



Yard House

A Fitting Digital Solution for a Challenging Vegas Location

Yard House is a popular microbrewery/casual dining restaurant with nearly 70 locations across the United States. They boast the world's largest selection of draft beer along with a menu offering more than 100 items made from scratch daily.

Federal Heath became involved with Yard House when it was purchased in 2012 by Darden. Darden is also known for Olive Garden, Bahama Breeze, The Capital Grill, Eddie V's Prime Seafood, LongHorn Steakhouse, Seasons 52, and Cheddar's Scratch Kitchen. This particular project involved the Yard House location in Las Vegas.

Highlights

- » Designed a solution for maximum impact in a narrow space
- » Installed seamlessly in a busy pedestrian promenade
- » Handled turnkey services with survey, approvals and permits
- » Managed multiple tradesmen to coordinate a tight turnaround
- » Mounted nearly two tons of sign, working both inside and out

A High-Performance Relationship

Darden turned to us to work with Yard House when they purchased the brand in 2012, building on a longstanding relationship with other Darden brands. We have a proud history of imagining and producing solutions that are well thought out and reliably installed for Darden. In fact, we created the brand books that help Darden keep their signage consistent.

A Challenging Need

Yard House is a distinctive brand. They often take advantage of locations where permitting, design and installation can be tricky, including tight urban areas or sections of buildings that may be older or historic. Elements for each restaurant are highly customized to fit the particular property, and the brand likes to make a high energy impression with its designs and materials.

In this case, the Yard House in a famous Las Vegas Strip development wanted to call new attention to its location by updating its promenade-facing signage in a big way. That's just the type of challenging project where Federal Heath excels.

A Distinctive Location

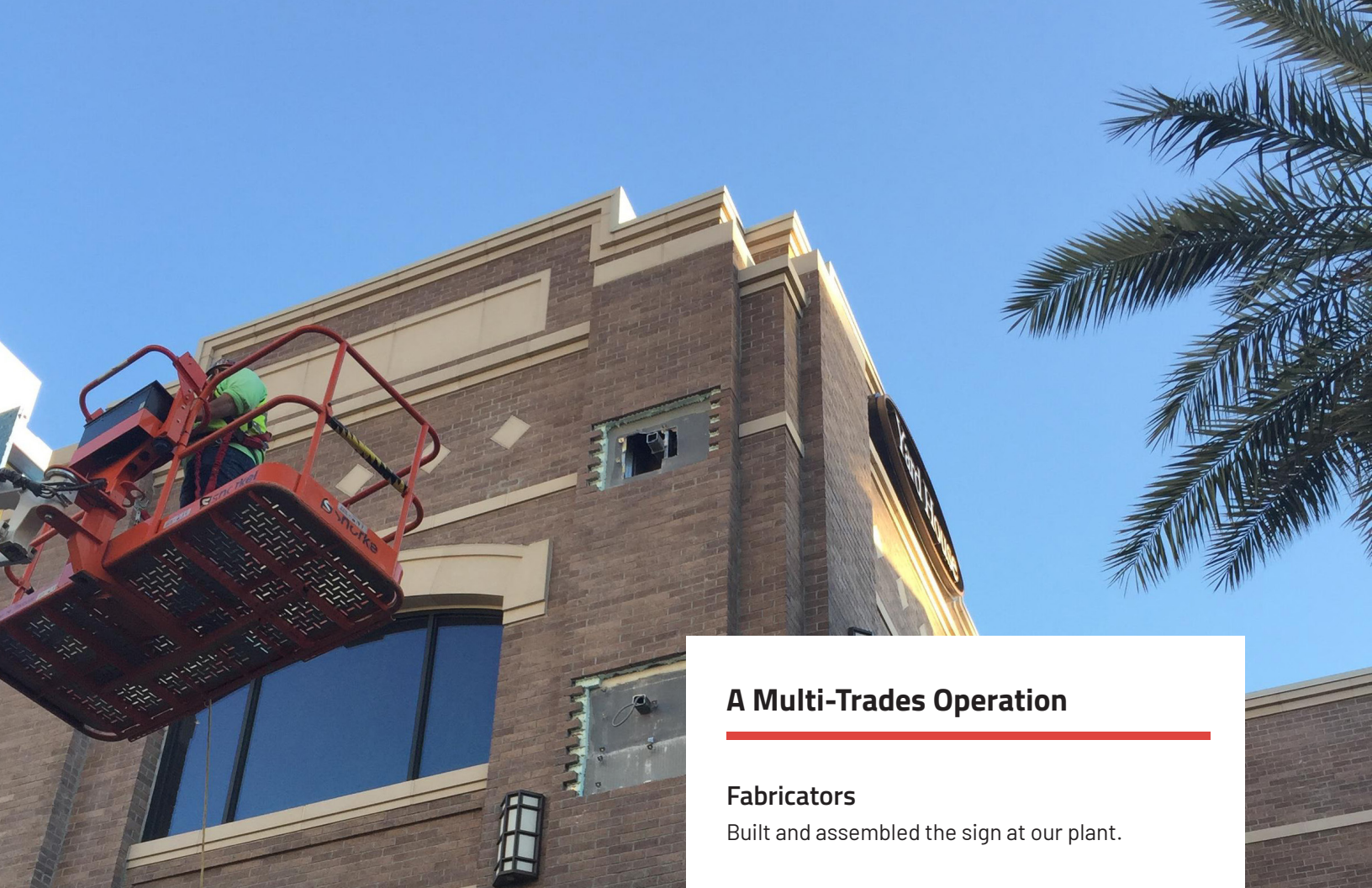
This Yard House is located in an open-air retail, dining, and entertainment district between The Linq and Flamingo resorts, a Caesars Entertainment Corporation property. It's in the high-profile shadow of Las Vegas' High Roller ferris wheel, the 550-foot-tall centerpiece of the development.

A Vegas-Worthy Solution

When Yard House opened on the property's pedestrian promenade, a static blade sign was plenty to catch the eye of passersby. Within a few years, however, Caesars embarked on an aggressive program to rebrand and expand the development with spectacular attractions like the High Roller. Yard House needed something more to attract attention on the promenade.

They called on Federal Heath to create a digital solution to replace the existing sign. The result was a bright, dynamic sign three times as large where Yard House could show off their name and maximize promotions based on time of day.





“The team at Federal Heath has been a long standing partner of Darden’s. There has never been a job too small or large in which they have not been able to assist us, or at the very least consulted with us to develop a solution. They are more than simply a fabrication shop, but rather a solution provider. We are very proud to call Federal Heath one of our preferred vendor partners.”

- Todd Taylor, *Vice President,*
Design, Darden

A Multi-Trades Operation

Fabricators

Built and assembled the sign at our plant.

Painters

Opened up interior walls to allow access for work on supports, then patched and painted afterward.

Masons

Removed the existing brick façade and replaced it later.

Iron workers

Removed existing supports and welded newly engineered solutions into place.

Installers

Removed the existing sign and installed the new one.

Electricians

Ran wiring for primary power and fiber optic communication cable for content.

A Four-Part Solution

Federal Heath's work for Yard House helped address four challenges.

The right display.

We proposed an LED display with twice the resolution of a typical billboard, which included a rock-solid warranty to ensure years of great service. We also provided training for creating customized content that could be dayparted to deliver dynamic messages whenever they would be most effective, with just one login.

Design.

We maximized the available display area while meeting codes that required space for two firetrucks to pass. We were able to design a 5-by-26-foot sign with connections for power and content, then coordinate with engineers and properly secure it to new supports that hold up nearly two tons in local wind conditions.

Project management.

We worked the project through the right channels for survey, approvals, and permits. Then we scheduled and contracted the work of the numerous trades who were involved. Work was tightly scheduled and often performed in the wee morning hours to minimize disruptions to Yard House's business.

The sign itself.

We fabricated, assembled, delivered, and installed the sign as designed, capable of displaying 281 trillion colors.

