



# TYPICAL COST OF SHOPPING CENTER SIGN RENOVATIONS

## GLAMOUR LOST?

If your shopping center's signs have been around more than ten years, this article may help you ponder a sign renovation project. Replacing or upgrading signage at shopping centers is a good way to turn humdrum entrances and storefronts into dazzling attractions. Styles change and weather just does what it does to deteriorate their former glow. Even if your current sign system hasn't been around too long, it always makes sense to renovate if the change will have a profound influence on attracting more business.

## WHAT'S IN A TYPICAL RETAIL CENTER SIGN PACKAGE?

The typical shopping center signage package consists of:

### Free-standing project ID signage:

The free-standing signs at the center entrance(s) is/are usually the large pylon or monument type. To renovate a pylon, the outer shell is stripped off to the steel and concrete structure and, if in good shape, a new sign is slipped over the old bones. The average cost to renovate a free-standing sign within our service area varies but examples below can give you a better feel for the average cost ranges of typical projects. Adding a digital component increases the investment and potential for better communications and more business for tenants. Renovating monuments usually costs less than pylons.



*A total investment of about \$73,000 renovated two entrance pylons and a row of tenant wall signs at Rockwood Square, providing a modernized look that gets the attention of both customers and prospective tenants. Prior to the makeover, the center had a high vacancy rate, but after all the renovations it is now 98% full, much of which is attributed to new signs!*

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*These dated Brookhill Azalea center entrances were transformed into fresh, new multi-tenant identification signs that compliment each other and inspire customers to shop. The new signs allow tenants to broadcast 24-hr customized digital messages to potential shoppers passing by for an investment of about \$55,000 a sign.*

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Augusta Health, of rapidly expanding Fishersville, Virginia, occupies a former Blockbuster Video building that they had us transform into a new outpatient clinic in Staunton, Va. We replaced the channel lettering and stripped the old blue awning fabric and replaced it with new maroon awnings with back-lit graphics advertising the clinic's range of services. The total cost was less than \$25,000 and work was fast-tracked to successfully meet their grand opening deadline.

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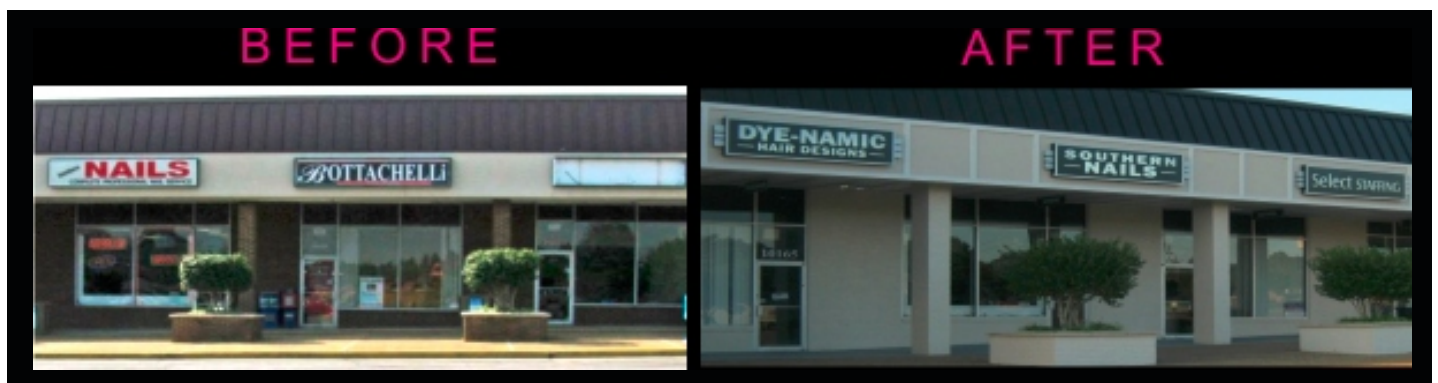


### Individual Tenant Store Signs:

Most retail center tenants use wall-mounted signs at their storefronts. The most popular tenant storefront sign type is channel letters. Store branding can also be conveyed using box signs, and then there are many other creative options including flush or three dimensional spot-lit signage, graphics painted directly on the wall, and custom awnings.



Channel letter signs are the most frequently used signage by shopping center tenants. There are many lighting options for various effects and letters can be individually mounted or attached to raceways that are usually painted to match the wall color. Channel letters are a very economical way to promote a store's brand and merchandise. Contact us for quotes.



One way to improve an overall look is to keep tenant signs consistent and uniform regarding colors and layout. The new sign backgrounds are opaque, so at night all that is seen is the copy and the lighted sconces giving the retail center a classy look compared to the old hodge-podge image portrayed by standard illuminated white-background box signs.



### WHAT DRIVES COST?

Here is a summary of the primary factors that drive the cost of shopping center sign renovations:

#### FREE-STANDING PROJECT ID/ PAD SITE SIGNAGE

- Quantity of signs
- Size/Design/Height
- Use of digital sign equipment
- Condition of structure and foundation
- Custom embellishments to be used

#### TENANT SIGNS

- Quantity of signs
- Size/Design/Height
- Box Sign versus Channel Letter construction
- Form of Lighting: Internally-Lit, Face-Lit, Halo-Lit, Non-Lit
- Embellishments

