

# Campus Signage & Wayfinding Report

October 14, 2015

# Campus Signage & Wayfinding Report

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## I. Campus Signage & Wayfinding Committee's Charge

As the University continues to grow, the need for new signage on campus has become increasingly apparent. Not only is it important that signs be clear to help everyone navigate the campus, but they should also be more informational and welcoming. Part of the University's campus (CSU-East) is accessed by a wooden walkway and path. That portion of the University needs to be integrated into the campus as well.

The primary goal of the committee is to conduct research, identify issues, analyze that research and work and provide a framework to create a comprehensive signage and wayfinding system. The committee should also provide a prioritized implementation plan for adopting the recommendations.

The Committee should research and study permanent, long-term, and short-term directional, parking, routes, maps, kiosks, banners, digital (exterior), website and apps signage and wayfinding information.

This committee's work and recommendations should:

- Brand the new signage as distinctive to CSU.
- Unify all the signage and wayfinding into one, unified, cohesive program.
- Address permanent, long-term, short-term (single event) needs.
- Solicit broad input from the campus and its constituencies.
- Develop additional strategies and concepts to extend these goals:
  - Visitor/Campus Community: marked pathways and landmarks/signage.
  - Portals and Gateways: mark edges and entrances to CSU with distinctive landmarks.
  - Address campus navigation by foot or vehicle.
- Complete the work and comprehensive report with the recommendations and submit to the Vice President of Business and Operations no later than August 14, 2015.

## II. Committee Members

The Campus Signage & Wayfinding Committee consisted of:

Ms. Carolina Amero	AVP, Auxiliary & Administrative Services
Dr. Brian Amsden	Assistant Professor, Visual & Performing Arts
Mr. Paul Bailey	Director of Media & Printing Services
Mr. Harun Biswas	AVP, Facilities Management
Mr. Justin Brooks	Assistant Director of Landscape Management

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Ms. Erin Fender	Marketing Specialist – Photographer
Mr. Norman Grizzell	Director, Auxiliary Services
Ms. Dawn Krieger	Telecommunications Manager
Ms. Valerie Lancaster	Executive Secretary to the President
Ms. Betty Momayezi	Director of Campus Information and Visitor Services
Mr. Michael Ozment	Spivey Hall General Manager
Ms. Linda Proctor-Merritt	Assistant Director, Recruitment and Events
Dr. Nikki Sawyer	Assistant Professor of Biology
Ms. Linda Sayseng	Student
Ms. Svetlana Soroka	Planning & Design Manager, Facilities
Mr. Gayron Taylor	Sergeant, Public Safety

### III. Overview

Clayton State University is located 15 miles southeast of downtown Atlanta, in an area bordered by a state highway and residential streets. The campus sits on 192 acres and is bordered by fencing on all sides. There are three main entrances, all providing access from the western side of the campus. The planned acquisition of property on the eastern side of the campus will provide the opportunity for a road on the eastern side and a new main entrance to the university.

The campus has a rolling landscape and is dotted with several bodies of water and large, tree-covered areas. The university's sense of seclusion paired with the proximity to downtown Atlanta and major regional transportation networks differentiates CSU from other Georgia institutions.

The following map shows the university's master plan which is a view of the campus fifteen to twenty years in the future with existing and proposed buildings.

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## IV. Research and Analysis

The Committee analyzed the charge and divided the topics among four subcommittees to ensure that they addressed all the main components associated with effective signage and wayfinding:

1. **Communication & Campus Maps:** this included soliciting input from the campus community, printable campus maps, interactive website maps, and links to maps on the new campus mobile app.
2. **Location & Directional Signage:** this included directional signs (vehicle and pedestrian) and street signs to help individuals reach their intended location, signs for all buildings (primary and secondary entrances) and other points of interest which indicate arrival at final destination, as well as street signs, parking lots, and pathways.
3. **Campus Perimeter Signage:** this included campus entrance/gateway signs to inform individuals of their initial arrival to campus, guard station, possible digital signage at main entrance, and other perimeter signs (both monument and informational, e.g. tobacco-free campus).

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4. Other Campus Signage: this included kiosks, banners, temporary signs for one-time or special events, and the campus posting policy for temporary signs.

The following topics were determined to be out of scope for this project: interior building signage, lettering on outside of buildings, and traffic signs.

The Committee conducted extensive research to solicit campus input and also to get ideas from other institutions and companies that have implemented effective wayfinding and signage strategies. Feedback on CSU's existing signage from the campus community was obtained through a Qualtrics survey as well as by committee members getting input from other employees and students on campus in one-on-one discussions and campus meetings. This feedback helped identify several areas where there were opportunities for improvement, as well as validating some signage and wayfinding issues that had already been discussed in campus meetings over the last few years. For example, the existing campus signage is brown and blends into its surroundings which makes it hard to see, especially at night. Many in the campus community feel that the current signage lacks identity and spirit. Also, as the campus has grown and traffic patterns have changed due to new construction, several key areas and intersections on campus now lack adequate directional signage – for both vehicles and pedestrians – to buildings and other points of interest.

Committee members also reviewed images of signs, documents with signage analysis and recommendations, as well as website maps from a significant number of USG institutions as well as other institutions across the country. They then conducted a thorough analysis of CSU's campus by reviewing all existing signage and areas that could benefit from additional signs. All areas were documented with maps and photos, the inventory of all signs was updated, and field observations were done with trips to various parts of the campus, including CSU East and Lucy Huie Hall.

Ultimately, the goal of each subcommittee's work was to clarify and facilitate the basic movement to and from and throughout the campus. Each group contributed to the development of a system of wayfinding elements and effective signage that will help individuals find destinations on campus, including recreational areas and parking. The committee also developed a flexible, maintainable and affordable sign standard. The overall result of this effort was the creation of a unified, cohesive wayfinding program that safely guides pedestrians and vehicles around the campus.

The remainder of this report will summarize each subcommittee's analysis and recommendations. Appendix 2 provides a summary of all recommended signage, including an implementation timeline broken down into three phases and cost estimates for each type of sign (new and refurbished).

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## V. Communications & Campus Maps

### A. Subcommittee Objectives

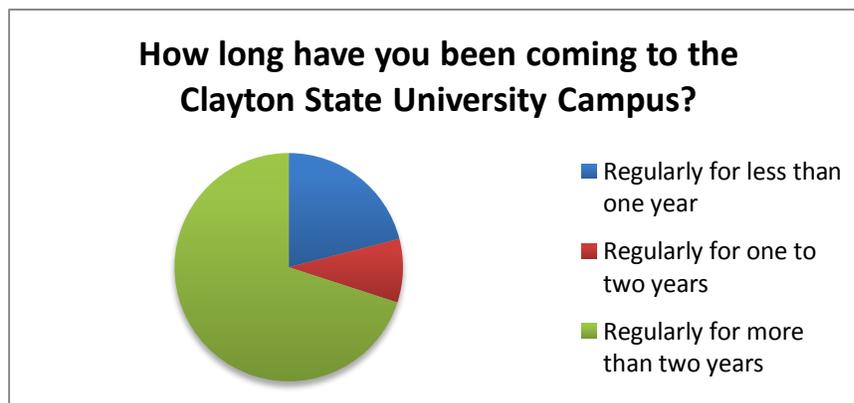
- Solicit broad input from the campus and its constituencies.
- Review website maps and make recommendations for changes.
- Make recommendations for campus maps to be used at kiosks.
- Make recommendations regarding maps and navigational tools for campus mobile app.

### B. Feedback from Campus Community

#### 1. Campus Survey

The committee circulated a Qualtrics survey at the end of April and beginning of May, 2015 (see Appendix 1). The survey yielded 112 responses.

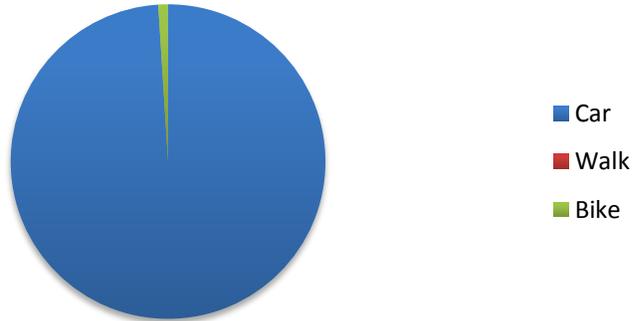
##### a. Quantitative Results



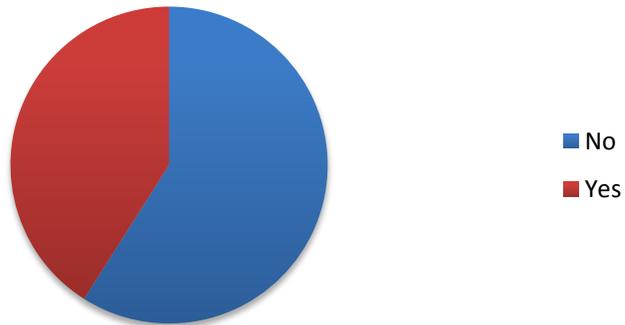
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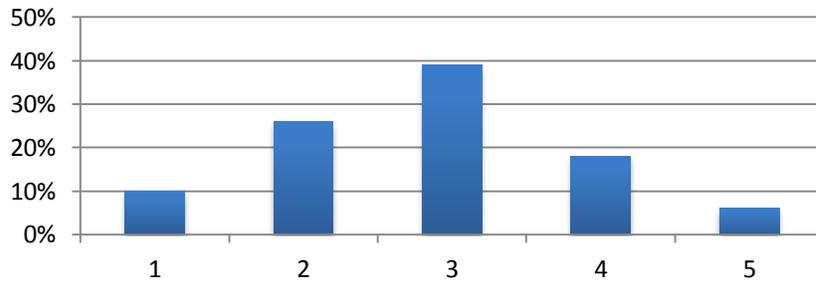
**How do you get to Clayton State's Campus?**



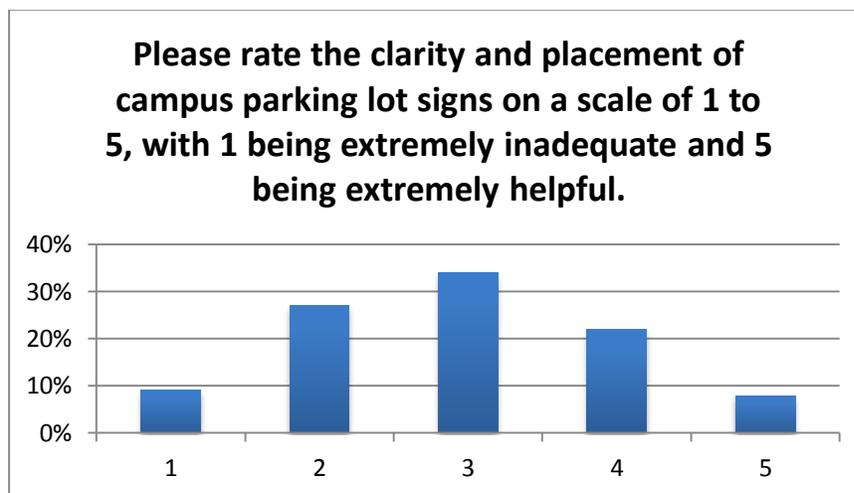
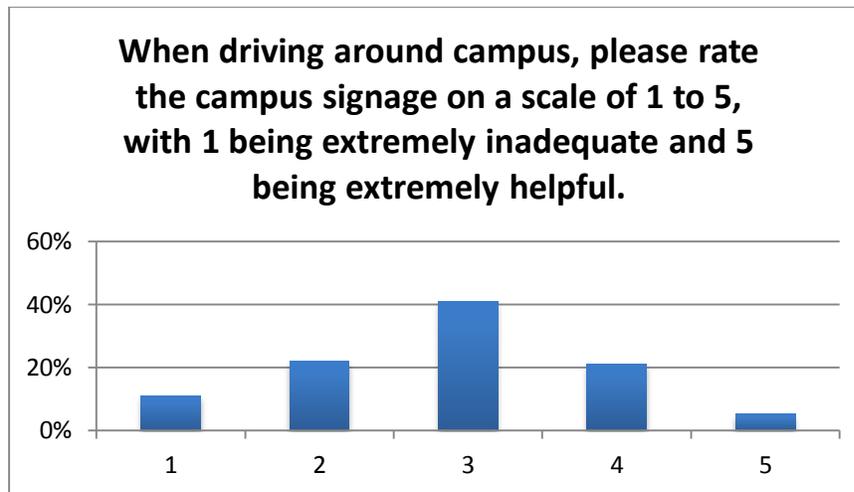
**Have you experienced problems reaching a desired destination on campus?**



**As a pedestrian walking around campus, please rate the campus signage on a scale of 1 to 5, with 1 being extremely inadequate and 5 being extremely helpful.**



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## b. Qualitative Results

### i. Difficulties Finding Particular Campus Locations

Respondents noted that visitors to campus have a particularly difficult time finding Clayton State's East Campus, the set of buildings on the west side of Swan Lake (Student Activities Center, Spivey Hall, Continuing Education, and Music Education), Edgewater Hall/Admissions, and the Dental Hygiene Clinic.

#### *East Campus*

- “When I first started working here I had a terrible time finding East Campus especially from anywhere here on main campus. I was eventually directed to the correct street, but I had to park and come into a building and ask. Interestingly, there are two signs on the periphery of

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campus that can direct you to East Campus but those too are not positioned to readily help someone find East campus.”

- “The CSU East signs are small and are not easy to spot if you are new to campus.”
- “If you want to walk to CSU East, there is a sign directing you to the walk path; however, the signage is only on one side of the sign. If students/faculty/staff are coming from the opposite side there are no directions to CSU East.”

### *Student Activities Center/Spivey Hall/Continuing Education/Music Education Building*

- “For things like the Student Activities Center, Spivey Hall, and the Continuing Education building the only way to find these is to know where they are. Signs are not present if trying to drive to these locations. I would like to see more signs so that it can be evident at the intersections on campus which way to turn to go to the desired buildings.”
- “After entering campus and trying to locate Spivey Hall or Continuing Education, the signage is lacking for campus visitors to take the appropriate roads to reach their destination.”
- “Signs are not big enough or there are no signs at all for SAC and Continuing Education; therefore, use a post with signs for the main building and have them pointing to the appropriate places. The post needs to be at the front of campus.”

### *Edgewater Hall and Admissions*

- “When construction started, if I haven’t been on campus before, I never would have found my way to Edgewater Hall. I receive several calls a week from customers/students and freight companies that cannot locate the building.”
- “The Student Center in Edgewater is the one stop shop location for student services; however, people are often confused about this location. More signage leading people to this building would help.”
- “There is limited to no signage when entering one of the secondary entrances. It is not clear where and how to get to the Office of Admissions if you enter through one of these pathways.”

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- “The fact that I have assisted so many drivers with directions to (1) admissions and (2) CE tells me that the signage must not be effective, even though I have no problems.”

## *Dental Hygiene Clinic*

- “I am the receptionist for the Dental Hygiene Clinic and I give directions every day to existing patients and patients that have never been to our campus. It would be helpful if the powers that be would let us put directional signage to direct our patients to our clinic.”
- “Confused directions on how to get to the Dental Clinic.”

## **ii. Sign Design**

Respondents expressed a preference for signs that use brighter, more visible, and more consistent colors (possibly incorporating school colors). They also expressed a preference for signs that were larger and more visible at night.

### *Color*

- “I think the signs should be higher up. They are low if you are driving and looking for something. The color is really bland too—I think a brighter color might be more eye catching.”
- “Maybe put the signs in school colors or brighter colors. The Burgundy/tan signs now really do not stand out.”
- “Maybe use school colors—at times the signage ‘disappears’ with the trees, landscape, etc. Signage by statues, main ‘attractions’ like swan lake, etc. providing more details.”
- “Brighten it up a bit. Signs need to stand out and be more modern so they are clearly visible.”
- “Signage does not stand out and there are different styles/colors of signs which makes it more confusing.”

### *Size*

- “Signs blend in to the natural scene of campus. Many road signs are too small and are not recognized on a GPS or Google Maps.... Signs do not reflect school spirit or ‘Laker Pride’.... Other than road signs and signs outside buildings, signs are not visible and in some cases do not exist.”

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- “As a new member of the campus community, I was unfamiliar with the campus layout. Driving onto campus was difficult because the signage is small and I could not find a directory large enough to read without getting out of my car.”
- “Also, signs do not stand out and are not easily read. The typeset is too small to see from a distance when driving.”

## *Nighttime Visibility*

- “Not enough signage for visitors, too small and not visible in the dark.”
- “Some signs could use lighting when it is dark.”

### **iii. Parking Signs**

Respondents asked for parking signs to designate all the possible spaces as faculty/staff, student, or visitor. They also recommended more visibly conspicuous signs, and additional directional signs that identify which lots service key buildings.

## *Undesignated Spaces*

- “There are parking lots that don’t tell me if they’re for faculty or staff. Also, if parking for the dental office is during certain hours and if after a certain time faculty, staff, or students can park there during non-business hours. In addition, there is no visitor parking.”
- “Also, some rows by Arts and Sciences have no sign regarding who can park there.”
- “Lots with letters (i.e., Lot G) are insufficient if the signs don’t state whether they are open for faculty/staff/student, anyone, etc.”
- “Parking for faculty/staff and students is quite confusing. Some lots are clearly marked, however, the parking lot near Edgewater is quite confusing. More signage is needed for this area. Some rows are for students and others are for faculty/staff, however, Plant Operations park in the student rows nearby and others are not allowed to park there, so some type of designated parking sign should be clearly visible if each row in the area is designated to different groups.”

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## *Inconspicuous Signs*

- “The signs designating faculty/staff vs. student parking should be improved. I think the signs should be more conspicuous in the parking lots.”
- “I find that the brown signs that indicate whether parking is for ‘Faculty/Staff’ or ‘Student Parking’ are too small.”
- “The parking signage is inadequate at best. The signs are way too small and sometimes not in the most accessible ‘viewer friendly’ spots. There definitely needs to be more signage regarding visitor parking.”
- “The signs are very small and not visible in all the parking lots. My suggestion is to use different color lines in the parking lots to identify student, faculty and staff, and visitors (like white lines for students, green lines for visitors, etc.)”
- “Also, the signs letting people know that some spaces are only for Faculty/Staff use only are small and don't clearly outline which spaces fall under that umbrella.”

## *Finding Appropriate Lots for Key Buildings*

- “When an outsider comes to campus, it is not clear which parking lots are for staff and which are for students. It is also difficult to determine which parking lots are best utilized for accessing which buildings.”
- “The signs are small and easy to miss. Guests don't understand the difference between the ‘lettered’ parking lots. Parking lot A, K, or L are all simply parking lots to them.”

## **iv. Difficulties for Mobility or Visually Challenged**

Respondents noted that it is difficult for mobility challenged visitors to identify disabled parking spots and ramps, especially at Edgewater Hall.

- “Also, people with kids in strollers or physically challenged individuals always try to enter the side part of Edgewater instead of going to the curbside area or the rear with the handicap ramp. Perhaps more signage could be placed in this area to keep people from lifting strollers up the stairs to gain access to the side of this building.”

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- “Handicapped parking for the Edgewater Hall is poorly marked before you get to the back. Several times I have assisted people who need that parking when going to the DH center telling them where it is. There need to be signs out in front of the building at the curb and along the drive.”
- “I am not mobility or visually challenged, but it would be nice to be able to provide individuals who are mobility challenged with directions to easily accessible ramps.”

### v. Directional Signs

Respondents noted that while most buildings are clearly marked (at least on the side of the main entrance), visitors need more guidance as they travel from the campus entrances to the appropriate parking lots, and when they travel from one point on campus to others.

#### *Pedestrian Directional Signs*

- “Since many of Clayton State’s buildings don’t allow you to drive directly to them (you have to drive to a certain point and walk from there), a large sign detailing the buildings that were in that specific area would be helpful.”
- “While walking more signage would be useful. Especially in the Quad and Courtyard areas.”
- “The signs are not visible until you are directly in front of the building. It would be more helpful to have more visible signs directing guests to a certain building once they reach the general area of the desired building.”
- “When you exit the main entrances of most building[s], there is no clear signage directing you to any other buildings.”

#### *Vehicle Directional Signs*

- “Buildings are clearly marked, but there is no directional signage from the parking lots. If you park near Spivey Hall, there is no signage that indicates where any buildings are.”
- “At 4-way stops (or stop signs) maybe the directional signs with arrows pointing to the direction of the buildings should be consistent to guide visitors and new students to certain buildings.”

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- “When trying to give visitors directions it’s very difficult because the road signs are not easy to see and again many of the building names are not easily visible from the street.”
- “The signs are not visible until you are directly in front of the building. It would be more helpful to have more visible signs directing guests to a certain building once they reach the parking lot closest to that building. I give driving directions to a guest at least once every 2 weeks when the building they need is usually less than 1000 feet away.”
- “Signs need to be in larger print. SAC/CE/Music Building have signs on site to show you have arrived but not enough direction if coming from some main entries. Have more signs along the way to assure people are headed the right way.”

### vi. Campus Maps

Respondents expressed a preference for more and larger campus maps, both on campus kiosks (for pedestrians) and at main entrances (for drivers).

- “Roads on campus are winding and in the beginning it was difficult to orient myself in place. I felt that it would be helpful to have more pedestrian directional signs and some visual campus representation in the form of a map with a map point locating where you are.”
- “Campus maps at different spots on campus would also be extremely helpful! The online campus map is also waaaaaayyyy too small!!”
- “There is no campus map available for drivers to view from their cars. It might be nice to have one at the pedestrian drop off near the Business Department Building or at other points around campus.”
- “When entering the campus one should see a sign saying I am here and a map of the rest of the building so they can drive to their destination, keeping the traffic flowing.”
- “As for the directional signs, it may be worth it to install a ‘Directory’ kiosk like those in malls. It states where you are and designates each area with a number or alphabet. In our case, it would be the building name. Some people have a tendency to not to read or ignore signs all together.”

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## 2. Key Recommendations

Based on this research, the committee offers several overarching recommendations:

### *Sign Design*

- Redesign campus signs according to the following principles: increase overall size, maintain consistency as much as is practicable, add lighting or reflective paint to key signs to ensure nighttime visibility, and adopt school colors.
- Redesign main building signs (“monument signs”) to anchor the new style.
- Revise and enforce the campus policy for posting temporary signs in order to reduce clutter and ensure the prominence of permanent signs.

### *Perimeter and Vehicular Directional Signs*

- Mark entrances to campus more clearly, especially secondary entrances.
- Increase the size, visibility, and number of signs directing drivers to the East Campus entrance.
- Increase the number and visibility of vehicular directional signs, especially at key intersections.

### *Parking Signs*

- Rename parking lots so as to help drivers situate themselves relative to the campus as a whole.
- Add additional signs to parking lots identifying the key buildings that are most easily accessible from that location.
- Increase the visibility of parking signs by adopting a color coded system to designate faculty/staff, student, and visitor parking.

### *Pedestrian Directional Signs*

- Increase the number of pedestrian directional signs overall, and at key locations such as the quad, add signs that reference all major buildings in the area.
- Add signs to designate secondary entrances to buildings.
- Add signs directing pedestrians to entrances for mobility challenged individuals, especially at Edgewater Hall.
- Install large, redesigned campus maps at kiosks on campus, with a symbol indicating the pedestrian’s current location.
- Develop the campus mobile app to provide guided point to point GPS directions for pedestrians.

These recommendations will create an enhanced wayfinding system by providing standardized signage at appropriate locations and intersections and by improving the ease of navigation to our buildings, parking lots and other destinations on campus.

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## C. Campus Maps

### 1. Campus Mobile App

In the fall of 2014, Information Technology Services began working on the development of the Ellucian Go campus mobile app which is expected to be officially rolled out to the campus in the fall of 2015 after it is branded for CSU use. The committee met with Charles Read, Director of Enterprise Applications, to discuss possibilities of enhancing the mobile app to provide functionality for users to navigate our campus, particularly when on foot. Mr. Read pointed out that Google Maps currently shows over 90% of our campus roads, buildings and walking paths. There will already be a map application within Ellucian that will provide information about our campus buildings, etc., but we should communicate to our campus community that they can also use Google Maps (iPhone users will need to download) if they would like additional navigational functionality as they walk around our campus.

#### Next Steps:

- Facilities Management will need to confirm that the map of our campus in Google Maps (all buildings, roads and walking paths) is accurate and correct or add any missing items.
- External Relations can add descriptive information for campus buildings that users will be able to view by clicking on the building.
- A communication plan will need to be developed to inform the campus community and visitors that they can use Google Maps to navigate our campus.

### 2. CSU Website Map

The committee discussed the need to create a better, more interactive map for the University's website. Based on feedback from research, we are recommending a map that could better assist with directions using on-campus roadways and paths for walking, biking, and driving directions. Also, the map should allow for building images to create a visual aid for point of reference. After researching other USG institutions' online campus maps and further discussion with the Website Administrator in External Relations, it was determined this work could be done as an in-house project. We learned:

- Many universities power their interactive campus maps through Google and other backend software for their websites.
- ITS/Enterprise Applications has already been working to update Google Maps with buildings and pathways in preparation for the roll out of the campus mobile app which will also benefit the campus map for the website.

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- This project will take approximately 12 weeks for the Website Administrator to create and publish with only staff hours needed for this project; it would not incur any additional costs.
- The map will be able to offer a description of the building and potentially photos (this will have to be worked on during the development process).
- The map will be able to offer directions for an individual walking, driving, or biking to campus buildings.

## **Next Steps:**

- The committee recommends creating the interactive campus map in-house with the Website Administrator in External Relations with help as needed from ITS/Enterprise Applications.
- The project will take approximately 12 weeks to create and publish. The suggested timeline is October to December, 2015 with one more month for final revisions and a target launch of spring semester, 2016.

## **3. Printable Map**

The committee discussed the need to display a better, larger map at each of the campus kiosks. Feedback from External Relations was that producing this type of a printable map is a significant, costly undertaking and could not be done in-house. One of the committee members recommended contacting Campus Maps, Inc., a company that produces foldable maps for colleges and universities nationwide and has had some contact with CSU. We contacted Campus Maps, and learned the following:

- They produce foldable maps for a campus at no cost. The cost is covered by advertising fees from local merchants who choose to advertise on the back of the map.
- The university receives an agreed upon number of maps to distribute on its campus. The remainder are distributed in the community by Campus Maps.
- Campus Maps takes care of all interactions with the local merchants. The university can specify merchants that it does not want to be contacted.
- The agreement with the university is reviewed on an annual basis and is renewed if both parties agree and the advertising revenues are adequate to make the project profitable.
- Campus Maps indicated it could also include in the agreement a large printable map for our kiosks.

## **Next Steps:**

- The committee recommends using Campus Maps for both foldable maps and kiosk maps.

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## V. Location & Directional Signage

### A. Subcommittee Objectives

- Develop a standard look and feel for all exterior campus signage.
- Design and propose concepts for new campus signage and work with Clayton Signs to develop professional renderings for the following sign types:
  1. Monument signs for buildings
  2. Secondary building entrance signs
  3. Vehicle directional signs
  4. Street signs
  5. Pedestrian signs
  6. Parking lots signs
  7. Parking designation signs
  8. Pathways signs
  9. Points of interest and landmarks
- Evaluate current location and directional signage and make recommendations for new sign locations.
- Develop a pricing matrix using current inventory and proposed signs.
- Propose an implementation plan with three phases.

### B. Building Monument Signs

#### 1. Design Standards for Building Monument Signs

Using survey feedback about the look and feel of current signs, the Location & Directional Signage (L&D) subcommittee began the process of researching images online for design inspiration and design standards. Since it was determined that the building monument signs would set the standard for the look and feel of all other signs, we established a list of design objectives for the monument signs:

- Serve to identify the location of major buildings and facilities on campus.
- Use existing granite base to save costs, tie in with existing landscape design standards, and to maintain the classic and substantial look of this primary building sign.
- Tie in with perimeter fence design, if possible.
- Incorporate school colors.
- Use CSU logo.
- Must be cost-effective.
- Must be low maintenance and easy to update.
- Serve as design inspiration for other signs.

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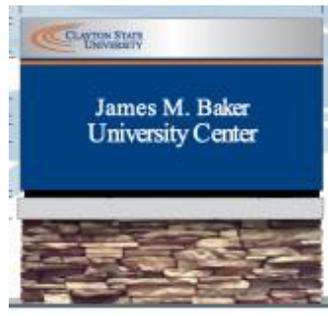
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After reviewing many other sign images online and other universities' sign design packages, we presented several design options to the Committee and narrowed down to the following options:

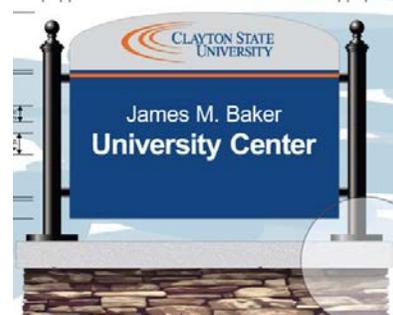
**Option 1**



**Option 2**



**Option 3**



Dimensions for each sign (without the granite base) approx.: 5'8" wide x 4'5" high

Option 3 was selected as the committee's recommendation for the following reasons:

- Blue background would require less maintenance than the white background.
- White text would provide better contrast and more reflective quality at night.
- Arched top ties in with newer building rooflines (University Center, Science Building, etc.).
- Black side posts tie in with wrought iron perimeter fence.
- Uses existing granite base.

The building monument signs serve as the design inspiration for other campus signage. Where possible, other signs in this report use design cues from the building monument signs, such as the arched top, black side poles, and color configuration. If needed, alternate designs for the other location and directional signs could be developed using design cues and/or color configurations of the other monument sign options.

## 2. Building Monument Sign Pricing

Clayton Signs provided pricing estimates for building monument signs with an existing granite base and without an existing granite base, including installation costs:

- With existing granite base: \$3,100
- Without existing granite base: \$8,300

For details regarding the total cost estimate and implementation phases, see Appendix 2.

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### 3. Recommended Implementation Timeline

Because the building monument signs set the tone for all new and updated signage, it is the recommendation of the committee that all building monument sign work be performed in Phase 1.

### C. Secondary Building Entrance Signs

Based on survey feedback, it is recommended that some buildings have a secondary entrance sign(s). Secondary entrance signs would be placed at high-traffic building entrances that are not near an existing building monument sign and/or don't have three-dimensional lettering on the side of the building. For ease of landscape maintenance, signs would have a concrete pad around the base. In addition, Landscape Management staff may place planting beds around sign bases.

We recommend two different types of secondary entrance signs based on the type of building and functions within the building:

#### 1. Vertical secondary entrance with departments listed

This type of sign would be used for buildings that have a wide variety of offices and functions and whose name doesn't indicate the primary purpose of the building (e.g., Baker University Center and Edgewater Hall). This type of sign might also be used for secondary entrances that are used by the public to access certain services or locations (e.g., Theatre in Arts & Sciences building or Small Business Development Center in the College of Business building).

#### 2. Horizontal secondary entrance sign with no departments listed

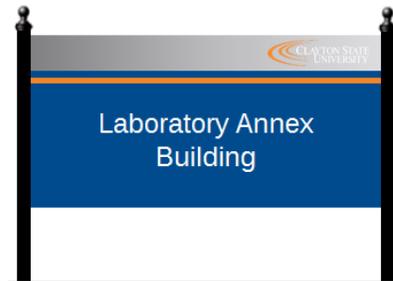
This type of sign would be used primarily for academic buildings and buildings which have one primary function (e.g., Laboratory Annex Building, Student Activity Center, etc.).

#### Vertical sign



Approx. 4' high x 2.5' wide

#### Horizontal sign



Approx. 3' high x 4' wide

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## **Buildings recommended for vertical secondary entrance signs**

- Edgewater Hall
  - Location: northwest corner of building at Quad, near ADA entrance
  - List of offices: Admissions & Orientation, Bursar, Career Services, Center for Academic Success, Counseling Services, Dental Hygiene Clinic, Financial Aid, Loch Shop, Public Safety, Registrar. It is recommended that this sign also direct guests to the ADA ramp entrance to the right of the sign.
- Baker University Center
  - Locations: Bent Tree entrance and entrance at UC Plaza coming from Athletics
  - List of offices: Campus Life, Center for Instructional Development, International Programs, Dining Hall, Loch's Nest, Jazzman's, CIMS, the HUB, Office of the President, Office of the Provost
- Arts & Sciences building (to include Theatre) at south entrance
- College of Business Building (to include Small Business Development Center) at northwest entrance
- Natural & Behavioral Sciences building (to include Advising Center)

## **5. Buildings recommended for horizontal secondary entrance signs**

- Lecture Hall (in absence of new three-dimensional lettering)
- Laboratory Annex Building (LAB)
- Athletics & Fitness Center (on University Center side)
- Downs Center for Continuing Education (on lake side of building)
- Student Activities Center (SAC)
- Woodlands Hall (instead of monument sign)
- Arbor Hall (instead of monument sign)

## **6. Secondary Entrance Sign Pricing**

At this time, Clayton Signs has not provided pricing estimates for secondary entrance signs, but based on other pricing, we have estimated the following costs for signs and installation:

- Vertical (V) sign: \$2,000
- Horizontal (H) sign: \$2,000

## **7. Recommended Implementation Timeline**

- Phase 1
  - Edgewater Hall (V)
  - Baker University Center – two locations (V)
  - Woodlands Hall (H)

# Campus Signage & Wayfinding Report

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- Arbor Hall (H)
- Phase 2
  - Lecture Hall (in absence of new three-dimensional lettering) (H)
  - Arts & Sciences building (V)
  - College of Business building (V)
  - Natural & Behavioral Sciences building (V)
- Phase 3
  - Laboratory Annex Building (H)
  - Athletics & Fitness Center (H)
  - Downs Center for Continuing Education (on lake side of building) (H)
  - Student Activities Center (from parking lot) (H)

For details regarding the total cost estimate and implementation phases, see Appendix 2.

## **D. Parking Lot Signs**

Currently, each parking lot on campus is designated by a letter, A–L. These designations are important for campus visitors and police officers, but the arbitrary nature of the current system makes it difficult for drivers to use parking signs to situate their relative location on campus. Additionally, the system is not easy to commit to memory; the committee talked with numerous faculty and staff members who had been part of the campus community for years and nevertheless could not identify parking lots by their letter.

Because the naming of parking lots directly affects Public Safety operations, the L&D subcommittee and communications subcommittee met with Chief Hamil to discuss survey feedback and possible options. It was determined that a directional designation would be easier for drivers to remember, and would help new visitors to fix their relative location on campus. The campus would be divided into four main zones: north, south, central, and east—each zone accommodating a large parking area. In the case of the north, south, and central zones, the parking area would be further divided into 2–4 lots, in order to make it easier for campus police to find and assist motorists.

The new system would be much more intuitive for new visitors to campus. The south lot is located close to the southwest entrance (which would be designated the south entrance). The north lot is accessed easily from the northwest entrance (which would be designated the north entrance). The main entrance easily facilitates access to the south, north, and central lots. The east lot would be accessed via the east campus entrance. These changes would greatly enhance the overall wayfinding system by making it much

# Campus Signage & Wayfinding Report

easier for visitors to locate the general area of campus that contains the building they are seeking when they first arrive on campus.

The parking lots designated in the image as “Athletics Lot” and “Laker Hall Lot” are not part of the directional system because they fall outside the larger parking zones and because they, more so than the other lots, are designed to facilitate access to a single building. The following map shows the recommended parking lot names.



## Parking Lot Names

### Current Name Proposed Name

- A Athletics Lot
- B Laker Hall Lot
- C North 1

# Campus Signage & Wayfinding Report

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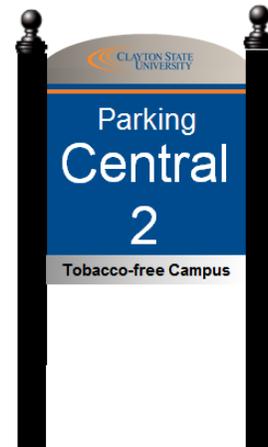
D	North 2
E/F	Central 1
G	Central 2
H	Central 3
CSU East	East
I	South 1
J	South 2
K	South 3
L	South 4

## E. Parking Lot Signs

### Current Sign



### Proposed Sign



### 1. Parking Lot Sign Pricing

At this time, Clayton Signs has not provided pricing estimates for parking lot signs, but based on other pricing, we have estimated the following cost:

- Refurbish an existing sign: \$800

### 2. Recommended Implementation Timeline

Because all parking lots will be renamed, the Committee recommends refurbishing all parking lots signs during Phase 1.

For details regarding the total cost estimate and implementation phases, see Appendix 2.

# Campus Signage & Wayfinding Report

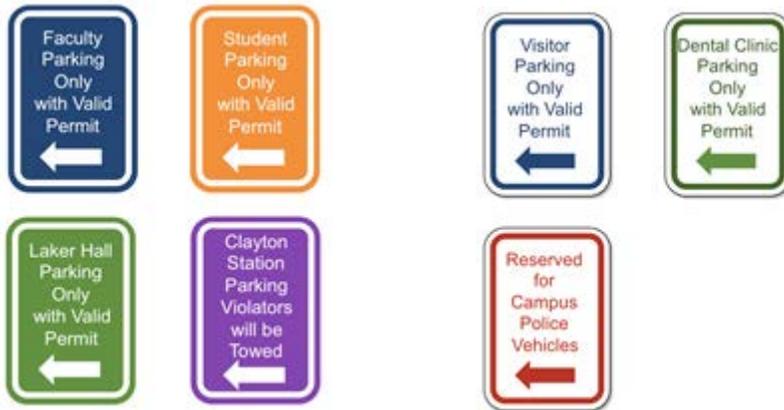
## F. Parking Designation Signs

Survey feedback indicates that many drivers struggle to identify appropriate parking spaces. A color-coded system designating faculty/staff, student, visitor, and other parking spaces would more clearly distinguish the different parking zones, help visitors to locate appropriate spaces more quickly, and decrease the number of parking violations on campus. Color-coded parking signs would also be more conspicuous than current signs, which tend to blend into Clayton State's wooded environment. With the implementation of color-coded parking signs, it is recommended that the university move away from curb color designations for parking at the point new signs are installed.

### 1. Current Parking Designation Sign



### 2. Proposed Suite of Parking Designation Signs



### 3. Parking Designation Sign Pricing

At this time, Clayton Signs has not provided pricing estimates for refurbishing or installing new parking designation signs, but based on other pricing, we have estimated the following costs:

- Refurbish sign and post: \$200

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## 4. Recommended Implementation Timeline

Based on survey feedback, the current parking designation signs create a great deal of confusion for the campus community. Because of this, the Committee recommends that all parking designation signs be refurbished during Phase 1.

For details regarding the total cost estimate and implementation phases, see Appendix 2.

## G. Street Signs

Current street signs are in varying stages of disrepair. Many are so faded that they are difficult to read even during the day. The L&D subcommittee recommends replacing the current wooden signs and sign posts but keeping the metal scrollwork to tie in with the perimeter fencing and monument signs. New signs would be fabricated from aluminum and covered in the same blue and white used on building monument signs. White wood posts would be replaced with black metal posts with a finial on top that ties in with the posts on monument signs. The current scroll work would be used to attach the sign to the post.

**Current sign**



**Proposed sign**



### 1. Street Sign Pricing

At this time, Clayton Signs has not provided pricing estimates for street signs, but based on other pricing, we have estimated the following costs:

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- Replace street sign and post, using existing scroll work: \$400 (pricing assumes a one-to-one ratio of signs to posts, however, there may be 2-3 signs per posts in some locations).

## 2. Recommended Implementation Timeline

- Phase 1: Older, faded street signs
- Phase 3: Newer street signs

For details regarding the total cost estimate and implementation phases, see Appendix 2.

## H. Vehicle Directional Signs

Vehicle directional signs are used along roadways to direct traffic to buildings or certain regions of campus. In locations with existing signs, the L&D subcommittee recommends painting the posts black and resurfacing the informational section of the signs to have a similar look and feel as other new campus signage. Where needed, vehicle directional signs may also provide directions for handicap accessible parking (e.g., V2 in the list below could direct guests to handicap parking on the circle behind Edgewater Hall).

### Current Sign



### Proposed Sign



Based on survey feedback and the Committee's assessment, the following map shows locations that have been determined as needing additional vehicle directional signs.

# Campus Signage & Wayfinding Report



## Proposed New Vehicle Directional Sign Locations

- V1 Eastside of Central Plant Building
- V2 Southeast Corner of Edgewater Hall
- V3 North 2 parking lot
- V4 Facing Snelling Drive at Caldwell Drive
- V5 Clayton State Boulevard intersection at Caldwell Drive
- V6 Weltner Drive intersection coming from the SAC
- V7 Center of South Parking lot
- V8 South 1 Parking lot near Spivey Hall

# Campus Signage & Wayfinding Report

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## 1. Vehicle Directional Sign Pricing

At this time, Clayton Signs has not provided pricing estimates for refurbishing or replacing vehicle directional signs, but based on other pricing, we have estimated the following costs, including installation:

- Refurbish sign and post: \$800
- New sign and post: \$2,000

## 2. Central Receiving Sign

To assist drivers making deliveries to our campus, the committee recommends placing a large “Central Receiving” sign near the gates to the Facilities Management building’s loading dock. “Central Receiving” will also be added to the appropriate vehicle directional signs at the entrances to the campus and on signs on the interior of campus. The estimated cost for this sign is \$300 (phase 1).



24" high x 18" wide

## 3. Recommended Implementation Timeline

- Phase 1: New vehicle directional signs
- Phase 2: Refurbish existing vehicle directional signs

For details regarding the total cost estimate and implementation phases, see Appendix 2.

## I. Lamp Post/Pedestrian Signs (Banners)

To enhance the wayfinding system on campus, the committee recommends that we install pedestrian directional signs/banners along major walking paths and at certain sidewalk intersections. The design of the sign uses bright colors that stand out and are easily identifiable. This sign was originally intended to be made of aluminum and placed on existing black lampposts. Due to the size and weight, it was recommended that the aluminum sign be placed on stand-alone poles that are securely installed in cement (image below).

# Campus Signage & Wayfinding Report

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Because of the cost involved and to limit the number of additional sign posts on campus, only the original sign, which has already been procured, in the Quad just outside the University Center will be made of aluminum and mounted to a standalone pole. Future pedestrian signs similar to the sign above will be made of fabric and mounted to lamp posts, similar to the PACE banners around campus. Banners are lightweight and cost-effective in the event of future changes.

Lamp post banners will be a significant enhancement to the wayfinding system on campus. Each banner will be customized based on its location on campus, directing guests to buildings, services, and other destinations on campus such as the amphitheater and sports venues.

The map below shows proposed locations of pedestrian banners.

# Campus Signage & Wayfinding Report



## 1. Proposed Pedestrian Banner Locations

- P1 SE corner of Central 1 Parking Lot
- P2 East side of NBS, near Central Plant building
- P3 SW corner of Edgewater Hall
- P4 Near faculty parking in North 2
- P5 NE corner of LAB
- P6 Entrance sidewalk at Clayton Hall and Caldwell Drive
- P7 Walking entrance at University Center parking lot
- P8 Top of staircase at Laker Hall parking lot
- P9 South end of Athletics & Fitness Center along sidewalk to SAC
- P10 Between NBS and Edgewater Hall at Central 3 parking drop-off
- P11 North end of Science Building pond, near Facilities Management building
- P12 Intersection of Clayton Hall and Faculty Hall
- P13 Between Arts & Sciences building and NBS
- P14 University Center Plaza at sidewalk to Athletics & Fitness Center

# Campus Signage & Wayfinding Report

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P15 In front of Spivey Hall at sidewalk from Amphitheater

P16 East Campus bridge to Central Campus

An additional pedestrian directional banner should be placed near the new MARTA bus stop off of Clayton State Blvd. once the appropriate walking path from the bus stop to campus is established.

## 2. Pedestrian Banner Pricing

Pricing for pedestrian banner signs is estimated based on pricing for other lamp post banners on campus, such as the P.A.C.E. banners:

- Banner (54" x 22"), including mounting equipment: \$160
- Installation should be completed by Facilities Management.

## 3. Recommended Implementation Timeline

Because of the low cost and high impact of the lamp post banners, the committee recommends that all be implemented during Phase 1.

The committee recommends refurbishing existing pedestrian signs as part of Phase 2.

For details regarding the total cost estimate and implementation phases, see Appendix 2.

## J. Point of Interest Sign

To enhance the wayfinding system on campus, the committee recommends considering the addition of point of interest signs at key campus destinations, such as: sports venues, the amphitheater, the butterfly garden, the quad, etc.



# Campus Signage & Wayfinding Report

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## K. Morrow Pedestrian Path System

The committee recommends that the University should create co-branded signs with the City of Morrow to mark the planned pathway through campus once it is implemented.

## VI. Campus Perimeter Signage

### A. Subcommittee Objectives

- Develop a list of entrances and perimeter areas to be inventoried.
- Recommend ways to mark entrances to CSU with distinctive and eye-catching landmarks.
- Examine the feasibility of installing digital signage at the entrance to campus.
- Investigate alternative means and/or placement of “Tobacco Free Campus” signs.
- Discuss temporary/yard signs along perimeter, outdated and unnecessary signs, and the possibility of installing interchangeable sign holders.
- Recommend signage for the guard station behind the main entrance sign.

Using survey feedback and discussions in the main committee, the perimeter signage subcommittee divided the campus perimeter into the following areas for review and assessment:

- HWY 54 & Clayton State Blvd. leading to main entrance
- Main entrance at Lee Street & Clayton State Blvd.
- North Lee Street
- South Lee Street
- Clayton Station Apartments
- Clayton State East
- Lucy Huie Hall
- Guard Station

Before addressing the individual areas, the subcommittee made note of the plethora of signs from the university, the city, and the Department of Transportation (traffic directional signs), and recommends the following:

- Existing traffic signs should be cleaned or replaced as many are too dirty to be easily read or are so faded they are not legible.
- The “Buckle-Up Georgia” signs should be removed as that campaign is old.
- The “City of Morrow” pillar sign on North Lee Street should be removed as it creates confusion. If it cannot be removed, it would minimally need to be cleaned and repaired.

## B. “Tobacco Free Campus” Signage

The system-wide roll out of the “Tobacco Free Campus” campaign required a number of signs to be posted at the entrances to campus as well as the campus interior. Since the initial communication phase has passed, the subcommittee recommends that this signage be removed and “friendlier” and more welcoming banners be installed (phase 2). After reviewing many design concepts, the following two banners are recommended.

### Breathe Easy Lamp Post Banners



## C. Campus Entrances

As discussed in the Location and Directional Signage section of this report, is recommended that the campus be divided into four main zones: north, south, central, and east—each zone accommodating a large parking area. All entrances to campus will be designated according to these zones as well. The south parking lot is located close to the southwest entrance (which would be designated the south entrance). The north lot is accessed from the northwest entrance (which would be designated the north entrance). The main entrance facilitates access to the south, north, and central lots. The east lot would be accessed via the east campus entrance.

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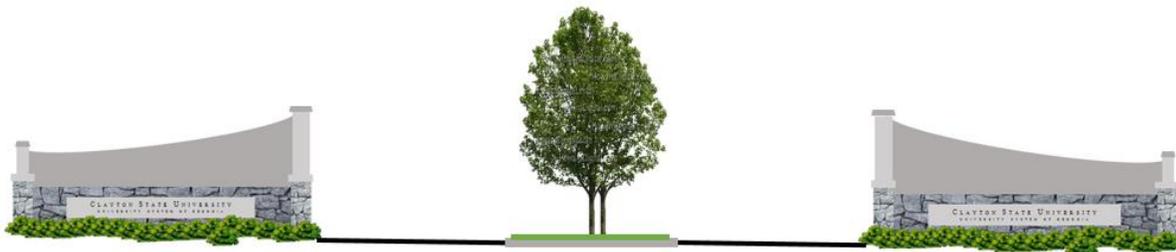
## 1. Main Entrance – HWY 54 & Clayton State Blvd.

- Keep existing monument sign at each corner. These signs do not have to look like the new monument signs in the interior of campus as they mark the entrance to campus and as such they can be different, but they should be more prominent. Also, rules regarding the usage of the university logo do not allow the image to be modified as would be necessary to add to the existing sign structure.
- To make these signs more prominent, landscaping should be trimmed and the sign should have an addition built on top as depicted below (phase 2).

### Current Sign



### Proposed Sign



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## 2. Main Entrance – Lee Street & Clayton State Blvd.

Remove the existing monument sign and replace it with a tall (approximately 15') and more impressive sign/structure that combines many of the architectural and landscape features of the campus such as arches, roof lines, as well as the University name and mascot. Consider also incorporating some water features, such as a fountain or water wall (phase 3).

### Current Sign



### Proposed Structure



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## 3. Main Entrance – Guard Station/Visitor Information

This building serves as drive-up visitor information (mainly directions and maps) during the day and a guard station at night. It is currently unnamed and no signage exists other than the yard sign that is out only when the station is staffed by student assistants. It is essential that signage not obscure the 360 degree view needed when it serves as a guard station. Recommendations (phase 1):

- Install a low-level horizontal sign with a changeable or moveable “Open/Closed” section to alert visitors when the station is open for visitor assistance. Since hours of operation vary according to the time of semester and events, posting hours of operations is not recommended. The sign should indicate that visitors can pick up a map from box when the station is closed.
- An all-weather box for maps should be installed at driver height near the curb.
- Remove Tobacco Free sign in front of guard station and replace with a “Breathe Easy” lamp post banner.



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#### 4. North Entrance – Lee Street & Caldwell Drive

As can be seen from the image below, there is not enough space at this entrance to add a “North Entrance” sign anywhere in the area right at the gates. However, the north entrance will be indicated on a new southbound vehicle direction sign that will be placed in the median close to this entrance, as well as a northbound directional sign close to where a vehicle would turn into this entrance (see signs PV1 and PV2 in the Perimeter Monument and Vehicle Direction Signage section of this report).

The image below shows another example of replacing a Tobacco Free sign with a Breathe Easy lamp post banner at the north entrance.

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## 5. South Entrance – Lee Street & Simpson Drive

The subcommittee recommends installing a branded sign onto the fence in between the entering and exiting lanes (phase 3). The south entrance will also be indicated on new vehicle directional signs on Lee Street (see signs PV6 and PV7 in the Perimeter Monument and Vehicle Direction Signage section of this report).



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## 6. East Entrance – Trammell Road

The subcommittee recommends updating the current monument sign to be consistent with the look of the new sign design (colors and logo) and adding landscaping to the large boulder near the entrance (phase 1). A new monument sign is not being recommended at this time as there are future plans to build a road that will connect CSU East to the central campus. Once the road is built then a new sign(s) can be added to mark the new entrance to the campus.

**Current Sign**



**Proposed Sign**

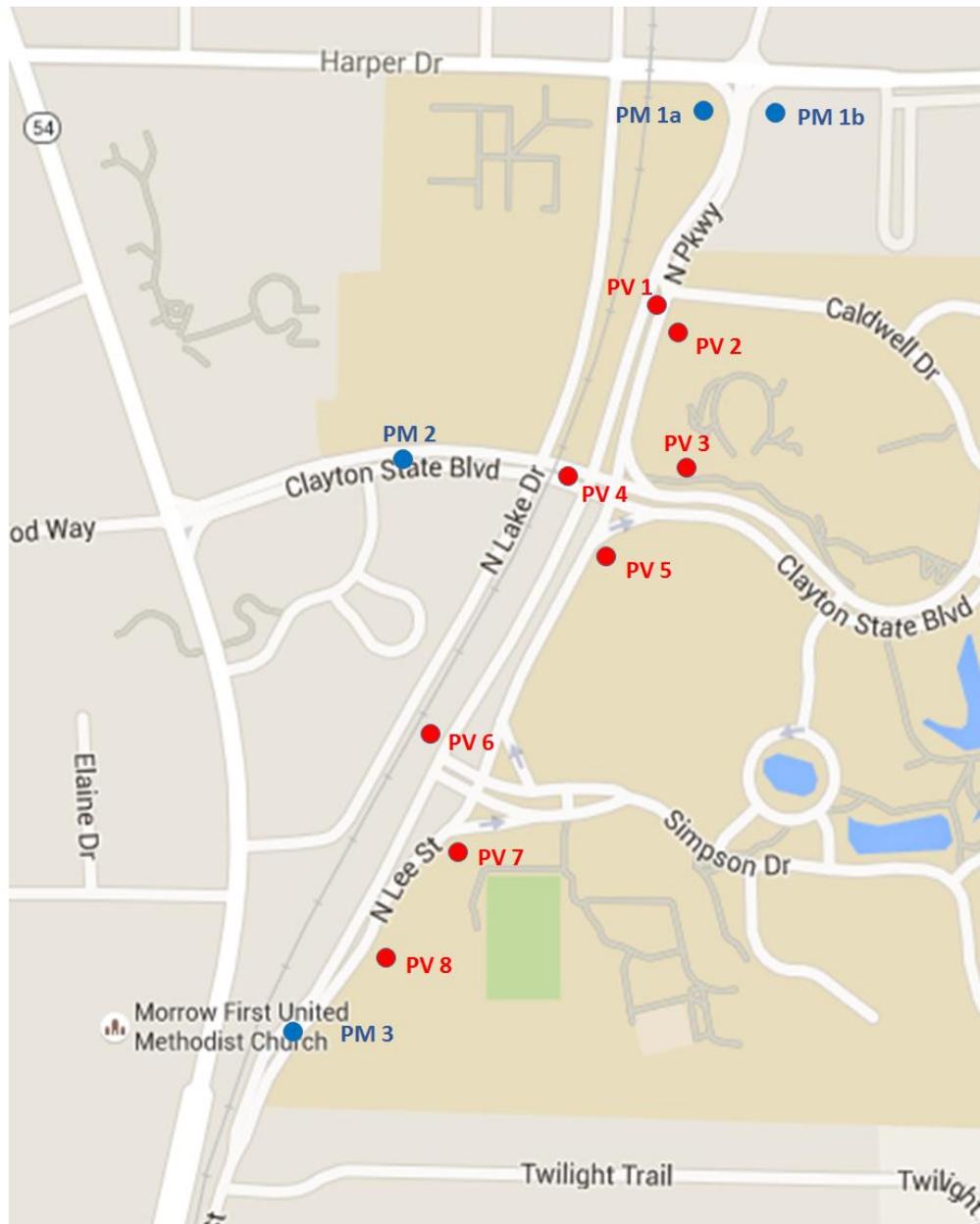


## D. Perimeter Monument & Vehicle Directional Signage

The perimeter signage subcommittee determined that there exists significant opportunity for improving vehicle directional signage along the perimeter of the campus, in particular along Lee Street. Many of the existing vehicle directional signs are old and faded, and they are the same size as the signs used on the interior of campus, which is too small to allow adequate visibility when vehicles are travelling at greater speeds on Lee Street. Therefore, the subcommittee recommends that instead of the existing signs which are approximately 40” wide with 2¼” text height, the new perimeter vehicle directional signs should be 56” wide with 3” text height.

The subcommittee is also recommending a few new perimeter monument signs to help mark the edges and entrances to the campus to create a more welcoming appearance. The following map shows the locations of the recommended perimeter monument signs (PM) and perimeter vehicle directional signs (PV).

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PM = Welcome Monument Sign

PV = Perimeter Vehicle Directional Sign

## 1. Proposed Perimeter Monuments Signs (phase 2)

### PM 1a & PM 1b: Intersection of Lee Street and Harper Drive

- Request that Rainwater Apartments move their existing monument sign on the corner (it is on Clayton State University property).

# Campus Signage & Wayfinding Report

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- Build a monument sign on each corner like the (modified) monument signs at HWY 54 & Clayton State Blvd.



## **PM 2: Clayton State Blvd. leading to main entrance**

- A perimeter welcome monument sign should be built in the median on Clayton State Blvd. approximately halfway between HWY 54 and Lee Street to indicate to visitors that the campus is ahead. The dimensions of this sign will be approximately the same as the building monument signs (without the granite base): 5'8" wide x 4'5" high.



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## **PM 3: Lee Street, Traveling Northbound just past Oxford Apartments**

- Another perimeter welcome monument sign, like the one above, is recommended to be placed in the median on Lee Street, across from the third campus fence post when traveling northbound.

## **2. Proposed Perimeter Vehicle Directional Signs (phase 1)**

### **PV 1: Lee Street and Caldwell Drive -- Southbound**

- This vehicle directional sign will be seen by southbound traffic on Lee Street. It should be placed in the median across from the north entrance to campus.

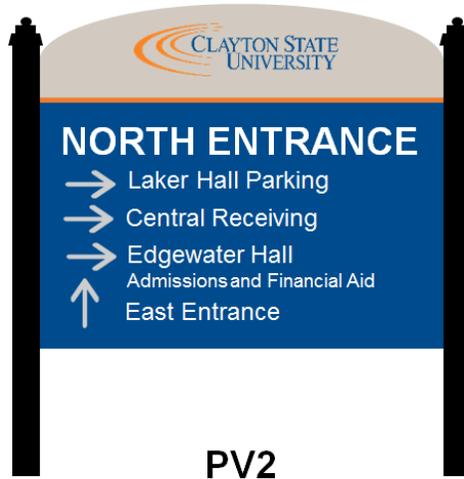


# Campus Signage & Wayfinding Report

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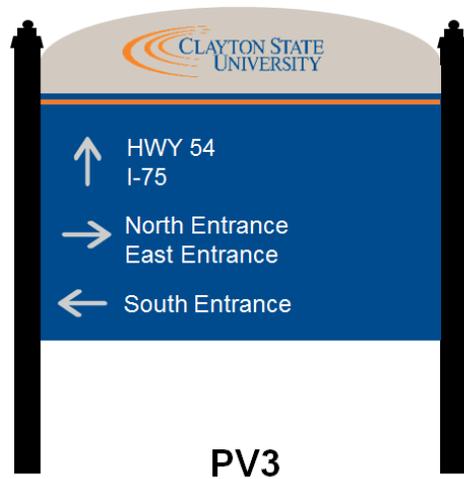
## PV 2: Lee Street and Caldwell Drive – Northbound

- Replace existing directional sign close to the North Entrance with a new sign.



## PV 3: Lee Street at Main Entrance – Westbound

- A new perimeter directional sign should be added near the corner of Clayton State Blvd. and Lee Street (before the right hand turn). The current “CSU East” and “Buckle Up” signs should be removed.

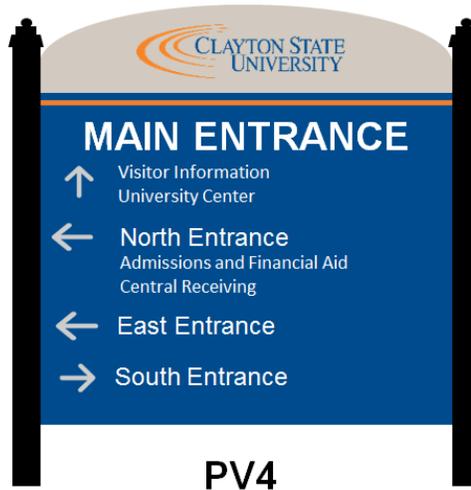


# Campus Signage & Wayfinding Report

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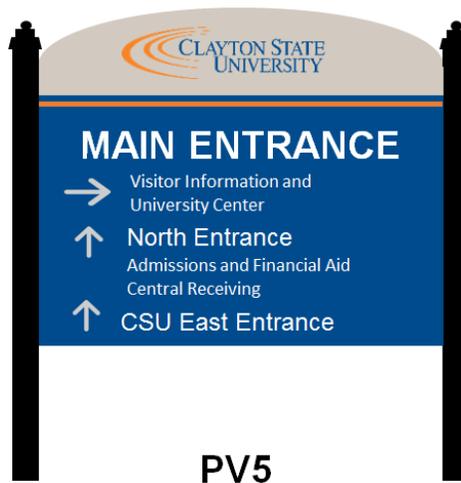
## PV 4: Lee Street at Main Entrance – Eastbound

- At the railroad/traffic light facing the main campus entrance, add a new directional sign.



## PV 5: Lee Street at Main Entrance – Northbound

- Replace CSU East sign at corner of Lee Street and Clayton State Blvd. with a new directional sign.

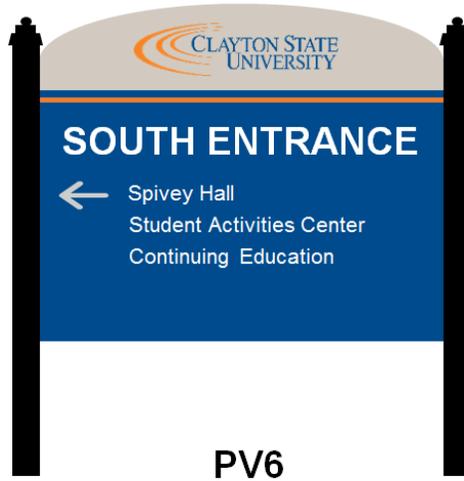


# Campus Signage & Wayfinding Report

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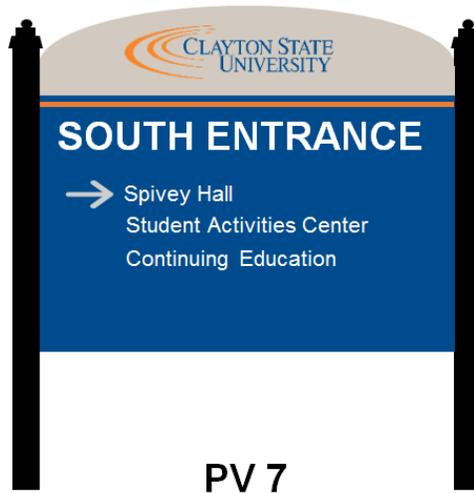
## PV 6: Lee Street and Simpson Drive – Southbound

- Replace existing vehicle directional sign with a new sign to the right of the southbound lane before the left turn into the south entrance.



## PV 7: Lee Street and Simpson Drive – Northbound

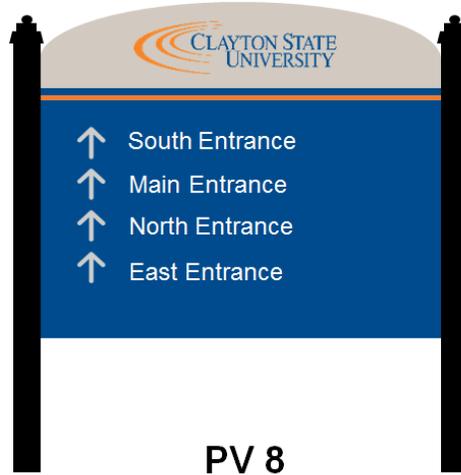
- Add a new directional sign indicating the south entrance and key buildings.



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## PV 8: Lee Street, just south of South Entrance – Northbound

- Replace existing vehicle directional sign with new sign indicating the upcoming entrances:



## E. Clayton Station Apartments

The sign at the Harper Drive entrance currently has a banner hanging on a brick monument sign. The subcommittee recommends keeping the brick structure and replacing the banner with a permanent lettering (phase 1).

### Current Sign



### Proposed Sign



To mark the other three corners of the Clayton Station Apartments property, the subcommittee recommends placing signs on the fence that is to be constructed around the perimeter of the property (phase 3).

- Corner of Harper Drive and N. Lake Drive
- Corner of Clayton State Blvd. and N. Lake Drive
- End of fence line on Clayton State Blvd. by the Georgia Archives

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## F. Driving to CSU East

The subcommittee recommends replacing all existing signs with new, larger branded signs (phase 2).

**Existing Sign**



Approx. 12" x 18"

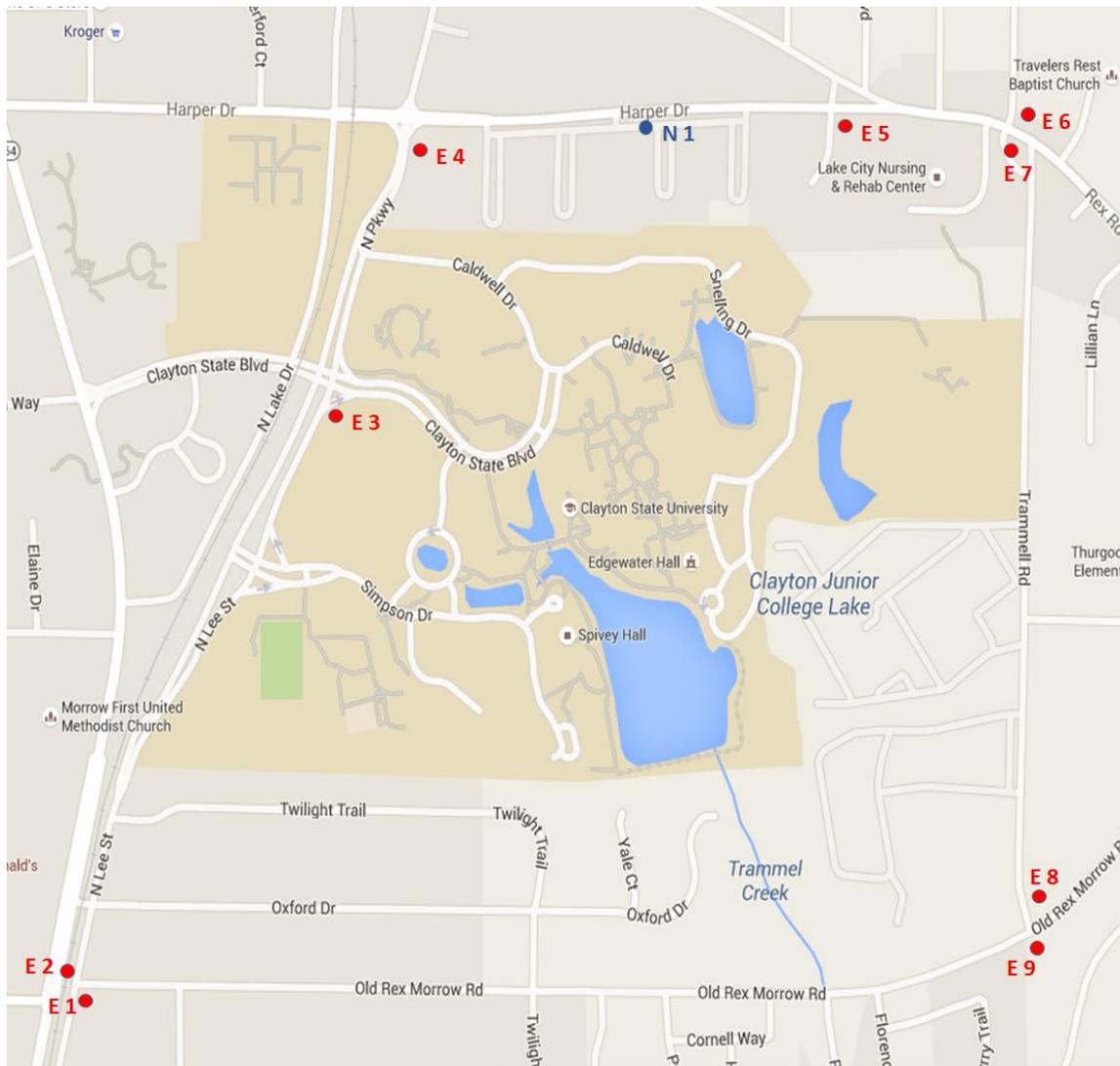
**Proposed Sign**



Approx. 18" x 24"

The following map shows all of the locations of CSU East Entrance directional signs. Existing signs (depicted in red) will be replaced using the existing posts, and one new sign (depicted in blue) should be added on Harper Drive.

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E = Existing Sign

N = Proposed New Sign

## G. Lucy Huie Hall

- Replace existing entrance sign with new, branded monument sign at the corner entrance as indicated by the blue dot on the map below (phase 1).
- Existing parking signs need to be replaced with branded signs as indicated by the yellow dots on the map below (phase 1).
- Remove Tobacco Free Campus sign and add “Breathe Easy” lamp post banner (phase 2).
- The subcommittee recommends asking the Department of Transportation to add one additional vehicle directional on Tara Blvd., on the southbound side of the road near HWY 54. CSU used to have a sign at this location until it was removed several years ago during road construction (phase 2).

# Campus Signage & Wayfinding Report

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Monument sign: ●

Parking sign: ●

DOT sign outside of above map perimeter (Tara Blvd. and HWY 54)

## H. Digital Signage

The subcommittee discussed digital signage as well as possible locations. The first location that was considered was near the guard station. Between the hours of 11pm and 6am, the Public Safety department uses the guard station to monitor the main entrance into campus along with student traffic. Placing a digital sign at this location would obstruct the view (especially at night). There is also insufficient distance from the corner of Lee Street and Clayton State Blvd. for a driver to have time to read the details on the sign which could create a traffic hazard as drivers slow down or stop to read messages. Lastly, there have been a number of lightning strikes in this area and while there is surge protection, there is no lightning protection. To date, security cameras have been hit twice. Therefore, the subcommittee does not consider this location to be feasible.

The second location considered was the median at the intersection of HWY 54 and Clayton State Blvd. Four estimates ranging from \$63,000 to \$95,000 were received. In addition to the costs for the sign and installation, data and electricity would have to be run, requiring an additional \$80,000 to \$120,000. Regardless of the cost of installing a digital sign, the committee does not recommend installing a digital sign at this location because a digital sign would detract from the recommended modification to the entrance monument signs and would not be a good fit aesthetically.

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## I. Permanent Interchangeable Signs

Due to the expansion of the campus kiosks and the additional responsibility and labor required to manage and post flyers and monitor event yard signs (see Other Campus Signage section of report), the committee recommends that the proposal to add permanent interchangeable signs at the campus entrances (and possibly at key intersections on campus) be deferred at this time and reviewed again after phase 3 of the signage implementation plan has been completed.

## VII. Other Campus Signage

### A. Subcommittee Objectives

1. Evaluate and make recommendations for changes to current policies and procedures for use of:
  - Temporary event signage (“yard signs”)
  - Outdoor kiosks
  - Lamp post banners
2. Recommend possible locations for new outdoor kiosks.

### B. Temporary Event Signage

The subcommittee recognizes the need for temporary event signage (“yard signs”) on our campus and recommends that these types of signs be approved for continued use with some changes to the current policies which are outlined in the Clayton State University Posting and Announcement Policy.

#### 1. Yard Sign Design (*changes to existing policy & process under review*)

- Order signs from Media and Printing Services (M&PS).
- Signs are 19” x 25” corrugated plastic.
- Signs can be ordered single or double-sided.
- Signs will come with or without metal stands.
- Signs currently have no standard design requirements. Some basic standards/templates are being considered (e.g., minimum font size, approved colors, etc.).

Note: all signs must be in compliance with the America’s Disabilities Act (ADA).

#### 2. Yard Sign Approval Process

- All yard signs will be required to have an authorization sticker which will be produced by M&PS and placed on all yard signs ordered from M&PS.

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- For yard signs not ordered from M&PS, or for those being reused, stickers should be obtained (for free) by the sponsoring unit from M&PS.
- The authorization sticker will be placed on the right, bottom corner of sign.
- The authorization sticker will be florescent yellow and resemble a three-leaf clover. It will have blank lines for the following: contact name, sponsoring unit, and sign expiration date.
- The authorization sticker should be completed by the sponsoring unit (e.g., John Doe, Arts & Sciences, 8/15/15).

### 3. Yard Sign Expiration and Monitoring Process

- Yard signs may not be posted for more than two (2) consecutive weeks. Some exceptions may be allowed; approval will need to be obtained from the UC Information Desk which is overseen by Campus Information and Visitor Services (CI&VS).
- Sponsoring units are responsible for removing all of their signs within one (1) business day following the expiration date on the authorization sticker on the sign.
- Expired signs will be removed twice per month and placed in the warehouse. This monitoring responsibility will be shared by Facilities Management and CI&VS. Each group will have a designated week each month during which they will remove all expired signs. This process will require an estimated 10 hours/week of student worker time which will need to be budgeted for CI&VS.
- Yard signs without an expiration sticker will be removed immediately.
- M&PS will periodically collect expired signs from the warehouse and recycle the materials.

### 4. Yard Sign Placement

Yard signs for approved events may only be placed in the following designated areas:

- Clayton State Blvd. (from Wellner Drive to Caldwell Drive)
- Caldwell Drive
- Simpson Drive
- Main sidewalk rear James M. Baker University Center
- Quad – Courtyard
- Main entrance and three (3) secondary entrances to campus

Note: Signs may not overlap or conceal any portion of other signs.

# Campus Signage & Wayfinding Report

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## C. Outdoor Kiosks

The subcommittee does not recommend changing the design of the existing outdoor kiosks on campus. However, we do recommend some changes to the policies and procedures for posting flyers in the kiosks which are outlined in the Clayton State University Posting and Announcement Policy.

### 1. Kiosk Design (*basic design does not change*)

- Paint all three existing kiosks black (phase 2).
- Clear plexiglass cover; locked.
- One side has 60 x 43 magnetic display area.
- Other side will have full campus map with ‘You Are Here’ dot.

### 2. Existing Kiosk Locations

- Quad Courtyard
- Outside the Art & Sciences Building
- In front of the University Center (between the lakes)

### 3. Proposed Kiosks Locations

- SAC: at the corner of Simpson Drive and Sanford Drive (phase 1).
- Near College of Business, by walkway next to Clayton State Blvd. (phase 3).

### 4. Cost

- New kiosk: \$3,500
- Paint existing kiosk: \$700

### 5. Kiosk Posting Policies & Procedures

- The minimum size flyer will be 8.5” x 11”.
- The maximum size flyer will be 11” x 17”.
- No tape will be allowed.
- Magnets only will be used.
- All kiosks except the new one at the SAC will be managed by Campus Information and Visitor Services (CI&VS). This process will require an estimated 10 hours/week of student worker time which will need to be budgeted for CI&VS.
- The SAC kiosk will be managed by Campus Life.

# Campus Signage & Wayfinding Report

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- Approved flyers should be brought to the UC Information Desk. The owner of the flyer may specify in which of the five kiosks they would like their flyer posted. They will be guaranteed at least two locations. If the SAC kiosk is one of the requested locations, a member of CI&VS will take the flyer to the Department of Campus Life for posting.
- Flyers may not be posted for more than two (2) consecutive weeks. Some exceptions may be allowed; approval will need to be obtained from the UC Information Desk which is overseen by (CI&VS).
- No more than one (1) of the same flyer per kiosk.
- All student organizations are still required to have all flyers approved and stamped by Campus Life.
- If a student organization only wants a flyer posted in the SAC kiosk, they can leave it with Campus Life.

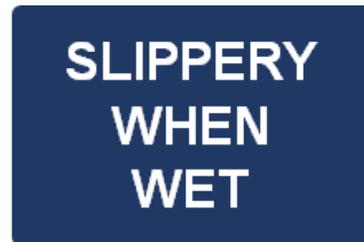
## D. Other Miscellaneous Signs

There are many small, informational signs around the campus such as: “Do Not Feed the Ducks”, “Slippery When Wet”, and “Campus Irrigation Supplied by Retention Pond Water”. The committee considers the replacement of these signs to be lower priority and recommends that this be done in phase 3.

**Current Sign**



**Proposed Sign**



There are several wooden signs, including “No Parking” and “Spivey Hall Service Entrance”, that were installed around Spivey Hall. These signs are faded and are no longer needed. Spivey Hall has requested that all of these wooden signs be removed and only one “No Parking” sign be replaced in its current location on the Spivey Hall entrance circle. The committee supports this recommendation (phase 1).

For details regarding the total cost estimate to replace all signs, see Appendix 2.

# Campus Signage & Wayfinding Report

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## E. Lamp Post Banners

The subcommittee does not recommend any changes to the use of lamp post banners at this time.

## F. Next Steps:

- Media & Printing Services will design and produce an expiration sticker for yard signs.
- Manufacturer will install 2 new kiosks; Facilities Management will paint 3 existing kiosks black.
- Facilities Management will install a campus map on one side of all kiosks with “You Are Here” dot.
- In order to implement the proposed process for monitoring yard signs as well as managing the posting of flyers to kiosks, the Campus Information & Visitor Services unit will require one additional student worker, working 19.5 hours/week.
- Campus Information and Visitor Services will update the Clayton State University Posting and Announcement Policy with recommended changes for yard signs and kiosks.

## VIII. Summary of Proposed Signage

The proposed signage in this report will help contribute to a unified and cohesive wayfinding system for the entire campus that will improve navigation for both pedestrians and vehicles. The following is a list of the main elements of the new Sign Family:

Main Entrance Signs



Perimeter Monument Sign



# Campus Signage & Wayfinding Report

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Perimeter Directional Sign



Vehicle Directional Sign



Street Sign



Parking Lot Sign



Pedestrian Sign/Banner



Building Monument Sign



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Secondary Entrance Signs



Point of Interest Sign



## IX. Project Cost Estimate

The implementation timeline for this project has been divided into three phases, based primarily on the priority assigned to either getting new signs in place or existing signs refurbished. Each phase of the project may take several years to complete due to budget constraints and other factors. The cost to complete every recommendation in this report, as well as the implementation phases, are summarized in Appendix 2.

The cost estimate to complete the entire project is \$261,780.

The cost estimate by project phase is:

- Phase 1: \$165,660
- Phase 2: \$43,320
- Phase 3: \$52,800

## X. Additional “Out of Scope” Observations & Recommendations

- Many new students and campus visitors have expressed difficulty finding Edgewater Hall. In addition to the extra signs recommended, consider adding the building name in large letters on the side of the building facing the parking lot.
- Consider replacing the lettering on Lucy Huie Hall – it is very difficult to read.
- When entering Clayton Hall from the main entrance, straight ahead is large lettering on the wall that says “College of Arts and Sciences”. Survey feedback suggests that this has caused confusion for people who are not sure if they’ve entered the right building.

# Campus Signage & Wayfinding Report

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- There is a DOT sign pointing to the previous Fayette campus location on Hwy 54 that should be moved.
- Several traffic signs on and around campus are in bad shape and need to be replaced.
- CSU's posting policy for flyers in buildings needs to be reviewed and updated. There probably need to be more designated areas (like bulletin boards) in buildings to post flyers. This would limit the number of flyers being taped up in unapproved locations.

## **XI. Conclusion**

The Committee devoted a significant amount of time and effort to conducting meaningful research, analysis and extensive discussion in developing the recommendations contained in this report. We believe that, once implemented, the new signage will help provide a more unified, distinctive and welcoming appearance to all areas of our campus. It will also make our campus easier to navigate, both by vehicle and by foot.

## **XII. Appendices - One (1) and Two (2) are attached.**

### **Appendix 1 – Campus Signage & Wayfinding Survey Questions**

### **Appendix 2 – Recommended Signage, Implementation Phases, and Cost Estimate**

Note: A large map showing all new recommended signs, as well as a PowerPoint file with detailed directional information for all new vehicle and pedestrian signs, can be obtained upon request from Svetlana Soroka in Facilities Management.

# Campus Signage & Wayfinding Report

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## APPENDIX 1

### Campus Signage & Wayfinding Survey Questions

Thank you for participating in the Campus Signage and Wayfinding Survey. All answers to this survey are confidential and anonymous, so please be as open and honest as possible. Enter your name at the end of the survey for a chance to win a \$50 gift card to The Loch Shop!

1. Please pick the category that best describes you:

- Student
- Staff
- Faculty

2. How long have you been coming to the Clayton State University Campus?

- Regularly for less than one year
- Regularly for one to two years
- Regularly for more than two years

3. How do you get to Clayton State's Campus?

- Car
- Walk
- Bike

4. Have you experienced problems reaching a desired destination on campus?

- Yes
- No

If No is selected, then skip to Question 5.

4a. If you have experienced problems reaching a desired destination on campus, please elaborate in the text box below. Feel free to give specific examples.

## Campus Signage & Wayfinding Report

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5. As a pedestrian walking around campus, please rate the campus signage on a scale of 1 to 5, with 1 being extremely inadequate and 5 being extremely helpful.

- 1 - Extremely inadequate
- 2
- 3
- 4
- 5 - Extremely helpful

If 3, 4, or 5 are selected, then skip to Question 6.

5a. If you selected below a 1 or 2 for inadequate signage, please elaborate in the text box below. Feel free to give specific examples.

6. When driving around campus, please rate the campus signage on a scale of 1 to 5, with 1 being extremely inadequate and 5 being extremely helpful.

- 1 - Extremely inadequate
- 2
- 3
- 4
- 5 - Extremely helpful

If 3, 4 or 5 are selected, then skip to Question 7.

6a. If you selected below a 1 or 2 for inadequate signage, please elaborate in the text box below. Feel free to give specific examples.

7. Please rate the clarity and placement of campus parking lot signs on a scale of 1 to 5, with 1 being extremely inadequate and 5 being extremely helpful.

- 1 - Extremely inadequate
- 2
- 3
- 4
- 5 - Extremely helpful

If 3, 4 or 5 are selected, then skip to Question 9.

## Campus Signage & Wayfinding Report

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7a. If you selected below a 1 or 2 for inadequate signage, please elaborate in the text box below. Feel free to give specific examples.

8. If you are mobility or visually challenged, please provide information on ways in which the signage system could be made more effective for you in the text box below.

9. Please provide any other suggestions on how we can improve our campus signage.

10. If you would like to be entered into a drawing for a \$50 gift card to the Loch Shop, please provide the following information:

Name

Email address

Phone number

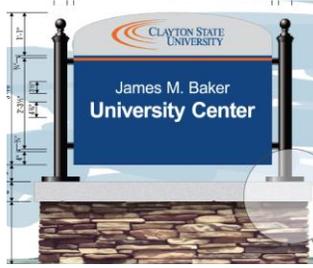
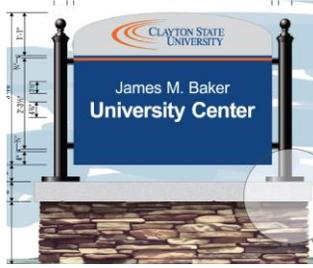
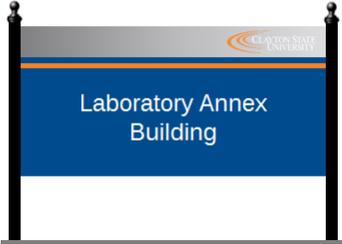
**APPENDIX 2**

**Recommended Signage, Implementation Phases, and Cost Estimate**

**(included as a separate document)**

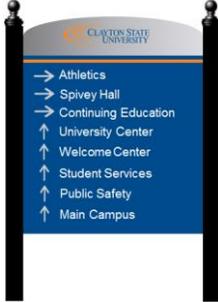
## APPENDIX 2

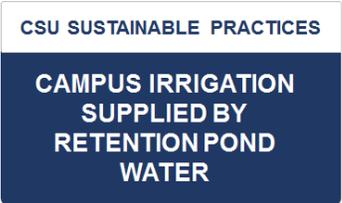
### Recommended Signage, Implementation Phases, and Cost Estimates

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
<b>Building Monument (refurbish)</b>			1	16	\$3,100	\$49,600
<b>Building Monument (new)</b> Lucy Huie Hall and Science Building			1	2	\$8,300	\$16,600
<b>Secondary Entrance (Vertical)</b>	None		1	2	\$2,000	\$4,000
			2	3	\$2,000	\$6,000
<b>Secondary Entrance (Horizontal)</b>	None		1	2	\$2,000	\$4,000
			2	1	\$2,000	\$2,000
			3	4	\$2,000	\$8,000

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
Street Sign			1	9	\$400	\$3,600
			3	8	\$400	\$3,200
Vehicle Direction (refurbished)			2	17	\$800	\$13,600
Vehicle Directional (new)			1	8	\$2,000	\$16,000
Parking Lot (refurbished)			1	19	\$800	\$15,200

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
<b>No Parking (Spivey Hall Entry Circle)</b>			1	1	\$200	\$200
<b>Parking Designation (refurbished)</b>			1	133	\$200	\$26,600

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
<b>Pedestrian (refurbished)</b>			3	12	\$800	\$9,600
<b>Kiosk (repaint black)</b>		No design change, painted black	2	3	\$700	\$2,100
<b>Kiosk (purchase new, painted black)</b>			1 (SAC)	1	\$3,500	\$3,500
			3	1	\$3,500	\$3,500

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
Irrigation			3	4	\$100	\$400
Slippery When Wet			3	6	\$100	\$600
Do Not Feed the Geese			3	4	\$400	\$1,600
Lamp Post Banners	None		1	16	\$160	\$2,560

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
<b>Breathe Easy Banners</b>	None		2	10	\$120	\$1,200
<b>Perimeter Monument</b>	None		2	2	\$2,500	\$5,000

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
<b>Perimeter Vehicle Directional Signs</b>  <b>PV1 - PV8 on Perimeter Vehicle sign map</b>	None		1	8	\$2,500	\$20,000
<b>Entrance Gate (South)</b>	None		3	1	\$3,500	\$3,500
<b>Modifications to HWY 54 Entrance Signs</b>	None		2	1	\$12,000	\$12,000
<b>Install new Gate entrance at Harper Drive</b>	None		3	1	\$20,000	\$20,000

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
Clayton Station Entrance Sign	None		1	1	\$1,500	\$1,500
Clayton Station perimeter	None		3	4	\$600	\$2,400
Directional signs to CSU East Entrance			2	7	\$60	\$420
			2	1	\$200	\$200

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
Clayton State University East Entrance Sign			1	1	\$1,500	\$1,500
Lucy Huie Vehicle Direction Sign (Tara Blvd)		No design change.	2	1	\$800	\$800
Guard Station visitor assistance sign; Open/Closed sign	None	TBD	1	1	\$300	\$300
Guard Station map box	None	TBD	1	1	\$200	\$200

Sign Type	Current Design	Proposed Design	Phase	Quan	Price	Total Cost
Central Receiving	None		1	1	\$300	\$300

Total cost estimate: \$261,780.

Cost estimate by project phase:

- Phase 1: \$165,660
- Phase 2: \$43,320
- Phase 3: \$52,800