Pathway Goal: Community Partnerships

Action Item #
N/A

Report:
☐ Mid-Year: December 2016
☒ Year-End: April 2017

Action Item Description:
To enhance the image of UNLV through internal and external signage and wayfinding.

Submitted By:
Name: Kyle Kaalberg
Department: Office of the President

Working Group Members:
Name: Vince Alberta
Department: University Communications

Allan Breese
Facilities

Jennifer Gray
Student Affairs

Katie Humphreys
Registrar

Jennifer McCarthy
Space Management

Provide a written overview of the year-long process for your working group.

Assessment of needs

Determination of Areas of Focus/Group Charge

Administered a survey to gather input from campus constituents regarding current UNLV signage/wayfinding issues

Investigating current signage and wayfinding

Recommendations
2016-17 Accomplishments

Committee designed and created signage to enhance campus and wayfinding for the Presidential Debate held at UNLV on October 18, 2016. Following the Debate, the committee was split into two separate subcommittees as part of the Top Tier initiative: Campus Signage and Wayfinding.

Recommendations

The two committees have been separated with specific charges. Campus Signage will now focus on the upcoming 60th Anniversary Celebration. Wayfinding information is under a separate report.

2017-18 Next steps

- What should the goals / activities be for the subcommittee?
- Who should be responsible?

The UNLV Campus Signage Committee seeks to maintain consistency across campus; follow brand standards; prevent damage to surfaces, signs, trees, and landscaping; as well as consider the general safety of campus. Signage placed in campus-wide outdoor spaces will need to be approved through the Campus Signage Committee. This includes signage placed on campus grounds or on the outside of buildings facing the campus. Once initial approval from the Committee is obtained, all designs must be approved by Craig Granger, Creative Services Director (craig.granger@unlv.edu), and the designs developed through Reprographics to ensure that brand guidelines are followed. All proposed signage requests must have an approved funding source, and Campus Signage does not have an operating budget.

The charge for Wayfinding (during 2016-17) was to investigate the current campus wayfinding and develop a plan which would greatly improve wayfinding, making UNLV a friendly and safe campus. Under the direction of Phillip Zawarus, School of Architecture, his seminar class tackled this issue during the spring of 2017 and prepared a final report to be shared during summer 2017.

Please review the list below and “X” the appropriate box(es).

- Potential resources required
- Any reports generated by this working group
  - *ad hoc Committee on Signage Initial Report*
  - *UNLV Campus Signage Request 4.17.17*
- Metrics to be used
- No additional reference material

Any additional information you wish to share.
Committee Membership:
- Kyle Kaalberg, Chair
- Vince Alberta
- Allan Breese
- Jennifer Gray
- Katie Humphreys
- Jennifer McCarthy

Processes:
- Assessment of needs
- Determination of Areas of Focus/Group Charge
- Administered a survey to gather input from campus constituents regarding current UNLV signage/wayfinding issues
- Investigating current signage and wayfinding
- Recommendations

Committee Areas of Focus:
1. Very External Signage
   a. Directional signage from the I-215, I-15, and major streets
2. External Campus Entrance Points
   a. Perimeter of campus
      i. Entrance points to campus
      ii. Any signage that indicates the campus presence
3. Internal Campus Signage
   a. Utilization of logo
   b. Directional signage
   c. Buildings/Signage (names/abbreviations)
      i. Matching buildings to signs in front of buildings to wayfinding
   d. Map kiosks
   e. Banners/longer-term temporary signage
      i. Locations
      ii. Hanging
4. Wayfinding
   Issues related to an influx on individuals who are not familiar with campus and are trying to navigate their way around
   a. Signage that can be utilized during the week of the debate
   b. Wayfinding app
5. Entrance/Evening Signage
   a. Examining campus, particularly the areas nearer Thomas & Mack, and how they look at night (relative to media air time)
Recommendations:

Very External Signage (#1)
- No recommendation at this time due to time constraints.
- This item is recommended to become part of long term planning, such as Top Tier or the Campus Master Plan.

External Campus Entrance Points (#2)

**SW Corner – Campus Presence**
- UNLV’s presence needs to be made known as traffic is exiting the airport (SW corner of campus in the Thomas and Mack Center parking lot).

**Caesar’s Fountain**
- The “Caesar’s Fountain” needs to be renamed so it is no longer labeled Fountain; otherwise, it needs water. Being a desert, we would recommend renaming and possibly planting desert plants, if appropriate.
  - Vince to check with Scott Roberts regarding donor/changing wording.
  - Allan’s shop can make recommendations and execute once approval has been obtained.

Main Campus

**Entrance Signage**
- There are several campus entrance points with a large UNLV marker (see Photo A). These signs/markers do not contain the correct UNLV logo. These need to be refreshed.
- A permanent and more modern structure could be installed. Planning and Construction has such a design and the approximate costs are $60,000 (see Photo B).

**Perimeter/Entrance Banners**
- The perimeter, or entry points, could have large sail banner type flags with the UNLV logo.
- Purchase 10’ flags on a 18 foot pole, using a ground stake base
- Prices range from $200 - $350/each
  - 10’ sail banner starts at $270.00 (30”w x 119”h; graphic area 29”w x 119”)
  - Pole: 18’ with 8’ clearance to the base of the flag, making it difficult to steal/vandalize.
  - See photos C and D.
Internal Campus Signage (#3)

While this ad-hoc committee was composed due to the Presidential Debate, the scope of signage is a very complex issue and will involve much time and require significant resources. Therefore, it is suggested to expand the committee and make it part of long-term planning, such as part of the Campus Master Plan or Top Tier so that we can work towards this over the next several years. In order to have fresh eyes and a uniform assessment, it was deemed that a practical starting point would involve a company that specializes in signage and wayfinding needs.

GCW Engineers/Surveyors supplied a quote to document and evaluate signage at UNLV. Their work would involve

a) documentation of the existing signage assets on campus and location and messaging found on external and very external locations, and
b) developing a comprehensive plan to link arrival locations to destinations within the campus boundaries.

From this information (completed work) from GCW, the committee would have a baseline, and then would need to develop a plan to address the needs identified on campus as part of our long-term plan.

The quote has been referred to the President Jessup and Special Counsel Nancy Rapoport as part of Top Tier, and the committee is awaiting their response.

Should this go forward, the Committee would need considerable expansion. Planning and Construction would be essential in terms of working with architects, and Planning and Construction, Facilities, and Space Management would be essential in terms of seeing projects through to completion. Other individuals/departments should also be included to develop a systematic approach to resolving signage and wayfinding issues, as well as ways to utilize existing campus resources (i.e., Architecture, Engineering, CSUN, GPSA). At this time, the focus is on the Maryland Campus only.

Areas involving internal campus signage that can be addressed are listed below.

**Utilization of Logo (#3a)**
- The UNLV logo needs updated on numerous marking on campus, including, but not limited to:
  - entrance signs,
  - wayfinding signs, and
  - trash cans.
- See photos E, F, and G.

**Directional Signage (#3b)**
- Needs refreshed, including updated logo.
- See photo H.
Buildings/Signage (#3c)  
- Needs refreshed.  
- See photo I.

Map kiosks (#3d)  
- Needs refreshed.  
- See photo J.

Banners/Longer-term Temporary Signage (#3e)  
- 36 flags purchased by University Communications ($4,000).  
- To be hung in the main “square” corridor of the UNLV campus on the light poles.  
  o SU to PAC to MPE to LLB to SU  
- Allan Breese to determine process to hang and remove.  
  o Could cost $3,000 but Allan to check with Gerry to see if charges will be waved due to debate-related activity.  
- Timeline: hung in place by August 1, 2016.

Wayfinding (#4)  
- A survey was conducted (targeting Ask-Me Booth volunteers and sent via UNLV Today to campus) (see appendix A).  
- Wayfinding survey results:  
  o 82% of respondents are staff with 49% of these staff working over six years on campus.  
  o Key areas identified for attention and improvement include:  
    i. Stan Fulton area,  
    ii. Cottage Grove area,  
    iii. Harmon/Maryland cross street area, and  
    iv. Swenson/Harmon cross street area.  
- Summary  
  i. Revise building names and codes/abbreviations to be more cohesive, consistent, and easily understood.  
  ii. Add more parking signage.  
  iii. Update all campus maps.  
  iv. Add lights around building names.  
  v. Consider developing zones to help with wayfinding.
Wayfinding (#4a)

- Temporary signs can be made and posted days leading up to the debate. While these will be useful, they need to be designed carefully so they are aesthetically attractive.
  - 9” x 12” laminated and foamcore mounted
    - Applications: Destination, marker, room assignment, wayfinding
    - Fastening: zip tie, double sided tap
    - Price Range: $1.50 - $3.00/each
  - 12” x 18” laminated and foamcore mounted
    - Applications: wayfinding, location marker, information
    - Fastening: pole/stake for yard sign, wall mount, bulletin board
    - Price Range: $2.50 - $7.50/each
  - 22” x 28” laminated and/or mounted
    - Applications: wayfinding, directional, location marker, informational
    - Fastening: a-frame taped, a-frame slotted, wall mount
    - Price Range: $10.00 - $18.00/each

Wayfinding (#4b)

- Current applications (apps) exist, but designing a new app that is more modern is not feasible (difficulty finding a person who has this knowledge to fill the position)
- Redesign current app – in order to flag the major events buildings hosting major events.

Entrance/Evening Signage (#5)

- Building Gobos/Lighting – follow the trail of nursing and use a gobo/setup structure
  - Nursing (Kevin) open to light being utilized from August through Debate
  - Estimated costs for light, facilities, gobo, and incidentals: $7,500
  - Kevin to have gobo designed; UComm to pay for cost of gobo
Other Thoughts

• Website
  • Website should have directions/maps focused on debate activities.

• Posters
  • Developed and hung. University Communications paid for these.

• TV Monitors
  • Vince to determine how these can be utilized for debate promotion.
  • Vince to find out process by which these are managed.
    o OIT currently manages (took over from Engineering 18 months ago).
    o U Comm (Joe Winton) to be more involved with management once phase 1 of website redesign is launched.

• Main Phone Line
  • How will these individuals be prepped for debate calls?
  • May be necessary to engage Michael Lawrence/Telecom.
APPENDIX A

VISUAL AIDS

Photo A: Current Entrance Signage

Photo B: Possibility for Modernized Entrance Signage
Photo C: Sail Banner Flags Information

Photo D: Sail Banner Flags (perimeter/entrance points)
Photos E, F, and G: Examples of signage where logo needs updated.

Photo H: Example of directional signage needed refreshed.
Photo I: Signage that needs refreshed.

Photo J: Signage that needs refreshed and updated.
In your experiences driving to and from campus, walking around campus, and giving guidance and direction to others who ask, how would you describe getting around campus?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is really easy to get around campus</td>
<td>0.064516129</td>
<td>4</td>
<td>6%</td>
</tr>
<tr>
<td>It's easier to get around campus now that I've been here for a little while</td>
<td>0.693548387</td>
<td>43</td>
<td>69%</td>
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<tr>
<td>Sometimes I still feel lost!</td>
<td>0.177419355</td>
<td>11</td>
<td>18%</td>
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<tr>
<td>Other</td>
<td>0.064516129</td>
<td>4</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>62</td>
<td>100%</td>
</tr>
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</table>

**Qualitative Answers Summary**
- UNLV website x1
- maps need to be updated x3
- cohesive maps with correct corresponding codes x1

What is the most frequently asked question you are asked about getting around campus?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Can you drive through the campus?</td>
<td>0.048387097</td>
<td>3</td>
<td>5%</td>
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<tr>
<td>Where is parking?</td>
<td>0.322580645</td>
<td>20</td>
<td>32%</td>
</tr>
<tr>
<td>Where is the Student Services Complex?</td>
<td>0.241935484</td>
<td>15</td>
<td>24%</td>
</tr>
<tr>
<td>Where is FDH?</td>
<td>0.064516129</td>
<td>4</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>0.322580645</td>
<td>20</td>
<td>32%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>62</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Qualitative Answers Summary**
- Parking (including permits, free) x4
- Codes vs Names x4
- Student Union x2
- Admissions x2
- Food x1
- Ham Hall, Bookstore, SSC, CBC
- Athletic Complex, Thomas & Mack
- SEB, BEH, WRI, WHI
How easy is it to find UNLV from the highways and roads (I-15, I-215, Tropicana Boulevard, Maryland Parkway) in the Las Vegas valley?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
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<tr>
<td>Very easy</td>
<td>0.2222222222</td>
<td>12</td>
<td>22</td>
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<tr>
<td>Easy</td>
<td>0.4444444444</td>
<td>24</td>
<td>44</td>
</tr>
<tr>
<td>Not so easy</td>
<td>0.314814815</td>
<td>17</td>
<td>31</td>
</tr>
<tr>
<td>Difficult</td>
<td>0.018518519</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
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<td>54</td>
<td>100</td>
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</table>

Are entry points to the campus easy to see and read? Is there any spot on campus that needs more direction?

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<thead>
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<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>0.6666666667</td>
<td>36</td>
<td>67</td>
</tr>
<tr>
<td>No</td>
<td>0.3333333333</td>
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<td>33</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54</td>
<td>100</td>
</tr>
</tbody>
</table>

Please list any areas you've noticed that need more direction:

**Qualitative Answers Summary**

- All entry points need more substantial, clear and robust signage
- Stan Fulton/Cottage Grove x13
- Maryland/Harmon Aves x11
- Building codes/abbreviations or spelled out need fixed to be consistent x9
- Swenson Intramural Fields entrance x7
- More parking signs x4
- Trop & Wilbur intersection, by Dayton Complex x3
- West side of campus is NOT accessible by car from Maryland Via GPS directions.
- T&M Way should have signage/possible farther down Tropicana in both directions.
- Flamingo/Cambridge
- Thomas and Mack south and west entrances
- Ham Hall
Have you noticed signs that are incorrect, out of date, or that need to be updated?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>0.320754717</td>
<td>17</td>
<td>32%</td>
</tr>
<tr>
<td>No</td>
<td>0.679245283</td>
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<td>68%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>53</td>
<td>100%</td>
</tr>
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</table>

Please list any signs you’ve noticed that need to be corrected or updated:

**Qualitative Answers Summary**

- all campus map signs x4
- Central Desert Complex signs x2
- Directories infront of the SSC building and library x2
- SSC - A, B and C x2
- GUA, RLL missing from maps
- correct/new UNLV logo
- Paradise campus signs
- BEH/Pida Plaza signs
- all campus directory signs
Considering day time and night time, would you make any changes to signs or directions on campus?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
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<tr>
<td>Yes</td>
<td>0.634615385</td>
<td>33</td>
<td>63%</td>
</tr>
<tr>
<td>No</td>
<td>0.365384615</td>
<td>19</td>
<td>37%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>52</td>
<td>100%</td>
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</table>

Please list any changes you would make:

**Qualitative Answers Summary**

Brighter, light up signs, more light around signs x12
Add more maps, and make campus maps or building signs all lighted.
Add signage (like "you are now entering the UNLV campus"
and maybe create zones or other listings so people know which
buildings they are near.
Change color combo of signs - many are white letters on gray
background and aren't as well lit at night.
Add blinking lights to signs at cross points like near Library, SSC/Wellness area and so forth
More lighting in the area between CEB and TBE on a Friday
night after dark is pitch black and dangerous.
More lighting near MPE. Hardly any cops and lighting there at
night. Scary to walk around campus.
Sign for cottage grove parking garage
Main entrance and information booth
Thomas and Mack is good as a central landmark, since it lights up at night

10. Please list any additional comments regarding way-finding and signage that you would like:

**Qualitative Answers Summary**

It will be best to have ask me booths set up for our guests
Make signs larger, more visible x2
More signage for Visitor Parking x2
Consider splitting the campus into zones to make campus
maps easier to negotiate. Also consider having an "information
kiosk" in each zone where there is campus information. It
doesn't have to be staffed, but it can be an area where people
walking around the campus could find information, get
directions, or meet groups.

Have a version of the map organized by building number.
Have many more directories throughout the campus and keep
them maintained. Have signage about the map application that
can be downloaded on a phone.

The main issue is knowing what entrance to use to get to the
right part of campus, so maybe signage at the entrances
showing if you are wanting building x, y, z use this entrance
and etc. Most people will enter at harmon and maryland come
into the student union or iam and ask for a building that is
clear across campus that they could have used an alternate
entrance that is closer to their destination.

Add points of reference on campus that would match maps.
Update the website and show the closest parking to each
building to help our guests who have limited mobility
We need VERY clear directions for our visitors who have handicapped decals
Maryland Parkway is a nightmare. People walking across, cars
cutting through traffic, etc. I would have non-locals avoid
Maryland at all costs.
Please indicate your role on campus:

<table>
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<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
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<tbody>
<tr>
<td>Student</td>
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<td>8%</td>
</tr>
<tr>
<td>Staff</td>
<td>0.823529412</td>
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<tr>
<td>Faculty</td>
<td>0.098039216</td>
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<tr>
<td>Total</td>
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How many years have you worked on or attended campus?

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<tr>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
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<td>1-3 years</td>
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<td>31%</td>
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<tr>
<td>4-6 years</td>
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<td>20%</td>
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<td>more than 6 years</td>
<td>0.490196078</td>
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<tr>
<td>Total</td>
<td>0.490196078</td>
<td>51</td>
<td>100%</td>
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</table>
Signage located on the UNLV campus for the 60th Anniversary Celebration is intended to enhance the perception of the University and generate a sense of pride and collaboration among faculty, staff, students and all relevant external constituents.

The UNLV Campus Signage Committee seeks to maintain consistency across campus; follow brand standards; prevent damage to surfaces, signs, trees, and landscaping; as well as consider the general safety of campus. Signage placed in campus-wide outdoor spaces will need to be approved through the Campus Signage Committee. This includes signage placed on campus grounds or on the outside of buildings facing the campus.

Once initial approval from the Committee is obtained, all designs must be approved by Craig Granger, Creative Services Director (craig.granger@unlv.edu), and the designs developed through Reprographics to ensure that brand guidelines are followed.

All proposed signage requests must have an approved funding source. The Campus Signage Committee does not have any budget allocations. Set-up and removal costs are also the responsibility of the division/department/unit initiating the request. Set-up and removal may not be completed by an outside contractor.

The Campus Signage Committee will meet to review requests on the following dates:

<table>
<thead>
<tr>
<th>Signage Request Form due by 11:59 PM on</th>
<th>Request Reviewed by Committee on</th>
<th>Follow-up and response from the Committee by</th>
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<tbody>
<tr>
<td>Monday, May 15</td>
<td>Wednesday, May 17</td>
<td>Monday, May 22</td>
</tr>
<tr>
<td>Monday, June 26</td>
<td>Wednesday, June 28</td>
<td>Monday, July 3</td>
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<tr>
<td>Monday, July 24</td>
<td>Wednesday, July 26</td>
<td>Monday, July 31</td>
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<tr>
<td>Monday, August 7</td>
<td>Wednesday, August 9</td>
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<td>Monday, August 21</td>
<td>Wednesday, August 23</td>
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<td>Monday, November 13</td>
<td>Wednesday, November 15</td>
<td>Monday, November 20</td>
</tr>
<tr>
<td>Monday, December 11</td>
<td>Wednesday, December 13</td>
<td>Monday, December 18</td>
</tr>
</tbody>
</table>

For questions, please contact Craig Granger, Creative Services Director, craig.granger@unlv.edu
Individual divisions/departments/units are responsible for all costs including design, production, set-up, and removal. Do you understand that you are responsible for any and all costs associated with set-up and removal? (Y/N)

Do you have a funding source for your signage? (Y/N)

Who will be responsible for setting up and removing the proposed signage? (Note: You may not use an outside contractor)

Submitter Information (Primary Contact)
First Name:
Last Name:
UNLV Division/Department/Unit Name:
Address:
City:
State:
Email:
Phone Number:

The Primary Contact is: (drop down list)
(academic faculty, administrative faculty, classified staff, student)

Secondary Contact
First Name:
Last Name:
UNLV Division/Department/Unit Name:
Address:
City:
State:
Email:
Phone Number:

The Secondary Contact is: (drop down list)
(academic faculty, administrative faculty, classified staff, student)

How does the proposed signage relate to the UNLV 60th Anniversary Celebration?
Who will create the proposed signage?
Identify the type(s) of signage and number(s) to be produced.
Identify specifics for the signage you would like to create, including materials, size, colors, and markings.
Please attach renderings.
Identify the proposed location(s)
Identify the proposed dates the signage will be set-up and removed.
Other relevant information:
Checklist:

_____ Submit online request to Campus Signage Committee

_____ Obtain approval from Campus Signage Committee (see meeting schedule)

_____ Obtain approval from Purchasing (for items more than $24,999)

_____ Reserve space for signage display, as necessary
    Student Union & Event Services (campus green spaces) 895-4449

_____ Submit concepts and/or designs to Craig Granger, Creative Services
    Director, craig.granger@unlv.edu, for approval and to begin design and
    production processes

_____ Ensure that you have storage arranged for the times when the signs are not being utilized

_____ Coordinate set-up and removal at appropriate times:
    Student Union & Event Services – 895-4449
    UNLV Facilities Management – http://iservicedesk.unlv.edu/