



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: September 23, 2025

Reference: Presentation regarding digital signage at the corner of S Coppel Road/Main Street and Bethel Road.

2040: **Create Business and Innovation Nodes**

Introduction:

The purpose of this request is to ask for input regarding digital signage at the south side of the intersection of S. Coppel Road/Main Street and W. Bethel Road.

Background:

In August 2018, staff presented to Council a proposed digital sign at the entry into the Old Town project for advertising the Arts Center and marketing other Old Town events. Staff was directed to perform an analysis of the potential configurations and costs involved. After this was completed, staff was asked not to move forward with digital signage.

Subsequently, in March 2024, staff presented using digital signage in lieu of banners at the entries into the city. At that meeting, the idea for digital signage at the entry into Old Town Coppel was presented again. Staff was asked to move forward only with a pilot, digital sign on South Belt Line in conjunction with the South Belt Line Road reconstruction project. This has been installed and utilized for communication for city events, emergency notifications, and projects.

Due to the positive feedback about this sign, staff has been asked to revisit the digital sign in Old Town Coppel. We have obtained an estimate of the cost for a two-sided digital monument sign in the median of Main Street on the south side of W Bethel Road from the same vendor that constructed the Belt Line Road sign. The sign would be oriented perpendicular to W. Bethel Road to be visible to both eastbound and westbound motorists. It would have a 1.5' X 10' stone or brick base with the 5.5' X 9.5', 2-sided LED digital display above. The cost of this sign is estimated to be \$75,000.

An alternate design is also being considered. This would involve partnering with the Old Town Property Owner's Association (POA) for a digital display on the grain silo located at the southeast corner of Main and S Coppel Roads. This would be a single sided 8' X 10' LED mounted on the side that faces W Bethel Road. Staff has not had any discussions about this with the Old Town POA,

and we would need to gain their permission before moving ahead with plans, if Council wants staff to pursue this option.

Benefit to the Community:

Provides an avenue for marketing Old Town and advertising events in Old Town. This will also serve as a tool for altering the public about emergencies and other public notifications that need to be transmitted.

Legal Review:

N/A

Fiscal Impact:

This is a Work Session discussion and as such there is no fiscal impact.

Recommendation:

Staff is asking for guidance from Council on digital signage at the entry to Old Town.