

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Mary K. Lindley, Parks, Recreation, and Community Services 

DATE: January 23, 2006 (CC Meeting of February 1, 2006)

SUBJECT: Consider Approval of Design and Specifications for Electronic Marquees

BACKGROUND

For approximately 12 years, the City has been using marquee signs to promote City programs and activities, most often associated with the City's recreation division. There are four marquee locations: AVCP, Glenwood Park (the corner of Tierra Rejada Road and Harvester Street), College View Park (the corner of Collins Drive and Campus Park Drive), and the northwest corner of Tierra Rejada Road and Spring Road (in front of RiteAid). The sign at RiteAid was destroyed in an automobile accident and will not be replaced. Each marquee stands four feet tall and six feet wide and is made with a square steel frame. The marquee message is viewed through clear Plexiglas, which protects the white six inch magnetic letters that attach to a metal backing. The messages displayed on the marquees are changed manually. Each marquee cost \$800-\$900 to construct and approximately \$100 per month in staff time and materials to maintain the four signs. The value of these marquees comes in the form of targeted messaging displayed in strategic locations for about \$1,200 annually.

During the FY 2005/06 budget process, the Council directed staff to replace the existing marquee signs with electronic marquees. To start, the Council budgeted \$60,000 for the design and installation of two electronic signs with the intent to budget for an additional two in FY 2006/07. This program was also included in the City's adopted Goals and Objectives for FY 2005/06.

DISCUSSION

Staff has been working with several sign vendors who design and install electronic marquee signs. Based on the budget, visibility requirements, and desired sign locations, staff is recommending the design illustrated on Attachment A. It is proposed that the first two new electronic marquees replace the existing marquees located at Glenwood Park and College View Park. It is proposed that a single sided electronic marquee at College View Park be located on the southeast corner of the park near the intersection of Collins Drive and Campus Park Drive. The marquee will face the middle of the intersection and be

viewable by eastbound traffic on Campus Park Drive and north and south bound traffic on Collins Drive (Attachment A). A double sided electronic marquee will be placed at the west end of Glenwood Park and oriented perpendicular to Tierra Rejada Road. The Glenwood Park marquee will be visible to traffic traveling both north and south bound as they pass the park (Attachment A). For FY 2006/07, an electronic marquee is being considered for the northeast corner of Tierra Rejada Road and Spring Road. Other locations for additional marquees have not yet been determined. It is estimated that the single sided sign will cost approximately \$22,000 and the double sided sign approximately \$28,000.

As proposed, each marquee will measure 10 feet in width by 5½ feet in height and approximately 15 to 24 inches deep. The differential in dimensions in depth is determined by the application of a single or doubled sided message center. Construction of the marquees consists of two cabinets framed with steel tubing and covered with aluminum sheeting. The cabinets are fastened together and bolted to a concrete base set below ground level (Attachment A). Once in place the outer surface is texture coated in a neutral color appropriate for the location. The message center is secured inside the top cabinet and electrical connections are made. As an optional design feature the City's logo and name (or park name) can be affixed to the marquee in several ways. The City or park name is either painted on, recessed into the marquee surface, or raised lettering can be attached. Staff is proposing that the City's name and logo be recessed in the base of the marquee and that the base be lit externally with a shielded light bar. This is consistent with the lit monument signs at Miller Park and Poindexter Park.

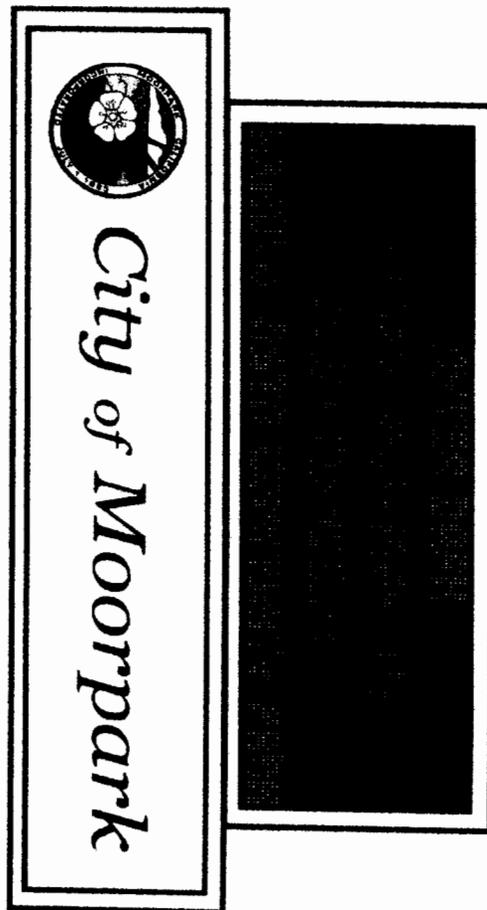
Message centers for both marquees will measure 2'6" tall X 7'10" wide and consist of LED (light emitting diode) technology. Using scalable fonts, messages can be displayed on 3 or 4 lines of text. The standard character size with four lines of text is 6.3 inches and readable from 315 feet. A three-line message produces a character 10 inches in size and can be read from 500 feet. Message displays are changed on-site or remotely using PC based software. Communication options include direct connection, dial-up connection or wireless. Direct communication requires a cable directly from the marquee to a host PC. A dial-up connection operates through the use of existing phone lines or cellular technology and phone modem. Wireless options use cellular or radio frequency and functions with a transmitter-receiver. It is assumed that the best options for the City, considering the sign locations, will be a wireless or dial-up connection. Specific technical knowledge will be required to identify the optimal connection to each marquee. For that reason staff recommends the method used for connectivity be determined once a contractor has been selected.

STAFF RECOMMENDATION

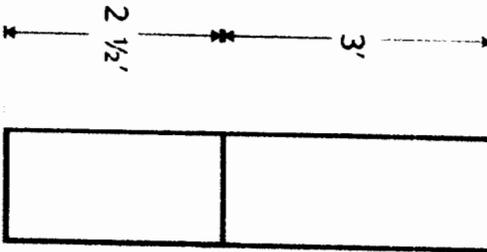
Approve design and specifications for electronic marquees as outlined in the Agenda Report and authorize staff to solicit bids.

Attachment A: Design and Specifications

FRONT VIEW

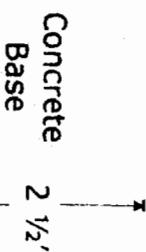


END VIEW



Each marquee measures 10 feet in width by 5 1/2 feet in height and approximately 15 to 24 inches deep. Construction of the marquees consists of two cabinets framed with steel tubing and covered with aluminum sheeting. The cabinets are fastened together and bolted to a concrete base set below ground level. Once in place the outer surface is texture coated in a neutral color appropriate for the location. The message center(s) are secured inside the top cabinet and electrical connections are made. As an optional design feature the City's logo and name (or park name) can be affixed to the marquee in several ways. The City or park name can be painted on, etched into the marquee surface or metal lettering can be attached to the marquee. The City's logo and lettering can also be backlit for night viewing by making cutouts in the cabinet and covering with colored Lexan. A light source from inside the cabinet is used to illuminate the marquee logo and name.

TOP VIEW



College View Park

Collins Drive and Campus Park Drive



MARQUEE LOCATION ●



MARQUEE LOCATION ●

Glenwood Park
Tierra Rejada Road and Harvester Street

Conceptual Drawing / Electronic Marquee
College View Park - single sided / Glenwood Park - double sided