
California State University Channel Islands Campus Exterior Wayfinding Master Plan

17 December 2014

Acknowledgements

Special thanks to the following people for their contributions and guidance throughout the development of the campus exterior wayfinding strategy described in this document.

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Project Process



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PROJECT NAME/PROJECT CODE

**California State University
Channel Islands**
Campus Exterior Wayfinding
Master Plan
13CSUCI001

ISSUES/REVISIONS

05MAR2014 Validation Presentation
01APR2012 Strategy and Concepts
30APR2012 Final Strategy and Designs
17DEC2014 Wayfinding Master Plan

Introduction

The fd2s and EGG Office team, with guidance from key representatives of the California State University Channel Islands (CI) community, has developed a Wayfinding Master Plan for the campus exterior that describes a framework for implementing functional, attractive, and appropriate wayfinding elements. These elements will in turn enable CI’s visitors, students, staff, and faculty to better navigate the campus, especially as it prepares for future growth as laid out by the Campus Vision Plan.

The master plan identifies key locations for orientation, identification, and directional elements; establishes conventions for identifying key destinations; and provides rules-of-thumb for determining the most appropriate solutions for addressing the challenges to navigating the CI campus. The locations and design of the wayfinding components are intended to respond to the significant growth in facilities and student population that the campus will experience over the next several years. Furthermore, the design of the wayfinding system will amplify the sense of place that is unique to CI by drawing on local design precedents and further reinforcing the University’s graphic identity through the use of consistent messaging and a common visual language of colors, symbols, patterns, forms, and typography.

The following pages in the Project Process section describe activities conducted by the fd2s/EGG Office team to better understand the specific challenges and conditions that are unique to the CI campus and to clearly articulate the strategies detailed in the Wayfinding Master Plan.

Activities

Preliminary Research

During the preliminary research phase, fd2s/EGG Office conducted phone conferences with CI staff to collect information required for the subsequent Experience Audit, arranged interview times, and began to establish a relationship with CI stakeholders. Thorough review of the Campus Vision Plan, CI website, and other online content furthered our understanding of the campus environment prior to our team arriving on site.

Experience Audit

Members of the fd2s and EGG Office project team spent three days on the CI campus for a series of intensive research and structured reconnaissance activities, which we call the Experience Audit. Team members immersed themselves in the wayfinding issues faced by visitors, staff, and students, and familiarized themselves with the campus and its surroundings.

Activities

Staff Interviews

During the Experience Audit, fd2s/EGG Office team members conducted interviews with representatives from a variety of CI departments in order to gather their input about the wayfinding challenges faced by campus constituents and to learn how wayfinding-related information is currently gathered, organized, stored, and distributed.

Interview subjects included representatives from the following groups:

Department Represented	Potential Contributions
Planning, Design, and Construction	Project leadership Knowledge of delivery process for construction projects Knowledge of any current construction schedules Knowledge of long-term master plan, including planned campus additions
Facility Support Services	Understanding of policies and processes for sign maintenance
Marketing	Knowledge of brand and identity issues Knowledge of faculty, student, and visitor demographics Knowledge of planned changes to facility naming hierarchy Understanding gained through review of the way the institutional identity is currently conveyed at the campus
Information Technology	Information about communications tools that could be used to support wayfinding efforts
Development/Fundraising	Understanding of donor recognition needs/requirements as they relate to the wayfinding program
Campus Police/Security	In addition to knowledge of security-related signage issues, security staff often play a key role in disseminating wayfinding information from security or information desks
Parking	Understanding of limitations and opportunities associated with current parking facilities

Review of Current Master Planning and Branding Initiatives

fd2s/EGG Office team members met with staff from the Planning, Design, and Construction department to develop a thorough understanding of the current facilities master plan, including planned campus additions, and near-term implementation goals for wayfinding, which will inform more explicit information for various wayfinding elements of the strategy.

Activities

Review of Existing Conditions and Wayfinding Tools

fd2s/EGG Office reviewed a variety of existing wayfinding tools to gauge their accuracy and usability, and evaluate the consistency of wayfinding messages throughout the system. Items reviewed included:

- Exterior wayfinding signage
- Maps and directories
- Wayfinding content on web site
- Nomenclature of buildings, parking areas, entrances, etc.
- Staff-provided information (written and verbal)
- Architectural/environmental wayfinding clues (landmark buildings, courtyards, etc.)

Validation Presentation and Initial Strategies

As a culmination of the Experience Audit, the fd2s/EGG Office project team presented its findings in a Validation Presentation to CI representatives. The presentation included photographs, observations, diagrams of existing conditions, and interview notes taken during the Experience Audit to summarize the project team’s initial findings, and to verify the wayfinding challenges encountered during our on-site research.

Activities

Strategy and Concepts

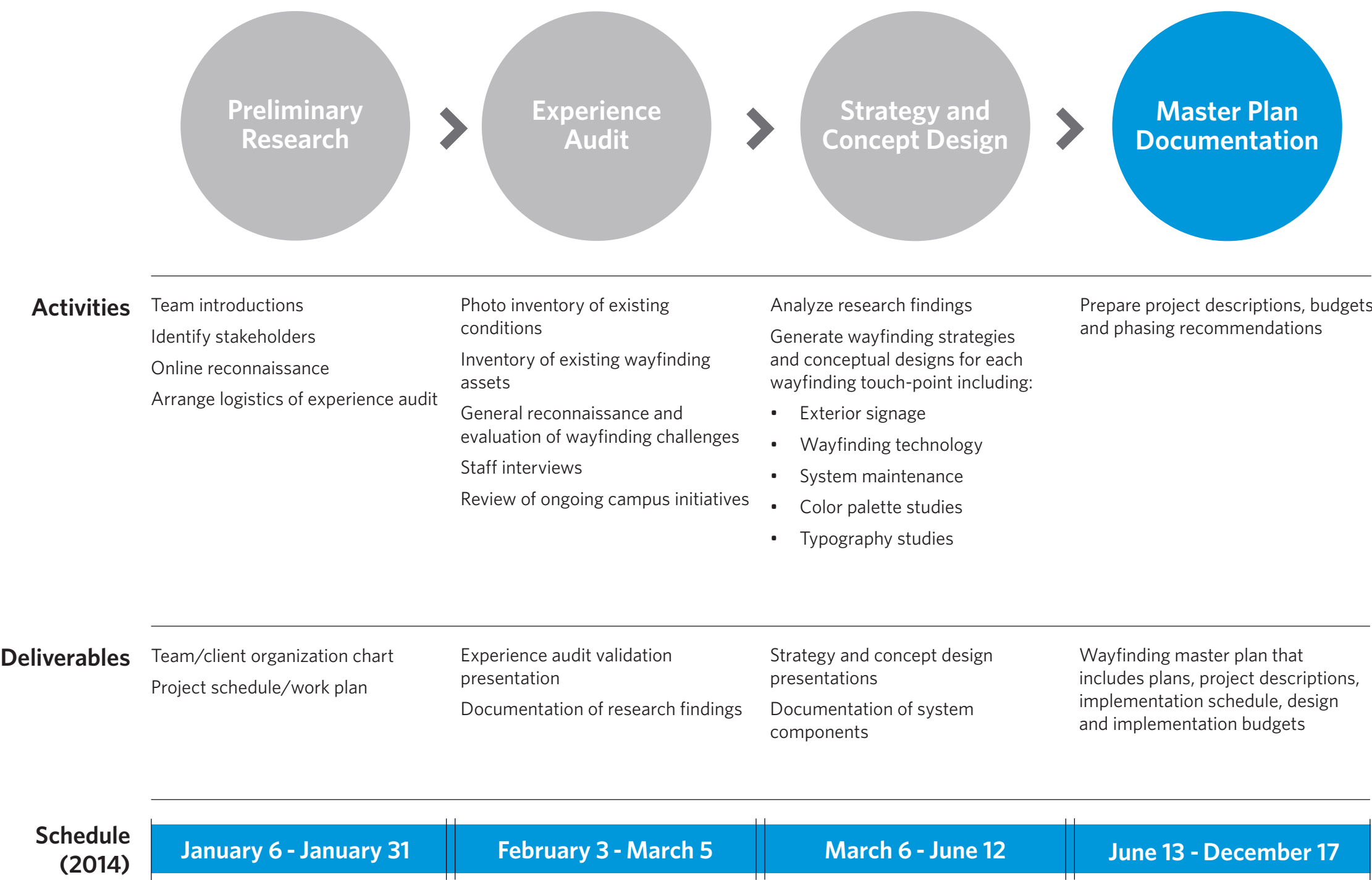
Utilizing the understanding developed during the Experience Audit and vetted during the Validation Presentation, the fd2s/EGG Office team created an overall wayfinding strategy, as well as concept-level designs for various tactical elements that will support this strategy. The Strategy and Concepts document included a combination of text descriptions, design reference images, sketches, preliminary computer-generated drawings, preliminary location plans, and photomontages that address issues such as:

- Broad strategies for effectively moving visitors into and through the campus
- The range of signage elements that will make up the overall program
- Aesthetic and functional approaches that will link the wayfinding elements to the University’s brand.
- Recommended information hierarchy and nomenclature for parking areas, building entrances, etc.

Wayfinding Master Plan

This Wayfinding Master Plan is the product of feedback from the stakeholder group and refinements to the strategy and design concepts. This document includes final strategy recommendations, concept-level designs for exterior wayfinding elements, an implementation budget including estimated design fees and fabrication costs, and an implementation schedule and phasing recommendation.

Timeline



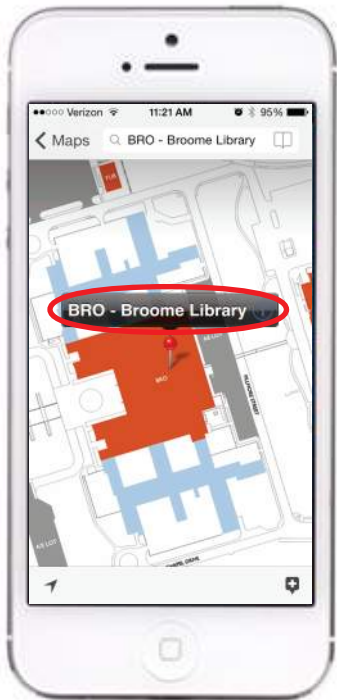
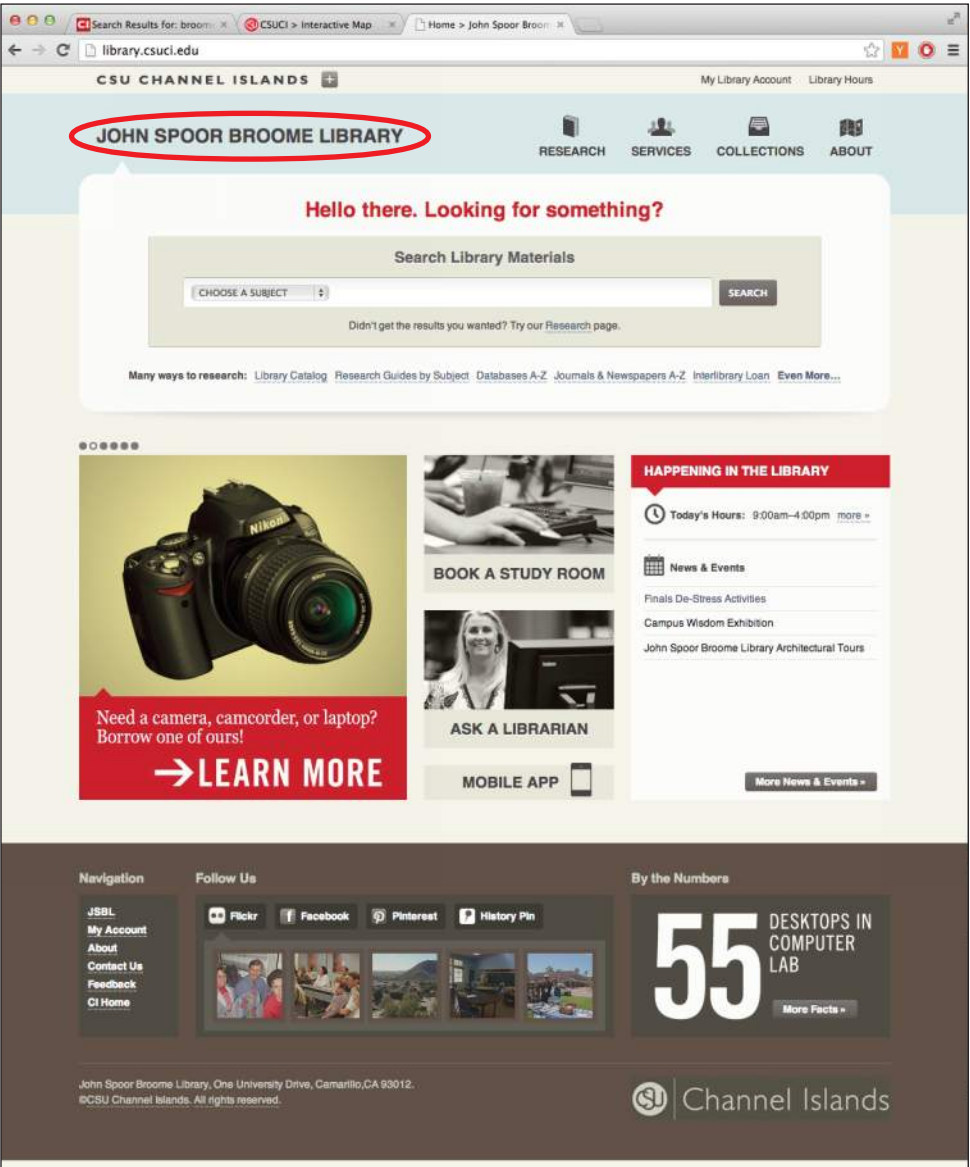
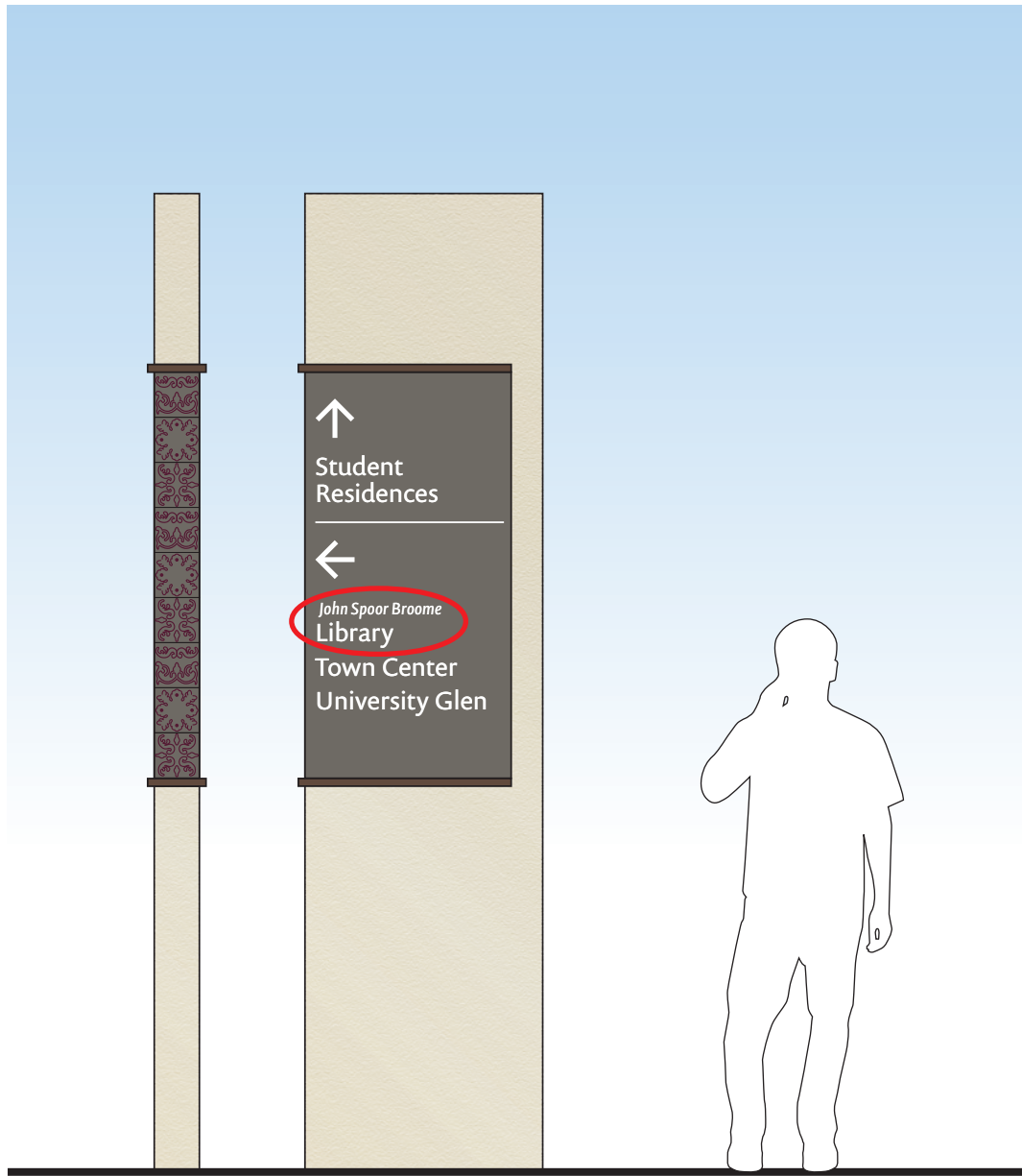
Master Plan Strategy Points

Master Plan Strategy Points

- 1. Reconcile all campus terminology between physical wayfinding, University website, and mobile application.
- 2. Amplify University identification at campus entrances.
- 3. Strengthen the sense of arrival along University Drive.
- 4. Implement information kiosk at University Drive pull-over.
- 5. Implement vehicular directionals.
- 6. Deploy simplified parking identification.
- 7. Identify and leverage primary pedestrian spaces for orientation.
- 8. Provide consistent building identification.
- 9. Create orientation points at key locations for pedestrians.
- 10. Standardize facade-mounted building identification.

1. Reconcile all campus terminology between physical wayfinding, University website, and mobile application

The efficacy of the proposed wayfinding system relies on the consistent identification of destinations on campus. All destination names must funnel through the same source to ensure consistent terminology among physical, online, and mobile manifestations.



2. Amplify University identification at campus entrances

The current University entrance monuments at University Drive are low-slung and inconspicuous from Lewis Road.



Existing condition



Configuration north of University Drive



Configuration south of University Drive

2. Amplify University identification at campus entrances

The proposed design for campus identification utilizes verticality to capture the attention of motorists at a distance. Two pylons would feature lighting elements at the top that function as beacons for the University, as well as a prominently lit logo disc to clearly identify the campus. One of the pylons can accommodate event-specific, changeable banner or electronic information.

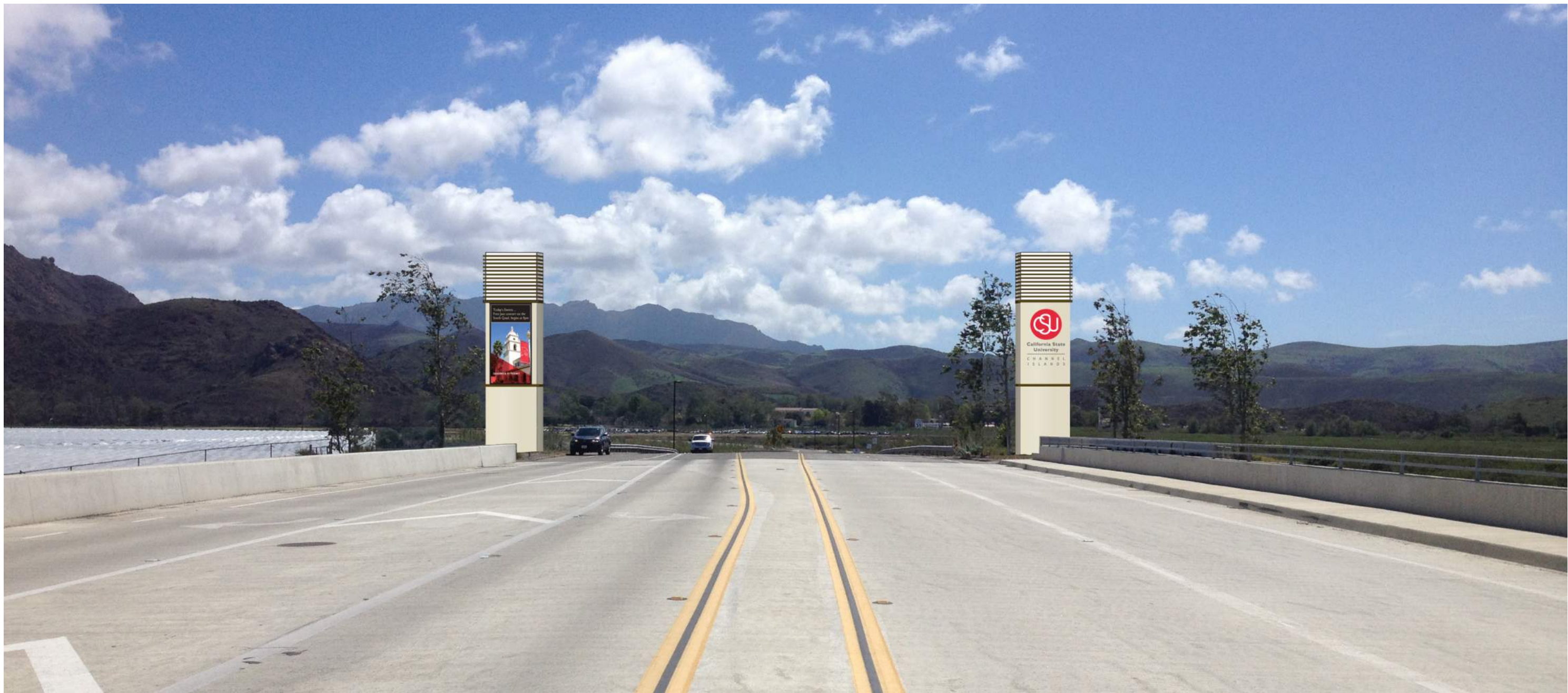


End View

Primary Campus Identification Monument - Entry Elevation

2. Amplify University identification at campus entrances

The design of new identification pylons for the symbolic and functional entrance to the campus is intended to reflect the minimal detailing and simple forms that are characteristic of the core campus aesthetic. These paired monolithic and distilled forms will also serve to bridge the traditional design language of the campus with eventual new, contemporary structures identified in the Campus Vision Plan.



2. Amplify University identification at campus entrances

In keeping with its commitment to being a good steward of the environment, including the International Dark Skies initiative, integral illumination would be limited to a soft, downward glow from the lantern-like tops of the pylons that would also provide a wash of light for the university logo and logotype and event display, located on the north and south pylons respectively.



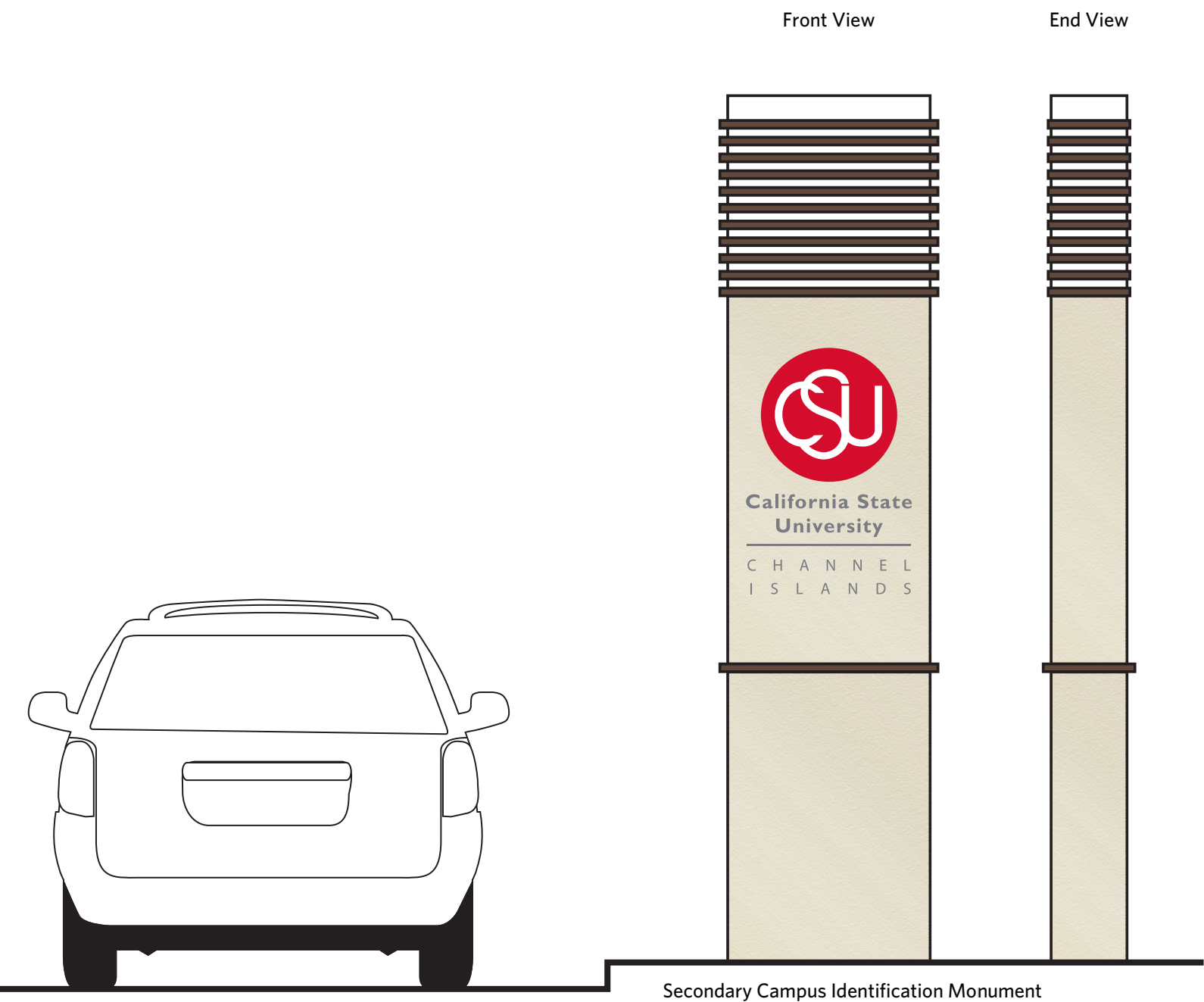
2. Amplify University identification at campus entrances

When approaching the campus via Lewis Road from the north, the vertical orientation of the paired pylons helps to punctuate the entrance at a distance, and frame it upon arrival.



2. Amplify University identification at campus entrances

To identify the secondary entrance to campus, from Potrero Road, a smaller scale version of the pylons designed for the main University Drive entrance is recommended. This entrance currently suffers from a lack of visibility, especially at night, so the proposed design incorporates lighting to serve as a lantern and communicates a consistent design vernacular at the campus perimeter.



Design in Context

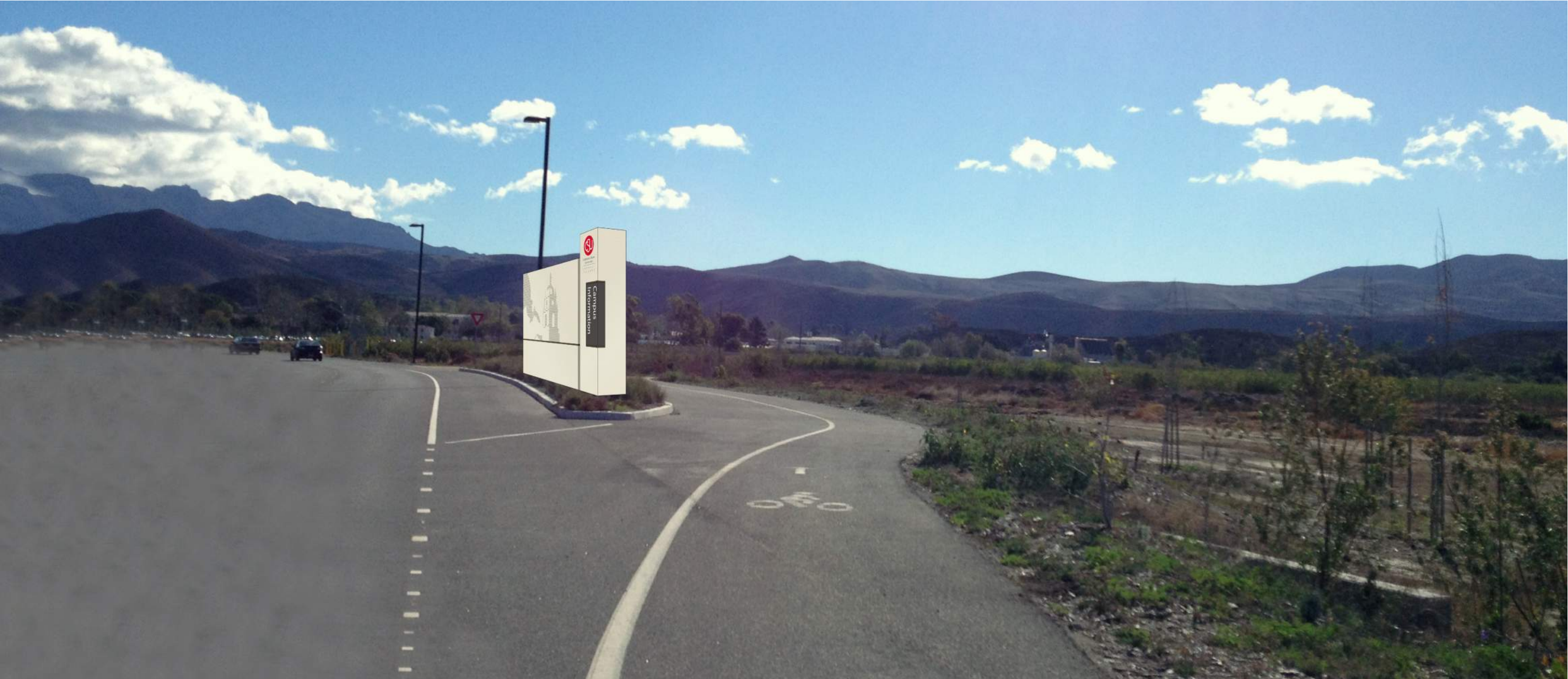
3. Strengthen the sense of arrival along University Drive

Utilize banners that display the campus brand in order to emphasize University Drive as the main entryway into campus, and to dissuade visitors from using the historic approach via Camarillo Street.



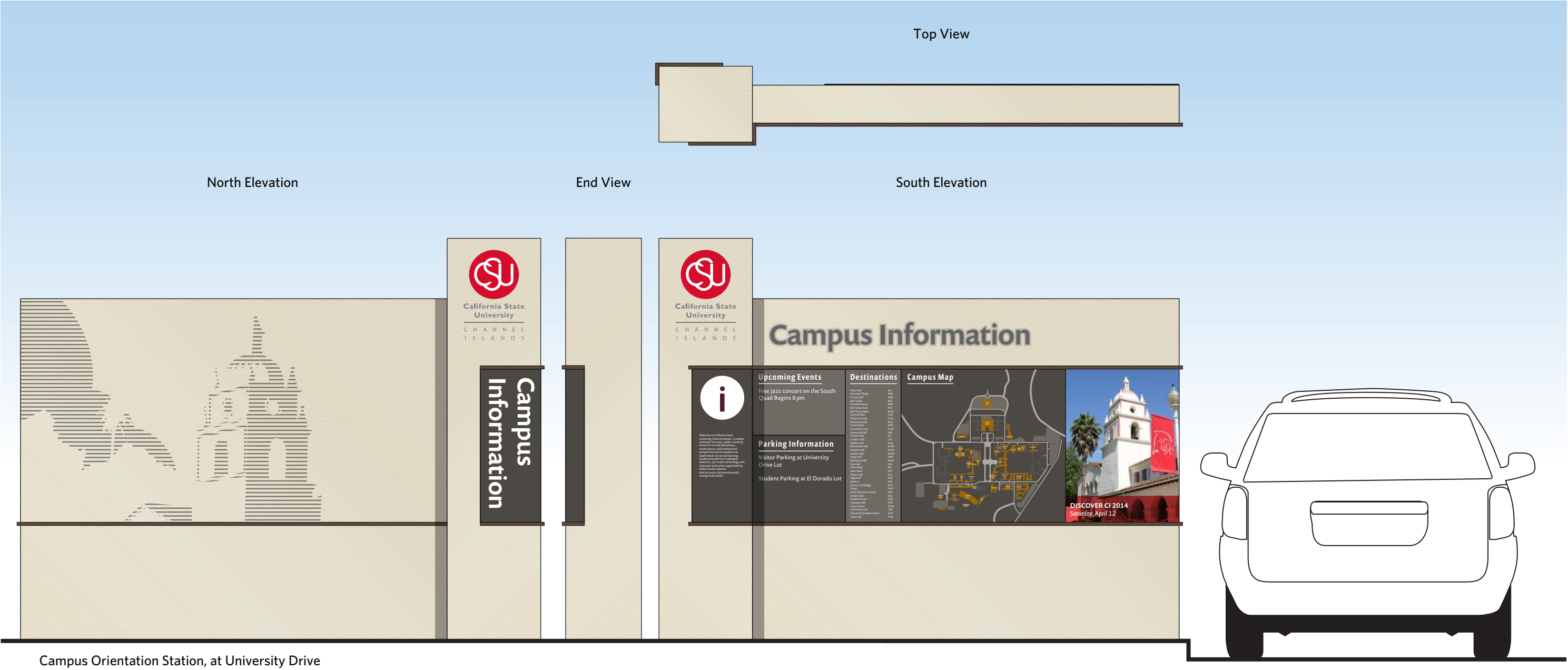
4. Implement information kiosk at University Drive pull-over

Due to the lengthy approach to campus on University Drive, the existing pull-over lane for incoming motorists is ideal for accommodating a drive-up information kiosk. And with the advent of future expanded surface parking to the northwest of the campus core and adjacent to University Drive, information displayed at the kiosk would allow motorists to anticipate their parking options, assess their proximity to event venues, and apprise themselves of other important issues prior to entering the inner campus environment.



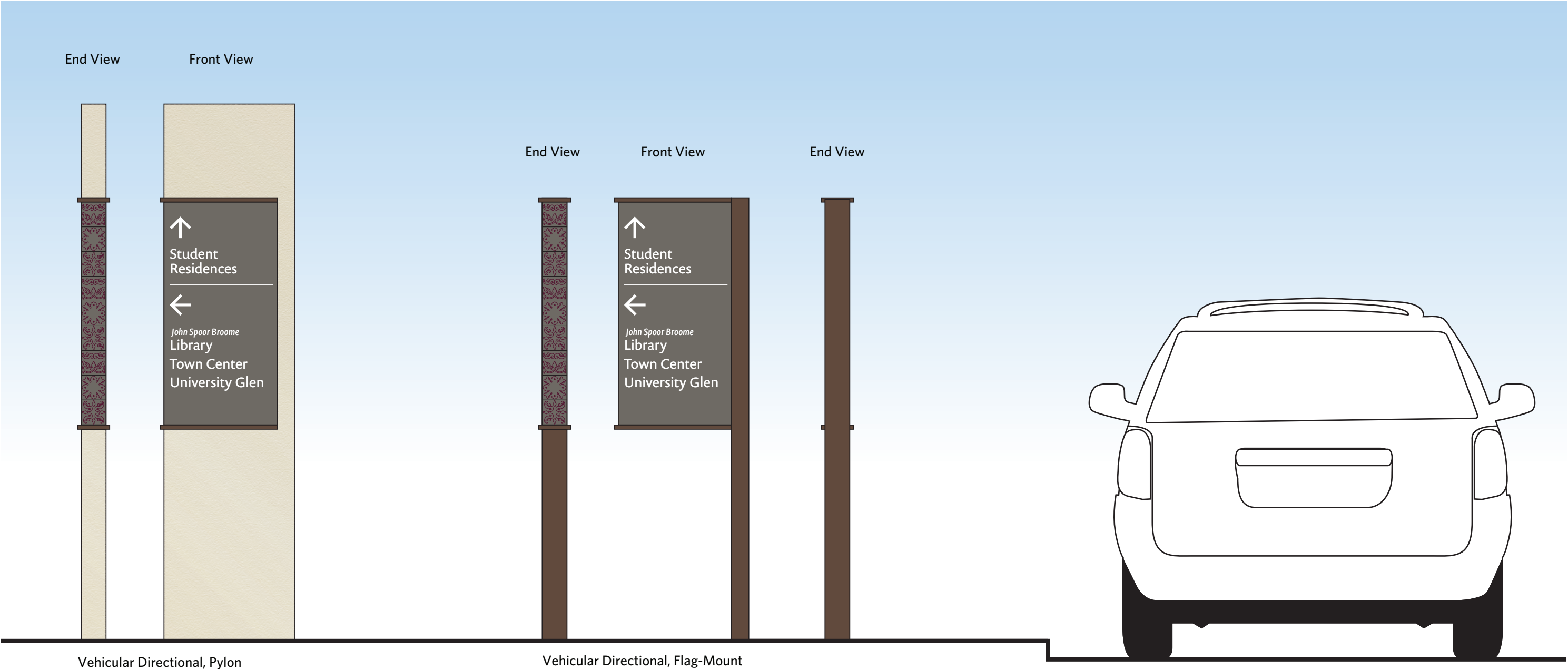
4. Implement information kiosk at University Drive pull-over

The kiosk could incorporate both static and electronic (even interactive) components to provide up-to-the-moment, event-specific information. And by utilizing a modular system for the center band of information, even static information can be more easily updated. Potential content includes a campus map, destinations listing, parking information, event information, and campus brand support graphics.



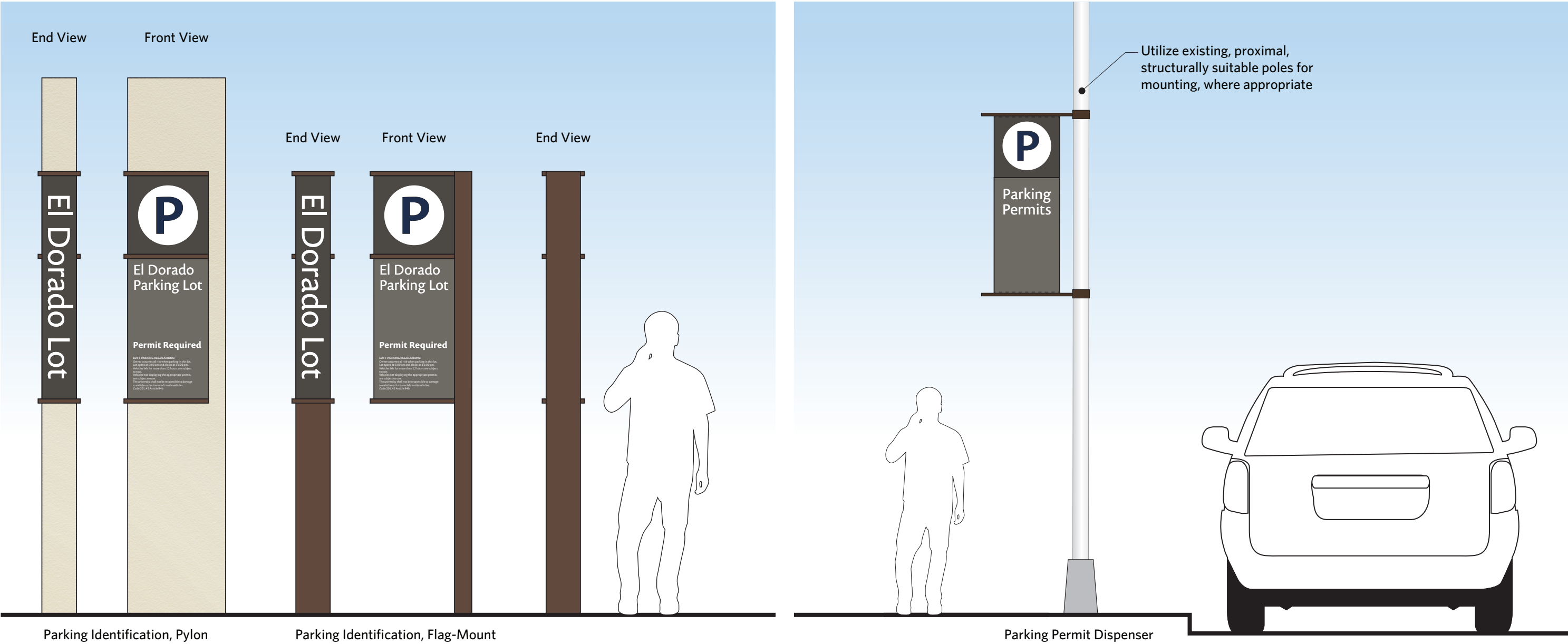
5. Implement vehicular directionals

Implement directionals to reinforce the eventual one-way flow of traffic around the core of campus via a circulation loop comprising Santa Barbara and Santa Paula Avenue and Ventura and Camarillo Streets. These signs should also accommodate event-specific directional information, with opposing faces designed to hold changeable banners or event posters. The form factors should be implemented based on available space at grade and the proximity to the campus core.



6. Deploy simplified parking identification

Two designs ensure flexible and consistent identification of parking. The pylon form should be used to direct vehicular traffic from major entrances to parking, particularly from University Drive. The latter flag-mount design is more suitable for inner-lot locations. Where possible, signage that identifies parking permit dispensers and future row designations should be mounted to existing structures to eliminate the visual clutter that often results from too many poles in the environment.



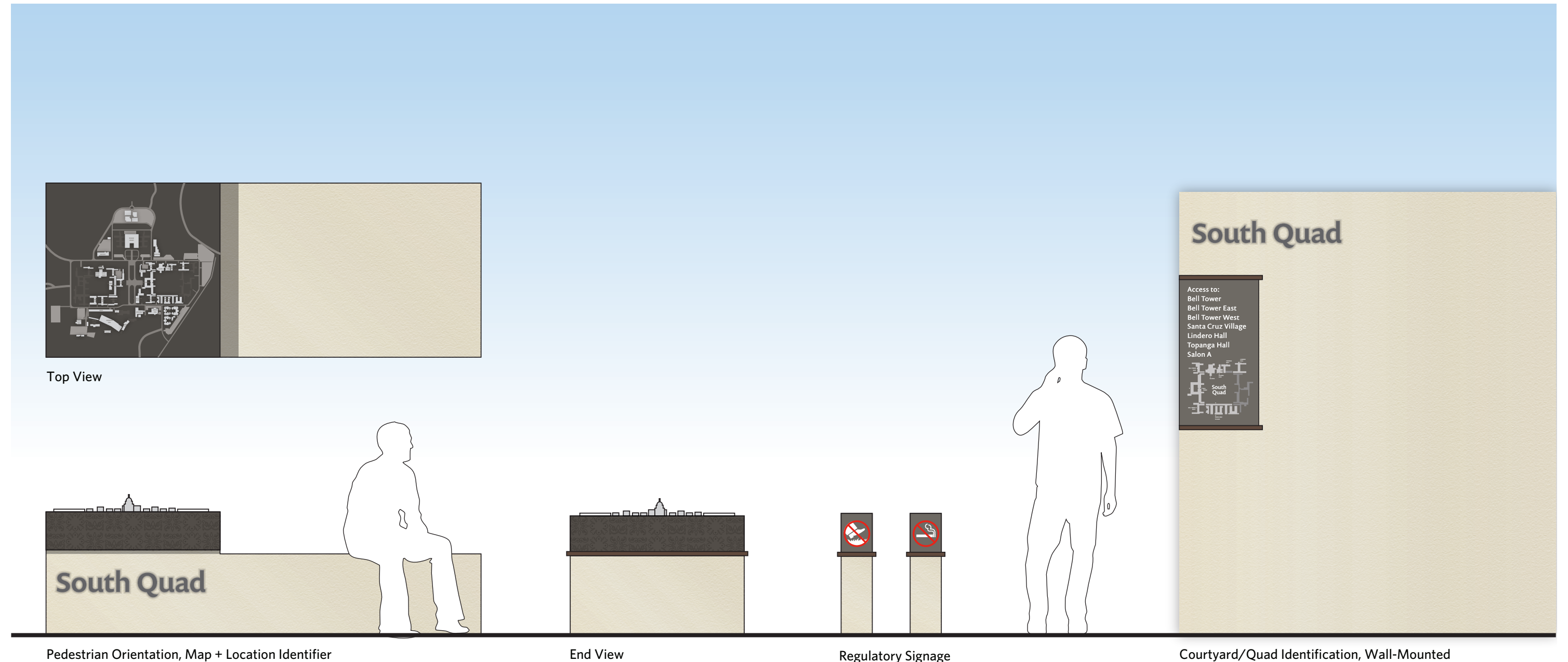
6. Deploy simplified parking identification

Consistent forms, palette, messaging, and information layouts for signage help condition motorists and pedestrians to more quickly recognize and orient themselves to parking destinations and related services.



7. Identify and leverage primary pedestrian spaces for orientation

Natural gathering spaces for students and faculty, and by extension venues for special events such as convocation ceremonies, should be named and clearly identified at their entries and within each space. These spaces will then serve more effectively as landmarks by heightening orientation, especially when identified on signage and on maps, as well as in the new campus vernacular.



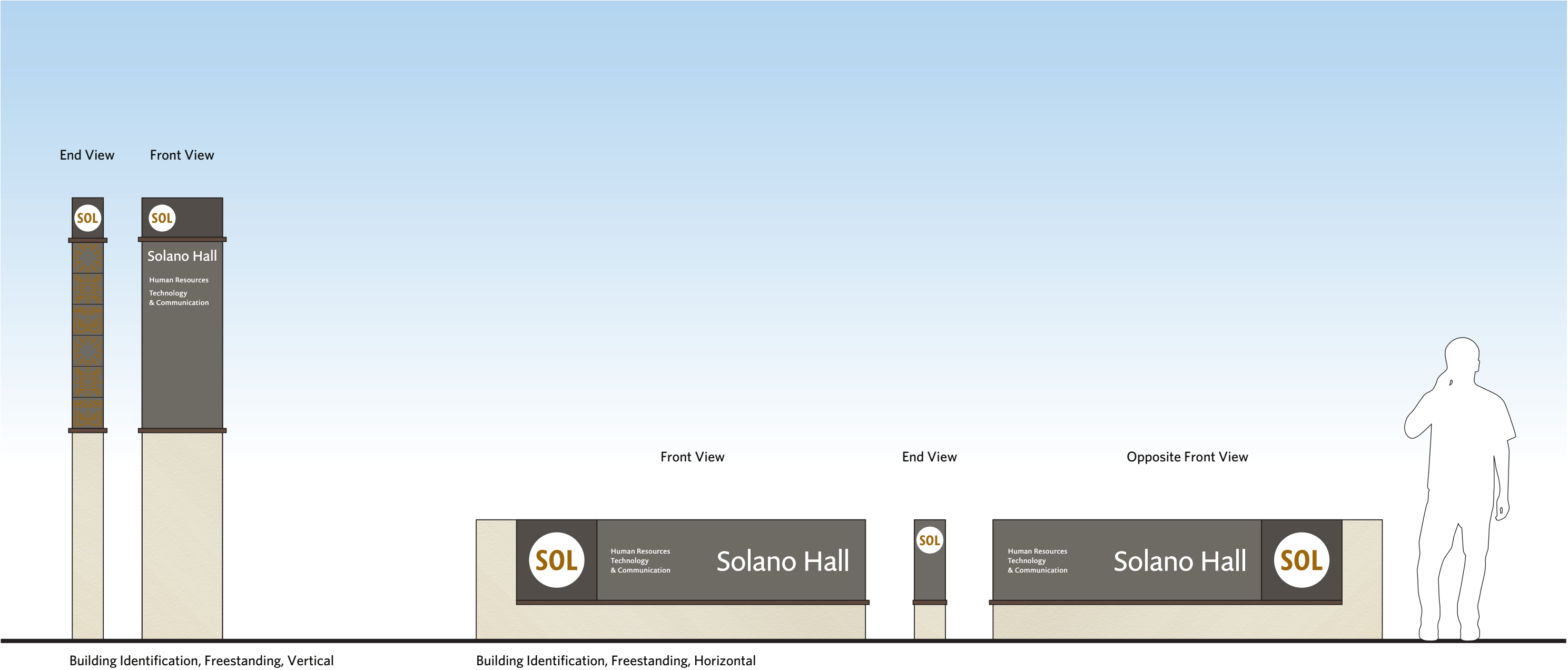
7. Identify and leverage primary pedestrian spaces for orientation

Clear identification of courtyards and quads at thresholds will aid in orientation and facilitate easier verbal directions. Support information should include an orientation map of the named space, set within a larger campus context, and a list of those destinations most directly accessed from within the space.



8. Provide consistent building identification

Freestanding building identification should be placed in line with the building entrances to limit confusion caused by obscure building boundaries. Sign panels display building names and the corresponding three-letter acronyms. These acronyms correlate with how buildings are identified on maps and web materials. Changeable sign panels also include key academic programs located within each building.



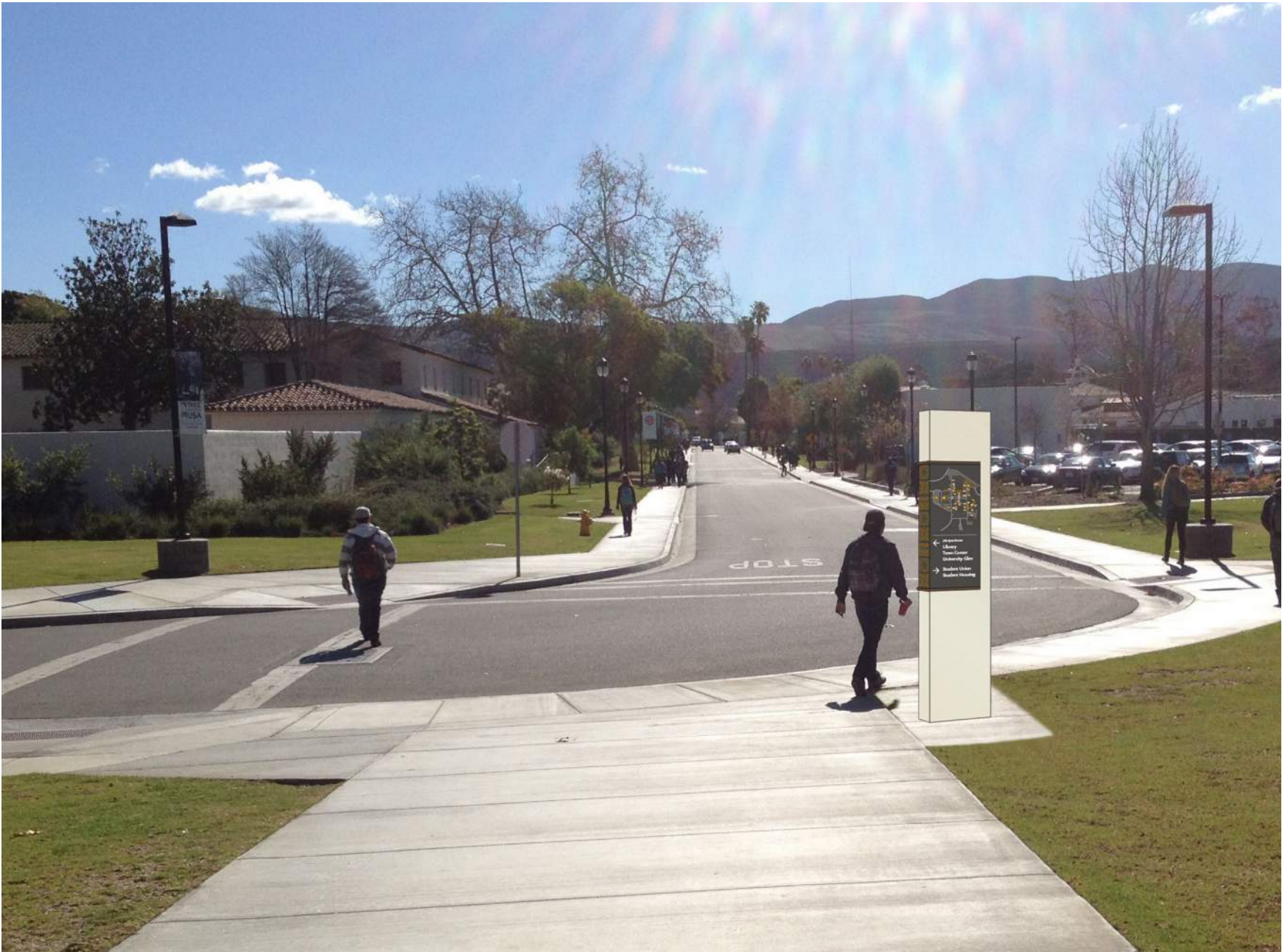
8. Provide consistent building identification

Given the eccentric configuration of a number of buildings on campus, especially in the original core, it is important to locate building identification signage where it is most proximal to the functional entrance of the building. Locations should also take into consideration the best possible lines of sight for pedestrians at a distance.



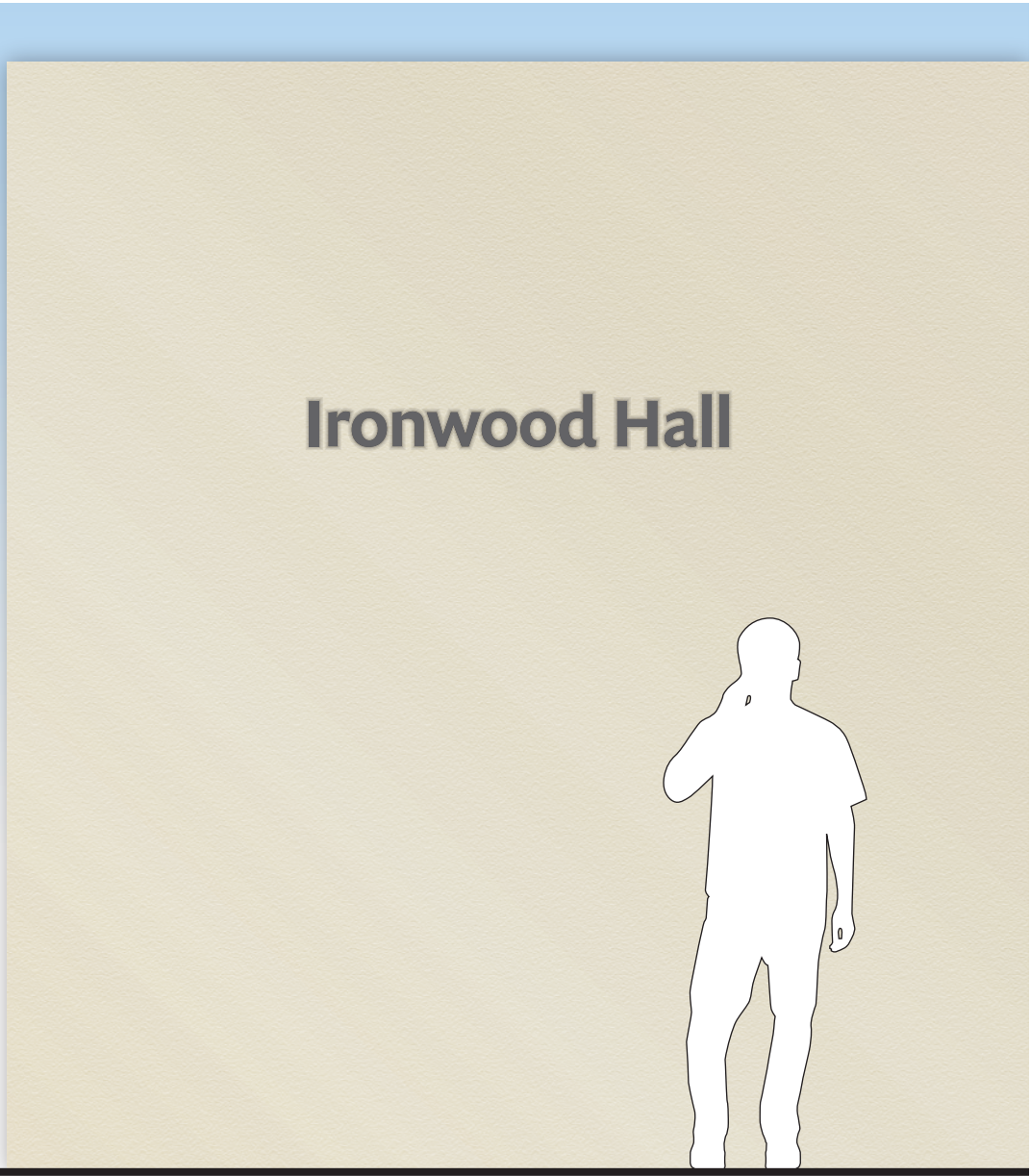
9. Create orientation points at key locations for pedestrians

Information kiosks should be situated at intersections with heavy foot traffic and at key locations where motorists, once parked, become pedestrians. Sign panels display a campus orientation map and directional information, but can accommodate event-specific information in the form of temporary panels that slide into top and bottom rails and overlay the base graphic.



10. Standardize facade-mounted building identification

Use campus standard typeface and materials for wall-mounted identification for all existing and new buildings. If possible, all names should be located at the same height to create a common information format that passersby can rely on.



Building Identification, Wall-Mounted



Implementation Strategy

Implementation Strategy

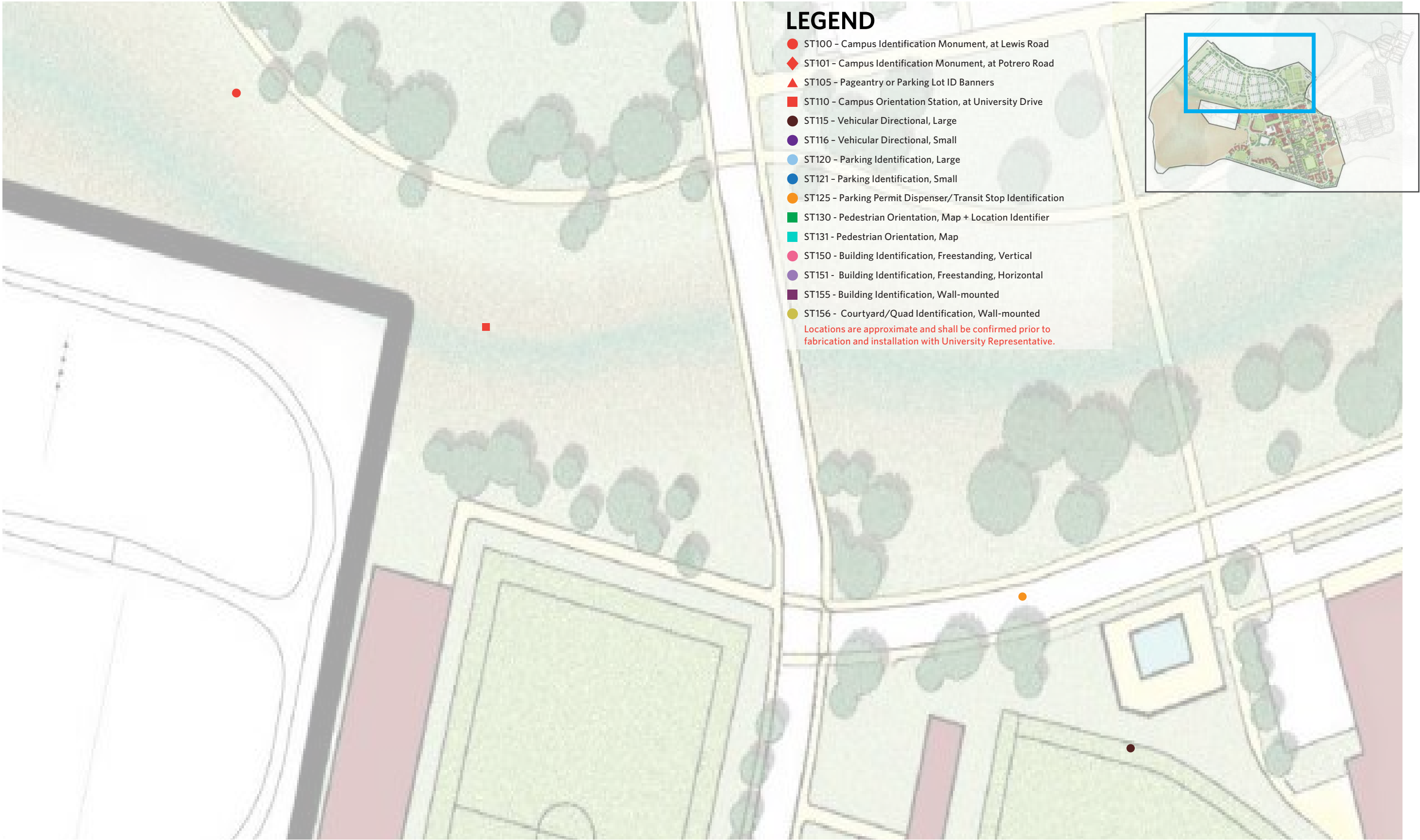
The following recommended phases are based on existing conditions, with a campus capacity of 5,000 students, versus planned growth laid out in the Campus Vision Plan, which anticipates an expanded capacity of 15,000 students.

The first phase of wayfinding includes the construction of new entry pylons at the University entrances, the development of a standards document for all exterior signage, and the construction of wayfinding elements for existing buildings. The first phase does not address buildings that will be demolished or renovated in future phases in order to reduce costs and minimize the need for future changes.

The second phase captures all signage required for the completion of the Campus Vision Plan. Once specific steps to implement the Vision Plan are confirmed, then quantities, costs, and phasing dynamics in the Wayfinding Master Plan can be updated.

Pricing and Phasing Recommendations

Phase 1	Project	Sign Type: Description	Est. Qty	Average Unit Cost	Average Total Cost
	Entry pylons at University Drive and Lewis Road	ST100: Monument Sign at University Drive	2	\$100,000	\$200,000
	Entry pylon at Potrero Road	ST101: Monument Sign at Potrero	1	\$25,000	\$25,000
	Identification of existing buildings and parking lots	ST120: Parking Identification, Large	2	\$4,000	\$8,000
		ST121: Parking Identification, Small	2	\$2,500	\$5,000
		ST150: Building Identification, Freestanding, Vertical	16	\$3,500	\$56,000
		ST151: Building Identification, Freestanding, Horizontal	18	\$4,700	\$84,600
		ST155: Building Identification, Wall Mounted	64	\$1,000	\$64,000
	Directional signage	ST125: Parking Permit Dispenser/Transit Stop ID	1	\$800	\$800
		ST115: Vehicular Directional, Large	2	\$5,000	\$10,000
		ST116: Vehicular Directional, Small	10	\$2,900	\$29,000
		ST131: Pedestrian Orientation, Map	7	\$3,700	\$25,900
		Information kiosk at pull-over at University Drive	ST110: Campus Orientation Station, at University Drive	1	\$28,000
	Quad identification and regulatory signage	ST130: Pedestrian Orientation, Map + Location Identifier	4	\$14,500	\$58,000
		ST156: Courtyard/Quad ID	9	\$1,500	\$13,500
		ST157: Regulatory Signage	8	\$350	\$2,800
				Fabrication Total	\$610,600
				Installation Total	\$152,650
				Design Fee(s)	\$100,000
				15% Contingency	\$130,000
				Phase 1 Total	\$993,250



LEGEND

- ST100 - Campus Identification Monument, at Lewis Road
- ◆ ST101 - Campus Identification Monument, at Potrero Road
- ▲ ST105 - Pageantry or Parking Lot ID Banners
- ST110 - Campus Orientation Station, at University Drive
- ST115 - Vehicular Directional, Large
- ST116 - Vehicular Directional, Small
- ST120 - Parking Identification, Large
- ST121 - Parking Identification, Small
- ST125 - Parking Permit Dispenser/Transit Stop Identification
- ST130 - Pedestrian Orientation, Map + Location Identifier
- ST131 - Pedestrian Orientation, Map
- ST150 - Building Identification, Freestanding, Vertical
- ST151 - Building Identification, Freestanding, Horizontal
- ST155 - Building Identification, Wall-mounted
- ST156 - Courtyard/Quad Identification, Wall-mounted

Locations are approximate and shall be confirmed prior to fabrication and installation with University Representative.



LEGEND

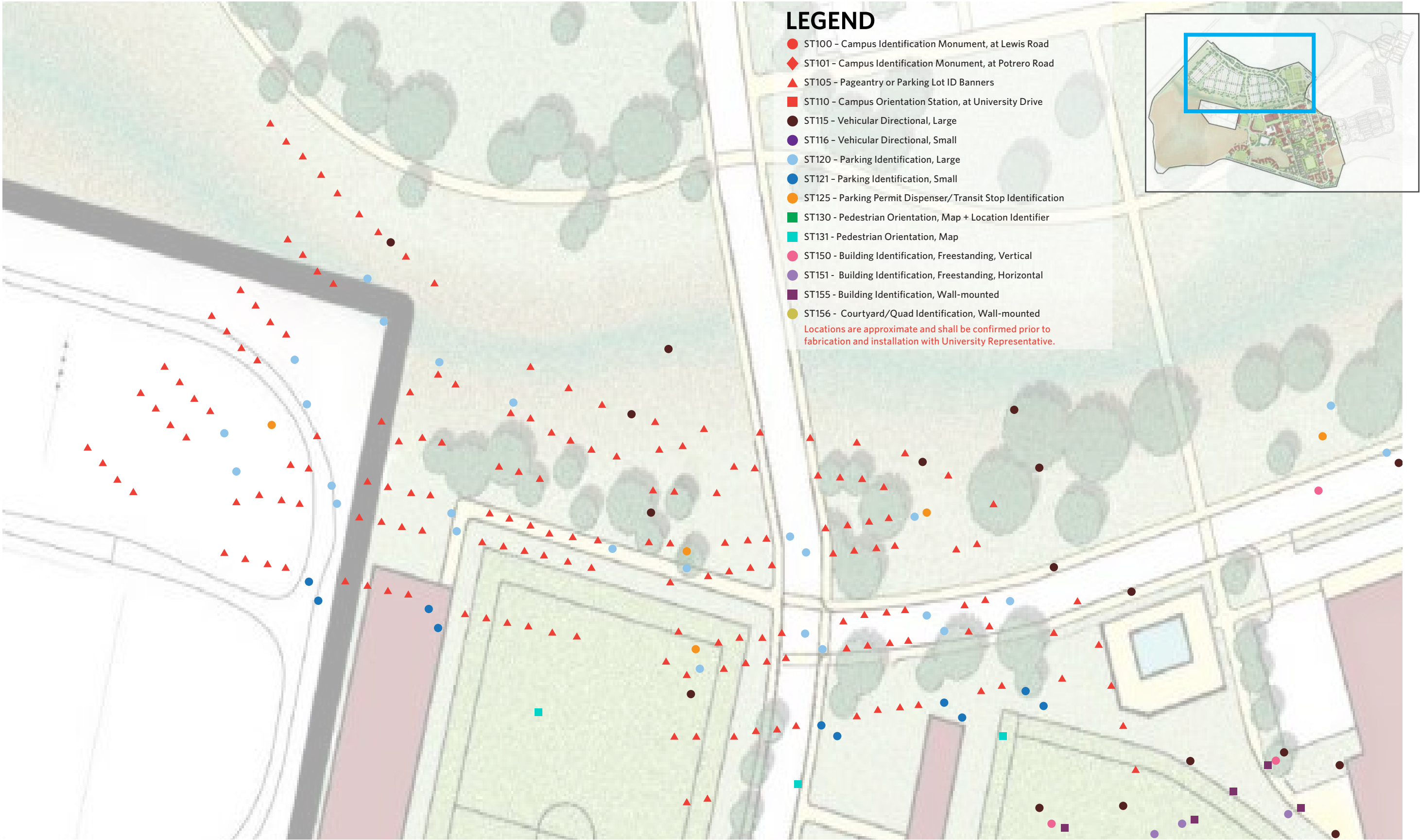
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Pricing and Phasing Recommendations

Phase 2	Project	Sign Type: Description	Est. Qty	Average Unit Cost	Average Total Cost
	Identification of new buildings and parking lots	ST120: Parking Identification, Large	31	\$4,000	\$124,000
		ST121: Parking Identification, Small	12	\$2,500	\$30,000
		ST150: Building Identification, Freestanding, Vertical	41	\$3,500	\$143,500
		ST151: Building Identification, Freestanding, Horizontal	34	\$4,700	\$159,800
		ST155: Building Identification, Wall Mounted	64	\$1,000	\$64,000
	Directional signage	ST125: Parking Permit Dispenser/Transit Stop ID	8	\$800	\$6,400
		ST115: Vehicular Directional, Large	31	\$5,000	\$155,000
		ST116: Vehicular Directional, Small	4	\$2,900	\$11,600
		ST131: Pedestrian Orientation, Map	9	\$3,700	\$33,300
		Banners and parking lot designations	ST105: Pageantry or Parking Lot ID Banners	223	\$600
				Fabrication Total	\$861,400
				Installation Total	\$215,350
				Design Fee(s)	\$35,000
				15% Contingency	\$170,000
				Phase 2 Total	\$1,281,750
				Total Cost	\$2,275,000



LEGEND

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Appendix



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Color Studies

Color Studies

In assessing a color palette for the campus wayfinding program, the goal is to develop a scheme that honors the University’s setting and conveys a modern sensibility. These studies are the product of numerous discussions with the University President and the wayfinding steering committee. The recommendation is to utilize a warm, neutral gray color with subtle accent colors that connote the different functions of the signage (i.e., orientation vs. identification vs. regulatory). The color palette in Study 3 has been utilized to populate the exhibits within this document.



Study 1

PMS Warm Gray 11 C

panel color

PMS 646 C

accent colors

PMS 1245 C

PMS 695 C

PMS 5767 C



Study 2

PMS Warm Gray 11 C

panel color

PMS 648 C

accented panel colors

PMS 1255 C

PMS 5747 C

pattern color



Study 3

PMS Warm Gray 11 C

panel colors

PMS Warm Gray 7 C

PMS 648 C

accent colors

PMS 1255 C

PMS 5747 C

PMS 690 C

Typography Recommendations

Typography Recommendations

The typefaces that are most effective for wayfinding tend to have larger x-heights (exhibits 3 and 4), so that letters maintain their unique characteristics without losing their counter shapes when viewed at a distance; and those with a wide but cohesive range of weights for use in establishing content hierarchies within layouts. Because of these two considerations, a modified Prenton PR Pro (exhibit 1) is recommended for use in CI wayfinding elements rather than the University’s standard Gill Sans MT (exhibit 2).

Light

Channel Islands

Regular

Channel Islands

Medium

Channel Islands

Bold

Channel Islands

Black

Channel Islands

1. Prenton PR Pro

Light

Channel Islands

Regular

Channel Islands

Semibold

Channel Islands

Bold

Channel Islands


Ultra Bold

Channel Islands

2. Gill Sans

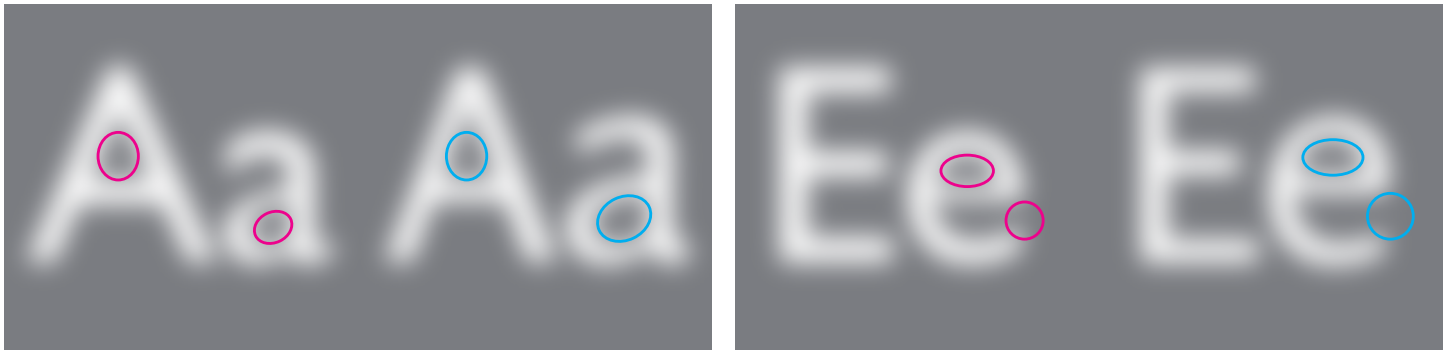
Gill Sans was designed by English typographer Eric Gill in the late 1920’s and was later extended by the type foundry Monotype. While the light and regular weights of Gill Sans are consistent, legible, and suitable for the University’s identity, the heavier weights vary considerably in design. The separate weights of Gill Sans were not drawn from a single design, and the heavier weights have more eccentric characters, especially since they were intended for headlines in advertisements and like applications.

Prenton is a closely related font to Gill Sans. The light weights, which the CI logo is set in, are very similar, but Prenton maintains a consistent design throughout its different weights. Prenton also has a larger x-height, which aids visibility from distances, especially at night when letters start to blur and fill in counter shapes.



3. Gill Sans MT Regular

4. Prenton PR Pro Regular



5. Gill Sans MT

6. Prenton PR

7. Gill Sans MT

8. Prenton PR

Our thanks to Sarah Schumacher for her insights to these wayfinding typography studies.

Typography Recommendations

Another important advantage of Prenton is its condensed font family. This family is essential for the graphic lock-up of the three letter acronyms used for all CI buildings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$(%&);:’”’,.? ’ ”

Gill Sans MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$(%&);:’”’,.? ’ ”

Gill Sans MT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$(%&);:’”’,.? ’ ”

Gill Sans MT Bold

1. Gill Sans MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$(%&);:’”’,.? ’ ”

Prenton PR Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$(%&);:’”’,.? ’ ”

Prenton PR Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$(%&);:’”’,.? ’ ”

Prenton PR Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$(%&);:’”’,.? ’ ”

Prenton PR Cond Medium

2. Prenton PR Pro

Prenton was designed with ink traps, which are small pockets located at acute angles in the letterforms. Ink traps were designed to account for printing conditions in which ink will fill in these deliberate crevices to complete the desired letterforms, instead of bleeding outside of the intended shapes. In cases where Prenton is used in large sizes or cut out of materials rather than printed, our recommendation is to modify the typeface to remove ink traps.



3. Prenton PR Pro - Existing

4. Prenton PR Pro - Modified

Experience Audit Findings

Integrated Wayfinding Experience Model

Wayfinding is an integral part of the overall visitor experience. For this reason, the solution to any wayfinding problem should be approached from the visitor’s perspective. The Integrated Wayfinding Experience Model is a framework for structuring both the wayfinding problem and the solution. It consists of seven steps. The problem, and ultimately the solution, is detailed within the first six steps, which are representative of a typical visitor’s journey or experience arriving at and traversing the campus. Step seven refers to maintaining the wayfinding system.

1 Get Information	2 Find the Campus	3 Enter the Campus	4 Navigate the Campus	5 Navigate the Building	6 Return	7 Training/Maintenance
Learn where to go and where to park prior to departure.	Use roadway signs and perimeter signs to find the campus.	Find appropriate parking or drop-off area.	Navigate to a destination by foot using signs, maps, or tools.	Navigate within a building to reach an interior destination.	Return to car or other mode of transit.	Keep the wayfinding system up-to-date and accurate.
Students/visitors expect to receive official information about how to get to and find their destination.	Motorists need reinforcement that the campus is near and when they have actually arrived.	Motorists need big, clear, explicit cues and information that can be easily read from a distance.	Students/visitors must intuitively make sense of the environment, orient themselves, and see helpful resources that they can use; the wayfinding system must respond to what they know.	Students/visitors must get a clear sense of where to enter a building and how to reach their destination within. The wayfinding system must provide information at key decision points.	Students/visitors must confidently navigate to and from their destination and expect reinforcement at frequent intervals.	The University must guarantee that the system information is accurate for all verbal, printed, and digital communications; all signs; and all other tools.
				not within current scope		

Existing Conditions



1 Get Information

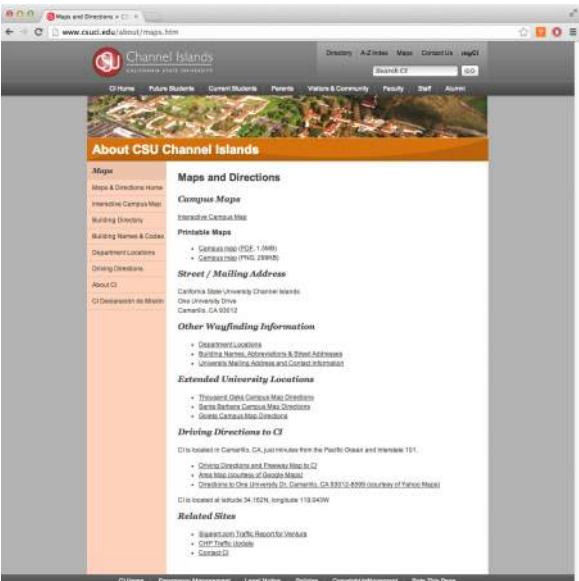
Learn where to go and where to park prior to departure.

Website

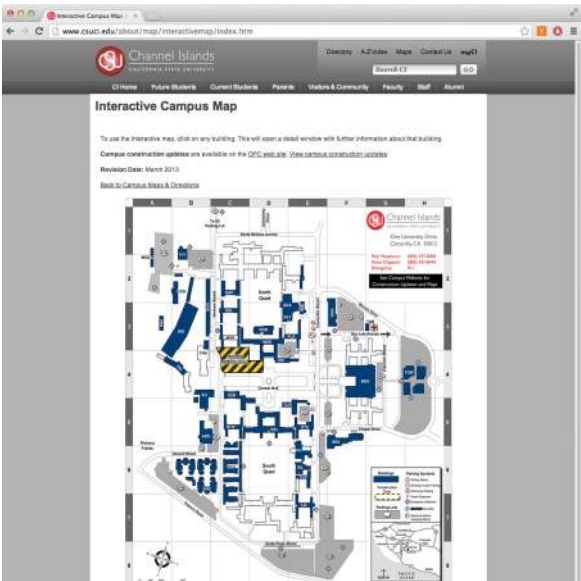
- University website is being refreshed and mobile-optimized with target Go-Live date of April 1, 2014.
- The current website offers a “Maps and Directions” page. The page includes several wayfinding tools that focus on both wayfinding within campus and to campus. On-campus wayfinding focuses heavily on an interactive map of campus. This map is structured using a grid that works as a visual addressing system. Student don’t seem to use the grid beyond relating buildings’ abbreviated names with their full names, and the grid seems to be more useful to staff working in facilities.
- Users can click on buildings within the interactive map and be led to an individual building page. This page shows the departments within, as well as photos of the building. These photos aren’t helpful since all the buildings look quite homogenous.
- Parking information is not readily available from the “Maps and Directions” page. Parking lots and designations are indicated on the interactive map, but the symbols are too small and visually similar.

Site

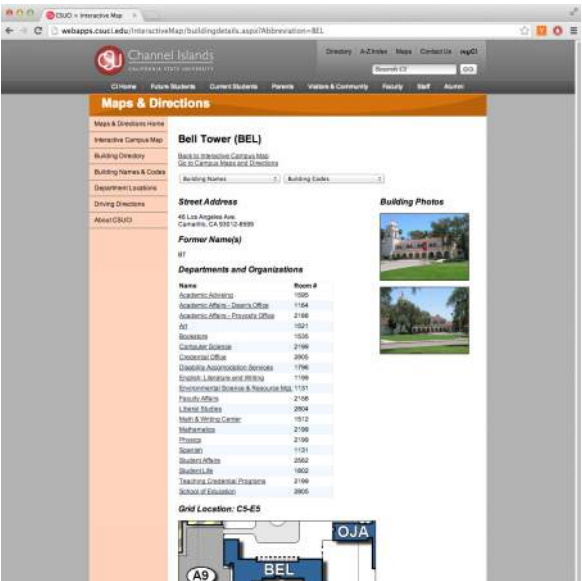
- Automated route from east on 101 via Google Maps directs motorists to exit at Santa Rosa/Pleasant Valley Road and eventually take a left on Camarillo Street to enter campus, not University Drive.
- Technology/Communications has ongoing dialogue with Google Maps to update building footprints, building names, and Google street views of the University.
- To date Google Maps’ Street Views of campus have been limited to perimeter roads.



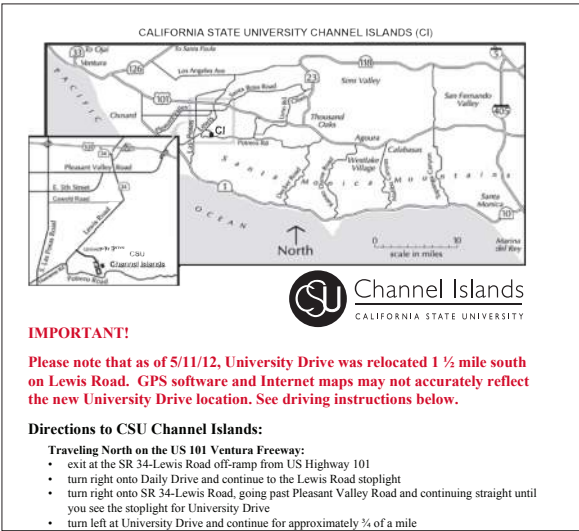
1 “Maps and Directions” page



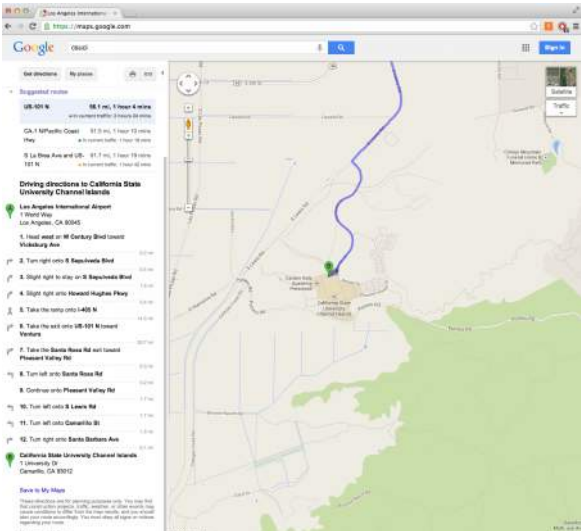
2 Interactive Campus Map



3 Individual Building Page



4 Printable Driving Directions



5 Directions from LAX direct traffic to Camarillo Street, not University Drive

Existing Conditions

1 Get Information → 2 Find the Campus → 3 Enter the Campus → 4 Navigate the Campus → 5 Navigate the Buildings → 6 Return → 7 Training/Maintenance

1 Get Information, Continued

Printed Maps

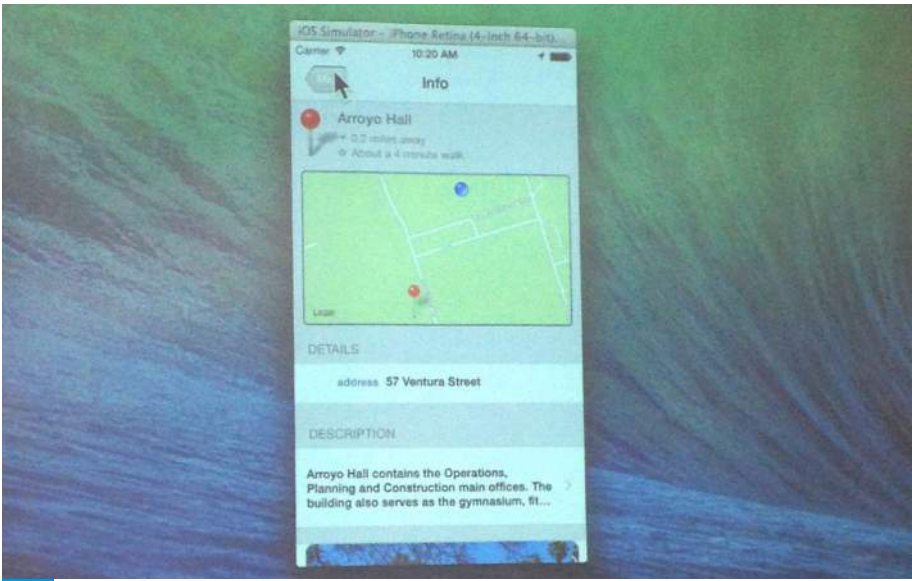
- Current blue/gray map originates from a Photoshop file dating back 12 years. There are plans to refresh this map.
- The blue/gray map is used consistently throughout campus and makes its way to exterior construction signage as well as interior signage. There is only a north-up version of this map.
- Maps depict buildings as distinct footprints, but in reality they are joined with arcades, loggias, breezeways that suggest a single, monolithic building.
- Pedestrian routes are not clearly articulated.
- Visitors of campus events are expected to download and print map prior to arrival.
- Marketing and Communications has released another printed map as a tool for the Self-Guided Walking Tour.

Mobile App

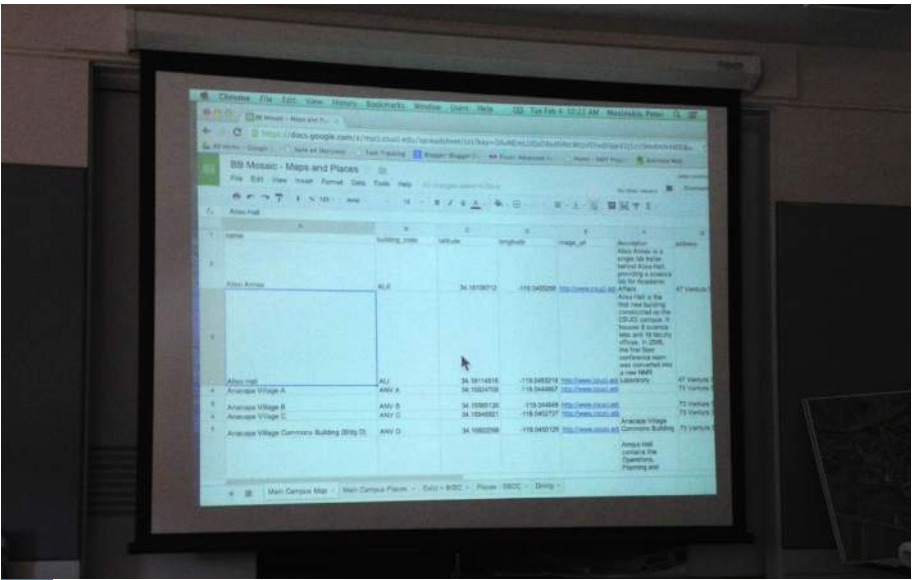
- Beta-test launch is to launch by the end of February 2014.
- The app allows users to search buildings, locate on a map, and plan a route. The user then gets an estimated time to walk to the destination.
- The app is using Mozaic, a template framework from Blackboard.
- The maps within the app are dictated by the native map (Google map vs. Apple map) of the user's device; hence iPhone users will get a different map than others.
- Apple Maps don't include campus building footprints, and is generally a few years behind of Google Maps.
- There is an option to use a custom map, but that will have to happen in the future. And the first version of the app will have to rely on native maps.



1 Preview of campus mobile app: main menu



2 Preview of campus mobile app: individual building page



3 Google doc database that pushes information to the mobile app



4 Campus walking tour printout map

Existing Conditions

2 Find the Campus

Use roadway signs and perimeter signs to find the campus.

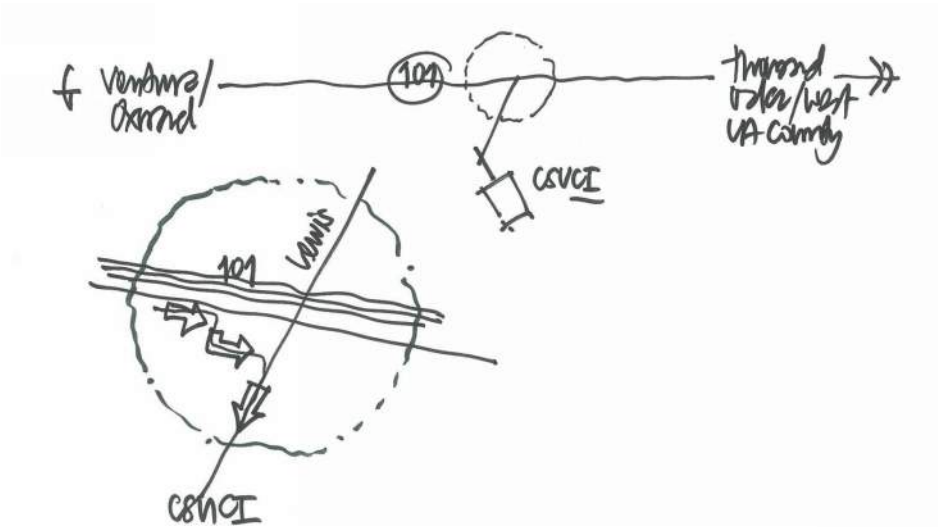
- Caltrans has recently installed exit signage for CI Thousand Oaks campus on main lanes of US 101.
- CI campus is identified from 101 main lanes at exits for Las Posas, Lewis, and Santa Rosa Roads.
- CI campus is identified from Pacific Coast Highway 1 at exits for Hueneme and Las Posas Roads, but is not supported with local wayfinding at key secondary intersections; e.g., Las Posas at Hueneme Roads.
- Local Camarillo wayfinding signs reference CI in some locations (e.g., Lewis Road at 101 eastbound feeder).
- Designation for campus on Caltrans signs varies by location: CSU Channel Islands, Calif State Univ Channel Islands, etc.



1 Caltrans sign on Potrero Road



2 Caltrans sign on 101 at Lewis Road exit



3 Proximity diagram



4 CI on municipal signage



5 Caltrans sign at Santa Rosa Road and Pleasant Valley Road exit

Existing Conditions

3 Enter the Campus

Find appropriate parking or drop-off area.

- Two ways to enter campus: via University Drive and Camarillo Street, but latter needs to be de-emphasized to simplify and choreograph arrival experience.
- The campus is isolated and not visible from Lewis Road, which makes it easy to miss the turn into campus.
- Camarillo Street entrance still has bases of previously installed monument signs from when it functioned as the main entrance, and many people still use this street. The general perception is that Camarillo arrival is more expedient, but informal testing suggests that travel time is virtually the same, with Camarillo Street actually running roughly parallel to Lewis Road for a distance.
- President feels existing entry sign at Lewis Road and University Drive should be more conspicuous.
- Entrance from Potrero Road is effectively the back door to the campus.
- There is no campus identification for entrance from Potrero Road and because of inadequate lighting, even familiars tend to miss this entrance at night.
- There are plans to make Santa Barbara/Ventura/Santa Paula/Camarillo loop into one-way, counterclockwise flow, as well as talks of making Camarillo a one-way, exit-only street. The latter plan will have implications to residents living on Camarillo and will most likely be met with opposition.
- Future plan for shuttles that run around perimeter of campus. The desire is to get students to park outside of the one-way loop, then take the shuttle and continue their day on foot.



1 Campus monument sign on University Drive



2 Approach to Campus on Lewis Road and University Drive



3 Approach to Campus on Lewis Road and University Drive



4 Approach to Campus from Potrero Road

Existing Conditions

3 Enter the Campus, continued

- Camarillo MetroLink station is located at Lewis Road and 101. It has good parking accommodations. If you arrive at the half-hour intervals, it's a 15-minute ride to campus: efficient.
- There is no clear indication of where to park once you've arrived on campus.
- Parking designations (combination of letter and number) are unnecessarily complicated and confusing.
- The parking permit dispenser for A3 lot is inconspicuous and located far from both the entrance and the exit of the lot.
- Pull-over lane on University Drive intended to accommodate campus orientation and event notices, with donor recognition as possible additional component suggesting electronic solution.
- It was suggested that electronic sign/marquee at intersection of University Drive and Santa Barbara Avenue might provide sense of arrival.



1 Parking dispenser at A3 lot is remote and sometimes obstructed from view



2 Unsigned, inconspicuous parking permit dispenser



3 Parking signage



4 Pull-over on University Drive

Existing Conditions

4 Navigate the Campus

Navigate to a destination by foot using signs, maps, or tools.

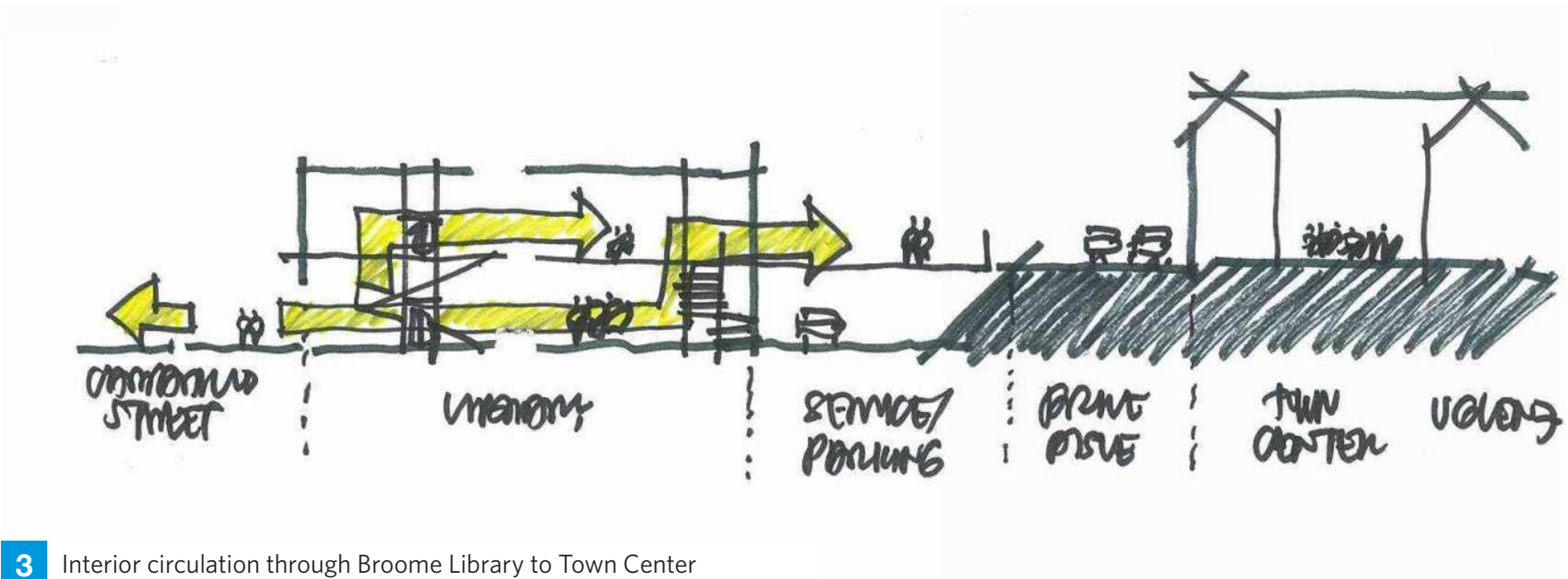
- There is no uniform signage program currently. There are “tombstone” signs, mostly located in and around the South Quad, and two newer vehicular directionals around the North end of campus. These signs and print-out maps are the only pedestrian orientation tools available to students and visitors.
- Homogenous architecture of most buildings, while elegant, presents challenges to orientation.
- Some students have called faculty/staff to find out how they should get somewhere, without being able to tell where they are.
- The ubiquitous blue/gray map is oriented north-up, and students using this map to get around campus can quickly lose their grasp of direction.
- Facade-mounted building identification works when viewed from directly in front, but does not accommodate oblique sight lines.
- Buildings are not identified from within courtyards, aside from Grand Salon and Petit Salon which are only identified from within the North Quad and not from outside.
- Certain buildings are often accessed by walking through other buildings (e.g., Town Center via Broome Library).



1 Tombstone sign in the South Quad



2 One of two vehicular directionals near the North Quad



3 Interior circulation through Broome Library to Town Center

Existing Conditions

4 Navigate the Campus, continued

Navigate to a destination by foot using signs, maps, or tools.

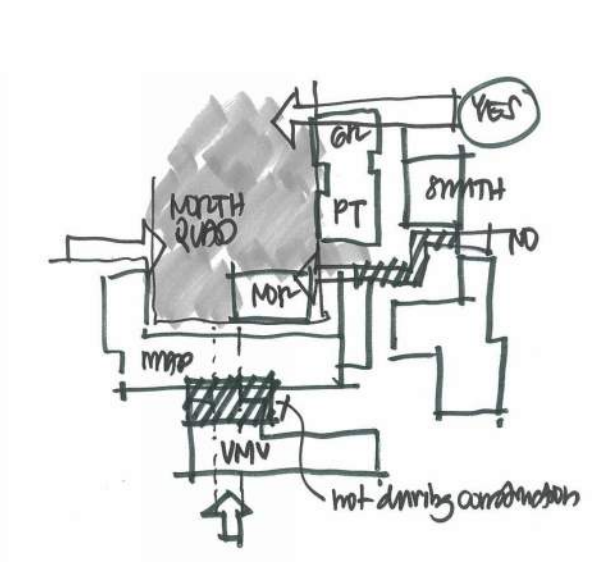
- Courtyard entries are narrow and usually only have vehicular signage; there is no sense of welcome or place, even though these entries are essential passageways to student destinations.
- Dolphin Plaza is not identified but cited as landmark on campus.
- “Sandwich”/A-frame-type signs are used pervasively on campus for special events and temporary rerouting due to construction.
- Temporary signs often obstruct sidewalks, posing liability from accessibility compliance standpoint.
- Students tend to explore unoccupied buildings, mostly out of curiosity. Other than general appearance of the buildings, with boarded-up and locked doorways, no open windows, or lighting at night, there is no clear distinction between functional and decommissioned buildings.



1 Vehicular signage at courtyard entries



2 Informally called the “Dolphin Plaza”



3 Quad entryways



4 A-frame signs used to reroute people around construction



5 Decommissioned buildings are marked only with a small yellow sticker

Existing Conditions

- 1 Get Information
- 2 Find the Campus
- 3 Enter the Campus
- 4 Navigate the Campus
- 5 Navigate the Buildings
- 6 Return
- 7 Training/Maintenance

5 Navigate the Buildings - Future Scope

Navigate within a building to reach an interior destination.

- Duke Medical Center cited as good wayfinding example. They use color lines on the floor; it's primitive but effective.
- Per staff, Manzanita Hall represents formidable interior wayfinding challenges.
- Many buildings are interconnected, without identification at transitions and thresholds (e.g., Bell Tower West, Bell Tower, Bell Tower East).
- Electronic signage is more viable for building interiors (vs. exterior applications) for directory listings, event announcements, etc.
- Certain buildings are often accessed by walking through other buildings (e.g., Madera Hall via University Hall).
- Existing interior signage system provides flexibility for message changes via paper inserts.
- Most signage on campus default to North-up, which, unless the user is facing North, does not give an intuitive sense of how to navigate.



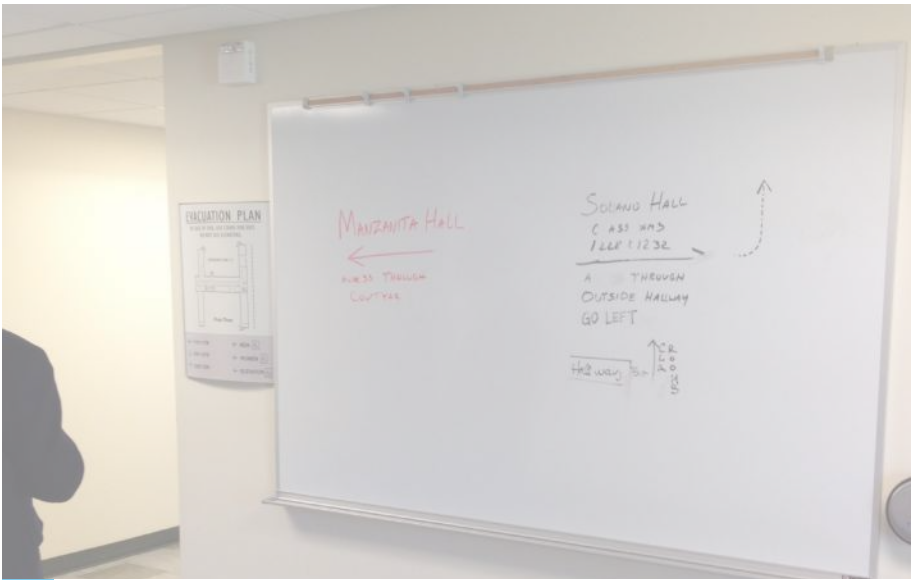
1 Paper inserts used in interior signage



2 Most signage on campus default to North-up



3 Ad hoc arrows used to direct to entrance/exit of building



4 White board in hallway used to direct passersby

Existing Conditions

6 Return

Return to car or other mode of transit.

- Interior building signage does not display larger context or identify primary entrance(s).
- Quads and courtyards are not clearly identified.
- There is no orientation to the greater campus (no maps, directions) within Quads and eccentric spaces between clustered buildings.
- Pedestrian portals from Quads to outboard edge of core campus are not identified.
- Landmark buildings and spaces are not leveraged for orientation.
- University Glen and Town Center feel disconnected from core campus by roadways, parking areas, odd interior circulation (from ground to second level through Library), and significant grade change.
- Messages for service staff are intermingled with public-oriented messages.
- There is no signage directing back to parking lots.



1 Exit signage on Camarillo Road



2 Exit to Potrero Road



3 Back entrance via bridge to Library from Town Center

Existing Conditions

1 Get Information → 2 Find the Campus → 3 Enter the Campus → 4 Navigate the Campus → 5 Navigate the Buildings → 6 Return → 7 Training/Maintenance

7 Training/Maintenance

Keep the wayfinding system up-to-date and accurate.

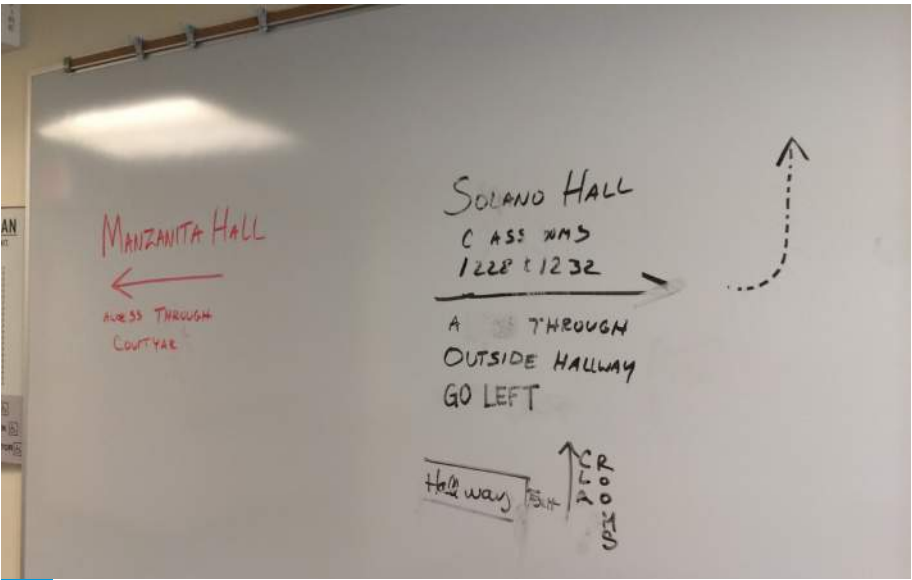
- Planning and Construction (David and Chris) has record of existing “tombstone” signs located on site.
- Maintenance is the biggest concern regarding signage. Ease-of-maintenance is paramount, so designs should consider:
 - Minimal number of penetrations on sign faces
 - Long-lasting, durable treatments
 - Ease of adding and deleting building names (“campus will be in a near-constant state of flux for several years”)
 - Staff would prefer “adaptable” over electronic signage.
- University has rudimentary sign-making capabilities.
- Large percentage of campus population turns over in four-year intervals, so there is potential to change culture.
- Updates and dissemination of paper maps involve several departments and is not a linear process.
- Need to consider needs of other campus customers, namely public safety partners who respond to emergency situations; which unfortunately, happen more than one might imagine. These are allied first responders: police, fire, EMS. There are protocols for command-and-control situations.
- Campus Police staff is not trained to provide campus wayfinding information.
- Each building has a 911 address, which is not always reflected in the stencil-printed white-numeral-on-red-square graphic that is pervasive on campus.
- Building numbers must accommodate a range of requirements: life safety, maintenance/service, inventory, and wayfinding.



1 Ad hoc wayfinding - construction detour



2 Ad hoc wayfinding - VIP signage



3 Ad hoc wayfinding - use of whiteboard for interior wayfinding



4 Ad hoc wayfinding - A-frame sign used as directional

Interview Minutes



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PROJECT NAME/PROJECT CODE		ISSUES/REVISIONS	
California State University Channel Islands Campus Exterior Wayfinding Master Plan 13CSUCI001		05MAR2014	Validation Presentation
		01APR2012	Strategy and Concepts
		30APR2012	Final Strategy and Designs
		17DEC2014	Wayfinding Master Plan

Experience Audit Findings

Interview Minutes

Kick-Off Meeting with Wayfinding Steering Committee February 3, 2014

Participants: Nancy C. Gill, John Gormley, Ed Lebioda, Michael Morris, Peter Mosinskis, Jennifer Mallory, Edwin Mancilla, Dan Wakelee, Michael Berman, David Claveau

- Ongoing campus initiatives that relate to wayfinding:
 - Website refresh is to launch April 1st. The refresh is to make the University website responsive and mobile-friendly.
 - Campus App for both iPhone and Android. The app will feature interactive maps and directory, and an interactive campus tour. The app is supposed to launch in February.
 - The committee has been actively trying to update maps through Google and Apple. CI put in a request to Google for updated street views, especially of the approved walking tour.
 - The website refresh and campus app are both parts of the IT Strategic Plan/Mobile Initiative with the following goals:
 - Make the campus more mobile friendly.
 - Refresh of web content management system.
 - Update the look and feel of online materials.
 - In general, make the University more attractive to perspective students and families.
 - These initiatives are timed to correspond with the 10th anniversary of the University (2012-2013).
 - Students and faculty have trouble navigating campus
 - A blind student uses the sound of the Bell Tower as a wayfinding tool. How do we utilize auditory signals to aid the visually impaired?
 - The campus master plan divides the campus into precincts. Is there a way to leverage neighborhoods to provide a
- sense of “where I am”? Neighborhoods can break down the campus into smaller, digestible components.

 - 1st Phase of Master Plan is to move majority of parking to North side of campus; make campus more pedestrian friendly and make way for more buildings.
 - Vehicular traffic will soon get pushed out of the campus core, which will make managing parking easier.
 - The plan is to have a larger, one-way loop around campus with bypasses for service vehicles.
 - “North Quad” and “South Quad” language is used regularly.
 - New students have difficulty navigating campus and have trouble orienting their maps.
 - Some buildings are closed off, and some buildings have sections that are closed while others are open.
 - Common Destinations/Landmarks on Campus:
 - Town Center (part of University Glen)
 - North Quad
 - South Quad
 - Bell Tower
 - Library
 - University Hall
 - Fountain (most refer to the fountain instead of the Mall)
 - As West Hall is built and the Mall grows, the space will become a gathering space for students.
 - Sign Program needs to be adaptable and easily maintained.
 - Flexible, physical signage vs. electronic signage.
- Possibility of electronic kiosk at University Drive pull-over.
 - The buildings were designed to isolate and encapsulate; opposite of what wayfinding and campus flow should be about.
 - Solution needs to be a kit of parts that can adapt to various needs.
 - Campus has uniformity, homogeneous nature.
 - Signage program could use ques to help leverage landmarks or physical surroundings.
 - If there’s a spectrum with Sense of Discovery at one end and Orientated at All Times at the other, the present conditions have too much of a Sense of Discovery. Needs to move closer to the middle and to a place where visitors have the information necessary to navigate the campus for the first time.
 - If you’re a guest, some destinations are:
 - Parking Services
 - Broome Library
 - Event venues; Grand Salon, Malibu Hall, Smith Center
 - First Impressions are important to the University. First-time visits should encourage future visits.
 - Local retired community uses the bus to go to the campus library.
 - Campus has rudimentary, in-house signage capabilities.
 - Students don’t know how to read maps well; they get overwhelmed with the amount of information.
 - Students are tech-dependent, rather than tech-savvy
- APP – lists spaces, maps, shows location (with augmented reality).
 - Desired aspects of future wayfinding program:
 1. Easy to maintain
 2. Long-lasting materials
 3. Easy to add, delete, edit destinations
 - Is there an interpretive thread that ties everything together?
 - An idea of getting them to a neighborhood or landmark and then get them to a more specific destination.
 - Maybe using a color or shape to designate neighborhoods instead of keeping all signs uniform since all buildings are uniform.
 - IF you could fix one thing:
 - Less A-frame signs and ad-hoc signage culture of campus.
 - Consistent building identification (from inside quad areas too).
 - Knowing who’s updating and maintaining the system.

Experience Audit Findings

Interview Minutes

Meeting with the President February 3, 2014

Participants: Dr. Richard Rush, Ysabel Trinidad, John Gormley, Michael Berman

- President’s goals:
 - Increase of enrollment from 5k to 20k students.
 - In need of more facilities to support growth.
 - Students outside of California are learning about CI.
 - Much of the development has to happen through private developers.
 - 2025 plan is to bring the campus to near capacity.
 - Strong CI brand.
 - Should look forward and clean. Not traditional, but easily accessible, with a sense of the 21st century.
 - Wayfinding should be clear and fit in with the brand of the University.
 - CI is a campus of innovation for the state. The campus is creating for the future, not for today. This philosophy should extend to wayfinding.
 - Larger emphasis on pedestrian access.
 - One-way circulation loop to get cars off of campus.
 - Shuttle to run around the perimeter of campus; could allow for a more choreographed experience.
 - Make sure all nomenclature is consistent and easily updatable across all platforms.
 - Two things very important to the President:
 - Get people to understand that walking is good and part of the experience; promote wellness of mind and body.
 - Get people to understand which building they are in.
- Promote better sense of arrival on campus; monument sign at University Drive needs to be bolder, may need to be vertical.
 - Discourage Camarillo Drive and promote University Drive.
 - Consider playing up unique history of the site (mythology).
 - Everything (including the signage) should help reinforce the marketing of the campus.
 - There’s a four year turnover of students; constant opportunity to alter the culture of the campus.
 - USC = excellent use of consistent branding throughout their entire system (beyond signage).
 - 900+ students at night; classes extend to 9 - 10 pm.
 - No up lighting of signs is allowed; induction fixtures is the campus standard.
 - Consider solutions that address a Multi-campus approach; Thousand Oaks Campus, Boden Center, Santa Barbara City College, City of Ventura (future), etc. One should instantly recognize “C.I.” Brand.

Experience Audit Findings

Interview Minutes

Stakeholder Interview: Communications/Marketing February 4, 2014

Participants: David Carlson, Nancy C. Gill, Peter Mosinskis

Mobile App:

- Beta-test launch by end of February 2014.
- CI has partnership with Blackboard, which serves as framework for development of the app.
- Mosaic is “out-of-the-box” template from Blackboard.
- The maps within the app are dictated by the native map (Google map vs. Apple map) of the user’s device; hence iPhone users will get a different map than others.
- Apple Maps don’t include campus building footprints, and is generally a few years behind of Google Maps.
- The University has been actively editing building outlines on Google Maps.
- There is an option to use a custom map, but that will have to happen in the future. And the first version of the app will have to rely on native maps.
- Mobile app will feature an augmented reality function that includes labels, transparency effect when the environment is viewed through hand-held device.
- Discussion about app emanating a sound when you approach particular buildings (for visually impaired).
- Department/building/services categories are not yet organized alphabetically.
- Discussion about the app being used to locate parking and even access information about available parking spots.
- The app allows users to search buildings, locate on a

- map, and plan a route. The user then gets an estimated time to walk to the destination.
- There’s a Google sheet with all building information. This information gets pushed out manually to Mosaic to update the app.
 - The university also uses Digicality as a facilities management system.

Printed Maps:

- The gray/blue map found online is the main map circulated to help people navigate. The map has limitations, however, because it is oriented north-up and people can’t tell which direction they are facing most of the time.
- Current blue/gray map needs to evolve from Photoshop version that dates back 12 years.
- Mall is venue for Career Fair.
- South Quad is venue for Commencement and Discover CI opening session.
- Visitors to Discover CI are sent postcard invites, without wayfinding information.
- Visitors are expected to download and print map prior to arrival.
- Master CAD map is maintained by Planning and Construction (David and Chris).

Campus Signage:

- Current signs related more to architecture, not the branding of the campus.
- The monument sign on University Drive doesn’t currently follow brand guidelines.

Experience Audit Findings

Interview Minutes

Stakeholder Interview: Development February 4, 2014

Participants: Julia Levi, Nichole Ipach, David Carlson

- “Advancement” and “development” are interchangeable terms to describe the department in charge of naming things around campus.
- Kiosks or apps could be used to help donors find their named items.
- Development is working on a naming policy and how CI recognizes donors.
- For the sake of clarity on signage, Development may need to draw up agreements with donors that says signage will read differently than official building identification.
 - John Spoor Broome Library vs. Library
- Development is integral to the 2025 plan because fundraising is essential to bring the plan to fruition.
- The buildings were first named after streets, then trees, and now counties. But current building names are mostly placeholders in place until donors claim them.
- Digital kiosks may have potential to provide wayfinding information as well as donor recognition. Kiosks could be placed around campus or at the pull out on University Drive.

Experience Audit Findings

Interview Minutes

Stakeholder Interview: Parking and Security February 4, 2014

Participants: Michael Morris, John Reid, Dave Chakraborty, David Carlson

- Parking Services would like to incentivize parking full-time staff off campus and bussing them to campus, and clearly developing/identifying benefits for doing so.
- Being able to access parking information while mobile is important.
- 7:30-8:00 am is peak time period with early arrivers occupying core campus spaces all day. Full-time staff, who don't leave campus during day should not require space near office, course venue.
- Parking tends to flow up the hill toward Town Center/UGlen.
- Could there be a two-tier parking arrangement, with premium for parking closer to core? (Collective bargaining would tend to pass cost on to students.)
- Campus Police/Parking Services is open to thoughts on better conventions for identifying parking.
- "Parking is less about where you're going as it is who are (part-time student vs. full-time staff)." -J. Reid
- Northridge campus uses campus grid as basis for parking lot numbers/designations. There is no known data that confirms/questions the effectiveness of this convention.
- Visitor Parking is not identified as such. Otherwise, parking designations are reasonably straightforward:
 - A = All Access
 - A/E = All Access/Employees
 - SH = Resident Students
- D = ???
 - R = Reserved (or Restricted)
- Parking Services is difficult to find for anyone seeking permit.
- Plan is to relocate parking to perimeter of campus, decreasing mix of motorists and pedestrians. This should also help manage, enforce parking.
- Perception is that campus is too large not to park close to your desired destination. But north-to-south, campus comprises a 10-minute walk. This mindset needs to be changed/cultivated.

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