



## LIDL

### Urban Impact: Bringing Lidl's Brand to Life

#### Overview

Lidl is a global grocery retailer that began in Ludwigshafen, Germany, in 1973. From its humble start with three employees and 500 products, Lidl has grown into a retail powerhouse operating in 31 countries and employing more than 360,000 people worldwide. Its mission has remained the same—offering customers high-quality groceries and household products at accessible prices.

In 2015, Lidl established its U.S. headquarters in Arlington, Virginia, and today operates over 180 stores across the East Coast.

#### Project Background

Federal Heath was selected as Lidl's trusted signage partner for a series of urban-location projects across the eastern Atlantic region. This multi-site rollout covered 40 sites in the New York Metro, Washington, D.C., and Atlanta, GA, with more than 75 locations served in total over the course of our partnership.

The primary objective was clear: design, permit, and install the largest exterior signage allowable by each jurisdiction to maximize visibility in competitive, densely populated markets.

## Challenges in Urban Environments

The project required navigating some of the strictest signage regulations in the U.S., particularly in New York, New Jersey, and Maryland. These regions are known for:

- Lengthy and complex permitting processes.
- Stringent size and placement restrictions.
- Architectural constraints in older or repurposed buildings.

Many Lidl locations were situated in renovated structures, including vacated Bed Bath & Beyond properties and buildings never previously used for retail. These conditions demanded highly customized design and engineering solutions.

## Our Approach

### 1. Collaborative Design & Planning

We partnered with Lidl's team and their architects to design signage packages that maximized allowed dimensions while staying compliant with local codes. Special attention was given to creating proper structural backdrops for signage installation.

### 2. Specialized Urban Execution

To meet the challenges of tight city spaces and jurisdictional complexities, Federal Heath:

- Secured specialized permit brokers familiar with urban regulations.
- Built an installation network adept at working in high-traffic city environments.
- Coordinated closely with engineers, consultants, and building landlords to align on structural needs and approvals

### 3. Flexible Site Solutions

Whether Lidl was opening in a new build or adapting an existing location, our team tailored signage strategies per site. This included adapting designs for varying architectural styles, elevations, and facade conditions.

## Signage Solutions Provided

The scope of work included a variety of high-impact signage types, such as:

- **Pylon & Monument Signs** for roadside visibility.
- **Channel Letters** for brand prominence.
- **Blade Signs** to capture pedestrian traffic.
- **Wall & Directional Signs** for navigation.
- **Tenant Signage & Vinyl Graphics** to reinforce brand identity.

## Results and Client Feedback

- **Permitting Success:** Achieved approvals for the largest allowable signage in multiple strict jurisdictions.
- **On-Time Delivery:** Projects were completed within timelines, despite challenging permitting and site conditions.
- **Enhanced Visibility:** Strategic placement and sizing maximized Lidl's presence in competitive urban markets.
- **Continued Partnership:** Our proven execution in the NY market solidified Federal Heath as Lidl's go-to signage partner for ongoing East Coast expansion.

## Client Feedback

Lidl's VP of Construction recognized Federal Heath's ability to successfully navigate New York's older building landscape and execute complex signage projects—reinforcing trust in our expertise for future developments.

## Ongoing Collaboration

Federal Heath continues to support Lidl's growth along the eastern seaboard, applying our urban-market expertise to ensure the brand stands out in every community it enters.



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