

UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Agenda Item Description Form

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.

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.

7. **Proposed Start Date:** *Upon approval*
8. **Supporting Documentation Description:** *Location plan and shop drawing, attached*



Monument Sign

LOCATION PLAN

