

Marketing Committee
Brandermill Community Association

Ref: Description of Electronic Message Board Proposal FY2014 Budget

Description: It is proposed that the BCA install the first of several planned Electronic Message Boards to serve residents and visitors to our community. The first and any future signage would be built of materials with design colors and typography in conformity with existing non-electronic signage now in place throughout Brandermill.

The message mechanism is a screen of LED lights programmed to display messages and announcements of interest to our residents in a timely manner in an easily readable lighted format. Messages will be composed and then managed from a central computer location, most probably at the BCA administrative offices.

Examples of typical messages displayed would be those welcoming new residents or businesses to the community. Others would be community service announcements such as road maintenance advisories, assessment deadlines, events and activities, service club announcements, pool hours, school closings, perhaps lost pets and others.

Location of the first Brandermill Electronic Message Board is to be determined but after research of potential sites with required conditions it is projected that the following are best suited for these display signs:

1. Sunday Park on Millridge Parkway
2. Brandermill Parkway in the vicinity of Brandermill Woods Retirement Community
3. Harbour Point
4. Adjacent to the entrance to Swift Creek Middle School at Quail Hill and Brandrmill Parkway
5. Old Hundred Road roughly adjacent to Waterford property
6. and others

Projected cost for this signage is approximately \$24,000 per side. Only the Sunday Park location is recommended for a message board readable from either direction. Double signage would cost approximately \$48,000.

Dimensions of these signs will vary by location and visual effectiveness requirements but will be in conformity with community character standards now in place.

The value of this project is to contribute to community spirit and good will among our residents while modernizing our methods of information distribution. It is foremost an effective method to communicate important information.