SANDY SPRINGS
GEORGIA

CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council **DATE:** April 5, 2013

FROM: John McDonough, City Manager

AGENDA ITEM: Roswell Road/I-285 Gateway Presentation

MEETING DATE: For Submission onto the April 16, 2013, City Council Work Session Meeting Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

APPROVAL BY CITY MANAGER: JTM *APPROVED*

PLACED ON AGENDA FOR: 4/16/2013

CITY ATTORNEY APPROVAL REQUIRED: (✓) *YES* ( ) *NO*

CITY ATTORNEY APPROVAL: SM

REMARKS:

Roswell Road & I-285
City Center Gateway

Key Project Elements

Roswell & I-285 major gateway to city

Opportunity to make positive statement

First element of larger city sign system

Sign system to complement city branding

Gateways

Each Gateway: Unique Place

- Opportunity to tell story of place

Whole Greater than the Sum of its Parts

- Gateways together tell larger story

Design Approach

City Seal

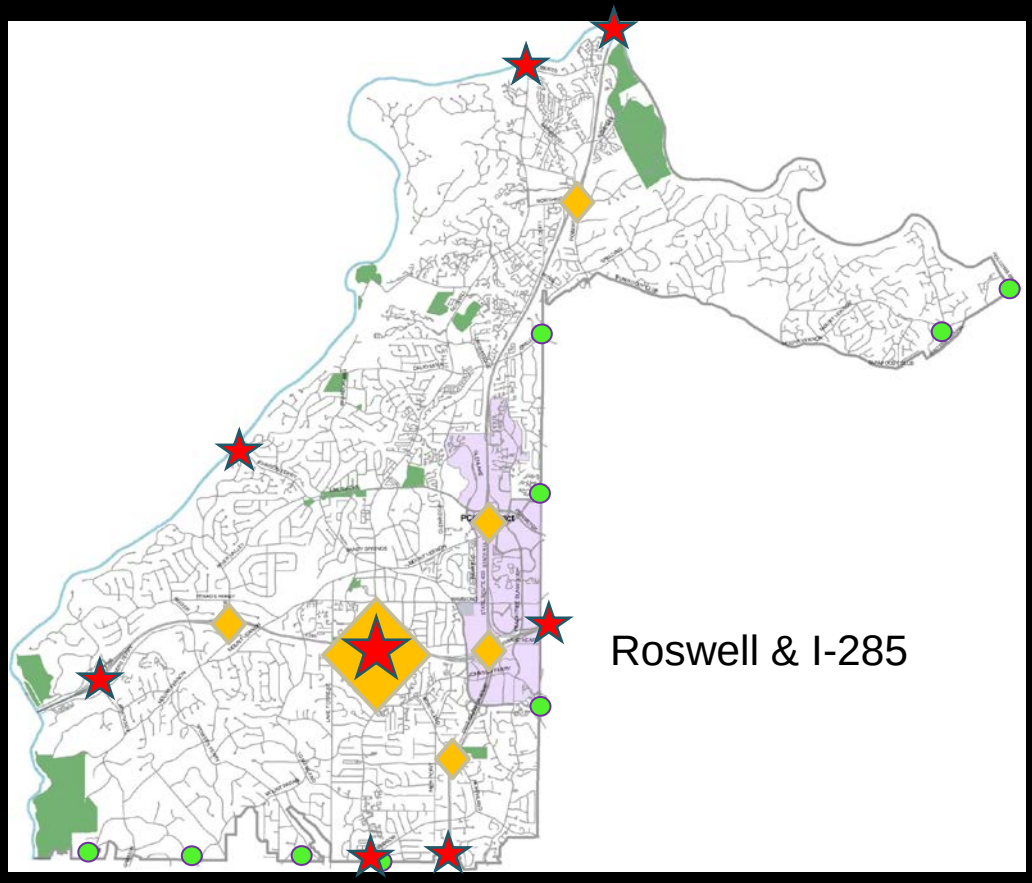
- Honest, Efficient and Responsive
- Tells story of land, forest and waterways

One Big Idea. One Better City

- Communicate ‘innovative’
- Strong and memorable materials

Modern Southern Living

- Balance: country and sophisticated



Proposed Gateways

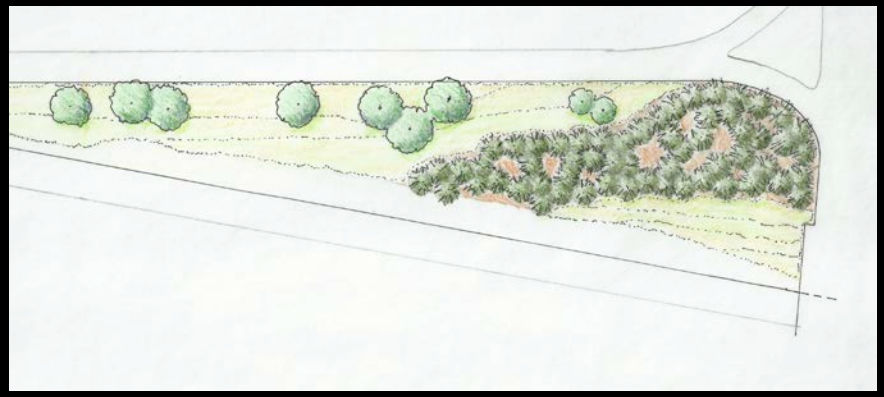
- Gateway Branding (City Limits)
- Gateway Landscaping
- Existing markers – to improve

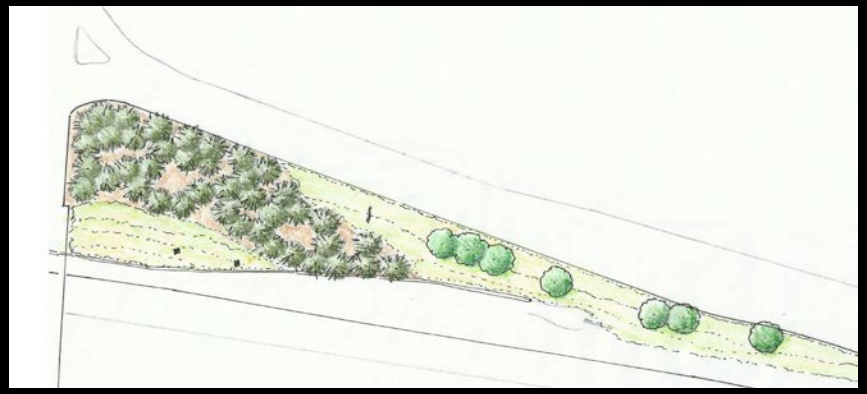
Roswell Road and I-285

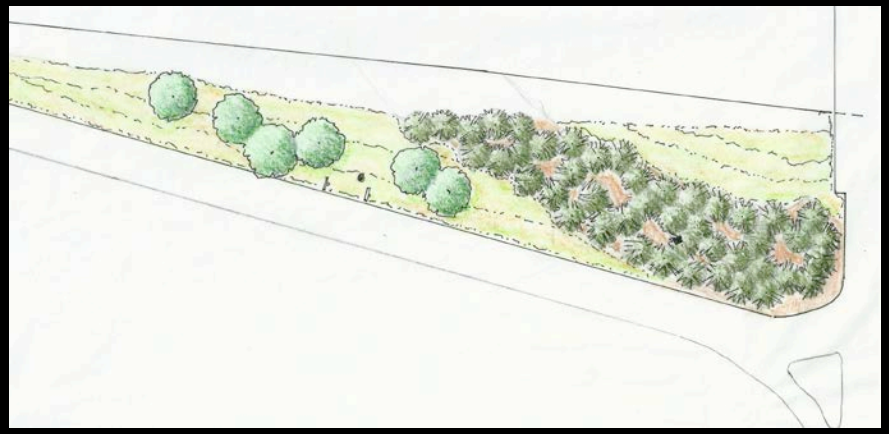
Hills key landform

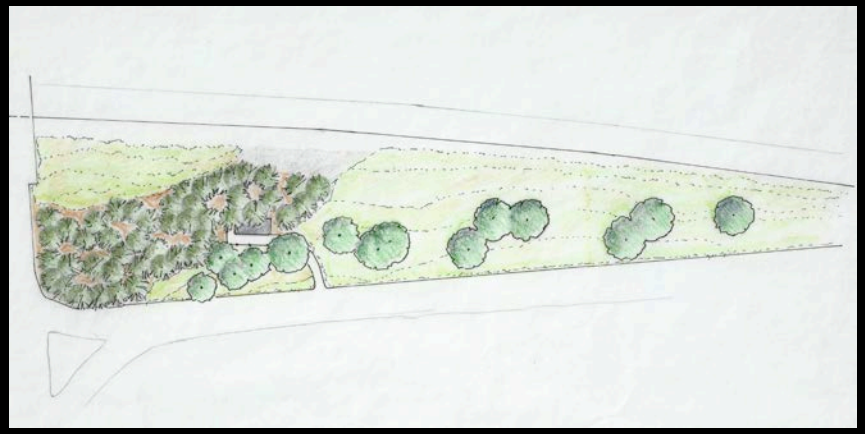
City's historic Main Street built for easy travel on north-south ridge

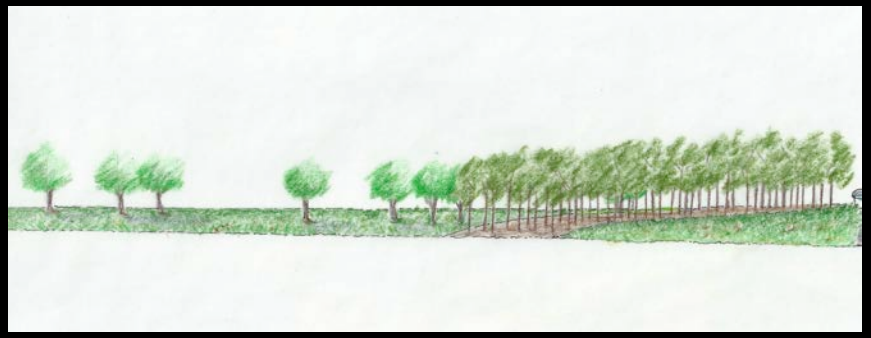
East-West I-285 bisects historic ridge

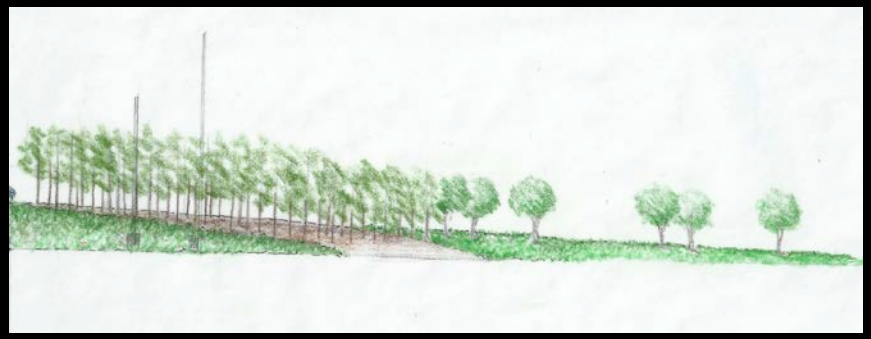


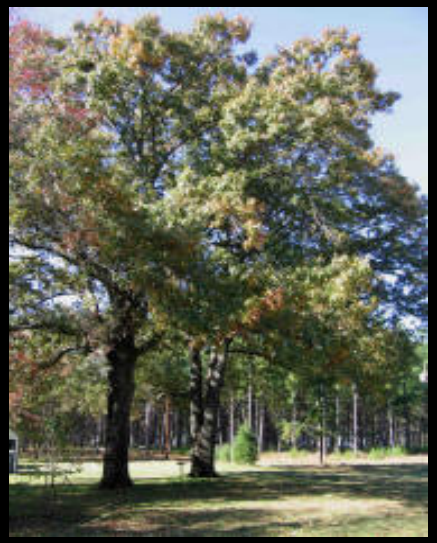


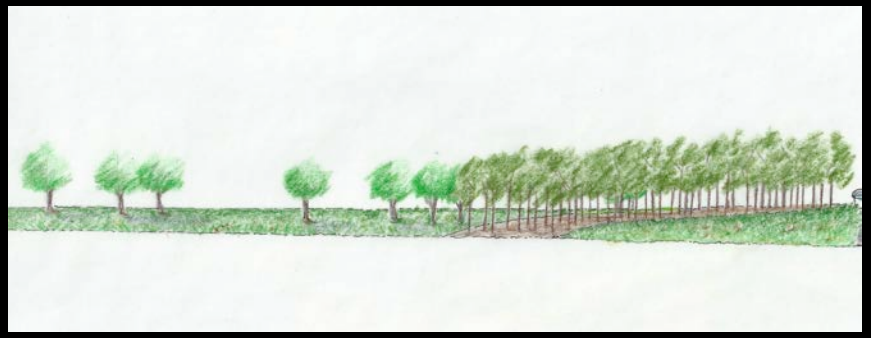


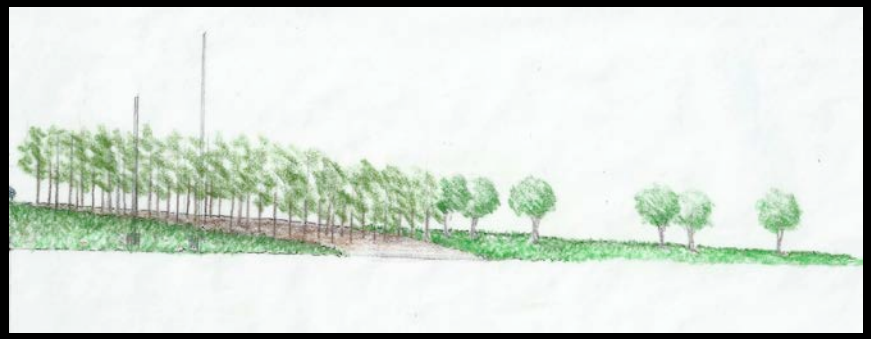


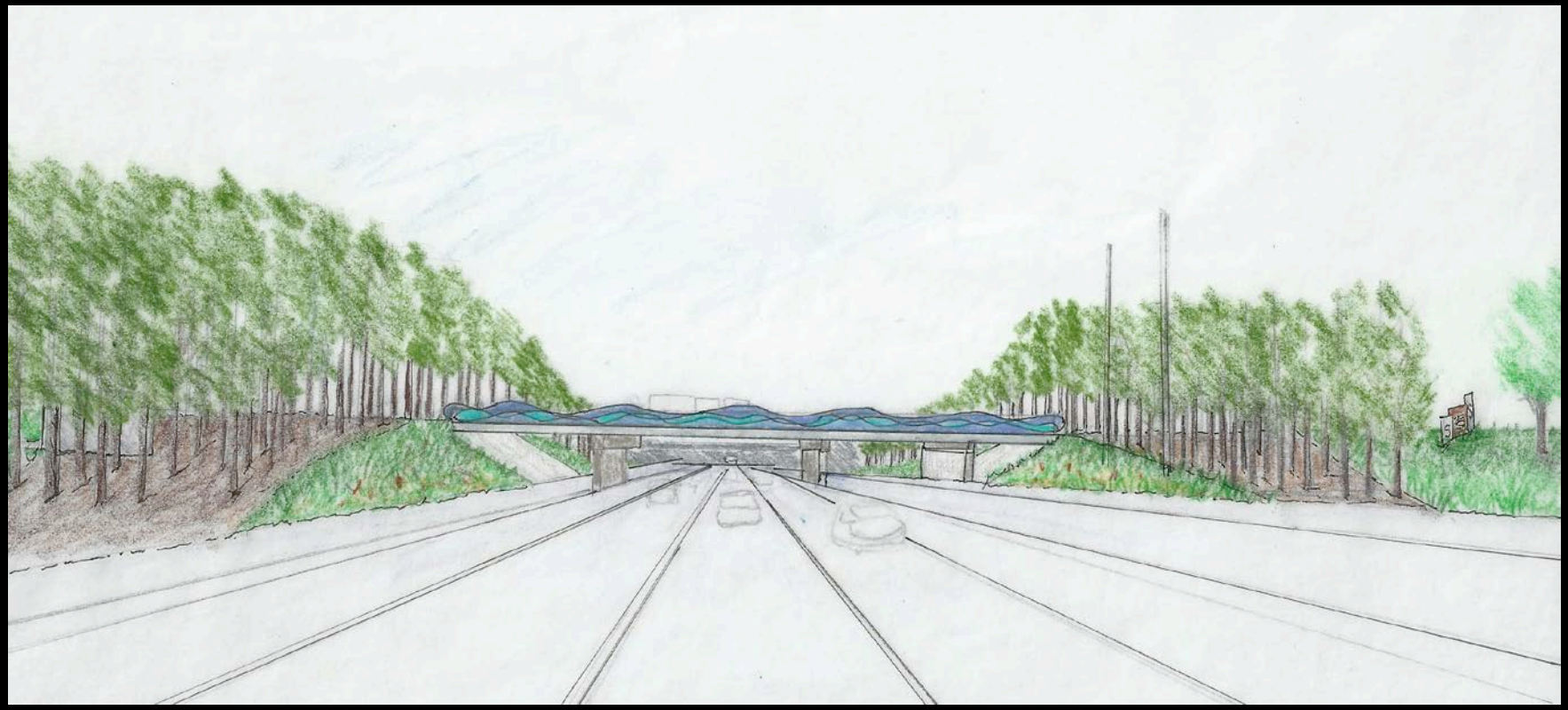












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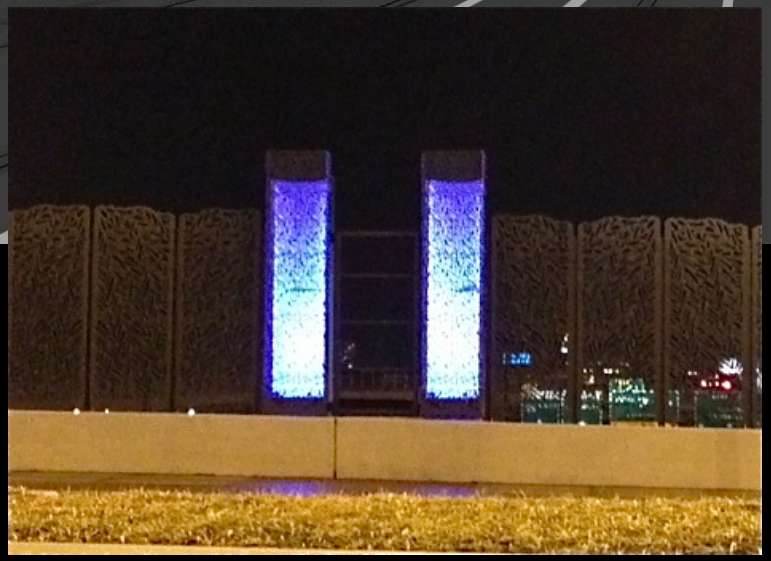
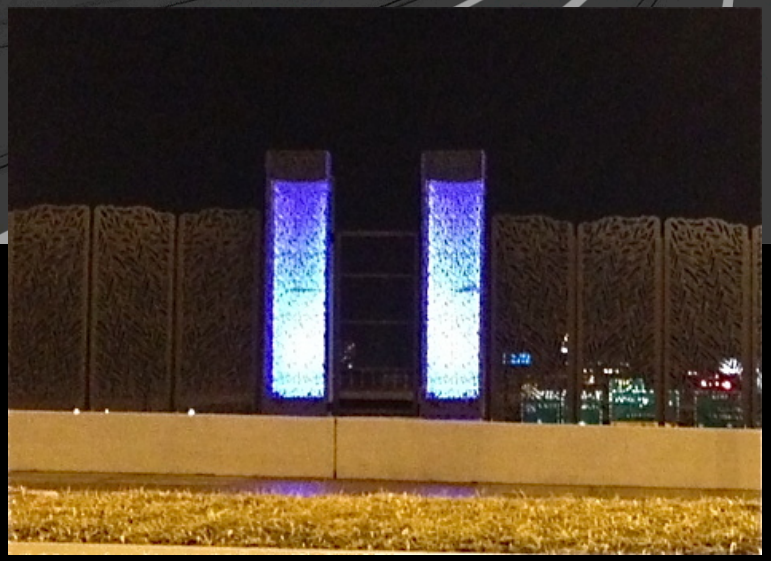
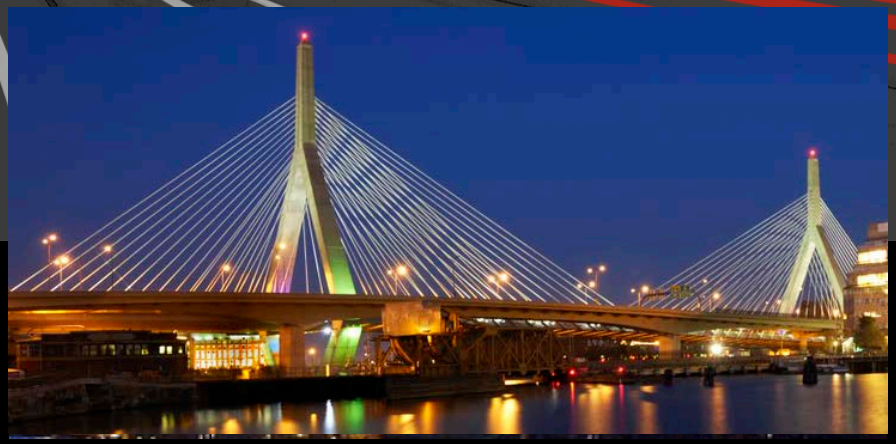
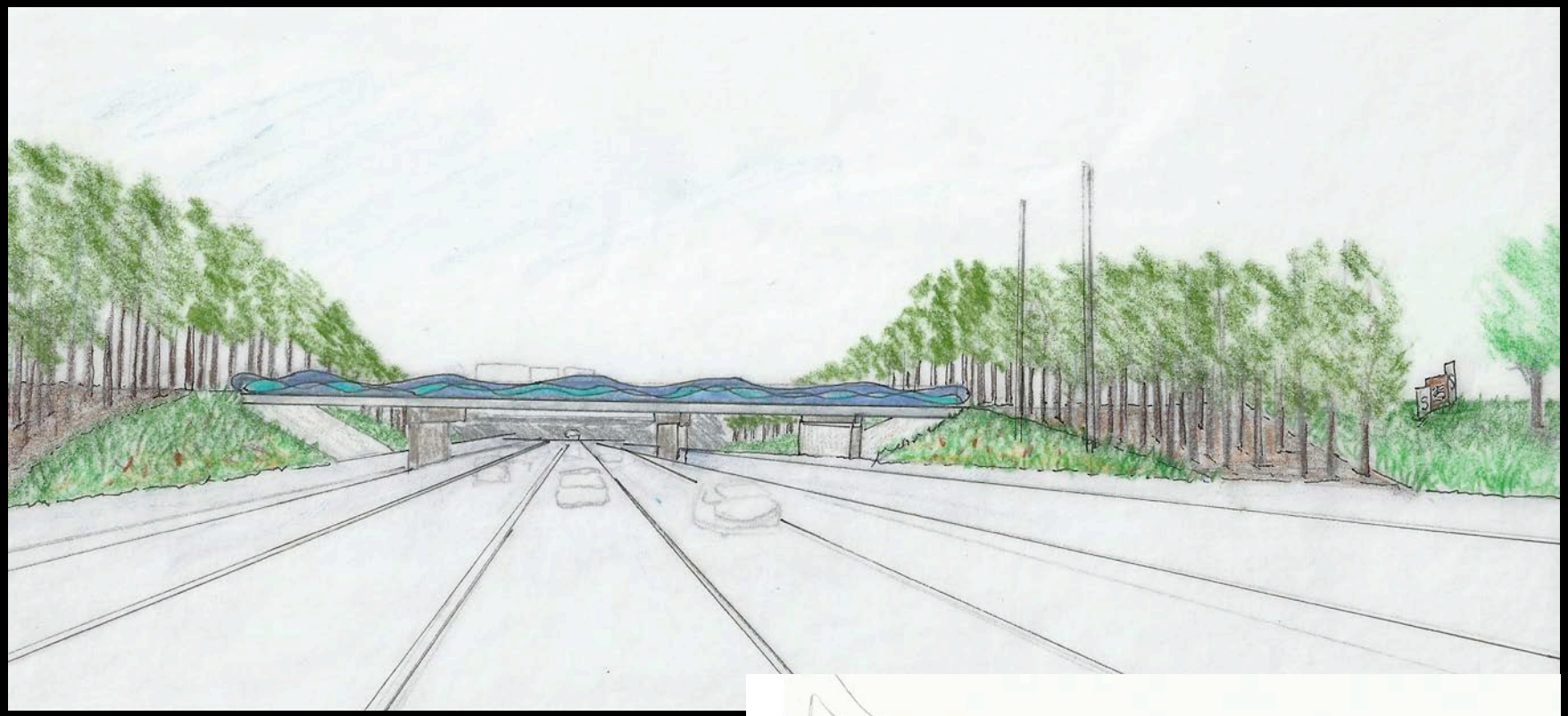




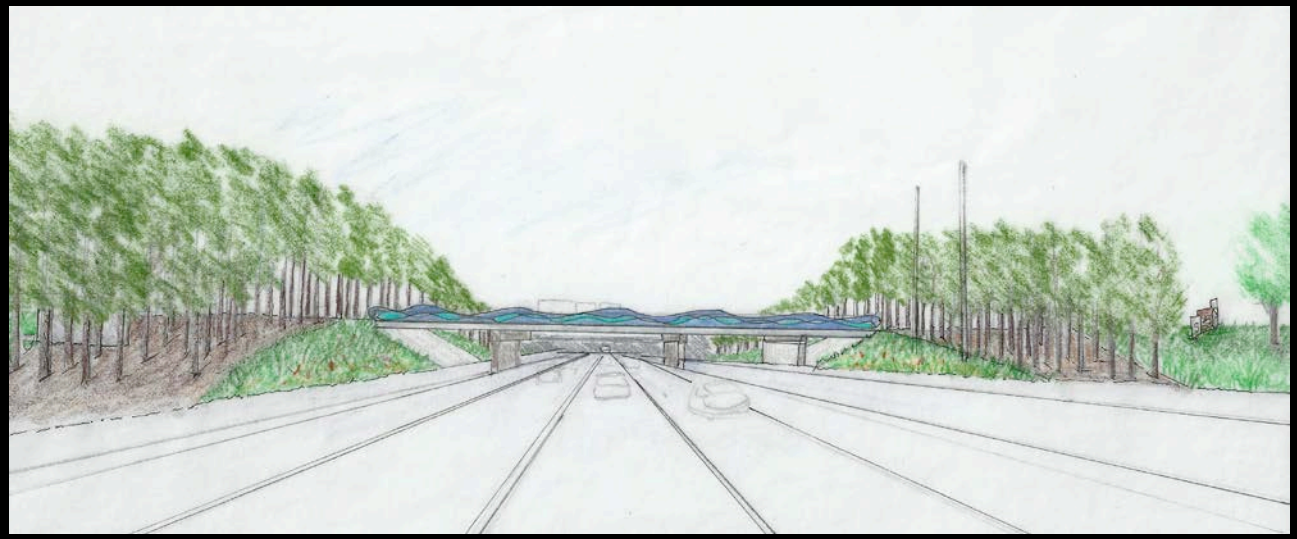




Vertical elements

- 42’ from interstate clear zone
- 14’ from ramp & Roswell Rd
- Maintains site lines
- Design with utilities

Sandy Springs
Roswell Gateway



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Thank you