

SECTION 10.0

WAYFINDING STANDARDS AND GUIDELINES

10.1. INTRODUCTION

The University of Houston is a large urban campus that is largely accessed by its community through the automobile. Wayfinding is very important to this community, especially to first time visitors and new students, faculty, and staff. The wayfinding process begins at the freeways and major thoroughfares that bound the UH campus, flows to the parking lots, and then onto the campus. The on-campus wayfinding is shared by everyone and consists largely of maps and building names. Once inside the buildings the interior signage is a typical service with the room numbering system carried out in accordance with the THECB recommendations.

This section is divided so as to reflect the sequential experience of wayfinding: exterior directional signage for getting to the campus and locating parking areas; external on-campus signage for navigating once on the campus; and interior signage for finding one's way inside a building.

SIGNAGE TYPES:

TXDOT Signage	Parking Identifier
City of Houston Signage	Bike Path Marker
Perimeter and Public Thoroughfare Directional Sign	Exterior Building Name Graphics
Entrances and Campus Vehicular Directional Sign	Building Street Addresses
Building Identifier	Dedication Plaque
Pedestrian Directional	Street Name with UH Logo
Pedestrian Directory Kiosk	Shuttle Bus Stop Sign
Alternate and Special Exception Monument Sign	Area Patrol Sign
	Traffic Control Sign
	Interior Building Signage (various)

10.2. EXTERIOR DIRECTIONAL SIGNAGE

10.2.1 TEXAS DEPARTMENT OF TRANSPORTATION (TXDOT) SIGNAGE

A significant portion of the northern and eastern edges of the campus are defined by Interstate 45 and Spur 5. Examples of TxDOT signage that begin the wayfinding process to campus can be found at I-45 and Cullen Blvd., Spur 5 and University Drive and Spur 5 and Wheeler Ave. (See **Figure 10.1**) Once the visitor has exited the freeways, the UH entrance monument sign (usually on a boulevard) begins the on-campus directional signage. (See **Figure 10.1**).



FIGURE 10.1
TXDOT SIGNAGE-I-45 EXITS

10.2.2 CITY OF HOUSTON SIGNAGE

Similar to the TxDOT signage, City of Houston signs point the way to the major thoroughfares that cross the campus. An example can be found at the I-45 feeder road and Cullen Boulevard.

10.2.3 UNIVERSITY OF HOUSTON EXTERIOR DIRECTIONAL SIGNAGE

In the latter part of 2013 and early in 2014, the University began to implement a new wayfinding graphics package based on the division of the campus into seven districts, each with its own specific color. Individual signs include the color of the district in which they are located, and sign copy is kept to a minimum. Phased implementation in the other districts was underway.

Please contact a University of Houston FP&C or FM Project Manager for the most current information on signs required by construction projects. A rendering of the Campus Exterior Wayfinding Signage Family as of February 25, 2014 is attached as **Figure 10.2**.

PERIMETER AND PUBLIC THOROUGHFARE DIRECTIONAL SIGN

See Campus Exterior Wayfinding Signage Family, Type A

ENTRANCES AND CAMPUS VEHICULAR DIRECTIONAL SIGN

See Campus Exterior Wayfinding Signage Family, Type B

PEDESTRIAN DIRECTIONAL

See Campus Exterior Wayfinding Signage Family, Type C



FIGURE 10.1
CAMPUS EXTERIOR
WAYFINDING SIGNAGE
FAMILY

SALES FIRM	Directional First Traffic	Directional Entrances and Campus (Blacklocks - Slow Traffic)	Directional (Pedestrians) Campus (sidewalk)	Directional (Kiosk - Pedestrian) Campus (sidewalk)	Building (Entrances) Campus (sidewalk)	Parking (Entrances) Parking (sidewalk)	Self-Storage (Entrances) Parking (sidewalk)	Minimum Type Special Applications
VARIABLE METRICS	Type A 1. 1st entrance 2. 2nd entrance 3. 3rd entrance 4. 4th entrance 5. 5th entrance 6. 6th entrance 7. 7th entrance 8. 8th entrance 9. 9th entrance 10. 10th entrance 11. 11th entrance 12. 12th entrance 13. 13th entrance 14. 14th entrance 15. 15th entrance 16. 16th entrance 17. 17th entrance 18. 18th entrance 19. 19th entrance 20. 20th entrance 21. 21st entrance 22. 22nd entrance 23. 23rd entrance 24. 24th entrance 25. 25th entrance 26. 26th entrance 27. 27th entrance 28. 28th entrance 29. 29th entrance 30. 30th entrance 31. 31st entrance 32. 32nd entrance 33. 33rd entrance 34. 34th entrance 35. 35th entrance 36. 36th entrance 37. 37th entrance 38. 38th entrance 39. 39th entrance 40. 40th entrance 41. 41st entrance 42. 42nd entrance 43. 43rd entrance 44. 44th entrance 45. 45th entrance 46. 46th entrance 47. 47th entrance 48. 48th entrance 49. 49th entrance 50. 50th entrance 51. 51st entrance 52. 52nd entrance 53. 53rd entrance 54. 54th entrance 55. 55th entrance 56. 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PEDESTRIAN DIRECTORY KIOSK

See Campus Exterior Wayfinding Signage Family, Type D

ALTERNATE / SPECIAL EXCEPTION MONUMENT SIGN

See Campus Exterior Wayfinding Signage Family, Type Alt. H

BUILDING IDENTIFIER

See Campus Exterior Wayfinding Signage Family, Type E

PARKING IDENTIFIER

See Campus Exterior Wayfinding Signage Family, Type F

BIKE PATH MARKER

See Campus Exterior Wayfinding Signage Family, Type G

10.2.4 UNIVERSITY OF HOUSTON BUILDING EXTERIOR GRAPHICS

BUILDING NAME

Exterior building graphics (building name at a minimum) 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, aluminum, or stainless steel and shall be approved by FP&C. (See **Figure 10.3**)

Building name shall be externally illuminated in accordance with SECTION 11.0 LIGHTING DESIGN GUIDELINES.

Exterior building graphics (building name and/or donor name) utilizing large scale lettering intended to be viewed above the pedestrian level from a distance shall be reviewed and approved by the Campus Facility Planning Committee. Any internal illumination of the graphics shall also be reviewed by the Campus Facility Planning Committee.





FIGURE 10.3
EXAMPLES OF BUILDING NAME GRAPHICS

BUILDING STREET ADDRESSES

Street address numbers meeting the requirements of the current NFPA 1 and City of Houston Fire Code shall be displayed on each building. Letter size is generally 6" but may be taller if located higher on the building elevation. Vinyl letters at glass entries and aluminum pin-mounted letters are common installations. Contact FPC/FS Project Manager for current requirements.

DEDICATION PLAQUES

Dedication plaques shall be of incised stone or cast metal or as approved by FP&C. Plaques shall comply with the requirements of University of Houston System Board of Regents Policy Number 53.02: (See **Figure 10.4** for example)

53.02 Building Identification Plaques

Building identification plaques shall be placed in all new buildings constructed by the System.

53.02.1 Contents

Building identification plaques shall contain:

- A. the name of Texas governor at the time of approval of the project;*
- B. the names of Chair, Vice Chair, Secretary and other members of the Board at the time of approval of the project;*
- C. the names of the Chancellor and component University President at the time of approval of the project;*
- D. the names of architects;*
- E. the name of general contractor;*
- F. the year project is approved; and*
- G. the year building construction is completed.*

53.02.2 Definitions

The “time of approval” date shall be the date the Board approves the project program, budget, schedule, and schematic design.

The “completion” date shall be the date established by the certificate of substantial completion as issued by the architect and approved by the Executive Vice Chancellor for Administration and Finance.

(08/17/11)

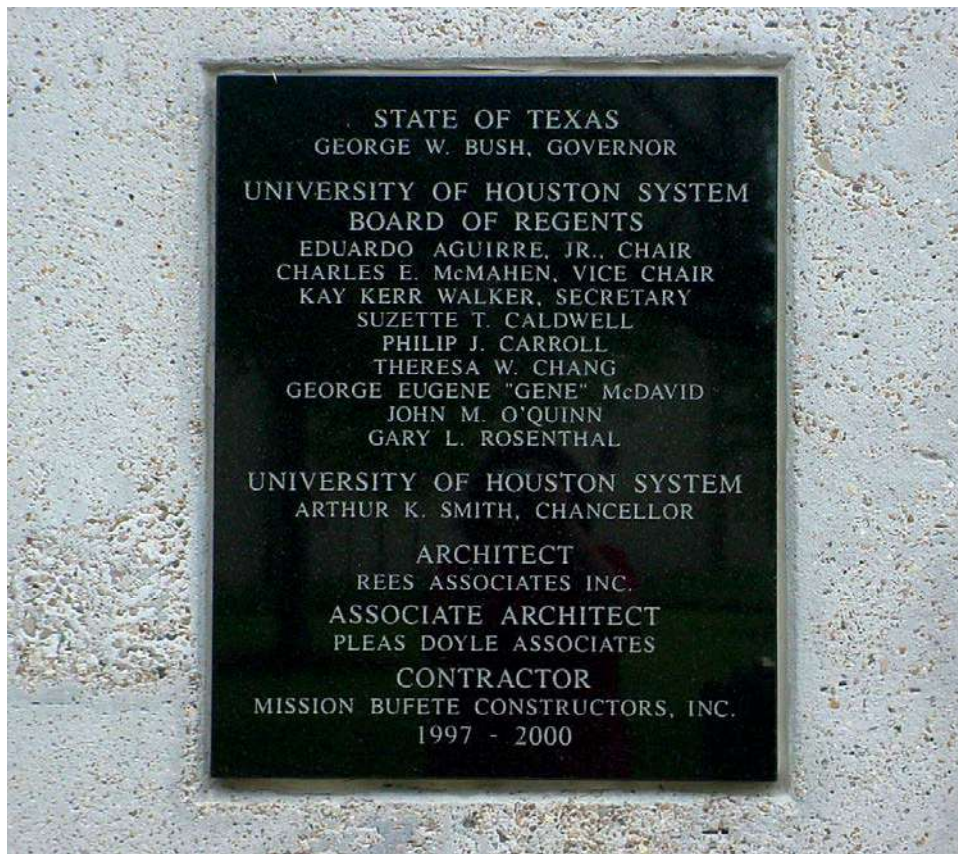


FIGURE 10.4
EXAMPLE OF DEDICATION PLAQUE
(LEROY AND LUCILE MELCHER CENTER FOR PUBLIC BROADCASTING)

10.2.5

EXTERIOR MISCELLANEOUS SIGNAGE

STREET NAME SIGN with UH Logo

To delineate the boundaries of and routes to the main campus, all standard green on white City of Houston street name signs at major intersections on campus have been replaced with special UH street signs (See **FIGURE 10.5**).

Campus street name signs are black with white copy in standard fonts and sizes. The street name is 4" high standard block font, with the street type (e.g. Drive, Blvd., Street) and the block number in 1" high standard block font. At the top of the pole is a 9"W x 9 3/4"H aluminum sign painted red to match the approved University standard, with a 6" high interlocking UH logo in white reflective vinyl outlined in black. (See Figure 10.13)

SHUTTLE BUS STOP SIGN

Production and installation of shuttle bus signs is the responsibility of the UH Parking and Transportation department.

New building site designs and parking lot designs shall take into consideration the potential requirement of new shuttle bus stops with covered waiting structures. New location requirements shall be determined by Parking and Transportation and incorporated into the project design. (See **FIGURE 10.6**).

AREA PATROL SIGN

The location of new area patrol signs shall be determined by the University of Houston Department of Public Safety and conveyed to FP&C for fabrication and installation (See **FIGURE 10.7**).

- Each sign shall be 17.5"H x 14"W, made of 1/8" aluminum and mounted on a 2" aluminum pipe with the top of the sign at 8'-0" above grade. The pipe shall be installed in a 8" diameter concrete footing that extends 2'-0" below finished grade.
- The signs shall be painted black to match Imron color #99, semi-gloss. A 2" section at the top of the sign shall be painted red to match the approved University sample and shall contain the interlocking UH logo in the left hand corner.
- All text copy shall be white reflective vinyl of a font and size to match existing signs. The UH Police logo shall be of digitally printed vinyl and placed in the center of the sign. (See **Figure 10.15**)

TRAFFIC CONTROL SIGNAGE

All traffic control signage on the University of Houston campus shall conform to the *Texas Manual on Uniform Traffic Control Devices for Streets and Highways*.

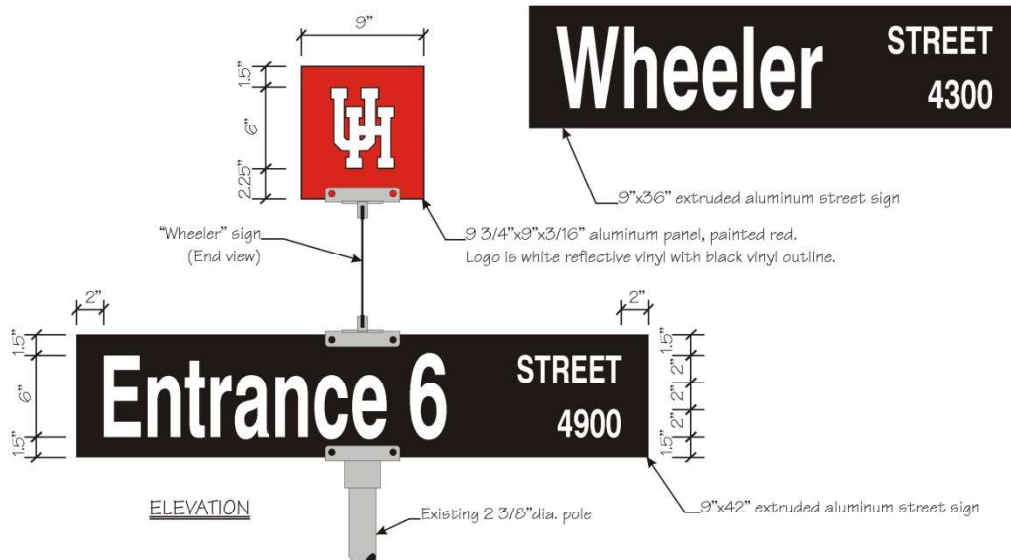
- See also UH Design Guidelines and Standards Section 9: Parking, 9.11—Signage.



FIGURE 10.5
STREET NAME SIGN with UH LOGO



FIGURE 10.6
SHUTTLE BUS SIGN



Use current UH interlocking mark for all signage requiring logos (see <https://www.uh.edu/brand/brand-identity/style-guide/> for current interlocking mark)

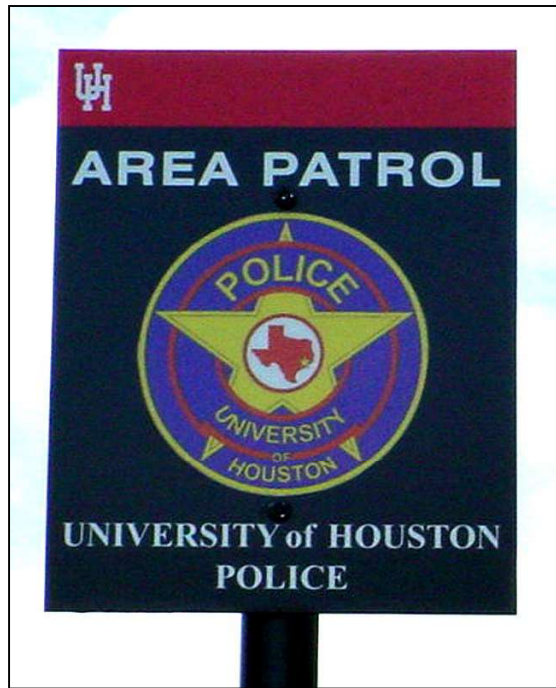


FIGURE 10.7
AREA PATROL SIGN

10.3. INTERIOR BUILDING SIGNAGE

10.3.1. Purpose and Scope

The interior signage program is a standardized signage program meeting the intent of the Texas Accessibility Standards (TAS) and the American's with Disabilities Act (ADA signage requirements for interior spaces. Other regulating bodies' requirements or policies, such as UBC and Fire and Safety Codes, may not be fully addressed in these guidelines; a code expert should be consulted in the design of compliance and regulatory signage.

All buildings within the University of Houston Campus shall be provided with Building Directional Signage in accordance with these guidelines. **Interior signage colors and selected format shall be presented to the project team at the same time as the interior finishes.** Plant Ops FM Lock/Access Shop personnel will assist with developing a work request for replacement or additional signage. Department managers who authorize non-standard interior signage for their facilities assume the responsibility for the cost of replacement or additional signage.

All room numbers shall be approved by the FP&C Office of Facilities Information.

Signage issues outside the scope of these guidelines shall be addressed on a project-by-project basis with FP&C.

10.3.2. Signage Standard Overview

For full details of the interior wayfinding sign program please contact, Facilities Planning & Construction Planning Services Group at 713-743-8025. Please review the following overview of the signage program and the signage schedule at **Figure. 10.8**.

The signage program consists of acrylic signage in five (5) different colors: red, black, light gray, dark gray, and white. Typically, identifying signs will include a red number panel or accent field, but choice of colors from the standard palette may take into account existing signs in the area or discordant wall colors. Panels are modular for consistent edges when grouped. Fonts are Trade Gothic Bold No. 2, Trade Gothic Medium, and Trade Gothic Light, and letters are 5/8" in height or more depending on sign function.

Sign types include but are not limited to flush-to-wall-and flag-mounting, identifying, directional, paper insert, directory, compliance/hazard, evacuation, posted occupancy, and stairwell signage.

Prior to installation, installer shall examine substrates, areas, and conditions for compliance with requirements for installation tolerances and other conditions affecting performance of signage work. Substrate shall be cleaned of all bond-breaking materials and loose debris.

Install signs level, plumb, true to line, and at locations and heights indicated, with sign surfaces free of distortion and other defects in appearance.

Affix flush-mounted signs with manufacturer's standard high-bond, foam-core tape, 0.045 inch (1.14 mm) thick, with adhesive on both sides. Apply tape strips symmetrically to back of sign and of suitable quantity to support weight of sign without slippage. Keep strips away from edges to prevent visibility at sign edges. Place sign in position, and push to engage tape adhesive.

Installer shall provide all hangers, channels, rods and other miscellaneous support steel as necessary to support suspended signage and shall fasten support to the existing structure in such a manner as to not compromise its existing structural integrity or fire rating.

[see attached PDF]

10.3.3. INDIVIDUAL ROOM SIGNAGE / ROOM NUMBERING AND IDENTIFICATION

A. Policy

Signs will designate all permanent rooms and spaces and comply with ADA requirements.

Every room shall have a room number. Semi enclosed spaces may also require room numbering; confer with Facilities Planning and Construction for project specific requirements.

Every department and suite of offices on a public corridor shall have identification along with a number. **Names of individual occupants shall not be included on any room sign.**

Signs for special use rooms, i.e., restrooms, stairwells, and the interior of stairwells, will include character / pictogram signs that comply with ADA.

10.3.4. BUILDING DIRECTORIES / MAIN ENTRANCE DIRECTORIES (Type 4 options a and b)

A. Policy

A wall-mounted building directory will be strategically located at or near the main entrance of every building.

Only administrative departments and academic units will be identified in the directory. No individual names will be included.

10.3.5. INDIVIDUAL FLOOR DIRECTORIES

A. Policy

A floor directory may be strategically located on each floor not considered the main floor of every building.

Only administrative departments and academic units will be identified in the directory. No individual names will be included.

10.3.6. COMPLIANCE SIGNS

A. Policy

The sign content and quantity of compliance signs (e.g. “No Entry,” “Employees Only,” “Maximum Occupancy ____,” “_____ Prohibited,” etc.) will be determined by Facility Planning & Construction and the department(s) involved. ISO graphic symbols shall be used (Sign Type 5) where applicable.

B. Sharps Signage

On the first floor of every building on campus, one public men’s room and one public women’s rest room shall feature both an approved Sharps container and exterior signage indicating Sharps disposal within. Contact the FPC or FS project manager for further information on the container and signage requirements.

10.3.7. EMERGENCY EVACUATION SIGNS

A. Policy

Certain occupancy types on campus shall contain emergency evacuation signs that illustrate the locations of all fire exits and the location of the viewer in relation to the fire exits. Each floor of an occupancy type listed below shall contain a minimum of one sign prominently placed in a public corridor. Additional signs shall be placed in any public corridor in which a ceiling or wall mounted exit sign is not visible.

Occupancy	Exit Diagrams Required
Classroom Buildings	No
Many of these include Auditoria) w/ >300 occupants	Yes
Hazardous Mtl Laboratories	No
Non-production Higher-ed Research laboratories	No
Charter School	No
Day Care (NFPA 101 separates educational and day cares into separate occupancies)	Yes
Student Housing Residential Flrs	Yes
Student Housing Facilities includg Dining Rooms or Commons >50 occup	Yes
Free-standing Dining Halls, >50 occupants	Yes
Indoor Athletic Space >49 occupants	Yes
Parking Garages	No
General Office	No
Retail Space	No
Clinics	No

10.3.8. STAIRWELL EMERGENCY EGRESS SIGNS

A. Policy

All stairwells on campus shall have buildings on campus shall have interior stairwell and occupancy side signage which meet Houston Fire Department and Texas Accessibility Standards requirements. The University of Houston Fire Marshal (Authority Having Jurisdiction) shall review and approve all stairwell signage.

10.3.9. PRODUCTION, INSTALLATION, MAINTENANCE, REPLACEMENT

A. Policy

All signage for capital improvement and major renovation projects shall be manufactured and installed in accordance with Design Guidelines Section 10.0 Wayfinding, by a sign manufacturer approved by Facilities Planning & Construction and under contract to the Project Consultant. Signage cost shall be charged to the construction budget.

All supplementary and replacement interior signage (due to minor remodeling, departmental moves, and reorganization) shall be manufactured and installed in accordance with Design Guidelines Section 10.0, Wayfinding. Requests for replacement and supplementary interior signage shall be directed to Facilities Maintenance via Work Request (<https://ssl.uh.edu/plantops/services/online-request/index.php>). Cost will be charged to the department or project budget.

Room numbers and departmental identification damaged due to vandalism or excessive wear will be replaced with signs meeting the current signage standards in Design Guidelines Section 10.0, Wayfinding at no charge to the department. Requests for such signage shall be directed to Facilities Maintenance via Work Request (<https://ssl.uh.edu/plantops/services/online-request/index.php>).

Specialized signage (e.g. directional or compliance) shall be initiated by Work Request from the department (<https://ssl.uh.edu/plantops/services/online-request/index.php>). Cost will be charged to the department.

10.4. GRAPHIC STANDARDS

Any use of the University of Houston's signature, logo, seal or other elements of the institutional identity program must comply with the requirements outlined in the UH Graphic Standards On-Line manual, which can be accessed by link through the web site of the Division of University Advancement, Office of University Relations at <http://www.uh.edu/policies/graphicstandards>.