

Town of Medway
DESIGN REVIEW COMMITTEE
155 Village Street, Medway MA 02053
(508) 533-3291



*Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Tom Gay, Member
Rachel Walsh, Member
Lisa Graves, Member
Jessica Chabot, Member*

Approved: 11/7/2016

DRC Meeting Minutes: October 3, 2016
Thayer House, Medway

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:03 p.m.

Attendees:

	10/3/16	11/7/16	11/28/16	12/05/16	12/19/16
Matthew Buckley	X				
Julie Fallon	X				
Tom Gay	X				
Jessica Chabot	X				
Rachel Walsh					
Lisa Graves					

Planning & Economic Development Coordinator Susy Affleck-Childs, Energy Committee Member Shelly Wieler and residents Dan Hooper, Andy Rodenhiser and Alissa Rodenhiser also attended the meeting.

The proposed agenda for this evening's DRC meeting was to discuss the evolving technology of LED signs to possibly replace the Choate Park sign with something more efficient and attractive.

Proposed Sign Examples – Watchfire Signs:

Watchfire Signs Northeast Sales Director Ben Barr discussed various options for Electronic Message Center/LED Signs such as background and LED light colors. He presented the members with an LED Sign buyer's guide. The predominance of the discussion focused on page 10 of the guide which gives examples of sign resolutions and millimeters (distance between the clusters of LEDs) (**See Attached**). Pictures of Watchfire signs displayed throughout the nation were also passed around to the committee.

The Committee discussed with Mr. Barr the following points and considerations of an LED sign:

- Signs featuring double sided LEDs generally range in price from \$25,000 to upward of \$100,000.
- Mr. Barr can provide a list of companies that can design the sign encasement which Medway could send out for multiple bids.
- Sign for Needham was thought to be in the \$20,000-\$30,000 range. They opted for a 19mm sign because their viewing distance was from approximately 80 feet.
- Cost significantly increases as resolution increases/mm decreases.
- Things to consider when designing a sign and choosing resolution is speed of traffic and viewing distance between the sign and the targeted audience.
- Brightness can be adjusted and locked. It can also be programed to adjust for daytime and nighttime viewing as well as temperature and weather. If for example it was overcast but still during the day, the sensor would detect the difference in light and adjust brightness. The sign can be programmed to turn on and off at predetermined times.
- Sign messages can be composed with various sizes of fonts and clipart or animation. Watchfire to supply some clipart and offer 15 fonts. Some special fonts such as ones with round corners and anti- aliased fonts use more LEDs.
- Medway would be able build its own templates selecting how many lines and words per page, but a good rule of thumb is no more than 7 words per page including animation or clipart.
- Recommend having someone (gatekeeper of sorts) to approve messages and animation prior to programing it into the sign.
- Wireless broadband programing of sign for \$100 per month is included for 5 years with price of sign. Software in laptop has options to program signs from multiple places. Watchfire can offer hands-on software training.
- Program is PC based now but expect to move to cloud/web based and MAC compatible by the end of the year.
- Energy consumption depends of size of sign and amount of LEDs. For example, a 3' x 7' sign with 12-19 mm resolution averages \$1 per day. 10mm consumes approximately 20-30% more. Max draw 14amps (Mr. Barr to provide more detailed electric consumption).
- Need to consider how often signs should change page, how many words per page and color contrast. Most animation uses 12mm because of higher resolution. 16-19mm is fine for words and basic displays.
- Cell phones and texting while driving is more dangerous than viewing LED signs (Mr. Barr to provide Texas A&M sign board study about safety).
- 5yr warranty covers repairs/replacement barring acts of GOD and incidents of vandalism. They guarantee that they will have parts available for 10 years. Not something foreign competitors can guarantee.
- Most clients will purchase an insurance policy for their signs (Mr. Barr can provide a list of vendors that can offer it).

- There was a general concern for evolving technology. Mr. Barr stated 12mm has been out for about 4 years and while Watchfire is working on a 6mm right now he stills believes the 12mm will remain the optimum product for some time to come. Watchfire builds their signs so they can be removed from the surrounding case and have the LED panels upgraded to new technology if client so desires.
- LED signs would be changed more often than traditional signs with hand changed letters. LED signs can handle multiple messages at once with pages changing every few seconds which could provide more information to the community. Currently the sign at Choate Park is reserved at a rate of one side per week.

Placement of sign or signs within Medway: The committee discussed the placement of the proposed LED sign and if Choate Park would remain the best place for it. All agreed that the best place to place a sign and how many signs to purchase would be discussed at a later time and would largely be dependent on price (Mr. Barr to provide examples of where other villages similar to Medway placed their signs). All agreed the casing would be important and would need to be high end to keep with the aesthetics of Medway.

Viewing of Sign Examples: Several different signs were brought to the parking lot to view which featured different sizes, resolutions and brightness levels. A sign using 10mm resolution with possible sizes of 3' x 5' or 2' x 5' was a popular choice – something smaller with better resolution dimmable to 350 NITs.

Minutes: There were no minutes for the Board to review.

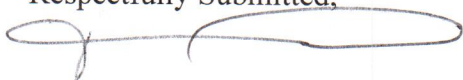
Action Items:

- Julie Fallon to provide a drawing of 3'x 5' or 2' x 5' sign.

Adjournment:

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Julie Fallon to adjourn the meeting. The meeting was adjourned at 9:13 p.m.

Respectfully Submitted,



Cheryl Tennant
Meeting Secretary



LED SIGN
BUYER'S GUIDE
MAKE DIGITAL
ADVERTISING
WORK FOR YOU

QUALITY Watchfire signs are known for their legendary quality and reliability. We build our displays to withstand the harshest weather conditions and environments, guaranteeing you years of worry-free performance. We want your display to look and perform great, not just on day one, but for its lifetime. By having our engineering and manufacturing teams under one roof, we have the ability to continuously evaluate and streamline our processes, which gives you the very best products and services in the industry. We focus on ensuring that your cost of ownership is minimized and your return on investment is maximized.

Built strong. Our signs are built to withstand the most severe weather conditions. Full-silicone encapsulation protects every Watchfire module from salt, humidity, wind, rain, ice and sand. Our displays are subjected to extensive in-house environmental and electrical testing to meet our high standards.

Vibrant, crisp images. The quality of your messaging depends on the quality of your display. LED signs with tiling or blank modules can leave out important information and negatively affect your brand. Our unique color and brightness calibration ensures that your Watchfire sign will display the most beautiful and vibrant images, pixel by pixel for years to come.

Low maintenance. We design our signs with superior components for energy efficiency to keep your operating costs low. Many customers see a significant savings when upgrading an older electronic sign to a Watchfire sign. Our patented front ventilation design cools the sign cabinet without the use of costly air conditioners and filters that need to be replaced regularly.

Peace of mind. Watchfire has been in the outdoor sign business since 1932. We are dedicated to making decisions that support our customers for the long haul because we plan to be here for decades to come. We offer a full 5-year parts warranty and 10-year guarantee on exact replacement parts to ensure your display will look great and perform well for many years in the field.

10mm
28'

12mm
36'

16mm
50'

19mm
60'

25mm
80'

Sign Resolutions and Minimum Viewing Distance

Character Height	5" <i>Handwritten</i>	10"	12"	15"	18"	24"	30"	36"
Max. Viewing Range	250'	500'	600'	750'	900'	1050'	1500'	1800'
Max. View Time at 30 MPH	5 sec.	11 sec.	14 sec.	17 sec.	21 sec.	24 sec.	34 sec.	41 sec.
Max. View Time at 55 MPH	3 sec.	6 sec.	7 sec.	9 sec.	10 sec.	12 sec.	17 sec.	21 sec.

USSC Legibility Study states 1 inch sign characters are readable at a distance of approximately 30 feet.