

April 14, 2004

Honorable Chairman and Members of  
the Public Works Commission

Regular Meeting of  
April 21, 2004

## **REPLACEMENT OF COMMUNITY CENTER MARQUEE**

### **Recommendation:**

It is recommended that the Public Works Commission discuss options for replacing the old marquee on the southwest corner of Pier Avenue and PCH.

### **Summary:**

The existing marquee is very old and in poor condition. The interior is severely rusted and the lighting is barely working. Changing the text on the marquee is very labor intensive. It requires a maintenance man with the high lift truck approximately four hours to redo the messages displayed. He has to put down plywood to protect lawn and sprinklers and hand place each letter. Because it is such a big job, the marquee is only changed once every two weeks. For these reasons the marquee needs replacing.

It would be very desirable to install a new digital display, which could be changed instantly from a computer. It could be a scroll type, which would allow for more messages. These types of units are estimated to cost between \$50,000 - \$100,000, depending on the complexity of the equipment. The City Council has directed staff to work with the Public Works Commission to some design options and to determine some funding options. The City could sell time on the marquee but most of the announcements are for non-profit activities, which wouldn't be able to pay. Another option could be including a business sponsor logo on the sign board.

Respectfully submitted,

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Richard D. Morgan, P.E.  
Director of Public Works/City Engineer