



## WEST TOWNE MARKETPLACE

El Paso, TX

Comprehensive wayfinding sign package for a new shopping center

### CHALLENGE

EMJ Construction faced a firm deadline on a new 63 acre development including 16 shell buildings with 320,000 sq ft.

Wayfinding and pylon signage was critical in the development of this project, and EMJ was looking for a team that could produce the high quality signage.

### SOLUTION

FSG Signs worked with the Butler Design Group to create the necessary shop drawings. Over the course of 12 weeks the Austin based fabrication department built the (3) 45' pylons, (2) 25' pylons, (2) sets of custom 2 tiered channel letters inset into concrete walls, plus all of the wayfinding and traffic control signs for the site.

FSG Signs and FSG Electric in El Paso joined forces to handle this project completely in house. Our project manager worked closely with the onsite FSG team and the EMJ site superintendent to coordinate with the various trades which were on this building site.

"This was a very challenging project with an expedited schedule and multiple design changes. With your commitment and hard work you were able to meet these challenges head-on while producing a quality product and meeting the client's expectations."

Heath Wilson, Director of Construction - EMJ Construction

#### Owner

River Oaks Properties

#### Contract Type

New Construction Shopping Center

#### Contract Amount

\$1.1 Million

#### General Contractor

EMJ Construction

#### Signs Contractor

FSG Signs

#### Architect

Butler Design Group

For more information about FSG  
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