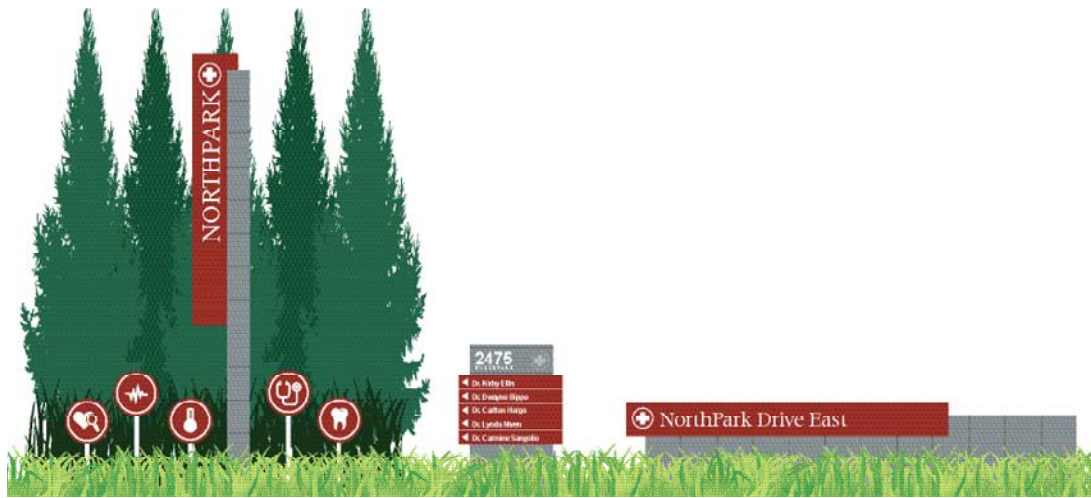
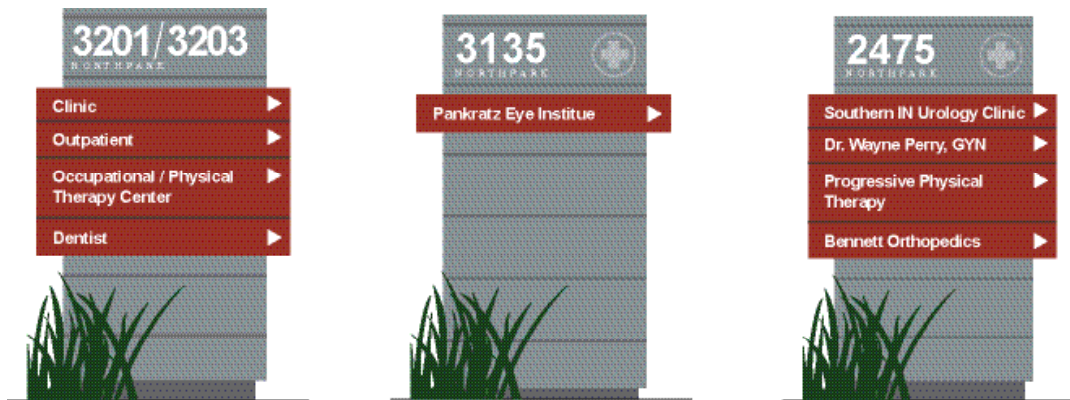


NORTH PARK SIGNAGE STUDY



RATIO



The owners and tenants of North Park, a medical office building complex in Columbus, IN contracted RATIO to provide a signage plan to improve individual practice identity and wayfinding. Years of having no such plan in place had resulted in a hodgepodge of differing signage styles that were visually distracting and confusing for their patients. What was needed was more cohesive signage plan that unified all design elements and better established a sense of place.

In addition to functional way-finding, the RATIO also proposed that through visual aesthetic definition as a medical park destination along the main city street

traversing the complex to reinforce North Park as one of the most distinctive locations for specialized wellness services in Columbus. The incorporation of architectural gatepost or pylon elements at each end of the park along with updated lighting and low maintenance plantings along the main vehicular corridor were suggested to achieve this goal.

Cornerstone Development
Columbus, IN

YEAR: **2007**

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