



Legislation Details (With Text)

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TO: Margate CRA Chair and Members of the Board

FROM: Cale Curtis, CRA Executive Director

DATE: July 13, 2021

CONSIDERATION OF ROOF SIGNAGE ON COVERED SPORTS FIELD STRUCTURE

BACKGROUND: As a result of Board member comments from the May meeting, staff has investigated the possibility of installing roof top signage over the covered field at the Margate Sports Complex. There are several factors that make this a very challenging proposition. First, the roof surface is ribbed rather than relatively smooth, which complicates the design and installation process. In addition, this roof has a fairly significant pitch, which makes both the installation and ongoing maintenance more difficult. Unlike most buildings of this height and above, there is no direct access to the roof. Finally, signage on the rooftop is fully exposed to the elements, especially the sun/heat, which will limit the effective lifetime of the sign regardless of the material used.

Staff reached out to two sign companies, who came up with two very different approaches. Sign company #1 proposed adhering the vinyl signage to a series of thin 4' x 8' aluminum panels which would then be bolted on the roof. This would eliminate the issue of the ribbed roof surface and reduce the amount of work that would need to be done while on the roof. This approach would also allow for easier maintenance and replacement after the estimated 8 years of useful life. The company provided three different size and layout options for discussion purposes. Depending on the size of the signage, anywhere from 50 to 454 aluminum panels would be required. This is cost prohibitive for the larger signage, easily reaching 6 figures (no formal quote was obtained). Furthermore, this method requires numerous new roof penetrations which generally should be avoided whenever possible. These penetrations would jeopardize if not fully void all roof warranties.

Sign company #2 offered a more straightforward approach, applying the highest quality, most weather resistant vinyl with extra lamination directly onto the roof surface. The undulating roof surface would be accounted for through precise design and the use of a 3D printer. The method is similar to “shrink wrapping” like that used to wrap traffic control boxes throughout the County. The company offered three different layouts, all within the larger size range for maximum impact. The quoted price for any of the proposed layouts is \$46,500 for the fabrication and installation. The company also stated that in order to achieve its estimated 5 year useful life, monthly maintenance (cleaning) would be needed due to the direct and constant exposure to sunlight, wind, dirt, etc.

All of the images from both companies show an east-west orientation of the lettering, which is more congruent with the roof pitch; however, there is no reason the signage could not be oriented north/south if so desired by the Board.

RECOMMENDATION: For Board discussion and direction

FISCAL IMPACT: \$46,500 initial cost, plus a minimum of \$30,000 annual maintenance cost over the 5-year useful life of the graphics.

CONTACT PERSON: Cale Curtis, CRA Executive Director