

# CENTRAL WASHINGTON UNIVERSITY

## 2010 Signage & Wayfinding Plan



*Your future is Central.*

# Table of Contents

1.0	Introduction.....	3
1.1	Purpose and Guiding Principles .....	3
1.2	Policies .....	3
1.2.1	<i>Official Building Names</i> .....	3
1.2.2	<i>Project Plaques</i> .....	3
1.2.3	<i>Memorial and Tree Plaques</i> .....	4
1.2.4	<i>Temporary Signs</i> .....	4
1.2.5	<i>Signage Lighting</i> .....	4
1.2.6	<i>Funding</i> .....	4
1.3	Assignment of Responsibility.....	4
2.0	Design Intent and Standards .....	5
3.0	City and County Planning Coordination .....	5
4.0	Signage & Wayfinding Elements.....	5
	Appendix A: Guidelines For Approval of Memorial Tree Plaques on CWU Campus .....	6
	Appendix B : Signage and Wayfinding Subcommittee Representation .....	7

FINAL DRAFT

---

## 1.0 Introduction

The Central Washington University (CWU) Master Plan is a comprehensive long-term plan for the facilities and campus grounds of the college. The plan establishes priorities for campus development consistent with University's Mission, Strategic plan and other current proposals. The Wayfinding & Signage Plan is a document to assist with signage and wayfinding on campus. The Signage and Wayfinding Subcommittee continues to review current and future policies. In any major project, this document should be referred to in conjunction with the current Campus Facilities Master Plan.

### 1.1 Purpose and Guiding Principles

The Purpose of the Signage and Wayfinding Plan is to establish formal university policies and procedures for the exterior and interior signage and wayfinding at the CWU Ellensburg campus. The fundamental principles of the plan are the following:

1. Guidelines shall adhere to the Campus Facilities Master Plan in developing a person-friendly garden university.
2. Guidelines shall, above all, further the central mission of Central Washington University -- emotional, personal, and professional growth of students from a variety of backgrounds.
3. Guidelines shall treat the campus in the context of the wider community and shall be an essential element of overall planning for the university.

### 1.2 Policies

The policy concerning the naming of all elements on campus is covered by the Honorary Naming of buildings and Other Major Memorials. "All naming opportunities will be approved by the President and forwarded by the President to the Board of Trustees for review. The Board of Trustees has the final authority in the naming opportunity." (CWUP 2-10-080). The Subcommittee has drafted a request to use the full, Board of Trustees approved, name on monument signs and abbreviated or common names on directional signs. The request is awaiting approval. All proposals for naming should be presented to the Development Priorities Committee appointed by the President (CWUP 2-10-080).

#### 1.2.1 Official Building Names

Official Building Names: CWU Policy 2-10-080 *Honorary Naming of Buildings and Other Major Memorials* covers establishing the names of university facilities (including buildings, recreation fields, gardens, plazas, etc.) as well as removal or change of name. An addition by the appropriate subcommittee should be considered to clarify when buildings are removed or functions relocated.

#### 1.2.2 Project Plaques

Project Plaques (also known as Building Dedication Plaque): CWU Policy 2-10-080 *Honorary Naming of Buildings and Other Major Memorials* also covers the approval of individual names to be placed on Project Plaques.

---

### **1.2.3 Memorial and Tree Plaques**

The facilities management guideline for the recommendations of memorial and tree plaques is for the requestor to contact the Campus Site and Development Committee. The Campus Site and Development Committee will review the request and forward a recommendation. Refer to Appendix A.

### **1.2.4 Temporary Signs**

In the future the Signage and Wayfinding Subcommittee will put forward a recommendation concerning the type and placement of temporary signs (ie., sandwich boards and signs taped in windows). The temporary signage issue is on the on the subcommittee's upcoming meeting agenda.

### **1.2.5 Signage Lighting**

Lighting of signs will be in accordance with LEED 2009 Dark Sky standards. Possible lighting for kiosk signs will be recommended as needed by the Subcommittee.

### **1.2.6 Funding**

Upgrades to wayfinding, including direction/kiosk signs, are to be supported by capital funds. When possible, new signage will be part of the associated project budget. For example, the self support housing budget has paid for all new dorm signage, consistent with the university's sign family (see section 2.0).

## **1.3 Assignment of Responsibility**

Implementation of the policies of this plan falls under the broad responsibility of the Vice President for Operations / Chief Financial Officer. The Assistant Vice President of Facilities Management is the administrative staff member most closely associated with realization of the plan, while the Signage and Wayfinding Subcommittee under the Campus Site & Development Committee is the appropriate advisory staff-faculty-student body.

The Subcommittee will continue to work with external agencies such as the City of Ellensburg and members of the university community will be directly and individually involved in signage and wayfinding recommendations as they take advantage of educational and recreational opportunities.

The Facilities Management Mapping Department will keep and update maps of the university's monument and directional signage.

---

## **2.0 Design Intent and Standards**

In 2006 a consultant was hired to provide the University with a sign family. A sign family maintains consistency and specifies a design and a standard for all signage and wayfinding on campus. CWU presented the sign family to the City of Ellensburg for approval. A City ordinance stipulates a permit must be obtained for each sign installed. CWU negotiated a single permit for all of campus. Future signage and wayfinding should follow the sign family selected by CWU. Specific details are included in the Design and Construction Guidelines (DCG).

## **3.0 City and County Planning Coordination**

Maintain coordination with City of Ellensburg and its municipal code and Facilities Management DCG.

## **4.0 Signage & Wayfinding Elements**

A basic means of unifying the campus signage is to use a consistent palette of elements. There are existing elements on the campus which, if adopted as a standard, would support the integration of the campus environment. A high level of detail and craftsmanship associated with proposed structures is critical as part of its implementation. For more specifics, refer to the DCG.

---

## Appendix A: Guidelines For Approval of Memorial Tree Plaques on CWU Campus

Campus Site and Development Committee shall be contracted for review and recommendation of proposal to the Vice President for Operations / Chief Financial Officer except in situations where time is of the essence. In those cases, this step may be by-passed with approval of the following

- A. Director of Facilities Planning and Construction (Building site clearance).
- B. Director of Business Services and Contract (Contractual obligation).
- C. Assistant Vice President of Facilities Management (Utilities and maintenance, specifics of tree and planting procedure).

### Criteria:

- A. Tree
  1. Tree species shall be compatible with Kittitas county environment and approved by Facilities Management Head Grounds Keeper.
  2. Tree shall be sufficient size (ie., minimum 1" caliper) and shape to fit location.
  3. Location alternatives shall be provided by Facilities Management Head Grounds Keeper.
- B. Marker/Plaque:
  1. Maximum dimensions shall not exceed 6" x 12".
  2. Design shall be distinguishable from class tree plaques.
  3. Plaque shall be designed to mount flush with surrounding ground contours.
  4. Plaque shall be mounted in a concrete base (design will be provided by Facilities Management).

### General:

- A. If available from stock on hand, Facilities Management may provide the tree at no cost to requestor. In cases where a tree is not available through Facilities Management, cost of tree shall be the responsibility of requestor.
- B. Memorial trees will only be considered for dedications in memory of individuals with present or past affiliation (ie., student, employee, or other service to the University).
- C. Dedication ceremonies shall be coordinated through the Scheduling Center and Facilities Management.

---

## **Appendix B : Signage and Wayfinding Subcommittee Representation**

Joanne Hillemann	Glen Bach	Matthew Cziske	Richard DeShields
Deborah Fouts	Bob Hendrickson	Judy Miller	Greg Poe
Bruce Simpson	Tim Stowe	Robert Tosch	Steve Waldeck
Becky Watson	Pam Wilson	Bill Yarwood	