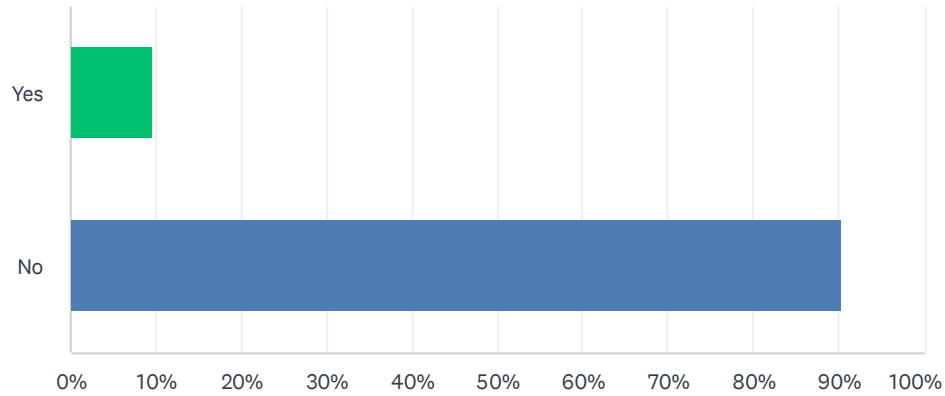


## Q1 Did you attend the Wayfinding Plan Presentation to City Council on November 13, 2023?

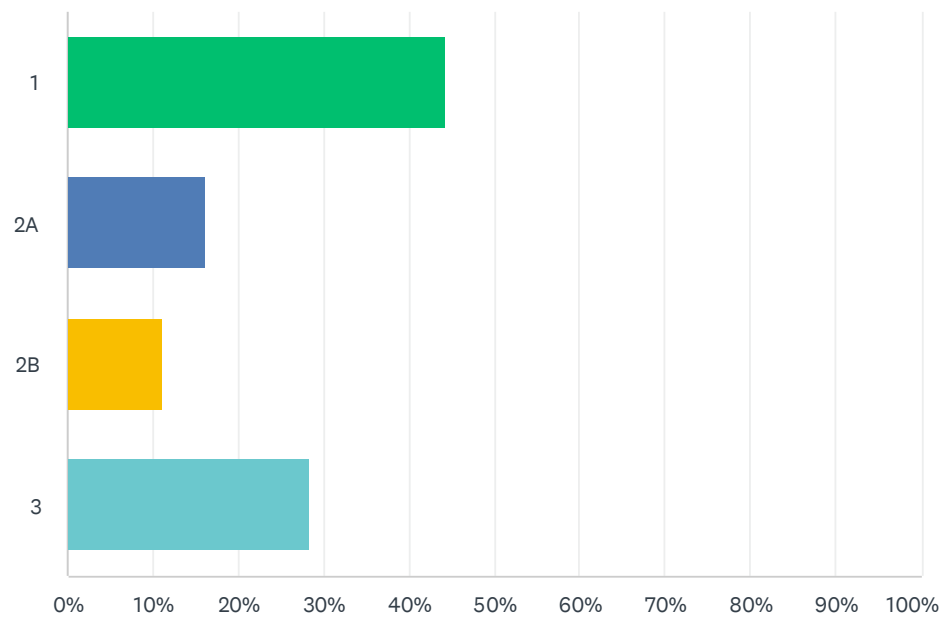
Answered: 104 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	9.62%	10
No	90.38%	94
TOTAL		104

Q2 Which design option (shown below) best represents Stonecrest,GA

Answered: 99    Skipped: 7



ANSWER CHOICES	RESPONSES	
1	44.44%	44
2A	16.16%	16
2B	11.11%	11
3	28.28%	28
TOTAL		99

**Q3 Please provide us with feedback on the pros & cons associated with each concept presented above. Please note your preferences for sign shape, cutouts, materials, pole type, colors, etc. While it is not a total mix and match, we can combine elements to create the final design.**

Answered: 59   Skipped: 47

ANSWER CHOICES	RESPONSES	
Option 1 : Pros	81.36%	48
Option 1 : Cons	64.41%	38
Option 2 : Pros	55.93%	33
Option 2 : Cons	74.58%	44
Option 3 : Pros	72.88%	43
Option 3 : Cons	77.97%	46

#	OPTION 1 : PROS	DATE
1	Minimum up keep and expense	1/12/2024 1:11 PM
2	Sign shape	1/10/2024 4:55 PM
3	Clean & Matches City Current Branding	1/8/2024 9:58 PM
4	I like the gateway and the Complex sign	1/8/2024 10:46 AM
5	Stonecrest horizontal vs vertical on big sign	1/8/2024 1:27 AM
6	The stone work provides substantial look for Stonecrest	1/7/2024 7:48 PM
7	Horizontal	1/7/2024 7:40 PM
8	The dark signs with white letters are easy to read	1/6/2024 12:24 PM
9	Clear and someone consistent with the existing signage for points of interest around the city	1/6/2024 10:12 AM
10	The primary city gateway	1/6/2024 3:08 AM
11	Good mix of color for the urban feel	1/5/2024 8:56 PM
12	2nd choice...liking the horizontal signs ..better	1/5/2024 6:42 PM
13	Complimentary color aesthetically aside from the random bright green	1/5/2024 6:36 PM
14	Colors match the City Logo. I also love the green for the Recreation signs.	1/5/2024 6:15 PM
15	Color is nice. It combines all the other option colors	1/5/2024 2:39 PM
16	Overall, this is the strongest of the options	1/5/2024 2:11 PM
17	Love the colors	1/5/2024 12:55 PM
18	Color choices	1/5/2024 12:40 PM
19	The color scheme. I love the natural stone look. I like the pole styles and park identification as well as street signage	1/5/2024 10:56 AM
20	Horizontal monument wording, color scheme	1/5/2024 8:50 AM
21	Design is nice and appealing	1/5/2024 8:43 AM

22	Easy to read up close and far.	1/5/2024 7:33 AM
23	The monument and post designs.	1/5/2024 6:07 AM
24	This looks great, like the prominence of the stone	1/5/2024 1:48 AM
25	The pole structure, street sign design is good	1/5/2024 12:19 AM
26	The stone maybe we can actually use some of the granite in the city	1/5/2024 12:01 AM
27	Modern blend of colors/structures	1/4/2024 9:11 PM
28	Vertical	1/4/2024 8:47 PM
29	Color scheme	1/4/2024 8:24 PM
30	Love color scheme	1/4/2024 7:53 PM
31	Color and overall design	1/4/2024 6:58 PM
32	Pop of bright color on signs makes them noticeable.	1/4/2024 6:43 PM
33	Visually pleasing.	1/4/2024 6:35 PM
34	I like the variation of bright and dark green. I like the color and shape of the stacked stone	1/4/2024 5:37 PM
35	Dark contrast on lettering. Traditional look.	1/4/2024 4:17 PM
36	It matches the library design	1/4/2024 4:14 PM
37	Safe, traditional signage	1/4/2024 3:59 PM
38	Colors! We need the vibrancy!	1/4/2024 3:34 PM
39	Strongest overall out of the bunch in terms of brand coloring	1/4/2024 3:26 PM
40	Conservative color. Beautiful stone	1/4/2024 3:12 PM
41	Like the colors	1/4/2024 3:04 PM
42	Nice orientation on gateway sign, banner is. Ice	1/4/2024 2:13 PM
43	I really like Option 1. It is more aesthetically pleasing but I wish you had a pop of yellow since the cities flower is yellow. Hopefully, the landscaping will take care of that.	1/4/2024 11:52 AM
44	Most mature of all options	1/4/2024 11:27 AM
45	Very clean and professional	1/3/2024 10:03 AM
46	I like the red as we have already started down this path of identifying ourselves. I really don't want to see us start over in that regard.	12/26/2023 10:15 AM
47	Represent Stonecrest Colors	12/20/2023 4:52 PM
48	Love the stone!	12/20/2023 4:48 PM
#	<b>OPTION 1 : CONS</b>	<b>DATE</b>
1	Colors	1/10/2024 4:55 PM
2	The park sign does not command the essence of Stonecrest	1/7/2024 7:48 PM
3	Does not look like signs in adjacent cities/communities	1/7/2024 7:40 PM
4	There isn't enough accent color on the signs to make them stand out	1/6/2024 12:24 PM
5	The banner	1/6/2024 3:08 AM
6	Could use a little more green for the nature signs	1/5/2024 8:56 PM
7	Lack Luster Park identification sign	1/5/2024 6:36 PM
8	N/A	1/5/2024 6:15 PM
9	Not enough color contrast	1/5/2024 4:38 PM

10	The color scheme should reflect our branding of a nature landmarks, so I lean more towards the greens, browns, grey, and yellow colors	1/5/2024 2:11 PM
11	N/A	1/5/2024 12:55 PM
12	I'm not sure the current design quite captures the essence of Stonecrest. The vertical placement of the Stonecrest signs a bit distracting. Appreciate the use of brick in the design, I'm not a fan of the brown color palette.	1/5/2024 12:40 PM
13	The city sign isn't prominent enough.	1/5/2024 10:56 AM
14	The darker design may be more difficult to see at night	1/5/2024 8:43 AM
15	No cons	1/5/2024 7:33 AM
16	Background/letter colors.	1/5/2024 6:07 AM
17	Its a toss up between option 3.	1/5/2024 1:48 AM
18	Welcome banners from option 3 would look better, Option 3 Monumnet would look better.	1/5/2024 12:19 AM
19	The black background at night maybe too dark to reflect the letters	1/5/2024 12:01 AM
20	No cons	1/4/2024 9:11 PM
21	Colors not bright	1/4/2024 8:47 PM
22	The entrance is just ok and the sign for Browns Mill should be in the same color scheme	1/4/2024 8:24 PM
23	No solar lighting	1/4/2024 6:58 PM
24	No cons	1/4/2024 6:43 PM
25	None, just make sure the background isn't too dark for anyone to be able to read the wording.	1/4/2024 6:35 PM
26	arsh on the eyes red in marketing studies	1/4/2024 6:05 PM
27	Traditional look.	1/4/2024 4:17 PM
28	Abbreviation and blank signs	1/4/2024 4:14 PM
29	Dull colors	1/4/2024 3:59 PM
30	If it could have a standing sign that would be perfect	1/4/2024 3:26 PM
31	Could be difficult to see if everything is the same	1/4/2024 3:12 PM
32	Don't like the fixtures	1/4/2024 3:04 PM
33	Too busy	1/4/2024 2:20 PM
34	Colors, decorative cutouts unnecessary and pretentious	1/4/2024 2:13 PM
35	None	1/4/2024 11:27 AM
36	It is boring	1/3/2024 10:03 AM
37	Gateway option is too wide.	12/20/2023 4:52 PM
38	Is there a side view for the park sign?	12/20/2023 4:48 PM
#	<b>OPTION 2 : PROS</b>	<b>DATE</b>
1	Colors	1/10/2024 4:55 PM
2	Brighter earth tones for colors (red clay color); stone/brick	1/8/2024 1:27 AM
3	I do like the colors used	1/7/2024 7:48 PM
4	Stone support	1/7/2024 7:40 PM
5	The Maroon is easier to read than the brown and green	1/6/2024 12:24 PM
6	I like 2A because it's the brightest color scheme. 2B is my second favorite.	1/6/2024 10:01 AM
7	2B colors are great and feel welcoming	1/6/2024 3:08 AM

8	Neutral colors	1/5/2024 8:02 PM
9	Nice Primary city gateway signage	1/5/2024 6:36 PM
10	Love the signage.	1/5/2024 6:15 PM
11	The City's branding is elevated more consistently; I like the color scheme of Option 2A; and appreciate the reflection of people and places of our diverse community	1/5/2024 2:11 PM
12	The Greystone is a stroke of genius! It perfectly captures the spirit of Stonecrest, where the stone itself feels like a character in the city's story. Seeing it everywhere you drive adds a sense of place and grounding, making the design feel truly authentic.	1/5/2024 12:40 PM
13	Color scheme	1/5/2024 8:50 AM
14	2A has a Nice color, not as dark as option 1 and may be easier to see at night	1/5/2024 8:43 AM
15	Easy to read up close.	1/5/2024 7:33 AM
16	Easier to read.	1/5/2024 6:07 AM
17	Not a fan of option 2 to be honest	1/5/2024 12:19 AM
18	It looks economical	1/5/2024 12:01 AM
19	Modern look	1/4/2024 9:11 PM
20	The welcome sign give a prosperous community feel	1/4/2024 8:24 PM
21	Design is similar to other options	1/4/2024 6:58 PM
22	Not bad, but ordinary.	1/4/2024 6:43 PM
23	Background color is visually appealing.	1/4/2024 6:35 PM
24	More modern/trendy looking. Great contrast. Nice colors.	1/4/2024 4:17 PM
25	Not a fan	1/4/2024 4:14 PM
26	More vibrant color in 2a, creative signage	1/4/2024 3:59 PM
27	Love the vertical sign for the Main	1/4/2024 3:26 PM
28	Clean. Different background could be helpful with directions	1/4/2024 3:12 PM
29	Like the fixtures	1/4/2024 3:04 PM
30	Looks inexpensive	1/4/2024 2:13 PM
31	Option 2B is a very close contender as I had to go back and forth.	1/4/2024 11:52 AM
32	2B is solid	1/3/2024 10:03 AM
33	The muted red is nice, but with the other colors around it, they just seem to serve no real purpose. The other colors appear to just be thrown together.	12/26/2023 10:15 AM
#	<b>OPTION 2 : CONS</b>	<b>DATE</b>
1	Colors	1/12/2024 1:11 PM
2	Sign shape	1/10/2024 4:55 PM
3	Option 2B has yellow. Yellow will fade easier in the sun over time. It's harder for senior members of our community to read the words in white, as well.	1/9/2024 5:02 AM
4	Green, vertical Stonecrest	1/8/2024 1:27 AM
5	The fact that we are of stone, I think we should use the stonework to make a statement	1/7/2024 7:48 PM
6	vertical	1/7/2024 7:40 PM
7	The gray signs in 2B would be harder to read, especially at night	1/6/2024 12:24 PM
8	Don't like the vertical	1/6/2024 10:12 AM

9	2B park identification	1/6/2024 3:08 AM
10	Stonecrest shouldn't be vertical	1/5/2024 8:56 PM
11	Red from Stonecrest sign	1/5/2024 8:02 PM
12	Vertical signs are not easily read, especially while driving	1/5/2024 6:42 PM
13	Not a fan of the grey/burgundy match - maybe darken the grey	1/5/2024 6:36 PM
14	Not a fan of the colors.	1/5/2024 6:15 PM
15	Not enough color contrast	1/5/2024 4:38 PM
16	Too much brown	1/5/2024 2:39 PM
17	The gateway's vertical signage is hard to read.	1/5/2024 2:11 PM
18	While the neutral tone of the maroon sign might be aesthetically pleasing, it unfortunately sacrifices visibility. A bolder color choice would make the sign stand out and effectively communicate its message.	1/5/2024 12:40 PM
19	The sign is vertical and hard to read. The color scheme is a bit washed out. Vertical text is hard to read.	1/5/2024 10:56 AM
20	Vertical monument wording	1/5/2024 8:50 AM
21	2A is Sort of dark but not as much. 2B isn't as appealing.	1/5/2024 8:43 AM
22	Too busy from a color scheme perspective.	1/5/2024 7:33 AM
23	The monument and post design.	1/5/2024 6:07 AM
24	It doesn't stand out	1/5/2024 12:01 AM
25	No cons	1/4/2024 9:11 PM
26	I don't like the color scheme	1/4/2024 8:24 PM
27	No solar lighting	1/4/2024 6:58 PM
28	Does not stand out	1/4/2024 6:43 PM
29	Not a fan of the color contrast on 2A.	1/4/2024 6:35 PM
30	Brown not engaging enough or good for visibility	1/4/2024 6:05 PM
31	The vertical sign for the main city gateway seems odd as a first impression.	1/4/2024 4:33 PM
32	Wondering if it would be costly to replace the stone structures in the event of an accident or vandalism.	1/4/2024 4:17 PM
33	Sideways lettering and abbreviation	1/4/2024 4:14 PM
34	Gateway sign readability	1/4/2024 3:59 PM
35	Too dull	1/4/2024 3:34 PM
36	Colors not commonly associated with Stonecrest	1/4/2024 3:26 PM
37	Colors are a little immature	1/4/2024 3:12 PM
38	Not sure if green is great color to be visible at all times/ don't really like the gray wither perhaps a red or blue to make it stand out more	1/4/2024 3:04 PM
39	Too small	1/4/2024 2:20 PM
40	Colors, orientation of wording on gateway sign	1/4/2024 2:13 PM
41	Doesn't stand out	1/4/2024 1:32 PM
42	Very basic, a bit juvenile.	1/4/2024 11:27 AM
43	The colors in 2A are gross.	1/3/2024 10:03 AM

44	Too simple, Signs are not centered to the Poles.	12/20/2023 4:52 PM
#	OPTION 3 : PROS	DATE
1	Sign shape	1/10/2024 4:55 PM
2	Love the Gateway Sign	1/8/2024 10:46 AM
3	Stonecrest horizontal vs vertical on big sign	1/8/2024 1:27 AM
4	I see no pros in 3	1/7/2024 7:48 PM
5	Horizontal, stone support	1/7/2024 7:40 PM
6	The Stonecrest sign is bold and visually appealing	1/6/2024 12:24 PM
7	More info on some of the signs	1/6/2024 10:12 AM
8	I LOVE THE SIGN the colors are great. The sign shapes looks so nice and earthy.	1/6/2024 3:08 AM
9	Great for bringing out the natural areas & parks	1/5/2024 8:56 PM
10	No yellow	1/5/2024 8:02 PM
11	Easily read with horizontal sign while driving	1/5/2024 6:42 PM
12	Love the large Stonecrest sign and different sign designs.	1/5/2024 6:15 PM
13	I like the big Stonecrest sign	1/5/2024 4:01 PM
14	I like the prominence of the gateway sign, the nod to Arabia in the directional signs, and the reflection of our diverse community	1/5/2024 2:11 PM
15	I'm truly impressed by the color scheme. It doesn't try to imitate anyone else; it boldly says, "This is Stonecrest!" The colors anchor the design, showing a community firmly planted and moving confidently towards a brighter future. It's refreshing to see innovation that remembers the fundamentals - these colors scream trustworthiness and reliability. The signage is clear and eye-catching even while driving by, further emphasizing the message of dependability and progress. Overall, this design elicits a unique sense of trust and forward momentum, unlike anything I've seen before.	1/5/2024 12:40 PM
16	Big beautiful large horizontal sign! Lovely vibrant color scheme	1/5/2024 10:56 AM
17	Horizontal monument wording	1/5/2024 8:50 AM
18	I like the design here too.	1/5/2024 8:43 AM
19	N/a	1/5/2024 7:33 AM
20	The city gateway monument and directional sign shapes.	1/5/2024 6:07 AM
21	Love this as it looks more modern.	1/5/2024 1:48 AM
22	Welcome monument is really nice and welcome banner series	1/5/2024 12:19 AM
23	Green background makes for letters easier to see	1/5/2024 12:01 AM
24	Typical	1/4/2024 9:11 PM
25	Nice tall welcome sign	1/4/2024 8:24 PM
26	Love the main Stonecrest sign	1/4/2024 7:53 PM
27	Some color in the design	1/4/2024 6:58 PM
28	Same opinion as option 2.	1/4/2024 6:43 PM
29	Large enough to be noticed.	1/4/2024 6:35 PM
30	Easy to read horizontal letters, green and brown sign background blends well with exterior surroundings. Yet still easy to see at night and read.	1/4/2024 5:37 PM
31	I like the blending of colors in this rendering.	1/4/2024 4:33 PM
32	Love the gateway and park signs! Gives a nature vibe as well. My choice above was a debate	1/4/2024 4:17 PM



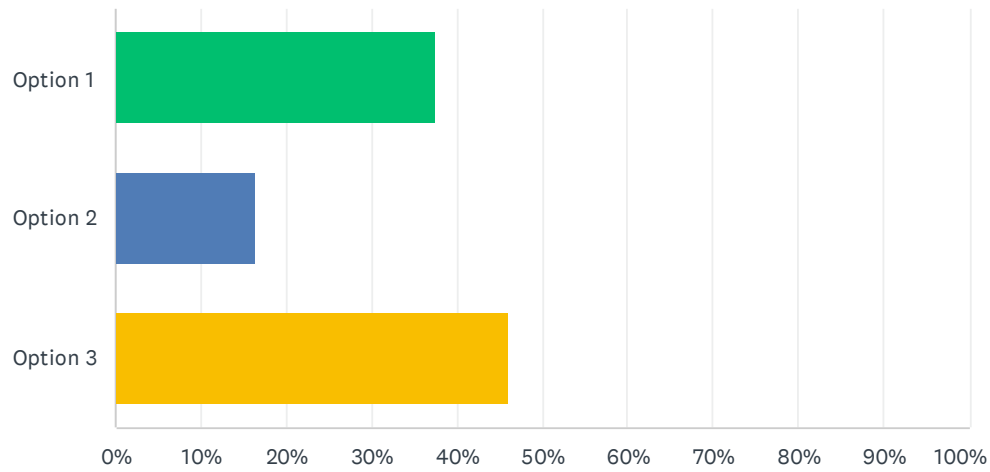
between this one and 2A.

33	Color represents nature. Name spelled out	1/4/2024 4:14 PM
34	Gateway sign readability	1/4/2024 3:59 PM
35	Primary Monument is the strongest out of all, Park monument is also strong	1/4/2024 3:26 PM
36	Conservative	1/4/2024 3:12 PM
37	Like the fixtures	1/4/2024 3:04 PM
38	Familiar themes and colors. I deeply love it. It's dope!	1/4/2024 2:13 PM
39	Option 3 best represents the city with the natural granite rocks, a symbol of the city's natural heritage and beauty. It needs to be preserved and maintained for future generations.	1/4/2024 12:20 PM
40	Landscape signage versus vertical	1/4/2024 11:27 AM
41	Nothing	1/3/2024 10:03 AM
42	I like the green as it provides the imagery that relates to the green space that we have and should continue to emphasis as our unique opportunity.	12/26/2023 10:15 AM
43	Love that gateway and wish it could be incorporated as the park signs.	12/20/2023 4:48 PM
#	<b>OPTION 3 : CONS</b>	<b>DATE</b>
1	Need more bricks to the style tool better	1/12/2024 1:11 PM
2	Colors	1/10/2024 4:55 PM
3	Green	1/8/2024 1:27 AM
4	I do not see this signage making the statement we should be looking for	1/7/2024 7:48 PM
5	The brown and green signs could blend into the landscape and are not as visually appealing	1/6/2024 12:24 PM
6	Gateway is very generic	1/6/2024 10:12 AM
7	The street signs	1/6/2024 3:08 AM
8	Could use more red to bring out the lively feel	1/5/2024 8:56 PM
9	Too much green	1/5/2024 8:02 PM
10	Don't like the City Gate sign color - muted	1/5/2024 6:36 PM
11	Not a fan of those colors.	1/5/2024 6:15 PM
12	Clearly designed with city and state indicators	1/5/2024 5:50 PM
13	Not enough color contrast. Hard to see against grass & trees.	1/5/2024 4:38 PM
14	Don't like. To dark	1/5/2024 2:39 PM
15	The size of the park signage is too small.	1/5/2024 2:11 PM
16	N/a	1/5/2024 12:40 PM
17	I don't like the park identification sign. The other ones are better.	1/5/2024 10:56 AM
18	No yellow	1/5/2024 8:50 AM
19	The color is similar to generic road signs. Not much of a difference other than the shape of the signage	1/5/2024 8:43 AM
20	Too plain	1/5/2024 7:33 AM
21	The least inviting.	1/5/2024 6:07 AM
22	the pole structures and street signs from #1 look better	1/5/2024 12:19 AM
23	Just kind of plain	1/5/2024 12:01 AM
24	Color blend is off	1/4/2024 9:11 PM

25	I don't like the color scheme	1/4/2024 8:24 PM
26	Like the colors of design option 1	1/4/2024 7:53 PM
27	Needs brighter colors and solar lighting	1/4/2024 6:58 PM
28	Color-blind people may have issues with the green.	1/4/2024 6:43 PM
29	Letters would likely have to be replaced too often; and when missing would be an eyesore.	1/4/2024 6:35 PM
30	Looks like for a parks system	1/4/2024 6:05 PM
31	Not a fan of the dark background on the street sign. Would prefer a lighter background color.	1/4/2024 5:37 PM
32	Don't like white background with black lettering on the street signs. It may be difficult to see for some.	1/4/2024 4:17 PM
33	None	1/4/2024 4:14 PM
34	Full colors	1/4/2024 3:59 PM
35	Looks like other cities	1/4/2024 3:34 PM
36	Not in line with Stonecrest Colors	1/4/2024 3:26 PM
37	Gray background could fade faster	1/4/2024 3:12 PM
38	Looks like other communities	1/4/2024 3:04 PM
39	Classic and clear	1/4/2024 2:20 PM
40	None	1/4/2024 2:13 PM
41	Main sign needs to be taller	1/4/2024 1:32 PM
42	Gateway sign needs to be installed on the Turner Hill overpass as well.	1/4/2024 12:20 PM
43	Not formal enough	1/4/2024 11:27 AM
44	This one is a no for me. It looks cheap and uninspiring.	1/3/2024 10:03 AM
45	Signes are not centered to the Poles.	12/20/2023 4:52 PM
46	Diner like the park sign.	12/20/2023 4:48 PM

## Q4 Which Gateway design do you prefer?

Answered: 104 Skipped: 2



ANSWER CHOICES	RESPONSES	
Option 1	37.50%	39
Option 2	16.35%	17
Option 3	46.15%	48
TOTAL		104

## Q5 Please provide any additional comments.

Answered: 28   Skipped: 78

#	RESPONSES	DATE
1	I really am ok with all options as long as the city keeps the color and presentation up! We have so many items around our city that need to be taken care of. Elbow work	1/12/2024 1:11 PM
2	N/A	1/8/2024 9:58 PM
3	I am currently working on the Gateway sign for Clayton County and You may fall i mth trap that we are in. That you may not be able to Put Welcome on the gateway sign off the Interstate .	1/8/2024 10:46 AM
4	I like the welcome being included on the gateway design with "Stonecrest Georgia" horizontal	1/8/2024 1:27 AM
5	Our calling card is nature (the rock) we should make the statement with stonework and let the signage complement the stonework	1/7/2024 7:48 PM
6	NA	1/7/2024 6:58 AM
7	Thank you for including the community in this effort.	1/5/2024 6:42 PM
8	Great layout of designs. Lookong forward to final decision. Thank you all for valuing our input.	1/5/2024 6:15 PM
9	People need clear specific easy to read markers.	1/5/2024 5:50 PM
10	Colors need to be brighter. Grey lettering will be hard to read from distance and moving in car. The cost of stacked stone can be high, resulting in fewer signs.	1/5/2024 4:38 PM
11	Let's get it done ASAP option 3	1/5/2024 3:52 PM
12	I appreciate the opportunity to provide feedback, and look forward to the beautification of our spaces in signage and landscaping on both sides of I-20.	1/5/2024 2:11 PM
13	Absolutely love option 3, but as a die-hard fan of the option 3, I can't help but miss a subtle nod to their past work. Growing up, that orange lettering on the Stonecrest Mall side was always a landmark for me. I feel that every great design needs a touch of the familiar, and I'd love to see future iterations incorporate an orange accent, whether through fonts, backgrounds, or other creative elements.	1/5/2024 12:40 PM
14	There are a lot of seniors in Stonecrest. Prioritize readability. I love the initiative to give Stonecrest the signage it deserves.	1/5/2024 10:56 AM
15	All of the options are nice and I'm looking forward to seeing the final results.	1/5/2024 6:07 AM
16	Super excited about this, love it!	1/4/2024 7:53 PM
17	Study other cities' signage and build on those ideas	1/4/2024 6:58 PM
18	N/A	1/4/2024 6:35 PM
19	It would add a lot of community interest to incorporate lighting inside the letters to change with seasons, holidays or recognizing special causes.	1/4/2024 5:37 PM
20	These could look really great, but the roads and landscaping throughout the city is important too. As well as sidewalks. Keeping the streets and walkways clean (no trash), manicured, and in good order helps us (residents) have pride in the city and want to stay here. As an under 40 professional, I want to be able to brag about my community and invite friends and family in. Instead of meeting them in Sandy Springs, Duluth, and Snellville all the time.	1/4/2024 4:17 PM
21	Must clean up the city to compliment signage	1/4/2024 4:14 PM
22	So excited for the progress	1/4/2024 3:12 PM
23	Looking forward to seeing a super market in this area and some better stores.	1/4/2024 12:20 PM
24	You can't go wrong with #1 or #2B! Great job! 🍷	1/4/2024 11:52 AM

25	Select signage that fits the city we would like to be	1/4/2024 11:27 AM
26	I would like something more unique. This all seems very generic.	1/3/2024 10:03 AM
27	The red, green and brown appear to work really well together. The yellow accent seems to fit with the green, but appears out of place in other designs.	12/26/2023 10:15 AM
28	Excited and trust this process moves forward.	12/20/2023 4:48 PM