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Chattahoochee Hills Cuts Ribbon to its First Gateway Sign

Chattahoochee Hills, GA – May 8th, 2019 - On July 3rd, 2018, the Mayor and Council for the City of Chattahoochee Hills awarded a contract to Denyse Signs for the fabrication and installation of fist first ever gateway sign that meets the graphic standards, branding image and expectations of the City Council, and received public input component. This expenditure was \$20,466 was funded 100% by Hotel Motel Tax funds, which are generated through a 7% tax on hotel room stays in the city limits of Chattahoochee Hills.

This process actually started when the City was being offered some rehabilitation assistance from Denyse for the Cochran Mill Park sign offered by a park patron who happened to be the co-owner of Denyse. Some renderings of these improvements to this sign presented to Council generated some discussion and a mini design charrette on how the sign should be consistent with a yet-to-be-determined brand for the City. This led to some creative designs that could be used for not only the park sign, but for the gateway and wayfinding signage. This mini charrette was followed by a site visit to the City by your designers and a tour of our geography.

The designers took what they gleaned and provided some more defined renderings of signage that matched the image of Chattahoochee Hills. Without using any of those renderings, we proceeded forward with a RFP which was sent to over one-half dozen sign companies as well as posted on the web site and the Newnan Times Herald print media. The end result was a unique, one of a kind design that replicates the look of an old, lone rock chimney that can sometimes be found in rural and agricultural communities connected to four-board farm-style fencing to frame out the sides of the signage.

According to Mayor Reed, “When we set out to create a brand for our new gateway sign, we knew we did not want it to look like any other sign; we wanted our natural rural character and image to be represent how we see ourselves and how we want others to see us.” “This new gateway sign captures the elements of how we have chosen to place preservation at the forefront of our vision of how we want Chattahoochee Hills to look” continued Mayor Reed.



From left to right: Public Works Director Darold Wendlandt, Councilmember Ricky Stephens, Mayor Pro Tem Richie Schmidt, Mayor Tom Reed Councilmember Don Hayes, and Councilmember Claire Williams.

For more details, you may contact City Hall at 770-463-8881 or the city manager, Robbie Rokovitz at robbie.rokovitz@chatthillsga.us.

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