



TYPICAL COST OF SIGN RENOVATIONS

UPGRADING YOUR BRAND

What is the typical cost of sign renovation? Although there's always a cost, investing in commercial renovation projects that include quality signage will definitely improve perceptions of your business or organization. For customers, renovations indicate store vitality and growth. For employees, working in a modernized and well-branded store can improve team building and generate more enthusiastic workers and job candidates. Signage plays a big role in remodeling and while updating stores may be costly, dollars invested in upgrading retail spaces and signs can dramatically increase the perceived value of your brand.

Replacing or upgrading signage can be challenging and requires many moving parts and pieces. Consult with custom electric sign companies who can advise you on the latest trends, approaches and strategies in retail sign renovation and find a reputable and reliable sign contractor who meets deadlines, is licensed and insured, and fully understands applicable sign codes. Don't be afraid to ask for help. (To help get you started, contact Holiday Signs!)

GOOD CONSULTANT NEEDED

Place yourself in the customer's shoes to gather input about the shopping experience that can help with sign design and placement and convey these ideas to your sign consultant early on in the remodeling process. Choose a sign company that understands your construction team is serious about meeting deadlines to keep your remodeling project on track. Hiring a contractor who consistently meets deadlines, understands all the good-better-best options applicable for your project, and finishes your project on time and on budget is essential for minimizing costs.

“Updating signs may be costly but but dollars invested in upgrades can dramatically increase perceived value of a brand.”

WHAT DOES IT COST?

Here are 10 sign renovations completed by Holiday Signs with approximate cost ranges to get you in the sign renovation budget ballpark:

Budgets under \$10,000-

Capital Ale House: Renovated signage and custom awnings after change of restaurant ownership.

BEFORE



AFTER





Budgets between \$10,000 and \$25,000-

Augusta Health Outpatient Clinic: Converted former Blockbuster Video space to clinic. We created a set of channel letters and custom, back-lit awnings that wrapped three sides of the existing building.

BEFORE



AFTER



Eastern Mennonite University: Upgraded campus wayfinding signs. The old signs were faded and beaten up, and we replaced them with new designs that reflected their updated branding.

BEFORE



AFTER





Budgets between \$25,000 and \$50,000-

Franklin Federal Savings & Loan: Re-branded a previous bank building with a new brand. The project included enlarging a brick monument sign, plus creating several sets of channel letters and parking lot directional signs.

BEFORE



AFTER





Floor & Decor: We worked with the developer in renovating their new retail tenant's main identification signs at a highly visible corner lot.

BEFORE



AFTER



Budgets over \$50,000-

Roanoke Regional Airport: Completed interior wayfinding sign renovation as part of terminal building interior remodel.

BEFORE



AFTER





Rockwood Square Shopping Center: Renovated the main project identification signs and tenant signage at retail strip center.

BEFORE



AFTER

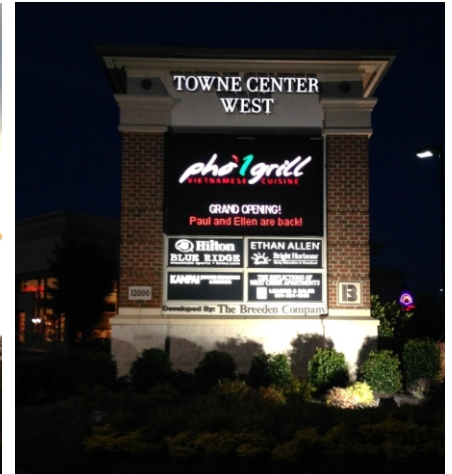


Towne Center West: Updated main shopping center identification sign with electronic message centers.

BEFORE



AFTER



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Virginia Repertory Theater: Renovated historic theater entrance marquee.

BEFORE



AFTER



Altria Theater Marquees: Upgraded historic downtown theater signage to digital marquees.

BEFORE



AFTER



*Some material in this article adapted from an article on retail conversion by business writer, Bridgette Austin.

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