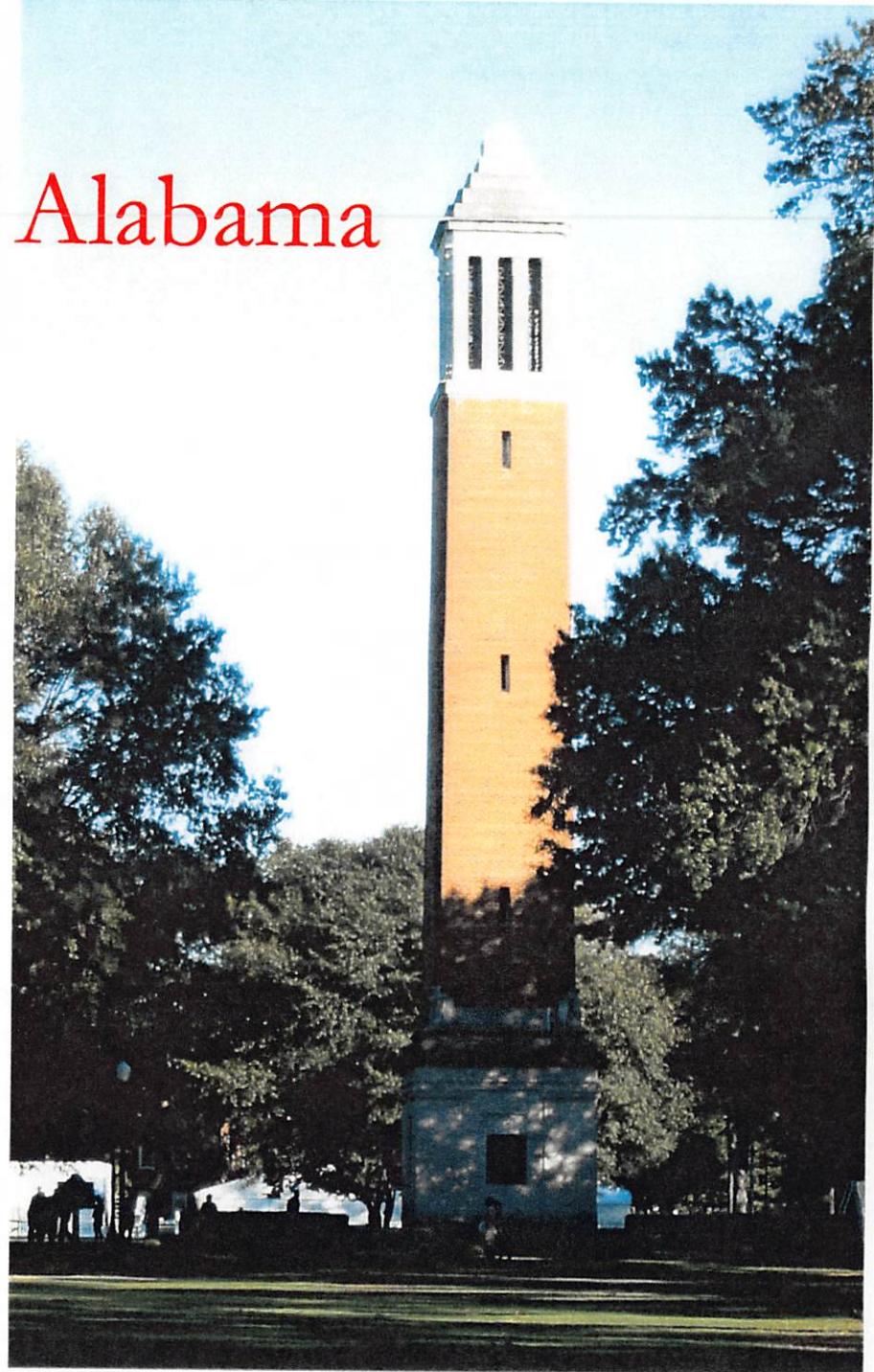


The University of Alabama

Campus Master Plan Draft

April 26-27, 2006



Introduction

The Campus Master Plan will:

- Provide a long-term, campus-wide vision.
- Provide clear direction for coordinated action.
- Lead to assignment of responsibility and authority for plan implementation.

Philosophy

Unique: The campus should reflect the nature and character of the University—the institution and its role in the nation, region, state and community.

Logical: The campus should be a logical, physical expression of the University's mission and purpose.

Respectful: The campus should account for, respect and capitalize on its location.

Customer-oriented: The campus should serve its users and constituents.

Strategic Concept

Return the campus to its first principles of physical organization, planning and design while responding to new needs and demands:

- Academic village
- Pedestrian accessibility
- Strong sense of place and legibility
- Traditional building location and relationships
- Prominent outdoor spaces to support student life

Goals

Preserve the campus core, its landmark structures, engaging open spaces and sense of place.

Adapt buildings and facilities to accommodate innovation and expansion.

Regenerate the vitality of the campus through an overall, phased strategy.

Integrate new construction through incremental infill that supports the campus open space system.

Guiding Principles –1

1. The primary purpose of the campus is to provide an appropriate setting for teaching, research and service.
2. The core of campus is primarily for learning and for selected supporting services essential to learning.
3. The surroundings of the core are primarily for student residences and student life—an environment supportive of learning.
4. Other support functions are directed primarily to the campus perimeter.

Guiding Principles –2

10. A primary pedestrian circulation system interconnects campus residential areas with the academic core.
11. All campus streets provide equal status to the movement of automobiles and bicycles.
12. A campus transit system provides a dependable, reliable and efficient alternative to the automobile.
13. The pedestrian, bicycle, vehicle access and parking systems are organized to direct internal vehicular trips toward transit .



100% SECURITY & RELIABILITY

Campus Building and Street Patterns: 2005



Strategic Concept



From Strategic Concept to Draft Master Plan

Steering Committee

Campus Master Plan Committee

Student Government Association

Transportation and Parking

Campus Open Forums

University Website

Freshmen Forum

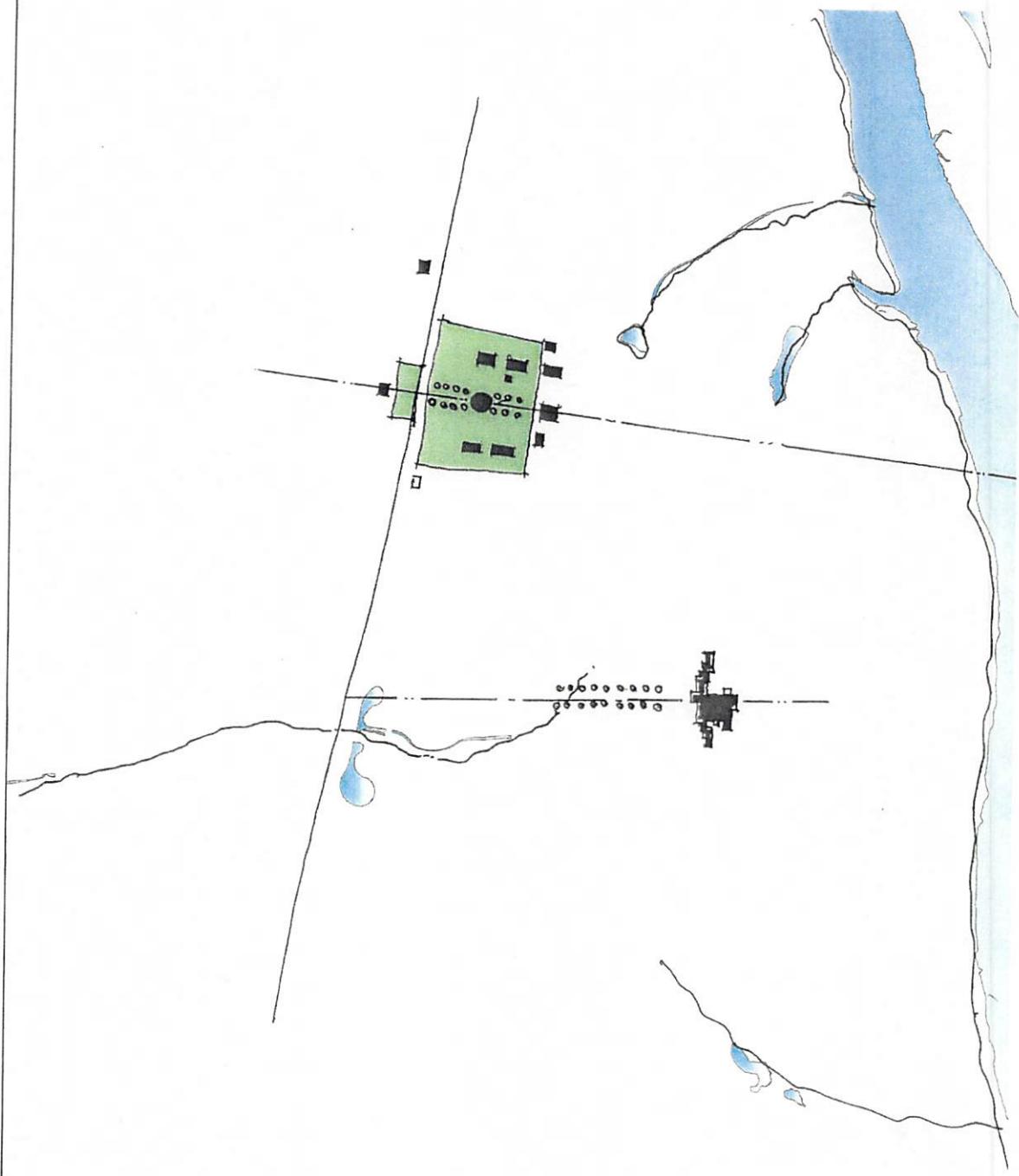
Support Services

Deans Council

Faculty Senate

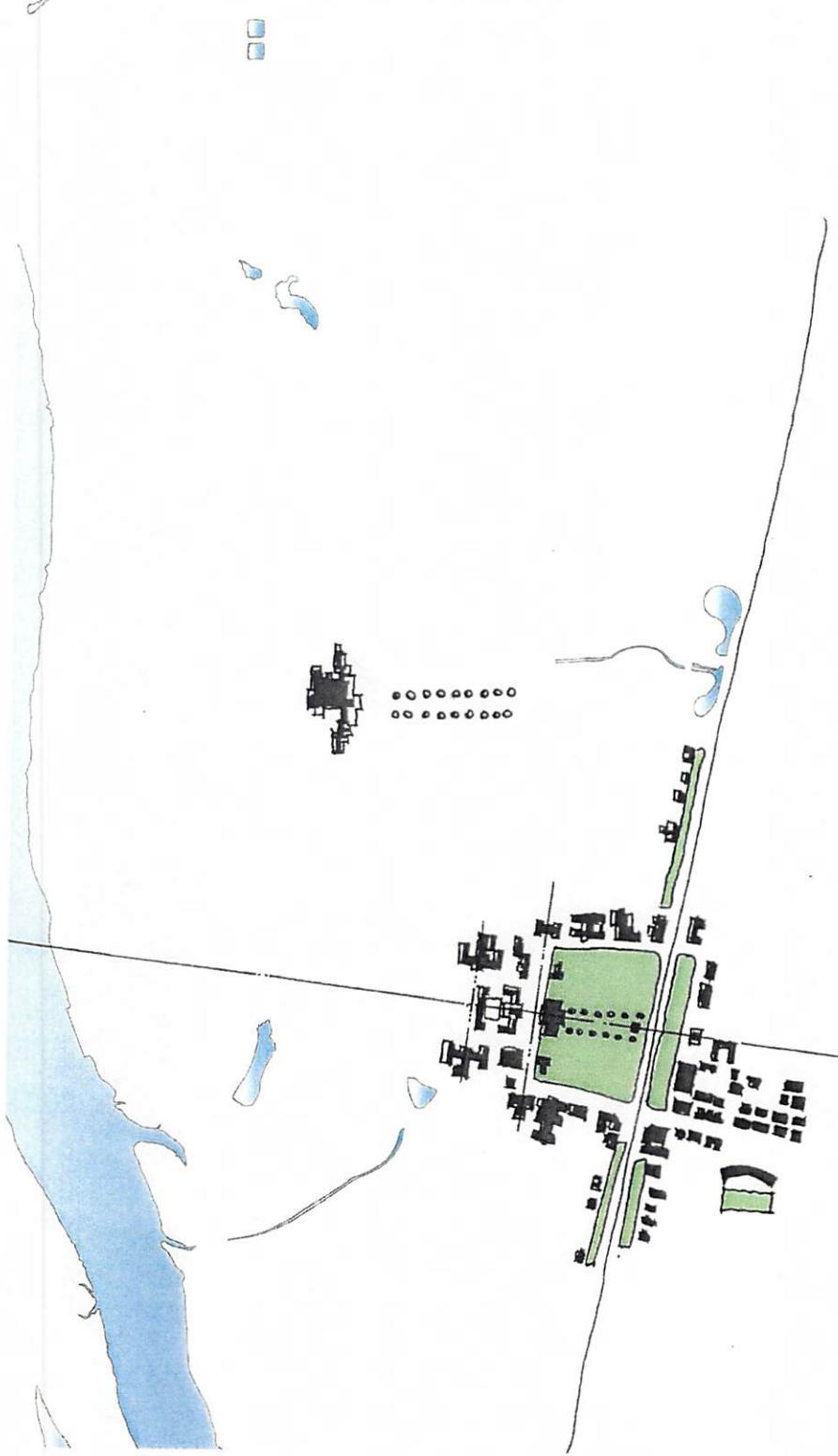
Crimson White

University Facilities



1865

1945



Open Space System



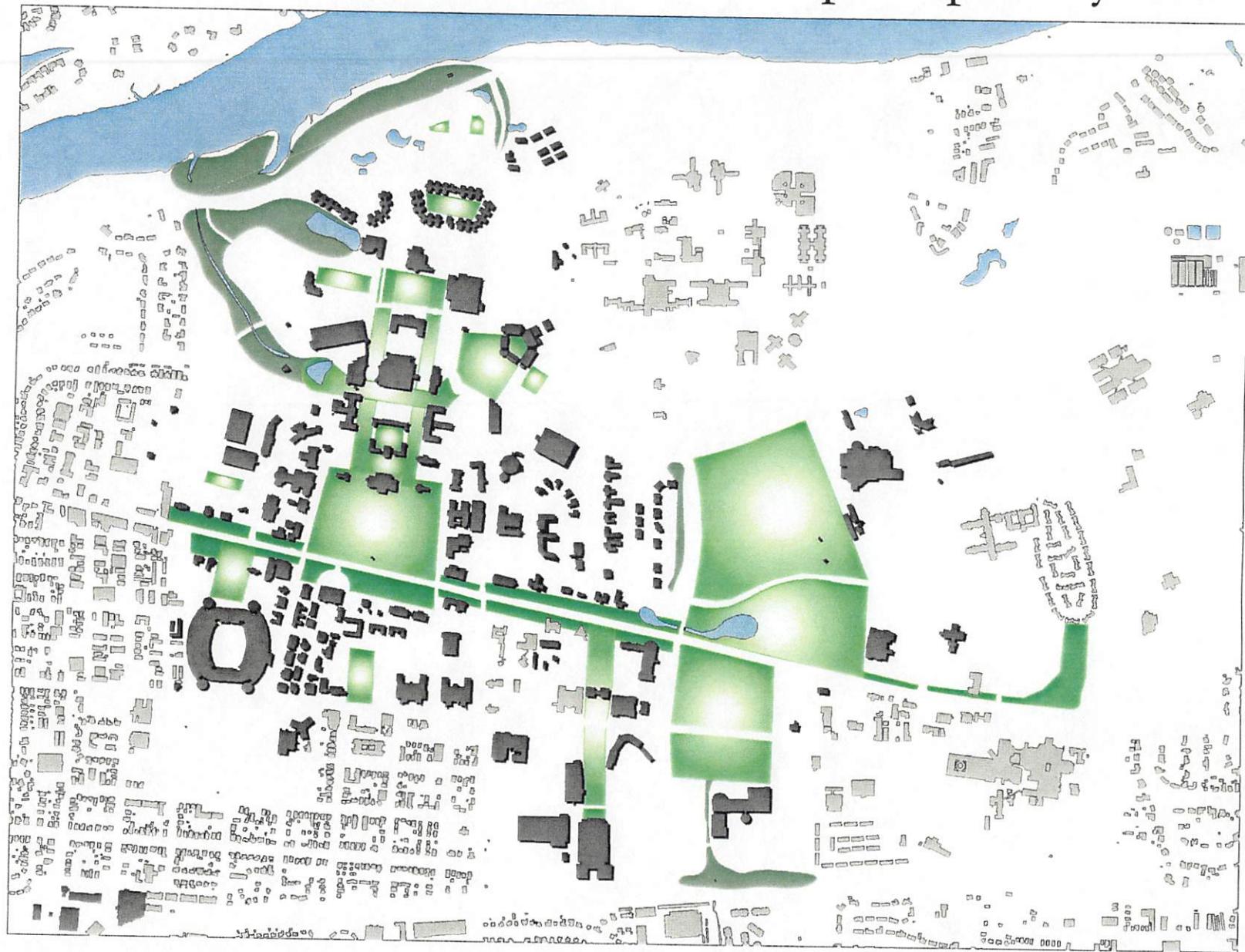
Open Space System



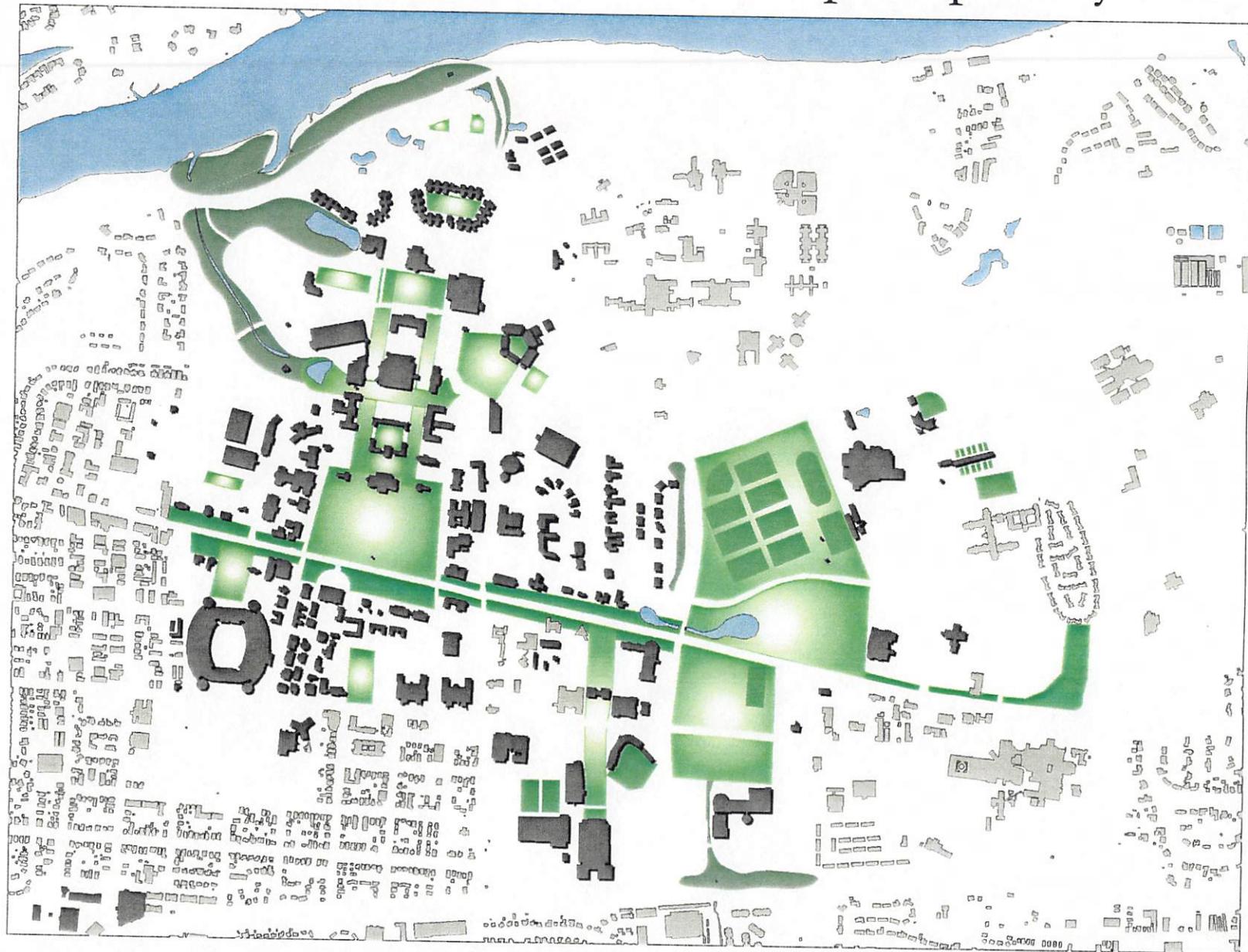
Open Space System



Open Space System



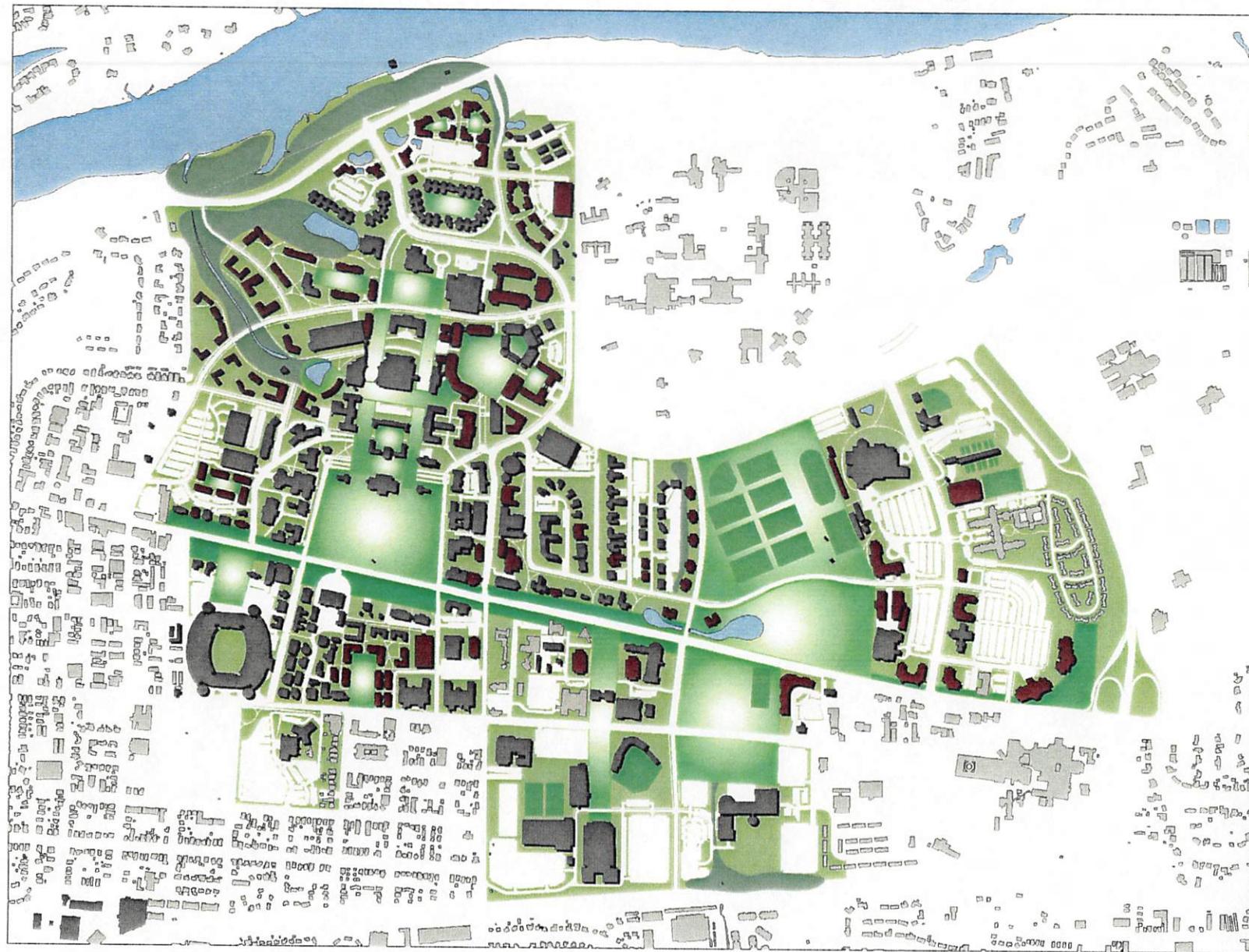
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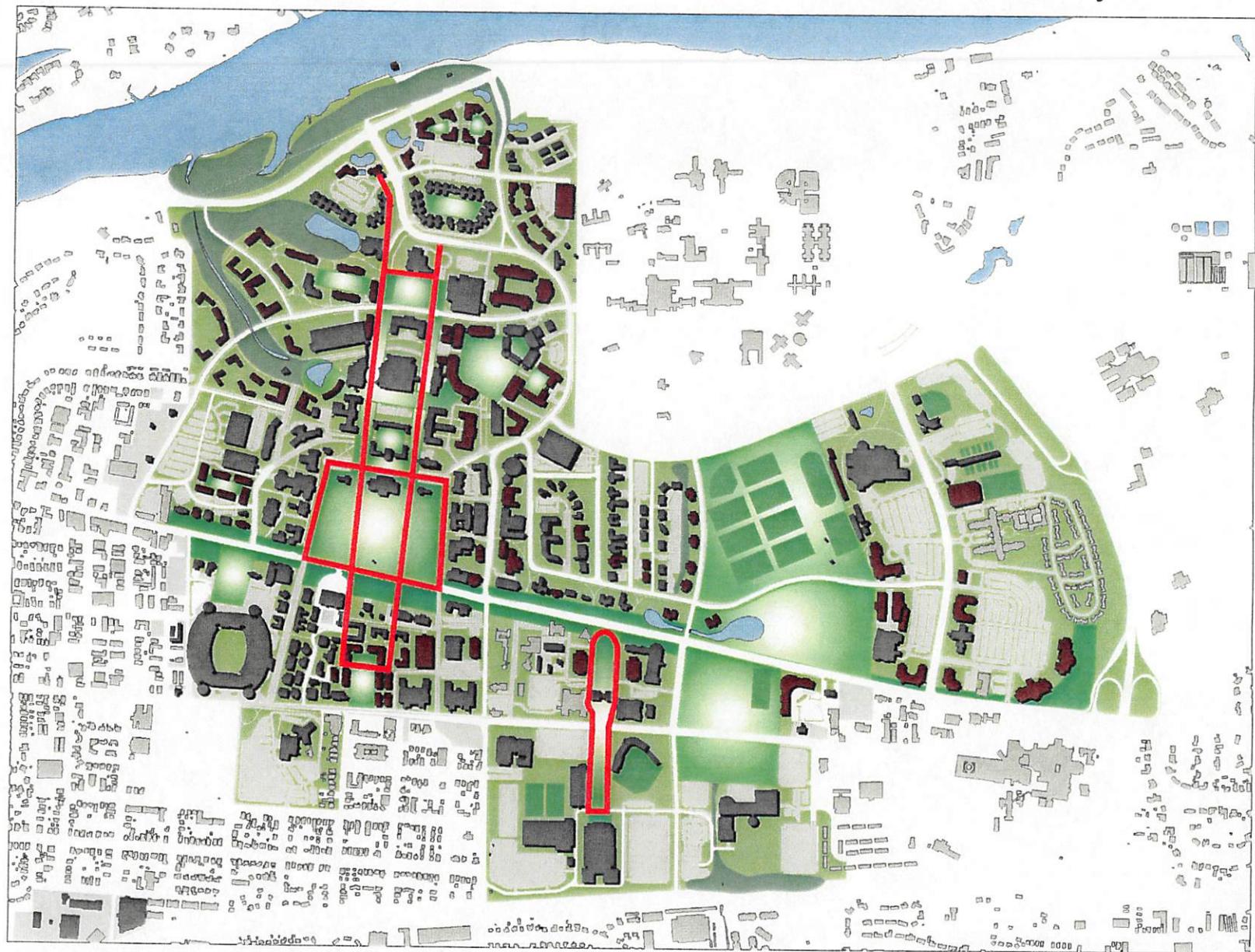
Open Space System



Open Space System

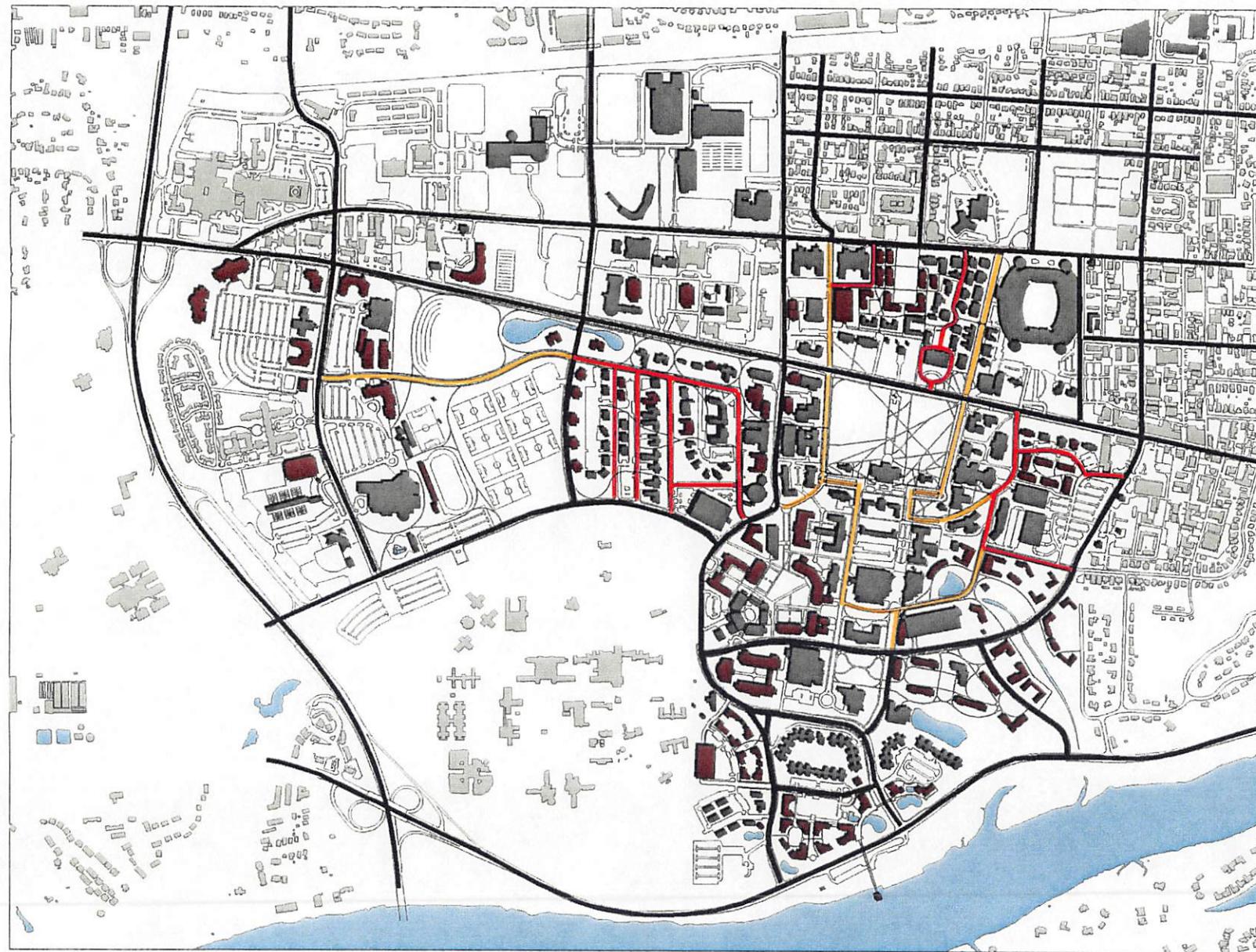


Pedestrian System



Pedestrian System





Streets

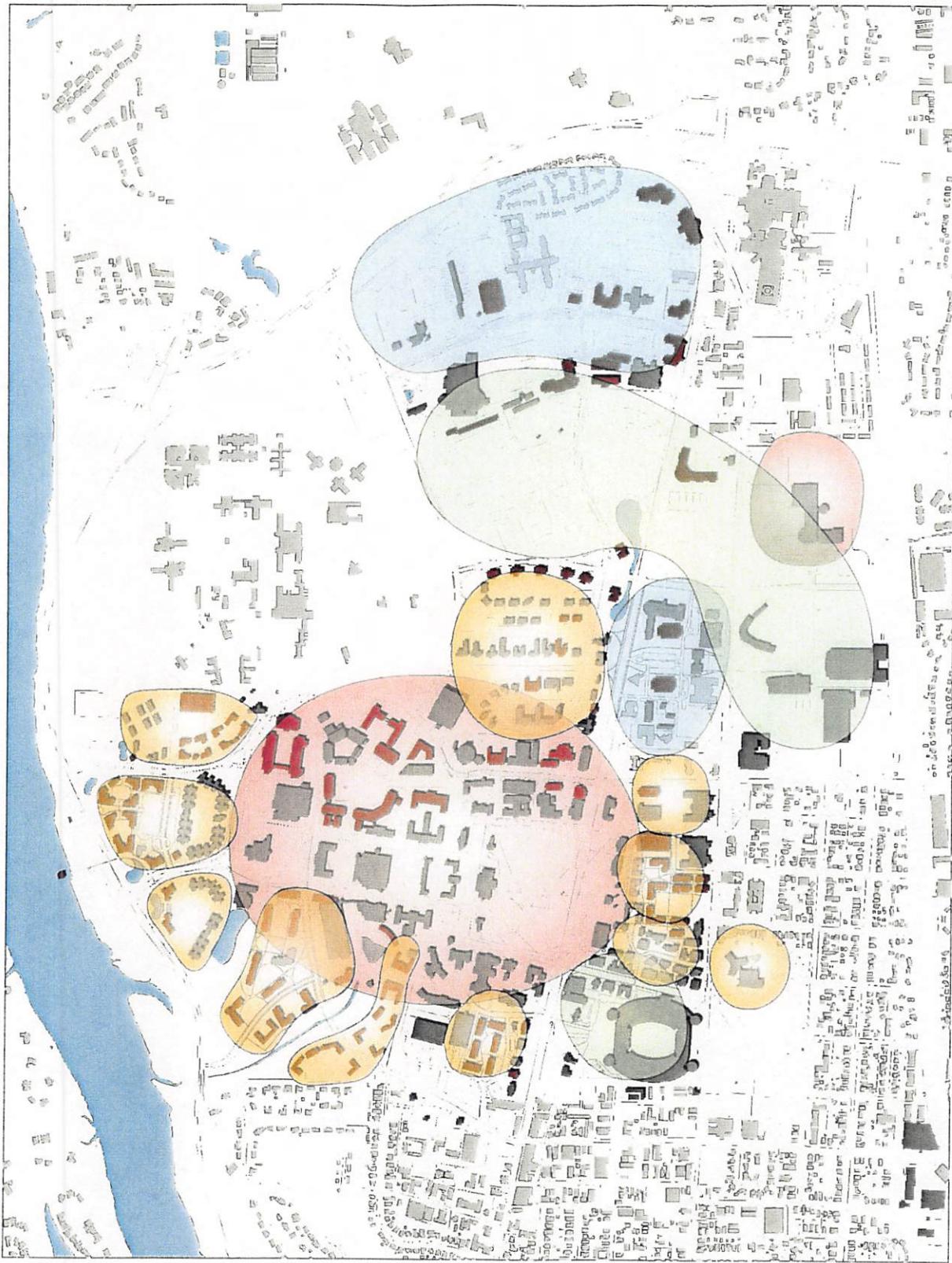
Composite



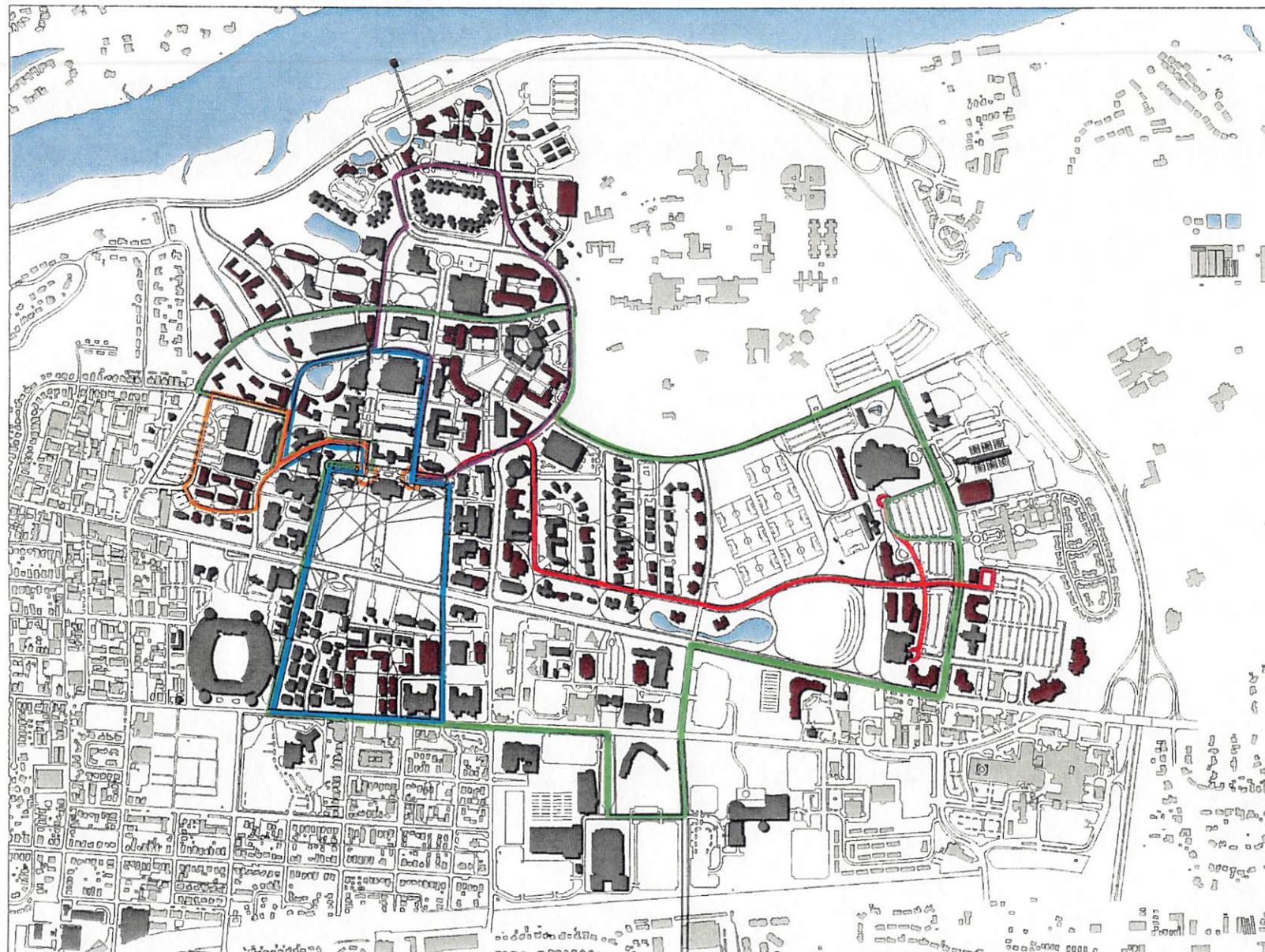
Strategic Concept



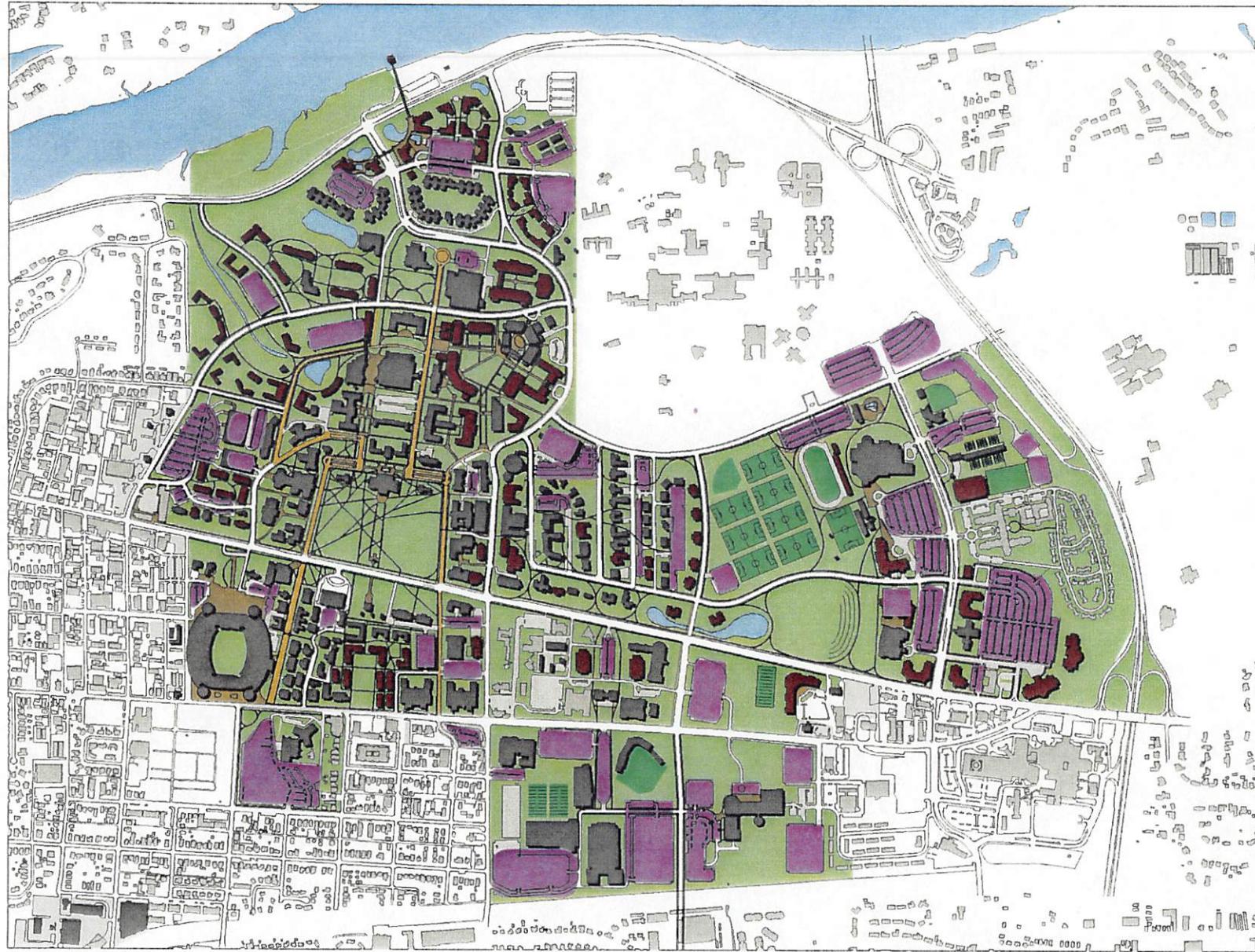
Land Use



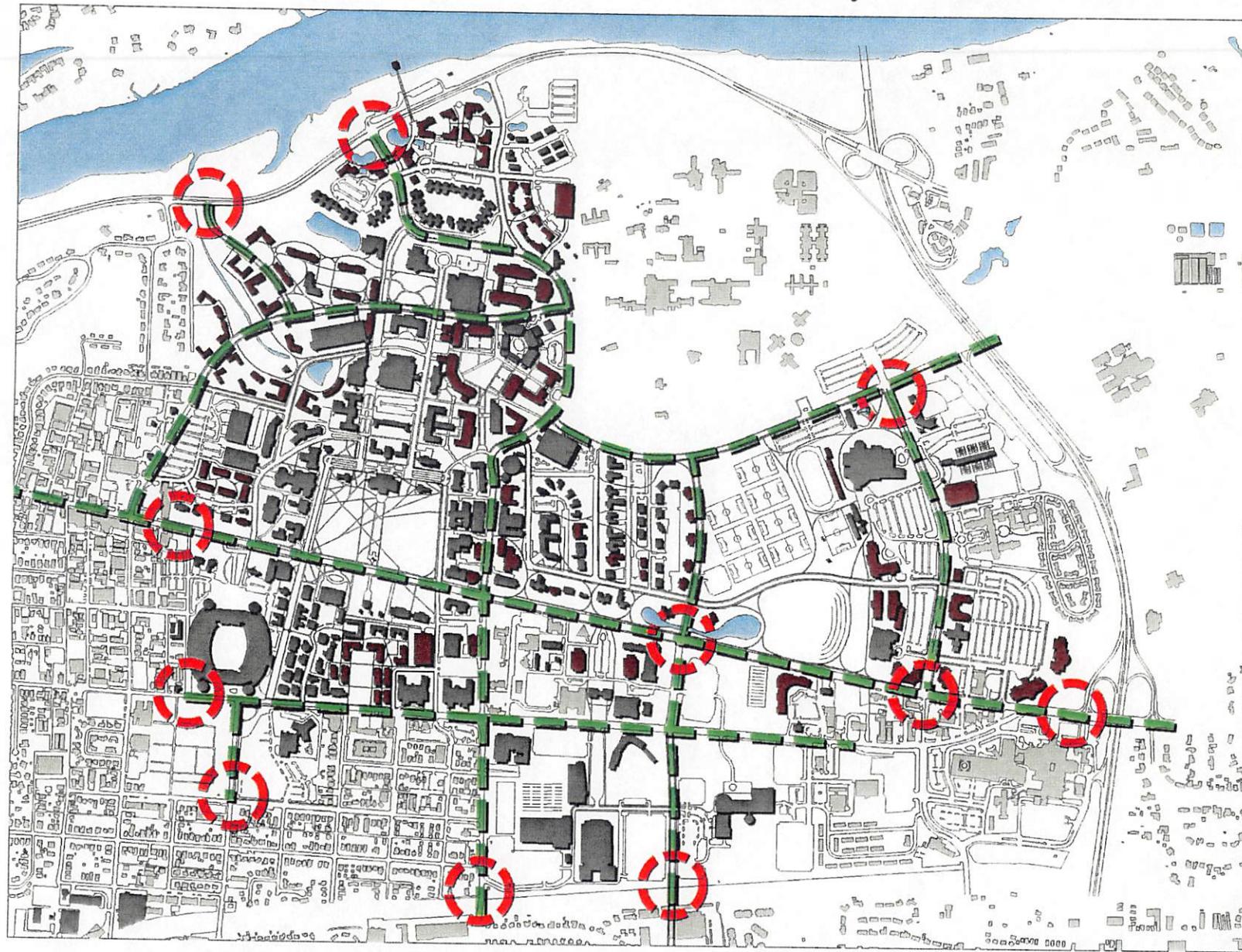
Transit



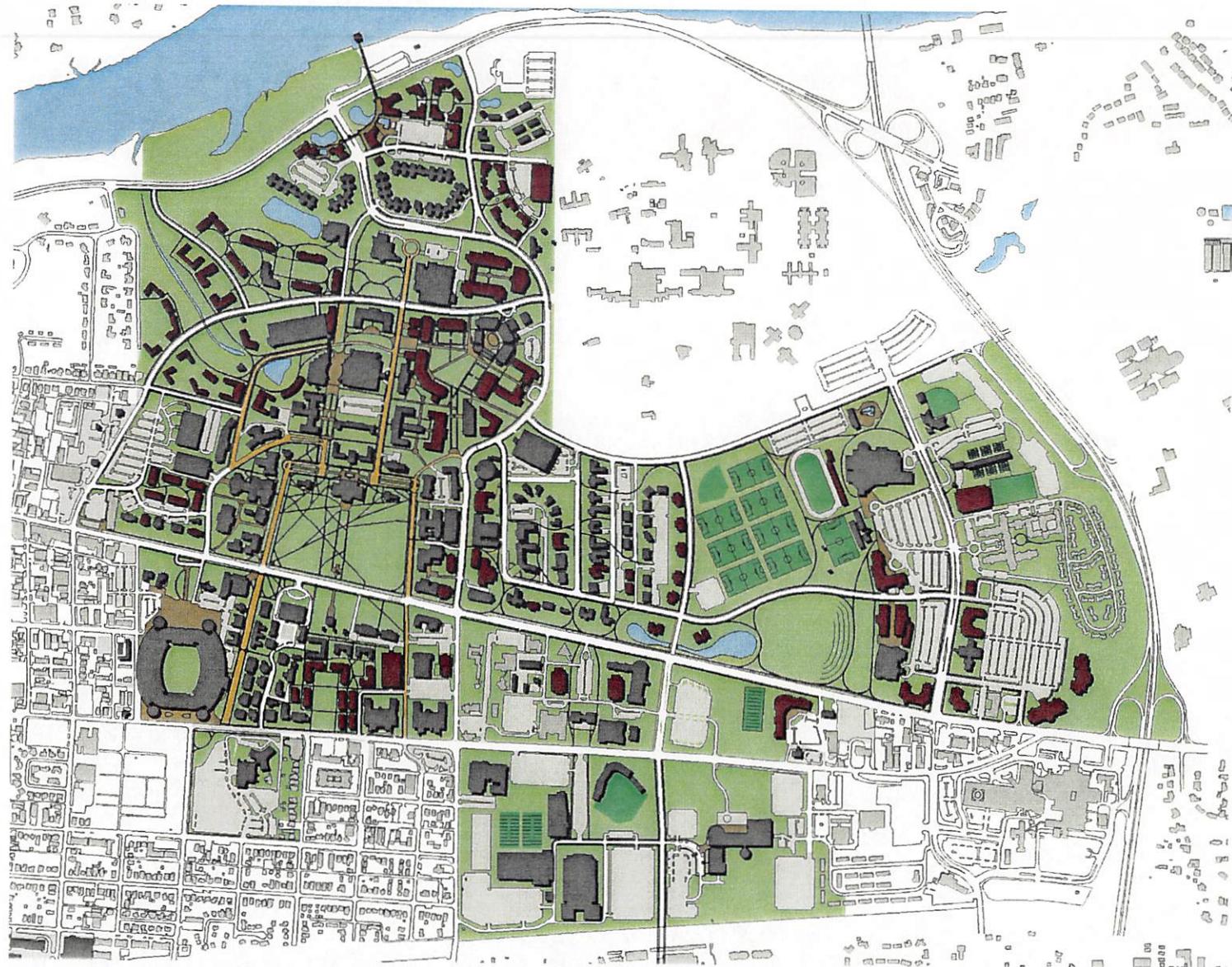
Parking



Gateways and Corridors

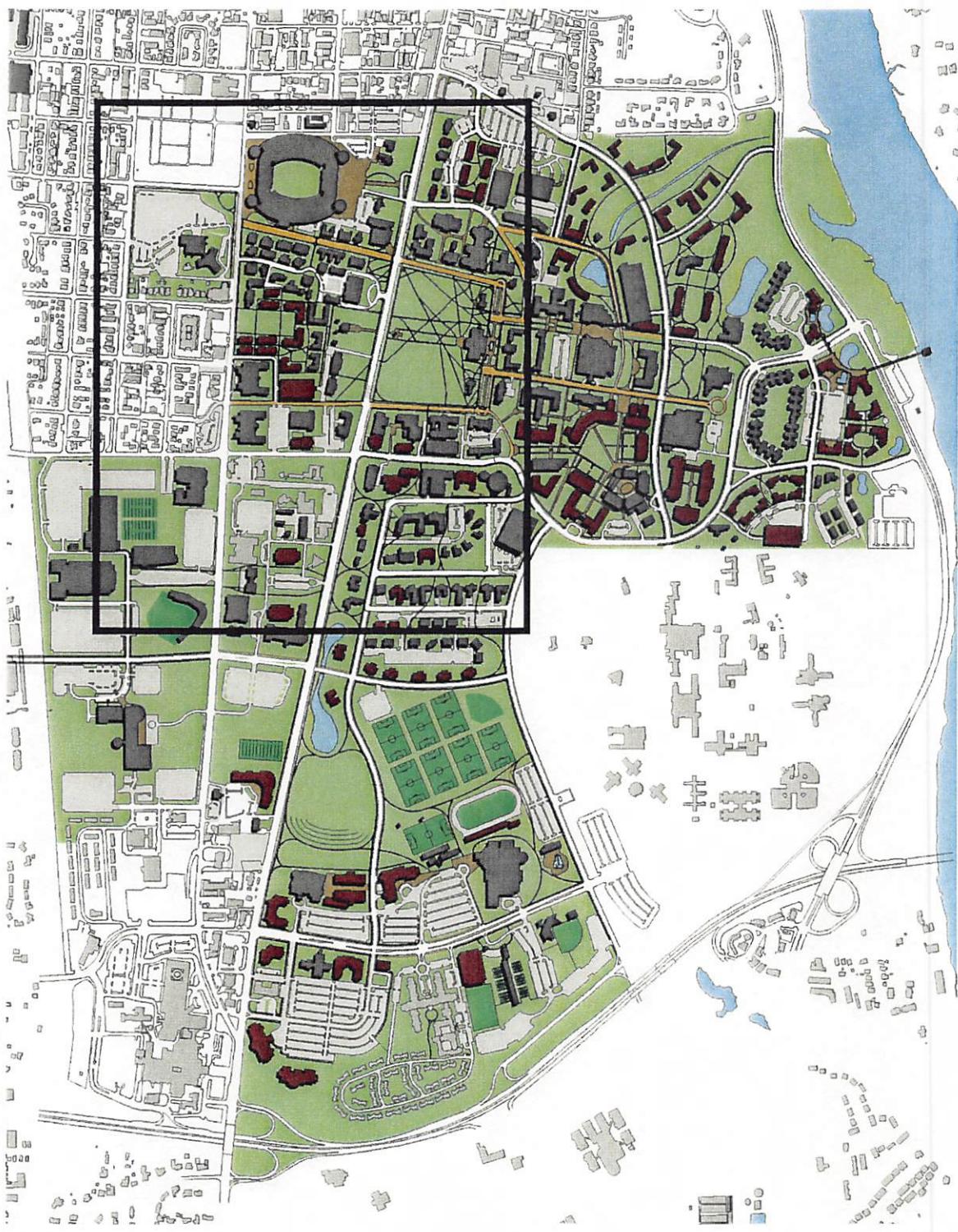


Master Plan

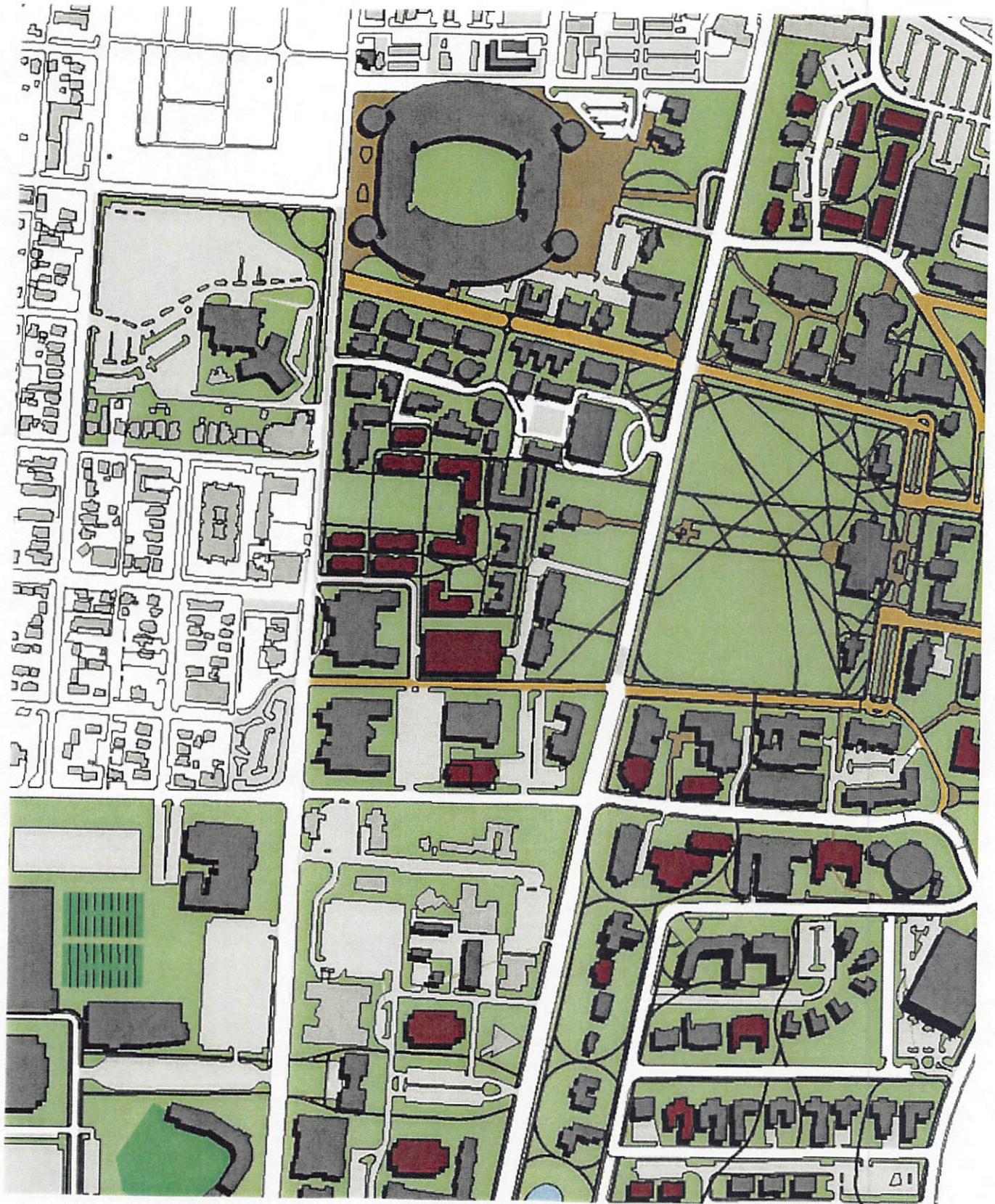


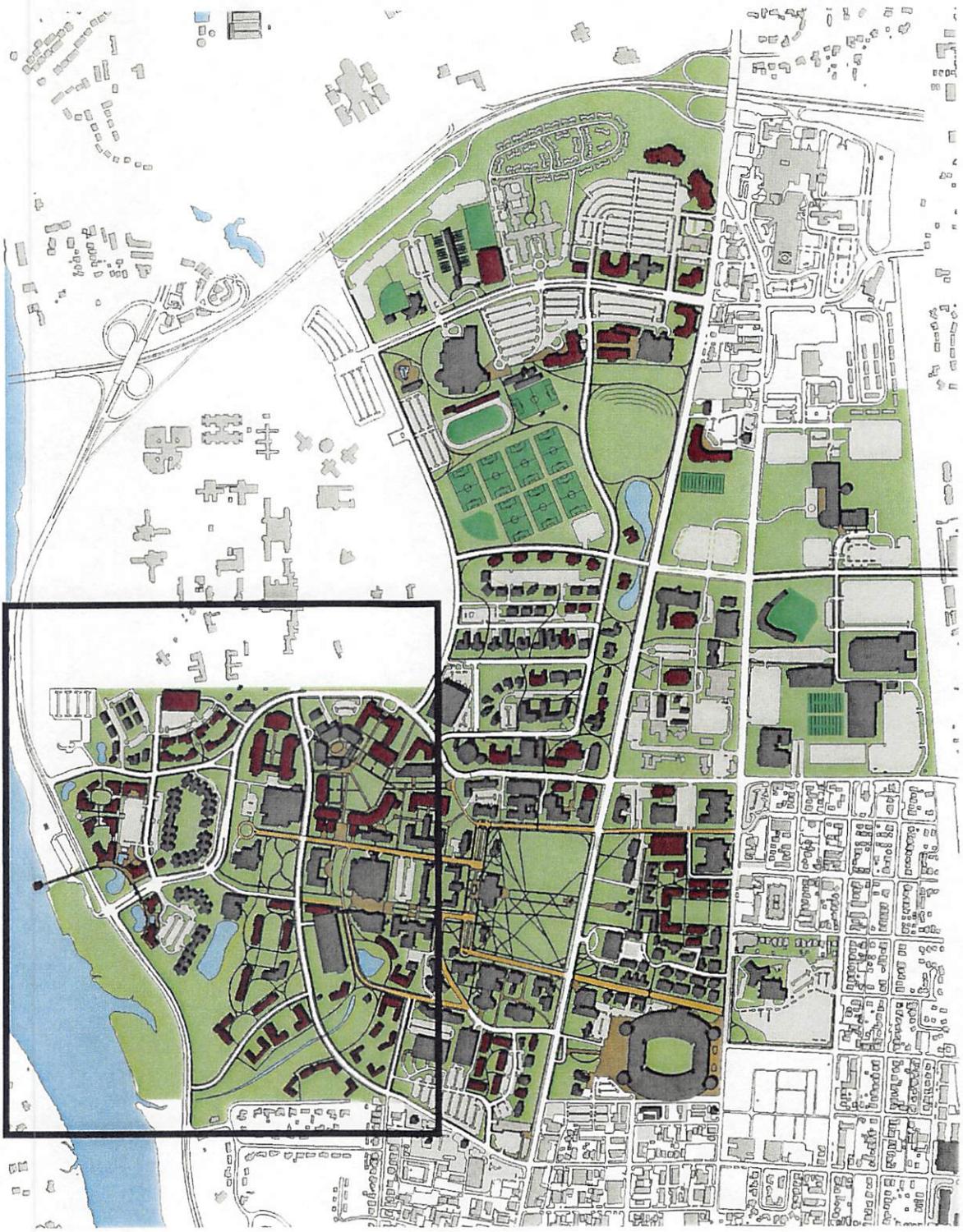
Master Plan



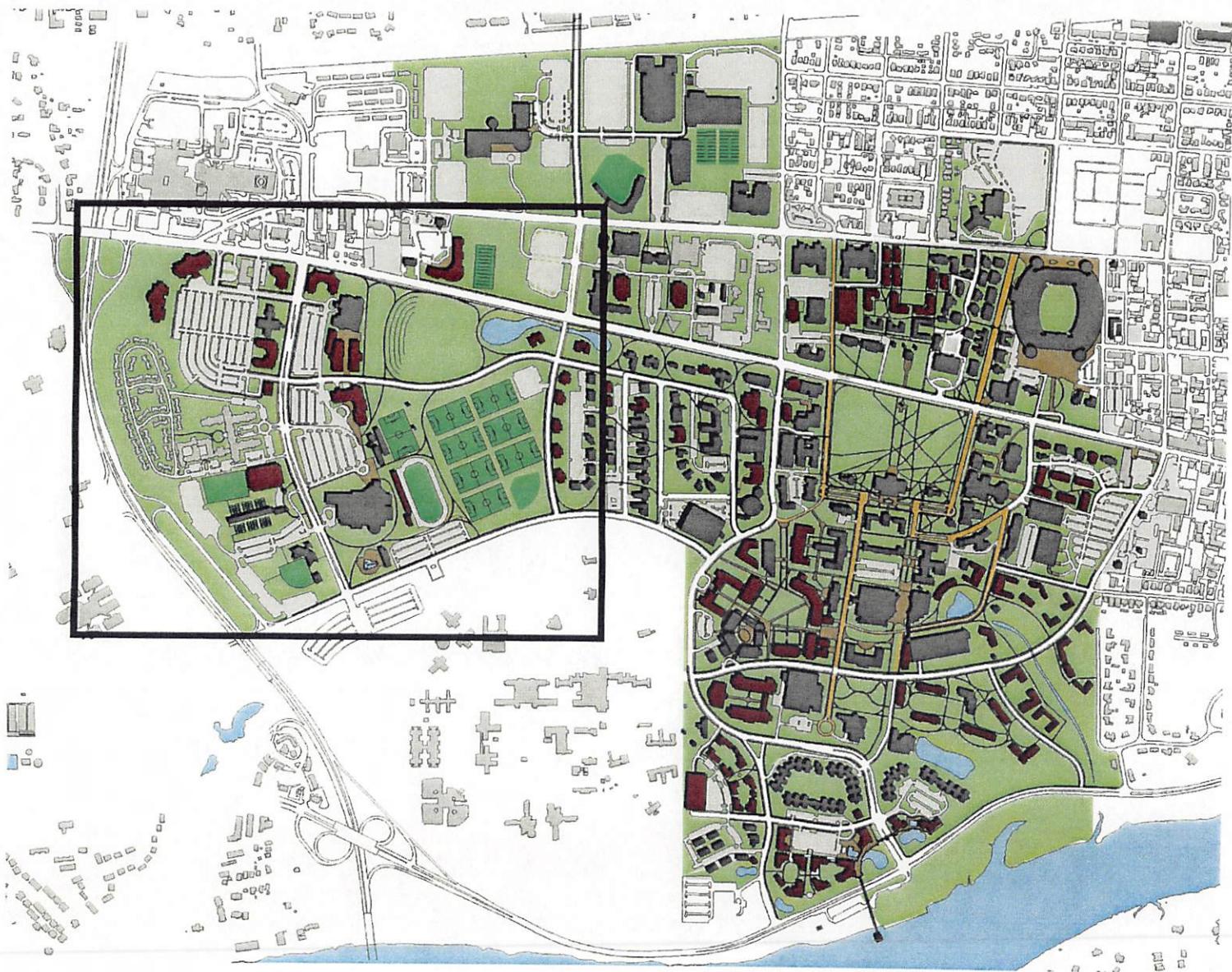


South

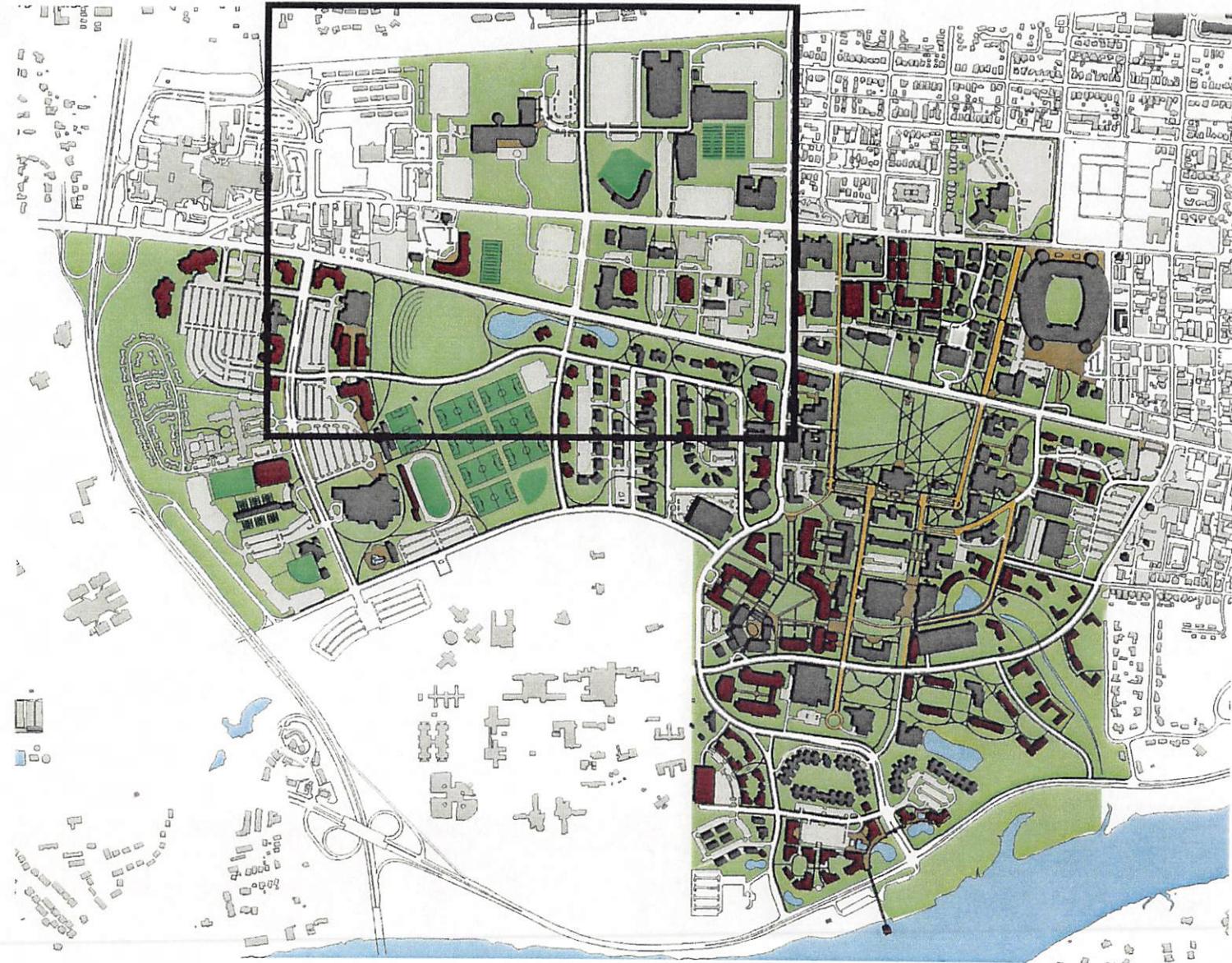




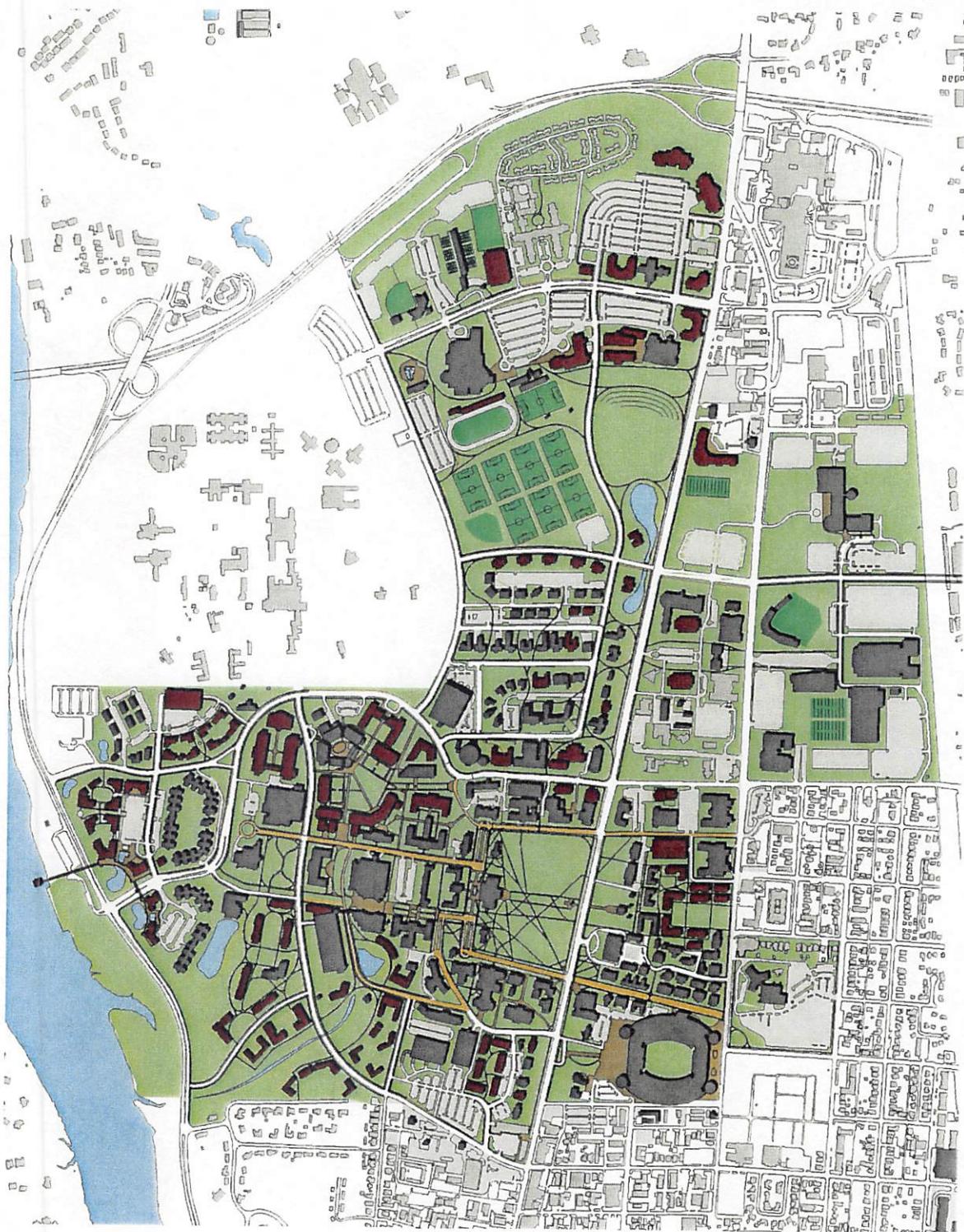












THE UNIVERSITY OF ALABAMA

Wayfinding Master Plan

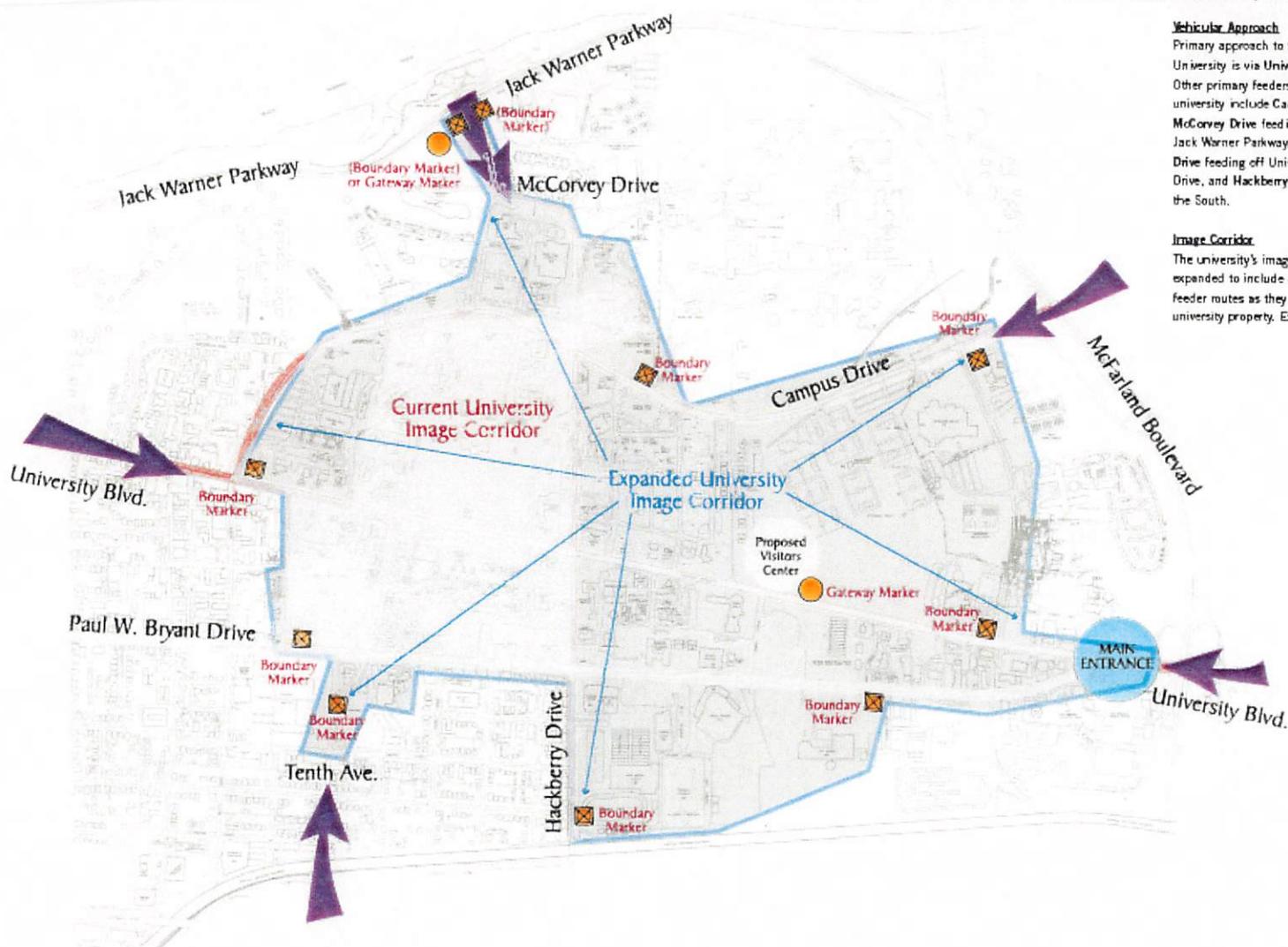
50% Review Issue • 27 March 2005



Prepared By:

The Douglas|Group

*915 Duke Street
Alexandria, VA 22314
p. 703.549.8050
f. 703.549.8053*



Vehicle Approach

Primary approach to the University is via University Blvd. Other primary feeders to the university include Campus Drive, McCorvey Drive feeding from Jack Warner Parkway, Bryant Drive feeding off University Drive, and Hackberry Drive from the South.

Gateway signage at the East and West extremities of University Blvd. should be left in place due to historical significance.

Image Corridor

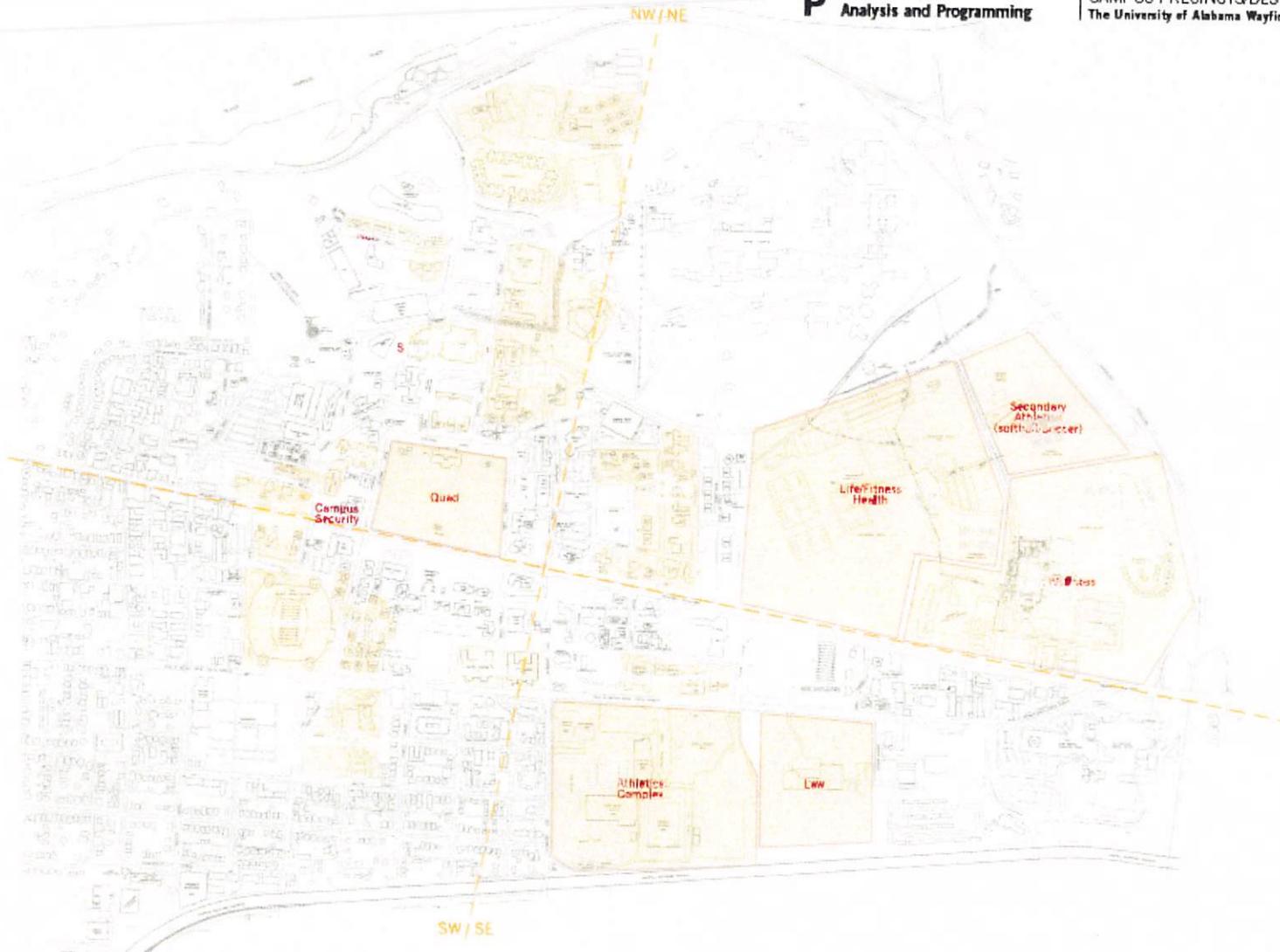
The university's image should be expanded to include all the feeder routes as they puncture university property. Existing

Additional Gateway Marker signs should be planned for the proposed Visitors Center, and possibly at the north entrance onto McCory Drive from Jack Warner Parkway. Boundary Markers should reinforce the boundaries of university property at all approach routes—including Hackberry Drive, Tenth Avenue, Campus Drive, Paul W. Bryant Drive, University Drive, and McCory Drive (if a substantial gateway is not developed at this entrance).

Key

- Primary Vehicle Routes
- Current Design Corridor
- Expanded Design Corridor
- Improved Design Threshold
- Boundary Marker
- Gateway Marker





Primary Vehicular Destinations

Nomenclature:
Athletics Complex
Law School
Main Campus
Medical Center
Softball/Soccer
Visitors Center
Wellness Center

Secondary Vehicular Destinations

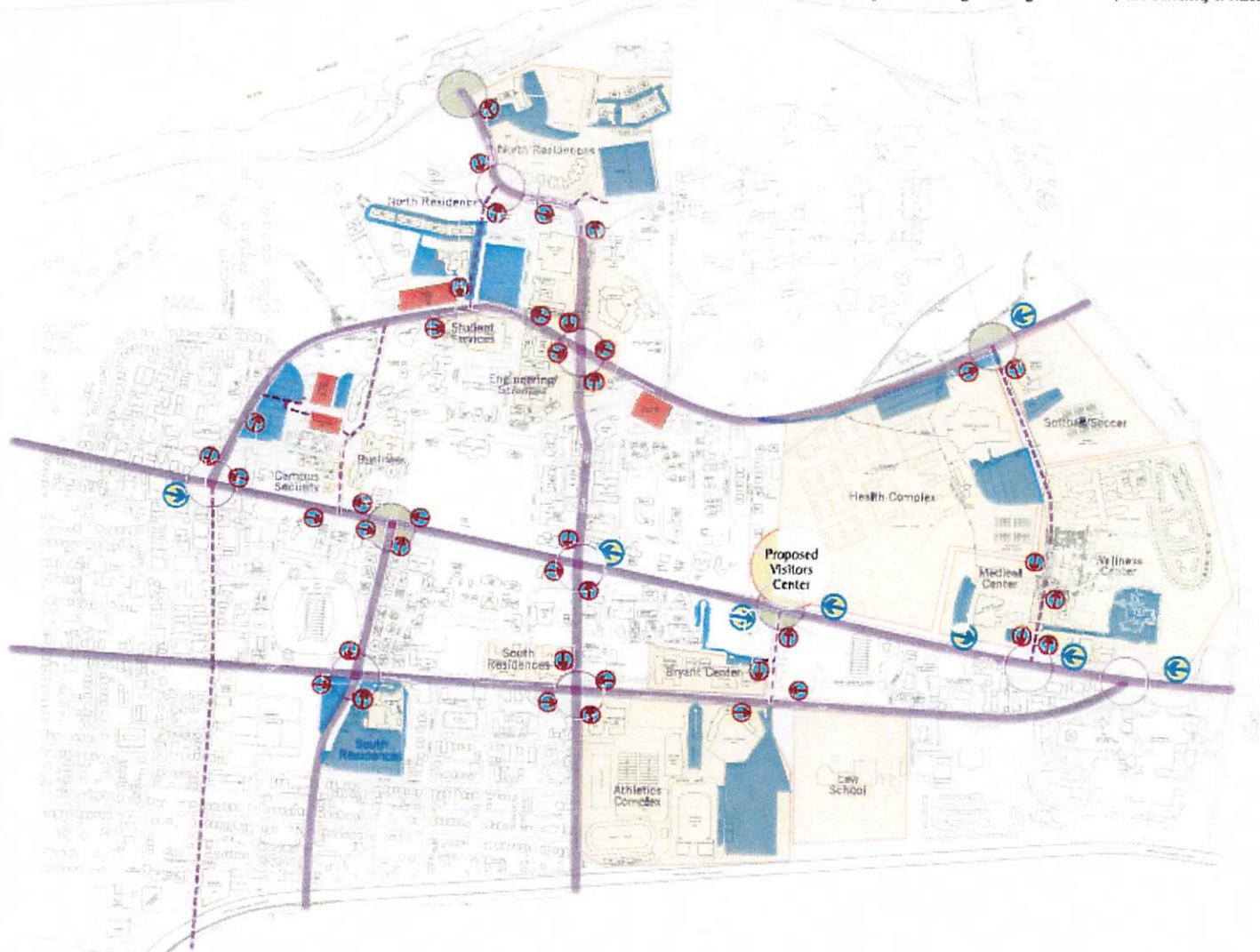
Nomenclature:
Business
Bryant Center
Campus Security
Health Complex
Services/Deliveries
Engineering/Sciences
North Residences
South Residences
Student Services

Key

- General Campus Projects
- Orientations/Directions



THE UNIVERSITY OF
ALABAMA

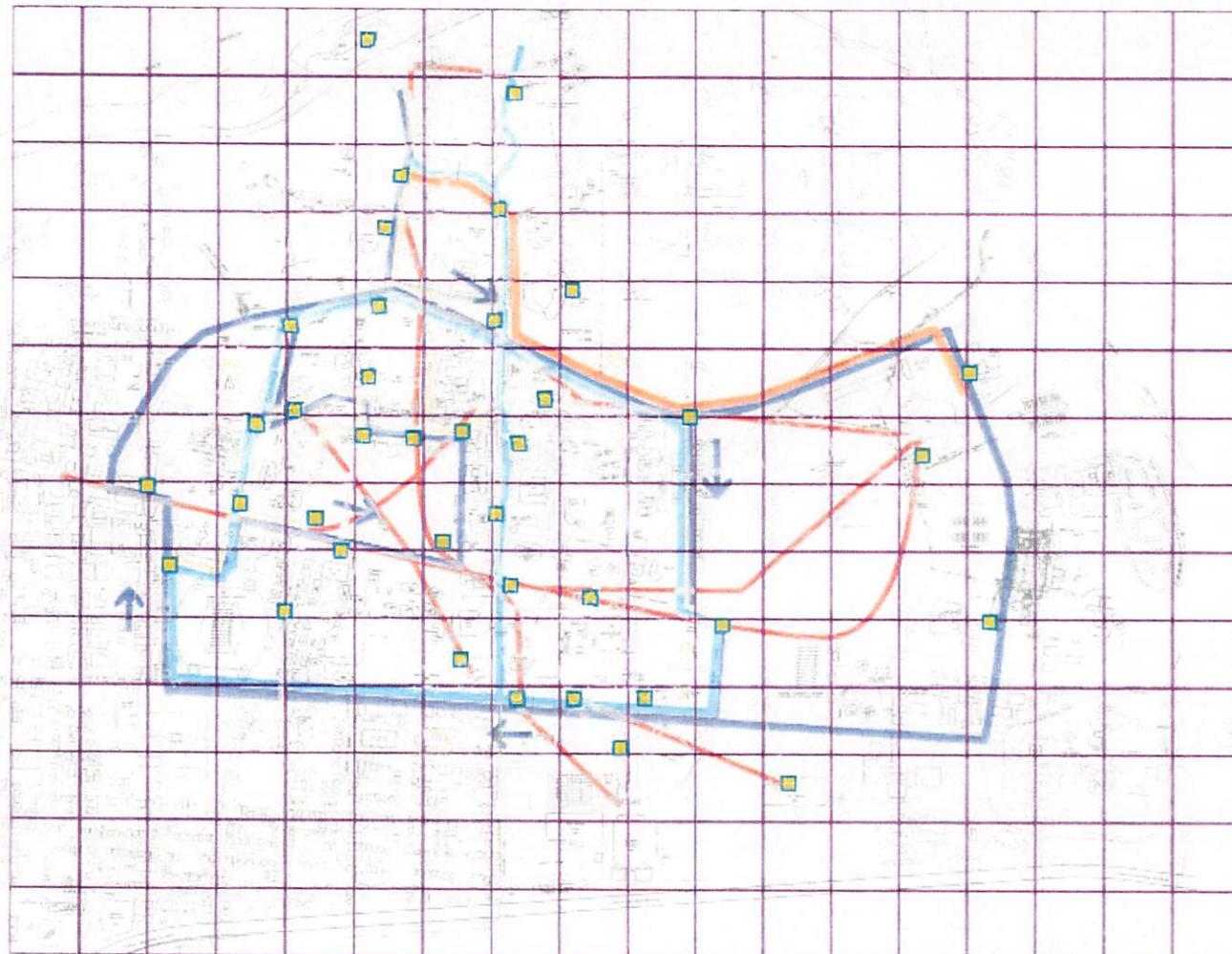


Key

- Campus Products
- Surface Parking Destination
- Garage Parking Destination
- Vehicle Node
- Primary Direction
- Secondary Direction
- Primary Vehicular Circulation
- Secondary Vehicular Circulation



THE UNIVERSITY OF
ALABAMA



Key

- Simplified Pedestrian Paths
- Trolley Routes
- Pedestrian or Trolley Information (General Area Indicated)
- Directional Interval



THE UNIVERSITY OF
ALABAMA

THE UNIVERSITY OF ALABAMA

University Official Nameplate (shown reversed out of crimson color field)

THE UNIVERSITY OF ALABAMA

University Official Nameplate with rule lines (shown reversed out of crimson color field)



University Athletic Mark
(shown reversed out of
crimson color field)



Abridged University Nameplate
(shown reversed out of
crimson color field)

Description:

The University Nameplates are used throughout the signage program for branding and marking purposes. They should be used consistently, throughout the sign system where appropriate—always reversed out of the standard crimson color field.

Sizes of logo application varies. See individual sign type drawings for specific sizes.

The University athletic mark should be used sparingly in the graphics system so that its impact is not diluted.

The Abridged University Nameplate is to be used on smaller sign panels only, where legibility of the full nameplate would be compromised at scale.

The Colors (reference p. 3.3)

Crimson Field:
To match PMS 201

White Vinyl Applications:
To match Scotchcal #3650-L0

3 Graphic Standards

Information Symbol
(shown reversed out of Crimson color field)



Bike Path Symbol
(shown reversed out of Crimson color field)



Standard Parking Symbol
(shown reversed out of Crimson color field)



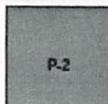
Description:
The information and bike path symbols should appear as white reversed out of a red, standard graphics panel whenever used on markers or signs. The top of a post support, these symbols can also be used on standard circular markers with descriptive text and printed configurations such as "No Right Turn" or "No Left Turn". The standard parking symbol should always appear as white reversed out of a blue panel, then applied on the hexagonal gray graphics panel.

Symbol	Information Symbol (shown reversed out of Crimson color field)	Bike Path Symbol (shown reversed out of Crimson color field)	Standard Arrow Symbol (shown reversed out of Crimson color field)	Blue Path Symbol (shown reversed out of Crimson color field)	Standard Parking Symbol (shown reversed out of Crimson color field)	Description: The information and bike path symbols should appear as white reversed out of a red, standard graphics panel whenever used on markers or signs. The top of a post support, these symbols can also be used on standard circular markers with descriptive text and printed configurations such as "No Right Turn" or "No Left Turn". The standard parking symbol should always appear as white reversed out of a blue panel, then applied on the hexagonal gray graphics panel.
Color	Crimson color (red)	Crimson color (red)	Standard Gray color (gray)	Blue color (blue)	Standard Gray color (gray)	Color - same color listed to match PM's 428

PAINT COLORS



To Match PMS 201 "Crimson Red" University Standard¹ Branding headers on any signage to be painted this color with any use of the university logo(s) to be reversed out in white vinyl.

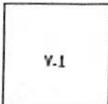


To Match PMS 432 "Charcoal Gray" All primary graphic panels to be painted this color with informational copy reversed out in white vinyl. Any exposed sign cabinet framing to match.

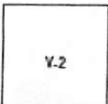


PMS 426 "Black"² All posts and exposed hardware to be painted this color unless noted otherwise.

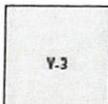
VINYL COLORS



3M ScotchNite Plus #580-10 Reflective White/ All vehicular directional copy.



3M Scotchcal #3650-10 White/ Application of university logo(s) and pedestrian informational signage. Other applications as detailed within this document.



To Match PMS 428 "Arrow Gray" Circular application for arrows. Arrow form to be reversed out of this color to expose Charcoal Gray graphics panels.



To Match Avery A8530-0 "Olympic Blue" Used for background color of parking symbol.



To Match Avery "Black" Any black copy applications as detailed within this document unless noted otherwise.

Color Standards:

This color family has been selected for the strong contrast between typographic elements and sign background. Legibility of a message is increased when a light color is used against a dark background.

Note:

Silkscreen ink colors are to match PMS colors noted. Paint finishes to be eggshell finish unless otherwise specified.

Color Application:

Face Panels: Sign face panels, edges, and backsides will be painted in P.2 unless otherwise specified. Text will generally be V.1 or V.2, unless otherwise noted. Colors for specific icons, symbols, logos are specified in the layouts for each sign type.

Support Posts: These will be painted in P.3 Black.

Attachment Hardware: All to be painted P.3 Black.

Usage:

Signs in this manual controlled by The University of Alabama will follow the color specs shown in this document.

Note:

The colors represented in this manual are digital representations of the project colors and are not to be used for production. Please use original manufacturer's color swatches for production of the signs.

**Location:**

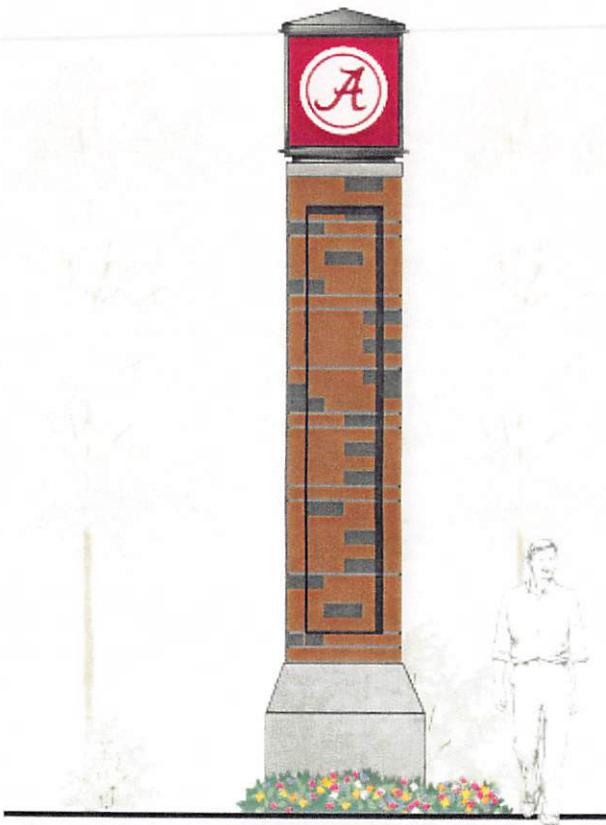
To be located at the university property threshold at major campus entrance points. It is intended to mark entrance into the university property for motorists approaching along primary feeder routes.

Application:

This sign is applied to help reinforce the edges of the campus area as presented to approaching motorists. It should be placed at the outermost property boundaries, oriented with the sign face (message) aimed at motorists approaching on primary feeder routes.

Content Guidelines:

This sign type can be altered (message panel) to accommodate unique applications at major campus destinations — Bryant-Denny Stadium for instance. The signs aesthetic can also be scaled and modified into a smaller or even curved presentation which would serve well in certain areas. One example of this application might involve the placement of a curved gateway marker used on either side of the entrance into the Law School. Existing signage at this location is inadequate in terms of presentation and is not legible to passing, or approaching, motorists. Lettiform standard to remain consistent.

**Location:**

To be located at the university property threshold at secondary campus entrance points. It is intended to mark entrance into university property for motorists approaching along secondary feeder routes.

Application:

This sign is implemented to help reinforce the edges of the campus area as presented to approaching motorists. It is intended to mark campus property boundaries and serve as an introduction, for visitors, to the permanence, tradition and stateliness that is The University of Alabama. The use of these markers will greatly enhance the University's image corridor and serve as a unique initial image to first time visitors. A visitor's sense of arrival and pageantry will be enhanced by coupling the use of this major graphics element with the use of colorful and informative pole-mounted banners.

Content Guidelines:

This graphic element should be used consistently regardless of location. The basic form and message should never change. However, the form could be scaled down to create an alternate application at important gathering areas or pedestrian nodes throughout campus. One possible application for a smaller marker of this type might be the southernmost corner of the Quad area. A smaller version might involve the replacement of the cap detail as illustrated above with a standard precast cap as illustrated for sign type ST.3.

5 Sign System

5

| ST.3 - AREA IDENTIFICATION / GROUND
PAGE 5.7 | The University of Alabama Wayfinding Graphics Master Plan

5.7

Location:	Appliances	Secondary institution of General areas of specialty departments.	Secondaria specialty areas of General institutions should remain consistent. Frame can be scaled proportionately to secondaria specialty type, or smaller details are important. Both graphic layout standards of lettering and graphics can be used to identify any this sign element can be used to identify any department, school or college. Additionally this sign can be used to identify any form of identification.
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5 Sign System

The University of Alabama Wayfinding Graphics Master Plan
ST.4 - AREA IDENTIFICATION / POLE

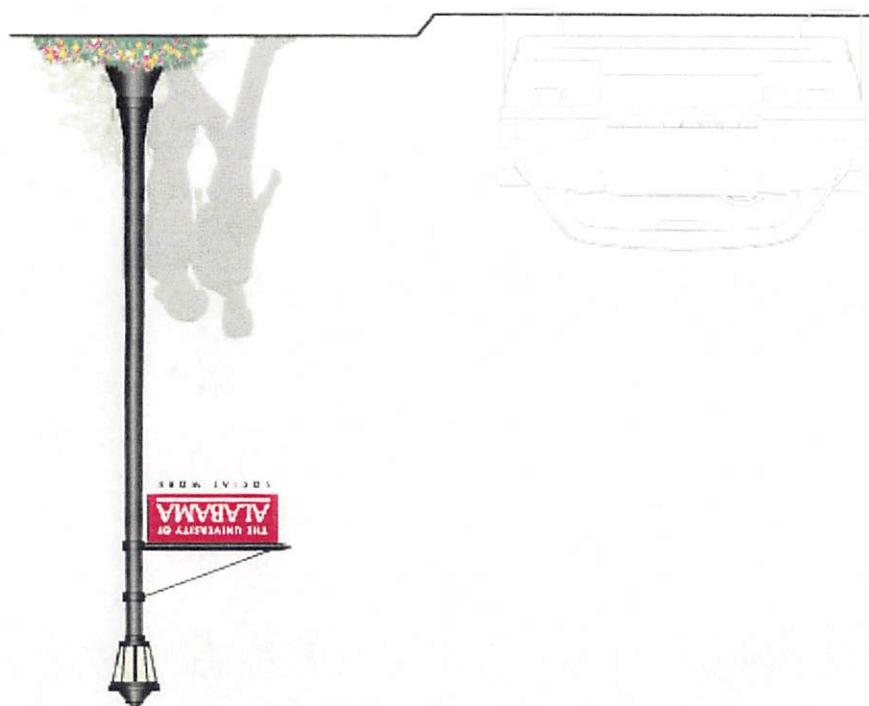
PAGE 59

Location: Located centrally within distinct campus neighborhoods.

Application: Remodeling of area and neighborhood ramification consistent in many applications.

Scope: Specific layout standards and placement to accommodate needs of neighbors—their varying needs of space and route reversal due to limitations of neighbors—through increasing density of spaces.

Goals: Create a sense of place and route reversal due to neighborhood constraints in many applications.





Location:

To be located at the entrance points into primary parking areas.

Application:

The identification of parking destinations and applicable user groups.

Content Guidelines:

This graphic element should be used consistently regardless of location. Graphic layout standard to remain consistent.

Message shown is schematic only.

5 Sign System

5.13

ST.6-PARKING SPACE IDENTIFICATION

PAGE

The University of Alabama Wayfinding Graphics Master Plan

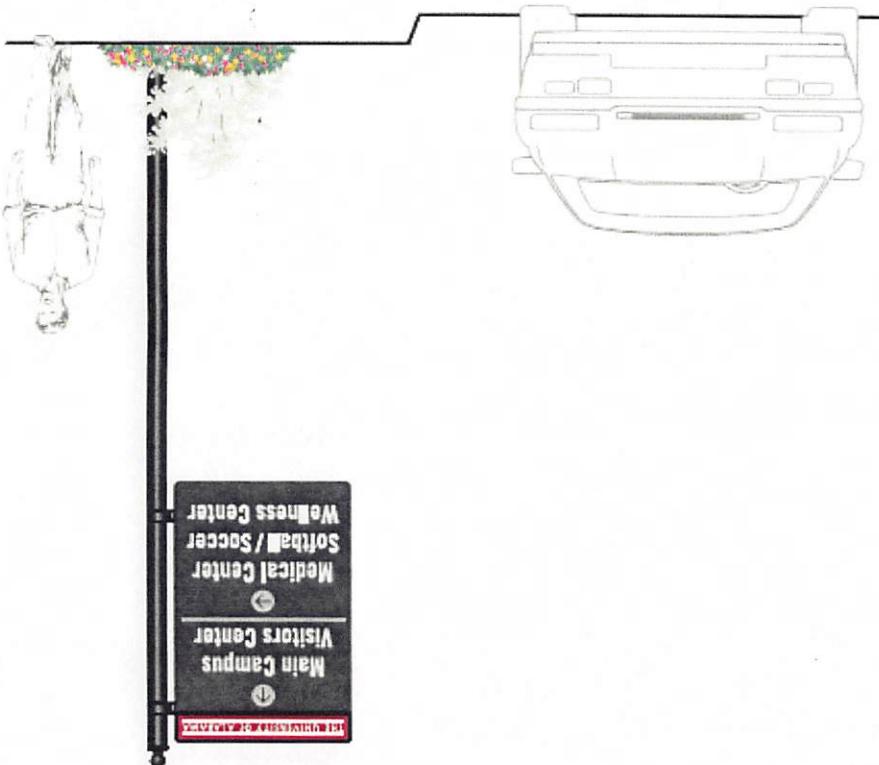
5.13

Location:	To be located at parking spaces of combined parking areas.
Applicable:	Intersections of intended user groups and other traffic patterns. This design also presents a trend of opportunity for the university which will further reinforce property boundaries.
Content Guidelines:	Basic graphics standard to remain consistent. Mounting height and mounting details should also remain consistent when possible. Message shown is schematic only.
Message:	Message shown is schematic only.



5 Sign System

| ST.8 - PRIMARY VEHICULAR DIRECTIONAL POST | PAGE 5.17 | The University of Alabama Wayfinding Graphics Master Plan



Location: Located along primary reader routes within campuses applying primary reader routes with primary vehicular directional information. Primary vehicular directional signage is not ideal where ground-mounted signage is not ideal to utilize traffic or landscape signage readers. campus applications and not corrals. Corridor Guidelines: Graphic standards to remain consistent, this area should only address primary campus destinations or areas. Message shown is schematic only.

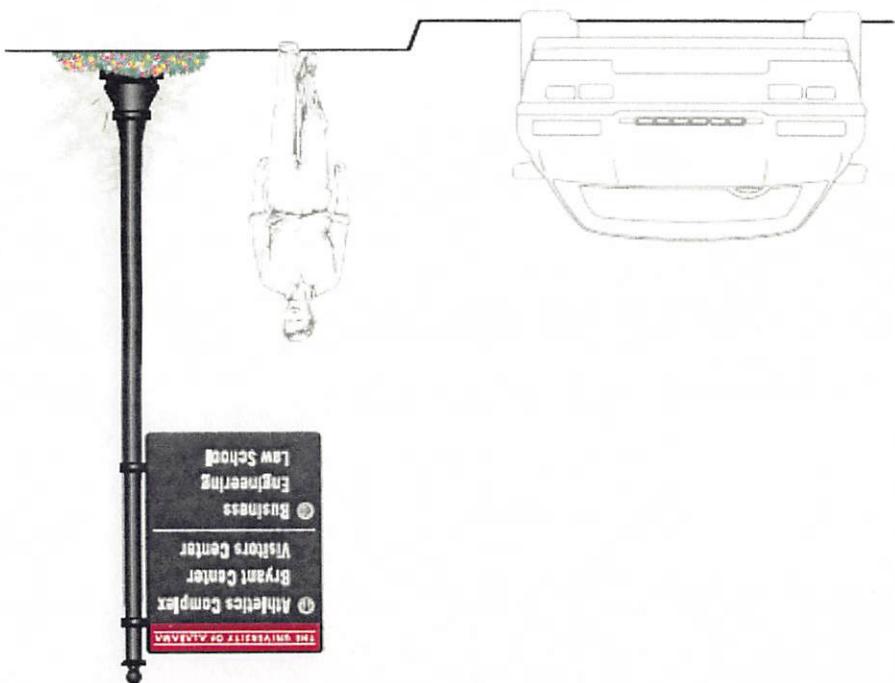
5 Sign System

ST9 - SECONDARY VEHICULAR DIRECTIONAL/POST

The University of Alabama Wayfinding Graphics Master Plan

PAGE 5.19

Location:	Located along secondary routes within campus areas.
Application:	Secondary vehicular directional information signs mounted where ground-mounted signs are not ideal to fulfill their purpose of wayfinding messages. This sign should be used to address speed, or congested traffic areas.
Context:	Signs standard to remain consistent.
Comments:	Message shown is schematic only.



5 Sign System

5

Sign System

The University of Alabama Wayfinding Graphics Master Plan
ST 10 - PRIMARY VEHICULAR DIRECTIONAL GROUND PAGE 5.21

Message signs shall be shareable only.
Primary vehicular directional information
sign should only address primary campus
departments or areas.
Campus approach and exit corridors.
Locate sign primary routes within
Aperture area.
Correct outlines.



located along secondary routes within campus areas.	Secondary vehicle directional treatment signage standard to remain consistent.	Applies to vehicles entering campus areas. This sign should be used to address direct approach to campus destinations in lower speed, or congested travel areas.
Correct Spelling	Secondary vehicle directional treatment signage standard to remain consistent.	Message shown is schematic only.



Sign System

The University of Alabama Wayfinding Graphics Master Plan

| ST.12 - PEDESTRIAN DIRECTIONAL/POST | PAGE 5.25

Location:	Located along pedestrian routes within campus neighborhoods. This sign type will be most effective at pedestrian nodes, such as intersections, major parking areas and entry/exit points, and near primary emergency gathering areas.
Application:	Pedestrian directional information intended for use at vehicular nodes. Signs should be mounted to and mounting details to remain consistent.
Content Guidelines:	Message shown is schematic only!





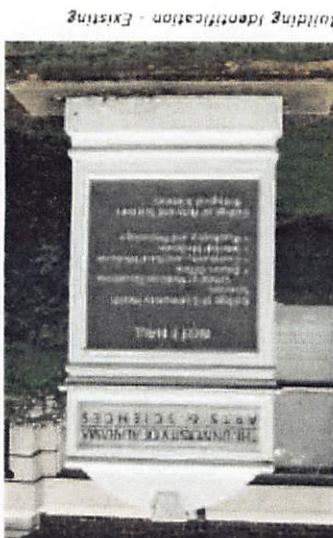
Location:
Located at trolley stations.

Application:
Pedestrian directional information and trolley route/schedule information.

Content Guidelines:
Graphic standard to and mounting details to remain consistent.

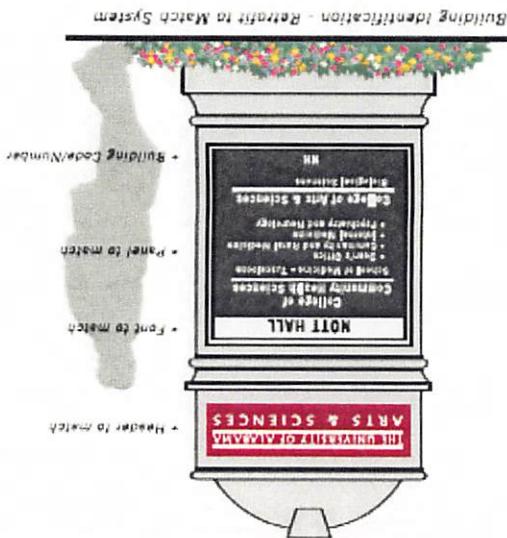
5 Sign System

ST.15-Retrofit Existing Building ID Signage



Buidling Identification - Existing

Location:	located at, or near, the primary entrance to the building. Signs should be placed to indicate which location is the primary entrance.
Orientation:	departments that exists within them. Two separate signs should be placed to indicate which department is located where.
Appliances:	departments that exists within them. Two separate signs should be placed to indicate which department is located where.
Message:	message should be done proportionately. Message should be short and to the point.



Buidling Identification - Retrofit to Match System



Location:

Located along high traffic pedestrian and vehicular routes within the main campus grounds. Very effective along pathways to, and within, primary gathering spaces.

Application:

Special events/seasonal marketing, branding and pageantry.

Content Guidelines:

Graphics to be developed without reference to any written standards other than university standards for use of logotype(s).

