UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Agenda Item Description Form

1. Item: HBSC Donor Signage

2. Committee Date: December 14, 2012

3. Requesting Department: Optometry

4. Contact Names & Phone Numbers: Earl Smith 3-1946

5. Presenter: Earl Smith

6. Recommendation/Action Requested: Approval

7. Summary

Approval is requested for the installation of identification and donor signage at the Health & Biomedical Sciences Center.

At the December 9, 2011 CFPC meeting, conceptual approval was granted for donor recognition signage at the top of the building (see attached meeting minutes and agenda item, Attachments 3 and 4). Implementation was put on hold pending further discussions between the Office of Development and the School of Optometry. Those discussions resulted in an alternative design, which is presented herein for approval.

The proposed design consists of cast aluminum letters mounted on the fascia of the north entrance canopy. There are two rows of letters, 8 inches and 6 inches tall; see attached rendering (Attachment 1).

The design has been approved by the School of Optometry, the Office of Development, and Facilities Planning and Construction. A detailed justification and description of the approval process to date, prepared by the School of Optometry, is attached (Attachment 2).

Due to the lead time needed for fabrication, and the need to have the letters installed by the February 5, 2013 dedication ceremony, the School of Optometry is requesting expedited approval, in advance of the CFPC Committee meeting.

8. Proposed Start Date: Upon approval
9. **Supporting Documentation Description:**

- Attachment 1: This proposal
- Attachment 2: Justification from School of Optometry
- Attachment 3: Meeting minutes from 12/9/11 CFPC
- Attachment 4: Agenda item from 12/9/11 CFPC
Cast Letters Specifications

1.1 Scope
A. Furnish letters and hardware necessary to install cast letters shown on drawings and herein specified.

1.2 Materials (Metal Alloys)
A. Aluminum

1.3 Finishes
A. Aluminum
   1. Natural Satin faces, bead-blasted returns, 2-part hardened acrylic polyurethane clear coat.

1.4 Mounting Hardware
A. Cast metal letters have threaded stud bosses for stud insertion.
B. All aluminum letters under 18" use aluminum studs
C. All other letters use stainless steel studs – can be added at additional cost.

1.5 Manufacture
A. Letters shall be made of CAST ALUMINUM.
B. Letter shall be AVANTE GARDE MEDIUM letter style and shall be VARIOUS AS SHOWN inches high, as indicated on the drawings.
C. Finish shall be BRUSHED SATIN.
D. Mounting shall be STUD MOUNTED and a mounting template designating stud locations is required for mounting on FLAT METAL SURFACE - PORTICO surface.

1.6 Installation
A. Installer shall install cast letters as requested by customer.

1.7 Warranty
A. Letters will be guaranteed for the life of the business against defects.
JUSTIFICATION FOR HBSC DONOR SIGNAGE

By Dean Earl Smith (Attachment to 12/14/12 CFPC Agenda Item)

The Molly and Doug Barnes Vision Institute is located within the first two floors of the Health and Biomedical Sciences Building. Dr. and Mrs. Barnes made a very generous $5 million gift and in exchange for their contribution, secured the naming rights to the two designated floors. As good stewards of their generosity, we are honoring and publicly recognizing their gift through signage to be located on the portico edge at the patient drop off area. This was approved by Eloise Dunn Stuhr, VC/VP University Advancement, on November 14, 2012 during a walk-through of the interior and exterior of the building. A luncheon was held at Wortham House on May 2, 2012 with the donors, President Khator, Eloise, Lisa Holdeman and Dean Smith. During the course of the luncheon outside donor recognition signage was discussed as part of the overall proposal which was ultimately funded.

In addition to the critical donor recognition signage, we already have patients entering the building and our first surgical cases are scheduled to begin on December 18, 2012. Patients and their families need clear signage located on the building itself to help identify that they are in the right place. Many of these patients have reduced vision and we need to clearly identify the patient drop off zone as the Vision Institute to reassure them they are in the correct location.

Since we are not the only inhabitants of the new building, we discussed with Eloise having two lines of text to be centered over the entry doors and affixed to the portico edge to assist all visitors to the building. It was agreed that lettering on line one would be 8 inches tall with the text Health and Biomedical Sciences Building. Line two, located directly below and centered with the above text will read Molly and Doug Barnes Vision Institute and be 6 inches tall. Our vendor will utilize the approved UH font for the portico lettering as is per policy for all exterior building signage.

We propose using the vendor we are currently working with (Recognition Products of the Southwest) on all interior donor recognition materials. He has a lengthy history with UH and has done projects in many colleges and within the UH System. Most recently he completed a project at ERP. He has worked with us since the beginning of our building campaign and has personally met and toured the new building with Mark Boon so we maintain a consistent look with the architecture. He has an excellent relationship with his vendors and is able to order, receive, and install the signage prior to the dedication date (design plant closed Dec 21-Jan 1). It is our intent to pay for the signage through funds in our college foundation to expedite the process.

Timing is critical as the President’s Office has scheduled the formal dedication ceremony for Tuesday, February 5, 2013. Donors and friends are already aware of this date and we will have of our lead donors on campus that day including Molly and Doug Barnes as well as a group traveling all the way from Australia. In addition, we will have members of the Texas Optometry Board with us for the event. The majority of our donors and friends have not yet seen the completed building and it is imperative we make a positive and lasting impression for purposes of future gifts. These same donors will continue to be cultivated for additional major gifts and we want the building to be seen at its finest and finished state. Having temporary signage is not an option if we want to further steward and cultivate these relationships.
Meeting Minutes
Wednesday, December 7, 2011
3:00 p.m.

Approval Items

1. Approval of Cullen Performance Hall Outdoor Banner.
   Presented by: John Schwartz
   Approval is requested to extend the display of the UH banner on the exterior of E. Cullen Performance Hall until May 31, 2012. Due to the overwhelmingly positive reception from the city, visitors to campus, and the campus community, University Marketing asks to extend the display of the UH banner to the end of the spring '12 semester, to be removed no later than Thursday, May 31.
   Committee Recommendation: The committee recommended that the banner display be extended to May 31, 2012.

2. UH Energy Research Park building signage standards.
   Presented by: Sean York
   The Office of Real Estate Services requests approval on a signage standard for UHERP buildings that differs with buildings with donors. Two options will be presented.
   Committee Recommendation: The Committee recommended approval with the understanding that signage for the UH Energy Research Park be part of a larger, more comprehensive signage and way finding effort in conjunction with the University of Houston. It is the desire of the committee that when new signage is approved and installed for the University of Houston, that similar signage be used on the UH Energy Research Park campus.

3. Approval of Exterior Finishes for Cougar Place Replacement.
   Approval is requested for the exterior design of a four story, approximately 800-bed sophomore residence facility at the site of the existing Cougar Place apartments.
   Presented by: Don Yackley and Page Southerland Page
   Committee Recommendation: The committee recommended approval of materials, but commented on the design and asked that the design team from Page Southerland Page review the shed roof at the entrance to the residence hall and look toward creating a more integrated transition between this roof and the more solid classroom facility adjacent to the entrance.
4. **Approval of Health and Biomedical Sciences Donor Signage.**

Approval is requested for the installation of identifying and donor signage at the Health & Biomedical Science Center.

**Presented by: Lisa Holdeman & Spencer Moore**

**Committee Recommendation:** The committee recommended in concept the donor signage on the north elevation of the building. Facilities Planning and Construction will make sure that the signage is in accordance with branding standards and Facilities Management will work with Development to make sure that a maintenance budget for specialty signs like this is implemented.

**Action Items:**

- Update from FPC/Dean Oliver on Cougar Place entrance transition.
- Update from FPC on Health and Biomedical Science signage.
- Updates from Facilities Management on Facilities Condition Assessment (as it relates to Campus Master Planning).
- Update from Emily Messa on Jimenez “Fiesta Dancers” sculpture letter to the System-wide Art Acquisition Committee.

5. **Next Meeting**
UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Agenda Item Description Form

1. Item: HBSC Donor Signage

2. Committee Date: December 9, 2011

3. Requesting Department: Development

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

5. Presenter: Lisa Holdeman

6. Recommendation/Action Requested: Approval

7. Summary

Approval is requested for the installation of identifying and donor signage at the Health & Biomedical Science Center.

The University of Houston is in discussions with a major donor for the naming of the Health & Biomedical Science Center, currently in construction and scheduled for completion in late 2012.

Signage at pedestrian level will consist of applied metal letters conforming to the current campus signage design guidelines. Since the building is seven stories tall, however, and can be seen several blocks beyond the campus perimeter, large scale lettering is proposed to allow the building to be identified by drivers to the south and along Spur 5.

Three options are proposed for the committee’s consideration. All options feature the University of Houston logotype, the donor’s name and the words “Vision Institute.” The potential donor’s name is the same length as the text substituted in this agenda item. Proposed letter construction is 6” to 8” deep steel or aluminum letters with a black Imron paint finish.

The first option is signage on the north face and displays the text in 3 lines. The logotype is approximately 60” long x 4” tall and the remaining text is approximately 32” tall. Please note that the north side precast panels on which the signs would be mounted are faceted with the result that the letters will not sit flush against the building.

Options 2 and 3 are signage on the south face of the building. The second option shows the signage on the western end of the building, where it will be more visible from Calhoun and Wheeler. The text is in 2 lines and the logotype here is approximately 74” long and 4” high with wider spacing between the letters. Secondary text is approximately 30” tall. The third option has the signage in 2 lines located on the east side of the building and visible to
Wheeler and Spur 5. In this option the logotype length is 60" long by 4' tall with secondary text approximately 30" tall.

Campus Design Guidelines do not permit self-illuminated signage except in perimeter locations and with approval of the CFPC. Development requests the committee’s consideration of backlit neon letters for the large scale lettering.

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

9. **Supporting Documentation Description:**
   
   Elevations and renderings, attached