
CITY OF KELOWNA

MEMORANDUM

Date: August 8, 2003
File No.: 3090-20
To: City Manager
From: Recreation Supervisor Administration and Marketing
Subject: **Parkinson Recreation Centre Sign Renovations**

RECOMMENDATION:

THAT the electronic reader display component of the sign at the Parkinson Recreation Centre be replaced with a larger more readable electronic sign at a cost of \$26,000 to be funded from the Civic Facilities Reserve;

AND THAT the Financial Plan be amended appropriately.

BACKGROUND

City Council approved a development variance permit on October 20, 1999 for the construction of a new sign with an electronic reader board display component. The sign was installed in December 2000. In November 2002, 75 % of the light emitting diodes on the electronic reader board failed. As a result the sign was no longer functional and was turned off and removed. The one year warranty had expired.

DISCUSSION

Staff reviewed the options and is recommending the purchase of a new sign. A comparison between the old and new electronic sign is:

ITEM	OLD SIGN	NEW SIGN
Size	8'6" X 15" tall	8'6" long X 30" tall
Number of Characters	1 line of 8 characters	1 line of 24 characters or 2 lines of 12 characters
Software	DOS based	Windows based
Software Features	No shadow effects 18 animation effects difficult to use	Shadow effects 3-d imaging 100 different animation effects 5,000 combined text effects
Software Support	N/A	Lifetime for as long as the City operates the sign
Warranty	1 year	2 years
Viewing Angle	90 degrees	140 degrees
Brightness	800 Milla Candela	1200 Milla Candela
Cost	\$21,880	\$21,140
Colour	Red	Amber

This sign provides a greater presence with three times the current character display. This allows for enough usable information to be displayed with minimal abbreviation and it can be easily read by vehicles traveling 60 km /hr as they pass the sign (samples attached). The newer electronics used in the sign allow come with a two-year warranty.

The sign renovation complies with the existing development variance permit.

The renovation will continue to provide for the relocation of the entire structure in anticipation of the addition of a third lane on the north side of highway 97 at this location.

Attached are comparative sample sign messages from the old sign and the new sign as well as pictures of similar signs.

The budgeted amount includes:

- Sign purchase
- Installation
- Surge protection
- Landscaping
- External Lights

Should Council not approve these additional funds and the new electronic reader board sign component, the old electronic reader board sign can be reinstalled at a cost of \$5,000.00.

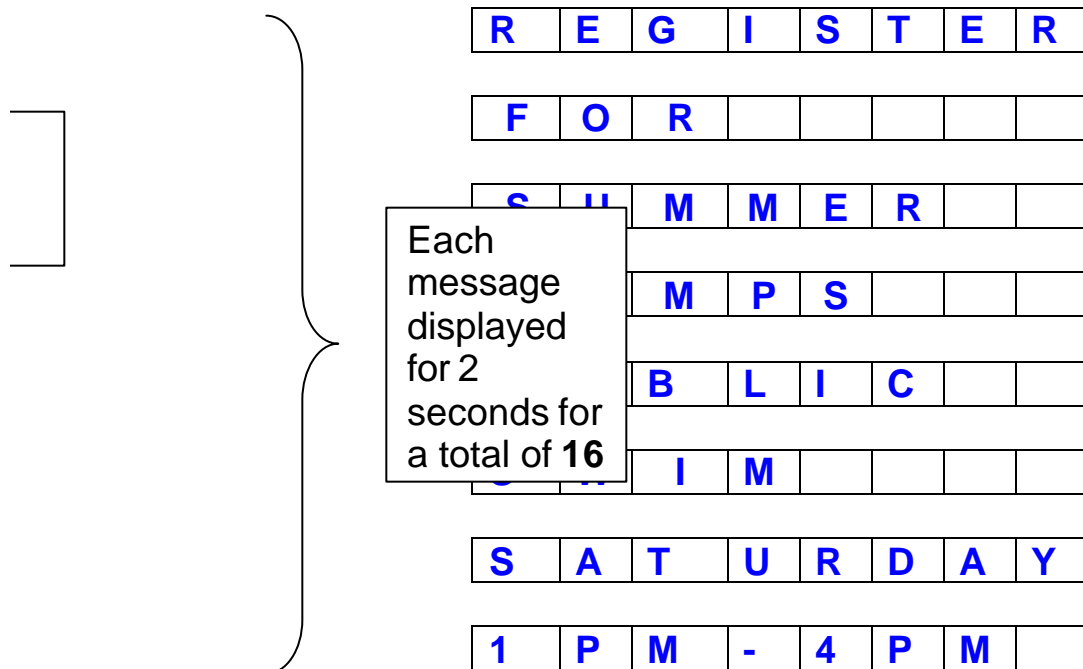
Ron Forbes
Recreation Supervisor

cc: Director of Parks and Leisure Services
Manager of Recreation and Cultural Services
Financial Planning Manager

Attach.

Typical message display and timing of the **old** electronic sign

Typical viewing time traveling 60 km / hr is 8 seconds



Typical message display and timing of the **new** electronic sign



Driving at an average of 60 km/hr, the total viewing time for the highway sign is between 6 – 7 seconds when driving west. The total viewing time is between 8 – 11 seconds driving east. The times vary depending on the lane you are in. Actual viewing times will be shorter as drivers may not know the sign is in place thus not look at the messages until they are much closer to the sign.

line 8
sign.

R	E	G	I	S	T	E	R
---	---	---	---	---	---	---	---

Displayed for 2 seconds

F	O	R					
---	---	---	--	--	--	--	--

Displayed for 2 seconds

S	U	M	M	E	R		
---	---	---	---	---	---	--	--

Displayed for 2 seconds

C	A	M	P	S			
---	---	---	---	---	--	--	--

Displayed for 2 seconds

Total time for the message **8 seconds**. Driving west, you would not be able to see the whole message from start to finish.

Proposed new
highway sign

R	E	G	I	S	T	E	R		F	O	R
S	U	M	M	E	R		C	A	M	P	S

Displayed for 2 seconds

Old single line 8
character sign.

R	E	G	I	S	T	E	R
---	---	---	---	---	---	---	---

Displayed for 2 seconds

J	U	N	E		7		
---	---	---	---	--	---	--	--

Displayed for 2 seconds

8	A	M					
---	---	---	--	--	--	--	--

Displayed for 2 seconds

Total time for the message is **6 seconds**. To understand the concept of the whole message, you would have to see it from start to finish which often does not happen.

Proposed new
way sign

R	E	G	I	S	T	R	A	T	I	O	N
J	U	N	E		7		@		8	A	M

Displayed for 2 seconds