



New Mexico State University

A Testament to Patience, Precision, and Partnership

Overview

Federal Heath was engaged to design, engineer, and deliver a landmark pylon sign for New Mexico State University (NMSU) in Las Cruces, NM. This project entailed managing long timelines, budget adjustments, material sourcing, and complex logistics - all while maintaining design integrity.

Scope of Work

The initial request came in November 2021, when Federal Heath was contacted to design a 44-foot-tall x 15-foot-wide pylon sign featuring donor tenant panels. By early 2022, design and engineering were completed. However, the budgetary proposal submitted in August 2022 exceeded the university's allocated budget, and the project was placed on hold.

In June 2023, the project was reactivated with a renewed emphasis on cost efficiency. Federal Heath led a value engineering initiative to revise the design, reducing the width to accommodate a single pole structure and switching to a full Corten steel cladding—a material known for its distinctive rusted finish and durability. Securing the Corten steel proved challenging. After months of searching, a supplier in Phoenix, AZ, was identified with a 10-week lead time.

To achieve the signature patina, the steel was treated with muriatic acid and water rinses to accelerate the weathered effect.

Execution

Federal Heath coordinated end-to-end logistics, including material delivery, on-site assembly, and project supervision. In August 2024, the sign was delivered and fully installed in just three days – including stacking, welding, and wiring all sections. The client was especially pleased with the stone base, which seamlessly blended with other campus signage.

The university was responsible for the primary power installation, which encountered unexpected delays related to local utility coordination. As a result, the power hookup was completed in February 2025, approximately nine months later than initially anticipated.

Impact

This successful project showcased Federal Heath's strengths in:

- > Long-term project coordination
- > Design and value engineering
- > Material sourcing and logistics
- > Client and contractor collaboration

Results

A site kickoff meeting in April 2024 ensured all stakeholders were aligned. Federal Heath's presence during final delivery and installation was instrumental in maintaining the tight crane and equipment rental timelines.

- Ultimately, the project's success was driven by consistent communication with the customer, suppliers, and installer. The university now has a striking new pylon sign for its campus—a landmark that welcomes prospective students, current attendees, and proud alumni alike.

Client

Arrowhead Park
New Mexico State University
3655 Research Road
Las Cruces, NM 88003



