



July 10, 2024

MEMORANDUM

To: Campus Planning Committee

From: Liz Thorstenson, Campus Planning  
Campus Planning and Facilities Management (CPFM)

Subject: **Record** of the June 28, 2024, Campus Planning Committee Meeting

Attending: Bob Choquette (Chair), Ravi Cullop, Emily Eng, Michael Griffel, Kelly Pembleton, Janet Rose, Hal Sadofsky, Henry Schadwinkel

CPC Staff: Liz Thorstenson (Campus Planning)

Guests: Ann Craig (MNCH), Aaron Olsen (Campus Planning),  
Matt Roberts (Community Relations)

**CPC Agenda**

**1. *Campus Plan* Outdoor Sign Plan – Proposal for Banner at the Museum of Natural and Cultural History (MNCH)**

Background: The purpose of this agenda item was to review the proposal to establish an approved banner location at the Museum of Natural and Cultural History (MNCH).

Aaron Olsen (Campus Planning) reviewed the Campus Outdoor Sign Plan review criteria and proposed banner location.

Ann Craig (MNCH) shared the history of the existing banner, banner intent, durability, project need, banner artist information, tribal engagement details, and banner details, E.g., color.

Discussion:

The following is a summary of questions and comments from committee members and guests, with clarification comments from Olsen and Craig:

Members support the project.

Regarding the banner location:

- Member: Will the new banner replace the existing horizontal banner?

- Olsen: The horizontal banner will be replaced with the proposed banner location.

Regarding banner details:

- Guest: Will the banner have an image on each side?
  - Craig: There will be two sides; the second side will have “This is Kalapuya Land” in red, which is in the same kind of style and colors as similar signs located around Eugene.
  - Olsen: A two-sided sign will look complete on both sides and is consistent with the message for the land acknowledgment.
- Member: Which side of the sign will face 15<sup>th</sup> Avenue?
  - Craig: The land acknowledgement side will face 15<sup>th</sup> Avenue.
- CPC staff: (Shared from a member’s email prior to the meeting). Consider adding a braille plaque to be placed on the column next to the sign to provide blind visitors with access to the same information as sighted visitors.
  - Member: Consider adding information about the designer and tribal organization to a plaque.
    - Craig: The artist elected to have the artwork signed; there is a small exhibit about the artist inside the museum.

Regarding project engagement:

- Member: Was the Native American campus community consulted?
  - Craig: The museum strikes a balance between tribal members on campus and Oregon’s federally recognized tribes; priority is typically with federally recognized tribes as a sovereign-to-sovereign relationship because MNCH frequently works with federal and state agencies. The project has completed the process of working with native strategies and is more focused on the relationship with Siletz and the Grand Ronde due to the land we are on.

Regarding banner maintenance:

- Guest: Is potential sign vandalism anticipated?
  - Craig: Vandalism is a potential concern, however, there are no current issues with other MNCH exterior courtyard interpretive signs. Other exterior signs have a coating for protection and ease of cleaning.
- Member: Is the sign easily removable?
  - Craig: The sign is easily removable, and the museum has fabricators on staff seven days a week to immediately address any issues.

Action: With 6 in favor and 2 abstentions, the committee agreed that the ***Campus Plan Outdoor Sign Plan – Proposal for Banner at the Museum of Natural and Cultural History (MNCH)*** is consistent with the *Campus Plan* and recommended to the president that it be approved.

### **Other: Campus Planning staff shared information regarding the Campus Outdoor Sign Plan**

Aaron Olsen (Campus Planning) shared that the Campus Outdoor Sign Plan requires signs that are not a campus standard be considered an exception to the Sign Plan, which therefore requires CPC review if the sign is not temporary (as defined by the Sign Plan as being less than 30 days). He also asked if the committee would want to consider changing the role of the committee in the review of signs, to ensure the review is consistent with expectations of what the committee wants to participate in for signage. There is more sign review anticipated in the future for the committee.

- Member: The intent of this consideration is to ensure the best use of committee time.
- Member: Consider evolving the sign policy so the committee is not spending time on less appropriate sign review, E.g., signage that is required by the university that we don't need to spend time on.
- Member: It is valuable to have committee input on signage no matter how tedious it may feel in the moment, and if it does not always feel like the best use of committee time. It is valuable as sign designers/creators are most likely considering a communications perspective and necessary communication and content. While reviewing content is not the committee's purview, having additional perspectives from groups such as CPFM and Campus Safety is valuable.
  - Olsen: This is why the committee has been involved in sign review.
- Member: The sign agenda items do not take up too much time and it is useful for the committee to be able to ask questions of those bringing the signs forward.
- Member: Consider the opportunity for more signs on campus, E.g., involving CPC potentially increases the opportunity for more signs. Increase opportunities for promoting rich offerings in a way that keeps campus beautiful.
- Member: It is valuable to have a committee mostly focused on planning providing input on signage; planners have the lens of achieving goals through design rather than regulation. E.g., instead of installing a speed limit on 13<sup>th</sup> Avenue, redesign 13<sup>th</sup> Avenue for a width that is conducive to the speed of bicycles.

### **Other: CPC staff shared a project webpage**

CPC Staff: The webpage for the East Campus Area Plan amendment is available here:

<https://cpfm.uoregon.edu/amendment-east-campus-area-plan-formerly-2003-development-policy-east-campus-area>