Wayfinding Project

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LAWRENCEVILLE
GEORGIA

Parking Lots & Decks Identified by COLORS

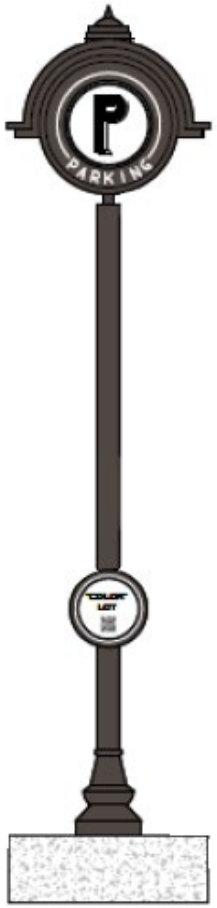
Blue Deck

Gold Lot

Green Lot

Navy Lot

- BLUE Deck
- GOLD Lot
- GREEN Lot
- NAVY Lot



Plus QR Code to Parking Landing Page

Orange Lot

Purple Deck

Red Lot

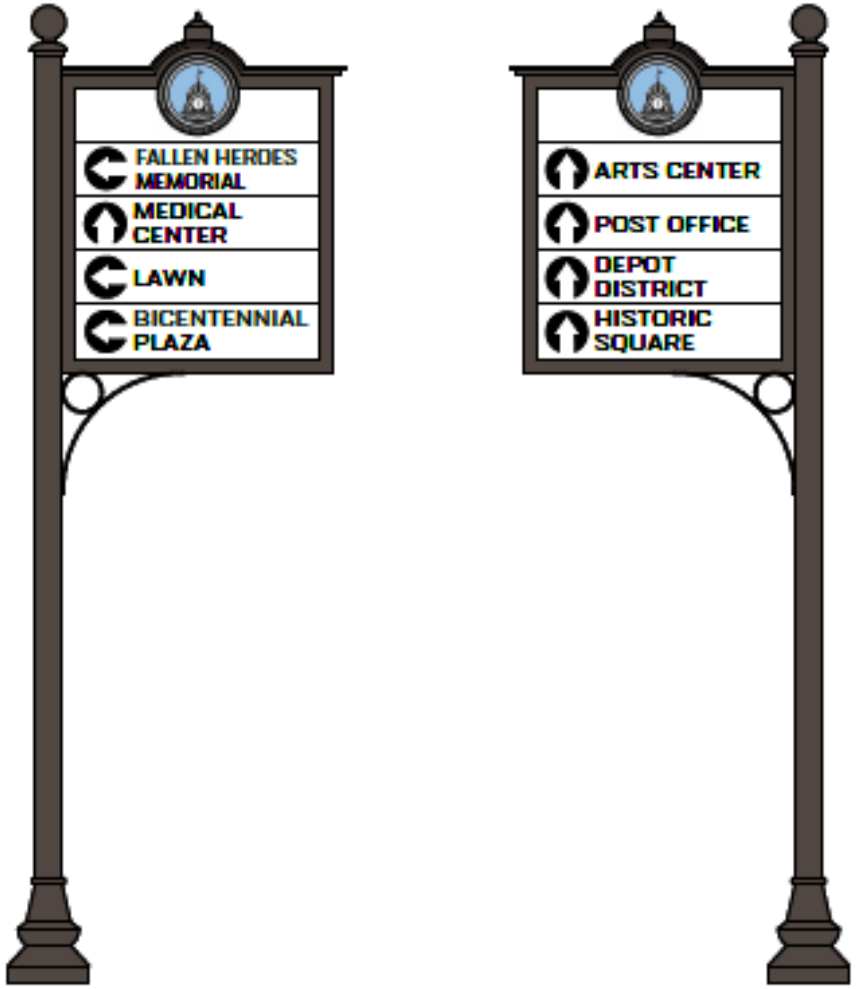
Silver Lot

- ORANGE Lot
- PURPLE Deck
- RED Lot
- SILVER Lot

Wayfinding Signage

- Update current signage.

- Add new, identically designed signs throughout Downtown.



Wayfinding Project:

The Goal:

Ensure residents and visitors understand how easy it is to find parking in Downtown Lawrenceville.

The Strategy:

Use both our **existing** advertising platforms and **explore new ones** to consistently promote clear and memorable **campaign messaging** in all marketing efforts.

*There's a **Space** for **You**!*

Wayfinding Project

Existing Platforms/Channels
Messaging tactics already in use

- Social Media
- Website
- Digital Kiosks
- Alerts / E-Blasts
- Press Release

New Platforms/Channels
Messaging tactics we can implement

- Website Landing Page
- Business Leave Behinds & Event Giveaways
- Billboards

Social Media

Website & Landing Page

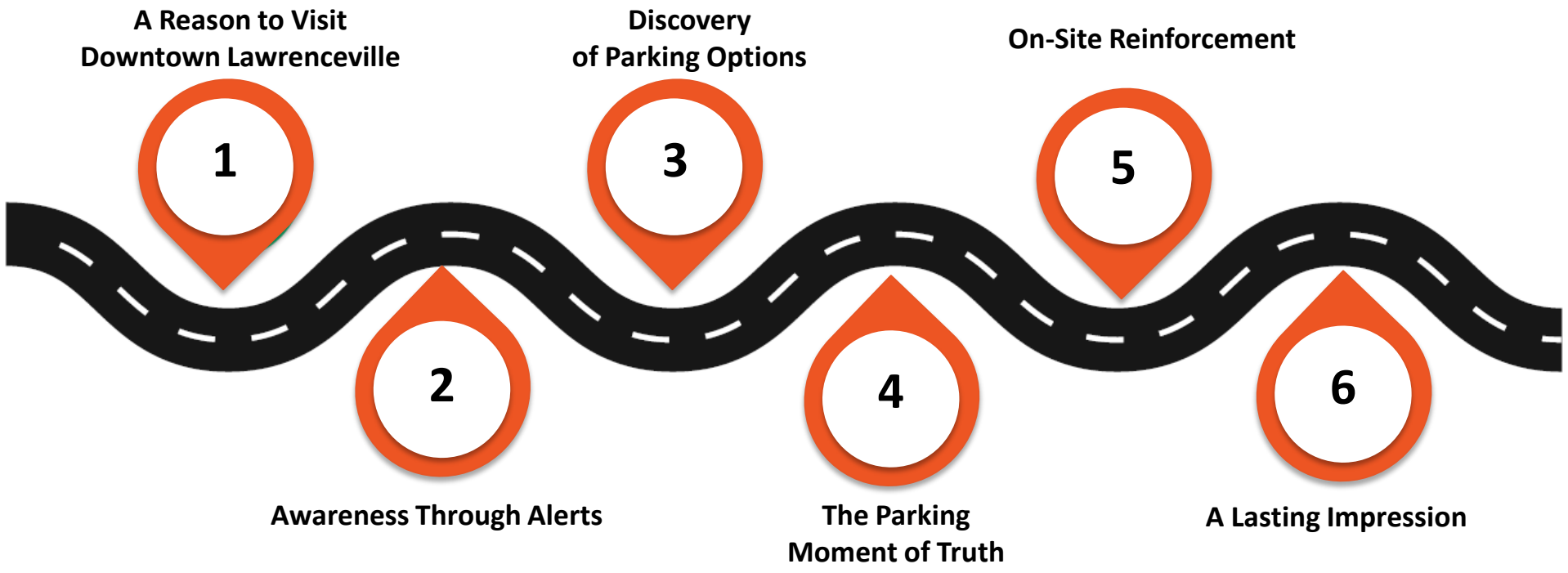
Digital Kiosks

Business Leave Behinds & Event Giveaways

Alerts & Notifications

Billboards

Wayfinding Parking Journey



Potential Social Media Post

Tile A

Tile B

1 Social Media

Engage residents and visitors through existing social media, featuring:

- Disability parking options
- Easy-to-read maps
- POV videos and walkthroughs
- Trivia and FAQs

Frequency

2 posts/month, often strategically coordinated with event-related content.

Potential Content

- Timelapse video
- Walking from lots to key DTL destinations

Infographics

Easy-to-read maps

Parking Trivia

Swipe to see the number of FREE parking spots in the DTL!

Mock Newsletter Header

SECTION TITLE

Headline

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum

2

Alerts & Notifications

Utilize **City Alert/Notification System** and **Newsletter** to promote new parking campaign. Integrate EZ-2-Park sections with QR codes and direct links to **DTL Parking Landing Page** and **Parking Information**.

Frequency
As needed (events, construction, weather updates)

Audience
Businesses, visitors, citizens

Potential Headlines & Content
- "Park Worry-Free in the DTL"
- "Lots of Parking (and we mean LOTS)"
- "Parking Problems? Not in the DTL"

1 A Reason to Visit Downtown Lawrenceville

The Situation
Sarah, a Lawrenceville resident, rarely drives downtown because she is convinced parking is difficult.

Activation Interception
She sees a post on the DTL Instagram about an upcoming event. The hashtag catches her eye: #EZ2Park

Channels
Social Media: Facebook & Instagram

2 Awareness Through Alerts

The Situation
Near the event date, Sarah receives a newsletter with event and parking information

Activation Interception
The newsletter blurb emphasizes available “FREE parking in Downtown Lawrenceville” with a button to “Learn More.” Curious, Sarah clicks it.

Channels
City Newsletter and Alerts

3 Discovery of Parking Options

The Situation
After clicking the link, Sarah is taken to the "EZ-2-PARK" Landing Page. She explores it to learn more about DTL parking.

Activation Interception
Sarah is impressed with the interactive map and discovers multiple parking options – complete with directions.

Channels
EZ-2-PARK Landing Page

4 The Parking Moment of Truth

The Situation
On event day, Sarah drives into town – with an address in mind. She is hopeful to find parking.

Activation Interception
While at a red light in town, Sarah notices a Digital Kiosk with a friendly message: "Welcome to Downtown Lawrenceville. FREE parking spot around the corner!" She finds the lot and pulls her car right in.

Channels
Digital Kiosks & Lot Signage

3.1 Parking Landing Page

The branded DTL EZ-2-Park Landing Page is a **one-stop shop for parking** in the DTL. From **lot locations to general parking tips**, this hub of information will help visitors, businesses, and citizens navigate DTL parking with no hassle.

QR Codes and other links on Messaging Collateral will direct to this page.

Features

- Interactive parking map with lot addresses
- Tips for parking & navigation to The DTL
- Nearby parking suggestions added to business listings on the DTL site.

3.2 DTL Website Updates

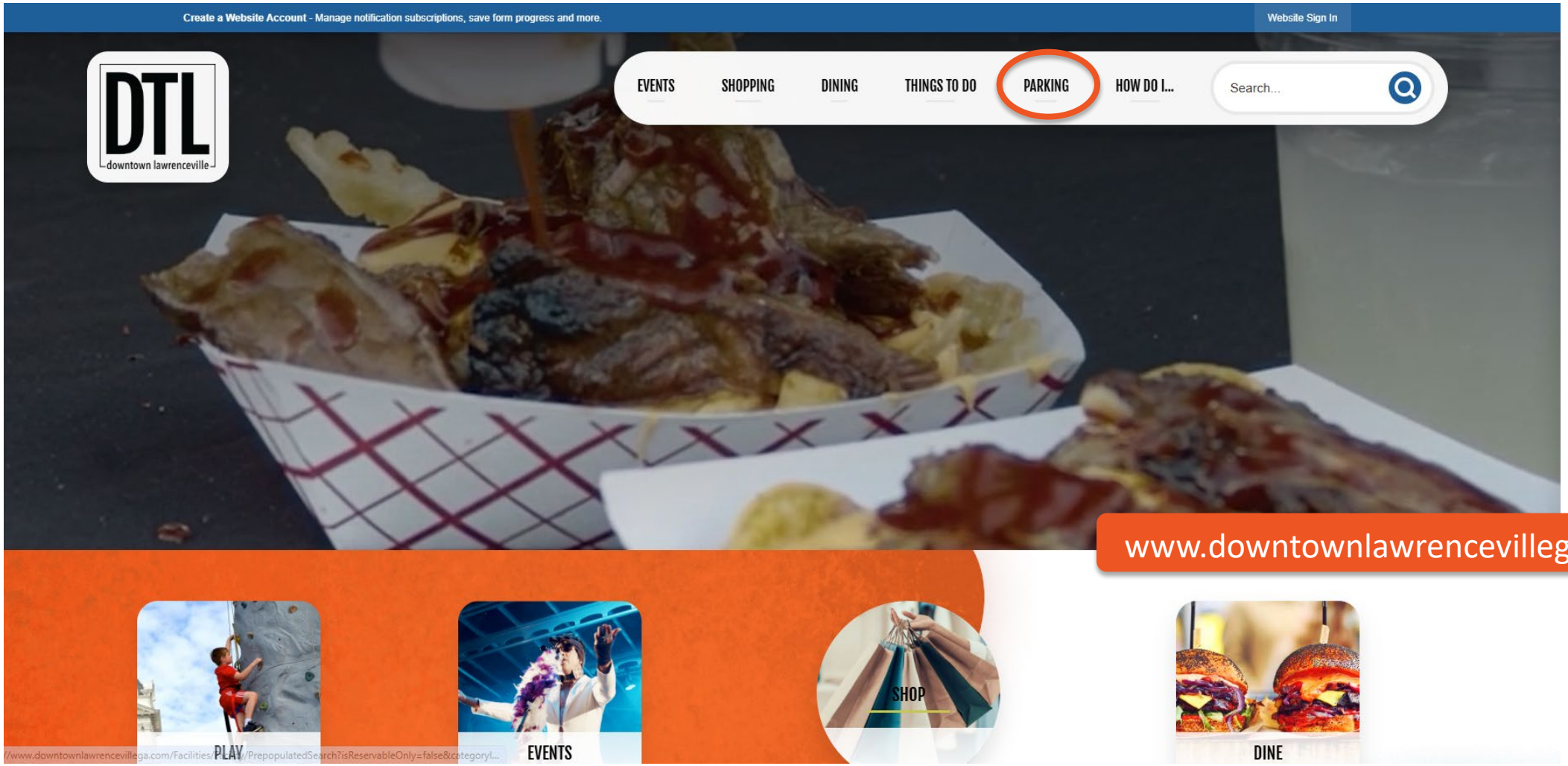
- The Parking Page will be updated on the **DTL Site** to create the **Parking Landing Page**.
- The City main website menu will link to the DTL Parking Landing Page.

Audience

Prospective DTL Visitors & General Web Traffic

Embedded Interactive City GIS Parking Map

Includes Accessible Parking Information



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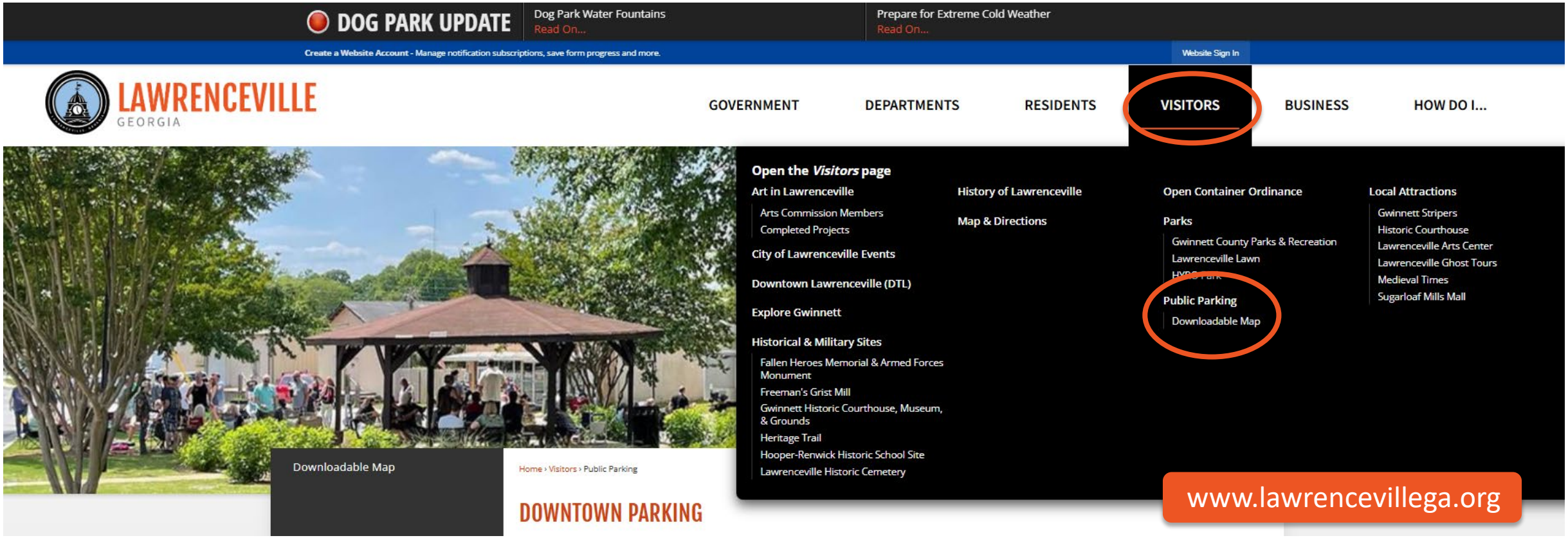
DOG PARK UPDATE
Dog Park Water Fountains
Read On...
Prepare for Extreme Cold Weather
Read On...
Create a Website Account - Manage notification subscriptions, save form progress and more.
Website Sign In
LAWRENCEVILLE
GEORGIA
GOVERNMENT
DEPARTMENTS
RESIDENTS
VISITORS
BUSINESS
HOW DO I...
Open the Visitors page
Art in Lawrenceville
Arts Commission Members
Completed Projects
City of Lawrenceville Events
Downtown Lawrenceville (DTL)
Explore Gwinnett
Historical & Military Sites
Fallen Heroes Memorial & Armed Forces Monument
Freeman's Grist Mill
Gwinnett Historic Courthouse, Museum, & Grounds
Heritage Trail
Hooper-Renwick Historic School Site
Lawrenceville Historic Cemetery
History of Lawrenceville
Map & Directions
Open Container Ordinance
Parks
Gwinnett County Parks & Recreation
Lawrenceville Lawn
Public Parking
Downloadable Map
Local Attractions
Gwinnett Stripers
Historic Courthouse
Lawrenceville Arts Center
Lawrenceville Ghost Tours
Medieval Times
Sugarloaf Mills Mall
Downloadable Map
Home › Visitors › Public Parking
DOWNTOWN PARKING
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HIGHER ENERGY DEMAND | Prepare for Extreme Cold Weather
Read On...

Create a Website Account - Manage notification subscriptions, save form progress and more. | Website Sign In

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GOVERNMENT | DEPARTMENTS | RESIDENTS | VISITORS | BUSINESS | HOW DO I...

Open the *How Do I...* page

Apply For
- Absentee Ballot // De Boleta Oficial De Ausente
- Alcohol License
- Employment Opportunities
- Occupational Tax Certificate/Business License
- Parade or Public Assembly
- Utility Account

Contact
- City Clerk
- Customer Service
- Financial Services
- Planning & Development
- Police Department

Find
- City Events Calendar
- Documents & Forms
- Do I live in the City Limits?
- Downtown Construction Updates
- Frequently Asked Questions
- Government Surplus Auctions
- GIS Information
- Historical & Military Sites

Get Assistance With
- Employment Services
- Hearing Impaired Access at Public Meetings
- Homelessness & Housing
- Mental Health
- Open Records Requests
- Public Assistance & Social Services
- Transportation

Get Involved With
- Boards & Commissions
- City Event Sponsorship
- Volunteer Opportunities

Learn About
- Glass Recycling
- Millage Rate
- Outdoor Water Use
- Public Parking
- Public Safety
- The History of Lawrenceville
- Things to Do in Lawrenceville
- Title VI Compliance
- Voter Registration // Registro de Votantes

Pay
- Property Taxes
- School Zone Speeding Fine
- Traffic Tickets
- Utility Account

Report a Concern

Sign Up for Alerts

www.lawrencevillega.org

5 On-Site Reinforcement

The Situation
During the event, Sarah grabs a coffee at a downtown business. She notices an air freshener promoting EZ-2-PARK on the counter. She also receives a promotional give-away at the event, branded with #EZ2Park.

Activation Interception
The air freshener promotes the EZ-2-PARK campaign with a scannable QR code for future use. The event giveaway promotes the parking campaign with similar branding.

Channels
Business Leave-Behinds
Branded Event Give-aways

6 A Lasting Impression

The Situation
Sarah now trusts DTL parking. When someone mentions avoiding downtown due to parking issues, she is quick to chime in with her experience. She may become a supporter on social media.

Activation Interception
Sarah occasionally passes by a billboard on her commute featuring the EZ-2-PARK message and recalls her seamless parking experience fondly.

Channels
Billboard & Lot Signage

Digital Kiosk Mockup

4 Digital Kiosks

Digital kiosks will be updated with graphics and messaging, which can be repurposed as social media content. The kiosks allow for on-site engagement with visitors.

Audience
Foot traffic in Downtown Lawrenceville

Potential Headlines & Content

- "Did you know The DTL has Over 1,200 Parking Spots?"
- "Find Your SPOT in Lawrenceville"
- "There's a SPACE for you in The DTL!"

Physical Card Mockups

Front

Back

5 Business Leave Behinds

Leave behinds and decals create physical reminders of parking options in The DTL. They can be placed **inside DTL businesses,** in **City Hall**, and in **designated lots**, where appropriate.

The intent is for visitors to hold onto these items to reference for easy parking in the future.

Branding present in lots to guide visitors when lots are full.

Tactics

- Parking Cards with QR Codes linking to the Landing Page
- Branded Air Fresheners
- Event/Marketing Booth Handouts
- Branded Window Clings
- Rack Cards

Billboard Mockup

6

Billboard / Out-of-Home

A strategically placed billboard increases visibility and awareness of **FREE** parking in The DTL, attracting inbound traffic. Banners in parking lots with QR codes direct visitors to more info on the Landing Page, while branded sandwich boards enhance engagement at events.

Audience
Foot Traffic in Downtown Lawrenceville

Potential Headlines & Content
“Park, Explore, Enjoy”
“Find Your SPOT in Lawrenceville”
“Free Parking for Full Access”

QUESTIONS