

EXTERIOR WAYFINDING

As the campus grows from its simpler but effective original campus design, and continues to expand in various directions, wayfinding (the art and system of finding your way in and around campus) becomes increasingly paramount and needs to be incorporated. The strategic placement of artwork, special building features, and landscape features can all help establish landmarks that serve as reference points and orientation for people giving direction or people finding their way.

The origins of the campus and relatively small size has allowed a simple and informal means of signage and building identification. As the campus has recently begun growth outward in varying directions, finding a particular building is becoming an increasing challenge for visitors, new students, new staff member, older alums, and summer guests. Add to that the fact that most buildings are approached from any side, and confusion and frustration can mount.

A new system for building identification should be developed to mark the primary building entrances and destinations for people unfamiliar with the campus. This should include some graphic and material standardization from building to building; in some instances, additional features should be developed to establish the presence of major entrances. An example is the Dana/ Palamountain Hall building entrance to Gannett Lobby from the parking lot; a destination day or night for public events, the expanse of parking, low illumination, and subdued point of entry do not appropriately establish and reinforce this as a primary public entrance or "front door" to the campus. The parking lot entrances to Case Center, the current Dance Center, and the Sports Center are examples of other "lost" points of entry that need to be addressed.

The main entrance on North Broadway has a wonderful identification with the college sign and varying landscaping. The college's identity and welcoming invitation should also be present at other key public entrances or intersections: the proposed median on North Broadway, the Third Street pedestrian entrance at Murray Park, the intersection at Clement and Clinton Streets, the existing Clinton Street Entrance, and the proposed Clinton Street entrance.

SITE LIGHTING

Site lighting performs both a safety function as well as an opportunity to support and highlight the issues noted above. A continuation of the current standards should extend into the new areas and opportunities should be identified for lighting to reinforce the points of entry and gathering at primary locations around campus.



Dana/ Palamountain Entrance



Case College Center



Dance and Sports Centers