

# SWARCO McCain NEW MEXICO

## FEATURED DEPLOYMENT

## CITY OF ALBUQUERQUE

Albuquerque, NM, chooses Front Access Signs by SWARCO Signs to enhance safety and deliver real-time information for road users

### OVERVIEW

Albuquerque, NM faces heavy traffic congestion, with high speeds creating hazardous conditions for both drivers and pedestrians. As a result, the city has prioritized improving roadway safety and upgrading signage.

### LOCATION

Albuquerque is located in west-central New Mexico, on the north bank of the Rio Grande. Albuquerque is the largest and most populous city in the state of New Mexico. Albuquerque Metro area has over 908,200 residents and is growing at a steady pace of 1 to 2 percent a year. The area's five-year growth rate is projected at 7.2 percent compared with the national rate of 4.0 percent.

### THE CHALLENGE

The New Mexico Department of Transportation (NMDOT), responsible for maintaining roadway safety throughout the state, identified Coors Boulevard NW and Montano Plaza as locations that require updated message signs. The city had several aging front access amber message signs nearing the end of their lifespan that needed to be updated.

### SOLUTION

The project involved installing Front Access Signs by SWARCO Signs, with 64 rows x 256 columns measuring 62" x 214" with a 20mm pitch, and capable of displaying 12 characters per line. Each character is 18 inches tall, with two lines of text. These signs are high-resolution with full-color capabilities and provide detailed, real-time updates on road conditions and traffic safety.

### BENEFITS OF FRONT ACCESS SIGNS

- Displays any MUTCD compliant combination of text, symbols, and images
- Clear visibility and color uniformity from any angle with unrivaled contrast ratios
- Eliminates sunlight and headlight glare
- Emits little to no heat, eliminating the need for cooling, ventilation

### THE RESULTS

The Front Access Sign by SWARCO Signs was installed in 2023 and has been operational for over a year. The project utilized the existing power infrastructure without needing any upgrades. The new sign offers significantly improved readability and resolution, with full-color RGB capabilities.

