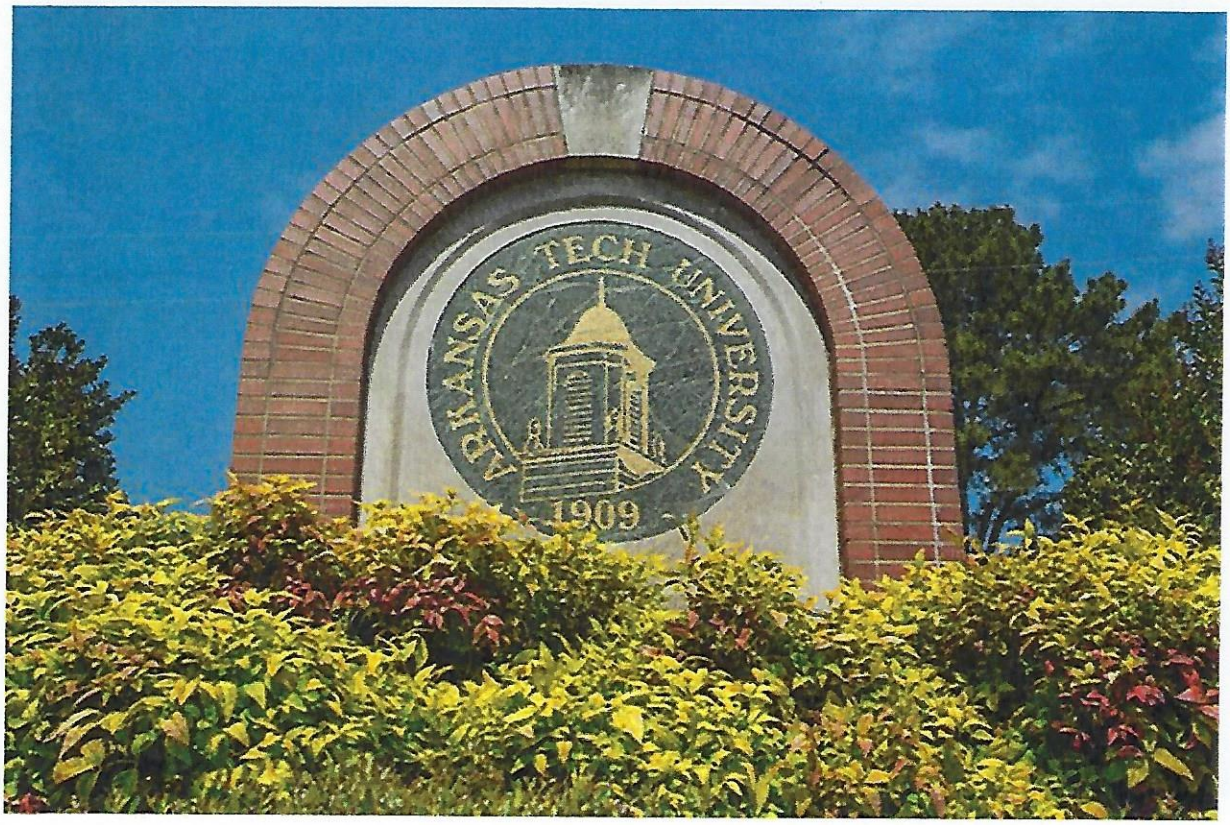
ATU Wayfinding and Signage



Committee Recommendations

March 2018

Introduction

The ATU Wayfinding Committee offers the following recommendations in the development of wayfinding and signage standards for Arkansas Tech University. This document also serves to inform decision-making regarding the timing and prioritization of phased implementation of the Campus Master Plan, especially the O Street and Campus Entrance and Comprehensive Signage Refresh projects.

Wayfinding systems introduce new students and visitors to the campus environment as well as provide updated information and reminders to those already familiar with ATU. They also preserve uniform aesthetic standards that link the physical spaces at Arkansas Tech and connect it to the surrounding community.

The tools outlined here will help highlight destinations of interest and channel the circulation of human movement onto and within campus. They will comfortably usher people from the highway or town center to campus entrances, parking lots, pedestrian routes, buildings, and rooms.

ATU is committed to being a "one University", so with that thought in mind, we the committee would like to assure everyone that what has been set forth in this proposal and design will include Ozark and satellite campuses, Lake Point and LLC. The hope is that we can tie all of the brandings, colors, design and settings together in part though wayfinding solutions.

Note: that there will be a software package cost associated with the digital signage package.

Knowing that the University will comply with the Master Plan, and the funding source availably; this sign package will need to be completed in phases. Please note that what is offered in this package is just an example of things that the committee has suggested. At the time of an approval we will then seek a design professional to help with phasing, type, locations and materials of the signage package.

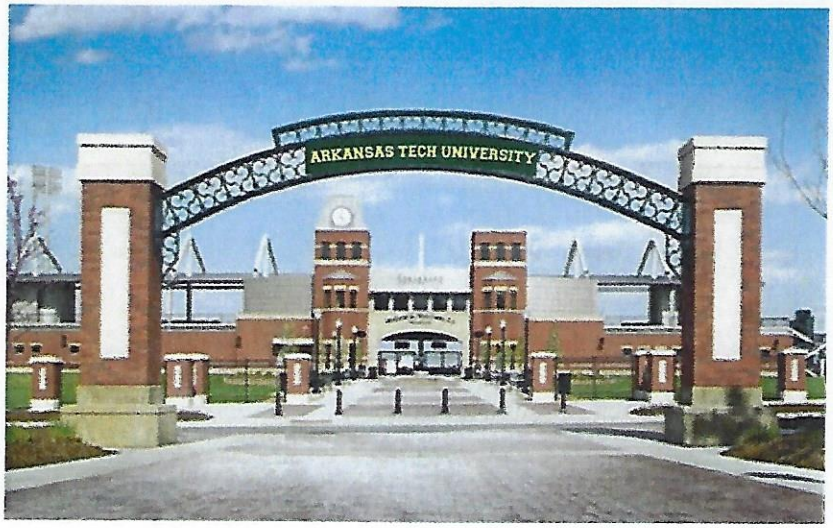
Sign Type Overview

All physical signs assume the use of replaceable panels, and digital signs assume the use of solar power where possible. The illustrations below are for example only and are not meant to be true representations of the final product.

Entrance/Gateway

Digital Example

Physical Examples



Pedestrian Guides

Digital Example

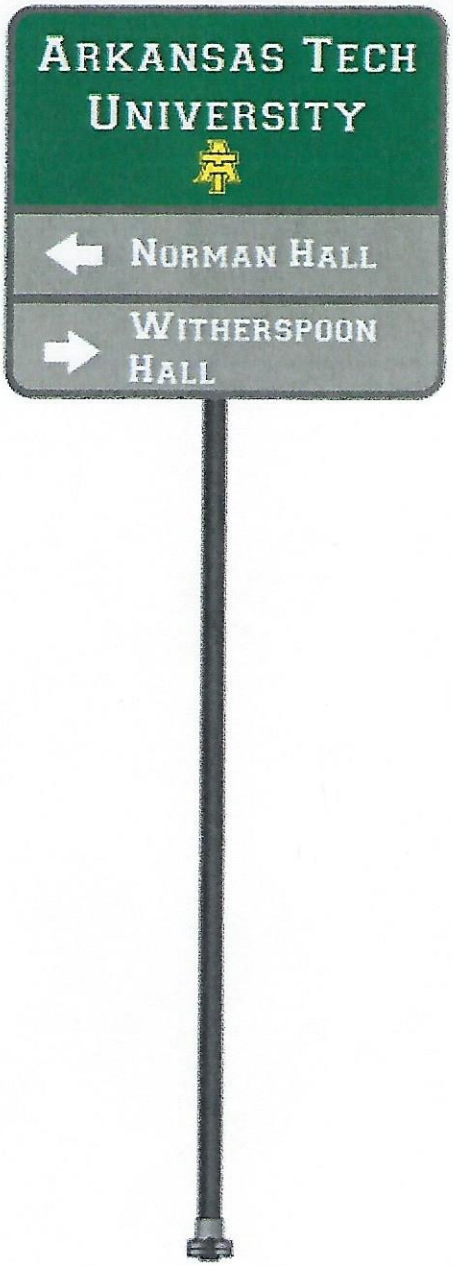
* Software, Licensing and Implantation cost

Physical Examples

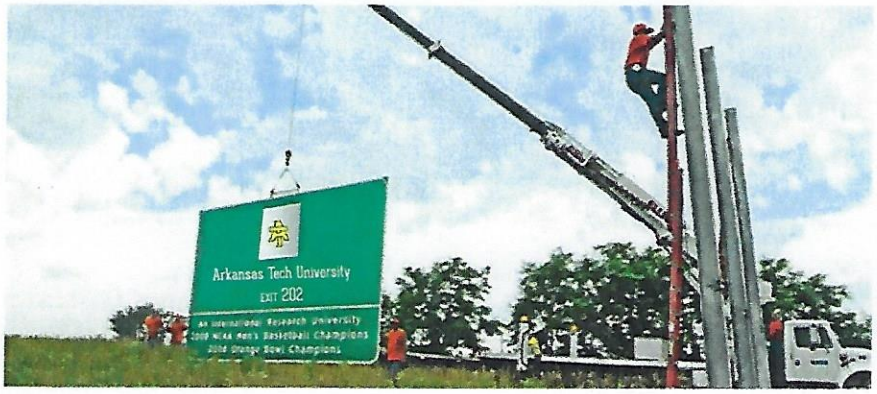

TUCKER COLISEUM
ENERGY CENTER
ROTHWELL HALL
BROWN HALL
PUBLIC SAFETY

Vehicular Guides

On-Campus example

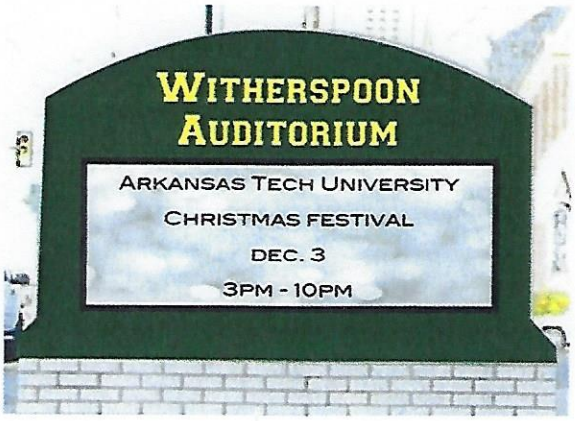


Off-Campus

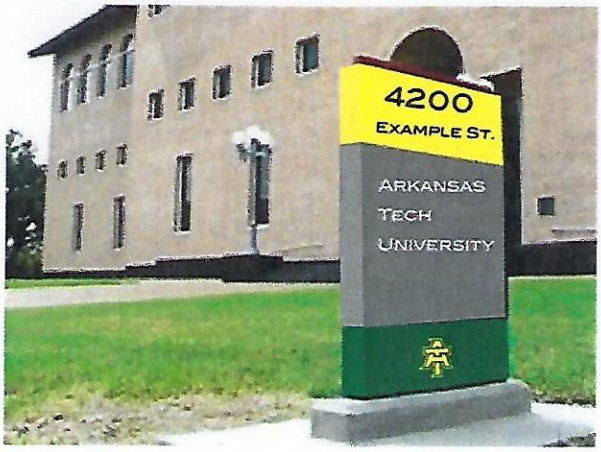


Building Exterior

Digital Example



Physical Example



Building Interior

Digital Example

Physical

Other

Portable

General Information/Interpretive

Regulatory / safety and Street Signs will be consistent with city, state and federal standards (handicapped parking, safety or street name signage).

Exterior and Interior Graphics Standards will be consistent with ATU Brand Standards

https://www.atu.edu/marcomm/docs/ArkTechACADManualWeb121214.pdf

Fabrication Details: Next two pages.

Exterior Signs

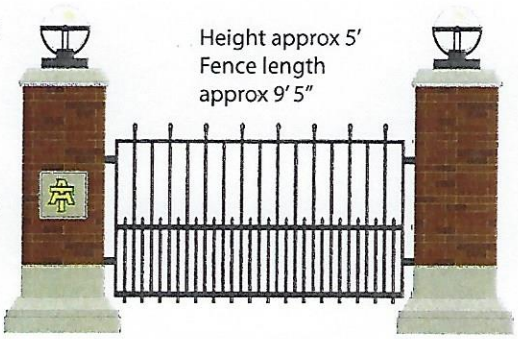
Boundary Marker

This sign type marks key campus edges. The consistent use of materials visually reinforces the campus boundaries, and illumination provides nighttime visibility.

Light height approx 2'

Height approx 5'
Fence length approx 9' 5"

Brick/concrete height approx 8' 5" width 2'10"



Gateway Identifier

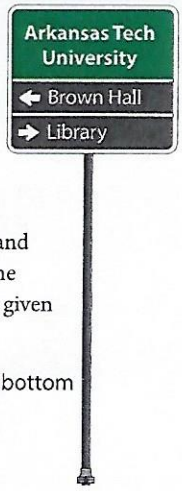
This sign type helps identify key campus entry points and celebrate the visitors' arrival. The consistent use of materials visually reinforces the entry points, and illumination provides nighttime visibility.

Brick/concrete height approx 11' width 4'4"

Vehicular Guide - City

These sign types are placed at key off-campus intersections to indicate directions to major campus destinations, parking and roadways. The size, scale and location are selected for the most favorable viewing at given road speeds and setbacks.

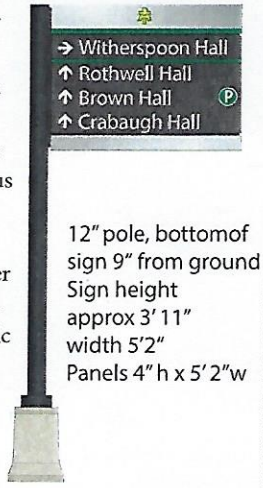
Exisiting pole or 12" pole, bottom of sign 9" from ground
Sign height approx 3' 6"
width 4'
Panels 4" h x 4' w



Vehicular Guide - Large

This larger version of the Vehicular Guide sign type is used on the campus perimeter and on major campus roads where greater visibility is needed due to higher traffic levels and vehicle speeds.

12" pole, bottomof sign 9" from ground
Sign height approx 3' 11"
width 5'2"
Panels 4" h x 5' 2"w



Vehicular Guide - Small

This smaller version of the Vehicular Guide sign type is used on secondary campus roads where less visibility is needed due to lower traffic levels and vehicle speeds.

Sign height approx 6' 6"
width 5'5"
Panels 3.5" h
4' 6"w

Pedestrian Guide

This sign type is placed at key pedestrian intersection on campus walkways to guide to primary destinations in that vicinity.

Sign height approx 6' 6"
width 3'5"
Panels 4.5" h
2' 6"w

Pedestrian Map

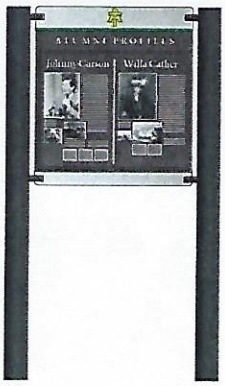
This sign type is placed at key pedestrian locations on campus walkways to display a map of the campus that indicates the location of campus destinations via a numbered guide, and show the viewer's current location.

Sign height approx 6'
width 3'5"
Panel 2'10" h
2' 6"w

Interpretive Panel - Post-Mounted

This sign type is placed at various pedestrian locations on campus walkways to describe a point of interest, major alumnus or donor, through a combination of typography and imagery.

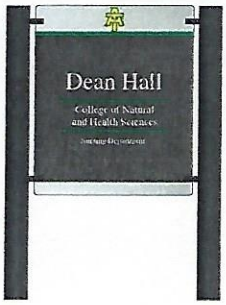
Sign height approx 6'
width 3'5"
Panel 2'10" h
2' 6"w



Building Identifier

This sign type identifies academic buildings and the college and academic programs with which the buildings are affiliated.

Sign pole height
approx 3'
width 3'5"
Panel 3'6"h
2'6"w



Building Entrance Identifier

This wall-mounted sign type identifies academic building entrances and indicates whether the entrance is accessible. If an entrance is not accessible, the sign at that entrance points the direction to the nearest accessible entrance (as shown in the illustration below).

Sign height
approx 1'8"
width 1'2"
Panel 1'3"h
1'2"w

General Information Identifier

This sign type is used to identify non-academic sites, or convey regulatory information.

Sign pole height
approx 3'
width 2'6"
Panel 3"h
2'6"w

Interpretive Panel - Wall-Mounted

Like the pole-mounted Interpretive Panel sign, this wall-mounted sign type is used to describe a point of interest, major alumnus or donor, through a combination of typography and imagery.

Sign height
approx 1'8
width 1'2"

Regulatory Sign

These sign types are used to convey regulatory information such as the location of accessible parking and other parking restrictions.

Sign pole height
approx 8'8"
bottome of sign
6'6" from ground
Panel 1'10"h x1'2"w

Street Sign - Overhead

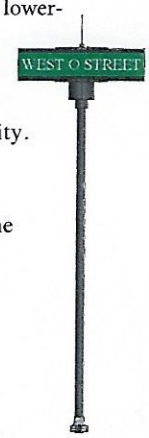
These sign types are used on high-volume and high-speed campus roads to indicate street names while helping to reinforce the campus identity.

Designed to fit city and state regulations.

Street Sign - Post

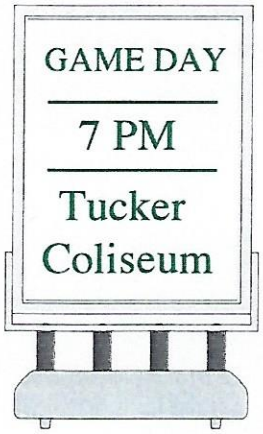
These sign types are used on lower-volume and lower-speed campus roads to indicate street names while helping to reinforce the ATU identity. The change in color from standard street signs helps reinforce the transition to the campus environment.

Designed to fit city and state regulations.



Temporary Portable Sign

These movable sign types are used as needed to display posters indicating the location of one-time or recurring campus events, or to direct around construction areas.

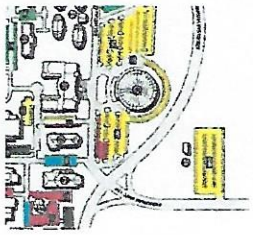


Orientation and Circulation

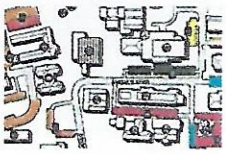
Based on the Campus Plan, we divided the campus into seven wayfinding areas. Signage orientation and circulation of vehicular and pedestrian traffic between these areas assumes the following:

1. Newcomers to campus should be routed through the main entrance to the welcome center (currently Brown/Admissions) via parking near Tucker and then to the campus center.
2. Each area should have its own parking lot to pedestrian route to destination guides as well as general campus maps linking the wayfinding areas. The campus center will act as a hub for routing all pedestrian traffic.
3. Signage should transition visitors in vehicles from the highway or town center to parking lots to pedestrian wayfinding information.

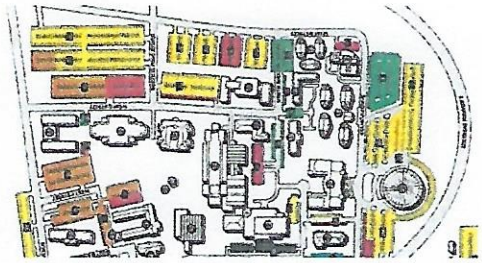
Entrance and Welcome Center



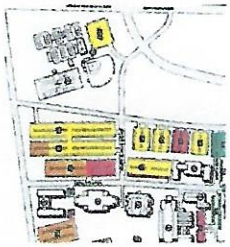
Campus Center



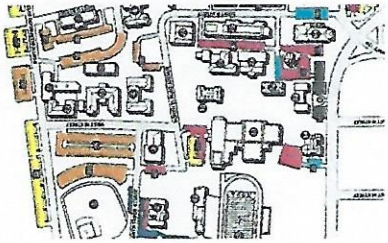
North Quad



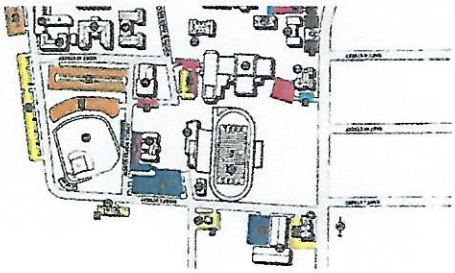
North Sports/Entertainment



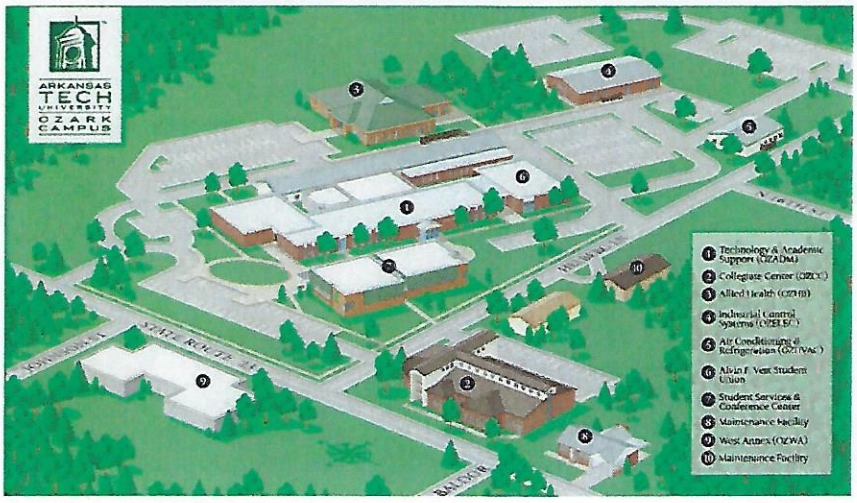
South Quad



South Sports/Entertainment



Ozark



Costs

The following general cost estimates should inform discussions about prioritizing phases of implementation of wayfinding signs and structures.

	Cost
Campus Entrance Information Booth	$70,000-$90,000
Digital Entrance Sign	$75,000-$100,000
Physical Entrance Sign	$60,000-$75,000
Digital Pedestrian Map	$25,000-$35,000
Physical Pedestrian Map	$3,750-$4,500
Vehicular Guide On-Campus	$3,500-$4,250
Vehicular Guide Off-Campus	$5,000-$6,500
Physical Building Exterior Sign	$1,250-$1,500
Digital Building Interior Sign	$1,500-$2,000 (60-72 inch LED Monitor)
Physical Building Interior Sign	$125-$750

Maintenance

Maintenance cost will change due to the variables of each sign, location or type.

Normal maintenance should be very minimal and consist mostly of cleaning of $20 per manhour at one half – hour (1/2) for the smaller signs and up to one full hour (1) for larger signs.
Maintenance to address changes such as building names, function of building, etc. would be a cost of $40 per manhour plus material of the new signs.
Maintenance on Digital or other signs with lighting may run up to $100 per manhour plus the cost of the lamps, LED lighting, Monitors or change of software.

Installation of the sign location if had a concrete pad poured below would be $0 maintenance cost with routine grounds maintenance that would already be in the budget.
Installation of the signs located in beds/ mulched areas could cost up to $500 - $1000 per year, depending if we change the flowers a minimal of three times a year.

Over all the maintenance cost would be a very a minimal cost due to the fact that the material in which we choose for the post and type of signs, could be expended to have a 15 to 20 year life time. So only the cost of cleaning would be involved.

Priorities

The following priorities represent committee consensus on wayfinding needs. These priorities should be balanced with costs as well as commitments reflected in the Master Planning process.

1. Entrance/Welcome
2. Pedestrian Guides—Regulatory / safety
3. Digital Information Marquees
4. Vehicular Guides
5. Building Exterior
6. Building Interior
7. Other