# Campus Planning Committee
## Spring 2022 Session

Facilities Planning & Management
March 24, 2022

# AGENDA

1. **Welcome & Introductions**

2. **Old Business**
   a) Approval of December 16, 2021, meeting minutes **(*Action*)**
   b) Status Report on the 2023-29 Six-Year Capital Development Plan (Gary Brown)
   c) AVC Capital Projects Update (Cindy Torstveit / Kip McMahan)
   d) "Transforming the Built Environment" Update
      i. West Campus Innovation District Master Plan
      ii. One-Time Funding for Capital Projects

3. **New Business**
   a) Public Open Space Projects Update: Library Mall & Divine Nine (Aaron Williams)
   b) Signage Subcommittee Formation & Charge (Gary Brown) **(*Action*)**

4. **Announcements**
   a) Upcoming meetings for Spring Semester

5. **Adjournment**

# Exterior Signage & Wayfinding Policy Update Work Group Overview

Gary Brown, Director, Campus Planning
Campus Planning Committee
March 24, 2022

# WORK GROUP CHARGE

- Review and update of the current *"Exterior Graphics, Wayfinding and Signage Policies and Design Guidelines"* policy (#UW-6037)

- Framework for consistent wayfinding and signage

- This is <u>not</u> a redesign of the existing signage standards, but a thorough review of policy #UW-6037 with additional attention given to:
  - New sign types not currently addressed
  - Review and approval processes of signage requests
  - Current deficiencies and ambiguity within the policy

- Current guidelines were last updated in 2003.

# EXISTING EXTERIOR CAMPUS SIGNAGE FAMILY

- This is <u>not</u> a redesign of the existing signage standards, but a thorough review of policy #UW-6037 with updates as determined.



+ Policy #UW-6037

# WORK GROUP MEMBERSHIP

Work Group will include:

- FP&M – Campus Planning & Landscape Architecture Chair – Jonathan Bronk

- Chancellor's Office Representative

- University Marketing Representative

- University Housing Representative

- CPC Member

- CPC Member

- CPC Member

Other key stakeholder groups will be brought in as necessary to reflect a broad cross section of campus users with specific and diverse perspectives.

# BUSINESS CASE & STATEMENT OF NEED

1. Updated policy shall reflect new signage types while ensuring a functional wayfinding system that is cost-effective to implement and maintain.

2. Ensure campus maintains a cohesive exterior wayfinding system that meets the needs of campus, provides visitor wayfinding, and serves emergency response services.

3. The needs of programs, departments, and campus entities vary greatly regarding exterior signage. Address those needs while maintaining a consistent wayfinding system.

4. Existing signage needs a long-term commitment for maintenance funding. The policy needs to be regularly updated to successfully serve campus constitutes while assuring long-term viability.

# WORK GROUP SCOPE

Known Topics to Address:

1.  Revise policy to add "new" additional signage types, (see below)

2.  Review existing signage types and typical information included on each.

3.  Revise policy document to address discrepancies and ambiguity.

4.  Update policy format and graphic supplements for ease of use.

5.  Update and streamline the online request process.

## Current Signage System Elements

-   Building Identification Signs
-   Building Information Signs
-   Off-Campus Directional Signage & Wayfinding
-   On-Campus Directional Signage & Wayfinding
-   Campus Gateway Signs
-   Parking Lot Signs
-   Banners & Temporary Signs
-   Heritage Plaques
-   Memorial Signs
-   Construction Project Signs
-   Regulatory & Street Traffic Signs
-   Image Projecting
-   Corporate & Donor Signs

## New Signage System Elements

-   Window Graphics/Displays/Clings
-   Electronic/digital Signage and Graphics
-   Exterior video boards (both interior & exterior) visible from the outside
-   Sandwich "A-Frame" Signs
-   Interpretive Signs
-   Conformance w/City of Madison Signage Ordinances
-   Other elements as determined by Work Group

# WORK GROUP ROLES & RESPONSBILITIES

1. Attend/participate in meetings (anticipate 7 mtgs w/ additional prep work)

2. Identify precedents from other universities/locations for exterior sign design, policies, standards, and practices.

3. Members provide feedback and constructive criticism.

4. Identify needs and goals of exterior sign policy.

5. Create consensus.

6. Members represent their assigned stakeholder group AND overall campus.

# WORK GROUP MILESTONES

Form Exterior Sign Policy Update Work Group *(March 24, 2022)*

Meeting #1: *April 5, 2022*
> Review existing signage system
> Confirm charter/scope/schedule of Work Group
> Begin to develop issues and needs list based on current policy

Meeting #2: *April 19, 2022*
> Precedent review
> Review of existing signage types and guidelines in the context of the policy

Meeting #3: *May 24, 2022*
> Stakeholder input and discussion

Meeting #4: *June 14, 2022*
> Identify current needs for exterior signage on campus.
> Identify and define new signage types and guidelines to add to policy.

Meeting #5: *July 12, 2022*
> Policy work – Existing signage procedures for removal, restoration, repair
> Identify supplemental documents and information needed
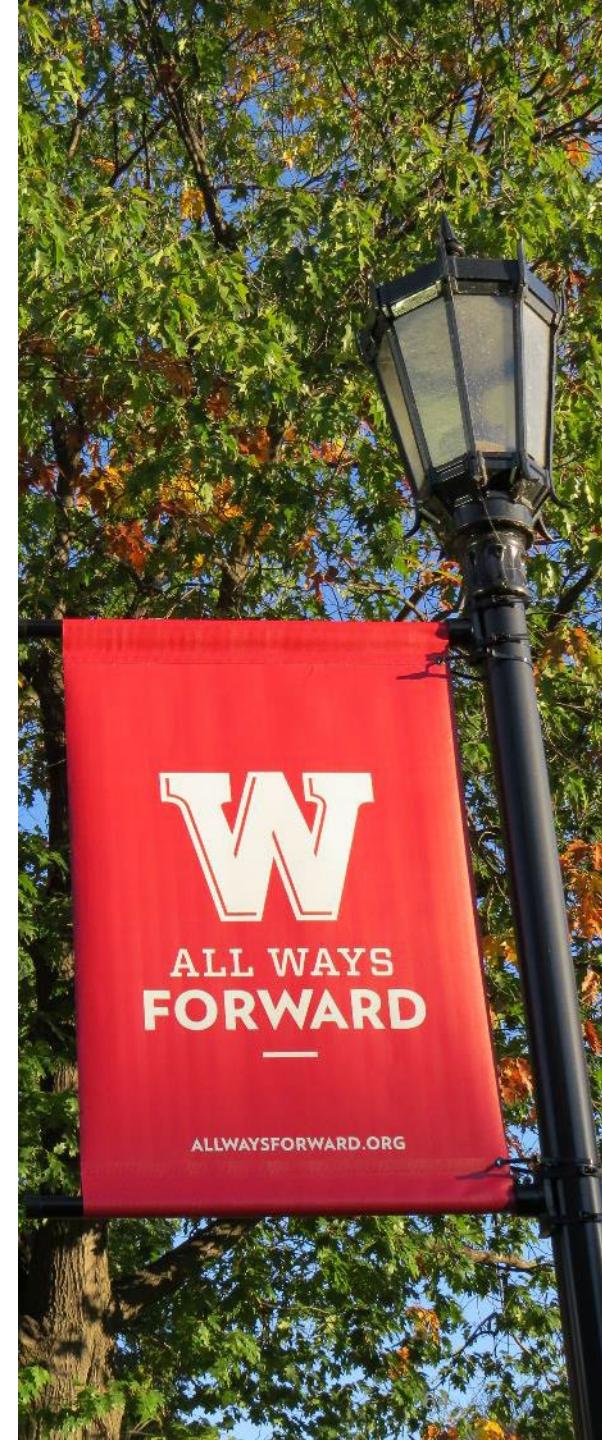
Meeting #6: *July 26, 2022*
> Work Group and Stakeholder review of Draft Exterior Sign Policy

Meeting #7: *September 6, 2022*

> Hold for final review if necessary.

Present to Campus Planning Committee for Recommendation *October 2022*

*(Tentative dates)*

# REQUESTED ACTION:

**Based on the information provided:**

1. Approve the 'Work Group Charge'

2. Approve the 'Work Group Membership'

# ADJOURN