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MEMORANDUM

To: Mayor and City Council

From: Edie Damann, Marketing and PR Manager

Date: July 9, 2011

Subject: Update on Dunwoody Gateway, Wayfinding, and Park/ Facility Signage System

Item Description

Update on Dunwoody Gateway, Wayfinding, and Park/ Facility Signage System

Background

In the fall of 2011 The City of Dunwoody issued an RFP for creating a wayfinding, signage, and gateway program to:

- Direct drivers and pedestrians to important destinations
- Heighten interest by highlighting key attractions and
- Reinforce community branding and identity with consistent forms, colors and text fonts.
- Increase awareness of City boundaries and commercial district identities.

City staff selected Kerestes-Martin Associates, Inc. (KMA) to develop a Wayfinding Sign System Plan to serve as the framework to implement an attractive and effective signage system throughout the City that facilitates wayfinding for visitors and residents to government facilities, shopping areas, parks, and other facilities.

To date, the City and KMA have developed a sign family to be installed in incremental stages beginning with City Parks. In 2010, the City acquired the parks placing temporary identification signage at each location. Overtime, those signs have begun to deteriorate and are in the greatest need of replacement. In total, the City will install eight park signs before the end of 2012.

The City has budgeted \$150,000 for wayfinding design, engineering, and implementation. \$39,247 of the budget is allocated towards the design and engineering of the Wayfinding Signage Plan with \$110,753 remaining in the 2012 budget for phased implementation.

The current estimated cost for the construction and implementation of signs for the eight current park/facility locations is \$41,600. Implementation is tentatively scheduled for the beginning of November.

Dunwoody City Limits and Streets

Site Location

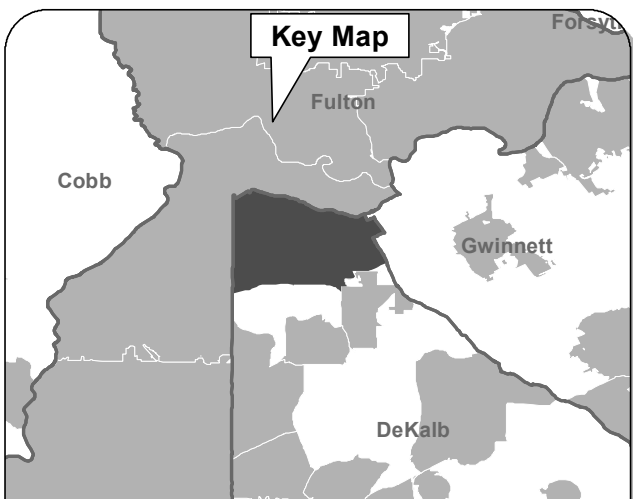
June 6, 2011

Legend

- City Streets
- City Limits
- Primary Horizontal
- Secondary Horizontal & Vertical
- Tertiary Vertical
- Pathfinder
- Destination Landmark
- Park Entrance
- Library Sign
- Welcome Sign

Graphic Scale: 1" = 750' (1:9000)

0 237.5 475 950 1,425 1,900 Feet



Map Edition:

Map Sheet:

Map Publication Date:

Legal Notifications:

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Production Notes:

- This map was compiled from records that have been filed with DeKalb County and/or the City by various parties. Neither the City nor its GIS Mapping consultants prepared said records or make any representations or assume any responsibilities for the accuracy of the information contained in this map.
- The compilation methods employed during the production of this map include, but are not limited to, the following cadastral mapping processes: plan and/or deed research, coordinate geometry, traditional and GPS field surveys and orthophoto rectification.

Aerial Imagery Notes:

- Orthophoto imagery was created using aerial photography taken February 2010. The unprocessed imagery contains some degree of error in geometry (geometric distortion) and in the measured brightness of the pixels (radiometric distortion). Image rectification and restoration algorithms are applied during image processing to reduce the distortions and degradations that result from the original image acquisition. However, not all of the potential distortions and/or degradations will be corrected during this process. Therefore, exact interpretation of the map image features will require field verification by the map user.

Map Reference System Notes:

- Horizontal coordinates are referenced to the Georgia West Zone State Plane Coordinate System relative to the North American Datum of 1983 (NAD83).
- Vertical coordinates are referenced to the North American Vertical Datum of 1988 (NAVD88).

Revisions:

- This map will be revised periodically by the City of Dunwoody. Should the user find conditions other than as shown, the City would appreciate your input. Simply copy the area in question, add your proposed revision and/or correction, and send the information to the City.
- Updated sheet border with new City logo/tagline. (December 2010)

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Sign Type	Description			
1A	Primary Horizontal			
1B	Primary Horizontal - Perimeter District			
2A	Secondary Horizontal			
2B	Secondary Horizontal - Perimeter District			
2C	Secondary Vertical			
2D	Secondary Vertical - Perimeter District			
3A	Tertiary Vertical			
3B	Tertiary - Perimeter District			
4A	Pathfinder			
4B	Pathfinder - Perimeter District			
5A	Destination Landmark			
5B	Destination Landmark - Perimeter District			
6A	Park Identification (Large)			
6B	Park Identification (Small)			
7A	Street Sign			
7B	Street Sign (DOT Standard)			
8	Adopt A Spot			
9	Park Rules and Regulations			
10	Library Sign			
11	Welcome Sign			
Symbols				
P1	Dunwoody (Located outside of a district)			
P2	Perimeter District			
P3	Dunwoody Village			
P4	Georgetown Village			
P5	Willamsburg Village			
Sign Type	Sign No.	Message	Symbols	Remarks
1A	01	DUNWOODY		
Sign Type	Sign No.	Message	Symbols	Remarks
1B	01	PERIMETER DISTRICT		
Sign Type	Sign No.	Message	Symbols	Remarks
2A	01	DUNWOODY		
2A	02	DUNWOODY		
2A	03	DUNWOODY		
2A	04	DUNWOODY		
Sign Type	Sign No.	Message	Symbols	Remarks
2B	01	PERIMETER DISTRICT		TBD -maybe use a different sign type here
2B	02	PERIMETER DISTRICT		TBD -maybe use a different sign type here
Sign Type	Sign No.	Message	Symbols	Remarks
3A	01	DUNWOODY		
3A	02	DUNWOODY		
3A	03	DUNWOODY		
3A	04	DUNWOODY		
3A	05	DUNWOODY		
Sign Type	Sign No.	Message	Symbols	Remarks
4A	01	(Up Arrow) Dunwoody Nature Center	P1	
		(Up Arrow) Dunwoody Park		
		(Up Arrow) Dunwoody Village		
		(Up Arrow) Library/Arts Center		
		Dunwoody		Left banner (vertical)
4A	02	(Up Arrow) Perimeter Mall	P3	
		(Up Arrow) Perimeter Park		
		(Up Arrow) Police/City Hall		
		Dunwoody Village		Right Footer panel
		Dunwoody		Left banner (vertical)
4A	03	(Up Arrow) Dunwoody Nature Center/Park	P3	
		(Up Arrow) Library/Arts Center		
		Dunwoody Village		Right Footer panel
		Dunwoody		Left banner (vertical)
4A	04	(Up Left Arrow) Perimeter Mall	P3	
		(Up Left Arrow) Perimeter Park		
		(Up Left Arrow) Police/City Hall		
		Dunwoody Village		Right Footer panel
		Dunwoody		Left banner (vertical)

4A	05	(Right Arrow) Library/Arts Center	P3		
		(Left Arrow) Dunwoody Nature Center/Park			
		(Up Arrow) Dunwoody High School			
		Dunwoody Village		Right Footer panel	
4A	06	(Up Arrow) Dunwoody Nature Center/Park	P3		
		(Left Arrow) Perimeter Mall			
		(Left Arrow) Police/City Hall			
		Dunwoody Village		Right Footer panel	
		Dunwoody		Left banner (vertical)	
4A	07	(Right Arrow) Dunwoody Nature Center/Park	P3		
		(Left Arrow) Library/Arts Center			
		(Up Arrow) Perimeter Mall			
		(Up Arrow) Police/City Hall			
		Dunwoody Village		Right Footer panel	
4A	08	(Angled up right arrow) Perimeter Mall	P3		
		(Angled up right arrow) Police/City Hall			
		(Up Arrow) Dunwoody High School			
		(Up Arrow) Georgia Perimeter College			
		(Up Arrow) Library/Arts Center			
		Dunwoody Village		Right Footer panel	
4A	09	(Up Arrow) Dunwoody High School	P1		
		(Up Arrow) Dunwoody Nature Center/Park			
		(Up Arrow) Dunwoody Village			
		(Up Arrow) Library/Arts Center			
		(Up Arrow) Perimeter Mall			
4A	10	(Left Arrow) Dunwoody High School	P3		
		(Left Arrow) Georgia Perimeter College			
		(Up Arrow) Donaldson-Bannister Farm			
		Dunwoody Village		Right Footer panel	
4A	11	(Right Arrow) Dunwoody Nature Center/Park	P3		
		(Left Arrow) Donaldson's-Bannister Farm			
		Dunwoody Village		Right Footer panel	
		Dunwoody		Left banner (vertical)	
4A	12	(Right Arrow) Dunwoody High School	P3		
		(Right Arrow) Georgia Perimeter College			
		(Up Arrow) Dunwoody Nature Center/Park			
		(Up Arrow) Library/Arts Center			
		Dunwoody Village		Right Footer panel	
4A	13	(NOT USED)			

4A	14	(NOT USED)			
4A	15	(Left Arrow)	P1		
		Dunwoody High School			
		(Up Arrow)			
		Library/Arts Center			
		Dunwoody Nature Center/Park			
		Dunwoody Village			
4A	16	(Right Arrow) Dunwoody High School	P1		
		(Up Arrow) Williamsburg Village			
		Dunwoody		Left banner (Vertical)	
4A	17	(Up Arrow) Brook Run Park	P1		
		(Up Arrow) Georgia Perimeter College			
		(Right Arrow) Donaldson-Bannister Farm			
		(Right Arrow) Georgetown Village			
4A	18	(Up Arrow) Dunwoody Village	P1		
		(Up Arrow) Library/Arts Center			
		(Left Arrow) Donaldson-Bannister Farm			
		(Left Arrow) Georgetown Village			
4A	19	(Right Arrow) Brook Run Park	P5		
		(Right Arrow) Georgia Perimeter College			
		Williamsburg Village		Right Footer panel	
		Dunwoody		Left Banner (Vertical)	
4A	20	(Left Arrow) Dunwoody Nature Center/Park	P5		
		(Left Arrow) Dunwoody Village			
		(Left Arrow) Library/Arts Center			
		Williamsburg Village		Right Footer panel	
		Dunwoody		Left Banner (Vertical)	
4A	21	(Left Arrow) Brook Run Park	P5		
		(Left Arrow) Dunwoody High School			
		(Left Arrow) Georgia Perimeter College			
		(Up Arrow) Dunwoody Village			
		(Up Arrow) Library/Arts Center			
		Williamsburg Village		Right Footer panel	
4A	22	(Right Arrow) Brook Run Park	P5		
		(Right Arrow) Dunwoody High School			
		(Right Arrow) Dunwoody Village			
		(Right Arrow) Georgia Perimeter College			
		(Right Arrow) Library/Arts Center			
		Williamsburg Village		Right Footer panel	
4A	23	(NOT USED)			
4A	24	(NOT USED)			
4A	25	(Right Arrow) Dunwoody High School	P1		
		(Right Arrow) Georgia Perimeter College			
		(Right Arrow) Library/Arts Center			
		(Up Arrow) Brook Run Park			
		(Up Arrow) Windwood Hollow Park			
4A	26	(Left Arrow) Dunwoody High School	P1		
		(Left Arrow) Georgia Perimeter College			
		(Left Arrow) Library/Arts Center			
		Dunwoody		Left Banner (Vertical)	
4A	27	(Right Arrow) Brook Run Park	P1		
		(Right Arrow) Windwood Hollow Park			
		(Left Arrow) Williamsburg Village			
		Dunwoody		Left Banner (Vertical)	

4A	28	(Right Arrow) Brook Run Park	P1		
		(Left Arrow) Windwood Hollow Park			
		Dunwoody		Left Banner (Vertical)	
4A	29	(Left Arrow) Brook Run Park	P1		
		(Up Arrow) Dunwoody High School			
		(Up Arrow) Dunwoody Village			
		(Up Arrow) Georgia Perimeter College			
		(Up Arrow) Library/Arts Center			
4A	30	(Left Arrow) Brook Run Park	P1		
		(Left Arrow) Dunwoody High School			
		(Left Arrow) Dunwoody Village			
		(Left Arrow) Georgia Perimeter College			
		(Left Arrow) Library/Arts Center			
4A	31	(Right Arrow) Brook Run Park	P1		
		(Right Arrow) Windwood Hollow Park			
		Dunwoody		Left Banner (Vertical)	
4A	32	(Left Arrow) Brook Run Park	P1		
		(Left Arrow) Windwood Hollow Park			
		Dunwoody		Right Banner (Vertical)	
4A	33	(Right Arrow) Brook Run Park	P4		
		(Right Arrow) Dunwoody High School			
		(Right Arrow) Georgia Perimeter College			
		Georgetown Village		Right Footer Panel	
4A	34	(Up Arrow) Brook Run Park	P4		
		(Up Arrow) Dunwoody High School			
		(Up Arrow) Georgia Perimeter College			
		Georgetown Village		Right Footer Panel	
		Dunwoody		Left banner (vertical)	

4A	35	(Up Arrow) Donaldson-Bannister Farm	P4		
		(Up Arrow) Dunwoody Nature Center/Park			
		(Up Arrow) Dunwoody Village			
		(Up Arrow) Library/Arts Center			
		Georgetown Village		Right Footer Panel	
4A	36	(Right Arrow) Donaldson-Bannister Farm	P4		
		(Right Arrow) Dunwoody Nature Center/Park			
		(Right Arrow) Dunwoody Village			
		(Right Arrow) Library/Arts Center			
		Georgetown Village		Right Footer Panel	
4A	37	(Right Arrow) Brook Run Park	P4		
		(Right Arrow) Donaldson-Bannister Farm			
		(Right Arrow) Georgetown Park			
		Georgetown Village		Right Footer Panel	
		Dunwoody		Left banner (vertical)	
4A	38	(Up Arrow) Brook Run Park	P4		
		(Up Arrow) Donaldson-Bannister Farm			
		(Up Arrow) Dunwoody Village			
		(Up Arrow) Library/ Arts Center			
		Georgetown Village		Right Footer Panel	
4A	39	(Up Arrow) Dunwoody Nature Center/Park	P1		
		(Up Arrow) Dunwoody Village			
		(Up Arrow) Library/Arts Center			
		(Right Arrow) Dunwoody High School			
4A	40	(Up Arrow) Georgetown Village	P1		
		(Left Arrow) Dunwoody High School			
		Dunwoody		Left banner (vertical)	
4A	41	(Left Arrow) Donaldson-Bannister Farm	P4		
		(Left Arrow) Dunwoody Village			
		(Left Arrow) Library/Arts Center			
		(Up Arrow) Brook Run Park			
		Georgetown Village		Right Footer Panel	
4A	42	(Left Arrow) Brook Run Park	P1		
		(Right Arrow) Georgetown Village			
		Dunwoody		Left banner (vertical)	
Sign Type	Sign No.	Message	Symbols	Remarks	
4B	01	(NOT USED)			
4B	02	(NOT USED)			

4B	03	(Up Arrow) Dunwoody Village	P2		
		(Up Arrow) Library/Arts Center			
		(Up Arrow) Police/City Hall			
		(Left Arrow) MARTA			
		(Left Arrow) Perimeter Mall			
		Perimeter District		Right Footer Panel	
4B	04	(Left Arrow) Dunwoody Village	P2		
		(Left Arrow) Library/Arts Center			
		(Left Arrow) Police/City Hall			
		Perimeter District		Right Footer Panel	
		Dunwoody		Left banner (vertical)	
4B	05	(Up Arrow) MARTA	P2		
		(Up Arrow) Perimeter Mall			
		(Up Arrow) Police/City Hall			
		Perimeter District		Right Footer Panel	
		Dunwoody		Left banner (vertical)	
4B	06	(Up Arrow) Library/Arts Center	P2		
		(Up Arrow) MARTA			
		(Up Arrow) Perimeter Mall			
		(Up Arrow) Police/City Hall			
		Perimeter District		Right Footer Panel	
4B	07	(Right Arrow) MARTA	P2		
		(Right Arrow) Perimeter Mall			
		(Up Arrow) Police/City Hall			
		(Left Arrow) Dunwoody Village			
		(Left Arrow) Library/Arts Center			
		Perimeter District		Right Footer Panel	
4B	08	(Up Arrow) Perimeter Mall	P2		
		(Up Arrow) MARTA			
		(Left Arrow) Perimeter Park			
		(Left Arrow) Police/City Hall			
		Perimeter District		Right Footer Panel	
		Dunwoody		Left banner (vertical)	
4B	09	(Right Arrow) Dunwoody Nature Center/Park	P2		
		(Right Arrow) Dunwoody Village			
		(Right Arrow) Library/Arts Center			
		(Left Arrow) Perimeter Mall			
		Perimeter District		Right Footer Panel	
4B	10	(Right Arrow) Perimeter Park	P2		
		(Right Arrow) Police/City Hall			
		(Up Arrow) Dunwoody Nature Center/Park			
		(Up Arrow) Dunwoody Village			
		(Up Arrow) Library/Arts Center			
		Perimeter District		Right Footer Panel	
4B	11	(NOT USED)	P2		
4B	12	(NOT USED)			

Sign Type	Sign No.	Message	Symbols	Remarks	
5A	01	(NOT USED)			
5A	02	DUNWOODY VILLAGE	P3	To be field located	
5A	03	(NOT USED)			
5A	04	FIRE STATION		Verify Message - TBD	
5A	05	(NOT USED)			
5A	06	(NOT USED)			
5A	07	(NOT USED)			
5A	08	(NOT USED)			
5A	09	(NOT USED)			
5A	10	(NOT USED)			
5A	11	(NOT USED)			
5A	12	(NOT USED)			
5A	13	(NOT USED)			
5A	14	(NOT USED)			
5A	15	GEORGETOWN VILLAGE			
5A	16	(NOT USED)			
5A	17	(NOT USED)			
5A	18	WILLIAMSBURG VILLAGE			
5A	19	WILLIAMSBURG VILLAGE			
5A	20	(NOT USED)			
5A	21	DUNWOODY VILLAGE			
5A	22	(NOT USED)			
5A	23	(NOT USED)			
5A	24	(NOT USED)			
Sign Type	Sign No.	Message	Symbols	Remarks	
5B	01	Police/City Hall			
5B	02	(NOT USED)			
5B	03	(NOT USED)			
5B	04	(NOT USED)			
5B	05	(NOT USED)			
5B	06	(NOT USED)			
5B	07	(NOT USED)			
5B	08	PERIMETER DISTRICT			
Sign Type	Sign No.	Message	Symbols	Remarks	
6A	01	BROOK RUN PARK			
6A	02	DUNWOODY NATURE CENTER			
6A	03	DUNWOODY PARK			
6A	04	DONALDSON-BANNISTER FARM			
Sign Type	Sign No.	Message	Symbols	Remarks	
6B	01	BROOK RUN PARK			
6B	02	(Name TBD) (Future)		To be field located	Edie will advise on verbiage
6B	03	PERIMETER PARK (Future)		To be field located	
6B	04	(NOT USED)			
6B	05	VERNON OAKS PARK			
6B	06	WINDWOOD HOLLOW PARK			

Sign Type	Sign No.	Message	Symbols	Remarks	
10	01	(TBD)		Verbiage TBD	
11	01	"Welcome to Dunwoody" or "Dunwoody City Limits"			
11	02	"Welcome to Dunwoody" or "Dunwoody City Limits"			
11	03	"Welcome to Dunwoody" or "Dunwoody City Limits"			
11	04	"Welcome to Dunwoody" or "Dunwoody City Limits"			
11	05	"Welcome to Dunwoody" or "Dunwoody City Limits"			
11	06	"Welcome to Dunwoody" or "Dunwoody City Limits"			
11	07	"Welcome to Dunwoody" or "Dunwoody City Limits"			