



February 13, 2020

MEMORANDUM

To: Campus Planning Committee

From: Emily Eng
Office of Campus Planning, CPFM

Subject: Campus Planning Committee Meeting, February 18, 2020

The next meeting of the 2019-20 Campus Planning Committee (CPC) will be held on Tuesday, February 18, 2020, from 10am - 12pm in the EMU Miller Room (room # 107).

Please visit the proposed project sites prior to the meeting.

All meetings are open to the public.

Agenda:

1. New Video Board at Autzen Stadium - Schematic Design (Signage)

Background: The purpose of this agenda item is to review and take action on the schematic design for the proposed new video board at Autzen Stadium. The Athletics Department proposes to install a large new video board above the end-zone terrace at the east end of the stadium. While the video board (186' x 65.8') will be viewed from within the stadium, the backside of the video board will include a smaller video screen (46.8' x 26.4') that will be visible outside the stadium, intended to display event-related information to attendees in the parking lot of the Autzen complex during events. While signs located within outdoor sports facilities that are not visible from the exterior of the facility are allowed as exceptions to the *Campus Outdoor Sign Plan* that are not subject to CPC review, the outward-facing component of the video board requires review by the CPC as a an exterior sign not covered by the campus standard designs.

Please review the *Campus Outdoor Sign Plan* for the relevant policies including (from page 6):

All outdoor signage not covered by one of the campus standard designs or not listed as an exception shall meet the following criteria:

1. Content – The Campus Planning Committee does not regulate the specific text or

graphics* of signage on campus except that the content must be related to a university event, organization, or department. No commercial advertising is allowed.

2. Purpose – The need for signs differing from a campus standard design must be justified. The purpose of signage on campus is to ensure safety, provide direction, and provide information about campus departments and events. Every effort will be made to limit signage on campus with the understanding that some signage is essential to support the university’s mission.
3. Overall Design and Location – All signage on campus shall be compatible with the character of the campus, in particular with the immediate surroundings. All applicable Campus Plan policies and patterns and, when applicable, already approved standards for signs shall be followed.

*Note: While the graphic design is not a criterion for Campus Planning Committee approval, all signs must comply with the university’s graphic design standards as defined by University Communications.

Please review the *Campus Plan* for the relevant principles and patterns including (from Principle 11, Patterns):

- Good Neighbor Pattern:

ISSUE: It’s easy to be so focused on making campus projects as wonderful as possible for their users that we ignore their impacts on our neighbors.

THEREFORE: Consider each project’s impacts on neighbors and community. For example, what will the project look like from outside the campus boundaries? What impacts may spill over into other areas?

Please also review the attachments for background information about the project. Additional information will be provided at the meeting.

2. Campus Plan Amendment: North of Franklin Boulevard - Introduction

Background: The purpose of this agenda item is to review the purpose, scope, and process for a *Campus Plan* amendment to incorporate the university’s land between Franklin Boulevard and the Willamette River. Campus Planning staff will provide an overview of the amendment process and give an introduction about the Principles of the *Campus Plan* that will be amended. This is the first in a series of CPC meetings that will discuss and review this *Campus Plan* amendment.

This *Campus Plan* amendment is part of a years-long, multi-step planning process led by the Office of Campus Planning for university land north of Franklin Boulevard. Previous steps have included the Framework Vision Project (2014-16), the North Campus Conditional Use Permit Project (2016-18), and the Recreation Field Location Options Study (2018-19), all of which have included extensive public outreach and CPC input. On November 28, 2017, the CPC agreed with ten members in favor and one opposed to recommend to the president the North Campus Conditional Use Permit be approved as a land use application to submit to the City of Eugene, with the understanding that a Campus Plan amendment for this area

of campus would come back to the CPC for further discussion. The City of Eugene approved the North Campus Conditional Use Permit on October 21, 2018.

Staff will provide an overview of the Campus Plan Principles that will be amended. While all 12 principles apply, the amendments will primarily focus on (please feel free to review prior to meeting):

- Principle 2: Open-space Framework
- Principle 3: Densities
- Principle 12: Design Area Special Conditions

Please also review the attachments for background information about the project. Additional information will be provided at the meeting.

Please contact this office if you have questions.