

Millbrook Fire Department Signboard Demo

TUESDAY, AUGUST 9, 2022 FROM 6PM TO 7PM

Millbrook Firehouse 20 Front St. Millbrook, NY

About four years ago, members of the Millbrook Fire Department recognized that **the signboard in front of the firehouse was deteriorating badly**, despite many "temporary" repairs. The last message we were able to put on the current sign was a memorial for Sheriff Butch Anderson's passing. Within an hour of putting the message up, the majority of the letters had fallen off.

We began to research potential new signs. **Our goal was to find a digital/LED sign that would be technologically up to date, but also not visually obtrusive like many modern signs.** The digital sign that we

would like to purchase is fully programmable, and can be set for a single color. It also automatically reduces its light level output significantly at dusk to avoid illuminating the street or surrounding area. We have no plans to add graphics to the messages posted and prefer to keep the message solid, as opposed to scrolling or changing messages, which we realize are distracting and difficult to read.

Taking the time to post messages on the existing sign is very labor intensive. It requires a member to pull the letters from a box, open up the sign, place the letters while trying to

center them to make it look nicer, sort the letters from the previous message back into the box, and lock up the sign. This may sound like a trivial concern, however as a volunteer department we spend hundreds of hours annually responding to calls, maintaining equipment, and attending training.

Upgrading our sign would offer us the ability to post our messages remotely and in a much faster manner.

As we noted in our proposal to the Village Board, the Board has the authority to grant permission for construction of the sign while still complying with the Village sign code; since the Fire Department is a division of the Village and the sign is located on Village-owned property, the code specifically allows this exemption. As the Fire Department members have already voted to pay for a new sign, its construction and installation would be at **zero cost to the Village or its taxpayers.**



A hurdle in this process has been the public's recent exposure to other digital signs in the area. We want to assure the community that the messages and display styles seen on signs in other local communities, including some at other area fire stations, are not necessarily representative of how the proposed sign here in Millbrook would be programmed or utilized. The vendor with whom the fire department has been working, Gloede Signs, has offered to **conduct a demonstration** with a **mobile sign of a similar design** on **Tuesday, August 9th** from approximately **6pm to 7pm**. The mobile sign will be parked adjacent to the permanent sign's intended location, and the **public is invited to stop by, view the sign, and speak to representatives** from the sign company and the fire department about their concerns.

Millbrook Fire Department's members are also residents of our community. We are well aware of the community's desire to retain its rural, small-town character, and approve of this intent. We continually strive to keep our costs down, raise funds to support our operations and save the community's tax dollars, and pride ourselves on being part of the community- literally neighbors helping neighbors. We ask our neighbors and the Millbrook community to extend your trust by supporting our sign replacement, and pledge to continue to fulfill that trust by operating it responsibly and in keeping with the character of the village we all love.

