



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

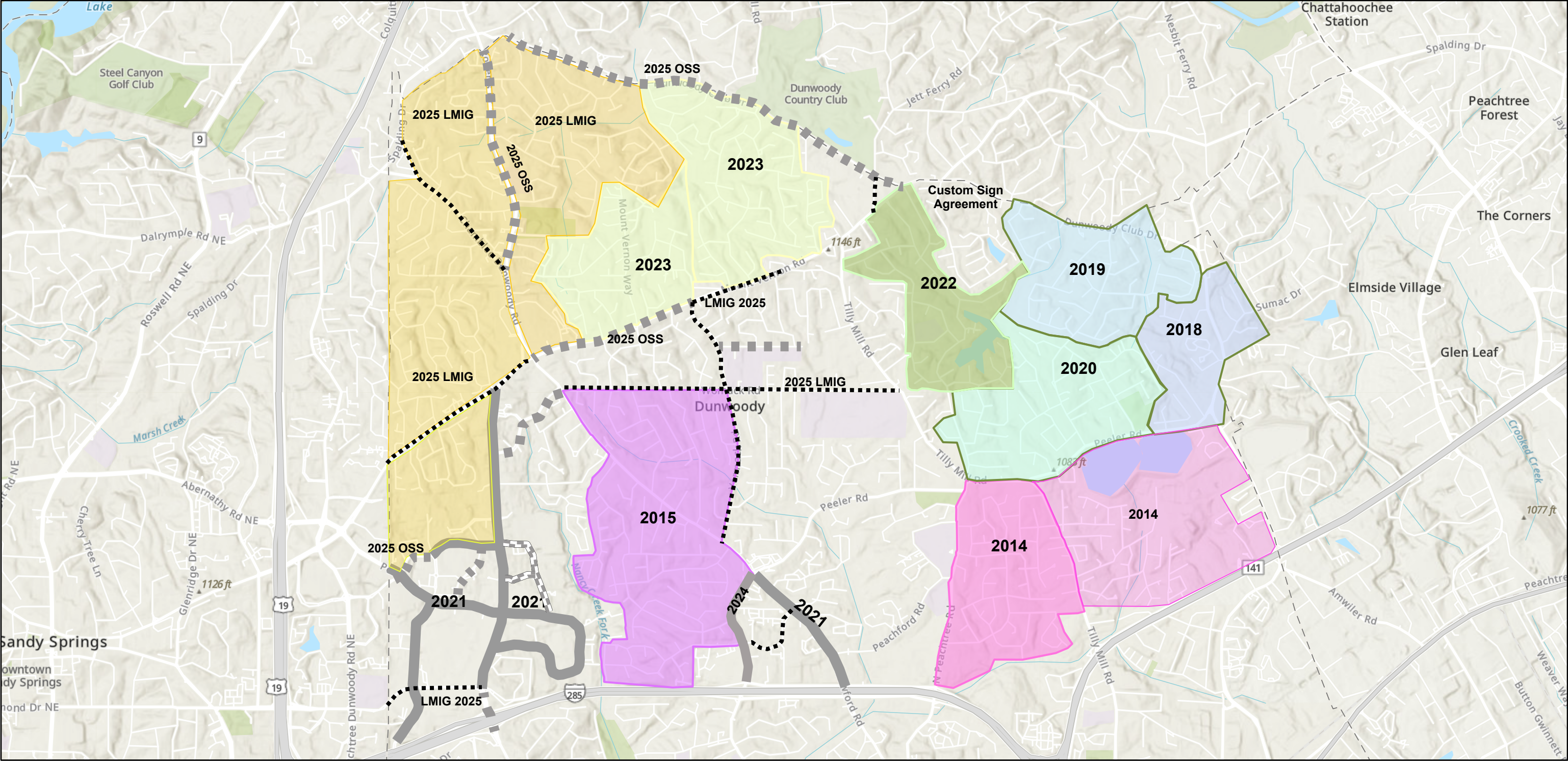
Traffic signs require periodic replacement to maintain visibility at night. This year the city is planning a larger sign replacement project using \$200,000 of supplemental Local Maintenance & Improvement Grant (LMIG) provided by the state. In previous years Public Works has completed smaller sign replacements 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

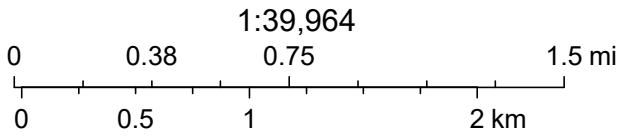
Authorize the Mayor, City Manager, or designee to execute all documents necessary and proper for a contract with Big Apples Services not to exceed \$300,000 to replace traffic signs.

Sign Replacement Program

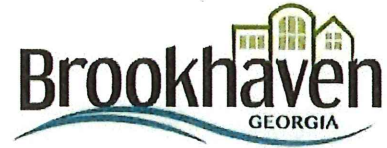


10/8/2025

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 multiplier.

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****