



Rivermark Centre

Located in the heart of downtown Baton Rouge, Rivermark Centre is a transformative adaptive reuse project that revitalized a former commercial high-rise into a vibrant, mixed-use destination.

Originally opened in 1967 as the Chase South Tower, the 21-story structure was redeveloped by Wampold Companies into a modern hub featuring ground-floor retail, commercial office levels, and 168 high-end residential units. The broader redevelopment scope included a new pedestrian passageway, upgraded luxury amenities, and plaza-level improvements that integrate with the surrounding urban landscape.

As part of this significant investment in Baton Rouge's city center, ASI | New Orleans was selected to lead the design-build signage program in partnership with the project's architects and contractors. ASI developed a comprehensive signage system that balances clarity, elegance, and functionality.



SignStudies: Hospitality



Service Offerings

Design-Build
Fabrication
Installation

Product Applications

ASI 3D Form
ASI LPP Series
ASI LPS Series
ASI Legacy Series
ASI LTV Series
ASI LF Series

Solution Partners

LEMOINE
Gensler

About the Solution

ASI's signage scope included more than 800 signs throughout the property, ranging from large-scale illuminated channel letters mounted nearly 300 feet high atop the tower, to branded wall wraps, vinyl graphics, ADA-compliant room signage, and wayfinding signs throughout the garage, retail pavilion, and residential areas.

The phased construction and historic tax credit requirements posed complex challenges that ASI helped navigate with thoughtful design adjustments and logistical coordination.

The result is a cohesive signage program that reinforces the project's brand identity, enhances navigation across the multi-use site, and supports the long-term success of this iconic downtown redevelopment.

