



GEORGIA INSTITUTE OF TECHNOLOGY ATLANTA, GEORGIA

PRIMARY VEHICULAR MONUMENT SIGNAGE PROJECT

PROJECT ARCHITECT: STANLEY BEAMAN & SEARS

This project is an opportunity to define, enhance, and understand the opportunities and constraints of three Primary Vehicular Entrances to the Georgia Institute of Technology campus. This initial step is the beginning of a place-making process. The concept design was prepared as a part of developing a thorough understanding of Georgia Tech's development goals and objectives, administrative and economic realities. A reconnaissance and inventory of the sites and adjacent areas is developed to understand each area's opportunities and constraints, including consideration of material, theme, branding, and examples of gateway design at peer institutions and vandalism concerns. The analysis is conducted to include a detailed review of existing conditions of each site, and document the conditions of the existing signs, orientation and visibility from roadways and sidewalks, landscape and lighting conditions.