Key among the principles of the Framework Plan were recommendations that the campus be formally organized into five precincts: Arts, Inner Campus, Professional, Stadium, and Wheeler.
As a component of preliminary master planning work in 2011, the five Framework precincts were expanded to include recently acquired properties and other parcels on the campus perimeter not included in the original precincts. Ten campus precincts were identified in a working master plan document dated 25 July 2011: Athletic, Central Core, East Campus Gateway, Energy Research Park, Fine Arts, MacGregor, North Campus Gateway, Professional, South Campus Gateway, and Student Life.
The UH Arts Master Plan and related Wayfinding Master Plan in 2012 realigned and renamed these campus districts to yield seven zones that promote a more unified identity and memorable character within each: Arts, Athletics, Central Campus, Cullen North, Energy Research Park, Professional, Residential. These will be reinforced through wayfinding and subsequent campus planning efforts.

* Proposed by DesignLAB. Approved by Wayfinding Subcommittee of Campus Facilities Planning Committee, 30 August 2012
ENTRANCE MONUMENT SIGN

DESCRIPTION
Located at major public entrances to the campus, this sign provides directional information to nearby landmarks, buildings, and parking lots.

MATERIALS and FINISHES
- Double face 1/8" aluminum with aluminum angle frame
- Non-illuminated
- Top Section: Red to match approved University sample
- Reveal: 1" wide; white to match Imron #SOA202
- Main Body & Base: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- All copy is white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 12" high

NOTES
All copy to be reviewed and approved by FP&C.

NEIGHBORHOOD IDENTIFICATION SIGN

DESCRIPTION
Located at all numbered campus entrances, this sign type is located to be visible to pedestrian and vehicular traffic, identifies major neighborhood landmarks and displays the Campus Entrance Number prominently.

MATERIALS and FINISHES
- Double face 1/8" aluminum with aluminum angle frame
- Non-illuminated
- Top Section: Red to match approved University sample
- Reveal: 1/2" wide; white to match Imron #SOA202
- Main Body & Base: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- Copy and number are white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 12" high

NOTES
All copy and sign locations to be reviewed and approved by FP&C.

* Campus Design Guidelines and Standards Section 10 Wayfinding Standards and Guidelines
**PARKING LOT SIGN**

**DESCRIPTION**
Located at all entrances to parking lots, this sign displays the type of lot, lot number and parking rules and regulations.

**MATERIALS and FINISHES**
- Non-illuminated
- Body & Base: 1/8" aluminum; white to match Imron #SOA202; semi-gloss finish
- Parking Symbol: Arlon #47 Intense Blue vinyl with white inset border and "P" (white is background showing through)
- Lot # copy: Arlon #220 perfect match red vinyl
- Permit Required copy: Arlon #47 Intense Blue vinyl
- All other copy is black vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- Does not contain UH logo

**NOTES**
All copy and sign locations to be reviewed and approved by FP&C.

* Campus Design Guidelines and Standards Section 10 Wayfinding Standards and Guidelines
### Wayfinding Sign

**Description**
Located adjacent to sidewalks on the interior of campus, this sign points the direction to major buildings or landmarks.

**Materials and Finishes**
- Double face 1/8\(\text{in}\) aluminum with 1/8\(\text{in}\) aluminum posts
- Non-illuminated
- Top Section: Red to match approved University sample
- Vertical Reveals: 1/2\(\text{in}\) wide; black to match Imron #99
- Main Body & Posts: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- Copy is white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 2\(\text{in}\) high

**Notes**
All copy and sign locations to be reviewed and approved by FP&C.

### Building Name Sign

**Description**
Located at all building entrances, this sign displays the building name and the building number. Department names will be shown in building main entrance directories only.

**Materials and Finishes**
- Double face 1/8\(\text{in}\) aluminum with 1/8\(\text{in}\) aluminum posts
- Non-illuminated
- Top Section: Red to match approved University sample
- Vertical Reveals: 1/2\(\text{in}\) wide; black to match Imron #99
- Main Body & Posts: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- Copy and number are white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 6\(\text{in}\) high

**Notes**
All copy and sign locations to be reviewed and approved by FP&C.
Option 1  
Direct Replacement  
Fabrication and Installation: $ 7,750

**PRODUCTION NOTES**
1. All surfaces to be specified per existing system

**NOTE:** Dimensions are approximate. Final sign will replicate previous version.
Option 2
Fabrication and Installation: $8,800

PRODUCTION NOTES
1. All surfaces to be specified (painted/epoxied/painted, porcelain enamel, enameled text and graphics or screen printed text and graphics. Emphasis is long term durability, color retention and wear rate.)
Option 3

Fabrication and Installation: $ 6,952.00

PRODUCTION NOTES
1. All surfaces to be specified powder coat, painted, porcelain enamel, enameled text and graphics or screen printed text and graphics, (emphasis is long term durability, color retention and wear rate).
Vehicular - Directional

- 113 ft Daylight
- 75 ft Low light
- 75% reliability (% of population will read)

Vehicular - Entrances and Campus Directionals

- 75 ft Daylight
- 50 ft Low light
- 75% reliability (% of population will read)

Pedestrian Directional

- 37 ft Daylight
- 25 ft Low light
- 75% reliability (% of population will read)

Font Family - Interstate

- Sign installed directly on existing footing. Not recommended
  - pros: less expensive install
  - cons: odd installation, not true to final intended appearance

- Preferred Footing Treatment

- Existing footing modified to accommodate new sign. Replace sod and clean up site. Recommended
  - pros: more accurate presentation of final sign appearance
  - cons: more expensive install

Scale Test

<table>
<thead>
<tr>
<th>Font Family - Interstate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicular - Directional</td>
</tr>
<tr>
<td>113 ft Daylight</td>
</tr>
<tr>
<td>75 ft Low light</td>
</tr>
<tr>
<td>75% reliability (% of population will read)</td>
</tr>
<tr>
<td>Vehicular - Entrances and Campus Directionals</td>
</tr>
<tr>
<td>75 ft Daylight</td>
</tr>
<tr>
<td>50 ft Low light</td>
</tr>
<tr>
<td>75% reliability (% of population will read)</td>
</tr>
<tr>
<td>Pedestrian Directional</td>
</tr>
<tr>
<td>37 ft Daylight</td>
</tr>
<tr>
<td>25 ft Low light</td>
</tr>
<tr>
<td>75% reliability (% of population will read)</td>
</tr>
</tbody>
</table>

PRODUCTION NOTES

1. All surfaces to be specified powder coat, painted, porcelain enamel, enameled test and graphics or screen printed text and graphics, (emphasis is on long term durability, color retention and wear rate)
Scale Test

113 ft Daylight
75 ft Low Light
75% reliability (% of population will read)

Font Family - Interstate

Read Time: 2.25 sec @ 35 mph
113 ft readability or 51 ft per second

Adult reads approx. 4.1 words per second
16

P

Typographic representation of the page content:

### SIGN TYPE
- **Directional (Fast Traffic)**
  - Campus perimeters, public thoroughfares
  - Type A
  - Qty. N
- **Directional (Entrances and Campus Directionals)**
  - Campus perimeters
  - Type B
  - Qty. N
- **Directional (Pedestrian)**
  - Campus wayfinding
  - Type C
  - Qty. 16
- **Directory Kiosk (Pedestrian)**
  - Campus wayfinding
  - Type D
  - Qty. 42
- **Building Identifier**
  - Parking lot entry markers
  - Type E
  - Qty. tbd
- **Parking Identifier**
  - Parking lot entry markers
  - Type F
  - Qty. 16

### VISIBILITY METRICS
- Daylight: 140 ft
- Daylight: 92 ft
- Daylight: 40 ft
- Low Light: 80 ft
- Low Light: 50 ft
- Low Light: 25 ft
- 75% Reliability (% of population will read)

### PRODUCTION FEATURES
- 4 active message sides
- Porcelain enamel faces and trim
- Screen printed graphics
- Painted and UV coated frame structure
- Graffiti-proof surface
- Changeable face panels for updating
- Attachments, tamper proof hardware
- Footing includes mow guard and peer construction for stability
- Font family: Interstate

### Alternatives and Special Exceptions
- Jordan D. Schnitzer Law Library
- University Eye Institute

### Footnotes
- UH Campus Wayfinding | University of Houston
- Houston, TX
UH Wayfinding Color System - PROPOSED
Pantone colors are matched from the Matte Swatch Book

- Magenta
  - RESIDENTIAL
  - PMS 220
- Green
  - ENERGY RESEARCH PARK
  - PMS 7496
- Red
  - ATHLETICS
  - PMS 186
- Teal
  - ARTS
  - PMS 562
- Blue
  - PROFESSIONAL
  - PMS 660
- Tan
  - CULLEN NORTH
  - PMS 7503
- Purple
  - BIOMEDICAL
  - PMS 2603
- Yellow
  - CENTRAL
  - PMS 7406
1. Non-internally illuminate pylons with surface applied message panels.
   1a. Sign Contractor responsible for determining internal structure for support and mounting to concrete base and footing.
2. 0.90" thick aluminum base pylon and cap, cap to be porcelain enameled. Base painted to match indicatd color, painted surfaces to be clear coated, satin finish.
3. 3/4" deep, 0.90" thick surface mounted removable reverse panel panels, porcelain enameled, face and returns, satin finish.
   3a. Mounting holes are to be drilled on panel edges prior to porcelain enameled application.
4. Surface mounted aluminum angles for mounting of panels.
   4a. Mount panels to angles with countersunk mechanical fasteners, painted to match adjacent surface color.
5. Isolate dissimilar metals.
8. Internal structure to be secured to concrete footing with appropriate mechanical fasteners/anchors as determined by Sign Contractor.
9. Sign Contractor to determine and provide concrete foundation/footing to withstand 110 mph windloads and local weather conditions.
   9a. Sign Contractor to provide 1/2" wide, 45° bevel on all exposed footing edges.
10. Screen printed graphic
11. Mowstrip specifications TBD.

NOTE: Options are to be priced as separate line items.

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University of Houston
Houston, Texas

1. Plan View
   Scale: 1/2"=1'-0"

2. Detail - Panel
   Scale: 1"=1'-0"

3. Detail - Footing
   Scale: 1"=1'-0"

4. Sign Type A - Auto Directional
   Primary
   Scale: 1/2"=1'-0"

5. Section
   Scale: 1"=1'-0"

SIGN CONTRACTOR TO PROVIDE:
- Shop Drawings
- Engineering Calculations
- Material samples, 1/8" [20 mm]
- Shop and Finish samples on 1/8 Al/Steel, 1/4" [6 mm] steel
- Fabrication Sample
- 3/4" [20 mm] sample of the HPL panel, art two sides
- Complete sign
- To be placed on drawing
- To be reviewed by Minor Design.

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2. 0.90” thick aluminum base pylon and ‘cap’, porcelain enamel, satin finish.
3. 3/4” deep, 0.90” thick surface mounted removable reverse pan panels, porcelain enamel, face and return, satin finish.
3a. Mounting holes are to be drilled on panel edges prior to porcelain enamel application.
4. Surface mounted aluminum angles for mounting of panels.
4a. Mount panels to angles with countersunk mechanical fasteners, painted to match adjacent surface color.
5. Isolate dissimilar metals.
8. Internal structure to be secured to concrete footing with appropriate mechanical fasteners/anchors as determined by Sign Contractor.
9. Sign Contractor to determine and provide concrete foundation/footing to withstand 110 mph windloads and local weather conditions.
9a. Sign Contractor to provide 1/2” wide, 45° bevel on all exposed footing edges.
10. One in-shop, full-size sample to be selected, reviewed and approved by Minor Design prior to fabrication of additional signs.
10a. Upon sample approval, sample will be used in final program installation.
11. Mowstrip specifications TBD.

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