

**BY ORDER OF THE COMMANDER
EIELSON AIR FORCE BASE**

**EIELSON AIR FORCE BASE
INSTRUCTION 32-1003**



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Civil Engineer

EXTERIOR SIGN STANDARDS

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This instruction implements AFD 32-10, Installations and Facilities. This instruction prescribes standards for the design, construction, and placement of all exterior signs located on Eielson Air Force Base (AFB) and establishes cost effective procedures for creating a unified system of base signs. This instruction is consistent with the provisions of UFC 3-120-01, Air Force Sign Standard; the Manual on Uniform Traffic Control Devices (MUTCD); and Alaska State law. These signs shall reflect the discipline and pride of the 354th Fighter Wing. Compliance with this instruction is mandatory and applies to all organizations and units on Eielson AFB, to include GSUs, the Alaska Air National Guard, and Joint Service Units. Subordinate units cannot further supplement this instruction. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using AF Form 847, Recommendation for Change of Publications; route the AF Form 847 from the field through appropriate functional's chain of command. Ensure that all records created as a result of the processes prescribed in this publication are maintained in accordance with the Air Force Manual (AFMAN) 33-363, Management of Records, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://www.my.af.mil/afirms/afirms/afirms/rims.cfm>. The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the Air Force.

SUMMARY OF CHANGES

This publication has been substantially revised and must be completely reviewed. Major changes include reference updates to Unified Facilities Criteria guidelines and updated office symbols for various organizations.

1. Overview.

1.1. Signs must provide clear, consistent, and necessary direction or information. Correctly designed and controlled exterior signs are a positive aspect of the base's overall professional image and contribute to unit pride and morale. The standards defined in this instruction ensure Eielson AFB signs are necessary, of professional quality, properly located, and also reflect the unique character of the ICEMAN TEAM.

1.2. The right sign in the proper location plays an important role in identifying buildings and aiding traffic control. However, the unchecked proliferation of signs clutters the base, degrades base appearance, and reduces the beneficial impact of the base sign program. Consequently, the number of exterior signs installed on Eielson AFB will be kept to a minimum. The principles of this instruction are:

- 1.2.1. Reduce the number of signs by using only where essential.
- 1.2.2. If a sign is needed, get a quality sign; homemade signs are not an option.
- 1.2.3. Attention to detail is a must for a professional image.
- 1.2.4. Use quality, long-life, low-maintenance materials.
- 1.2.5. First impressions start at the entry control point main gate.
- 1.2.6. One building, one sign.

1.3. This instruction is not applicable to interior signage. Due to the unique characteristics of individual units and their facilities, interior signs are the responsibility of the facility occupants. The Base Civil Engineer staff is available to provide technical and architectural assistance when needed.

2. Responsibilities.

- 2.1. 354 MSG/CC is the final approval authority for exterior signs.
- 2.2. 354 CES/CC is responsible for developing and maintaining the exterior sign master plan. The Engineering Flight, with advisory support from the 354 SFS and 354 FW/SEG, will ensure requirements for directional and traffic control devices are established and maintained according to wing instructions, the MUTCD, and Alaska state law.
- 2.3. 354 CES/CEO is charged with executing the exterior sign master plan to include responsibility to balance the justifications of requested signs with stewardship of funding.
- 2.4. Unit commanders will ensure all signs within their span of control conform to standards within this instruction, to include maintaining all signs in a clean and serviceable condition.

3. Procedures for Sign Approval.

3.1. Requests for exterior signs, including traffic control devices, must be submitted on AF Form 332, Base Civil Engineer Work Request, to the 354 CES Customer Service desk (354 CES/CEOER, 2310 Central Ave, Eielson AFB AK 99702-2225).

3.2. Once approved, signs shall be purchased and installed by 354 CES using available base funds or requestor-provided funds.

3.3. No other wing or tenant organization is authorized to purchase/manufacture/install exterior signs on Eielson AFB.

3.4. 354 OSS/OSAA will be the focal point for all signs on the airfield. 354 CES/CEOE will accomplish technical review and sign-type selection.

4. General Guidance.

4.1. To help visitors, emergency responders, and others find their desired destinations, all facilities shall have some type of identifying markings when viewed from the street. Markings may include simple numbers attached to or painted on the facility exterior walls, architectural letters likewise attached to exterior walls, or freestanding, post-mounted signs at curbside. Depending on usage and traffic volume, each facility shall have as a minimum the facility number displayed on each side of the building that faces a street. High customer traffic facilities (i.e. fitness center, dining facility) are authorized more visible methods of identification such as lighted signs or marquees. Due to cost and the need to present an uncluttered appearance, not every facility will be authorized freestanding signage.

4.2. Signs indicating a MAJCOM or higher level award for a specific unit must be approved prior to construction, and will be hung for a period of three years. Following this period, they will be removed by 354 CES/CEO in coordination with the facility manager. i.e. "PACAF CES Squadron of the Year 2013," "Best POL Flight in PACAF 2014," etc.

4.3. Super-graphics or shields painted on facility exteriors are prohibited. Professionally made organizational emblems and associated lettering may be affixed to a facility with MSG/CC approval.

4.4. Sign colors and material choices must be compatible and in compliance with the base architectural standards unless otherwise approved by MSG/CC.

5. Sign Types.

5.1. Facility Numbering and Addressing

5.1.1. All facilities have a designated facility number and address. The Civil Engineer Squadron Real Property office (354 CES/CEIAP) maintains a list of facility numbers and addresses.

5.1.2. Facilities will be identified with brown metal signage, affixed to the facility exterior walls, displaying the facility number in white. One sign will be affixed on each side of each facility that faces a street.

5.1.3. All facility signs will be mounted to be visible over exterior landscaping. Where possible, signs will be mounted 7 feet above ground level, on the right side of the facility as viewed from the street.

5.1.4. The font type for facility signs and for raised lettering will be “Helvetica Medium”.

5.2. Facility Identification

5.2.1. Buildings that serve as the main or headquarters facility of a single unit will be identified with the unit’s name attached to the building, or on a freestanding sign. Freestanding signs shall be installed IAW UFC 3-120-01, Air Force Sign Standard. Wing headquarters sign shall be “B1”, group and squadron headquarters shall be “B2”, and all others shall be “B3”. Facility identifications will use names commonly used and referenced in day-to-day conversation, and will exclude excess or unnecessary words or letters. Numeric unit designation and/or “Squadron” may be used for those units with a designation other than “354th” or where “Squadron” is required to “round out” the name (e.g., “18th Aggressor Squadron” versus “Aggressor Squadron”). Numeric unit designation may be used for tenant organizations (e.g. “168th Civil Engineer Squadron”). The main facility for a unit is the location where unit incoming mail is received or the facility where the unit interfaces with the majority of its customers.

5.2.2. Facilities housing more than one organization or function will be identified with only one exterior sign. Selection of the single sign will be determined by a number of factors including the number and type of visitors (e.g., newcomers, off-base, on-base, vendors, etc.), whether the facility is a customer service oriented organization or not, number of occupants in each organization, etc. The exterior sign will be mounted at the main or center entrance, and a directory board will be mounted inside this entrance to display the floors and room numbers of other units occupying the facility. For those buildings with more than one major tenant, reverse-cut pressure sensitive letters affixed to the glass door shall be the method of identification. For those buildings where there is no clear major tenant, or where the major tenant includes high priority component units (the destinations most often sought by people who are new to the base), multiple exterior signs may be approved up to a maximum of three. Prestige, status, or convenience to the facility occupants will not be determining factors for approving multiple signs.

5.2.3. Facility address numbers shall be on a metal plate, 8 inches by (approximately) 24 inches, attached to the facility facing the street to which it is addressed. Facility address numbers shall be 6 inches in height. Variations in size may be approved based on the size of the facility and distance of the facility from the street. The metal sign background color shall be dark brown with highly reflective white numbers applied to the surface.

5.2.4. If used, unit names mounted on facilities shall be displayed via raised capital lettering, 10 inches high. Variations in size may be approved based on the size of the facility and distance of the facility from the street. Raised lettering shall be constructed from plastic or metal. Any metallic mounting hardware shall be stainless steel. All mounting systems must be approved by 354 CES/CEOE prior to installation.

5.2.5. Facilities frequented by visitors at Eielson AFB (e.g., Amber Hall, Lodging, Clinic etc.) shall bear the name of their function, not their owning squadron or unit. Only one exterior sign will be used. A directory inside the main entrance will be used to identify locations of other organizations or offices.

5.2.6. For facilities architecturally designed around an Alaskan theme, signs may consist of a rough-sawn spruce slab either engraved with the facility name or with mounted raised letters.

5.2.7. Reverse-cut pressure sensitive letters affixed to entryway glass or mounted raised letters with the facility name will be used for ancillary facilities not already addressed in this instruction.

5.2.8. Due to the variety of facility designs on Eielson AFB, the 354 MSG/CC or designated representative shall have final authority in selecting the wording, type and location of any exterior wall-mounted sign.

5.3. Marquees

5.3.1. Marquees are an effective way to spread information and recognize distinguished base visitors. This sign type may be used inside the main entrances to the installation or in other locations deemed appropriate based on considerations such as purpose of sign, visibility, and intended audience. The use of portable marquees at any location on Eielson is discouraged; exceptions must be pre-approved by the 354 MSG/CC.

5.3.2. All new marquee signs shall have an electronic or digital display board that can be updated and changed with a remote keyboard.

5.3.3. Marquees shall be funded and maintained by the primary user, according to AFI 32-9005, AFI 32-1032, and AFI 32-1001. Electronic marquees must be pre-coordinated for site approval and power availability. Requests for new marquees will be made by submitting an AF Form 332 to the Civil Engineer Squadron's Customer Service Desk.

5.3.4. Temporary promotional/morale signs shall be limited to a specific period of time, shall be professionally constructed, and must be approved by 354 MSG/CC before purchasing.

5.4. Base Entry Signs

5.4.1. Base entry signs shall be made from brick or block matching the facility or area construction. The sign should present the professional image of the installation, mission, and command. When metal is used for the background, the sign shall be highly reflective standard dark brown with white lettering. When the background is split face block or brick, raised plastic or metal lettering shall be used and be highly reflective dark brown.

5.5. Directional Signs

5.5.1. Directional signs shall only be provided for medical facilities, facilities providing initial services to newcomers, or facilities frequently required by personnel transiting through Eielson AFB (e.g. Lodging, etc.).

5.5.2. Directional signs shall be mounted on metal posts and conform to UFC 3-120-01, Air Force Sign Standard. The posts will be either sleeved or painted standard dark brown. The back of the metal plate will be standard dark brown; the front shall be highly reflective white on dark brown. A white border will be placed on the front of these signs.

5.5.3. The top edge of a directional sign shall be mounted 7 feet above the ground. If more than one direction sign is mounted on a set of posts, the bottom most sign will be placed with its bottom edge no less than 4 feet above the ground. Additional signs shall

be placed above the first sign with no more than 1 inch between sign edges. No more than four entries may be displayed on a single set of posts.

5.5.4. Directional signs will be placed at least 300 feet apart and at least 10 feet (14 feet preferred) from the edge of the nearest road. Directional signs should not be placed near buildings or other organizational signs to prevent clutter and confusion.

5.5.5. Lettering font and size will conform to MUTCD for the speed limit and size of the road.

5.5.6. Sign reflectivity will be in accordance with MUTCD Section 2A.08.

5.6. Street Signs

5.6.1. Street name signs shall be metal plates, 8 inches in height with length determined by street name. The metal plate will be sheeted with highly reflective white 4-inch lettering on dark brown background. Street names shall be in all capital letters. A white border will be placed on both faces of street signs.

5.6.2. Street signs shall bear the PACAF shield, street name, and street type (AVE, RD, ST, COURT, LOOP) in 2 1/2-inch upper case.

5.6.3. The bottom edge of street signs shall be mounted 7 feet above ground. When more than one sign is on a sign post, the bottom of the lowest sign shall be 7 feet above ground.

5.7. Reserved parking signs

5.7.1. Reserved parking spaces will be minimized on Eielson AFB.

5.7.2. Reserved parking signs shall be metal plates, 12 inches by 12 inches. The back of the metal plate shall be standard dark brown. The front shall be highly reflective white 1.5-inch lettering on dark brown background. The bottom edge of reserved parking signs will be mounted 4 feet above ground.

5.7.3. Where possible, reserved parking signs shall be placed 4 feet off of the edge of curb and centered on the parking slot it designates. If signs are to be placed in a median, the sign post shall be placed in the center of the median to facilitate dual use from both sides of the median.

5.7.4. Reserved parking spaces are allocated in six categories: handicapped signs, visitor signs, unit signs, headquarters signs, community areas and government/contractor vehicles.

5.7.5. Each handicapped employee will be authorized a reserved parking space at their primary work location. Additional handicapped spaces will be allocated at each facility in order to comply with the Americans with Disabilities Act.

5.7.6. Visitor parking is intended for short term, short time parking. A maximum of 30 minutes will be allowed for these spaces. Each facility will be authorized two visitor parking signs near their entrances. Additional visitor parking signs may be requested through 354 CES/CEOER. In addition, each squadron is authorized one "Distinguished Visitor" sign at their main facility.

5.7.7. Unit signs. Each organizational commander will have the flexibility to assign reserved parking based on the total facility/organizational manning. Unit signs may only be placed at facilities assigned to the respective units. Only 354 CES is authorized to manufacture, install, alter, or relocate reserved parking signs.

5.7.7.1. Squadrons are authorized two reserved parking signs, plus a number not to exceed two percent of the squadron's total authorized manning (e.g. a squadron with 370 authorized positions is authorized a total of 9 signs). Squadron reserved parking signs will be designated with the unit name and numbers corresponding to the number of signs authorized (e.g. 18AGRS-1, 18AGRS-2, FSS-1, FSS-2, etc.). Squadron commanders may assign reserved parking to squadron members at their discretion. Assignment and control of squadron reserved parking signs will be handled internally within each squadron.

5.7.7.2. Tenant and Associate units smaller than squadron level are authorized one reserved parking sign if the unit head is authorized title of commander. In addition, signs not to exceed two percent of the unit's total manning are also authorized. Facility managers will accommodate tenants within their facilities.

5.7.8. Group and wing commander reserved parking signs shall be authorized for the group and wing commanders at their respective primary duty location.

5.7.9. Group and wing staff. Deputy group commanders, vice wing commander, wing and group executive officers, and chief enlisted managers are authorized a reserved parking sign. In addition, other Colonel positions on the wing staff are authorized a reserved parking sign.

5.7.10. Community areas must have handicapped parking signs as required by the Americans with Disabilities Act, and the following areas are authorized reserved parking signs as shown:

5.7.10.1. Base Exchange: One Expectant Mother, One General Officer/Colonel, One Chief Master Sergeant.

5.7.10.2. Commissary: One Expectant Mother, One General Officer/Colonel, One Chief Master Sergeant.

5.7.10.3. Fitness Center: One WG/CC, One WG/CCC, One General Officer/Colonel, One Chief Master Sergeant.

5.7.10.4. Aurora Events Center: One WG/CC, One WG/CCC, One General Officer/Colonel, One Chief Master Sergeant, One "Any 2nd Lt" (located by MiG Alley door).

5.7.10.5. Yukon Club: One 354 FW/CC, One 354 FW/CCC, One 168 ARW/CC, One 168 ARW/CCC, Two General Officer/Colonel, Two Chief Master Sergeant, One "Reserved 15 Minute Pickup."

5.7.10.6. Eielson City Center/Theater: One Expectant Mother, One General Officer/Colonel, One Chief Master Sergeant, One "Reserved 15 Minute Pickup."

5.7.11. Government/Contractor Vehicles: Organizations will only be authorized reserved parking for government vehicles assigned to their units. These signs will be restricted to

common areas where GOVs must share space with POVs. Emergency vehicles will have spaces authorized as needed at facilities such as dining facilities. Reserved parking spaces will be provided for contractor vehicles only when such slots are determined mission essential by the unit and are specifically required by contract.

5.8. All traffic control signs shall conform to the MUTCD and UFC 3-120-01.

MICHAEL P. WINKLER, Colonel, USAF
Commander

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

UFC 3-120-01, Air Force Sign Standard

Manual on Uniform Traffic Control Devices

PACAF Facilities Excellence Guide

AFPD 32-10, Installations and Facilities

AFI 32-1001, Operations Management

AFI 32-1032, Planning and Programming Appropriated Fund Maintenance, Repair, and Construction Projects

AFI 32-9005, Real Property Accountability and Reporting

Adopted Forms

AF Form 847, Recommendation for Change of Publications

AF Form 332, Base Civil Engineer Work Request

Abbreviations and Acronyms

AFB —Air Force Base

AFRIMS —Air Force Records Information Management System

AGRS —Aggressor Squadron

CES —Civil Engineer Squadron

FSS —Force Support Squadron

FW —Fighter Wing

GOV —Government Owned Vehicle

LRS —Logistics Readiness Squadron

MAJCOM —Major Command

MSG —Mission Support Group

MUTCD —Manual on Uniform Traffic Control Devices

OSS —Operations Support Squadron

POV —Privately Owned Vehicle

UFC —Unified Facilities Criteria