



FARMERS BRANCH
TEXAS

Neighborhood Signs

Study Session Meeting | May 5, 2026

Requested By: Deputy Mayor Pro Tem Roger Neal





Background

- 1** Council's strategic vision for enhanced community identity and improved communications
- 2** Quote obtained from Logo Sign Shop for two types of signs, electronic and static
- 3** Staff is now seeking direction from Council

Neighborhood Signs

Options & Costs



\$45,700

Monument Sign
with EMC



\$30,000

Monument Sign
with no EMC



Electronic Signage

- Allow for the quick sharing of information through the strategic placement of the EMC monument sign.
- Approximately 6' X 6' double-sided LED screen
- Uses cloud management software to update
- Estimated time of construction: 6-8 weeks



Static Signage

- Green and Black glossy finish
- 4' X 6' illuminated static sign
- Estimated time of construction: 6-8 weeks



Direction Needed

Staff is seeking direction on:

- **Model of sign**
- **Scope of project**
- **Design expectations and messaging governance**

Next Steps

- **Perform research on feasible locations**
- **Refine total costs**
- **Bring forward the implementation plan for Council's review**

Questions



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