



Town of Windsor
9291 Old Redwood Highway
P.O. Box 100
Windsor, CA 95492-0100
Direct Line (707) 838-5308
www.townofwindsor.com

MEDIA RELEASE

FOR IMMEDIATE RELEASE

May 8, 2012

CONTACT:

Donna Legge

Parks & Recreation

Ph. # (707) 838-5307

dlegge@townofwindsor.com

Windsor, California – New Electronic Monument Sign

Windsor, California (May 8, 2012) – The Town of Windsor has installed a new electronic monument sign at the corner of Old Redwood Highway and Lakewood Drive. In February, 2011, the Town Council adopted the Townwide Wayfinding Signage Master Plan, the outcome of a facilitated public process. The re-design of the entry sign was a component of that Plan. The process included looking at design themes, colors and signage to improve access and highlighting the Town's attractions and visual appeal to visitors.

In addition to a coordinated directional signage program, the plan included a comprehensive gateway sign at the Central Windsor exit. The goal was to incorporate an electronic display component to eliminate use of vinyl banners. The banner program had been previously administered by the Recreation Division to promote non-profit and Town sponsored events. The electronic gateway sign was intended to (1) reduce the long-term impact of banners to the landfill and (2) to save the expense to non-profit organizations. Additionally, the Town Manager's office led a water-conservation effort that included executing a cooperative agreement with Exchange Bank to landscape the area with low water use plants.

The electronic sign was designed to be environmentally friendly. Specifications of the project included a natural rock base, highly visible color schemes, living landscape elements and an LED messaging board. During the Request for Proposals (RFP) process, the Town selected Arrow Sign Company of Oakland to fabricate and install the electronic sign.

The administration of the non-profit "e-banner" program will remain the responsibility of the Recreation Division. Staff training on the remote access computer program was conducted on April 26 by the Arrow Sign Company. -Since that time, staff has been experimenting with all of the functions and capabilities of the new sign as well as setting some guidelines relative to the most legible use of the number of lines, letter size, color and graphics. The intent is to keep the messaging simple. Staff continues to determine what makes the best display with the limited space and program capabilities. The number of characters will be limited in order to maximize the legibility of the message.

The e-banner display program is offered to non-profit organizations holding a 501(c) (3) status, promoting cultural, recreational, social or other special events open to the general public. Applications are considered on a first-come, first-served basis. Applications can be submitted in person, by mail, or fax and are available online www.townofwindsor.com/banner .

Staff have notified regular banner users of the new program and began taking reservation requests on May 7. General reservations will be taken beginning Monday, May 14. The cost will be \$59.00 for a two-week period from Monday to Monday. Four non-profit banners will be displayed for a minimum of 60 impressions per minute with a 5-10 second impression. Staff will assist users to maximize their messages.

Please contact the Recreation Division at 707-838-1260 for a reservation.

#