

CIRCULATION AND PARKING PLAN

Circulation and Parking Plan for the University of Alaska Fairbanks

Fairbanks, Alaska
March 2004

Section 8

Signage and Way-Finding Plan

Signage and Way-Finding Plan



The Campus Master Plan identified a clear and cohesive signage and way-finding system as a needed improvement in the UAF circulation and parking system. This was underscored by comments to the web-based survey, and by members of the Fairbanks community who attended a meeting in April. Those who attended were nearly universal in their frustration with the confusion that they experience when coming to campus for special events or other activities. The absence of

clear signage was identified as the primary deficiency of the visitor parking system. This is the case for casual visitors during weekdays as well as special event visitors.

Several specific issues were identified through the above sources, or were observed in the field. For instance, many signs contain more information than drivers can safely read while maintaining prevailing travel speed. Also, the system lacks cohesiveness, characterized by the several different sign styles used to depict the same types of facilities, such as parking lots.

UAF had a signage plan developed by Biesek Design in late 2001. Signs are currently being prepared using the designs put forth as part of that plan. To supplement that work, a conceptual signage plan for UAF has been developed and is shown in Figure 13. The plan shows the following major elements, which are the most relevant to the circulation and parking system:

- A Visitors Kiosk is shown at the future Thompson Drive access.
- Gateway signage is shown at each of the five arrival/departure roadways to the campus.
- Vehicular Direction Signs are shown at major decision points for drivers.
- Parking Lot signs are shown at major parking areas. These are especially important at visitor parking locations.
- Trail head signs are included.

Other signage and way-finding plan elements include Trailblazer signs, which direct people from key locations in the community (e.g. the airport), building identification signs, and internal building circulation signs.

The signage plan should also include pedestrian directional signage and information kiosks. These are not identified in Figure 14 but should be included on major pedestrian routes or at locations where pedestrians change modes (shuttle stops or parking lots). Pedestrian information signage was incorporated in the Yukon Drive concepts in Figures 8, 9, and 10.

UAF should adopt and implement a uniform signage style for a comprehensive signage and way-finding system. Signage for parking should incorporate color-coding that identifies staff, student, economy, and visitor parking, consistent with the proposed parking management plan.

In general, the priority should be placed on helping visitors to campus. A Visitors Kiosk at the future Thompson Drive access roadway would be convenient for most visitors coming to campus through this main entrance. The following locations are frequent destinations of visitors to campus:

- Fine Arts Complex/Wood Center
- Signers' Hall
- Patty Center/SRC
- West Ridge
- Museum
- Georgeson Botanical Gardens
- Mather Library/IARC

Wherever possible, *changeable signage* should be provided at frequent event venues that are used for specific, frequently changing events. Examples are SRC/Patty Center, Wood Center, and the Fine Arts Complex.

Figure 13: Signage and Way-Finding Plan

[\(larger map\)](#)

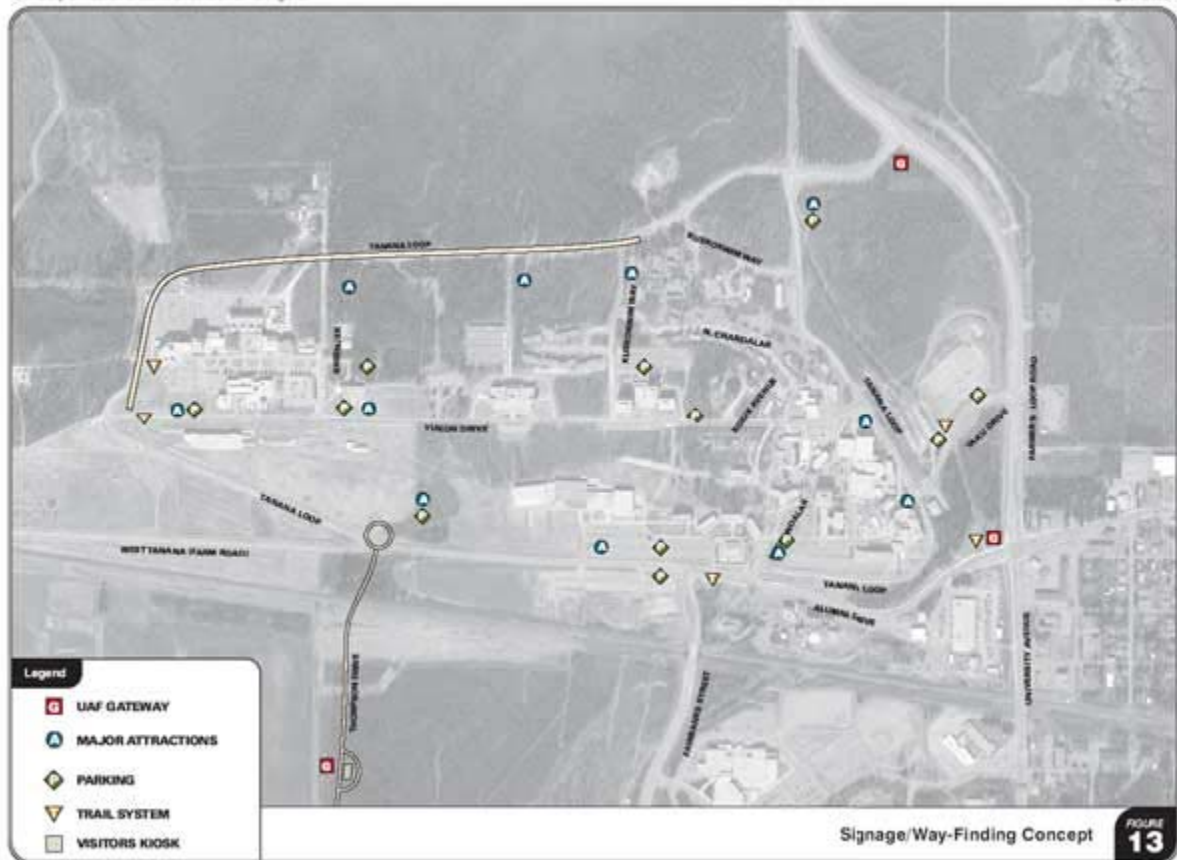


FIGURE 13

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