



Strickler Signs

Strickler Signs (New Oxford, PA) began as a commercial and neon shop in John Strickler's basement in 1972. Ten years later, the company began devoting its energies entirely to electric signs. Bryan Strickler, John's son and the company's current owner, said malls and shopping centers comprise approximately 20% of his business, which primarily encompasses Pennsylvania, Maryland, Virginia and West Virginia (with occasional dalliances into the Midwest).

Over the years, Strickler worked through increasingly tight deadlines imposed by retail-property managers, but fortunately, they've become more savvy to appropriate material choices and the scale required to execute effective sign programs. Electronic message centers represent a significant portion of the company's business, but Strickler's seen relatively little demand for them in mall signage.

The company developed signage and graphics for Gateway Gettysburg, a shopping center in

the historic Pennsylvania town that features big-box retailers and a movie theatre that plays historical and patriotic films. Strickler said, "Our goal was marrying the historic and the contemporary into an old-fashioned, yet elaborate, program that reinforced its Victorian architecture."

Its main-ID sign comprises an HDU architectural cap, which it contracted from Peachtree City (GA) Foamcraft, that's routed with acrylic, push-through letters made from .125-in. aluminum and internal, fluorescent illumination. The theater features a solvent-ink print Strickler subcontracted to a local print provider that displays a scene from a movie about the Battle of Gettysburg, and exposed-neon channel letters reside above the theater's front door and on its side walls.

In an effort to maintain the town's "historic" flavor, Gettysburg's civic leaders proscribed any on-premise signage that exceeded 40 sq. ft. Fortunately, Strickler had a well-placed financier.

"[Property owner] John Monahan

StricklerSigns (New Oxford, PA), which has fabricated electric signs since 1982, fabricated these monument and pylon signs for Pennsylvania-based shopping centers. Brian Strickler, the company's owner, said retail property managers are imposing increasingly strict deadlines and material specifications.

is very involved in local activities, and he made sure the zoning board understood how economically beneficial the project would be, and the variance sailed through," he said. ■

For related information, go to the "Fabrication & Installation" and the "Electronic Digital Signage" channels on www.signweb.com.