



The Fitz on Fairfax Detailed Signage that Cultivates Community



The Fitz on Fairfax

The Fitz on Fairfax is a project of KPRS Construction, a full-service general contractor, and Palisades, a design-driven real estate development company. ASI Los Angeles has had a working relationship for over 20 years with KPRS Construction.

The Fitz on Fairfax consists of four buildings connected by a series of bridges and walkways around a cluster of internal courtyards. The project takes inspiration from the work of Irving Gill, the architect behind West Hollywood's local masterpieces featuring climate-sensitive designs with natural ventilation. The site includes one-, two-, and three-bedroom dwellings, as well as amenities such as a rooftop pool deck, co-working space, and a club room.

The client's goals were for ASI to design, fabricate and install both interior & exterior signage that reflects the property's brand, elevates urban living and brings neighbors together.



SignStudies ✦ Multifamily Housing

Service Offerings

- SignPlan™
- Design-Build
- Wayfinding Analysis
- Code Compliance
- Fabrication
- Installation

Product Applications

- ASI Inform™
- ASI 3D Form
- Flat-Cut Dimensional Letters
- Illuminated Channel Letters

About the Solution

After the project architects qualified ASI for a Design-Build signage package, ASI provided expert consultation and a signage budget, based on preliminary architectural drawings. KPRS then provided updated drawings, from which ASI developed a Design-Build signage proposal and presented it to Palisades management.

ASI worked closely with the management team at Palisades in designing branded interior signage with intricate, dimensional patterns. Special details include a recessed flamingo on the Room ID signage and internally-illuminated exterior Channel Letters with bronze-painted returns, elegantly branding the property above the entry canopy.

The Fitz on Fairfax now boasts a strong signage package that enhances the architectural environment and cultivates a sense of community.

