



DIGITAL SIGNAGE

Communications | Parks and Recreation

City Council Workshop – 1/16/24



VERTICAL / HORIZONTAL



#IamPSL
CITIZEN SUMMIT
HELP SHAPE THE FUTURE OF YOUR CITY.
SATURDAY, FEB. 3
9 A.M. - 12 P.M.
DROP IN ANYTIME
COMMUNITY CENTER
www.CityofPSL.com/CitizenSummit

 **PORT ST. LUCIE**

SPEED
LIMIT
45

WEST
716

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 **PORT ST. LUCIE**

EST. 2018



WOODLAND TRAILS PARK

A PORT ST. LUCIE NEIGHBORHOOD PARK

1485 SW CALMAR AVE.



Port St. Lucie
PARKS & RECREATION

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DAKTRONICS



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PORT ST. LUCIE



PHASE 1 - PROPOSED DIGITAL SIGN LOCATIONS

- Crosstown and Cameo
- St. Lucie West and Cashmere
- Becker / 95 (median)
- Gatlin and Brescia (Park and Ride)
- Peacock and Cashmere
- Walton and Village Green Drive
- Crosstown and US1

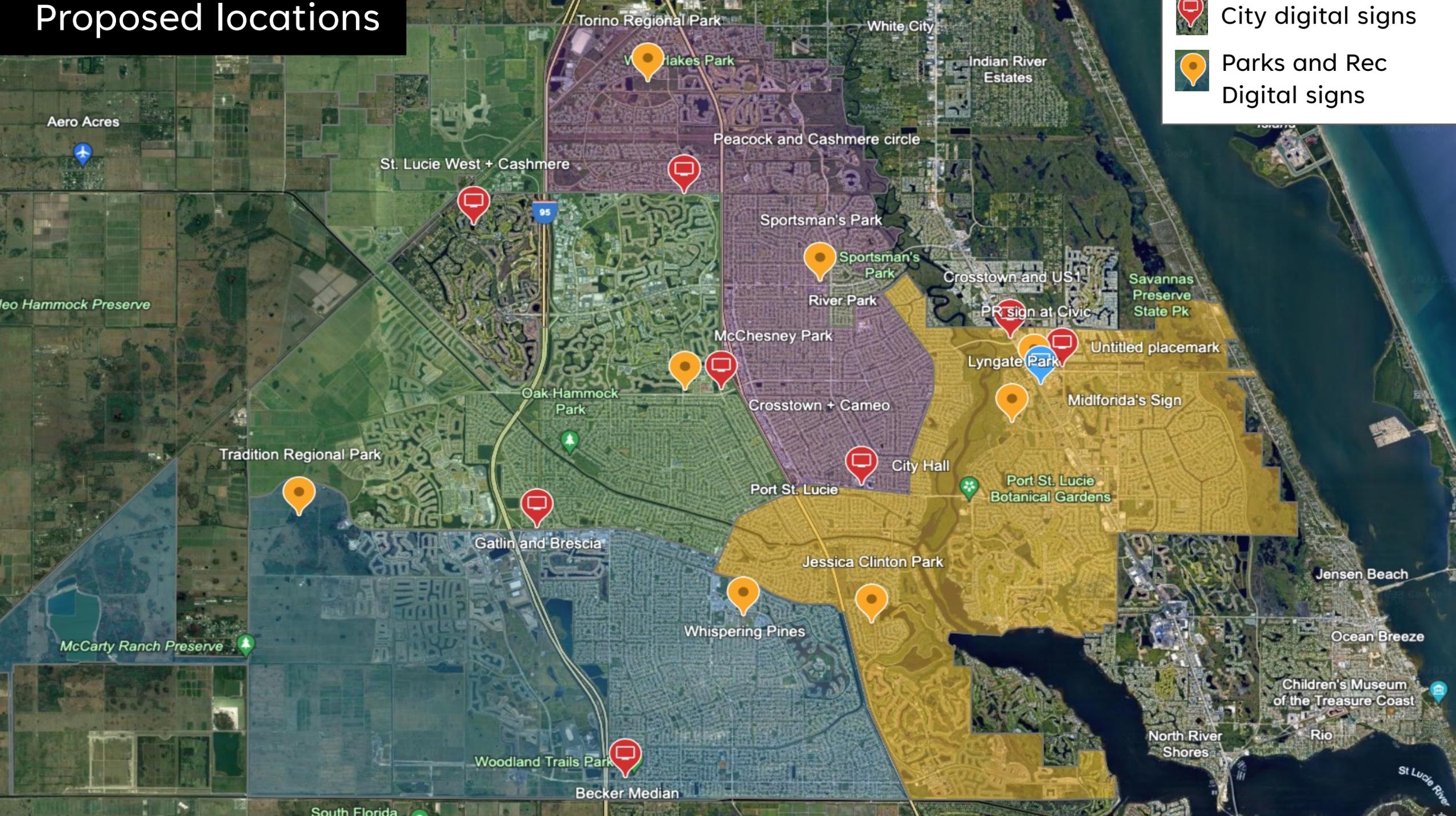
STAFF RECOMMENDATION FOR NEXT 3 DIGITAL CITY SIGN LOCATIONS

- Crosstown and Cameo
- Crosstown and US1
- Becker / 95 (median)

Parks and Recreation

- Torino Regional Park
- Tradition Regional Park
- Jessica Clinton Park
- McChesney Park
- Lyngate Park
- Walton and US1 (Old digital sign at Midflorida)

Proposed locations



-  City digital signs
-  Parks and Rec Digital signs

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PORT ST. LUCIE

\$130,000*

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\$102,000*

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PORT ST. LUCIE

\$157,000*

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PORT ST. LUCIE

\$117,000*

* Prices are approximate, will have up-to-date prices by the meeting

Staff Recommendation

- Brick Digital sign finish
- Vertical Orientation for City Hall
- Crosstown and US1 for the next location for a digital sign
- 2 signs per year due to rapid growth

Direction from City Council:

- Digital sign finish
- Orientation for City Hall
- Next location for a digital sign
- Next location for a park digital sign
- Quantity of signs per year

DIGITAL SIGNAGE

Communications | Parks and Recreation

