



DATE: September 30, 2010

RESPONSIBLE OFFICE: Office of the Vice President for Administration & Finance

1. RATIONALE

This policy is intended to set standards for signage providing directional guidance to campus event attendees, ensure compliance with fire codes and other provisions pertaining to health and safety, and to foster an uncluttered and more attractive campus environment. It is not intended in any manner to infringe upon the free expression of ideas.

2. STATEMENT OF POLICY

A. Event-related temporary outdoor signage and similar displays along college roadways:

Any member of the college community, whether an individual or organization, or any outside organization that has approved use of college facilities, that wishes to have erected any sign, placard, banner, or other similar display anywhere along any college roadway shall conform with the following standards:

1. Only directional signs that are necessary to provide turn-by-turn directions to an event are permitted.
2. Signage and similar displays along college roadways can only be produced and installed by college personnel.
3. No other sign, placard, banner, or other similar display shall be erected along any college roadway.
4. Signs and similar displays permitted under this section shall not be installed so as to block the visibility of any existing sign or display.
5. Signs shall be installed only at locations determined by the college based upon the location of the event. Signs will contain arrows directing traffic at each location where a turn is required.
6. All signs or other displays shall conform with the college's directional sign design format, including font, size, and color.
7. The event title's text shall be chosen by the sponsoring entity alone and approval

of the request shall not be affected by the nature of the event or the views of the sponsoring entity.

8. Normally, a request for directional signage along college roadways shall be made through the college's on-line Event Management System (EMS).
 9. Absent exceptional circumstances, the signs shall be installed no more than 48 hours before the event but enough time in advance of the planned activity so as to provide meaningful directional guidance.
 10. Absent exceptional circumstances, signage shall be removed within 48 hours following the conclusion of the event.
 11. Chalking or painting of any college-maintained surface or structure is not permitted on or along college roadways.
- B. Event-related temporary outdoor signage and similar displays in locations other than along college roadways:
1. Signs and similar displays, including chalking, for college-sponsored and college-affiliated programs, events, activities, or announcements may be created and posted by any member of the college community without college approval but the sign/display must identify the sponsoring individual, organization(s), or department(s).
 2. Signs and similar displays permitted under this section shall not be installed so as to block the visibility of any existing sign or display.
 3. For a fee, organizations may obtain a limited number of outdoor signs for locations other than along college roadways promoting a specific program or event. Such requests shall be made to the college signage coordinator through EMS. A minimum of ten business days' notice is required; custom designs may require notice of greater than ten business days.
 - a. Fees for signs along college roadways will be waived for all college-sponsored and college-affiliated events.
 - b. The ability of the college to provide additional signage is not guaranteed and is dependent on workload and other factors.
 4. Signs other than those created through the signage coordinator shall not be larger than 20 by 30 inches.
 5. In accordance with the college Alcohol Policy, no signs or displays posted pursuant to Section B of this policy may promote the sale or consumption of alcohol.

6. Sponsoring organizations shall remove signage or similar displays within 48 hours after an event has concluded.
7. To prevent damage to public property and unnecessary cleanup or replacement costs, and/or to prevent potential health and safety hazards, the attachment of signs or similar displays to any exterior space not specifically permitted for such use is prohibited. This prohibition includes but is not limited to affixing signs or similar displays to buildings, railings, fences, steps, columns or pillars, emergency blue-light fixtures, works of art, sidewalks, campus signs, bus shelters, benches, doors, trash or recycling receptacles, light fixtures, flag poles, utility poles, trees, shrubs, or windows.
8. The unauthorized painting or defacement of any exterior college-maintained surface or structure is prohibited.
9. The placement of commercial advertisements on vehicles parked on college property is deemed to be littering in violation of R.I.G.L. 2-15-7 and R.I.G.L. Chapter 37-15 and is therefore prohibited.

C. Temporary signage and similar displays within public areas inside campus buildings:

1. Normally, the only locations inside campus buildings where signs and similar displays may be posted are on designated bulletin boards. Signs and similar displays in the Donovan Dining Center, Student Union (including the bridge to Donovan), Nazarian Center, the Murray Center, the Recreation Center, and athletic facilities must be approved by authorized staff of those facilities.
2. To prevent damage to public property and unnecessary cleanup or replacement costs, and/or to prevent potential health and safety hazards, the attachment of signs or similar displays to any interior space not specifically permitted for such use is prohibited. This prohibition includes but is not limited to affixing signs or similar displays to glass, walls, doors, railings, steps, columns or pillars, campus signs, benches, furniture, trash or recycling receptacles, or light fixtures. Additional policies may apply for those facilities enumerated in C.1.
3. The unauthorized painting or defacement of any interior college-maintained surface or structure is prohibited.
4. Signs and similar displays permitted under this section shall not be installed so as to block the visibility of any existing sign or display.
5. Signs and similar displays inside campus buildings shall not be larger than 20 by 30 inches.
6. In accordance with the college Alcohol Policy, no signs or displays posted pursuant to Section C of this policy may promote the sale or consumption of

alcohol.

- D. In general, no signage or similar display shall be installed in such a way as to constitute a health or safety hazard or that is in violation of the fire safety code.

3. SCOPE

This policy applies to temporary signage and other displays on the Rhode Island College campus. For the most part, such signage will be event-related. It does not apply to college signage produced and installed by the college or college subcontractors and intended for display on a continuing basis, such as exterior building names, traffic signs, college identity signage or banners, building directories, room identifiers, classroom emergency procedure placards, etc. Also, this policy does not apply to non-public areas of the campus, such as individual offices, or to personal effects, such as clothing.

4. DEFINITIONS

college-affiliated	College offices/departments or recognized student organizations as well as individual college-community members (faculty, staff, and students).
college community	For the purpose of Sections A and B.1, "college community" shall refer to all currently employed or enrolled full- or part-time faculty, staff, and students or currently constituted and recognized college-based organizations.
college-sponsored	Any program, event, activity, or announcement that is part of the institution's regular operations.
public area	As referenced in Section C, a public area is any area normally accessible to any member of the college community or general public, such as hallways, classrooms, laboratories, and assembly areas. Excluded are such areas as individual offices or other similar spaces.
sign	Any written or printed material including, but not limited to, advertisement, banner, flyer, notice, poster, or chalking.

5. RESPONSIBILITIES

Responsible Party	List of Responsibilities
Signage Coordinator	(1) Solely responsible for the installation of signs on college roadways; (2) Approval of additional signage requests.
Directors of Donovan Dining Center, Murray Center, Nazarian Center, Recreation Center, and Student Union	(1) Develop written signage policies for their buildings; (2) Approval of requests to post signage in their respective buildings.

Vice President for Administration and Finance	Requests for exceptions to signage policy.
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6. POLICY ENFORCEMENT

Violation	It shall be a violation of this policy to post or display signage on campus in contravention of the requirements outlined herein.
Potential consequences	Signage displayed in violation of this policy is subject to removal by college personnel. Notice of intent to remove or removal of signage in violation of this policy shall be provided to the owner(s) of the sign, if contact information is available. Deliberate repeat violations may be subject to additional consequences. Violations of Section B.8 of this policy shall be enforced by the college Security and Safety Department.
How to report	Violations involving students and student organizations should be reported to Student Activities 401-456-8034. Non-college affiliated violators should be reported to Security & Safety at 401-456-8201. Non-student college-affiliated violators should be reported to the Office of Vice President of Administration and Finance at 401-456-8200.

7. CONTACTS

Subject	Office or Position	Telephone Number	E-mail
Policy Clarification	Vice President for Administration and Finance	(401) 456-8200	wgearhart@ric.edu