



Technology Department • Kyle MacKenzie • Director
4303 Lawrenceville Highway • Loganville, GA 30052 • 770-466-0015 • www.loganville-ga.gov

Staff Report City Council

To: City Council

Through: Danny Roberts, City Manager

From: Kyle MacKenzie, IT Department Director

Date: January 16, 2025

Subject: Replacement of the CS Floyd Road LED Sign

RECOMMENDATION:

Staff recommends to the Loganville City Council to approve the replacement of the LED sign at the intersection of US Highway 78 and CS Floyd Road.

The total project cost is \$33,203.00.

FISCAL IMPLICATION:

The LED Sign is used for citizen notification and engagement. The sign assists in driving event awareness and special announcements to the public.

BACKGROUND:

Currently, the LED sign is not functioning. The sign was installed 7 years ago and the LED panels have started to fail. The manufacturer no longer makes the LED panels because of the rapid growth in LED panel technology and therefore we have had to pay a third party to repair the panels at a cost of approximately \$500 per panel. The repair company advised us that when the panels begin to go out, the remaining panels will continue to fail. The current LED sign has approximately 72 LED panels (9x4 on both sides). The new sign will be the same size as the current sign but has a better display resolution allowing us to display much more attractive images and animations. The new displays will be manufactured to fit in the space on the existing sign to prevent the need for any redesign of the sign pedestal. The new sign comes with a 1-year labor warranty, 7-year parts warranty and a Lifetime cellular internet connection.

DISCUSSION:

Approval to replace the LED Sign located at the intersection of US Highway 78 and CS Floyd Road. Total project cost proposed by Engle Signs in the amount of \$33,203.00.