



## 9.0 Signage & Way-Finding



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### 9.1 | Wayfinding

One of University of Lethbridge's most distinctive features is its coulee landscape. The proposed pedestrian network should form the basis of an effective and well-designed wayfinding system that delivers students and visitors to their desired destinations and experience this unique landscape. By redesigning the pedestrian network the University will create a new pathway system with identifiable reference points. This will support pedestrian wayfinding without changing the essential nature of the campus experience. By enhancing this existing asset with simple markers, the navigation system will work with topographic limitations and utilize key vista sight lines. These pedestrian pathways should build on the organizing principles for a new campus wayfinding system.

Pedestrian and vehicular routes should be clearly labeled on campus. This helps clarify movement and direction on campus. A comprehensive signage, lighting and mapping strategy should be developed based on the strategy. This should include:

- The Campus Master Plan should recommend improved road signage, a University marker at Aperture Drive to signal arrival, internal street identification signs, an expanded family of vehicular directional signs, and an improved system of parking lot identification and classification;
- Pedestrian signs should consist of directional signs attached to existing campus sign/lampposts. Colored bands at the lamppost base should identify the major campus walks, coulee trail systems, and river points. Directional "finger"

signs at key intersections will help visitors quickly find their way with minimal visual impact;

- A comprehensive and consistent identification of campus buildings should help visitors and new campus residents find a destination. Improving the visibility of existing inscriptions with guidelines for contrast and fill colours will also improve their legibility; and
- The creation of a new campus map is essential for better campus orientation, as will the introduction of new information kiosks at key points of arrival. Messages can be delivered via kiosk, pamphlet, website, or hand-held device.



Fig. 9.1 | PEDESTRIAN PATH SIGNAGE, WEST VANCOUVER (Design Precedent)

