



Temporary Exterior Signs and Postings Policy

May 24, 2011

PURPOSE

The university recognizes that signs – including posters, banners, flyers, notices, brochures, etc. – are a means for communicating information to the campus community. The purpose of this Signs and Postings Policy (“Policy”) is to provide a balance between the dissemination of information and maintaining the appearance of the campus environment. This includes ensuring that graphic and style standards are consistently maintained, as well as avoiding content that may be deemed offensive to members of the campus community and visitors to the campus.

This Policy governs temporary signs and posting for the **external** campus environment. These regulations should be implemented in tandem with the University’s, “Policy on Time, Place and Manner of Free Speech” which can be found at http://www20.csueastbay.edu/af/files/docs/TPM_Policy_6-8-11_FINALv11.pdf . Permanent fixtures such as way finding signage and official university building signage, as well as long-term temporary signs in exterior locations (e.g. signs for construction projects) are not governed by this policy, and must be reviewed and approved by Facilities Development and Operations.

A separate policy document with specific guidelines governing interior postings is currently being developed.

This Policy applies to postings at both the Hayward and Concord campuses.

GENERAL POSTING REQUIREMENTS

Postings for events sponsored by CSUEB departments or organizations and those taking place at the campus have priority. Postings for activities not associated with CSUEB may be allowed only as space permits.

Postings must include the name of the sponsoring agency or organization and date of the event or meeting that is being announced. Unnamed and/or undated posted materials will be removed to accommodate postings for specific events.

Materials posted in a language other than English must also contain an English translation.

Postings must be maintained by the sponsoring group(s), and may not cover or block previously approved, authorized posted materials. Any postings that are not removed within the stated time after the last date of an event will be removed by an authorized university representative. The group or individual responsible for the posting may incur the cost of the posting removal.

Posting presents a potential risk of litter and clean-up on the CSUEB campus and compliance does not rest with one specific university department. Non-compliance with this Policy may lead to the denial of future posting privileges.

In general, content for postings shall be limited to announcing an event or activity.

University officials may remove and dispose of any posted materials on the campus which do not comply with the established Policy. If a group or individual has multiple infractions of this Policy, the group or individual may be denied future posting privileges on the campus.

RESPONSIBILITY / ACCOUNTABILITY

Those units responsible for approving content and placement of posted materials are as follows:

- Associated Students, Inc:
 - *ASI sponsored events and programs, student resource information and special ASI sponsored events*

- Enterprise Operations:
 - *Commercial entities*

- University Scheduling Office:
 - *Non-student activities, academic functions, auxiliary groups, external constituencies*

- Housing and Residential Life:
 - *Residential Halls and Dining Commons*

- Student Health and Counseling Services:
 - *Health Center sponsored events and activities*

- Student Life and Leadership Programs:
 - *Student clubs/organization events, student elections, campus-wide events, special events, student resource information*

- Facilities Development & Operations:
 - *Approve placement of staked signs*

All materials to be posted in external locations throughout the campus, as well as the dates and times the materials are authorized for displayed, must be approved by one of the units listed above. See [Appendix A](#) for contact information for each unit.

TYPES OF POSTINGS ALLOWED

Banners

Large signs typically printed on paper, heavy banner stock or vinyl and either hung from structures or objects or mounted on banner stands.

The following guidelines apply to the placement of banners:

- Shall not exceed 3 x 6 feet
- No more than 3 banners per event
- May be placed no more than seven (7) days prior to the event and must be removed within one (1) working day following the event

Typical locations for the placement of banners on campus are described below, and also shown on the Banner Location exhibits found in [Appendix B](#):

- Location A - Library Walkway: Railing along Library roof plaza, above Library courtyard entrance, facing south towards the University Union buildings
- Location B - Library Walkway: Railing along Library roof plaza, above Library courtyard entrance, facing north towards KPE
- Location C – Library Overpass: Railing along Library overpass, facing south towards the University Union buildings
- Location D - Library Overpass: Railing along Library overpass, facing north towards KPE
- Location E – Library Courtyard: Railing on stairwell above Library (west facing) courtyard entrance
- Location F - Music Building Entrance: Brick walls on east and west side of main building entrance
- Location G - Mieljohn Hall Stairwell: Railing on each and west side of main stairwell building entrance
- Location H - North Science: Railing on fourth floor stairwell, facing west
- Location I - South Science: Railing on fourth floor stairwell, facing west
- Location J – KPE: Brick wall on west side of main building entrance

Staked Signs

A staked sign is a non-illuminated sign that is mounted to either a wooden or wire stake that is secured in place by pushing it into the ground.

The following guidelines apply to the placement of staked signs:

- No more than 25 signs per single event
- Shall not exceed 17 x 22 inches
- Shall not be higher than three (3) feet from the ground

- Stakes shall not exceed 36 inches, and shall be placed no deeper than 8 inches into the ground
- Shall be placed in lawn areas only; to avoid potential damage to underground utilities exact location(s) shall be approved by Facilities Development & Operations prior to installation
- May be placed no more than seven (7) days prior to the event and must be removed within one (1) working day following the event

Typical locations for the placement of staked signs on campus are lawn areas along campus walkways, as well as the large lawns in the quad areas

A-Frames (Sandwich Boards)

An A-frame is a portable, non-illuminated sign used to advertise a location, event or activity on the campus. The A-frame sign should be made of durable, rigid material such as, but not limited to, wood, plastic or metal.

The following guidelines apply to the placement of A-Frames:

- Maximum allowable size is 2 x 4 feet
- Shall not exceed a height of thirty (30) inches from ground level to top of sign
- Shall not be placed on lawn or shrub areas
- Shall not restrict access to sidewalks, building entrances, driving pathways (that may obstruct emergency vehicles) or handicap ramps
- May be placed no more than seven (7) days prior to the event and must be removed within one (1) day following the event

Typical locations for the placement of A-Frames on campus are along concrete walkways near building entrances

Posters

Large signs typically printed on paper or heavy card stock used to advertise a location, event or activity on the campus.

The following guidelines apply to the placement of posters:

- Shall not exceed 17 x 22 inches
- Shall be placed no more than seven (7) days prior to the event and must be removed within one (1) working day following the event

Typical locations for the placement of posters on campus outdoor bulletin boards and kiosks

Chalk

In general, the university does not encourage chalking as a method of communication due to negative environmental and resource concerns (washing requires water and the potential for introducing pollutants into the storm water system).

The following guidelines apply to the use of chalk on the campus:

- Only water soluble chalk may be used
- Permitted only on flat, horizontal surfaces – e.g. sidewalks and plazas; chalk is prohibited on vertical surfaces, walls or buildings surfaces
- Shall not interfere with pedestrian traffic
- Maximum duration of five (5) days

Flyers (handbills, circulars, etc.)

Distribution of flyers, handbills and circulars that do not contain commercial advertising is permitted on campus. Flyers shall not be placed on automobiles or other motor vehicles.

Parking Event Signage

Posting of signs to direct visitors to parking locations on campus is permitted. Every effort should be made to assure the signage is large enough to be seen by drivers, while not impairing site lines or creating congestion for other drivers.

Other Postings

While other types of postings such as balloons, flowers, ribbons, etc. are permitted they are generally discouraged. There are no typical location(s) for these types of postings; permission shall be granted on a case by case basis by the unit responsible for approving content and location of the material prior to placement. In general, the material may be placed no more than one (1) day prior to the event and must be removed within one (1) day following the event.

POSTING RESTRICTED AREAS

No postings will be allowed in the following campus locations:

- Doors
- Windows
- Benches
- Trash or recycling receptacles
- Trees
- Vehicles
- Fountains

- Sculptures
- Exterior or entrance signage
- Railings
- Traffic control signs (e.g. traffic lights, stop signs, etc.)
- Utility poles (e.g. power, communications, light, etc.)Newspaper/magazine racks

In addition, postings will not be allowed in any location that may impair safe visibility for drivers, pedestrians or persons with disabilities.

POSTING REQUEST PROCESS

If the posting is for an event to take place on the Hayward campus, the posting must be requested when the space is reserved by noting the posting on the University Scheduling Office online request form found at: <https://adhayweb13.csueastbay.edu/wsapps/facres/reserve.php> For events sponsored by ASI, Housing, Student Life and Leadership Programs or Enterprise Operations please contact those departments directly.

Appendix A

Posting Request Contact Information

Posting Request Contact Information

Associated Students, Inc.

Contact: Executive Director
UU 314
(510) 885-2333

Enterprise Operations

Contact: Enterprise Operations Coordinator
(510) 885-4638

University Scheduling

Contact: Facilities Reservation Coordinator

(510) 885-3681
facresv@csueastbay.edu or academic_scheduling@csueastbay.edu

Housing & Residential Life

Contact: Student Housing & Residential Life
Lassen Hall
(510) 885-7444
housing@csueastbay.edu

Student Health & Counseling Services

Contact: Student Health & Counseling Services
(510) 885-3757
shcs@csueastbay.edu

Student Life and Leadership Programs

Contact: Student Life and Leadership Programs Office
New UU, 2nd Floor
(510) 885-3657
studentlife@csueastbay.edu

Facilities Development & Operations

Contact: Corporation Yard
(510) 885-4444

Appendix B

Banner Locations

Using this Guide

- ▣ The following photos show locations that are acceptable for placement of banners
- ▣ Photos list the location for placement of banners as well as a letter for each location (eg: Location A)
- ▣ Letter locations are sited on a University map for easy placement within the campus

Location A



Visual Locator



Campus Map

Area Enlarged

Location B



Visual Locator



Campus Map

Area Enlarged

Location C



Visual Locator



Campus Map

Area Enlarged

Location D



Visual Locator



Campus Map

Area Enlarged

Location E



Visual Locator



Campus Map

Area Enlarged

Location F



Visual Locator



Campus Map

Area Enlarged

Location F



Visual Locator



Campus Map

Area Enlarged

Location G



Visual Locator



Campus Map

Area Enlarged

Location H



Visual Locator



Campus Map

Area Enlarged

Location I



Visual Locator



Campus Map

Area Enlarged

Location J



Visual Locator



Campus Map

Area Enlarged