



Texas Roadhouse

A Legendary Video Wall and More

Texas Roadhouse operates nearly 600 corporate and franchised restaurants in the U.S. and abroad, with revenues that run into the billions. The chain expanded rapidly from its beginnings in 1993, becoming a public company in 2004. Willie Nelson has been the owner of an Austin location, and originally each Texas Roadhouse had a table called "Willie's Corner." International operations opened in 2011. Besides Texas Roadhouse, the company operates Bubba's 33 and two restaurants outside of the casual dining segment.

As a long-time signage partner, Federal Heath supplied signs for significant changes at the Texas Roadhouse headquarters – including exterior signs and an elevated 30- by 7-foot video wall inside.

Highlights

- » Turnkey 30- x 7-foot video wall
- » Exterior signage on 4-story buildings above a retention pond
- » Interior signage for new connector building
- » Updated signage for interiors



Legendary Culture

The Texas Roadhouse culture is laid back, but also brimming with “wow-factor” experiences. Their headquarters and support center in Louisville, KY, reflects the vibe that’s led to their mission statement: “Legendary Food. Legendary Service.” Still led by founder W. Kent Taylor, the restaurants are known for spontaneous line dances by the waitstaff, free buckets of peanuts, and an armadillo mascot named Andy.

Legendary Partners

Federal Heath’s been a top signage supplier for Texas Roadhouse since 1996. In 2003 they welcomed some of our team members to office in their space. This co-location has allowed us to operate essentially as the in-house project management team for sign and site development, bringing us into their larger development process. As a result, Texas Roadhouse later honored us with their prestigious Legendary Vendor Partner Award.

Legendary Opportunities

In 2018, Texas Roadhouse launched an ambitious remodel of their two-building headquarters and support center – including the construction of a connector building between the two. The connector smacks of Texas Roadhouse culture inside and out, an example of that wow-factor personality. Naturally, they walked down the hall to talk with Federal Heath about the new signage needs for all three buildings. We also worked with two sets of general contractors and architects on the overall project.

Federal Heath often works with high-rise exterior signs. This location required multiple illuminated channel letters and a logo on each of the four-story buildings, installed above a retention pond facing the Interstate.





A Dazzling Video Experience

Texas Roadhouse added a spectacular 30- x 7-foot video wall in the hallway above the entrance to the break area. As an experienced turnkey provider of digital solutions, we sat down to capture and define the company's needs and objectives; researched the providers who fit this project the best; demonstrated capabilities at an installed location; helped sort through the final decisions; and made sure the job was done right.



A New Connector Building

The connector building has two functions: to join the office buildings with a wide hallway and to offer a friendly area for employee meet-ups, breaks, coffee, and entertainment. The exterior highlights Texas Roadhouse's public appearance. We marked the connector with the brand's illuminated logo and channel letters. The parking lot side also gives the first glimpse of the amazing interior, breathtaking animations of the great outdoors on a giant video wall.



A Meaningful Casual Area

At the heart of the connector building is a space that's both cozy and bold, a reflection of Texas Roadhouse interiors. The room's performance stage features a classic neon Texas Roadhouse sign. One wall even recalls past company conference themes with signs that mimic the look of neon tubes with low-profile LED technology, built to accommodate a rotation of newer themes each year.



A Significant Impact

The cumulative result of Texas Roadhouse's headquarters remodel puts their brand and culture on full display. The connector building blends customer and employee experience in one unique setting that takes advantage of an unusually wide variety of signage styles and technologies.

