SECTION 10.1.5 - EXTERIOR (BUILDING NAME)

GRAPHICS

Exterior building graphics (building name at a minimum) shall be carved in the exterior wall material or shall be surface mounted at the main entrance in such a location as to be easily visible to the pedestrian from a distance. If surface mounted, the letters shall be of permanent and durable material such as bronze and shall be approved by FP&C.

Exterior building graphics (building name and/or donor name) utilizing large scale lettering intended to be viewed and approved by the Campus Facility Planning Committee. Any internal illumination of the graphics shall also be reviewed by the Campus Facility Planning Committee.
UNIVERSITY OF HOUSTON - WAYFINDING - MONUMENT SIGNAGE

Monument Signage
- Campus Perimeter
- Loop Road
- Monument Signage

Locations:
- Cullen Blvd
- Elgin St
- I-45
- Spur 5
- Scott St
- Holman St
- Wheeler Ave

Photos of monument signs at various locations on the campus.
SECTION 10.1.5 - EXTERIOR (BUILDING NAME) GRAPHICS

Exterior building graphics (building name at a minimum) shall be carved in the exterior wall material or shall be surface mounted at the main entrance in such a location as to be easily visible to the pedestrian from a distance. If surface mounted, the letters shall be of permanent and durable material such as bronze and shall be approved by FP&C.
1. **Item:** Vision Institute Monument Sign

2. **Requesting Department:** Optometry

3. **Contact Names & Phone Numbers:** Earl Smith, x 3-1899

4. **Presenter:** Nick Holdeman

5. **Recommendation/Action Requested:** Approval

6. **Summary:**

   The University Eye Institute proposes to erect a monument sign in lieu of the large dimensional letters originally located at its building entry, and which were removed during construction of the adjacent new Health and Biomedical Science Building. Due to modification to the façade, which incorporates a link to the HBSC, the letters if replaced would be unattractive, poorly positioned, and difficult to read.

   Having a sign that is readily visible from several different directions assists the many UEI newcomers who are unfamiliar with the University and who are likely to be using a variety of transportation modes. The high legibility of a monument sign is of particular benefit to UEI clients themselves, many of whom have vision problems.

   Signage is one of the most effective forms of marketing for a health care facility. Despite substantial efforts on its part, many students, faculty, and staff really don't know about the UEI. The monument sign will increase awareness of the facility at UH and help UEI attract new patients from the community at large.

   The limestone monument sign, which will be located directly in line with the building entry, reinforces the idea that the UEI is distinctly different from the new HSBC and clinical activities that will be conducted in that building.

7. **Proposed Start Date:** Upon approval

8. **Supporting Documentation Description:** Location plan and shop drawing, attached

Separate and distinct signage associated with the HBSC will identify the ambulatory surgery center and laser refractive center, i.e., the specific clinical services that will be included in the new building.
UNIVERSITY OF HOUSTON - EYE INSTITUTE SIGNAGE LOCATION

LOCATION PLAN

Monument Sign
Option 1

University Eye Institute
University of Houston

PRODUCTION NOTES
1. All surfaces to be specified, painted enamel, with porcelain enamel cap (red), cut text painted and applied. Option for reverse channel internally illuminated letters. (emphasis is long term durability, color retention and wear rate).

Option 2

University Eye Institute
University of Houston
University Eye Institute
University of Houston

Production Notes
- Painted aluminum cabinet, painted to match [MP04561 Snowmist]
- Cut and painted aluminum letters, .5" deep, painted to match [MP03849 Inerte Grey]
- Aluminum cap, porcelain enamel finish to match [MP00225 Rose Petal]
- Booting/move guard
  Option: Illumination in ground wash lighting

Paint / Porcelain enamel colors
- Matthews Acrylic Polyurethane, MP04561 Snowmist, (Clearcoat - Satin Finish)
- Matthews Acrylic Polyurethane, MP03849 Inerte Grey, (Clearcoat - Satin Finish)
- Porcelain enamel to match MP00225 Rose Petal

> (emphasis is long term durability, color retention and wear rate). Font - Interstate

360 ft Daylight
240 ft Low light
75% reliability (% of population will read)
UNIVERSITY OF HOUSTON - UNIVERSITY CLASSROOM AND BUSINESS BUILDING & INSPERITY CENTER MONUMENT SIGNAGE

UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Agenda Item Description Form

1. Item: CBB Donor Illuminated and Monument Signage

2. Requesting Department: Development

3. Contact Names & Phone Numbers: Lisa Holdeman, x3-8408

4. Presenter: Lisa Holdeman

5. Recommendation/Action Requested: Site Approval

6. Summary:
   Approval is requested for the installation of illuminated and identifying large scale donor signage at the Classroom Business Building.

   The University of Houston has received a significant financial contribution from Insperity, a human resources and business solutions firm, toward the construction of the Classroom and Business Building, which will open for the Fall 2012 semester.

   In acknowledgement of this gift, the University of Board of Regents will be asked to approve naming the new building "Insperity Center." Since the building is five stories tall and can be seen beyond the campus perimeter, large scale neon back-lit lettering featuring the University of Houston logotype, the building name, and the Insperity logo is proposed for the east façade where it will be visible to visitors to the campus' west side.

   The University of Houston logotype will be approximately 34'-3" long and 2' tall and the Insperity text and log will be approximately 21'-6" wide and 18" tall. Insperity will pay the sign's manufacturing and installation costs.

   Proposed letter construction is 6" to 8" deep channel steel or aluminum letters with a pewter automotive paint finish. UH Facilities Maintenance will pay the sign's operation and maintenance costs.

   A 3' tall by 10' wide non-illuminated cast stone and brick (or metal) monument sign at grade level will also display the UH logotype and donor info in surface-applied metal letters.

   Campus Design Guidelines allow self-illuminated signage only with approval of the Campus Facilities Planning Committee. The Office of Development requests the committee's consideration of backlit neon letter for the large scale lettering.

7. Proposed Start Date: Upon Board approval in February

8. Supporting Documentation Description: Elevations and renderings
Stone base to match building

Clear acrylic/glass returns to be back painted UofH red.

Acrylic/glass to be recessed 2" on all sides.

Fabricated aluminum sign face and back to be painted (Matthews Metallic) black. Sign to have raised, brushed aluminum letterforms.

Use structural framing as required to ground and to masonry.

Foundation as required

Stone base to match building

Monument Sign - Front View (Sign is double sided)

Monument Sign - Side View

©Gensler 2012
Option: Illumination in ground wash up lighting

Paint / Porcelain enamel colors

- Matthews Acrylic Polyurethane, MP04561 Snowmist, (Clearcoat - Satin Finish)
- Matthews Acrylic Polyurethane, MP03849 Inerte Grey, (Clearcoat - Satin Finish)
- Porcelain enamel to match MP00225 Rose Petal

> (emphasis is long term durability, color retention and wear rate). Font - Interstate

360 ft Daylight
240 ft Low light
75% reliability (% of population will read)
University Classroom and Business Building
Insperity Center

Double sided

Production Notes
- Painted aluminum cabinet, painted to match [MP035249 Inerte Grey]
- Cut and painted aluminum letters, .5" deep, painted to match [MP04561 Snowmist]
- Aluminum cap, porcelain enamel finish to match [MP00025 Rose Petal]
- Footer/mow guard
  Option: Illumination in ground wash up lighting

Paint / Porcelain enamel colors
- Matthews Acrylic Polyurethane, MP04561 Snowmist, (Clearcoat - Satin Finish)
- Matthews Acrylic Polyurethane, MP03849 Inerte Grey, (Clearcoat - Satin Finish)
- Porcelain enamel to match MP00025 Rose Petal

> (emphasis is long term durability, color retention and wear rate). Font - Interstate

Sign Concept Studies (Monument Sign) Insperity

360 ft Daylight
240 ft Low light
75% reliability (% of population will read)