**Notice of Amended Regulation**

**August 4, 2023**

**BOARD OF GOVERNORS**

Division of Universities

University of North Florida

**REGULATION TITLE:**

Signage

**REGULATION NO.:**

7.0100R

**SUMMARY:**

The proposed revisions allow for and approves temporary signage around campus advertising events.  Most of the proposed changes were to align the regulation with current University practices. A definitions section was included to define and clarify some key terms. Revisions were made to allow outside users who have entered into facilities use agreement with the University, to display signage to advertise their event.  A section for permitted uses of temporary signage was added. Finally, language was incorporated to address signage used for expressive activities which does not require a Temporary Signage permit.

**MEETING DATE AND TIME:**

September 18, 2023, 8:30 a.m.

**FULL TEXT:**

The full text of the regulation being proposed is attached.

**AUTHORITY:**

Florida Constitution, Article IX, Section 7(c)

Florida Board of Governors Regulation 1.001

Florida Board of Governors Regulation Development Procedures

**UNIVERSITY OFFICIAL INITIATING THE PROPOSED REVISED REGULATION:**

Jennifer Nutt, Director Student Union

**INDIVIDUAL TO BE CONTACTED REGARDING THE PROPOSED REVISED REGULATION:**

Stephanie Howell, Paralegal, Office of the General Counsel, [showell@unf.edu](mailto:showell@unf.edu), phone (904)620-2828; fax (904)620-1044; Building 1, Room 2100, 1 UNF Drive, Jacksonville, FL 32224.

***Any comments regarding the amendment of the regulation must be sent in writing to the contact person on or before August 18, 2023 to receive full consideration.***

 Regulation

**Regulation Number**: 7.0100R

**Effective Date**: 10/11/2018 **Revised Date**:

# Subject: Temporary Signage

**Responsible Division/Department**: Student services/Student Union

**Check what type of Regulation this is:**

New Regulation

Major Revision of Existing Regulation

Minor/Technical Revision of Existing Regulation

Reaffirmation of Existing Regulation

Repeal of Existing Regulation

## 

1. **OBJECTIVE & PURPOSE**

The purpose of this regulation is to provide Users with guidance on the approval process and placement of Temporary Signage on Campus Property, while outlining steps to maintain the overall aesthetic appearance of campus, ensure public safety and welfare of the University community, and promote the University’s educational mission. This regulation shall outline reasonable time, place and manner restrictions on the placement and use of Temporary Signage and will be administered in a content neutral manner.

Except for the distribution of printed material pursuant to [UNF Regulation 7.0060R](https://www.unf.edu/regulations-policies/07-facilities/7-0060R.html) and the use of signage for expressive activities pursuant to [UNF Regulation 7.0040R](https://www.unf.edu/regulations-policies/07-facilities/7-0040R.html), Temporary Signage may be placed on Campus Property only by Users consistent with and for purposes outlined in this regulation.

1. **Definitions**

*Campus Property:* refers to all University owned, occupied or controlled lands and buildings.

*Event:* refers to without limitation, any planned function, university initiative, gathering, occasion, or party held by a User on Campus Property.

*Permitting Authority:* refers to the University unit responsible for receiving, reviewing, and approving Event and Temporary Signage permit requests in accordance with this regulation and allowable facilities usage. The Permitting Authority for Primary Users is the Director of the Student Union or designee in conjunction with UNF Marketing and Communications. The Permitting Authority for Select Users is the appropriate facility manager responsible for approving facilities use agreements.

*Primary User:* refers to the following types of Users:

* Recognized and officially constituted colleges, schools, divisions, departments, institutes, centers, offices, or University organizational units;
* University employees when performing functions within the scope of their employment;
* University direct support organizations organized and operated in accordance with section 1004.28, Florida Statutes;
* Registered Student Organizations;
* Employee bargaining units and affinity groups.

*Registered Student Organization:* A group of students joined together by interest, cause or mission that is registered as a student organization through Osprey Involvement Center and currently active as an organization. This term also includes Greek organizations.

*Select User:* refers to any individual, group, or organization not meeting the definition of Primary User and where such user(s) has executed a University facilities use agreement for a non-university sponsored event.

*Temporary Signage:* refers to the following types of temporary markings or signage, as discussed further in section III.E. of this regulation:

* Road signs;
* Posters and flyers;
* Banners;
* Free-standing signs;
* Chalking;
* Greek letters; and
* Column wraps.

*User:* refers to Primary and Select Users as defined in this regulation.

1. **STATEMENT OF REGULATION**

The following are the requirements governing the use and placement of Temporary Signage on Campus Property. Unless otherwise stated in section III.E. of this regulation, the posting of Temporary Signage on Campus Property by any User requires approval of a Temporary Signage permit request.

1. **Requirements for Posting Temporary Signage**
2. **Primary Users**

Primary Users may post Temporary Signage on Campus Property, after the approval of a Temporary Signage permit request. Except as stated below, designs for Temporary Signage must be submitted to UNF Marketing and Communications for marketing approval and a Temporary Sign permit approval five (5) days prior to the desired date of posting the signage on Campus Property.

The following Primary Users are exempt from marketing approval, but require Temporary Signage permit approval from the Director of the Student Union or designee: Student Government, Student Government Agencies, Spinnaker Media, Registered Student Organizations, registered Greek organizations, UNF bargaining units, and employee affinity groups. These groups should remain mindful that they represent the University and should do so consistent with University standards. Groups listed in this paragraph desiring to post Temporary Signage on campus must complete a request for Temporary Signage Permit Approval a minimum of five (5) days prior to the desired date of posting.

Primary Users should visit the [John A. Delaney Student Union Signage](https://www.unf.edu/studentunion/signage.html) webpage to request a Temporary Signage permit approval.

1. **Select Users**

Select Users may post Temporary Signage on Campus Property solely for the purpose of promoting and providing directions to an Event for which a facilities use agreement has been properly executed. In conjunction with a facilities use agreement, a Select User shall submit a Temporary Signage permit request.

Select Users’ facilities use agreement and Temporary Signage permit approval shall outline the approved timing and placement of Temporary Signage in accordance with this regulation. A Select Users’ signage may be placed on Campus Property no more than three (3) days prior to the event. Signage must be removed at the conclusion of the Event. All Temporary Signage not removed at the conclusion of the Event or that otherwise does not comply with this regulation, or the Select Users facilities use agreement will be removed by the University.

The appropriate facility manager shall be responsible for approving a Select Users’ Temporary Signage permit request in conjunction with the Select Users’ facilities use agreement.

Contractual agreements held by the University may affect advertisement of certain services.

1. **Permitted Uses for Temporary Signage**

Unless otherwise stated in section III.E. of this regulation, Temporary Signage may be utilized only for the following purposes:

* 1. To promote and provide directions to Events held on Campus Property;
  2. To promote Events, programs or activities related to the mission of the University;
  3. To promote official University initiatives;

Temporary signage containing references to the illegal sale, consumption, or distribution of alcohol or illegal drugs are prohibited. Temporary Signage must not contain obscenity, defamatory content, or other forms of unprotected speech.

1. **Signage for Expressive Activities**

The freedom of expression, through use of signs and other materials, is a basic and essential freedom that the University strives to protect. However, these personal freedoms are subject to well-established rights of the University to regulate time, place, and manner so that the activities do not materially and substantially disrupt the academic programs and administrative processes of the University. The purpose of this section is to provide guidance to persons regarding their rights regarding usage of signs in furtherance of freedom of expression in the outdoor areas of the University’s campus.

,University Regulation [7.0040R](https://www.unf.edu/regulations-policies/07-facilities/7-0040R.html) and [7.0060R](https://www.unf.edu/regulations-policies/07-facilities/7-0060R.html). Snot or otherwise affixed to Campus Property or left unattended

Signage used for expressive activities does not require a Temporary Signage permit.

1. **Time, Place and Manner Requirements.** 
   1. **Duration of Posting**

Temporary Signage must be removed by the date specified in the Temporary Signage Permit. Physical Facilities may remove signs exceeding permitted dates. Signs removed by Physical Facilities will be held for two (2) weeks at the Student Union utility yard before they are discarded. Signs may be retrieved by the owner during the holding period by contacting Physical Facilities, (904) 620-2928. UNF is not responsible for damage, theft or vandalism to signs.

* 1. **Safety**

Signs must be securely affixed to withstand wind and rain without causing harm to passersby. If damage to buildings or persons occurs due to signs falling or being blown over, the sponsoring organization is responsible for damages and restitution. See section III.E. of this regulation for further information on safety requirements for specific types of signs.

* 1. **Damage & Legibility**

Signs that are damaged or poorly constructed, illegible, fallen or unsightly, or that otherwise violate any of the restrictions outlined in this regulation must be removed immediately. Sponsoring organizations are responsible for maintaining their own signs. Physical Facilities has the right to remove damaged signs.

* 1. **Placement Restrictions**

University officials reserve the right to remove signs that do not meet the following criteria:

1. Except for directional signs placed by or at the direction of the Parking and Transportation Services Department, signs may not be placed closer than 30” to a road and may not be placed in a manner which obstructs vehicular or pedestrian visibility of a road or a sidewalk or interferes with normal pedestrian traffic flow, including entrances and exits to University facilities. Signs cannot be placed closer than 50’ from the University entrances.
2. Except for directional signs placed by or at the direction of the Parking and Transportation Services Department, signs are not permitted in roadway medians.
3. Signs or other printed materials shall not be placed on vehicles, light posts, benches, trees, trash receptacles, bus/shuttle stops, and other outdoor structures. Only the Parking and Transportation Services Department may place signs and advertisements on bus/shuttle shelters.
4. No banners, signs, or printed materials may be placed on boardwalks, in wetlands or forest areas, or in lakes, ponds or water features. With prior approval, exceptions may be made for art installations in water features.
5. No banners or signs may be hung over roadways.
6. Signs shall not be affixed to sidewalks or other walkways.
7. Posters and flyers may only be posted in designated areas, such as bulletin boards.
8. Advertisements and announcements may not be posted on the exterior of University buildings. Advertisements and announcements may not be posted on the interior of University buildings except for signage placed by the building operator in space assigned for retail or event operations. The University Police Department is exempt from this section.
9. Flyers and handbills may not be left unattended and unfixed on outdoor surfaces where they may blow away. For further guidance regarding placement of flyers and handbills see [University Regulation 7.0060R](https://www.unf.edu/regulations-policies/07-facilities/7-0060R.html).
10. No signage or other objects may be nailed, stapled, tied or otherwise affixed to trees.

### **Types of Signage**

Unless stated otherwise, the following types of temporary signage require approval from the appropriate permitting authority.

### **Road Signs**

Road signs (also known as yard signs, bandit signs, real estate signs, and lawn signs) are signs, typically between 12-40 inches on each side, posted on metal frames which are inserted into the ground. In no case shall stakes be driven into the ground with a hammer or other means.

Road signs may not be placed on boardwalks, in raised planters, gardens, flowerbeds or other landscape features, in wetland or forest areas, or anywhere other than easily accessible areas of grass.

Road signs may not overhang walkways or otherwise obstruct foot traffic.

### **Posters & Flyers**

Posters and flyers may be placed on outdoor bulletin boards or other surfaces provided for this purpose. Posters and flyers many not be placed on exterior doors, columns, walls, windows, trees, light posts, sidewalks, or exterior stairwells.

Posters and flyers placed on designated outdoor bulletin boards or other surfaces provided for this purpose do not require permitting or prior approval.

Indoor bulletin boards or other surfaces provided for posters and flyers are subject to control by the applicable building owner.

### **Banners**

Exterior banners may be needed to advertise events or programs. Banner appropriateness, location and length of display must be approved by the appropriate Permitting Authority to ensure that campus safety and the aesthetics of campus are maintained.

To ensure safety and minimize damage, banners must be securely fastened or tied and able to withstand high winds and rain. Banners may not be hung by any entity other than Physical Facilities. All costs associated with banner purchase, design of the banner, anchoring system, and installation, removal and storage are the responsibility of the requesting entity.

### **Free-Standing Signs**

Free-standing signs, such as A-frames, must be no larger than 3’ wide and 6’tall (measured from the ground to the top of the sign). The sign must be constructed in such a manner that it is physically stable and presents no danger or impediment to pedestrians passing by.

1. **Chalking**

Chalking refers to the use of water-soluble chalk to write or draw on concrete or paved walkways.

Chalking is only permitted on uncovered concrete or paved walkways. Chalking is not permitted on stairs, walls, benches, glass, windows, doors, pilings, engraved pavers, seating areas, columns, planters, painted surfaces, trees, traffic signs, light posts, emergency call phones, fixtures, newsstands, ad dispensers, utility boxes, and any other objects.

Chalking must be legible and bear the name of the Primary User responsible for the chalking.

Chalking done in compliance with this regulation does not require permitting or prior approval.

### **Greek Letters**

Greek Letters must be freestanding and placed well away from walkways to prevent injury if they fall due to gusts of wind. Letters may not be leaned against trees, buildings, railings, or other permanent objects.

1. **Column Wraps**

Plastic or vinyl wraps may be posted on concrete columns.

Column wraps are reserved for advertising with approved vendors pursuant to a University contract and University administration purposes only. Column wraps require UNF Marketing Approval.

### **Adhesive Stickers, Static Window Clings and Decals**

Placement of adhesive stickers, static window clings and decals on or affixed to any Campus Property is generally prohibited. This restriction does not apply to stickers, cling and decals placed by a University department for building code, operational, and programmatic reasons.

### **Painting**

Painting of any kind, on the exterior or interior of university buildings, structures, facilities, walkways, or roadways is strictly prohibited.

Exceptions may be made for University approved art installations.

*History–New as approved by BOT; Amended*