



# **MEMORANDUM**

## **ADMINISTRATION**

**To:** City Council

**From:** Erin Flores, Senior Management Analyst

**Date:** July 14, 2026

**Subject:** Monument Signs Request for Proposals Submissions

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### **Background**

As part of ongoing efforts to strengthen the City's identity and enhance the community's visual appeal, the City Council has identified gateway and neighborhood monument signage as a priority initiative. The installation of entryway monuments at strategic locations throughout Farmers Branch is intended to create a cohesive community image, improve wayfinding and communication, and reinforce the City's unique brand.

This initiative is intended to achieve two primary objectives. First, it will strengthen the City's identity by establishing cohesive, high-quality monument signage that reflects the character and branding of Farmers Branch. Second, it will evaluate the feasibility of integrating digital (LED) messaging capabilities to enhance the City's ability to communicate timely and relevant information to residents, businesses, and visitors through a more dynamic and effective platform.

At the May 5, 2026, City Council meeting, the City Council directed staff to conduct a Request for Proposals (RFP) to solicit conceptual design ideas, assess material options and long-term maintenance considerations, and ensure the incorporation of City branding within the proposed concepts.

As a result of the RFP, the City received three proposals from qualified vendors. Details of the submitted proposals are outlined below.

### **Proposals Received**

#### **1. Mega LED Technology**

##### **Overview:**

Services include design and engineering, manufacturing, project management, installation, and service and warranty.

##### **Ongoing Maintenance:**

All options provide a five-year parts warranty and a 10-year parts availability guarantee.

##### **Option 1 (LED):**

- Double-sided LED screens
- Viewable screen size – 2' 3-1/4" by 8' 6-3/4"
- Full color
- Stainless steel channel lettering, available in 35 colors
- 10-year part availability guarantee
- 5-year parts warranty
- Monthly estimated electricity cost of \$26
- Software included

**Total Cost: \$94,242 per sign**

Option 1



**Option 2 (Static):**

- Stainless steel face and return (halo effect on the wall)
- City responsibility to have electricity run up to base
- LTE modem with lifetime data (Verizon or AT&T)
- Software included
- 10-year parts availability guarantee
- 5-year parts warranty

**Total Cost: \$76,500 per sign**

Option 2



### Option 3 (LED):

- Full color LED Display 8mm 2' 3-1/4" x 10' 8"
- 160-degree viewing angle LEDs
- IP-rated front and back waterproof displays
- Easy future upgradeability
- 12" deep cooling fan hoods to keep water out
- Monthly estimated electricity cost of \$33
- Minor electrical work responsibility of the city
- Active viewing area 2' x 10'
- Stainless steel face and return for halo effect on the wall
- LTE modem with lifetime data (Verizon or AT&T)
- Software included
- 10-year parts availability guarantee
- 5-year parts warranty

**Total Cost: \$103,458 per sign**



### Option 4 (Static):

- Stainless steel face and return (halo effect on the wall)
- City's responsibility to have electricity run up to the base
- LTE modem with lifetime data (Verizon or AT&T)
- Mega cloud software (access your sign anywhere with internet)
- 10-year availability guarantee for parts
- 5-year warranty for parts

**Total Cost: \$82,000 per sign**

Option 4



## 2. SSC Signs & Lighting

### Overview:

Services include design and engineering, manufacturing, project management, installation, and service and warranty.

### Ongoing Maintenance:

All options provide a five-year parts warranty and a 10-year parts availability guarantee.

### Option 1 (LED):

- Full color electronic message centers
- Use at high-visibility major corridors where dynamic communication is valuable
- Adaptability to where the signs are located and what they need in those different spots
- Landscaping to soften the base
- Remote management
- Automatic dimming
- Best suited for major corridors and high-visibility gateways
- Full-color LED
- Width: 20" to 24", depending on corridor tier
- Height: 9" to 14" depending on final visibility criteria
- Message center size depends on budget and viewing distance

**Total Cost (dependent on preference): \$125,000-165,000 per sign**

### Concept 1:



### Adaptation examples



WIDE MEDIAN INSTALLATION



CORRIDOR ENTRY



COMMUNITY ENTRANCE

### Concept 2

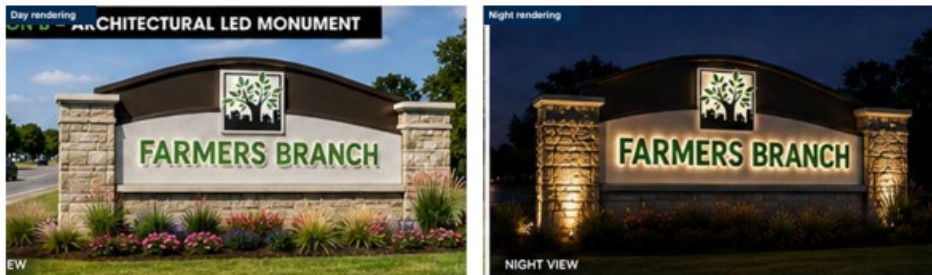


### Option 2 (Static):

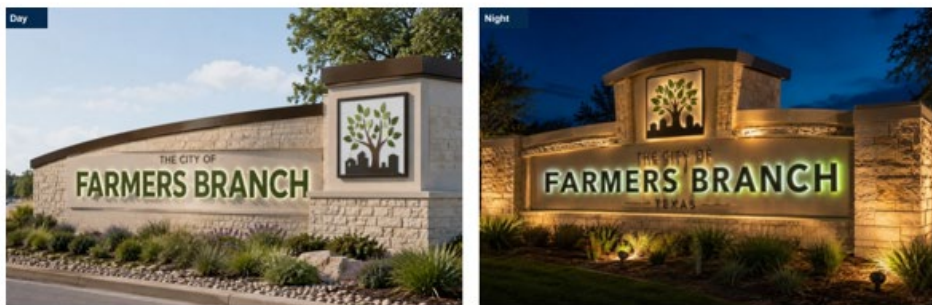
- Architectural LED illuminated monuments without messaging capabilities
- Use in neighborhoods, parks, civic and lower-speed gateways where simplicity, low operating cost, and timeless identity are priorities
- Backlit or halo-lit dimensional lettering

- No software or maintenance
- Emphasizes the Farmers Branch tree identity
- Width: 18” to 24”, depending on corridor tier
- Height: 7” to 10” depending on visibility and site constraints
- Lettering may be halo-lit, face-lit, backlit, or non-illuminated

### **OB Concept 1 -**



### **OB Concept 2 –**



## **3. Casteel Sign**

### **Overview:**

Price excludes engineering, piers, foundation, masonry base, steel pipe, irrigation, sod, fine gardening, landscaping, and electrical to be done by other vendors. Concepts were not provided.

### **Ongoing Maintenance:**

Warranty: 12-months against defective materials and a 12-month limited warranty on parts and labor

### **Concept 1 (LED)**

- Watchfire 10 mm RGB
- 4” x 19”, double-faced
- Standard color TBD
- 41’ x 86’ electronic display
- 10 mm LED RGB color
- Wireless with watchfire cellular data plan
- 5-year warranty for parts
- 1-year labor and material limited warranty on non-Watchfire portion (subcontracting with Watchfire?)
- 1-year labor limited warranty on the watchfire portion by Casteel
- 8”, “THE CITY OF FARMERS BRANCH”

- Price excludes engineering, piers, foundation, masonry base, steel pipe, irrigation, sod, fine gardening, landscaping, and electrical to be done by others
- 50% advanced deposit

**Total Cost: \$70,850 per sign**

**Concept 2:**

- Visible wires on the other side of the wall
- Installation fee not included and based on free and easy access to electrical
- Price excludes engineering, piers, foundation, masonry base, steel pipe, irrigation, sod, fine gardening, landscaping, and electrical to be done by others
- 50% advanced deposit

**Total Cost: \$36,402 per sign**

**Conclusion**

A review of proposals found that SSC Signs & Lighting was rated highest in design quality, scope, and cost. Design options are varied and can be customized based on the Council's preference.