

Veterans Memorial Park Update to City Council

September 6, 2022



SANDY SPRINGS™

GEORGIA

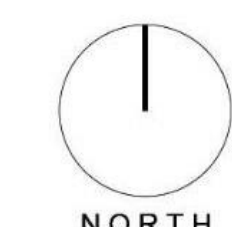
Topics of Discussion

- Veterans Park Fountain and Core Area
- Pedestrian Bridge over Roswell Road at Mount Vernon Highway
- Potential Marquee Locations
- Veterans Park Art Selection Process

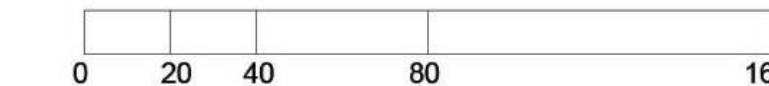
Veterans Memorial Park Master Plan



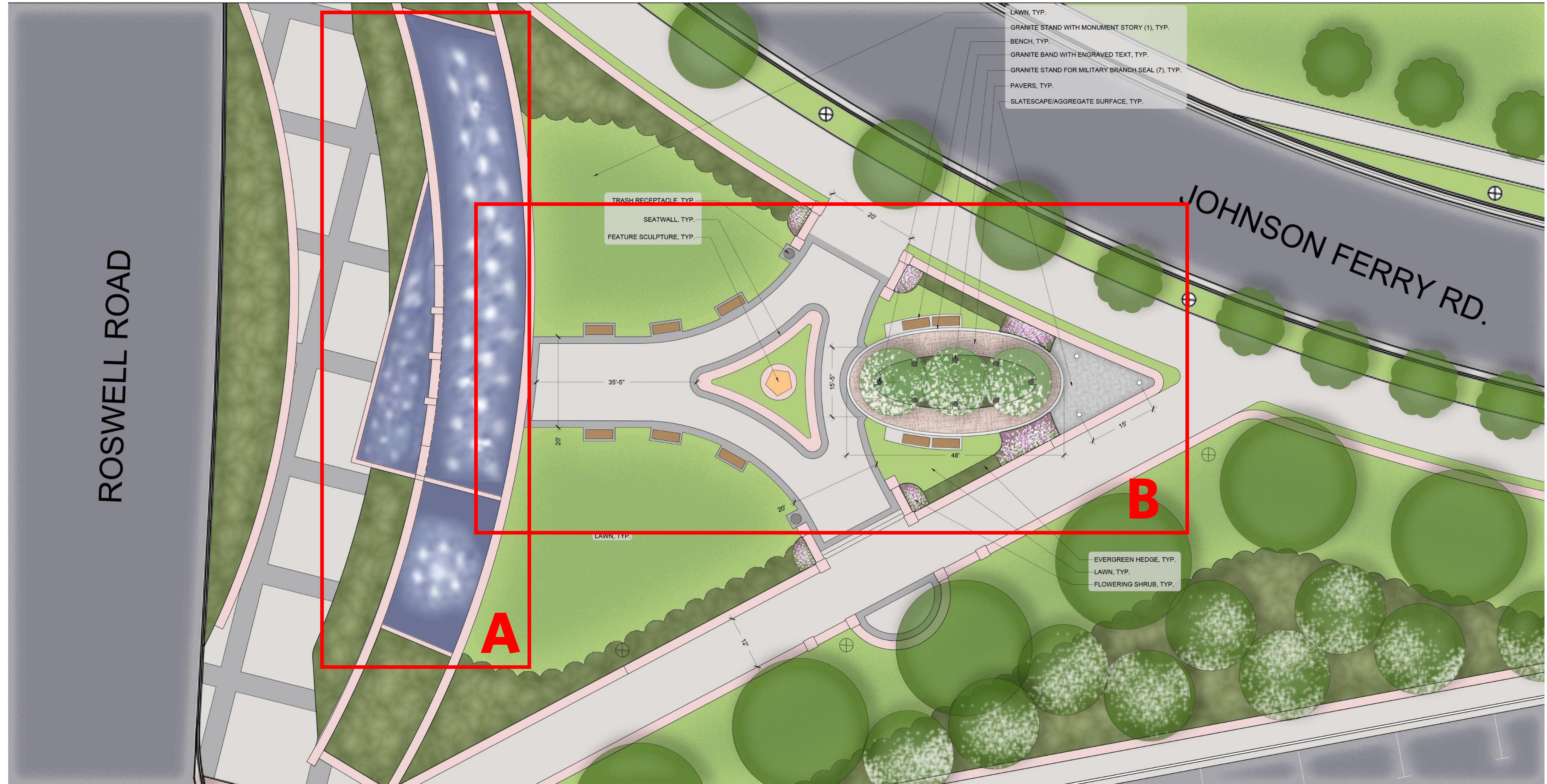
SANDY SPRINGS - VETERANS PARK
2/25/2021



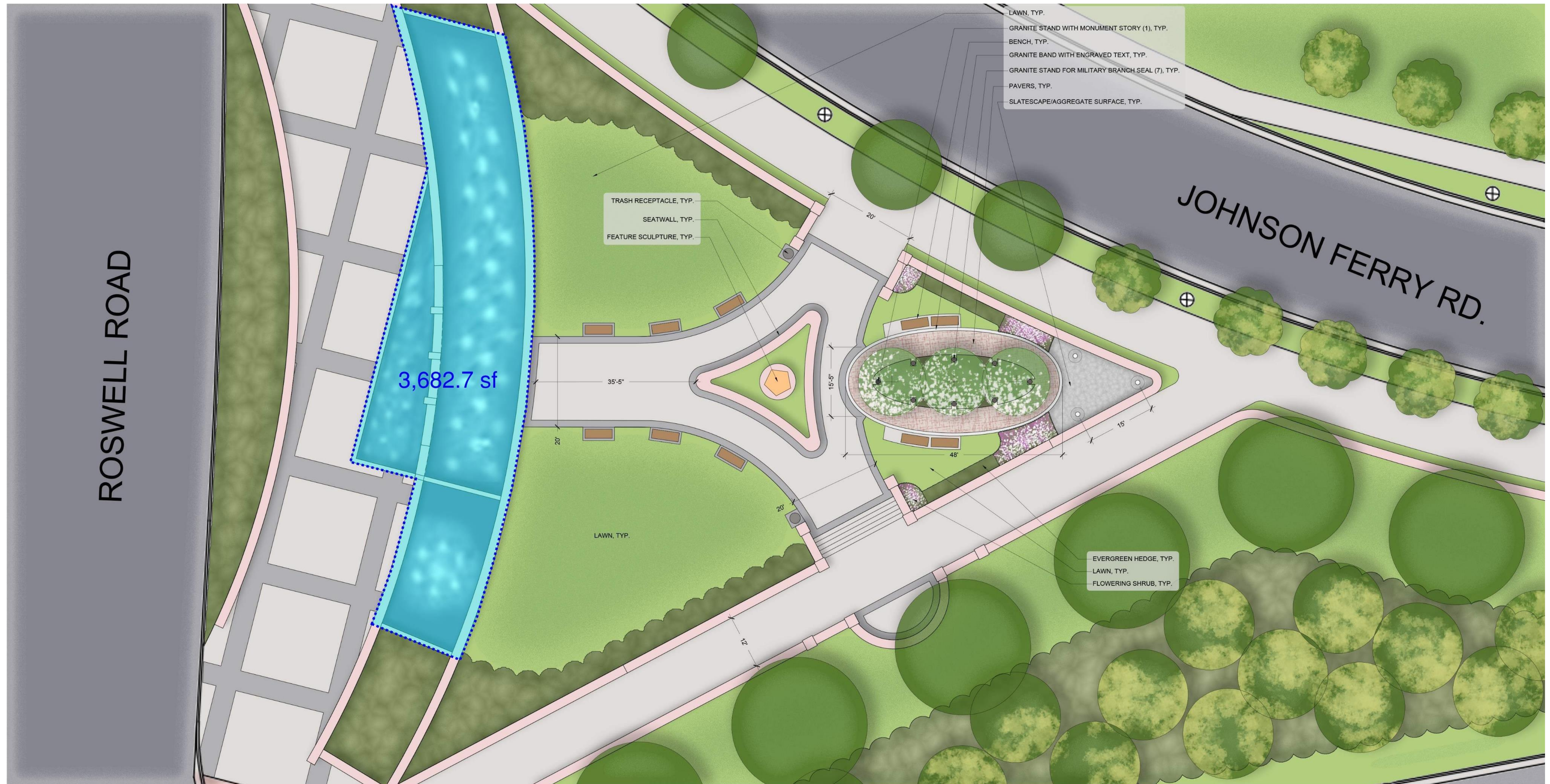
NORTH
SCALE: 1"=40'



Two Discussion Items



Fountain Size – Original Design (\$1,333,344)



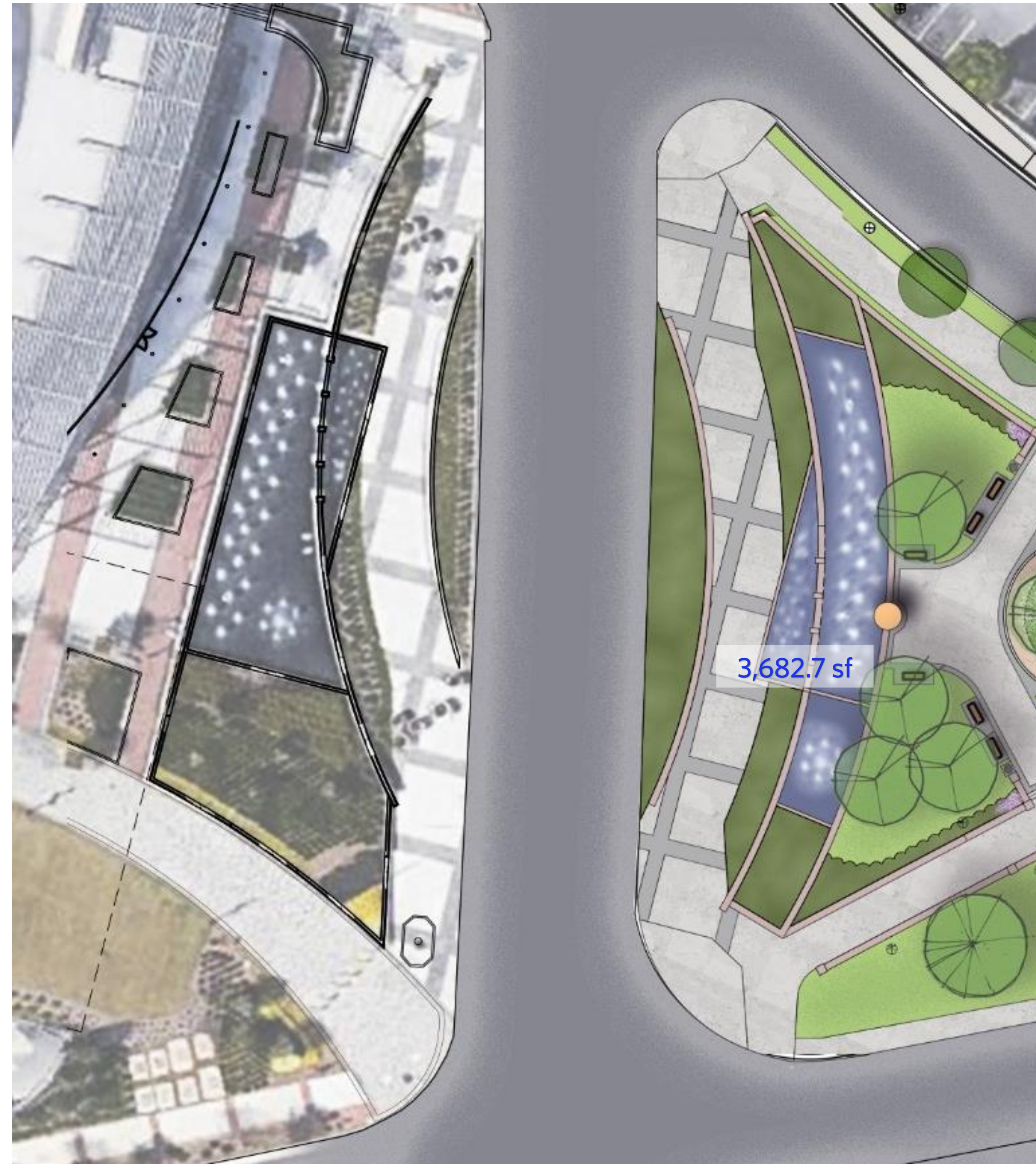
Fountain Size – Original Design



Rendering without Fountain – \$280K for Plantings



Fountain Size Comparison



Original Plan
\$1,333,344



Option A
\$644,724

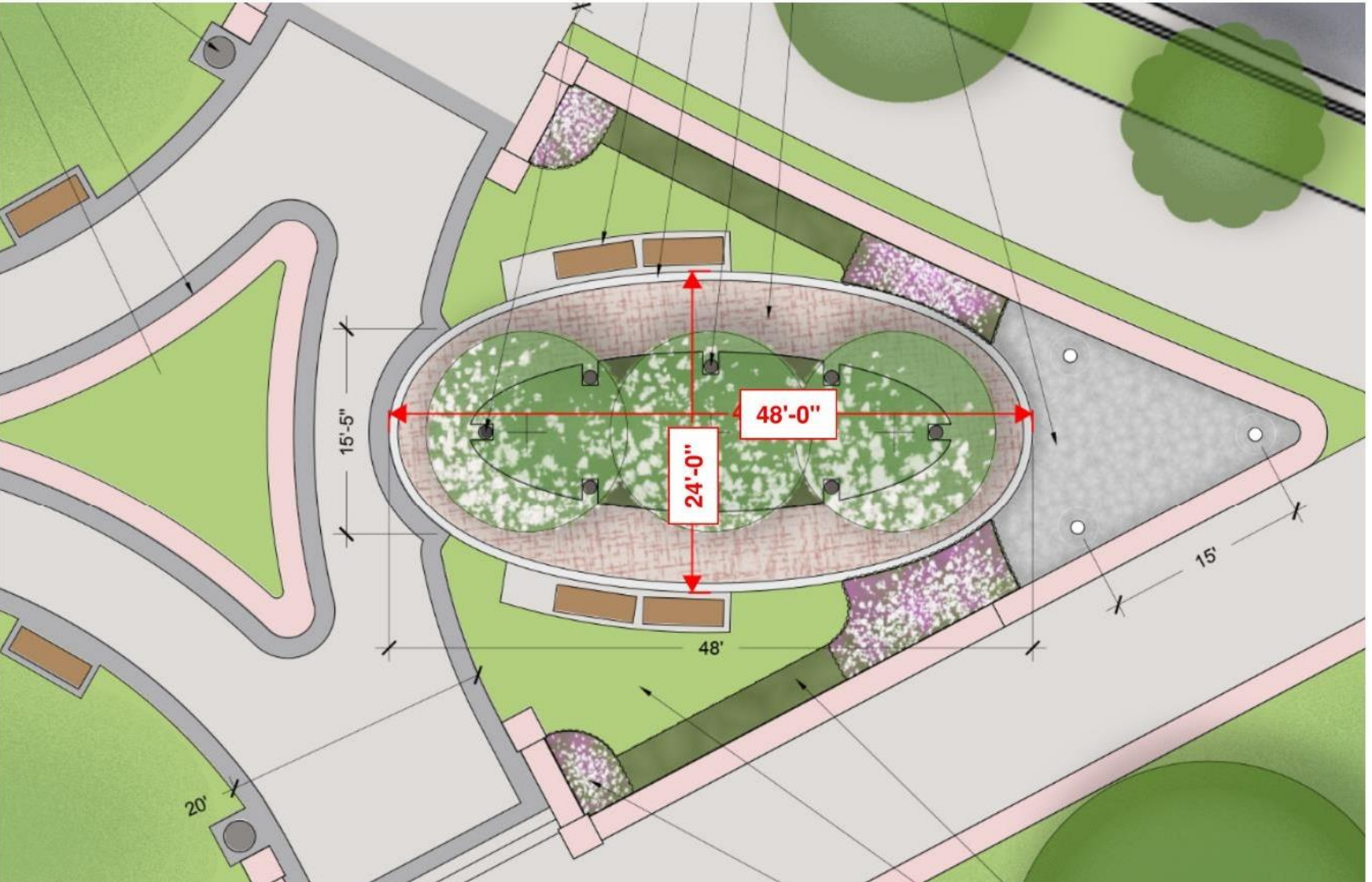
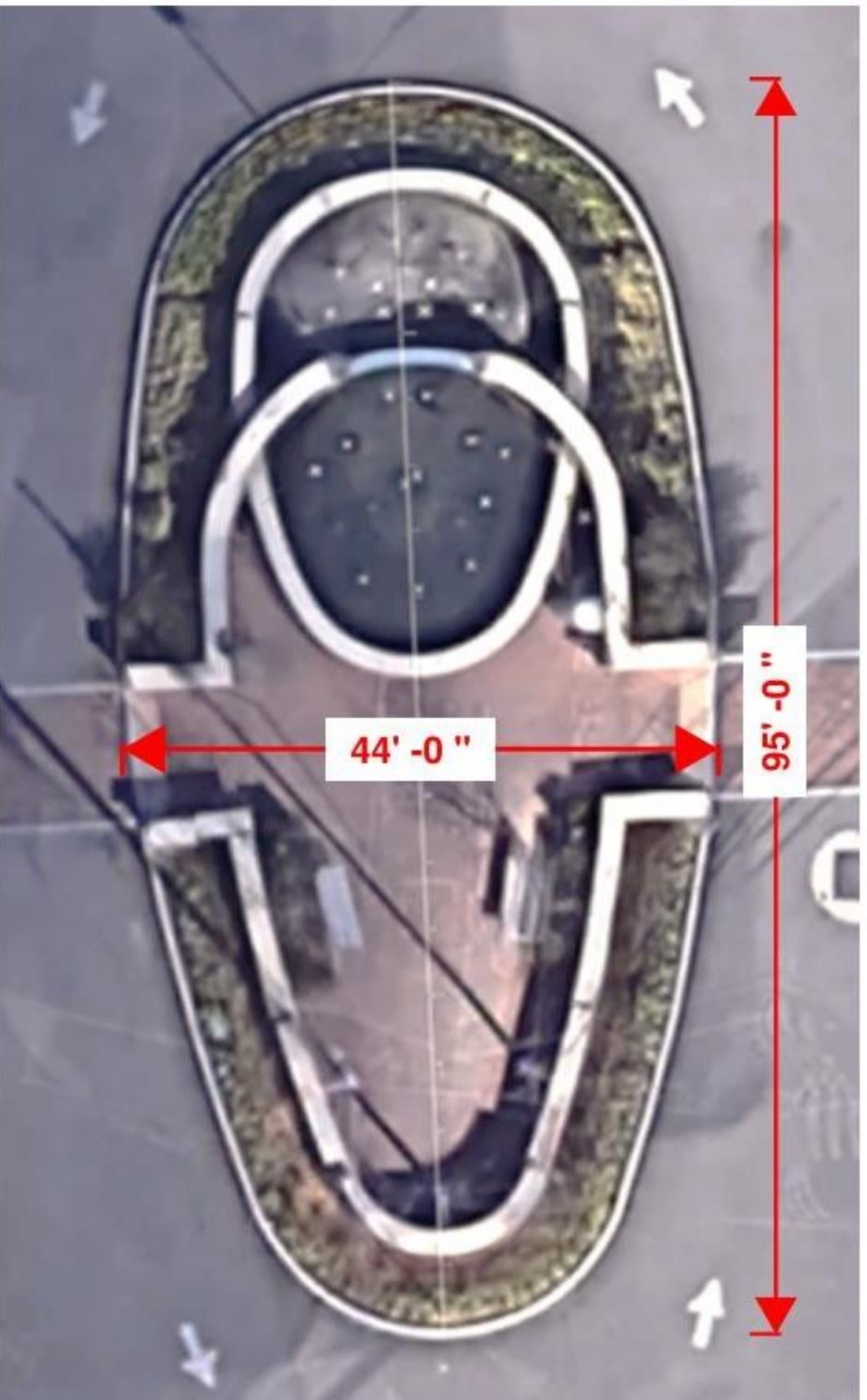


Option B
\$670,233

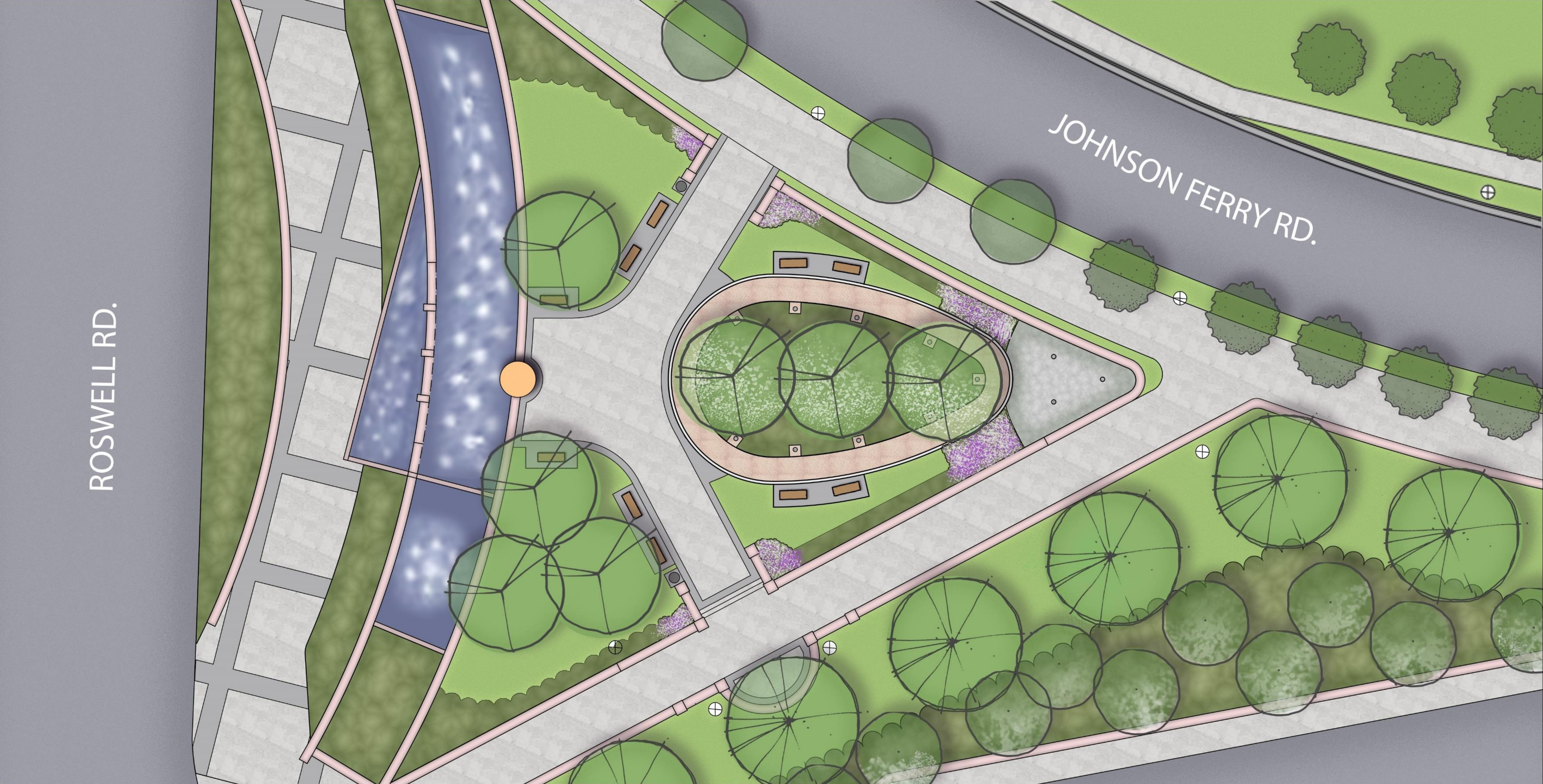
Core Area Plan - Original



Scale Comparison - Market Square



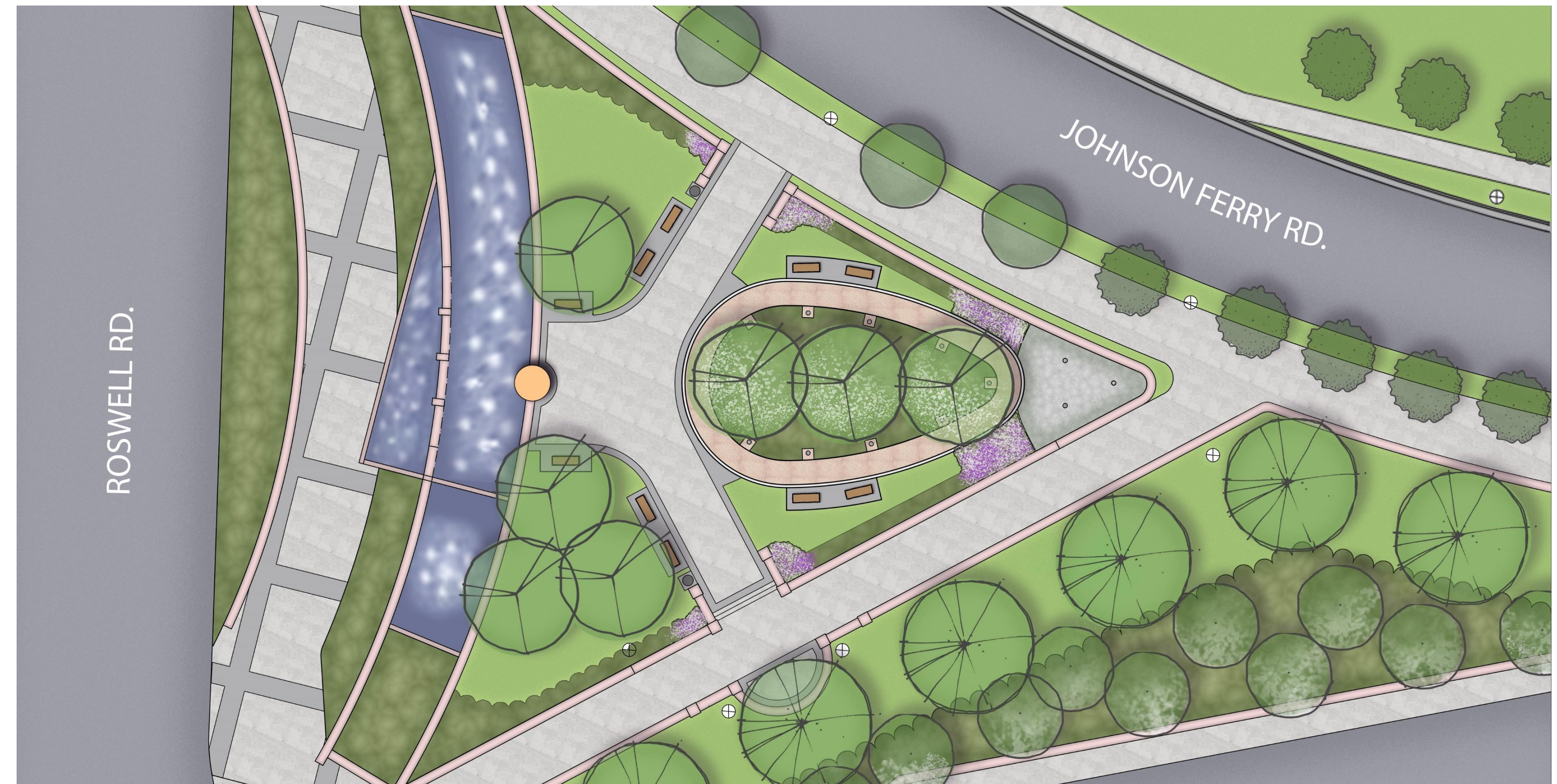
Core Area Plan - Proposed



Core Area Plans - Comparison



Original Plan



Proposed Plan

Pedestrian Bridge



Reeves Young and Atkins high level estimate for design and construction of the pedestrian bridge is \$4M - \$7M depending on final design

Marquee Sign – (2) Proposed Locations



Marquee Signs SE Corner, Mt. Vernon Hwy.



Concept Sketch

Marquee Signs

SE Corner, Mt. Vernon Hwy.



Marquee Signs

NE Corner, Johnson Ferry Road



Concept Sketch

Marquee Signs

NE Corner, Johnson Ferry Road



Concept Sketch

Estimated Return on Investment

Location of Proposed Board	Avg Vehicles per day (COSS Traffic data)	Grand Total Estimated Revenue Potential per year for this board	Estimated Cost to Install	ROI
Roswell Road @ Johnson Ferry Road	30K	\$24K	\$25K	1-2 Years
Roswell Road @ Mount Vernon HWY	30K	\$24K	\$25K	1-2 Years

Traffic at these two intersections:

- 16 Cars stopped within reading view every 2 minutes
- At least 12 cars passing in each direction every 2 - 2.5 minutes

Decision Points

- Fountain Options:
 - Original Plan
 - Option A
 - Option B
 - Option with no Fountain
- Enlarged Area or Original Area
- Pedestrian Bridge

The background is a solid green color with several large, overlapping, semi-transparent shapes that resemble stylized leaves or petals. These shapes are in various shades of green, creating a layered, organic effect.

Veterans Park Sculpture

Art Sandy Springs

Art Sandy Springs

What has been done...

- Veterans Park Design Coordination
- Veteran's Committee Visioning Workshops
- Sculpture Artist Research
- Sculpture Cost Investigation
- Precedents for Veteran Sculpture
- Local Artists

VISUAL
IMPACT

CIVIC
IMPACT

EMOTIONAL
IMPACT

CONVEY
MESSAGE

• RESPECT

• MEMORY

• EMOTION.

• LOVE
THE WALL
GRATITUDE

HONORING
SERVICE

↑
SACRIFICE

INTEGRATE
ART

AND FOUNTAIN
"DO. BOTH"

1. HEROIC INTIMATE
EMOTION

2. DISTANT EXP.
FROM PAC

COMMANDING
PIECE
OF
TERRAIN

TURBY

PLACE TO
REFLECT
INTIMATE EXP.

SCULPTURES
COMMEMORATIVE
OF
VETERANS

FIGURATIVE
VS.
REPRESENTATIONAL
MODERN

Art Sandy Springs

What has been done...

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Gregory Johnson



Richard MacDonald



Art Sandy Springs

Art we are looking at...

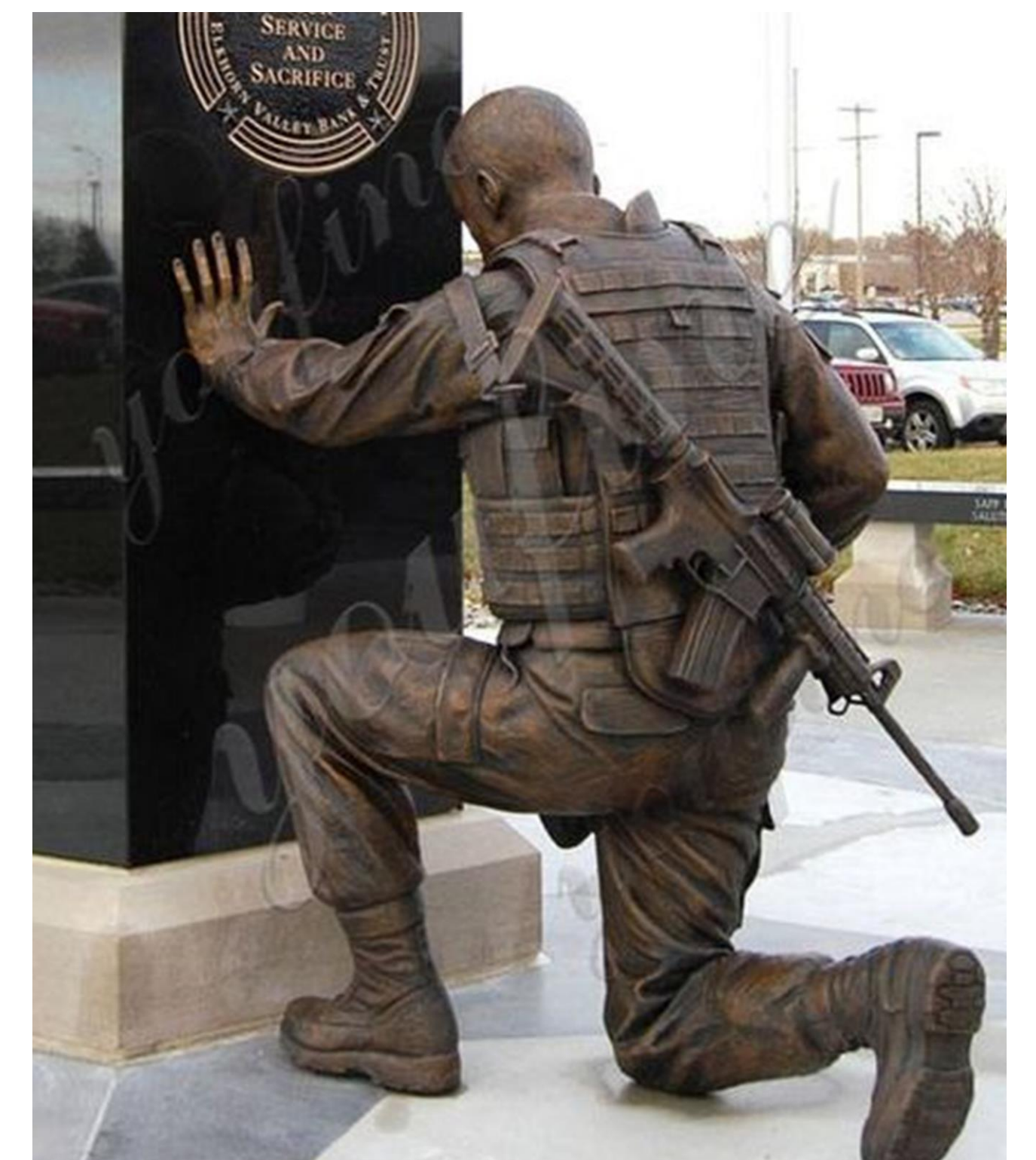
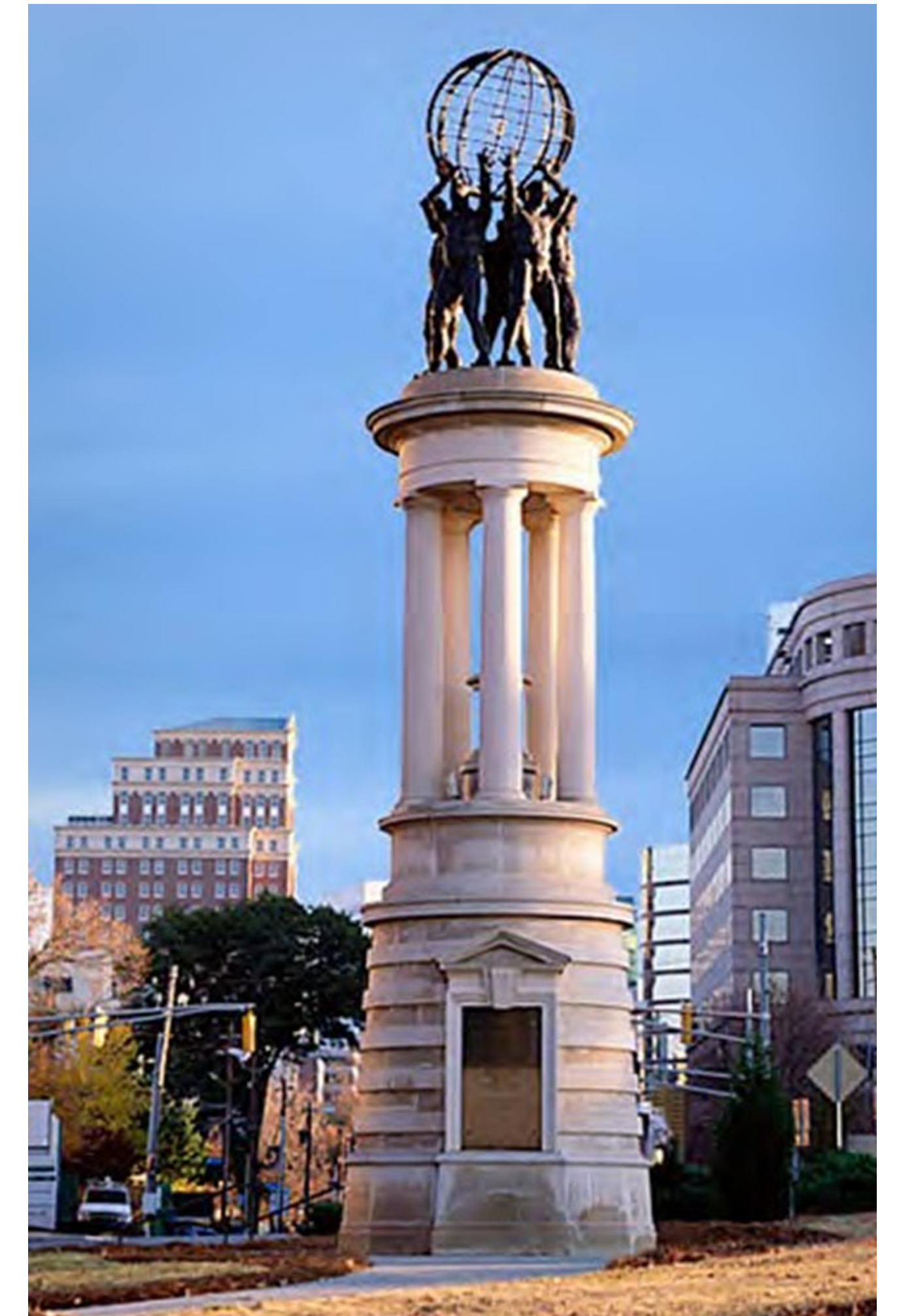
- Emotional, realistic sculpture appreciated intimately
- Yet also with a prominent /vertical presence from Roswell Rd.
- Located near or part of water feature
- Local Artists



Art Sandy Springs

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- Emotional, realistic sculpture appreciated intimately
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Art Sandy Springs

Process

- **RFQ/CFE for sculptors. \$400 K Budget**
- **Submissions Short listed by Art Sandy Springs Committee & Veterans committee.**
- **Three Shortlisted Artists invited to submit sculpture design mockups for a design stipend.**
- **Submitted Design Mockups reviewed by Art Sandy Springs Committee & Veterans committee and recommendation made to Council.**
- **Council selects winning design and sculptor.**



Art Sandy Springs

Next Steps

- **At Council direction– Art Sandy Springs will work with City Staff to draft the RFQ/CFE**
- **Art Sandy Springs will develop a target list for the RFQ distribution.**



Discussion



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