


Land Development Signage

honeywood

Land Sales
Office and
Display Village
Carpark



 Satterley.com.au

Land Development Signage

Location, location, location!

Land development estates in Australia are important buying environments for real estate. With intense competition for the buyer's dollar, signage is critically important. Signs act as a visual, enticing and informative communication tool for the development – and are arguably the most important differential in the 'battle for the buyer'. So what are the key considerations in land development signage?

In this Case Study we explore the important ways that signage either acts as the primary basis of enquiry, or reinforces other marketing efforts. We consider what needs to be included in your project's signage strategy - and we showcase our expertise in this field.

When Experience Counts

Signs & Lines has extensive experience in property development, real estate and building redevelopment signage over 30+ years. Examples of our work can be seen throughout this Case Study. Our team understand the significant value signage plays as part of an integrated marketing campaign for residential, commercial and retirement living projects.

Whether a traditional static or modern digital signage solution – our team are here to help.

Examples of our land development projects include over 15 new Estate and ongoing Estate maintenance for Satterley Property Group, Rare marketing agency, Peet, CedarWoods, Gatecrasher, Linc, and many more.

From large hoardings stretching over 10 metres wide, to V-shaped hoardings along the Mitchell Freeway, thousands of lot plates and hundreds of kilometres of bannermesh, our work can be seen the length and breadth of Perth's metropolitan area.



Top 10 Signage Options for Land Development

From Sales Office internal displays to external pylons and mesh banners, there are many standout and cost-effective signage options.

We explore our top 10 favourites. This list is by no means fully comprehensive, but for developers, project sales or those new to property, they will be a good starting point.

Signage types and locations to consider include:

1. Billboards and entry statements off main roads.
2. Directional and wayfinding signage throughout estate.
3. Internal Sales Office maps, imagery, posters and digital signage such as map tables.
4. Hoarding signs, pylons, totems and monoliths.
5. Community amenities, event, BBQ, land release and facilities signage.
6. Car park signage and traffic signs.
7. Display homes / village signage – including flags and banners.
8. Destination signage – for new stage releases, events or campaigns.
9. Lot plates indicating land areas and prices.
10. Landscaping banner mesh to promote messaging whilst hiding land under development.

Once you have determined the sign types required, originality is the key. Our team will help your development project stand out from the crowd.

In-House Design Capabilities

Using the skills of our design team we will work solo or conjunction with advertising agencies to create a suite of signs that are original, innovative, fit for purpose and cover all the land development signage types (refer back to our Top 10 signage options).

Why Signs & Lines for Land Development Signage?

Our service includes a complete signage package. And we will working closely with you to customise your signs to a budget. As a result we will take ideas from concept through design to manufacturing and installation – using cost effective production techniques.

In addition to design and manufacture of new signs, we offer a full sign management service that includes:

- Signage updates to keep messages current.
- Creative input and conceptual design recommendations for new developments.
- Detailed plans using Nearmaps imagery.
- Sign permits and authorisations from council.
- Installation, removal and replacement for signage or flags.
- Care and maintenance to keep all signage looking its best.
- Sign audit and online portal for sign management.



Digital Signage Sells Land!

Ask yourself:

- Is your land availability up to date?
- Are you displaying emotive videos and current offers?
- Is your sales info displaying the recent promotions?

Digital signage is an integral part of our extensive offering. Whether it's for a land development project, or as part of a major commercial or residential development, it has been proven that digital technology – touchscreens, kiosks, wall mounted displays and map tables – can provide a vital 'secret salesman' effect.

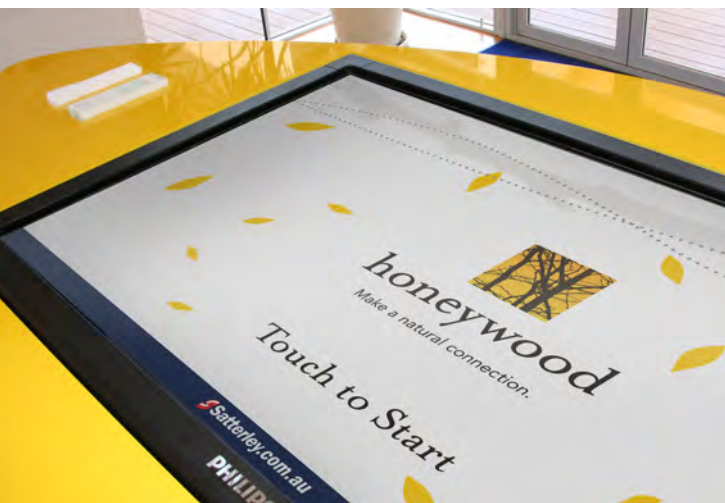
Keep your offering fresh and up to date with interactive digital signage. Managed remotely by PC, digital signage is dynamic. Find out more at www.yapdigital.com.au.

Considerations for Sign Placement

This is where "location, location, location" comes to the fore. Enacting buyer behaviour is a good starting point when considering the best signage options and what signs should go where. Some location considerations include:

- Sight lines for passing traffic.
- Scheduled development / construction work.
- Land which can be withheld and developed at the end of the sales period.
- High visibility areas. I.e. road corners, roundabouts and higher ground.
- Best signage sizes and angles to gain maximum visibility

Our experienced team will work with you on site to determine what's possible. A drive through or site walk is an essential step in this process.



Project Examples

Signs & Lines are proud to offer our clients land development signage backed by our extensive experience since 1984. Using a quality supplier – aka Perth's best sign company - for your land development signs makes a lot of sense.

Three project examples follow.

Project Summary 1

Project: Allara

Location: Eglinton, WA

Environment: External & internal

Client: Satterley Property Group

Date: 2014 onwards

Features: A full suite of directional, entry statement, pylon, lot plates, bannermesh, internal sales fit out, digital map table, feature signs, flags and hoarding signs for this new Estate in Perth's north. Ongoing updates, removals, flag rotations and additions in line with the Estate's land releases since 2014.



Project Summary 2

Project: Ocean Hills

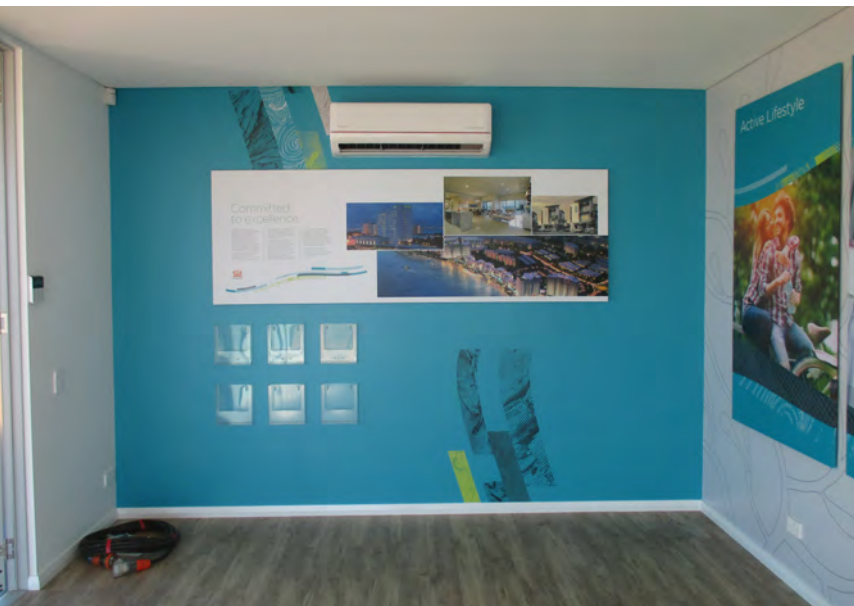
Location: Mandurah, WA

Environment: External & internal

Client: Gatecrasher Advertising

Date: 2015

Features: A full suite of land development signage including six portrait hoarding signs (6m x 4m), masterplan map table, lifestyle wall signs, wallpaper, window graphics, office directional signs, building signs and totem signage.



Project Summary 3

Project: Rivergums Signage Update

Location: Baldivis, WA

Environment: External

Client: Cedarwoods

Date: 2011

Features: Sixteen new signs including a reposition and removal at the estate in Perth's southern suburbs. Included large hoarding (6mx3m), map sign, 10 x directional pylons and other minor sign types.



The Final Wrap

The team will give you non-biased, innovative recommendations and gear your signage to the future. Our experience of static and digital signage solutions will ensure that you receive our trademark outstanding experience.

We're ready to start talking! Speak up now about your next project or idea. Call our team today for help, guidance and no obligation pricing.





To discuss your own signage strategy please don't hesitate to get in touch.



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