Marin Community College District
Exterior Signing Master Plan
Kate Keating Associates

Board of Trustees Study Session
Tuesday, June 12, 2007
College of Marin: Exterior Signage Master Plan

12 June 2007

Kate Keating Associates, Inc.
Overview

- Signage Workshop Summary:
  - Questionnaire Results
  - Signage Wayfinding Hierarchy
- Signage Wayfinding Plans
- Schematic Design Direction
- Discussion
Signage Workshop Summary: Questionnaire Results
Kentfield Campus

What are the three most frequent destinations for first-time visitors?

- Student Services (Admissions, Registration)
- Administration Center (Human Resources)
- Learning Resource Center (including Bookstore)
- Performing Arts
- Olney Hall
- TB-1 Police Security
- Campus Map
Kentfield Campus

- What is the hardest place to find on Campus?
  - Dickson Hall
  - Landscape (moving with Master Plan)
  - DSPS
  - Library & Bookstore (within LRC)
Kentfield Campus

Do any of the sign types currently used on the Campuses project an appropriate image of the College? If so, how? If not, why?

NO
Kentfield Campus

- Name three characteristics that describe your vision of the future Campus.
  
  Green Sustainable
  Collegiate / Historic / Elegant
  Garden / Arboretum
  Redwoods
  Preservation / Views
  Accessible
  Cozy / Inviting
Indian Valley Campus

- Name the three most frequent destinations for first-time visitors (can be building, room or department).
  
  Pool / Fields
  Admin Complex / Admissions
  Parking Lots
  Auto Tech Center
  New Main Building
Indian Valley Campus

Do any of the sign types currently used on the Campuses project an appropriate image of the College? If so, how? If not, why?

NO
Indian Valley Campus

- Name three characteristics that describe your vision of the future Campus.

  Green Sustainable
  Collegiate
  Natural Garden
  Oaks
  Preservation / Views
  Sprawling
  Rustic / Wild
Workshop Comparison

**Kentfield**
- Green Sustainable
- Collegiate / Historic / Elegant
- Garden / Arboretum
- Redwoods
- Preservation / Views
- Accessible
- Cozy / Inviting

**Indian Valley**
- Green Sustainable
- Collegiate
- Natural Garden
- Oaks
- Preservation / Views
- Sprawling
- Rustic / Wild
Workshop Summary: Signage Wayfinding Hierarchy
Gateways and Monuments

- Create Landmarks
- Cross disciplinary effort
- Define an entrance or border
- Express Identity or brand
Gateways and Monuments
Gateways and Monuments

- Golden Gate Park
- University of Santa Clara entrance gate
Gateways and Monuments
Gateways and Monuments
Gateways and Monuments
Gateways and Monuments

Cañada College
4200

Graduation Class of 2006
Saturday, June 25, 2006
Reserve Cap & Gowns
Vehicular Directional

- Directs Visitors to Parking
Vehicular Directional

Lot A
Permit Only

Lot B
Staff Only
Permit & Theater Parking

Lot C

Lot H
Athletic Event Parking

Lot T
Tennis Court Parking

Fabrication similar to Sign Type C, except Lot A is used to match message strips, and capped, painted aluminum tube supports are 3’
Campus Map

- Provides Pedestrian Directional Information
Campus Map
Campus Map

Cabrillo Community College, Exterior Master Plan Signage
Program
Aptos, CA
Trailblazer

- Supports First Time Visitor Wayfinding
Trailblazer
Trailblazer
Building Identification

- Primary Destination Confirmation
Building Identification

500
Business Education

BUSINESS AND MANAGEMENT CENTER
Building Identification
Building Identification

Santa Clara University, Exterior Master Plan Signage Program
Santa Clara, CA
Signage Wayfinding Plans

Kate Keating Associates, Inc.
Kentfield Campus Sign Location Plan - Vehicular
Schematic Design Direction
2:30 p.m. - 4:30 p.m.
Baseball vs. Laney
FREE PARKING DURING GAME
College of Marin
Marin County, CA
College of Marin
Marin County, CA
College of Marin
Marin County, CA

COLLEGE OF MARIN

2:30 p.m. - 4:30 p.m.
Baseball vs Laney
FREE PARKING
DURING GAME
Contacts

http://www.marin.edu  ‘Measure C Updates’

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