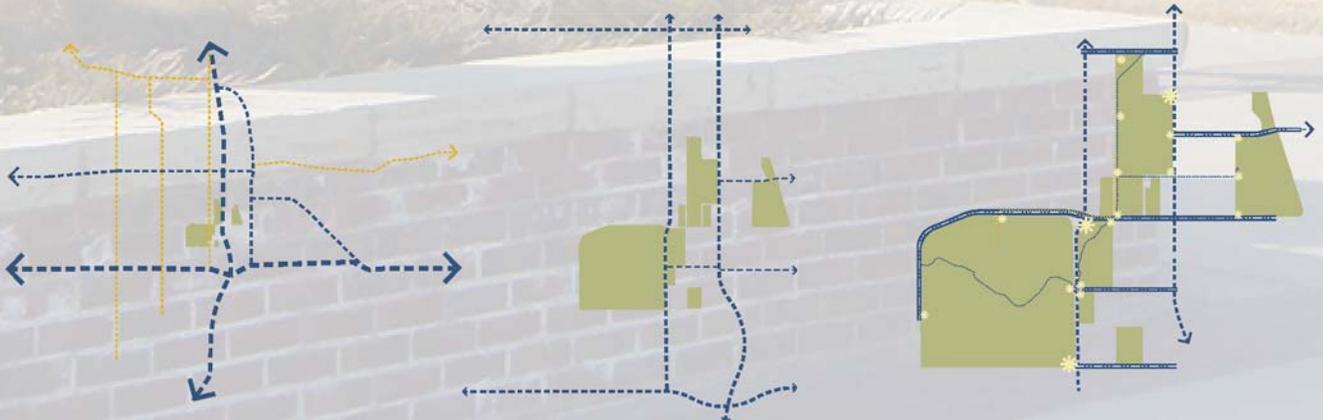


UNIVERSITY *of*  
NORTHERN COLORADO



CAMPUS WAYFINDING PROJECT

JUNE 2005



ARTHOUSE DESIGN



insite



## CAMPUS WAYFINDING SYSTEM SUMMARY

Introduction to University of Northern Colorado Campus Wayfinding System. The UNC campus has a disconnected arrangement of buildings, open spaces that adds complexity to a campus wayfinding system. With the three distinct, non-adjointing campuses: West, Central and East Campus, all strive for connection. Users of the campus include faculty and staff, students, visitors, potential students, athletic teams, conference attendees, and delivery services.

The two primary goals of this project are: 1) To provide a framework of recommendations for the University relative to creating a comprehensive wayfinding system and, 2) Assist the University in prioritizing future signage and wayfinding projects.

## CAMPUS WAYFINDING SYSTEM CONTENTS

- I. Existing Wayfinding Elements
- II. Existing Wayfinding System Analysis and Issues
- III. Objectives for the Wayfinding System
- IV. Recommendations for a Wayfinding System

## I. Existing Wayfinding Elements

- A. Regional and foreground views to Campus:
  - 1. Campus Towers signify “university”
  - 2. Views of athletic venues
  - 3. Views of historic buildings
  - 4. Views of parking areas surrounding campus
  
- B. Campus edges:
  - 1. Traditional “yard” with mature growth trees and turf, presenting a manicured image to those traveling adjacent to campus
  
- C. Landscape features/spaces:
  - 1. Serve as campus landmarks for people to navigate to/from/through campus
  
- D. Campus standard furnishings:
  - 1. Benches, trash cans, tables and chairs, bike racks, etc.
  - 2. Light fixtures: Central Campus, traditional acorn and West Campus, Modern Bell Type Fixture
  
- E. Paving variety:
  - 1. Increase paving interest at campus landmarks and building entries to signify important locations/spaces
  
- F. Public art:
  - 1. Large scale public art at University Center
  - 2. Small scale public art on West Campus at Ross Hall
  - 3. Small scale public art on Central Campus in form of site furnishings
  
- G. Signage:
  - 1. Primary campus gateway monument
  - 2. Secondary campus monument
  - 3. Primary building sign
  - 4. Secondary building sign
  - 5. Integral building signage
  - 6. Regulatory signage

# EXISTING WAYFINDING ELEMENTS



## ▶ REGIONAL & NEIGHBORHOOD VIEWS TO CAMPUS

VIEWS FROM 11th AVENUE OF WEST CAMPUS TOWERS  
VIEWS OF ATHLETIC VENUES



## ▶ FOREGROUND VIEWS TO CAMPUS

VIEWS OF HISTORIC BUILDINGS  
VIEWS OF PARKING AREAS FLANKING CAMPUS



## ▶ CAMPUS EDGE

INTERNAL EDGE TO PARKING  
EXTERNAL EDGE TO PUBLIC STREETS



## ▶ LANDSCAPE FEATURES / SPACES

FORMAL TREE PLANTING, ENTRY FROM PARKING AREA  
CAMPUS SPACES FOR GATHERING



## ▶ STANDARD LIGHT FIXTURES

WEST CAMPUS STANDARD LIGHT FIXTURE  
CENTRAL CAMPUS STANDARD LIGHT FIXTURE



## ▶ VARIATIONS IN PAVING APPLICATIONS ▶ PUBLIC ART

CONTRAST OF PAVING MATERIAL ALONG CAMPUS BIKEWAY  
ALUMNI BEAR AND PUBLIC ART NEAR UNIVERSITY CENTER



# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



# SIGN CHARACTERISTICS



**PRIMARY BUILDING SIGN**



**SECONDARY BUILDING SIGN**



**INTEGRAL BUILDING SIGNAGE**



**REGULATORY SIGNAGE**



**ATHLETICS SIGNAGE**

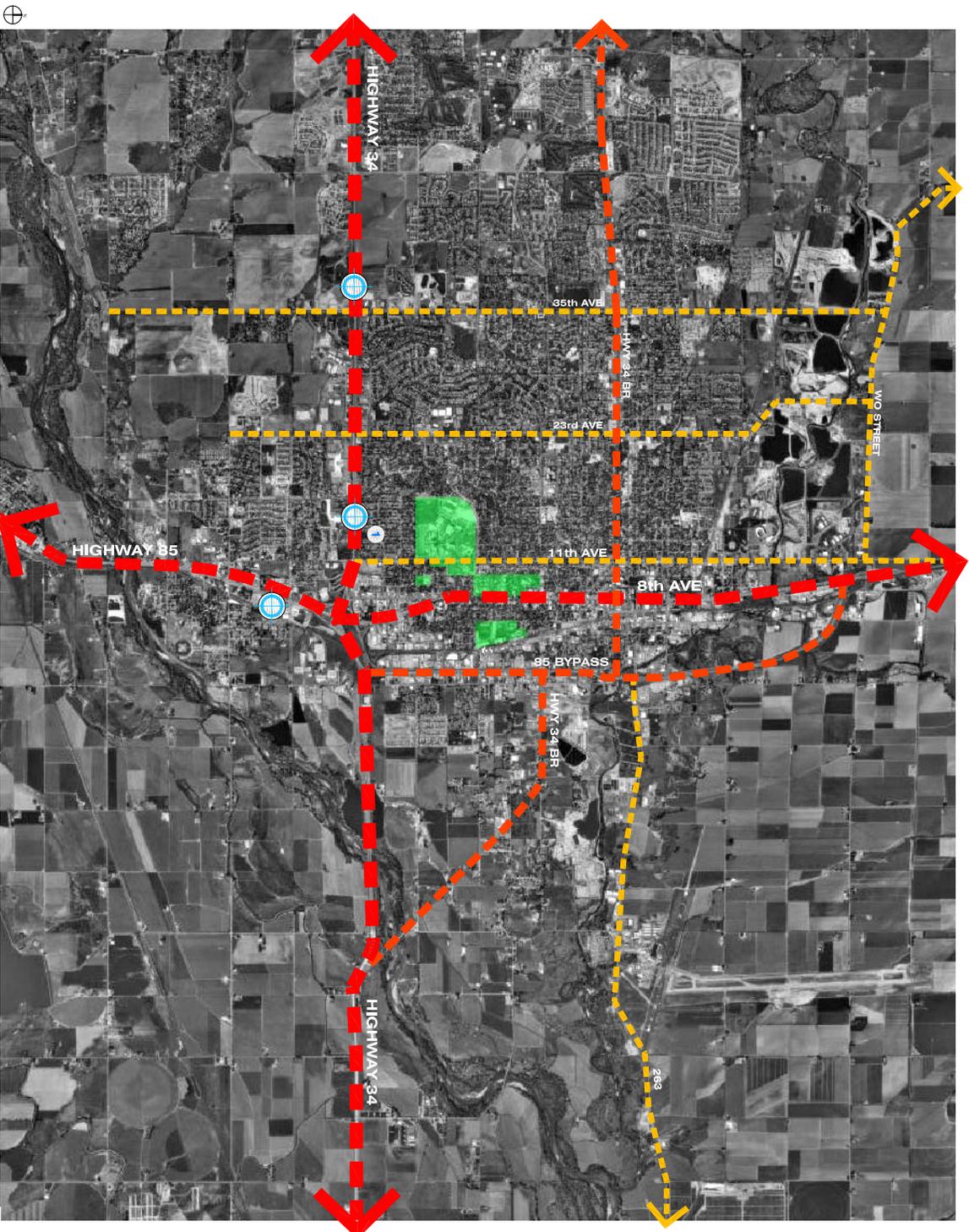


## II. Existing Wayfinding System Analysis and Issues

### A. Analysis

1. Regional Orientation and Wayfinding
  - Access highways
  - Access routes
  - Existing CDOT directional signage
2. Local Orientation and Wayfinding
  - Access routes
  - Existing bear logo with directional arrow signage
3. Existing Signage Typology
  - Defining and describing existing signage
4. UNC Campus: Signage and Wayfinding Existing Conditions
  - Identifying land use on campus
  - Identifying campus entries, monuments, destinations
  - Identifying access routes, transit route, and bicycle route
5. Central-East-West Campus: Signage and Wayfinding Existing Conditions
  - Identifying land use on campus
  - Identifying campus entries, monuments, destinations
  - Identifying access routes, transit route, and bicycle route
  - Identifying permit dispensers and bu
  - Identifying location of campus signage
    - Primary Building Sign
    - Secondary Building Sign
    - Integral Building Signage

# REGIONAL ORIENTATION AND WAYFINDING



## LEGEND

-  COOT DIRECTIONAL SIGN
-  HIGHWAY
-  BUSINESS ROUTES AND BYPASSES
-  AVENUES AND STREETS
-  UNC CAMPUS

## DECISION POINTS

1. INTERSTATE 25
2. HWY 34/ HWY 34 BUSINESS ROUTE
3. HWY 85/ HWY 85 BYPASS

## PHOTOS



 HIGHWAY DIRECTIONAL SIGN

# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



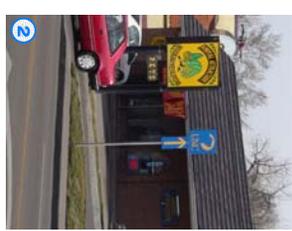
# LOCAL ORIENTATION AND WAYFINDING



**LEGEND**

- PRIMARY/ACCESS ROUTE
- SECONDARY/ACCESS ROUTE
- UNC CAMPUIS
- EXISTING REAL LOGO SEEN WITH DIRECTIONAL ARROW

**PHOTOS**

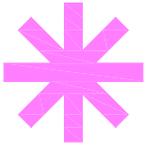


## CAMPUS WAYFINDING PROJECT

University of Northern Colorado



# EXISTING SIGNAGE TYPOLOGY



## PRIMARY CAMPUS MONUMENT

---

- Located along roadways
- Signifies campus environment
- Located at vehicular entries
- Historic character of campus
- Vehicular scale



## SECONDARY CAMPUS MONUMENT

---

- Located along roadways
- Signifies entry to campus without large monument
- Coordinates with building signage program
- Vehicular scale



## PRIMARY BUILDING SIGNAGE

---

- Located along roadways or near parking destinations, rarely interior to campus
- Primary identification for buildings, one sign per building (some exceptions)
- Variety of base materials: red brick, blonde brick, stone, concrete
- Illuminated sign
- Variety of messages: building name, College of, cluster of residence halls
- Vehicular scale



## SECONDARY BUILDING SIGNAGE

---

- Located near buildings, one to two signs per building (in addition to Primary Building Signage)
- Located perpendicular to pathways or parallel to building facade
- Metal panel sign with two posts
- Double-sided sign, not necessary in all applications, ease of fabrication
- Standard size with some variation
- Located at various distances from identified building: 3' to 60'
- Utilized in pedestrian environments



## INTEGRAL BUILDING SIGNAGE

---

- Signage integral to building design
- Signage materials seamless with building architecture
- Various sizes, styles throughout campus
- Limits future name changes to building without major alterations



## REGULATORY SIGNAGE

---

- Signage informing individuals of restrictions/rules
- Standard blue color
- Various sizes, generally small scale mounted on single steel pole
- UNC logo inclusion on signs varies



# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



# UNC CAMPUS

## SIGNAGE & WAYFINDING EXISTING CONDITIONS

### LEGEND



PRIMARY CAMPUS MONUMENTATION



SECONDARY CAMPUS MONUMENTATION



VEHICLE ENTRY TO CAMPUS



CAMPUS DESTINATION



CAMPUS TRANSIT STOP



MAJOR ACCESS ROAD



SECONDARY ACCESS ROAD



CAMPUS TRANSIT ROUTE



CAMPUS BROCADE ROUTE

### LAND USE



UNC CAMPUS



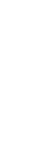
CAMPUS BUILDINGS



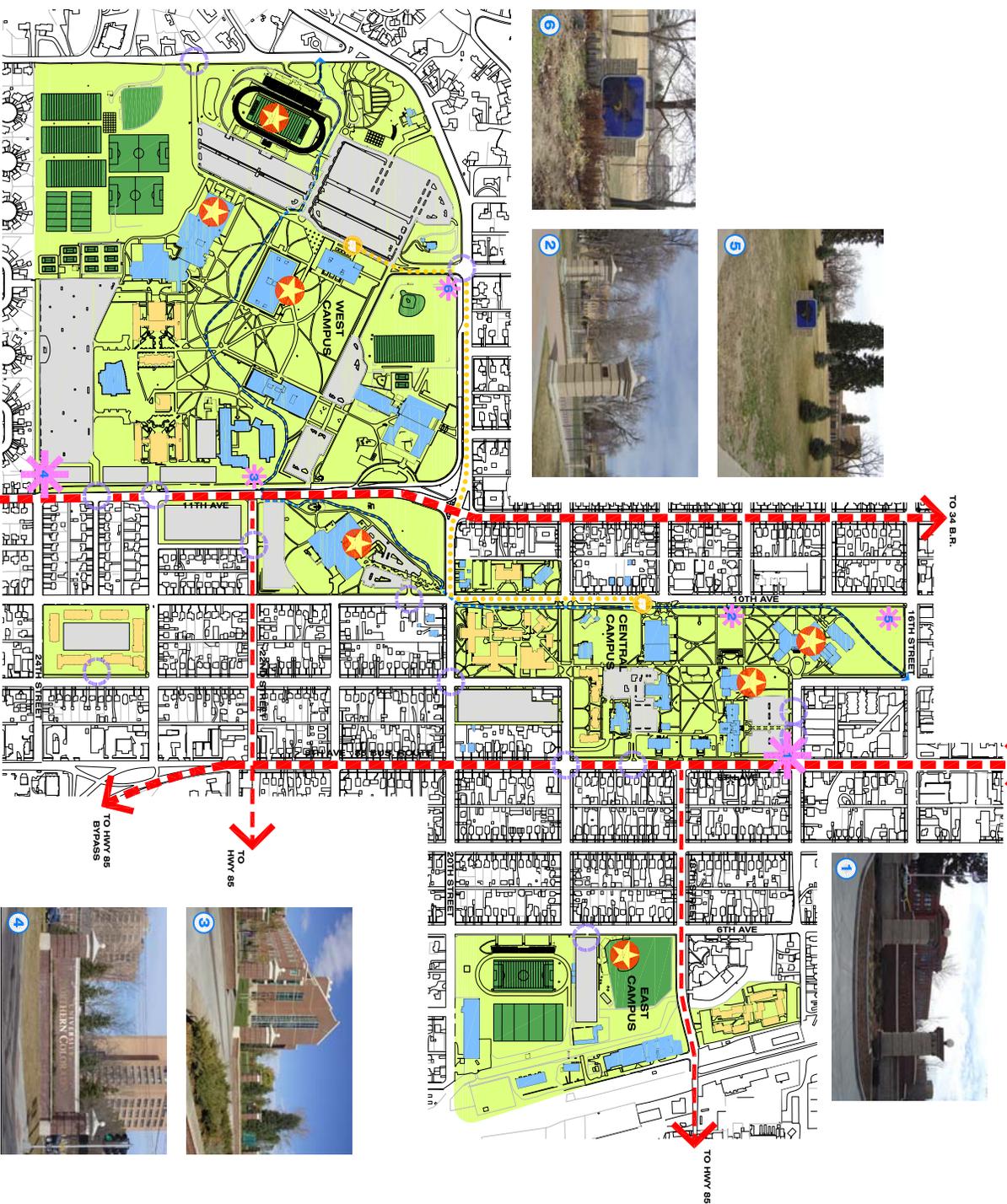
RESIDENTIAL



ATHLETIC FIELDS



PARKING AREA



# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



# CENTRAL - EAST CAMPUS

## SIGNAGE & WAYFINDING EXISTING CONDITIONS



### LEGEND

- PRIMARY CAMPUS MONUMENTATION
  - SECONDARY CAMPUS MONUMENTATION
  - VEHICULAR ENTRY TO CAMPUS
  - CAMPUS DESTINATION
  - CAMPUS TRANSFER STOP
  - CAMPUS TRANSFER ROUTE
  - BICYCLE LANE
- ### SIGNAGE
- PRIMARY CAMPUS BUILDING SIGN
  - SECONDARY CAMPUS BUILDING SIGN
  - BUILDING SIGNAGE
  - BUILDING ENTRY
  - PERMIT DISPENSER

### LAND USE

- UMC CAMPUS
- CAMPUS BUILDINGS
- RESIDENTIAL
- ATHLETIC FIELDS
- PARKING AREA

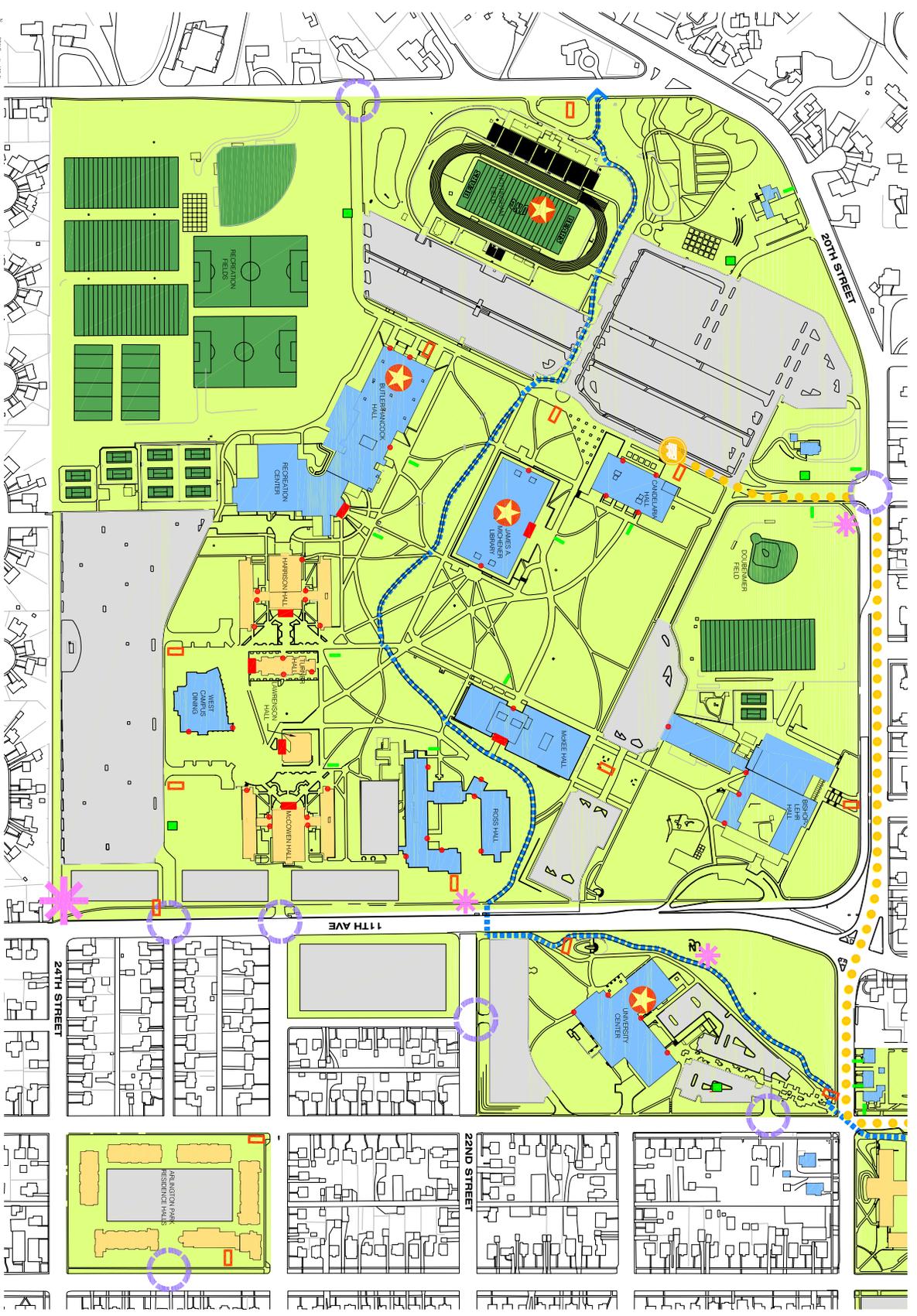
# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



# WEST CAMPUS

## SIGNAGE & WAYFINDING EXISTING CONDITIONS



### LEGEND

PRIMARY CAMPUS MONUMENTATION

SECONDARY CAMPUS MONUMENTATION

VEHICULAR ENTRY TO CAMPUS

CAMPUS DESTINATION

CAMPUS TRANSFER STOP

CAMPUS TRANSFER ROUTE

BI-CYCLE LANE

### SIGNAGE

PRIMARY CAMPUS BUILDING SIGN

SECONDARY CAMPUS BUILDING SIGN

BUILDING SIGNAGE

BUILDING ENTRY

PERMIT DISPENSER

### LAND USE

UNIV CAMPUS

CAMPUS BUILDINGS

RESIDENTIAL

ATHLETIC FIELDS

PARKING AREA

# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



- B. System Issues outside campus
  - 1. Lack of efficient systems / signage to guide visitors to campus
  - 2. Lack of identified visitor and event parking areas and directional signage to designated areas
  - 3. Lack of campus identity for athletic venues
  - 4. Lack of identity of University District or connection between East, West, and Central campuses
  
- C. System Issues within Campus
  - 1. Clarify hierarchy of sign types
  - 2. Lack of directional signage to key campus destinations
  - 3. Layout/position of signs within the campus
  - 4. Lack of campus map sign
  - 5. Lack of vehicular pull-off at permit dispenser locations
  - 6. Lack of posted building addresses (deliveries/emergency) and information of departments within the building on exterior signage
  - 7. Clutter of signs
  - 8. Lack of designation of pedestrian, vehicular, accessible, transit, service, emergency, and bicycle routes
  - 9. Pedestrian/vehicular conflicts and pedestrian/bicycle conflicts
  - 10. Lack of consistent use of campus standards across all campuses

## SIGNAGE ISSUES OUTSIDE CAMPUS

1. Lack of efficient systems/signage to guide visitors to campus
2. Lack of identified visitor/event parking and directional signage to these areas
3. Lack of campus identity for athletic venues
4. Lack of identity of University District or connection between East, West, and Central campuses

## SIGNAGE ISSUES WITHINCAMPUS

1. Clarify hierarchy of sign types
2. Lack of directional signage to key campus destinations
3. Layout/position of signs within the campus
4. Lack of campus map sign
5. Lack of vehicular pull-off at permit dispenser locations
6. Lack of posted building addresses and information of departments within the building
7. Clutter of signs
8. Lack of designation of pedestrian, vehicular, accessible, transit, service, emergency, and bicycle routes
9. Pedestrian/vehicular conflicts and pedestrian/bicycle conflicts
10. Lack of consistent use of campus standards across all campuses



# WAYFINDING SIGNAGE OPPORTUNITIES



**VEHICULAR DIRECTIONAL SIGNAGE**



**CAMPUS DISTRICT PAGEANTRY - FLAGS, BANNERS, LIGHTS**



**VISITOR/EVENT PARKING SIGNAGE**



**CAMPUS DIRECTORY / PEDESTRIAN DIRECTIONAL SIGNAGE**



**BUILDING IDENTIFICATION / VARIABLE MESSAGE**



### **III. Objectives of Wayfinding System**

- A. Establish a new standard of signage and wayfinding elements that clarify the basic movement systems to and thru the Campus.
- B. Establish a hierarchy of wayfinding elements and understandable sign types that help individuals find destinations within the Campus.
- C. Create an image along major roadways leading to UNC that reinforces the university as a District.
- D. Reinforce existing wayfinding elements on campus to create continuity between campuses while creating a distinguishing signage element that is representative of each distinct campus: East, West, and Central.
- E. Create a safe environment for students, visitors and staff, knowing where they are on the campus and how they can safely reach their destination.
- F. Design an affordable, maintainable and flexible signage standard.

# UNC WAYFINDING MASTER PLAN



## LEGEND

- PRIMARY CAMPUS MONUMENTATION
- SECONDARY CAMPUS MONUMENTATION
- CAMPUS DESTINATION
- CAMPUS TRANSIT STOP
- MAJOR ACCESS ROAD
- SECONDARY ACCESS ROAD
- CAMPUS TRANSIT ROUTE
- CAMPUS BICYCLE ROUTE

## LAND USE

- UNC CAMPUS
- CAMPUS BUILDINGS
- RESIDENTIAL
- ATHLETIC FIELDS
- PARKING AREA

## WAYFINDING

- VISITOR PARKING AREA
- CAMPUS MARKERS
- CAMPUS MARKERS - SPORTS FIELD RELATED
- STUDENT HOUSING DIRECTION SIGN
- CAMPUS DIRECTIONAL SIGNAGE
- PAGANTIN/PAGANERS
- OVER STREET BANNERS



# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



## **IV. Recommendations for Wayfinding System**

### **A. Define Signage Hierarchy**

1. City Signage
  - CDOT Directional Signage
  - Bear Logo/arrow Directional Signage
  - Visitor/Event Parking Signage
  - Campus District Pageantry
2. Campus Signage- Vehicular Scale
  - Primary Campus Gateway Monument
  - Secondary Campus Entry/directional Monument
  - Entry Pageantry
3. Campus Signage- Pedestrian Scale
  - Campus Map/Kiosk
  - Student Housing District Sign
  - Pedestrian Directional Signage
  - Primary Building Sign- academic, administrative, athletic
  - Building Identification Sign- academic, administrative, athletic
  - Student Housing Building Identification Sign
  - Historic Markers
4. Route Identification
  - Accessible route
  - Bicycle route
  - Transit route/stops
  - Service/emergency access
  - Alumni/Heritage walk connecting campuses
  - Arboretum walking tour
5. Regulatory Signage

# PROPOSED SIGNAGE HIERARCHY



## CDOT DIRECTIONAL SIGNAGE

---

- CDOT standard signage
- Directional signage to major access roads
- Located at CDOT approved locations
- Vehicular scale



## BEAR LOGO/ARROW DIRECTIONAL SIGNAGE

---

- Located along roadways
- Located along major access roads further directing to campus
- Introduces UNC logo and color scheme for signage
- Coordinated effort with UNC and City of Greeley
- Vehicular scale



## VISITOR/EVENT PARKING SIGNAGE

---

- Located along roadways
- Directs to visitor/event parking areas
- Universal parking 'P' sign that will coordinate with UNC sign system
- Vehicular scale



## CAMPUS DISTRICT PAGEANTRY

---

- Located along roadways
- Create connection between campuses or to major access roads
- Signifies UNC Campus District
- Banner poles with UNC designed banners
- UNC campus specific pedestrian fixtures are optional



## PRIMARY CAMPUS GATEWAY MONUMENT

---

- Located along roadways
- Signifies campus environment
- Located at edge of campus
- Historic character of campus
- Contains 'University of Northern Colorado' text
- Vehicular scale



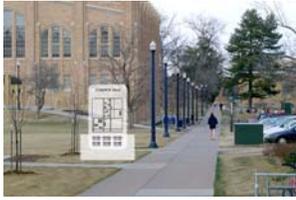
## SECONDARY CAMPUS ENTRY/DIRECTIONAL MONUMENT

---

- Located along roadways
- Signifies campus environment with repetitive historic design elements (no sign)
- Vehicular scale



# PROPOSED SIGNAGE HIERARCHY



## CAMPUS MAP/KIOSK SIGN

---

Located near visitor parking areas and major decision points on campus  
Contains map of campus identifying buildings, sports venues, accessible and bicycle routes  
Coordinates with signage program  
Pedestrian scale



## STUDENT HOUSING DISTRICT SIGN

---

Located near entry to student housing cluster  
Primary identification for student housing (2 signs per student housing cluster)  
Variety of base materials: red brick, blonde brick, stone, concrete  
Contains map of student housing area and names of each residence  
Illuminated sign  
Pedestrian scale



## PEDESTRIAN DIRECTIONAL SIGNAGE

---

Located along roadways or near parking destinations, rarely interior to campus  
Primary identification for buildings, one sign per building (some exceptions)  
Variety of base materials: red brick, blonde brick, stone, concrete  
Illuminated sign  
Contains building name and potentially another line of text related to the college/venue  
Vehicular scale



## PRIMARY BUILDING SIGN

---

Located along campus sidewalks  
Directional signage to major campus destinations, ie: stadium, library, dining halls  
Coordinates with signage program  
Pedestrian scale



## BUILDING IDENTIFICATION SIGN

---

Located near buildings, one to two signs per building (in addition to Primary Building Signage)  
Located perpendicular to pathways or parallel to building facade  
Metal panel sign with two posts to coordinate with signage design  
Standard size, single-sided sign, located within 15' of building entrance  
Contains building name, address, and list of departments within building  
Pedestrian scale



## STUDENT HOUSING BUILDING ID SIGN

---

Signage located on student housing buildings near major entries  
Standard size and material with only building name



## B. Create Campus Identity

1. Articulate edge of campus to establish a University “District”
2. Reinforce vertical elements of campus
  - Architecture, tree canopy, flagpoles, etc.
3. Increase primary campus monumentation around campus perimeter
  - 10<sup>th</sup> Avenue & 16<sup>th</sup> Street
  - 11<sup>th</sup> Avenue & 20<sup>th</sup> Street
4. Integrate secondary monumentation at key locations
  - Recognizable historic elements (ie: columns, gateways, minimal signage)
  - Major parking entries, secondary edge locations
5. Create connection from core campus along designated roadways to athletic venues
  - Banners and campus standard light fixtures

## C. Identify Campus Routes

1. Accessible Routes
  - Identify on Campus Map/Kiosk sign
  - Create separate accessible route/entry map for campus visitor
2. Transit Route
  - Identify route stops with signage and standard site furnishings
  - Identify route with standard signage
3. Alumni/Heritage Walk
  - Create an Alumni/Heritage Walk that connects between campuses and serves as a primary pedestrian route to the University
  - Differentiate walk with paving materials, landscaping, and site furnishings
4. Bicycle Route
  - Maintain bicycle route markings on route
  - Identify route on campus map
  - Remove repetitive signs from route while create simple signage for dismount areas
5. Emergency/Service route
  - Standard UNC regulatory signage

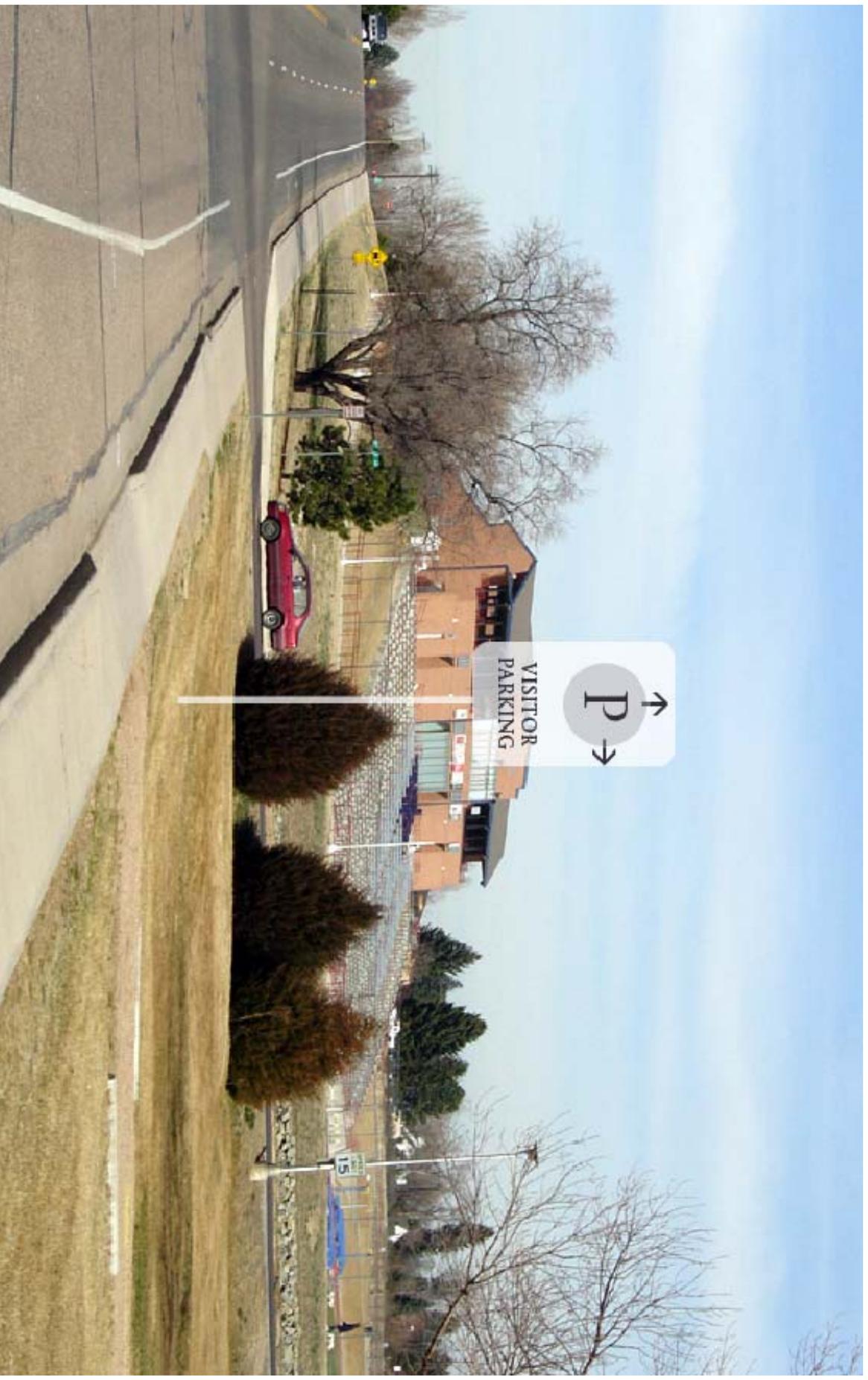
## D. Guide Individuals to Campus Destinations

1. Increase awareness to Visitor and Event Parking areas
  - Secondary monumentation
  - Directional signage with standard “P” and arrows directing to areas
  - Locate visitor parking areas on campus map distributed to visitors
2. Create campus map/kiosk sign
  - Locate 2-4 signs per campus at key locations to help visitor/students navigate to destinations
  - Located near visitor parking areas and campus crossroads
  - Identify accessible route on campus map sign and produce a separate accessible campus map
  - Remove accessible route signs currently in place
3. Create hierarchy of academic/administrative building signage
  - Maintain primary building sign standard on campus, provides visibility to building names (at night as well) along major roadways
  - Eliminate secondary building signage (existing metal panel signs)
  - Create a new building identification sign
    - Incorporate building name, building address, and brief listing of Departments within building as a freestanding sign
    - Information shall update easily due to nature of moving Departments on campus
4. Create hierarchy of student housing building signage
  - Redesign primary building signage into housing area map/kiosk
  - Eliminate secondary building signage (metal panel signs)
  - Create a new building identification sign
    - Incorporate building name and address on a building mounted sign (plaque)
5. Create hierarchy of athletic venue signage
  - Pageantry of banners announcing designated venues
  - Visitor parking
  - Create vertical and visible signage directing people to tickets and gate entries
  - Combine regulatory signage on to one post/sign

E. Enhance Campus Wayfinding Elements to guide Individuals

1. Campus Landscape
  - Reinforce the campus edge landscape and the campus district
  - Supplement primary and secondary monumentation with appropriate landscape materials to enhance monumentation
2. Building Entries/Forecourts
  - Create spaces at building entries to signify the main building entrance and serve as a social outdoor gathering place
  - Provide site amenities for individuals to utilize (walls, steps, benches, etc.)
3. Campus Crossroads
  - Create a series of nodes throughout the campus at major walk intersections that provide directional signage and potentially campus map/kiosk where individuals can seek information and navigate to their destination

# VISITOR/EVENT PARKING SIGNAGE



## CAMPUS WAYFINDING PROJECT

University of Northern Colorado



CAMPUS MAP/KIOSK SIGN

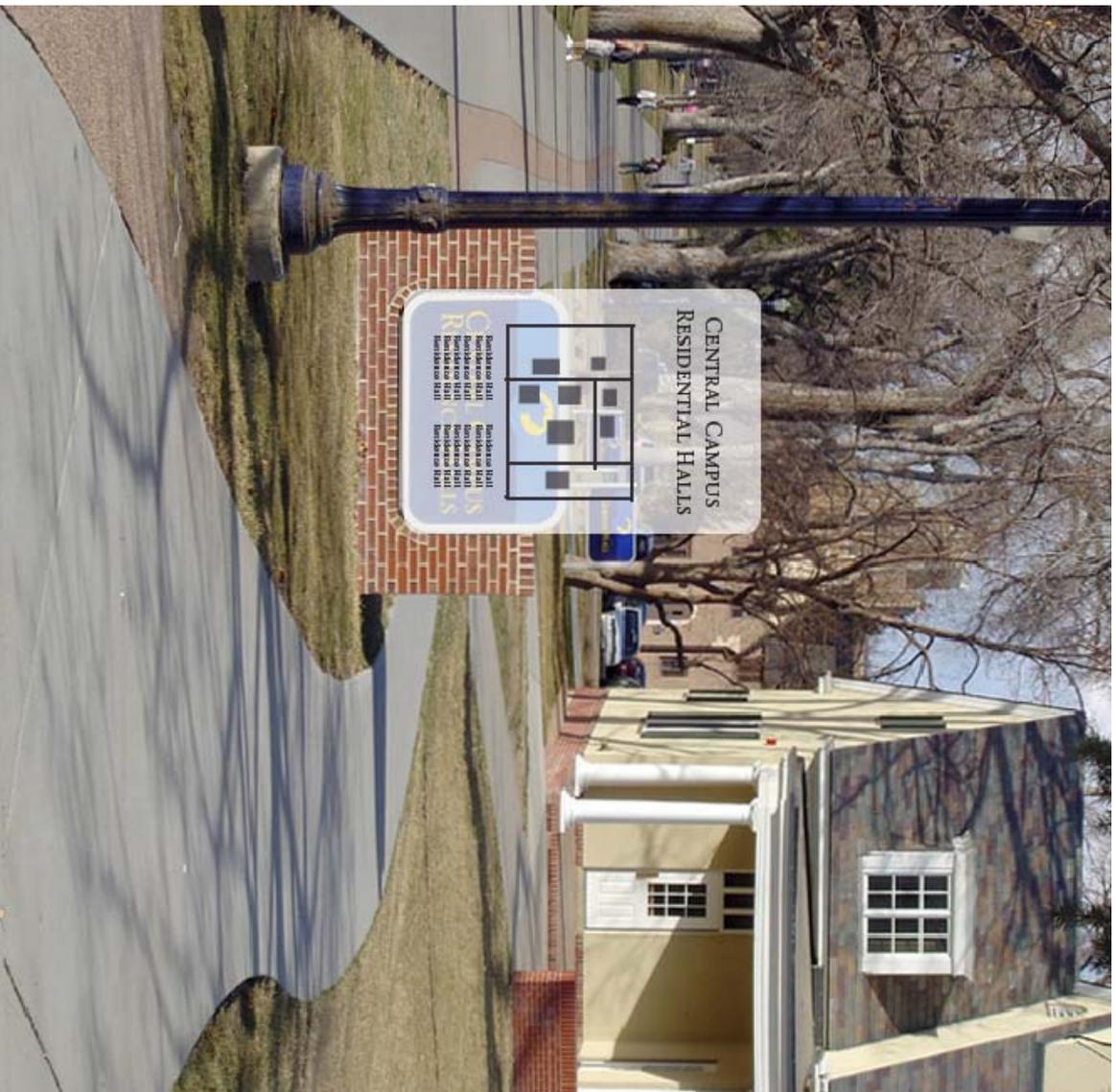


# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



# STUDENT HOUSING DISTRICT SIGN



## CAMPUS WAYFINDING PROJECT

University of Northern Colorado



# PEDESTRIAN DIRECTIONAL SIGNAGE



# CAMPUS WAYFINDING PROJECT

University of Northern Colorado



## BUILDING IDENTIFICATION SIGN



## CAMPUS WAYFINDING PROJECT

University of Northern Colorado

