

BANK :: Ambler Savings Bank — Ambler, Pa.



BEFORE

Background

Founded in 1874, Ambler Savings Bank has always held a special place in the Ambler, Pa. community. For years, the bank promoted community events on large banners hung from two poles located on its property. But community growth and the popularity of the space eventually made promoting all local events impossible. That's when it occurred to Ambler Mayor Charles "Bud" Wahl that an electronic message center could help the bank accommodate the community while augmenting its own on-site advertising.

The Challenge

The new LED sign served three main purposes: to promote community events, broadcast public service messages like Amber Alerts, and provide an advertising space for Ambler Savings Bank. However, there was no ordinance governing the installation and use of electronic signage in Ambler, and citizens quickly expressed concerns about traffic safety and the sign's brightness. It soon became evident that getting the sign approved would be a complicated matter.



AFTER

SIGN SPECS

19mm Color LED
Matrix: 64 x 112
4'4" High x 8' Wide
8 Lines x 22 Characters

Case Study

When Mayor Charles "Bud" Wahl's idea for an electronic message center was met with resistance, he and Ambler Bank president Martin Brown contacted Bud Reed of Reed Sign Company in Pennsburg, Pa. Reed's company installed the bank's original signage in 1962, and he was happy to help this time around.

Reed contacted Bill Smillie of Watchfire Signs, who contributed by providing sign demonstrations in the community and offering insight into electronic signage ordinances. Reed and Smillie accompanied Wahl and Brown to planning commission and council meetings, where, along with former Borough Manager Rocco Wack, they spent innumerable hours negotiating, reviewing and rewriting the sign ordinance.

The sign was finally approved and installed in September 2007, and thanks to the craftsmanship of Reed Sign Company, it immediately won over the townspeople — including the few who originally opposed it.

"To this day, people will come up to me and say, 'I didn't understand how good the sign would look.'"

— Charles "Bud" Wahl, Mayor of Ambler
Ambler, Pa.

"We really took care to make sure it fit into the surroundings," Reed said. "It has a certain architectural appeal, with a nod to an old English style."

The sign isn't only stylish, but smart, too. It automatically adjusts its brightness based on the ambient light around it. It hasn't caused any traffic problems, and no one has complained about the amount of light the sign emits.

It's safe to say the sign has been an unqualified success for the entire borough, including that old Ambler cornerstone, Ambler Savings Bank. "When the bank puts a good mortgage rate up on the sign, people come in," Wahl said. "There's a clear and direct correlation."

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