

ROSWELL Road & I 285 City Center Gateway



Key Project Elements

Roswell & I-285 major gateway to city

Opportunity to make positive statement

First element of larger city sign system

Sign system to complement city branding

Gateways

Each Gateway: Unique Place

- Opportunity to tell story of place

Whole Greater than the Sum of its Parts

- Gateways together tell larger story

Design Approach

City Seal

- Honest, Efficient and Responsive
- Tells story of land, forest and waterways

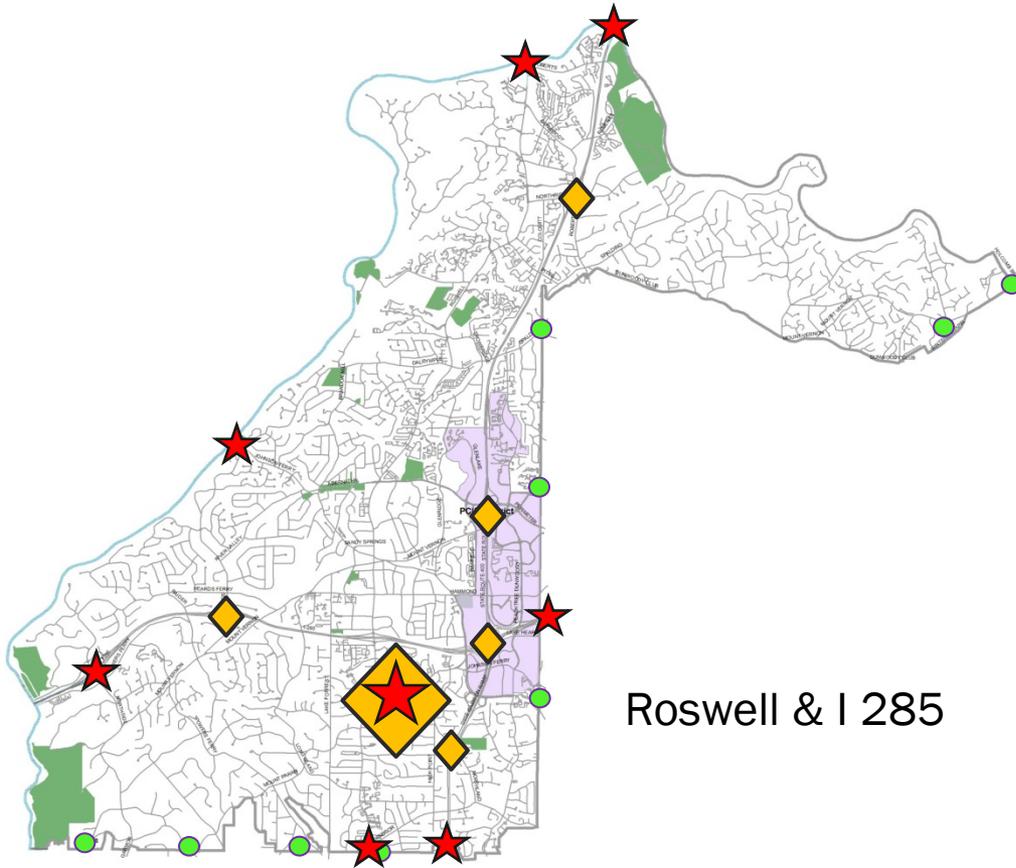
One Big Idea. One Better City

- Communicate 'innovative'
- Strong and memorable materials

Modern Southern Living

- Balance: country and sophisticated

Proposed Gateways



Roswell & I 285

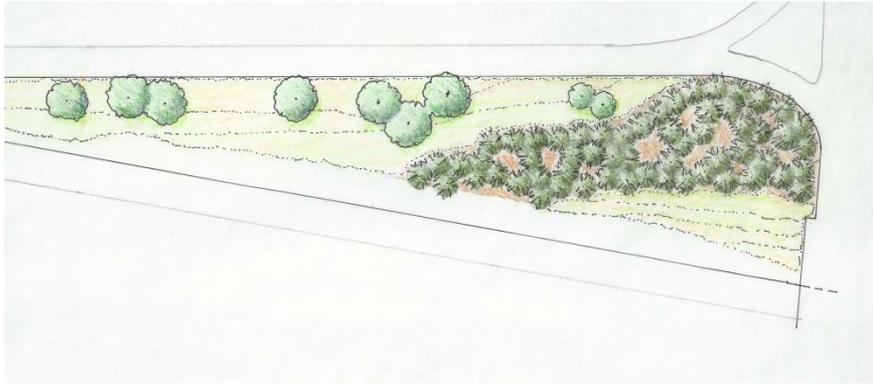
-  Gateway Branding (City Limits)
-  Gateway Landscaping
-  Existing markers – to improve

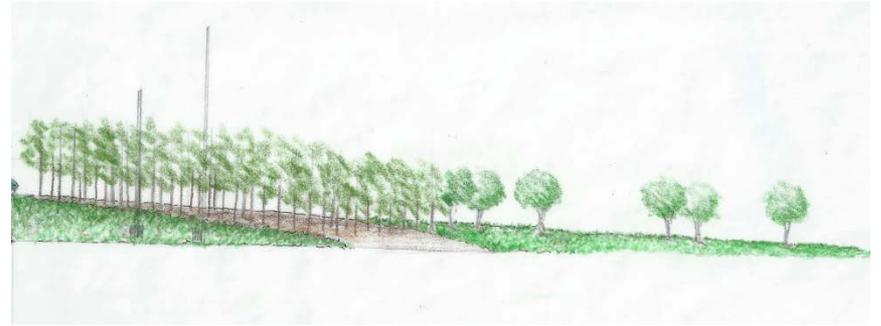
Roswell Road and I-285

Hills key landform

City's historic Main Street built for easy travel on north-south ridge

East-West I-285 bisects historic ridge

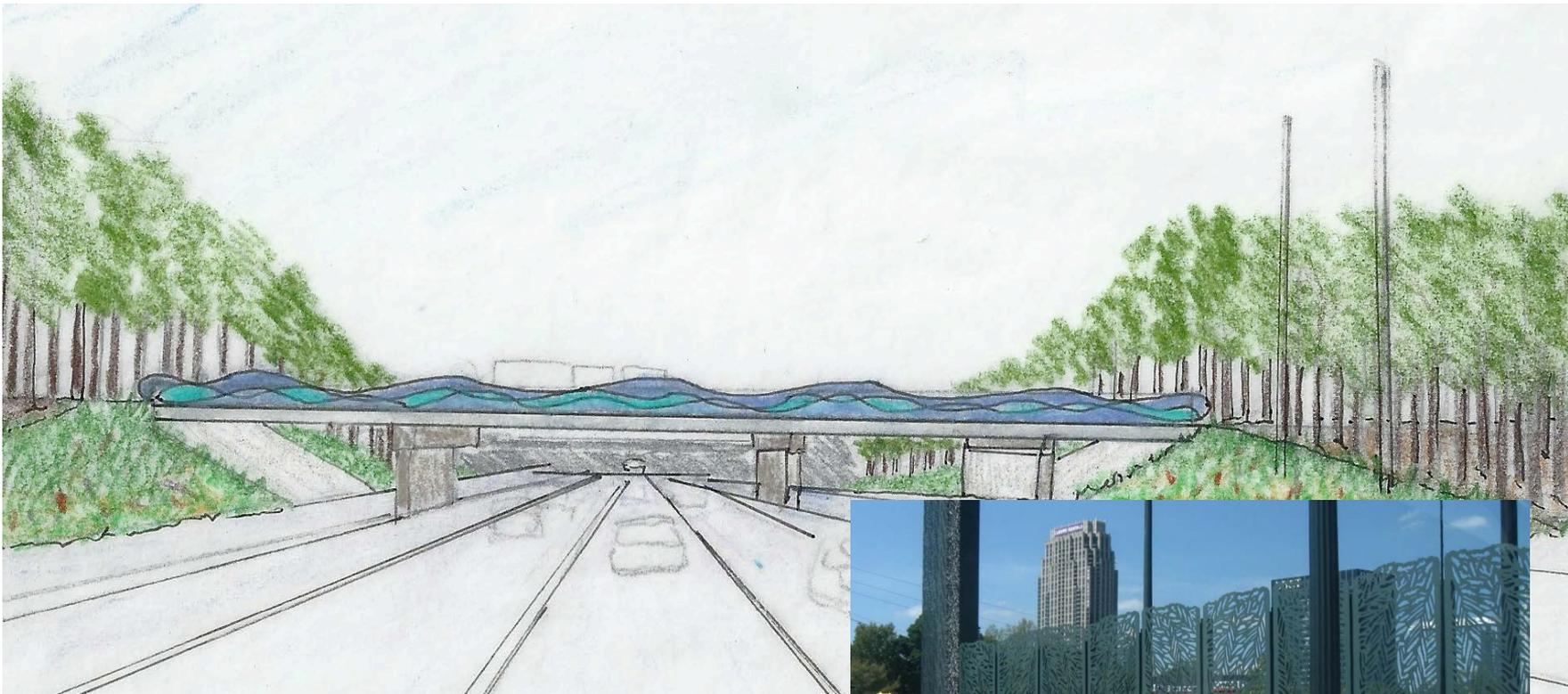


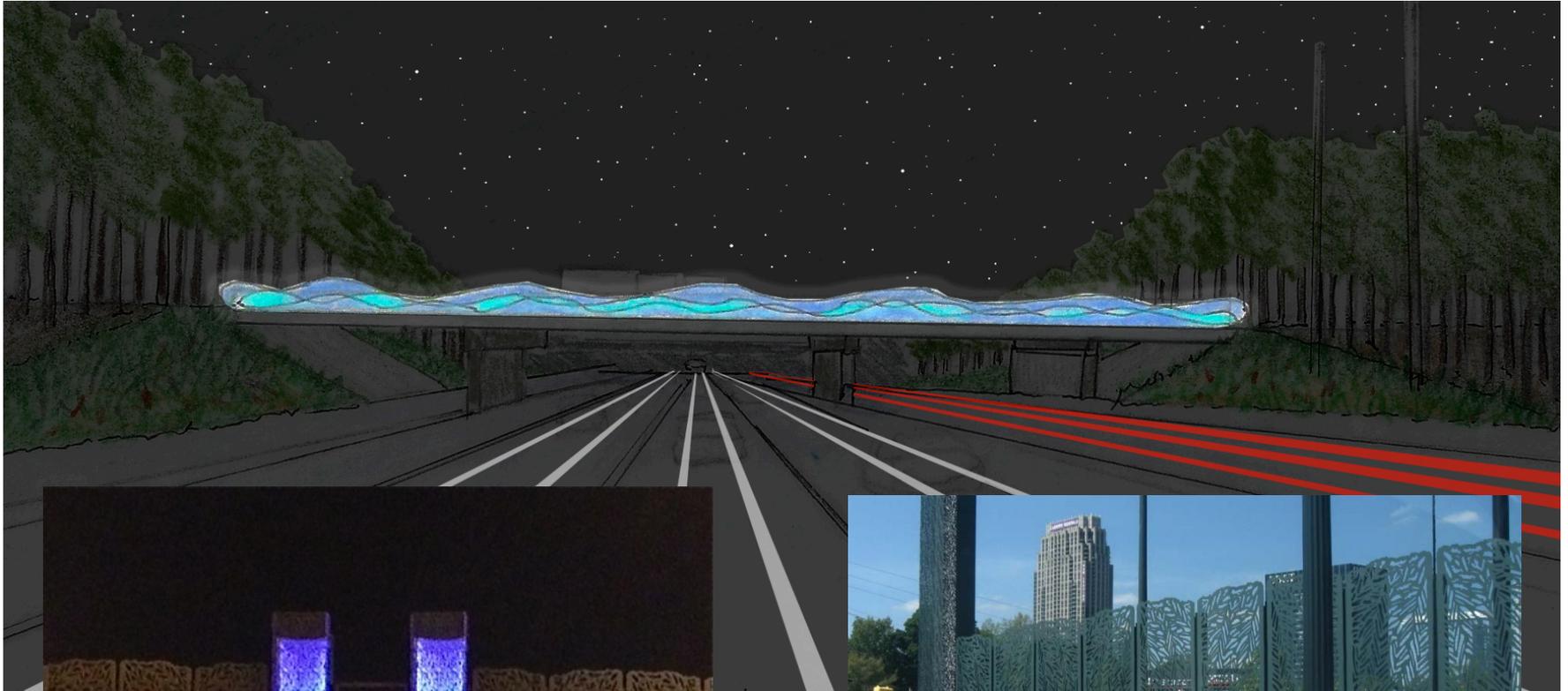


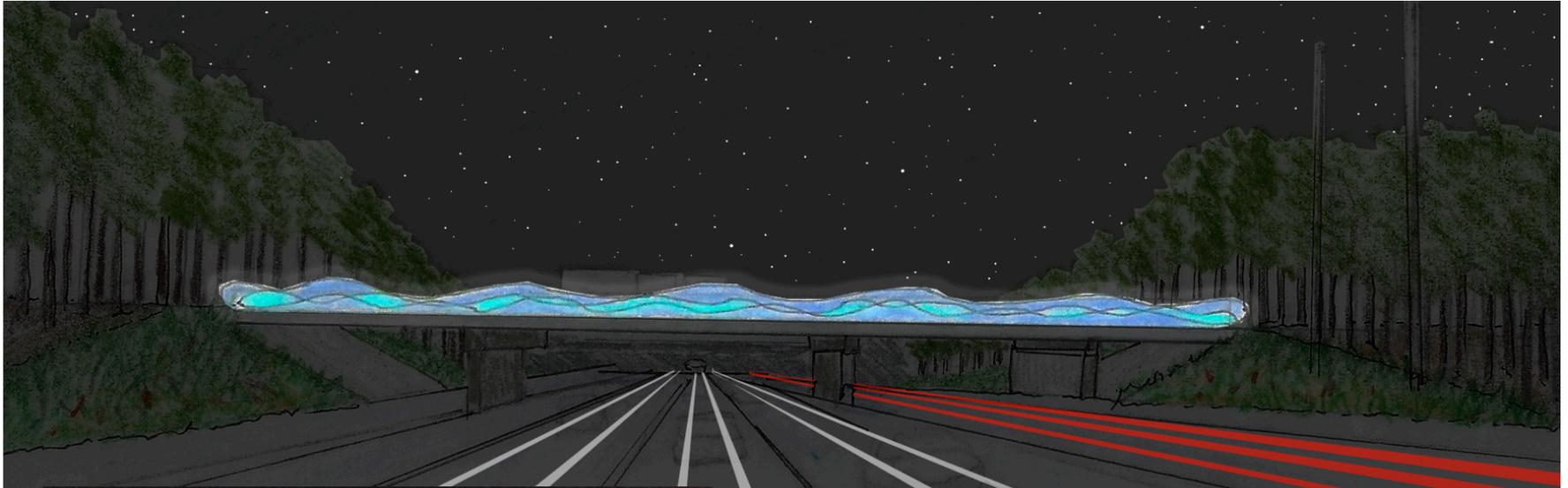




SANDY SPRINGS
GEORGIA









Vertical elements

- 42' from interstate clear zone
- 14' from ramp & Roswell Rd
- Maintains site lines
- Design with utilities



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Thank you