



Branding Multiple Sites

Part 1- Managing the Signs at Regional Industrial Sites

LOTS OF SITES, LOTS OF SIGNS

Amy Marsden with Jones Lang LaSalle (JLL) originally contacted Holiday Signs' project manager, Allen Twedt, early last year and Allen met with her on-site at one of their properties in Ashland, Virginia. JLL is the property manager for a real estate firm in California called IndCor. IndCor had recently purchased a number of properties in the Baltimore, Northern Virginia, Richmond, and Tidewater areas. Approximately 40 properties needed upgraded signage for site identification that met the IndCor signage standards.

ECONOMICAL APPROACH

Allen did the preliminary surveys and took photos of the existing signs so the Holiday Signs art department could create “before” & “after” layouts for side-by-side comparisons and final approvals. Holiday Signs was able to explain and show the client that re-facing the existing signs at all of the sites would be much more economical than starting from scratch—approximately 35% of the cost of erecting new signs.

All the signs are non-illuminated. We took the existing signs and covered them with ACM panels that we decorated with the IndCor colors. Many of the locations had tenant panels as well.

EASY TO COORDINATE

The field surveys were critical so that we could fabricate and decorate the panels in our shop in Chester, Virginia. We packaged all the sign components for each region and went from location to location doing the installations. The crew also did onsite re-painting of the cabinet fillers and base details for a new finished look.

The customer was so pleased with the concept, delivery time, no permit requirements and overall savings that they didn't even look for another quote. This relationship has continued and this week we are installing a \$60,000.00 sign package for the same client who purchased a large office/warehouse complex in the White Oak Technology Park in Henrico, Virginia.

Contact:

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Pictured Above:

Top-Before and After shots of signage near Culpeper, Virginia. Tenant panels, attached later, not shown; Bottom-Sign upgrades at an industrial park near Baltimore, Maryland.

“We were able to show that re-facing versus buying all new signs saved 35%.”