

University of Washington  
Faculty Council on University Facilities and Services  
February 20, 2014, 10:30 am – 11:30 am  
26 Gerberding

**Meeting Synopsis:**

1. Call to Order
  2. Review of the Minutes from December 12, 2013 and Council Notes from January 23, 2014
  3. Chair's Report
  4. Wayfinding Study
  5. Adjourn
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**1) Call to Order**

The meeting was called to order by Chair Christie at 10:30 a.m.

**2) Approval of the Minutes from December 12, 2013 and Council Notes from January 23, 2014**

The minutes from December 12, 2013 and Council Notes from January 23, 2014 were approved as written.

**3) Chair's Report**

Christie reported that he met with Senate leadership to discuss faculty governance participation in capital planning. There was a time when faculty was involved in capital planning but it occurred on a tight timescale which would not allow the council to be an active participant. As an alternative, the special university committee on capital planning projects would have the chair of FCUFS serve as the faculty representative. Discussion ensued. Christie will be speaking with the Provost about faculty participation shortly. Barnes mentioned that Paul Jenny will be presenting on capital planning at the upcoming Senate Committee on Planning and Budgeting. Balick volunteered to act as the faculty representative on any special university committee on capital planning.

Christie reported on recent developments with the Architectural Commission. The Commission is currently reviewing a proposal at UW-Bothell for a new student center and Christie asked if FCUFS should become involved. Goldblatt mentioned this is a fairly straightforward process which is also working in conjunction with Cascadia Community College. The biggest issue with the proposal so far is circulation and access. The council agreed that a presentation on the UW-Bothell student center was not necessary.

Christie reported on a proposal to create bike-share stations on UW campus. There is little information right now but the council will have an opportunity to discuss this in the future. Balick mentioned that as a member of the UW Transportation Committee he reviewed a draft proposal and did not see anything controversial.

A question was raised about U-PASS funding for staff and faculty. This issue will be an agenda item at the next meeting.

Council members discussed capital planning and faculty engagement. Many times capital planning is already very far along before faculty members have time to provide input. A comment was raised that faculty need to be involved with discussions early in the beginning. Barnes mentioned that a faculty member was involved with the planning of the Intellectual House. A comment was raised that faculty are not involved in the general planning process across campus which includes site selection. Barnes explained that the process is dynamic and each situation is different. Barnes provided an example of the construction of the new UW Police Department building in which the council played a large part in providing feedback on site selection. There are many ways in which buildings are developed and it depends a lot on certain faculty, departments and members of UW leadership.

Christie discussed upcoming agenda items for future meetings.

#### **4) Wayfinding Study– Kristine Kenney**

Kristine Kenney (Director of Campus Design & Planning) discussed recent updates with the UW Campus Signage and Wayfinding project. The Wayfinding project is a part of a larger Campus Landscape Framework project with the goal to improve navigation throughout UW's campus. The project is broken up in to several stages, including:

State 1 (completed): Existing Conditions and Practice Review

- Identifying best practices
- Coordinating an information audit
- Development review
- Conducting legibility, movement and user surveys
- Regulatory review

Stage 2 (currently in): Philosophy and Approach

- Identifying principles
- Creating a movement plan
- Developing system architecture
- Refining the plan
- Information typology
- Project development

Stage 3 (to be determined): System Component Design

- Designing options
- Designing finalization
- Sign product design
- Temporary elements
- Developing an implementation plan
- Tender documents

Wayfinding behaviors are different depending on the end user. Users can be broken into two groups: Striders (those who have a specific destination in mind) and Strollers (those who are exploring UW campus without any primary direction). The guiding principles of wayfinding design include:

- Defining locations on UW campus in a clear and concise manner
- Using landmarks to provide orientation
- Creating reliable routes to accommodate Striders and providing wayfinding for Strollers
- Placing information at decision points strategically across campus
- Sub-dividing large areas to a human scale which can be broken down into “neighborhoods”
- Simplifying choice and spreading the information load
- Use information from user surveys
- Support sightlines that exist throughout campus

The overall aim for UW wayfinding is to leverage the campus landscape framework while supporting campus user experience and responding to all visitor types. Additionally, wayfinding should be respectfully designed and link together all transportation models that exist at UW.

In terms of area legibility it is important to understand the perceived areas surrounding UW including campus edges (streets, water, Burke-Gilman trail), paths, nodes (e.g. Red Square, the Quad), districts (U-District, University Village, UW Medical Center) and main landmarks (Husky Stadium).

Feedback from recent user surveys includes:

- Little support for walking
- Lots of names and codes (simple names and coloring schemes would be preferable)
- Disconnected initiatives
- Accumulated identities and signs
- Inconsistent maintenance
- Under-used assets

Kenney provided examples of mental maps drawn by study participants which demonstrate that users have completely different perceptions of wayfinding on campus. This could be a result of not being on a grid system which makes it hard for people to understand where they are geographically to their final destination point.

UW experiences over 200 inquiries at the Visitor Center which covers direction and navigation for public users (concerts, libraries, exploring), students/families (opening day, moving days, orientations) and athletic events.

UW wayfinding incorporates a variety of vehicular and pedestrian scenarios for users to get to their final destinations. Kenney compared diagrams detailing UW’s 2012 U-Pass survey and UW Transit Services’ 2020 goals. The main differences include decreased use of transit options with an increase in cycling. A question was raised asking why reliance on transit should reduce in the future. Kenney explained that this diagram illustrates the policy goals of UW Transportation Services. Discussion ensued. A comment was raised that part of the 2020 goals is relative to projected development around UW, such as population growth around the U-District resulting from light rail development. Discussion ensued about traffic coming into UW and surrounding neighborhoods.

In coordinating with current projects on campus Kenney's office has identified a number of bicycle parking locations. Important considerations in understanding bicycle commuting at UW are the physical barriers (topography, buildings) and perceived barriers that prevent people from biking. Kenney's office also developed a map that outlines UW's walking network throughout campus. One important aspect of wayfinding is to quickly direct people when they step out of buses and cars in order to quickly reach their destination.

Several key emerging ideas for revamping wayfinding on campus include:

- Arrival and Identify
  - Arrival can be simplified to a series of thresholds in which information reassures and guides journey transitions.
- Creating a Welcome
  - UW can help educate the public about what UW does while providing directions. One example is distributing visitor information by gate staff. Additionally, UW could increase the prominence of the Visitor Center which is currently located in the basement of Odegaard Undergraduate Library.
- Build legibility
  - UW can plan a simple, reliable network across campus.
- Event Overlay
  - Guide signs and temporary pedestrian signs can help navigate visitors during large events.
- Seamlessness
  - UW should incorporate user-centric methods to orient travelers by building consistency across different interfaces.

Next steps include recommendations for the information architecture explaining the elements, rules and applications of wayfinding for UW. This would cover the functional role of information elements and a plan for their detailed design and implementation.

Balick stated that UW has spent decades on this issue and nothing has happened. Currently, with advancements in technology (Google Maps) people now rely on interactive, electronic maps in order to find routes to their final destinations. Additionally, UW has its own mapping service on its website. Balick commented that it is plausible to build on top of a wireless system that already exists instead of conducting high level studies which has little impact. Discussion ensued. A comment was raised that while technology can be used for navigational purposes it is limited to people who have smartphones. Balick reiterated that he would prefer to have something done quickly, rather than perfectly, because UW has spent decades on this issue and nothing has happened.

Discussion moved to large, concentrated areas in which people travel across campus. While Red Square appears to be a central hub of activity many people move across campus on Memorial Way and the east-west connection between Mary Gates Hall and the HUB.

A question was raised asking how much the outside consulting group is being paid to conduct this project. The consulting firm was paid \$130,000 for Stages 1 and 2 and \$170,000 for Stage 3.

Council members discussed the findings from the recent online survey which included 1,930 participants and recorded 7,980 comments.

## 5) Adjourn

The meeting was adjourned by Chair Christie at 11:30 a.m.

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*Minutes by Grayson Court, Faculty Council Support Analyst, gcourt@uw.edu*

**Present:**           **Faculty:** Christie (Chair), Balick, Mescher, Proksch  
**Ex-Officio Reps:** Byrne, Goldblatt  
**President's Designee:** Kennedy  
**Guests:** Kristine Kenney (Director of Campus Design & Planning), Rebecca Barnes  
(University Architect)

**Absent:**           **Faculty:** Gates, Ozubko  
**Ex-Officio Reps:** Zuchowski