

Business First of Columbus
Nov. 19, 1999
Shop Talk column item

An obvious sign

When the invites to an open house at the Ricart Automotive Group's new corporate offices this month, little did visitors know the greeting would begin well before their cars turned off Route 33.

There, on the northeast perimeter of the Ricart Mega Mall property, was Ricart's mega sign -- about 50 feet wide and 11 feet tall and towering 58 feet above the street. The lighted sign, the work of DaNite Sign Co. of Columbus, is part of an overall graphics program visible throughout Ricart's property.

For the record, the dealership received all the necessary approvals, including an OK from the city graphics commission, before it hoisted the behemoth. No one is telling how much it cost.

The company's new offices are situated in the former Ford showroom of Paul Ricart Sr., who was the event's guest of honor. It was the father of Ricart Automotive owners Fred and Rhett Ricart who started the business when he bought the old Solt Ford dealership in Canal Winchester in 1953.

The brothers honored their father by commissioning a bronze bust of him, now displayed at the offices. It's the work of sculptor Bill Hopen from Sutton, W.Va.