



MEMORANDUM

To: Mayor and City Council

From: Ken Griffin, P.E., Director of Engineering and Public Works

Date: April 14, 2015

Reference: Wayfinding Sign Replacement/Update

2030: Business Prosperity

Introduction:

In 2008 the City purchased and installed a wayfinding sign system to help guide motorists to various City Facilities. The materials used in fabricating the signs include aluminum for the sign and post material, powder coat for the black poles, “Coppell Blue” (PMS 2955) sign sheeting and “Coppell Gold” (PMS 4495) paint for the star. There are two types of signs around town; Primary Signs (sign mounted to right/left of pole, flag shape, with the Coppell Logo on the back) and District Signs (sign centered on pole with decorative scroll on top and district location plaque on the bottom). The lettering of the sign is in a retro reflective material typically used in the highway sign industry to increase visibility of the letters at night.

Analysis:

In 2013 the Building Inspections Department and Fire Administration moved out of the building on Southwestern Blvd. There were two wayfinding signs along Denton Tap & S. Belt Line guiding motorists to the old location. These have been removed since they were incorrect after the move. In addition, some of the signs around town are looking in poor condition due to UV damage. These are primarily the southern facing signs. The Traffic Control Division has been tasked with determining a solution to change the incorrect signs & revitalize the other signs. There are several challenges the division faces: the materials used in creating the signs is not something the Traffic Control Division typically works with; the unique color combinations used limits the materials used; and the size of the signs (lettering if replicated in-house, would need to be divided up to fit within the sign cutting machine limits).

Staff originally tried to develop ways to perform the work in-house, such as, find a vinyl that is similar in color that could be used instead of the powder coat and cut the lettering on our vinyl cutting machine. That way we would easily be able to make upgrades as they are needed. However, our search for the right material (large enough to cover a 60” wide sign and the right color) has been unsuccessful.

Staff has begun looking into other options and determining the best solution. Some options we are exploring include:

- 1) Replace/rebuild entire sign \$\$\$\$
 - a. Gives us entire new sign and pole life
 - b. Opportunity to add additional structural supports (wind loads in the past have taken down some of the larger signs and the failure is typically at the base/connection)
 - c. Ability to construct new support structure to fit more text for new city facilities.
- 2) Sandblast & powder coat old sign & apply new lettering \$\$
 - a. Basically provides us the same as what we began with in 2008
 - b. We may look into some UV inhibiting clear coat over the powder coat.
- 3) Paint over old sign sheeting & apply new lettering \$\$
 - a. Anticipate that this process would cost less than re-powder coating.
- 4) Apply vehicle wrap \$\$\$
 - a. Custom printed vinyl wrap with retroreflective letters.
- 5) Clean sign & spray a clear coat over the blue \$
 - a. May provide us some new life to the older signs. We had looked into waxing the signs but realized the oxidation would come back quickly and the shine disappear.

Other issues we are working on include the fact that there are about 8 signs that have never been installed. These were stored outside at the Village Parkway Pump Station and they have suffered some of the same sun damage problems. Some of the signs were waiting for roadway reconstruction projects to be complete, while others had some conflicts with underground utilities. The type of foundation used on these wayfinding signs must be constructed by outside contractors as staff doesn't have the equipment and expertise to perform in-house. We also understand there have been requests to add the Dog Park to the signs near MacArthur Park. Some of these signs may fit the lettering but others may need to be larger. Staff is also looking into having the Old Town Logo added to the signs within the Old Town District

Staff is currently evaluating the above listed options and is in the process of obtaining 3 quotes (we anticipate spending \$25,000.00 or less this budget year). We have found powder coating companies, but they are unwilling to disassemble and apply new lettering. We have used a welding shop before to re-fabricate one sign at a time due to windstorm damage and add additional structural support.

Ultimately, after determining exactly how we should proceed, we will probably look at bidding for a 4 or 5 year term contract where we have a contractor on-call to assist in the sign maintenance and installation of some of the remaining signs.

Legal Review:

NA

Fiscal Impact:

The fiscal impact of this item is \$25,000.00 this year as budgeted in the Traffic Control Division.

Recommendation:

The Traffic Control Division recommends analyzing our options, obtaining 3 quotes and working to begin upgrading signs before the end of the fiscal year.