



# Wayfinding Plan

**City of Chattahoochee Hills**

*Prepared by the Atlanta Regional Commission  
February 22, 2013*



## **Introduction**

Each year, the Atlanta Regional Commission's (ARC) Community Development Division assists local governments in the Atlanta region on a variety of community planning workshops, charrettes and other projects. Collectively known as "Planning Assistance Teams," these projects are designed to respond to local planning and visioning needs on an ad-hoc or on-call basis and are typically outside the more formal context of many of ARC's functions and programs.

In the summer of 2012, officials with the City of Chattahoochee Hills approached ARC regarding potential assistance in developing a "wayfinding" plan for the City. Wayfinding involves the use of signage and other tools in a particular area to guide people to community resources and destinations; direct traffic to or away from certain areas; advertise or brand a community and its points of interest; and create a sense of place. Wayfinding systems can vary widely, depending on the size and needs of the community. Systems can be used by drivers, pedestrians, cyclists and others.

Responding to the City's request, ARC's Community Development staff organized a Planning Assistance Team to meet with and gather input from stakeholders, study the City's key issues related to wayfinding, and produce a deliverable to help guide Chattahoochee Hills leaders as they move forward with implementation.

In September 2012, ARC convened a group of local stakeholders to discuss a scope of work and gather initial information on the City's wayfinding needs. Comprising this working group were individuals with significant experience and interest in local government, planning and environmental issues. These individuals are:

- Faye Godwin – Councilwoman, City of Chattahoochee Hills
- John Graham – Executive Director, Serenbe Institute for Art, Culture and the Environment
- Steve Hurwitz – Board of Directors, Cochran Mill Nature Center
- Mike Morton – Planner, City of Chattahoochee Hills
- Steve Nygren – Founder, Serenbe Community
- Tom Reed – Mayor, City of Chattahoochee Hills
- Clay Stafford – Member, City of Chattahoochee Hills Planning Commission
- Maribeth Wansley – Executive Director, Cochran Mill Nature Center; Chair, City of Chattahoochee Hills Parks Commission

Topics discussed during the meeting included potential wayfinding purposes, user groups, system components, initial design considerations, and relationships to other planning efforts in the area.

The working group reconvened in November 2012 after allowing time for ARC staff to distill input obtained from the initial meeting and conduct preliminary research. The purpose of the follow-up meeting was to review the ideas discussed in September, present proposed key destinations and signage locations, gather additional feedback, and conduct an "image preference survey" in order to obtain baseline input on signage design.

This overview document and accompanying map are intended to detail the information gathered during this process and to present a general vision for a Chattahoochee Hills wayfinding system. This report also highlights related issues and directions for the City to consider. City staff, elected officials and other

stakeholders should use this document to inform decision-making in the areas of community engagement, funding, design, fabrication, installation and expansion of a wayfinding system in the future.

## **I. Wayfinding System Users**

The physical layout of Chattahoochee Hills affects the kinds of groups likely to use a City-wide wayfinding system. Based on current conditions and stakeholder input, the system's most probable user groups in the near future are drivers and cyclists.

The City spans a large area of about 56 square miles but possesses a population of only 2,378 persons, according to 2010 Census data. Land uses within the City are mostly rural and very low-density residential, punctuated by a handful of population centers. These centers and destinations are detailed in Section II.

The large area and sparse settlement of the City represent a continuation of its history as the rural, formerly unincorporated southwest corner of Fulton County – coupled with a planning philosophy of keeping the community deliberately rural, with development focused in a few mixed-use clusters. This ethos has guided the City since before its incorporation. Over a decade ago, Fulton County staff led planning efforts designed to channel future growth into dense nodes while setting aside at least 60 percent of the total land area for continued agricultural uses and undisturbed woodlands. These plans also aligned with and built off the advocacy work of the Chattahoochee Hill Country Alliance, a local non-profit dedicated to preserving this area. The City's incorporation in 2007 fulfilled residents' and community leaders' desire for local control over, and strengthening of, the implementation of this planning framework.

Typical of many small communities, and given its size and land use pattern, the City does not presently support a local transit system linking its centers and other resources. Pedestrian circulation is viable in certain parts of the City, particularly in Serenbe, which is designed to accommodate movement on foot by grouping uses close together and connecting them with footpaths and sidewalks. Movement on horseback is also practical in some areas, given the many sporting and recreational destinations in the City that feature an equestrian component. These modes of transportation may figure more prominently in the City's wayfinding system in the future, but at present, the automobile serves as the dominant mode of transportation in Chattahoochee Hills, not only for circulation around the City but also for visitors making their way to the area.

In addition to the car, the bicycle occupies a special place in the City's transportation network. Cycling is a popular activity in Chattahoochee Hills, likely owing to the City's lightly-trafficked rural roads and natural scenery. Cycling is particularly popular with large recreational groups that organize challenging rides on weekends. A large percentage of riders live elsewhere in metro Atlanta, traveling by car to rallying points in Chattahoochee Hills where rides begin. This situation makes cyclists important potential users of a wayfinding system. The issue of cycling in the City is given additional attention in Section III.

The predominance of car transportation, coupled with the popularity of cycling, suggest that the City's wayfinding system should be geared, at least initially, toward these two main user groups.

## II. Wayfinding System Goals and Components

Wayfinding systems can be designed to meet a variety of purposes. Conversations with stakeholders suggest that Chattahoochee Hills' wayfinding system should be designed to achieve three key goals:

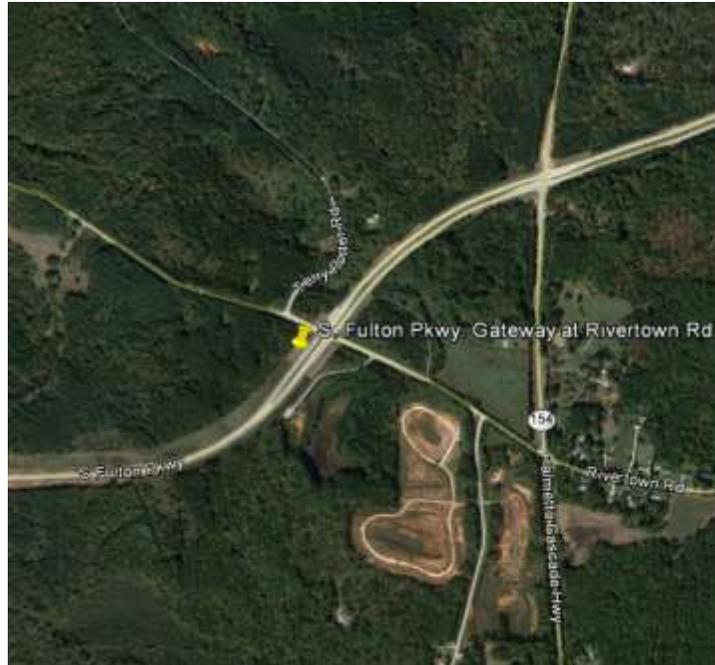
1. Create readily identifiable gateways to the City;
2. Direct users to important points of interest via signage around major intersections; and
3. Reinforce the City's brand as a unique destination.

### **Goal 1: Create readily identifiable gateways to the City**

Gateways represent one of the major priorities in the area of wayfinding. A frequent comment during stakeholder meetings was that visitors often do not know when they have entered or exited the City. This can be expected, given the uninterrupted rural surroundings along many corridors leading to and through the City. Stakeholders emphasized that signage at key gateways would welcome visitors, let them know they have entered a new place with a defined identity, and reinforce the City's brand and image.

Research on the major thoroughfares into Chattahoochee Hills, coupled with stakeholder feedback, yielded the list of possible gateway signage locations shown in Figure 1 below. The locations have been prioritized based on their likelihood of visibility, which roughly equates to their presence on or close proximity to major corridors. Chief among these corridors are South Fulton Parkway, Capps Ferry Road, and Hutcheson Ferry Road. These priority gateway locations are shown in Figures 2 through 4, and all gateways are illustrated on the full map found at the end of this report.

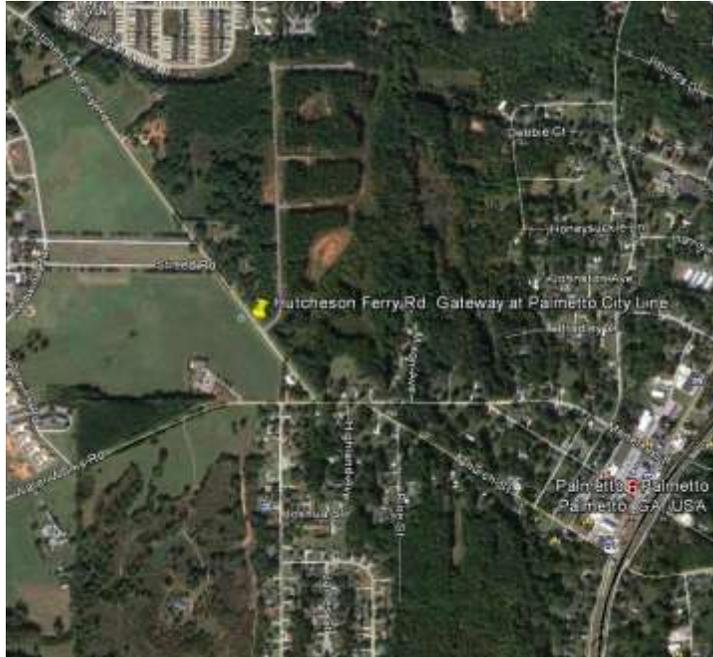
<b>Figure 1: Gateway Signage Locations</b>	<b>Priority</b>
S. Fulton Pkwy. at Rivertown Rd./E. City Limit	1
Hutcheson Ferry Rd. at S.E. City Limit/Palmetto City Limit	1
Capps Ferry Rd. at Chattahoochee River/W. City Limit/County Line	1
Campbellton-Redwine Rd. at S. City Limit/County Line	2
Cedar Grove Rd. at N. City Limit	2
Atlanta-Newnan Rd. at S. City Limit/County Line	3
Cochran Mill Rd. at N.E. City Limit	3
Sardis Rd. at S. City Limit/County Line	3
Watkins Rd. at S. City Limit/County Line	3
Wilkerson Mill Rd. at Cascade-Palmetto Hwy./E. City Limit	3



**Figure 2:** S. Fulton Pkwy. at Rivertown Rd./E. City Limit

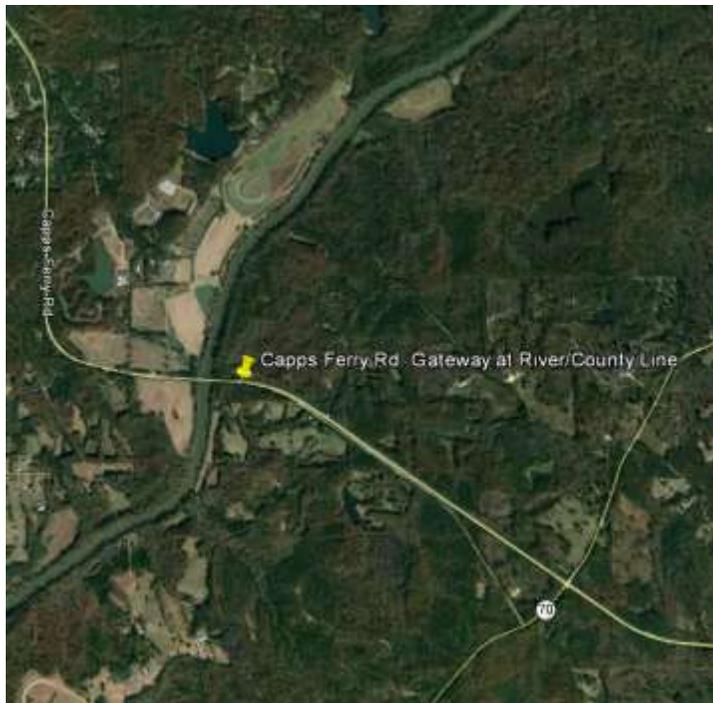
Stakeholders indicated that South Fulton Parkway carries a high volume of traffic into Chattahoochee Hills from Interstate 85 to the east and, by extension, the more urban parts of the Atlanta region. The working group noted that this route is the primary one for non-residents and visitors making their way to the City. This condition makes the intersection of South Fulton Parkway and Rivertown Road—which is the City limit—a natural location for a gateway. At present, there is a small, metal welcome sign featuring the City’s logo facing the westbound lanes of South Fulton Parkway approaching this intersection. However, larger, more visible and more sophisticated signage would communicate the welcome message to drivers much more strongly.

This intersection is also the future location of landscaping and beautification work funded by a Georgia Department of Transportation (GDOT) GATEway Grant recently awarded to the City. The improvements are not allowed to include the construction of signage itself, but the location will be primed for signage in the near future. Finally, stakeholders agreed that this location would also be ideal for a small vehicle turnout area, at which drivers could pull off the road, park their vehicles and view a large map of the City and its key corridors and destinations.



**Figure 3:** Hutcheson Ferry Rd. at S.E. City Limit/Palmetto City Limit

On the same side of the City, Hutcheson Ferry Road brings travelers to Chattahoochee Hills via the neighboring City of Palmetto to the east. As with South Fulton Parkway, many of these travelers also originate from I-85 and the more populous areas of Atlanta to the east and north.



**Figure 4:** Capps Ferry Rd. at Chattahoochee River/W. City Limit/County Line

On the west side of the City, the Chattahoochee River serves as both the City and County limit. Capps Ferry Road serves as a key river crossing, connecting a large area of Douglas County and, indirectly,

Carroll County to Chattahoochee Hills and southwest Fulton County. Capps Ferry Road becomes South Fulton Parkway at its intersection with Campbellton-Redwine Road (GA 70). As such, gateway signage along Capps Ferry Road on the east side of the Chattahoochee River is a logical priority.

These three priority gateways could represent a manageable start for this part of the wayfinding system. The system could then, over time, be scaled up to include the smaller gateways included in Figure 1 and on the full map at the end of this document.

Other potential “gateways” are actually well outside the City limits, on Interstate 85 and South Fulton Parkway, and therefore are not included in Figure 1. Signs for I-85 Exit 56 (Palmetto) and Exit 69 (South Fulton Parkway) make no mention of the City of Chattahoochee Hills. For drivers who take Exit 69 and travel the approximately 11 miles to the Chattahoochee Hills City limits via South Fulton Parkway, highway signage variously calls out Union City, Douglasville, Palmetto and even Atlanta, but not Chattahoochee Hills. The City should work with its GDOT district representative to lobby for inclusion on signage on these state routes – particularly on South Fulton Parkway at a minimum.

## **Goal 2: Direct users to important points of interest via signage around major intersections**

The working group concurred that, in addition to gateways, another level of wayfinding assistance should exist at major intersections throughout Chattahoochee Hills to guide visitors and residents to important destinations. While the City possesses more than a few landmarks, its sheer size and rural landscapes can make certain roads appear similar to each other and can make navigation difficult, especially for visitors to the area. Street addresses in the area are also sometimes approximated in mapping software found on smartphones and global positioning systems (GPS), which can lead to confusion for travelers.

Before determining signage locations, stakeholders worked together to identify the key destinations and community resources to which wayfinding users would need to travel. These major attractors accommodate a wide range of activities for both residents and visitors and are the economic drivers of the City. They are listed in Figures 5 through 7 and are broken down roughly by type. They are also illustrated on the full map found at the end of this report.

<b>Figure 5: Population Centers</b>	<b>Type</b>
Serenbe	Mixed-Use Hamlet
Rico	Crossroads Community
Little Fawn	Traditional Subdivision

Serenbe is a growing mixed-use village in the southern part of the City, south of Hutcheson Ferry Road and west of Atlanta-Newnan Road. The community features many types of residential and commercial uses set in planned clusters that are connected by walking and biking paths. With a small-town feel and a focus on sustainability, local farming and the arts, Serenbe attracts large numbers of visitors throughout the year for events, shopping, dining and recreation.

Rico is a small, historic crossroads community in the north-central part of the City around the intersection of Rico Road and Campbellton-Redwine Road. It is the location of homes, the City administration and library complex, a fire station, two churches, and a grocery/general store. Little Fawn

is an automobile-oriented subdivision of approximately 130 homes on the east side of the City, off Wilkerson Mill Road near its intersection with Cochran Mill Road.

The City’s current comprehensive plan, adopted in 2011, emphasizes that future towns and villages—likely one of each—will eventually be developed in the central area of Chattahoochee Hills, with access to South Fulton Parkway. These mixed-use communities are planned to be larger than the existing mixed-use hamlet of Serenbe. The City’s wayfinding system will need to be expanded to accommodate these new population centers as they develop. At present, however, the system should be focused on guiding users to the existing community centers shown in Figure 5.

<b>Figure 6: Public Parks and Recreation Areas</b>
Cochran Mill Nature Center
Cochran Mill Park*
Hutcheson Ferry Park*
Rico Park/Baseball Field

*\* Denotes a site that is also a target location for parking/staging for cyclists. See Section III for more detailed information on cycling issues.*

Parks and recreation areas represent important destinations within the City as well. Cochran Mill Nature Center is an environmental education center, wildlife rehabilitation facility and nature park attracting large numbers of individuals and school and civic groups each year. Cochran Mill Park, Hutcheson Ferry Park and Rico Park are public parks operated by the City of Chattahoochee Hills. Each offers an array of outdoor recreational opportunities. Stakeholders specifically noted that Cochran Mill Park and Hutcheson Ferry Park should be promoted as parking and staging areas for cyclist groups. This issue is covered in more detail in Section III.

<b>Figure 7: Event Sites and Facilities</b>	
<b><i>Tourism/Events/Lodging/Sporting</i></b>	<b><i>Churches</i></b>
Bouckaert Farm	Campbellton United Methodist Church*
Cherry Hollow Farm	Fellowship Baptist Church
City Administration Center and Library	Friendship Missionary Baptist Church
Dunaway Gardens	God's Beacon of Light Tabernacle
Foxhall Resort and Sporting Club	New Hope United Methodist Church
Inn at Serenbe	Providence Baptist Church
Painted Rock Farm	Rico United Methodist Church
Redwine Plantation	Rivertown United Methodist Church
<b><i>Local Agriculture &amp; Agritourism</i></b>	Sardis Baptist Church
Manyfold Farm	Serenbe Interfaith Fellowship
Serenbe Farms	Vernon Grove Baptist Church

*\* Denotes a site that is also a target location for parking/staging for cyclists. See Section III for more detailed information on cycling issues.*

Chattahoochee Hills and its immediate surroundings are home to an impressive assortment of facilities in the tourism and events sector, attracting visitors from metro Atlanta and beyond. These are shown on the left side of Figure 7 and include Bouckaert Farm, located just north of the City limits and home to equestrian competitions; the Inn at Serenbe, a bed and breakfast retreat adjacent to the Serenbe community; and Manyfold Farm, a grass-fed sheep farm specializing in cheese production that hosts tours and workshops. The area is also home to more than ten churches, which hold events for members and guests throughout the year and are centers of community stability. These are shown on the right side of Figure 7. As with Cochran Mill Park and Hutcheson Ferry Park, stakeholders noted that Campbellton United Methodist Church should be promoted as a parking and staging area for cyclist groups, as it has served this purpose well to date with permission from church leaders. This issue is covered in more detail in Section III.

Based on the key destinations identified and additional research, ARC staff compiled the list of possible directional signage locations shown in Figure 8 below. The locations have been prioritized based on their likelihood of visibility and potential effectiveness at guiding users to destinations. This roughly equates to their presence on or close proximity to major corridors, as well as their proximity to clusters of destinations. All directional signage locations are shown on the full map found at the end of this report.

<b>Figure 8: Directional Signage Locations</b>	<b>Priority</b>
Cochran Mill Rd. at Hutcheson Ferry Rd.	1
Hutcheson Ferry Rd. at Rico Rd. (Goodes)	1
S. Fulton Pkwy. at Campbellton-Redwine Rd.	1
S. Fulton Pkwy. at Cochran Mill Rd.	1
S. Fulton Pkwy. at Rico Rd.	1
Campbellton-Redwine Rd. at Hutcheson Ferry Rd. (Redwine)	2
Campbellton-Redwine Rd. at Rico Rd. (Rico)	2
Campbellton-Redwine Rd. at Rivertown Rd. (Rivertown)	2
Cochran Mill Rd. at Rivertown Rd. (Friendship)	2
Wilkerson Mill Rd. at Cochran Mill Rd.	2
Campbellton-Redwine Rd. at Jones Ferry Rd.	3
Sardis Rd. at Hutcheson Ferry Rd.	3
Watkins Rd. at Hutcheson Ferry Rd.	3

Similar to the considerations for gateway locations, the highest priority directional signage locations recommended are found on South Fulton Parkway and Hutcheson Ferry Road, as stakeholders indicated that most traffic enters the City using these routes. The greatest chance to reach the highest number of users with directional signage exists at points where these two important east-west corridors cross major north-south routes, such as Campbellton-Redwine Road, Rico Road, and Cochran Mill Road.

**Goal 3: Reinforce the City’s brand as a unique destination**

The final goal identified by stakeholders is to use wayfinding as a tool to reinforce a recognizable image and brand for the City. Participants noted that the system should package all that the City offers into an identity that users can immediately engage with and understand. While City leadership has not yet

formulated or adopted an official branding strategy or statement, stakeholders stressed several themes that they believe should be incorporated into the physical design of wayfinding system components.

- Rural and quaint, yet sophisticated and lively
- Country, not suburban
- Committed to conservation and sustainability
- Welcoming to cyclists
- A community for artists and craftspeople
- The most unique place outside the Perimeter
- Different from other cities in metro Atlanta

Meeting participants identified potential signage materials with a subtle, rustic, organic feel that would help realize these themes. Several individuals mentioned that successful signage design could reflect or evoke signs in our U.S. national parks such as the Blue Ridge Parkway and Skyline Drive (Shenandoah National Park). Materials include unfinished or partially rusted metal, stone, and wood painted in dark, muted tones such as black or dark brown; wood in this style would match the many wooden horse fences throughout the City. Lettering should remain bright for contrast and safety purposes. Stakeholders also suggested using color coding to differentiate between different points of interest on the same sign, e.g., using different color blazes for parks, event sites, communities, churches, etc.

The group agreed that unsuitable materials include vinyl, plastic, glass, highly reflective metal, and materials painted in bold colors such as green, blue or white. Stakeholders felt that these materials and colors would communicate a more suburban or urban feel that does not represent Chattahoochee Hills.

ARC staff also presented an “image preference survey” to the working group to obtain the group’s general ideas regarding signage design. Participants were shown images of signage from other places and given approximately 20 seconds to rate their general reactions to the look and feel of the signage in each image from 1 to 5, with 1 being not preferred and 5 being ideal. These images are shown at the end of this report, in order from highest score to lowest score. ARC is not officially in the business of design, but this exercise and its results may help a professional designer, artist or artisan better understand local views of how the City’s wayfinding components should look and feel. In general, stakeholders rated images highly that contained organic materials, especially wood, in muted colors.

Additionally, stakeholders noted that signage should be unified in some way so as to communicate to users that it is a City-wide effort. However, participants noted that differentiation between signs would be acceptable and potentially helpful in terms of branding different areas of the City.

Finally, a key point of emphasis for local leaders and stakeholders is that the wayfinding system must be scalable. Signage should project an image of permanence, but as development occurs in new communities, new destinations open, and temporary events come and go, City leaders will want signage with the physical capacity to be easily expanded using additional plates or similar.

### **III. Cycling**

Stakeholders emphasized that the issue of cycling is particularly significant in Chattahoochee Hills. Formal and informal cycling groups have used roadways in the City and the broader Chattahoochee Hill

County area for years for recreational purposes. This population generates economic benefits when cyclists patronize local shops, restaurants and other businesses. Since many groups originate outside the City, this population can also help spread information about the City and the wider Chattahoochee Hill Country area to others in the metro Atlanta region, potentially producing secondary benefits and reinforcing the City's image as a destination known for rural beauty and recreational opportunities.

Cycling groups have been met with opposition in certain instances, however. Large groups have been observed touring the area with several cyclists riding abreast, which many local roadway users see as a nuisance and a safety hazard. Some residents and business owners have also expressed that cycling groups select inappropriate locations to park their cars, group up and stage equipment, creating congestion and taking up parking spaces that could otherwise be used by residents and customers. Additionally, published City police department guidance is in conflict with some of the practices commonly used by cycling groups, with cyclists using roadways that police specifically caution against using for riding, such as Campbellton-Redwine Road and Hutcheson Ferry Road. These concerns should be taken seriously as they relate directly to the public safety and welfare of residents and visitors alike.

As noted in Section II, stakeholder input on appropriate cycling group parking and staging areas yielded three possible locations with considerable amounts of parking and minimal negative impact on residents and business owners in the City's main population centers. These locations are Hutcheson Ferry Park, Cochran Mill Park and Campbellton United Methodist Church, just outside the City limits. These locations could be equipped with brochure boxes containing information on preferred or mandatory routes, riding regulations, and the wayfinding system as a whole.

Chattahoochee Hills stakeholders recognize that there is a balance to be struck – remaining welcoming while ensuring safety for both cyclists and drivers. City and civic leaders should work together to promote the above-mentioned parking areas or others that minimize negative impacts to residents and business owners. Local leaders will also need to come to agreement on whether and how to police certain roads with respect to cycling. It will be critical for these conversations to include cyclists themselves as well, so that the rules of the road are agreed upon by all. One possible avenue is working with the Atlanta Bicycle Coalition to bring biking advocates, cycling groups and City leaders to the table to broker a set of routes and regulations that all parties can accept. In any case, any potential wayfinding system design will need to be usable by both drivers and cyclists alike.

#### **IV. Other Issues and Next Steps**

##### **Related Planning Efforts**

##### **National Endowment for the Arts (NEA) "Our Town" Grant**

Meeting participants emphasized that the characteristics of the City's wayfinding system should align with the goals and activities of the NEA "Our Town" grant recently awarded to the Serenbe Institute for Art, Culture and the Environment. Using this grant, the Institute is developing a master plan for art and design throughout the City. The plan is intended to involve not only civic art projects and installations but also a wayfinding system and a significant gateway location, creating a natural tie-in to the subject of this report. Making art a component of the wayfinding system's design would help connect the NEA-funded effort with this one, strengthening the Institute's use of these grant monies while yielding memorable signage components that communicate the City's unique brand.

## PATH Foundation Chattahoochee Hill Country Regional Greenway Trail Master Plan

The PATH Foundation has prepared a plan for the greater “Chattahoochee Hill Country”—which includes parts of Fulton, Douglas, Carroll and Coweta counties—that proposes the development of nearly 100 miles of trails and greenways connecting some of the area’s important natural and cultural resources. These trails will connect parks, scenic viewsheds, woodlands and the like. The network will use the Chattahoochee River corridor as the “spine” of the system and feature river crossings at various points, including historic ferry locations such as the terminus of Hutcheson Ferry Road.

Each county involved in this plan is proceeding at a different pace based on budgetary and other constraints. City of Chattahoochee Hills leaders in particular are currently working on creating the first segment of the Cochran Mill Trail, extending south from Cochran Mill Nature Center and Cochran Mill Park along Little Bear Creek toward Palmetto. This trail will eventually connect to a future trail leading southwest to Dunaway Gardens. The following step for the City will be to construct a spur of the Cochran Mill Trail west from Cochran Mill Nature Center and Cochran Mill Park, following abandoned gravel roads, and terminating at Rico. The final leg of the Cochran Mill Trail will head north along Bear Creek to the Chattahoochee River. City and civic leaders should strive to ensure that the wayfinding plan proposed in this report relates in a meaningful way to any wayfinding components of future PATH trails such as the Cochran Mill Trail.

### **Funding**

Financing the physical development of wayfinding system components is a critical work item for Chattahoochee Hills leaders to consider as this plan moves toward implementation. During the meetings leading to this report, stakeholders brainstormed on several possible avenues for funding the fabrication and installation of signage, including:

- Fabrication by local artists/artisans: The City could partner with its base of artists and craftspeople to produce signage at low or no cost. Artists could garner attention and have their work displayed in a public, permanent way, while City leaders could publicize the process to reinforce Chattahoochee Hills’ image as a haven for the creation and consumption of art.
- Local business support: Chattahoochee Hills could offset some of the costs by asking the local event facilities, agritourism destinations and other businesses outlined in Figure 7 to pay a small fee for inclusion on City wayfinding signage. Corporate sponsorships could be another avenue along the same lines. Given the information found in this report on proposed signage locations and types, City leaders could reach out to businesses to sponsor the installations in exchange for some type of recognition. One major sponsor could include Bosch, which soon is opening the Bosch Experience Center at Serenbe.
- Developer funding: Participants noted that development fees could serve as a viable funding option when the real estate market improves, especially given the City’s plans for the development of a new Town and Village in central Chattahoochee Hills.
- Camping fees: Stakeholders discussed the possibility of allowing camping at a recently acquired park near the Chattahoochee River in the southwest corner of the City. The park is disconnected

from the public road network and therefore is inaccessible at present. If and when the City can create access to the park, it could charge fees and devote a portion to the wayfinding system.

- NEA “Our Town” implementation phase: The NEA grant described earlier in this section will include an implementation phase after the master plan is adopted in December 2013. This phase could lead to additional NEA grant monies, a portion of which the Serenbe Institute could use to construct signage on the City’s behalf.
- Georgia Department of Economic Development (DEcD) Tourism Development Grants: City leaders should consider working with DEcD staff to find out if wayfinding systems are related to tourism closely enough—according to DEcD’s specific criteria—to warrant possible tourism grant monies. More information is available online at <http://www.georgia.org/industries/Tourism/Pages/tourism-grants.aspx>.

### **Next Steps**

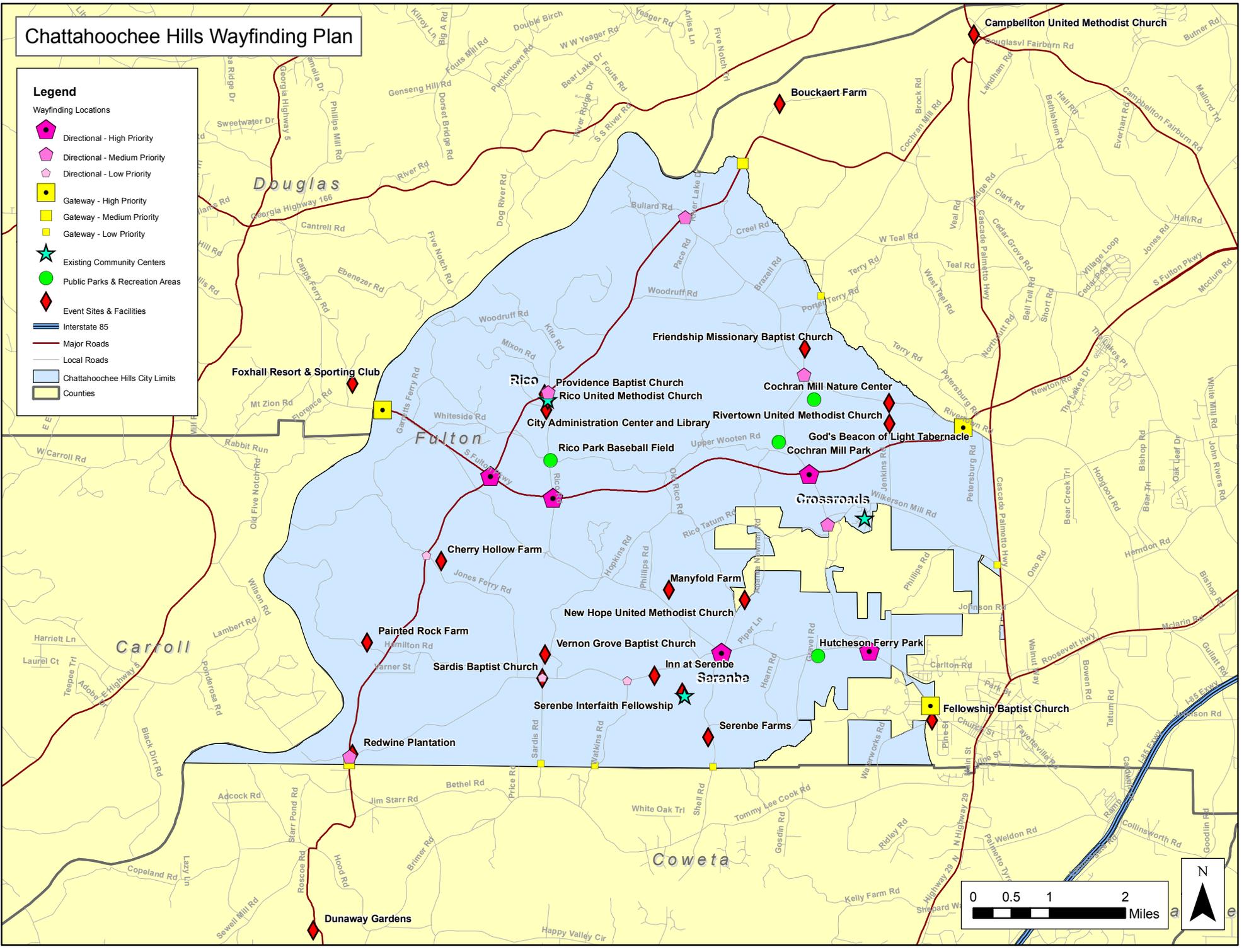
This document attempts to distill feedback into a usable framework that City leadership can take forward toward real implementation. Important next steps for leaders to consider will include: a strong community engagement process to ensure public awareness and buy-in; consensus among City leaders and other stakeholders on final, approved design characteristics; discussions with designers who can transform the themes found in this report into renderings at low cost; discussions with local businesses, artisans and the state on possible funding avenues for signage fabrication and installation; and talks among City council members and other leaders about maintenance and future expansion. To be sure, however, stakeholder input during this process was detailed, thoughtful and robust, and a clear vision of what this system can be is emerging.

# Chattahoochee Hills Wayfinding Plan

**Legend**

Wayfinding Locations

- Directional - High Priority
- Directional - Medium Priority
- Directional - Low Priority
- Gateway - High Priority
- Gateway - Medium Priority
- Gateway - Low Priority
- Existing Community Centers
- Public Parks & Recreation Areas
- Event Sites & Facilities
- Interstate 85
- Major Roads
- Local Roads
- Chattahoochee Hills City Limits
- Counties



Chattahoochee Hills Wayfinding Stakeholder Group  
Image Preference Survey Scores



Score: 28



Score: 27.5



Score: 27



Score: 27



Score: 26



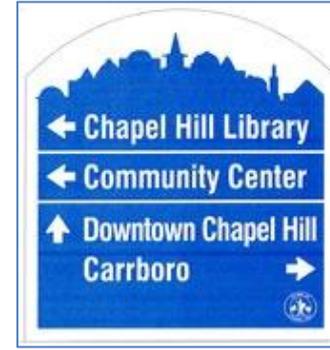
Score: 25.5



Score: 25



Score: 25



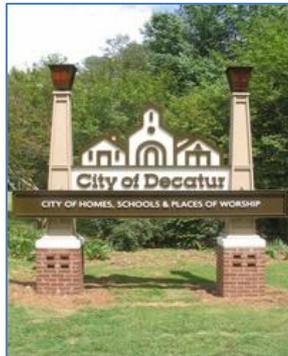
Score: 24.5



Score: 20



Score: 17



Score: 16



Score: 16



Score: 15



Score: 11