

UNIVERSITY OF TENNESSEE at CHATTANOOGA

CAMPUS-WIDE WAYFINDING MASTER PLAN



The Subject of Wayfinding

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This document is to identify a means by which the University of Tennessee Chattanooga campus staff can implement a campus-wide program of wayfinding signage and graphics. Wayfinding is defined here as “all the things that help you arrive at the place you want to be.” This includes written or spoken directions, vistas and panoramas, architecture, landscape - and signs.

The document addresses specifically the signs and graphics that, once completed, will provide the wayfinding information required to travel to, across and throughout the campus.

Signs will greet the arriving motorist on the off-site roadways, confirming the direction to the campus itself. Once on the campus roadways, the program will provide direction “past” destination buildings to correct parking areas. Once out of their auto, signs will “pick up” the pedestrians and direct them to their destinations. Finally, arriving at the building entrances, and within the building interiors, signs will identify specifics of the functions/services, as well as provide identification of destinations within.

Sign architecture along with the graphics displayed will be scaled for reading at the level encountered. Maps will be employed on pedestrian elements, though directional information will primarily be in written form with supporting arrowforms.

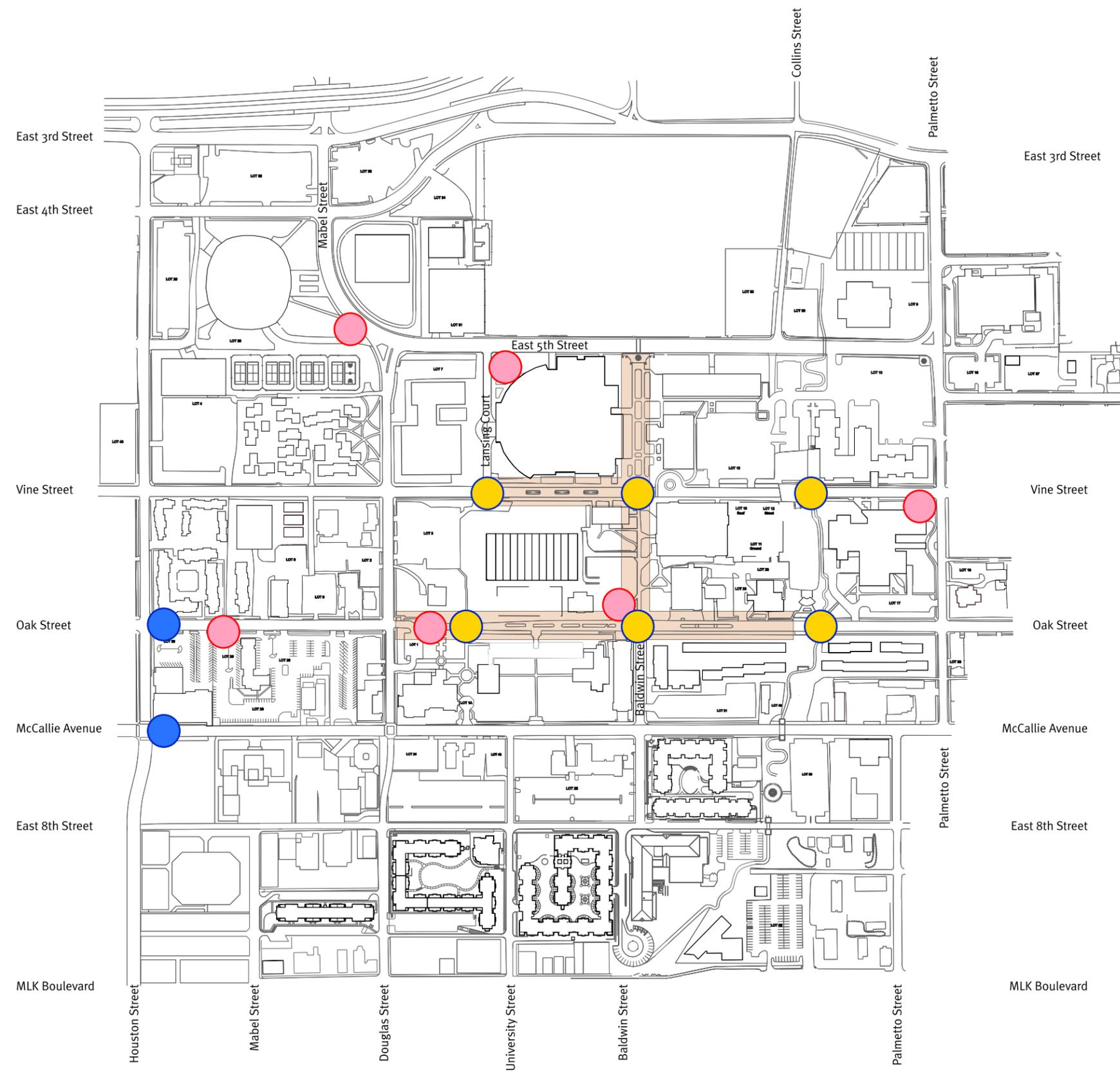
As with the consistent use of written nomenclature, the use of color will be uniform across the program. In addition, a common typography, arrowform, graphic layout, and pictograms will be employed in the visual communication.

Graphic layouts, the visual assembly of written words and their supporting arrows and pictograms, are implied by the illustrations contained here. However, implementation documentation should detail, in addition to materials and sizes, letterforms, “leading”, kerning and legend justification. Also included should be arrowform sizes, based on the typography sizes, and artwork associated with any pictogram usage/placement.

The larger sign element documents must, as part of the implementation process, display the signature of a Registered Professional Engineer, licensed to practice in the state of Tennessee.

The graphic guidelines contained in this plan, approved and adopted by the University of Tennessee Chattanooga, should be followed so that the totally implemented program of signs will be of the most value to the “user.”

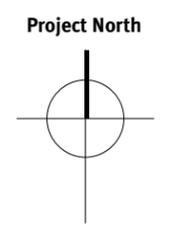
**UTC
Committee
Identified
Sign
Locations**



Fortwood Street

-  Campus Map | You Are Here | Pedestrian
-  Campus Entry | Vehicular
-  Sign Post | "Corner Markers" | Pedestrian
-  Pedestrian Traffic Only Pathway

Prior to the commencement of this work, a committee made up of UTC staff and faculty developed a preliminary wayfinding program of sign elements. These signs are described above and located/shown to the left.



**Existing
“New”
Signage
Elements**

Existing “New” Signage Elements

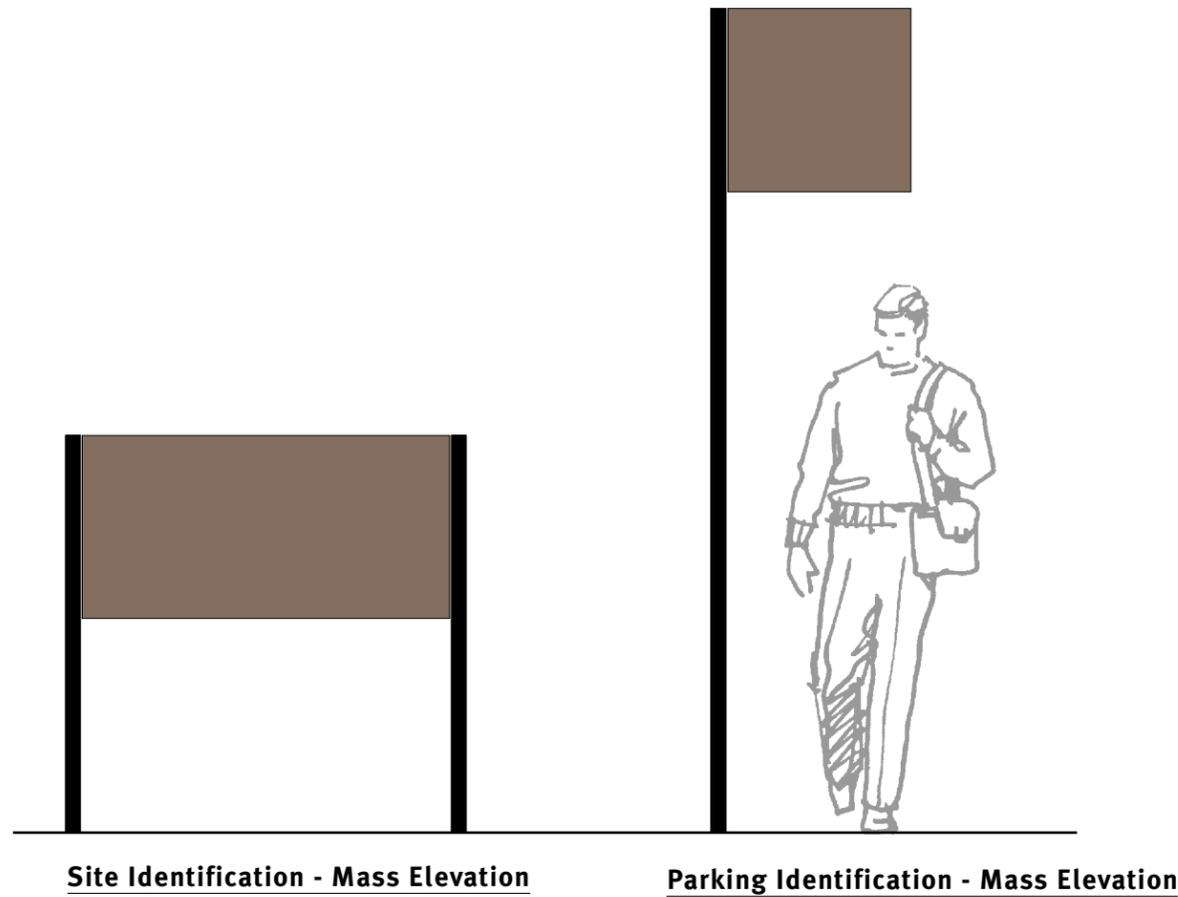
The signs shown to the left are elements identified in the *Site Design Guidelines /Campus Improvements* document. Several years old, and originally white with blue and yellow stripes, they have been partially updated with a new color/layout across the campus, and address primarily the Site Identification of buildings/facilities along with the surface Parking Lots and Structure.

Modular in design and product, they each are painted fabricated aluminum panels, with surface installed Pressure Sensitive Vinyl (PSV) legends and graphics. The new signs are black in color (both panel and structure) with white legends and colored graphics (Parking) indicating lot usage and permitting.

The Site Building Sign panel is 24" x 48" with 32" clear above finished grade. The vertical elements are 2" x 3"; the 2" dimension part of the elevation.

The Parking Identification Sign panel is 24" x 24" with 7' - 0" clear above finished grade. The vertical element is 2" square.

Because of the black color and the sun generated heat-gain associated with it, there is evidence of finish “chalking”, graphic “peeling”, as well as component separation at the join-points. In addition, the connection flange to the footings/slabs, display “un-dressed” all-threads of a variety of lengths; most are rusty and “weeping” across the flange. Finally, the vertical post for the Parking Identification Sign are undersized, and easily bent when struck; several have been hit and are now out-of-plumb.



Site Identification - Mass Elevation

Parking Identification - Mass Elevation



Former Site Identification

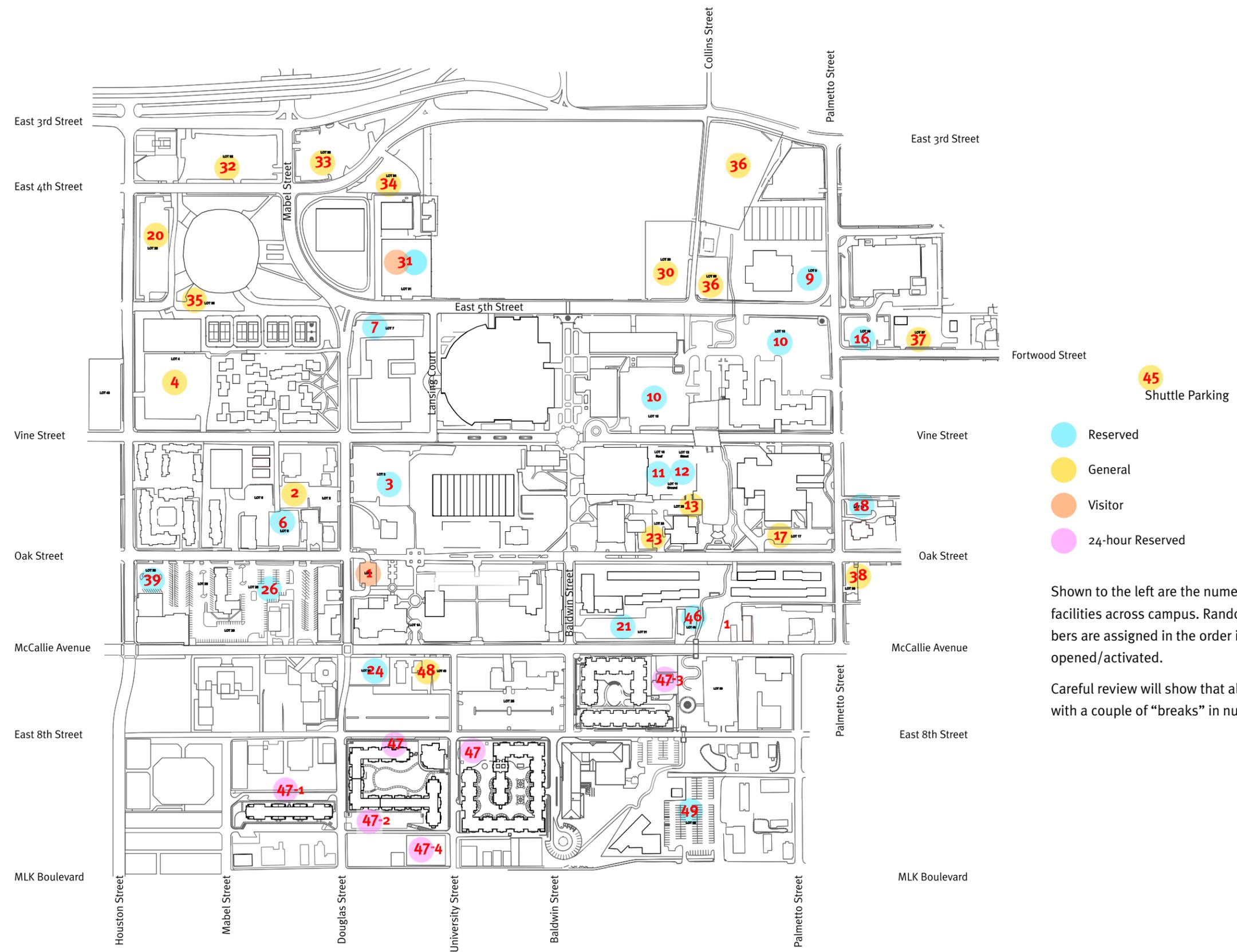


Remarked Parking Identification



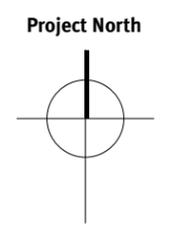
Remarked Site Identification

Existing Campus Parking Addresses

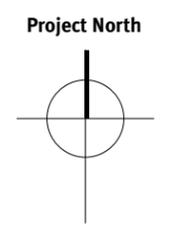


Shown to the left are the numeric “addresses” of the parking facilities across campus. Random in organization, the numbers are assigned in the order in which the lot is opened/activated.

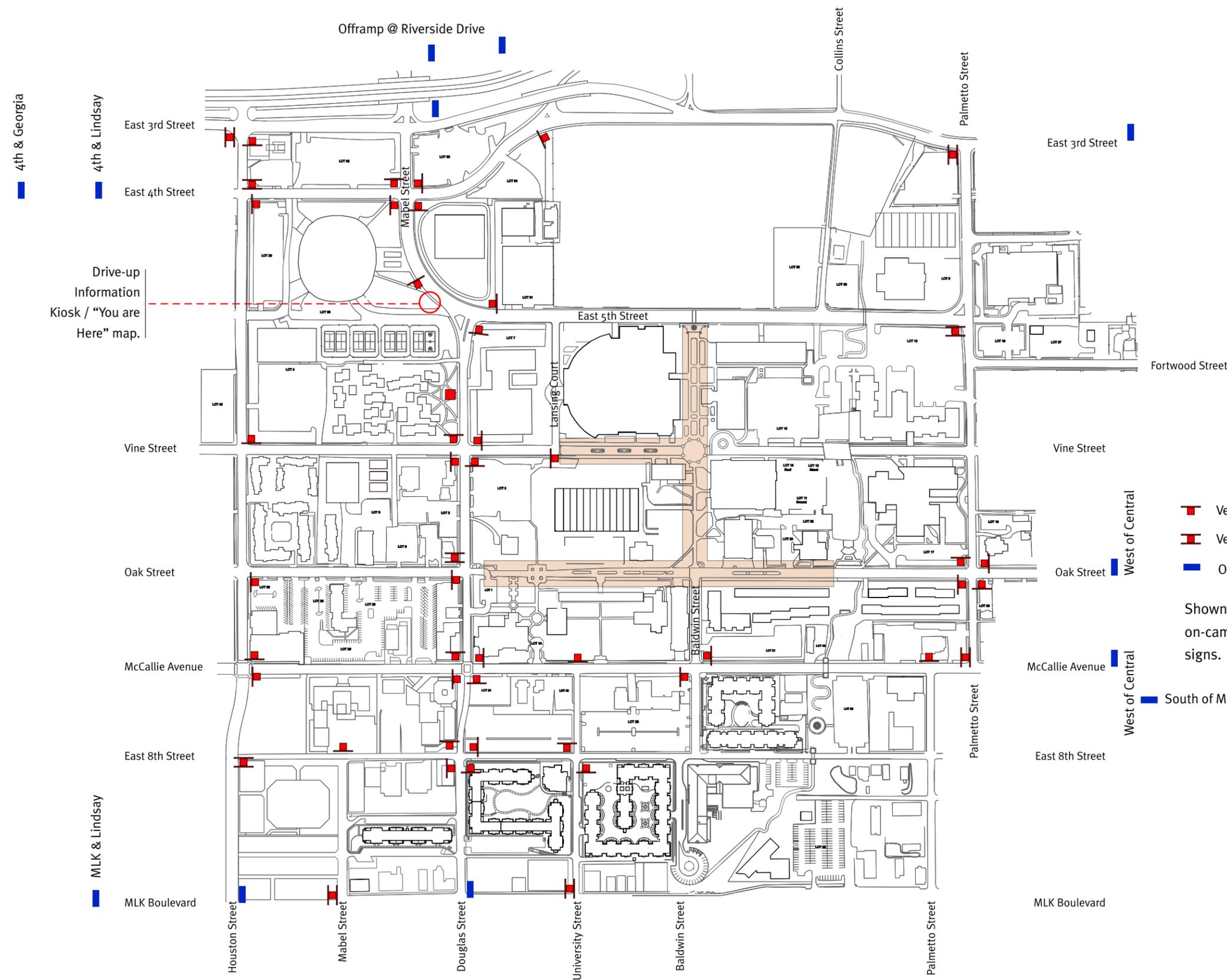
Careful review will show that all numbers are not represented, with a couple of “breaks” in numeric order.



Proposed Campus Parking Addresses



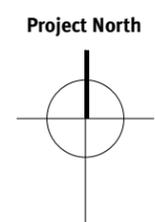
Proposed Vehicular Wayfinding Signage



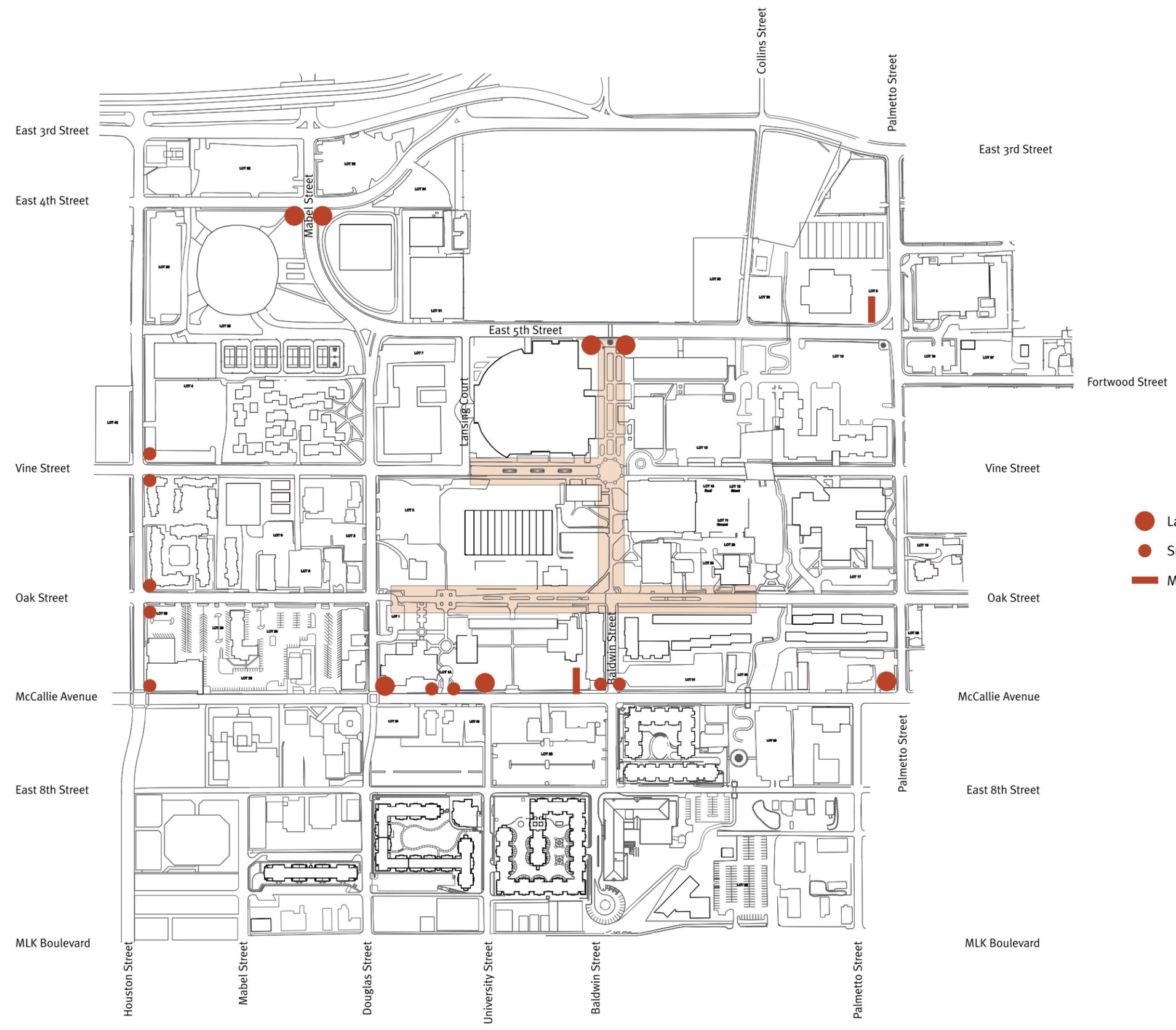
- Vehicular wayfinding sign / single panel
- Vehicular wayfinding sign / double panel
- Off-site guide-sign.

Shown on this drawing are locations for two (2) sign types, on-campus vehicular directional signs and off-site guide-signs.

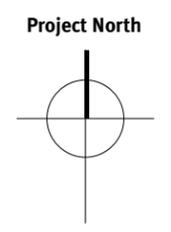
West of Central
West of Central
South of McCallie on Central



Proposed Entry Features



- Large Masonry Element
- Small Masonry Element
- Metal Entrance Sign





Off-site Guidesign

As off-site representatives of the UTC campus, these 24" x 36" sign panels provide guidesign direction to the “edges” of the campus roadway system. Installed on existing utility poles along the identified roadways leading to the entrance roadways, these panels will have a reflective face and legends.

They will be installed oriented to the right of the drive-lanes at a height above the finished surface of 8' - 0" to the bottom of the panel.

Signs will be installed no closer than 1/8 mile, and “up-stream” at all places where the incoming pathway changes direction.

UNIVERSITY OF
T E N N E S S E E
C H A T T A N O O G A

CAMPUS-WIDE
WAYFINDING
MASTER PLAN

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**Off-site
Guidesign**

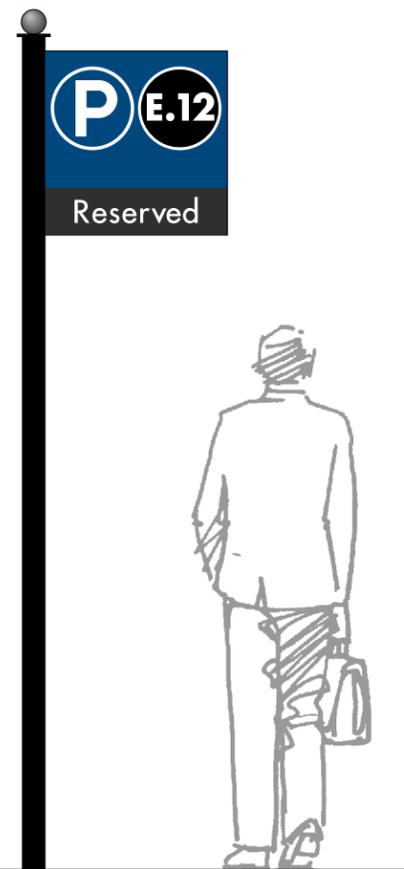


Vehicular Directional Signs

The vehicular scaled directional sign has an aggregate dimension of 56" x 48" with a clearance above adjacent finished grade of 9' - 0". The sign panel itself has an elevation reminiscent of a "banner", with the University "crest" at the lowest "pennant" end of the assembled panel.

To allow for changeability, the signs for the display of legends are individual "slats" - 8" x 48" - with surface installed reflective PSV legends and/or graphics.

The vertical structure is a 6" x 6" painted aluminum column with a 1" x 8" x 8" capital and 6" painted sphere. The visible upper 2" x 2" horizontal arm is a faux hanging arm, though it is the upper-most part of a welded, painted aluminum support system with "blind" mechanical connections to the sign panels.

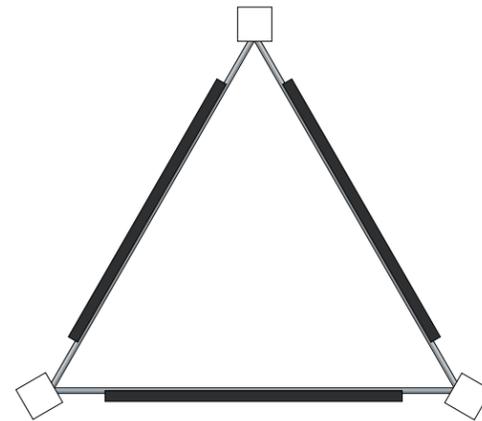


Parking Lot Identification Signs

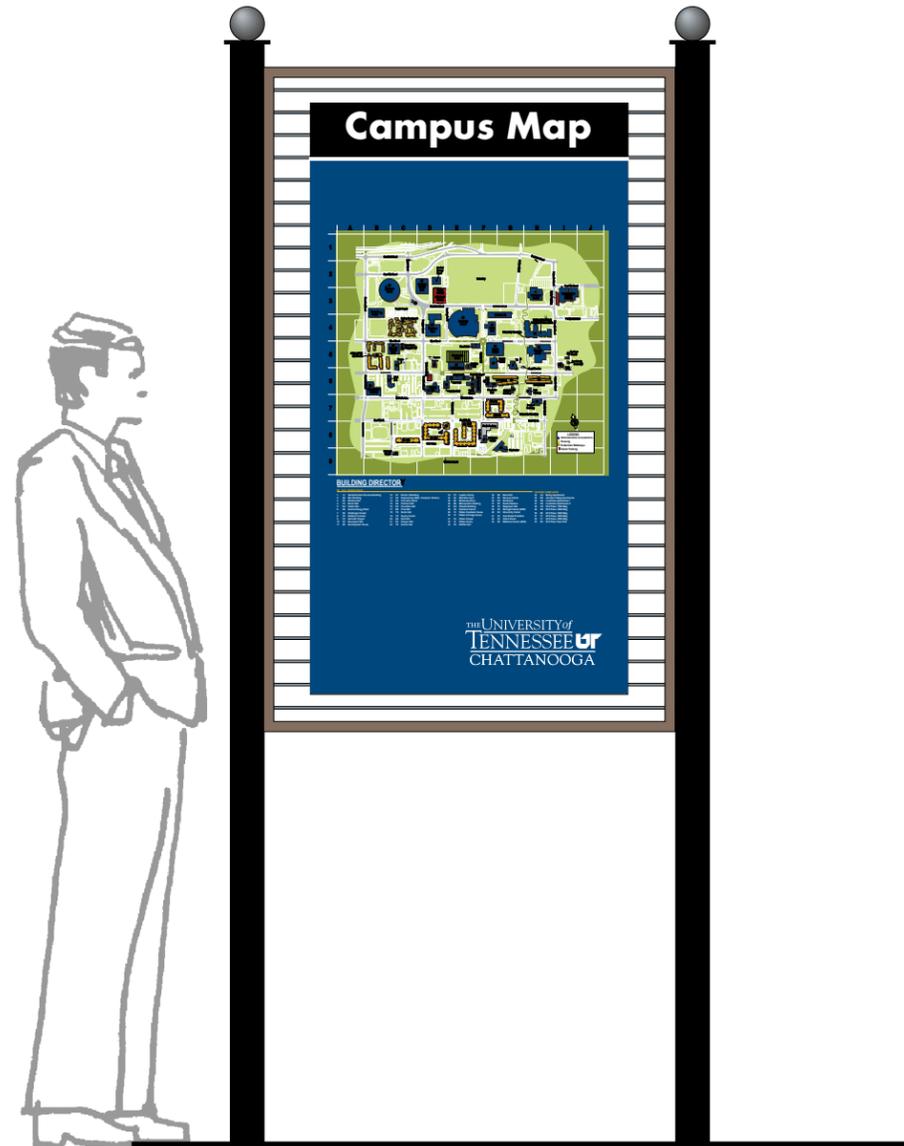
Parking lots - Reserved, General and Visitor - are “sprinkled” across the UTC campus in a fairly random manner. They are numbered, and in some instances display the accessible symbol where these spaces exist. In addition, to address the “tenderness” of the existing installation post, the vertical support post has been increased to 3" x 3".

The parking lot identification panels shown at the left are uniform in the following way:

- Each panel is shown with an 24" x 24" dimension.
- Target disks are 10" o.d., typical both faces, with surface reflective PSV.
- The graphic band, color-keyed to the lot type, has a vertical dimension of 6" with the 4" surface PSV legend centered horizontally and vertically. Where required, the accessible pictogram has a vertical dimension of 5" and appears to the right of the identification legend, as shown.
- Each street panel is shown with a 7' - 0" clear dimension to the panel bottom.



Plan - Pedestrian Information Kiosk



Pedestrian Information Kiosk

Given the wide range of destinations, along with the need to walk to places across the campus, a pedestrian element needs to be included in the program. As shown to the left, this sign type reflects the other site signs architecturally and becomes a “place” where people can go to get a wide range of information. As three-side kiosk with a combination of panels, the types of information can include the following:

- Wayfinding information of a more global nature, to include maps with pathways delineated and walking times shown.
- Information of a general and/or historic nature, with protected photographs and descriptive copy that celebrates certain historic areas and buildings across the campus.
- A porcelain-enamel panel to allow for the taped posting of student generated information, generally referred to as “scofflaw.” The finish of this panel will allow for the removal of outdated material without harming the finish or the panel.

The vertical supports are 3" x 3" and a capital sphere has been included to echo the other sign elements. The horizontal rods are mirror-polished stainless-steel, with mechanical connections to the painted fabricated “pan” panels. Each panel is to have the UTC word-mark and the UT logo image, as shown.

Pedestrian Directional Sign

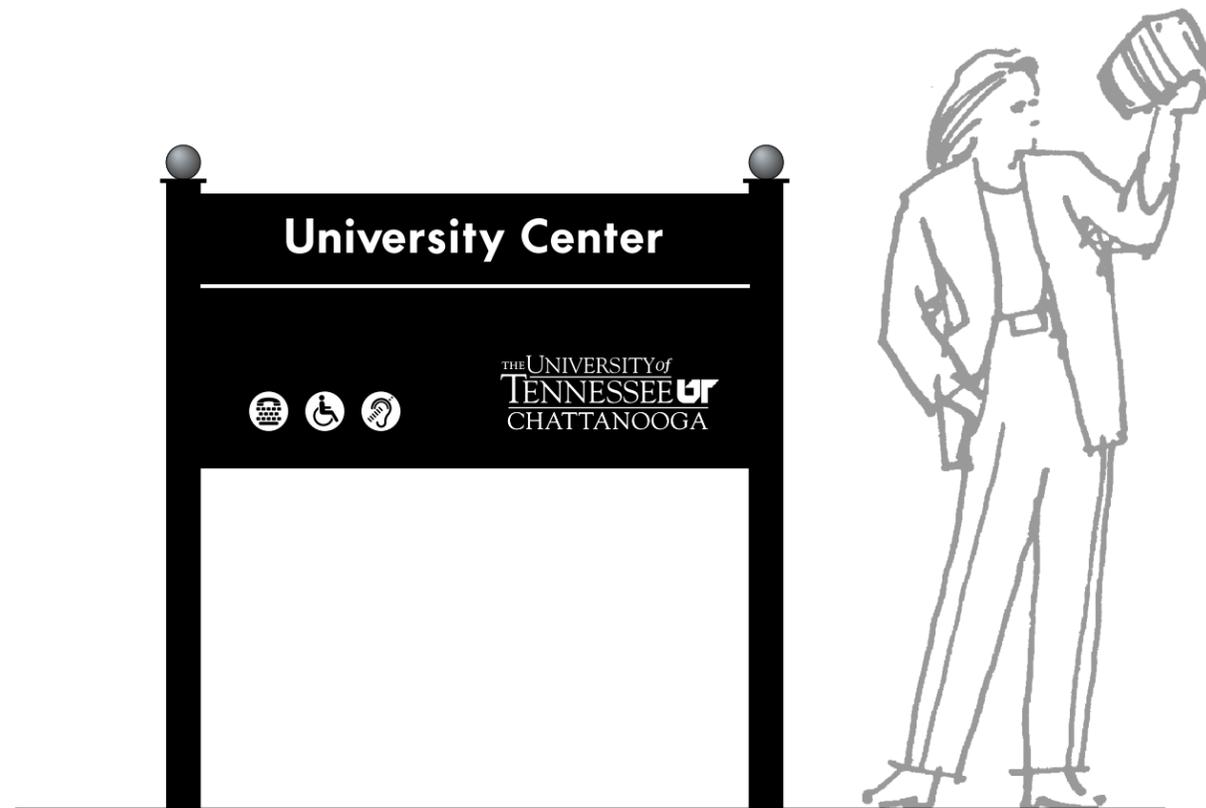
Pedestrian Directional Sign

The pedestrian scaled directional sign has an aggregate dimension of 28" x 24" with a clearance above adjacent finished grade of 3' - 0". The sign panel itself has an elevation reminiscent of a "banner", with the University "crest" at the lowest "pennant" end of the assembled panel.

To allow for changeability, the signs for the display of legends are individual "slats" - 3" x 24" - with surface installed non-reflective PSV legends and/or graphics.

The vertical structure is a 3" x 3" painted aluminum column with a .75" x 5" x 5" capital and 3" painted sphere. The visible upper 1" x 1" horizontal arm is a faux hanging arm, though it is the upper-most part of a welded, painted aluminum support system with "blind" mechanical connections to the sign panels.





Site / Function Identification Sign

Buildings are to be identified with signs at the entrance to each. Similar to those that exist, the panels - remaining at 48" x 24" - have been raised to 54 inches above finished grade to the panel top, the vertical posts have been increased to 3" x 3", a capital sphere has been added, and the graphics have been modified.

The graphics will have a graphic-panel presentation in black. The name of the facility presented in Futura Demi as reflective letterforms in the upper panel. The panel rear is to be black. The lower panel will display the UTC word-mark with the UT logo image as shown. There are to be no sub-listing of internal functions, naming or other information displayed. The only deviation from this is where a pictogram identifying specific accessible functions is required by the *Americans with Disabilities Act*.

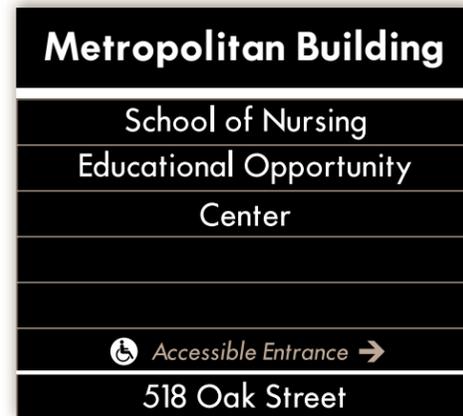
UNIVERSITY OF
TENNESSEE
CHATTANOOGA

CAMPUS-WIDE
WAYFINDING
MASTER PLAN

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**Site/
Function
Identification
Sign**

▲
Installed at exactly
72" above finished
surface...



Wall Mounted Building Identification

For some situations, a wall mounted building entrance sign element, reflecting the graphics of the Site Identification Sign may be installed to the right of the doorway at the height shown to the left.

The sign will display the name of the building as well as the street address of the building. In addition, the departments and/or functions within will be identified on “changeable” slats.

The slat dimensions are as follows:

- Headline slat - 6" x 30" w/ black background
- Function slat - 3" x 30" w/ black background
- Address slat - 3" x 30" w/ black background

Sign shall be designed so that there are vertical “rails” for the attachment of slats and sign to the building, so that there can be less function slats than shown, as well as more slats than shown.

In those instances where the entrance is non-accessible, a slat shall be provided with the accessible pictogram, directional legend and a project standard arrowform indicating the direction to an accessible entrance.

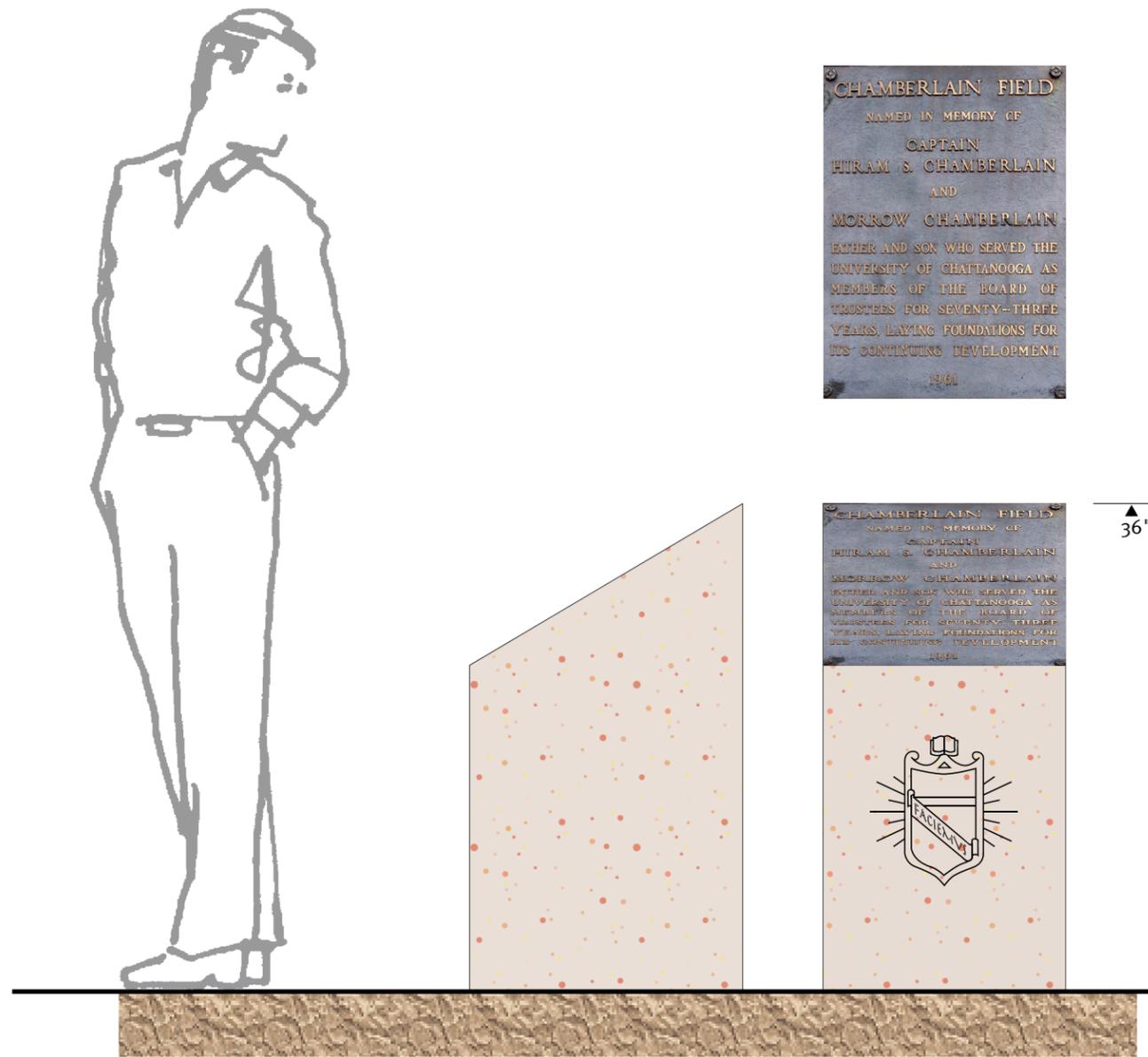
**Historic
and/or
Landscape
Marker**

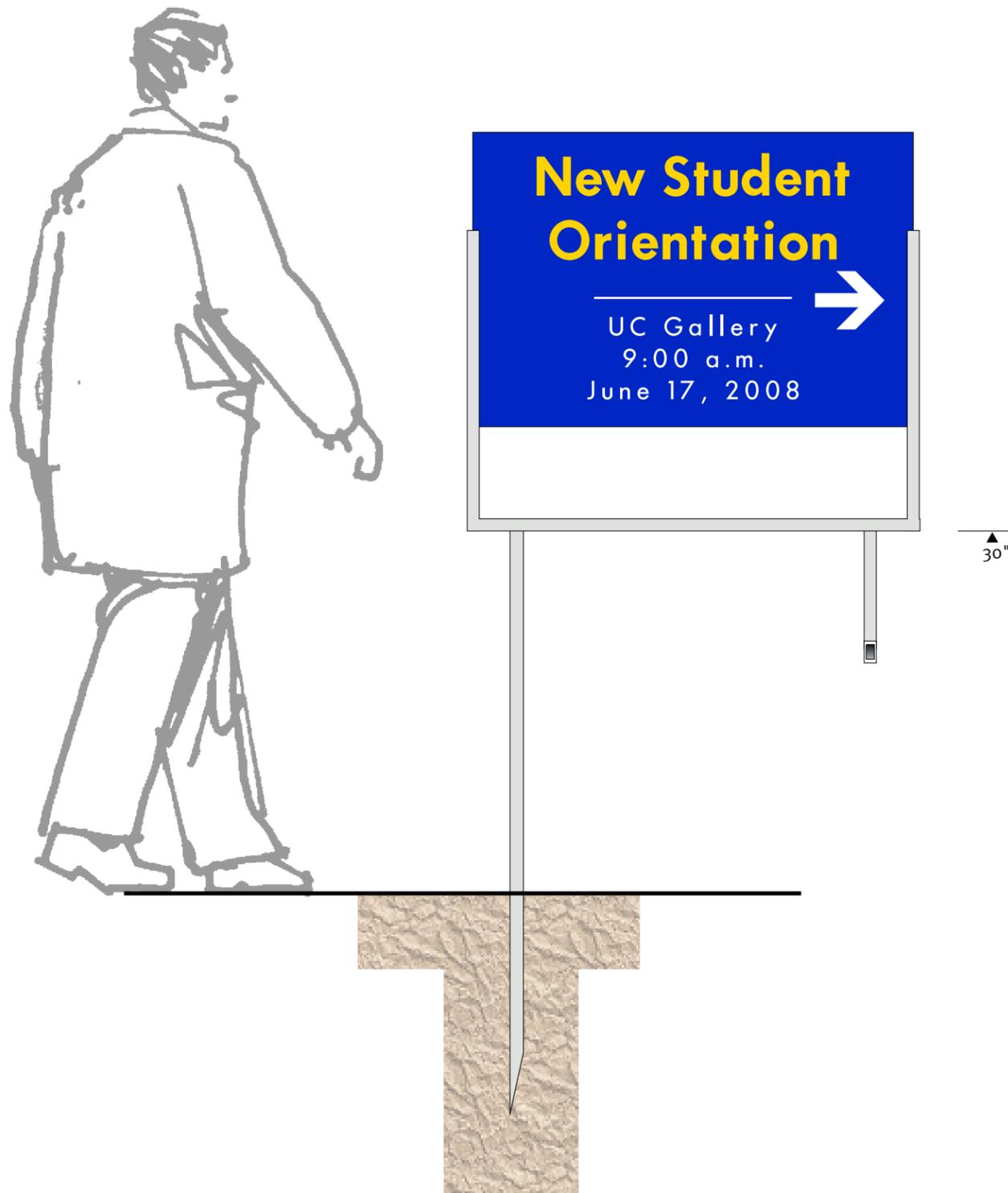
Historic and/or Landscape Marker

This sign type is to identify and describe historic places or sites across the UTC campus.

The panel is to be of various sizes, and of cast bronze and/or aluminium. There is to be mechanical connection between information/historic panel and stone column.

Vertical column is to be solid stone; installed directly onto concrete footing. UTC crest graphic is to be incised into the face of the stone as shown.



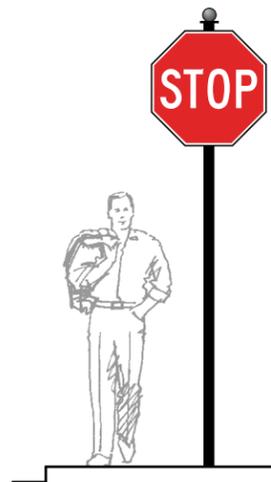
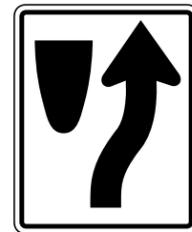
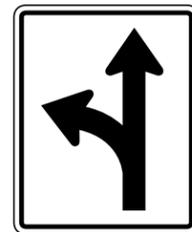
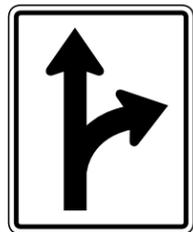


Temporary Event Signs

There are times throughout the year when temporary sign elements are necessary to identify special events or provide direction to locations.

Temporary signs are to be 24" x 36" x 1/4" painted Rigid Foam (Sintra) panels with either surface installed PSV graphics and legends, or full-size sheet vinyl with imagery printed from e-files.

The sign structure is painted, welded angle and tube. The angle frame is inward facing, with mitered corners. The vertical parts, welded to the angle frame structure, are tubular section, with a "pointed" end to allow for driving into the landscape/turf surface.



Vehicular Regulatory Signs

Regulatory signs on public roadways are a standardized vocabulary of graphics developed and identified by the Federal Highway Administration in a published document; the Millennium Edition (December 2000), Part 2, Signs, of the federal *Manual on Uniform Traffic Control Devices*. This document, either with new covers or referenced in total, is adopted by state departments of transportation along with municipal traffic departments nation-wide. In Tennessee, this document has been adopted by TDoT (the Tennessee Department of Transportation) as well.

The intent in showing the elements at the left are to signal the preferred usage across the campus roadway system. Rather than the horizontal "one way" sign, shown left (crossed out), the preference is for the more vertical and/or square panels shown. Other messages are shown in a similar vertical vocabulary; the intent to unify the presentation of these very necessary messages.

The panels shown at the left are uniform in the following way:

- Each panel is shown with a 30" vertical dimension.
- As prescribed by the *MUTCD*, each sign is shown with a 7' - 0" clear dimension to the panel bottom.

ABCDEFGHIJK
LMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

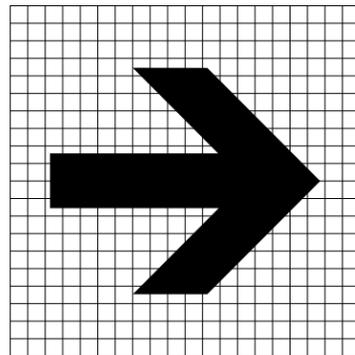
Alphabet No. 1 - Futura Medium

ABCDEFGHIJK
LMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Alphabet No. 2 - Futura Medium Italic

ABCDEFGHIJK
LMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Alphabet No. 3 - Futura Demi-bold



Project Standard Arrowform

↑ r Ahead Signr Message

← r Left Signr Message

Right Signr Message →

Graphic Relationships



Project Typography, Arrowforms & Pictograms

Typography, or letter forms, is the means by which the written communication of the sign program is presented. Knowing from studies that we read “word shapes” rather than words themselves, the typography used on a sign program must have in its design full-size ascenders (the tops of the “l”, “k”, etc.) as well as deep descenders (the “tails” of the “g”, “j”, “p”, etc.). Presented with initial “caps” this combination is the word-shape referenced above.

The type-style chosen for the UTC wayfinding sign program is from the Futura family of faces. Not only does it possess the visual clarity identified above, the range of weights and italics required, it conforms to the requirements of the revised *Americans with Disabilities Act* (ADA) with respect to typography.

The Graphic Relationships shown are guidelines for laying out directional sign faces. Note that the word spacing and spacing between arrowforms and words equals the width of a lower-case “r” of the same size and weight as the legend.

The arrowform(s) shown are the only arrowforms to be used for directional signs. The arrowforms should be sized based on 1.5 times (measured across the barb) of the legends it supports. Larger or smaller arrowforms are not permitted.

Pictograms shown are those from the United States Department of Transportation Office of Facilitation, adopted and expanded by the Society for Environmental Graphic Designers (SEGD), the American Institute of Graphic Arts (AIGA) and referenced in the ADA. Pictograms should only be displayed “at” places; never part of a directional legend “to” places.