

Campus Signage Task Force (CSTF)

Meeting Minutes

December 9, 2020

Present: Amy Koehler (chair), Monica Hall-Woods (co-chair), Todd Clements, Andrea Compton, Lindy McGuire, Jay Scherder
Ken Bray and Rich Waligurski (consultants)

Next meeting: January 7, 2021, 2:30 pm on Zoom (link to be provided via email)

1. Background Information

Original Signage task force (2013-2016) studied and made recommendations related to campus signage for vehicular and pedestrian traffic. They developed their final report in 2016. The Campus Learning Environment Committee (CLE) convened in 2018-2019 and re-investigated the final report, as some of the recommendations from the Signage Task Force were in the process of being implemented, and the issue of wayfinding, directions, building names and signage were a priority for the CLE. In early 2019, the CLE provided an update to the President's Council on building names and signage on campus as it relates to the campus learning environment. There were several observations and recommendations from both of these groups that will assist in the objectives of this task force:

- 1) Content of existing signs – confusing, too much information; too small and difficult to see; placement is difficult for visibility
- 2) Color scheme of existing signs - blue/gray is difficult to read, lacks visibility and ADA/universal design compliance, and does not fit with current branding
- 3) Lack of strategic placement of signs – wayfinding is a problem for new campus members and community at large (theater-goers, athletic teams, job applicants, etc.)
- 4) Lack of ADA compliance/Universal Design – current signage is not compliant and development of future signage should be deliberately inclusive
- 5) Building names – currently do not reflect functions of the buildings, causes confusion for campus and community members. It was suggested to the CLE to propose renaming buildings by number or letter, and include designatory names of buildings where appropriate.
 - a) There are current buildings with designatory names (Paul and Helen Schnare library, Donald D. Shook Fine Arts Building with the Shook Fine Art Theater, John M. McGuire Humanities Building, Daniel J Conoyer Social Sciences Building) which should be maintained.
 - b) The CLE proposed to use the term Hall or Center for buildings with existing designatory names in addition to letter or number designation (i.e. Donald D. Shook Performing Arts Center).
 - c) Board Policy exists on donation requirements to rename buildings. Therefore, other buildings with no designatory name should only be named by letter or number. These would be available to donors who wish to designate a building in their name.

- 6) Additional recommendations from CLE
 - a) Directional signage must be provided to assist wayfinding not only for campus community, but the community at large (ex: athletic fields)
 - b) Interior building signs, like directories, in vestibules and entry-ways to read at-a-glance for wayfinding
 - c) QR codes to assist in navigating the campus as well as inside buildings
 - d) Safety/visibility must be considered, as well as compliance

2. Proposition CC information

Three million dollars have been allocated to campus signage, which will include a 5-10% contingency. Minutes will be posted on the webpage (https://www.stchas.edu/lp/prop_cc/) and meetings may occur weekly. The task force may be working for 2.5-3 years depending on projects. The task force will decide on the overall goals for signage on campuses, needs for construction, and work within a time frame. The task force will take proposals to President's Council and provide updates to the Board of Trustees.

- 1) Money from the 3 million budget will be used for two LED signs to be placed on the corners of Mid Rivers Mall Dr and Cottleville Parkway and on the corner of Mid Rivers Mall Dr and Ohmes Road.
 - a) Renderings have already been complete
 - b) Cost is estimated at \$250K each
 - c) Gone out for bid on 12/8; bids are due back on 1/5, Board recommendation due on 1/25
 - d) Additional LED sign for CHL campus will be determined after bid comes back to determine cost

3. Discussion

- 1) Jay suggested the need for replacing pole banners on campus, as many are in poor condition. The task force should consider where they should be placed, how many are needed, and what should they say? Cost should be about \$4K-6K and some hardware can be reused, will need to rent cherry picker to install. Suggestions included:
 - a) More substantial branding
 - b) Program-related banners near program-specific buildings/parking lots
 - c) Mission, vision and values statements
 - d) Logo and tag-line

Andrea asked if we can remove old tattered banners, Ken stated they are in the process of doing so with a lift for light changes.

- 2) Andrea asked if building names can be placed on the buildings themselves, as it was previously stated that the architect of the buildings requested no signs physically on the buildings. Ken and Rich were not aware of any issue.
- 3) Rich and Todd mentioned issues with police, ambulance and firefighters having issues with finding specific buildings when coming to campus. Bob Ronkoski has been working on street

addresses for buildings, as our streets have specific names. Further discussion occurred regarding the need for consistency in naming buildings, identifiable street signs and how to address buildings so they can be found on Google maps.

- 4) Discussion on weakness of current signs included problems with contrast, even with current logo where the gray color blends into the background. Jay was ok with using solid colors only within the branding color palette to make things bolder and more visible to the user.
- 5) Wayfinding signs should be able to be updated or changed as needed. The current café and bookstore building will be referred to as the CBS building until the building officially changes over to the science labs. It was requested that the current sign wayfinding to the bookstore at the CBS be removed or covered to prevent frustration for our students and their parents.
- 6) Jay reported that current monitors on the main campus will be having a software update that will allow better options for personalizing displays in each building. This customization will assist in providing specific information in specific areas. He hopes to be able to have a couple of the monitors in the Plaza Bistro to do this in addition to those projecting cable TV.
- 7) Andrea suggested naming or designating sidewalks or pathways to assist students with wayfinding
- 8) QR codes were discussed regarding where they are going to be placed, how will they assist students. There was initial discussion about having these inside buildings to assist students finding classrooms and provide virtual tours.
- 9) Amy proposed to check on information about ADA compliance with signage, as much has been done in hospital settings. Architect should have this information. Andrea has provided information on universal design:
 - i) This is the main UDL website and what we use when we're working on universal design for course development - <http://udlguidelines.cast.org/>. There is actually an intro to UDL session scheduled during in-service.
 - ii) National Disability Authority – Signage Design - <http://universaldesign.ie/Products-Services/Custom-Communications-Toolkit-for-the-Public-Service-A-Universal-Design-Approach/Written-Communication/Signage-Design/>. This site covers quite a bit of what we talked about in today's meeting.
 - iii) Wayfinding & ADA Signage - <http://www.fefpa.org/pdf/Winter2012/Wayfinding%20&%20ADA%20Signage%20Creative%20Sign%20Designs.pdf>. This covers interior and exterior signage and is a lot of slides, but it is a quick read (lots of pictures).
 - iv) Universal Design for Signage Intro - <https://www.youtube.com/watch?v=hjmch2W5vQ>. This video gives a good overview.
 - v) The 7 Principles of Universal Design | Ed Roberts Campus - <https://www.youtube.com/watch?v=G-tHuD7R8cs>. This is a really good video on building universal design and is referenced in multiple sites I saw. It covers signs as part of the architecture of the building itself.
 - vi) Wayfinding Design: Hidden Barriers to Universal Access - <http://ocean.otr.usm.edu/~w135249/pdf/wayfinding.pdf>.
- 10) Rich requested 4-5 bullet points of objectives for the website from Amy and Monica
- 11) Rich and Jay recommended the task force develop priorities for the signage on campus, start working on QR codes, and review the RFQs of the architect/engineer firms while waiting on the LED sign costs.

4. Action Items

1. Review RFQs and decide which architect/engineer firm we recommend
2. Investigate what signage looks like on other campuses, what do we want our signs to look like on campus – on/outside buildings, inside buildings, directional/wayfinding signs, monitor signs that can be easily update/changed, QR codes
 - a. Jay's group can start working on designs right away
 - b. Consider ADA compliance and universal design in lettering, contrast, placement so we are prepared
 - c. Todd emailed if we have an inventory on current signage and if not suggested a site analysis.
3. Building names – should we use letters or numbers; update on building addresses and identifiable street signs.
4. Banner replacement can start by removal of damaged banners, propose what banners should look like and where they should be placed

5. Meeting adjourned – next meeting January 7, 2:30pm