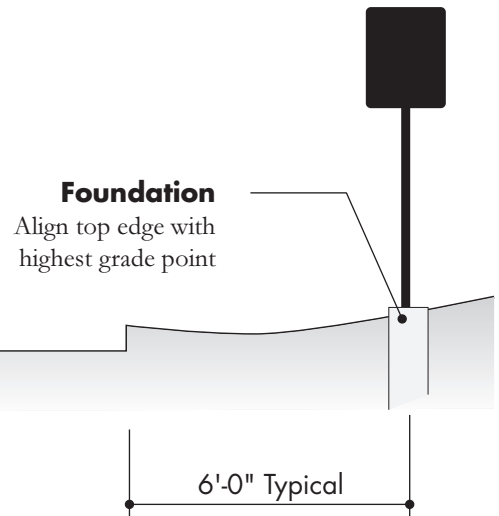
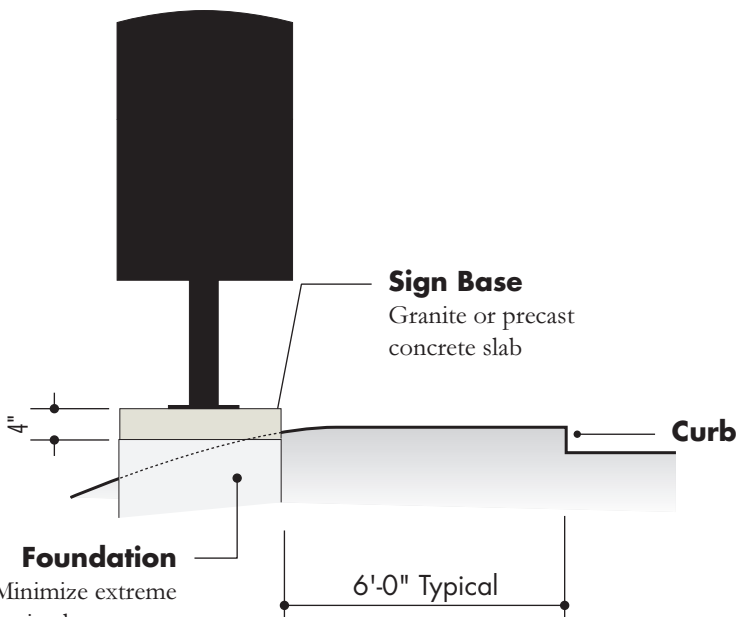
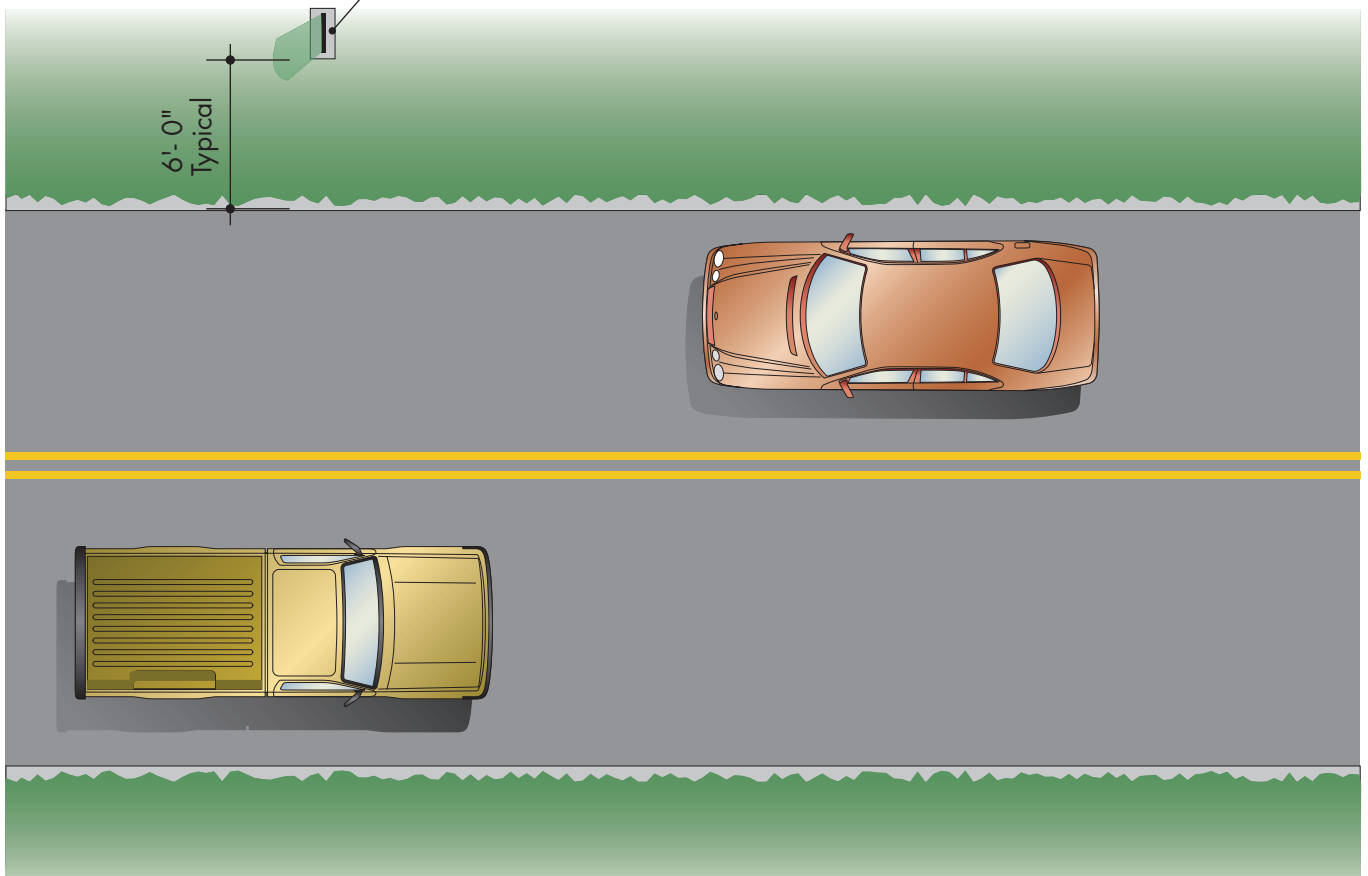


SECTION C

Location Standards

Sign & Foundation

Typical location for all Vehicular free-standing signs



Foundation
Minimize extreme differences in slope across foundation where possible

Foundation
Align top edge with highest grade point

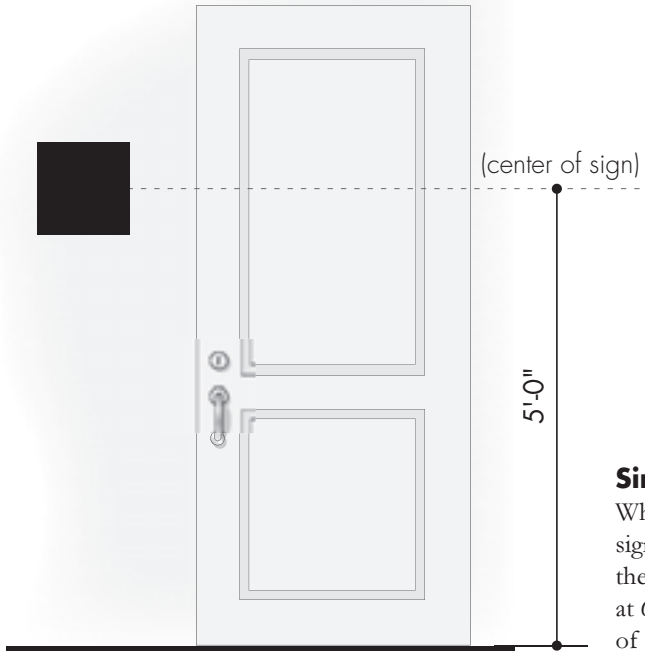
Placement Criteria

Vehicular oriented free-standing signs are intended to be viewed at a distance by approaching motorists. Signs need to be placed within a driver's general cone of vision so the driver can stay focused on the road surface. Signs should be placed on the right side of the road whenever possible, and always perpendicular to the driver to maximize readability.

A setback of 6 feet has been established as a standard for all signs along the road to avoid damage to signs or cars. The precise setback for each sign may vary slightly due to site conditions. All proposed locations must be reviewed by Physical Plant in advance of site preparation to eliminate the possibility of damaging underground utilities.

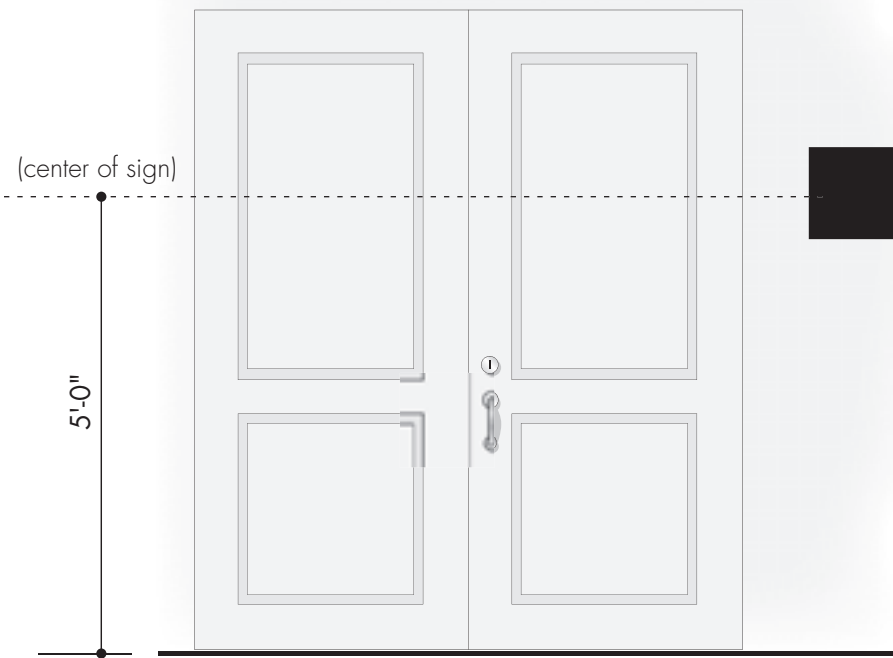
Varying grade conditions may require exposing a portion of the sign foundations. This should be minimized as much as possible. Regrading and planting are ways to help mitigate severe slope conditions. Proposed plant materials should be considered carefully to stay within the context of the landscape master plan for the University. Seasonal flowers at the base of signs are strongly discouraged to avoid projecting a cemetery-like image.

Pedestrian oriented free-standing signs should also be placed perpendicular to the adjacent walkway. A 3 feet setback from the walkway is appropriate for pedestrian signs.



Single Door

Where space allows signs should be mounted nearest the latch side of the door, at 60" to the center of the sign from grade



Double Door

Where space allows, signs should be mounted nearest the operational door, at 60" to the center of the sign from grade

Placement Criteria

Wall-mounted building identification signs are intended to reinforce a sense of arrival. Signs should be placed on the wall adjacent to the latch side of a main entry door whenever possible to maximize readability.

Exact placement of signs should be carefully considered at each location to avoid conflict with architecture and other obstructions. Only one sign should be placed in any single location. Before installing a sign in a proposed location, it is recommended that a cardboard mock-up be viewed for exact placement.

In general, the center of building identification signs should fall at approximately 5 feet above the finished floor or grade immediately below the sign.