FEDERAL HEATH
SIGN COMPANY

FROM SKETCH TO SKYLINE



32 FT
Highway Identification Sign

16 FT
Roundabout Feature

9
Illuminated Directional Signs

Custom Signage for Lea County Regional Airport

Project Overview

At Lea County Regional Airport, a new signage program presented an opportunity to do more than identify an entrance. It could reflect the character of the surrounding region while helping travelers find their way to the recently updated terminal.

Working with Pland Collaborative, Mountain West Golfscapes, and Lea County, Federal Heath helped transform early sketches into a coordinated family of signs connecting the highway entrance, roundabout, and airport grounds.

The Challenge

The existing roadside sign sat in a culvert, and the approach lacked wayfinding to the updated terminal. The new signs needed to improve visibility and navigation while complementing both the airport's architecture and the oil industry that shapes the region.

Grant funding established a defined budget and firm completion deadline. Bringing the concept to life required early collaboration on materials, engineering, and construction methods, as well as coordination among the design team, the contractor, and the county.

THREE DISTINCT SIGNS. ONE ARRIVAL EXPERIENCE.

32 FT

HIGHWAY IDENTIFICATION

Standing 32 feet tall and spanning 20 feet wide, this double-faced, internally illuminated landmark welcomes travelers with dimensional lettering and the Lea County Airport logo. A red aircraft silhouette sweeps upward above the cabinet, while satin-white aluminum tubing adds depth and reinforces the open-framework design.





16 FT

SCULPTURAL ROUNDABOUT FEATURE

Measuring 16 feet tall and 19 feet 6 inches wide, this sculptural landmark features staggered steel members in metallic gray and Rally Red. Illuminated “Lea County” lettering, wing-like horizontal elements, and a separate “Regional Airport” cabinet create a distinctive focal point, while uplighting emphasizes the framework after dark.

9 SIGNS

ILLUMINATED WAYFINDING

Nine internally illuminated directional signs provide clear, coordinated guidance throughout the airport grounds. Location-specific messaging and arrows help visitors navigate to parking, the terminal, passenger drop-off, hangar gates, and the exit, creating a more intuitive arrival and departure experience.



A Design Rooted in the Region

Exposed steel, pipe, and open frameworks drew inspiration from the oil rigs surrounding Hobbs. The terminal's exposed structure, curved metal elements, and horizontal lines provided another connection, giving the signs a look that belonged to their setting.

Federal Heath helped translate the designer's vision into buildable structures. Engineering decisions addressed structural integrity, durability, connections, and material efficiency while preserving the openness and artistic character of the original concept.

Consistent Design at Every Scale

The signage package carries a common visual language from the highway landmark to the individual directional signs. Fabricated aluminum components and dimensional acrylic lettering connect the pieces, while changes in scale and structure give each sign a distinct role. Placement also required attention to the surrounding landscape. The site plan coordinated sign locations with trees, drainage areas, roadway edges, and existing features—bringing signage and landscape planning together along the airport approach.

From Concept to Completion

Federal Heath managed the signage scope from early design and engineering consultation through permitting, fabrication coordination, installation, and on-site quality control.

Design & Engineering

Planning & Permitting

Fabrication

Installation & Quality

BUILT TO STAND OUT

Completed within the requested timeline, the signage program gives Lea County Regional Airport a distinctive identity and a more clearly defined arrival route. The finished work connects the airport's modernized terminal with the industrial character of its community.

From the first sketches through installation, the project demonstrates how early collaboration helps carry a creative vision into the finished environment.

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