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UNIVERSITY of ROCHESTER

University of Rochester
Exterior Signage & Wayfinding Master Plan

Schematic Design II

September 12, 2011

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Introduction

1.1

Our research mission continues to expand, the Medical Center continues to be a leader in medical education and cutting edge health care delivery, our academic standings continue to rise leading to more demand for our services regionally, nationally and globally."

Joel Seligman
President, University of Rochester

"Jefferson's academical village joined knowledge, daily living and the exchange of ideas with a spacial form in which these activities could occur. A university is fundamentally about the interwoven character of people and place, not one or the other, in an inticate social, cultural and institutional fabric."

Adam Gross
Ayers Saint Gross

"The concept of One University – One Plan builds on ideas of connectivity of interdisciplinary study and research. A comprehensive plan for the University of Rochester is built on a well connected, coherent and welcoming campus with a strong sense of place."

Kevin King
Ayers Saint Gross

From its multiple campuses the University of Rochester serve the greater Rochester metropolitan region with a growing student body of more than 9,300 students.

The University of Rochester is a highly selective institution that has earned national recognition for its commitment to excellence. Founded in 1850, Rochester has become an exemplar of the best in public higher education and is consistently acknowledged as one of the top-tier research universities in the nation.

Cloud Gehshan Associates was retained by the University to prepare an Exterior Signage and Wayfinding Master Plan, which will identify signage and information needs. The Master Plan and will provide recommendations and a foundation for the eventual design and implementation of a wayfinding and information system for the campus.

Plan Intent

This master plan establishes guidelines for the development and implementation of a systematic network of identity, orientation and informational elements at The University of Rochester. It includes observations and recommendations for the wayfinding strategy, sign system components, operational policies and "non-sign" elements that comprise a comprehensive wayfinding system.

Stakeholder involvement

Over a period of several months, CGA documented existing conditions related to signage and collected information from a wide range of individuals including staff, faculty and students.

Documentation of the findings included photographic documentation of existing conditions, field observations of University operations, surveys, interviews and videotape of major approach routes to the campus.

The following groups have participated in workshops and given their time and input to make this signage and wayfinding plan inclusive and comprehensive:

- Advancement
- Alumni Relations
- Athletics
- Eastman School of Music
- Facilities
- Faculty
- MAG
- MC—Schools
- MC—SMH Visitor/Patient Services
- Parking Services
- RC Admissions and Student Affairs
- RC Students
- River Campus
- Special Events & Conferences
- Steering Committee
- University Security

Many thanks to the dedicated students and staff of the University of Rochester for their assistance and invaluable information and to our always helpful and supportive colleagues at Ayers Saint Gross Architects and Planners.

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Existing Conditions Analysis

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Vehicular: Approaches

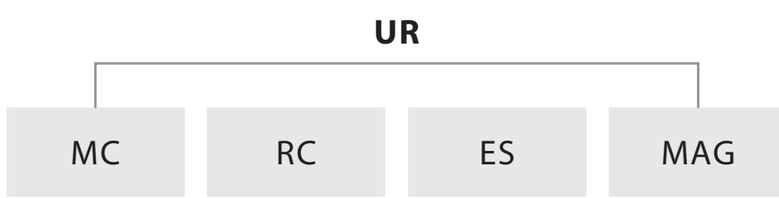
2.2

Issues

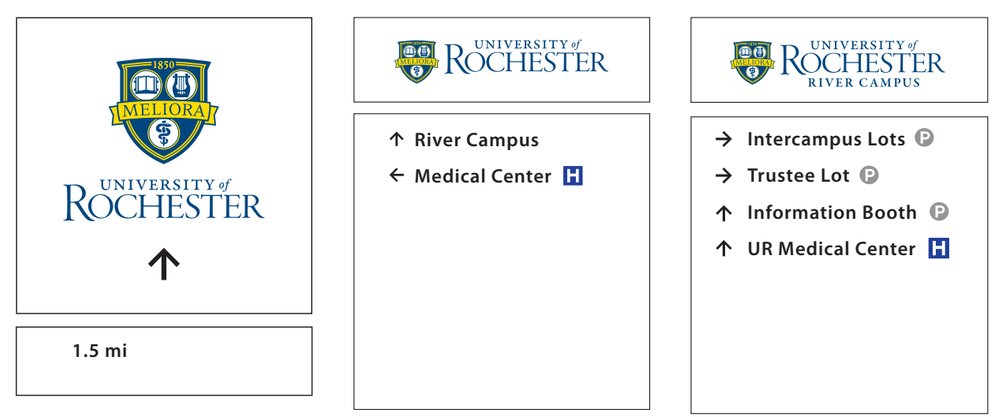
- Incomplete trail of signs from highway to Elmwood entrances
- Existing trailblazers do not provide distance information
- Overlapping trailblazers for Medical Center and River Campus add to identity confusion and excess signs

Opportunities

- Add trailblazers along major routes from 390 exits to University & Medical Center
- Trailblaze to specific campuses
- Include distance information
- Use a "combination trailblazer" with the University of Rochester and the blue “H” hospital symbol along common routes
- Trailblazers continue to farthest destination
- Where multiple messages are required use a small vehicular directional with two messages
- Vehicular destination signs within each campus



University of Rochester Campuses



Off-campus Vehicular Trailblazers | Off-campus Vehicular | On-campus Vehicular

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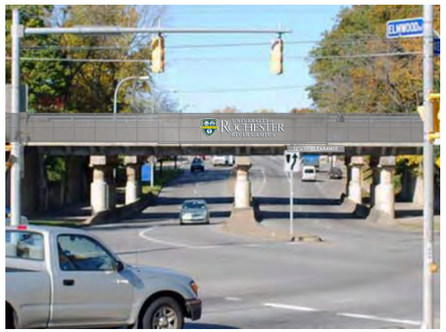
Vehicular Arrival: Gateways & Entrances

2.3

Issues	Opportunities
• Understated, almost invisible entrances north and south • Existing gateway is not visible from Elmwood	• Install new gateways that identify the University of Rochester and the particular campus (e.g., River Campus) at the entry points.
• Trestle message distracts motorists from Elmwood entrance	• Revise trestles messages on each side to: University of Rochester Medical Center University of Rochester River Campus • Add directional signs just east and west of entry
• No place to stop and look at map of campus until far into campus	• Develop a "Welcome Center" at the River Campus off Wilson at Elmwood (Trustee lot area)
	• Medical Center Gateways at corners • At Eastman School of Music place urban gateways at corners **Memorial Art Gallery** • Improve identification of entrances into the site • Distinguish purpose of entrances (e.g., Main, tour groups...)



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Vehicular Arrival: Gateways & Entrances

2.4

Typical River Campus Approach

© 2011 Cloud Gehshan Associates

Vehicular: Medical Center Wayfinding

2.5

Issues	Opportunities
• Visitors don't know which of the two access roads to take to reach their destination	• Use the two major access roads, Elmwood and Crittenden, to organize destinations • Use an overarching term to identify to the public the destinations that lie on Crittenden such as Crittenden Clinics • Use Crittenden as one would an airport with several terminals for identifying the multiple facility entrances (Ctittenden Ave. Clinics)

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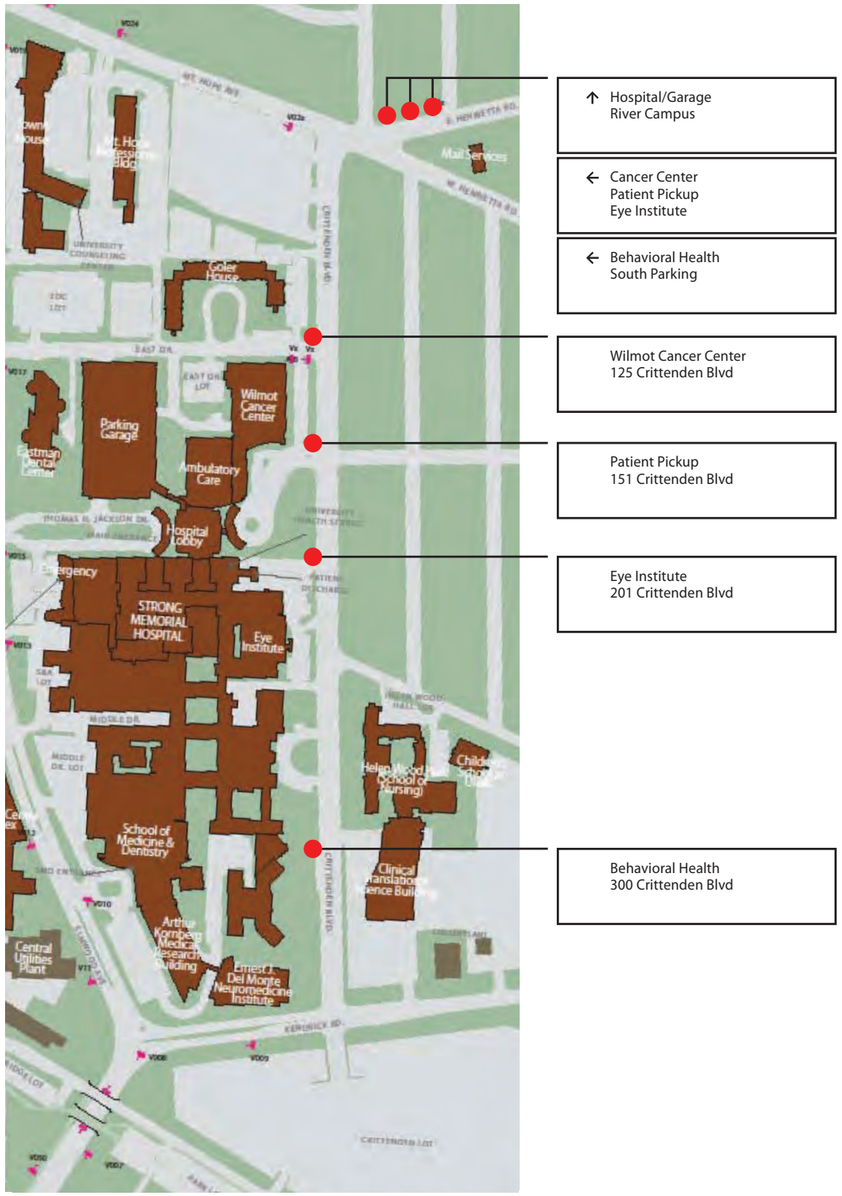
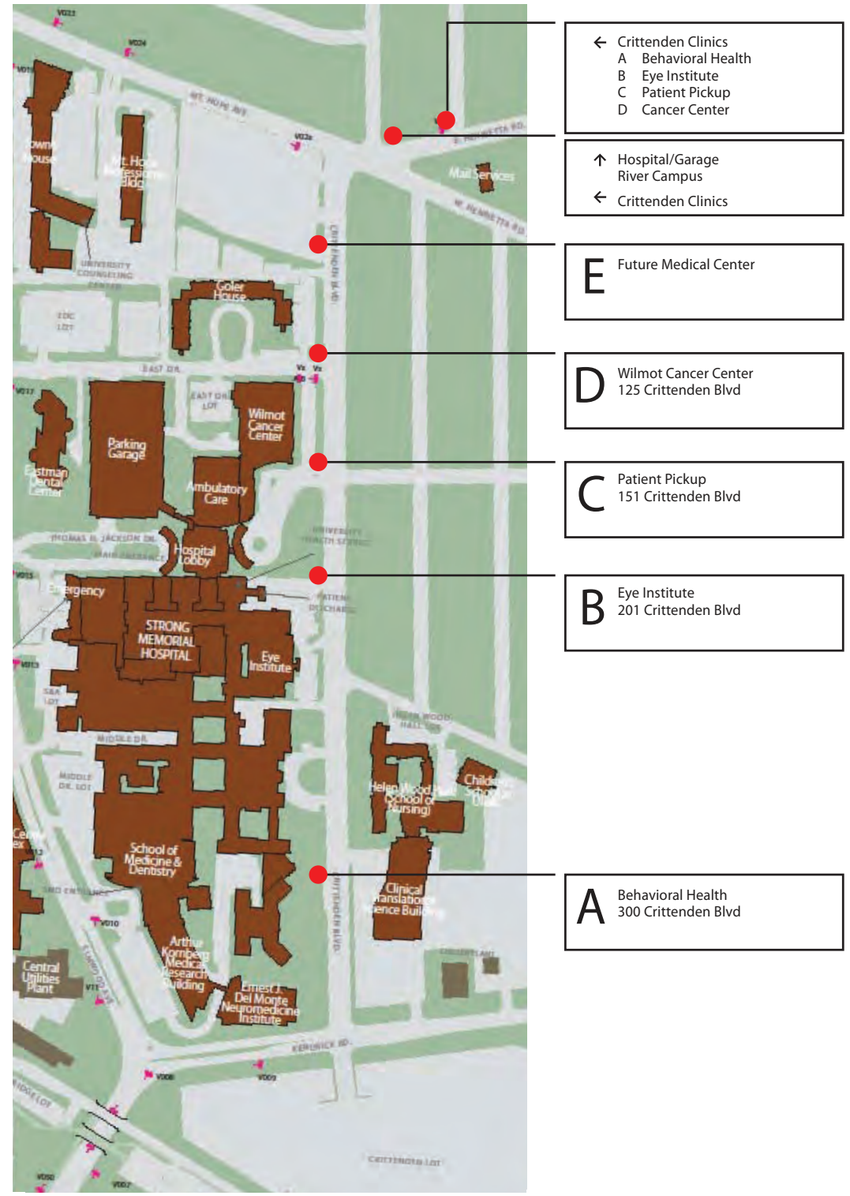
Vehicular: Medical Center Wayfinding

2.6



Typical Medical Center Approach



Airport Medical Center Approach

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Parking: River Campus

2.7

Issues

- River Campus visitors' lot often fills (with non-visitors) and visitors are directed to other locations
- Lots have multiple names/identities that confuse users
- Very confusing for visitors and those directing them
- No information available at overflow lots
- Problematic for elderly and disabled

Opportunities

- Direct to information booth on Wilson until replaced by Welcome Center
- Have a consistent identified operational approach to visitor and event parking
- Parking Booth poorly identified
- Clearly identify parking rules and parking locations
- Give parking lots a single name
- For lot numbers start where an outsider would expect it, on Elmwood near the main entrances to the Medical Center.
- Consider transit stop signs at stops in parking lots with route maps and schedules for use by visitors

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Pedestrian: Campus Organization

2.8

Issues

- No views into campus from exits from parking
- No functional central spine or “Main Street”; Paths are fragmentary and often blocked by buildings
- Original quad scheme has been compromised by later construction that does not relate to quads orientation
- Topographic level changes further disorient visitors and interrupt sight lines
- New and planned construction continues to move North and south of original quads and at the periphery
- Current lack of campus map kiosks for visitors coming out of lots other than Library lot
- Medical Center and Eastman also lack overview and orienting devices on the exterior.

Opportunities

- Signs with messages and arrows work best when there is an organized set of streets or paths or a "Main Street"
- Map devices work best when there is not a clear or consistent organization to a campus
- Open space by Computer Studies could be named Technology Quadrangle (or for a donor) and provide another area to reference building locations to.
- Identify aea north of Library Rd (and Georgen Athletic) as Athletics/North Campus

Map of Area Sub-division

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Pedestrian: Map Sign System

Issues

- Directional text signs are not practical on River Campus due to:
  - path system fragmented by building placement & orientation
  - varied orientation of academic regions
  - topographic variation

Opportunities

- A map device is most appropriate for the River Campus, Medical Center, and Eastman.
- Memorial art gallery is best handled by message and arrow signs.
- Quads on River Campus suggest other portions of the campus can have descriptive names that provide a bird's eye view organization
- Medical Center is a superblock where you look for the desired entrance and Eastman is similar
- Using a map of each campus allows for:
  - creating a visual order not apparent at ground level
  - identifying current location and buildings surrounding
  - visualizing route to destinations outside of current location
  - making more information available without overload

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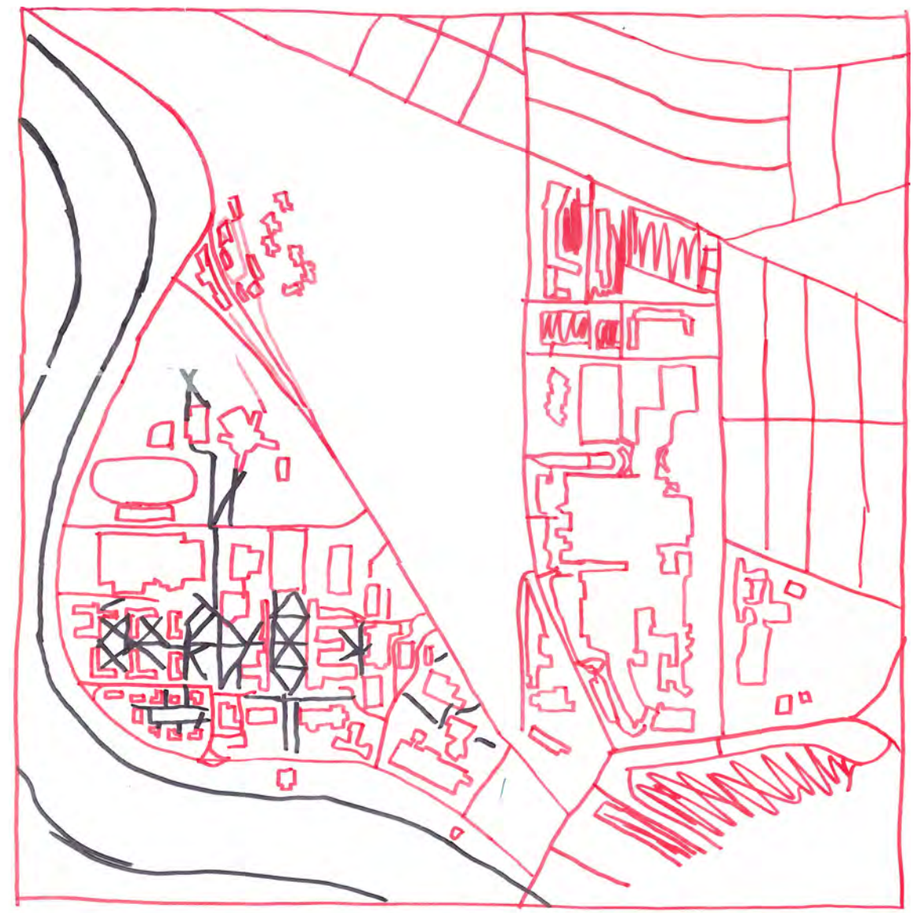
Pedestrian: Map Sign System

2.10

University of Rochester River
Campus and Medical Center map



Revised map for wayfinding

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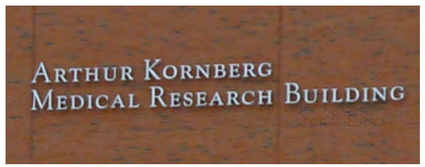
Building Identification Signs

2.11

Issues	Opportunities
• Most entrances are not identified	• All building entrances are identified
• Accessibility infrequently marked on site	• Identify entrances as accessible or direct to accessible entrance
• Entrances often bring visitors in on different levels for the same building	• Identify level of building at entrances
• Important public locations within a building not identified	• Major destinations within a building are listed (e.g., auditoriums)



Eastman School Opportunities

- Add identification of entrances perpendicular to pedestrian and motorist path of travel
- For the urban setting consider awnings with building identification to frame buildings entrances particularly on side streets

Medical Center Opportunities

- Include a large letter on top of clinic identification signs for motorists
- Use the address number and street as important identification to reinforce 2 street organization
- Use a short building/clinic name for identification signs at the street edge
- Add parking and valet symbol where applicable

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Additional Wayfinding Comments

Issues	Opportunities
• Need for exterior system to continue in Tunnel interior	• Entrance indications and directional system in Tunnel interior
• Consider a visitor center at Wilson/Elmwood by Trustee Lot	• Consider a visitor center at Wilson/Elmwood by Trustee Lot
• Inconsistent presentation of information across web, print and sign materials leads to visitor confusion	• Coordinate presentation of information across web, print and sign materials for consistency

Additional Opportunities

- Encourage visitors to use shuttle buses and mark all stops with signs, schedules and route maps
- Review naming of buildings and spaces to minimize opportunities for confusion
- Coordinate information presented across web, print and signs for a consistent experience
- Sign tunnel entrances and bring directional signs into the tunnel system

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Sign System Recommendations

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Process, Obeservations, and Goals

- **Build on the new University identity system**
  Create an expanded set of standards for the consistent use and application of the University identity to all exterior campus signage and related University assets.

- **Define the look, feel, and function**
  Develop schematic signage concepts and recommendations, from the highway to the core, for a representative group of hierarchical sign types, materials and finishes.

- **Sample journeys**
  The signage and wayfinding system that follows has emerged from a user scenario approach.

- **Plan for management and maintenance**
  Cost and maintenance are important features of any lasting and durable sign system.

- **Create support and enthusiasm for the project**
  The system should communicate pride, welcome and connection within the community.

- **MUTCD guidelines**
  The MUTCD has introduced new guidelines that require State DOTs to conform all signage on all streets to meet the new standards within two years.

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Message Matrix

Option 1
University Logo

Vehicular Trailblazer: Off-campus
30 mph and above

Primary Message Brand Signature

Secondary Message

1.5 mi

Optional Tertiary Message

Vehicular Directional: Off-campus
30 mph and above

Brand Signature

Message

↑ River Campus

← Medical Center

Gateway
Large and Small

Option 2
Campus Logo

Gateway
Large and Small

Primary Message Brand Signature

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Message Matrix

Option 1
University Logo

Vehicular Directional: On-campus
25 mph and below
Large, Medium, and Small

Brand Signature: UNIVERSITY of ROCHESTER | UNIVERSITY of ROCHESTER

Message:
- → Intercampus Lots (P)
- → Trustee Lot (P)
- ↑ Information Booth (P)
- ↑ UR Medical Center (H)

- ↑ Emergency Dept.
- ↑ Main Entrance
- ↑ Parking Garage (P)
- ↑ Univ of Rochester (P)

Parking Lot ID
Large and Small

Brand Signature: UNIVERSITY of ROCHESTER

Name: Intercampus Lot

Address: xxx Intercampus Drive

Message: (P) Faculty Parking Zone 2

Lot #

Option 2
Campus Logo

Vehicular Directional: On-campus
25 mph and below
Large, Medium, and Small

Brand Signature: UNIVERSITY of ROCHESTER RIVER CAMPUS | UNIVERSITY of ROCHESTER MEDICAL CENTER

Message:
- → Intercampus Lots (P)
- → Trustee Lot (P)
- ↑ Information Booth (P)
- ↑ UR Medical Center (H)

- ↑ Emergency Dept.
- ↑ Main Entrance
- ↑ Parking Garage (P)
- ↑ Univ of Rochester (P)

Parking Lot ID
Large and Small

Brand Signature: UNIVERSITY of ROCHESTER RIVER CAMPUS | UNIVERSITY of ROCHESTER MEDICAL CENTER

Name: Intercampus Lot | South Lot

Address: xxx Intercampus Drive | xxx Kendrick Road

Message: (P) Faculty Parking Zone 2 — Lot # | (P) Visitor & Faculty Parking — Lot 14

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Message Matrix

Option 1
University Logo

Campus Map Station

Pedestrian Directional

Brand Signature	UNIVERSITY of ROCHESTER	UNIVERSITY of ROCHESTER
Name	Eastman Quad	Medical Center
Address	500 Wilson Blvd	Elmwood Ave. & East Dr.
Message	↑ Athletics/North Campus Fauver Stadium Goergen Athletic Center Palestra Susan B. Anthony ● Eastman Quad Rush Rhees Library Interfaith Chapel → Medical Center School of Medicine ← Residential/Fraternity Quads → South Campus → Technology Plaza Admissions (Wallis Hall) ← Wilson Quad Frederick Douglass Wilson Commons	↑ Behavioral Health ↑ Cancer Center ↑ Eastman Dental ↑ Eye Institute ↑ Patient Pick-up
Map	[River Campus Map]	[Medical Center Map]

Building ID
Large and Small

Brand Signature	UNIVERSITY of ROCHESTER	UNIVERSITY of ROCHESTER
Name	Goergen Athletic Center	Strong Memorial Hospital
Message	Field House Hajim Alumni Gymnasium Palestra Zornow Center	Emergency Dept. Golisano Children's Hospital
Address	xxx Library Road	601 Elmwood Ave.
Accessibility	← ♿ Enter on XXX Side of Building	← ♿ Enter on XXX Side of Building

Option 2
Campus Logo

Campus Map Station

Brand Signature	UNIVERSITY of ROCHESTER RIVER CAMPUS	UNIVERSITY of ROCHESTER MEDICAL CENTER
Name	Intercampus Lot	Parking Garage
Address	xxx Intercampus Drive	xxx East Drive
Message	Welcome. We're here to help. [Department Website Phone Number] [Directory Listings]	Welcome. We're here to help. [Department Website Phone Number] [Directory Listings]
Map	[Full Campus Map]	[Full Campus Map]
Map	[River Campus Map]	[Medical Center Map]

Pedestrian Directional

Brand Signature	UNIVERSITY of ROCHESTER RIVER CAMPUS	UNIVERSITY of ROCHESTER MEDICAL CENTER
Name	Eastman Quad	Medical Center
Address	500 Wilson Blvd	Elmwood Ave. & East Dr.
Message	↑ Athletics/North Campus Fauver Stadium Goergen Athletic Center Palestra Susan B. Anthony ● Eastman Quad Rush Rhees Library Interfaith Chapel → Medical Center School of Medicine ← Residential/Fraternity Quads → South Campus → Technology Plaza Admissions (Wallis Hall) ← Wilson Quad Frederick Douglass Wilson Commons	↑ Behavioral Health ↑ Cancer Center ↑ Eastman Dental ↑ Eye Institute ↑ Patient Pick-up
Map	[River Campus Map]	[Medical Center Map]

Building ID
Large and Small

Brand Signature	UNIVERSITY of ROCHESTER RIVER CAMPUS	UNIVERSITY of ROCHESTER MEDICAL CENTER
Name	Goergen Athletic Center	Strong Memorial Hospital
Message	Field House Hajim Alumni Gymnasium Palestra Zornow Center	Emergency Dept. Golisano Children's Hospital
Address	xxx Library Road	601 Elmwood Ave.
Accessibility	← ♿ Enter on XXX Side of Building	← ♿ Enter on XXX Side of Building

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Basic Standards – Logo & Logotypes

A1 University Logo –
Version 1, 4-color

A2 University Logo –
Version 2, 4-color

A3 University Logo –
Version 3, 4-color

A4 Medical Center –
Version 1, 4-color

A5 Medical Center –
Version 2, 4-color

A6 Medical Center –
Version 3, 4-color

A7 Medical Center –
Version 1, 4-color

A8 Medical Center –
Version 2, 4-color

A9 Medical Center –
Version 3, 4-color

Logo & Logotype

Notes

Art is provided by client as electronic digital files unless otherwise noted.

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Basic Standards – Logo & Logotypes

Logo & Logotype

Notes

Art is provided by client as electronic digital files unless otherwise noted.

A10 Eastman School of Music – Version 1, 4-color

A11 Eastman School of Music – Version 2, 4-color

A12 Eastman School of Music – Version 3, 4-color

A13 Memorial Art Gallery – Version 1, 4-color

A14 Memorial Art Gallery – Version 2, 4-color

A15 Memorial Art Gallery – Version 3, 4-color

A16 Warner School of Education – Version 1, 4-color

A17 Warner School of Education – Version 2, 4-color

A18 Warner School of Education – Version 3, 4-color

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Color Schedule

Paint Matches	Number	Color	Specification – color to match	Fabrication Process
	P1	**Black**	ADS2301030	Coroflon Paint
	P2	**Blue**	PMS 541C	Coroflon Paint
	P3	**Dandelion Yellow**	PMS 109C	Coroflon Paint
	P4	**White**	ADS2524030	Coroflon Paint
	P5	**50% Blue**	PMS 541C	Coroflon Paint
	P6	**Warm Gray**	PMS Warm Gray 11	Coroflon Paint
	P7	**Blue**	PMS 541C	Custom match translucent ink
	P8	**Parking Green**	PMS 7489C	Custom match translucent ink
	P9	**Hospital Blue**	PMS 285C	Custom match translucent ink
	P10	**Dandelion Yellow**	PMS 109C	Custom match translucent ink
	P11	**Warm Gray**	PMS Warm Gray 11	Custom match translucent ink

Basic Standards

Color Schedule

Paints

- Coraflon paint products are specified for exterior signage and display hardware and related elements.
- Gloss finish of paint specified is to be 60 degrees or 29.8 on a 60 degree glossimeter. Refer to performance requirements of exact specifications.
- All finishes require final Coraflon clear coat finish.

PPG Architectural Finishes, Inc.
888.774.7732
www.ppghpc.com

3M Commercial Graphics Division
800.328.3908
www.3M.com/us/graphicarts

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Design Audit – Environmental

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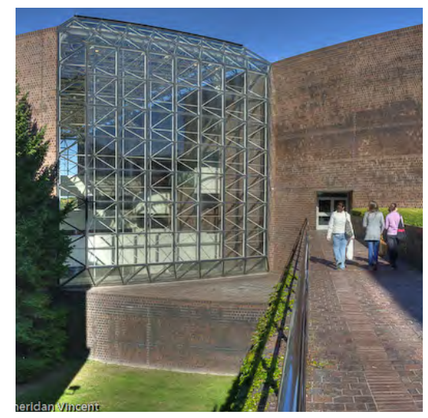
Design Audit – Architectural Elements

3.10



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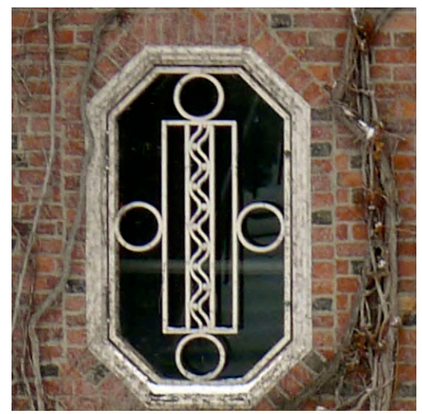
Design Audit – Architectural Details

3.11



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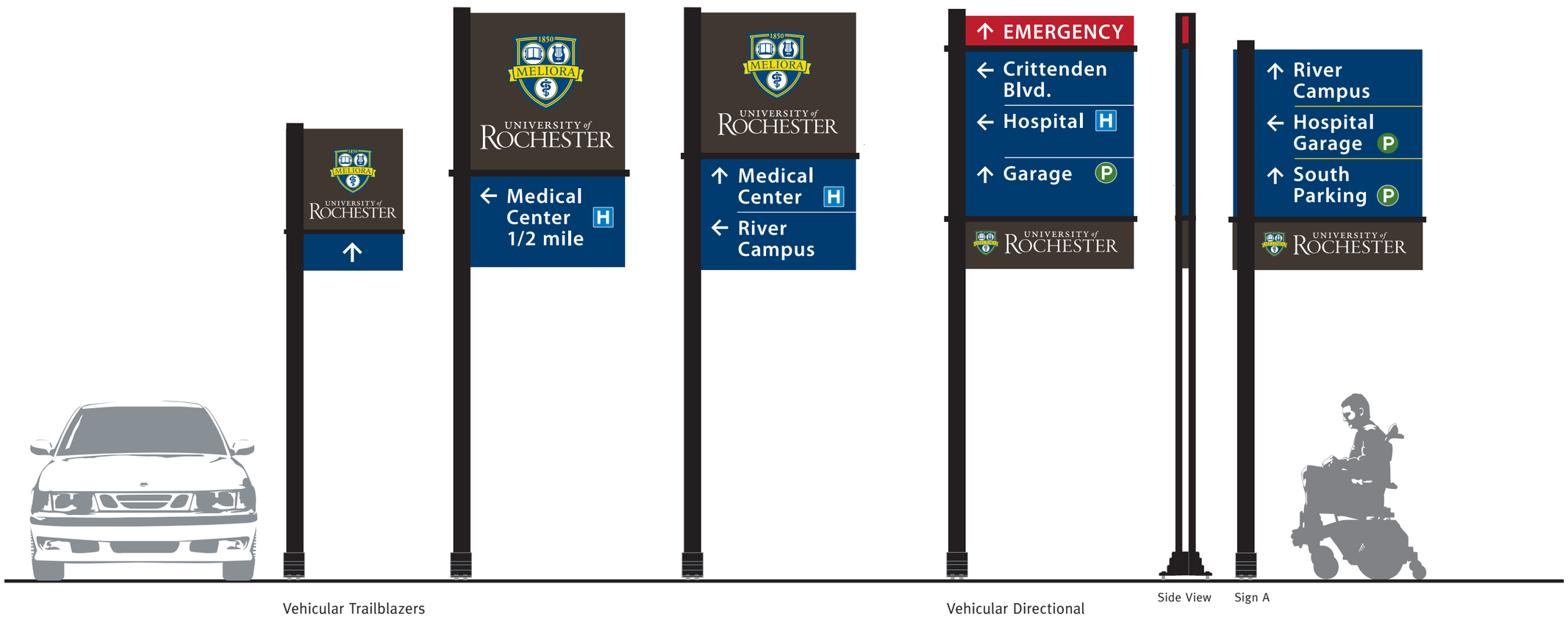
Schematic Design – Off Campus Vehicular Signage

3.12



Lock-up Option 1: All signs could use sign A

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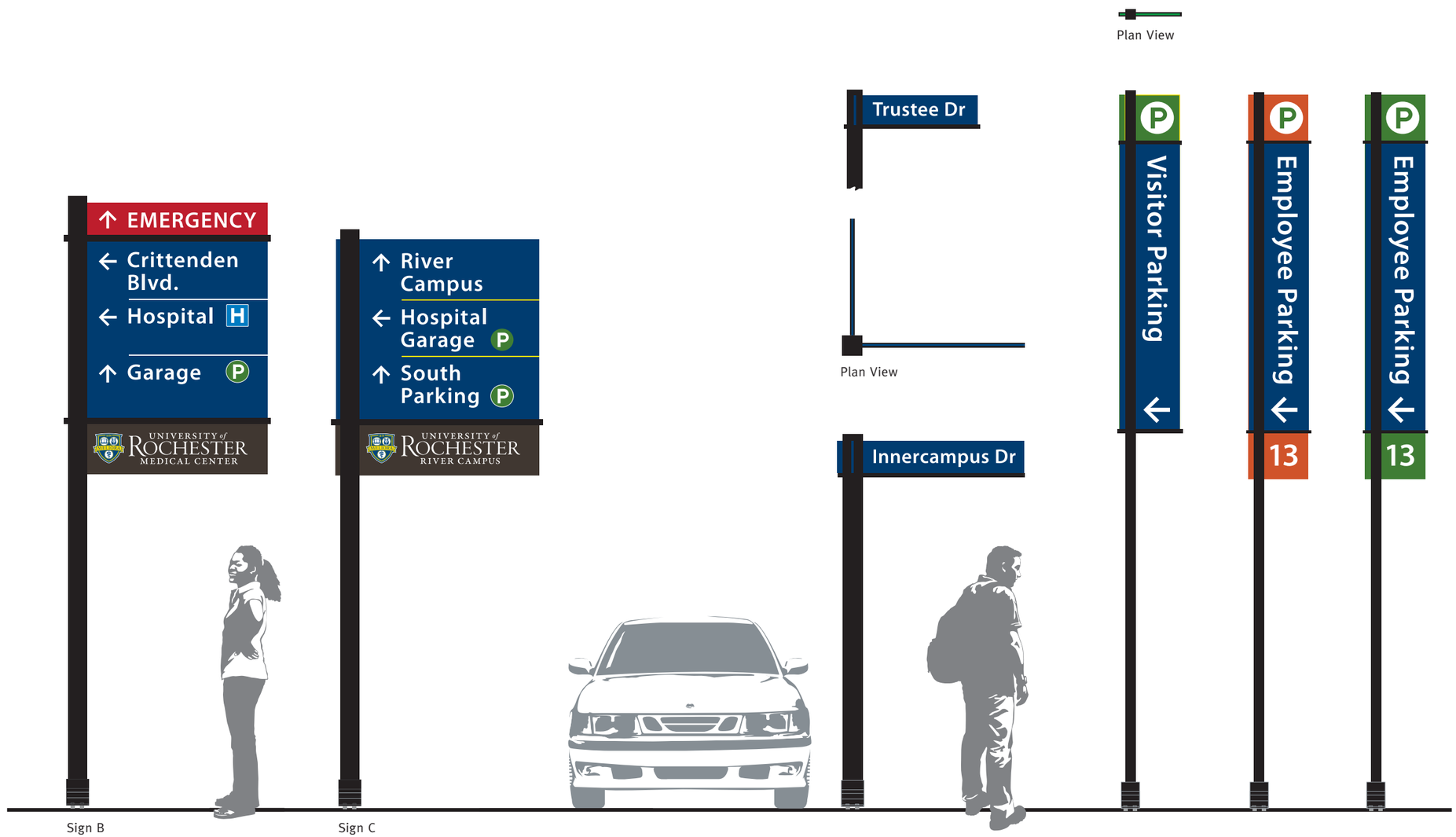
Schematic Design – Vehicular Signage



Sign B
Off Campus Vehicular Directional

Sign C

Street Identification

Parking Identification

Lock-up Option 2: Signs off campus would use sign A, signs on campus would use signs B & C with their respective campus names below the University name.

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Fast Track Prototypes – Vehicular Directional

1. Two aluminum extrusions with custom cap painted
2. Aluminum fin
3. 3/4" solid aluminum plate painted
4. Retro-reflective face with screened or printed graphics
5. Screened graphics
6. Break-away footer
7. Reinforced concrete footer, size determined by fabricator
8. Custom cap
9. Mask and sprayed graphics

Vehicular Directional – Single-post

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Prototype Images – Vehicular Directional

3.16

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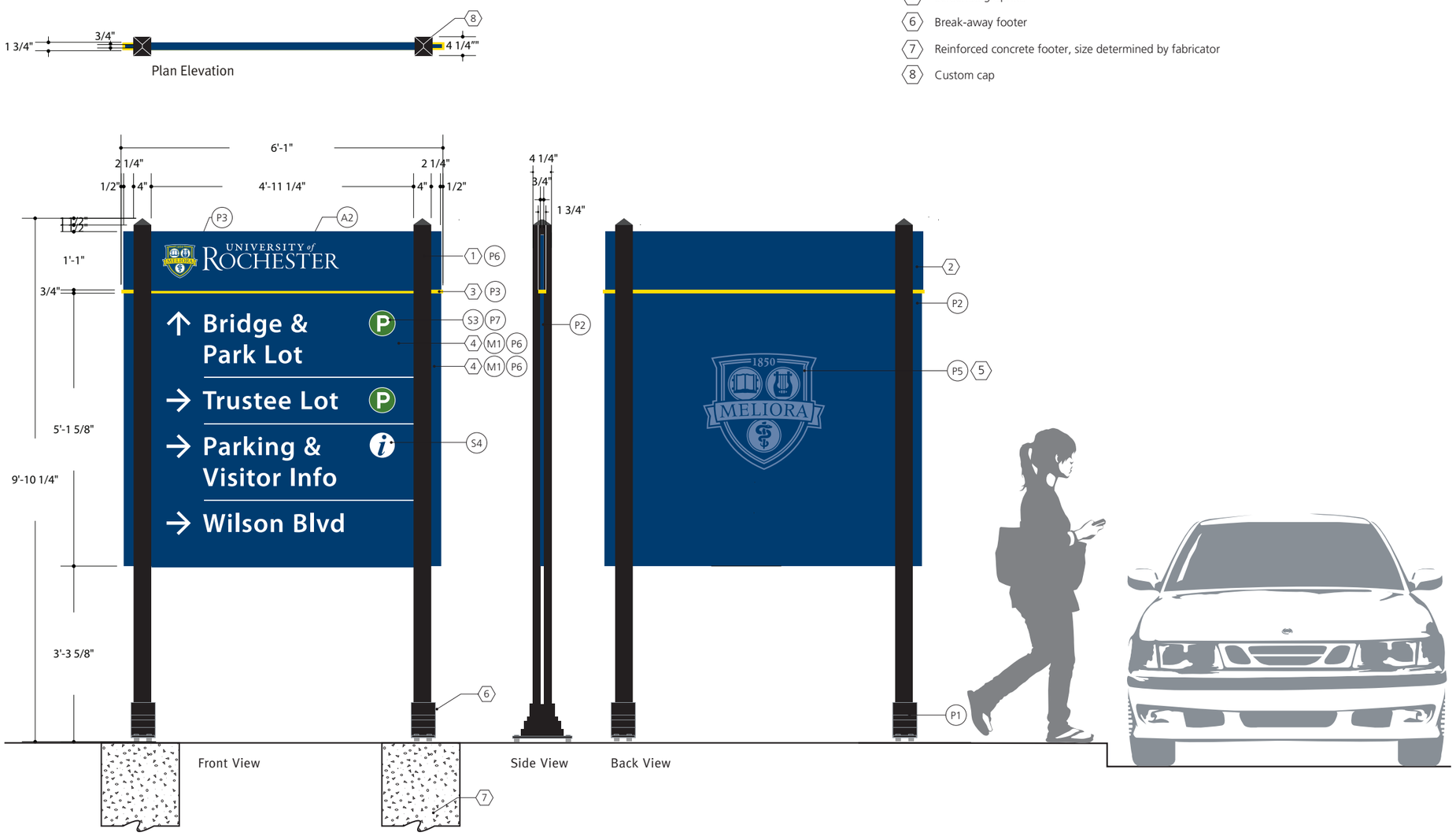
Fast Track Prototypes – Vehicular Directional

1. Two aluminum extrusions with custom cap painted
2. Painted back and edges
3. 3/4" solid aluminum plate painted
4. Retro-reflective face with screened or printed graphics, back decoration TBD
5. Screened graphics
6. Break-away footer
7. Reinforced concrete footer, size determined by fabricator
8. Custom cap



Vehicular Directional – Double-post

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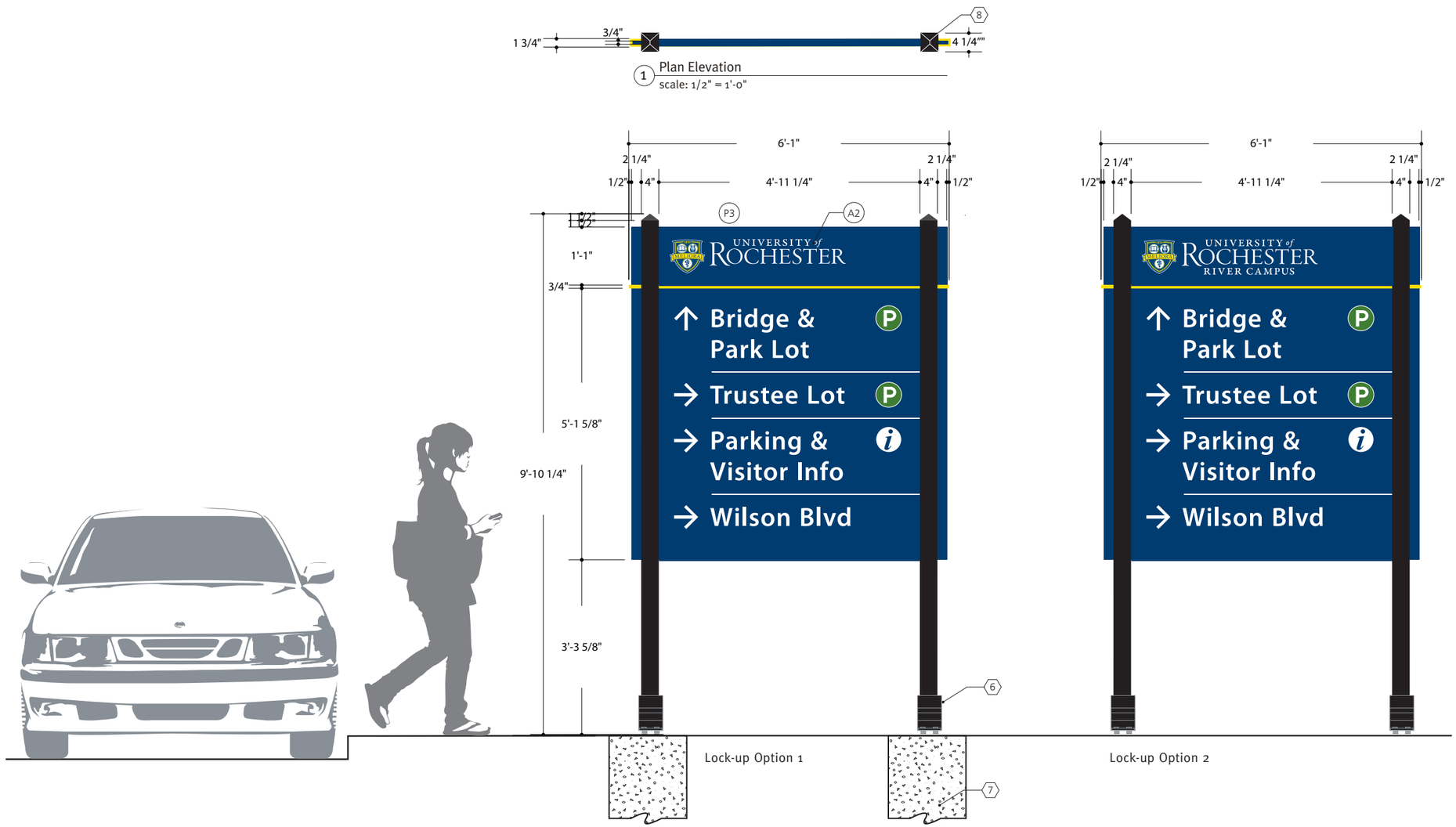

Vehicular Directional – Double-post

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Prototype Images – Vehicular Directional

3.19

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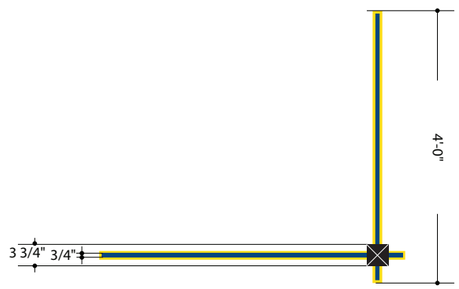
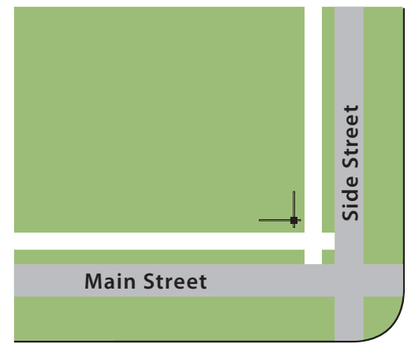
Fast Track Prototypes – Street Identification

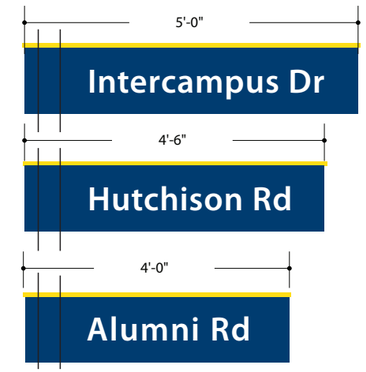
3.20



Plan View

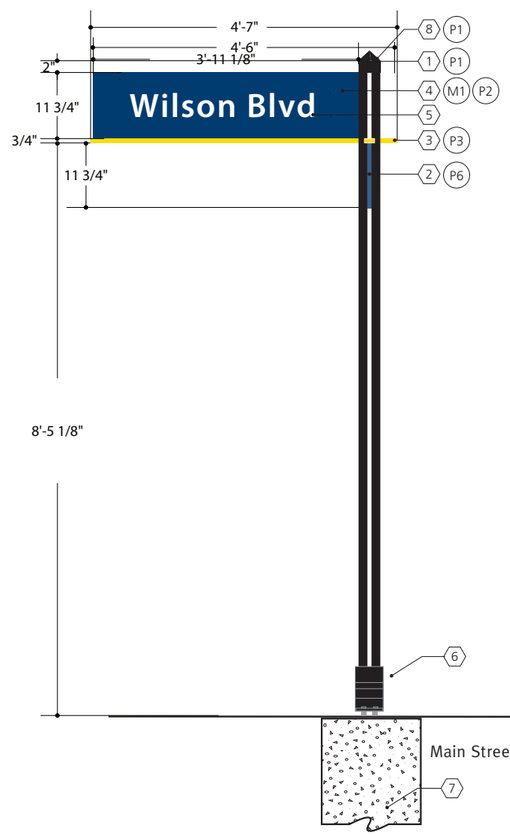


Street Plan View



Street Name Alternates

1. Four aluminum extrusions with custom cap painted
2. Painted back and edges
3. 3/4" solid aluminum plate painted
4. Retro-reflective face with screened or printed graphics
5. 4" Myriad Pro semibold copy, kerned to DOT standards
6. Break-away footer
7. Reinforced concrete footer, size determined by fabricator
8. Custom cap



Main Street View

Street Identification

Side Street View

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Prototype Images – Street Identification

3.21

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Schematic Design – River Campus

3.22

Alternate

River Campus Gateway

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Rendering – River Campus Gateway

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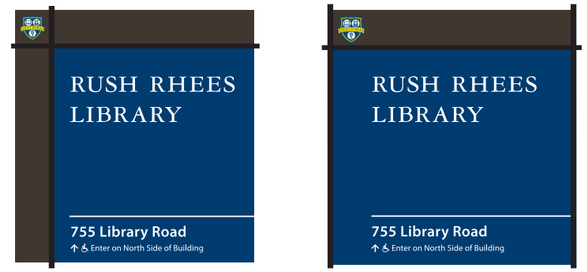
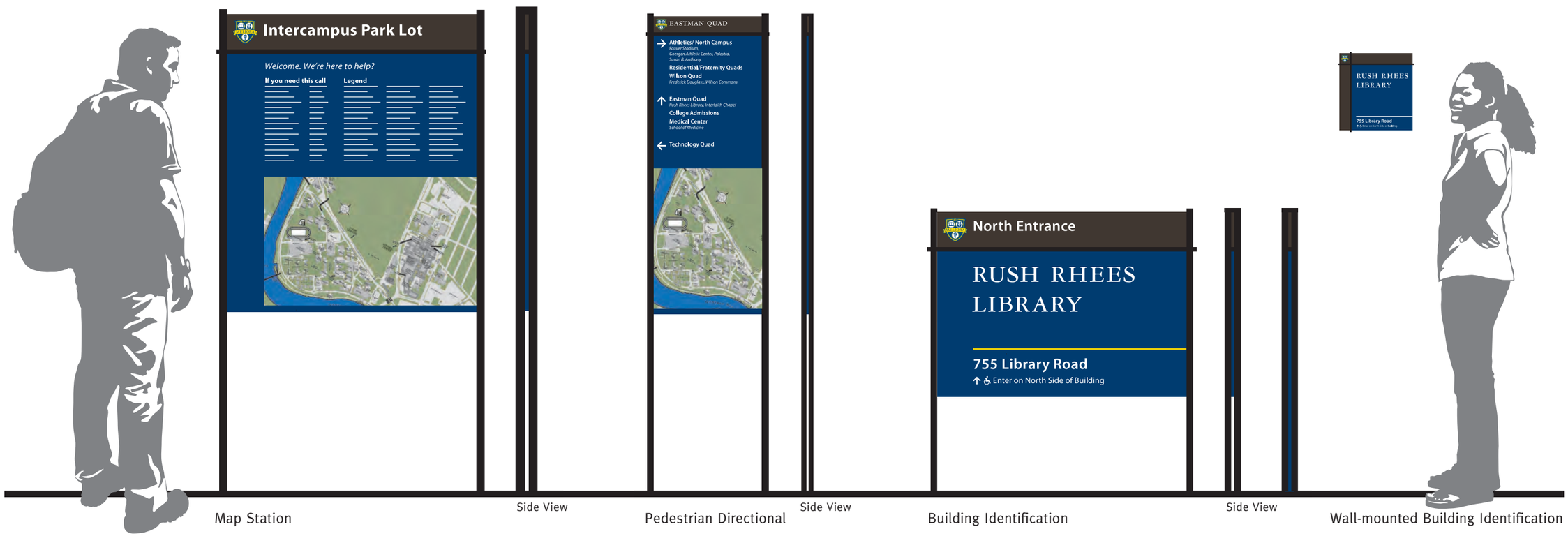
Schematic Design – River Campus

3.24



Option 1

Option 2



Map Station

Side View

Pedestrian Directional

Side View

Building Identification

Side View

Wall-mounted Building Identification

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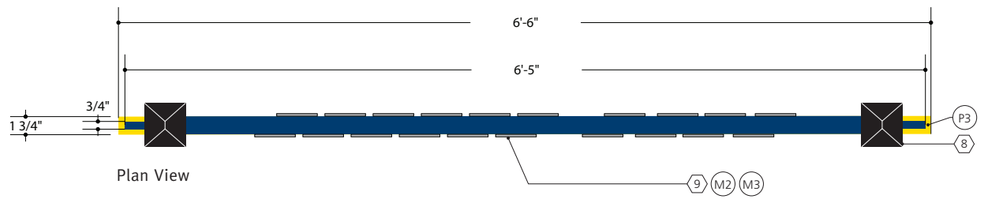
Fast Track Prototypes – Building Identification

3.25

1. Two aluminum extrusions with custom cap, painted
2. Painted faces and edges
3. 3/4″ solid aluminum plate, painted
4. 1/2″ thick laser cut letters with engineer grade reflective film applied to face. Mount letters flush to face.
5. Mask and spray graphics
6. Below grade mounting plate
7. Reinforced concrete footer, size determined by fabricator
8. Custom cap



Plan View

Front View

Side View

Building Identification

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Prototype Images – Building Identification

3.26

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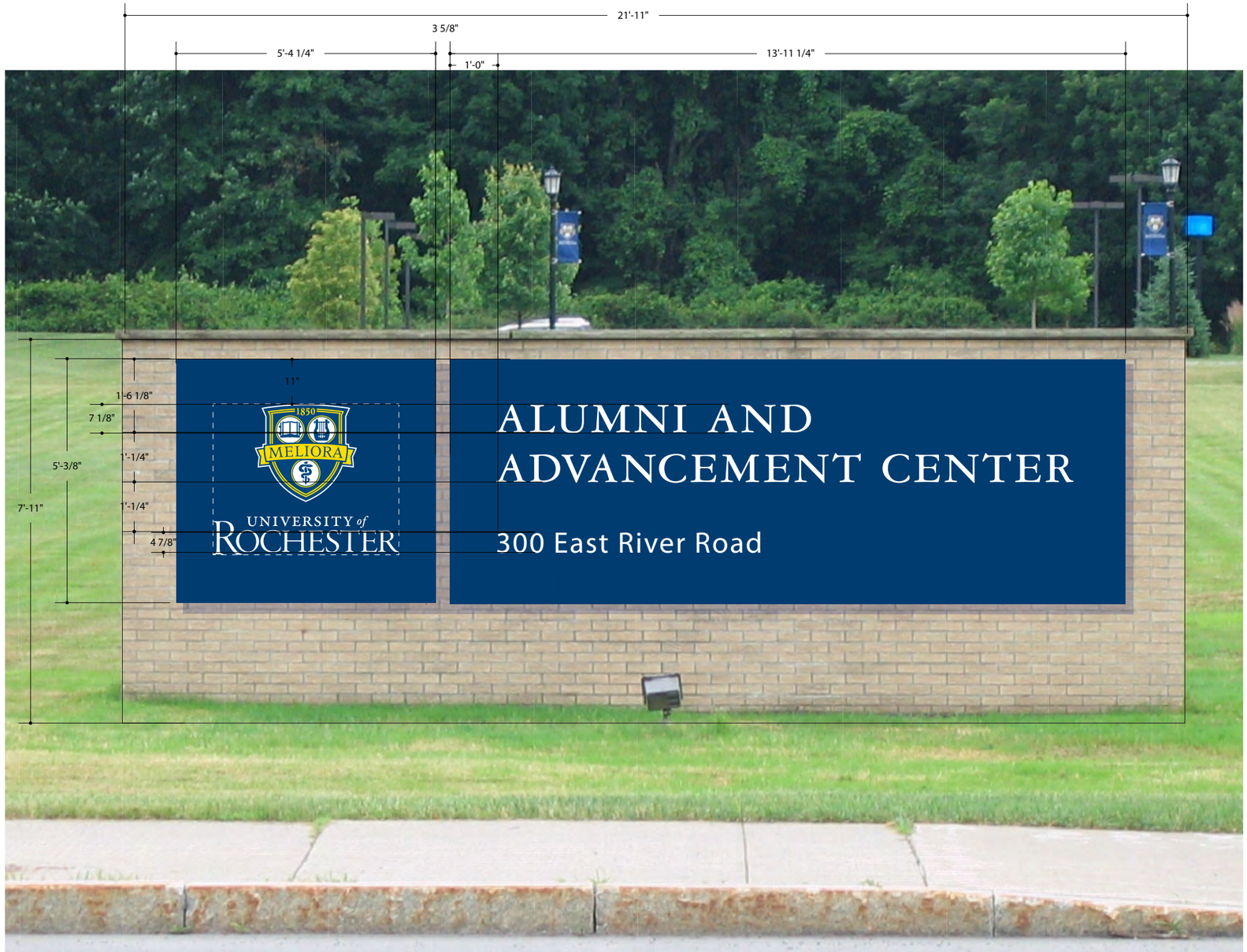
Fast Track Prototypes – Building Refacing Identification

3.27



Rendering – Building Refacing Identification

Fabricated pans mounted flush to wall with mask and sprayed graphics.

Building name: laser cut corian letters mounted flush to surface.

Center two panels on wall from left to right. Align top of panel with top of third row of bricks.

Logo art is 3'-1 3/8" high.

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Rendering – Wall-mounted Building Identification

Rendering – Pedestrian Directional

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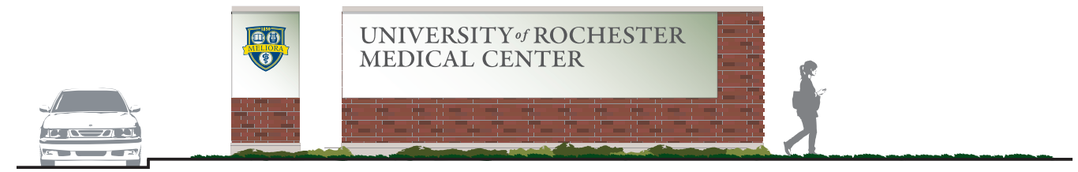
Schematic Design – Medical Center

3.29



Alternate

Medical Center Gateway

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Rendering – Medical Center Gateway

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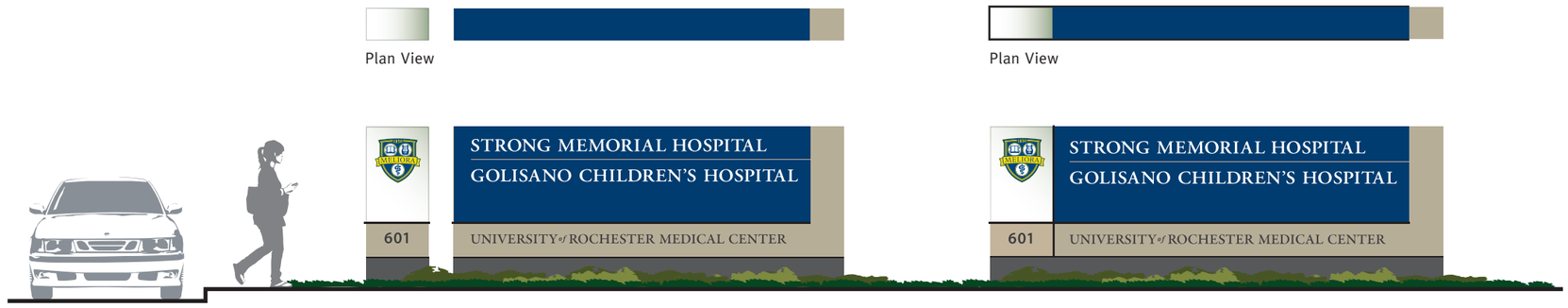
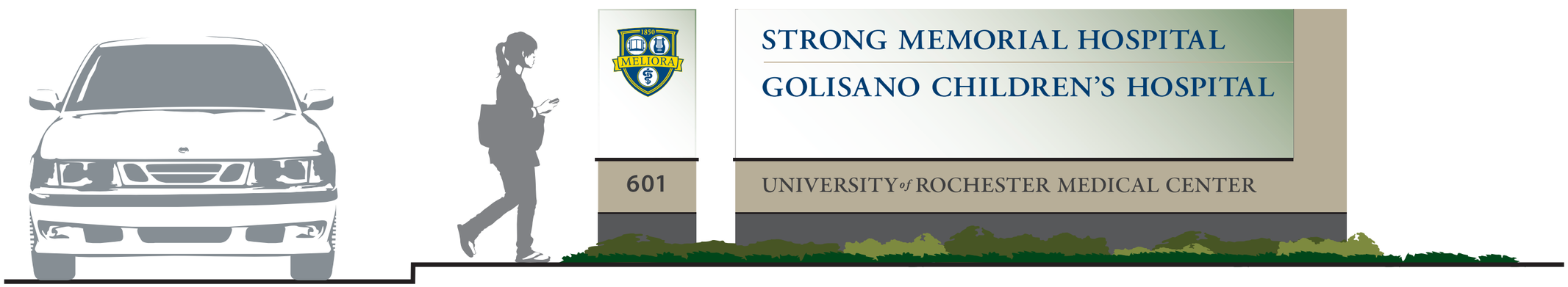
Schematic Design – Medical Center

3.31



Alternates



Hospital Identification

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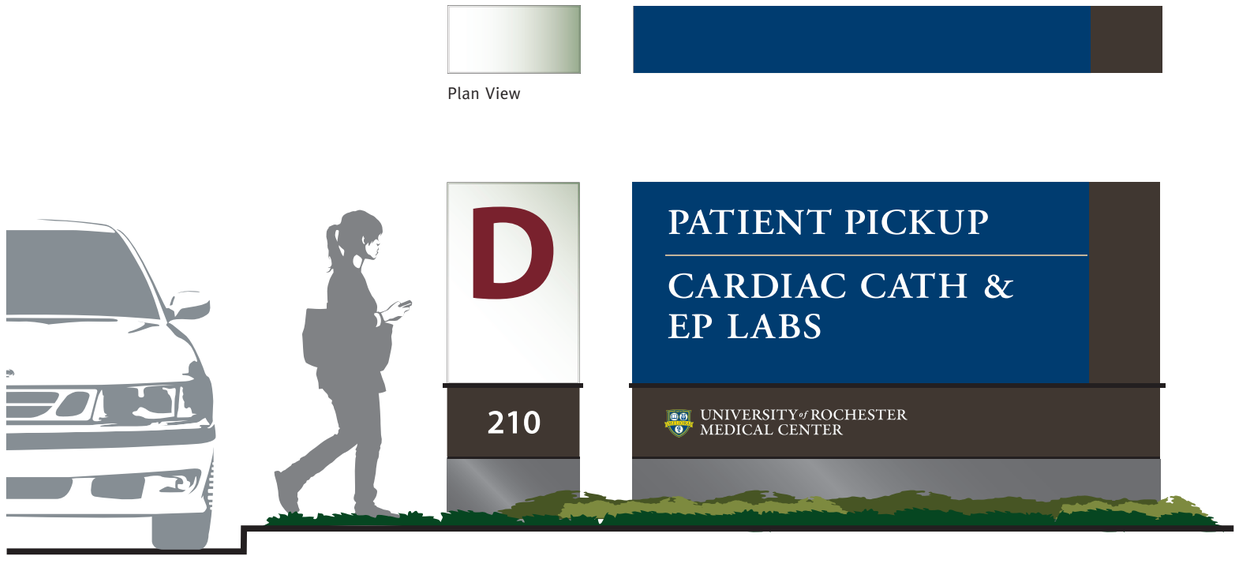
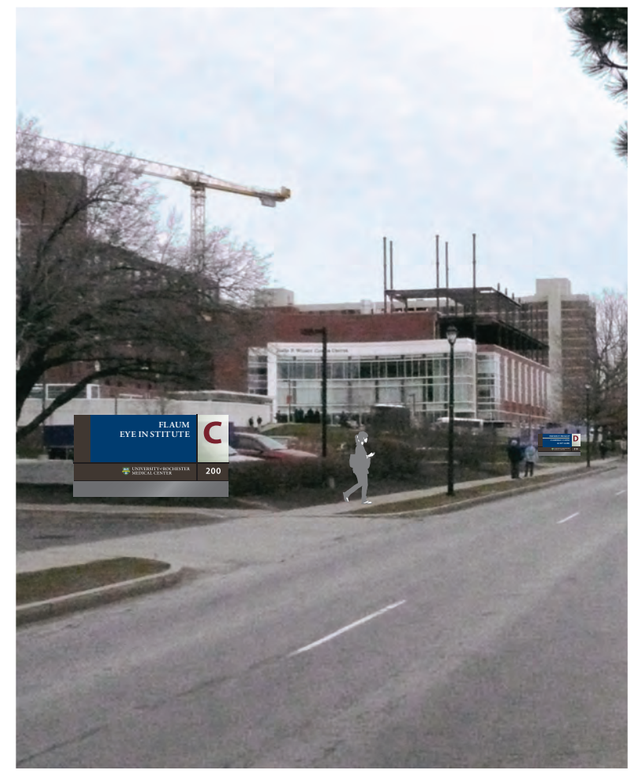
Schematic Design – Medical Center

Alternates



Crittenden Clinic Identification



Rendering – Crittenden Clinic Identification

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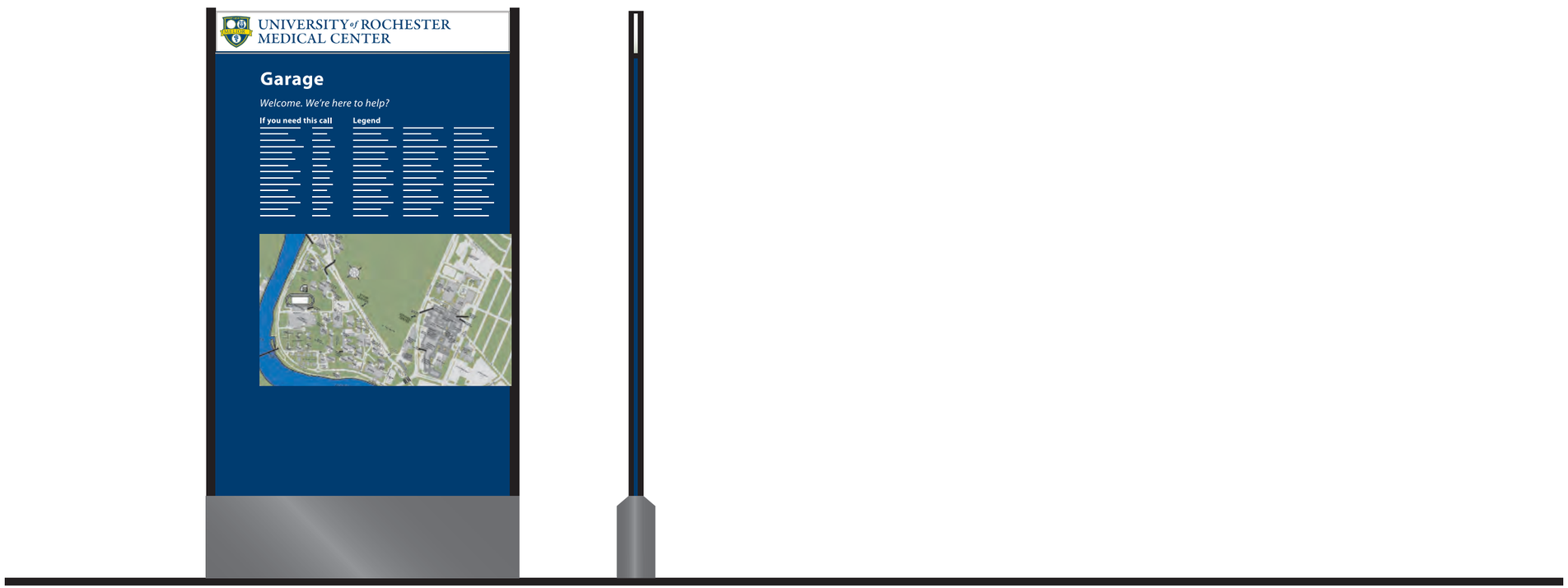
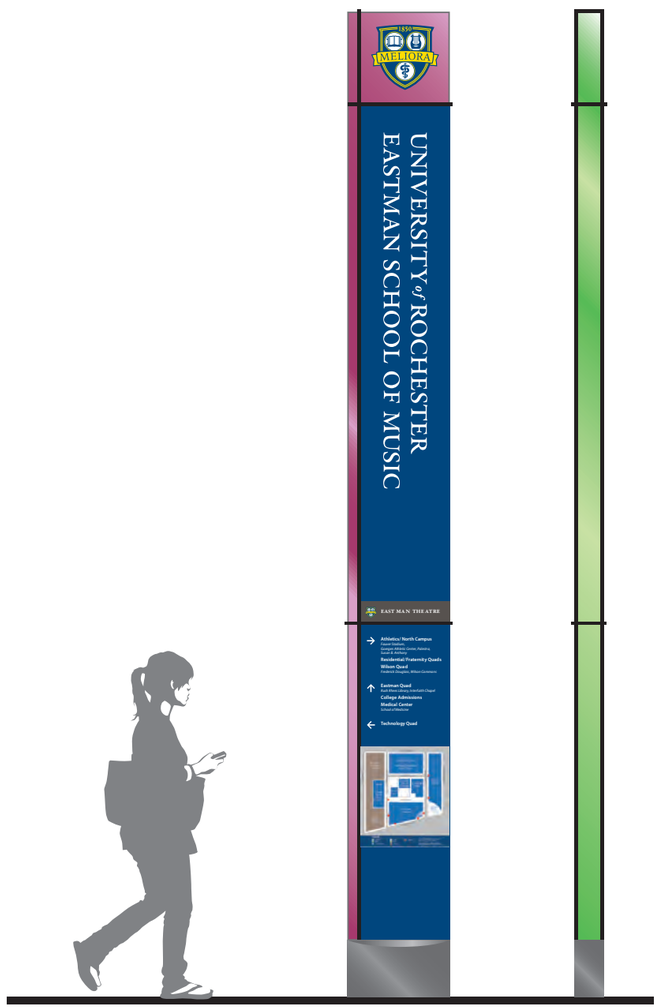
Schematic Design – Medical Center



Schematic Design – Eastman School of Music

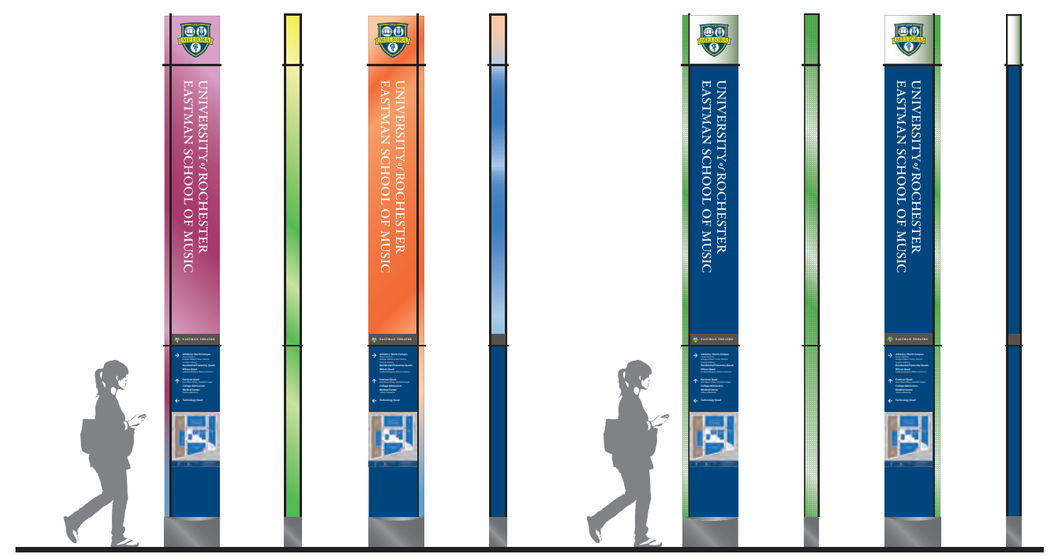


Front View Side View

Pedestrian Directional – Concept 1

Front View Back View Side View Front View Front View

Concept 2 Concept 3A, 3B



Front View Side View Back View Side View Front View Side View Back View Side View

Concept 4 Concept 5

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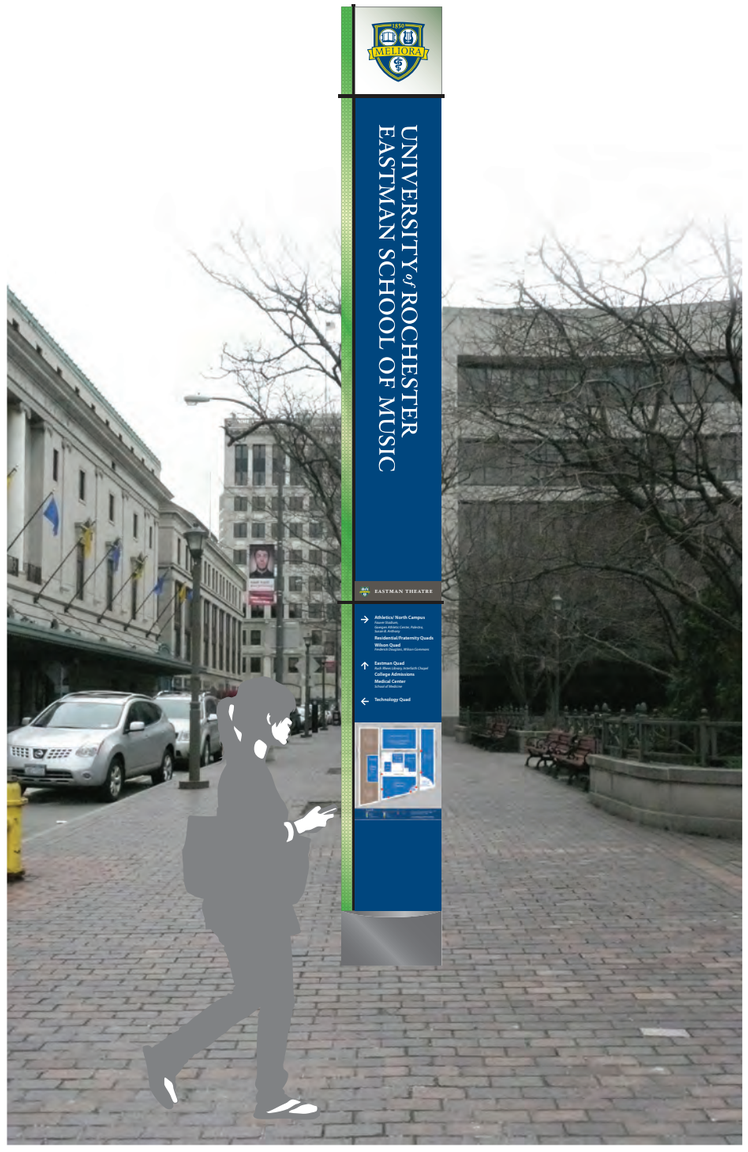
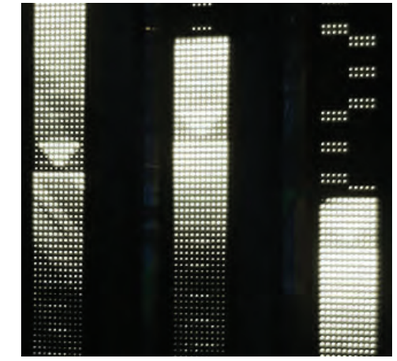
Schematic Design – Eastman School of Music



Rendering – Pedestrian Directional



Inspirational Images

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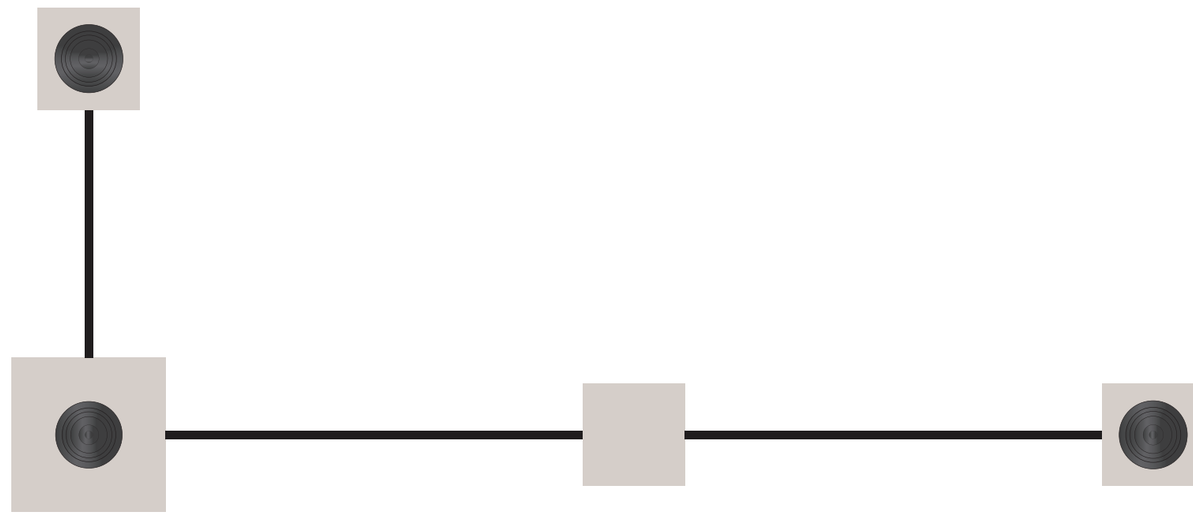
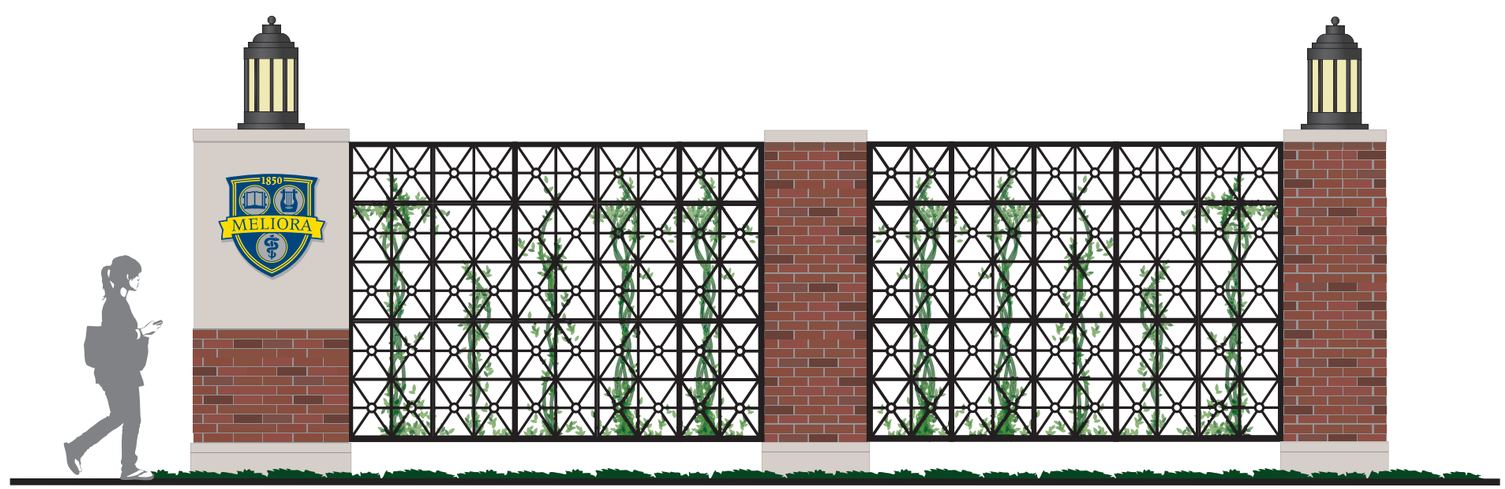
Schematic Design – Collegetown

3·37



Plan View



Fence Work Gateway – Concept 1

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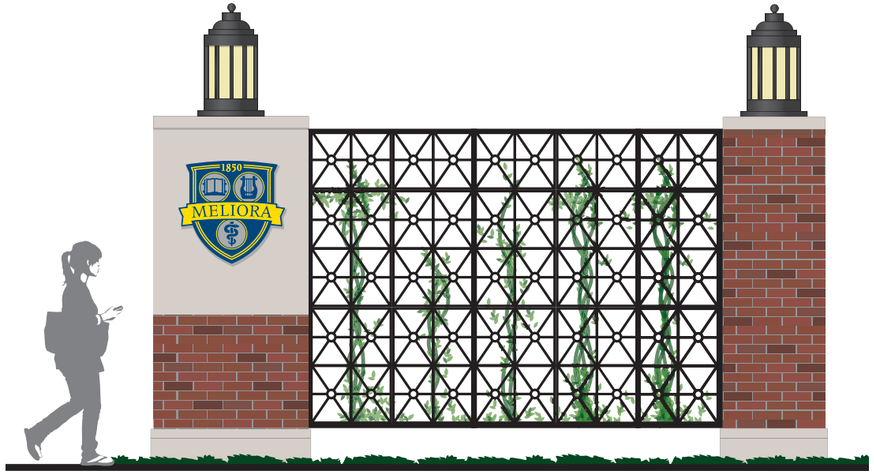
Schematic Design – Collegetown

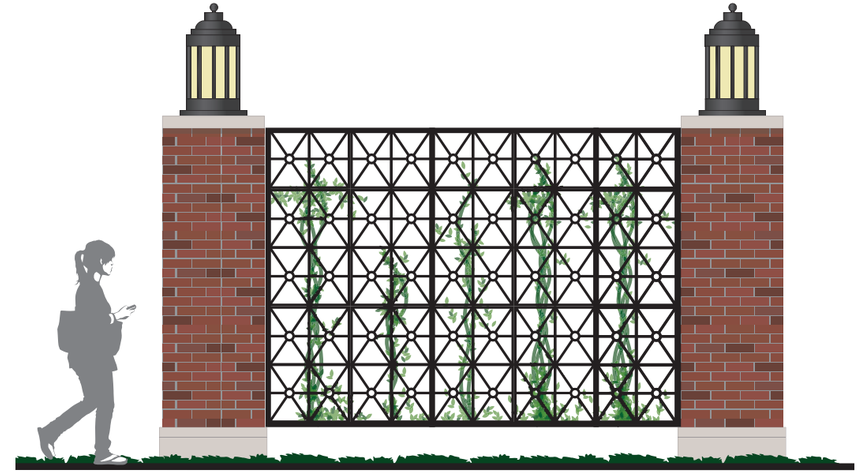
3.38

Plan View

Plan View



Concept 2



Concept 3

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Schematic Design – Trestle East Face

Rendering – East Face (to River Campus)

Existing Conditions – East Face

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Schematic Design – Trestle West Face

3.40

Rendering – East Face (to Medical Center)

Existing Conditions – West Face

Image – Sample Letter

Image – Fabricator's Lighting Test

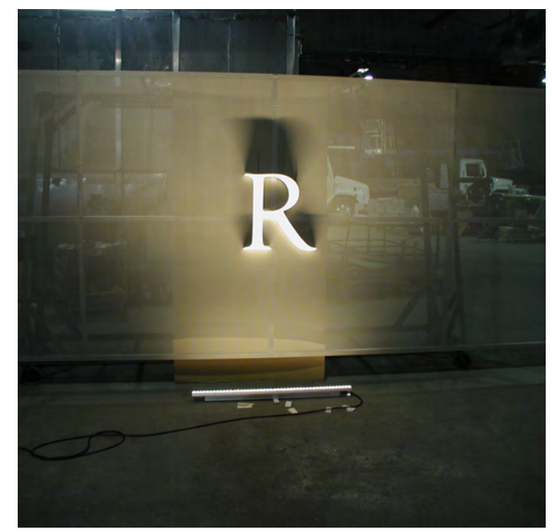

Image – Fabricator's Lighting Test w/ Letter

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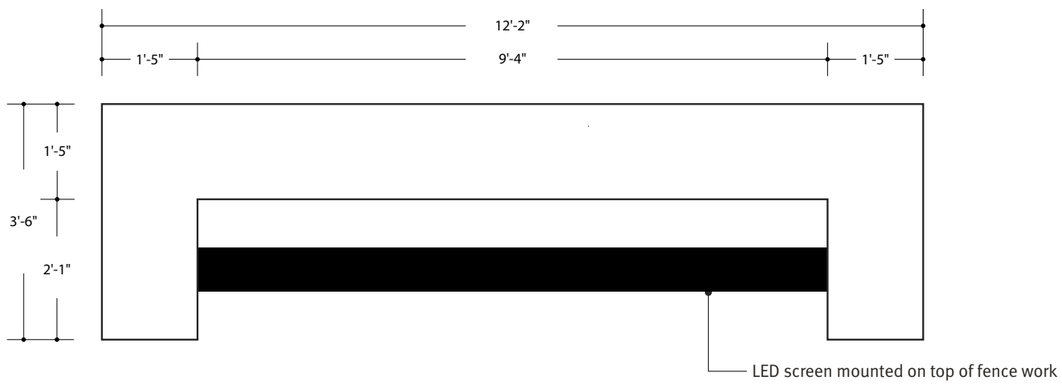
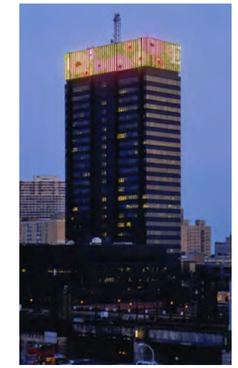
Schematic Design – Information Booth

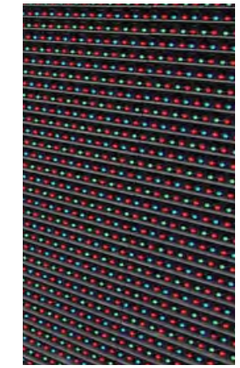
3.41



Plan View

Information Booth – Concept 1





Inspirational Images

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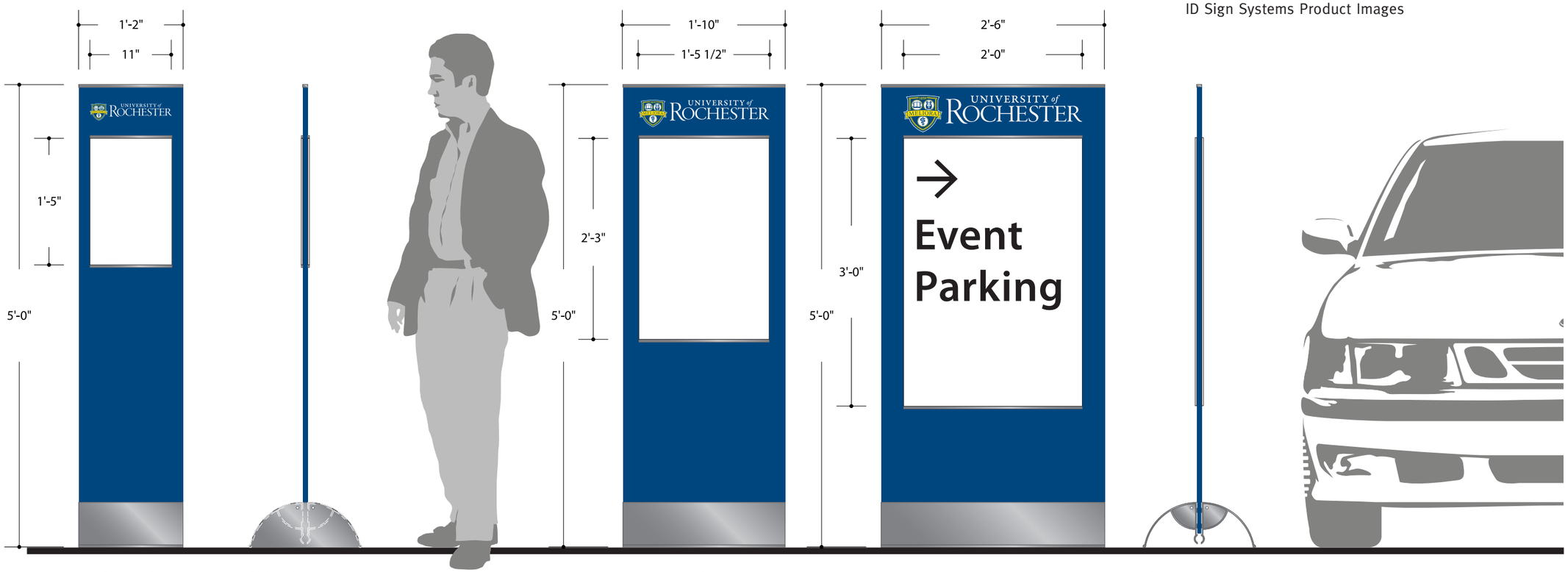
Schematic Design – Temporary Signage

3.42

ID Sign Systems Product Images



Temporary Sign – Small

Side View

Temporary Sign – Medium

Temporary Sign – Large

Side View – Alternate Cover

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