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| Purpose: | To outline the University's approach to the signage of buildings and facilities on campuses | | |
| Audience: | Staff and students | | |
| Contact Officer: | General Manager Strategy and Planning | Phone: | Check campus directory |

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Preamble:

Murdoch University has one of the largest land holdings of any University in Australia, and many staff, students and members of the public visit our campuses each year. Over the last three decades the amount, type and location of signage has increased significantly, particularly on the South St campus, making it difficult for people to find their way around our buildings and grounds.

In 2011 a project was initiated to develop a Wayfinding Strategy for the University. The Strategy outlines a system of directional and informational signage that ensures signs are consistent across all campuses and provide clear directional information for visitors to the University. The Strategy also provides guidance on the locations and technical specifications for new signage on the South St Campus, as well a programme for the progressive replacement of old signage. The Wayfinding Strategy supports the wayfinding objectives of the University's Disability Access and Inclusion Plan (DAIP) 2011-2015. The Property, Development and Commercial Services Office (PDCSO) will implement the signage programme subject to the availability of funding.

Objectives:

1. To ensure that all directional and informational signage installed on University campuses from 2012 onwards is consistent with the University's Wayfinding Strategy.
2. To clarify responsibilities for the approval of interpretive signage.
3. To clarify responsibilities regarding the posting and removal of temporary signage.

Policy:

1. All new or replacement directional or informational signage installed on University campuses will be consistent with the Wayfinding Strategy. An overview of sign types is provided in Attachment 1: Typical Journey to Destination at Murdoch University.
2. The Wayfinding Strategy will apply to all University grounds and buildings signs (both internal and external), and will include spaces used for academic, research, professional services, University commercial activities and tenancies (including research and development and commercial tenancies).

- 2.1 University commercial entities / units, external research and development groups and commercial tenants are allowed signage commensurate with the commercial tenants section of the Wayfinding Strategy.
3. All signage designs and installations shall be approved by the General Manager Strategy and Planning to ensure they are consistent with the Wayfinding Strategy and the technical specifications for signage on campuses.
 4. Exceptions to the signage styles outlined in the Wayfinding Strategy may be approved by the Senior Executive Director, PDCSO and the Director, Development and Communications Office (DCO) prior to procurement and installation. All such signage shall be easy to remove or modify and shall not damage building fabric.
 5. All buildings will be identified externally by a number and not a name in accordance with the Wayfinding Strategy, except where buildings and facilities are named after a sponsor, donor or significant person in accordance with the *Naming of Chairs, Buildings and Facilities Policy*. In these circumstances the design and placement of any signage, either internal or external, shall be approved by the Director, PDCSO and the Director, DCO prior to procurement and installation. All such signage shall be easy to remove or modify and shall not damage building fabric.
 6. Signage on the South St campus that designates areas within the Beeliar Regional Park will remain consistent with the State government's regional park signage in accordance with the Beeliar Regional Park Management Plan.
 7. Current commercial tenants and external research and development entities will be able to retain existing fixed signage until the term of their lease or agreement expires. In the event that signage requires replacement during the term of an existing lease or agreement, new signage shall comply with the Wayfinding Strategy unless the Director, PDCSO and the Director, DCO approve an exception.
 8. For safety and access reasons, 'A' frame signs, including those of commercial tenants, will not be permitted on campuses from 2016 onwards.
 9. From time to time interpretive signage (that is, signage designed to educate and influence the behaviour of visitors to a site) is installed on campuses. An example of an interpretive sign is provided at Attachment 2. The design and placement of interpretive signage shall be approved by the Director, PDCSO and the Director, DCO prior to procurement and installation.
 10. Temporary signage (such as a note placed on a door to indicate a change of venue) is permitted, however these signs should:
 - 10.1 only be held in place with blue tack and must not cover permanent signage without the prior approval of the General Manager Strategy and Planning at PDCSO;
 - 10.2 include the date posted;
 - 10.3 include the name of the organisational unit / office / person posting the sign;
 - 10.4 be removed when no longer needed.
 11. Temporary signage left in place for prolonged periods of time may be removed by the PDCSO.

Supporting Procedures:

There are no supporting procedures.

Supporting Guidelines:

There are no supporting guidelines.

Supporting Standards:

There are no supporting standards.

Performance Indicators:

There are no performance indicators.

Definitions:

There are no key terms.

Related Documents:

Naming of Chairs, Buildings and Facilities Policy

References:

Beeliar Regional Park Management Plan

http://www.conservation.wa.gov.au/media/7910/beeliar_management_plan_18_10_2006.pdf

Wayfinding Strategy

<http://our.murdoch.edu.au/Campus-and-Facilities-Management-Office/CFMO-reports/>

Approval and Implementation:

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| Approval Authority: | Director, PDCSO |
| Responsible Officer(s): | General Manager, Strategy and Planning |

Revision History:

| Version | Date Approved | Effective Date (if later than 'Date Approved') | Next Review Date | Resolution No. (if applicable) |
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| 1 | 28/06/2012 | | 28/06/2015 | |
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