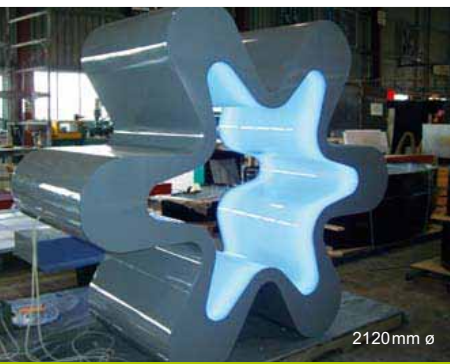
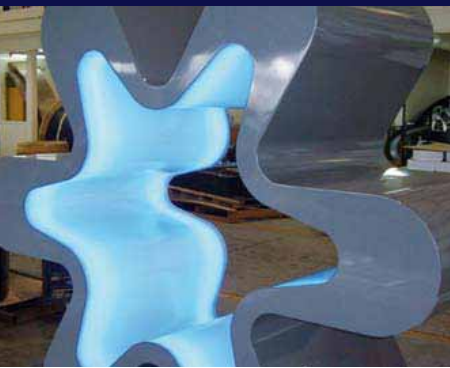


DOMAIN CENTRAL

Another successful development by Lancini Group

We are often faced with very short lead times to deliver on various projects, such as complete shopping centre signage in a number of weeks – sometimes, projects have a much longer gestation, and surprisingly this presents it's own challenges.

Early 2006, Laurence Lancini Constructions approached Albert Smith Signs, to discuss the possibility of providing the second of a series of pylon signs for their Domain Central Retail development in Townsville Queensland.



2120mm ø



The development has been a long time in the planning and acquisition, and has been coming together in a number of stages over the last few years with the final stage expected to be completed in 2008.

With the next stage well underway, the second major pylon sign needed to take shape, and after Lancini's and Albert Smith had agreed on costs, work proceeded in May 2006.

As an ongoing development, with tenants still trading, the site requirements were that existing tenants could not be relocated until the new areas were built. Once tenants were relocated, demolition of their previous area was required, before the builder could prepare footings for the new pylon. Consequently, there were a number of timing changes that were closely co-ordinated with Mark Rayner of Lancini's, and finally we installed the pylon in March 2007, almost a year since the process commenced.

A key element to remaining friends throughout this exercise has been good communication between Lancini's and Albert Smith – there would be no joy in having such a

large pylon on site, and unable to install it – taking up room, potential for damage etc., and equally, having the sign manufactured and stored at our premises soaking up capital and valuable space. The co-ordinated approach adopted, saw various components prepared, and the sign effectively built using "just in time" approach so that it could be built and installed rapidly.

Obviously, freight co-ordination was also a key issue – the sign is a monster – not only is it just on 15m high overall, it also measures just under 5m in width, so close management of handling and logistics was essential.

Now in position with the eye-catching flower shaped logo on top, the pylon is providing tenants the maximum possible exposure in the new development, and the time is right to start discussions on the next pylon..... and so the relationship between two well known companies is set to continue. Hopefully, we'll have more to report in coming issues.

Ian Wilks – Albert Smith Australia