

# **SAN BERNARDINO VALLEY COLLEGE**

---

## **WAYFINDING MASTER PLAN**

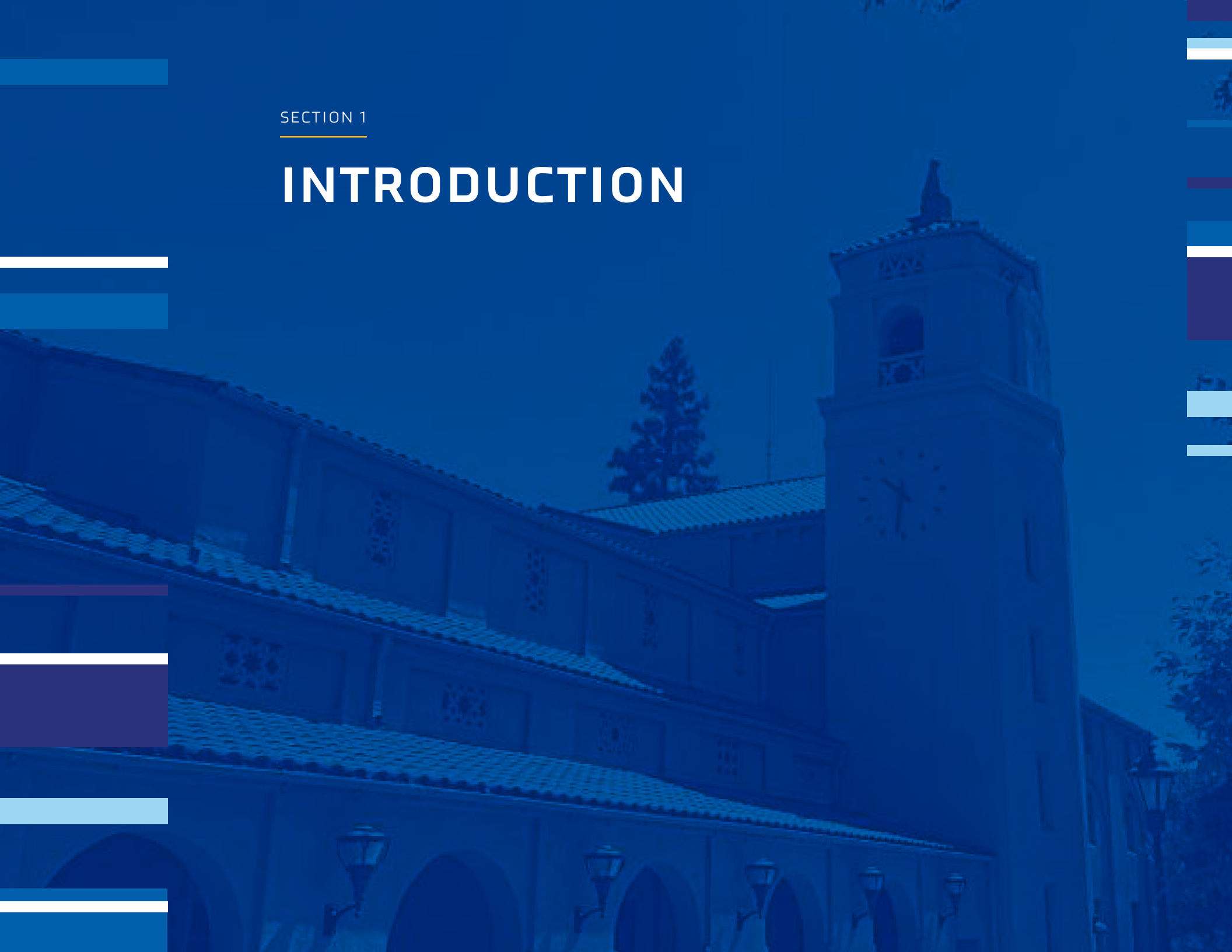
PREPARED BY NAC

# TABLE OF CONTENTS

<b>1. INTRODUCTION</b>	<b>P.3</b>
<b>2. PLANNING PROCESS</b>	<b>P.5</b>
<b>3. WAYFINDING PRINCIPLES</b>	<b>P.8</b>
<b>4. SIGNAGE SYSTEM</b> / SYSTEM COMPONENTS / SIGNAGE DESIGN / PLACEMENT RECOMMENDATIONS	<b>P.13</b>
<b>5. APPENDICES</b> / VISIONING SESSIONS / USER OBSERVATION / STUDENT FEEDBACK SESSION / ADDITIONAL RECOMMENDATIONS	<b>P.57</b>
<b>6. ACKNOWLEDGMENTS</b>	<b>P.115</b>

SECTION 1

# INTRODUCTION



# INTRODUCTION

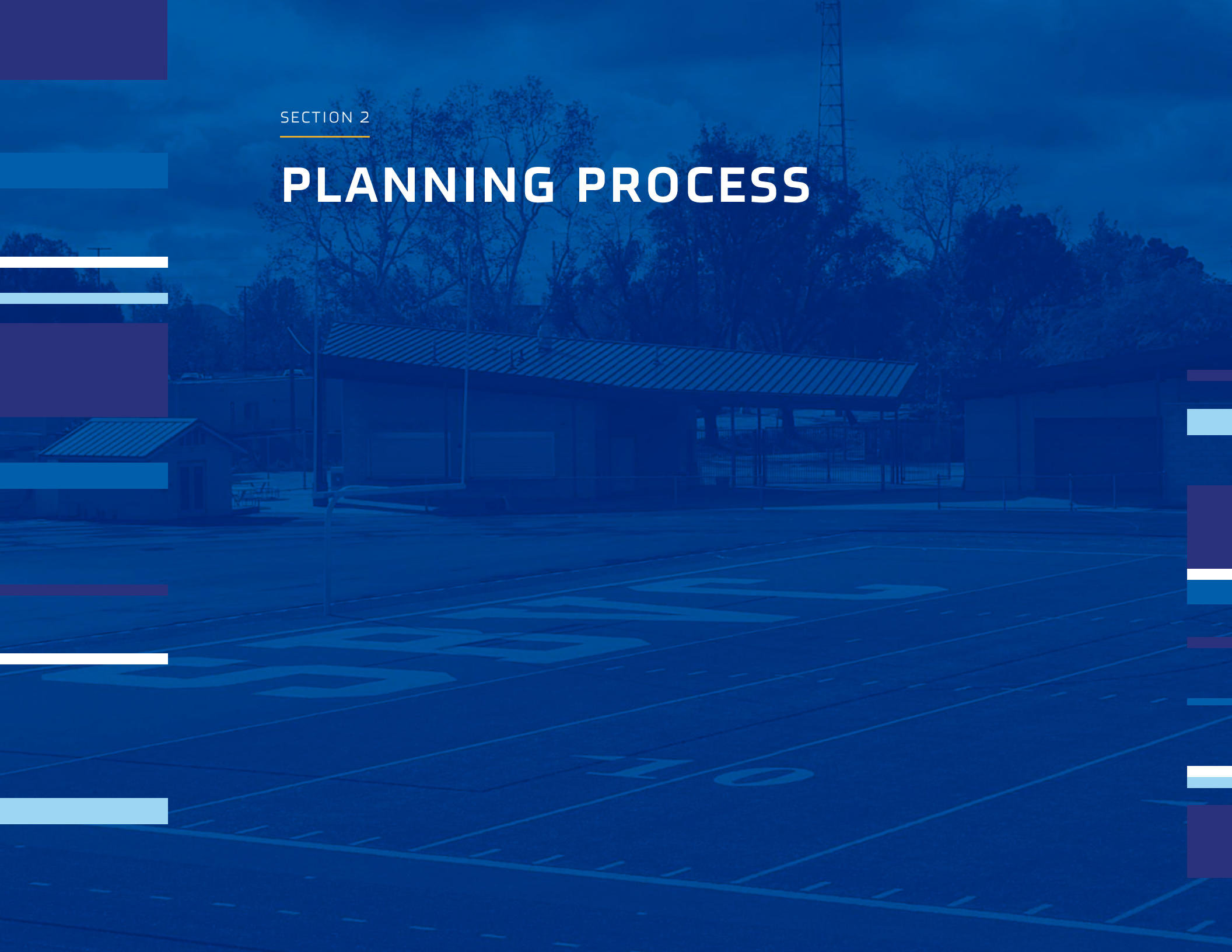
In alignment with the mission, vision, and values of San Bernardino Valley College (SBVC), the Wayfinding Master Plan pursues a clear, enriched, and welcoming campus experience. The plan addresses key observations, elevating a sense of pride and unity at the institution's core.

The current state of the campus—identified through collaborative visioning sessions and site observations—reveals an underutilized core and periphery, deficiencies in color and typographic effectiveness, navigational confusion, and a lack of representation of SBVC's campus pride and rich history. In response, the plan presents a holistic set of recommendations to create an engaging, accessible, and dynamic environment that aligns with the college's dedication to meaningful learning and belonging.

The plan's central tenet of *giving the core more heart* aligns with SBVC's mission and joins together with the Landscape Master Plan to establish a central hub providing a sense of arrival and a place to gather. By enriching the face of the campus, updating design elements, and implementing systematic wayfinding, the plan directly responds to the values of diversity, student success, and open access, with a specific focus on nurturing a welcoming atmosphere. Through a collaborative planning process with SBVC and SBCCD representatives, the SBVC Wayfinding Master Plan envisions a campus climate characterized by clarity, openness, diversity, and a warm embrace for the SBVC community at large.

SECTION 2

# PLANNING PROCESS



The planning process for the SBVC Wayfinding Master Plan included efforts to understand the campus environment, existing signage conditions as a precursor to developing ideas.

Outreach included initial interviews with key college representatives and feedback on conceptual direction and design solutions from the client working group and the President's Cabinet.

# PLANNING PROCESS

## 1. Site Understanding

Analysis of the site was achieved through various activities. First, a walk-through of the campus was conducted during daylight, documenting the locations and key measurements of signs while photographing samples of signs for each typology. An assessment tour was completed at nighttime to evaluate visibility and light usage. During the first week of school, a final assessment was conducted to gauge specific considerations during peak campus activity and to observe the functionality of the signage system when many newcomers were on campus.

## 2. Mapping & Cataloging

The mapping and cataloging phase involved the creation of a map and catalog highlighting key existing signage within the scope. The existing signage was cataloged diagrammatically, and an analysis led to the creation of a typology categorizing the various signs. Stakeholder engagement was initiated through interviews and Zoom workshops with Facilities and Security, Marketing and Communications representatives. Findings were collected, compiled, and reported, encompassing overarching observations related to orientation, inconsistencies, groups' requests and concerns, opportunities, and the connection between the signage system and the college's mission.

## 3. Analysis

The analysis phase encompassed an assessment, evaluating factors such as access and functionality from the campus entrance to final destinations, sense of arrival for both drivers and pedestrians, clarity of paths of travel, the strength of connections between different zones on campus, and the effectiveness of key information devices. The analysis included discerning the sense of place, consistency of standard uses, clarity of typographic systems, the role of brand and pride, materiality use, maintenance considerations, and ADA compliance analysis on relevant signs, checking color contrast and typography against requirements.

Signage Types Required to meet ADA Tactile and Visual Requirements:

- Interior and exterior signs identifying permanent rooms and spaces.
- Exit and egress signage.
- Required labels for floor levels, car controls, and emergency communication devices at elevators.

Signage Types Required to meet ADA Visual Requirements:

- Exterior signs labeling permanent rooms and spaces that are not located at a doorway.

Signage Types Exempt from Requirements:

- Temporary Signage (or 7 days or less)
- Building Addresses.
- Directories.
- Occupant Names.
- Company Names.
- Logos.
- Signage not labeling permanent rooms and spaces (such as pride, educational, and historical signage).

## 4. Concept Development

Two conceptual directions were developed, and a draft was presented to the main group and Cabinet for feedback. Following the input received, the conceptual directions were finalized, and the Cabinet selected a specific direction.

## 5. Design

Aligned with the chosen conceptual direction, a new signage system proposal for six levels was created and shared. Signs were wireframed based on categories, considering purpose, scale, placement, and text/graphic content. Key signs representing each category were selected, and design directions were drafted and presented for approval. Feedback was incorporated, and the design of selected key signs was finalized. This process was iterated, receiving feedback at various stages until the approved design approach was applied to all signs, completing the signage system. A placement map outlining both current and proposed sign placements was created and received final approval. The Master Plan findings and proposal were then presented to the Cabinet.

## 6. Report

A comprehensive report was compiled, including an introduction narrative, compilation of findings, overarching and detailed observations, conceptual and design proposals, selected signs' final design, proposed design guidelines, and additional recommendations. The draft report was presented and refined based on received feedback.

SECTION 3

# WAYFINDING PRINCIPLES





# CAMPUS-WIDE OBSERVATIONS & RECOMMENDATIONS

## Holistic Wayfinding at SBVC

Here, we've collected the most pressing overarching observations and recommendations. These are our main priorities in this Wayfinding Master Plan.

### Overarching Observations

#### QUIET AT THE CORE

The current core of the campus, at and around the Greek Theater is mostly used as a transition space, where people traverse or pause briefly for respite in the Greek Theater seating. The core does not seem like the prideful hub that it could be, especially given its prime position at the center of campus.

#### LACK OF PERIPHERY PRIDE AND CLARITY

The periphery of the campus is sparse in terms of college pride. Directional clarity for drivers and pedestrians can also be improved.

#### ISSUES WITH COLOR AND TYPOGRAPHY EFFECTIVENESS

Consistency, ADA compliance, effectiveness, and a welcoming aesthetic are all inadequate in the existing signage.

#### NAVIGATIONAL CONFUSION

There are key moments contributing to navigational confusion: lack of clarity about one's orientation on campus, lack of a wayfinding connective tissue that bridges the gap between local wayfinding (in buildings or building clusters) and the holistic campus wayfinding, and inadequate or inconspicuous building identification.

#### CLEAR NEED FOR FLEXIBILITY AND TEMPORARY SIGNAGE

The campus is full of life, events, improvement, and evolution. Given this, there is robust use of temporary signage such as sandwich boards, taped paper signage, lawn signs, and printed posters.

#### ABSENCE OF SBVC HISTORY AND STORIES

SBVC has deep roots and a lot to offer, yet that is not seen in the current signage system.

### Overarching Recommendations

#### GIVE THE CORE MORE HEART

Create a prideful space in the center of campus that provides a clear sense of arrival and can serve as an active, engaging hub for gathering. Include signage that serves as a prideful backdrop for student photos.

#### ENRICH THE FACE OF THE CAMPUS

Use signage along the periphery that connects with the community, welcomes people in, and provides clarity for drivers and pedestrians.

#### UPDATE ELEMENTS TO ENHANCE THE WHOLE SYSTEM

Create a supplemental accent color that aids in consistency, effective hierarchy, and ADA compliance.

#### SYSTEMATIC LAYERING OF WAYFINDING

Create a set of neighborhoods that help to organize the campus into comprehensible sections. Enrich the signage system and college maps with consistent naming, typography, color, and other cues that help with orientation and overall understanding of one's position on campus.

#### ELEVATE THE UPDATE-ABLE

Implement more digital signage in key locations for timely information. Look for opportunities for permanent signage to include flexible components that are easily updated, where needed.

#### SHARE WHAT IS SPECIAL

Include SBVC's establishment date on specific types of signage to communicate its local roots. Create areas for SBVC stories in specific signs. Use the proposed signage system to seize more opportunities for historic and educational signage on campus.

# WAYFINDING PRINCIPLES

## Planning Principles

**SBVC Mission:** San Bernardino Valley College (SBVC) provides innovative instructional programs and cohesive student services to support the educational goals of a culturally diverse community of learners by engaging in continuous improvement and actively working towards an anti-racist culture to foster an environment of meaningful learning and belonging for our students, employees, and the community.

The following principles were developed as a way to support the SBVC mission through the development of a wayfinding and signage system.

### MAKE IT WELCOMING

A sense of belonging is of utmost importance. Create a signage system that is welcoming, provides a sense of arrival, and celebrates the community.

### MAKE IT CLEAR

Create a signage system that makes orientation and navigation clear and easily understood.

### MAKE IT SPECIFIC

Create a signage system that is unique to SBVC, its campus context, sense of place, and its community.

### MAKE IT CONNECTED

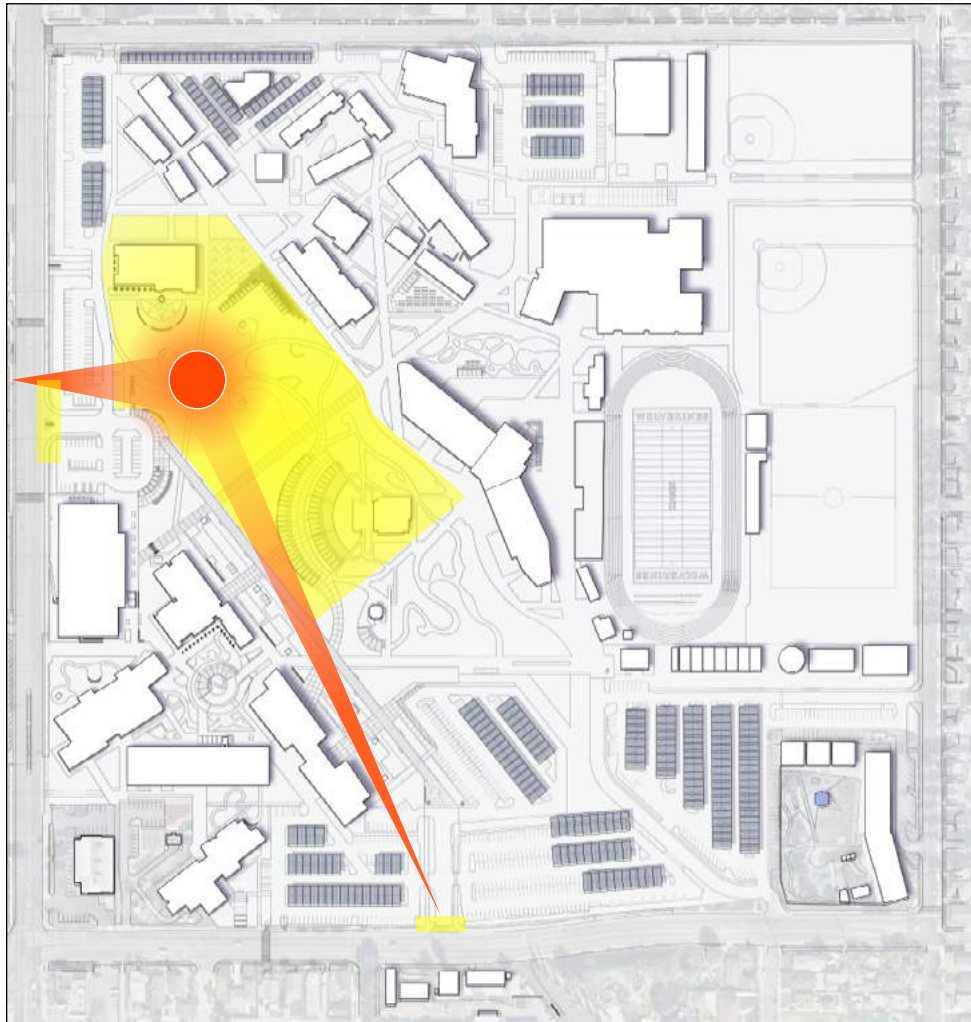
Align signage system with other efforts, such as the Landscape Master Plan, Facilities Master Plan, and ongoing campus improvements.

### MAKE IT SYSTEMATIC

Create a signage system that works together and plans for the continual evolution of the SBVC campus.

The emphasis approach for the SBVC Wayfinding Master Plan emphasizes the significance of the core of the campus in fostering a welcoming environment and a sense of arrival for the SBVC community. By elevating, highlighting, and activating the core, the goal is to fashion an engaging gathering place that not only aligns with the Landscape Master Plan's vision but also establishes a meaningful connection between the heart of the campus and the surrounding streets.

# EMPHASIS APPROACH: ACTIVATE THE CORE



## ACTIVATE THE CORE

Through the collaborative process, we heard that an emphasis at the core is key to creating a welcoming environment and sense of arrival for the SBVC community. This plan elevates, highlights, and activates the core to create an engaging gathering place. This emphasis reinforces the vision of the Landscape Master Plan and creates a connection between the heart of the campus and the street.

## CREATE A CLEAR FRONT DOOR

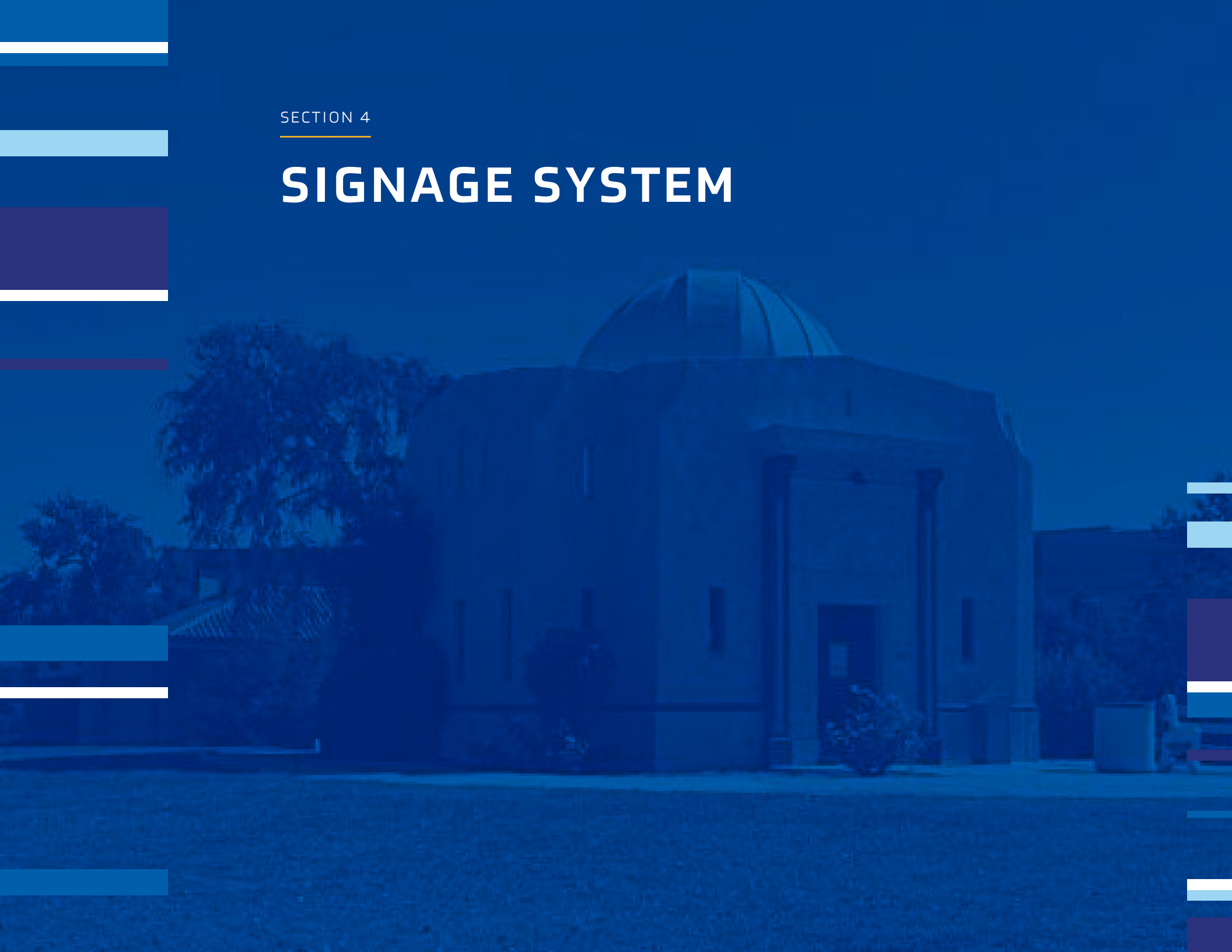
The main entrance at N. Mt. Vernon Avenue will serve as the clear, welcoming front door to the community.

## CREATE A WELCOMING SOUTH DOOR

The second important entrance at Grant Avenue should be a highlight, as it relates to the upcoming student housing development.

SECTION 4

# SIGNAGE SYSTEM



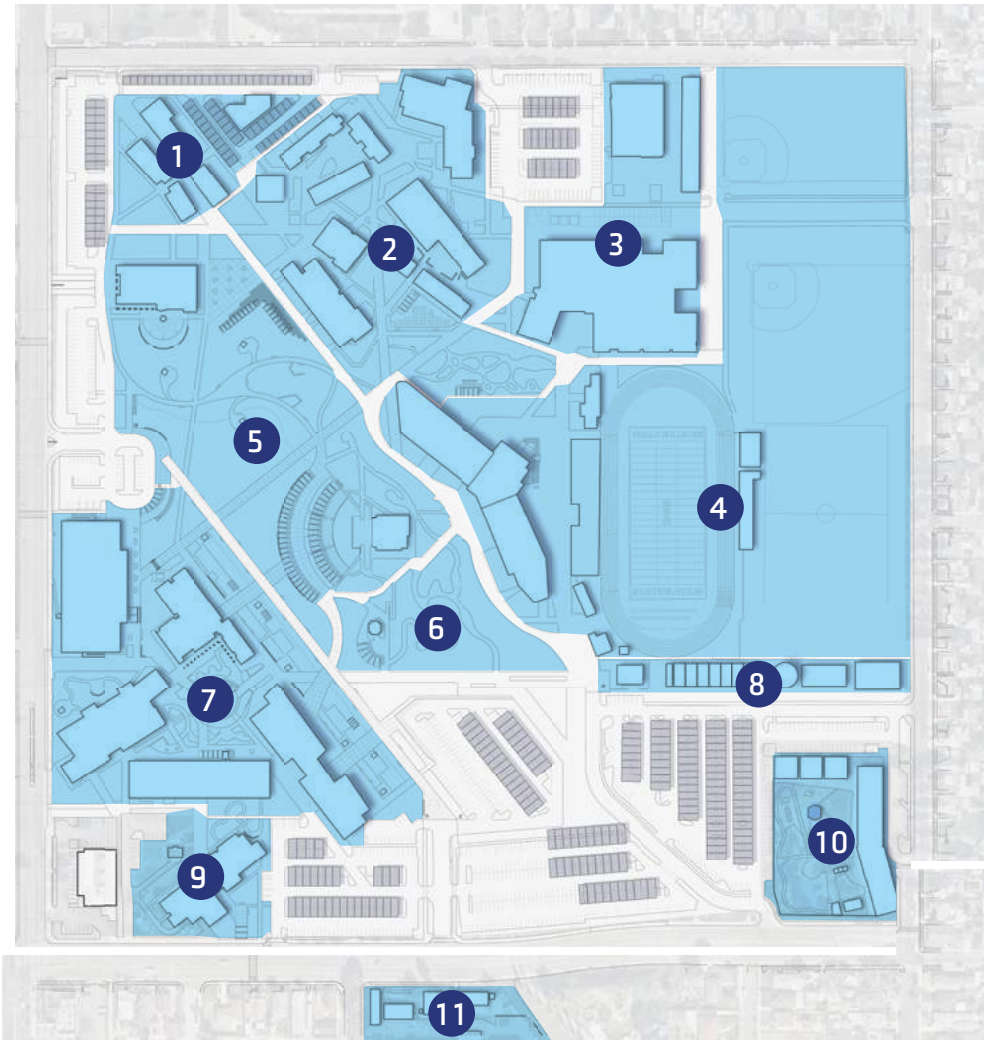
# SYSTEM COMPONENTS

## NEIGHBORHOODS

We propose sectioning the SBVC campus into named Neighborhoods.

These neighborhoods provide orientational clarity by breaking the campus into comprehensible sections. They also offer an opportunity to create a more robust sense of place through naming.

# NEIGHBORHOODS



## Neighborhood Names

PROPOSED	ALT. OPTION
1 THE PEAK (NON-DIRECTIONAL)	NORTH-WEST
2 THE HEIGHTS (NON-DIRECTIONAL)	NORTH
3 TECH	TECH
4 ATHLETICS	ATHLETICS
5 VALLEY CORE	CORE
6 OLD OBSERVATORY	OLD OBSERVATORY
7 THE RIDGE	SOUTH-WEST
8 TOWER ROW	TOWER
9 BROADCAST (NON-BRANDED)	KVCR
10 CHILD CENTER	CHILD CENTER
11 GRANT	GRANT



# COLOR

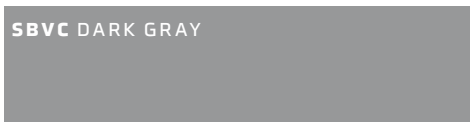
## Primary SBVC Palette



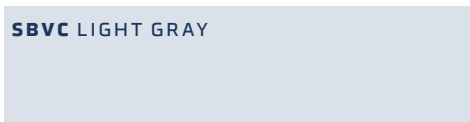
**PMS REFLEX BLUE**    **C100 M93 Y14 K12**  
**HEX #25347A**



**C94 M67 Y1 K0**  
**HEX #005FAA**



**C49 M39 Y39 K4**  
**HEX #979899**



**C13 M7 Y4 K0**  
**HEX #DAE1E9**

## Color Observations

- The current palette lacks the necessary contrast for wayfinding as most color combinations are not ADA compliant for a contrast of at least 70%.
- The current palette consists of only cool colors and only colors that are used in all other branded elements at the school. This can make it difficult to highlight key information and create emphasis where it is needed.
- When the current palette falls short, it seems that a wide range of other colors are used, leading to a lack of consistency.

## Color Recommendations

- Expand the palette to include a secondary, supporting palette to allow for proper contrast, emphasis, and information hierarchy.

## Contrast Tests

		CONTRAST ≥70%	ADA COMPLIANT?
SBVC ROYAL BLUE	SBVC PRIMARY BLUE	33%	NO
SBVC DARK GRAY	SBVC PRIMARY BLUE	50%	NO
SBVC LIGHT GRAY	SBVC PRIMARY BLUE	80%	YES
WHITE	SBVC PRIMARY BLUE	91%	YES
SBVC DARK GRAY	SBVC ROYAL BLUE	38%	NO
SBVC LIGHT GRAY	SBVC ROYAL BLUE	70%	BORDERLINE
WHITE	SBVC ROYAL BLUE	88%	YES
SBVC LIGHT GRAY	SBVC DARK GRAY	28%	NO
WHITE	SBVC DARK GRAY	61%	NO

# COLOR

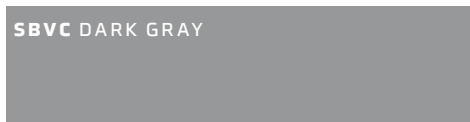
## Primary SBVC Palette



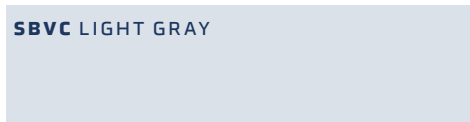
**SBVC PRIMARY BLUE**  
**PMS REFLEX BLUE**    **C100 M93 Y14 K12**  
**HEX #25347A**



**SBVC ROYAL BLUE**  
**C94 M67 Y1 K0**  
**HEX #005FAA**



**SBVC DARK GRAY**  
**C49 M39 Y39 K4**  
**HEX #979899**



**SBVC LIGHT GRAY**  
**C13 M7 Y4 K0**  
**HEX #DAE1E9**

## Wayfinding Secondary Palette A

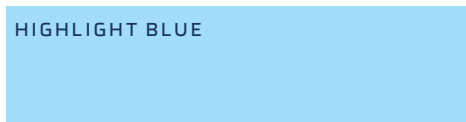
CONNECTING TO BLUE SBVC PALETTE



**CO MO YO KO**  
**HEX #FFFFFF**



**C100 M93 Y35 K56**  
**HEX #000540**



**C33 M0 YO K0**  
**HEX #A1DCF8**

## ADA Compliant Contrast Pairs



## Wayfinding Secondary Palette B

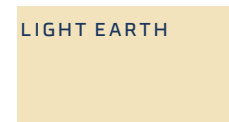
CONNECTING TO NEW LANDSCAPE COLORS



**CO MO YO KO**  
**HEX #FFFFFF**



**C100 M93 Y35 K56**  
**HEX #000540**



**C4 M8 Y29 K0**  
**HEX #F3E3BC**



**C45 M56 Y71 K27**  
**HEX #785E47**

## ADA Compliant Contrast Pairs



# TYPOGRAPHY

## Primary SBVC Typefaces (Visual Identity Pairings)

**GT Eesti Display Pro Bold**

GT Eesti Display Pro Light

## ADA Signage Compliant?

NO

YES

**GT Eesti Display Pro Ultrabold**

GT Eesti Display Pro Regular

NO

NO

## Current Primary Typeface for Signage

**Futura PT Condensed Bold**

NO

## Typography Observations

- Many typefaces being used for different types of signage.
- Many permanent signs are not ADA compliant based on typography.

## Typography Recommendations

- Use ADA compliant version of GT Eesti for areas of signage that need to be ADA compliant.
- Include a bolder weight for non ADA compliant content.
- Systematize typography to aid in consistency and hierarchy.

# TYPOGRAPHY AND ICONOGRAPHY

## GT EESTI PRO DISPLAY BOLD

For information such as neighborhoods, establishment information, headers on text with no ADA requirement.

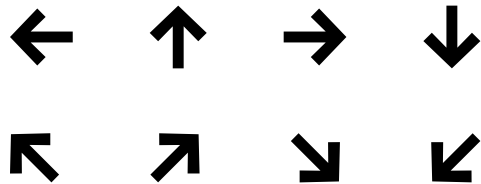
THE RIDGE  
NEIGHBORHOOD

## GT EESTI PRO DISPLAY LIGHT

For ADA compliant content and smaller text.

### Arrow Icons

Icon set from GT Eesti Pro Display Bold

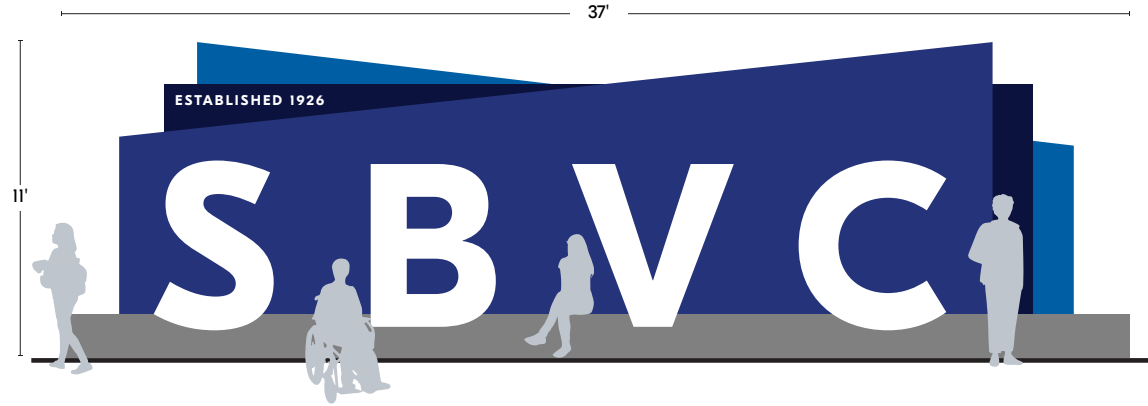


Custom additional arrows, expanded from GT Eesti Pro Display Bold

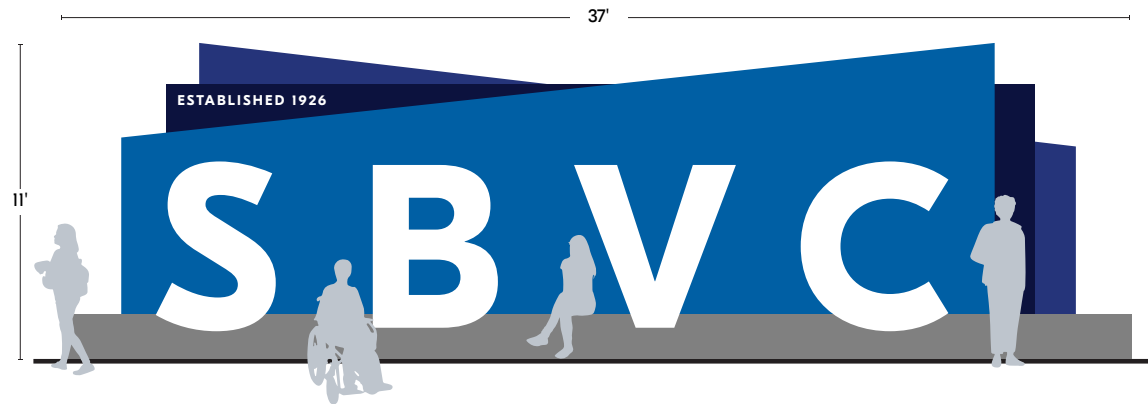


# SIGNAGE DESIGN

# LEVEL 1: GATEWAY SIGNAGE



FRONT



BACK

# LEVEL 1: GATEWAY SIGNAGE (VIEW 1)

SIGN POSITION IS NOT FINAL AND WILL NEED TO BE FINALIZED  
BASED ON ONGOING CAMPUS IMPROVEMENTS



# LEVEL 1: GATEWAY SIGNAGE (VIEW 2)

SIGN POSITION IS NOT FINAL AND WILL NEED TO BE FINALIZED  
BASED ON ONGOING CAMPUS IMPROVEMENTS





# LEVEL 1: FRONT DOOR SIGNAGE

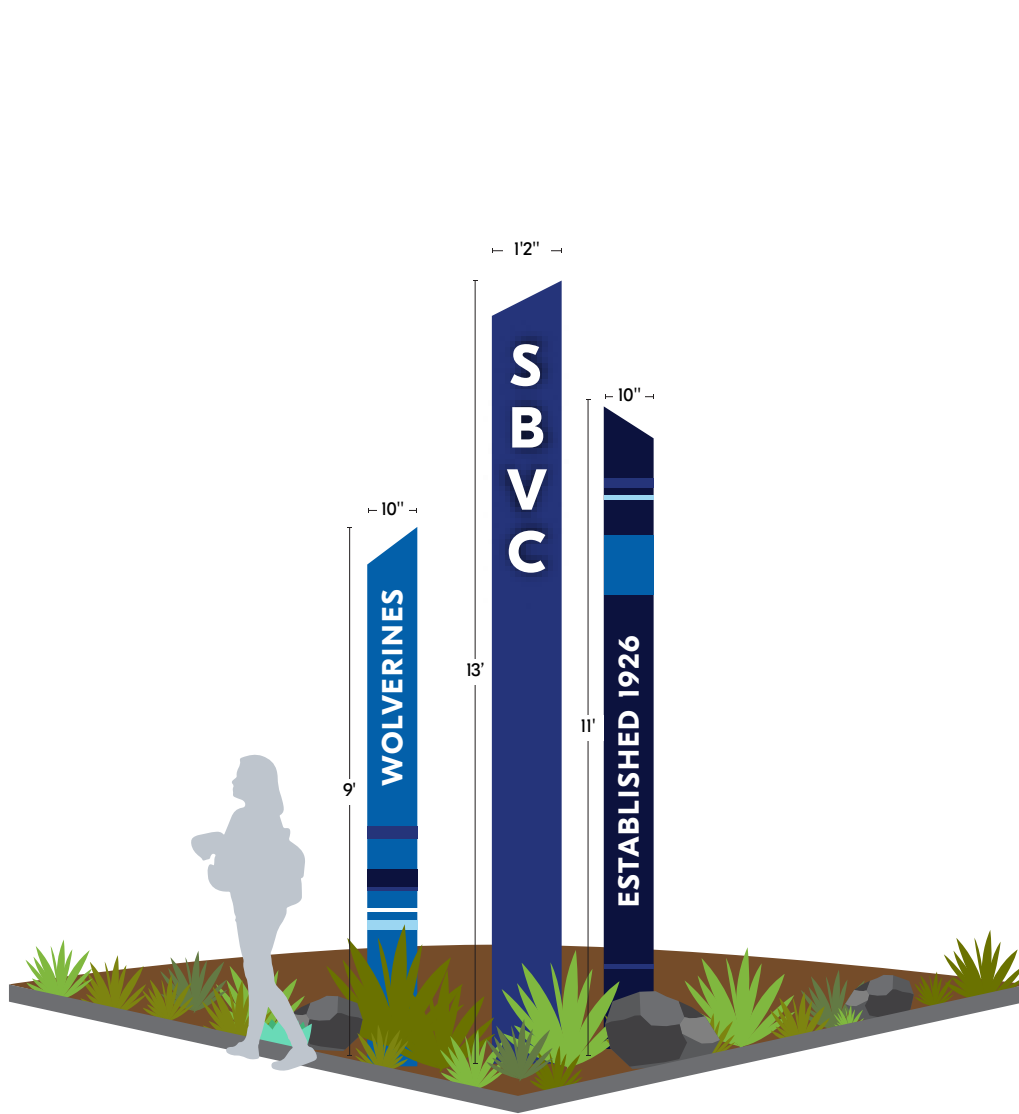


# LEVEL 1: FRONT DOOR SIGNAGE (IN VIEW)

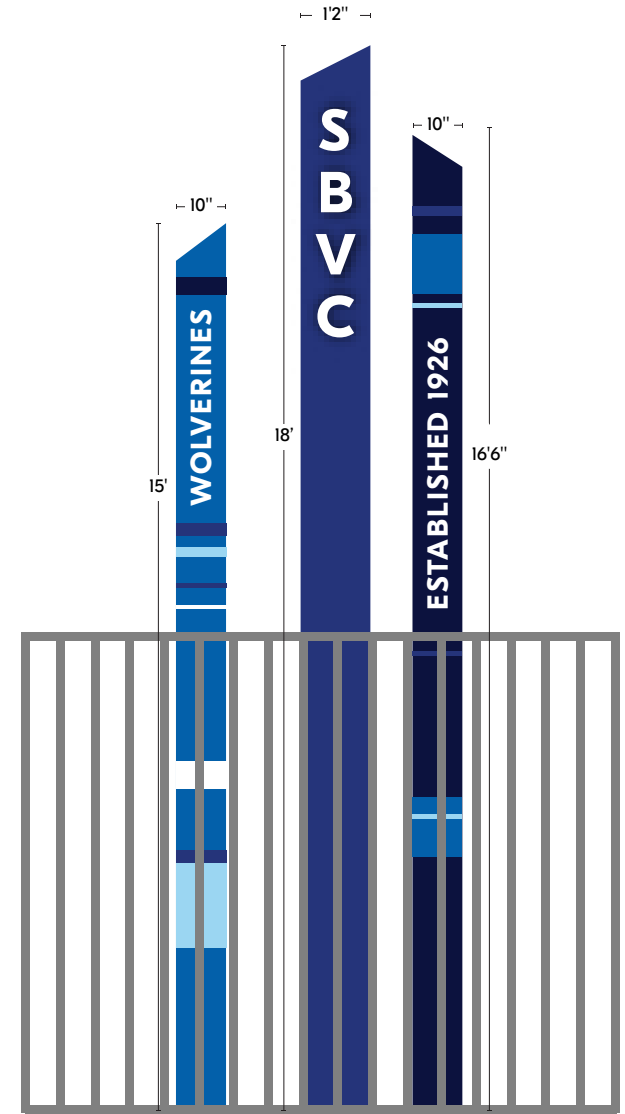
SIGN POSITION IS NOT FINAL AND WILL NEED TO BE FINALIZED  
BASED ON ONGOING CAMPUS IMPROVEMENTS



# LEVEL 1: CORNER MARKERS



TYPICAL VERSION

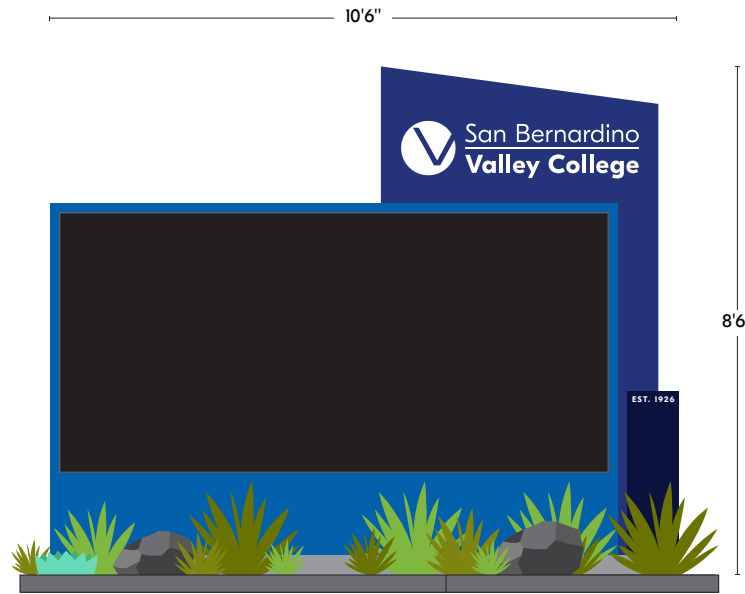


TALL VERSION (FOR BEHIND OBSTRUCTIONS AND FENCING)

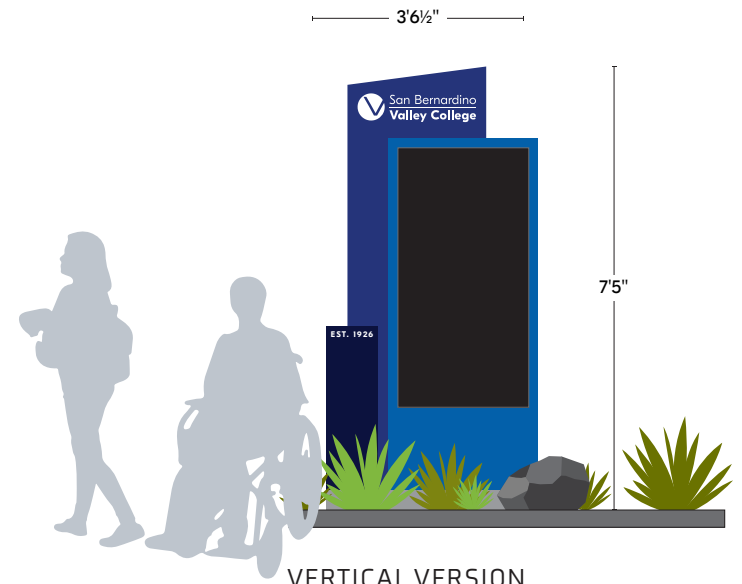
## LEVEL 2: ENTRANCE SIGNAGE



## LEVEL 2: DIGITAL SIGNAGE

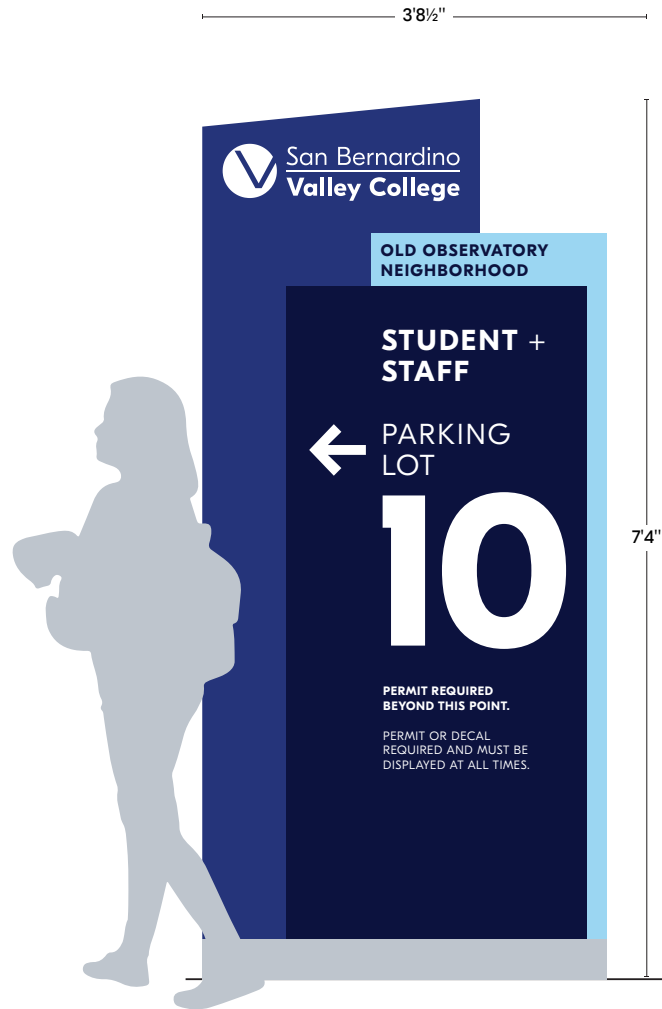


HORIZONTAL VERSION

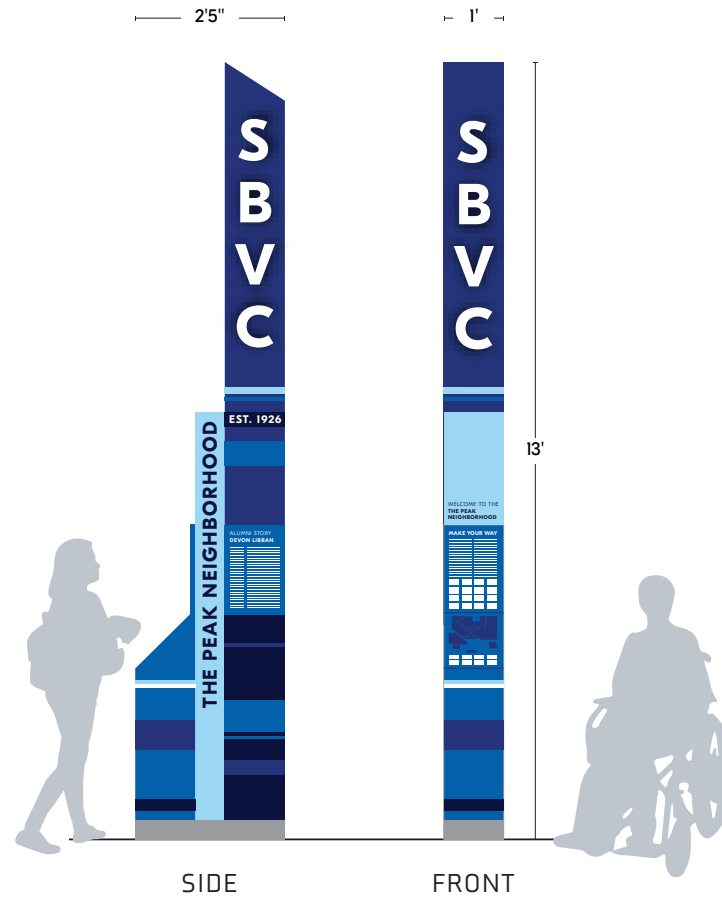


VERTICAL VERSION

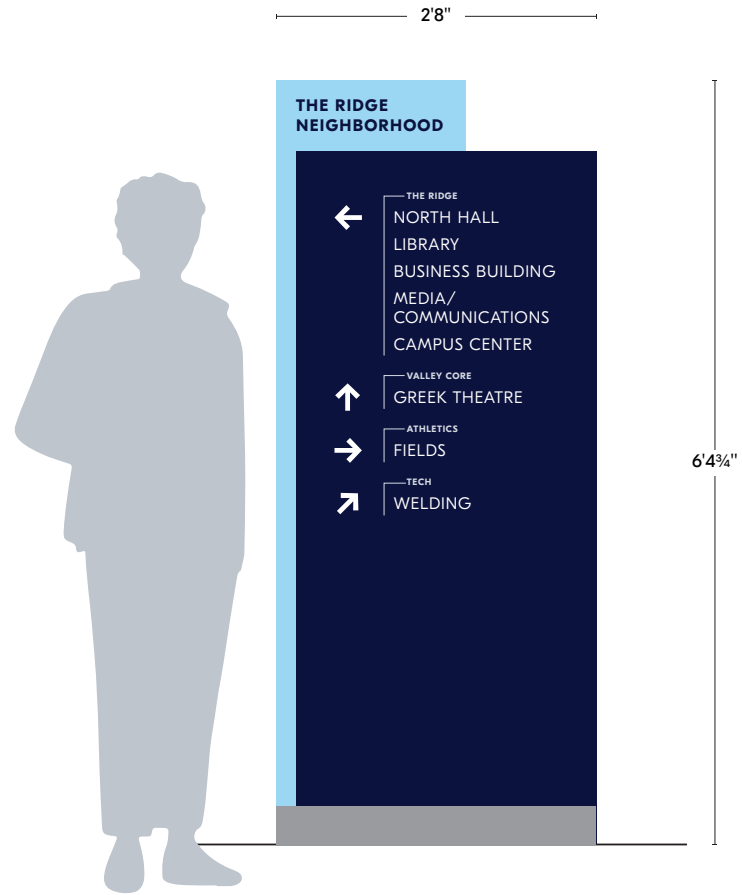
## LEVEL 2: PARKING MARKER



# LEVEL 3: INFORMATION HUB

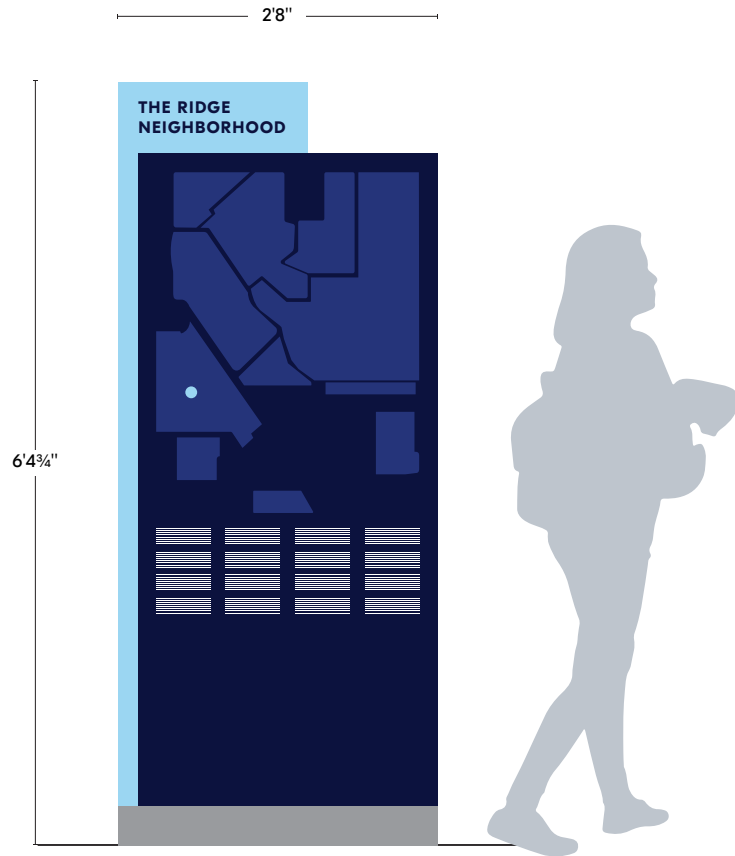


# LEVEL 4: DIRECTORY

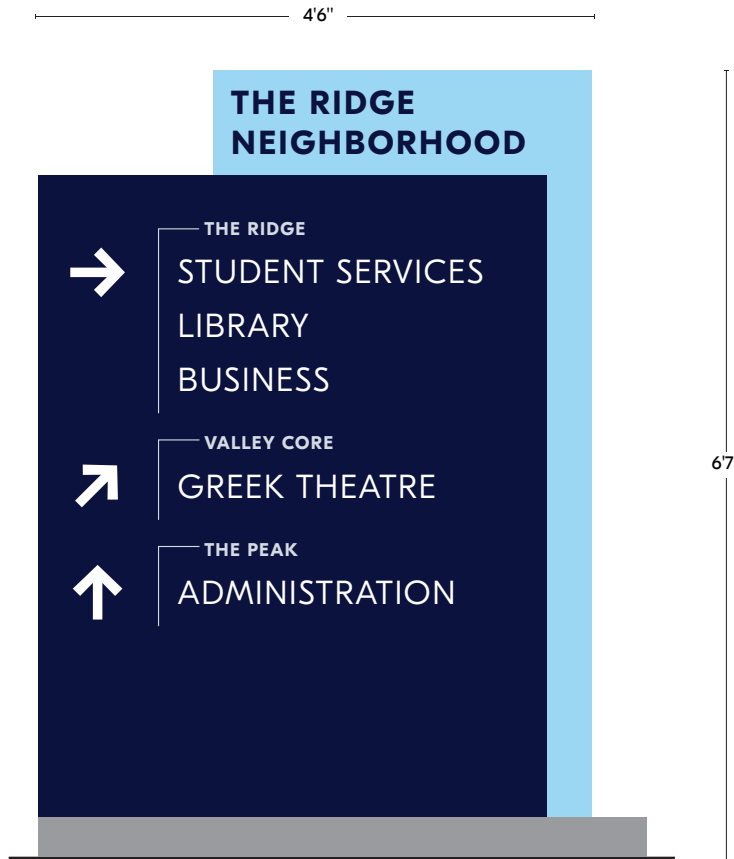




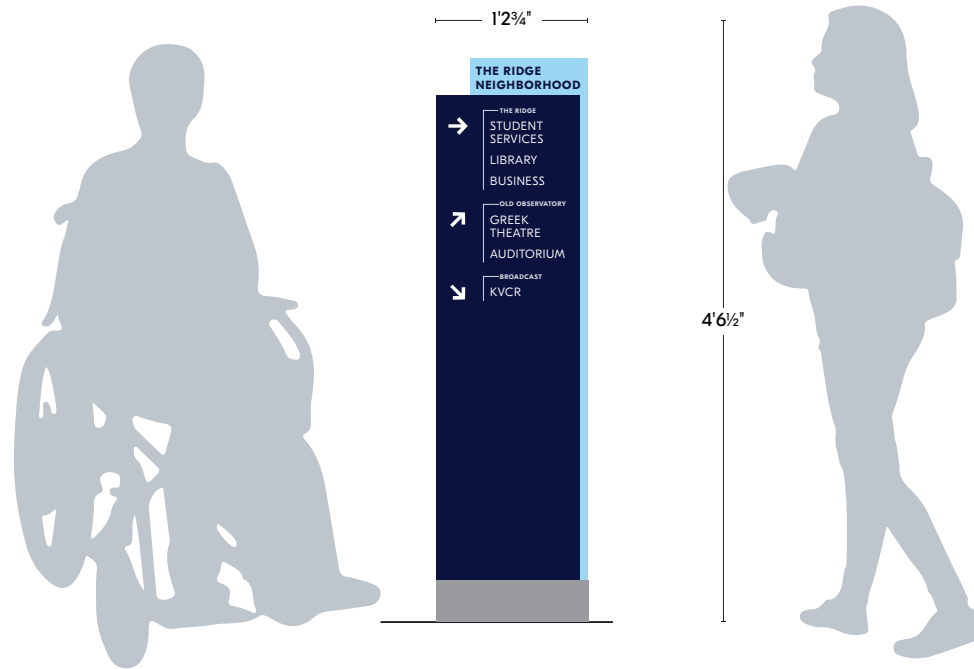
# LEVEL 4: MAP DIRECTORY



# LEVEL 4: VEHICULAR DIRECTORY



# LEVEL 4: PEDESTRIAN ENTRANCE DIRECTORY



# LEVEL 5: BUILDING ID

RECOMMENDED ADDITION OF BUILDING NUMBERS

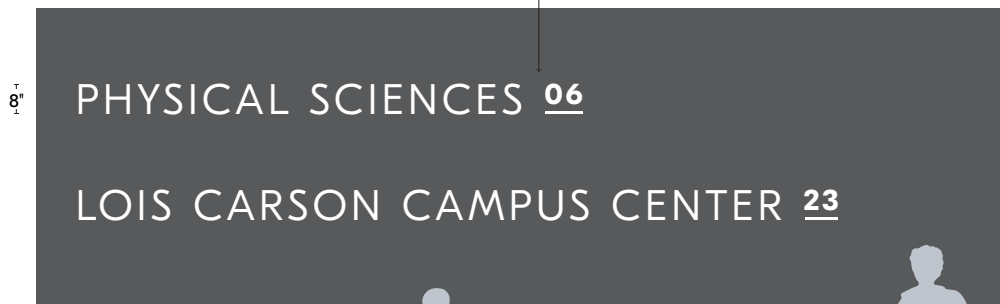


FOR LIGHT SURFACES



EDGE OF EXTRUDED LETTERS

RECOMMENDED ADDITION OF BUILDING NUMBERS

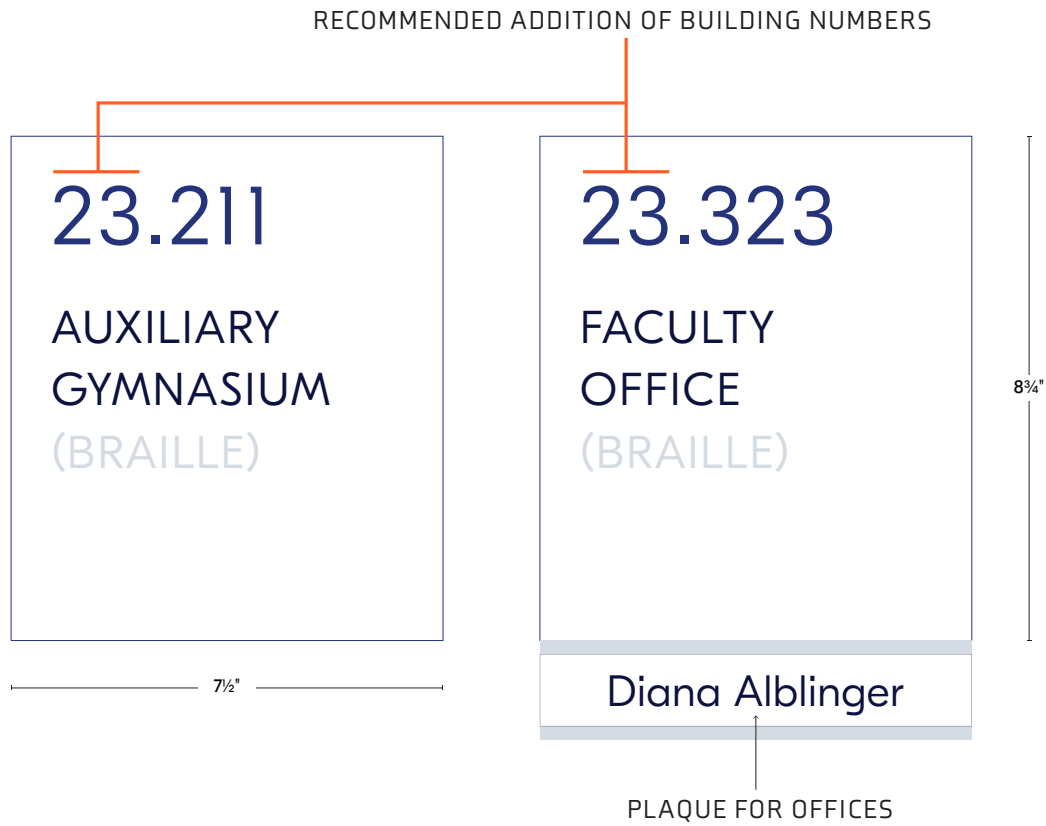


FOR DARK SURFACES

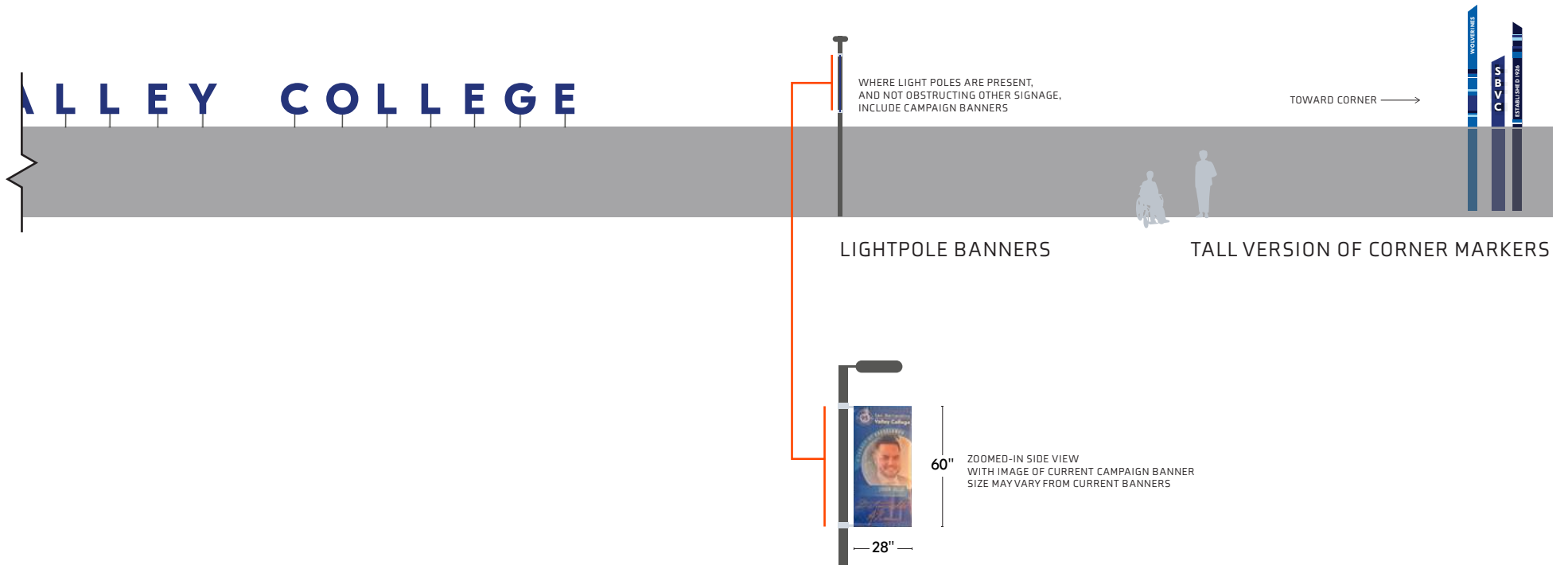
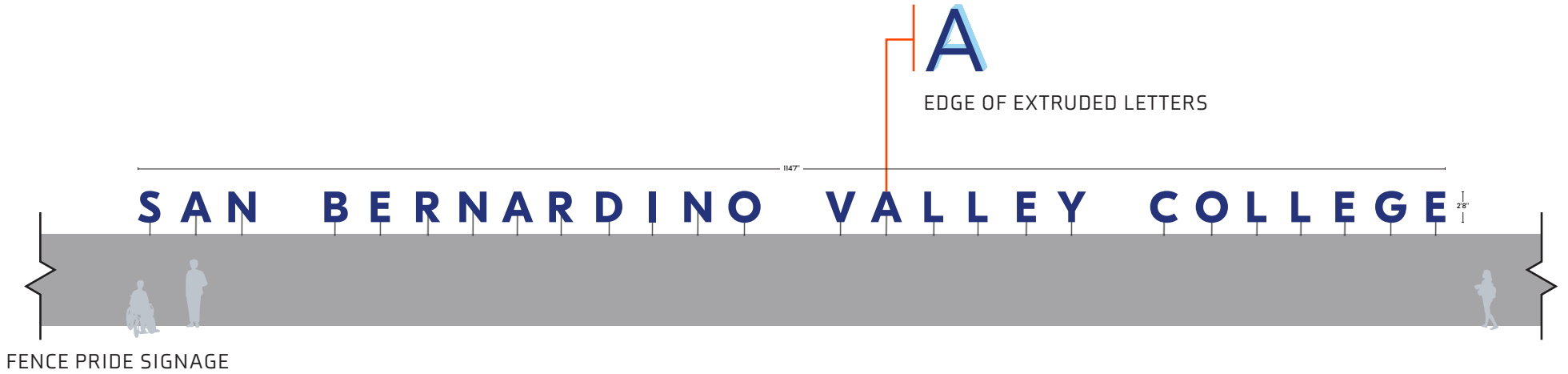


EDGE OF EXTRUDED LETTERS

# LEVEL 5: ROOM ID



# LEVEL 6: PRIDE SIGNAGE (FENCE)



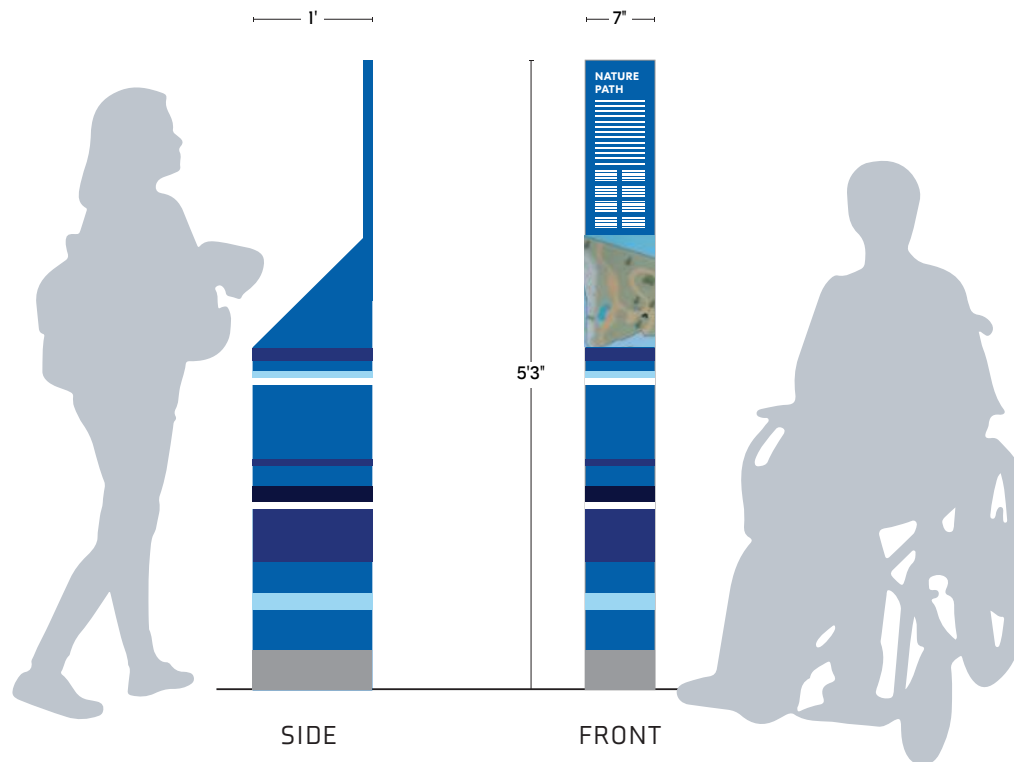
## LEVEL 6: PRIDE SIGNAGE (GREEK THEATER)



PRIDE WALL SIGNAGE AT GREEK THEATER

THIS LOCATION IS AN IDEAL SPACE FOR A MURAL BY THE COMMUNITY OR A LOCAL ARTIST

## LEVEL 6: EDUCATIONAL AND HISTORICAL SIGNAGE





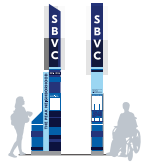
# SYSTEM SUMMARY



LEVEL 1



LEVEL 2



LEVEL 3



LEVEL 4



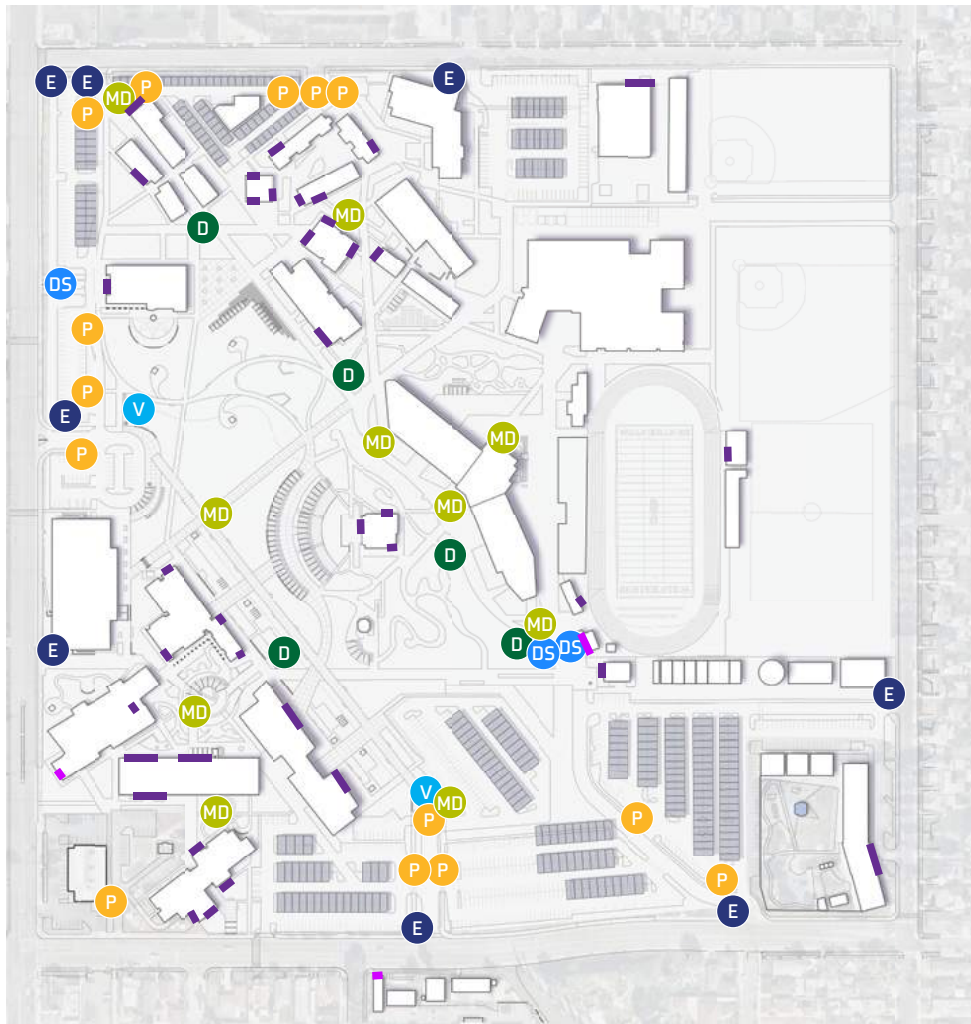
LEVEL 5



LEVEL 6

# PLACEMENT RECOMMENDATIONS

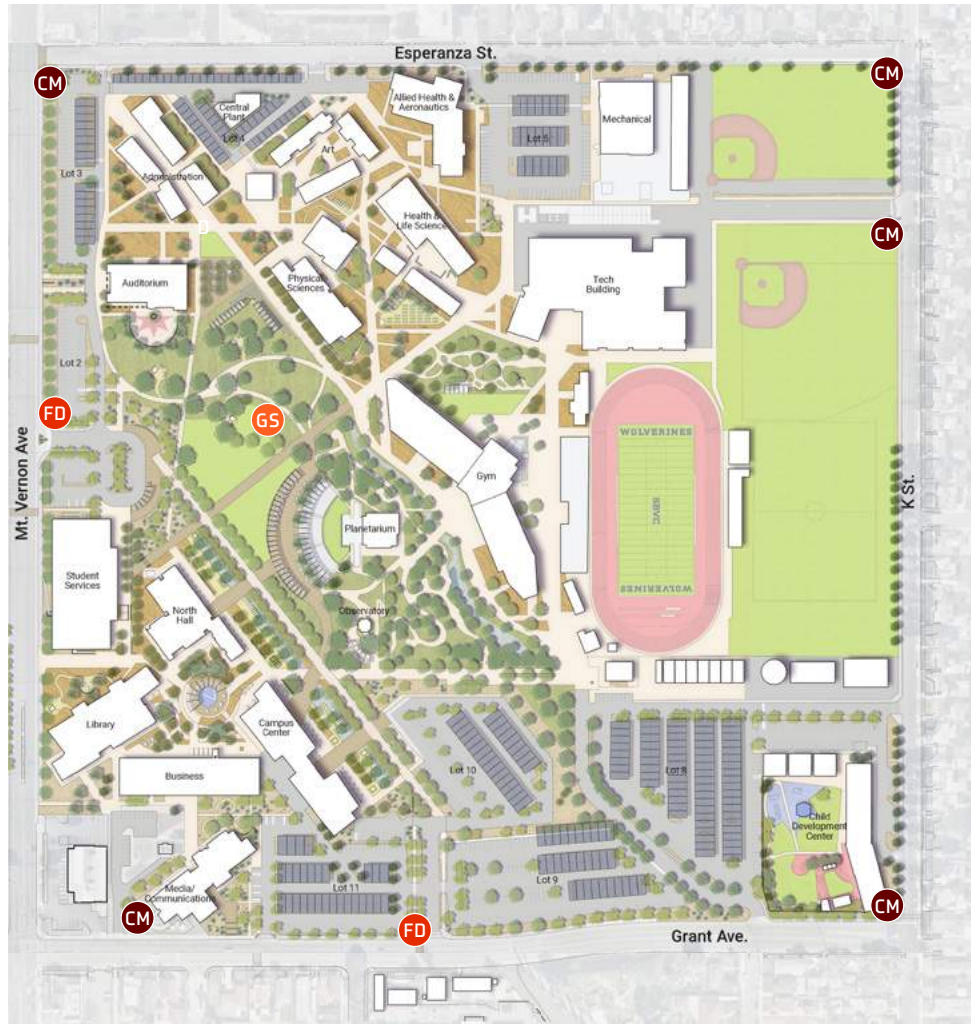
# EXISTING LARGE, PERMANENT SIGNAGE PLACEMENT



- E** ENTRANCE SIGN
- DS** DIGITAL SIGN
- MD** MAP DIRECTORY
- D** DIRECTORY
- P** PARKING MARKERS
- V** V BALLS
- BUILDING IDENTIFICATION**
- SBVC SIGNAGE ON BUILDING**

PLEASE NOTE THAT THIS MAP WAS CREATED DURING A PERIOD OF CAMPUS CONSTRUCTION. SOME SIGNS MAY NOT BE INCLUDED IN THIS GRAPHIC DUE TO OBSTRUCTED VISIBILITY OR LACK OF ACCESS.

# PLACEMENT RECOMMENDATIONS: LEVEL 1

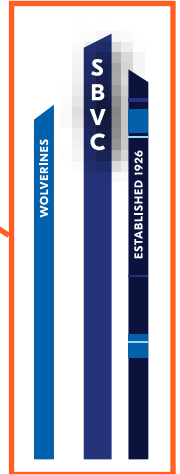
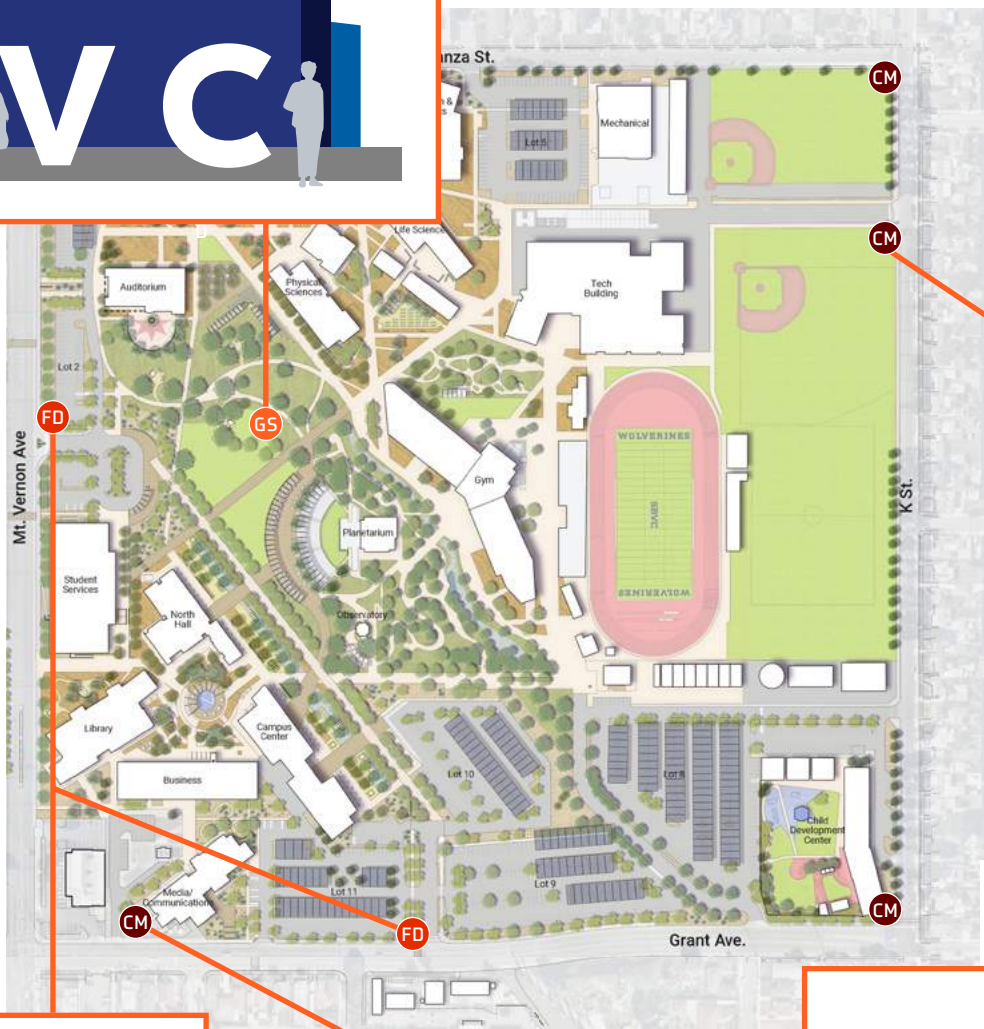


- LEVEL 1** ● **GS** GATEWAY SIGNAGE
- **FD** FRONT DOOR SIGNAGE
- **CM** CORNER MARKER

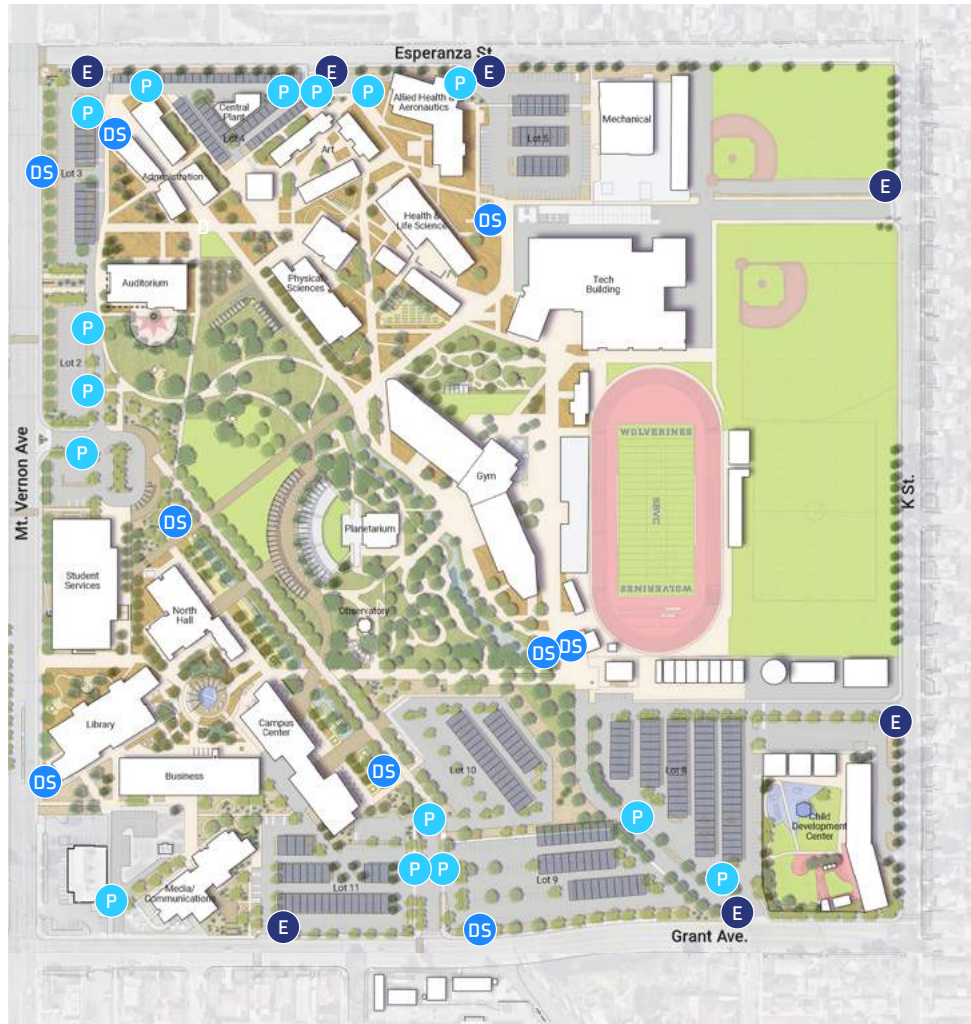
# PLACEMENT RECOMMENDATIONS: LEVEL 1



- LEVEL 1**
- GS** GATEWAY SIGNAGE
  - FD** FRONT DOOR SIGNAGE
  - CM** CORNER MARKER



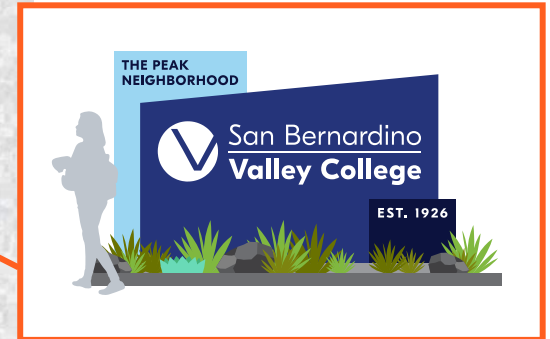
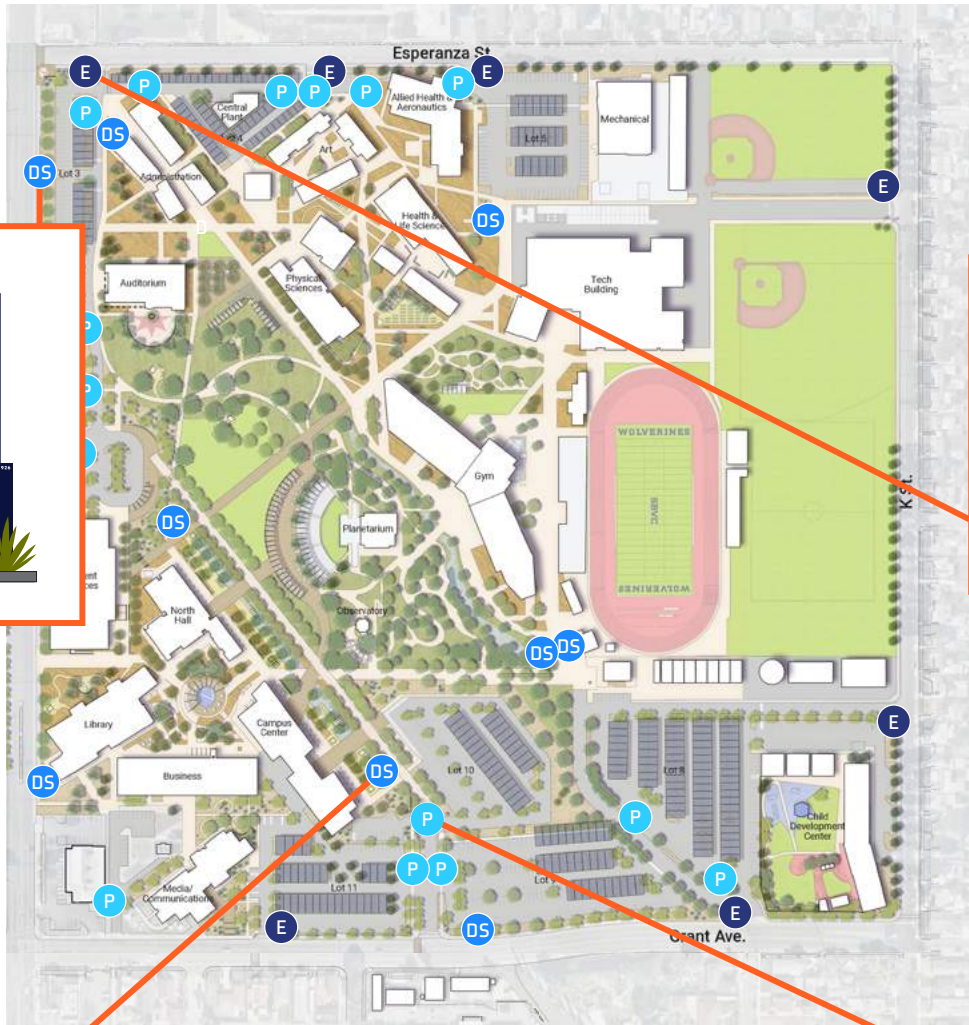
# PLACEMENT RECOMMENDATIONS: LEVEL 2



- LEVEL 2** **E** ENTRANCE SIGNAGE
- DS** DIGITAL SIGNAGE
- P** PARKING MARKERS

# PLACEMENT RECOMMENDATIONS: LEVEL 2

- LEVEL 2 **E** ENTRANCE SIGNAGE
- DS** DIGITAL SIGNAGE
- P** PARKING MARKERS



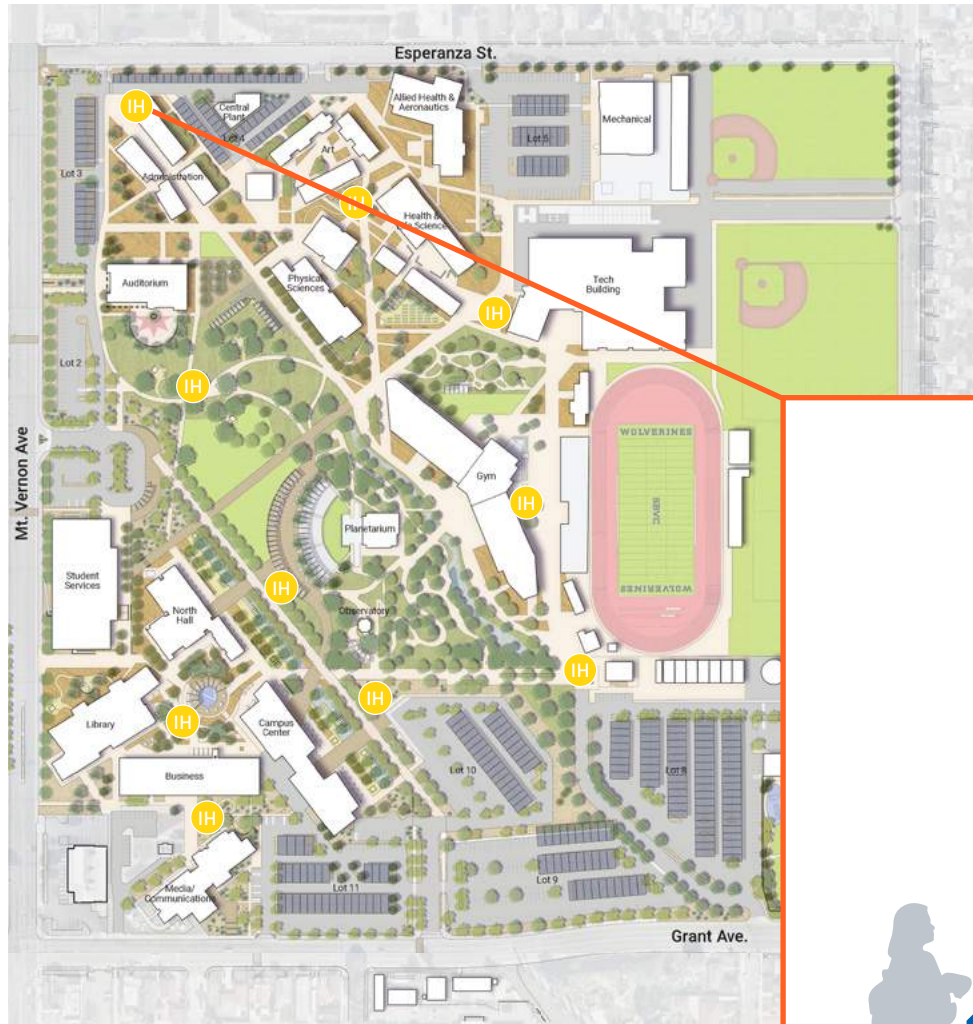
# PLACEMENT RECOMMENDATIONS: LEVEL 3



LEVEL 3  INFORMATION HUB



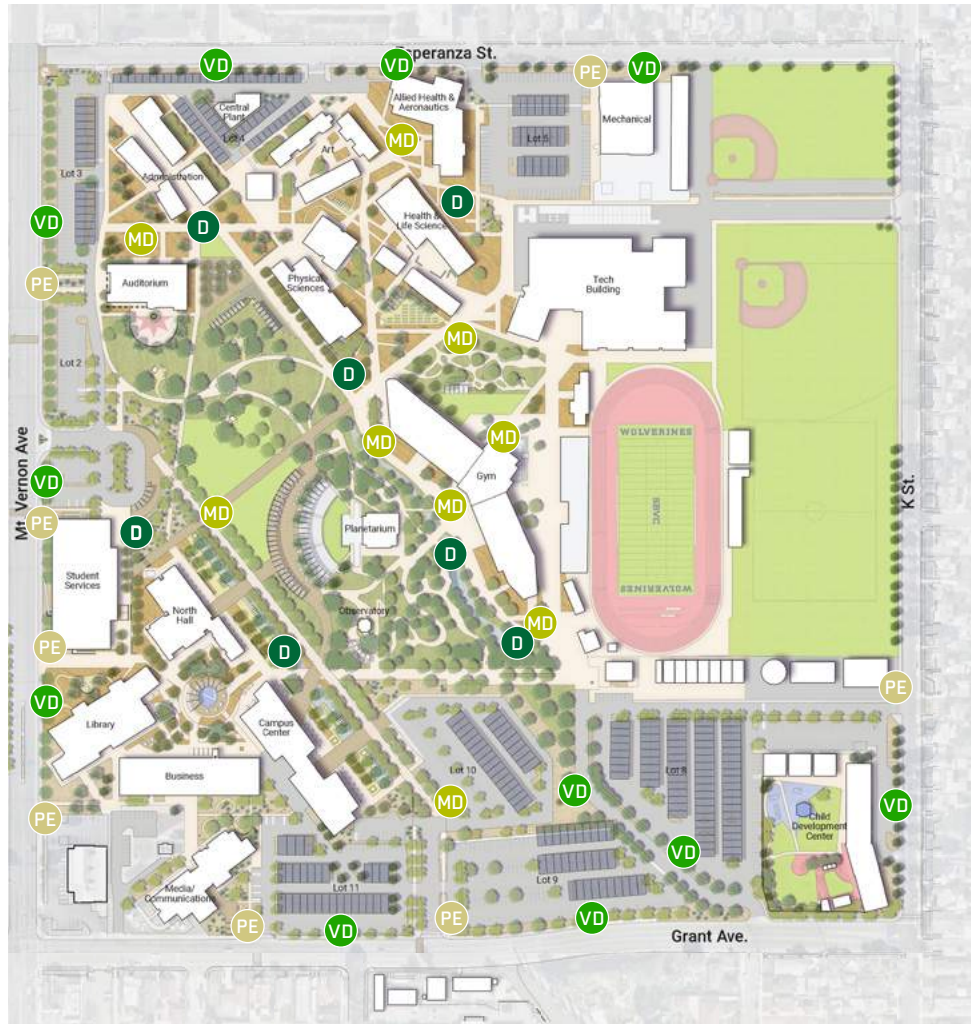
# PLACEMENT RECOMMENDATIONS: LEVEL 3



LEVEL 3 **IH** INFORMATION HUB

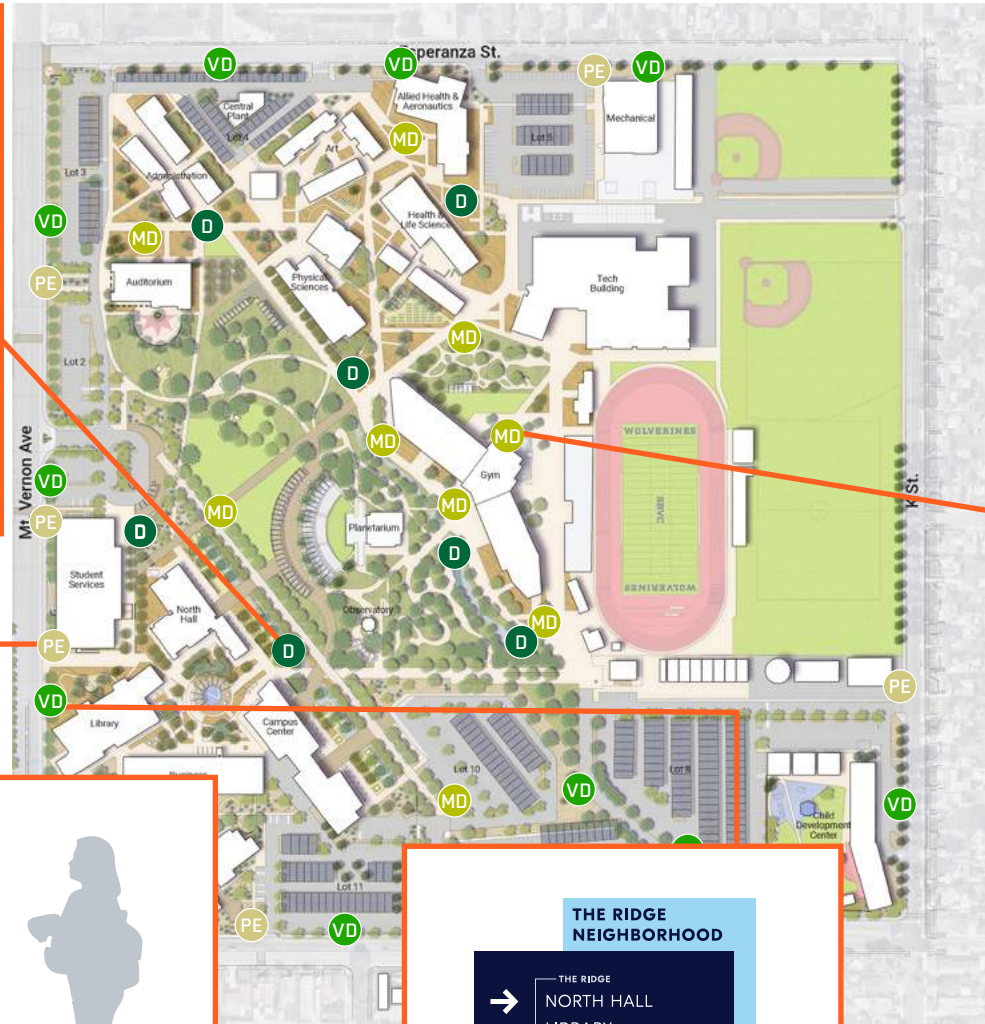


# PLACEMENT RECOMMENDATIONS: LEVEL 4



- LEVEL 4**
- D** DIRECTORY
  - MD** MAP DIRECTORY
  - VD** VEHICULAR DIRECTORY
  - PE** PEDESTRIAN ENTRANCE DIRECTORY

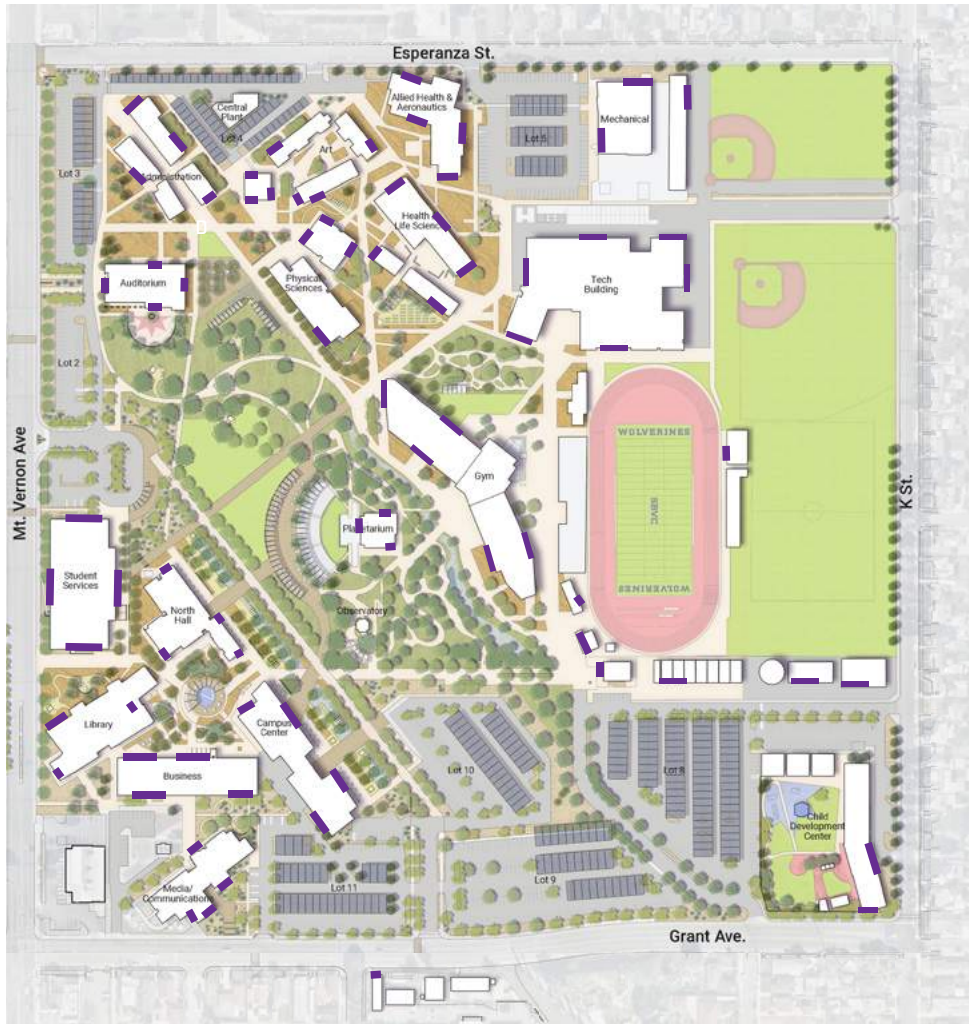
# PLACEMENT RECOMMENDATIONS: LEVEL 4



- LEVEL 4**
- D** DIRECTORY
  - MD** MAP DIRECTORY
  - VD** VEHICULAR DIRECTORY
  - PE** PEDESTRIAN ENTRANCE DIRECTORY

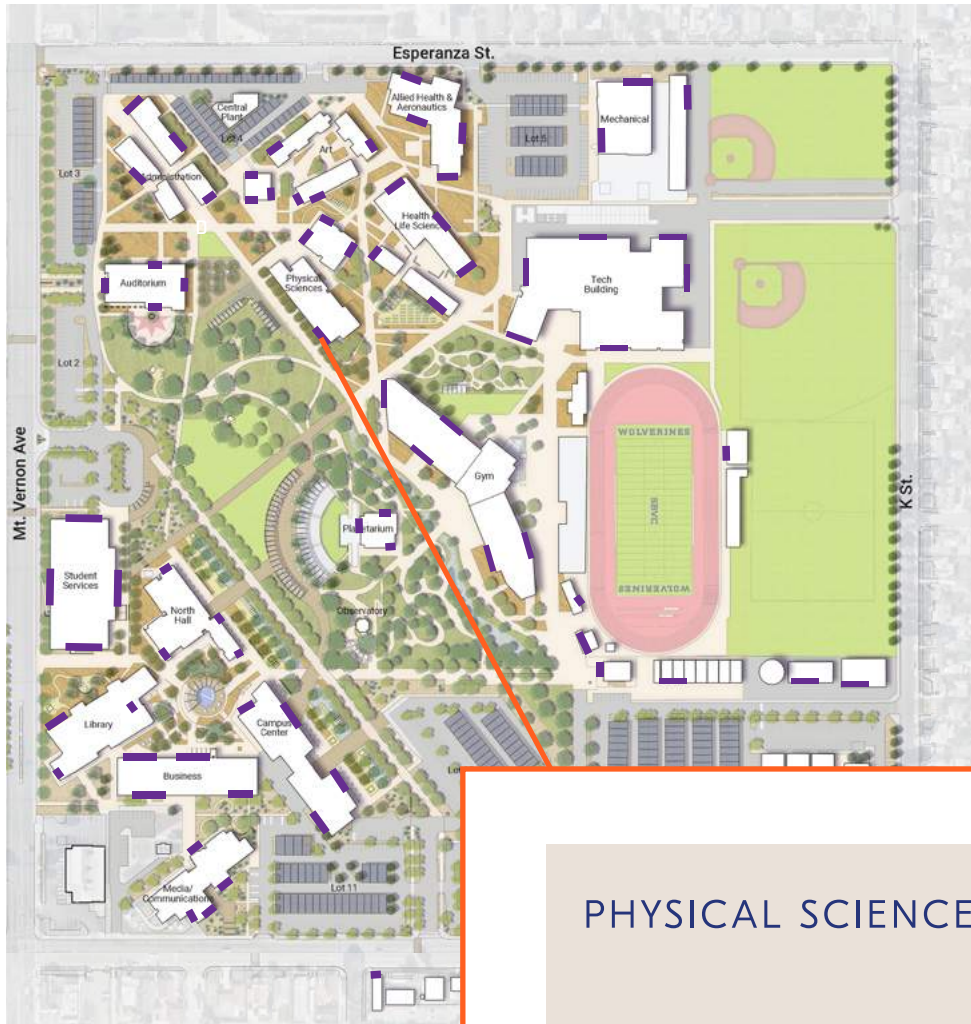


# PLACEMENT RECOMMENDATIONS: LEVEL 5



LEVEL 5 ■ BUILDING ID

# PLACEMENT RECOMMENDATIONS: LEVEL 5

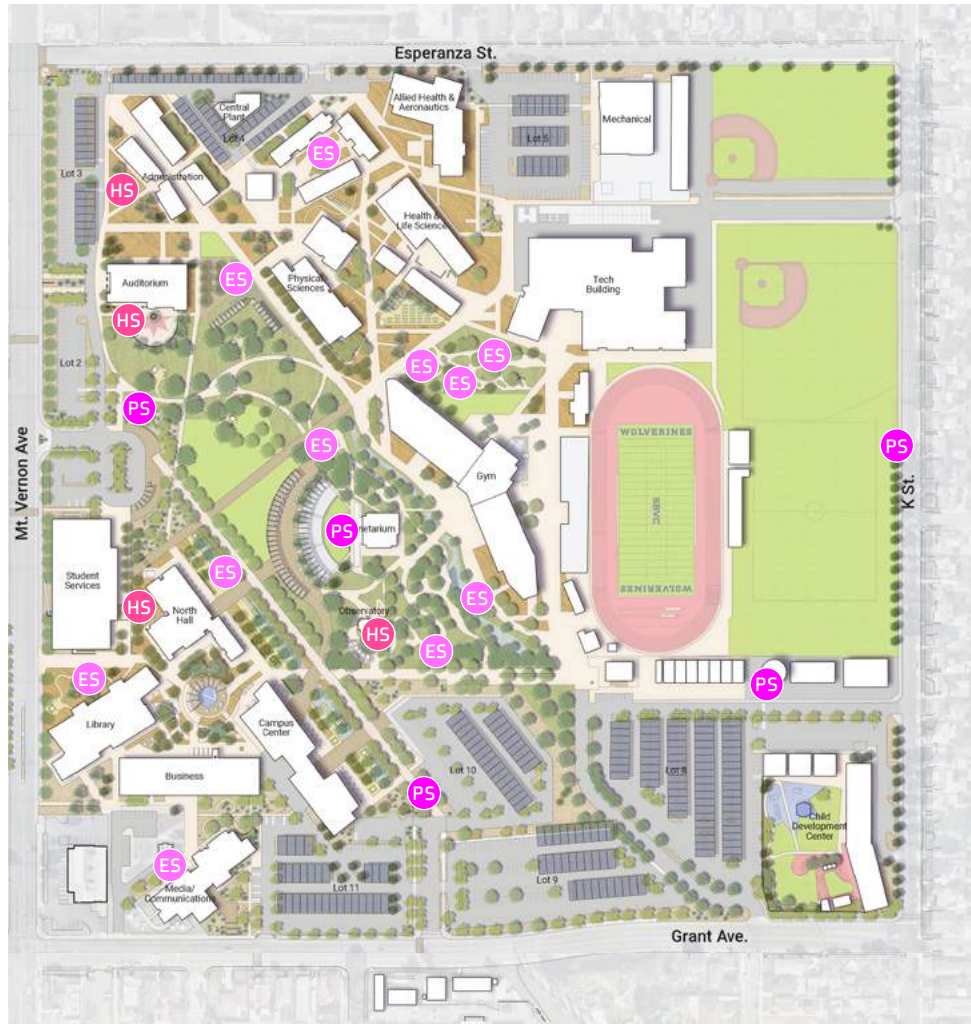


LEVEL 5 ■ BUILDING ID

## PHYSICAL SCIENCES 06

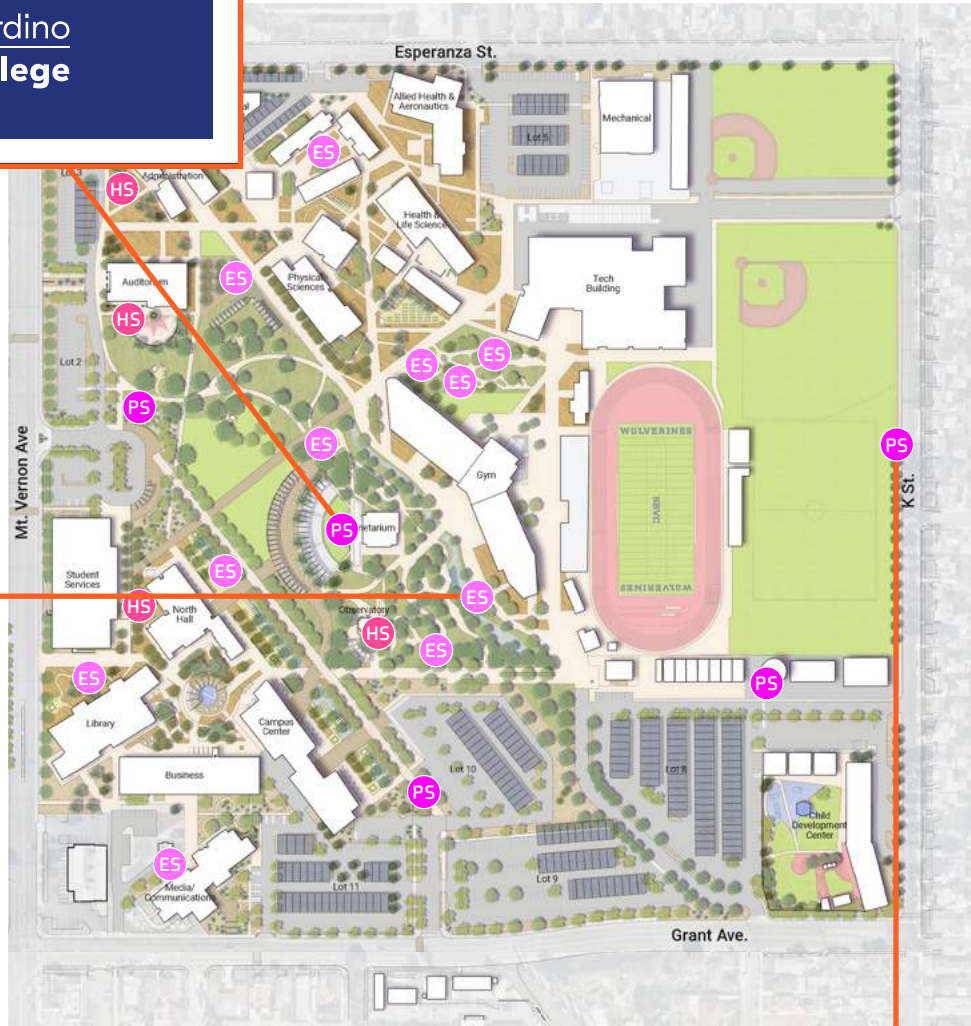
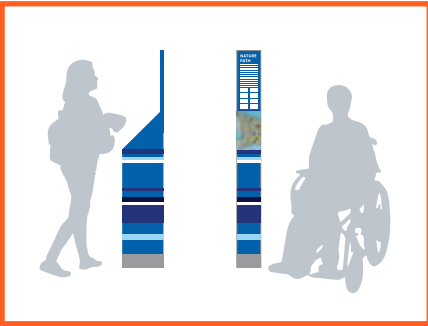


# PLACEMENT RECOMMENDATIONS: LEVEL 6

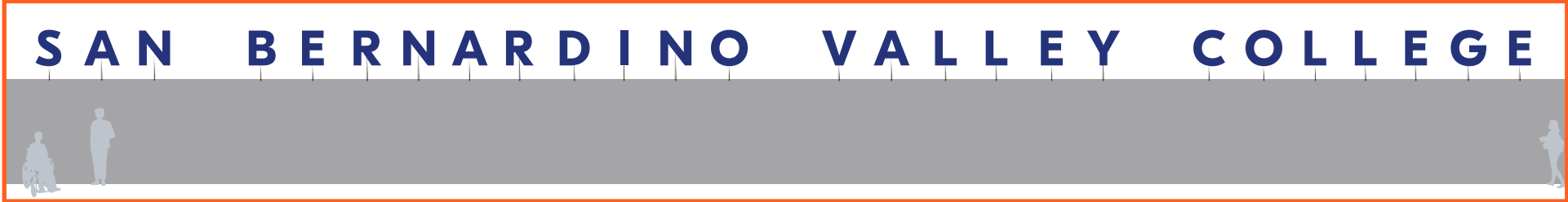


- LEVEL 6 **PS** PRIDE SIGNAGE
- ES** EDUCATIONAL SIGNAGE
- HS** HISTORICAL SIGNAGE

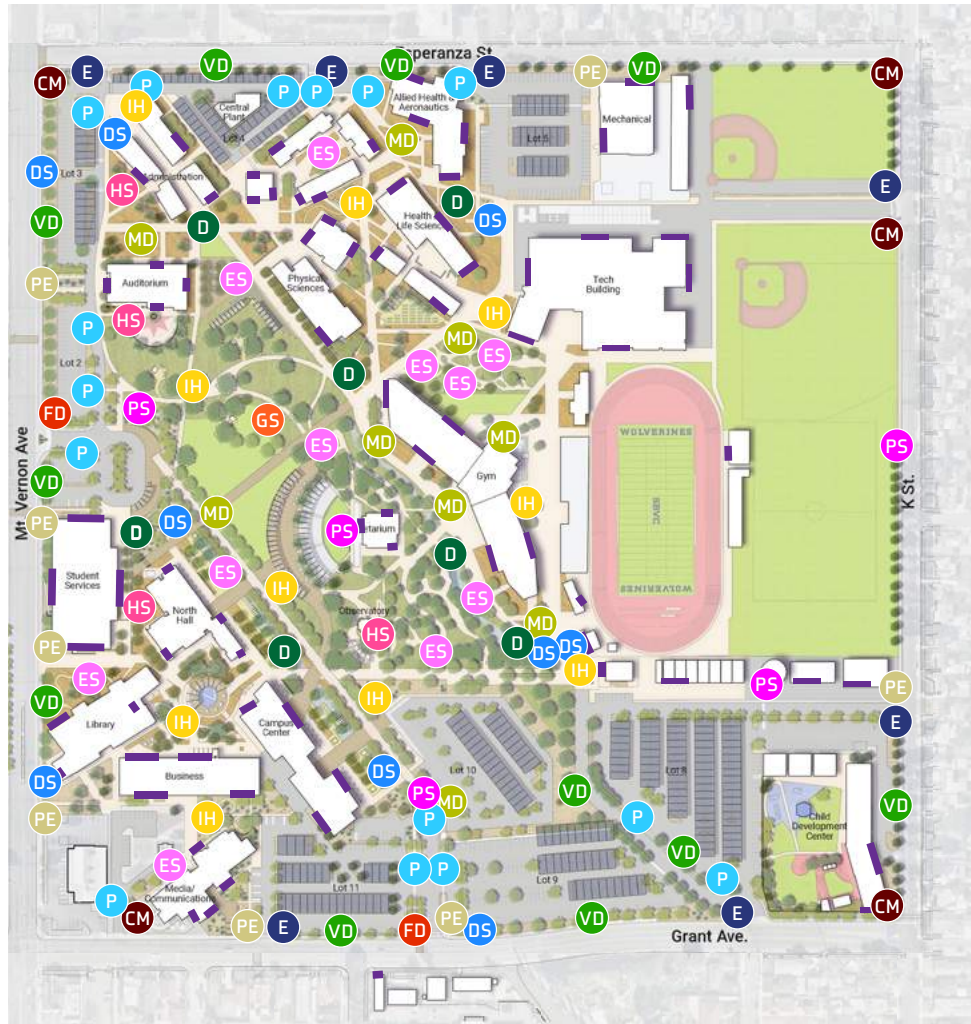
# PLACEMENT RECOMMENDATIONS: LEVEL 6



- LEVEL 6 **PS** PRIDE SIGNAGE
- ES** EDUCATIONAL SIGNAGE
- HS** HISTORICAL SIGNAGE



# PLACEMENT RECOMMENDATIONS: ALL SIGNAGE LEVELS



- LEVEL 1 ● **GS GATEWAY SIGNAGE**
- **FD FRONT DOOR SIGNAGE**
- **CM CORNER MARKER**

---

- LEVEL 2 ● **E ENTRANCE SIGNAGE**
- **DS DIGITAL SIGNAGE**
- **P PARKING MARKERS**

---

- LEVEL 3 ● **IH INFORMATION HUBS**

---

- LEVEL 4 ● **D DIRECTORY**
- **MD MAP DIRECTORY**
- **VD VEHICULAR DIRECTORY**
- **PE PEDESTRIAN ENTRANCE DIRECTORY**

---

- LEVEL 5 — **BUILDING ID**

---

- LEVEL 6 ● **PS PRIDE SIGNAGE**
- **ES EDUCATIONAL SIGNAGE**
- **HS HISTORICAL SIGNAGE**

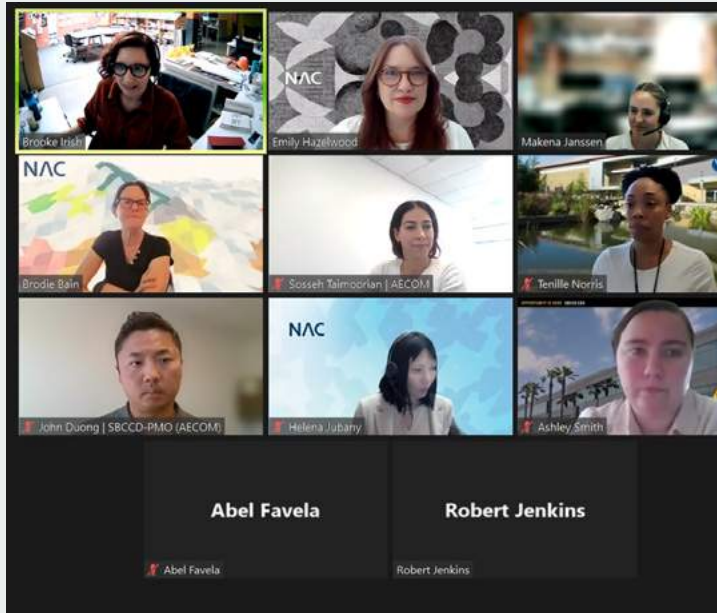


SECTION 5

# APPENDICES

# VISIONING SESSIONS

# VISIONING SESSIONS



## The Big-Picture Challenges and Opportunities

To define big-picture challenges, opportunities, and priorities, we held a visioning session with the project team on 8/3/2023, met with Interim President Dr. Linda Fontinella on 8/15/2023, asked a few questions of students during an observation session on campus on 8/15/2023, and held a final visioning session with Facilities and Safety on 9/11/23. The visioning questions were also shared with the SBVC Marketing team to gather their insights.

The following pages are the gathered responses from those sessions.

# VISIONING SESSIONS: RESPONSES

## Defining Wayfinding

### Roles and Goals

#### WHAT DO YOU SEE AS THE ROLE OF WAYFINDING ON CAMPUS?

- Permanent and temporary signage.
- Welcoming.
- Providing a sense of place.
- Curb appeal.
- Navigation.
- Informational.
- Events happening.
- Intuitive.

#### WHAT ARE THE MAIN OUTCOMES YOU'D LIKE TO COME FROM THE WAYFINDING PLAN?

- Accuracy: reflect changes on campus.
- Clean signs/update worn materials.
- Material durability.
- Ensure lighting fixtures work.
- Modernization/make contemporary.
- Flexibility.
- Easy to update.
- Contemporary aesthetic.
- Flexible updates to change with construction.
- Reflect directional changes and updates.
- Easy for students to use/recognize.
- Branding.

#### WHICH ASPECTS OF THE CURRENT SIGNAGE AND WAYFINDING DO YOU THINK FUNCTION WELL?

- Consistency across campus.
- Unified branding across campus.

#### WHICH ASPECTS OF THE CURRENT SIGNAGE AND WAYFINDING DO YOU THINK FUNCTION POORLY, OR ARE NON-EXISTENT?

- Is current amount of signage efficient or confusing?
- Not enough maps reflecting where you are.
- Not enough periphery signage to direct across campus.
- Need directional signage across campus (long distance).
- Unified branding across campus.
- Signs opposite campus to navigate main hubs.
- Parking lot directories should work across campus.
- Google maps directions not specific.
- Interactive navigation should connect to physical signage.
- Should be multiple ways to navigate, digitally and physically.

#### HOW IMPORTANT IS IT THAT SIGNAGE AND WAYFINDING PROVIDE EACH OF THESE IN SOME WAY?

##### SBVC Pride



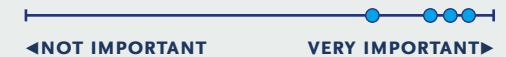
##### Shade



NOTE:

"Distinguishing feature on campus to have shade as an identifier"

##### Historical Info



NOTES:

"Observatory is oldest building (almost 100 years)"

"Library"

"Excitement to celebrate historical building on campus"

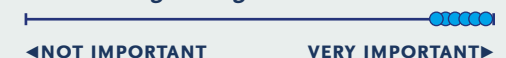
##### Land Acknowledgment and Information About Indigenous Communities



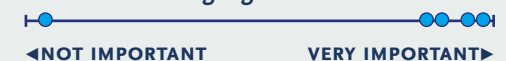
##### Educational Info



##### A Welcoming Feeling

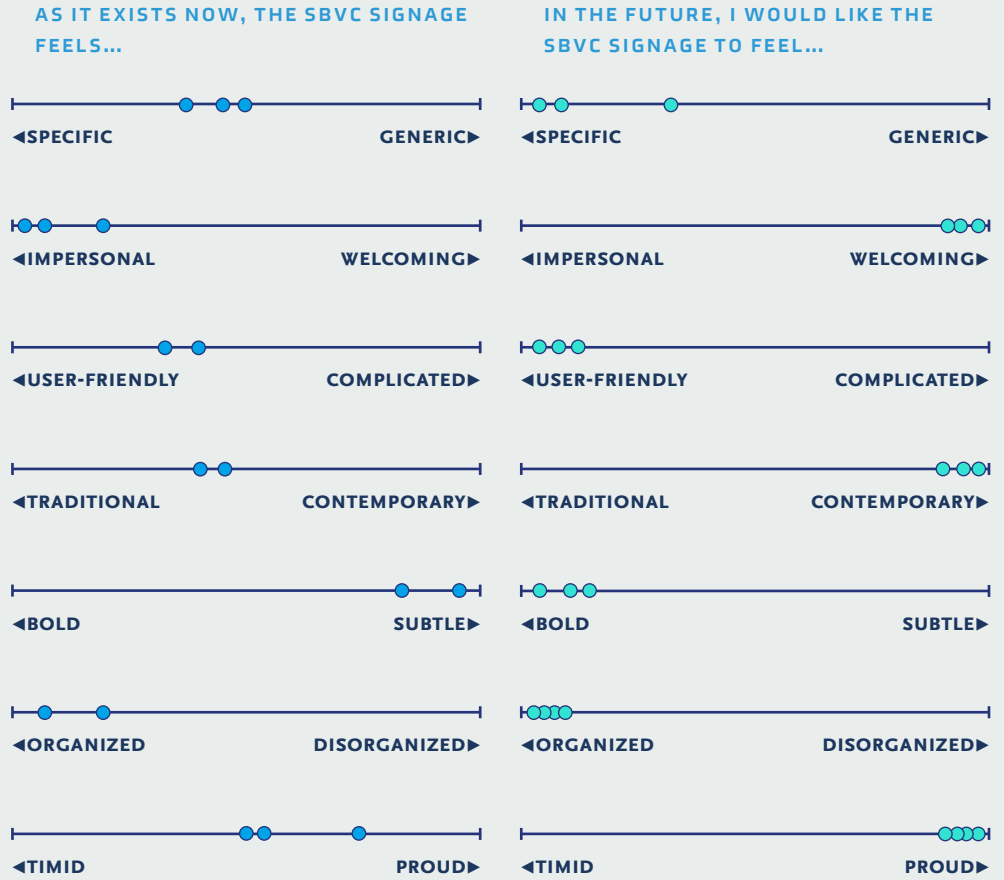


##### Two or More Languages



# VISIONING SESSIONS: RESPONSES

## What Is and What Could Be: Signage



# VISIONING SESSIONS: RESPONSES

## SBVC Proud

### WHAT MAKES YOU AND OTHERS PROUD TO BE A PART OF THE SBVC COMMUNITY?

- Hidden gem in the area.
- The people we work with.
- Diversity—that differentiates us and makes us special.
- Great campus.
- The students we serve.
- Events on campus.
- Connection to community.
- Faculty/staff really care about students/feel pride for students accomplishments
- Community events on campus.
- Family learning, multi-generational history with the school.
- So many opportunities, can be the first open door that leads to so many others.
- Diversity is a real pride point and differentiator. It is visible and makes the campus a unique place to learn. You can learn with so many different people with different backgrounds.

### WHAT DO PEOPLE NOT KNOW ABOUT SBVC THAT THEY SHOULD?

- Disconnect with the community/city.
- Services we offer.
- Free books/tuition.
- Communication lacking between city and college.
- The quality of our faculty—caring and well-paid professionals with masters degrees and doctorate degrees.
- It provides path to a good, living wage
- Safe space to try and succeed.

### WHAT MIGHT BE SOME BARRIERS OR SPEED BUMPS THAT PEOPLE EXPERIENCE TO FEELING A SENSE OF BELONGING AT SBVC?

- Lacking dedicated spaces for different groups.
- Adequate parking.
- Heat.
- Lack of information.
- Lack of flexibility in updatable signage.
- Need more temporary/updatable signage across campus.
- More durable temporary signage.
- A hurdle to easy entry into campus is the triangle divider at the main entry off of Mt. Vernon. Please consider removing that so people can turn right or left at that entry.

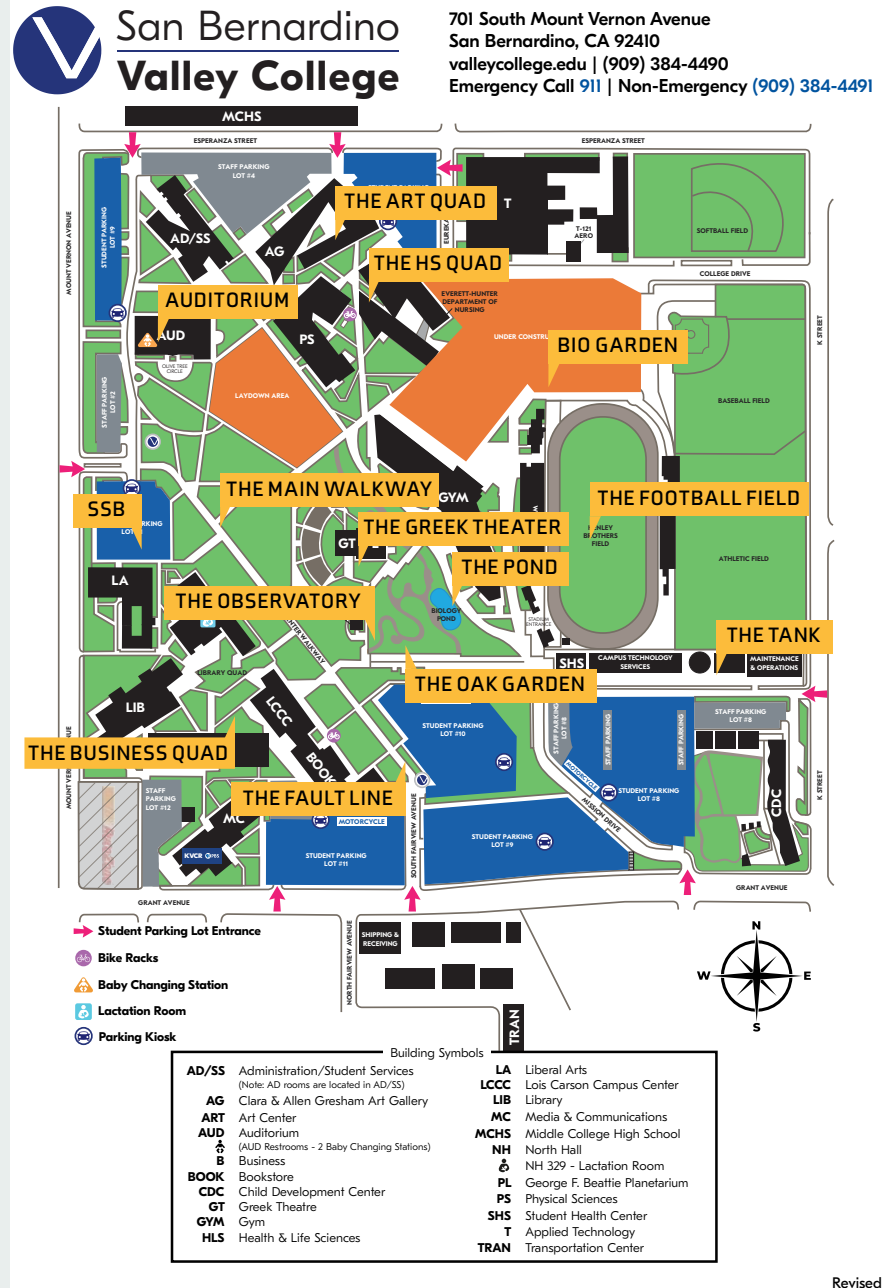
### AT ITS CORE, SBVC IS (CHOOSE OR WRITE ONE ADJECTIVE)...

- Innovative.
- Busy.
- Educational Leader.
- Supportive/Accessible.

# VISIONING SESSIONS: RESPONSES

## Mapping the Highlights

WHAT ARE THE SBVC CAMPUS LANDMARKS? WHAT DO YOU CALL THEM?

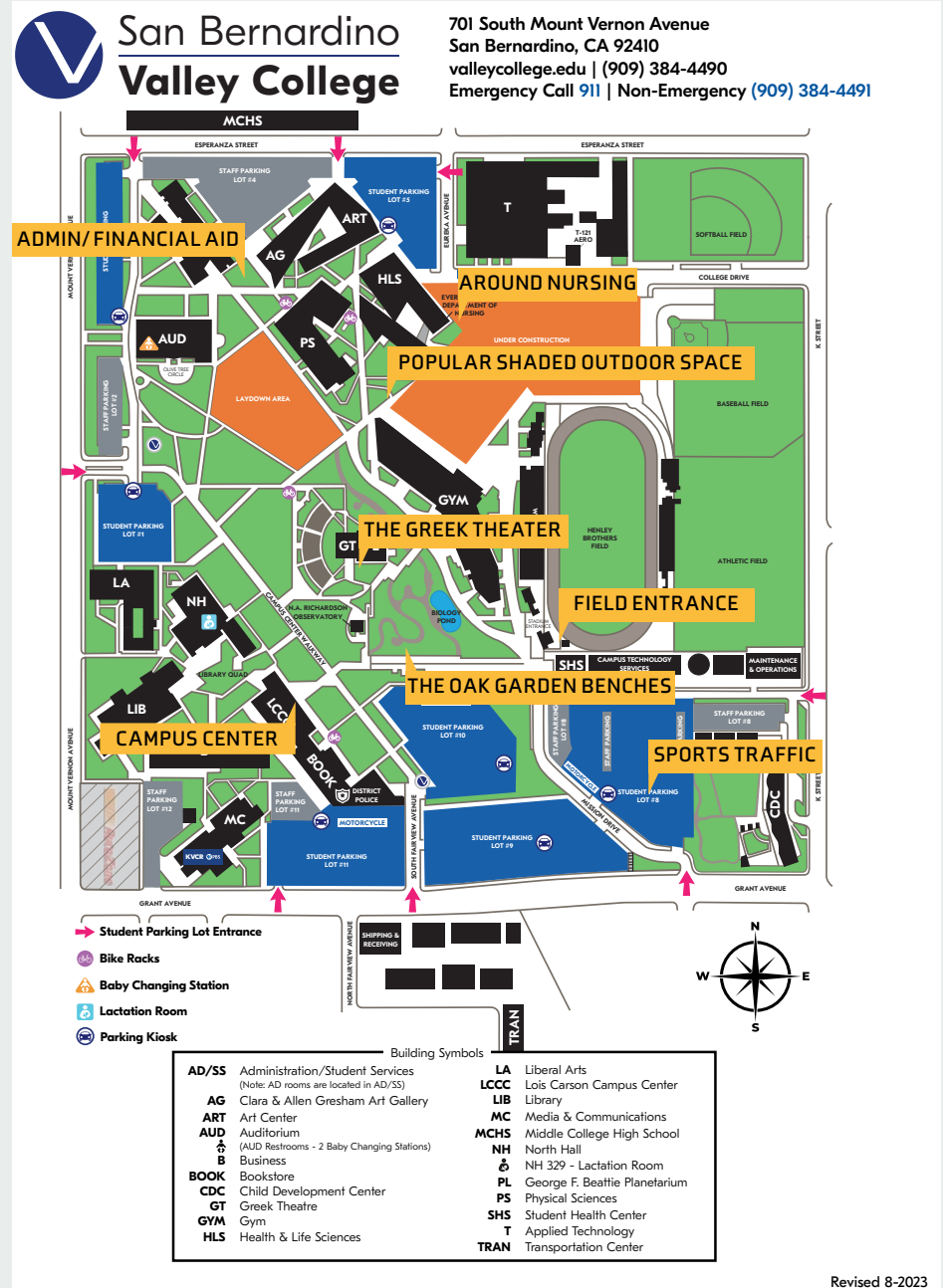


Revised 8-2023

# VISIONING SESSIONS: RESPONSES

## Mapping the Highlights

WHICH AREAS OF CAMPUS ARE MOST ACTIVE FOR GATHERING?



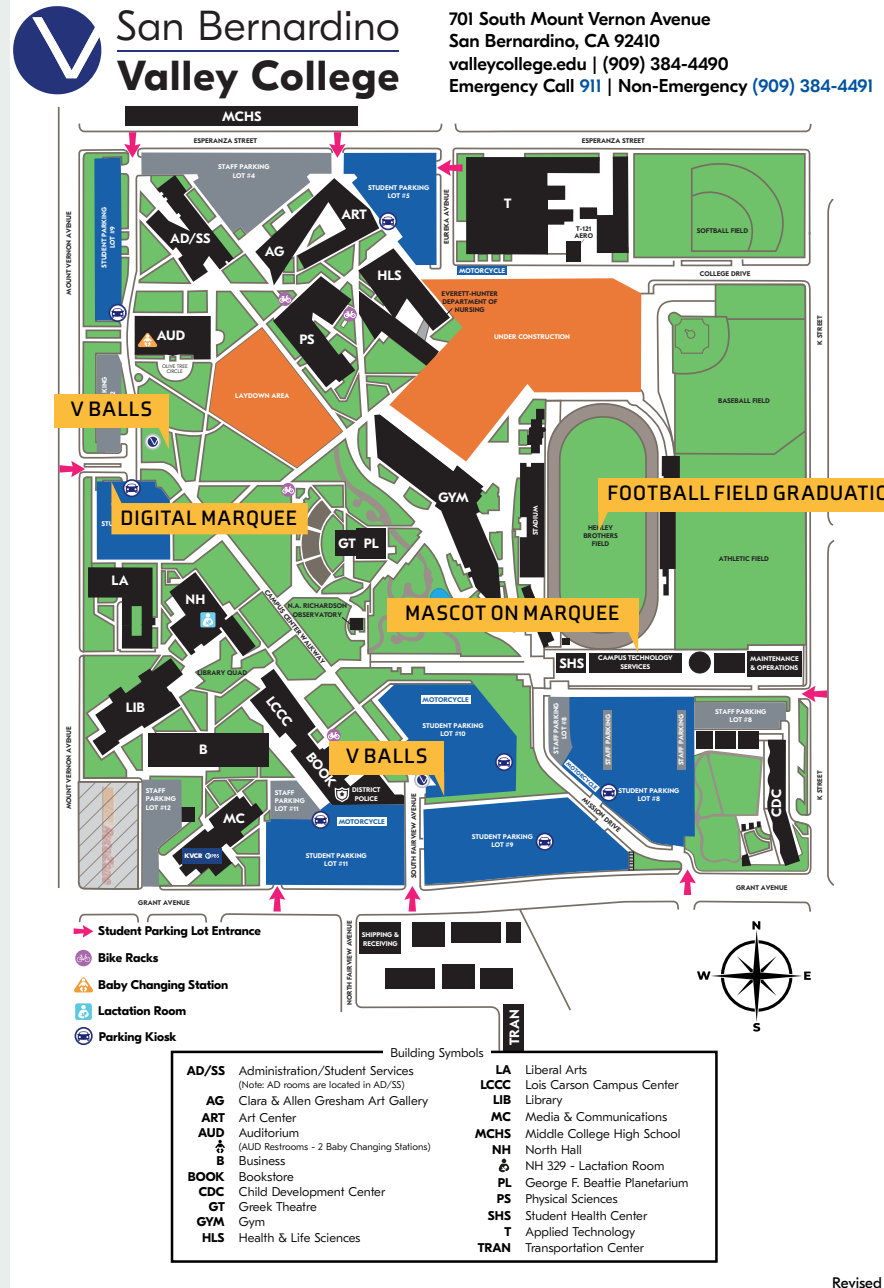
Revised 8-2023



# VISIONING SESSIONS: RESPONSES

## Mapping the Highlights

WHICH PLACES ARE THE BEST REPRESENTATION OF SBVC PRIDE?



Revised 8-2023

# VISIONING SESSIONS: RESPONSES

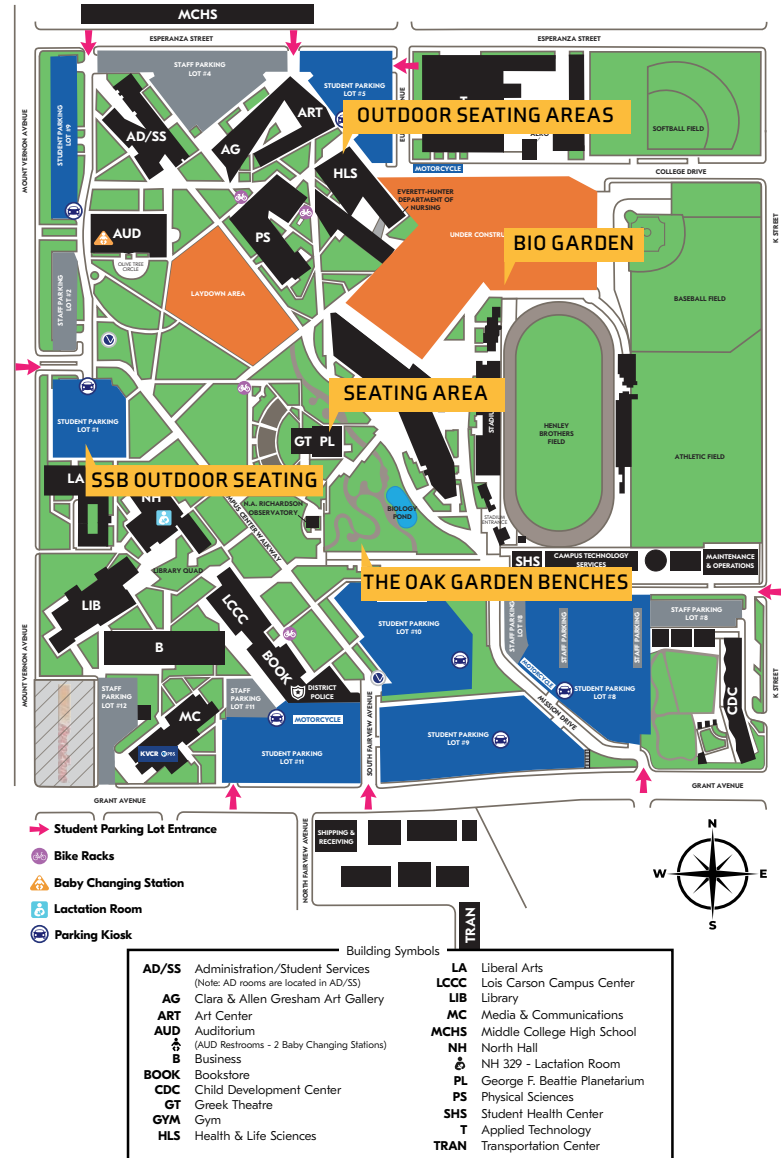
## Mapping the Highlights

WHAT ARE THE BEST QUIET, RESTFUL, OR REFLECTIVE SPACES?



**San Bernardino Valley College**

701 South Mount Vernon Avenue  
 San Bernardino, CA 92410  
 valleycollege.edu | (909) 384-4490  
 Emergency Call 911 | Non-Emergency (909) 384-4491



Revised 8-2023

# VISIONING SESSION FACILITIES AND SAFETY: RESPONSES

## SBVC Proud

### WHAT HAVE BEEN THE HURDLES OR ADVANTAGES OF MAINTAINING AND SECURING THE CURRENT WAYFINDING AND SIGNAGE SYSTEM?

- We are in a moment of change - new buildings, construction, offices and departments moving around. That's a hurdle.
- Monuments should be lit and they are not always. Requires maintenance.
- We used to have a very intuitive "drop off" zone or circle across from Bakers that was very helpful & a big hurdle is the safety issues that come up from poor signage & easy drop off zones.
- Not easily seen drop off zones for students who often have near accidents in the parking lots near the auditorium & LA building.
- The architecture often doesn't easily accommodate large signage. Building IDs are now visible from all directions.
- Entrance signs and marquees have switches that get turned off. Local switches should be on the inside.
- The lack of drop-off circles or zones causes traffic issues and confusion.
- Entrance exits do not allow left turn and are not safely marked.
- Not all signage typologies are lit.
- Very hard for students to orient themselves across campus.
- Recommend including signage in the city to lead people to campus.
- The signage is also not visible from all sides of buildings making it difficult to orient from other sides of campus.

- Way back in the day we had some painted lines on sidewalk where you could say follow the "blue" line to the admin building. I think that was helpful.
- Many of the small streets to enter campus do not have street signage and are not labeled. Entrance signs (small streets) should be named by or list Street name for proper directions.
- Neighborhood Zone names could correlate with entrance names and street names.
- I've seen at some universities they have "Main Entrance 1," "Main Entrance 2" - perhaps that will be helpful too. Or name the specific Entrance based off of distinguished alumni or community vernacular (Wolverine Way for example).
- Ordering food or coordinating with drop offs, should be able to confirm they are in the right place by matching the google directions street address with the naming on the entrance signage.
- Addresses marked at the periphery would be very useful.
- KVCR address is often put into google because it has an actual address to put into maps.
- Esperanza street, smog referee, non-campus service on campus. Unsure how this will change with the construction. People always miss this because it is not clearly marked.

### WHAT ARE THE PRIMARY OPERATIONS FOR WAYFINDING AND SIGNAGE MAINTENANCE?

- Maintaining signage lighting.
- Observing and reporting damage.

### BUILDING NAME STYLES ARE NECESSARY FOR ORIENTATION AND ARE ALSO A CODE REQUIREMENT FOR PROPER EMERGENCY INTERVENTION (SUCH AS FIRE, ETC). HAVE YOU RUN INTO ANY ISSUES WITH CURRENT BUILDING NAME STYLES?

**A. Do the fonts, materials, and placement of building ids affect their identification, especially considering the efficiency needed in emergency situations?**

**B. Is there currently an emergency abbreviation system for building identification in emergency situations? i.e.. Building numbers on all building roofs?**

- Building IDs need to be lit and placed on all sides of buildings.
- Blind and vision impaired students find wayfinding to be inadequate and worthy reassessing campus accessibility.
- Building IDs should use consistent fonts.
- Building IDs need to contrast from the building color/material.
- Narrow Aluminum letters on aluminum buildings are based on the district standards but have very low visibility.
- The current building abbreviation system and 911 guide matches the course catalogue abbreviations.

# VISIONING SESSION FACILITIES AND SAFETY: RESPONSES

(CONTINUED)

- The campus should seriously consider adding numbers to the top of the building in case of emergencies.
- The abbreviation system should always match course catalogs.

**DO YOU FACE ANY DIFFICULTIES WITH TAGGING, VANDALISM, OR THEFT?**

- Significant amount of theft and vandalism in the evening around campus.
- Tagging is mostly found on the outskirts and larger walls on the periphery of campus.
- Theft mostly consists of pipping or copper wires. Signage is not commonly subject to theft.
- Graffiti is usually painted over. The school recently acquired anti-graffiti coating but have not traditionally been using it.
- It would be great to have actual "murals" which many of us have advocated for.

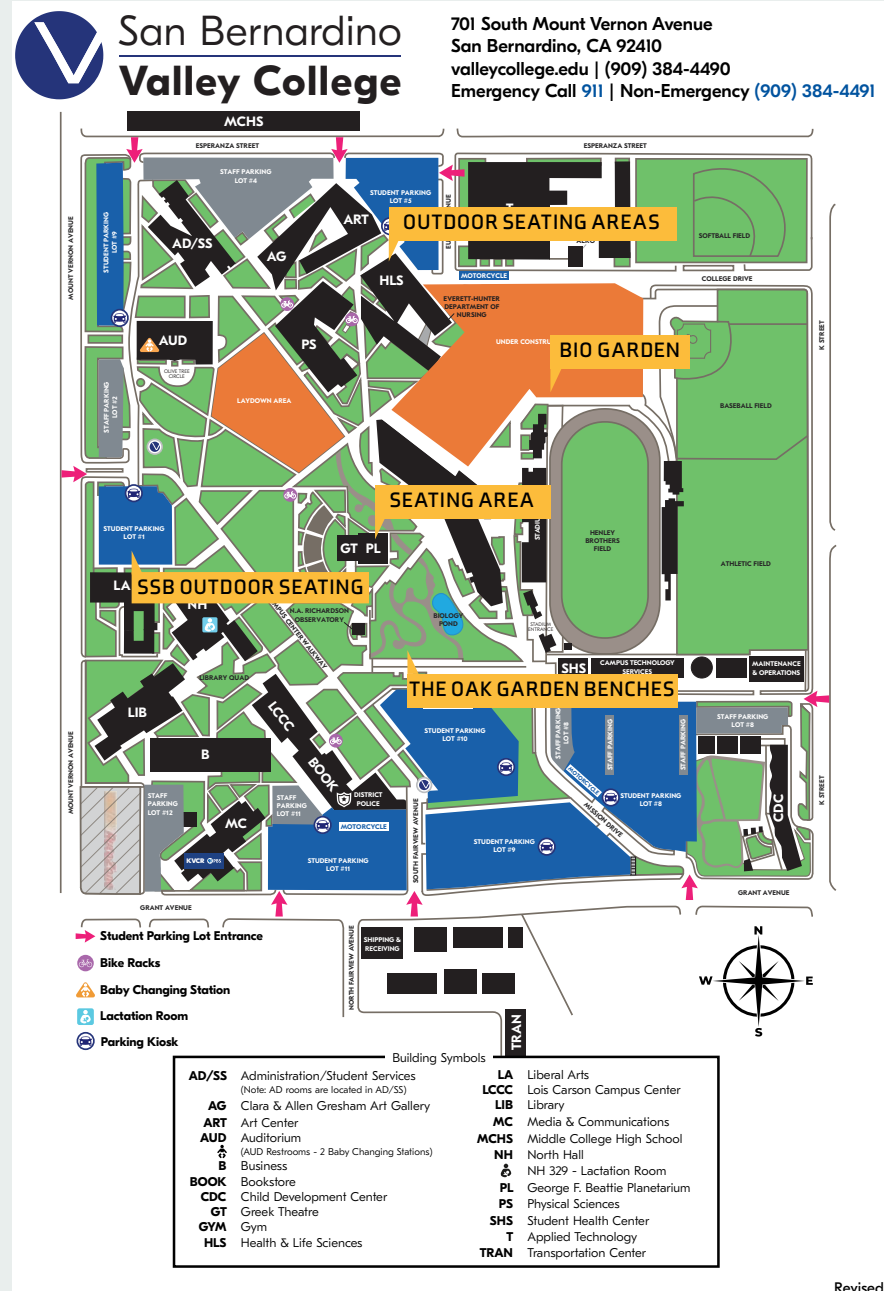
# VISIONING SESSIONS FACILITIES AND SAFETY: RESPONSES

## Mapping the Highlights

1. WHEN CONSIDERING THE SECURITY ROLE OF SIGNAGE AND WAYFINDING, CAN YOU POINT TO AREAS THAT MAY LACK EITHER SIGNAGE OR ORIENTATION?

2. ARE THERE IDENTIFIED “SAFE ZONES” OR “EMERGENCY MEETING PLACES” ON CAMPUS THAT REQUIRE WAYFINDING OR SIGNAGE?

- Refer to Campus emergency map.



Revised 8-2023

# VISIONING SESSIONS FACILITIES AND SAFETY: RESPONSES

## Mapping the Highlights

WAYFINDING OFTEN RELIES ON BUILT/VISUAL LANDMARKS;

A. What are SBVC landmarks missing on this map? Do you personally call any of them differently?

B. What are the landmarks you personally use to direct, orient, or meet someone on campus?

C. In your daily job, how do you refer to specific zones/ areas on campus?

### RESPONSES NOT ON THE MAP:

- B-100 receives frequent visitors
- The most distinct land marks are the clock tower and the V balls.
- Fault line that runs through the campus.
- "The map is included at the back of the '911' poster but ours says last revised 11/2011 ? Is that the actual latest revision?"
- The 1010 Grant St. address.
- The former child care center building
- The warehouse handle shipping and receiving for the Valley campus. The basement of the warehouse is used for M&O storage. The other buildings are for department storage.
- The KVCR/FNX building because of the visible tower & satellite dishes.
- We should get Door Dash drivers to give feedback. The amount of times a delivery driver has been lost.
- An longstanding complaint is that the campus has no 'front door.'
- The north side of campus comes up as S. Mt. Vernon for SB... and the south side comes up as N. Mt. Vernon for Colton.
- Mt. Vernon Corridor. The "Colton" side on Grant St. North & south up Mt. Vernon Ave.
- Water tower zone is called M&O compound, North of child development center (campus police), or the water tower, or the K street entrance to Lot 8.



Revised 8-2023

# USER OBSERVATION

# USER OBSERVATION

## Getting Around at SBVC

We visited the site during the first week of classes in August 2023 to observe how people were navigating the SBVC campus. We stationed ourselves at different areas of the campus, moving from the periphery inward so that we could observe the sequence of how people arrive and move toward their destinations. This was an immensely helpful exercise, as we were able to identify some prevalent issues and habits.

### MAIN OBSERVATIONS

- **Hard-to-find Areas**  
During our observation period, we overheard that several people were having trouble finding the Business, Admin, and Health Science buildings/areas of buildings.
- **Referenced Landmarks**  
To offer directions, people verbally referenced the Auditorium, the Greek Theater, the Planetarium, and the Water Tower.
- **Lack of a Sight Lines is a Challenge**  
Because buildings are layered and construction posed an additional block of vision across campus, many people had difficulty understanding a path to take to their destination. We observed volunteers walking with lost students away from buildings so they could point and direct them to something visually recognizable.
- **Lack of Parking is a Major Issue**  
We observed that parking was a challenge, and overheard many people sharing that sentiment with others. Traffic was especially congested on the north side of campus, with people entering the parking lots from Mt. Vernon and Esperanza. At the time we visited, the south parking lots were also filling fast, but there were still spots available off of Grant. There was a car lingering, waiting for a spot, in Lot 11.
- **Lack of Directory Use**  
In our 3 hours on campus, we observed only one student using the map directory and none looking at the typographic directories. Some students used hand-held maps, but still had difficulty finding their way. We observed many people asking others for help to find their class or other destination.
- **People Use the Shade**  
Every area of shade was being utilized by at least one person.
- **Room Naming and Numbering**  
Finding specific rooms indoors was an issue. Students had a difficult time with the different ways of lettering and numbering rooms from building to building. Volunteers at the Veteran table mentioned that this is the challenge they observed most. We observed a few people who were still lost when they arrived at the correct building and did not know where to go next to find the correct room.
- **A Few Bikes and Skateboards**  
We observed 3 cyclists and 2 skateboarders using their equipment to navigate around and within campus.
- **Navigation Difficulties Causing Agitation**  
We overheard several frustrated people trying to find their destination. Some expressed frustration about receiving multiple directions and still not being able to get where they need to go.
- **Cutting Paths**  
We observed people cutting through planters and cutting diagonally across parking lot entrances (instead of using crosswalks) on foot. This was observed most frequently near the northwest corner of campus.
- **Ways of Navigating Across Campus**  
We observed people trying to get to a location on the other end of campus and having difficulty grasping the configuration of buildings that were furthest from them. The current map did not seem to aid in this for everyone.
- **Supplementing Wayfinding with Phones**  
We observed many people using maps on their phones to understand their current location and try to find their way to their destination.



# STUDENT FEEDBACK SESSION



## Sharing the Plan and Collecting Recommendations

On February 15, 2024, we invited students to review a draft of the SBVC Signage and Wayfinding Master Plan and share their insights and recommendations. The SBCCD team also followed up with student groups digitally to collect more feedback directly from students.

The following pages include students' insights and recommendations for the development of signage design on the SBVC campus.

## Key Takeaways from Student Session

- Most students found their way by asking other people for help, rather than being able to find their way easily through signage.
- Students are craving more student stories and presence of historical and environmental information in the signage system.
- Students want clarity for wayfinding and also so that students can access all of the resources available to them.
- For many students, existing campus signage is not visible or apparent enough. Some students didn't know that there is a signage system in place. The students mentioned that they would like to see more boldness and vibrancy in the signage.

## SBVC Pride

---

### WHAT ABOUT SBVC MAKES YOU FEEL PROUD?

- The support and help from the staff members!
- Free services provided such as food bank, tutoring, etc.
- The professors that are helpful to students.
- I am going for my goal by taking the classes I need.
- The Mascot.
- Intelligent instructors who are always willing to help and provide resources.
- Here with Wolverines I associate pride parallel from learning, developing, and observing by means provided from skilled professors, staff, as my experience at Valley College.
- The campus architecture and history.
- SBVC Makes me proud because I am going to graduate and give me a wonderful experience in my education.
- That I'm going to college at a very historic school.
- The programs and resources that help alumni thrive.
- It's efforts to help people who are low income and don't have access to certain services or do not have certain needs met.
- The staff and students.
- Clean campus.
- The support I get from stem STEM Mesa
- SBVC is the beginning of my life's story as my parents met while attending.
- That I'm furthering my education and reaching my goals.
- The diversity, the good spirits. The great food in the Den.

- SBVC is like a green oasis in the middle of a desert of urban blight.
- The professors and the many classes they provide.
- My professors (specifically in the art department).
- Inclusivity.
- Confidence.
- Availability of classes and local history
- Nothing I do school online.
- I was born and raised in San Bernardino, so I feel a great connection with the college because it is in my community. Also, I see everyday the positive effects SBVC has contributed to the people in San Bernardino.
- Beautiful open campus, easy to register always open classes.
- I'm getting an education that's cheaper than 4-year universities.
- Amenities and programs.
- The resilience of the students considering the lack of administrative empathy and encouragement.
- The quality of the education.
- The professors are invest in student learning and show great support.
- El ambiente escolar.
- Support and the Resources available to ALL of their students.
- The people.
- I'm not sure proud is the correct word, potentially glad is how I'd describe having a school that is locally accessible.
- The overall dedication that I witness on campus, whether it's students or faculty. I'm glad to be apart of such an awesome institution!
- The togetherness of the community after COVID.

## SBVC for Newcomers

---

### WHAT WOULD YOU LIKE NEWCOMERS TO LEARN MORE ABOUT THROUGH SIGNAGE WHEN THEY ARE ON CAMPUS?

#### Campus and School History

(45 students)

#### Plants, Animals, and Local Environment

(36 students)

#### Student and Alumni Stories

(33 students)

#### Sustainability Efforts

(30 students)

#### Local History

(29 students)

#### Opportunities, Programs, and Services

(4 students)

#### Clubs

(2 students)

#### Teachers

(1 student)

#### Positive Quotes About Education and Lifetime Learning

(1 student)

#### Accessibility of Financial Aid

(1 student)

#### Things They Could Do to Improve the Community

(1 student)

### WHAT DO PEOPLE NOT KNOW ABOUT SBVC THAT THEY SHOULD?

- Free books!
- Clubs that offer field trip at almost no cost to the student.
- They are great for choosing a career path
- The events that are happening.
- It helps you in many ways.

- The pride that people have of having been a student or having the campus in their city.
- We use to have a beautiful garden.
- Just the history of the school and what all has been achieved since opening.
- SBVC has a lot equipment to hands-on and practice as a real job.
- That they have a lot of resources for students, especially new students.
- Graduation rating and success rates.
- It does its best at helping low income students.
- The many opportunities that students are given like the field trips and free food.
- That there are people who are there to help you and you're not alone in your journey for an education!
- It is a great learning experience.
- Qualified instructions, quality education
- Help centers for example STEM Center and Writing Center.
- That the support is here to change our legacy.
- I'm not too sure, but that only makes me more interested to see what other people say. I think the STEM-MESA field trips are amazing experiences that not everyone knows about.
- Variety amount of classes available to take.
- More history.
- That they should have goals to further help the economy of a run down city.
- That it's there! I didn't know about SBVC until I got clean from active addiction.
- Another of things Valley colleges has changed so much in so face since I started here at all.
- The library air conditioning is REALLY COLD!!!
- The variety of classes offered.
- All of our program and students achievements.
- Certification programs.
- Opportunities.
- Always drop classes in writing.
- That there are events like El Dia de Los Muertos.
- I don't know anything about this school literally all I know is that my grandpa and my mom.
- SBVC has an extraordinary group of diverse female professors.
- Aero department history.
- Student services: STEM Center, tutoring, workshops.
- Amenities and programs.
- They should have a wrestling team.
- That faculty energy, traditionally low, is further endangered be with DEI flogging and browbeating.
- How long the college has existed.
- Resources that clubs provide: leadership, scholarship opportunities.
- Más sobre las carreras que ofertan y los programas que tienen.
- There's a lot of resources and help for all types of students.
- They have well put tutors.
- Tutoring, financial aid, free laptops, value of student ID (like Metrolink, Omnitrans, and local discounts).
- It's a great school with amazing resources!
- Opportunities that they could use like resources.
- The many resources within reach.
- History.

**WHAT DO YOU SEE AS THE MOST CHALLENGING PLACES(S) FOR NEWCOMERS TO FIND ON CAMPUS?**

- Classrooms**  
(12 students)
- Library**  
(8 students)
- Buildings**  
(5 students)
- Bookstore**  
(5 students)
- Parking**  
(4 students)
- Student Programs and Clubs**  
(4 students)
- Physical Science**  
(3 students)
- Staff and Teachers**  
(3 students)
- Student Services**  
(2 students)
- Maps**  
(2 students)
- Registration**  
(2 students)
- Admission**  
(2 students)
- Business Building**  
(2 students)
- Health Building**  
(1 student)
- Health Services**  
(1 student)
- Police Department**  
(1 student)
- Tutoring Center**  
(1 student)
- Gym**  
(1 student)

### Locker Rooms

(1 student)

### Pantry

(1 student)

### Administration

(1 student)

## WHEN YOU WERE NEW, HOW DID YOU NAVIGATE AROUND CAMPUS?

### Asked Someone for Help

(24 students)

### School Map

(16 students)

### Arriving Early to Navigate

(3 students)

### Online GPS Map (like Google Maps)

(8 students)

### Wandering/Trial and Error

(7 students)

### Signage

(5 students)

## SBVC Existing Signage

### WHICH ASPECTS OF SBVC'S CURRENT SIGNAGE AND WAYFINDING WORK WELL?

- Not sure.
- Everything.
- Everyone being so nice and friendly.
- Talk to others.
- It seems fine.
- I don't know.
- Work hard keep your grades up.
- The map.
- I think so.
- I think it needs more light.
- I don't have answer for that yet.
- Campus isn't that big and signage is practical.

- Location of signs.
- The maps around the campus are nice.
- They are visible.
- It is all well.
- Outside signs.
- Bright colors.
- I liked the advertising of Grad Fest.
- I think all of it works well, though maybe signs saying "this way to..." would be more helpful for some.
- Directory and signs around campus.
- I really like photos of the students.
- In class is better than online is disconnecting toward each other and our normal human interaction is better in person.
- The big maps around campus.
- Haven't truly found any but they do have sign around the school and the book with the classes to pick from has maps of the school.
- I don't know because I just go where the signs say to go.
- Sidewalks need bolder signage (color)
- It's large and has arrows pointing in the right direction.
- Signage is poor.
- Job posting.
- The parking lot signs are visible and clear to see as are the building signs for each subject.
- Unsure.
- The parking lots signage for Student/Staff assignments works well. are clear.
- Posted Map signs.
- A map of the entire school and ways around work well.
- I like the signage about the programs and amenities available.

- Directional signage is hard to decipher and poorly designed.
- Parking.
- Don't understand the question
- Maps inside the buildings with the \*you're here\*.
- Los mapas que te dan.
- Each building has a floor map, I know which classroom is on which floor.
- Being able to ask others where classes are
- Only some of it because it doesn't appear to be regularly updated.
- Signs near the parking lots and directories on the walkways.
- Giving out resources for students during events throughout the week.
- Looking for the name of the building. Looking at maps of the campus.

### WHICH ASPECTS OF SBVC'S CURRENT SIGNAGE AND WAYFINDING DO YOU THINK FUNCTION POORLY, OR ARE NON-EXISTENT?

- Current signage isn't very apparent, it blurs into the background.
- Need boldness and better placement.
- Look old.
- The campus map.
- Using the map to find a certain class.
- The signage overall should be bigger, cleaner and have more signs and labels that are readable when walking around. The current building signs are too small and hard to see because they are silver against a light paint color. The labels on the door are small and outdated with old office numbers or department that no longer go to that room or building.

- There should be campus maps posted so that they are easily accessible and more signs with arrows pointing which direction is correct so you don't feel so lost.
- I'm not sure.
- Non-existent.
- The arrows in construction areas, I thankfully know my way around.
- Maybe better view area of them making sure trees are trimmed to see the signs.
- I think you need to put one of each corner of the campus.
- Maybe an update on signage. There is currently a lot of demolition as well and rerouting.
- Signage can be confusing depending on where someone is on campus, certain locations of signs are not seen everywhere (building names).
- I haven't noticed in some buildings a sign the says what numbered rooms are on each floor (like 210-310 on floor 2).
- It doesn't completely describe where certain rooms in the buildings are.
- None.
- Small, color.
- Not very visible, not enough signage or too small.
- The small paper fliers.
- Nothing functions poorly, just missing arrows and "this way to..." signs.
- Building names should be bigger or brighter in color to be visible.
- I think you guys do a pretty great job with direction and signage.
- Building names.
- Online is a poor human interaction that keeps us disconnected toward each other in a harmful way and is not mature or healthy.
- In the art area, classrooms don't even have a number.
- Maps.
- I don't know because I've always been able to find where I needed to go by using the signs.
- Need bold signs with color.
- There are some areas that don't have enough signage. Like the Resource Center.
- The events signs are always up!
- Asking new people are they looking for something.
- There are non-existent signs on the local and school history as well as no student history.
- I mean I see the SBVC Instagram account posting stuff on their story and emailing their students so thats something. Cool workshops and clubs. Can't attend most though because I am like over 25 miles away and don't feel safe riding the bus, even though it is free.
- The difference between upstairs and downstairs for front buildings is non-existent.
- People's stories.
- Wish there was something on the map that says "YOU ARE HERE" when you look at maps around the school.
- In terms of location large lettering on buildings along might help though there is large construction in the middle which may block that. Clear functions of buildings might help since I have no idea what North Hall would have in it. Most importantly I think different colored painted lines directing to important buildings would be very helpful.
- Directional and informational.
- Disability.
- None of them.
- It would be nice to see traffic light type signs with arrows pointing to direction of building, maybe color coding the building to make it easier to find.
- Ninguno.
- There's only one main physical map for the whole campus, students need more signs around campus to guide them on the right path.
- I think overall the maps and such are useful. Maybe specifying on where each story is in a singular map would be helpful.
- A lot of it isn't clear, there aren't clearly marked directions.
- Could be more signs in the parking lots that let students know what buildings they're closest to.
- It's difficult for finding events for students to attend. Some are in class or work. Majority don't know about the events posted.

## SBVC Wayfinding Master Plan

### IS THERE ANYTHING ELSE YOU'D LIKE TO SHARE THAT WOULD INFORM THE DESIGN OF THE SBVC SIGNAGE AND WAYFINDING MASTER PLAN?

- Neighborhoods seem like they'd be a good approach to organizing the campus.
- Naming of the neighborhoods is important.
- Emphasis on the core seems like the right way to go, since it is currently a quiet space.
- It would be nice to have more digital signage on the interior of the school for events and time-sensitive info.

- Putting signage on all sides of the building is important.
- Landmarks are very helpful for navigating. Maybe they should be more present on the campus map.
- I'd love to see a historic mural at the Greek Theater.
- No.
- Add more charging port and more bike racks.
- Nope.
- I think everything is good at right now.
- No.
- Utilize arrows and maps more
- Well I would like that the mascot visit the elementary schools and middle schools to motivate kids to think in High Education.
- No.
- Braille, lower signs can help people with disabilities.
- I think color coding the maps and signs would help distinguish which rooms and buildings are being referred.
- None.
- Bigger lettering, pavement markings.
- The stories of other grads are amazing an encourage me.
- Maybe just make the colors more vibrant or signs more eye-catching.
- Post the building names on all sides of the buildings and make sure they are visible at night.
- I'm taking a design class Art-149 and we're talking about the same subject. Please contact Dr. Manuela Batalo for more info, maybe we can help if we link brains.
- Nope keep up the good work.
- Make the signage holographic?
- Make bolder and colored sign according to buildings.
- All the successful people who have been there.
- Show more images of the mascot.
- No.
- Before a master plan is made, the people making it should have to go on-site, get a typical student schedule and walk the campus. Another idea would be to let the students and staff within the welding department help make or design the signage.
- No, thank you.
- That's all.
- When you consider the real SBVC issues: tribalism, lack of administrative engagement, poor food offerings and facilities; the signage issues are akin to moving deck chairs on the Titanic.
- Associates Culinary Art/Hospitality Degree.
- It would be nice to have a "NURSING" signage or signage for all associate programs on campus to take pictures and show school spirit.
- No.
- N/A.
- Please make changes that are fun and inviting.
- Not at this time.
- A big sign to show student events, resources, and motivational quotes.

# ADDITIONAL RECOMMENDATIONS



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## PARKING LOT MARKERS



### Observations

- The visitor parking experience is confusing and detracts from the campus experience.
- Google maps address does not direct visitors to visitor parking.
- Pre-arrival parking regulations are difficult to understand
- Blue on gray is low contrast and difficult to see
- Warning typography is in a condensed typeface and hard to read from vehicle.
- Parking lot numbers do not relate to locations on campus
- Typeface (Futura PT Cond Bold) not ADA compliant
- Some white residue build-up on sign surface
- Some weathering and damage to surface
- Inconsistently lit throughout campus when it is dark
- Light switches are not automated
- Light switches are not locked and can be tinkered with by anyone
- Fairly consistent use of typography from sign-to-sign on permanent markers
- Select signs have base or surface damage from vandalism or auto accident
- Currently a mix of small and large markers.
- Small markers are less consistent than large ones.
- There was an area where to markers are very near one another.

### Recommendations

- Generate specific addresses for different arrival points.
- Simplify and standardize campus parking policies.
- Consider naming parking lots by nearby greens/locations/buildings/neighborhoods to reinforce wayfinding.
- Use ADA compliant design.
- Replace outer shell on existing structure or replace sign with new type.
- Lock manual switch to “on” position so that timers apply consistently across campus, or replace lighting system with something fully-automated.
- Repair any damaged components.
- For markers that are very near one another, consolidate or move further apart.
- New design could include arrows or other directional element.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: PARKING LOT MARKERS



TYPICAL, LARGE PARKING MARKERS



EXAMPLES OF INCONSISTENT SECONDARY MARKERS



BASE DAMAGE

MARKERS IN CLOSE PROXIMITY

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## ENTRANCE SIGNAGE



### Observations

- Some of the entrance signs rely on the recognizability of the logo and do include “SBVC.”
- Inconsistent use of typefaces and branding.
- Not enough contrast between the dark blue and gray.
- Pre-arrival parking regulations are difficult to understand.
- Sun bleaching and some peeling on surface.
- Typeface (Futura PT Cond Bold) not ADA compliant.
- Some white residue build-up on sign surface.
- Some weathering and damage to surface.
- Inconsistently lit throughout campus when it is dark.
- Light switches are not automated.
- Light switches are not locked and can be tinkered with by anyone.
- Select signs have base or surface damage from vandalism or auto accident.
- Important info often obscured by vehicles.
- No formal entry signage at pedestrian entrance off of Vernon, only logo on building.
- Do not feel like a celebration or welcoming moment.

### Recommendations

- Include "San Bernardino Valley College" on all outward facing entrance signs.
- Create a more vibrant, welcoming entrance.
- Standardize typeface system and hierarchy.
- Entrance signs should be largest and utilize a scale hierarchy system as users move from the edges of campus to the core.
- Use ADA compliant design.
- Replace outer shell on existing structure or replace sign with new type.
- Lock manual switch to “on” position so that timers apply consistently across campus, or replace lighting system with something fully-automated.
- Repair any damaged components.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## ENTRANCE SIGNAGE



LARGE ENTRANCE SIGN WITH NO DIRECTORY



LARGE ENTRANCE SIGN WITH DIRECTORY



DISCREPANCIES AND VARIATIONS IN INFO ON ENTRY SIGNS



RESIDUE AND VANDALISM



PANEL WARPING



UNRESTRICTED ACCESS TO LIGHT SWITCH



OBSTRUCTION BY VEHICLE

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## MONUMENTS



### Observations

- Logo cannot properly align on 3D sphere and is not recognizable from many angles.
- Observed as being used for some photos of students.
- There is some weathering and white residue on spheres.

### Recommendations

- These structures could be used in a different way to orient people (instead of being the same design).
- These structures could be used in a different way to foster a sense of ownership or belonging, such as being used as a student mural surface that changes every year (instead of being the same design for both instances).

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: MONUMENTS



RECOGNIZABILITY OF "V" MARK OBSCURED BY SPHERE SHAPE, NOT ALWAYS RECOGNIZABLE

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## DIGITAL SIGNAGE



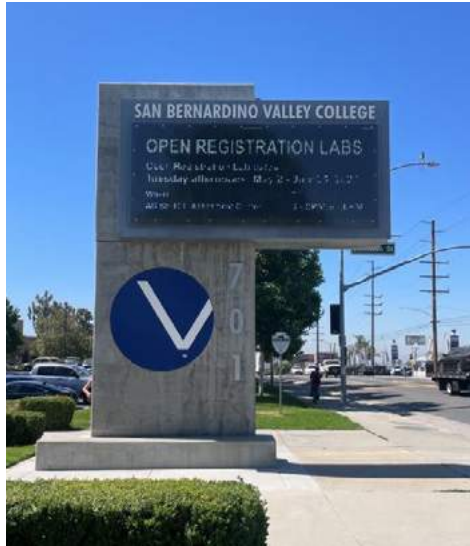
### Observations

- There are a few digital signs around campus, including one at Mt. Vernon pedestrian entrance (between two main vehicular entrances), and the rest close to the athletics entrance at the intersection of Mission and Richardson.
- Some distortion on the north-facing side of the large digital sign on Mt. Vernon.
- There is some small-scale damage to the sign bases.
- Address sign on large digital sign is low contrast against the concrete.
- There are different amounts of text, typefaces, and branding elements on each sign.
- Digital portion of signs appear to share of-the-moment information, which is a good use of them.
- Design of digital content varies significantly from one to the next.
- User group input revealed a strong desire for high-quality electronic screens with easy-to-use interface that can display relevant, and updated information for students and the community.

### Recommendations

- Remove large digital sign in front of auditorium.
- Add updated digital signage along Mt. Vernon.
- Digital content should follow SBVC branding guidelines to create a sense of school pride.
- Implement more, updated digital signage to communicate temporary information and draw people into the school for events.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: DIGITAL SIGNAGE



LARGE DIGITAL SIGN ON MT. VERNON



LOW CONTRAST BETWEEN ADDRESS AND CONCRETE



SOME SMALL-SCALE DAMAGE TO SIGNAGE



DIGITAL SIGN AT MISSION AND RICHARDSON



CURRENTLY BLOCKED  
BACKSIDE



SMALL DAMAGE OF MISSING SCREW



MARQUEE AT MISSION AND RICHARDSON



SCOREBOARD



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## MAP DIRECTORIES



### Observations

- Most prevalent map directories do not feature a "You Are Here" indicator.
- Campus map extends color palette from core SBVC colors to create more hierarchy.
- Map directories are available many places throughout campus, and are paired with a poster about a campaign on the other side.
- There is a difference between design of campus map and building directories.
- Building directories appear to be placed in bulletin board cases. It is unclear if the cases were installed specifically for this purpose.
- Campus map uses many abbreviations.
- Different types of buildings are treated the same way (no emphasis on visual landmarks, like the V-tower or auditorium clock tower, for instance).
- Information about what students can access in each location is limited to buildings being aptly named with the correct departments.
- Most outdoor spaces appear unnamed.
- Campus and building directories do not appear to be lit.
- Maps are on paper and are not always secured properly.

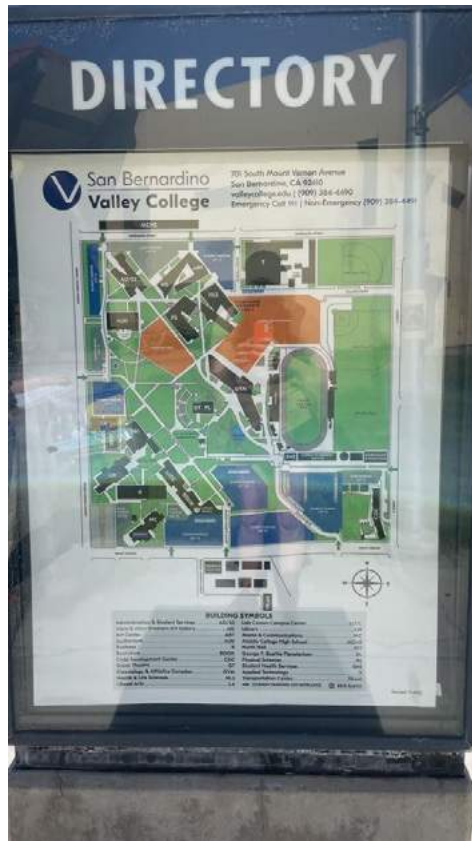
### Recommendations

- Include specific "You Are Here" marker wherever the campus map appears.
- Campus map can include more visual information to help orient viewers, including representation of visual landmarks, natural surroundings, or other markers.
- Campus map and building map could include a zoomed-in section (specific to the area the viewer is in) to provide important local information.
- Map nomenclature could be representative of colloquial/familiar terminology for places on campus.
- Naming outdoor areas and marking them on the map would be beneficial for both wayfinding and placemaking.
- Other important information could be shared through use of iconography or other markers including: respite areas, shade, restrooms.
- Create a more robust color and pattern palette in order to create hierarchy for complex information, such as these maps.
- Light campus and building maps, or ensure there's enough surrounding light to be highly visible at night.
- Secure the signs so that they're flat against the mounting surface or, better yet, replace with a permanent map on signage instead of a paper map.



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## MAP DIRECTORIES



CAMPUS MAPS DO NOT INCLUDE A "YOU ARE HERE" MARKER SPECIFIC TO LOCATION



SOME MAP DIRECTORIES ARE NOT LIT IN THE DARK



LACK OF CONSISTENCY BETWEEN CAMPUS MAP DIRECTORIES AND BUILDING DIRECTORIES



MANY MAP AND BUILDING DIRECTORIES ARE NOT MOUNTED FLUSH TO BACK SURFACE



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: TYPOGRAPHIC DIRECTORIES



## Observations

- Inconsistent use of typefaces and branding.
- Not enough contrast between the dark blue and gray.
- Sun bleaching and some surface peeling.
- Typeface (Futura PT Cond Bold) not ADA compliant.
- Some white residue build-up on sign surface.
- Some weathering and damage to surface.
- Inconsistently lit throughout campus when it is dark.
- Light switches are not fully automated.
- Light switches are not locked and can be tinkered with by anyone.
- Based on site observation, typographic directories are not frequently utilized for wayfinding.

## Recommendations

- Standardize typeface system and hierarchy.
- Use ADA compliant design.
- Replace outer shell on existing structure or replace sign with new recommended type.
- Lock manual switch to “on” position so that timers apply consistently across campus, or replace lighting system with something fully-automated.
- Repair any damaged components.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: TYPOGRAPHIC DIRECTORIES



SOME DIRECTORIES ARE OBSCURED BY LANDSCAPING.



ICONOGRAPHY IS GENERIC AND UNSPECIFIC



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## BUILDING IDENTIFICATION



### Observations

- Inconsistent use of typefaces across campus feels disjointed and unintentional.
- Inconsistent materials used across campus.
- Newer buildings use a hyper-condensed typeface that is widely tracked out making it hard to read. While the style relates to the architecture, it has no connection to school branding.
- Some buildings use Helvetica signage that feels default and not specific to SBVC.
- Wall mounted building IDs are too fine to be visible to vehicles.
- Wall mounted building IDs are not reinforced by ground mounted signs.
- There is a lack of consistency or convention for buildings with multiple identifiers (i.e. buildings that use both their donor-given name and programmatic name) that creates confusion.
- Building IDs are not visible from long distances and are often only present on one side of each building.

### Recommendations

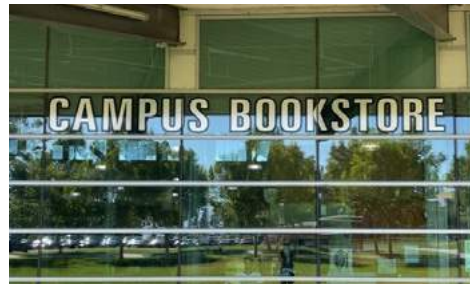
- Establish consistent building signage style/typefaces/material across campus.
- In addition to building names, each building should have a number or letter identifier for simple abbreviation and immediate identification in emergencies.
- Large building IDs are needed on all accessible sides of buildings.
- Incorporate major occupants or departments on supplemental ground signs, such as information hubs.
- Increase building IDs long-distance legibility.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## BUILDING IDENTIFICATION



SIGNIFICANT DAMAGE AND MISSING LETTERS ON SOME SIGNS



SOME BUILDINGS LACK PROPER IDENTIFICATION AND RELY ON THE USE OF TEMPORARY SIGNAGE



INCONSISTENT TYPEFACES AND STYLES USED THROUGHOUT CAMPUS

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## TEMPORARY SIGNAGE



### Observations

- Temporary signs are frequently used to compensate for way finding deficiencies across campus.
- The amount of signs is difficult to maintain and an inefficient investment for the school.
- The scale is often too small to be legible (especially by car).
- Excessive temporary signage negatively impacts the feeling of an official and proud campus identity.
- Some buildings rely on temporary signage for identification.
- Temporary signage is often used to supplement insufficient building directories and room IDs.
- Temporary signage is used to promote upcoming events and campus news.
- There is no consistency in terms of signage style or materials, and often an inconsistent use or absence of SBVC branding.

### Recommendations

- Temporary signs should be used to promote temporary and current events/news and not for any permanent purposes or as a replacement for other signage typologies.
- Improve building IDs and campus maps to reduce the reliance on temporary signs for wayfinding.
- Establish standards for temporary signs to create a sense of authority and recognizability when they are required.
- Restrict the placement and quantity of temporary signs
- Consider prioritizing more digital signs for temporary information.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: TEMPORARY SIGNAGE



SOME BUILDINGS LACK PROPER IDENTIFICATION AND RELY ON THE USE OF TEMPORARY SIGNAGE



TEMPORARY SIGNAGE MEANT FOR VEHICULAR INSTRUCTION IS TOO SMALL TO BE LEGIBLE BY CAR

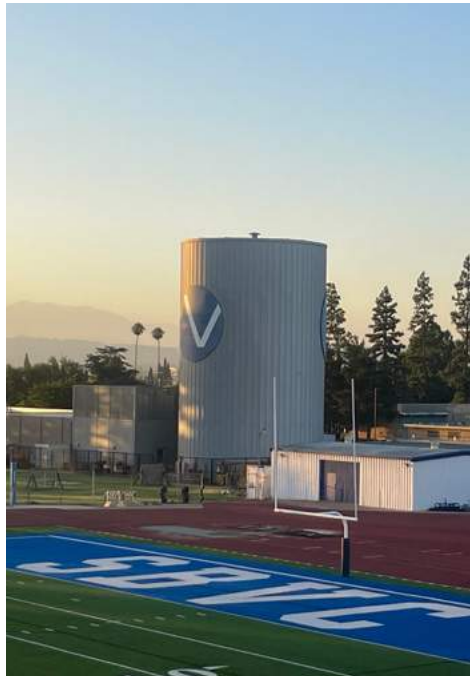


INCONSISTENT STYLES



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## PRIDE SIGNAGE



### Observations

- Pride signage is predominantly associated with athletics.
- Inconsistent use of branding.
- The use of multiple logos causes confusion and detracts from a clear sense of identity and school pride.
- Inconsistent variations of SBVC's primary blue color.

### Recommendations

- Opportunities throughout campus for more pride signage, not just in athletic context.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: PRIDE SIGNAGE



"SB" LOGO ONLY APPEARS IN ATHLETICS



DISCREPANCIES AND VARIATIONS OF LOGO USE THROUGHOUT



USE OF VARYING NON-BRAND TYPEFACES FOR SCHOOL NAME

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: EDUCATIONAL SIGNAGE



## Observations

- The campus is missing opportunities for more educational signage.
- Repetitive signs within close proximity do not feel intentional.
- Visuals do not include any school branding and feel disconnected from the visual language of campus.
- Sun bleaching and weather damage.
- Only a few species markers observed for plants.

## Recommendations

- Include more education signage throughout campus using branding guidelines for integration with campus and curriculum/goals.
- Opportunity to advance SBVC's sustainability goals through educational signage.
- While there is a concern for prioritizing one secondary language across campus signage, educational displays could benefit from the inclusion of Spanish as a community-facing signage display centered on learning.
- Replace missing species markers and continue system across campus to encourage learning of plants and SBVC landscaping efforts.
- Replace all damaged educational signage.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: EDUCATIONAL SIGNAGE



REPEAT PLACED WITHIN 15' OF EACH, NOT AT AN ANGLE FACING THE PATH



ALONG VISIBLE PATHS OF TRAVEL, SINGLE SIDED SIGNAGE FEELS UNINTENTIONAL



ONLY OBSERVED A FEW SPECIES MARKERS



SUN-BLEACHING AND WEATHER DAMAGE

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## CONSTRUCTION SIGNAGE



### Observations

- Construction signage is sufficient for temporary use.
- Discrepancies in use of SBVC logo across construction signage typologies.
- Architecture firm-sponsored construction signage successfully shows users what the construction is for and aids to a sense of school pride and investment.

### Recommendations

- Temporary construction directional signage aids overall campus wayfinding and should be replaced by permanent directories upon construction completion.
- Construction signage should follow SBVC branding guidelines and be ADA compliant.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: CONSTRUCTION SIGNAGE



ARCHITECTURE FIRM SPONSORED CONSTRUCTION SIGNAGE

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## ROOM IDENTIFICATION



### Observations

- Typography of much of the room signage with braille (next to doors) appears to be ADA compliant.
- Room ID naming and numbering is inconsistent.
- Room ID style is very inconsistent from building to building and even within buildings.
- Many room signs are in disrepair from heat and sun damage
- Building directories provide very little information and do not always correlate with class numbering online.
- Some rooms are relying on temporary signage alone for identification.

### Recommendations

- Establish consistent room ID signage using SBVC branding across campus.
- Replace all temporary room IDs with permanent signage.
- Room IDs must match nomenclature on building directories and all online resources.
- Consistent placement should be determined for room IDs for efficient recognition.
- Room IDs should be ADA compliant and include braille.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## ROOM IDENTIFICATION



RELIANCE OF TEMPORARY ROOM SIGNAGE



HEAT AND SUN DAMAGE



INCONSISTENT TYPEFACES AND STYLES USED THROUGHOUT CAMPUS



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## CAMPAIGN SIGNAGE



### Observations

- Standing and wall mounted Bulletin board cases provide a permanent solution for flexible/ temporary current event signage.
- Bulletin board cases are inconsistently lit throughout campus when it is dark.
- Bulletins are on paper and are not always secured properly.
- Campaign signs are prone to weather damage and vandalism.
- Cloth/banner campaign signs are prone to tearing and other weather damage.
- Banner signage is a highlight on campus and works well for alumni visibility and school pride.

### Recommendations

- Campaign signage should be promoted primarily by digital means using digital signage or online platforms.
- Campaign signage should follow SBVC branding guidelines.
- Replace outer shell on existing bulletin board cases or replace sign with new type.
- Repair any damaged components.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: CAMPAIGN SIGNAGE



BANNER CAMPAIGN SIGNAGE



BULLETIN BOARD CASE



WALL MOUNTED BULLETIN CASE



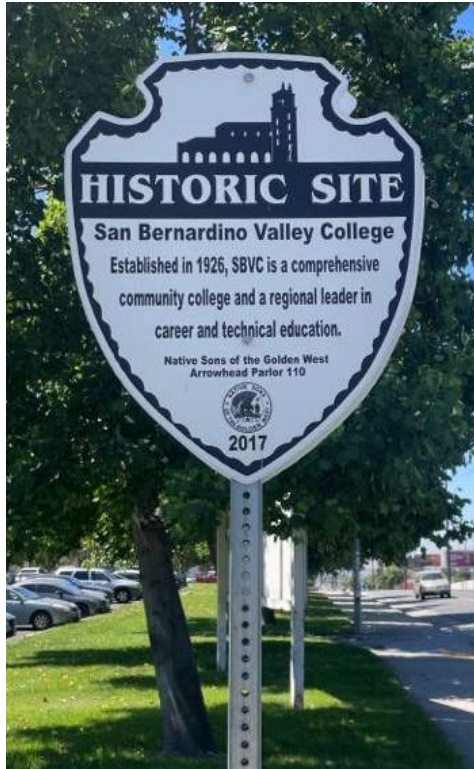
WEATHER DAMAGE AND VANDALISM



YARD SIGNAGE

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## HISTORIC SIGNAGE



### Observations

- While historic signage exists on campus it is not easily recognizable and is often without context.

### Recommendations

- Replace damaged historical signage or update to match new system based on SBVC branding.
- During visioning sessions, users suggested that the fault line history should be incorporated into historical signage.
- Seize upon SBVC's history and implement much more historic signage throughout campus.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: HISTORIC SIGNAGE



SIGNAGE STYLE AND MATERIAL VARIES WIDELY



HISTORICAL FEATURES ON CAMPUS SHOULD BE ACCOMPANIED BY HISTORICAL CONTEXT TO INFORM STUDENTS

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## SUPPLEMENTAL WAYFINDING



### Observations

- Supplemental wayfinding is frequently used to compensate for wayfinding deficiencies across campus.
- Supplemental signs are often temporary, difficult to maintain and an inefficient investment for the school.
- Supplemental wayfinding negatively impacts the feeling of an official and proud campus identity.
- Supplemental wayfinding is often used to supplement insufficient building IDs, building directories and room IDs.
- There is no consistency in terms of signage style or materials, and often an inconsistent or misuse use of SBVC branding.

### Recommendations

- Replace all supplemental wayfinding with permanent signage following the recommended guidelines for the respective signage typologies.

# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: SUPPLEMENTAL WAYFINDING



SUPPLEMENTAL BUILDING AND ROOM ID.  
SUN BLEACHING AND WEATHER DAMAGE



# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## ADA-SPECIFIC SIGNAGE



### Observations

- ADA signage across campus experienced the most physical damage of all signage typologies and is completely illegible in many cases.
- ADA accessible routes are not easily found and feel sparsely located.
- Sun bleaching and weather damage.
- There is no consistency in style or appearance across ADA signage, negatively impacting their sense of authority.

### Recommendations

- Replace damaged ADA signs.
- Remap and mark ADA routes consistently across campus.
- ADA signage should follow a consistent and official style for easy recognition and clarity.

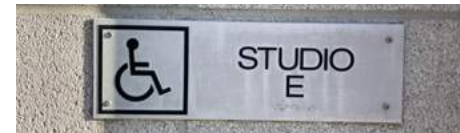
# OBSERVATIONS AND RECOMMENDATIONS BY TYPE: ADA-SPECIFIC SIGNAGE



INCONSISTENCIES IN STYLE  
ACROSS CAMPUS DETRACTS FROM  
RECOGNIZABILITY AND AUTHORITY



EXTREME SUN BLEACHING AND WEATHER  
DAMAGE





# OBSERVATIONS AND RECOMMENDATIONS BY TYPE:

## SAFETY SIGNAGE



### Observations

- There is some damage to evacuation, emergency, and other safety signs.
- A few signs are obstructed by plant growth.

### Recommendations

- Replace damaged signs.
- Trim plants or relocate signage that gets obstructed by growth.



DAMAGED TRAFFIC SAFETY SIGN



DAMAGED TRAFFIC SEISMIC WARNING



WEATHERED SAFETY SIGNAGE



WEATHERED SAFETY SIGNAGE



OBSTRUCTED SAFETY SIGNAGE

SECTION 6

# ACKNOWLEDGMENTS

# ACKNOWLEDGMENTS

## SBVC / SBCCD

---

**Diana Z. Rodriguez**

SBCCD Chancellor

**Jose F. Torres**

SBCCD Executive Vice Chancellor

**Farrah Farzaneh**

SBCCD Director of Facilities Planning

**Abel Favela**

SBCCD Associate Director, Bond Program Planning & Construction

**Yash Patel**

SBCCD Associate Director of Energy, Sustainability & Safety Administration

**Bob Jenkins**

SBCCD Director of Facilities, Maintenance and Operations

**Ashley Smith**

SBCCD Energy and Sustainability Associate

**Sam Yacob**

SBCCD Design Manager

**John Duong**

SBCCD Program Director

**Sosseh Taimoorian**

SBCCD Assistant Program Design Manager

**Erika Menge**

SBCCD Administrative Coordinator

**Dr. Linda Fontanilla**

SBVC Interim President

**Tenille Norris**

SBVC Interim Vice President Administrative Services

**Steven Sutorus**

SBVC Interim Vice President Administrative Services

**Dr. Dina Humble**

SBVC Vice President of Instruction

**Dr. Scott Thayer**

SBVC Vice President of Student Services

**Paul Bratulin**

SBVC Director of Marketing, Creative Services, and Public Affairs

**Eve Mulhall**

SBVC Marketing Project Specialist

**Cristina Bacon**

SBVC Creative Services Coordinator

**Hassan Mirza**

SBVC Facilities Project Manager

**Greg Ochoa**

Safework CM Deputy Program Manager

## NAC

---

**Helena Jubany**

Principal in Charge

**Brodie Bain**

Principal, Lead Planner

**Juliette Bellocq**

Associate Principal, Environmental Graphic Designer

**Brooke Irish**

Senior Associate, Environmental Graphic Designer

**Emily Hazelwood**

Associate, Project Manager

**Makena Janssen**

Environmental Graphic Designer

## Spurlock Landscape Architects

---

**Leigh Kyle**

Principal, Lead landscape Designer

**Ania Armour**

Senior Associate, Landscape Architect/Planner

**Tori Talbott**

Senior Staff

**NAC** / [NACARCHITECTURE.COM](http://NACARCHITECTURE.COM)