

New signage welcomes campus visitors

by Eddie Hughes

New gateway signs welcome the community to the Fresno State campus and hundreds of new pedestrian signs are helping visitors and students find their way around the 388-acre main campus and 1,011-acre University farm.

The new signs are part of a comprehensive project that includes new vehicle directional, parking lot and pedestrian signs. The project was funded in part through a \$10 million gift from Table Mountain Rancheria that also supported the 2009 renovation and expansion of the Henry Madden Library.

“The signs help new students, prospective students and first-time visitors find their way to key services on campus,” says Thomas Gaffery, Fresno State’s wayfinding signage project manager. “Visitors are reporting the signs are aesthetically appealing and helpful. Our parking staff has seen a huge decrease in the number of basic questions like, ‘Can I park here?’ or ‘Where is this building?’”

The formal gateway sign at Cedar and Shaw avenues reads, “California State University, Fresno” atop a 16-ton, 28-foot-long piece of Sierra White granite. A four-foot custom-cast University seal hangs from a series of ipe (a sustainably harvested Brazilian hardwood) panels on aluminum posts — the tallest standing 17 feet.

The campus entrances at Shaw and Maple avenues and Cedar and Barstow avenues feature a 26.5-foot-tall sculptural sprout (see back cover) made of perforated metal and wood and red- and blue-lit “Fresno State” logos. The sprout is inspired by the Table Mountain Rancheria Tower at the Madden Library to reflect the University’s agriculture, nature, native history, programs and education and Central California’s natural surroundings.

“The response has been overwhelmingly positive and has really provided a welcoming environment for our campus visitors, students and their families,” says Dr. Cynthia Teniente-Matson, Fresno State’s chief financial officer and vice president for administration.

The project was designed by Linespace of Los Angeles and fabricated and installed by A-Plus Signs of Fresno.



638

PARKING LOT SIGNS



176

LIGHTPOLE BANNERS



163

PEDESTRIAN SIGNS