

NOTICE OF AMENDED REGULATION

August 27, 2019

DEPARTMENT OF EDUCATION

Division of Universities
University of North Florida

REGULATION TITLE:

Signage

REGULATION NO.:

7.0100R

SUMMARY:

The proposed amendments to the regulation will assist in providing further clarification of the regulation requirements, restrictions and uses as it pertains the vast application of signage utilized across campus.

FULL TEXT:

The full text of the regulation being proposed is attached.

AUTHORITY:

Board of Governors Regulation Development Procedure – March 23, 2006
Florida Board of Governors Regulations 1.001

UNIVERSITY OFFICIAL INITIATING THE PROPOSED REVISED REGULATION:

Everett Malcolm, Associate Vice President of Student Affairs

INDIVIDUAL TO BE CONTACTED REGARDING THE PROPOSED REVISED REGULATION:

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*Any comments regarding the amendment of the regulation must be sent in writing to the contact person on or before **September 11, 2019**, to receive full consideration.*

Polices & Regulations

Subject: Signage		
Number	7.0100R	<input type="checkbox"/> New Regulation
Effective Date	10/11/18	<input checked="" type="checkbox"/> Revision of Existing Regulation
Revised Date		<input type="checkbox"/> Reaffirmation of Existing Regulation
Responsible Division/Department: Division of Student Affairs/Student Union		<input type="checkbox"/> Repeal of Existing Regulation

I. OBJECTIVE & PURPOSE

The purpose of this regulation is to promote the University's educational mission and public health, safety and welfare of the University community through the regulation of time, place and manner provisions administered in a content neutral manner regarding the usage of temporary signs and related materials on campus.

The purpose of this regulation is also to protect and maintain the aesthetic nature of the University's campus. Signage and other materials may be utilized for advertising University-sponsored events, student events, freedom of expression and other instances in furtherance of the University's educational mission.

II. STATEMENT OF REGULATION

The following are the requirements governing the campus community.

A. Requirements for Posting Temporary Signage on Campus

~~Only University colleges, units, departments, registered student organizations, and approved vendors may post signs on the exterior portions of campus, including exterior of buildings or other structures, after the approval process described in this regulation. Officially constituted colleges, schools, divisions, departments, agencies, and other corporate organizational units which are a part of or operate on behalf of the University, including but not limited to, direct support organizations, foundations, and alumni corporate organizational units which are a part of or operate on behalf of the University, including but not limited to, direct support organizations, foundations, and alumni organizations officially recognized by the University, may post temporary signs on campus, after the approval process described in this regulation. Designs for temporary signs must be submitted to the Marketing and Publications Office for marketing approval.~~

Any person or group organizer desiring to post a temporary sign on campus must complete an application for a Temporary Signage Permit and provide it to the Office of the Director of the Student Union a minimum of ten (10) days prior to the desired date of posting temporary signage on campus. A Temporary Signage Permit may be located online at http://www.unf.edu/studentunion/Temporary_Signage.aspx. Only fully completed Temporary Signage Permit will be considered for posting of signage. Any signage posted on campus without completion of a Temporary Signage Permit and without receiving permission to post the sign, will result in the signage being removed.

Events which utilize approved signage must be posted to the UNF online calendar (www.unf.edu/calendar). Postings for any planned event not listed on the calendar may be subject to removal.

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

B. **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.

Use of signage during expressive activities is also subject to the University's regulation regarding Freedom of Expression in Outdoor Areas of Campus (7.0040R) and its regulation regarding Distribution of Printed Material (7.0060R). Persons or groups may carry and use signs during expressive activities and may also distribute printed materials as described in these two aforementioned regulations, but no signs may be posted during impromptu and spontaneous events.

C. **Time, Place and Manner Requirements.**

1. **Duration of Posting**

Event signage must be removed within one business day of the conclusion of the planned event or ~~date-time period~~ specified in the Temporary Signage Permit. Physical Facilities may remove damaged, poorly constructed, fallen or unsightly signs, as well as signs obstructing walkways or impeding the flow or visibility of pedestrian, vehicular or emergency traffic. Signs will be held for two (2) weeks at the Student Union utility yard before they are discarded and may be retrieved by the owner during the holding period. Contact the Recycle Department 620-2928 for more details.

2. **Safety**

Signage may not block walkways and must conform to fire code. Signs must be securely affixed ~~in order~~ 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 below for further information on safety requirements for specific types of signs.

3. **Damage & Legibility**

If a sign becomes damaged, it must be removed immediately. Sponsoring organizations are responsible for maintaining their own signs. University officials have the right to remove damaged signs. UNF is not responsible for damage, theft or vandalism to signs.

4. **Restrictions**

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

- a. 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. Signs cannot be placed closer than 50' from the University entrances.
- b. Except for directional signs placed by or at the direction of the Parking and Transportation Services Department, signs are not permitted in roadway medians.
- c. 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 University-approved advertisements may be placed the Parking and Transportation Services Department may place signs and advertisements on bus/shuttle shelters on bus stops.
- d. 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 can be made for art installations in water features.
- e. No banners or signs may be hung over roadways.
- f. Signs shall not be affixed to sidewalks or other walkways.
- g. Posters and flyers may only be posted in designated areas, such as bulletin boards. Advertisements and announcements may not be posted on the exterior or interior of University buildings. Advertisements and announcements may not be posted on the interior of University buildings except for signage placed by the operator in space assigned for retail or event operations. The University Police Department is exempt from the conditions of section 4.g.
- h. 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 the University's regulation regarding Distribution of Printed Materials (7.0060R).
- i. No signage or other objects may be nailed, stapled, or tied to trees.

D. Types of Signage

1. 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 or flowerbeds, 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.

2. Posters & Flyers

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

3. Banners

Hanging banners made of vinyl or cloth may be used by the University or on-campus organizations to advertise programs and events.

~~Banners may not be weighted with water bottles or other objects tied to the bottom of the banner.~~

Exterior banners may be needed to advertise events or programs. Banner content and design must follow University standards and branding guidelines to ensure brand unity, clarity and consistency. Banner appropriateness, location and length of display must be approved by both building owners and the University Marketing office to ensure that campus safety and the aesthetics of campus are maintained. Generally, banners may be displayed for up to one month.

~~Sponsoring organizations must supply their own fasteners for hanging banners. To ensure safety and minimize damage, banners must be securely fastened or tied and able to withstand high winds and rain. Sponsoring organizations are responsible for ensuring that banners will not fall. 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 associated permit fees (if applicable), installation, removal and storage are the responsibility of the requesting entity.~~

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4. **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.

5. **Chalking and Taping**

Chalking is defined as the use of chalk or similar substances to write or draw on concrete/paved sidewalks. The substance used for chalking must be water-soluble and easily washable by water or rain.

Chalking must be done in fully-exposed, non-covered areas that can be directly washed by rain. Chalking is prohibited on any covered walkway, stairs or steps.

Chalking is not permitted on 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.

6. **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. These letters must be moved in a timely manner to preserve the turf beneath the bottom edges.

7. **Column Wraps**

Plastic or vinyl wraps may be posted on the concrete columns under the second floor walkway between Building 50 and Building 15.

Column wraps are reserved for commercial or University administration purposes only.

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Column wraps may be affixed with Velcro or ties. Use of adhesive to affix column wraps is strictly prohibited.

8. Painting

Painting of any kind, on the exterior or interior of University buildings or structures is prohibited.

History—New as approved by BOT 10/11/18; Amended _____.