



4800 Ashford Dunwoody Road
Dunwoody, Georgia 30338
dunwoodyga.gov | 678.382.6700

MEMORANDUM

To: Mayor and City Council

From: Michael Smith, Public Works Director

Date: October 14, 2025

Subject: **Approval of a Contract with Big Apple Services for Traffic Sign Replacement**

ACTION

Authorize the Mayor, City Manager, or designee to execute all documents necessary and proper for a contract with Big Apples Services not to exceed \$300,000 to replace traffic signs.

SUMMARY

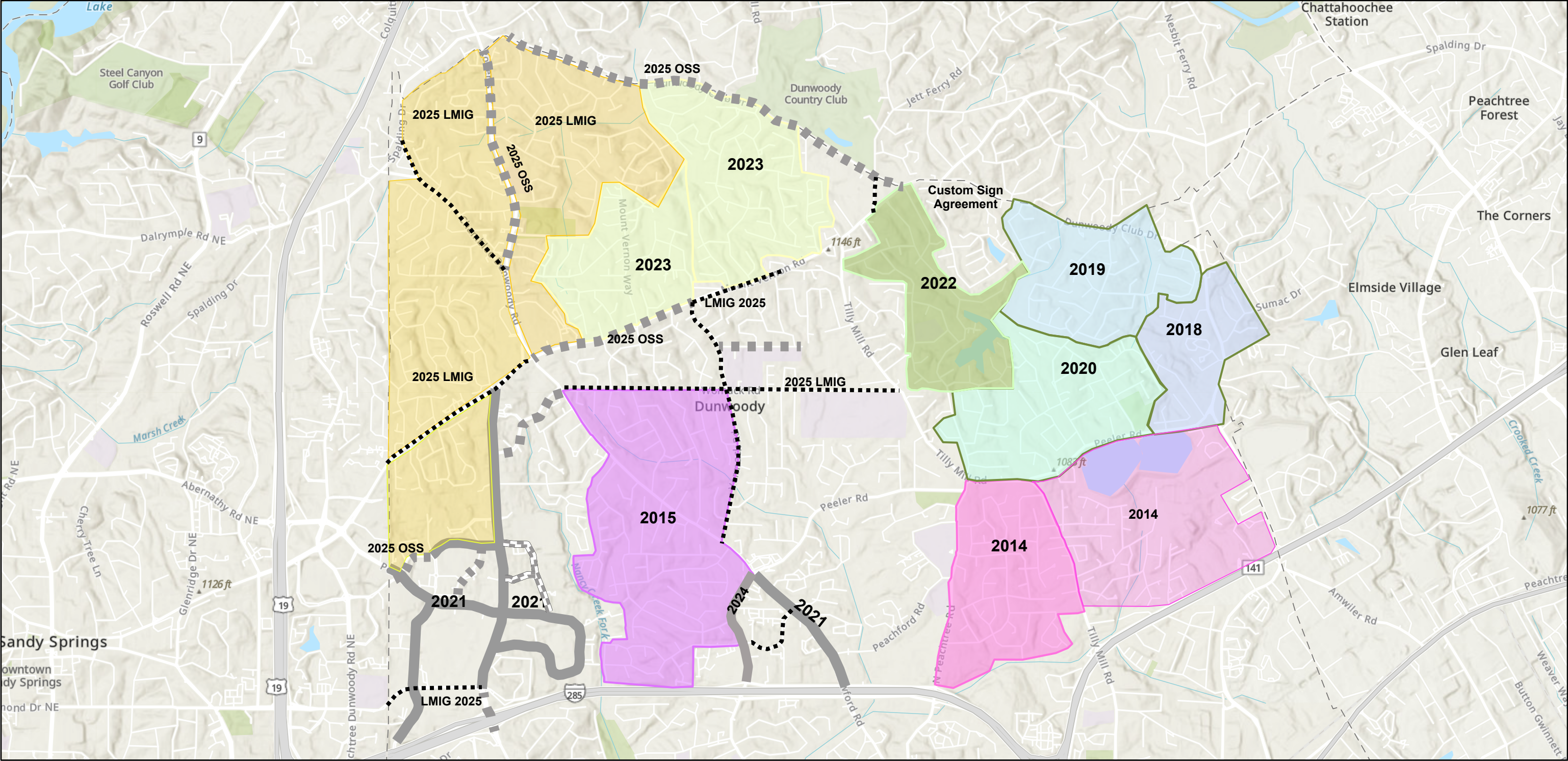
Traffic signs require periodic replacement to maintain visibility at night. This year the city is planning a larger sign replacement project using \$200,000 of supplemental Local Maintenance & Improvement Grant (LMIG) provided by the state. In previous years Public Works has completed smaller sign replacements utilizing the city's on-call sign and signal maintenance contractor. For the large replacement planned this year, Public Works has determined that it would be more advantageous to establish a unit-price contract specifically for bulk sign replacement. The City of Brookhaven advertised a competitive bid for sign replacement and awarded a contract to Big Apple Services, Inc. in October of 2024. The contract provides unit prices for installation of each type of sign and Big Apple, who has also installed signs for Dunwoody, has agreed to provide the same unit prices for Dunwoody.

Dunwoody's purchasing policy allows for direct negotiation with a vendor that has a contract with any public entity provided that the vendor offers prices to Dunwoody that are no less favorable than those set forth in such contract. The proposed contract between Big Apple and Dunwoody would be for one year using Year 2 unit prices in the Brookhaven bid with a not to exceed amount of \$300,000. The funding would consist of \$200,000 from LMIG funds for sign replacements in 2025 and \$100,000 from the 2026 Public Works road repairs and maintenance account in the General Fund budget for 2026 sign replacements. A map is attached of areas of previous sign replacement and the streets and neighborhoods proposed for the 2025 replacement.

RECOMMENDED ACTION

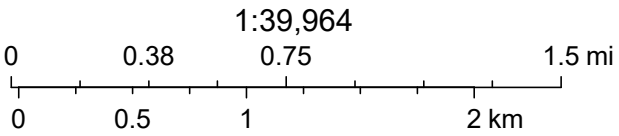
Authorize the Mayor, City Manager, or designee to execute all documents necessary and proper for a contract with Big Apples Services not to exceed \$300,000 to replace traffic signs.

Sign Replacement Program

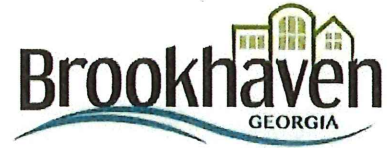


10/8/2025

World_Hillshade



Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community



Invitation to Bid, No. 24-009

Citywide MUTCD Sign Replacement Program

Date: **June 14, 2024**

Optional Pre-Bid Conference

Friday, June 21, 2024, at 11:00 a.m. EST.

**City Hall- 4362 Peachtree Rd
Brookhaven, GA. 30319**

PROPOSAL DUE DATE:

Monday, July 15, 2024, at 4:00 p.m. EST.

Bids shall only be accepted online through the Bonfire Portal at:

<https://brookhavenga.bonfirehub.com/projects/view/143400>

Any bid submitted in any other format (email, paper, fax, mail, etc.) will not be accepted.

Instructions to Offerors:

1. All communications regarding this solicitation must be with the Purchasing Manager, Purina Alexander, purina.alexander@brookhavenga.gov.
2. All questions or requests for clarification must be sent via Bonfire under Message - Opportunity Q&A: <https://brookhavenga.bonfirehub.com/projects/view/143400>. Questions are due no later than **Friday, June 28, 2024, at 4:00 p.m. EST**. Questions received after this date and time may not be answered.
3. Questions and clarifications will be answered in the form of an addendum. Any addenda, schedule changes, and other important information regarding the solicitation related to this solicitation will be posted on Bonfire website. <https://brookhavenga.bonfirehub.com/projects/view/143400> and it is the Offeror's responsibility to check the Bonfire portal for any addendum or other communications related to this solicitation.
4. The City of Brookhaven reserves the right to reject all bids and to waive technicalities and informalities, and to make award in the best interest of the City of Brookhaven.
5. The City of Brookhaven is not responsible for any technical difficulties. It is highly recommended that all potential contractors submit their quotes prior to the due date of this solicitation.

ADOPTED UNIT PRICE LIST
ITB 24-009 - Citywide MUTCD Sign Replacement Program

| Pay Item | Sign Code | Description | | Unit | Unit Price | Extended Price |
|---------------------|-----------|---|-------|------|------------|----------------|
| Custom Signs | | | | | | |
| 1 | D3-1 | Street Name Signs - Ground Mounted Signs | 1,181 | EA | \$125.00 | \$147,625.00 |
| 2 | D3-1 | Street Name Signs - Installation Overhead Traffic Signal Signs ^{1&2} | | | | |
| 3 | -- | Other Custom Signs | 50 | EA | \$216.00 | \$10,800.00 |
| Other Signs | | | | | | |
| 4 | EM-3 | Traffic Regulation Post | | EA | \$215.00 | \$0.00 |
| 5 | D1-1 | 1 Destination and Arrow | | EA | \$160.00 | \$0.00 |
| 6 | D11-1 | Bike Route | | EA | \$175.00 | \$0.00 |
| 7 | D1-2 | 2 Destinations and Arrows | | EA | \$140.00 | \$0.00 |
| 8 | D9-02 | Hospital | | EA | \$195.00 | \$0.00 |
| 9 | D9-06 | Handicapped | | EA | \$160.00 | \$0.00 |
| 10 | E6-3 | Thru Traffic Pull thru | | EA | | \$0.00 |
| 11 | GI-09D | Historic District | | EA | \$194.00 | \$0.00 |
| 12 | GR7-35 | Parking Restrictions (no parking ANY TIME) | | EA | \$145.00 | \$0.00 |
| 13 | GR7-35 | NO PARKING TOW AWAY ZONE | | EA | \$145.00 | \$0.00 |
| 14 | GR7-44 | 1 HOUR PARKING, ANY TIME (with arrow) | | EA | \$145.00 | \$0.00 |
| 15 | I-20 | Video Surveillance | | EA | \$175.00 | \$0.00 |
| 16 | I-20a | Neighborhood Crime Watch | 2 | EA | \$175.00 | \$350.00 |
| 17 | I-20b | Neighborhood Watch | 14 | EA | \$215.00 | \$3,010.00 |
| 18 | M1-01 | Interstate Route (2 digit) | | EA | \$195.00 | \$0.00 |
| 19 | M1-01a | Interstate Route (2 digit - with state name) | | EA | \$195.00 | \$0.00 |
| 20 | M1-04 | US Numbered Route (2 digit - independent use) | | EA | \$195.00 | \$0.00 |
| 21 | M2-1 | Junction Marker Plaque | | EA | \$158.00 | \$0.00 |
| 22 | M3-1 | North Auxiliary Marker | | EA | \$155.00 | \$0.00 |
| 23 | M3-2 | East Auxiliary Marker | | EA | \$155.00 | \$0.00 |
| 24 | M3-3 | South Auxiliary Marker | | EA | \$155.00 | \$0.00 |
| 25 | M4-05 | To | | EA | \$155.00 | \$0.00 |
| 26 | M4-06 | End | | EA | \$155.00 | \$0.00 |
| 27 | M4-12 | End | | EA | \$155.00 | \$0.00 |
| 28 | M5-2 | (L or R) Advance Diagonal Left (or right) Arrow Auxiliary Marker | | EA | \$158.00 | \$0.00 |
| 29 | M6-1 | (L or R) Left (or right) Arrow Auxiliary Marker | | EA | \$158.00 | \$0.00 |
| 30 | M6-2 | (L or R) Diagonal Right (or left) Arrow Auxiliary Marker | | EA | \$158.00 | \$0.00 |
| 31 | M6-3 | Straight Arrow Auxiliary Marker | | EA | \$175.00 | \$0.00 |
| 32 | M6-4 | Double Arrow Auxiliary Marker | | EA | \$160.00 | \$0.00 |
| 33 | M7-1 | Left (or right) Arrow Auxiliary Marker (bicycle) | | EA | \$175.00 | \$0.00 |
| 34 | OM1-3 | Type 1 Object Road Traffic Marker (Yellow) | 13 | EA | \$160.00 | \$2,080.00 |
| 35 | OM3L | Type 3 Object Road Traffic Marker (Black on Yellow) Angle Left | 31 | EA | \$175.00 | \$5,425.00 |
| 36 | OM3R | Type 3 Object Road Traffic Marker (Black on Yellow) Angle Right | 34 | EA | \$175.00 | \$5,950.00 |
| 37 | OM4-1 | Type 4 Object Road Traffic Marker (Red on Red, End of Roadway) | 1 | EA | \$160.00 | \$160.00 |
| 38 | OM4-2 | Type 4 Object Road Traffic Marker (Red on Black, End of | 6 | EA | \$160.00 | \$960.00 |
| 39 | OM4-3 | Type 4 Object Road Traffic Marker (Red End of Roadway) | 8 | EA | \$160.00 | \$1,280.00 |
| 40 | P-020-1 | Yield | 1 | EA | \$210.00 | \$210.00 |
| 41 | R10-03b | Pedestrian Signs and Plaques | 63 | EA | \$129.00 | \$8,127.00 |
| 42 | R10-04b | Push Button For (Cross Walk) | 3 | EA | \$129.00 | \$387.00 |
| 43 | R10-07 | Do Not Block Intersection | 13 | EA | \$215.00 | \$2,795.00 |
| 44 | R10-25 | Push Button To Turn On Warning Lights | 1 | EA | \$129.00 | \$129.00 |
| 45 | R1-1 | Stop | 688 | EA | \$213.00 | \$146,544.00 |
| 46 | R1-2 | Yield | 33 | EA | \$210.00 | \$6,930.00 |
| 47 | R12-1 | Weight Limit XX Tons | 4 | EA | \$215.00 | \$860.00 |
| 48 | R12-5 | Weight Limit (symbol sign) | 2 | EA | \$235.00 | \$470.00 |
| 49 | R1-3A | 3Way Supplemental Plaque | 3 | EA | \$129.00 | \$387.00 |
| 50 | R1-4 | All Way Supplemental Plaque | 135 | EA | \$129.00 | \$17,415.00 |

ADOPTED UNIT PRICE LIST
ITB 24-009 - Citywide MUTCD Sign Replacement Program

| Pay Item | Sign Code | Description | | Unit | Unit Price | Extended Price |
|----------|-----------|--|-----|------|------------|----------------|
| 51 | R1-5S | STOP HERE TO PEDESTRIANS | 13 | EA | \$295.00 | \$3,835.00 |
| 52 | R1-6a | STOP FOR PEDESTRIANS | 8 | EA | \$175.00 | \$1,400.00 |
| 53 | R2-1(15) | Speed Limit 15 | | EA | \$215.00 | \$0.00 |
| 54 | R2-1(25) | Speed Limit 25 | 642 | EA | \$215.00 | \$138,030.00 |
| 55 | R2-1(30) | Speed Limit 30 | 25 | EA | \$215.00 | \$5,375.00 |
| 56 | R2-1(35) | Speed Limit 35 | 44 | EA | \$215.00 | \$9,460.00 |
| 57 | R2-1(40) | Speed Limit 40 | 24 | EA | \$215.00 | \$5,160.00 |
| 58 | R2-1(45) | Speed Limit 45 | 3 | EA | \$215.00 | \$645.00 |
| 59 | R2-5a | Reduced Speed Ahead | 4 | EA | \$215.00 | \$860.00 |
| 60 | R2-5b25 | Reduced Speed Ahead (25) | 3 | EA | \$215.00 | \$645.00 |
| 61 | R26 | NO PARKING ANY TIME | 1 | EA | \$145.00 | \$145.00 |
| 62 | R3-01 | No Right Turn | 10 | EA | \$195.00 | \$1,950.00 |
| 63 | R3-02 | No Left Turn | 25 | EA | \$195.00 | \$4,875.00 |
| 64 | R3-03 | NO TURNS | 1 | EA | \$195.00 | \$195.00 |
| 65 | R3-04 | No U-Turn | | EA | \$195.00 | \$0.00 |
| 66 | R3-05L | Mandatory Movement Lane Control | 11 | EA | \$265.00 | \$2,915.00 |
| 67 | R3-05R | Mandatory Movement Lane Control | 5 | EA | \$265.00 | \$1,325.00 |
| 68 | R3-05S | Mandatory Movement Lane Control | 2 | EA | \$265.00 | \$530.00 |
| 69 | R3-06L | Optional Movement Lane Control | 1 | EA | \$265.00 | \$265.00 |
| 70 | R3-07L | Left Lane Must Turn Left | 4 | EA | \$240.00 | \$960.00 |
| 71 | R3-07R | Right Lane Must Turn Right | 17 | EA | \$240.00 | \$4,080.00 |
| 72 | R3-09b | Two-Way Left Turn Only (CENTER LANE) | 2 | EA | \$235.00 | \$470.00 |
| 73 | R3-16 | Bicycle Lane Ahead | 2 | EA | \$215.00 | \$430.00 |
| 74 | R3-16a | Bicycle Lane Ends | 2 | EA | \$215.00 | \$430.00 |
| 75 | R3-16b | Bicycle Lane Ahead with diamond | 1 | EA | \$215.00 | \$215.00 |
| 76 | R3-17 | Bike Lane | 32 | EA | \$175.00 | \$5,600.00 |
| 77 | R3-17aP | ENDS | 4 | EA | \$141.00 | \$564.00 |
| 78 | R3-17b | Right Lane Bicycles Only | 6 | EA | \$215.00 | \$1,290.00 |
| 79 | R4-03 | Slower Traffic Keep Right | | EA | \$215.00 | \$0.00 |
| 80 | R4-04 | Begin Right Turn Lane Yield to Bikes | 7 | EA | \$265.00 | \$1,855.00 |
| 81 | R4-07 | Symbol | | EA | \$215.00 | \$0.00 |
| 82 | R4-07a | Text | | EA | \$215.00 | \$0.00 |
| 83 | R5-01 | Do Not Enter | 42 | EA | \$240.00 | \$10,080.00 |
| 84 | R5-01a | Wrong Way | 7 | EA | \$190.00 | \$1,330.00 |
| 85 | R5-02 | No Trucks | 31 | EA | \$195.00 | \$6,045.00 |
| 86 | R5-07 | No Non-Motorized Traffic | 1 | EA | \$215.00 | \$215.00 |
| 87 | R6-1L | One Way Left | 5 | EA | \$175.00 | \$875.00 |
| 88 | R6-1R | One Way Right | 3 | EA | \$175.00 | \$525.00 |
| 89 | R6-2 | (L or R) One Way | 14 | EA | \$215.00 | \$3,010.00 |
| 90 | R6-2R | One Way Right | 9 | EA | \$215.00 | \$1,935.00 |
| 91 | R7-01 | Parking Restrictions (no parking ANY TIME) | 49 | EA | \$145.00 | \$7,105.00 |
| 92 | R7-01C | NO PARKING THIS BLOCK | | EA | \$145.00 | \$0.00 |
| 93 | R7-02 | Parking Restrictions(x:xxPM TO x:xxAM) | 15 | EA | \$145.00 | \$2,175.00 |
| 94 | R7-02A | (No Parking Symbol) XX.XX A.M. TO XX.XX P.M. | 19 | EA | \$145.00 | \$2,755.00 |
| 95 | R7-02b | No Parking this side of street | 11 | EA | \$145.00 | \$1,595.00 |
| 96 | R7-04 | NO STANDING ANY TIME | | EA | \$145.00 | \$0.00 |
| 97 | R7-04B | NO STOPPING OR STANDING WITH TIME | | EA | \$145.00 | \$0.00 |
| 98 | R7-06E | NO PARKING TOW AWAY ZONE | | EA | \$145.00 | \$0.00 |
| 99 | R7-201a | Tow Away Zone Plaque | | EA | \$130.00 | \$0.00 |
| 100 | R7-201b | Tow Away Zone Plaque with No Parking Symbol | 130 | EA | \$130.00 | \$16,900.00 |
| 101 | R81A | BEGIN | | EA | \$130.00 | \$0.00 |
| 102 | R81B | END | | EA | \$130.00 | \$0.00 |

ADOPTED UNIT PRICE LIST
ITB 24-009 - Citywide MUTCD Sign Replacement Program

| Pay Item | Sign Code | Description | | Unit | Unit Price | Extended Price |
|----------|-----------|---|----|------|------------|----------------|
| 103 | R82A | 6AM-9AM MON-FRI | 13 | EA | \$145.00 | \$1,885.00 |
| 104 | R8-3 | No Parking | 13 | EA | \$195.00 | \$2,535.00 |
| 105 | R8-3a | No Parking (symbol) | 58 | EA | \$145.00 | \$8,410.00 |
| 106 | R8-3aa | No Parking (symbol with two headed arrow) | 14 | EA | \$145.00 | \$2,030.00 |
| 107 | R8-3d | No parking here to corner | 9 | EA | \$145.00 | \$1,305.00 |
| 108 | R9-03a | No Pedestrian Crossing (symbol) | | EA | \$195.00 | \$0.00 |
| 109 | RG-110 | Pets On Leash | | EA | \$195.00 | \$0.00 |
| 110 | S1-1 | School (symbol) | 53 | EA | \$240.00 | \$12,720.00 |
| 111 | S2-1 | School Crossing | 23 | EA | \$240.00 | \$5,520.00 |
| 112 | S4-1 | XX AM to XX PM (school speed limit) | 2 | EA | \$148.00 | \$296.00 |
| 113 | S4-3 | School | 23 | EA | \$141.00 | \$3,243.00 |
| 114 | S4-4 | When Flashing | 3 | EA | \$148.00 | \$444.00 |
| 115 | S5-1 | School Speed Limit | 8 | EA | \$361.00 | \$2,888.00 |
| 116 | S5-2 | End School Zone | 9 | EA | \$215.00 | \$1,935.00 |
| 117 | W10-1A | Exempt | | EA | \$155.00 | \$0.00 |
| 118 | W1-01L | 90 turn (Left) | | EA | \$240.00 | \$0.00 |
| 119 | W1-01R | 90 turn (Right) | | EA | \$240.00 | \$0.00 |
| 120 | W1-02L | Curve (Left) | | EA | \$240.00 | \$0.00 |
| 121 | W1-02R | Curve (Right) | | EA | \$240.00 | \$0.00 |
| 122 | W1-04L | Turn and Curve Warning (Left) | | EA | \$240.00 | \$0.00 |
| 123 | W1-04R | Turn and Curve Warning (Right) | | EA | \$240.00 | \$0.00 |
| 124 | W1-05L | S Winding Road (Left) | | EA | \$240.00 | \$0.00 |
| 125 | W1-05R | S Winding Road (Right) | | EA | \$240.00 | \$0.00 |
| 126 | W1-06 | Large Arrow (one direction Left) | | EA | \$205.00 | \$0.00 |
| 127 | W1-07 | Large Arrow (two directions) | | EA | \$205.00 | \$0.00 |
| 128 | W1-08 | Chevron Left | | EA | \$175.00 | \$0.00 |
| 129 | W1-08R | Chevron Right | | EA | \$175.00 | \$0.00 |
| 130 | W1-10 | Turn and Curve | | EA | \$240.00 | \$0.00 |
| 131 | W11-01 | Bicycle | | EA | \$240.00 | \$0.00 |
| 132 | W11-02 | Pedestrian | 82 | EA | \$240.00 | \$19,680.00 |
| 133 | W11-03 | Deer | | EA | \$240.00 | \$0.00 |
| 134 | W11-08 | Emergency Vehicle | | EA | \$240.00 | \$0.00 |
| 135 | W1-11 | U Turn | | EA | \$240.00 | \$0.00 |
| 136 | W11-15a | SLOW DOWN-Hidden Driveway | | EA | \$240.00 | \$0.00 |
| 137 | W11-15C | Watch Children | | EA | \$240.00 | \$0.00 |
| 138 | W11A-2 | Pedestrian Crossing | 8 | EA | \$240.00 | \$1,920.00 |
| 139 | W13-1 | Advisory Speed Plate | | EA | \$160.00 | \$0.00 |
| 140 | W13-1a | Advisory Speed Plate | | EA | \$160.00 | \$0.00 |
| 141 | W14-1 | Dead End | 22 | EA | \$240.00 | \$5,280.00 |
| 142 | W14-1p | Dead End (plaque) | | EA | \$129.00 | \$0.00 |
| 143 | W14-2 | No Outlet | 16 | EA | \$240.00 | \$3,840.00 |
| 144 | W14-2p | No Outlet (plaque) | | EA | \$129.00 | \$0.00 |
| 145 | W16-1 | Share the Road | | EA | \$175.00 | \$0.00 |
| 146 | W16-2 | 500 FEET | | EA | \$175.00 | \$0.00 |
| 147 | W16-2a | 500 FT | | EA | \$135.00 | \$0.00 |
| 148 | W16-4 | NEXT 500 FT | | EA | \$175.00 | \$0.00 |
| 149 | W16-6pL | 90 Degree left turn | | EA | \$175.00 | \$0.00 |
| 150 | W16-6pR | 90 Degree right turn | | EA | \$175.00 | \$0.00 |
| 151 | W16-7pL | Lower left arrow | | EA | \$155.00 | \$0.00 |
| 152 | W16-7pR | Lower right arrow | | EA | \$155.00 | \$0.00 |
| 153 | W16-9p | Ahead | | EA | \$155.00 | \$0.00 |
| 154 | W17-1 | Speed Hump | 36 | EA | \$240.00 | \$8,640.00 |

ADOPTED UNIT PRICE LIST
ITB 24-009 - Citywide MUTCD Sign Replacement Program

| Pay Item | Sign Code | Description | | Unit | Unit Price | Extended Price |
|----------|---------------|------------------------------------|-------|------|------------|---------------------|
| 155 | W2-1 | Cross Rd | | EA | \$240.00 | \$0.00 |
| 156 | W2-2L | Side Rd | | EA | \$240.00 | \$0.00 |
| 157 | W2-2R | Side Rd | | EA | \$240.00 | \$0.00 |
| 158 | W2-5 | Y Intersection | | EA | \$240.00 | \$0.00 |
| 159 | W2-6 | Roundabout | | EA | \$240.00 | \$0.00 |
| 160 | W3-1 | Stop Ahead (word) | | EA | \$240.00 | \$0.00 |
| 161 | W3-1a | Stop Ahead (symbol) | 41 | EA | \$240.00 | \$9,840.00 |
| 162 | W3-3 | Signal Ahead | 8 | EA | \$240.00 | \$1,920.00 |
| 163 | W3-7 | Be Prepared to Stop | | EA | \$240.00 | \$0.00 |
| 164 | W4-02 | Lane Ends | | EA | \$240.00 | \$0.00 |
| 165 | W4-7 | NOT A THROUGH STREET | | EA | \$240.00 | \$0.00 |
| 166 | W5-1 | Road Narrows | | EA | \$240.00 | \$0.00 |
| 167 | W7-1b | Hill (with percent grade) | | EA | \$240.00 | \$0.00 |
| 168 | W8-05 | Slippery When Wet | | EA | \$240.00 | \$0.00 |
| 169 | W9-12 | Slow, Children at Play | | EA | \$175.00 | \$0.00 |
| 170 | UWR-03V | No Parking Fire Lane | | EA | \$145.00 | \$0.00 |
| 171 | Miscellaneous | Miscellaneous Sign SqFt Cost Basis | 3,745 | SF | \$23.00 | \$86,135.00 |
| 172 | NA | Sign post | | EA | \$204.00 | \$0.00 |
| | | Total | | | | \$790,409.00 |

¹ The Unit Price Cost for overhead large signs will follow the cost of Line Item 171 for the sign materials.

² The installation cost for overhead Street Name signs will be negotiated based on actual cost times a mutually agreeable multiple

| | | |
|---|--|------------------|
| Year 1 Annualized | Total Cost * 1/5 | \$158,082 |
| Year 2 Escalation Factor | | \$0 |
| Year 2 Annualized | Total Cost * 1/5 * Year 2 Escalation Factor | \$169,148 |
| Year 3 Escalation Factor | | \$0 |
| Year 3 Annualized | Total Cost * 1/5 * Year 3 Escalation Factor | \$180,988 |
| Year 4 Escalation Factor | | \$0 |
| Year 4 Annualized | Total Cost * 1/5 * Year 4 Escalation Factor | \$193,657 |
| Year 5 Escalation Factor | | \$0 |
| Year 5 Annualized | Total Cost * 1/5 * Year 5 Escalation Factor | \$207,213 |
| Total Bid Amount (Sum of Year 1 to Year 5) | | \$909,087 |

Nine-Hundred Nine-Thousand Eighty Seven Dollars and Fifty Three Cents
Total Base Bid Amount in Words

Big Apple Services, Inc.
Contractor

Joshua Cagliani, CEO
Signature

Joshua Cagliani

Print

10/1/2024

Date

THIS UNIT PRICE SCHEDULE REPLACES THE BID SCHEDULE IN ITB 24-009
****END OF BID SCHEDULE****