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  
Revised June 17, 2022  
Next scheduled review: June 17, 2027

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/) 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
caus ing 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
- Facility Design Guidelines governed by Texas A&M University System Facilities
  Planning & Construction Office

Forms
• Request for a Sandwich Board Display form

Contact Office

OFFICE OF RESPONSIBILITY:  Vice President for Facilities, Health, Safety and Security