



Legislation Details (With Text)

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**On agenda:** 2/20/2018    **Final action:**  
**Title:** Discussion of issues relating to the design of and wording on the new electronic marquee message signs.

**Sponsors:**

**Indexes:**

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**Attachments:** 1. Sign Design Options-National Signs

Date	Ver.	Action By	Action	Result
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Discussion of issues relating to the design of and wording on the new electronic marquee message signs.

Summary:

As discussed at the June 26, 2017 Council Workshop on the FY 2017-2018 Budget, the need to replace several electronic marquee signs as well as a proposal to add additional ones was explained. The adopted FY 2017-2018 Budget includes funding for the four (4) electronic signs listed below and an additional sign proposed to be purchased for the Animal Shelter out of the 2015 Certificates of Obligation for that project. The following signs are being proposed:

Location	Cost	Fund	Acct #	New or Replacer
Battleground Golf Course	\$51,000	84-Golf Course Lease	84-703-4903	Replacement
Community Center	\$51,000	90-Capital Improvement Fund	90-111-4903	Replacement
Theater & Court BLDG	\$51,000	90-Capital Improvement Fund	90-111-4903	Replacement
Library	\$51,000	90-Capital Improvement Fund	90-111-4903	Replacement
Animal Shelter	\$51,000	26-Animal Shelter Construction	26-105-4903	New
<b>Total</b>	<b>\$255,000</b>			

As indicated above, the new signs for the Battleground Golf Course, Community Center, Theater & Court BLDG, and Library are replacements. As discussed in the workshop last June, there are a number of reasons that these signs need to be replace, including:

- Parts are no longer being manufactured for our LED signs and the only way to fix them is for our vendor to find a scrap sign and salvage parts off of it
- The software used by our signs is obsolete which makes it difficult to use. Many times it does not work properly and no support is available.

- Signs were installed at different times and require different parts and software to run
- Service requests are expensive and may not fix the problem
- Wireless connectivity modules are old and dry rotting
- Wiring has been chewed by pest
- No communication options to emergency alerting
- No consistency across LED colors, some are red others amber
- No consistency across logos, some are older than others
- Open bases on all signs allow pest to seek haven

Regarding the proposed sign at the Battleground Golf Course, at the February 7, 2018 Golf Course Committee meeting the committee discussed the design of and wording on the new electronic marquee message sign for the Battleground Golf Course. Touchstone Golf representatives have requested that “WEDDINGS & EVENT CENTER” verbiage be added to the face of the sign as shown on the attached concept. The Golf Course Committee discussed this and recommends the design and wording shown on the attached concept including the “WEDDINGS & EVENT CENTER” be approved.

Regarding the proposed sign at the Theater & Court BLDG, there are several options. The attached concept shows “Theater & Court BLDG” since that is the verbiage on the existing marquee sign. The possible options include:

- a. “Theater & Court BLDG” - verbiage on the existing marquee sign
- b. “Municipal Courts and Theatre Building” - verbiage on the dedication plaque inside the building
- c. “Municipal Court and Theater Building” - verbiage on the Monuments on the east and north sides
- d. “Municipal Courts & Theater” - verbiage on the Parks and Recreation Commission plaque outside the building

Regarding the Animal Shelter sign, a “Donor Plaque” section is included at the bottom of each side of the sign. This would allow the potential for 2 donors to contribute \$25,000 each to sponsor the sign. This is also included in the latest brochure for the new animal shelter.

The signs will be fabricated offsite and will be delivered and erected at the designated locations in the City. There are some technical issues being currently discussed between the Public Works Department and the sign company. We anticipate including an item on the March 6 Regular Council Meeting to consider authorizing purchase of these signs.

Fiscal/Budgetary Impact:

The cost of the signs is \$51,000 each. The total cost is \$255,000. The vendor is National Signs, and the signs would be purchased through Buyboard Contract #512-16. The account numbers are shown

in the summary above.

Discussion only during this Workshop.