

DUNWOODY WAYFINDING: PROJECT RECAP TO DATE

02.24.2020



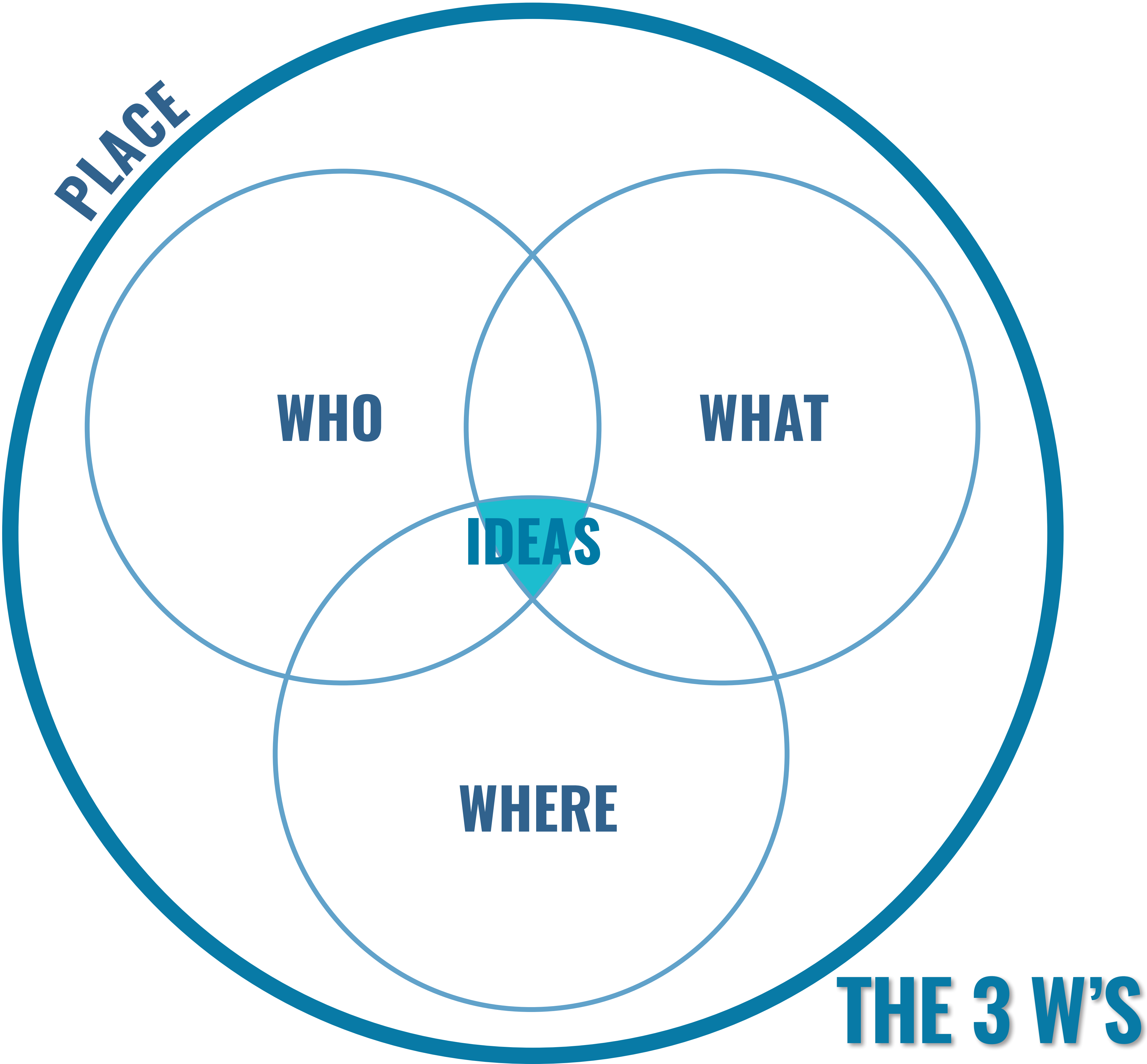
1. OUR TEAM
 2. DISCOVERY
 3. CASE STUDIES
 4. CONCEPT DESIGN
 5. NEXT STEPS
-

1. OUR TEAM



DESIGN ROOTED IN PLACE.

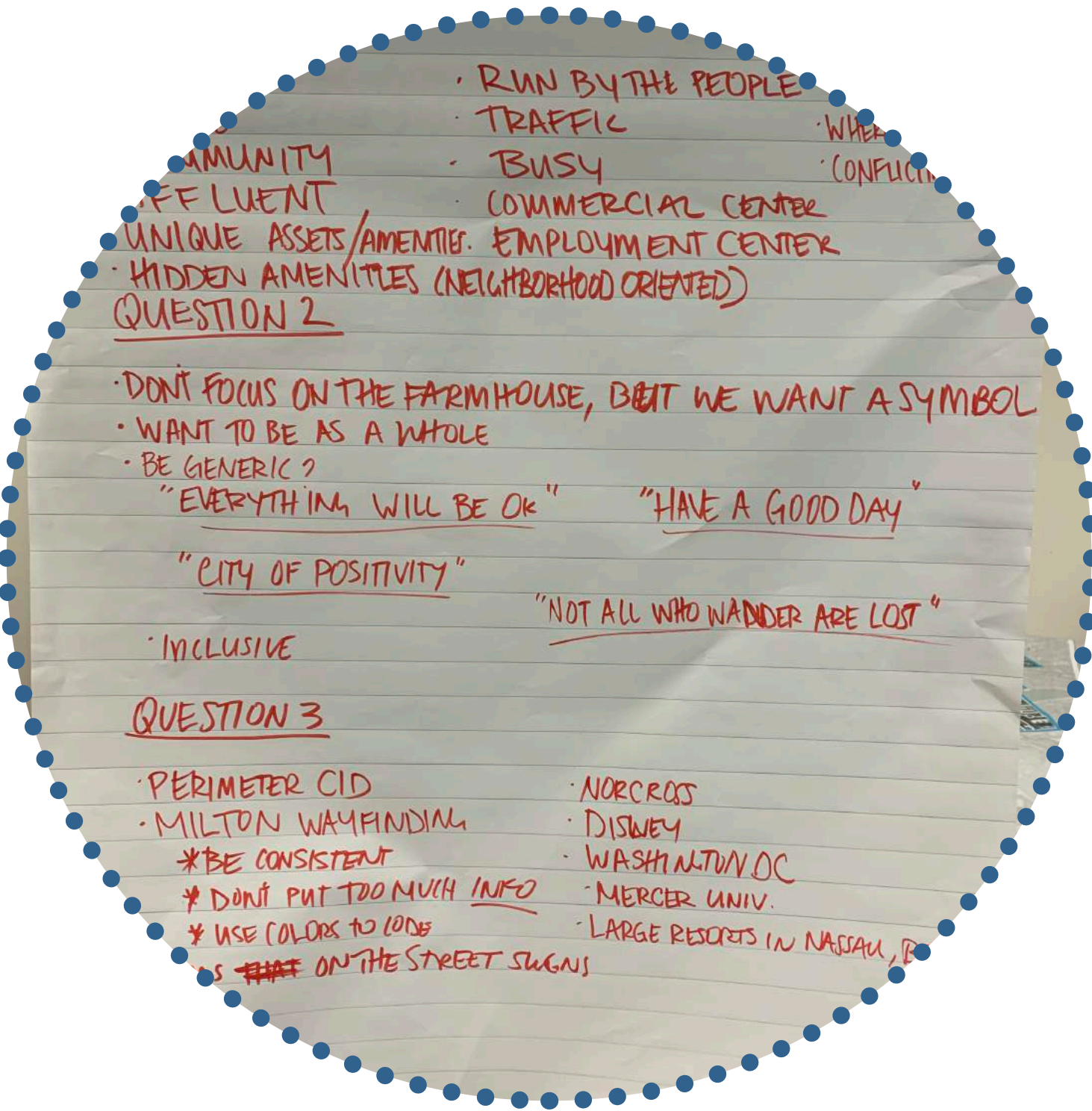
**WHO?
WHAT?
WHERE?**



2. DISCOVERY

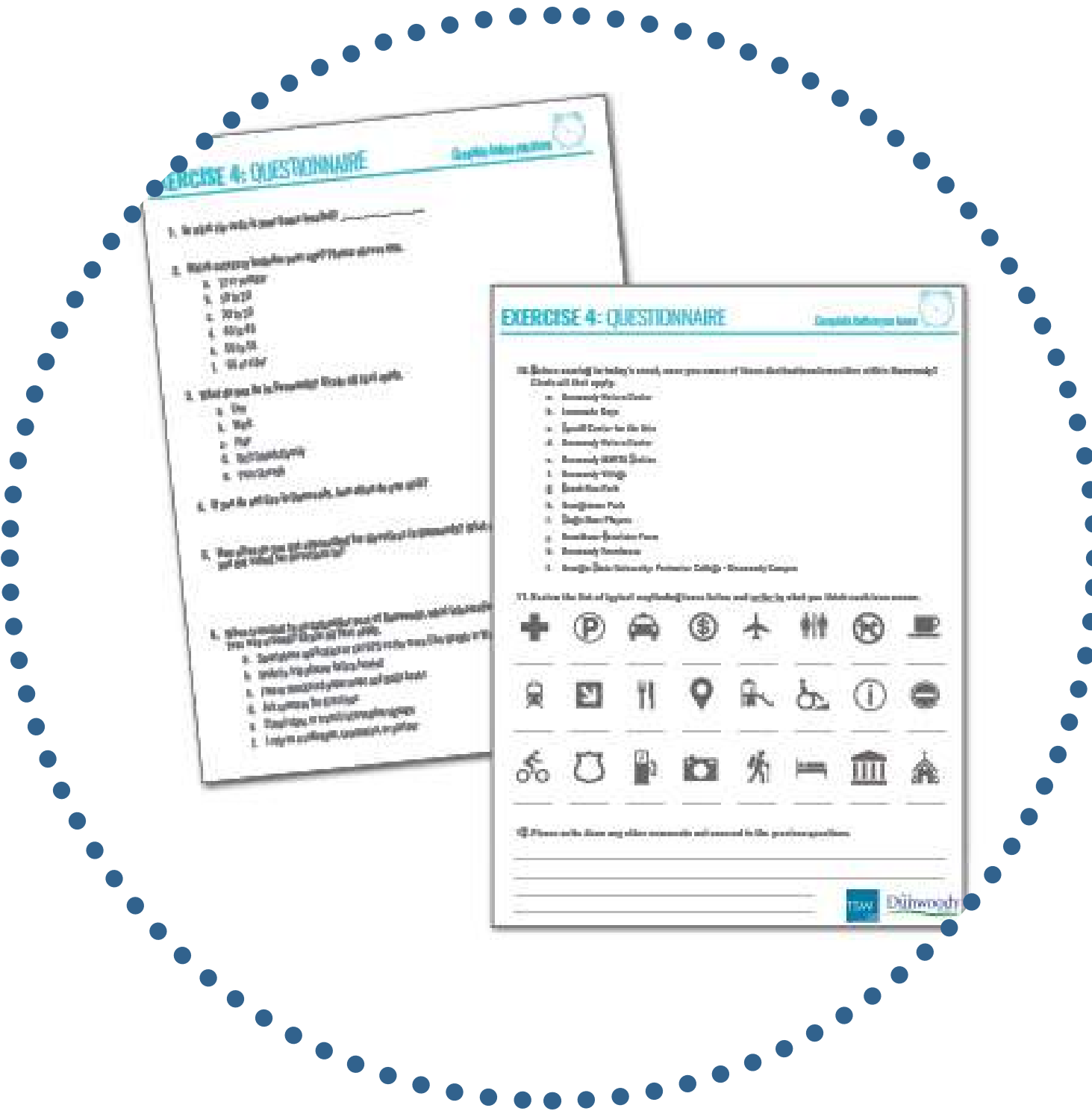
THE TOOL KIT

WHO



- GROUP INTERVIEWS WITH MULTIPLE STAKEHOLDER GROUPS

WHAT



- ONLINE QUESTIONNAIRE FOR STAKEHOLDER GROUPS
- GROUP INTERVIEWS WITH MULTIPLE STAKEHOLDER GROUPS

WHERE



- GROUP MAPPING ACTIVITY
- INDIVIDUAL "MENTAL MAPPING" ACTIVITIES

THE STAKEHOLDER GROUPS

WHO?

City Council +
Chamber

1

City +
Dunwoody
CVB / Discover
Dunwoody

2

Dunwoody
CVB +
Perimeter Mall
+ Mayor + City
Council

3

PCID +
Residents
+ Coro +
Dunwoody
Nature Center

4

Residents
+ Planning
Commission +
DHA President

5

GROUP INTERVIEWS

WHO?

QUESTION 1

GROUP 3

- FAMILY
- HOME
- COMMUNITY
- AFFLUENT
- UNIQUE ASSETS/AMENITIES
- HIDDEN AMENITIES (NEIGHBORHOOD ORIENTED)
- RUN BY THE PEOPLE
- TRAFFIC
- BUSY
- COMMERCIAL CENTER
- EMPLOYMENT CENTER
- DIFFERENT
- WHERE'S DO
- CONFLICTING

QUESTION 2

- DON'T FOCUS ON THE FARMHOUSE, BUT WE WANT A SY
- WANT TO BE AS A WHOLE
- BE GENERIC?
- "EVERYTHING WILL BE OK"
- "HAVE A GOOD DAY"
- "CITY OF POSITIVITY"
- "NOT ALL WHO WANDER ARE LOST"
- INCLUSIVE

QUESTION 3

- PERIMETER CID
- MILTON WAYFINDING
- *BE CONSISTENT
- *DON'T PUT TOO MUCH INFO
- *USE COLORS TO CODE
- ICONS ~~ON~~ ON THE STREET SIGNS
- NORCROSS
- DISNEY
- WASHINGTON DC
- MERCER UNIV.
- LARGE RESORTS IN NASSAU, BAHIA MAR

QUESTION 1

GROUP 2

- NEIGHBORHOODS
- DIVIDED
- TRADITIONAL
- AMERICAN
- FINANCIALLY-STABLE
- GREEN
- SUBURBAN
- CITY/SUBURBAN
- URBAN
- CONFLICTED
- LACK OF PARKS
- FAMILY-ORIENTED
- AMERICAN

QUESTION 2

- CLASSIC
- TIMELESS
- STABLE
- MODERATELY HIP / SLIGHTLY COOLER
- LOW RISK COOL

QUESTION 3

- PARIS
- BROOKHAVEN
- WOODSTOCK
- MILTON
- *ALPHARETTA
- BAD! → TOO SMALL WORDS
- DISNEYWORLD
- ATLANTA

QUESTION 4

- THE MALL
- MARTA
- PARKS
- SPIRIT CENTER
- DUNWOODY VILLAGE
- CITY HALL
- TRAILWAY
- COMMERCIAL NODES
- HOTELS (TO & FROM MARTA / FED SCALE)
- FARMHOUSE
- TREETOP QUEST

WHO?

WHO IS DUNWOODY?

Financially-stable
Business-Centric Employment-Center
Centrally-Located
Bedroom-Community
Lack-of-Parks
Affluent
People-Run
Transformative Run-by-Locals
Milquetoast Commuting
Conflicting-Nodes Family
Unique-Assets Americana
Amenities Traffic City-Urban
Tourism Conflicted
Accessible
Swim-and-Tennis Homey
Living Divided
Corporate
Safe
Friendly Shopping Diffused
Diverse
Busy
Community
Suburban
Urban
Mosaic
Family-Oriented
Hidden-Neighborhood-Amenities
Home Social-Community-Nodes
NOT-Bedroom-Community
Aggressive-but-Responsible
Neighborhoods
Multi-generational

Williamsburg-Shopping-Center
Donaldson-Bannister-Farm
Transit Shopping
Districts Medical **City-Hall** Hotels
Brook-Run-Park
Dunwoody-Nature-Center
Perimeter-Mall
Spruill-Arts-Center
Dunwoody-Village
MARTA Parks
Access
Trails
Facilities Spruill-Farm
Georgetown-Shopping

BEST AMENITIES

THEME &
CHARACTER?

WHO?

NON-Theme
Slightly-Cool
Low-Risk-Cool
Moderately-Hip
Unique
Stable
Daffodil
Sustainable
Classic
DUNWOODY
Timeless
Simple
Non-Offensive
Traditional
Readable
Clean
Mosaic

Perimeter-CID
Cumberland-CID
Flowery-Branch
Washington-DC
Chattanooga
Calhoun-City
Duluth
Disney
Milton
Chamblee
Roswell
Mercer-University
Woodlands-Houston
Knoxville
Woodstock
Chateau-Elan
Baja-Mar
City-of-Atlanta
Tupelo
Brookhaven

FAVORITE
SIGNAGE

SO, WHO
ARE YOU?

WHO?

Classic



Simple



Timeless



AND WE CAN'T FORGET

“Low-Risk Cool &
Moderately-Hip”

WHAT IS YOUR GOAL?



Identity
Unique-Identity
Dunwoody-Awareness
A-Universal-Dunwoody
Amenity-Awareness
Sense-of-Place
Placemaking
Districts

EXERCISE 4: QUESTIONNAIRE

Complete before you leave

1. In what zip code is your home located? _____

2. Which category includes your age? Please choose one.

- a. 17 or younger
- b. 18 to 29
- c. 30 to 39
- d. 40 to 49
- e. 50 to 59
- f. 60 or older

3. What do you do in Dunwoody? Circle all that apply.

- a. Live
- b. Work
- c. Play
- d. Visit friends/family
- e. Pass through

4. If you do not live in Dunwoody, how often do you visit?

5. How often do you get approached for directions in Dunwoody?
you get asked for directions to?

6. When traveling to an unfamiliar part of Dunwoody, what
your way around? Circle all that apply.

- a. Smartphone application or car GPS on the move (like Google Maps)
- b. Website trip planner before leaving
- c. Free or purchased paper maps and guide books
- d. Ask someone for directions
- e. Street signs or transit information signage
- f. I rely on a colleague, companion, or partner

EXERCISE 4: QUESTIONNAIRE

10. Before coming to today's event, were you? Circle all that apply.

- a. Dunwoody Nature Center
- b. Lemonade Days
- c. Spruill Center for the Arts
- d. Dunwoody Nature Center
- e. Dunwoody MARTA Station
- f. Dunwoody Village
- g. Brook Run Park
- h. Georgetown Park
- i. Stage Door Players
- j. Donaldson-Bannister Farm
- k. Dunwoody Farmhouse

EXERCISE 4: QUESTIONNAIRE

Complete before you leave

10. Before coming to today's event, were you aware of these destinations/amenities within Dunwoody? Circle all that apply.

- a. Dunwoody Nature Center
- b. Lemonade Days
- c. Spruill Center for the Arts
- d. Dunwoody Nature Center
- e. Dunwoody MARTA Station
- f. Dunwoody Village
- g. Brook Run Park
- h. Georgetown Park
- i. Stage Door Players
- j. Donaldson-Bannister Farm
- k. Dunwoody Farmhouse
- l. Georgia State University: Perimeter College - Dunwoody Campus

11. Review the list of typical wayfinding icons below and write-in what you think each icon means.

_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

12. Please write down any other comments not covered in the previous questions.

WHAT?

Types of Signs

**Primary
Gateway**

**Secondary
Gateway**

**Informational
Signage**

**Place
Opportunities**

WHERE?



EXERCISE 3: CITY OF DUNWOODY BASEMAP

WHERE?

WHERE? SIGN LOCATION RECOMMENDATIONS

LEGEND



PRIMARY GATEWAY

- LARGE TRAFFIC AMOUNTS
- ALL TYPES OF TRAFFIC
- OFF-RAMP ADJACENCY
- REGIONAL DRAW FOR EVERYONE



SECONDARY GATEWAY

- MAJOR POINT OF ACCESS
- PRIMARILY FED BY SURFACE STREETS & NEIGHBORHOODS (CONNECTIVITY)
- LOCAL COMMUTERS



PLACE OPPORTUNITIES

- DUNWOODY AMENITIES WITH OPTIONS FOR FUN SIGN TYPES
- MOVABLE, SELFIE-DRIVEN, MEDIA-WORTHY, AMENITY AWARENESS



INFORMATIONAL

- INFORMATIONAL KIOSKS
- WALKING AND BIKING DISTANCES TO NEARBY AMENITIES
- POTENTIAL DRIVING MINUTES TO MAJOR AMENITIES



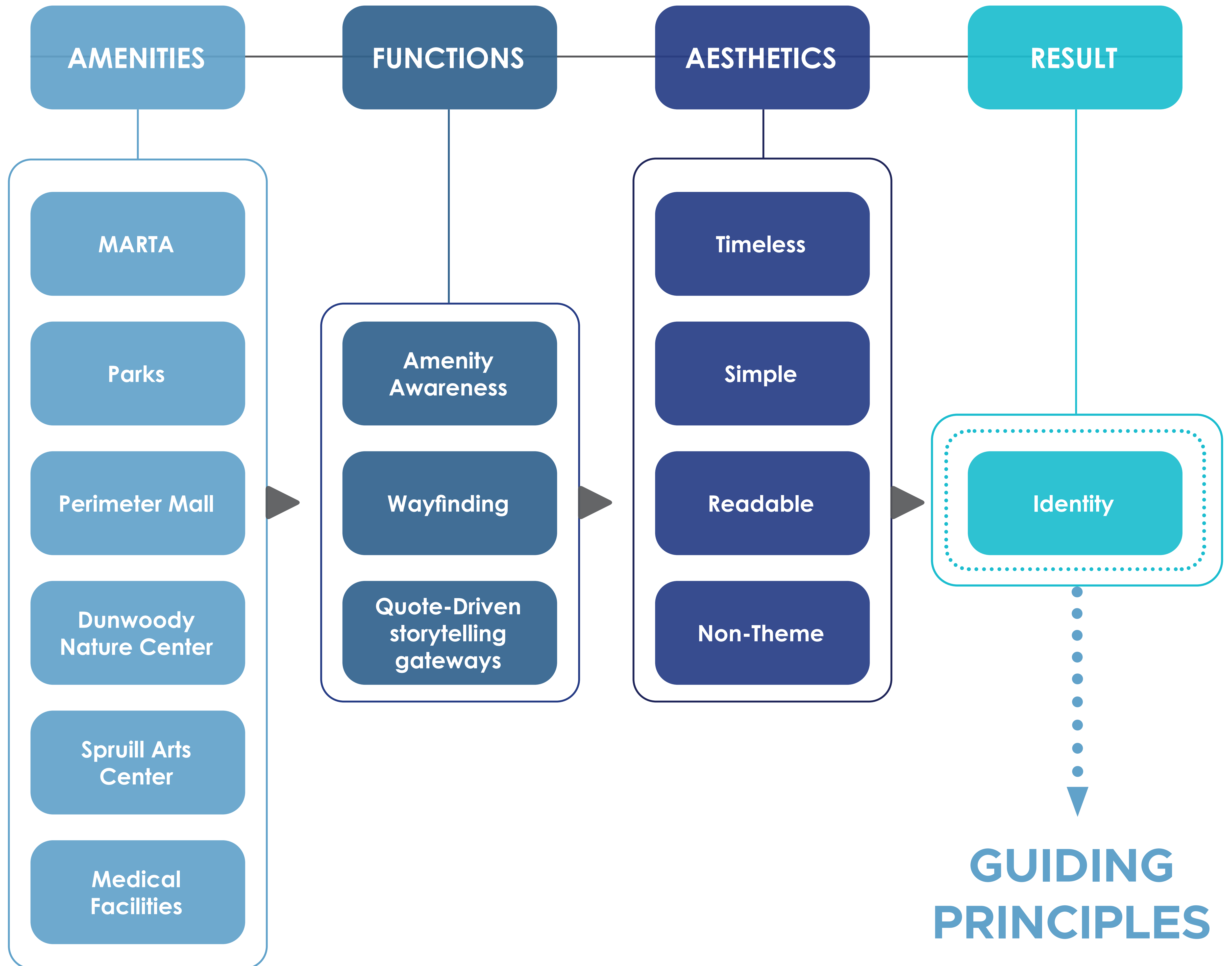
MAJOR ROADS



SECONDARY ROADS



WHO?
WHAT?
WHERE?



**WHO?
WHAT?
WHERE?**

GUIDING PRINCIPLES:

**Enhance
amenity
awareness for
visitors and
residents, alike**

1

**Create a
“united
Dunwoody”**

2

**Create simple
and timeless
signage**

3

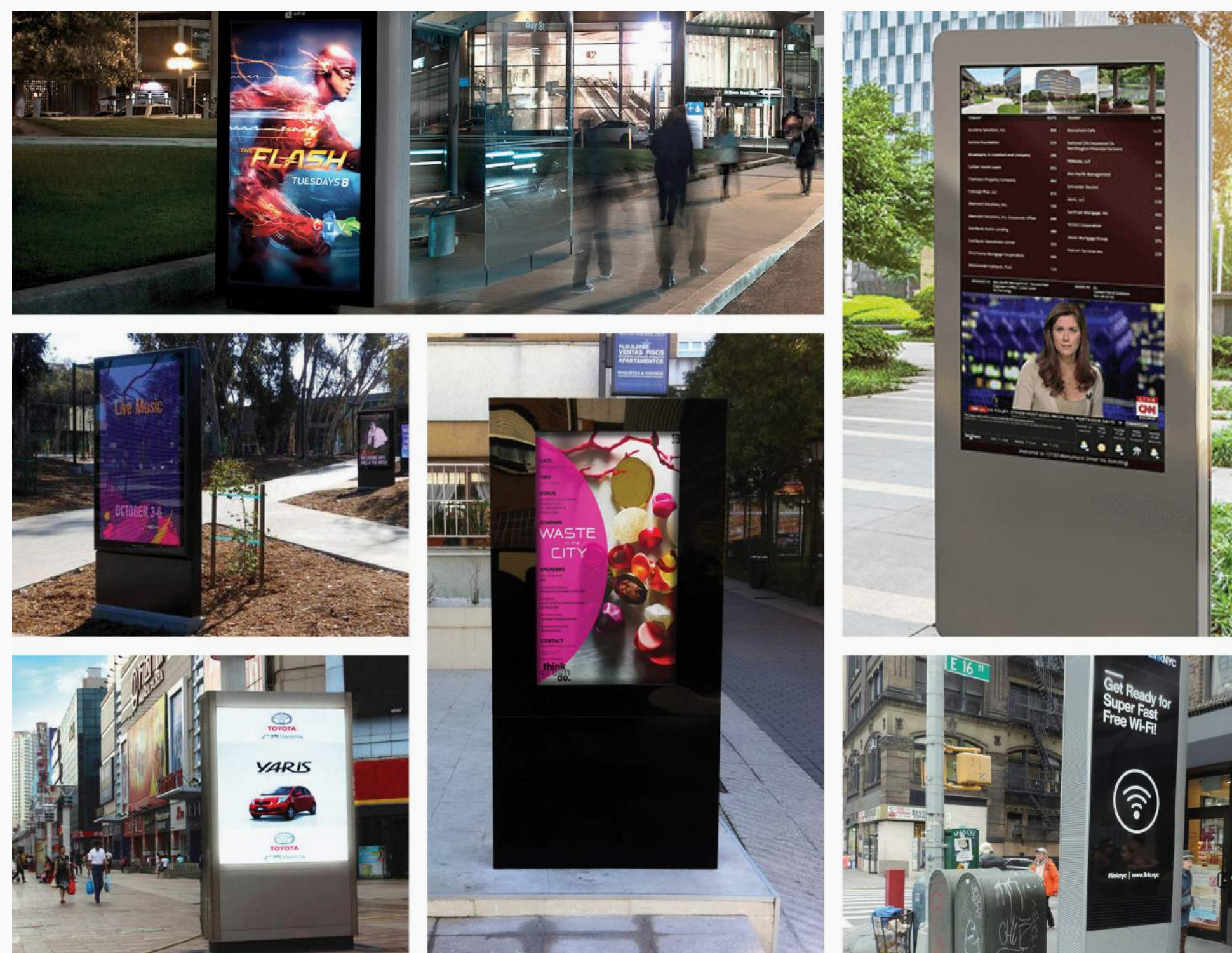
**Create a sense
of place that
is uniquely
Dunwoody**

4

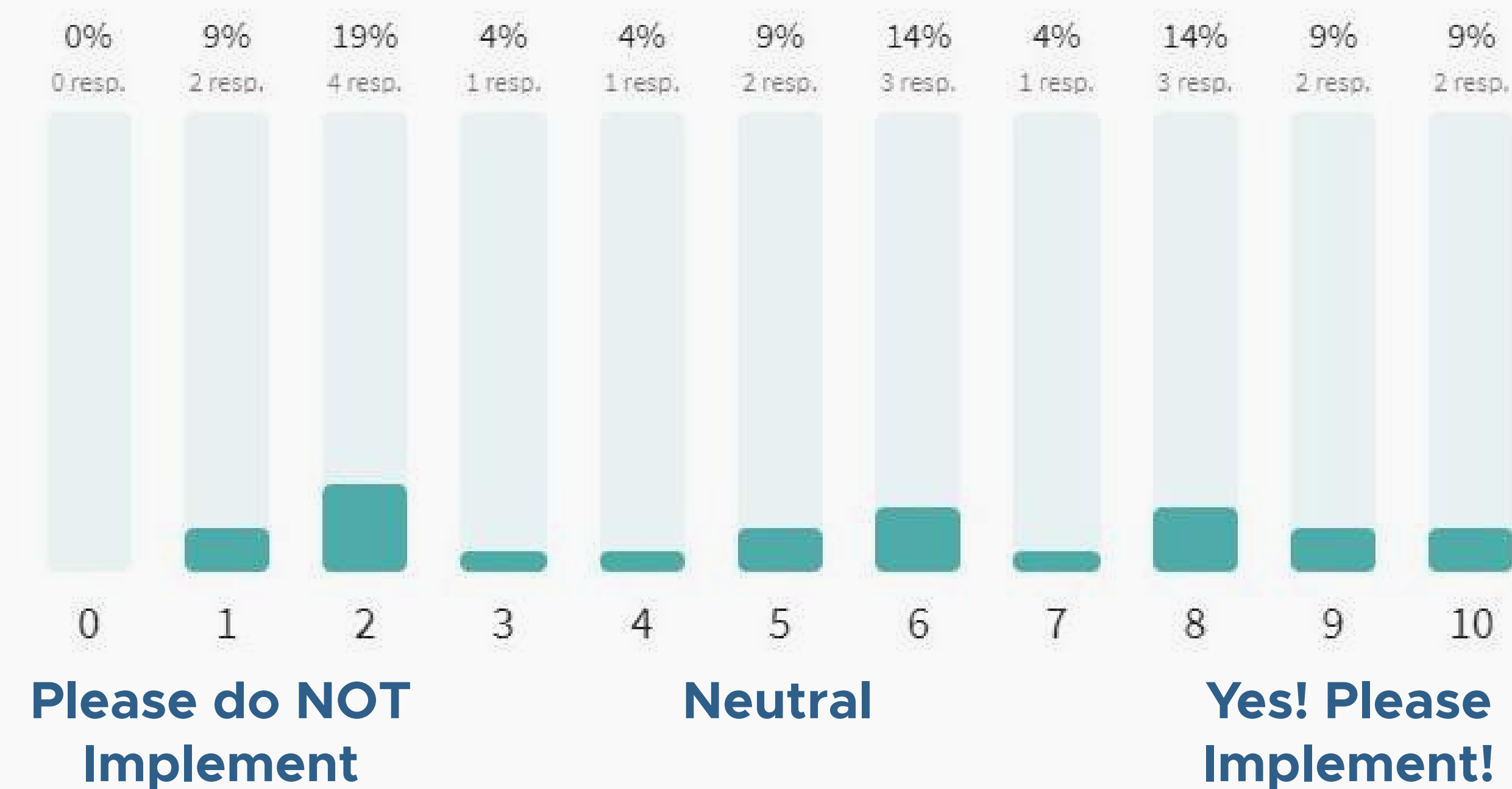
**Design
signage for
all modes of
transportation.**

5

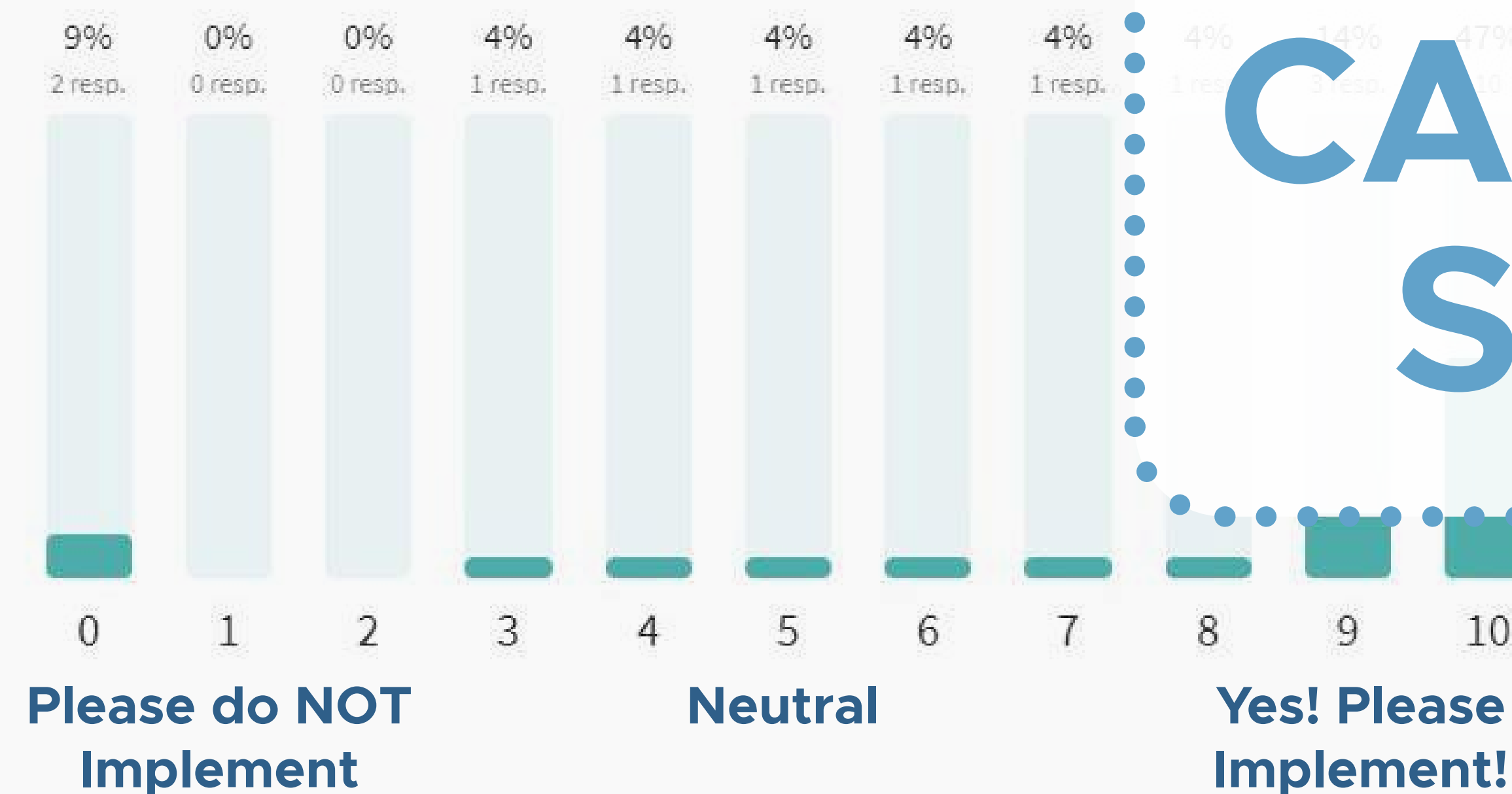
3. CASE STUDIES



5.4 Average Rating



7.6 Average Rating



**CASE STUDY
SURVEYS**

Roswell

**WHO ARE
YOUR
NEIGHBORS?**

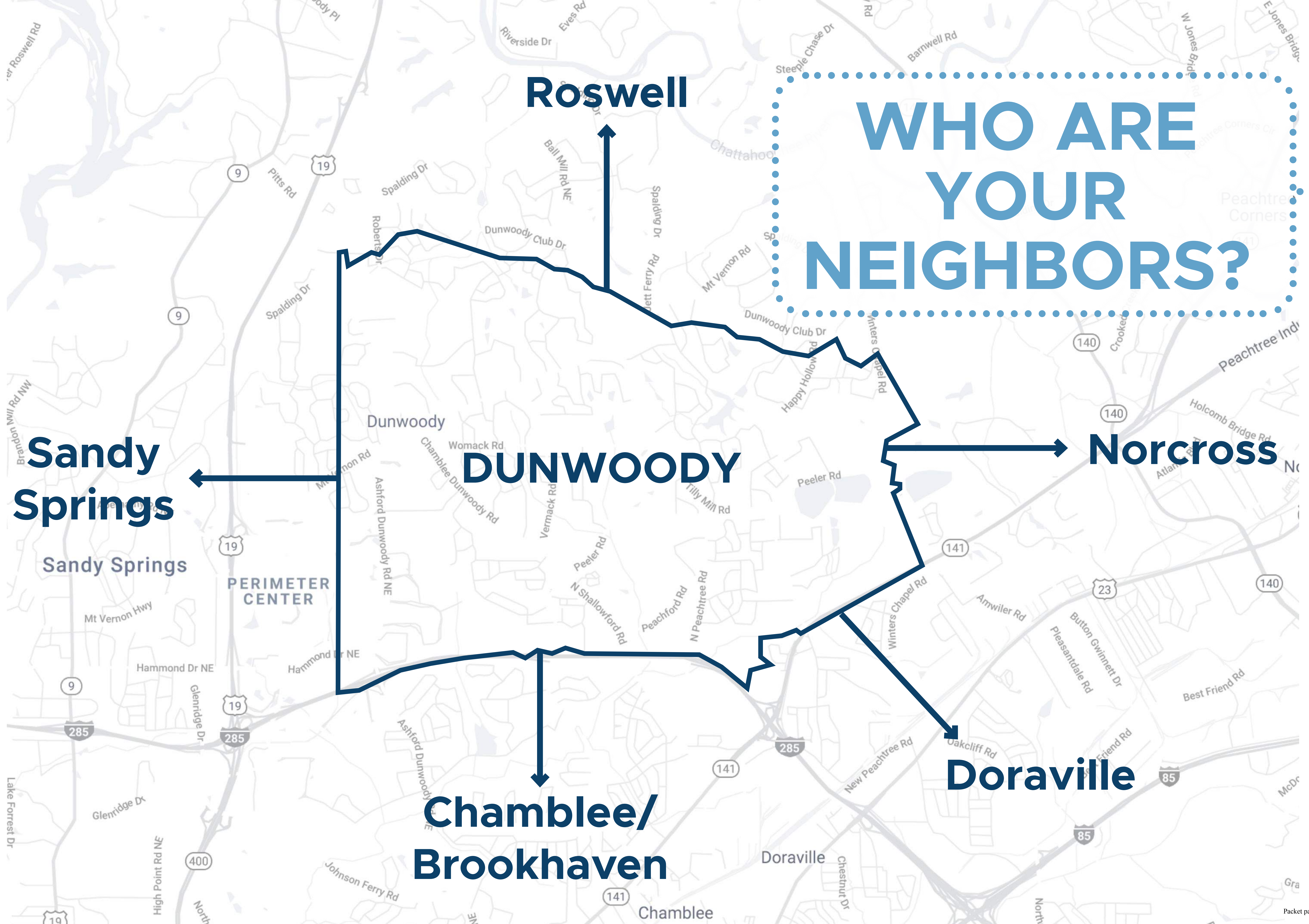
**Sandy
Springs**

DUNWOODY

Norcross

**Chamblee/
Brookhaven**

Doraville









“D” cities
All are multi-colored
All use an icon

Dunwoody Today Logos

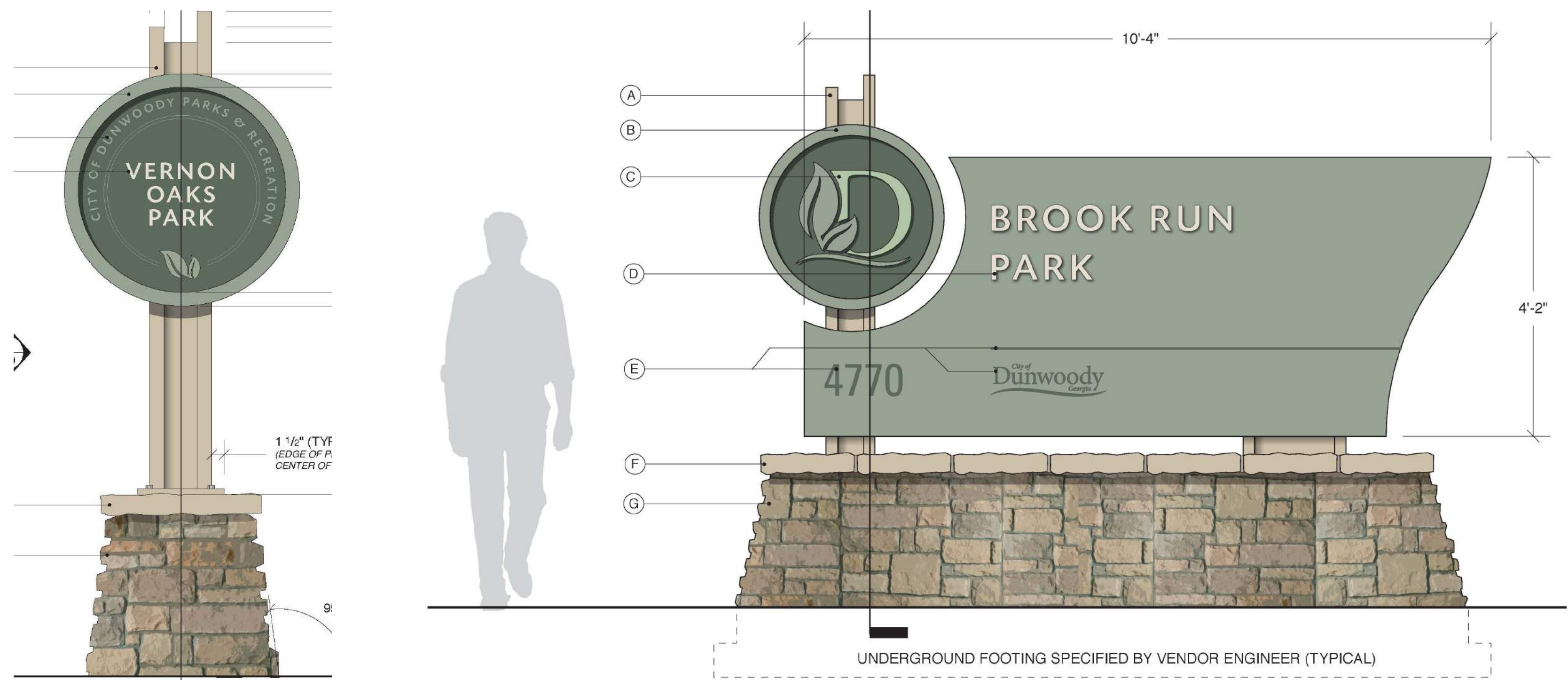
Mix of colors

No font is the same

“Swoosh”



Dunwoody Today Signs

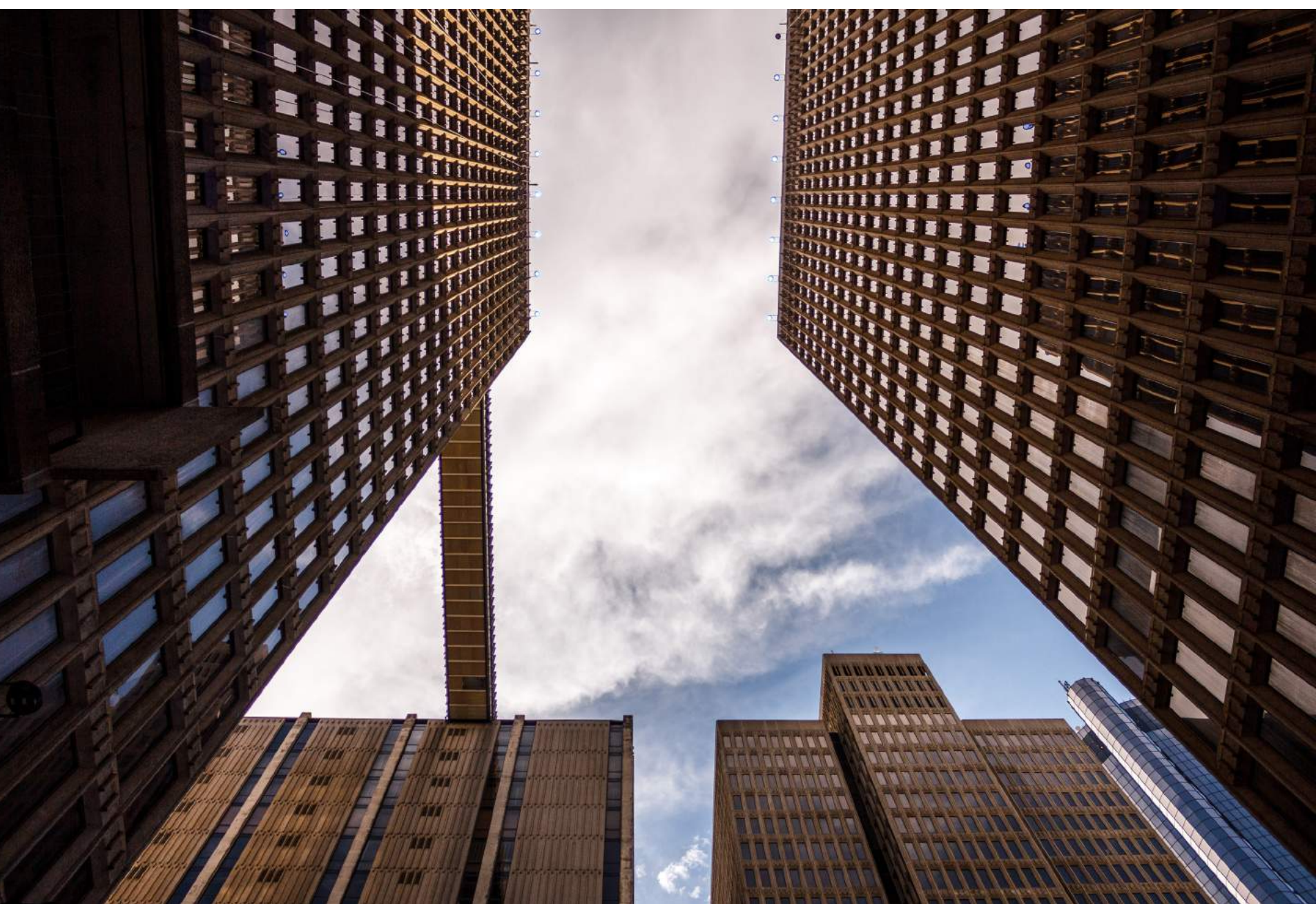


4. CONCEPT DESIGN

We want
to solve 3
problems

How Might We...

1. Be United?
2. Be More Fun?
3. Be Uniquely
Dunwoody?





**NEIGHBORHOOD
TRANQUILITY**

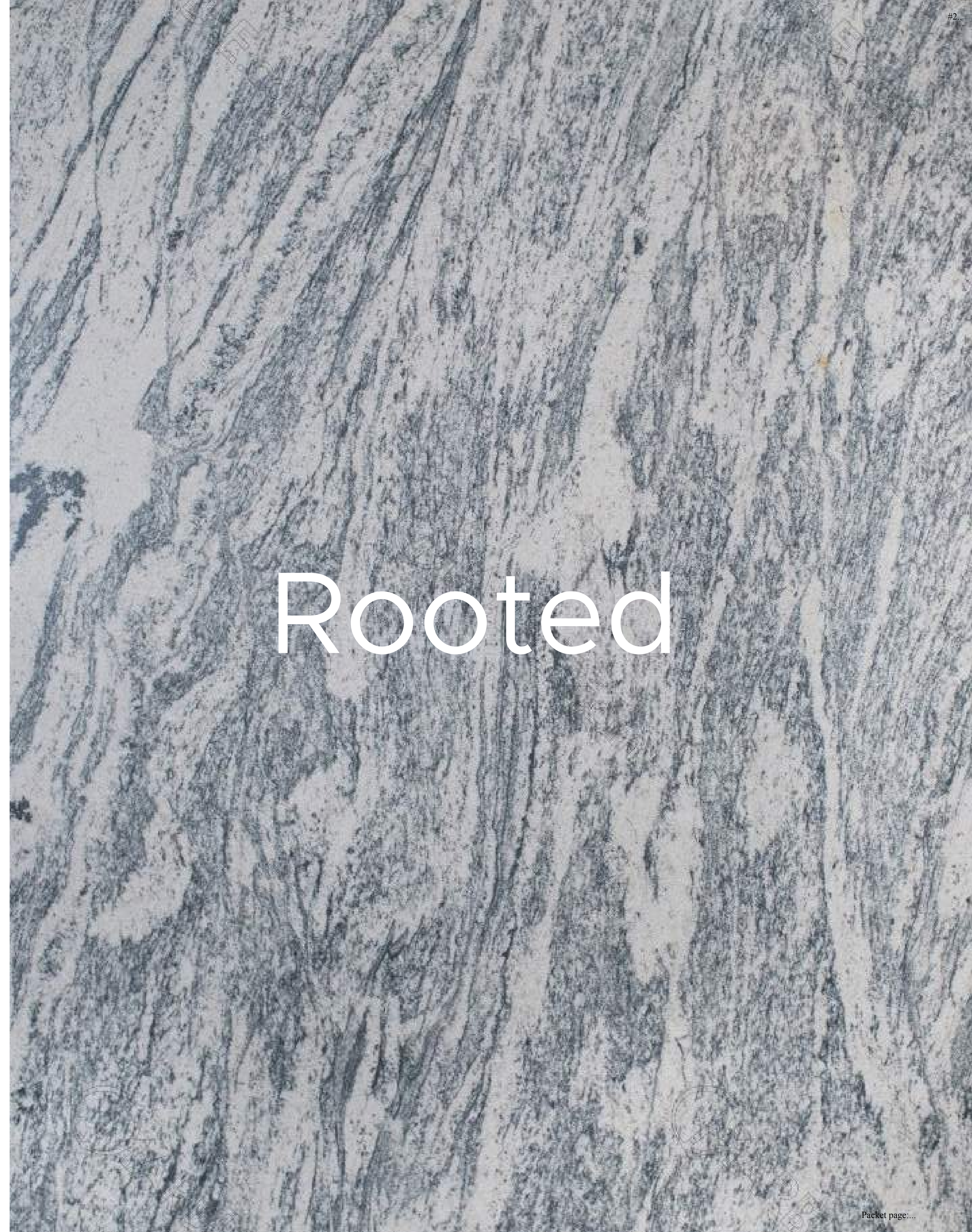




Urban

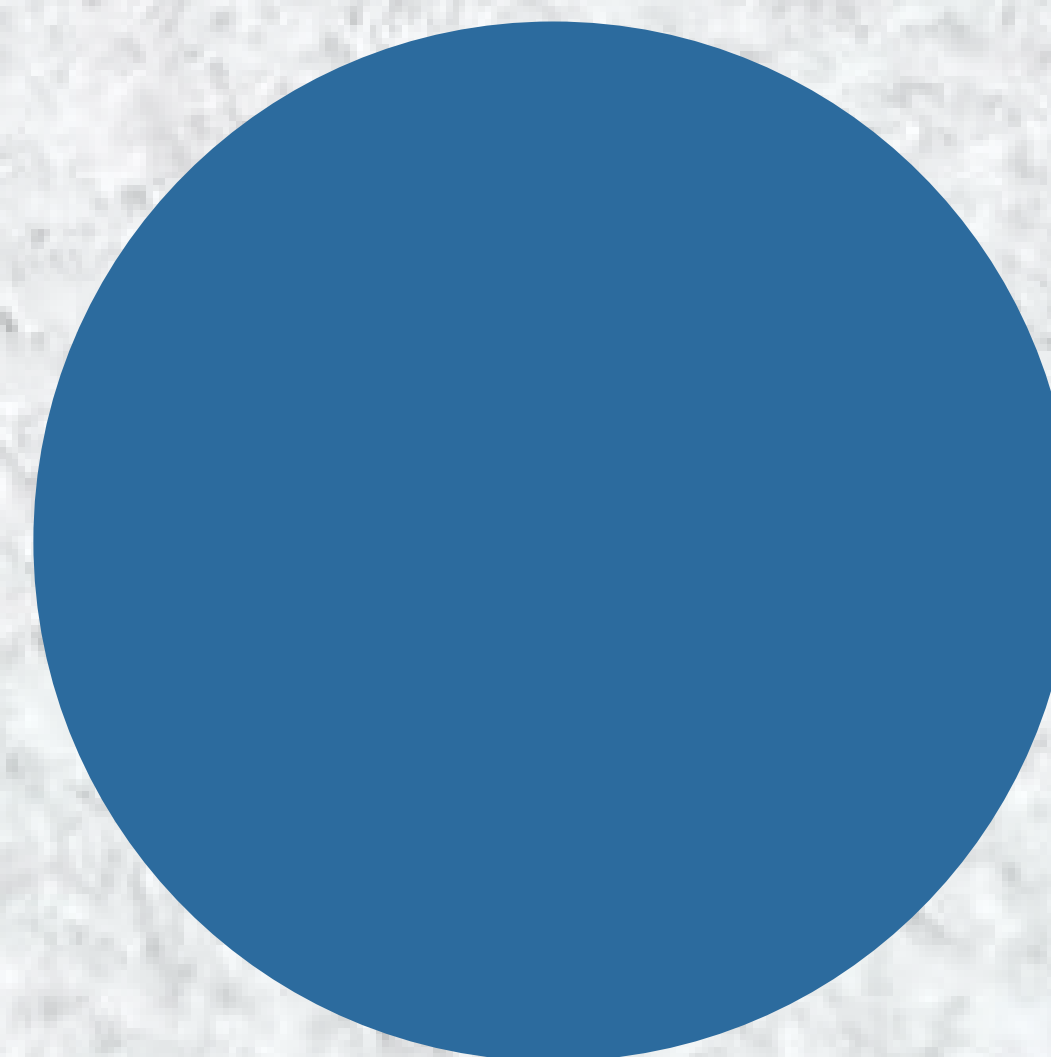
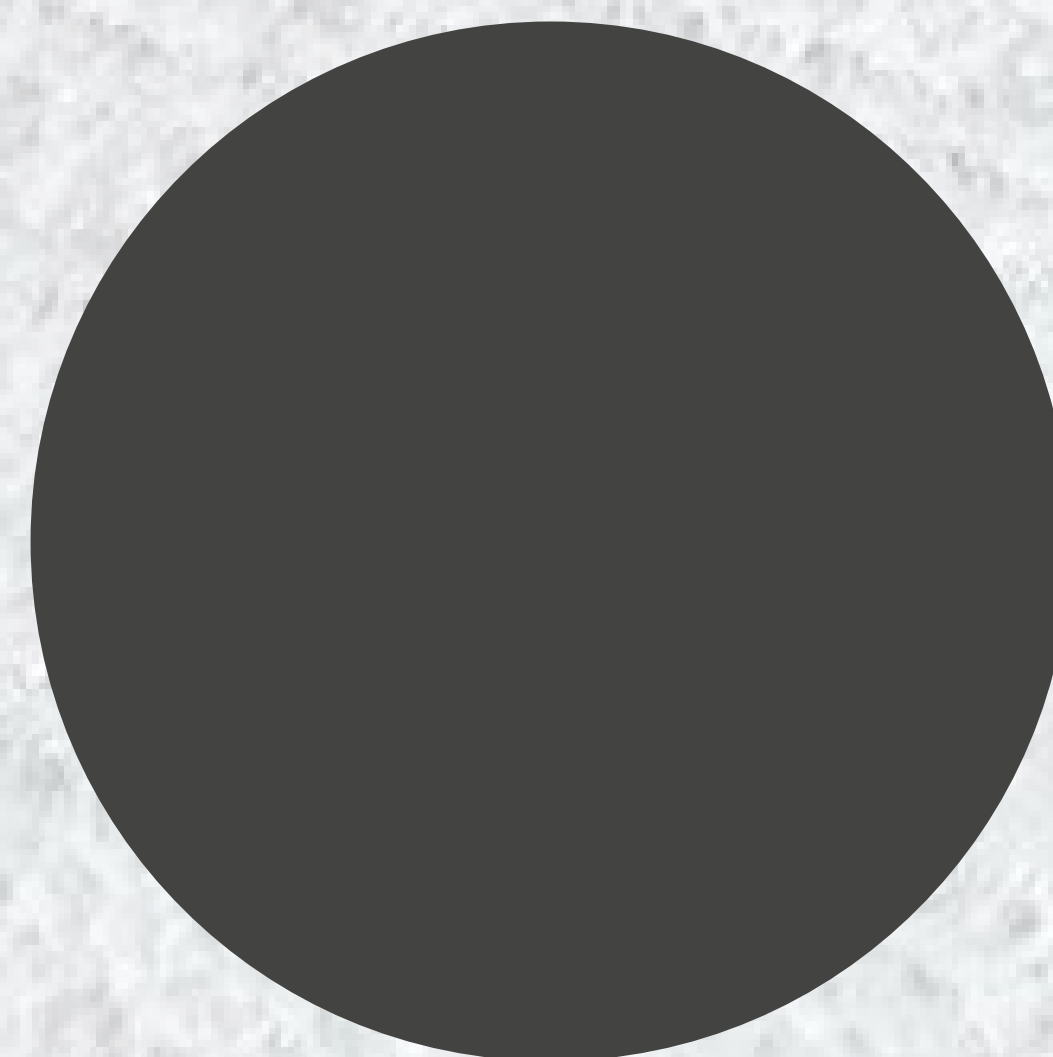
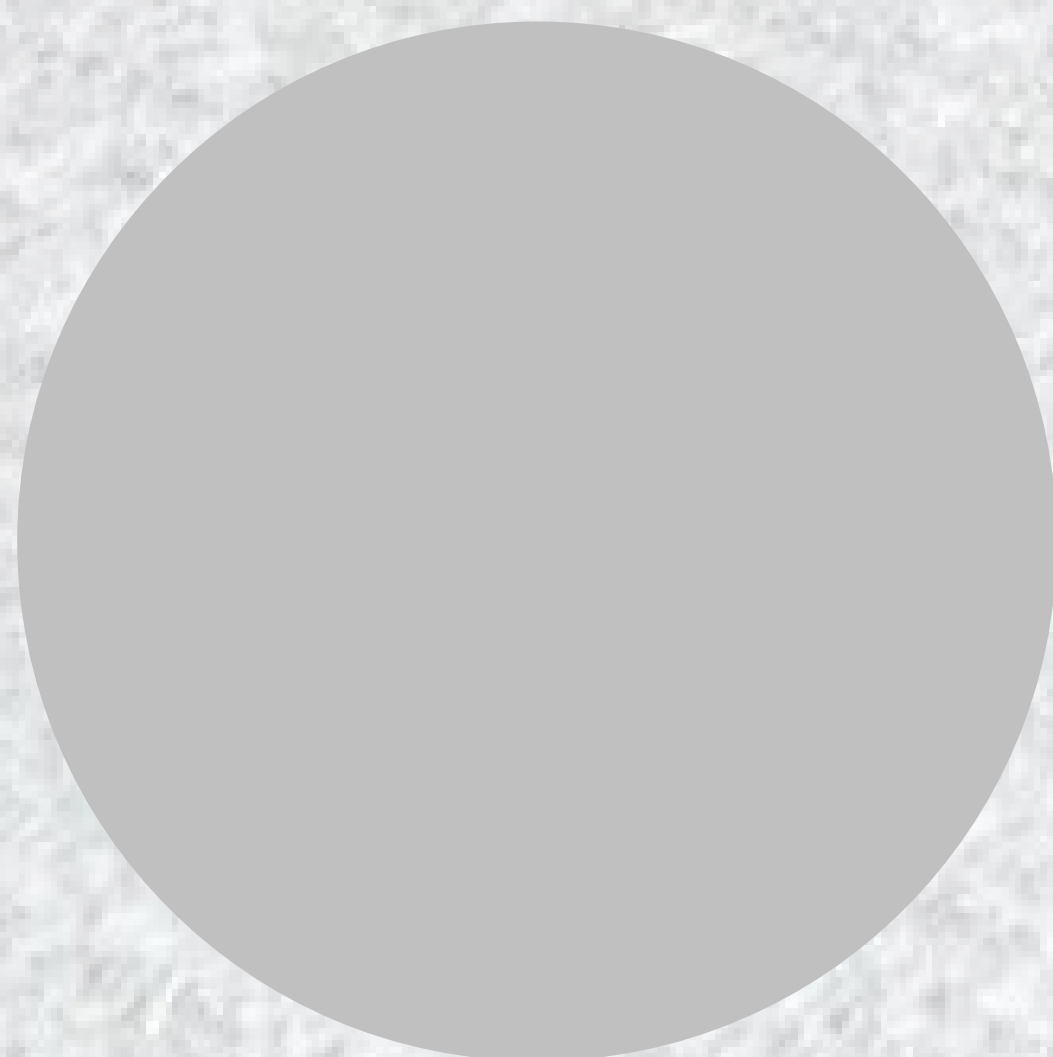


Thriving



Rooted

Color Palette



Minion Pro

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789

Dunwoody	Dunwoody
Dunwoody	Dunwoody
Dunwoody	DUNWOODY

Metropolis

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789

	Dunwoody
	DUNWOODY
Dunwoody	Dunwoody
Dunwoody	Dunwoody
Dunwoody	Dunwoody

4. CONCEPT DESIGN

GATEWAY SIGNAGE (PRIMARY)

Dunwoody

GATEWAY SIGNAGE (PRIMARY)

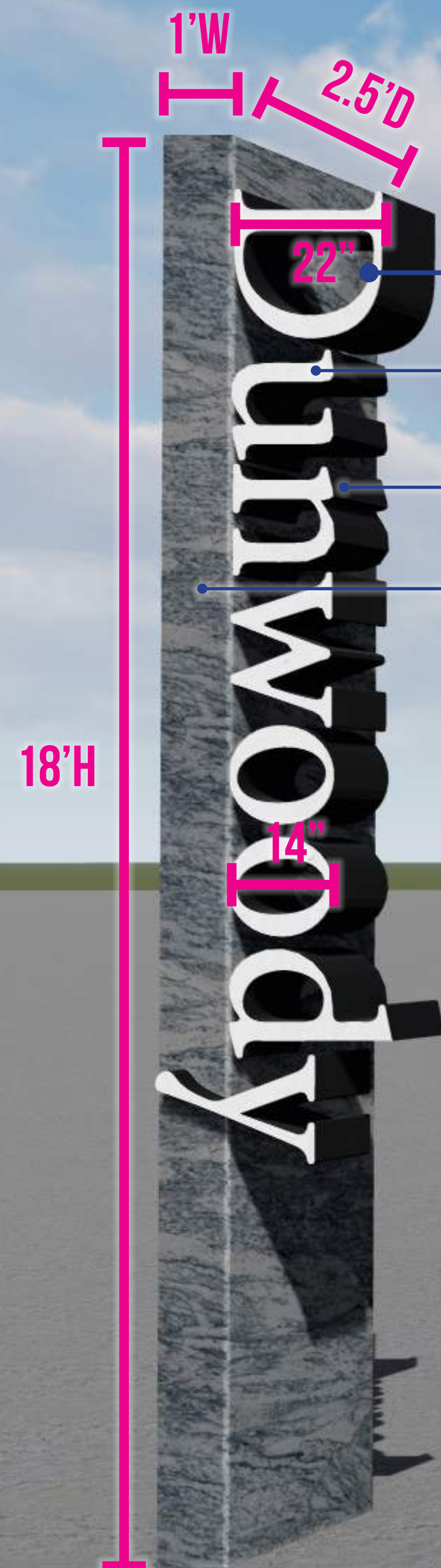
D Dunwoody

Dunwoody

DESIGN NOTES

- ALL DESIGNS TO BE NIGHT-LIT (LED CHANGING COLORS; REMOTE- OPERABLE BY CLIENT)
- THE “Y” IN DUNWOODY ALWAYS PENETRATES THE BASE MATERIAL AT THE “FRONT”
- MINION PRO FONT
- GRANITE TO LOOK LIKE ONE MONOLITHIC PIECE

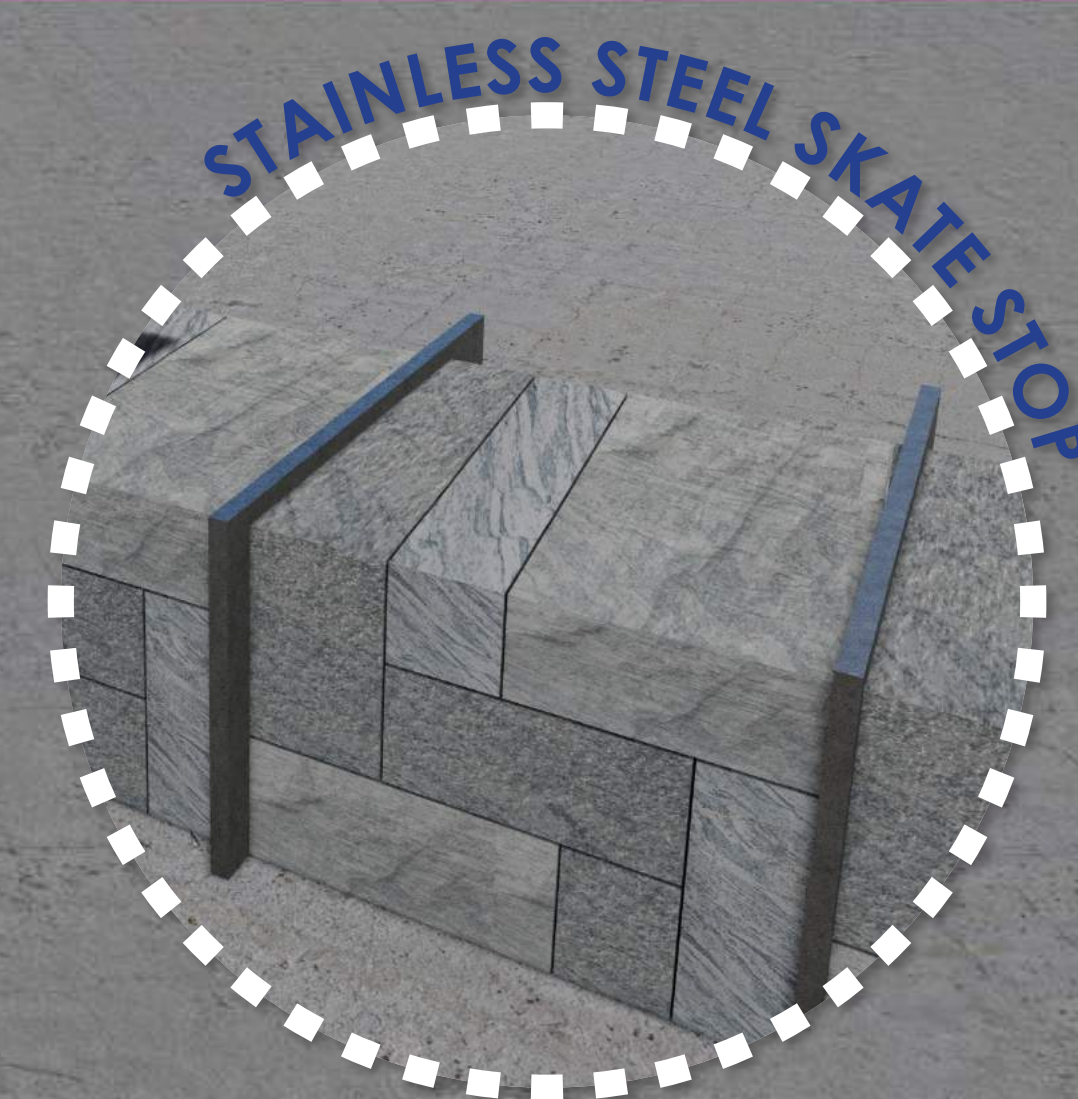
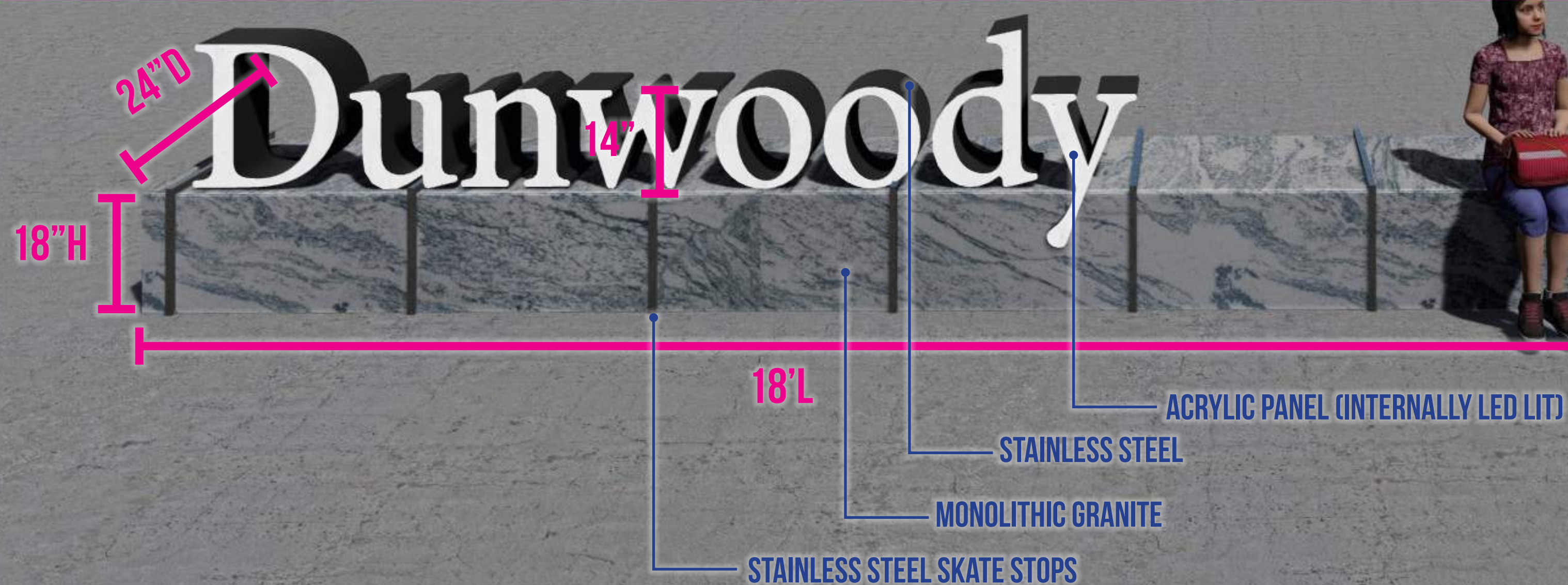
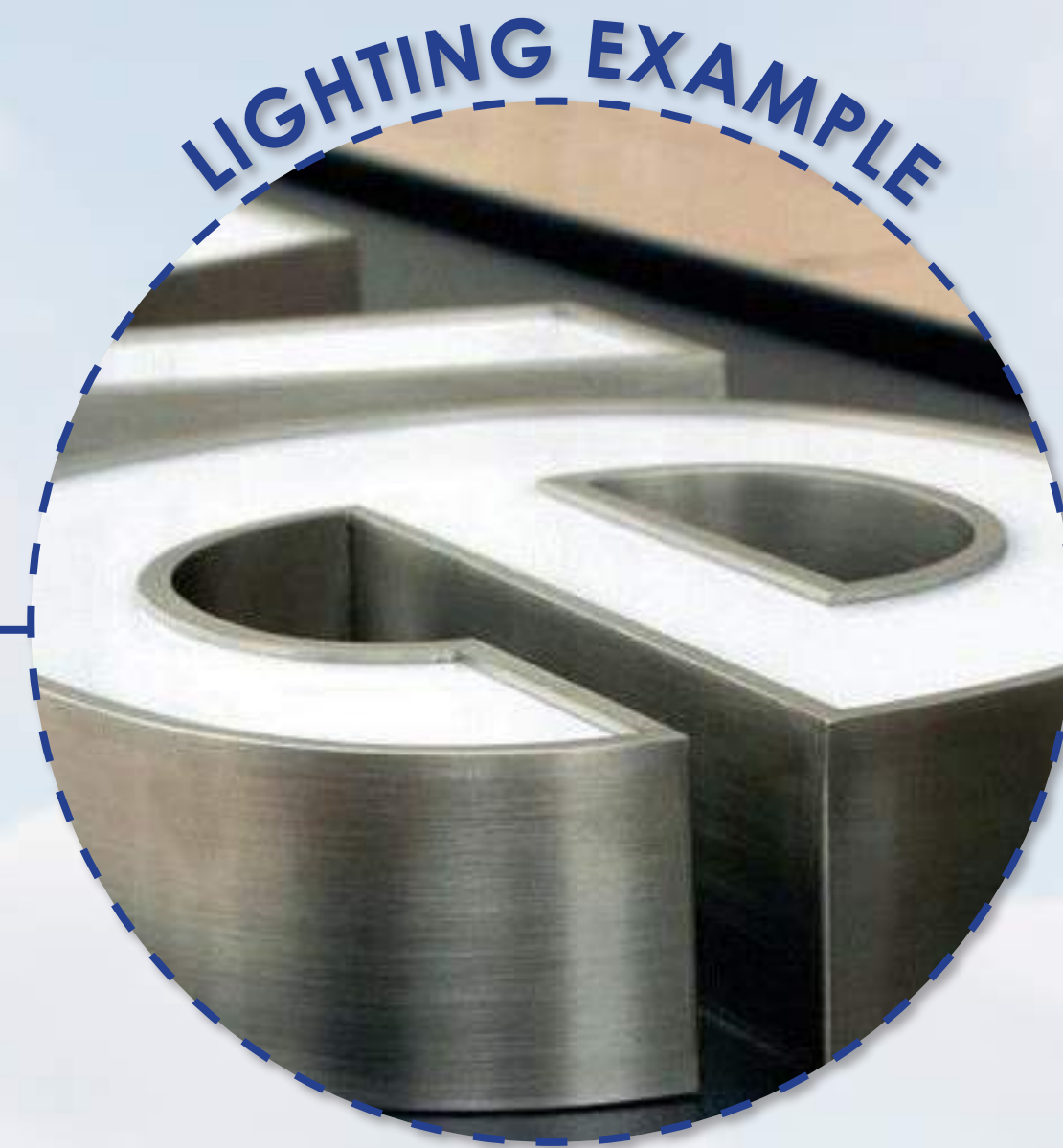
GATEWAY SIGNAGE (PRIMARY)



ACRYLIC PANEL
(INTERNALLY LED LIT)

STAINLESS STEEL

MONOLITHIC GRANITE



4. CONCEPT DESIGN

GATEWAY SIGNAGE (SECONDARY)

Dunwoody

GATEWAY SIGNAGE (SECONDARY)



DESIGN NOTES

- ALL DESIGNS TO BE NIGHT-LIT (LED CHANGING COLORS; REMOTE- OPERABLE BY CLIENT)
- THE “Y” IN DUNWOODY ALWAYS PENETRATES THE BASE MATERIAL AT THE “FRONT”
- MINION PRO FONT
- GRANITE TO LOOK LIKE ONE MONOLITHIC PIECE

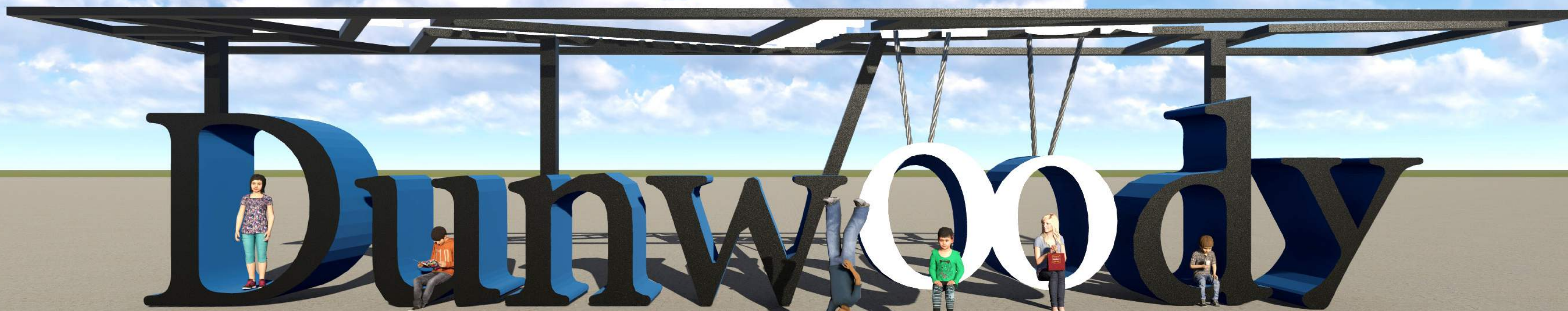
GATEWAY SIGNAGE (SECONDARY)

Dunwoody

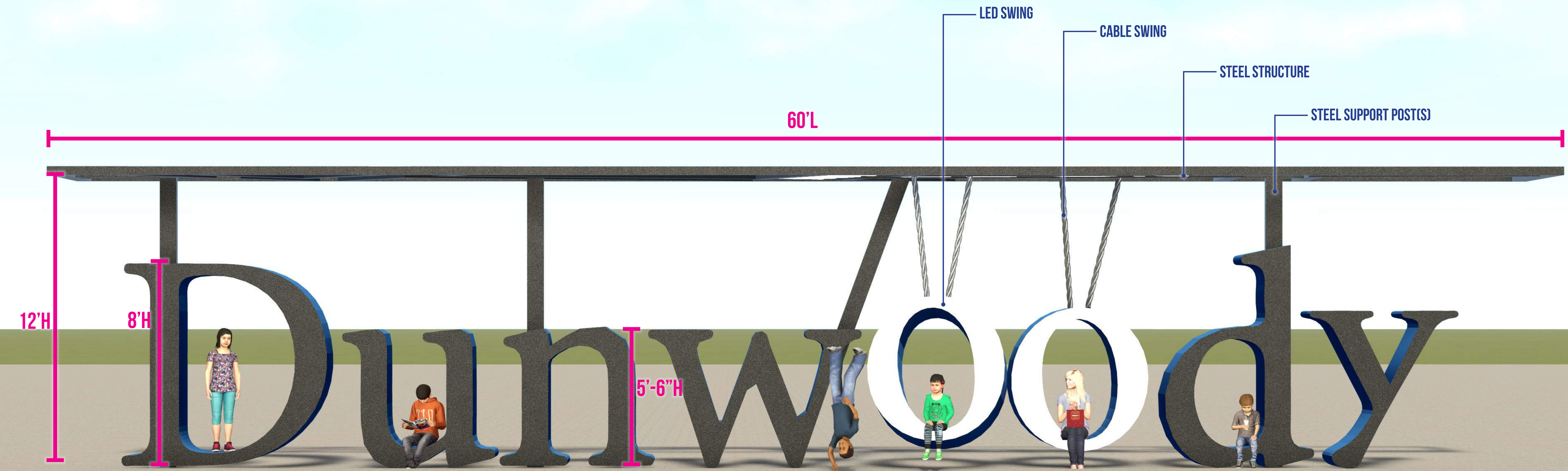


4. CONCEPT DESIGN

SPECIAL SIGNAGE (SECONDARY)







SWING INSPIRATION: THE LAWN ON D//BOSTON, MA

DESIGN NOTES

- (2) O'S TO BE BE NIGHT-LIT ((LED CHANGING COLORS; REMOTE- OPERABLE BY CLIENT) ; REST OF STRUCTURE TO BE UP OR DOWN LIT
- NON "O" LETTERS TO BE PAINTED; MINION PRO FONT
- (2) "O" LETTERS TO SWING ONLY 1 DIRECTION AS TO AVOID THE OTHER LETTERS; MINION PRO FONT
- DEPTH OF ALL LETTERS TO PRICED AS SMALL AS POSSIBLE WHILE STILL BEING STABLE AND FUNCTIONAL





4. CONCEPT DESIGN

INFORMATIONAL SIGNAGE

Minion Pro

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789

Dunwoody	Dunwoody
Dunwoody	Dunwoody
Dunwoody	DUNWOODY

Metropolis

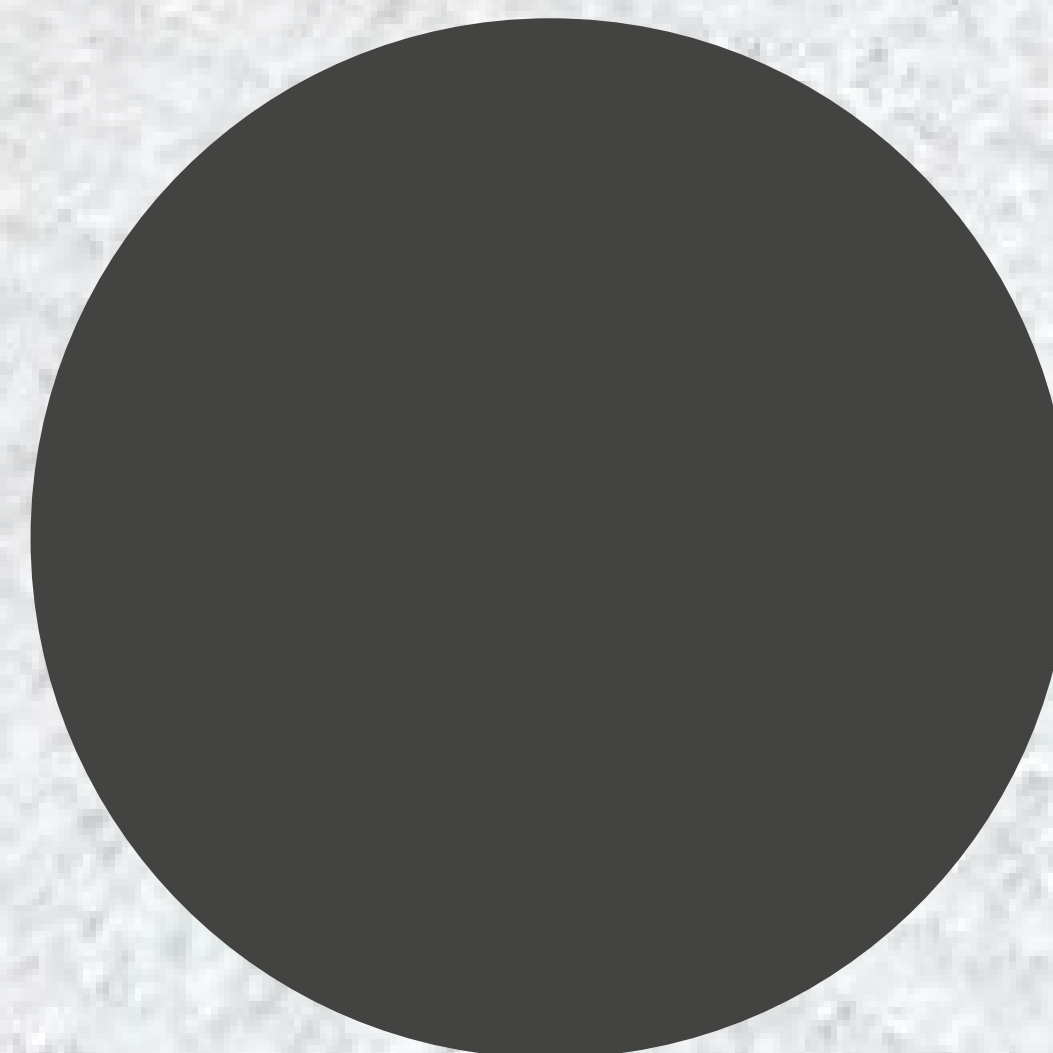
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
0123456789

	Dunwoody
	DUNWOODY
Dunwoody	Dunwoody
Dunwoody	Dunwoody
Dunwoody	Dunwoody

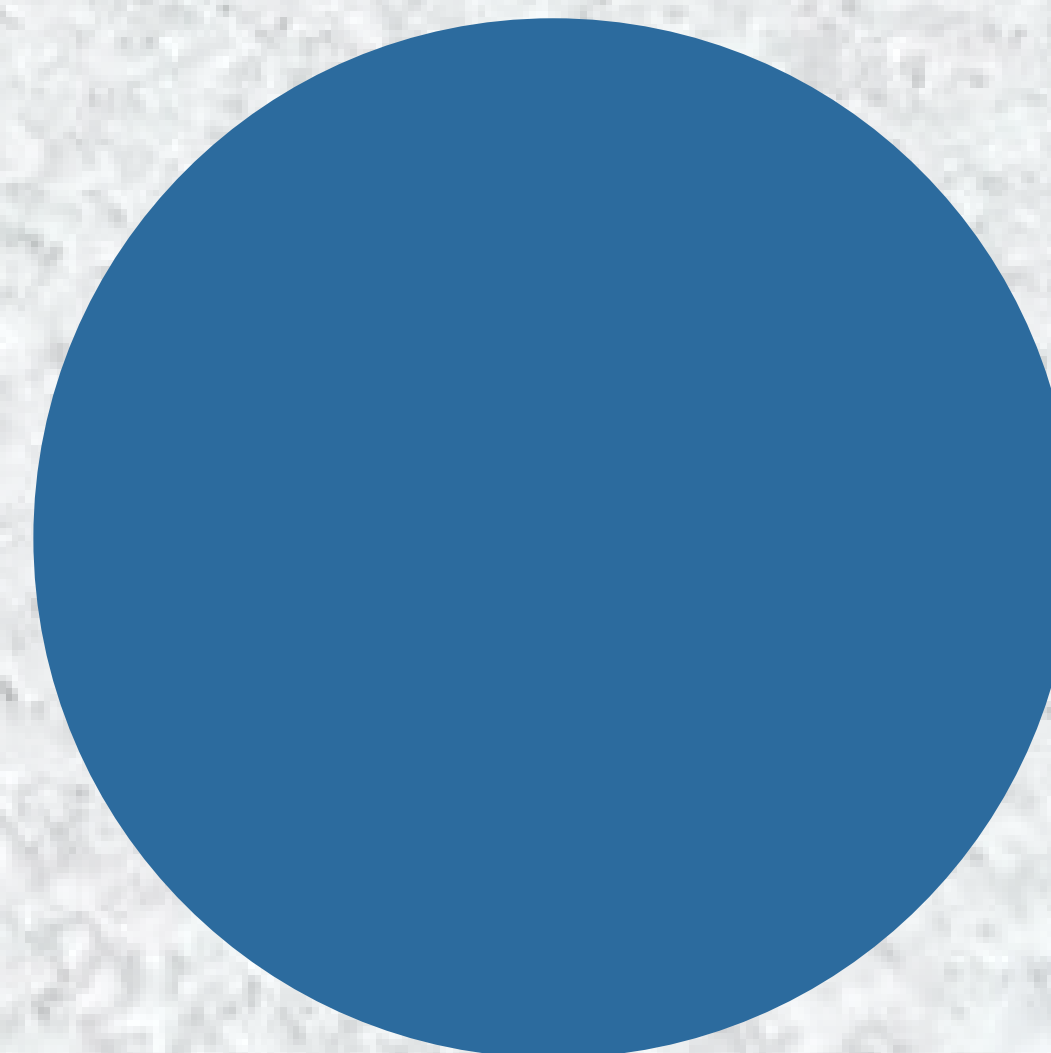
Color Palette



C: 25
M: 20
Y: 20
K: 0



C: 66
M: 59
Y: 61
K: 45



C: 86
M: 56
Y: 16
K: 2



C: 52
M: 7
Y: 87
K: 0

1

PEDESTRIAN TEMPORARY

TEMPORARY SIGNAGE

- LAMINATED PLASTIC SIGNAGE
- ZIP TIED TO EXISTING STREET POLES
- EACH SIGN HAS UNIQUE WORDING

2

PEDESTRIAN INFORMATIONAL

PEDESTRIAN WAYFINDING

- ADA REGULATION TEXT AND HEIGHTS
(15" MIN, 48" MAX HEIGHT FOR TACTILE
TEXT)

3

VEHICULAR INFORMATIONAL

AMENITY AWARENESS: VEHICULAR

- PROPER LETTER HEIGHT
- REFLECTIVE DECALS FOR NIGHT LIGHTING

EXISTING TRAFFIC POLE /
MAST ARM

FABRICATED ALUMINUM
SIGN: PAINTED, WITH APPLIED
DIGITAL PRINT GRAPHICS

EXISTING
STREET
LIGHTS

LAMINATED
PLASTIC
SIGNS

3'-0"W

2'-7"W

2'-7"H

IT'S A 16
MINUTE WALK
TO THE
DUNWOODY
MARTA
STATION
←

FABRICATED ALUMINUM
SIGN: PAINTED, WITH
APPLIED DIGITAL PRINT
GRAPHICS (DOUBLE-
SIDED)

PERIMETER
CENTER
PKWY NE

↑	DUNWOODY MARTA STATION	16 MIN
→	PERIMETER MALL	20 MIN
→	STATE FARM CAMPUS	5 MIN
↓	ATLANTA MARRIOTT	13 MIN

7'-3"H

4'-6"W

↑ DUNWOODY MARTA STATION
PERIMETER MALL

→ STATE FARM CAMPUS

↓ ATLANTA MARRIOTT
TRAILHEAD

285

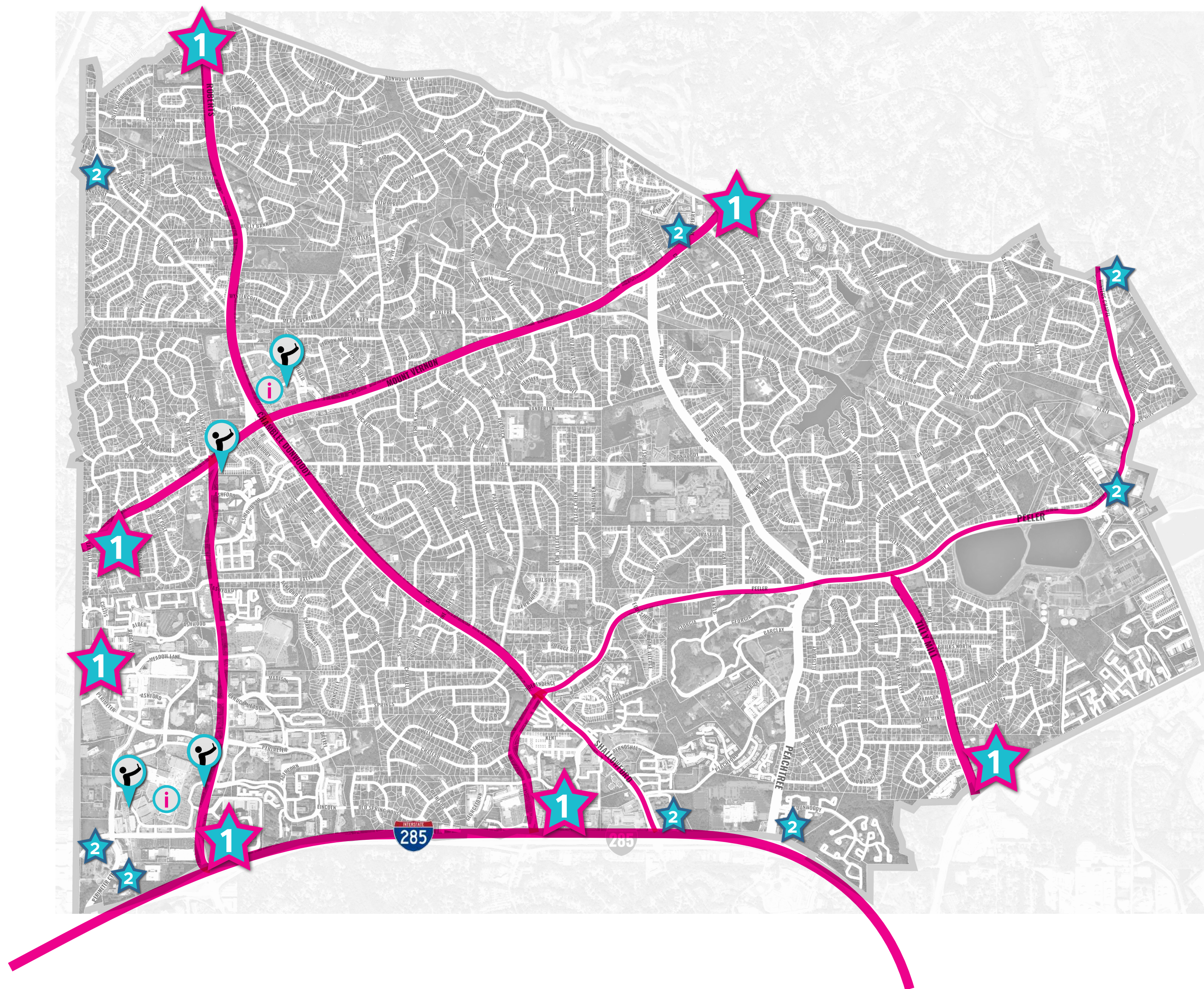
← SELFIE SWING

7'-3"H

6'-6"H

5. NEXT STEPS

PRIORITY IMPLEMENTATION PLAN



Implementation Plan: The design team will develop an implementation plan for the signage and wayfinding. Recommendations will take into account input from the City, stakeholder group, and other challenges in fabrication, land acquisition, and implementation in public right of way.

Deliverables: Produce 1 draft and 1 final implementation plan including:

- 1.Implementation phasing by type, zone or priority depending on feedback from the City.
- 2.Implementation cost by phase
- 3.Action plan by phase that identifies required steps to implementation including overcoming challenges.
- 4.1 meeting

PH 1: DISCOVERY ✓

PH 2: RECOMMENDATIONS ✓

PH 3: SCHEMATIC DESIGN ✓

PH 4: IMPLEMENTATION PLAN

DESIGN DEVELOPMENT DRAWINGS FOR FABRICATION



A UNIFIED DUNWOODY!

QUESTIONS?

EVERYTHING
WILL BE OK

