

COMMERCIAL DISPLAY PLANNING - NORTHWEST FLORIDA

Outdoor LED Display Planning Toolkit

A field-ready resource for property managers, HOA boards, facility teams, business owners and procurement professionals evaluating outdoor LED screens and commercial digital signage.

6 practical sections

Capabilities, site survey, design worksheet, proposal scorecard, content operations and next steps.

Manufacturer independent

Built around operating requirements, infrastructure and lifecycle cost - not a preferred product label.

What Cybersmetrics coordinates

☐ Display type, dimensions, brightness and pixel pitch	☐ Viewing distance, orientation and audience approach
☐ Structure, wind loading and attachment responsibility	☐ Electrical service, disconnects and protected power
☐ Network connectivity and content-management controls	☐ Permitting, commissioning, training and service access
☐ Coastal corrosion, heat, water and post-storm planning	☐ Warranty, spare modules and long-term parts strategy

Direct answer

The screen is only one component. A dependable project coordinates visibility, structure, power, data, controls, approvals and maintenance before the display is ordered.

Service corridor: Port St. Joe, Mexico Beach, Panama City, Panama City Beach, 30A, Destin, Fort Walton Beach, Navarre, Gulf Breeze and Pensacola.

Planning resource only. Final structural, electrical, sign, zoning and life-safety requirements must be confirmed by the appropriate licensed professionals and authorities having jurisdiction.

SECTION 01 - SITE SURVEY

Outdoor LED Site Survey Checklist

Complete this before requesting pricing. Photograph the proposed location, audience approach, nearby power/data, access route and surrounding signs or lighting.

Audience and use

☐ Primary audience and decision-maker identified
☐ Primary content purpose documented
☐ Closest and typical viewing distance measured
☐ Vehicle speed or pedestrian dwell time noted
☐ Operating hours and message-change frequency defined

Location and visibility

☐ Display orientation and compass direction recorded
☐ Direct sun and surrounding ambient light observed
☐ Sight lines checked from each important approach
☐ Potential glare or neighborhood impact considered
☐ Existing signs, trees and future obstructions documented

Structure and access

☐ Wall, pole, monument or custom frame identified
☐ Existing structure condition documented
☐ Foundation or attachment concept identified
☐ Wind and structural engineering responsibility assigned
☐ Front/rear service access and lift access evaluated

Infrastructure and approvals

☐ Electrical source and distance documented
☐ Network path, cellular or fiber option documented
☐ Disconnect, surge and UPS strategy identified
☐ Sign, zoning, structural and electrical approvals listed
☐ Property ownership and architectural approval confirmed

SECTION 02 - TECHNICAL BRIEF

Display Design Worksheet

Project / property	_____
Proposed location	_____
Primary content	_____
Approximate dimensions	_____ Aspect ratio: _____
Closest viewing distance	_____ Typical distance: _____
Orientation / sun exposure	_____
Mounting concept	_____
Power availability	_____
Data / content connection	_____
Permits / approvals known	_____
Desired completion window	_____

Architecture screen

Option	Best fit	Validate first
Outdoor direct-view LED	Large format and distance	Pitch, brightness, structure, service access
High-brightness commercial LCD	Smaller close-view information point	Thermal enclosure, glare, weather rating
Indoor fine-pitch LED	Premium lobby or close-view wall	Calibration, power, module matching
Multi-display network	Several managed endpoints	CMS, connectivity, permissions, monitoring

Do not approve yet

Do not approve equipment until the proposal identifies the viewing-distance basis, structural responsibility, power/data scope, service-access method and owner of content operations.

SECTION 03 - PROCUREMENT

Outdoor LED Proposal Comparison Scorecard

Score each proposal from 0 to 3: 0 = missing, 1 = vague, 2 = defined, 3 = verified and contract-ready.

Category	Proposal A	Proposal B	Proposal C	Evidence required
Audience and viewing basis	0 1 2 3	0 1 2 3	0 1 2 3	Distance, angle, dwell time
Display dimensions and pitch	0 1 2 3	0 1 2 3	0 1 2 3	Exact active area and pixel matrix
Brightness and orientation	0 1 2 3	0 1 2 3	0 1 2 3	Day/night strategy and controls
Structure and wind responsibility	0 1 2 3	0 1 2 3	0 1 2 3	Stamped design scope and exclusions
Power and surge protection	0 1 2 3	0 1 2 3	0 1 2 3	Load, disconnect, protection and UPS
Data and content platform	0 1 2 3	0 1 2 3	0 1 2 3	Connectivity, licenses and permissions
Environmental protection	0 1 2 3	0 1 2 3	0 1 2 3	Ingress, corrosion and thermal design
Service access and safety	0 1 2 3	0 1 2 3	0 1 2 3	Front/rear access and equipment needs
Warranty and labor coverage	0 1 2 3	0 1 2 3	0 1 2 3	Parts, labor, response and exclusions
Spare modules and parts	0 1 2 3	0 1 2 3	0 1 2 3	Quantity, storage and matching plan
Commissioning and training	0 1 2 3	0 1 2 3	0 1 2 3	Acceptance tests and owner training
Permits and closeout	0 1 2 3	0 1 2 3	0 1 2 3	Responsibilities, drawings and manuals

Total: Proposal A _____ / 36 Proposal B _____ / 36 Proposal C _____ / 36

A higher score does not replace technical judgment. Resolve exclusions, assumptions and ownership before award.

SECTION 04 - OPERATIONS

Content and Lifecycle Plan

A display remains valuable only when content governance and maintenance ownership survive staff turnover.

Decision	Assigned owner	Written rule
Who creates routine content?	_____	_____
Who approves marketing content?	_____	_____
Who can publish urgent messages?	_____	_____
How quickly must expired content be removed?	_____	_____
What happens during network failure?	_____	_____
Who receives display-health alerts?	_____	_____
Who coordinates warranty service?	_____	_____
Where are spare modules stored?	_____	_____

Acceptance tests

☐ All content zones and templates display correctly	☐ Daylight readability verified from key approaches
☐ Night brightness and glare settings approved	☐ Scheduled content starts and expires correctly
☐ User permissions tested with actual roles	☐ Network-loss and restart behavior documented
☐ Remote monitoring and alert ownership verified	☐ Training, manuals, drawings and credentials delivered

Life-safety boundary

Operational, weather and emergency messages may support property communication. The display does not replace code-required fire alarm or life-safety notification unless specifically designed and approved for that purpose.

SECTION 05 - NEXT STEP

Turn the worksheet into a buildable display project.

Send Cybersmetrics the proposed location, site photographs, viewing distance, approximate dimensions, content objective and any proposal already received. We will identify the missing design decisions before equipment is selected.

1

Document the site

Photograph the display location, audience approach, power/data area and service access.

2

Define the communication goal

Clarify who needs to see what message, from where and for how long.

3

Coordinate the infrastructure

Resolve structure, wind, power, data, protection, permits and maintenance access.

4

Compare complete proposals

Normalize assumptions, exclusions, warranties, content controls and lifecycle responsibilities.

REQUEST AN OUTDOOR LED PLANNING REVIEW

cybersmetrics.com/services/custom-led-display-solutions
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Cybersmetrics provides manufacturer-independent planning, design coordination, infrastructure integration and lifecycle guidance for commercial display projects across Northwest Florida.