WAYFINDING

EXISTING CONDITIONS

The Downtown Campus in San Antonio proper has outgrown its initial boundaries. It is embedded in an urban institutional neighborhood from which it needs to be distinguished. It is bounded on one side by the freeway which separates it physically and visually from the downtown. As a relatively new campus, it already has many things working for it that help to define the campus core.

RECOMMENDATIONS

Additional signs and wayfinding elements should be introduced to tie campus facilities together, improve building identification, and better support the vehicular and pedestrian experience. In addition, some of these new system components should include internal illumination to provide warmth, welcome, and character at night. Additional recommendations regarding wayfinding and signage, including signage types, may be found in the Guidelines chapter of this Campus Master Plan.

Vehicular Sample Journey

The Campus Master Plan provides signs for the campus which start on the highway and continue on frontage and access roads to campus entry points. Pull-offs with campus maps are provided on approaches and gateways are visually identified. Parking lots and garages have identification and operational information at street access points. Within parking lots location identifiers are provided and roads that traverse parking areas are clearly marked.
Pedestrian Sample Journey

The Master Plan provides pedestrians with orientation and directional information as soon as they make the transition from their motor vehicles or transit and continue to their destinations and back to their parking location or transit stop. Campus maps and directional signs are found at all decision and transition points. Building identification signs provide name, code, level, and special access information so that there is a continuous network of information for pedestrians. Directional elements will also serve to increase the visibility of pathway organization on the campus and act as landmark elements themselves.