

RESOLUTION ADOPTING CAMPUS WAYFINDING PLAN

Wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place. To meet federal and state requirements for accessibility wayfinding infrastructure and emergency wayfinding infrastructure (building addresses), a Campus Wayfinding Master Plan has been developed by the planning firm MERJE under direction of the Office of University Planning. The Commission on University Support, Academic Council and the Vice President for Administrative Services received an overview of the Wayfinding Master Plan. This resolution seeks approval to adopt the Campus Wayfinding Master Plan document, which will serve as a companion document to the Campus Master Plan.

RESOLUTION ADOPTING CAMPUS WAYFINDING PLAN

WHEREAS, the Virginia Tech campus has an inherent sense of place with well-planned campus zones, defined pedestrian paths and beautiful and natural landmarks; and

WHEREAS, Virginia Tech is committed to welcoming visitors and the Virginia Tech community to the campus and ensuring everyone can find their way to their destination while providing an inclusive and safe experience; and

WHEREAS, wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place; and

WHEREAS, to meet federal and state requirements for accessibility wayfinding infrastructure and emergency wayfinding infrastructure (building addresses), a Campus Wayfinding Master Plan document dated June 2012 has been developed by the planning firm MERJE under direction of the Office of University Planning; and

WHEREAS, the Campus Wayfinding Master Plan document will serve as a companion document to the Campus Master Plan; and

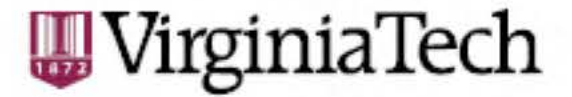
WHEREAS, a phased, sequential implementation plan will be developed to prioritize installation of the Wayfinding Master Plan features and components.

NOW, THEREFORE BE IT RESOLVED that the Board of Visitors adopts the aforementioned wayfinding master plan.

RECOMMENDATION:

That the resolution adopting the Campus Wayfinding Master Plan document be approved.

June 4, 2012



WAYFINDING MASTER PLAN
JUNE 2012
FINAL DOCUMENT

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EXECUTIVE SUMMARY



Burruss Hall

INTRODUCTION

Virginia Tech has engaged the design team of MERJE, with sub-consultant Gay and Neel to develop a Campus Wayfinding Master Plan.

A unique and functional wayfinding system can market Virginia Tech, present a friendly image and communicate that the University is efficient, organized and caring. Helping a visitor "find their way" is an important part of their experience and time spent on campus.

The Wayfinding Master Plan for the Virginia Tech Campus takes a wholistic view of wayfinding and considers the variety of tools that users may encounter as they travel to and around the campus.

These wayfinding tools include:

- Technology**
- Signage**
- Print Materials**
- Orientation Maps**
- Landmarks**

Through a series of stakeholders meetings, campus tours and information gathering techniques the following primary issues have been identified.

- Coordination with Campus Master Plan and Campus Construction Projects
- Coordination with the Town of Blacksburg wayfinding program
- Coordination with VDOT on right-of-way roadways around the campus
- Welcome Center and Welcome Kiosk
- Campus Entrances/Gateways
- Campus Zones
- Parking
- Building Identification / Nomenclature
- Additional Wayfinding Tools
- Accessibility Issues
- Related issues
- Branding and Marketing Virginia Tech
- Funding
- Priorities and Phasing Plan
- Management and Maintenance
- Implementation Strategy

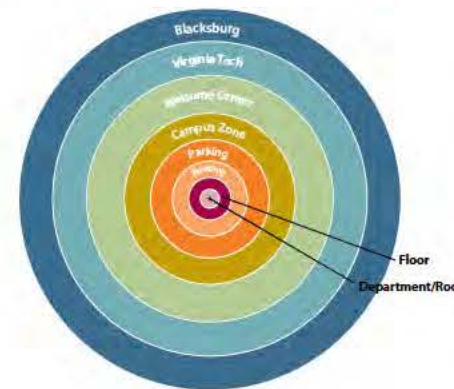
Preliminary Priorities

- Integration of Technology:
 - On-line Information and Interactive Campus Maps
- Gateways
- Conversion of Entrance Maps to Welcome Information Shelters
- Exterior Signage (Phased Approach)

INFORMATION HIERARCHY

The development of an organized information hierarchy is an important wayfinding issue to establish prior to beginning design work. This hierarchy establishes the information a visitor receives and the sequence and priority that it will be presented.

The hierarchy is communicated when receiving directions either verbally, printed or electronically (email, website, etc.). The use of consistent and simple terminology will help support the direction giving process.



Information Hierarchy

KIOSKS/SHELTER

The existing (3) entry kiosks structures provide the best opportunity for establishing an extremely useful wayfinding element upon arrival on the campus. The kiosk offers quality infrastructure elements, including a pull-off area for 2-3 cars, stone architectural structure and electricity.

Potential opportunities for the kiosk include;

- Solar Power to emphasize Virginia Tech commitment to sustainability
- Electronic Message Board
- Orientation Maps
- Interactive Displays
- Text Message Directory
- Parking Information

Design: The design should create a point of arrival that encourages you to pull-up, get out of your car and approach the kiosk to gather information.



Kiosk Concept

CAMPUS ZONES

Virginia Tech is a well structured campus that has natural wayfinding tools built into its core planning. The campus architects over the years (and in the Master Plan) have organized the campus into clusters of common activities and uses. The campus presents zones from a physical, visual and cultural perspective.

This is a basic element of any wayfinding program. The use of zones, districts or clusters allows information to be presented in a simple hierarchal fashion that can be easily understood by a visitor.



Wayfinding Tools



Campus Zones

CAMPUS ZONES (CONT.)

The current zones (and some times physical landmarks, like the Drillfield or Alumni Mall) should be considered at the highest level of the wayfinding information hierarchy. The use of zones and their terminology shall become prevalent on all forms of university communication, including signs, web info, printed material, orientation maps and verbal/written instructions.

The benefit Virginia Tech has compared to other campuses, is that the zones are already part of the lexicon and culture of the campus, easily referenced by students, faculty and staff. The introduction of zones is not a new concept for Virginia Tech, we are simply using the wayfinding program to further enhance and strongly reconfirm this natural structure of the campus.

PARKING

Visitors currently are provided a Parking Pass at the Visitor Information Center or Parking Services. Parking for Visitors is free but not all visitors understand they need a Parking Pass.

The design team has identified the following issues as it relates to Parking from a wayfinding perspective and image perspective.

**Issue # 1
UNCLEAR PERMISSIONS/
RESTRICTIONS**

It is not well known among visitors that they need to obtain a permit and/or the location of the Visitor Information Center and Parking Services.

Even if you get a Parking Permit, understanding where you are allowed to park is confusing: Visitors can park in a variety of locations, garages, lots and spaces.

Parking in spaces marked with a V, F/S, C/G or R is permissible. Parking in spaces marked with a T/A, CP C/G or CP F/s. is not permissible.

This is all very confusing.

**Issue #2
PARKING COMPETITION**

Because visitors can park in the same lots as faculty and staff, they are forced to compete for the same spaces without the detailed knowledge of campus parking and are ill prepared to find a space during the workday.

**Issue #3
IMAGE**

The two issues outlined above create a stressful and unfriendly environment for the visitor.

The wayfinding program offers the opportunity to organize the parking process on the campus and help provide a simple and understandable parking procedure, that will present the University in a positive manner.

**Issue #4
BUILDING VISIBILITY FROM
PARKING LOTS**

Many of the parking areas are behind the buildings or disconnected from the core of the campus.

PARKING RECOMMENDATIONS

(also recommended by the previous Parking Services Report):

Establish Visitor Only Parking Lots or Spaces conveniently located on all four sides of campus. The visitor spaces would be located in four lots adjacent to the main visitor destinations on campus. This number is less than the 171 average per day, but there is a regular turn over of visitors each day. The Track-Field House Lot could be used as an overflow area for busy days since it has a convenient bus route (CRC Shuttle) that travels onto main campus.

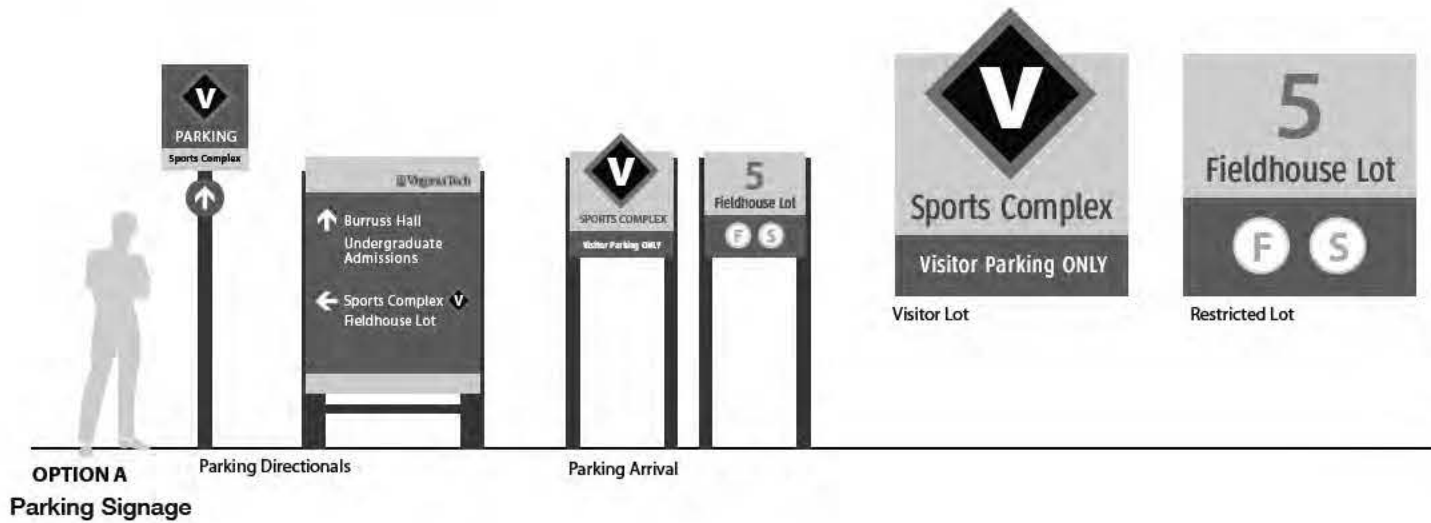
By establishing primary parking areas for Visitors will allow the University to provide wayfinding from established points of arrival where the vehicular to pedestrian transition occurs. It also provides the opportunity to post regulatory and procedure information to a Visitor which will help reinforce the need for a Parking Pass and reduce the number of visitor parking tickets.

EXTERIOR SIGNAGE

The core wayfinding component will be a new exterior signage program. The master plan presents 3 options that integrate the wayfinding philosophy and functional aspects with the Virginia Tech brand and identity.

Sign types include:

- Gateway/Campus Entrance Identification
- Entry Kiosks
- Vehicular Directional
- Parking Lot Identification
- Pedestrian Information & Guidance Maps
- Building Identification



Examples of existing parking signage

WAYFINDING TOOLS - TECHNOLOGY

Virginia Tech Brand Driver: Technological Leadership

The integration of technology into the wayfinding program will reinforce the message of innovation as a core value of the Virginia Tech brand. The incorporation of these devices and applications is now expected, especially by students, no longer a special enhancement, these wayfinding tools are part of a student's daily routine.

Consideration should be given to a variety of technological wayfinding approaches;

End User Technology: This is the utilization of technology where information is communicated to users through the visitors device (smartphone, ipod or computer). This concept does not require the university to invest in hardware or infrastructure and eliminates the issues of maintenance, vandalism, theft, etc. The only requirement is the software development and the on-going maintenance of the information.

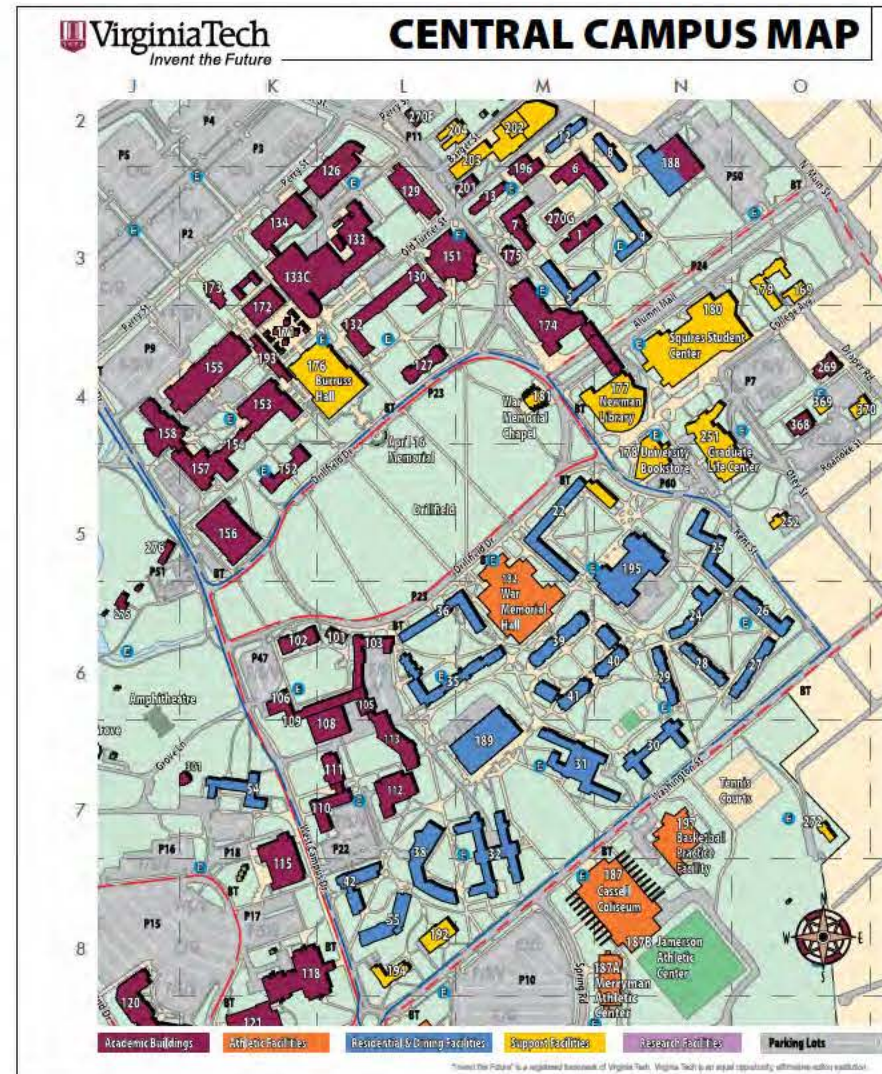
Hardware Technology: This includes physical hardware built into signs/kiosks or stand-alone elements in an interior space. Touchscreen directories, LCD screens and internet access are all possibilities based on the desired level information and required use. These applications provide the ability to offer a larger variety of updateable information and at a higher level of recognition and visibility.

MAPS

Virginia Tech is a constantly evolving campus, the accuracy of the map and updating the information is a common issue for all. The University has the benefit of a highly skilled GIS Department that is constantly updating their own campus base map with new construction, roadway repairs and various types of information.

This department is also utilizing the latest technology to inventory, track and gather information about the campus. It is the recommendation of the master plan that the GIS Department be the SINGLE SOURCE for creating the standard base map that everyone uses, this will help the university centralize, share and disperse consistent and accurate information to its visitors, faculty, students and staff. This will also require the establishment of an internal mechanism and administrative process for the management of the map system.

End User Technology



Example of current campus map

PUBLIC ART

There was talk among the stakeholder groups regarding public art around the campus. There seems to be an obstacle to establishing a strong program, do to State funding restrictions. It was also mentioned that there was a previous landscape plan that identified potential locations for art features.

The University should continue to pursue this idea, the establishment of a public art program around campus can provide opportunities for excellent landmarks and direction.

Public art will also enrich the culture of the campus and build upon its sense of place.

It has been our task to sort through the issues presented and to responsibly and respectfully integrate them into the analysis based on our knowledge of wayfinding best practices, human factors and design principles. No Comment has been dismissed or arbitrarily disregarded.

We thank all the individuals who took the time and energy to share their ideas and perceptions with us. We deeply appreciate your participation, knowledge and enthusiasm.

INTRODUCTION



Virginia Tech has engaged the design team of MERJE, with sub-consultant Gay and Neel to develop a Campus Wayfinding Master Plan.

A unique and functional wayfinding system can market Virginia Tech, present a friendly image and communicate that the University is efficient, organized and caring. Helping a visitor “find their way” is an important part of their experience and time spent on campus.

Goals of the Wayfinding Master Plan include achieving a consistent and unified wayfinding system incorporating graphic improvements based on university branding initiatives, accessibility for persons with disabilities, safety, cost, durability and sustainability.

The Wayfinding Master Plan for the Virginia Tech Campus takes a holistic view of wayfinding and considers the variety of tools that users may encounter as they find their way to and around the campus. These wayfinding tools include:

Signage
Technology
Print Materials
Orientation Maps
Landmarks

The primary focus will be the design of aesthetically appropriate signs that enhance the visual character of the campus. The work shall include designing a portfolio of appropriate and affordable signs that can be constructed and maintained by Facilities Operations staff.

Through a series of stakeholders meetings, campus tours and information gathering techniques the following primary issues have been identified.

- Coordination with VDOT on right-of-way roadways around the campus
- Coordination with the Town of Blacksburg wayfinding program
- Coordination with Campus Master Plan and Campus Construction Projects
- Welcome Center and Welcome Kiosk
- Campus Entrances/Gateways
- Campus Zones
- Parking
Procedures
Regulations
Lot Identification
Visitor/Student/Faculty/Staff
- Building Identification / Nomenclature
- Additional Wayfinding Tools
- Accessibility Issues
- Related issues (event management, security, deliveries, etc.)
- Branding and Marketing Virginia Tech
- Funding
- Priorities and Phasing Plan
- Management and Maintenance of Wayfinding Program
- Implementation Strategy

PRELIMINARY PRIORITIES

- Integration of Technology:
On-line Information and Interactive Campus Maps
- Gateways
- Conversion of Entrance Maps to Welcome Information Shelters
- Exterior Signage (Phased Approach)

SCOPE OF WORK

The plan will consider a wide range of wayfinding tools. Including; signage, maps, technology, landmarks and print support materials.

The plan will include the following signs:

Gateway/Campus Entrance Identification
Entry Kiosks
Vehicular Directional
Parking Lot Identification
Pedestrian Information & Guidance Maps
Building Identification

Design for interior signage will not be included in the project at this time. The University has established a new standard for interior signage.

The plan does consider the wayfinding aspects of internally navigating a building and provides typical guidelines and sign types that can assist visitors.

Technology

- Interactive Maps
- Mobile Apps
- Web-based Information
- Text Message Maps
- Touchscreen/Exhibit

Print Materials

- Support Materials
- Brochures
- Parking Pass Layout

Orientation Maps

- Types of Maps (parking, ADA, etc.)
- Use of Maps (web, print, signs)

Landmarks

- Public Art
- Architectural Features
- Landscape Features
- Banners

INTRODUCTION (CONT.)



OBJECTIVES

At its core this is a MARKETING project. The wayfinding program shall enhance the experience of the University visitor. Helping them find their way is an important part of their time spent on campus.

The Wayfinding Master Plan will take into account a variety of tools and the visitor touchpoints that provide the University an opportunity to assist their guests around campus.

It is the intent of this document to conceive of all potential wayfinding methods and then develop a plan for implementation based on priorities, available resources, funding and the level of effort associated with each implementation concept.

PHILOSOPHY

The Wayfinding Master Plan shall take a wholistic view of wayfinding and consider the variety of tools that a user may encounter or need as they find their way to and around the campus.

Virginia Tech is already a place.

The wayfinding program shall fit naturally into the campus and the design shall respect the architecture and landscape of the environment.

The Virginia Tech campus has been physically organized into natural wayfinding cues. The buildings are clustered by use, paths intuitively guide you through the campus and the architecture and landscape provide iconic landmarks for orientation.

The wayfinding program can find opportunities to support the Virginia Tech brand, enhance its identity and promote a friendly, well-planned, organized and safe campus.

PROCESS

Our approach to wayfinding is from a visitor's perspective. In many cases organizations need to make cultural changes to better suit the wayfinding process for the first time visitor. This may require putting the visitor FIRST – in regards to certain issues.

Each of the issues, topics and concepts has been influenced not only by wayfinding best practices, but also the culture, operations, administration and organization of Virginia Tech. The design team interviewed 30 members of the university staff from a wide range of Departments, including:

*University Planning,
Design & Construction
Transportation and Campus Services
University Relations
Office of the University Architect
Facilities Information Systems
Facilities, Site and Infrastructure,
ADA Liaison
Center for Geospatial Information
Technology
Enterprise GIS
University Publications
Web Communications
University Art Director
Athletics
Chief of Police
Emergency Management
University ADA Services
Admissions
Student Groups
Facilities and Sign Shop
Visitors Center Manager
University Planning
University Landscape Architect
Real Estate*

OUR TASKS INCLUDED

- Tour and Photo Survey of Campus
- Staff, Student and Stakeholder Interviews
- New Student Orientation Experience
- Presentation of Issues and Recommendations for University Community feedback

It has been our task to sort through the issues presented and to responsibly and respectfully integrate them into the analysis based on our knowledge of wayfinding best practices, human factors and design principles. No Comment has been dismissed or arbitrarily disregarded.

We thank all the individuals who took the time and energy to share their ideas and perceptions with us. We deeply appreciate your participation, knowledge and enthusiasm.

VIRGINIA TECH EXPERIENCE



Highway Signage



Entering Blacksburg



Entering Virginia Tech Campus

As we began this process it was important that we experience the campus through the eyes of a first time visitor. This image survey was taken as part of our initial visit during the interview process as well as during our first official visit for our stakeholder interviews.

Arriving from Roanoke was no problem, the signs along Rte 81 and 460, provided the direction we needed to get to Blacksburg and Virginia Tech.

Arriving to campus our first impression was positive, Virginia Tech is a beautiful campus with the very best of traditional campus design, Gothic architecture and a real sense of place. You can almost imagine the stadium filled on an October afternoon and the Drillfield offers the iconic Virginia Tech experience. Traveling around the Drillfield helps you to immediately capture both the history and culture of the university.

There is a real sense of place and community at Virginia Tech. The campus buildings and grounds are well maintained and enhance the visitor experience.

As we spent more time on campus we found it increasingly difficult to find our way around, understanding where to park, locating entrances to buildings and traveling through and around buildings was a challenge.

Staff at the Visitors Center provided maps and parking materials, all with different fonts, terminology and graphics. The layouts presented the information in a confusing manner and the more we looked at the parking pass the more confused we became.

A variety of signage designs dotted the roadways and directed us around to various places, but there was little trust in the information, as the signs looked outdated, tattered and created a generally negative impression. It became obvious that the quality of signage and its role as a component to the visitor experience had not reached the level of care and focus of the architecture and landscape.

Once out of our car there was little to no information as we walked around campus. The map received at the Visitors Center was the only helpful piece of communication offered. While we eventually found the Library, Dining Hall and Admissions, it was not always a easy process.

What we need to consider is how a prospective student and their family may perceive the University, how a new student or employee may react or what the perception of a visiting lecturer may be.

VIRGINIA TECH EXPERIENCE



Virginia Tech's Campus is beautiful...

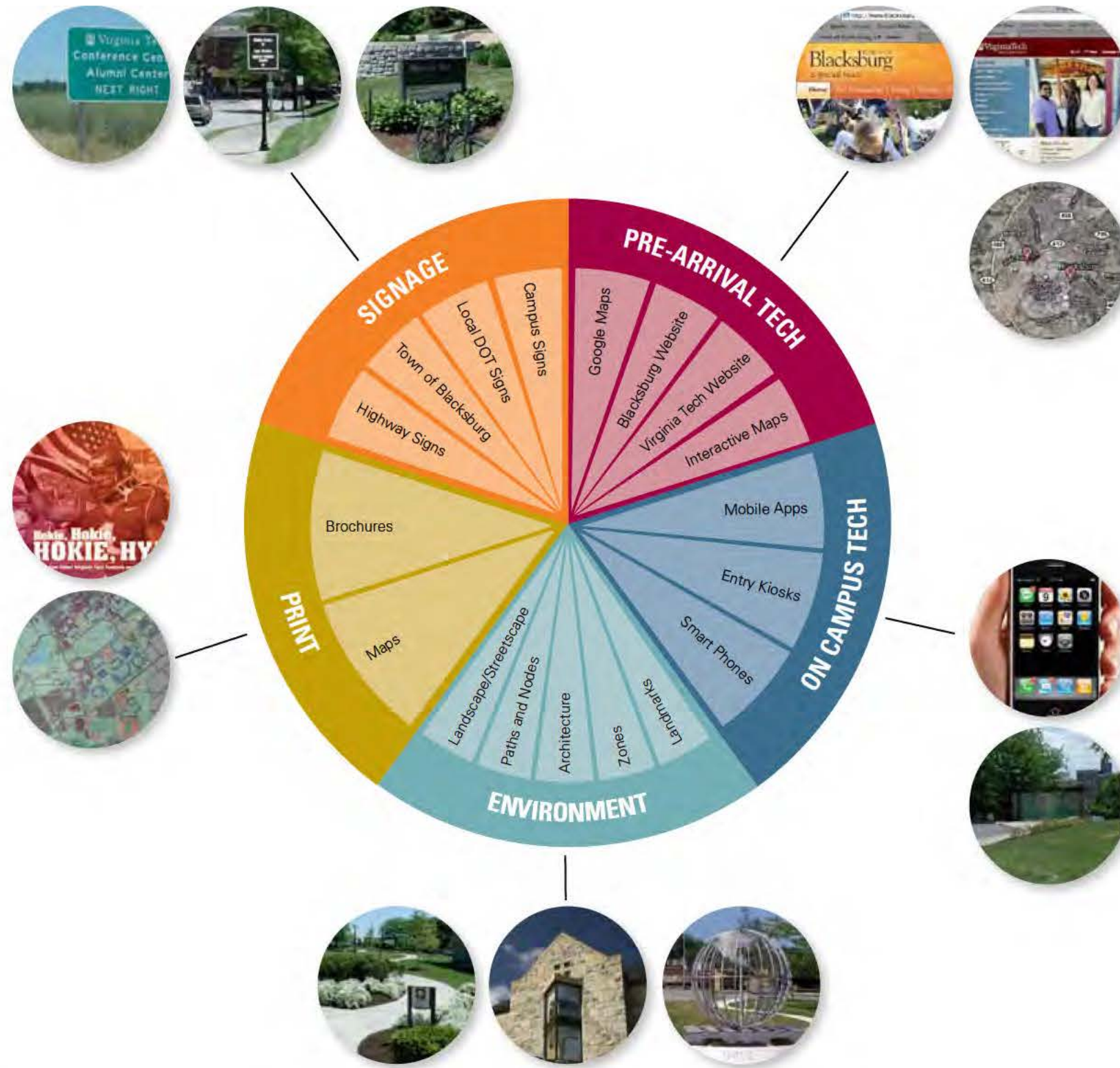
but there are distractions from that beauty.

We like to frame this project in the context of the message and image the University is communicating. The recommendations offered are only a single piece of the overall visitor experience to Virginia Tech.

There were many positives to our trip. We have described the solutions as a "1/4 click" - meaning that the campus itself provides some of the most basic components of wayfinding in its core layout; building uses are clustered (creating zones), natural paths create intuitive decision points and memorable landmarks provide points of orientation.

The campus is also already a "place", it does not need to rely on the environmental graphic design program to create its identity.

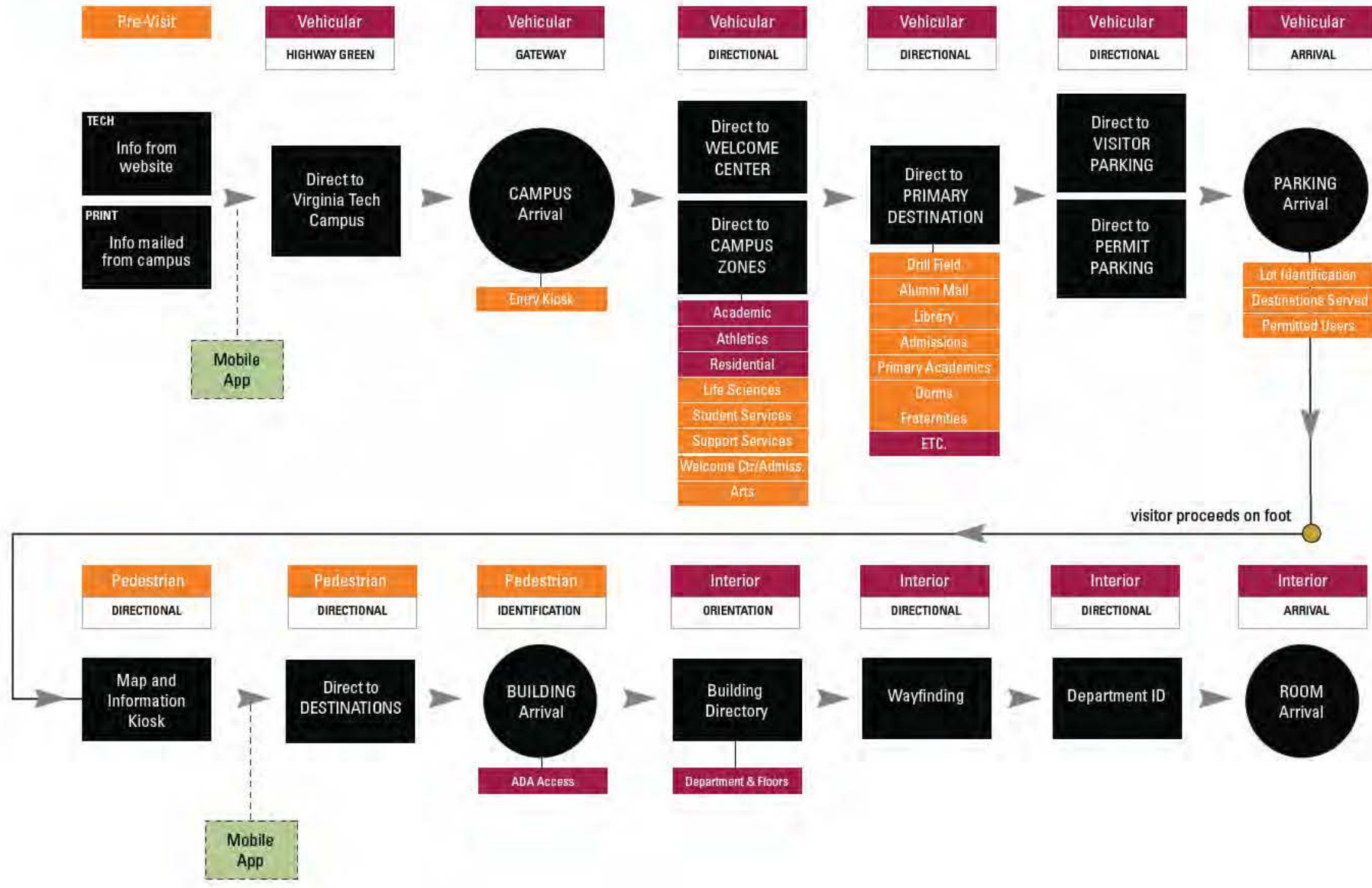
The wayfinding program shall contextually fit into the environment, reinforce the natural wayfinding tools of the campus organization and find opportunities to promote the Virginia Tech brand.



WAYFINDING OVERVIEW

Creating a sense of place is at the core of this program and the design will help unify the visual context of the Virginia Tech Campus. The elements will reflect the Campus brand and attitude as an exciting, prestigious and tech-driven university.

The Virginia Tech Wayfinding Master Plan considers all potential wayfinding tools and is not simply signage. The program considers a variety of wayfinding tools; landscaping, lighting, entry kiosks, landmarks, gateway elements, signage, mapping and public art should all be considered, as well as related issues such as sustainability and integration of technology.



INFORMATION HIERARCHY

The development of an organized information hierarchy is an important wayfinding issue to establish prior to beginning design work. This hierarchy establishes the information a visitor receives and the sequence and priority that it will be presented.

The hierarchy is communicated when receiving directions either verbally, printed or electronically (email, website, etc.). The use of consistent and simple terminology will help support the direction giving process.

For the purposes of the graphic shown we have concentrated on a first time visitor arriving to campus for either an Admissions tour or a general visitor to a pre-determined building.

There are of course, a variety of user types on campus, including students, faculty, delivery and emergency – each with their own unique destination, but all would follow a similar information sequence.

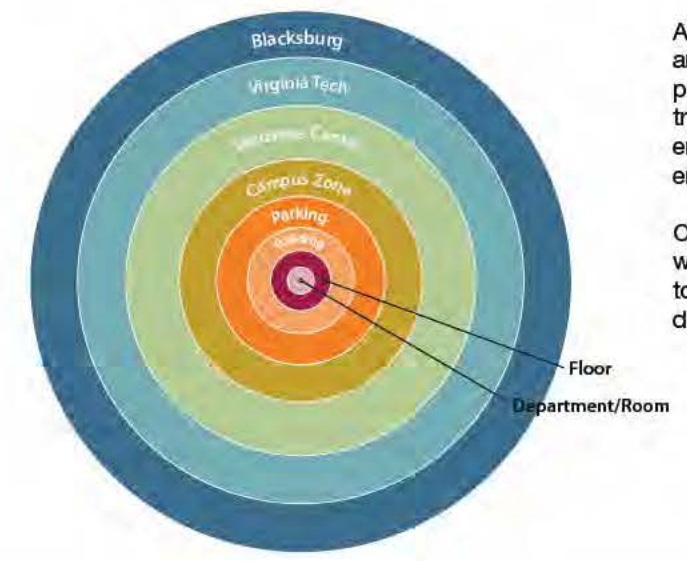
This hierarchy takes into account the new Visitors Center, which will help centralize a starting point for many visitors. It also utilizes the concept of zones, which is already naturally established on the campus, both by cultural reference and physical clusters of buildings. The hierarchy promotes the zones to the appropriate level of recognition within the wayfinding sequence. The use of zones is a common wayfinding tool for campuses, cities and large building complexes.

Regardless of the visitor's purpose, parking will play a major role in both their sequential journey, but also in the experience they encounter on campus. Our approach to parking is discussed in detail later on in the Master Plan.

The hierarchy also follows a visitor through their transition from vehicular travel to pedestrian, where the scale and amount of information changes, orientation can be established and direction is given to a greater level

Along the hierarchy sequence, arrival identification is a key element, providing identification of a new transition, whether it's a campus entry, zone, parking area or building entrance.

Once inside a building, directories and wall directional signs guide the visitor to departments, rooms and additional destinations.



TERMINOLOGIES

CAMPUS ZONES

Academics
Athletics
Residential

CLUSTERS:

Arts
Life Sciences
Oak Lane
Student Services
Support Services
VT Visitor/Admissions Center

BUILDINGS

Agnew Hall
Air Conditioning Facility
Ambler Johnston Hall
Architecture Annex
Armory
Art and Design Learning Center
Barringer Hall
Basketball Practice Facility
Bioinformatics Phase I
Bioinformatics Phase II
Bishop-Favrao Hall
Black Box Theatre
Brodie Hall
Building 270F
Burchard Hall
Burke Johnston Student Center
Burrows/Burleson Tennis Center
Burruss Hall
Campbell Hall
Cassell Coliseum
Central Stores
Cheatham Hall
Cochrane Hall
College of Science Admin. Bldg.

Cowgill Hall
Cranwell International Center
Dairy Science Complex
Davidson Hall
Derring Hall
Dietrick Hall
Durham Hall
Eggleston Hall
Engel Hall
English Field
Femoyer Hall
Fleet Services
Food Science and Technology
Fralin Life Science Institute
Golf Course Clubhouse
Graduate Life Center at Donaldson Brown
Greenhouses
The Grove
Hahn Hall - North Wing
Hahn Hall - South Wing
Hahn Horticulture Gardens
Hancock Hall
Harper Hall
Harry T. Peters Large Animal Clinic
Health and Safety Building
Henderson Hall
Hillcrest Hall
Holden Hall
Holtzman Alumni Center
Hutcheson Hall
Institute for Critical Technology
& Applied Science
International Affairs
Jamerson Athletic Center
Johnson Hall
Lane Hall
Lane Stadium/Worsham Field
Latham Hall

Lee Hall
Life Sciences I
Litton-Reaves Hall
Major Williams Hall
McBryde Hall
McComas Hall
Media Annex
Media Building
Merryman Athletic Center
Miles Hall
Military Building
Monteith Hall
New Residence Hall (Career Services)
New Residence Hall (East)
Newman Hall
Newman Library
Norris Hall
Old Security Building
O'Shaughnessy Hall
Outreach & International Affairs
Owens Hall
Pamplin Hall
Parking Services
Patton Hall
Payne Hall
Peddrew-Yates Residence Hall
Performing Arts Building
Police Department
Power Plant
Price Hall
Pritchard Hall
Randolph Hall
Rasche Hall
Rector Field House
Richard B. Talbot Educational
Resources Center
Robeson Hall
Sandy Hall

Saunders Hall
Seitz Hall
Shanks Hall
Shultz Hall
Skelton Conference Center
Slusher Hall
Smith Career Center
Smyth Hall
Solitude
Southgate Center
Squires Student Center
Sterrett Facilities Complex
Student Services Building
Surge Space Building
Tennis Center
The Inn at Virginia Tech
Thomas Hall
Torgersen Hall
University Bookstore
University Club
Vawter Hall
Virginia-Maryland Regional
College of Veterinary Medicine
Visitor Information Center
Wallace Annex
Wallace Hall
War Memorial Chapel
War Memorial Hall
Whittemore Hall
William E. Lavery Health
Research Center
Williams Hall
Women's Softball Field
Wright House

Communicating consistent nomenclature is a priority component of any wayfinding program.

Three primary principals need to be applied to this issue.

- Nomenclature shall be consistent across all materials (web, print materials, electronic media)
- Nomenclature shall be simple, clear and easily understood by a first time visitor.
- Nomenclature should be culturally recognizable.

There are 4 opportunities where the terminology can set a strong foundation for the system.

Highway/ Local Roadway Signs: The transition from State or Local roads to campus roads needs to be seamless.

Campus Zones: This terminology already exist either by physical identification or by cultural and landmark references.

Parking Lots: Currently this is very confusing, with a variety of reference terms and nomenclature. A consistent approach to lot identification is critical.

Building Names and the integration of a proposed physical Street Address System will have a significant effect on this approach.

CAMPUS APPROACH



REGIONAL/STATE/LOCAL

The Campus is signed generally well from the surrounding Interstates and State Roadways, providing direction from I-81 and Hwy 460.

The primary issues to resolve are;

- Updating the approach signage along Hwy 460 and local roadways to reflect the terminology the master plan suggest for the campus zones.
- Currently proposed new signs planned for the opening of the Virginia Tech Visitor Center. This needs to be discussed further.

COORDINATION WITH VDOT

As part of the anticipated opening of the VT Welcome Center a submittal has been made to VDOT for the updating of the surrounding roadway signage.

In the near term this needs to be closely reviewed with the Wayfinding Master Plan team and Steering Committee to ensure the terminology used is consistent with the recommendations outlined in this document.

Current and planned local VDOT signage references "Central Campus".



Planned signage proposed for the new Visitor Center.

CAMPUS APPROACH



COORDINATION WITH BLACKSBURG

The Town of Blacksburg has recently installed a new wayfinding program. This is a helpful tool in connecting the University to the Downtown. The design team recommends that the terminology on the Blacksburg system be updated to clearly delineate between the Blacksburg Visitor Center and the VT Welcome Center.

Once sign placement is determined for a new campus wayfinding program, this will have to be coordinated with the existing Town of Blacksburg signs to ensure a seamless transition between the two systems.

Locations will have to be reviewed to best determine the appropriate type of sign (VT signs or Blacksburg).

PUBLIC TRANSIT (ARRIVAL)

Visitors by bus require a different set of wayfinding tools. Starting their journey as a pedestrian at specific points of entry, their experience onto the campus is more thoughtful. It is important to provide them opportunities to “get their bearings”

Providing Kiosks and maps near these key arrival points will help orient the visitor to their location and also to where they need to go. Pedestrian signs will lead their way, while the natural landmarks of the campus will help provide cues for their journey back, as well as the familiarity with different parts of the campus as they travel around.

Bus stops and shelters are opportunities to utilize the existing infrastructure around campus as information hubs.



GATEWAYS

OBSERVATIONS

There are several existing gateways to the campus. These points of entry to the campus combine a stone wall feature, carved lettering, landscaping and lighting to create monumental arrival points into the campus.

Other gateways, include the Alumni Mall, this ceremonial boulevard provides a true physical gateway to the campus and a memorable landmark.

There has been a suggestion of adding a gateway element at the south-east quadrant of the campus. As you approach the campus from Southgate Drive.

WELCOME TO THE CAMPUS

The opening of the Visitors Center/ Admissions Center will create a totally new campus arrival experience for visitors. Establishing this primary point of arrival for a large portion of the visitor population, will help communicate consistent wayfinding information, as well as have a established process for disbursing visitors to the various destinations around campus.

OPPORTUNITIES

Human Interaction: Regardless of technology, signs or printed materials, the majority of visitors will always prefer to speak with a person. This is one of the university's first opportunities to present a welcoming and friendly message to its visitors. A smiling face and helpful attitude will always be one of the most memorable experiences a first-time visitor takes home with them. Explaining parking procedures, using consistent terminology and utilizing print materials to illustrate a route can help ease a visitor's journey.

Staff Training: Much like the tourism and hospitality industry help train local hotel staff, Virginia Tech should consider training the Visitors Center staff and provide them with both the verbal and physical tools that will aid them in giving directions that are consistent with the Wayfinding Plan.

Welcome Exhibit: Within the new Visitors Center, there will be a major interactive exhibit that promotes the University and visually orients the visitor to the campus. This exhibit should be coordinated with the wayfinding program.

Obstacles: Transportation between the Visitors Center and the beginning of the campus tour (and back) has been identified as a logistical operation - NOT YET RESOLVED.

While the new visitor center will provide a easily accessible location for Admissions, it creates a transportation issue in shuttling prospective students

and their families from the Visitors Center to the starting point of their campus tour (which starts at Burruss Hall), as well as returning these visitors back to the Visitors Center.

As the Visitors Center staff determines this process, it should be monitored to make sure the wayfinding approach is consistent with the master plan.

KIOSKS/SHELTER

These entry kiosks should be viewed as an additional welcome center, that is the primary arrival port for those visitors who pass by the Welcome Center, or arrive on campus at one of the other entry points.

The existing (3) entry kiosks structures provide the best opportunity for establishing an extremely useful wayfinding element upon arrival on the campus. The kiosk offers quality infrastructure elements, including a pull-off area for 2-3 cars, stone architectural structure and electricity.

Potential Program opportunities for the kiosk include;

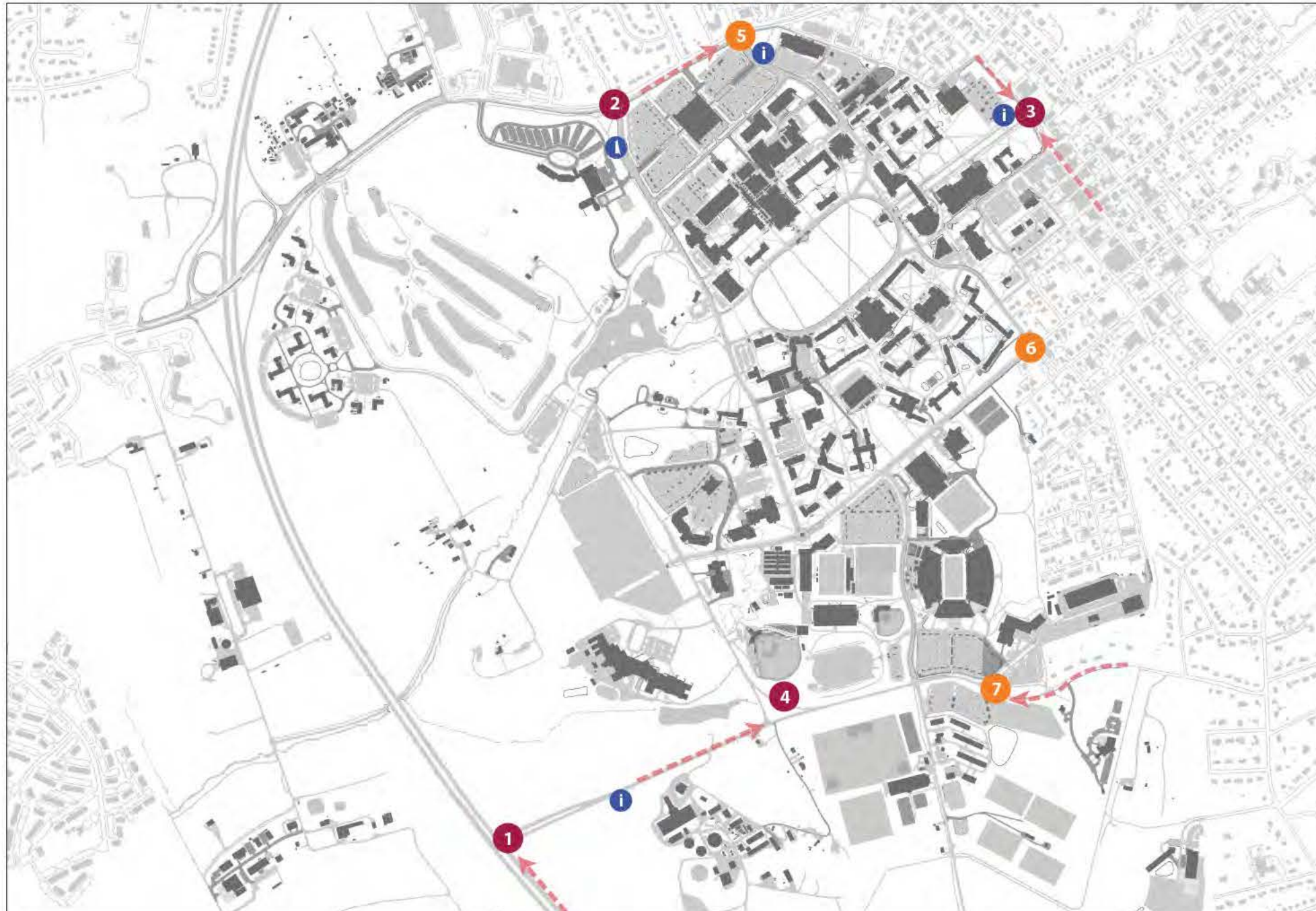
- Solar Power to emphasis Virginia Tech commitment to sustainability
- Electronic Message Board
- Orientation Maps
- Interactive Displays
- Text Message Directory
- Parking Information
- Remote Visitor Pass vending machine

Design: The design should create a point of arrival that encourages you to pull-up, get out of your car and approach the kiosk to gather information.



Current and future VT Welcome Center





GATEWAYS

PRIMARY ARRIVAL GATEWAYS:

1. Southgate Drive (exit off 460)
2. West Campus at Prices Fork
3. Main Street at Alumni Mall
4. Stadium Gateway (Southgate at Duck Pond)

SECONDARY ARRIVAL GATEWAYS:

5. Stanger Street at Prices Fork
6. Washington and Kent Street
7. Southgate Drive (arrive from southeast)

ENTRY KIOSKS:

- A. Southgate
- B. West Campus
- C. Alumni Mall (planned relocation)
- D. Stanger (proposed)

Gateways establish a point of arrival and provide opportunities to reinforce the University brand message and capture the physical aspects of the campus. The new Visitor Center is the university's first opportunity to "market" Virginia Tech to its visitors. This is where the university welcomes visitors, providing human interaction and sets the tone for the visitor's journey. It will create a controlled point of arrival and a chance for visitors to receive information in an organized, efficient and friendly manner.

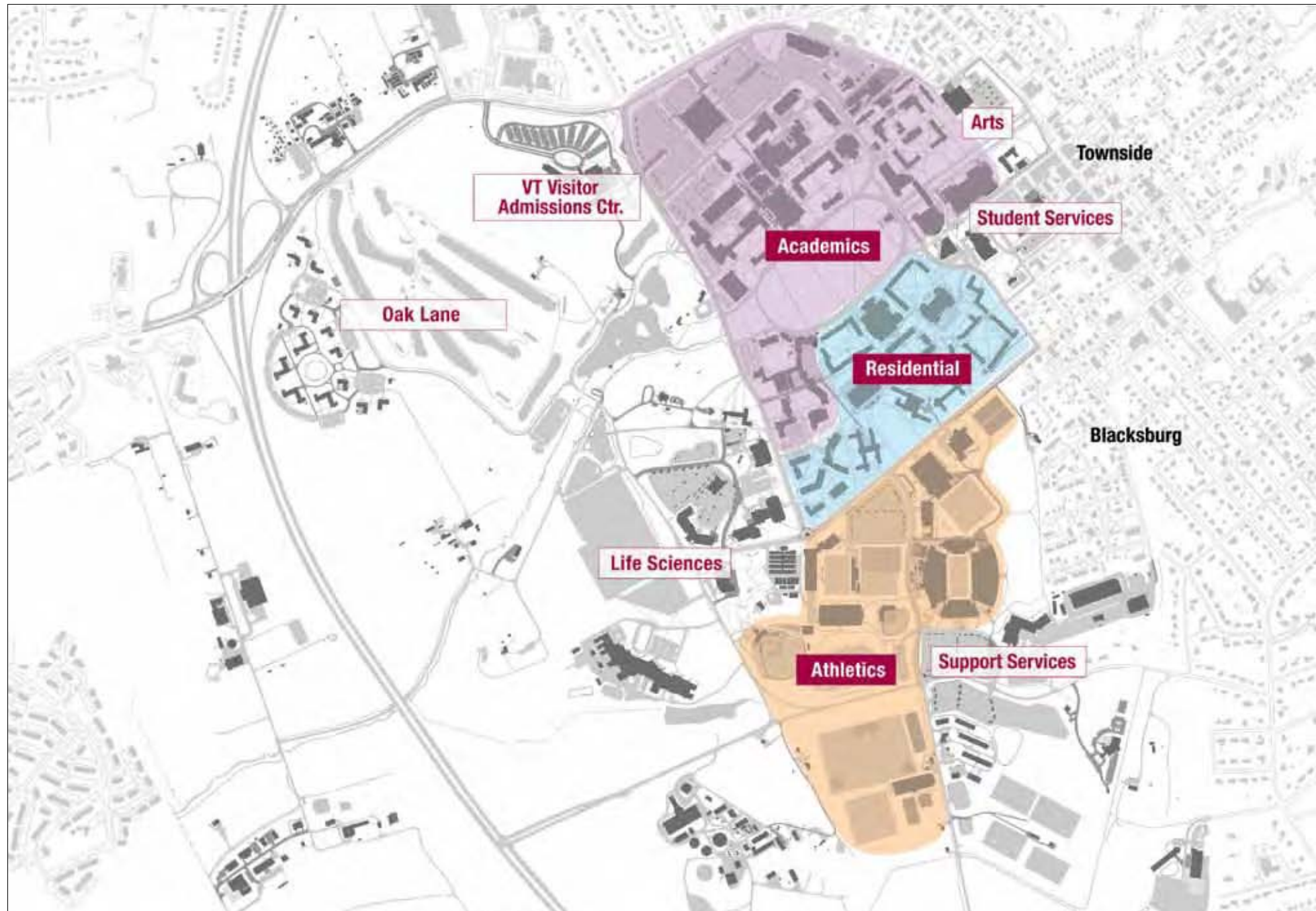
Each of the existing primary gateways onto campus have significant landscaping treatments and architectural features. This creates memorable landmarks, all creating a sense of arrival and setting the tone for the visitor's experience. Alumni Mall presents a ceremonial and iconic gate from downtown Blacksburg, also providing a visual landmark for orientation.

Additional secondary entry points present opportunities to further identify the campus edges and promote the University identity.

RECOMMENDATIONS

Identify the gateways by their location. Utilizing these identification terms (i.e. Prices Fork Gateway) on maps will reinforce its location, provide a identifiable name for giving directions and help orient visitors to where there are in relationship to the entire campus.

Establish a secondary gateways along Stanger Street, Roanoke and Southgate Drive (southeast quadrant of campus).



CAMPUS ZONES

OBSERVATIONS

Virginia Tech is a well structured campus that has natural wayfinding tools built into its core planning. The campus architects over the years (and in the Master Plan) have organized the campus into clusters of common activities and uses. The campus presents zones from a physical, visual and cultural perspective.

This is a basic element of any wayfinding program. The use of zones, districts or clusters allows information to be presented in a simple hierarchal fashion that can be easily understood by a visitor.

The current zones (and some times physical landmarks, like the Drillfield or Alumni Mall) should be considered at the highest level of the wayfinding information hierarchy. The use of zones and their terminology shall become prevalent on all forms of university communication, including signs, web info, printed material, orientation maps and verbal/written instructions.

The benefit Virginia Tech has compared to other campuses, is that the zones are already part of the lexicon and culture of the university community, and the terminology is already easily referenced by students, faculty and staff.

The introduction of zones is not a new concept for Virginia Tech, we are simply using the wayfinding program to further enhance and strongly reconfirm this natural structure of the campus.

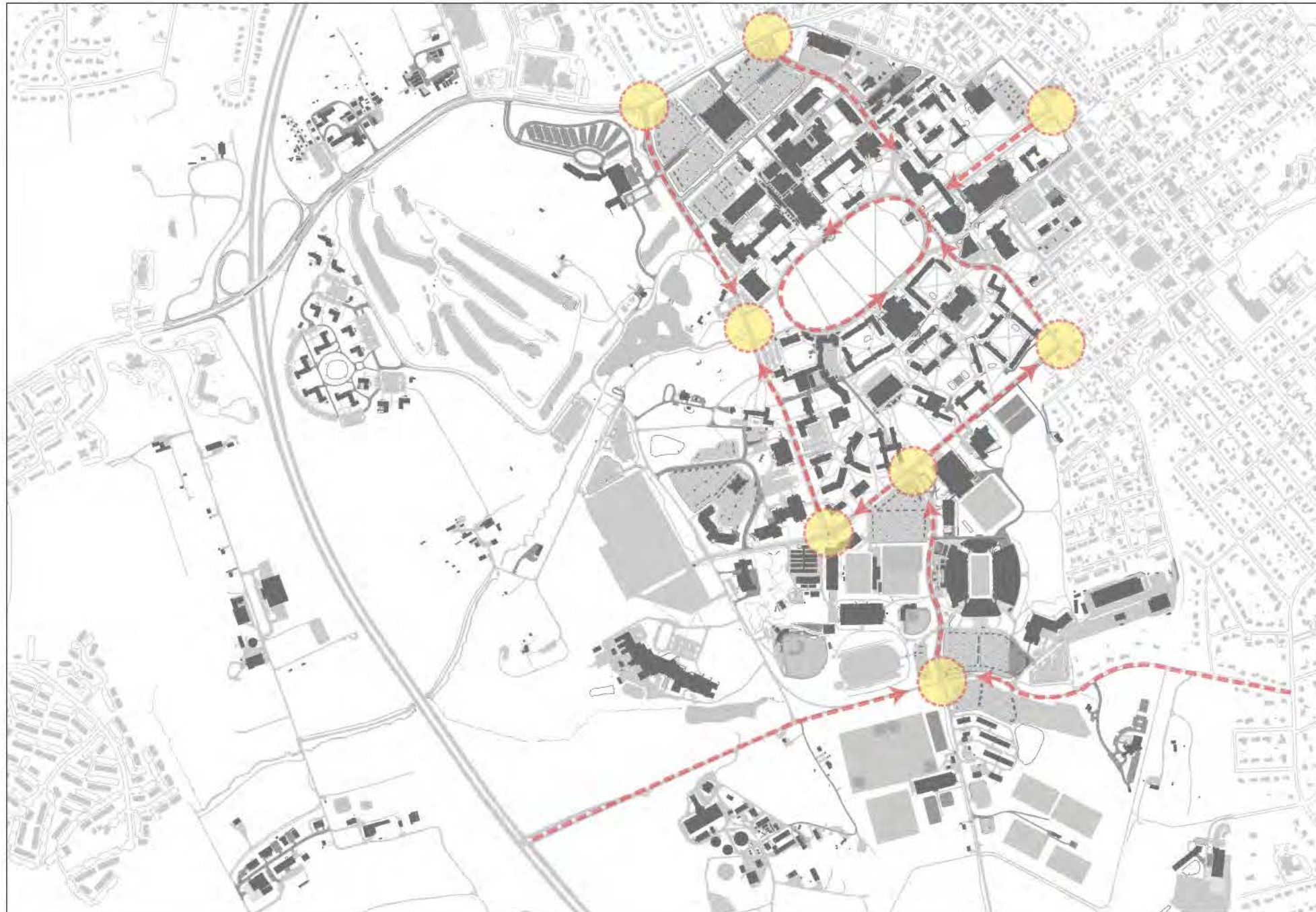
RECOMMENDATIONS

Virginia Tech can be divided into 3 main zones:

- **ACADEMICS**
- **RESIDENTIAL**
- **ATHLETICS**

These 3 main zones will be referred to on signage. The campus can be further divided into 6 secondary zones, or clusters:

- **ARTS**
- **STUDENT SERVICES**
- **SUPPORT SERVICES**
- **LIFE SCIENCES**
- **OAK LANE**
- **VT VISITORS ADMISSIONS CTR**



VEHICULAR CIRCULATION

OBSERVATIONS

This map indicates the primary vehicular routes utilized on the campus.

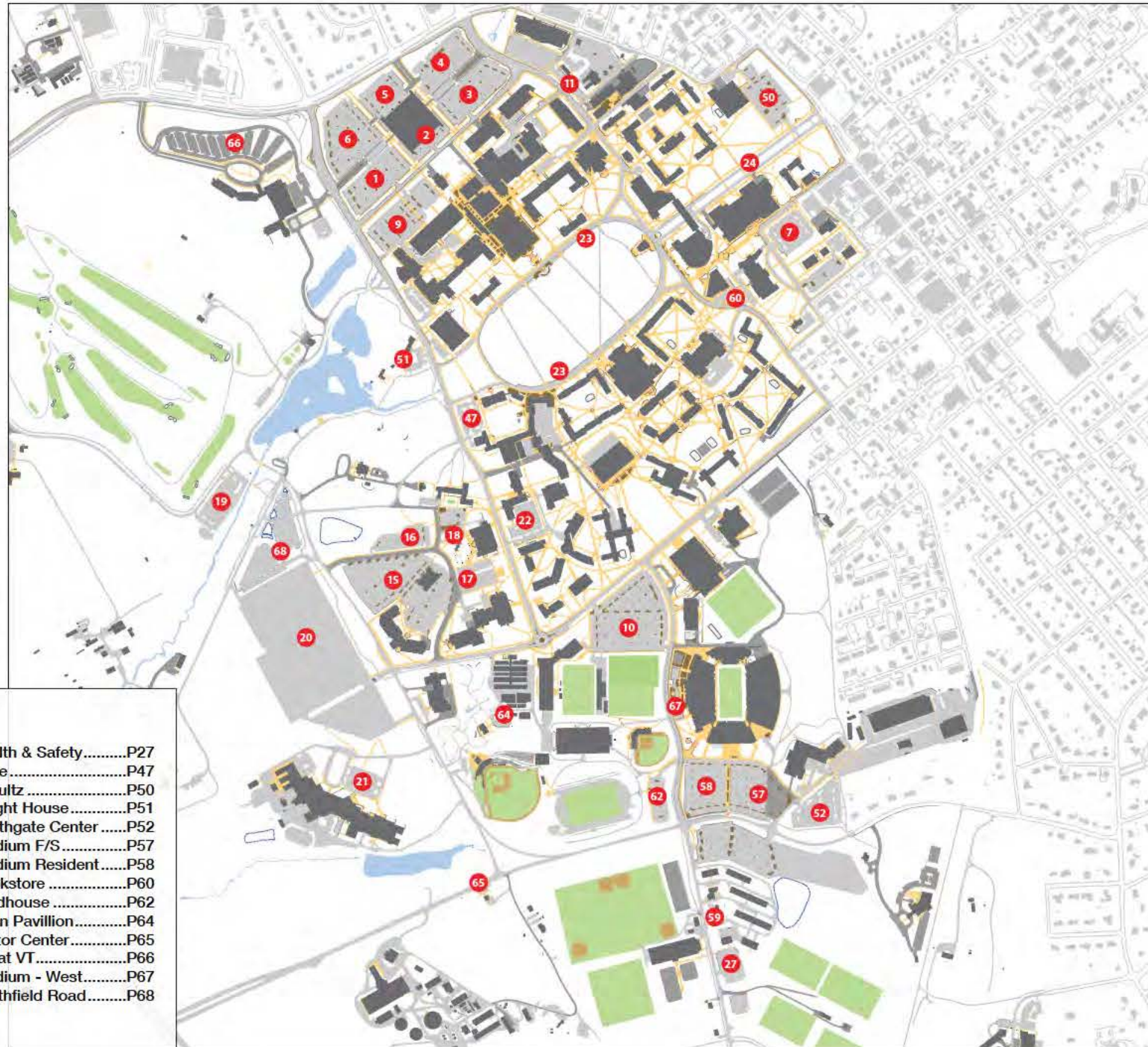
West Campus Drive, Washington St, Southgate Drive acts as the primary traffic feed for the campus. While Perry St., Stranger St. and Kent St. act as internal circulators. Alumni Drive tends to be more ceremonial and along with Roanoke St. provides access to/from downtown Blacksburg/Main St.

Drillfield Drive is of course iconic, a major destination and the main circulator internal to the campus. Even if your destination is not adjacent to this road it is likely a visitor will drive around Drillfield Drive, as it represents the heart of the campus and “the” Virginia Tech experience.

RECOMMENDATIONS

Vehicular directional signs should be placed at all key decision points along the primary circulation routes. The signs will direct primarily to zones, adjacent buildings and parking lots accessed directly by those particular roads.

Buildings which do not have direct access from a roadway should be identified on parking identification signs. Communicating to visitors the most advantageous parking lot for these buildings is important, since the building is primarily accessed by pedestrians and not always identifiable from a vehicle.



PARKING LOT KEY

Perry Street 1.....	P1	Health & Safety.....	P27
Perry Street 2.....	P2	Price.....	P47
Perry Street 3.....	P3	Schultz.....	P50
Price's Fork 4.....	P4	Wright House.....	P51
Price's Fork 5.....	P5	Southgate Center.....	P52
Price's Fork 6.....	P6	Stadium F/S.....	P57
Squire's.....	P7	Stadium Resident.....	P58
Derring.....	P9	Bookstore.....	P60
Coliseum.....	P10	Fieldhouse.....	P62
Upper Stanger.....	P11	Hahn Pavillion.....	P64
Litton-Reaves.....	P15	Visitor Center.....	P65
Litton-Reaves Ext.....	P16	Inn at VT.....	P66
Wallace.....	P17	Stadium - West.....	P67
Wallace Day Care.....	P18	Smithfield Road.....	P68
Duck Pond.....	P19		
Duck Pond Rd. Resident ..	P20		
Veterinary Medicine.....	P21		
Engel.....	P22		
Drillfield.....	P23		
Alumni Hall.....	P24		

PARKING EXISTING CONDITIONS

OBSERVATIONS

Parking was by far the most popular discussion during our stakeholder interviews. This is an issue that may require a cultural and physical shift in thinking. Parking needs on campus can be categorized in the following groups;

- Visitor Parking
- Faculty & Staff Parking
- Student Parking
- Event Parking (sporting, community, etc.)
- Football Parking
- ADA Accessible Parking

The "INTENT" of the current visitor parking policy is to benefit the visitor by offering parking at no charge and allowing visitors to park in a variety of areas throughout the campus. This is a positive and worthy philosophy in concept.

The "OBSTACLE" is in the communication of this policy. The execution of how and where parking occurs creates a confusing parking system.

The current Visitor Parking process is not clearly communicated to a first time visitor and as a result can present a perception that the campus is not welcoming. Not being sure where you are allowed to park can create a frustrating and intimidating situation for the people you are "marketing" to. Some of the issues that present themselves, include;

- Where visitors CAN or CAN NOT park is not clearly presented.
- Visitors are hesitant to park in certain areas (even though there are open spaces), fearing towing or tickets.
- Because lots are referred to and identified in different ways (numbers, names, location, nickname, etc.), providing direction to a visitor and communicating which lot is best for them, is difficult to explain.

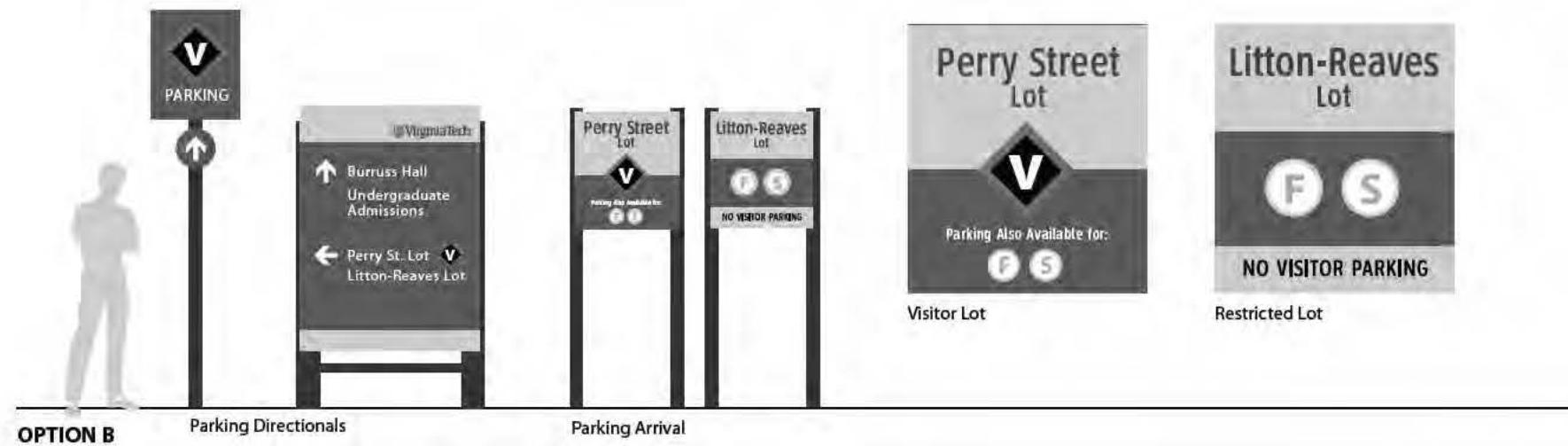
Problem: Parking is so open and free its actually more confusing.

Solution: Visitors want to be told where to go and they want it to be clearly marked, with no fear of tickets or towing.



Sample of existing parking icons

PARKING OPTIONS



The design team understands this is a policy and potentially contentious issue and offers 2 options to consider.

**OPTION A:
CREATE STAND-ALONE
VISITOR PARKING ONLY LOTS**

Establish 4 or 5 VISITOR PARKING AREAS around Campus – identify them based on their zone i.e. SPORTS COMPLEX, ACADEMIC, RESIDENTIAL.

Permit parking areas would receive alpha or numeric identification – clearly setting themselves apart. This also allows staff to communicate to a visitor “do not park in numbered lots”.

Designing a unique IDENTITY for a VISITOR PARKING SYMBOL and configure the signs as a memorable element that clearly is different from a restricted area.

OPTION A PROS

- This communicates to visitors that they have very specific areas where they need to park.
- The zone and parking lot terminology is integral to each other. This is similar to a hospital where the East Elevators are located in the East Wing.
- Directions will be easier to give – because the parking name and the zone are consistent.

OPTION A CONS

- This is a cultural, political and physical shift to the current approach to parking. It would probably need some kind of university policy change.

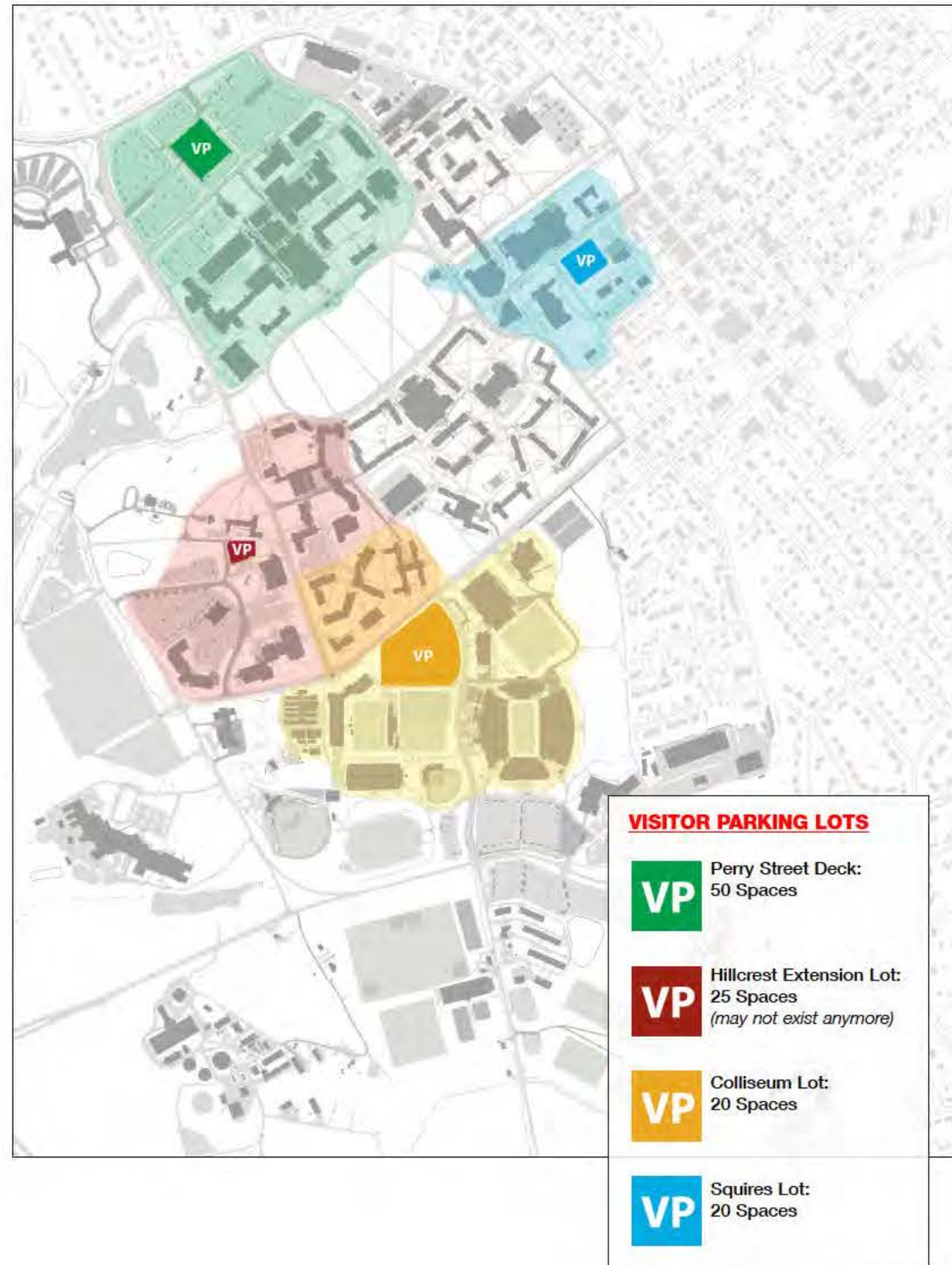
**OPTION B:
ENHANCE EXISTING PARKING**

Maintain the intent of the current VISITOR PARKING philosophy, but better communicate it through graphics and clear and consistent terminology. This would include;

- Designing a unique IDENTITY for a VISITOR PARKING SYMBOL
- Direct to Parking Lots by (Name, Locations or Number)
- Clearly identify the lot, destinations it serves and the user groups allowed to access it.

NOTE:

Sufficient parking capacities need to be researched per each zone and parking area to make sure this approach is appropriate. The university may have some of this information or a formal parking study would have to be commissioned. This master plan looks at parking strictly from a wayfinding and visitor’s perspective.



PARKING OPTIONS RECOMMENDATION

POTENTIAL STAND-ALONE VISITOR PARKING ONLY LOTS

Visitors currently are provided a Parking Pass at the Visitor Information Center or Parking Services. Parking for Visitors is free but not all visitors understand the need a Parking Pass.

According to a report conducted by Parking Services in February 2007; Over a two-week period, a visitor count was conducted of the 37 prime lots used by visitor. The following results were identified;

- Over the ten day study period, there were a total of 1,713 visitors to the 37 lots.
- There was an average of 171 visitors per day.
- During the survey period there were peak days with 218 and 357 visitors.
- Approximately 3,500 parking tickets are issued on non-affiliated guests annually.
- 1,000-2,000 are voided for being first-time visitors.
- 1,058 tickets were paid.

The design team has identified the following issues as it relates to Parking from a wayfinding perspective and image perspective.

Issue # 1 UNCLEAR PERMISSIONS/ RESTRICTIONS

It is not well known among visitors that they need to obtain a permit and/or the location of the Visitor Information Center and Parking Services.

Even if you get a Parking Permit, understanding where you are allowed to park is confusing: Visitors can park in a variety of locations, garages, lots and spaces.

Parking in spaces marked with a V, F/S, C/G or R is permissible. Parking in spaces marked with a T/A, CP C/G or CP F/s. is not permissible.

This is all very confusing.

Issue #2 PARKING COMPETITION

Because visitors can park in the same lots as faculty and staff, they are forced to “compete” for the same spaces without the detailed knowledge of campus parking and are ill prepared to find a space during the workday.

Issue #3 IMAGE

The two issues outlined above create a stressful and unfriendly environment for the visitor. The wayfinding program offers the opportunity to organize the parking process on the campus and help provide a simple and understandable parking procedure, that will present the University in a positive manner – the goal is to not notice parking.

Issue #4 BUILDING VISIBILITY FROM PARKING LOTS

Many of the parking areas are behind the buildings or disconnected from the core of the campus.

RECOMMENDATION (also recommended by the previous Parking Services Report):

Establish Visitor Only Parking Lots or Spaces conveniently located on all four sides of campus. The visitor spaces would be located in four lots adjacent to the main visitor destinations on campus. This number is less than the 171 average per day, but there is a regular turn over of visitors each day. The Track-Field House Lot could be used as an overflow area for busy days since it has a convenient bus route (CRC Shuttle) that travels onto main campus.

Establishing primary parking areas for Visitors will allow the University to provide wayfinding from established points of arrival, where the vehicular to pedestrian transition occurs. It also provides the opportunity to post regulatory and procedure information to a Visitor, which will help reinforce the need for a Parking Pass and reduce the number of visitor parking tickets.

PEDESTRIAN CIRCULATION

OBSERVATIONS

Once a person exits their vehicle and transitions to a pedestrian traveler there is currently little to no directional information. Pedestrian travel is much different than vehicular. Communicating information to users in an automobile requires quick decisions, limited messages and more legibility for those traveling at a higher rate of speed.

Pedestrian information can be presented at a smaller scale, with a greater quantity of information and the user has time to pause, read and comprehend more. Information for pedestrians can be presented in a variety of ways;

- Directional signs
- Orientation maps
- Kiosks
- Building Identification
- Landmarks
- Mobile Apps

Pedestrians may begin their journey on the Virginia Tech campus from a parking lot/garage, bus stop or adjacent area (i.e. downtown). There are also key gathering points throughout campus that provide opportunities to present information to help direct, orient and inform visitors.

RECOMMENDATIONS

Pedestrian signage is needed to assist in connecting the parking lots to the adjacent buildings and key destinations internal to the campus. Directional signs are needed throughout the campus along primary paths and at key decision points. The design of the signs should consider existing infrastructure, such as bus shelters, light poles and blue light security elements, this will help reduce visual clutter and eliminate adding physical elements to the campus environment.

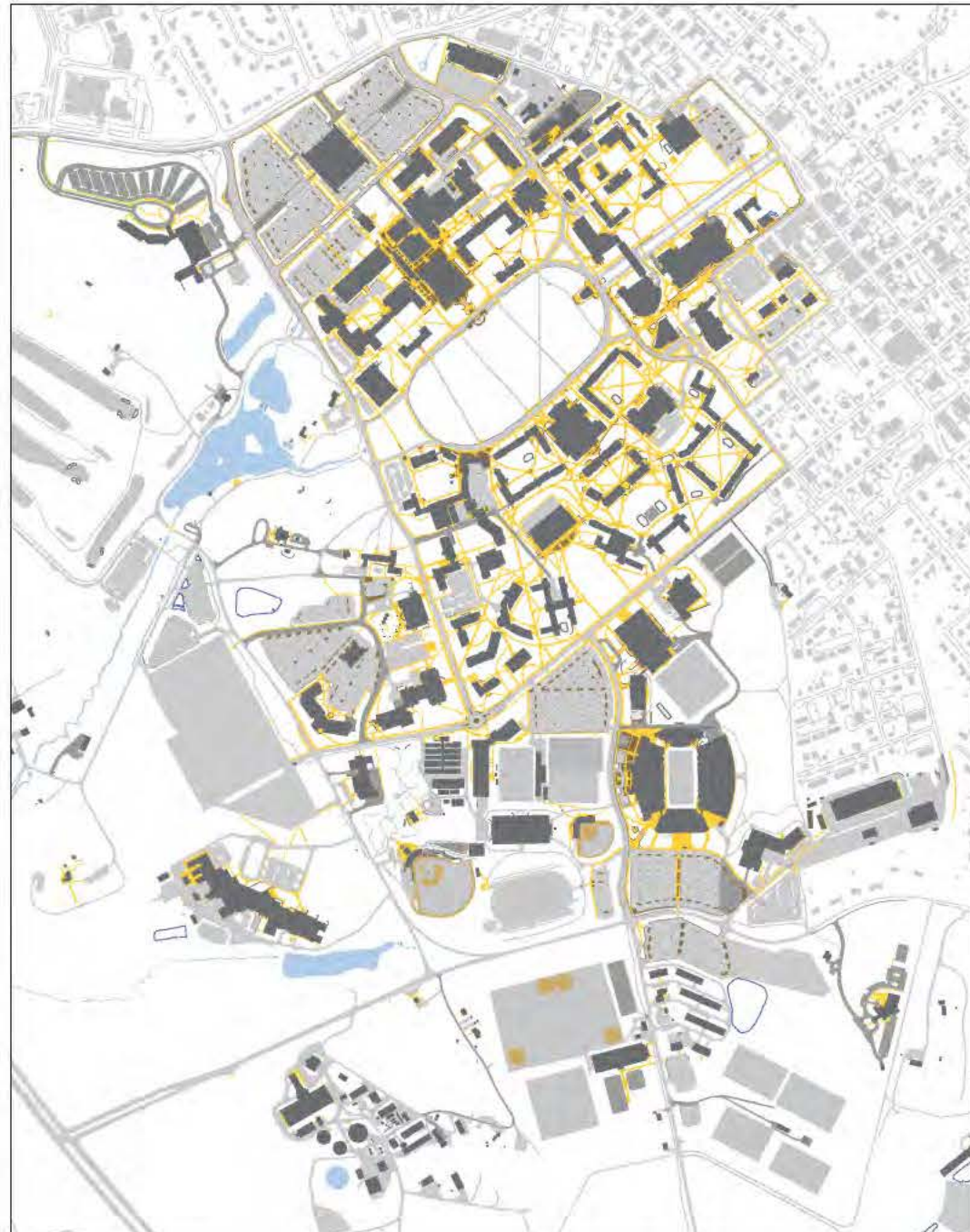
Pedestrian signs may consider "text message maps" or bar scan technology.

Orientation maps or kiosks shall be placed at major visitor parking areas to help orient visitors upon their transition from the parking lot/garage to campus paths. Maps will typically be located at key gathering areas, decision points and at pedestrian entrances internal to the campus. This type of information can also be presented at bus shelters.

All orientation maps shall be heads up oriented, include a "you are here" indicator and may consider "text message" maps or bar scan technology to help provide direction, promote events or communicate general information about the destination.

Information Kiosks may consider electronic signage such as touch screen technology and mapping capabilities.

The campus grounds are picturesque and well maintained, placement of pedestrian signs must be carefully thought out, not to adversely impact maintenance requirements or detract from the campus appearance. All locations shall be coordinated with the University landscape architect and facilities department.



Yellow denotes paved pedestrian pathways



Natural pathways

BUILDING ENTRANCES

OBSERVATIONS

Communication of building terminology around campus can be confusing. Use of formal names, anagrams, functional descriptions and historical references are all utilized.

With the planned implementation of a "street address" system, this could become more difficult OR it can present the opportunity to establish a consistent and meaningful terminology that can be reinforced through the various elements of the wayfinding system.

Identification of buildings is limited to the following:

- Ground mounted sign at primary entry points
- Vinyl on glass doors
- Name carved in stone

Attaching a sign or other element to buildings is currently strictly prohibited.

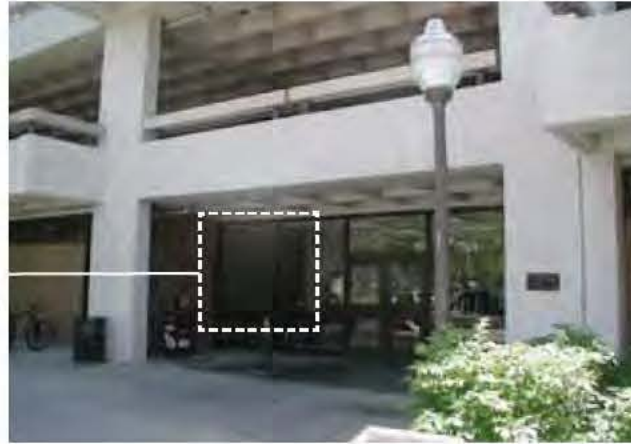
RECOMMENDATIONS

Ground Mounted Signs: These signs shall present only the name of the building and its (proposed) street address. Department names shall not be included at this level of signage. (see Schematic Designs).

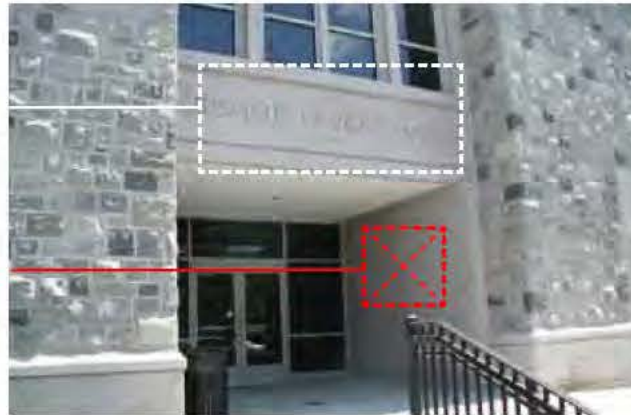
A detailed list of Departments and small groups will be provided inside the building. Building directories will be located within the building vestibule or main lobby; the information may include departments, floor numbers and a (simple) building map.

In appropriate situations, informational signs at a building entrance may provide building name, major occupants, hours of operation, and regulatory information as necessary. This shall be limited to vinyl on glass and should include the Virginia Tech brand.

Possible location for Vinyl Graphics on glass



Existing sign carved in stone



New signage not permitted on building exterior



Possible location for Building ID Sign

Possible Building Directory location



Building Identification Signs

One sign will contain the building name, its associated anagram and the address of the building.

Administration Building	
Economics Department	104
Mathematics Department	206
Student Government Offices	210
Economics Department	214
123 Street Road	

Building Directory Signs

A wall mounted sign is mounted inside the building at the entrance with a listing of primary departments and destinations.



GM



BM



C



P



W



O

BUILDING ENTRANCES

EXISTING BUILDING ID TYPES

Several types of Building Identification currently exist on Virginia Tech's campus. There are many different styles and designs currently being utilized, from building names carved elegantly in stone, to computer paper printouts taped to doors. An inventory of building ID signage was taken by Gay & Neel, Inc. in October 2010. The type of sign was noted, as well as any relevant information about the condition or placement of the sign.

Sign types are shown here. The corresponding inventory chart is on the following pages.

EXISTING BUILDING ID KEY

- GM** *Ground mounted*
- BM** *Building mounted*
- C** *Carved in building*
- P** *Plaque on building*
- W** *Window designation*
- O** *Other*

BUILDING SIGNAGE

PRIMARY ENTRANCES CHART OF CONDITIONS

#	Building Name	Existing Building # on Visitor's Map	Proposed Street Address*	Existing Identification at Primary Entrance (see key)	Notes
1	Agnew Hall	109		GM, P	
2	Air Conditioning Facility	204			Building Located, but no Identifying Sign on Street/Sidewalk
3	Ambler Johnston Hall	032		GM	One for both East & West
4	Architecture Annex	368		GM	
5.	Armory	269			Building Located, but no Identifying Sign on Street/Sidewalk
6	Art and Design Learning Center	196		GM	
7	Barringer Hall	026		GM	
8	Basketball Practice Facility	197		GM	Sign says "Hahn Hurst Basketball Practice Center"
9	Bioinformatics Phase I	119		GM	Could not find designation of "Phase I"
10	Bioinformatics Phase II	120		GM	Could not find designation of "Phase II"
11	Bishop-Favrao Hall	173		GM, C	
12	Black Box Theatre	169		W	
13	Brodie Hall	005		GM	
14	Building 270F	270F			Building Located, but no Identifying Sign on Street/Sidewalk
15	Burchard Hall	171		W	
16	Burke Johnston Student Center	193		GM, W	Sign says "Johnston Student Center"
17	Burrows/Burleson Tennis Center	183		GM	
18	Burruss Hall	176		GM	
19	Campbell Hall	036		GM	One for both Main & East
20	Cassell Coliseum	187		GM	Window
21	Central Stores	241			Could not Locate Building
22	Cheatham Hall	112		GM, P	
23	Cochrane Hall	038		GM	
24	College of Science Admin. Bldg.	270G		GM	
25	Cowgill Hall	172		GM	
26	Cranwell International Center	272		O	Sign on Road Pointing toward Building
27	Dairy Science Complex	475			Building Located, but no Identifying Sign on Street/Sidewalk
28	Davidson Hall	156		GM, P, C	
29	Derring Hall	155		GM, P	
30	Dietrick Hall	189		GM	
31	Durham Hall	126		GM	
32	Eggleston Hall	022		GM	
33	Engel Hall	110		GM, P, O	Paper sign on one door
34	English Field	185D		GM	
35	Femoyer Hall	013		GM	
36	Fleet Services	240		BM, O	Other Directional Signs in Front
37	Food Science and Technology	123		GM	
38	Fralin Life Science Institute	111		GM	
39	Golf Course Clubhouse	295			Building Located, but no Identifying Sign on Street/Sidewalk
40	Graduate Life Center at Donaldson Brown	251		GM	
41	Greenhouses	124		GM, O	

Existing ID KEY

GM: Ground mounted BM: Building mounted C: Carved in building P: Plaque on building W: Window designation O: Other

* Information TBD

#	Building Name	Existing Building # on Visitor's Map	Proposed Street Address*	Existing Identification At Primary Entrance	Notes
42	The Grove.	274			
43	Hahn Hall - North Wing	158		GM	
44	Hahn Hall - South Wing	157			Individual Sign for South Wing not Found
45	Hahn Horticulture Gardens	124A		GM	
46	Hancock Hall	133C		O	Historical Plaque on Building
47	Harper Hall	042		GM	
48	Harry T. Peters Large Animal Clinic	149C		GM	Combination Sign w/ Buildings # 149, 149A, 149B
49	Health and Safety Building	459		GM	
50	Henderson Hall	179		GM, W	
51	Hillcrest Hall	054		GM	
52	Holden Hall.	130		GM, P	
53	Holtzman Alumni Center	250C		BM, O	
54	Hutcheson Hall	103		GM, P	
55	Institute for Critical Technology & Applied Science	129		GM, W	
56	International Affairs	257		GM, BM, C, W	
57	Jamerson Athletic Center	187B			
58	Johnson Hall	028		GM, P	Other Directional Signs in Front
59	Lane Hall	001		GM, O	Large Stone Sign
60	Lane Stadium/Worsham Field	185		O	Sign on Road Pointing toward Building
61	Latham Hall	113		GM, O	
62	Lee Hall	030		GM	
63	Life Sciences I	121		GM	
64	Litton-Reaves Hall	118		GM	
65	Major Williams Hall	007		GM	
66	McBryde Hall	151		GM	
67	McComas Hall	191		GM	
68	Media Annex	369		GM	
69	Media Building	370		BM	
70	Merryman Athletic Center	187A		GM	
71	Miles Hall	027		GM	
72	Military Building	203		BM	
73	Monteith Hall	008		GM	
74	New Residence Hall (Career Services)	055		W	
75	New Residence Hall (East)	040		GM	
76	Newman Hall	024		GM	
77	Newman Library	177		GM, P	
78	Norris Hall	132		GM, P	
79	Old Security Building	201		GM	
80	O'Shaughnessy Hall	029		GM	
81	Outreach & International Affairs	2380		GM, BM, W	
82	Owens Hall	195		GM, W	
83	Pamplin Hall	153		GM, P	
84	Parking Services	455		GM, BM	
85	Patton Hall	127		GM, BM, C	
86	Payne Hall	039		GM	
87	Peddrew-Yates Residence Hall	041		GM	
88	Performing Arts Building	175		GM	

Existing ID KEY

GM: Ground mounted **BM:** Building mounted **C:** Carved in building **P:** Plaque on building **W:** Window designation **O:** Other

* Information TBD

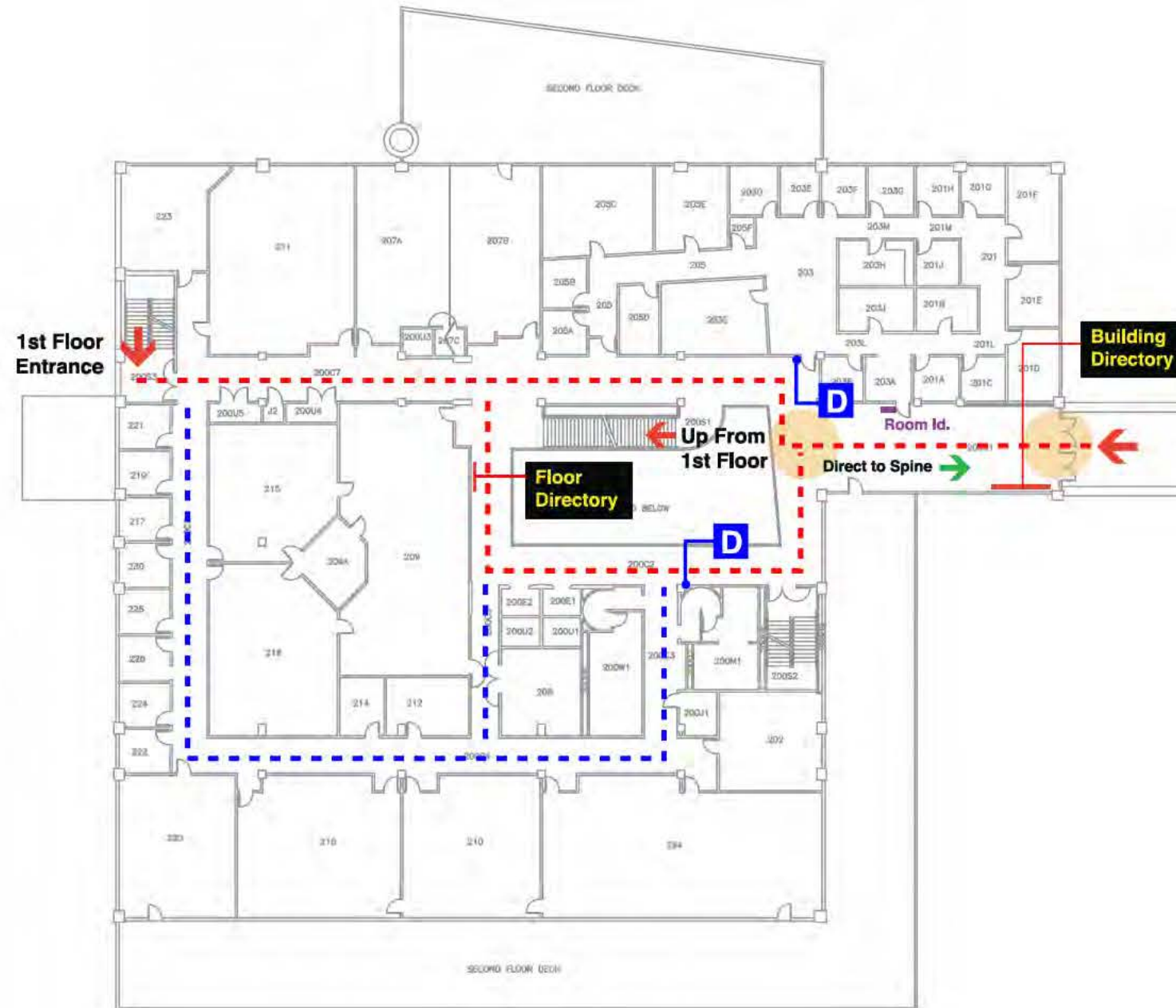
#	Building Name	Existing Building # on Visitor's Map	Proposed Street Address*	Existing Identification at Primary Entrance	Notes
89	Police Department	242		BM, O	Other Directional Signs in Front
90	Power Plant	202			
91	Price Hall	102		GM	
92	Pritchard Hall	031		GM, P	
93	Randolph Hall	133		GM, P	
94	Rasche Hall	004		GM	
95	Rector Field House	186			
96	Richard B. Talbot Educational Resources Center	149B		O	Combination Sign w/ Buildings # 149, 149A, 149B
97	Robeson Hall	154		GM, P	
98	Sandy Hall	101		GM, P	
99	Saunders Hall	106		GM, P	
100	Seitz Hall	108		GM, P	
101	Shanks Hall	006		GM	
102	Shultz Hall	188			
103	Skelton Conference Center	250B		GM	
104	Slusher Hall	035		GM	
105	Smith Career Center	194		GM, W	
106	Smyth Hall	105		GM, P	
107	Solitude	275		O	Historical Plaque on West Campus Drive
108	Southgate Center	190		GM	
109	Squires Student Center	180		GM	
110	Sterrett Facilities Complex	242		GM	
111	Student Services Building	192		GM	
112	Surge Space Building	170		GM	Sign says "Building 170"
113	Tennis Center	183			
114	The Inn at Virginia Tech	250A		GM	
115	Thomas Hall	012		GM	
116	Torgersen Hall	174		GM	
117	University Bookstore	178		GM	
118	University Club	252		GM	
119	Vawter Hall	025		GM	
120	Virginia-Maryland Regional College of Veterinary Medicine	149		GM, O	Combination Sign w/ Buildings # 149, 149A, 149B
121	Visitor Information Center	313		GM	
122	Wallace Annex	301		GM	
123	Wallace Hall	115		GM	
124	War Memorial Chapel	181		GM	
125	War Memorial Hall	182		GM	
126	Whittemore Hall	134		GM	
127	William E. Lavery Health Research Center	149A		O	Combination Sign w/ Buildings # 149, 149A, 149B
128	Williams Hall	152		GM, P	
129	Women's Softball Field	185H			Building Located, but no Identifying Sign on Street/Sidewalk
130	Wright House	276		GM	

* Information TBD

Existing ID KEY

GM: Ground mounted BM: Building mounted C: Carved in building P: Plaque on building W: Window designation O: Other

INTERIOR SIGNAGE



OBSERVATIONS

The scope of this project includes a general wayfinding philosophy for interior wayfinding. Virginia Tech currently has an interior signage standard that is implemented during construction projects and on an as-needed basis.

The map to the left provides an illustration of the typical interior sign types required, this includes the following;

Building Entrance Identification from either the exterior, adjacent buildings or interior spine.

Building Directory indicating departments, level and orientation maps.

Floor Directories indicating the departments located on that individual floor.

Directional signs direct to departments, destinations, conference rooms, room numbers, restrooms and other public amenities. Wall or overhead signs may be utilized.

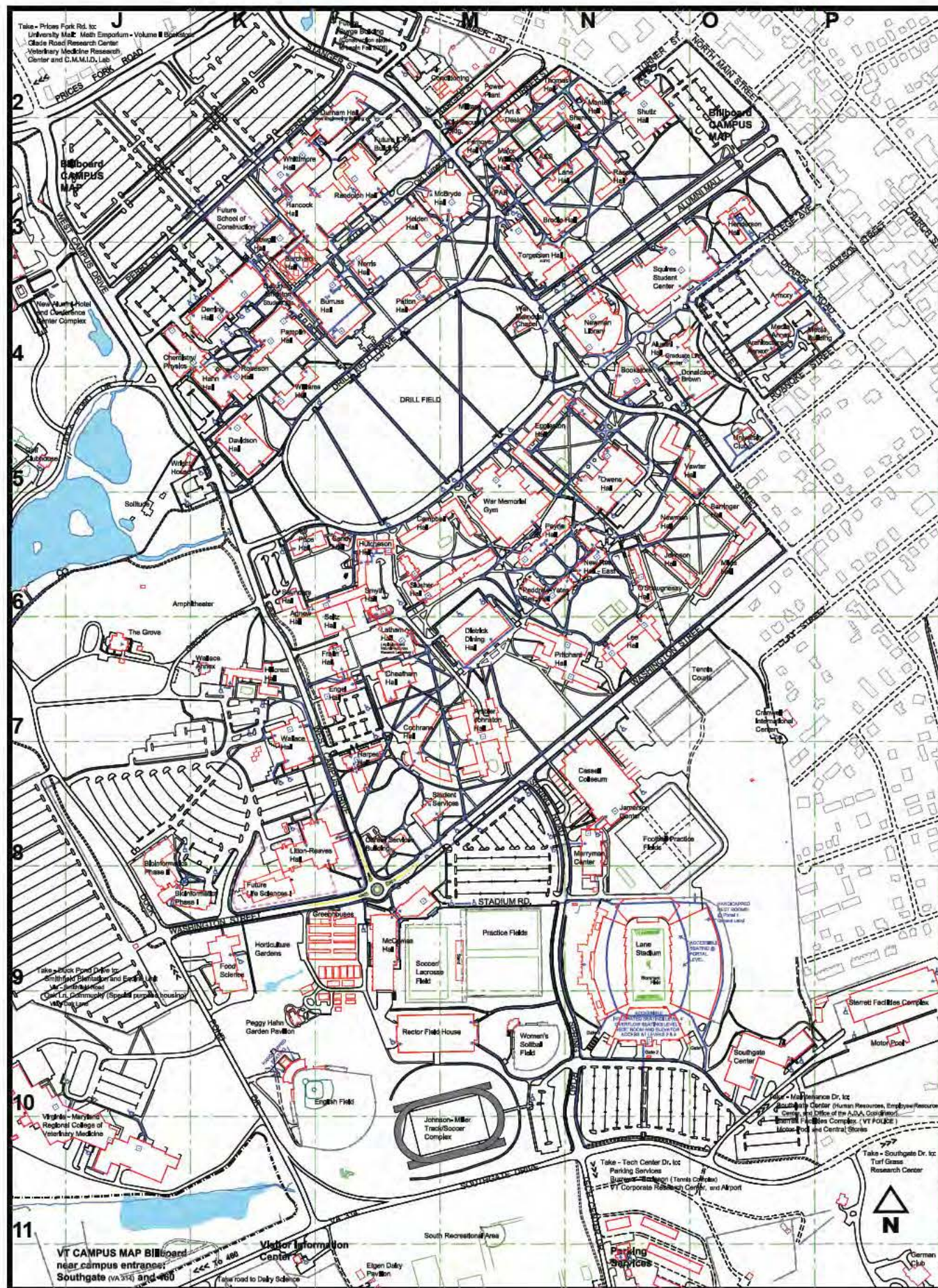
Department identification at the entry of the department.

Room Identification, including room numbers and function.

Code Signage; restrooms, stairs, level and evacuation maps.

The interior signage will meet all ADA requirements including:

- Typeface: Stroke to Width ratio
- Copy Height: 5/8" UPPERCASE
- Contrast: 70% Copy / Background
- Raised Letters: 1/32"
- Braille: Grade 2 Braille
- Finish; Non Glare, Matte/Eggshell
- Mounting Heights: 60" from floor to location of Braille.
- Overhead Signs: 3" high copy and mounted a minimum of 80" from floor to bottom of the sign



Existing Signage

Virginia Tech Universal Access Campus Map

LEGEND:

- BUILDING AND/OR STRUCTURE OUTLINE
- GRID BOUNDARY LINES
- CONSTRUCTION WORK AREA
- ACCESSIBLE ROUTES
- - - - MODERATELY ACCESSIBLE ROUTE / LONG OR EXTREMELY STEEP GRADE
- ACCESSIBLE PARKING
- ELEVATOR
- LIFT
- CURB CUT
- ACCESSIBLE ENTRANCE
- ACCESSIBLE ENTRANCE WITH POWER DOORS

Prepared by the Department of Human Resources,
Employee Resource Center / Office of the ADA Coordinator
Revision date: June 16, 2006

ADA ACCESSIBILITY

OBSERVATIONS

One of the more difficult wayfinding challenges on the Virginia Tech campus is accessibility to the various buildings entrances.

ADA requires that all buildings be accessible – this requires to basic elements.

Access: Many buildings have been retrofitted with ramps to by-pass the stairs and provide access to wheelchair users.

The wayfinding issue is that the location of the ramps is not always at the primary entrance and the accessible entrance and path are not easily recognized. (i.e. it could be on the opposite side of the building.

Direction to Accessible Entrances: ADA requires that if an entrance is NOT accessible, a sign must be posted at that entrance directing a user to the nearest accessible entrance.

For the buildings surveyed those routes were not always clear, often very complicated (i.e. Derring Parking lot to Burruss Hall) and sometimes the route required circulation through another building, only adding to the confusion.

The accessible signs currently used to provide direction and identify entrances are inadequate and need to be upgraded. The size, color and scale make them difficult to find. In addition many of the signs are old, peeling and unsightly. While a small visual element on the campus, they reflect poorly on the University and its attention to that segment of the University community.

The University does offer an Accessible map to visitors, helping them to understand the best accessible routes and identifying the appropriate entrances to use. This map is heavily used.

RECOMMENDATIONS

Create a clearly recognizable identity for the Accessible signage, including directional and entrance identification. Utilize the international symbol on an blue layout, with clear arrows.

Analyze and re-program the directional sign locations and messages for access to each building.

Update the existing ADA Access Map to be consistent with the overall Map Standards (suggested in this Master Plan). The current map is heavily used by all types of visitors. It presents a very technical graphic language that can be improved to make it more legible and visitor friendly.

MISCELLANEOUS ELEMENTS



Interpretive Examples



Existing Donor Plaques

INTERPRETIVE SIGNS

As a visitor moves through the Virginia Tech campus, opportunities to uncover additional layers of information about the campus can be presented.

Interpretive signs can tell the story of the campus, whether it's a description of a historic building or an explanation of current research project, these elements build on the Virginia Tech brand, educate visitors and celebrate your history.

Interpretive signs are pedestrian oriented and can be located around campus, both interior and exterior. A standard template can be developed and a variety of topics can be highlighted, including;

- Historic Buildings
- Renowned Alumni or Faculty
- VA Tech Achievements
- Current Research projects
- Sustainable practices (LEED Cert.)
- Interesting Campus Facts

The new Visitor Center is planning to have exhibit about the VirginiaTech experience and will certainly promote the campus from an Admissions standpoint.

DONOR

The campus has a variety of donor recognition plaques, some serve as the building identity others identify a simple gifts or recognition in honor of alumni, their family members or a dedicated faculty member. These types of plaques promote the traditions and heritage of Virginia Tech.

Building identification / carved in stone help identify building entrances, but do not always offer the contrast and visibility necessary from a distance or an automobile. These signs should be supported by a ground mounted identification sign.

Miscellaneous donor plaques can provide identification at building entrances and also provide a simple visual landmark for communicating directions.

RECOMMENDATIONS

Interpretive Master Plan: Utilizing a variety of stories, signage configurations and environmental graphic tools establish an overall plan for the campus. This would include an outline of topics and locations for potential interpretive elements. The master plan can also set guidelines for design, character count, image requirements, material specifications, construction details and installation methods.

Interpretive Tour: Similar to the current orientation walking tour and iPod tour, a interpretive tour may be of interest to general visitors to the campus or it can be used within the curriculum of some classes.

SUSTAINABILITY



Ashville, North Carolina
Local Artisans



3M High Intensity Reflective Vinyl



Downtown Phoenix
Reflective Sheeting



Solar Panel



Miami Beach
Solar Powered Gateway



Tampa Riverwalk
Solar Powered Kiosk

Wayfinding programs can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our planet.

Wayfinding can have positive effect on our environment;

Promote Multi-Modal Transportation

Wayfinding programs promote the use of alternative transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walkways and public transportation. Wayfinding programs help to support the use of these transportation means by making them accessible, user-friendly and promoting their availability.

Efficiency in Transportation

In an effort to reduce traffic, wayfinding programs help people find their way quickly and efficiently to their desired destination, whether it is a major attraction or a hard to find parking garage. Less time traveled equals less time searching which reduces the carbon foot-print left by the vehicle.

Materials and Processes

The design of the wayfinding program shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet. The wayfinding program may consider a variety of "green" materials and processes, as well as administrative efforts that promote "local" inclusion.

Solar Power

Solar panels can provide power to the illuminated signs such as gateways and information kiosks. In Tampa, solar-powered kiosk units consume only 2.05 kilowatt-hours (kWh) per month at a cost of 20 cents – in comparison to \$72 per month if the units were powered with tradition fluorescents.

Green Materials / Reflective Sheeting

The manufacturing process for 3M High Intensity Reflective Vinyl, reduces VOC emissions by 97 percent and energy consumption by 72 percent, compared to the standard engineer grade vinyl sheeting products typically used in the past.

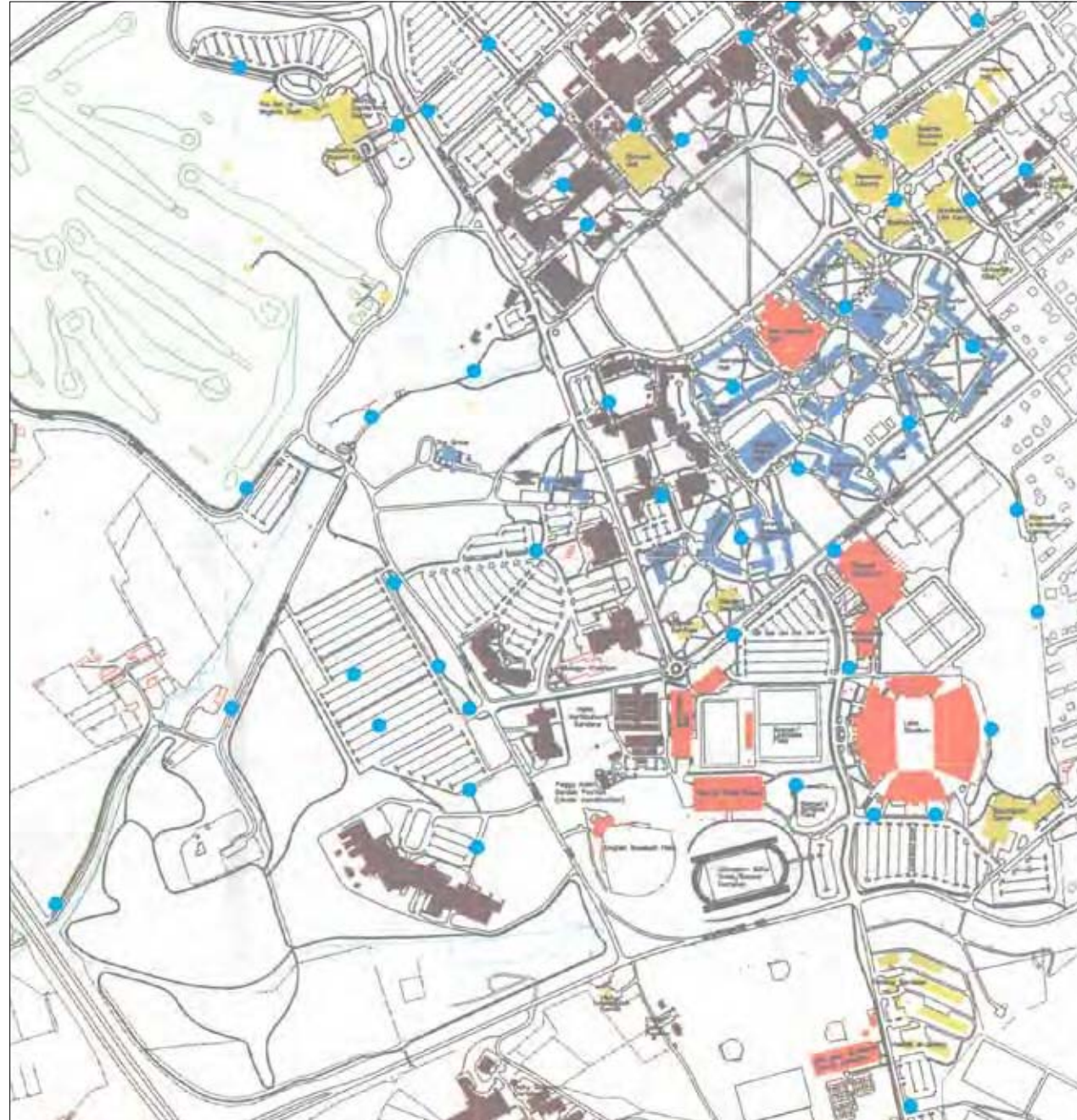
Local Construction

Some municipalities are awarding extra points to local qualified fabricators during the bid process to help keep the projects local and reduce the need for shipping large portions of the project across the country as well as supporting local businesses.

Some clients are "buying local" by engaging community artisans, who can produce finials and other sign components locally. These local initiatives also support the local economy.

RELATED ISSUES

- SECURITY
- EMERGENCY RESPONSE
- POSTAL/MAILING SYSTEMS
- OFF CAMPUS BUILDINGS (DIRECTION AND IDENTITY)
- VISUAL CLUTTER
- LIGHTING



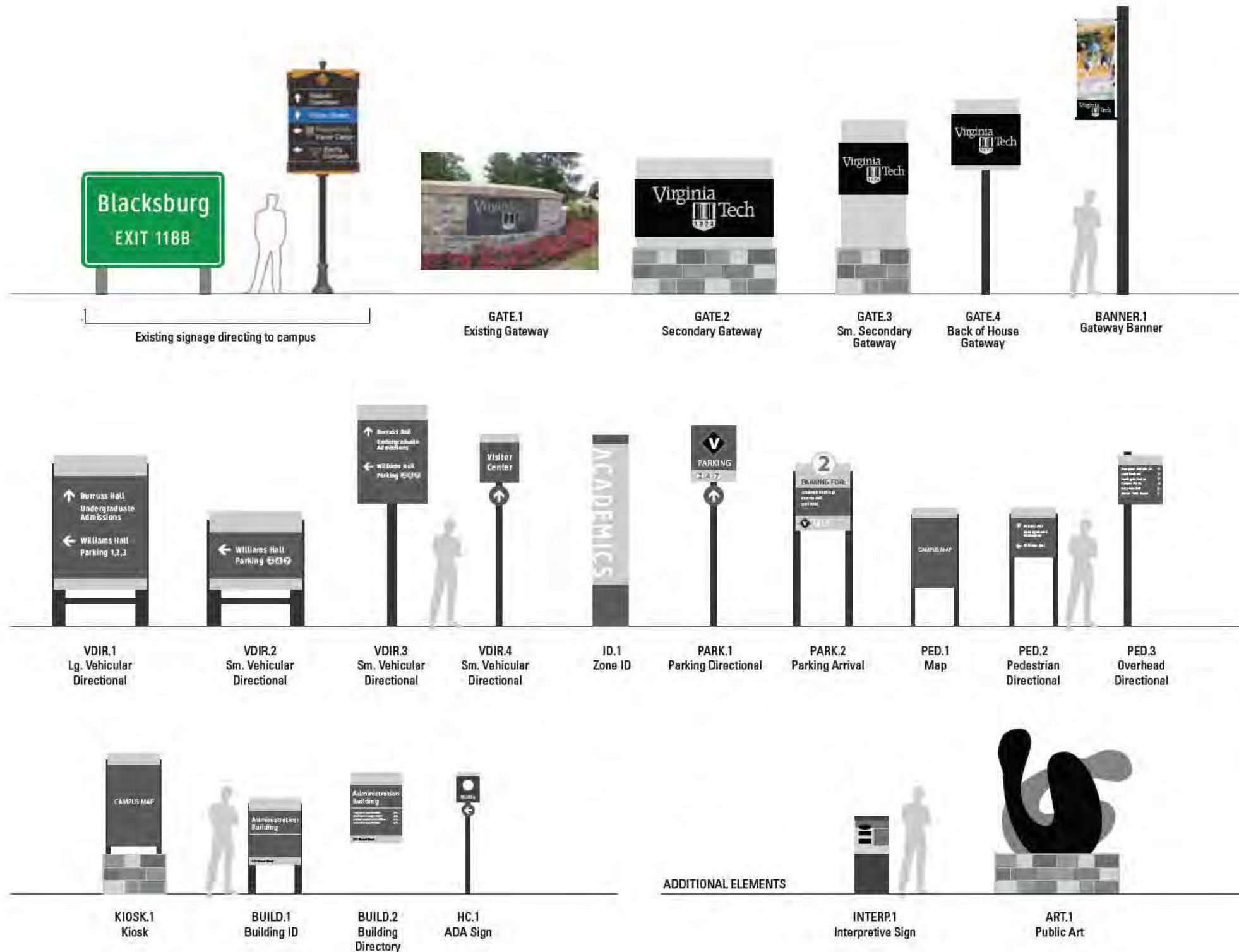
● "Blue Light" Emergency Phone



Visual Clutter

MENU OF SIGN TYPES

EXTERIOR



The sign types shown on these pages represent a generic design and are intended to demonstrate signage hierarchy. Actual signage design alternatives will be explored within the schematic design task.

Campus Maps and Pedestrian Directional: These signs will be located at key decision points. Maps shall be oriented "heads up" and directional signs will direct to buildings and primary destinations.

EXTERIOR SIGN TYPE DESCRIPTIONS

Blacksburg Sign Program: Located along public streets this sign indicates the vehicular path to the main campus.

Main Identification: These existing stone monuments provide an excellent arrival to campus entry points.

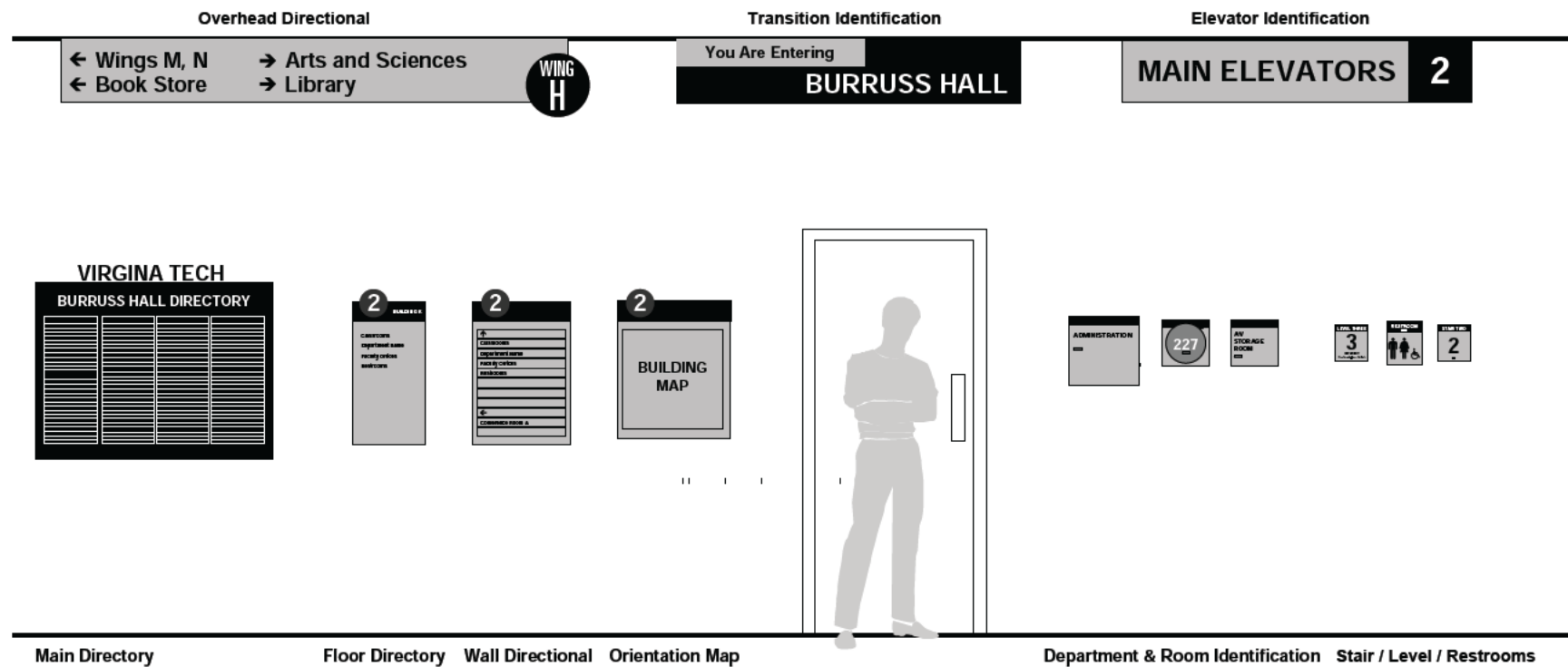
Secondary Gateways: This sign marks the campus entry points, but at a smaller scale than the primary gateways.

Vehicular Directional: This sign directs to buildings and parking areas, they are internal to the campus roadways. Copy height should be a minimum of 4" high. These signs should be illuminated.

Parking Lot Identification: This sign will designate specific parking lots. Minimum height to the bottom of the sign is 7' - 6". Reflective vinyl will be utilized on these signs.

MENU OF SIGN TYPES

INTERIOR



The sign types shown on these pages represent a generic design and are intended to demonstrate signage hierarchy only. The university currently utilizes a sign standard for all interior signs.

Room Identification: Including room numbers and function.

Code Signage: Restrooms, stairs, level and evacuation maps.

The interior signage will meet all ADA requirements including;

- Typeface: Stroke to Width ratio
- Copy Height: 5/8" UPPERCASE
- Contrast: 80% Copy / Background
- Raised Letters: 1/32" (room signs)
- Braille: Grade 2 Braille (room signs)
- Finish: Non-Glare, Matte/Eggshell

Overhead Signs: 3" high copy and mounted a minimum of 80" from floor to bottom of the sign

INTERIOR SIGN TYPE DESCRIPTIONS

Building Directory: Located at primary entrances, this directory will indicate department, the level it is located on and can include orientation maps.

Floor Directories: Located in elevator lobbies and entrance stairs this sign indicates the departments located on that individual floor.

Directional: These signs direct to departments, destinations, conference rooms, room numbers, restrooms and other public amenities. Wall or overhead signs may be utilized.

Elevator Identification: Located in elevator lobbys, this sign will provide the name of the elevator and indicate what level you are on.

Department Identification: This sign is located at the entry of the department.

EXISTING INFRASTRUCTURE



Lightposts



Emergency Call Boxes



Bus Shelters



Entry Kiosks

- LIGHTPOSTS
- EMERGENCY PHONES
- BUS SHELTERS
- ENTRY KIOSKS



See more in Schematic Design Section



See more in Schematic Design Section



Virginia Tech Website



MOBILE HOKIE App



WAYFINDING TOOLS

TECHNOLOGY

Virginia Tech Brand Driver: Technological Leadership

The integration of technology into the wayfinding program will reinforce the message of innovation as a core value of the Virginia Tech brand. The incorporation of these devices and applications is now expected, especially by students, no longer a special enhancement, these wayfinding tools are part of a student's daily routine.

Consideration should be given to a variety of technological wayfinding approaches;

End User Technology: This is the utilization of technology where information is communicated to users through the visitors device (smartphone, ipod or computer). This concept does not require the university to invest in hardware or infrastructure and eliminates the issues of maintenance, vandalism, theft, etc. The only requirement is the software development and the on-going maintenance of the information.

End-User Technology includes;

Text Message Maps: Static orientation maps (on signs and kiosks) that includes a "text message number", when keyed in, the user receives a return text message with information about the destination. This can be a short message about events, hours of operation on the best place to park.

MOBILE HOKIE (iPhone App): There was talk among the stakeholder groups that a MOBILE HOKIE app was under

development. A wayfinding application can be a natural extension of this. The App. may include up-to-date campus information related to wayfinding (parking info, dining places, road closures, special event info, etc.).

Utilizing Google Map technology or Virginia Tech internal GIS technology, would then allow visitors to request the best route to a destination, understand the distance needed to travel and amount of time it may take.

myCampus (iPhone App): myCampus is a map based location service for a variety of categories, including buildings, offices, programs/schools, services, parking lots, emergency points and any other point of interest (POI) on or near the campus or facility. It also allows visitors to view and use other information about a POI like a website, phone number, and hours of operation.

In addition, myCampus provides the ability for the campus or facility to stream RSS feeds and news updates to visitors and staff. myCampus also leverages push notifications to all users, so that you can send an important message right to the user's phone.

Features:

- Map based location services with GPS
- Allows users to find parking lots, buildings, and offices on the campus or facility
- Maps out all emergency locations
- Users can search buildings, offices/classrooms by name



myCampus App



Google Trike



iPod downloads



Stand Alone Kiosks



Microsoft Tags

WAYFINDING TOOLS

TECHNOLOGY (CONT.)

Benefits:

- Visitors will have a GPS based map on their iPhone, letting them know exactly where they are on your facility. They will be able to easily find buildings, parking lots and emergency points. myCampus has an easy to use, intuitive user interface
- Alerts can be sent to all users with an Apple's push notification.
- The University can independently manage features functionality and data.

Pricing: Free. The base myCampus iPhone App is licensed for free. A basic services agreement is necessary to add extra features and branding elements.

Interactive Campus Map

(web-based): The university's on-line map can be configured as a point-and-click version to allow users to access information and directions - via GoogleMaps. (see maps on next page)

Google-Trike: Virginia Tech should submit for the Google-Trike to survey the pedestrian sections of the campus. Similar to Google Street-View this camera captures street level information for viewing over the web. The Google-Trike captures areas that are not accessible by automobiles, such as college campuses, hiking trails and bicycle paths.

iPod downloads: Admissions currently offers a downloadable walking tour, available through the iTunes Store. The tour offers an Intro to Burruss Hall, McBryde Hall and Owens Hall. This has potential to expand to include parking

information, accessibility and other wayfinding info. In addition to iTunes, kiosks may include USB ports where information can be download directly to the ipod, or simply this can be communicated to visitors at kiosks, bus shelters and printed orientation maps that the information is available and they can download the files utilizing the campus wireless network.

Hardware Technology: This includes physical hardware built into signs/ kiosks or stand-alone elements in an interior space. Touchscreen directories, LCD screens and internet access are all possibilities based on the desired level information and required use. These applications provide the ability to offer a larger variety of updateable information and at a higher level of recognition and visibility.

Typically these elements are in campus gathering points, where visitors need to request specific information (touchscreen), are willing to spend time exploring the interface (internet access) or where the university intent is to make a visual splash (LCD screens).

This approach requires a greater investment in computer hardware, and the consideration of issues such as vandalism, environment conditions, accessibility and establishing infrastructure (electricity, wiring, etc.). There are existing spaces and elements that can offer the protection, infrastructure and appropriateness for these types of elements - existing entry kiosks, new Visitors Center, Dining Hall and Library are all appropriate spaces.

WAYFINDING TOOLS

MAPS

Through interviews with key stakeholders we discovered there are a variety of maps used around campus, all with their own graphic language, purpose, terminology and use. The types of maps identified (and the use) include;

- Wayfinding (Visitors Brochure)
- Parking (everyday use)
- Parking (special events /Athletics)
- Athletics (general use i.e. tents)
- Police and Rescue
- ADA Routes & Handicapped Parking
- Transportation (Blacksburg Transit)
- Admissions
- Bicycle Routes

There are also many places (and media) where maps can be utilized;

- Website (interactive)
- Hand-held device (interactive)
- Kiosks (interactive)
- Signage (printed)
- Brochures (printed)
- Transit Hubs/ Bus stops (vinyl graphics)

RECOMMENDATION

Virginia Tech is a constantly evolving campus, the accuracy of the map and updating the information is a common issue for all. The University has the benefit of a highly skilled GIS Department that is constantly updating their own campus base map with new construction, roadway repairs and various types of information.

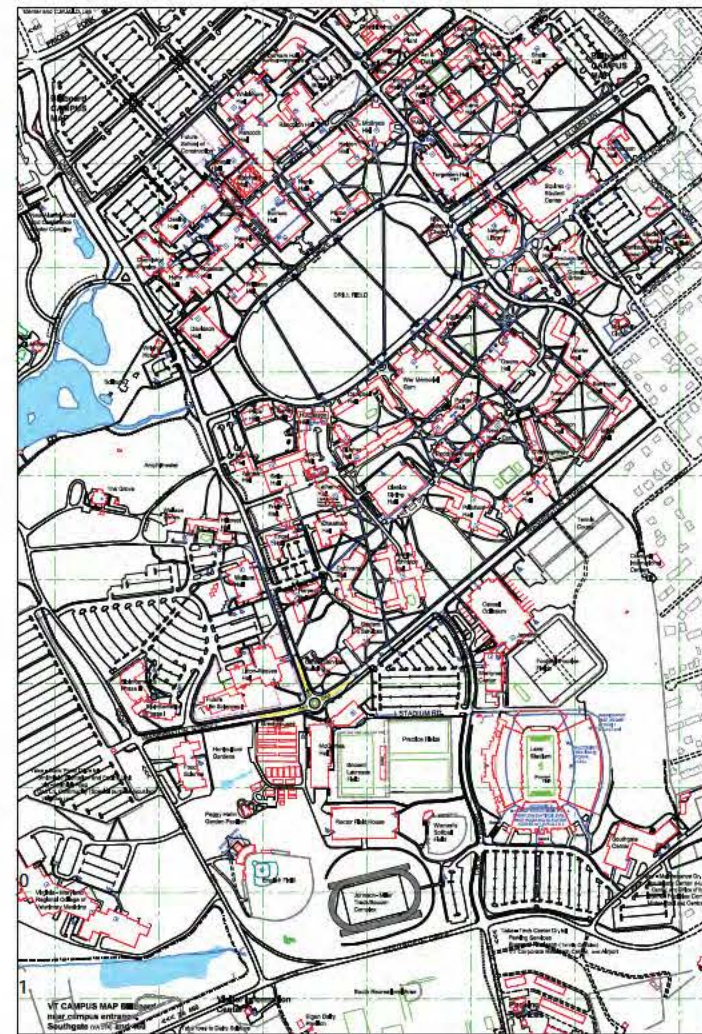
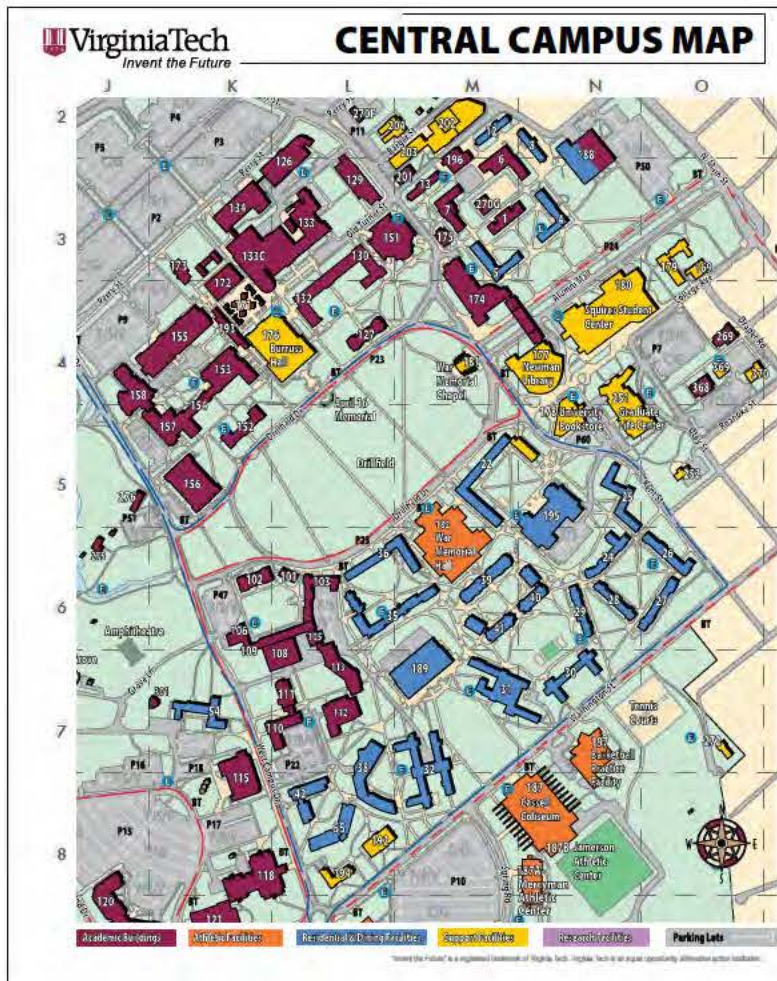
This department is also utilizing the latest technology to inventory, track and gather information about the campus. It is the recommendation of the master plan that the GIS Department be the SINGLE SOURCE for creating the standard base map that everyone uses, this will help the university centralize, share and disperse consistent and accurate information to its visitors, faculty, students and staff. This will also require the establishment of an internal mechanism and administrative process for the management of the map system.

Creation of a standard Campus Map catalog, this template of brochure can help with establishing a consistent graphic language across the variety of maps.

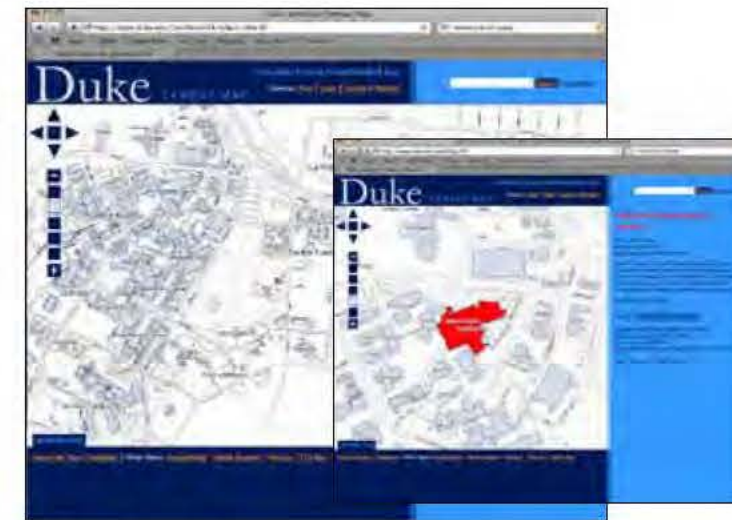
Establish standard Graphic Software for creating the base map.

General Map Design Guidelines:

- Sign with Maps will typically be located at key gathering areas and paths of pedestrian travel.
- All static mapping on signs shall be "heads-up" oriented and include a "you are here" indicator.
- Maps are created in layers, allowing for each department to utilize the map for their individual needs.



Various Maps used on Virginia Tech's Campus



Interactive Map at Duke University
www.maps.duke.edu

WAYFINDING TOOLS

LANDMARKS



OBSERVATIONS

Landmarks are used everyday to provide direction; it can be as simple as “make a left at the water fountain” or as common as “meet me at the entrance to Burruss Hall”.

In addition to providing directions, landmarks are also helpful for establishing a person’s orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory.

The Virginia Tech campus offers many landmark features, including: iconic elements like the the War Memorial Chapel, special landscaped areas, natural features (Duck Pond) and simple gathering spaces outside of buildings.

The similarity of building materials does offer a uniformity that can disorient a first time visitor. Therefore the presence of unique landmark elements play a greater role in assisting a visitors orientation. This master plan identifies potential additional landmarks that can be utilized to enhance Virginia Tech as a place, and reinforce the University brand, while providing a helpful wayfinding tool.

PUBLIC ART

There was talk among the stakeholder groups regarding public art around the campus. There seems to be an obstacle to establishing a strong program, due to State funding restrictions. It was also mentioned that there was a previous landscape plan that identified potential locations for art features.

The University should continue to pursue this idea, the establishment of a public art program around campus can provide opportunities for excellent landmarks and direction.

Public art will also enrich the culture of the campus and build upon its sense of place.

BANNERS

Establishing a banner program along Southgate, West Campus and Washington Street will help to create a celebratory visual element.

Additional banners along Prices Fork Rd and Main Street can establish the boundaries of the campus. Each of these opportunities can reinforce the brand and provide that sense of arrival.

The design of the banners shall be bold and simple, with strong imagery and graphics.



Southgate Entry Kiosk



Alumni Entry Kiosk



West Campus Entry Kiosk



Directory Kiosk at University of North Carolina



Southgate Entry Kiosk concept

WAYFINDING TOOLS

ENTRY KIOSKS

OBSERVATIONS

The entry kiosks provide an opportunity to welcome visitors. They act as a secondary or self-serve "Visitors Center"

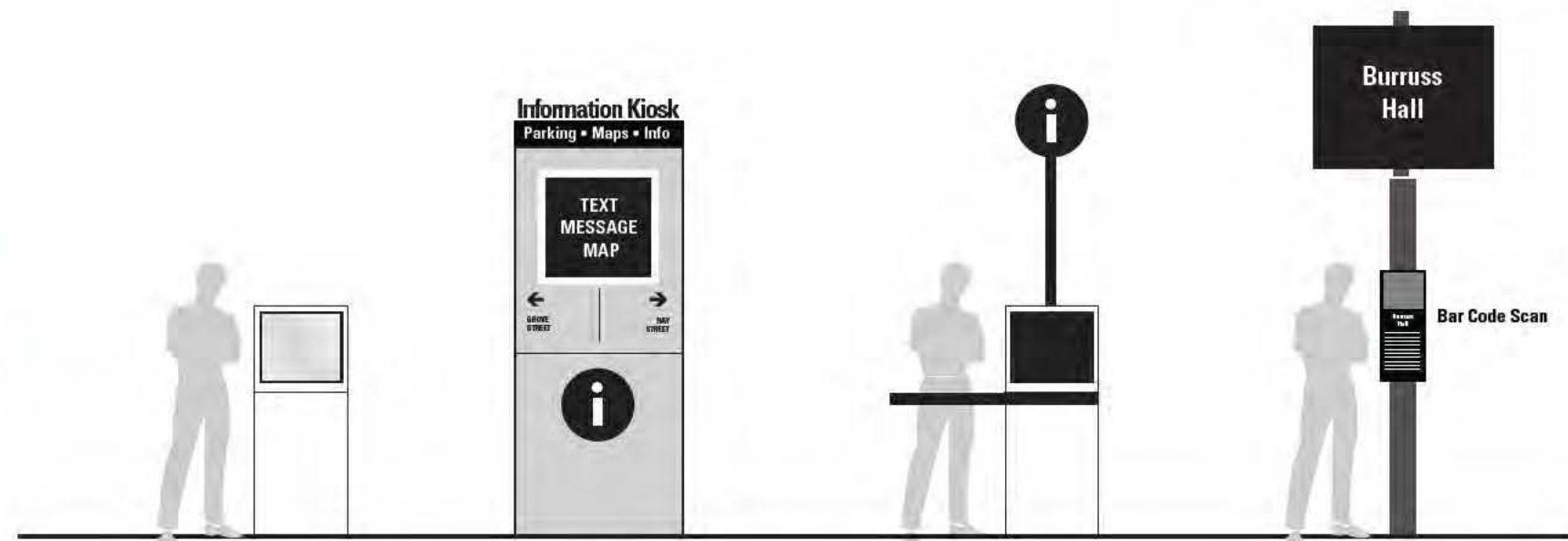
Currently the kiosks are uninviting, outdated and under utilized.

We have developed a series of design concepts for different levels of refurbishment (simple to complex).

Our goals for the kiosks include;

- Engaging for people who drive by and people who park
- Incorporate technology
- Contain a variety of campus information
- Provide a friendly and inviting welcome to the campus

INFORMATION HUBS



INTERACTIVE STATION

Contains downloadable content, internet access, reservation making capability, printable information, shopping and dining, etc.

INFORMATION KIOSK

Contains orientation map, directional information, text messaging/internet links, interpretive information, advertising, shopping and dining, etc.

MANNED KIOSK

Professional greeter provides personal contact and info, printable information, brochures, maps, shopping and dining, etc.

INFORMATION PANEL/BAR CODE SCAN

Contains text messaging/internet links, interpretive information, destination information and advertising

Recommended Locations:

- Transportation Hubs
- Library
- Stadium Complex
- Student Services
- Visitor Center
- Admissions

PRIMARY LOGO


SECONDARY LOGO - Usage needs to be discussed, currently this logo is used on some gateway signage.


SHIELD


DESIGN GUIDELINES

Virginia Tech is a high-performing research university with a world-view that advances the land-grant values of discovery, learning, and outreach. We serve and engage the citizens of the Commonwealth of Virginia, the nation, and the world. We attract motivated high-achieving students, staff, and faculty who excel in an academically energized, technologically creative, and culturally inclusive learning community. Our bold spirit, climate of innovation and service, open boundaries of study and research, and entrepreneurial approach positively transform lives and communities.

BRAND DRIVERS

- *Nationally and internationally recognized faculty experts*
- *Groundbreaking research and eminent scholarship*
- *Challenging academic standards*
- *Technological leadership*
- *Service to community and society*

IDENTITY STANDARDS
About Our Name

Our official name is Virginia Polytechnic Institute and State University, but using the full name is cumbersome. Thus, using "Virginia Tech" is preferable in all but formal uses.

Virginia Tech is used in news releases, feature articles, and publications and on the Web. When using the full name of the university, never use an ampersand instead of "and." Never use VPI&SU, VPI and SU, VA Tech, or Virginia Tech University.

"Tech" is acceptable after a first reference to "Virginia Tech," but it should not be used repeatedly or solely.

"VT" and "Va. Tech" are acceptable only in limited, informal situations, such as a news headline where space is tight. Do not use "VT" or "Va. Tech" in body copy, in titles of publications, on signs, or in any formal publication. Questions concerning usage of the university name and/or nickname should be directed to styleguide@vt.edu or 540/231-9468.

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The university shield
Hokie Tracks™
Virginia Polytechnic Institute and State University®

With one exception, the registered trademark symbol ® must be used with all university marks (note that the ® must be used with the graphic representation of the university seal, shield, and logo). The ™ symbol should be used with Hokie Tracks™.

Athletic trademarks are applicable only in athletic and informal usage and must not be used for academic applications, academic products, or university . Using the university seal in nonuniversity publications is prohibited without prior approval from University Relations.

Official university colors

<p>Maroon PMS 208: C=40%, M=100%, Y=50%, K=15%; R=102, G=0, B=0; hex code=660000</p>	<p>Orange PMS 158: M=65%, Y=90%; R=255, G=102, B=0; hex code=FF6600</p>
---	--

Complementary/secondary colors

<p>PMS 118: M=18%, Y=100%, K=27%; R=170, G=142, B=10</p>	<p>PMS 5493: C=43%, Y=14%, K=21%; R=140, G=175, B=173</p>
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<p>PMS 577: C=24%, Y=46%, K=10%; R=181, G=204, B=142</p>	<p>PMS 5405: C=58%, M=17%, K=46%; R=63, G=96, B=117</p>
--	---

Complementary/neutral color

Gray:
K=40%;
R=153, G=153, B=153;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

CUSTOMIZED RALEIGH TYPEFACE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

ARIAL REGULAR ITALIC TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CLEARVIEW HIGHWAY TYPEFACE



Hokie Stone

DESIGN GUIDELINES

COLOR

The official Virginia Tech colors are PMS 208 (Chicago maroon) and PMS 158 (burnt orange). The use of color creates a strong visual impact that reinforces the university brand identity.

The traditional university maroon and orange will remain a dominant design element, but these colors are now enhanced by a fresh palette of complementary and accent colors. This expanded color palette may be used to define a hierarchy of information or may be screened back and used for major headlines and background color blocks. (see chart at left.)

TYPE

The logo without tagline consists of two parts: the shield symbol and the logotype in an updated horizontal configuration.

The name "Virginia Tech" appears in a customized Raleigh typeface, and the tagline in Franklin Gothic ITC italic or Arial regular italic.

For signage, we are using Clearview Highway typeface for its easy to read, characters and friendly, welcoming style.

MATERIALS

Virginia Tech exhibits its character and pride every day via its buildings, most of which are made of Hokie Stone. Hokie Stone is actually a native limestone common in Southwest Virginia and parts of Tennessee and Alabama. No two stones are the same color, varying from grays, browns, and blacks to pinks, oranges, and maroons. Since the mid-1950s, Virginia Tech has operated its own quarry, and a resolution passed by the board of visitors during the 1990s decrees that the popular limestone must now appear on every building.

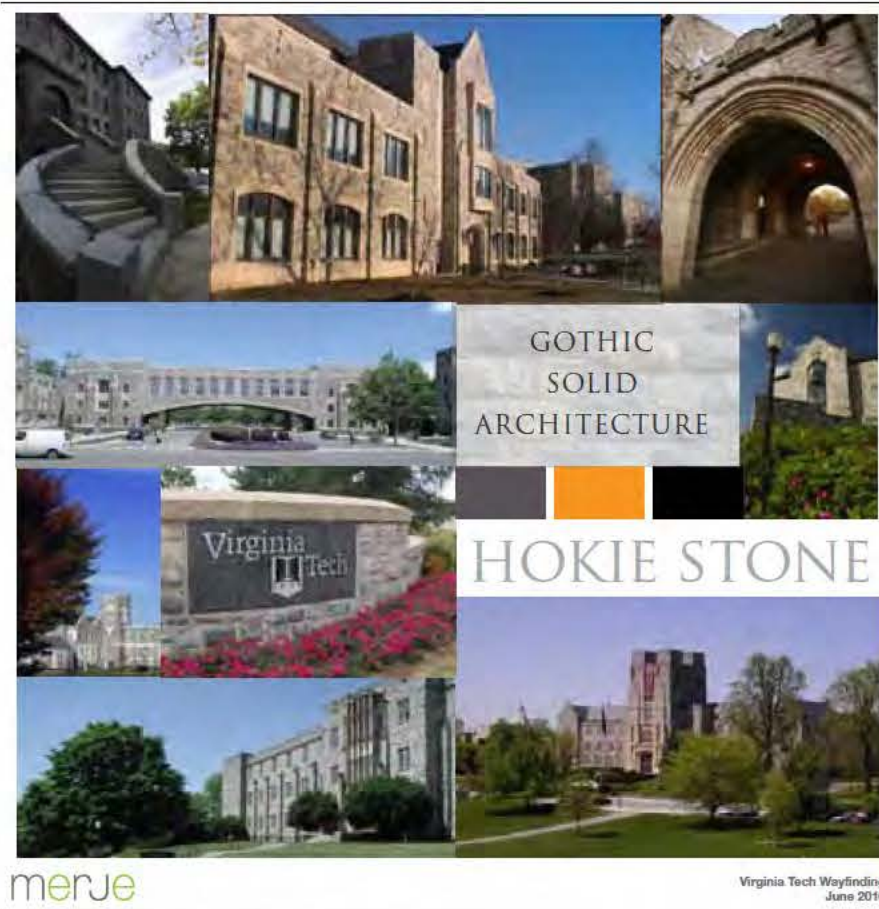
**FINAL
DOCUMENT**

SCHEMATIC DESIGN

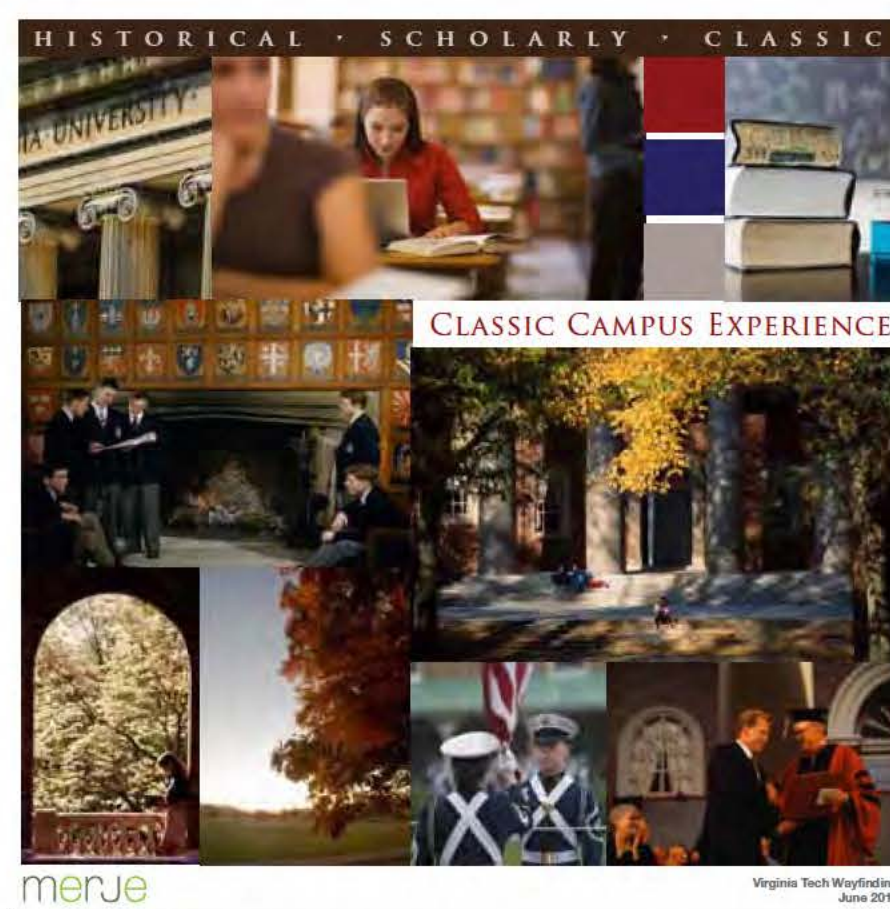
WAYFINDING SIGNAGE AND ENTRY KIOSKS



THEME BOARDS



Theme A: Architecture



Theme B: Classic Campus



Theme C: Technology

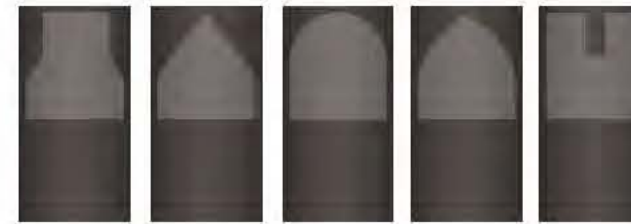
Visitor Parking Icon

**VISITOR
PARKING**

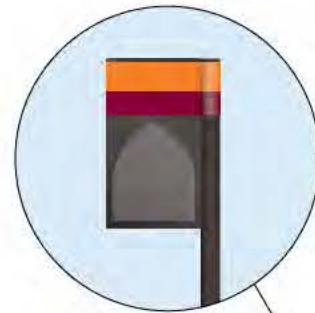
Other Parking Icons

F S R CP C/G T/A

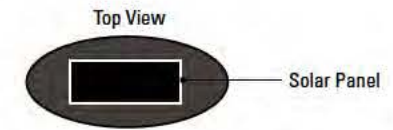
Various architectural design elements to be brought into sign designs



Back of PARK.1

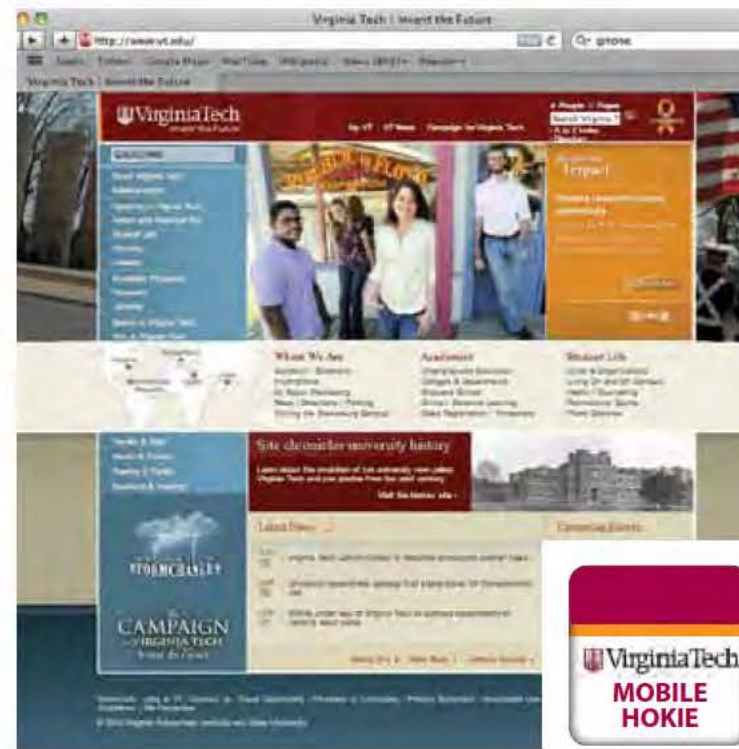
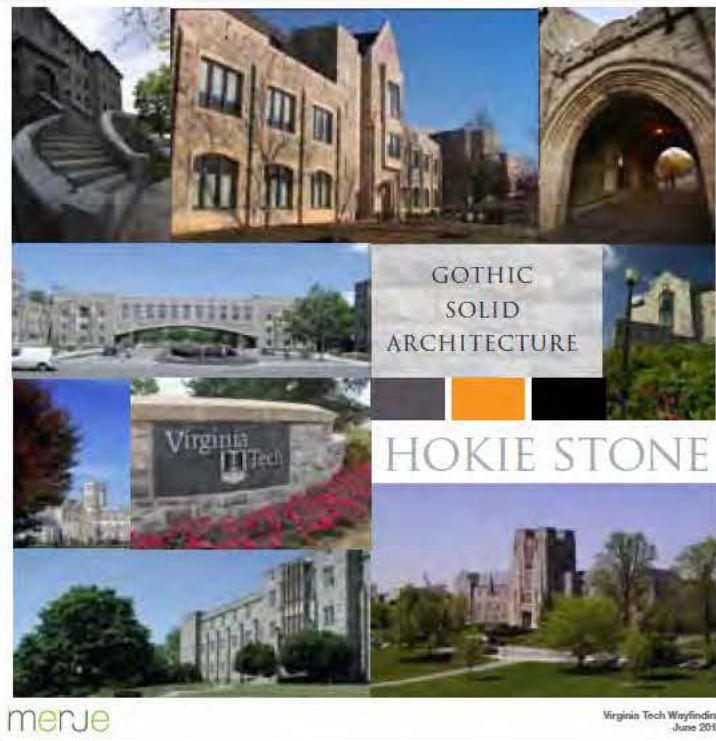


Color bands wrap back of sign



OPTION A

Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | July 21, 2010



OPTION A IN DEPTH

It's important to view the signs in context to all the elements that make up the Virginia Tech wayfinding experience. These elements work together to create a single message that promotes the VA Tech brand and communicate a well-organized, friendly and caring university.



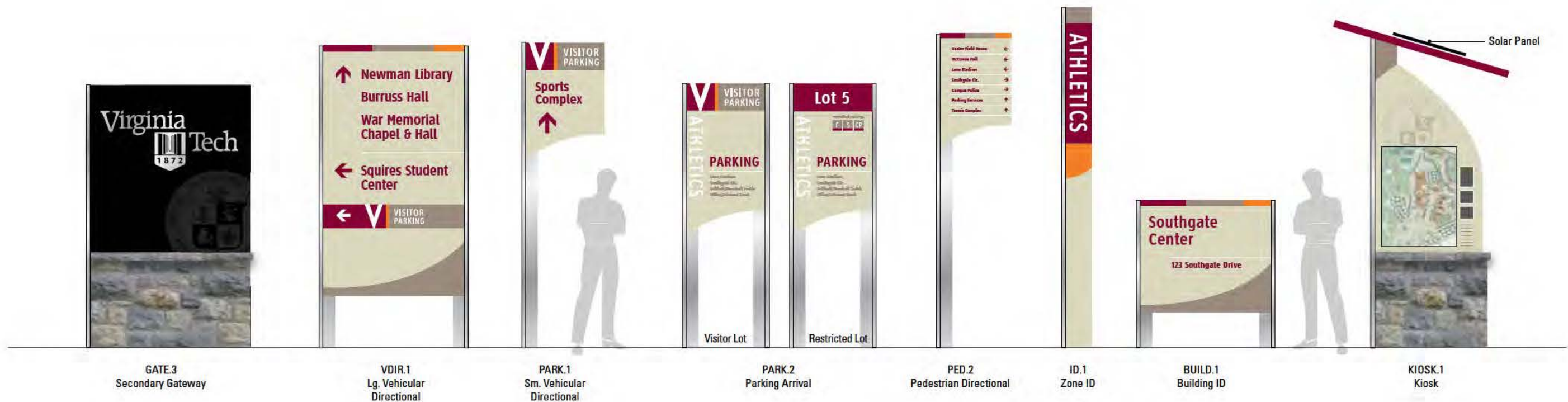
OPTION A

Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | July 21, 2010

Visitor Parking Icon

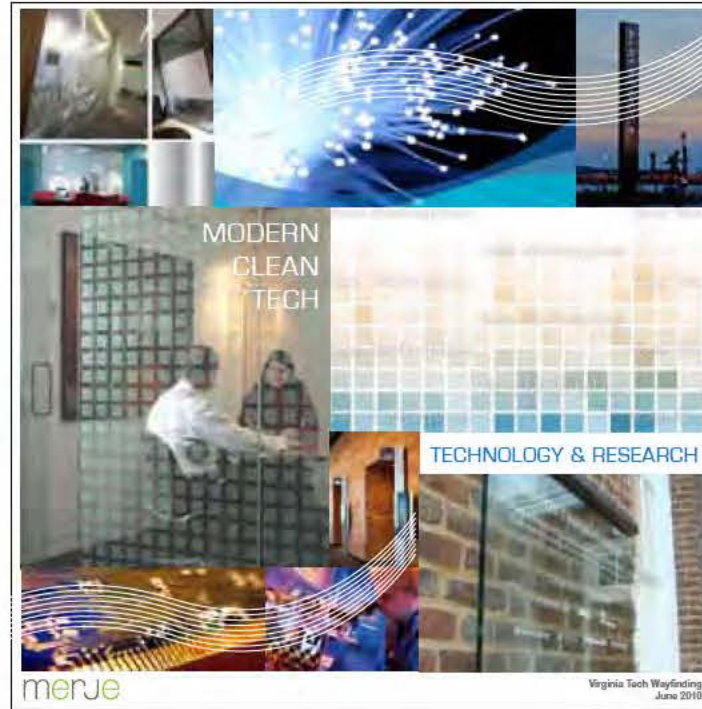


Other Parking Icons



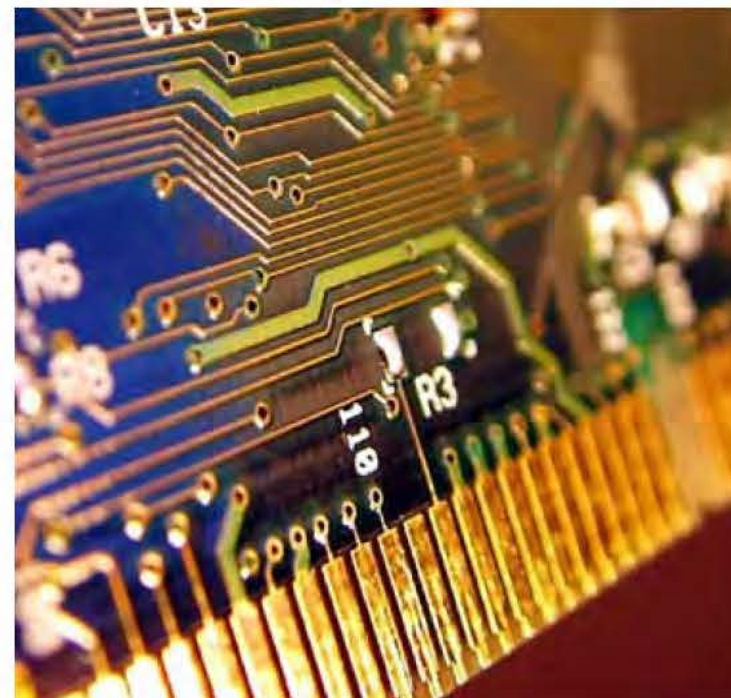
OPTION B

Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | July 21, 2010



OPTION B IN DEPTH

It's important to view the signs in context to all the elements that make up the Virginia Tech wayfinding experience. These elements work together to create a single message that promotes the VA Tech brand and communicate a well-organized, friendly and caring university.



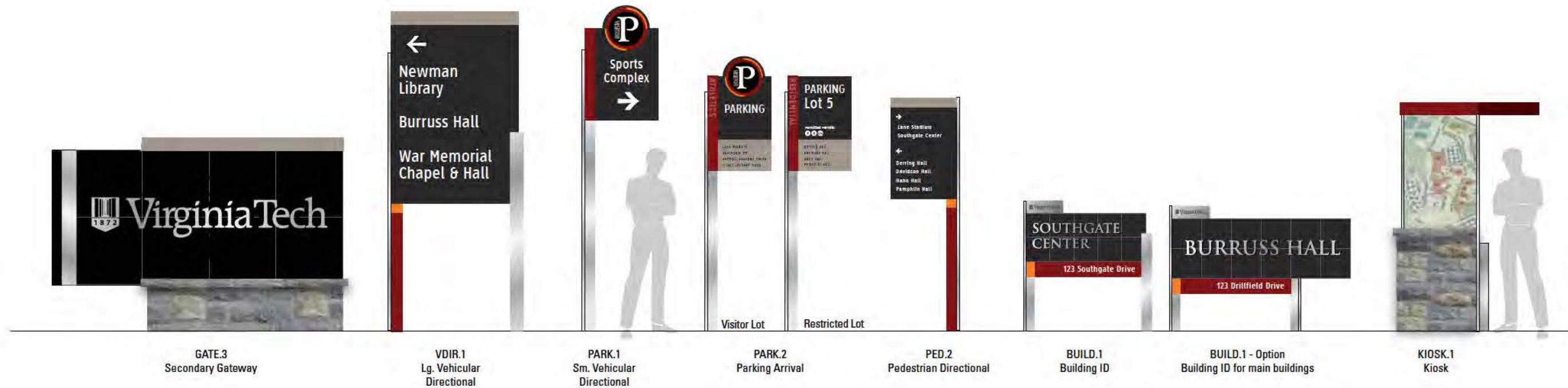
OPTION B

Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | July 21, 2010

Visitor Parking Icon



Other Parking Icons



OPTION C

merje

Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | July 21, 2010



OPTION C IN DEPTH

It's important to view the signs in context to all the elements that make up the Virginia Tech wayfinding experience. These elements work together to create a single message that promotes the VA Tech brand and communicate a well-organized, friendly and caring university.



OPTION C

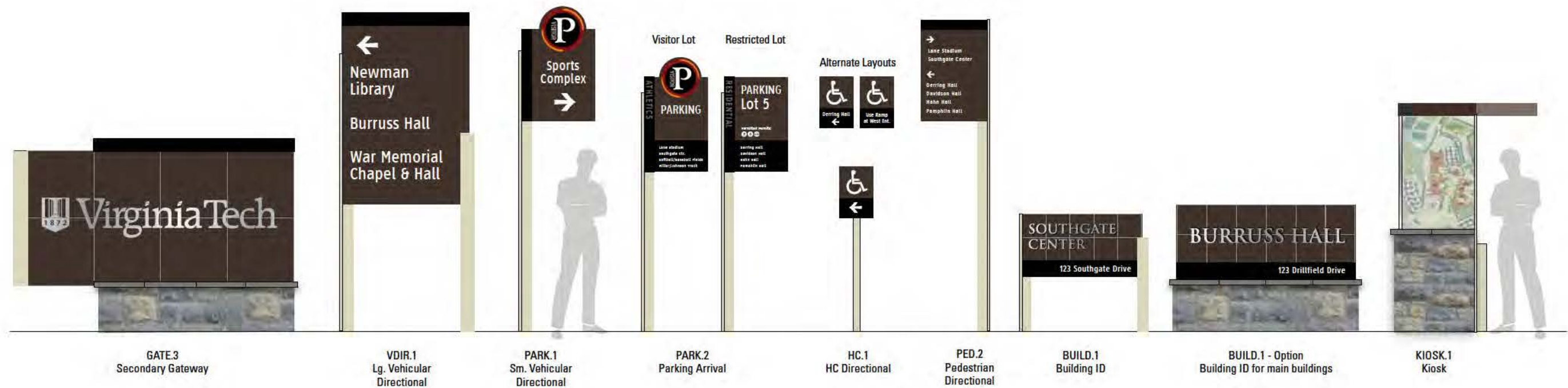
Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | July 21, 2010

OPTION D FINAL CONCEPT

Visitor Parking Icon



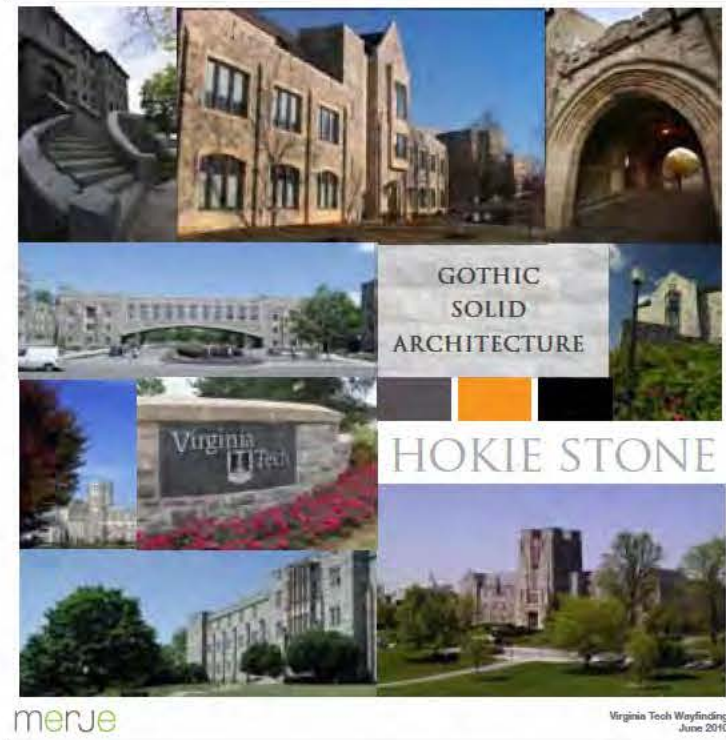
Other Parking Icons



OPTION D - FINAL CONCEPT

Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | September 24, 2010

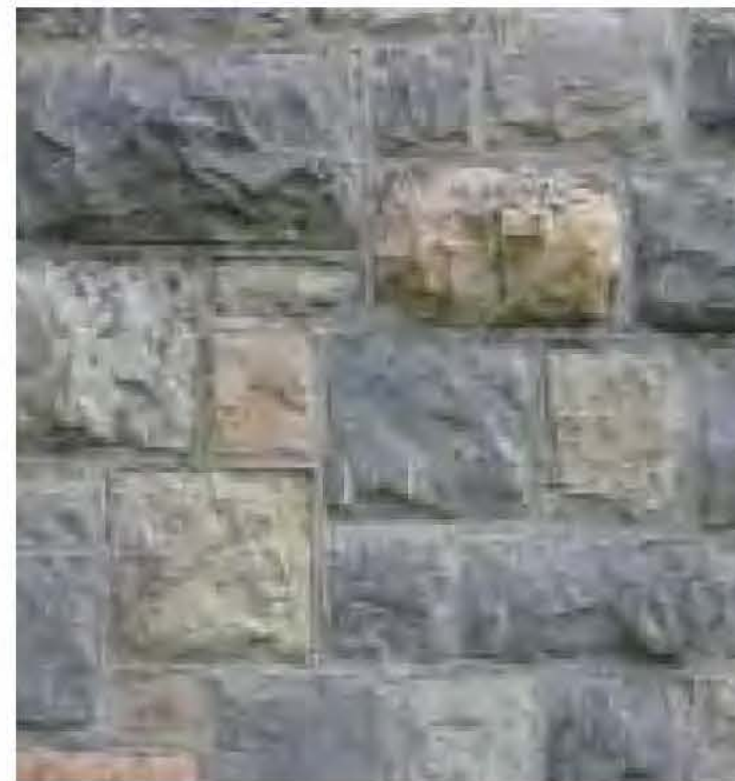
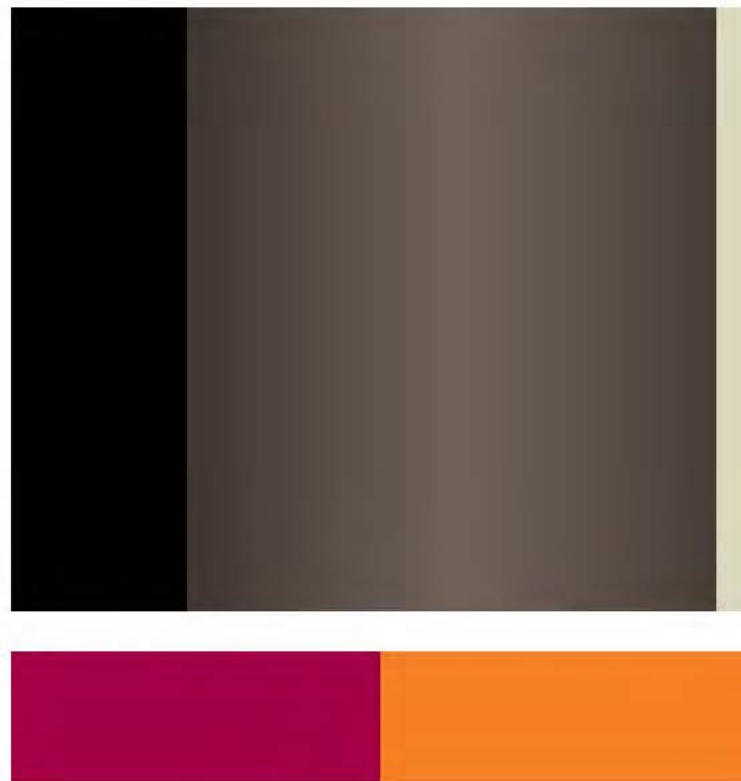




OPTION D FINAL CONCEPT

This option represents the final schematic design. It is a design approach that blends the limited color palette of Option 1 with the modern, open feel of Option 2 design.

This final concept also utilizes finishes and paint colors already established in campus architecture. The maroon and orange colors are used very sparingly.



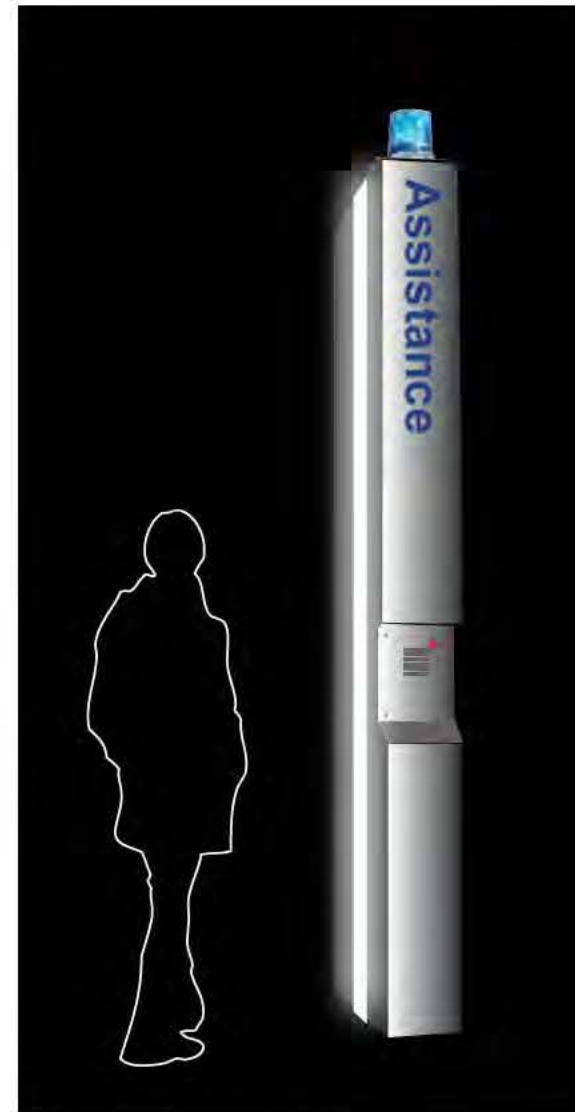
OPTION D - FINAL CONCEPT

Wayfinding and Signage Program - Virginia Tech, VA
Schematic Design | September 24, 2010

Emergency Icon



Existing Call Boxes with new paint



Existing Call Boxes with lighting element

Microsoft TAG technology



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Call Box With Icons



Existing Call Boxes with added map panel

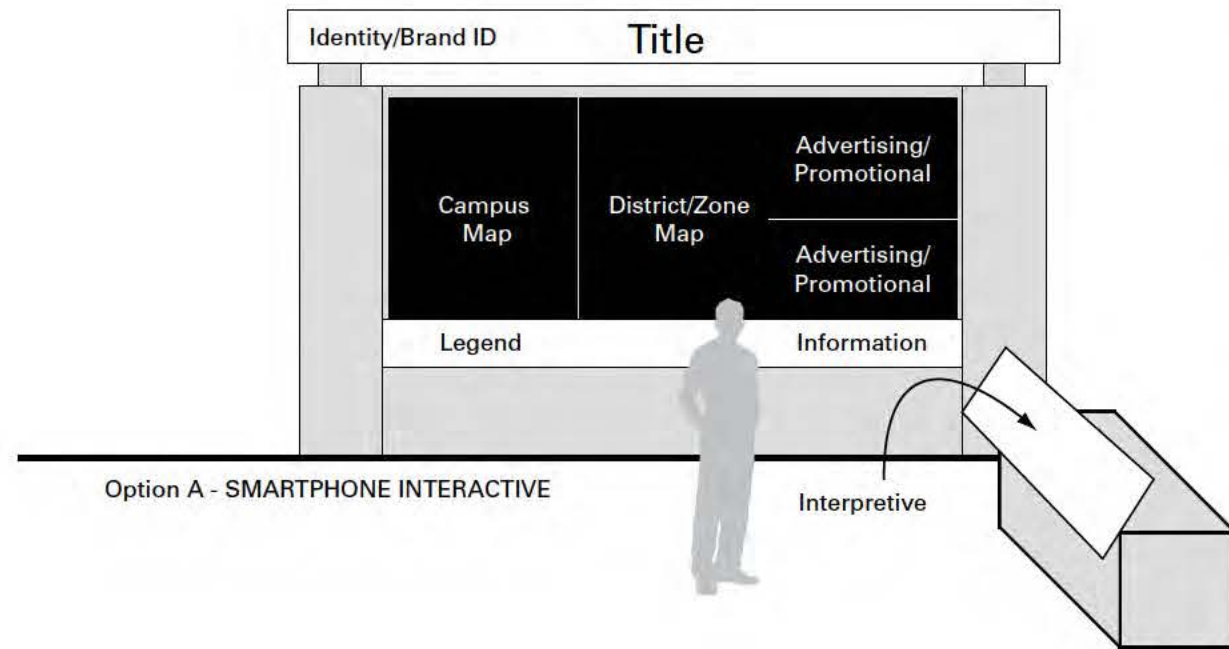


Call Box Side With Info



EMERGENCY CALL BOXES

Wayfinding and Signage Program - Virginia Tech, VA
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STRUCTURE	CONTENT	PRODUCT	ISSUES TO RESOLVE
EXISTING HEADER	TITLE	DIMENSIONAL LETTERS	OWNERSHIP
	BRAND ID	SIGN REFACE	
EXISTING INTERIOR WALL	CAMPUS MAP	ETCHED METAL	MAINTENANCE - PHYSICAL • BUDGET
	DISTRICT/ZONE MAP	ETCHED METAL	
	2 AD/PROMOTIONAL	POSTER PANEL	
EXISTING COLUMNS	LEGEND	PHENOLIC PANEL	MAINTENANCE - CONTENT • VT WEBSITE • VT VISITOR CENTER • DEPT. SOURCE/FEED
	INTERACTIVE	SMARTPHONE	
EXISTING LOW WALL	INTERPRETIVE	PHENOLIC PANEL	SHOULD TIE INTO VISITOR CENTER EXHIBIT
	INTERACTIVE	SMARTPHONE	
			POSSIBLE PHASING OF COMPONENTS OVER TIME



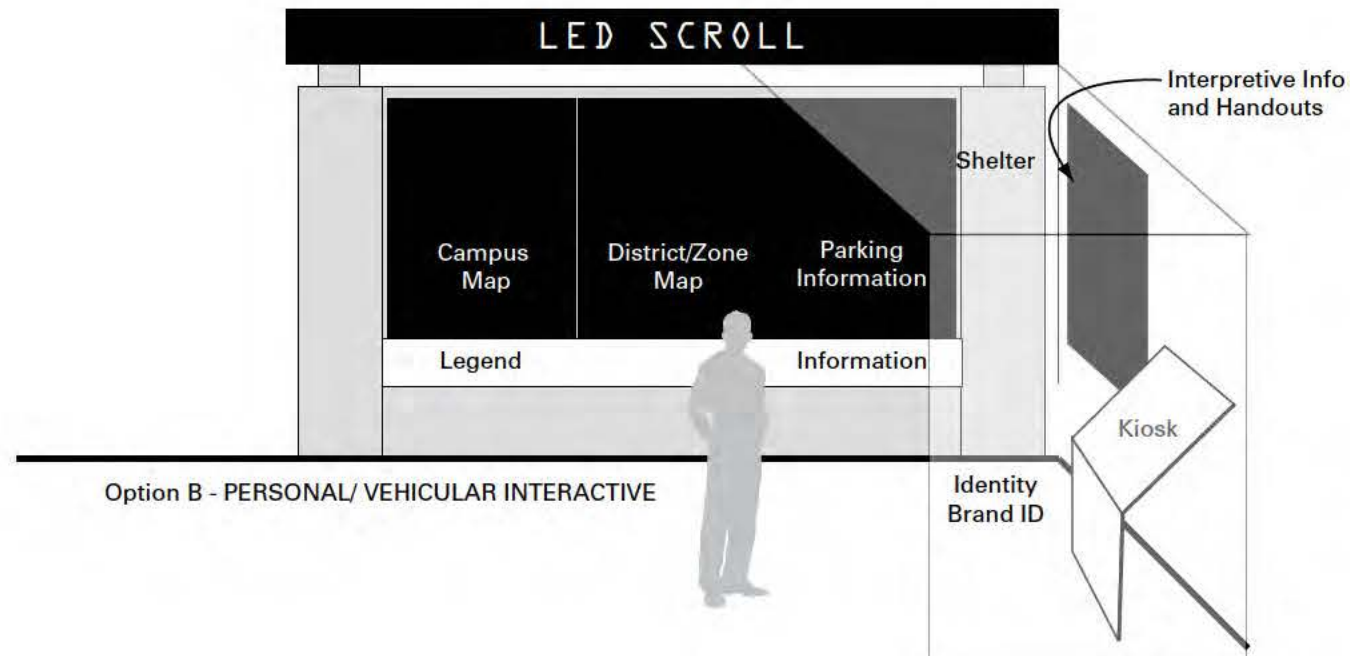
Southgate Entry Kiosk



West Campus Entry Kiosk



Alumni Entry Kiosk



STRUCTURE	CONTENT	PRODUCT	ISSUES TO RESOLVE
NEW HEADER	DAILY EVENTS	LED/SIGN PANEL	OWNERSHIP INFORMATION SOURCE MAINTENANCE - PHYSICAL - BUDGET MAINTENANCE - CONTENT -VT WEBSITE -VT VISITOR CENTER -DEPT. SOURCE/FEED SHOULD TIE INTO VISITOR CENTER EXHIBIT POSSIBLE PHASING OF COMPONENTS OVER TIME
SHELTER	BROCHURES	PRINTED MATERIAL	
	MAPS	PRINTED MATERIAL	
	SCHOOL INFO	ELECTRONIC KIOSK	
	BRAND ID	ETCHED GLASS	
EXISTING INTERIOR WALL	CAMPUS MAP	ETCHED METAL	
	DISTRICT/ZONE MAP	ETCHED METAL	
	PARKING INFORMATION	PHENOLIC PANEL	
EXISTING COLUMNS	LEGEND	PHENOLIC PANEL	
	INTERACTIVE	SMARTPHONE	



Southgate Entry Kiosk



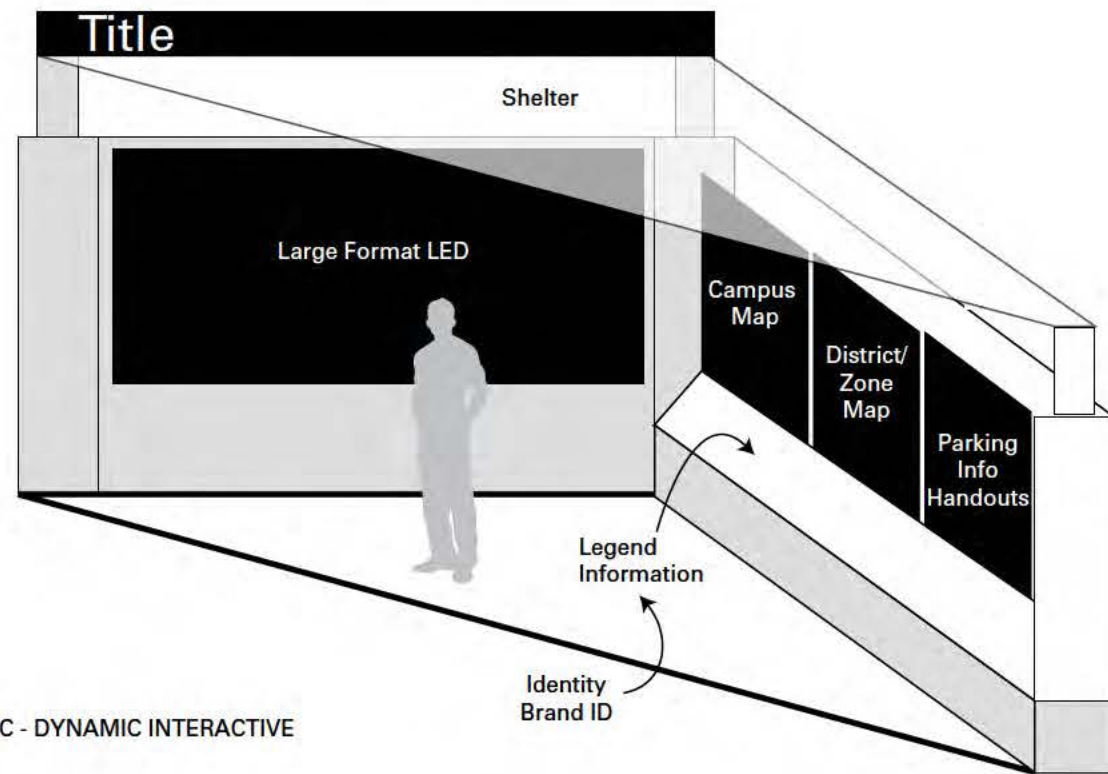
West Campus Entry Kiosk



Alumni Entry Kiosk

ENTRY KIOSK - OPTION B

Wayfinding and Signage Program - Virginia Tech, VA
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Option C - DYNAMIC INTERACTIVE

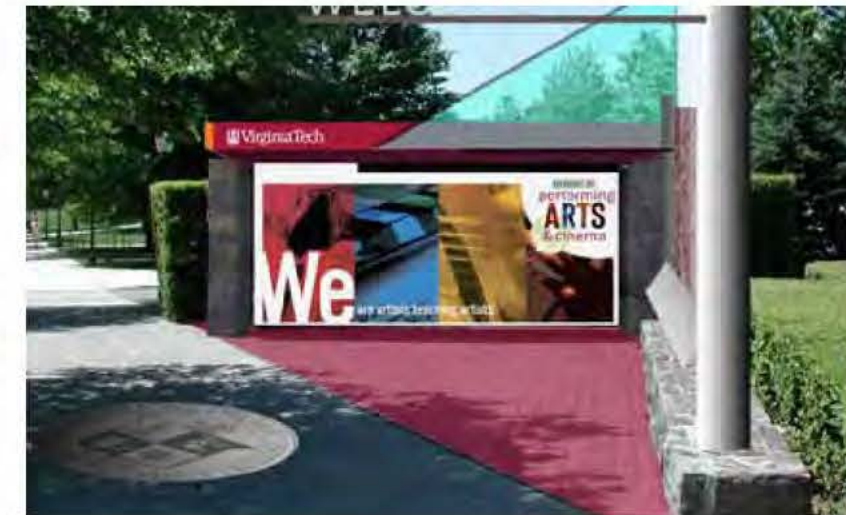
STRUCTURE	CONTENT	PRODUCT	ISSUES TO RESOLVE
NEW HEADER	TITLE	SIGN PANEL	OWNERSHIP
SHELTER	MAPS	PRINTED MATERIAL	INFORMATION SOURCE
	STATIC SCHOOL INFO	PRINTED MATERIAL	MAINTENANCE - PHYSICAL • BUDGET
	DYNAMIC SCHOOL INFO	LARGE FORMAT LED	MAINTENANCE - CONTENT • VT WEBSITE • VT VISITOR CENTER • DEPT. SOURCE/FEED
	CAMPUS MAP	ETCHED METAL	SHOULD TIE INTO VISITOR CENTER EXHIBIT
	DISTRICT/ZONE MAP	ETCHED METAL	POSSIBLE PHASING OF COMPONENTS OVER TIME
	PARKING INFORMATION	PHENOLIC PANEL	
	LEGEND	PHENOLIC PANEL	
	INTERACTIVE	SMARTPHONE	



Southgate Entry Kiosk



West Campus Entry Kiosk



Alumni Entry Kiosk

ENTRY KIOSK - OPTION C

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merje

IMPLEMENTATION STRATEGY



MANAGEMENT & MAINTENANCE

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	Design: General Evaluation of positive and negative aspects of the system. Planning: University In-house maintenance based on new request and circulation/destination updates.	Design: General Evaluation of positive and negative aspects of the system. Planning: Contract with a consultant to analyze major changes to the University and necessary system adjustments. 1 or 2 updates possible during this time period.	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.
Vandalism	Annual cleaning/repair. Stickers and graffiti are most common. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements and full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements / full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management / Administration	Weekly coordination transitioning to quarterly coordination between University and fabricator during year 1 and 2. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.	Annual coordination between University and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.	Annual coordination between University and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.
Breakaway Product: Transpo	Maintenance Free - Covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
Reflectivity Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 5-7 years	Covered under warranty for 5-7 years. Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period	Reflectivity becomes less effective. If not previously replaced. 10 – 15 years is the maximum lifespan.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Custom Color Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 3 years. Color generally maintained beyond warranty period, depends on direction sign panel is facing.	Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period	Fading occurs, if not previously replaced. 10 -15 years is the maximum lifespan.
General Materials: Aluminum Sign Panels & Posts	Specifications require 5 year fabricator warranty for workmanship. General wear-and-tear maintenance required	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
Painted Surfaces	Covered under manufacturers warranty. General maintenance and touch-up will be required.	Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.	Fading occurs – based on direction sign panel is facing – 10 – 15 years is the maximum lifespan to expect.
Sign Panels / Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Brackets/ Fins / Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.

Management can be handled through the establishment of a governing body that oversees the funding, maintenance, and expansion of the sign program. A project manager should be assigned the responsibility of day to day management of the system. Maintenance should be the shared responsibility of the University and the programs Stakeholders.

VIRGINIA TECH WAYFINDING PROGRAM MANAGEMENT AND MAINTENANCE

