

SUBJECT: LOUISVILLE CENTER FOR THE ARTS DIGITAL SIGN

DATE: JUNE 3, 2025

PREPARED BY: IRIS BELENSKY, ARTS & EVENTS PROGRAM MANAGER

PRESENTED BY: IRIS BELENSKY, ARTS & EVENTS PROGRAM MANAGER

SUMMARY:

In early November 2024 the old Arts Center sign was destroyed as the result of a storm. The sign will need to be replaced, and Cultural Services believes that this would also be an ideal moment to upgrade the sign by adding a digital element. A digital message panel would allow organizations using the Center, including the City's Arts & Events department, to advertise the Arts Center's event schedule with information on date, time, and title for upcoming programs. This enhancement has the potential to bring in new audience members to cultural events, as many residents are still unaware of the Arts Center's function.

Arts & Events collected three quotes and sign renderings from local sign companies for a cost and quality comparison. With input from Parks and the rest of Cultural Services, Arts & Events determined that the proposal from Artcraft Sign Company was the best fit for this project as they have built and installed the rest of the City's Parks signs (minus the digital aspect).

Artcraft Sign Company has put significant effort into developing a cost-effective quote for the City, with their latest estimate coming out to \$22,152.00 (a few hundred dollars less than their initial quote). Thanks to a budget amendment for \$19,700 passed on May 20, Arts & Events now has the budget to pay for the development and installation of this sign.

We would like to ask City Council to approve the concept for the new digital Arts Center sign, allowing Arts & Events to move forward with the approval process with Planning.

BACKGROUND / PRIOR DISCUSSIONS:

The idea of a digital sign for the Arts Center was originally brought up by the former Director of Cultural Services, Sharon Nemechek, once she found out the old sign was broken. Arts & Events set about collecting as much information as possible about the implementation of such a project by researching vendors and contacting necessary departments and Boards.

- **Cultural Advisory Board, 02.12.25** – Program Manager Iris Belensky informed the Board about the project and the intention to carry over funds from 2024 to fund the new sign. The Board was supportive of the project and the means.

- **Subcommittee of Historic Preservation Committee, 05.06.25** – Program Manager Iris Belensky approached the Historic Preservation Committee with a request to allow the addition of another small electrical box on the outside of the Arts Center from which to route electricity from the building to the new sign. A subcommittee provided written approval of the request and suggested that the box could be painted the same color as the building to make it more inconspicuous.

ANALYSIS:

Benefits of this project to consider:

- The Arts Center needs a replacement for the sign that was destroyed and removed. This will be the best opportunity in the next decade or more to upgrade this sign.
- A digital message panel will display the schedule of events taking place at the Arts Center, drawing attention both to the venue and to the diverse cultural programming that takes place there.
- Increasing awareness of the programming that happens at the Arts Center can boost ticket and membership revenue for the resident art groups that host their programs there. Increased traffic to the Arts Center can also increase traffic to downtown businesses

Arts & Events has researched and considered the following points of potential concern:

- Display: Every aspect of this display can be programmed to eliminate disruptiveness. The display can be programmed to turn on and off at specific times of day. The illumination of the text on the sign can be programmed to an appropriate brightness. The speed and manner of the transition between messages on the sign can also be programmed to minimize irritation and follow sign code.
- Compliance with Code: Cultural Arts Staff collaborated with the Planning Department who confirmed that this sign will need a permit and must comply with electronic message requirements covered in the [sign code](#) (see Sec. 3.4). Per the code (see Sec. 2.2) the proposed electronic message center would be classified as an informational government sign and would be exempt from any PUD requirements. Finally, while typically seen in commercial areas, Louisville has at least one electronic sign in a residential zone (Louisville Middle School).
 - Electricity & Historic Preservation: Arts & Events has spoken with an electrician and determined that it is possible to route electricity from the Arts Center to the sign. A subcommittee of the Historic Preservation Committee has approved the addition of an electrical box on the exterior of the building for this purpose.

2025 COUNCIL WORK PLAN:

This project can support the priority of economic vitality by advertising the amenities of the City in an appropriate way. Communicating cultural programming through this sign can help local arts organizations increase their audience and revenue. Larger audiences for cultural programs at the Arts Center also increases traffic downtown. The sign will also support greater awareness of City programming.

We are looking at this project primarily through the EDI lens. Having a physical listing of the programs taking place at the Arts Center will disseminate information about cultural programming to audiences that may not have been aware of it before. Additionally, the programming that takes place at the Arts Center is hosted by several discrete organizations. Currently, there isn't one unique location where interested parties can find information about all the programs at the Center. This sign would help bridge that gap.

FISCAL IMPACT:

Budgeted?: Yes

ALTERNATIVE(S):

The Arts Center will need a new sign at some point in the near future to designate what it is to residents. An alternative to the proposed sign that includes a digital message board, would be a sign without a digital component. This sign would match the style and design of all the other Parks and Recreation Center signs around Louisville. The cost for this sign is quoted at \$11,527.00.

RECOMMENDATION:

Staff recommends that Council approves the concept of a digital Arts Center sign so that Arts & Events can continue to pursue the project of installing a new sign for the Arts Center.

ATTACHMENT(S):

1. Rendering of Sign
2. Quote for Sign with Digital Message Board
3. Quote for Sign without Digital Message Board
4. Historic Preservation Committee Approval 05.06.25
5. Illumination Industry Standards from Artcraft Sign Company
6. Presentation

Wylde Ibis, LLC dba Artcraft Sign Company
1717 South Acoma St Denver, Colorado 80223
info@artcraftsigncompany.com
(303) 777-7771

www.artcraftsign.com



**ARTCRAFT
SIGN COMPANY**
Timeless craft - state of the art

Quote 12457

City Of Louisville Monument

SALES REP INFO
Travis Obenauf
traviso@artcraftsigncompany.com
(303) 777-7771

QUOTE DATE
05/02/2025
QUOTE EXPIRY DATE
06/01/2025
TERMS

50% Down Balance before Delivery or Installation.

REQUESTED BY
CITY OF LOUISVILLE PARKS
739 South 104th Street
Louisville, CO 80027

CONTACT INFO
Iris Belensky
ibelensky@louisvilleco.gov
(303) 335-4581

About this Quote:

#	ITEM	QTY	UOM	U.PRICE	TOTAL (EXCL. TAX)	TAXABLE
1	Statement Important Pricing Notice Due to ongoing material price fluctuations caused by recent material tariff increases and potential shortages, and the resulting economic forces beyond our control, including sudden market price increases and supplier surcharges, pricing is subject to change without prior notice. While we strive to maintain price consistency, these external factors may impact final costs of the products we produce. We continue to strive to maintain pricing and appreciate your understanding and continued partnership.	1	Each	\$0.00	\$0.00	N
2	Design - Layout Proof & Production File Proofing & Production File Set Up Fee Please be advised this charge is incurred on all new and re-orders, assessed and adjusted accordingly. Please note: If design includes your logo and it is not on file, you will need to provide good usable artwork for this. Estimated cost includes: 1) design, 1) change and re-proof. After this additional cost may be added. Once approved manufacturing date will be established.	1	Each	\$300.00	\$300.00	N
Graphic Design						
Revision : Revision 1 Install Template Needed: No						
3	Arts Center Monument Sign Non-Illuminated Cabinet with EMC QTY: 1 - 36"T x 72"W x 7"D Non Illuminated cabinet with EMC - Qty: 26 - 4"h x 1"d acrylic FCO's painted PMS7499 to read: LOUISVILLE CENTER FOR THE ARTS. - Qty: 16 - 3" h x 1/4"d aluminum FCO painted brushed aluminum to read: CITY OF LOUISVILLE - Qty: 1 - 13"x 20" digitally printed vinyl decal 8" x 8" x .375" Steel Tube post 16"x 72.25" W10mm LED RGB EMC Cabinet with front ventilation and 12" x 72" viewing area.	1	Each	\$19,518.00	\$19,518.00	N

Post and Mounting

- 7" sq. posts - 7" High mount straps(1/4" thick) with 1" round decorative accent
- Decorative square accents as shown
- 5" decorative ball on top of posts
- Concrete caissons to house posts
- slope tops of footings for positive drainage

#	ITEM	QTY	UOM	U.PRICE	TOTAL (EXCL. TAX)	TAXABLE
	- Painted Black					
4	Installation During normal business hours. Must have un-obstructed access with our trucks and personnel. Customer responsible for Electrical Run and Final Hook-ups by licensed electrician. NOT included in price. Installers Needed: 2	1	Each	\$2,334.00	\$2,334.00	N

We Propose to furnish material and labor, complete, in accordance with the above specifications, for the sum, or sums as noted above. Anything not included is excluded. **Unless stated, estimate does not include: removal, permits, electrical hook-up, engineered drawings, sidewalk or street closures, nor any associated costs.** Price is based on normal working hours - other than normal hours work will incur additional charges. Price based on unobstructed access to work using our personnel, trucks and equipment. **Any electrical sign must be UL listed and connected by a licensed electrician.** We will not install, nor re-install any signs that are not UL listed. If engineered drawings are required, price for sign and installation are subject to change once drawings are completed. Any inspections required by the authority having jurisdiction (municipality) from which the permit was issued are subject to additional charges for labor and cost of any equipment needed for the inspection. If we must penetrate a roof membrane during installation, any repair to be arranged and completed by others at owner's or tenant's expense. Digital displays are not calibrated the same and color tones can be significantly different than what one would see in person and various factors influence the final appearance of colors, including lighting conditions, gloss level, and substrate properties. Refer to a Pantone Matching System (PMS) book for accurate color matching. Once you confirm your color we are not responsible for color matching anything except the PMS color of your choice. We make every effort to provide anticipated results from PMS colors specified but we will not be responsible for exact matches. You may order a sample of the color to be used in the exact configuration it will be produced (if possible), then we will only use a color match that you have reviewed and approved. We will not be responsible if the finished installed product produced with customer approved color does not meet your color requirements. Unless otherwise stated: Pricing is good for 30 days. Terms are: 50% Down, balance due COD for accounts with good credit standing and for orders over \$1,000. Un-Established Accounts and all orders under \$1,000 COD unless other prior arrangements are made in writing. Actual applicable sales tax charged at time of delivery. Artcraft Sign expressly disclaims any warranty or representation of ADA compliance either stated or implied and disclaims any liability under the Americans with Disabilities Act. Warranty is in effect when invoice is paid by due date: One (1) year for workmanship and material with exception of Electrical. Electrical warranty is (90) days. Warranty does not apply when damage is caused by misuse, excessive/overload power source, acts of nature, high winds or vandalism. Failure to pay Invoice by due date voids warrenty. The Purchaser agrees to pay collection cost and attorney fees if placed for collection. All material is guaranteed to be as specified: all work will be completed in a workmanship like manner according to standard sign industry practices. No change of modification of the proposal/agreement shall be made unless it is done in writing and with mutual consent of all parties involved. Both parties agree that the signage display shall remain property of Artcraft Sign until paid in full. Artcraft Sign reserves all lien rights related to the sign display until paid in full. All agreements contingent upon strike, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by worker's compensation insurance. There are no warranties either expressed or implied other than those specifically stated in the agreement.

Subtotal:	\$22,152.00
Sales Tax (0%):	\$0.00
Total:	\$22,152.00

Downpayment (50.0 %)	\$11,076.00
-----------------------------	--------------------

SIGNATURE:

DATE:

Wylde Ibis, LLC dba Artcraft Sign Company
1717 South Acoma St Denver, Colorado 80223
info@artcraftsigncompany.com
(303) 777-7771

www.artcraftsign.com



**ARTCRAFT
SIGN COMPANY**
Timeless craft - state of the art

Quote 12807

City Of Louisville Monument Post and
Panel (No EMC)

SALES REP INFO
Travis Obenauf
travis@artcraftsigncompany.com
(303) 777-7771

QUOTE DATE
05/02/2025
QUOTE EXPIRY DATE
06/01/2025

TERMS
50% Down Balance before
Delivery or Installation.

REQUESTED BY
CITY OF LOUISVILLE PARKS
739 South 104th Street
Louisville, CO 80027

CONTACT INFO
Iris Belensky
ibelensky@louisvilleco.gov
(303) 335-4581

About this Quote:

#	ITEM	QTY	UOM	U.PRICE	TOTAL (EXCL. TAX)	TAXABLE
1	Statement Important Pricing Notice Due to ongoing material price fluctuations caused by recent material tariff increases and potential shortages, and the resulting economic forces beyond our control, including sudden market price increases and supplier surcharges, pricing is subject to change without prior notice. While we strive to maintain price consistency, these external factors may impact final costs of the products we produce. We continue to strive to maintain pricing and appreciate your understanding and continued partnership.	1	Each	\$0.00	\$0.00	N
2	Design - Layout Proof & Production File Proofing & Production File Set Up Fee Please be advised this charge is incurred on all new and re-orders, assessed and adjusted accordingly. Please note: If design includes your logo and it is not on file, you will need to provide good usable artwork for this. Estimated cost includes: 1) design, 1) change and re-proof. After this additional cost may be added. Once approved manufacturing date will be established.	1	Each	\$300.00	\$300.00	N
3	Post and Panel Sign Non-Illuminated Cabinet - 7" Deep x 33"T x 72"W with removable faces (faux corten) - FCO Letters 1" acrylic 10/24 stud flush mounted (PMS 7499) - "CITY OF LOUISVILLE" is 1/4" Acrylic with Brushed Aluminum Laminate 6/32 stud flush mounted - "CITY PARK" is 3M Fawn vinyl - Floating panel is 1/8" aluminum with 1/2" stand-offs (PMS 1675) and 1" square decorative head bolts 1.5" O.C typ. Post and Mounting - 7" sq. posts - 7" High mount straps(1/4" thick) with 1" round decorative accent - Decorative square accents as shown - 5" decorative ball on top of posts - Concrete caissons to house posts - slope tops of footings for positive drainage - Painted Black	1	Each	\$8,893.00	\$8,893.00	N
4	Installation During normal business hours. Must have un-obstructed access with our trucks and	1	Each	\$2,334.00	\$2,334.00	N

We Propose to furnish material and labor, complete, in accordance with the above specifications, for the sum, or sums as noted above. Anything not included is excluded. **Unless stated, estimate does not include: removal, permits, electrical hook-up, engineered drawings, sidewalk or street closures, nor any associated costs.** Price is based on normal working hours - other than normal hours work will incur additional charges. Price based on unobstructed access to work using our personnel, trucks and equipment. **Any electrical sign must be UL listed and connected by a licensed electrician.** We will not install, nor re-install any signs that are not UL listed. If engineered drawings are required, price for sign and installation are subject to change once drawings are completed. Any inspections required by the authority having jurisdiction (municipality) from which the permit was issued are subject to additional charges for labor and cost of any equipment needed for the inspection. If we must penetrate a roof membrane during installation, any repair to be arranged and completed by others at owner's or tenant's expense. Digital displays are not calibrated the same and color tones can be significantly different than what one would see in person and various factors influence the final appearance of colors, including lighting conditions, gloss level, and substrate properties. Refer to a Pantone Matching System (PMS) book for accurate color matching. Once you confirm your color we are not responsible for color matching anything except the PMS color of your choice. We make every effort to provide anticipated results from PMS colors specified but we will not be responsible for exact matches. You may order a sample of the color to be used in the exact configuration it will be produced (if possible), then we will only use a color match that you have reviewed and approved. We will not be responsible if the finished installed product produced with customer approved color does not meet your color requirements. Unless otherwise stated: Pricing is good for 30 days. Terms are: 50% Down, balance due COD for accounts with good credit standing and for orders over \$1,000. Un-Established Accounts and all orders under \$1,000 COD unless other prior arrangements are made in writing. Actual applicable sales tax charged at time of delivery. Arctcraft Sign expressly disclaims any warranty or representation of ADA compliance either stated or implied and disclaims any liability under the Americans with Disabilities Act. Warranty is in effect when invoice is paid by due date: One (1) year for workmanship and material with exception of Electrical. Electrical warranty is (90) days. Warranty does not apply when damage is caused by misuse, excessive/overload power source, acts of nature, high winds or vandalism. Failure to pay invoice by due date voids warranty. The Purchaser agrees to pay collection cost and attorney fees if placed for collection. All material is guaranteed to be as specified: all work will be completed in a workmanship like manner according to standard sign industry practices. No change of modification of the proposal/agreement shall be made unless it is done in writing and with mutual consent of all parties involved. Both parties agree that the signage display shall remain property of Arctcraft Sign until paid in full. Arctcraft Sign reserves all lien rights related to the sign display until paid in full. All agreements contingent upon strike, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by worker's compensation insurance. There are no warranties either expressed or implied other than those specifically stated in the agreement.

Subtotal:	\$11,527.00
Sales Tax (0%):	\$0.00
Total:	\$11,527.00

\$5,763.50

DATE:

5/6/2025

City of Louisville
749 Main Street
Louisville, CO 80027

Re: Alteration Certificate – Louisville Center for the Arts – 801 Grant Avenue

To whom it may concern:

A subcommittee of the Historic Preservation Commission (HPC) reviewed the materials you submitted for your upcoming project to install a new electrical box on the building for new illuminated signage. After deliberation and a review of the criteria found in Louisville Municipal Code (LMC) Section 15.36.120, the HPC subcommittee voted unanimously to approve your alteration certificate. The reasons for the release are as follows:

- Existing exterior outlets on the building give precedent to the new electrical box.

Given the location of the new electrical box to be facing Spruce Street, the HPC recommends painting the new box to match the color of either the red brick building or the sandstone windowsills to further provide concealment and reduce impairment of the architectural and historical integrity of the building.

Otherwise, the HPC subcommittee approved the Alteration Certificate. Please note that any building permits for the project must be in substantial conformance with the plans shown therein.

Please contact me at 303.335.4887 or eclinegibson@louisvilleco.gov if you have any questions.

Sincerely,

Emily Cline-Gibson

Emily Cline-Gibson
Planner II

RE: Arts Center Sign Check In

From Travis Obenauf <TravisO@ArtcraftSignCompany.com>

Date Wed 5/21/2025 8:57 AM

To Iris Belensky <ibelensky@louisvilleco.gov>

Hi Iris,

I hope that this finds you well! Please see below for the industry standard/ standard practices for EMC illumination.

Illumination Standards for Electronic Messaging Centers (EMCs)

When considering an Electronic Messaging Center (EMC), there are several industry standards and best practices related to illumination that help ensure optimal visibility, compliance, and safety.

1. Brightness Standards

The industry standard, recommended by the International Sign Association (ISA) and the Illuminating Engineering Society (IES), limits brightness to:

- **5,000 nits during the day**
- **500 nits at night**

These levels ensure the sign is readable without being overly bright or distracting.

2. Automatic Dimming

Most EMCs come equipped with **automatic brightness sensors** that adjust illumination based on ambient light. This helps maintain proper visibility in all lighting conditions while reducing energy use and minimizing light pollution.

3. Zoning Compliance

Many local municipalities have specific regulations related to EMC brightness and operating hours. A common standard is that an EMC may not exceed **0.3 footcandles above ambient light levels**, typically measured at **100 feet** from the sign.

It's always best to review local sign codes before proceeding with installation.

4. Best Practices for Operation

- Use appropriate contrast between text and background for readability.
- Avoid overly bright or fast-changing animations that could distract drivers.
- Schedule brightness levels to automatically reduce at night for safety and compliance.

By following these established guidelines, you can ensure your EMC is both effective and responsible in its illumination.

Please let me know if you have any questions.

Best regards,
Travis

Travis Obenauf – Sales Executive

1717 S. Acoma St., Denver CO 80223

O: 303.777.7771 (x127) **C:** 719.459.5208

TravisO@artcraftsigncompany.com / www.artcraftsign.com

Wylde Ibis, LLC - Company Operated

Louisville Center for the Arts Digital Sign

City Council 06.03.25

Background

- Old sign at Center for the Arts was destroyed in a storm in November 2024
- Arts & Events, under the umbrella of Cultural Services, would like to install a new and upgraded sign including a digital message board
- Arts & Events collected three different quotes and renderings and has determined that Artcraft Sign Company is the best option quoted at \$22,152



Prior Discussions

- **Cultural Advisory Board 02.12.25:**
Program Manager informs Board about project, Board is supportive
- **Subcommittee of Historic Preservation Committee 05.06.25:** Subcommittee approves addition of small electrical box on outside of Arts Center building to route electricity to the sign
- **City Council 05.20.25:** Council approves carry forward of funds intended for new sign



Benefits of Digital Message Board

- Digital message board will display the schedule of events taking place at the Arts Center, drawing attention to the venue and the diverse programming there
- Many residents are still unaware of the Arts Center's function. Increasing awareness of programming at the Center will boost attendance to events and traffic in downtown

Additional Research

- **Display:** On and off times, illumination, and speed of messaging can all be controlled remotely
- **Compliance with Code:** Sign will need to comply with electronic message requirements in sign code (Sec. 3.4 & 2.2) and receive a permit. Exempt from PUD Amendment
- **Electricity and Historical Preservation:** Electricity for the sign will be routed from the Arts Center, Historic Preservation Committee has approved addition of electrical box

Connection to Council Workplan

- **Economic Vitality** – advertising the vitality of Louisville’s cultural programming to the public will grow our audiences!
- **EDI** – The Arts Center hosts a wide range of different programs (concerts, plays, art & photography shows) that appeal to different audiences

