

February 13, 2015

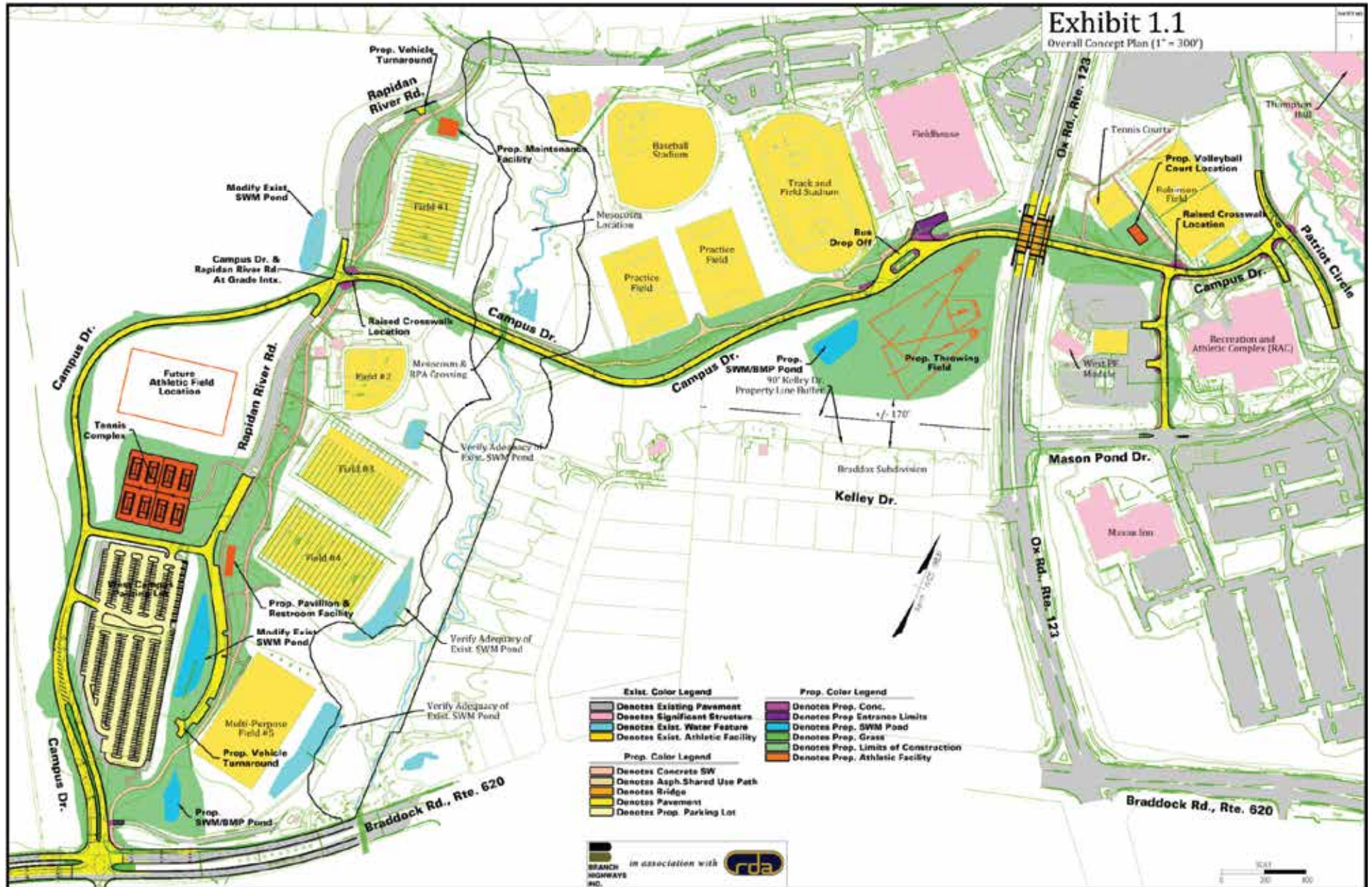
Campus Signage:
University Drive /
Ox Road (Rt 123)
Campus Gateway

Prepared by
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Facilities Administration
Office of Campus Planning
10402 Rivanna River Way
Fairfax, VA 22030



Background

- **As part of George Mason University's masterplan for growth, the West Campus Connector project encompasses a vehicular roadway tie-in (Campus Drive) from the Main Campus east of Ox Road (Rt 123) to West Campus athletic facilities and parking**
- **Campus Drive @ Braddock Road will be the direct point of campus access for all off-site vehicular traffic heading to the University Athletic and Recreations Fields**
- **The primary benefit to creating a vehicular tie-in from Braddock Road to Patriot Circle via the West Campus property is to alleviate traffic congestion at the intersection of Braddock Road and Ox Road (Rt 123)**
- **An additional benefit of Campus Drive will be the expected reduction of traffic on University Drive west of Ox Road (Rt 123) by vehicles intending to utilize the West Campus Athletic and Recreation Fields**



Gateway Signage

- Independent studies have recommended the use of “Gateways” to define entrance points to the George Mason University campus from surrounding public roads
- Having recognizable Gateways at campus entry points will aid visitors in reaching their destination more efficiently thus reducing traffic issues directly related to driver confusion
- The new Gateway signs are designed to reflect the George Mason University’s aesthetic of brick, stone and metal features found on virtually every campus facility
- Two Gateways have been constructed thus far with one being located at the intersection of Braddock and Roberts Road and the second at the Campus Drive entrance on Braddock Road
- As part of the concurrent Field House renovation project, an additional Gateway has been planned for the intersection of University Drive and Ox Road (Rt 123)



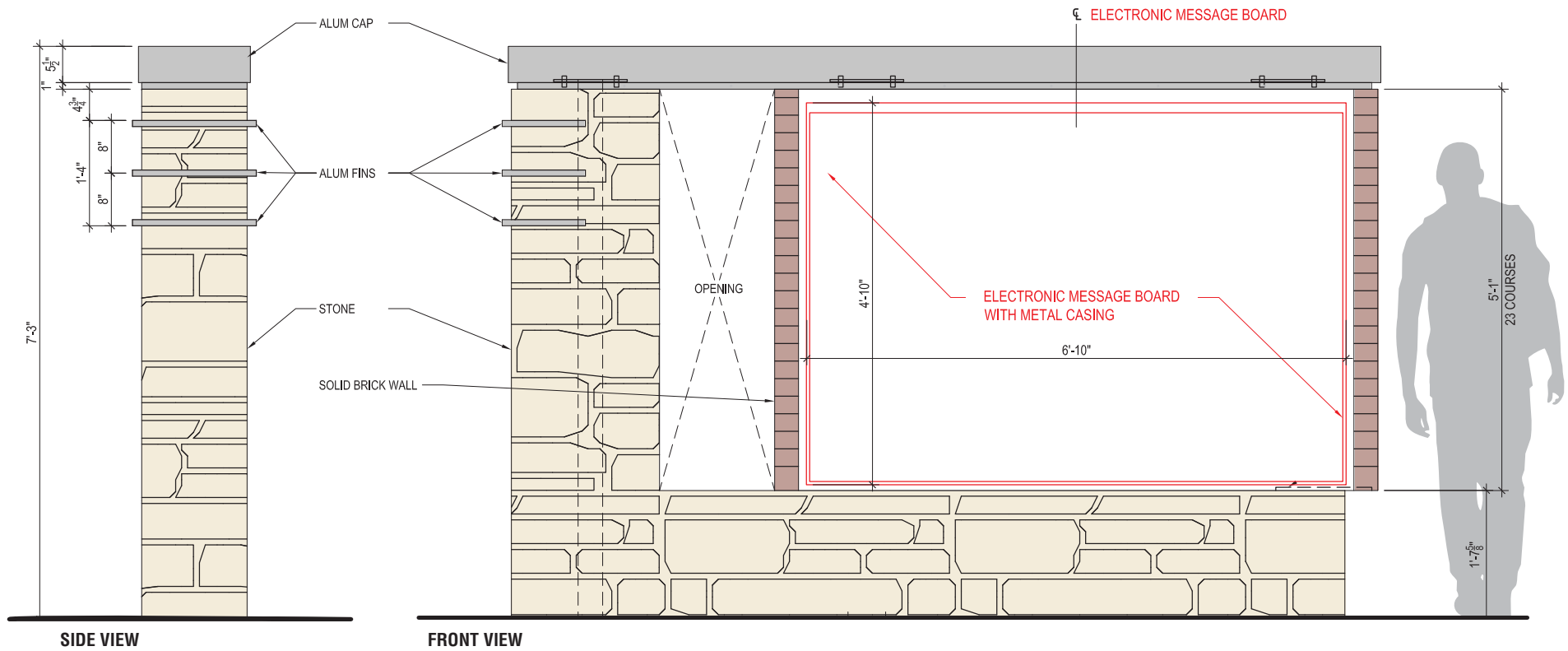
1 GATEWAY SIGN: BRADDOCK ROAD @ ROBERTS ROAD
EXISTING CONDITION, 02.12.15



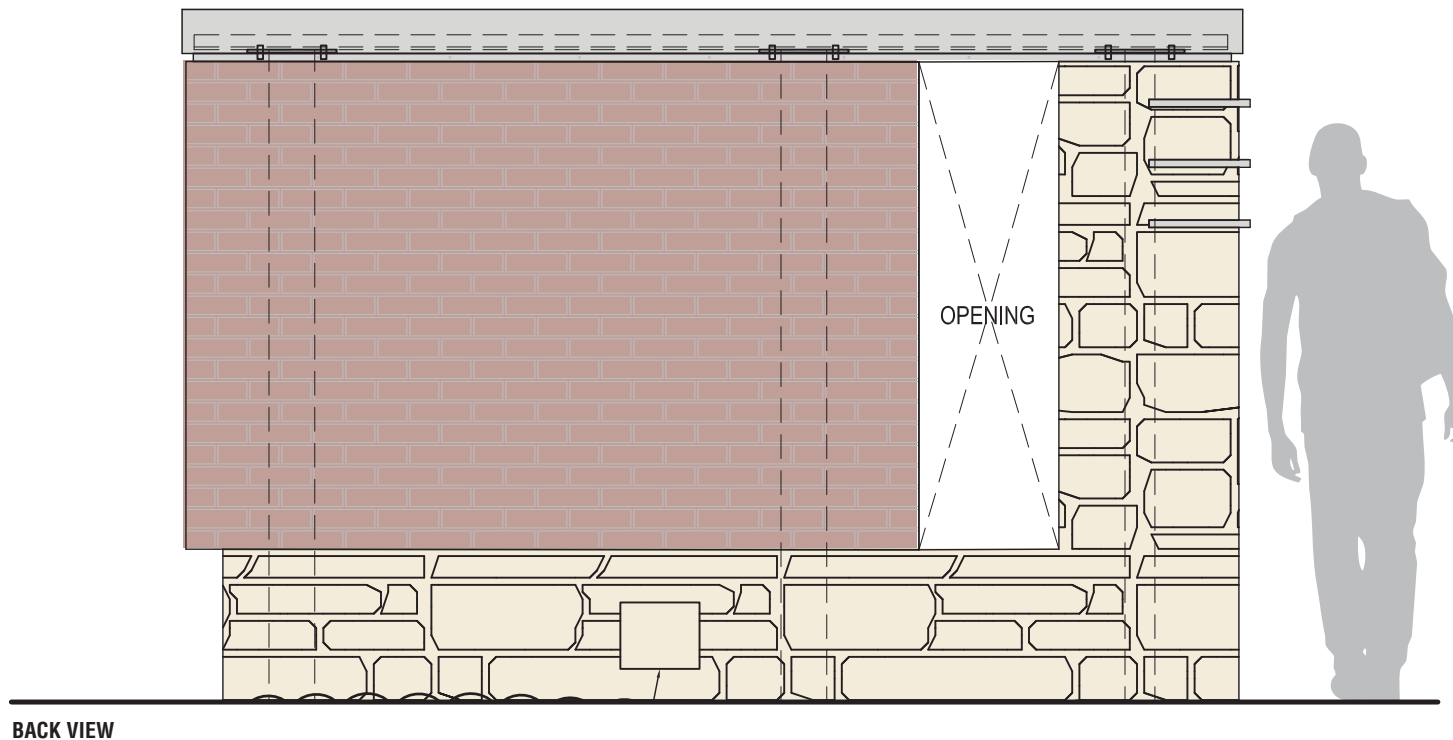
1 GATEWAY SIGN: BRADDOCK ROAD @ CAMPUS DRIVE
EXISTING CONDITION, 02.12.15

The University Drive / Ox Road Gateway Sign

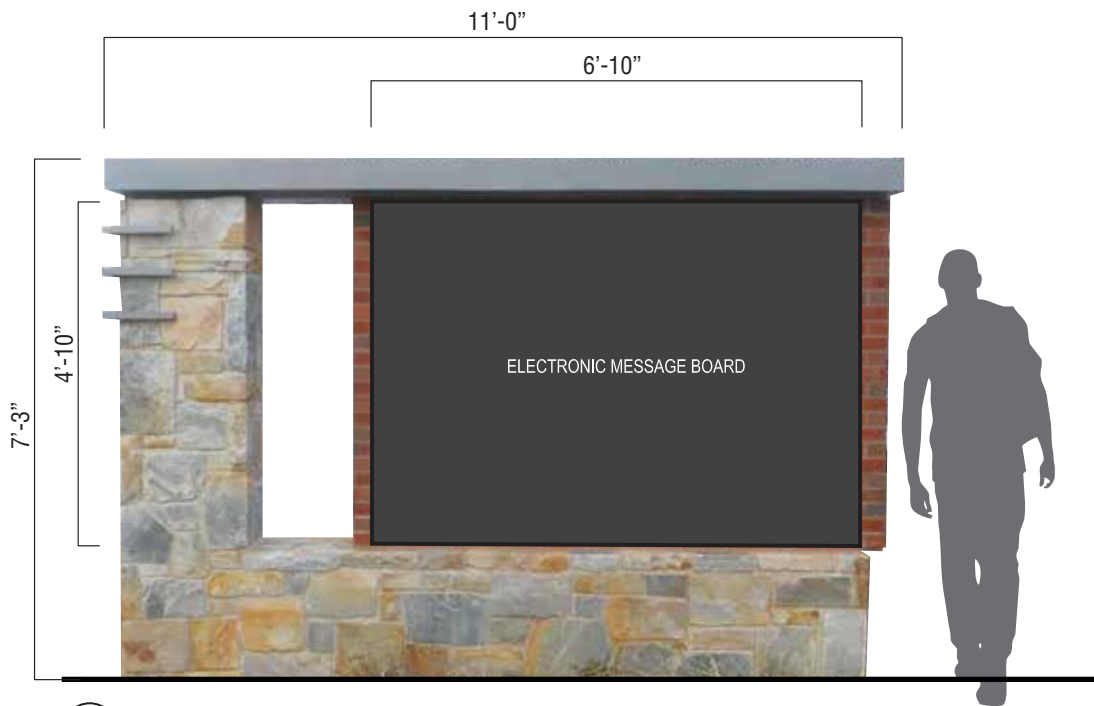
- **The University Drive and Ox Road (Rt 123) intersection is an important decision point for vehicular traffic with a high volume of traffic passing through on a daily basis**
- **Used in conjunction with updated VDOT wayfinding signage, an electronic message display allows for tailoring messages for specific events and directing traffic to campus entrances**
- **A permanent electronic message display integrated into an established campus gateway design reduces the need for utilizing portable variable message display signs which require rental, set-up time and additional traffic safety control (cones and barrels) due to the proximity of the sign to the roadway**
- **A permanent electronic message sign can be tied in to the University Environmental Health and Safety Office for Emergency Announcements**
- **The electronic message display sign has a dimming feature which reduces the output of the LEDs for low level use**
- **The gateway will be located in close proximity to overhead street lighting which, in conjunction with surrounding roadway lighting, will negate any real or perceived extraneous glare/brightness at night**



1 GATEWAY SIGN WITH ELECTRONIC MESSAGE BOARD
FRONT AND SIDE ELEVATION
SCALE: 1/2"=1'-0"



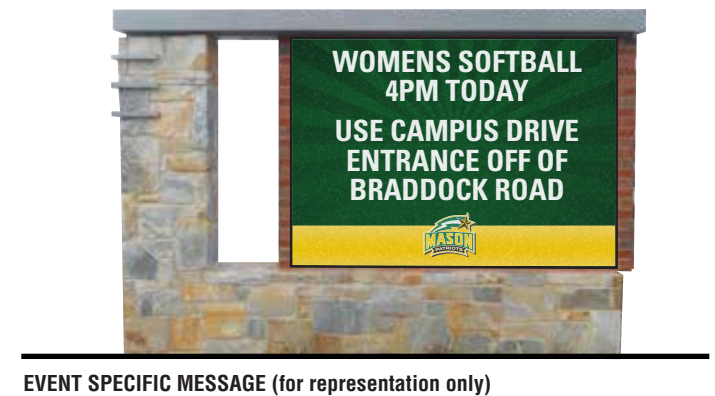
1 **GATEWAY SIGN WITH ELECTRONIC MESSAGE BOARD**
 BACK ELEVATION
 SCALE: 1/2"=1'-0"



1 GATEWAY SIGN WITH ELECTRONIC MESSAGE BOARD
 FRONT ELEVATION
 SCALE: 3/8"=1'-0"

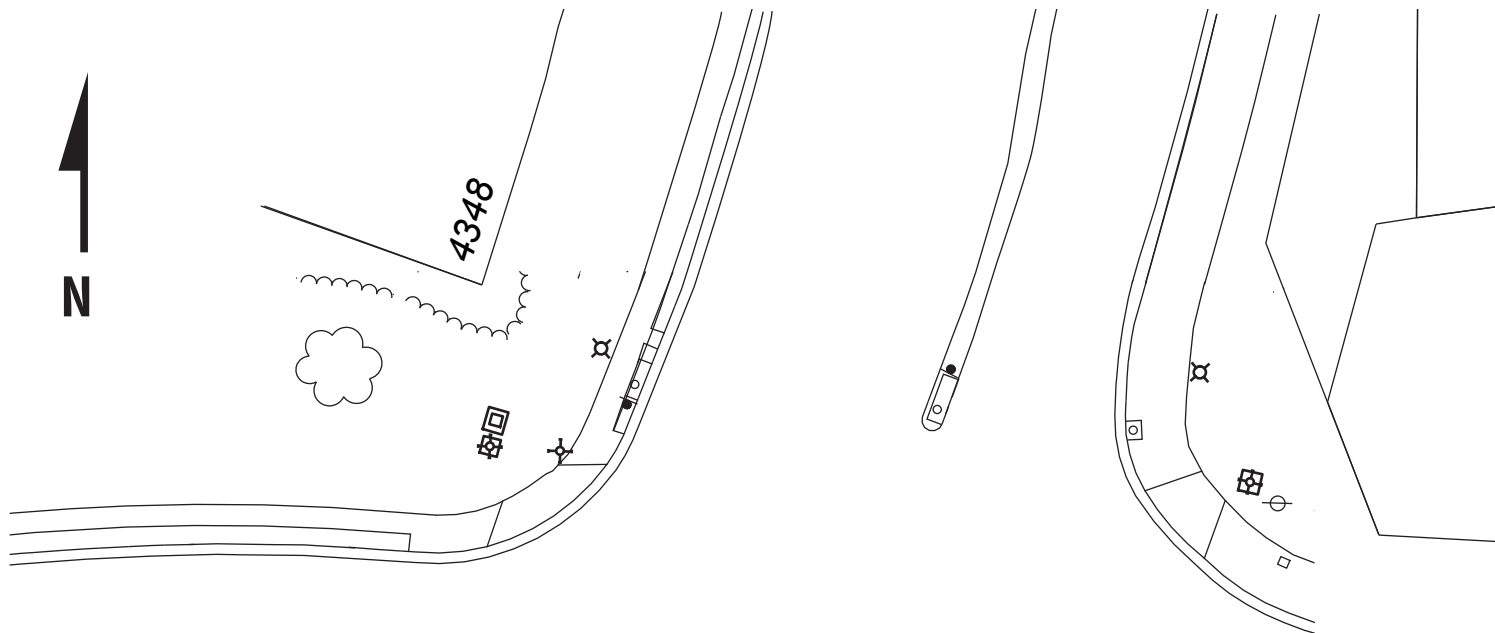
4'-10"h x 6'-10"w (39.5 sf) ELECTRONIC DISPLAY

NON-ANIMATED MESSAGES WOULD CHANGE NO MORE THAN (2) TWO TIMES PER 24 HOUR PERIOD

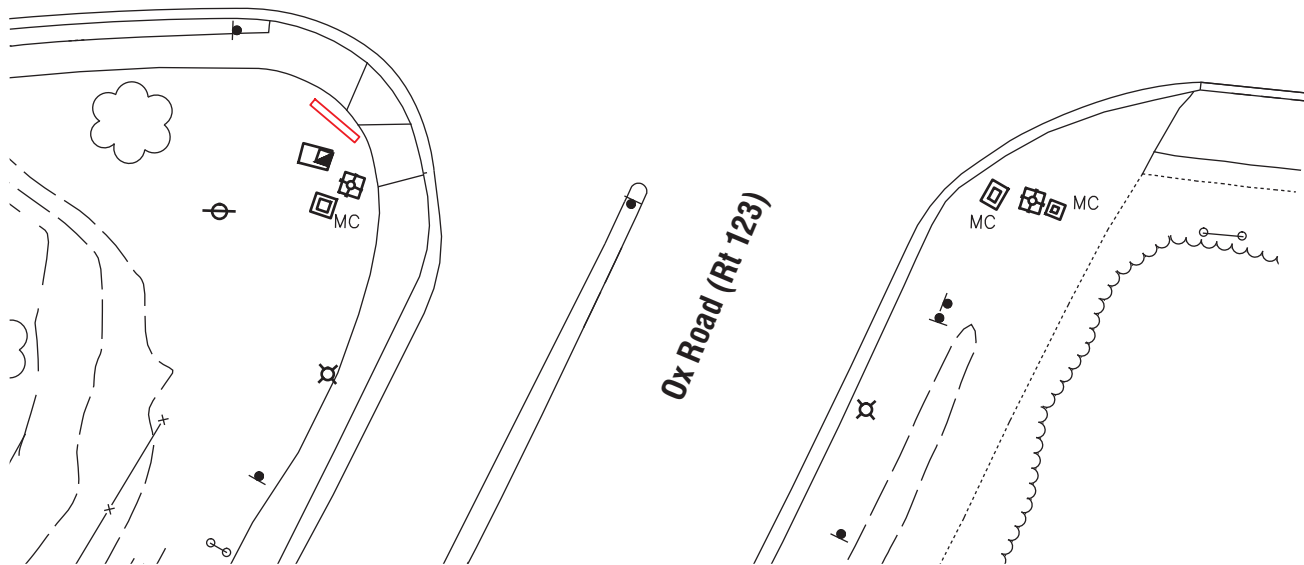


The Electronic Message Display







- The University Drive and Ox Road (Rt 123) message board will be utilized for the posting of information, or directions for traffic, connected to an event or activity at George Mason University facilities which is open to the public and the Mason community; University schedule changes; Emergency Management messages for both the Mason community and the general public
- Content for the electronic message display would appear in the following manner:
 - Mason logo only
 - Text only without background graphic/image
 - Text with background graphic/image
 - Image /graphic only
 - **NO video or moving animation**
- Only one message at a time may appear for a set time frame with a maximum of two messages in a 24hour period (unless due to an emergency situation)
- During low light times the messageboard can be dimmed
- The Ox Road message board will operate from 5 a.m. to 11 p.m daily
- The overall size (measured in square feet) of the University Drive/Ox Road (123) electronic message display falls within the range of electronic displays currently in use at various entities located within Fairfax County



University Drive



LEGEND

-  Monument Sign
-  Roadway Streetlight
-  Traffic Signal Mast Arm
-  DOT Traffic Control Sign
-  Traffic Signal Control Box
-  Pedestrian Crossing Signal







NORTHERN VIRGINIA COMMUNITY COLLEGE
40.25sf ELECTRONIC DISPLAY, DOUBLE SIDED



NORTHERN VIRGINIA COMMUNITY COLLEGE
96sf VDOT PORTABLE VARIABLE MESSAGE, SINGLE SIDED



LAKE BRADDOCK SECONDARY SCHOOL
24.5sf ELECTRONIC DISPLAY, DOUBLE SIDED



DUNN LORING VOLUNTEER FIRED DEPARTMENT
24sf ELECTRONIC DISPLAY, DOUBLE SIDED