

Dexter Community Schools
Digital Signs
F.A.Q.'s

Dexter Community Schools has been presented with an opportunity to lease land to Adams Outdoor Advertising for the placement of two digital signs on school property. The Board of Education is discussing the proposal and taking community input. We have created this document of frequently asked questions for your reference.

Where would the digital signs be placed?

The first location is on the west side of Baker Rd. between Dan Hoey Rd. and Shield Rd. at the edge of the open field. The side of the sign facing south (entering town) would be digital and the side facing north (leaving town) would be traditional.

The second location is on Dexter-Ann Arbor Rd. east of the current traffic light. The side of the sign facing east (entering town) would be digital and the side facing west (leaving town) would be traditional.

The proposed locations of the signs have been staked on each site. The exact locations will likely move further from the road once formally completing site plans to comply with right-of-way requirements. Visual mockups are displayed at the Superintendent's office in the Copeland Administration Building at 7714 Ann Arbor St.

How is this sign different than the digital sign in front of Creekside Intermediate School?

The digital sign in front of Creekside Elementary is approximately 3' x 10' in size and provides valuable information to the community on a daily basis. The proposed digital sign would be approximately 10' 6" x 22' in size and would have displays from both the school district, community events, and advertisers. One side of the sign is a static image similar to the existing billboard on Dexter-Ann Arbor Rd.

Where can we see a similar digital sign that has been installed elsewhere?

The proposed digital signs in Dexter will be the first in the area.

For size reference, the digital signs are called poster units and are 10' 6" x 22'. The billboards currently on Dexter-Ann Arbor Rd. in Dexter and on Baker Rd. near Marshall Rd. in Scio Township are also poster units, so those would be a good reference for size. The billboards you see on the highway are called bulletin units and are 14' x 48'.

For digital reference, the I sign at I-94 and Huron Street is the large bulletin size (over two times the length and 3 feet taller), but the digital technology is the same.

There is already a traditional billboard on Dexter Ann Arbor Rd. west of the traffic light, will that billboard be removed?

The City of Dexter is the lessor for that structure. At this time, no one has indicated that it needs to be removed.

How much revenue will the school receive? A total of \$40,000 per year (\$20,000 per site) with a 2% increase annually during the term of the contract.

Can the school have free advertising on the digital signs? Yes. The school can place one digital advertisement of its choice on each structure for each 4-week cycle. In addition, any unsold "slots" will be made available for the school to place an advertisement or School logo.

How long is the contract? Ten years.

Who will be responsible for determining the content? The contract contains advertising restrictions that comply with Board Policy 9700 which states, “No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling ads. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate or ballot issue and shall be non-proselytizing.” If advertising copy is inadvertently displayed in violation of the contract, then it will be removed as soon as possible, but no later than 48 hours.

Would the sign company be able to change the rules regarding content once the initial contract is up? No. School district attorneys have actively worked on the lease terms to protect the school district. The district policy regarding content is the final determiner for any and all advertising on school property.

What is being done about the congestion at the corners of Baker and Shield and Baker and Dan Hoey? The Washtenaw County Road Commission has applied for a grant to address the congestion. They are proposing to place one roundabout at the corner of Baker and Shield and another at the corner of Baker and Dan Hoey. The digital sign would be positioned to take into consideration the eventual placement of the two roundabouts. Adams Outdoor Advertising is working with the architect for the proposed roundabouts, the City of Dexter, and our DCS administration to refine the actual locations.

What is being done about pedestrian crossing on Baker Rd. between Bates and Creekside? The City of Dexter installed a pedestrian crossing on Baker Rd. that includes a center median and lights that flash at certain preset times each day. There are no pedestrian crossings near the proposed sign, which would be placed on Baker Rd. between Dan Hoey and Shield Roads.

However, DCS has requested that the digital sign agreement include funding for a pedestrian-actuated warning system to be placed at the marked crosswalk on Baker Rd. between Bates and Creekside. The school installed a similar pedestrian-actuated warning system on Shield Rd. at the bridge, and it has been very well received. It is available for pedestrians 24/7 and is only activated when a pedestrian is crossing the street in the marked crosswalk. Because it is state law to stop for pedestrians at crosswalks, no additional inconvenience is added to drivers. It simply reminds them that they are expected to stop and encourages them to follow existing laws.

How bright are the digital signs? The digital signs are LED and the newest technology. The resulting light is described as being less bright than a street lamp. The brightness level automatically adjusts down for nighttime conditions. The lumen information is forthcoming.

How distracting will the signage be for nearby residents? The houses east of the proposed sign at Mill Creek has a pine tree screen between the school property and the residential properties. There are no houses facing the sign in the athletic field off Baker Rd. The digital signs have limited visibility off the edges of the signs.

Who will maintain the digital signs? All maintenance, repairs, and costs of the units will solely be Adams Outdoor Advertising’s responsibility. DCS has no ongoing cost related to either.

What happens if we don't renew the contract, are we responsible for removing it? No. The digital signs remain the property of Adams Outdoor Advertising and if the contract is not renewed, Adams Outdoor Advertising would remove the signs and return the property to the pre-lease condition.