

News Briefs

Priority Architectural Graphics Acquires VKK Signmakers in Redwood City

Priority Architectural Graphics, a San Francisco leader in architectural graphics and signage has acquired Redwood City-based VKK Signmakers effective

May 1st, 2021. The acquisition builds on the company's growth strategy, allowing it to expand both its production capabilities and client reach with life sciences, healthcare and technology enterprises located between San Francisco and San Jose.

Founded in 1989, VKK Signmakers has been a well-respected designer, manufacturer and installer of high-quality commercial signage for numerous successful Silicon Valley leaders including Gilead, Intel, eBay, PayPal, Adobe, Facebook, Google, Yahoo and Stanford University, among others. The company's product line encompasses a diverse portfolio of high-quality signage products including identification, code, monument, wayfinding, large-format graphics and art installations similar to that of Priority Graphics.

The acquisition of VKK will enable Priority to expand into new segments in technology and healthcare, enlarge its geographic footprint into the South Bay and add a 10,000 Redwood City production facility to its new 8,000 square foot location in San Francisco.

"I can't think of a more complementary and synergistic partner to help lead VKK forward," says VKK Signmakers CEO, Dan Kitzmiller. "Our strong portfolio of client projects in the private sector, in healthcare, tech and pharma, is the perfect complement to Priority's strength in the public sector. Bringing these two teams of signage experts together will be a win-win for clients in both the North and South Bay."

In 2020, Priority Architectural Graphics celebrated the company's 25th anniversary.

In 2021, Priority Graphics will continue pursuing signage projects for several high-profile commercial developments including those at San Francisco International Airport, Pier 70, Mission Rock, Treasure Island, the Flower Mart and 5M.

(continued on page 2)



Bogard Construction Breaks Ground on Housing Campus in Santa Cruz

Bogard Construction on May 22 broke ground on 1500 Capitola Road, a health and housing campus located in the heart of Santa Cruz County's Live Oak neighborhood. This vibrant 3.7-acre health and housing complex will increase access to healthcare and affordable housing for the most vulnerable in the community.

The construction manager is Blue Water Construction, and the project's architect is Wald, Ruhnke & Dost Architects.

"We are proud to be starting construction on this community-serving project," says Jared Bogaard, president of Santa Cruz-based Bogard Construction. "We are also honored to be an integral member of a passionate team of development partners comprised of local organizations that are helping to bring a network of facilities that provide high-quality housing and healthcare to our community."

The project's first phase includes a 20,000 sq. ft. medical clinic and 11-chair dental clinic. The new clinic will provide medical, behavioral health, specialty, and pediatric care. The clinics are expected to open in 2022.

Phase two, which is projected to start in Spring 2022 for MidPen Housing, includes four, threestory residential buildings with 57 units. In addition to managing more than 120 properties throughout Northern California, MidPen owns and manages 13 affordable housing communities in Santa Cruz County.

The Live Oak buildings' one-, two- and three-bedroom apartments are expected to be ready for occupancy in late 2023. "We are so excited for this new mixed-use community, which centers on the health outcomes of Live



Oak residents," says Jan Lindenthal, chief real estate development officer of MidPen Housing. "In addition to the health and dental centers, the new affordable homes that MidPen will develop here are a critical addition to Santa Cruz County, where there is such great need."

About Bogard Construction, Inc.

Bogard Construction was founded in Santa Cruz in 1947, by Victor Bogard, Sr. Currently owned and operated by third- and fourth-generation family members, Bogard provides General Contracting, Design/Build, Construction Management and Project Management services throughout Northern California. Bogard's experience extends across a wide array of project sizes and types — including multi-residential, healthcare, churches, retail, schools, office buildings, libraries and more. To learn more, visit www.bogardconstruction.com.

About MidPen Housing

It is the mission of MidPen Housing to provide safe, affordable and high-quality housing to those in need;

to establish stability and opportunity in the lives of residents; and to foster diverse communities that allow people from all ethnic, social and economic backgrounds to live in dignity, harmony and mutual respect. Since 1970, MidPen has developed and professionally managed over 8,000 homes for low-income families, seniors and those with special needs. With offices in Foster City, Oakland, Santa Rosa and Watsonville, MidPen works in 11 Northern California counties. For more information visit: www.midpen-housing.org

About WRD Architects Wald, Ruhnke & Dost Architects, LLP

WRD Architects is the Central Coast's largest and most active architectural firm supporting and designing socially meaningful projects throughout our community. Since its foundation in 1963, the company has become a proven design leader completing more healthcare projects than any other regional architecture firm. The Monterey-based business has also developed hundreds of affordable housing units over the past few decades.

About Blue Water Construction, Inc.

Blue Water Construction is a turn-key construction management firm focusing on commercial, hospitality, agricultural, multi-family and high-end residential construction projects. For visit www.bluewaterconst.com for more information.

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Jan Lindenthal, Chief Real Estate Development Officer, MidPen Housing

HOLIDAY NOTICE

The *Daily Pacific Builder* will not produce an edition dated Monday, May 31 in observance of Memorial Day.

The advertising deadline for the Tuesday, June 1 newspaper is 10:00 a.m. on Friday, May 28.

Please call 609-336-2746 to advertise.

Daily Pacific Builder®

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PeerAssist helps contractors go paperless with construction eForms and T&M tracking workflow.



PeerAssist has played a central role in how many construction companies have responded to new health and safety requirements while delivering projects on time and under budget. The industry deserves praise, stepping up to the challenges of COVID-19 in an unforgettable year that changed the future of the built environment.

As a group of technologists with deep roots in the building trades, PeerAssist develops tools to create, manage, edit, distribute and target a construction company's digital assets. The rapidly changing reality of life during Covid-19 accelerated digitization both in the field and office. Our focus has been to make data-driven decisions more manageable and transparent.

Generational growth and change also affect all facets of the construction industry, which, in turn, present an additional opportunity to achieve greater agility, productivity, and profitability. Disruption occurs both in construction management and in critical areas such as supply chain delivery, labor recruitment, sustainability, and off-site fabrication.

Productivity and profitability rely on seamless communication. The platform is part of a suite of construction applications designed to address the most pressing needs of the industry, including construction eForms, T&M tracking for managing extra work, and purchasing controls for online procurement. eForms may be created on the fly, which is critical when requirements, guidelines, and rules change frequently.

PeerAssist unites the field and office and is capable of rapid technology adoption, to assist many contractors in taking a deep dive into data management's potential. PeerAssist can be setup and deployed in less than an hour and provides a significant return on investment, saving construction firms hundreds of thousands of dollars. Construction firms no longer need to rely on paper-based processes for the field or office where manual workflows exist.

For more information, check out a demo at peerassist.com.