



UNIVERSITY OF
OREGON

Campus
Planning

May 01, 2026

MEMORANDUM

To: Campus Planning Committee

From: Clare Kurth, Campus Planning
Campus Planning and Facilities Management (CPFM)

Subject: **Record** of the April 17, 2026, Campus Planning Committee Meeting

Attending: Bob Choquette (Chair), Eric Alexander, Deborah Butler, Liska Chan,
Amber Geiger, Michael Griffel, Michael Harwood, Ken Kato,
Talieq Lopez-DuBoff, Taylor McHolm, Kevin Reed, Janet Rose,
Daniel Rosenberg, Hal Sadofsky, Amy Salmore

CPC Staff: Clare Kurth (Campus Planning)

Guests: Emily Hamblen (Office of Sustainability),
Melanie Frederick (Division of Student Life),
Aaron Olsen (Campus Planning)

CPC Agenda

1. *Campus Plan Outdoor Sign Plan – Proposal for Non-Standard Sign for Pollinator Garden in the Erb Memorial Union (EMU) Green*

Background: The purpose of this agenda item was to review the proposed non-standard sign for a pollinator garden located in the EMU Green. The sign will provide interpretative information regarding the types of plants and their benefits to pollinators and commemorate the dedication of the garden for University Day 2026.

The proposed sign is 12” x 18” and will be installed within the landscaped area. All proposals for exterior signage not covered by the campus standard designs shall be reviewed according to the criteria stated in the Campus Outdoor Sign Plan and approved on a case-by-case basis in a manner authorized by the Campus Planning Committee.

CPC Staff reviewed the project, the UO *Outdoor Sign Plan* review criteria, and relevant *Campus Plan* principles and patterns.

Aaron Olsen (Campus Planning) discussed the proposed commemorative sign marking the dedication of the pollinator garden on University Day 2026. He reviewed the history and precedent of University Day commemoration markers on campus along with the proposed sign materials (metal foam core), durability, maintenance responsibilities, location, and installation. The Student Sustainability Center's role in transforming the site into a pollinator garden was discussed. Additional plantings and mason bee boxes are planned to be installed for University Day 2026 in conjunction with the sign.

The following is a summary of questions and comments from committee members and guests with responses from Melanie Frederick (Division of Student Life), Emily Hamblen (Office of Sustainability), and Aaron Olsen (Campus Planning):

- Member: Is the sign intended to be permanent?
 - Olsen: Yes. There is no timeframe for removal. The materials are durable and are cost-effective to replace as needed with standard expected wear. Replacement is anticipated and will be assessed as needed.
- Member: Consider sun fading. Signs such as these may require replacement every one or two years. The cost of replacing this type of sign has become more affordable over the years.
 - Fredericks: CPFM is sponsoring the sign this year. This sign is cost effective and can be replaced by University Day if needed. The estimated cost of the sign is around \$100.
- Member: How will the sign be anchored to keep it secured on site?
 - Olsen: The sign will be anchored with a small concrete footing.
- Member: Consider rounding the sign corners.
 - Olsen: Yes. The corners will be rounded.
 - Frederick: The cost estimate includes rounded corners based on project team input.
- Member: Has the relationship to the native plant garden signs at the Museum of Natural and Cultural History (MNCH) been considered?
 - Frederick: Yes, these signs were considered. This project wants these signs to be slightly different, but elements of those signs are reflected in this.
 - Hamblen: The signs at MNCH are a level above what can be provided from a budget standpoint, but some elements were considered and incorporated into this design.
- Member: Consider a QR code on the sign to provide additional information.
 - Olsen: That could provide a useful connection to the UO Pollinator Map

- connected with the Bee Campus recognition.
- Member: Consider that QR codes have a high level of use with students and visitors.
- Member: Consider a link to the UO Bee Map. There is lots of pollinator interest on campus.
 - Frederick: Consider that the native/mason bees that this pollinator garden targets do not sting.
- Member: There are lots of faculty with knowledge of pollinators on campus. Consider consulting them for the sign text.

Action: With 14 in favor, the committee agreed that the ***Campus Outdoor Sign Plan – Proposal for Non-Standard Signage for Pollinator Garden in the Erb Memorial Union (EMU) Green*** is consistent with the *Campus Plan* and recommended to the president that it be approved.

2. *Campus Outdoor Sign Plan – Proposal to establish a campus standard “landscape information” sign*

Background: The purpose of this agenda item is to review the proposal to establish a campus standard “landscape information” sign in the Campus Outdoor Sign Plan. The new standard will reflect the current university brand, clearly provide information, and reinforce the university’s identity in the campus outdoor environment.

The university campus is a living laboratory. “Landscape information” signs will educate people about interesting ecological or other points of interest related to the campus landscape. In particular, “landscape information” signs will be used within campus natural areas (Willamette River and Millrace Natural Areas) and additional select campus landscapes. For example, a sign is installed near Lokey Education, where an uprooted tree was left in place to provide habitat. “Landscape information” signs are intended to be semi-permanent in that they will be constructed of durable material but installed using ground stakes. Campus Planning and Facilities Management will be responsible for maintaining signs and ensuring they are a positive contribution to the campus landscape.

CPC Staff reviewed the project, the UO *Outdoor Sign Plan* review criteria and context, relevant *Campus Plan* principles, and standard sign design review versus non-standard sign review.

Aaron Olsen (Campus Planning) discussed that the sign is intended to create a new campus standard sign to communicate functions, unique aspects, and areas of interest within UO landscapes, and would be managed by CPFM. The signs will primarily be for the Willamette River Natural Area (WRNA) and the Millrace Natural Area. Specific examples on the UO

campus and similar signage on other university campuses were discussed. Discussed sign materials (metal foam core), size (8.5" x 11"), and intent for the signs to be subtle and integrated into the site in a semi-permanent way. The goal of these signs is to create something informative, semi-permanent, movable, and professional in appearance that meets UO branding guidelines.

There is no specified limit on the number of signs. The approach will recognize the campus sign plan intent, which emphasizes making every effort to limit signage to what is necessary. Signs should be used judiciously; sufficient to communicate information, but not so extensively that they proliferate across all landscapes or stormwater planters. No fixed number (e.g., five or ten) has been established; instead, placement and quantity should be guided by need and intended use. This approach will be evaluated and refined as signage is implemented.

Emily Hamblen (Office of Sustainability) discussed the two natural areas on campus and the Office of Sustainability's three-pronged mission to create restoration, engagement, and research opportunities for students and the community. There is significant interest in more information about the UO's natural resources and how they are managed. Temporary laminated signs with QR codes are currently used. These signs attract visitors, and this engagement has led to increased participation in restoration days and inquiries about work in the natural area. Having professional signage would more effectively promote ongoing projects and would be a significant improvement over the current temporary signs.

The following is a summary of questions and comments from committee members and guests with responses from Emily Hamblen (Office of Sustainability) and Aaron Olsen (Campus Planning):

- Member: From a student perspective, this is positive. Students like to know what is going on and have more information to interact with campus. With the UO campus being nature and tree focused, these "landscape information" signs seem like a positive addition to campus.
- Member: Agrees that the signs will add value to the campus and QR codes added to these would help them be even more impactful and engaging. The students on campus have a desire for more information. It is positive that the signs are relatively small and cost effective. Recommends not establishing a limit on the number of these signs, but consider options to reduce signs if needed.
- Member: Recommends that a sign proposal process and form be built out and implemented for sign requests.
- Member: Consider that the UO is a beautiful and natural campus. Supports this proposal to enhance the campus environment and improve interactions with the campus.

- Member: Consider a balance to ensure there are not too many signs on campus. Would tree removal signs be included in this process?
 - Olsen: No. Tree removal signage is a different process.
- Member: Consider the proposal process to help track these signs and avoid over signing. There is concern for sign clutter, both interior and exterior. Supports the policy language for signs being limited to the WRNA, Millrace Natural Area, and select landscaping areas. Supports the sign process being systematic and consistent across campus.
- Member: Consider installation sites to encourage people to stay on campus pathways.

Action: With 15 in favor, the committee agreed that the **Campus Outdoor Sign Plan – Proposal to establish a campus standard “landscape information” sign** is consistent with the *Campus Plan* and recommended to the president that it be approved.