



SANDY SPRINGS™

GEORGIA ADDENDUM NUMBER 1

REQUEST FOR PROPOSALS #19-038 Wayfinding System Project

Schedule of Events

- **Deadline for Questions:** May 28, 2019; 5:00 P.M.
- **Bid Due Date:** June 12, 2019; no later than 2:00 p.m. EST

Bids received after the above time or any proposal submitted in any other format (email, paper, fax, mail, etc.) than online submissions for this ITB through the Bonfire Portal at <https://sandysprings.bonfirehub.com/projects/view/15407> will not be accepted for any reason.

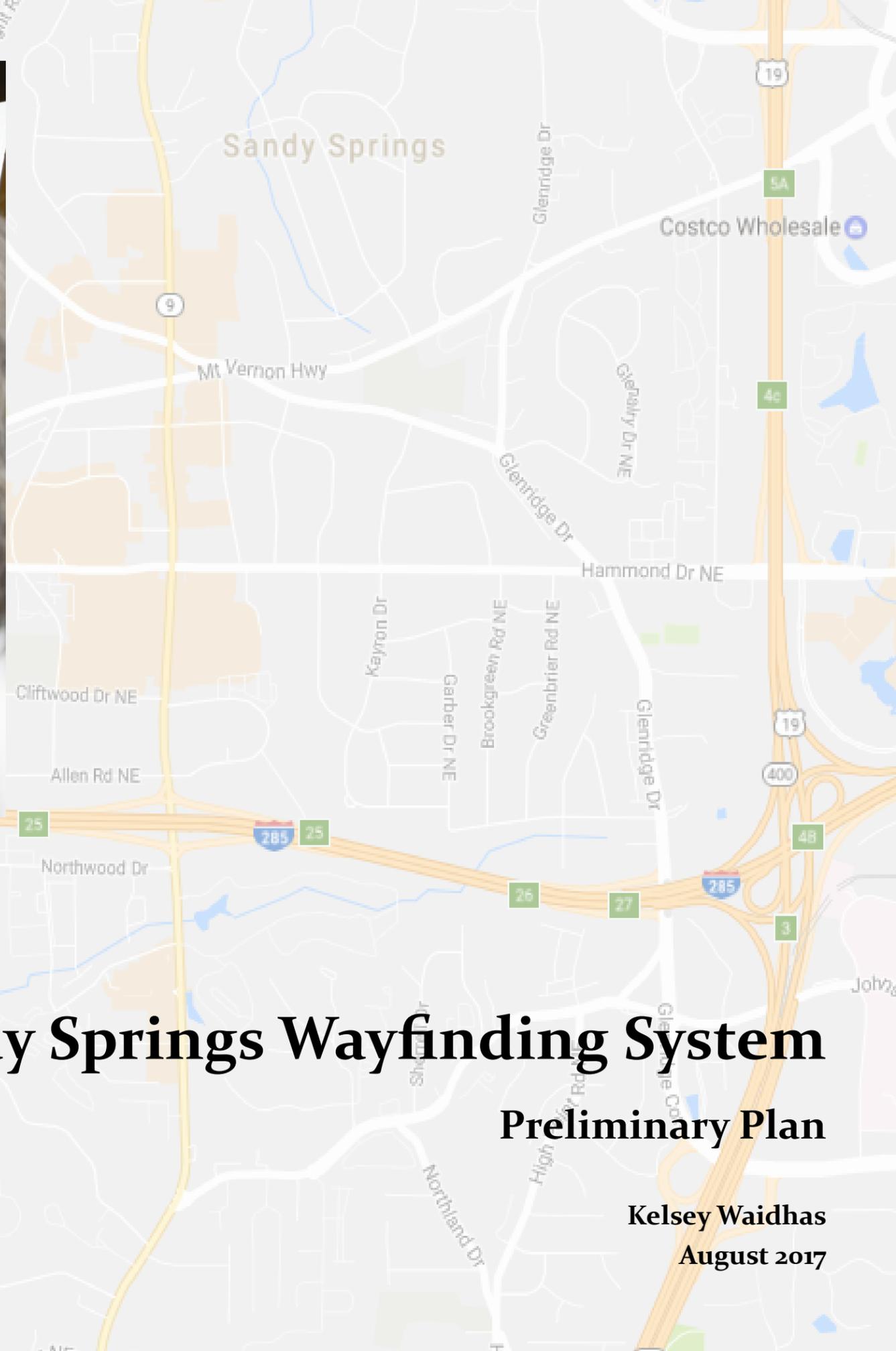
In reference to the RFP listed above, the following changes are hereby incorporated into the Request for Proposal:

EVENT	DATE
RFP Released	May 1, 2019
Pre-Proposal Conference	May 16, 2019
Deadline for Receipt of Inquiries	May 28, 2019
Deadline for Posting Written Answers to Inquiries	June 4, 2019
Proposal Due Date	June 12, 2019
Proposal Evaluations Completed	June 19, 2019
Presentations/Interviews	June 24-28, 2019
Final Selection	June 28, 2019

❖ Attached is the City of Sandy Springs’ concept plan to assist with building the wayfinding system proposal for the City.

I hereby acknowledge receipt of Addendum Number 1 for Request for Proposal #19-038 Wayfinding System Project. I have incorporated the necessary changes into my response for the abovementioned Invitation to Bid.

COMPANY NAME _____
 CONTACT PERSON: _____
 ADDRESS: _____ CITY: _____
 STATE: _____ ZIP: _____
 PHONE: _____ EMAIL ADDRESS _____
 SIGNATURE: _____ DATE: _____



Sandy Springs Wayfinding System Preliminary Plan

Kelsey Waidhas
August 2017

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Acknowledgements

Wayfinding Team Members

Captain Dan Nable
Special Projects/Homeland Security

Michelle Alexander
Director of Community Development

Ruben Hovanesian
Traffic Engineer

Sharon Kraun
Director of Communications

Jennifer Cruse
Director of Visit Sandy Springs

France Campbell
Traffic & Transportation Services Manager

Andrea Hall
Director of Economic Development

Trevor Ramos
Athletic Coordinator

Other

Jim Tolbert
Assistant City Manager

Nathan Holman
GIS Analyst



Section 1

Introduction



Sandy Springs' increasing residential and commercial density hinders directionality and place-making in the most important districts of our city. We currently lack a cohesive and functional wayfinding system, further confusing avenues of flow and contributing the traffic congestion. A multipronged approach to wayfinding allows Sandy Springs to maximize our brand exposure, direct traffic through efficient routing, and supporting the local economy.

The intention of this document is to provide information for creating a holistic and effective city-wide wayfinding system. It contains tools and strategies exemplified in other wayfinding systems across the United States, along with recommendations for a system here in Sandy Springs. 3 supplemental maps and keys, as well as a gateway properties report, accompany this preliminary plan to inform decision-makers of available options for the city. Additionally, the principles laid out in The Next 10 Comprehensive Plan, 2016 Sidewalk Master Plan, 2014 Bicycle, Pedestrian and Trail Implementation Plan, and other current plans are integrated and reinforced throughout this document.

Section 1

Goals and Objectives

(G1) Provide information for simple and direct routes (including alternative transportation) for all audiences

(O1.1) Congestion reduction through direct routing and transit directions

(O1.2) Encourage alternative transportation options throughout the city

(G2) Orient signs to establish relationships between destinations

(O2.1) Coordinate signs with tourism tools for promotion of special events

(O2.2) Promote circulation in major economic nodes

(G3) Promote branding of the city by setting standards for details and cohesiveness of signage

(O3.1) Future signage must comply with these standards

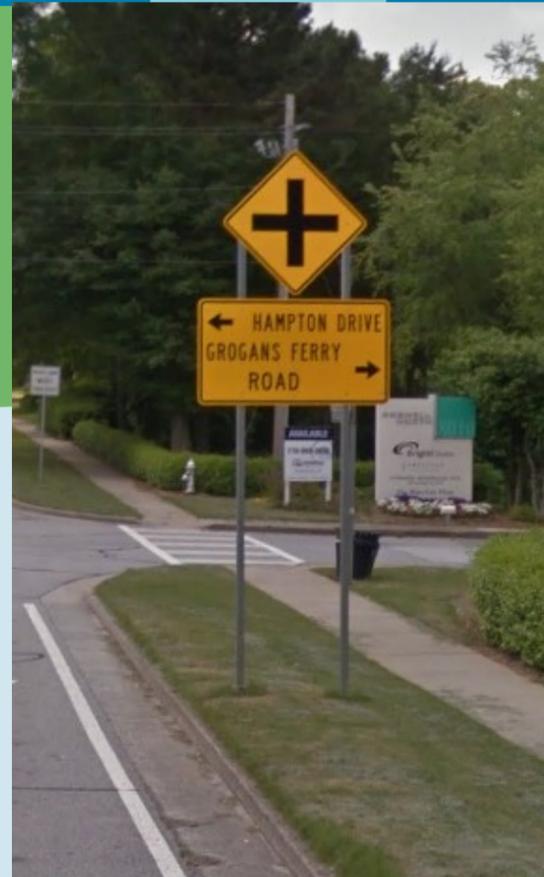
(O3.2) Cohesiveness over time to foster sense of place

Section 2

Existing Conditions

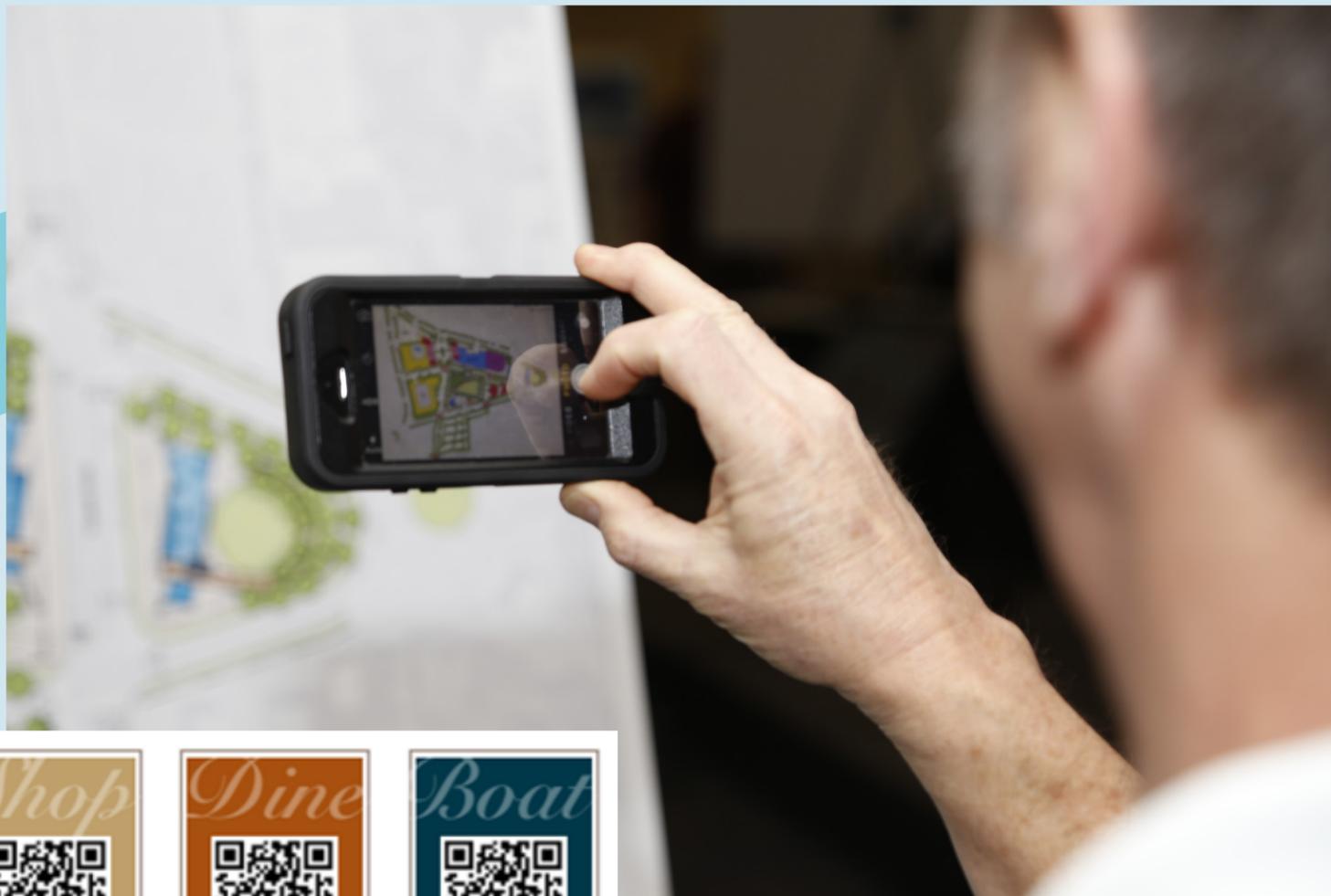
Sandy Springs hosts a mixture of gateway and directional signs that serve to signify entrance into the city and navigation towards certain streets. However, these signs are not strong branding tools, nor do they direct towards specific economic destinations or attractions. Many construction detour, road closed, and lane closure signs also clutter our streets as our city grows both economically and residentially.

By implementing a cohesive wayfinding system, we have the opportunity to transition from bright orange construction signs to a navigation system that is aesthetic as well as functional. Wayfinding allows us to revamp directional travel simultaneously with the development of new destinations and a new city brand.



Section 2

Place: Mobile Apps & QR Codes



Merje Environments & Experiences, 2013.

Smart phone apps provide access to detailed, interactive maps that are customizable for both the producer and the user. Producers can superimpose bike lanes, walking paths, special events, emergency services, and other points of interest (POI) that may not be displayed through standard map services (e.g. Google Maps). Users are able to customize language and break down displayed POIs by type, time, and location. This tool could connect users to itineraries on the Visit Sandy Springs website, and allow businesses to advertise up-to-date specials or sales. Drawbacks include high development costs and routine maintenance as technology changes.

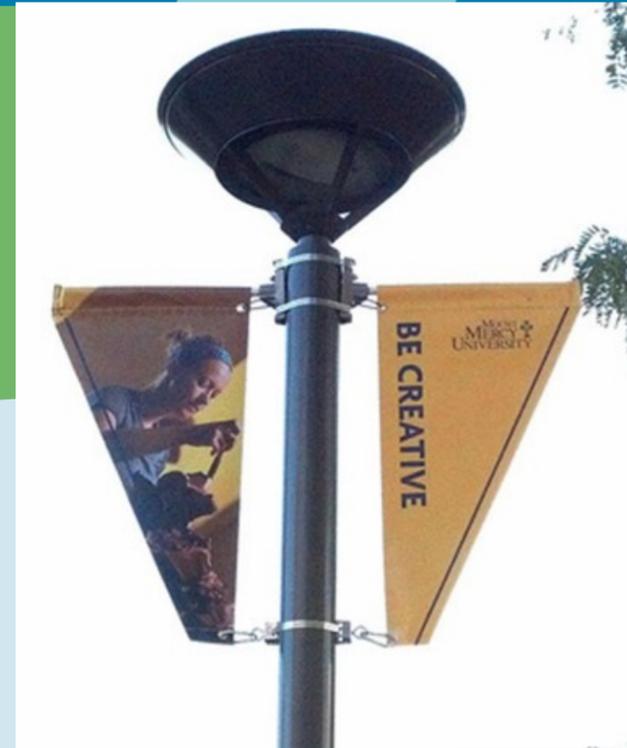
QR codes are just as customizable, and more cost efficient than smart phone apps. They are painless to alter and update, and adhering the code requires only a smooth, clean surface. The simplicity and versatility of QR codes is also accompanied with data collection. As technology progresses, QR codes can be painlessly removed at no cost.

Section 2

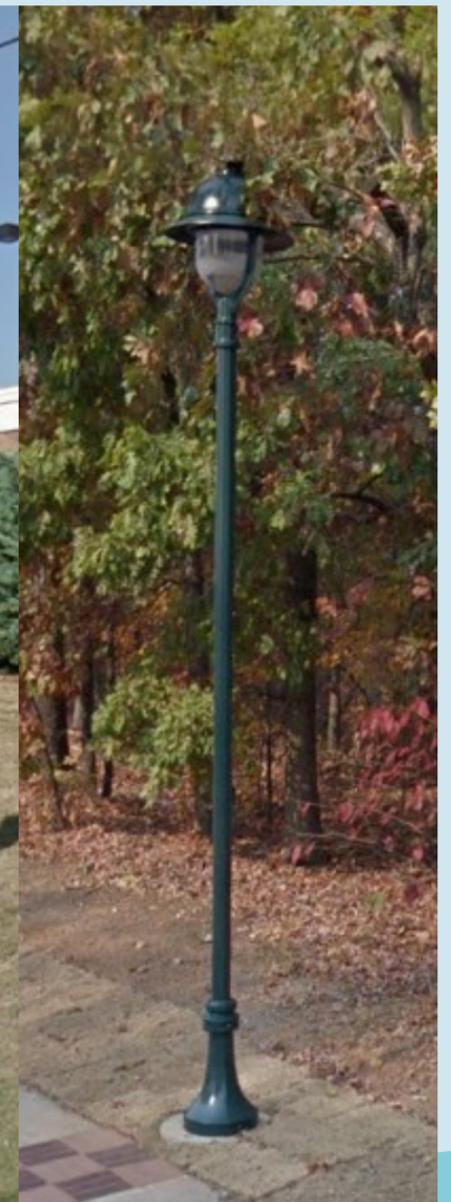
Place: Banners

Coordinated light pole banners contribute to sense of place and branding, either for special districts or the city as a whole. Banners are interchangeable and extremely customizable for event promotion, seasonal holidays, and marketing local economic assets. While temporary, banners can be considered “current events” advertising, and serve a specific and unique purpose within the overall system by combining aesthetic decorations with marketing and branding.

Several places were identified throughout the city that are currently ready for a banner system, as discussed later in this document. As the city continues to grow and fulfill The Next 10 goals, more opportunities for banners will arise, such as in the Powers Ferry Small Area Plan, and the Peachtree-Dunwoody commuter corridor.



Presentations Environmental
Graphic Design, 2016.



Section 2

Place: Kiosks

Kiosks provide more information than typical wayfinding signage, and may be a plain display (“regular”) or an interactive digital display. Regular kiosks are cheaper and more common for outdoor use, while digital kiosks come with higher maintenance and installation costs, but may be stationed either indoors or outdoors. Both kiosks may be distributing points for flyers, maps, and other “take away” information; however, digital kiosks hold more potential for promoting the city’s economic assets through advertisements, up-to-date event information, and more.

Sandy Springs should consider installing digital kiosks at MARTA stations, so that MARTA rides can orient themselves within the city in relation to the station, as well as receive updated information on restaurant specials, local events, and other attractions. Other areas recommended for digital kiosks include pedestrian-heavy shopping centers and parks. Regular kiosks are recommended for busy intersections and sidewalks.



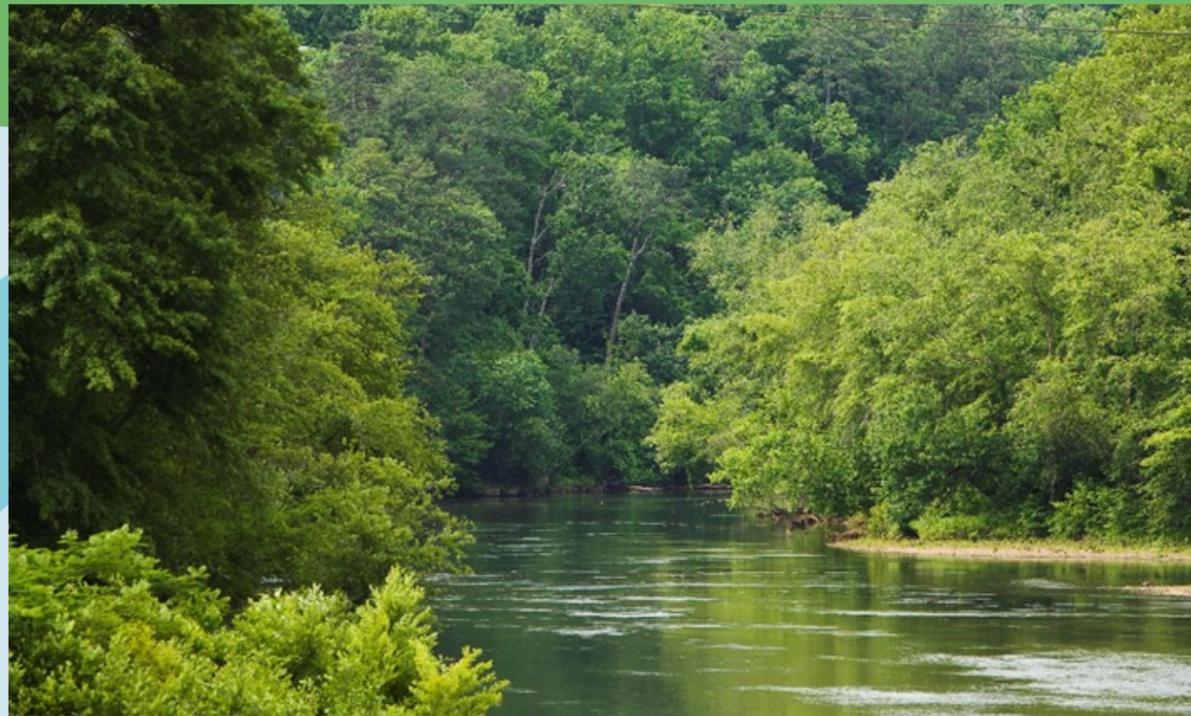
Bellevue, 2009.



Olea Kiosks Inc., 2016.

Section 2

Landmarks & Destinations



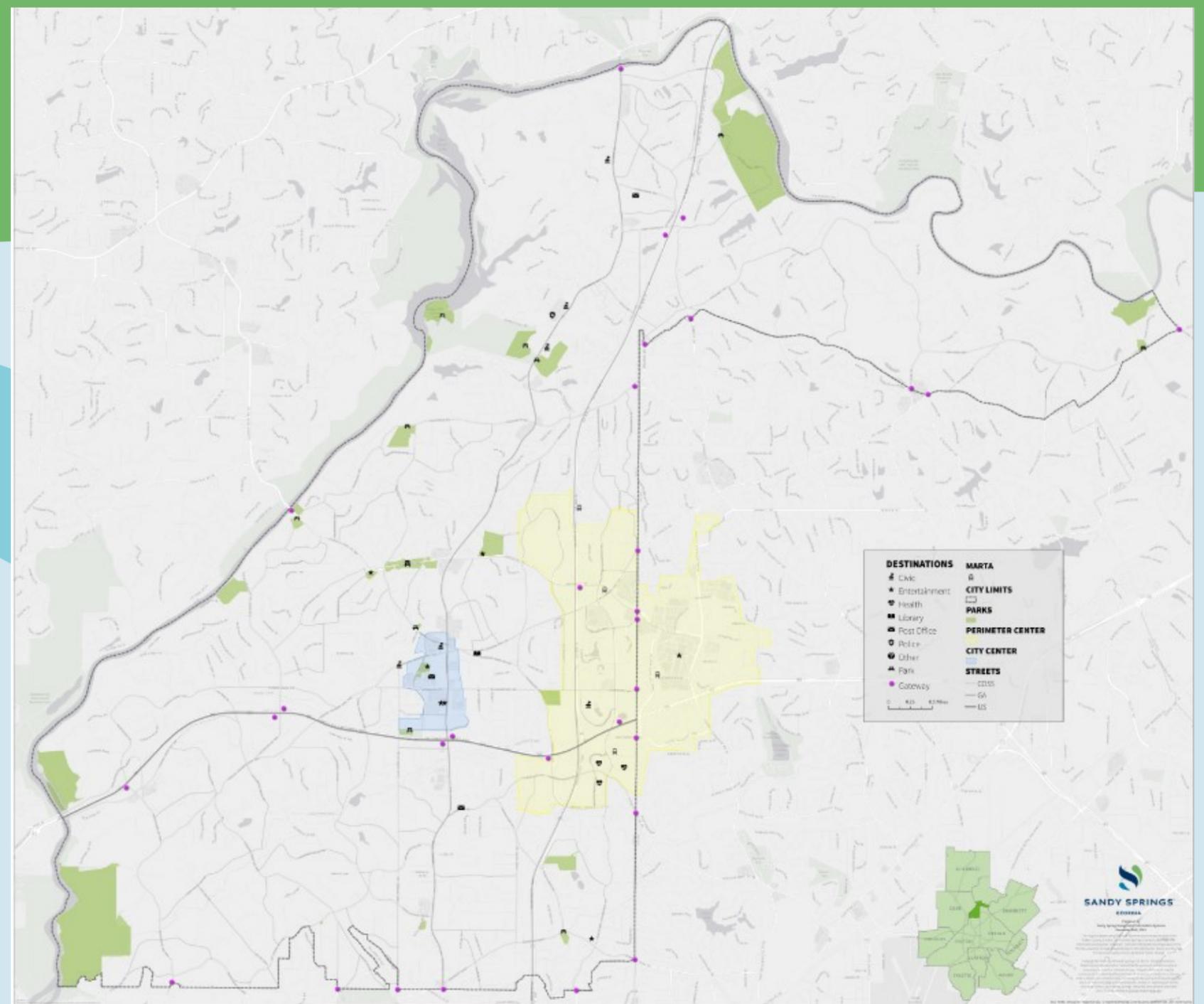
Landmarks and notable destinations intrinsically act as wayfinding tools for both visitor and resident's orientation. Sandy Springs has several features that serve as landmarks; most notably are Northside Hospital, the King and Queen buildings, City Springs, and the Chattahoochee River. Establishing orientation between these major landmarks and the districts they reside in will aid in traffic reduction by creating directional relationships among frequently visited destinations. When coupled with interactive and customizable apps, QR codes, kiosks and basic signage, landmarks become effective physical wayfinding tools by simply being iconic and memorable.

Section 3

Gateways

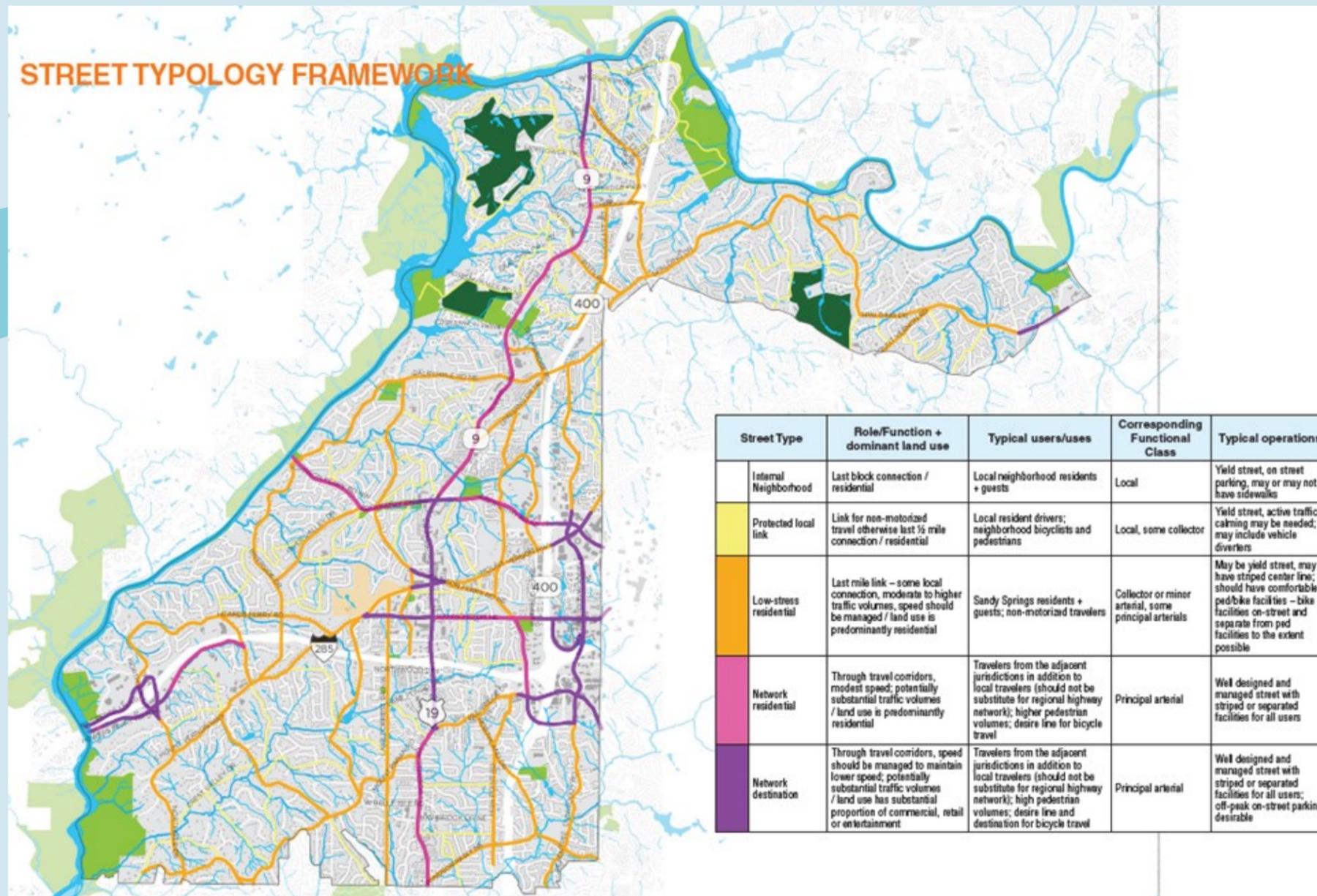
Sandy Springs has two types of entrances into the city. Peripheral gateways are found along city limits and are much more numerous than internal gateways. The Team prioritized peripheral gateways for signage based on average daily trips, traffic issues, safety concerns, future developments, and more.

Internal gateways occur within city limits, found along the north-south corridor Georgia 400, and the west-east corridor I-285. These gateways are major entryways into our city; however, we have little ownership over the land surrounding these access points. Ownership of these gateways will dictate what type of signs can be used and where they can be placed.



Section 3

Arrival and Departure Routes



As displayed in The Next 10 Comprehensive Plan and the Street Typology Framework, the roads most traveled by are:

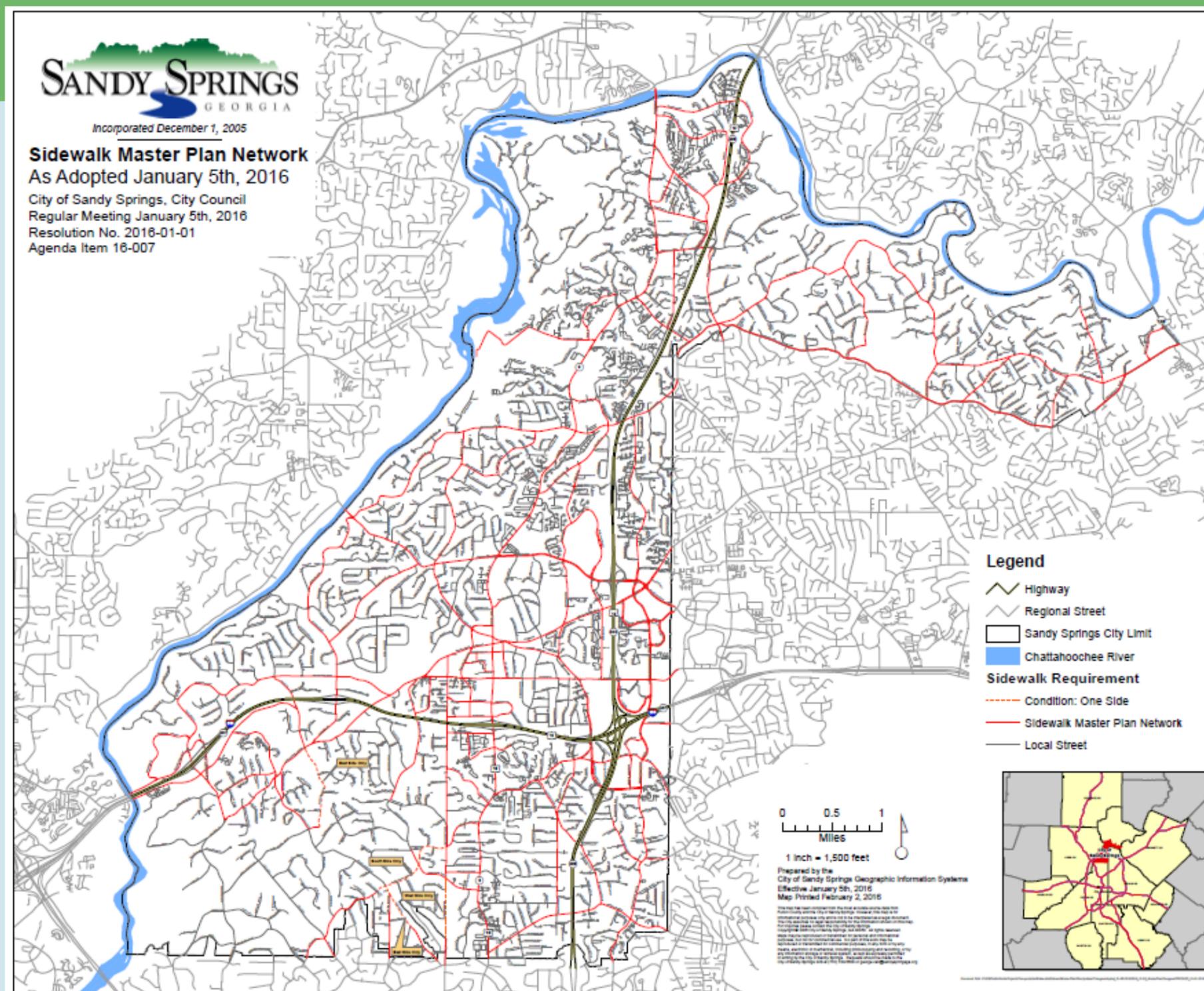
- Roswell Rd
- Spalding Dr
- Johnson Ferry Rd
- Abernathy Rd
- Mount Vernon Hwy
- Sandy Springs Circle
- Peachtree Dunwoody Rd
- Concourse Pkwy
- Glenridge Connector

Vehicular signs will be focused on economic assets along these roadways, located in consideration of traffic speed, sight distance, and decision making time. These routes are also targeted for cyclist.

Section 3

Pedestrian and Cyclist Issues

As Sandy Springs develops more sidewalks for a walkable network, the need for pedestrian and cyclist signage increases. Pedestrian and cyclist signs will be concentrated around heavily economic areas, similar to the vehicular signs. As walking and cycling residents exit from neighborhood collector streets onto minor and principal arterials, they can be given directions towards destinations in terms of both *walking time* and *distance*. This considers both pedestrians' and cyclists' decision making. Pedestrian/cyclists signs can also include more destinations, such as dining and shopping. Routes identified for improvements in both pedestrian and cycling infrastructure were pivotal in deciding where signage should be placed throughout the city, and will continue to inform where future wayfinding opportunities will arise.



Section 3

Destinations



Hammond Park
Heritage Sandy Springs
Johnson Ferry Green Space
Lost Corner Preserve
Marsh Creek Park
MARTA Dunwoody
MARTA Medical Center

MARTA North Springs
MARTA Sandy Springs
Morgan Falls Ball Fields
Morgan Falls Overlook Parks
Perimeter Mall
Ridgeview Park
Sandy Springs Public Library
Visit Sandy Springs

Abernathy Greenway
Allen Road Park
Anne Frank In The World
Big Trees Forest Preserve
Chattahoochee River National Recreation Area - East Palisades
Chattahoochee River National Recreation Area - Island Ford
Chattahoochee River National Recreation Area - Power's Island
Crooked Creek Park
Fulton County Office
Georgia Department of Driver Services



Section 3

Parking



The majority of destinations in Sandy Springs supply sufficient parking for their visitor loads. As we direct traffic to destinations, we are simultaneously directing them to parking spaces. In places such as the Medical Center and Perimeter Center, hospitals and office complexes provide on-site parking signage to private garages and lots. Although parking signage is not a current priority, future developments may increase the need for parking directionality and information.

Section 3

Future Considerations



As Sandy Springs enacts a new comprehensive plan, development regulations, and zoning code, and as the surrounding areas continue to grow, the need for wayfinding signage will increase. The standards for this program at implementation should be able to withstand and adapt to these changes. Notable transportation examples would be the redevelopment of the I-285 and GA 400 interchange, Revive 285, as well as the expansion of Path 400. These new facilities, along with shifts in public demand, will present opportunities for expansion and adaptation of the wayfinding system. Ensuring wayfinding comprehensiveness does not cease when a final plan is adopted, and wayfinding efforts should persist as the city and surrounding areas develop further.

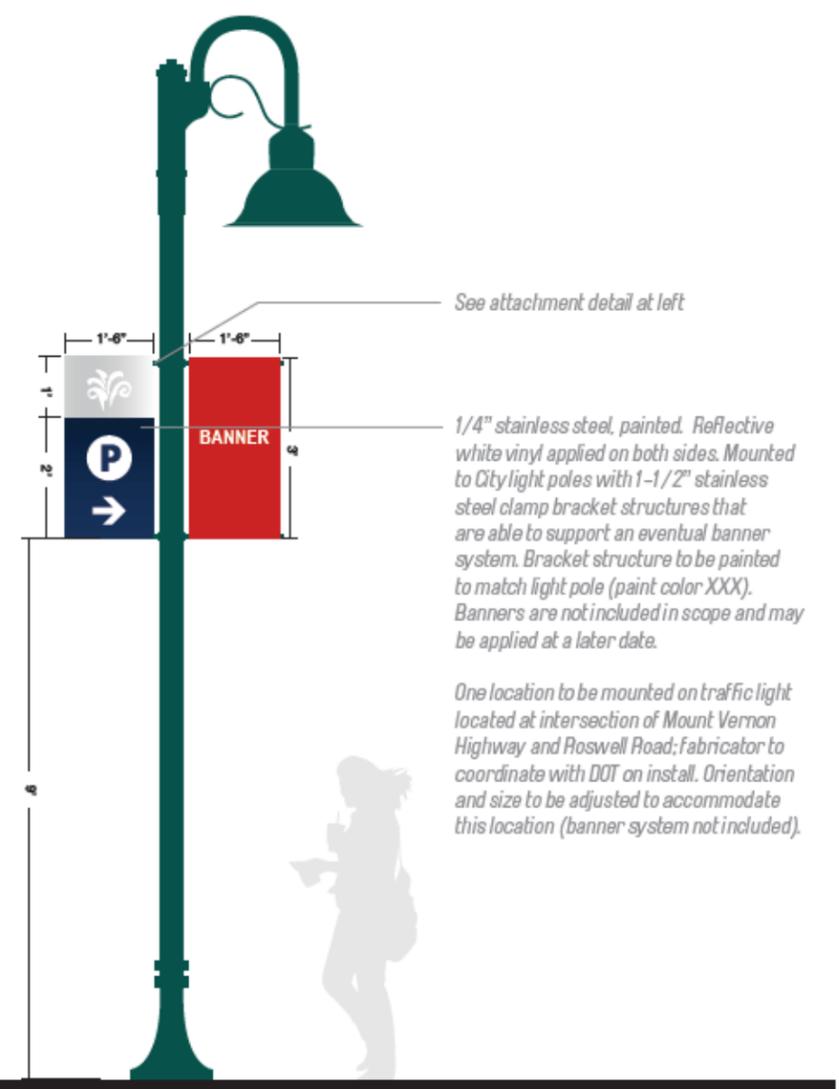
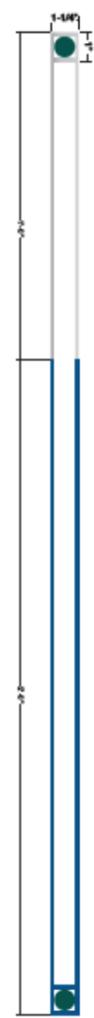
Section 4

Banners

EXTERIOR | B1 - POLE-MOUNTED SITE ID

QUANTITY: 8

Attachment method to resemble banner mounting; open to other suggestions provided by fabricator.



See attachment detail at left

1/4" stainless steel, painted. Reflective white vinyl applied on both sides. Mounted to City light poles with 1-1/2" stainless steel clamp bracket structures that are able to support an eventual banner system. Bracket structure to be painted to match light pole (paint color XXX). Banners are not included in scope and may be applied at a later date.

One location to be mounted on traffic light located at intersection of Mount Vernon Highway and Roswell Road; fabricator to coordinate with DOT on install. Orientation and size to be adjusted to accommodate this location (banner system not included).

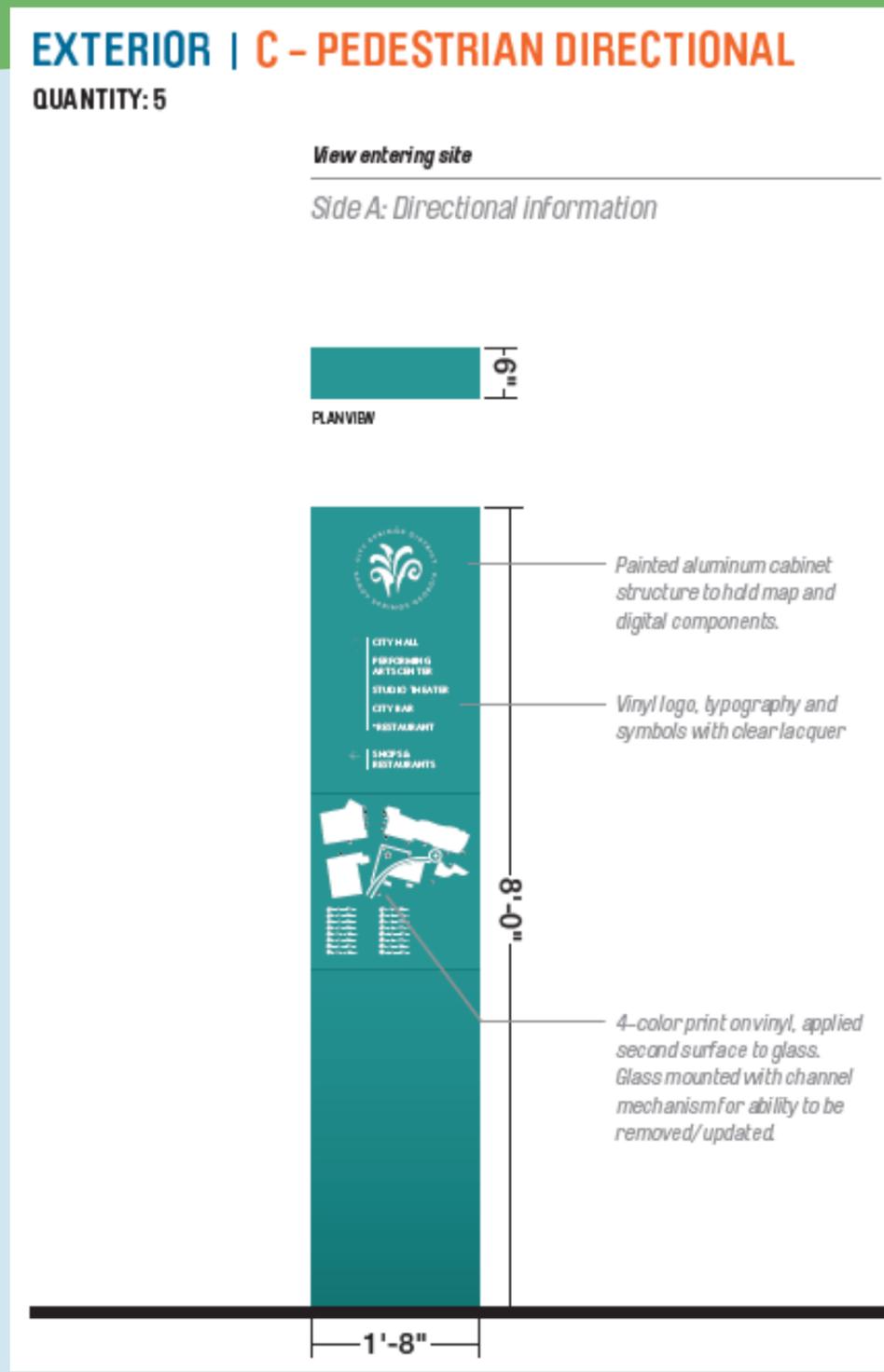
As discussed in Section 2, banners are a marketing tool that enforce a sense of place. Unlike City Springs, however, Sandy Springs streets do not have a significant amount of city-owned light poles, with the majority being owned by Georgia Power. "Pedestrian" light poles are considered light poles between 12' - 15' tall. GA Power requires an 8' clearance from the bottom of any banner, making banners 18" wide by 36" tall the ideal dimensions. This would provide 12' midblock poles a 9' clearance, and 15' intersection poles a 12' clearance. The city must present GA Power with the location of each pole for the banner system, and GA Power will install and maintain banner hardware for \$50/pole per year. This is ideal for private sponsors to subsidize the costs of implementing a banner system.

Section 4

Pedestrian Signs & Regular Kiosks



The proposed designs from IA (right) acts more as a kiosk than a typical pedestrian sign (left). Pedestrian signs will be placed inside of the sidewalk from the road and include a list of destinations, direction, distance, and walking time. Unlike the City Springs design, city-wide signs do not necessitate the need for an area map. If the city chooses to retrofit IA designs for a city-wide system, pedestrian signs would be able to present more information in the form of small scale maps. However, if the city chooses to have simplified signs with only destinations and distance/walk times, designs such as those to the left would be ideal.



Section 4

Digital Kiosks

EXTERIOR | C - PEDESTRIAN DIRECTIONAL

QUANTITY: 5

View exiting site

*Side B: Digital Advertising
provided by Spectra*



Fabricator to coordinate with Spectra for spec and functionality of digital advertising screen inset into sign structure; approximate size of 18" x 32".



1'-8"

Interactive, digital kiosks have screens that can display maps, transit information, directions, special events, restaurant specials, and more. Digital kiosks should be considered for installation at MARTA stations with parking, so that pedestrians can orient themselves as well as receive updated information on walkable, transit-oriented, or drivable entertainment options. MARTA stations have covered and indoor areas that are suited for digital kiosks, and are pedestrian-oriented, similar to gazebos/information booths in the city's parks and civic buildings.

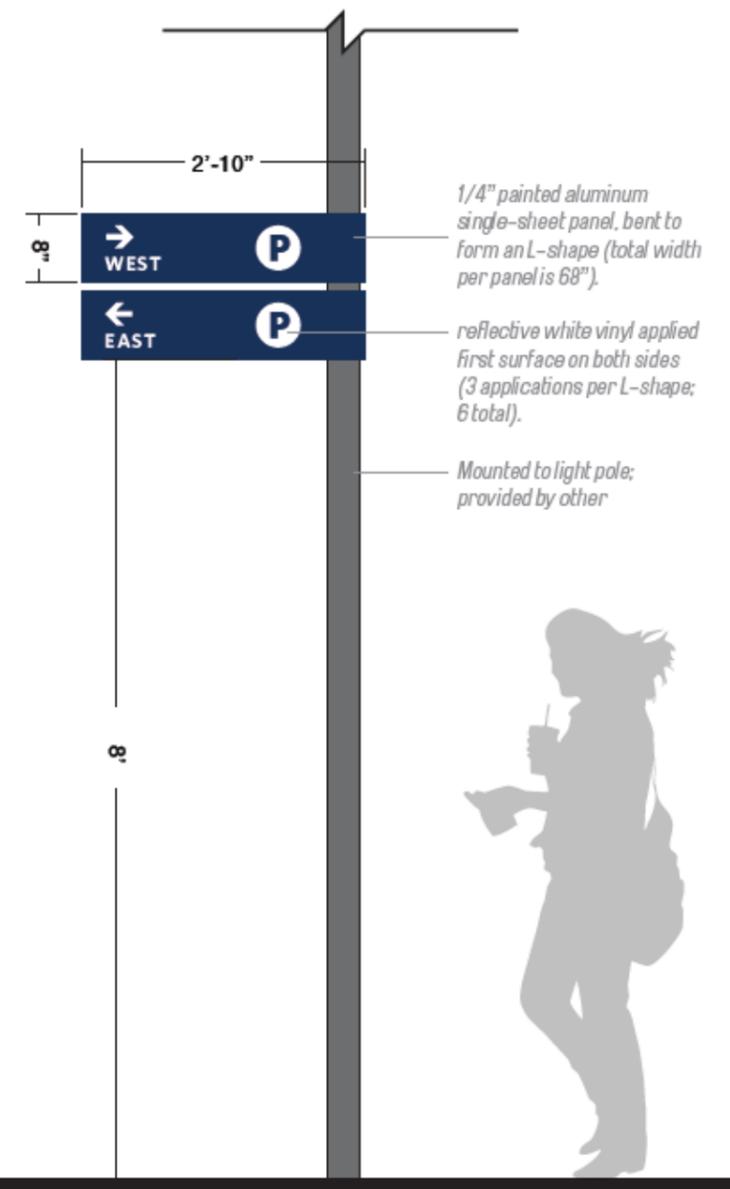
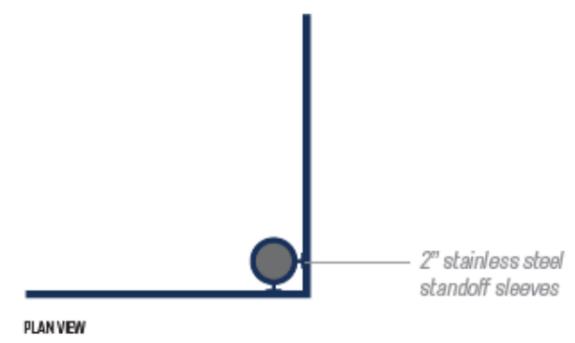
Section 4

Vehicular Signs

The design proposed for vehicular directional signs is specific to the low-speed intersection at the heart of the City Springs site. Signs for traffic of 25mph or less is required to have 4-inch cap height, while signs for traffic 25mph and above is required to have a 6-inch cap height. Dimensions for vehicular signs should increase proportionally to the cap height. Vehicular signs will be placed on the outside of the sidewalk approximately 200 feet from the next intersection or point of decision making.

EXTERIOR | D - VEHICULAR DIRECTIONAL

QUANTITY: 1

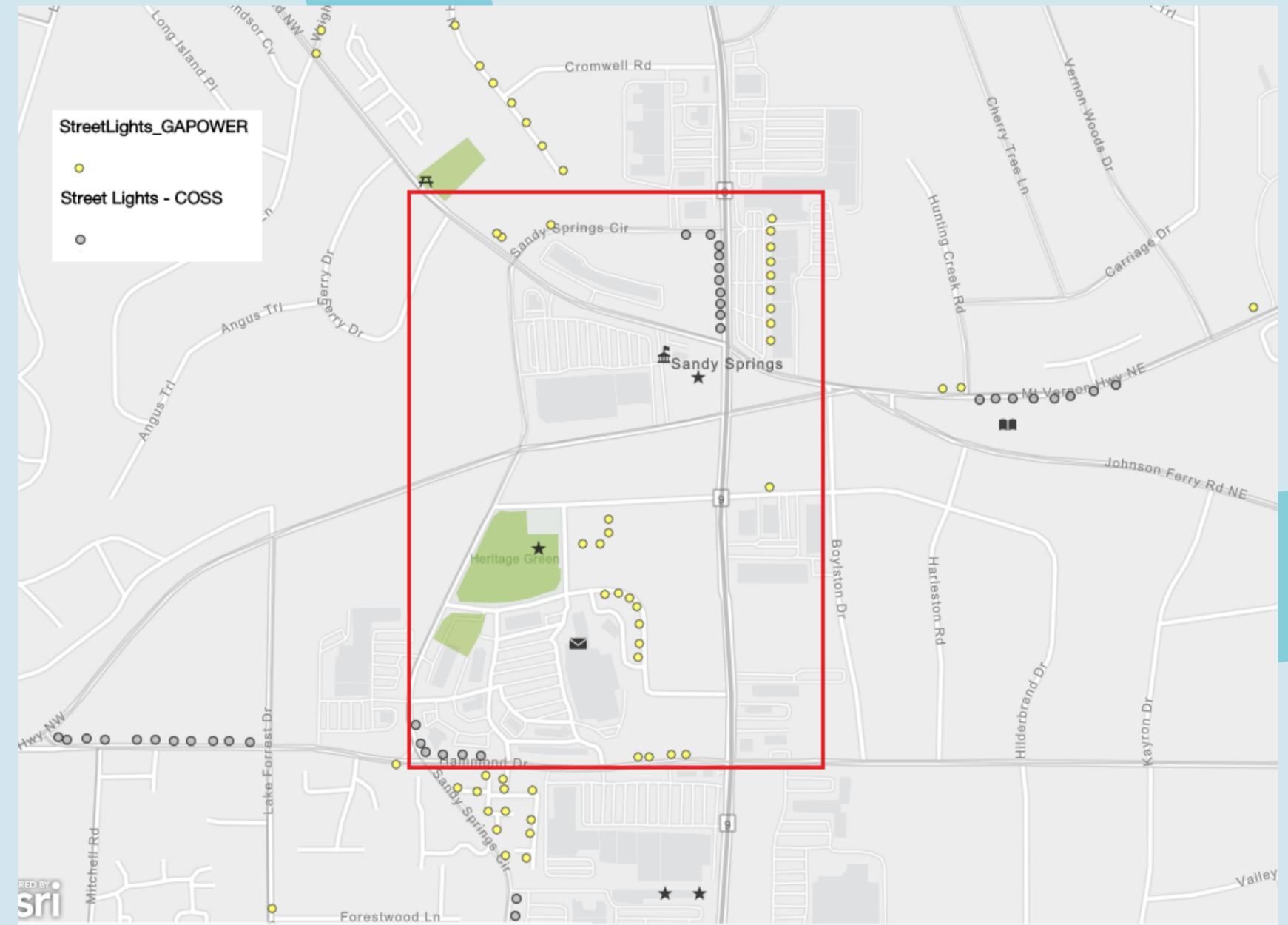


Interior Architects, 2016.

Section 5

City Springs

Outlined in red (right) are the 44 proposed poles for banners within City Springs. 16 are city-owned and would require one-time hardware installation, while 28 are GA Power-owned. The majority of GA Power poles are located in the Sandy Springs North Shopping Center and City Walk. Although privately-owned, the proximity of these shopping centers to City Springs, and their contribution to the live-work-play goal of the area, cannot be ignored. For these reasons, the shopping centers' pedestrian poles should be included in the banner system, along with the poles near Heritage Sandy Springs and Sandy Springs Circle.



Section 5

City Springs Pricing

City Springs - City Owned Poles

First Year	Price	Quantity	Total		Following Years	Price	Quantity	Total
Hardware	\$80.00	16	\$1,280.00		Banners x 1	\$28.74	16	\$459.84
Banners x 1	\$28.74	16	\$1,739.84		Banners x 2	\$28.74	16	\$919.68
Banners x 2	\$28.74	16	\$2,199.68		Banners x 3	\$28.74	16	\$1,379.52
Banners x 3	\$28.74	16	\$2,659.52		Banners x 4	\$28.74	16	\$1,839.36
Banners x 4	\$28.74	16	\$3,119.36					

City Springs - GA Power Owned Poles

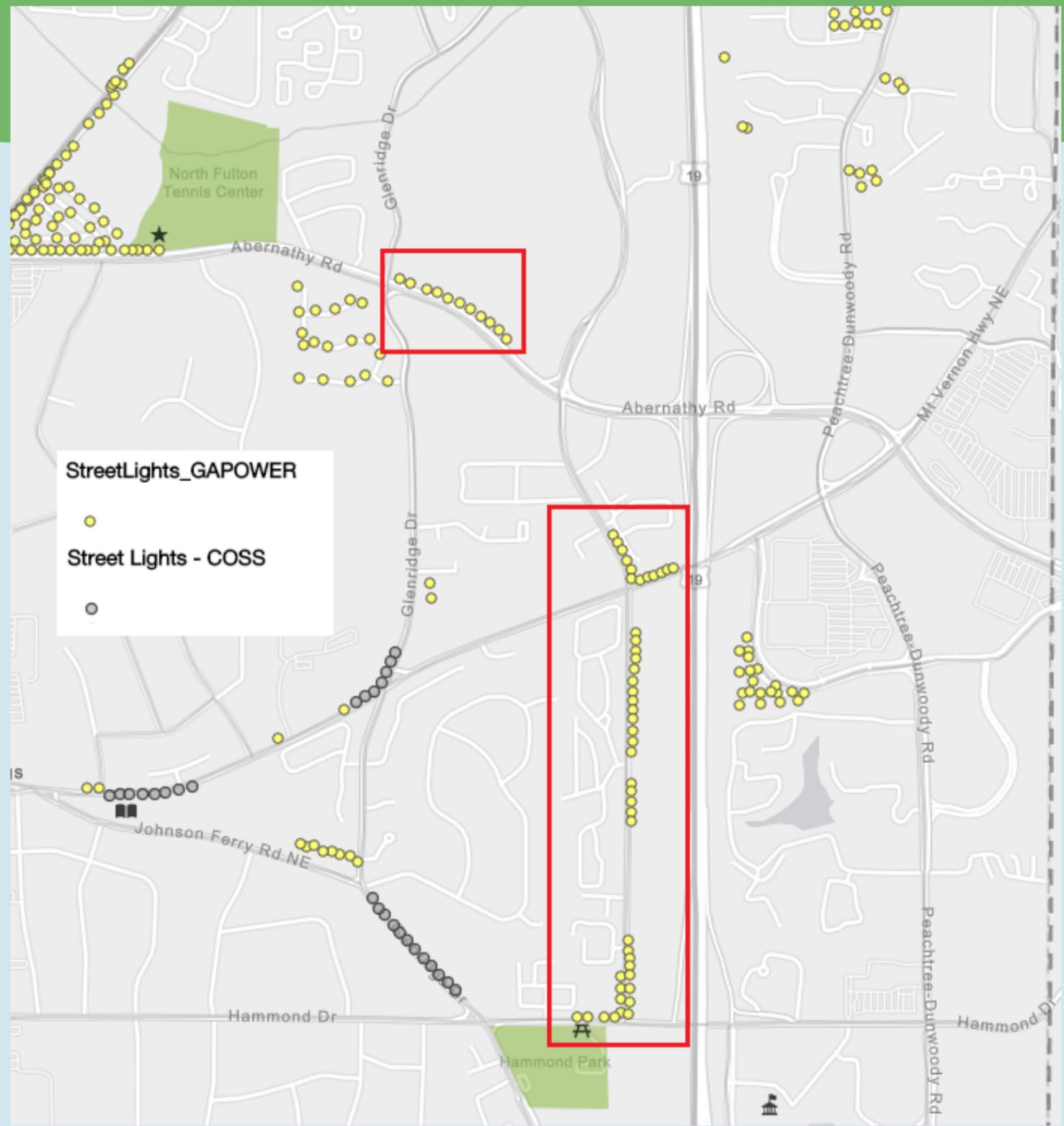
# Times Changed	Price	GA Power Fee	Quantity	Total
Banners x 1	\$28.74	\$50.00	28	\$2,204.72
Banners x 2	\$28.74	\$50.00	28	\$3,009.44
Banners x 3	\$28.74	\$50.00	28	\$3,814.16
Banners x 4	\$28.74	\$50.00	28	\$4,618.88

City Springs Overall Totals

# Times Changed	First Year	Following Years
Banners x 1	\$3,944.56	\$2,664.56
Banners x 2	\$5,209.12	\$3,929.12
Banners x 3	\$6,473.68	\$5,193.68
Banners x 4	\$7,738.24	\$6,458.24

Section 5

Perimeter Center



Pedestrian light poles within the Perimeter Center consist exclusively of 57 GA Power poles along Abernathy Rd (11), Barfield Rd (36), Mt Vernon Highway (6), and Hammond Dr (4). These lights serve the Mercedes-Benz Headquarters, residential areas, and medical/commercial areas, making them prime opportunities for branding and place-making on the western edge of the Perimeter Center.

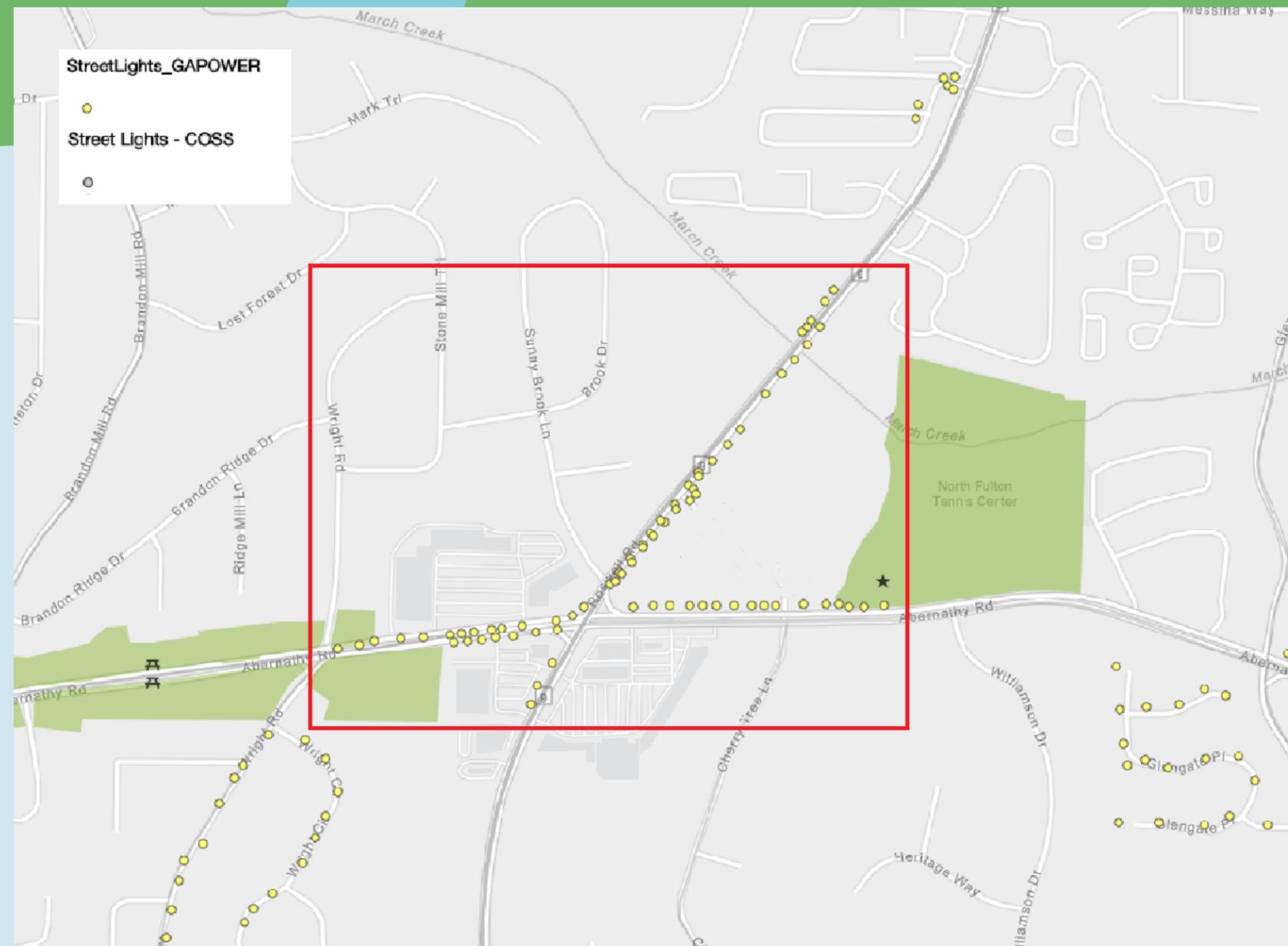
Perimeter Center - GA Power Owned Poles				
# Times Changed	Price	GA Power Fee	Quantity	Total
Banners x 1	\$28.74	\$50.00	57	\$4,488.18
Banners x 2	\$28.74	\$50.00	57	\$6,126.36
Banners x 3	\$28.74	\$50.00	57	\$7,764.54
Banners x 4	\$28.74	\$50.00	57	\$9,402.72

Based on a quote from FastSigns in Sandy Springs. 8/7/17

Section 5

Abernathy Rd & Roswell Rd

The intersection of Abernathy Rd and Roswell Rd hold a plethora of live-work-play opportunities, along with 63 GA Power pedestrian light poles. These 63 poles are indicated as yellow marks within the red box to the right, and are found exclusively along Abernathy Rd and Roswell Rd.



Abernathy Rd & Roswell Rd - GA Power Owned Poles				
# Times Changed	Price	GA Power Fee	Quantity	Total
Banners x 1	\$28.74	\$50.00	63	\$4,960.62
Banners x 2	\$28.74	\$50.00	63	\$6,771.24
Banners x 3	\$28.74	\$50.00	63	\$8,581.86
Banners x 4	\$28.74	\$50.00	63	\$10,392.48

Section 6

Peripheral Gateways

The Wayfinding Team prioritized gateways based on their departmental opinion of which peripheral gateways were most in need of branding and signage. Out of 8 team members, 5 replied with their preferences. Those scores were averaged into primary, secondary, tertiary, and N/A categories (right). These scores were compared against what the street typology for each gateway is listed as in The Next 10 to create a prioritized list of gateways for implementation purposes.

Peripheral Gateways	Team's Priority	Next Ten Street Typology
Holcomb Bridge Rd @ Spalding Dr	1	1 Network Destination
Roswell Rd (North)	1	1 Network Destination
Perimeter Center W	1	1 Network Destination
Hammond Dr	1	1 Network Destination
Johnson Ferry Rd NE (East)	1	1 Network Destination
Johnson Ferry Rd NW (West)	1	2 Network Residential
Roswell Rd NE (South)	1	2 Network Residential
Mt. Vernon Hwy NE @ Perimeter Center	1	3 Low-stress Residential
Peachtree Dunwoody Rd	1	3 Low-stress Residential
Central Pkwy (Crestline Pkwy)	1	N/A
Powers Ferry Rd NW	1	N/A
Spalding Dr & Dunwoody Rd Triangle	2	3 Low-stress Residential
Windsor Pkwy NE	2	3 Low-stress Residential
Spalding Dr @ Pitts Rd	2	3 Low-stress Residential
Winter's Chapel	2	N/A
Mt. Vernon Rd @ Dunwoody Club Dr	3	3 Low-stress Residential
Mount Paran Rd	3	3 Low-stress Residential
Lake Forrest Dr NE	3	3 Low-stress Residential
Lake Hearn Dr NE	3	N/A
Garmon Rd NW	N/A	3 Low-stress Residential
Jett Ferry Rd	N/A	N/A
Roberts Dr	N/A	N/A

Section 6

Internal Gateways

As with peripheral gateways, the 5 out of 8 team members responded prioritizing internal gateways. Again, these scores were averaged into three ranking categories. The Next Ten does not address internal gateways, as the streets they are associated with are not owned by Sandy Springs. Internal gateways experience more traffic than peripheral gateways, and hence have more branding potential, but land ownership will severely limit gateway signage placement. Signs may need to be placed many yards away from exits, where Sandy Springs and Public Works own right-of-way. Closer evaluation of available positions should be done with GIS and Public Works.

Internal Gateways	Team's Priority
I-285 Northside Dr Exit (Westbound)	1
I-285 Northside Dr Exit (Eastbound)	1
I-285 Riverside Dr NW (Eastbound)	1
I-285 Roswell Rd (Westbound)	1
I-285 Roswell Rd (Eastbound)	1
I-285 Peachtree Dunwoody Rd (Westbound)	1
G400 Abernathy Rd (Northbound)	1
G400 Abernathy Rd (Southbound)	1
G400 Northridge Rd (Northbound)	1
G400 Northridge Rd (Southbound)	1
I-285 Riverside Dr NW (Westbound)	2
G400 Glenridge Connector (Northbound)	2
G400 Glenridge Connector (Southbound)	2
I-285 Glenridge Connector (Eastbound)	3

Next Steps

- . Include Wayfinding in FY19 Budget**
- . Use in-house staff to prepare preliminary designs**
- . Engage designer to finalize designs, locations, & messaging**
- . Prioritize**
- . Bid and Construct**