

PLANIT

Presenting
**Healthcare
Portfolio**





WHO WE ARE

All stories begin at a particular time and place. Ours began in 1998 when Pete Williams and Andy English met each other at NBBJ, a preeminent international design firm. Pete was the practice lead for the Signage and Wayfinding group, and Andy had just been hired to join the Landscape Architecture practice. After several years of working on phenomenal projects, they both decided to start our own individual design practices. Fast forward to 2012 when a unique job opportunity brought the two back together. What at the time seemed like just another project actually turned out to be a monumental opportunity to bring our companies together.

PLANIT Studios' multi-disciplinary team of designers, permitting specialists, and project managers excels at creative problem solving and developing project delivery strategies for healthcare providers, colleges and universities, municipal and state government agencies, and private developers. Areas of expertise include signage and wayfinding, branding and messaging, and product design and app development, landscape architecture and site planning, permitting and zoning, site investigation and analysis.

PLANIT Studios represents a diverse collection of talented individuals who share the same core philosophies, enjoy doing great work, and most importantly, collaborate and contribute to generating ideas that move our clients from chaos to concept. Furthermore, we share the belief that our clients are at the center of everything we do.

In other words, our "IT" is you!

WHAT WE DO

IMAGE

Graphic Design | Branding | Wayfinding
Analysis | Signage and Wayfinding

INVESTIGATION

Site Investigation Reports | Site Analysis |
Zoning and Permitting | Site Capacity Studies

ENVIRONMENT

Landscape Architecture | Site Planning |
Irrigation Plans | Design/Build

HEALTHCARE

Today's healthcare environment is as complicated as ever. Whether trying to navigate the health insurance market or trying to find the right doctor to go to, it is complicated. At PLANIT we are doing our part to simplify these complexities in healthcare by focusing on how people find their way...literally! Healthcare facilities have become massive and are constantly changing as healthcare networks provide new services for their patients. At PLANIT, we focus on the first time visitor and how that individual interacts and reacts to a new environment. By understanding human nature we can break down and simplify the vast amounts of corridors to make directions clear, concise, understandable. Our approach isn't just to add more clutter to hallways with the use of signs. However, through the use of architecture, landmarks, branding, and technology we can minimize the reliance on signs to create predictable pathways. At the end our goal at PLANIT is to turn the first time visitor into a savvy traveler.

PLAN IT

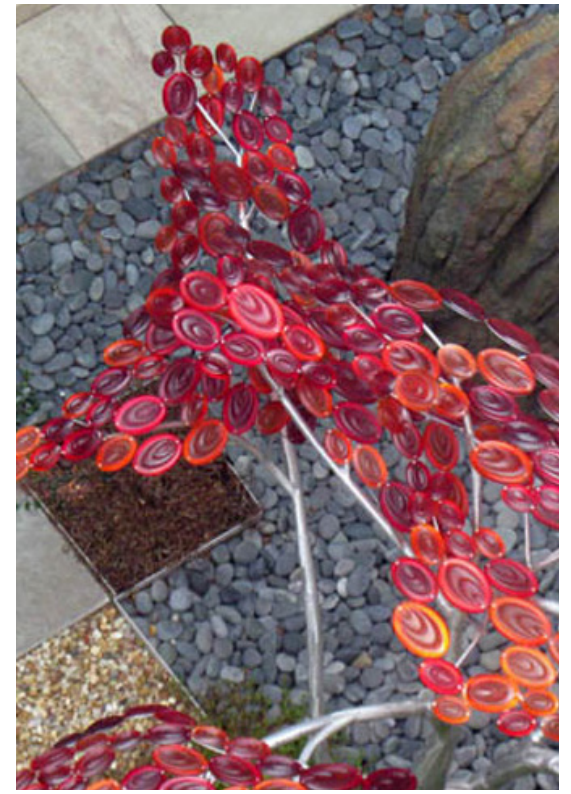
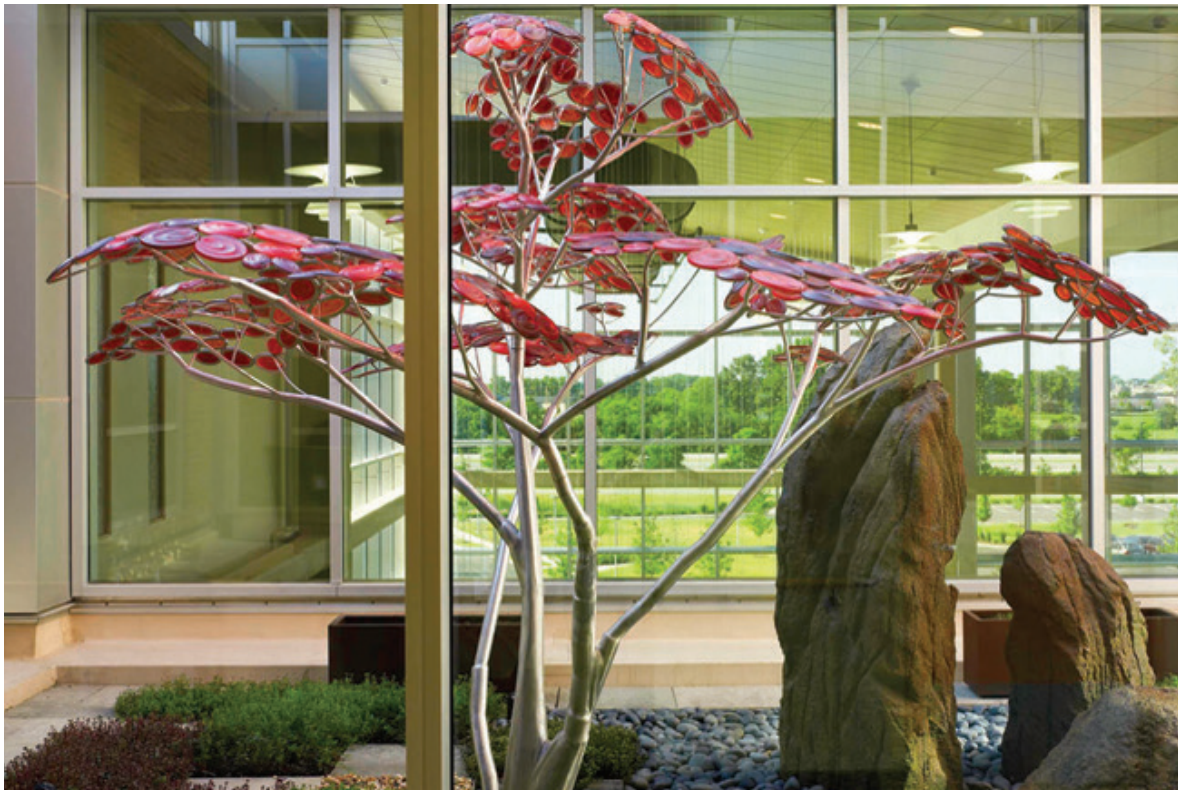


CHESTER FAMILY GARDEN

Chester Family Garden was born from Riverside Hospital's need for a dedicated respite space for visitors and staff. Located next to the main parking lot on route to the main entry, the garden is seen by 80% of hospital visitors, setting a positive tone for the healing and care they are about to receive. Drawing on the healing properties of water the patio itself is circular in form and is an expression of a water drop and its corresponding ripples.

Scope: Landscape Architecture
Location: Columbus, OH





DUBLIN METHODIST ZEN GARDEN

Prominently located in front of the main elevators on the third floor of the hospital, this garden needed a strong presence due to its dual role of serving both as a viewing garden and a wayfinding element. Since the roof was not designed to support real trees and rocks, local artists were commissioned to provide elements that could provide impact, but not weight. The sculptural tree is comprised of aluminum and di-acrylic resin, the trinity stones are stained lightweight concrete, and black granite beach pebbles symbolize metaphoric water that tie into the nearby lobby waterfall.



PLANIT



GRANT MEDICAL CENTER

Development and implementation of an entirely new signage system. Responsibilities included an audit of each facility's existing signage, a recommendation package for the site, design of new signage standards, presentations to local planning commissions, assistance with bidding, and oversight through fabrication and installation.

Scope: Wayfinding Audit and Analysis, Planning and Strategy, Messaging, Sign Standards and Design
Location: Various



OSU JAMES CANCER CENTER

Consulted on the design development and implementation of the interior wayfinding and signage system in the new 1.1 million SF, 21-story home of the James Cancer Hospital and Solove Research Institute at The Ohio State University's Wexner Medical Center. Worked closely with the facility's architect and university staff to develop their design concept for interior wayfinding and signage, and carried it through implementation



THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER

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Scope: Wayfinding Audit and Analysis, Planning and Strategy, Messaging, Sign Standards and Design
Location: Various



PREMIER HEALTH

As part of a \$4.5 million systemwide brand roll out on six major medical campuses and at more than 80 ambulatory facilities, located throughout western and southwestern Ohio PLANIT led the development and implementation of a new signage system. The scope of this effort included an audit of each facility's existing signage, a recommendation package for each site, design of new signage standards, presentations to multiple planning commission groups, assistance with bidding, and oversight through fabrication and installation.



 Premier Health

PLANIT

Scope: Wayfinding Audit and Analysis, Planning and Strategy, Messaging, Sign Standards and Design
Location: Various



TRIHEALTH

The development and implementation of a new signage system was part of a systemwide brand roll out on three major medical campuses and multiple ambulatory facilities located throughout southwestern Ohio. Responsibilities included an audit of each facility's existing signage, a recommendation package for each site, design of new signage standards, presentations to local planning commissions, assistance with bidding, and oversight through fabrication and installation.



PLANIT



Scope: Wayfinding Audit and Analysis, Planning and Strategy, Messaging, Sign Standards and Design
Location: Cincinnati, OH



CONTACT INFORMATION

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