



ASD 11-29

Passed by the Academic Senate 4-21-11

December 17, 2010

Resolution Recommending the Implementation of the Campus Signage Program Campus Facilities and Beautification Committee

INTRODUCTION

The Campus Facilities and Beautification Committee met with Facilities Management personnel to discuss campus signage. The FM personnel indicated that funding is in place to complete some campus signage including: signage around the campus perimeter from the southeast corner of campus clockwise to Associated Road, one campus directory, and signage for east-side student housing. A final phase of interior campus signage that directs students, university employees, and visitors walking on campus (as well as emergency responders) is not yet funded.

JUSTIFICATION

A comprehensive campus-wide signage program is an essential part of any university campus. The lack of adequate signage seems unwelcoming and makes a poor impression on numerous visitors to campus, including prospective students and their family members, prospective faculty and staff, academic guests, and members of the surrounding community. Because even returning students need to locate new buildings each semester to access classrooms, offices, and other services, the lack of signage impacts our entire student body. Finally, additional signage is needed to ensure that fire and emergency response services can be provided for buildings on campus. The campus-wide signage program addresses these concerns in a comprehensive and effective way and therefore should be funded and implemented in its entirety.

RECOMMENDATIONS

The CF&B Committee recommends the University should complete the implementation of the campus-wide signage program as planned by providing funding for those portions of the installation that are not yet funded. In particular, the signage program for the academic core of campus has not been funded and should be funded. This signage will include (1) pedestrian directional signs at key path intersections, (2) exterior building signage, and (3) additional monument style campus directories at key campus locations. The cost to implement the signage program for the academic core of campus is estimated to be \$300,000 to \$400,000.



CALIFORNIA STATE UNIVERSITY, FULLERTON

Campus Facilities and Beautification Committee

ASD 11-33

Passed by the Academic Senate 4-21-11

Date: February 15, 2011
To: Academic Senate
From: Academic Senate Executive Committee
Subject: **Campus Signage Recommendation**

The Academic Senate Executive Committee reviewed the recommendation of the Campus Facilities and Beautification Committee. We recognize the lack of campus signage is a longstanding concern and forward this to the Academic Senate for its review and recommendation.

The Senate Executive Committee also recommends that the campus develop an application for smart phone devices which will enable the user to input a campus location address and the response will be the appropriate map showing the corresponding location.

cc: Laura Lohman, Chair
Campus Facilities & Beautification Com

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