



May 19, 2021

MEMORANDUM

To: Campus Planning Committee

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

Subject: **Record** of the May 11, 2021 Campus Planning Committee Meeting

Attending: Ken Kato (acting chair), Liska Chan, Claressa Davis, Kassy Fisher, Hilary Gerdes, Zak Gosa-Lewis, Michael Griffel, Michael Harwood, Moira Kiltie, Diana Libuda, Terry McQuilkin, Kevin Reed, Daniel Rosenberg, Joshua Skov, Christine Thompson, Chuck Triplett, Laurie Woodward

CPC Staff: Liz Thorstenson (Campus Planning)

Guests: Craig Ashford (General Counsel), Emily Eng (Campus Planning), Aaron Olsen (Campus Planning), David Reesor (Transportation)

CPC Agenda

1. *Campus Plan Outdoor Sign Plan*– Update to Standard Vehicle Parking Signs

Background: CPC staff reviewed the purpose of the agenda item as described in the meeting mailing and background materials. The purpose of this agenda item was to update the campus standard design for traffic and parking signs established in the Campus Outdoor Sign Plan. The new standard will reflect the current university brand, clearly provide parking information, and reinforce the university's identity in the campus outdoor environment.

David Reesor (Transportation) reviewed Transportation Services plans to replace existing parking signs across campus as it implements a new zonal parking system this fall, and as previously presented at the February 6, 2021 CPC meeting. This campus-wide update offers an opportunity to redefine the campus standard parking sign. The current campus standard parking sign was approved by the Campus Planning Committee in 1998 and updated in 2012 to incorporate a smoke/tobacco free university message. Also

reviewed were the goals and design process of the proposed design for the parking sign update.

Aaron Olsen (Campus Planning) reviewed the Campus Outdoor Sign Plan connection to the *Campus Plan* (that it is a Subject Plan of the *Campus Plan* and is approved as a separate document), its overall purpose, and examples of current standard designs. Also presented were the roles of each department (Campus Planning, Transportation Services, and University Communications) involved with the proposed parking signage design update.

The current Campus Outdoor Sign Plan can be found at: <https://cpfm.uoregon.edu/signage-o>

Discussion:

The following is a summary of questions and comments from committee members:

- The signage design update is regarding parking and traffic signs in the Campus Outdoor Sign Plan.
- Support the small addition of color to the signs.
- Does the new sign design accommodate changes on reserved signs? Is there a better option than the current sticker design?
- Does the committee need to review any future detailed changes to approve?
- The proposed design of parking signs for reserved spaces are slightly more distinct; is this difference too subtle?
- Is there a change in enforced parking hours between current policy and implementation of the new zonal parking system, and if so, should there be notification?
- Appreciation for the work and outreach that went into this change.
- The goal is to give priority to bikes and pedestrians on campus and lower user frustration. The zonal parking system signs will help provide this balance – they are visible but not too prominent.
- Initially, implementing a change will feel like a disruption for some users.
- The new zonal parking plan should make a significant difference and will help provide relief to users of reserved spaces; e.g. parents who frequently travel to and from campus. The need for reserved parking spaces should diminish.
- Support for the look of the new signage.
- Agreement that the parking signage is in compliance with the *Campus Plan*; consider the necessity of the change.

- Parking signage is one of the first things that visitors visually notice; creates a message about the quality of the campus environment.
- Support the sign color scheme cohesiveness with other campus signs. Building signs, however, have a white 'O', and parking signs have yellow 'O'; consider cohesiveness between both signs.
- Consider removing 'no back-in parking' from motorcycle parking sign.
- This is a necessary change because of the zonal changes, and a significant change to parking on campus.
- Do these considerations need to return to the CPC?
- Possible items for the committee to consider as conditions:
 - Regarding reserved parking signs, consider options that better accommodate required text changes, such as an option that is more visually pleasing than the current sticker option.
 - Consider the color of the 'O' on the proposed parking sign design.

In response to questions and comments from committee members, Olsen and Reesor provided the following clarifications:

- Transportation Services is continuing to explore how to best incorporate sign information that requires frequent change on reserved parking space signage to help combat confusion and inconsistent aesthetic.
- Sign colors strike a balance between what is aesthetically appropriate for the campus environment and operational needs. Campus Planning and Transportation have worked together on this.
- Goal of the zonal parking system is to reduce number of individual reserved spaces on campus and reduce sign clutter.
- The new signs will stand out by creating a small color contrast. It is a comprehensive approach, using a harmonious color palette based upon the campus UO green color.
- The overall hours posted that require a permit are not changing. Reserved spaces are those that require a permit at all times. The zonal parking system will not change the hours that are enforced.
- Campus Planning will add a relevant example, e.g. hours enforced, to the Sign Plan, which reflects the campus standard.
- Reserved spaces are not only for individuals; departments have reserved spaces important for their operations. E.g. Psychology Department clients use these

spaces to provide easy access to their services. This will likely continue into the future to create a smooth system and positive experience for those coming to campus.

- Many first experiences on campus involves parking; goal is to make parking clear and effective.
- Collaborative process to decide on the yellow 'O'. The small difference in the color of the 'O' was intended to stand out as a subtle change. Although it appears small on the proposed parking signs, the intent is to grab the user's attention to help reduce the amount of citations issued that result from low sign visibility.
- Transportation Services is responsible for creating the actual wording on the parking signs.
- The two examples of the parking signs in the Sign Plan will be updated to accurately reflect proposed parking signage.

Action: With 17 in favor, the committee unanimously agreed that the proposed update for the **Campus Outdoor Sign Plan** is consistent with the *Campus Plan* and recommended to the president that it be approved.