



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: August 10, 2026

Subject: **Approval of a Contract with A1 Signs for Wayfinding Sign Installation**

ACTION

Staff requests authorization for the Mayor, City Manager, or designee to allocate additional funding from the Hotel Motel Capital fund for wayfinding sign installation at 13 locations and to execute all documents necessary and proper for a construction contract with A1 Signs, Inc.

SUMMARY

Discover Dunwoody hired TSW in 2019 to develop plans for gateway and wayfinding signage throughout the city. In December 2020, the City Council approved the basic design concepts and in 2025 allocated \$125,000 in the Hotel Motel Capital fund (Project P1G) towards wayfinding sign design and installation.

TSW completed the final construction plans for wayfinding signs earlier this year and the city issued an Invitation to Bid ([ITB 26-05](#)) for a contractor to fabricate and install signs at 13 locations. Six bids were submitted and A1 Signs, Inc. submitted a low base bid of \$134,206.

DETAILS

The final wayfinding sign design builds off the 2020 concepts and existing park trail signs. The signs consist of similar colors and materials used on previous signs with two styles depending on the location of the sign. The park-style sign with green and tan colors and granite based is intended for use on trails within or adjacent to city parks. The urban-style sign with blue and gray colors and the Dunwoody lettering on the signpost is proposed outside of the parks. The signs are pedestrian-oriented with direction, distance and walking time information provided to city parks, districts and large mixed-use developments.

The initial installation plan identifies 13 proposed sign locations at key road intersections in Perimeter and at trail intersections throughout the city. The locations are as follows:

- One large map sign at Dunwoody MARTA Station
- Six urban-style signs around the Perimeter Mall block and on Ashford Dunwoody Rd
- Three urban-style signs in Georgetown
- Three park-style signs near Two Bridges Park (2) and adjacent to Brook Run Park (1)

[Link to Construction Plans](#)



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A1 Sign's bid included an add alternate of \$30,925 to add a granite base to the 9 urban signs. The parks signs include the granite in the base bid to match what is already installed within the parks. The total base bid for all 13 locations is \$134,206 and the total with the alternate is \$165,131. The city has \$86,000 available in the project budget and additional money available in the Hotel Motel Capital Fund to cover the base bid and the add alternate.

A1 has indicated that it will take 2 months to complete shop drawings for the signs and have them approved for installation. Installation is expected to take 2 months.



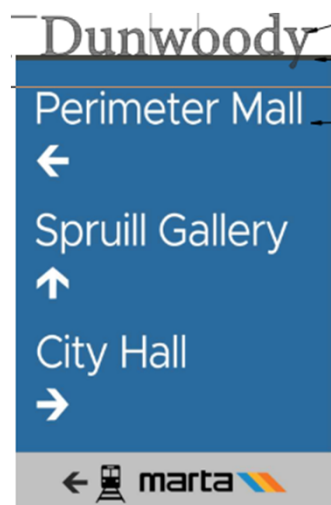
City of Dunwoody *Georgia*

Wayfinding Signs— Installation Contract

August 10, 2026

Project Details

- Wayfinding signs at 13 locations around Perimeter and at trail intersections
- Design based on 2020 Implementation Plan developed by City and Discover Dunwoody and adapted to be cohesive with existing park's trail signs



Implementation Plan

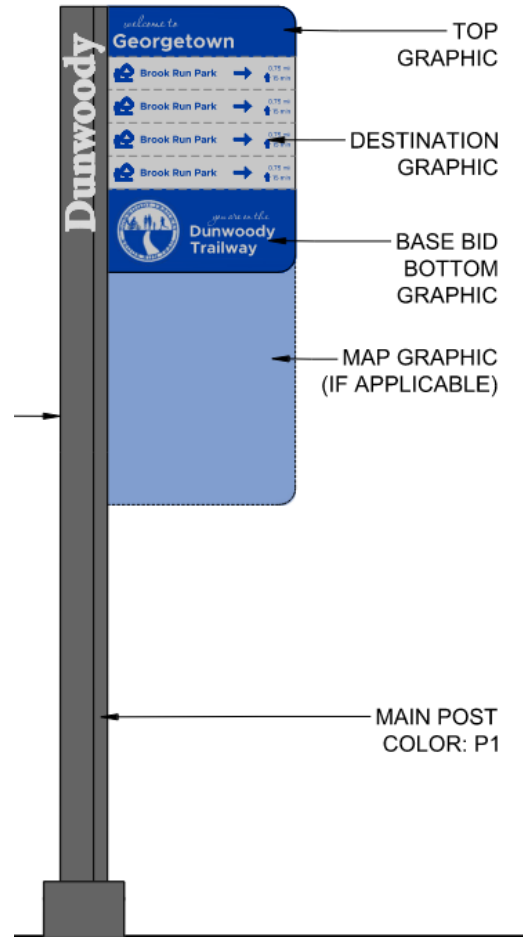


Existing Parks Signage

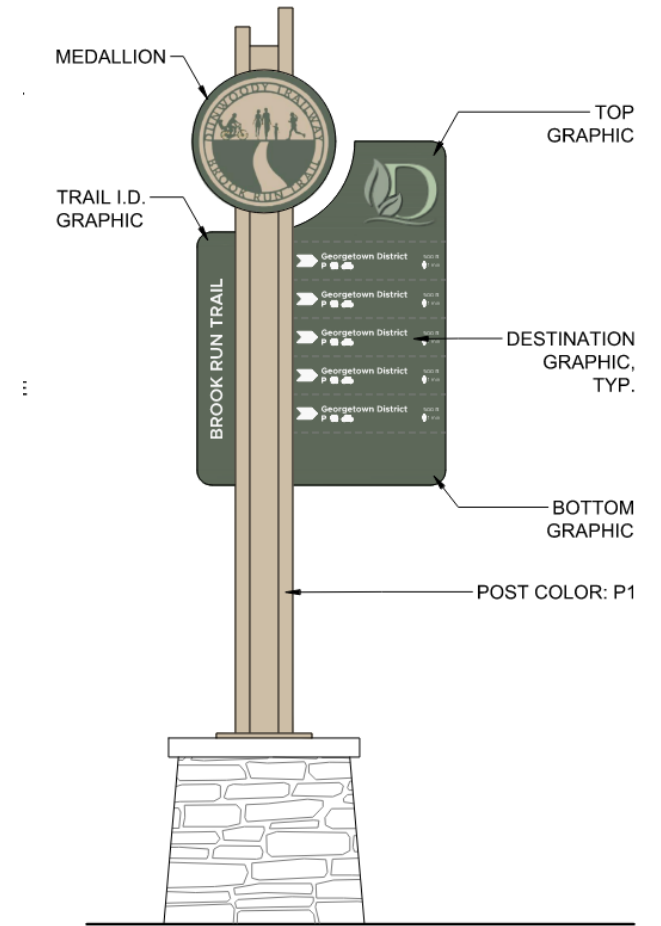
Project Details



Pedestrian-oriented

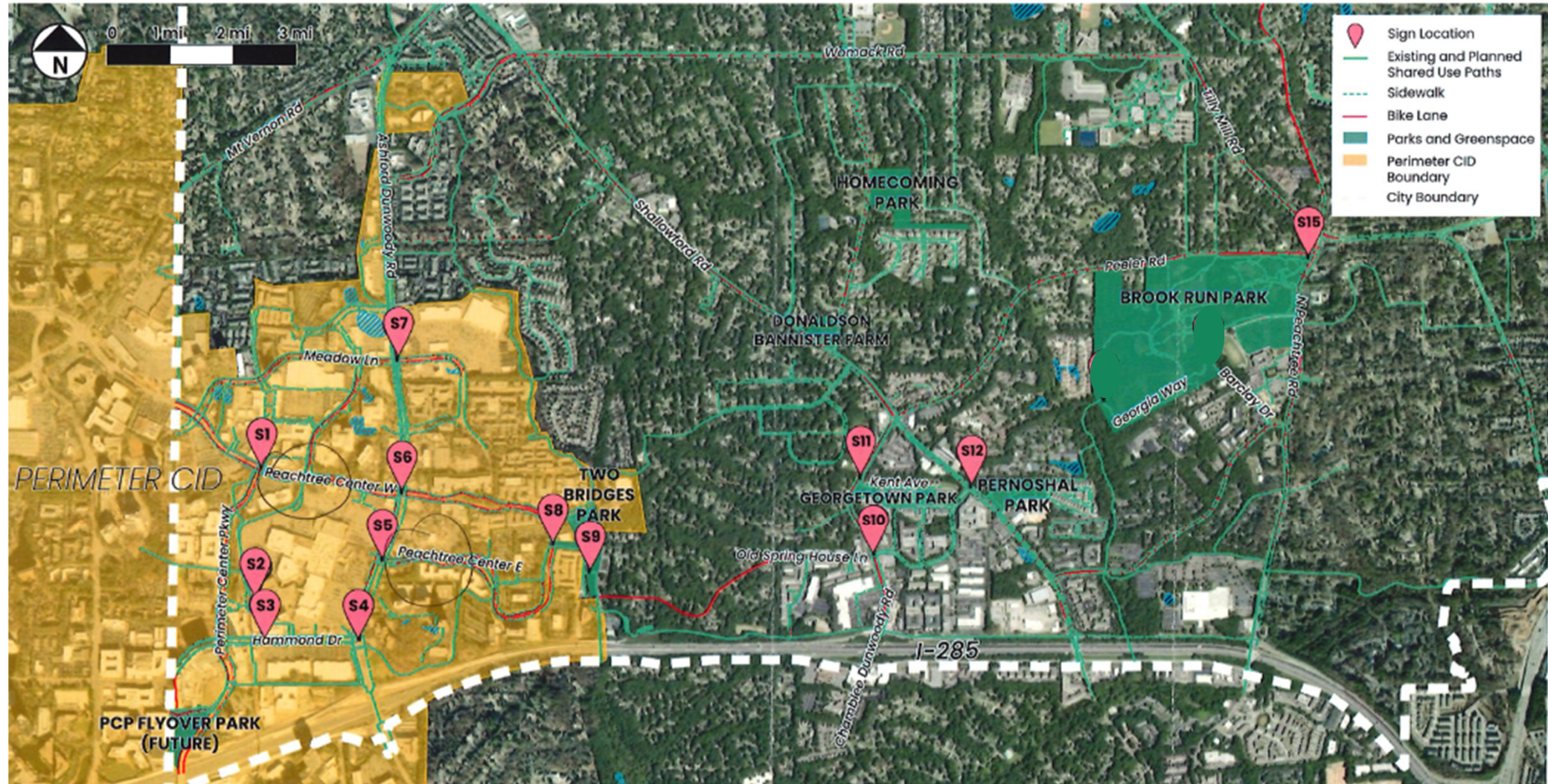


Urban Style



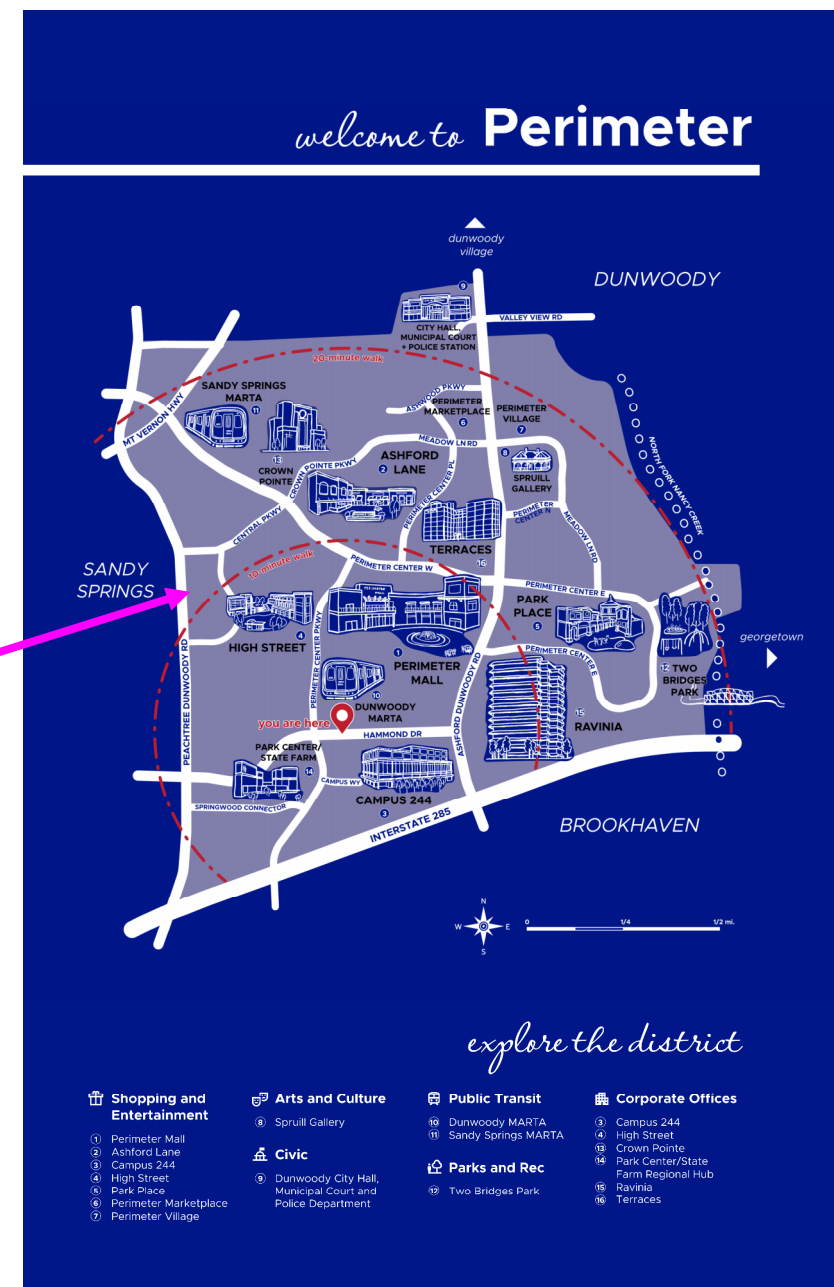
Park Style

Project Overview Map:



Project Details

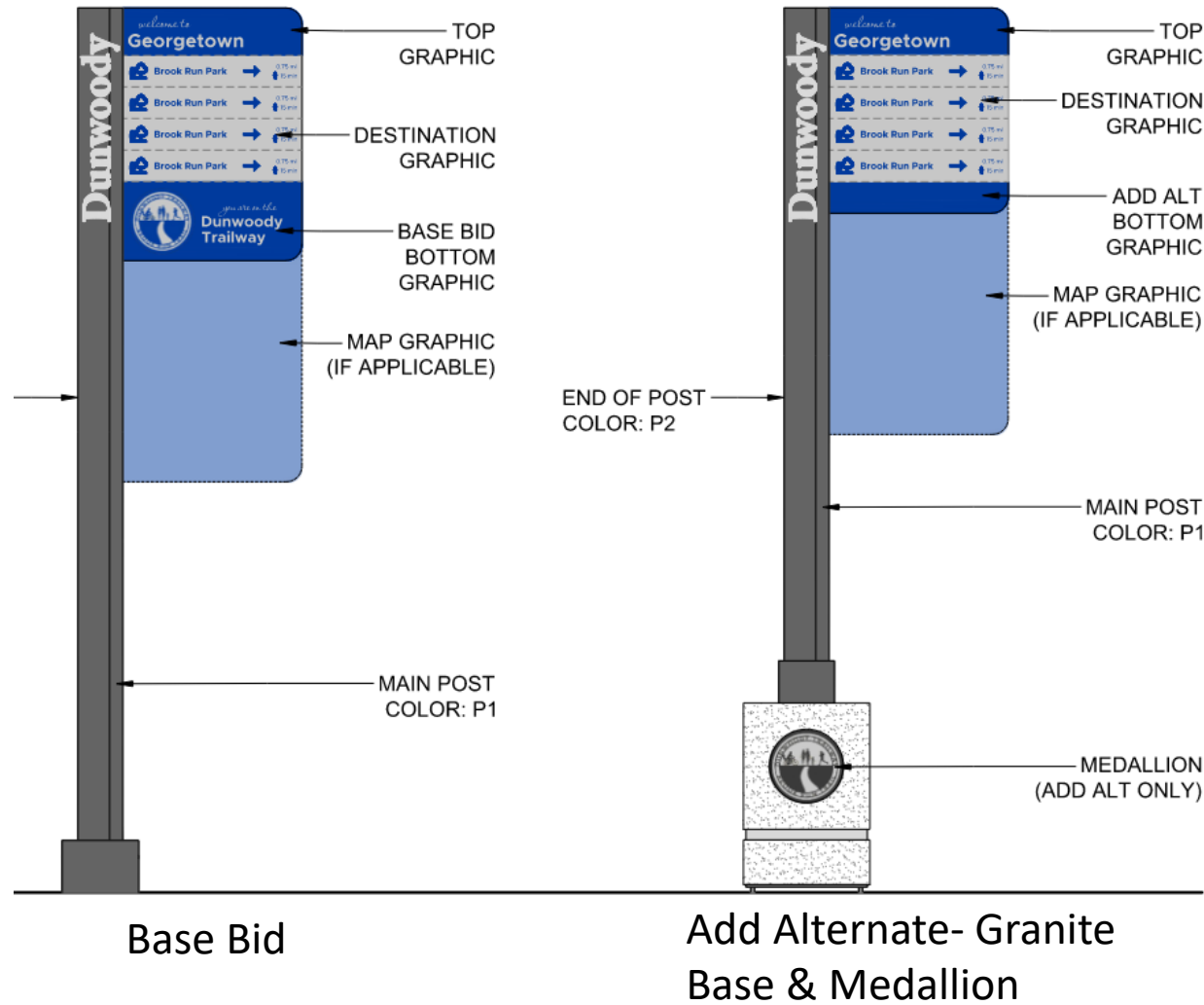
Map Sign at Dunwoody MARTA Station



ITB 26-05 Bid Results

Company	Base Bid
A-1 Signs, Inc.	\$134,206
Knight Sign	\$160,619
Blink Marketing Inc. dba Blink Signs	\$165,196
Diversified Construction of Georgia Inc.	\$165, 361
Roswell Signs LLC dba Signarama Roswell	\$180,664
Rite Lite Signs, Inc.	\$327,935

Alternate Bid-Urban Signs



A1 Signs Add Alternate for 9
Urban Sign Locations- \$30,925

Project Budget

Base Bid: \$134,206

Base Bid + Alternate \$165,131

City Budget FY2025:

- Hotel Motel Fund Project P1G \$86,000

Hotel Motel Capital Fund balance is available to cover base bid and alternate