Irondale

September 1, 2026

Mini Gateway Monuments

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DISCLAIMER

This package contains design-intent drawings and representative images that communicate the aesthetic vision, general scope, and conceptual direction for the Irondale Mini Gateway Monuments. These are NOT construction-ready documents.

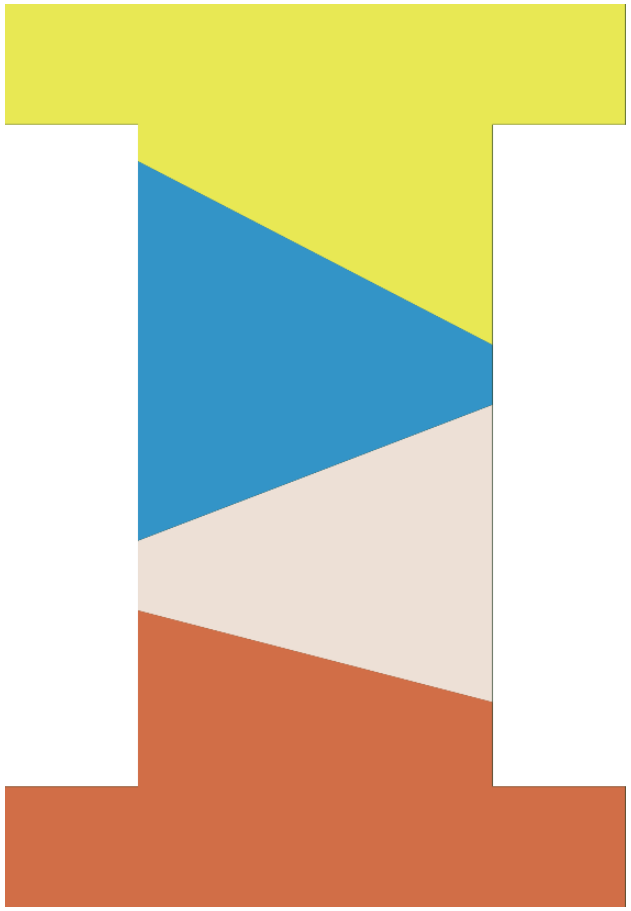
The selected sign fabricator will be required to:

— Develop full construction documents and engineered shop drawings from these design-intent specifications, using Clarity Studio's brand design and matching its specific color, size, and dimensions.
— Provide stamped structural engineering for the icon, pedestal base, footing, and all anchoring and connections.
— Ensure all fabrication and installation meets current local, state, and federal building codes.
— Obtain all necessary permits, licenses, and approvals, and verify field dimensions and site conditions prior to fabrication.

LIABILITY LIMITATION

Neither the City of Irondale nor Clarity Studio assumes liability for interpretation of design intent by fabricators; structural adequacy of signs fabricated from these documents; code-compliance issues arising from fabrication or installation; field-condition discrepancies; material substitutions made without prior written approval; or installation methods not approved by qualified engineers.

By proceeding, the fabricator affirms that additional engineering, permitting, and site verification will be required. The City of Irondale, Clarity Studio and Gonzalez-Strength & Associates, Inc. reserve the right to accept the approach deemed most advantageous to the City.



Description

The Irondale symbol abstracts a steel I-beam — a direct nod to the city's iron-working heritage — and slices it with color planes drawn from the surrounding landscape: lime (creative energy), Cahaba blue and warm cream, over an iron-clay base. It is the mark that identifies Irondale across all signage and the form the Mini Gateway monuments take in three dimensions. Do not modify the elements that comprise the symbol.

Irondale

Irondale

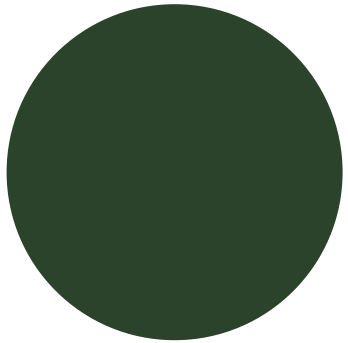
Aa

Gateway Monument

Irondale · Ruffner · Cahaba

Description

The Irondale logotype is set in a high-contrast display serif, giving the city name a confident, editorial presence. It is paired with a clean sans-serif for labels, specifications, and wayfinding. This contrast keeps the system both distinctive and highly legible. (Type shown in stand-in fonts — apply the licensed Irondale brand faces on final artwork.)



Ruffner Green

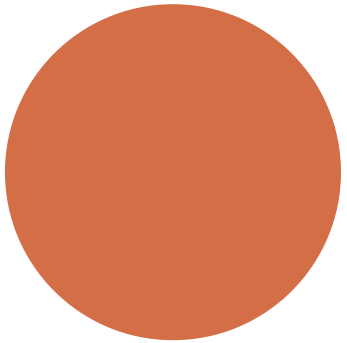
#2B432B

Foliage, leaves & trees

Creative Lime

#E8E854

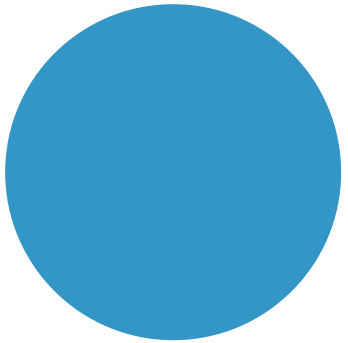
Youthful, creative energy



Iron & Red Clay

#D46E46

Iron & Red Mountain clay



Cahaba Blue

#3496C7

The Cahaba River

Warm Cream

#EDE3D7

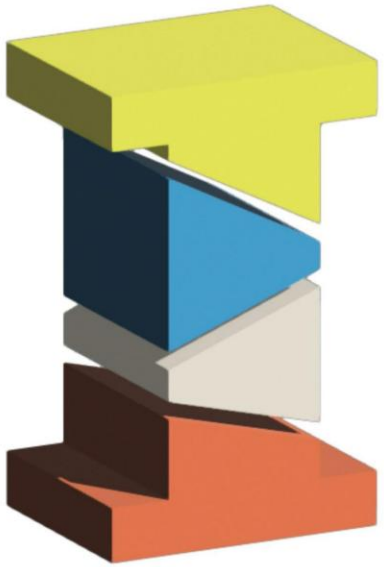
Warm industrial character

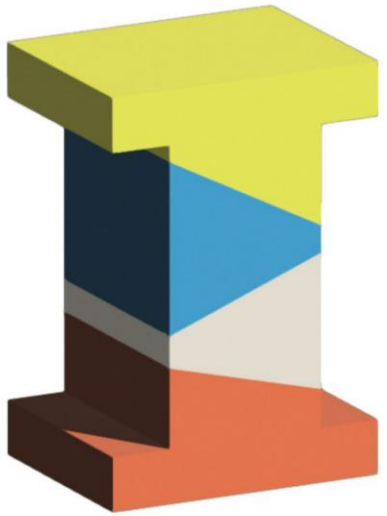
Description

These five colors carry the Irondale system across paint, acrylic, and vinyl. On the Mini Gateway icon they read as planes: lime at the top flange, Cahaba blue and warm cream through the web, and iron clay at the base — set against Ruffner green. Match to PMS on final; CMYK builds can be provided.

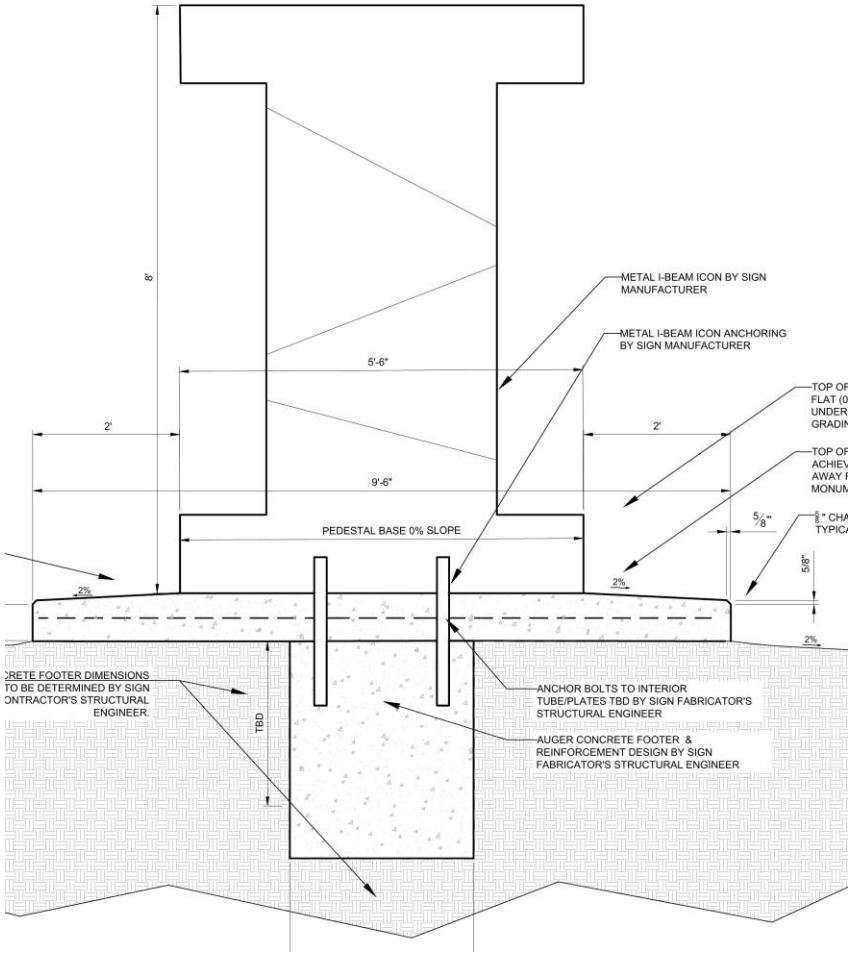
The Mini Gateway Monument

The Irondale symbol, realized in three dimensions. A fabricated metal I-beam icon — painted in the brand palette — stands on a circular concrete pedestal and is lit from grade. **One monument marks each of the city's five gateways**, giving Irondale a consistent, recognizable arrival moment at every approach.





Two views of the icon shown. See the following pages for elevation, pedestal, foundation, and finish specifications, and the Gonzalez-Strength & Associates construction documents for additional details.



Additional Specs

Icon

8'-0" H × 5'-6" W × 2'-0" D. Fabricated metal, painted in matched brand colors; multi-plane color per approved shop drawings.

Pedestal

Circular reinforced concrete, Ø 9'-6" (R 4'-9"), 6" exposed reveal, flat (0%) top under icon, radial light-broom finish.

Coordination

Uplighting and power by site electrical engineer (CCE). Fabricator to provide stamped shop drawings matching Clarity's brand design, color, size & dimensions. Refer to the Gonzalez-Strength & Associates construction documents for additional details.

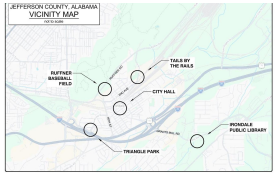
Description

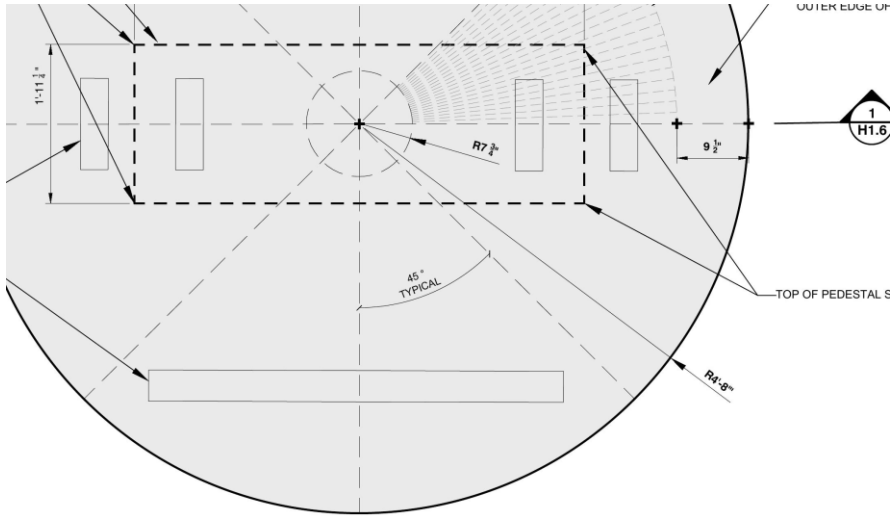
The brand's I-beam symbol as a fabricated, three-dimensional landmark. Final dimensions and placement per Gonzalez-Strength & Associates construction set.

Specs

Dimensions	Icon 8'-0"H × 5'-6"W × 2'-0"D · Pedestal Ø 9'-6"
Material	Fabricated aluminum/steel icon · CIP concrete pedestal
Color	Brand palette — lime / blue / cream / iron planes
Mounting	Internal tube/plates · auger-cast concrete footer
Quantity	5 — one per gateway

Location





Pedestal plan — radial light-broom finish, Ø 9'-6"

Pedestal

Reinforced cast-in-place concrete, Ø 9'-6" (R 4'-9"), 6" exposed reveal. Flat (0%) top directly under the icon; 2% drainage slope away at grade.

Finish

Radial pattern across the top, light broom finish; 9¾" smooth-troweled outer band; ¾" chamfer at the top edge; ⅝" reveal.

Foundation

Auger-cast concrete footer. Depth, diameter, and reinforcement designed and stamped by the fabricator's structural engineer.

Anchoring

Icon anchor bolts to interior tube/plates; connection design by the fabricator's structural engineer.

Subgrade

Compacted to 95% standard Proctor. Positive drainage maintained away from the pedestal.

Icon — Fabrication & Finish

Fabrication

Welded aluminum plate (5052/6061) or steel; seams ground smooth and filled. Internal steel tube armature for anchoring, sized by structural engineer.

Prep

Media-blast, chemical etch, epoxy primer on all surfaces.

Finish

High-performance polyurethane or TGIC polyester powder coat, semi-gloss; hard, clean color breaks between planes per approved shop drawings.

Color

Matched to the Irondale palette — Ruffner Green, Creative Lime, Iron & Red Clay, Cahaba Blue, Warm Cream. PMS build to be provided.

Warranty

Minimum 5-year finish warranty against fade, peel, and delamination.

Pedestal & Footer — Concrete

Mix design

3,000 psi min. at 28 days; w/c ≤ 0.53; air 4–8%; slump 3–5"; ready-mix only; no calcium chloride or chloride admixtures.

Reinforcement

Rebar ASTM A615 Gr. 60; welded wire 6×6 W1.4/W1.4; footer reinforcement per structural engineer.

Finishes

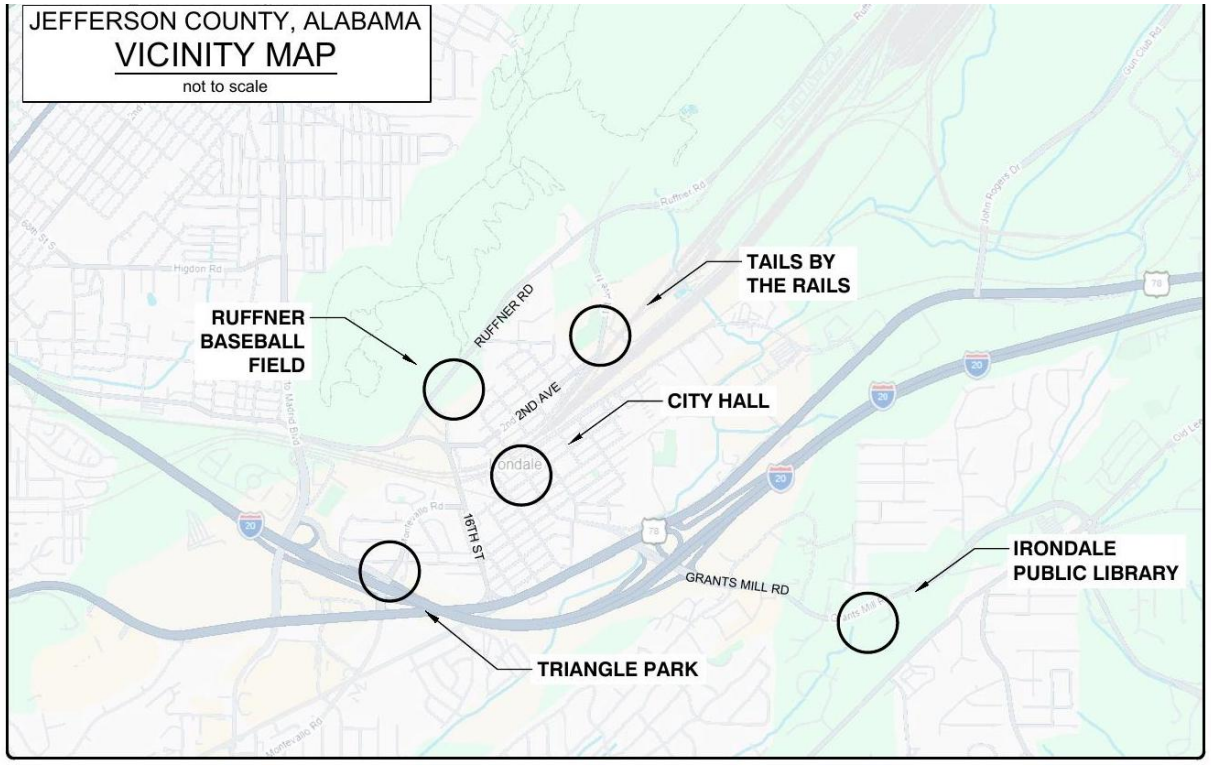
Pedestal top: radial, light broom. Outer band: 9¾" smooth trowel. ¾" chamfer at top edge.

Tolerance & cure

¼" in 10'-0" max variation; moist-cure 72 hours minimum.

Drainage

2% slope away from pedestal; maintain positive drainage per grading plan.



Five Gateways

- **Ruffner Ball Park**
- **Triangle Park**
- **Irondale City Hall**
- **Tails by the Rails Dog Park**
- **Irondale Public Library**

Site planning, grading, hardscape, and landscape by Gonzalez-Strength & Associates. Electrical and uplighting by CCE. One Mini Gateway Monument per site.

Bid Package	Sign Type / Location	Unit Qty
Base Bid		
Base Bid	Mini Gateway Monument — Irondale City Hall	1
Base Bid	Mini Gateway Monument — Irondale Public Library	1
Base Bid	Mini Gateway Monument — Ruffner Ball Park	1
Base Bid Subtotal		**3**
Alternates		
Alternate 1	Mini Gateway Monument — Triangle Park	1
Alternate 2	Mini Gateway Monument — Tails by the Rails Dog Park	1
Alternates Subtotal		**2**
Total — Base Bid + Alternates		**5**

Base Bid comprises the Irondale City Hall and Public Library monuments; the remaining two locations are priced as add-alternates. Design intent per Clarity Studio — fabricator to develop stamped construction documents matching the brand design, color, size, and dimensions shown in this package.

