



Campus Planning Committee

Facilities Planning & Management

Committee Chair: Provost, Charles Isbell

December 14, 2023



Agenda

1. Welcome & Introductions

2. Old Business

- a) Approval of November 30, 2023, meeting minutes (**Action**)

3. New Business

- a) Naming Change Request, Campus Lands – FP&M + RecWell (*Williams*) (**Action**)
- b) 2023 State of our Stormwater Report – Stormwater Management Program (*Jackson*)
 - MS4 WPDES Permit Public Meeting
- c) Exterior Signage, Graphics and Wayfinding Policy Update (*Williams/Bronk*)

4. Announcements

5. Adjournment





CAMPUS LANDS

NAMING CHANGE REQUEST

REQUEST

Request review and recommendation from the University Architect and Facilities Planning & Management leadership to approve name changes to existing recreational fields and structures.

REQUESTED BY:

University Recreation & Wellbeing

Aaron Hobson, Director

Sadat Khan, Senior Associate Director of Facility Planning & Operations

Erik Jaeke, Associate Director of Programs

BACKGROUND:

This request concerns the naming of existing UW-Madison recreational fields and supporting structures outside of the Board of Regents of the University of Wisconsin System Policy 19-14. The Policy is not invoked in this instance as both the existing and proposed name changes are unrelated to an individual, family, corporation, or other legal entity. Further, three of the naming requests are for parcels of land, which the institution has delegated authority to name.

The request is to add clarity to the below referenced Recreation & Wellbeing facility names for the purpose of programming and navigation by campus stakeholders. Removal of the current modifier terms 'Near' and 'Far' will create a more cohesive and accessible campus physical environment while reducing confusion across open spaces on campus.



CAMPUS LANDS

NAMING CHANGE REQUEST

RELATED POLICIES UW-Madison Policy #6054, [“Campus Facilities, Buildings, and Lands Naming Process”](#)
Regent Policy Document 19-14, [“Naming of University Facilities and Lands”](#)

Facility Number	Current Facility Name	Proposed Facility Name	Address
0639	Far West Play Fields	University Bay Recreation Fields	1275 University Bay Drive
0027	West Recreation Field Service Building	University Bay Recreation Fields Building	1301 University Bay Drive
0689	Near West Play Fields	West Recreation Fields	2100 Observatory Drive
0799	Cole Recreation Area	Observatory Recreation Area	601 Elm Drive
0629	Near East Play Fields	East Recreation Fields	1926 Observatory Drive
1029	None (new building)	East Recreation Fields Building	620 Elm Drive

CAMPUS LANDS LOCATION



West Recreation Fields
East Recreation Fields
East Recreation Fields-Building
Observatory Recreation Area

University Bay Recreation Fields-Building

University Bay Recreation Fields



STATE OF OUR STORMWATER

2023 Stormwater Management Program

UW-Madison MS4 WPDES Permit



Environment, Health
and Safety Department
UNIVERSITY OF WISCONSIN-MADISON

Campus Planning Committee Meeting
December 14, 2023

UW-Campus Footprint and Impervious Surfaces (48%)

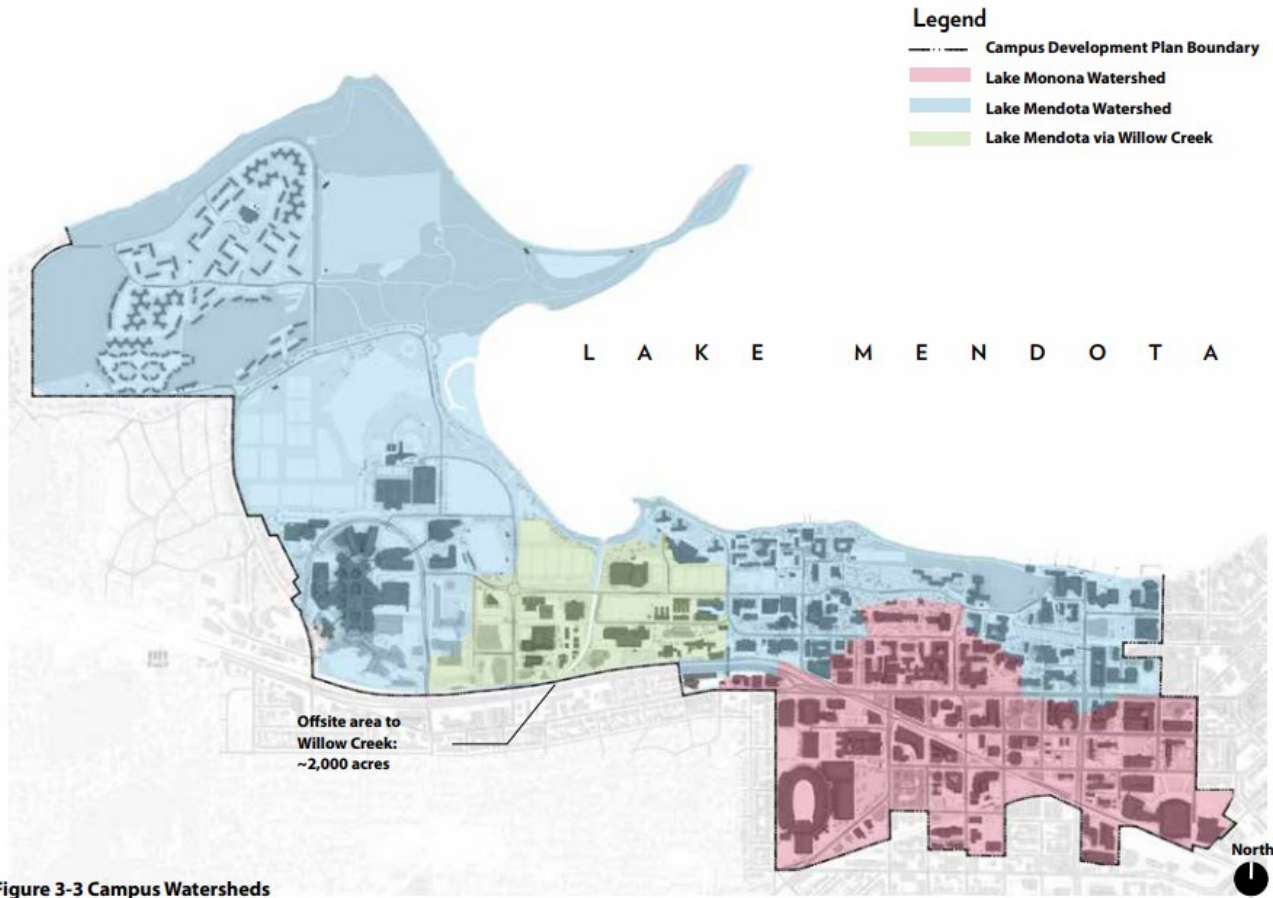
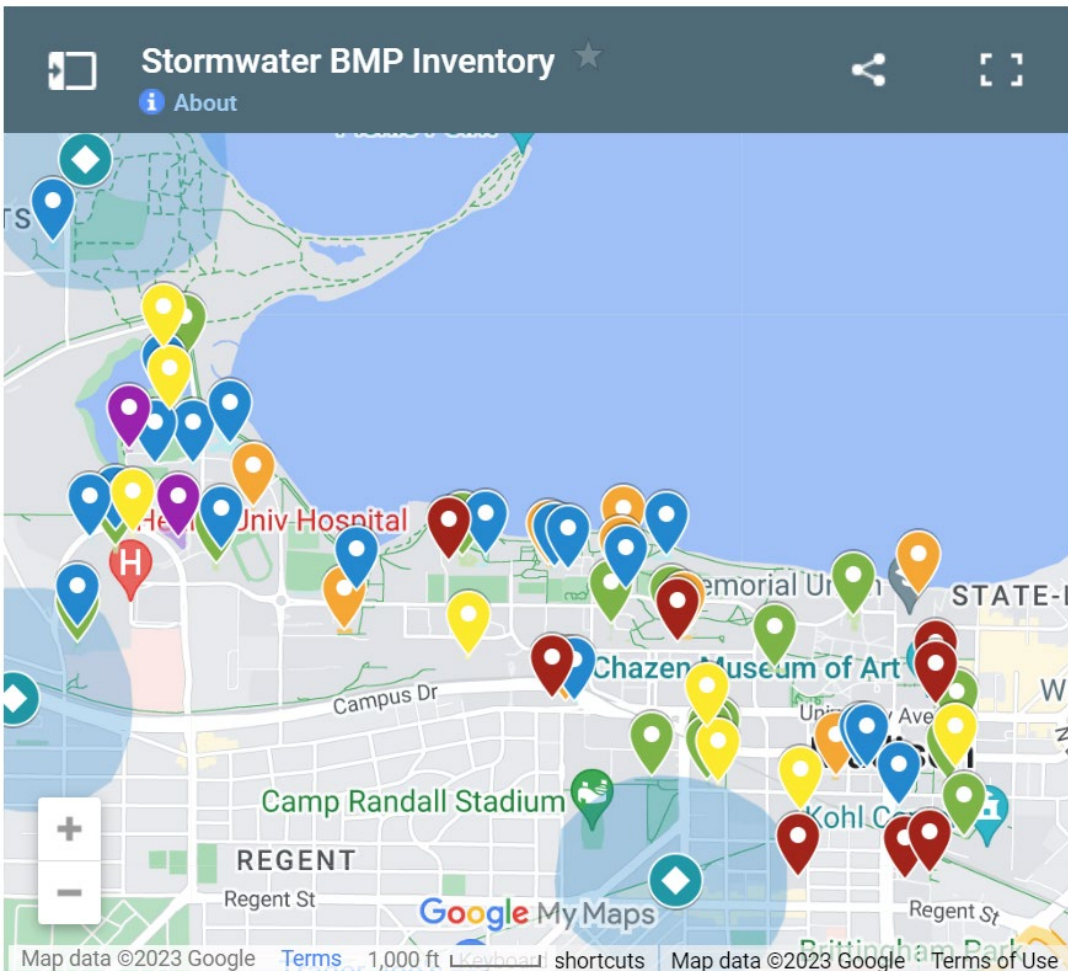


Figure 3-3 Campus Watersheds



Figure 3-1 Campus Watershed Divide

Campus SW Structural Mgmt. Facilities (BMPs)



Rain Garden/Bioswale/Bioretenention



Porous/Permeable Pavement



Green Roof



Detention Basin/Stormwater Pond



Proprietary Device (Sediment/Oil & Grease)



Cisterns/Other (per Description)

Campus SW Structural Mgmt. Facilities (BMPs)



<<< Detention Basin/Stormwater Pond

These traditional stormwater management facilities are highly effective at treating TSS, but are limited in potential due to space requirements. Smaller footprint BMP's that treat pollutants at the source rather than the end of pipe are preferred.

Campus SW Structural Mgmt. Facilities (BMPs)

Rain Garden/Bioswale/Bioretention >>>

Among the most prevalent types of BMP's on campus. These practices are designed to collect runoff and promote groundwater recharge and evapotranspiration through deep-rooted plants and engineered soil. These practices can take many forms and shapes.



Campus SW Structural Mgmt. Facilities (BMPs)

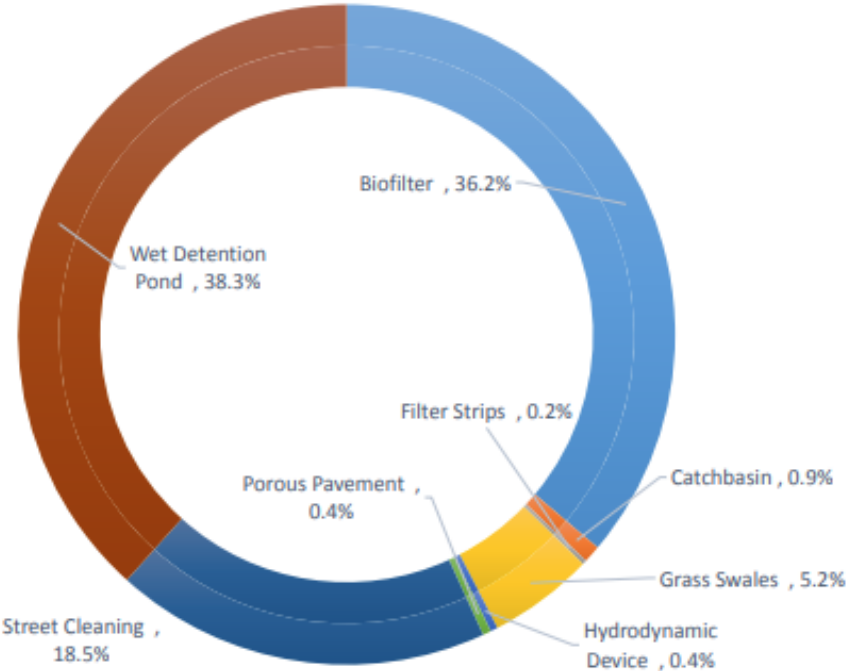


















Figure 4-7 Percentage of Total TSS Captured by BMP Type

AiM Master Asset Profile

Search			
★	Action	Asset ↓	Description
🔍	Export	 89970	CISTERN - OTHER SNOW PILE STORAGE AREA NEAR LOT 130 10-35-D
📄	View	 90113	CISTERN - OTHER SNOW PILE STORAGE AREA 10-26-D
🔧	Boilers in service	 90115	CISTERN - OTHER WIMR 9-24-D
☰	Generators in service	 90139	CISTERN - OTHER WISCONSIN INSTITUTE FOR DISCOVERY 11-07-D
		 90148	CISTERN - OTHER UNION SOUTH 12-07-D
		 90153	CISTERN - OTHER CHARTER ST HEATING PLANT & LOT 45 13-02-D
		 90155	CISTERN - OTHER GORDON DINING & EVENT CENTER 13-05-D
		 90156	CISTERN - OTHER DAIRY CATTLE CENTER 13-15-D
		 90158	CISTERN - OTHER ALUMNI PARK 17-12-D
		  90169	CISTERN - OTHER MEAT SCIENCE & ANIMAL BIOLOGICS DISCOVERY 19-16-D
		  90170	CISTERN - OTHER POLICE AND SECURITY FACILITY 17-03-D
		 92237	CISTERN - OTHER 30 EAST CAMPUS MALL 06-01-D
		  92239	CISTERN - OTHER BAND PRACTICE FIELD 08-23-D

WPDES Permit No. WI-S058416-4

- Covers all storm water discharges from UW-Madison municipal separate storm sewer systems.
- Group Permit that covers 21 municipalities around the Madison Area.

The intent is to have permittees implement programs known to improve the water quality of surface water runoff.



**STATE OF WISCONSIN
DEPARTMENT OF NATURAL RESOURCES**

**INDIVIDUAL PERMIT TO DISCHARGE UNDER THE
WISCONSIN POLLUTANT DISCHARGE ELIMINATION SYSTEM
WPDES PERMIT NO. WI-S058416-4**

In compliance with the provisions of ch. 283.33, Wis. Stats., and chs. NR 151 and 216, Wis. Adm. Code,

THE CITIES OF FITCHBURG, MADISON, MIDDLETON, MONONA, SToughton, SUN PRAIRIE, AND VERONA; THE VILLAGES OF COTTAGE GROVE, DEFOREST, MAPLE BLUFF, MCFARLAND, SHOREWOOD HILLS, WAUNAKEE AND WINDSOR; THE TOWNS OF BLOOMING GROVE, BURKE, MADISON, MIDDLETON AND WESTPORT; DANE COUNTY; AND THE UNIVERSITY OF WISCONSIN - MADISON

are permitted to discharge storm water from all portions of the


MUNICIPAL SEPARATE STORM SEWER SYSTEMS

owned or operated by the co-permittees listed above to waters of the state in accordance with the conditions set forth in this permit.

With written authorization by the Department, this permit will be used to cover a municipal separate storm sewer system initially covered under a previous version of a municipal separate storm sewer system permit. The **Start Date** of coverage under this permit is the date of the Department letter sent to the municipality authorizing coverage under this permit. The Department is required to charge an annual permit fee to owners and operators authorized to discharge under this permit in accordance with s. 283.33(9), Wis. Stats., and s. NR 216.08, Wis. Adm. Code.

State of Wisconsin Department of Natural Resources
For the Secretary

By:


Eric S. Rortved
Storm Water Engineer & Permit Drafter

7/01/19

Date Permit Signed/Issued

PERMIT EFFECTIVE DATE: July 1, 2019

EXPIRATION DATE: June 30, 2024

Stormwater Management Program and Reporting

- Target Areas for Improved Stormwater
- Public Education and Outreach (PEO)
- Public Involvement and Participation (PIP) to provide input on the stormwater management program
- Illicit Discharge Detection and Elimination (IDDE)
- Construction Site Pollutant Control
- Post-Construction Storm Water Management
- Pollution Prevention
- Interagency Agreements
- Annual Reporting to WDNR on Compliance



UW-Madison Written Stormwater Management Plan - 2023



STORMWATER MANAGEMENT PLAN Campus – 2023 (3/31/2023)

MS4 WPDES Permit No. WI-So58416-4



Total Suspended Solids and Total Phosphorus TMDLs for the Rock River Basin Watershed



**YAHARA RIVER,
MENDOTA & MONONA
(TMDL REACH 64)**

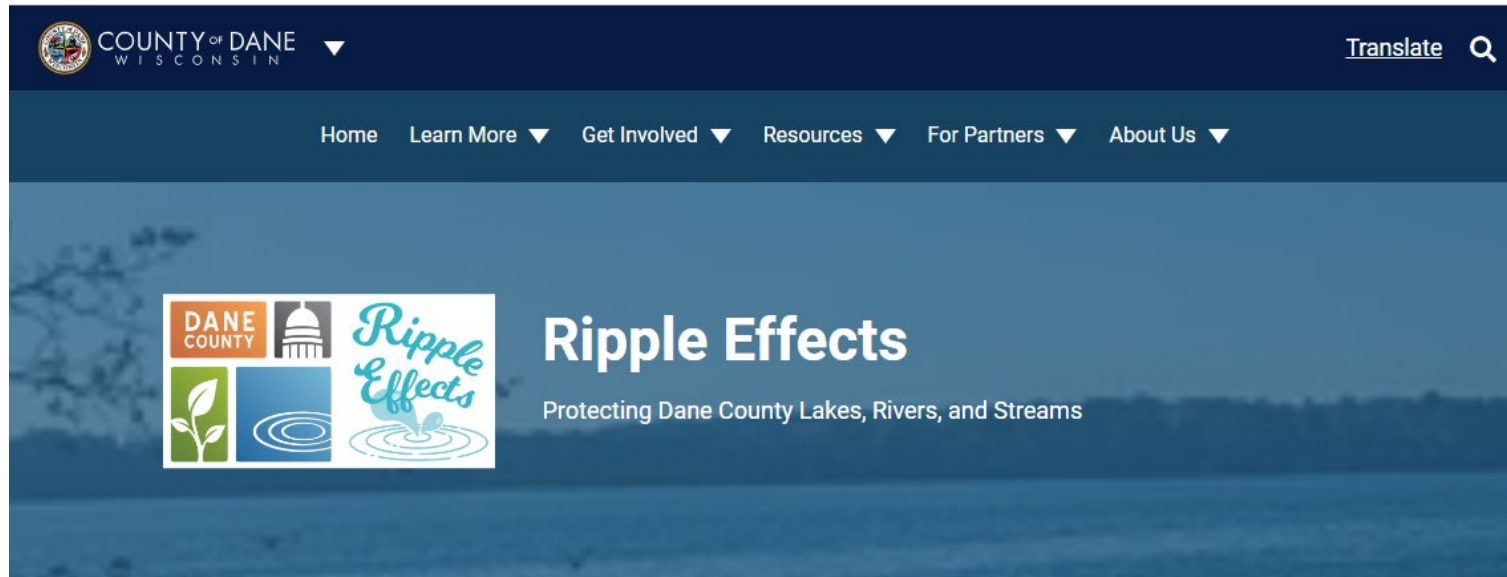
**Projected phosphorus
reduction, 2022: 18,748**

Actual reported: 30,852

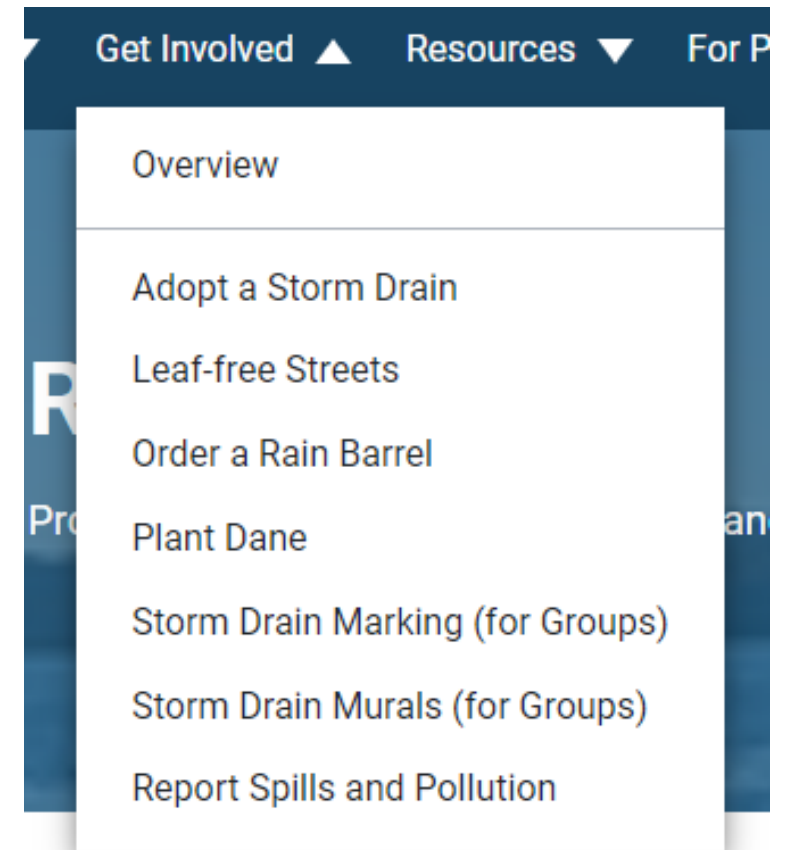
Discharges to Impaired Waters 2023 Biennial Determination

**No new pollutants were proposed for
Total Maximum Daily Load (TMDL)
Requirements since the last review in 2021**


Madison Area Municipal Stormwater Partnership (MAMSWaP) Public Education and Outreach



Working Together to Protect Our Waters



UW-Madison Stormwater Public Education and Outreach (PEO) Program

 **UNIVERSITY OF WISCONSIN-MADISON**
ARBORETUM
Restoring Land and Enriching Lives

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QUESTIONS?
Email Maddie Smith,
Outreach Specialist
msmith79@wisc.edu »

Water Action to Encourage Responsibility

The Arboretum lies at the bottom of the Lake Wingra watershed and receives millions of gallons of stormwater each year from surrounding neighborhoods and commercial areas. This water courses through wetlands and natural channels that have been eroded by runoff, ultimately feeding into Lake Wingra or Wingra Creek. Before arriving at the Arboretum, stormwater flows over roofs, roads, sidewalks, construction sites, and compacted lawns. Along the way, pollutants, excess nutrients, and sediment are picked up and carried to our rivers and lakes.

To reduce the harmful effects of urban stormwater and



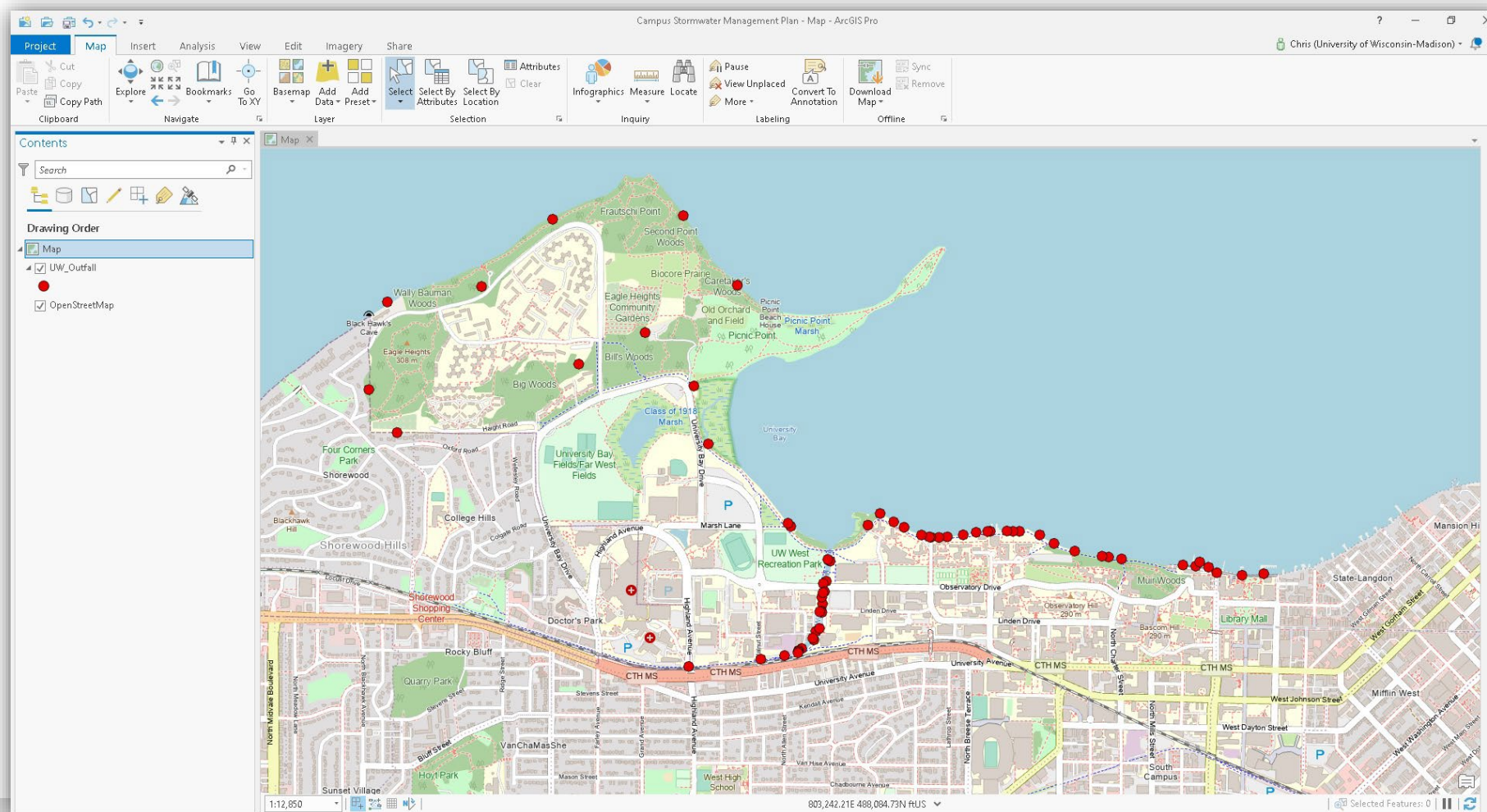
Scouts and volunteers planting a rain garden at Thoreau Elementary School to reduce erosion from runoff. Photo: David H Thompson

Public Involvement and Participation (PIP) Program

3.2 Public Involvement and Participation

Each co-permittee shall maintain its public involvement and participation program, which complies with applicable state and local public notice requirements, to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. The co-

Illicit Discharge, Detection, and Elimination (IDDE) Program



IDDE Program



Sample Collected of Flow: ☒ YES ☐ NO

Sample Name(s): ME-12
Field Sample

FIELD / LABORATORY ANALYSIS

Laboratory Conducting Analysis (or indicated as field analysis):

Parameter	Methodology	Results (units)	Field Analysis	Parameter	Methodology	Results (units)	Field Analysis
pH	ion selective electrode	8.0	<input checked="" type="checkbox"/>	Other: Free copper	Bioinchrome	None	<input checked="" type="checkbox"/>
Total Chlorine	DPD DPD	<0.1 mg/L	<input checked="" type="checkbox"/>	Other:			<input type="checkbox"/>
Total Copper	Bioinchrome	<0.1 mg/L	<input checked="" type="checkbox"/>	Other:			<input type="checkbox"/>
Total Phenol	4-Aminoantipyrene	0.2 mg/L	<input checked="" type="checkbox"/>	Other:			<input type="checkbox"/>
Detergents	Toluidine Blue-O	<0.05 mg/L	<input checked="" type="checkbox"/>	Other:			<input type="checkbox"/>

Construction Site Pollutant Control & Post-Construction Stormwater Management Programs

- WDNR is the Enforcement Authority involving Land Disturbances of 1 acre or more in size.
- DOA, UWSA, and UW-Madison projects covered by NR 216 (SW Discharge Permits) and NR 151 (Runoff Management)
 - Erosion controls, inspections, and corrective action
- Post-construction requirements for 80% TSS reduction from no controls for new projects.
 - Structural BMP inspection, maintenance, and corrective action

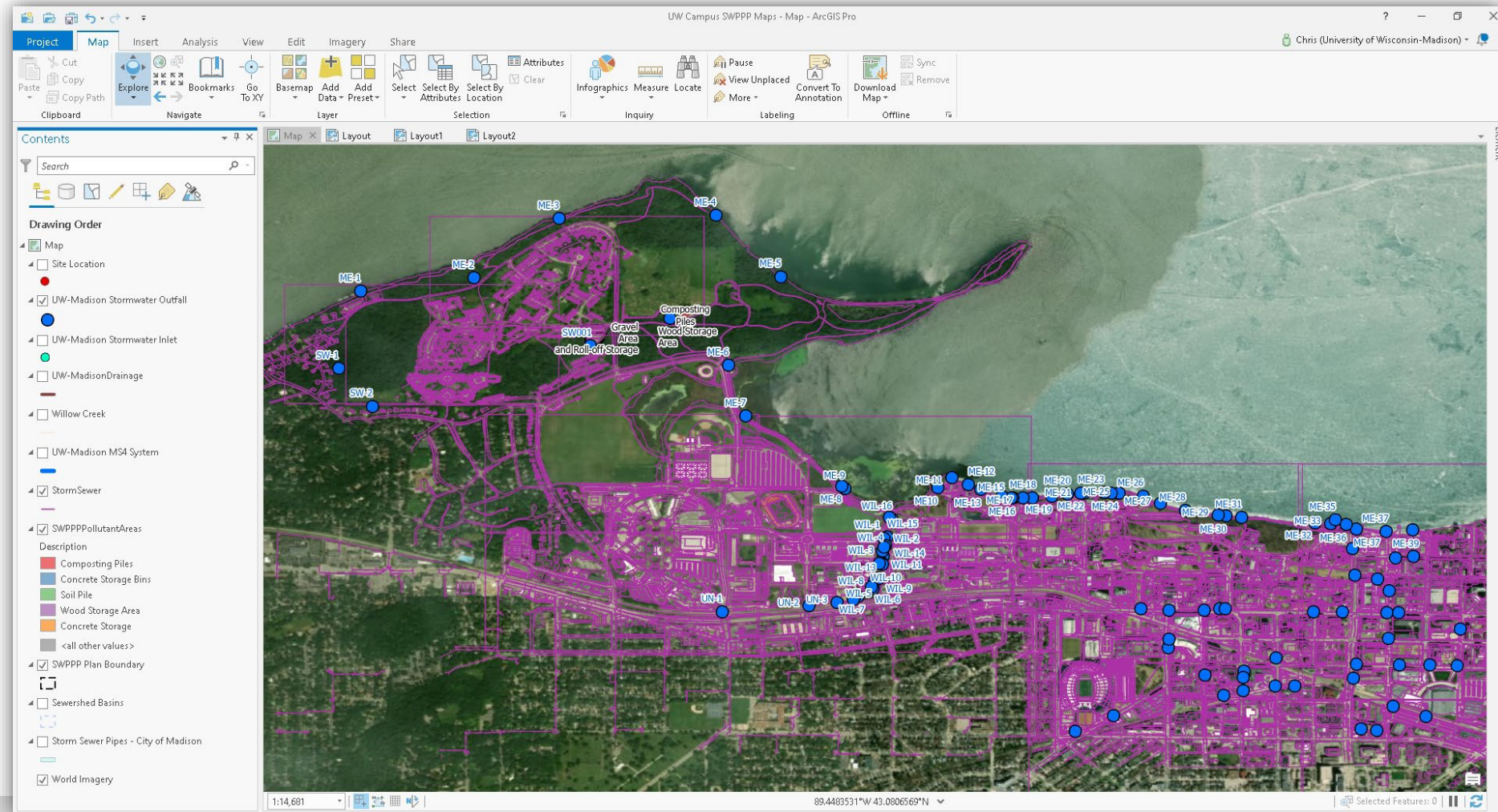
Pollution Prevention Program

- **Street Sweeping/Cleaning** – At least Weekly Spring/Summer/Fall - 120 tons removed in 2022
- **Catch Basin Sump Cleaning** – 44 sumps – 18 tons collected in 2022
- **Leaf Collection** – Daily from October through November
- **Winter Road Management** – 32 Lane Miles of Roadways, Salt & Salt/Sand Use Cut in half
- **81 Structural BMPs**
- **Stormwater Pollution Prevention Plans (SWPPPs)** for 3 outdoor storage areas. 54 document inspection of these areas each year.

Developed Urban Area Standards Applicability

- **NR 151 (Runoff Management)** – Requirement for 20 % Sediment Reduction from no Controls for “grandfathered” areas not subject to current Post-Construction performance Standards
- UW-Madison **Practice is to meet 80% TSS reduction** from no controls for All Post-construction requirements for All new projects.

Storm Sewer System Map Annual Update



Special MS4 Responsibilities For UW-Madison

- Updated Stormwater Interagency agreements to improve communication on identifying and controlling any illicit discharges crossing their respective boundaries with:
 - City of Madison – Completed in 2022
 - Village of Shorewood Hills – Completed in 2023
 - U.S. Federal Government (VA Hospital and Forest Products Laboratory) – Pursue in 2024

UW-Madison Authorized MS4 Permit Representative

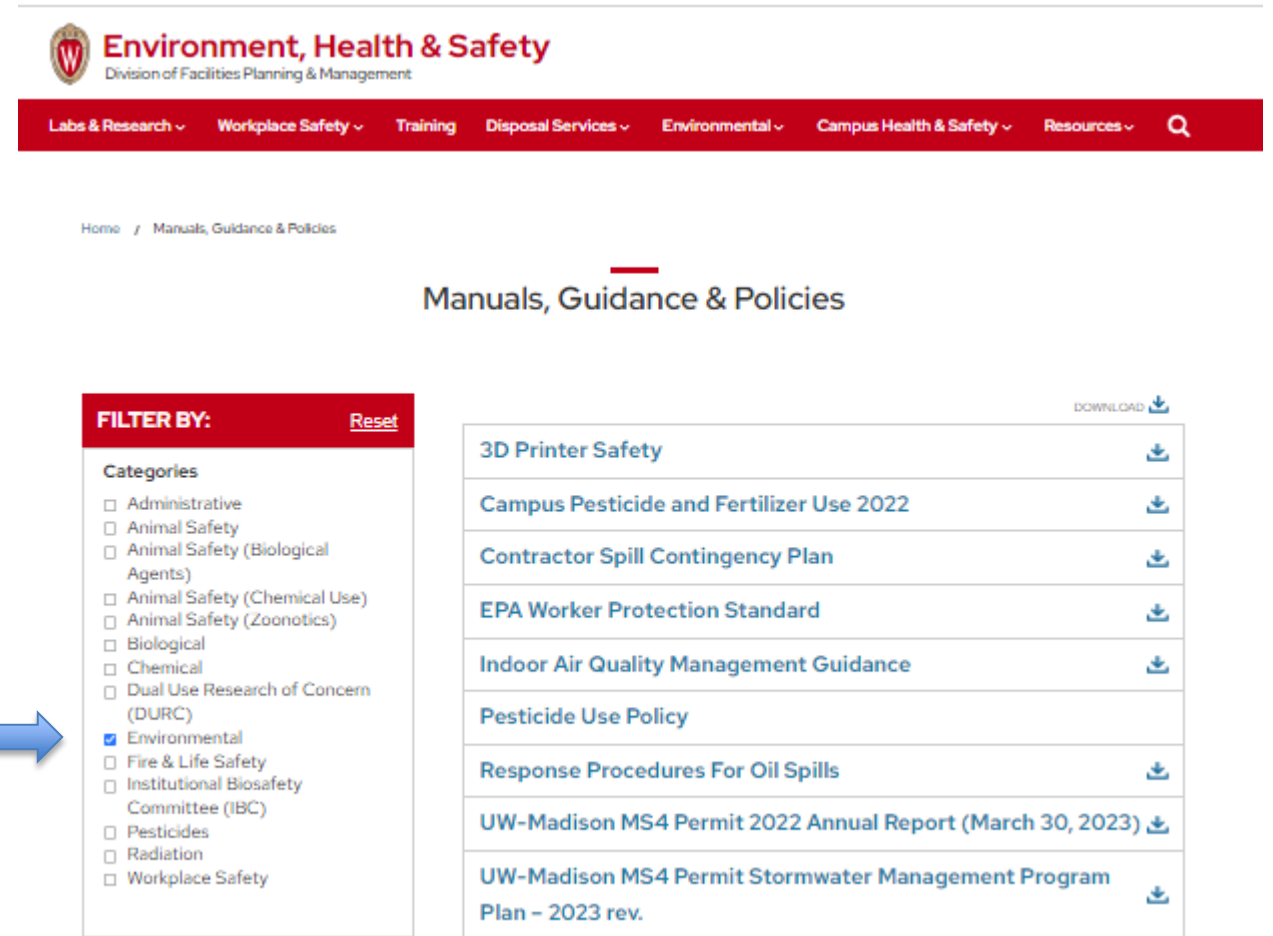
EH&S Assistant Vice Chancellor - Christopher Strang

Continuous Improvement Going Forward

- Implement Campus-Wide Centralized BMP inspection and maintenance Work Order System by Grounds
- Finalize Plumbing Shop Illicit Discharge Detection and Elimination procedure/SOP
- Develop Stormwater Management Interagency Agreement with the U.S. Federal Government to improve communication with the VA and Forest Products Laboratory
- BMP Construction of the Near East Recreation Fields Stormwater BMP Underground Detention Chamber for 32-acre Watershed
- Update 2015 WINSLaM modeling for the estimation of TSS and TP percent reductions from no controls from campus lands

Stormwater Management Program and Reporting

- Published Report
- 2023 Annual Report and written Stormwater Management Program is Posted on the EH&S Website:
<https://ehs.wisc.edu/ehs-manual/?selected%5B%5D=environmental>

Environment, Health & Safety
 Division of Facilities Planning & Management

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Manuals, Guidance & Policies

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- ☐ Animal Safety (Chemical Use)
- ☐ Animal Safety (Zoonotics)
- ☐ Biological
- ☐ Chemical
- ☐ Dual Use Research of Concern (DURC)
- ☒ Environmental
- ☐ Fire & Life Safety
- ☐ Institutional Biosafety Committee (IBC)
- ☐ Pesticides
- ☐ Radiation
- ☐ Workplace Safety

DOWNLOAD 

3D Printer Safety	
Campus Pesticide and Fertilizer Use 2022	
Contractor Spill Contingency Plan	
EPA Worker Protection Standard	
Indoor Air Quality Management Guidance	
Pesticide Use Policy	
Response Procedures For Oil Spills	
UW-Madison MS4 Permit 2022 Annual Report (March 30, 2023)	
UW-Madison MS4 Permit Stormwater Management Program Plan – 2023 rev.	

EH&S Team

Jeff Zebrowski

Director Chemical Safety

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Lead Env Affairs Specialist

(608) 220-6648

Jon.Jackson@wisc.edu

Campus Stormwater Stakeholders Team

Grounds Department

Ellen Agnew

UW Arboretum

Madeline Smith

Facility Planning and Delivery

Aaron Williams

Rhonda James

Matt Collins

Office of Sustainability

Travis Blomberg

Plumbing Shop

Pete Dahl

Jay Maier

Chad Hellenbrand

Unv. Housing and Apartments

Geb Lefebber



Exterior Signage, Graphics and Wayfinding Policy Update

University of Wisconsin-Madison
Facilities Planning & Management
December 14, 2023

Work Group Charge

- Review and update of the current *“Exterior Graphics, Wayfinding and Signage Policies and Design Guidelines”* policy (#UW-6037)
- Framework for consistent wayfinding and signage
- This is not a redesign of the existing signage design standards, but a thorough review of policy #UW-6037 with additional attention given to:
 - New sign types not currently addressed. Including:
 - Construction Signs
 - Construction Banners
 - Corporate Signs
 - Electronic and Digital Signs
 - Exterior Facing Interior Signs
 - Interpretive Signs
 - Portable and Temporary Signs
 - Retail Signs
 - Temporary Signs
 - Window Graphics
 - Review and approval processes of signage requests
 - Current deficiencies and ambiguity within the policy
- Current policy and guidelines created in 2003.



Exterior Wayfinding Workgroup

Jonathan Bronk | Senior Landscape Architect, FP&M - Campus Planning & Landscape Architecture (Workgroup Chair)

Katie Effertz | CPC Representative, Recreation & Wellbeing Board, Associate Director of Operations & Residential Programs for Continuing Studies

Joel Gerrits | CPC University Staff Representative, Senior Commercial Project Engineer

Brenda Gonzalez | UW-Madison Director of Community Relations

Kelly O'Loughlin | Director, Creative Services, UW Marketing

Kurt Paulsen | CPC Environmental Representative, Professor, Department of Planning and Landscape Architecture

Tonia Pittman | Facilities Associate Director, UW Housing

Aaron Williams | Interim Director, FP&M - Campus Planning & Landscape Architecture

WORKGROUP SUPPORT

Sam Franzblau | Landscape Design Intern, Campus Planning & Landscape Architecture

Emma Krug | Landscape Design Intern, Campus Planning & Landscape Architecture

Bri Stevens | Landscape Design Intern, Campus Planning & Landscape Architecture





Policy vs. Design Standards

Recommendation #1:

- Clarify the rationale and purpose of the policy.

Recommendation #2:

- Create a companion UW-Madison Exterior Signage Graphics Standards document to remain flexible to updates and responsive to customer needs.

Recommendation #3:

- Streamline signage request and approval process.

Recommendation #4:

- Identify unique exceptions and a process for conditional approval.

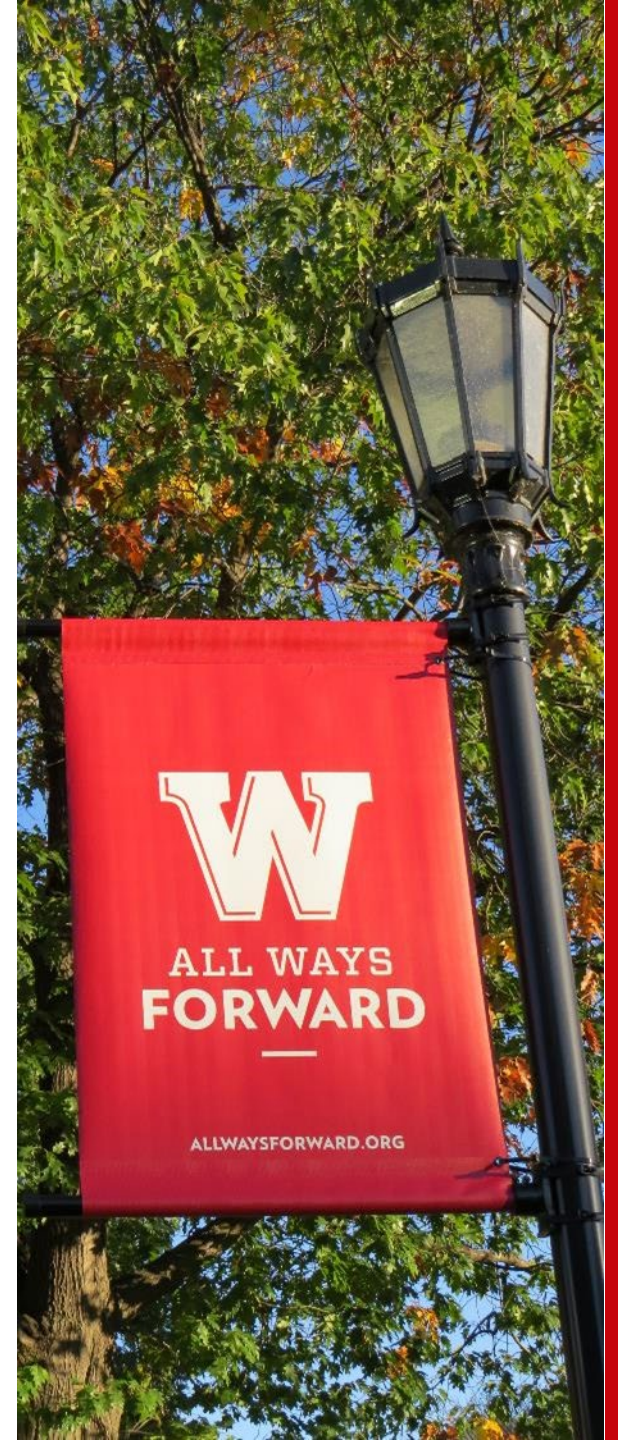
Recommendation #5

- Merge Banner Policy (UW-6036) into Exterior Signage and Wayfinding Policy to improve customer service.
The Banner Policy remains separate at this time but is linked and referenced in the Standards document

Through coordination with the UW-Madison Policy Librarian and Workgroup members the proposed policy will go from +/-5,000 words (30 pages) down to +/-500 words (4 pages). Information is rearranged and formatted into a user-friendly 'Standards' document (60 pages).

Timeline

- 03/2022:** CPC approves charter.
- 4/2022:** Workgroup begins meeting monthly (virtual).
- 6/2022:** Stakeholder survey distributed. Virtual open house held.
- 9/2022:** First draft of policy update complete
- 9/2022:** UW Policy Library review. Major shift to separate policy and standards
- 10/2022:** Creation of standards document begins
- 12/2022:** CPC update
- 3/2023:** Workgroup review
- 4/2023:** CPC update
- 6/2023:** Workgroup first review standards document
- 7/2023:** Meeting with UW Foundation and UW Marketing
- 9/27/23:** Workgroup final review standards document (Including UW Marketing and UW Housing)
- 10/2023:** Campus Planning & Landscape Architecture standards document review
- 11/2023:** Standards document final draft completed
- 11/2023 thru 12-2023:** UW Foundation, FP&M final review (comments due Dec 21)
- 12/14/2023:** CPC Update



Feedback & Review

1. **Exterior Wayfinding Workgroup**
2. UW Policy Library
3. **UW Housing**
4. **UW Marketing**
5. **Wisconsin Foundation and Alumni Association (WFAA)**
6. UW Madison Libraries
7. College of Agriculture and Life Sciences
8. Waisman Center
9. UW Madison Geology Museum
10. Facility Managers
11. College of Letters & Science
12. UWPD
13. University Recreation & Wellbeing
14. Wisconsin Public Media
15. **FP&M**
 - a. **Transportation Services**
 - b. **Campus Planning & Landscape Architecture**
 - c. **University Architect**
 - d. **Physical Plant (UW Sign Shop, UW Grounds)**





Exterior Signage, Graphics, and Wayfinding Policy (UW-6037)

EXTERIOR SIGNAGE, GRAPHICS, AND WAYFINDING POLICY UW-6037

Rationale/Purpose

This policy establishes the framework to implement and maintain a comprehensive, unified exterior sign system that meets the wayfinding and communication needs of the University of Wisconsin-Madison's (UW-Madison or UW) numerous and diverse constituencies who utilize its facilities.

In conjunction with its companion document *UW-Madison Exterior Signage, Graphics & Wayfinding Standards*, this policy represents an ongoing effort by the UW-Madison Division of Facilities Planning & Management (FP&M) to develop and maintain a sign system that is a cohesive, legible, and efficient approach to the overall outdoor visual communication for the university while supporting the goals of the Campus Comprehensive Plan (Campus Master Plan).

These two documents have been prepared for and are to be used by all constituents, departments, colleges, and organizations on the UW-Madison campus to direct their decision making related to exterior campus signage, graphics, and wayfinding.

Definitions

Campus Development Plan Boundary (Board of Regents Property):

The Board of Regents approved boundary around campus denoting properties/areas in which the Board of Regents currently owns or is interested in acquiring as properties/areas become available.

Graphic(s):

Any object or image that reflects an association with the university and is designed to be seen from a public area or within a university facility.

Sign / Signage:

A visual or tactile element utilized to communicate a message, information, or identification through typography, symbols, and pictograms.

Standards:

Established mandatory expectations and requirements set by responsible offices and others. In this case Facilities Planning and Management. Are usually developed in accordance with published federal, state, or industry regulations, requirements, or standards and apply university wide unless otherwise specified.

Temporary Signs:

A visual or tactile element utilized to communicate a message, information, or identification through typography, symbols, and pictograms for a limited, predetermined amount of time.

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Wayfindings:

Finding one's way to a destination; spatial problem solving comprising three independent processes; information processing, decision making, and decision execution.

Scope

This policy applies to all temporary, permanent, and corporate signage on UW-Madison lands within the Campus Development Plan Boundary owned, leased, or controlled by the Board of Regents.

Policy Details

- I. FP&M is authorized to:
 - A. Exercise design approval on all signage conforming with the university visual identity and graphic standards.
 - B. Determine the need for the sign, its location, sizing, type, graphics, and typeset layout.
 - C. Develop, implement, and enforce the *Exterior Signage, Graphics & Wayfinding Standards*.
 - D. Coordinate the installation and maintenance of all signs.
 - E. Make minor modifications to the *Exterior Signage, Graphics & Wayfinding Standards*. Significant modifications and additions should be approved by the Campus Planning Committee.
- II. All signage will:
 - A. Meet the standards and other requirements set forth in the *Exterior Signage, Graphics & Wayfinding Standards*.
 - B. Follow a consistent plan and unified design theme with the overall campus wayfinding system.
 - C. Follow the design and construction standards set forth in the *Exterior Signage, Graphics & Wayfinding Standards*.
- III. Areas outside UW property and within City of Madison rights-of-way require a formal submittal of the 'Application for Portable Signs in the Right-of-Way' to the City of Madison Building Inspection Division. All campus lands from University Avenue (including University Avenue) south are adjacent to City of Madison rights-of-way. Coordinate with Campus Planning & Landscape Architecture for further information.
- IV. Signage on UW property outside the Campus Development Plan Boundary should follow the policy and standards whenever feasible and appropriate while maintaining compliance with local jurisdiction requirements.
- V. Exceptions:
 - A. The Lakeshore Nature Preserve and UW Arboretum have their own policies and standards for exterior signage. They may reference the UW-Madison standards

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where appropriate but are exempt from their application on their designated lands and buildings. Coordination with UW-Madison is encouraged.

- B. UW Health is governed by the UW Hospitals and Clinics Authority as the integrated health system of the University of Wisconsin-Madison. They may reference the standards where appropriate but are exempt from their application on their designated lands. Coordination with UW-Madison is encouraged.
 - C. Exceptions made in all other cases will be rare and be approved by FP&M. They do not constitute precedent for future or similar exceptions and deviations.
 - D. If a sign is not approved by FP&M, the client may appeal the decision following the process identified in the *Exterior Signage, Graphics & Wayfinding Standards*.
- VI. Compliance
 - A. Failure to comply with the requirements set forth in this policy and the *Exterior Signage, Graphics & Wayfinding Standards* may constitute grounds for signage removal by FP&M, which reserves the right to charge for the cost of removal and any associated repairs, cleaning, or facade damage. It may also result in the inability for the sign owner to post or install exterior signage in the future.
 - VII. Approval Process
 - A. A request for temporary or permanent signage and banners will be submitted to FP&M for review and approval prior to any design work or outside consultation taking place.
 - B. FP&M will facilitate the design process and coordinate the purchase and installation of the signage or banner.

Related UW-Madison Policies

UW-200 Advertising, <https://policy.wisc.edu/library/UW-200>

UW-204 Sponsorship, <https://policy.wisc.edu/library/UW-204>

UW-6036 Banners, <https://policy.wisc.edu/library/UW-6036>

UW-6042 Heritage Plaque, <https://policy.wisc.edu/library/UW-6042>

UW-6043 Campus Memorials, <https://policy.wisc.edu/library/UW-6043>

UW-6054 Campus Facilities, Buildings, and Lands Naming Process, <https://policy.wisc.edu/library/UW-6054>

UW-6058 Accessible Route Signage Around Construction Areas, <https://policy.wisc.edu/library/UW-6058>

3

Related UW-Madison Documents, Web Pages, or Other Resources

Exterior Signage, Graphics, & Wayfinding Standards ([Add future link](#))

UW-Madison Brand Style Guide, <https://brand.wisc.edu/content/uploads/2021/08/Brand-print-guide-2021-WEB.pdf>

UW-Madison Brand and Visual Identity, <https://brand.wisc.edu/>

UW-Madison Campus Planning & Landscape Architecture, <https://cpa.fpm.wisc.edu/landscape-architecture/campus-site-amenities/>

University Relations, <https://universityrelations.wisc.edu/policies-and-guidelines/banners-signage/>

External References

UWS 18.08 Personal conduct prohibitions, (9) Postings and Signage, https://docs.legis.wisconsin.gov/code/admin_code/uws/18/08/09a

ADA.gov, <https://www.ada.gov/>

City of Madison DPCEd Economic Development, Banners on Pedestrian Bridges <https://www.cityofmadison.com/dpced/economicdevelopment/banners-on-pedestrian-bridges/277>

City of Madison Sign Control Ordinance MGO 31.046(2), https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeId=COORMAWIVOII_CH20-31_CH31SICODR_ADGERE_31_046MSI

City of Madison Portable Sign in the right-of-way brochure: <https://www.cityofmadison.com/dpced/bi/documents/PortableSignsROW.pdf>

Policy Administration

Approval Authority

Associate Vice Chancellor Facilities Planning & Management

Policy Manager

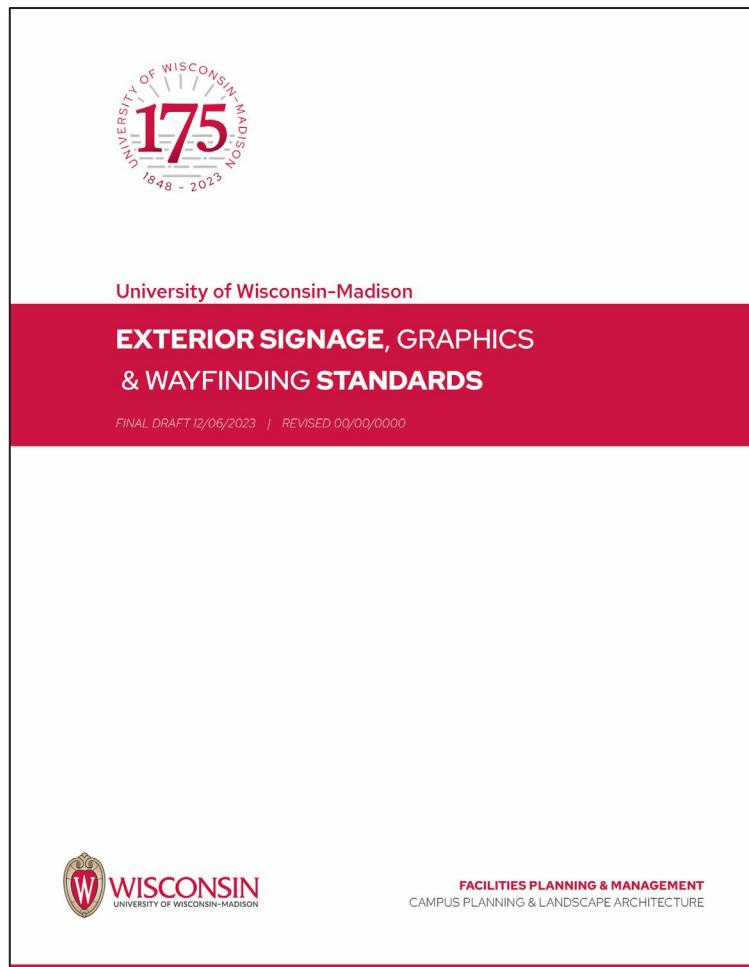
FP&M Office of Campus Planning & Landscape Architecture

Policy Contact

Senior Landscape Architect -- Jonathan Bronk, jonathan.bronk@wisc.edu, (608) 263-0977

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Request Process Flowchart



DRAFT

Sign Type Cut Sheet Example

Date Revised: 12/06/2023 FINAL DRAFT

EXTERIOR SIGN TYPES

E2 | PRIMARY IDENTIFICATION SIGN: PAN MOUNTED

DEFINITION

Pan (building) mounted sign displaying the official facility name and address.

FUNCTION

To display the official facility name and address. Primary users include emergency services, campus visitors, deliveries, students, faculty, and staff.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Orient parallel to the street or pedestrian mall and building facade.
- Near primary building entrance
- Faces street in the address
- Visible by pedestrians, vehicles, and emergency response services.
- Sign bottom no lower than 5'-0" above grade to minimize damage and vandalism. 8'-0" above grade is recommended.
- Respects the site and architecture
- Align with other architectural elements.

CONTENT

- Official facility name and address
- UW Crest

PROHIBITED

- College and division names
- Name of individual building parts or spaces, including individual destinations within a building
- Donor or commemorative names not part of the official facility name
- Abbreviations and nicknames

QUANTITY

- One Primary Identification Sign (Post or Pan) is required for each facility (building, structure, or site).
- Two may be considered if building spans entire block and has more than one primary entrance that faces street in the address.
- Secondary Identification Signs may be considered for secondary entrances.

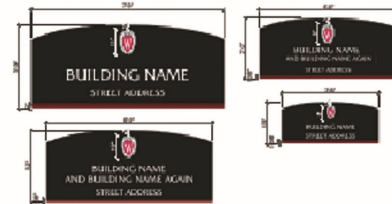
MATERIAL & DESIGN DETAILS

- Standard pan mounted panel size is 7'-0" x 2" depth
 - Length be modified to accommodate architecture and site.
- Other standard sizes: 6'-0", 5'-0", and 3'-6"
- Panel: 1/8" Aluminum, baked enamel paint, black
- Sign Copy
 - UW Crest: Reflective vinyl applied to FCO-3/16" aluminum. Aluminum painted reflective white, edges of crest to be painted reflective gold
 - Text: FCO-3/16" aluminum, painted reflective white. Legible from street or mall
 - Red Stripe: FCO-3/16" aluminum, all sides, painted Scarlet Red
- See FP&M detail drawings for more specifications

NOTE

- Primary Identification Signs will be included in the design process, plans, and budget for all new building and facility projects as well as all significant remodeling projects.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

SIGN EXAMPLES



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EXTERIOR SIGN TYPES

E3 | 2'-0" IDENTIFICATION SIGN: PAN & HANGING

DEFINITION

Building (or structure) mounted or hanging sign that provides the official facility name OR address.

FUNCTION

For niche situations where a smaller standard sign is needed to display the official building name OR address. Houses owned by UW-Madison or the individual "house" names and addresses for the Kronshage Hall buildings are examples.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Orient parallel to the street or pedestrian mall and building facade.
- Near primary building entrance
- Fronts street in the address
- Visible by pedestrians, vehicles, and emergency response services.
- Sign bottom out of reach for potential vandalism and damage. No lower than 5'-0" above grade. 8'-0" recommended.
- Respects the site and architecture
- Align with other architectural elements
- Hanging version may be perpendicular to the street or sidewalk

CONTENT

- Official facility name OR address
- No UW Crest (Sign too small to be legible)

PROHIBITED

- College and division names
- Name of individual building parts or spaces, including individual destinations within a building
- Donor or commemorative names not part of the official facility name
- Abbreviations and nicknames

QUANTITY

- One Primary Identification Sign (Post or Pan) is required per facility.
- Secondary Identification Signs may be considered for secondary entrances.

MATERIAL & DESIGN DETAILS

- Panel: size is 2'-0" x 1" depth (pan) or 2" (hanging), 0.080 thick aluminum, baked enamel paint, black
- Reveal: Aluminum 3/4" x 1/2" x 1/8" thick, Grey
- Aluminum Top: .080 thick aluminum, grey and Pearl Grey
- Red Stripe: Painted Scarlet Red on bottom, and all sides
- Hanging Bracket: Painted matte black. Design varies by site.
- Sign Copy: Vinyl application, center justified, reflective white, uppercase Friz Quadrata Medium
- See FP&M detail drawings for more specifications.

NOTE

- Building identification signs will be included in the design process, plans, and budget for all new building and facility projects and all significant remodeling projects for existing buildings and facilities.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

SIGN EXAMPLE





Announcements

Date	Tentative Agenda Topic(s)	Location
February 22, 2024	Biennial Capital Budget Debrief/Process Discussion	Hybrid In-Person + Webex Bascom Hall Room 260
March 14, 2024		Hybrid In-Person + Webex Bascom Hall Room 260
April 18, 2024		Hybrid In-Person + Webex Bascom Hall Room 260
May 9, 2024		Hybrid In-Person + Webex Bascom Hall Room 260



ADJOURN

Campus Planning Committee
December 14, 2023