

MEMO



To: Mayor Dwain Hahs and Members of the Board of Aldermen
From: Janet Sanders, Director of Public Works
Date: May 14, 2026
Re: Deerwood Roundabout Sign Design

At the last study meeting, the Board indicated the design labeled A1 in the (see attached drawing) was the favored choice from Blink Signs, our one responding proposer. This is an internally illuminated sign showing a large new city logo and the words Welcomes You on the front and a similar design on the back with the words See You Soon. The Board also requested that the sign size be approximately doubled from the submitted size. It was submitted as 9' wide on an 11' wide base with an overall height of 8'-3".

Following the meeting, as a precaution, I forwarded the selected design to our regional MODOT traffic engineer for his input and let him know that the desire is for it to be double the size. In his opinion, this sign with a 15' wide base would probably be the largest likely to be approved by MODOT due to sight distance around the sign, and he did not recommend any additional height increase for this wider sign because that also plays into the traffic visibility. He also told me that a monument sign that is not break away cannot be approved unless the speed limit is lowered by MODOT to 40 MPH. I requested information on that process but have not yet received it. His third comment was that the city already has a nearby city welcome sign, and MODOT will typically only approve one per entrance.

For comparison purposes, Blink Signs has revised the proposed drawing to a sign with a 15' wide base and no additional height (see attached renderings). They have not yet changed the cabinet from red to black but are aware of that request. We also do not yet have the proposed cost increase caused by this size increase.

Although this is not the resolution requested, I wanted to keep you aware of the process and asks if the recommendation of the MODOT traffic engineer changes the desire for the doubled sign size to be submitted.