

## UCSD SIGNAGE POLICY

### I. REFERENCES

- A. UCSD Comprehensive Signage Program
- B. UC Policy on Naming University Properties, Programs, Facilities, March 1996
- C. UCSD Outdoor Lighting Policy, approved by the Chancellor May 14, 1993
- D. University of California, San Diego, Outdoor Lighting Design Guidelines, May 1993, contained in the UCSD Facilities Design Guidelines, Appendix 8-9
- E. UCSD Policy & Procedure Manual (PPM)
  - 410-4 Policy & Guidelines for Minimum Gift Levels and Naming Opportunities
  - 420-6 UCSD Policy for Commemorative Installations
  - 510-1 Use of University Properties

### II. DEFINITIONS

For purposes of this policy, the terms "sign" or "signage" shall only include those objects which convey the following types of information:

- A. Identification of physical features of the campus including entrances, roads, buildings, parking lots, districts and neighborhoods.
- B. Direction to campus destinations, for both vehicular and pedestrian traffic.
- C. Posted bulletins, maps, event information or other pertinent University information.
- D. Parking, bicycle, skateboard or similar regulations.

### III. SCOPE

#### A. Application

This policy applies to all exterior signage on the UCSD La Jolla Campus, including Scripps Institution of Oceanography, but excludes UCSD Medical Center, La Jolla. The policy does not apply to UCSD properties outside the La Jolla campus.

#### B. Exemptions

Vehicular traffic regulatory signs, existing permanent building signage including monument signs, and all interior signs are exempt from this policy.

#### C. Building Names

This policy does not apply to the selection of building names, including names honoring major donors.

#### **IV. POLICY**

It is intended that application of this policy will result in greater effectiveness and design continuity of campus signage.

All UCSD signage should be of the minimum necessary quantity and size to effectively serve its intended purpose.

Implementation of signage consistent with the UCSD Comprehensive Signage Program will occur incrementally over time. It is understood that existing signage will continue to be used for an interim period. However, non-conforming signage, with the exception of existing building monument signs, should be replaced as funding sources become available.

The posting of handbills on campus signage, other than on kiosks designed for this purpose, is prohibited. (See PPM 510-1, Section XII, Distribution, Posting and Exhibiting of Non-Commercial Literature.)

The Comprehensive Signage Program provides specific designs for the majority of campus signs including: campus entry monuments; vehicular and pedestrian directional signs; campus orientation maps; neighborhood identification markers; kiosks for posting of handbills; parking lot identification signs and campus shuttle stop signs. These signs shall be designed in conformance with the Comprehensive Signage Program.

Other campus signs are subject to the Comprehensive Signage Program signage guidelines. These signs include but are not limited to: building identification signs; parking, bicycle, skateboard and similar regulatory signs conveying either text or pictogram images; and off-campus signage on City streets and within the CALTRANS right-of-way.

In addition, the following provisions apply to specific sign types:

##### **A. Retail Commercial Signage**

Retail commercial signage may only be located within the discrete open space areas of the buildings where retail commercial transactions occur, including Price Center, the Student Center, housing/dining facilities, sports facilities or other future facilities that routinely host public assembly events. Other than signage on authorized mobile vendor carts, commercial signage is not allowed on Library Walk, Warren Mall or other major campus pathways, although signage within the discrete areas of buildings may be visible from these pathways. In locations where the discrete open space area is visible from an off-campus roadway, commercial signage may not orient toward the off-campus roadway. It is understood that the design of retail commercial signage will be diverse and lively. However, commercial signage should be of the minimum necessary quantity and size to adequately identify the retail commercial activity.

##### **B. Event Venue Marquees**

One event related advertising marquee is allowed at RIMAC, Main Gym, Canyonview, Price Center, Student Center, Mandell Weiss Center, Birch Aquarium, Mandeville Center, and Housing and Dining commons areas. Marquees may not orient toward any off-campus roadway; however, the future Birch Aquarium sign to be located on North Torrey Pines Road may include an event panel, as illustrated in the Comprehensive Signage Program, until the upper mesa areas of Scripps Institution of Oceanography are developed. Marquees should be of appropriate scale, colors, materials and where applicable, lighting.

**C. Event Venue Banners**

Temporary event-related banners, and permanent banners identifying the event venue, may also be placed within the discrete areas of event venues. Banners should be of appropriate number, scale, colors and materials. Temporary event-related banners up to 30" x 94" in size may also be mounted to lighting standards on the road approaches from the applicable campus entrance to the event venue.

**D. Commercial/Corporate Sponsorship**

The name and/or logo of commercial or corporate sponsors may appear on event signage allowed under B. and C. above, provided the signage is located within the discrete area of the applicable facility, and is not visible from an off-campus roadway. The display of commercial or corporate logos on event signage shall be limited to the duration of the associated event.

**E. Event Information Kiosks**

Campus units sponsoring regular events may also place permanent event information kiosks, consistent with the kiosk design illustrated in the Comprehensive Signage Program, within their discrete area. If approved by the Campus/Community Planning Committee (C/CPC), remote event information kiosks may also be located outside the event venue's discrete area. Kiosk space may be shared by more than one campus unit. Whenever possible, these kiosks should be clustered with other kiosks, as illustrated in the Comprehensive Signage Program.

**F. Street Name Signs on UCSD Property**

The existing design standard for street name signs is intended to remain in use on the upper campus. Future street signs of this type should match the existing standard. At SIO, however, a new design is proposed for street name signs, as illustrated in the Comprehensive Signage Program.

**G. Street Name Signs within the City Right of Way**

Where the City's standard design includes space for a logo or seal, this policy encourages use of the UCSD logo.

**V. PROCEDURES FOR DESIGN, CONTENT AND LOCATION APPROVAL**

**A. Signage Associated with New Buildings**

Signage for new buildings and major building remodels is subject to the signage guidelines contained in the Comprehensive Signage Program. These signs shall be approved by Facilities Design & Construction (FD&C) as a part of the building project approval process, following consultation with Physical Planning to ensure conformance to the Comprehensive Signage Program guidelines. Donor signage proposed in conjunction with new buildings is subject to the provisions contained in F. below.

## **B. Temporary Event Signage**

The approval and monitoring of all temporary event signage shall be under the purview of Auxiliary & Plant Services (AP&S) which may delegate its authorities to individual campus units at its discretion. Requests shall be submitted on the computer-based electronic form designed for this purpose (<http://aps-workrequest.ucsd.edu>). AP&S shall review and approve expiration dates for all temporary signage, which shall be printed on the signage. AP&S shall be authorized to remove any signage remaining beyond the expiration date.

Whenever practical, temporary sign panels shall be inserted in slots designed to receive such panels, which will be located along the top edge of vehicular directional signs, as specified in the Comprehensive Signage Program. Where coordination of multiple temporary sign requests makes this approach infeasible or impractical, temporary signs may be displayed on standardized panels as illustrated in the Comprehensive Signage Program. All temporary signs must be approved by the applicable campus unit or venue responsible for the area in which the sign is to be placed.

## **C. Remote Event Information Kiosks**

Event information kiosks to be located outside the event venue's discrete area shall be submitted to Physical Planning, and must be approved by C/CPC. The approval and monitoring of handbill information on these signs shall be the responsibility of the sponsoring campus unit.

## **D. Orientation Maps**

The design of maps which are integral to signs illustrated in the Comprehensive Signage Program, including vehicular orientation maps and pedestrian orientation maps, shall be coordinated between Physical Planning and University Communications.

An advisory Signage Work Group (Work Group) conducts the initial review of all UCSD signage requests, with the exception of signage associated with new buildings, temporary event signage, remote event information kiosks and orientation maps, described above. The Work Group shall convene informally on an as needed basis to review applications. The Work Group shall ensure that the design, content, and placement of campus signage is consistent with the Comprehensive Signage Program and with this policy.

The Work Group shall include one member each assigned by: the Assistant Vice Chancellor, Auxiliary and Plant Services; the Assistant Vice Chancellor, Campus Planning; the Assistant Vice Chancellor, Facilities Design and Construction; and the Associate Vice Chancellor, Student Affairs.

For the review of signage to be located within the Scripps Institution of Oceanography (SIO) or the School of Medicine (SOM) campuses, the Work Group shall be supplemented by a member representing the applicable campus. The SIO representative shall be assigned by the SIO Deputy Director, Administrative Affairs. The SOM representative shall be assigned by the Associate Dean, Program and Policy Analysis.

For the review of the design and placement of signage identifying major donors on existing buildings, the Work Group shall be supplemented by a member representing Development and University Relations. The Development & University Relations representative shall be assigned by the Assistant Vice Chancellor, Development.

**E. Signage Associated with Existing Buildings**

1. Signage Requests

All requests for signage on existing buildings (other than donor signage) shall be submitted to the Assistant Vice Chancellor, Auxiliary & Plant Services, using the computer-based electronic form designed for this purpose (<http://aps-workrequest.ucsd.edu>). Requests shall include a complete description of the proposed signage (quantities, sizes, materials, lighting, etc.), message content, and placement. Written justification may be provided to explain the need for the signage. Donor signage proposed in conjunction with existing buildings is subject to the provisions contained in F. below.

2. Work Group Review and Recommendation

Work Group meetings shall be scheduled as soon as feasible following receipt of a signage request. Applicants may attend the Work Group sessions. The Work Group may: 1) recommend approval based on conformity to the CSP; 2) request appropriate modifications to achieve CSP conformity; or 3) determine to reconsider the request after further consultation with other campus administrators.

3. Approvals

Recommendations regarding signage on existing buildings shall be forwarded by the Work Group member representing Auxiliary & Plant Services to the Assistant Vice Chancellor, Auxiliary & Plant Services, who shall have final approval authority.

**F. Donor Signage**

1. Signage Requests

All requests for signage identifying major donors on new or existing buildings shall be submitted to the Assistant Vice Chancellor, Facilities Design & Construction. Requests shall include a complete description of the proposed signage (quantities, sizes, materials, lighting, etc.), message content, and placement. Written justification may be provided to explain the need for the signage.

2. Work Group Review and Recommendation

At the discretion of the Assistant Vice Chancellor, Facilities Design & Construction, the Work Group shall convene to consider the request and develop a recommendation regarding the conformance of the donor signage proposal to the Comprehensive Signage Program guidelines.

3. Approvals

Work Group recommendations regarding donor signage, if applicable, shall be forwarded by the Work Group member representing Facilities Design & Construction to the Assistant Vice Chancellor, Facilities Design & Construction, who shall have final approval authority.

**G. All Other Campus Signage**

1. Signage Requests

All other signage requests shall be submitted to the Assistant Vice Chancellor, Auxiliary & Plant Services, using the computer-based electronic form designed for this purpose (<http://apsadmin.ucsd.edu:1010/Eforms/WOFRM2.HTML>). Requests shall include a complete description of the proposed signage (quantities, sizes, materials, lighting, etc.), message content, and placement. Written justification may be provided to explain the need for the signage.

2. Work Group Review and Recommendation

Work Group meetings shall be scheduled as soon as feasible following receipt of a signage request. Applicants may attend the Work Group sessions. The Work Group may: 1) recommend approval based on conformity to the Comprehensive Signage Program; 2) request appropriate modifications to achieve Comprehensive Signage Program conformity; or 3) determine to reconsider the request after further consultation with other campus administrators.

3. Approvals

Work Group recommendations shall be forwarded by the Work Group member representing Auxiliary & Plant Services to the Assistant Vice Chancellor, Auxiliary & Plant Services, who shall have final approval authority.

**VI. PROCEDURES FOR FABRICATION AND INSTALLATION**

Following approval of design, content and location as specified above, signage fabrication and installation shall be under the purview of the Assistant Vice Chancellor having final approval authority as specified above.