

PROJECT BACKGROUND

Route 104 provides the primary access point into the Village of Fairfax

The community has recognized its Village through a Village Center Designation with the State of Vermont

Fairfax has pursued several planning studies (Non-Motorized Transportation and a Pedestrian Scoping Study) related to mobility. Some of these studies addressed (in some ways) the arrival to town.

Efforts are underway to expand sidewalks in Town. Town offices have been relocated to the intersection of Buck Hollow Road and Main Street. Recent senior housing has been built in the Village core. Changes in the community are happening, but identifying Fairfax as a real village remains illusive.

Study is commissioned to help explore how this identity might be established and support longer-term growth and vibrancy within the Village Center.

PROJECT GOALS

1. Create a welcoming public process to broaden the conversation about the identity for Fairfax
2. Explore a range of options that help establish a welcoming atmosphere on the entry points to Fairfax
3. Establish options that address a wide variety of community concerns or interests; safety of pedestrians, speed of vehicles, sense of place, support of local businesses
4. Use the results of the work to inform future decision-making and as guidance to long-range investments

PROJECT STUDY AREA

Study extends from the Route 104A/Route 104 intersection to just past Minor's Store along Route 104 heading east.



DATA COLLECTION – DRONES!

3D Point Cloud provides detailed information on terrain and buildings – useful for short and long-term needs



DATA COLLECTION – ELECTION DAY

On Election Day (November 8th) residents were invited to participate on some informal “voting” related to the perceptions of Fairfax Village, where the “gateway” to the village started and how vehicle speeds might influence the experience.

QUESTION - DO YOU THINK THAT VEHICLE SPEEDS ARE TOO HIGH IN FAIRFAX VILLAGE? (put a dot in the answer you decide)

(That is, Do vehicles travel too fast? How fast?)

YES	[Dots]
NO	[Dots]
NOT SURE	[Dots]

HAVE A COMMENT OR SUGGESTION? FILL OUT A CARD AND PUT IT IN BOX #1!

FAIRFAX ROUTE 104



ANALYSIS

SE Group identified 5 “Gateway Zones” within the study area where elements could be explored.



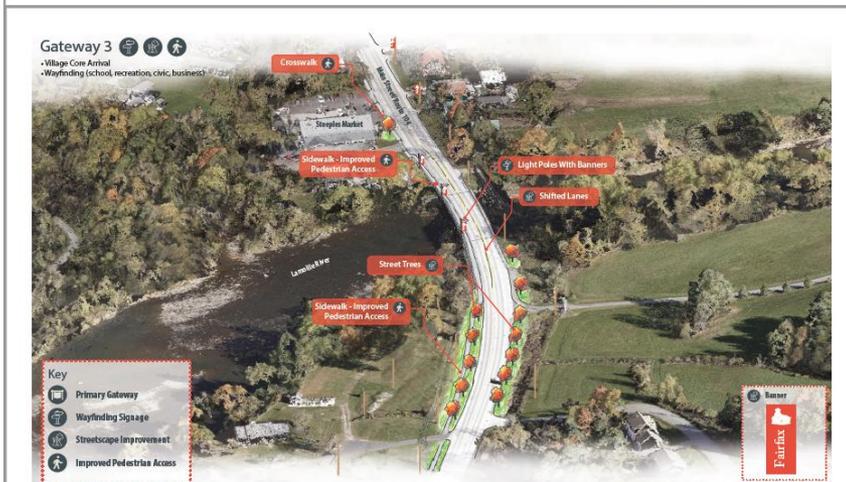
CONCEPTS



Fairfax Gateway Study
 Gateway 1 | Concept Study



Fairfax Gateway Study
 Gateway 2 | Concept Study



Fairfax Gateway Study
 Gateway 3 | Concept Study



Fairfax Gateway Study
 Gateway 4 | Concept Study

CONCEPTS

Concept Studies for each gateway zone have been prepared.



CONCEPTS

Specific Concepts for Logos, Signage and Branding

Community Logos and Brand

Defining a visual logo or graphic branding element can help convey important values about a community. Graphic elements that highlight the natural, historic or cultural attributes of a place often express deeper local meaning.

These elements can be used within signage or gateway signage to provide a sense of cohesion.



Concept 1



Concept 2



Concept 3



Concept 4



Concept 5

Fairfax Gateway Study
Logo and Branding Concepts



Gateway Sign Concept

Wayfinding Sign Concept



Site/Pedestrian Sign Concept



Banner Concept