



BARTON CREEK SQUARE MALL

Austin, Texas

This Simon Mall property needed a sign company with the expertise to design and engineer new signage that matched its brighter, more contemporary atmosphere

CHALLENGE

When Simon Properties wanted to renovate its family shopping destination Barton Creek Square Mall, they needed a sign company with the expertise to design and engineer new signage that matched its brighter, more contemporary atmosphere. FSG Signs fit the bill. VCC Construction, the General Contractor for the renovations, requested that the mall continue to operate during normal business hours while demolition of the existing exterior and interior signs and additional crucial aspects of the project were completed. This presented the challenge of coordinating multiple masons, electricians, and roofers, but the team at FSG was determined to execute the project seamlessly.

SOLUTION

FSG's multi-department internal structure and strong external relationships were instrumental in expediting this project and ensuring it was completed on time. FSG's sign team was able to work quickly with its in-house electrical team to build an efficient shared process and strong communication system. This was crucial to accelerating the project and avoiding the miscommunications that can occur when working with an unfamiliar contractor.

The FSG sign and electrical engineers worked with a design architect to design a sign package with a total of 42 signs including (11) hanging interior signs, (8) monument signs, (4) front-lit, channel letter entry signs, and (30) interior and exterior directional, wayfinding, and ADA-compliant signs. The signs were all installed after business hours to avoid disruption to the retail stores and resulted in a more modern, clean, and exciting vibe for Barton Square Creek Mall.

Owner
Simon Mall Property

Contract Type
Signs

General Contractor
VCC Construction

Signs Contractor
FSG Signs

Electrical Contractor
FSG Electric

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