

University of Iowa

CAMPUS BANNER AND SIGN POLICY: SUMMARY

All developments and modifications of the physical facilities and grounds of the University have to respect the integrity and aesthetics of the campus environment and be compatible with it. To ensure this, the University regulates the placement of all types of signage on the campus through two sets of regulations:

1. An exterior signage standard that is intended to communicate campus information and appropriate way-finding while visually tying all parts of the UI campus together. This is available at <http://www.uiowa.edu\xxxx>.
2. Banners and signs do not fall under the purview of the exterior signage standard and are regulated by the campus banner policy.

This document describes the campus banner policy.

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University of Iowa Campus Banner Policy

Updated: 3/28/2010, 7/27/10, 8/23/10, 12/6/10, May 2013

I. **Introduction**

Various UI constituents may need to publicize events and other information by using banners and signs. This visual messaging must respect the need for maintaining a dignified campus appearance at all times. To this end, the University has a set of time, place and manner regulations that are codified as the campus banner policy. This policy is described in detail below.

II. **Definitions and acronyms:**

Temporary: is defined as being placed on built or natural university property or land without breaking the surface of the supporting structure.

Permanent: is defined as being placed on built or natural university property or land by penetrating the surface of the supporting structure.

Short term: is defined as three weeks – this time includes a maximum of one week for set up, and one week for removal. Short-term banners and sign are intended for specific temporal events.

Long term: any term over three weeks is deemed long-term. Long-term banners and signs contribute to visual pollution and are scrutinized carefully by the CPC.

Small: Any sign or banner that because of its size or shape or construction is deemed to have a minimal impact on UI structures and/or the campus environment, and is less than 3' size in any dimension.

Large: Any sign or banner that because of its size or shape or construction is deemed to have a significant impact on UI structures and/or the campus environment.

Requesting party: person or unit or group requesting permission to place sign or banner

CPC: Campus Planning Committee. CPC is a University charter committee that advises the office of the UI President and, in instances of dispute, the CPC position is considered a resource to the President.

FM: Facilities Management

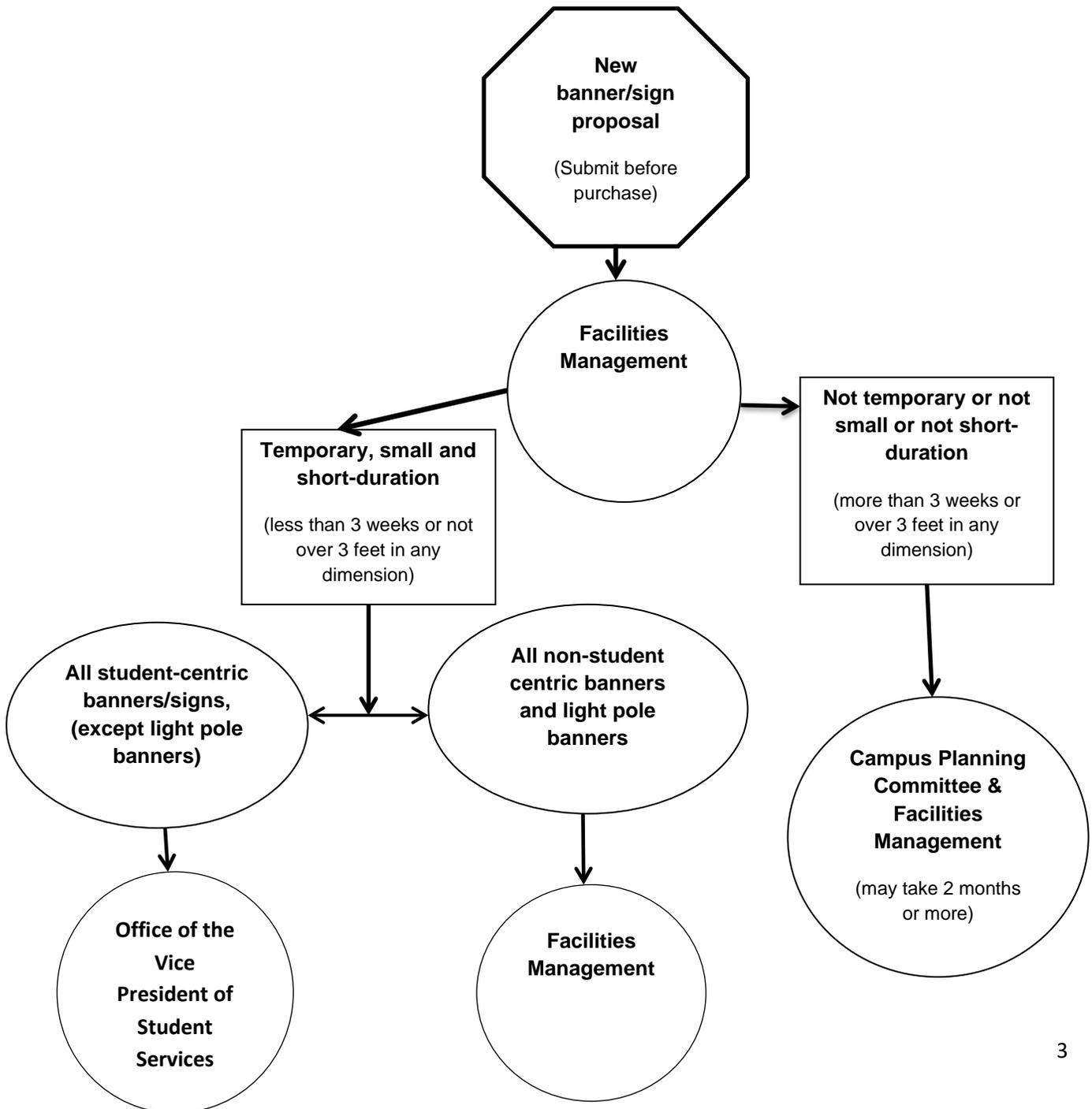
OVPSS: Office of the Vice-President for Student Services

GEF: General Education Fund

III. Requesting review and process of review for any banner or sign

All UI entities (academic and non-academic units, GEF-funded and non-GEF funded units and student-centric units) are required to present their proposals for **any and all** proposed banners or signs to FM by calling 335-1205. The review process will vary by whether the proposed banner or sign is temporary, small and short-term or not, and whether the proposed banner is for a student-centric activity or not. [See figure below]. Once FM receives initial notification of a proposed banner or sign, using the process flowchart below, FM will notify the requesting party about the review process and the entities involved in reviewing the proposal.

REVIEW PROCESS FLOWCHART



In reviewing proposals for all banners and signs, FM and CPC will be guided by the following principles:

- Limiting the proliferation of visual pollution is a general campus planning objective. Banners and signs shall not detract from the campus environment or impact University architecture and grounds in ways never intended by current or past designers. Therefore, any proposal for banners and signage must fully respect the need and strong desire to maintain and preserve an attractive, integrated and harmonious campus environment.
- Respect for any and all impacted existing buildings (care and appearance).
- Final design of major banners will be reviewed (by FM and/or CPC) prior to purchase/installation.
- Campus traffic and general safety impacts.
- The intended time frame, a specific removal date, and any reoccurring plans will be agreed to/understood.
- Post-installation review, after a prescribed period of time, may be included to ensure visual integrity is maintained as planned (with risk of costs for removal held by the requesting party).
- Electric signage is an especially sensitive issue for campus appearance and requires careful review.

Upon review FM and/or CPC (as required) will advise in favor of, or in opposition to, the proposed plan. Restrictions and modifications may also be required of requests.

IV. Banners and signs that are temporary, short-term and small

A. Academic and non-academic units

Any sign or banner that is temporary, short-term and small as defined in II. above, and is sponsored or created by a university unit will not ordinarily need CPC approval before installation but will only go through routine review by FM. Such signs and banners can be installed after written approval from FM. However, if FM deems the impact to the campus environment of any such sign or banner to be significant, it may direct the requesting party to secure CPC approval before installation.

Any damages to persons or property resulting from the placement of such banners or signs shall be paid for by the requesting party.

Banners or signs that are neither short-term nor temporary nor small (as defined in II. above) will need to be approved by the CPC and FM and the review process is described in V. below.

B. For student-centric activities

Permission to place any sign or banner that is temporary, short-term and small as defined in II. above, sponsored or created by student groups or by other units for student-centric activities, must be requested through the OVPSS. These will ordinarily not need CPC approval before installation. They can be installed upon written approval from OVPSS for its content, location and manner of construction. The OVPSS, as part of its review, may require additional review by FM, or other UI units, depending on type, content or location.

Any damages to persons or property resulting from the placement of such banners and signs shall be paid for by the requesting party.

Banners or signs that are neither short-term nor temporary or small (as defined in II. above) will need to be approved by the CPC, FM and OVPSS and the review process is described in V. below.

V. Banners/signs that are neither temporary or short-term nor small

Banners/signs that are neither temporary nor short-term or small will face more stringent review. For such signs there is no distinction between student-centric activities and those of academic and non-academic units. The review process will involve CPC and FM (and possibly other entities) and may 2 months or more.

Campus appearance, visual integrity, duration, size, location on campus and physical impact to campus buildings/property will all be significant factors in determining whether a request is deemed acceptable. Mounting of banners shall not alter or damage the exterior shell of a UI building. Banners proposed to be attached to facilities that are fully- funded by non-GEF sources shall be reviewed for impact to the building by the unit responsible for that building. Should any proposed mechanical mounting to a building be approved, the requesting party shall pay for all costs related to the banner mounting, and for any building repairs or restoration required.

Any damages to persons or property resulting from the placement of such banners and signs shall be paid for by the requesting party.

VI. Special class: Banners/signs on light poles

The University streetscape incorporates, in some locations, light pole-mounted banner frames. It is the University's intent to provide for the success and excellence of all UI units and effectively combine that objective with the need to protect the visual integrity of the UI campus. All units are required to seek and receive approval from FM prior to installation of light pole banners/signs.

VII. Removal of banners

OVPSS and FM have the right, at any time, to order removal of any signs/banners it deems inappropriate or unapproved. If these are not removed promptly, the UI will remove them without further notice and at cost to the party that installed it.

Approved event signs/banners have to be removed shortly after the event, and in accordance with OVPSS and/or CPC and/or FM expectations. If the banners/signs are not removed by the deadline date for removal by the requesting party, the UI will remove these objects without special notice and at cost to the requesting party.

VIII. Future Planning

As part of its review of proposed new building designs, FM staff and CPC will address any potential use of the building for external and temporary (non-conforming) signage and encourage the designer(s) to incorporate signage opportunities early in the design process.

IX. Existing Signage

Existing signs are exempt from this policy.