City of Atlanta
Downtown and Midtown Wayfinding Signage System

System Overview
Design Team

• **Corbin Design**
  – A 20-person design firm founded in 1976
  – Hundreds of completed wayfinding and signage projects
  – Our clients include cities, towns, medical centers, colleges, universities, entertainment venues and corporations

• **Jones Worley**
  – A multi-faceted communications firm founded in 1990
  – Provides identity, print, and environmental graphic design

• **URS**
  – A global, full-service organization of 27,500 with offices in the Americas, Asia/Pacific and Europe
  – Staff includes planners, engineers, architects, scientists and program and construction managers
Project History

• Project began in fall 2002.
• Programming/Schematic Design completed in early 2003.
• Final Design and Documentation began summer 2004.
  – Regular meetings with the Steering Committee
  – Routing and messaging reviewed with all destinations
  – Ongoing meetings with the City and GDOT
• Project was bid for Fabrication and Installation summer 2006.
  – Two contracts: one for fabrication and one for installation
• Installation began fall 2006.
• Final ‘punch list’ items being completed in spring 2007.
• Project complete in 2008.
System Area & Districts

Downtown and Midtown Atlanta Wayfinding and Signage System

Central Atlanta Progress
Atlanta Downtown Improvement District
System Purpose

- Provide the information people need to comfortably access area destinations, attractions, parks, historic sites and other public venues;
- Provide better and timelier route information to reduce misdirected travel;
- Improve vehicular, pedestrian and cycling safety by better informing visitors and reducing erratic maneuvers;
- Help drivers locate and identify parking convenient to their intended destination;
- Direct vehicular traffic along appropriate streets; and
- Further enhance Atlanta’s public image through distinctive, helpful graphics, to make Downtown and Midtown Atlanta more “user friendly” to visitors and the local community, while not providing any nature of advertising for a specific destination.
Wayfinding Concepts

- Create a hierarchy of information by defining Districts.
- Direct to Districts first, then to the destinations within each District.
- Direct drivers to the front door of a destination
- Direct to public parking locations
- Then guide them as pedestrians to their destination.
- Provide interstate trailblazing information to assist with reverse trip
Design Character

- Strives to achieve a timeless look: a balance between a traditional motif and a more modern one.
- Differentiates Districts by the use of color:
  - AU Center Purple
  - Downtown Teal
  - Government Walk Tan
  - King Historic District Brown
  - Midtown Blue
  - Olympic Park Area Red
  - SoNo District Olive
- Coordinates with the existing street furniture: Supports are CODA green with gold trim.
Sign Types

- **Vehicular Guide Signs**
  - Two sizes based on the speed of traffic where the sign is located
  - One-sided, located mid-block (serving pedestrians as well)
  - Painted background with reflective lettering

- **Pedestrian Guide Signs**
  - Smaller, more appropriately sized for viewing by pedestrians
  - Two-sided, located back from or parallel to the street
  - Non-reflective materials

- **Map Kiosks**
  - Reuse the existing 1996 Olympics map kiosks and add more
  - Two-sided: a Neighborhood Map on one side; a City Map or a cultural/historic component on the other
  - Located in heavily trafficked areas and at MARTA stations
Criteria for Inclusion

Guided by City of Atlanta DPW Traffic and Transportation Directional Signage Program Policies and Administrative Rules

• Specific annual visitation thresholds established for types of destinations and the sign types
  – Generally: 50,000 annual visitors for vehicular signage and 10,000 for pedestrian signage

• Additional requirements
  – Located within the System Area
  – Open to all persons regardless of race, color, religion, ancestry, national origin, sex, age or disability
  – Comply with all federal, state and local regulations for public accommodations
  – Sufficient and secure parking
  – Set days and hours of operation.
System Advisory Committee

- Provided for within the Policies and Administrative Rules
  - Ensures ongoing maintenance of the System
  - Manages the updating and evolution of the System
  - Enforces the policies and rules of the System
  - Hears appeals of those rules

- Currently
  - City of Atlanta DPW Traffic and Transportation
  - Atlanta Downtown Improvement District
  - Midtown Improvement District
District Color Variations

**A. U. Cen**
- Atlanta University Ctr.
- Downtown
- King Historic District
- Olympic Park Area

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

**Government Walk**
- Atlanta City Hall
- Municipal Court
- Downtown
- King Historic District

**King Historic Dist**
- APEX Museum
- Sweet Auburn Market
- M. L. King Nat’l Hist. Site
- Downtown

**Midtown**
- Earthlink Live
- Breman Jewish Museum
- Ctr. for Puppetry Arts

**Olympic Park Area**
- Aquarium
- Centennial Olympic Pk.
- Children’s Museum
- Downtown

**Song District**
- Atlanta Civic Center
- Crawford Long Hosp.
- Atlanta Medical Center
- Downtown
Vehicular Guide Signs

DV-1

DV-2

DV-3

DV-3a
Vehicular Guide Signs
Vehicular Guide Signs: Additional Information and Pedestrian Signs