Rowan University
Campus Signage Assessment

Finalized Lineup for Review and Approval

March 31, 2006
1. Evaluation and assessment

2. Refine wayfinding strategy

3. Design exploration
   *Initial sketch concepts, selected sign types*
   *Showing application of RU identity*
   *Proposed line-up*

4. Approved designs, guideline manual
   *Approved line-up*
   *Priority signage for development*
   *Organized in to manual*
Phase 4: Finalized Line-up

<table>
<thead>
<tr>
<th>Sign Type List</th>
<th>New since last presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIRECT</strong></td>
<td></td>
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<tr>
<td>OC: Off-campus wayfinding</td>
<td></td>
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<tr>
<td>DR-1: Vehicular directional (Route 322)</td>
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<tr>
<td>DR-2: Vehicular directional (Campus Roadways)</td>
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<tr>
<td>PD: Pedestrian directional</td>
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<tr>
<td><strong>IDENTIFY</strong></td>
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<tr>
<td>ID-1: Main Campus Identity</td>
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<tr>
<td>ID-2: Secondary Entry</td>
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<tr>
<td>ST: Street Signs</td>
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<tr>
<td>VP: Parking, Visitors</td>
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<tr>
<td>RP: Parking, restricted</td>
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<tr>
<td><strong>ORIENT / INFORM</strong></td>
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<tr>
<td>MP: Campus Map</td>
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<tr>
<td>BK: Bulletin Kiosk</td>
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<tr>
<td><strong>REGULATE</strong></td>
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<tr>
<td>PR: Parking Regulatory</td>
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<tr>
<td>TR: Traffic Regulatory</td>
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</tbody>
</table>

New since last presentation

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Phase 4: Finalized Line-up

Full line-up

* New since last presentation

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Main Campus Identity (ID-1)

Daytime expression

Nighttime expression

Design Rationale:
Horizontal format for Mullica Hill Rd / Whitney Ave setting
Elegant expression of Rowan Identity
Unadorned, simple, classic
High quality materials (stone, bronze)
Main Campus Identity (ID-1)

Lighting Detail

Design Rationale:
- Integral back-lighting of letters
- Avoids ground fixtures
- Elegant and dignified solution

Example
Phase 4: Finalized Line-up

Main Campus Identity (ID-1)

Existing

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Main Campus Identity (ID-1)

Proposed

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Secondary Entry / Perimeter (ID-2)

Design Rationale:
University entry icon
Vertical solution for corners of 322 & Bowe, Bowe & Carpenter, Main & Mullica Hill
Stone / dark granite
Integral back-lighting of Seal avoids ground fixtures
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Secondary Entry / Perimeter (ID-2)

Existing

Proposed

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Building Identity (BI) - Freestanding

Design Refinements:

- Slimmer profile, lower
- Signs felt to be over-scaled
- Use of dark stone / pre-cast for base of sign
  More durability at ground plane vs. metal
- Use of dark stone / pre-cast for body of sign
  Concern with impact of yellow accent due to high quantity and close spacing of these signs, esp. in campus core areas
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Building Identity (BI) - Freestanding

Sign Location Plan Detail (Route 322)
Phase 4: Finalized Line-up

Building Identity (BI) - Freestanding

Proposed

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Building Identity (BI) - Building Mounted

Letter Height Varies, 8” recommended minimum

BI-2: Building Lettering, illuminated
Elevation

BI-3: Building Lettering, non-illuminated
Elevation

Design Refinements:
BI-2 Illuminated Letters:
Fabricated stainless steel with LED Halo-lighting

Buildings proposed to receive illuminated letters:
Rowan Hall
Savitz Hall
Chamberlain Student Center

BI-3 Non-illuminated letters:
½” stainless plate

Illumination Style
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Building Identity (BI) – Building Mounted

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Street Sign (ST)

Design Notes:

Retained Black background (vs. brown) for system consistency
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Vehicular Directional, Route 322 (DR-1)

Assembly Detail

Visitor Center
Parking P
Student Center
Admissions
Bookstore

Administration
Bunce Hall
Athletic Fields

Front
Back
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Vehicular Directional, Route 322 (DR-1)

Sign Plan Detail
Phase 4: Finalized Line-up

Vehicular Directional, Route 322 (DR-1)

Existing

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Vehicular Directional, Route 322 (DR-1)

Proposed

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Vehicular Directional, Campus Roadways (DR-2)

**Design Refinements:**
- Use of dark stone / pre-cast for base of sign
- More durability at ground plane vs. metal

**Notes:**
- Sign is non-illuminated, utilizing reflective vinyl
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Vehicular Directional, Campus Roadways (DR-2)

Sign Location Plan Detail

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Vehicular Directional, Campus Roadways (DR-2)

Existing

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Vehicular Directional, Campus Roadways (DR-2)

Proposed

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Off-Campus Trailblazer (OC)

Design Rationale:
Single panel sign, applied to existing poles
Reflective vinyl graphics
For use off-campus, within City ROW
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Pedestrian Directional (PD)
Phase 4: Finalized Line-up

Campus Map (MP)

Design Rationale:
Separate map function from notice-posting
Map is accessible and oriented to point of view
Stone base for durability
Digitally printed laminate map panel
Changeable, durable
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Bulletin Kiosk (BK)

Design Rationale:
Separate notice-posting from map function
Stone base for durability
Simple frame and tackable surface
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Parking Lot Identification (VP-visitors, RP-restricted)
Phase 4: Finalized Line-up

Parking Lot Identification (VP-visitors, RP-restricted)

Existing

Proposed
Phase 4: Finalized Line-up

Parking Regulatory (PR)

Detail
Next Steps - Signage

Receive comments on proposed final Line-up

Receive comments on Sign Location Plans

Obtain budget cost estimates
  *Send line-up and estimated quantities to vendors for budget pricing*

Finalize designs based on comments and budget pricing
  *Additional color and material call-outs*

Assemble draft Guideline Manual
  *Submit for review and comment*

Finalize Guideline Manual
  *Submit for sign-off, project completed*

Additional services may include Contract Documentation and Construction Administration for specific signage installations.