

DOWNTOWN SUGAR HILL



BRANDED STREET SIGNAGE

THE CITY OF SUGAR HILL CAN IMPLEMENT STREET SIGNAGE MARKED WITH IDENTIFYING GRAPHICS TO CREATE VISUAL CONSISTENCY AND REINFORCE WHERE DOWNTOWN "OFFICIALLY" BEGINS. A CHANGE IN SIGNAGE INFORMS DRIVERS THAT THEY ARE IN A DOWNTOWN CORRIDOR EVEN IF THEY DO NOT PASS A FORMAL WELCOME SIGN.



UPDATED LIGHTING & UTILITY CORRIDOR

PAVERS WITHIN THE UTILITY CORRIDOR ARE LIFTING AND LIGHTING IS OUTDATED. THIS UTILITY CORRIDOR WILL HAVE TO BE RESET, PULLED-UP, AND HAVE THE JOINTS FILLED WITH POLYMER SAND.



WELCOME GATEWAY

CURRENTLY, THE EXISTING MONUMENTS ALONG HIGHWAY-20 AND PEACHTREE INDUSTRIAL FEEL DETACHED FROM SUGAR HILL'S DOWNTOWN. A FORMALIZED ENTRY CLOSER TO DOWNTOWN WOULD BETTER ANNOUNCE WHEN A VISITOR ARRIVES IN THE AREA.



PAINTED CROSSWALK

PAINTED CROSSWALKS PROVIDE VISUAL INTEREST FOR PEDESTRIANS WHILE INCREASING THE ALERTNESS OF NEARBY DRIVERS. LOCAL ARTISTS CAN BE INVITED TO PAINT THESE INTERSECTIONS FOR TOUCH-UPS, UPDATES, OR SEASONAL VARIETY.



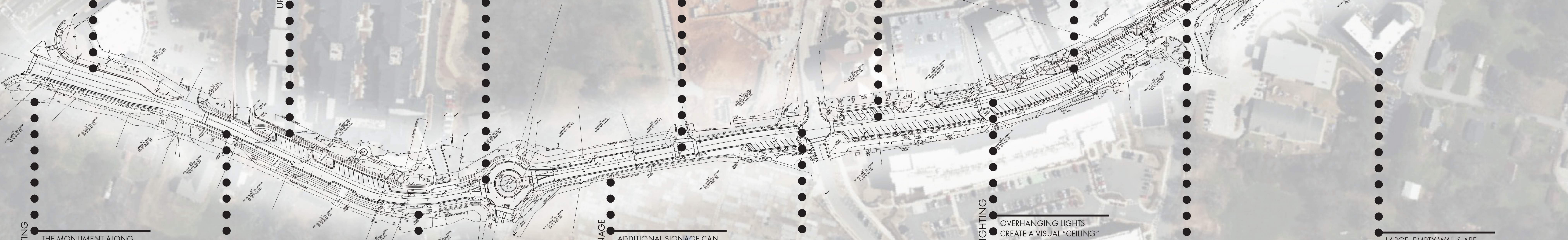
PUBLIC PARKLET

WHILE VITAL, PARKING CAN BE CONSTRUCTED IN SURPLUS, UNUSED SPACES CAN BE REACTIVATED BY CONVERTING THE AREA INTO A PARKLET, A SMALL PEDESTRIAN SPACE WITH SEATING AND PLANTING. THIS COULD PROVIDE SUPPLEMENTAL SEATING FOR A NEARBY BUSINESS OR BE STANDALONE SEATING WITH PUBLIC ART TO ENJOY.



RAISED CROSSWALK

A RAISED CROSSWALK CAN FORCE DRIVERS TO SLOW DOWN THROUGH PEDESTRIAN SPACES. THE ELEVATED CROSSING CREATES A MORE UNIFIED ADA CORRIDOR WITH AT-GRADE CROSSINGS WHICH ALLOW DISABLED USERS TO CROSS AT MIDBLOCK LOCATIONS.



VIBRANT WELCOME PLANTING

THE MONUMENT ALONG HIGHWAY-20 IS VISUALLY LOST ALONG THE ROADSIDE. IT FEELS VISUALLY SIMILAR TO EXISTING, NEARBY ROAD ELEMENTS, SUCH AS THE CROSSWALK BEACONS AND UTILITY POLES. ENHANCING COLOR AROUND THE MONUMENT WOULD ALLOW IT TO STAND OUT.

UPDATED TREE WELLS

EXISTING TREES ARE OUTGROWING THEIR TREE WELLS. THE EXISTING TREE GRATES SHOULD BE REMOVED TO MAKE ROOM FOR THE TRUNKS TO AVOID FUTURE DAMAGE TO THE TREE.

WAYFINDING SIGNAGE

AS SUGAR HILL GROWS, CONSISTENT BRANDING CAN REINFORCE COMMUNITY IDENTITY. WAYFINDING SIGNAGE CAN HELP REINFORCE THIS IDENTITY WHILE ADDRESSING A NEED.

DOWNTOWN ENTRY SIGNAGE

ADDITIONAL SIGNAGE CAN BE PLACED CLOSER TO THE HEART OF DOWNTOWN SUGAR HILL. THIS SIGNAGE WELCOMES VISITORS WHILE COMMUNICATING TO DRIVERS THAT THEY HAVE ENTERED A SPACE WHERE THEY MUST BE ALERT AND EXPECT PEDESTRIANS.

RAPID FLASHING BEACON

RAPID FLASHING BEACONS ARE HIGH-VISIBILITY OPTIONS FOR PEDESTRIANS CROSSING AT MID-BLOCK LOCATIONS. THESE ARE A COMMON, ENTRY-LEVEL OPTION, REQUIRING ONLY THE FIXTURES, CURB CUTS, AND A STRIPED CROSSING.

OVERHEAD FESTOON LIGHTING

OVERHANGING LIGHTS CREATE A VISUAL "CEILING" FOR BOTH PEDESTRIANS AND DRIVERS. FOR PEDESTRIANS, IT CREATES A SENSE OF COMFORT. FOR THE DRIVER HOWEVER, THE REDUCED HEADROOM INCREASES DRIVER ALERTNESS. OVERALL, THE INCREASED NIGHTTIME VISIBILITY IS AN ADDED SAFETY BENEFIT FOR ALL.

RAISED INTERSECTION

A RAISED INTERSECTION, OR "CROSSING TABLE," TAKES THE ENTIRE INTERSECTION AND ELEVATES IT IN ORDER TO BOTH SLOW DOWN TRAFFIC WHILE ALSO PROVIDING A FLUSH, ADA-ACCESSIBLE CROSSING.

PLACEMAKING MURAL

LARGE, EMPTY WALLS ARE BORING AND CAN DWARF USERS IN ADJACENT SPACES. MURALS, SIMILAR TO THE ONE AT THE BUSINESS INCUBATOR, CAN ADD A CONSISTENT "ARTS" FEEL TO DOWNTOWN. RECLAIMING THESE EMPTY WALLS CREATE A MORE INVITING, HUMAN-SCALE EXPERIENCE.

