

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Kim C. Chudoba, Senior Management Analyst *KC*

DATE: July 10, 2006 (CC Meeting of 7/19/06)

SUBJECT: Consider Revised Design and Specifications for Electronic Marquees

BACKGROUND

In February 2006, Council approved the design and specifications for two electronic marquees at College View and Glenwood parks, and authorized staff to solicit bids. These 10-foot-long, 12-inch-wide, and 72-inch-high electronic signs will replace existing Plexiglas signs to promote City programs.

DISCUSSION

Staff conferred with a sign vendor to address Council concerns about location and readability. Based on further use and maintenance data, staff proposes minor revisions. Single-sided marquees are recommended for (1) the northwest corner of College View Park near the intersection of Campus Park Drive and Collins Drive and (2) the west end of Glenwood Park oriented perpendicular to Tierra Rejada Road. A sign consultant will help the City determine the optimal site placement.

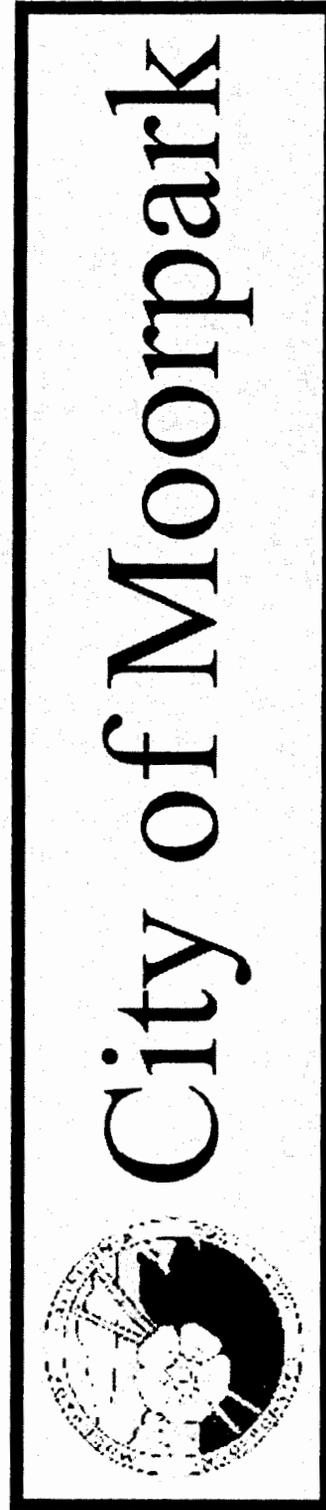
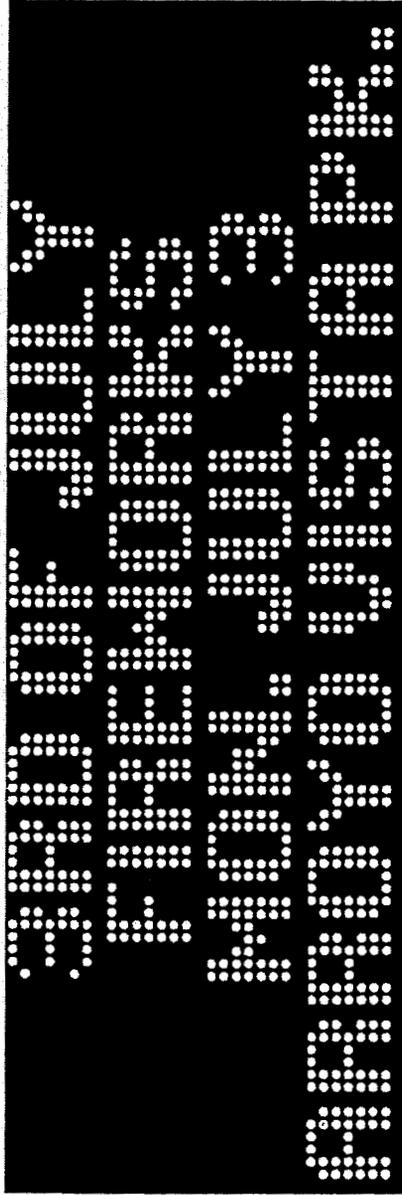
Council approved a hollow monument sign (two cabinets with steel tubing, covered with aluminum sheeting, fastened together, texture coated, and bolted to a concrete base set below ground) with internal lighting. This design requires a less durable, high-maintenance lexan face. Instead, staff proposes a more durable, low-maintenance solid monument sign (a texture-coated aluminum cabinet on a concrete standup sign with the City name and logo recessed in the base) with external lighting. This more readable display will be changed by remote dial-up connection, with battery back-up in the event of a power loss. Battery back-up will cost about \$2,000. The revised design and specifications are attached.

STAFF RECOMMENDATION

Approve revised design and specifications for electronic marquees.

Attachment 1: Electronic Marquee Design
Attachment 2: Electronic Marquee Specifications

CITY OF MOORPARK
ELECTRONIC MARQUEE DESIGN



ATTACHMENT 2

CITY OF MOORPARK ELECTRONIC MARQUEE SPECIFICATIONS

I. GENERAL

- A. Supply two single-faced, four-line, outdoor Light Emitting Diode (LED) electronic marquee signs.
- B. Matrix to be 32 pixels high by 96 pixels wide.
- C. Pixel spacing to be .9-inch (23 mm) center to center and shall display user-programmed messages, time of day, temperature, and pre-programmed pictorials.
- D. Equipment to be Electrical Testing Laboratories (ETL) listed solid-state electronic technology.

II. PRODUCT

A. LED MESSAGE CENTER

- 1. Message center shall be Trans-Lux Captivue technology or equal. Provide two units of this model.
- 2. Overall cabinet size shall be 8 feet long by 3 feet 6 inches high by 10 inches deep and constructed of aluminum. Cabinet to be shipped assembled, painted, and constructed for mounting.
- 3. Cabinet color shall be determined by owner prior to fabrication.
- 4. Approximate weight shall be 300 pounds.
- 5. LED characters shall be amber in color and no less than 6.3 inches in height with no less than a 140 degree viewing angle.
- 6. LEDs shall have a rated burn-life of 100,000 hours.
- 7. Average characters per line shall be 14 to 16.
- 8. Electronics to be packaged in a low voltage plug-in processor and accessible from the front of the cabinet.
- 9. Power to be 1,008 watts maximum 120 VAC, 60 Hz.
- 10. Include clear lexan cover for protection.

B. BASE

- 1. Base shall be a concrete standup sign with engraved lettering and City logo.
- 2. Overall size shall be 10 feet long by 30 inches high by 12 inches deep.
- 3. Base shall be painted, and color shall be determined by owner prior to fabrication.

C. CONTROL

- 1. Supply ISEWrite 2000 software or equal. Provide both wireless and phone modem capability.

2. Software to be Windows-based and controlled by customer-supplied personal computer running Windows XP.
3. Software shall be capable of scheduling messages by date and time up to 31 days in advance.
4. Software shall include multiple display capabilities including pictorial graphics.
5. Software shall be capable of controlling the sign via radio frequency (RF) wireless modem, direct wire, and phone.
6. Provide on-site software training (no less than six hours) and at least four copies of the operation manual.

III. INSTALLATION

- A. Contractor shall hold valid C-27 and C-45 Contractors License.
- B. Provide engineered drawings for complete installation. City to supply power to sign locations.
- C. Install signs per plans and City codes.
- D. Install all wiring and computer set-up at City office.
- E. Include general landscaping around sign base including but not limited to mow strip, flowers, and ground cover. City to provide flower bed design.
- F. Install irrigation drip system in planter bed at base of sign as part of existing irrigation system.
- G. Include shielded front light bar at base of sign for night viewing. Lighting specifications shall be furnished by owner prior to fabrication.

IV. LIMITED WARRANTY

- A. Provide a limited warranty for a period of five years from the date of invoice against defects in workmanship or material. Defective components shall be repaired or replaced on a factory exchange basis. Exclusions include, but are not limited to accident, neglect, abuse, misuse, or natural disaster.
- B. Include on-site service for the first full year of operation at no extra charge.
- C. Supply a 24-hour service hot line for technical help.

- V. **ADD ALTERNATE:** Supply solar-powered battery back-up with a manually operated conversion switch at each location. Battery to have a minimum 12-hour life cycle and to be concealed from view.