

City of Belton

Belton, Texas



Owner

City of Belton

Contract Type

Signage

Contract Amount

FSG Los Angeles

General Contractor

Studio 16:19, LLC

Signs Contractor

FSG Signs

SIGNS CASE STUDY

FSG Signs provides custom wayfinding signage for central Texas town's downtown district

Challenge

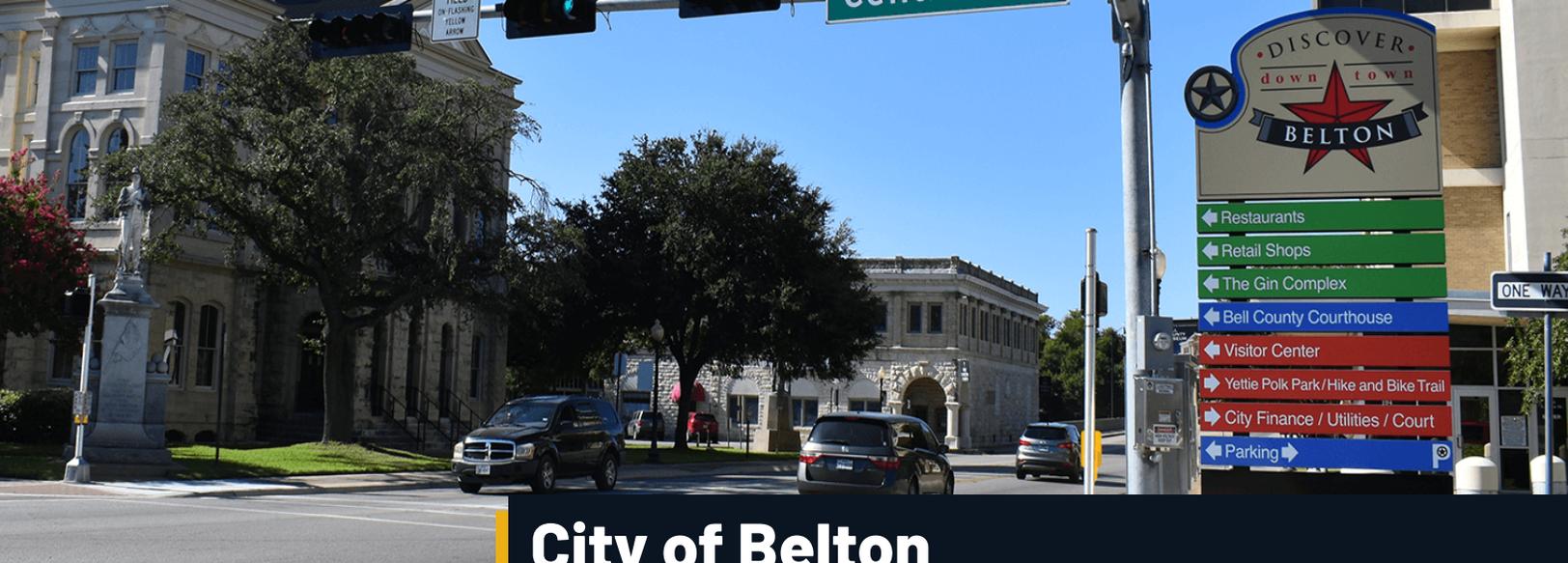
The city of Belton is a picturesque central Texas town with a historic courthouse and town square. Visitors to the city enjoy the downtown district, with popular local landmarks and various attractions.

Belton city leaders recognized the value that wayfinding signage would bring to their town and engaged the services of Round Rock, Texas design firm Studio 16:19 to develop this exciting project for the city. As FSG Signs had previously worked with Studio 16:19 on two large and successful retail projects in the past, we were invited to bid on the Belton wayfinding project. After reviewing several other proposals, Studio 16:19 decided to once again partner with FSG Signs in providing 31 individual wayfinding signs for Belton's downtown district.

Solution

The FSG Signs team applied their experience and determination to meet the challenges related to Belton's wayfinding signage project. An immediate challenge involved compliance with Texas Department of Transportation requirements that the new signs should have a particular type of thick, reflective face material. Additionally, the project had a tight timeline for completion, as city leaders were adamant that all work should be completed in time to celebrate the city's popular 4th of July Parade.





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By leveraging strong relationships among partner vendors in the industry, and by capitalizing on the experience of our project management and fabrication teams, we were able to accommodate all requirements for both materials and timelines on the project. The beautiful new signage was completed and in place with time to spare before the city's Fourth of July celebration.

Result

A brief comment from a City of Belton administrator says it all: "The signs are a huge success and look fantastic! We were so happy to have them up for the large 4th of July celebration. Big thanks to everyone at FSG Signs! These signs have put Belton on the map and we are so proud to see them every day."

For FSG Signs, the City of Belton wayfinding project was another opportunity to support Studio 16:19, and designers Brent Baker and Jonathan Wagner, whose hard work paid off for visitors and residents of Belton, Texas.

