7 | SIGNAGE
Overview

The purpose of the Site Signage Master Plan is to establish a comprehensive wayfinding philosophy and design approach for both Campuses. This Master Plan includes sign locations, sign type hierarchy (or sign family), sign content and design. The products include two sign location plans for each campus (one for vehicular wayfinding and one for pedestrian wayfinding), and the approved schematic design concept of major sign elements. Refinement of the sign locations, messages and design will continue as the development of the sign program progresses.

Process

THE SIGNAGE SUBCOMMITTEE

The input and guidance from the Signage Subcommittee was central to the development of this Site Signage Master Plan. Kate Keating Associates (KKA) conducted six monthly workshops and presentations with the Signage Subcommittee from 11.15.06 - 05.09.07. The first meetings were in workshop format (see example of workshop results in exhibit A). The workshops were designed to familiarize KKA with: typical first time visitor circulation and destinations; other campus-specific wayfinding issues, as well as the College's overall branding and image goals. The later presentations involved the development of the programming (sign locations and content) and design of the site signs. The Subcommittee's input is a valuable component of the development of the Site Signage Master Plan. Each member brings a unique voice to the process and depth of history with the College. Their input was central in developing a sign program that addresses needs specific to the College of Marin.

ADDITIONAL INPUT

In addition to the central role of the Subcommittee, KKA obtained other data that contributed to the development of the sign program. The following is a summary of other data collected:

a] Review of the College of Marin Facilities Development Plan: Volume 1; Design, Goals, Principles and Guidelines developed by Steinberg Architects and Royston Hanamoto Alley & Abey. Review of the Facilities Plan developed by the Master Plan Architects and Landscape Architect informs the signage team of the difference between current campus conditions and future goals. Wherever possible, the development of the sign Master Plan supports and reinforces the Development Plan’s goals as they relate to site planning and aesthetics.
b) Review of the College of Marin Graphics Standards Manual, for information and guidelines regarding the College logo, colors, typography and other elements of the College identity.

c) Extensive site observation and photo surveys of existing signage conditions and site circulation. The KKA team logged over 24 hours of driving, walking, observing and photographing site and circulation issues on the campuses.

d) Meeting with College Police to review regulatory and parking signage requirements. This purpose of this meeting was to confirm precise information required for regulatory parking signage.

e) Executive presentations of the proposed Site Signage Master Plan to: the District Modernization Committee, the President’s Cabinet and the Board of Trustees.
Wayfinding Philosophy

KENTFIELD CAMPUS

Campus Description

The Kentfield Campus is situated in a dense urban environment with the campus edges defined by streets. Sir Francis Drake is a major county arterial connection on the north border, and College Avenue is a major street on the east border. Other edges are defined by smaller residential neighborhood streets. The PE Complex is south of the main Campus across the street on a separate parcel. There is no clear entry or Campus border definition along these corridors, or on the other edges of the Campus.

The focal point of the main campus interior is an open lawn which frames a beautiful view of Mt. Tam. Mature trees at the edges of the lawn create a series of outdoor rooms with pathways. The meandering paths connecting Campus buildings and outdoor spaces are reminiscent of a park. In addition, the paths in the trees reduce viewing distances and create a confusing wayfinding experience for a new visitor.
Wayfinding Approach (KC)

The goal of the Master Plan is to produce a clear, concise site signage program that defines the border of Campus and efficiently and safely directs people to their destinations. The Wayfinding Approach includes first directing all users safely and clearly to appropriate parking. Once visitors are parked, a more detailed layer of wayfinding information is presented on the pedestrian level.

Aesthetics, flexibility, maintenance and cost are all factors which will be considered as the development of this program continues.

The following is a more detailed explanation of the wayfinding philosophy and approach outlined by sign type functions (see exhibits B-C for vehicular and pedestrian sign location plans for Kentfield Campus).

Gateways and Monuments (KC)

As outlined in the College of Marin Facilities Development Plan, the Corner of Sir Francis Drake and College Avenue will become the gateway to Campus. Architectural and landscape elements will contribute to the gateway development, supported by a significant signage component.

Monuments—with electronic message boards—are programmed in two locations. One monument will be situated along Sir Francis Drake, near the current concrete monument; the second will go in front of the remodeled PE Complex. The message boards announce college calendar deadlines, upcoming performances and athletic events. There is also an opportunity for posting public service announcements (such as water conservation or fire danger).
Vehicular (KC)

The vehicular campus wayfinding information needs to begin prior to arrival to the Campus. The Modernization team is working with the County to program directional information along Sir Francis Drake corridor to the east and the west. These County signs will queue visitors to turn down College Avenue for appropriate parking. The vehicular directional signs emphasize College identification and provide directional information primarily to the Main or Physical Education “Campus”. They do not include detailed directions to each building or destination on campus. Such an approach would lead to unnecessarily huge signs and would cause traffic problems (due to drivers stopped in traffic lanes in order to read long lists of destinations).

Pedestrian (KC)

Combined with other landscape elements, the pedestrian gateway sign will mark entrances to the campus pedestrian zones.

The pedestrian wayfinding signage is largely comprised of campus directory maps posted at major pedestrian intersections. The maps are reinforced with adequate building identification. To support one-time visitors, the program also includes directional fingerpost signs. This is a sign type which lists primary public destinations with arrows. However, the philosophy is to implement fingerpost sparingly to avoid cluttering the campus landscape with too much directional signage.
INDIAN VALLEY CAMPUS

Campus Description

The visitor travels 2.3 miles down Ignacio Blvd from US 101 before the corridor ends at the Indian Valley Campus gate. Ignacio Blvd is the only access to Campus and its long approach is primarily lined with residential development. Upon arrival, the campus feels more like an open space park than a college. As the visitor drives into Campus, no buildings are visible; the view is of parking lots to the south and a hillside to the north.

The Indian Valley Campus inhabits a rural, natural setting. The Campus is situated along a creek with oak and bay woodlands surrounded by hillsides. The parking stretches a good distance along the north side of the creek with buildings to the south. The campus terminates at its west end with a swimming facility frequently used by the Novato community. The buildings on Campus are informally connected by a series of wide, winding paths.
Wayfinding Approach (IVC)

The goal of the Master Plan is to produce a clear, concise site signage program that defines the border of Campus and efficiently and safely directs people to their destinations. The Wayfinding Approach includes first directing all users safely and clearly to appropriate parking. Once visitors are parked, a more detailed layer of wayfinding information is presented on the pedestrian level.

Aesthetics, flexibility, maintenance and cost are all factors which will be considered as the development of this program continues.

The following is a detailed explanation of the wayfinding philosophy and approach outlined by sign type functions (see exhibits D-E for vehicular and pedestrian sign location plans).

Gateways and Monuments (IVC)

As outlined in the College of Marin Facilities Development Plan, the site signage program will identify Campus and create a clear sense of arrival. A new monument is programmed at the gate entry to Campus.

Vehicular (IVC)

The vehicular Campus wayfinding information needs to begin prior to arrival at Campus gate. The Modernization team is working with the County to program directional information along the Ignacio Blvd approach. The intention is to reassure visitors of the route to Campus through the residential development. Once the visitor has passed through the gate, the vehicular directional signs will divide visitors between “campus” and “pool” destinations. They do not include detailed directions to each building on campus.

Pedestrian (IVC)

The pedestrian wayfinding signage is largely comprised of campus directory maps posted at major pedestrian intersections and at all bridges over the creek. The maps are reinforced with adequate building identification. To support one time visitors, the program also includes directional fingerpost signs. This is a sign type with arrows and primary public destinations listed. However, the philosophy is to implement fingerpost sparingly to avoid cluttering the campus landscape with directional signage.
Design Narrative

The aesthetic of the Site Signage program was developed in response to a spectrum of criteria unfolded during the design process and dialogue with the College. Some of the criteria consistently woven through design discussions with the Subcommittee include: classic, timeless, unifying, brand visibility, legibility and sustainable. The result is a clean and simple design which unifies the image of both Campuses, while allowing the dramatic setting of each Campus to create the sense of place. The signage will be highly functional and maintain an attractive, classic aesthetic that will not be "out of date" as the sign program ages.

SIGN FORMS

The sign family is comprised of a series of post and panel and monument typologies. The shape of each sign type has been carefully developed in response to site, legibility and durability issues for the typical location of that sign type. Examples of sign forms are illustrated on the following pages.

COLOR

The posts and support structures are black; the black post will visually recede in the landscape. If a visitor is looking for a sign, it will be visible but the signs will not upstage the beauty of each campus. The sign face is predominately a garnet red with a rich cream text. The garnet is complementary to the green canopy of trees and is of similar brightness. This will allow the signs to be visible but not dominate the landscape. The monument bases will be a strong neutral tone which complements the garnet red and gives the monuments solidity. This is a conceptual color scheme; as the development of the program continues, the team will provide mock ups of the specific color options.

BRAND AND TYPEFACE

The College of Marin logo and identity will appear on signage at the perimeter of Campus and on the wayfinding maps. Verlag is the chosen typeface for directional signs. It is highly legible for vehicular signage and enables smaller sign sizes. It is also compatible with the College of Marin logo.
Kentfield

SIGN FORMS

College Ave monument: scaled specifically for location in front of renovated PE Center. The LED message board will announce: College PE events, community PE opportunities and events, school calendar and community notices. The “College of Marin” is illuminated from the back and the monument is subtly illuminated from the ground.
Sir Francis Drake monument: scaled specifically for location along SFD near Laurel. The LED message board will announce: College PE events, theater and music performances, art exhibits, school calendar, and community notices. Illumination technique is similar to College Ave monument.
Vehicular directional: the tall narrow sign responds to the busy urban context of College Avenue. The sign is tall enough to be seen over traffic and narrow enough to fit in the available area. The logo increases awareness of the Campus border.

Parking lot ID: concisely and consistently posts parking ID and regulatory information.
Pedestrian gateway: marks the pedestrian border. The durable concrete base withstands abuse of dogs and bicycles.

Pedestrian Campus Map: installed lower at an angle (instead of upright and vertical) do not block vistas and view corridors.

Pedestrian directional: the fingerpost sign form conveys accurate directional information at pedestrian decision points that are not perfect 90 degree intersections, such as the paths at College of Marin.
Indian Valley

SIGN FORMS

Gateway monument: Clearly identifies and revitalizes the Ignacio Blvd gate. Subtly illuminated with ground lights.
Vehicular directional: the low, spanning, horizontal form responds to the surrounding landscape.
Indian Valley

SIGN FORMS (CONTINUED)

Maps that are installed lower at an angle (instead of upright and vertical) do not block vistas and view corridors.

Pedestrian gateway: marks the pedestrian border. Durable concrete base withstands abuse of dogs and bicycles.
The fingerpost sign form conveys accurate directional information at pedestrian decision points that are perfect 90 degree intersections. Parking lot ID: concisely and consistently posts parking ID and regulatory information.
**KENTFIELD CAMPUS**

**Most popular destinations for first-time visitors:**
1. Student Services (Admissions, Registration)
2. Administration Center (Human Resources)
3. Learning Resource Center (including Bookstore)
4. Performing Arts
5. Onley Hall
6. TB-1 Police Security
7. Campus Map

**Hardest places to find on Campus:**
1. Dickinson Hall
2. Landscape (moving with Master Plan)
3. DSPS
4. Library & Bookstore (within LRC)

**We asked people what they thought the heart of Campus was:**
1. The Green
2. LRC
3. Student Services

**Percentage basis of campus activity:**
**Day vs. Evening:**
1. 60% Day
2. 40% Evening

**We asked if any of the sign types currently used on the Campus project an appropriate image of the College:**
No

**We asked for examples of a highly effective campus wayfinding system:**
1. Stanford
2. Santa Clara University

**Characteristics that describe a vision of the future Campus:**
1. Green/Sustainable
2. Collegiate/Historic/Elegant
3. Garden/Arboretum
4. Redwoods
5. Preservation/Views
6. Accessible
7. Cozy/Inviting

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**INDIAN VALLEY CAMPUS**

**Most popular destinations for first-time visitors:**
1. Pool/Fields
2. Administration Complex/Admissions
3. Parking Lots
4. Auto Tech Center
5. New Main Building

**Hardest places to find on Campus:**
Not Applicable

**We asked people what they thought the heart of Campus was:**
1. The Green, "Porch" behind the New Main Building

**Percentage basis of campus activity:**
**Day vs. Evening:**
1. 80% Evening
2. 20% Day

**We asked if any of the sign types currently used on the Campus project an appropriate image of the College:**
No

**We asked for examples of a highly effective campus wayfinding system:**
1. Stanford
2. Santa Clara University

**Characteristics that describe a vision of the future Campus:**
1. Green/Sustainable
2. Collegiate
3. Natural Garden
4. Oaks
5. Preservation/Views
6. Sprawling
7. Rustic/Wild
VEHICULAR GATEWAY & DIRECTIONAL MESSAGES
INDIAN VALLEY CAMPUS

LEGEND:
- VEHICULAR CIRCULATION
- SERVICE / FIRE
- MAINTENANCE
- PARKING LOT
- BUILDING ENTRANCE
- CAMPUS / VEHICULAR ENTRANCE
- SERVICE / FIRE ENTRANCE
- PROPERTY LINE
- VEHICULAR GATEWAY
- VEHICULAR DIRECTIONAL
- PARKING PERMIT MACHINE
- MAJOR VISITOR DESTINATION

Draft

Pool & Athletic Fields Parking

Campus Parking

Pool & Athletic Fields

Campus Parking

Pool & Athletic Fields