

# UCSC Campus Wayfinding Standards

Compiled July 2014; revised April 2018

Preamble: This provides an update to the 1972 Campus Signing Program, and should be reviewed in conjunction with that document.

## Major Campus Directional Sign

*This sign is the primary communication medium for conveying directional information on the Santa Cruz campus. These signs indicate the directions to all major building complexes and activity centers.*

*The removable redwood planks allow great flexibility for the constantly changing situation.*

*The routed letters of this sign are reflectorized for night-time legibility.*

**Original:** redwood planks with rough-cut redwood posts; 4" Helvetica Medium type

Note that original uses included one sign per building, with names of units on individual planks.

Original signs also included parking locations for specific destinations, as well as general locations such as "Colleges." Original signs also used arrows denoting locations straight ahead.



**Current:** Alupalite planks with anodized aluminum H channel with rough-cut 6x6 redwood posts; 4" Univers 67 Condensed Bold type.

The new material is much more resistant to vandalism (especially paint) than redwood. Also, modern redwood is often of poor quality.

Due to some lengthy building names (especially project names that aren't replaced after the building is opened), a condensed typeface is being used. The readability of the signs has decreased with this change.

Currently there is no process for limiting the number of planks in a sign, or for prioritizing which buildings should be listed.



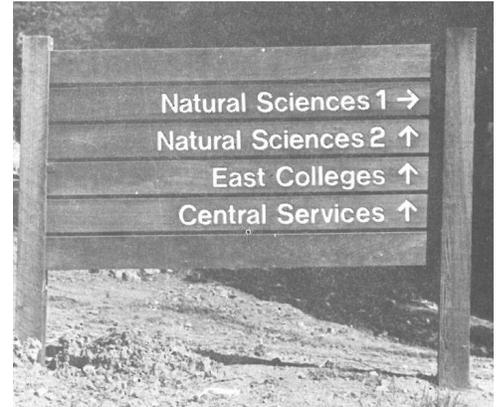
### Minor Campus Directional Sign

*The minor campus directional sign is a scaled down version of the major campus directional.*

*The minor campus directional is the primary directional sign within the innermost academic core precinct. Traffic speeds are reduced within the core, signs occur more frequently and more information must be conveyed.*

*Minor campus directionals are also used to convey secondary directional information on separate college campuses.*

**Original:** Finished redwood planks and posts; 2-3/8" Helvetica Medium type



**Current:** Alumalite planks with anodized aluminum H channel with rough-cut 4x4 redwood posts; 2.5" Univers 67 Condensed Bold type.



## Campus Street Sign

*The campus street signs are very similar to the green reflective street signs used by the City of Santa Cruz.*

*The sign plaques are attached to a square metal post which is anchored in concrete.*

*The sign posts are painted a charcoal gray similar to that used on the backs of all traffic signs.*



**Original:** Steel, green background with reflectorized letters; unistrut post painted charcoal gray, 2"x2"x7'.

**Modified 1979:** Tan-colored wood planks on blue-painted square steel posts (6" square for major roads, 4" square for smaller roads) – 4" and 1.5" black type, respectively.



**New:** Alupalite planks on square steel posts (6" square for major roads, 4" square for smaller roads); color to match major and minor campus directional signs. White Helvetical Medium type with white border.

- Primary road intersections: 8.5" x 48" with 4" type
- Secondary road intersections: 6" x 34" w/ 2.875" type

Tertiary road intersections were included in the project; however, there was insufficient funding to proceed with those markers.

Use of pole for mounting other signs can be done on a case-by-case basis. Examples include directional signs to the Police Department or temporary signs directing summer visitors to Conference Services satellite offices.



### Fire Road Sign

*This sign was developed for use on the extensive network of emergency access fire roads on the undeveloped northern portion of the campus.*

**Original:** Rough sawn redwood post painted white, 6" x 6"; Helvetica Medium type.



**Current:** Rough sawn redwood post painted white, 6" x 6". Chamfered top with reverse-engraved green and white signs.



## Path Directional Sign

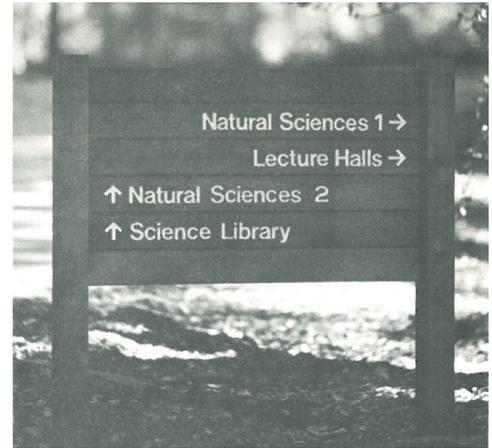
*The path directional sign fulfills the primary directional requirement at the pedestrian level.*

*This sign is similar to the major and minor directional signs in its use of removable redwood planks.*

*The routed letters of this sign are painted white but not reflectorized.*

*The path directional signs occur primarily at the intersections of major campus paths.*

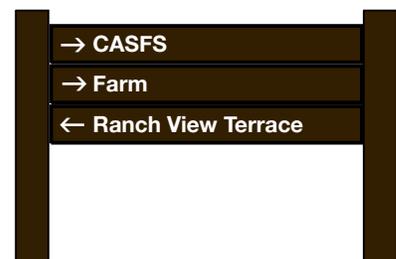
**Original:** Finished redwood planks and posts; 1-1/2" Helvetica Medium type.



**Current:** Only a handful of the original signs remain, partly due to infill construction, and partly due to vandalism.

Some colleges have created newer color-coded versions of these signs for use within their boundaries.

The Wayfinding Workgroup has proposed conducting a gap analysis of wayfinding signs, and anticipates recommending a number of Path Directional Signs be created and installed (such as the one at right near the intersection of Ranch View Road and Farm Road).



A pilot project of eight pedestrian wayfinding signposts was installed near Hahn Student Services and McHenry Library during December 2012. These posts are painted 6x6 redwood posts with engraved plastic sign elements attached. If deemed successful, these will be placed at approximately 80 additional locations throughout campus, and would provide a new, vandal-resistant model for path directional signs.



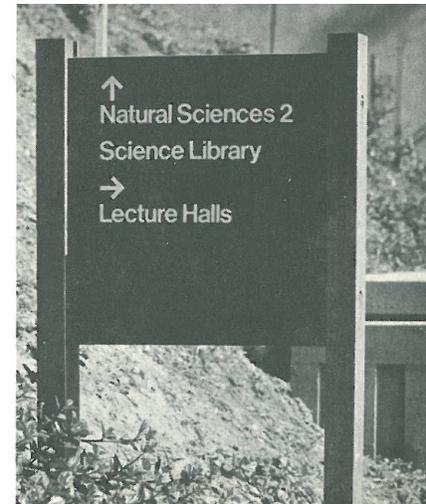
### Exterior Building Directional Sign

*This sign is used to direct pedestrian traffic to the appropriate floor or entrance of a building or to a particular building within a complex.*

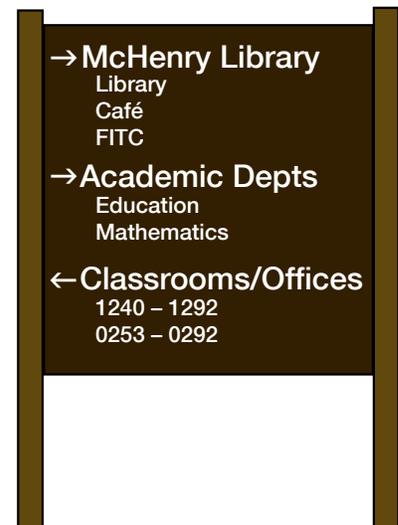
*This category of sign is used primarily within the Academic Core and may occur in conjunction with a building or complex site map.*



**Original:** The signs are fabricated from plastic laminate and are wall-mounted or supported by redwood posts. The type is silk-screened directly onto the plastic laminate surface and can be removed with the use of paint thinner for alterations.



**Current:** A new format for exterior building directional signs has been piloted at McHenry Library, as the recent expansion has resulted in a much more complex wayfinding situation. Plans call for a double post mounting system, with the top of the sign at approximately 4' above the ground.

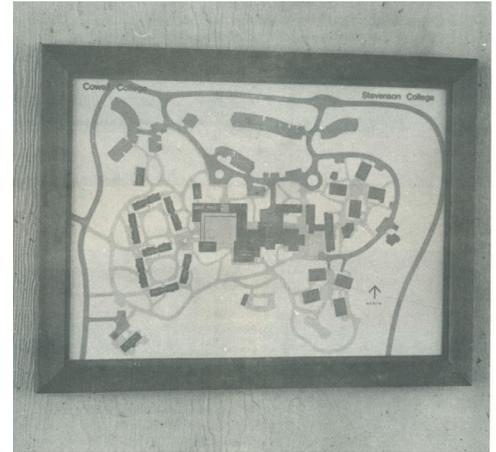


## College or Complex Site Map

*This map is designed to be located directly adjacent to the main entrance of each separate college or each major academic complex.*

*The viewer's location is designated by a red dot for purposes of orientation.*

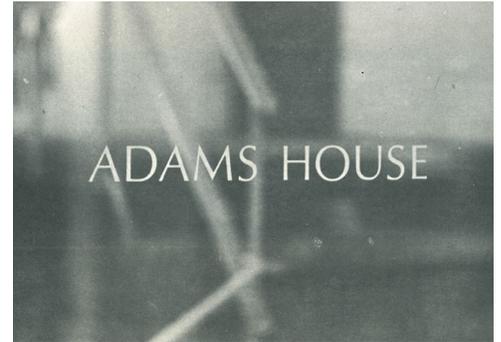
**Original:** Original college maps were created in-house without using a silkscreen process. They are currently being remanufactured in-house with a thermal digital printing process.



## Building Identification Signs

*These signs are used to identify individual buildings within a complex. They are normally attached to the building entrance.*

*This sign category is the design responsibility of the executive architect for a building*



**Current:** Many buildings on campus do not have building identification signs, and those that exist often can't be seen from the nearest roadway. Building addressing requirements will likely result in prominent address numbers being required on most building sides. This will provide an opportunity to revisit adding the names to each building in a prominent location.

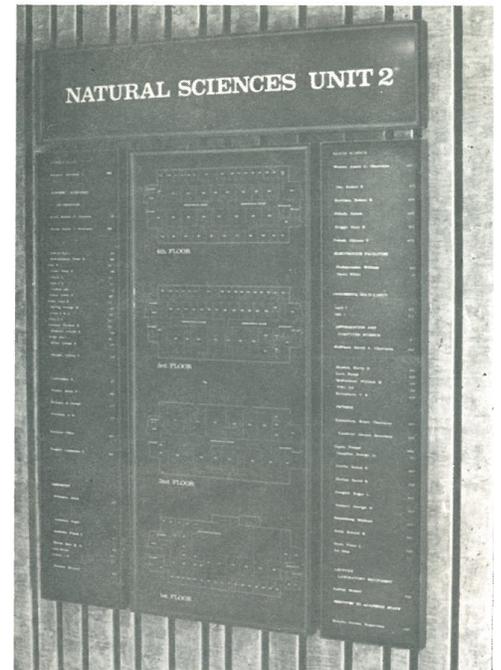


## Building Directories

*Building directories will be used to designate office space within all major buildings.*

*They will be located near primary entrances and may include small floor plans.*

*These directories are normally specified by the executive architect of the building.*

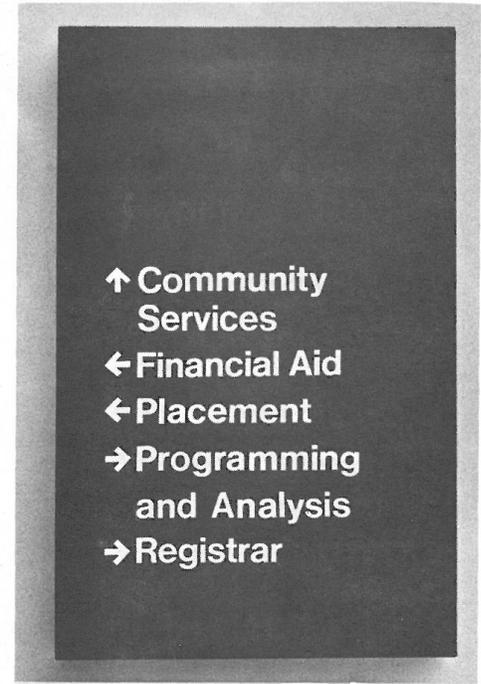


**Current:** A wide variety of directories have been installed. Many of them are expensive to update, which sometimes results in outdated information being displayed. The Wayfinding Workgroup has recommended that a campus standard be developed for building directories, including recommendations for vendors and/or systems that meet those standards, and are easy to maintain.

## Interior Directional Signs

*Interior directional signs are used at corridor intersections and points of demarkation within buildings.*

*This category of sign is also the executive architect's responsibility.*



**Current:** Interior directional signs should be considered mandatory in new and remodeled buildings on campus. Similar to building directories, interior directional signs should be easily updated.



## Campus Map

*Schematic campus maps are provided in key locations around the campus.*

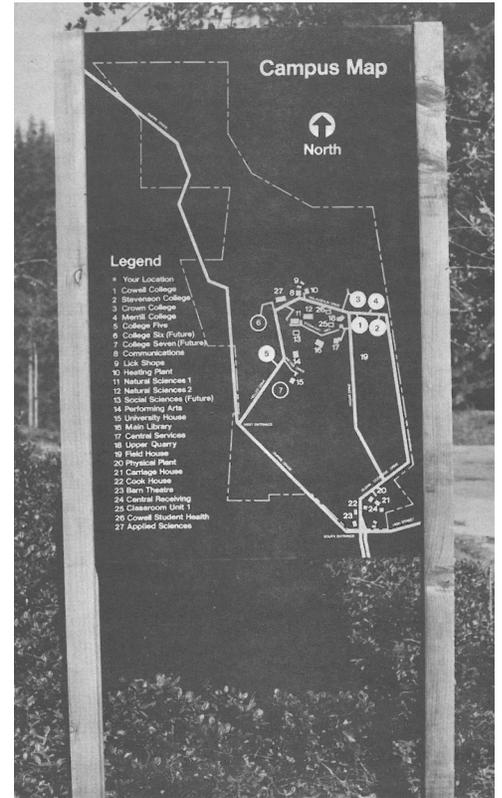
*They are located adjacent to each entrance and at the primary visitor parking lots within the central core.*

*The existing campus maps are temporary and will be subject to frequent revision for several years.*

### Original:

Sign Plaque: Black plastic laminate with map and information silk-screened directly on the surface, 2'6" x 3'11-3/4".

Posts: Finished redwood, 3" x 4"



**Current:** Transportation and Parking Services (TAPS) has piloted a new campus map display in some of their transit stops. The base map was created – and is maintained – by the Center for Integrated Spatial Research (CISR), the campus GIS lab. An overview of the campus shows the 1/2-mile square section that is enlarged to provide adequate detail for wayfinding. This map layout will likely be used in a series of pilot “information kiosks” at various key locations around campus.

