



Street Light Banners State Highway 78

City Council
November 17, 2014

Overview

- The Capital Improvement Plan includes lighting projects for State Highway 78 and 5th/Dewitt.
 - SH 78 Budget - \$350,000 (+ Additional \$100,000 in 14-15 CIP)
 - 5th/Dewitt Budget - \$310,000
- At the 8/18/14 meeting, the City Council selected the light style for both projects.
- Staff is seeking Council feedback on banners for the State Highway 78 project.

Project Layout

- The layout of the State Highway 78 lighting will include new light poles with dual light fixtures, located in the median of State Highway 78. The limits of the project are:

- Bunker Hill Road to 5th Street
- Additional segment #1 – 5th Street to Williford Road (depending upon funds)
- Additional Segment #2 – Williford Road to Ranch Road (depending upon funds)



Street Light Selection shown on State Highway 78



- Council selected the lighting style for the project at the August 18, 2014 Council Meeting.

Banners

- Prior to the widening of State Highway 78, there were banners placed on the old light fixtures, including:
 - A City of Sachse banner
 - A Holiday themed banner
- The new light poles include an integral system for hanging banners

Banner Durability

- A 3-year warranty is standard for banners
- UV Clearcoated to protect colors from fading
- Expected maximum lifespan is 4-5 years if displayed the majority of the year
- Lifespan may increase if used for short periods of time (special events)

Banner Costs

- The banners are a 30" x 60" standard size
- There are price breaks for larger volumes of the same banner, with the following breakdown:
 - 1 to 50 banners – base price (recommended budget of \$120/banner)
 - 51 to 75 banners - \$5/banner discount
 - 76 + banners - \$10/banner discount

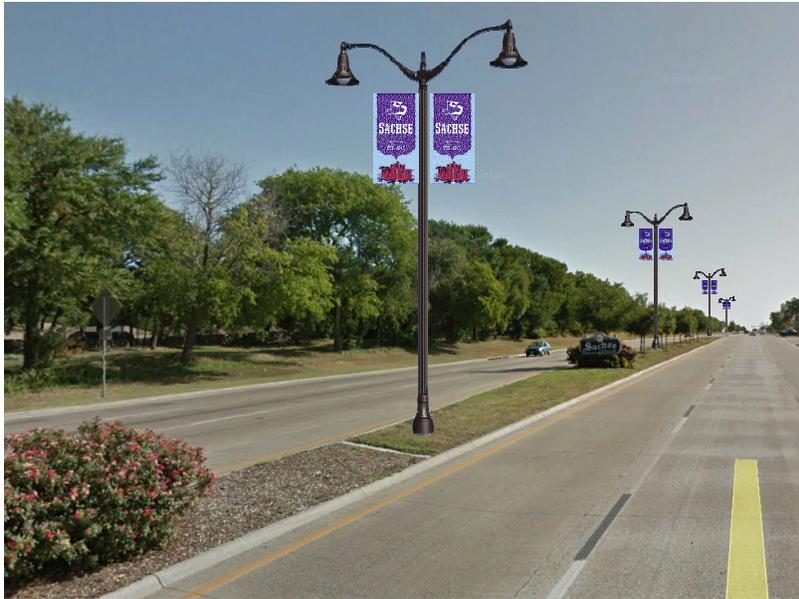
Changing the Date on Banners

- Option 1
 - Printed date on a separate piece of Velcro-backed material, allowing the date to be changed on the banner
- Option 2
 - Date printed on a separate piece of banner material that is hung below the primary banner
- Cost
 - Both cost approximately \$40.00 per banner (in addition to the banner cost)

Layout Options

- Option 1 - Every Pole
- Option 2 - Every Other Pole
- Option 3 - Every 3rd Pole

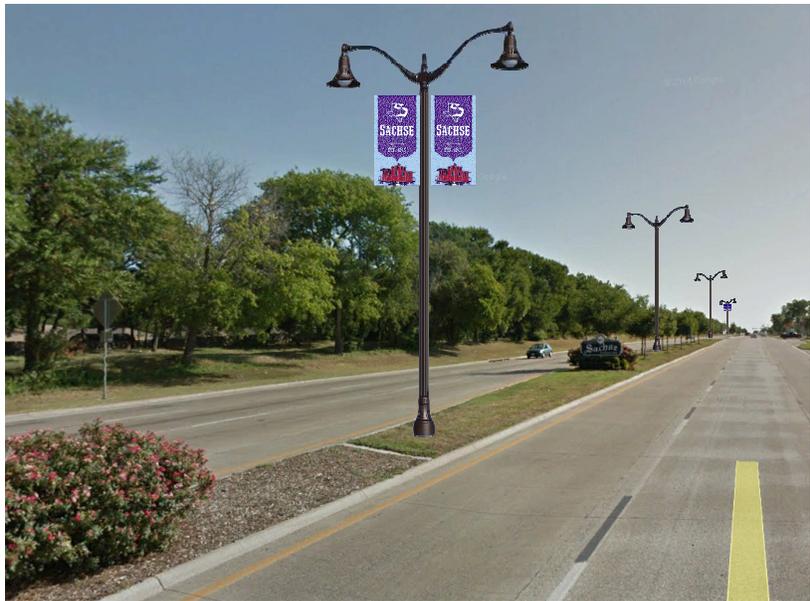
Option 1 - Banners Spaced at Every Light Pole



Option 2 - Banners Spaced at Every Other Light Pole



Option 3 - Banners Spaced at Every Third Light Pole



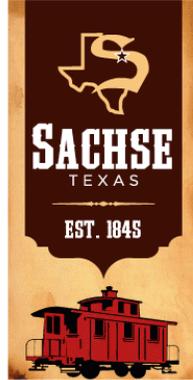
City of Sachse Banner Options



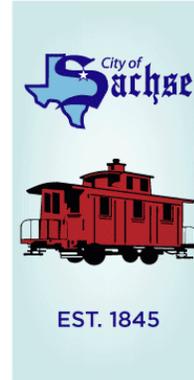
A



B



C



D



E

Holiday Banner Options



A



B

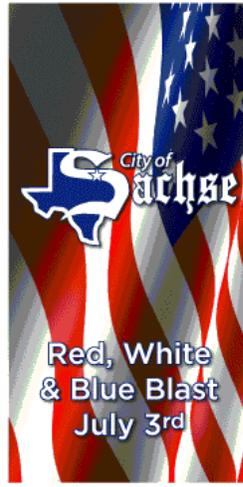


C

Red, White, & Blue Blast Banner Option



A



B

Pumpkin Prowl & Fall Banner Options



A



B

Cost Information

Banner Spacing	# of Banner Sets	Total # of Banners	Banner Cost	Installation Cost (Rental Equipment)	Installation Cost (In-house Labor)	Annual Installation Cost
Every Pole	1	46	\$ 5,520.00	\$ 600.00	\$ 480.00	\$ 1,080.00
Every Pole	2	92	\$ 10,580.00	\$ 1,200.00	\$ 960.00	\$ 2,160.00
Every Pole	3	138	\$ 15,870.00	\$ 1,800.00	\$ 1,440.00	\$ 3,240.00
Every Pole	4	184	\$ 20,240.00	\$ 2,400.00	\$ 1,920.00	\$ 4,320.00
Every Other Pole	1	24	\$ 2,880.00	\$ 600.00	\$ 480.00	\$ 1,080.00
Every Other Pole	2	48	\$ 5,760.00	\$ 1,200.00	\$ 960.00	\$ 2,160.00
Every Other Pole	3	72	\$ 8,640.00	\$ 1,800.00	\$ 1,440.00	\$ 3,240.00
Every Other Pole	4	96	\$ 11,520.00	\$ 2,400.00	\$ 1,920.00	\$ 4,320.00
Every 3rd Pole	1	16	\$ 1,920.00	\$ 600.00	\$ 480.00	\$ 1,080.00
Every 3rd Pole	2	32	\$ 3,840.00	\$ 1,200.00	\$ 960.00	\$ 2,160.00
Every 3rd Pole	3	48	\$ 5,760.00	\$ 1,800.00	\$ 1,440.00	\$ 3,240.00
Every 3rd Pole	4	64	\$ 7,680.00	\$ 2,400.00	\$ 1,920.00	\$ 4,320.00

Discussion and Consideration

- Staff is seeking feedback regarding the following banner considerations:
 - Banner Spacing
 - Banner Styles
 - Number of Sets of Banners