



**Report to Town of Medway Board of Selectman**

**Changeable Message – LED Message Board Signs**

**October 16<sup>th</sup>, 2017**

**Medway Design Review Committee**

# Agenda

## 1. Charge & Approach

## 2. Discussion

- Situation
- Purpose
- Concerns
- Investigation
- Locations
- Sign Bylaw
- Design Review Guidelines

## 3. Recommendations

- Advantages
- Structure and Size
- Resolution, Brightness, Color
- Content
- Location



# Charge & Approach

1. What do we need to know about Locating and Installing an Electronic Messaging Board?



2. Researching the Technology

- Possible Locations
- Validity under the Sign Bylaw
- Design Guidelines
- Structure /Size
- Resolution/Brightness Color
- Definition & Administration of Content



3. Organizing the Answer

- By Technology
- By Location
- By Installation



# Discussion

## 1. Need for Consistent & Controlled Communication

## 2. What Location Works Best

- Possible Locations
- Impact Locations

## 3. ByLaw & Design Guidelines Support – Structure & Size

## 4. Resolution/Brightness & Color

## 5. Content

- Municipal Use Cases
- Centralized Administration



Electronic paper display

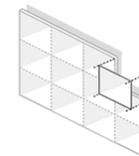
An electronic paper display enables the building of digital signs that benefit of both, the features of printed paper and digital screen. The content will be visible even in direct sunlight and thereby won't use much energy.

Scalable

Our intelligent hardware platform enables scalable e-paper deployment ranging from 1 to 10 or 100,000 display units that can run separately or be tiled together to provide bigger screens.

Centralised monitoring

All deployed electronic paper signs can be remotely monitored online, with any updates seamlessly happening in real-time via Wi-Fi or cellular connectivity, no matter the number or location of your signs.



# Recommendations

## ■ ADVANTAGES

- Scalable – modular assembly to meet need
- Centralized Administration – online, ad-hoc updates, multiple locations
- Electronic Paper Display – sunlight to darkness visibility

## ■ STRUCTURE and SIZE

- Structure
  - *Indigenous stone and black metal hardware*
  - *Appropriately Branded as “Town of Medway”*
  - *Human scale – in line with Design Review Guidelines & Current/Future Sign Bylaw*
  - *Suggest tying to Location (i.e. Choate Park)*
  - *Professionally designed to reflect Area (i.e. Choate Park, Rte. 109)*
- Size
  - *Minimum 3’ high x 5’ wide*
  - *Maximum 4’ high x 7’ wide*
  - *Wider aspect = clearer layouts = more readable & better graphics*

# Recommendations

## ■ RESOLUTION, BRIGHTNESS, COLOR

### ■ Resolution

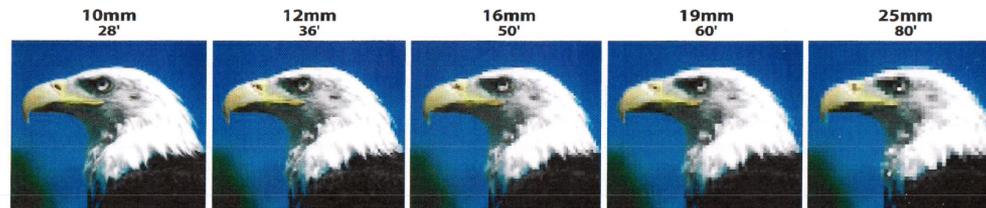
- *Location dictates accommodating both vehicle & pedestrian*
- *12mm minimum resolution – 10mm better for pedestrian traffic*
- *Multiple locations could require different resolutions*
- *Cost of resolution coming down so recommend highest possible – longer life = better ROI*

### ■ Brightness

- *Programmable for day/time/weather*
- *Should be dimmable to a minimum 350NITs*

### ■ Color

- *Full Spectrum of Color*
- *Pictures at full color*
- *Text at selected colors only*

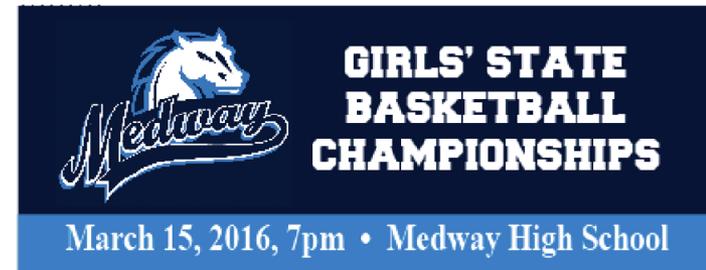
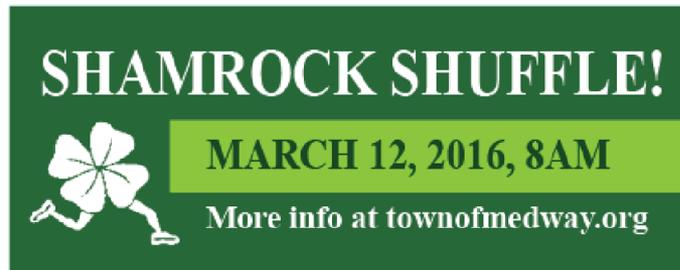


Sign Resolutions and Minimum Viewing Distance

# Recommendations

## ■ CONTENT

- Town of Medway messages/notifications
- Community organization events
- Municipal activities
- No commercial advertising



## ■ LOCATION

- Preferred location = **Choate Park**
- Other Locations = **Medway Police Station** (replacing current changeable letter sign) & **Medway Middle School**



# Questions & Answers

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