



4800 Ashford Dunwoody Road
Dunwoody, Georgia 30338
dunwoodyga.gov | 678.382.6700

MEMORANDUM

To: Mayor and City Council

From: Michael Starling, Director of Economic Development

Date: 11/30/2020

Subject: **Gateway & Wayfinding Plan**

ITEM DESCRIPTION

Discussion of the Dunwoody Gateway & Wayfinding Plan.

BACKGROUND

Discover Dunwoody completed a Strategic Plan in 2018 and one of the key Actions of that plan was to lead an effort to implement a Gateway and Wayfinding system for Dunwoody. In 2019 they pulled together a working group of their Board and City Staff to work with TSW on creating this plan.

A Draft Plan was presented to City Council on February 24, 2020; however, COVID-19 delayed the completion of this plan until recently. TSW will be presenting the final Plan Implementation, Design Drawings and Costs for the Sign Package at the December 14th Council Meeting.

RECOMMENDED ACTION

Staff will present the Gateway & Wayfinding Plan to Council for approval on 12/14/2020.



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!

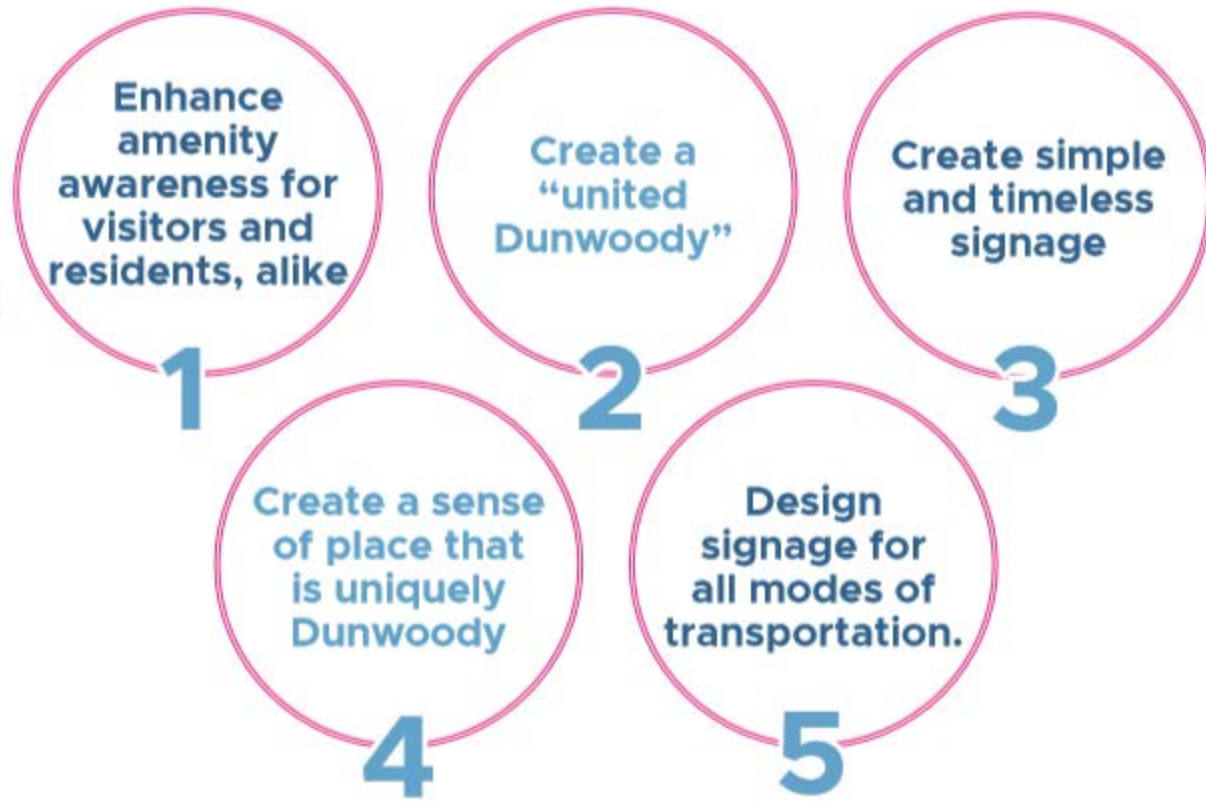
We want
to solve 3
problems

How Might We...

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



GUIDING PRINCIPLES:





**Primary
Gateway**

**Secondary
Gateway**

**Informational
Signage**

**Place
Opportunities**



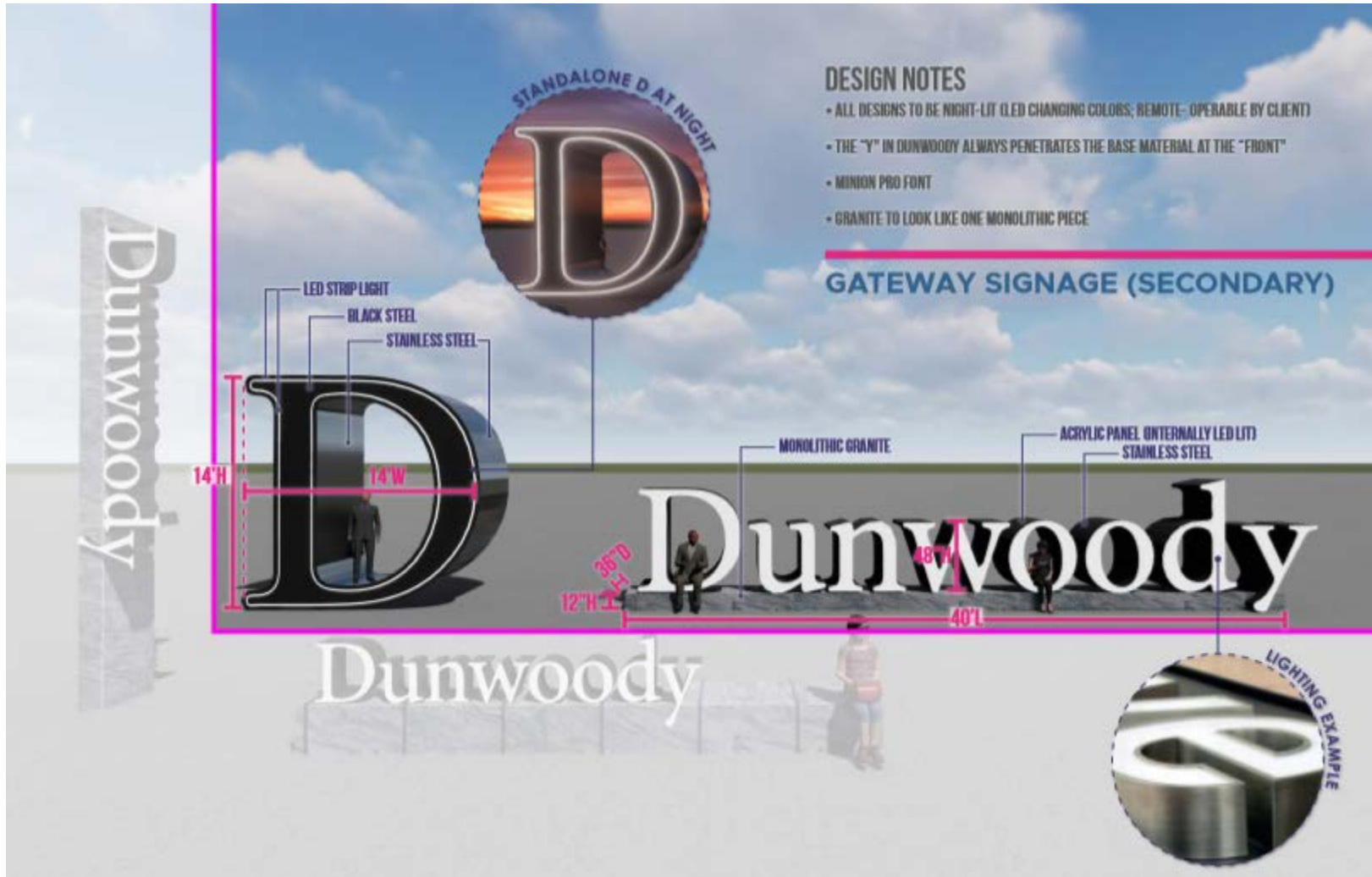




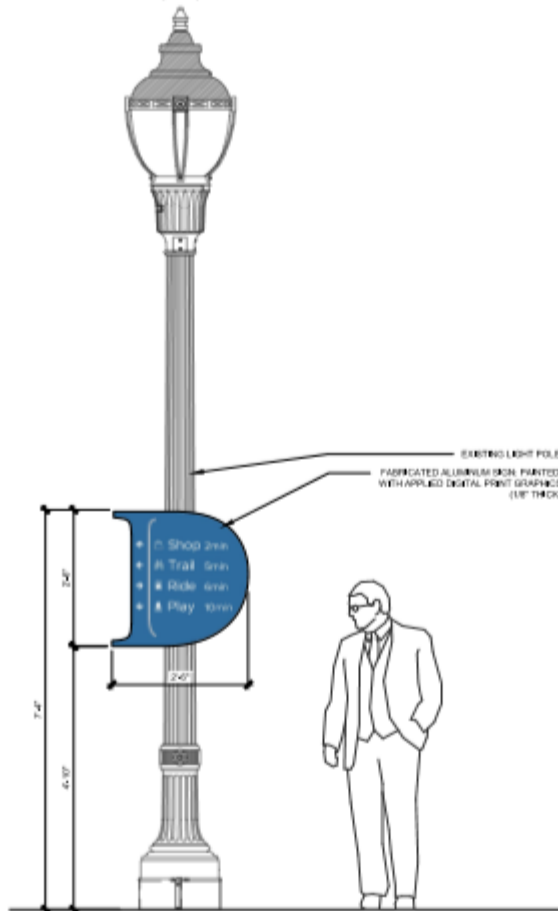








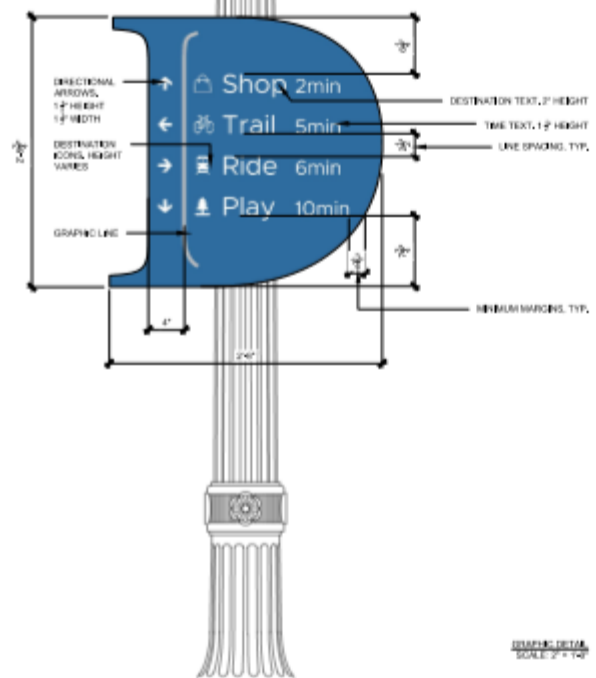
- NOTES:**
1. DRAWINGS ARE FOR DESIGN INTENT ONLY, FABRICATOR TO PROVIDE SHOP DRAWINGS.
 2. FABRICATOR TO PROVIDE DETAILS FOR ATTACHMENT OF SIGN TO EXISTING POLE.
 3. FINAL DESTINATION NAMES, TIMES, AND ICONS WILL VARY BY LOCATION.



ELEVATION
SCALE: 3/4" = 1'-0"

1 POLE SIGN (PEDESTRIAN)
AS NOTED

- COATS:**
1. "D" SHAPED SIGN FROM "MINION PRO"
 2. DESTINATION TEXT: "METROPOLE"
 3. TIME TEXT: "METROPOLE"
- CDL LINE:**
1. "D" SHAPED SIGN FROM "MINION PRO"
 2. DESTINATION TEXT: #888
 3. DESTINATION ICONS: #888
 4. TIME TEXT: #888
 5. DIRECTIONAL ARROWS: #888
 6. GRAPHIC LINE: #888d



DETAILS: COATS
SCALE: 3/4" = 1'-0"



DUNWOODY
WAYFINDING & SIGNAGE

DUNWOODY, GA
DUNWOODY, GA 30048
404.251.1234

NOT FOR CONSTRUCTION

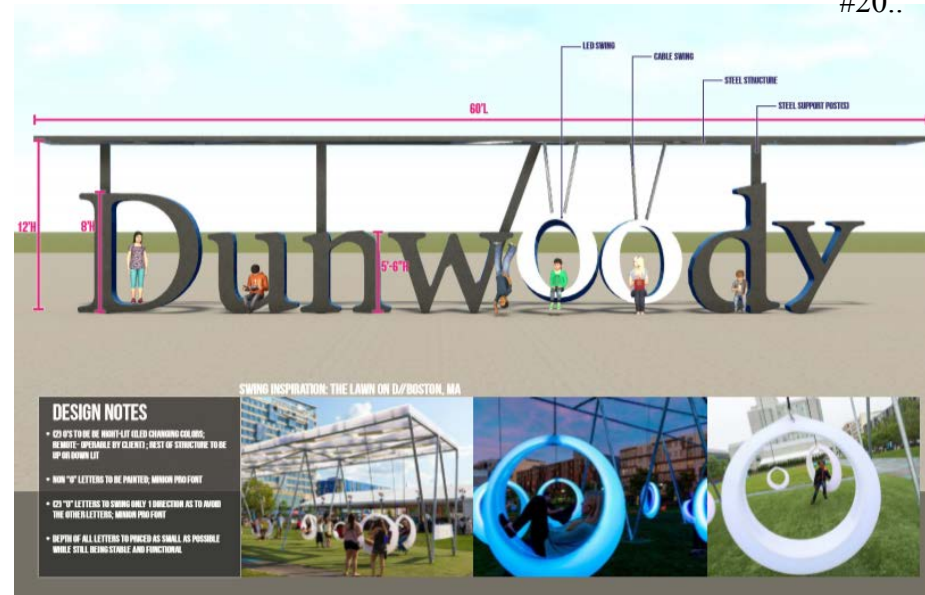
ISSUING INFORMATION:

DATE: 10/20/20
BY: [Signature]
CHECKED BY: [Signature]
DATE: 10/20/20

ISSUING DATE:
October 20, 2020

ISSUING TIME:
CONSTRUCTION

ISSUING NUMBER:
L-7.00



PRIORITY IMPLEMENTATION PLAN



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