University of Alaska Southeast
Auke Lake Greenway
and Campus Wayfinding Update
March 4, 2010
Campus Wayfinding Goals

> Develop a campus-wide vehicular and pedestrian signage system that communicates a consistent hierarchy of information to a variety of users.

> Develop signage concepts that consider existing campus design vocabulary. Incorporate style, size, color, text, material, location, durability and changeability of signage into concepts.

> Develop a signage location plan that identifies specific locations for the signage system.

> Develop a schematic level cost estimate and a recommended phasing plan based upon available funding.

Process

> Orientation & Inventory

> Assessment & Documentation

> Concepts and Draft Plan

> Recommendations & Implementation
Learn • Engage • Change

> Reflection of an image
> Definition of an identity
> Alignment with strategic plan
> Relation to an individuals place in life
> SMART brand strategy; Simple, Meaningful, Accurate

When we try to pick out anything by itself, we find it hitched to everything else in the Universe.

—John Muir, writer and naturalist
Identification signage of place expresses the permanence, individual personality, and institutional quality of the college.

Identification signage of facilities identifies primary campus entries to buildings and other venues.

Primarily orientation signage provides campus users a site map displaying key locations and a sense of “knowing where you are”.

Directional signs direct movement to a desired destination by displaying simplistic and specific information to assist in making an informed decision to change direction.

Control signage relates most directly to vehicle circulation through the use of traffic control, no parking, speed limit and limited access signage.

Event signage relates most directly to the communication of special campus events, such as conferences, athletic games and invited guest speakers.
Issues and Opportunities

Types

- Primary identification of place
- Secondary identification of place

Campus Entry Points

Vehicular and Pedestrian Access

- Primary Entry Points: Main Campus and Recreation Center
- Secondary Entry Points: Student Housing, Bookstore/Administrative Services, Anderson Building, Entry/Service, Secondary Entry/Church Restricted Campus Parking
Issues and Opportunities

Types

- Directional wayfinding to other areas of campus
- Campus/DOT (Intersection Improvements and potential placement of signs near airport)

> Off-Campus Directional Signage Vehicular
Issues and Opportunities

Types

> Identification

> Directional

> Gateway

> Banners

> Campus Entry / Arrival

Enhance identity and image along entry corridor

Primary Entry
Main Campus and Recreation Center

Campus Gateway

Primary Public Arrival
Issues and Opportunities

> Primary Campus Core

Types

> Identification of building (shared building entrances)

> Orientation

> Parking

> Control
Principles

> Create identity through culture and history

> Create visual character

> Create paths with sightlines

> Provide orientation at decision points

> Incorporate identifiable landmarks

Design Considerations

> Location
Where will the sign be located to achieve maximum visibility without affecting pedestrian and vehicular traffic movements?

> Text / Logo
What will the sign say in terms of a simplistic message and a logo that will communicate the college’s identity?

> Size
What will be the visual distance that the sign will be read from in order to achieve optimum letter size?

> Style
What sign style will be used (historic or contemporary) to best communicate the college’s identity and tie into the existing college character?

> Duration
How long will the sign be used for its intended use and location?

> Material / Finish
How and from what materials will the sign be constructed? (Metal w/Porcelain finish, Aluminum w/Anodized finish, Bronze, Acrylic, Stone, Polycarbonate Concrete, Wood)

> Budget
What funding is available for sign construction and are there any non-traditional creative alternatives?
Design Considerations

Campus Standards

> Logo “whale tail”
Design Considerations

Campus Standards

Styles

- Adobe Garamond
- Frutiger Neue

The Frutiger font not only established new standards for signage, but also for a range of other areas in which a clear and legible typeface is required.
Existing Signage
Design Considerations

Campus Standards

> Existing New “Temporary Signage”
Design Considerations

Egan Library

Egan Library

Egan Library

Egan Library

Egan Library

Egan Library

Egan Library

Egan Library
Sign Concepts

Sign Types

> Identification
  place & bldg.

> Directional

> Control
Sign Concepts

Sign Types

- Identification
  place & bldg.

- Directional

- Control

R&M Engineering, Inc
Sign Concepts

Sign Types

> Identification
  place & bldg.

> Directional

> Control
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Sign Concept Refinement

Concept refinement by Alison Caputo (UAS Graphic Designer)
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R&M Engineering, Inc
Sign Concept Refinement

R&M Engineering, Inc
Next Steps

> Concept refinement
> Review concepts and preliminary locations
> Develop preliminary cost estimates
Greenway Concept Refinement

Existing Conditions

Egan Library
Egan Classroom Wing
Mourant
Novatney
Whitehead
Auke Lake Way

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Greenway Concept Refinement

2006 Concept

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Greenway Concept Refinement

- 2010 Concept
- Egan Library
- Egan Classroom Wing
- Mourant
- Novatney
- Whitehead
- New Totem Site
- Pedestrian Spine & Service/Emergency Access Lane 20’ Width
- Outdoor Gathering Area
- Overlook
- Existing Totem
- Existing Arrival/Drop-Off
- Vehicular Control Gate
- Parking Improvements
- ADA
- Covered Walkway

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Greenway Concept Refinement

Vehicular Circulation

- Arrival Court
- Service
- 20' Fire Lane
- Control Gate
- Shared Parking UAS & Chapel-by-the-Lake

Auke Lake

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Proposed and Renovated

- Building entry
- Campus connectivity
Pedestrian Spine to Parking Area
Mourant / Novatney Canopy
Mourant / Novatney Canopy
Novatney / Whitehead Canopy

Existing Conditions

Site Plan

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Canopy Details

Options

- Noyes Pavilion roof column connection
- Timber bracket
- Truss connection
Next Steps

> Review concepts
> Develop preliminary cost estimates
> Develop final schematic design