



EXTERIOR WAY FINDING AND SIGNAGE MASTER PLAN

REVISED MAY 15, 2013

BECK & GRABOSKI
D e s i g n O f f i c e

Telephone 310 393 9325

247 Sixteenth Street Santa Monica California 90402

Moore Ruble Yudell has prepared the following amendments to the previously adopted Signage Master Plan. The original document, prepared by others, has been reviewed and proposed revisions are provided in the form of annotated markups to clearly identify additions, deletions, and modifications. These updates are intended to refine, clarify, and advance the existing framework while maintaining continuity with the established signage program.

Revised February 27th, 2026



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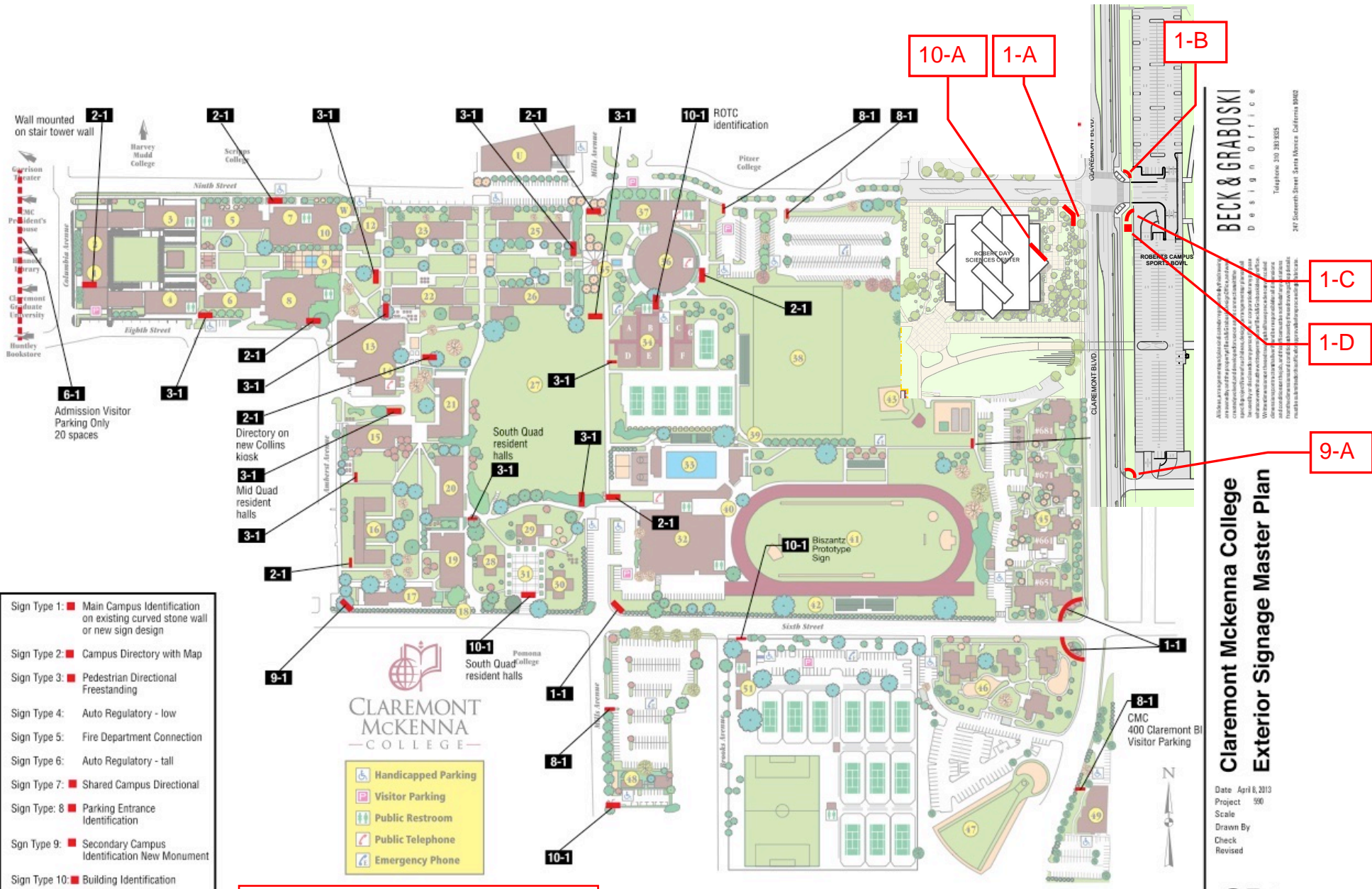
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Claremont Mckenna College
Exterior Signage Master Plan

Date February 13, 2013
Project
Scale
Drawn By
Check
Revised



1A: EXISTING RDSC MONUMENT SIGNAGE - PG 23

10A: EXISTING RDSC BUILDING SIGNAGE - PG 23

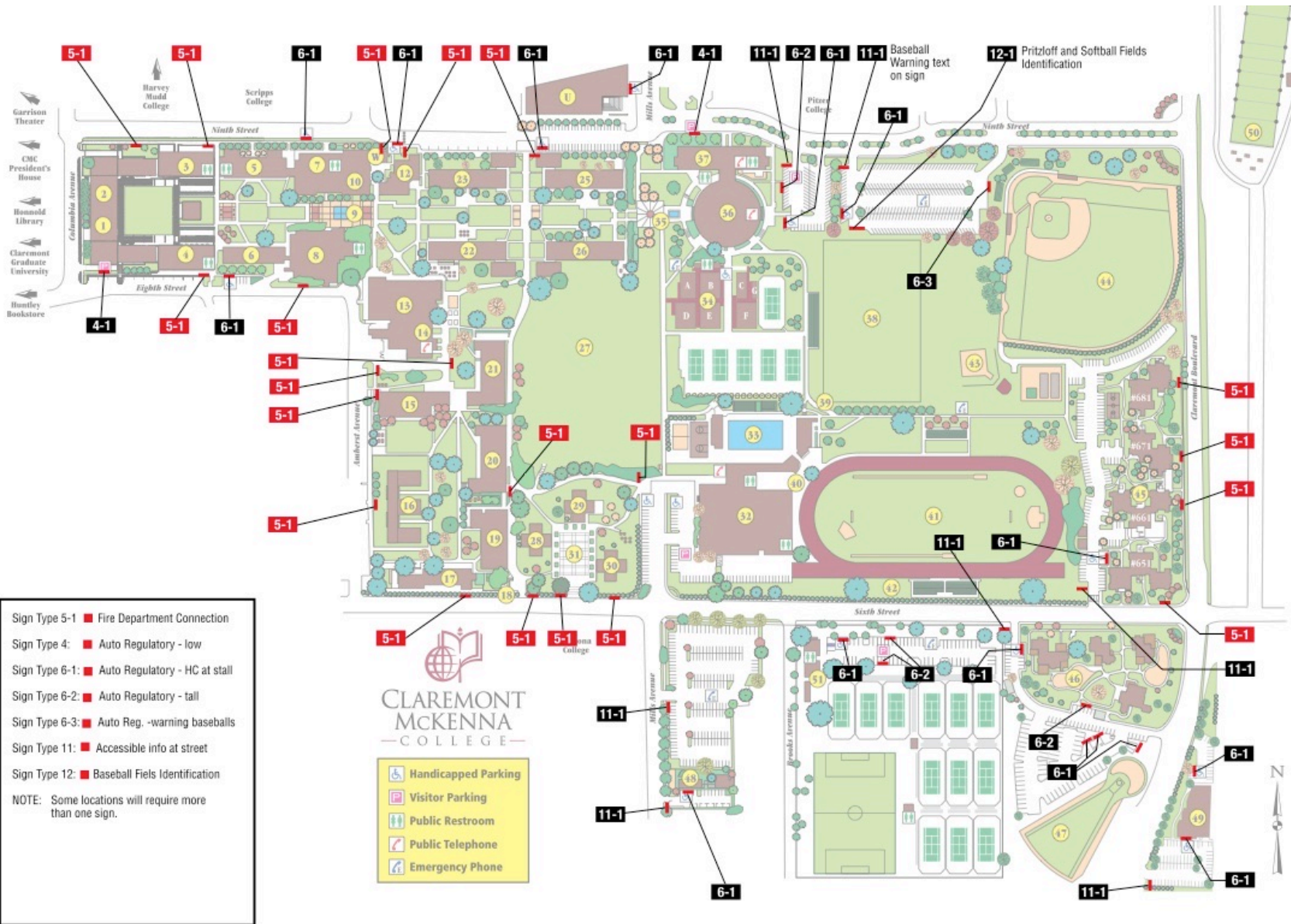
1B: SPORTS BOWL MONUMENT SIGNAGE - PG 26

1C: SPORTS BOWL MONUMENT SIGNAGE - PG 26

1D SPORTS BOWL VERTICAL ELEMENT - PG 26

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POTENTIAL ADDITIONAL SIGNAGE PG 40



- Sign Type 5-1 ■ Fire Department Connection
 - Sign Type 4: ■ Auto Regulatory - low
 - Sign Type 6-1: ■ Auto Regulatory - HC at stall
 - Sign Type 6-2: ■ Auto Regulatory - tall
 - Sign Type 6-3: ■ Auto Reg. -warning baseballs
 - Sign Type 11: ■ Accessible info at street
 - Sign Type 12: ■ Baseball Fields Identification
- NOTE: Some locations will require more than one sign.


**CLAREMONT
MCKENNA
COLLEGE**

| | |
|---|---------------------|
|  | Handicapped Parking |
|  | Visitor Parking |
|  | Public Restroom |
|  | Public Telephone |
|  | Emergency Phone |

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DESIGN OFFICE
Telephone: 951.383.8225
347 Sycamore Street, Santa Ana, California 92702

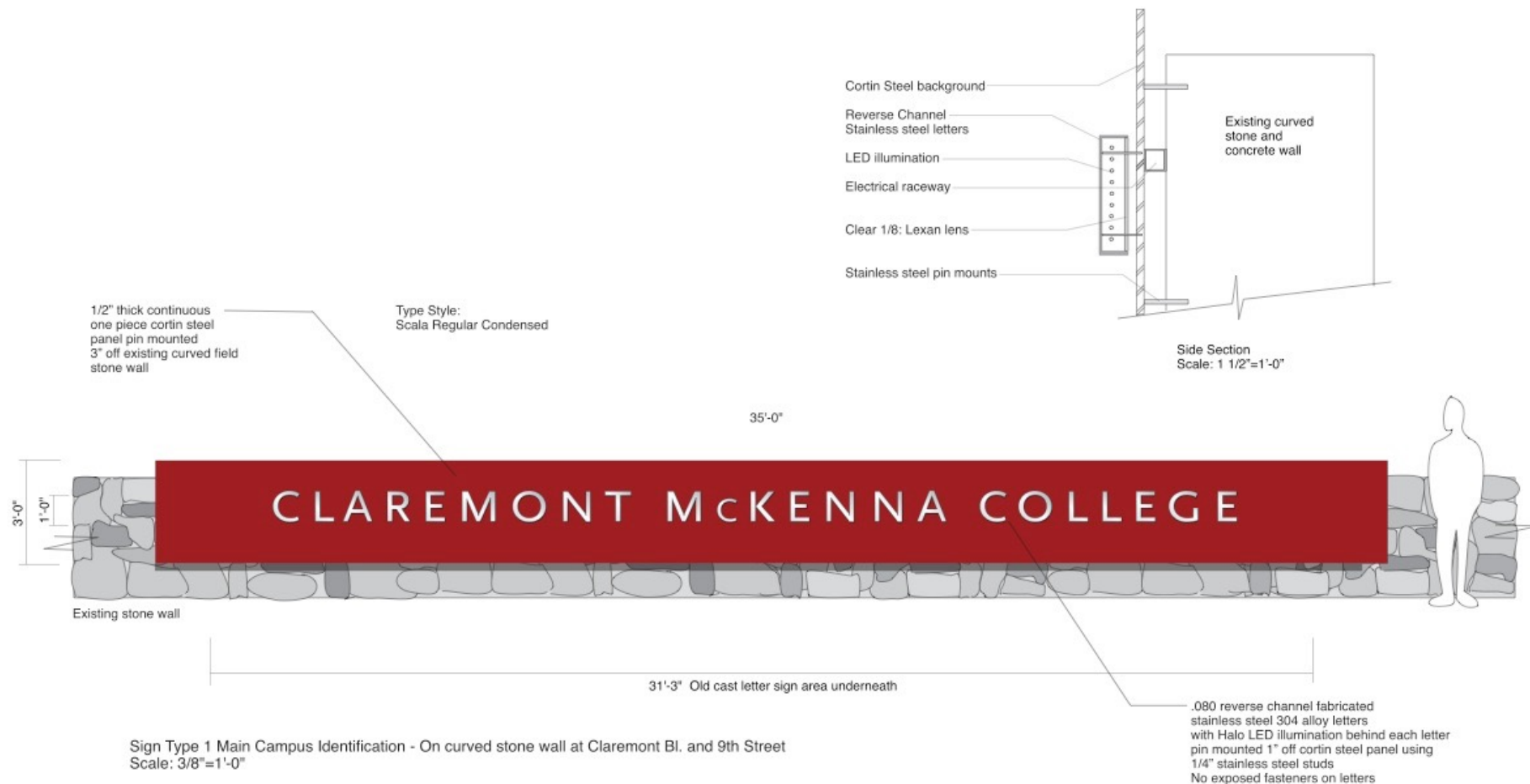
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Claremont McKenna College Exterior Signage Master Plan

Date: May 9, 2013
Project: 590
Scale:
Drawn By:
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Revised:

SP2

**MONUMENT SIGNAGE
DESIGN MODIFIED -
SEE 2015 AMENDMENT**



**Claremont Mckenna College
Exterior Signage Master Plan**

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Date: April 4, 2013
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Sign Type 1 Main Campus Identification - On curved stone wall at Claremont Bl. and 9th Street
Not to Scale

Claremont Mckenna College Exterior Signage Master Plan

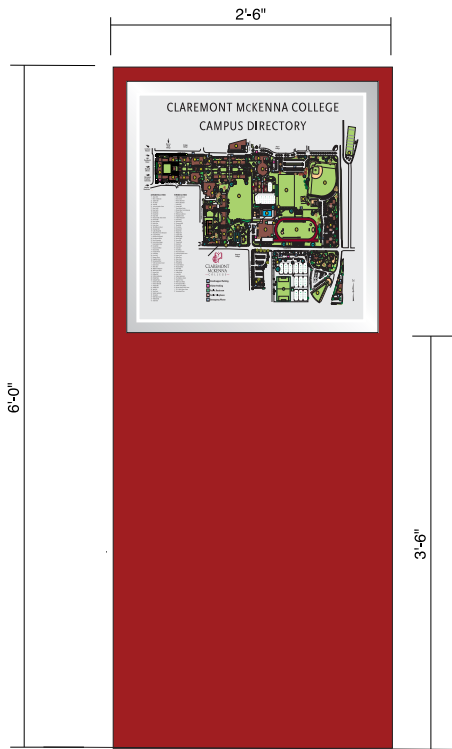
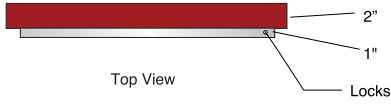
All ideas, arrangements and forms to be considered in the design of the signage system shall be the property of Beck & Graboski Design Office and shall be used only for the project for which they were developed. No part of this design shall be used for any other project without the express written consent of Beck & Graboski Design Office. While the dimensions provided in this plan shall be used as a guide, the contractor shall be responsible for the final dimensions and conditions of the job, and the contractor shall be responsible for the final details of the signage system and for the approval of the signage fabricator.

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Date April 4, 2013
Project
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1a



Front View

Sign Type 2 Campus Directory
Scale: 1"=1'-0"

.090 fabricated aluminum sign cabinet with flush mounted brushed stainless steel cabinet doors with double key locks on top and bottom

3/8" clear Lexan face

Map to be internally illuminated with LED illumination behind map and perimeter.

Concealed stainless steel piano type hinge on right side

Tamperproof, rustproof hardware as required

Sign is double faced

Cabinet to be powder coated project Rust color

Type Style:
Scala Regular Condensed

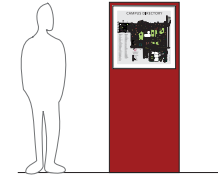


Back View - Blank

Alternate Back Design:
Shadow silk screen of CMC logo in rust color slightly lighter than the powder coated background color



Alternate Back View with logo



Elevation
Scale: 1/4"=1'-0"

Final locations to be determined on-site

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Exterior Signage Master Plan**

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Sign Type 2 Campus Directory
Scale: 1"=1'-0"

Fabricated cortin steel cabinet to match prototype tennis center material

Directory cabinet with brushed stainless 304 alloy steel cabinet doors with double key locks on top and bottom

3/8" clear Lexan face

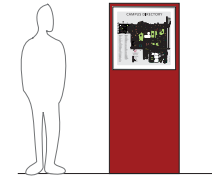
Map to be internally illuminated with LED illumination behind map and perimeter.

Alternate:
Non-illuminated sign

Concealed stainless steel piano type hinge on right side

Tamperproof, rustproof hardware as required

Type Style:
Scale Regular Condensed



Final locations to be determined on-site

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Date April 4, 2013
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2.1



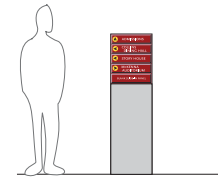
Top View



Sherman Williams
Classical Gold
SW2831

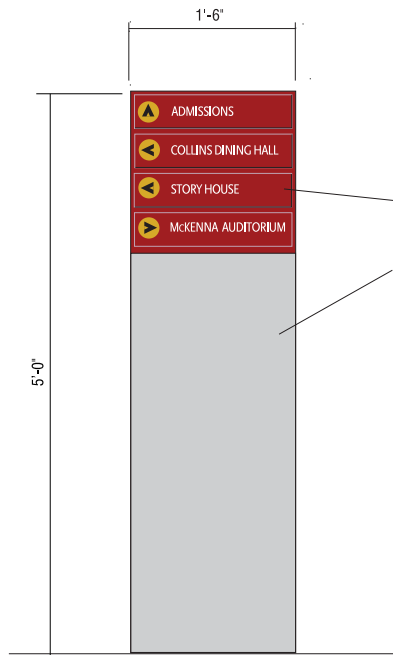


Pantone Orange Ochre
16-1253



Elevation
Scale: 1/4"=1'-0"

Final locations to be
determined on-site



Front View

.090 fabricated aluminum
sign cabinet powder coat finish
to match cortin steel color
with cut out recessed copy areas
for slide-in directional panels

Each panel is changeable
and locked in place with
tamperproof hardware

Base of cabinet to be
precast concrete to match
bollards on campus

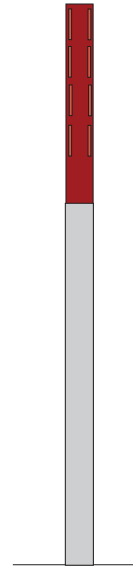
Base height may vary
depending on number of
directional panels

All corners to be break formed
with continuous welded seams
All edges to be eased to
match concrete corner detail

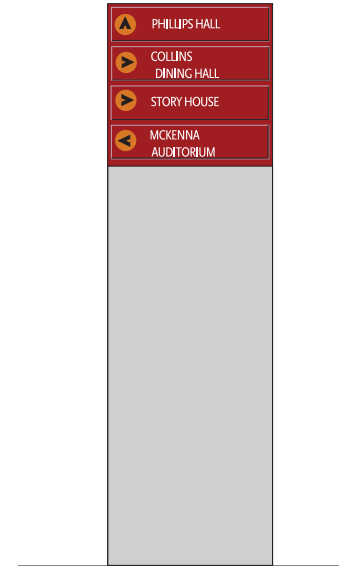
No exposed fasteners allowed

Sign footings as required
by sign fabricator

Sign is non-illuminated



End View



Back View

Sign Type 3 Pedestrian Directional
Scale: 1"=1'-0"

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Check: _____
Revised: _____





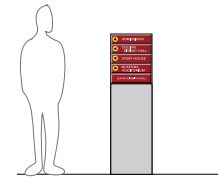
Top View



Sherman Williams
Classical Gold
SW2831

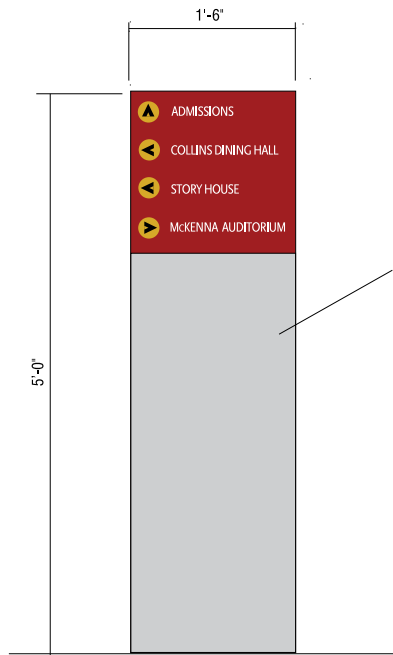


Pantone Orange Ochre
16-1253



Elevation
Scale: 1/4"=1'-0"

Final locations to be determined on-site



Front View

.090 fabricated aluminum sign cabinet powder coat finish to match cortin steel color with changeable copy panel faces front and back

Each panel is changeable and locked in place with tamperproof hardware

Base of cabinet to be precast concrete to match bollards on campus

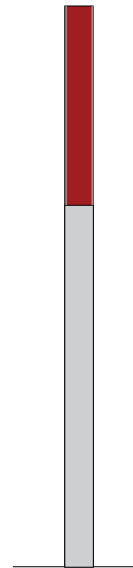
Base height may vary depending on number of directional panels

All corners to be break formed with continuous welded seams
All edges to be eased to match concrete corner detail

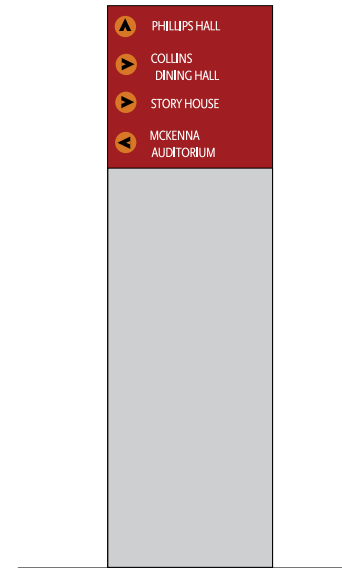
No exposed fasteners allowed

Sign footings as required by sign fabricator

Sign is non-illuminated



End View



Back View

Sign Type 3 Pedestrian Directional
Scale: 1"=1'-0"

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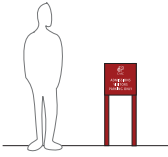
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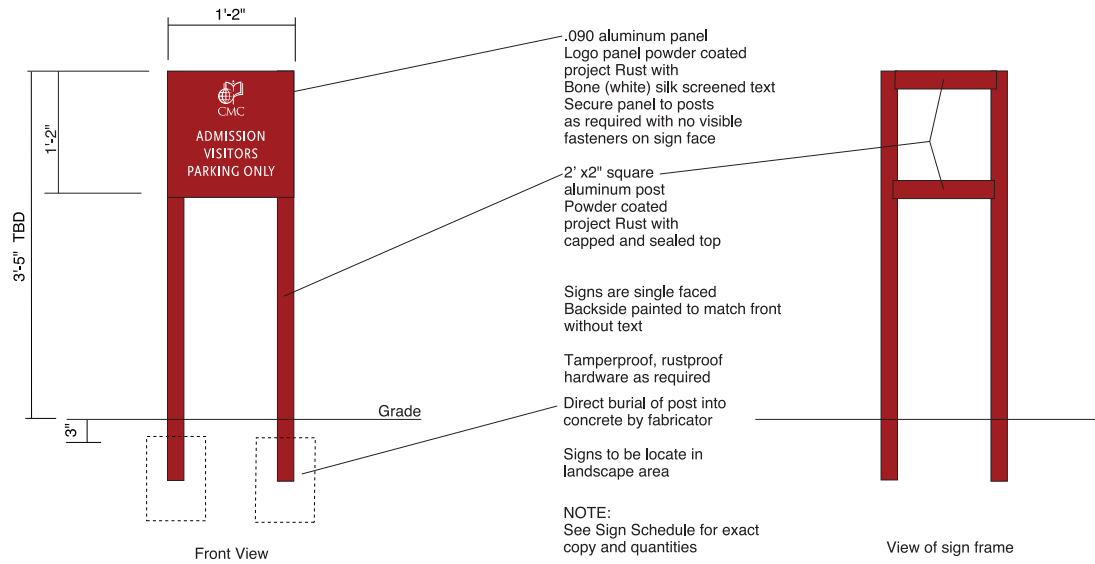
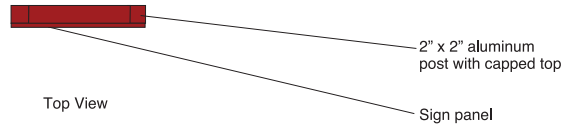
Date May 15, 2013
Project
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Check
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3a



Elevation
Scale: 1/4" = 1'-0"

Final locations to be determined on-site

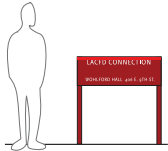


Sign Type 4 Auto Regulatory Identification
Scale: 1" = 1'-0"

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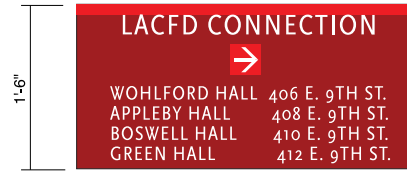
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Exterior Signage Master Plan**

| | |
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| Date | April 4, 2013 |
| Project | |
| Scale | |
| Drawn By | |
| Check | |
| Revised | |



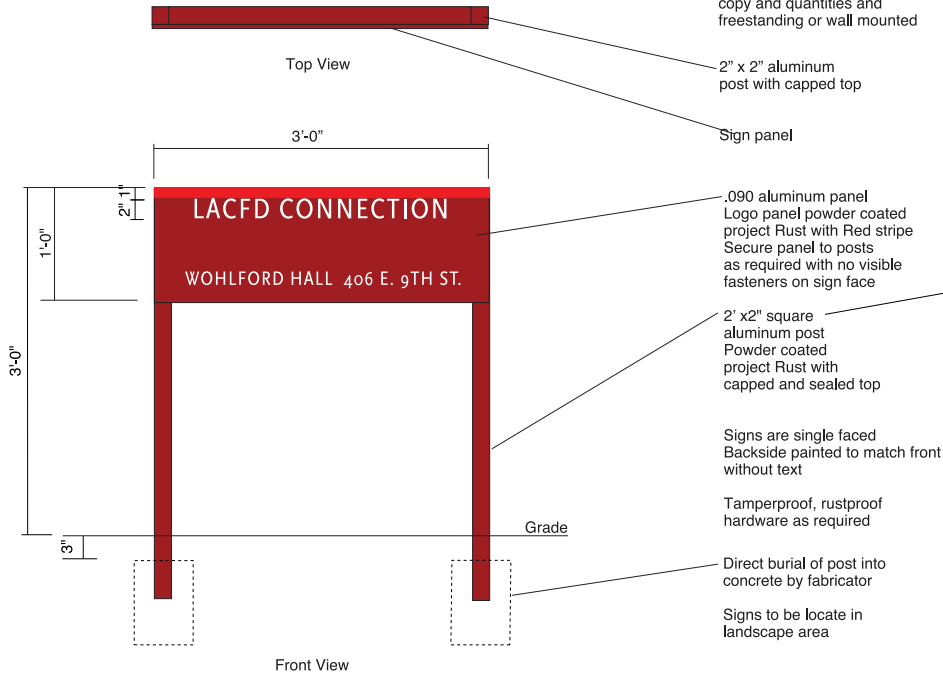
Elevation
Scale: 1/4" = 1'-0"

Final locations to be determined on-site

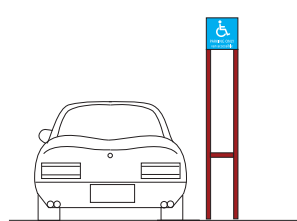


Copy Layout - 4 lines

NOTE:
See Sign Schedule for exact copy and quantities and freestanding or wall mounted

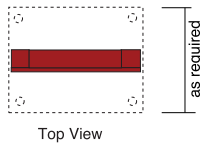


Sign Type 5 Fire Department Connection
Scale: 1" = 1'-0"



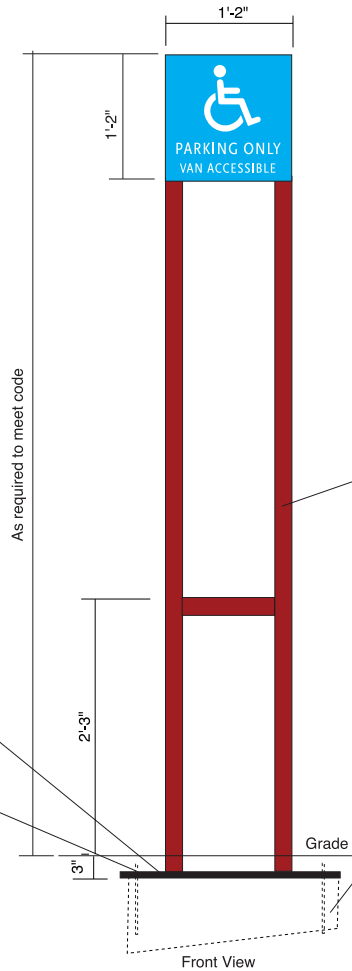
Elevation
Scale: 1/4"=1'-0"

Final locations to be
determined on-site



Top View

as required



1/2" thick aluminum
mounting plate to be
3" below grade
Fabricator to provide
specifications and
template to college
for footings

Tamperproof, rustproof
hardware as required
Coordinate with for
footing requirements

Sign Type 6 Regulatory
Scale: 1"=1'-0"



Copy Layout

.090 aluminum panel
Logo panel powder coated
project Rust with Red stripe
Secure panel to posts
as required with no visible
fasteners on sign face

2' x2" square
aluminum post
Powder coated
project Rust with
capped and sealed top

Signs are single faced
Backside painted to match front
without text

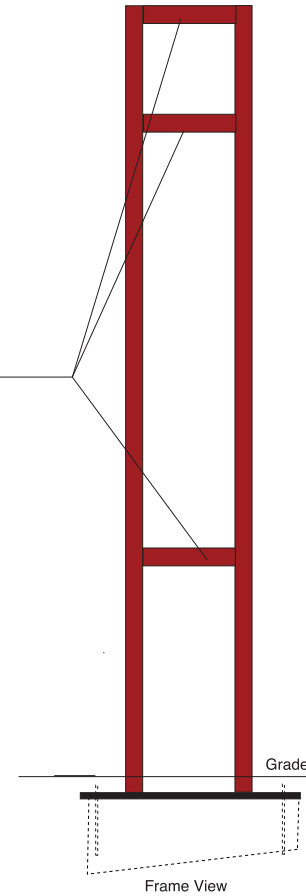
Tamperproof, rustproof
hardware as required

Footings to be
provided by college
Sign Fabricator to
coordinate with contractor
as required

ALTERNATE:

Direct burial of post into
concrete without plate

NOTE:
See Sign Schedule for exact
copy and quantities for
freestanding or wall mounted



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Exterior Signage Master Plan**

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| Date | April 4, 2013 |
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| Check | |
| Revised | |





Top View



Sherman Williams
Classical Gold
SW2831



Pantone Orange Ochre
16-1253



Elevation
Scale: 1/4"=1'-0"

Final locations to be
determined on-site



Front View

.090 fabricated aluminum
sign cabinet with 1/2" deep
push through white acrylic
letters

Sign is internally illuminated

Background powder coated
CMC Color #1

Arrow disk (yellow) to be push
through 1/4" with black opaque
screened arrows

Sign is double faced

No exposed fasteners
All edges to be continuously
welded and finished
before painting

All paint to have
U. V. inhibitors

Internal structure and
footings as required
by sign fabricator



Back View

Sign Type 8 Parking Entrance Identification
Scale: 1"=1'-0"



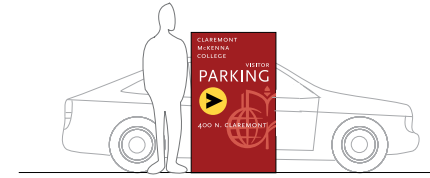
Top View



Sherman Williams
Classical Gold
SW2831

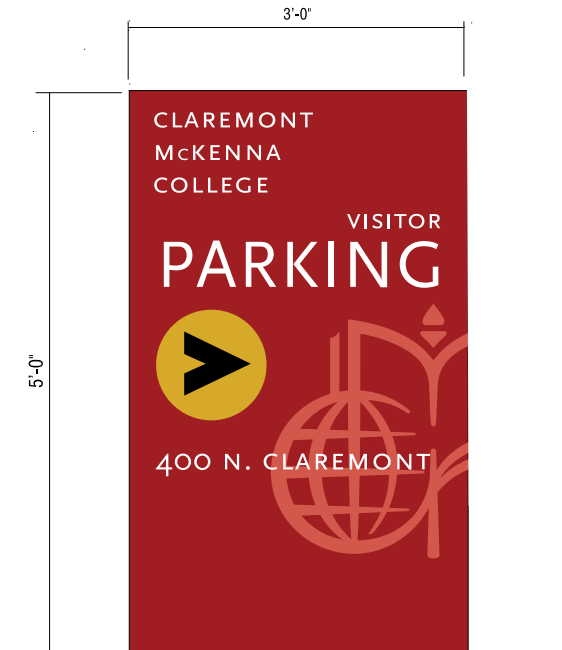


Pantone Orange Ochre
16-1253



Elevation
Scale: 1/4"=1'-0"

Final locations to be
determined on-site



Front View with logo

.090 fabricated aluminum
sign cabinet with 1/2" deep
push through white acrylic
letters

Sign is internally illuminated

Background powder coated
CMC Color #1

Arrow disk (yellow) to be push
through 1/4" with black opaque
screened arrows

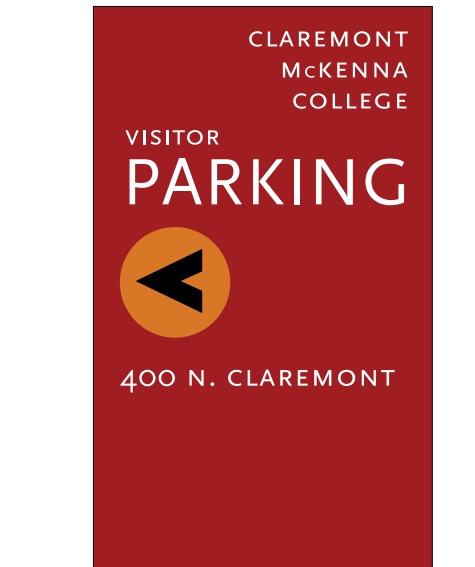
CMC logo color to be
a lighter version
of the powder coat background
color to create logo shadow look

Sign is double faced

No exposed fasteners
All edges to be continuously
welded and finished
before painting

All paint to have
U. V. inhibitors

Internal structure and
footings as required
by sign fabricator



Back View - Alternate without logo

Sign Type 8 Parking Entrance Identification
Scale: 1"=1'-0"

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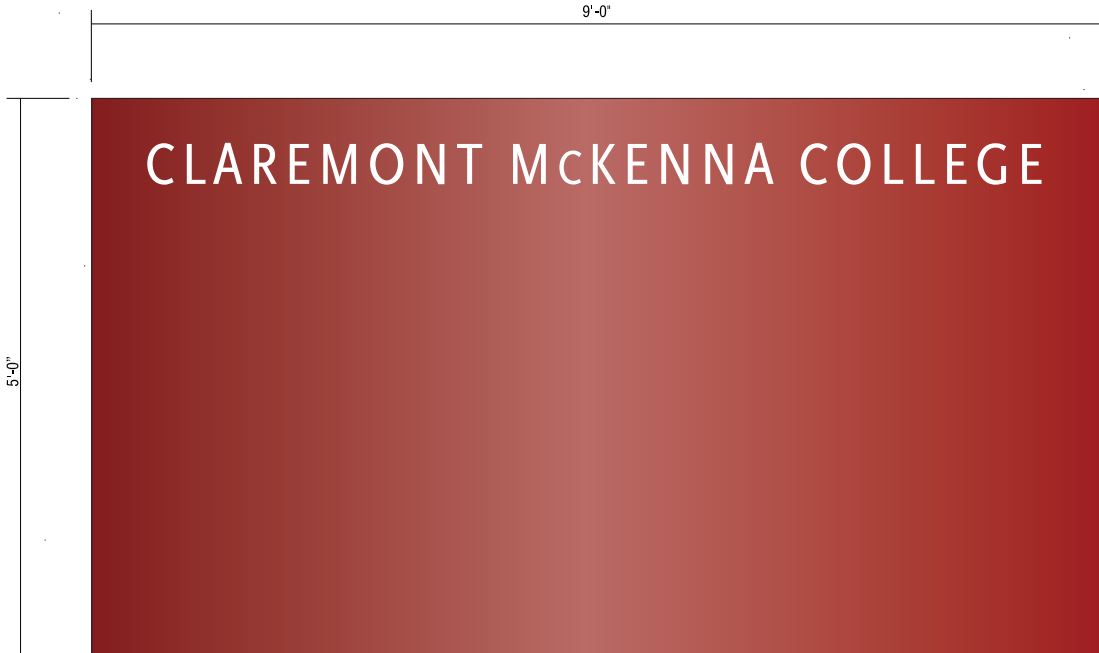
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Exterior Signage Master Plan**

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| Date | May 15, 2013 |
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8b



Top View



Sign Type 9 Secondary Campus Identification - New Monument
Scale: 1"=1'-0"



Elevation
Scale: 1/4"=1'-0"



Side View

Fabricated cortin steel sign cabinet with routed and pushed through white acrylic letters

Internally illuminated with LED illumination

Internal structure and footings as required by fabricator

Sign is single faced

Final locations to be determined

Type Style:
ScalaRegular Condensed

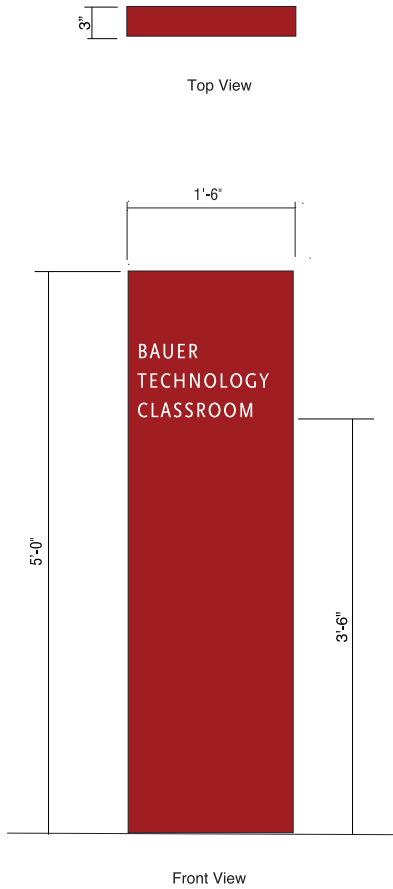
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| Project | |
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| Check | |
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Sign Type 10 Building Identification - Freestanding
Scale: 1"=1'-0"

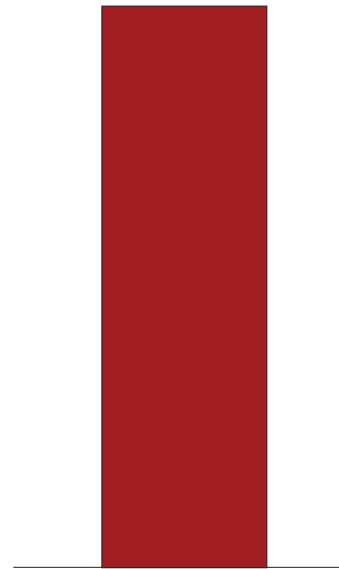
.090 fabricated aluminum sign cabinet with 1/4" thick painted aluminum letters pin mounted flush to sign panel with concealed rustproof mechanical fasteners

CMC logo to be waterjet cut and backed with brushed stainless steel panel mechanically fastened to backside of sign cabinet

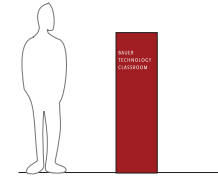
Sign is double faced

CMC graphic to be deep etched and paint filled color #2

Type Style:
Scala Regular Condensed



Back View



Elevation
Scale: 1/4"=1'-0"

Final locations to be determined on-site

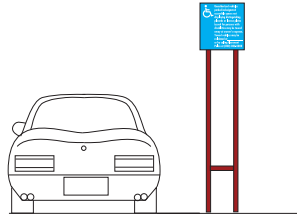
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Design Office

Telephone 310 383 8825
247 Sixteenth Street Santa Monica, California 90402

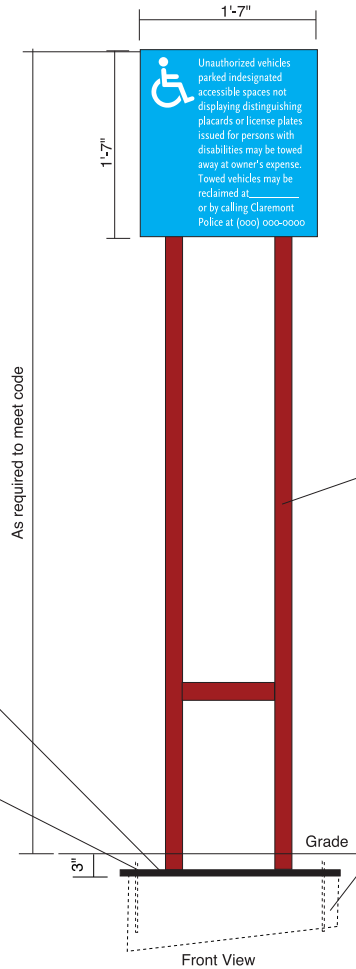
**Claremont Mckenna College
Exterior Signage Master Plan**

Date April 4, 2013
Project
Scale
Drawn By
Check
Revised



Elevation
Scale: 1/4"=1'-0"

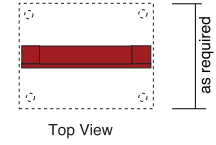
Final locations to be
determined on-site



1/2" thick aluminum
mounting plate to be
3" below grade
Fabricator to provide
specifications and
template to college
for footings

Tamperproof, rustproof
hardware as required
Coordinate with for
footing requirements

Sign Type 6 Regulatory
Scale: 1"=1'-0"



Top View

as required

.090 aluminum panel
Logo panel powder coated
project Rust
Secure panel to posts
as required with no visible
fasteners on sign face

2' x 2" square
aluminum post
Powder coated
project Rust with
capped and sealed top

Signs are single faced
Backside painted to match front
without text

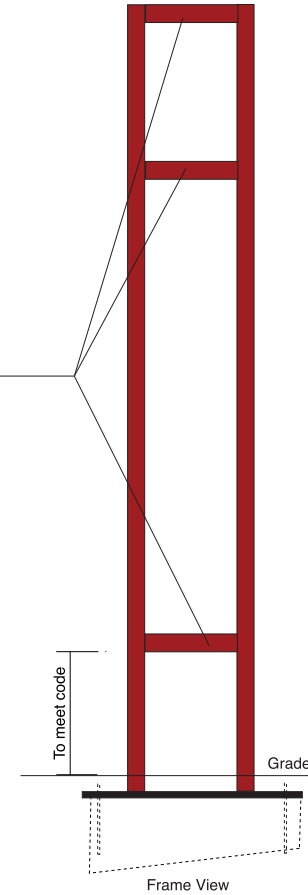
Tamperproof, rustproof
hardware as required

Footings to be
provided by college
Sign Fabricator to
coordinate with contractor
as required

ALTERNATE:

Direct burial of post into
concrete without plate

NOTE:
See Sign Schedule for exact
copy and quantities and
freestanding or wall mounted



To meet code

Grade

Frame View

BECK & GRABOSKI
D E S I G N O F F I C E

Telephone 310 383 8225
247 Sixteenth Street, Santa Monica, California 90402

All ideas are preliminary and subject to change without notice. Beck & Graboski Design Office is not responsible for any errors or omissions in this drawing. The user of this drawing is responsible for its use. Beck & Graboski Design Office is not responsible for any errors or omissions in this drawing. The user of this drawing is responsible for its use.

Claremont Mckenna College Exterior Signage Master Plan

| | |
|----------|---------------|
| Date | April 4, 2013 |
| Project | |
| Scale | |
| Drawn By | |
| Check | |
| Revised | |



SPORTS BOWL MONUMENT SIGNAGE

February 11th, City Submission



moore ruble yudell
architects & planners



CONTENTS

1. EXECUTIVE SUMMARY
2. OVERVIEW
3. EXISTING AND PROPOSED SIGNAGE
4. MATERIALS
5. ELEVATIONS
6. 3D VIEWS (DAY AND NIGHT)
7. SECONDARY SIGNAGE



CLAREMONT MCKENNA COLLEGE

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Site Design

The sign design for the Sports Bowl is intended to reinforce the established family of Claremont McKenna College (CMC) monument signage along the campus perimeter, while responding to the unique visibility and gateway conditions of the Sports Bowl site. The proposed monument signs at the Claremont Boulevard and campus entrances are scaled appropriately for this setting and follow the previously approved CMC signage criteria in both material palette and design composition, maintaining continuity with the broader campus identity.

A deliberate exception to this established signage vocabulary is introduced at the southeast corner of Claremont Boulevard and 9th Street in the form of a vertical landmark sign. Positioned at a prominent intersection, this vertical element is scaled for long-range visibility and serves as a clear visual marker identifying the Sports Bowl. Given the absence of visible campus buildings along Claremont Boulevard, the vertical sign plays a critical role in establishing presence, signifying entry, and announcing the campus from the public right-of-way. Together, the monument and vertical signage elements create a cohesive and legible gateway sequence that is consistent with CMC's design language while addressing the specific urban and visual conditions of the site.

Signage Design

The proposed signage for the Sports Bowl extends the established family of CMC perimeter monument signs. Monument signs at the Claremont Boulevard and campus entrances are scaled to reflect the Sports Bowl context and are consistent with previously approved CMC signage in materials, proportions, and overall design composition.

- The signage program maintains continuity with the existing CMC campus identity and City-approved signage standards.
- A vertical landmark sign is proposed at the southeast corner of Claremont Boulevard and 9th Street as a limited exception to the established signage typology.
- The vertical sign is located at a major intersection and is scaled to enhance visibility and wayfinding for the Sports Bowl.
- Due to the absence of visible campus buildings along Claremont Boulevard, the vertical sign serves as a primary identifier and clearly marks the campus entry from the public right-of-way.
- Overall, the proposed signage balances consistency with the CMC signage program while addressing site-specific visibility and functional requirements.

Lighting Design

The proposed signage lighting design continues the established lighting language used throughout the campus.

- Lettering will consist of reverse-channel, backlit letters constructed of brushed aluminum, matching the signage at the Robert Day Science Center.
- Corten steel elements will be backlit to create a soft wash of light across the adjacent concrete surfaces.
- The walls themselves will incorporate a continuous uplight at the base to enhance visibility and legibility.

Future Signage

Additional future monument signage is being developed at key points of entry to the CMC campus. While not yet fully designed, their proposed locations are identified in this document. These future signage will be consistent with the current CMC signage program and will utilize the same materials, massing, lettering, and other design elements.

EXISTING CAMPUS MONUMENT SIGNAGE



6TH AND AMHERST



6TH AND MILLS



9TH AND CLAREMONT

NEW CAMPUS SIGNAGE

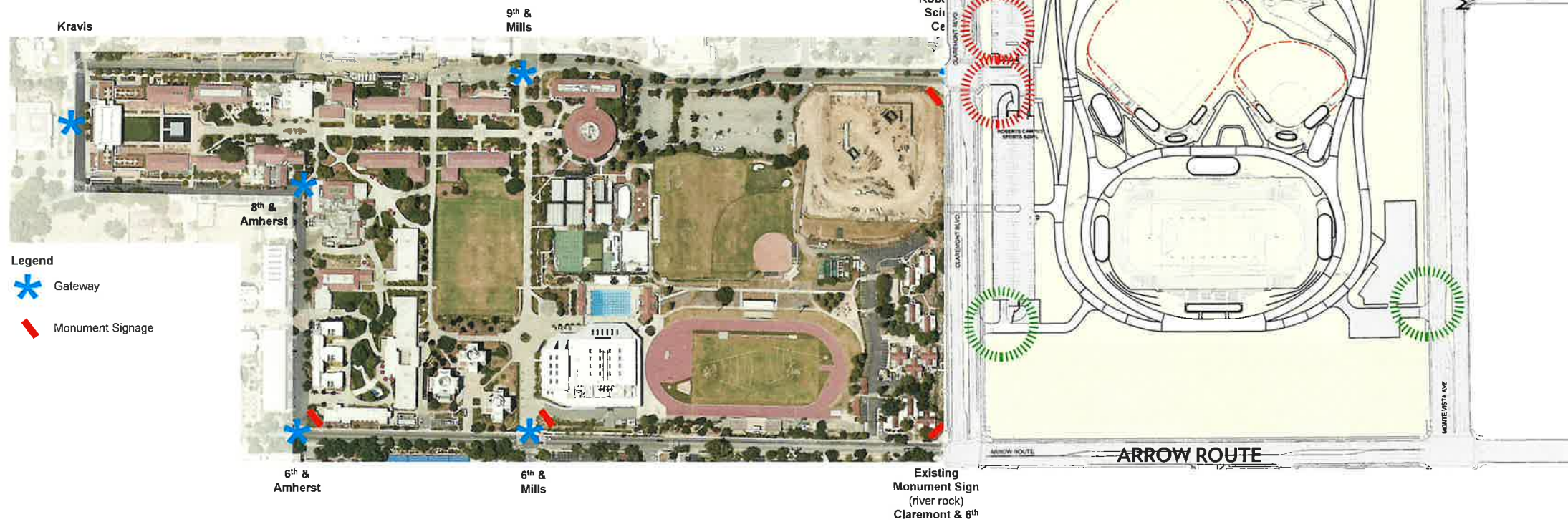
NEW SIGNAGE



1. PRIMARY



2. SECONDARY



MATERIAL LIBRARY - EXISTING SIGNAGE

MATERIALS



MESA BUFF



CORTEN

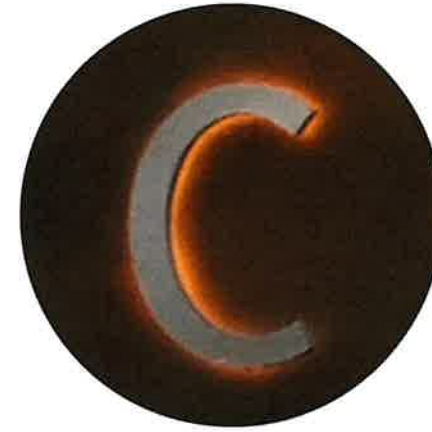
LETTERING



CUT OUT



BACKLIT



REVERSE CHANNEL

LANDSCAPE



FOREST PANSY

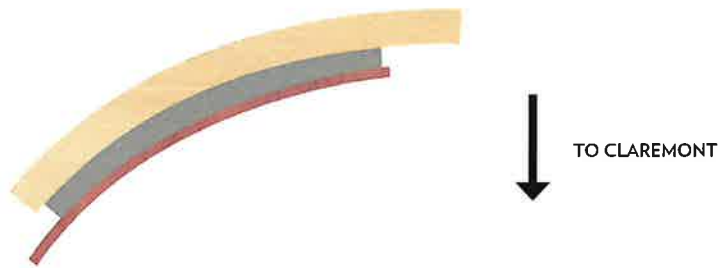


ENGELMANN OAK

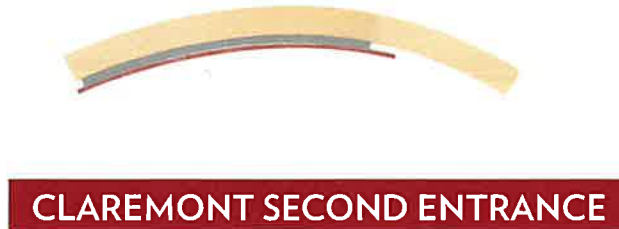


MAHONIA

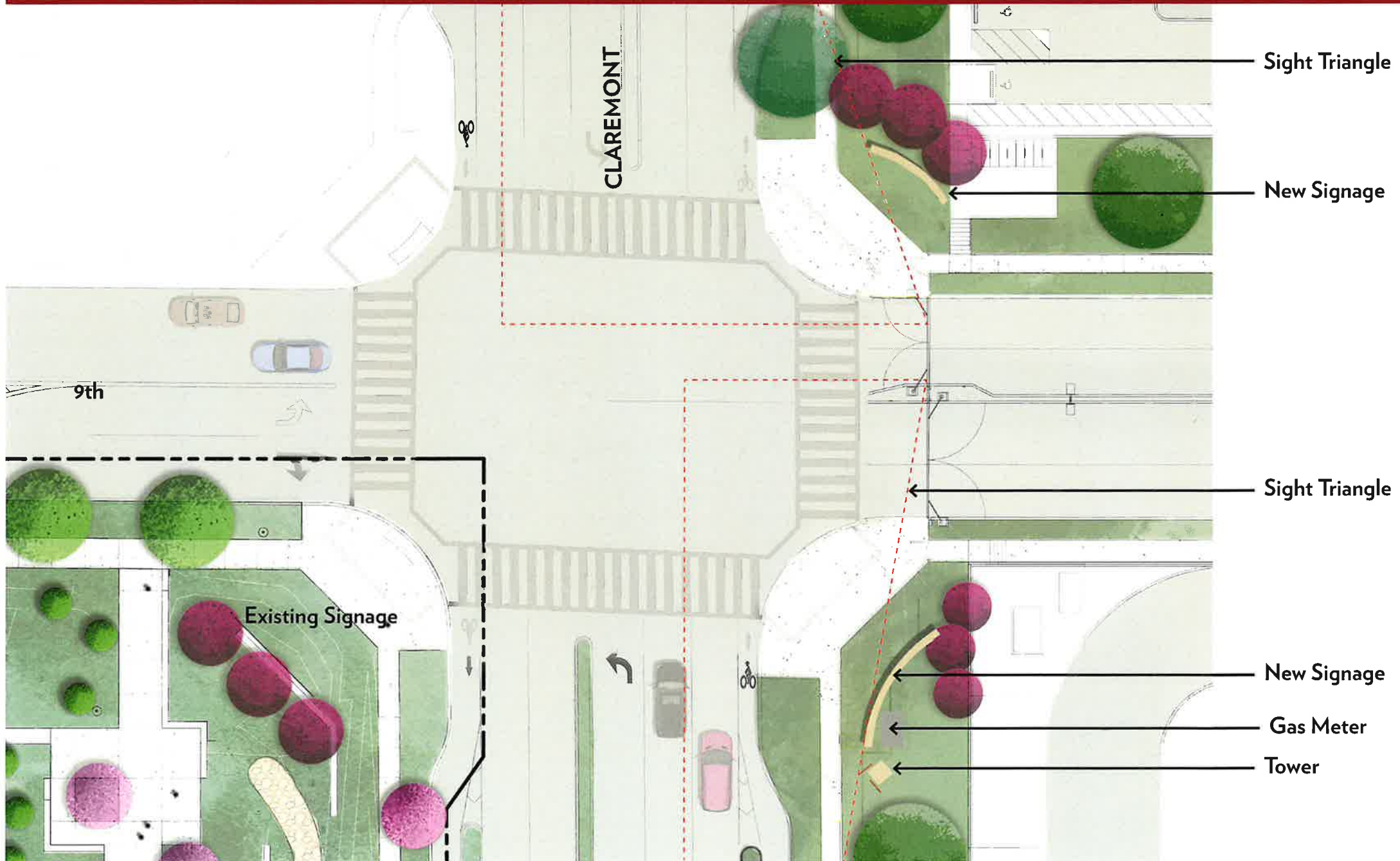
SIGNAGE FAMILY



CLAREMONT & 9th



CLAREMONT & 9th SITE PLAN



VIEW LOOKING NORTH



VIEW LOOKING EAST



VIEW LOOKING SOUTH



VIEW LOOKING SOUTH ENLARGED



CORTEN



REVERSE CHANNEL

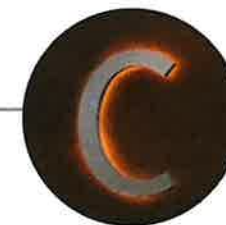


MESA BUFF



8" LETTERS

REVERSE CHANNEL



10" LETTERS

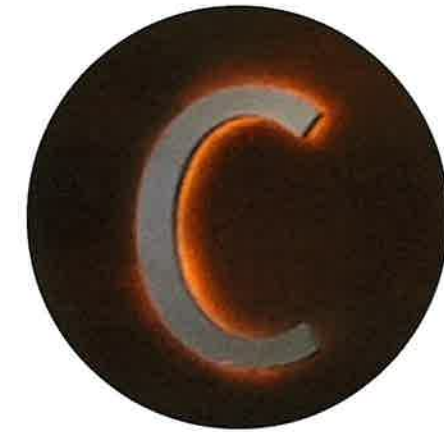
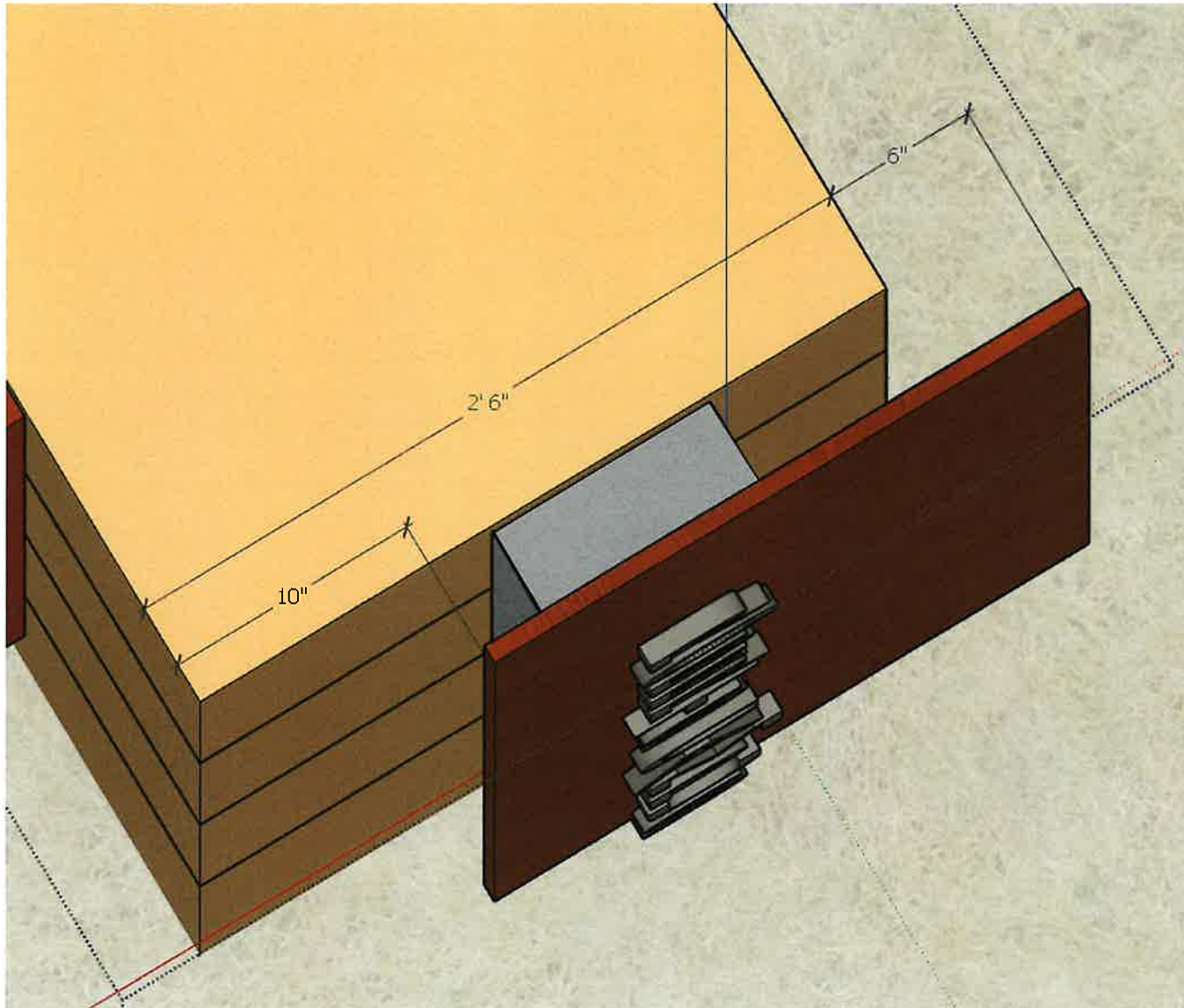
NOTE: NAME IS PLACEHOLDER, SUBJECT TO CHANGE

VIEW LOOKING NORTH ENLARGED



NOTE: NAME IS PLACEHOLDER, SUBJECT TO CHANGE

DIMENSIONS OF TOWER



8" REVERSE CHANNEL



Aluminum box surrounds structural supports and electronics - matching existing RDSC signage

VIEW LOOKING SOUTH



VIEW LOOKING SOUTH - ENLARGED



REVERSE
CHANNEL

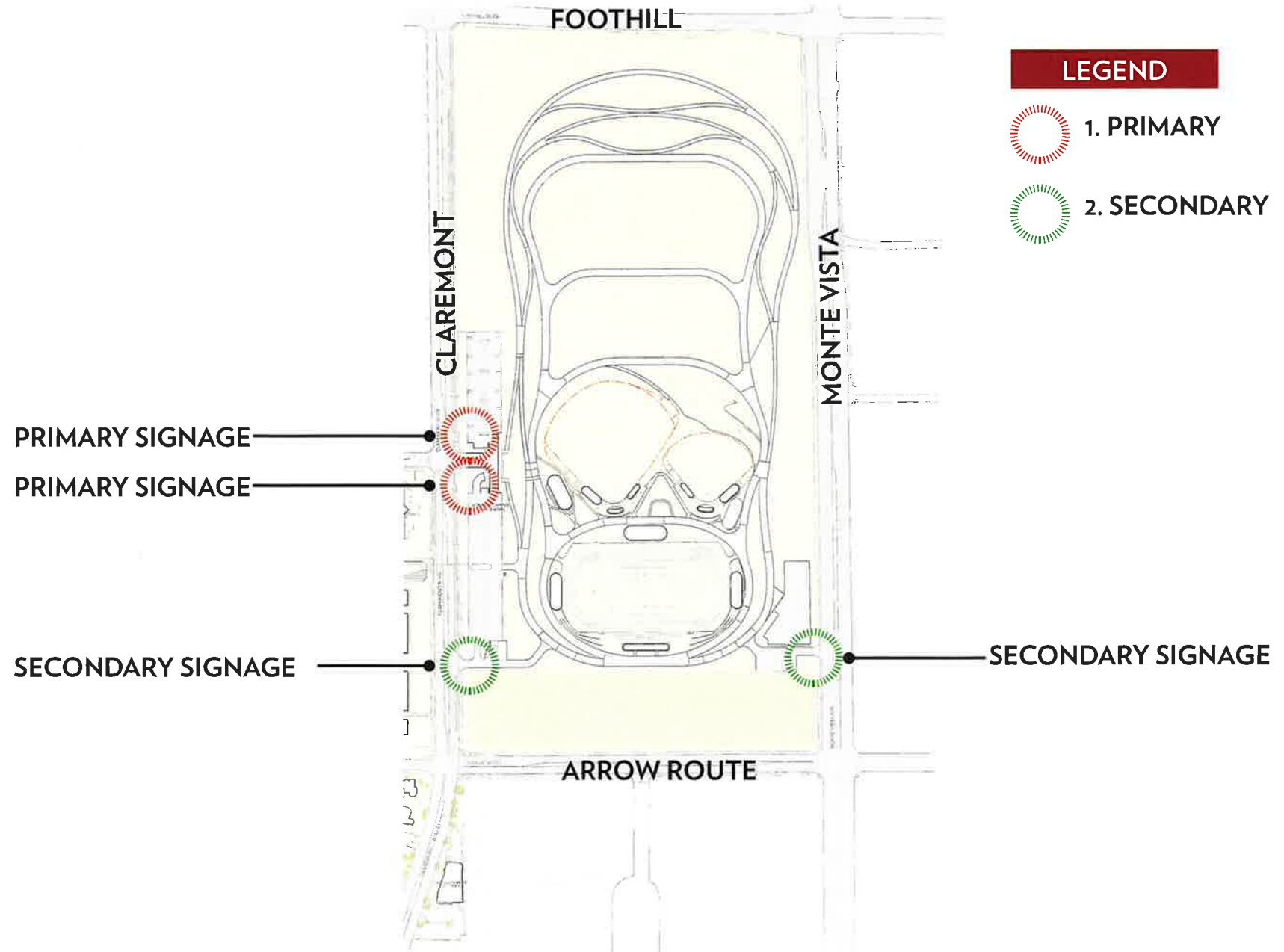
LED BEHIND
CORTEN

LED UPLIGHTING
WALL

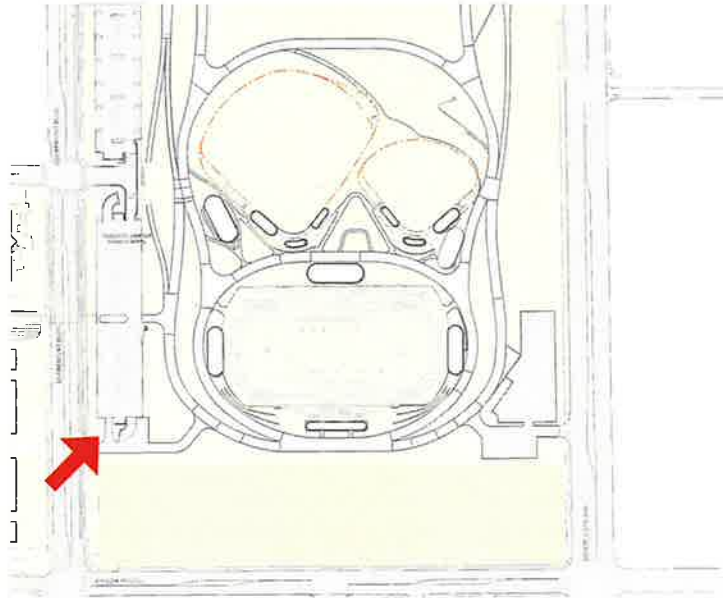
VIEW LOOKING NORTH



PROPOSED SIGNAGE HIERARCHY/LOCATION



CLAREMONT SECONDARY ENTRANCE



CORTEN



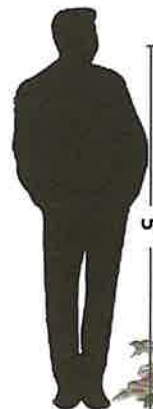
REVERSE CHANNEL



MESA BUFF



8" LETTERS



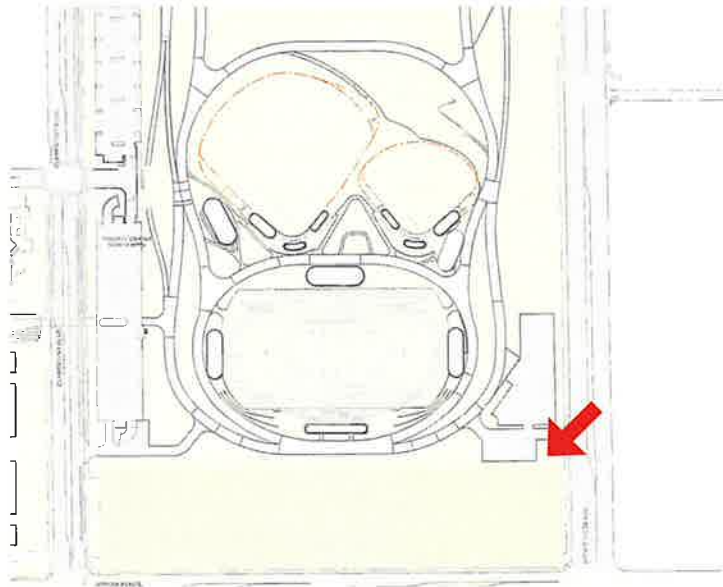
5'

CLAREMONT MCKENNA COLLEGE
"DONOR" SPORTS BOWL

4'

13'

MONTE VISTA ENTRANCE

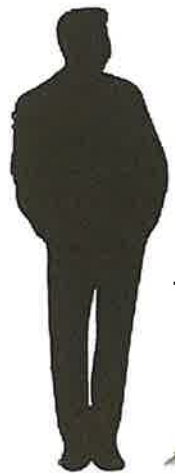


REVERSE CHANNEL

MESA BUFF

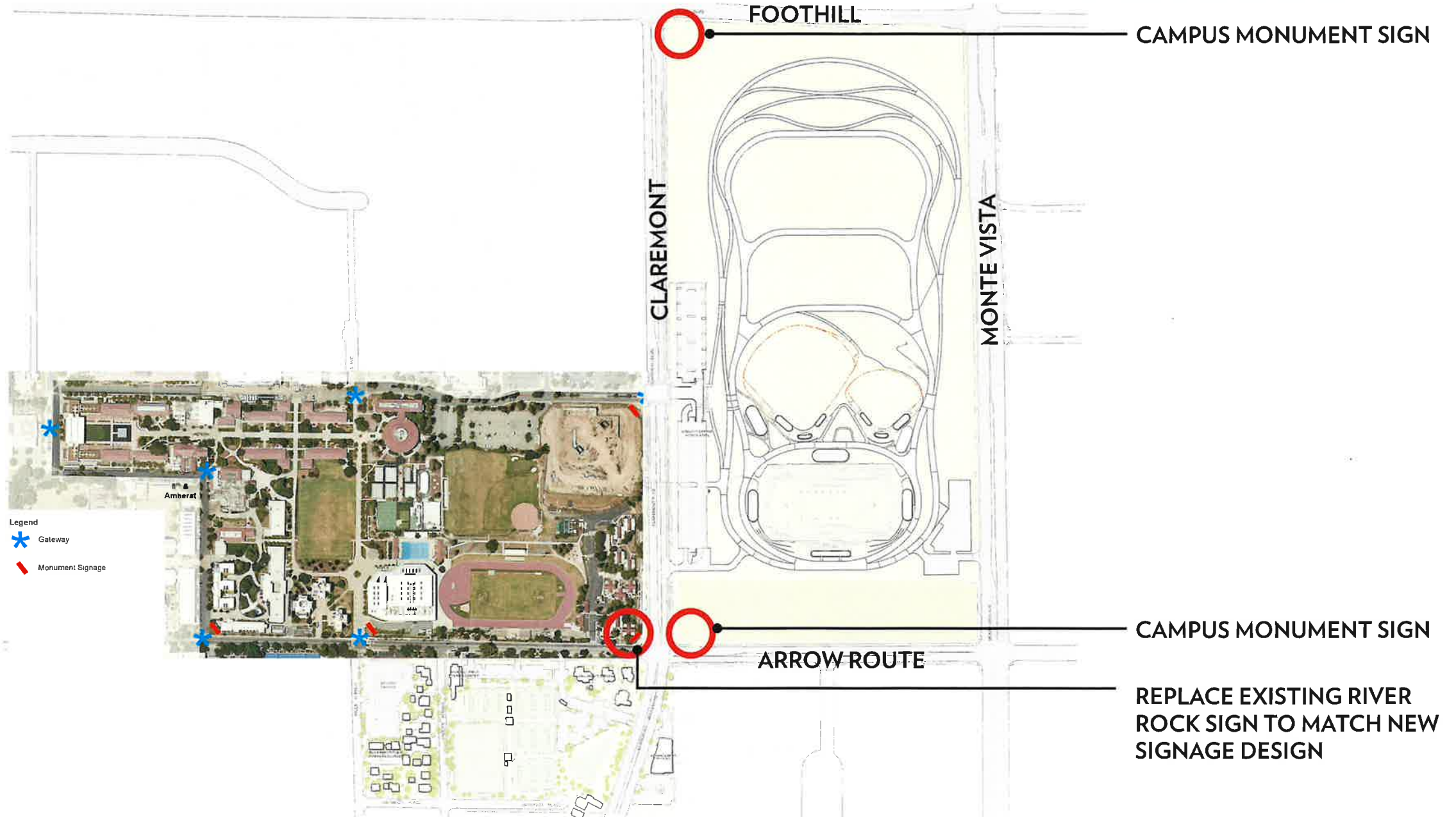


6" LETTERS



NOTE: SIGNAGE HERE OUTSIDE CITY OF CLAREMONT -
JUST SHOWN FOR REFERENCE

POTENTIAL FUTURE SIGNAGE



SUMMARY:

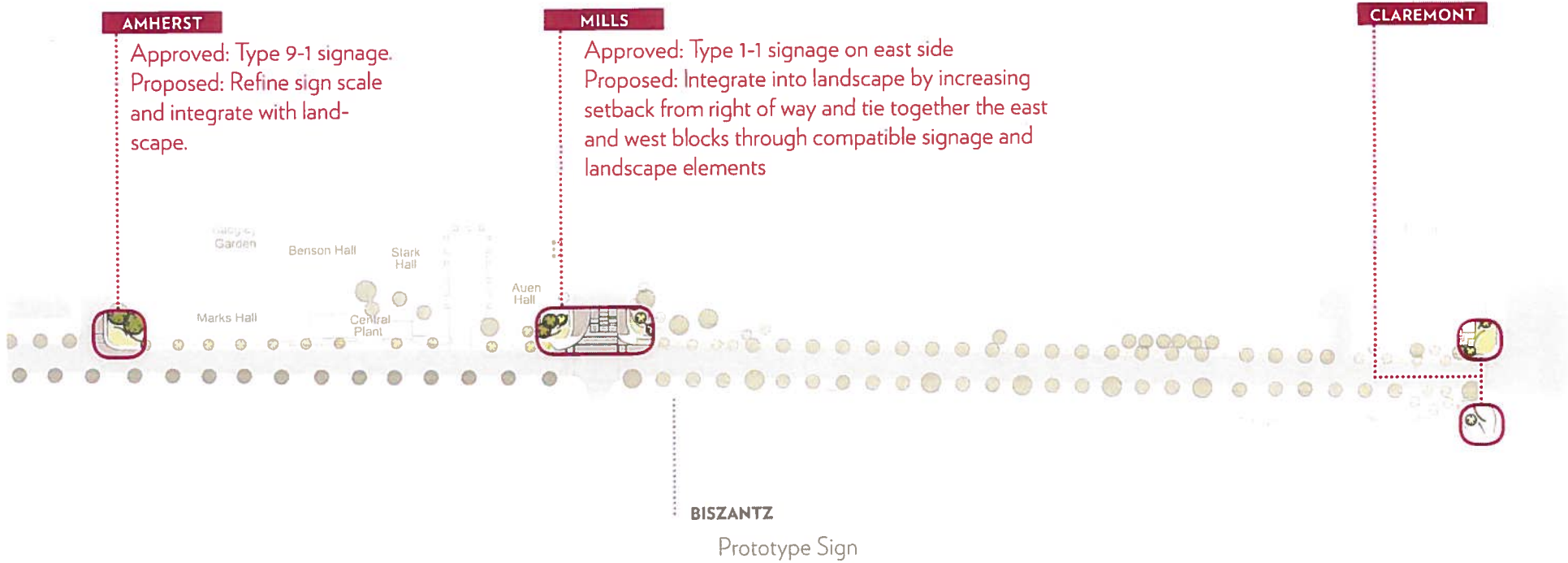
The purpose of this document is to confirm design dimension and scope refinements for the monument signs along 6th street between Amherst and Claremont. Amendments to the signage masterplan (Beck and Graboski 10/15/2013) will be made pending approval of the proposed refinements.

OUTLINE:

- PROPOSED AREAS OF DESIGN REFINEMENT
- OVERVIEW OF 6TH STREET: SIGNAGE LOCATIONS
- BISZANTZ CENTER SIGN (PRECEDENT)
- SIGNAGE AT AMHERST AVE.
- SIGNAGE AT MILLS AVE.

Signage Overview

6th Street Design



Signage Overview

CORTEN Sign at Biszantz Center



 CUT-OUT LETTERING @ 5 1/2"

 CORTEN STEEL

 RIVER ROCK BENCH

PROTOTYPE SIGN: 5 1/2" LETTERING

Signage Overview

Material Palette Vignette



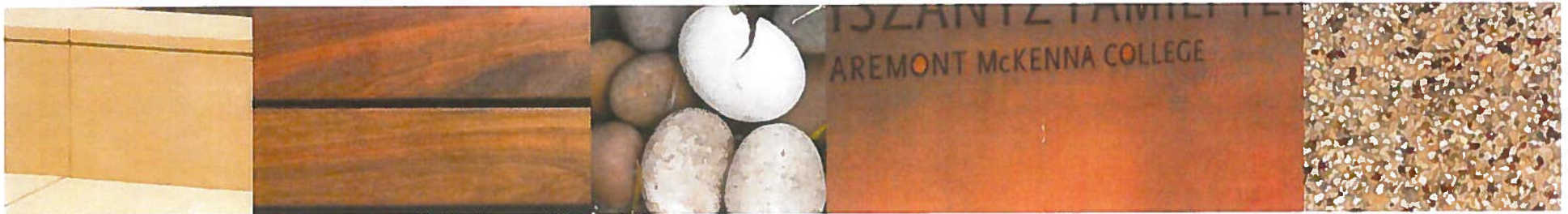
TREES



PLANTS



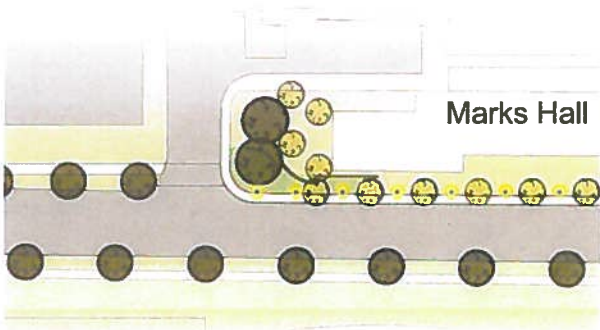
GROUND COVER



HARDSCAPE

Signage Overview: Previously Proposed Signage (MRY 5/28/2014)

Amherst Signage

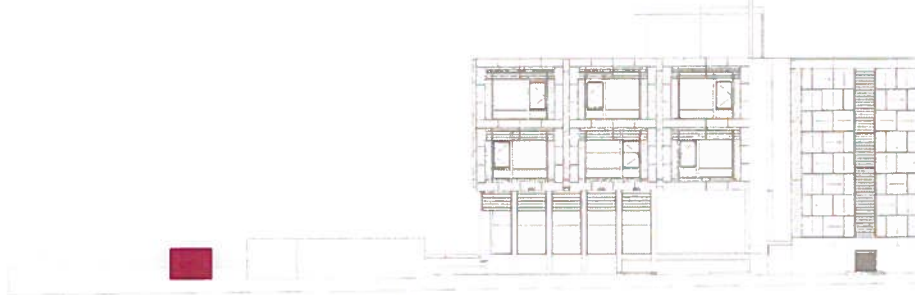
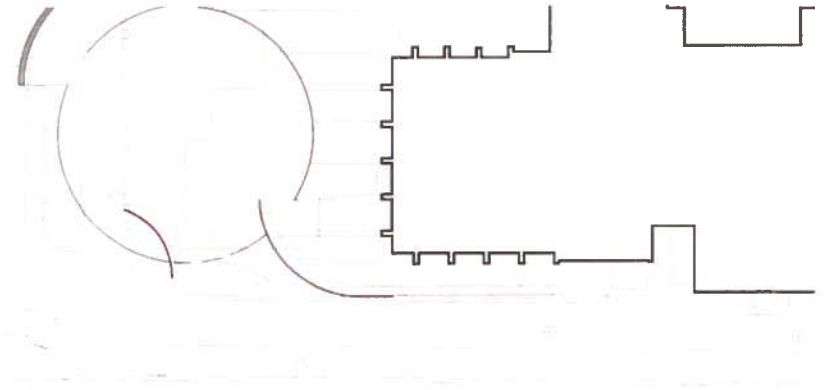
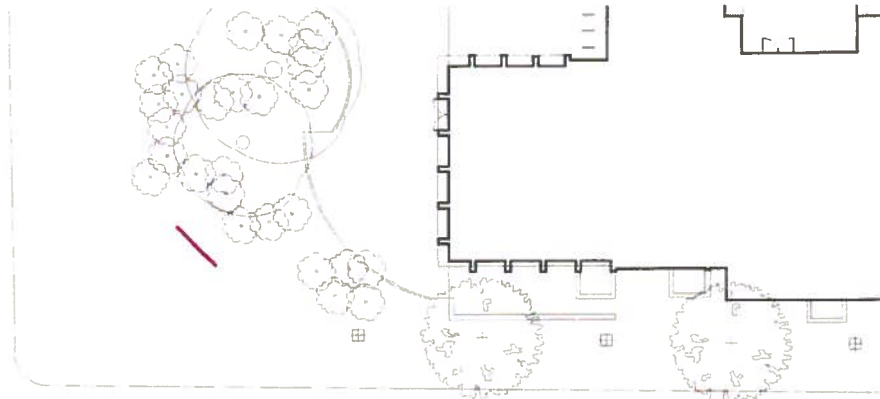


PREVIOUSLY PROPOSED SIGNAGE (MRY 5/28/2014)

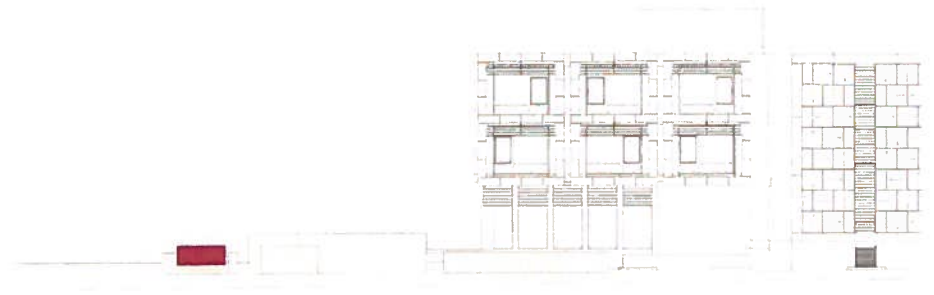


Signage Overview

Amherst Signage - Context



CITY APPROVED SIGNAGE (Beck and Graboski 10/15/2013)

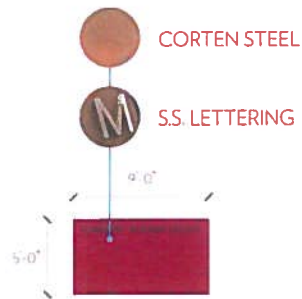


PROPOSED SIGNAGE (MRY Refined 4/2/2015)

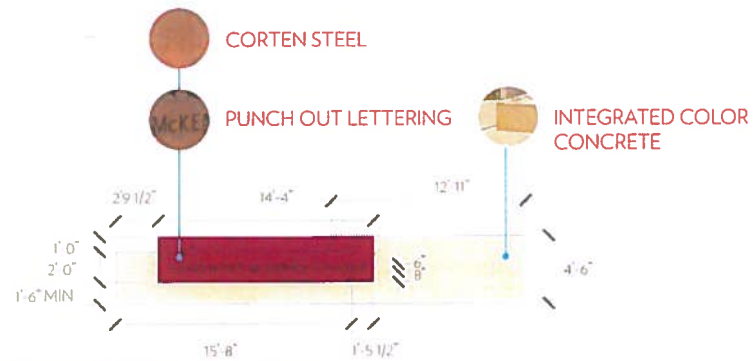


Signage Overview

Amherst Signage - Dimensions



CITY APPROVED SIGNAGE: 4-1/2" LETTERING
(Beck and Graboski 10/15/2013)

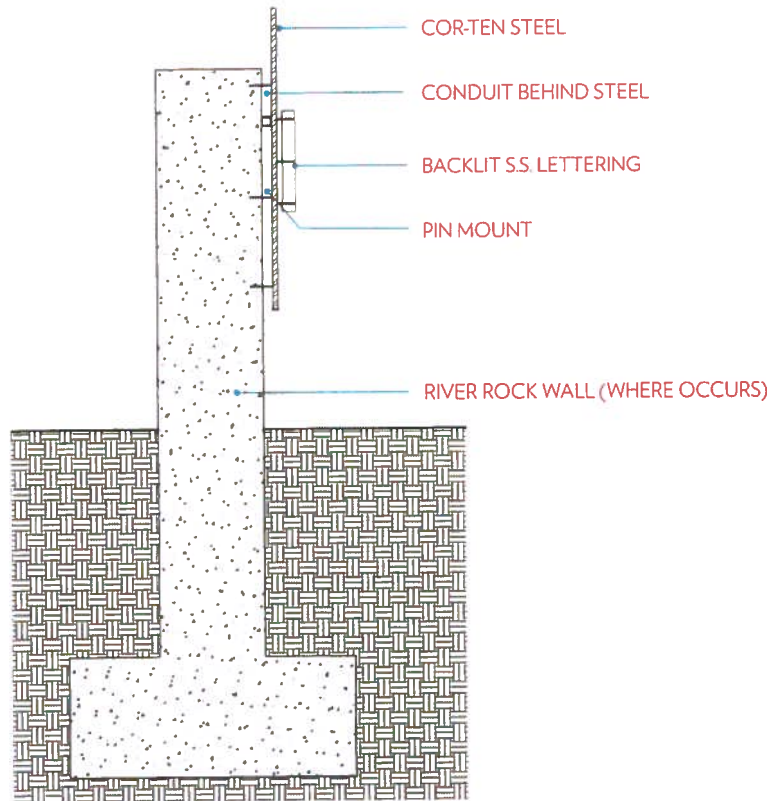


PROPOSED SIGNAGE: 6" LETTERING
(MRY Refined 4/2/2015)

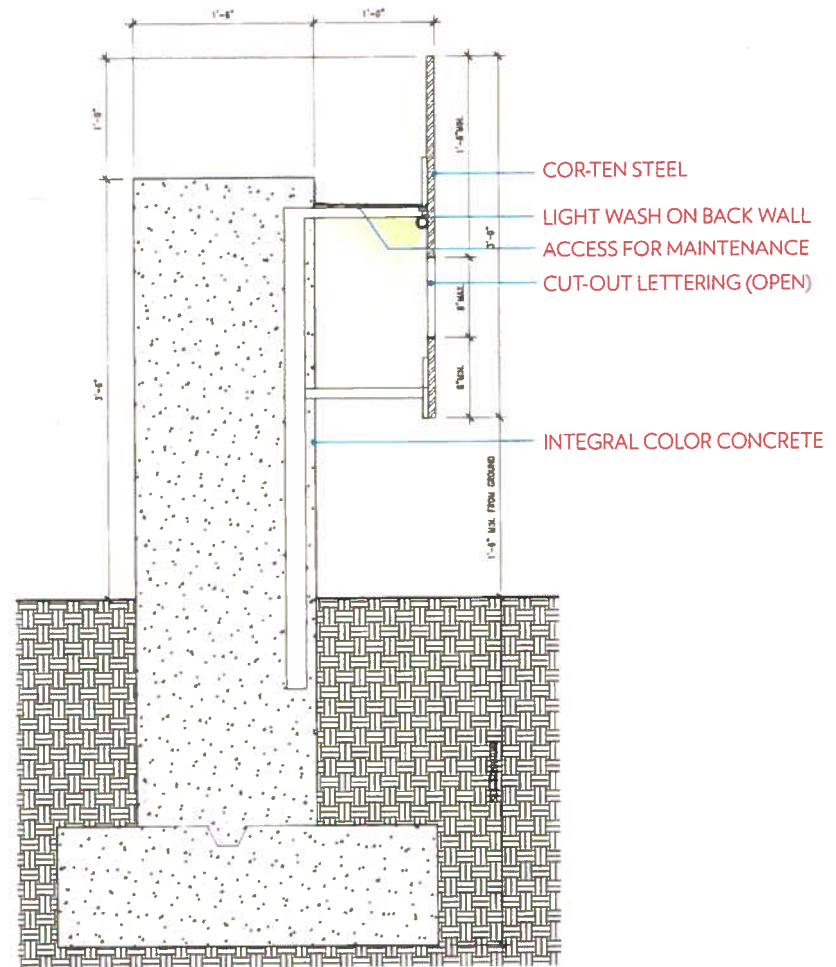


Signage Overview

Signage - Detail Section



CITY APPROVED SIGNAGE DETAIL



PROPOSED SIGNAGE DETAIL

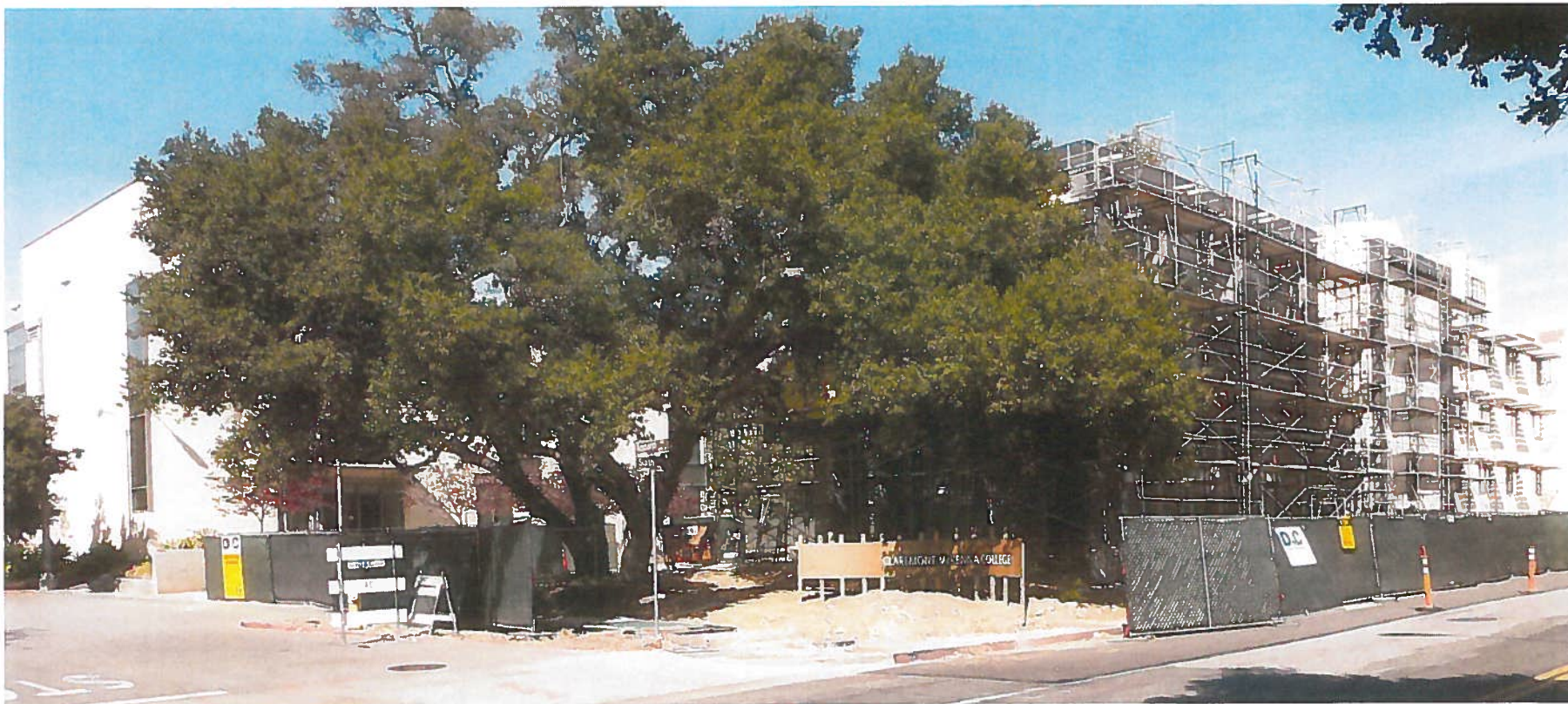
Signage Overview

Amherst Signage - Perspective



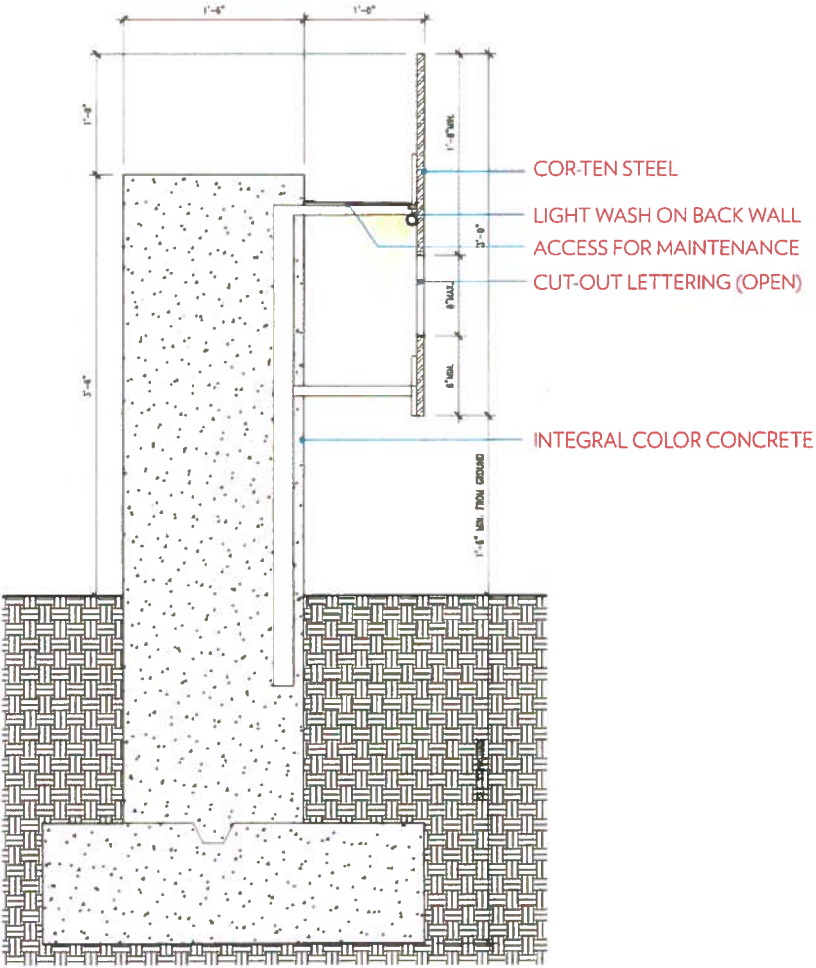
Signage Overview

Site Mock Up - Amherst and 6th Street



Signage Overview

Lighting Detail - Day and Night



SIGNAGE DETAIL



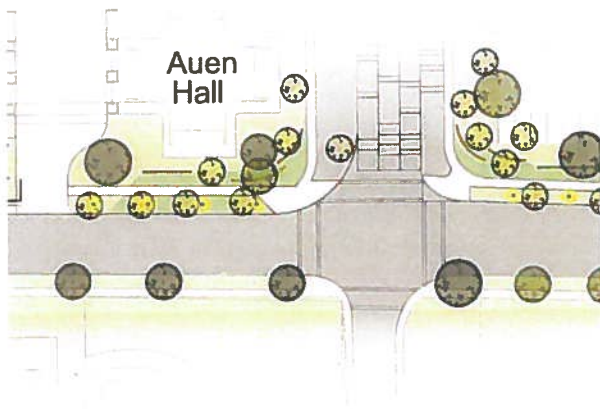
CUTOUT LETTERING DURING DAY



BACKLIT LETTERING AT NIGHT

Signage Overview: Original Design (MRY 5/28/2014)

Mills Signage - Context

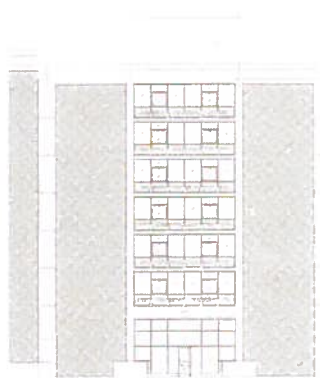
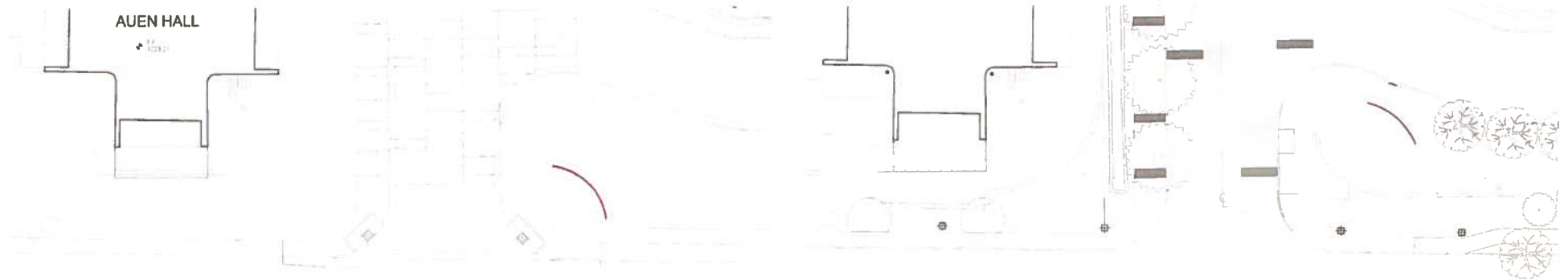


PREVIOUSLY PROPOSED SIGNAGE (MRY 5/28/2014)

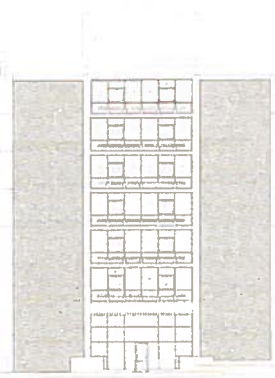
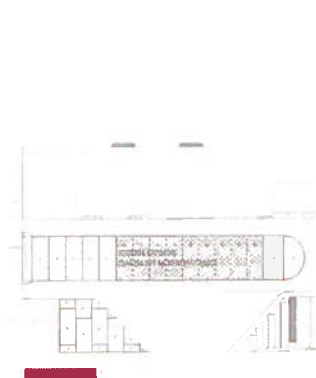


Signage Overview: Proposed Signage (MRY Refined 4/2/2015)

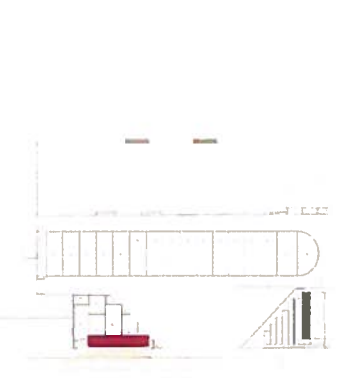
Mills Signage - Context



CITY APPROVED SIGNAGE (Beck and Graboski 10/15/2013)

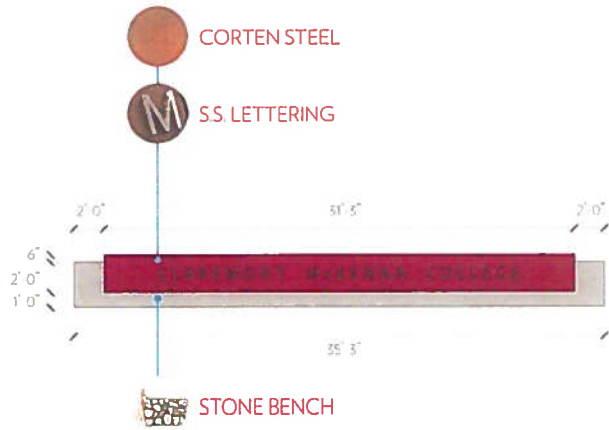


PROPOSED SIGNAGE (MRY Refined 4/2/2015)

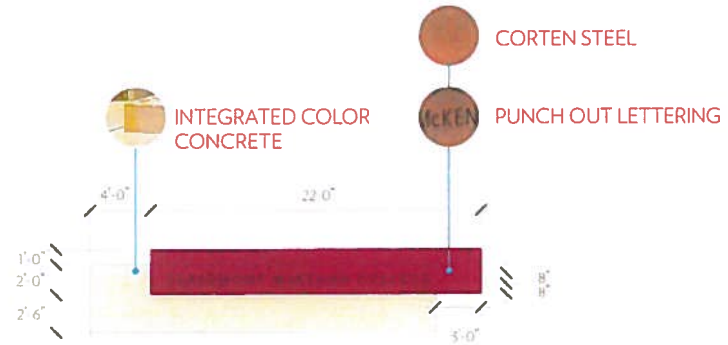


Signage Overview

Mills Signage - Dimensions



CITY APPROVED SIGNAGE: 10 1/2" LETTERING (Beck and Graboski 10/15/2013)

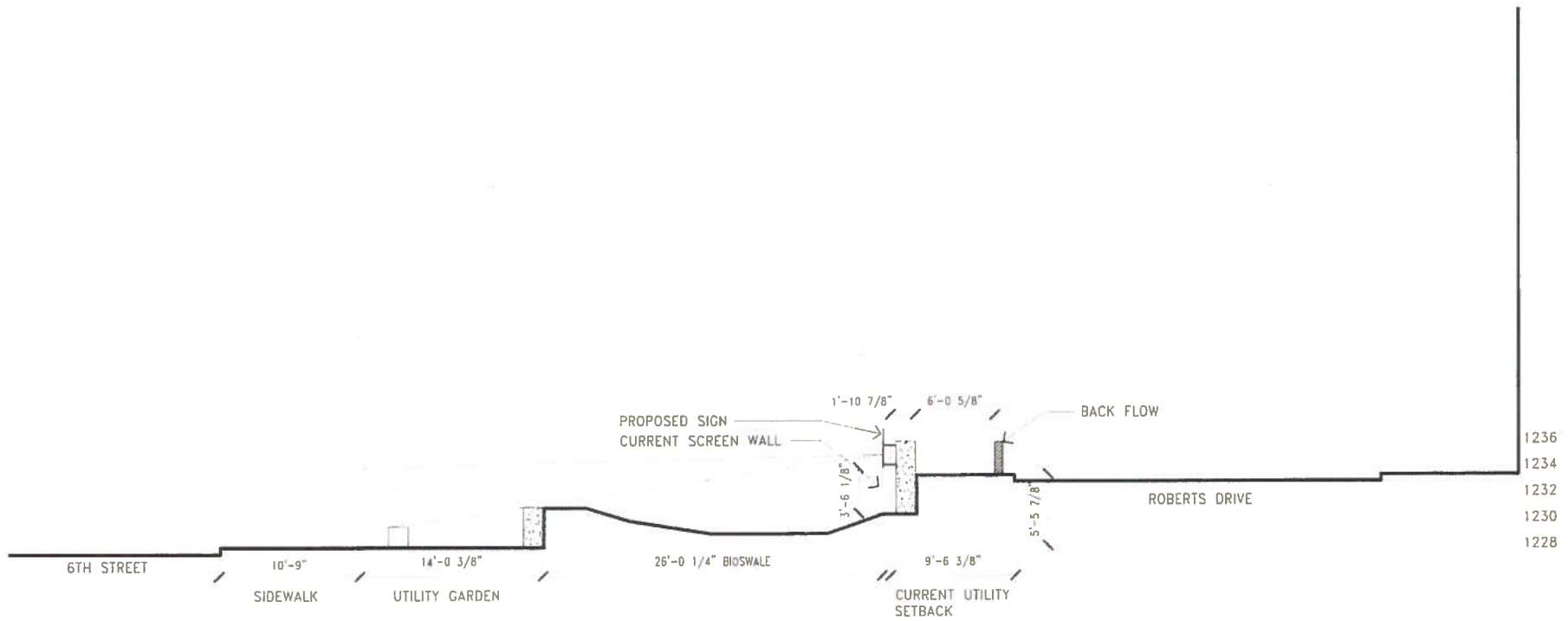


PROPOSED SIGNAGE: 8" LETTERING (MRY Refined 4/2/2015)



Signage Overview

Mills Signage - Cross Section



Signage Overview: Proposed Signage (MRY 4/2/2015)

Mills Signage - Perspective



