

## Pylon Sign Cost Driver Matrix

*A planning matrix for understanding why pylon sign estimates vary by scope.*

Use this matrix to understand what can move a pylon sign project from a lower-scope update to a higher-complexity installed project. It is intended for planning, not fixed pricing.

| Cost Driver                   | Lower-Scope Scenario               | Higher-Complexity Scenario   | Buyer Planning Note   |
|-------------------------------|------------------------------------|--|---|
| <b>Project type</b>           | Reface existing usable sign        | New structure, replacement, or digital upgrade                         | Confirm whether the project is a reface, retrofit, replacement, or new sign.          |
| <b>Height</b>                 | Lower height within local rules    | Taller roadside structure  | Height can affect structure, foundation, permit review, and installation access.      |
| <b>Sign face size</b>         | Smaller static faces               | Large double-sided faces or tenant panels                              | Larger faces can affect fabrication, lighting, readability, and wind exposure review. |
| <b>Tenant planning</b>        | Single brand or few panels         | Multi-tenant panel system  | Tenant hierarchy and future replacement planning should be addressed early.           |
| <b>Illumination</b>           | Non-illuminated or simple lighting | Internal lighting, LED accents, or external fixtures                   | Lighting can add electrical, component, and service considerations.                   |
| <b>Digital display</b>        | No digital component               | Message center, fuel pricing, or changing content                      | Digital signs need electrical, brightness, content, and service planning.             |
| <b>Foundation</b>             | Existing structure may be usable   | New foundation or footing work may be needed                           | Foundation needs depend on site-specific and local requirements.                      |
| <b>Electrical access</b>      | Known usable access                | Unknown, distant, or upgraded access needed                            | Electrical scope should be clarified before quote approval.                           |
| <b>Permitting</b>             | Straightforward local review       | Zoning, landlord, DOT, or highway-related review                       | Approvals vary by jurisdiction and are not guaranteed.                                |
| <b>Installation access</b>    | Open site with clear access        | Busy parking lot, road frontage, landscaping, utilities, or night work | Access constraints can affect installation planning and cost.                         |
| <b>Multi-location rollout</b> | Single location                    | Many locations with local code variation                               | Brand consistency should be balanced with site-specific requirements.                 |

**Planning Note:** Final pricing depends on confirmed scope, site conditions, local code, engineering review where required, electrical access, foundation needs, and installation requirements.