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1 OVERVIEW

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The University of Memphis Signage and Landscape Master Plan document was created to define public wayfinding for the first-time or infrequent visitor to the Main and Park Avenue campuses with the primary goals of creating a positive experience for the visitor involved with all aspects of academic, event, and concert/performance participation.

Wayfinding is defined as the clear dissemination of information to aid in providing direction in and around a defined location. Signage provides a pivotal role in wayfinding as it reinforces direction, connects independent destinations, highlights consistency and controls the manner in which one circulates a complex environment, such as the University of Memphis offers.

In addition to signage, there are visual and verbal cues that become predisposed to the visitor whether navigating in a vehicle or on foot. The repetition of materials, colors, fonts, placement and landscape enhancements all serve as a part of the overall wayfinding experience.

Ease of wayfinding can be the single most important aspect in influencing a new visitor or prospective student and family in what the University stands for, its “brand” and how it should be perceived. This can be a positive or negative experience dependent upon how effective and easy one can find their initial destination. Whether it is the Admissions Office, Performing Arts Center, gallery or other entity, it is crucial that the location is clearly marked, directions lead to that destination, and once there, where to park. The importance of this cannot be underscored enough to make the experience a positive one.

All wayfinding elements should be designed to allow for expandability, flexibility and durability. With the number of changes that occur on a college campus at any given time, i.e., departments being relocated, additions, demolitions, new buildings and parking areas make for constant ebb and flow. The University’s master plan was taken into consideration as the signage gives a nod to future expansion, new entrance gateways and other potential modifications. Signage completed for today is a mere snapshot as it must work for future events and be easily updatable and adaptable.

There is a natural flow of how the signage system works. Initially, it begins along major interstates, flows to secondary roads and then to the campus entrances. The sense of place that the entrances provide gives a reassurance to the visitor that they have arrived at the appropriate destination. Once within the boundaries of the campus, the vehicular signage should direct to specific locations, buildings or departments of significance. These guide signs pull traffic in and around the campus in the most direct and efficient means. The audience is focusing on their intended destination and the signage aids their arrival. Parking lots, garages, and traffic control devices are a part of the next step in wayfinding and serve to place the visitor at the most convenient point to transition from being a passenger to being a pedestrian. Once on foot, the visitor relies on transitions to pedestrian maps, kiosks, directionals and other regulatory informative signage including accessibility standards. This should lead any visitor to the appropriate building entrance where once inside they can find their intended destination.

Upon leaving, it is just as important for all of the wayfinding signage, both pedestrian and vehicular to redirect back to the visitor’s point of entry making egress as comprehensible as ingress into any given campus.
This document is divided into two major sections. Initially, it serves as an analysis of existing conditions, recommendations, and examples of other campuses and how they have solved their problems, culminating with code related research. The recommendations are the basis of the second portion of the master plan, which details specific sign types, landscape plans and plantings and provides locations for all signage, their proposed messages and complete specifications, construction documents, maintenance and reordering suggestions.

Both the Main and Park Avenue campuses are addressed in this master plan. The community and outlying neighborhoods are also considered as University related pathfinders were created and can be implemented in cooperation with the various surrounding communities to foster a “good neighbor” policy and to serve the University as a means of pulling traffic through these communities to either campus location.
ANALYSIS OF EXISTING CONDITIONS
Approaches to the University:

When approaching the University from any direction, one must first be clear as to which location their particular destination is located. As there are two academic campuses, Main and Park Avenue; as well as, the athletic complex where the stadium is located, it is necessary to understand the relationship of these three independent locations to each other and the proximity in miles from one to another.

The Main campus is segregated by two major factors the railroad and Central Avenue. North of Central there is a large, surface parking area. Similarly, this same scenario can also be found south of the railroad tracks in addition to other destinations, which are more athletically related.
Even though the main campus is one geographic area, the major separators like the railroad and Central Avenue make traversing difficult to the unfamiliar visitor or new student. This is due to a lack of pathfinder and University specific directional signage.
The football stadium is also difficult to find if one follows the DOT type signage off of the interstate as it leads to the Main campus and not the adjacent locations for sports or the Park Avenue campus. The lack of pathfinders around each of the three campuses and connecting each to the other makes wayfinding difficult.

The master plan calls for a new front door for the campus on S. Highland Street. Once this occurs the connection routes may be more pronounced between the Main and Park Avenue Campuses, as well as, the business district where the bookstore and other retail amenities will be located.

There is no presence for the University until one is actually on its property. Banners, Gateway, directional and pathfinder signage as a whole are lacking particularly at major intersections, travel routes through neighborhoods and decision points.
2b. Gateways

Main campus has made an attempt at creating geographic boundaries through the use of larger horizontal signs placed at key entry points around the campus. Unfortunately these signs sit parallel to the public roadways and flow of traffic, necessitating that one look left or right to view them as opposed to the more visible perpendicular placement. The entrance signs are not internally illuminated they are uplighted instead. At each location where an entrance sign is placed, there are two banners attached to a single pole. One banner shows the University crest and the other shows the more graphic representation of blue and black stripes.
ANALYSIS OF EXISTING CONDITIONS
ANALYSIS OF EXISTING CONDITIONS

Gateways

- Existing Main Entrance Gateway
- Currently Blocked-Off
- Future Gateway Location

Legend:
- Existing Building
- Proposed Building
- Property Line
2. Adjacent campuses

Main Campus
The main campus houses most of the primary destinations for the University. The campus is bordered by Central Avenue, Patterson Street, Zach Curlin Drive and Walker Avenue. South of Walker Avenue are additional recreational facilities parking lots. The main campus is segregated by the Southern Railroad, which runs parallel with Walker Avenue, forcing students to cross the tracks either on foot or by vehicle in order to traverse from one location to the other. Parking is also located on the southern side of Walker Street, proving a dangerous scenario for pedestrians, who often cross the tracks at the closest point and not at the designated crossing zones.

Park Avenue Campus
Located a few blocks south of the main campus and accessed through residential neighborhoods, the Park Avenue campus is bordered by Park Avenue to the north, Getwell Road to the west, Rhodes Avenue to the south and South Fourth Street to the east. In addition to a few classroom buildings, the campus houses practice fields, student housing and other maintenance facilities for the University. The disconnect from the main campus, makes the neighborhood connector roads an important tie between destinations. The lack of University branding is evident along these major thoroughfares. This missed opportunity should be considered as a link between all University property.

Football Stadium Complex
To the west of the main and Park Avenue campuses The Liberty Bowl Athletic Complex can be found. As it is remote from both the main and Park Avenue campuses, there is an assumption that is easy to find. Currently the only directions are paw prints along Central Avenue.
SURROUNDING NEIGHBORHOODS
There are several neighborhoods that surround or abut the Main campus of the University of Memphis. These make up the UMW Neighborhood Coalition. As a major player centrally located among residential communities, there is a lack of unison for all entities associated with the University and the University itself.

The discussion of pathfinder signage to and from the University has occurred in previous chapters of this analysis document, and once again it is highlighted here to reinforce the connectivity of community and the importance of the University to the overall geographic area.

Community pathfinders with a focus on the University can highlight direction between all campus sites, and to the various neighborhoods, which include; East Buntyn, Normal Station, Joffre, Messick Buntyn and Red Acres. Directional messages to each of these locations provided by the University on a sign formatted to be consistent in look to the rest of the new signage, yet custom to the community, will tie together the neighborhoods, add a sense of place to the University and foster a “good neighbor” policy to the surrounding residential and business areas.

The possibility of having the street signage also reflect those found on the campuses, could further tie together residential and business areas with the University, truly creating the “University District” and not just three campuses surrounded by neighboring communities.
Surrounding neighborhoods

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**SURROUNDING NEIGHBORHOODS**

**3**

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**MUTCD Examples**

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**Guidance:**

- Pedestrian wayfinding signs typically use smaller legends that are inadequately sized for viewing by vehicular traffic and because they are prone to elements that might cause confusion or distraction. Therefore, signs designed for and intended to provide direction to pedestrians as well as others. A sidewalk or other roadway feature should be located as in proximity to vehicular traffic. Such signs should be located on or as practical from the street, such as at the far edge of the sidewalk. Where locating a sign farther from the roadway is not practical, the pedestrian wayfinding signs should have their visibility to vehicular traffic minimized by employing one or a combination of the following methods:
  - Locate signs away from intersections where heavy traffic is present.
  - Face the pedestrian wayfinding signs toward the sidewalk and away from the street.
  - Consider the signs over the sidewalk if the pedestrian wayfinding signs are mounted at a height consistent with vehicular traffic signs, ensuring the pedestrian wayfinding signs are visible to vehicular traffic.

- To further minimize their visibility to vehicular traffic during nighttime conditions, pedestrian wayfinding signs should not be reflective.

**Support:**

- Color coding is sometimes used on community wayfinding signs to help road users distinguish between multiple potentially conflicting traffic directions or locations located in different neighborhoods or subareas within a community or area.

**Option:**

- At the boundaries of the geographical area within which community wayfinding signs are used, an informational sign that may serve to inform road users about the presence of wayfinding signs and to identify the meanings of the various color codes or graphics that are being used.

**Standard:**

- These informational signs shall have a white legend and border on a green background and shall have a design similar to those illustrated in Figures 2D-1 and 2D-2. They shall be consistent with the basic design principles for guide signs. These informational signs shall not be installed on freeways or expressways.
The color coding or pictograph of the identification enhancement markers of the community wayfinding guide sign system shall be included on the informational guide sign posted at the boundary of the community wayfinding guide sign area. The color coding or pictograph shall apply to a specific, identifiable neighborhood or geographic area within the overall area covered by the community wayfinding guide sign. Color coding or pictographs shall not be used to distinguish between different types of destinations that are within the same designated neighborhood or subarea. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the informational guide sign, each positioned to the left of the neighborhood or named geographic area to which the color-coding panel applies. The height of the colored square or rectangular panels shall not exceed two times the height of the upper-case letters of the principal legend on the sign.

Options:
- The different colored square or rectangular panels may include either a black or a white (whichever provides the better contrast with the color of the panel) letter, numeral, or other appropriate designation to identify the destination.

3.33 MUTCD Examples

- Except for the informational guide sign posted at the boundary of the wayfinding guide sign area, community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide sign system. Color-coded community wayfinding guide signs may be used with or without the boundary informational guide sign displaying corresponding color coding panels described in Paragraphs 13 through 16. Except as provided in Paragraphs 18 and 19, in addition to the colors that are approved in this Manual for use on official traffic control signs (see Sections 24-90), other background colors may also be used for the color coding of community wayfinding guide signs.

Standard:
- The standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink shall not be used as background colors for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning signs color meanings readily understood by road users.

- The minimum luminance ratio of legend to background for community wayfinding guide signs shall be 3:1.

- All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retroreflective (see Sections 24.87 and 24.88).
EXISTING WAYFINDING CONSIDERATIONS
An understanding of the existing considerations and inherent wayfinding needs of the University of Memphis is imperative to any successful implementation of campus wayfinding. Students, visitors, faculty, staff, service and other visitors all are messaged through wayfinding during their arrival and time on campus. Pedestrian, vehicular, building and signage all are opportunities to celebrate their arrival and clearly communicate circulation on campus creating a memorable and endearing experience.

4 EXISTING WAYFINDING CONSIDERATIONS

Signage
EXISTING WAYFINDING CONSIDERATIONS

Define of Pedestrian Entries

Celebration of Building & Destinations

Promote Campus Interactions

Complement Wayfinding Systems

Landscape
EXISTING WAYFINDING CONSIDERATIONS

Architectural elements
EXISTING WAYFINDING CONSIDERATIONS

Architectural elements
In addition to signage, many site improvements contribute both consciously and subconsciously to a successful wayfinding experience. The University of Memphis has many fine examples that should be continued as complements to signage wayfinding. Hardscape can increase with intensity and quality near building entries and significant social interaction space. Building entry facades can be used to place wayfinding upon either literally or artfully to emulate their use. Architecture elements such as the campus clock tower can prominent and draw attention to a significant location.

Architectural elements
EXISTING SIGN TYPES
A variety of sign types exist on the Main, Park Avenue and Stadium properties. These include old and new gateway signage, minimal directional signage and building identification. The existing signage is full of inconsistencies. For example, arrows, fonts, colors, type size and even sign units themselves vary from location to location. Some of the directional signage is comprised of individual message inserts while others are just one overall sign face limiting flexibility and changeability over time. The University name/logo brand is used in various forms from the older seal version to the current branding standard.

Many signs are grey with white copy, which is often difficult to read due to the lack of color contrast and others are blue with white copy, which present a higher contrast and increased legibility. The only true pathfinders that exist are the paw prints along Central Avenue. And these are difficult to see in heavy traffic and various weather conditions. The lack of signage to and from campuses, parking areas and within the pedestrian portions of the campus leaves a huge void in wayfinding and assumes that everyone is familiar with the University and its adjacent locations.
EXISTING SIGN TYPES

Directional

5 05.1
5 EXISTING SIGN TYPES

Directional

FOR YOUR SAFETY
PLEASE USE CROSSWALKS
Pathfinders
There is an attempt at unifying many of the buildings through a wall-mounted building identification sign type. However, in many cases not only are these newer signs present, but there are also other signs, which have not been removed or are a part of the architecture located in close proximity adding clutter and confusion making wayfinding more difficult than necessary. A good example of this is the Arts Building where there are three signs located around a single door saying the same thing.

These newer signs are not consistently located on building facades either. Some are on the second story while others are adjacent to the entrance doors. As they are not internally illuminated, many are difficult to view in the evening when ambient lighting is limited or during the day when located in the shade of a large tree.
5 EXISTING SIGN TYPES

Building Identification
In addition to the wall-mounted building identifiers, there are a variety of freestanding signs that are inconsistent. These add to the clutter and visual confusion on the campus and take away from branding and graphic continuity.
Parking signage and trail signage are unique to each other and do not carry consistent colors, fonts, poles or mounting heights. Accessible parking signage is not only a visual problem, but it is also a code compliance issue as it is often mounted too low to the ground violating the MUTCD (Manual for Uniform Traffic Control Devices) and the Americans with Disabilities Act.

**EXISTING SIGN TYPES**

Parking Identification
Regulatory signage and street signage as with the others lack consistency and miss the opportunity to unify the campus through customized signage elements like painted poles or street blades that had an icon that is reflective of the University’s identity.

Trail markers - Commemorative plaques - Street Signs
RECOMMENDATIONS
When making recommendations for wayfinding and landscape relationships on campus, an examination of what is successful on campus and what could use improvement is always helpful. Maintenance and material success is directly related to irrigation, soil medium health, equipment and skill of maintenance staff. Indirectly, the success is also the result of the stability and appropriateness of maintenance budgets.
SIGNAGE RECOMMENDATIONS

DeChantel Hall
SIGNAGE RECOMMENDATIONS

Signage Recommendations
1) Landscape protects sign units from:
   • Snow removal
   • Weed whackers
   • Lawnmowers

2) Plants add color and create visual interest.

3) Hides structural supports/foundations.

4) Formalize the look and placement of signs.
Recommendations for the implementation of landscape in cooperation with Wayfinding have been proposed. These recommendations form a goal for the landscape and wayfinding relationships on campus. Though there may be many opportunities for landscape on campus, this document addresses those that have a direct interface with the wayfinding experience.

**LANDSCAPE RECOMMENDATIONS**

1) Landscape shall complement the following sign types:
   - Gateways
   - Primary directional
   - Building identification at grade

2) Landscape shall be concentrated at building main entries.

3) Landscape shall define destinations and open space.

4) Landscape shall be used to guide/celebrate pedestrian and vehicular circulation.

5) Landscape shall be used to educate.
Landscape and signage relationships can best be understood by examining a few options for the proposed Primary Campus gateways. This map indicates the possible considerations for the most significant signage that will be used to announce the perimeters of the campus proper to all who visit campus.

An outstanding example of the proper manner in which to address an edge of campus is the proposed Central Avenue improvements. Wayfinding of both pedestrians and vehicles are being addressed by this plan. There is much to benefit from the design principals and materials proposed that can be applied to the other significant primary gateways to campus. Inspiration drawn from campus architectural elements such as the clock tower provide harmony and subsequent comfort to those who enjoy a full campus experience.
Typical Primary Gateway

Location Plan
6 LANDSCAPE RECOMMENDATIONS

Innovation Drive Entry/Directional Sign

Landscape Recommendations

Directional Sign
Precast Concrete Cap
Brick Veneer
Clad CMU Wall
Flush-mount
Spot Light

Innovation Drive Entry/Directional Sign

06.7
Understanding a history of materials and form on campus can provide inspiration for design development of wayfinding signage and landscape relationships. On this signage and landscape campus example the use of charming architect components complement the metal work and warmth of the red brick, a campus building material standard from that era.
Landscape and hardscape materials can be used to define pedestrian routes and guide vehicular circulation to prevent damage of open space while celebrating building arrival.
Planters and landscape can be used to celebrate seasonal interest while visually defining the entries to buildings while defining building front doors.
Landscape detail and subsequent plant material interest should be used to articulate destinations. As appropriate plant materials can be used to educate students and public subsequently increasing awareness of the natural environment.
Fundamental uses for Landscape is the control and direction of both vehicle and pedestrian. Dense hedge materials control pedestrian direction while trees shade pathways from sun for comfort. Additionally, shade trees and hedges can be used to screen undesirable visual experiences to reinforce desired circulation routes.
This landscape option for the primary gateway utilizes a curved wall of red brick and a contemporary (to become timeless) masonry end piers as an expression of the recent clock tower and proposed Central Avenue improvements. This wall may be also placed straight at a 45 degree angle to the appropriate intersection.

This landscape option for the primary gateway utilizes a curved form of metal pickets and a contemporary (to become timeless) masonry end piers as an expression of the recent clock tower and proposed Central Avenue improvements. This form may be also placed straight at a 45 degree angle to the appropriate intersection.

In addition to the landscape and signage gateway, two other signs are proposed to receive landscape as part of the wayfinding expression. These signs represent significant confirmation and decision points during wayfinding and subsequently the rationale for the landscape attention. A framework of landscape that is seasonally interesting should be used mixing a variety of annual and perennial plantings selected from the campus Design Guidelines palette of materials. Signage that will not have a landscape area should be addressed either by placing it or surrounding it with a graded pavement, placing it on a masonry base or circumventing the base of the sign with an edged aggregate bed.
Landscape Recommendations

When gateway signage is fully implemented to address all campus announcement locations and both vehicular and pedestrian entries a harmonious environment of unity, quality and care result in a celebration of campus arrival.
Wayfinding complement intent can range from the very serious and intellectually ethereal to the fun and whimsical. At the campus of the University of Illinois Champaign a sculpture, in the center of the primary north south quadrangle connects earthly inhabitants with the ‘stars’ through an astrological alignment sculpture. A sculpture of a portable, moonshine still delights passersby of the Art Building – a campus should considered both the serious nature of wayfinding while also having some fun.
In addition to signage, many site improvements contribute both consciously and subconsciously to a successful wayfinding experience. The University of Memphis has many fine examples that should be continued as complements to signage wayfinding. Hardscape can increase with intensity and quality near building entries and significant social interaction space. Building entry facades can be used to place wayfinding upon either literally or artfully to emulate their use. Architecture elements such as the campus clock tower can dominant and draw attention to a significant location.
Hardscape materials such as walls, fencing, seating, bollards and lighting all should be used to reinforce the wayfinding experience. The current University of Memphis Design Guidelines propose hardscape uses that will equally contribute to a complete wayfinding solution. Often the needs arise to guided movement in a preferred direction of which the subtle and direct use of hardscape elements, in corporation with wayfinding will enhance the intent. Several excellent examples of the use of hardscape in this manner have been implemented on campus.

The size and location of signage should be determined by individual architecture on project by project basis. Generally guidelines intended to limit the size and location of signs are not useful in specific situations intended to understand the value and visual interest the wayfinding, event, and other signage can contribute. New signage should take their cues for size and location from existing nearby signage—although new signage should not compete with, or conflict, the messages provided by existing signage.

**OPEN SPACE**

- Plans
  - Plans provide areas for the campus community to gather informally outside. Their design should incorporate some of these elements:
    - Water paths leading up to them (to help create a sense of arrival).
    - A focal element or signature design feature—such as a clock tower, fountain, sculpture, or spectacular plantings—to contribute to a sense of place.
    - A variety of seating materials, together with a mix of paving and planting materials in dormancy. The desired use should determine the installation.
- Adequate seating in the form of planter walls or benches, beds measuring 18 to 20 inches high and at least a feet from circulation areas. Provide space at the ends of seating areas for wheelchairs.
- Seating arranged to encourage conversation.
- Adequate lighting as identified in the 1997 Lighting Study.
- A relatively open plan that ensures enough outward visibility to provide a sense of security.
- Orientation that takes into account patterns of rain and shade. A plan should protect users from winter winds and be open to summer breezes.
- Plant materials that provide shade and seasonal interest.
• Signage must create a “Sense of Place”.
• Gateways reflective of key architectural elements.
• Signage/Landscape relationships enhance the written word.
• Signage must relate to both campuses architecturally.
• Wayfinding is comprised of:
  - Signs
  - Landscaped zones
  - Architectural features
• Pathfinders connect independent campuses and neighborhoods.
CODE CONSIDERATIONS
a. Code considerations

MEMPHIS AND SHELBY COUNTY
UNIFIED DEVELOPMENT SIGNAGE CODE (4.10)

MUTCD Signs
4.10.2 Signs conforming to the Manual of Uniform Traffic Control Devices and bearing no commercial messages shall be exempt from the permit requirements of chapter 4.10.

L.E.D. Message Boards
4.10.6.E - The message board elements shall not constitute more than 200 square feet of a sign and will require an electrical permit. Such technology shall be programmed so that the message or image on the sign changes no more often than once every eight seconds.

Supplemental Wayfinding Signs
4.10.7.M – Shall not exceed five feet in height or 16 square feet in area, any such sign that is located within 50 feet of the right of way or that is legible from the right of way shall bear no commercial message or be located within 50 feet of property zoned for single-family residential uses.

Pole, Post or Pylon signs
4.10.7.O – Support poles having a diameter of less than 18 inches shall be constructed with a pole cover or jacket around the support poles. The minimum depth of the pole cover or jacket shall be 12 inches.

Complex Signs
4.10.7.2 The sign may bear no commercial message except the name of a neighborhood, project or complex containing a governmental use or school.

City of Memphis sign code

1) MUTCD Exempt

2) LED Size maximum 200 sf per sign
   - 1 x 8 seconds

3) Directional
   - 5 ft height maximum
   - 16 sf in area

4) ROW within 50 ft
   - No commercial messages
   - Not located within 50 ft of single family housing
4.10.7.3 Maximum Gross Surface Area: The maximum gross surface area for a complex sign shall not exceed the size shown in the table below.

<table>
<thead>
<tr>
<th>Street Type</th>
<th>Maximum Gross Surface Area of Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local street (&lt;60 feet ROW)</td>
<td>30 square feet</td>
</tr>
<tr>
<td>Connector street (60-68 feet ROW)</td>
<td>30 square feet</td>
</tr>
<tr>
<td>Arterial street (69-160 feet ROW)</td>
<td>50 square feet</td>
</tr>
<tr>
<td>Limited access road (&gt;161 feet)</td>
<td>100 square feet</td>
</tr>
</tbody>
</table>

4.10.7.3 Maximum Height: The maximum height of a complex sign shall not exceed the size shown in the table below.

<table>
<thead>
<tr>
<th>Street Type</th>
<th>Height of Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local street (&lt;60 feet ROW)</td>
<td>10 feet</td>
</tr>
<tr>
<td>Connector street (60-68 feet ROW)</td>
<td>10 feet</td>
</tr>
<tr>
<td>Arterial street (69-160 feet ROW)</td>
<td>16 feet</td>
</tr>
<tr>
<td>Limited access road (&gt;161 feet)</td>
<td>24 feet</td>
</tr>
</tbody>
</table>

4.10.7.3 Temporary Sign Regulations
Temporary signs shall be either detached or attached signs and shall set back at least 10 feet from the right of way and 15 feet from any other lot line.
Average viewing measurements of a person with a handicap, average adult, and an 8 year old. A standard display has a viewing distance of 28”.

Average viewing distances from an elevator lobby to check-in desk or decision point.

Average viewing distance across main lobby.

Scale: NTS

Average Viewing for Disabled Population

Average Adult

Average Child

Target Interface Vertical Span

ADA requirements (accessible entrances)
GRAPHIC CONTENT CRITERIA
8.0 Graphic Content Criteria

a. Code Considerations
b. Type / Font
c. Type Size
d. University Graphic Standards
e. Colors

Graphic Content Criteria

The University of Memphis

Logos

Stripes

Colors
- PMS 423
- PMS 280
- PMS 877
- PMS White
- PMS Black
- PMS 138

Colors
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890
- Formata

Universal

Fonts
- 8.0
DESIGN STANDARD
1) Locate signs to maximize visibility.

2) Locational Considerations:
   - Site lines
   - Lighting sources
   - Rate of speed
   - Reaction time

3) Signs Should:
   - Label
   - Connect destinations
   - Direct
   - Inform
ENVIRONMENTAL GRAPHIC POLICY
Signs are a means of communicating information to persons using a structure or space. The prime task of a well-planned university signage program is to guide employees, visitors and students efficiently and with a minimum of verbal cues.

The design concept behind the sign system provides for consistent and unified use of typography, color, shape and materials. It also makes the sign system an element of the university’s overall standards program.

The signage manual provides standard criteria for implementation of consistent signage throughout the university. Its use ensures that the integrity of the sign system design concepts are maintained after initial implementation of the program. Sign procurement requires almost constant monitoring to provide the most current and helpful information to the public.

When a signage need is identified, a request is initiated by contacting the chairperson of the signage committee or other designated appointee. A signage request form (included in this manual) must be completed and include the following information:

- Message
- Quantity
- Purpose
- Location

The committee will determine if the request is warranted and which sign type is to be used.

Authorized sign requests will be implemented in a systematic manner in accordance with available funds, current or planned construction or renovation projects, and priorities based on the element’s importance to the overall signage system.
EXTERIOR SIGNAGE
CONSTRUCTION DOCUMENTS
01. Written dimensions on drawings take precedence over scaled dimensions. Sign contractor shall verify and be responsible for all dimensions and conditions shown on drawings.

02. All signs are to comply with the 2010 version of the Americans with Disabilities ADA standards for accessible design, as published on September 15, 2010.

03. The sign contractor shall submit layout for all alternate messages – those indicated in message schedule and not appearing in this document set – to be reviewed during the shop drawing submittal.

04. Sign contractor shall verify all existing conditions prior to issuing shop drawings and bring any discrepancy between the drawing and the actual condition to the University of Memphis’ attention prior to fabrication.

05. The sign contractor shall provide engineered design for all signs requiring footings and structural connections. These engineered designs shall be submitted with the shop drawings and stamped by a structural engineer registered locally.

06. All colors and finishes shall be approved by the University of Memphis prior to the production of sign units.

07. A. Contractor shall apply for and obtain sign permits for all signs prior to fabrication and installation of sign units, and these costs shall be part of the overall bid.

08. Paint / colors / materials shown in drawings shall be continuous around edges and all continuous faces.

09. When disturbance of finished surfaces landscape is required for the installation of signs, contractor shall repair and restore the disrupted surface to its original condition.

10. Typefaces shall not be supplied to contractor. Contractor shall obtain the licensed edition for their own use.

11. Paint M-6392ID JUST BLUE NASON FULL CRYL II ACRYLIC ENAMEL, TO BE CLEAR COATED WITH A SEMIGLOSS FINISH

12. Paints WARM GRAY YS317ID PANTONE 1C AND WARM GRAY YS317ID PANTONE 4C TO HAVE A TEXTURE FINISH TO MATCH INDIANA LIMESTONE:

   LIMESTONE TEXTURE FINISH - USING FLEXIBLE AGRGEGATE BUILDING FINISH PREPARE ALUMINUM SURFACES AS WITH TRADITIONAL PAINTING. USING A HOPPER GUN, SPRAY A LATEX BASED AGRGEGATE ON THE ALUMINUM SURFACES TO THE DESIRED THICKNESS AND TEXTURE FINISH ALLOW THE ADHESIVE TO DRY AT LEAST TWO DAYS. APPLY A MAP ACRYLIC POLYURETHANE PAINT FINISH OVER ENTIRE SURFACE.

13. Fabricator is required to construct a prototype small building identification sign (SIGN TYPE 8.1) for submittal, review, and approval by the University if accepted can be used as part of this phase of work.
PART 1 – GENERAL

1.1 SUMMARY
A. Section includes:
   1. Exterior Signage
   2. Graphic Enhancements

1.2 PERFORMANCE REQUIREMENTS
A. Provide workmanship and materials, free of defects. Defective is defined to include delamination, abnormal deterioration, fading and discoloration. Weathering, failure of securing to substrates indicated, cracking, corrosion or coating damage, or visible scratches on surfaces.
B. Signage shall not bear manufacturer’s code or other identifying marks on any area or part, which may be visible in the normal positioning, attitude, or use of the sign item.
C. The drawings are diagrammatic and indicate the aesthetic or “design intent” only. Details shown are intended as a guide for the interfacing of adjacent surfaces.
D. Ensure that the design of support substrates and structures are adequate and compatible for the performance of all work required.

1.3 SUBMITTALS
A. Prior to commencement of work, provide shop drawings of all fabricated items.
   1. Show dimensions, details of construction, materials, technical data, and installation instructions for each type of sign required.
   2. Show anchorages and accessory items.
   3. Furnish location template drawings for items supported or anchored to permanent construction.
B. Submit samples and color match samples for each sign type.
C. Samples: fabricated with colors and finishes as indicated by Designer.
   1. Submit proofs of artwork, map art, and symbols.
   2. Submit full scale prototype samples if required by the Owner, and color match samples. Prototypes may be used as actual sign units, if approved by designer/owner.
   3. For all sign types, submit complete alphabet numerals, punctuation, materials, and graphics for review prior to start of fabrication. If more than one supplier’s cut will be used, submit each cut for review.
D. Submit signage schedule with copy and spelling for the University of Memphis review.
E. Submit Shop Drawing via email to Designer.
F. Submit templates or samples showing letter or word spacing for each letter, for review and approval.
G. Submit signed and sealed Structural Engineering drawings for all exterior sign types.

1.4 QUALITY ASSURANCE
A. Coordinate sign locations with the University of Memphis prior to digging.
B. Comply with municipal and state code requirements.
D. Field verify all sign locations and notify the University of Memphis of any discrepancies before construction.
E. Submit Shop Drawing via email to Designer.
F. Submit Shop Drawing schedule with copy and spelling for the University of Memphis review.
G. Submit signed and sealed Structural Engineering drawings for all exterior sign types.

1.5 WARRANTY
A. Provide a written warranty for five years from date of substantial completion on the sign structures and paint finishes.
B. The Contractor shall submit or obtain from his subcontractor and submit on letterhead obtained from the company supplying the Warranty/Guarantee, the following form for the overall project and the work under each section of the specifications. The contractor shall submit all of the Warranty/Guarantees to the University of Memphis, as a prerequisite to the final payment. The period of time shall be one (5) years from the date of the substantial completion, unless otherwise noted under the various sections.

1.6 MAINTENANCE CONTRACT
A. Provide the University of Memphis with a written maintenance contract which, if accepted by the University of Memphis, shall become effective on the expiration date of written warranty.

WARRANTY / GUARANTEE
We hereby warrant and guarantee the materials and equipment furnished under this contract are of good quality and new unless otherwise required or permitted by the contract documents; that the work will be free from defects not inherent in the quality required or permitted; and that the work conforms with the requirements of the contract documents.

We warrant and guarantee that the materials and equipment furnished under this contract are of good quality and new unless otherwise required or permitted by the contract documents; that the work will be free from defects not inherent in the quality required or permitted; and that the work conforms with the requirements of the contract documents.

We agree to repair or replace, to the satisfaction of the University of Memphis, any or all work not conforming to the contract documents, including substitutions not properly approved and authorized, workmanship or materials that prove defective within the warranty/guarantee period. This warranty/guarantee excludes remedy for damage or defect caused by abuse, modifications not executed by the Contractor, improper or insufficient maintenance, improper operation, or normal wear and tear under normal usage. Any work, which may be damaged or displaced by the abuse, modifications not executed by the Contractor, improper or insufficient maintenance or improper operation shall also be executed.

Any repairs or replacements shall bear an additional twelve (12) month guarantee, in addition to any remaining warranty period, as herein stated, dated from the final acceptance of repairs or replacement.

In the event of our failure to comply with the above-mentioned conditions within a reasonable time after being notified in writing, we collectively and separately do hereby authorize the University of Memphis to proceed to have defects repaired and made good at our expense, and will pay the costs and charges; therefore, immediately upon demand.

(Signature of Contractor or Subcontractor)

Date

(Signature of Contractor) only where subcontractor is major signee
2.1 GENERAL

A. Signs and sign elements: conform to the layout and proportions as indicated.
   1. Materials: new stock free from defects impairing strength, durability, and appearance.
   2. Fabrication: In accordance with the highest standards of the trade. All signs and components shall be complete and free from visual and structural / mechanical flaws.
   3. Use no fabrication materials or procedures that will in any way change the visual quality or have an adverse effect on materials and surfaces.
   4. Letter Forms: aligned to maintain a base line parallel to the sign format. Margins shall be maintained as indicated by sign type drawings.
   5. Edges of Letter Forms: sharp and clean with no-edge build-up of bleeding. All surfaces of Letter Forms: without pinholes or defects.
   6. Units adequately vented to dissipate heat and properly vented and drained to prevent water condensation. All unit openings: backed with a non-ferrous fine screen mesh and shall not directly inlet water condensation or contaminants.
   7. Units constructed of vandal-resistant construction materials, methods, and aluminum, steel, and non-aluminum metallic surfaces. Components: non-ferrous and/or rust proofed. All joints and seams sealed and weatherproofed.
   8. Pop rivets will not be acceptable as a method of mechanical fastening.

B. Symbols, Typography, and Color:
   1. Copy on drawings is for layout purposes only.
   2. Stated dimensions shall take precedence over scale dimensions. If the drawings are not scaled, notation “not to scale” occurs on the drawing.
   3. The graphic configuration of signs is ultimately governed by original art for each sign as approved by the University of Memphis.
   4. Original art shall conform to the dimensions and general configuration shown on sign type drawings/diagrams. In the event of conflict between original art and drawings, notify the University of Memphis immediately for resolution of the discrepancy.
   5. Colors to match color selected by the University of Memphis from the full range of colors in the Pantone Matching System; PANTONE, INC., 55 Knickerbocker Road, Moonachie NJ 07074.
   6. The signage schedule is a consolidate reference which gives the location code, sign code, mounting surface and/or mounting device, and information which is not conveyed to exclusive categorization. Verify exact copy on signs with the University of Memphis.
   7. Units constructed of vandal-resistant construction materials, methods, and aluminum, steel, and non-aluminum metallic surfaces. Components: non-ferrous and/or rust proofed. All joints and seams sealed and weatherproofed.
   8. Pop rivets will not be acceptable as a method of mechanical fastening.

2.2 MATERIALS / FABRICATION

A. Provide materials: new stock free from defects impairing strength, durability, and appearance.
   1. Aluminum:
      a. Aluminum plate, angles, channels, extrusions, and other structural items fabricated from alloy 6061-T6, 6063-T5, or other alloy as required for applicable function and use as recommended by the ALUMINUM COMPANY OF AMERICA, KAISER ALUMINUM, REYNOLDS ALUMINUM or equivalent manfacturer.
      b. Aluminum used for all exposed surfaces: a minimum thickness of 0.125” with a painted finish as selected by the University of Memphis.
      c. Aluminum used for concealing framing of signage: a minimum thickness of 0.125” with a mill finish.
   2. Fasteners: non-corrosive type fasteners, nonconductive or insulated when joining non-compatible materials. Vandal-resistant fasteners are required on signs. Proposed vandal-resistant fasteners shall be submitted to the University of Memphis for review and approval.
   3. Reproduction Process:
      a. Paints:
         1) Paints for imprinted surfaces: provide a type compatible with the surface on which it is applied and as recommended by manufacturer.
         2) Do not use paint that will fade, discolor, or delaminate as a result of proximity to ultraviolet light source or heat.
         3) Include the cost of priming other surfaces (pre-treatments) in the work as part of the finished surface work.
         4) Paints: evenly applied and without pinholes, scratches, orange peeling, application marks and dust particles. Workmanship in connection with finishes and formation of the letters shall conform to the highest standards of the trade.
      b) Nason Finishes
         a) Blue (2) - M-6392ID - Just Blue
         b) Nason dupont.com
         c) Nason Primer S.E.88 1 Part Catalyst 483-11
         d) Nason Finishes
         e) Nason dupont.com

2.3 Reproduction Process:

A. Signs and sign elements: conform to the layout and proportions as indicated.
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   2. Fabrication: In accordance with the highest standards of the trade. All signs and components shall be complete and free from visual and structural / mechanical flaws.
   3. Use no fabrication materials or procedures that will in any way change the visual quality or have an adverse effect on materials and surfaces.
   4. Letter Forms: aligned to maintain a base line parallel to the sign format. Margins shall be maintained as indicated by sign type drawings.
   5. Edges of Letter Forms: sharp and clean with no-edge build-up of bleeding. All surfaces of Letter Forms: without pinholes or defects.
   6. Units adequately vented to dissipate heat and properly vented and drained to prevent water condensation. All unit openings: backed with a non-ferrous fine screen mesh and shall not directly inlet water condensation or contaminants.
   7. Units constructed of vandal-resistant construction materials, methods, and aluminum, steel, and non-aluminum metallic surfaces. Components: non-ferrous and/or rust proofed. All joints and seams sealed and weatherproofed.
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   1. Copy on drawings is for layout purposes only.
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   6. The signage schedule is a consolidate reference which gives the location code, sign code, mounting surface and/or mounting device, and information which is not conveyed to exclusive categorization. Verify exact copy on signs with the University of Memphis.
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A. Signs and sign elements: conform to the layout and proportions as indicated.
   1. Materials: new stock free from defects impairing strength, durability, and appearance.
   2. Fabrication: In accordance with the highest standards of the trade. All signs and components shall be complete and free from visual and structural / mechanical flaws.
   3. Use no fabrication materials or procedures that will in any way change the visual quality or have an adverse effect on materials and surfaces.
   4. Letter Forms: aligned to maintain a base line parallel to the sign format. Margins shall be maintained as indicated by sign type drawings.
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   6. Units adequately vented to dissipate heat and properly vented and drained to prevent water condensation. All unit openings: backed with a non-ferrous fine screen mesh and shall not directly inlet water condensation or contaminants.
   7. Units constructed of vandal-resistant construction materials, methods, and aluminum, steel, and non-aluminum metallic surfaces. Components: non-ferrous and/or rust proofed. All joints and seams sealed and weatherproofed.
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   1. Copy on drawings is for layout purposes only.
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   4. Original art shall conform to the dimensions and general configuration shown on sign type drawings/diagrams. In the event of conflict between original art and drawings, notify the University of Memphis immediately for resolution of the discrepancy.
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   6. The signage schedule is a consolidate reference which gives the location code, sign code, mounting surface and/or mounting device, and information which is not conveyed to exclusive categorization. Verify exact copy on signs with the University of Memphis.
   7. Units constructed of vandal-resistant construction materials, methods, and aluminum, steel, and non-aluminum metallic surfaces. Components: non-ferrous and/or rust proofed. All joints and seams sealed and weatherproofed.
   8. Pop rivets will not be acceptable as a method of mechanical fastening.
PART 3 – EXECUTION

3.1 EXAMINATION
A. Examine existing conditions of the Project, including elements subject to damage or to movement during cutting and patching.
B. After uncovering work, examine the conditions affecting the installation of products, or performance of the work.
C. Report unsatisfactory or questionable conditions to the University of Memphis in writing; do not proceed with the work until the University of Memphis has provided further instructions.

3.2 PREPARATION
A. Provide adequate temporary support to assure the structural value and integrity of the affected portion of the work.
B. Provide devices and methods to protect other portions of the Project from damage.
C. Provide protection from the elements for that portion of the Project, which may be exposed by cutting and patching work.

3.3 INSTALLATION
A. Install in accordance with manufacturer’s recommendations; attach units rigidly; mount plum and level.
B. Take care during installation to assure that signs are not damaged or scratched. Repair or replace signs showing damage, as directed by the University of Memphis.
C. Installation: Comply with applicable codes and ordinances.
D. Coating and shop coating and field touch-up of dissimilar metal connecting members, including anchors and clips: alkali-resistant, bituminous paint.
E. Provide signs and components complete and free from visual and structural or mechanical flaws.
F. Do not use fabrication or installation materials or procedures that will in any way change the visual quality or have an adverse effect on the existing materials and surfaces on the structure.

3.4 LETTER SPACING
A. Letter spacing: optical and in accordance with example shown.
B. Letter forms:
   1. All letter forms shall be so aligned as to maintain a base line parallel to the sign format. Margins shall be maintained as indicated by sign type diagrams.
   2. All edges of letter forms shall be sharp and clean with no edge build-up or bleeding.

3.5 PERFORMANCE
A. Execute work so as to interfere as little as possible with functioning and normal operations of the site.
B. Execute cutting and demolition by methods, which will prevent damage to other work, and will provide proper surfaces to receive installation of repairs. Fabricator shall repair all damaged areas to match the surrounding finishes.
C. Execute fitting and adjustment of products to provide a finished installation to comply with specified products, functions, tolerances, and finishes.
D. Restore work which has been cut or removed; install new products to provide completed work in accordance with requirements of Contract Documents.
E. Refinish entire surfaces to provide an even finish to match adjacent finishes.

**************
END OF SECTION 10 400
2.2 FABRICATION OF PANEL SIGNS
   A. General:
1. Fabricate panel signs to comply with requirements indicated for materials, thicknesses, finishes, colors, designs, shapes, sizes and details of construction.
2. Produce smooth, even, level sign panel surfaces, constructed to remain flat under installed conditions within a tolerance of plus or minus 1/16" measured diagonally from corner to corner.
3. Unframed Panel Signs: Fabricate unframed panel signs with edges mechanically and smoothly finished to conform with the following requirements:
   a. Edge Condition: square cut
   b. Corner Condition: square
4. Framed Panel Signs: fabricate frames to profile indicated; comply with requirements below for materials and corner conditions.
   a. Material: aluminum, extruded
   b. Corner Condition: square or angled as indicated in drawings
5. Lubricate brackets and fittings for bracket-mounted signs from extruded aluminum to suit sign panel construction and mounting conditions indicated. Factory paint brackets in color matching background color of sign panel, unless otherwise indicated.
6. Graphic Content and Style: provide sign copy to comply with requirements indicated for sizes, styles, spacings, content, positions, materials, finishes and colors or letters, numbers, symbols and other graphic devices.
7. Applied Copy: die-cut copy characters from vinyl film with pressure-sensitive adhesive backing; apply copy to exposed face of sign panel.

2.4 FINISHES
   A. General:
1. Colors and Surface Textures: For exposed sign materials which require selection of materials with integral or applied colors, surface textures or other characteristics related to appearance, provide color matches indicated, or if not otherwise indicated, as selected by the University of Memphis from manufacturer's standards.
2. Metal Finishes: Comply with NAAMM "Metal Finishes Manual" for finish designations and application recommendations.
3. Aluminum Finishes:
   a. Class II Clear Anodized Fine Satin Finish: AS-M31C21A31 (fine satin mechanical finish; chemical etch, fine matte; 0.4 mil minimum thick anodic coating).
   b. Class IV Clear Anodized Flat Satin Finish: AS-M31C21A32 (flat satin mechanical finish; chemical etch, fine matte; 0.4 mil minimum thick anodic coating).
   c. Other Finishes: refer to A. Uniformity of Manufacturer: for each sign form and graphic image process indicated, furnish materials with integral or applied colors, surface textures or other characteristics related to appearance, provide color matches indicated, or if not otherwise indicated, as selected by the University of Memphis from manufacturer's standards.

PART 3 - EXECUTION
3.1 INSTALLATION
   A. General:
1. Locate sign units and accessories where shown or scheduled, using mounting methods of type described in compliance with manufacturer's instructions, unless otherwise indicated.
   B. Install sign units level, plumb and at height indicated, with sign surfaces free from distortion or other defects of appearance.
   C. Submit installation schedules to the University of Memphis. The University of Memphis will review with the University's representative and edit the schedule, as needed.

3.2 CLEANING AND PROTECTION
   A. At completion of installation, clean soiled sign surfaces in accordance with manufacturer's instructions. Protect units from damage until acceptance by the University of Memphis.

***************
END OF SECTION 10440
3. PAINT WARM GRAY YS317ID PANTONE 1C TO HAVE A TEXTURE FINISH TO MATCH INDIANA LIMESTONE.

4. PAINT WARM GRAY YS317ID PANTONE 4C TO HAVE A TEXTURE FINISH TO MATCH INDIANA LIMESTONE.
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<thead>
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<th>CHANGE ORDER 1</th>
<th>DRAWING TITLE</th>
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<tr>
<td>GN-1 GN</td>
<td>General Notes - UPDATED GENERAL NOTES TEXT</td>
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<td>General Notes - UPDATED MATERIALS AND SHEET INDEX</td>
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Brister Hall
Johnson Hall
Engineering
Science Building

Clement Hall
Mitchell Hall
Ellington Hall
University Center
VEHICULAR DIRECTIONAL SMALL MESSAGE LAYOUT OPTIONS

The University of Memphis

4 MESSAGE OPTION

Engineering Science Building
Clement Hall
Mitchell Hall

3 MESSAGE OPTION

Brister Hall
Clement Hall
Mitchell Hall

2 MESSAGE OPTION

Brister Hall
Clement Hall

ELEVATION
SCALE: 3/4" = 1'-0"
VEHICULAR DIRECTIONAL LARGE MESSAGE LAYOUT OPTIONS

THE UNIVERSITY OF MEMPHIS

Arrows:
1. Brister Hall
2. Johnson Hall
3. Engineering Science Building
4. Clement Hall
5. Mitchell Hall
6. Ellington Hall
7. University Center

8 MESSAGE OPTION
7 MESSAGE OPTION
6 MESSAGE OPTION
THE UNIVERSITY OF MEMPHIS
Main Campus
Liberty Bowl
Park Avenue Campus

ELEVATION SCALE: 1/8" = 1'
END VIEW SCALE: 3/4" = 1'-0"

PATHFINDERS OFF PREMISES
UNIVERSITY OF MEMPHIS
MEMPHIS, TN 38152

PATHFINDERS OFF PREMISES
OPTIONAL EXISTING POLE MOUNT METHOD

FAS 06-09-11 BJM 06-10-11

854x188
1142x40
1069x79
1009.07
68x117
888x142
748x718
813x633
813x582
813x545
813x521
813x485
813x460
813x435
813x410
813x385
813x369
813x353
813x337
813x321
813x305
813x289
813x273
813x258
813x242
813x226
813x210
813x195
813x180
813x165
813x150
813x134
813x119
813x103
813x88
813x72
813x57
813x42
813x27
813x12
813x0
Wilson School of Hospitality and Resort Management
Athletic Training Center
Center for Earthquake Research and Information

Manning Hall
The Fogelman College of Business and Economics
FCB / FAB
3675 Central Avenue

- Accountancy
- Economics
- Management Information Systems
- Finance, Insurance, Real Estate Management

East Entrance

SCREENED
SCREENED
SCREENED
POLYCARBONATE FACES SHALL HAVE NO SEAMS
FABRICATOR TO VERIFY EXISTING CONDITIONS AND SIZES
FABRICATOR TO PROVIDE SIGNED AND SEALED STRUCTURAL DRAWINGS
POLYCARBONATE FACES SHALL HAVE NO SEAMS

FABRICATOR TO VERIFY EXISTING CONDITIONS AND SIZES

FABRICATOR TO PROVIDE SIGNED AND SEALED STRUCTURAL DRAWINGS
29. 1/2" ACCENT LINE PAINTED WHITE
30. 1" WHITE PVC
31. 3" STEEL SUPPORT TUBE THROUGH ALL SEVEN INDIVIDUAL CANS PAINTED PMS BLACK
32. 6" X 6" X 1/2" STEEL MOUNTING PLATE PAINTED BLACK
Resident Permit Parking

Lot 28
2011 Honors Assembly Commencement

Rose Theatre Auditorium
April 17, 2011
3:00 PM to 6:00 PM
Campus Loop Walking Trail

Station 4 to Station 5 - 0.41 Miles
Total Distance 1.65 Miles

Station 4
PRESIDENT'S ROSE GARDEN
THE UNIVERSITY OF MEMPHIS
Where a forward reach is unobstructed, the high forward reach shall be 48 inches (1220 mm) maximum and the low forward reach shall be 15 inches (380 mm) minimum above the finish floor or ground.
1. The map and University of Memphis are to be back illuminated using LED lighting.
2. Artwork for the map with north orientation will be provided by the University. For all other map orientations, the map shall be provided by the fabricator.
3. Sign is the double-faced.
4. Sign is to be ventilated as required to accommodate LED lighting.
5. Sign lighting shall be LED lighting.
6. Sign shall have easy access to lighting driver and lamps for maintenance purposes. Access shall be vandal resistant.
7. Fabricator to provide construction drawings for submittal and approval by the University of Memphis.
8. University of Memphis shall provide electrical power to the site. Contractor shall be responsible for all electrical permits and connections.
9. Fabricator shall match existing paint, paint color, and textured surfaces of existing signs. Samples of each shall be submitted to the University of Memphis for approval.
10. All free-standing directory signs will be located in existing concrete walk areas.
Chinese Witch Hazel

(\textit{Hamamelis Mollis})
Where a forward reach is unobstructed, the high forward reach shall be 48 inches (1220 mm) maximum and the low forward reach shall be 15 inches (380 mm) minimum above the finish floor or ground.
ENTRANCE DISK

ELEVATION
SCALE: 1" = 1' 0"

END VIEW
SCALE: 1" = 1' 0"

SIMILAR

15A
CLEARANCE 8'-6"

CLEARANCE IDENTIFICATION
ELEVATION
SCALE: 1" = 1'-0"

CLEARANCE IDENTIFICATION
PLAN VIEW
SCALE: 1" = 1'-0"

CLEARANCE IDENTIFICATION
END VIEW / END CAP
SCALE: 1/4" = 1"

CLEARANCE IDENTIFICATION
SECTION VIEW
SCALE: 1/4" = 1"
DESIGN ENHANCEMENTS/
LANDSCAPING
SIGNAGE LANDSCAPE GUIDELINES OVERVIEW:

The following landscape guidelines have been compiled for the University of Memphis for use in conjunction with the signage types outlined by KMA in the signage – construction documents dated 04-18-2012. Reference the signage construction documents as well as the signage location plans for both signage sizing and locational information.

The signage enlargements contained within the following documents have been developed as “typical” examples of landscape plantings for use with each signage type identified as necessitating a landscape treatment. This determination was based upon the type, purpose, location, and the aesthetic precedent which has already been established on campus for treatment of signage types. As an example, there are 5 main gateways identified on the signage location plans and one enlargement sheet will convey a standardized design for unifying and enhancing the student, faculty, staff, and visitor experience as they arrive on campus through these gateways. The same methodology applies to each of the sign types within the following pages.

The landscape treatments associated with each of the signage types are intended to preserve and complement the character of the existing landscape at the University of Memphis. The intent within the planting design is to respect and celebrate the plant palette already identified within the University of Memphis design guidelines. The plant matrix offers selections that are intended to complement the plant materials already being utilized to create a place on campus at the gateways which will then be repeated throughout use of the plant palette at vehicular directional signs, pedestrian directional signs, freestanding building identification signs, and informational signs. The plant species found within the landscape planting matrix were selected with respect to low maintenance needs, low water needs (no irrigation is intended to be required after establishment), and many possess a strong native influence to the Memphis region.

Hardscape treatments are intended to match the current standards of pavement established on campus. A hierarchy of higher quality paving materials is intended to complement signage at several locations as identified on the following sheets while promoting a sense of arrival and guiding pedestrians toward wayfinding at campus edges.

Celebrating the history and culture of the University of Memphis and creating signature gateways with signage and through the use of accentuated planting materials will create memorable spaces throughout campus. Adhering to these landscape guidelines will preserve the character of campus while enriching the arrival experience through enhancement of the signage entry experience for all.

PLANT MATRIX NOTES:

When used in conjunction, the signage landscape treatment sheets and the plant matrix will set up a planting palette which will enhance the identity of the campus and create a repeated and identifiable aesthetic throughout campus.

The plant matrix is divided into categories based upon plant types. These plant types are called out on the landscape treatment signage sheets and are intended to correlate with the plant matrix. Any plant within the plant type groupings listed on the matrix may be selected as called out on the signage landscape treatment plans. As an example if the landscape treatment calls out “4 ornamental trees” then the plant matrix offers a choice of 4 species which may be used at this location. However, only 1 of the 4 species should be used at this callout location. Do not mix the species per callout as this will create visual disarray within the planting groups.

PLANT SELECTION CRITERIA:

• All plant materials shall comply with the American Association of Nurserymen, Inc. (AAN) Standard: American Standard for Nursery Stock (ANSI Z60.1-2002)

• All planting stock shall be nursery grown in accordance with good horticultural practices and should be free of disease, insects, larvae, and defects such as knots, abrasions, or disfigurement. The should be sound, healthy, vigorous, of uniform growth, typical of the species and variety, and well-formed with the minimum quality conforming to the American standard for nursery stock.

• The minimum accepted sizes of all plants shall be measured before pruning and with branches in normal position. Height and spread shall meet minimum dimensions specified in planting matrix, and shall be well rooted, unless otherwise approved by landscape architect.

• Prior to digging / shipment by a nursery, all plant materials shall be tagged for inspection and approval by the landscape architect.

• Plants shall not be shipped in a manner that is damaging to the bark, branches, deforms the rootball or natural shape of the plant.

• Plants shall be handled at all times according to best horticultural practices.

NOTES:

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TYPICAL INTERSECTION GATEWAY LANDSCAPE TREATMENT

18" MULCH BAND

(4) ORNAMENTAL TREES, TYP. REFER TO PLANT MATRIX FOR SPECIES

(15) EVERGREEN SHRUBS, TYP. REFER TO PLANT MATRIX FOR SPECIES

(30) DECIDUOUS SHRUBS, TYP. REFER TO PLANT MATRIX FOR SPECIES

(1,200) GROUNDCOVER PLANTS. REFER TO PLANT MATRIX FOR SPECIES

SIGN TYPE M2

UPLIGHT

(15) EVERGREEN SHRUBS, TYP. REFER TO PLANT MATRIX FOR SPECIES

COLORED CONCRETE CROSSWALK, TYP.

EXPOSED AGGREGATE PAVEMENT, TO MATCH CAMPUS STANDARD

(600) GROUNDCOVER PLANTS. REFER TO PLANT MATRIX FOR SPECIES

UPLIGHT, TYP.

(25) DECIDUOUS SHRUBS, TYP. REFER TO PLANT MATRIX FOR SPECIES

SIGN TYPE M1

SIGHT TRIANGLE, TYP. (REFER TO TDOT SIGHT DISTANCE STANDARDS)

DETECTABLE WARNING TILES, TYP.

(800) GROUNDCOVER PLANTS, TYP. REFER TO PLANT MATRIX FOR SPECIES

(40) PERENNIALS / GRASSES, TYP. REFER TO PLANT MATRIX FOR SPECIES

(4) ORNAMENTAL TREES, TYP. REFER TO PLANT MATRIX FOR SPECIES

ZACH CURLIN DRIVE

CENTRAL AVENUE
RE-ALIGNED PATTERSON & WALKER GATEWAY LANDSCAPE TREATMENT

- Landscape Berm
- 18" Mulch Band
- (300) Groundcover Plants, Typ. Refer to Plant Matrix for Species
- (40) Perennial/Grass Typ. Refer to Plant Matrix for Species
- (25) Deciduous Shrubs, Typ. Refer to Plant Matrix for Species
- (3) Ornamental Trees, Typ. Refer to Plant Matrix for Species
- Uplight, Typ.
- Sign Type M1
- Sight Triangle, Typ. (Refer to TDOT Sight Distance Standards)
- (35) Perennial/Grass Typ. Refer to Plant Matrix for Species
- (300) Groundcover Plants, Typ. Refer to Plant Matrix for Species
- Colored Concrete Crosswalk, Typ.
- Exposed Aggregate Pavement, To Match Campus Standard

North
TYPICAL M1/P1 (MAIN GATEWAY) LANDSCAPE TREATMENT

COLORED CONCRETE CROSSWALK, BROOM FINISH
EXPOSED AGGREGATE CONCRETE TO MATCH CAMPUS STANDARD
DETECTABLE WARNING TILES

SIGN MUST BE CLEAR OF SIGHT TRIANGLE AT ROADWAY INTERSECTIONS, PER TDOT STANDARDS.

(600) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

(4) ORNAMENTAL TREES, REFER TO PLANT MATRIX FOR SPECIES

UPLIGHT, TYP.

SIGN TYPE M1/P1 ALIGNED AT 45° TO RADIUS INTERSECTION OF ADJACENT SIDEWALKS

(900) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

(25) DECIDUOUS SHRUBS - REFER TO PLANT MATRIX FOR SPECIES

(40) PERENNIALS / GRASSES - REFER TO PLANT MATRIX FOR SPECIES

18" MULCH BAND
EDGE OF SIDEWALK
EDGE OF ROADWAY INTERSECTION

TYPICAL M1 / P1 (MAIN GATEWAY) LANDSCAPE TREATMENT
SIGN MUST BE CLEAR OF SIGHT TRIANGLE AT ROADWAY INTERSECTIONS, PER TDOT STANDARDS.

18" MULCH BAND
EDGE OF SIDEWALK
EDGE OF ROADWAY INTERSECTION

(4) ORNAMENTAL TREES, REFER TO PLANT MATRIX FOR SPECIES

(15) EVERGREEN SHRUBS - REFER TO PLANT MATRIX FOR SPECIES

SIGN TYPE M2/P2 ALIGNED AT 45° TO RADIUS / INTERSECTION OF ADJACENT SIDEWALKS

(30) DECIDUOUS SHRUBS - REFER TO PLANT MATRIX FOR SPECIES

(600) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

(600) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

18" MULCH BAND
EDGE OF SIDEWALK
EDGE OF ROADWAY INTERSECTION
TYPICAL SIGN 3, 4, & 8 SERIES (INFORMATIONAL, VEHICULAR DIRECTIONAL, BUILDING IDENTIFICATION) LANDSCAPE TREATMENT

FRONT OF SIGN, TYP.

FLAGSTONE EDGE (1 1/2" - 2 1/2" HEIGHT x +/-12" WIDTH x 18" LENGTH STONE SIZES), TYP.

(140) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

SIGN TYPES 3, 4, 8 SERIES

(50) PERENNIALS / GRASSES - REFER TO PLANT MATRIX FOR SPECIES

FRONT OF SIGN, TYP.

SIGN TYPES 3, 4, 8 SERIES

(140) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

FLAGSTONE EDGE (1 1/2" - 2 1/2" HEIGHT x +/-12" WIDTH x 18" LENGTH STONE SIZES), TYP.

TOP OF STACKED STONE EDGING SHALL BE TRUE AND LEVEL (2 - 3 COURSES OF STONE)

CA-6 AGGREGATE BASE

SLOPED GRADE

5 - 7"

8"

ELEVATION VIEW

PLAN VIEW
TYPICAL SIGN 7 (PEDESTRIAN DIRECTIONAL) LANDSCAPE TREATMENT

PLAN VIEW

FLAGSTONE EDGE (1 1/2" - 2 1/2" HEIGHT x +/-12" WIDTH x 18" LENGTH STONE SIZES), TYP.

ELEVATION VIEW

SIGN TYPE 7, CENTERED IN FLAGSTONE EDGE

(140) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

SIGN TYPE 7, CENTERED IN FLAGSTONE EDGE

(140) GROUNDCOVER PLANTS - REFER TO PLANT MATRIX FOR SPECIES

TOP OF STACKED STONE EDGING SHALL BE TRUE AND LEVEL (2 - 3 COURSES OF STONE)

FLAGSTONE EDGE (1 1/2" - 2 1/2" HEIGHT x +/-12" WIDTH x 18" LENGTH STONE SIZES), TYP.

CA-6 AGGREGATE BASE
TYPICAL (HISTORICAL MARKER, FREESTANDING DIRECTORY, CAMPUS DIRECTORY) LANDSCAPE TREATMENT

**CONSTRUCTION DOCUMENTS**

**DRAWN BY**

**CHECKED BY**

**ISSUED FOR / DATE**

**REVISION NUMBER**

**REVISION**

**DRAWING TITLE**

**NOTES**

**OWNER**

**APPROVAL / DATE**

**PROJECT NUMBER**

**SIGN TYPE**

**SHEET NO.**

**COPYRIGHT © KMA DESIGN**

---

**TYPICAL SIGN 25 / 29 (HISTORICAL MARKER, FREESTANDING DIRECTORY)**

- **CONCRETE BAND WITH BROOM FINISH TO MATCH CAMPUS STANDARD**
- **EXPOSED AGGREGATE CONCRETE TO MATCH CAMPUS STANDARD**
- **EXISTING WALK CONDITIONS VARY, SIGNAGE PAD TO MATCH EXISTING ADJACENT MATERIALS.**

**TYPICAL SIGN 26 (CAMPUS DIRECTORY)**

- **SIGN TYPE 26**
- **SIGN TYPE 25, 29**

---

**TYPICAL (HISTORICAL MARKER, FREESTANDING DIRECTORY, CAMPUS DIRECTORY) LANDSCAPE TREATMENT**

301 EAST MAIN STREET - CARNEGIE, PA 15106

VOICE 412.429.4071 FAX 412.429.4074 WWW.THEKMGROUP.COM
TYPICAL PLANT HEIGHT GUIDELINES

SIGN TYPE M2 / P2

SIGN TYPE 3 SERIES

SIGN TYPE 4 SERIES

SIGN TYPE 7

SIGN TYPE 8 SERIES

6" CLEAR
12" MAX. HEIGHT
TOP OF GRADE

6" CLEAR
48" MAX. HEIGHT
TOP OF STONE EDGE

6" CLEAR
18" MAX. HEIGHT
TOP OF STONE EDGE

6" CLEAR
36" MAX. HEIGHT
TOP OF STONE EDGE

6" CLEAR
18" MAX. HEIGHT
TOP OF STONE EDGE

12" MAX. HEIGHT
TOP OF GRADE

48" MAX. HEIGHT
TOP OF STONE EDGE

36" MAX. HEIGHT
TOP OF STONE EDGE

18" MAX. HEIGHT
TOP OF STONE EDGE

SIGN TYPE 2 SERIES

SIGN TYPE 5 SERIES

SIGN TYPE 6 SERIES

SIGN TYPE 8 SERIES
# LANDSCAPE PLANTING MATRIX BY SIGNAGE TYPE

<table>
<thead>
<tr>
<th>PLANT SELECTIONS (COMMON NAME / BOTANICAL NAME)</th>
<th>SIGN TYPES:</th>
<th>PLANT INFORMATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CANOPY TREES:</strong></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Thornless Honey Locust - Gleditsia triacanthos var inermis</td>
<td>3-1/2' Cal</td>
<td>25' O.C.</td>
</tr>
<tr>
<td>London Plane Tree - Platanus occidentalis</td>
<td>3-1/2' Cal</td>
<td>25' O.C.</td>
</tr>
<tr>
<td>Red Oak - Quercus rubrum</td>
<td>3-1/2' Cal</td>
<td>25' O.C.</td>
</tr>
<tr>
<td><strong>ORNAMENTAL TREES:</strong></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Downy Serviceberry - Amelanchier arborea</td>
<td>10' Ht.</td>
<td>12.5' O.C.</td>
</tr>
<tr>
<td>Eastern Redbud - Cercis canadensis</td>
<td>10' Ht.</td>
<td>12.5' O.C.</td>
</tr>
<tr>
<td>Twilight Crape Myrtle - Lagerstroemia indica 'Twilight'</td>
<td>10' Ht.</td>
<td>12.5' O.C.</td>
</tr>
<tr>
<td>Star Magnolia - Magnolia stellata</td>
<td>10' Ht.</td>
<td>12.5' O.C.</td>
</tr>
<tr>
<td><strong>DECIDUOUS SHRUBS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beautyberry - Callicarpa americana</td>
<td>#5's</td>
<td>42' O.C.</td>
</tr>
<tr>
<td>Oakleaf Hydrangea - Hydrangea quercifolia</td>
<td>#5's</td>
<td>42' O.C.</td>
</tr>
<tr>
<td>Anthony Waterer Spirea - Spirea x 'bbumalda Anthony Waterer'</td>
<td>#3's</td>
<td>30' O.C.</td>
</tr>
<tr>
<td>Blue Muffin Viburnum - Viburnum dentatum 'Blue Muffin'</td>
<td>#5's</td>
<td>42' O.C.</td>
</tr>
<tr>
<td><strong>EVERGREEN SHRUBS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shamrock Inkberry - Ilex glabra 'Shamrock'</td>
<td>#3's</td>
<td>36' O.C.</td>
</tr>
<tr>
<td>Heavenly Bamboo - Nandina domestica 'Harbor Dwarf'</td>
<td>#5's</td>
<td>42' O.C.</td>
</tr>
<tr>
<td>Japanese Garden Juniper - Juniperus procumbens</td>
<td>#3's</td>
<td>36' O.C.</td>
</tr>
<tr>
<td><strong>PERENNIALS / GRASSES:</strong></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Butterfly Weed - Asclepias tuberosa</td>
<td>#1's</td>
<td>12' O.C.</td>
</tr>
<tr>
<td>Purple Dome Aster - Aster novae-angliae</td>
<td>#1's</td>
<td>12' O.C.</td>
</tr>
<tr>
<td>Dwarf Blue Wild Indigo - Baptisia australis var. minor</td>
<td>#1's</td>
<td>12' O.C.</td>
</tr>
<tr>
<td>Northern Sea Oats - Chasmanthium latifolium</td>
<td>#1's</td>
<td>18' O.C.</td>
</tr>
<tr>
<td>Dense Blazing Star - Liatris spicata</td>
<td>#1's</td>
<td>12' O.C.</td>
</tr>
<tr>
<td>Shenandoah Switchgrass - Panicum virgatum 'Shenandoah'</td>
<td>#1's</td>
<td>18' O.C.</td>
</tr>
<tr>
<td>Prairie Dropseed Grass - Sporobulus heterolepis</td>
<td>#1's</td>
<td>18' O.C.</td>
</tr>
<tr>
<td>Bright Edge Adam's Needle - Yucca filamentosa 'Bright Edge'</td>
<td>#1's</td>
<td>12' O.C.</td>
</tr>
<tr>
<td><strong>GROUNDCOVERS:</strong></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Catlin's Giant Bugleweed - Ajuga reptans 'Catlin's Giant'</td>
<td>2 1/4' pot</td>
<td>6' O.C.</td>
</tr>
<tr>
<td>Big Blue Lily Turf - Lithophragma 'Big Blue'</td>
<td>2 1/4' pot</td>
<td>12' O.C.</td>
</tr>
<tr>
<td>Pachysandra - Pachysandra terminalis</td>
<td>2 1/4' pot</td>
<td>6' O.C.</td>
</tr>
<tr>
<td>Ornamental Raspberry - Rubus calycinoides</td>
<td>2 1/4' pot</td>
<td>12' O.C.</td>
</tr>
</tbody>
</table>
MAIN CAMPUS
**Site Plan Main Campus**

**Building Identification Large Sign Type B**

**Building Identification Small Sign Type B.1**

**Sign Number Legend:**

- **A**: Site
- **B**: Building
- **C**: Parking
- **D**: Directional
- **E**: Identification
- **F**: Code
- **G**: Regulation
- **H**: Informational

**Sign Use:**

- **M**: Main
- **P**: Park Avenue

---

**Notes:**

- **Sign Number Legend:**
  - **A**: Site
  - **B**: Building
  - **C**: Parking
  - **D**: Directional
  - **E**: Identification
  - **F**: Code
  - **G**: Regulation
  - **H**: Informational

**Milwaukee School of Engineering**

**Owner:**

- **University of Memphis**
  - **Memphis, TN 38152**

**Approval / Date:**

- **Project Number:**
  - **1009.07**

- **Sign Type:**
  - **SP**

- **Sheet No.:**
  - **01.1**

---

**Drawing Title:**

- **Site Plan Main Campus**
- **Building Identification Large Sign Type B**
- **Building Identification Small Sign Type B.1**

---

**Drawing Information:**

- **Drawn By:**
  - **FAS 05-19-11**

- **Checked By:**
  - **BJM 05-19-11**

- **Issued For / Date:**
  - **Construction Documents 06-15-11**

- **Revision:**
  - **06-18-12**
  - **01-31-13**

---

**Scale:**

- **1/1000**

---

**Description:**

- **Site Plan Main Campus**
- **Building Identification Large Sign Type B**
- **Building Identification Small Sign Type B.1**

---

**Legend:**

- **Site Plan Main Campus**
- **Building Identification Large Sign Type B**
- **Building Identification Small Sign Type B.1**

---

**Diagram:**

- **Main Campus Site Plan**
  - **Main Signs**
  - **Parking Signs**
  - **Building Signs**

---

**Details:**

- **Sign Numbers:**
  - **M1 A A 01**
  - **BB11**
  - **BB12**
  - **BB13**
  - **BB14**
  - **BB15**
  - **BB16**
  - **BB17**
  - **BB18**
  - **BB19**
  - **BB20**
  - **BB21**
  - **BB22**
  - **BB23**
  - **BB24**
  - **BB25**
  - **BB26**
  - **BB27**
  - **BB28**
  - **BB29**
  - **BB30**
  - **BB31**
  - **BB32**
  - **BB33**
  - **BB34**
  - **BB35**
  - **BB36**
  - **BB37**
  - **BB38**
  - **BB39**
  - **BB40**
  - **BB41**
  - **BB42**
  - **BB43**
  - **BB44**
  - **BB45**
  - **BB46**
  - **BB47**
  - **BB48**
  - **BB49**
  - **BB50**
  - **BB51**
  - **BB52**
  - **BB53**
  - **BB54**
  - **BB55**
  - **BB56**
SIGN NUMBER LEGEND:

SIGN LOCATION
A - SITE
B - BUILDING
C - PARKING

SIGN USE
A - DIRECTIONAL
B - IDENTIFICATION
C - CODE
D - REGULATION
E - INFORMATIONAL

CAMPUS
M - MAIN
P - PARK AVENUE

SIGN NUMBER
SIGN LOCATION
SIGN USE
SIGN TYPE
CAMPUS

NOTES

UNIVERSITY OF MEMPHIS
MEMPHIS, TN 38152

PROJECT NUMBER
1009.07

OWNER
UNIVERSITY OF MEMPHIS
MEMPHIS, TN 38152

APPROVAL / DATE

DRAWN BY
FAS 05-19-11

CHECKED BY
BJM 05-19-11

ISSUED FOR / DATE
CONSTRUCTION DOCUMENTS 06-15-11

REVISION NUMBER

REVISION 04-18-12
REVISION 01-31-13

DRAWING TITLE
SITE PLAN MAIN CAMPUS
LED INFORMATIONAL SIGN LARGE SIGN TYPE 3
VEHICULAR DIRECTIONAL LARGE SIGN TYPE 4
VEHICULAR DIRECTIONAL SMALL SIGN TYPE 4.1
PEDESTRIAN DIRECTIONAL SIGN TYPE 7
CAMPUS DIRECTORY FREESTANDING SIGN TYPE 26
SMALL FREESTANDING DIRECTORY SIGN TYPE 29
PARK AVENUE CAMPUS
MAIN CAMPUS MESSAGE SCHEDULE
<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>L.E.D. Information Sign Large</td>
</tr>
<tr>
<td>3</td>
<td>Vehicular Direction Large</td>
</tr>
<tr>
<td>4</td>
<td>Pedestrian Freestanding Identification</td>
</tr>
<tr>
<td>8</td>
<td>S.M. Freestanding Building Identification</td>
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**Location to be field verified**

#### Campus Directory

**CENTRAL AVENUE ENTRANCE**

**Footer**

### University of Memphis Header

**Location to be field verified**

#### Campus Directory

**WAUSA AVENUE ENTRANCE**

**Footer**

### University of Memphis Header

**Location to be field verified**

#### Campus Directory

**PARKING GARAGE #1**

**Footer**

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CLEANING & MAINTENANCE
CLEANING & MAINTENANCE

The exterior signage should be washed at regular intervals to maintain the finish and appearance. The use of a mild cleaner, such as one that would be suitable for washing a car, is required. Do not use any cleaners with a high alkaline content, such as caustic potash, soda, lye or and scouring powder, as those types of cleaners will damage the paint finish.

Monthly (Every four weeks)
- Inspection of all signs is to occur on a monthly basis by dedicated personnel.
- Sign units should be cleaned of any debris or spotting that may interfere with the legibility or aesthetic qualities. Loose elements should be refastened and connected appropriately.
- Any overgrowth of landscaping and/or water damage should be corrected as a part of routine inspection.

Semi-Annually (Every six months)
- In April / May and October / November, the exterior aluminum signs should be washed with a mild detergent, either by hand or, if allowed, by using a pressure sprayer.
- After washing, thoroughly rinse with clean water to remove all traces of the mild detergent. Remove all surface water using a rubber squeegee, chamois leather, sponge or soft dry cloth to avoid “spotting” due to the minerals present in the rinse water.
- Polish using a non-abrasive automotive polish.
ORDERING
Responsibility for updating the sign system is assigned to the Sign Coordinator. This manual and knowledge of the system is needed to order new and replacement signs. It is critical that sizes, formats, color and placement be consistent with the existing signage program.

To order signs, photocopy the appropriate Sign Types pages and order form from this manual. Always return the original Sign Type pages to the manual for future use.

Specify the following on the order form:

- Item number
- Sign type letter
- Quantity

Message copy – provide exactly as required, using upper and lower case as necessary.
UNIVERSITY OF MEMPHIS SIGNAGE REQUEST FORM

COMPLETE AND FORWARD TO:

1. NAME: ________________________________
2. TITLE: ________________________________
3. DEPARTMENT: __________________________
4. FLOOR: ________________________________
5. SIGN MESSAGE REQUESTED: ________________________________
6. DESIRED SIGN LOCATION: ________________________________
7. QUANTITY (IF APPLICABLE): ________________________________
8. DOES THE SIGN CURRENTLY EXIST: YES ☐ NO ☐
9. IF NO TO #8, SUBSTANTIATE THE NEED FOR THIS NEW SIGN TYPE: ________________________________
AS-BUILTS