MEMORANDUM

TO: Provost Richard Lariviere
FROM: The Wayfinding/Signage Task Force
       Don Steeple, Warren Corman, Lynn Bretz, Joe Heppert
DATE: May 22, 2009
RE: Approval of New Exterior Wayfinding System

Pursuant to your appointment of this Task Force in November of 2007, we are pleased to provide you with the attached draft for the KU Exterior Wayfinding Standards manual for your review. We recommend approval of this system for implementation. The manual includes the graphic layouts and specifications for all signs within the proposed family of signs, presents a hierarchy of information for inclusion on specific sign types and locations, and provides the cost estimates for the system. Once your approval is received, it is anticipated that the system will be put out for competitive bids and the successful vendor will supply all signs requested for a period of up to three years.

The Task Force requests that you approve the creation of a permanent KU Sign Committee, its members appointed by the Provost, which would function on an as-needed basis to address signage requests for exceptions to the standards or to address policy issues that are not addressed within the new system manual. We envision the committee will function primarily by e-mail correspondence.

Additionally, we recommend that you consider the following policy language for implementation of the new system.

1. Request and Approval Process for Exterior Wayfinding Signs

   A. University approval is required for all new and revisions to exterior wayfinding signage prior to installation.

   B. All requests for the installation of new exterior wayfinding signs or the revision of existing signs must be submitted to:

       Director
       The Office of Design and Construction Management (DCM)
       The University of Kansas
C. DCM will prepare a layout of the proposed sign(s), cost estimate and PPMR form for approval and identification of the funding source by the requesting party.

D. Once approved, DCM will oversee the installation of the sign(s) through the normal PPMR process.

E. DCM has the authority to approve sign requests which follow the standards outlined within this manual. For requests for exceptions to these standards, the request must be submitted to DCM and reviewed for approval by the KU Sign Committee. Membership to this committee will be appointed by the Provost.

2. **Wayfinding System and Signage Standards**

A. **Consistency:** The exterior wayfinding system has been designed to provide consistent signage throughout the University of Kansas environment and can be applied to all campuses, if desired. For this reason, exceptions to the standards are strongly discouraged.

B. **Standards:** Standards for appropriate sign types and locations, dimensions, materials, graphic presentation and hierarchy of information have been identified and should be followed in all applications. Requests for exceptions to these standards must be reviewed for approval by the KU Sign Committee, as outlined above.

C. **Historic Context:** the KU Campus Heritage Plan addresses the placement of wayfinding signs within the historic core of the campus in order to minimize the impacts to the historic resources of the campus. This document should be consulted for signs requested in these areas.

D. **Funding for Wayfinding System Signs** – the priorities for funding identified below address a philosophy for identifying the appropriate sources for funding and does not imply that funding will be available or provided at the time of any given sign request.

1) **General Wayfinding Signs:** Funding for general wayfinding signs directing visitors to KU and general area locations on campus should be funded by the University as funding becomes available (example: large directional sign at 15th and Iowa).
2) **Primary Visitor Destinations:** Funding for vehicular and pedestrian signs directing visitors to specific campus attractions should be funded by the campus attraction(s) (example: Allen Fieldhouse directional signage to be funded by Athletics).

3) **Building Identification:** Funding for building or facility identification signs should be funded by the building or program(s) within the building or facility (example: building identification sign at Carruth O'Leary to be funded by departments sharing the building).

The topic of electronic signage on campus is still under discussion by the Task Force and we will provide recommendations to you or the Interim Provost in the near future.

Please let us know if you have questions or comments about the proposed sign system or policies that we have recommended to you.

cc: Chancellor Robert Hemenway  
    Interim Provost Danny Anderson