

Site Signage

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2.3 SITE SIGNAGE

2.3.1 Goals

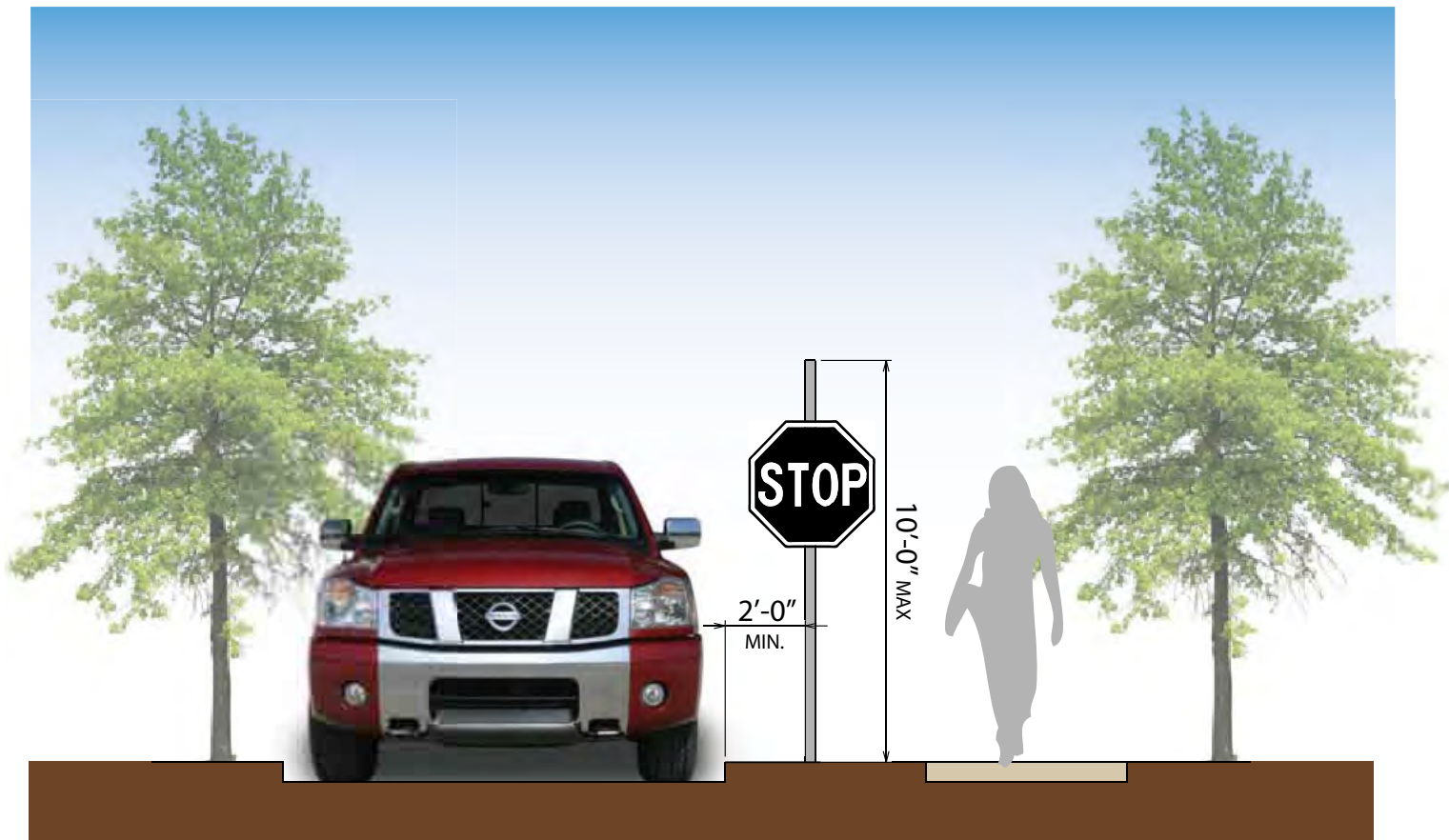
- ***Signage should express the campus identity, capturing the spirit of innovation and creativity in a consistent and uniform manner.***
- ***Signage plays an important role in wayfinding and should balance the need for legibility for vehicles with quality public spaces for pedestrians.***

2.3.2 Design and Materials

- Signs should be compatible with the character and architecture of the surrounding area with regard to scale, color, materials, and lighting levels.
- Signs should be constructed with high quality, durable materials.
- Campus gateways from Alcoa Highway and secondary entrances from the greenway and walking trails should be marked with entry walls, piers, or signage appropriate to the context.
- Access from Alcoa Highway should convey the significance of the Cherokee Farm Campus, especially as one approaches the city from the south.
- Signage should be consistently positioned in front of buildings, adjacent to parking lots or in prominent locations.
- Major and minor building identification signage should be setback a minimum of 3 feet from the back of sidewalk.
- All directional signage should provide clear, logical and consistent directional information, promote an orderly traffic pattern and flow, be legible from moving vehicles, and located to allow motorists sufficient time to make decisions.
- Major vehicular directional signage and parking identification signage located in planting strips should be setback a minimum of 2 feet from roadway and sidewalk and 2 feet from roadway and edge of parking pavement, respectively.
- Major and minor building identification, parking identification, and pedestrian directional signage should range from 3 to 6 feet in height.
- Major vehicular directional signage should be a maximum height of 8 feet.
- Street signage should not exceed 10 feet in height.
- Parking restriction signage should not exceed 8 feet in height.
- Signage should minimize visual clutter.
- Infrastructure design and construction will establish many sign standards, and future development will have to comply with those standards.

2.3.3 Lighting

- Signs should be illuminated by a steady, stationary, shielded light source, directed solely at the sign or internal to it, without causing glare for motorists, pedestrians or neighboring premises.



Signage Diagram