As Sowela Technical College continues to grow and expand, the need to create a strong sense of identity throughout campus is important to the continued success of the institution but also its students. This identity will further build upon the foundation of Sowela’s successful, streamlined, core curriculum by creating a nurturing and unified environment catering to the well-being of its students and faculty. To create a cohesive campus, elements and spaces must have visual and intelligible connections so visitors and potential students can effortlessly navigate the continued expanding campus. New signage, planting, hardscape and iconic campus structures will facilitate a clear primarily pedestrian circuit through a series of distinct outdoor spaces from one end to the campus to the other. These nodes will act as guide as well as offer students spaces to study, relax and congregate when not in the classroom.
At the heart of the campus, a large scale quadrangle will be programmable, and spatially sufficient, to house campus events. Its large iconic clocktower will be visible to those all over campus and even driving on Sen. J Bennett Johnston Ave. It will reflect the college’s long standing and well respected technical curriculum with its open faced inner-working design. Two additional large gathering spaces flank East and West of the clocktower quad. These serve as additional areas for events, but also provide informational kiosks and provide tranquil relief when the main quad has events planned. New lighting, outdoor seating and large shade trees will accompany all three areas. Each of these three spaces is directly and safely accessible from the main parking lots at the southern end of the campus. Covered walkways, bike racks and pedestrian aware crossings are design to emphasize and enhance the pedestrian experience from the parking lot to the classroom.
ANALYSIS: SOWELA CAMPUS

PROPERTY BOUNDARY
PRIMARY PEDESTRIAN AXIS
VIEWS TO BE SCREENED
MAIN CAMPUS VEHICULAR ACCESS
MAIN ENTRANCE ROAD TO CAMPUS
PRIMARY VEHICULAR ENTRANCE/EXIT
LOCATIONS FOR KEY CAMPUS IDENTITY
CORE CAMPUS GATHERING SPACES
EXISTING TREES
OPEN PAVEMENT FOR GROWTH
INSTITUTIONAL BUILDINGS
The clock tower is designed to mimic the new Nursing Facility at Sowela Technical College. The brick, steel, and glass structure resembles the iconic focal point of the enclosed glass stairway near the main entrance of the Facility. The face of the clock tower is exposed to reveal its inner workings and mechanics while paying homage to Sowela's long history of technical curriculum. Located in the main quad behind the Administration Building, this piece is the center point of the campus.
Sowela’s tree laden campus offers plenty of shade and greenery for students attending class. The eastern quadrangle features a large, open green space for students wanting to toss around a football or lounge under a tree for some undisturbed reading. This image illustrates a breezeway whose form is inspired by nearby airplane hangars. Also shown are informational/bulletin board style kiosks strategically placed in high traffic pedestrian areas for students to use.

WEST-QUAD: CONCEPT
The main entry along Sen J. Bennett Johnston should clearly depict the arrival into Sowela Technical College. This image illustrates examples of an iconic and simple, yet bold entry sign which pays homage to the historical airforce base. The roadway should be narrowed, allowing space for a planted median which will create both a sense of arrival and safe crosswalks for future development. Creating a large visible intersection here will help reinforce the entrance. The repetition of site specific street trees and eye-catching signage will set a rhythm for the drive through campus.
Campus signage is also inspired by the history of the old airforce base. Signage forms are inspired by the design and function of aircraft wings. Various signage, mimicking the cross-section of an aircraft wing, is located at high traffic pedestrian areas. Students act as air currents moving about on the reconfigured sidewalks and around the signs. The tall banners reinforce this concept by extending the vision of a wing-like structure while capturing the eye with a waving flag.
While the campus signage plays off the historical airforce base many different variation within that design are possible. Experimenting with the College’s color pallet may yield quite varying results. These patterns can be applied to everything in this booklet. Shown above is typical campus branding signage, but these can be applied to the directional signage, street banners and the main entry icon.