

POLICY 1.50 – Signage Policy

Policy Category: General
Effective Date: January 27, 2011
Supersedes: (NEW)

1.0 GENERAL PURPOSE AND INTENT

The University of Western Ontario is proud of the beauty of its campus. Any formal signage policy must meet the need of a facility of higher education to provide a means of knowledge and information exchange while maintaining aesthetic standards by establishing regulations for exterior and interior signage, whether that signage is temporary or permanent.

This policy will:

- Establish clear and consistent signage practices in order to provide necessary information to members of the campus community and to visitors
- Enhance the appearance of the University's interior and exterior spaces, including its unique landscape and architectural features
- Reduce potential hazards that may result from confusing or incorrect signage or inappropriately placed signage

Additionally, this policy, in conjunction with the Policy on Advertising and Commercial Activity (MAPP 1.12) and the Policy on Election Posters & Signs (MAPP 1.10), will address the University's stance on portable signage and chalking on all University property.

2.0 DEFINITIONS

"Sign" or "signage" means any identification, device or illustration which directs attention, in a public place, to any specific purpose including, but not limited to services, events or entities. The categories of signs or signage are:

- (a) "Temporary signs", including any poster, painting, leaflet, sticker, placard or flag that is designed to advertise, convey information, or provide direction for a limited amount of time.
- (b) "Permanent signs", including signs that are attached to buildings, as well as freestanding monuments or plaques.
- (c) "Chalking", which is the practice of using washable marking products to advertise, convey information, or provide direction for a limited amount of time on exposed surfaces belonging to the University.
- (d) "Portable signs", which are those rented through Parking & Visitor Services and which are designed to provide advertising for special events and directional information.

2.1 TERMINOLOGY

- (a) Directional signs are erected for public convenience and way finding such as those indicating restrooms, telephones and walkways
- (b) Government signs are those signs, notices or emblems, such as traffic signs and designated exits, erected under the authority of the University in order to conform to government regulations and/or health and public safety concerns
- (c) Political signs are those erected temporarily which pertain to student elections
- (d) Sandwich boards are A-frame sign holders used to temporarily display directional or event information

3.0 PERMANENT SIGNAGE

Any permanent sign or bulletin board erected on University property, or affixed to any building, structure or landscape feature must meet design standards set by Facilities Engineering Division, Facilities Management. This signage must be designed, approved and installed by, or under the supervision of Facilities Engineering. This provision applies to all interior and exterior signage including, but not limited to commemorative plaques, building identification and way finding, landmark signs and bulletin boards. Parking and traffic signs shall conform to legal standards and shall be installed by, or under the supervision of Facilities Engineering.

Any costs associated with the removal of any sign which is in direct contravention of this policy or any other University policy may be charged to the individual or group responsible for the placement of the sign.

4.0 TEMPORARY SIGNAGE

The University has delegated responsibility for the approval of all temporary signage to Facilities Engineering, Facilities Management. With the exclusion of political signage covered by MAPP 1.10, and advertising covered by MAPP 1.12, all temporary signage must meet the standards established by Facilities Engineering with regard to both form and content.

Without limiting the generality of the above, no signs shall be placed on any vertical surface including, but not limited to building walls, flagpoles, windows, walls and doors without express permission of Facilities Engineering, Facilities Management.

Messages must be in good taste and be compliant with all University policies, including MAPP 1.35 Policy on Harassment and Non-Discrimination. The Associate Vice-President (Finance & Facilities), or designate, has the authority to require the removal of any sign which, in his/her reasonably exercised discretion is not in compliance with this or any other approved University policy.

Any costs associated with the removal of any sign which is in direct contravention of this policy or any other University policy may be charged to the individual or group responsible for the placement of the sign.

All temporary signage must be removed within 48 hours of the completion of the event advertised. All signage remaining after this period will be removed by Facilities Management and any and all charges accrued will be billed to the appropriate group or individual.

4.1 STUDENT ELECTION SIGNS

In order to maintain an environment that is pleasing and safe for all, the following rules apply:

- 4.1.1 All student election signs are restricted to designated areas identified by the Office of the Associate Vice-President (Finance & Facilities).
- 4.1.2 A maximum size of 2' x 4' must be maintained for all signs.
- 4.1.3 No paint, dye or other coloured substance (including kool-aid) is to be used on snow, or any other surface. Chalk may be used in accordance with the chalking regulations provided in this policy.
- 4.1.4 Installation of sign poles is only permitted in snow; sign installations involving driving a stake into the ground are **not** permitted at any time.
- 4.1.5 Signs constructed above ground must be free standing and require no support wires.
- 4.1.6 No posters or signs can be attached via tape, shrink wrap, staples, nails, etc. to any campus structure or feature, including but not limited to: windows or glass in doors, light standards, trees, flagpoles, information signs, road signs, art installations, fence systems, or guard rails.
- 4.1.7 Signs must be installed in a manner that maintains a safe egress around the designated areas for all pedestrians and drivers on the campus.
- 4.1.8 The Associate Vice-President (Finance & Facilities) and the Director of Campus Community Police Services have the authority to remove any sign that is considered unsafe, that obstructs any line of vision thus contributing to an unsafe condition, or that is considered offensive or distasteful.
- 4.1.9 All signage must be removed within 48 hours after the election is completed. Any signage remaining will be removed by Facilities Management and appropriate charges will be applied and billed to the group or individual responsible.

4.2 CHALKING

The temporary chalking of information is permitted only with the use of washable product on horizontal, exposed surfaces. Tunnel floors and walls are not considered to be exposed surfaces and chalking on them is, therefore, prohibited. As above, chalked messages deemed to be distasteful or offensive will be removed at the direction of the Associate Vice-President (Finance & Facilities) or the Director of Campus Community Police Services.

4.3 PORTABLE SIGNAGE

All portable signage on campus must be approved by Facilities Engineering, and be provided by University Parking and Visitor Services. Signage will be obtained and paid for by rental agreement and will be placed and removed at an agreed time.