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University of Oregon

Campus Outdoor Sign Plan

Campus Planning Committee Banner/Signage Task Force

Approved by the Campus Planning Committee February 26, 2001

As stated in the Long Range Campus Development Plan (LRCDP), the university recognizes the need for a comprehensive, coordinated system of campus signage. In the absence of a comprehensive sign plan, this Level 3 plan explains current policies and procedures for outdoor signage and provides new policies and review procedures for signage not covered by existing written policy. This plan does not intend to supersede any existing university and/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 mission of the university.

Building Identification Signs: Standard Design - As stated in the LRCDP, ³building 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.² 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.

A standard building identification sign design for primary building entrances was reviewed and approved by the Campus Planning Committee at its June 5, 1997 meeting (refer to meeting record for additional information). The designs of individual signs that meet this standard do not require review, but the placement of building signs shall be reviewed by the University Planning Director, the Facilities Services Exterior Team Supervisor, and a subgroup of the Design Review Subcommittee appointed by the subcommittee chair. All standard building signs shall be produced and installed by Facilities Services.

Secondary entrance signage typically consists of discrete lettering applied to the glass surface above the doorway. Typically, only the building name is appropriate. Such signs are reviewed by the University Planning director.

As stated in the LRCDP, ³this policy is not to be construed to restrict building directory signage, which

is encouraged. Building directory signs are to be inside the building and should be located near main entrances and/or major circulation spaces.²

Traffic and Parking Signs: Standard Design - As stated in the LRCDP, ³informational 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.²

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). Individual signs that are part of this uniform signage program do not require review.

Campus Map Stations: Standard Design - 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.

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). 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 - The locations and designs of the existing four 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). The entry signs are located at the following intersections: Franklin Blvd. & Agate St., Franklin Blvd. & Onyx St., 13th Ave. & Kincaid St.. 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 with the 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.

If a location is consistently or seasonally occupied by a changing banner/sign, it is not considered temporary and is subject to review. A sign is ³seasonal² if it is installed for more than 30 days each year

on a continual basis. In addition, 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.

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 - Signage located within outdoor sports facilities, such as Autzen Stadium and Hayward Field, that is not visible from the exterior of the facility (eg. intended to be viewed from the inside of the facility) is 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 - It is not within the purview of the Campus Planning Committee to regulate the specific text or graphic content of signage on campus except that it must be related to a university event, organization, or department. No commercial advertising is allowed.

2. Purpose - A determination must be made justifying why a sign that is different in design from the standard signs is required. 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 mission of the university.

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 LRCDP 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 (LRCDP Policy).