



## Congdon Yards Signage for Community Gathering Space

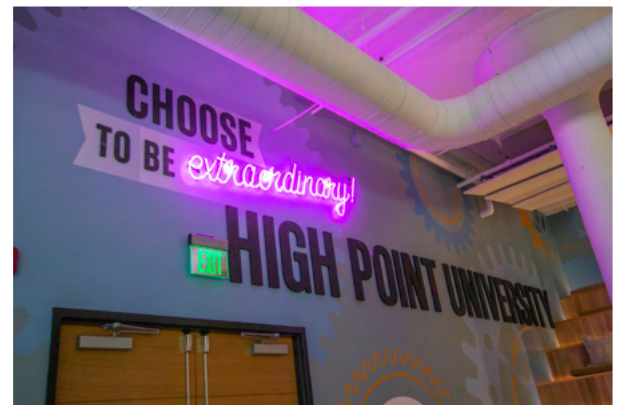


### Congdon Yards

The story of Congdon Yards began with a local initiative to revitalize downtown High Point. The Congdon family, founders of Old Dominion Freight Line, were key patrons of the project with a philanthropic commitment exceeding \$40 million dollars.

A coalition of city and community leaders contributed to the ambitious vision of Congdon Yards as a space for all - an office space for businesses, a restaurant for friends, a wedding venue, even a special space for innovators sharing their newest ideas. Congdon Yards is built by and for the people of the High Point community.

Development plans honed in on Plant 7 and The Factory, which once housed the Adams-Millis Hosiery Mill, an industrial leader at the turn of the century. Through the vision and support of the community, the historic buildings transformed into Congdon Yards.



**Service Offerings**

- Design-Build
- Wayfinding
- Fabrication
- Installation

**Product Applications**

- PerForm
- Dimensional Letters
- Custom Aluminum Signage
- Custom Interior Signage

**Solution Partners**

- Barbour Spangle
- Think Creative
- Louis Cherry Architects

**About the Solution**

ASI worked in a collaborative partnership with Barbour Spangle, Think Creative, and Louis Cherry Architects to create custom signage for the Plant 7 portion of the property.

ASI was a major contributor to the design and development of this cohesive team's concepts into a diverse signage package.

ASI incorporated wayfinding, including a campus map, both on the interior and exterior of the facility. ASI's signage package also included: branding signage, environmental graphics and a history wall honoring both the legacy of the project and the generosity of its donors.

Signage completed the transformation of Congdon Yards into a dynamic new gathering space in downtown High Point.

