



CITY COMMISSION STAFF REPORT

DEPARTMENT: Department of Law Enforcement, Captain De Giovanni

SUBJECT: Motion to Approve the purchase of LED Monument Signs

BACKGROUND OF ITEM:

The Suellen Fardelmann sports complex serves as both a key recreational and gathering location for the City while doubling as the site for the City's primary public safety complex. It is centrally located in the City and abuts a major arterial roadway. A wide variety of activities and important public services are offered at this location throughout the year.

ANALYSIS:

Staff recommends installing two new, 4'2" x 7'4", 8mm CLR 160x280 LED monument signs at the complex: one at the SE corner of Embassy Dr. and Stirling Rd., and the other at the SW corner of Palm Ave and Stirling Rd.¹ The installation of professionally fabricated signs will provide:

- Improved and more timely public service announcements to our residents and visitors.
- Improved aesthetics at a key City infrastructure and arterial roadway.
- Improved branding and "sense of place."
- Improved visibility for the public safety complex, which aids in crime prevention.

The City of Cooper City has looked for ways to better communicate with its residents and visitors and beautify its infrastructure and facilities while maintaining a strong sense of place and public safety. Signage also helps with branding, aiding commuters with City identification. The proposed contractor, Stewart Signs, has a long history of helping cities and other entities with the fabrication and installation of monument signs to serve these needs. Additionally, the longstanding company, which has an office locally in Florida, is an approved vendor with the Interlocal Purchasing System (TIPS), a national cooperative purchasing program that helps the City leverage its competitive procurement process.

The proposed project would be completed from fabrication to delivery and installation by Stewart Signs and its partners. The City would be responsible for ensuring an adequate electrical connection within three feet of the site, as well as ensuring the site is cleared prior to installation. Public Works is capable of completing both of those requirements. An administrative variance request was submitted and approved by the Community Development Department as part of this project proposal. There is sufficient space in the site plan(s) to accommodate the installation.

¹ This video helps visualize the quality of picture the 8mm LED display illuminates:
https://www.youtube.com/watch?v=Vjep_-8DLvo

STRATEGIC PLAN:

The City’s strategic plan identifies four priorities to be realized between 2022-2027: (1) Financially sustaining Someplace Special; (2) Proactive Public Safety; (3) A Strong Sense of Place; and Citywide Revitalization. This project touches on three of those priorities:

- Proactive Public Safety names the investment into technology, as well as the development of an interactive relationship with the community, as key objectives. A public safety LED monument sign creates a new layer of communication between law enforcement by technology, helping push public service announcements to our residents and visitors.
- A Strong Sense of Place identifies the need to reimagine underutilized spaces to create community pride and a brand. Professionally designed and placed LED Monument signs add to community pride, helping to establish a sense of place.
- Citywide Revitalization touches on the need for a pleasing and attractive appearance in our neighborhood, while improving the look of our City infrastructure and parks. The installation of new, aesthetically pleasing signs meets these goals.

FISCAL IMPACT:

The total cost for each sign, to include freight delivery and installation, is \$53,128.80, totaling \$106,257.60. Additionally, permit and associated fees total \$3693.34; hence, the total project cost is \$109,950.94

Currently, the City has budgeted a contingency fund for public safety. These monument signs are in the spirit of public safety because of their messaging component for public service announcements. The public safety contingency fund has \$270,000 remaining in it for this FY.

<u>General Ledger Acct. Number</u>	<u>Budgeted Amount</u>	<u>Requested Amount</u>	<u>Remaining Amount</u>
001-510-599000-521 (Public Safety Contingency Fund)	\$270,000	\$109,950.94	\$160,049.06

ATTACHMENTS:

1. LED Monument Sign – Police Department Quote
2. LED Monument Sign – Sports Complex Quote
3. Stewart Signs TIPS contract
4. Stewart Signs TIPS vendor profile