



**UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Request for Project Approval Form**

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| 1. Project Name | Energy Research Park Donor Signage |
| 2. Committee Date | December 3, 2010 |
| 3. Requesting Department | Advancement |
| 4. Contact Name & Phone Number | Lisa Holdeman, x3-8408 |
| 5. Presenter: | Lisa Holdeman |

6. Description

This item requests approval of corporate building donor signage graphics for use at the Energy Research Park. Unlike the main campus, tenants at the ERP complex will include various energy firms engaged in industrial partnerships with the University in energy research. As corporate donor opportunities exist among these firms, FPC and Advancement have proposed this standard for the potential inclusion of corporate brands on ERP building facades.

Background Information

Facilities Planning and Construction and the Office of Real Estate committed to the CFPC in May 2010 that the ERP campus will observe the main campus's design guidelines in quality of new construction, sustainability goals, exterior lighting, security, landscaping, and wayfinding.

The Campus Design Guidelines Wayfinding Standards specify building name signage as follows:

Exterior building graphics ... 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, stainless steel, or aluminum and are to be approved by FP&C.

This proposal consists of a building name component and a logo component.

Regarding the building name signage, it should be noted that potential mounting areas at ERP are typically brick, but may also be metal panel or concrete. Carved inscriptions therefore are an unsuitable option. FPC proposes cut-out letters in a dark gray aluminum finish or black metal letters. Black will be used where greater contrast between the signage and the wall is necessary. Approximate letter size will be 12", which corresponds to channel letter signage at the Cynthia Woods Mitchell Center for the Arts and at the Welcome Center.

In instances where corporate donors have contributed one-third or more of the renovation cost, and wish to display their logo, FPC proposes a standard in which the logo is reproduced in the same dark gray or black finish as the building name letters, and backlit with red light. Proposed letter height would be proportionate to the building elevation but not greater than 24".

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| 9. Source of Funding: | Project Funds |
| 10. Proposed Start Date: | Signage will be added as individual renovation projects are completed and as major gifts are finalized. |

Spencer Moore
Executive Director
Facilities Planning & Construction

Date: _____

Attachments



Donor Signage Daytime View (Building 9)



Donor Signage Evening View(Building 9)