Signage and Wayfinding

Board Presentation

October 14, 2005
Campus Signage

Status:

Completed:
• Task 1: Assessment & Evaluation

In Progress:
• Task 2: Program Confirmation
• Task 3: Concept Design
• Task 4: Design Development
  – Task 4a: Final Design & Detailing, Priority Signage
  – Task 4b: CA Services, Priority Signage
• Task 5: Signage Standards Manual

Rowan University
Goals:

- Create sense of entry, sense of place
- Provide direction and orientation
- Unify Main Campus, West Campus, Technology Park
- Identification of University facilities
- Improve and coordinate image
- Address 911 emergency response requirements
- Integrated into master plan, doable in short term
Rowan University Campus Signage Assessment

Surveyed existing signage and wayfinding, identified issues and problems.

Vehicular Directionals

Recommendations:
- Improve contrast of arrows, increase letter size, use upper & lower case
- Use Visitor-oriented messaging: building function, vs. building name

Facility Identity (Freestanding)

Recommendations:
- Address code requirement of lighting and address information
- Locate to be visible from paths/roadways
- Lighting to be effective, yet not overpowering
- Face lighting preferred vs. internal
- Lighting to be low maintenance
  - Some signs ambient-lit

Facility identity (Building Lettering)

Recommendations:
- Address code requirements
- Ensure sufficient contrast of letters to background
- Do not internally illuminate - use ambient or architectural face lighting
- Develop guidelines for consistent lettering style (possibly Gotham)

Campus Parking

Recommendations:
- Re-order & consolidate Information
- Improve design/quality
- Remove outdated signs
- Confirm parking color coding
Campus Signage

Assessment:
Created sign types list, identified immediate priorities

**DIRECT**
- Off-campus wayfinding
- Vehicular directional
- Pedestrian directional

**IDENTIFY**
- Campus Gateways
- Secondary Entry
- West Campus ID
- Banner Program
- Street Signs
- Parking Lots
- Facility Identity
  - Freestanding
- Facility Identity
  - Lettering
- Shuttle Stops

**ORIENT & INFORM**
- Visitor Center
- Campus Map
- Notice Board Kiosk
- Shuttle maps
- Historical/ Botanical

**REGULATE**
- Parking
- Regulatory
- Traffic
- Regulatory

Rowan University
Campus Signage

Assessment:
Review of campus context, new Identity system

Rowan University

Community Collegiality Tradition Dignified
Forward-Thinking Leadership Dynamic Vital
Program:
Functional aspects - audience, key destinations

Wayfinding is directed primarily to the **first-time visitor**: 

- New/visiting students
- Parents
- Community
  - Events
  - Library
- Alumni
- Prospective Students
- Athletic Events
- Summer Conferences
- Service, Contractors, Deliveries

**Vehicular Directionals**
Proposed Shortlist of Messages

- **Rowan University**
  - Welcome to Rowan University
- **Welcome Center**
- **Visitor Parking**
- **Main Campus**
  - Admissions
  - Student Center
  - Bookstore
- **Athletics**
  - Rec Center
  - Stadium
- **Administration**
- **Alumni Center**
- **Townhouses**
- **Downtown Glassboro**
- **Route 55 / Phila. / NJ Tpk.**
Campus Signage

Program:
Functional aspects - circulation, proposed signage locations & messages
Campus Signage

Concept Design:
*Initial idea generation - schematic to follow*
Campus Signage

Concept Design:
Initial idea generation - schematic to follow

Rowan University
Master Plan Integration:

- Detailed study will assist in refinement of preferred alternative
- Study recommendations will be integrated with campus design concepts
- Priority projects will be incorporated in master plan phasing
Next Steps

- Complete technical studies underway
- Meetings with Master Plan Committee and sub-committees to review refinement of preferred plan
- Preparation of draft plan
- Master Plan Committee and Board review of draft plan – January 2006
- Documentation of final plan
- Presentation of final plan – May 2006

WEBSITE:
http://projects.sasaki.com/rowan/index.html

Rowan University