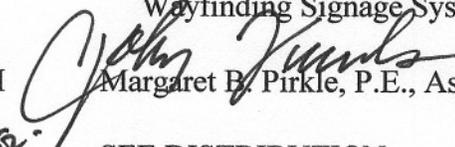


D.O.T. 66

DEPARTMENT OF TRANSPORTATION
STATE OF GEORGIA

INTERDEPARTMENT CORRESPONDENCE

FILE P. I. No. 0004396, Fulton County **OFFICE** Preconstruction
MSL-0004-00(396)
Downtown and Midtown Atlanta
Wayfinding Signage System **DATE** July 20, 2005

FROM  Margaret B. Pirkle, P.E., Assistant Director of Preconstruction

TO  SEE DISTRIBUTION

SUBJECT APPROVED PROJECT CONCEPT REPORT

Attached for your files is the approval for subject project.

MBP/cj

Attachment

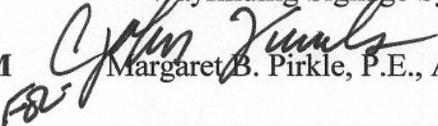
DISTRIBUTION:

Brian Summers
Harvey Keeper
Ken Thompson
Jamie Simpson
Michael Henry
Keith Golden
Joe Palladi (file copy)
Paul Liles
Babs Abubakari
Bryant Poole
BOARD MEMBER

**DEPARTMENT OF TRANSPORTATION
STATE OF GEORGIA**

INTERDEPARTMENT CORRESPONDENCE

FILE P.I. No. 0004396, Fulton County **OFFICE** Preconstruction
MSL-0004-00(396)
Downtown and Midtown Atlanta
Wayfinding Signage System **DATE** July 18, 2005

FROM  Margaret B. Pirkle, P.E., Assistant Director of Preconstruction

TO  David E. Studstill, Jr., P.E., Chief Engineer

SUBJECT PROJECT CONCEPT REPORT

This project consists of the design and implementation of a multi-level wayfinding and signage system and includes all of downtown and midtown Atlanta. The project area runs from Brookwood Station on the north to Turner Field on the south, and from Boulevard on the east to Northside Drive on the west. Within these boundaries are the major transportation and activity centers in downtown and midtown Atlanta that serve the entire Atlanta region, including 10 MARTA transit stations, the proposed multi modal passenger terminal, the Georgia World Congress Center, and the hub of Atlanta's regional interstate highway system. Also within the project boundaries are dense office, educational, institutional and government districts, as well as the region's largest visitor attractions and sporting and cultural venues. Travelers and visitors are lacking in adequate directional signage information to reach their destinations with ease and comfort. The purpose of this project is to create a seamless wayfinding signage system with enhanced vehicular and pedestrian scale signage, trailblazer signs, signage to and from MARTA rail transit stations, and signs directing automobile traffic to and from major venues, parking and freeway systems.

This project proposes the design and implementation of a multi-level wayfinding signage system structured through a formal information hierarchy starting with geographic DISTRICT names that are already in use (such as "Midtown" and "Downtown") and moving next to the names of specific DESTINATIONS which have been identified to be supported by the system. Each DISTRICT is comprised of multiple DESTINATIONS on individual signs based on geographic similarities, and is color coded. Signs will direct people to the color coded DISTRICT name when further away and then once within the DISTRICT, to specific DESTINATION names.

Sign types include:

Vehicular Directional Sign

This sign type is designed for legibility from within a vehicle and will direct visitors first to nearby primary DESTINATIONS in the vicinity, and where possible, to adjacent DISTRICTS.

David Studstill

Page 2

P. I. No. 0004396, Fulton

July 18, 2005

Pedestrian Directional Signs

This sign type is designed to provide information to individuals on foot and will direct visitors to nearby defined DESTINATIONS using word messages and arrows, and where appropriate, to adjacent DISTRICTS.

Pedestrian Map Kiosks

In addition to "placing the viewer within the city" with a more comprehensive map, these signs will illustrate the immediate area (four to six blocks) in detail, including all DESTINATIONS, all building names, hotels, parking venues, MARTA stations, and government and police facilities.

This project will also include the removal of all existing directional signage currently in place that is confusing, inconsistent, outdated, and will no longer be necessary due to installation of the project.

Environmental concerns include requiring a Categorical Exclusion be prepared; a stakeholder meeting was held May 18, 2005; time saving procedures are appropriate.

The estimated costs for this project are:

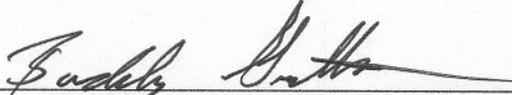
	<u>PROPOSED</u>	<u>APPROVED</u>	<u>FUNDING</u>	<u>PROG DATE</u>
Construction (includes E&C and inflation)	\$2,781,000	\$2,831,000	RRB	2006
Right-of-Way & Utilities*	Local	Local		

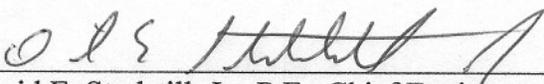
*City of Atlanta signed PMA on 2-24-04 for PE, right-of-way and utilities.

I recommend this project concept be approved.

MBP:JDQ/cj

Attachment

CONCUR 
Buddy Gratton, P.E., Director of Preconstruction

APPROVE 
David E. Studstill, Jr., P.E., Chief Engineer

**DEPARTMENT OF TRANSPORTATION
STATE OF GEORGIA**

PROJECT CONCEPT REPORT

Project Number: MSL-0004-00(396)
County: Fulton County
P. I. Number: 0004396
Federal Route Number: N/A
State Route Number: N/A
June 3, 2005

Downtown and Midtown Atlanta Wayfinding Signage System

Recommendation for approval:

DATE: 6/23/05

Mike Salim
District Preconstruction Engineer

DATE: 6/23/05

Bryant Poole (M)
District Engineer

The concept as presented herein and submitted for approval is consistent with that which is included in the Regional Transportation Improvement Plan (RTP) and the State Transportation Improvement Plan (STIP).

DATE: _____

State Transportation Planning Administrator

DATE: _____

Office of Financial Management Administrator

DATE: _____

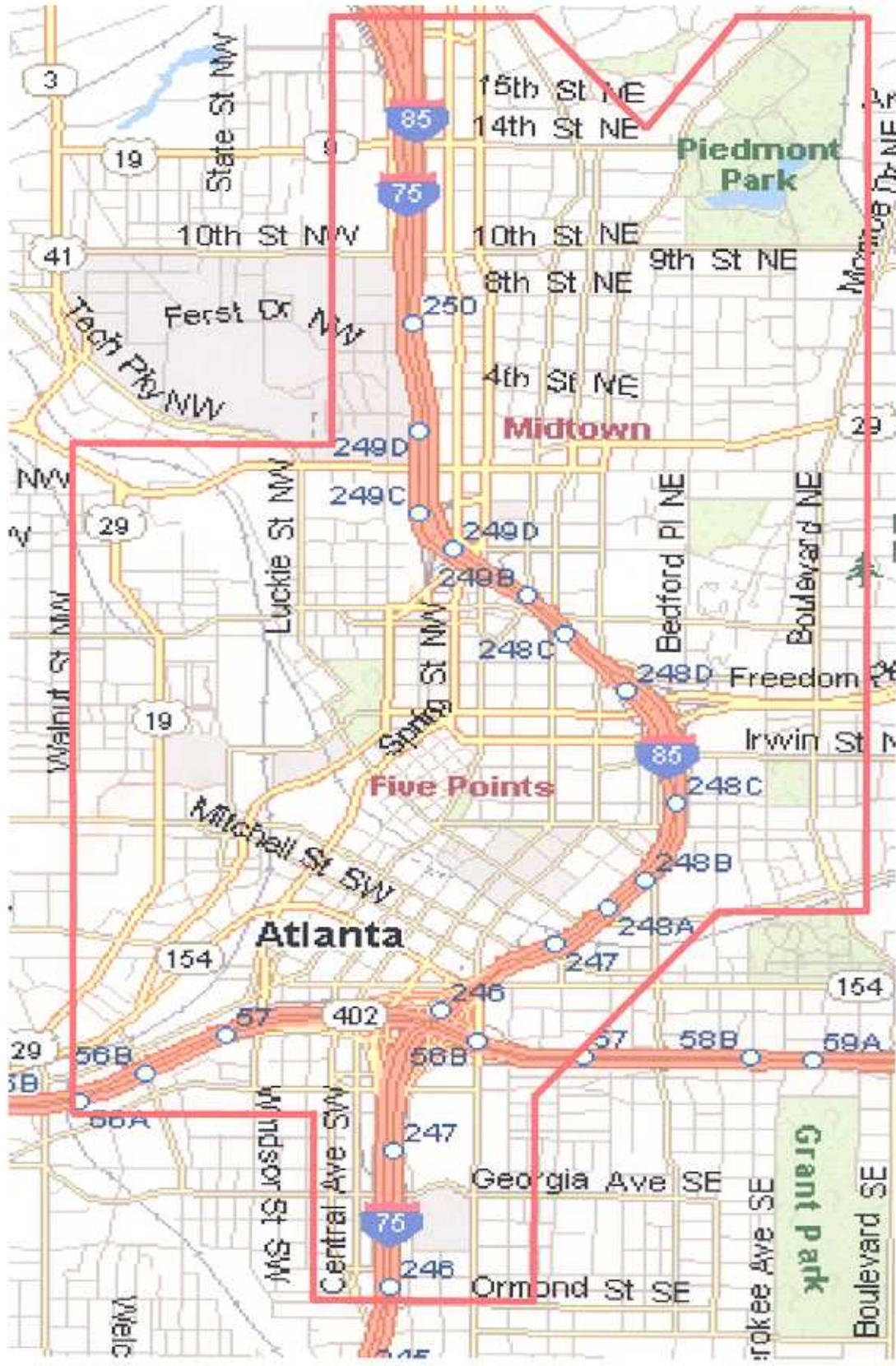
State Environmental/Location Engineer

DATE: _____

State Traffic Safety and Design Engineer

DATE: _____

Project Review Engineer



Need and Purpose: There are a significant number of major destinations, venues, points of interest and sites of historical and cultural interest within Downtown and Midtown Atlanta. Travelers and visitors are lacking in adequate directional signage information to reach their destinations with ease and comfort. The purpose of the project is to create a seamless wayfinding signage system with enhanced vehicular and pedestrian-scale signage, trailblazer signs, signage to and from MARTA rail transit stations, and signs directing automobile traffic to and from major venues, parking and the freeway system. Emphasis is placed on well-designed, graphic wayfinding elements that can serve all modes of transportation to, from and around the Midtown and Downtown study area. These modes include, but are not limited to, private autos, commercial vehicles, rail transit, bus transit, pedestrians and bicycles. The proposed audience for the wayfinding signage project includes not only local, regional and international visitors to Atlanta, but also area residents, workers and students.

This project includes the design and implementation of a multi-level wayfinding and signage system, modeled on successful urban systems in other cities. Goals for the project include the following:

- Provide better and timelier route information to reduce misdirected travel;
- Provide the information people need to comfortably access area destinations, attractions, parks, historic sites and venues;
- Improve vehicular, pedestrian and cycling safety by better informing visitors and reducing erratic maneuvers;
- Help drivers locate and identify parking convenient to their destination;
- Provide pedestrian signage in various areas to increase pedestrian traffic;
- Improve the connection between MARTA rail stations and destinations within the project area;
- Direct vehicular traffic along appropriate street routes, avoiding routing through residential areas; and
- Further enhance Atlanta's public image through distinctive, helpful graphics, to make Downtown and Midtown Atlanta more "user friendly."
- Replace and remove confusing, outdated and inconsistent existing directional signage within the project area.

Description of the proposed project: The project is not linear and the project area includes virtually all of Downtown and Midtown Atlanta. In general, the project area runs from Brookwood Station on the north to Turner Field on the south and from Boulevard on the east to Northside Drive on the west. Within these boundaries are the major transportation and activity centers in Downtown and Midtown Atlanta that serve the entire Atlanta region, including ten MARTA transit stations, the proposed Multimodal Passenger Terminal, the Georgia World Congress Center and the hub of Atlanta's regional interstate highway system. Also within the project boundaries are dense office, educational, institutional and government districts, as well as, the region's largest visitor attractions and sporting and cultural venues. Those districts, attractions and venues include, among others, Georgia State University, the Georgia Institute of Technology, the Georgia Dome, Philips Arena, CNN Center, Grady Hospital, Crawford Long Hospital, Woodruff Arts Center, Fox Theater, Centennial Olympic Park and the new Georgia Aquarium. Over half of the top 25 attractions in Georgia are located in the project area.

This project includes the design and implementation of a multi-level wayfinding signage system structured through a formal information hierarchy starting with geographic DISTRICT names that are already in use (such as “Midtown” and “Downtown”) and moving next to the names of specific DESTINATIONS which have been identified to be supported by the system.

Each DISTRICT is comprised of multiple DESTINATIONS, based on geographic similarities and is color-coded. Signs will direct people to the color-coded DISTRICT name when farther away and then once within a DISTRICT, to specific DESTINATION names.

The hierarchy also includes the inclusion of DESTINATIONS on individual signs based on specific criteria of destination type (public versus private), size and annual visitation levels. The stated criteria determine which of the system sign-types will include destination messaging. Sign types include:

Vehicular Directional Sign

This sign type is designed for legibility from within a vehicle and will direct visitors first to nearby primary DESTINATIONS in the vicinity, and, where possible, to adjacent DISTRICTS. There are seven design variations for Vehicular Directional signs based on factors such as mounting configuration, whether or not the sign is located on Peachtree Street, overall letter height and sign size (based on roadway speed and environmental space limitations), and number of DESTINATIONS listed. The typeface used on Vehicular Directional signs is Clearview Highway (a DOT-approved typeface), and the messaging cap height is 5” along major routes. Each sign’s message is limited to 4 DESTINATIONS, one line each (except for the DV-6 Single Panel sign type which has a messaging capacity of 1 DESTINATION).

Pedestrian Directional Signs

This sign type is designed to provide information to individuals on foot and will direct visitors to nearby defined DESTINATIONS using word messages and arrows, and, where appropriate, to adjacent DISTRICTS. Visually, these signs appear as a much smaller version of the Vehicular Directional signs, which helps promote recognition of the two sign types as related components of a cohesive system. Key differences in the Pedestrian Directional design maintain an appropriate distinction, orienting the sign type to pedestrians. For example, the typeface used on Pedestrian Directional signs is Clearview One Medium Compressed, and the messaging cap height is 2 1/4”. Also, the signs are two-sided, with a capacity of 4 DESTINATIONS per side. Finally, the message field component of the Pedestrian Directional signs is a deep, bowed cabinet, rather than a flat panel as in Vehicular-oriented signage.

Pedestrian Map Kiosks

In addition to “placing the viewer within the City” with a more comprehensive map, these signs would illustrate the immediate area (four to six blocks) in detail, including: all DESTINATIONS, all building names, hotels, parking venues, MARTA stations, and government and police facilities.

The project will also include the removal of all existing directional signage currently in place that is confusing, inconsistent, outdated and will no longer be necessary due to installation of the project.

Is the project located in a Non-attainment area? Yes No.

The project concept is exactly the same as the conforming plan's model description including the project limits and proposed open to traffic year. Additionally, one of the stated goals of this project is to provide better and timelier route information to reduce misdirected travel thus reducing vehicle miles traveled. The addition of pedestrian signage will also increase the ease of walkability and eliminate the need for short trips by vehicle within the district that can be made on foot.

PDP Classification: Major Minor

Federal Oversight: Full Oversight (), Exempt (), State Funded (), or Other ()

Functional Classification: Not applicable

U. S. Route Number(s): Not applicable State Route Number(s): Not applicable

Traffic (AADT):

Current Year: (20XX) N/A Design Year: (20YY) N/A

Existing design features: See Attachment 2 for specific sign designs including typestyles, colors, sizes and shapes.

Proposed Design Features:

- Proposed typical section(s): N/A
- Proposed Design Speed Mainline: 35 mph
- Proposed Maximum grade Mainline NA% Maximum grade allowable NA %.
- Proposed Maximum grade Side Street NA % Maximum grade allowable NA %.
- Proposed Maximum grade driveway NA %
- Proposed Minimum radius for curve NA Maximum radius allowable NA
- Proposed Maximum super-elevation rate for curve: NA
- Proposed Maximum degree of curve NA. Maximum degree allowable NA.

- Right of way
 - Width: N/A
 - Easements: Temporary (), Permanent (), Utility (), Other ().
N/A. All sign locations on existing right-of-way.
 - Type of access control: Full (), Partial (), By Permit (), Other ().
N/A
 - Number of parcels: N/A Number of displacements: None
 - Business:
 - Residences:
 - Mobile homes:
 - Other:

- Structures:
 - Bridges: None
 - Retaining walls: None

- Major intersections and interchanges: N/A
- Traffic control during construction:
 No detours necessary, only temporary lane closures coordinated primarily with City of Atlanta.
- Design Exceptions to controlling criteria anticipated:

	<u>UNDETERMINED</u>	<u>YES</u>	<u>NO</u>
HORIZONTAL ALIGNMENT:	()	()	(X)
ROADWAY WIDTH:	()	()	(X)
SHOULDER WIDTH:	()	()	(X)
VERTICAL GRADES:	()	()	(X)
CROSS SLOPES:	()	()	(X)
STOPPING SIGHT DISTANCE:	()	()	(X)
SUPERELEVATION RATES:	()	()	(X)
HORIZONTAL CLEARANCE:	()	()	(X)
SPEED DESIGN:	()	()	(X)
VERTICAL CLEARANCE:	()	()	(X)
BRIDGE WIDTH:	()	()	(X)
BRIDGE STRUCTURAL CAPACITY:	()	()	(X)

- Design Variances; (*List design variances expected*).
 There are no design variances.
- Environmental concerns: The only possible environmental concern with this project is the Section 106 History survey. The Section 106 was approved by the Historic Preservation Division of the Department of Natural Resources on April 22, 2005.
- Level of environmental analysis:
 - Are Time Savings Procedures appropriate? Yes (X), No ()
 No additional right-of-way is required and the project will qualify for a Categorical Exclusion.
 - Categorical exclusion (X),
 - Environmental Assessment/Finding of No Significant Impact (FONSI) (), or
 - Environmental Impact Statement (EIS) ().
- Utility involvements:
 The project will not impact any utilities and no utility relocations are necessary. All sign locations and installation will be coordinated with and adjusted according to existing utility locations to ensure no conflicts.

Project responsibilities:

- Design: City of Atlanta & Atlanta Downtown Improvement District
- Right of Way Acquisition: None
- Relocation of Utilities: None
- Letting to contract: City of Atlanta & Atlanta Downtown Improvement District
- Supervision of construction: City of Atlanta & Atlanta Downtown Improvement District
- Providing material pits: N/A
- Providing detours: N/A

Coordination

- Initial Concept Meeting date and brief summary.
Meeting held November 18, 2003. Minutes attached as Attachment 4.

- Concept meeting date and brief summary.
Meeting held May 19, 2005. Minutes attached as Attachment 5.

- P. A. R. meetings, dates and results.
Not applicable.

- FEMA, USCG, and/or TVA
Not applicable.

- Public involvement.
A Steering Committee of key project stakeholders was convened upon inception of the project. This group has met six times on an as needed basis since the selection of a design consultant in July 2002. The committee includes representatives from Georgia Department of Transportation, Georgia Regional Transportation Authority, City of Atlanta, Federal Highway Administration, as well as the Atlanta Convention and Visitors Bureau and key destinations. Just recently, a Stakeholder Presentation meeting was held on May 18, 2005 and was well attended by over 30 representatives of destinations and attractions that are part of the system.

As part of the Midtown Alliance, Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District's (ADID) overall capital improvements program, presentations have been made regarding the design elements of the project both in large public meetings and in smaller briefings and individual conversations. Specific large public meeting presentations have been made during the following meetings:

- CAP/ADID Annual Meeting and Annual Report– March 2004 and March 2005
- Midtown Alliance Annual Meeting and Annual Report – November 2003 and November 2004
- CAP/ADID Town Hall meetings – January 2003, October 2003, April 2004 and October 2004.
- Imagine Downtown planning and visioning process workshops: September 16, 2003, December 9, 2003, February 17, 2004 and April 15, 2004
- Atlanta Downtown Neighborhood Association and Central Area Neighbors: progress updates at monthly meetings
- Briefings for Atlanta City Council Transportation and Utilities Committees.

Input from all of these interactions have influenced and resulted in the current design of the overall sign system and individual design elements.

- Local government comments.
The City of Atlanta is supportive of the proposed project. Staff representatives have attended Steering Committee meetings, as well as additional project planning meetings to review and comment on design issues. These comments have been incorporated into the

current concept design. The wayfinding signage system will be owned by the City of Atlanta. Maintenance, updates and management of the system will be shared under the terms of a maintenance agreement between the City of Atlanta, Atlanta Downtown Improvement District and Midtown Alliance.

- Other projects in the area.
There are numerous other publicly funded active and planned transportation projects within the project area that this project has been coordinated with, not to mention countless private development projects that have been considered – most notably Atlantic Station and the Georgia Aquarium. Other major transportation projects include:
 - 14th Street Bridge: P.I. 0001298/AT-AR224D and P.I. 0005945/AT-189
 - 5th Street Bridge
 - Jones/Simpson/Alexander Corridor Improvements: STP-0000-00(554)/P.I. 0000554/AT-188A and CSSTP-0006-00(952)/P.I. 0006952/AT-188B
 - Pedestrian and Streetscape Improvements along the following corridors:
 - Peachtree Street (3rd St. to 10th St.): STP- 0002-00(844)/P.I. 0002844
 - Peachtree Street (10th St. to I-85): MSL- 0004-00(390)/P.I. 0004390/AT-200
 - Peachtree Un-signalized Pedestrian Crossings: STP-0004-00(464)/P.I. 0004464
 - West Peachtree Street (North Ave. to 14th St.): STP-0002-00(845)/P.I. 0002845
 - West Peachtree Street (14th St. to Peachtree St.): STP-0006-00(980)/P.I. 0006980
 - 14th Street (Piedmont Ave. to West Peachtree St.): MSL-0004-00(393)/P.I. 0004393/AT-205
 - 10th Street: MSL 0004-00(651)/P.I. 0004651/AT-204
 - Spring Street (Pine to Peachtree) P.I. 0004426/AT-202
 - Decatur Street: STP-0004-00(465)/P.I. 0004465
 - Piedmont Avenue: STP-0006-00(259)/P.I. 0006259/AT-227B
 - Marietta Street and Centennial Olympic Park Drive: MSL-0004-00(394)/P.I. 0004394
 - Simpson and West Peachtree Street: STP-0006-00(978)/P.I. 0006978
 - Downtown CSX Viaduct Reconstruction: Peachtree Street, Pryor Street, Spring Street and Central Avenue
 - Intersection Improvements on North Avenue, Linden Avenue, West Peachtree Street and Ponce de Leon Avenue: MSL-0004-00(399)/P.I. 0004399 /AT-212
- Other coordination to date.
In order to determine sign locations and messaging, input was solicited from the list of approximately 70 identified facilities (destinations and attractions) within Downtown and Midtown Atlanta. Conceptual designs were shared with these destinations and attractions. Primary routing and (if necessary), message abbreviations were requested from the destinations. After the destination routing and messaging feedback was gathered and evaluated, proposed appropriate sign locations were mapped and evaluated on site by visual surface inspection. Photo documentation was executed at each proposed sign location.

In addition, coordination has occurred with representatives of the Georgia World Congress Center, Turner Field, Georgia Tech and Georgia State University regarding

additional directional and trailblazing signage that these entities will be installing privately that will be in addition to the proposed project.

Since project inception it has been anticipated that other areas and districts of the City of Atlanta would implement signage programs consistent with this project. To this end, design presentations have been made to the Buckhead Improvement District and the Grant Park Conservancy to share progress reports and design details.

To further confirm satisfaction with the proposed design a temporary mock-up wayfinding sign was installed on Peachtree Street at the corner of Pine Street in the SoNo District. Installed inexpensively and temporarily with a sample message, the sign was intended to assist with the evaluation of the readability, scale and size of the sign face design in the existing context and environment of our Downtown and Midtown streets and sidewalks. All project stakeholders were given the opportunity to review the sign and provide comment.

- Railroads
N/A

Scheduling – Responsible Parties’ Estimate

- Time to complete the environmental process: 3 months
- Time to complete preliminary construction plans: 2 months
- Time to complete right of way plans: N/A
- Time to complete the Section 404 Permit: N/A
- Time to complete final construction plans: 2 months
- Time to complete to purchase right of way: N/A
- List other major items that will affect the project schedule:
Approval of Programmatic Categorical Exclusion.

Other alternates considered:

None

Comments:

Attachments:

1. Preliminary Cost Estimate
2. Sign type design intent drawings
3. Sign location plan
4. Minutes of Initial Concept and Concept meetings
5. Minutes of any meetings that show support or objection to the concept

SCORING RESULTS AS PER TOPPS 2440-2

Project Number:		County:		PI No.:	
Report Date:		Concept By:			
<input type="checkbox"/> CONCEPT		DOT Office:			
		Consultant:			
Project Type: Choose One From Each Column		<input type="checkbox"/> Major <input type="checkbox"/> Minor	<input type="checkbox"/> Urban <input type="checkbox"/> Rural	<input type="checkbox"/> ATMS <input type="checkbox"/> Bridge <input type="checkbox"/> Building <input type="checkbox"/> Interchange <input type="checkbox"/> Intersection <input type="checkbox"/> Interstate <input type="checkbox"/> New Location <input type="checkbox"/> Widening & Reconstruction <input type="checkbox"/> Miscellaneous	
FOCUS AREAS	SCORE	RESULTS			
Presentation					
Judgement					
Environmental					
Right of Way					
Utility					
Constructability					
Schedule					

ATTACHMENT 1

Preliminary Cost Estimates

Engineering Refinement and Shop Drawings \$ 75,000

Sign Face and Pole Fabrication and Installation

<i>Sign Type</i>	<i>Estimated Quantity</i>	<i>Estimated Unit Cost</i>	<i>Extended</i>
DV-1 (Primary)	14	\$ 5,635	\$ 78,890
DV-2 (Primary, Alt. Mount)	112	\$ 5,865	\$ 656,880
DV-3 (Primary, Peachtree Street ID)	1	\$ 6,900	\$ 6,900
DV-3a (Primary, Peachtree Street ID, Alt. Mount)	18	\$ 7,130	\$ 128,340
DV-4 (Secondary)	0	\$ 4,888	\$ -
DV-5 (Secondary, Alt. Mount)	1	\$ 5,118	\$ 5,118
DV-6 (Primary, Single Panel)	10	\$ 4,600	\$ 46,000
P (Parking Element)	15	\$ 345	\$ 5,175
T (Trailblazing Element)	75	\$ 345	\$ 25,875
DP (Pedestrian Directional)	21	\$ 2,530	\$ 53,130
K (Kiosk)	63	\$ 4,945	\$ 311,535
Fiberglass Bases	192	\$ 1,003	\$ 192,538
<i>Subtotal</i>			\$ 1,510,380

Inventory for Maintenance \$ 453,114

Sign face blanks, poles, fiberglass bases, etc. - 30% of initial investment

Utility Location \$ 60,000

vacuum excavation at \$250/hour for 240 locations

Interstate Trailblazing Shield Installation \$ 50,000

Existing Sign Removal \$ 15,839

Construction Administration \$ 110,467

Contingency (20%) \$ 556,200

TOTAL ESTIMATE \$ 2,781,000

Project Concept Report page 12
Project Number: MSL-0004-00(396)
P. I. Number: 0004396
County: Fulton

ATTACHMENT 2

Sign Type Design Intent Drawings

Attached, beginning on the next page.

A. U. C E N T E R

- ← Atlanta University Ctr.
- Downtown
- King Historic District
- ↑ Olympic Park Area

Atlanta University Center District Scale: 3/4" = 1'-0"

K I N G H I S T O R I C D I S T

- ↑ APEX Museum
- ↑ Sweet Auburn Market
- ↑ M. L. King Nat'l Hist. Site
- ↑ Downtown

King Historic District Scale: 3/4" = 1'-0"

D O W N T O W N

- ← Atlanta Visitors Ctr.
- ← Tabernacle Music Hall
- ← Midtown
- ← Olympic Park Area

Downtown District Scale: 3/4" = 1'-0"

M I D T O W N

- ← Earthlink Live
- Breman Jewish Museum
- Ctr. for Puppetry Arts
- Woodruff Arts Center

Midtown District Scale: 3/4" = 1'-0"

S O N O D I S T R I C T

- ← Atlanta Civic Center
- Crawford Long Hosp.
- Atlanta Medical Center
- ← Downtown

SoNo District Scale: 3/4" = 1'-0"

G O V E R N M E N T W A L K

- ← Atlanta City Hall
- ← Municipal Court
- ↑ Downtown
- ↑ King Historic District

Government Walk District Scale: 3/4" = 1'-0"

O L Y M P I C P A R K A R E A

- ← Aquarium
- ← Centennial Olympic Pk.
- ← Children's Museum
- Downtown

Olympic Park Area District Scale: 3/4" = 1'-0"

Examples of DV sign type faces as they might appear in each district

NUMBER	TYPE	FACE
1	11-20-02	Interiors-Style
2	11-27-02	Advanced Study
3	01-08-03	Advanced Study
4	01-14-03	Sign Family Orientation
5	08-30-04	Master Residence
6	12-20-04	Residence
7	01-20-05	Residence
8	01-20-05	Real Estate Suburban
9	02-11-05	Real Estate Suburban
10	04-13-05	Suburban
11	06-09-05	Residence
12	06-09-05	Residence

NUMBER	TYPE	FACE
1	11-20-02	Interiors-Style
2	11-27-02	Advanced Study
3	01-08-03	Advanced Study
4	01-14-03	Sign Family Orientation
5	08-30-04	Master Residence
6	12-20-04	Residence
7	01-20-05	Residence
8	01-20-05	Real Estate Suburban
9	02-11-05	Real Estate Suburban
10	04-13-05	Suburban
11	06-09-05	Residence
12	06-09-05	Residence

SCALE: 3/4" = 1'-0" (on an 11x17 sheet)

The examples represented on this page are at scale to represent the faces of the primary DV type faces. The DV type faces are not to be used for a list of four (4) destination logos to be printed for all DV sign types except for DV-4, which has a maximum lettering capacity of one.

The examples shown in the sign type (1) on this page are provided as examples only of future graphic design. The DV type faces are not to be used for a list of four (4) destination logos to be printed for all DV sign types except for DV-4, which has a maximum lettering capacity of one.

City of Atlanta
Atlanta, Georgia

corbin
109 East Peach Street
Atlanta, GA 30304
770.947.1234

URS
URS Corporation
Atlanta, Georgia
400 Northbank Street SW
Atlanta, GA 30345
State 800
Atlanta, GA 30328

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Foundation
404.323.5000

Wayfinding Signage Spec Brief

CITY OF ATLANTA WAYFINDING SIGNAGE SPEC BRIEF

SIGN TYPE	Vehicular Directional			Pedestrian Directional			Kiosk
	DV-1 & DV-2	DV-3 & DV-3a	DV-4 & DV-5	DV-6	DP	K	
SIGN TYPE CODE	DV-1 & DV-2	DV-3 & DV-3a	DV-4 & DV-5	DV-6	DP	K	
Cap Height (CH)	5' CH	5' CH	3 1/2" CH	5' CH	2 1/4" CH		
Name	Clearview Highway 1-W	Clearview Highway 1-W	Clearview Highway 1-W	Clearview Highway 1-W	Clearview One Medium Compressed		
STRUCTURAL DETAILS							
Clearance Height	9' to bottom of sign	9' to bottom of sign	9' to bottom of sign	11' 4 1/2" to bottom of sign	7' to bottom of sign	3'-5" to bottom of sign	
Width	5'-6"	5'-6"	4'-1"	5'-6"	2'-11"	3' 5 1/2"	
Number of Sides	1	1	1	1	2	2	
Post Width	6"	6"	6"	6"	4"	3 1/2" (two posts)	

DATE	BY	REVISION
12/26/04	MS/MSA	Revisions
01/26/05	MS/MSA	Final Review Submitted
04/11/05	MS/MSA	Final Review Submitted
04/11/05	MS/MSA	Revisions
06/02/05	MS/MSA	Revisions

City of Atlanta
Atlanta, Georgia

Colbin

100 East Peach Street
Towson, MD 21286
771.947.1238

Jones Wiley

URS

Jones Wiley
Design Consultants
223 Peachtree Ave. NE
Atlanta, GA 30305
404.325.5000

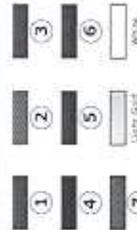
THIS DOCUMENT
NOT FOR CONSTRUCTION
City of Atlanta
Department of Transportation
404.325.5000

Wayfinding Sign Family

#8" - All sign faces to be installed such that no less than 38" horizontal clearance is left between the sign face and the nearest edge of the sign body.

REV	DATE	DESCRIPTION
1	11-22-02	Preliminary Study
2	11-22-02	Advanced Study
3	01-08-03	Advanced Study
4	02-14-03	Sign Family Submittal
5	06-30-04	Revised Allocation
6	07-27-05	Final Allocation
7	03-24-05	Final Review Signage
8	02-11-05	Final Review Signage
9	04-13-05	Revisions
10	06-02-05	Revisions
11	06-02-05	Revisions
12	06-02-05	Revisions

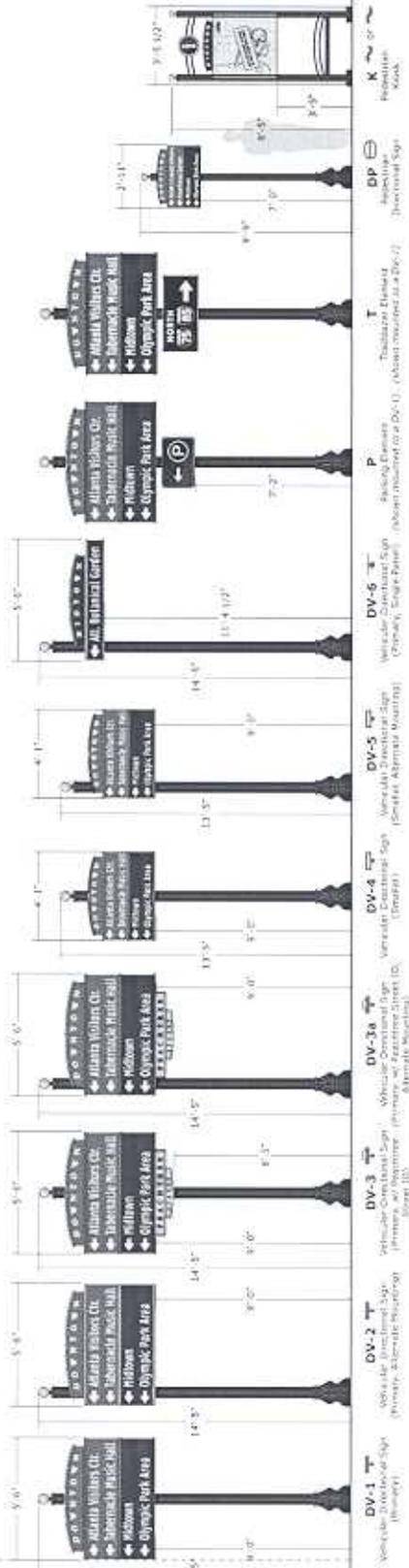
Color Palette



Notes

SCALE: 3/16" = 1'-0" (on an 11x17 sheet)

This message is shown in the right margin of this page as provided as an example only of the type of information that may be included. It does not represent the only, nor necessarily the approved, message for the given sign type. Please refer to an approved message schedule for accurate messaging.



City of Atlanta
Atlanta, Georgia

COBBIN
100 East Street SW
Third Floor
Atlanta, GA 30334
770.522.1236

JOHN WATKINS
URS Corporation
Atlanta
400 Northchase Tower Dr
Atlanta, GA 30326
404.321.5000

THIS DOCUMENT
NOT FOR CONSTRUCTION
Call John Watkins for more information or
Acquisition or Other Before Order Work
404.321.5000

Destination List for Vehicular Wayfinding Signage

- 1. A.U. CENTER**
Atlanta University Center (Header Layout)
 - ← Atlanta University Ctr. (Dist. Listing)
 - ← Clark Atlanta Univ.
 - ← Morehouse College
 - ← Morehouse Sch. of Med.
 - ← Morehouse/Spelman
 - ← Morris Brown College
 - ← Spelman College
 - ← Theological Center
- 2. DOWNTOWN**
Downtown (Header Layout)
 - ← Downtown
 - ← Atlanta Visitors Ctr.
 - ← AmericasMart
 - ← Atlanta-Fulton Library
 - ← Georgia State Univ.
 - ← Georgia State Univ. (P)
 - ← Grady Memorial Hosp.
 - ← H. Spalding Child. Hosp.
 - ← The Rialto - Ga. State
 - ← Tabernacle Music Hall
 - ← Peachtree Street
 - ← Underground Atlanta
 - ← World of Coca-Cola
- 3. GOVERNMENT WALK**
Government Walk (Header Layout)
 - ← Government Walk (District Listing)
 - ← Atlanta City Hall
 - ← Municipal Court
 - ← Dept. of Corrections
 - ← Federal Buildings
 - ← Federal & County Bldgs.
 - ← Fulton Co. Gov't. Ctr.
 - ← Fulton County Government Center
 - ← Fulton Co. Justice Ctr.
 - ← Greyhound Bus Station
 - ← M. L. King, Jr. Fed. Bldg.
 - ← Russell Fed. Bldg.
 - ← Sam Nunn Fed. Ctr.
 - ← State Capitol Building
 - ← Peachtree Street
- 4. KING HISTORIC DISTRICT**
King Historic District (Header Layout)
 - ← King Historic District (District Listing)
 - ← APEX Museum
 - ← Auburn Research Lib.
 - ← M. L. King Nat'l Hist. Site
 - ← Sweet Auburn Market
 - ← Peachtree Street
- 5. M I D T O W N**
Midtown (Header Layout)
 - ← Midtown (District Listing)
 - ← 14th St. Playhouse
 - ← Alexander Coliseum
 - ← Atl. Botanical Garden
 - ← Amtrak Station
 - ← Buckhead
 - ← Ctr. for Puppetry Arts
 - ← Earthlink Live
 - ← Earthlink Live/MOCA GA
 - ← Fox Theatre
 - ← Georgia Tech
 - ← Marg. Mitchell House
 - ← Northside Drive
 - ← Piedmont Park
 - ← Peachtree Street
 - ← Breman Jewish Museum
 - ← Woodruff Arts Center
- 6. OLYMPIC PARK AREA**
Olympic Park Area (Header Layout)
 - ← Olympic Park Area (District Listing)
 - ← Centennial Olympic Pl.
 - ← CNN Center
 - ← Aquarium
 - ← Georgia Dome
 - ← World Congress Center
 - ← GWCC Loop Road
 - ← Children's Museum
 - ← Philips Arena
- 7. S O N O D I S T R I C T**
SoNo District (Header Layout)
 - ← SoNo District (District Listing)
 - ← Atlanta Civic Center
 - ← Atlanta Medical Center
 - ← Crawford Long Hosp.
 - ← Peachtree Street

Color	Number
10/28/24	1
01/28/25	2
02/11/25	3
04/13/25	4
06/02/25	5
Revision	6
	7

Color	Number
1	1
2	2
3	3
4	4
5	5
6	6
7	7

Scale: 1/4" = 1'-0"
 Plot: Cherokee Highway I.W.
 Size: 11" x 17"

Destinations outside of district boundaries
 (These destination color backgrounds will take on the color of the district from which they are being directed, copy and arrow will be white.)

- ← Buckhead
- ← Carter Center
- ← The Carter Center & Jimmy Carter Library and Museum
- ← Turner Field

URS
 URS Corporation
 Atlanta
 1000 Peachtree Street, NE
 Suite 900
 Atlanta, GA 30309

Jones Worley
 Jones Worley
 Design Consultants
 275 Peachtree Street, NE
 Atlanta, GA 30305
 404.525.5000

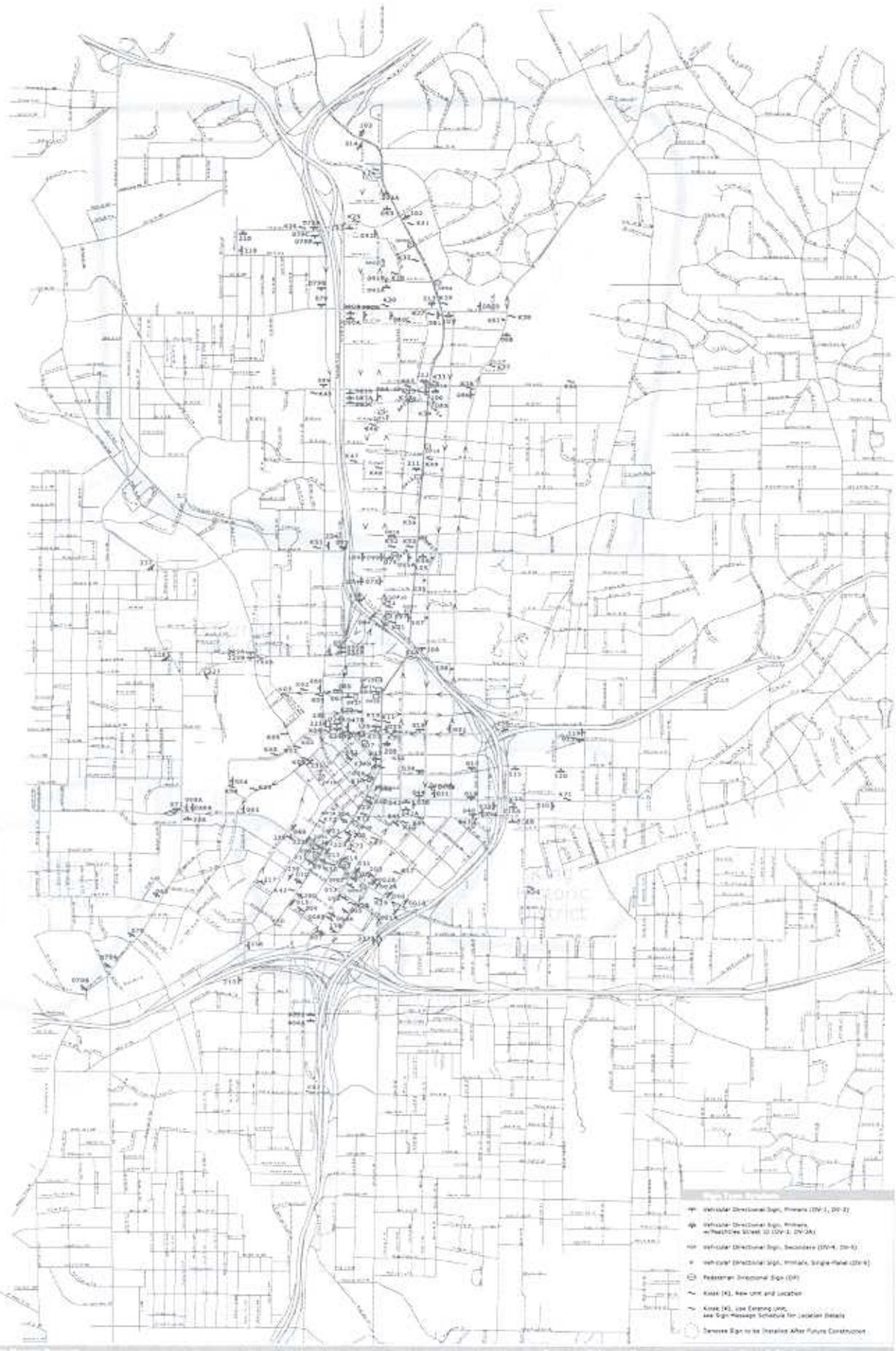
THIS DOCUMENT NOT FOR CONSTRUCTION
 Call "One Call" Before Excavating for
 Utilities at 1-800-4-A-GRAB

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County: Fulton

ATTACHMENT 3

Sign Location Map

Attached, beginning on the next page.



- ◆ Vehicular Directional Sign, Primary (20V-1, 20V-2)
- ◆ Vehicular Directional Sign, Primary, Intersection Street (20V-1, 20V-2A)
- ◆ Vehicular Directional Sign, Secondary (20V-4, 20V-5)
- ◆ Vehicular Directional Sign, Primary, Single Point (20V-3)
- Pedestrian Directional Sign (20P)
- ~ Kiosk (K), New Use and Location
- ~ Kiosk (K), Use Existing Use, See Sign Message Schedule for Location Details
- Temporary Sign to be Installed After Future Construction

City of Atlanta
Atlanta, Georgia



corbin

100 East Peach Street
Traverse City, MI 49606
231.947.1236

Jones
Worley

James Worley
Design Consultants
723 Piedmont Ave., NE
Atlanta, GA 30305

URS

URS Corporation,
Atlanta
400 Northpark Town Center
1000 Abernathy Road, NE
Suite 900
Atlanta, GA 30328

1	06.30.04	Initial Locations
2	10.26.04	Revisions
3	11.05.04	Initial Sign Locations
4	12.16.04	Revisions
9	02.26.05	Final Review Submittal
9	02.11.05	Final Review Submittal
10	06.02.05	Revisions

Sign Location Plan

NOTE: This document is not to scale and provides only an approximation of proposed sign locations. Please refer to the Sign Message Schedule for specific sign location site address and notes.

**THIS DOCUMENT
NOT FOR CONSTRUCTION**
Call "One Call" Before Excavating for
Foundation or Other Below Grade Work
800.325.3000

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P. I. Number: 0004396
County: Fulton

ATTACHMENT 4

Minutes of Initial Concept and Concept Meetings

Attached, beginning on the next page.

Downtown and Midtown Atlanta Wayfinding Signage System MSL-0004-00(396)

Georgia Department of Transportation Concept Report Meeting
Thursday May 19, 2005, 9:00 AM, GDOT District 7 Pre-construction Office

ATTENDANCE

NAME	ORGANIZATION	PHONE	E-MAIL
Mike Lobdell	Georgia DOT – Pre-construction	404-463-4947	Mike.lobdell@dot.state.ga.us
Ralph Merrow, Jr.	Georgia DOT– Pre-construction	404-463-4947	Ralph.Merrow@dot.state.ga.us
Steve Walker	Georgia DOT – Planning	404-656-5427	Steven_walker@dot.state.ga.us
Marshall Troup	Georgia DOT – Planning	404-463-4947	Marshall_Troup@dot.state.ga.us
Harry Graham	Georgia DOT – Traffic Operations	404-463-4961	Harry.graham@dot.state.ga.us
Jessica Reyes	Georgia DOT – Traffic Operations	404-463-4968	Jessica_reyes@dot.state.ga.us
Reuben Woods	Georgia DOT – Utilities	404-463-4953	Reuben_woods@dot.state.ga.us
Sharon Witherspoon	Georgia DOT – Utilities	404-463-4953	Sharon_witherspoon@dot.state.ga.us
Zanda Montgomery	Georgia DOT – District 7 Environmental	404-463-4947	Zanda_montgomery@dot.state.ga.us
Scott Lee	Georgia DOT	404-463-4947	Scott_lee@dot.state.ga.us
Scott Zehngraff	Georgia DOT – TS&D	404-635-8127	Scott_zehngraff@dot.state.ga.us
Roger Henze	Georgia Regional Transportation Auth	404-463-3094	rhenze@grta.org
Regan Hammond	Atlanta Regional Commission	404-463-3306	rhammond@atlantaregional.com
Brandi Peck	City of Atlanta Public Works	404-330-6721	bpeck@atlantaga.gov
Jeff Corbin	Corbin Design	231-947-1236	jeff@corbindesign.com
Shaunna Cahill	Corbin Design	231-947-1236	Shaunna@corbindesign.com
Phillip Allen	URS Corporation	678-808-8806	Phillip_allen@urscorp.com
Sarah Yates	Silverman Construction Program Mgmt	404-969-4304	syates@silvermanconstruction.com
Bruce Pinkney	Silverman Construction Program Mgmt	404-447-8151	bpinkney@silvermanconstruction.com
Paul Kelman	Central Atlanta Progress	404-658-1885	pbkelman@centralatlantaprogress.org
Jennifer Ball	Central Atlanta Progress	404-522-3344	jball@centralatlantaprogress.org

MEETING OVERVIEW:

The meeting was called to review and comment on the Concept Report dated April 15, 2005 prepared for the referenced project.

SUMMARY:

- Jennifer Ball provided an overview of the proposed project by highlighting key sections of the Concept Report and opened the floor for discussion.
- Utility Coordination

The geographic scope and budget of the project prevent the use of survey documentation for utility locations. Vacuum excavation is proposed to be used not only for utility location, but to excavate for proposed sign footing locations. Sign locations have been coordinated with visible utility conflicts. If an underground utility is located by vacuum excavation and a typical footing detail will not be possible, sign locations can be moved to avoid the utility conflict.

A letter describing the scope of the required utility work should be sent to Sharon Witherspoon and Mike Lobdell. Coordination will begin with the final Concept Report being distributed by the GDOT Utility Office to all known utility owners seeking their input on existing

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Georgia Department of Transportation Concept Report Meeting

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facilities and any known conflicts. In addition, construction specifications and documents must require "Call Before You Dig" notification for all excavation. However, it should be noted that City of Atlanta water and sewer facilities (particularly service and meter laterals) must be handled separately. It will also be helpful to consult utility coordination work completed for other active and recent construction projects within the project area.

In order to minimize installation delay it was suggested that the bid documents require that the installer begin underground work immediately by setting breakaway pole foundations while sign panels are still being fabricated. The "pre-installed" bases must be protected or covered to eliminate a safety hazard. It will also be important to provide detailed "template" information to ensure that sign clearances will be met when the panel is installed after the fact in the installed base location.

- Environmental

SHPO has issued a letter stating "no adverse findings." A Type B checklist was submitted to OEL on May 2, 2005. Following their review and anticipating that no other impacts will be identified, the team intends to request that a programmatic Categorical Exclusion be granted. A question was raised regarding the source of funding for the project and whether the GEPA or NEPA process should be followed. Following the meeting, Marshall Troup confirmed that the NEPA process must be followed. The state GO bond funds that are funding the project will be re-paid with federal funds.

- Right-of-Way

All signs locations have been carefully determined in order to remain within existing right-of-way. The GDOT right-of-way certification letter has been drawn up for the project. It has been submitted to GDOT and approved for form by Pam Black. The City of Atlanta Law Department will execute based on a letter that all signs will be within the existing right-of-way.

- Fabrication and Installation Schedule

Based on the consultants experience with other similar municipal sign systems, the entire process is estimated to take about 6 months. Following a successful bid, 6 weeks are estimated for shop drawing production, submittal and review; 12 weeks are estimated for actual sign panel fabrication; followed by a 2 month installation phase. There are opportunities to expedite the schedule like the previously suggested advance footing installation while sign faces are being fabricated.

A construction agreement cannot be issued until FY 2006. Mike Lobdell will pursue any opportunities to expedite the issuance of the GDOT construction agreement to the City of Atlanta as soon as the Concept Report is approved and utilities and right-of-way have been certified. It has not been determined if the City will require an act of City Council to approve the agreement or if it can be executed by the Mayor under authorization of a prior resolution.

- Design Details

Breakaway poles will be specified. As designed, the signs exceed the 7'-0" vertical clearance and meet the 18" horizontal clearance. The required wind load limit was

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discussed. Previous direction was provided that the sign panel and pole must meet the 100-year storm wind load or 125 mph. However, this guideline was questioned as being excessive. GDOT agreed to research what wind speed a typical GDOT highway sign is designed to accommodate and that this level would be acceptable.

- Documentation

Drawings and specifications should be submitted as soon as possible to Mike Lobdell and Ralph Merrow in a form suitable for scheduling a Final Field Plan Review.

The plan review documentation will not include detailed, engineered shop drawings. This level of documentation will be required of the successful bidder during the "construction" phase. However, the general conditions section of the technical specifications should provide details about generic offsets, what should be done when a utility conflict is identified; multiple typical footing designs, a general breakaway pole detail and other material performance specifications. The general conditions should also be very specific about what will be required to return the sidewalk material at a sign location to its existing condition – concrete, pavers, brick, etc. While lane closure permits will be required on state-routes from GDOT during installation, general and typical information regarding restrictive work hours and MUTCD compliant lane closure details should be provided in the general conditions.

- Bid Process

Due to the complexity of the required sign panel fabrication it was determined that fabricators with custom architectural sign experience could be pre-qualified to complete the fabrication work and that they would be required to team with a GDOT pre-qualified contractor to perform the installation work. It was suggested that a list of GDOT approved installers be shared with the potential fabrication bidders and the fabricators be required to select one. It was also recommended by the design team based on experience that the fabricator be the "lead" consultant for the team. Further, the bid documents should require the successful bidder to produce an actual sample sign of each type before full fabrication is authorized. Mickey McGee should be contacted for further detail regarding the execution of the design-build bid process and guidance regarding pre-qualifying, non-GDOT certified fabricators.

- Interstate Trailblazing

The team has been working to update interstate trailblazing signage as a portion of this project. Marshall Troup is drafting a maintenance agreement related to the anticipated trailblazing signage that must be executed by GDOT and the City of Atlanta before work can be completed to establish proposed locations. The team is working to expedite this process in order to assure that the trailblazing scope of work will not delay the wayfinding project progress. In locations where both a wayfinding sign and a trailblazing sign are necessary, a design has been proposed for accommodating the shield signs on the wayfinding pole. This design must be submitted and approved by FHWA.

Summary prepared by: Jennifer Ball, Central Atlanta Progress

Any edits or revisions to these minutes should be forwarded to Central Atlanta Progress at jball@centralatlantaprogress.org or 50 Hurt Plaza, Lobby Level, Atlanta, Georgia, 30303 or (404) 522-3344.

Downtown and Midtown Atlanta Wayfinding Signage System

Team Meeting

Tuesday November 18, 2003, 10:00 AM, Central Atlanta Progress

ATTENDANCE

NAME	ORGANIZATION	PHONE	E-MAIL
Harry Graham	Georgia DOT	770-986-1277	Harry.graham@dot.state.ga.us
Nursef Kadir	City of Atlanta	404-330-	nkadir@atlantaga.gov
Jeff Corbin	Corbin Design	231-947-1236	jeff@corbindesign.com
Anthony LaPorte	Corbin Design	231-947-1236	anthony@corbindesign.com
Nelson Hagood	Jones Warley Design	404-876-9272	nhagood@joneswarley.com
Brian Bolick	URS Corporation	678-808-8803	brian_bolick@urscorp.com
Dan Hourigan	Midtown Alliance	404-892-4782	dan@midtownalliance.org
Paul Kelman	Central Atlanta Progress	404-658-1885	pbkelman@centralatlantaprogress.org
Jennifer Ball	Central Atlanta Progress	404-522-3344	jball@centralatlantaprogress.org

MEETING OVERVIEW:

State bond funding is expected to be available soon to move the project to the next phase - design development and construction documents. In order to ensure that we are moving forward with design in a manner that is consistent with Georgia Department of Transportation (GDOT) and City of Atlanta standards a meeting was organized for the project sponsors, their design team and representatives from the City of Atlanta and GDOT to discuss the appropriate type of documentation for the signs.

MINUTES:

- The meeting began with an update of the current progress of the project. Conceptual design was completed earlier this year. The design team in conjunction with an advisory committee of stakeholders have developed the underlying logic of the system incorporating color-coded districts, as well as the "look" of the signs. A copy of the Program Report, which details the work completed during phase one of the design work is available on-line at http://www.atlantadowntown.com/CapAdidInitiatives_Wayfinding.asp. Additional sign images and maps are available at http://access.corbindesign.com/atl_ftp/ (ID: corbin_guest and PASSWORD: 01ftp).
- The next phase of design work, which will begin as soon as contracts are executed between GDOT, City of Atlanta and the Atlanta Downtown Improvement District (ADID), will determine sign locations and messaging and will include design development resulting in fabrication and installation drawings.
- Conceptual design drawings were shared with the group. Sample construction/fabrication drawings from other similar projects that Corbin and URS have been involved with were also shared with the group for discussion about the type of documentation that would be required by GDOT and City of Atlanta for this system.
- Harry Graham inquired about the typical contractor for this type of sign fabrication, assuming that fabrication would not be handled by GDOT or City of Atlanta sign shops. The Corbin team replied that from their experience the fabricator is a large, national company that is experienced with wayfinding sign fabrication for hospitals, office complexes and

Downtown and Midtown Atlanta Wayfinding Signage System

Team Meeting

Tuesday November 18, 2003, 10:00 AM, Central Atlanta Progress

airports versus a highway sign fabricator. The company will also typically subcontract with local firms for engineering work.

- Harry also asked about the weight of the sign panel. The sign panel as designed is aluminum and should not cause a weight problem. He also asked if the sign post was designed to breakaway. Due to the low speeds on the roads where the signs will be installed it was not anticipated that breakaway signs would be necessary. He indicated that GDOT would require that the sign posts are breakaway posts. Corbin requested detail drawings of breakaway posts that the city has found acceptable.
- Harry went on to ask if any symbols would be used on the signs to brand the districts. The system as designed relies on the name of the district and the associated color for that district to provide information. Because the district names already have meaning and are currently used to describe them, it was decided that symbols did not need to be invented to describe them. The phoenix symbol will be used as an ornament on signs located on key corridors – like Peachtree Street.
- Discussion turned to the documentation process. Corbin proposed that the design intent drawings that would be submitted to GDOT and the City of Atlanta for approval would include design details for each type of sign versus design details for each sign at each unique location. Documentation would then include a sign location plan that indicated which type of sign would be installed in each location and a corresponding message schedule showing the message on each sign. The details about underground conditions and site limitations would be considered based only on visual surface inspection when determining sign placement.
- Detailed shop drawings will be prepared by the fabricator for review and approval by GDOT and the City of Atlanta. A sample sign will also be constructed and installed prior to fabrication of all signs. This sample sign, once approved by GDOT and the City of Atlanta, will be used as the standard of performance to compare against when preparing a punch list following installation.
- Several GDOT and City of Atlanta design criteria that would apply to the signs were reviewed:
 - The sign panel height must be 7'-0" clear from the sidewalk.
 - The sign panel must be 18" from the face of the curb.
 - If there are any signs that will be over the roadway, there must be a 17'-5" clearance and the panel must be mounted on span wire (versus cantilever).
- The font that will be used on the signs is Clearview One. This font was developed for better readability than the standard MUTDC font. Letter heights will be 4 1/4" or 3 1/4" to meet specifications for slow, urban traffic under 35 m.p.h. The signs also use a standard GDOT arrow. Multiple arrow directions will be ordered on the sign panels with left turns first, then right turns followed by straight arrows.
- Harry asked how the sign panel would be attached to the sign pole. He requested that the sign meet wind load tests for the 100-year storm (125 m.p.h.). The panel will be strapped to the pole and bolted in place to prevent rotating.

Downtown and Midtown Atlanta Wayfinding Signage System

Team Meeting

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- It was also clarified that the sign panel is one continuous aluminum sheet. The bands in-between the word panels on the front of the sign are surface applied to the aluminum sheet. All automobile signs will be one-sided. There may be some two-sided pedestrian signs.
- Harry reiterated that it would be absolutely critical that all signs meet American with Disabilities Act (ADA) guidelines. This will apply to the sign itself and the sidewalks where the signs are installed. In particular, there must be a 5'-0" unobstructed sidewalk clear zone and the signs must have a 70% or greater contrast between letters and background to meet the guidelines.
- The question was raised about how existing inconsistent or repetitive signs would be handled when the new signs are installed. It is anticipated that these signs would be removed, however it will need to be determined if the City of Atlanta will handle the removal or if it should be included as part of the installation contract.
- Nursef inquired about how the signs will be maintained. Will the signs become the responsibility of the City or GDOT? He indicated that it would be necessary to execute a maintenance agreement. This issue should also be addressed in the local government project agreement (LGPA) that is executed between the City and GDOT. The possibility was raised that GDOT or Federal Highway Administration (FHWA) funds may still be available to support the project. This option should be explored.
- The LGPA agreement will also need to specify who has final approval of the design and documents. It is anticipated that the GDOT Plan Development Process (PDP) will be followed.
- Nursef also asked how destinations will be selected to appear on signs and in which locations. A preliminary list of destinations has been developed to begin to understand the number of destinations. The sign hierarchy will also be utilized to support destinations at different levels – from auto signs, to pedestrian signs and map kiosks that can support more detailed information. The design development phase will also include an extensive process of involving the destination representatives to determine the preferred routes to each and how signage can support these routes. Criteria will be developed to determine whether a destination can be supported and also to prioritize limited sign space. It was suggested that GDOT's existing criteria could be considered for adoption. However, the proposed system is intended to support additional destinations that do not meet GDOT standards for a highway sign.
- A question was raised about the ability to coordinate interstate sign messaging to be consistent with the districts and destinations supported by the new system. Corbin has seen this coordination be successful in other cities and states. GDOT is supportive of the coordination because it will assist with their need to efficiently move special event and large destination traffic from the interstate to surface streets. The use of interstate signs will also assist with reinforcing the use of the district names. GDOT can also assist with the necessary coordination with FHWA. This is a good time to consider possible changes to the interstate signage in conjunction with the recent operations and congestion mitigation study that was completed by GDOT for the Downtown Connector. Several of the recommendations included modifications to the interstate signage.

Downtown and Midtown Atlanta Wayfinding Signage System

Team Meeting

Tuesday November 18, 2003, 10:00 AM, Central Atlanta Progress

- Documents must be submitted to Harry's office (District 7 Pre-Construction) for permitting approval. He recommended that the earlier the drawings can be submitted the better.
- Location drawings must include distances to existing regulatory signs within 100' of proposed sign, to ensure consistent spacing and proximity.
- A concern was raised about the use of the color red as a district color. It will be necessary that this red color is sufficiently different than the red used for stop signs.

Minutes prepared by: Jennifer Ball, Central Atlanta Progress

Any edits or revisions to these minutes should be forwarded within seven (7) days to Central Atlanta Progress at jball@centralatlantaprogress.org or 50 Hurt Plaza, Lobby Level, Atlanta, Georgia, 30303 and (404) 522-3344.

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P. I. Number: 0004396
County: Fulton

ATTACHMENT 6

Minutes of any meetings that show support or objection to the concept

Attached, beginning on the next page.

Downtown and Midtown Atlanta Wayfinding Signage System

Steering Committee Meeting

Wednesday June 30, 2004, 10:00 AM, Central Atlanta Progress

ATTENDANCE

NAME	ORGANIZATION	PHONE	E-MAIL
John Smith	GWCC Authority	404-223-4000	jsmith@gwcc.com
Steve Jackson	Georgia Pacific/ADID	770-955-6243	hobiej@bellsouth.net
Stephan Carlin	Turner Properties	404-575-5486	Stephan.carlin@turner.com
Bill Howard	ACVB	404-521-6634	bhoward@atlanta.net
Frank Catroppa	MLK, Jr. National Historic Site	404-351-5190	frank_catroppa@nps.gov
Mike Lobdell	GDOT	770-986-1050	mike.lobdell@dot.state.ga.us
Walter Boyd	USDOT/Federal Highway Administration	404-562-3651	Walter.boyd@fhwa.dot.gov
Jeff Swanagan	Georgia Aquarium	770-384-4204	jeff_swanagan@homedepot.com
Lee Cronan	Georgia Power	404-572-7609	lcronan@southernco.com
Ed Brownlee	TBS/CNN Center	404-827-1552	ed.brownlee@turner.com
Lynette Lippert	TBS/CNN Center	404-878-0617	Lynette.lippert@turner.com
Roger Henze	GRTA	404-463-3094	rhenze@grta.org
Lacy Bell	GDOT	770-986-1277	lacy.bell@dot.state.ga.us
Stuart Day	GDOT	770-986-1047	Stuart.day@dot.state.ga.us
Julie Kovach	ARC	404-463-3271	jkovach@atlantaregional.com
Curley Dossman, Jr.	Georgia Pacific	404-652-4182	Cmdossma@gapac.com
Jeff Corbin	Corbin Design	231-947-1236	jeff@corbindesign.com
Mary Lou Piehl	Corbin Design	231-947-1236	marylou@corbindesign.com
Shaunna Cahill	Corbin Design	231-947-1236	shaunna@corbindesign.com
Nelson Hagood	Jones Worley Design	404-876-9272	nhagood@jonesworley.com
Brian Bolick	URS Corporation	678-808-8803	brian_bolick@urscorp.com
Shannon Powell	Midtown Alliance	404-892-4782	shannon@midtownalliance.org
Steve Schrape	Central Atlanta Progress	404-658-1877	sschrape@centralatlantaprogress.org
Rob McCulloch	Central Atlanta Progress	404-658-1877	rmcculloch@centralatlantaprogress.org
Paul Kelman	Central Atlanta Progress	404-658-1885	pbkelman@centralatlantaprogress.org
Jennifer Ball	Central Atlanta Progress	404-522-3344	jball@centralatlantaprogress.org

MEETING OVERVIEW:

This meeting was intended to kick off phase two - design development and construction documents - of the wayfinding project. The Steering Committee was brought up to date on the conceptual design work completed during phase one and familiarized with the work tasks ahead during phase two.

MINUTES:

- The meeting began with a welcome by Jennifer Ball who led the group in self-introductions.
- Jeff Corbin of Corbin Design, the lead design consultant for the project, reviewed the phase one work. He explained the underlying information hierarchy and logic for the use of color-coded districts or areas to group the over 60 destinations that have been preliminarily identified to be supported by the new system. The proposed six districts, while not strictly

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defined, will provide a way to direct people to a larger area and then specific destinations as one gets closer to the desired site. The districts will become part of a larger public information campaign to educate the public about the new system and should become incorporated into directions provided by the destinations. He explained the rationale for using Peachtree Street as a unifying destination to help orient users. Peachtree Street is a recognizable location, is a centrally located spine, provides good auto and pedestrian access and most destinations are easily reached from the corridor. Signs on Peachtree Street will have an added design feature that indicates that you are on Peachtree Street.

Corbin also described the sign typology that details the different sign types that will comprise the system, including: typical auto-oriented signs, smaller auto-oriented signs for streets with slower speeds and smaller sidewalks, pedestrian-oriented signs, map kiosk signs and the proposed parking identification signs. He went on to describe the basics of the base map that identifies locations, will be used to determine routing, and will eventually evolve and be used as the base map for the sign kiosks, as well as other printed integrated applications. It is anticipated that the map kiosk signs will use both Downtown-Midtown wide maps and smaller neighborhood or walking distance maps.

Specific details of how the signs are to be fabricated will be determined during phase two. At this time, the signs are designed with non-reflective colored backgrounds with a 70% contrast between the background and letters. The letters are a Clearview One font and may or not be reflective. The basic auto-oriented sign is designed for speeds of 45 mph and under and can accommodate four destinations (four lines of text) with approximately 20-22 characters each. Standard directional arrows will be used and will be ordered on each sign from left, right, and then up. Signs are anticipated to be mid-block (before decision points) versus corners.

Phase two should take six months to complete. It will begin with the mapping of individual destination routes based on the routing provided by the destinations on their websites or advertising materials. Routes will be reviewed and confirmed by each destination. At that time presentation names (possible abbreviations of destinations) will also be confirmed. Next, each individual approved route will be overlaid with all other reviewed and approved routes to begin the messaging process. Sign locations and messages will be done on paper and then field verified for feasibility. The process will produce documentation ready for fabrication and installation pricing.

- John Smith began the question and comment period with a question about frequency of sign placement and what can be expected. Routes will first be supported by auto-oriented signs at key decision points (not necessarily every block) beginning at the interstate or key streets. Of course, auto signs can also be used by pedestrians. Additional pedestrian signs can be used to confirm the route and optimally would occur every 400-500 feet. Signage outside of MARTA rail stations will also be critical for pedestrian trips that begin at those points.
- A follow-up question was asked about whether destinations located outside of the primary area would be supported. While the majority of the signs will be located within the primary Downtown and Midtown improvement district areas, there are a few "super destinations" outside of the districts that will likely be supported. Examples are Turner Field, Zoo Atlanta, the Cyclorama and the Carter Center, as well as neighborhoods like Buckhead. It has not been determined what district background color these destinations will use. Information

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should be transparent to the user and the right information should be in the right location regardless of the associated district. From the beginning, the system has been developed and designed as having the capability of being expanded throughout the City and the region. It will serve as a basic design scheme and methodology that can be expanded upon.

- Shannon Powell suggested that it will be critical that we develop very specific, stated criteria for how a destination will qualify to be supported by an auto-oriented sign. Whatever the criteria are determined to be, it will be important that they are clearly stated before routing works begins, so that expectations can be managed. This will be particularly important for commercial developments that by their nature are also destinations (e.g., Centergy or Peachtree Center). She also raised the issue of development- or campus-specific signage (that may occur in the right-of-way and be permitted by the City) and how that interacts or coordinates with the system as designed.
- Julie Zutkis recommended that presentations regarding the system be made to the relevant ARC committees as a model for other areas. She also inquired about whether the pedestrian- or auto-oriented signs would be installed first (they will be installed simultaneously) and if pedestrian routing will take into consideration accessible routes (i.e., sidewalk conditions, crosswalks and grades). ARC is working on an inventory of sidewalk conditions within one-half mile of each MARTA rail station that could help with this endeavor. Corbin also suggested that accessible routes be highlighted on the map kiosk signs.
- Bill Howard encouraged the team to keep in the mind the benchmark year of 2006, which the Atlanta Convention and Visitors Bureau is targeting for a large media and public relations campaign to boost tourism within the City by taking advantage of new attractions coming online, as well as the 10th anniversary of the Atlanta Olympic Games. This effort provides a logical deadline for the installation of the signs as the system will positively contribute to the overall synergy and excitement within the City.
- Steve Carlin followed up Howard's comment with an example of how the signage can encourage visitors to visit multiple attractions as they act almost like a billboard for what there is to see and do. The signs can also provide a path to what to do next, versus people simply wandering around. Both Boston and Philadelphia offer great examples.
- It was asked if the sign system would be supported within the Atlantic Station site. It has not been determined at this time.
- A question was raised about the possibility of signs being installed on the interstate and interstate ramps. This process is not intended to result in any changes to signage on the interstate. While there have been some recent examples of systems like the one that is being designed being incorporated into highway signage, this is not being pursued as part of this effort. The goal is that the new signage begins at the end of freeway ramps and is located primarily on City streets. There may be an opportunity to work with GDOT on possible future changes to the messaging on existing freeway signage. The new district names could be used as a way to assist GDOT with providing signage to an increasing number of destinations that cannot be currently accommodated on directional or guide signs.

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- The point was also raised that the proposed new system would allow the removal of some existing outdated, inconsistent and poorly maintained directional signs that currently exist. The removal of the unnecessary signs will be part of this scope of work.
- It was also asked if this system would include the installation of other City signage like park or regulatory signage. It will not.
- Several people reiterated the need for the signs to be flexible and changeable. It was suggested that some signs might be installed with blank lines, anticipating possible future attractions. It was also suggested that the final sign face design be very easy to change and update. At this time, a specific sign face design has not been determined, but this flexibility is a huge consideration. Possible designs include a frame with slide-in panels or adhesive letters versus painted letters that can be updated in the field instead of in a sign shop.
- Steve Carlin asked about the ability of integrating the map that is developed with other printed materials, magazines and handouts. This is definitely the intention of the map and the entire system. This map should become "the" map that is used by all visitors and publications. Printed maps also provide an opportunity for multi-lingual directions to be offered.
- The question of sign maintenance was raised. How will the signs be maintained and who is responsible? Ultimately, it is anticipated that the signs will become the property of the City of Atlanta. However, there will most likely be additional maintenance agreements between the City and the Downtown and Midtown community improvement districts, which are funding the initial installation. This arrangement would result in a partnership between the City and CIDs. Based on experience, a written agreement will be absolutely critical. We can anticipate that 10% of the signs will require replacement or maintenance each year.
- Bill Howard asked about the timing of the public information campaign to let people know that the signs are coming. It is anticipated that communications will begin in early 2005. Bill warned about the "me toos" that will come out of the woodwork at that time. This is another argument for the establishment of clear and defined criteria.
- Walter Boyd of the Federal Highway Administration encouraged the team to not forget how to get people back to the highway from their destinations. Time should be spent to define the path back to I-75, I-85 and I-20. These are not always the same way that they came or even logical based on direction or where other ramps are located. An opportunity may exist through this project to fix or install shield trailblazing signage that has been previously proposed by GDOT within Downtown and Midtown. GDOT may even have funds available to contribute to the project. Highway shields may be able to be accommodated on the designed sign panels or perhaps they will simply be installed on separate compatible sign poles at the same time. Either way, not having it done at this time will be a lost opportunity. It was agreed that additional conversations will be had with GDOT to figure out how to make it happen.
- John Smith also warned of a potential problem regarding the permitting of additional signage, after the new system has been installed, that contradicts or erodes the message of the new signs. It will be important for the City to control the permitting of any requested

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additional signage. The new system must become the standard and the only tool for signing destinations and the municipal authority of the City must enforce it.

- Jennifer Ball requesting that everyone once again review the preliminary destination list for any errors, deletions or omissions. It will also be necessary for each listing to be abbreviated to 20-22 characters.
- A final question was raised about the inclusion of destinations on the preliminary list that may not be appropriate, reiterating the need for defined criteria. Ultimately, the steering committee will assist with the development of the criteria, as well as the determination of included destinations. It will be critical that decisions be made based on what the visitor needs to know and the information that will be helpful to them.
- One issue that will need to be addressed – probably by a resolution of City Council – is the legality of installing signage in the public right-of-way for a private entity. This issue will need to be discussed in more depth with the City Departments of Public Works and Law.
- The next meeting of the Steering Committee will occur in late August. Date and time details will follow by e-mail. In the meantime, correspondence will be sent to each destination regarding routing and messaging. Individual coordination meetings will be held if necessary. If there are additional questions or comments including feedback on the destination list, they should be directed to Jennifer.

Minutes prepared by: Jennifer Ball, Central Atlanta Progress

Any edits or revisions to these minutes should be forwarded to Central Atlanta Progress at jball@centralatlantaprogress.org or 50 Hurt Plaza, Lobby Level, Atlanta, Georgia, 30303 and (404) 522-3344.