

WAYFINDING

FIGURE 1

Sample Vehicular Signage,
see pages 35 and 36 for additional sign types

FIGURE 2

Sample Pedestrian Totems,
see page 37 for additional pedestrian sign types

FIGURE 3

Primary and Secondary Campus Gateways

CHALLENGES

Enormous growth has meant that the Main Campus has outgrown initial decisions about the campus's organization and form. The original internal organization of the Main Campus now has buildings spread out along a number of axes. This expansion works against clear circulation and orientation for a large number of university community members who come and go each day. Large surface lots are the major accommodation for motorists, further masking campus organization for the University community and visitors alike.

The Main Campus does not stand out in the landscape and lacks visibility. Existing signs are out of date and no longer provide useful information. As the central campus of a major university, a positive, visible identity that reflects the stature of the institution is vitally important. A sign system that provides all visitors, students, and staff with a way to locate destinations and easily orient themselves on campus is imperative.

RECOMMENDATIONS

Vehicular Signage

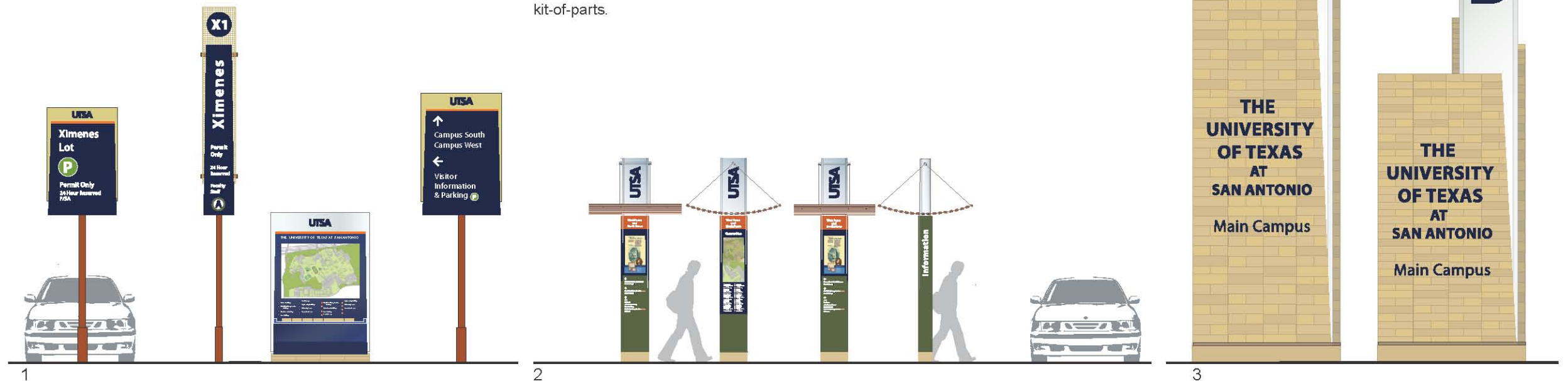
Directional signs scaled to traffic speed should be placed on UTSA Boulevard and Loop 1604, directing motorists to appropriate areas of the campus. At appropriate locations, vehicular pull-offs should be provided where visitors can view large campus maps and other information.

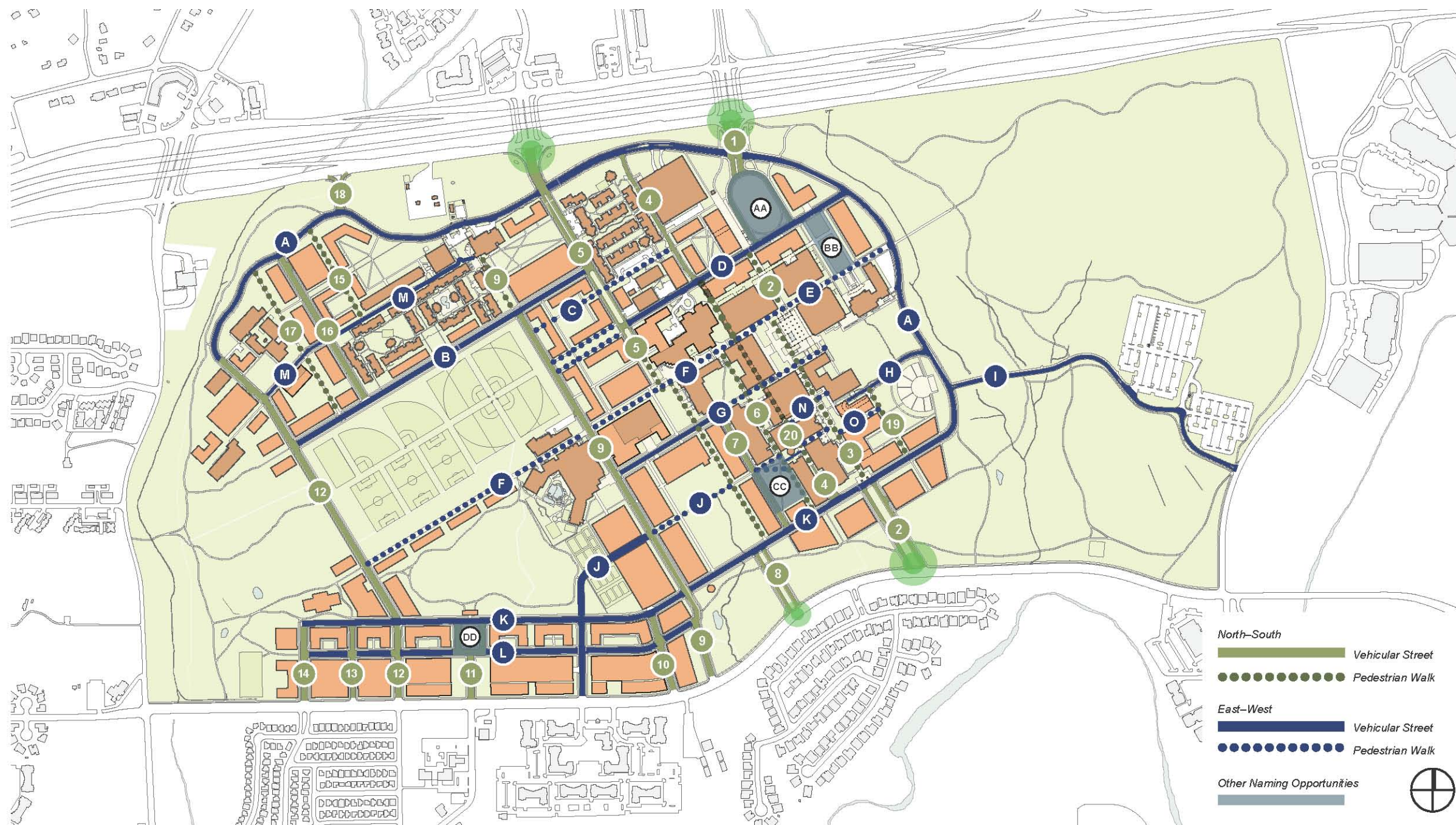
Gateways

To enhance the image of the Main Campus, to identify when one has entered the campus precincts, and to provide a hierarchy of entry into the campus, a series of primary and secondary gateways should be developed. Primary gateways should be located at the John Peace Boulevard and Walter Brenan Avenue entrances from Loop 1604 and at the James Baurle entrance from UTSA Boulevard. A smaller secondary gateway should be located at the Edward Ximenes Avenue from UTSA Boulevard.

Pedestrian Totems

A systematic set of signs and other elements should be developed for the Main Campus. This includes a series of pedestrian information totems located at strategic decision intersections and major activity areas within the campus, such as the Sombrilla Plaza and the courtyard between University Center I and II. This system should be designed as an integrated kit-of-parts.





Main Campus Gateway and Street Organization

Provide two main gateways to the 1604 Campus, one on the south and one on the north sides. Name streets alphabetically from east to west using familiar names, and identify north and south segments of streets with the East and West Paseos as the dividing point.

FIGURE 4
Street Map

- | | | | |
|-----------------------------------|-------------------------------------|-----------------------------------|--|
| | Major Gateway | | Minor Gateway |
| North-South Streets | | East-West Streets | |
| 1 | John Peace Ave. | A | Margaret Tobin Ave. |
| 2 | North Paseo | B | Anacacho Rd. |
| 3 | South Paseo | C | Anacahuite (road and walk) |
| 4 | Fred Cook | D | Bartlett Cocke Dr. (road and walk) |
| 5 | Walter Brennan Ave. (Road and walk) | E | East Paseo |
| 6 | Ransom Walk | F | West Paseo |
| 7 | Honoric TBD (road and walk) | G | Madrone (road and walk) |
| 8 | Edward Ximenes Ave. | H | Rhoderick Key Dr. |
| 9 | Honoric TBD | I | East Campus Dr. |
| 10 | Honoric TBD | J | George Brackenridge Ave. (road and walk) |
| 11 | Honoric TBD | K | O'Neil Ford Rd. |
| 12 | Sam Barshop Rd. | L | James Bauerle Rd. |
| 13 | Honoric TBD | M | Persimmon (road and walk) |
| 14 | Honoric TBD | N | Hawthorn Walk |
| 15 | Honoric TBD | O | Huisache Walk |
| 16 | Honoric TBD | | |
| 17 | Honoric TBD | | |
| 18 | Honoric TBD | | |
| 19 | Honoric TBD | | |
| 20 | Thomas Devine Walk | | |
| Other Naming Opportunities | | Other Naming Opportunities | |
| AA | John Peace Quadrangle | CC | Honoric Quadrangle |
| BB | Honoric Plaza TBD | DD | Honoric Plaza TBD |

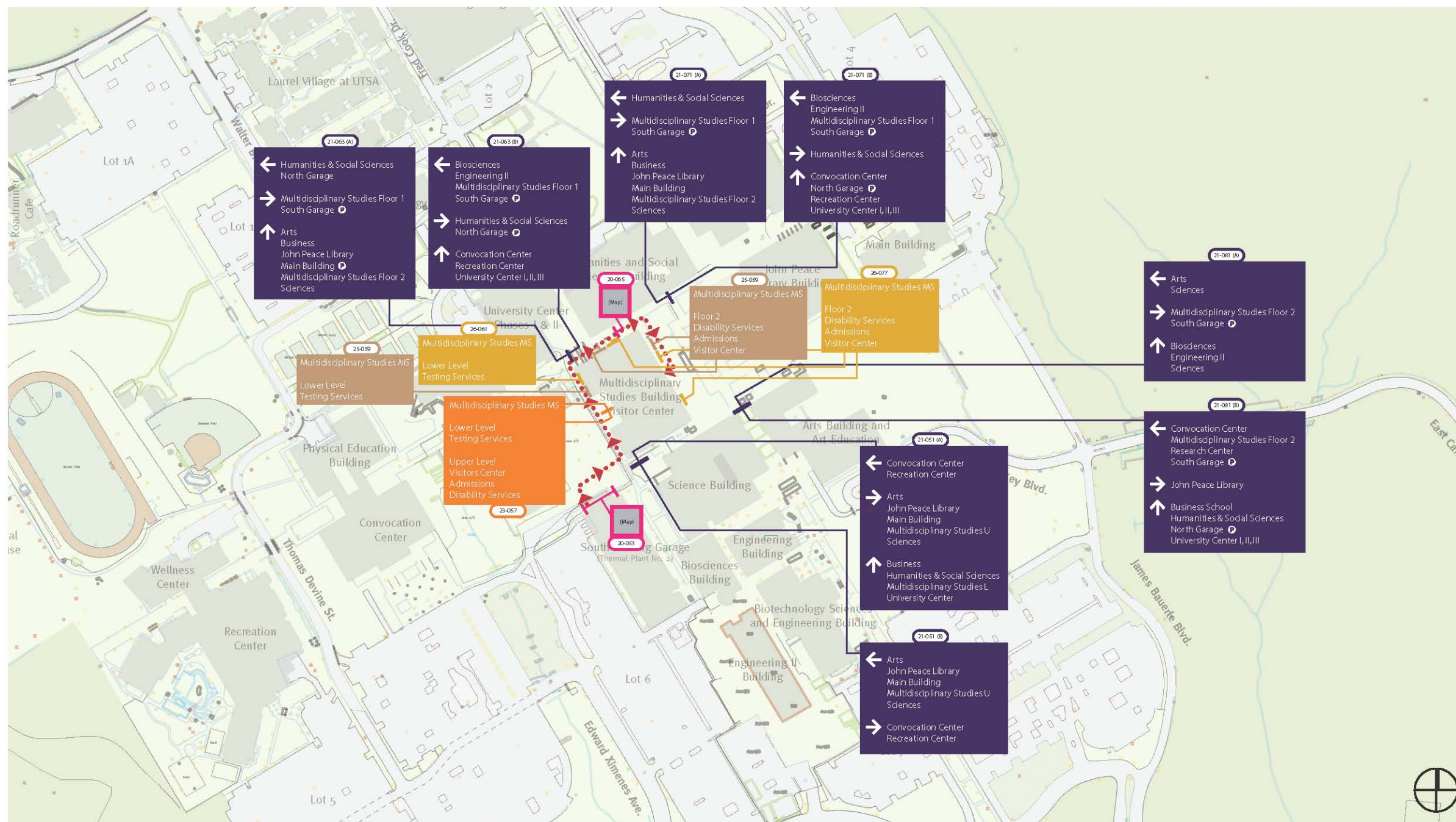
**Main Campus
Vehicular Sample Journey**

The 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.

FIGURE 1
Vehicular Sample Journey

- Vehicular Directional (large)**
- Vehicular Directional (medium)**
- Vehicular Gateway**
- Vehicular Banner**
- Street Identification**
- Pull-off Campus Map**
- Parking Lot Identification**
- Parking Type Identification**
- Parking Garage/Lot Identification**





**Main Campus
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.

FIGURE 2
Pedestrian Sample Journey

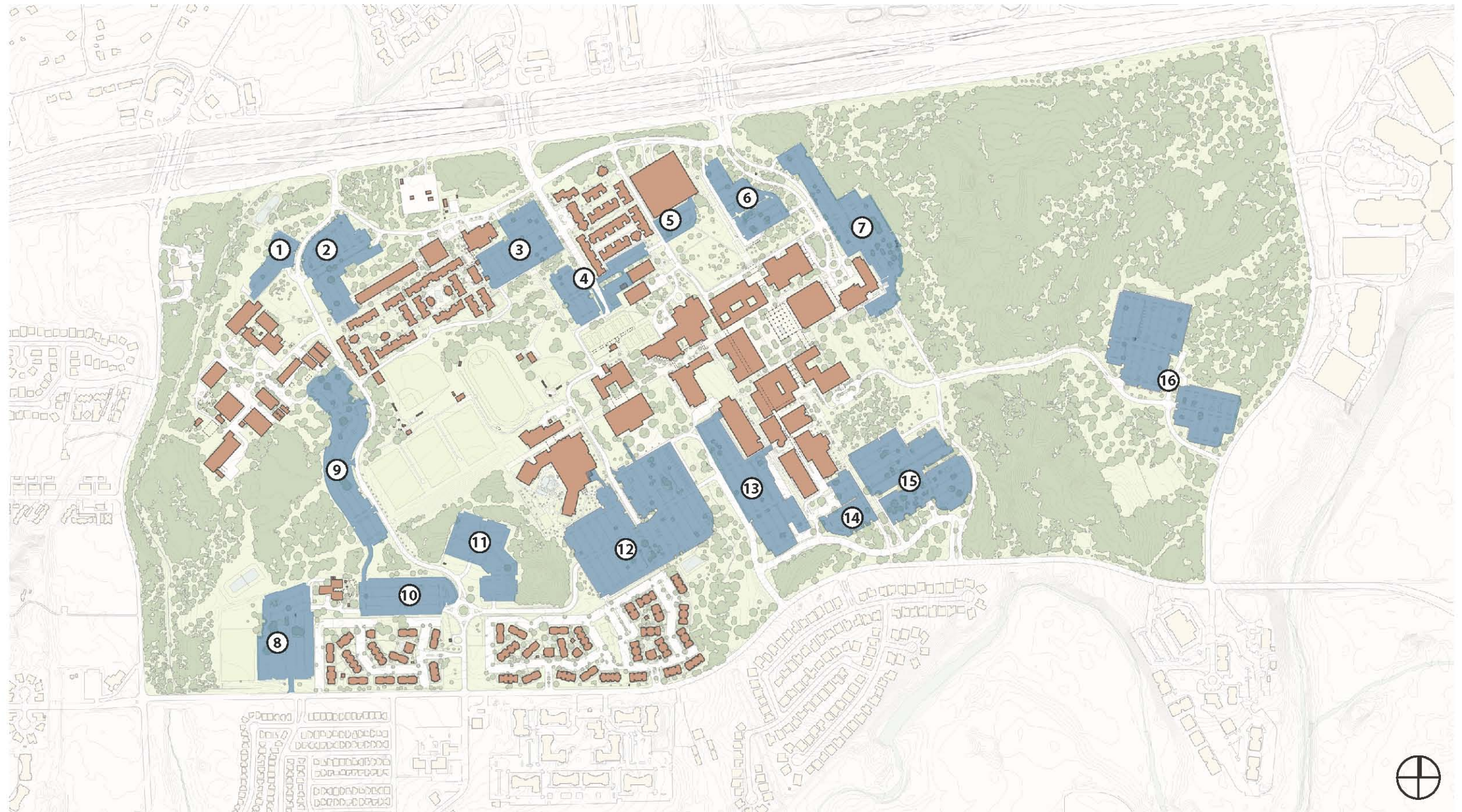
- Pedestrian Campus Map*
- Pedestrian Directional*
- Building Identification (ground mounted)*
- Building Identification (vinyl on glass)*
- Building Identification (wall mounted)*

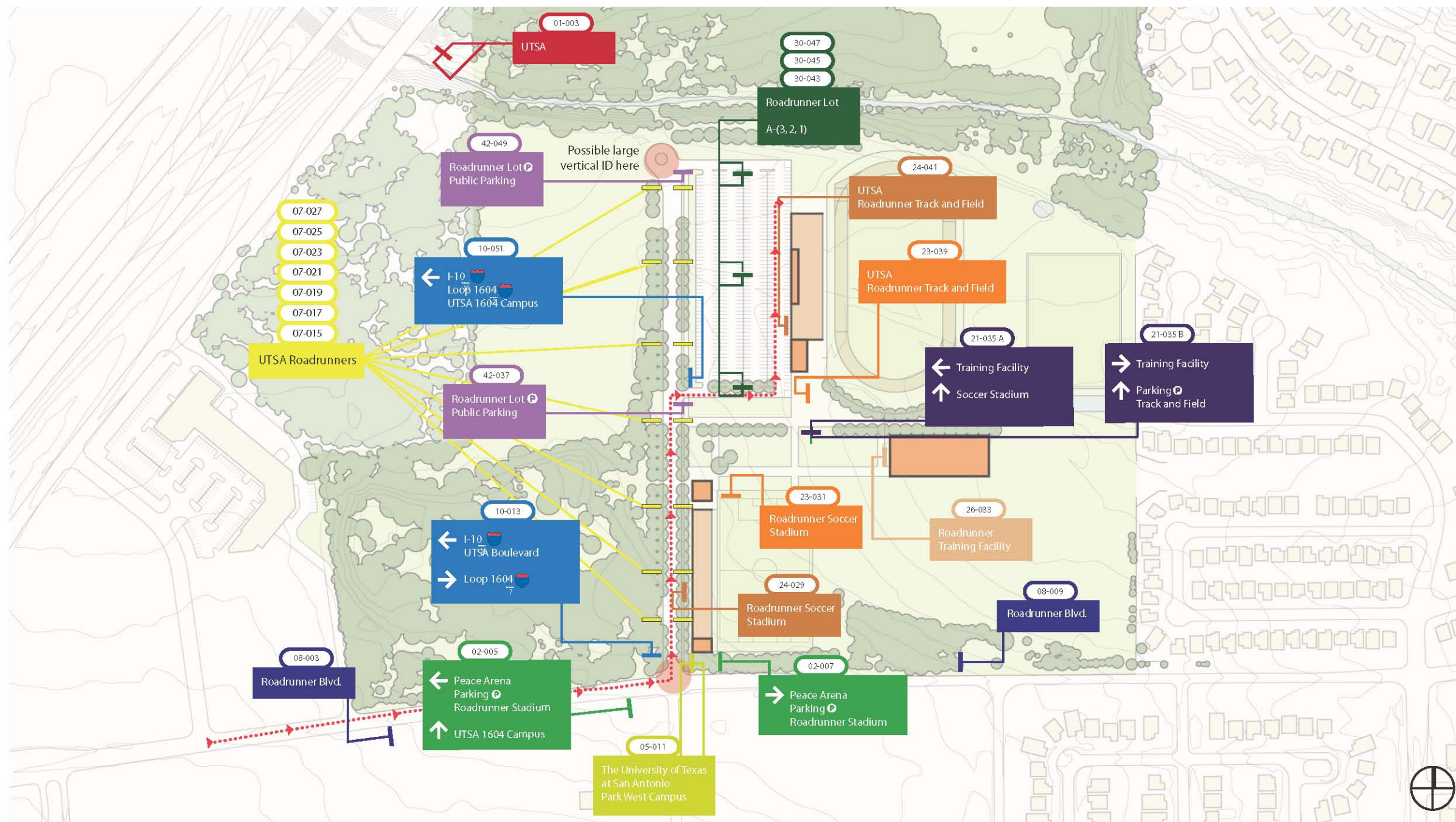
Parking Organization

The Campus Master Plan provides a campus-wide geographic organization to parking locations by naming in accordance with the streets from which they are accessed or residential facilities to which they are dedicated.

FIGURE 1
Parking Organization Map

- Recommended Names**
- Barshop Rd. Lot A ①
 - Tobin Ave. Lot B ②
 - Brenan Ave. Lot A ③
 - Brenan Ave. Lot B ④
 - Cook Dr. Lot ⑤
 - Tobin Ave. Lot A ⑥
 - Peace Ave. Lot ⑦
 - UTSA Blvd. Lot ⑧
 - Barshop Rd. Lot B ⑨
 - Barshop Rd. Lot C ⑩
 - Brackenridge Ave. Lot B ⑪
 - Brackenridge Ave. Lot A ⑫
 - Ximenes Ave. Lot ⑬
 - O'Neil Ford Ave. Lot ⑭
 - Bauerle Lot ⑮
 - East Campus Dr. Lots A & B ⑯





**UTSA Park West
Vehicular Sample Journey**

The 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.

FIGURE 1

- Vehicular Directional (large)
- Vehicular Directional (small)
- Vehicular Gateway
- Campus Banner
- Street Identification
- Pedestrian Directional
- Building Identification (ground mounted)
- Building Identification (with CMS display)
- Building Identification (wall mounted)
- Parking Location Identification
- Parking Garage/Lot Identification
- Double-Sided CMS Display