




MEMORANDUM

TO: Peter Joseph, Town Manager

FROM: Adam S. Bliss, Town Engineer, Public Works Director 

DATE: October 10, 2019

SUBJECT: Freeport Internally Illuminated Sign

This memorandum requests input from the Town Council for an internally illuminated sign proposed at the Public Safety Building on Main Street. The project scope is limited to replacement in kind of the upper sign and replacement of the lower manual message board with an LED message sign. The existing sign was originally permitted by the Design Review Board on March 10, 2005. The entire sign and posts need replacement because the wood material is deteriorating. The Town will submit a Project Review Board application for the November 20 meeting based on guidance received from the Town Council.

Town staff discussed potential internally illuminated sign locations. The Public Safety Building was selected over Town Hall because of visibility and importance for display of emergency management messages. In addition, the Public Safety sign already has a message board which would be replaced with the LED sign. Signage details, dimensions, and examples are presented in figures provided with this memorandum. Figure 1 shows the existing sign, Figure 2 shows a mock-up of the replacement sign, and Figures 3 and 4 are examples of internally illuminated signs.

The new sign will remain at 7'-6" tall but will increase to 6'-0" or 7'-0" wide to allow for proper message clarity. Granite posts will replace the deteriorated wood to match the lintels above the windows on the Public Safety Building. The LED message board will provide at least 3 lines of text intended to concisely convey public notification messages. It should be noted that internally illuminated signs erected for public safety are exempt from Chapter 23, Freeport Sign Ordinance.

The discussion points for Council to consider include:

- Warranty period: 3 years, 5 years, or 10 years
- Cost: prices range from \$10,000 to \$20,000 for the lower LED sign component
- Resolution: 10 mm to 19 mm, a lower number reflects higher resolution
- Text Color: full color capability or monochrome (yellow, white, or amber)
- Size: recommend at least 2' tall by 7' wide

Details of the items listed above will be provided at the Town Council meeting on Tuesday, October 15.

Existing Sign



FREEPORT
PUBLIC SAFETY

7'-0"

2'-0"

2'-0"

2'-0"

5'-0"

4



Proposed Sign



FREEPORT
PUBLIC SAFETY



FREE CPR CLASS
Saturday, May 21
Register Today 847-391-5348

7'-0"

2'-0"

2'-0"

2'-0"

2'-0"

5'-0"

Example Sign



MONOCHROME SIGNS

A Watchfire 19mm monochrome display is an affordable option for businesses and organizations that are looking to replace changeable copy boards. They are also a great option for businesses that must adhere to local zoning ordinances restricting LED displays to text or a single color.



19mm

Wainfleet City Hall; 19mm, 2'5" x 7'3", Wainfleet, ON

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