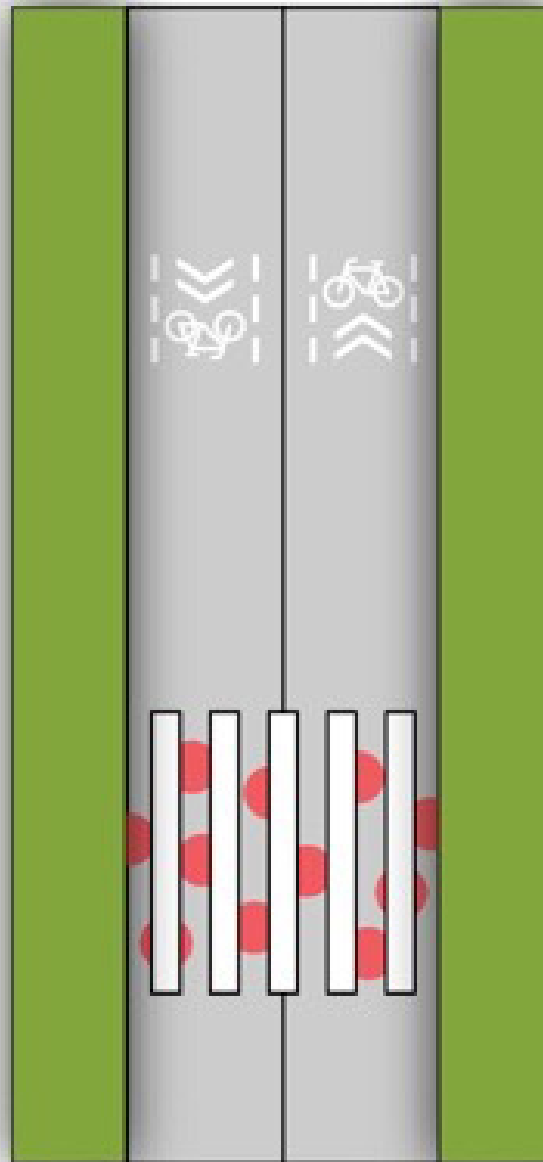
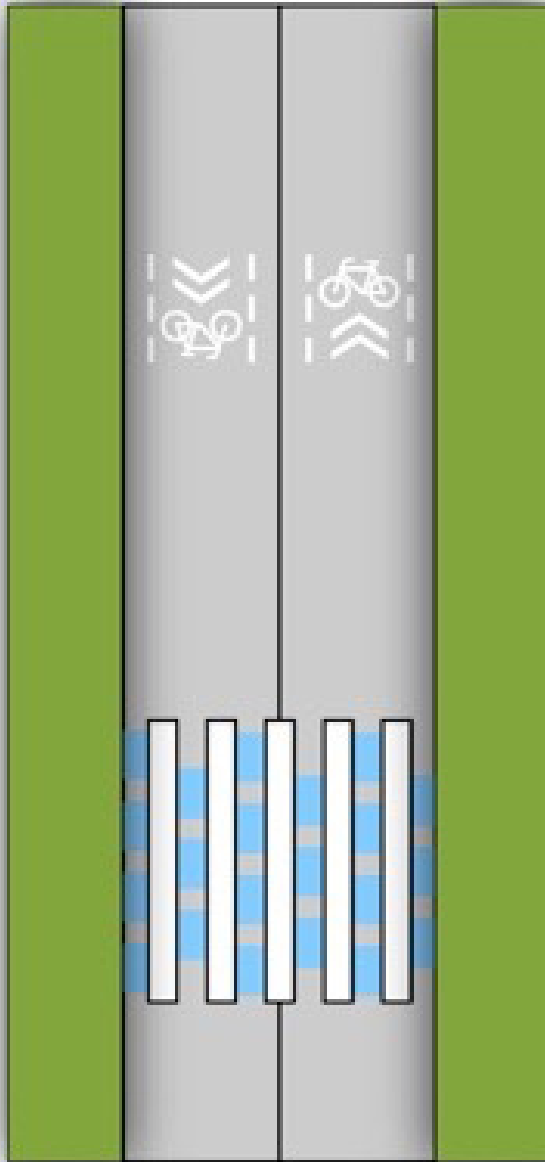
RETAINING WALLS

Parts of Blenheim Boulevard already offer a nice visual element that live into the corridor's natural landscape. New retaining walls should use the same material and design.



COMFORT & REST

Unique and inviting seating offer a place to rest on the corridor. In areas that don't offer shading from trees, pergolas should be considered to provide relief from the sun.



COLORFUL CROSSWALKS

Reinforcing the corridor's wayfinding system into crosswalks on the cycle track add more place identity and also provide a functional use. These crosswalks should be considered leading into the mobility hubs at Layton Hall Drive and at Fairfax High School.



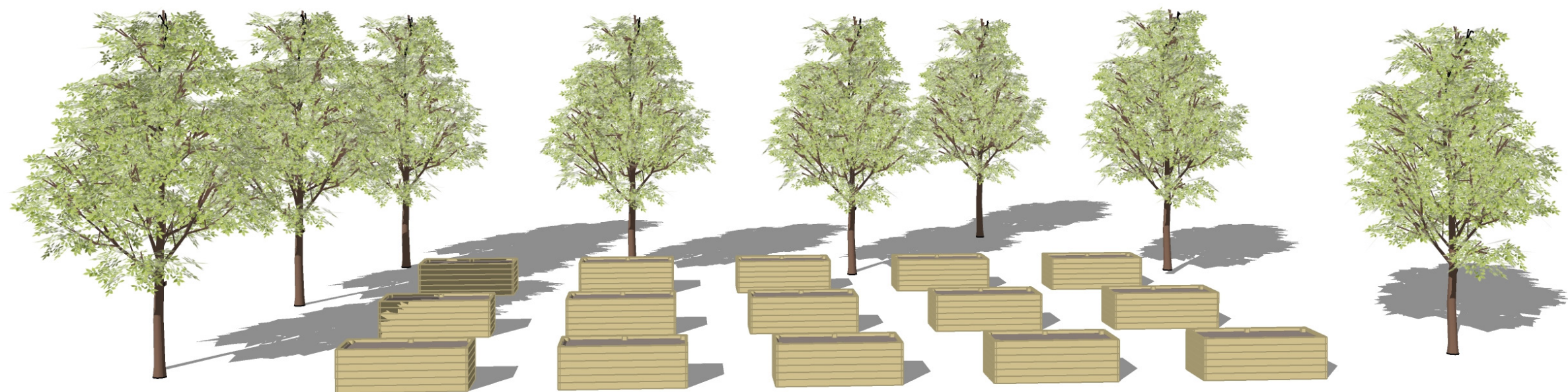
Active Spaces

Blenheim Boulevard is a place to play. With two schools, a beautiful park, and several greenspaces, there are plenty of places for residents to find a 'third place' to gather and connect. The active spaces will be places that create memories and experiences for residents that use Blenheim Boulevard.



SHERWOOD COMMUNITY GARDEN

STACY C. SHERWOOD COMMUNITY CENTER





THE SPACE

As an active event space, Sherwood Community Center plays an important role for Fairfax City residents. The venue sits in the middle of the city and is located next to the popular Van Dyck Park.



THE VISION

Creating a community garden gives residents the opportunity to grow flowers, fruits, and vegetables together. The goal is to provide better access to healthy food and to promote positive social activities.



THE PROGRAM

Seed swaps are a rewarding way to build community and share information about gardening, plant varieties, and each others’ projects. They can be stand-alone events or part of other happenings such as farmers markets, art festivals, flower shows, or other educational events.



THE LION'S DEN

FAIRFAX HIGH SCHOOL





THE SPACE

Over 2,000 students attend Fairfax High School everyday. On the west side of the high school building, this greenspace should be transformed as a plaza for play and learning.



THE VISION

This space should be transformed as a plaza for play and learning. Each turf circle offers a different activity. Some provide seating, others games. The circles give a nod to the corridor's wayfinding system while offering something for everyone to use as a public space.



THE PROGRAM

The plaza can and should be largely unprogrammed for public use. The space should be able to be used for outdoor classroom activities, lunch and learns, or a safe place for students to enjoy before and after school. The space also creates a better experience for CUE riders waiting for their bus.

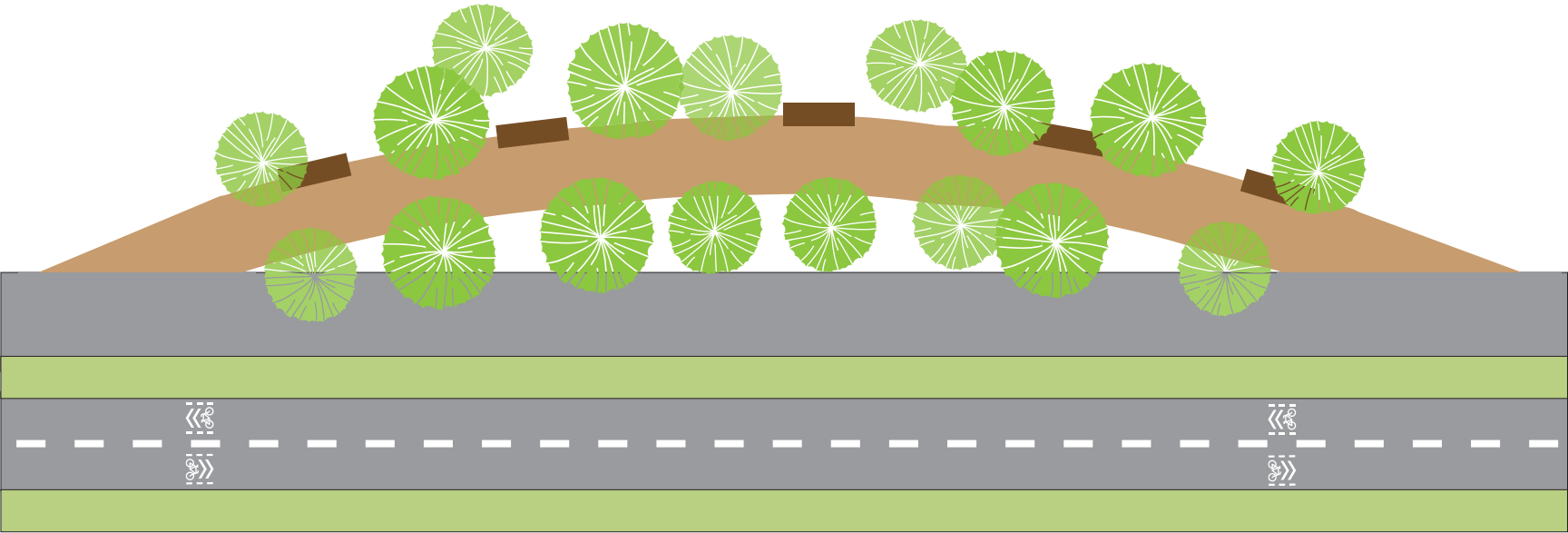


OUTDOOR CLASSROOM

Implementing tiered seating in front of the high school provides a functional space that can be utilized by high school teachers as an outdoor classroom space. The tiered seating will fit into the typography of the land and will face the side of the high school.

THE JEWEL OF THE BOULEVARD

VAN DYCK PARK





THE SPACE

The jewel of Blenheim Boulevard, Van Dyck Park is a true asset to Fairfax City as a centerpiece for activity, play and recreation. The park currently is not easily accessible to pedestrians walking the street and doesn't have a clear entry point.



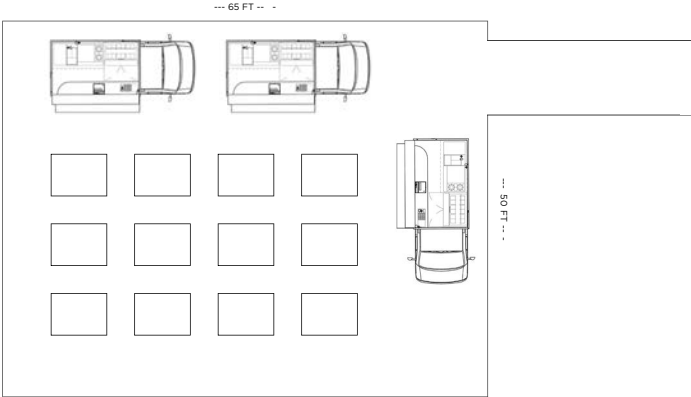
THE VISION

A side trail leads pedestrians off the sidewalk into the canopy of trees at the front of the park, offering a peaceful place to rest away from the movement of Blenheim Boulevard. The trail creates a subtle grand entrance to the beautiful park.



THE PROGRAM

A paved area near the parking lot offers a place for food trucks to park and serve the neighborhood. Electricity and seating are all that are needed to provide a walkable place to eat for all the neighborhoods on Blenheim Boulevard. When not used for food trucks, the space can still be utilized for seating.



THE DRAGON'S LAIR

DANIELS RUN ELEMENTARY SCHOOL



THE SPACE

While Daniels Run Elementary School is largely covered from the corridor by large landscaping, placemaking elements should still be implemented in front of the landscaping that make it known where the school is located to users on the street. A small CUE stop also currently exists in front of the school and should be expanded.

THE VISION

As a space that welcomes hundreds of elementary aged students, it is important that the built environment offers a safe and welcoming space. Adding playful elements such as hopscotch or other interactive activities show awareness to motorists and pedestrians of who are the main users of the space while also providing an unexpected experience for users of all ages.

THE PROGRAM

Adding more robust seating can make the CUE stop here more prominent and accessible. Further, looking into programming such as bike and bus safety programs can teach students at a young age how to use alternative mobility options along Blenheim Boulevard.



LEARN TO RIDE!

A paved area near the parking lot offers a place for food trucks to park and serve the neighborhood. Electricity and seating are all that are needed to provide a walkable place to eat for all the neighborhoods on Blenheim Boulevard.

FIVE:

BLENHEIM BOULEVARD IMPLEMENTATION

●■ Blenheim Boulevard

PLACEMAKING & BRAND IMPLEMENTATION

PHASE	IDENTIFIER	ACTION ITEM	CATEGORY	RESPONSIBLE PARTIES											
PLACE AND BRAND MANAGEMENT															
00-Ongoing	<div><div>KEY</div><table><tr><td>00-Ongoing</td><td>Present - 10 Years</td></tr><tr><td>01- Launch</td><td>First 6 Months</td></tr><tr><td>02- Startup</td><td>First 2 Years</td></tr><tr><td>03-Growth</td><td>2-5 Years</td></tr><tr><td>04-Mature</td><td>5-10 Years</td></tr></table></div>	00-Ongoing	Present - 10 Years	01- Launch	First 6 Months	02- Startup	First 2 Years	03-Growth	2-5 Years	04-Mature	5-10 Years		Manage use of Blenheim Boulevard brand system	Brand Management	City
00-Ongoing		Present - 10 Years													
01- Launch		First 6 Months													
02- Startup		First 2 Years													
03-Growth		2-5 Years													
04-Mature		5-10 Years													
01- Launch			Distribute brand guidelines to all staff members to ensure understanding of rules and best practices.	Brand Management	City										
01- Launch			Work with engineering team to incorporate mobility hubs into the corridor	Experiences	City										
01- Launch			Work with engineering team to and Fairfax High School on acquiring an appropriate amount of space for tiered seating and hot spot treatment	Experiences	City										
01- Launch			Work with engineering team to maintain as much of the existing tree canopy as possible,	Experiences	City										
02- Startup		Create original content for use on social that tells the story of individuals and businesses giving a human touch. For example, create a video featuring business owners to promote Small Business Week.	Content Strategy	City with CivicBrand or 3rd party consultant											
02- Startup		Consider naming opportunities with future events that align with brand strategy.	Community Buy-in	City with CivicBrand or 3rd party consultant											
02- Startup		Install branded signage during construction.	Experiences	City											
02- Startup		Create temporary mural boards with art by local artists to create a nice visual during construction.	Experiences	City											
03- Growth		Implement wayfinding signage throughout the corridor that uses the brand strategy.	Wayfinding	City with CivicBrand and 3rd party Planning consultant											
03-Growth		Consider hiring part-time help for brand and program management.	Brand Management	City											
03-Growth		Implement a branded 'recreation station' equipment rental program where visitors/residents can rent games, sports balls, gardening tools, and other activities to use in Van Dyck Park or other areas along the corridor.	Experiences	City											
03-Growth		Install branded street banners with the newly installed corridor lighting.	Brand Management	City											
03-Growth		Install pedestrian amenities such as benches, trash receptacles, planters, and artificial shade along the corridor.	Experiences	City											
03-Growth		Build and manage a community garden space in from of Sherwood Community Center	Experiences	City											
03-Growth		Work with artists to install public art features throughout the corridor.	Experiences	City											
04-Mature		Plan an annual sidewalk chalk festival on Blenheim Boulevard	Experiences	City											
04-Mature		Plan a yarn bomb on Blenheim Boulevard	Experiences	City											
04-Mature		Work with the parks master plan on a new entrance for Van Dyck Park	Experiences	City with CivicBrand and 3rd party Planning consultant											
04-Mature		Install newly branded signage along adjoining trails to add vibrancy and consistency to the trails and show the connection between the corridor and other trails.	Experiences	City											
04-Mature		Consider developing a 501c6 and consider hiring a full-time, dedicated brand and program manager.	Brand Management	City											
MARKETING CONSIDERATIONS															
			Develop a Passport program where visitors and residents can keep track of where they go, learn more about the area, receive discounts/coupons, etc.	Experiences	City with CivicBrand or 3rd party consultant										
			Develop a treasure hunt or badge/stamp program for kids, using the passport as a way for them to record their finds and receive discounts or free items	Experiences	City with CivicBrand or 3rd party consultant										
			Design initial line of Fairfax City branded merchandise, including shirts, hats, water bottles, drink koozies, etc. in partnership with existing business.	Merchandising	City with CivicBrand or 3rd party consultant										
			Work with local business owners to sell city-made branded merchandise at their shops (with potential percentage fee agreement)	Merchandising	City										
			Design and hand out window cling/sticker for businesses who sell branded merchandise to display	Merchandising	City with CivicBrand or 3rd party consultant										
			Organize an on-brand Guinness World Record-setting activity for the community to participate in	Experiences	City										

FUNDING OPPORTUNITIES

NEA OUR TOWN

Creative Placemaking grants program

<https://www.arts.gov/grants/our-town>

NATIONAL ASSOCIATION OF REALTORS (NAR)

1. Placemaking Grants

<https://realtorparty.realtor/community-outreach/placemaking>

NAR's Placemaking Initiative encourages REALTOR® associations and their members, to engage in Placemaking in their communities. The Placemaking Micro-Grant is available to REALTOR® associations to help them plan, organize, implement and maintain Lighter, Quicker, Cheaper Placemaking activities in their communities. REALTORS® are uniquely positioned to help communities build better public spaces, with their vested interest in making sure people can purchase homes in areas with a strong sense of place. There are two levels of funding: Level 1 awards up to \$1,500 for projects that renew and revitalize exiting public spaces; Level 2 awards up to \$5,000 for projects that create new public spaces.

2. Smart Growth Grants

<https://realtorparty.realtor/community-outreach/smartgrowth/>
NAR's Smart Growth Grants support state and local REALTOR® Associations' efforts to advance programs, policies and initiatives aligned with one or more of the 10 Smart Growth Principles. There are three levels of funding: Level 1 awards up to \$1,500; Level 2 awards up to \$5,000; Level 3 awards up to \$10,000.

NATIONAL TRUST PRESERVATION FUNDS

<https://forum.savingplaces.org/build/funding/grantseekers/preservation-funds>

Grants from National Trust Preservation Funds (NTPF) are intended to encourage preservation at the local level by supporting on-going preservation work and by providing seed money for preservation projects. These grants help stimulate public discussion, enable local groups to gain the technical expertise needed for preservation projects, introduce the public to preservation concepts and techniques, and encourage financial participation by the private sector. A small grant at the right time can go a long way and is often the catalyst that inspires a community to take action on a preservation project. Grants generally start at \$2,500 and range up to \$5,000. There are three deadlines per year in February, June, and October. The selection process is very competitive.

AARP COMMUNITY CHALLENGE GRANT

<https://www.aarp.org/livable-communities/community-challenge/>

The flagship AARP Community Challenge grants have ranged from several hundred dollars for smaller, short-term activities to tens of thousands of dollars for larger projects. Since 2017, AARP has funded projects ranging from \$500 to \$50,000 with an average grant amount of \$11,900 (83 percent of grants have been under \$20,000.) AARP reserves the right to award compelling projects of any dollar amount. We are accepting applications for projects that benefit residents — especially those age 50 and older.

PATRONICITY

<https://www.patronicity.com/>

Patronicity is a civic crowdfunding platform that brings together local citizens and sponsors to support great initiatives in their communities. Patronicity will work with organizations, with grant dollars, to create the next level in community crowdfunding, a term Patronicity has coined as "crowdgranting". But, if cities or organizations do not qualify for matching grant opportunities, they are still invited to work with Patronicity to raise awareness, donations, capacity, and sustainability for their projects. Patronicity gives direct service by being available to talk by phone, email or in-person to develop the best campaign.

KAUFFMANN FOUNDATION

<https://www.kauffman.org/grants/grantseekers/>

The Kauffman Foundation is open to new ideas and innovative project submissions at any time throughout the year. We do not have proposal deadlines or established maximum and minimum dollar amounts. Grant amounts vary depending on the scope of the specific project and the size of the organization.

EPA SMART GROWTH GRANTS

<https://www.epa.gov/smartgrowth/epa-smart-growthgrants-and-other-funding>

APPENDIX: BLENHEIM BOULEVARD BRANDING GUIDELINES

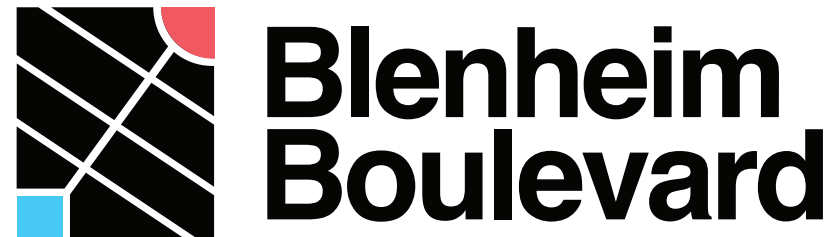
●■ Blenheim Boulevard

Logomark

Our logo is the face of Blenheim Boulevard - the primary visual expression that we use to identify ourselves. This means we need to be careful to use it correctly and to do so consistently.

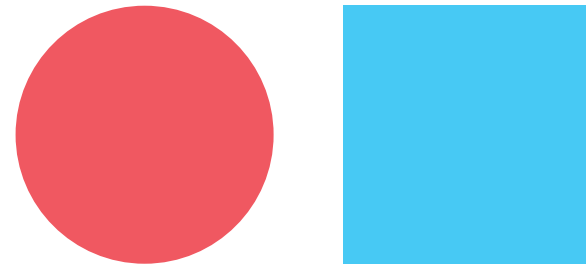


Primary Logomark



Logomark

Like the primary logo, the secondary logo serves as another face of Blenheim Boulevard. This logo can be used interchangeably with the primary logo when deemed necessary.

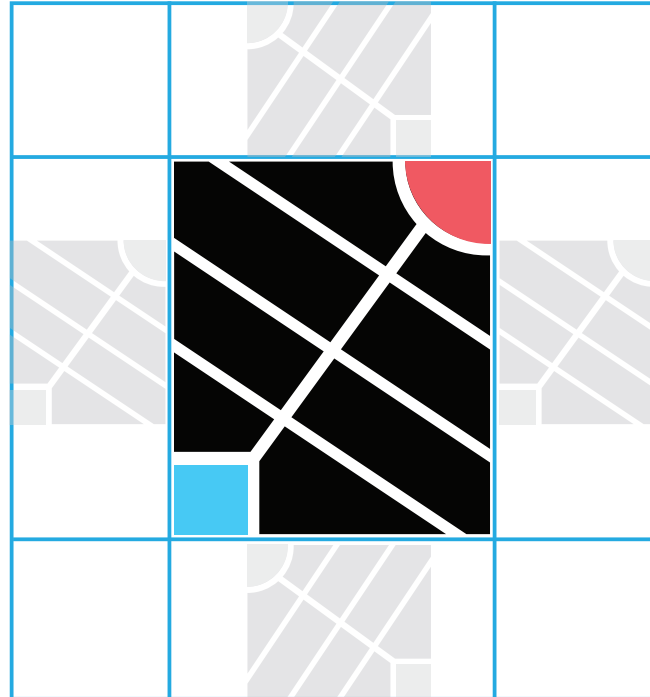


Secondary Logomark



Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter B.



Logo Variations

The Blenheim Boulevard logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or the red or blue color logo.

Logo & Brand Identity Guidelines



**Blenheim
Boulevard**

Full color



Blenheim Boulevard

Full color



**Blenheim
Boulevard**

Full color with background



Blenheim Boulevard

Full color with background



**Blenheim
Boulevard**

One color



Blenheim Boulevard

One color



**Blenheim
Boulevard**

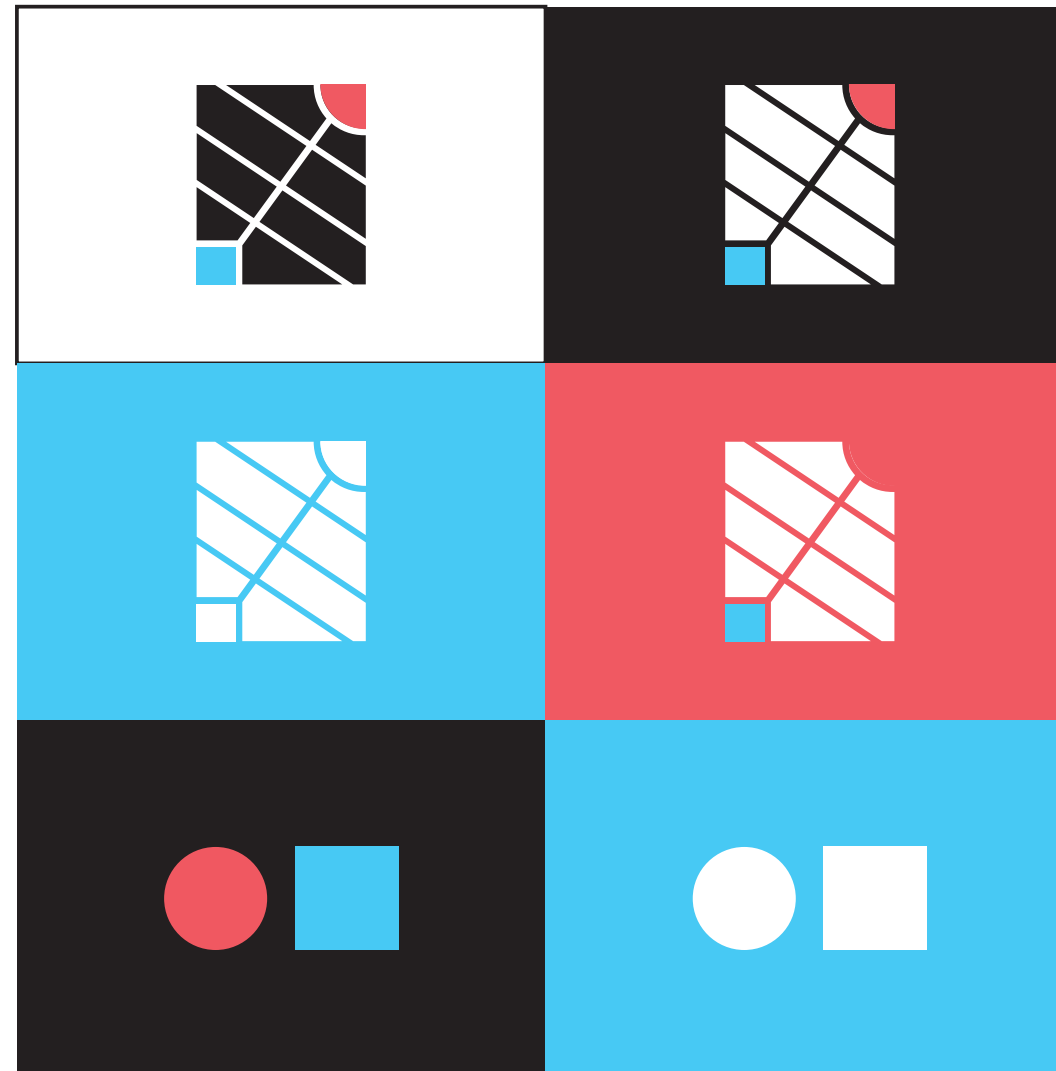
One color : Reverse



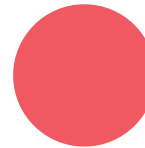
Blenheim Boulevard

One color : Reverse

Background



Primary Colors

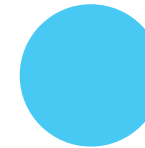


CMYK

0 80 54 0

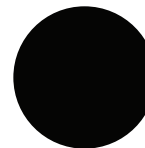
HEX

#F15B62



58 0 0 0

#4CC8F4

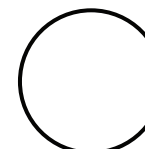


CMYK

75 68 67 90

HEX

#010101



0 0 0 0

#FFFFFF

The Typeface Family

Only one font styles are used for the logo, typeface family: Helvetica

When to Use:

Helvetica Bold is the primary font used for the logotype/logo wording.

When to Use:

Helvetica (regular) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Helvetica (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Helvetica (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
YZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Nexa

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.

Logo & Brand Identity Guidelines





**Blenheim
Boulevard**