



Aerotropolis ATLANTA

COMMUNITY IMPROVEMENT DISTRICTS

SIGNAGE AND WAYFINDING

Phase I: Concept Design

Completed June 2018

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IN COLLABORATION WITH HUIE DESIGN

INTRODUCTION

The 2016 Aerotropolis Atlanta Community Improvement Districts (AACIDs) Master Plan identified the need for a unified signage and wayfinding system. Aerotropolis-area signage will create a recognizable brand that highlights the Aerotropolis district and its members cities and unincorporated areas. This unification of the municipalities and jurisdictions that make up the AACIDs area is critical to positioning the district to attract economic development and investment. With careful planning and implementation, the signage and wayfinding system has the power to positively change the perception of the area as well as to simplify navigation for visitors, residents, and employees; provide opportunities for public art; and create a greater sense of place.

The Signage and Wayfinding Plan will serve as a foundational platform from which AACIDs and their partners can create an effective branding initiative for the area. Aerotropolis Atlanta's approach to creating a signage and wayfinding plan began by identifying opportunities for the three sign types outlined below.

REGIONAL SIGNAGE

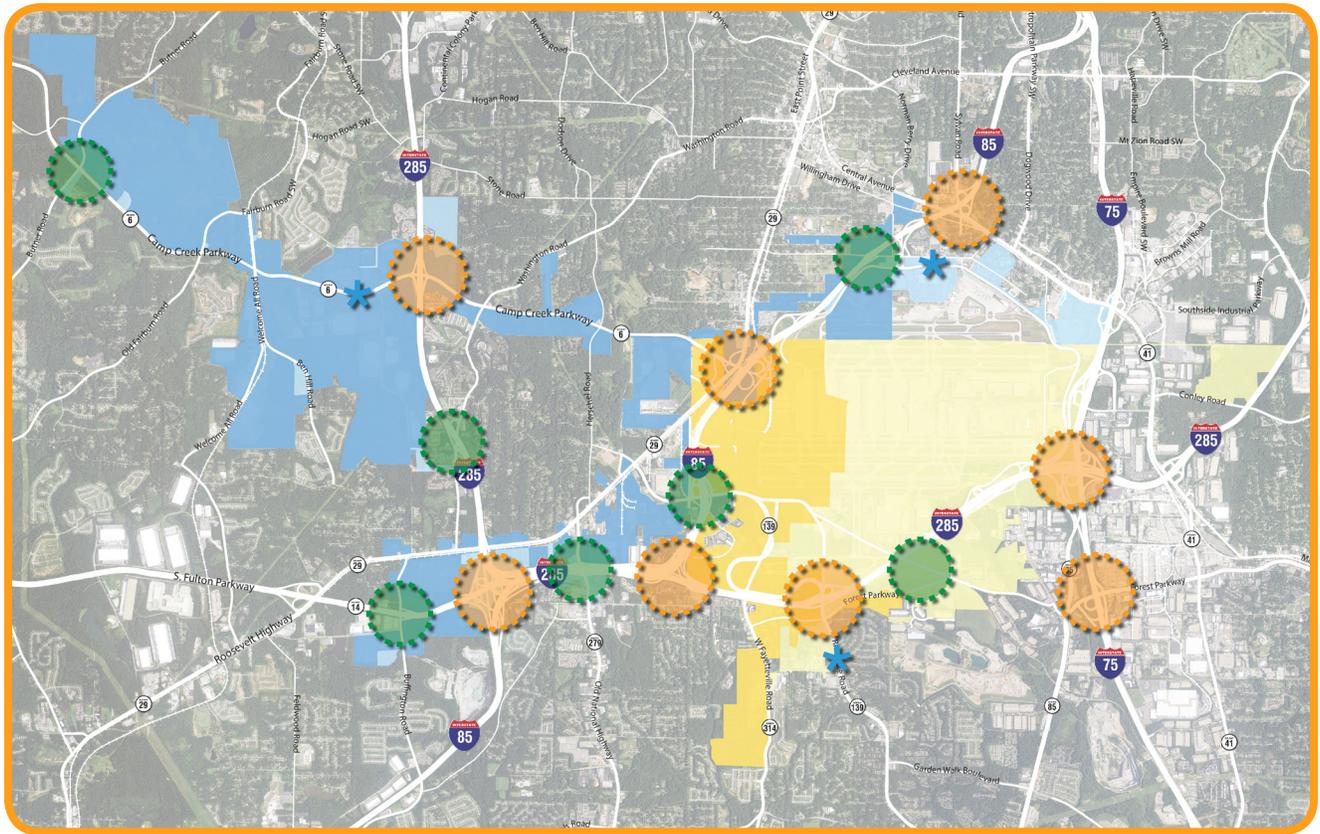
- Large-scale, monumental signage
- Used to establish gateway entrances into the area; does not provide directional information
- Located along major corridors and interstates

DISTRICT SIGNAGE

- Vehicular-scale signage
- Used to direct vehicles to key destinations and landmarks within the area
- Located on arterial roadways

LOCAL SIGNAGE

- Pedestrian-scale signage
- Used to inform and direct pedestrians to local landmarks and attractions within the community
- Located on local roadways and high-foot-traffic areas



Potential Signage Locations from the 2016 AACIDs Master Plan

The 2016 AACIDs Master Plan identified two main plan goals: 1) Enhance the area’s brand and perception and 2) Foster economic development. In support of these goals, signage and branding was one of four primary objectives of the master plan.

The signage and wayfinding effort was broken into two phases. The first phase, which started in late 2017, was focused on developing an initial conceptual design package for the Signage and Wayfinding Plan. Phase 2 will refine and complete the design of each sign type as well as prepare construction documents to implement the signage program; the second phase of the Signage and Wayfinding Plan is anticipated to begin in 2019. This report summarizes the first phase of the signage and wayfinding planning process.

PHASE 1

Develop an initial conceptual design package for the AACIDs Signage and Wayfinding Plan.

PHASE 2

Refine and complete the design of each sign type, and prepare for construction and implementation of the signage program.



PROCESS

The design of the signage and wayfinding system provides the AACIDs the opportunity to develop a cohesive brand with a unified visual identity for the area. Building from the design package for the Camp Creek Parkway Diverging Diamond Interchange (DDI) and signage at Hartsfield-Jackson Atlanta International Airport, this brand should be easily identifiable and applied to high-traffic areas with the CID area. To achieve this balance, the planning team defined two primary goals for the Signage and Wayfinding Plan.

SIGNAGE AND WAYFINDING PLAN GOALS

1. Help simplify the ability to navigate within and across the AACIDs with the use of clear and contemporary vehicular- and pedestrian-scale wayfinding signage
2. Enhance the AACIDs' brand and awareness

SIGNAGE AND WAYFINDING PROCESS

To support the achievement of the Signage and Wayfinding Plan's goals, the plan established a structured process to guide the development for the first phase of the plan. This process included:

1. Reviewing existing area signage, wayfinding, and branding
2. Facilitating a collective vision that led to the creation of a signage and wayfinding package for the AACIDs area that is visually attractive and enhances the brand, reputation, and perception of the area
3. Providing a sign type/design style that can be utilized as a consistent marker throughout the area
4. Identifying and clarifying appropriate locations for various sign types and a preliminary implementation budget
5. Crafting a series of sign designs and guidelines that allows for the implementation of new signage to remain consistent over time



OPPORTUNITIES AND CHALLENGES

Early in the Signage and Wayfinding Plan process, the planning team and the AACIDs identified the following opportunities and challenges for the plan, which were later reinforced through stakeholder input:

OPPORTUNITIES

- Cultivate long-lasting partnerships with local municipalities, jurisdictions, organizations, and institutions throughout the AACIDs area
- Create a unifying identifier for the AACIDs area that creates a strong identity and inspires community pride
- Heighten the area’s brand and perception

CHALLENGES

- The AACIDs area is vast and encompasses a large mixture of land uses
- Each jurisdiction, organization, and institution has its own approach to branding and signage, which poses challenges for a singular, unifying brand and identity as well as creates the potential for competing or conflicting identities
- Most of the permanent signage within the districts is business- and industry-related

MUNICIPALITIES/JURISDICTIONS



COMMUNITY ORGANIZATIONS



OTHER AREA ORGANIZATIONS





EXISTING CONDITIONS

To create a Signage and Wayfinding Plan for the AACIDs, the planning team first needed to understand current conditions and any wayfinding and signage systems that exist in the area. This analysis included the following components:

- Inventory and assessment of signage, branding, and wayfinding
- Research and analysis of:
 - *Current Plans and Initiatives*
 - *Major Destinations*
 - *Transportation Gateways*
 - *Current signage policies, codes, and ordinances*
- Collect feedback from stakeholders via individual interviews and group meetings
- Identify regulations that may impact the design or location of wayfinding signage

The following pages provide a summary of the existing conditions analysis conducted within the district and participating jurisdictions. The jurisdictions included a total of six municipalities and two counties:

- City of Atlanta
- City of College Park
- City of East Point
- City of Forest Park
- City of Hapeville
- City of South Fulton
- Clayton County
- Fulton County



INVENTORY AND ASSESSMENT

Districtwide site visits were conducted over a three-day period to catalog the wide variety of existing signage and wayfinding conditions throughout the area. Perhaps the most striking observation was the variation of design character, font, and color scheme across the jurisdictions and destinations of the AACIDs area. While existing signage helps identify specific entities within the area, the vastly different signage and branding styles present a challenge in developing a single logo and brand for the districts, further highlighting the need for flexibility in the signage and wayfinding program.



Existing Signage Features

Each municipality or jurisdiction has its own approach to and hierarchy of signage throughout their respective areas. In some municipalities or jurisdictions, large vehicular-scale gateway signage provides landmark entry points into and out of the city along major roadway corridors. These gateway signs are constructed predominantly of masonry and wooden materials, and are 6 to 8 feet tall, with the tallest reaching upwards of 20 feet.

The cities of College Park, Hapeville, and Forest Park have signage indicating districts or areas of interest within their downtown cores. These signs are predominately smaller in scale, are oriented to direct vehicles traveling along low-speed roadways through city centers, and are often constructed of wood or other similar materials.

Pedestrian-scale wayfinding signage is only found within the downtown area of College Park. The signage is pole-mounted and scaled for both pedestrians traveling by foot or vehicles traveling at low-speeds. A sample of photos collected during the inventory site visits are located on the adjacent page.

RESEARCH AND ANALYSIS

To further investigate existing conditions, the planning team reviewed and analyzed the following elements:

- Current Plans and Initiatives
- Major Destinations
- Transportation Gateways
- Current signage policies, codes, and ordinances

CURRENT PLANS AND INITIATIVE

In discussion with partner cities, the following wayfinding and signage initiatives were reviewed for each city:

- **Atlanta:** no major plans
- **College Park:** recent gateway and wayfinding signs
- **East Point:** no major plans
- **Forest Park:** updating brand, installing new signs
- **Hapeville:** considering new gateway signs
- **South Fulton:** new city, name, and brand in progress; “Good Things” signs previously placed throughout the area
- **Clayton County:** no formal signage for the area
- **Fulton County:** no formal signage for the area





SIGNAGE AND WAYFINDING

Phase I: Concept Design

MAJOR DESTINATIONS

The planning team compiled a list of key destinations throughout the AACIDs area, noting that there are varying degrees of districtwide importance for destinations. This list was further refined in interviews with the municipalities and jurisdictions as well as through stakeholder interviews before the planning team categorized the destinations into a hierarchy defined as regional, district, and local destinations (from largest/more prominent to smaller/less prominent).

Regional Destinations

Regional destinations are represented by significant places of interest for out-of-town travelers. Signage in these areas tends to be large in scale, is typically located along high-traffic corridors or interstates, and usually helps travelers navigate through simple, clear, and concise messages.

Regional destinations in the AACIDs area include:

- Camp Creek Marketplace
- Chick-fil-A Headquarters
- Delta Airlines Headquarters
- Delta Flight Museum
- Georgia International Conference Center (GICC)
- Hartsfield-Jackson Atlanta International Airport
- Manheim Auto Auctions
- MARTA Transit Stations
- Municipal Centers and Downtowns
- Phoenix Boulevard Office Park
- Porsche Experience Center
- Woodward Academy





District Destinations

District destinations are represented by significant places of interest for local travelers. Signage in these areas tends to be vehicular-oriented in scale, is typically located along arterial roadways, and usually helps travelers navigate through various cities, districts, neighborhoods, and communities.

District destinations in the AACIDs area include:

- City Halls, Parks, and Public Spaces
- Dick Lane Velodrome
- Flint River
- Fort Gillem
- Georgia Soccer Park
- Old National Highway
- Phoenix Boulevard/Forest Parkway
- Riverdale Road
- Virginia Avenue Corridor
- Wolf Creek Amphitheater

Local Destinations

Local destinations are represented by significant places of interest for those who are already within a given district, looking for points of interest. Signage in these areas tends to be pedestrian-scale, is typically located along local roadways and high foot-traffic areas, and usually helps pedestrians navigate to community amenities.

Local destinations in the AACIDs area include:

- Business Districts
- City Halls, Parks, and Public Spaces
- Fair Grounds
- Historic Neighborhoods and Landmarks
- Trails and Pathways
- Visitor Centers

TRANSPORTATION GATEWAYS

Hartsfield-Jackson Atlanta International Airport serves as one of the most visible and important gateways into the City of Atlanta. Additionally, many visitors travel along one of the district's interstate corridors into and out of the Atlanta metropolitan region. Throughout the 2016 AACIDs Master Plan public engagement process, community members and stakeholders expressed a desire to see the area's interchanges improve and adapt to become better entryways into the community.

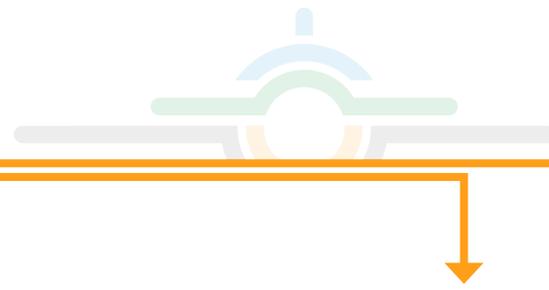
Interchanges serve as an opportunity to locate a regionally significant monument sign. While every interchange is important, the planning team, with the help of the community and CIDs leaders, focused their attention on eight of the most visible interchanges. These interchanges include:

- Interstate 285 at Camp Creek Parkway
- Interstate 285 at South Fulton Parkway
- Interstate 285 at Interstate 85
- Interstate 85 at Virginia Avenue
- Interstate 285 at Riverdale Road
- Interstate 285 at Interstate 75
- Interstate 75 at Virginia Avenue
- Interstate 75 at Forest Parkway

Following the priority monument signs at interchanges, vehicular-scale signs should direct drivers to district destinations and landmarks. These signs are typically located along arterial roadway corridors providing simple directional information to districts, neighborhoods, and communities. Within the district are four major corridors with the potential for significant development or redevelopment where vehicular-signs should be prioritized:

- Camp Creek Parkway
- Phoenix Boulevard
- Buffington Road/South Fulton Parkway
- Virginia Avenue

Lastly, pedestrian-scale signs located along local roadways and high foot-traffic areas direct pedestrians to nearby landmarks and attractions. These signs should provide detailed directional information focused on the pathways and directions frequently used by community members and visitors.



POLICIES, CODES, AND ORDINANCES

The planning team reviewed and analyzed current sign policies, codes, and ordinances to identify potential impacts and restraints that the Signage and Wayfinding Plan should consider. Prior to implementation, the AACIDs will need to work with each city to ensure that applicable signage regulations are met.

Based on the review of existing policies and the overall goals of the Signage and Wayfinding Plan, the following key regulatory requirements were considered for concept development:

- Determine definable signage area
 - *Consider 1) how much of the structure is sign? and 2) what is artwork vs. signage?*
- Determine allowable square footages
 - *Note that square footages vary tremendously by city and are predominately measured and restricted by the type of land use*
- Determine allowable lighting options
 - *Two types of illumination, based on source:*
 - » **Internal illumination:** lighting is limited to text and logo type; maximum intensity limits
 - » **External illumination:** need to consider placement and orientation of external lights to reduce glare; promotes dark sky
- Verify district-based signage regulations
 - *Existing Corridor/Area Overlays*
 - » Convention Center District (College Park)
 - » Main Street (Forest Park)
 - » Old National Overlay District (College Park)
 - » Virginia Avenue Neighborhood Corridor (College Park)



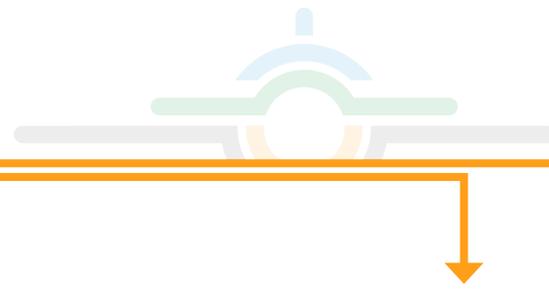
STAKEHOLDER INTERVIEWS

As part of the goals and vision definition process, the planning team conducted stakeholder interviews. A combination of one-on-one and small group sessions were held with local officials from participating jurisdictions, community leaders, property/business owners, and AACIDs members to discuss signage and wayfinding challenges, opportunities, and desired elements and/or characteristics.

Organizations that participated in the interviews included:

- AACIDs Board Members
- Aerotropolis Atlanta Alliance
- Atlanta Hartsfield-Jackson International Airport
- City of Atlanta
- City of College Park
- City of East Point
- City of Forest Park
- City of Hapeville
- City of South Fulton
- Clayton County
- Delta Airlines
- Fulton County

In these interviews, most stakeholders expressed that they wanted signage that has a modern look and feel; is located along freeways, major interchanges, and near entrances of significant destinations; incorporates public art into its design; and features their municipality name (rather than a city logo or seal). These stakeholders also expressed concerns about the signage program being flexible to adapt and include multiple sign variations. In addition, stakeholders voiced concerns about the potential for the district signage to conflict with city signage in historic downtown areas.



DESIRES AND CONCERNS

From the stakeholder interviews, the following desires and concerns were identified and used to inform the wayfinding design process.

Design

Desires

- Incorporate municipality name and not necessarily logo/seal
- Create a modern feel and approach
- Consider more traditional design elements (e.g., brick, per the City of Hapeville)

Concerns

- Creating unintentional competition between the AACIDs brand and the brands of established downtown areas
- Identifying a complementary look to each city's individual brand

Location

Desires

- Locate along freeways, major interchanges, and walkways throughout the AACIDs area
- Prioritize the entrances of
 - *Regional Attractions*
 - *Public Parks/Facilities*

Concerns

- Limiting Aerotropolis signage in and around historic/cultural districts

Programming

Desires

- Identify appropriate directional signage to the following locations:
 - *Activity Centers*
 - » Downtown and Historic Districts
 - » Main Streets and Corridors
 - *Public Infrastructure*
 - » Public Parks and City Facilities
 - » Community and Visitor Centers
 - *Large Visitor Attractors*
 - » Hartsfield-Jackson Atlanta International Airport
 - » Lakewood and Wolf Pen Creek Amphitheaters
 - *Major Facilities/Locations*
 - » MARTA Stations
 - » Fort Gillem
 - » Delta Flight Museum

Concerns

- Producing an over saturation of signage across the AACIDs area
- Ensuring an equal level of attention/consideration for each jurisdiction





Public Art

Several of the cities, including College Park and Hapeville, see the Signage and Wayfinding Plan as a way to introduce additional public art. Thus, there is an identified desire to incorporate public art into the signage designs, especially for larger scaled signage.



CONCEPT DEVELOPMENT

A stakeholder meeting was held in December 2017 to bring stakeholders together for a collaborative visioning session. As part of this session, Huie Design provided an overview and description of the three key elements needed to build a unique identity for the AACIDs area: brand, art, and wayfinding. While each of these elements are related, key independent elements helped educate participating stakeholders on how to analyze and frame the discussion to determine key points of agreement for the Signage and Wayfinding Plan.

BRAND

- Design a unique symbol, words, or a combination
- Create districtwide identity, known as “Aerotropolis”
- Target consumers (locals and visitors)
- Enhance community perceptions
- Complement branding for downtown districts, area destinations, and landmarks
- Develop branding kit-of-parts: Pict-o-grams, patterns, color, materials, finishes, artwork, texture, and sign shapes (all build on and reflect the brand)

ART

- Express creative imagination in a visual form
- Feature sculpture, painting, or other art form(s)
- Reflects the AACIDs brand

WAYFINDING

- Enforces a cognitive and physical process
- Enhances the experience of locating, following, or discovering a route through the AACIDs area to downtown districts, area destinations, and landmarks



KEY POINTS OF AGREEMENT

Feedback gathered during the December 2017 stakeholder meeting sought to define signage and wayfinding characteristics by identifying key points of agreement across stakeholder participants. A summary of their desired features for the concepts in the Signage and Wayfinding Plan is outlined below:

SIGNAGE AND WAYFINDING CHARACTERISTICS

Brand

- Clean
- Contemporary
- Modern

Materials

- Metal
- Stone
- Concrete
- Patterned/Textured Materials

Scale

- Iconic
- Legible

BRANDING THE DISTRICT AS “AEROTROPOLIS”

In 2016, The Aerotropolis Atlanta Alliance undertook a *Blueprint* process to develop a strategy to leverage the airport as a major asset to drive economic investment, job growth, and quality of life in the areas in and around Hartsfield-Jackson Atlanta International Airport. This plan defined 4 major goal:

- **Improved perception of the area within the Aerotropolis** - accomplished through *Blueprint* rollout, branding, marketing, word of mouth, and positive media coverage.
- **Increased economic investment** - expansion of existing businesses, and headquarter locations.
- **A true partnership** - working and thriving partnerships help facilitate information transfer and a high level of customer service.
- **Advancing our catalyst sites** - these areas of opportunity are those that will have elevated interest in the Aerotropolis.

The Aerotropolis Atlanta Alliance’s *Blueprint* leverages a regional approach to economic development, which is also defined in the Atlanta Regional Commission’s *The Atlanta Region’s Plan*. With this regional strategy and the AACIDs’ Master Plan goals of 1) enhancing the area’s brand and perception and 2) fostering economic development, the signage and wayfinding plan presents an opportunity to brand the district as a singular place, creating an identity to position the area of success—Aerotropolis. This approach is a trend emerging across the country that leverages airports as a gateway for economic development by establishing “airport cities” and “aerotropoli.”

CONCEPTS

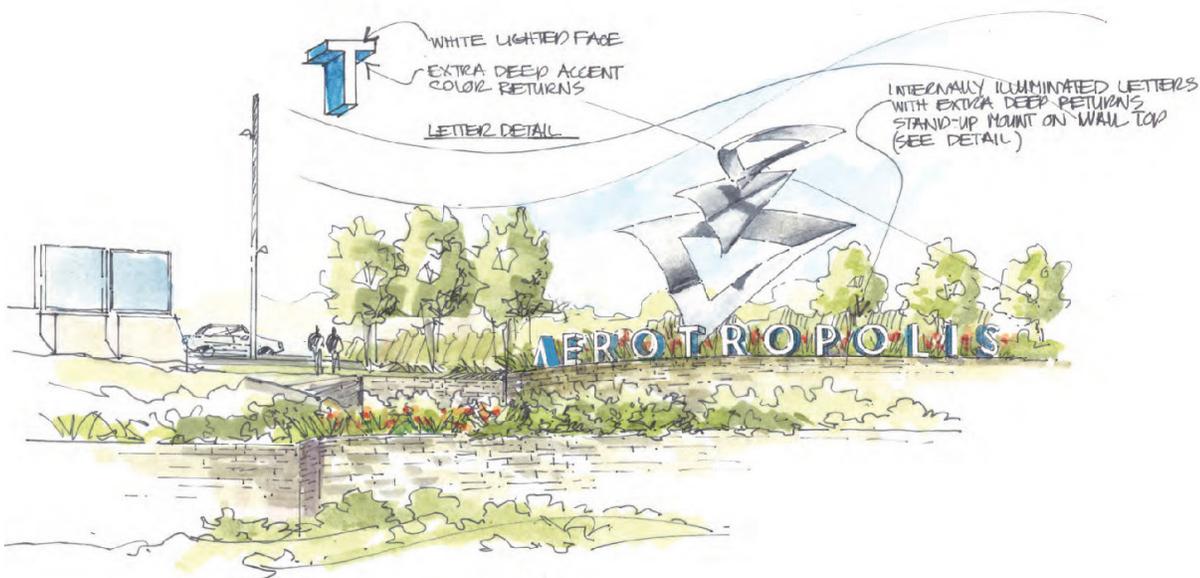
Using information and details gathered during the existing conditions phase as well as information gathered from various stakeholder discussions and interviews, the design team created a series of five initial design options for Aerotropolis area signage. Following stakeholder committee review and critical analysis of each design option, the team created two refined design options and provided illustrations for each sign type (regional, district, and local). These options were further refined by the plan’s stakeholders and the AACIDs staff to determine the preferred signage concepts.

The preferred signage concepts are not a single sign design but rather a kit-of-parts, which includes three components that can be varied based on the scale and character of each potential location. The signage package includes a vertical signage pylon, horizontal lettering, and a sculptural feature, which can be used in combination with either the vertical pylon or the horizontal lettering. The planning and design team incorporated elements of the districts’ identity into the preferred signage concepts. The vertical pylon, which can incorporate the name of the city it is installed in on the base of its structure, evokes the image of the wing of a plane as well as the letter “A.” The open design allows for the movement of air through the sign—this same openness is replicated in the sculptural feature, which resembles paper airplanes, giving the piece a sense of lift and flight.

The variability offered by the signage package or kit-of-parts meets one of the key criteria of this effort—the need to provide flexibility to adapt the design to each location throughout the district. Additionally, these elements are scalable and can be reduced in size to fit within districts and corridors throughout the AACIDs area, as illustrated in the preferred district and local sign families.

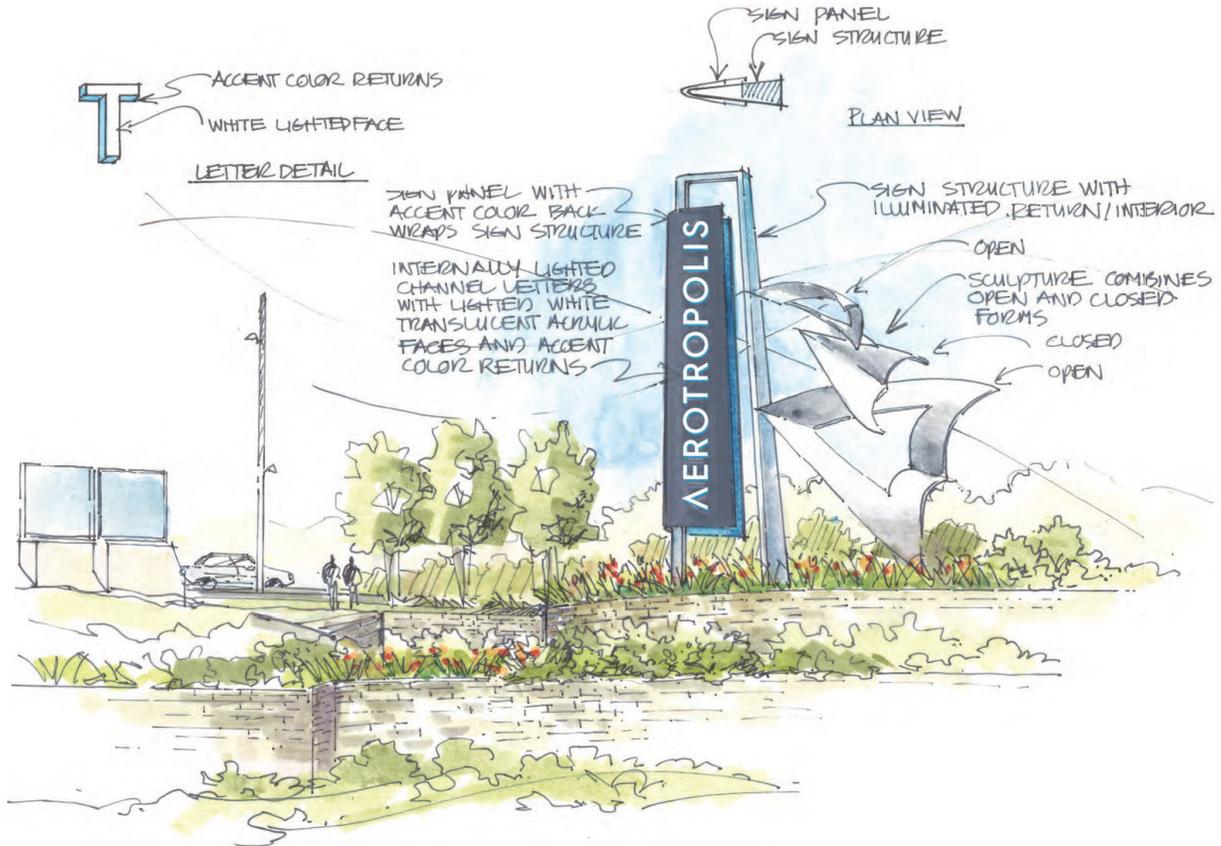
PREFERRED REGIONAL SCALE CONCEPTS

Horizontal Concept (with Sculpture)

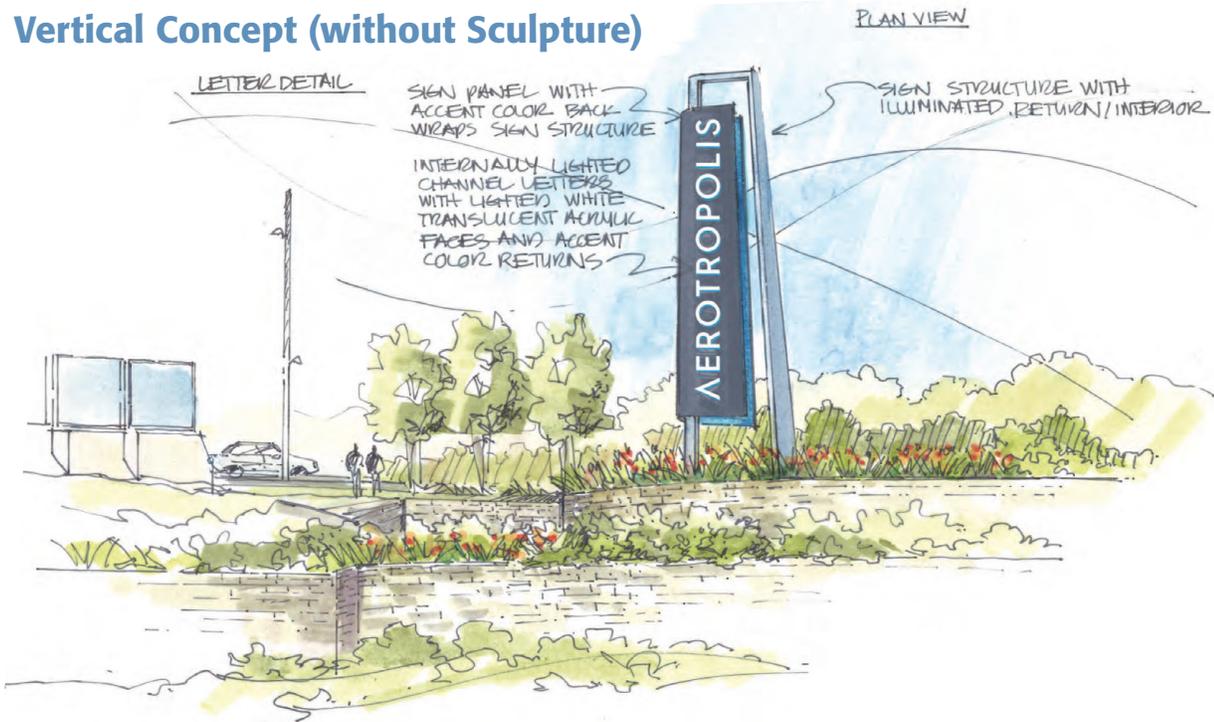




Vertical Concept (with sculpture)



Vertical Concept (without Sculpture)

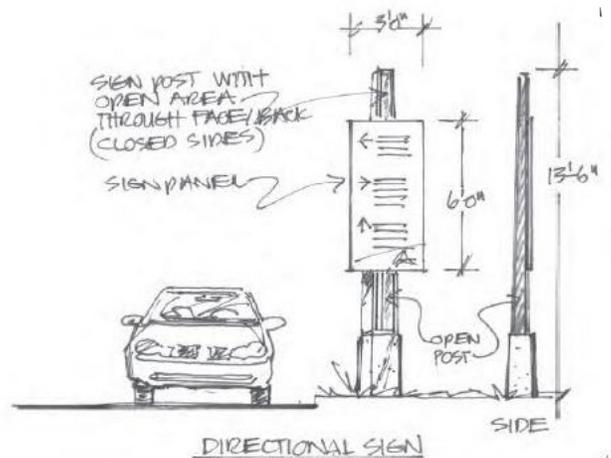
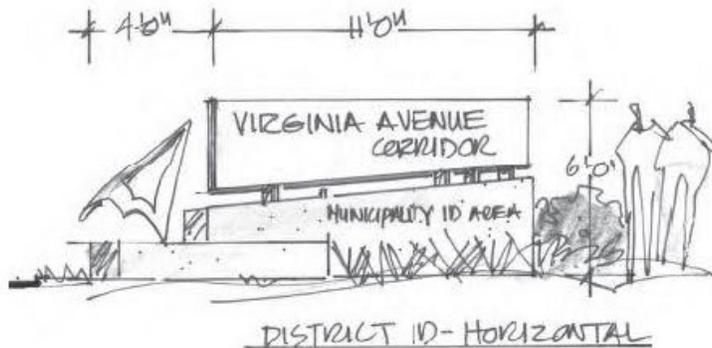
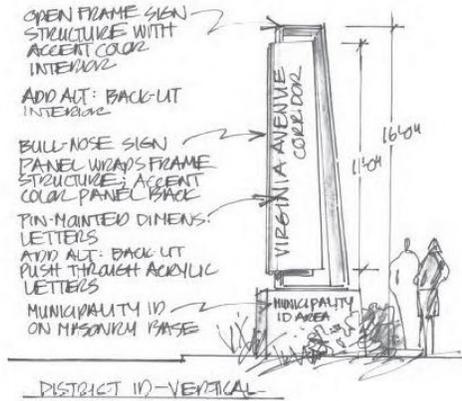
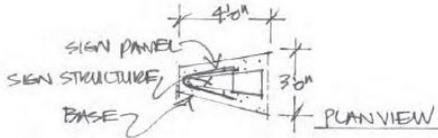


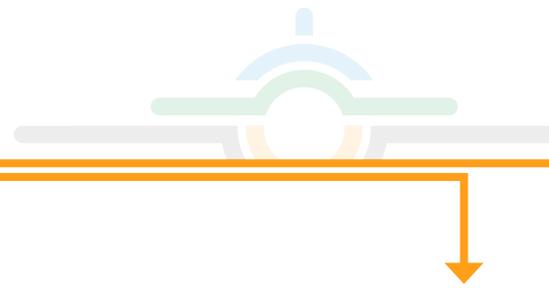


SIGNAGE AND WAYFINDING

Phase I: Concept Design

PREFERRED DISTRICT AND LOCAL SIGN FAMILIES





WAYFINDING LOCATION PLAN

The 2016 AACIDs Master Plan identified potential signage locations in an effort to simplify navigation in the area via a concise, attractive, and unified wayfinding system. The master plan also recommended completing a signage and wayfinding plan as a near-term step.

Based on this further study and design, the list of signage locations have been updated and revised from the 2016 Master Plan. These refinements will better position the AACIDs to accomplish the shared goals of creating a unified and cohesive look throughout the area while also prioritizing locations of greatest potential impact.

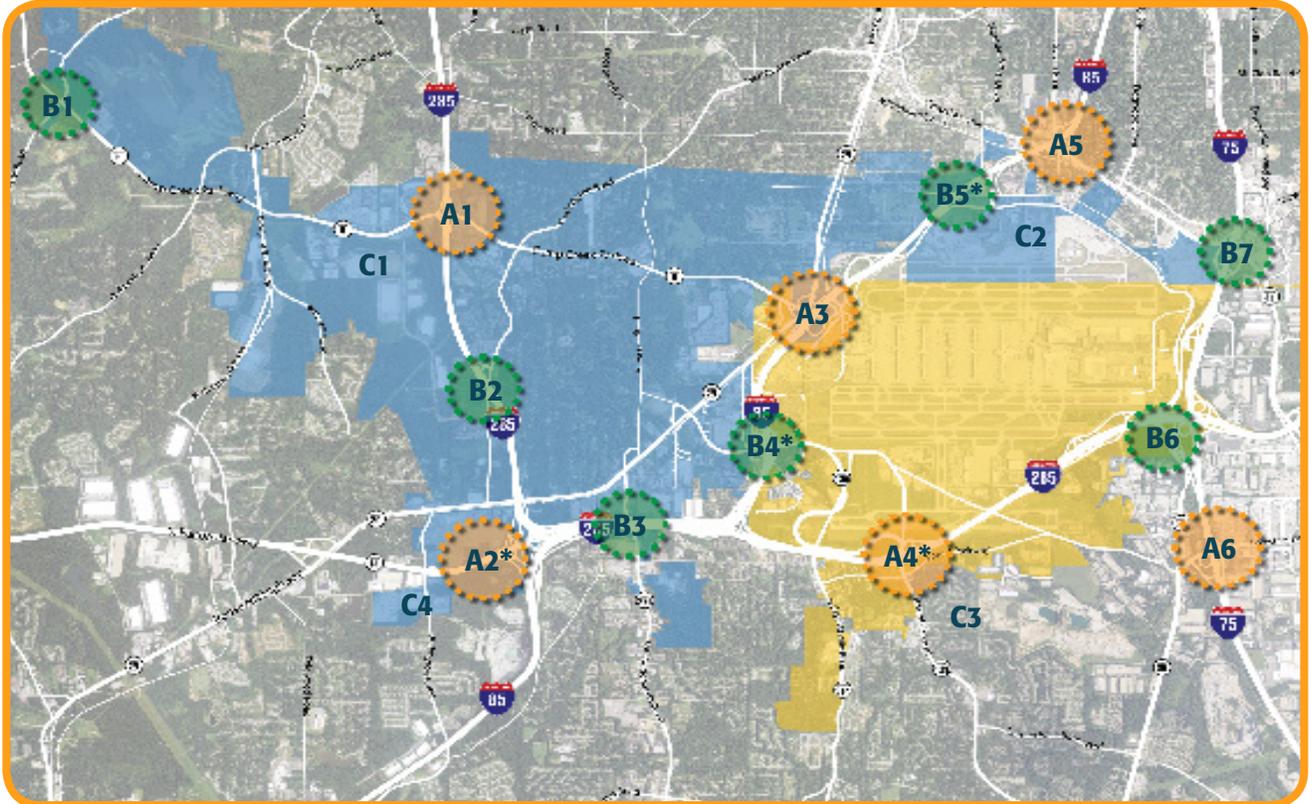
The table below illustrates identified locations to provide relative geographic dispersal of signage and wayfinding installations throughout the AACIDs. The map on the next page provides the context for each of these installations.

MUNICIPALITY/JURISDICTION	REGIONAL	DISTRICT	LOCAL	TOTAL
CITY OF ATLANTA	—	2	1	3
CITY OF COLLEGE PARK	4	3	2	9
CITY OF EAST POINT	2	4	4	10
CITY OF HAPEVILLE	2	1	1	4
CITY OF SOUTH FULTON	1	1	2	4
CITY OF FOREST PARK	2	—	—	2
UNINCORPORATED CLAYTON COUNTY	1	2	—	3
TOTAL	12	13	10*	35*

**In addition to the 10 Local signage installations shown above, the budget on page 59 accounts for 2 additional Local signage installations (likely within the Virginia Avenue corridor); these 2 additional installations result in 37 total priority signage and wayfinding locations based on this effort.*



WAYFINDING LOCATIONS



Wayfinding Location Plan - Updated 2018



REGIONAL MONUMENTS - LANDMARK SCALE

- A1** *I-285 and Camp Creek Parkway**
- A2** *I-85/I-285 at South Fulton Parkway**
- A3** *I-85 and Camp Creek Parkway - GICC Gateway*
- A4** *I-285 and Riverdale Road - Phoenix Boulevard**
- A5** *I-85 and Sylvan Road/Central Avenue*
- A6** *I-75 and Forest Parkway*

DISTRICT - VEHICULAR SCALE

- B1** *Camp Creek Parkway and Butner Road - Cowart Lake*
- B2** *I-285 at Washington Road*
- B3** *I-85 and Old National Highway*
- B4** *I-285 and Riverdale Road*
- B5** *I-85 and Virginia Avenue**
- B6** *I-285 at South Loop Road/Lake Mirror Road*
- B7** *I-75 at North Central Avenue/Old Dixie Highway*

LOCAL SIGNAGE - PEDESTRIAN SCALE

- C1** *Camp Creek Parkway*
- C2** *Virginia Avenue*
- C3** *Phoenix Boulevard/Forest Parkway*
- C4** *Buffington Road/South Fulton Parkway*

** Location prioritized for short-term implementation*



A1

I-285 AND CAMP CREEK PARKWAY

Landmark Gateway Location

LOCATION CHARACTERISTICS

Coordination Needs

- New Diverging Diamond Interchange
- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

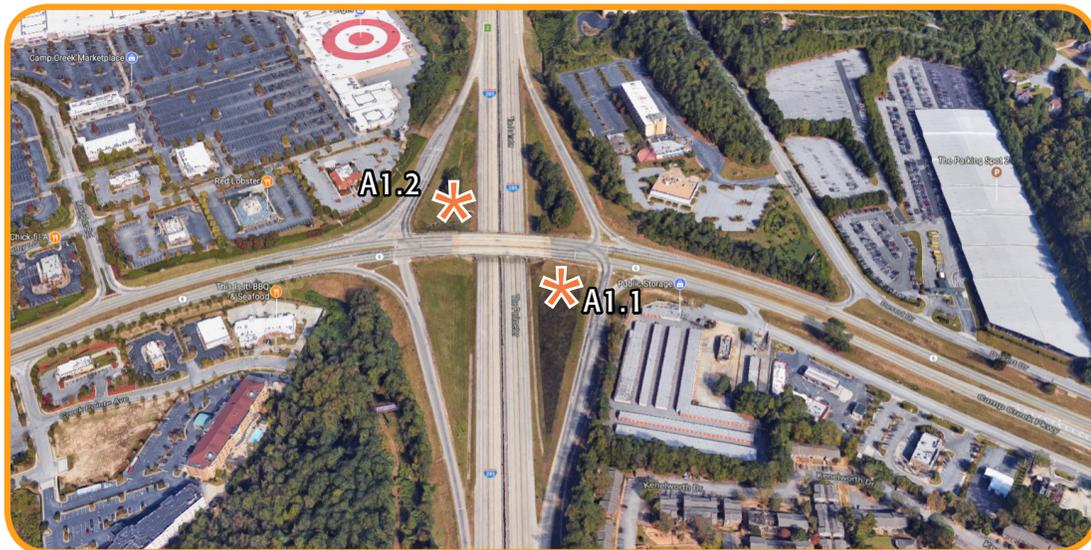
Visibility

- Sign will be visible to approaching lanes of I-285 and Camp Creek Parkway

Sign Options

- Vertical identification sign with sculpture
- Horizontal identification sign - letters on retaining wall with sculpture

AERIAL VIEW



(A1) Aerial View: I-285 and Camp Creek Parkway



LOCATION A1.1

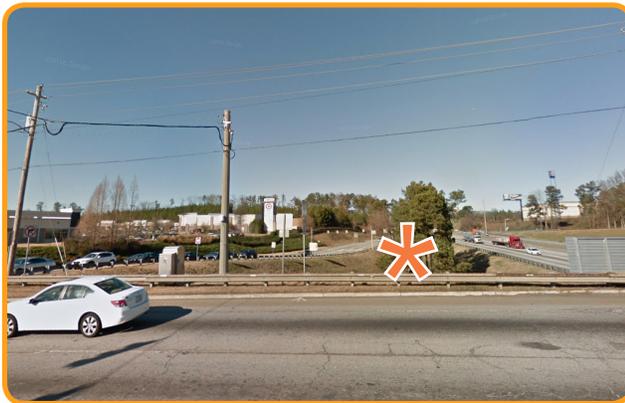


(A1.1) New Diverging Diamond Interchange at I-285 at Camp Creek Parkway



(A1.1) I-285 northbound view of monument location at Camp Creek Parkway overpass

LOCATION A1.2



(A1.2) Westbound Camp Creek Parkway view to monument location at I-285 overpass



(A1.2) I-285 southbound view to monument location Camp Creek Parkway overpass



(A1.2) Eastbound Camp Creek Parkway view to monument location at I-285 overpass

A2

I-85/I-285 AT SOUTH FULTON PARKWAY

Landmark Gateway Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification
- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

Visibility

- Sign will be visible to South Fulton Parkway eastbound travelers entering the I-85/I-285 interchange
- Signs will be visible to travelers at the South Fulton Parkway westbound at Buffington Road exit

Sign Options

- Vertical identification sign without sculpture
- Horizontal identification sign - letters on retaining wall without sculpture

AERIAL VIEW



(A2) Aerial View: South Fulton Parkway at Buffington Road and I-85/I-285 Interchange



LOCATION A2.1



(A2.1) Aerial View: South Fulton Parkway westbound at I-85/I-285 Interchange



(A2.1) View to South Fulton Parkway westbound/ I-85/I-285 Interchange monument location

LOCATION A2.2



(A2.2) Aerial View: South Fulton Parkway eastbound at Buffington Road exit



(A2.2) View to South Fulton Parkway eastbound/ Buffington Road exit monument location



(A2.2) Buffington Road southbound view to monument location

A3

I-85 AND CAMP CREEK PARKWAY - GICC GATEWAY

Landmark Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange improvements developed
- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

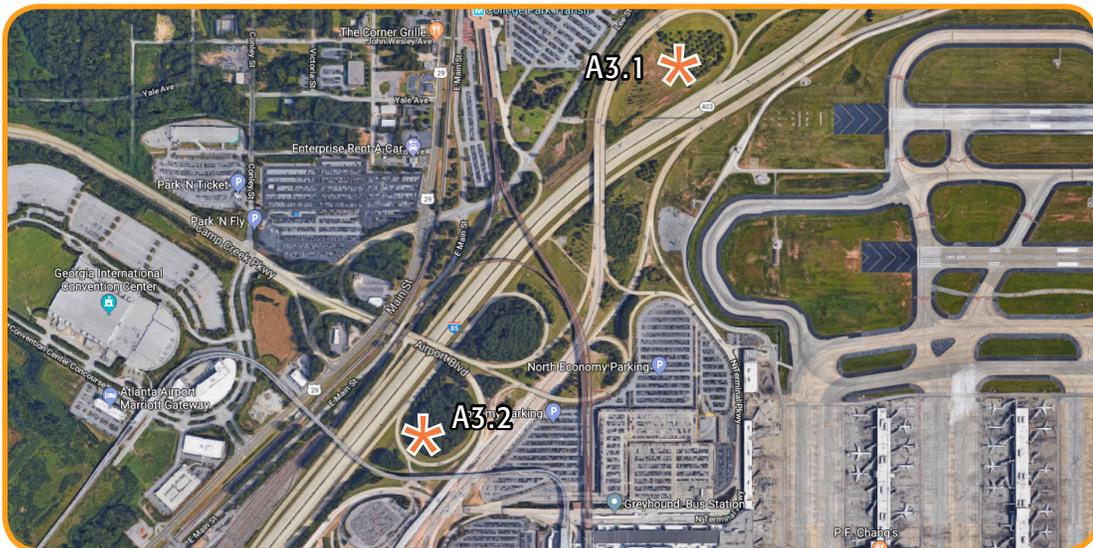
Visibility

- Sign will be visible to I-85 northbound and southbound lanes at the Camp Creek interchange and airport entrance

Sign Options

- Vertical identification sign with sculpture
- Horizontal identification sign - letters on retaining wall with sculpture

AERIAL VIEW



(A3) Aerial View: I-85 and Camp Creek Parkway

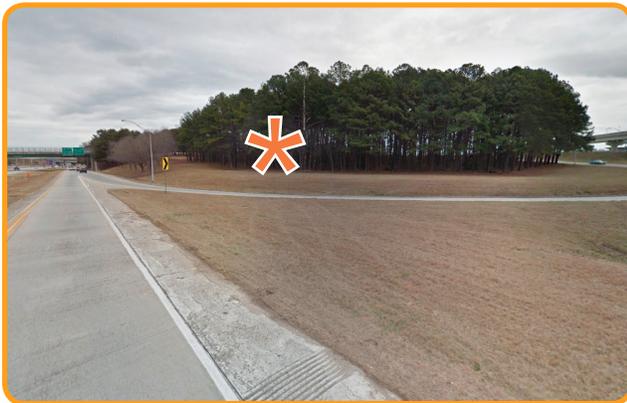


LOCATION A3.1



(A3.1) I-85 Southbound Camp Creek Parkway view to monument Location

LOCATION A3.2



(A3.2) I-85 Northbound approaching Camp Creek Parkway overpass and exit view to monument location

A4

I-285 AND RIVERDALE ROAD - PHOENIX BOULEVARD

Landmark Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification
- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

Visibility

- Sign will be visible to approaching lanes of I-285 and Riverdale Road

Sign Options

- Vertical identification sign with sculpture
- Horizontal identification sign - letters on retaining wall with sculpture

AERIAL VIEW



(A4) Aerial View: I-285 and Riverdale Road



LOCATION A4.1



(A4.1) I-285 westbound Exit #2, Riverdale Road ramp area

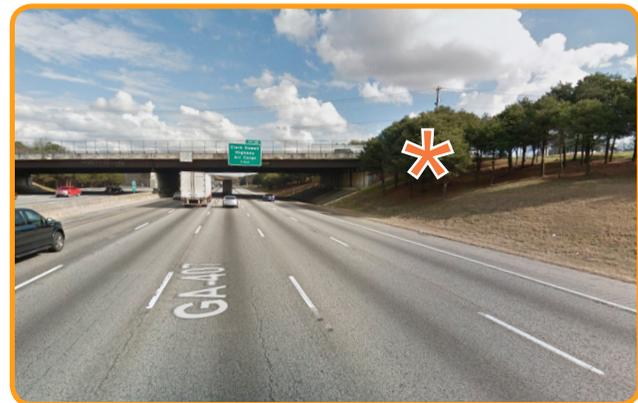


(A4.1) I-285 westbound Exit #2, Riverdale Road ramp area

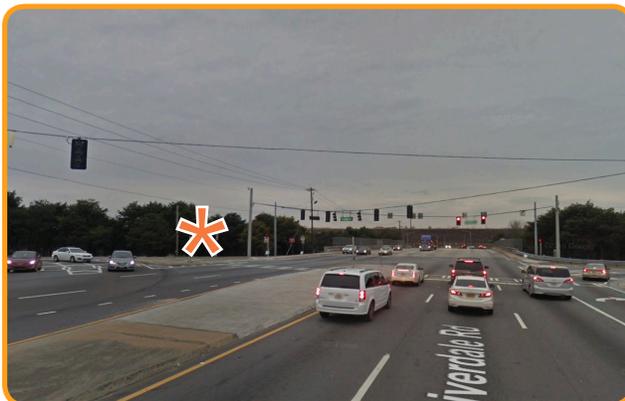
LOCATION A4.2



(A4.2) I-285 eastbound Exit #60, Riverdale Road ramp area



(A4.2) I-285 eastbound exit #60, Riverdale Road overpass



(A4.2) Northbound Riverdale Road

A5

I-85 AND SYLVAN ROAD/CENTRAL AVENUE

Landmark Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

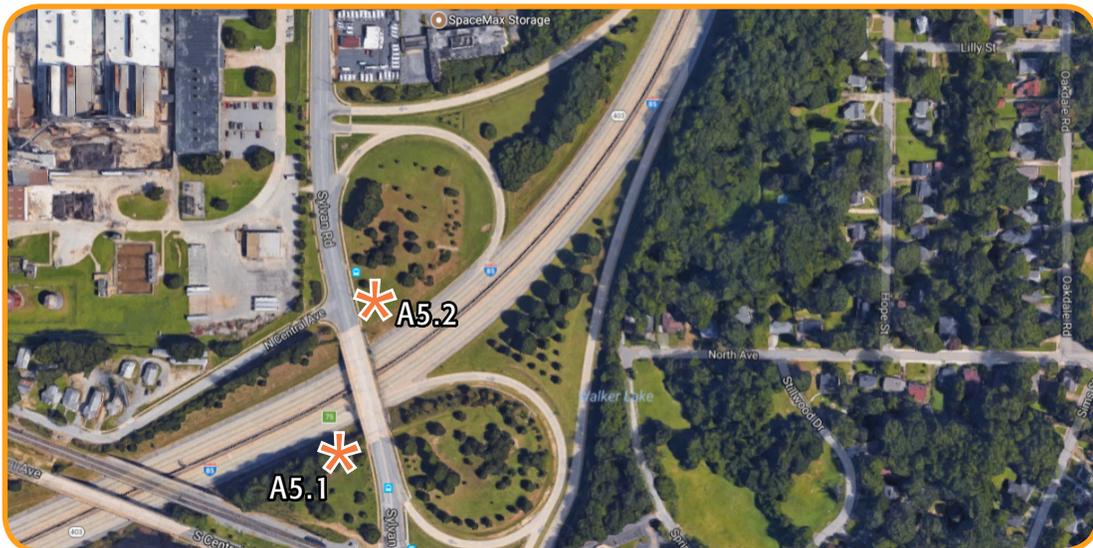
Visibility

- Sign will be visible to approaching lanes of I-85 and Sylvan Road

Sign Options

- Vertical identification sign without sculpture
- Horizontal identification sign - letters on retaining wall without sculpture

AERIAL VIEW



(A5) Aerial View: I-85 and Sylvan Road



LOCATION A5.1



(A5.1) I-85 southbound Exit #75, Sylvan Road exit ramp area

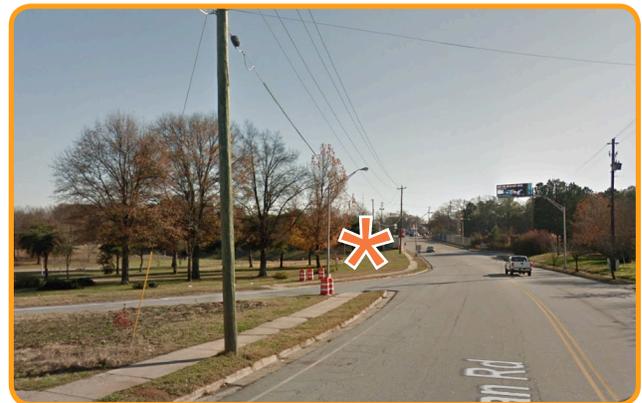


(A5.1) I-85 northbound Exit #75, Central Avenue and railroad bridges precede exit, limiting view

LOCATION A5.2



(A5.2) I-85 southbound Exit #75, view to Sylvan Road overpass



(A5.2) I-85 northbound Sylvan Road

A6

I-75 AND FOREST PARKWAY

Landmark Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

Visibility

- Sign will be visible to approaching lanes of I-75 and Forest Parkway

Sign Options

- Vertical identification sign without sculpture
- Horizontal identification sign - letters on retaining wall without sculpture

AERIAL VIEW



(A6) Aerial View: I-75 and Forest Parkway



LOCATION A6.1



(A6.1) I-75 southbound Exit #237, Forest Parkway overpass



(A6.1) I-75 westbound Forest Parkway overpass

LOCATION A6.2



(A6.2) I-75 eastbound Exit #237, Forest Parkway overpass



(A6.2) I-75 northbound Exit #237, Forest Parkway exit



B1

CAMP CREEK PARKWAY AND BUTNER ROAD - COWART LAKE

Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Propose landscape and hardscape improvements for district identification sign location

Visibility

- Sign will be visible to approaching lanes of Camp Creek Parkway and Butner Road

Sign Options

- Vertical identification sign only
- Horizontal identification sign

AERIAL VIEW



(B1) Aerial View: Camp Creek Parkway and Butner Road



LOCATION B1.1



(B1.1) Camp Creek Parkway, Butner Road northwest-bound



(B1.1) Camp Creek Parkway, Butner Road southeast-bound



(B1.1) Camp Creek Parkway, Butner Road northbound



(B1.1) Camp Creek Parkway, Butner Road southbound



SIGNAGE AND WAYFINDING

Phase I: Concept Design



I-285 AT WASHINGTON ROAD

Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Propose landscape and hardscape improvements for district identification sign location

Visibility

- Sign visible to approaching lanes of Washington Road

Sign Options

- Vertical identification sign only

AERIAL VIEW



(B2) I-285 Washington Road Exit #1



LOCATION B2.1



(B2.1) I-285 southbound Washington Road - Exit #1



(B2.1) I-285 southbound Washington Road - Exit #1

LOCATION B2.2



(B2.2) I-285 northbound Washington Road - Exit #1

B3

I-85 AND OLD NATIONAL HIGHWAY

Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Propose landscape and hardscape improvements for district identification sign location

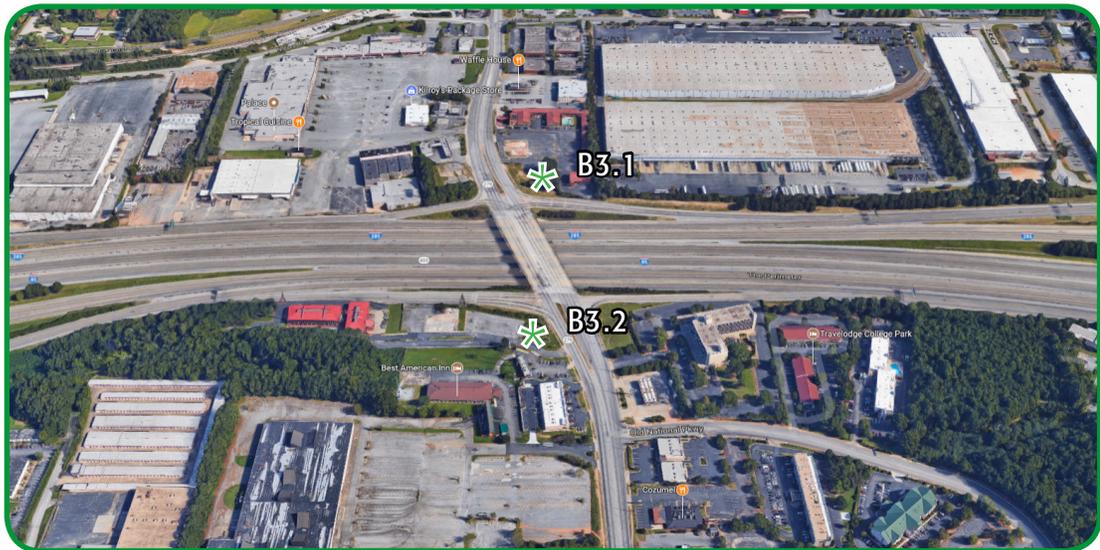
Visibility

- Sign will be visible to approaching lanes of Old National Highway

Sign Options

- Vertical identification sign only

AERIAL VIEW



(B3) Aerial View: I-285 Old National Highway exit



LOCATION B3.1



(B3.1) I-285 Old National Highway exit, eastbound Intersection



(B3.1) I-285 Old National Highway exit westbound

LOCATION B3.2



(B3.2) I-285 Old National Highway exit, westbound intersection



SIGNAGE AND WAYFINDING

Phase I: Concept Design

B4

I-285 AND RIVERDALE ROAD

Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification
- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

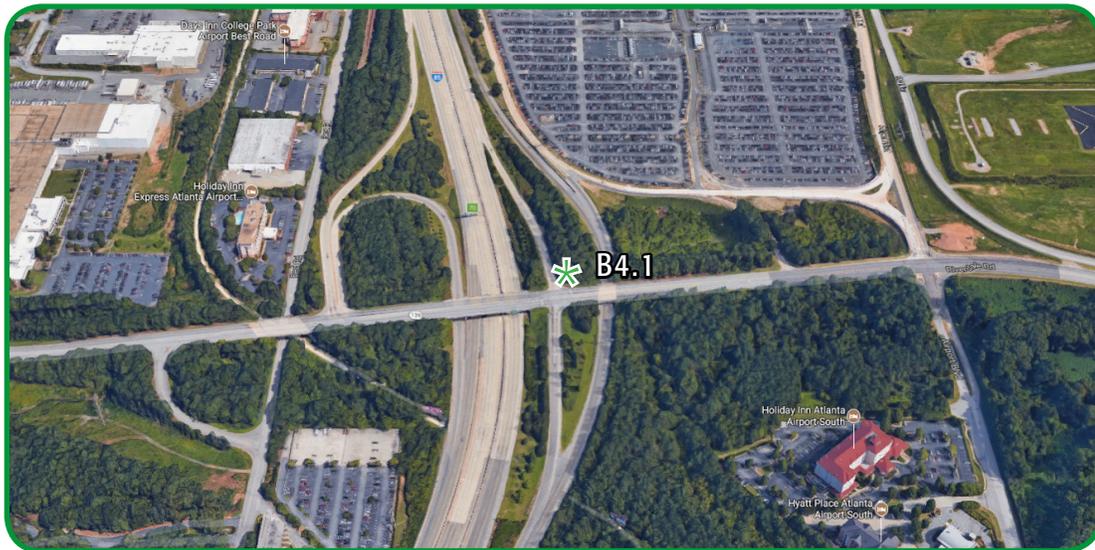
Visibility

- Sign will be visible to exit lanes of I-85 and Riverdale Road; wayfinding is not recommended on the west side of the interchange due to heavy vegetation and limited visibility

Sign Options

- Vertical identification sign only

AERIAL VIEW



(B4) Aerial View: I-85 Riverdale Road exit



LOCATION B4.1



(B4.1) I-85 and Riverdale Road exit northbound



(B4.1) I-85 and Riverdale Road exit eastbound



(B4.1) I-85 and Riverdale Road exit westbound

B5

I-85 AND VIRGINIA AVENUE

Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification
- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

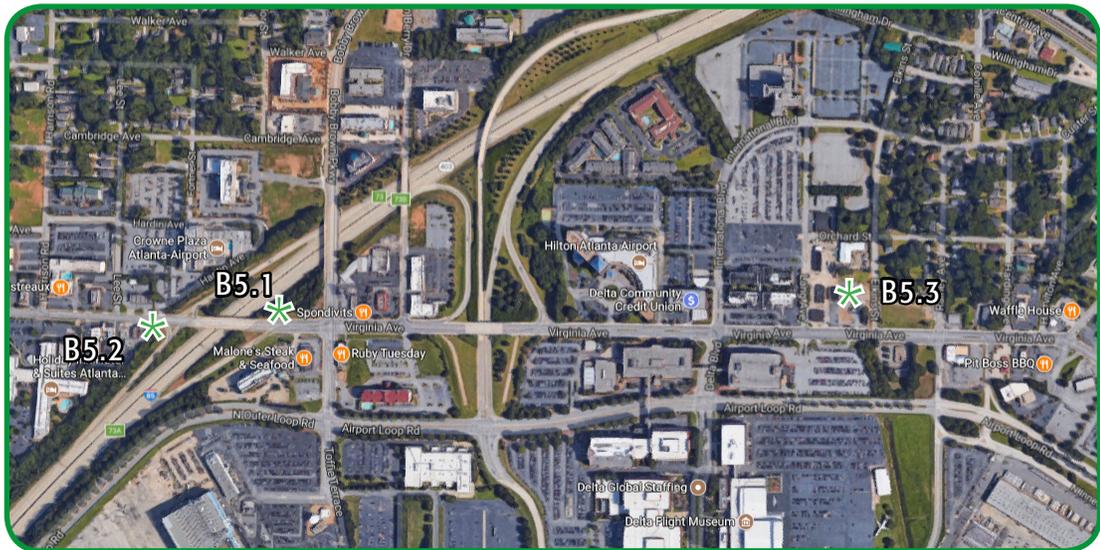
Visibility

- Sign will be visible to approaching lanes of Virginia Avenue

Sign Options

- Vertical identification sign without sculpture
- Horizontal identification signs (to replace existing East Point identification signs)

AERIAL VIEW



(B5) Aerial View: I-85 and Virginia Avenue



LOCATION B5.1



(B5.1) I-85 and Virginia Avenue westbound

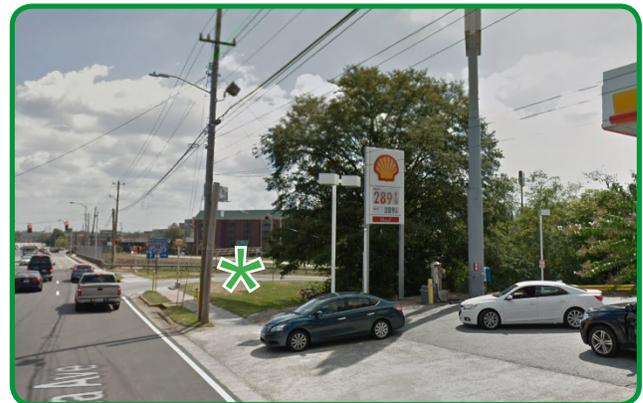


(B5.1) I-85 and Virginia Avenue eastbound

LOCATION B5.2



(B5.2) I-85 and Virginia Avenue southbound



(B5.2) I-85 and Virginia Avenue eastbound



B6

I-285 AT SOUTH LOOP ROAD/LAKE MIRROR ROAD

Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Landscape and hardscape improvements to be coordinated to include prominent locations for landmark sculptural sign elements

Visibility

- Sign visible approaching International Terminal via South Loop Road southbound and Lake Mirror Road
- Sign visible departing International Terminal via South Loop Road southbound

Sign Options

- Vertical identification sign

AERIAL VIEW



(B5) Aerial View: I-85 and Virginia Avenue



LOCATION B6.1



(B6.1) Lake Mirror Road northbound at South Loop Road



(B6.1) South Loop Road at Lake Mirror Road

LOCATION B6.2



(B6.2) South Loop Road northbound



B7

I-75 AT NORTH CENTRAL AVENUE/OLD DIXIE HIGHWAY

Monument Location

LOCATION CHARACTERISTICS

Coordination Needs

- Propose landscape and hardscape improvements for district identification sign location

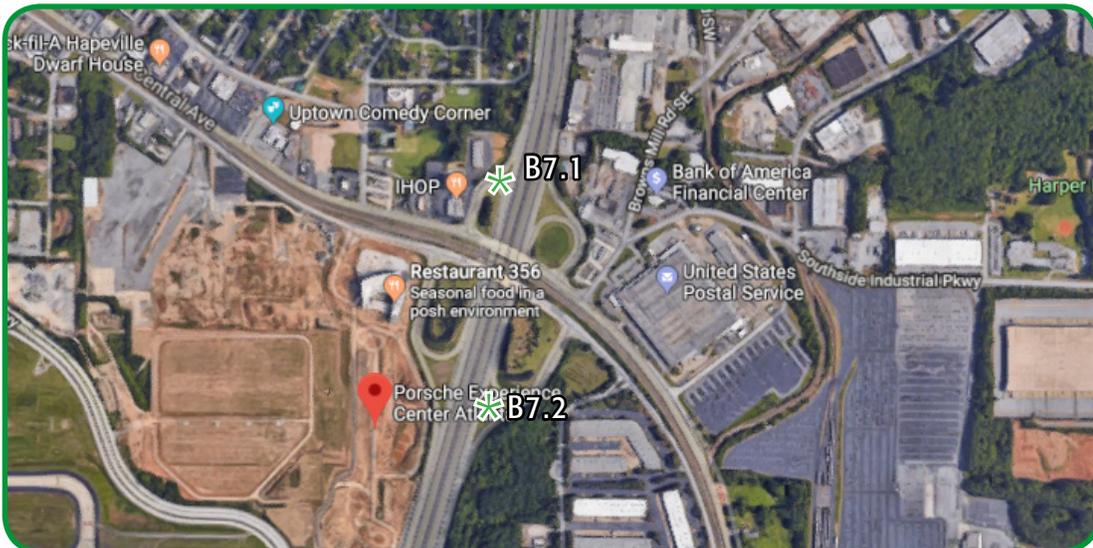
Visibility

- Sign visible approaching North Central Avenue via I-75 southbound
- Sign visible approaching Old Dixie Highway via I-75 northbound

Sign Options

- Vertical identification sign
- Horizontal identification sign

AERIAL VIEW



(B7) Aerial View: I-75 at North Central Avenue/Old Dixie Highway



LOCATION B7.1



(B7.1) I-75 southbound at North Central Avenue

LOCATION B7.2



(B7.2) I-75 northbound at Old Dixie Highway



SIGNAGE AND WAYFINDING

Phase I: Concept Design

C1

CAMP CREEK PARKWAY

Signage Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification

Visibility

- Sign visible at I-285 exits and Commerce Drive intersection

Sign Options

- Vehicular directional sign

AERIAL VIEW



(C1) Camp Creek Parkway

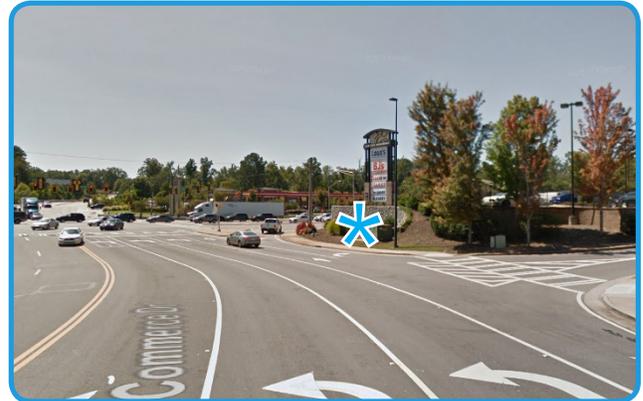


LOCATION C1.1



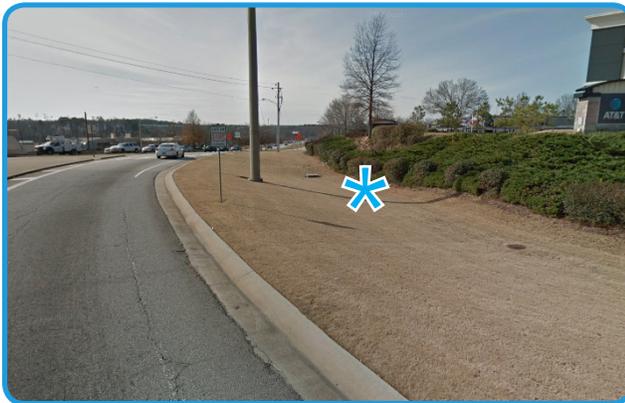
(C1.1) Camp Creek Pkwy and North Commerce northbound

LOCATION C1.2



(C1.2) Camp Creek Parkway and North Commerce southbound

LOCATION C1.3



(C1.3) Camp Creek Parkway at exit southbound

LOCATION C1.4



(C1.4) Camp Creek Parkway at exit northbound; sign to replace existing GDOT airport directional signage



C2

VIRGINIA AVENUE*

Signage Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification

Visibility

- Sign will be visible on Virginia Avenue

Sign Options

- Vehicular directional sign

**The budget on page 59 accounts for 2 additional Local signage installations, locations to be determined (likely within the Virginia Avenue corridor)*

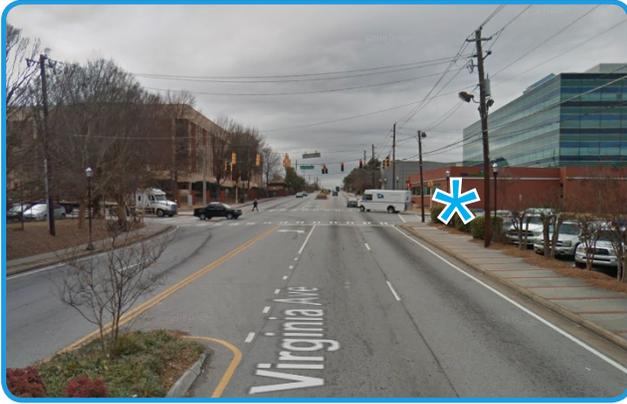
AERIAL VIEW



(C2) Aerial View: Virginia Avenue



LOCATION C2.1



(C2.1) Virginia Avenue westbound



(C2.1) Virginia Avenue eastbound



C3

PHOENIX BOULEVARD/FOREST PARKWAY

Signage Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification

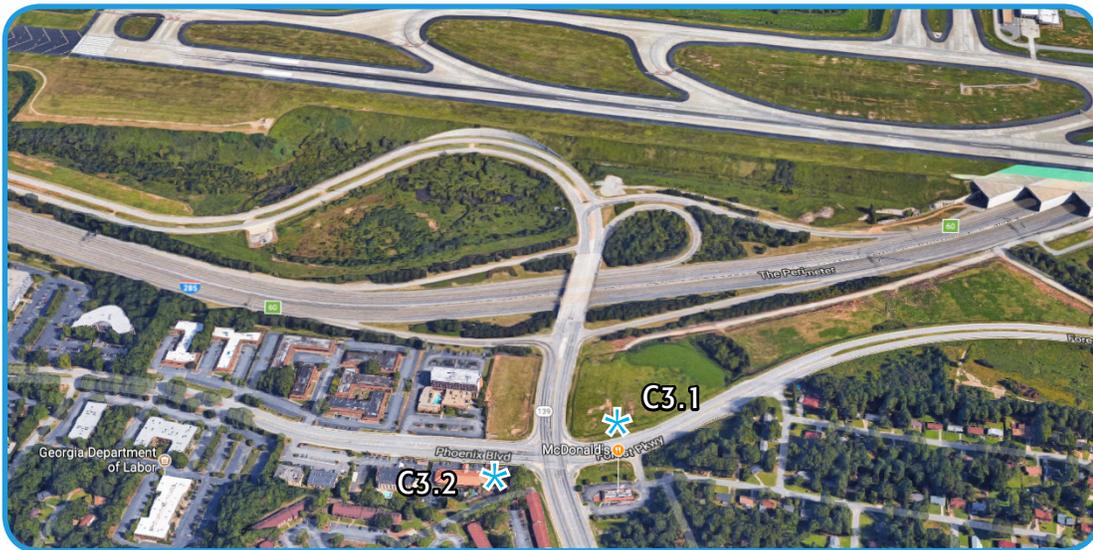
Visibility

- Sign will be visible on Phoenix Boulevard and Forest Parkway

Sign Options

- Vehicular directional sign

AERIAL VIEW



(C3) Aerial View: Phoenix Boulevard/Forest Parkway



LOCATION C3.1



(C3.1) Forest Parkway westbound



(C3.1) Phoenix Boulevard eastbound



C4

BUFFINGTON ROAD/SOUTH FULTON PARKWAY*

Signage Location

LOCATION CHARACTERISTICS

Coordination Needs

- Interchange targeted for beautification

Visibility

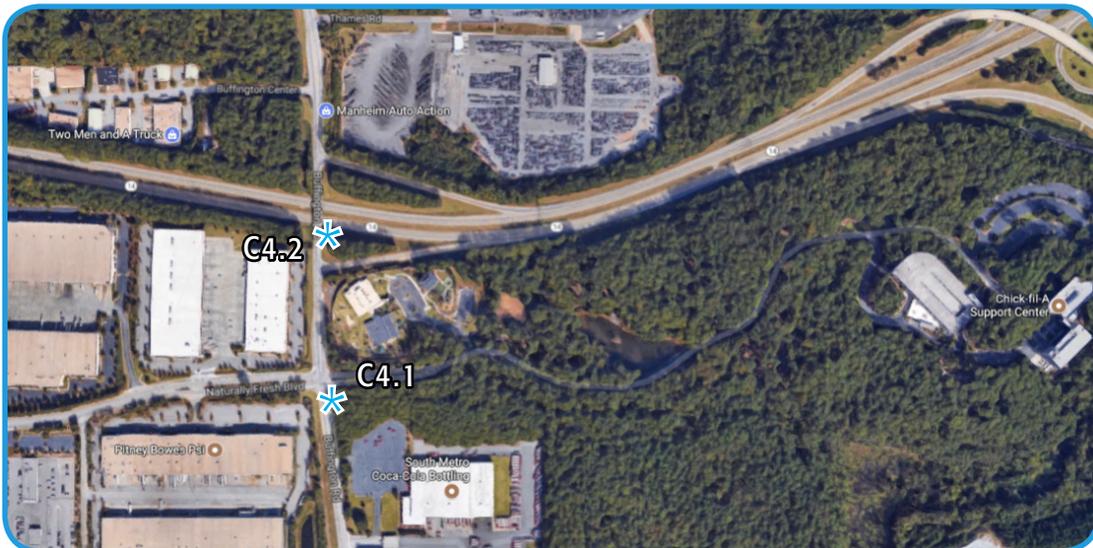
- Sign will be visible on Buffington Road

Sign Options

- Vehicular directional sign

*With the proposed upgrades to Buffington Road that AACIDs is currently planning, local-scale signage may not be necessary

AERIAL VIEW



(C4) Aerial View: Buffington Road and Naturally Fresh Boulevard



LOCATION C4.1



(C4.1) Buffington Road northbound

LOCATION C4.2



(C4.2) Buffington Road northbound



(C4.2) Buffington Road northbound



PROGRAM FUNDING

To implement the recommendations in the Signage and Wayfinding Plan, the AACIDs anticipates collaborating with its partner cities and counties as well as other organizations and private entities to fund the construction and installation of the proposed concepts. These installations will likely need to be locally funded as grant opportunities for signage and wayfinding are limited; however the AACIDs will continue to work towards leveraging local funds with other sources.

The costs below are based on early estimates from sign fabricators and are intended for budgeting purposes only.

SIGN TYPE	QUANTITY	COST (SUBTOTAL)
REGIONAL GATEWAY SCULPTURES* <i>Landmark Scale</i>	6	\$2,000,000
REGIONAL GATEWAYS VERTICAL <i>Landmark Scale</i>	8	\$750,000
REGIONAL GATEWAYS HORIZONTAL <i>Landmark Scale</i>	4	\$250,000
DISTRICT MONUMENTS <i>Vehicular Scale</i>	13	\$520,000
LOCAL SIGNAGE <i>Pedestrian Scale</i>	12	\$150,000

**To be added to Vertical/Horizontal Gateway Signage*

TOTAL WAYFINDING PACKAGE: +/- \$3,700,000



NEXT STEPS

Phase 2 of the Signage and Wayfinding Plan will begin in 2019 and will include:

- Concept refinement based on input from the local municipalities
- Detailed design
- Construction documents
- Additional conversations with potential fabricators to create more detailed and refined cost estimates

The AACIDs also will continue to work with area partners to devise funding strategies to implement the Signage and Wayfinding Plan.



Kimley » Horn

IN COLLABORATION WITH HUIE DESIGN