



# Administrative Policies and Procedures

## Office of the Executive Vice President for Administration

Policy Title      Campus Sign Policy  
Approved          February 29, 2003

---

### **Intent**

The intent of this policy is to establish the role signage plays in creating an effective, consistent, orderly, high quality campus environment conducive to a collegiate atmosphere as described in the campus master plan. Signs can greatly impact the aesthetic value of any campus. They have an impact on students, faculty, staff, the community and visitors. The policy establishes a process to ensure campus signage of all types is of high quality and in accordance with the goals and objectives of the campus master plan. The policy outlines the campus sign guidelines below which can be improved and further refined over time.

This Auraria Campus Sign Policy will provide specific design elements that will be required for the majority of signs including but not limited to signs for campus entries, buildings, interior non-assignable public spaces, exterior gathering spaces, kiosks, directional signs, maps, parking lots, RTD, and permanent events. All signs must meet the requirements set forth in the Auraria Campus Sign Policy. This policy will differentiate between temporary and permanent signage.

### **Definitions**

For purposes of this policy, the terms “sign” and “signage” applies to those objects which convey the following types of information:

- Identification of physical features such as roads, entrances, buildings, parking lots and structures, and pedestrian circulation
- Directions to or from campus destinations for vehicles and pedestrians
- Banners, other temporary signage, maps, and event information
- Parking, bicycle, skateboard, or other related regulations
- Advertising
- “Outward” orientation of any sign means the sign is easily and intentionally able to be viewed by the general public from points off-campus.
- “Inward” orientation of any sign means the sign is viewed from primarily campus locations and not intentionally from points off campus.

### **Guidelines**

All signs should be the minimum size necessary to meet their original intent.

Any variations from this policy must be approved by the Executive Vice President for Administration.

## **Temporary Signs:**

### **A. Banners/Special Events**

1. Banners and other special event signage are for the benefit and use of the campus community. Non-campus banners or signs are not permitted on campus banner or special events spaces without written approval from the Division Director of Auraria Campus Use and Support Services (ACUSS) or their designee. Each event wishing to display signage must get approval from Auraria Campus Event services (ACES) prior to display. See ACES Policies and Procedures for complete information regarding Banners for events and services on campus. Banners or signs which do not have approval may be removed from the site.
2. Event banners are allowed as long as the signs are oriented “inward” toward the campus and are placed at approved locations and in accordance with ACES Policies and Procedures. Banners may be located “outward” from campus only when approved by ACES or as otherwise noted within those procedures.
3. Event signs are temporary in nature and have a time limitation associated with their use. Banners left displayed beyond the approved time will be removed and attempted to be returned to the sponsoring organization.
4. Non-approved flyers (or other similar signage) are prohibited unless located on designated kiosks and general use campus bulletin boards. See the ACES Policies and Procedures Posting Policy for further information.

### **B. Marquees**

1. Marquees (oversized event signage affiliated with a venue or other oversized/unusual signage) must be oriented inward (toward) campus unless otherwise approved according to ACES procedures. Marquees are allowed for special events when warranted and in locations adjacent to student activities and athletic events. Specific sites are those surrounding the Tivoli Student Union, the King Center, and the Event Center.

### **C. Commercial/Corporate Sponsorships**

1. The name and/or logo of commercial or corporate event sponsors may appear on event signage allowed under the Marquee and Banner Special Events sections above if the application is according to ACES Policies and Procedures.
2. These may not be visible from a public off-campus roadway unless approved by the ACUSS Division Director or their designee according to the ACES Policies and Procedures.
3. The display of corporate or commercial signs is limited to the duration of the event.

### **D. Kiosks and Bulletin Boards**

Event promotion and/or advertising of any sort may be located on campus kiosks or non-departmentally designated general bulletin boards. See the ACES Policies and Procedures Guide for Campus Posting Policies. Requests for new bulletin boards or kiosks for the use by campus entities should be submitted to the ACUSS Division Director.

### **E. Other Temporary Signs**

1. Construction signs or any other temporary signs must comply with the Campus Sign Guidelines.
2. Construction signs must be easily readable by campus patrons.
3. Temporary signs for special events or way finding must also comply with sign guidelines. See ACES Policies and Procedures for temporary signage locations and procedures.
4. When it appears temporary signs and locations can be reused, the campus will require movable sleeves or other reusable attachment devices to be incorporated into the display system.

## **Permanent Signage**

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

1. Retail commercial signs may only be located in discrete spaces where the retail commercial venue operates. This includes areas such as the Tivoli Student Union, the Event Center, sports/recreation fields, areas of public events, vending/dining areas or lounges, and vending carts.
2. Permanent retail commercial signage is not allowed within the Lawrence Street Pedestrian Way, at campus entries, or any other primary academic use zone within the campus. See the ACES Policies and Procedures for information regarding banners and temporary signs.

Permanent retail commercial signage may not be oriented outward toward the community. Temporary signage and banners require specific approval. See the ACESs Policies and Procedures for further information regarding banners and temporary signs.

### **C. Street Signs**

1. Street signs will be consistent with the Auraria Campus Sign Standards, and be in accordance with federal, state, and local regulations.

### **D. Buildings**

1. Signs will be in accordance with the Campus Sign Guidelines and Architectural Guidelines.
2. New permanent building signs shall be submitted to Facilities Management.
3. Building signs must improve the way-finding on campus.

### **E. Pedestrian and Bikeways/Way-finding on Campus**

1. Smaller scale pedestrian and bikeway signs must be incorporated into the hierarchy and way-finding philosophy of the city and the Campus Master Plan to help the transition of patrons from city walks and bike lanes in and out of the campus.
2. Signs must be consistent with the city bikeway system.
3. Signs must follow the Auraria Campus Sign Standards.

### **F. Parking**

1. Signage for parking operations is governed by the Auraria Campus Sign Standards.
2. Parking signage will have distinct characteristics specific to parking operations.

### **G. Maps**

1. Campus Maps and their display shall be consistent with Auraria Campus Sign Standards.
2. Location and type of maps are defined in the Campus Master Plan, Architectural Guidelines, and Campus Sign Guidelines.

### **H. Other**

1. Requests for permanent signage not mentioned above, including but not limited to regulatory and safety related signage, shall be submitted to Facilities Management.

## **Exemption**

The following types of signage may be exempt from this policy:

- Traffic signs such as those governed by the Department of Motor Vehicles, or the Department of Transportation.
- Off-site properties and program locations such as The CU Building and The Lawrence Street Center.
- Existing signs, prior to the new Auraria Campus Sign Standards, are not automatically grandfathered into acceptance and may be required to conform to this new policy.

Any other requested exemptions to this policy shall be directed to the Office of the Executive Vice President for Administration.

## **Procedure/Approvals**

All requests for new permanent signage shall be submitted to and processed by The Division of Facilities Management.

**Installation and Maintenance** – As part of the standard request and as deemed necessary, a complete description of the plan for installation, operation and maintenance of the sign over its lifecycle may be required.

Temporary signage and banners must be submitted to Auraria Campus Use and Support Services; Auraria Campus Event Services for scheduling and location parameters. Other signage information is available by contacting the Manager of Auraria Campus Event Services located in the Tivoli Student Union Room 325. The phone number is (303) 556-6330.

Auraria Campus Use and Support Services; Manager of Auraria Campus Event Services will ensure that the sign request complies with this policy.

## **References**

Auraria Campus Sign Standards at Facilities Management  
Auraria Campus Master Plan at Office of EVPA  
**Auraria Naming Policy** at EVPA with Board Policies  
City of Denver Comprehensive Plan