

Springline and District 60 Branding Process



In 2022, the internationally recognized design firm, Cooper Carry, led a six-month branding process to establish the names for both the new mixed-use development project and the broader gateway area along Midlothian Turnpike and Chippenham Parkway. Cooper Carry worked with a group of more than two dozen county, community and business leaders to develop the names.

Area Brand — District 60

The group's first task was creating an identifiable and recognizable name for this growing gateway area that encompasses the new mixed use development, Stonebridge, adjacent businesses and future developments in the area. Cooper Carry conducted research on the region, including reviewing existing local brands and other identifiable regional names. Using that information and a series of informational meetings and interviews, the team developed and presented 18 naming options to the local stakeholder group.



A series of meetings and charrettes provided a forum for robust discussion, which led to further revisions and refinements. In the end, the group chose District 60, which builds on the familiarity of Midlothian Turnpike (Route 60) but with a contemporary feel. The name will bring a sense of identity to this growing area that brings together the various spaces for people to live, shop, work, dine and be entertained.

Mixed-Use Development Brand — Springline

To choose a name for the development, Cooper Carry researched the various aspects of the site, surrounding area and region to determine possible alternatives. After conducting interviews and small group discussions, the branding team developed more than a dozen naming options. After broader stakeholder meetings and charrettes, it was determined that the group wanted a name that both celebrated the vibrant history of the site, but with a contemporary feel that represents the vibrant, fun and diverse places that will characterize the development.

Springline was the overwhelming choice. The name gives nod to nearby Beaufont Springs, which has a rich and interesting history. Beaufont Springs was home to both a thriving water bottling company as well as recreational area for picnics, sports and private parties. The mixed use development will similarly be characterized by vibrant green spaces for community events, relaxation and exercise. Taken together, Springline at District 60 represents an energetic and welcoming gathering place for the community.

