



SIGNAGE & WAYFINDING FOOTHILL COLLEGE

Buildings & Grounds
November 14, 2023

SIGNAGE & WAYFINDING FOOTHILL COLLEGE

Agenda:

- Project Goals
- Current Wayfinding Challenges
- Background - Current Signage Program
- Next Steps
- Discussion



Project Goals

2021-2026 Master Plan

- Create a welcoming arrival experience
- Improve navigation and wayfinding
- Improve access to programs and services

Project Charter

Improve site access, signage and wayfinding campus-wide to improve building identification, and pedestrian and vehicle traffic flow.



Examples of Welcoming Signage

Wayfinding Challenges

- Signage can be hard to follow for first time students and visitors driving onto campus
- Blind curves and speeding add to a perception of unsafe conditions

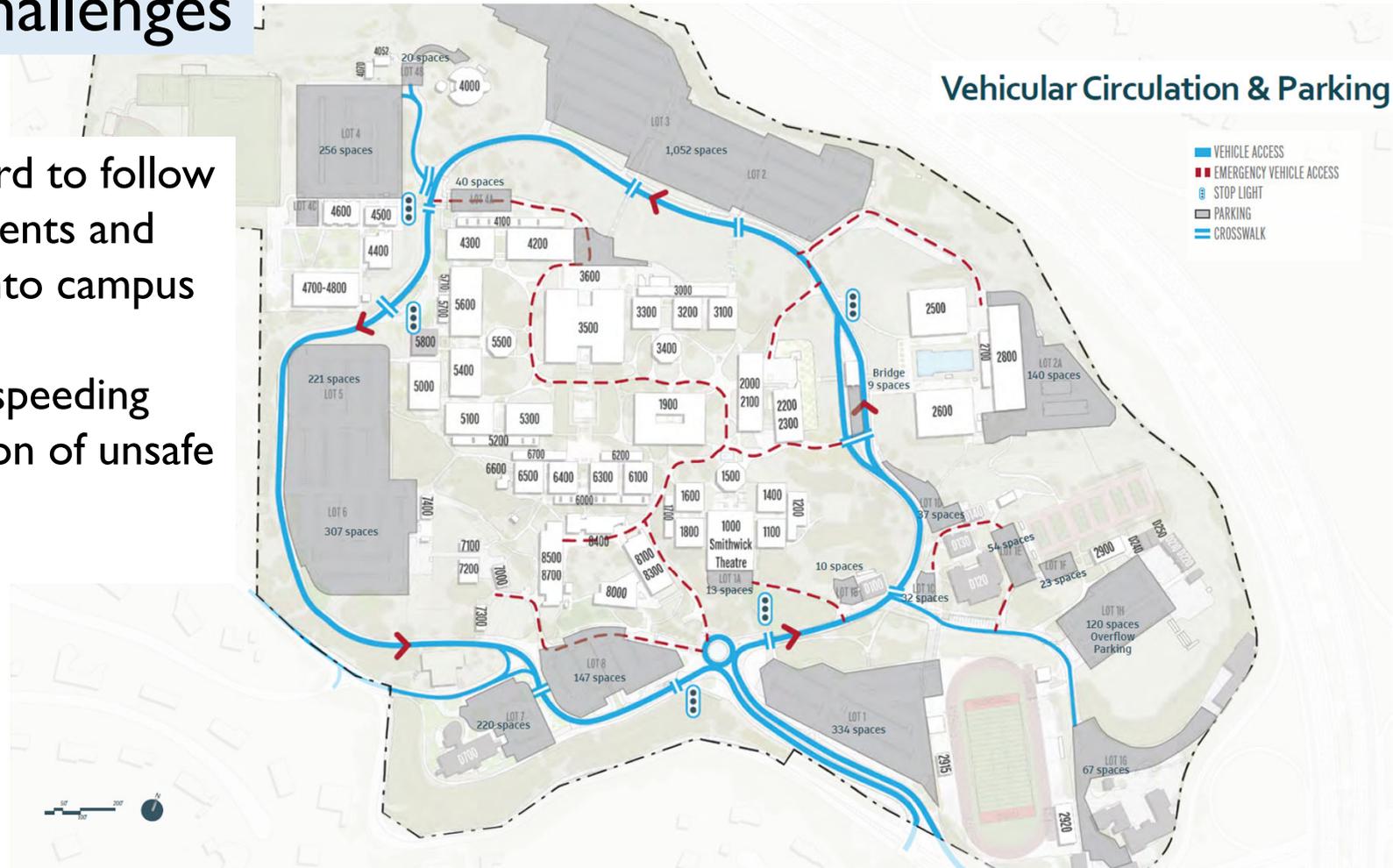


Image from the 2021-2026 Master Plan

Wayfinding Challenges

- Varied geography and low density construction obscures what visitors see of the campus
- Multiple parking lots and pedestrian entrances can be confusing
- No indication of being “there” at a particular entry point -- makes it hard to know how to use a map, or ask for directions

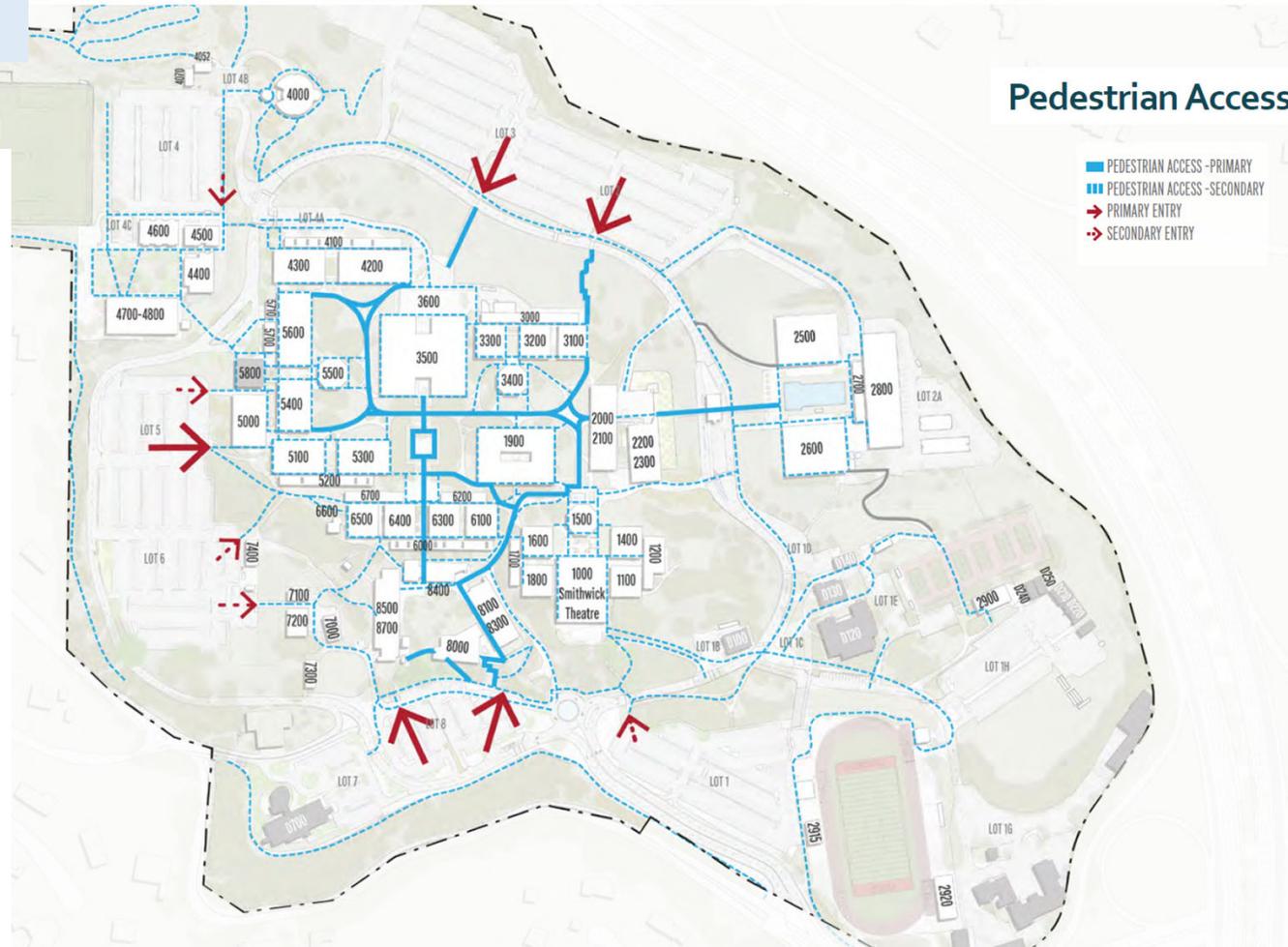


Image from the 2021-2026 Master Plan

Wayfinding Challenges

Signage readability issues due to

- Fading
- Letter size
- Minimal lighting, if any
- Campus Map (?)



At Entrance to Library Quad



Background Design Worsens Contrast



At Campus Center - Better Contrast

Background



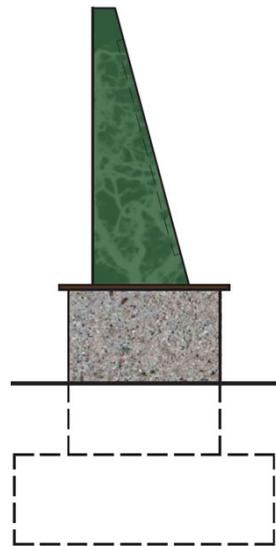
- 2008 EIR: “New signage and lighting fixtures shall be constructed to *reflect the defined architectural vocabulary of the 1961 campus* but do not exactly replicate the 1961 features.”
- Signage Design Standards were created in 2009 and updated in 2014
- Standards include Fonts, Colors, Materials, Layouts, Locations & Construction Details
- Signs were installed / modified in 2010-2011

Background

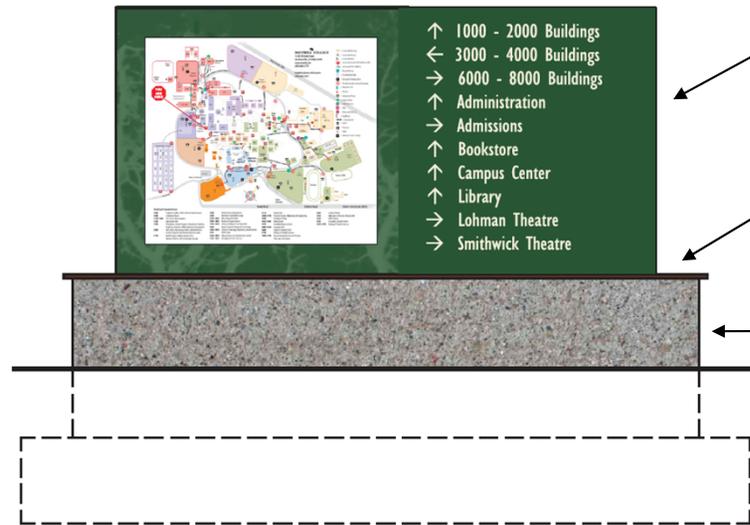
Signage is designed to complement the original campus design



White numbers on exposed aggregate concrete pillars



Sign angle mimics tapered concrete pillars



Monument Signs

Green background to mimic the landscape

Aluminum accent panels Painted to provide a wood 'look'

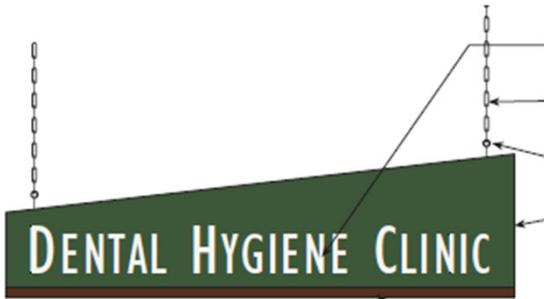
Concrete with exposed aggregate base – echoes the building pillars

Background

- Flag Signs



- Hanging Room ID



Background

Wall Mounted Directional Signs



Room Signs



Next Steps

Scope Considerations

- Overall Design
- Driving & Parking
- Pedestrian Arrival and Pathways
- Electronic and Mobile Wayfinding

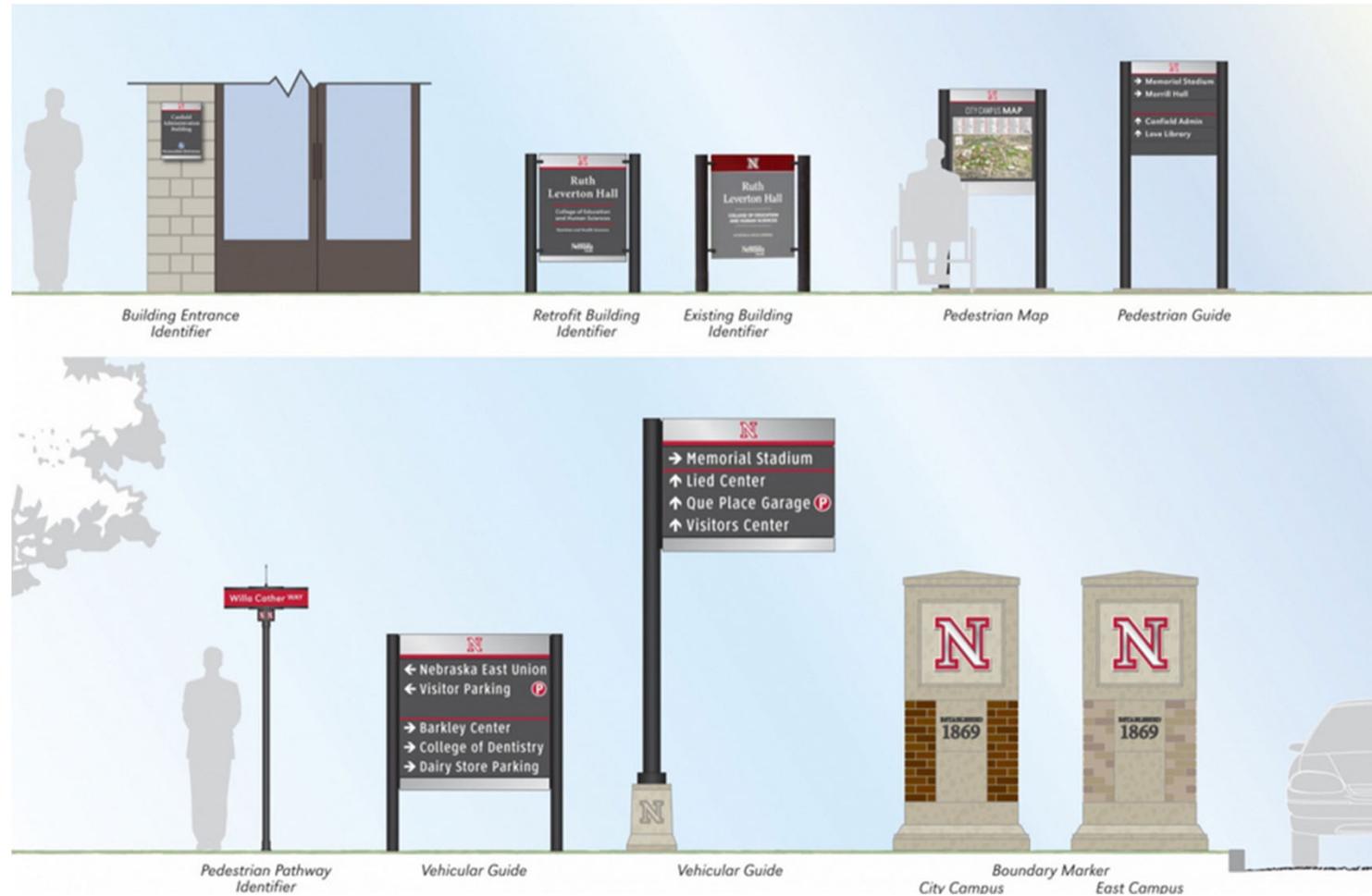
Role of Buildings & Grounds

- Subcommittee



Next Steps

Create RFP:
Seek firm(s) to develop a comprehensive, campus-wide master and detailed plans for exterior signage including vehicular & pedestrian wayfinding and integrated mobile signage.



University of Nebraska - Lincoln

Next Steps: Scope of Work

Identify what is not included in the scope of work:

The project will set standards for exterior signage design, but not address the *interior* signage of each building

Signage can also be a critical link in branding the campus. Is the work intended to rebrand the campus, or simply update the existing branding into a more functional system?



Next Steps: Scope of Work

Potential Tasks for the Architect:

1. Evaluate existing conditions campus wide, survey student needs, speak with police, fire, facilities and senior staff
2. Provide recommendations on signage types and placement
3. Develop a wayfinding program
4. Create design standards
5. Present at 10 in-person committee meetings and provide iterative improvements to the design
6. Prepare documents including plans with full details, bid specifications showing fabrication and installation bid package
7. Permitting with DSA, if required
8. Assist in procurement process
9. Provide construction administration services
10. Project closeout

Next Steps: Concept to Explore?

Mobile Wayfinding

- Point-to-point routing – Mobile wayfinding to watch real time progress toward the destination. Follow the line / watch the dot move through the digital map.
- Campus maps & floor plans – context for the journey on campus. May include interactive kiosks.
- Online Directory integration – where to find program areas, classes and people.



Next Steps: Concept to Explore?

- Create memorable visual markers to aid in navigating the campus
- Unique markers make it easier for pedestrians to orient themselves on a map



Indigenous cultural markers at Humber College



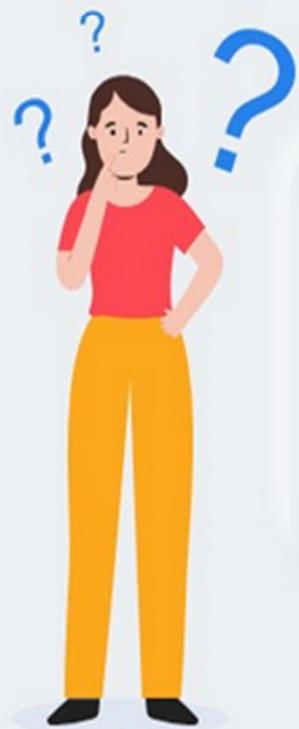
Santa Ana College



Cornell



Ramapo College



THOUGHTS? QUESTIONS?

Open to general feedback and discussion.

