

JUNE 17, 2020

Southwestern Oregon Community College

Wayfinding Master Plan



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INTRODUCTION

Campus Identity and wayfinding signage are important placemaking elements. This document includes recommendations to redesign and replace Southwestern Oregon Community College (SWOCC) signage with a cohesive campus-wide system.

This report was commissioned with the 2020-30 SWOCC Campus Master Facilities Plan. The intent is to provide information to support phased implementation and fundraising.

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Approach

CAMPUS WAYFINDING GOALS & OBJECTIVES

A strong wayfinding sign system is more than pointing people in the right direction. Proper sign placement, consistent messages and appropriate text size are important for clear wayfinding. An intentional use of scale, material, color and typography are equally important as placemaking elements. A successful wayfinding system provides a connection between people and place.

Goals

The following goals were discussed for a new system:

- Raise awareness of the SWOCC Coos campus within the community.
- Create a sense of arrival along Newmark Avenue.
- Communicate that SWOCC is a premier destination offering a quality student, athlete and community experience.
- Unify the campus physical space with a sign family
 - kit-of-parts utilizing common design elements from the updated SWOCC logo and colors.
- Provide clear and simple messaging for the most effective wayfinding comprehension.
- Design for durability and changeability over time.



USER-BASED WAYFINDING PHILOSOPHY

Recognize Wayfinding is More Than Signs

- Integrate signs, transitions, landmarks, views and pathways into a legible system.
- Coordinate system with printed and web maps as well as verbal directions.
- Provide tools to the staff so they can help others.

Support Those Who Maintain The System

- Provide flexibility to accommodate future expansion and program location changes.
- Recognize that the system will suffer or break down completely if the needs of personnel who update and maintain it are not considered.

Support All Types of Users

- Consider primary visitor types: students, employees, visiting athletes, community members.
- Accommodate the purpose of their trip: attending daily classes, employment or attending an occasional event.
- Place emphasis on users who will have wayfinding or orientation challenges.
- Consider special needs users such as people who are disabled and those not fluent in English.
- Create a forgiving system that allows for user error and distractions.

Address Nomenclature

- Prioritize reducing sign content and simple messages.
- Employ consistent nomenclature.
- Create guidelines that work for both users and staff.

Advocate Strong Design

- Simple and visually distinct.
- Strengthen SWOCC identity and raise the profile.

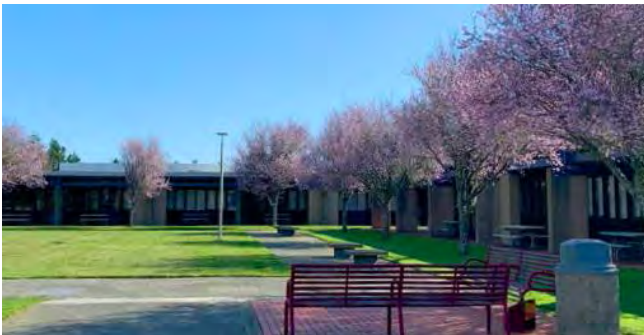
Create a Welcoming Campus

- Provide a sense of arrival.
- Help visitors find key amenities, landmarks and services.
- Provide confirmation and reassurance along routes.
- Enhance safety awareness.

SIGN SYSTEM CHARACTER

The sign system elements should reflect the identity and character of a place without becoming a themed element. SWOCC is a premier community college nestled in a beautiful coastal landscape. A simple, yet distinctive design is needed to provide a unifying element that connects visitors with the school identity without detracting from the natural setting.

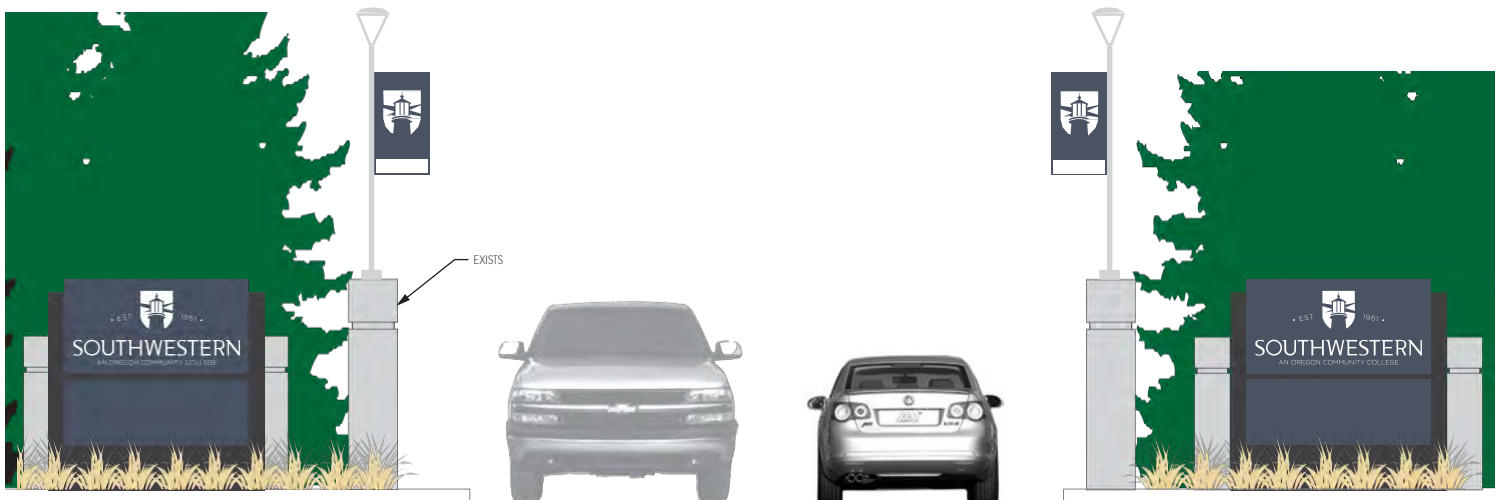
In 2016, SWOCC redesigned the logo and updated branding colors. Incorporating these elements into the wayfinding system will reinforce a sense of community and placemaking.



Sign Family

SIGN FAMILY

The following sign family demonstrates the recommended campus sign types and design approach. The working group favors a design that is simple, classic and timeless in form and employs the brand color for sign panels. The sign support structure is proposed to be a dark neutral color. Internal illumination is planned for campus entry sign text and logos. All other signs are assumed to be non-illuminated.



SIGN TYPE A1, MAIN ENTRANCE
View Northbound on Main Entry Way



SIGN TYPE A2, WEST ENTRANCE
View Eastbound on Newmark Avenue

SIGN TYPE A3, EAST ENTRANCE
View Westbound on Newmark Avenue

Scale: 1/8" = 1'- 0"



SIGN TYPE V1, VEHICULAR
DIRECTIONAL PRIMARY



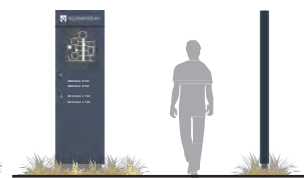
SIGN TYPE V2, VEHICULAR
DIRECTIONAL SECONDARY



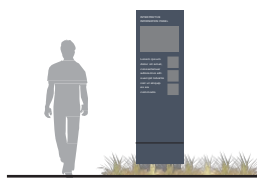
SIGN TYPE V3, VEHICULAR
DIRECTIONAL SERVICE



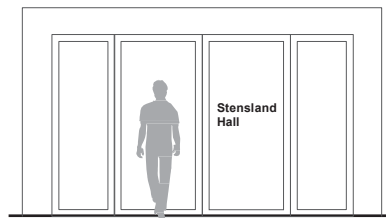
SIGN TYPE P1,
PEDESTRIAN
DIRECTIONAL



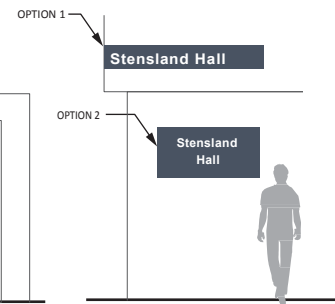
SIGN TYPE P2,
PEDESTRIAN
MAP



SIGN TYPE P5,
PEDESTRIAN
INTERPRETIVE



SIGN TYPE P3,
BUILDING ID AT DOOR



SIGN TYPE P4,
BUILDING ID
SECONDARY

Scale: 1/8" = 1'- 0"

Campus Entrance

SENSE OF ARRIVAL

Three entrances along Newmark Avenue serve as a front door to campus, yet many people speed by without realizing the beautiful campus beyond. These entrances are the most public facing placemaking opportunities in the sign system. They set the tone for the visitor experience and have the potential to create a lasting impression for those passing by.

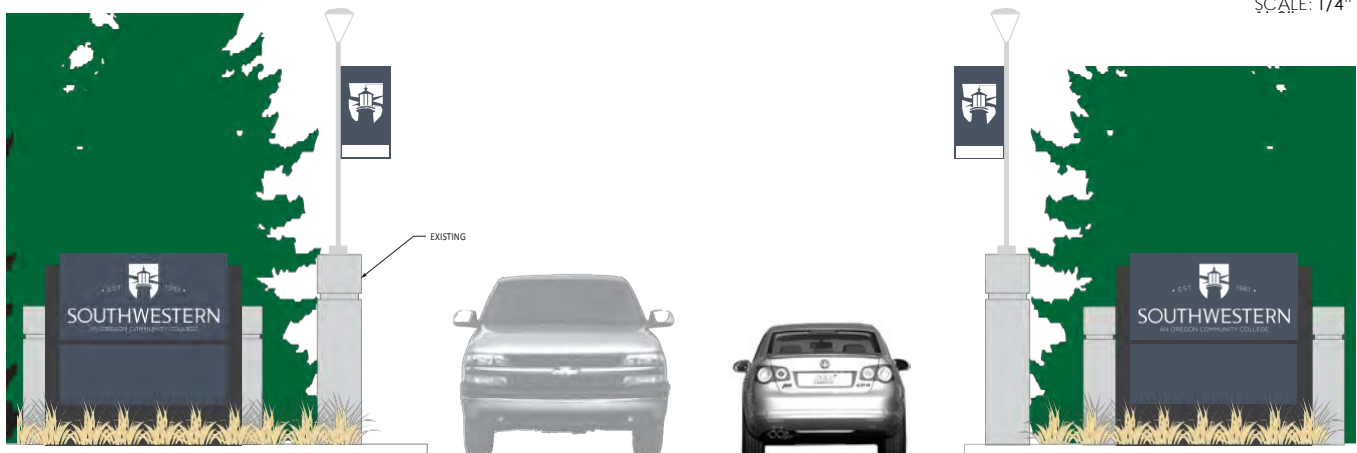
HIERARCHY

Improvements along Newmark Avenue should reflect and reinforce the campus entry hierarchy. New visitors should be directed to the Main Entrance, which is supported by traffic lights at the intersection of Newmark Avenue and Main Entry Way.

A series of concrete pillars currently mark both the east and west side of Main Entry Way. While it is intended that these pillars serve as a gateway to campus, the aging sign materials and eroding landscape is lackluster. Landscape improvements and new gateway signs incorporating the existing concrete pillars are recommended at the main entrance. This entrance should feel grand, sophisticated and intentional. Visitors should be immersed in a sense of arrival and an understanding that SWOCC is a premier destination.

The west and east entrances will be used by those who visit campus frequently. These portals should be designed to support the main entrance by defining the campus edge and announcing SWOCC before visitors reach the main entrance.

SCALE: 1/4" =



SIGN TYPE A1, MAIN ENTRANCE
View Northbound on Main Entry Way



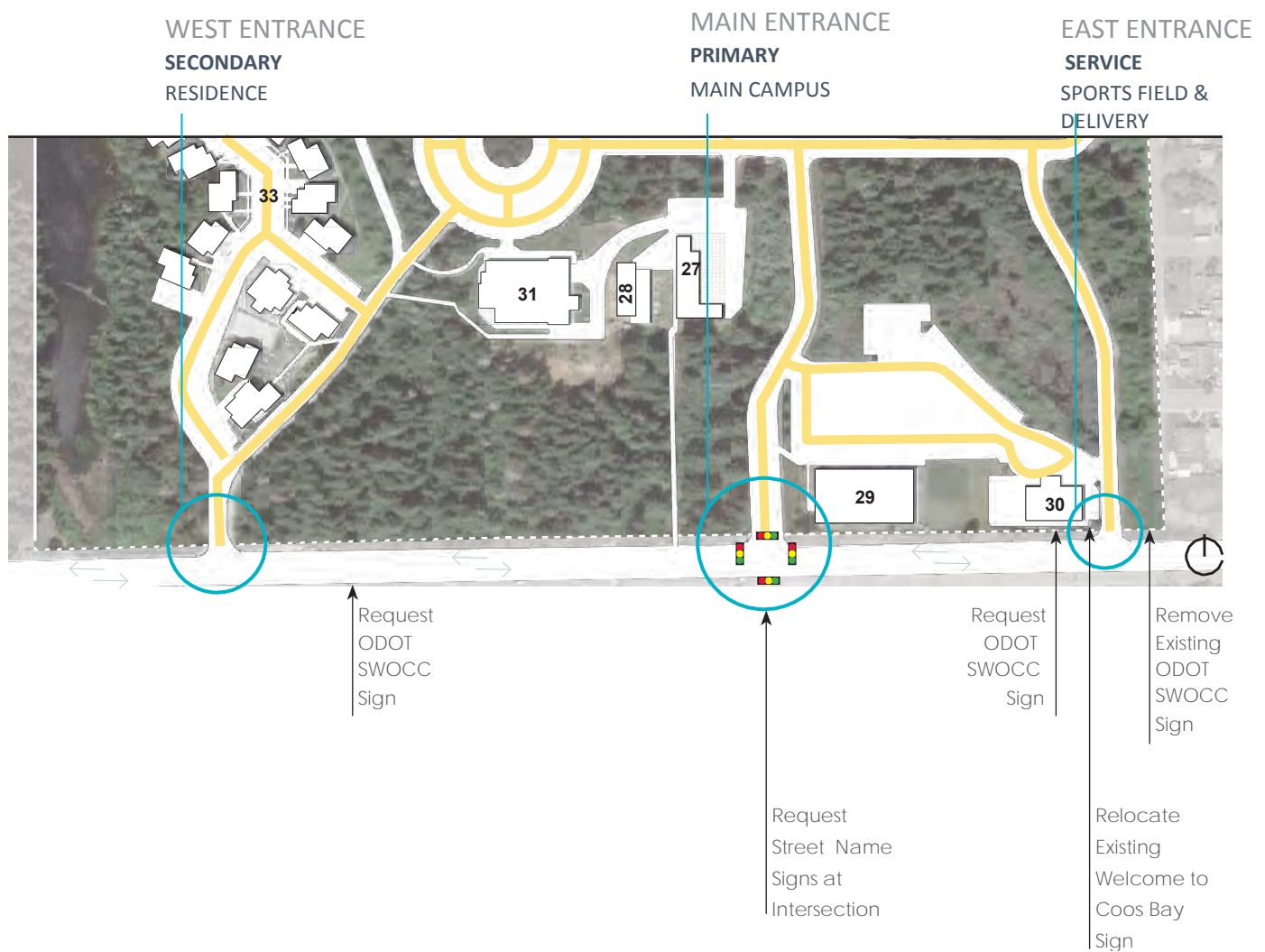
TYPE A2 WEST ENTRANCE - View
Eastbound on Newmark Avenue



TYPE A3 EAST ENTRANCE - View Westbound on Newmark Ave

ODOT COORDINATION

Newmark Avenue is an Oregon Department of Transportation (ODOT) road with existing ODOT signage. Vehicular traffic relies on these signs for directions before arriving to campus. We suggest that SWOCC work with ODOT to add and reposition signage along Newmark Avenue to support the desired campus entry hierarchy.



CAMPUS ENTRY LANDSCAPE IMPROVEMENTS

Evoked the Native Landscape, Foster a Unique Sense of Place

Landscape improvements are recommended at three campus entries using a scaled approach to provide clarity. Utilizing grade change, local and native plant communities, and materials of the place will create a strong relationship between planting and wayfinding.

Connecting the three entrances with landscape improvements along Newmark will further reinforce the extent of the campus. Improvements that reach to the edge of sidewalk or into the right of way should be coordinated with ODOT.

Evergreen Woodland planting will anchor the campus entry improvements in the existing landscape and reinforce view lines, while Coastal Ornamental planting will highlight their locations.



KEY

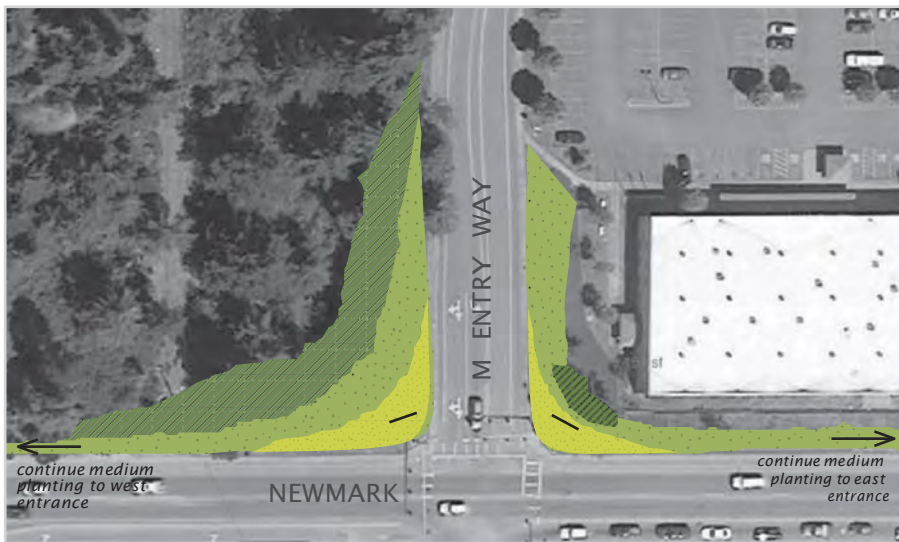
Coastal Ornamental Planting

Low, organized native planting to highlight wayfinding signage.

Evergreen Woodland Planting

Layered, medium height native planting. Vary edge for transition to existing landscape.

Infill with tall conifers, forest type landscape. Where existing, selective removal and replanting.



Main Entry

- Most prominent landscape improvements.
- Create visual weight with scale and ornamental planting.
- Landscape to feature main entry signage and create a prominent gateway and sense of arrival.
- Open viewlines to both directions of traffic



West Entry

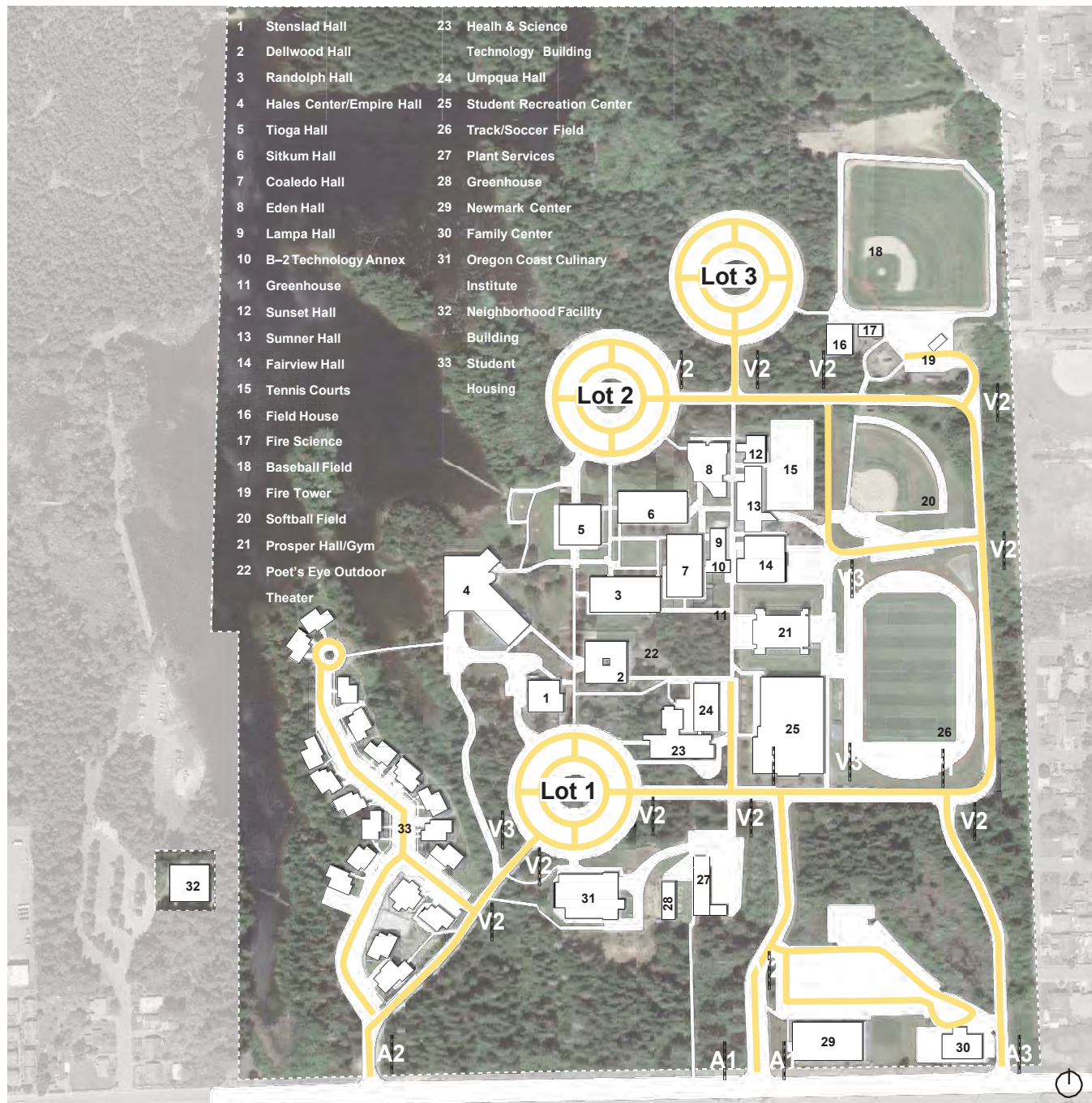
- Sense of home - more intimate
- Vary forest edge to create interest
- Open viewlines to both directions of traffic
- Existing grade requires small walls and plantings for erosion control



East Entry

- Small scale, intentional improvements
- Use vegetation palette established at main entry - same plants at smaller scale

Vehicular Wayfinding





TYPE V1 VEHICULAR
DIRECTIONAL, PRIMARY



TYPE V2 VEHICULAR DIRECTIONAL, SECONDARY



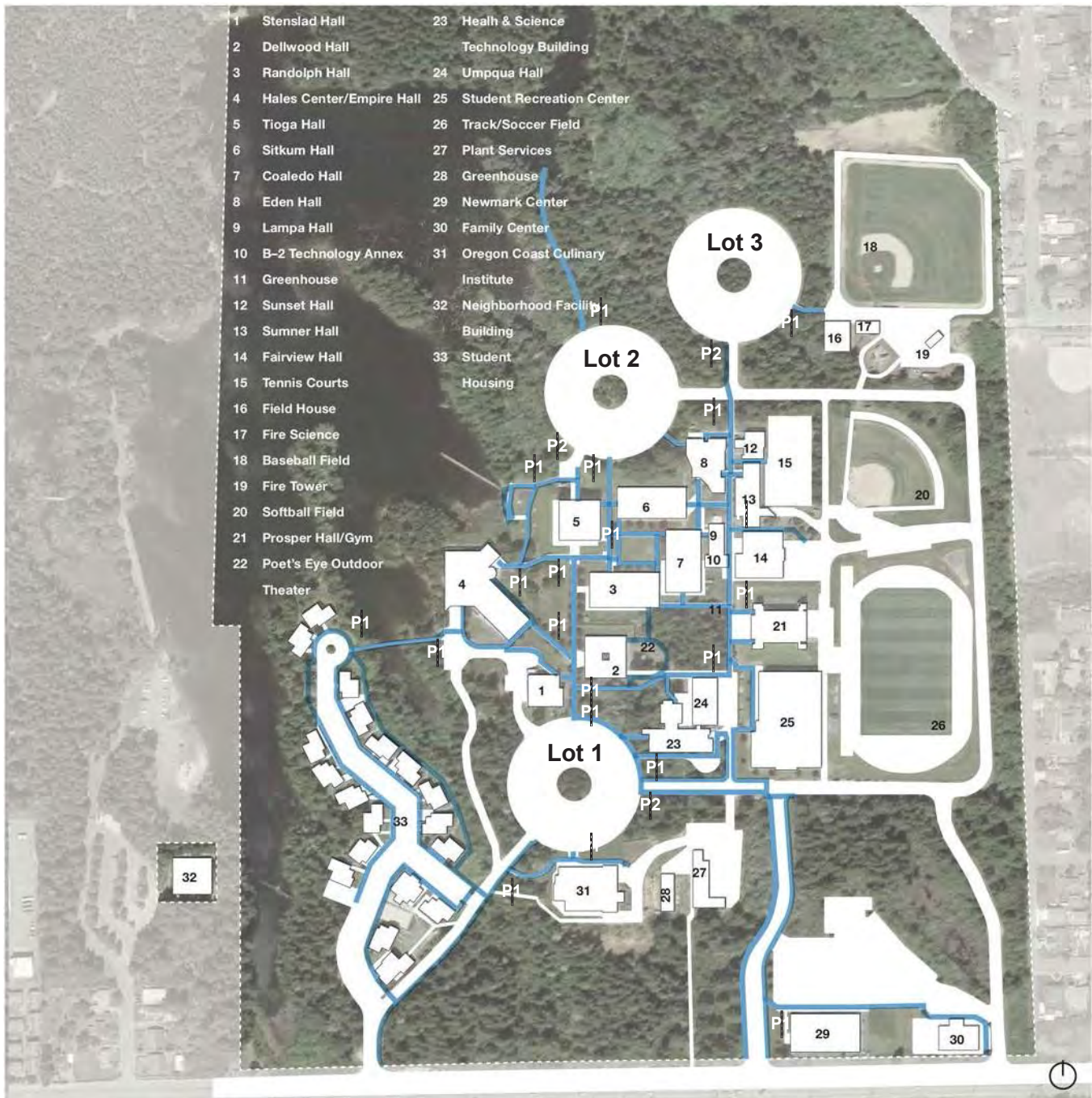
TYPE V3 VEHICULAR DIRECTIONAL, SERVICE

Directional Signs

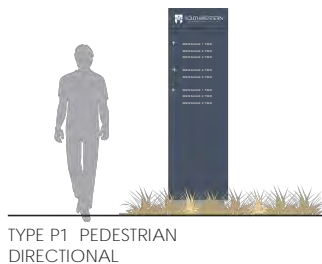
Welcoming and legible vehicular signage is key to making visitors feel comfortable on campus. Messages should be reduced to support “at-a-glance-understanding” and quick decision-making. When reducing messaging, consider which destinations are most useful to visitors while in their vehicle and which information can be deferred to pedestrian wayfinding. For example, directing to parking and campus areas is most important when in a car. Once parked, directing to individual buildings becomes more important.

The wayfinding design should focus attention on the messages without distraction. Prioritize legibility through proper text size and color contrast. Locate signs at decision points throughout campus with Primary directional signs located at the major intersections where College Way meets Main Entry Way and East Entry Way.

Pedestrian Wayfinding



PEDESTRIAN CIRCULATION

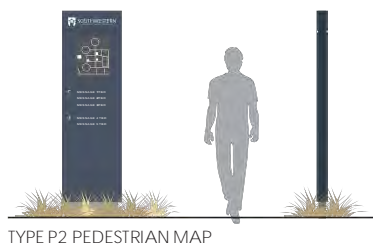


Directional Signs

Pedestrian wayfinding will be most important to new students becoming acquainted with campus and first-time visitors looking for a specific building. The SWOCC campus is intimate and walkable. In a short amount of time, new students will become familiar with campus layout and feel at home. Visiting community members and athletes attending events will rely on directional signs.

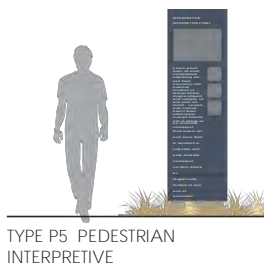
Locate signs at major decision points without overpopulating pathways. Signs do not need to mark every route. Indicating only a few designated routes provides ample wayfinding, preserves the beautiful setting and maintains views for much needed brain-breaks between classes.

Sign messages should be coordinated with Building Identity signs, maps, online information and student registration. Using consistent nomenclature will reduce confusion for users.



Maps

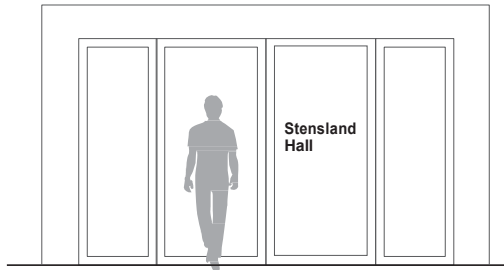
Maps can be included at key campus entry points, such as near parking lots. Because vehicles have limited access to central campus, visitors may not understand campus layout without assistance of a map. Access to aerial views and maps through handheld devices is more common for today's visitors. SWOCC may want to consider how often a map needs updating as well as the technology status of projected visitors. If a map sign will require too much updating, perhaps a QR code could direct visitors to an online wayfinding map. Design should be simple, clear, high contrast and include easy-to-understand symbols and labels.



Interpretive Panels

The historical, cultural and ecological significance of the SWOCC campus and community can be shared with students and visitors through a series of storytelling panels. For a historic building, locate the interpretive sign along the pedestrian circulation near the main building entrance. Locations for other topics should be selected to be near relevant landmarks and to avoid sign congestion.

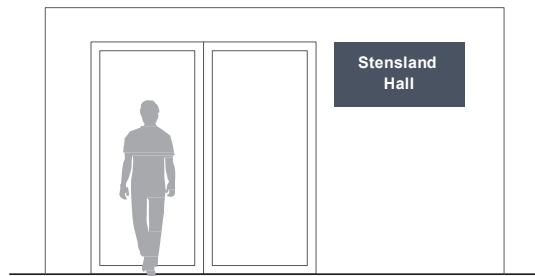
A committee should be established to define and prioritize interpretive topics, location planning and content standards. These signs may be implemented over time. By establishing content standards, the visitor experience will feel cohesive as new panels are added.



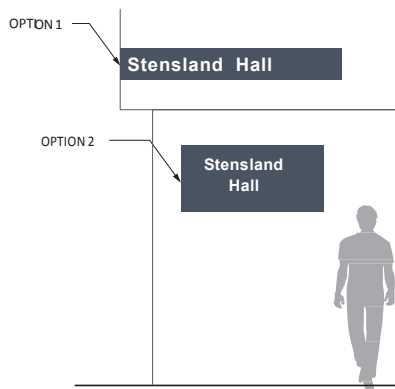
TYPE P3 BUILDING ID,
AT DOOR

Building Identity

Pathways crisscross campus, winding behind and around buildings. Often, buildings are approached from the side or back. For this reason, two Building Identity signs are provided in the sign system. The Primary building ID is located near the building entrance as confirmation before entering. Secondary building IDs are located on each side of the building to provide navigation from all directions.



TYPE P3 BUILDING ID, AT DOOR [OPTION 2]



TYPE P4 BUILDING ID, SECONDARY

Next Steps

When SWOCC is ready to proceed with implementation of a new sign program, the design and sign programming should be completed before hiring a fabricator.

Design Development

During Design Development, the design team will build upon the work completed to date. With an understanding of the available project funds, a phased approach to design and install will be agreed upon. The design team will work with SWOCC to establish key destinations and a nomenclature policy. Preliminary sign location plans and message schedules will be developed based on this work.

The selected sign design will be further developed to include fabrication and installation details for each sign type, typography studies, sign layouts, colors and materials. Full-size prints should be tested on campus to ensure appropriate scale and messaging. Sign types not identified in this report may be added at this time, such as informational and regulatory signage.

Construction Documents

Upon approval of the Design Development documents, the design team will make necessary adjustments and update the sign schedules, sign location plans, fabrication details and technical specifications. The design team will assist with bidding by providing a list of qualified fabricators, answering bid questions and reviewing submitted bids.

Construction Observation

During the construction period, the designers will assist with requests for information, prepare digital art files for sign layouts, review submittals, conduct site inspections and prepare a report of our findings.

Prior to Implementation

It is understood that SWOCC will be fundraising and prioritizing projects. While the wayfinding project is waiting to be funded, it is a good time to better understand the needs of its users. SWOCC may want to form a working group that identifies the top five visitor types and establish a series of interview questions to better understand their wayfinding challenges and needs. This survey could be done through an online questionnaire, such as Survey Monkey, or an in-person interview and shadowing to observe patterns and tendencies. The design team can provide a list of questions to be administered by SWOCC staff or a student group. Any information learned through this process should be summarized and shared with the design team.

Budget Allocation

The estimated design and fabrication budget included on the following page is based on project pricing in the Northwest in the past three years. The implementation date, scope of work, selected design direction and current economic climate will influence the actual cost.

CAMPUS SIGNAGE

DESIGN

Phase 1 - Main Entry Signage	\$10,000
Phase 2 - Interpretive (1 panel)	\$5,000
Phase 3 - East/West Entrance	\$5,000
Phase 4 - Vehicular Wayfinding	\$15,000
Phase 4 - Pedestrian Wayfinding	\$10,000

DESIGN SUBTOTAL	\$45,000
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*Fee includes sign structure design and layout design for one sign with the assumption that text/images are provided by SWOCC. For text writing and image acquisition add \$2,500 per panel. Additional signs \$2,000 per location.

CONSTRUCTION

SIGN TYPE A - Campus Entry	UNIT	QTY	EXTENDED
A1 Main Entrance	\$35,000	2	\$70,000
A2/A3 East/West Entrance	\$30,000	2	\$60,000

SIGN TYPE V - Vehicular Wayfinding

V1 Primary Directional	\$12,000	2	\$24,000
V2 Secondary Directional	\$10,000	12	\$120,000
V3 Service Road	\$700	3	\$2,100

SIGN TYPE P - Pedestrian Wayfinding

P1 Directional	\$6,000	20	\$120,000
P2 Campus Map	\$6,000	3	\$18,000
P3 Building Identity, Major	\$2,000	24	\$48,000
P4 Building Identity, Minor	\$700	100	\$70,00
P5 Interpretive	\$6,000	5	\$30,000

SUBTOTAL			\$562,100
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CONTINGENCY / MARK-UP

Design Contingency	10%	\$56,210
Construction Contingency	10%	\$56,210
Construction Supervision	7%	\$39,347
General Requirements	8%	\$44,968
Bonds/Insurance	2%	\$11,242

SUBTOTAL	\$207,977
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ESTIMATED TOTAL \$818,077**

** Stated in 2020 dollars. Assume annual escalation.

ENTRANCELANDSCAPE

DESIGN

Design Development	\$12,000
Contract Documents	\$10,000
Construction Observation	\$10,000
DESIGN SUBTOTAL	\$32,000

CONSTRUCTION

LOCATION / TYPE	AREA	S/SF	COST	NOTES
Main Entry				
Coastal Ornamental planting	2,815	\$9	\$25,335	18" depth imported soil, 1-5 gallon shrubs, irrigation
Evergreen Woodland Transition	13,415	\$9	\$120,735	18" depth imported soil, 1-5 gallon shrubs, irrigation
Evergreen Woodland Forest	7,760	\$5	\$38,800	Evergreen trees at +/- 10-15' oc, drip irrigation
	23,990		\$184,870	
West Entry				
Coastal Ornamental planting	1,070	\$9	\$9,630	18" depth imported soil, 1-5 gallon shrubs, irrigation @
Evergreen Woodland Transition	5,900	\$9	\$53,100	18" depth imported soil, 1-5 gallon shrubs, irrigation @
Evergreen Woodland Forest	2,840	\$5	\$14,200	Evergreen trees at +/- 10-15' oc, drip irrigation
	9,810		\$76,930	
East Entry				
Coastal Ornamental planting	2,330	\$9	\$20,970	18" depth imported soil, 1-5 gallon shrubs, irrigation
Evergreen Woodland	7,975	\$9	\$71,775	18" depth imported soil, 1-5 gallon shrubs, irrigation
Evergreen Woodland Forest	0	\$5	\$0	Evergreen trees at +/- 10-15' oc, drip irrigation
	10,305		\$92,745	
SUBTOTAL	44,105		\$354,545	AVERAGE S/SF = \$8.04

CONTINGENCY / MARK-UP

Design Contingency	10%	\$35,454
Construction Contingency	10%	\$35,454
Construction Supervision	7%	\$24,818
General Requirements	8%	\$28,363
Bonds/Insurance	2%	\$7,090
SUBTOTAL		\$131,179

ESTIMATED TOTAL **\$517,724****

** Stated in 2020 dollars. Assume annual escalation.

Appendix

Existing Sign Inventory



Figure 19. **Wayfinding** & Signage Improvements

Existing Buildings
New Monument Sign/Render Board
New Directional Signage

The average life of a sign system is 10 to 15 years. Over time, materials fail, branding changes, programs move locations and new construction calls for new circulation routes. The following pages document the existing signage system that is due to be replaced.

MONUMENT/ENTRY



WEST



MAIN WEST



MAIN EAST



EAST

DIRECTIONAL





BUILDING IDENTITY





MAP

