



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mindi Hurley, Director of Community Development

**Date:** May 14, 2019

**Reference:** Discussion regarding an Electronic Sign in Old Town Coppell

**2030:** Special Place to Live, Sustainable City Government, Community Enrichment & Wellness

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### Executive Summary:

On August 24, 2018, staff asked Council if there was interest in a digital sign at the entry into the Old Town Main Street project for advertising the Arts Center and marketing other Old Town events. Staff was given the direction to perform an analysis of the potential locations, configurations and costs. Staff explored the concept and found a potential appropriate location in the median of Bethel Road & Main Street. Staff is bringing forward different conceptual design alternatives and rough estimates for discussion and to receive further direction.

### Introduction:

There are two distinct types of electronic signs. There are those that simply convey a message through digital text (ticker-tape signs) and then there are more elaborate LEDs with higher resolution and images. The estimated cost of each alternative has not been officially quoted, but budgetary numbers have been provided by Delphi Signs out of Costa Mesa, California. Staff is requesting direction to pursue a digital sign at W. Bethel and Main Street and if so, which of the three design alternatives is preferable.

### Analysis:

The key considerations to the design were: safety, visibility, compatibility with the area and potential cost. The intersection at W. Bethel and Main Street was determined to be highly visible to those passing by or visiting Old Town. Because the Arts Center is located on the southern boundary of the District, quite some distance from the main thoroughfare, locating a sign at this intersection would not only market the Arts Center, but could advertise Old Town Coppell events as well.

Safety was a key consideration in design. The sign placement cannot obstruct the views of the traffic. As seen on the Location Map, the sign is proposed to be setback approximately 10' from the existing stop bar on the northbound travel lane of Main Street, leaving an unobstructed view corridor for the driver, without being setback too far to not be visible to the east/west traffic on Bethel.

Also depicted in the Location Map, the proposed sign is placed perpendicular to W. Bethel Road as this will have the greatest impact and will be most visible to the traveling public.

Compatibility- Because a modern electronic sign is not compatible with the traditional architecture of the area, staff followed the Design Guidelines established for the area and used elements of the surrounding structures in two of the design alternatives.

As depicted on the Sign Comparison Exhibit, Alternative 1 is the least expensive. It consists of a simple, ticker-tape sign that would convey a message. The base could be constructed of brick that would fit in with the other monument sign bases found outside the Historic District in the rest of Coppell. The roof is a corrugated metal similar to the one found on the silo at the entry to the Main Street Project.

Alternative 2 is more contemporary in nature, but may fit in with the nature of events/activities planned for the Arts Center. The CMU with a stucco top-coat monument base is more compatible with the nearby industrial buildings.

In Alternative 3, a structure is shown to house the sign. The gable design is reflective of the predominant roof form in the area. This is preferred roof type listed in the Old Coppell Design Guidelines. Grey brick is shown for the base, the white horizontal siding is depicted for the gable and grey standing seam for the roof. This is similar in design to the George Coffeehouse (picture attached). The structure, as depicted in Alternative 3, would add approximately \$25,000 (rough estimate) to the cost of the sign.

#### **Legal Review:**

The attorney advised staff that this will require an amendment to the existing Planned Development (PD-250R8-H) District for Old Town (Main Street).

#### **Fiscal Impact:**

Electronic Signs vary in price depending on type of sign from roughly \$50,000 for a simple ticker tape messaging sign to \$140,000 for a more elaborate high resolution display.

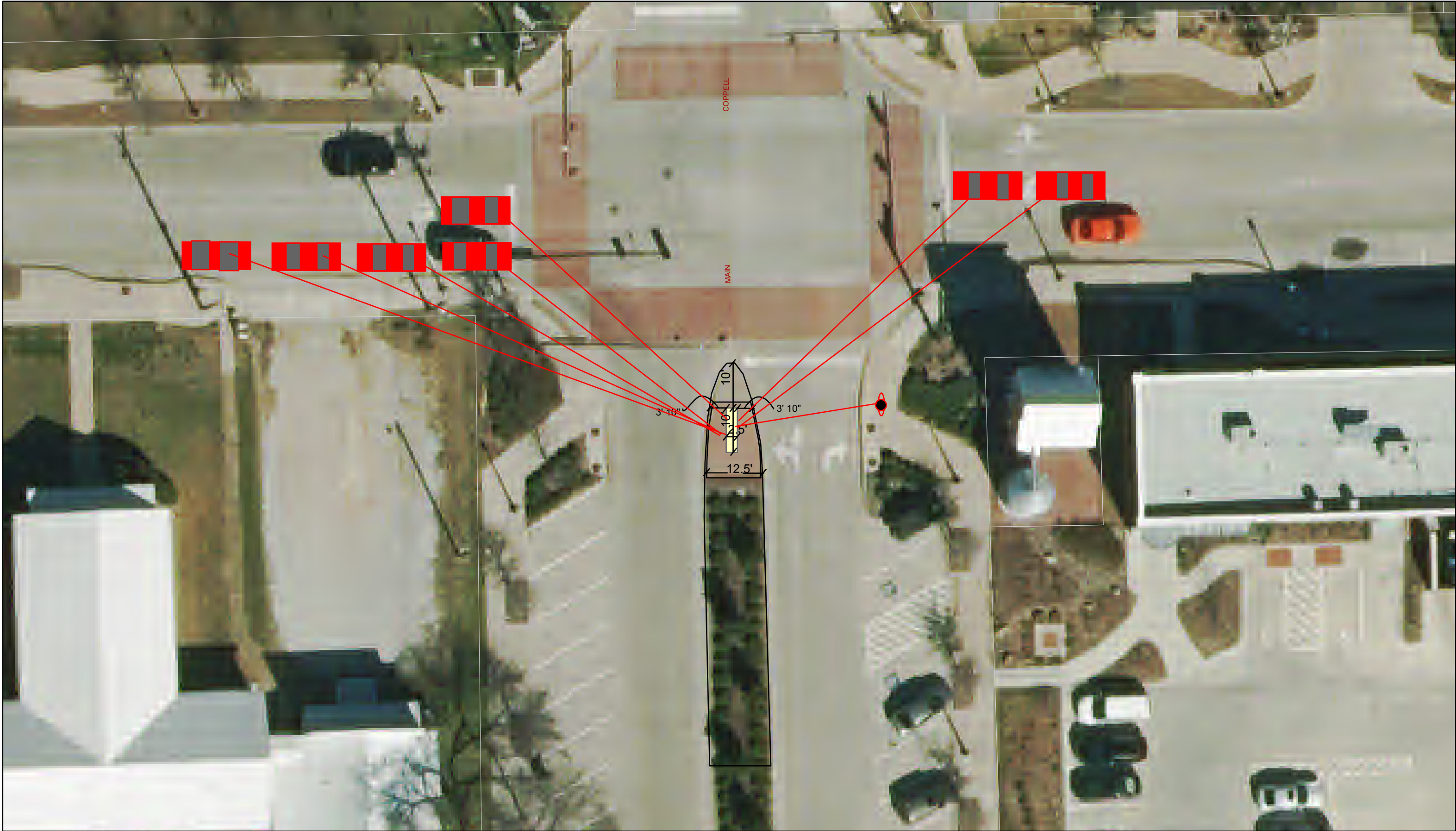
#### **Questions for Council:**

Staff is requesting direction from Council:

1. Should staff pursue an electronic monument sign at this location?
2. If so, which of the alternatives is preferable?

#### **Attachments:**

Digital Sign Location Map  
Sign Comparison Exhibit  
George Coffeehouse Picture





- **Roughly \$50,000**
- Poor Resolution, smallest display
- Intended for text messages
- Pixelated, Red Single Color



- **Roughly \$100,000**
- Good Resolution, largest display.
- Cabinet Mounted to the base.
- Recommended for viewing distance greater than 15 feet. (vehicular)



- **Roughly \$140,000**
- Best Resolution (+\$12,000), slightly smaller display Cabinet Mounted to the base under structure
- Structure (+\$25,000) to match Old Town Traditional Architecture.
- Recommended for viewing distance greater than 5 feet. (pedestrian)

Item	Low Resolution (10'w x 4'h)
Single color (red) ticker tape sign	\$ 30,000
Media Player, Video Extender, Cabling	1,600
Sign Enclosure (Installed)	7,200
Software License and 1 Year Annual Hosting (prepaid)	1,000
Monument Construction (est.)	3,500
Permitting (est.)	3,000
Site Prep (Power, Data runs) (est.)	2,800
<b>Total</b>	<b>\$ 49,100</b>

Entech stated a 7 year warranty is available.

Item	6 mm Pixel Pitch (10'w x 5.7'h)
LED Sign System, Dual Sided, Front Service, 6000 nits, Automatic dimming based on ambient light. Reliability: 100,000 hours MTTH. Certifications: CE, EMC and LVD.	\$ 82,000
Media Player, Video Extender, Cabling	1,600
Sign Enclosure (Installed)	7,200
Software License and 1 Year Annual Hosting (prepaid)	1,000
Monument Construction (est.)	3,500
Permitting (est.)	3,000
Site Prep (Power, Data runs) (est.)	2,800
<b>Total</b>	<b>\$ 101,100</b>

Delphi Signs stated the warranty is 36 months with an optional 5-year extended warranty available for \$2,500.

Item	3.9mm Pixel Pitch (9.8' w x 4.9' h)
LED Sign System, Dual Sided, Front Service, 6000 nits, Automatic dimming based on ambient light. Reliability: 100,000 hours MTTH. Certifications: CE, EMC and LVD.	\$ 94,000
Media Player, Video Extender, Cabling	1,600
Sign Enclosure (Installed)	7,200
Software License and 1 Year Annual Hosting (prepaid)	1,000
Monument Construction with columns and roof (est.)	28,500
Permitting (est.)	3,000
Site Prep (Power, Data runs) (est.)	2,800
<b>Total</b>	<b>\$ 138,100</b>

Dephi Signs stated the warranty is 36 months with an optional 5-year extended warranty available for \$2,500.





George Coffeehouse Side Entrance