

Belt Line Road Electronic Sign Design Concept

City Council
January 26, 2021



ADDISON

- Bond Election was held on May 12, 2012.
- Proposition 1 (\$29,500,000): This proposition funded four projects including an electronic sign over Belt Line Road (\$500,000).
- All six propositions were approved.
- In November 2018, the Town of Addison retained the services of Othon Inc. to conduct a safety and location assessment associated with the placement of an electronic display Changeable Message Sign (CMS).

Project History

OTHON, Inc. was tasked to develop a safety assessment and recommendations associated with the placement of an electronic message sign on Belt Line Road approximately sixty (60) feet east of Quorum Drive. Their services included:

Preliminary Engineering Review

- Traffic Study
- Crash Analysis
- Field Review

Literature Review of Changeable Message Sign (CMS) Guidelines

- Texas Manual on Uniform Traffic Control Devices
- Federal Highway Administration
- Texas Transportation and Administration Code
- Local Municipalities and Other Agencies

Structure Type

- Overhead Sign Bridge (OSB)
- Cantilever Overhead Sign Structure (COSS)
- Balanced T-Structure
- Ground Mounted Sign

Final Recommendations

- OSB Sign Structure
- CMS with Balanced T-Structure

Request for Proposal (RFP) Process

- The Town advertised an RFP on March 20, 2020.
 - A mandatory Pre-Bid meeting was held on April 8, 2020.
 - Closing date was April 24, 2020.
 - No proposals were received.
- The Town then contacted two cooperative purchasing hubs to identify vendors.
 - Fourteen potential vendors were identified.
 - After a detailed review, two qualified vendors remained.
- Casteel Sign was selected based on having the capability and the know-how to design and build the sign.

- Casteel Sign provides design, manufacturing, installation and project management services for architectural signage and graphics. It was established in 1987 and all operations are based in Dallas.
- Casteel Sign offers electronic signage featuring the Daktronics and Watchfire product lines.
- Casteel Sign is a turn-key solution provider.
 - They manufacture and integrate sign cabinets and structures.
 - They engineer, install, and maintain the units.
 - They provide training.

Casteel Sign's Proposals

Casteel Sign's proposals includes two (2) different architectural designs:

Steel Support – Center Median:

Option A: 10' X 20' electronic display in either 10mm or 16 mm resolution

Option AA: 10' X 20' electronic display in either 10mm or 16 mm resolution

Cable Support

Option B: 10' X 20' electronic display in either 10mm or 16 mm resolution

Option BB: 10' X 20' electronic display in either 10mm or 16 mm resolution

Recommended Design: Option A

Steel Support, Center Median 10'X20' (10mm)



1 CANTILEVER OVERHEAD SIGN STRUCTURE - LOOKING SE
SCALE: NTS


Casteel Sign
 11106 Morrison Lane
 Dallas, TX 75229
 T 214.352.7446 F 214.352.7448
 www.casteelsign.com
 Town of Addison
 Beltline Rd.
 Addison, Texas 75254
 Project No.:
 Digital Street Signs on
 Beltline Road between
 Quorum and Dallas Pkwy.

Drawn by JPH
 Sign Type
 Date 06.12.2020
 07.08.2020

Scale
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EXT.01

Option A

Recommended Design: Option A

Steel Support, Center Median 10'X20' (10mm)



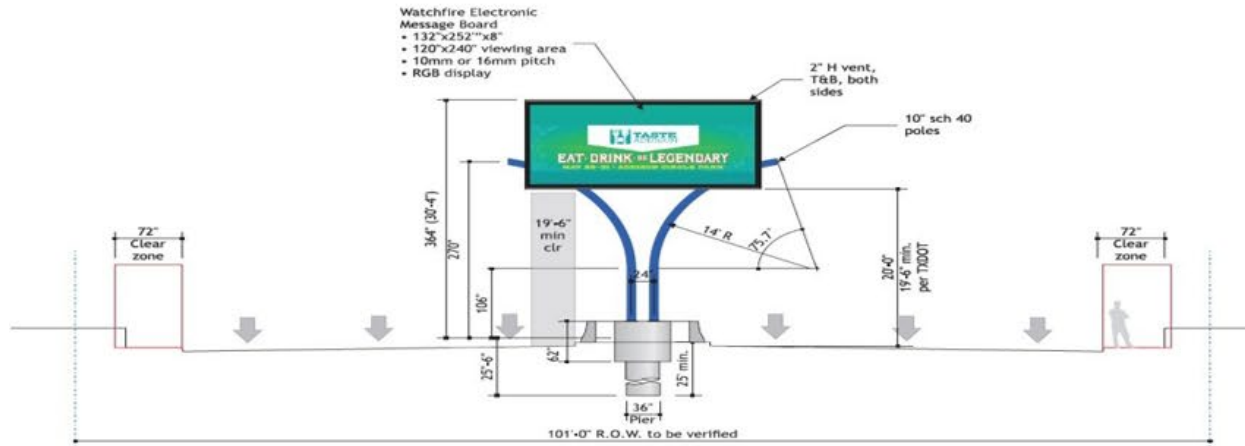
Casteel Sign

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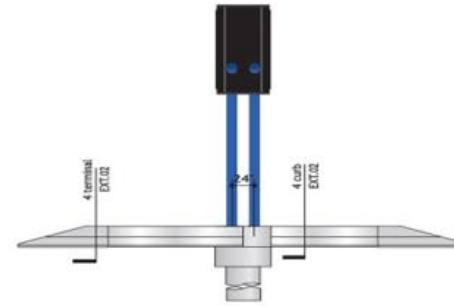
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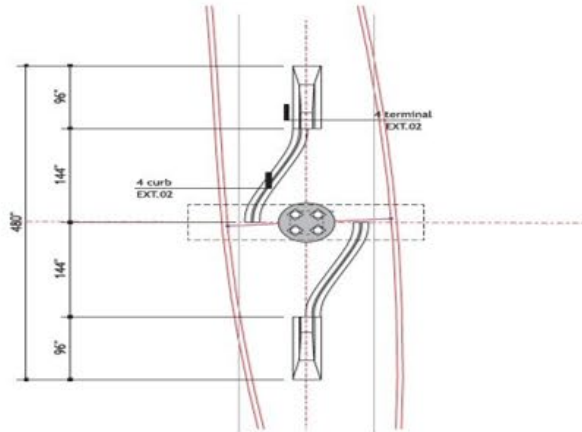
Specifications
Watchfire Electronic
Message Board
• 132"x252"x8"
• 120"x240" viewing area
• 10mm or 16mm pitch
• RGB display



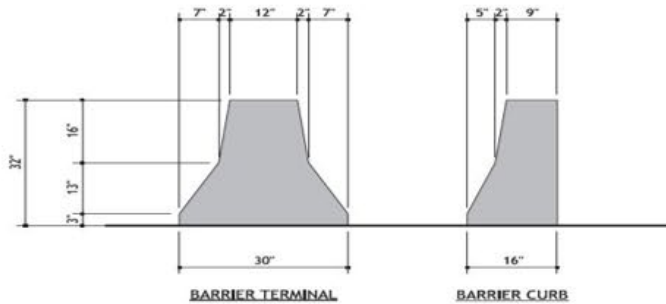
1 CANTILEVER OVERHEAD SIGN STRUCTURE - STREET VIEW
SCALE: 1/8" = 1'-0"



2 CANTILEVER OVERHEAD SIGN STRUCTURE - SIDE VIEW
SCALE: 1/8" = 1'-0"



3 CANTILEVER OVERHEAD SIGN STRUCTURE - PLAN
SCALE: 1/8" = 1'-0"



4 JERSEY BARRIER SECTIONS
SCALE: 3/4" = 1'-0"

Option A
10'x20' viewing area

Drawn by: JBM
Sign Type: A.1
Date: 05.12.2020
07.08.2020
Scale: See Drawing

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EXT.02

Option B – Cable Support 10'X20'



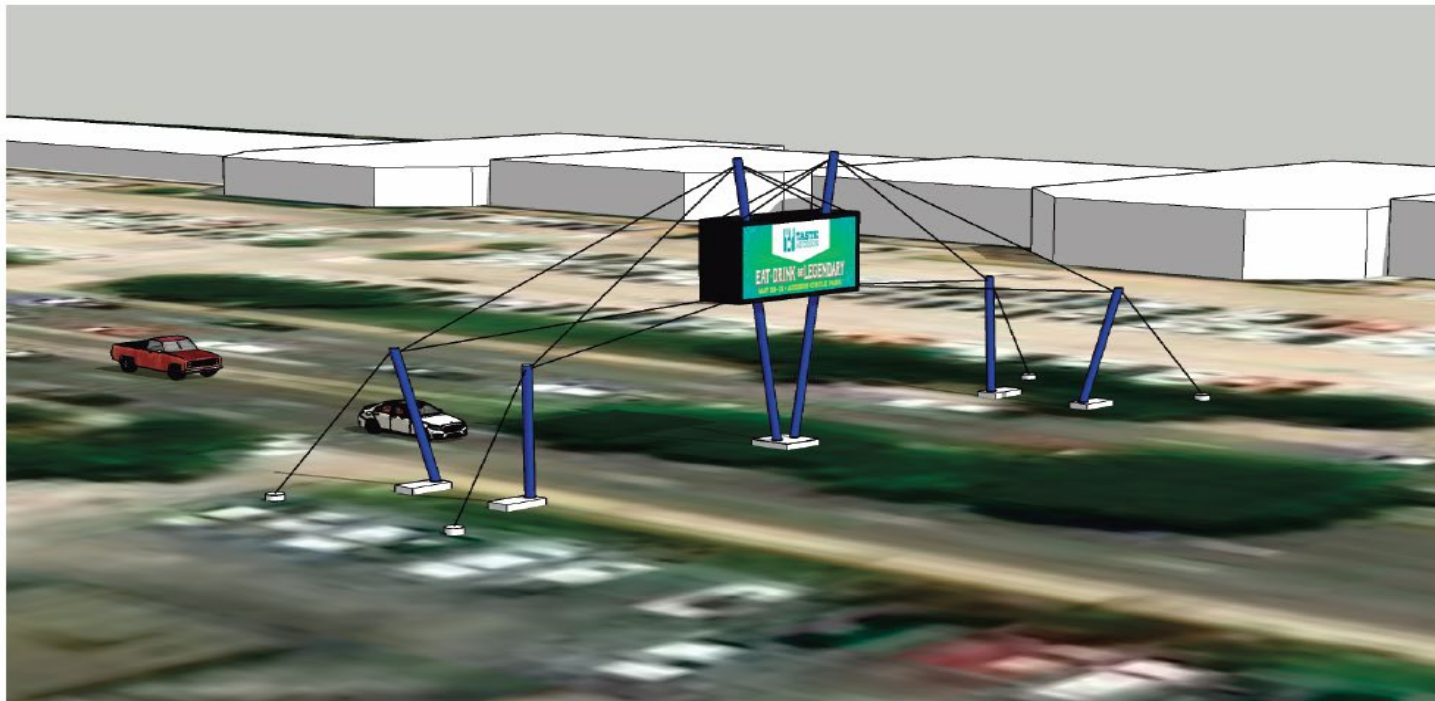
Casteel Sign

11106 Morrison Lane
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www.casteelsign.com

Town of Addison
Beltline Rd.
Addison, Texas 75254

Project No.:

Digital Street Signs on
Beltline Road between
Quantum and Dallas Pkwy.



1 OVERHEAD SIGN BRIDGE - LOOKING SE
SCALE: NTS

Drawn by JRM
Sign Type
Date 05.17.2020
07.09.2020

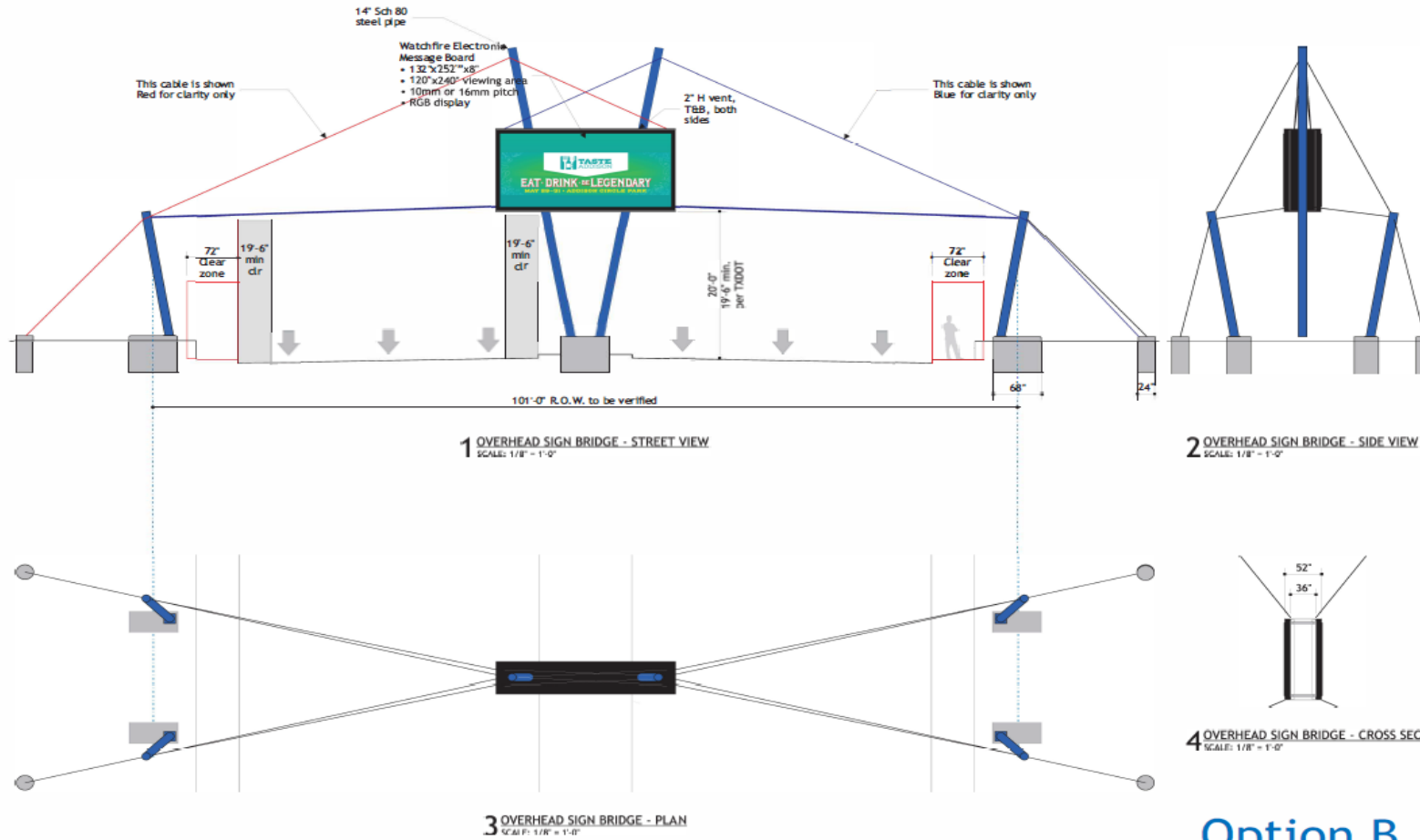
Scale

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Option B

EXT.05

Option B – Cable Support 10'X20'



Casteel Sign

11106 Morrison Lane
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Town of Addison
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Project No.:
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Specifications
 Watchfire Electronic
 Message Board
 • 132"x292"x8"
 • 120"x240" viewing area
 • 10mm or 16mm pitch
 • RGB display

Option B

10'x20' viewing area

Drawn by: JRM
 Sign Type: A.2
 Date: 05.12.2020
 07.08.2020

Scale: See Drawing

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EXT.06

Preliminary Site Plan



1 PRELIMINARY SITE PLAN
SCALE: 1" = 50'-0"



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Specifications

Drawn by
Sign Type A.1

Date 07.28.2020

Scale See Drawing

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SP.01

Total Project Cost

• Proposed 10'X20' 10mm Steel Support - Center Median Cost	\$455,007
• Exclusions Cost:	
• Street Closure & Barricades	\$0
• Relocation of Utilities, if needed	\$8,000
• Landscape Changes/ Tree Removal (2 trees)	\$5,000
• Landscape Remediation	\$5,000
• Othon's Safety Assessment Cost	\$16,810
Total	\$489,817

Questions?

