

KeyPoint Westford Valley Marketplace: Multitasking Monument Signs

Westford Valley Marketplace, on Littleton Road in Westford, MA, opened in May 2016. Metro Sign & Awning began working with Key Point Partners on the shopping development in 2014 to ensure the signage would meet local building and zoning requirements.

Two multi-tenant, freestanding monument shopping center signs for Keypoint Westford Valley Marketplace had to look good night and day – without adding to nighttime light pollution.

Metro’s design team came up with this subtle, yet eye-catching sign that met other needs of the property managers: Each

tenant name is prominent thanks to illuminated push-through copy – yet it clearly met building and zoning requirements, as only the copy is illuminated.

Result: a classy, classic shopping center sign that’s easily readable for drivers, day or night, and environmentally friendly, too.

Metro was happy to partner with [Key Point Partners](#) and excited to watch as Westford Valley Marketplace continues to grow.

Multitasking Signage

What does your exterior signage need to do? Besides being appealing and eye-catching for both automobile and pedestrian traffic, exterior signs need to comply with municipal zoning laws and meet multiple retail design requirements – not to mention reinforce each brand image!

Metro Sign & Awning has done it all – on time and on budget – for numerous national retail and entertainment companies. Want to discuss signage for a project currently in the development stage? [Contact us.](#)



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