

STANDARD ADMINISTRATIVE PROCEDURE

51.99.99.M0.02 Campus Signage

Approved January 8, 2010

Revised June 13, 2014

Revised February 22, 2018

Revised August 26, 2020

Next scheduled review: August 26, 2025

SAP Statement

With the exception for free expression activities, this procedure explains the types of campus signage for which uniform guidance has been established and related funding issues.

Official Procedure/Responsibilities/Processes

1. GENERAL

Campus-wide signage standards provide a consistent plan for new and existing exterior buildings, regulatory, and way finding signage.

- 1.1. Exterior building signage standards provide for the fabrication, content, placement, and maintenance of signage used to identify Texas A&M University owned buildings. Exclusions to this policy include those buildings located within the TAMU defined Research Park and any university owned facility where municipal codes or restrictions shall govern signage.
Regulatory signage standards regulate parking lot signage, traffic control signs, and bus stop signage.
- 1.2. Wayfinding signage standards regulate campus entrances, campus map directory signs, visitor destination, and campus wayfinding signs.
- 1.3. Commercial, temporary and miscellaneous signage standards include approval requirements, light pole banner information, and temporary signage restrictions.

2. STANDARDS

- 2.1. See [2017 Campus Master Plan \(https://campusplan.tamu.edu/\)](https://campusplan.tamu.edu/) Chapter 8–Signage and Wayfinding, for campus signage standards. Signage standards, for temporary and permanent signage, included within the 2017 Campus Master Plan are governed by the Council for the Built Environment.
- 2.2 Temporary signage is defined as signage such as banners, A-frame signs, and wire wicket signs that can be used to denote short term special events hosted by internal groups on campus. In most instances, the signage will have a limited display time of not more than fourteen calendar days.
 - 2.2.1 Guidelines for banners can be found at <https://ucenter.tamu.edu/promote/banners/banner-guidelines/> or <https://campusplan.tamu.edu/> Chapter 8-Signage and Wayfinding.
 - 2.2.2 A-frame signs (also called sandwich boards) cannot impede or restrict the flow of vehicular or pedestrian traffic. See <https://ucenter.tamu.edu/promote/sandwich-boards/promotion-guidelines-sandwich-boards/> for additional guidelines on the use of A-frame signs.
 - 2.2.3 Wire wicket signs cannot impede or restrict the flow of vehicular or pedestrian traffic. These signs cannot be placed in garden beds or landscaped beds. The wire wicket sign must be made with durable materials.
 - 2.2.4 Temporary signage may include other types of signage including, but not limited to, flyers or posters.
 - 2.2.4.1 Flyers and posters may not be placed on structures such as light poles, utility poles, street posts, trashcans, newspaper stands nor can they be placed on or in landscaping such as trees, shrubs or gardens/garden beds.
 - 2.2.4.2 Chalking or any other form of writing or drawing using any substance on any surface (sidewalks, streets, statues, benches, University seals or other inlays, etc.) is prohibited.
 - 2.2.5 Temporary signage must not create a safety hazard in its placement.

3. FUNDING

- 3.1. Funding will be available as directed once the campus signage evaluation and design program is completed. For signs not included in the initial funding, the following guidelines outline the process in which building signage will be brought into compliance as modifications are requested.
 - 3.1.1. New Buildings - all new buildings constructed on Texas A&M University property shall conform with approved signage provisions and signage

identified in these guidelines and should be considered an integral part of the design whenever a new facility is being developed. Also, all costs associated with compliance with these guidelines shall be included in and be paid from the budgeted funds identified for the construction of the new building. If the name of the building has not been determined at the time of the building's design, provisions for the eventual location of a building identification and/or building information sign should be included in the project budget.

- 3.1.2. Existing Buildings- any signage modified, replaced, or added to an existing Texas A&M University owned building shall comply with approved signage provisions and shall be funded by the unit or entity requesting or causing the modification, replacement, or addition. If an existing unit is moved at the university's direction, any cost incurred by the department will be funded by the university.
- 3.1.3. General Maintenance- maintenance due to normal wear and tear will be funded by Texas A&M University for Education & General (E&G) identified space in buildings and funded by the appropriate auxiliary or agency for non-E&G space in buildings. Costs for general maintenance on mixed-use buildings will be shared by occupants of the building based on their percentage of occupation of the facility measured in square feet.
- 3.1.4. Regulatory Signage- Transportation Services is responsible for funding all regulatory signage, including traffic control signs and parking lot signs.
- 3.1.5. Other Signage- funding for all other signage covered by these guidelines is the responsibility of the requesting unit.

Related Statutes, Policies, or Requirements

- [College Station Code of City Ordinances](#)
- [System Policy 51.06: Naming of Buildings and Other Entities](#)
- [Federal Highway Administration's- Manual on Uniform Traffic Control Devices](#)
- [Texas Accessibility Standards \(TAS\)](#)
- Guidelines for Banner Placement on the Texas A&M University Campus included within the Campus Site Furnishings and Hardscape Standards, June 2013 governed by the Council for the Built Environment
- [Red Book guidelines governed by Texas A&M University Facilities Planning and Construction Office](#)

Forms

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- Request for a [Sandwich Board Display form](#)
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Contact Office

For procedure clarification and interpretation, please contact the Division of Finance and Operations at (979) 862-7777 and/or [Marketing & Communications](#) at 845-4641.

OFFICE OF RESPONSIBILITY: Executive Vice President for Finance and Operations and CFO and [Marketing & Communications](#)