BORA | Portland Community College

Sylvania Campus Exterior Wayfinding Research and Analysis Report

August 18, 2022

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PROJECT DESCRIPTION

This project will enhance the exterior signage and wayfinding throughout the Sylvania Campus. The work includes an assessment of existing signage, the development of a wayfinding strategy utilizing PCC's Standards and stakeholder feedback, and the installation of new exterior signage.

Exterior sign types include

- Site identification

- Building identification

- Vehicular wayfinding

- Parking Lot and Parking Space identification

- Permit and Pay Station identification

- Public transportation and biking

- Pedestrian wayfinding

- Accessible wayfinding

- Regulatory (No Smoking, Designated Smoking Area)

SCHEDULE AND DESIGN PHASE GOALS

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	2022								2023								
Community Engagement		▓				▓											
Design	R+A		Strategy		Prog/SD				DD		CD						
Bid/Permit												Bid/Permit					
Construction														Construction			
Advisory Committee Meetings		6/27			9/6	10/31			1/23		3/27						
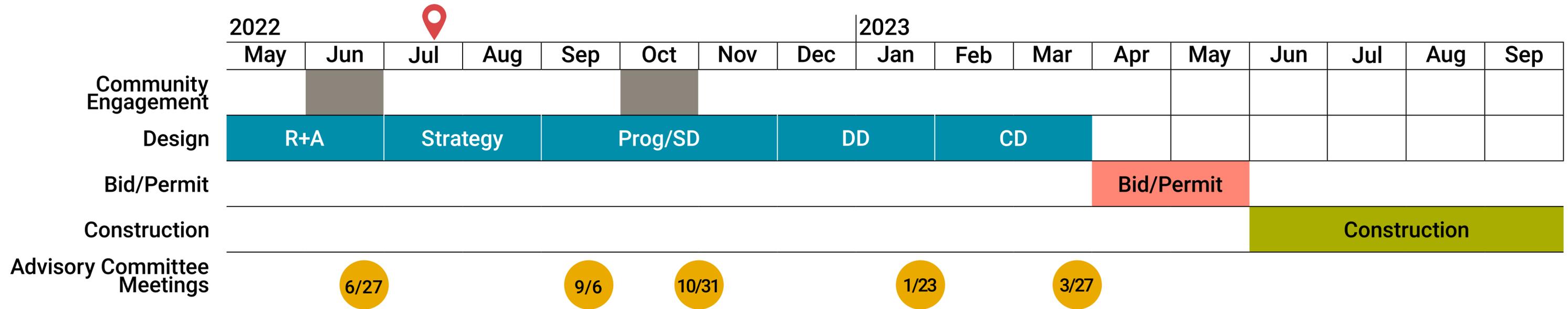
Research and Analysis (R+A)

-   Site survey assessing current signage, circulation patterns + traffic flows, landmarks + destinations
-   Community engagement (online survey)

Strategy

-   Develop messaging strategy
-   Identify gaps in signage standards
-   Recommendations

Programming/ Schematic Design (Prog/SD)

-   Finalize wayfinding decision points
-   Locate sign types in plan
-   Develop additional signage types
-   Community engagement (online survey, feedback fair)

Design Development (DD)

-   Finalize approved design for each sign type
-   Coordinate architectural + engineering needs

Construction Documentation (CD)

-   Create final drawings and specifications for all sign types
-   Create final location plan and message schedule

SITE SURVEY

Bora located and documented existing exterior signage through tagged signage plans and photographs indicating message and condition.

EXISTING SIGNAGE INVENTORY

PARKING
Designates parking rules

✔ **Includes:**

Parking Space ID

✘ **Does not include:**

Standard Accessible Parking Space ID

CODE / OPERATIONAL / REGULATORY
Designates rules and operational/logistical signage

✔ **Includes:**

Shipping/Receiving Zones

Safe Assembly Areas

Tobacco Free Campus/
Designated Smoking Areas

Evacuation Maps

Service Animals Only

No Food or Drink

Exit Only

✘ **Does not include:**

Standard traffic signs
(stop signs, crosswalks, speed limit)

Fire Lane signage

FDC signage

Emergency Call Stations

Temporary COVID-related signage
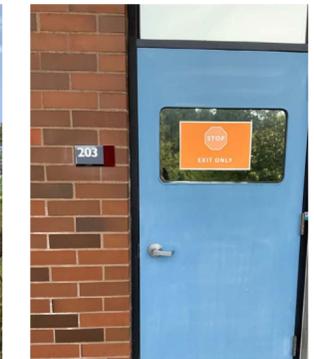
EXISTING SIGNAGE INVENTORY

▇ AREA ID

Designates identification of areas

✔ **Includes:**

Site ID

Parking Lot Number ID

Pay Station ID

Shuttle Stop ID

Building ID

Program ID

▇ ROOM ID

Room identification

✔ **Includes:**

Room Name/Number

Restrooms

Room Name/Number
with raised text and braille

▇ UNUSED SIGN STRUCTURES

Signage hardware that appears to be abandoned and/or unused.

✔ **Includes:**

Poles

Sign Frames

EXISTING SIGNAGE INVENTORY

◼ WAYFINDING

Assists users with navigation. Typically includes arrows.

✔ **Includes:**

Vehicular Wayfinding

Pedestrian Wayfinding

Bicycle Wayfinding

Accessible Wayfinding

✖ **Does not include:**

Temporary Construction Wayfinding

Temporary Wayfinding

◼ MISCELLANEOUS

Relevant, custom PCC signage that does not fit other categories

✔ **Includes:**

Tree Campus USA

✖ **Does not include:**

Banners on poles

Pollinator Habitat signage

Posters

Unique Plaques

PRIOR COMMUNITY INPUT

Sylvania Campus Framework
Fall 2018

PCC's Office of Planning & Capital Construction held a feedback fair to inform the Sylvania Campus' framework. Input from students, staff, faculty, and community members was collected noting their travel to and throughout campus. This information provides valuable insight into areas that are in most need of signage improvements.

How do you get to campus?

■ STUDENT (119)
■ STAFF (32)
■ FACULTY (30)

WALK

BIKE

PUBLIC TRANSPORT

PERSONAL VEHICLE

RIDE SHARE
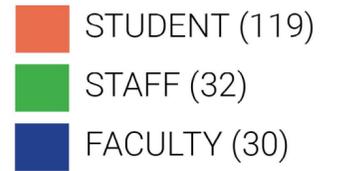
PRIOR COMMUNITY INPUT

**Workshop and Online Survey
Spring 2021**

PCC's Office of Planning & Capital Construction held a series of campus visioning workshops to inform the college's district-wide Facilities Plan. An online campus survey was launched alongside the campus workshop to gather information from those who could not attend the workshops.

Several questions received responses at both the virtual workshops and online survey requesting improvements to signage.

🖥 Online survey   📋 Virtual Workshop

Where do you usually enter the campus from? What feels like the "front door" of campus to you?

Reach parking lots first but don't know where to park to enter the building. When new to campus, I got lost a lot.

Sylvania always feels like you're coming in through a back door.

What are your ideas about how we can make the physical campus more accessible to all?

🖥 Create a clear entry point to campus and a "welcome" area.

Make elevators easier to find and ensure elevators connect to all floors.

📋 Improve directional signage, with signs in multiple languages.

Create a clear entrance to campus.

Improve wayfinding—signage and building names.

When you think about the future of outdoor spaces on campus over the next 20 years, what improvements do you think PCC should prioritize?

🖥 Directional signage making it easier to access services and find destinations.

📋 Improve directional signage.

ONLINE SURVEY

Bora created a short Google Forms survey to solicit feedback from user groups and stakeholders. The survey link was distributed via email, through Pantherhub, and via a QR code included in posters on campus.

Message when survey has been completed:

SURVEY RESULTS: 125 RESPONSES

Q1: What is your role on campus?
Select all that apply.

Current Students

Staff

Faculty

Prospective Students

Not on Campus

Alumni

New Faculty
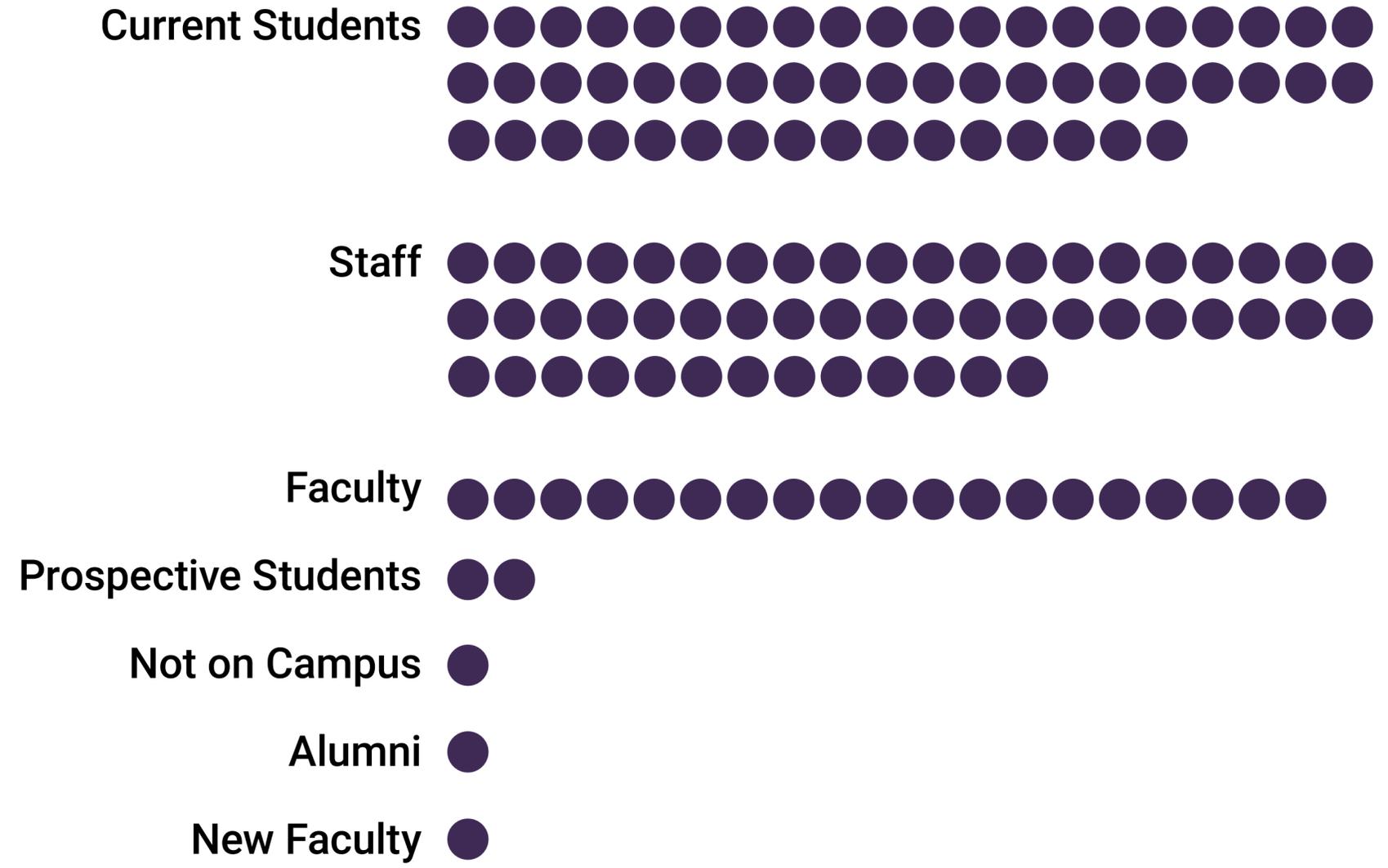
SURVEY RESULTS: 125 RESPONSES

Q2: Which forms of exterior wayfinding do you find most helpful? Select all that apply.

Campus Map
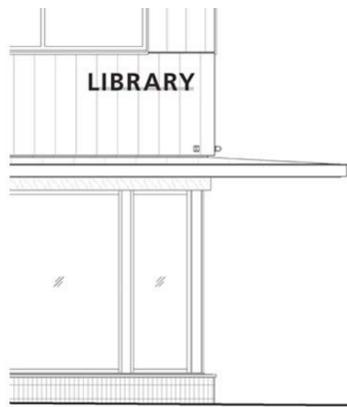
Building Sign

Directional Sign

Campus Map
Gives an overview of the campus layout
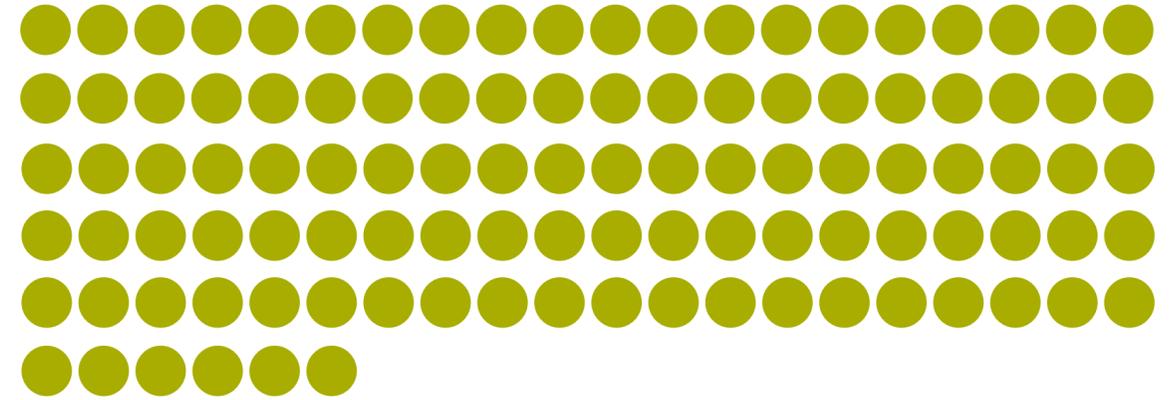
Directional Sign
Points in the direction of various landmarks
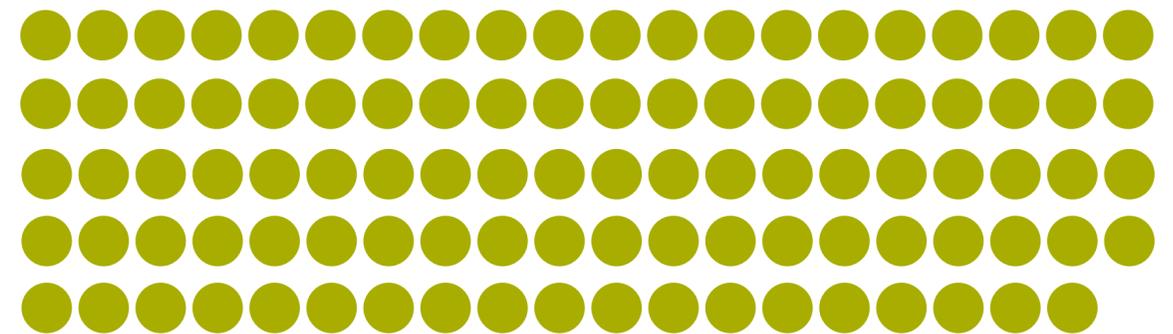
Building Sign
Identifies the name of the building
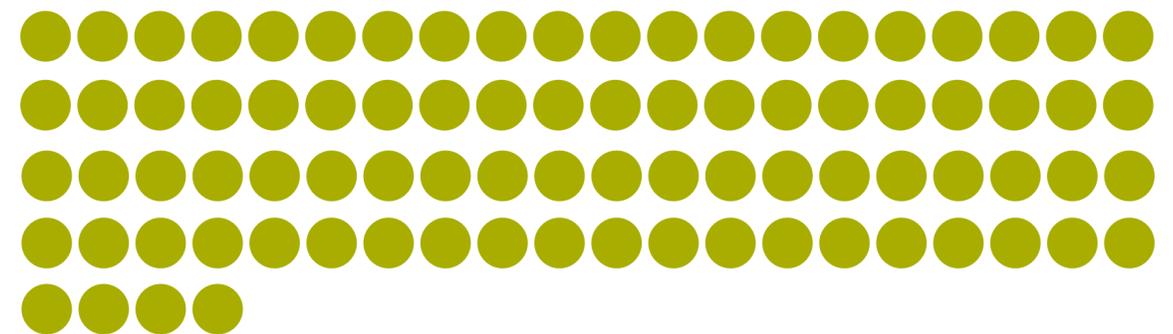
QR Code / Digital Map

Braille Signage

SURVEY RESULTS: 79 RESPONSES

Q3: Are there areas on Sylvania Campus that you find especially difficult to navigate?
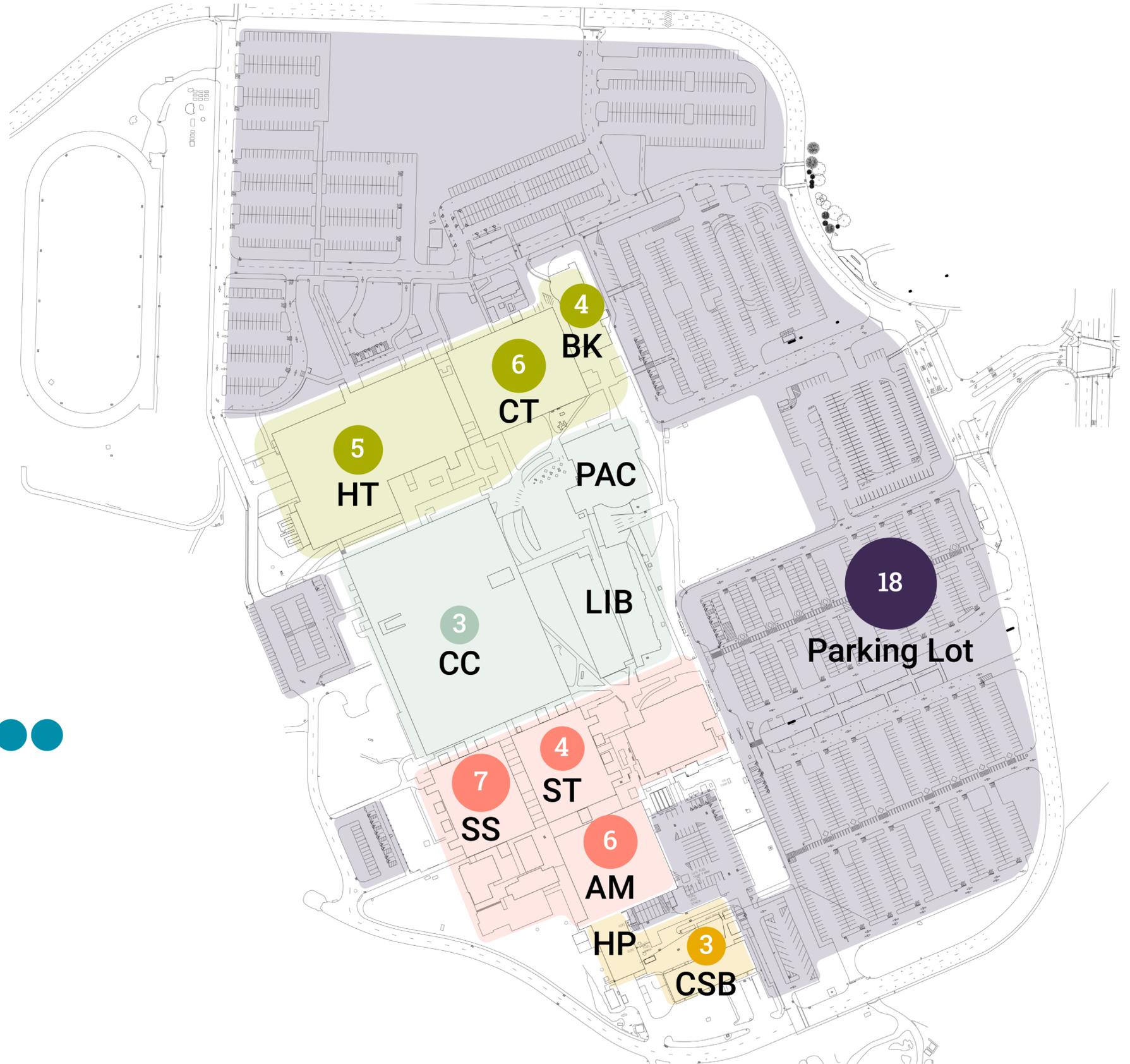
Navigating Between Buildings ●●●●●●●●●●●●●●●●

Building Support ●●●●●
(Elevators, Restrooms, Ramps)

Lower-level Classrooms ●●●●

College Services ●●●●
(Print Center, Marketing, Foundation, Admissions, Registration)

4 BK

6 CT

5 HT

PAC

3 CC

LIB

18 Parking Lot

7 SS

4 ST

6 AM

HP

3 CSB

Q3:

Are there areas on Sylvania Campus that you find especially difficult to navigate?

"There are areas of SY that are Level 1 for some buildings and Level 2 for others, which is confusing if you're new."

"Difficult to know which stairs will allow me to access other buildings and at which level"

"I don't have any directional locators to help me know which way is north. Everything looks the same so it's hard to navigate."

"Down and across and then up stairs again..."

"Students are CONSTANTLY asking where the bookstore is."

"It is hard to see gray on a gray building."

SURVEY RESULTS: 87 RESPONSES

Q4: What information should be included in the exterior signage that would help you and others navigate the Sylvania Campus?

Directional Signage (veh/ped)
Directional signage requests include room numbers, buildings, building support areas, programs, and landmarks.

Color-coded System

Map Orientation
Map orientation requests include adding "you are here" markers, adding "North", and positioning maps in a heads-up orientation

Maps
Map requests include maps upon entry, maps in parking lots, and in general, more maps around campus.

Building Name

Larger, More Legible Signage

Spell out Building Names

Description of Building Services

QR Code / Digital Component

Parking Lot ID

Use Symbols

Add Cardinal Directions
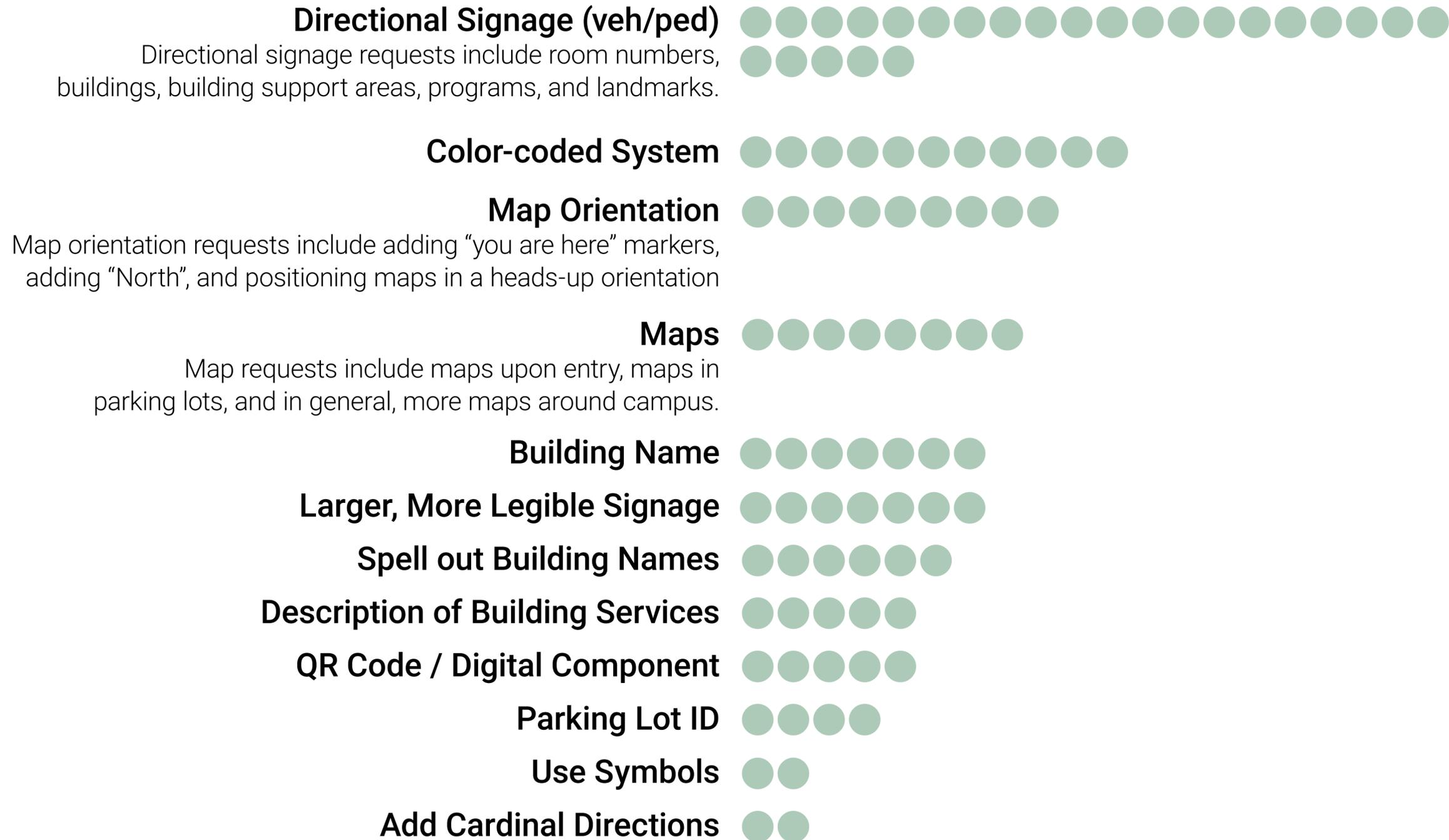
SURVEY RESULTS: 87 RESPONSES

Q4:
What information should be included in the exterior signage that would help you and others navigate the Sylvania Campus?

" **The signage should reflect not just the places people need to go, but also the ways we want people to be on campus. For example, copious wayfinding signs for bicycles tell people 'Bicycles are welcome here—not just cars.'"**

" **Label the parking lots - put the numbers on the light posts again. No one knows where they are when they call for help."**

[written in all caps]

SURVEY RESULTS: 55 RESPONSES

Q5: Any additional details you would like to add about your personal experience navigating the Sylvania Campus?

Lack of Signage 🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡🟡

Accessibility Concerns 🟡🟡🟡🟡🟡🟡

Poor Visibility of Signage 🟡🟡🟡🟡🟡🟡

Difficult to Differentiate Between Buildings 🟡🟡🟡🟡
(Especially concrete)

Use Art/Murals as Landmarks 🔴🔴

Concerns 🟡

Suggestions 🔴

Q5:

Any additional details you would like to add about your personal experience navigating the Sylvania Campus?

"Wayfinding signage may need to include some interior signs if possible because some ADA routes need to use elevators."

"Depending where you [are] coming from, the ground level is different and it is confusing."

"I ugly cried trying to find my ceramics classroom more than once :("

"Try accessibility navigating while using a wheelchair/crutches, some signage points down stairs but not to where the elevators are located."

"I had to take a lot of time walking and driving around looking at the downloadable maps available on pcc.edu - that is not a safe way to navigate while driving."

Q6: Do you have questions regarding this project?

"Will you include Disability signage? At every staircase, there should be a sign where the nearest ramp and/or elevator is."

"Are you going to get input from the disability department?"

"Are there any planned increases to the accessibility of the Sylvania campus?"

"I hope we are making our signage accessible when possible, also are there options for audible wayfinding for students and community members that have limited or no vision?"

SURVEY TAKEAWAYS

1 **More signs, with an emphasis on directional signs**
Especially in and around the parking lots

2 **Request for an online navigation component**

3 **Larger, more legible signs**
Especially building names

4 **Request for a color-coded system**

5 **Buildings are difficult to navigate/differentiate between**
Especially concrete buildings

6 **Alter maps so they are easier to understand**
"You are here" markers, add "North", heads-up orientation, etc.

WAYFINDING ASSESSMENT

Inconsistent Messaging

The images on this page show the evolution of messaging as signage has been added over time. Inconsistent messaging leads to confusion when navigating campus.

Where possible, current PCC signage standards have been included for reference.

Exit Only/No Entrance

Tobacco Free Campus

WAYFINDING ASSESSMENT

Visual Inconsistencies

The images on this page demonstrate visual inconsistency between the design of Parking Space identification. These inconsistencies result in a lack of wayfinding clarity and a muddled campus identity.

Where possible, current PCC signage standards have been included for reference.

Parking Space ID
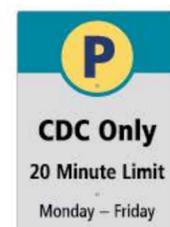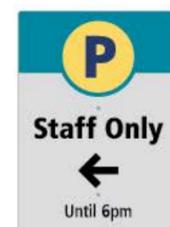
WAYFINDING ASSESSMENT

Visual Inconsistencies

The images on this page demonstrate visual inconsistency between the design of signage across various buildings on Sylvania campus. These inconsistencies result in a lack of wayfinding clarity and a muddled campus identity.

Current overhead identification signage is unsafe due to the wind conditions created in certain areas of campus.

Room signage is not currently in the scope of this project, but those that appear on the exterior should be considered as part of the holistic wayfinding experience across Sylvania's campus.

Where possible, current PCC signage standards have been included for reference.

Room ID

Area ID – Overhead
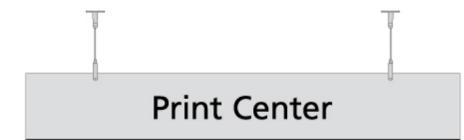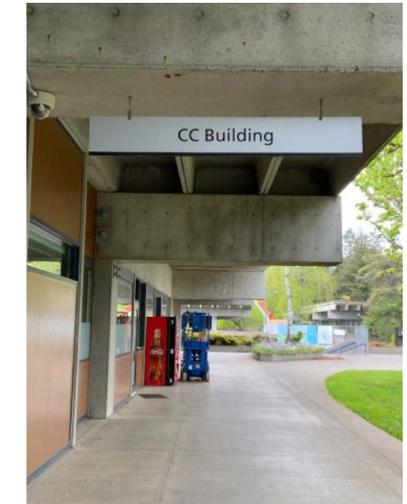
WAYFINDING ASSESSMENT

Poor Conditions

The images on this page show the wear and tear that has happened over time to many of the signs located on the Sylvania Campus. The conditions of these, and other signs not shown, results in illegible wayfinding and does not reflect Sylvania's commitment to providing quality education.

# WAYFINDING ASSESSMENT

Accessibility

The images on this page reflect the numerous challenges to accessibility throughout the Sylvania campus. Signage is inconsistent in messaging, not accessible due to placement, and makes an already-difficult campus even harder to navigate.

Where possible, current PCC signage standards have been included for reference.
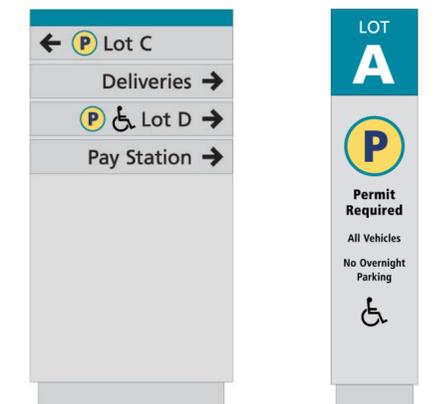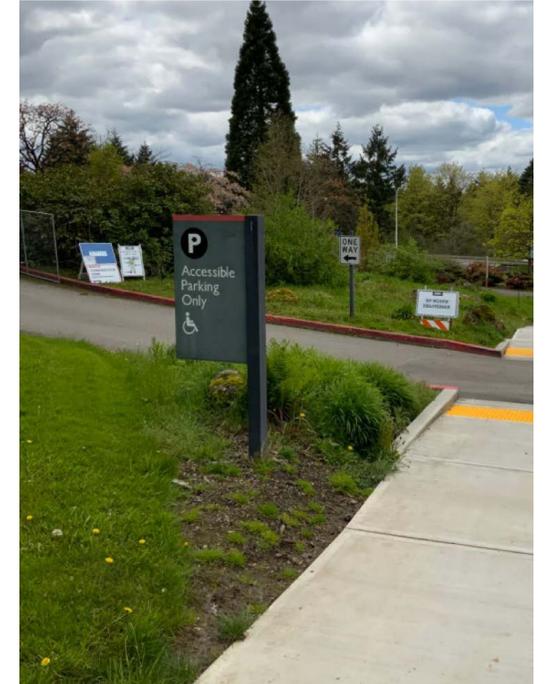
USER JOURNEYS

Defining the use case of wayfinding at the Sylvania campus

A broad range of users navigate the Sylvania campus each day, including students, staff, faculty, and visitors.

From students changing classes each term to faculty and staff who have deep knowledge of the site, there is no one-size-fits-all form of wayfinding. Bora created a series of user journeys to develop an understanding of the unique challenges facing four different groups.

USER JOURNEY:
FACULTY ARRIVING BY CAR

Professor Smith has taught at Sylvania for 11 years. On Mondays, Wednesdays, and Fridays he has two classes in the SCB.

- Today, he arrives to campus from the **Lesser Ave entrance** and finds a great spot to park in **Lot 1.**

- For Smith's lecture this week he brought extra supplies for a demonstration he planned. Smith walks to the **SCB** and decides to take the elevator due to the extra load.

- Once his morning class is complete, Smith stops by the **CC** to grab lunch.

- The sun is out today so Smith decides to take a walk around the **track** during his lunch break.

- After lunch, Smith teaches his afternoon course in the **SCB** and then walks back to his car in **Lot 1** to go home for the day.

—— User Path (Vehicle)

---- User Path (Pedestrian)

○ Decision Point (Vehicle)

○ Decision Point (Pedestrian)
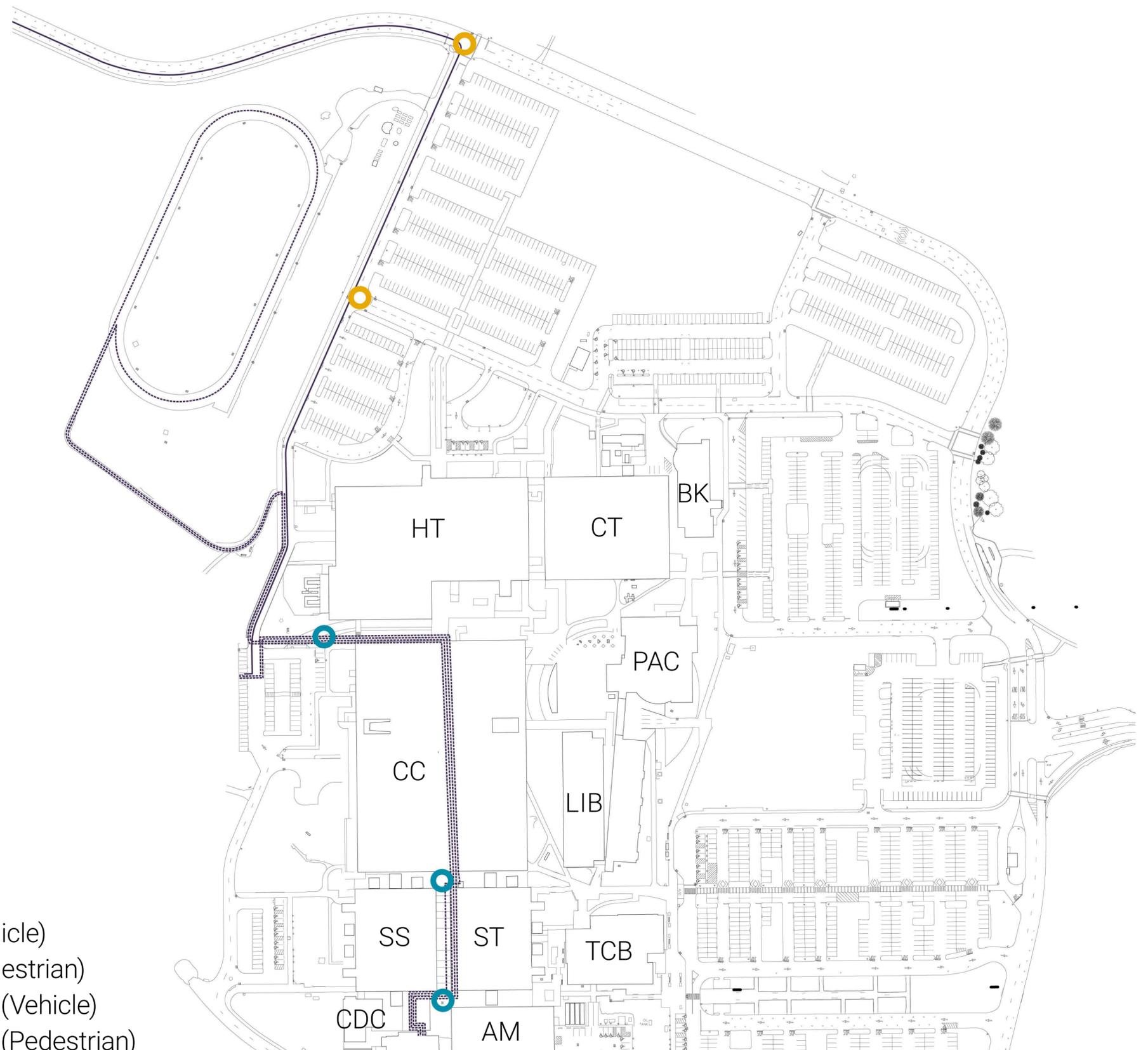
USER JOURNEY:
CURRENT STUDENT ARRIVING BY BUS

Eric is a second year student at PCC.

- On Tuesdays and Thursdays Eric arrives to campus on the city bus through the **Kerr Parkway entrance.**

- The bus drops him off **in front of the Library** at 8:42am–just in time to grab coffee at the CC before his 9:00am class.

- Eric waits in line at the **River City Café** and then heads to his mechanics class in the **AM building.**

- His class is released a few minutes early so Eric decides to walk to the **Library** to study for his upcoming exam before his bus arrives.

- Ten minutes before the bus, Eric packs up and walks toward the **bus stop.** The bus pulls up a couple minutes late, Eric swipes his Hop card, and he finds a seat for the ride home.


BK

HT

CT

PAC

CC

LIB

SS

ST

TCB

SCB

AM

HP

CSB

—— User Path (Vehicle)
- - - User Path (Pedestrian)
○ Decision Point (Vehicle)
○ Decision Point (Pedestrian)

USER JOURNEY:
CURRENT STUDENT ARRIVING BY BIKE

Alex is a first year PCC student. They decide to ride their bike to campus to take advantage of the good weather.

- Alex turns off 49th Ave and onto **K St.** where the bike path leads them to G St. Alex rides to the CT building where there is **bike parking** next to their first class.

- Alex locks up their bike and walks into the Little Theater in the **CT building.**

- After they are done, Alex packs up and finds a spot to eat their lunch **outside the PAC.** They enjoy the sun and chat with some of their classmates who came to join them.

- Lunch ends and Alex finds their way to the **ST building** for their last class of the day.

- Alex heads back to their bike and they prepare for their ride home.

———— User Path (Bicycle)

------- User Path (Pedestrian)

○ Decision Point (Bicycle)

○ Decision Point (Pedestrian)
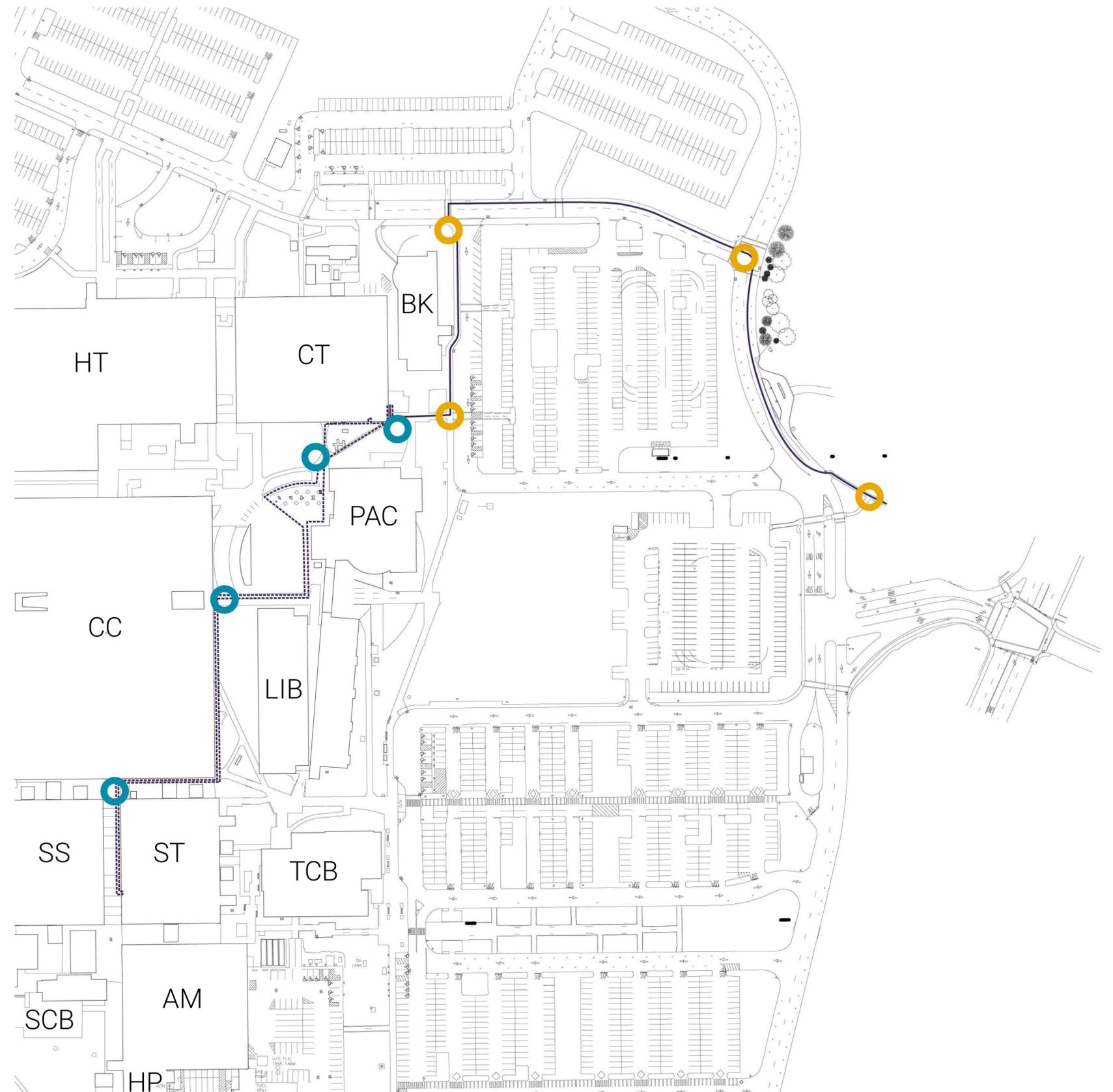
USER JOURNEY:
PROSPECTIVE STUDENT
WITH MOBILITY CHALLENGES

Emily is visiting Sylvania campus–excited about the possibility of taking courses in the fall.

- Emily arrives from the **Kerr Parkway entrance** and finds accessible parking in **Lot 7.** She is unfamiliar with the campus, so Emily finds a map.

- She decides to visit the CC, the Library, and the Bookstore. Emily finds her way to the **CC** where she learns about the CDC.

- Emily is interested in Sylvania's Early Education Program and is excited when she hears about an opportunity to work with children in the CDC. Emily leaves the CC, finds an elevator outside the ST building, and heads toward the **CDC** on a lower level.

- She walks around the building property and then decides it is time to check out the **Library.** Emily returns to the same elevator.

- After touring the Library, Emily walks to the **Bookstore** and then back to **Parking Lot 7**–eager to start researching courses.

—— User Path (Vehicle)
---- User Path (Pedestrian)
◯ Decision Point (Vehicle)
◯ Decision Point (Pedestrian)

BK

HT   CT

PAC

CC

LIB

SS   ST

TCB

CDC

SCB   AM

HP

CSB
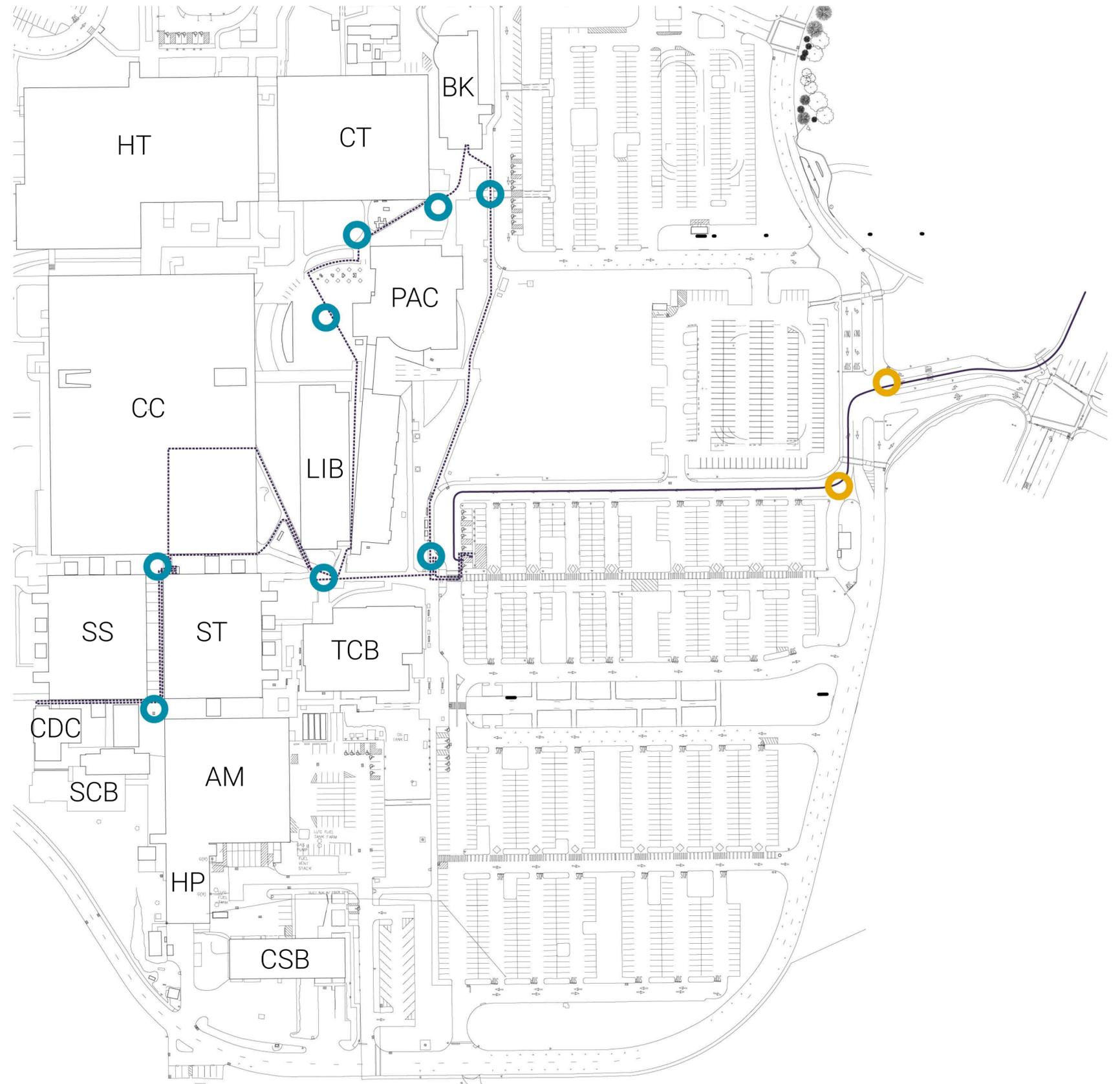
MAJOR DECISION POINTS

**Identifying major wayfinding decision points at the Sylvania campus**

Because of the complex topography of the Sylvania campus, it is challenging to label the levels in a clear and consistent way. Levels in one building may not match adjacent buildings due to the sloping site.

Bora created a system of identification using the College Center (CC) building as the main baseline, creating a cross-section of the site plan to identify various levels across campus. Building levels are categorized based on this relationship to the CC building. This is especially helpful in identifying exterior decision points throughout campus that may occur at the same point on multiple levels.

The following site plans are intended to help determine potential wayfinding locations. They are not intended for final map artwork on signage.

MAJOR DECISION POINTS

Main -3

Main -2

Main -1

Main

Main +1

Main +2

○ **Vehicular Decision Point**
Students, faculty, staff, delivery, bicycle

○ **Pedestrian Decision Point**

Bike Services
Parking
Repair Stand

Additional decision points will be
identified for ADA wayfinding.

Level structure:

Main -3 (lowest level building/site)

Main -2

Main -1

Main   (CC Level 2 main entrance)

Main +1

Main +2 (highest level building/site)

LANDMARKS AND DESTINATIONS UNDER CONSIDERATION

Landmarks and destinations should be limited.
Identifying too many landmarks and destinations on the campus
maps or directional signs make them difficult to read and interpret.

Building support spaces	Student/Visitor Services	Amenities	Transportation	Site
Stairs	Information Desk	Bookstore	Parking Lots	Emergency Call Stations
Ramps	Admissions	Library	Bike Parking/Bike Lockers	Learning Garden
Restrooms	Registration	Computer Resource Center	Pay Stations	Loading Zones
Elevators	Financial Aid	Tutoring Learning Center	Shuttle Stops	Designated Smoking Areas
	Advising	Dining Center	Public Transportation	College Center Building
Leadership	International Education	Fitness Center	Accessible Parking	Safe Assembly Areas
College Administration	Counseling	Performing Arts Center	Accessible pickup/drop off	Track
Student Life & Leadership	Disability Resources	Child Development Center	Bike Repair Stations	
	Stephanie Keyes Accessibility Center	Gym	Electric Vehicle Charging	
	Identity-Based Resource Centers	Art Gallery		
	Food Pantry	Print Center		
	Public Safety			