

# AURARIA CAMPUS POLICY



Policy Title:	Campus Signs		
Approval Authority:	Auraria Board of Directors		
Approved:	December 12, 2018	Category:	Campus-Wide Policy
Last Reviewed:	December 12, 2018	Effective:	February 29, 2003

## Purpose

The intent of this policy is to recognize the role signage plays in creating an effective, consistent, orderly, and high-quality campus environment conducive to a collegiate atmosphere as described in the Auraria 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. Signs on the Auraria Campus have the additional opportunity to celebrate institutional branding, while creating a collective welcoming image for the entire campus community. 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 Auraria Campus Master Plan and the Auraria Campus Master Signage Plan.

This Auraria Campus Sign Policy provides specific design elements that are 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, transit areas, events, and construction and safety notices. All signs must meet the requirements set forth in this Auraria Campus Sign Policy. This policy will differentiate between temporary and permanent signage.

## Audience

This policy applies to all employees, students, contractors, tenants, and visitors on the Auraria Campus, and includes shared, as well as, institution-specific areas.

## Approvals

Refer to the Procedures/Approval section for information on specific steps to follow for space reservations and/ or submitting proposals. This section also outlines the approval authorities for specific types of banners/ signs.

## Definitions

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

- Identification of physical features such as roads, entrances, buildings, parking lots/structures, and pedestrian circulation
- Directions to or from campus destinations for vehicles and pedestrians
- Banners, other temporary signage, maps, and event information
- Parking, bicycle, scooter, skateboard, or other related regulations
- Advertising (of events, services, etc.)

## *Campus Signs*

“Outward” orientation of any sign means the sign is easily and intentionally viewable by the general public from points off-campus.

“Inward” orientation of any sign means the sign is viewed from primarily campus locations and intentionally not from points off campus.

“External Signs” are those signs of any type that are outside of buildings/ structures or within buildings, but visible from the outside (for example, hanging inside building windows, but facing towards the outside).

“Internal Signs” are those that are interior to buildings or structures.

“Non-campus Signs” means those advertising events, products, programs and services not affiliated with the campus.

### **Policy**

#### **TEMPORARY SIGNS – External and Internal**

Banners and temporary signage locations may be scheduled through the AHEC Event Services Office for event related signs and/or through the AHEC Campus Planning Office for non-event signs to be placed at specified locations on the exterior portions of campus for the purpose of providing information about campus events and services. Internal locations are generally limited to the Tivoli Student Union, except as specified in “Restricted Locations” below. Banners, signs, and other types of temporary signage/advertising for campus programs and services must be sponsored by institutionally recognized departments or offices, institutionally recognized student organizations, or any organization sponsored by the aforementioned groups. Institutional departments and student clubs and organizations will be allowed to hang banners or place temporary signage on a space-available basis.

- Banners and other special event or institutional non-event related marketing signage is for the benefit and use of the campus community and therefore, non-campus banners or signs are not permitted. Each event or activity wishing to display a banner must receive approval from AHEC prior to display. Banners or signs that do not have approval will be removed from the site.
- Banners/signs are allowed only if they are oriented “inward” toward the campus and are placed at approved locations and in accordance with these policies and procedures. Banners/signs may not be located “outward” from campus
- Event banners/signs are temporary in nature and are generally not permitted to hang longer than two weeks, or past the date of the event, whichever comes first. Banners/signs left displayed beyond the approved time will be removed. The Auraria Campus is not responsible for banners/signs left beyond their designated/ scheduled time.
- Non-approved flyers (or other similar signage) are prohibited unless located on designated kiosks and general-use campus bulletin boards. Refer to the “Posting on Campus” policy for more information.

Temporary Banners and signs must follow these regulations:

1. Temporary banners and temporary signs must advertise open, campus-sponsored, campus-oriented events, or campus services. Banners/signs may generally be placed no more than two weeks prior to the day of the event or period of time of services. Some types of signage may only be appropriate for shorter time periods (e.g. A-frame or yard signage used as wayfinding on

the day of an event). If the event is ongoing, a banner may only be hung for a maximum period of two weeks, with the exception of established series events directly sponsored by the Student Activities/Student Life Offices of the institutions or other approved campus departments or organizations that produce multiple events.

2. Maximum banner/signage size permitted is limited to fifteen (15) feet horizontal length by four (4) four feet in vertical height. Vertically oriented banners are limited to four (4) feet by fifteen (15) feet in height. Certain locations require smaller dimensions. Banners/signs cannot be attached to light posts, sign posts not designated for temporary signage, trees, or other plant materials, artworks of any kind, buildings, or other structures not specifically identified for temporary signage. Banners/signs must be constructed of materials that are suitable for long-term exposure to outdoor conditions (e.g., vinyl, coated fabric, etc.).
3. The AHEC Director of Campus Programs has the authority to add or change temporary event banner/ sign locations based upon landscape, temporary construction, etc., while ensuring compliance with this policy. Please contact the Event Services Office for information on the currently approved temporary event banner/sign locations.
4. All banners and signs must contain the name and contact information of the organization sponsoring the event(s).
5. Banner/sign space promoting special events must be reserved/ scheduled through the AHEC Event Services Office at least seven (7) business days before the reserved posting date. Space is reserved on a first-come, first-served basis and is subject to availability. AHEC staff will hang the banner, unless prior arrangements have been authorized by AHEC. Non-event related banners/sign proposals may require a longer lead time.
6. While AHEC staff will be diligent in their efforts to preserve banners and signage, they are not responsible for returning banners to sponsoring organizations, nor damage incurred in their removal, nor for the period in which they are hung. Banners must be picked up by the sponsoring organization within two business days following the advertised event from the Event Services Office.
7. Banners placed during student elections and student referendums may come under special guidelines dependent upon locations of polling sites. Individuals are required to check with their institution's election commissioners.
8. Please see the Event Services Office for exterior banner and temporary sign locations. Not all locations are suitable for all types of banners or signs. Political messages and general messages will not be permitted. No banners/signs will be permitted at outward facing locations unless specifically approved in advance, in writing, by the Auraria Executives Council (AEC) and the AHEC Chief Executive Officer (CEO). Under no circumstances can the total commercial sponsorship group occupy more than 15 percent of the total sign. Requests for these types of temporary signs must be submitted for consideration no less than 45 days prior to the requested date for display.
9. Digital/LED boards associated with the parking structures or other areas are not available for campus event information, unless prior approval has been obtained from the AHEC Campus Planning Office.

10. AHEC staff, in consultation with the associated Student Activities/Life Offices or appropriate departmental offices, reserves the right to rearrange banners and signs, if needed, to maximize advertising potential for all parties or for other needs as deemed appropriate.

### **Restricted Locations – External and Internal**

#### Kenneth King Performing Arts Center (King Center)

Banners/signs associated with the King Center are approved on an ongoing basis in four designated external locations. These four locations are restricted for use by the three institutions for advertising their shows/performances and activities that take place within the King Center. Internal banner locations promoting the same events are permitted along “Main Street” within the building. The AHEC Director of Campus Programs will pre-specify the size, materials and duration, in partnership with the tri-institutional King Center Advisory Committee.

#### Internal Locations and Courtyards of Institutionally Owned Buildings (Buildings Within Neighborhoods)

External Banners/signs located within the courtyards of institutionally owned buildings are restricted to use by the specified institutions for advertising their special events and/ or promoting their institutional brand. This includes the courtyard of the MSU Denver Jordan Student Success Building (SSB), the MSU Denver central courtyard of the Hotel and Hospitality Learning Center, the CU Denver Wellness Center and the Student Commons shared courtyard, and the CCD Confluence Building courtyard. These locations may not be used for general commercial/political messages, promotion of another institution’s activities, or for use by off-campus individuals or groups. Banners/signs in these locations are restricted to the courtyards and, as such, qualify as inward facing. Locations for these banners have been pre-approved in consultation with the AEC. Requests for these banners/ signs must be submitted in advance to the AHEC Campus Planning Office.

#### Temporary Internal Banners/ Signs in Institutionally Owned or in Designated Conceptually Owned Buildings within Neighborhoods

Temporary internal banners/signs which are located within the institutionally owned buildings or those within the conceptually owned buildings within institutional neighborhoods that are occupied primarily by that institution are permitted at the discretion of the specified institution, provided that they are not hung facing outward (in external windows, doorways, staircases, etc.).

#### Arts Building Breezeway Entrance, Arts/West Building Bridge (east facing)

Two locations exist for banners associated with functions in the Arts Building. One is adjacent to the Arts Building external entrance under the Arts/ West Classroom Breezeway and the other on the east-facing exterior wall of the Arts/ West Bridge. One location has also been identified for promotion of events inside the Emanuel Art Gallery. These locations are restricted to use by the three institutions for advertising their art exhibits and functions held within these facilities. Requests for these locations must be submitted in advance to the AHEC Event Services Office and are subject to meeting the scheduling criterion and this campus sign policy.

### **Marquees – External and Internal**

External outdoor marquees (oversized event signage affiliated with a venue or other oversized/unusual signage, such as a scoreboard or digital event sign) must be oriented inward toward the campus (not along public roadways, etc.) unless otherwise approved by the AHEC Campus Planning Office.

Marquees are allowed for special events when warranted and only in locations adjacent to student activities and athletic events. Current specific sites are those surrounding the Tivoli Student Union, the King Center, the PE/Event Center, and the Regency Athletic Complex (RAC). Additional locations may be authorized from time to time by the Director of Campus Programs.

## *Campus Signs*

Internal Kiosks or digital/LED Boards are generally not permitted in common hallways, lounges or other general use spaces of shared buildings. Special consideration, however, will be given to requests to install digital boards immediately adjacent to the entrance of a department or program's office that is intended to promote the services and programs of that office. These digital signs may not be used for advertising that is not related to that particular office. It is the responsibility of the department to maintain the info and ensure that content is current. Boards that have become stagnant or not current must be removed. All requests for these boards must be submitted to the AHEC Campus Planning Office for consideration and approval.

Internal kiosks or boards that are located within the institutionally owned buildings or those within their neighborhoods when occupied exclusively by that institution are permitted at the discretion of the specified institution, provided that they are not facing outward (in external windows, doorways stairwells, etc.).

### **Commercial/Corporate Sponsorships (for athletic events, or other sponsored events) – External and Internal**

The name and/or logo of commercial or corporate event sponsors may appear on temporary event signage. The following parameters apply:

- These may not be outward facing or otherwise visible from a public, off-campus roadway.
- Athletic events at the Regency Athletic Complex (RAC) or the field where CU Denver holds their recreational activities are permitted to display sponsor banners for their athletic/ recreational events. These banners are to be internally facing to the fields, themselves, and may include only the sponsor's name and logo (no event information is required).
- The basketball courts in the shared PE/Events Center where MSU Denver plays their Division II games may have banners/signs facing the courts on the perimeter of the arena walls.
- The display of temporary corporate or commercial signs is limited to the duration of the event, or in the case of athletic events, will be limited to the particular sports season.

### **Kiosks and Bulletin Boards (Postings/ flyers) – External and Internal**

Event promotion and/or advertising may be located on campus kiosks or non-departmentally designated general bulletin boards. Refer to the "Posting on Campus" policy for details.

### **Construction Signs – External and Internal**

Construction signs or any other temporary signs must comply with this policy, and must be submitted to the AHEC Campus Planning Office in order to obtain advance approval from the AHEC CEO in consultation with the AEC. Traditional banners/signs associated with announcing construction of campus buildings, designed to generate interest in the project and promote the contractor are generally permitted, provided the sponsoring institution and their project is the primary highlight of the banners. These banners/signs may be approved for outward facing locations. These signs, once approved, are permitted for the duration of the construction project.

It is generally recognized that construction fence wind-screens may have the construction firm's name pre-imprinted on the screen. Utilization of these screens must be submitted in advance to the AHEC Campus Planning Office.

### **Window Clings/Murals/Brick-Mold Applications/etc. - External and Internal at Non-Institutionally Owned Buildings**

Window cling signs, murals, brick-mold applications and other similar signs are considered temporary in nature due to the materials utilized. By nature, however, they are intended to last longer than the

traditional two weeks of other temporary signs, so they may also be categorized as semi-permanent. These signs are generally outward facing, but also have an impact if they are applied internally. For this reason, the following additional parameters apply:

- Proposals for signs of this nature will only be accepted from AHEC and the three institutions that share the campus.
- All sign requests of this nature must be submitted to the AHEC Campus Planning Office for initial consideration and a review of materials and logistics. Mock-ups and other visuals will be required. The AHEC CEO, in consultation with the AEC will subsequently review and consider for approval these requests on a case-by case-basis. The CEO with the AEC has the collective authority to approve temporary sign requests of this nature.
- Approvals for these types of signs/applications will be limited to those promoting the institutions themselves, and/ or their services and/ or departments. They may also have the additional positive impact of enhancing wayfinding for the campus community.
- Private or commercial advertising or other messaging will not be permitted.
- Proposals should recognize and add to the unique nature of the campus, as well as, enhance the wayfinding of the campus.
- Murals are generally not permitted in the primary campus core but may be permitted to enhance the original warehouse facilities west of 7<sup>th</sup> Street.
- Signs approved in this category will require that the institution sponsoring the signs will be responsible for producing, installing and maintaining the signs. The signs must be kept in proper and quality appearance, as they impact the image of the campus, as a whole. Damaged, unkempt and/or faded signs must be removed immediately at the expense of the institution. Further, murals have a reduced lifespan (whether painted, vinyl or plastic, etc.) and the mural must be maintained at the same quality level, as above. In the event that the mural cannot be maintained to sustain the quality collective image of the campus, or in the event that the mural is no longer valid, then the sponsoring institution will return the wall/surface to a quality neutral appearance through AHEC approved means, at their sole cost and expense.

#### **Window Clings/Murals/Brick-Mold Applications/etc. – External and Internal at Institutionally Owned Buildings**

Window cling signs, murals, brick-mold applications and other similar signs are considered temporary in nature due to the materials utilized. By nature, however, they are intended to last longer than the traditional two weeks of other temporary signs, so they may also be categorized as semi-permanent. These signs are generally outward facing, but also have an impact if they are applied internally.

- Each institution is to establish an internal process for all signs of this nature to be submitted to for consideration, review of materials and logistics.
- These types of signs/applications will be limited to those promoting the institutions themselves, and/or their services and/or their departments. They may also have the additional positive impact of enhancing wayfinding for the campus community.
- Private or commercial advertising or other messaging will not be permitted.
- Proposals should recognize and add to the unique nature of the campus, as well as, enhance the wayfinding of the campus.
- Murals are generally not permitted in the primary campus core but may be permitted to enhance the original warehouse facilities west of 7<sup>th</sup> Street.
- Institutions will be responsible for producing, installing and maintaining the signs. The signs must be kept in proper and quality appearance, as they impact the image of the campus, as a whole. Damaged, unkempt and/or faded signs must be removed immediately at the expense of the institutions. Further, murals have a reduced lifespan (whether painted, vinyl or plastic, etc.) and the mural must be maintained at the same quality level, as above. In the event that the mural cannot be maintained to sustain the quality collective image of the campus, or in the



event that the mural is no longer valid, then the institution will return the wall/surface to a quality neutral appearance at their sole cost and expense.

**Other Temporary Signs: (A-frames, Yard Signs, Pole Signs, etc.) - External**

Temporary signs for special events or wayfinding must also comply with sign guidelines, and generally include short-term placement of A-frames, yard signs, etc. These signs are generally permissible for the day(s) or time period of the event, once approved. The AHEC Campus Planning Office may identify certain additional sign requirements such as those that require minor encumbrance permits from the City, etc.

In addition, the AHEC Campus Planning Office may designate specific sites for temporary information signs, etc. designed to inform the campus community and/ or enhance the safety of the campus. Examples include temporary A-frames and sidewalk appliques identifying dismount zones, sidewalk detours, etc.

**PERMANENT SIGNS**

Permanent signs must follow the Auraria Campus Master Plan guidelines (the 2012 and 2017 Plans) and the Auraria Campus Master Signage Plan, in addition to the parameters identified in the Auraria Campus Signs policy. These documents serve to create a unifying and unique visual impression of the campus. This includes ensuring ample opportunities for the institutions to develop and strengthen the presence of their brand within the defined institutional neighborhoods.

**Building Signs – External and Internal**

All external building signs must meet the intent of the Auraria Campus Master Plan, identifying the building’s name/primary purpose and serving as an enhancement to wayfinding. They present unique opportunities to brand the institutionally owned buildings within their neighborhoods. Building signs may also be bound by criteria defined in the Auraria Campus “Naming Facilities” policy, and provide innovative prospects for raising funds through naming.

General designation external building signs are used primarily for identifying shared buildings (e.g. Arts Building, Science Building, etc.) and must be in accordance with the campus sign standards. Likewise, internal building signage (including wayfinding) will follow the campus sign standards. All requests will require the approval of the AHEC Campus Planning Office.

Institutionally owned buildings are required to submit signage packages for approval as part of the Design Review process. These packages include external and internal signage. Requests for changes to the originally approved signs for these buildings must be submitted to the AHEC Campus Planning Office who will coordinate consideration of the request with the AHEC CEO and the AEC.

**Commercial Retail Signs – External and Internal**

Commercial retail signs are intended to serve both as a wayfinding means and as a means to advertise the venue to prospective consumers from the collective campus community. The AHEC CEO and the AEC desire to create a vibrant, but well-balanced environment and thus have adopted the following parameters:

- Commercial Retail signs fall under the guidance of the Auraria Campus Master Plan and may have additional parameters, requirements and/or restrictions as specified by the lease

agreement associated with a retail commercial operation's privilege of doing business on the campus and serving campus consumers. These policies may be superseded by specific lease terms. Certain operations and locations may be subject to the Design Review process.

- This section does not apply to the Tivoli Student Union, which has a distinct set of guidelines due to the historic nature of the facility. Sign requirements are also designated in advance within specific Tivoli leases.
- External commercial retail signs are limited to those businesses that are free-standing, have an adjacent outdoor patio, and/or have a primary entry associated with their location. Operations located more internally to buildings with exclusive campus community access will generally not have external signs unless it is included in a collective directory package that was approved by the AEC and/or as identified in the lease agreement.
- Internal commercial retail signs may only be located in discrete spaces where the commercial retail venue operates via formal lease agreement and/or temporary contract for an event. This includes areas such as the institutionally owned facilities, sports/recreation fields, areas where public events are held, vending/dining areas and vending carts.
- Commercial retail signs may be located in the overhead sign band of the venue, or in an adjacent location (dependent upon scale). Specifications for sign-bands will be called out in the lease (including permissible lighting, materials, size, etc.) or will be specified by the AHEC Campus Planner as part of the Design Review process. The intent is to ensure that all signs meet the appropriate scale for the application.
- The commercial retail logo may also be approved for application at the primary ground-level building entry door(s) nearest or adjacent to the contracted space. These entry locations are restricted to a non-lit sign that is a vinyl window applique. Each sign applique must not exceed ten (10) inches in height.
- External permanent commercial retail signs are not allowed at campus entries, or any other location separate from the venue or as specified herein.
- Permanent commercial retail signs may not be oriented outward from the campus, with the exception of a vinyl applique at a ground-level entry door, as stated above, or via a common campus directory.
- Signs hung in building windows whether associated or not with the leased area, are not permitted except as identified above.
- External or internal permanent and temporary banners/ signs associated with a commercial retail business require submittal to the AHEC Campus Planning Office for approval and for review by the AHEC CEO and the AEC.

### **Commercial Tenant (Non- Retail) Signs**

The campus has relationships with public/private partners and other industry businesses, the identification of these relationships adds to the vibrancy of the campus in a unique way. The AEC has differentiated these tenant related marketing opportunities from the commercial retail operations that directly serve consumers of all three institutions on a daily basis. For tenant signs, the following parameters apply:

- Tenant signs fall under the guidance of the Auraria Campus Master Plan and may have additional parameters, requirements and/or restrictions as specified by the lease agreement associated with a tenant's privilege of doing business on the campus. These policies may be superseded by specific lease terms. Further, certain operations and locations may be subject to the Design Review process.
- This section does not apply to the Tivoli Student Union, which has a distinct set of guidelines due to the historic nature of the facility. Sign requirements are also designated in advance within specific Tivoli leases.
- External tenant signage is limited to those businesses that are freestanding and/or have a



primary entry associated with their location. Operations located internal to buildings will generally not have external signage unless it is included in a collective directory approved by the AEC.

- Internal tenant signs may only be located in discrete spaces where the tenant venue operates via their formal lease agreement. This includes areas within the institutionally owned facilities.
- Tenant signs may be located in the overhead sign band of the venue, or in an adjacent location (dependent upon scale). Specifications for sign-bands will be called out in the lease (including permissible lighting, materials, size, etc.) or will be specified by the AHEC Campus Planner as a part of the Design Review process. The intent is to ensure that signs meet the appropriate scale for the application and are associated with identifying the associated office venue.
- The tenant logo may also be approved for application at the primary ground-level primary building entry door(s). These entry locations are restricted to a non-lit sign that is a vinyl window applique. Each sign applique must not exceed ten (10) inches in height.
- External permanent tenant signage is not permitted in exterior locations, including but not limited to campus entries, courtyards, or any other primary academic use zone within the campus, except as specified within this policy.
- Permanent tenant signage may not be oriented outward from the campus, except as provided for above as a vinyl applique at an entry door, or on a common campus directory.
- Signs hung in building windows whether associated or not with the leased area, are not permitted, and are deemed to be contrary to the development of naming opportunities. Signs that are properly placed on an internal wall adjacent to the leased venue or on the overhead sign band to the leased space, which are incidentally visible from the outside, are not necessarily considered a violation. For this reason, proposals for signage must include concept drawings, elevations and all other requirements.
- All external or internal permanent and temporary banners/signs associated with a tenant business operation require submittal to the AHEC Campus Planning Office for approval and for review by the AHEC CEO and the AEC.

### **Street Signs**

Street signs must be consistent with the Auraria Campus design standards, and will be in accordance with federal, state, and local regulations, where applicable.

### **Pedestrian and Bikeways/Wayfinding on Campus**

Smaller scale pedestrian and bikeway signs must be incorporated into the hierarchy and wayfinding philosophy of the City and the Auraria Campus Master Plan to help transition patrons from City walks and bike lanes in and out of the campus.

- Signs must be consistent with the City bikeway system.
- Signs must follow the Auraria Campus Sign Standards.
- All signs require the approval of the AHEC Campus Planning Office.

### **Parking Signs**

Placement of signs in campus parking areas is restricted to use by the AHEC Parking and Transportation Office in order to convey parking information to the campus community and visitors.

- Signs for parking operations are governed by the Auraria Campus Sign Standards, as well as applicable state and federal standards.
- Parking signs must have distinct characteristics specific to parking operations, and require advance approval from the AHEC Campus Planning Office.
- The AHEC Integrated Marketing and Communications Office must create any and all temporary parking signs and approve the placement locations.

## **Maps**

Campus maps and directories are intended to enhance the wayfinding for the campus community and visitors. Locations of these maps are defined by the AHEC Campus Planning Office and the map content is developed by the AHEC Integrated Marketing and Communications Office.

## **Other**

Requests for permanent signage not mentioned above, including but not limited to regulatory and safety related signage, must be submitted to the AHEC Campus Planning Office to the attention of the AHEC Campus Planning Director.

Policy exceptions:

- Off-site properties and program locations, such as the CU Denver Buildings located east of Speer Boulevard in downtown Denver are exempt from this policy.
- Existing signs, prior to the adoption of this policy are not automatically grandfathered into acceptance and may be required to conform to this policy.

Any other requested exemptions to this policy must be directed to the AHEC CEO.

## **Procedure/Approvals**

### Temporary Sign Requests

Requests for special event banners, event wayfinding and other event related free-standing signs must be submitted to the AHEC Event Services Office for scheduling and assignment of locations. This includes performance banners for the King Center and the Arts Building. The Director of Campus Programs shall review requests and is responsible for reviewing non-traditional requests with the Auraria Campus Planning Office. Non-traditional requests may also be required to be submitted to the AHEC CEO and the AEC for review, as determined by the AHEC Campus Planning Director.

Requests for signs that are categorized as non-event promotional, wayfinding, institutional branding (including those within the courtyards of institutionally owned buildings), department/ service promotion, semi-permanent (murals, window clings, brick molds), construction sites, etc. must be submitted to the AHEC Campus Planning Office. The AHEC Campus Planning Director will secure preliminary information and will submit to the AHEC CEO and AEC, accordingly.

### Permanent Sign Requests

All requests for new permanent signage or existing permanent signage changes must be submitted to and processed by the AHEC Campus Planning Office, to the attention of the AHEC Campus Planning Director. The AHEC Campus Planning Office will coordinate those requiring additional approvals, as required, including those that may be subject to review via the Design Review Process.

## **Installation and Maintenance**

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

At the time of approval, AHEC staff will coordinate with the requestor on the most appropriate way to have the banner/sign installed. In some cases, this may include having AHEC Facilities Services install the banner/sign, which may entail a service fee.

### **Guidelines**

- All signs should be the minimum size necessary to meet their original intent, but in any case may not exceed size limits that are specified in this policy and/or that are a condition of the approval.
- Any variations from this policy must be approved by the AHEC CEO.
- Note: This document supersedes the Signage section of the 2009 Auraria Campus Design Guidelines (Page 10-9; page 9 of section 10; page 169).

### **Resources**

Auraria Campus Master Plan  
Auraria Campus Master Signage Plan  
Auraria Campus Naming Facilities Policy  
Auraria Campus Posting Policy

### **History and Updates**

March 8, 2018

- Edited for basic language and updates to titles, departments, etc.

Sept. 20, 2018

- Combined three policies: Campus Signage, Exterior Signage, and Interior Signage
- Created procedures/approvals, updated signage locations and types

SACAB 11-02-18  
PODSOC 11-08-18  
Final Draft 12-06-18  
ABOD 12-12-18