

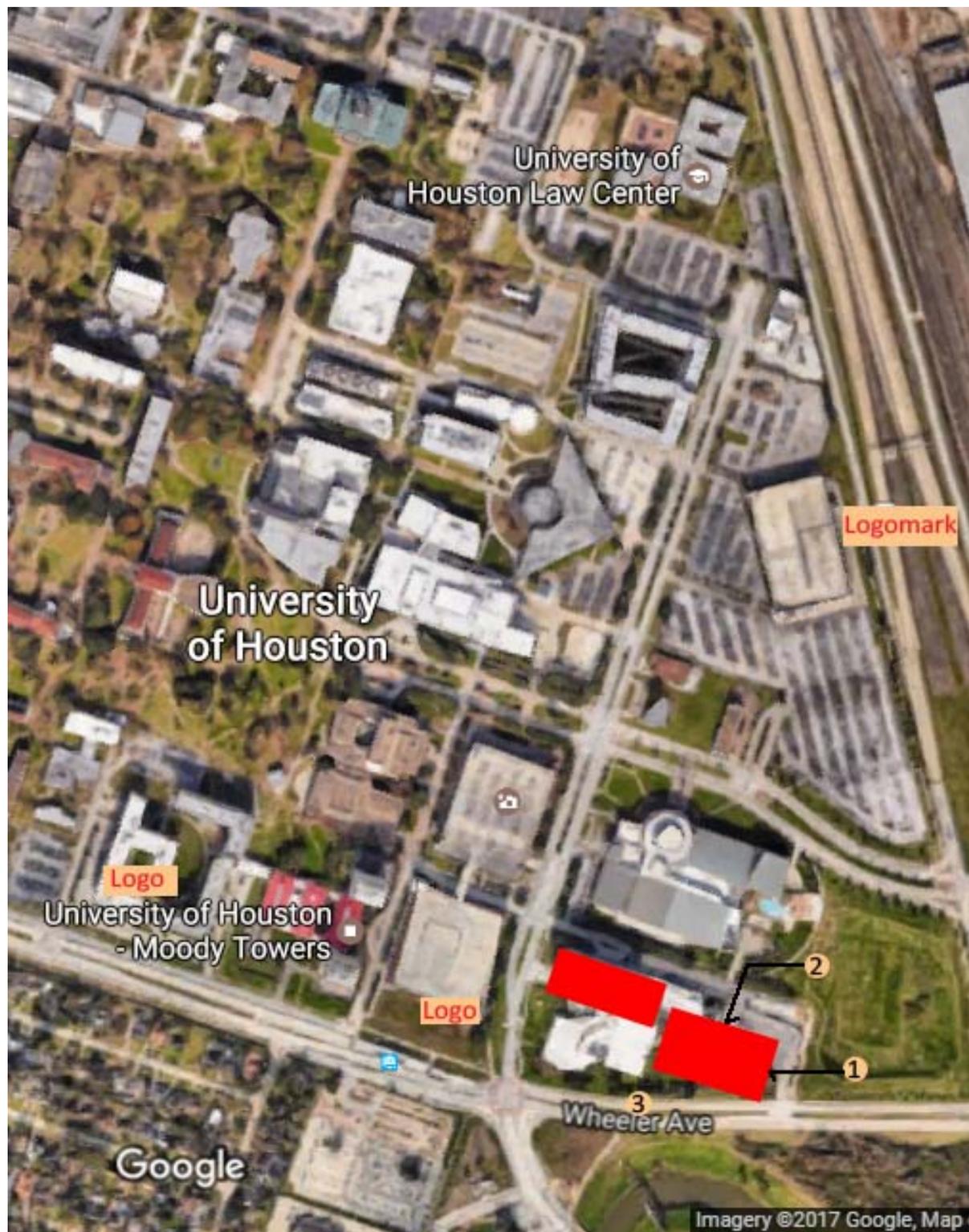
**UNIVERSITY OF HOUSTON**  
**Campus Facilities Planning Committee**  
**Agenda Item Description Form**

1. **DATE** *May 12, 2017*
2. **ITEM:** *HBSB2 Illuminated Signage*
3. **REQUESTING DEPARTMENT:** *Office of the President*
4. **CONTACT NAMES & PHONE NUMBERS:** *David Oliver, x 2-4504*
5. **PRESENTER:** *David Oliver*
6. **RECOMMENDATION/  
ACTION REQUESTED:** *Approval of signage placement at HBSB2*
7. **SUMMARY:**  

At the request of President Khator, FPC contacted the design firm for the HBSB2 project regarding large scale illuminated signage on one or more faces of HBSB2.

The design firm, Shepley Bulfinch, returned assessments of the visibility of 5 sign locations, of which 2 have reasonable visibility to Spur 5 and to IH45S, and the third has good visibility from Calhoun and MLK and which would be desirable if the primary audience is local.

The committee is tasked with recommending the number of signs, the message (logo and/or name), and preferred locations. Supporting documents discuss aspects of the three signs with best visibility.
8. **PROPOSED START DATE:** *Upon Approval*
9. **SUPPORTING DOCUMENTATION:** *PhotoShop mock-ups*



University of Houston Law Center

Logomark

University of Houston

Logo

University of Houston - Moody Towers

Logo

2

1

3

Wheeler Ave

Google

Imagery ©2017 Google, Map d

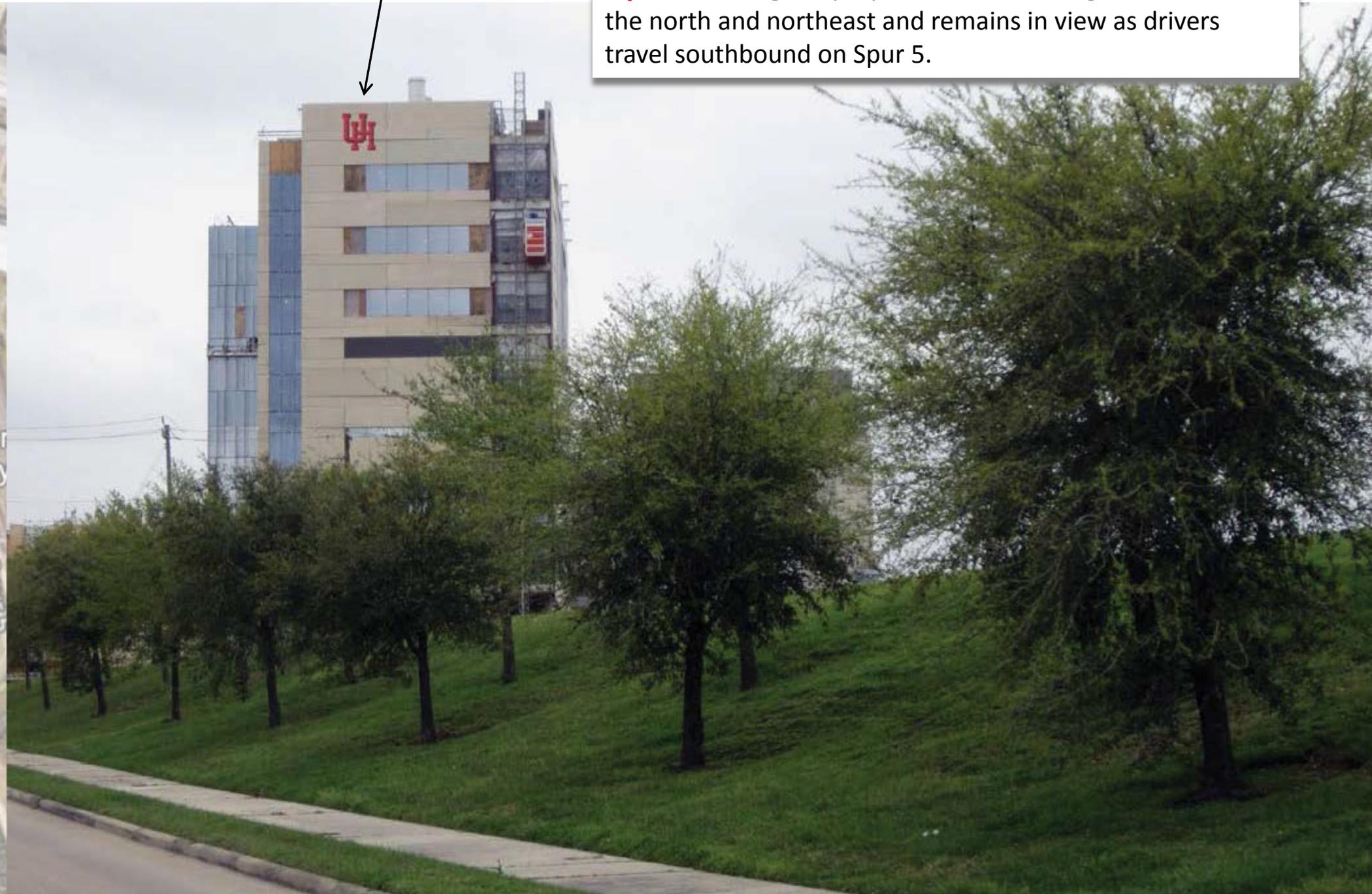
Representation of HBSB2



Smither Park

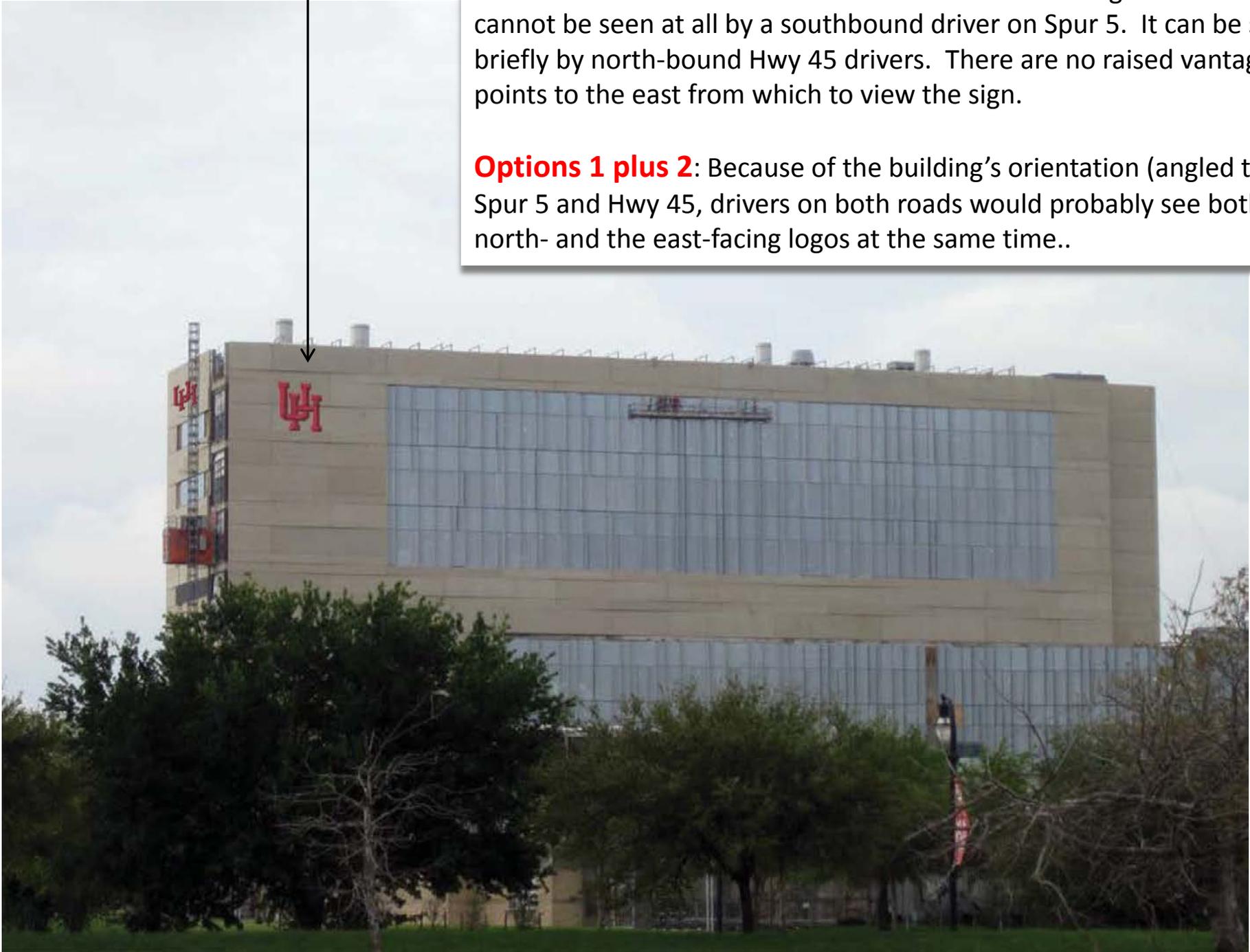


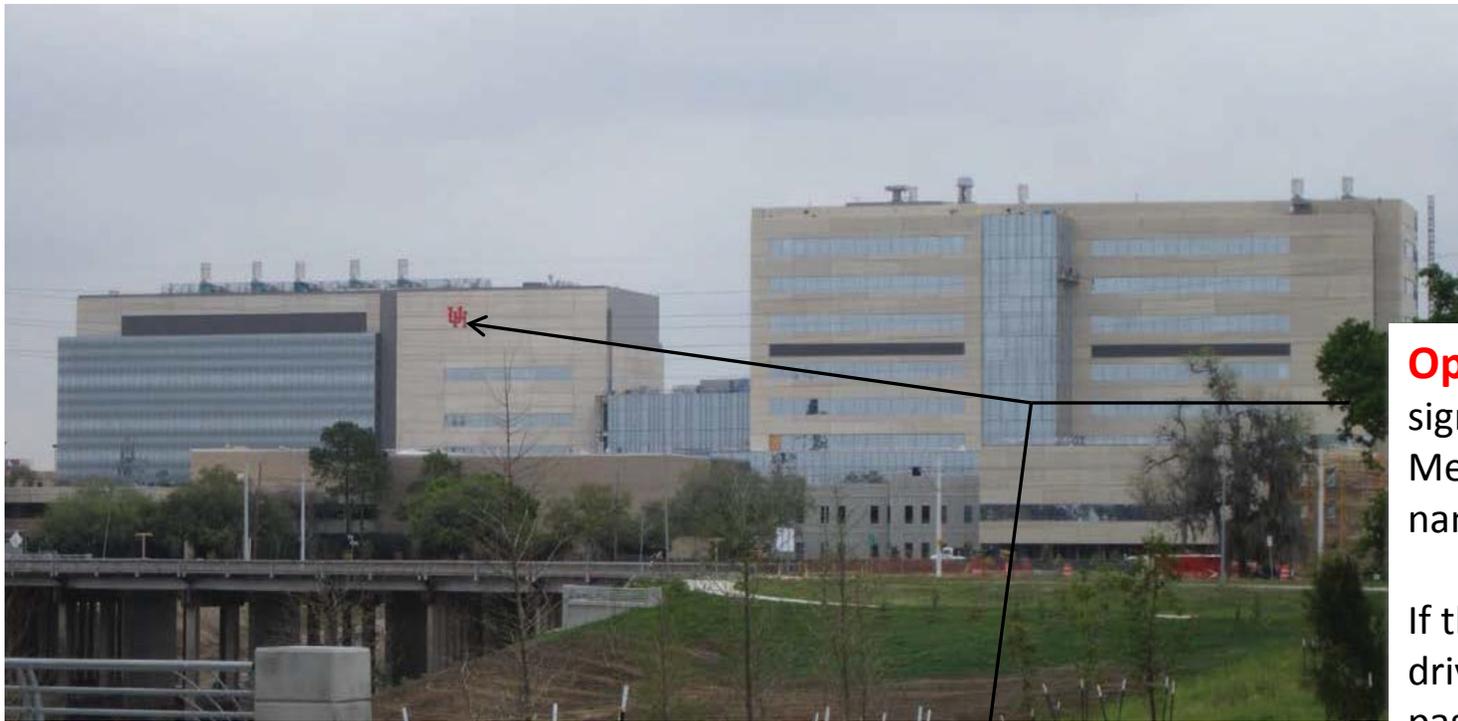
**Option 1** has good proportions and the logo is in view from the north and northeast and remains in view as drivers travel southbound on Spur 5.



**Option 2:** logo fits well on this elevation and can be seen from Spur 5 north-bound until Wheeler but because of the building's orientation it cannot be seen at all by a southbound driver on Spur 5. It can be seen briefly by north-bound Hwy 45 drivers. There are no raised vantage points to the east from which to view the sign.

**Options 1 plus 2:** Because of the building's orientation (angled to both Spur 5 and Hwy 45, drivers on both roads would probably see both the north- and the east-facing logos at the same time..





**Option 3** includes a choice of sign at HBSB1 or HBSB2. Message may be logo or building name.

If the sign is located on HBS1, a driver heading north on Spur 5 past Wheeler is unlikely to be able to see it because of the low elevation of the road and obstructing terrain and HBSB2 building. It would be seen well from Calhoun and MLK

If the sign is located on HBS2 on a lower floor, it is not visible to rail riders, freeway drivers, or the general campus community. It communicates well to bayou trail users and west bound traffic on Wheeler.

