

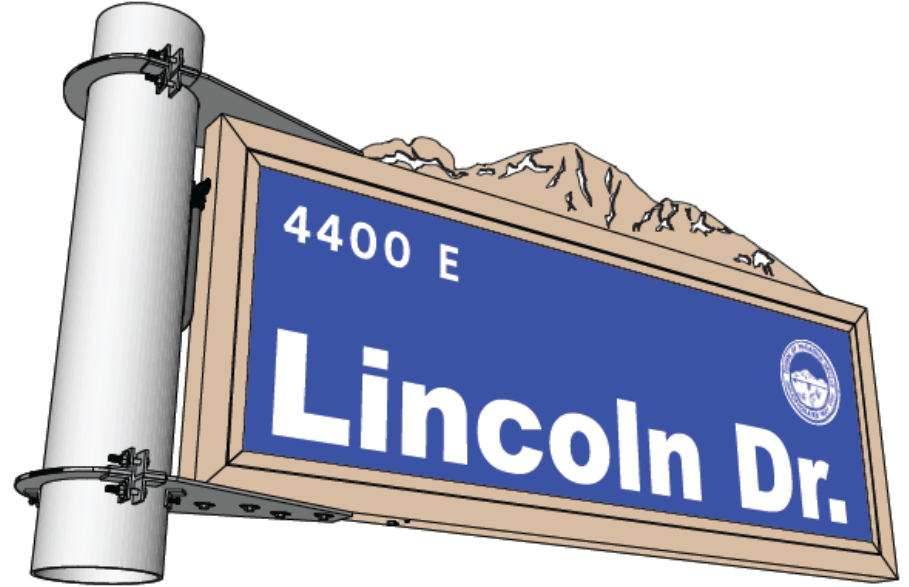


# **TOWN OF PARADISE VALLEY MARQUEE STREET ID SIGNS**

**October 8<sup>th</sup>, 2015**

# AGENDA

- **Project Overview**
- **Aesthetics**
- **Mounting Considerations**
- **MUTCD Considerations**
- **Costs**



# TODAY'S FOCUS

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Looking for direction on:

- **Style**
- **Lighted vs non-lighted**
- **Addition of the town seal**
- **Mounting**
- **Custom metal work**

**These decisions will assist in creating a final design**



# PROJECT OVERVIEW

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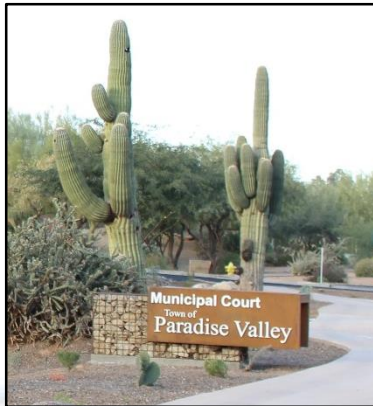
- **Design and install marquee street ID signs which:**
  - **Advance the Town Council goals**
    - **Expand the town's brand**
    - **Visually Significant Corridors**
  - **Standardize sign design and placement**
  - **Improve sign visibility**
- **Signalized intersections along Lincoln Drive and Tatum Boulevard**





# AESTHETICS

- Back-lit or Edge-lit LED's
- Decorative metal work
- Addition of the town seal
- Compliment town's brand

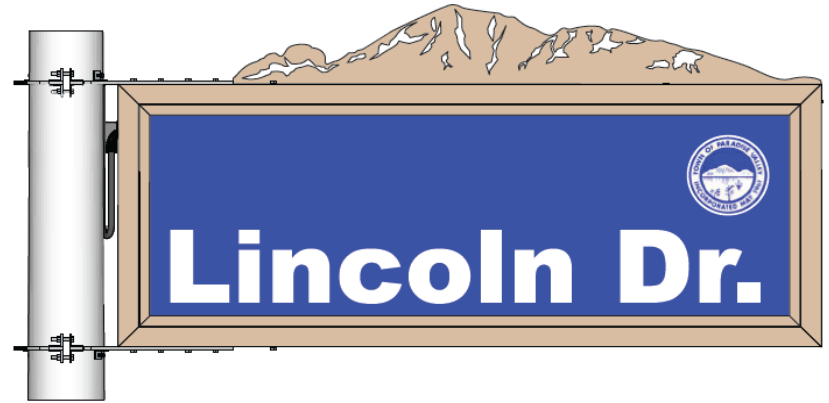


# AESTHETICS

A



B



C



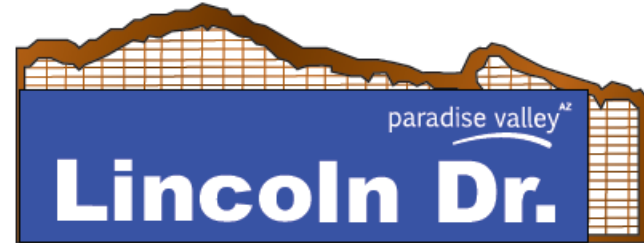
# AESTHETICS

D



E

F



G



# MOUNTING CONSIDERATIONS

- Generally speaking, two mounting options

Option 1: Suspended from mast arm



Option 2: Flag mount on signal pole



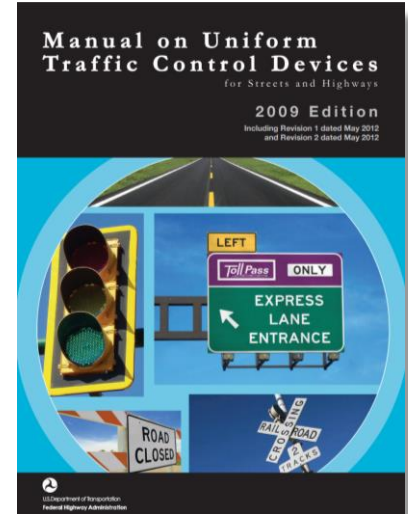


# 2 LEG VS 4 LEG MOUNTING



# MUTCD CONSIDERATIONS

- Manual on Uniform Traffic Control Devices
- Sign Color Requirements
  - Blue background and white text permitted
  - Border optional
- Requires combination of upper and lowercase letters
- Text sizing requirements


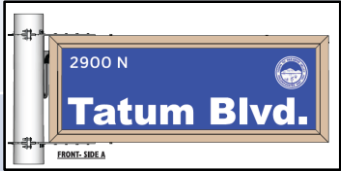
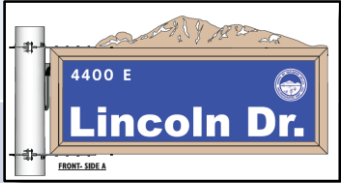


12" initial letter

9" subsequent letters



# COSTS

Option	Sign Type		Cost
1*	Custom Metal Work non-lighted (4 Legs)		\$220,000
2.A	Lighted Sign (2 Legs)		\$120,000
2.B	Lighted Sign (4 Legs)		\$340,000
3.A	Custom Lighted Sign (2 Legs)		\$156,000
3.B	Custom Lighted Sign (4 Legs)		\$409,000

**\* Recommended Option**



# THANK YOU!

# Questions?

