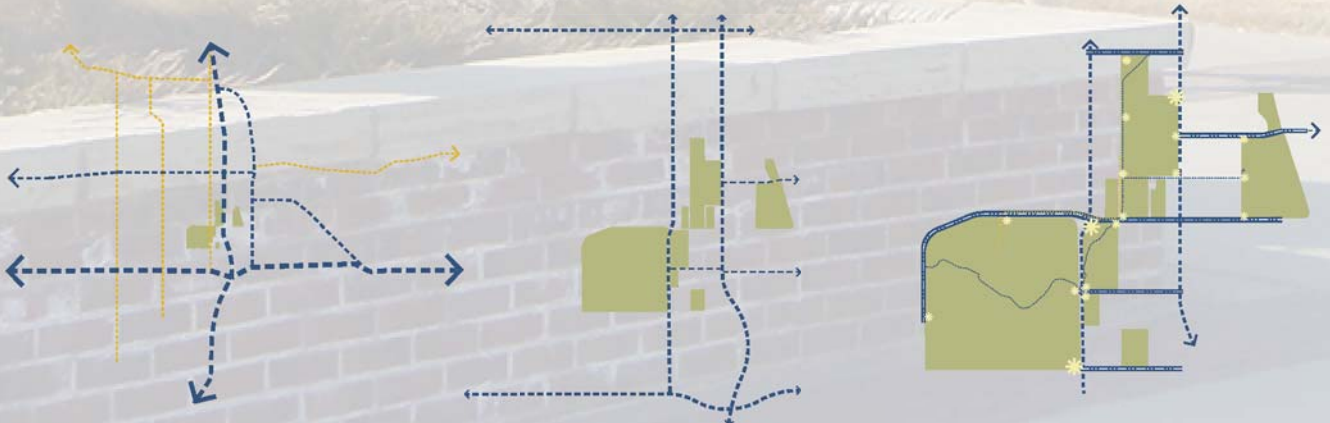


UNIVERSITY *of* NORTHERN COLORADO



CAMPUS WAYFINDING PROJECT

JUNE 2005



ARTHOUSE DESIGN





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-adjoining 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



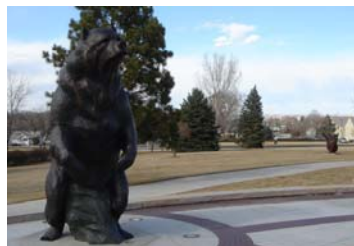
▶ LANDSCAPE FEATURES / SPACES

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

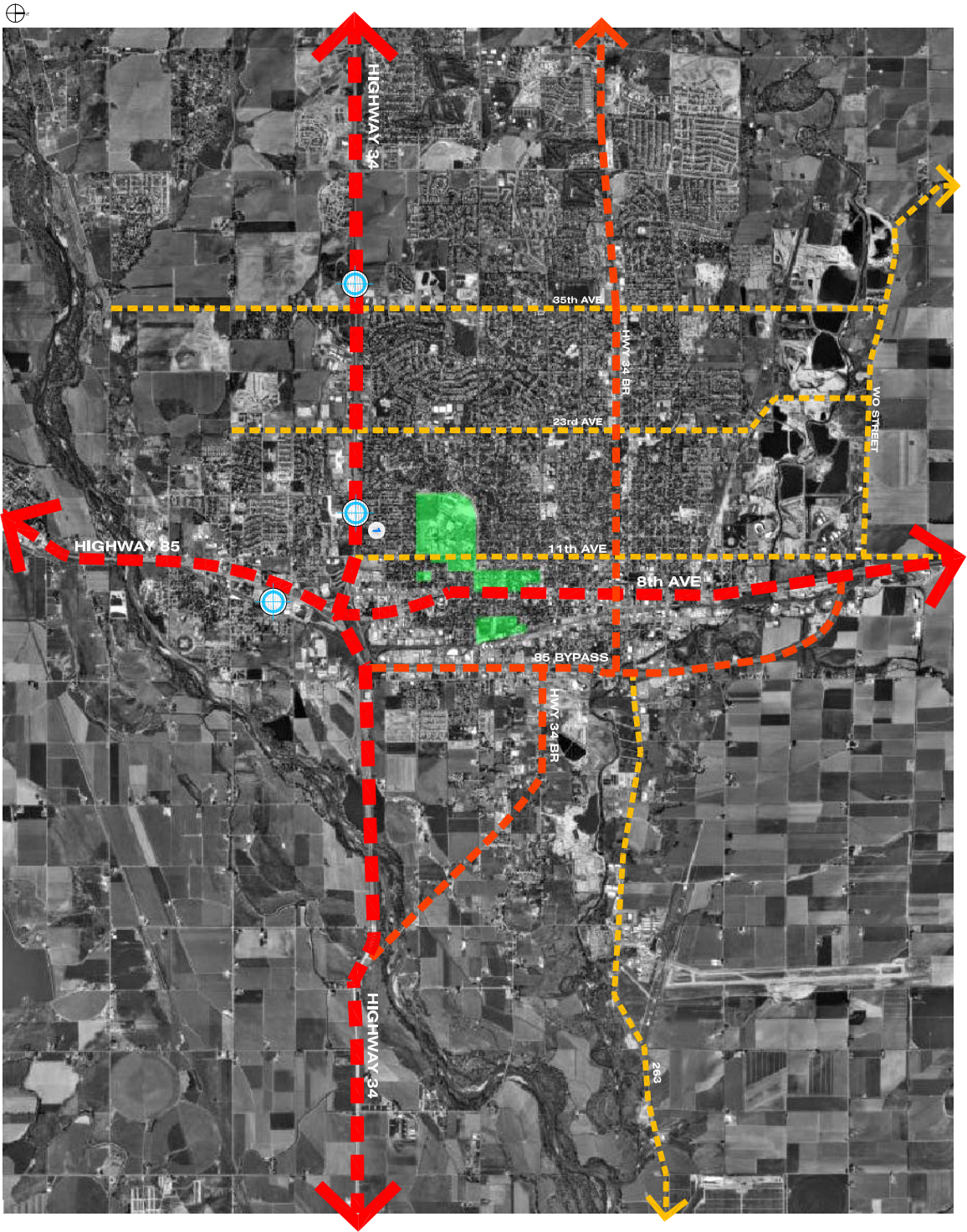


II. Existing Wayfinding System Analysis and Issues

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

DECISION POINTS

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

PHOTOS

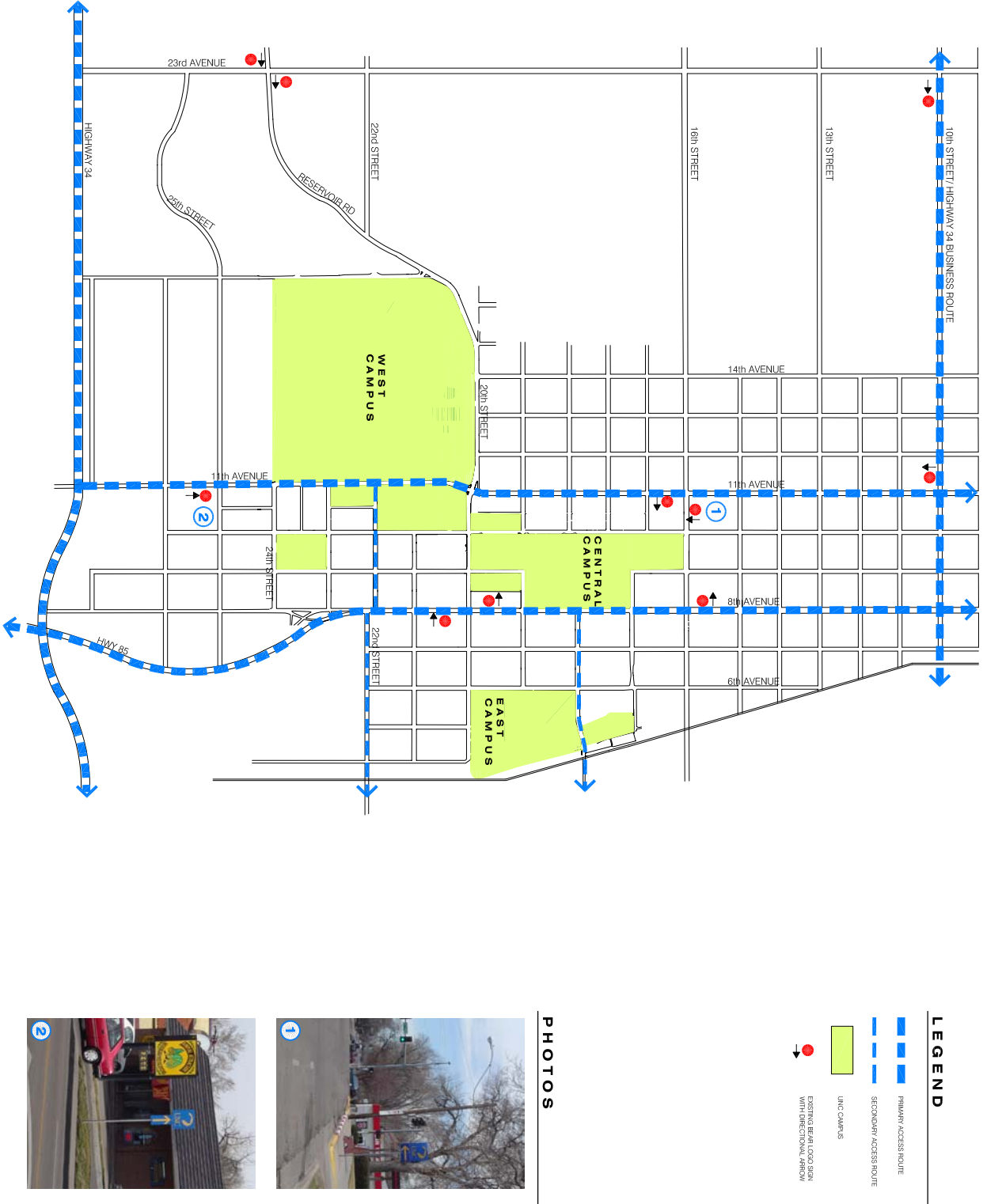


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LOCAL ORIENTATION AND WAYFINDING

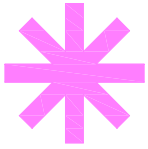


CAMPUS WAYFINDING PROJECT

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



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University of Northern Colorado



UNC CAMPUS

SIGNAGE & WAYFINDING EXISTING CONDITIONS

LEGEND



PRIMARY CAMPUS MONUMENTATION



SECONDARY CAMPUS MONUMENTATION



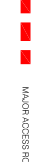
VEHICLE ENTRY TO CAMPUS



CAMPUS DESTINATION



CAMPUS TRANSIT STOP



MAJOR ACCESS ROAD

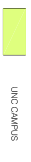


SECONDARY ACCESS ROAD



CAMPUS TRANSIT ROUTE

LAND USE



UNC CAMPUS



CAMPUS BUILDINGS



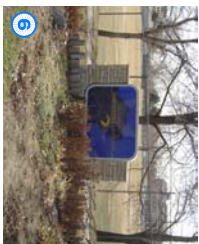
RESIDENTIAL



ATHLETIC FIELDS



PARKING AREA



CAMPUS WAYFINDING PROJECT

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CENTRAL - EAST CAMPUS

SIGNAGE & WAYFINDING EXISTING CONDITIONS



LEGEND



PRIMARY CAMPUS MONUMENTATION



SECONDARY CAMPUS MONUMENTATION



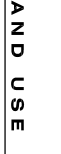
VEHICLE ENTRY TO CAMPUS



CAMPUS TRANSFER STOP



CAMPUS DESTINATION



CAMPUS TRANSFER ROUTE



BICYCLE LANE

SIGNAGE

PRIMARY CAMPUS BUILDING SIGN

SECONDARY CAMPUS BUILDING SIGN

BUILDING SIGNAGE

BUILDING ENTRY

PERMIT DISPENSER

LAND USE



UNC CAMPUS



CAMPUS BUILDINGS



RESIDENTIAL



ATHLETIC FIELDS



PARKING AREA

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SIGNAGE & WAYFINDING EXISTING CONDITIONS



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 MONUMENTS
- SPORTS FIELD RELATED
- STUDENT HOUSING DIRECTION SIGN
- CAMPUS DIRECTIONAL SIGNAGE
- PAVEMENT MARKERS
- OVER STREET MARKERS



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



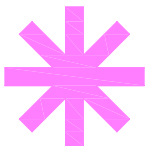
CAMPUS DISTRICT PAGEANTRY

- 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



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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
 - 10th Avenue & 16th Street
 - 11th Avenue & 20th Street
4. Integrate secondary monummentation 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

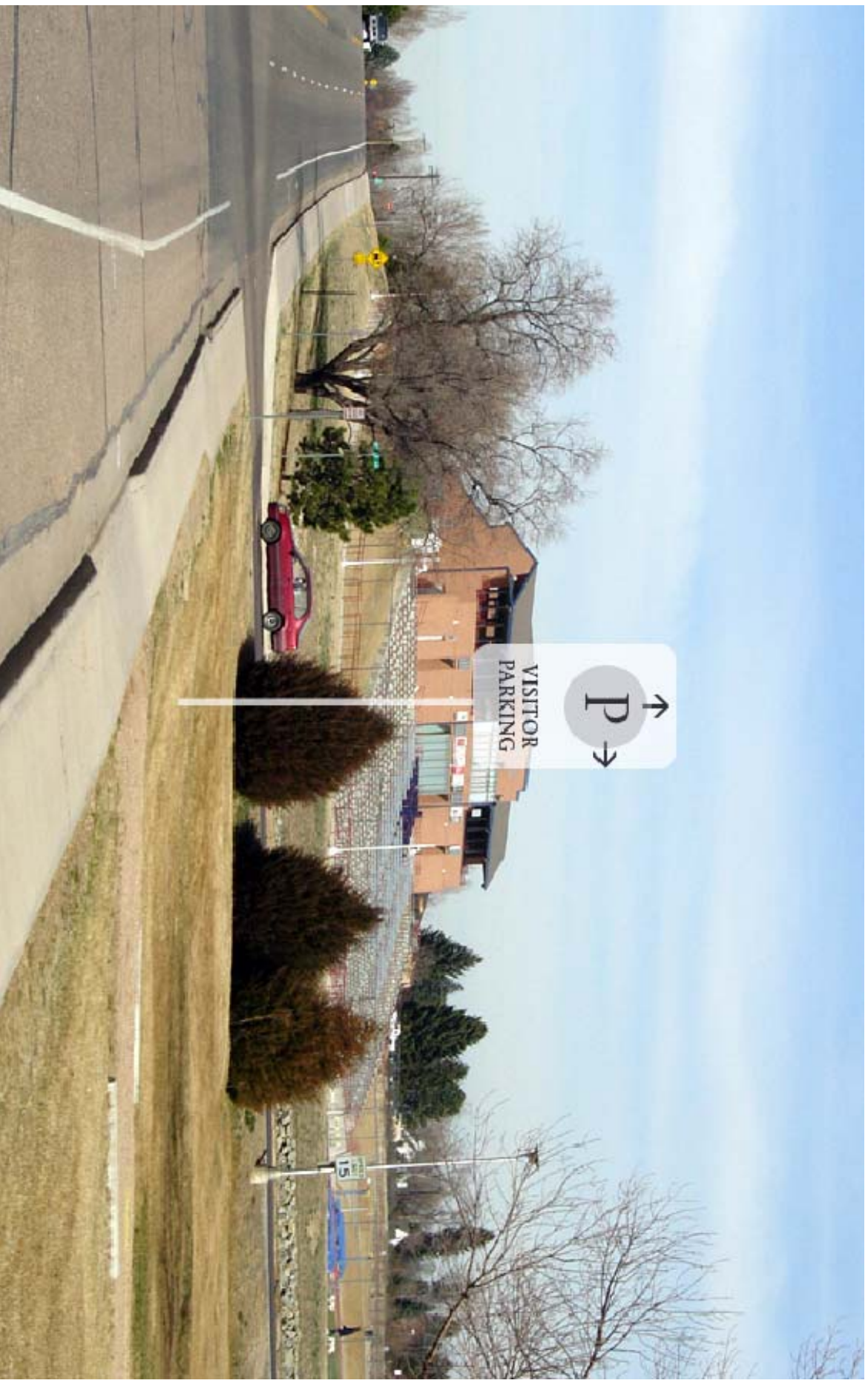
D. Guide Individuals to Campus Destinations

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



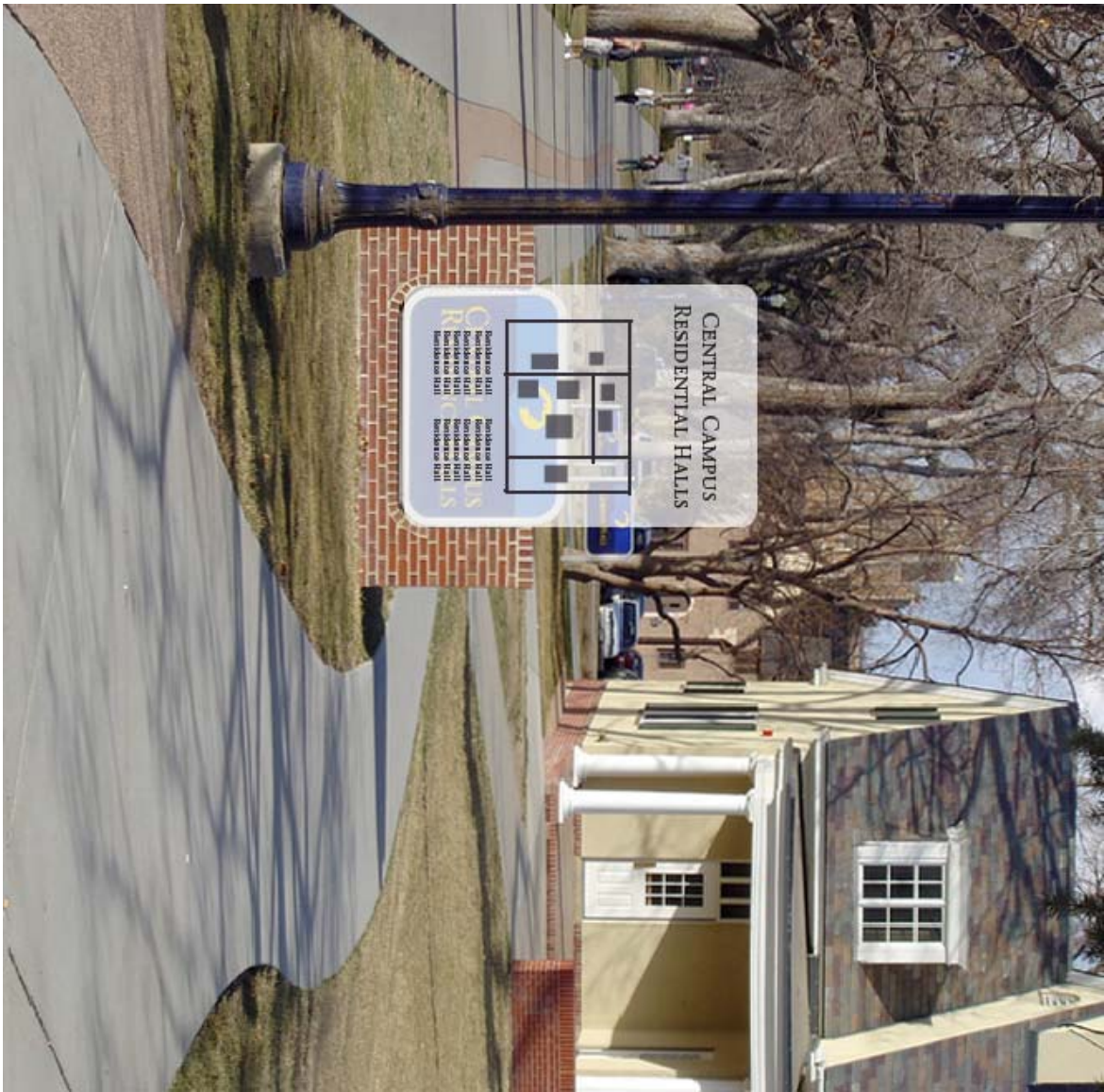
CAMPUS WAYFINDING PROJECT

University of Northern Colorado



The photograph shows a woman standing next to a large, white, rectangular campus map sign. The sign is titled "CAMPUS MAP" and features a grid of squares representing different campus locations. The woman is wearing a white shirt and dark pants. The background shows a paved walkway, a grassy area, and a large, modern building with a dark, slanted roof. The sky is blue with some clouds.

STUDENT HOUSING DISTRICT SIGN



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PEDESTRIAN DIRECTIONAL SIGNAGE



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BUILDING IDENTIFICATION SIGN



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