

Multi-Site Signage Rollout Checklist

A multi-site rollout is not forty sign projects. It is one program, and the work that decides whether it opens on time happens before the first sign is built. Work this list in order. Use it to run your own rollout, or to test whether the sign partner you are evaluating has actually thought it through.

BRAND / PROGRAM	LOCATIONS IN SCOPE	PROGRAM OWNER	TARGET FIRST OPENING

0 BEFORE KICKOFF

SETTLE THESE FOUR FIRST

OWNER / DATE

- ☐ **One owner, named on both sides**
One person owns the whole program for you, and one project manager owns it for the sign partner. A rollout with three internal owners and a different shop in every market has no owner at all.
- ☐ **The location list, with a status on every site**
New build, relocation, rebrand of an existing site, or closure. Each runs a different path, and they can share one schedule only if you know which is which on day one.
- ☐ **A phasing rule, decided before the bids come in**
By region, by opening date, by lease event, or by budget quarter. A bid you cannot phase is a bid you cannot control.
- ☐ **Brand standards for signage, in writing**
Materials, finishes, illumination, and color documented before anyone designs for site one. If the brand book does not cover signage yet, that is the first deliverable, not the third.

1 SURVEYS

BEFORE ANY DESIGN WORK

OWNER / DATE

- ☐ **Every site surveyed, not just the first few**
Access, mounting surface, power, sight lines, and an inventory of the signage already on the wall.
- ☐ **Landlord criteria collected for every leased site**
Most centers publish sign criteria that override what local code would otherwise allow.
- ☐ **Photos and measurements filed per location**
So the design team is working from the building, not from a lease drawing.

2 DESIGN AND BRAND BOOK

BUILT FROM THE SURVEY

OWNER / DATE

- ☐ **Site-specific drawings for each location**
Built from that site's survey, not stamped out from a template.
- ☐ **Maximum sign size worked out against each local code**
So you use the square footage you are allowed without triggering a variance.
- ☐ **Cut sheets for every sign type in the program**
So a fabricator in any market builds the same sign.

3 PERMITTING AND LANDLORD APPROVALS

THIS PHASE SETS THE CALENDAR

OWNER / DATE

- ☐ **A permit strategy for every jurisdiction**
Who files, who answers corrections, and how long that city actually takes. Not an average, the real number for that city.
- ☐ **Landlord sign-off in writing for every leased site**
Verbal approval from a property manager is not an approval you can build against.
- ☐ **A plan for the sites that will need a variance**
There are always a few. Identify them early so they do not quietly become the critical path.
- ☐ **Install dates that follow the permit plan, not the other way round**
If a bid promises install dates with no permit strategy behind them, the dates are fiction.

4 FABRICATION

ONE SPEC, EVERY MARKET

OWNER / DATE

- ☐ **A per-site cost breakdown**
So you can verify, prioritize, and phase line by line. A single lump sum hides what each location actually costs.
- ☐ **Manufacturing and budget review before production runs**
With value-engineering options on the table while they are still cheap to take.
- ☐ **One spec across every fabricator, prototype approved first**
Fabrication can be regional. The standard it is built to cannot be.

A SURVEY FOUND LATE IS A CHANGE ORDER

The cheapest hour in a rollout is the one spent on the roof before anything is drawn. The most expensive is the one spent in a lift discovering there is no power where the sign is supposed to go.

5 INSTALLATION

SCHEDULED BY PHASE

OWNER / DATE

- ☐ **Installs scheduled by phase, site conditions confirmed**
After-hours and overnight work agreed per location where the property or the city requires it.
- ☐ **Removal, patch, and paint scheduled for rebrands and closures**
Plus a temporary banner or window graphic anywhere the opening date beats the permanent sign.
- ☐ **Completion photos and documentation required before a site is marked done**
Done means documented. Otherwise you find out at the grand opening.

6 THROUGHOUT: STATUS YOU CAN SEE

EVERY DAY, NOT ON REQUEST

OWNER / DATE

- ☐ **Online milestone tracking, per site, available around the clock**
You should be able to answer today which sites are permitted, which are fabricated, and which just got a landlord objection, without making a phone call. If the answer is a phone call, it does not scale past ten locations.

TEN QUESTIONS TO ASK A SIGN PARTNER

Ask every one of these before you sign. The answers separate a program partner from an order taker.

1. Who is my single point of contact, and who covers when they are out?

A name, not a department.

2. Do you survey every site before you quote?

Or only the first few, with the rest estimated.

3. Who pulls the permits, and who answers corrections?

And what happens to the schedule when a city rejects a drawing.

4. How do you handle landlord criteria that conflict with the brand book?

It will happen. You want to hear a process, not a shrug.

5. Can I see a per-site cost breakdown?

Before the contract, not after.

6. Who fabricates, and how do you keep one spec across markets?

Regional fabrication is fine. Regional standards are not.

7. How do I check status at 9pm on a Sunday?

A live system, or an email to someone who is asleep.

8. What do you do about the old signage?

Removal, patch, paint, and disposal are part of the program, not an extra.

9. Who do I call in year three when a sign goes dark?

Maintenance is where a partner proves the relationship.

10. Show me a rollout you have finished at my size.

Photos, locations, and the timeline it actually took.

SIX WAYS A ROLLOUT SLIPS

- 01 Planning stays inside one team.** Internal teams know the brand. A rollout also needs code, landlord, and fabrication knowledge in every market.
- 02 The survey gets skipped.** A bid without a survey finds the problems in the field, on your schedule.
- 03 Permitting is an afterthought.** Every jurisdiction has its own timeline and its own reasons to deny.
- 04 One shop per market.** Different local shops mean different readings of the same brand standard.
- 05 No per-site breakdown.** You cannot phase, prioritize, or verify what you cannot see line by line.
- 06 Nobody can see status.** On forty sites, not knowing today is the same as not knowing at all.

ONE PARTNER. EVERY SIGN. EVERY LOCATION.

Bring us the list, we will bring the plan

National Sign Team has manufactured, managed, and installed signage for multi-site brands for over 30 years, in all 50 states. Send us your location list and your opening dates, and we will come back with a phased plan, a per-site breakdown, and the permitting reality for each market.

CALL OR TEXT

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EMAIL

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START A PROJECT

nationalsignteam.com

WHAT A NATIONAL SIGN TEAM PROGRAM INCLUDES

- | | |
|--|---|
| + Site surveys and existing signage inventory | + Brand books and cut sheets per sign type |
| + Code research and permitting in every jurisdiction | + Landlord criteria and approvals |
| + Fabrication to one spec, phased to your budget | + Installation by region, including after hours |
| + Online project tracking, 24/7, per location | + Rebranding, decommissioning, and maintenance |

MULTI-SITE PROGRAMS WE HAVE RUN

Chicken Guy · SoFresh · Bonchon · Brio Italian Grille · Bravo Italian Kitchen · Hard Rock Cafe · Planet Hollywood · Bagels & Co · Stretch Zone · The Lash Lounge · Salt Life · Burton · Neiman Marcus · Armani Exchange · Stiizy · ProAmpac