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**CITY COUNCIL AGENDA ITEM**

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**TO:** Mayor & City Council

**DATE:** June 11, 2014

**FROM:** John McDonough, City Manager

**AGENDA ITEM:** Presentation on City Center Gateway Beautification Project

**MEETING DATE:** For Submission onto the June 17, 2014, City Council Work Session Agenda

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*BACKGROUND INFORMATION: (Attach additional pages if necessary)*

See attached:

Presentation

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APPROVAL BY CITY MANAGER:     JFM     APPROVED

PLACED ON AGENDA FOR:     6/17/2014    

CITY ATTORNEY APPROVAL REQUIRED: (  ) YES (  ) NO

CITY ATTORNEY APPROVAL:     [Signature]    

REMARKS:

# ROSWELL Road & I 285 City Center Gateway Progress Report



# Background

Roswell & I-285 the major front door to city

Make positive statement about Sandy Springs

Extend city brand key elements:

- One Big Idea. One Better City.
- Best of Modern Southern Living

First element of larger city sign system





**SANDY SPRINGS**  
GEORGIA



First phase plantings complete &  
ornamental grasses to be planted in Fall







Prototype panel in place

# Field Test Observations

- Scale
  - Examine increasing rail height
  - Reconsider design over parapet
- Legibility
  - Ensure colors are visible
  - Increase brightness of lighting
- Brand
  - Integrate City name into design

# Scale

- Design Considerations
  - Increase impression without overpowering



Rendering of current bridge prototype



Prototype with cladding



Prototype with parapet cladding



3' height increase with parapet cladding

Consensus of Design Team – Too large



Rendering of prototype with parapet cladding

Consensus of Design Team – Appropriate

# Legibility

- Design Considerations
  - Balance readability without being heavy-handed
  - Brighter, even lighting within GDOT standards

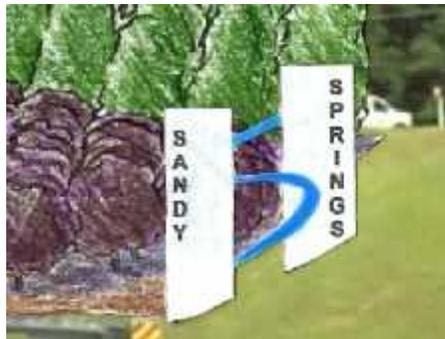


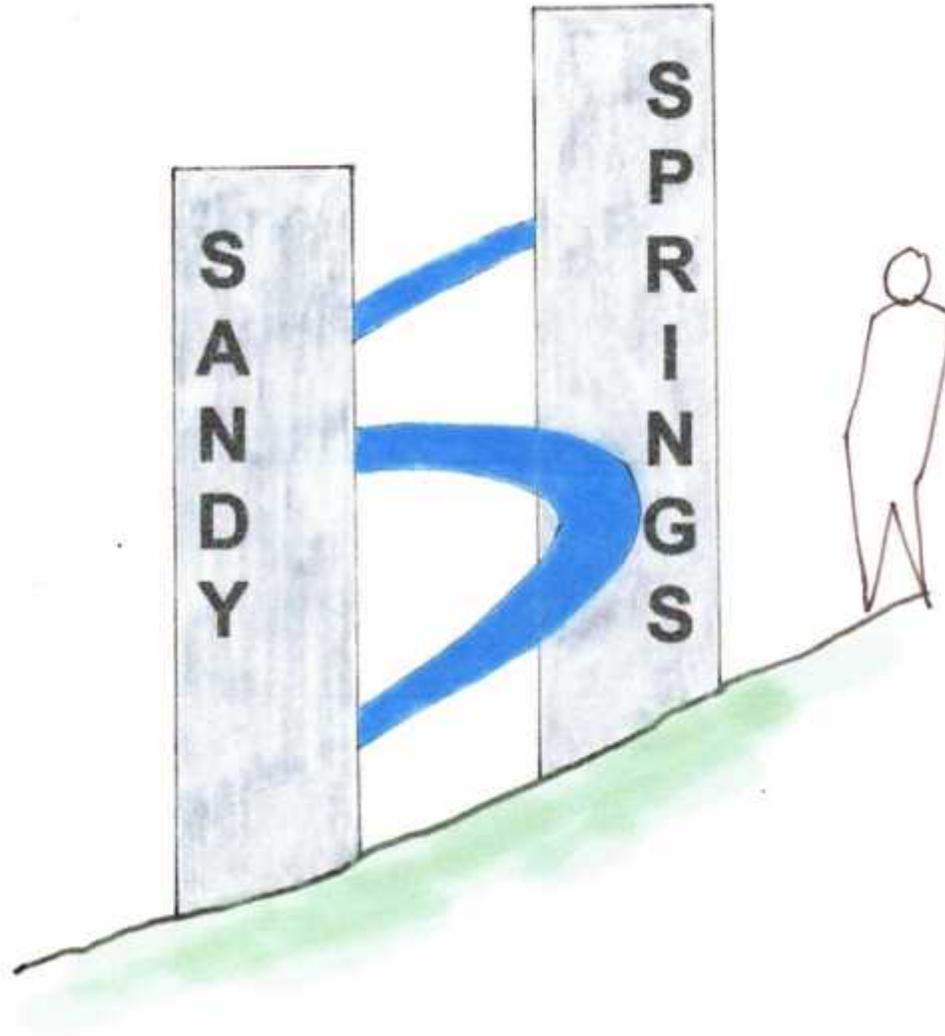
Increase legibility by making solid color-bands &  
further explore appropriate fixtures for more even lighting

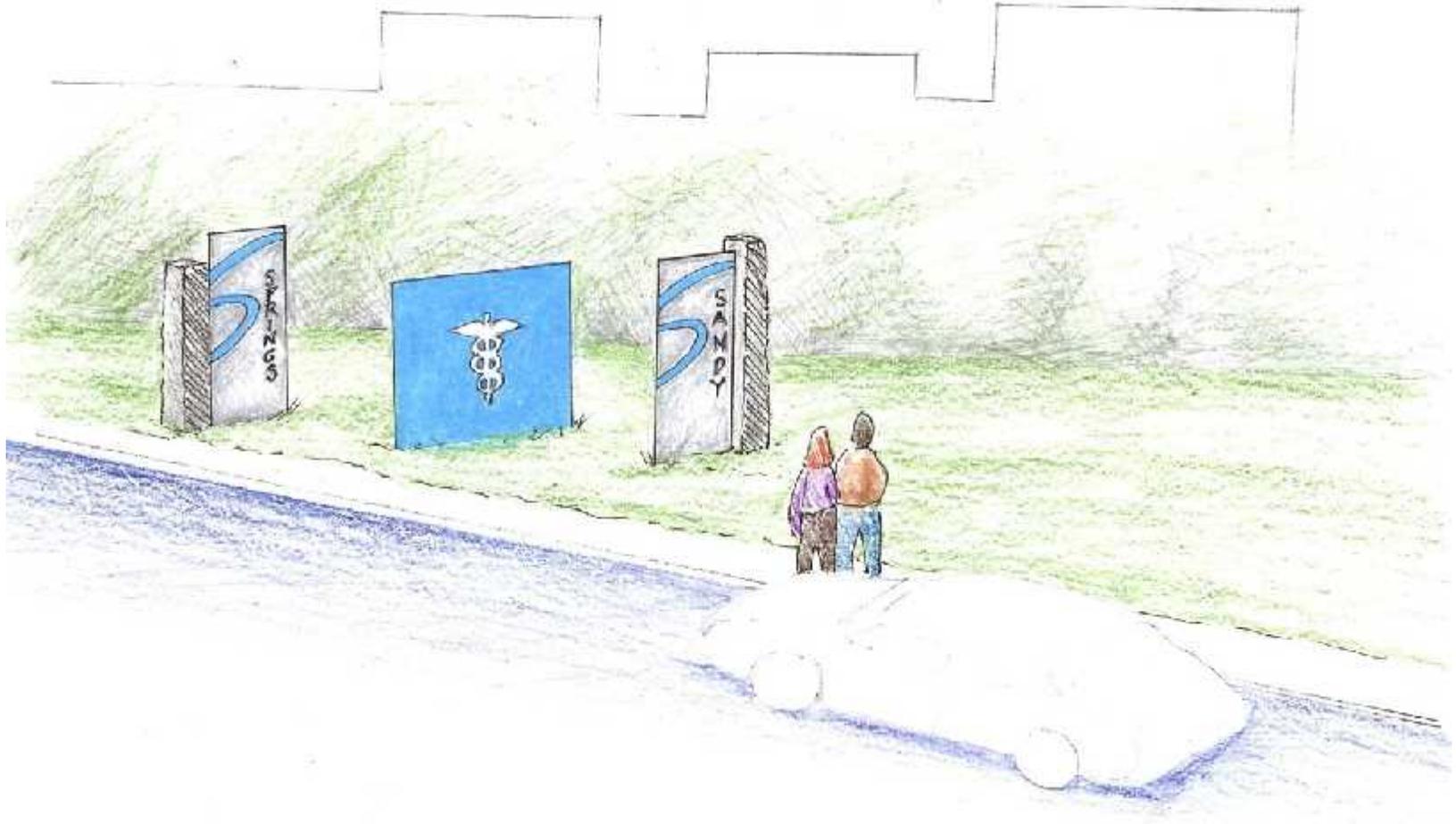
# Brand

- Design Considerations
  - Original goal: whole intersection recalls logo
  - Modern southern elegance
  - Integrate city name









Opportunities to incorporate into larger City sign system



# Actions

- Second prototype panels under fabrication
- Further refine lighting within GDOT standards
- Further develop cladding details for GDOT approval

# Sandy Springs



[sandyspringsga.gov](http://sandyspringsga.gov)



# Thank you