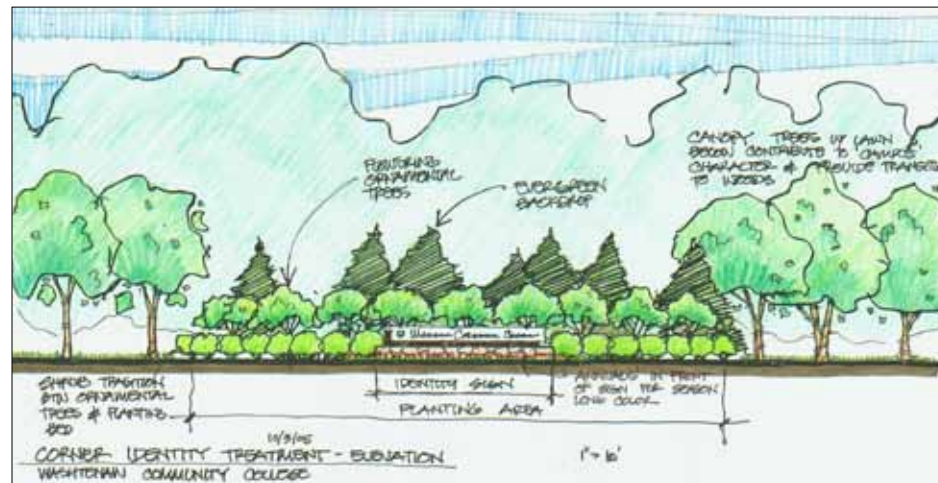


Washtenaw Community College is an important asset to the residents of Washtenaw County, and the campus is a significant part of the community fabric. The College recognized that the entries to the campus, which were previously unremarkable, offer opportunity to create a public impression of the campus and the college as a whole.

In order to address this issue, the College had recently implemented a new campus-wide system of wayfinding and identity signage. The College asked the Johnson Hill Land Ethics Studio to develop entry treatments that complemented and strengthened the new signs as part of their effort to strengthen their identity.

The design intent for the campus entries was to extend the entry statement beyond the boulevard island, where the identity signs were located, onto both sides of the entry drives. The result is a much stronger visual statement.

A second design strategy was to use a simple and consistent design vocabulary at each of the entries. This repeated design approach helps provide a unified sense of identity. Design elements included flanking stone walls that matched the sign bases, and a plant palette and planting approach that was consistent at each of the identity points and with the College's requirements for maintenance.



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