WAYFINDING
ANALYSIS AND RECOMMENDATIONS

DRAFT PRESENTATION
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Developed by Corbin Design
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INTRODUCTION

In March 2016, the Corbin Design team engaged in a three day tour of the UR campus, speaking with stakeholders in a variety of settings:

- **Day One** included a comprehensive tour of the campus grounds with Andrew McBride, AVP of Facilities and University Architect. We discussed the history of the buildings and changes anticipated in the Master Plan, and were able to get a first-hand look at current wayfinding signage.

- **Day Two** was designed to gather input: first, a meeting with the Core Team to discuss project goals and specifics. Next, a meeting with stakeholders from across campus departments to describe the wayfinding effort and discuss specific challenges. In the afternoon, intercepts with students in the Commons and an opportunity for community and neighbors to share input in the evening.

- **Day Three** began with a campus tour with Amelia, our student guide, to understand how the campus is described to parents and prospective students. We had another opportunity for engagement in the Dining Hall at lunchtime, and completed a final meeting to share initial observations and recommendations with the Core Team.

This document is a summary of those recommendations for consideration, which will establish the foundation for campus wayfinding logic and exterior signage.

CORE TEAM

Our Wayfinding Core Team is comprised of leaders from across the UR campus. They are responsible for review of the recommendations in this document and shepherding them to final approval. Once the wayfinding signage program is complete, they will continue to work together to maintain the information in the wayfinding system in their various roles: via signage, printed/online communications, and ongoing training.

Core Team members include:
- Dave Hale, VP Business & Finance
- Dave McVoy, AVP for Public Safety & Chief of Police
- Mike O’Toole, Facilities & Events Coordinator for Athletics
- Elizabeth Chenery, Director of Events & Support Services
- Samantha Tannich, Design Director for Communications
- Wendy Burchard, Strategic Sourcing Manager for Procurement
- Sarah McComas, Gift Planning Officer for Advancement
- Rebecca Buffington, Senior Associate Director of Admissions
- Andrew McBride, AVP for Facilities & University Architect

Members of the Corbin Design team touring campus in golf carts.
VISITOR JOURNEY MAP

This graphic describes all of the ways that wayfinding information reaches potential visitors to campus.

Whether a prospective student/parent, a member of the community or a continuing education student, each visitor should be supported in their journey with consistent communications in whichever media they appear.

The Wayfinding Team members will be charged with educating staff and maintaining wayfinding tools once the scope of Corbin Design’s work is complete.
Recommendation begin with the basic logic of wayfinding and the language you use to "speak to wayfinding."

**Campus Logic & Terminology**

In almost every conversation, “28 Westhampton” was mentioned. We learned that this has become the default campus address because shipping large objects to campus requires they be temporarily stored there.

- When the realignment of UR Drive/Westhampton/Gateway is complete in summer 2016, a separate address for shipping will need to be defined.
- We’ve found that 28 Westhampton is not consistently located across different search engines (Google/Bing/Mapquest).
- The campus “front door” should be the new Queally Center for Admissions and Career Services address, when complete. This will correctly direct campus visitors using GPS on mobile devices.
- This information can be updated using this site: http://www.gps.gov/support/user/mapfix/devices-and-maps/

**Campus Entry**

Currently there is no Main Entrance to campus. We propose altering existing signage and maps to identify the following three entrances by name:

1. **Main Entrance**
   - The master plan identifies the southernmost entry to campus as the primary visitor entrance:
     - a. Future entrance for Admissions & visitor parking
     - b. The most visually appealing way to access campus
     - c. Boatwright Library tower is visible as you drive up UR Drive
     - d. It’s the only entrance that does not require driving through a neighborhood.

2. **Richmond Entrance (formerly Gateway)**
   - a. Business and Law schools as primary users, along with evening students from the community
   - b. Primary student entrance/exit to Richmond

3. **Westhampton Entrance**
   - a. Alumni Center visitors
   - b. Modlin Center visitors
   - c. South Residence Halls and Apartments

The former Boatwright entrance will be treated as a boundary marker, with guide signage directing vehicles to primary destinations.
Campus Areas
In order to make the campus more understandable, we learned that cardinal directions are rarely used or understood. Because of the coordinate campus history, Richmond and Westhampton are defined as “areas” divided by a lake. The most frequent reference we heard was “Richmond Side” and “Westhampton Side.”

Proposed resolution:
• Align gateways and primary campus roadways with this logic
• Identify each “side” as appropriate on campus signage, to aid in orientation. This will be determined in the design phase of this project.

Street naming
Current campus street names are generally unknown to faculty and students, especially those with no cars. The master plan will remove some intersections where road names currently change.

Proposed resolution:
1. Change primary N/S road name to UR Drive
   a. Primary circulation through campus
   b. Business School address becomes 1 UR Drive
2. Richmond Way remains the primary loop bisecting UR drive on the Richmond side. Gateway would no longer be a street name.
3. Crenshaw changes to Westhampton Way to bisect UR drive on the Westhampton side. Keller Road would not change.
Building address/number
The current system of addressing is organized by the order in which each building was constructed. As a wayfinding device, it is confusing. However, people who communicate building addresses are more successful in directing visitors to their destination. We recommend two possible resolutions to this issue.

Addressing Option 1:
- Leave current system in place
- Emphasize building address on exterior signage and in pre-visit communications
- Where possible, tie parking lot number to closest adjacent building served.

Addressing Option 2:
- Logically renumber campus based on addressing "zones," within which ranges of available numbers exist to allow for campus growth.
- Emphasize building address and tie parking lot number to closest adjacent building, as above.
Building name

Because of generous donor families, multiple buildings on campus use the same donor name for identification. We heard that this is significantly confusing even to staff who have been on campus for years. We also learned that students, alumni and visitors place differing priorities on named buildings. For example:

- To students, Jepson Hall is the most important “Jepson” building given its location in the Stern Quadrangle. The same is true for Weinstein Hall. All other Weinstein buildings are referenced by function, such as “Rec Center” or “International Center”.
- To alumni and community visitors, Jepson Alumni Center is better known.
- To Spider fans, the Robins Stadium and Robins Center are easily identified; their adjacent location makes them essentially the same destination.

Proposed resolution:
Recognize that buildings have both a formal reference, e.g. Carole Weinstein International Center, and a functional reference.

i. Formal reference
1. On the building and on freestanding building identification signage
2. In printed communications
3. In appropriate verbal situations
4. In map directories

ii. Functional reference
1. On directional wayfinding signage
2. In appropriate verbal situations

Building function

Buildings are difficult to differentiate from the exterior because of the beautiful University Gothic architectural consistency on campus.

Proposed resolution:

1. Any residence hall include “residence” in the name: Marsh Residence Hall, Moore Residence Hall, Lora Robins Residence Court.
2. Identify mixed use buildings accordingly: North Court contains both academic and residential, delineated by wings. The individual entry signage would indicate usage.
3. Consider color-coded buildings by function and/or arranging destinations by function in destination listing on maps (note that we do not recommend color coding on exterior signage). Categories:
   i. Academic
   ii. Residential
   iii. Athletic
   iv. Administrative
Pedestrian pathway naming
Current and future changes to campus pathways allow straight-line navigation on foot through campus, centered on the Forum. We propose to call them “paths,” named as follows, and support them with signage and mapping:

1. Wilton Path (existing Wilton Way)
2. Spider Path
3. Cannon Path

Parking system
There are currently four parking divisions: A, B, R & W. In keeping with each campus “side,” we propose to reduce those to two: R= Richmond and W= Westhampton

1. Number the lots according to the closest building address that they serve. Where lots serve multiple buildings, determine which building address is most appropriate.
2. Clearly label visitor spaces within faculty/staff/visitor lots; emphasize lots available to visitors on maps.
3. Parking identification signage would include only lot numbers and simplified regulatory information, with the exception of the lot across from the new Queally Center which would indicate Admissions and Cannon Chapel.
WAYFINDING SIGNAGE

We’ve developed this review and made recommendations based on how a visitor currently experiences the signage in the environment.

VDOT/Roadway signage and circulation
The University of Richmond is well supported from all major highways, and circulation paths are clearly defined. From the airport, many UR logos on the VDOT signs are faded and difficult to read.

Along surface streets, trailblazer signs are well positioned and, where new, effectively direct to campus. At intersections, signs mounted on signal light mast arms are difficult to read given their size.

Proposed resolution:
Work with VDOT to replace faded signs, and design a larger mast arm trailblazer sign with an appropriate cap height if allowed by VDOT.

Campus signage
Stakeholders identified the importance of making all campus signage approachable, consistent with the University Gothic context and easily manageable. It was also noted that the campus changes entirely at night, so signage will be designed for optimum legibility 24/7.

Trailblazers
Place on roads surrounding campus, directing to primary entrances:
- River Road
- College Road/Boatwright Drive
- Campus Drive

Banners
Locate banner clusters at approaches to primary entrances to indicate entry, slow traffic in advance of turn.

Gateways
Alter to identify each gateway by name as proposed on page 5 of this document. We learned that this would likely require submission/review by local regulatory agencies, which could impact the design of some gateway signage.
WAYFINDING SIGNAGE

Vehicular guides
Current signage has been in place for decades, is difficult to read given its design, and in most cases is costly to maintain. We recommend that new signage standards be developed for consistency and changeability.

Placement
- Place in advance of primary gateways, indicating primary destinations accessed by each.
- Place at points of decision within campus, indicating primary/secondary destinations as appropriate.

Design
- Design to specified MUTCD standards for contrast, reflectivity and/or interior/exterior illumination.
- Enlarge type size to maximize legibility for posted road speeds.
- Design to be more “overt” in the environment, while respecting the University Gothic campus context.
- Include legible, consistent arrow forms to communicate destination directions.
- Design for efficient changeability.

Parking signs
- Highlight visitor parking opportunities.
- Standardize regulatory language: who can park in each lot and at what time of day.
- Renumber as determined based on the recommendations on page 8 of this document.

Building & destination identification

Design
- Determine formal/functional hierarchy to identify donor name and emphasize building function as appropriate. For instance, “Carole Weinstein” might appear smaller and above “International Center.”
- To maximize legibility and reduce the cost of maintenance, interior departments should not appear on exterior signage unless they indicate public venues: theaters, performing arts, alumni/conference areas. These will be identified in the proposed destination list.
- Add building directories to interior entry lobbies and maintain an up-to-date department/faculty/staff directory on the University website.
- Consider colored infill for existing type in limestone where appropriate.

Location
- These should appear at most building entrances, so that they can be identified both from roadways and pedestrian paths.
- For all buildings, indicate the ADA Accessible entrance(s).
Temporary signage: events/athletics

Our stakeholder discussions revealed a need for consistent management of temporary messages. Currently there are multiple groups placing “real estate” signage throughout campus for various events. Athletic events use flexible A-frame signs at campus entrances. Neither reflect well on the University.

We’ll consider both static and electronic solutions as design moves forward. We have successfully added temporary panels to vehicular guide signs in previous projects: Forest Park in St. Louis, MO and Buffalo State.

Pedestrian Signs

Many of the people we encountered mentioned that walking campus is a completely different experience than driving, because there is no intra-campus direction on current paths. In addition, there is very little building or entrance identification from pedestrian paths. We recommend the following signage tools:

Banners: located along pathways and at intersections to
- Identify pathway by name
- Incorporate Spider Spirit wherever possible, to add to the “pageantry” and reflect the fun side of student life and the UR brand.

Map Kiosks: Static
- Located at points of decision.
- Include correct map scale, orientation to the reader’s point of view, UR Here and walking distance to destinations.
- Direct to primary destinations as well.
- Consider adding interpretive panels on the kiosks to enhance self-directed walking tours.

Each of these solutions uses corrugated plastic panels affixed to a sign structure. They are located on or in front of guide signs to consolidate event and wayfinding information.
WAYFINDING SIGNAGE

Map Kiosks: Electronic
- Locate adjacent to Admissions parking near new Queally Admissions Center.
- Place inside bus shelter near Gateway (proposed Richmond) entrance; parking spaces for drivers are planned adjacent to this structure.
- Consider placement in Modlin Center/Booker Hall.
- Functionality/content still to be determined, but these would feature approved wayfinding logic and map graphics. A separate company would provide programming, fabrication and installation.

Support for Accessibility
- Kiosk maps should indicate accessible routes by including icons on pathway signage/maps.
- Consider adding pavement markings and regulatory signs to indicate accessible pathways.
- Promote the accessibility map on Website for download.
- Identify accessible building entrances from pathways.

Landmarks
Campus landmarks, consistently identified, can help visitors orient themselves to gateways, parking and destinations on campus. In order for a landmark to be effective, it must have four features. It must be
- visible,
- speakable,
- memorable and
- unique.

We recommend that these landmarks be referenced as you give direction on campus:

Westampton Lake is the “heart and soul” of campus
- Students traditionally line up around lake for events such as 911, candlelight vigils and graduation.
- Centered on Library, Commons
- It serves as the geographic and historical divide between Richmond and Westhampton campuses.

Pedestrian and Bicycle conflicts
- Campus sidewalks tend to be narrow, limiting their use by cyclists whereas pathways are wider, more accessible to cyclists.
- Clarify rules for pathway usage on maps and regulatory signage.

Pedestrian guide signs
- Use “fingerpost” signs to provide information where space is limited.
- Indicate estimated time to primary destinations.

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The Forum was designed recently as a campus center:
• Three straight-line pathways converge in the geographic center of campus.
• Centered on Commons, Dining Hall, Cannon Chapel
• All paths are roughly the same distance from the Forum to an endpoint.
• Suggest incorporating a large spider statue as a memorable landmark in the center of the Forum.

Quadrangles
• Richmond side: Stern Quadrangle, also known to students as the Academic Quad
• Westhampton Side: Westhampton Green
• Gumenick Quad, adjacent to Richmond/Puryear/ Maryland Halls

Buildings/Architectural features
• A number of buildings have identifiable towers, which may be difficult to differentiate:
  - Boatwright Library
  - Jepson Hall
  - Whitehurst clock tower
  - Queally Hall round tower
  - Webb tower (bridge from Modlin to Booker)
  - North Court atrium archway
• International Center globe sculpture
• Cannon Chapel
• Modlin Center statue
• Stadium/Arena (Robins Center)
• By virtue of its non-standard design, the Special Programs Building/School for Continuing Studies functions as an effective landmark.
OTHER WAYFINDING TOOLS

Campus Maps
Current maps are designed to indicate both brick and mortar buildings as well as select internal destinations. The map on this page is a “proof of concept” redesign undertaken by University Communications, taking into account some of the preliminary discussions we’d had with the Core Team while on site.

Information
1. Redesign to reflect informational categories:
   a. Academic
   b. Athletic
   c. Residential
   d. Administrative
2. List each building only once in the appropriate category, alphabetical within each category, for each campus “side.”
3. Where possible, place destination name on map.
4. Maintain alphanumeric map border reference
5. Include amenity icons: information, dining, accessibility, etc. where appropriate.
6. Include parking lots on map, featuring those available to visitors.

Design
1. Identify named pedestrian pathways as primary corridors
2. To maximize readability, consider breaking map into two pages for printed 8 ½” x 11” copies:
   a. One for the map, and
   b. One for the directory.
Pre-visit Communications
University Communications has done an excellent job of providing information to prospective students/parents in advance of their visit. We discussed pre-visit communications with families of prospective students, and were provided with a number of printed and electronic pieces. Our review included:

- Email to prospective students, which includes links to the Website, including driving directions and information on the City of Richmond;
- Printed materials to prospective students with a wealth of information and statistics;
- Walking tour map for self-guided visitors;
- The UR Public Website, which includes
  - Virtual tour, a 3-D illustrated map with information on campus buildings and departments (we’d heard that departmental moves are not shared with Communications, making this tool difficult to maintain; if one wayfinding tool is outdated, others may not be trusted either!).
  - Printable PDF maps of campus, parking, trails and accessible routes, and
  - Directions to campus using all transportation modes.
- University of Richmond Mobile App
  i. This does not match any other map, which disconnects it from printed materials.
  ii. Provides generalized “blue dot” wayfinding using smartphone GPS features, which can be helpful for orientation but should be supported with pedestrian kiosks.

Campus Information Centers
When on campus, visitors will rely on information centers which they assume will be either staffed by knowledgeable people or include updated information. The UR wayfinding program should include the following types of information centers:

Staffed
1. Locate a proper information center in the Commons, manned with trained staff for sharing information while the building is open.
2. This will also be true of the new Queally Center.
3. Expand printed material/map offerings at each location so that visitors can take them along.

Electronic
1. While specific functionality is still to be determined, we’ve identified potential locations on page 12 of this document.
2. These could include a variety of information including campus events, welcoming visitors by name and maps updated with temporary information such as construction road closures.
3. Content for each should be managed by University Communications.

Static
Pedestrian kiosks will be placed throughout campus to aid in orientation. Because campus currently lacks these tools, they will greatly improve the wayfinding experience once installed.
## REVIEW & APPROVAL CHECKLIST

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<td>__ _ Change 28 Westhampton as default campus address</td>
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<td>__ _ Change entry names: Main, Richmond, Westhampton</td>
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<td>__ _ Enhance campus “sides,” rename primary roadways</td>
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<td>__ _ Building address: approve one of two proposed options</td>
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<td>__ _ Building name: approve Formal and Functional references</td>
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<td>__ _ Building function: add “Residence” to building names, color code buildings by functions on maps only</td>
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<td>__ _ Name pedestrian paths: Wilton Path, Spider Path, Cannon Path</td>
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<tr>
<td>__ _ Reduce parking letter designations to R and W; number lots according to closest building address that they serve</td>
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<th>Wayfinding Signage</th>
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<td>Pedestrian</td>
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<td>__ _ Incorporate banners along pathways to celebrate “Spider Spirit”</td>
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<tr>
<td>__ _ Design static kiosks with maps and direction to destinations, indicating accessible pathways and clarifying rules for pathway use</td>
<td>11-12</td>
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<td>__ _ Design electronic kiosks, placed as proposed</td>
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<td>__ _ Include Pedestrian “fingerpost” signs where space is limited</td>
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<tr>
<td>__ _ Reference proposed landmarks in wayfinding communications</td>
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| Pedestrian | |
| __ _ Redesign vehicular guides to MUTCD standards, enable changes | 10 |
| __ _ Parking signs should include standardized regulatory language | 10 |
| __ _ Destination identification signs will not include internal department listings except in special cases | 10 |
| __ _ Design signage elements to support temporary messages | 11 |

| Vehicular | |
| __ _ Petition VDOT to update, redesign trailblazer signs to campus | 9 |
| __ _ Design trailblazer signage for surrounding roadways | 9 |
| __ _ Locate banner clusters adjacent to gateways | 9 |
| __ _ Alter gateway monuments to identify each by name | 9 |

| Pre-Visit Communications | |
| __ _ Update printed, digital materials as campus logic & terminology are approved; launch when signage is installed | 15 |

| Campus Information Centers | |
| __ _ Enhance Commons information center with trained staff, materials | 15 |