

Exterior Signs and Publicity on Campus

All signs and publicity on the campus must reflect the aesthetic quality desired for the campus landscape and provide only necessary and appropriate information.

1. Roadway and Traffic signs, that is those signs necessary for the safe and effective movement of motor vehicles and pedestrians, shall be the responsibility of the Arkansas Highway and Transportation Department, the City of Fayetteville and the University Police depending upon jurisdiction. Installation, maintenance and repair of signs on University controlled property shall be the responsibility of the University Police with assistance of the Facilities Management Department.
2. Transit system and parking signs to include pavement and curb markings shall be the responsibility of the Campus Transit and Parking Department. Transit system signs located off campus shall also be installed, maintained and repaired by the Transit and Parking Department with the approval/assistance of the appropriate municipality or roadway authority. The Transit, Parking and Traffic Committee shall address policy matters concerning transit and parking signs.
3. Construction signs that are customary and agreed to in construction contract documents may be installed at/on a campus construction site for the duration of the construction contract. Construction signs are only permitted for the construction contractor as "general contractor" (all subcontractors, if listed, must appear on the prime contractor's sign). Construction signs must be secured to prevent movement and the possibility of injury to persons or damage to property. The number, size, material, mounting, and location of construction signs must be approved by the Facilities Management Department prior to installation. Construction signs must be removed by the contractor within five days after final completion, inspection/acceptance of the contract work. Should contractor fail to remove a sign within the five-day period, the Facilities Management Department will be authorized to remove and discard the sign and assess removal costs to the contractor.
4. Signs informing the public of the source of funding for a construction project are allowed on request by the funding source. Funding signs must be secured to prevent movement and the possibility of injury to persons or damage to property. The number, size, material, mounting, and location of construction signs must be approved by the Facilities Management Department prior to installation. Funding signs must be removed by the funding source within five days after final completion, inspection/acceptance of the contract work. Should funding source fail to remove a sign within the five-day period, Facilities Management shall be authorized to remove and discard the sign without notification of the funding source, installer or campus unit maintaining the location of the unauthorized sign.
5. Subject to all other University policies, including with respect to acknowledgment of properly authorized sponsorship agreements, advertisement signs shall not be permitted on campus. Disallowing advertising signage preserves the campus for its educational mission, prevents visual clutter and assists the campus to maintain impartiality with respect to supporters of the University and its programs.

The University of Arkansas Board of Trustees Policy 705.1 (revised 1988) on use of University Facilities states: "University facilities under the law cannot be made available to other organizations for their own purposes...and The President or Chancellor is authorized to approve the use of the facilities when such use serves the educational objectives of the University." Universitywide Memorandum 720.1 on the Use of Building Exteriors states: "Roofs of buildings and exterior sides of buildings are not intended for general uses."

Identification of gifts to the campus shall be governed by the policy on commemorating landscape gifts. The Campus Landscape and Grounds Committee shall review any variance requested from this policy. Any commercial sign or emblem installed on the campus without consent of the campus administration after review by the Campus Landscape and Grounds Committee shall be subject to removal and disposal without notification of the donor, installer or campus unit maintaining the location of the unauthorized sign. The donor shall be responsible for any damages or ensuing costs to the University resulting from such installations.

6. Building identification signs whether free-standing or affixed to the building shall reflect the desired aesthetic quality of the campus and shall be in harmony with existing permanent signs or an approved master sign plan. Requests for new signs, alterations or removal shall be reviewed by the Campus Building Committee and the Campus Landscape and Grounds Committee. Requests for new signs and alterations shall include a dimensioned drawing of the sign, description of materials, mounting methods, precise location desired, exact wording to appear on the sign and details of provisions for lighting, if applicable.

7. Temporary banners and signs to announce special events and student activities sponsored by University entities as defined under Policy 708.0 and outlined in detail in the Student Handbook, Section L. "Use of University Facilities," Sub-Section d. "Publicity and Literature," shall be permitted on campus. Banner signs which are merely tied to existing structural elements shall be affixed only after approval by the responsible authority (e.g., Director of the Union or University Housing) and the Vice Chancellor for Finance and Administration. Banners intended to be affixed to landscape elements (e.g., poles in the ground or to trees) shall be installed only after prior approval from the Facilities Management Department landscape architect. Banners, at any campus location, affixed without approval shall be subject to removal without notification.

8. Handbills, notices and bunting shall not be allowed on campus elements (walks, trees, light poles) or site furnishings (trash receptacles, benches, etc.). As with interior spaces where approved handbills are only permitted on bulletin boards, such materials are only permitted in designated exterior locations (kiosks, etc.). Handbills, notices and bunting affixed or displayed at inappropriate campus locations shall be subject to removal without notification, and cleanup shall be billed to the sponsoring organizations or individuals.

9. Subject to all other University policies, chalking on sidewalks (using water-soluble chalk) as a means of notifying the University community of an upcoming event is allowed. Cost of removal will be billed to the sponsoring organizations or individuals. Under no circumstances is chalking permitted on buildings, walls, roadways, or in parking lots or decks.

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