

MASA Architectural Canopies Case Study

Objective: To visually brand AAA and develop an exterior design prototype for future locations

AAA (American Automobile Association) came to MASA Architectural Canopies looking for a valid partner in the design, development and installation of an exterior retail branding system for their flagship Springfield, New Jersey location. This exciting project would be the prototype for future national locations and include both signage and metal canopies in unique shapes.

To begin, MASA principals reviewed the project's objectives to insure they grasped a full understanding of the clients' visions and expectations. With the goal of becoming completely immersed in contributing to the project's initial design phase, members of MASA Architectural Canopies staff met internally to share ideas and identify competencies.

After a thorough analysis of the project's expectations and the clients' viewpoint MASA conducted a review of available materials. Ideas were exchanged with the architects to develop a workable canopy and sign system that would identify the AAA company vision and graphically illustrate the brand. A building plan program was established and a schedule for the project was set. Project budgets and expenditures were finalized and approved.

Part of the initial design process included visiting the proposed site and performing required site and technical surveys. After several meetings between the architects, AAA staff and MASA's experienced design professionals the actual product design phase began. MASA's engineering department provided reactions, moments and architectural drawings in AutoCAD and PDF format; always keeping in mind the necessity to appeal to the public's perception of both the actual site layout and the specific MASA Architectural Canopy components.



Simultaneously, MASA's research department investigated all state and local building and permit requirements; and their budgeting and estimating crew worked diligently to stay within the financial parameters set by the corporate office.

During this phase of development MASA's Project Managers were involved with the AAA architects, engineers, building contractors on a consistent, almost daily, basis. Priorities were set and deadlines established; budget recommendations were shared and along the entire course of the design and site development phases MASA Architectural Canopies contributed on-going consultation.