



## Campus Outdoor Sign Plan

Campus Planning Committee Banner/Signage Task Force

Approved by the Campus Planning Committee

Feb 26, 2001 Edited Nov 15, 2007

The university recognizes the need for a comprehensive, coordinated system of campus signage. This subject plan explains policies and review procedures for outdoor signage. This plan does not intend to supersede any existing university or city policies.

The purpose of signage on campus is to ensure safety, provide direction, and provide information about campus departments and events. Every effort will be made to limit signage on campus with the understanding that some signage is essential to support the university's mission.

### Building Identification Signs: Standard Design

- Purpose:

Building identification signs are to identify buildings and not the programs housed within a building unless specific and unique characteristics of the building or program require such identification.

#### Primary Building Entrance Signs:

- Design:

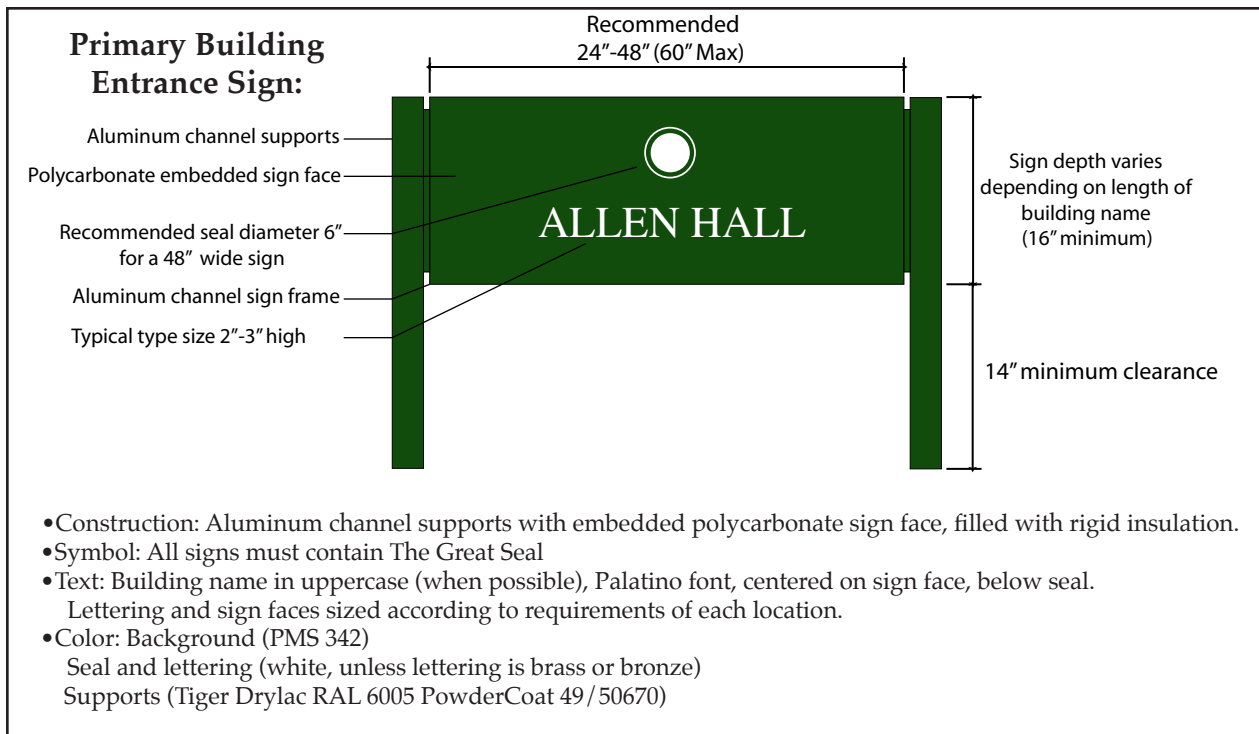
A standard design for primary building entrances was reviewed and approved by the Campus Planning Committee at its June 5, 1997 meeting (refer to page 2 for additional information). The designs of individual signs that meet this standard do not require review. The University Planning Office will determine when specific or unique circumstances require identification beyond the building name on a standard sign. The University Planning Office may defer this decision to the Campus Planning Committee.

- Review/Placement:

The placement of building signs shall be reviewed by the University Planning Senior Director, the Facilities Services Exterior Team Supervisor, and a subgroup of the Design Review Subcommittee appointed by the subcommittee chair.

- Installation/Production:

All standard building signs shall be produced and installed by Facilities Services.



**Secondary Building Entrance Signage:**

- Design: Discrete lettering applied to the glass surface above the doorway. Usually only building name is appropriate.
- Review / Placement: Reviewed by University Planning Senior Director.

This policy does not restrict interior building directory signage, which is encouraged. *Building directory signs* are to be inside the building and should be located near main entrances or major circulation spaces.

**Traffic and Parking Signs: Standard Design**

- Purpose: Informational signs such as traffic signs, for which there is a commonly understood convention, are to be designed and installed in accordance with the appropriate convention.
- Design: A uniform signage program and sign design for vehicular traffic and car and bike parking were reviewed and approved by the Campus Planning Committee at its August 6, 1998 meeting (refer to meeting record for additional information).
- Review / Placement: Individual signs that are part of this uniform signage program do not require review.

### **Campus Map Stations: Standard Design**

- Purpose:

Campus map stations are designed to provide orientation and information to visitors and new members of the campus community. Secondary directional signs have the potential of cluttering the campus and generally are not allowed.

- Design:

A standard campus map station design was reviewed and approved by the Design Review Subcommittee of the Campus Planning Committee at its January 20, 1999 meeting (refer to meeting record for additional information).

- Review/Placement:

The design of additional map stations that meet this standard do not require review, but their placement shall be reviewed by the Design Review Subcommittee. Approximately ten maps stations placed in key locations are anticipated.

### **Campus Entry Signs: Standard Design**

- Design:

The locations and designs of the four existing primary campus entry signs were reviewed and approved by the Campus Planning Committee at its January 30, 1997, November 6, 1997, and January 20, 1999 meetings (refer to meeting records for additional information).

- Review/Placement:

The entry signs are located at the following intersections: Franklin Boulevard & Agate Street, Franklin Boulevard & Onyx Street, 13th Avenue & Kincaid Street. Proposals for additional entry signs are subject to review and approval by the Campus Planning Committee.

### **All Other Outdoor Signs**

All proposals for exterior signage not covered by the campus standard designs described above shall be reviewed according to the criteria stated below and approved on a case-by-case basis in a manner authorized by the Campus Planning Committee (exceptions noted below). This includes but is not limited to banners and sandwich boards.

- Exceptions:

The following exceptions are NOT subject to Campus Planning Committee review:

1. Temporary Signage\* – Signs, including but not limited to banners and sandwich boards, that are up for 30 days or less and are related to a university event, organization, or department are not subject to CPC review. No commercial advertising is allowed.
  - A location that is consistently or seasonally occupied by a changing banner / sign is not considered temporary and is subject to review. A sign is “seasonal” if it is installed for more than 30 days each year on a continual basis.
  - Sandwich boards set out daily and taken in every evening are not considered temporary if they are up for more than 30 days. In all cases, sandwich boards cannot

block any pathways or damage the landscape.

\*Note: Temporary signs/banners are subject to university policies and procedures regulating temporary outdoor uses. Please contact EMU scheduling and Event Services.

2. Existing Signs – Signs currently in place that were previously reviewed and approved in a manner described in this document are grandfathered in until such time as a replacement sign is required. Signs that were not approved can come into compliance by submitting for review.
3. Construction Site Signs – Signs related to construction activity that are required or informational (for example, a main project directory listing the architect and contractors, emergency information signs, directional signs for deliveries, and signs required for safety) are not subject to review. Such signs should be appropriately located.
4. Outdoor Sports Facilities – Signs located within outdoor sports facilities, such as Autzen Stadium and Hayward Field, that are not visible from the exterior of the facility (e.g., intended to be viewed from the inside of the facility) are not subject to Campus Planning Committee review.

•Review Criteria:

All outdoor signage not covered by one of the campus standard designs shall meet the following criteria:

1. Content – The Campus Planning Committee does not regulate the specific text or graphic of signage on campus except that the content must be related to a university event, organization, or department. No commercial advertising is allowed.
2. Purpose – The need for signs differing from a campus standard design must be justified. The purpose of signage on campus is to ensure safety, provide direction, and provide information about campus departments and events. Every effort will be made to limit signage on campus with the understanding that some signage is essential to support the university's mission.
3. Overall Design and Location – All signage on campus shall be compatible with the character of the campus, in particular with the immediate surroundings. All applicable *Campus Plan* policies and patterns and, when applicable, already approved standards for signs shall be followed.

### Maintenance

The university is committed to developing a program of maintenance, rehabilitation, and repair of outdoor signs on a systematic, continuous basis and will continue to seek adequate funding for this activity.