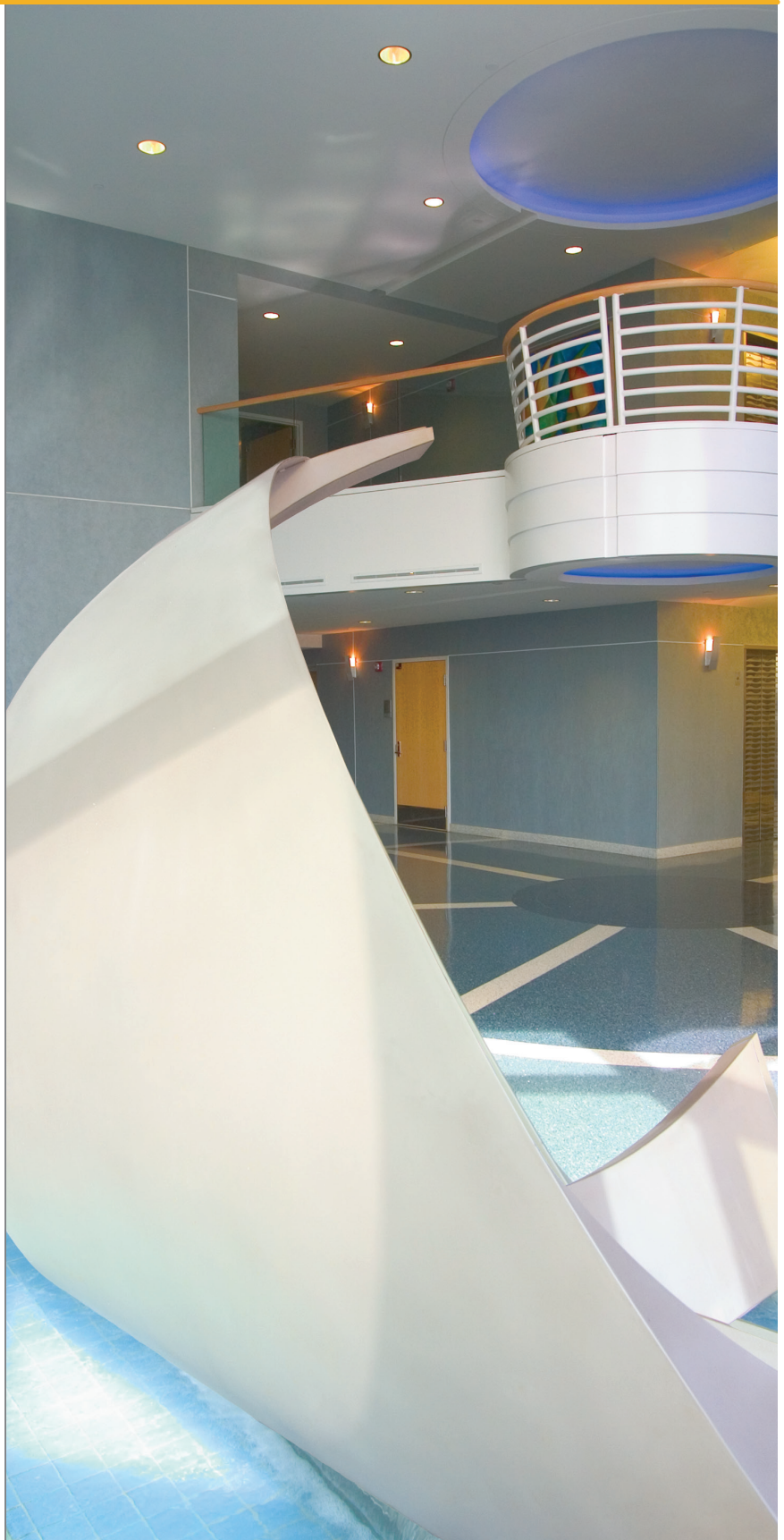


Seaside City, Revitalized

In 2003, Port Huron initiated a \$65 million revitalization effort to reclaim and revitalize its waterfront and redefine the downtown area for mixed-use development to encourage tourism and new business in the area. More than 72 acres, much of which are railway yards in a decaying urban area, have been restored and re-energized for mixed use of local residents, tourists and businesses. The center is a LEED® certified building that consists of a 100,000 sq.ft. of office space, a 340-car garage, and connector to the Parfet Building.

ASI was invited by Acheson Ventures to be the exclusive signage solutions provider for the estimated 8-year project. ASI created a tone-on-tone interior signage design theme, which was inspired by the blue waters and seafaring history of Port Huron.



Service Offerings

- Design-Build
- Fabrication
- Installation
- Online Order System

Product Applications

- Pacific Interior,™ Modular Signage System
- Custom Legacy Exterior

About the Solution

ASI worked closely with Acheson Ventures and Albert Kahn Architects to provide a signage solution for Harborside Office Center that celebrates the revitalization of one of America's oldest settlements. ASI created and introduced a tone-on-tone interior signage design theme, which was inspired by the blue waters and seafaring history of Port Huron.

ASI curved-faced signage system, Pacific Interior, was selected as the proprietary interior solution because of how it elegantly complements the architectural design of the building and the site's waterfront location. Although Acheson Ventures and Albert Kahn Architects defined the LEED and green aspects of the project prior to ASI involvement, we were proud that we could integrate an environmentally-friendly solution into this contemporary green design. ASI's commitment to the environment is achieved through the sustainable, modular product design of Pacific Interior, and our high production standards and environmental impact monitoring during the manufacturing process. Pacific Interior's seven-year guarantee on parts enables current and future tenants of Desmond Landing and The Harborside Office Center to extend the life of the sign, reorganize or repair signage.

